

UPEK Brand and Identity Guidelines

June 2005

A Consistent Brand

Dear UPEK Employee,

The UPEK logo and corporate identity elements help define who we are and differentiate us from our competitors. People get a visual impression of our company everyday through visits to our website, viewing marketing collateral, entering our lobbies, and even something as simple as receiving a business card.

To ensure the integrity of our brand identity, correct and consistent usage of the elements within the brand identity system is essential. This guide outlines correct brand usage that will help maintain and reinforce a singular UPEK identity.

We all have a responsibility to use the brand identity properly. All of us - including our licensees, vendors, consultants, partners and developers - are responsible for using UPEK trademarks, icons, logos, and visual and word marks correctly, on all documents, websites, via print and on-line, and in all traditional and non-traditional communications, both internally and externally.

By adhering to these guidelines you help ensure that this mark remains solid and continues to strengthen in the years to come.

If you have any questions about these guidelines please contact us in Corporate Marketing at corp.marketing@upek.com.

Greg Goelz
Vice President, Marketing

June 2005

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The correct name of our company is UPEK®, Inc. The first time the company name is used in a document, always use the entire name.

After the first use of the company name, in text, the company can be referred to as UPEK without the ® and "Inc."

1.1 UPEK Corporate Name

UPEK®, Inc.

UPEK

At the bottom of text, include "UPEK is a registered trademark of UPEK, Inc."

Correct Pronunciation:

yōō' - pĕk (not "oo - peck")

Incorrect Usage:

Upek

Do not use a mix of upper and lower case letters for the UPEK name.

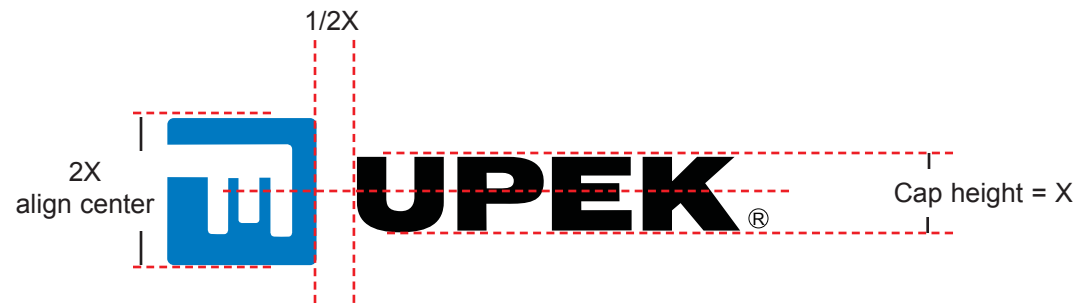
UPEK

The UPEK logo is the most visible graphic expression of the UPEK brand. These guidelines illustrate the correct usage of the UPEK name.

Always reproduce the UPEK corporate logo from approved digital files and electronic artwork that are provided directly by UPEK Corporate Marketing.

Please submit your requests and inquiries to corp.marketing@upek.com.

1.2 UPEK Corporate Logo Usage



1.3 UPEK Corporate Tagline

The correct corporate tagline for UPEK, Inc. is:
SECURITY MADE SIMPLE

It is always used in all capital letters. To maintain the consistency of our tagline's appearance, always use an electronic file provided by Corporate Marketing so that you can be sure you have the right typeface, color and letter spacing.

SECURITY MADE SIMPLE™

The typeface is
Helvetica Narrow Bold
with tracking set at 20.

Gray color is:
Pantone Cool Gray 8

R	G	B
148	148	148

C	M	Y	K
0	0	0	50

1.4 Corporate Logo Color Variations

There are only two basic color variations for the UPEK corporate logo.



Pantone 300 and black
Process %: 100C - 36M - 0Y - 0K
RGB: 0 130 201



All black

1.5 Correct Usage of the Corporate Logo

These are examples of appropriate usage of the UPEK corporate logo.



Color on plain background



Color logo in white box on dark background



If the logo is less than 3/4" in length, it is not necessary to include the registered trademark symbol.



When using the logo on a photo, make sure you place it on a white background with the appropriate amount of clear space around the logo.

1.6 Incorrect Usage of the Corporate Logo

Examples of incorrect usage of the UPEK corporate logo are shown on this page.

Do not alter the UPEK corporate logo. Do not animate, mutate, or otherwise distort it. Do not rotate it. Do not add drop shadows.

When using the UPEK corporate logo on a photograph the background must be white. Do not place the corporate logo on a busy, colored background.



Ensure proper contrast



Do not use outline



Ensure proper contrast



Do not change color

Never use the UPEK logo in a sentence. It is improper, and it constitutes a violation of our trademark.

