



Branding Customer Websites

Section

Corporate
Identity
Usage
Guidelines

POWERED BY
SUPPORT.COM
SIGNATURE

The **Powered by Support.com signature** identifies the relationship between Support.com and its customers/licensees on the customer's website. Its purpose is to create confidence and awareness of Support.com's role in helping the customer's users. The signature must be included on the following windows:

- Support User Window
- Support Administrator Window
- Support Analyst Window
- Foundry Window
- Support.com Agent Window
- About Box; Support.com Agent

The Powered by Support.com signature must be used in specific sizes and approved colors on these windows. It may only be used in its Support.com two-color version on a white background. Otherwise, it must be used in its all-black or all-white version, depending on the background color of the customer site. The signature must always be used at 137 pixels in width, and must include the trademark. It may not be altered in any way.



137 pixels wide

™ must always be used
with the Powered by
Support.com s ignature.



This page further defines the specifications for applying the **Powered by Support.com signature**.

The example below represents a typical product screen page, and provides specifications for the Powered by Support.com signature channel, as well as placement guidelines for the Powered by Support.com signature within that channel.

The ghosted white area illustrates parts of the window that customers may redesign, in order to integrate the Support.com windows into the look of the customer site through the use of color, addition of logos, and typography. Customers have free reign to alter the graphic appearance of these windows, with the exception of HTML text, tabs, and buttons, as outlined on the following pages.

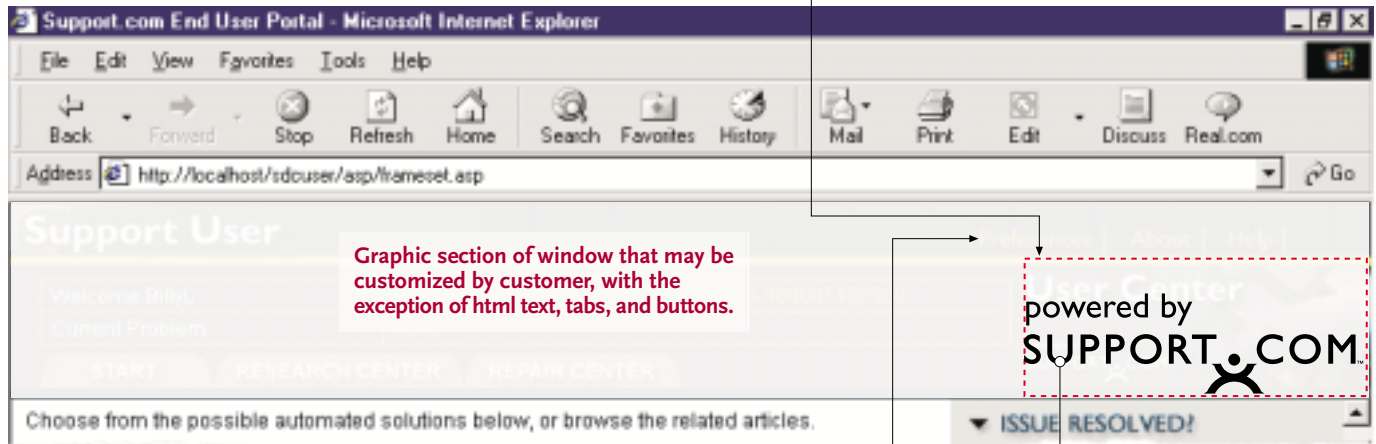
The red dashed line represents the Powered by Support.com signature channel. The channel is 137 pixels wide and extends from the right side of the window, and the full depth of the graphic section of the window.

The signature must appear in this channel. The ideal placement is at the bottom of the channel, as illustrated, however, it may be placed anywhere; vertically inside of the channel. It may not appear anywhere else in the window.

The signature must appear at the full 137 pixel width of the channel. This size may not be changed. The signature may not be altered in any way.

The signature must appear in one of the three approved color versions as outlined on the page describing the Powered by Support.com signature.

