

Intelsat Brand Signature Standards At-a-Glance

Draft 1: 4-7-06

INTELSAT BRAND SIGNATURE

WORDMARK

SYMBOL

REGISTRATION MARK

Any use of the symbol and wordmark as separate items requires prior approval via brand-help.

INTELSAT.

Do not alter the position of the Intelsat Brand Signature parts.

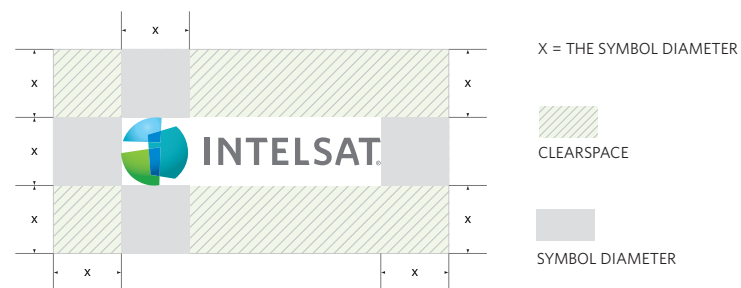
SIZE AND PROPORTION

The Intelsat Brand Signature must be re-sized in correct proportion.



CLEAR SPACE/POSITIONING

Leave clear space equal to the diameter of the symbol along all edges of the Intelsat Brand Signature when using it in co-branded signatures.



BRAND SIGNATURE COLOR USAGE

four-color (three-dimensional)

grayscale

Do not use photocopied or all-black versions of the brand signature as original art. Use grayscale or line art.

Do not alter the color of the symbol.

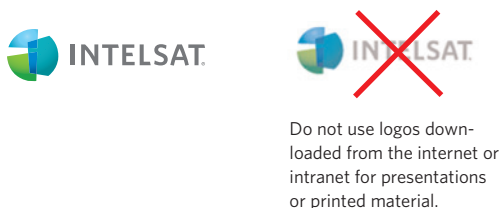
four-color (two-dimensional)

line art

Do not create your own color combinations.

HIGH RESOLUTION FILE FOR PRINT

Always use the high-resolution Intelsat Brand Signature when creating documents that will be printed. High-resolution files are available through brand-help.



REGISTRATION MARK

Always use a registration mark [®] when using the Intelsat Brand Signature.



SCALING SIGNATURE

50% = 0.40" **INTELSAT.** four-color (three-dimensional)

30% = 0.25" **INTELSAT.** four-color (two-dimensional)

20% = 0.15" **INTELSAT.** line art

30% = 0.25" **INTELSAT.** grayscale (two-dimensional)

For more information about the Intelsat Signature, contact brand-help:

Brand-help@intelsat.com