Example:

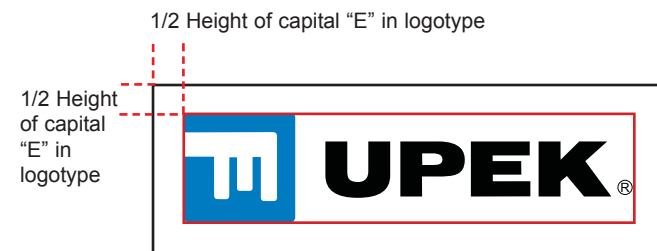
At **UPEK**, we have our fingers on the pulse of biometrics.

1.7 Minimum Corporate Logo Size & Clear Space

Minimum size and clearspace guidelines have been determined to ensure that the UPEK logo is always visible and positioned so that it is sufficiently clear of other graphics, text, photography and other inappropriate elements. Any background inside this clear space must be of a solid tone and free from typography or any other graphic elements. If the word mark is used directly on a photograph, the clear space area must still provide visible contrast between the background and the symbol.

In all applications of the UPEK corporate logo, the minimum clear space around the symbol should be equal to 1/2 the height of the capital "E" in the UPEK corporate logo on any side of the logo.

Clear Space Requirements



The minimum size for the UPEK corporate logo is 3/16" for the height of the blue box.

Minimum Corporate Logo Size



1.8 Graphic Elements

UPEK communications contain numerous graphic elements which, used consistently, serve to communicate the visual identity of the company.

These elements are available through Corporate Marketing and should be used whenever possible to enhance marketing communications materials.

Always reproduce the UPEK corporate logo from approved digital files and electronic artwork that are provided directly by UPEK Corporate Marketing.

Please submit your requests and inquiries to corp.marketing@upek.com.

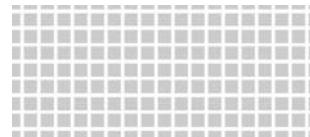
Gold background



Used to identify special sections of copy, sidebars, navigation bars, etc., or simply a colored bar or block.

<u>C</u>	<u>M</u>	<u>Y</u>	<u>K</u>		<u>R</u>	<u>G</u>	<u>B</u>
5	15	100	5		231	197	17

Checkerboard



A checkerboard block of tiny gray squares may be used to enhance the look of collateral. Grid files may be obtained from corporate marketing.

Either one of two shades of gray may be used for background areas: Cool gray 4 and cool gray 8.

Gray backgrounds



Pantone Cool Gray 4

<u>C</u>	<u>M</u>	<u>Y</u>	<u>K</u>		<u>R</u>	<u>G</u>	<u>B</u>
0	0	0	24		201	201	201

Pantone Cool Gray 8

<u>C</u>	<u>M</u>	<u>Y</u>	<u>K</u>		<u>R</u>	<u>G</u>	<u>B</u>
0	0	0	50		148	148	148

Finger/sunray images



Images are available from corporate marketing that show “sun rays” emanating from a fingertip on a gold background or closely cropped sunrays on a blue background.

1.9 Trademark Information

UPEK trademarks are valuable company assets because they identify our company, our products, and our services. Our proprietary names can be protected as long as we follow the trademark guidelines.

Using trademarked names incorrectly could result in loss of trademark protection, giving others the opportunity to adopt or misuse the names that should be associated only with UPEK.

UPEK trademarks, and the guidelines to use them, are subject to change (and often do change). While these guidelines address basic trademark issues, it is always wise to check with both the legal department and corporate marketing for current information.

Always reproduce the UPEK corporate logo from approved digital files and electronic artwork that are provided directly by UPEK Corporate Marketing.

Please submit your requests and inquiries to corp.marketing@upek.com.

Legal Company Name

The format for the legal name of the corporation is UPEK®, Inc.

For informal usages, **UPEK** is acceptable as an abbreviated trade name and trademark.

UPEK should be spelled in all caps (not “Upek”).

After the first use in text, “UPEK®, Inc.” can be abbreviated as “UPEK” without “Inc.” and “®”.

Example:

“UPEK®, Inc. is the leader in biometric fingerprint security. UPEK was launched as a venture-backed spin-off...”

Product Names

Product trademarks should be used as modifiers, not as standalone objects

Acceptable: “The TouchStrip™ Fingerprint Authentication Solution is a compact silicon-based strip sensor...”

Unacceptable: “TouchStrip™ is a compact silicon-based strip sensor...”

After first use in text, product trademarks can be written without including the ® or ™ symbols.

Product Names (continued)

It is important to establish the complete trademarked name of a product at its first text reference (for example, UPEK® TouchStrip™ Sensor).

