

ST. JUDE MEDICAL™

MORE CONTROL. LESS RISK.

IDENTITY STANDARDS

A close-up photograph of two surgeons in an operating room. They are wearing blue surgical masks and headlamps. The scene is dimly lit, with the primary light source being the surgical lamps, creating a focused and professional atmosphere. The surgeons are looking down, presumably at the patient, with intense concentration.

MORE CONTROL
LESS RISK.

TABLE OF CONTENTS

Key Statements	4
Brand Tone	5
Logos	6
- Versions / Usage	7
- Signage	8 - 9
- Colors	10
Color Palette	11
Fonts	12
Grid System Overview	13 - 14
Photography	15 - 18
Illustration	19 - 20
Stationery	21
Invitations	22
Templates	23
Advertising Overview	24 - 25
Advertising Examples	26 - 27

Product Brochure Overview	28
Patient Communications Overview	29
Supporting Marketing Materials	30 - 31
Trade Show – Inside the Venue	32
Trade Show – Outside the Venue	33
Product Packaging Guidelines	34
Product Packaging Colors	35
Print Production Guidelines	36 - 37
Charts and Graphs Colors	38
Charts and Graphs Examples	39
Footer Address Blocks	40
Logo Misuse	41

Note: More extensive guidelines and templates are available upon request for our professional design and agency partners.

KEY STATEMENTS

The following represent standard statements and messages that describe St. Jude Medical and our commitment to customers. Please use these statements exactly as they appear without modification.

Mission Statement

Our mission statement communicates a unified set of values and ideals that is supported, understood and permeated through every level of the organization. It can be used internally and externally.

It is our mission to develop medical technology and services that put more control into the hands of those who treat cardiac, neurological and chronic pain patients worldwide. We do this because we are dedicated to advancing the practice of medicine by reducing risk wherever possible and contributing to successful outcomes for every patient.

Our mission is the rallying point that creates a cohesive St. Jude Medical brand. When we connect with our customers on this emotional level and they can see their values and priorities reflected in us, then we become more relevant and important to them in the marketplace. Our mission statement stands for who we are, what we promise and why those things are important to our customers.

We can own and deliver on this mission because it evolved from the principles we have always embraced. It is who we are and what it means to be St. Jude Medical. All of our employees take pride in developing solutions that ultimately help save and enhance lives. It is our obligation and our commitment to help advance the practice of medicine through technology and all that it enables.

Brand Promise

The Brand Promise is a clear, concise statement of our underlying customer benefit.

St. Jude Medical is focused on reducing risk by continuously finding ways to put more control into the hands of those who save and enhance lives.

Boilerplate

A boilerplate is a ready-to-use text most often used in press releases, but can also be used in a variety of other materials. It is a brand statement backed by a series of statements that communicate our brand position, identify our customers and summarize key company facts.

St. Jude Medical develops medical technology and services that focus on putting more control into the hands of those who treat cardiac, neurological and chronic pain patients worldwide. The company is dedicated to advancing the practice of medicine by reducing risk wherever possible and contributing to successful outcomes for every patient. St. Jude Medical is headquartered in St. Paul, Minn., and has four major focus areas that include: cardiac rhythm management, atrial fibrillation, cardiovascular and neuromodulation. For more information, please visit sjm.com.

BRAND TONE

The St. Jude Medical brand tone refers to the look and feel our communications and our employees project in everything we do. Therefore, our brand tone should be reflected not only in the language, look and feel of our materials, but also in our everyday messaging, whether written or verbal.

Professional

Everyone at St. Jude Medical is focused on reducing risks for our customers and their patients. This requires a level of intensity and focused attention. Therefore, all of our communications should take a professional tone. We should never adopt a haphazard or overly casual approach in anything we do.

Respectful

Our customers face risk in their daily work that goes far beyond that of nearly any other profession. Good outcomes are in their hands. It is their control we seek to maximize. We must show great respect for what our customers do every day and make a concerted effort to provide them with medical advancements that help reduce their risks.

Passionate

We are extremely passionate about the work we do every day, the quality of our products and what our company stands for. We live our mission daily.

Confident

We have expertise in our business. We are knowledgeable and speak with intelligence. We are extremely thorough in everything we do. Therefore, we are confident in our actions and our customers have a great deal of confidence in us, too.

LOGO

The St. Jude Medical Logo is a registered trademark designed to uniquely position our brand. Our Logo is designed to represent our approach to helping our customers reduce risk through more control. Our Logo's intent is to illustrate the concept of control over risk. Control is represented by the outer, more constant and organized squares. The volatile inner square represents the inherent risk in the everyday practice of medicine. The outer squares control or stabilize the inner square, representing the St. Jude Medical commitment to reducing procedural risk.

Master Logo art is available on our intranet. Do not attempt to recreate our logo or any of the three key elements within the logo. Use of alternative fonts, colors, separated parts of the logo and arrangement modifications is prohibited.



The Safe Area is the area around the Logo in which no other graphics can appear. This is to ensure that the company identity is read clearly and without interference. The Safe Area distance (X), is equal to the height of the nine squares. Nothing else can be added to or placed within the Safe Area of our Logo; this includes a division name. The bounding box marks the *minimum* amount of space the Logo needs around it; however, providing additional space around the Logo is always preferred.

Online Logo - Due to space limitations in online media, the Logo may use a different safe area than what is built into the Logo files. When there is room, it is recommended to use the standard 1 x space (marked by the bounding box). However, the Logo may be used online with a 2/3 x safe area. Always use the RGB color version of the Logo for online media.

Note: Master Logo Art has been set up with an invisible bounding box to mark the Safe Area. The Safe Area differs among versions of the Logo. Therefore, each Logo must always be placed into the file, rather than swapped out.

LOGO: VERSIONS & USAGE



Standard Logo - The Standard Logo contains the Symbol to the left of the Logotype and the Theme Line below the name as shown. This is the standard treatment and is to be used on all material.

Note: The Standard Logo must be at least two inches wide to maintain legibility (this does not refer to the width of the Logo's bounding box). The Logo has a safe area marked by an invisible bounding box in the Master Logo art files.

No Theme Logo - The No Theme Logo can only be used in cases where the Theme Line is not legible due to size limitations.

Stacked Logo - The Stacked Logo can only be used when space limitations cause the Theme Line in the Standard Logo to become illegible.

Abbreviated Logo - The Abbreviated Logo can only be used in cases where the available space is limited.

Note: Master Logo Art has been set up with an invisible bounding box to mark the Safe Area. The Safe Area differs among versions of the Logo. Therefore, each Logo must always be placed into the file, rather than swapped out.

LOGO: SIGNAGE

Proper use of the Signage Logo is mandatory to ensure the consistency and integrity of our brand identity. Usage for each Signage Logo is described below.

Use of Master Signage Art is required for all signage. Do not attempt to recreate Signage Logos or any of the three key elements within the Logo. Use of alternate fonts and arrangement modifications is prohibited.



Standard Signage Logo - This is the primary Logo and is to be used whenever possible on all exterior and interior signage.

Margins are to be no less than 2 squares of the nine square symbol (2/3 X).

Special-Use Signage Logos



No Theme Signage Logo - This Logo is only to be used as an exterior Logo for building tops and other applications where the signage will only be seen from larger distances, making the Theme Line illegible.

Margins are to be no less than 2 squares of the nine square symbol (2/3 X).



Stacked Signage Logo - This Logo is only to be used when the width of the wall does not allow the Standard Signage Logo to be used at a good display size. For emphasis, the Symbol may be enlarged from its standardized relationships; however, its width may not be larger than 40% of the width of the Logotype.

Margins are to be no less than 2 squares of the nine square symbol (2/3 X).

LOGO: EXTERIOR/INTERIOR

In principle, St. Jude Medical signage should complement existing architectural features, or the architectural features should be adapted to complement the signage. On the right are a series of guidelines and photographs that will serve as inspiration to ensure the St Jude Medical brand is represented properly in most signage applications.

Longer Sight Distance - For building tops and other locations where the signage will be seen from larger distances only, the Theme Line may be removed. In this case, the Logotype is lowered in order to center with the Symbol. Use SJM_Signage_Logo_no_theme_line.eps for the artwork. The 2/3 X minimum margin applies.

Freestanding Signage - For new freestanding signage, the Standard Logo is to appear on light-colored (almost white) brushed aluminum. The 2/3 X minimum margin applies.

Logo Colors - Wherever possible, the 3-color Standard Logo is to be used for signage. Symbol = PANTONE® 3298 C, Logotype = Black, Theme Line = PANTONE® 431 C

Safe Area - Interior signage margins for the Standard Logo are to be no less than 2 squares of the Symbol (2/3 X).

Sizing - Exterior/interior signage margins are to be no less than 2 squares of the Symbol (2/3 x). For emphasis, the Symbol may be enlarged from its standardized relationships; however, its width may not be larger than 40% of the width of the Logotype. Interior signage margins for the Stacked Logo are to be no less than 1 square of the Symbol (1/3 x).

Color Variation - When interior wall surfaces are dark or in a clashing color, the Logo may be produced in a neutral metallic color. The 2/3 X minimum margin applies.



Longer Sight Distance



Freestanding Signage



Logo Colors



Color Variation

LOGO: COLORS

Proper use of the Logo colors is mandatory to ensure the consistency and integrity of our brand identity. Do not substitute colors.



