



THE GLOBAL LEADER IN  
CLOUD CLIENT COMPUTING

# Wyse Draft Guidelines

March 2011

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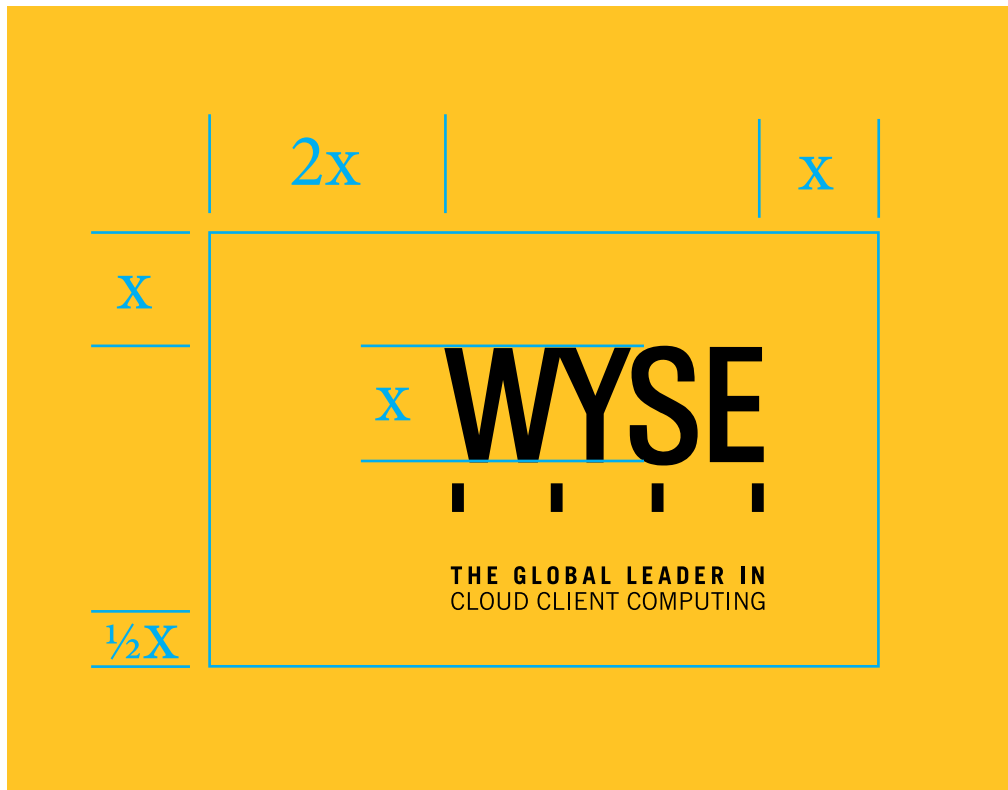
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# Logo usage

# Primary logo

For maximum impact and instant recognition, the Wyse logo, where possible, should always appear on a Pantone 123C background and not be crowded by other visual elements. Adequate space should be left around the logo so that its prominence is not compromised. The illustration below gives a visual guide for providing the necessary space.



# Mono logo

Where color is not an option, the logo may be used either reversed out of solid black, or solid black on white. A tinted logo or background shouldn't be used. The 'clear space' rules still apply.



# Corporate logo

The only exception to these rules is the corporate logo. It is to only appear on official Wyse stationery and limited use elsewhere. The yellow used in this instance is 109U (for uncoated stock).

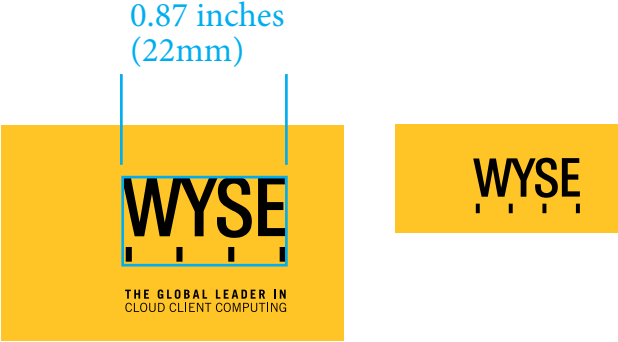
# Stand alone logo

When the logo is to be used by itself, regardless of being in color or black and white, the box which maintains the clear space is to be used. This is the logo to be sent out for use in third party publications.



