

PRINCIPLES AND ELEMENTS OF THE AFFYMETRIX® VISUAL IDENTITY

AFFYMETRIX OPEN COMMUNITY™ STYLE GUIDE

AFFYMETRIX GENECHIP-COMPATIBLE™ VERSION



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AFFYMETRIX OPEN COMMUNITY™ STYLE GUIDE**Affymetrix GeneChip-compatible™ Version**

The Affymetrix® brand, or corporate identity, is one of the company's core assets. Building and maintaining that brand is critical to the success of not only Affymetrix, but to its allied providers. As a result, the Affymetrix brand identity must always appear in a consistent manner in order for our investment to accomplish its intended goal—to make Affymetrix the most recognizable name in complex genetic analysis.

Working within the guidelines reaffirms our commitment to good business strategy, a focused brand identity, and to a network of providers who bring value and breadth to our solutions. It is equally important that members and providers of the **Affymetrix Open Community™** who use elements of the Affymetrix logo and brand identity understand and take responsibility for practicing the "rules" for employing them in a broad range of media.

Affymetrix recommends that teams or individuals responsible for marketing, marcom, public relations, and corporate communications familiarize themselves with these guidelines before undertaking initiatives that will garner broad attention. For simplicity, this style guide has been created in sections to help you quickly reference information relative to your specific Affymetrix GeneChip-compatible™ agreement.

Questions or concerns regarding these guidelines may be directed to your Affymetrix representative.



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OVERVIEW

The Affymetrix charter has always been to empower researchers with solutions for a broad range of applications for complex genetic analysis. To that end, we have established the **Affymetrix Open Community**, a network of providers who a) create assays, reagents, software, and instruments, and/or add value by offering sales, support, and consulting services that complement the Affymetrix GeneChip® platform, or b) integrate Affymetrix technologies into their own products.

We believe this growing community of providers can enable breakthrough research and “make markets” for GeneChip applications. In doing so, **Affymetrix Open Community** members can benefit by collaborating to expand the marketplace and increase their likelihood of commercial success.

Members of this unique community share a number of important attributes. They:

- Perform innovative work on the GeneChip brand platform.
- Nimbly evolve with Affymetrix technology.
- Create easy-to-use technologies.
- Provide or enhance high quality results.
- Offer strong expertise in a specific field or application.
- Enable researchers to make informed decisions.
- Can reduce costs to the customer.



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The **Affymetrix Open Community** is open to a wide range of providers from instrument, software, and reagent manufacturers, to academic institutions, pharmaceutical companies, and organizations providing sales, support, and consulting services. They are large and small, independent and affiliated. Many offer one-of-a-kind technologies; others are laden with competition. Some have broad sales and support infrastructures, while others have none. The community is reflective of the industry comprised of a colorful patchwork of capabilities and expertise. Members of this broader network employ “contextual” Affymetrix intellectual property to develop products and services that may be used in conjunction with Affymetrix GeneChip brand technology.

Affymetrix GeneChip-compatible™

Affymetrix Open Community members who create products in strict compliance with Affymetrix standards and specifications made available on the Affymetrix web site, may earn the right to use the *Affymetrix GeneChip-compatible™* logo. There will be a number of Affymetrix GeneChip-compatible products and services that earn this designation in each category, ensuring Affymetrix customers have a broad and robust range of options to complement their investment in GeneChip technology. Affymetrix Open Community members with Affymetrix GeneChip-compatible products will be expected to market these products independently (with the endorsement of the Affymetrix GeneChip-compatible logo) and to take full responsibility for any associated customer support and service needs.

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The following guidelines have been designed for hardware, software, and reagent manufacturers developing products and/or technologies based on Affymetrix standards for use with the GeneChip® brand platform. This document outlines proper use of Affymetrix trademarks, as well as the symbols and names created for Affymetrix Alliance members.