Here is a list of our registered trademarks: (denoted by ®)

UPEK®

 UPEK.

TouchChip®

PerfectPrint®

PerfectMatch®

BioSIMKey®

Security You Can put Your Finger On®

Other trademarks (denoted by ™):

TouchStrip™

Protector Suite™

Security Made Simple™

Products:

TouchChip® Fingerprint Authentication Solution

TouchChip® Sensor

TouchStrip™ Fingerprint Authentication Solution

TouchStrip™ Sensor

Protector Suite™ PRO Enterprise Security Software

Protector Suite™ QL Desktop Application Software

Protector Suite™ Token Portable Storage Application Software

PerfectPrint® Optimization Software

PerfectMatch® Biometric Algorithms

BioSIMKey® Fingerprint USB Reader

1.10 Primary Typeface

We have carefully chosen classic, yet modern typefaces to communicate UPEK corporate brand messages: Myriad, Adobe Garamond, Times Roman and Arial.

Myriad - This sans serif typeface has been carefully chosen for its combination of modern, clean look and ease of readability in a wide variety of design applications. It is to be used for marketing collateral, such as flyers, brochures, trade show posters and company literature. It should be used for headlines, lead-in paragraphs, corporate stationery and short promotional copy.

The additional fonts have been chosen to work elegantly and effectively with Myriad.

Myriad

Myriad Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890,./?:"'()&\$-+=!

Myriad Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890,./?:"'()&\$-+=!

Myriad Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890,./?:"'()&\$-+=!

Myriad Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890,./?:"'()&\$-+=!

1.11 Secondary Typeface

Garamond - This serif typeface has been chosen to complement the Myriad typeface where there is extensive body text. Garamond is an elegant typeface that maintains its readability at small sizes. It should be used for white papers and other printed documents where there is a lot of text.

Helvetica Neue - This sans serif typeface is our legacy primary typeface, and will remain in circulation until it is gradually phased out. It is currently used in all of our marketing collateral and Web communications.

Garamond

Adobe Garamond Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890,./?;:'"()&\$-+=!

Adobe Garamond Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890,./?;:'"()&\$-+=!

Adobe Garamond Bold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890,./?;:'"()&\$-+=!

Adobe Garamond Bold Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890,./?;:'"()&\$-+=!

Helvetica Neue

Helvetica Neue Standard Roman
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890,./?;:'"()&\$-+=!

Helvetica Neue Standard Roman Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890,./?;:'"()&\$-+=!

Helvetica Neue Standard Bold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890,./?;:'"()&\$-+=!

Helvetica Neue Standard Black
 ABCDEFGHIJKLMNOPQRSTU-
 VWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890,./?;:'"()&\$-+=!

Helvetica Neue Black Italic
 ABCDEFGHIJKLMNOPQRSTU-
 VWXYZ
 abcdefghijklmnopqrstu-
 vwxyz
 1234567890,./?;:'"()&\$-+=!

1.12 Word Processing Typeface

The UPEK word processing typefaces have been chosen for maximum versatility and accessibility. Arial is the preferred word processing typeface. Times Roman is more appropriate for documents with large amounts of text.

Some documents that these typefaces should be used for are:

- Letters
- Faxes
- Emails
- PowerPoint presentations

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890,/?:;"'()&\$-+=!

Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890,/?:;"'()&\$-+=!

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890,/?:;"'()&\$-+=!

Arial Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890,/?:;"'()&\$-+=!

Times Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890,/?:;"'()&\$-+=!

Times Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890,/?:;"'()&\$-+=!

Times Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890,/?:;"'()&\$-+=!

