

The background of the left half of the page is a solid teal color. Overlaid on this are several large, overlapping, curved shapes in a slightly darker shade of teal, creating a sense of motion and depth. These shapes resemble stylized waves or the petals of a flower, curving from the top left towards the bottom right.

SYNNEX

C O R P O R A T E   B U S I N E S S   S Y S T E M

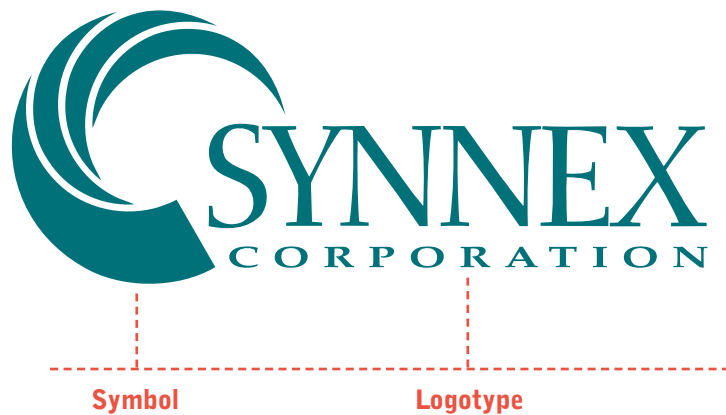
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The purpose of this manual is to provide standards and guidelines for designers and editors of SYNEX marketing materials. The manual establishes standards for using the SYNEX logo in print and on the web, and provides guidelines for producing SYNEX graphic materials, including appropriate formats for print materials.

To truly benefit from our brand, it is important that we maintain consistency in how we visually present ourselves.

This manual gives you the guidelines and tools you'll need to create appropriate marketing materials for SYNEX.

Within the parameters established here, your creativity is invited.



Our company name, SYNNEX is a combination of the word “synergy” and “nexus”. The SYNNEX logo (circular mark), in conjunction with the SYNNEX signature (the type treatment that accompanies the logo), is the most important tool we have for identifying SYNNEX. The combination of these two elements, as specified on the following pages, makes up the SYNNEX logo. The consistent use of this logo is critical to building clear communications.

The SYNNEX Corporation logo is comprised of two elements: The SYNNEX symbol and the SYNNEX logotype.

The SYNNEX Corporation symbol is represented by an embossed or printed form of an incomplete circle (or swirl) that is solid at the bottom, flowing clockwise into several elongated, but broken areas resembling feathers.

The following pages outline general guidelines for logo use.

The SYNEX Corporation wording is proprietary and contains the letters that comprise the SYNEX Corporation name. The symbol and wording should appear together unless in a press release. **Requests to use only the symbol must be approved by the SYNEX Senior Director of Corporate Marketing.**

The SYNEX Corporation logo must be treated as a complete element and resized proportionally. To ensure readability, the logo should always appear on a white background. Do not add words or visual elements to the logo, including company subsidiaries, vendors or product names.

Do not use the SYNEX Corporation logo, symbol or wording as part of a sentence or word phrase, or associate it with a non-related symbol or graphic element.

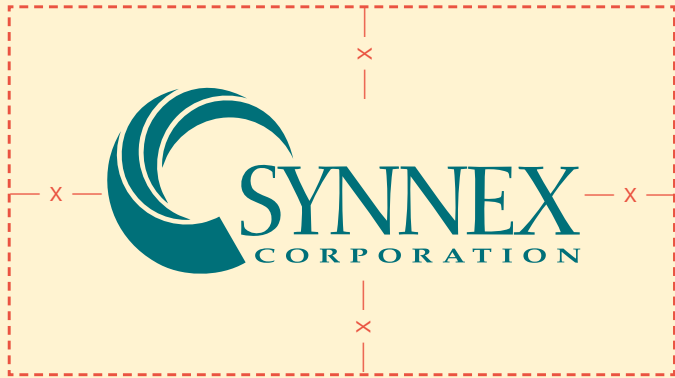
### **Appropriate Usage**

To be visually effective, the SYNEX Corporation logo, symbol and wording must be used consistently. A consistent identity is critical in attracting new customers, building a loyal customer base and redefining the SYNEX commitment to excellence.

When reproducing the SYNEX Corporation logo, please use the authorized artwork provided. When referring to SYNEX Corporation in body text, it is permissible to refer to the company as SYNEX after the name is first spelled in its entirety.

The SYNEX Corporation logo must always:

- Appear in isolation, uncluttered by competing images
- Appear horizontally (logo combined with name)
- Be generated from high quality artwork (camera-ready copy or electronically-transmitted art)
- Be positioned top left of stationary items and top left on printed envelopes
- Be freestanding on the background



large



medium



small



### Clearspace

Clearspace is defined as the area surrounding the Logo. It is essential that the SYNNEX signature remain free of competing elements. A minimum required clear space has been established to ensure the prominence and clarity of the SYNNEX signature. As a unit of measurement, "x" equals the height of the SYNNEX name. The minimum required clear space is a distance of "x" surrounding each side of the SYNNEX signature.

