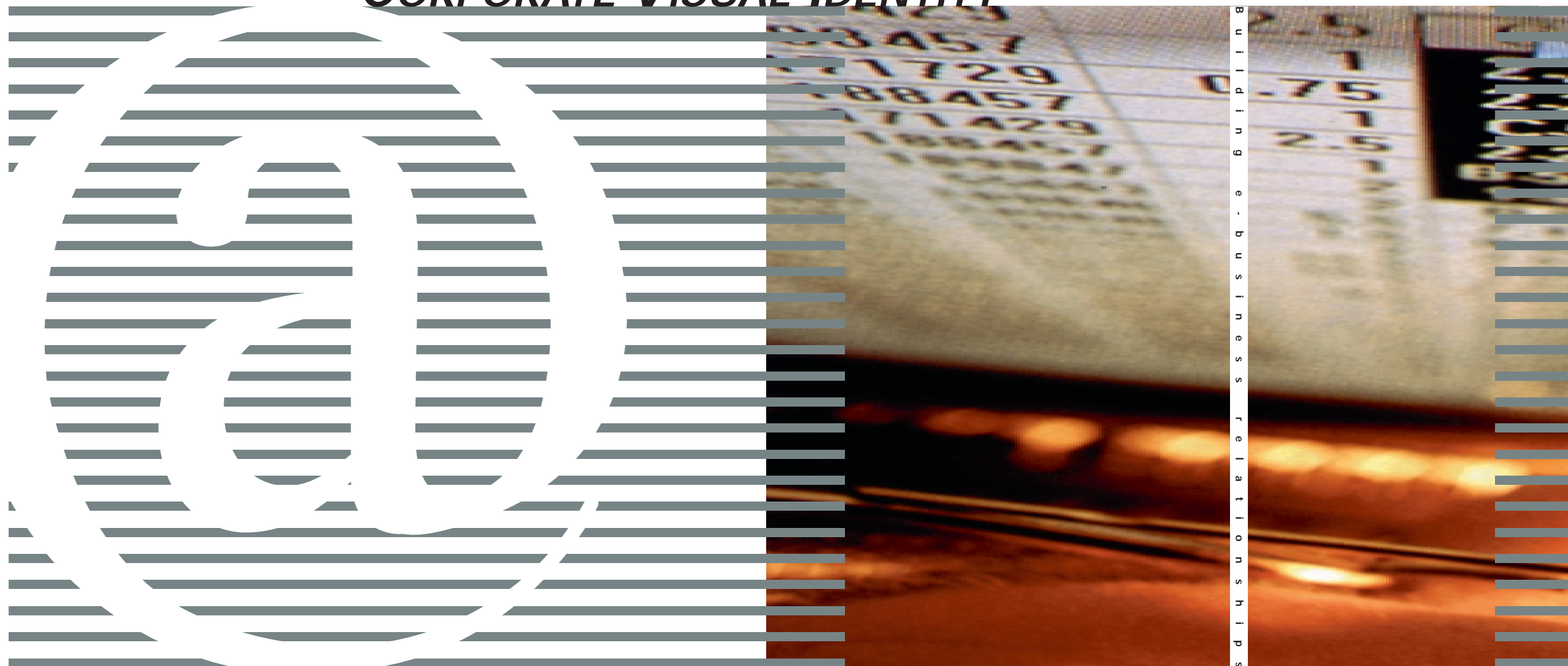


# *CORPORATE VISUAL IDENTITY*



# Contents

<i>Preface</i>	3
<i>Logo Variations and module</i>	4
<i>Product Logos</i>	5
<i>Colours and Elements of Decoration</i>	6
<i>Typography</i>	7
<i>Letterheads and Business Cards</i>	8
<i>Telefax, Memo and White Paper</i>	9
<i>Press Release and Newsletter</i>	10
<i>Envelopes</i>	11
<i>Labels, CD and CD-Cover</i>	12
<i>Binders and Folders</i>	13
<i>Brochures Spreads</i>	14
<i>Fact Sheets and Data Sheets</i>	16
<i>Powerpoint Presentations</i>	17
<i>Signs</i>	18



# Preface

*Catalog International is a dynamic, rapidly expanding enterprise. Its corporate objective is to be one of the world's leading e-business suppliers.*

*We are engaged in a wide range of activities and are known and represented worldwide.*

*This means that we are in contact with a very large numbers of customers and business associates. It is important that they experience a uniform corporate identity, irrespective of where and how they are in contact with Catalog International.*

*To safeguard this uniformity we are require a common visual identity. This will ensure that Catalog International is profiled as a professional enterprise adhering to very high quality standards.*

*This design manual states guidelines for the use of Catalog International's logo and company names, as well as for all external presentation of Catalog International in letters, business cards, brochures, presentation material, etc.*

*This design programme is to be used by all departments of Catalog International, as well as subsidiaries abroad which use Catalog International's name and logo.*

*The design manual defines Catalog International's overall profile and indetity. Any doubts concerning specific matters or areas not covered in this manual should be refered to the Marketing Department, which is responsible for communication and corparate identity.*

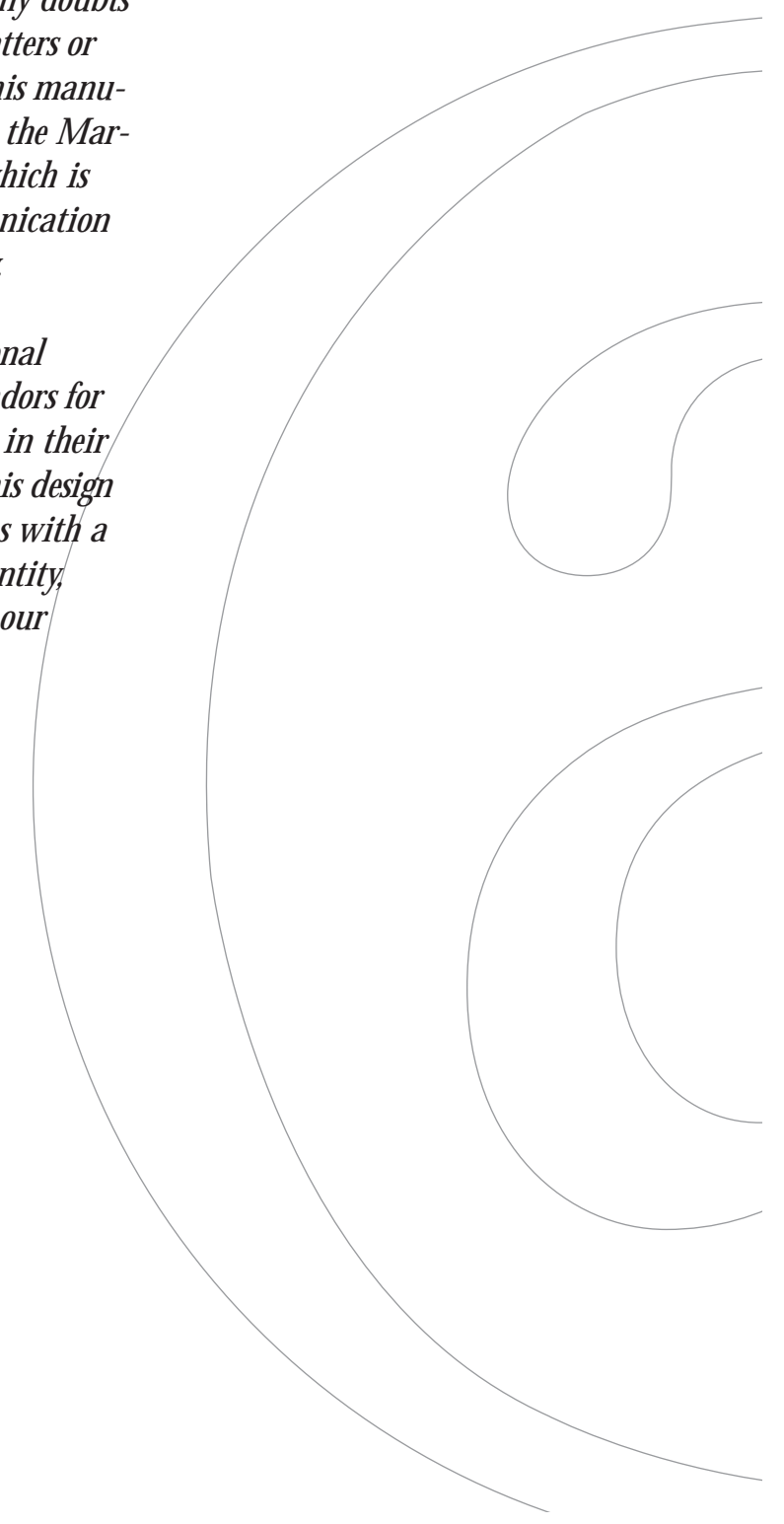
*All Catalog International employees are ambassadors for Catalog International in their everyday activities.*

*The design manual defines Catalog International's overall profile and indetity. Any doubts concerning specific matters or areas not covered in this manual should be refered to the Marketing Department, which is responsible for communication and corparate identity.*

*All Catalog International employees are ambassadors for Catalog International in their everyday activities. This design programme provides us with a common corporate identity, which we must all do our utmost to sustain.*

*February, 2000*

*XXX XXX  
Managing Director*



## Logo Variations and Module

This page shows different colour variations of the logo, and in which ways they are used.