Symbol
PANTONE® 3298 C

CMYK

C 100
M 0
Y 60
K 30

RGB

R 0
G 108
B 86

HSB

H 168
S 100
B 42

HEX

#007161

Logotype
Black

CMYK

C 0
M 0
Y 0
K 100

RGB

R 0
G 0
B 0

HSB

H 0
S 0
B 0

HEX

#231F20

Theme Line
PANTONE® 431 C

CMYK

C 0
M 0
Y 0
K 67

RGB

R 95
G 106
B 114

HSB

H 205
S 17
B 45

HEX

#6A737B



Symbol
PANTONE® 3268 C

CMYK

C 90
M 0
Y 49
K 0

RGB

R 0
G 175
B 158

HSB

H 174
S 100
B 69

HEX

#00AF9E

Logotype
White

CMYK

C 0
M 0
Y 0
K 0

RGB

R 255
G 255
B 255

HSB

H 0
S 0
B 100

HEX

#FFFFFF

Theme Line
BLACK 33%

CMYK

C 0
M 0
Y 0
K 33

RGB

R 182
G 184
B 186

HSB

H 208
S 1
B 72

HEX

#BCBECO

COLOR PALETTE

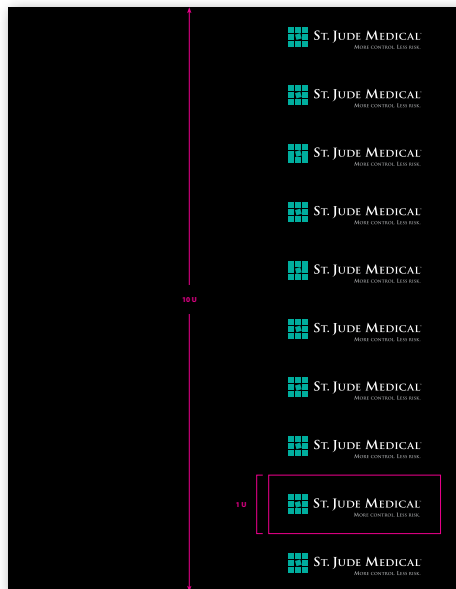
Like our Logo colors, our overall Color Palette is also critical in providing a consistent brand image. Color highly influences the way in which the viewer perceives our brand. Do not substitute colors.

The Color Palette consists of the Logo colors as well as a few neutrals. Along with the Tints and Shades of these colors, this Color Palette creates a contemporary image of elegance and sophistication.

Dark Green PANTONE® 3298 C	Light Green PANTONE® 3268 C	Dark Gray PANTONE® 431 C	Black Black	White White	Warm Gray PANTONE® WG 2 C	Silver Metallic PANTONE® 877 C
CMYK C 100 M 0 Y 60 K 30	CMYK C 90 M 0 Y 49 K 0	CMYK C 0 M 0 Y 0 K 67	CMYK C 0 M 0 Y 0 K 100	CMYK C 0 M 0 Y 0 K 0	CMYK C 0 M 2 Y 5 K 9	HEX #A7A9AC
RGB R 0 G 108 B 86	RGB R 0 G 175 B 158	RGB R 95 G 106 B 114	RICH BLACK C 35 M 35 Y 35 K 35	RGB R 255 G 255 B 255	RGB R 233 G 227 B 219	
HSB H 168 S 100 B 42	HSB H 174 S 100 B 69	HSB H 205 S 17 B 45	RGB R 0 G 0 B 0	HSB H 0 S 0 B 100	HSB H 34 S 6 B 91	
HEX #007161	HEX #00AF9E	HEX #6A737B	HSB H 0 S 0 B 0	HEX #FFFFFF	HEX #E9E3DB	
			HEX #231F20			
Tints	100%	100%	100%	100%	100%	
	50%	Tints and Shades of Light Green are not recommended.			50%	
	15%					
			67%			
			50%			
			33%			

GRID SYSTEM OVERVIEW

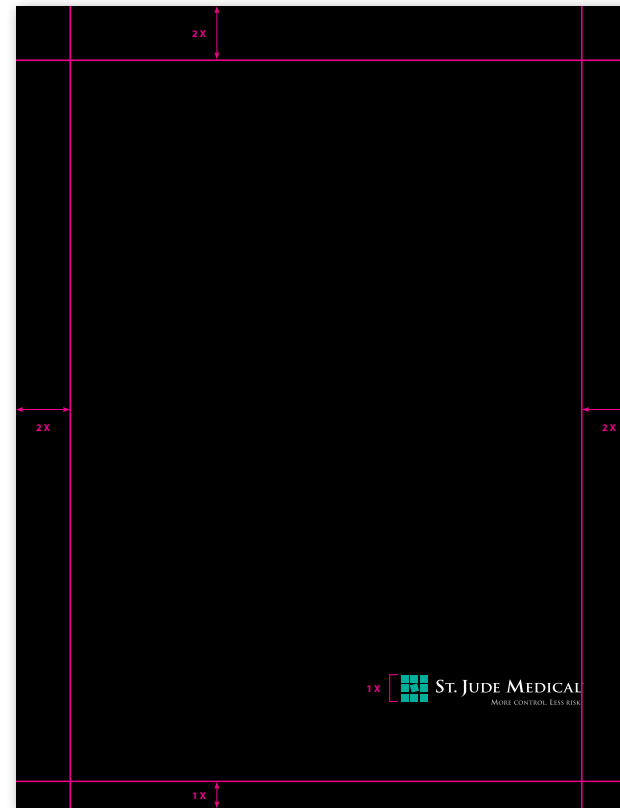
The grid system for advertising and collateral is based on a unit of measurement defined by the nine-squares symbol of the Logo. Before establishing the unit of measurement, the Logo must be sized according to the document it is being placed on. Follow the steps below to determine the correct size of the Logo for a page and, in turn, the unit of measurement for the rest of the grid system.



Sizing the Logo

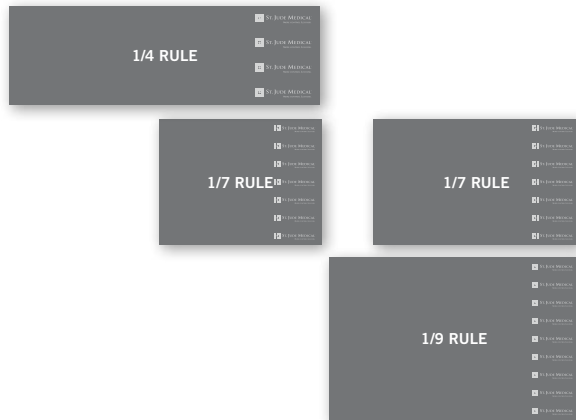
In most cases, the Logo will adhere to a 1/10 rule, which is a rule established based on an 8.5 x 11 inch vertical proportion. On a piece with similar proportions, the Logo (including its Safe Area bounding box) should equal one-tenth the height of the piece. The example above illustrates the 1/10 rule shown as “1 U.” If the piece is proportional to an 8.5 x 11 horizontal, a rule of 1/7 is used. Other proportions outside of these will follow a different set of rules.

Note: The Logo (excluding bounding box) must always be 2 in / 50.8 mm wide or larger. Master Logo Art has been set up with an invisible bounding box to mark the Safe Area.



Defining the Unit of Measurement

Once the size of the Logo is determined, the unit of measurement for the rest of the grid system can be defined. The unit is the height of the nine-square symbol in the Logo, and is referred to as “1 X.” The first step in applying the unit is to define the margins of the piece. The example above illustrates the unit of measurement applied to margins. It is recommended to apply the unit of measurement to the margins first and then to the rest of the layout, starting from the bottom and working to the top. This will account for the amount of content within the fine print.



Use the following proportional rule chart to determine Logo sizing and grid system for print materials by selecting the closest proportional match to the size you are developing.

Horizontal Proportions

1/4 Rule: Primarily used for large horizontal banners and horizontal ads more than 6.162 inches high.

1/7 Rule: Examples include but are not limited to letter horizontal, legal horizontal, A0 – A5 horizontal, B0 – B6 horizontal, C0 – C6 horizontal, 11.5 inches x 9 inches horizontal tabbed folder.

1/9 Rule: Examples include but are not limited to tabloid horizontal.



Vertical Proportions

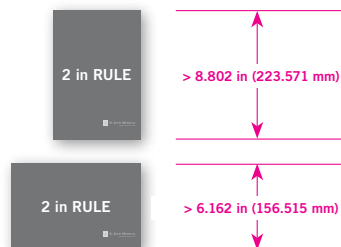
1/10 Rule: Examples include but are not limited to letter vertical, A0 – A5 vertical, B0 – B6 vertical, C0 – C6 vertical, 6 inches x 9 inches vertical postcard, 6 inches x 11 inches vertical postcard, 9 inches x 12 inches vertical folder.

1/12 Rule: Examples include but are not limited to tabloid vertical, legal vertical, 9 inches x 14.5 inches vertical folder.



Square Proportions

1/10 Rule: Used for square proportions more than 8.802 inches high. If less than 8.802 inches high, use the 2-inch rule.



Smaller Sizes

2-inch Rule: When horizontal proportion height is less than 6.162 inches (156.515 millimeters), or the vertical proportion height is less than 8.802 inches (223.571 millimeters) Logo should be placed at the 2-inch minimum size.

