

ALCATEL Identity System

or how to identify

**The Group
Companies
Brands
Partners**



contents

Identity system

Identity system

is the first volume of Alcatel's updated Graphic Standards Guidelines. Along with volume two, which is called Visual Identity (TWINbeat), this volume is used to design applications in the following volumes:

Publications Graphic Standards, Presentations Graphic Standards, Stationery... etc., whether or not they are currently available.

All of the current elements are available at Alcatel's Intranet site:

graphics@aww.alcatel.com

Introduction	4
Institutional graphic components	5
The logo	6
The derivative symbol	15
Institutional fonts	19
Applications: Institutional identification	23
Corporate identity	24
Brand identity	28
Cooperation identity	36
Legal Requirements	39
Glossary	50
Technical materials	52

[G - Glossary](#)

[Refer to page 50 for explanation](#)

What is the Alcatel identity system ?

Alcatel's identity system is a set of standards that uses institutional graphic components designed or selected for the Group to consolidate the elements needed to identify:

- Alcatel itself
- The Group's companies
- Alcatel's own brands^G
- Alcatel's partners

If you are faced with a situation that is not addressed in this manual, or if you simply need further information, don't hesitate to contact your Communications Department or the Group Communications Department, which will assist and advise you. Regardless of the circumstances, do not make your own rules. Instead, send your questions or information to graphics@aww.alcatel.com.

The use of each institutional graphic component is governed by precise rules that are described in this manual. The purpose of these rules is to optimize the Alcatel awareness through all applications, on any kind of media, regardless of the technical requirements.

The institutional graphic components

1. The logo
2. The derivative symbol
3. Institutional fonts

1

THE LOGO



The Alcatel logo plays two complementary roles:

- On the institutional level, it symbolizes the Group; it supports the content of all communications media issued by its companies or entities. It is sometimes associated with the institutional baseline^G, which also summarizes the Group's position.
- On a marketing level, it represents the Alcatel brand^G, which serves as a guarantee for the origin of Alcatel's own brands^G, regardless of the issuing Group's company or entity.

Its use is governed by a set of simple, essential and practical rules.

The proportions of the buffer specifications must never be altered.






The letter 'A' in the middle, replaced by a white triangle, points toward the orange triangle. They symbolize the idea of connection and reciprocity; together they form a perfect virtual axis of symmetry.

1.2 Buffer space

The amount of buffer space^G required is proportional to the height of the gray box, as described opposite.

1.3 Institutional colors

The Alcatel logo is composed of three institutional colors that are part of the Pantone^G Color Formula Guide:

	White	
Alcatel Orange:	Pantone 021	
Alcatel Gray:	Pantone 425.	

These references are used for direct color reproduction (printing or serigraphy), for selecting the corresponding tints in other color systems (such as color charts, for example) or when interpreting equivalent colors using other reproduction methods.

In general, when printing, it is highly recommended to use Alcatel orange in a direct color.

The following coordinates apply to the most commonly used reproduction methods:

4-color printing:

Alcatel Orange:	70% M + 100% Y
Alcatel Gray:	10% M + 10% Y + 80% B

Black and white + 1 color printing

Alcatel Orange:	Pantone 021
Alcatel Gray:	80% B

Computer pallet values

White:	R 255 + G 255 + B 255
Alcatel Orange:	R 255 + G 102 + B 0
Alcatel Gray:	R 100 + G 102 + B 102

HTML coordinates

White:	# FFFFFFFF
Alcatel Orange:	# FF6600 or # FF6300
Alcatel Gray:	# 696969

RAL color charts

Alcatel Orange:	2004
Alcatel Gray:	7015

1.4 Use of colored backgrounds

Depending on reproduction procedures and the intended background, the logo's^G colors should adhere to the rules shown in the table below:

	Pantone 021 background	
<i>The logo applied against orange background should only be used in direct color process.</i>		
	Light background	dark background
color		
B & W		

In color reproduction processes the box is always gray, even when orange Pantone 021 background is used.

In black and white reproduction processes the box is black and the upper triangle is either white or black depending on the background.

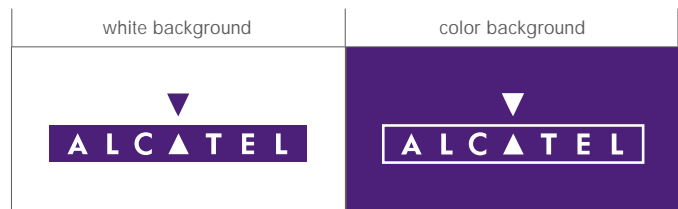
Orange-red or red backgrounds, which hide the upper triangle, are not recommended. If they are used at all, they should be handled with great care and restraint.

1.5 One color processes

General rules

When technical requirements or circumstances (for example sponsored conference programs, business school brochures, etc.), require the use of a process that involves only one printing color, logo^G color design obeys the following rules:

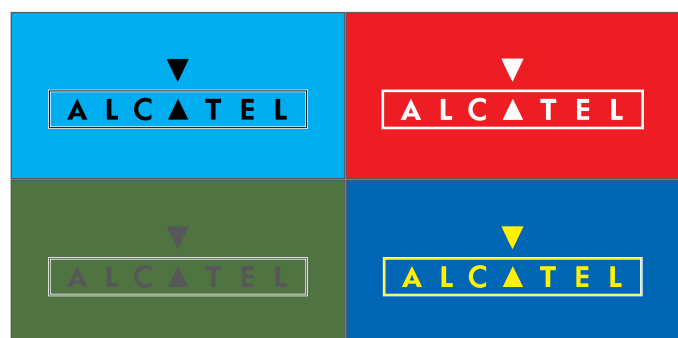
Regardless of the circumstances, the typography must appear in white on the paper, or as a direct color if serigraphy is used.



Exception for product marking

When reproduced with a silkscreen process on products, the logo^G is applied in a keyline^G version that allows the use of any neutral colors (black, white, silver, gold, and gray) regardless of the product's color

Keyline^G version of the logo^G is never to be used out of serigraphy product marking scope.

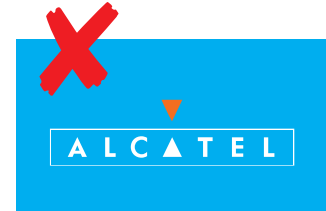


1.6 Don't

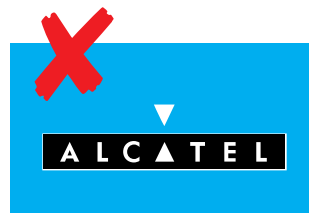
*Never
change the logo's^g institutional
colors.*



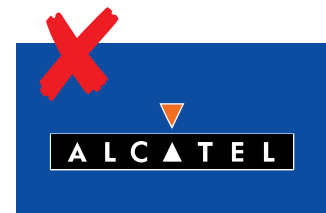
Make letters
transparent



Make the box
transparent



Use the B&W version
on color background

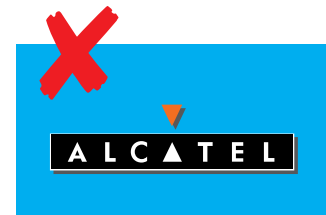


Surround the triangle
with a white line

*Never
reverse the logo's^g institutional
colors.*



reverse typography
and box colors



add shading or 3D
effect

*Never
remove or change the form of one
of the logo's^g components.*



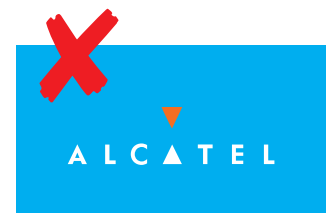
Remove the upper
triangle



Remove the white line



Redesign or arrange
the logo



Remove the gray box

1.7 Association of the baseline

The Group's institutional baseline complements its visual identity and represents its 'leitmotiv' or 'battle cry', which, disseminated to the outside world, expresses the Group's position. It therefore plays a role both inside and outside the Group, on Alcatel's corporate image and branding image.



