

NUANCE

INTERIM CORPORATE IDENTITY STYLEGUIDE

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NUANCE

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INTRODUCTION

The Nuance corporate identity is a key component of the brand image we project to all of our audiences. And it is important to recognize that how we visually communicate our brand matters. Ultimately, consistent communication has an immediate and lasting effect on how those audiences perceive our company. The right perception begins with the consistent, quality application of the Nuance Corporate Signature (sometimes referred to as Nuance plus the N logo design) at all subtle and high visibility levels.

All identity elements—the Nuance Corporate Signature, the corporate colors, typographic style and brand look and feel—support and reinforce a consistent visual voice and style for Nuance across all media. This styleguide establishes the practices for correct application of the Nuance Corporate Signature and provides guidance on implementing the brand communications style.

The objective of this document is to provide guidelines to assist Nuance employees and partners in creating corporate and marketing materials that consistently apply the Nuance Corporate Signature and overall corporate style.

Please contact Nuance Marketing Communications via e-mail at marketing@nuance.com with questions and requests for approvals on marketing and external brand communications.

NUANCE CORPORATE SIGNATURE

The Nuance Corporate Signature is the primary graphic expression representing Nuance in all visual media. Correct use of the Nuance Corporate Signature is essential in establishing a single, unified corporate visual brand system.

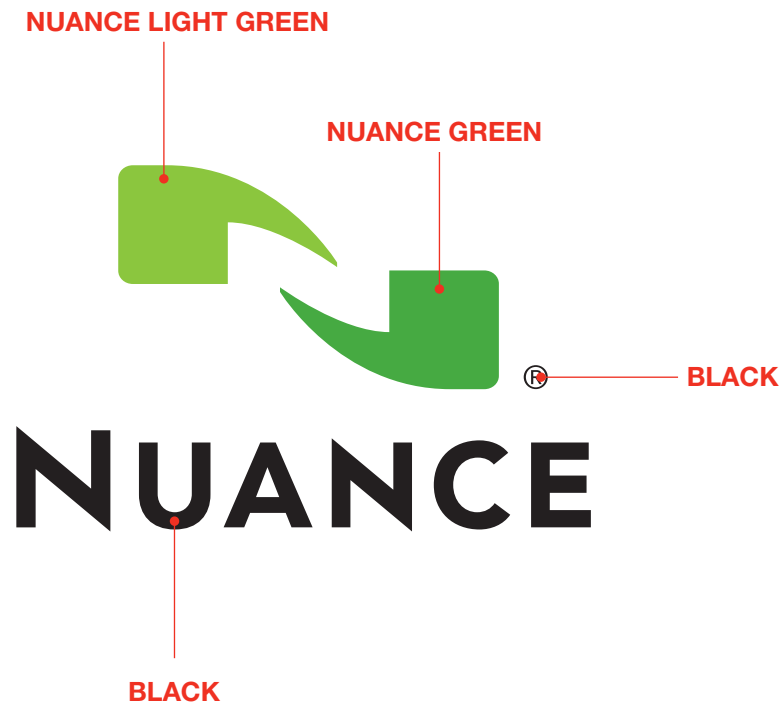
The Nuance Corporate Signature consists of the custom drawn elements for both the letterforms of the name and the Nuance symbol. All elements are custom drawn and are always used as one unit in the exact configuration shown on this page.

Reproduction of the Nuance Corporate Signature must always be completed using the approved electronic file art available from Nuance Marketing Communications. Contact marketing@nuance.com. Never attempt to reproduce the Nuance Corporate Signature from photocopies or low resolution jpeg files taken from the Nuance web site. Always request and use approved vector-based (Adobe Illustrator .eps) electronic file art available from Nuance.



NUANCE CORPORATE SIGNATURE COLOR

The demonstration on this page shows the color application of the Nuance Corporate Signature. Always use the correct color specifications when using the Nuance Corporate Signature. Refer to pages 7 through 10 for color specifications and additional usage information.