PHOTOGRAPHY

The ultimate goal for all photography is to consistently reinforce the St. Jude Medical brand. Photography should establish a consistent tone and visual representation to ensure brand recognition within the market. All brand photography should possess a sense of honesty and truthfulness when depicting physicians, patients and employees of St. Jude Medical. For that reason, the use of stock imagery is not advised for high visibility materials. If stock photography is needed, quality should be a prime consideration.

Great care should be taken to ensure the highest level of quality when using or creating brand photography. Every image should possess an inherent quality or concept that suits its purpose for usage. This means that the photographic representation within the design should match the intended audience. If the piece is intended for physicians, the messaging and imagery should reflect that audience, as is outlined in this section. Likewise, if the piece is intended for patients, patient imagery is to be used.

Procedural Photography - Full-bleed imagery with dramatic cropping elicits an emotional connection with the control a physician requires during medical procedures. The tone of procedural photography incorporates visual noise/film grain, motion blur, tight cropping, dramatic lighting and green saturation. Use existing procedural photography; do not use stock photography.

The subject of all procedural photography should accurately represent clinicians in varying St. Jude Medical specialties during procedures. For instance, a percutaneous procedure will have the primary surgeon looking upward (at a monitor). For a surgical procedure, the surgeon will be looking downward at the surgical site. At a global level, the imagery can represent all types of clinicians and practices. At a specialty level, effort is made to depict the customer segment that the sales message is targeted to, but not necessarily a specific procedure or product.



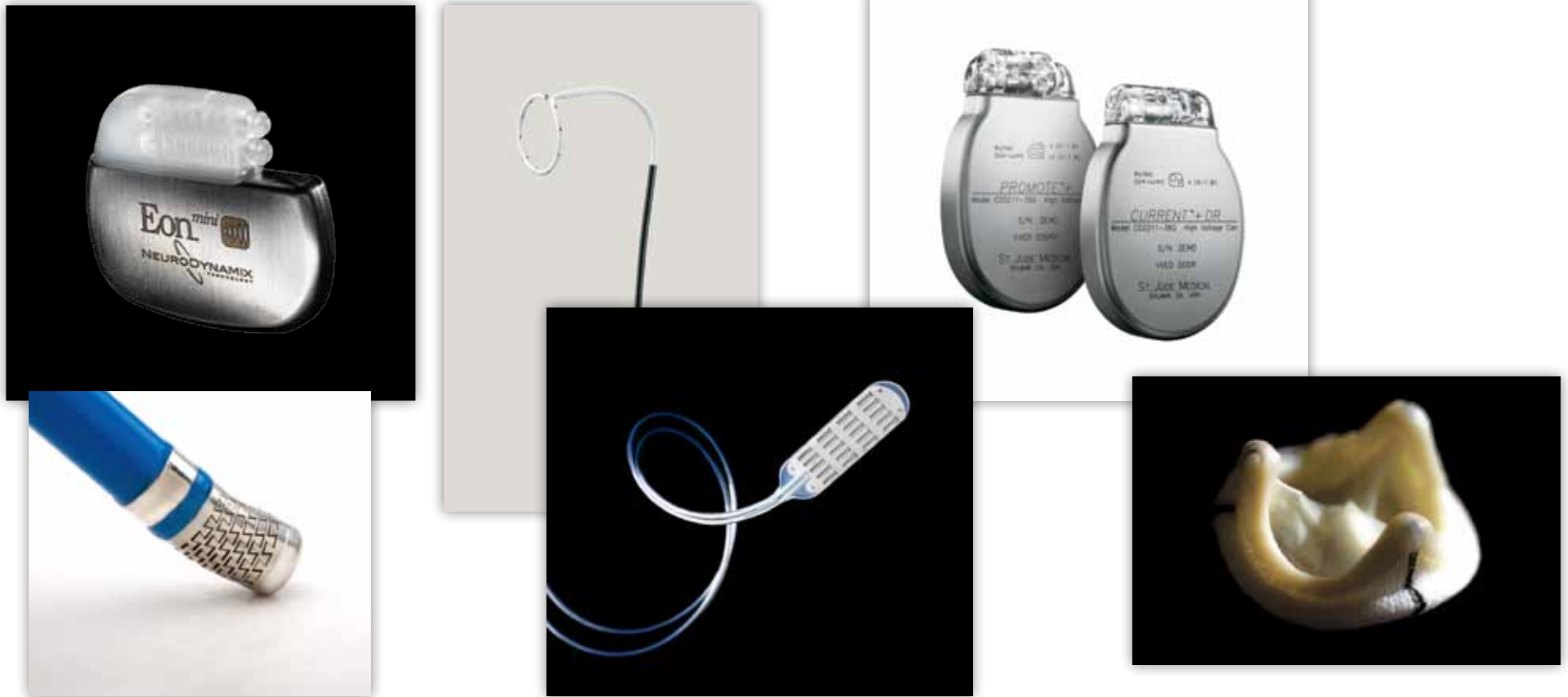
Product Photography - There are three styles of product photography: hero, standard/clinical and instructional shots. When multiple images are layered to create a single image, scale, space and depth must be realistic. Never merge images that are not part of the same product group.

Art Direction for Hero Shots - These products are photographed as heroes and are used as the primary visual anchors or emphases in product materials. Products may be shown on white, Warm Gray or Rich Black (35/35/35/100)

backgrounds, depending on the visual color nature of the product. Use drop shadows and reflections to enhance visuals where and when appropriate.

Lighting of the product plays a key role in hero photography, as it should sufficiently capture the texture and tone of any product. By lighting the product dramatically, extra emphasis is given to the visual, which allows for a simple and focused product campaign message. While a sharp image is required, the use of a soft-focus technique can be applied (see the tissue valve photo below).

Hero Shots



Note: When using black as a background, a consistent use of Rich Black (35/35/35/100) is necessary to maintain a consistent visual hue. Use drop shadows and light reflections to enhance visual where and when appropriate.

Art Direction for Standard/Clinical Shots - This view is used when describing the product's features and benefits. Direct angles and sharp focus are to be used at all times. Again, products may be shown on white, Warm Gray or Rich Black (35/35/35/100) backgrounds, depending on the visual nature of the product. Use drop shadows and light reflections to enhance visuals where and when appropriate.

Standard/Clinical Shots



Photography Cropping - Dramatic cropping is a major element of the brand. Just as instructed in procedural photography, dramatic cropping can also play a major role in emphasizing the premium quality of a product. For instance, an image of a lead has more impact when the image is focused on the details of the tip, requiring a unique crop of the image (see examples below). Never crop an image so the product becomes distorted or unrecognizable.

Dramatic Cropping



Art Direction for Instructional Shots - This style of photography is used to illustrate a demonstration. Direct angles and sharp focus are to be used at all times. Shots should be shown on white. When medical gloves are shown in the image, the hand(s) should fade at the wrist(s) into the white of the page.

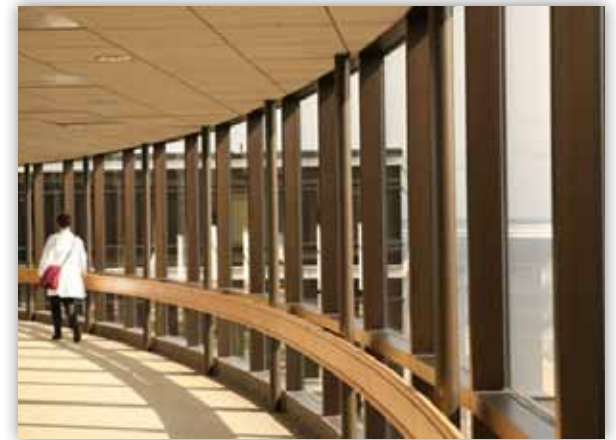
Instructional Shots



Corporate Photography - In some circumstances, the need for corporate photography might fall outside the previous categories. Research and development, corporate facilities and employee images are a few examples of corporate photography.

While this category can be broad in subject matter, special consideration must be given to each image used. Tone, personality and mood must be integrated with the brand standards and convey premium quality. All images must create a positive emotional connection to St. Jude Medical.

All corporate photography must clear licensing waivers, and copyright restrictions prior to use.