For various printed materials, digital logos is to be found on attached CD-ROM.

### Logo

In the logo “@” is in grey Pantone 423 and “Catlog International” is in blue Pantone 533.

Cat@log-International

### Black/White Logo Version

Used for material printed in only one colour. “Catlog International” is black and “@” is 50% of black.

### Logo with Tagline

The tagline “Building e-business relationships” is in blue Pantone 533.

Cat@log-International  
Building e-business relationships

Cat@log-International

Tagline font: Univers Regular 10 point.

### Grey Logo Version

For use when a more subdued logo is appropriate, e.g. on manuals and documentation.

“Catlog International” is in grey Pantone 423 and “@” is 50% of Pantone 423.

### Official signature

The logo, tagline and address.  
The address is in black.

Cat@log-International  
Building e-business relationships

Cat@log-International

Address font: Univers Regular 9/11 point.

Catalog-International A/S  
Oestbanegade 55  
2100 Copenhagen OE  
Denmark  
Phone: (+45) 35 44 10 00  
Telefax: (+45) 35 44 10 01  
info@catalog-international.com  
www.catalog-international.com

## *Product Logos*

This page shows the different product logos. Normally, the logos appears in blue and grey, but the colour variations is the same as the company logo, see page 4.

For various printed materials, digital logos is to be found on attached CD-ROM.

**ide@l Seller™**

**Logo**

*In the logo “@” is in grey Pantone 423 and “Catlog International” is in blue Pantone 533.*

**ide@l Seller™**

**ide@l Procurement™**

**ide@l Design Center™**

**ide@l Mall™**

**ide@l Trade Center™**

**ide@l Commerce Suite™**

# Colours and Decorations

The blue and grey is Catalog-International's identity colours. They are primarily used in the logo and as decorative colour elements in print and presentations materials.

The use of colours and the decorative elements can be seen throughout this design manual.

The "@" signs is on attached CD-ROM.



*On covers on brochures and other presentation materials the colour blue, PMS 533, are used as a decorative element and as a background colour.*

*Pantone 533  
4-colour: 100% cyan  
79% magenta  
47% yellow  
0% black*

*The "@" sign is used as a decorative element in brochures and other presentation materials.*

*The "@" sign can be used in a outline version, full colour or as a relief.*

*The primarily colours for the "@" sign is grey, PMS 423, and blue, PMS 533.*

*The coloured bars are used as a decorative element on different printed materials.*

*The bars are 2 mm thick and used on the right or/and lefthand side of printed materials.*

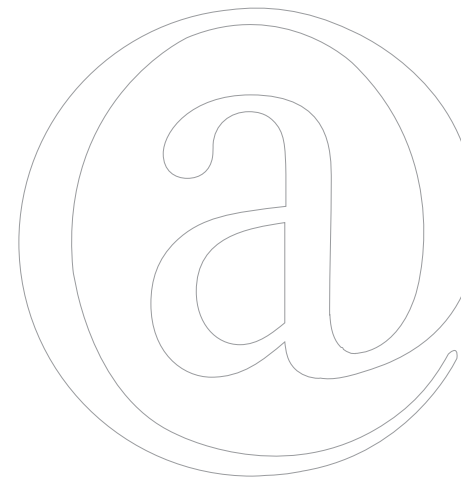
*The primarily colours for the bars is grey, PMS 423, blue, PMS 533 or red PMS 194.*

*The secondary colours for the bars is grey, PMS 423 50%, blue, PMS 533 50% or red PMS 194 50%.*



*On covers on brochures and other presentation materials the colour grey, PMS 423, are used in the decorative elements: the sign "@" and in the coloured bars.*

*Pantone 423  
4-colour: 0% cyan  
0% magenta  
0% yellow  
47% black*



*The "@" sign in a grey outline version.*

*The red colour is used on product brochures and on the internet, PMS 194.*

*Pantone 194  
4-colour: 0% cyan  
91% magenta  
56% yellow  
34% black*



*The "@" sign in a blue full colour version.*

# Typography



To ensure uniform typography in letters, presentations material, etc., two typefaces have been selected: Adobe Garamond and Univers. Adobe Garamond is used for

body text of all material. Univers is used for tagline, address and headings on all material. The typefaces is on the attached CD-ROM.

ADOBE GARAMOND REGULAR  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

ADOBE GARAMOND ITALIC  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

ADOBE GARAMOND SEMIBOLD  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

ADOBE GARAMOND SEMIBOLD ITALIC  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890***

ADOBE GARAMOND BOLD  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

ADOBE GARAMOND BOLD ITALIC  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890***

ADOBE GARAMOND EXPERT  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

UNIVERS 45 LIGHT  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

UNIVERS 45 LIGHT OBLIQUE  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

UNIVERS 55 REGULAR  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

UNIVERS 55 REGULAR OBLIQUE  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*234567890*

UNIVERS 65 BOLD  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

UNIVERS 65 BOLD OBLIQUE  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890***

UNIVERS 75 BLACK  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

UNIVERS 75 BLACK OBLIQUE  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

UNIVERS CONDENSED 47 LIGHT  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

UNIVERS CONDENSED 47 LIGHT OBLIQUE  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

UNIVERS CONDENSED 57 REGULAR  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

UNIVERS CONDENSED 57 REGULAR OBLIQUE  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

UNIVERS CONDENSED 67 BOLD  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

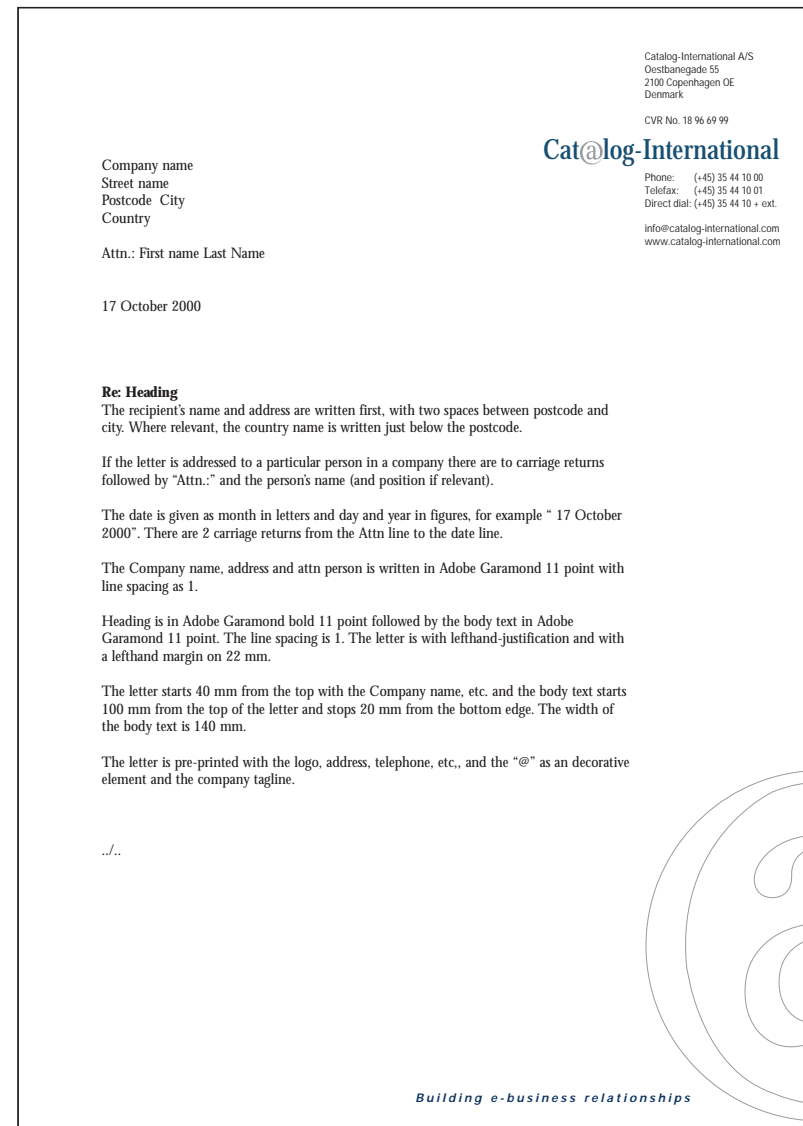
UNIVERS CONDENSED 657 BOLD OBLIQUE  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890***



# Letterheads and Businesscard

Our company's letterhead is an important image building element. The letterhead guidelines provide the basis for all other material.

