



LIQUIDMOTORS

Powered by expertise. Driven by success.™

Corporate Style Guide

Liquid Motors Inc. Corporate **TABLE OF CONTENTS**

Introduction.....1

Logo Guidelines.....2

Print Logos.....3

Online Logo.....5

Sizing Specifications.....6

Typography.....7

Letterhead.....8

Envelope.....9

Fax Sheet.....10

Business Card.....11

PowerPoint Presentation.....12

Email Format.....13

Email Signature.....14

Business Development/Dealer Services Signature.....15

Adding a Signature.....16

Liquid Motors Inc. Corporate INTRODUCTION

The identity and image of a company are among its most important assets. Liquid Motors Inc. depends upon a strong name and reputation for success. To protect and enhance our brand, it is vitally important to be consistent in how Liquid Motors Inc. is presented to customers, prospects, employees, shareholders, suppliers, the media, government, and others associated with Liquid Motors Inc.

Corporate identity standards provide a unified and visible means to identify Liquid Motors Inc. Please follow the guidelines in this handout and use them to help contribute to Liquid Motors' business success. If you have any questions about how to implement any of these guidelines, contact the Liquid Motors Marketing department.

Contacts

Jill Givens, Director of Marketing - jillgivens@liquidmotors.com

Ruth Metcalf, Graphic/Web Designer - ruthmetcalf@liquidmotors.com

Logo Usage

The Liquid Motors Inc. logo is an important and invaluable asset for creating corporate identity. The Liquid Motors logo and logotype have carefully defined spacing and size requirements and should not be modified. It should never appear in conjunction with any other symbol, icon, text or be contained within another shape. The logo should never be screened back or used in any other color. To ensure consistency in our brand deployment, Corporate Communications must review and approve any item or document that utilizes the Liquid Motors logo. Any case for deviation must be presented to the Marketing department for authorization.

This style guide illustrates the correct usage of the Liquid Motors Inc. corporate identity. The guidelines for the use of the logo must be followed carefully. Various examples are shown in order to demonstrate the correct usage as well as aid in the correct interpretation of its usage when specific applications are not shown. This logo may not be redrawn, re-proportioned, distorted or altered in any way to build or construct another graphic element.



The Liquid Motors Inc. logo can appear in either print or online format. It should not be altered in any manner that is not described in this style guide.

Examples of where the printed format appears include company stationery, envelopes, brochures, documentation, tradeshow signs, and product labeling. Examples of where the online format appears include web sites, online presentations, and product software.

The Liquid Motors Inc. logo is distributed as an Encapsulated Postscript File (EPS) and a Tagged Image File Format (TIFF) and should never be recreated. These formats can be imported into most computer applications. The size of the Liquid Motors Inc. graphic must be in the same proportion if reduced or enlarged.

Liquid Motors Inc. Blue

Although the background will influence the chosen logo color, the preferred color for the printed ARG logo is Pantone Coated 2935 C on a light background.

When the logo must be reproduced in four-color process, use the CMYK color model and assign the following values:



C: 100
M: 46
Y: 0
K: 0



C: 0
M: 0
Y: 0
K: 100

Black or White

In addition to the traditional Liquid Motors Inc. Blue, the Liquid Motors logo can appear as white on a dark background or 100% process black on a light background.



White Logo on Black Background



Color Logo on Black Background



Liquid Motors Inc. Corporate **ONLINE LOGOS**

Online Liquid Motors Inc. blue as Pantone color does not appear the same online as in print; the Hexadecimal code for the Liquid Motors Inc. blue is #0076BF while Liquid Motors Inc. black is #000000. This is the preferred online color. The RGB color model has the following values assigned:



R: 0
G: 118
B: 191



R: 0
G: 0
B: 0

Online File Formats

The following files are to be used for Internet and PowerPoint presentations. The six-digit number is a web safe color used for online presentations. Either .gif or .jpg formats may be used; however, the .gif format has a smaller size and is recommended for the Internet.



R: 00
G: 76
B: BF



R: 00
G: 00
B: 00

1. LM_color_tag_72.gif - #0076BF blue and #000000 black hex colors
2. LM_color_tag_72.jpg - #0076BF blue and #000000 black hex colors

Liquid Motors Inc. Corporate **SIZING SPECIFICATIONS LOGOS**

The Liquid Motors Inc. logo may be reduced or enlarged proportionally as necessary on print materials. However, to assure legibility, the Liquid Motors Inc. logo should not be scaled smaller than 1 inch wide by 1 inch tall as shown below.