# Minimum size

The minimum size for the logo with tagline is 0.87 inches (22mm) in width. Any smaller than this the tagline becomes unreadable and messy, therefore only when needed, the tagline is dropped. This is a last resort and all efforts to keep the logo big enough should be explored.



# Page logo

Where the logo is to appear on such literature as advertisements or the front page of a multi-page document, it must always be supported by the below URL device.



# Yellow bar sizing

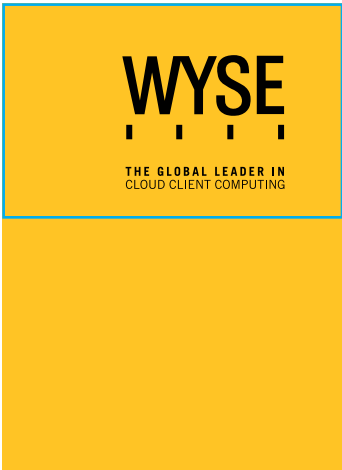
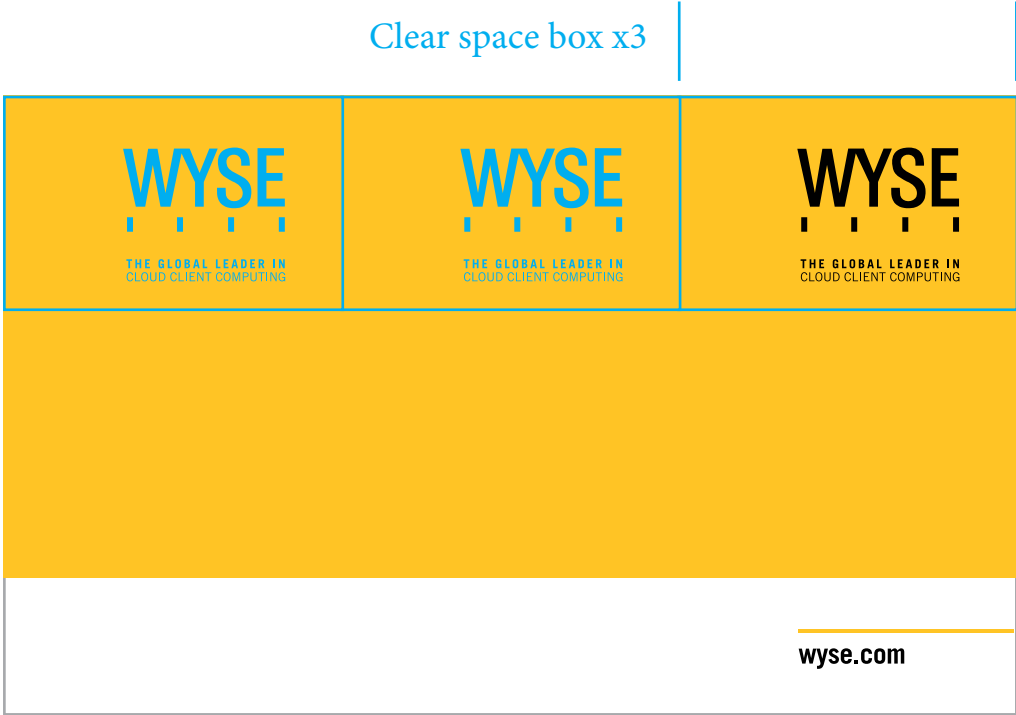
The yellow bar will always run from off the page, to the width of the logo above it. The width will be half that of the Wyse dashes.



The space from the yellow bar to the logo is equal to the x height of the url.

# Logo proportion

To maintain page proportion, the logo clear space box is used as reference to correctly size the logo to the page. The clear space box (and not the logo itself) is 1/3 of the overall width.



