

MIRAPOINT BRAND GUIDELINES

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In September 2005, Mirapoint introduced a bold, new graphic look which reflects their position as an industry leader in building secure messaging infrastructures for enterprise-level customers.

The goal of these guidelines is to present the structure behind that look and strengthen Mirapoint's identity by establishing visual consistency across all marketing materials.

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MIRAPOINT TRADEMARK GUIDELINES

Introduction

Mirapoint, Inc. delivers the building blocks to build a secure messaging infrastructure. Throughout the world, our trademarks identify our products so that consumers know they are buying Mirapoint's high-quality products and services. Mirapoint has gained valuable rights by the proper and continuous usage of trademarks to identify its goods and services. If a trademark is used improperly, its value can become diluted or generic. Properly using our trademarks by following these trademark usage guidelines protects and preserves the value of our trademarks and the Mirapoint brand.

What is a trademark?

A trademark is a word, name, symbol, device, design, phrase, sound, or color adopted and used by Mirapoint, Inc. to identify its goods and services and to distinguish them from other goods and services. Trademarks are usually noted with either a TM or a ® symbol. In the United States, a trademark that is noted by a TM has not been registered with the United States Patent and Trademark Office and a trademark noted with an ® has been registered with the United States Patent and Trademark Office. Trademarks, however, may also be registered internationally and each country has different laws regarding the proper notation of trademarks.

Trademark TM

A trademark symbol should be used immediately preceding the brand or product in question. For example: WAPmail DirectTM, and Webmail DirectTM. It may appear superscriptTM or in parenthetical format (tm).

Registered Trademark ®

This trademark symbol is used when a name or symbol has been legally approved and registered. The benefits of formal registration include notice to the public of the registrant's claim of ownership of the mark, a legal presumption of ownership nationwide, and the exclusive right to use the mark on or in connection with the goods or services set forth in the registration.

Referential trademark usage

You may use a Mirapoint trademark or product name to refer specifically to such Mirapoint product in marketing and promotional materials, books, conferences, applications, demonstrations, and so on. You are permitted to use a Mirapoint trademark referentially provided that:

- You adhere to these Mirapoint Trademark Usage Guidelines.
- You do not disparage Mirapoint or Mirapoint products and services.
- You display your name or logo more prominently than any Mirapoint trademark.
- You include a disclaimer that Mirapoint does not sponsor, affiliate, or endorse your product, and/or services.

General trademark usage guidelines

First Use in Text

A trademark symbol is required upon the first use of the mark in any text or body copy, even though the symbol may have already been used in the headline or other prominent use.

No Possessives

A trademark must never be used in possessive form. For example, one would not refer to "MirapointTM's features" but rather to "...the features of the MirapointTM technology" or "the MirapointTM technology's features."

MIRAPOINT TRADEMARK GUIDELINES

No Plurals

A trademark should not be used in plural form. For example, one would not refer to "Mirapoints" or "RazorGates" but rather to "Mirapoint™ servers" or "RazorGate® appliances."

No Verbs

Since a trademark is not a verb, it must never be used as a verb. For example, one should not "Mirapoint-ize" or engage in "Webmail-scripting."

Copyright ©

A copyright is a form of protection provided to Mirapoint that gives us the exclusive right to reproduce the copyrighted work, to prepare derivative works, to distribute copies, and to display publicly. The copyright symbol © should appear in any disclaimer or legal text at the end of all outside marketing materials. Standard Mirapoint disclaimer copy should be formatted as follows: © 2005 Mirapoint, Inc. All rights reserved. The disclaimer should include any registered product denotation if applicable; i.e. © 2005 Mirapoint, Inc. MailHurdle is a trademark of Mirapoint, Inc. All rights reserved.

A copyright protects the form of expression rather than the subject matter of the writing. For example, a description of a machine could be copyrighted, but this would only prevent others from copying the description; it would not prevent others from writing a description of their own or from making and using the machine.

Specific trademark usage guidelines

1. Logos. You may not use any Mirapoint logos (including buttons and graphic symbols) without a trademark license from Mirapoint. All usage of trademark logos shall be pursuant to these guidelines and any other guidelines associated with that logo. You can find Mirapoint's logos at <http://www.mirapoint.com/news/logos.php>.
2. Merchandise items. You may not manufacture, sell, or give away merchandise items, such as T-shirts and mugs, bearing Mirapoint trademarks or logos, except pursuant to an express written trademark license from Mirapoint.
3. Slogans and taglines. You may not use or imitate a Mirapoint slogan or tagline such as "the messaging experts."

