



BRAND COMPONENTS

Our Corporate Tagline

Innovation Delivered.

There are two core components of our new brand positioning:

- Being smart, thoughtful, a step ahead of the marketplace by pulling from years of experience and understanding industry trends
- Being focused on attending to customer needs and delivering on our promises

DIEBOLD

INNOVATION DELIVERED®

Corporate Diebold Blue PMS 285				
C	M	Y	K	
89	43	0	0	
R	G	B		
0	125	195		
WEB SAFE #007DC3				

Innovation Delivered PMS COOL GRAY 10				
C	M	Y	K	
51	44	41	7	
R	G	B		
130	128	131		
WEB SAFE #828083				

Artwork

Digital files with .eps extensions should be used for printed materials. Those with .jpg extensions should be used primarily for on-screen viewing. Please consult your vendor for their preferred file format before submitting artwork for production. Electronic files for the Diebold logo are available online at: <http://www.diebold.com/brandmanual/downloads.htm>

Application Sizes

The minimum application size for the Diebold logo is 1.0 inch or 2.54 centimeters. The length is measured from the left side of the "D" to the right side of the ® mark

Diebold Logo Properties and Limits

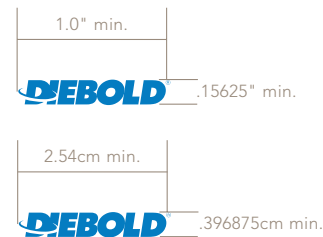
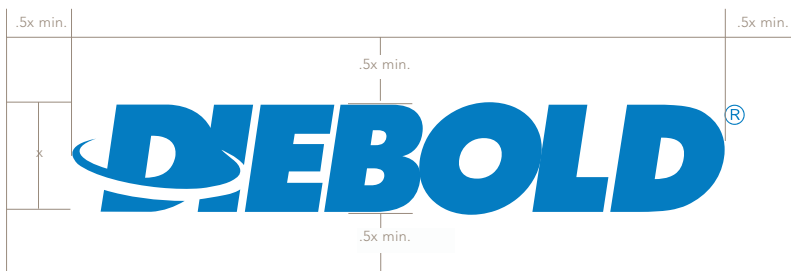
The Diebold logo should occupy its own space. Always maintain a generous "safe" area equal to half the height of the "Diebold" in the logo on all sides of the logo. Note the clearly defined spacing limits in the examples.

Logo Color Options

You have three basic options from which to choose:

- All-Diebold blue version
- All-black version
- Reversed version, in which the entire logo is shown in white against a dark background; it is also acceptable for the logo to appear reversed on surfaces such as wood, granite and chrome.

APPLICATION SIZES



COLOR OPTIONS



Artwork

Digital files with .eps extensions should be used for printed materials. Those with .jpg extensions should be used primarily for on-screen viewing. Please consult your vendor for their preferred file format before submitting artwork for production. Electronic files for the Diebold logo are available online at:

www.diebold.com/brandmanual/downloads.htm

Application Sizes

The minimum application size for the Diebold "Innovation Delivered." logo is 1.0 inch or 2.54 centimeters. The length is measured from the left side of the "D" to the right side of the ® mark.

Logo Color Options

You have three basic options from which to choose:

- All-Diebold blue version with tagline
- All-black version with tagline
- Reversed version with tagline, in which the entire logo is shown in white against a dark background; it is also acceptable for the logo to appear reversed on surfaces such as wood, granite and chrome.

APPLICATION SIZES



COLOR OPTIONS



A compact version of the logo has been created. Although this smaller logo appears to be a shortened version of the full-size logo, it is, in fact, a different design. Note the graphic element on the right that "caps" the "D" and solidifies the entire design. This compact version of the logo is only applicable for software usage and icons. You must obtain approval for use of the logo for software materials through Corporate Communications. Please contact the Corporate Communications department for questions on all other potential uses or applications.

Artwork

"D" Mark artwork can be acquired by contacting the [Corporate Communications](#) department.

Rule

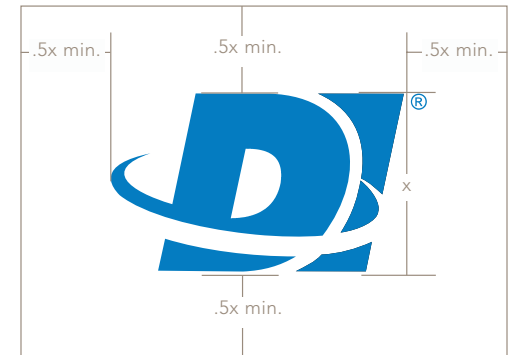
You have three basic options from which to choose:

- All-Diebold blue version
- All-black version
- Reversed version, in which the entire "D" Mark is shown in white against a dark background.

"D" Mark Proportions and Limits

Always maintain a generous "safe" area equal to half the height of the "D" in the logo on all sides of the logo. Note the clearly defined spacing limits in the examples.

In addition, the standard Diebold logo and the "D" Mark are never to be used together or in close proximity to each other.



Diebold Logo Use

For approved logo usage, please refer to the previous pages.

Diebold Logo Misuse

Never use anything but the approved and provided logo.

- Never attempt to create your own Diebold logo.
- Never reproduce the logo in non-approved colors.
- Never stretch or alter the logo's proportions.
- Never enlarge or reduce the artwork beyond the next size provided.
- Never attach anything to the logo.
- Never use part of the logo; it is an integral unit, always keep it whole.
- Never use the logo as part of a sentence or phrase.
- Never alter the horizontal orientation of the logo.
- Never use the logo in a crowded space.
- Never print on top of the logo.
- Never use the logo as a watermark.



DIEBOLD[®]
INNOVATION DELIVERED™

DIEBOLD[®]
INNOVATION DELIVERED™

DIEBOLD[®]
Technology

DIEBC

You are the "heart" of
the **DIEBOLD**[®] brand.

DIEBOLD[®]
INNOVATION DELIVERED™