

# Contents

StoreNext's Dealer Branding and Awareness Program provides the tools you need to create compelling promotions that leverage the relationship between your company and StoreNext, Fujitsu and Retalix. By consistently following the Program guidelines contained in this guide, you can enhance your marketing campaigns by clearly linking them to StoreNext's promotional activities.

The centerpiece of StoreNext's Dealer Branding and Awareness Program is the Dealer Logo, displayed on Page 1, which you may use to signify your business relationship with StoreNext. This document also includes usage guidelines for Fujitsu's and Retalix's corporate logos as well as their product names and logos.

All of the logo artwork files referred to in this document can be found on the enclosed CD and the StoreNext Dealer support site. The Web site will also be used for guideline and file updates, and all information appearing there will supersede information printed in this document. If a support Web site is not available to you, updates can be issued via hard copy.

## **Dealer Logo Guidelines**

Overview	1
Color	3
Logo Usage	5

## **Applications Dos and Don'ts**

Stationery and Business Cards	7
Collateral Materials	8
Internet	9
Proposals	10
Advertising and Direct Mail	11
Tradeshows and Signage	12
Other Applications	13
Packaging	14

## **Corporate Logo Guidelines**

StoreNext	15
Fujitsu	16
Retalix	17
Joint Venture Statement	18

<b>Dealer and Corporate Logo Usage Summary</b>	19
--	----

## **Product Logo Guidelines**

Overview	20
Product Logos Usage Table	21
Color	22

## **Summary**

CDROM Legend	23
--------------	----

<b>Color Swatches</b>	24
-----------------------	----

# Dealer Logo Guidelines

## Overview

Dealers are encouraged use the Dealer Logo to signify their business relationship with StoreNext; however, because the Logo is a StoreNext trademark and a banner for our overall branding and image, StoreNext must maintain careful control over its use.

The Dealer Logo must be taken directly from official electronic artwork provided by StoreNext. The artwork may not be altered in any way, or the words replaced with any others. The Dealer Logo may not be combined with any other object, including, but not limited to, other logos, words, graphics, photos, slogans, numbers, design features, or symbols.

StoreNext appreciates your efforts in closely following the program guidelines to assist StoreNext in protecting and strengthening the integrity of its brand.



The Dealer Logo is comprised of a StoreNext logo with an "Authorized Dealer" mark underneath.

# Dealer Logo Guidelines

## Placement

The Dealer Logo may be used on various media, including product packaging, collateral materials, presentations, documentation, advertising, and Web sites.

The Dealer Logo may not be displayed in a manner suggesting that any other product or company is a StoreNext product or company, or that StoreNext or any of StoreNext's product names are a part of your company or product names. You also may not state or imply that StoreNext approves, endorses or sponsors your products or services. See Design Application Dos and Don'ts, starting on Page 7, for specific examples.

## Contact Information

Use your own company contact information in all your communications to ensure customers know how to contact you directly. Do not use StoreNext's address, Web site URL, phone number or any other contact information.

## Isolation Area

The Dealer Logo must stand on its own. The minimum isolation area surrounding the logo is an area of no less the height of the StoreNext logo, as shown below. This proportional measurement applies to all sizes.

## Sizing

The Dealer Logo may not appear larger or more prominent than your company name, product name, trademark, or logo. The specific size of the logo depends upon the design application. See Page 19 for sizing information via medium. If presented with other vendor logos, the Dealer Logo must be proportionally the same as other vendor logos.

X		
X		
	<i><b>Authorized Dealer</b></i>	

# Color

The preferred color is PMS 200 and black, which should be used for the logo color whenever possible. White may be used when the background color is more than 50% black or conflicts with PMS 200. Refer to the table below for color matching.

**Pantone\***: 200, Black

**4-Color Process:**

PMS 200=C: 11%, M: 93%, Y: 69%, K: 2%

**256 Display Color Setting (HTML):**

PMS 200=R: 204 G: 51 B: 51 (FF0000)

**16 Display Color Setting:**

PMS 200=R: 212 G: 0 B: 0

## Black Background Usage Guide

10%	20%	30%	40%	50%	60%	70%	80%	90%	100%

10%	20%	30%	40%	50%	60%	70%	80%	90%	100%

## Color Background Usage Guide

10%	20%	30%	40%	50%	60%	70%	80%	90%	100%

10%	20%	30%	40%	50%	60%	70%	80%	90%	100%

10%	20%	30%	40%	50%	60%	70%	80%	90%	100%

10%	20%	30%	40%	50%	60%	70%	80%	90%	100%

10%	20%	30%	40%	50%	60%	70%	80%	90%	100%

10%	20%	30%	40%	50%	60%	70%	80%	90%	100%

### White Background

The preferred presentation is the Dealer Logo in red and black on a white background.



### Photographic Background

Dealer Logo should be placed in an area that provides sufficient contrast. StoreNext Logo appears red and black. Authorized Dealer Mark is black.



### Black Background

Dealer Logo is white.



### White Background, Black Ink Only

Dealer Logo is black.



### Dark Colored Background

Dealer Logo is white.



### Color Logo on a Light Colored Background

StoreNext Logo is red and black. Authorized Dealer Mark is black.



## Logo Usage

# Don't

Do not recreate the Dealer Logo using different typefaces.



Do not change the relative size of the elements of the Dealer Logo.

Do not add to the Dealer Logo.



Do not place the Dealer Logo at an angle.

Do not place the Dealer Logo within a defined shape.



Do not alter the color of the Dealer Logo.

# Logo Usage

# Don't

Do not create a joint identity with another company's logo.



Do not distort or stretch the Dealer Logo.



Do not embed the Dealer Logo in text.



Do not add taglines or company names to the Dealer Logo.



Do not use the Dealer Logo in a space smaller than 0.625" for printed materials, or less than 90 pixels for computer display.



Do not place the Dealer Logo on a background from which it cannot be easily distinguished.



# Stationery and Business Cards

## Do

### Use files

- \*\_cmyk.eps
- \*\_k.eps
- \*\_pms.eps
- \*\_rev.eps



The Dealer Logo must be a minimum of 0.625" wide on documents.

You must reference StoreNext trademarks.



Your company logo must be the primary identifier.

It is not necessary to reference trademarks on business cards.



The Dealer logo must appear the same size as other partner logos.

A two-color Dealer Logo on a white background is the preferred color.

The Dealer Logo must appear smaller than your company logo.

## Don't



Do not place equal emphasis on the Dealer Logo and your logo.

Do not use StoreNext contact information.



