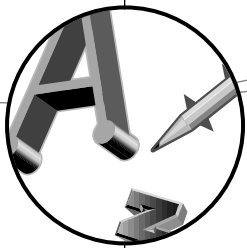


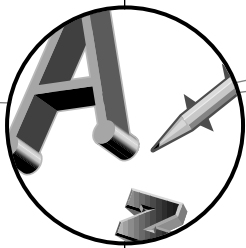
**AT&T BRANDED PRODUCT
GUIDELINES**



AT&T BRANDED PRODUCT GUIDELINES/LOGOS

GENERAL GUIDELINES TO FOLLOW

Making Our Identity Work	2-5
AT&T Camera-Ready Logo Art	6-8
Using The Correct Photography	9
Working With Product Disclaimers In States That Require Them	10
Product Names With Trademarks	11
Sample AT&T Branded Product Ad	12



MAKING OUR IDENTITY WORK

Upon receipt of these guidelines, all new product photography shall clearly show the AT&T permanent product markings. AT&T branded products include corded and cordless telephones, answering systems and accessories.

how the logo should look

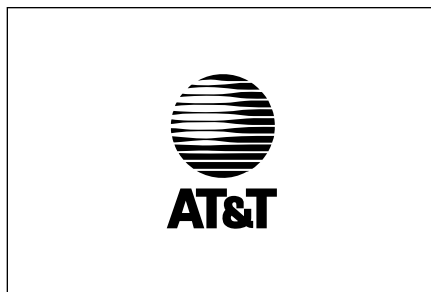
The globe symbol is a sphere with a bright highlight area in its upper left quarter. To make sure it always appears correctly, here are a few simple guidelines to follow.

- > The globe symbol must always appear with the AT&T logotype as seen below. Use the configuration that best meets your needs.

Horizontal

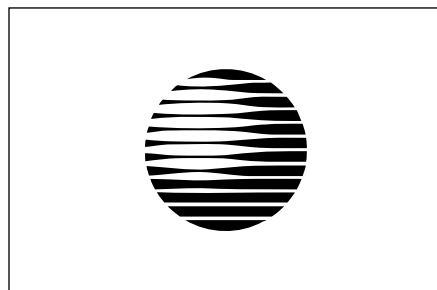


Vertical

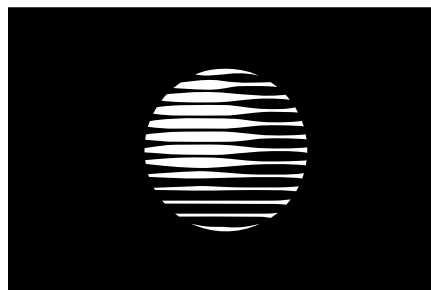


- > When using the AT&T name and globe in advertising, you must note the following in reasonable proximity: "AT&T and the globe symbol are registered trademarks of AT&T Corp. licensed to Lucent Technologies Consumer Products."
- > The globe symbol can be used as a positive image on light backgrounds. Or as a reversed image if your ad's background is dark.

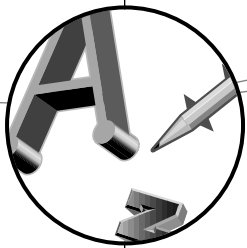
Positive Image



Reversed Image



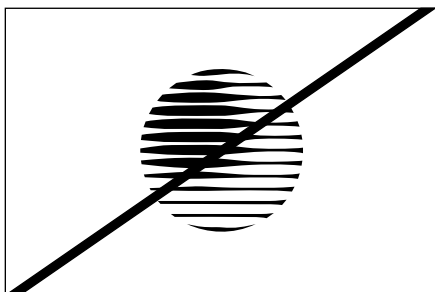
*AT&T logos must be used in all materials featuring AT&T branded products as of April 1, 1999.



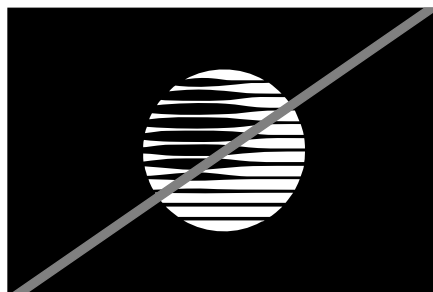
incorrect usage

Whether you need the positive or reversed image, remember that the highlight area must always be in the upper left quarter of the globe. The globe should never appear incorrectly reversed like these two examples.

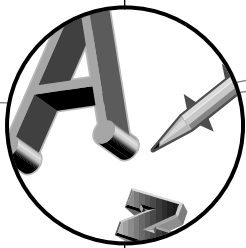
Incorrect Positive Image



Incorrect Reversed Image



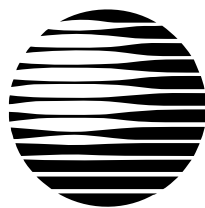
- > The globe symbol should always appear on an even or continuous background. There should not be any other graphic elements behind the globe that could affect the look of the symbol. For example, if you plan to use artwork for the background of your ad, the area where the globe will be placed must be free of any designs. It must be one continuous color to ensure the globe is represented with the proper highlight.