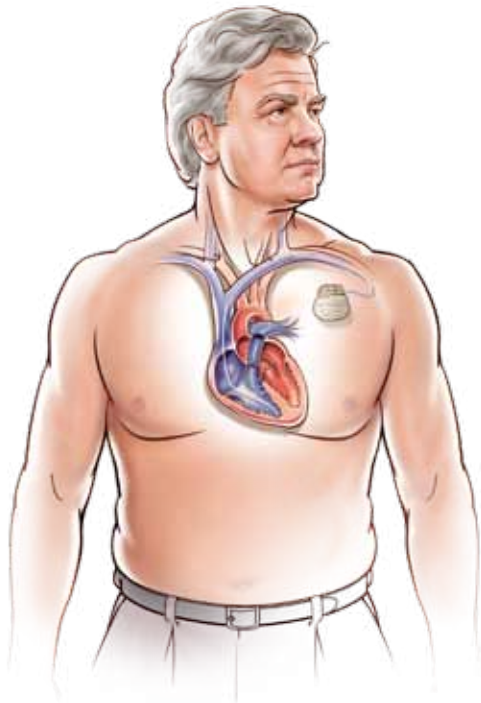


ILLUSTRATION

Illustrations are used as a supporting imagery to reinforce a description or page content. Illustrations should be used:

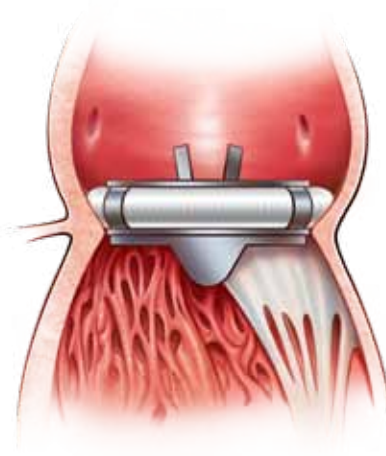
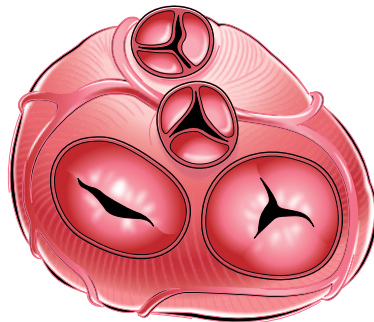
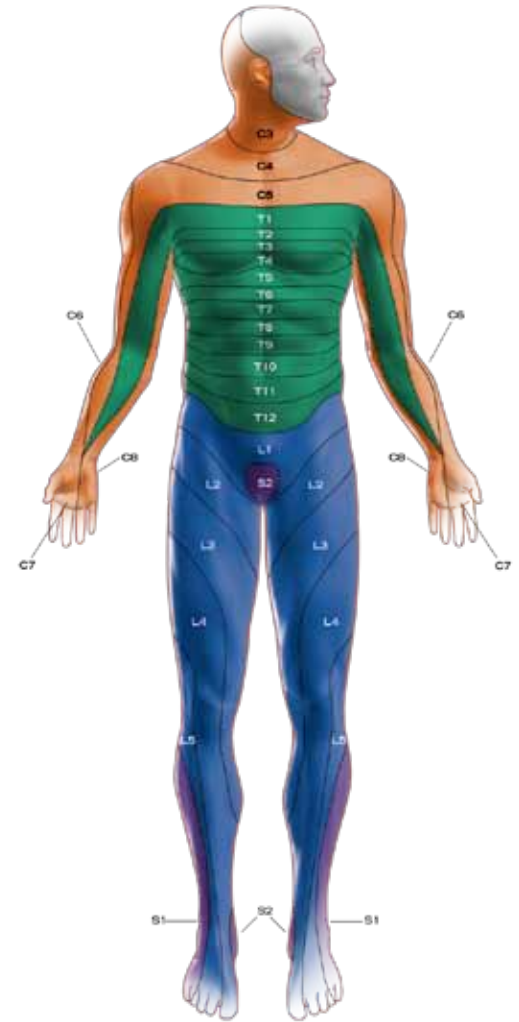
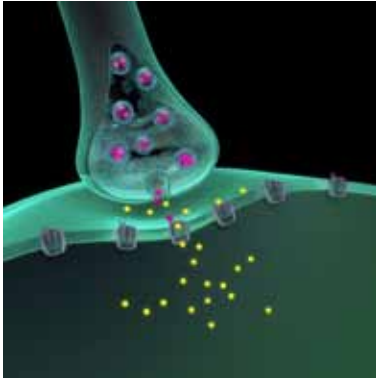
- When product or procedural photography is not available or does not make sense (for example, to highlight a specific product feature or to show a cross section of a device)
- When an actual photograph would be too graphic or unclear (for example, implanted in the body)
- When preferred for procedural situations, to add detail and credibility that may not be possible through photography

Patient Illustrations - These illustrations are developed to help patients understand St. Jude Medical devices and the procedures involved in medical treatment. Effort is made to execute these illustrations in a way that communicates the idea clearly and simply without alarming the patients. Depictions of products and treatments must be accurate and relevant to the marketing message.



Physician Illustrations - These illustrations are developed to help physicians understand St. Jude Medical devices and the procedures involved in medical treatment.

Depictions of products and treatments must be accurate and relevant to the marketing message.



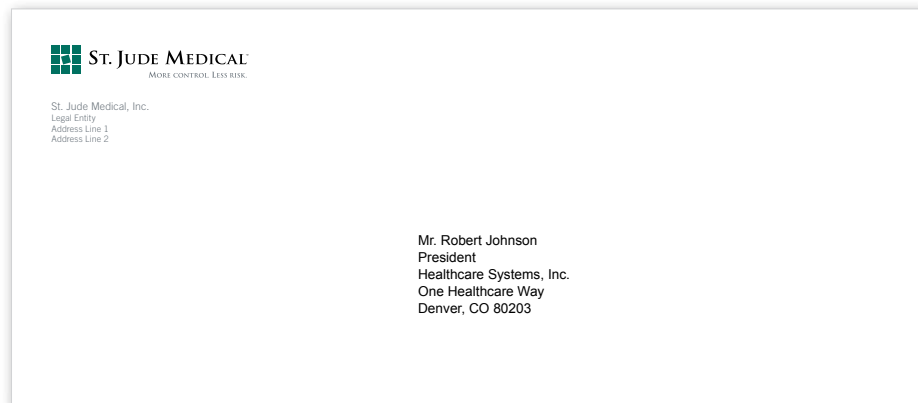
STATIONERY

Official St. Jude Medical stationery should be used for all external communications. Refer to our intranet for additional information and templates.

Business Card



Business Envelope #10



Letterhead

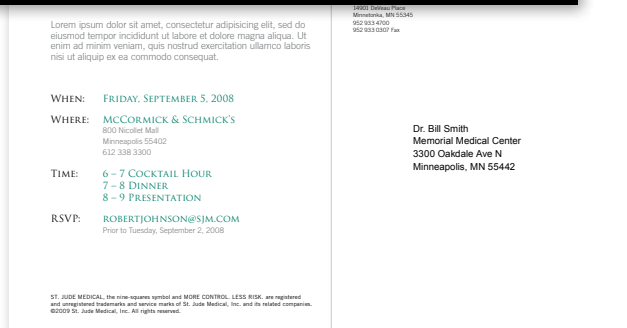


INVITATIONS

Invitations can be created in a variety of sizes and formats. The designs and descriptions in this section represent the general guidelines to follow no matter the size and format.

Colors - Invitations may use font and background colors different from those shown below. However, all colors must be from the brand Color Palette. For a more formal invitation, the use of Silver Metallic in place of Dark Gray is recommended.

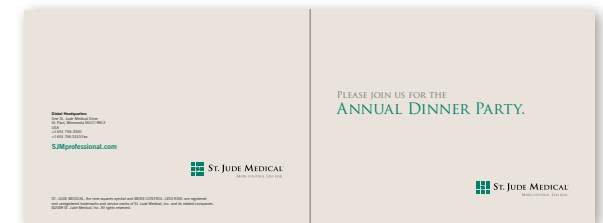
Imagery - Photography may be used on invitations, but must pertain to the event. Procedural images can only be used if the audience is the customer and the images relate to the practice or procedure of those attending. Product images should only be used if the event features the product. Location images (restaurant/hotel, landmark, skyline) can be used if the event's location is significant enough to feature. Invitations can also be text-based without imagery.



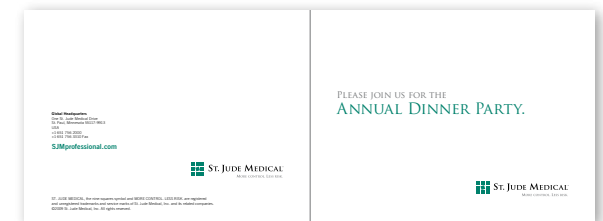
Direct Mailer with procedural image



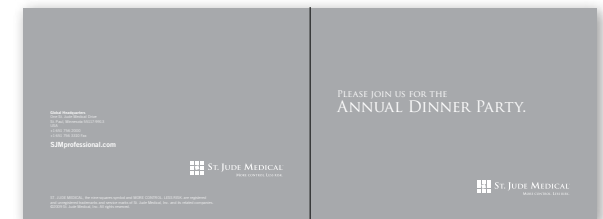
A2 Top Bifold with location image



Warm Gray cover



White cover



White text on Metallic Silver cover

TEMPLATES

See the St. Jude Medical intranet for these and many other useful templates.

PowerPoint template in white

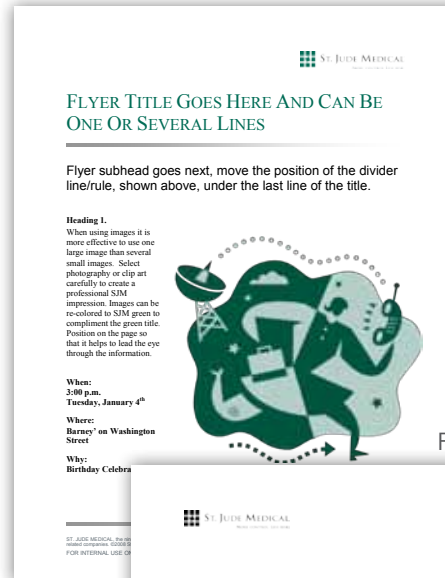


PowerPoint template in black

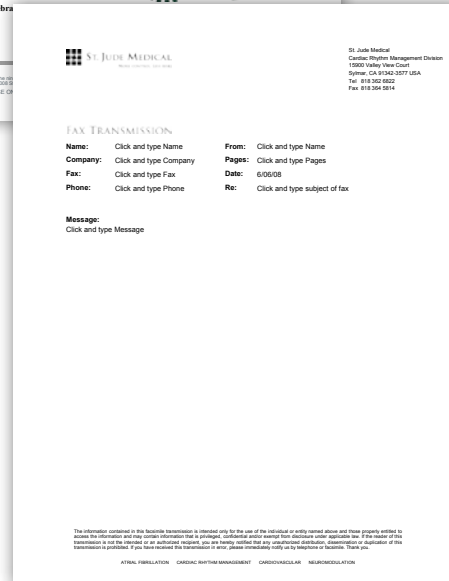


Note: PowerPoint® templates are available and SJM themes are pre-loaded for SJM users of Microsoft Office 2007 and later.