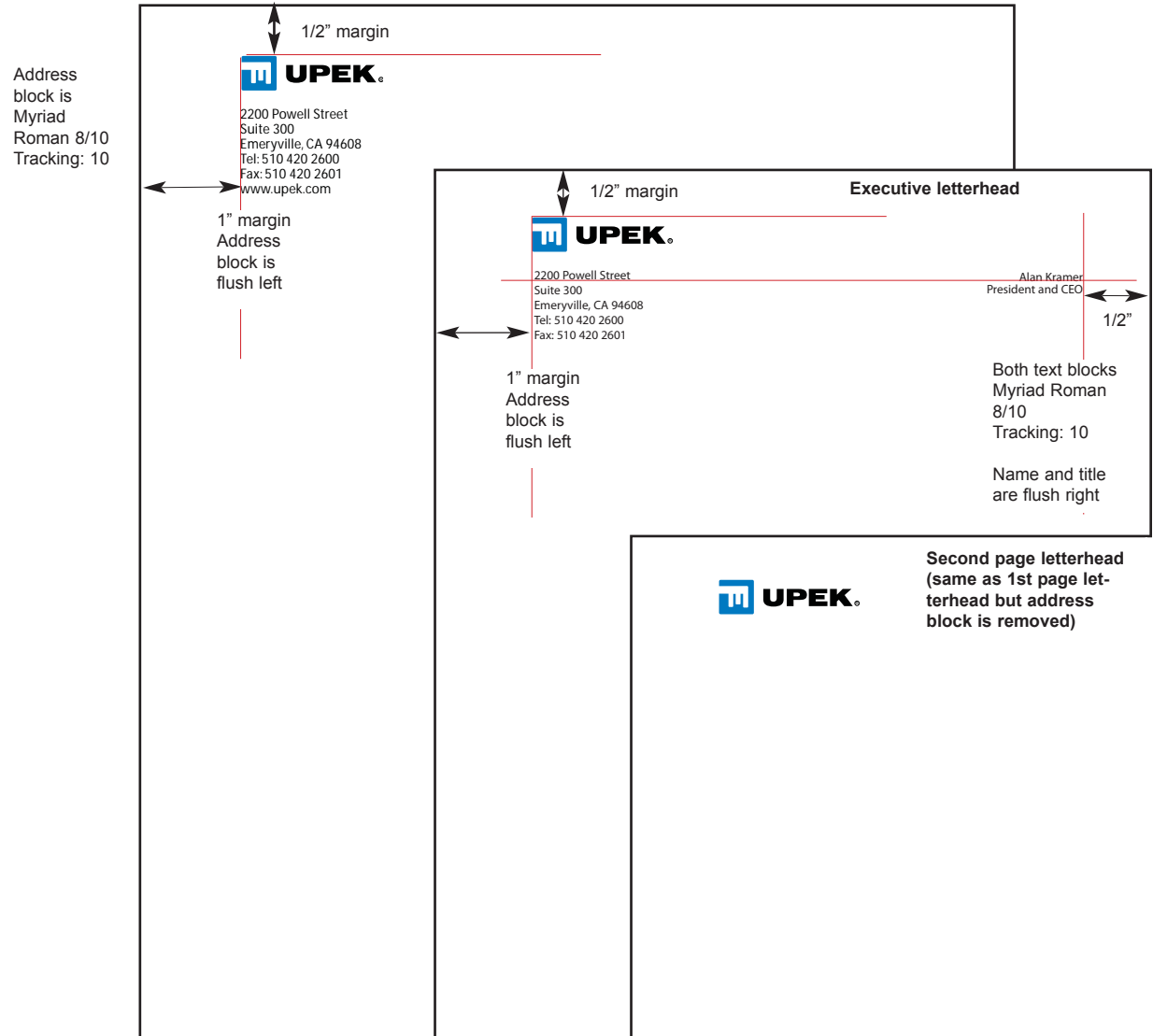
Times Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890,/?:;"'()&\$-+=!

2.1 Letterhead Specifications

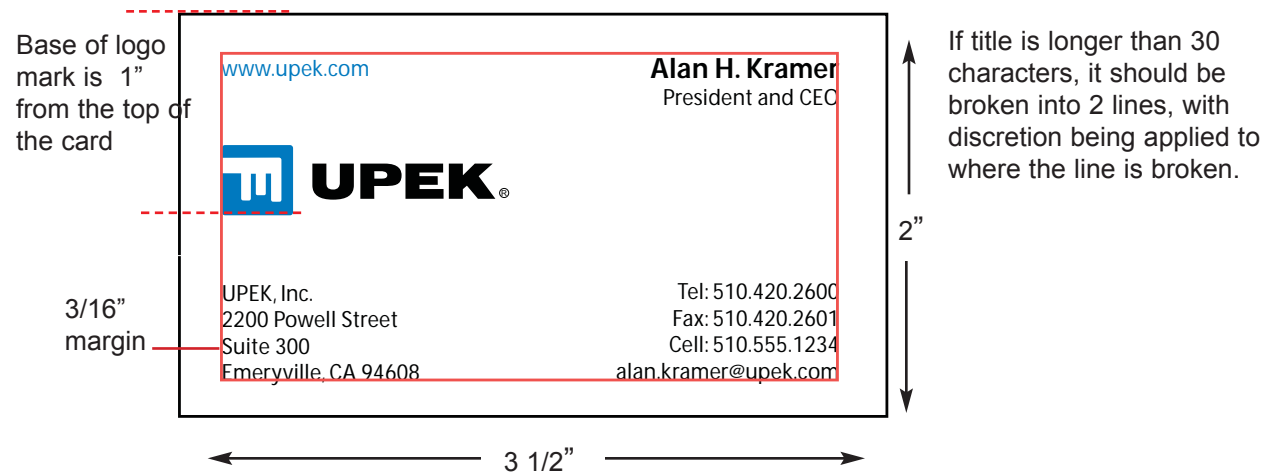
To ensure the integrity and consistency of UPEK business collateral, all corporate letterhead should follow the same format.

