

Corporate Identity Guide 4.2

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Building a Brand

The Meridian Systems brand is one of the company's most valuable assets. As Meridian continues to evolve, we are working to ensure that our identity remains relevant to its changing markets. The new corporate identity is an important component designed to energize and strengthen the Meridian brand.

These following pages provide the building blocks for supporting Meridian's corporate identity system. They are designed to help you apply the Meridian identity correctly and consistently across all media. We ask that you help us by properly using and crediting Meridian trademarks in accordance with these guidelines.

If you have any questions about style issues related to Meridian branding, please contact:

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Thank you,
Meridian Systems

Corporate Description

Meridian Systems, a Trimble Company (NASDAQ: TRMB), is the Plan-Build-Operate technology solutions leader for project-based organizations. Building owners, construction and engineering firms, and public agencies use Meridian software to effectively manage capital building and facility renovation programs. In 2011, Meridian secured the top spot among off-the-shelf project management software used by the construction industry¹. Meridian also is a pioneer in combining plan-build-operate features on an open technology platform to provide infrastructure lifecycle management solutions for capital building owners.

¹ 2011 IT Playbook, Constructech Magazine

Product Descriptions

Proliance

Proliance® software from Meridian Systems is the Capital Program Management Software solution that allows infrastructure-intensive organizations to optimize the Plan-Build-Operate project lifecycle for complex capital projects, construction and real estate programs and extensive facility portfolios.

Prolog

Prolog® software from Meridian Systems is the leading construction project management solution, offering the most complete system of record for capturing and managing project information, from the field to the back office. Prolog is for project managers accountable for construction costs, scope and schedules, and for project teams contributing to the successful delivery of projects. Built by construction professionals, for construction professionals, Prolog is designed to match today's industry processes, while being adaptable to meet individual project requirements.

Naming and Proper Use of Trademarks

Corporate Brand

Our corporate brand is Meridian Systems – this should be used in all external facing communications and documents. The first reference in a document should be “Meridian Systems” and then as “Meridian” in all following references. Since use of “Meridian Systems” with a descriptor (see below for examples) is not common, “Meridian Systems®” should only be used in headlines and as “Meridian Systems” or “Meridian” in all following references.

Approved:

- Meridian Systems
- Meridian

No longer approved:

- Meridian Project Systems
- MPS

Please note that the legal name of the corporation remains “Meridian Project Systems, Inc.”; however, we have filed a DBA statement (doing business as) which allows us to use the Meridian Systems name. Our legal name will most likely still be used in formal contracts, and in other cases where our legal name is required (e.g. bank accounts, legal agreements, etc.) If you have any questions on corporate naming conventions, please contact Marc Krichman at mkrichman@meridiansystems.com, or Sue Watkins at swatkins@meridiansystems.com.

Trademarks

Meridian has invested in protecting our main brands through trademarks. Trademarks should be properly applied and attributed to in order to properly protect our marks. Apply the trademark symbol the first time you reference one of our trademarked terms in an external facing document or printed collateral piece. Headlines are normally excluded from using trademark symbols, so be sure to apply the mark in the first instance of the term within the text area of the document. The following terms are registered trademarks of Meridian:

- Meridian Systems
- Prolog
- Proliance
- ProjectTalk

All trademarks must be followed by a descriptor (for example: Proliance® software, Prolog® software, etc.). Subsequent trademark references in the same document do not require symbols or descriptors. The first reference in a document should be “Prolog® software,” (the branded term followed by the trademark symbol and proper descriptor); it is to use “Prolog” in all following references. In general, the following usage guidelines should be followed to ensure proper trademark usage:

- Trademarks should always be used as a proper adjective and should be followed by a generic name.
- A trademark is always singular.
- A trademark is never a possessive.

Proper use of Meridian trademarks:

- Proliance® software, or the Proliance® software solution
- Prolog® software, or the Prolog® software solution
- ProjectTalk® web-based project management and collaboration solution, or the ProjectTalk® solution

Special note about Meridian Systems – because it is unlikely or uncommon that we would use Meridian System along with an appropriate descriptor, you may use Meridian Systems without the registration trademark symbol.

