

# intranet

## branding standards

[www.citigroup.net/brand](http://www.citigroup.net/brand)

1/04/2005

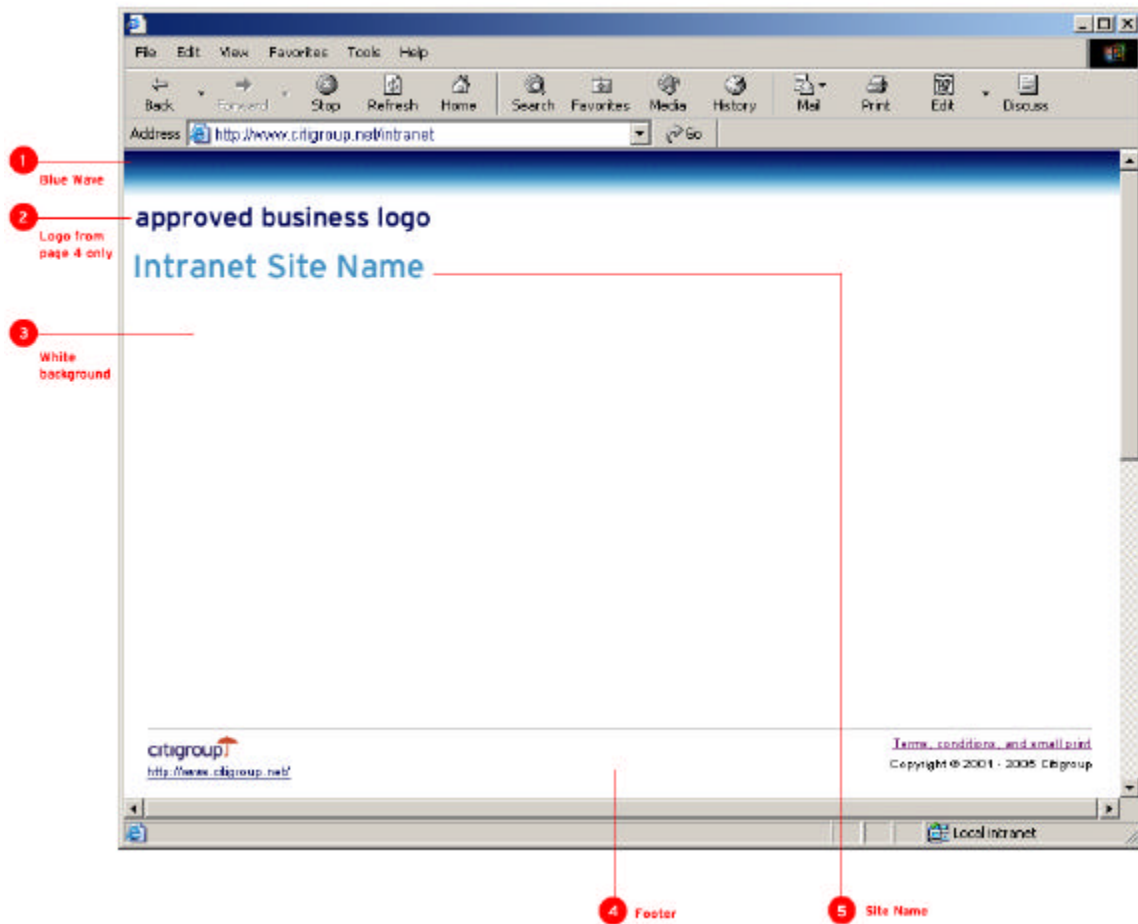
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# The elements of Citigroup intranet branding

The Citigroup identity is anchored by four elements - the Blue Wave, our approved business logos, fonts and colors. This document specifies an Intranet branding system, which will reinforce our identity with our global employee base and represent the quality, leadership and depth of Citigroup.



# How to design and brand a Citigroup Intranet site



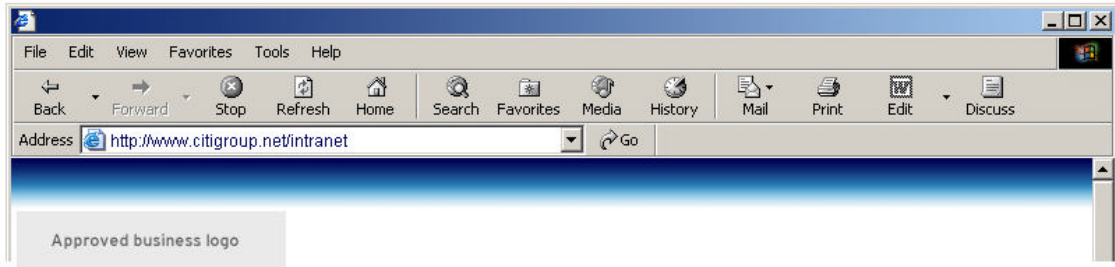
## Decisions in order of priority

1. Include the Blue Wave
2. Brand site with approved Citigroup business name/logo in top left corner
3. Predominantly white background
4. Separate the footer from the body using a gray rule. Include in the footer the Citigroup logo linked to <http://www.citigroup.com>, the Intranet site home page link, and appropriate legal sign-off
5. Use the recommended Corporate typeface (Interstate) for all headlines on new sites and as appropriate, integrate into existing sites.