It is intended to support members in developing communications that successfully associate their products with the Affymetrix and GeneChip brands, and to build equity in the growing ecosystem of technologies based on Affymetrix standards. Affymetrix Alliance members must adhere to the following guidelines when developing marketing communications materials and activities including (but not limited to):

- Print advertising
- Broadcast advertising
- Online advertising
- Web sites
- Collateral materials (Product literature, data sheets, tech notes, application notes, etc.)
- Direct marketing (Direct mail, postcards, BRCs, etc.)
- Trade shows, seminars, and events (Signage, banners, giveaways, programs, etc.)
- Promotional materials (Premium items, awards, mugs, t-shirts, pens, etc.)
- Instructional tools and training manuals
- Reference materials

...as well as materials that accompany a product or technology, including, but not limited to:

- Products
- Labels and Pouches
- Packaging
- Package inserts
- User guides
- Product manuals

Following these guidelines will help protect valuable trademark rights and strengthen our respective corporate and brand identities. Affymetrix has invested heavily in both the Affymetrix and GeneChip brand identities, and values the equity both have earned in the life sciences marketplace.

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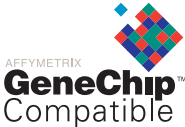
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AFFYMETRIX GENECHIP-COMPATIBLE™ LOGO



Those Affymetrix Alliance members who have earned the right to use the *Affymetrix GeneChip-compatible™* logo shown above are bound to the following style guidelines.

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Affymetrix GeneChip-compatible™ Logo

Primary Specifications

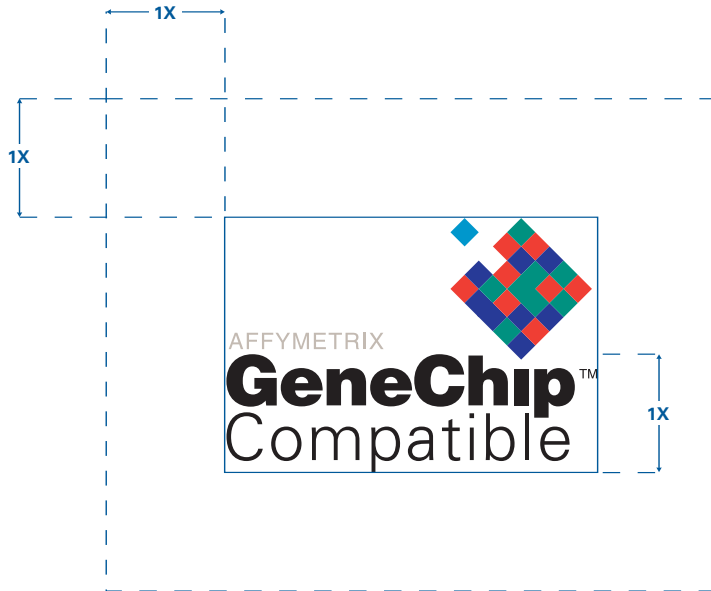
Just as with the Affymetrix corporate logo, all allied provider logos must be used within strict stylistic guidelines. Consistent use of the *Affymetrix GeneChip-compatible™* logo, either independently or in combination with other logos, is essential to maintaining brand integrity.

It is imperative that the *Affymetrix GeneChip-compatible* logo be reproduced precisely each time it appears.

Never recreate the logo independently. You must use digital art available from Affymetrix.

Minimal “clear space” requirements

The clear space, ie., space where no other printing exists, is here indicated as the “1x” measurement—equal to the height of *GeneChip-compatible* type, ascender to descender. The clear space must be maintained in all contexts.



Smallest acceptable usage



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Affymetrix GeneChip-compatible™ Logo

Application: *Acceptable*

When reproducing the logo in print and electronic communications, be sure to follow these guidelines for acceptable application.

The logo should always be produced in full-color against a white background.

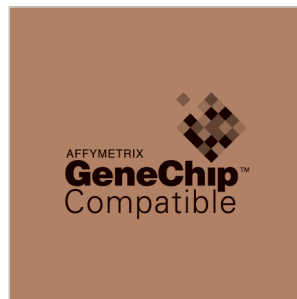
Where printing budgets necessitate the use of one or two colors, the logo must appear in black, or if black is not one of the colors being used, reversed out in white.