NUANCE CORPORATE SIGNATURE – Minimum Size and Clearspace Requirements

Minimum Size

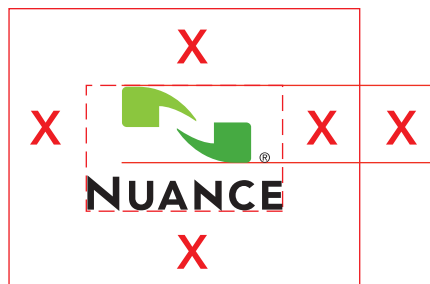
The Nuance Corporate Signature must never appear smaller than shown in the demonstration below. The minimum size of .75" (three quarters on an inch) will assure that the Nuance Corporate Signature is clearly legible in all forms of reproduction.



Minimum Clearspace Requirements

Always maintain the minimum amount of clearspace around the Nuance Corporate Signature as shown in the demonstration below. This will ensure that the Nuance Corporate Signature is always properly staged and properly visible.

A minimum distance of "X" equal to the height of the Nuance symbol must be maintained around the entire Nuance Corporate Signature.



MINIMUM CLEARSPACE REQUIREMENTS

USE OF NUANCE CORPORATE SIGNATURE – Horizontal Configuration

Use of the horizontal configuration of the Nuance Corporate Signature is acceptable only in those very limited applications such as exterior building façade signage and trade show booth header panels where there is no possibility that the vertical configuration Nuance Corporate Signature will comfortably fit.

The horizontal Nuance Corporate Signature consists of the custom drawn elements for both the letterforms of the name and the Nuance symbol. All elements are custom drawn and are always used as one unit in the exact configuration shown on this page.

Note: All use and application of the horizontal version of the Nuance Corporate Signature must be approved in advance by Nuance Marketing Communications. Contact marketing@nuance.com.

Reproduction of the horizontal version of the Nuance Corporate Signature must always be completed using the approved electronic file art available from Nuance Marketing Communications. Contact marketing@nuance.com.

Never attempt to reproduce the horizontal version of the Nuance Corporate Signature from photocopies or low resolution jpeg files taken from the Nuance web site. Always request and use approved vector-based (adobe Illustrator .eps) electronic file art for the horizontal version of the Nuance Corporate Signature available from Nuance.



NUANCE CORPORATE COLORS

Primary Colors



Nuance Green



Nuance Light Green



Nuance Dark Blue



Nuance Grey Green

Secondary Colors



Nuance Medium Blue



Nuance Gold



Nuance Purple



Nuance Red

NUANCE CORPORATE COLORS – Continued

The proper use of color enhances the communication of the Nuance identity. Always use the correct color specifications when using either four-color process reproduction, match color reproduction, RGB reproduction (on screen, CD-ROM, etc.), or hexadecimal reproduction.

FOUR-COLOR PROCESS REPRODUCTION—COATED PAPER

Primary Colors

Corporate Color	C-Cyan	M-Magenta	Y-Yellow	K-Black
Nuance Green	70%	0%	100%	9%
Nuance Light Green	50%	0%	100%	0%
Nuance Dark Blue	100%	46%	0%	0%
Nuance Grey Green	20%	0%	25%	20%

Secondary Colors

Corporate Color	C-Cyan	M-Magenta	Y-Yellow	K-Black
Nuance Medium Blue	100%	0%	16%	9%
Nuance Gold	0%	25%	95%	0%
Nuance Purple	50%	100%	15%	10%
Nuance Red	0%	95%	100%	0%

FOUR-COLOR PROCESS REPRODUCTION—UNCOATED PAPER

Primary Colors

Corporate Color	C-Cyan	M-Magenta	Y-Yellow	K-Black
Nuance Green	70%	0%	100%	9%
Nuance Light Green	50%	0%	100%	0%
Nuance Dark Blue	100%	46%	0%	0%
Nuance Grey Green	20%	0%	25%	20%

Secondary Colors

Corporate Color	C-Cyan	M-Magenta	Y-Yellow	K-Black
Nuance Medium Blue	100%	0%	16%	9%
Nuance Gold	0%	25%	95%	0%
Nuance Purple	50%	100%	15%	10%
Nuance Red	0%	95%	100%	0%

NUANCE CORPORATE COLORS – Continued

Match Color Reproduction—Ink Substitution

In lieu of the Nuance Corporate Colors shown on the previous page, you may use the PANTONE® Colors listed below, the standards for which are shown in the current edition of the PANTONE Color Formula Guide. The colors shown on this page and throughout this guide have not been evaluated by Pantone, Inc., for accuracy and may not match the PANTONE Color Standards.