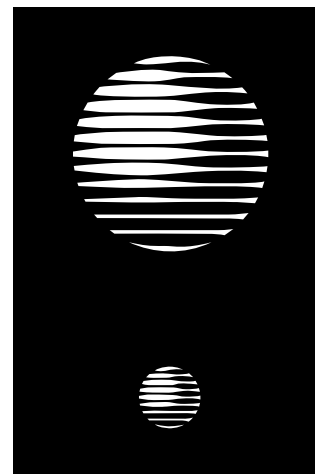
how big the logo should be

Depending on the size of your ad, the proper size of the globe symbol changes. To make sure you get the highest possible clarity in reproduction, we have created the globe symbol in a 12-line and an 8-line version. These versions can be enlarged or reduced to meet your needs.

12-line

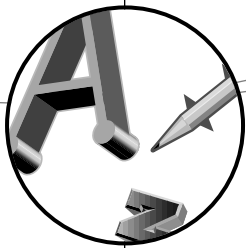


8-line



when to use what

- > The standard 12-line version of the globe symbol should be used for all sizes down to, but not including, 3/8" in diameter.
- > The special 8-line version of the globe should be used for all sizes 3/8" in diameter or less.



AT&T BRANDED PRODUCT GUIDELINES/LOGOS

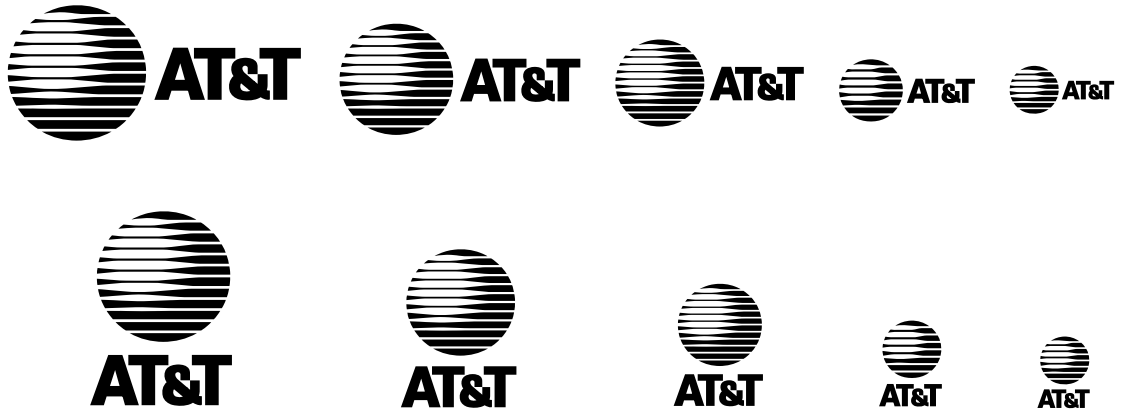
Here is a chart that lists recommendations for how big the globe should be in different ad types and sizes to make sure the globe symbol is clearly visible.

Newspaper	Ad size	Dimensions	Minimum globe size	Globe version
Full Size	Full page	13" x 21"	1 1/8"	12-Line
	1/2 page (vert.)	8 1/16" x 21"	1 1/16"	12-Line
	1/2 page (horiz.)	13" x 10 7/16"	1"	12-Line
Tabloid Size	Full page	9 5/8" x 13 15/16"	1"	12-Line
	1/2 page (vert.)	6 5/16" x 13 15/16"	7/8"	12-Line
	1/2 page (horiz.)	9 5/8" x 16 15/16"	3/4"	12-Line
Magazine	Ad size	Dimensions	Minimum globe size	Globe version
Small Size	Full page	4 1/4" x 6 7/8"	9/16"	12-Line
	Full page	5 5/8" x 7 11/16"	5/8"	12-Line
	1/2 page (vert.)	2 7/8" x 7 11/16"	1/2"	12-Line
	1/2 page (horiz.)	5 5/8" x 3 3/4"	1/2"	12-Line
	2 page spread	11" x 7 11/16"	3/4"	12-Line
	1/2 page spread	11" x 3 3/4"	5/8"	12-Line
Medium Size	Full page	8" x 10"	3/4"	12-Line
	1/2 page (vert.)	4" x 10"	11/16"	12-Line
	1/2 page (horiz.)	8" x 5"	5/8"	12-Line
	2 page spread	16" x 10"	7/8"	12-Line
	1/2 page spread	16" x 5"	3/4"	12-Line
Large Size	Full page	10 1/2" x 13 1/4"	1"	12-Line
	1/2 page (vert.)	5 1/4" x 13 1/4"	7/8"	12-Line
	1/2 page (horiz.)	10 1/2" x 7 5/8"	3/4"	12-Line
	2 page spread	21" x 13 1/4"	1 1/8"	12-Line
	1/2 page spread	21" x 7 5/8"	1"	12-Line