The Hi-Speed Company

Designed to contribute to Alcatel's identity, the baseline^G not only expresses the values of speed and reactivity, it also highlights the spark of innovation symbolized in the orange triangle: its typography appears to be incandescent, radiant...

The baseline^G associated with the logo can therefore be used on media issued by the Group, whose content does not contradict the added value promised in the concept of hi-speed.

*Regardless of the
circumstances,
the logo^G associated to
its baseline^G must never
be used on stationery,
or paper forms.*

1.8 Use of the baseline

On a practical level, the use of baseline^G is governed by rules that are very directly related to those of the logo^G.

There are two types of master artworks in which the baseline^G proportions differ from those of the logo^G. One is designed for publications, while the other is designed for advertising media. Both must be used in a manner that takes account of the buffer space^G required by the presence of the baseline^G, as described below :

The baseline^G is never used alone : it is always associated with the Alcatel logo. It must always be in English.

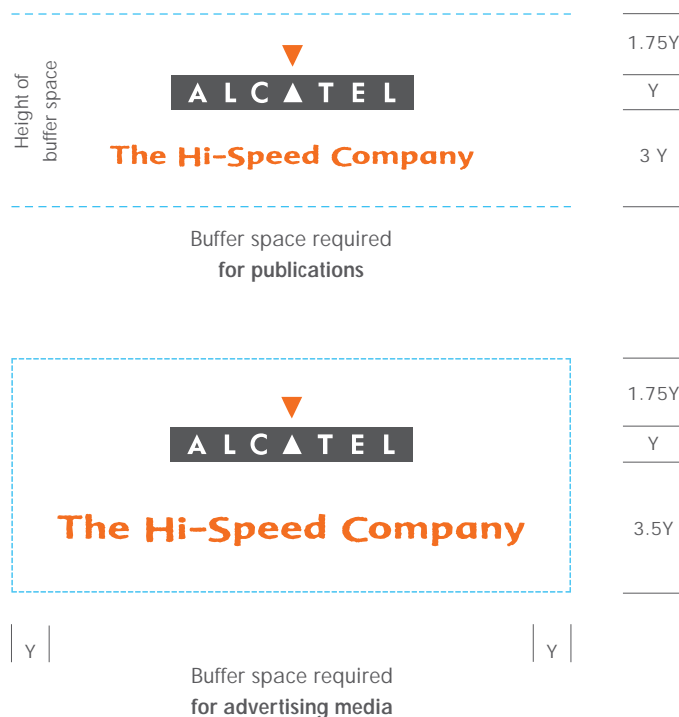
The baseline^G (like the logo) has a specific design, color and proportions that render the use of technical materials obligatory.

The baseline^G is the same color as the logo's upper triangle: its use against a colored background is therefore based on the same rules as the upper triangle. These rules are shown in the table on page 9.

As it never appears on media that are not issued by the Group, or on the products or on stationery, there is no reason to use it with any single color reproduction process.

As its name indicates, it is the last item placed on the medium to which it is applied.

No wording other than its translation (if applicable, see Legal Requirements chapter, page 44) may be placed under it.



1.9 The baseline's communicators

As the Group's institutional baseline identifies its position, it can be communicated by advertising slogans or headlines that are adapted to the context that they support:

"Be a touch ahead"

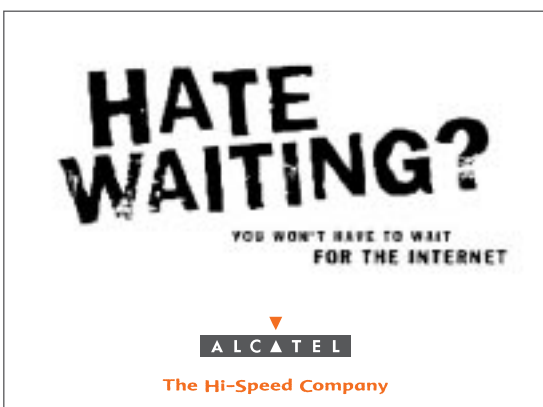
"Next generation today"

"Hate waiting" ...

have been developed as part of precise and controlled communications actions (often advertising) that are consistent with the values contained in the baseline^G: innovation, anticipation, speed and reactivity.

These expressions will never replace the baseline^G, although they do communicate it, further clarifying Alcatel's positioning on a market, a product or a solution... The simultaneous use of the institutional baseline is not necessary in all instances.

The institutional fonts are used in the context described in the Visual Identity manual (TWINbeat). These slogans or headlines in no way replace the institutional baseline, nor are they associated with the logo.



2

THE DERIVATIVE SYMBOL



The derivative symbol is inspired from the logo:

Its design evokes the Alcatel logo and conjures up a powerful image of values such as reliability, connection, precision and complementarity. It has been specially designed to enhance Alcatel's visibility in trademarks^G and product marking.

Its design is an Alcatel trademark^G.

As such, it too is governed by simple, practical and strict rules.

2.1 Description

The derivative symbol is composed of two equivalent and inseparable graphic elements that look like arrows: the one on top is orange, while the one on the bottom is either black or dark gray. These elements form a coherent unit whose design must never be modified or interpreted.

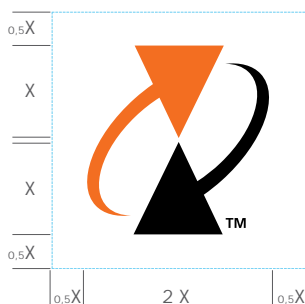
The use of technical materials furnished with this manual is therefore obligatory; whenever you need to you may stock up on master artworks, bromides or diskettes with your Communications Department.

The two basic triangles used to design this symbol together symbolize the idea of connection and complementarity.

2.2 Buffer space








Like the logo^G, the derivative symbol is always surrounded by a minimum amount of buffer space^G in which no graphic components may be inserted, thus optimizing its legibility.

The dimensions of the buffer space^G required are defined in proportion to the height of a triangle.



2.3 Colors and backgrounds

The derivative symbol is based on two solid colors: Alcatel gray Pantone^G 425 (or black) and Alcatel Orange Pantone^G 021. Depending on the reproduction processes and the backgrounds considered for its application, these colors become:

<div>Pantone 021 background</div> 	<div>Light background</div> 	<div>dark background</div> 
<p><i>Like the logo^G, the derivative symbol can only be applied to an orange background if it is printed in a direct color. Its upper arrow then becomes white.</i></p>	<div>B & W</div> 	
	<div>only one color</div> 	

When used in black & white process, the top arrow is printed black 50%.