The paper stock for all letterhead is Strathmore 24# Writing Wove Ultimate White. Samples are available from Corporate Marketing.



2.2 Business Card Specifications

To ensure the integrity and consistency of UPEK business collateral, all corporate business cards should follow the same format.



The corporate logomark and URL should be printed in Pantone 300, and all of the other type should print in black.

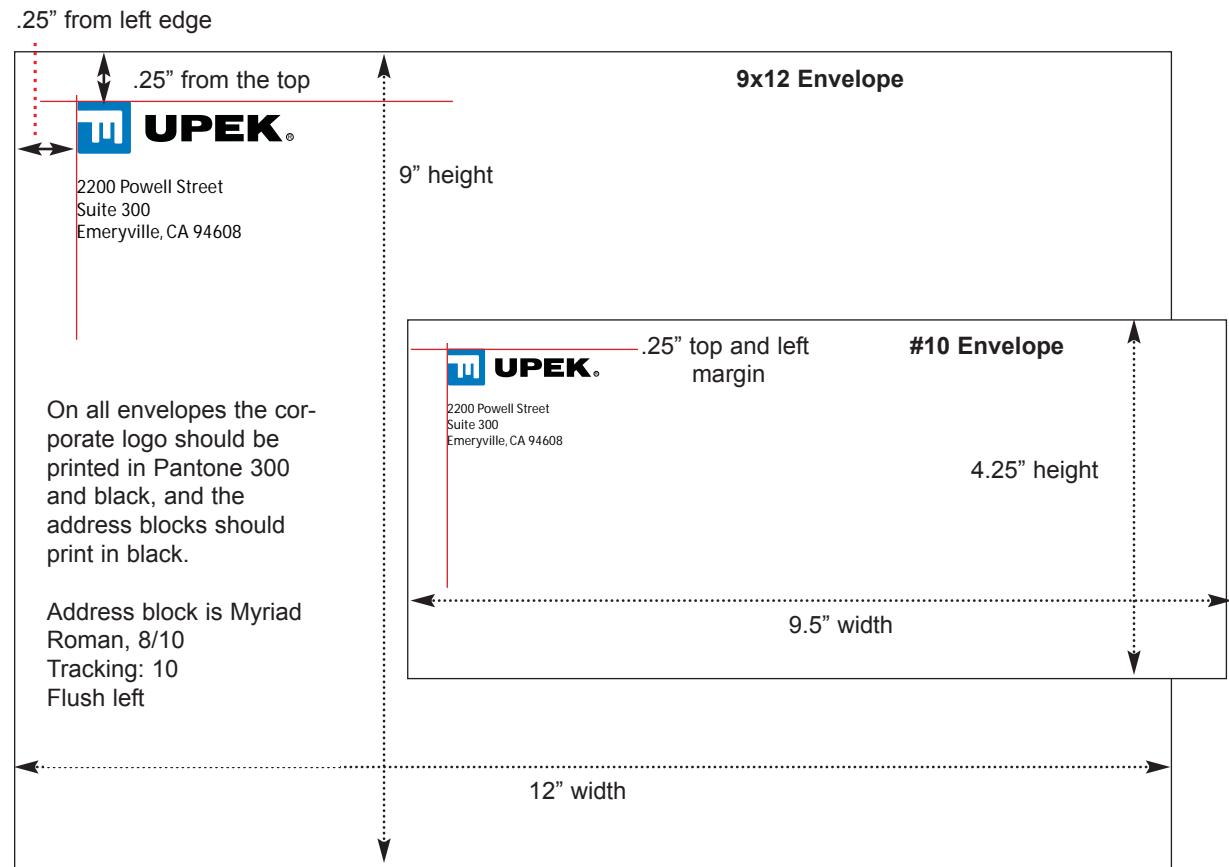
All type is 8/9.5 pt Myriad Roman with tracking of 10, except for name, which is Myriad Bold 10pt, tracking 10.

If employee does not wish to have cell phone displayed, 3 lines of contact info should be bottom-justified.

Paper stock should be 100# Strathmore Bristol Wove Cover - Bright White or similar.