Do not add to the Dealer Logo.

Do not imply you are a StoreNext employee.

# Collateral Materials

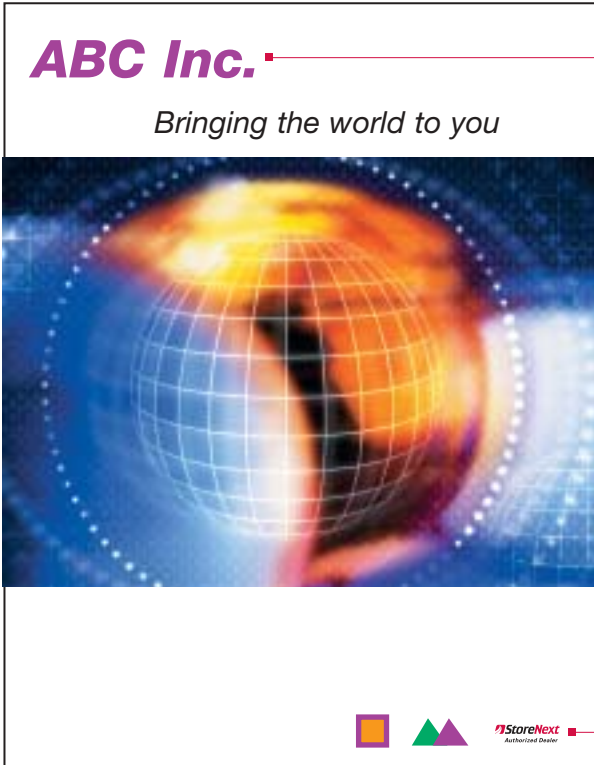
## Do

### Use files

- \*\_cmyk.eps
- \*\_k.eps
- \*\_pms.eps
- \*\_rev.eps



The Dealer Logo must be a minimum of 0.625" wide on documents.



Your company logo must be the primary identifier.

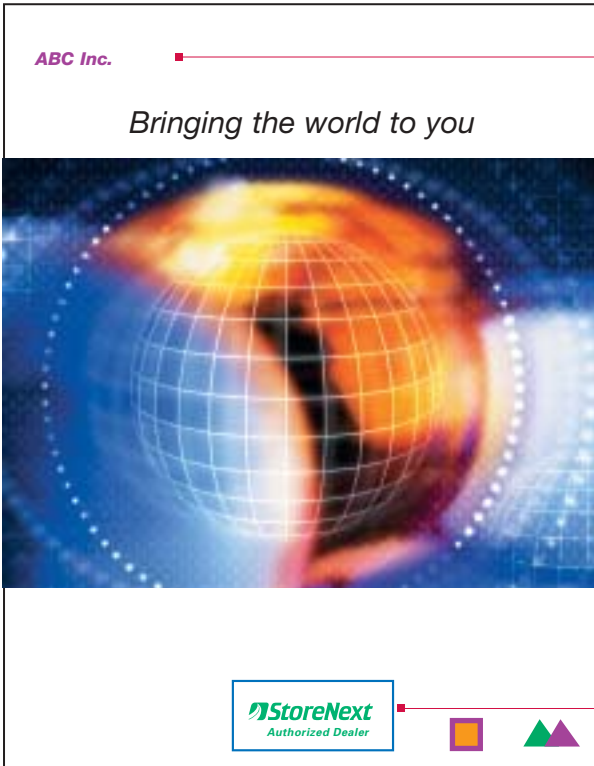
You must reference StoreNext trademarks somewhere in your document.

A two-color Dealer Logo on a white background is the preferred color.

The Dealer Logo must appear smaller than your company logo.

The Dealer Logo must appear the same size as other partner logos.

## Don't



Do not size your company logo smaller than the Dealer Logo.

Do not alter the Dealer Logo.

# Internet

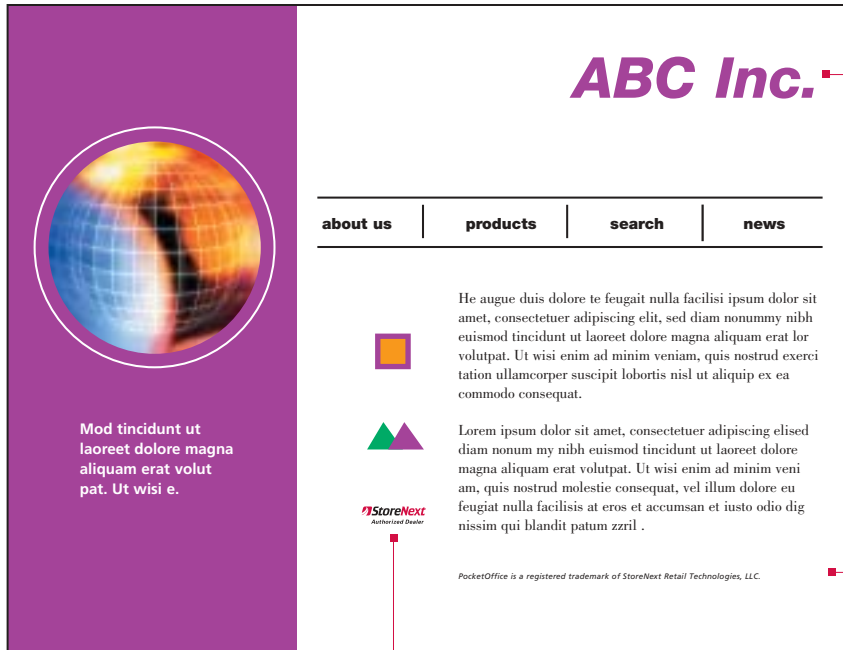
## Do

### Use files

\*\_index.gif



The Dealer Logo must be 90 pixels wide and in color.



Your company logo must be the primary identifier.

You must reference StoreNext trademarks.

The Dealer Logo must link to [www.storenext.com](http://www.storenext.com).

## Don't



Do not ghost the Dealer Logo and use as a pattern in the background.

Do not use the StoreNext name in your URL.

Do not use the Dealer Logo in email or Internet spams.