Flyer template



Fax template



Agenda template



Newsletter template



ADVERTISING OVERVIEW

Four levels of messaging have been developed to maintain a consistent and strong brand while advertising St. Jude Medical: global brand advertising, specialty-level advertising, campaign advertising, and product-level advertising. Purchase full-page, four-color ads whenever possible to maintain our brand image.

Global Brand Advertising



Global brand advertising reinforces the position of St. Jude Medical in the market as a global leader dedicated to helping physicians gain better patient outcomes. It carries the Brand Promise of focusing on reducing risk by putting more control into the hands of those who save and enhance lives.

Global messaging is tied to the brand position. It speaks to physicians within percutaneous, minimally invasive or surgical procedure types. The Brand Promise is generally used to communicate this message. It is not intended for patient communications.

Example: More control. Less risk. St. Jude Medical is focused on reducing risk by continuously finding ways to put more control into the hands of those who save and enhance lives.

Specialty-Level Advertising

Specialty-level advertising utilizes a solutions focused message that speaks directly to the needs of specific customer segments. The visual, headline and supporting copy all work to support the specialty message. The risk reduction message at this level is customized for each specific St. Jude Medical customer segment.

Our Customers: CARDIAC SURGEONS / INTERVENTIONAL CARDIOLOGISTS / ELECTROPHYSIOLOGISTS / NEUROSURGEONS / ANESTHESIOLOGISTS & OTHER PAIN SPECIALISTS / ALLIED HEALTH PROFESSIONALS

We speak to the values that evoke the highest level of emotional intensity for each specific customer segment. We tell physicians that we focus on reducing risk in their professional life by addressing benefits of control.



Campaign Advertising

Campaign advertising is intended to support product-level advertising and, as such should be used in conjunction with a product ad. For example, an ad for Angio-Seal™ Evolution and an ad using the “Revolutionary” campaign could appear in the same publication.

Product-Level Advertising

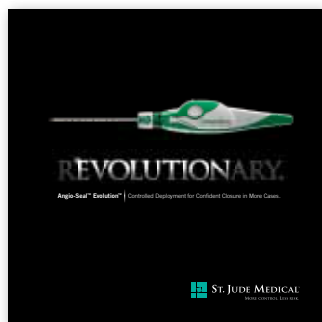
Product-level advertising has a stronger product focus that uses key product attributes to sell a control benefit to the audience. The product is the hero of the message and carries the same visual weight as the global brand and specialty-level messages.

Effective positioning clearly establishes the unique value of a product in the mind of the buyer. Ensure that the position determined for the product is unique, defensible and easy to communicate.

A strong product position that meets these criteria is critical to creating effective product messaging strategies. Isolating the single most compelling product feature is the first step in deriving a position for most St. Jude Medical products. Typically, a feature is compelling because of the unique advantage it provides the customer and/or the patient. Isolating, defining and gaining consensus on product positioning must be completed prior to commencement of downstream marketing activities. Primary product headlines will be formulated from the position and will form the foundation from which the brand promise is integrated into the messaging. Headlines clearly identify the feature and clearly communicate the resulting advantage.

Field Advertising

Examples of Regional/Sponsorship special-use ads. To ensure consistency, use only the master templates. Black and white and/or partial-page ads are used only when a full-page and/or 4-color ad is not an option.



Campaign Advertising



Product-Level Advertising



Non-Sponsored, Partial-Page



Sponsored, Partial-Page

ADVERTISING EXAMPLES

The following is an example of an 8.5 inches x 11 inches ad. Text and images will scale proportionally for other sizes.

Background
Borderless
- paper color

Headline
How product features deliver control for specific specialties.
- Trajan Pro Regular
- 20–40 point size range
- small caps
- leading is equal to the larger of the two font sizes
- Black type is used for attribute, Dark Green for benefit
- left-aligned

Note: Point size is dependent on length of headline and size of ad.

Body Copy
Product description as it relates to providing more control.
- Trade Gothic Light
- 10 point
- black
- left-aligned

Call to Action Booth or Web Site
- Trade Gothic Bold No. 2
- 12 point
- Dark Green
- left-aligned

Regent™ HP Series and Standard
Mechanical Heart Valves

THIS IS A SAMPLE PRODUCT HEADLINE.

The St. Jude Medical Family of mechanical heart valves has been the established standard for over 30 years, but that does not mean we will ever stop innovating. The choice between intra- or supra-annular valves, lower profiles for implantability, and extensive research into anti-coagulation alternatives puts control into the hands of the physicians. Revolutionary advancement in hemodynamic performance is how we demonstrate our commitment to evolving the standard of mechanical heart valves, and it is what you will continue to see from a leader.

SJMprofessional.com

Regent, ST. JUDE MEDICAL, the nine-squares symbol and MORE CONTROL. LESS RISK, are registered and unregistered trademarks and service marks of St. Jude Medical, Inc. and its related companies. ©2009 St. Jude Medical, Inc. All rights reserved.



Legal and Copyright
- Trade Gothic Light
- black
- generally 6 point
- left-aligned

Logo and Safe Area Standard Logo
- Logo (excluding bounding box) should not be smaller than 2 in / 50.8 mm wide
- Refer to Grid System Overview section to determine proper size

Note: Always place in the lower right corner, but not true to corner.

Photography
Product Photography
- Hero Shot

Identifier
Product Name(s)
- Trade Gothic Light
- 11 point
- black

Product Descriptor(s)
- Trade Gothic Bold No. 2
- 7 point
- black 50%

Note: Placement varies based on product shot.



simneuro.com



Introducing the Therapy™ Cool Flex™ Ablation Catheter – a breakthrough in ablation technology and the first fully irrigated, flexible tip catheter. Its laser cut tip electrode flexes, allowing it to conform to tissue, reduce force transmission and provide exceptional cooling throughout the surface of the tip. Now you have the perfect tool to complement your skills, one that stays cool and flexible under pressure. Just like you.



THE SMALLEST, LONGEST-LASTING IPG
FOR ENHANCED PATIENT SATISFACTION.

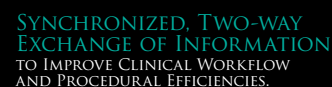
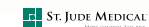
The Eon Mini™ IPG has an approved 10-year battery life and exceptional lead and accessory options—including an adapter that allows replacement of a competitive IPG while leaving the existing leads in place.¹ With this unparalleled longevity and choice in the world's smallest IPG,² physicians have more control to satisfy each patient's unique therapy needs.



1. See the ACCT Extension Guidelines for Use for a list of campaign needs.



St. Jude Medical is focused on reducing risk by continuously finding ways to put more control into the hands of those who save lives.



EnSite Velocity™
Cardiac Mapping System

The EnSite Derexi Module is designed to provide seamless communication between the EnSite Velocity® System and the EP-WorkMate® Recording System to streamline data collection before, during and after the procedure, link case data and improve lab efficiencies.

To learn more about the many advantages of the EnSite Derexi Module, contact your St. Jude Medical representative.



ADVANCING THE PRACTICE OF ELECTROPHYSIOLOGY
WITH TOOLS TO DELIVER MORE CONTROL.

Every arrhythmia patient is unique, every circumstance, a challenge. St. Jude Medical provides innovations in ablation therapy and cardiac rhythm management with a portfolio of devices that help physicians adhere to changing guidelines and meet patient needs for enhanced control. From the introduction of our Fortify™ ICD (D44), CurrentCare™ ACD, Unify™ CRT-D (D44) and Promote™ ACD CRT-D to our latest ablation therapy products including the EnSite Velocity™ Cardiac Mapping System, EP-WorkMate™ Recording System, Therapy Cool Path™ Duo and Cool Flex™ Ablation Catheters, Cool Spot™ Irrigation Pump, 1500T1C Cardiac Ablation Generator, Unify™ Afcoful™ Diagnostic Catheter and Agilis NxT™ Steerable Catheter, we are furthering our support of the advancement of electrophysiology procedures and working to promote successful outcomes for every patient.



Unless otherwise noted,™ indicates that the name is a trademark of, or licensed to, St. Jude Medical or one of its subsidiaries. ST, JME, MEDICAL are the nine-squares symbol and MOORE CONTROL, LESS RISK are registered and unregistered trademarks and service marks of St. Jude Medical, Inc. and its related companies. ©2010 St. Jude Medical. All rights reserved.



THERE ARE TISSUE VALVES.
THEN THERE'S TRIFECTA.

THROUGHOUT HISTORY
CERTAIN MOMENTS STAND OUT

The Triecta tissue heart valve is redefining the standard in cardiac surgery. The unique design allows the pericardial tissue leaflets to open more fully and efficiently in order to mimic a native heart valve. The Triecta valve offers close to perfect performance with mean gradients in the single digits¹ across all sizes – now that's making history.