Safety Zone Specifications

The Safety Zone is the amount of space that surrounds the Liquid Motors Inc. logo to ensure that the logo is legible and easily identified. No other images or written information should appear in this designated area. The acceptable safety zone for the Liquid Motors Inc. is shown below.



The Liquid Motors typefaces are Sans Serif and DeStlye. All typography should be set upper and lower case and normal letter spacing. The font size should not be smaller than 10 points or larger than 48 points. For simplicity and consistency, use only the typefaces below.

Sans Serif Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Sans Serif Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Sans Serif Oblique

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Verdana Normal

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

DeStyle Regular

ABCDEFGHIJKLMN OPQRST UVWXYZ
ABCDEFGHIJKLMN OPQRST UVWXYZ
1234567890

DeStyle Bold

ABCDEFGHIJKLMN OPQRST UVWXYZ
ABCDEFGHIJKLMN OPQRST UVWXYZ
1234567890

DeStyle Oblique

ABCDEFGHIJKLMN OPQRST UVWXYZ
ABCDEFGHIJKLMN OPQRST UVWXYZ
1234567890

Liquid Motors Inc. Corporate LETTERHEAD

The standard letter format shown here demonstrates the optimal organization of contents, line length, and spacing. Consistency in following these guidelines makes typing more efficient, ensures continuity among all typed communications and projects a strong corporate identity. The standard letter format shown demonstrates how government logos are positioned, 15mm in from both the bottom and right hand side. There is 20mm in from the left and in line with the base of the government logos. The corporate typeface to be used is Sans Serif 12pt.

The diagram illustrates the layout of a corporate letterhead on an 8 1/2 x 11 inch page. A 50mm vertical margin is shown on the left side. The Liquid Motors logo, featuring a stylized 'M' in a blue circle, is centered at the top. Below the logo, the text 'LIQUID MOTORS' and the tagline 'Powered by expertise. Driven by success.' are centered. The letter content is organized as follows:

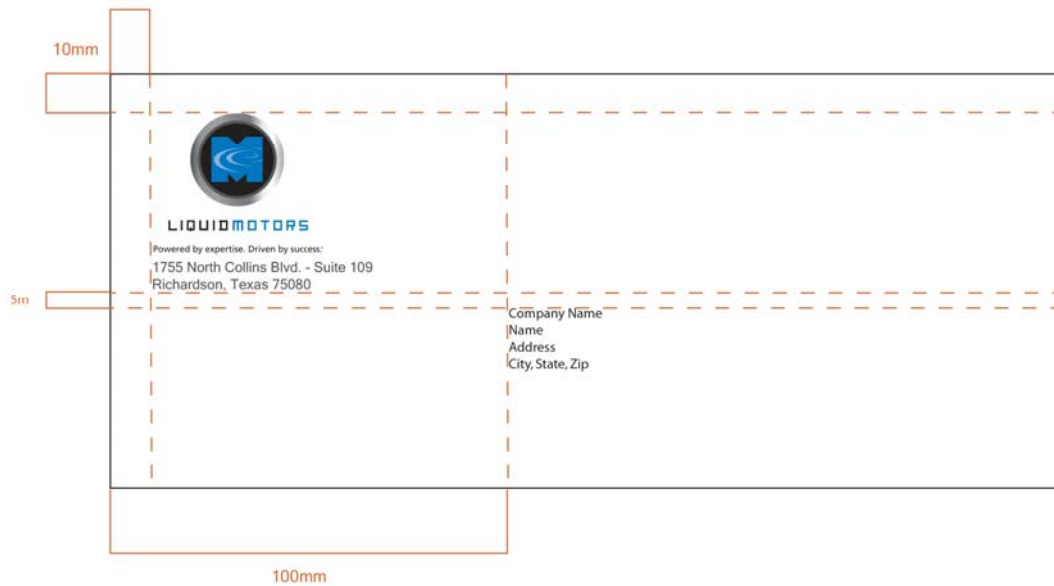
- Date:** Positioned at the top left of the letter body.
- Addressee's Name:** Includes the name, title, company name, and address (city, state, zip code).
- Salutations:** The letter begins two returns below the salutation.
- Body Text:** Single spaced throughout, with double spacing between paragraphs. The right margin is 20mm from the edge of the page.
- Complimentary Close:** Double spaced below the last paragraph. The sender's name and title follow four returns below the close.
- Sender's Name and Title:** Positioned at the bottom left of the letter body.

