

# What's the big idea?

Sun Corporate Identity Guidelines: Overview



## Sun's communications focus on the big picture.

### **Sun thinks big.**

Before you begin developing Sun communications, you should ask yourself “What’s the big idea?” In other words, what’s the single most important idea to be communicated? What are those big reasons a customer will care and therefore want to find out more? What are the big ways that this product or service can improve the way our customers run their IT operations and their businesses? When you can answer these questions, you’re ready to begin building a powerful Sun communication.

### **The power of Sun's brand**

A unified Sun brand is a powerful marketing tool. Consistent communications increase the impact of our brand messages. Messages that convey strength, trust and real world scenarios. No marketing speak or business clichés found here. Every piece of communication—from advertising to collateral, from the Web site to packaging, and everything in between—should pack a punch and feel as big and bold as Sun itself.

**Sun is about “straight-talk”.**

Companies that don't have real benefits to relate turn to vague messages, stilted corporate language and clichéd images. Not Sun. Sun is a company of real ideas and real solutions for real technology and business challenges. We don't need smokes screens, hype or platitudes. Sun's communications get straight to the point—straight to the benefits—with an attitude of confidence and intelligence.

## Sun is about straight talk with attitude — an attitude of confidence, intelligence and drive.

Sun communicates in a voice that's more “conversation” than “corporation.” We relate to the challenges our customers face and we relate our products directly to those challenges. Here are some examples of Sun's “voice” in action:

*What works*

- In one year, your business will consume 300 times the amount of storage it does today. Just a heads up.
- Your IT guy might quit, but our infrastructure won't.
- Price or performance, choose two.
- Does your IT guy know what comes after a petabyte? He will soon.

*What doesn't work*

- Get onboard or get left behind. (arrogant)
- Simply the best solutions money can buy. (arrogant and exaggerated)
- Together we can build the future. (vague, corporate speak)
- iForce e-market places, connections to powerful business. (vague, corporate speak)
- Complete solutions for your business. (vague, corporate speak)

### Getting the big picture right: Photography and the Sun brand

Images in Sun's communications have purpose. They support and amplify the big ideas and big messages in our communications. Just as Sun's voice is conversational, Sun's images reflect a sense of reality and authenticity. Photos should reflect real people and real environments in order to better support communication of Sun's real-world solutions. Sun photos shouldn't be manipulated or overly art directed. We don't need montage or tricky processes.

The relationship between photo and headline in a Sun communication is paramount. The two should work in tandem to powerfully deliver the big idea. Images shouldn't be used as wallpaper and they shouldn't require interpretation or guesswork. Instead, they should get to the point in a way that underscores Sun's confidence (which can certainly include a dash of humor or wit where appropriate) and respect our reader's intelligence, which will help demonstrate ours.

#### People

Choose real people rather than cliches of what a "professional" looks like. They don't have to be perfectly groomed or in perfect clothing. Cast real people and shoot them doing real things.

#### Environments

Choose environments that reflect real-world situations—it's ok to show disorganized desks, tables, whiteboards, data centers—that's the real-world. Scenarios that are overly staged or perfected aren't part of the picture.

#### Products

Sun's products should be expressed as the heroes they are. Give them dramatic angles with well lighted, clean, unobstructed backgrounds.

## What works

### A. Real people

*No staging here. This guy really worked an all-nighter.*

### B. Real environments

*Aim to capture a sense of place as well as a sense of person.*

### C. Real solutions

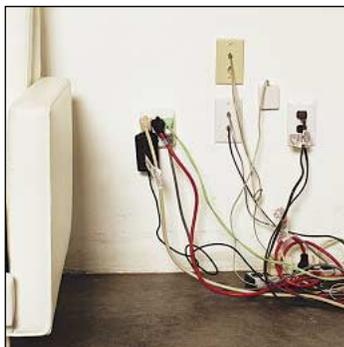
*Behind-the-scenes photos show that Sun understands day-to-day reality.*



A.



B.