Experience Control. EACTS booth 1030

PRODUCT BROCHURE OVERVIEW

A product brochure is defined as a customer-facing marketing brochure that contains information on a single product, family of products or system. Do not create product brochures that do not fit one of the defined types below.



Single-Product Brochure

A single-product brochure traditionally is the main selling piece for one particular product. It contains messaging on the product's unique value and supporting key messages. It primarily is used to support the selling process. See the Advertising Overview section for more information on developing content for product brochures.

Family Brochure

A family brochure is used to market a family of related products. A product family is defined by a common category of products such as ICDs, Pacemakers, Introducers or Heart Valves, etc. A family is NOT defined as a single product line with varying size options. The purpose of a family brochure is to communicate the strategic advantages of choice, depth and breadth of offering in a particular product category.



System Brochure

A system brochure is used to market a selection of products that are grouped together because, as a system, they are designed to complement each other's functionality in order to streamline the efficiency of a procedure or increase the efficacy of a device. A system can include single products and product families. The

purpose of a system brochure is to highlight the benefit of using these products together rather than buying individual components from various manufacturers.

PATIENT COMMUNICATIONS OVERVIEW

For the purposes of developing patient messaging, we have identified and defined the following types of patient communications.

St. Jude Medical-to-Physician-to-Patient

Details should be provided in an educational context to ensure patients are confident and understand the benefits of what the physician is recommending. This includes: Clinical trial participation, Pre- and post-procedure educational, Post-procedure instructional and Post-procedure compliance.

St. Jude Medical-to-Patient

There are three levels of patient messaging that have been developed to maintain a consistent and strong brand while educating patients about conditions and procedures: Overarching Brochures, Pamphlets, Clinical Trial Brochures and websites. Typically, these materials will provide information on the benefits of a particular product and/or procedure. The call to action for direct-to-patient marketing materials is to “ask your doctor” whether the suggested product/procedure is right for you.

■ Overarching Brochures

Overarching Brochures can be about a general condition (such as arrhythmia) that is treated by a set of products.



■ Pamphlets

These materials are used to give in-depth content on a specific product, condition or procedure. A Pamphlet may also include a series of Frequently Asked Questions (FAQs).

The physician will choose appropriate pamphlets to include in the Overarching Brochure, when it is given to the patient, to allow for customizing to the patient's particular needs.



■ Clinical Trial Brochures

Clinical Trial Brochures offer information on the clinical trial opportunities and are supplemental to information the patient has already received regarding a condition and/or procedure.

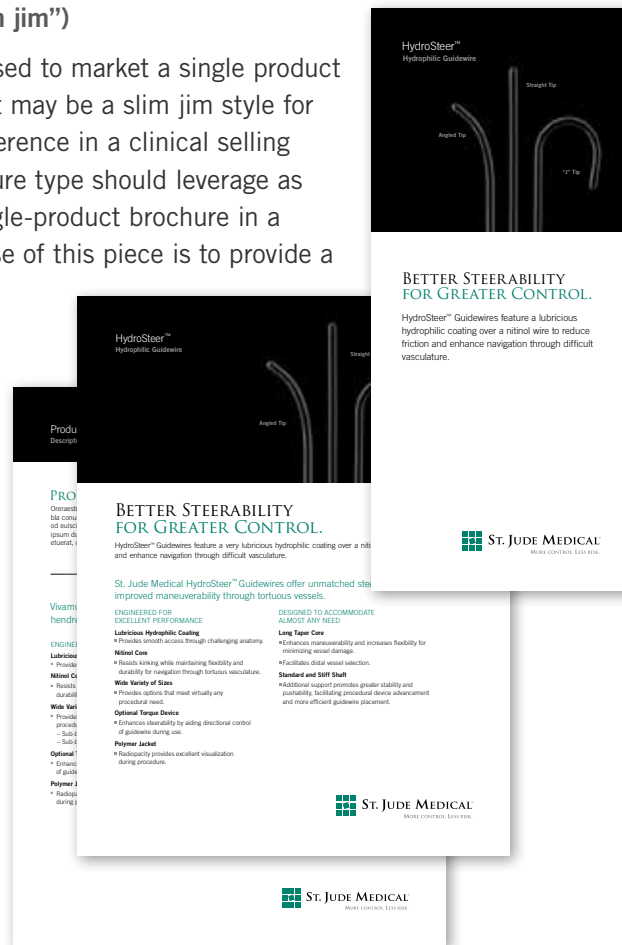


SUPPORTING MARKETING MATERIALS

Supporting marketing materials, such as a sell sheet (“slim jim”) or spec sheet, may be developed in addition to, or in lieu of, the product brochure. These are customer-facing marketing materials and contain information on a single product, family of products or system. Do not create supporting marketing materials that do not fit one of the defined types below.

Product Sell Sheet (“slim jim”)

A product sell sheet is used to market a single product on one sheet. The format may be a slim jim style for portability and easier reference in a clinical selling environment. This brochure type should leverage as much content as the single-product brochure in a smaller form. The purpose of this piece is to provide a very brief overview of the product, product family or system. It may be appropriate to use this format for products that do not warrant the creation of a single-product brochure. Conversely, this format may be used in conjunction with a single product brochure when appropriate.



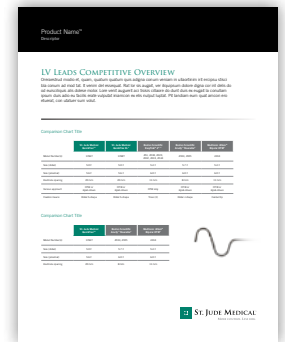
Spec Sheet

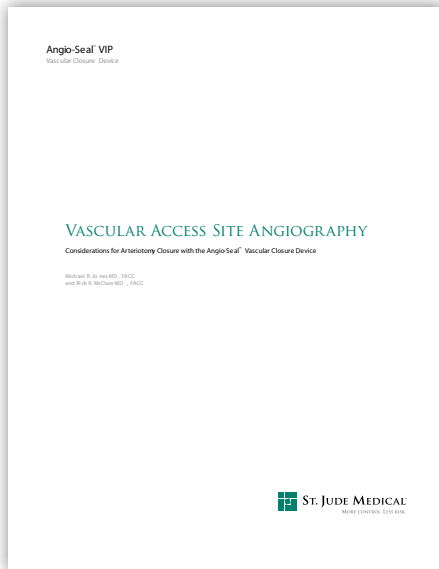
A spec sheet is used to communicate the technical specifications of a product. It should not contain advertising headlines or other marketing copy unless that information helps place product features in context or clarifies the value of product benefits. Any marketing copy should be balanced and appropriate, without compromising the integrity of the spec sheet. The purpose of a spec sheet is to provide clinician customers with unbiased, detailed technical specifications for reference purposes.



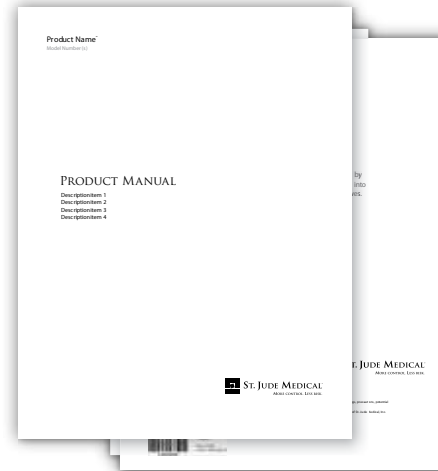
Competitive Comparison

A competitive comparison brochure is used to show the advantages of a St. Jude Medical product versus equivalent competitive products. Charts, graphs and tables are often helpful to clearly convey large amounts of technical information. Care should be taken to cite all competitive trademarks, studies and other source material (Instructions for Use, bench testing, etc.) to support claims included in the comparison. The purpose of a competitive comparison is to provide an unbiased, clear and accurate comparison of the differences between competitors' products.





White Paper - Size, proportion and placement relationships for all white papers should be based on the following example. Grid system is based on the 1/10 rule. Produce white papers in Letter or A4 size.



Product Manuals - These nonmarketing collateral pieces can be getting started manuals, user manuals, etc. This format is to be used for product manuals longer than two pages. Produce in black and percentages of black ink on white paper. Include a table of contents and an index. This format must be produced as Letter or A4 size, bound on the side or unbound or stapled.



Proposal - Cover pages should mimic the following setup. Fonts used to create a cover page must be brand fonts. The Logo should always be in the upper left corner and the information should be slightly above center. Exact placement is not required since the page content varies.



Product Catalog - Follow this format to ensure a consistent customer experience across product offered from all divisions.

TRADE SHOW - INSIDE THE VENUE

There are two categories of creative representation during congresses and conventions.

Global and Specialty Brand Messaging

This level of messaging relates to our focus on reducing risk in the context of each specialty and the unique elements of control required to ensure successful patient outcomes.