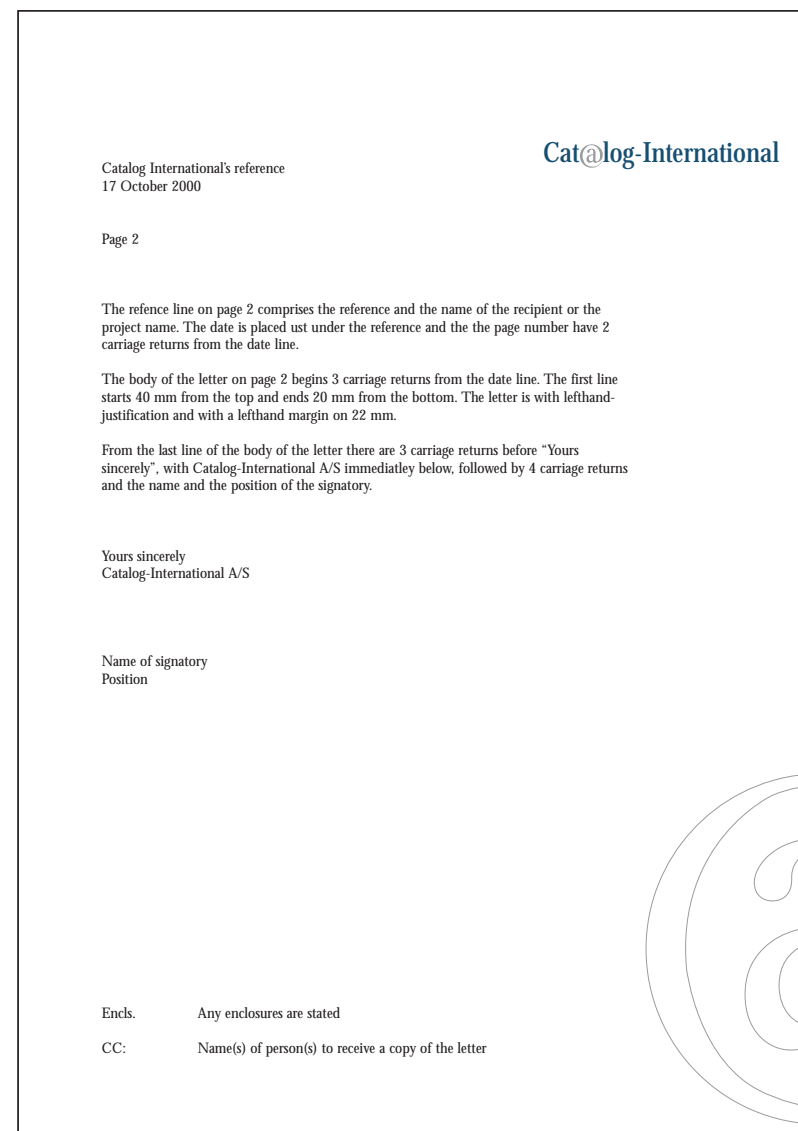
The macro and elektronik Quark documents of the letterheads and business card is on the attached CD-ROM.



## Letterhead Guidelines

Format: A4 (210 x 297 mm) and in U.S.A. B4 (215 x 297 mm). Paper quality: 100 g white MultiCopy.

Logo, address, tagline and "@" pre-printed in blue Pantone 533 and grey Pantone 423.



These Letterheads are shown in a scale of 50%



## Business card

Format: 85 x 50 mm.

Paper quality: 300 g white Ikonorex.

Logo, address, tagline and "@" pre-printed in blue Pantone 533 and grey Pantone 423.



# Telefax and Memo

Telefax and interne memo is printed on white A4 format with the black version of the logo.

The macro and elektronik Quark documents of the telefax and memo is on the attached CD-ROM.

Catalog-International A/S  
Oestbanegade 55  
2100 Copenhagen OE  
Denmark  
CVR No. 18 96 69 99

**Cat@log-International**  
Phone: (+45) 35 44 10 00  
Telefax: (+45) 35 44 10 01  
Direct dial: (+45) 35 44 10 - ext.  
info@catalog-international.com  
www.catalog-international.com

**T E L E F A X**

**To:** Recipient's name      **Fax no.:** Recipient's telefax No.  
**Company:** Company name      **cc:** Recipients of copies  
**From:** Sender's name      **Our Ref.:** Catalog's reference  
**Date:** 1 October 2000      **Page:** 1 of 1  
**Re:** **Heading**

Interdum volgus videt, est ubi peccat. Si veteres ita miratur laudatque poetas, ut nihil anteferat, nihil illis comparet, errat. Si quaedam nimis antiquae, si peraque dure dicere credit eos, ignave multa fatetur, et sapit et mecum facit et Iova iudicat aequo.

Non equidem insector delendave carmina. Livi esse reor, meminisse quae plagosum mihi parvo Orbilium dictare, sed emendata videri pulchraque et et si versus paulo concinnior unus et alter, iniuste totum ducit venditque poema.

Interdum volgus videt, est ubi peccat. Si veteres ita miratur laudatque poetas, ut nihil anteferat, nihil illis comparet, errat. Si quaedam nimis antiquae, si peraque dure dicere credit eos, ignave multa fatetur, et sapit et mecum facit et Iova iudicat aequo. Non equidem insector delendave carmina Livi esse reor, meminisse quae plagosum mihi parvo Orbilium dictare, sed emendata videri pulchraque et exactis minimum distantia miror.

Inter quae verbum emicuit si forte decorum, et si versus paulo concinnior unus et alter, iniuste totum ducit Roscius egit; vel quia nil rectum, nisi quod placuit sibi, ducunt, vel quia turpe putant parere minoribus, et quae imberbes didicere senes venditque poema.

Indignor quicquam reprehendi, non quia crasse compositum illepedeve putetur, sed quia nuper, nec Recte necne crocum floresque perambulet Attae fabula si dubitem, clament periisse pudorem cuncti paene patres. Interdum volgus videt, est ubi peccat. Si veteres ita miratur laudatque poetas, ut nihil anteferat, nihil illis comparet, errat. Si quaedam nimis antiquae, si peraque dure dicere credit eos, ignave multa fatetur, et sapit et mecum facit et Iova iudicat aequo.

Yours sincerely  
Catalog International A/S

Name of signatory  
Position

## Telefax Guidelines

The heading and preliminary text (e.g. To, From, etc.) are printed in Univers Bold 9 point so that it stand out from the body of the telefax, which is always in Adobe Garamond 11 point and line: 0,3 mm.

Company and address as on the letterhead. Page 2 and following as for a letter.

**Cat@log-International**

**M E M O**

**To:** Recipient's name  
**From:** Sender's name      **cc:** Recipients of copies  
**Our Ref.:** Catalog's reference  
**Date:** 1 October 2000      **Page:** 1 of 1  
**Re:** **Heading**

Interdum volgus videt, est ubi peccat. Si veteres ita miratur laudatque poetas, ut nihil anteferat, nihil illis comparet, errat. Si quaedam nimis antiquae, si peraque dure dicere credit eos, ignave multa fatetur, et sapit et mecum facit et Iova iudicat aequo.

Non equidem insector delendave carmina. Livi esse reor, meminisse quae plagosum mihi parvo Orbilium dictare, sed emendata videri pulchraque et et si versus paulo concinnior unus et alter, iniuste totum ducit venditque poema.

Interdum volgus videt, est ubi peccat. Si veteres ita miratur laudatque poetas, ut nihil anteferat, nihil illis comparet, errat. Si quaedam nimis antiquae, si peraque dure dicere credit eos, ignave multa fatetur, et sapit et mecum facit et Iova iudicat aequo. Non equidem insector delendave carmina Livi esse reor, meminisse quae plagosum mihi parvo Orbilium dictare, sed emendata videri pulchraque et exactis minimum distantia miror.