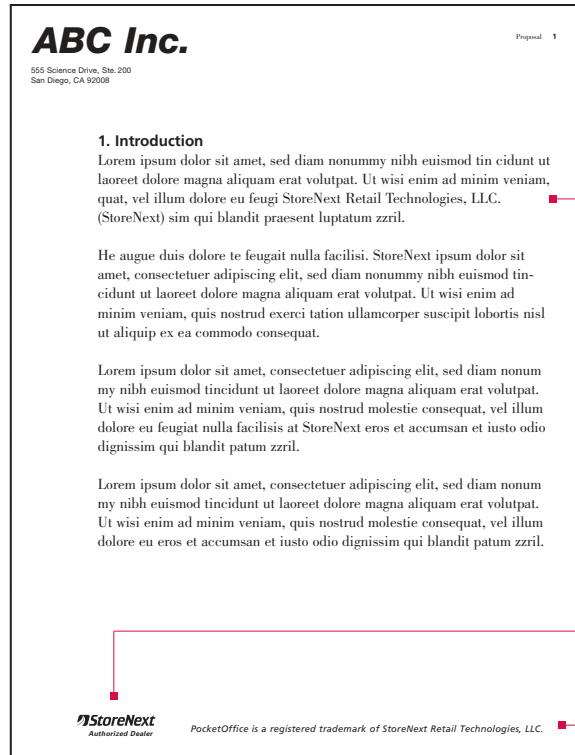
Do not allow other elements to encroach on the Dealer Logo isolation area.

# Proposals

## Do

### Use files

- \*\_k.jpg
- \*\_rgb.jpg

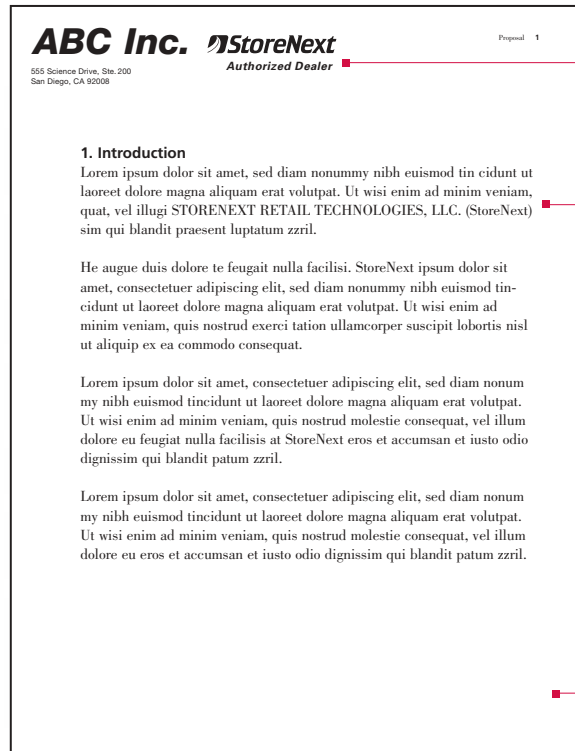


When referring to StoreNext in text, initial letters are uppercase. Remaining letters are lowercase. First reference should appear as “StoreNext Retail Technologies, LLC. (StoreNext)” All references thereafter can be shortened to “StoreNext.”

A black Dealer Logo on a white background is the preferred color treatment for black and white documents.

You must reference StoreNext trademarks.

## Don't



Do not combine your logo with the Dealer Logo.

Do not use all uppercase letters in text references.

Do not omit a reference to the StoreNext trademark.

# Advertising and Direct Mail

## Do


### Use files

- \*\_cmyk.eps
- \*\_k.eps
- \*\_pms.eps
- \*\_rev.eps


The Dealer Logo must appear smaller than your company logo.

A two-color Dealer Logo on a white background is the preferred color.

Your company logo must be the primary identifier.



## Bringing the world to you.




He augue duis dolore te feugait nulla facili ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud molestie conse quat, vel illum dolore eu feugiat.

He augue duis dolore te feugait nulla facilisi ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper.


PocketOffice is a registered trademark of StoreNext Retail Technologies, LLC.




**ABC Inc.**  
555 Science Drive, Ste. 200  
San Diego, CA 92108

To: John Prospect  
555 Broadway  
New York, NY 10003

adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud molestie conse quat, vel illum dolore eu feugiat.



Registered trademarks and trade names are the property of StoreNext Retail Technologies.




Feature your company's, not StoreNext's, capabilities in the copy.

Use your company's address and telephone number as the contact information.


You must reference StoreNext trademarks.

## Don't

Do not size your company logo smaller than the Dealer Logo.



## Bringing the world to you.




He augue duis dolore te feugait nulla facili ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud molestie conse quat, vel illum dolore eu feugiat.

He augue duis dolore te feugait nulla facilisi ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper.


PocketOffice is a registered trademark of StoreNext Retail Technologies, LLC.




**ABC Inc.**  
1821 Walden Office Square  
Suite 200  
Schroonburg, N.Y. 01773  
800.348.9425

To: John Prospect  
555 Broadway  
New York, NY 10003

adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud molestie conse quat, vel illum dolore eu feugiat.



Registered trademarks and trade names are the property of StoreNext Retail Technologies.



Do not show the Dealer Logo twice in one document.

Do not use StoreNext contact information.