When a trademark symbol is used, the following text should be included at the end of the document for proper trademark attribution:

© Copyright 2012 Meridian Systems. All rights reserved. Prolog, Proliance, Meridian Systems and ProjectTalk are registered trademarks of Meridian Systems, an independent subsidiary of Trimble, in the United States and other countries. The names and logos of other companies mentioned herein may be trademarks of their respective owners. This document is for informational purposes only. Meridian Systems makes no warranties, expressed or implied, in this document.

It is not necessary to use the names of all Meridian Systems applications in every usage of this copyright information. Only the names of the applications or services that are mentioned in the piece should be used in the copyright notice.

Acronyms

When writing about Meridian product names, you should always use the full name from the Official Names List, unless an abbreviation is listed as an acceptable alternate use.

Example:

Yes—Prolog Manager

No—PM

For industry acronyms, clarify the abbreviation in the first reference followed by the acronym in parentheses. Then, use the abbreviation in all subsequent references.

Example:

The Proliance® solution from Meridian Systems is a complete infrastructure lifecycle management (ILM) solution that manages the three phases of physical assets: plan, build and operate. ...

... Uniquely combining complete project and portfolio management functionality, business process management and a business intelligence layer, Proliance offers complete ILM in one comprehensive solution.

Meridian Logo Guidelines

The logos in this section are the primary graphic elements of the Meridian Systems brand. Consistent application and precise production of the logos will identify and reinforce public awareness of Meridian, its products and services. When the logos are used properly with the other elements of the identification program, a unique and effective visual style can be established. By adhering to the following rules, you help protect Meridian and its brand.

The tagline “A Trimble Company” now accompanies the logo in all uses.




Size

In print applications, the logo should be at least 1 1/2 " wide. Except for specialized instances (such as large format displays or posters), the logo should not be more than 2" wide.

- In electronic applications, the logo should be at least 150 pixels wide.
- In all applications, the logo should be the same size as, or larger than, the logos of other companies appearing on the same page or screen.
- The logo must not be resized disproportionately. If the logo is resized vertically, it must be resized horizontally by the same percentage of the original logo size.
- The logo should not be rotated, reversed or inverted.
- The logo must not be modified to remove or move the icon portion.

Color

The color values for our corporate logo are as follows:

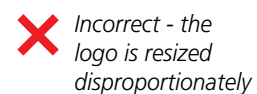
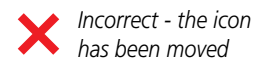
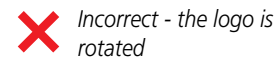
Swatch	Color Name	PMS color	CMYK color	RGB color
	Dark blue	Pantone 295	C:100 M:56 Y:0 K:34	R:7 G:47 B:103
	Light blue	Pantone 2915	C:65 M:8.5 Y:0 K:0	R:61 G:180 B:232
	Black	Pantone 000Z-C	C:0 M:0 Y:0 K:100	R: 0 G:0 B:0

Three-Color Logos

The Meridian logo includes three colors: Pantone 295, Pantone 2915 and Process Black. No other color should be substituted for these colors.

One-Color Logos

If the logo is presented in one color, that color should be Pantone 295 (dark blue). If the logo is presented in black and white (grayscale), the logo should be 100% black.



Printing on a Dark Background

The logo may be reversed by printing in white on a dark-colored background. In this case, the logo should be all white (0% black). When selecting which color to use on a dark background, the white logo should be used if the luminosity of the background color is less than 70 in LAB color mode, or a brightness of less than 70 in the HSB color mode.

Placement

When used in Meridian publications, the logo should appear in the upper-right corner of the page.

The logo must be at least 1/2" from any page edge.

Spacing

Proper spacing should be allowed between the logo and other page elements. The logo must be surrounded by white space using the following guidelines:

No other element should be placed above, below, or on either side of the logo within a distance equal to the 50% of the logo's height.

Online Usage

When the logo is used on web sites, the logo must link to the Meridian home page (www.meridiansystems.com), or a page on the Meridian site appropriate to the usage of the logo.

Other Usage

The logo should not be used as a primary design element, except in signs and stationery.

