

Corporate**Style**
Guide
for print & emedia

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INTRODUCTION

This Style Guide was drafted to protect and strengthen the Marauder Corporation's marks. Developing a mark involves a commitment from Marauder and its licensees, and reciprocal trust from its customers. A large part of that trust comes from maintaining a consistent message and trade identity. The consistency of the Marauder message is supported through a consistent identity for its marks.

This document provides the guidelines for portraying the Marauder marks. Some of these guidelines are extremely specific, and others are directional in order to allow personal judgement according to the specific piece of communication being developed. If a question or an unusual situation should arise, please contact:

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Indian Wells
CA 92210

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Marauder trademarks and service marks identify and distinguish the products and services of Marauder from those of other companies. Marauder marks can be a single word (for example, Marauder); combination of words (such as Marauder Corporation); a logo, a design or a combination of the foregoing used to identify a single source of Marauder products. Additionally, the marks symbolize quality and goodwill.

RULES OF USE

Marauder marks should always be used as an adjective, followed by a generic noun. An easy way to find out if you're following this rule is to remove the mark from the sentence to confirm that a complete and grammatically correct sentence still exists.

Marauder marks should never be altered or appended to in any way: no hyphens, slashes, prefixes, suffixes, etc.

Correct: Bill Collector in a Box™

Incorrect: Bill-Collector-in-a-Box.

Marauder marks should never be abbreviated.

Correct: Bill Collector in a Box™

Incorrect: BCIAB

Marauder's word marks should always be set off from surrounding text in one of the following ways:

- Quotation marks
- Different colors
- Distinctive lettering that has been approved by Marauder
- Using the mark with the word "brand."

Marauder marks should always be displayed with the proper trademark symbol and notice.

The registered symbol ® (an encircled R) should not be used with a Marauder mark unless and until the mark has achieved Federal Registration. Registered Marauder trademarks should always be displayed with the symbol ®, preferably as a superscript. If the symbol ® is unavailable, the symbol (R), R within parentheses, may be used. Unregistered Marauder trademarks should be displayed with the symbol ™, preferably as a superscript or subscript, otherwise in parentheses (TM).

In print or emedia it is only necessary to use the ™ or ® marks for the first instance of the name on any page.

When a Marauder mark is used in an advertisement, the following phrase should appear, in a 7 point or larger font size, somewhere in the advertisement, usually at the bottom of the page;

[Bill Collector in a Box™] is a [registered] trademark of Marauder Corp.®



The Marauder® and Bill Collector in a Box™ logos should be surrounded by ample space (see exclusion zones - p6 & p12).

Only use logos supplied by Marauder Corporation. A wide variety of permissible print and emedia logo variations are shown in this guide and can be freely downloaded from www.billcollectorinabox.com



Do not **stretch** the logo



Do not **slant** the logo



Do not **condense** the logo



Do not **outline** the logo



Do not **combine graphics**



Do not use logo at an **angle**



Do not **combine with slogans**



*Applies to all marks owned by Marauder Corporation

Corporate Logo

Logo Exclusion Zone



USAGE

This illustration shows the logo exclusion zone as dictated by the horizontal and vertical M from the logo itself. No graphic or text is permitted within this zone.

NOTES

Exclusion applies to Print and emedia output.

DOWNLOADS

- Marauder Mono Logo
- [Illustrator 10 format](#)
- [Hi-Res JPG](#)
- [Lo-Res JPG](#)

Corporate Logo

Default Mono Logo

Reversed Mono Logo




USAGE

The top logo is the preferred logo for monochrome applications. Use the reversed image only when necessary. The tinted logo on the next page is the preferred choice.