At the bottom of the page, a 15mm margin is shown on both the left and right sides. The footer contains the following information: 1755 North Collins Blvd. - Suite 109 - Richardson, Texas 75080 - Phone: (214) 393-2323 - Fax: (214) 393-2399 - www.liquidmotors.com

Liquid Motors Inc. Corporate ENVELOPE

The envelope utilizes the same identification elements as the corporate letterhead. The positioning of the elements and address information should carefully follow the guidelines shown. The phone number is not to appear on envelopes.

On all varying envelope sizes including, the Liquid Motors Inc. logo is to appear 10mm in from both the top and left hand side. Any written correspondence on Liquid Motors Inc. envelopes should appear in Sans Serif.




Liquid Motors Inc. Corporate FAX SHEET

The fax sheet is consistent with the Liquid Motors Inc. letterhead. It has the black and white logo and address relationships to the letterhead and ensures continuity among all typed communications.

The fax sheet contains a confidentiality paragraph at the bottom of the page. This paragraph must be included with each facsimile.

10 mm

1755 North Collins Blvd. - Suite 109 Richardson, TX 75080 | Phone: (877) 573-6877 Fax: (214) 393-2399



LIQUIDMOTORS

Powered by expertise. Driven by success:

To: _____ From: _____
Company: _____ Date: _____
Facsimile Number: _____ Number of Pages: _____
Telephone Number: _____ Reference Number: _____
Regarding: _____

Urgent For Review Please Comment Please Reply

20 mm

This information (and attachments) contained in this facsimile are confidential. Any copying, dissemination, publication or other use of the contents is prohibited. If you are not the intended recipient, please contact the sender on the above details. Thank you.

Liquid Motors Inc. Corporate BUSINESS CARD

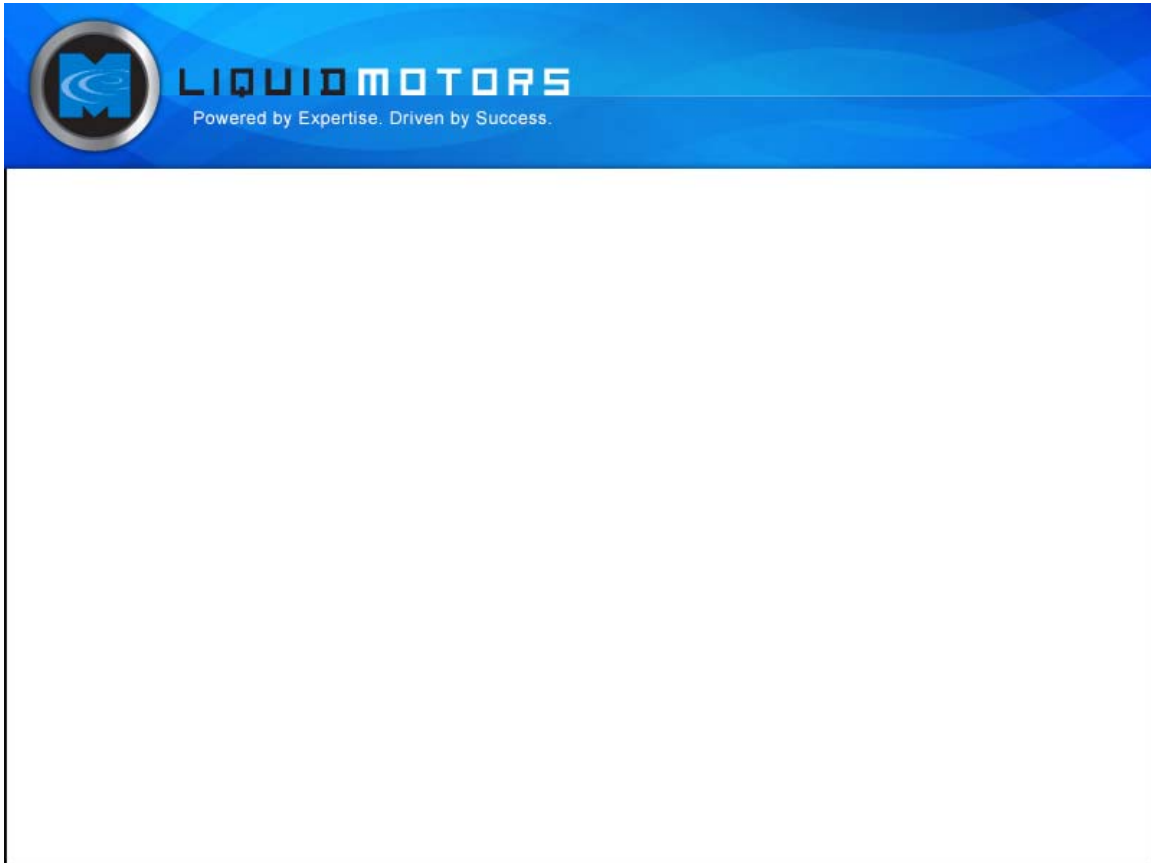
The standard business card shown illustrates the optimal organization of contents, line length and spacing. Consistency in following these guidelines ensures continuity and projects a strong corporate identity. The Liquid Motors Inc. typeface is DeStyle.