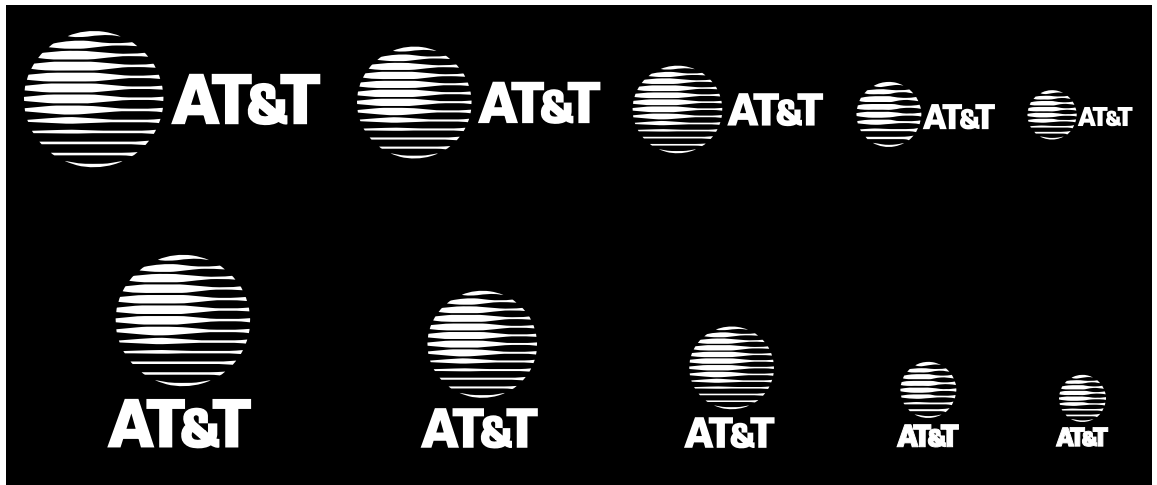
To really make sure the globe symbol stands out in your ad, we recommend a full globe diameter of white space between the logo and any other element including illustrative material, typography or the edge of a printed surface. There should definitely be no less than one half globe diameter of white space between the logo and any other element.

AT&T CAMERA-READY LOGO ART

Use these logos for positive reproduction only on white or light backgrounds.



Use these logos for reverse reproduction only on black or dark backgrounds.



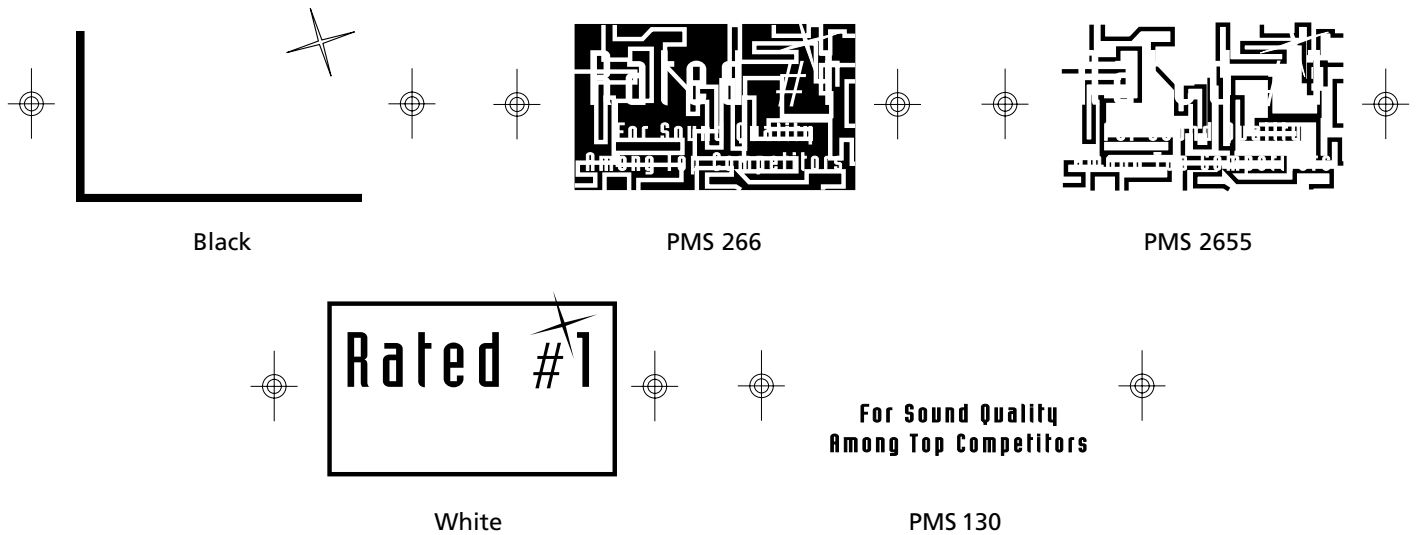
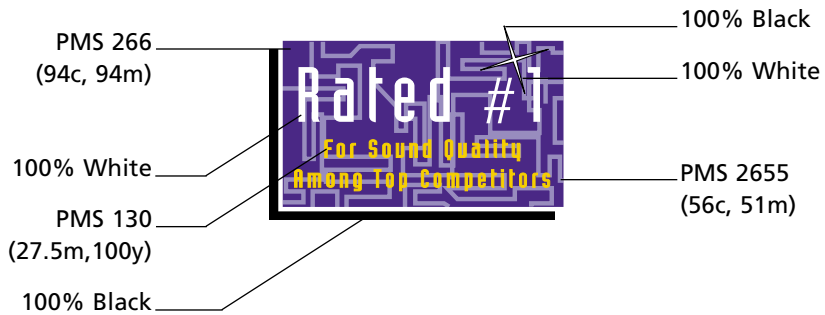
CAMERA-READY LOGO ART