NOTES

DOWNLOADS

- Marauder Mono Logo
-  [Illustrator 10 format](#)
-  [Default: Hi-Res JPG](#)
-  [Default: Lo-Res JPG](#)
-  [Reversed: Hi-Res JPG](#)
-  [Reversed: Lo-Res JPG](#)

Corporate Logo



Default Tinted Logo

Reversed Tinted Logo

Marauder®Marauder®**USAGE**

This tinted logo is the preferred choice of all Marauder logos in Pantone 2955c. Where reversed color logos are required the tint is lighter: C100 M0 Y0 K0

NOTES**DOWNLOADS**

-  [Marauder Color Logo](#)
-  [Illustrator 10 format](#)
-  [Hi-Res JPG](#)
-  [Lo-Res JPG](#)

Corporate Fonts

For Print

For Web & emedia

Print - Futura Light BT

abcdefghijklmnopqrstuvwxyz-0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Print & Web - Futura Md BT

abcdefghijklmnopqrstuvwxyz-0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Print & Web - Futura HV BT

abcdefghijklmnopqrstuvwxyz-0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Primary Web only - Trebuchet MS

abcdefghijklmnopqrstuvwxyz-0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Secondary Web only - Verdana Regular

abcdefghijklmnopqrstuvwxyz-0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

USAGE

These fonts are recommended for internal, external and general marketing communications. For all printwork and emedia.

NOTES

All print fonts are licensable and available from BitStream Inc. Not from Marauder.

Web fonts are supplied with Windows XP & recent OSs. Trebuchet MS owned by Microsoft Corp. www.microsoft.com

DOWNLOADS

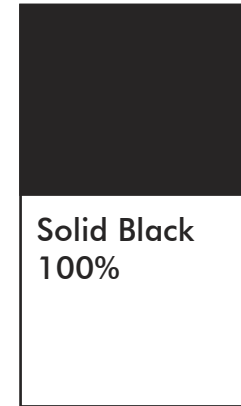
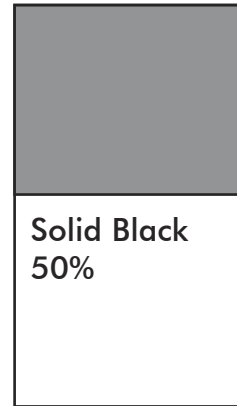
Available from these vendors:
Futura - linotype.com
Trebuchet - SimplyTheBest.com

Corporate Colors

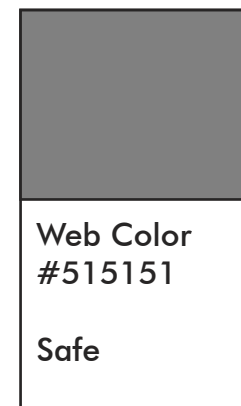
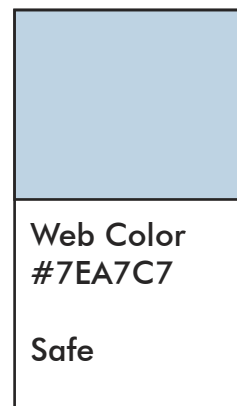
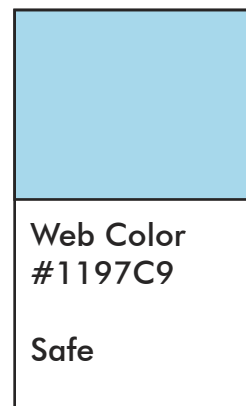
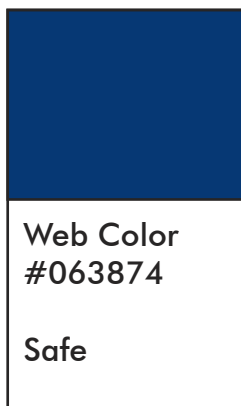
For Print

For Web & emedia

Print & Illustration



Web



USAGE

For all print and emedia situations. Please reference print colors with the Pantone® matching system for complete reproduction accuracy.

NOTES

Colors shown here will vary from monitor to monitor. Only proof colors from a Pantone® swatch

DOWNLOADS

For color matching and proofing visit:
www.pantone.com

BRANDS

BillCollector in a Box Logo Exclusion Zone



USAGE

This illustration shows the logo exclusion zone as dictated by the horizontal and vertical B (of Bill Collector) from the logo itself. No graphic or text is permitted within this zone.