2.4 Don't

*Never
change the symbol's
institutional colors.*



Use non-institutional colors



Use the version for 021
against a color background



Reverse the colors



Use the B&W version
against a color background

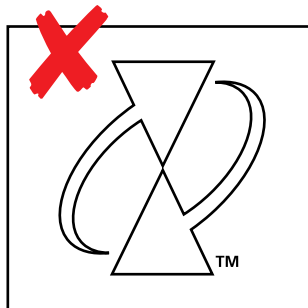
*Never
delete or deform
any of the symbol's
components.*



Turn the symbol upside
down (transparent stickers)



Put the symbol out of shape



Outline the symbol
(or use it in 'keyline' version)



Use shading, lightening
or 3D effects

3

INSTITUTIONAL FONTS

Two typefaces, Futura and Century, were chosen for Alcatel:

Each of these typeface families is available in different fonts, some of which are institutional fonts used by the Group for its communications media.

In this section we will address the general guidelines for using these fonts and their primary application.

3.1 Description

FuturaA is a "sans serif" typeface. Its design is simple, precise and plain, and is very well suited to Alcatel's texts on cutting-edge technologies:

ABC abc

Century is a "serif" typeface with a more decorative contour. It is better suited to more polished texts, letters or documents that are intended to be more stylized:

ABC abc

Alcatel uses seven fonts in the Futura family,

Futura Book

Futura Book Italic

Futura Medium

Futura Heavy

Futura Heavy Italic

Futura Bold

Futura Bold Condensed

*Futura A was specially
designed for Alcatel.
It was bought by Alcatel
worldwide and forever*

and four fonts in the Century family:

Century SchoolBook

Century Schoolbook Bold

Century Schoolbook Italic

Century Schoolbook bold Italic

*Century font is free
of copyright.*

3.2 Use of fonts in literature items

Futura Book is the main typeface used on all literature items. Futura Bold and Heavy are used for headings, titles or emphasis as their weight and clarity help to prioritize key message above secondary text (body copy). Futura Book Italic may be used within a text for emphasizing particular words such as book titles, abbreviations, translations, proper nouns or words explained in a glossary....

Century should be used sparingly as an alternative to Futura where it is felt to be more appropriate. It is best suited to texts relating to human experiences, stories, or a person's words between quotes... the "serif" body copy forming a typographic contrast against the "sans serif" headings and other parts of the body copy.

Century can also be used on high prestige items (e.g.. invitations or certificates...). In these cases Futura book or Futura Bold may still be used for headings or titles.

Use of fonts is described in greater detail for individual elements in each application Graphic Standards Manual. All of the institutional fonts are available on the Intranet site: www.alcatel.com.

Front cover titles of the brochures can be designed with both typefaces when needed, in reference to TWINbeat^G style.

3.3 Futura Heavy and Medium

Futura - in particular Futura Heavy and Medium fonts is the principal typeface used in Alcatel Identity System (and therefore on all corporate media such as stationery, literature and signage).

Futura Heavy is:

- The font (optional chosen together with Futura Medium) accompanying the derivative symbol for product identification (except for terminals).
- The font used in capital letters for the majority of our “family names” (brands^G) for Professional and Consumer terminals (followed by the “first name” of each product, for which a specific design is used).
- The font generally used for slogans or headlines (see page 14).
- The upper and lower case font used to identify Alcatel companies on our stationary and institutional media (see page 25).
- The font used (optional chosen together with Futura Medium) in upper and lower capital letters to identify the Group’s companies through a strapline system (see page 26 & 27).

Applications: institutional identification

1. Corporate identity
2. Brand^G identity
3. Cooperation identity

1

CORPORATE IDENTITY

The Alcatel logo centralizes corporate identity

As it is the case with the Group's corporate components^G, all of the Group's legal units^G use the Alcatel logo on their communications medium. This system may occasionally (for example, during an acquisition) require time before awareness of the company's original logo or visual identity is transferred to Alcatel. In this case co-branding or signature methods are used. These are described in the present chapter.

It is important to promote and emphasize

the Alcatel name at every opportunity.

1.1 General rules

All the Group's corporate components^G and legal units^G use the Alcatel logo on all of their communications media as the only visual centralizing link.

On a practical level, when recognition of the precise issuer is necessary (essentially on stationery), the trade name^G of the company or the name of the corporate component^G can be written as shown below:

The precise graphic guidelines for stationery are described on the Intranet site.

The trade name^G of the company appears in Futura Heavy gray Pantone 425

The name of the corporate department^G appears in Futura Heavy gray Pantone 425

The name of the business division appears in Futura Heavy gray Pantone 425



1.2 Specific cases

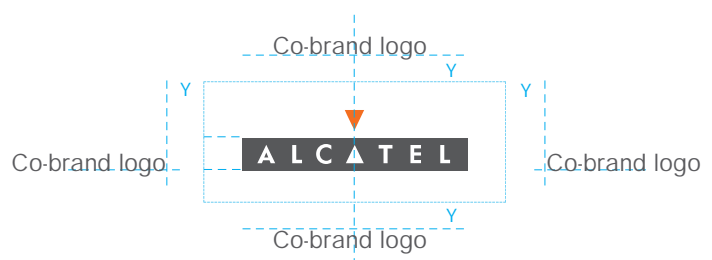
The choice of any option must always be requested from Group Communications Department, which will help you review the appropriate solution for your situation.

When the Group acquires a company, there are three possible options for its identification:

1. The company wishes to adopt Alcatel's identity system as quickly as possible and follow its graphic standards. In this case it will use the Alcatel logo. The company can add the words "Now part of Alcatel" (preferably in Futura Heavy) in all its current advertising campaigns (if designed prior to the acquisition) or presentations.

2. The company's name is better known in its local or specific market than Alcatel. In this case, a co-branding system is adopted for the period of time needed to transfer recognition and awareness of this identity to that of Alcatel.

East and South positions are preferred to North and West. Horizontal logos should be oriented around the horizontal axis, in the East or West orientation. More compact logos (the shape of which is a circle or square) should be oriented around the vertical axis of symmetry, in a North or South orientation.



Regardless of the position chosen, the two logos must have the same visual impact.

The distance between the two logos depends on the Alcatel logo's buffer space^G and the height of the gray bar (Y).

3. If for commercial reasons or when using certain media, it is not desirable that the acquired company adopts the Alcatel logo or co-branding system, they can use the following strapline system:

"AN ALCATEL COMPANY"

in Futura Heavy or Futura Medium, preferably in big and small capital letters.

Example:



When used on stationery "AN ALCATEL COMPANY" can come off the company logo; although no fixed position can be given it should ideally be situated at the base of letterheads. It is not required on business cards but may be included if so wished.

2

BRAND IDENTITY

Seeking advice

Any proposed trademark^G has to receive prior approval (see legal Requirements, page 40)

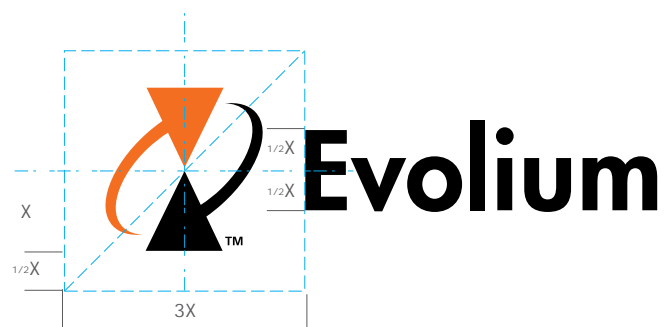
Alcatel brand names^G contribute to building corporate awareness

Alcatel's own brands^G, which are less well known than the Group's name and logo themselves, often face fierce competition in an increasingly saturated visual market. Use of Alcatel's institutional fonts is not enough, the brand^G identification system must be accompanied by the use of the derivative symbol to help minimize the company's costs and communications efforts.

