

The Lustre Logo - Brand Guidelines

Color Specifications and File Formats

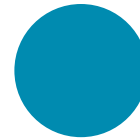
Available color formats: PMS, CMYK, and RGB

- PMS color should be used for professional offset printing.
- When PMS color is not an option, CMYK color should be used for local and digital printing.
- RGB color is for web and on-screen viewing only.

Available file formats: EPS, JPG and PNG

- EPS is the preferred file format for professional printing because it is scalable line art with optimal resolution.
- PNG and JPG file formats are best for everyday use. Use PNG files for all Microsoft Office documents, especially PowerPoint.
- JPG is the best file format for anything on a screen.

2 COLOR PMS

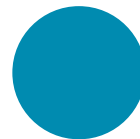
The logo consists of the word "lustre" in a lowercase, rounded, sans-serif font. A horizontal line with small circular dots at each letter's center passes through the text. A registered trademark symbol (®) is located at the top right of the word.

PMS 633

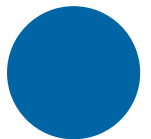


PMS 301C

CMYK COLOR

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C100 M0 Y10 K25



C100 M45 Y0 K18

RGB COLOR

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R0 G139 B176



R0 G101 B164

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REVERSE



Minimum Logo Width Print - 35mm



Minimum Logo Width Web - 110 px



LOGO USAGE



Don't Stretch or Distort



Don't Stretch or Distort



Don't Change Colors

The Lustre Logo - Brand Guidelines

By using the Lustre logo, you acknowledge that Xyratex Technology Ltd. ("Xyratex") is the sole owner of the trademark and that you will not challenge Xyratex's use, registration of, or applications to register such trademark. Any goodwill derived from the use of the Lustre logo shall exclusively inure to the benefit of Xyratex.

Using the Lustre logo:

The Lustre logo must be used only in the exact form indicated within this logo usage guidelines document. You must comply with any request to correct, remedy, or discontinue any use of the Lustre logo which is determined by Xyratex to be improper under these guidelines.

Using Lustre in text:

The term "Lustre" must only be used as an adjective followed by a generic description of the branded goods or services the first time it is used in text, and as often as possible after that. The registration symbol ® must be included with the first or most prevalent use of the Lustre trademark in materials on which it appears. The most appropriate phrase to use is the Lustre® file system.

Attribution Statement:

An attribution statement must be included in a legend on packaging, splash screens, web pages, and other materials where the Lustre logo appears. The statement should read: "Lustre is a registered trademark of Xyratex Technology Ltd."

Use with other logos:

On product packaging, advertising and other collateral, the Lustre logo must be used independently and separately from your trade names, service marks, logos or trademarks. The Lustre logo must be less prominent than your brand, and it should be either the stated color for the appropriate print or view format or in black and white, per the guidelines within this document.

Prohibited Use:

You may not use the Lustre logo or name in any way that could cause confusion as to the source of ownership of Lustre by Xyratex, or in any way that could damage the goodwill in the logo or the name. Accordingly, you must not:

- Display the Lustre logo or name more prominently, or larger than, or before your name or logo or your product name or logo, wherever displayed
- Use the Lustre logo or name in any way that it was not intended to be used
- Display the Lustre logo in a manner or location disparaging to Xyratex
- Display the Lustre logo in any publication or on a website that is pornographic, violent in nature, is in poor taste or unlawful, or which has a purpose or objective of encouraging unlawful activities
- Use the term Lustre as a noun, verb, in the possessive form or in the plural form