Mirapoint, Inc. trademarks

This list is posted solely for your convenience. Mirapoint, Inc. does not waive any rights to any Mirapoint trademark, service mark, trade name, product name, or logo that does not appear on this list. The symbols below denote status of the trademark in the United States only. Mirapoint trademarks may also be registered internationally.

- Mirapoint®
- RazorGate®
- RAPID™
- MailHurdle™
- MiraCare™
- DirectPath™
- MessageBase™
- Messaging Operating System™ (MOS™)
- WAPmail Direct™
- Webmail Direct™
- Webcal Direct™
- WAPcal Direct™

Third-party trademarks

Third-party trademarks, trade names, product names and logos, contained in this website may be the trademarks or registered trademarks of their respective owners.

LOGO SELECTION & COLOR RECOMMENDATION

Main Logo Elements: The Logo Mark and Logotype

- The Mirapoint logo consists of 2 main parts:
 - The logo mark (capital M with a cursor)
 - The logotype (the word Mirapoint followed by a ®)
- When using the logo mark and logotype together, these two elements must be used in the relative proportions and placement specified in the artwork provided
- Do not separate, move or recombine the elements in the logotype and logo mark
- Do not recreate any part of the Mirapoint logo, always use the artwork provided

Secondary Logo Element: The Tag Line

- The Mirapoint tag line – The Messaging Experts – appears under the logo in some instances
- The preferred use of the Mirapoint logo on the front of printed pieces is without the tag line
- The Mirapoint logo with the tag line is used as a sign-off on the back of printed pieces in conjunction with the address block
- If you are unsure about when to use the Mirapoint logo with the tag line, contact Jefferson Dela Cruz: jdelacruz@mirapoint.com

Color Use: Black & White

- The Mirapoint logo is now used primarily as a black & white logo, either positive or reversed out of a dark background
- All older, color versions of the Mirapoint logo are being phased out and should be removed from your files/drives and replaced

Where to Find Mirapoint Logo Files

- Logo files are available on the Mirapoint Website: www.mirapoint.com/news/logos.php



Positive logo without tag line



Positive logo with tag line



Reverse logo without tag line



Reverse logo with tag line

USING THE LOGO

General Guidelines

- When using the Mirapoint logo, remember that it:
 - Never appears connected to or as part of any other symbol or icon
 - Should not be contained within a box, circle or other shape (example A)
 - Must not be taken apart and/or recombined in any way to create new artwork (example B)
 - Is always set at direct 90° vertical and 0° horizontal angles, never tilted or offset from true perpendicular

Size

- In print: The Mirapoint logo must be equal to or greater than 1 inch in length

Clear Space

- A minimum clearance equal to the height of the Logo mark "M" must be maintained between the Mirapoint logo and other graphic elements on the page

Reversing the Logo Out of a Background

- The Mirapoint logo may be reversed out of a background color provided that:
 - The background is a solid color (example C) or a solid, non-busy area of a photo
 - The logo is not hard to read because of a cluttered background (example D) or inadequate contrast



Example A: DON'T



Example B: DON'T



Example C: DO



Example D: DON'T

COLOR PALETTE

- Please note that all colors as viewed here are approximations ONLY. To view actual printed CMYK colors refer to the PANTONE Process Color System Guide.

Primary Colors

- 70% CYAN, use only the CMYK/RGB* mixes indicated below, do not substitute other color combinations
- PANTONE DS 294-2 C, use only the CMYK/RGB mixes indicated below, do not substitute other color combinations

Type Sample



70% CYAN
C70 M0 Y0 K0
R78 G189 B215

Type Sample



PANTONE DS 294-2 C
C40 M0 Y80 K0
R153 G209 B64

Secondary Colors

- PANTONE DS 36-1 C, use only the CMYK/RGB mixes indicated below, do not substitute other color combinations
- PANTONE DS 184-3 C, use only the CMYK/RGB mixes indicated below, do not substitute other color combinations
- PANTONE DS 274-3 C, use only the CMYK/RGB mixes indicated below, do not substitute other color combinations
- PANTONE DS 214-2 C, use only the CMYK/RGB mixes indicated below, do not substitute other color combinations