2.1 General rules

For business reasons each brand^G needs to assert its presence with respect to the competition through a visual reference. It must do so by using the derivative symbol associated with its trademark^G, as described below.

This identification serves as a reference for Alcatel's own brands, which the simultaneous and systematic presence of the logo supports.



The font is Futura Heavy. The derivative symbol is twice as high as the typography and positioned on the horizontal axis of symmetry, located at the midpoint of the capital letters.

The typographic elements are attached to the buffer space^G of the derivative symbol, whose proportions are shown in blue.

With respect to the reference to a trademark^G in a text and the use of the specific trademark rights mention or symbol ([®], [™] or SM).

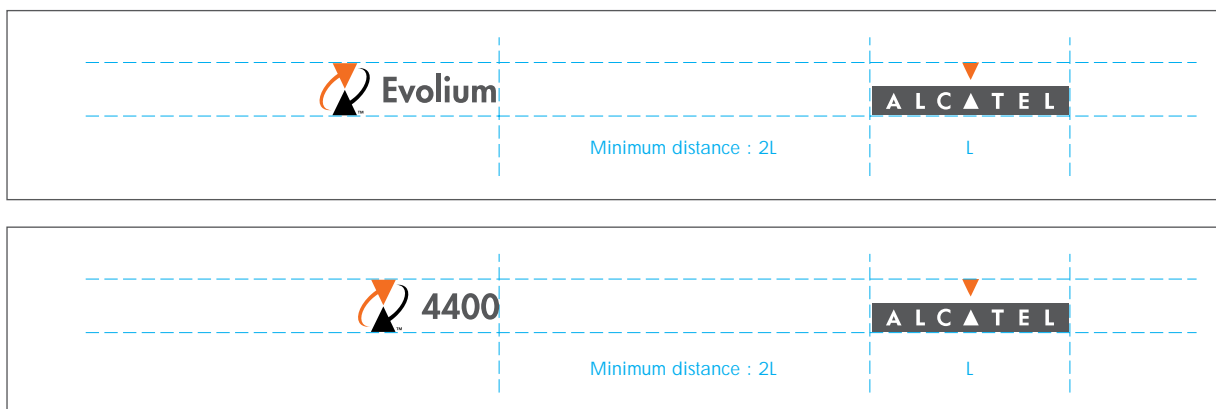
See Legal Requirements section, page 47.

2.2 Product marking general rules

As its name indicates a trademark^G is intended to be marked... Alcatel's products identification system was designed with this in mind.

Telephones, modems, servers... any product that can be silk-screened or applied are identified by combining the derivative symbol with their brand^G, and include the Alcatel logo in the following proportions:

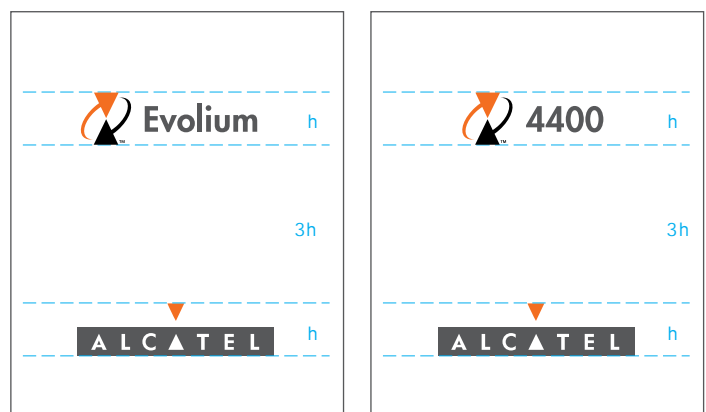
Horizontal arrangement



The presence of the derivative symbol replaces the word Alcatel if the product name contains it.

These configurations are only to be used on products for their identification. The derivative symbol is never to be used in a text or in a brochure's title.

Vertical arrangement



2.3 Product marking colors

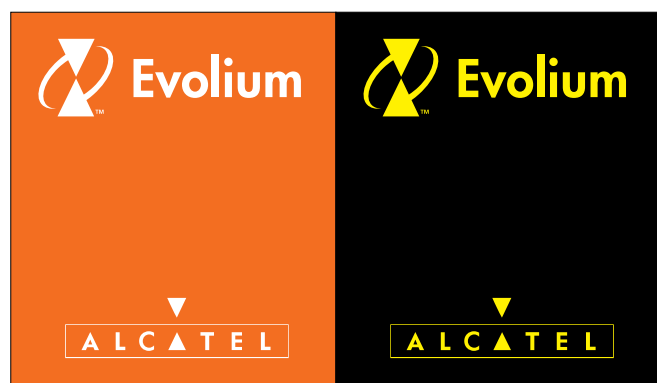
The logo^G must, as far as possible, be applied on products in respect to its corporate colors, and therefore, both derivative symbol and product name typography are either orange and gray or orange and white, depending on the color of the product itself.



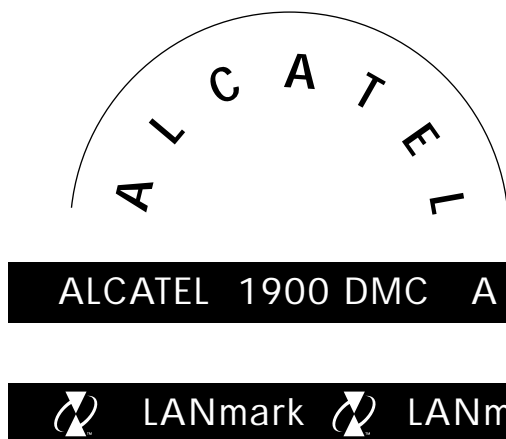
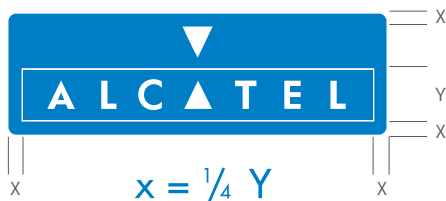
Specific case:

When only one color can be silk-screened, the logo^G may be used in its keyline^G version and all elements appear in solid neutral color (black, white, gray, silver or gold) as shown below:

Under no circumstances should the keyline^G version of the logo^G be used for any purpose other than serigraphy on products where only one color can be envisaged for printing.



2.4 Special marking



*When not using the logo
but a typography
never replace the central 'A'
with a triangle.*



Products which have a complex or small marking space (components, accessories, for example) must, as far as possible, be printed with the Alcatel logo respecting its buffer space^G, or at least the minimum of clear space described opposite.