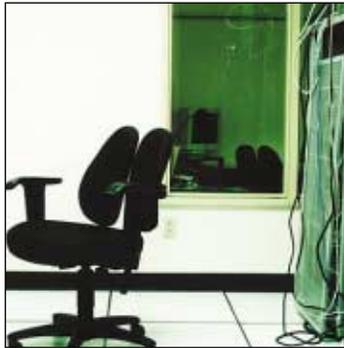
C.



### What still works

#### A. Truthful

*You can't fake fluorescent glare and ugly flooring, it's all too real.*



A.



B.

#### B. Single images

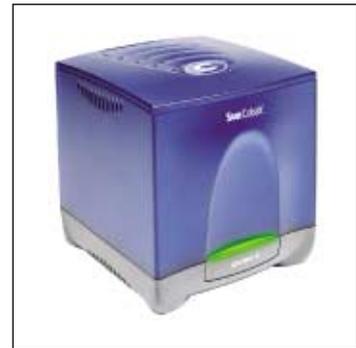
*Collage dilutes messages. Sun crystallizes them.*

#### C. Bold

*Sun branding and product details can be captured from many angles beyond the expected head-on shot.*



C.



### The bad picture: What doesn't work

These examples show you what Sun is not.

### What doesn't work

#### A. Exaggeration

*Business clichés make us look amateur.*



A.



B.

#### B. Obvious staging

*Thumbs-up, high-fives and posed gestures are too obvious.*

#### C. Wimpy products

*Soft imagery undermines our history as innovators.*



C.



D.

#### D. Manipulated images

*Layered photography tries to tell a complex story. Sun tells a simple one.*

**Just your type**

There are two Sun typefaces, Sun Sans (regular and condensed) and Sun Serif. These typefaces were developed exclusively for Sun Microsystems. To ensure consistency, apply our proprietary family of fonts to all communications, from tradeshow and events to Web pages and collateral. No other typefaces should be used. The Sun typefaces are available for Macintosh, PC and UNIX compatible computers.

ABCabc ABCabc

*This is Sun Sans Regular, it's weight and balance is perfect for body copy.*

*This is Sun Sans Regular Italic, use it for emphasizing points in body copy.*

ABCabc ABCabc

*This is Sun Sans Semi Bold, we use this primarily for headline copy in the Sun Brand Flag.*

*Sun Sans Semi Bold Italic can help call attention to a word in a headline. Use it sparingly.*

ABCDEabcde

ABCabc

*This is Sun Sans Demi Bold, a bit heavier than Sun Sans Semi Bold, this is used for headlines in copy blocks.*

ABCDEabcde

ABCabc

*This is Sun Sans Heavy, the heaviest of Sun Sans, is used at larger sizes only.*

ABCDEabcde

ABCDEabcde

ABCDEabcde

ABCDEabcde

*For those applications where space is at a premium, say in a catalog, you have the option of using the Sun Sans Condensed type family.*

This is Sun Sans Serif Regular and this is Sun Serif Italic.

**There is also a Sun Serif Bold, and the Sun Serif Bold Italic,**

*There is also a serif version of the Sun font available, however it is not used in any of our current applications.*

## The importance of color

Sun's primary color palette is comprised of three colors: Sun Blue, Sun Yellow, and Sun Red. These are not just any colors chosen at random, but selected for their inherent meaning to the Sun brand. Sun Blue, an updated version of our original custom color represents our heritage and all that Sun has accomplished. A reader's eye naturally gravitates to Sun Yellow. That makes the Sun Yellow color block the perfect place to state your "Big Idea." And like a red light, Sun Red has stopping power. This is where you can build on your big idea with competitive claims, calls-to-action, or other critical messages. Use these colors consistently and with reservation. Too much can ruin a good thing.

We also have color matches in other systems, please refer to this chart for detailed information.