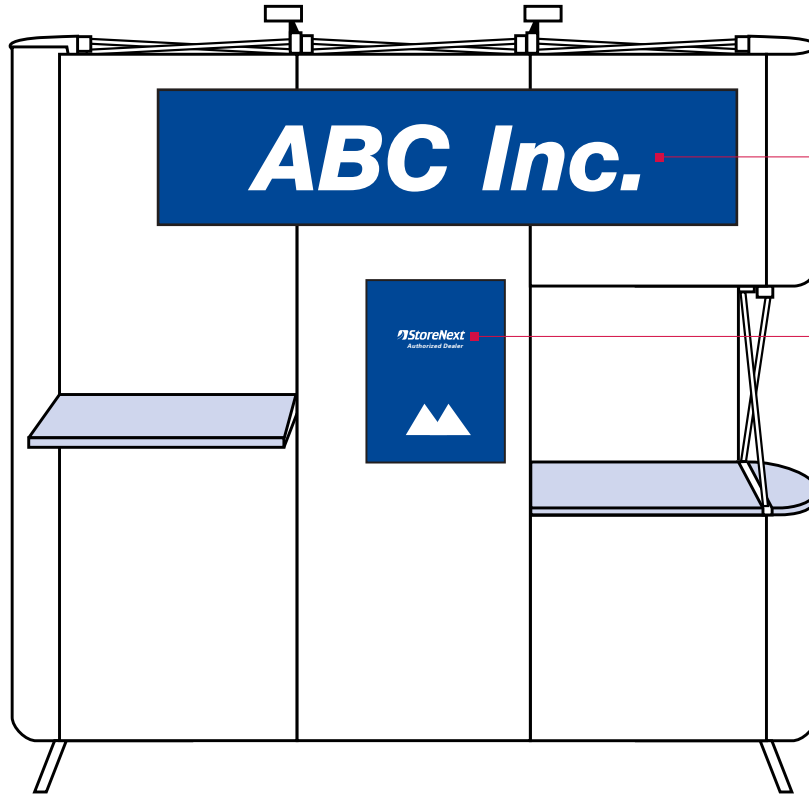
11

# Tradeshows and Signage

## Do

### Use files

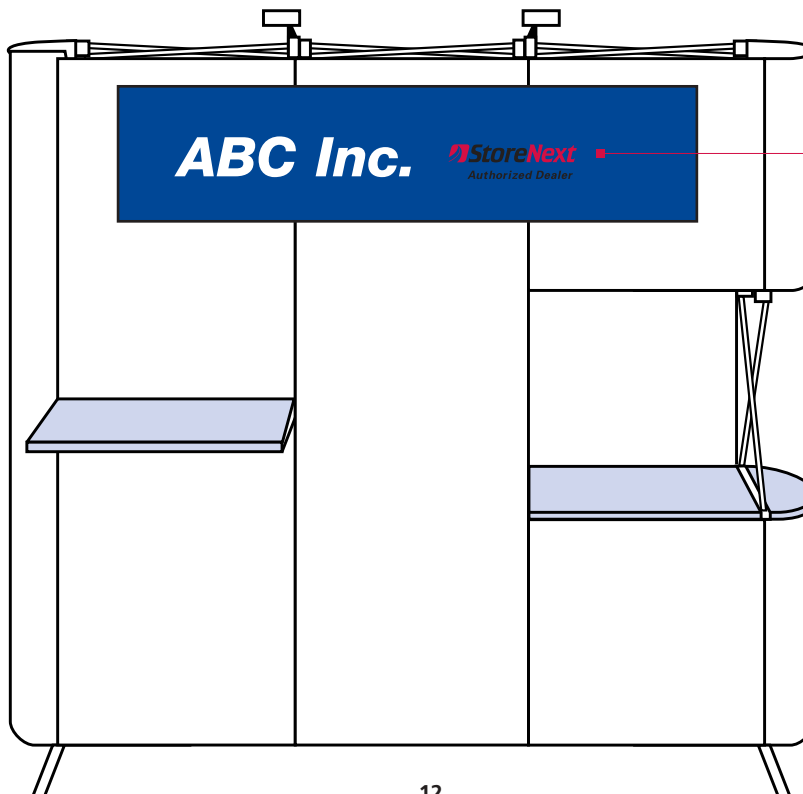
- \*\_cmyk.eps
- \*\_k.eps
- \*\_pms.eps
- \*\_rev.eps



Your company logo must be the primary identifier.

Use the Dealer Logo as a secondary element.

## Don't



Do not place equal emphasis on your logo and the Dealer Logo.

Do not use the Dealer Logo in red on a dark colored background. Refer to Page 3 for correct color usage.

# Other Applications

## Do

### Promotional Items

#### Use files

- \*\_cmyk.eps
- \*\_k.eps
- \*\_pms.eps
- \*\_rev.eps

### PowerPoint®

**Presentations,  
low-resolution  
printing and online  
documentations**

#### Use file

- \*\_rgb.jpg



Your company logo must be the primary identifier.

The Dealer Logo must be large enough to be legible.

## Don't



Do not size the Dealer Logo larger than your company logo.

Do not use a red and white Dealer Logo on a black background. Refer to Page 3 for correct color usage.



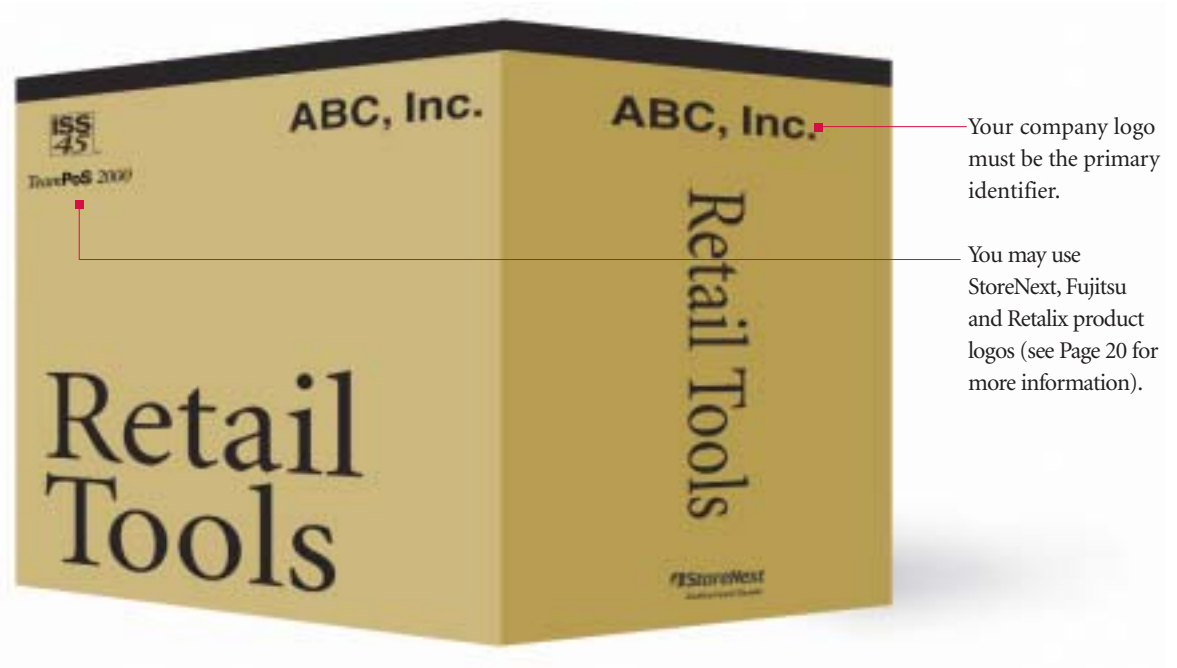
Do not use the Dealer Logo in a space smaller than .625".