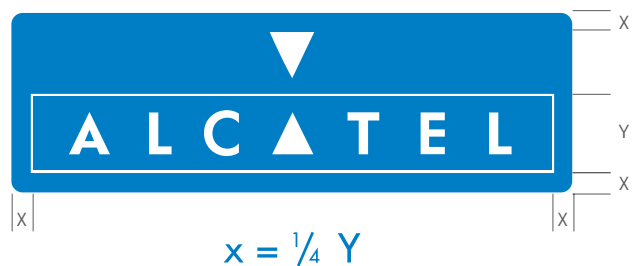
When, for practical reasons, it is not possible to use the logo^G there are two possible options:

- The shape of the product provides enough space for just writing 'ALCATEL' (e.g. cable drums...) and this should be marked in caps and, as far as possible, in a Futura Heavy or Futura Medium font. When the trademark doesn't include the word 'Alcatel' a monochrome version of the derivative symbol is used ranged left as shown opposite. Any neutral color is allowed (black, gray, white, gold or silver).

- Where the shape of the product doesn't allow the trademark^G to be used legibly, it should appear on the product packaging or display. The derivative symbol must be marked alone on the product itself in a monochrome version, as big as possible but still respecting its buffer space^G.

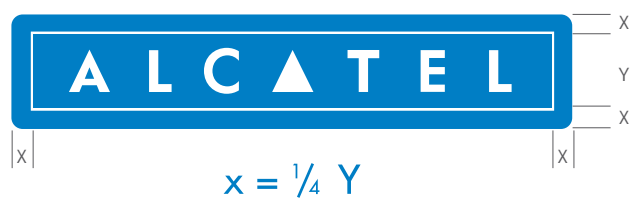
2.5 Consumer products

Certain products intended for the general public, such as mobile phones, use a different system for their identification that emphasizes the presence of the Alcatel logo as much as possible. Even if the marking space available is both complex and small, the logo^G, used sometimes without its upper triangle and with specific adapted proportions, always identifies those products as the first link in the chain that makes up the Group's image for consumer products.



General case

Under no circumstances should this system be used for any purpose other than that for which it was designed and agreed by Group Communications Department, namely, for branding the "One Touch" product range.



Exception for small and complex marking space

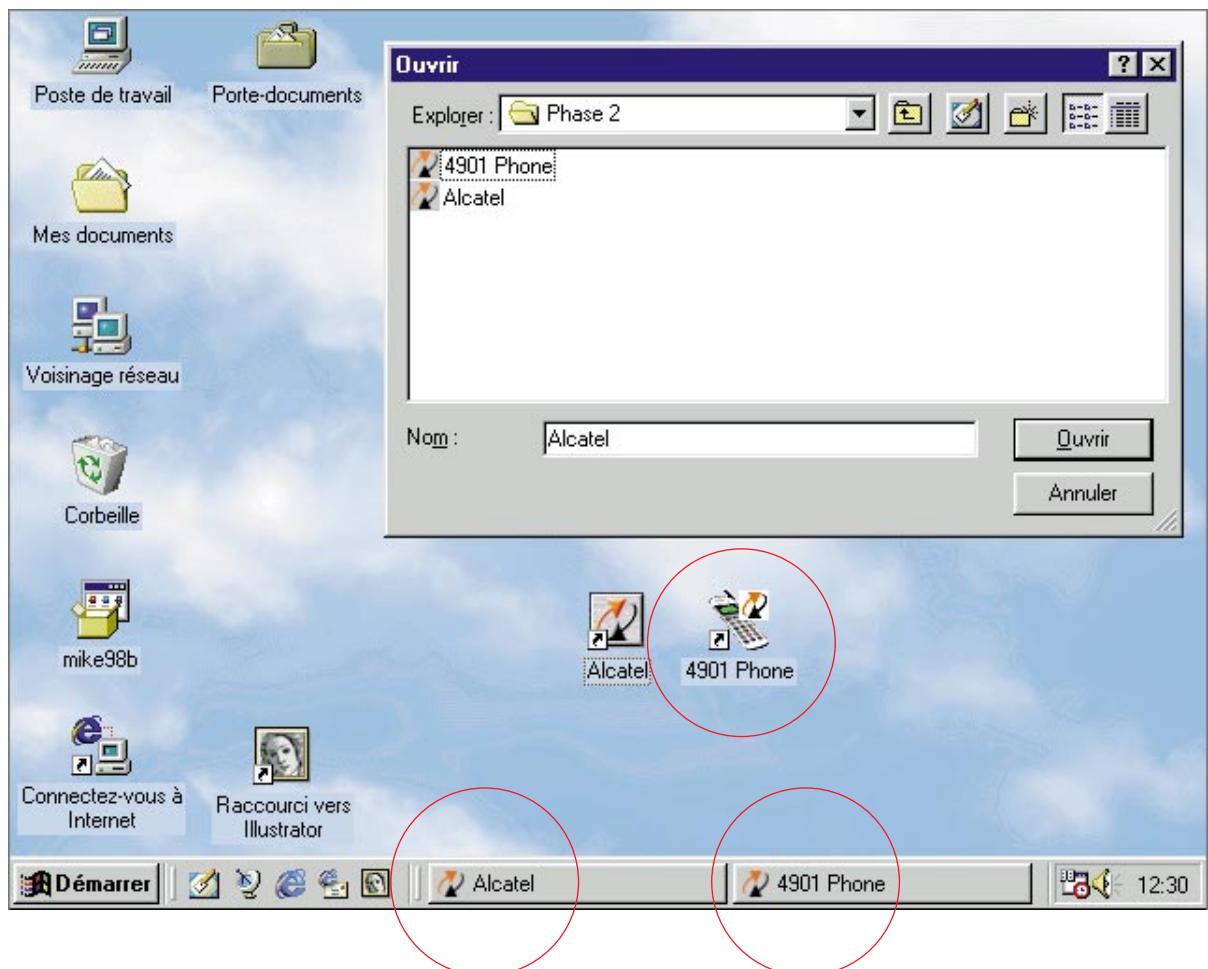
Each name of a product has its own typography. The derivative symbol is not used.

2.6 Computer applications

Alcatel's computer application trademarks^G are identified with the derivative symbol that can be used as a program launch icon and status icon.

Alongside the launch icon the application name is preceded by the Alcatel name (which is not the case in the menu bar where only the name of the applications appears on the right hand side of the derivative symbol).

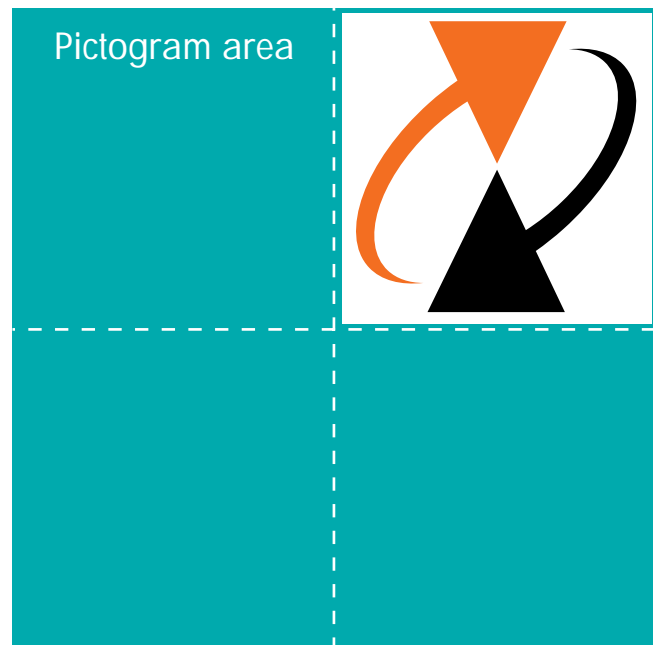
Example screen



The derivative symbol can also be used as a status animated icon, thereby drawing attention to the Alcatel brand name^G.