### Sun Blue Color Palette

|           |  |
|-----------|--|
| Pantone   | PMS 2726 C<br>PMS 2728 U               |
| Toyo      | CF0444                                 |
| HKS       | HKS 45K (coated)<br>HKS 45N (uncoated) |
| Grayscale | 100%K                                  |
| CMYK      | 83C, 60M                               |
| RGB       | 89R, 79G, 191B                         |
| HEX       | 594FBF                                 |

### Sun Yellow Color Palette

|           |                                      |
|-----------|--------------------------------------|
| Pantone   | PMS 109 C<br>PMS 012 U               |
| Toyo      | CF0192                               |
| HKS       | HKS 3K (coated)<br>HKS 3N (uncoated) |
| Grayscale | 15%K                                 |
| CMYK      | 10M, 100Y                            |
| RGB       | 251R, 226G, 73B                      |
| HEX       | FBE249                               |

### Sun Red Color Palette

|           |  |
|-----------|--|
| Pantone   | 1788 C<br>032 U                        |
| Toyo      | CF0088                                 |
| HKS       | HKS 22K (coated)<br>HKS 22N (uncoated) |
| Grayscale | 50%K                                   |
| CMYK      | 87M, 91Y                               |
| RGB       | 209R, 33G, 36B                         |
| HEX       | D12124                                 |

### White

|           |                |
|-----------|----------------|
| Grayscale | 0%             |
| CMYK      | 0C, 0M, 0Y, 0K |
| RGB       | 0R, 0G, 0B     |
| HEX       | FFFFFF         |

The coatings used on coated stock paper cause a shift in hue. For this reason, it is important to use a different version of the color for uncoated stock, as we don't have to accommodate for the color shift. In order to always get true, consistent color, please make sure to use the correct color code for the paper you are using.



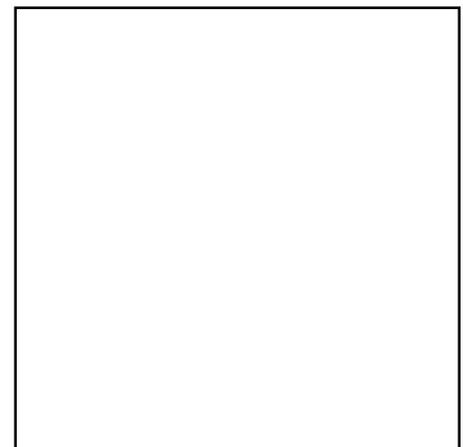
*Sun Blue has been changed from a custom color to a specified Pantone color (PMS 2726 c for coated applications and PMS 2728 u for uncoated substrates).*



*Sun Yellow has been specified to Pantone color (PMS 109 c for coated applications and PMS 012 u for uncoated substrates).*



*Sun Red has been specified to Pantone color (PMS 1788 c for coated applications and PMS 032 u for uncoated substrates).*



*White. Use it to keep communications clean, clear and open—use colors around white and/or images to highlight ideas, information and Sun's brands.*



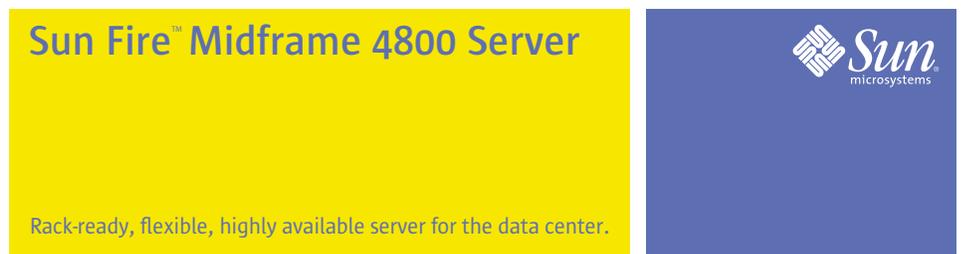
*Black tone conversions of our colors for single color applications, i.e. Sun White Papers.*

**The Sun brand flag and how to wave it**

The Sun brand flag is the linchpin of our brand system. It is the signature element and serves as a platform for top level messaging; the Sun logo expression, partner or sub-brand association, headline messaging and calls-to-action. The Sun brand flag can never exist without content inside the color blocks.