Background Colors



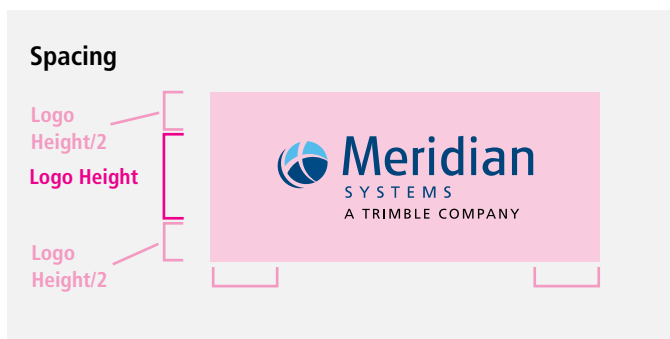
Correct



Correct



Incorrect - the logo is in the original colors on a dark background.



Prolog Logo

PROLOG ▶

The “Prolog” logo should be used when referring to the Prolog line of solutions, which may include Prolog Manager, Prolog Converge and/or Prolog Sky. If you are referring to a specific Prolog application, please use the logo for that application.

The guidelines for Prolog logos are generally the same as the Meridian logos, with the following exceptions:



If the full-color logo is used on a dark background, the text (“Prolog”) should be white, and the triangular icon should remain its original color.

If the logo is presented in one color, it should be 100% black. If the logo is printed on a dark background, it should be 0% black (white).

The logo should be printed between 1” and 2” wide, except in specialized, large-format applications.

Color

The color values for the Prolog logos.

Swatch	Name	PMS color	CMYK color	RGB color
	Black	Black	C:0 M:0 Y:0 K:100	R:0 G:0 B:0
	Yellow	Pantone 144	C:0 M: 47 Y:100 K:0	R:220 G:160 B:34

PROLOG ▶

Prolog logo on a light background



Prolog logo on a dark background

PROLOG ▶ Manager

Prolog Manager logo

PROLOG ▶ Converge

Prolog Converge logo

PROLOG ▶ Sky

Prolog Sky logo



Prolog product logo on a dark background

Proliance Logo



The guidelines for the Proliance logo are generally the same as the Meridian logos, with the following exceptions:







The full color logo should not be used on a dark background.

If the logo is presented in one color, that color should be 100% black, when printed on a light colored background, or 0% black (white) on a dark background.

The logo should be printed between 1" and 2" wide, except in specialized, large-format applications.

Color

The color values for the ProjectTalk logo are as follows:

Swatch	Color Name	PMS color	CMYK color	RGB color
	Black	Black	C:0 M:0 Y:0 K:100	R:0 G:0 B:0
	Green	PMS 123	C:18 M: 0 Y:100 K:18	R:171 G:191 B:8
	Orange	PMS 1385	C:0 M: 47 Y:100 K:9	R:232 G:123 B:0
	Blue	PMS 542	C: 76 M: 23 Y: 0 K: 9	R:59 G:128 B: 174
	Red	PMS 1805	C: 0 M: 91 Y: 100 : 23	R:196 G:18 B:0
	Gray	Black 45%	C:0 M:0 Y:0 K:45	R:140 G:140 B:140



Proliance full-color logo on a Light background



Proliance black logo on a Light background



Proliance white logo on a dark background

ProjectTalk Logo





The guidelines for ProjectTalk logos are generally the same as the Meridian logos, with the following exceptions:

If the logo is presented in one color, that color should be 100% black, unless it is printed on a dark background, in which case it should be 0% black (white).

Color

The color values for the ProjectTalk logo are as follows:

Swatch	Color Name	PMS color	CMYK color	RGB color
	Dark blue	Pantone 295	C:100 M:56 Y:0 K:34	R:0 G:75 B:133
	Yellow	Pantone 123	C:0 M: 30.5 Y:94 K:0	R:255 G:184 B:56

The logo should be printed between 1" and 2" wide, except in specialized, large-format applications.

Certified Logos

Certified Partner Logo Usage

Authorized Meridian partners of all kinds may use the Global Partner Network logo.



Partners Type

Those partners that are certified as Consultants, Independent Software Vendors or Value Added Resellers can use the applicable logos.



Partner Level

Partners of the appropriate level can use the Silver, Gold or Platinum versions of the Certified Partner Logos.



Product Certification

Products which are certified by Meridian for use with Meridian solutions may use the appropriate logo for their products or solutions.