The following Lucent Technologies Consumer Products Camera-Ready Logo will help you differentiate AT&T branded telephone answering systems from competitive systems. Use the logo (color only) on advertising and visual materials for the following AT&T branded answering systems: 1715 and 1725.

And remember, all advertising must feature the AT&T logo for AT&T branded products. For your convenience, all logos are available on CD-ROM.

IMPORTANT: This logo must be printed in color only. Please do not print in black and white. The following color break includes printer's instructions.

COLOR BREAK FOR LOGO:

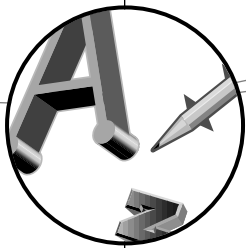


CAMERA-READY LOGO ART

The following Lucent Technologies Consumer Products (LTCP) Camera-Ready Logo will help you differentiate LTCP from competitive products. Use this logo on advertising and visual materials for the following AT&T branded telephones: 1717, 1725, 1815, 1825, 7625, 7630.

And remember, all advertising must feature the AT&T logo for AT&T branded products.





USING THE CORRECT PHOTOGRAPHY

All product photography will need to clearly show the AT&T permanent product markings. And as always, the photo or illustration must be clearly identified as an AT&T branded product by use of the AT&T name or corporate logo. We have the photography available for you in either a digitized or 35mm slide format. Appropriate product line art is also available.



Guide: It is important that product photography and product illustrations not be altered in any way which may misrepresent the actual product the customer is purchasing.

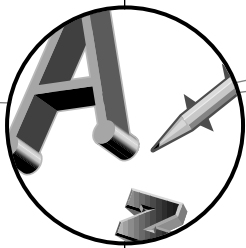
working in radio, video and tv

Radio, TV or video must reference AT&T. All scripts must be preapproved. Contact your Lucent Technologies Consumer Products Co-Marketing Advertising and Promotions Manager for approvals.

working with point of purchase materials

All materials featuring AT&T branded products must be branded AT&T. Additionally, all other guidelines apply.

Guide: All guidelines apply to any account's web site activities.



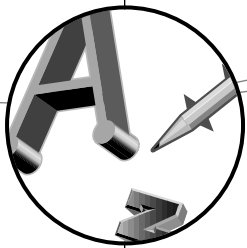
WORKING WITH PRODUCT DISCLAIMERS IN STATES THAT REQUIRE THEM

If your store is located in, or has outlets in, states that require disclaimers, here is a list of Lucent Technologies Consumer Products (LTCP) approved copy. Consult the LTCP product sheets for specific product disclaimers.

- > Provides access to long distance and certain other services that require tone signaling, including some tone-activated computer systems.
- > All AT&T branded telephone products shown are FCC registered.
- > LTCP provides repair service for telephones sold at all authorized LTCP retailers.
- > Caller Identification services are available by subscription from many local telephone companies.

cordless models

- > Operating range of cordless phones may vary depending on environmental conditions.



PRODUCT NAMES WITH TRADEMARKS

> Here is a list of Lucent Technologies Consumer Products trademark statements.

Clarity Plus[™] Sound

ClearSpeak[™] Circuitry

EavesLock[™] Security

AutoSelect[®] Circuitry

Power[™] ***Reserve***

Design Line[®] Telephone 135

Design Line[®] Telephone 145

Trimline[®] Telephone 210

Trimline[®] Telephone 230

Please note that a trademark must be used as an adjective and must be distinguished from the surrounding text via bold face type, italics, all capital letters or larger size type. Please refer to the CD-ROM or Product Line Art for specific products to which these trademarks can be used.