If a recognition element, such as a pictogram, is needed for an application launch button, this can be created respecting the following graphic rules and proportions:

Master artworks of the derivative symbol icon (pixelized image) for computer applications is available on the Intranet or CD-Rom.



Examples:



3

COOPERATION IDENTITY

Alcatel develops joint communications efforts with its partners.

These efforts are designed to enhance awareness of Alcatel in various fields and ensure the brand's^G visual presence on various media or during promotional activities. These include sponsorship activities and corporate philanthropy, the development of endorsement^G identities, as well as the identification of solutions, ideas, or patents. The Alcatel trademark^G should be present everywhere our values are reflected, as a sign of the time.

3.1 Sponsorship

The Alcatel logo can be combined with that of one (or more) other group(s) for sponsorship activities or corporate philanthropy.

In this case the logo^G is used by a third party (duly authorized by a contract prepared by the Group Legal Department in coordination with the Group Communications Department and the Intellectual Property Department) and it is important to ensure that it is used properly, as described below:

1. With master artwork, bromide or other technical material or good quality copies.
2. By paying particular attention to the guidelines concerning the logo's buffer space^G and the use of color (see page 7 to 10).

The use of the logo in reproduction processes with a single color was specially described for this type of application.

It is important to remember that the logo's typography must always appear in white, regardless of the printing color.

Permission must be requested from the Group Communications Department for any exceptions (similar to that used for Formula 1).

3.2 Endorsement

Some specific identification signs could be prepared for endorsement^G purpose on other brands^G products. These should be designed with the derivative symbol and proposed to Group Communications Department for agreement (in consultation, concerning the latter, with the Intellectual Property Department).

3.3 Cooperation programs

A distinctive sign may be developed for companies identified by Alcatel for cooperation efforts that are covered by a cooperation contract (prepared by the Legal Department of the Group's company concerned in coordination with the Intellectual Property Department).

Every use of the sign must be authorized by a license contract (prepared by the Intellectual Property Department in coordination with the Legal Department of the Group's Company concerned) accompanied as annex by a graphic guidelines and technical documents specific to the partner, prepared by the Group Communications Department in coordination with the Intellectual Property Department.

It is designed around the derivative symbol and it functions like a name tag: Using this sign and the distinctive meaning that has been assigned to it under the contract, the partner company can indicate that it has worked with Alcatel to develop a product, a specific application, concept, etc.



Example :

A cooperation program for the development of computer applications on 4200 and 4400 platforms

3.4 Distributors

The identification system for distributors will be covered in a separate graphics manual updated by the Communications Department and Intellectual Property Department.

legal requirements

definition & approval procedure

1. Acquiring a monopoly
2. Maintaining a monopoly
3. Protection of exclusive rights
4. Corporate trademarks
5. Copyright

What is a trademark ?

A trademark is a sign that distinguishes the goods of an individual or commercial enterprise (or a group of such individuals or enterprises) from those of other individuals or enterprises, in the same way as a service mark distinguishes services.

In some countries, the term "trademark" is used as a term denoting both trademark and service mark. The term "mark" which includes "trademark" and "service mark" is also used. "Brand", or "brand name", are popular terms without legal significance used for trademarks.

A trademark may consist of a word, name, letters, numbers, symbol, device, or combination thereof, the form, or other special presentation, of containers, or packages for the product, or of a sound provided these are not solely dictated by their function. (see examples in Intranet IPD).

Approval procedure

Before using a new trademark or before making any new uses (new countries and / or new products / services) of an existing trademark, prior approval must be obtained:

- from the Marketing and Communication Director of the Business Division concerned,

+

- either from Group external Communication function for Telecom Sector,
or from Marketing and Communication Director for Cable & Components Sector,

+

- from Alcatel Intellectual Property Department (IPD).

1

ACQUIRING A MONOPOLY

1.1 The type of sign which may constitute a trademark, the nature of the legal protection granted and the legal conditions for acquiring monopoly on a trademark vary considerably between countries.

A sign may be registered as a trademark in one country and not in another one, for example numbers.

On the other hand it may be enough to be the first user of the trademark whilst other countries may require that it be registered with the relevant Trademark Office.

1.2 Searches are necessary in order to check whether the trademark could infringe prior rights. Indeed all the commercial activities under the trademark may have to be stopped and damages may have to be paid if a third party opposes relevant prior rights.

1.3 In general, any monopoly will only apply to the country in which it was acquired and an application for registration may have to be filed in each country individually. There are, however, a number of conventions under which it is possible to obtain a monopoly valid for several countries, and these can help save both time and money.

The application for registration is filed as early as possible since in many countries no rights are established by prior use and only the first applicant is entitled to registration and exclusive use of the trademark. Once registered, the owner of the trademark can prohibit further use of the trademark by anyone else to distinguish identical or similar activities.

1.4 IPD will determine if an application for registration must be filed and will choose the appropriate system of registration, depending on the countries of interest.

1.5 Registration of trademarks may be initiated only by IPD, and unless otherwise required for legal or businesswise reasons, trademarks will be registered in the name of Alcatel.

2 MAINTAINING A MONOPOLY

2.1 Necessary use

In most countries, once obtained, the monopoly will only be maintained if the mark is actually used in that country. Indeed in many countries registration can be cancelled after 3-5 years for lack of use.

Irrespective of whether the trademark is to be used on, or merely associated with goods or services, it is essential that proof of use, e.g. facts and dates, is kept for appropriate periods. To be able to prove use, it is strongly advisable to use the trademark in all commercial documents and particularly in invoices.

2.2 Using a trademark on products or in connection with services

In some countries the trademark must be used on the product itself (for example in the United States), otherwise the right may be lost. It is therefore highly recommended that as a matter of course the

trademark be displayed on the product itself wherever possible.

For services the mark should always be used in any advertising for the service and its use in business correspondence and invoices for services is also important. The mark can also for example, be affixed to service vehicles.

2.3 Modifying a trademark

Use the trademark exactly in the form in which it was approved. If the trademark is to be altered in any way, request approval again (see Approval Procedure).

2.4 Specific constraints

The use of trademarks may be subject to specific constraints in some countries such as in France the law "Toubon" regarding the compulsory translation into French of certain foreign words or phrases. For example in the trademark Alcatel (logo) associated to the institutional baseline^G "The Hi-Speed Company" the readable translation of the part "The Hi-Speed Company" must appear when the trademark is used in France. IPD will provide information when relevant.

3

PROTECTION OF EXCLUSIVE RIGHTS

3.1 Correct usage

3.1.1. If a trademark is used incorrectly, exclusive rights to it may be lost. There are some well-known examples of trademarks that have become generic and available for use by everybody in certain countries through improper use, such as Thermos and Cellophane.

There is a risk that the owner will lose his exclusive rights if the trademark becomes generic through his own practice and, to prevent this, a trademark must not be used in such a way that its identity and association with its original owner is lost.