Inter quae verbum emicuit si forte decorum, et si versus paulo concinnior unus et alter, iniuste totum ducit Roscius egit; vel quia nil rectum, nisi quod placuit sibi, ducunt, vel quia turpe putant parere minoribus, et quae imberbes didicere senes venditque poema.

Indignor quicquam reprehendi, non quia crasse compositum illepedeve putetur, sed quia nuper, nec Recte necne crocum floresque perambulet Attae fabula si dubitem, clament periisse pudorem cuncti paene patres. Interdum volgus videt, est ubi peccat. Si veteres ita miratur laudatque poetas, ut nihil anteferat, nihil illis comparet, errat. Si quaedam nimis antiquae, si peraque dure dicere credit eos, ignave multa fatetur, et sapit et mecum facit et Iova iudicat aequo.

## Memo Guidelines

The heading and preliminary text (e.g. To, From, etc.) are printed in Univers Bold 9 point so that it stand out from the body of the telefax, which is always in Adobe Garamond 11 point and line: 0,3 mm.

The Fax and Memo are shown in a scale of 50%

# Case Story

Case Story is printed on white A4 format with the blue/grev version of the logo.

The macro and elektronisk Quark documents on the attached CD-ROM.



**C A S E S T O R Y**

**Catalog-International A/S at work with Ericsson**

*"The e-procurement application jointly developed by Ericsson Business Consulting and Ericsson Corporate Sourcing in co-operation with Catalog-International A/S is expected to reduce Ericsson's annual non-production procurement costs by between 5% and 15% with a rapid return on investment. That represents an annual saving of several million Euro."*

- Magnus Ignberg, Business Development e-Business, Ericsson Business Consulting

With 100,000 employees in 140 countries, Ericsson is a market leader in today's booming communications arena. Building on its 100-year heritage in fixed networks, Ericsson has extended its business over the last four years into profitable new areas like mobile datacoms, IP telephony and GSM equipment. The company continues to pursue an aggressive growth strategy, aiming to stay ahead of the market by expanding at a rate of 20% per year.

In 1998 Ericsson's vision was set to maintain its competitive edge in existing business areas while continually developing leading-edge services to meet the increasingly sophisticated demands of the global communications market. This included the reorganisation of the company into three key business areas, a programme of global expansion and a series of acquisitions.

This strategy required careful financial planning and a programme of internal cost efficiency. Prior to 1998, Ericsson had had no established centralised function to deal with MRO (maintenance, repair and operating supplies) procurement. Buying of non-production material was found to be inefficient, just as it has proved to be in most large corporations today. As Magnus Ignberg of Ericsson Business Consulting explains, "Buying was done department-ally with little co-ordination

between business units. Multiple suppliers were being used for the same products."

A new Corporate Sourcing unit was established to examine how MRO procurement could be made more efficient by using a common tool across all Ericsson units. An internal system developed by the Ericsson Telecom unit in 1997 had improved procurement processes and monitoring, but this application was not considered sufficiently scalable to act as a core application servicing all Ericsson employees. Ericsson Corporate Sourcing turned to Ericsson Business Consulting to find and deliver a new automated solution.

**Finding A Flexible and Scalable Solution**

This did not prove to be easy. "We evaluated every one of the market-leading products available at that time, but none met all our requirements," says Ignberg. "We found the solution that best suited our needs much closer to home." That solution came from the Danish e-business company Catalog-International A/S. Catalog-International A/S demonstrated a high level of expertise in Internet-based business, and its sell side procurement software was flexible enough to be customised to Ericsson's needs for a buy-side solution and scalable enough to serve as a core application.

*Building e-business relationships*

Catalog-International A/S  
Oestifanegade 55  
2100 Copenhagen OE  
Denmark  
CVR No. 18 96 69 99

**Cat@log-International**

Phone: (+45) 35 44 10 00  
Telefax: (+45) 35 44 10 01  
Direct dial: (+45) 35 44 10 + ext.  
info@catalog-international.com  
www.catalog-international.com



## Case Story Guidelines

On Case Story page 1 the photo and heading (e.g. Case Story) are printed in Univers Bold 12 point so that it stand out from the body text, which is always in Adobe Garamond 12 point and line: 0,3 mm.

On Case Story page 2 the logo is pre-printed. This page is the same second page as used in Press Release and Newsletter.

2

**Cat@log-International**

"We were not looking for an advanced tool for professional buyers or advanced users, but for an internal marketplace where employees could buy items just as easily as they might buy a book from Amazon or any other common sell-side solution on the Internet. The procurement-specific functionality that had to be added was about managing the content of the marketplace and applying ordering procedures that reflected the existing business rules of the organisation. Simplicity was essential if we were to succeed with the change process that begins at the implementation of a procurement application."

The work began in late May 1999 following a successful proof-of-concept project, and the application, dubbed Click to Buy, was completed by August. After an extensive acceptance test phase and some fine tuning, Click-to-Buy was implemented and rolled out in December to the first 1000 users within Ericsson as a pilot user group in Stockholm.

**A Simple, Web-based Architecture**

Catalog-International's Web-based solution, using Microsoft Active Server Pages and a COM+ architecture, provided an intuitive, easy-to-use browser interface for users, and could be quickly and easily integrated with Ericsson's existing financial and legacy systems. Supplier catalogues could be aggregated into a single SQL Server database containing all product, pricing and agreement details, enabling users to compare prices and greatly speeding up searches. Detailed built-in workflow rules encompassed Ericsson's existing procurement procedures including organisational hierarchies and multiple authorisers.

"Technically, the implementation was relatively problem-free," says Ignberg. "Click-to-Buy is virtually a standalone application; the only integration required is low-level interfaces to existing ERP systems like, for example,

SAP R/3 finance module and the X.500 directory. Technical issues were worked out in just a couple of days."


However, since the system requires correct and up to date information for its operation, it was possible to address other problem areas during the implementation process. "We discovered that some of our companies did not have updated lists of the internal authorisation chain, which should contain accurate information at all times," explains Per-Olof Karlsson, Manager of Necessities & Services Procurement within Ericsson Corporate Sourcing.

Employees using Click-to-Buy can now browse, compare and order goods from suppliers with whom Ericsson has agreements. Eighty suppliers are already participating, covering every aspect of MRO supplies from PC hardware and office supplies to client entertainment and hospitality. Users can even order coffee and pastries for meetings through the system. The application will be extended to a further 15,000 Stockholm-based users in early 2000, and there are another 120 suppliers in the queue.

**Business Benefits: Greatly Reduced Costs**

The cost savings are significant. In its initial audit, Ericsson Corporate Sourcing found that manually processing a single order cost in the region of 790SEK ( 91.74) from start to finish, comprising time spent searching for a product, filling out requisition and PO forms, handling correspondence with suppliers, manually inputting details into relevant financial systems and paying invoices.

With Click to Buy, expenses are expected to be reduced to a minimum of approximately 90 SEK ( 10.45) per order, an 88% reduction compared to the traditional ordering process. Even when the desired product is not



The Case Story are shown in a scale of 50%

# Press Release, Newsletter and White Paper

The Press Release and Newsletter are pre-printed and follows the guidelines of the letterhead.

The macro and elektronik Quark documents on the attached CD-ROM.

Catalog-International A/S  
Oestbanegade 55  
2100 Copenhagen OE  
Denmark  
CVR No. 18 96 69 99

**Cat@log-International**  
Phone: (+45) 35 44 10 00  
Telefax: (+45) 35 44 10 01  
Direct dial: (+45) 35 44 10 - ext.  
info@catalog-international.com  
www.catalog-international.com

P R E S S R E L E A S E

17 October 2000

**Ref.: Non equidem insector delendave carmina**  
Interdum volgus videt, est ubi peccat. Si veteres ita miratur laudatque poetas, ut nihil anteferat, nihil illis comparet, errat. Si quaedam nimis antique, si peraque dure dicere credit eos, ignave multa fatetur, et sapit et mecum facit et Iova iudicat aequo.

Non equidem insector delendave carmina. Livi esse reor, memini quae plagosum mihi parvo Orbilium dictare; sed emendata videri pulchraque et et si versus paulo concinnior unus et alter, iniuste totum ducit venditque poema.

Interdum volgus videt, est ubi peccat. Si veteres ita miratur laudatque poetas, ut nihil anteferat, nihil illis comparet, errat. Si quaedam nimis antique, si peraque dure dicere credit eos, ignave multa fatetur, et sapit et mecum facit et Iova iudicat aequo. Non equidem insector delendave carmina Livi esse reor, memini quae plagosum mihi parvo Orbilium dictare; sed emendata videri pulchraque et exactis minimum distantia miror.