All trademarks are marks of Lucent Technologies Consumer Products.

This is an example of a full page AT&T branded product ad.

Coming In
LOUD and
CLEAR.

The 9107 AT&T 900 MHz Technology Cordless Phone

.....
Lorem ipsum dolorsi
vous dit dolore sit
amet consectet uera
dipiscing elit, sed
diam nonummy nibh
euismod sit tincidunt
utatsora isla bolis ais
laoreet dolore magna
aliquam erat volutpat.
Ut wisi enim ad
minim veniam, quis
nostrud exerci tation
ullamcorper bau sus-
ciplobortis haus nisl
ut aliquip ex ea com-
.....

\$XXX.XX

**Retailer's
Logo**



Product photography must show the AT&T permanent product markings only.



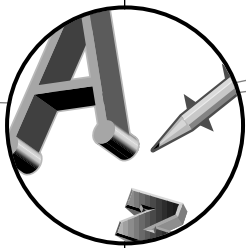
There must be no less than one half globe diameter of white space between the logo and any other element.

AT&T and the globe symbol are registered trademarks of AT&T Corp. licensed to Lucent Technologies Consumer Products.

Line art and photography are available for all AT&T branded products on CD-ROM. If you have questions about branding issues or logo usage, please contact the LTCP Co-Marketing Advertising and Promotions Manager.

When using the AT&T name and globe in advertising, this statement must be noted in reasonable proximity.

**PROMOTIONAL
SIGNATURES**

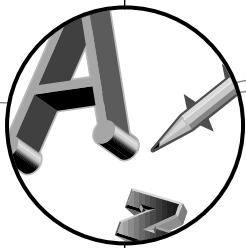


**GUIDELINES FOR USE OF PROMOTIONAL SIGNATURES FOR
AUTHORIZED DEALERS AND AUTHORIZED DISTRIBUTORS
OF AT&T BRANDED PRODUCTS FOR LUCENT TECHNOLOGIES
CONSUMER PRODUCTS**

introduction

Lucent Technologies Consumer Products (LTCP) welcomes only Authorized Dealers, Authorized Distributors, Authorized Service Centers and Authorized Resellers of its products to use the AT&T Signature for AT&T branded products in advertising and promotional materials, subject to your compliance with the following conditions until the expiration of your contract with LTCP:

1. The ad or promotional piece must not give the impression that you are a LTCP-owned company or an AT&T-owned company.
2. As specified in these guidelines, the AT&T Signature for AT&T branded products may range in size from one-fourth to one-half of your company's logo.
3. To use the AT&T name and logo with any other product or service, you will need Lucent Technologies Consumer Products approval. If so, please contact us by fax at 1-908-673-3187 or by e-mail at attelephoneproducts@pcc.lucent.com referencing Retailer Co-Marketing Guidelines.
4. In addition, any other conditions specified in your contract with LTCP are applicable. However, before proceeding further, first review the Legal Definitions supplied on the final page (page 12) to be sure that your business falls within these definitions.
5. After April 1, 1999, only the AT&T logo for AT&T branded products may be used in all advertising and promotional pieces. **Any permission to use the AT&T/Lucent Technologies co-branded logo has expired as of March 31, 1999.**



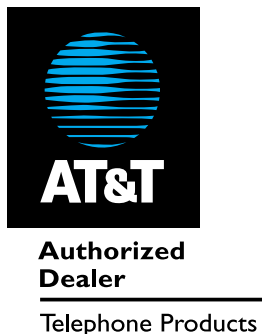
AT&T SIGNATURE ICON FOR AT&T BRANDED PRODUCTS

color

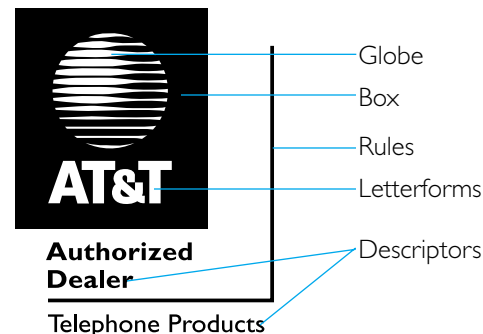
To enhance recognition and allow for easy application of the AT&T Signature icon, the number of acceptable color variations is limited. Never alter the relative sizes and positions of the globe symbol, the AT&T letterforms and descriptors, and the box and rules.

The approved color variations in which the Signature icon may be represented are the two-color positive, two-color reverse, one-color positive and one-color reverse versions, as shown below.

Two-Color Positive



One-Color Positive



- > In the two-color positive version of the AT&T Signature icon, the box, rules and designation are black, the globe symbol is an 80% screen of Pantone Process Blue or 100% Cyan; and the AT&T letterforms are white.
- > In the one-color positive version, the box, rules and designation are 100% Black, Process Blue or Cyan; the globe symbol and the AT&T letterforms are white.