### Sizing

Three sizes have been designated for the signature: small, medium, and large. Use the appropriate size for the medium that carries it. The signature should not be reproduced smaller than 1.43" in width.

#### Large applications

Print materials, ads, powerpoint presentations

#### Medium applications

Web

#### Small applications

Business cards, letterheads, envelopes, labels

yes



no



no



no



The SYNEX signature combines the two most important visual elements of our brand, the SYNEX logotype and the SYNEX symbol. The diagram to the left illustrates the recognizable graphic features that make the SYNEX signature unique. The SYNEX signature elements should never be separated. Position, size, and color, along with the spatial and proportional relationships of the SYNEX signature elements are predetermined and should not be altered.

To ensure consistent representation of our brand identity always use high-quality vendors and reproduction methods.

To obtain electronic master signature artwork, go to our Intranet site at [http://synnex.\\_\\_\\_\\_](http://synnex.____)



**Secondary type**

**CORPORATION**

**Palatino Bold (caps)**

Corporation

**Palatino Reg (u/lc)**

**Typography**

Never reproduce the SYNNEX Corporation wording by hand or substitute it with another typeface. Do not alter the letters, redraw them or respace the elements.

**Secondary Type**

The secondary type font for SYNNEX is Palatino.

It is widely used in both internal and external SYNNEX communications (mostly print). This serif font is available in various weights. For our purposes, however, the most commonly used are Palatino Regular and Bold.





For the international locations of SYNNEX, the following are the legal names to be used:

SYNNEX Canada Limited/SYNNEX Canada Limitée

SYNNEX Information Technologies (UK), Ltd.

SYNNEX Information Technologies (China), Ltd.

SYNNEX de México, S.A. de C.V.

SYNNEX K.K.

The legal name must be used on ALL international corporate documents, including the following: business cards, letterheads, checks, invoices, purchase orders, and corporate communications.

The following are the marketing names:

SYNNEX Canada

SYNNEX United Kingdom

SYNNEX China

SYNNEX México

SYNNEX Japan

The marketing names can be used in all supporting marketing collateral, including: advertising, direct mailings, brochures, building signs, tradeshow booths, and web applications.



For promotional materials, black, white and/or PMS 3165 must be used on the SYNEX logo and logotype. It is preferred that the promotional item itself is white, black, or PMS 3165, although there may be exceptions depending availability of colors of the promotional item.

**Pantone 3165****Pantone Black****CMYK**

c 100 m 0 y 33 k 43

**CMYK**

c 70 m 0 y 0 k 100

**RGB**

r 0 g 87 b 88

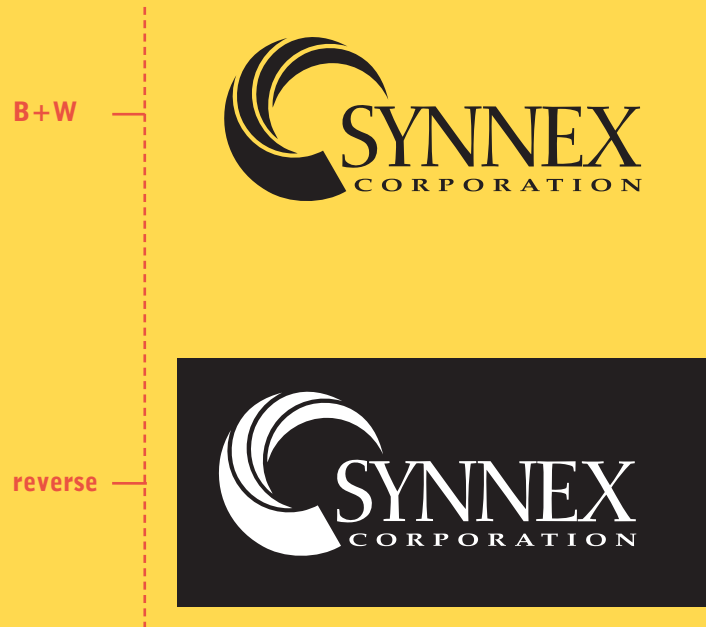
**RGB**

r 0 g 0 b 0

### Color Configurations

For the SYNEX Corporation logo, our authorized corporate color is PMS 3165 (teal). The logo may also appear in black, depending upon the application.

The CMYK conversion (for 4-color printing) is 100 m 0 y 33 k 43. The rgb conversion (for web and online documents) is r 0 g 87 b 88. Based on the applications and reproduction requirements, there are two ways to reproduce the SYNEX symbol: for applications such as packaging, the SYNEX symbol reproduces in four color process. For applications such as stationery, the SYNEX symbol reproduces in two colors, SYNEX teal (PMS 3165) and Black. For online applications, the SYNEX symbol reproduces in rgb (for reproduction instructions, see diagram to the left). When printing the SYNEX signature, always use the coated stock color specifications for the SYNEX two-color reproduction.