Type Sample



PANTONE DS 36-1 C
C0 M60 Y100 K0
R255 G107 B0

Type Sample



PANTONE DS 184-3 C
C75 M75 Y0 K0
R72 G48 B147

Type Sample



PANTONE DS 274-3 C
C75 M0 Y75 K0
R65 G170 B84

Type Sample



PANTONE DS 214-2 C
C85 M35 Y0 K0
R45 G114 B178

Supporting Color – For Type Only

- While the primary and secondary colors are used as color blocks and for type, use the supporting color for type only, never for color blocks
 - 60% BLACK, use only the CMYK/RGB mixes indicated below, do not substitute other color combinations

Type Sample



60% BLACK
C0 M Y0 K60
R13 G43 B136

USING THE COLOR PALETTE

- The Mirapoint primary and secondary colors each correspond to a specific type of piece as outlined below
- Templates for these pieces may be obtained by contacting Jefferson Dela Cruz: jdelacruz@mirapoint.com

Primary Color Usage

- 70% CYAN: Corporate, Product and Solutions Brochures and type on all pieces
- PANTONE DS 294-2 C: Corporate, Product and Solutions Brochures



70% CYAN



PANTONE DS 294-2 C

Secondary Color Usage

- PANTONE DS 36-1 C: Data Sheets
- PANTONE DS 184-3 C: Industry Briefs
- PANTONE DS 274-3 C: Solutions Briefs
- PANTONE DS 214-2 C: Case Studies



PANTONE DS 36-1 C



PANTONE DS 184-3 C



PANTONE DS 274-3 C



PANTONE DS 214-2 C

Supporting Color – For Type Only

- 60% BLACK: All pieces



60% BLACK

WHICH TYPEFACE SHOULD I USE?

- To maintain a consistent look across all Mirapoint print pieces use only the following typeface families:
 - Helvetica Neue Condensed: Sans serif typeface
 - Centaur: Serif typeface
- Always refer to the Quark templates provided for typesetting specifications on brochures, data sheets, industry briefs, solutions briefs and case studies
 - Templates for these pieces may be obtained by contacting Jefferson Dela Cruz: jdelacruz@mirapoint.com

Helvetica Neue Condensed Family

- Helvetica Neue Bold Condensed is the typeface selected for headlines
 - Set headlines in all caps or initial caps
- Helvetica Neue Bold Condensed is the typeface selected for customer quotes inset into the body copy
 - Set customer quotes inset into the body copy in upper and lower case (u/lc)
- Helvetica Neue Medium Condensed is the typeface selected for the Mirapoint messaging statement
 - Set the Mirapoint messaging statement in all caps, per the Quark style sheets embedded in the available templates
- Helvetica Neue Medium Condensed is the typeface selected for subheads
 - Set subheads in initial caps
- Helvetica Neue Light Condensed is the typeface selected for the address block
 - Set the address block in u/lc
- Helvetica Neue Light Condensed is the typeface selected for sidebar text
 - Set sidebar text in u/lc
- Other weights of the Helvetica Neue Condensed family may be used for additional types of text based on your design needs

Centaur

- Centaur is the typeface selected for body copy and legal text
 - Set body copy and legal text in u/lc

Purchasing Typefaces and Licenses

- The typefaces specified above may be purchased online at either of the following Websites:
 - www.adobe.com>Purchase>Adobe Store>Adobe Type Library
 - www.philfonts.com