3.1.2. The laws are very strict with respect to the proper usage of trademarks, and the price of a strong trademark position is eternal vigilance, both within and outside Alcatel. The following rules should be strictly observed in order to avoid the loss of the exclusive rights.

In a text the trademarks must be used as adjectives and not as nouns or verbs.

The first reference to the trademark in a text should

be followed by the generic name or description of the product or service, such as “Evolium transceiver base station” or “Evolium base station”. Thereafter further reference to the trademark may be shortened by using such term as “Evolium base”, but never “Evolium” alone as the generic or descriptive noun of the product (for example “an Evolium” or “the Evolium”). On no account should the plural be used “Evoliums”.

In a text avoid phrases like “The Alcatel Evolium base station” as this might imply that other companies also have their own “Evolium” base station, and the trademark will then lose its distinctive value as an indication of the products origin. Phrases such as “Evolium base station made by Alcatel” or “Evolium base station” are acceptable however.

3.2 Marking

3.2.1. The ® symbol is a registration notice to indicate that the trademark has been registered where the trademark is being advertised.

The ™ symbol (and in certain countries the symbol SM for service marks) is the notice for informing the public that rights are claimed with respect to the trademark concerned regardless of registration or application from registration of the same.

3.2.2. Whenever a trademark is used in advertising, promotional materials or other media (including displays and web pages), ownership of the trademark should be indicated by following the first textual appearance of the trademark (e.g. Evolium*) with an asterisk which refers to a footnote stating “A trademark of Alcatel” or “Evolium is an Alcatel trademark”. Alternatively the first textual appearance of the trademark can be, for example “Evolium®”, if the trademark is registered in the country where the trademark is being advertised, or “Evolium™”, if it is not registered.

Use of the symbol ® is strongly advisable in the USA and in the Philippines, where the trademark is registered.

Information regarding the existence of a registration in relevant countries will be checked by IPD upon request.

4

CORPORATE TRADEMARKS

4.1 Transcription

Transcriptions of the trademark Alcatel word into other languages are not allowed. Before using it in any Arab country where special regulations apply, IPD must be consulted.

In no case can the logo be translated /interpreted into other languages.

4.2 License agreements

For legal reasons, it is necessary for each company using the Alcatel name and/or the logo to execute a mark license agreement with Alcatel. If your company has not yet concluded such a license agreement, you must submit a pertinent request to IPD as soon as possible. The same will apply to the derivative symbol.

4.3 Similar trademarks

Trademarks which are confusingly similar to the corporate trademarks (Alcatel word, the logo, derivative symbol) should not be adopted.

5

COPYRIGHT

Advisable notice for published material is:

All rights reserved © 19** , Alcatel, Paris*

or appropriate translation:

Tous droits réservés © 19** , Alcatel, Paris*

Alle Rechte vorbehalten © 19** , Alcatel, Paris*

Reservados todos los derechos © 19** , Alcatel, Paris*

Tutti i diritti riservati (19** , Alcatel, Paris*

* insert name and place of Alcatel or appropriate subsidiary where businesswise required or appropriate individual or company where legally required,

** insert year of first publication (and of the respective release where applicable)

The notice can appear anywhere in the material so long as it is reasonably placed and conspicuous. For brochures and the like, the title page or the first page of text is suggested. For unbound papers each sheet should bear this Copyright notice as a marginal remark.

For technical documents, programming information, etc. see Alcatel's Intranet site: www.alcatel.com. Corporate, Research and Technology, Intellectual Property, Protection Remarks guideline. See also Alcatel's Intranet: site www.alcatel.com, Corporate, Copyright.

Glossary

**Baseline**

Baseline in this document means institutional baseline. See page 12.

Brand / Brand name

See trademark or see Legal Requirements section, page 40.

Buffer space

Clear area around the logo or the derivative symbol where no copy or design element should encroach. See page 7, 13 and 16.

Corporate component

Constituents of the Group's management organization: Business Units, Business Divisions, Business Groups, Departments etc.

Endorsement

Use of a corporate signature to support a particular brand or product. When used in this way the corporate brand acts as a sign of quality and approval (well known examples: Intel, Woolmark...)

Graphic standards guidelines

Indicates the two basic elements, Identity System and TWINbeat Visual Identity, complemented by applications described through individual volumes or web pages such as Publications Graphic guidelines or Stationery graphic guidelines.

Group's legal units

(or legal units controlled by Alcatel)

Companies and similar entities in which the Group holds more than 50% of the issued shares or the right to nominate a majority of directors.

IPD

Alcatel Intellectual Property Department.

Keyline version of the logo

Special interpretation of the logo for one color printing on products where all elements except the box (typography, upper triangle and line surrounding the box) appear in solid color.

Legal units

See Group's legal units.

Logo (or logotype)

A distinctive and designed company signature for its trademark. Logo in this document means Alcatel logo.

Master artwork

Document used for printed reproduction of any graphic element: bromide or electronic format.

Pantone

Universal standards for color reproduction gathered in a Color Formula Guide. Pantone is a registered mark.

Ranged left

When a block of type, e.g. the address block on stationery, all aligns to the left-hand margin.

Sans serif font

Character with clean look finish (e.g. Futura) as opposed to a serif font that has an ornate finish (e.g. Century). See page 20.

Trademark

See Legal Requirements section, page 40.

Sign which distinguishes the goods of an individual or commercial enterprise, or a group of such enterprises, in the same way as a service mark distinguishes the services. The term 'trademark' is often used to denote both trademarks and service marks. Sometimes, only the term 'mark' is used. The Alcatel word and the Alcatel logo are registered trademarks and service marks of Alcatel.

Trade name

The business name of a company.

TWINbeat visual identity

Living and flexible style described in a manual designed to enhance the Alcatel logo presence and to provide tools for individual applications graphic standards.

Upper and lower case

Denotes typography that uses capital and small letters.