2.3 Envelope Specifications

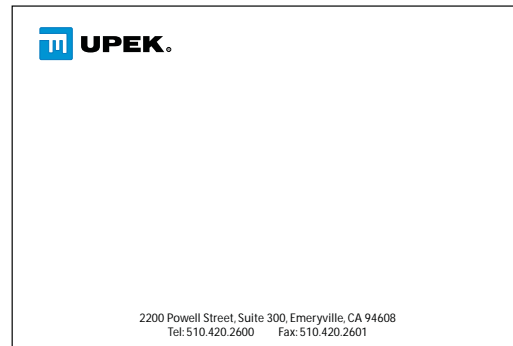
To ensure the integrity and consistency of UPEK business collateral, all envelope headings appear 0.25" from the top and left edge.



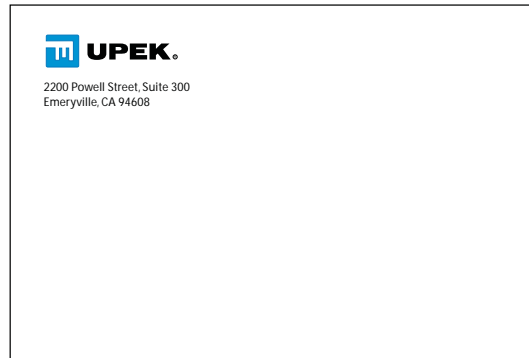
2.4 Labels and Note Cards

Labels and note cards are consistent with the look of the corporate envelopes. Personalizing a business note should be done in the content of the note, not in the appearance.

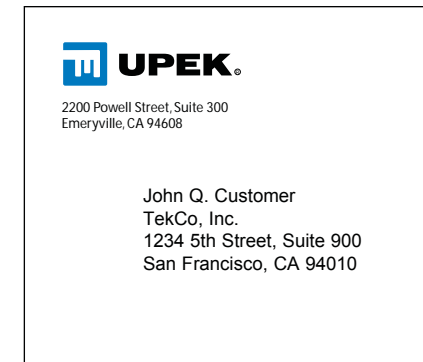
Note Card 6" x 4"



Note Card Envelope 6 1/8" x 4 1/8"



Mailing Label 4 1/4" x 3 3/4"



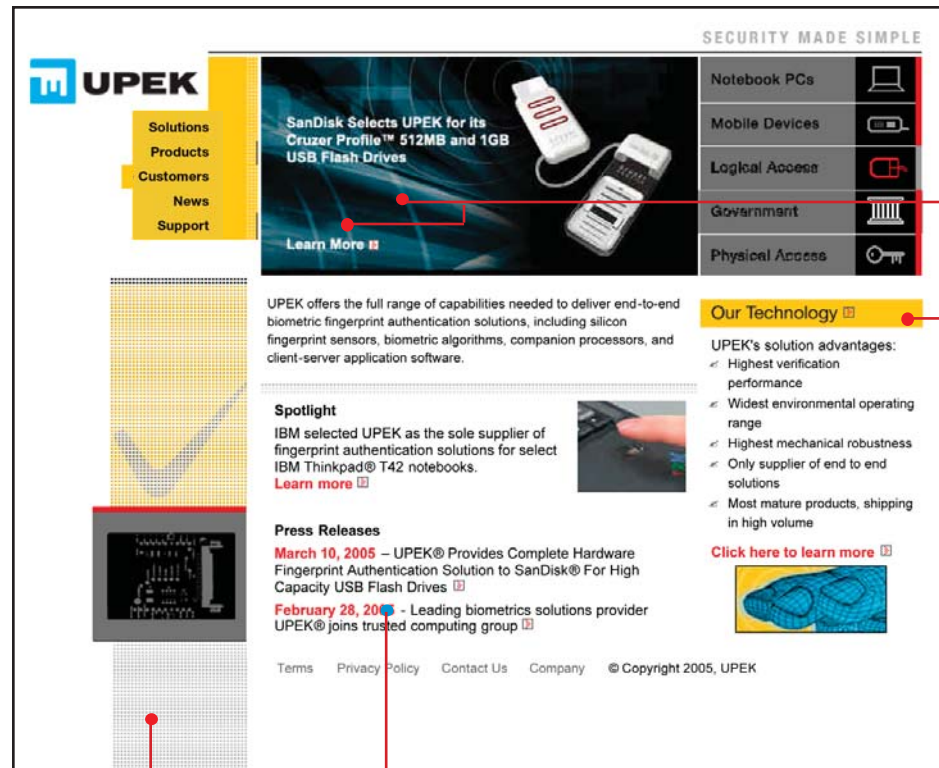
Note: Mailing label can be any size, but logo and address block should always maintain the proportion shown above, and should be flush left, upper left corner.

3.1 Website Design: Homepage

Online communications can incorporate the graphic elements mentioned in section 2.7 to add visual appeal, bring attention to certain parts of the layout and differentiate areas of information.