Exhibition panel

# Proportion exceptions

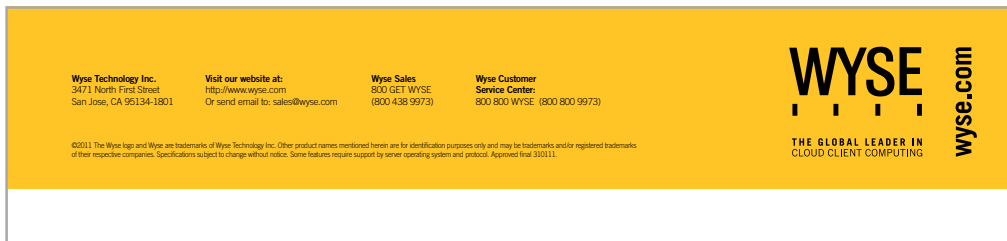
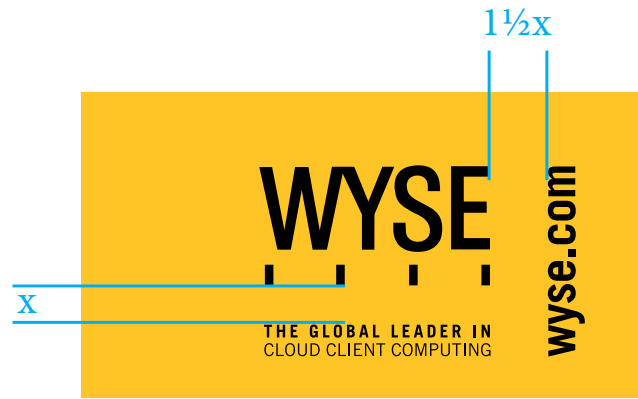
The Wyse logo will appear, at times, in places where the above logo proportion guidelines can't be met. An example of this would be in exhibition panels. In these cases, it is important to maintain the logo's clear space rules.



Email footer

## Sign off logo

Where the logo is to appear on the base of the back page of a document, the above logo with the url up the side is to be used.



## What not to do

The following examples are to show how not to use the logo. The Wyse logo and its box must remain together at all times, and should only appear in colour or solid black and white as previously shown.



✗ The logo should never appear in greyscale.



✗ Never alter the colourways.



✗ Never over an image.



✗ Never without the box.



✗ Never condensed in any way.

# Color palette

# Primary color

All Wyse literature is dominated by Wyse yellow (Pantone 123C), a fresh, bold, and optimistic color that is immediately recognizable and highly visible.



**PANTONE** PMS 123C



**CMYK** C0 M22 Y94 K0



**RGB** R-255 G-194 B-13

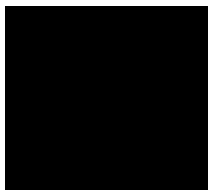


**HEX** FFC20D

Please note: These CMYK and RGB values must be used instead of those automatically generated by design and publishing applications. In all cases and especially with respect to litho and large format digital display print, matching as close to solid colour PMS 123C is the ultimate objective.

# Secondary colors

Our secondary color palette consists of black, two greys and a gradient. These colors were selected because they don't detract from the Wyse yellow.



**PROCESS** Black



**GRADIENT** 50% - 0%



**PANTONE** Cool Grey 10

**CMYK** C0 M0 Y0 K60

**RGB** R102 G102 B102

**HEX** 666666



**PANTONE** Cool Grey 11

**CMYK** C0 M0 Y0 K70

**RGB** R78 G80 B84

**HEX** 4E5054



**PANTONE** PMS646

**CMYK** C69 M34 Y0 K11

**RGB** R83 G129 B172

**HEX** 5381AC



**PANTONE** PMS703

**CMYK** C0 M83 Y54 K16

**RGB** R186 G58 B79

**HEX** BA3A4F

# Accent colors

Our accent color palette consists of two colors and should only be used for emphasis or accent in the design of our materials.

# Fonts

abcdefghijklmnopqrstuvwxyz  
1234567890

---

Trade Gothic Bold No.2

abcdefghijklmnopqrstuvwxyz  
1234567890

---

Trade Gothic Light

## Font spacing

As a font, Trade Gothic is quite spaced out. Therefore, it is to be used with -25 tracking, and where possibly manually kerned to add more impact to the copy.

x  
**text**

Standard spacing  
Trade Gothic Bold No.2

✓  
**text**

-25 tracking  
Trade Gothic Bold No.2

# Headline here

## Subhead to go here

### Headline here

ores ad ma volore sim qui cusci de magnat. Vid moluptatem nobis cusdaes nullore, in rem et exerum faccus volorib usanto et am, quo omnienis inctiis rem quam velit quidel et preped excea que alia et cuptatium evere voluptat de core.

## Font usage

Trade Gothic Bold No.2 is the main headline font. The main headline is supported where needed by Trade Gothic Light. The same principles apply to body copy with Bold No.2 for the headline and Light for the body text.