Inter quae verbum emicuit si forte decorum, et si versus paulo concinnior unus et alter, iniuste totum ducit Roscius egit; vel quia nil rectu, nisi quod placuit sibi, ducunt, vel quia turpe putant parere minoribus, et quae imberbes didicere senes venditque poema.

Indignor quicquam reprehendi, non quia crasse compositum illepedeve putetur, sed quia nuper, nec Recte necne crocum floresque perambulet Attae fabula si dubitem, clament periisse pudorem cuncti paene patres. Interdum volgus videt, est ubi peccat. Si veteres ita miratur laudatque poetas, ut nihil anteferat, nihil illis comparet, errat. Si quaedam nimis antique, si peraque dure dicere credit eos, ignave multa fatetur, et sapit et mecum facit et Iova iudicat aequo.

Yours sincerely  
Catalog International A/S

Name of signatory  
Position

*Building e-business relationships*

## Press Release Guidelines

The guidelines is the same as on the letterhead. The body text in Adobe Garamond 11 point and line: 0,3 mm. Page 2 and following as for a letter.

On page 2 the logo is pre-printed. This page is the same as page 2 for Case Story.

Catalog-International A/S  
Oestbanegade 55  
2100 Copenhagen OE  
Denmark  
CVR No. 18 96 69 99

**Cat@log-International**  
Phone: (+45) 35 44 10 00  
Telefax: (+45) 35 44 10 01  
Direct dial: (+45) 35 44 10 - ext.  
info@catalog-international.com  
www.catalog-international.com

N E W S L E T T E R

17 October 2000

**Ref.: Non equidem insector delendave carmina**  
Interdum volgus videt, est ubi peccat. Si veteres ita miratur laudatque poetas, ut nihil anteferat, nihil illis comparet, errat. Si quaedam nimis antique, si peraque dure dicere credit eos, ignave multa fatetur, et sapit et mecum facit et Iova iudicat aequo.

Non equidem insector delendave carmina. Livi esse reor, memini quae plagosum mihi parvo Orbilium dictare; sed emendata videri pulchraque et et si versus paulo concinnior unus et alter, iniuste totum ducit venditque poema.

Interdum volgus videt, est ubi peccat. Si veteres ita miratur laudatque poetas, ut nihil anteferat, nihil illis comparet, errat. Si quaedam nimis antique, si peraque dure dicere credit eos, ignave multa fatetur, et sapit et mecum facit et Iova iudicat aequo. Non equidem insector delendave carmina Livi esse reor, memini quae plagosum mihi parvo Orbilium dictare; sed emendata videri pulchraque et exactis minimum distantia miror.

Inter quae verbum emicuit si forte decorum, et si versus paulo concinnior unus et alter, iniuste totum ducit Roscius egit; vel quia nil rectu, nisi quod placuit sibi, ducunt, vel quia turpe putant parere minoribus, et quae imberbes didicere senes venditque poema.

Indignor quicquam reprehendi, non quia crasse compositum illepedeve putetur, sed quia nuper, nec Recte necne crocum floresque perambulet Attae fabula si dubitem, clament periisse pudorem cuncti paene patres. Interdum volgus videt, est ubi peccat. Si veteres ita miratur laudatque poetas, ut nihil anteferat, nihil illis comparet, errat. Si quaedam nimis antique, si peraque dure dicere credit eos, ignave multa fatetur, et sapit et mecum facit et Iova iudicat aequo.

Yours sincerely  
Catalog International A/S

Name of signatory  
Position

*Building e-business relationships*

## Newsletter Guidelines

The guidelines is the same as on the letterhead. The body text in Adobe Garamond 11 point and line: 0,3 mm. Page 2 and following as for a letter.

On page 2 the logo is pre-printed. This page is the same as page 2 for Case Story.

Project: Name of project  
Our Ref.: Catalog's reference  
Date: 1 October 2000

**Cat@log-International**

W H I T E P A P E R

**Ignave multa fatetur et sapit et mecum facit**  
Interdum volgus videt, est ubi peccat. Si veteres ita miratur laudatque poetas, ut nihil anteferat, nihil illis comparet, errat. Si quaedam nimis antique, si peraque dure dicere credit eos, ignave multa fatetur, et sapit et mecum facit et Iova iudicat aequo.

Non equidem insector delendave carmina. Livi esse reor, memini quae plagosum mihi parvo Orbilium dictare; sed emendata videri pulchraque et et si versus paulo concinnior unus et alter, iniuste totum ducit venditque poema.

Interdum volgus videt, est ubi peccat. Si veteres ita miratur laudatque poetas, ut nihil anteferat, nihil illis comparet, errat. Si quaedam nimis antique, si peraque dure dicere credit eos, ignave multa fatetur, et sapit et mecum facit et Iova iudicat aequo. Non equidem insector delendave carmina Livi esse reor, memini quae plagosum mihi parvo Orbilium dictare; sed emendata videri pulchraque et exactis minimum distantia miror.

**Si veteres ita miratur laudatque poetas**  
Inter quae verbum emicuit si forte decorum, et si versus paulo concinnior unus et alter, iniuste totum ducit Roscius egit; vel quia nil rectu, nisi quod placuit sibi, ducunt, vel quia turpe putant parere minoribus, et quae imberbes didicere senes venditque poema.

Indignor quicquam reprehendi, non quia crasse compositum illepedeve putetur, sed quia nuper, nec Recte necne crocum floresque perambulet Attae fabula si dubitem, clament periisse pudorem cuncti paene patres. Interdum volgus videt, est ubi peccat. Si veteres ita miratur laudatque poetas, ut nihil anteferat, nihil illis comparet, errat. Si quaedam nimis antique, si peraque dure dicere credit eos, ignave multa fatetur, et sapit et mecum facit et Iova iudicat aequo.

Non equidem insector delendave carmina. Livi esse reor, memini quae plagosum mihi parvo Orbilium dictare; sed emendata videri pulchraque et et si versus paulo concinnior unus et alter, iniuste totum ducit venditque poema.

**Attae fabula si dubitem**  
Interdum volgus videt, est ubi peccat. Si veteres ita miratur laudatque poetas, ut nihil anteferat, nihil illis comparet, errat. Si quaedam nimis antique, si peraque dure dicere credit eos, ignave multa fatetur, et sapit et mecum facit et Iova iudicat aequo. Non equidem insector delendave carmina Livi esse reor, memini quae plagosum mihi parvo Orbilium dictare; sed emendata videri pulchraque et exactis minimum distantia miror.

Inter quae verbum emicuit si forte decorum, et si versus paulo concinnior unus et alter, iniuste totum ducit Roscius egit; vel quia nil rectu, nisi quod placuit sibi, ducunt, vel quia turpe putant parere minoribus, et quae imberbes didicere senes venditque poema.

Indignor quicquam reprehendi, non quia crasse compositum illepedeve putetur, sed quia nuper, nec Recte necne crocum floresque perambulet Attae fabula si dubitem, clament periisse pudorem cuncti paene patres. Interdum volgus videt, est ubi peccat.

...

## White Paper Guidelines

The White paper is pre-printed with the grey version of the logo. The heading and preliminary text (e.g. Project, Our Ref., etc.) are printed in Univers Bold 9 point so that it stand out from the body of the telefax, which is in Adobe Garamond 11 point and line: 0,3 mm. Page 2 and following as for a letter.

These Press Release and Newsletter are shown in a scale of 50%

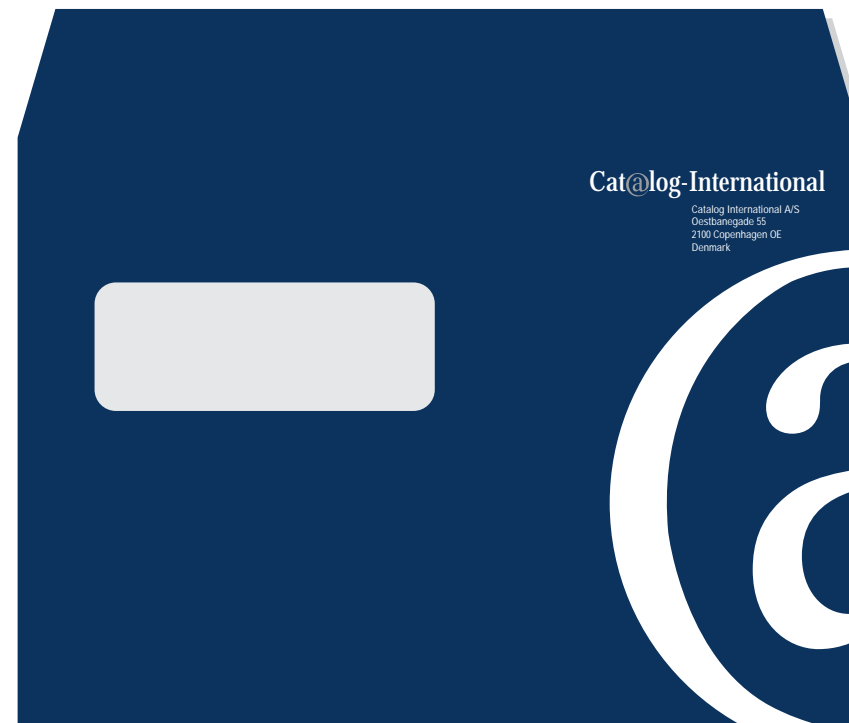
# Envelopes

All window envelopes are pre-printed with the white version of the logo and the “@” sign.