TYPE SAMPLE: HELVETICA NEUE CONDENSED

Helvetica Neue Thin Condensed

ABCDEF abcdef 1234

Helvetica Neue Thin Condensed Oblique

ABCDEF abcdef 1234

Helvetica Neue Light Condensed

ABCDEF abcdef 1234

Helvetica Neue Light Condensed Oblique

ABCDEF abcdef 1234

Helvetica Neue Condensed

ABCDEF abcdef 1234

Helvetica Neue Condensed Oblique

ABCDEF abcdef 1234

Helvetica Neue Medium Condensed

ABCDEF abcdef 1234

Helvetica Neue Medium Condensed Oblique

ABCDEF abcdef 1234

Helvetica Neue Bold Condensed

ABCDEF abcdef 1234

Helvetica Neue Bold Condensed Oblique

ABCDEF abcdef 1234

Helvetica Neue Black Condensed

ABCDEF abcdef 1234

Helvetica Neue Black Condensed Oblique

ABCDEF abcdef 1234

TYPE SAMPLE: CENTAUR

Centaur

ABCDEF abcdef 1234

Centaur Italic

ABCDEF abcdef 1234

Centaur Bold

ABCDEF abcdef 1234

Centaur Bold Italic

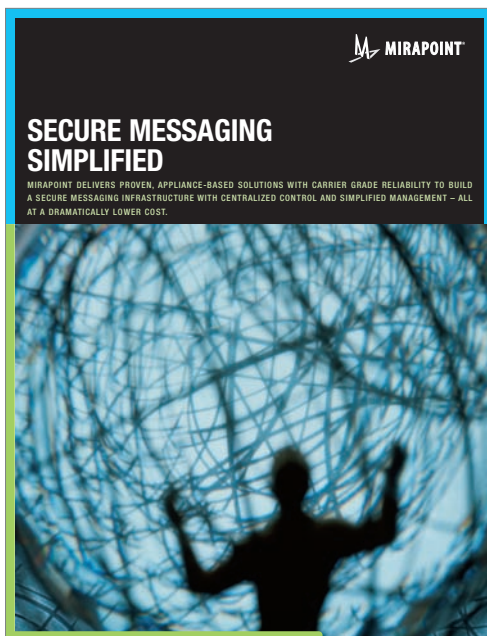
ABCDEF abcdef 1234

THE MIRAPOINT MESSAGING STATEMENT DESIGN ELEMENT

- The Mirapoint messaging statement has been carefully structured to succinctly convey the benefits of Mirapoint's product offering to current and potential customers
- Consistent use of the Mirapoint messaging statement strengthens and reinforces Mirapoint's position as an industry leader
- The Mirapoint messaging statement may be used as a design element on the front cover of brochures or on other materials, per the design of the statement shown in the samples below (examples A, B and C) and the Quark templates available
 - Templates using the Mirapoint messaging statement may be obtained by contacting Jefferson Dela Cruz: jdelaacruz@mirapoint.com
- Never alter or change the words of the statement as written:
 - "Mirapoint delivers proven, appliance-based solutions with carrier grade reliability to build a secure messaging infrastructure with centralized control and simplified management – all at a dramatically lower cost."

MIRAPOINT DELIVERS PROVEN, APPLIANCE-BASED SOLUTIONS WITH CARRIER GRADE RELIABILITY TO BUILD A SECURE MESSAGING INFRASTRUCTURE WITH CENTRALIZED CONTROL AND SIMPLIFIED MANAGEMENT – ALL AT A DRAMATICALLY LOWER COST.

Example A: Typeset sample, Helvetica Neue Medium Condensed, all caps, justified with last line rag



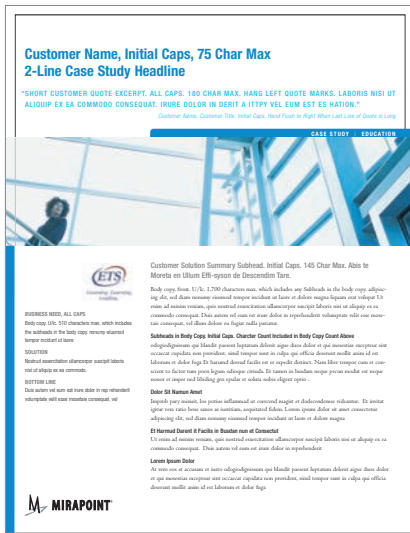
Example B



Example C

FRAMING ELEMENTS

- Mirapoint's primary and secondary colors may be used as color bars to frame images and as page borders per the sample pieces shown below
 - Example A: PANTONE DS 214-2 C image frame and page border used on case study front
 - Example B: 70% CYAN and PANTONE DS 294-2 C page border and image frame used on brochure front
 - Example C: PANTONE DS 294-2 C, page border used on brochure inside spread
- Use the colors according to the types of pieces they are specified for, see page 7 "Using Color"
- When constructing a framing element, keep the width of the frame at a size that does not overwhelm the elements on the page