The subheads and navigation callouts are set in Helvetica Neue Medium and the body text is Microsoft San Serif.

The corporate website homepage incorporates many of the secondary graphic elements which help define our visual identity



Concentric circles - can be cropped tightly and can be animated

Gold bar highlights "Our Technology" section

Gray grid

R	G	B
201	201	201

Red color used to indicate links

R	G	B
255	0	0

Flash animation can be an effective method of creating compelling communications. It also provides a means for using our graphic elements to strengthen our visual identity.

3.2 Website Design: Flash imagery

Screen shot from the Flash movie at:
<http://www.upek.com/company/index.asp>



Helvetica Neue
Bold Condensed

Concentric circles
expand outward

4.1 Flyers

Flyers provide the foundation of the UPEK literature system. The layout for the flyers is recognizable and consistent. It employs the corporate colors - blue, gray and gold and uses the UPEK typeface, Myriad.

The background color on the right side bleeds at the top and the right of the sheet.

Bullets are indicated by a 9-square gray grid, printed in Pantone cool gray 8 or 50% black.

TouchStrip Fingerprint Authentication Solution flyer - Front side

Grid pattern
Cool gray 4
or 24% black

Headline is
Myriad Bold
20/24

Subhead is
Myriad Bold
14 pt.
C-100 M-36
Y-0 K-0

Body copy is
Myriad Roman
10/12

UPEK

**Touch Strip™
Fingerprint Authentication Solution**
TCS3-TCD4

Overview

UPEK's TouchStrip fingerprint authentication solution is a compact silicon-based strip sensor (TCS3) for acquisition of fingerprint data plus a powerful ASIC (TCD4) for fingerprint matching and secure data transfer.

PerfectPrint® optimization software controls the fingerprint acquisition to obtain the best possible fingerprint image, independent of the environmental conditions or skin type.

PerfectMatch® biometric algorithms extract fingerprint templates from live fingerprints and match them with previously stored fingerprint templates.

The TouchStrip fingerprint authentication solution is a complete biometric subsystem that includes application programming interface (API) support and the availability of development kits to enable rapid integration and reduce development costs. This embedded biometric subsystem offers the highest level of security by providing the capability to perform template extraction and matching inside the module, eliminating the need for additional hardware.

Customer Applications

PC & Peripherals Notebook PC Keyboard Mouse USB peripheral	Mobile Devices Cell phone PDA	Portable Storage Flash drive Portable HDD
---	--	--

Applications

Applications	Benefits
Password management	Improve security and convenience for accessing password protected application and services
Pre-boot authentication	Increase security at the BIOS level during system power-on for notebook PCs
Account login	Improve security for Windows® accounts
Fast user switcher	Share PCs with higher security and convenience among multiple users
File/folder encryption	Protect sensitive data for individual users
User authentication	Protect access to mobile devices at the network level

Features

Features	Benefits
End-to-end solutions	Full support allows easy integration into customer products
High biometric performance	Increases security and convenience
Database storage	Stores fingerprint templates securely inside the module
Match-on-chip	Increases security by performing authentication inside the secure module
One touch wake-up	Manages power efficiently because sensor requires less power when in standby mode
Protective coating	Protects sensor from chemical and environmental elements and ESD
5-way navigation	Enables mouse-like navigation, scrolling, and clicking

Gold bar is:
C-5 M-15 M-100 K-5
Type is 14 pt.
Myriad Bold
All Caps

Light blue bars are:
C-81 M-30 Y-9 K-0

The dark blue area is:
C-80 M-15 Y-0 K-45

Type in the
Features section
reverses to white

4.1 Flyers (continued)

Touchstrip Fingerprint Authentication Solutions flyer - Back side

Subhead is
Myriad Bold
14 pt.
C-100 M-36
Y-0 K-0

Body copy is
Myriad Roman
10/12

Trademark
information is
Myriad Roman
7.5/9

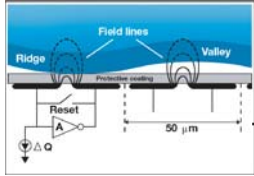
TouchStrip™ Fingerprint Authentication Solution
TCS3-TC D4

Technology Highlights

UPEK fingerprint authentication solutions utilize silicon technology, which is more secure, easy-to-use, cost-effective, compact, and power-efficient than alternatives such as optical and thermal technology.

UPEK's patented active capacitance sensing technology provides a higher immunity to parasitic effects than passive capacitive sensing, delivering a high signal-to-noise ratio and the ability to capture fingerprints from the widest range of skin types.