MATCH COLOR REPRODUCTION—COATED PAPER

Primary Colors

Corporate Color

- For Nuance Green use PANTONE 362 C (coated)
- For Nuance Light Green use PANTONE 376 C (coated)
- For Nuance Dark Blue use PANTONE 2935 C (coated)
- For Nuance Grey Green use PANTONE PROCESS DS 285-8 C (coated)

Secondary Colors

Corporate Color

- For Nuance Medium Blue use PANTONE 3135 C (coated)
- For Nuance Gold use PANTONE 7408 C (coated)
- For Nuance Purple use PANTONE 512 C (coated)
- For Nuance Red use PANTONE 485 C (coated)

MATCH COLOR REPRODUCTION—UNCOATED PAPER

Primary Colors

Corporate Color

- For Nuance Green use PANTONE 361 U (coated)
- For Nuance Light Green use PANTONE 382 U (coated)
- For Nuance Dark Blue use PANTONE 2935 U (coated)
- For Nuance Grey Green use PANTONE PROCESS DS 285-8 U (uncoated)

Secondary Colors

Corporate Color

- For Nuance Medium Blue use PANTONE 3135 U (uncoated)
- For Nuance Gold use PANTONE 7409 U (uncoated)
- For Nuance Purple use PANTONE 512 U (uncoated)
- For Nuance Red use PANTONE 485 U (uncoated)

PANTONE® is a registered trademark of Pantone, Inc.

NUANCE CORPORATE COLORS – Continued

Match Color Reproduction—Ink Substitution

In lieu of the Nuance Corporate Colors shown on the previous page, you may use the PANTONE® Colors listed below, the standards for which are shown in the current edition of the PANTONE Color Formula Guide. The colors shown on this page and throughout this guide have not been evaluated by Pantone, Inc., for accuracy and may not match the PANTONE Color Standards.

RGB REPRODUCTION—ON SCREEN, CD-ROM, ETC...

Primary Colors

Corporate Color	R-RED	G-Green	B-Blue
Nuance Green	40	151	40
Nuance Light Green	118	185	0
Nuance Dark Blue	0	90	195
Nuance Grey Green	169	192	162

Secondary Colors

Corporate Color	R-RED	G-Green	B-Blue
Nuance Medium Blue	0	146	186
Nuance Gold	247	177	0
Nuance Purple	126	34	113
Nuance Red	220	36	31

HEXADECIMAL EQUIVALENTS—APPROVED WEB PALETTE COLORS

Primary Colors

Corporate Color	Hexadecimal
Nuance Green	289728
Nuance Light Green	76B900
Nuance Blue	005AC3
Nuance Grey	A9C0A9

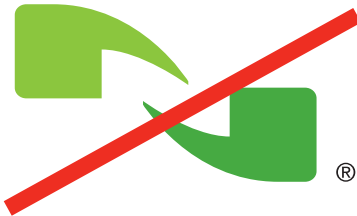
Secondary Colors

Corporate Color	Hexadecimal
Nuance Aqua Blue	0092BA
Nuance Yellow	F7B100
Nuance Purple	7E2271
Nuance Red	DC241F

NUANCE CORPORATE SIGNATURE – Unacceptable Use of Corporate Signature

Never separate out or use any component alone. Do not use the Nuance logotype alone. Do not use the Nuance symbol alone. Under no circumstances should the Nuance Corporate Signature be redrawn, modified or altered in any way.

Unacceptable



1. Do not use the Nuance symbol alone.

Unacceptable



2. Do not use the Nuance logotype alone.

Unacceptable



3. Do not alter or re-typeset the Nuance logotype.

NUANCE CORPORATE SIGNATURE – Preferred and Acceptable Use of Corporate Colors

The examples below show correct color usage for the Nuance Corporate Signature and background colors. Contact Nuance Marketing Communications if you have specific questions regarding use of the Nuance Corporate Signature on other background colors

Preferred



1. Full color Corporate Signature: Nuance Green, Light Green and Black on a white background.¹

Acceptable



2. Black and white Nuance Corporate Signature on a white background. Allowed only when four-color process or match color reproductions is not possible. Always obtain approved final art files of the black and white version from marketing@nuance.com.^{1 2}