The Sun brand flag consists of three Sun colors: Sun Blue, Sun Yellow, and Sun Red. In special circumstances, such as a with a partner logo placement, a white box can be used. In branding applications, the brand flag should always read (left to right): Sun Yellow (headline), Sun Red or white (sub-brand or partner), Sun Blue (Sun Microsystems logo).

The Sun brand flag has been designed to clearly articulate a branding hierarchy, for both partner and sub-brand usage. When logos are used in the colored brand flag boxes, they should always be knocked out to white. Only the Sun Microsystems logo can appear in the blue box with top alignment. Sun sub-brand logos will always appear in the red box, with bottom alignment. Partner logos will always appear in the white box, with bottom alignment.



*Sun products or services: The yellow block is used for the the title with a descriptive subtitle.*



*Sun sub-brand lock-up: When a Sun sub-brand such as Java or SunONE is introduced, the Sun Red block is inserted. The yellow block is still used for the title with a descriptive subtitle.*



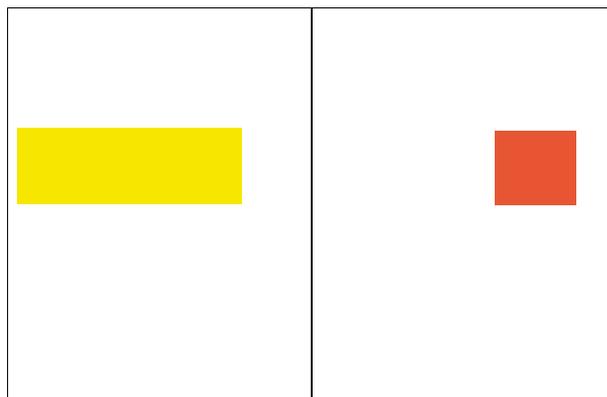
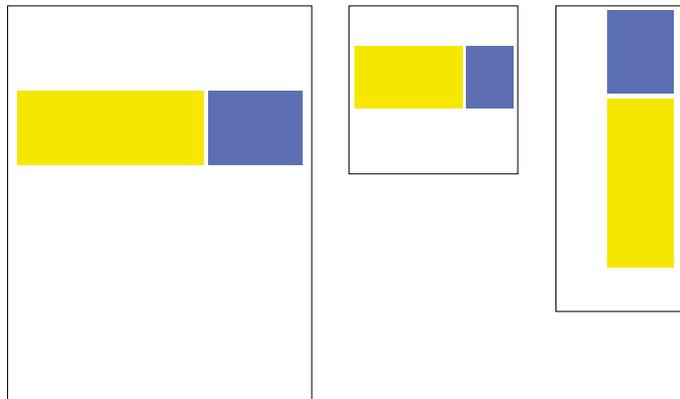
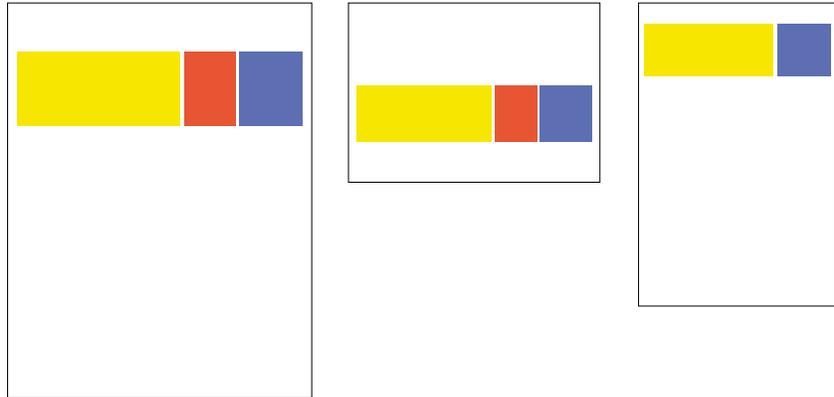
*As mentioned in the color section we have defined black values equivalent to the Sun colors.*

*Sun partner brand lock-up: When a Sun partner brand such as LuCom is introduced, the white block is inserted. The yellow block is still used for the title with a descriptive subtitle.*

**The Sun brand flag and how to wave it *continued***

An individual block can be used, but when using multiple color blocks, they must share the same height, the same horizon (top and bottom), have a consistent amount of space between, and they should never bleed off the page, either vertically or horizontally. There should always be space between the boxes, they should never touch or overlap. The spacing between multiple blocks should always be the same width, and will be determined on a proportional basis. As for placement, position the Sun brand flag where it works best with other elements.