# Header

The business names/logos shown below are Citigroup approved for upper left branding.

NOTE: Trademark Counsel should be consulted for final use and marking requirements.



**citibank**

**citi**  
U.S. only

**citi financial**

**citi insurance**

**citi mortgage**

**SMITH BARNEY**  
**citigroup**

U.S. only

**Travelers Life & Annuity**

U.S. only

**PRIMERICA**

U.S. only

**Diners Club International**

**citigroup**

**citigroup**  
private bank

**citigroup**  
asset management

**citigroup**  
venture capital

**citigroup**  
alternative investments

**citicapital**

# Footer and required links

Footers are required for your business home page. Illustrated below is the standard footer, which should be used on all home pages.

The footer is offset by a horizontal gray rule, 1 pixel x 1 pixel R:204 G:204 B:204 tiled, separating it from the rest of the page. We will shortly have downloadable images and logos available at [www.citigroup.net/brand](http://www.citigroup.net/brand).

## Standard Footer



## Home page Footer (including U.S.A.)

### 1. Citigroup approved logo

Red-R:255 G:0 B:0, Blue-R:0 G:0 B:102. Links to <http://www.citigroup.com>

### 2. Links to <http://www.citigroup.com>

The link will appear in the lower left-hand corner of every home page in the site.

### 3. One pixel gray rule

(R:204 G:204 B:204) separating all footer information from the rest of the page.

### 4. Terms and Conditions

A link must appear on every Citigroup intranet home page to Citigroup's disclaimer statement. The text will appear in the footer of every home page, above the Copyright notice, and shall read "Terms, conditions, caveats and small print." This text must link to the following URL: <http://www.citigroup.net/tos>. This URL will pull content into the frame, while maintaining frame navigation. NOTE: The disclaimer statement must be available in the languages offered at each Web site. The business is responsible for translating all Corporate disclaimer statements and having them approved by local counsel.

### 5. Copyright Notice

The Copyright notice, with the appropriate date, will appear just beneath the linked disclaimer phrase. If you have new content or a new page, then use the year when the new content or page was first published. If you have new content which amends old content or an old page and want to reflect all relevant years, then use the years for both the original creation and the amendments. For example, if you have a page first created in 1997 and then amended in 1998, use "Copyright © Citicorp 1997- 1998. All rights reserved." Businesses may also be required to display product specific disclaimer language on the content page.

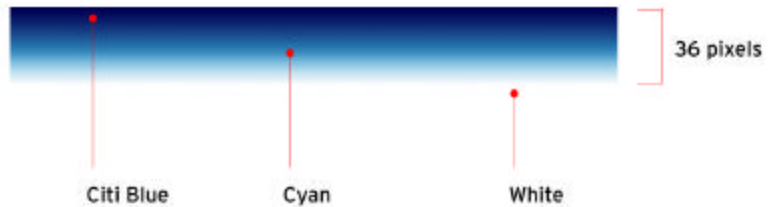
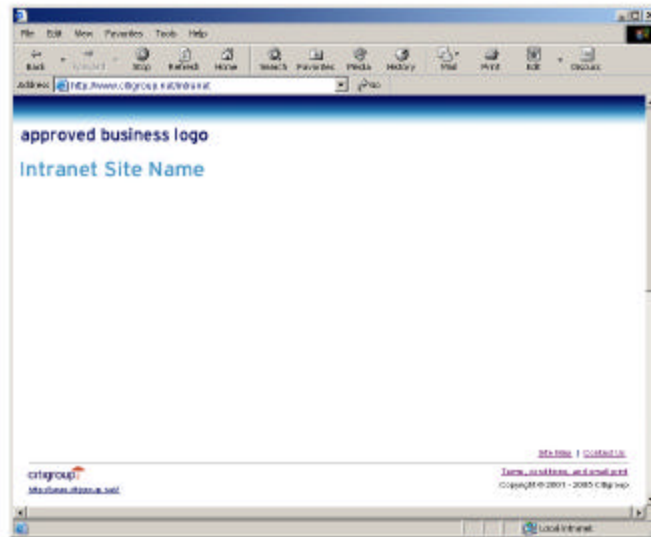
# The Blue Wave

One of the most important elements in the Citigroup identity is the Blue Wave. Long associated with our retail presentation, we are interested in continuing to reinforce the corporate equity of blue. Therefore we should always look for opportunities to highlight blue before all other colors. The more we feature the Blue Wave in our brand presentation the sooner it will come to represent the quality, leadership and depth of Citigroup.