# Packaging

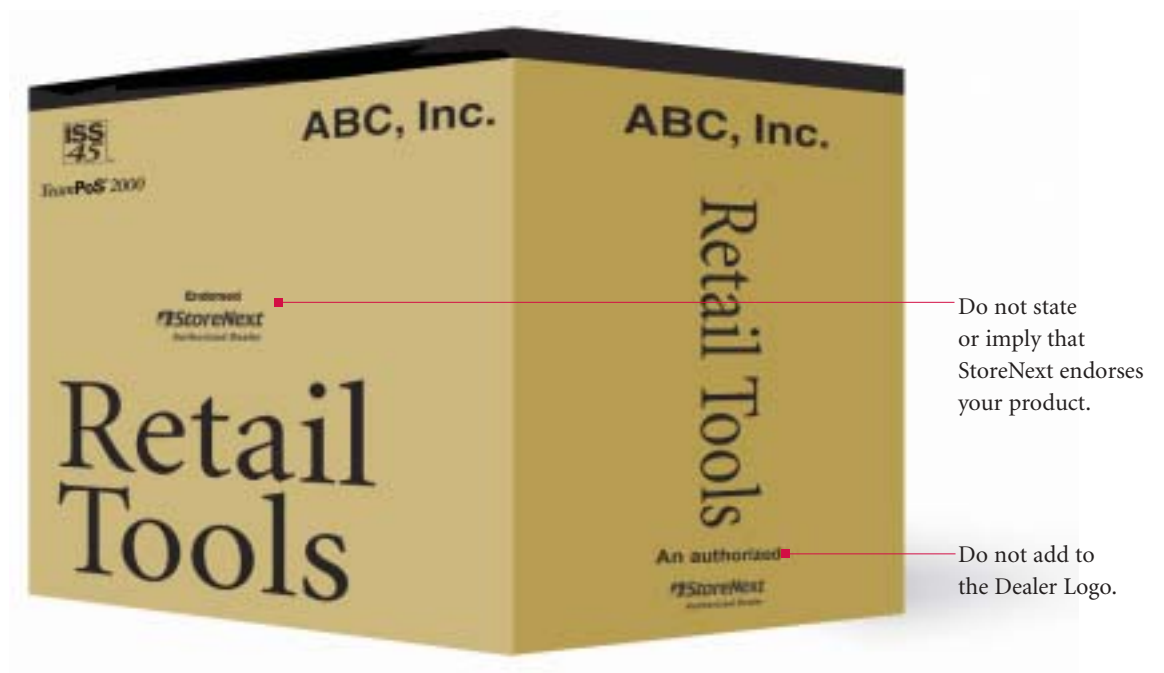
## Do

### Use files

- \*\_cmyk.eps
- \*\_k.eps
- \*\_pms.eps
- \*\_rev.eps



## Don't



# Corporate Logo Guidelines

While we prefer that Dealers use the StoreNext Dealer logo in their communications, StoreNext, Fujitsu and Retalix corporate logos may be used with written permission. The following section outlines specific guidelines for each corporate logo, and a summary is included in the Logo Usage Summary on page 19.

## StoreNext

Dealers are not authorized to use the StoreNext Logo without written permission from StoreNext. A summary of approved medium is shown in the Logo Usage Summary on page 19. To obtain permission or for more information call StoreNext Marketing Communications at (858) 731-4415.

The StoreNext logo should be used only when referencing StoreNext and StoreNext products, and only on approved materials as shown in the Logo Usage Summary on page 19.

The StoreNext logo must be taken directly from official electronic artwork provided by StoreNext. The artwork may not be altered in any way, or be combined with any other object, including, but not limited to, other logos, words, graphics, photos, slogans, numbers, design features, or symbols. StoreNext appreciates your efforts in closely following the program guidelines to assist StoreNext in protecting and strengthening the integrity of its brand.

## Placement

The StoreNext logo may be used on various mediums, including corporate stationery, marketing collateral, direct mail, web sites, trade show graphics and advertisements (refer to the Logo Usage Summary on page 19). The StoreNext logo may not be displayed in a manner suggesting that your product or company is a StoreNext product or company, or that StoreNext or any of StoreNext's product names are a part of your company or product names. You also may not state or imply that StoreNext approves, endorses or sponsors your products or services.

The StoreNext logo may not appear larger or more prominent than your company name, product name, trademark, or logo. When presented with other vendor logos, the StoreNext logo must be proportionally the same as other vendor logos.

## Isolation Area

The StoreNext logo must stand on its own. The minimum isolation area surrounding the logo is the height of the StoreNext logo, as shown below. This proportional measurement applies to all sizes.

## Color

**Pantone®:** 200

### 4-Color Process:

C: 11%, M: 93%, Y: 69%, K: 2%

### 256 Display Color Setting (HTML):

R:204 G: 51 B: 51 (FF0000)

**16 Display Color Setting:** R: 212 G: 0 B: 0

## Company Overview

When including an overview of StoreNext in proposals or other marketing materials, please use the following.

StoreNext Retail Technologies LLC is the No. 1 supplier of retail technology to independent grocers and regional chains. Based in Plano, Texas, StoreNext is a subsidiary of Retalix Ltd and markets IBM and Fujitsu POS hardware; ScanMaster, ISS45 and other Retalix retail software and Internet Connected Services for managing stores and Connected Payments for electronic payments management via Web-enabled applications. StoreNext is the only retail IT company focused exclusively on meeting the needs of the wholesaler-served independent and small-chain market with packaged solutions that were previously available, affordable or practical only for large chains.



x

# Corporate Logo Guidelines

## Fujitsu

Dealers are not authorized to use the Fujitsu Logo without written permission from Fujitsu. A summary of approved medium is shown in the Logo Usage Summary on page 19. To obtain permission or for more information call Fujitsu Marketing Communications at (858) 731-4415.

The Fujitsu logo should be used only when referencing Fujitsu and Fujitsu products, and only on approved materials as shown in the Logo Usage Summary on page 19.

The Fujitsu logo must be taken directly from official electronic artwork provided by Fujitsu or by StoreNext on behalf of Fujitsu. The artwork may not be altered in any way, or be combined with any other object, including, but not limited to, other logos, words, graphics, photos, slogans, numbers, design features, or symbols. Fujitsu appreciates your efforts in closely following the program guidelines to assist StoreNext in protecting and strengthening the integrity of its brand.