Proliance User Certification

Certified Proliance Users can use the following logos.



Prolog User Certification

Certified Prolog Users can use the following logos.



Text Formatting

Address Block

The Meridian corporate address should be displayed in the following format:

Meridian Systems
 1720 Prairie City Road
 Suite 120
 Folsom, California 95630
 USA

It may also be displayed with either the toll-free phone number or the toll number, with a single empty line between the address and phone number(s). This line can be omitted if space restrictions require (as in business cards).

If other phone numbers are included, such as fax, the descriptor (fax, cell) follows the phone number.

Telephone numbers

Phone numbers should be written in the following format:

Yes — (916) 850 2660

No — 800-850-2660

No — (800) 850-2660

Internet addresses

Web (http) addresses should be written as follows:

Yes — www.meridiansystems.com

Yes — www.meridiansystems.com/products

No — <http://www.meridiansystems.com>

No — meridiansystems.com

Address Block

Meridian Systems
 1720 Prairie City Road
 Suite 120
 Folsom, California 95630
 USA



Correct

Meridian Systems
 1720 Prairie City Road
 Suite 120
 Folsom, California 95630
 USA

(800) 850 2660
 (916) 294 2001 fax



Correct

Meridian Systems
 1720 Prairie City Road # 120
 Folsom, CA 95630



Incorrect - "Suite" is replaced with #, "California" is abbreviated, and "USA" is removed

Font (Typeface) Guidelines

Meridian has standardized on two fonts for corporate presentations; Frutiger and Univers Condensed. Where possible, these fonts (and variations thereof) should be used. In applications where these fonts are not available, any of the following sans-serif fonts are acceptable:

- Tahoma (most preferred)
- Arial
- Helvetica (on Macintosh computers)

Please avoid using any other fonts, including Times New Roman, in Meridian publications.

Font Styles

The standard font styles for Meridian publications are as follows:

Body

The body of the document includes most of the non-heading text. The format for Body text is:

Font: Frutiger Condensed Size: 10 pt Leading: 13 pt Tracking: 0	ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@#%&^*({<./?
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Page Heading

This style is the largest section heading.

Font: Frutiger Bold Condensed Size: 12 pt Leading: auto Tracking: 0 Space Above: 2/10ths inch	ABCDEFGHIJKLMN OPQRS abcdefghijklmnopqr stuv 1234567890 !@#%&^*({<./?
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Secondary Heading

This style is the second-largest section heading.

Font: Frutiger Bold Size: 10 pt Tracking: 0 Space Above: 15/100ths inch	ABCDEFGHIJKLMN OPQRSTU vwxyz 1234567890 !@#%&^*({<./?
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Captions

The "Caption" style is used for captions on illustrations.

Font: Frutiger Light Italic Size: 9.5 pt Leading: 10.8 pt Tracking: 0 Horiz. Scale: 85%	<i>ABCDEFGHIJKLMN</i> <i>OPQRSTUVWXYZ</i> <i>abcdefghijklmnopqr</i> <i>stuvwxyz</i> <i>1234567890</i> <i>!@#%&^*({<./?</i>
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Call-Outs and Intro

The "Call-Out" style is designed to bring attention to a phrase pulled from the main body, or other copy that is not included in the copy.

Font: Frutiger Condensed Size: 10 pt Leading: 16 pt Tracking: 0	ABCDEFGHIJKLMN OPQRSTU vwxyz 1234567890 !@#%&^*({<./?
--	---

Typesetting Guidelines

Margins

Left, right, top and bottom margins should each be at least 1/2-inch wide.

Tracking

The tracking (letter spacing) of all type should be set to 0. It is acceptable to adjust tracking in order to fit text, but tracking should never be set to less than -25 or more than 25, except in primary headlines.

Line Breaks

Primary headlines should be followed by a full empty line.

Secondary and tertiary headlines should be followed by a line break (not an empty line), then followed by body text.

Paragraphs should be separated by a full empty line.

Indents

The first line of a paragraph is not indented.

List items are indented. On a normal 8 1/2" page, using 9-point text, the indentation is .2" (2/10ths of an inch). This may be greater or smaller, depending on the size of the page and text.