The Blue Wave is an integral component of our identity; it provides us with a unique look for our online communications.

As one of our most important branding elements, we must take care never to use it in any way that might diminish its value. For this reason specific versions of the Blue Wave have been developed for specific applications.

On the Web, the Blue Wave graduates from dark to light as a narrow banner on the top of the page. Please make sure that the Blue Wave always remains "pure," free from surrounding elements such as imagery, text, or other graphics.



# Brand logo size/protected area

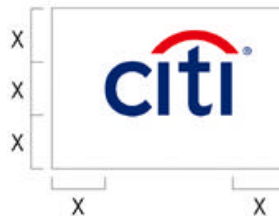
A minimum and a maximum pixel height has been established for approved business names/logos placed in the content area. Use the larger size business names/logos whenever possible.

The clear space between the approved business names/logos and all elements placed to their right is 32 pixels.



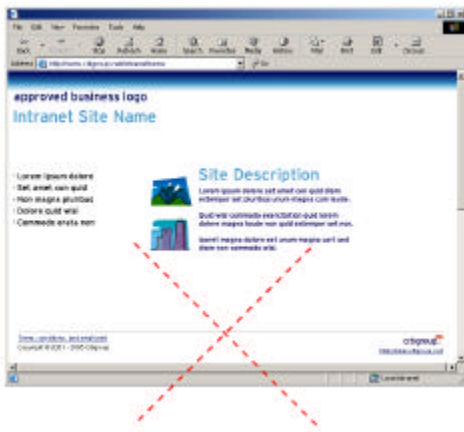
(Same rules apply to Smith Barney, Travelers, Primerica, Citigroup Corporate and Investment Bank, Citigroup Private Bank, Citigroup Asset Management, Citigroup Venture Capital and CitiCapital).

An adequate amount of open space should always surround the business logos, separating them from other elements, such as headlines, text or other graphics. By allowing adequate space around the business logos we preserve their legibility and visual impact.

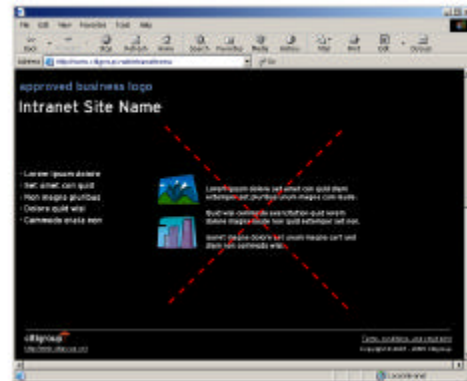


The protected area is equal to the x height of the lowercase "i" as illustrated here.

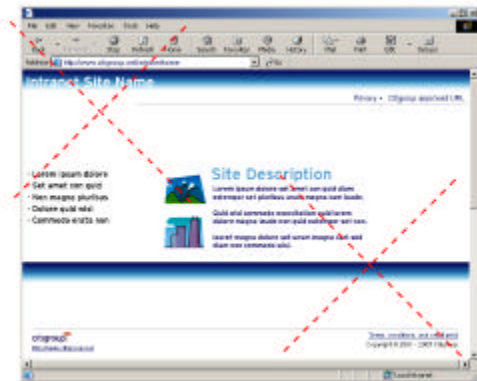
# Don't do it! - Web layout



Do not switch the position of the elements on the footer.



Do not use a dark color background.



Do not repeat the blue wave or place any logo or any text or imagery (including buttons or links) in the blue wave.



# Technical specifications

## Browser optimization

Sites should be designed to support the W3C standards ([www.w3.org](http://www.w3.org)) for HTML, CSS, and DOM. Browsers that support these standards are Internet Explorer 5.x and up as well as Netscape 7.x and up. Sites must be designed to function on both PC and Mac platforms.

## Monitor resolution

Design for 800 pixels x 600 pixels screen size resolution

## Page K sizes

Home page: Recommended 50K maximum - total of all files

All other pages: Recommended 30K or less

## Page length

A recommended limit of vertical page length is no more than 3 clicks on the scroll bar (on non-home page and non-information list-type pages).

## Graphics resolution

72 dpi (dots per inch)

## Graphics file format

GLFs are the accepted industry standard for graphics. JPEGs are also acceptable when appropriate.

## Color palette

Minimize color palettes. All graphics should be optimized to a browser-safe, 216 color palette with the exception of the Citi Blue Wave.