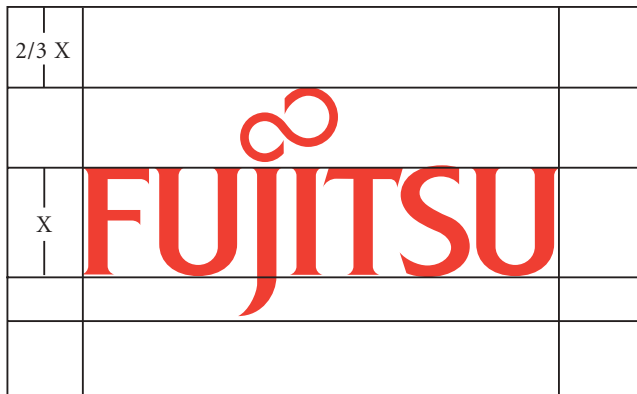
## Placement

The Fujitsu logo may be used with permission on various media, including corporate stationery, marketing collateral, direct mail, web sites, trade show graphics and advertisements (refer to the Logo Usage Summary on page 19). The Fujitsu logo may not be displayed in a manner suggesting that your product or company is a Fujitsu product or company, or that Fujitsu or any of Fujitsu product names are a part of your company or product names. You also may not state or imply that Fujitsu approves, endorses or sponsors your products or services.

The Fujitsu logo may not appear larger or more prominent than your company name, product name, trademark, or logo. When presented with other vendor logos, the Fujitsu logo must be proportionally the same as other vendor logos.

## Isolation Area

The Fujitsu logo must stand on its own. The minimum isolation area surrounding the logo is two thirds of the height of the F in the Fujitsu logo, as shown below.



## Color

**Pantone®:** 032

### 4-Color Process:

C: 0%, M: 100%, Y: 100%, K: 0%

### 256 Display Color Setting (HTML):

R:255 G: 0 B: 0 (FF0000)

**16 Display Color Setting:** R: 15 G: 0 B: 0

## Company Overview

When including an overview of Fujitsu in proposals or other marketing materials, please use the following.

**Fujitsu Transaction Solutions Inc. is a total Lifecycle Solutions supplier for retailers and financial services providers. We optimize a customer's technology lifecycle and reduce total cost of ownership (TCO) with point-of-service (POS) hardware and software, handheld devices, Web-enabled ATMs and infrastructure management services. Fujitsu offers world-class customer-service support, call centers, product staging/integration and rapid-response rollouts. Our customers include Allfirst Financial, Albertson's, Nordstrom, REI, Safeway and Staples, among others.**

### Use of the Fujitsu Channel Partner Logo

Dealers may also use the Fujitsu



Channel Partner logo to leverage the relationship between Fujitsu and your company. For complete logo usage guidelines, please refer to Fujitsu's Channel Partner Branding and Awareness Program guidelines, found on [www.storenext.com](http://www.storenext.com) in the "Dealer Support" section.

# Corporate Logo Guidelines

## Retalix

Dealers are not authorized to use the Retalix Logo without written permission from Retalix. A summary of approved medium is shown in the Logo Usage Summary on page 19. To obtain permission or for more information call Retalix Marcom at 800-533-2277.

The Retalix logo should be used only when referencing Retalix and Retalix products, and only on approved materials as shown in the Logo Usage Summary on page 19.

The Retalix logo must be taken directly from official electronic artwork provided by Retalix or StoreNext on behalf of Retalix. The artwork may not be altered in any way, or be combined with any other object, including, but not limited to, other logos, words, graphics, photos, slogans, numbers, design features, or symbols. Retalix appreciates your efforts in closely following the guidelines and enabling Retalix to protect and strengthen the integrity of its trademark.

## Placement

The Retalix logo may be used with permission on various media, including corporate stationery, marketing collateral, direct mail, web sites, trade show graphics and advertisements (refer to the Logo Usage Summary on page 19). The Retalix logo may not be displayed in a manner suggesting that your product or company is a Retalix product or company, or that Retalix or any of Retalix's product names are a part of your company or product names. You also may not state or imply that Retalix approves, endorses or sponsors your products or services.

The Retalix logo may not appear larger or more prominent than your company name, product name, trademark, or logo. When presented with other vendor logos, the Retalix logo must be proportionally the same as other vendor logos.

## Isolation Area

The Retalix logo must stand on its own. The minimum isolation area surrounding the logo is an area of no less than 1/2 the height of the Retalix logo, as shown below. This proportional measurement applies to all sizes.



## Color

**Pantone®:** 185, Black

**4-Color Process:**  
C: 0%, M: 91%, Y: 76%, K: 0%

**256 Display Color Setting (HTML):**  
R:255 G: 0 B: 0 (FF0000)

**16 Display Color Setting:** R: 15 G: 0 B: 0

## Company Overview

When including an overview of Retalix in proposals or other marketing materials, please use the following.

**Retalix Ltd., with North American headquarters in Dallas, TX, provides integrated enterprise-wide software solutions for the retail food industry worldwide, including supermarkets, convenience stores and restaurants. The Company offers a full suite of software applications that support a food retailer's essential retailing operations and enable retailers to increase their operating efficiencies while improving customer acquisition, retention and profitability. With installations in more than 20,000 stores and quick service restaurants across 44 countries, the Company markets its software solutions through direct sales, distributors, local dealers and its various subsidiaries. The Company was founded in 1982 as Point of Sale Limited and changed its name in November of 2000 to Retalix Ltd. The Company's ordinary shares have been publicly traded on the Tel Aviv Stock Exchange since November 1994 and on the NASDAQ National Market System since July 1998. For further information, please visit the Company's web sites at [www.retalix.com](http://www.retalix.com).**

# Corporate Logo Guidelines

## Joint Venture Statement

Dealers may use the joint venture artwork containing Fujitsu and Retalix logos together only when they appear in the Joint Venture Statement referring to StoreNext, as shown below.

The Joint Venture Statement must be taken directly from official electronic artwork provided by StoreNext. The artwork may not be altered in any way, or the words replaced with any others. The Joint Venture Statement may not be combined with any other object, including, but not limited to, other logos, words, graphics, photos, slogans, numbers, design features, or symbols.

### Using the joint venture statement and the StoreNext Logo in the same communication

When using the joint venture statement and the StoreNext Logo in the same communication, the joint venture statement should be formatted with the Fujitsu and Retalix logos shown here. The statement should be placed near the bottom or end of the communication as a footnote, and not near the StoreNext logo.



### Using the joint venture statement and the Dealer Logo in the same communication

When using the joint venture statement and the Dealer Logo in the same communication, the joint venture statement should be formatted without Fujitsu and Retalix logos, shown here.