Example A



Example B



Example C

IMAGES

- When choosing images for use on Mirapoint materials, keep the following guidelines in mind:
 - Select images which convey the ideas of:
 - Enterprise-level business
 - Infrastructure
 - Select images which compliment Mirapoint's color palette, see page 6 "Color Palette"
 - Consider using the framing element to accent images, see page 12 "Framing Element"

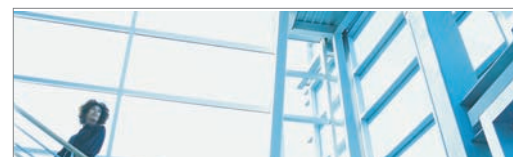
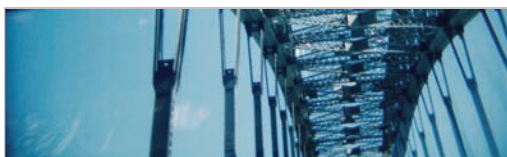
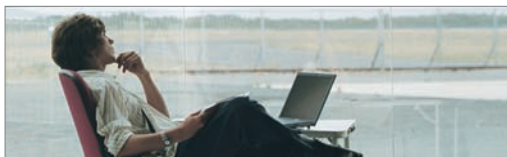
Purchasing Images and Licenses

- There are many online resources for researching and purchasing royalty-free or rights managed images
 - Some of the available sites are:
 - www.gettyimages.com
 - www.workbook.com/stock
 - www.agefotostock.com
 - www.picturerequest.com
 - www.corbis.com

Where to Find Mirapoint Product Images

- Product image files are available on the Mirapoint Website: www.mirapoint.com/news/pressroom.php

Sample images used by Mirapoint



CUSTOMER QUOTES

- The use of customer quotes strengthens Mirapoint's position as an industry leader
- Always attribute the customer quote only to the company, never to an individual
- Guidelines for typesetting quotes:
 - Use the Helvetica Neue Condensed type family
 - Set the quotes in a type size larger than the body text on the page
 - Use a color appropriate for the type of piece you are producing, see page 7 "Using Color"
- To determine which quotes may be available and appropriate for your piece, contact Jefferson Dela Cruz: jdelaacruz@mirapoint.com

SECURITY. CONTROL. SIMPLICITY. PEACE OF MIND. THINK INSIDE THE BOX.

A Proven Approach to a Secure Infrastructure
 Mirapoint's unique appliance-based model simplifies the task of building and maintaining a secure messaging infrastructure that meets the messaging needs of the enterprise. Our appliances deliver better security and superior performance with "Thin client" architecture, which dramatically reduces the cost of enterprise messaging. Even a single appliance can have a huge impact on an existing infrastructure. The Thin Client, for example, reduced the number of servers that had to be replaced or decommissioned per site or site.

When Mirapoint appliances work together as integrated building blocks of an enterprise messaging infrastructure, the result is even more powerful. They provide a centrally-managed messaging infrastructure that can meet today's needs for security, reliability and compliance, and address new requirements like group collaboration, mobile access and instant messaging. Tangle University was able to save over \$100,000 annually by building an appliance-based secure messaging infrastructure with Mirapoint.

Mirapoint technology is proven, with millions of additional subscribers and secured workloads.

Mirapoint has the lowest TCO over a 3-year period mainly due to the company's strategic bundling of software and hardware functionality into a ready-to-use appliance solution.

Message Under Attack
 Today's open networks face as much as 80 percent of all the email message received by the average corporation. 91 percent of 91 offices had at least one message compromised within a 24-hour period in 2009. And it's not just the volume of messages that's the problem, it's also the primary means for spreading viruses, spyware and phishing attacks. Increasingly, email is subject to government security regulations covering "data in motion." Financial services, healthcare and many other industry segments must meet strict requirements – such as encryption, or full archival, or both, of all communication. What's more, as the business relies on an e-mail based, result is one subject to legal discovery. Corporations must collect their email messages for as long as seven years, and the process to produce them is demanding and time-consuming.

The Coming Challenge
 Large organizations would have enough on their hands of dealing itself with their only messaging tool. But it isn't. Messaging and collaboration using mobile devices is becoming a requirement at more and more companies and for compliance with customers and regulators who will hold them. The use of instant messaging in corporations is growing rapidly and 73 percent of IT managers are not even attempting to control it. IT groups have been attacking these problems at the site with various point solutions. Unfortunately, this has often resulted in a complex, fragmented, multi-vendor "ad-hoc" data handling to use and requires no maintenance – and has brought on a whole host of additional vulnerabilities and security holes.