## Typography

Interstate and Adobe Garamond families are recommended typefaces. HTML text should always be specified as Arial/Helvetica.

### Interstate Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Interstate Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Interstate Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Adobe Garamond Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Adobe Garamond Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## Asset availability

Typographic & image assets are available on the Citigroup Intranet at <http://www.citigroup.net/brand>

# Technical specifications continued

Callouts  
Interstate Bold.

Headline  
Interstate Bold. When writing headlines,  
be engaging and concise.

Body copy  
Interstate Regular or Adobe Garamond if  
artwork. Arial or Helvetica if HTML text.



# Web-safe color palette

## Logo



R 0  
G 0  
B 102



R 255  
G 0  
B 0

## Colors

Blue must always be the predominant color used because it is our corporate color. However, you can incorporate secondary colors for accenting and highlighting. When using these secondary colors, please select from the palette below. Additional colors may be chosen from the complete browser-safe 216 color palette.



R 255  
G 204  
B 0



R 255  
G 102  
B 0



R 204  
G 0  
B 153



R 102  
G 0  
B 153



R 51  
G 153  
B 204



R 51  
G 153  
B 102



R 0  
G 0  
B 0



R 51  
G 204  
B 0

## HTML link color

The hex colors are: LINK: hex# 000066 (color of the link), VLINK: hex# 666666 (color of the link after it has been visited), ALINK: hex# FF0000 (color of the active link while mouse is depressed on a link).

### Link



R 0  
G 0  
B 102

### A Link



R 255  
G 0  
B 0

### V Link



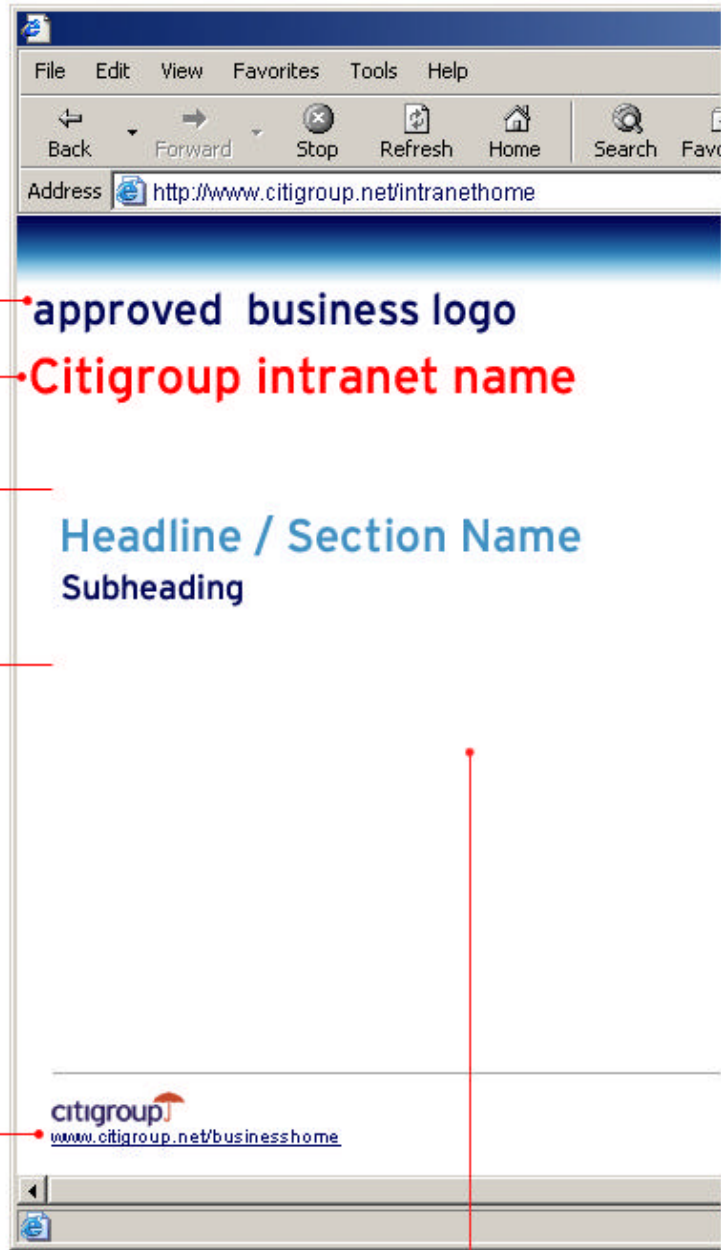
R 102  
G 102  
B 102

## Background

The background color is white (hex# FFFFFFFF).



R 255  
G 255  
B 255



## We're here to help

These guidelines should answer most of your questions about the new Citigroup brand.

For specific inquiries, please visit the current contact directory online at <http://www.citigroup.net/brand/keycontacts3.htm>