Graphic section of window that may be customized by customer, with the exception of html text, tabs, and buttons.



Powered by Support.com signature: must appear 137 pixels wide, the full width of the signature channel.

The signature must appear in one of its three approved color versions depending on the background color of the customer page.

If the product window contains HTML text, the signature channel should begin just below the HTML text area.

(Note how the signature channel varies in the examples on the following pages to accommodate the HTML text.)

SUPPORT.COM
BRANDED
WINDOWS

This page shows the four product windows that ship to the customer with Support.com's branding and design elements. These are the four windows that may be changed to reflect customer branding and Website design. The elements that make up the "design" or "look" of the pages may be changed to reflect the customer's Website; colors, typography, and/or photographic content. Certain areas of the pages, as outlined below, are part of the HTML structure of the page, and must not be changed. As outlined on the following pages, the **Powered by Support.com** signature must appear on each page/window customized by the customer.

Support User Window

Read only Content/HTML: this area may not be changed.

Tabs: graphic may not be changed. Font may be changed.

Color and graphic content in these areas may be changed.

Hypertext: only font may be changed.

Powered by Support.com signature channel

Support Administrator Window

Read only content/HTML: this area may not be changed.

Tabs: graphic may not be changed. Font may be changed.

Color and graphic content in these areas may be changed.

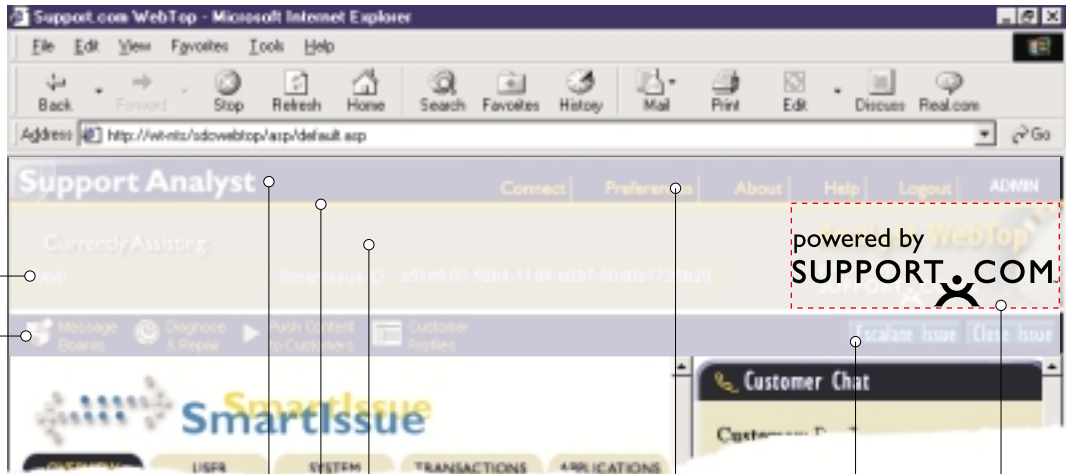
Hypertext: only font may be changed.

Powered by Support.com signature channel

SUPPORT.COM
BRANDED
WINDOWS

continued...

Support Analyst
Webtop Window



Read only Content/HTML: this area may not be changed.

Icons: may be changed. Copy: only font may be changed.

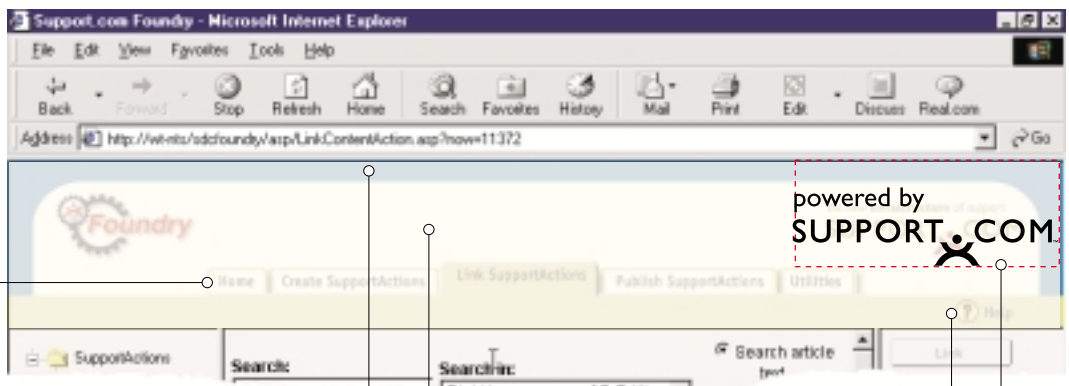
Color and graphic content in these areas may be changed.