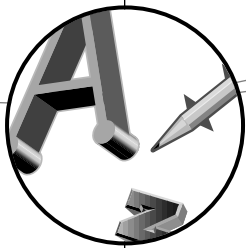
Two-Color Reverse



One-Color Reverse



- > In the two-color reverse version, the box, rules and designation are white; the globe symbol is 100% Process Blue or Cyan; and the AT&T letterforms are black.
- > In the one-color reverse version, the box, rules and designation are white; the globe symbol and the AT&T letterforms are black.



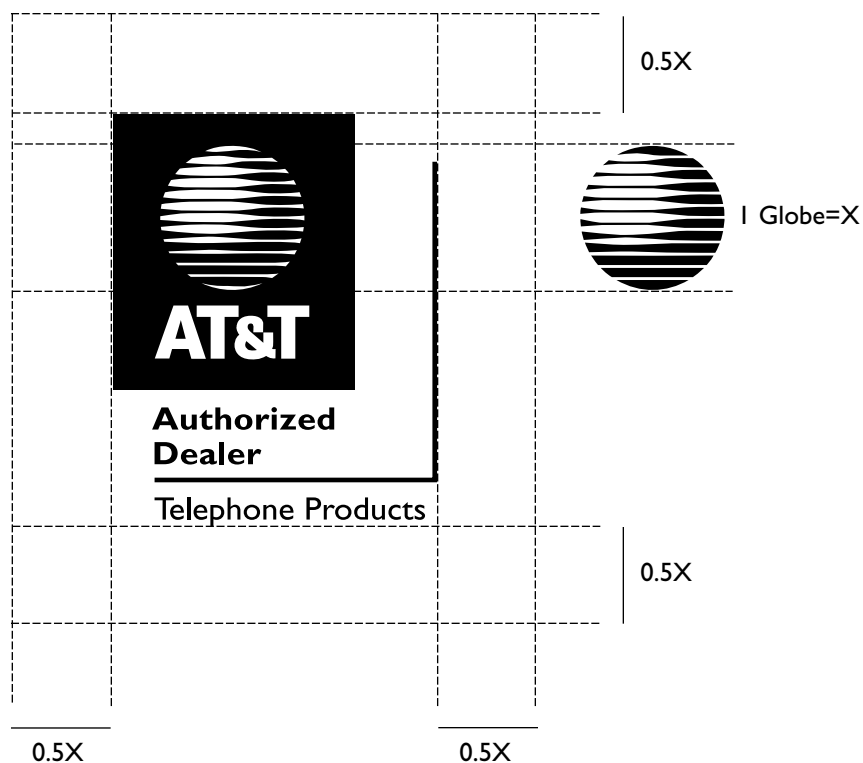
PROMOTIONAL SIGNATURES GUIDELINES

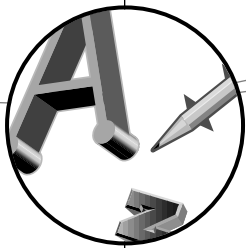
clear space

Clear space aids recognition of the AT&T Signature icon and ensures that its graphic integrity is not compromised.

To determine the minimum clear space, use the height of the globe symbol as a unit of measurement. This value represents "X," which is the base measurement for determining the amount of space required between the icon and other graphic elements.

Note: The AT&T letterforms and stylized Signature icon are custom-drawn. Do not attempt to redraw or recreate them.





PROMOTIONAL SIGNATURES GUIDELINES

icon variations

Variations of the AT&T Signature icon have been approved for use. These icons never share equal, visual prominence with your company's identity. They always are visually subservient to and less prominent than your company's logo. Choose the one that best describes your company's relationship.

Note: The AT&T Signature icon guidelines shown on pages 4 and 5 also apply to these Signature icon variations.



presentation requirements

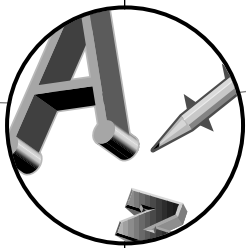
Use the 8-line globe symbol (positive/negative) in icons sized one inch or less. The minimum size for reproducing any of the AT&T Signature icons is one-half inch. See illustrations below.

Note: The AT&T letterforms and stylized Signature icon are custom-drawn. Do not attempt to redraw or recreate them.



Minimum size





PROMOTIONAL SIGNATURES GUIDELINES

promotional signature icon in advertising


In most print advertising, the AT&T Signature icon must be visually subservient to and less prominent than your company's logo, as illustrated in the example below.

Place the AT&T Signature icon in close proximity to your company's logo.

The AT&T Signature icon may range in size from one-fourth to one-half of your company's logo. This proportion is dependent upon the graphic impact of your company's logo. The aim is to clearly present the AT&T Signature icon as secondary.