The individual's name and position is in the DeStyle font. The Liquid Motors Inc. address and details are 5mm from the bottom of the card in the Bank Gothic Light typeface.





Liquid Motors Inc. Corporate POWERPOINT PRESENTATION

Liquid Motors Inc. has an official PowerPoint template. This template has the Liquid Motors Inc. logo embedded into the file. The following slide demonstrates the presentation format. To obtain a copy of the template, access the Y:/Marketing/PowerPoint/drive and copy the Liquid_Motors.pot file to your desktop.



Template Directions

To use the template, open PowerPoint and select “Format” / “Slide Design.” Next, select the “Browse icon”  Browse... located on the bottom right-hand corner. Then, go to the Desktop and select the Liquid_Motors.pot file and click on the “Apply” button. Finally, select “Format” / “Slide Layout” and choose the “Title and Text”  layout located in the right-hand panel.

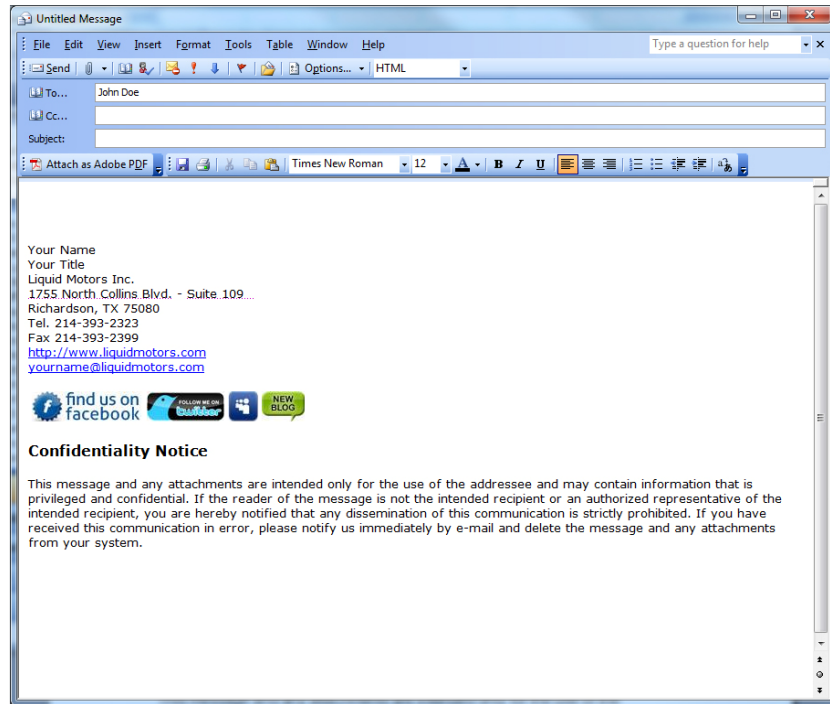
Email Guidelines

The content and maintenance of a user's electronic mailbox is the user's responsibility:

- Check email daily and delete unwanted messages immediately since they take up disk storage.
- Keep messages remaining in your mailbox to a minimum. Email messages can be organized and saved in folders for future reference.
- Never assume that your email can be read by no one except yourself; others may be able to read or access your mail.
- Do not forward chain letters.
- Do not overuse the high priority option.
- Do not use email to discuss confidential information.
- Do not open attachments from unknown sources.
- Do not format or reply to emails with flowery fonts or bright colors. (It makes the email look like spam)
- Be careful not to “Reply to All” when replying to group emails.
- Don't send or forward emails containing libelous, defamatory, offensive, racist, or obscene remarks.
- Always include a meaningful subject line in your message.
- Use proper spelling, grammar, and punctuation.
- Do not write in CAPITALS. It seems as if you are shouting
- Do not use abbreviations and emoticons.
- Do not send attachments with these extensions .exe, .reg, .js, and .vb as they will be blocked by most mail servers.
- Do not use any graphics in the email. (i.e. logos in the letterhead or signature)

Liquid Motors Inc. Corporate EMAIL SIGNATURE

In order to maintain Liquid Motors' branding, use the following content at the end of all business emails.

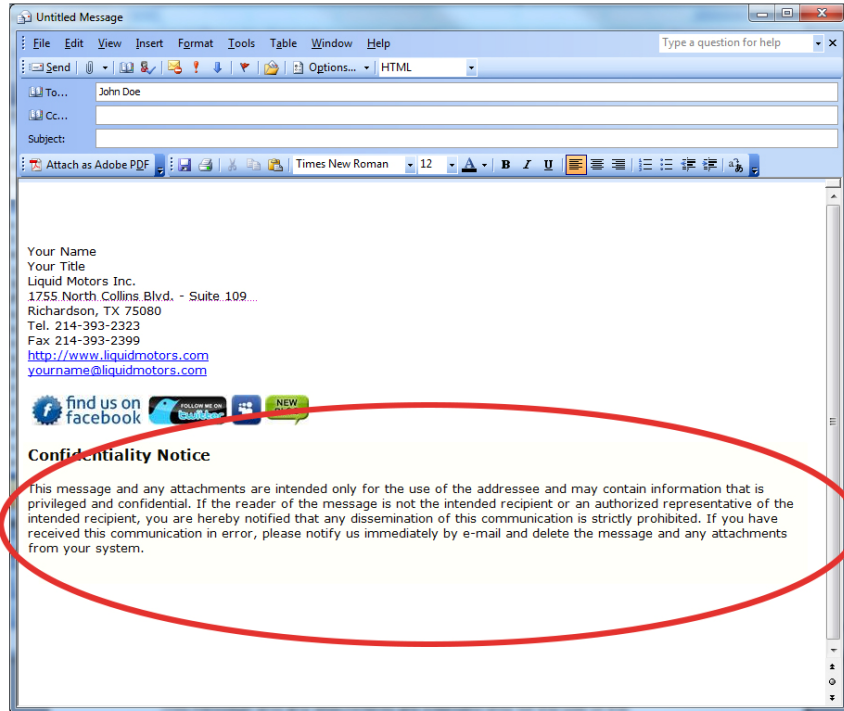


Name
Title
Liquid Motors Inc.
1755 North Collins Blvd. - Suite 109
Richardson, TX 75080
Tel. 214-393-2(DID)
Fax 214-393-2399
<http://www.liquidmotors.com>
email@liquidmotors.com

CONFIDENTIALITY NOTICE

This message and any attachments are intended only for the use of the addressee and may contain information that is privileged and confidential. If the reader of the message is not the intended recipient or an authorized representative of the intended recipient, you are hereby notified that any dissemination of this communication is strictly prohibited. If you have received this communication in error, please notify us immediately by e-mail and delete the message and any attachments from your system.

Use the following Confidentiality Notice at the end of all business emails when contacting potential customers and dealerships.