For restricted or one-color applications, the SYNnex signature appears in black and white. Specifically, the one-color SYNnex signature is reproducible as simple line art. Because the entire signature is only one value, a grayscale version is not necessary. Fully saturated line art is the best representation of the original SYNnex symbol and should be used whenever possible in one-color applications.

On black backgrounds, the logo may be fully reversed, as illustrated in the lower example on the left.

yes



yes



yes



no



### Background Usage

Whenever possible, it is preferred that the SYNNEX signature appear on a white background in the SYNNEX teal (PMS 3165).

In instances where the SYNNEX signature must appear on a solid black background, the SYNNEX logotype should appear in white.

Colors, tones or light visuals are permitted behind the entire logo provided the logo is dominant and other elements are not competing visually with the logo. In other words, the signature must remain visually dominant with sufficient contrast to the background.

When placing the signature on a background other than the ones specified in these standards, use your best judgement to determine whether black or yellow SYNNEX logotype renders the highest contrast.

Always ensure legibility by placing the signature in an area that is simple and uncluttered.



## Stationery System

The stationery system package consists of the following elements: business cards, letterhead, and envelopes. Below are type and printing specs for each element.

### Business card:

Stock: Classic Linen 80# Cover, Avon Brilliant  
Ink Colors:

Gray logo rectangle: 10% Black, "swoosh"  
reverses to white and embosses

SYNNEX Name: PANTONE 3165 CVU

Card secondary type: 100% Black

Type fonts:

Name: 8pt Palatino Bold

Title, address, phone, etc.: 6pt Palatino Roman

### Letterhead:

Stock: Classic Linen 24#, Avon Brilliant

Ink Colors:

Gray logo rectangle: 10% Black, "swoosh"  
prints PANTONE 3165 CVU

SYNNEX Name: PANTONE 3165 CVU

Address: PANTONE 3165 CVU

Address type: 8pt Palatino Roman

### All Envelopes:

Stock: 24# White wove

Ink Colors:

Gray logo rectangle: 10% Black, "swoosh"  
prints PANTONE 3165 CVU

SYNNEX Name: PANTONE 3165 CVU

Address: PANTONE 3165 CVU

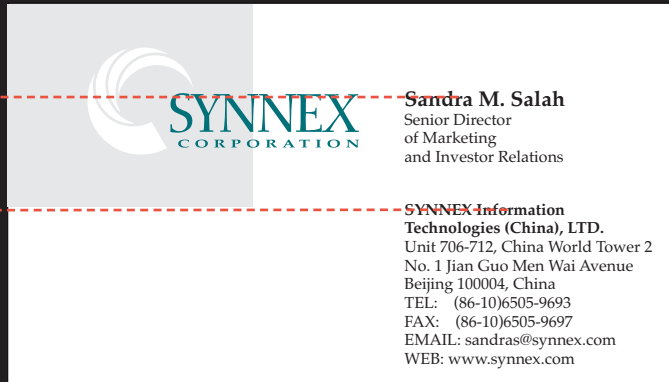
Address type: 8pt Palatino Roman

name and  
title

Country  
legal name  
(Baseline of  
first line lines  
up with box

Live text area  
for address on  
card: maximum  
number of  
lines: 9

Domestic  
business card:  
no country  
designation  
necessary



### Business cards for International Use

For each country, the legal name of the country appears on the card above the address.

The country name should appear in Palatino Bold, 6 pt. type.

If an address in the second language is required, it can appear on the back of the card.

Do not attempt to put two addresses on the front of the card.

### Business cards for Domestic Use

For business cards with U.S. addresses, it is not necessary to use the legal country name above the address in the address block.

**Black  
only**

For promotional materials, black and PMS 3165 should be used, although there may be exceptions depending on the color of the promotional item.

**Two  
color**

For promotional materials, black and PMS 3165 should be used, although there may be exceptions depending on the color of the promotional item.

**Reproduction**

When reproducing the SYNNEX Corporation logo in printed pieces or electronically:

- Always use black when printing one-color pieces, and Black + PMS 3165 for two-color pieces. Although black is the preferred second color in two-color pieces, the signature should be printed in PMS 3165.
- Always use the teal 3165 (no substitutions) conversion (see pages Pages 18-19) when printing four-color process pieces.
- Never use a screen tint or shade when reproducing the SYNNEX Corporation logo.

For promotional materials, black and PMS 3165 should be used, although there may be exceptions depending on the color of the promotional item.

All requests must for use must be approved by the SYNNEX Senior Director of Corporate Marketing prior to printing.



The image features a teal background on the left side, which is decorated with several overlapping, curved, concentric lines in varying shades of teal, creating a sense of motion or a stylized wave pattern. The right side of the image is a plain white background.

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