The Appliance-Based Secure Messaging Infrastructure
 Our appliances are a simple, secure, proven solution. Because they are purpose-built, with a simple, hardened operating system that's optimized for messaging, they are the obvious in both performance and security.

Working together, they are the building blocks of an "appliance" enterprise messaging infrastructure that addresses security throughout the life of the network, not just at the network edge. A Mirapoint appliance-based infrastructure can only scale to meet growing needs, while maintaining the lowest TCO in the messaging industry and providing a platform for new services such as instant messaging or mobile access. In addition, each appliance is designed for plug-and-play integration into any existing network.

Integrated, Secure Messaging Appliances
 Mirapoint Secure Messaging Message Server provides 99.999 percent availability with exceptionally high performance. Users can access their email via WebMail from any device they like. A feature is via an encrypted-based mail client including Outlook. The addition to its email functionality, the Message Server also provides enterprise collaboration tools, including group calendaring, scheduling and address book.

Bandwidth The Mirapoint Message Server is an award-winning email security appliance that incorporates everything you need to ensure the security of your network. It blocks spam, prevents gateway misuse, and filters content for both inbound and outbound messages. The Message Server appliance is also a powerful device that can be used as a four-in-one enterprise business email system.

Directory Server The Mirapoint Directory Server appliance is the industry's first high-performance appliance, enabling user and system management. With proven scalability to millions of entries, the Directory Server simplifies the creation, use and management of LDAP directories as a common information database for all messaging and related applications.

Person-to-Person Messaging Appliances
 Mirapoint messaging appliances provide superior security, reliability and performance because they are purpose-built devices. Mirapoint addresses today's messaging challenges with best-of-breed solutions.

These appliances are designed to meet specific needs, such as **Secure Messaging**. Types of institutions, healthcare providers and numerous other industry segments require secure communication. Working in collaboration with regulatory partners, Mirapoint can only provide you and your practices, but ensure meeting for recipients and administrators as well. This approach ensures all messages that shall be encrypted or encrypted, with no need to rely on the discretion or judgment of individual users.

Regulatory Compliance Mirapoint supports compliance with Sarbanes-Oxley, Graham-Leach-Bliley, HIPAA, Basel II and other government mandates with policy-based control of outbound filters, plus automatic routing or copying of messages to storage devices for archival purposes.

Mobile Messaging Increasingly, workers in the field need to receive email via mobile devices that have device-specific interfaces. Mirapoint can provide all the technology to use with and secure these devices.

System administration usually takes approximately one to two hours per week and the reliability has been exceptional.

Industry Specific Solutions
 Some of the industry segments where these solutions are particularly relevant include:

Healthcare Healthcare organizations can save millions of dollars annually in printing costs alone via electronic messaging – but only if the messaging technology is demonstrably secure and in compliance with regulations such as HIPAA. Mirapoint offers technology to enable healthcare organizations to meet patient privacy needs.

Education For colleges and universities suffering from security breaches, poor performance

Detail of customer quote inset into brochure body text

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Education For colleges and universities suffering from security breaches, poor performance

SAMPLE PIECES

Where to Find Samples of Mirapoint Print Pieces

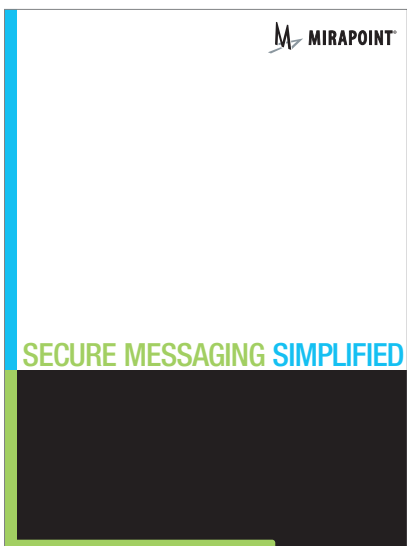
- www.mirapoint.com/products/resources.php
- The following pieces were created by Mirapoint and may be used as references to produce your work



Corporate brochure cover and inside spread



White paper cover



Literature folder cover