# Structure

# Headline strip

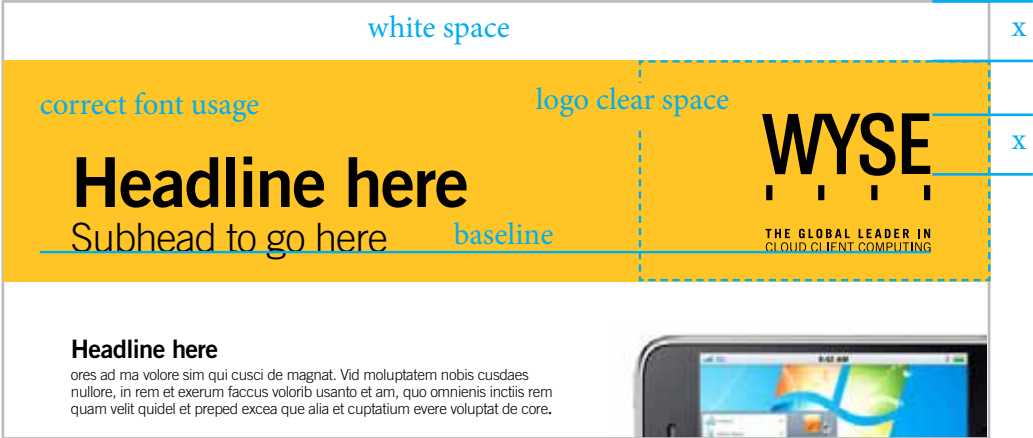
## Image based

When a document requires a large image, the below example of a strip header panel is to be used. Correct space around the logo is maintained as well as correct font usage. The copy is baselined with the base of the logo.



## Copy based

When a document requires a full page layout of copy and/or images, the same principles apply. The strip remains positioned off the top leaving white space which is the same height as the logo text.



# Headline panel

## Copy based

When a document is to be headline based (mainly used in sales pieces and signage), the yellow panel carries the message and fills most of the page. Correct space around the logo is maintained while the top of the text aligns base of the logo.



## Using product imagery

When using product imagery within a headline panel, the headline is moved to the right to allow space to the left for the product. Where possible the product will cut across the yellow panel and be grounded on the white base.



# Powerpoint templates

## Title pages

Powerpoint presentations should be set out following the established guidelines from the headline panel section.



## Following pages

The following pages are to be set out in 4 zones. Firstly the url and yellow line extend across the page giving a clear footer. The main headline sits on a white background, while two boxes allow flexibility for content.



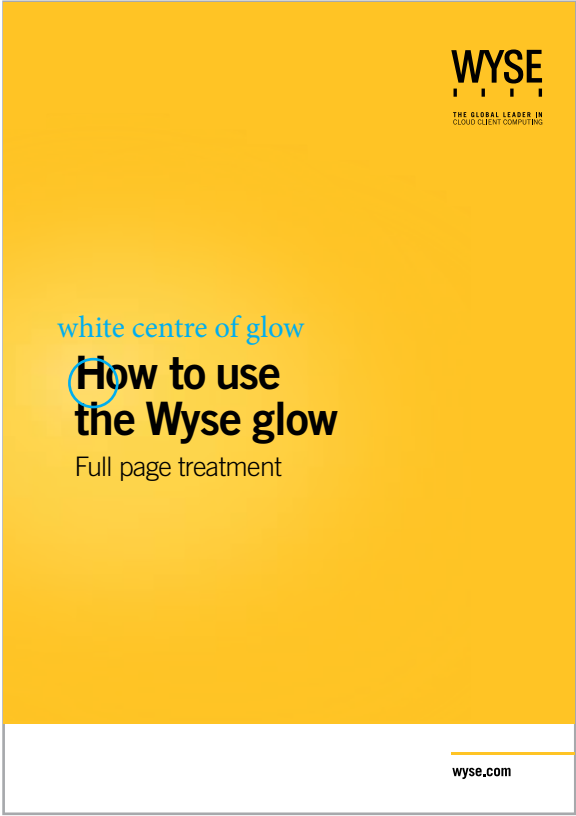
# Graphic elements

## Tab header box

The tab header box is used when standout is required. It may be used in conjunction with gradient panel or by itself. It can appear in any color from the primary or secondary color palette. The box can also be used at the base of the yellow panel. The font used within the header box should always be Trade Gothic Light.

