HOSTWAY®
GLOBAL WEB SOLUTIONS

Introduction

This document was created to aid Hostway Corporation employees, clients, partners and press in proper use of the company's corporate logo and identity.

Any modifications made without the explicit permission of Hostway Corporation is prohibited.

Electronic versions of Hostway Corporation logos can be found at www.hostway.com/media/identity/hostwaylogo.eps.

Color Specifications

HOSTWAY®
GLOBAL WEB SOLUTIONS

PANTONE **285**   PANTONE **137**   PANTONE **COOL GRAY 9**

Colored Version - Use on white backgrounds.

Colored Version - Use on lighter colored backgrounds.

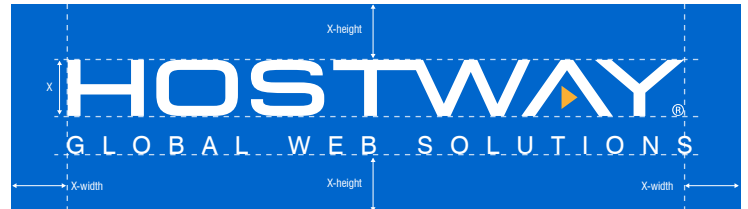**Reverse Version** - Use on darker colored backgrounds.

Color Settings - Specific settings for each color mode.

PANTONE 285	PANTONE 137	PANTONE COOL GRAY 9
CYMK C85 Y50 M0 K0	**CYMK** C0 Y44 M100 K0	**CYMK** C52 Y43 M43 K8
RGB R0 G102 B204	**RGB** R255 G153 B0	**RGB** R128 G128 B128
WEB #0066CC	**WEB** #FF9900	**WEB** #FF9900

Clear Space and Size Requirements

To enchance its visual effectiveness, proper margin (clear space) allowance around the Hostway logo must be maintained. The "x" height of the logotype was chosen as a standard unit of measure for calculating clear space and other size and positioning requirements. The logo should be separated on all sides from all other copy, photos, or illustrations by a clear margin area of at least one "x" height measurements as shown below. This guideline is a minimum; greater space is often desirable.

When using the logo for print work, do not reduce the size smaller than 1.5 inches.

The logo is stringently proportioned. Under no circumstances can the relationship between the height and the width be changed.

Please note that the color reproduced in this document may not match the pantone matching system.

PANTONE is a registered trademark of Pantone, Inc.

Hostway Corporation Identity Style Guide 2008 Version 2.0
© Copyright 2002-2008 Hostway Corporation. All rights reserved.

If not accompanying this style guide, the logo file can be found online at www.hostway.com/media/identity/hostwaylogo.eps.