Hypertext: only font may be changed.

Buttons: Design of button can change, size of button may not.

Powered by Support.com signature channel

Foundry Window



Tabs: graphic may not be changed. Font may be changed.

Color and graphic content in these areas may be changed.

Icon: 32x32 pixel icon may be changed.

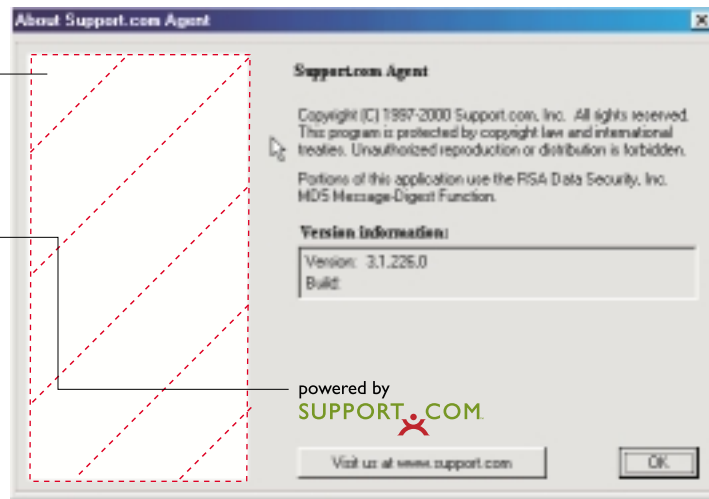
"Help" at right is HTML. Font only may be changed.

Powered by Support.com signature channel

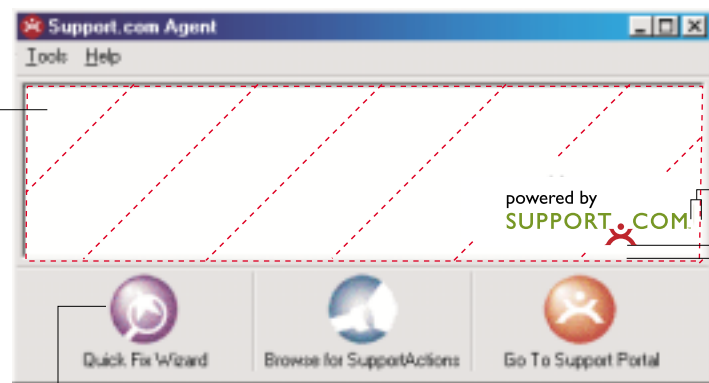
ABOUT BOX AND AGENT WINDOWS

The examples below illustrate the “About” box and Agent windows, and the areas within them that may be customized by the customer. The only requirement that must be met is to include the Powered by Support.com signature as detailed below.

This area of the “About” box may be branded by the customer with their logo/corporate identity. It is the only area of the About box that may be customized. The Powered by Support.com signature will already appear on the About box as shown in the lower right corner. It may not be moved from this position, or altered in any way.



This area of the Agent window may be branded by the customer with their logo/corporate identity. The Powered by Support.com signature must appear as shown in the lower right corner. It is 137 pixels in width, and is placed 10 pixels from the bottom and 10 pixels from the right side. It may not be moved from that position, or altered in any way.



The icons at the bottom of the Agent window may be replaced with icons developed by the customer to reflect their Website