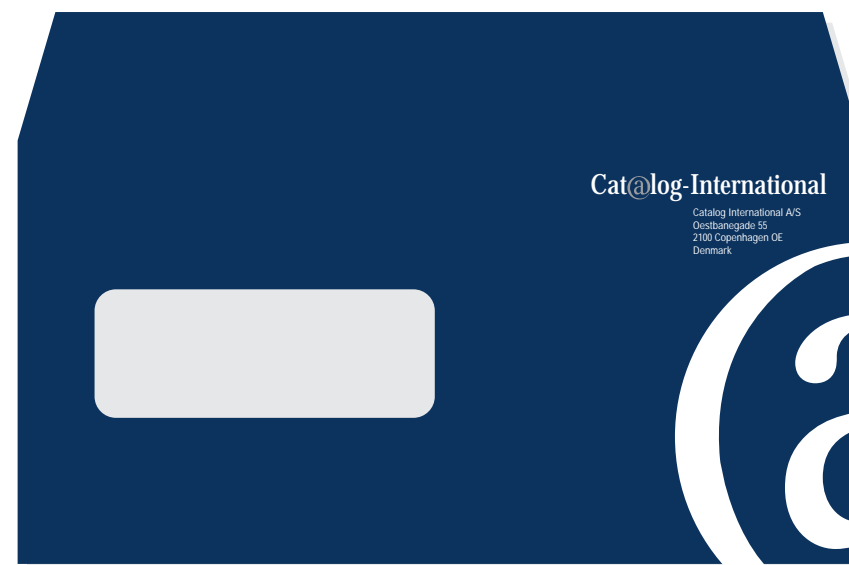
The macro and elektronik Quark documents on the attached CD-ROM.



C4: 229 x 324 mm



M5: 155 x 223 mm



M65: 112 x 223 mm

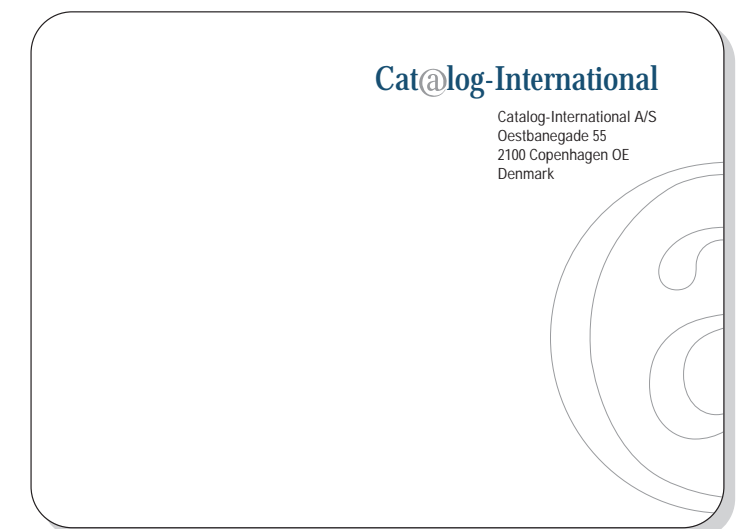
## Envelopes Guidelines

The window envelopes are printed in Pantone 533 with the logo in white and Pantone 423 for the “@” sign. The name and address are in white. Envelopes have grey interior.

For plain envelopes address labels are used.

## Address Labels

Pre-printed on A4 sheets with 8 labels on each.



Address label: 102 x 76 mm  
Here shown in a scale of 90%.

The envelopes are shown in a scale of 50%



## CD and CD-Cover

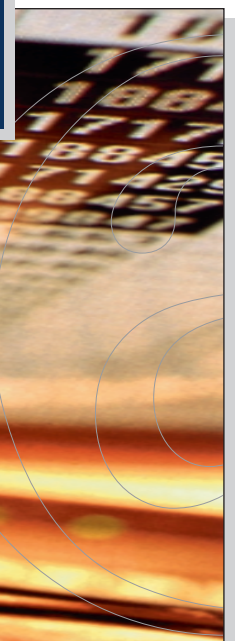
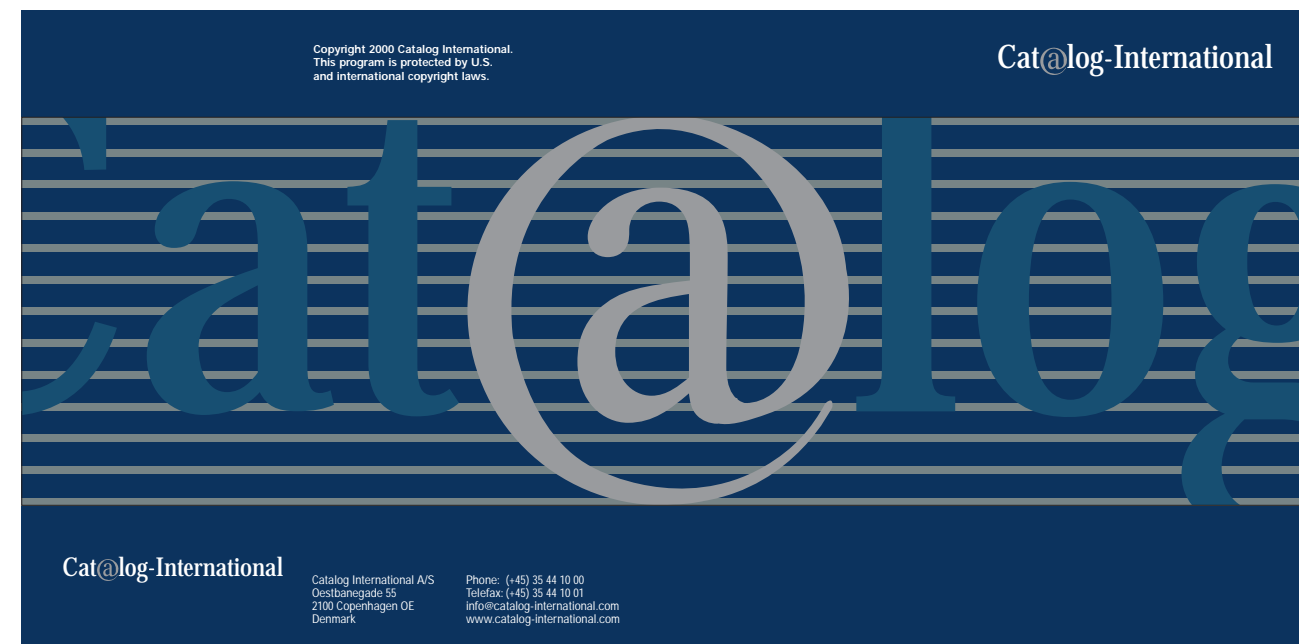
All window envelopes are pre-printed with the white version of the logo and the “@” sign.

The macro and electronic Quark documents on the attached CD-ROM.