Do not violate the standards which govern the appearance and presentation of the AT&T Signature icon, as outlined on pages 2 through 4.

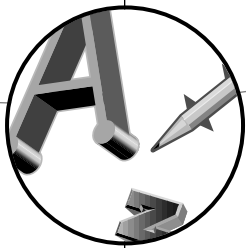
XXXXXXXXXXXXXXXXXXXXX
 XXXXXXXXXXXXXXXXXXXXX
 XXXXXXXXXXXXX



XXXX
 XXXX
 XX

XXXXXXXXXXXXXXXXXXXXX XXXXXXXXXXXXXXXXXXXXX
 XXXXXXXXXXXXXXXXXXXXX XXXXXXXXXXXXXXXXXXXXX
 XXXXXXXXXXXXXXXXXXXXX XXXXXXXXXXXXXXXXXXXXX
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 XXXXXXXXXXXXXXXXXXXXX XXXXXXXXXXXXXXXXXXXXX
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 XYZ Co.




PROMOTIONAL SIGNATURES GUIDELINES

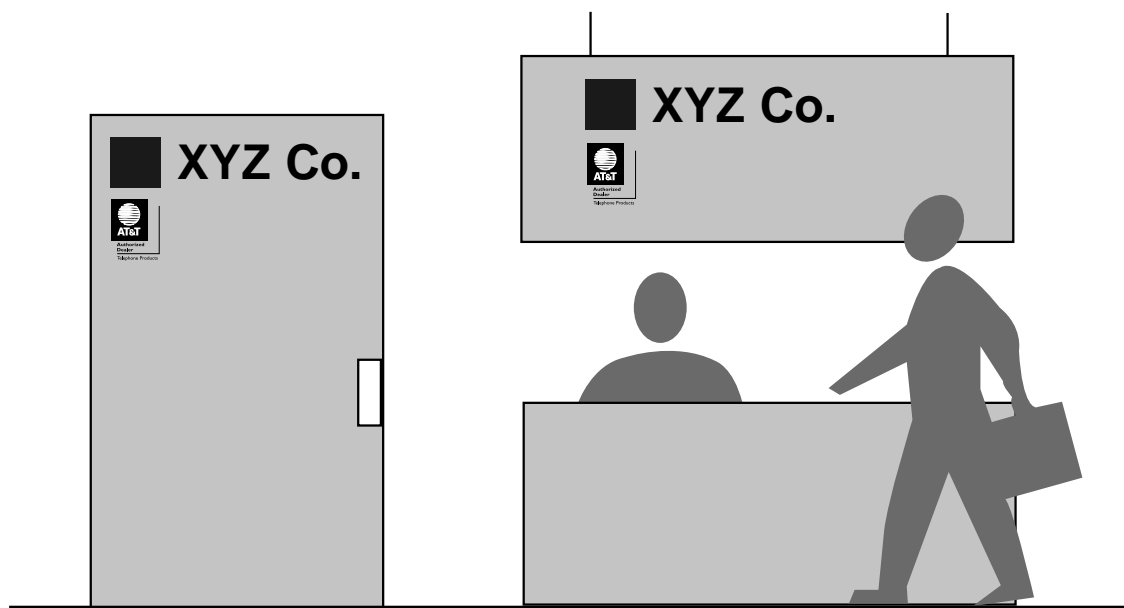
promotional signature icon in the retail environment

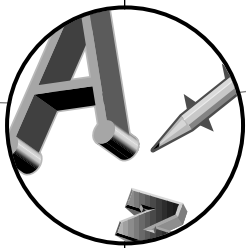
In all cases, the AT&T Signature icon must be visually subservient to and less prominent than your company's logo, as illustrated below.

Place the AT&T Signature icon in close proximity to your company's logo.

The AT&T Signature icon may range in size from one-fourth to one-half of your company's logo. This proportion is dependent upon the graphic impact of your company's logo. The aim is to clearly present the AT&T Signature icon as secondary.

Do not violate the standards which govern the appearance and presentation of the AT&T Signature icon, as outlined on pages 2 through 4.





PROMOTIONAL SIGNATURES GUIDELINES

promotional signature icon on stationery

The AT&T Signature icon may be used on your company's letterhead including envelopes and business cards. As always, the Signature icon must be subservient to and less prominent than your company's logo, as illustrated in the example below.

Place the AT&T Signature icon in close proximity to your company's logo.

The AT&T Signature icon may range in size from one-fourth to one-half of your company's logo. This proportion is dependent upon the graphic impact of your company's logo. The aim is to clearly present the AT&T Signature icon as secondary to - but not overwhelmed by - your company's logo.

Do not violate the standards which govern the appearance and presentation of the AT&T Signature icon, as outlined previously.