NOTES

Exclusion applies to Print and emedia output. This logo is exactly the same as can be found on the Retail packaging.

DOWNLOADS

- BCIAB Logo
- [Illustrator 10 format](#)
- [Hi-Res JPG](#)
- [Lo-Res JPG](#)

Note: There is no tint version of this logo

BillCollector in a Box

Default Logo

Reversed Default

BillCollector

SMALL BUSINESS BILLING AND DEBT COLLECTION SOFTWARE **IN A BOX**
TM

BillCollector

SMALL BUSINESS BILLING AND DEBT COLLECTION SOFTWARE **IN A BOX**
TM

Note: There is no tint version of this logo

USAGE

The color logo is the preferred reproduction choice. 100% black and Pantone Red accent box.

Please try and retain the red accent box when the logo is used in its reversed form.

NOTES

DOWNLOADS

BCIAB Logo

- [↗ Illustrator 10 format](#)
- [↗ Default Hi-Res JPG](#)
- [↗ Default Lo-Res JPG](#)
- [↗ Reversed Hi-Res JPG](#)
- [↗ Reversed Lo-Res JPG](#)

BillCollector in a Box

Monotone Logo

Reversed Monotone

BillCollector

SMALL BUSINESS BILLING AND DEBT COLLECTION SOFTWARE **IN A BOX**TM 50% Black

BillCollector

SMALL BUSINESS BILLING AND DEBT COLLECTION SOFTWARE **IN A BOX**TM 50% white




Note: There is no tint version of this logo

USAGE

The top logo is the preferred logo for monochrome applications. Use the reversed image only when necessary. The tinted logo on the next page is the preferred choice.

NOTES

DOWNLOADS

- BCIAB Logo
-  [Illustrator 10 format](#)
-  [Hi-Res JPG](#)
-  [Lo-Res JPG](#)

BillCollector in a Box
Scaling Allowances

USAGE

Example Bill Collector in a box logos for all print and emedia.

87pt* **BillCollector**
SMALL BUSINESS BILLING AND DEBT COLLECTION SOFTWARE **IN A BOX**
TM

65pt **BillCollector**
SMALL BUSINESS BILLING AND DEBT COLLECTION SOFTWARE **IN A BOX**
TM

50pt **BillCollector**
SMALL BUSINESS BILLING AND DEBT COLLECTION SOFTWARE **IN A BOX**
TM

38pt **BillCollector**
SMALL BUSINESS BILLING AND DEBT COLLECTION SOFTWARE **IN A BOX**
TM

28pt **BillCollector**
SMALL BUSINESS BILLING AND DEBT COLLECTION SOFTWARE **IN A BOX**
TM

NOTES

* No maximum size applies but the minimum reproduced size is shown on the left, 12 point for print or 22 pixels for emedia.

DOWNLOADS

- BCIAB Logo
- Illustrator 10 format
- Hi-Res JPG
- Lo-Res JPG

Minimum reproduction size

12pt **BillCollector**
SMALL BUSINESS BILLING AND DEBT COLLECTION SOFTWARE **IN A BOX**
TM

BillCollector in a Box

Print Fonts
Web Fonts



Print - Futura Light BT

abcdefghijklmnopqrstuvwxyz-0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Print & Web - Futura Md BT

abcdefghijklmnopqrstuvwxyz-0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Print & Web - Futura XBlk BT

abcdefghijklmnopqrstuvwxyz-
0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Primary Web only - Trebuchet MS

abcdefghijklmnopqrstuvwxyz-0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Secondary Web only - Verdana Regular

abcdefghijklmnopqrstuvwxyz-0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ



www.billcollectorinabox.com

USAGE

These fonts are recommended general Bill Collector in a Box marketing communications. For all print work and emedia.

Print fonts match the Bill Collector in a Box Retail packs while the Web fonts shown here are the same as used for the Bill Collector in a Box web site.

NOTES

All print fonts are licensable and available from BitStream Inc. Not from Marauder.