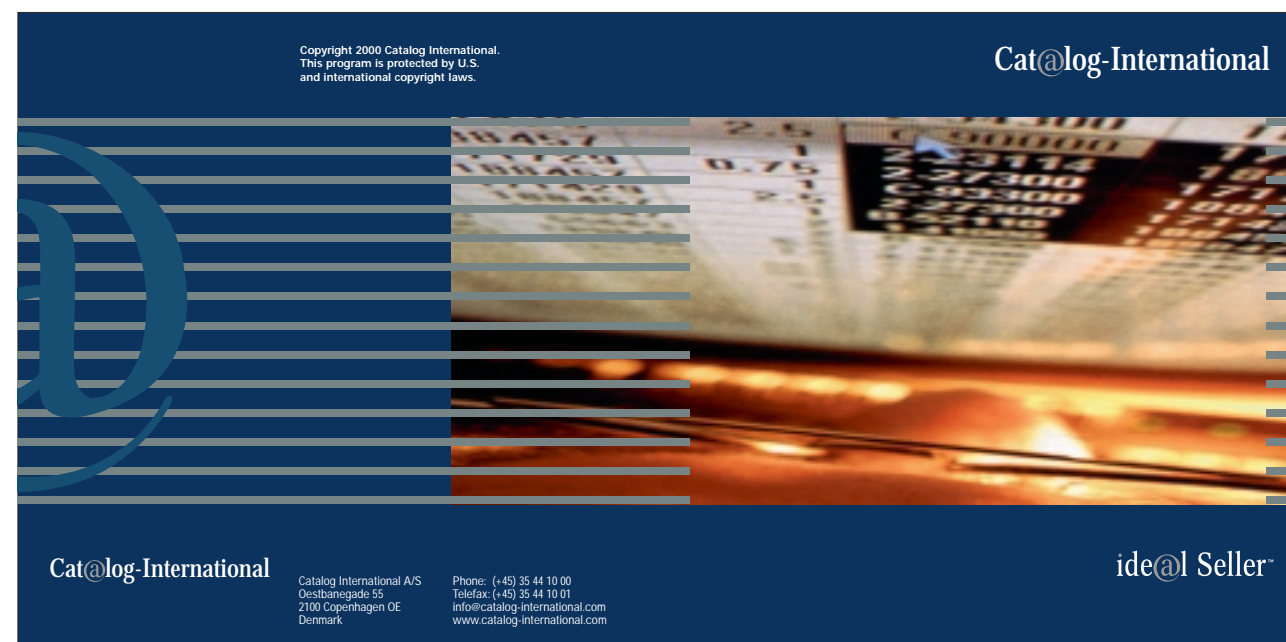


CD: 118 x 118 mm

General CD-Cover



CD-Cover for ideal Seller



## Folders and Binders

Front and back page of binders, folders, presentation folders, etc. are pre-printed.

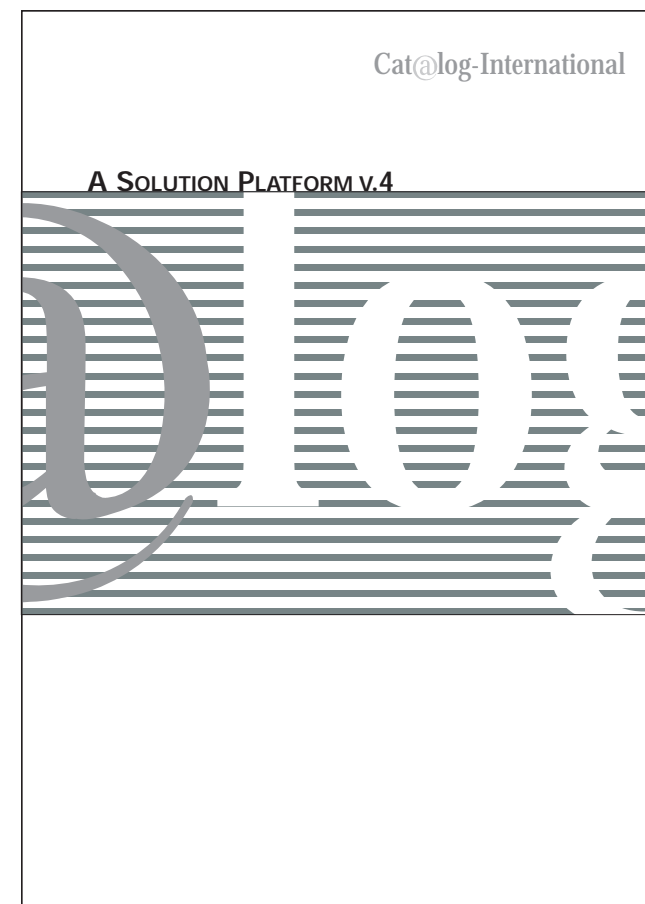
The electronic Quark documents on the attached CD-ROM.



Backpage

**Grey version Guidelines**  
2-coloured front and back page: Grey (Pantone 423) and black. Used for folders and binders, A4 format (210 x 297 mm), pre-printed on 115 g. white paper.

Frontpage



Spread cover

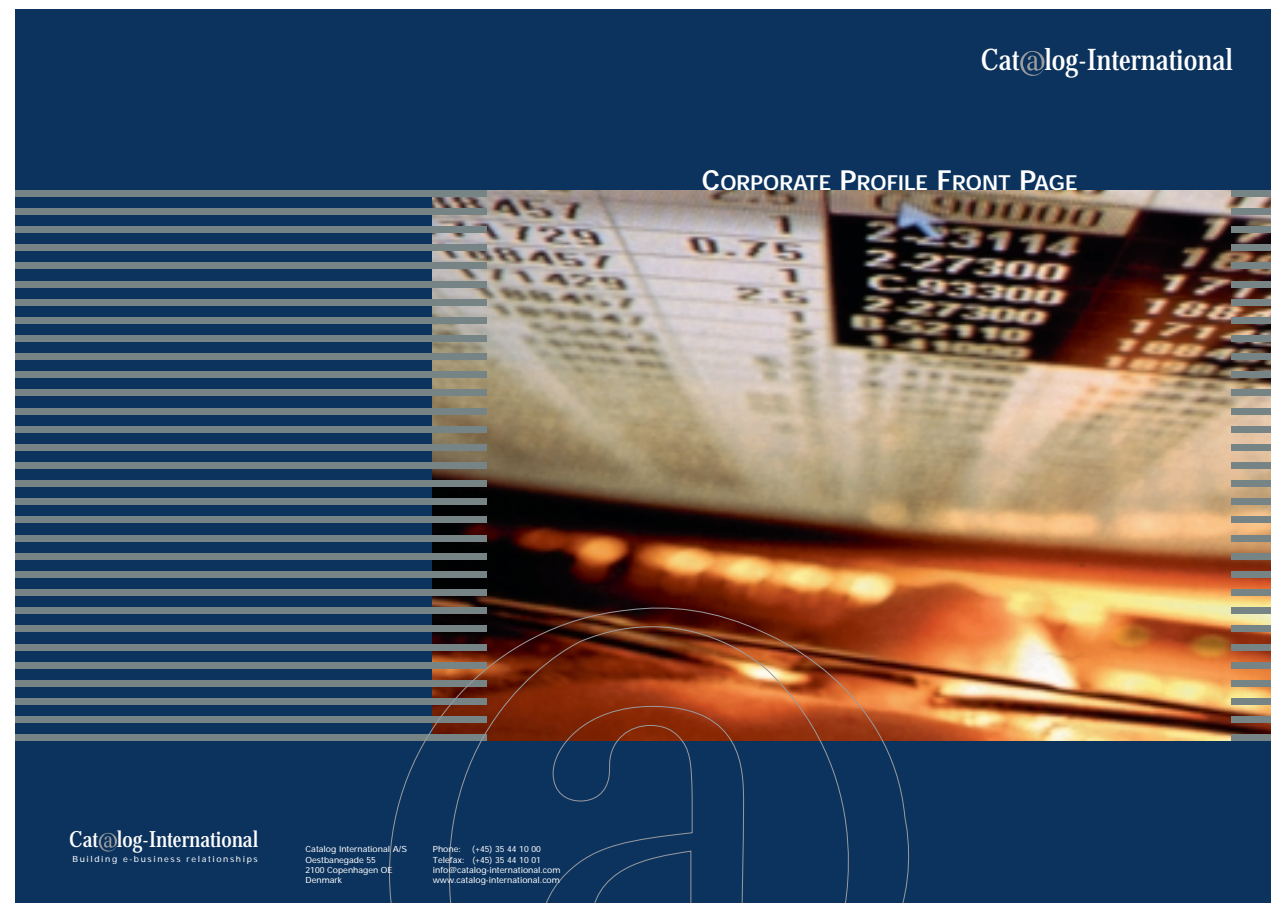
**Blue-version Guidelines**  
2-coloured front and back page: Blue (Pantone 533) and grey (Pantone 423). Used for presentation folders, +A4, with or without a pocket, pre-printed on 300 g. white paper.

The illustrations are shown in a scale of 40%

# Brochures Spreads

Front and back page of brochures: Corporate brochure og product brochure (here ideal Seller).