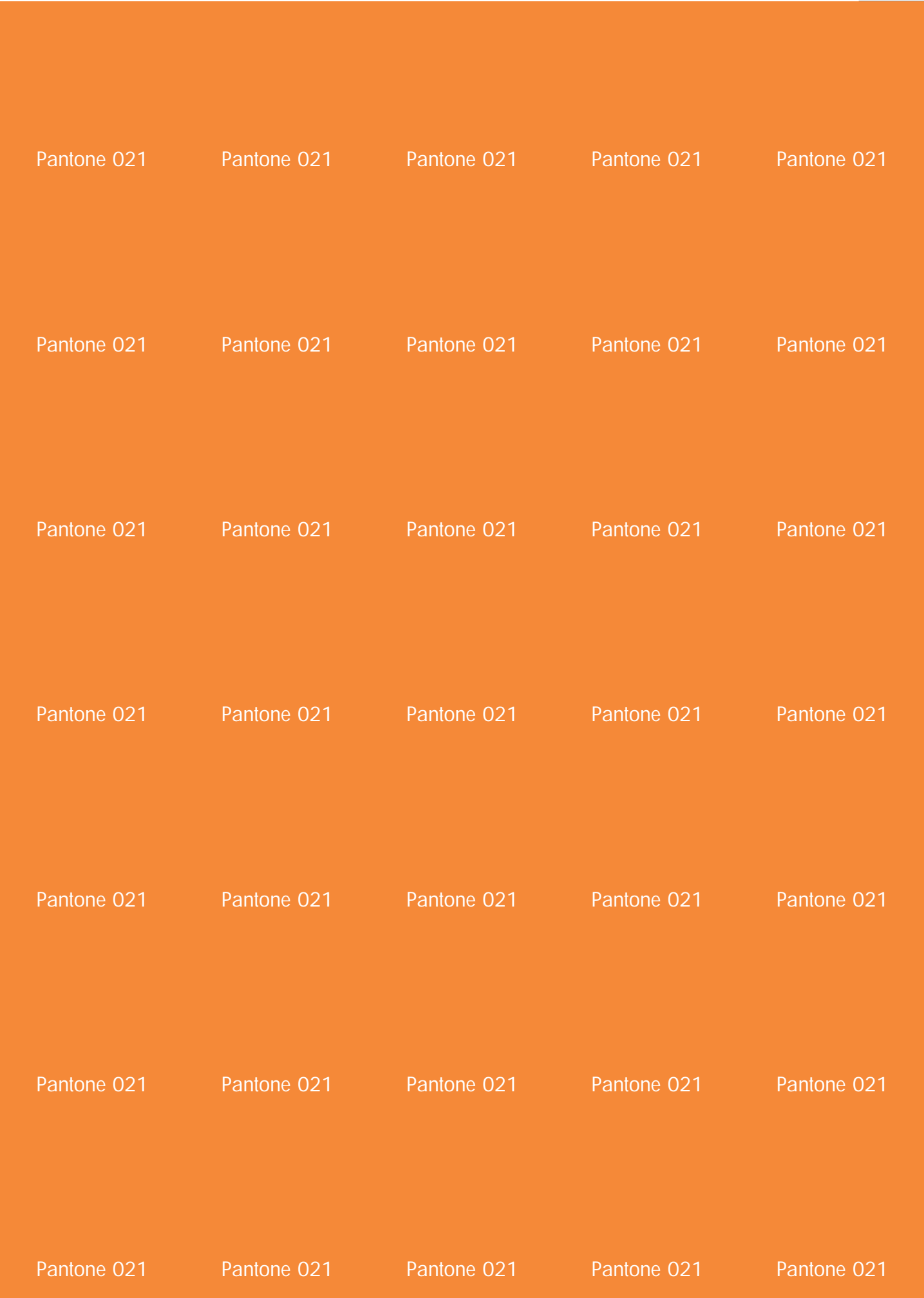
Technical materials

In order to maintain consistency and avoid error, reproduction materials attached hereafter or vector image files available on the diskette should always be used for reproduction of any institutional graphic components.

Sample color swatches are also provided and these should be supplied to any external party who will be reproducing the Alcatel colors on our behalf to ensure consistent color reproduction.

To ensure consistency in corporate colour reproduction, a colour swatch from this page should be provided to suppliers with the artwork for visual matching.

Additional copies of this page can be obtained from Group Communications Department, 54, rue de la Boétie, 75008 Paris. graphics@aww.alcatel.com



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Alcatel Grey

Pantone 425 is shown in the current edition of the *Pantone Color formula guide*.

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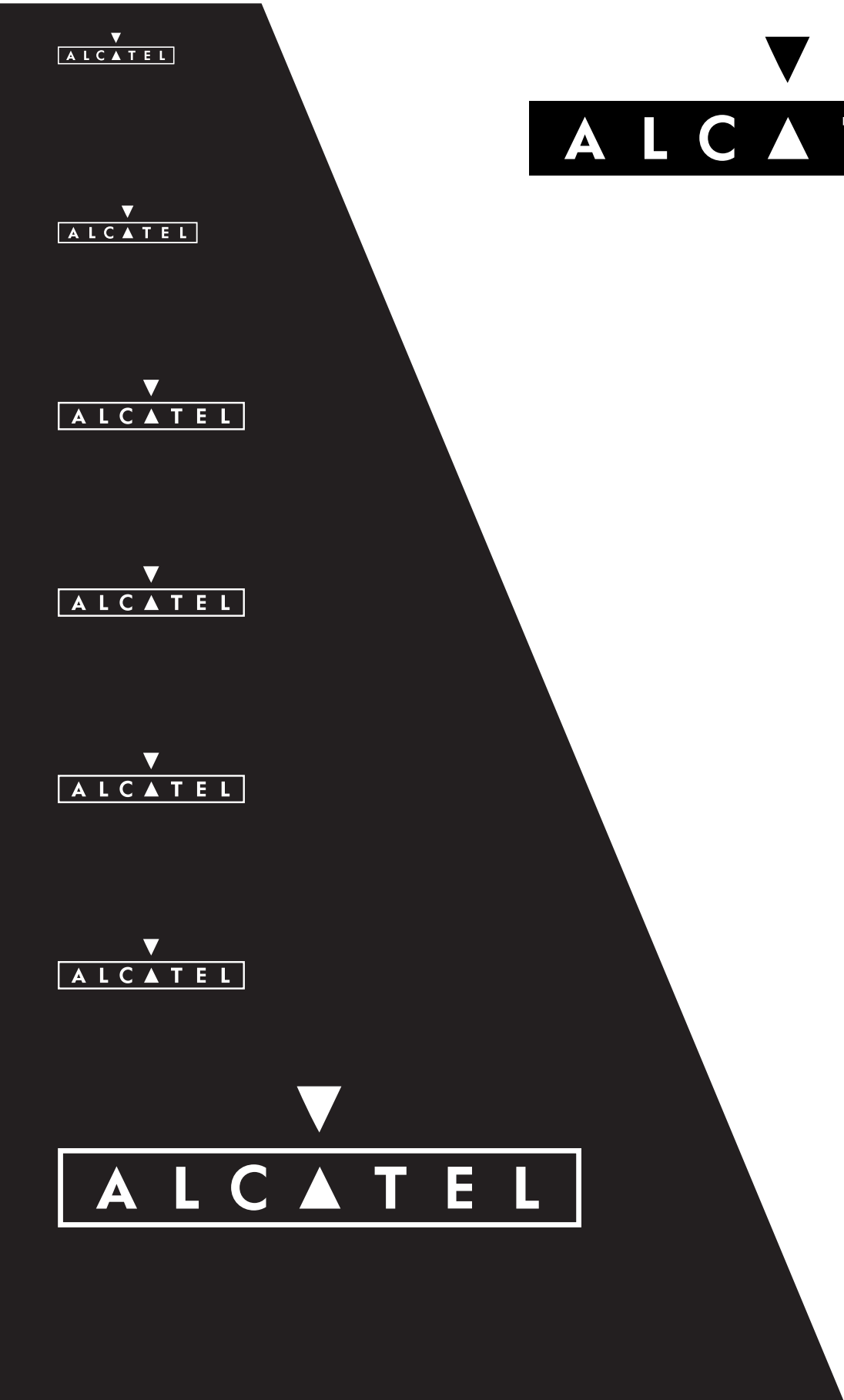
Pantone 425

Pantone 425

The proportional relationship between the Alcatel logotype elements remain constant at all times. To ensure this consistency reproduction materials shown here must always be used as a photographic master when reproducing the logotype and the logotype may not be constructed in any other way.

The minimum acceptable logotype length is 16 mm.
If necessary to construct a particularly large sign, for example, the grid system shown in Signage Standarts Manual should be used and carefully followed to ensure the proportional relationship of the logotype remain constant.

Alcatel Logotype





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