¹ Note: Obtain approved final art files from Nuance Marketing Communications

² Note: Do not change the percentages of the screens of the symbol elements. Obtain approved final art files from Nuance Marketing Communications

NUANCE TYPOGRAPHIC STYLE

Typography plays a major role in shaping a corporate brand. To help create a consistent identity for all printed and electronic materials generated by Nuance, a standard family of typefaces has been chosen for exclusive use in all media (marketing materials, corporate communications, business forms, signage, web site, etc.).¹

The Helvetica Neue family was chosen for its contemporary appearance, compatibility with the Nuance Corporate Signature, and the high degree of readability in print and electronic media. (Note: Arial is used as the default font for word-processed letters and documents only.)

HELVETICA NEUE FAMILY

General Guidelines for Use of Typography

Helvetica Neue 45 is the primary body text typeface. Helvetica Neue 55, 65, 75 and 85 are the main headline and subhead typefaces. Helvetica Neue 65, 75 and 85 are also used for testimonial quotes, credit lines and emphasized words and paragraphs. Helvetica Neue 55 is used for sign-off address and telephone text blocks.

HELVETICA NEUE 45 (body text)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789\$&%#(.,;?!”*)

HELVETICA NEUE 55 (headlines, address, telephone blocks)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789\$&%#(.,;?!”*)

HELVETICA NEUE 65 (headlines, emphasized words, paragraphs)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789\$&%#(.,;?!”*)

HELVETICA NEUE 75 (headlines, emphasized words, paragraphs)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789\$&%#(.,;?!”*)

HELVETICA NEUE 85 (headlines, emphasized words, paragraphs)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789\$&%#(.,;?!”*)

1. A license from one or more third parties may be required to use one or more of the fonts mentioned herein. Please ensure that all such licenses are obtained.

NUANCE TYPOGRAPHIC STYLE – Continued

KLAVIKA FAMILY

General Guidelines for Use of Typography

Klavika Light, Regular, Medium and Bold are the main headline and subhead typefaces. They are also used for testimonial quotes, credit lines and emphasized words and paragraphs.

KLAVIKA LIGHT (headlines, emphasized words, paragraphs)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789\$&%#(.,;?!"*)

KLAVIKA REGULAR (headlines, emphasized words, paragraphs)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789\$&%#(.,;?!"*)

KLAVIKA MEDIUM (headlines, emphasized words, paragraphs)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789\$&%#(.,;?!"*)

KLAVIKA BOLD (headlines, emphasized words, paragraphs)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789\$&%#(.,;?!"*)

NUANCE BRAND COMMUNICATIONS STYLE – Use of Nuance in Headlines and Body Copy

Headlines

Always use the communicative name Nuance in headlines and subheads as shown below.

Body Text Copy

The first mention in the copy should always be treated this way:

“A proven leader in speech and productivity, Nuance has a strong history and track record of performance. Nuance offers a range of solutions through its portfolio of speech and productivity products and services.”

In legal material the company should be referred to as Nuance Communications, Inc. In marketing materials the company should be referred to as Nuance.

Copyright and Trademark Notice

In the copyright notice the full corporate name appears as shown below.

Copyright © 2005 Nuance Communications, Inc. All rights reserved. Nuance, the Nuance logo, ScanSoft, OmniPage, PaperPort, Dragon, NaturallySpeaking are trademarks and/or registered trademarks of Nuance Communications, Inc., and/or its subsidiaries in the United States and/or other countries. All other trademarks are properties of their respective owners.

USAGE AND APPROVALS, FURTHER ASSISTANCE

Usage and Approvals

Nuance Marketing Communications must review and approve any materials prior to their final print or online reproduction to ensure that your materials accurately reflect the Nuance brand positioning and that they adhere to usage standards for the corporate identity and corporate color system. For feedback, input or questions about this document, please e-mail marketing@nuance.com.

How to Obtain Further Assistance

For permission to use the Nuance Corporate Signature, to ask questions, request additional copies of the Nuance Corporate Identity Styleguide, or request copies of final electronic art files, send an email to marketing@nuance.com.

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781.565.5000

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