StoreNext is a joint venture of Fujitsu and Retalix

# Dealer and Corporate Logo Usage Summary

Joint Venture  
**WITHDRAWN**  
Element

Applications	StoreNext Dealer Logo*	StoreNext, Fujitsu, and Retalix, Corporate Logos	Fujitsu Channel Partner Logo	Product Logos StoreNext, Fujitsu, and Retalix	
Business Cards	● 0.625" wide	●	●	●	●
Corporate Stationery	● 0.625" wide	●	●	●	●
Marketing Collateral	● 0.625" wide	●	●	●	●
Direct Mail	● 0.625" wide	●	●	●	●
Web Site	● 90 pixels wide	●	●	●	●
Tradeshaw Graphics	● 1.0" wide	●	●	●	●
Advertisements					
Newspaper Full-page	● 1.5" wide	●	●	●	●
Tabloid	● 1.0" wide	●	●	●	●
Half-page Horizontal or less	● 0.75" wide	●	●	●	●
Half-page Island or less	● 0.75" wide	●	●	●	●
Magazine (letter/A4) Full-page	● 0.625" wide	●	●	●	●
Half-page Horizontal or less	● 0.625" wide	●	●	●	●
Half-page Vertical or less	● 0.75" wide	●	●	●	●
Promo Items	● 1.0" wide	●	●	●	●
Product Packaging	● 0.75" wide	●	●	●	●
Software Products	●	●	●	●	●
Hardware Products	●	●	●	●	●

- 
- May use.
  - May use. See page 21 for minimum logo size.
  - May use. Refer to the Fujitsu's Channel Partner Branding and Awareness Guidelines.
  - Use only with written permission.
  - Do not use.
- 

\* Minimum sizes are denoted.

# Product Logo Guidelines

*Connected***Services**™

*Corema*™

**GLOBAL***Label*™



*Pocket***Office**™

*Q-***Buster**™

*RBO*™

*SlimScan*™ 1200

*SlimScan*™ 2002

*Smart***PoS**™

*SmartScan*9950™

*Team***Key**™

*Team***Pad**™

*Team***PoS**® 2000

## Overview

Dealers may use StoreNext, Fujitsu and Retalix product names and logos to promote their respective products. Because the product names and logos are trademarked, however, careful control over their use must be maintained. Product logos must be taken directly from official electronic artwork provided by StoreNext, Fujitsu and Retalix or from StoreNext on behalf of Fujitsu and Retalix. The artwork may not be altered in any way, or the words replaced with any others. The product logos may not be combined with any other object, including, but not limited to, other logos, words, graphics, photos, slogans, numbers, design features, or symbols.

StoreNext, Fujitsu and Retalix appreciate your efforts in closely following the Program guidelines and enabling them to protect the integrity of their trademarks.

## Placement

StoreNext, Fujitsu and Retalix product names and logos may be used on various media, including product packaging, collateral materials, presentations, documentation, advertising, and Web sites. The product logo, the StoreNext logo, the Retalix logo, and the Fujitsu logo may not be used on third-party hardware or software. See the Product Logos Usage Table on page 21 for a summary of authorized usage.

Product names and logos may not be displayed in a manner suggesting that your product or company is a StoreNext, Fujitsu or Retalix product or company, or that StoreNext, Fujitsu or Retalix or any of their product names are a part of your company or product names. You also may not state or imply that StoreNext, Fujitsu or Retalix approves, endorses or sponsors your products or services. When using multiple StoreNext, Fujitsu or Retalix logos, they must be placed next to each other, without encroaching on the isolation area of each logo. The isolation area for each logo is indicated in the Product Logos Usage Table on page 21.

## Sizing

Product logos may not appear larger or more prominent than your company name, trademark, logo, or trade name. If presented with other vendor logos, StoreNext, Fujitsu or Retalix product logos must be proportionally the same as other vendor logos.

## Use of Logo vs. Stylized Copy

Logos should be used whenever possible to represent StoreNext, Fujitsu or Retalix products. However, when referring to product names in text, such as in proposals, logos are not appropriate and stylized copy should be used, assuming the font size is at least 12 points. When the font size is smaller than 12 points, non-stylized copy should be used. The Product Logos Usage Table on page 21 defines appropriate copy and logo specifications for each of StoreNext's, Fujitsu's and Retalix's products.

## Legal Disclaimer

When you refer to a StoreNext, Fujitsu or Retalix trademark, please include this notice of trademark attribution where appropriate, such as on your printed materials and online.

## StoreNext

(List appropriate StoreNext product name here) is a trademark or registered trademark of StoreNext Retail Technologies, LLC.

## Fujitsu

(List appropriate Fujitsu product name here) is a trademark or registered trademark of a member of the Fujitsu group.

## Retalix

(List appropriate Retalix product name here) is a trademark or registered trademark of Retalix.

# Product Logos Usage Table

Product	Stylized Copy <sup>1</sup>	Isolation Area	Minimum Size	Colors Used	Black & White Application
<i>ConnectedServices</i> <sup>™</sup>	<i>ConnectedServices</i> <sup>™</sup> Times italic		0.5" wide	Black	<i>ConnectedServices</i> <sup>™</sup>
<i>Corema</i> <sup>™</sup>	<i>Corema</i> <sup>™</sup> Times italic, Univers bold		0.325" wide	Black	<i>Corema</i> <sup>™</sup>
<b>GLOBAL</b> <i>Label</i> <sup>™</sup>	<b>GLOBAL</b> <i>Label</i> <sup>™</sup> Times italic		0.5" wide	Black	<b>GLOBAL</b> <i>Label</i> <sup>™</sup>
	<i>iPAD</i> <sup>™</sup> Times roman, Univers bold		0.325" wide	Black PMS 032	
	<b>ISS45</b> <sup>™</sup> Times italic, Times roman		0.325" wide	Black PMS 032	
<i>PocketOffice</i> <sup>™</sup>	<i>PocketOffice</i> <sup>™</sup> Univers bold, Times italic		0.325" wide	Black	<i>PocketOffice</i> <sup>™</sup>
<i>Q-Buster</i> <sup>™</sup>	<i>Q-Buster</i> <sup>™</sup> Times italic, Univers bold		0.325" wide	Black	<i>Q-Buster</i> <sup>™</sup>
<i>RBO</i> <sup>™</sup>	<i>RBO</i> <sup>™</sup> Times italic, Univers bold		0.325" wide	Black	<i>RBO</i> <sup>™</sup>
<i>SlimScan</i> <sup>™</sup> 1200	<i>SlimScan</i> <sup>™</sup> 1200 Times italic, Univers bold, Times italic		0.5" wide	Black	<i>SlimScan</i> <sup>™</sup> 1200
<i>SlimScan</i> <sup>™</sup> 2002	<i>SlimScan</i> <sup>™</sup> 2002 Times italic, Univers bold, Times italic		0.5" wide	Black	<i>SlimScan</i> <sup>™</sup> 2002
<i>SmartPoS</i> <sup>™</sup>	<i>SmartPoS</i> <sup>™</sup> Times italic, Univers bold		0.325" wide	Black	<i>SmartPoS</i> <sup>™</sup>
<i>SmartScan</i> 9950 <sup>™</sup>	<i>SmartScan</i> 9950 <sup>™</sup> Times italic, Univers bold, Times italic		0.5" wide	Black	<i>SmartScan</i> 9950 <sup>™</sup>
<i>TeamKey</i> <sup>™</sup>	<i>TeamKey</i> <sup>™</sup> Times italic, Univers bold		0.325" wide	Black	<i>TeamKey</i> <sup>™</sup>
<i>TeamPad</i> <sup>™</sup>	<i>TeamPad</i> <sup>™</sup> Times italic, Univers bold, Times italic		0.325" wide	Black	<i>TeamPad</i> <sup>™</sup>
<i>TeamPoS</i> <sup>®</sup> 2000	<i>TeamPoS</i> <sup>®</sup> 2000 Times italic, Univers bold, Times italic		0.5" wide	Black	<i>TeamPoS</i> <sup>®</sup> 2000