Components should include:

- Full-bleed Procedural Photography
- 3-color Logo

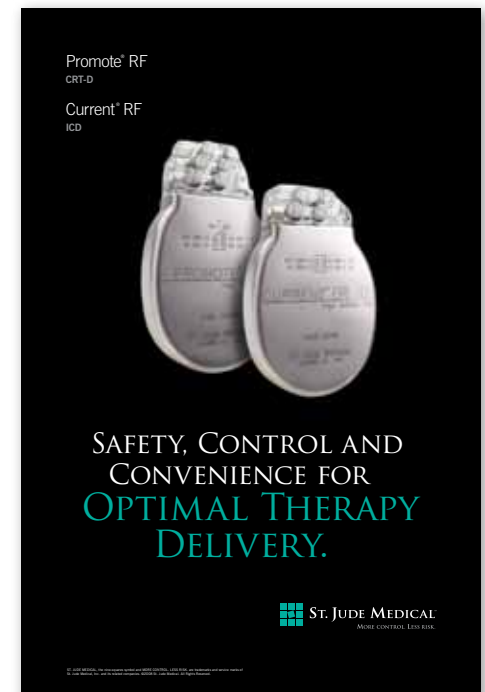


Product Messaging

Best for media that has a longer visual impression.

Components should include:

- Product Photography
- Background can be white, Warm Gray or Rich Black
- Product headline, focused on the key product benefits
- Product name and descriptor in upper left corner
- 3-color Logo



TRADE SHOW - OUTSIDE THE VENUE

Outside of the booth, there are two categories of creative representation during congresses and conventions. The delivery device and length of visual impression will influence which execution is used.

Brand Theme Messaging

Best for media that has short viewing time.

Components should include:

- White background
- Theme Line as headline
- Call to Action
- Color Logo



Global Brand Messaging

Best for media that has a longer viewing time.

Components should include:

- Full-bleed Procedural Photography
- Theme Line as headline
- Global Brand Promise Statement (if needed)
- Call to Action
- Color Logo



PRODUCT PACKAGING GUIDELINES

Use the following rules for packaging design to maintain consistency.

Logo Size and Placement

- The Logo must appear on at least three panels of every package; one side, one end and the top. A mix of logos on labels and package may satisfy this requirement. The Logo must also be oriented to the horizontal proportion of the panel when packaging is oblong (Figure 1).
- The Logo should always follow brand standards and be located in the lower right quadrant of any box panel, never centered horizontally on any panel.
- If the panel is small vertically, the Logo can be aligned in the center vertically, but must be right-aligned horizontally, making sure there are equal margins on top, bottom and right sides (Figure 3).
- When placing the Logo, a recommended distance of 1.5 times the size of the nine-squares symbol, on both the bottom and the right side, should be used to align the Logo to the corner of the panel.
- If size restrictions do not allow for 1.5 times the nine-squares symbol, use a rule of $\frac{2}{3}$ of the symbol.
- Bottom margin for the end panel should be the same as the bottom margin of the adjacent side panel (Figure 2).
- Space permitting, the Logo should not be smaller than 2 inches wide, nor greater than 6 inches wide.
- Use consistent Logo sizing between product packages that have similar proportions.
- Fonts currently used for product labels may still be used.
- Product names should be placed on packaging labels only and never on the package.
- An optional color band may be used. Color band must be consistent across the product group if used (Figure 4).



Figure 1



Figure 2



Figure 3



Figure 4

PRODUCT PACKAGING COLORS

Packaging and labels may need an identifiable color to help differentiate between the rest of the product family/line.

Sometimes the distinguishing color must follow the industry standard for colors. All colors should come from either the St. Jude Medical primary, utility or packaging palettes, unless specific shades have already been chosen by the industry. Sometimes combining the industry colors with colors from the St. Jude Medical palettes make the most cohesive palette for the family/line.

Primary Palette



Dark Green
PMS® 3298 C

C = 100
M = 0
Y = 60
K = 30

Hex = 00816C



Light Green
PMS® 3268 C

C = 90
M = 0
Y = 49
K = 0

Hex = 00AF9E



Dark Gray
PMS® 431 C

C = 0
M = 0
Y = 0
K = 67

Hex = 737477



Warm Gray
PMS® WG 2 C

C = 0
M = 2
Y = 5
K = 9

Hex = E9E3DB

Utility Colors



Dark Purple
PMS® 2623 C

C = 62
M = 86
Y = 30
K = 13

Hex = 703F6F



Burnt Yellow
PMS® 124 C

C = 15
M = 36
Y = 100
K = 0

Hex = DBA428



Dark Red
PMS® 1815 C

C = 28
M = 90
Y = 98
K = 27

Hex = 913120

Packaging Palette

The following colors represent the St. Jude Medical practice and industry standards for identifying individual products or SKUs within a product line. Do not use a Packaging Color for design elements other than the identifier.



Light Green
PMS® 3268 C

C = 90
M = 0
Y = 49
K = 0

Hex = 00816C



Red
PMS® 186 C

C = 0
M = 100
Y = 81
K = 4

Hex = E31937



Blue
PMS® 285 C

C = 89
M = 43
Y = 0
K = 0

Hex = 007DC3



Orange
PMS® 166 C

C = 0
M = 64
Y = 100
K = 0

Hex = F47B20



Tan
PMS® 467 C

C = 12
M = 22
Y = 43
K = 0

Hex = E0C398



Brown
PMS® 4635 C

C = 0
M = 48
Y = 96
K = 44

Hex = 9C5F0E



Gray
PMS® CG 8 C

C = 0
M = 1
Y = 0
K = 43

Hex = A1A0A4



Black/Rich Black
Black C

C = 0/35
M = 0/35
Y = 0/35
K = 100/100

Hex = 231F20

PRINT PRODUCTION GUIDELINES

The following information will ensure that we have files that everyone can use efficiently. Consult your printer for additional details on the file setup.

File Setup

Create digital files with the Adobe® Creative Suite® applications (current version is CS5):

- Adobe InDesign®
- Adobe Illustrator®
- Adobe Photoshop®
- Adobe Acrobat®

Files can be created on the Macintosh® or Windows® platform, as long as all associated links and (preferably OpenType) fonts are supplied. Do not create page layouts in Microsoft® Word®, PowerPoint® or any other Microsoft application unless the final material is meant to be used in one of those applications.

Consult your printer for details on file setup. The following provide general rules of best practice.

InDesign (page layouts, including one-page layouts)

- InDesign is St. Jude Medical's standard; all other page layout applications are not recommended.
- Images used should be linked; vector artwork should not be pasted into InDesign.
- Use the package function of InDesign to collect all linked assets and fonts.
- Save templates in an earlier version of CS—this will allow people with later or earlier versions of CS to open the files.

Illustrator (illustration/vector drawings, charts, etc.)

- Save artwork in native (.ai) format.
- EPS files may be created when requested by vendor.
- Avoid creating page layouts in Illustrator.
- When sending files to vendor, ensure all font files are included.

Photoshop (raster art in (.psd), TIFF or JPEG formats)

- When layers are used, always request layered source files without flattening.
- JPEG art should be saved with highest quality and lowest compression.

Final Art Files

For international projects, always include a low-res pdf for the client and a high-res pdf for the vendor of the final art.

Always include file extensions in the filename, and do not use slashes (/) or other characters that are not cross-platform compatible.

High-Resolution Images

All raster art must be CMYK and at least 300 ppi (pixels per inch) at 100% size, unless intended for Web use only. Consult your printer for specs on oversized media; it typically needs to be built to scale.

Low-Resolution Images

Web-only art and Microsoft program art must be saved as RGB, 72 ppi, set to the correct final dimension. If the dimension is not provided, please make sure the images you send us are 150 ppi or higher.

Save logos/artwork for Microsoft applications, such as Word and PowerPoint, as PNG files.

File Sharing

Files can be shared through CD, DVD and FTP server or via email for smaller files.

Fonts

Use only corporate fonts, as stated in the Fonts section, and package the fonts used when delivering the final artwork.

Trademarks

Use complete product names with associated trademarks, and include a superscripted TM on the trailing shoulder of the first appearance of each trademark. The associated TM symbol may be omitted from subsequent appearances of the complete product name in the same piece.

When citing a brand that is not owned by St. Jude Medical, include the TM symbol using the guidelines above.

All trademarks should be cited in the legal section of the materials.

Always superscript the TM symbol, as well as similar legal marks.

Color Converting

The CMYK, RGB and HSB colors listed in the color palette are not direct conversions of the PANTONE® colors. For a more exact match, each breakout has been modified. To maintain color consistency, it is imperative to use the colors stated in the Color Palette section rather than convert a PANTONE® or switch color modes.

Use the Master Logo Art; Logos have been designed for each color mode to ensure consistency.

Localization (translation)

When preparing files, please have localization (translation) in mind.

Do not integrate any text into images, but use a legend or callouts instead.

Do not convert text to outline, as the text needs to be edited for translation.

In the English source file, provide space for expansion to accommodate target languages (typical expansion is around 20% to 50% from English source language to various target languages).

Working in layers is preferable: nontranslatable elements on a background layer, translatable text on an additional layer. Some background images and background elements may also move between one language and another (due to the expansion factor in translation).

Avoid the use of unnecessary tabs, paragraph markers or other layout characters in the text, as these layout tags sometimes may conflict with the translation memory.

Suggested Product Collateral - Paper

Collateral Cover Stock - Primary

Centura Dull, 100# Cover

Collateral Cover Stock - Secondary

Centura Dull, 80# Cover





If these suggested papers are not available in your area please substitute papers of a similar quality and brightness.

CHARTS AND GRAPHS - COLORS

The St. Jude Medical brand colors can be used in conjunction with the approved utility colors. Gradients may be used to enhance the look of each portion of the chart or graph. Charts and graphs for printed materials must use the CMYK values; use RGB values only for PowerPoint and Web.