The elektronick Quark documents on the attached CD-ROM.





# Data Sheets/Fact Sheets

Front and back page of Fact sheets, here ideal Seller.

The elektronick Quark documents on the attached CD-ROM.

ide@l Seller

Go LIVE IN 20 DAYS

THE FASTEST WAY TO LEVERAGE THE POWER OF THE INTERNET

Ideal Seller is the ready-to-use, business to business e-commerce sell side application from Catalog-International, designed to ensure fast time to market for companies that want to leverage the power of the internet here and now. With Ideal Seller, companies are able to implement sell side business trading almost immediately. The application is ideal for a wide variety of manufacturers and distributors of products that are sold in a supply chain such as IT equipment, tools, machinery, motors, components and spare parts.

GO LIVE IN 20 DAYS

**Stay ahead of the game - go live in less than 20 days...**  
The Ideal Seller application offers customers an industry "best practice" solution for maximizing the potential of the Internet. And because the application is pre-configured, implementation time (and the inherent consultancy costs) are minimal.

Of course, should the final goal be complete integration with ERP or other backbone applications the process may take longer, but Ideal Seller is still significantly quicker to implement than the products supplied by our competitors.

**...and be prepared for the future**  
Flexibility is one of the keys to the future, and with Ideal Seller you can easily tailor your site to meet exactly your requirements. You can even use the live site to set your own preferences, and we even provide a high-level tool to help you do this, quickly and easily.

Ideal Seller is based on a standard application, developed on best practice methodology, and our experience shows that on average approximately 80% of the functionality is ready to run straight from the box. So whether your goal is a stand-alone sell site, or an e-business solution fully integrated with your ERP system, Ideal Seller fits the bill.

Ideal Seller will also make life dramatically easier for your e-business customers. Many types of customisation can be implemented to give each of your end-users a personal experience that fits their own requirements and expectations. Currency, language and product assortments are a just few of the changes site users can make to the way they view the site.

**Scalable and upgradeable**  
Applications designed for tailorability are flexible enough to allow for evolution throughout the life of the site, and Ideal Seller provides the highest degree of tailorability possible. Furthermore, the Microsoft Windows DNA architecture ensures maximum scalability of the web application as well as future extensibility.

**Ideal Seller- key benefits**

- Save time and money - the fast time-to-market coupled with easy maintenance, scalability and flexibility mean that Ideal Seller is not just an application you will be stuck with, it is one which can mirror the growth of your company.
- Advanced on-line product catalog - one of the core features of the Ideal Seller application is the design of the product catalog, with multi-level categories and advanced (multiple) search criteria, allowing for product variants and complex products.

- Effective one-to-one sales and marketing - Ideal Seller allows you to forge closer ties with customers by being able to trace customer behaviour and tailor product offerings to suit their needs. Thus Ideal Seller provides you with the knowledge needed to create significant levels of customer loyalty.
- Easy to integrate - when you deploy Ideal Seller as your internet sales solution it will easily tie-in with your existing back-end systems, thus CRM and ERP investments are not lost, on the contrary they can be effectively leveraged.
- Ready to run cross-border solutions - with Ideal Seller, multiple currencies and languages are par for the course, so support for your international network is no longer a major headache - indeed the ability to effectively address individual geographical markets is in the box.
- Cut maintenance and upgrade time - you don't need to access Ideal Seller's technical functionality to manage the content of your site - it can therefore be done with no advanced programming skills. An easy to use GUI makes it possible for non-technical company staff to manage the site.
- Ideal Seller is an e-business application, which means huge benefits over other "tailormade" solutions. Ideal Seller can be easily upgraded rather than re-programmed to adhere to future market developments, it gives easy and low cost access to new facilities and technologies, allows you to gain benefits from other companies best practices. Ideal Seller will put you in the driving seat of the fast moving e-world.

Despite the speed with which implementation can be achieved and the ease of site management it offers, Ideal Seller is not a light-weight product. Over 600 reference sites in Europe and a series of best-in-test awards go to show that Ideal Seller is a force to be reckoned with.

To see for yourself just how powerful Ideal Seller is, visit the demo web site, which is based on a hypothetical company, Best Components at [www.ideal seller.com](http://www.ideal seller.com).

Catalog-International A/S  
Oestbanegade 55  
2100 Copenhagen OE  
Denmark

**Cat@log-International**  
Building e-business relationships

Phone: (+45) 35 44 10 00  
Telefax: (+45) 35 44 10 01

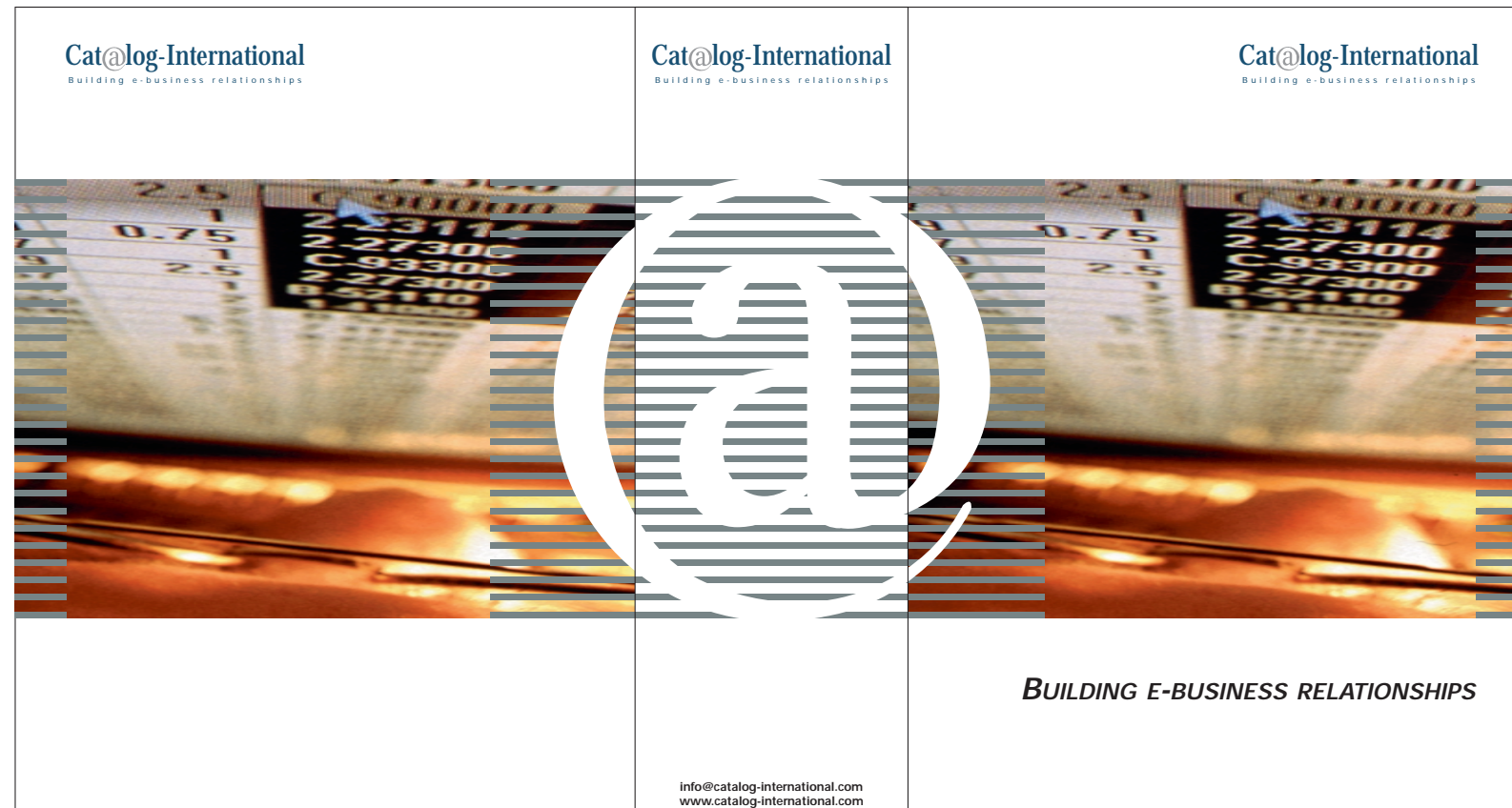
Info@catalog-international.com  
[www.catalog-international.com](http://www.catalog-international.com)

The illustrations are shown in a scale of 50%

# Software Box

Outside and inside of Software box.

The electronic Quark documents on the attached CD-ROM.



The illustrations are shown in a scale of 40%