Name
Title
Liquid Motors Inc.
1755 North Collins Blvd. - Suite 109
Richardson, TX 75080
Toll Free 1-877-LQD-MTRS
Tel. 214-393-2(DID)
Fax 214-393-2399
<http://www.liquidmotors.com>
email@liquidmotors.com

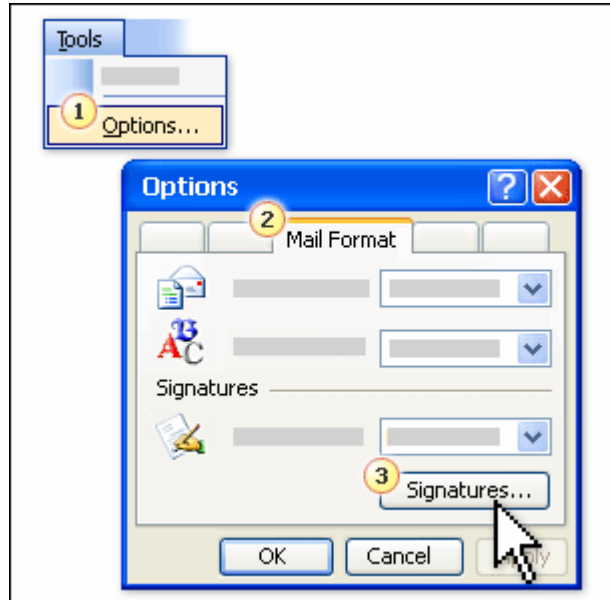
CONFIDENTIALITY NOTICE

This message and any attachments are intended only for the use of the addressee and may contain information that is privileged and confidential. If the reader of the message is not the intended recipient or an authorized representative of the intended recipient, you are hereby notified that any dissemination of this communication is strictly prohibited. If you have received this communication in error, please notify us immediately by e-mail and delete the message and any attachments from your system.

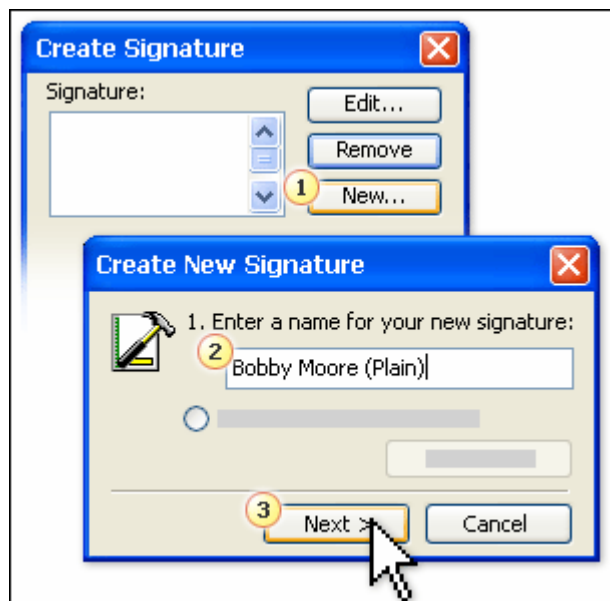
Adding a Signature

Consult the following directions when adding a signature:

- 1 On the **Tools** menu, you'd click **Options**.
- 2 Then you'd click the **Mail Format** tab.
- 3 Then you'd click the **Signatures** button.



- 1 You'd open the **Create Signature** dialog box (as shown in the previous section), and click **New**.
- 2 Enter a name for the signature.
- 3 Click **Next**.



1. Open the **Edit Signature** dialog box (as shown in the previous section), and then select the **Advanced Edit** button.
2. A dialog box will appear and ask your permission to launch an outside editor. Select the **Yes** button.
3. Type in your name, position, company, address, phone number, fax number, web site, and email address using 10 point Verdana font.
4. Next, select the Insert button from the top menu. Then, choose the Picture, From File. Go to Y:\Marketing\Marketing Materials\Style Guide folder and select facebook.jpg.
5. Next, right-click the facebook graphic and type <http://www.facebook.com/pages/Liquid-Motors/247960434140> into the address box and click ok.
6. Repeat step 4 for Twitter (<http://twitter.com/liquidmotors>) MySpace (<http://www.myspace.com/498369117>) , and Blog (<http://liquidmotors.ning.com/main/authorization/signIn?target=http%3A%2F%2Fliquidmotors.ning.com%2F>).
7. Once you've added the graphics, select the save button and close the window.