Brand Colors for Charts and Graphs




Light Green cannot be used alone on a white background, but can be paired with Dark Green to make a gradient. Dark Green cannot be used alone a black background, but can be paired with Light Green to make a gradient.

			
Dark Green PMS® 3298 C	Light Green PMS® 3268 C	Dark Gray PMS® 431 C	Warm Gray PMS® WG 2 C
R = 0 G = 108 B = 86 Hex = 00816C	R = 0 G = 175 B = 158 Hex = 00AF9E	R = 95 G = 106 B = 114 Hex = 737477	R = 233 G = 227 B = 219 Hex = E9E3DB

Note: Use the recommended tints (percentages) and shades (see Color Palette section) of these colors in cases where there are more items to be presented on the chart or graph.

Utility Colors for Charts and Graphs



To be used when additional colors are needed for charts and graphs. This palette is to be used in conjunction with the brand colors.

		
Dark Purple PMS® 2623 C	Burnt Yellow PMS® 124 C	Dark Red PMS® 1815 C
R = 111 G = 63 B = 111 Hex = 703F6F	R = 219 G = 163 B = 28 Hex = DBA428	R = 146 G = 48 B = 30 Hex = 913120

Note: Use different tints (percentages) of these colors in cases where there are more items to be presented on the chart or graph.

Duo-Tone Gradients for Charts and Graphs

The following are examples of recommended gradients, but combinations are not limited to these. Gradients should be subtle, created with two similar colors or one color that fades to the background color.

	
Dark Green 100% C = 100 M = 0 Y = 60 K = 30	Light Green 100% C = 90 M = 0 Y = 49 K = 0
	
Warm Gray with Black C = 0 M = 2 Y = 5 K = 24	Warm Gray 85% C = 0 M = 2 Y = 5 K = 9
	
Dark Gray with Black C = 0 M = 0 Y = 0 K = 82	Dark Gray 100% C = 0 M = 0 Y = 0 K = 67
Dark Red 100% C = 28 M = 90 Y = 98 K = 27	Light Red C = 28 M = 90 Y = 98 K = 7

CHARTS AND GRAPHS - EXAMPLES

The following examples represent how charts and graphs should look in customer-facing materials. Competitive companies should never be represented with the Dark Green or Light Green.

All Brand Colors

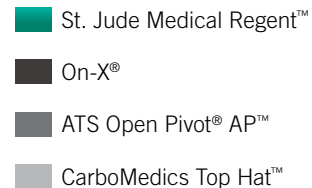
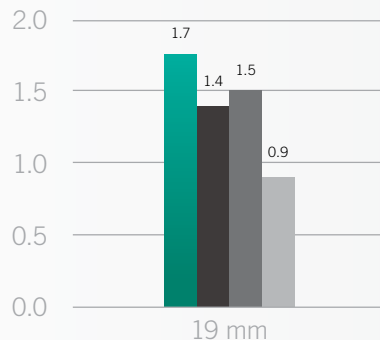
These charts and graphs use colors from only the St. Jude Medical brand palette and their recommended tints and shades.

Title	A	B	C	D
One	X	X	X	X
Two	X	X	X	X
Three	X	X	X	X
Four	X	X	X	X
Five	X	X	X	X
Six	X	X	X	X
Total	X	X	X	X

Revenue (in millions)

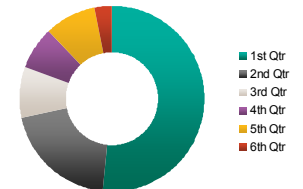
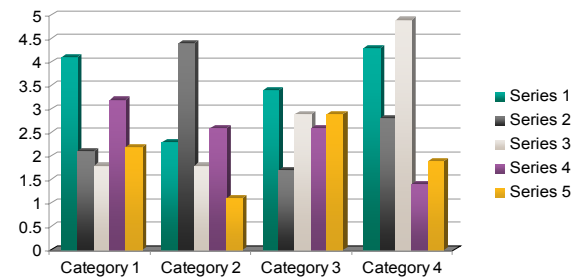
FY05	\$2,915
FY06	\$3,302
FY07	\$3,779

In-Vivo Effective Orifice Area (cm²)

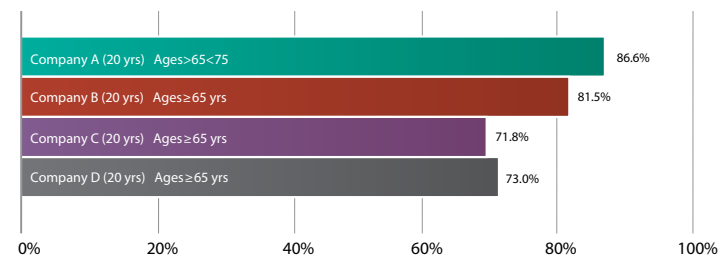


Brand Colors with Utility Colors

These charts and graphs use colors from the St. Jude Medical brand palette and the defined utility colors. Utility colors may not be used alone, only in conjunction with the St. Jude Medical brand palette.



Title	A	B	C	D
One	X	X	X	X
Two	X	X	X	X
Three	X	X	X	X
Four	X	X	X	X
Five	X	X	X	X
Six	X	X	X	X
Total	X	X	X	X



FOOTER ADDRESS BLOCKS

The following represents how address blocks in the footer should be shown. Footer address blocks should contain at least the global headquarters, division, manufacturing facility and local sales office addresses. List additional addresses as appropriate to the piece.

U.S. Addresses

United States addresses begin with the division/legal entity, rather than beginning with "St. Jude Medical." This is because each U.S. division has an address distinct from St. Jude Medical headquarters. Do not include the corporate name in divisional address blocks. The division/legal entity should be in bold.

International Addresses

International addresses use "St. Jude Medical" since the corporate and division offices are often co-located. The line that begins with St. Jude Medical should be in bold.

U.S. Addresses

Global Headquarters

One St. Jude Medical Drive
St. Paul, Minnesota 55117
USA
+1 651 756 2000
+1 651 756 4310 Fax

US Division

6300 Bee Cave Road
Building Two, Suite 100
Austin, Texas 78746
USA
+1 512 732 7400
+1 512 732 2418 Fax

St. Jude Medical International Division

One Lillehei Plaza
St. Paul, Minnesota 55117
USA
+1 651 756 2000
+1 651 756 2291 Fax

Cardiac Rhythm Management Division

15900 Valley View Court
Sylmar, California 91342
USA
+1 818 362 6822
+1 818 364 5814 Fax

International Addresses

St. Jude Medical AB

Veddestavägen 19
175 84 Järfälla
Sweden
+46 8 474 40 00
+46 8 760 95 42 Fax

St. Jude Medical Japan Co., Ltd.

Shiodome City Center 15F
1-5-2, Higashi-Shinbashi
Minato-ku
Tokyo 105-7115
Japan
+81 3 3423 6450
+81 3 3402 5586 Fax

All Footer Addresses

- Trade Gothic Bold No. 2 for first line (division/legal entity)
- Trade Gothic Light for remaining lines
- 6 point
- black
- left-aligned
- tight spacing between columns

LOGO MISUSE

Master Logo Art is available on our intranet. Do not attempt to recreate the St. Jude Medical Logo or any of its three key elements (Symbol, Logotype and Theme Line). Use of alternate fonts, color and any arrangement modifications

is prohibited. Below are a few examples of what not to do with the Logo. For proper use of the Logo, please refer to the Logo section.



Distorting the Logo (squishing / stretching) is not allowed



Reversing colors / modifying the Logo is not allowed



Incorrect Logo for the background color chosen, not enough contrast



Address text infringes upon Logo's safe area (a bounding box marks this)

Do not use  ST. JUDE MEDICAL™ in a sentence.

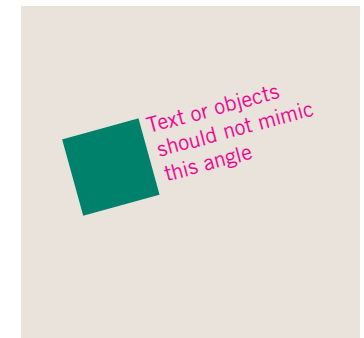
Using the Logo in place of writing out St. Jude Medical is not allowed



Creating a pattern with the Logo or any other object is not allowed



Placing the Logo on a busy background is not allowed



Use of center square's angle as design element is not allowed



Use of the symbol as design element is not allowed



MORE CONTROL.

A high-angle, close-up shot of surgeons in an operating room. The scene is dimly lit, with a strong blue light source illuminating the surgical site. Two surgeons are visible, wearing blue scrubs, white masks, and surgical caps. They are focused on a patient lying on the operating table. Surgical instruments are visible on the table. The overall atmosphere is clinical and professional.

LESS RISK.

www.sjm.com
SJMprofessional.com

ST. JUDE MEDICAL, the nine-squares symbol and MORE CONTROL. LESS RISK. are registered and unregistered trademarks and service marks of St. Jude Medical, Inc. and its related companies. ©2011 St. Jude Medical, Inc. All rights reserved.

Adobe, Acrobat, Creative Suite, InDesign, Photoshop, and Illustrator are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries. Microsoft is a registered trademark of Microsoft Corp. in the United States and other countries. Microsoft Word, Microsoft Windows and Microsoft PowerPoint are product names of Microsoft Corp. PANTONE® and other Pantone, Inc. trademarks are the property of Pantone, Inc.

2/18/2011