The figure illustrates three different stationery layouts. Each layout features a company logo (XYZ Co.) and the AT&T Signature icon. The first layout shows the logo and icon in the top right corner, with the date and recipient information on the left. The second layout shows the logo and icon in the top right corner, with the recipient information on the left and a signature block at the bottom right. The third layout shows the logo and icon in the top left corner, with the recipient information on the right.

January 5, 1998

Mr. John A. Smith
Manager-Communications
Company Name
Building Name
Street Address
City, State 12345-0000

Dear Mr. Smith:

The communication potential of a letter goes beyond its word content, just as the frame on a picture can compliment or detract from the picture itself, letterhead design plays a similar role in company communications. Choice of typewriter letter style, paper stock and trying format also contribute to the overall impression made upon the reader.

A well-designed stationery system should avoid use of the promotional features which might be necessary to other parts of a communication program. Likewise, executive letterhead design and the format of the typewritten message it carries should reflect the desired imagery of the corporation and the relate appropriately to other elements of the identification system.

We trust our feelings are consistent with yours in this matter since agreement on these basic principles and control of them in application are basic requirements for success of the system.

Sincerely,

John Doe

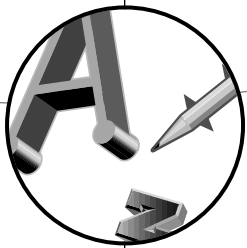
XYZ Co.
Sales and Service
1234 N. Main Street
Anytown, ST 98765

XYZ Co.
Sales and Service
1234 N. Main Street
Anytown, ST 98765
(123) 456-7890

John Q. Roe
Vice President, Sales

XYZ Co. Sales and Service
1234 N. Main Street
Anytown, ST 98765

Mr. John A. Smith
Manager-Communications
Company Name
Building Name
Street Address
City, State 12345-0000



PROMOTIONAL SIGNATURES GUIDELINES

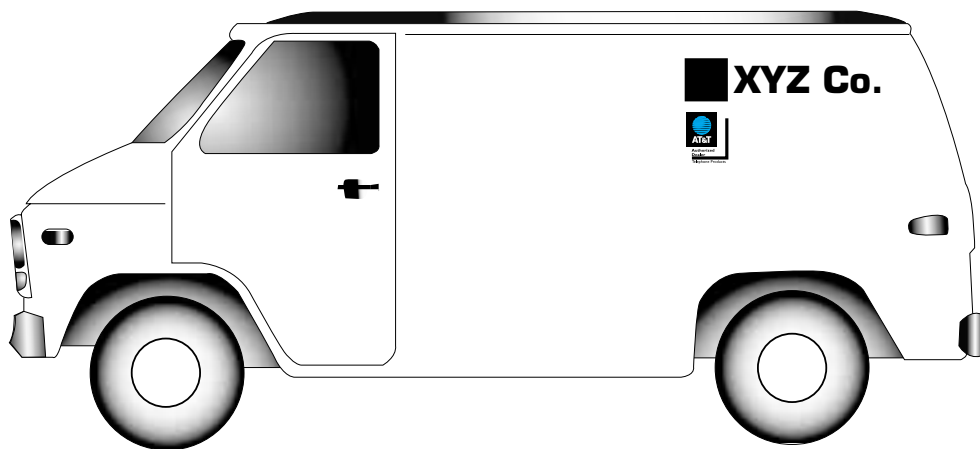
promotional signature icon on vehicles

In all cases, the AT&T Signature icon must be visually subservient to and less prominent than your company's logo.

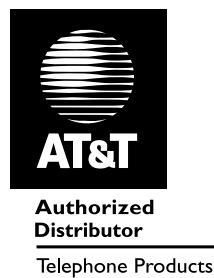
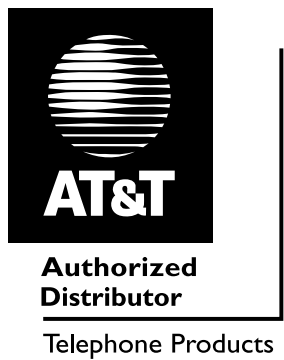
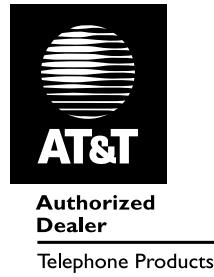
Place the AT&T Signature icon in close proximity to your company's logo.

The AT&T Signature icon may range in size from one-fourth to one-half of your company's logo. This proportion is dependent upon the graphic impact of your company's logo. The aim is to clearly present the AT&T Signature icon as secondary.

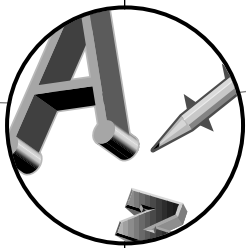
Do not violate the standards which govern the appearance and presentation of the AT&T Signature icon, as outlined previously.



SIGNATURE REPRO ART FOR PRINT APPLICATION



Note: Do not reduce below the smallest logo shown.



LEGAL DEFINITIONS

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