*The Sun brand flag can do a lot. It can show brand hierarchy, communicate information, and make a call-to-action. However, while the brand flag is flexible, it must be used consistently, otherwise its power is diluted.*



*Interior spread*





### Consistency: it's a good thing

By following these guidelines, you ensure that Sun's identity is always consistently presented to the world. Whether you're looking at our homepage, our product packaging, a data sheet, a bill-board or a promotional CD, the look is unmistakably Sun.



**Face the Facts with Sun Solutions**

Solaris 9, 10/01 Next Generation  
July 4, 2002

anytime

**SunSpectrum InfoExpress Newsletter**

Issue 06/02

**Sun Introduces Solaris® 9 10/01 Operating Environment**

**Solaris 9, 10/01 Next Generation**

For more information on Solaris 9, 10/01 Next Generation, visit our website at [www.sun.com/solaris9](http://www.sun.com/solaris9).

**Solaris 9, 10/01 Next Generation**

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**anytime**

"Let's face it, today it's all about services — within the enterprise and between enterprises, with or without wires. Service on demand, anytime, anywhere."  
— Scott McNealy, CEO Sun Microsystems, Inc.

**Weblogs**

Discover more about the Sun Solutions CD. If you have Web access, you'll be able to watch our Sun CD-ROM to get more information and access directly from the website listed in the Sun Solutions CD-ROM. If you don't have Web access, you'll still have access to the wealth of information located on this CD.

**Play well with others.**

Join One Sun Francisco, March 23-25, 2002

**Sun**

**JAVA**

**Sun Solutions CD**

For more information on Solaris 9, 10/01 Next Generation, visit our website at [www.sun.com/solaris9](http://www.sun.com/solaris9).

**Credit Suisse Case Study**

**Investing in the future with a pioneering online service. Thanks to Sun ONE.**

**Sun ONE**

**Key Highlights:**

- Operational success: Increased sales, improved customer service.
- Business benefits: Increased sales, improved customer service.
- Operational success: Increased sales, improved customer service.
- Business benefits: Increased sales, improved customer service.

**Sun Professional Services**

Transforming technology into business results.

**Lost the edge?**

Sun Professional Services. Increase knowledge. Gain the competitive edge.

**Who do you trust?**

Trusted Transactions in the Digital Age

**Sun ONE**

**We hold over 40 world performance benchmarks. But that's not what makes us good.**

Welcome to the data revolution. There are enough daily Web transactions, e-mail messages, database applications, and on-line searches to cripple massive storage devices — and bring any company to its knees.

**AgriSource professional services.**

Operational success: Increased sales, improved customer service.

**AgriSource professional services.**

Operational success: Increased sales, improved customer service.

**Get the edge.**

Sun Professional Services. Increase knowledge. Gain the competitive edge.

**"Perspicax zothecae imputat pesimus pretiosus appo rotus bellis. Zothecae optima sic: sic conpium saret saretus chiro graphi, iam inconvallid quon quonno alio quadringo."**

— Ghofran Ahmad, Vice President of Engineering, BlueLight.com

## So what's the big idea?

**Bold, concise, clear and to-the-point. That's the Sun brand. If anything doesn't support the big idea—it should get out of the way.**

Sun Microsystems, Inc. 901 San Antonio Road, Palo Alto, CA 94303-4900 USA Phone 800 786-7638 or +1 512 434-1577 Web [sun.com](http://sun.com)



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