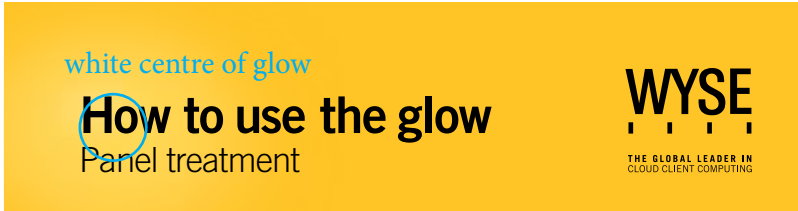
The diagram illustrates four different styles of the 'At a glance' tab header box. Each style is shown with a line pointing to its specific color and text color specifications.

- Style 1:** A black tab header box with rounded corners. The text 'At a glance' is white. Below it is a grey panel with the text 'Performance' and a paragraph of placeholder text. Labels: 'corner radius 1/3 box height' and 'box height'. Example: Box height = 12mm, Corner radius = 4mm.
- Style 2:** A grey tab header box with rounded corners. The text 'At a glance' is white. Label: Cool Grey 10, White text.
- Style 3:** A yellow tab header box with rounded corners. The text 'At a glance' is black. Label: PMS 123, Black text.
- Style 4:** A yellow panel with a black tab header box at the bottom. The text 'At a glance' is white. Label: 100% Black within yellow panel.



# Yellow glow

The Wyse yellow glow is made up of two elements; a solid PMS123 yellow background and a placed image which is the glow itself. This is used to add focus to a headline or product.





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# Examples of correct usage

## Z class factsheet



# Wyse® Z class™

Built for when performance matters most.



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**High performance thin client**

Fast processing, Accelerated graphics and multimedia. Fast and flexible user connectivity. Excellent energy-efficiency.

From the instant the new Wyse Z class - the world's first self-configuring windows-based thin client boots up - it delivers everything that today and tomorrow's users need in order to tackle the most demanding of virtual desktop environments.

At its heart beats the very latest single or dual core AMD G-Series Accelerated Processing Units or APUs, where all the processing, graphics and HD video tasks are performed on the same piece of silicon. Giving a dramatic leap in user experience and the ideal platform to reap the benefits of Wyse cloud, virtualization and management software.



**High definition multimedia experience**

Display, manipulate and work with stunning high definition multimedia graphics, voice and video in virtual desktop environments that are ready for Unified Communications. That's the promise the Wyse Z class more than delivers on, with great performance across 2D, 3D and HD video applications. Its new design takes them all in its stride and is the first to include hardware accelerated DirectX® 11 graphics with OpenGL 4.0 and OpenCL™ support.


**Meet the new Wyse Z class:**  
Featuring three world firsts for a thin client: a dual core CPU that's Energy Star compliant; SuperSpeed USB 3.0 and self-configuration.


**At a glance**

<p><b>Performance</b></p> <p>The AMD Embedded G-Series platform is the world's first low power processor and advanced GPU that's integrated into a single embedded Accelerated Processing Unit (APU).</p>	<p><b>Connectivity</b></p> <p>Two SuperSpeed USB 3.0 ports, four USB 2.0 ports, Gigabit networking connectivity, optional single (A/B/G) and dual-band (N) WIFI.</p>	<p><b>Mounting Options</b></p> <p>The Wyse Z class family can be placed vertically or horizontally on desktops, mounted to walls and even behind monitors.</p>	<p><b>Green</b></p> <p>Wyse Z class thin clients use under 15 watts in idle mode - less than the nearest rivals; saving critical carbon output and vital energy budgets. Energy Star Version 5.0 Thin Client specification.</p>	<p><b>Microsoft Windows Embedded Standard</b></p> <p>Take advantage of fast, secure and reliable access to the power of Windows Embedded Standard.</p>
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[wyse.com](http://wyse.com)

## VMware promotional leaflet





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# Wyse Exclusive Promotions

VMware View in Education

[wyse.com](http://wyse.com)



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# Making the right client decisions for desktop virtualization with Cisco VDI

Don't miss our presentation

## In this session you will learn:

- How choosing the best client strategy for your desktop virtualization strategy is vital for you to maximize the security, management and energy efficiency benefits.
- How different technologies can be used to meet the needs of equally different user types.
- How you can accommodate an increasingly mobile workforce.
- How desktop virtualization technologies are addressing increased user demands for a richer voice and video experience.



**David Angwin**  
Director of Marketing EMEA

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## Need more information?

Contact Wyse Marketing by [clicking here](#).