Artwork can be found on the Dealer Support Site.

<sup>1</sup> Do not stylize within copy that is less than 12 points.

### White Background

The preferred presentation is Product Logos on a white background.



*TeamPoS*® 2000

*PocketOffice*™

### Photographic Background

Product Logos should be placed in an area that provides sufficient contrast.



*TeamPoS*® 2000

*PocketOffice*™

### Black Background

Product Logos are white.



*TeamPoS*® 2000

*PocketOffice*™

### Black Ink Only

Product Logos are black.



*TeamPoS*® 2000

*PocketOffice*™

### Dark Colored Background

Product Logos are white.



*TeamPoS*® 2000

*PocketOffice*™

### Color Logo on a Light Background



*TeamPoS*® 2000

*PocketOffice*™

# Summary

In order to protect its trademarks, StoreNext must ensure that Dealers are following the logo usage guidelines. If you have any doubt about logo usage, or have an application not covered in these guidelines, we strongly recommend that you submit sample artwork for our review prior to production. Send a sample image or mock-up to:

Marketing Communications  
 StoreNext Retail Technologies LLC  
 6100 Tennyson Parkway, Suite 130  
 Plano, Texas 75024  
 Phone: (972) 264-8400

To ensure compliance with license agreements and logo usage guidelines, StoreNext reserves the right to conduct spot checks on all products, product packaging, Web sites, advertising, and documentation, and to conduct spot checks in retail outlets and other product sources. StoreNext may also request Dealers to submit samples of their logo usage.

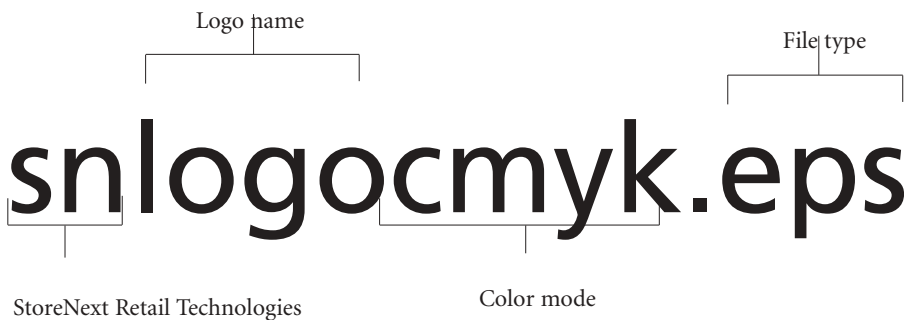
Upon reasonable notice from StoreNext, Dealers must correct any deficiencies in their logo usage, or in the quality of a product used in conjunction with the Logo, and must cease and desist from further publication or distribution of the deficient or related materials.

## Loss of Permission

The following may result in the loss of permission to use StoreNext Dealer and Fujitsu and Retalix Product logos:

- Refusal to submit samples when requested to do so.
- Refusal to correct deficiencies or to cease publication or distribution upon reasonable notice.

# CDROM Legend



All of the artwork files referred to in this document are included on the enclosed CD. Use the following legend to navigate the files. All files are formatted for the PC.

- cmyk:** Use when printing in 4-color process.
- pms:** Use when printing in spot (Pantone) color.
- index:** Use for the Internet.
- k:** Use for black and white applications.
- rgb:** Use for electronic media such as PowerPoint presentations and the Internet.
- eps:** Use for high-resolution applications, such as Offset printing.
- gif:** Use for the Internet.
- jpg:** Use for low-resolution applications and electronic media, such as PowerPoint presentations and the Internet.

## Legend

### Products

backo: BackOffice	slimscan1200: SlimScan 1200
conserv: ConnectedServices	slimscan2002: SlimScan 2002
cor: Corema	smartpos: SmartPoS
glo: GLOBALabel	smartscan: SmartScan9950
ipad: iPad	teamkey: TeamKey
iss45: ISS45	tpad: TeamPad
pocko: PocketOffice	tp2k: TeamPoS 2000
qbuster: Q-Buster	

### Color mode

cmyk: 4-color process  
 pms: Pantone  
 ndxc: Index color  
 ndxk: Index black  
 k: Black  
 rev: Reversed to white  
 rgb: Red, green, black

### File type

eps: Encapsulated PostScript®  
 gif: Graphics interchange format  
 jpg: jpeg file interchange format



**StoreNext**

6100 Tennyson Parkway  
Suite 130  
Plano, Texas 75024  
Phone: (972) 264-8400

©2010 StoreNext Retail Technologies, LLC. Logos, product names, registered trademarks and trademarks listed herein are the property of StoreNext, Retailix, or a member of the Fujitsu group except where otherwise indicated. Pantone Matching System is a trademark of Pantone, Inc. in the United States and/or other countries. PowerPoint is a registered trademark of Microsoft Corp. in the United States and/or other countries. PostScript is a registered trademark of Adobe Systems Inc. in the United States and/or other countries. Specifications subject to change without notice. StoreNext endeavors to ensure that the information in this document is correct and fairly stated but does not accept liability for any error or omissions. The development of StoreNext, Fujitsu and Retailix products and services is continuous, and published information may not be up to date. It is important to check the current position with StoreNext.