- Each sensor cell (pixel) contains an active capacitive feedback circuit sensitive to the presence of live skin close to the surface of the sensor.
- Each pixel has its own amplifier for highest possible signal-to-noise ratio.
- High sensitivity allows a thick protective coating to be applied to the surface of the sensor for environmental robustness.




Specifications

High Performance		Efficient Power Management	
Technology	CMOS active capacitive pixel-sensing	Power supply	2.7V – 3.6V
Image resolution	508 DPI	Power consumption (sensor and ASIC)	
Grayscale image depth	Full 8-bit	Stand by w/finger detect	130µA @ 3.3V
Acquisition speed	20 cm/second	Sleep	70µA @ 3.3V
Interface	UART (up to 230 kbps) USB 1.1 Full Speed	Imaging <small>(authentication requires approx. 1 sec)</small>	<156mA @ 3.3V
		Navigation	77mA to 156mA @ 3.3V
		Average power consumption <small>(assuming 1.0 swi per hr)</small>	1.9mW
Compact Form Factor		Ruggedized	
Package size	TCS317: 65 x 5 x 1.915 mm TCD4 10 x 10 x 1.26 mm	ESD Protection	IEC 61000-4-2 Level 4 ±15KV
Package type depth	TCS348 ball BGA TCD4 121 ball BGA	Operating temperature	TCS3-30 Co +70°C TCD4-40 Co +85°C
Active sensing area	12.4 x 0.2 mm	Protective coating	>10 million swipes
Pixel array size	248 x 4 pixels	Humidity	5% to 93% RH @ 30°C

To purchase a development kit visit:
<http://www.upek.com/devkit.asp>

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420-296-390-200

Singapore
65-6746-6323

Tokyo
81-3-5322-2885

Gray bar is:
Cool gray 8
or 50% black
Type is 20 pt.
Myriad Bold
Reverse to white

Illustration has 1 pt.
black rule

Type in the
Features section
reverses to white

4.2 PowerPoint Template

The UPEK presentation template was designed for flexibility and reflecting the visual identity.

The UPEK presentation template was created in PowerPoint 2002. If you have an older version of PowerPoint, you should purchase an upgrade. You will not be able to use the corporate template with versions 2000 or older.

The corporate presentation template may be obtained from corporate marketing.

Please submit your requests and inquiries to corp.marketing@upek.com.

Title slide



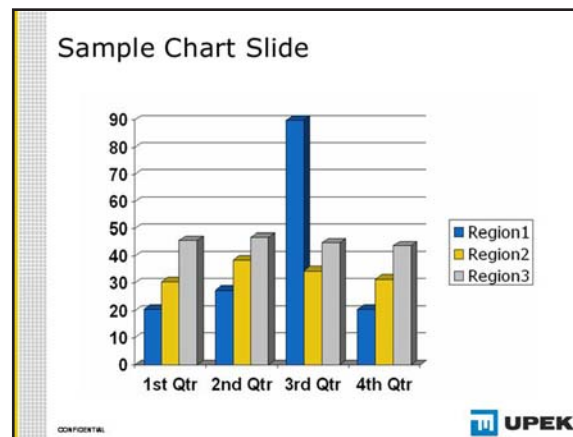
Bullet slide

Biometrics Market Opportunity

- Biometrics market is expected to grow at 40% CAGR through 2008 from \$1.2 billion (2004) to \$4.6 billion (2009)*
- Fingerprint technology will equal 44% of total biometrics market by 2009**
Fingerprint market will grow from \$344 million in 2004 to \$1.56 billion in 2009 (33.3% CAGR)
- IT staff spend 28 minutes per day fixing password problems, which translates to a productivity loss of \$7,384***
Combined with other password-related issues, the yearly cost of password-related issues averages about \$13,798 per mobile professional

*Janney Montgomery Scott LLC January 2005
** Frost & Sullivan
*** "Protecting Mobility" IDC July 2003

Chart slide



Slide with graphic

Fingerprint Biometrics

Advantages of fingerprint biometrics:

- Authentication linked to a unique human being
- Nothing to remember (passwords, PINs)
- Nothing to misplace (keys, smartcards, security tokens)
- Security with convenience

Promotional items offer a variety of surfaces and backgrounds on which the signature is placed. Refer to the graphic standards in section 1 for appropriate background colors, and keep in mind that the logo should always have clear space around it.

5.3 Branded Gifts

Polo shirts and Tshirts

Make sure logo is clear and legible. Match the thread color as closely as possible to Pantone 300.



Leatherbound Notebooks

Logo is embossed on this surface for elegant and subtle branding.



Flash Drive

Be sure background color contrasts with logo color.



Pens

Logo usually will be reduced to a size where the ® is not necessary.