Web fonts are supplied with Windows XP & recent OSs. Trebuchet MS owned by Microsoft Corp. www.microsoft.com

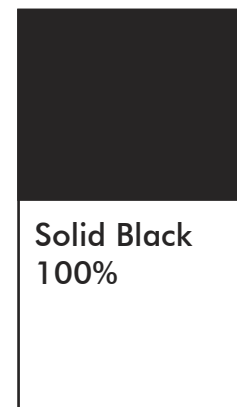
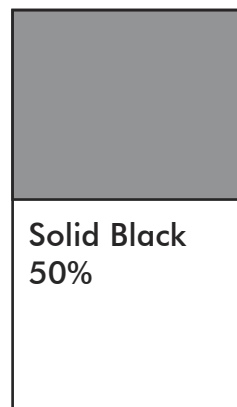
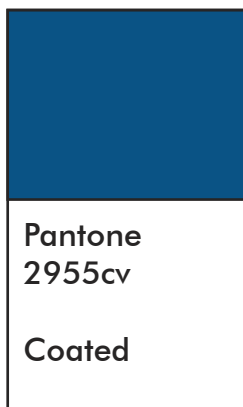
DOWNLOADS

Available from these vendors:
Futura - linotype.com
Trebuchet - SimplyTheBest.com

BillCollector in a Box

Color Swatches
Print & Web

Print & Illustration



Web - Primary



#063874
R6 G56 B116

Site Principle tint



#13517D
R19 G85 B125

General Subheaders



#7EA7C7
R126 G167 B199

Text Highlight



#990000
R153 G0 B0

Principle Subheader



#333333
R128 G128 B128

Body Text (50% Black)

Web - Backgrounds



#B3C912
R179 G201 B18

Features



#C88E11
R200 G142 B17

Features



#1197C9
R17 B151 G121

Features



#B22740
R178 G39 B64

Features



#FFFFFF
R256 G256 B256

Ref:

USAGE

For all print and emedia situations. Please reference print colors with the Pantone® matching system for complete reproduction accuracy.

The web colors shown include approximation of reference colors and complimentary colors to it.

NOTES

Colors shown here will vary from monitor to monitor. Only proof colors from a Pantone® swatch

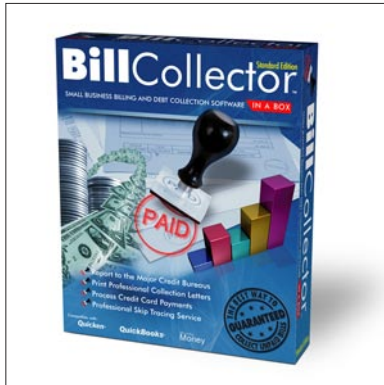
Not all shown Web colors are "Web Safe". You should approximate if this is a concern.

DOWNLOADS

For color matching and proofing visit:
www.pantone.com

MARCOMMS

BillCollector in a Box Marcomms Collateral



(1) Retail Pack JPG image of Bill Collector in a Box.
[Download med-res image](#)
[Download hi-res image](#)



(2) OEM Pack JPG image of Bill Collector in a Box.
[Download med-res image](#)
[Download hi-res image](#)



(3) Retail Pack & Contents JPG image of Bill Collector in a Box.
[Download med-res image](#)
[Download hi-res image](#)



(4) Element from Bill Collector in a Box retail package. JPG
[Download med-res image](#)
[Download hi-res image](#)



(5) Elements from Bill Collector in a Box retail package. JPG
[Download med-res image](#)
[Download hi-res image](#)



(6) Billing Cycle from Bill Collector in a Box. Retail package. JPG
[Download med-res image](#)
[Download hi-res image](#)

USAGE

On the left are images that are frequently used in the promotion of Bill Collector In A Box. These are available for advertising, editorial and promotional use only.

Hyperlinks are directed to official art on the companies web site.

NOTES

For use other than advertising, editorial and promotional please contact Marauder Corporation for reproduction permission.

DATA FILES

For an overview of available images visit:
billcollectorinabox.com