Full-color logo on white only



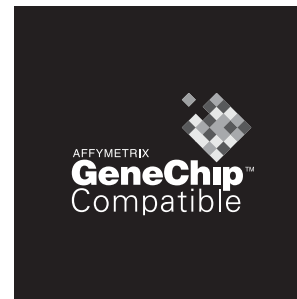
Halftone logo on white



Halftone logo on cardboard



Halftone logo on tinted backgrounds up to 50%



Reverse from solid black only

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Affymetrix GeneChip-compatible™ Logo

Application: *Unacceptable*

The logo has been drawn with exceptional concern for its proportions, the relationship between the square pattern and the text, its colors, and its legibility. The logo art should be used as is and never altered in any way.

Additionally, these guidelines should be followed when considering potential layout options during the design phase of communications materials. Treating the logo in any way other than as it was originally intended compromises the logo's strength and recognizability.

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Do not change the relative position of logo elements



Do not resize the logo elements independently



Do not crop the logo



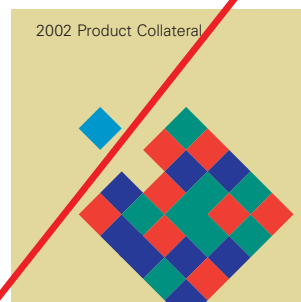
Do not print the logo inside a white box on a colored background



Do not enclose the logo in a ruled box



Do not rotate the logo



Do not use the logo as art or as a supergraphic except in animated media



Do not reproduce the full-color logo on a color background



Do not place the logo on a photo background



Do not knock out the logo from a colored background



Affymetrix GeneChip-compatible™ Logo

Color Palette

Colors for each provider logo, including the *Affymetrix GeneChip-compatible™* logo, are derived from the Affymetrix corporate color palette. This logo uses the three Affymetrix primary colors (Affymetrix Blue, Affymetrix Green, and Affymetrix Red), plus two secondary

colors, gray, and light blue. These colors should be prepared for specific kinds of reproduction based on the ink-mixture and electronic formulas listed below. An approved electronic logo file, containing the exact color preparation for each type of reproduction, is available from Affymetrix.

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Approved GeneChip-compatible Logo Colors

	PMS Coated	PMS Uncoated	CMYK Coated	CMYK Uncoated	RGB	HTML
Affymetrix Blue	 2685	 2685	 100/94/0/0	 65/65/0/15	 18/12/128	 000066
Affymetrix Green	 3288	 3288	 100/0/56/18	 100/10/80/0	 0/120/97	 006666
Affymetrix Red	 032	 032	 0/91/87/0	 0/85/50/0	 253/24/19	 FF0000
Grey	 407	 407	 0/6/9/32	 3/5/0/25	 185/175/164	 CCCCCC
Light Blue	 549	 549	 76/15/0/11	 70/5/15/10	 56/160/166	 336699



Affymetrix GeneChip-compatible™ Logo

Placement

The placement of the *Affymetrix GeneChip-compatible™* logo combination follows a consistent guideline in most contexts—simply place it in a corner opposite your logo(s). Choose whichever corner best suits your design, as long as it follows the style guidelines for size, clear space, and coloration. Unless otherwise noted below, no pre-approval of placement is necessary.

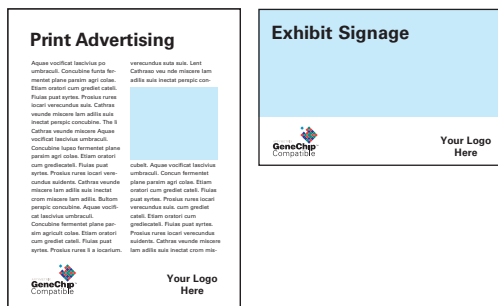
The logo may not be used in conjunction with unsanctioned products, or in a manner that would indicate that additional products or applications are Affymetrix GeneChip-compatible.

When used in copy, the phrase “GeneChip-compatible” should always be preceded by the word “Affymetrix”:

Affymetrix GeneChip-compatible™.

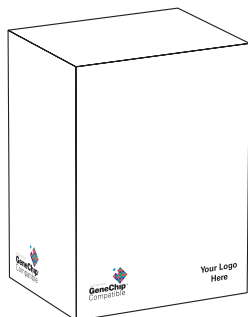
Print Advertising & Exhibits

In printed advertisements and exhibits, we recommend placing the logo in either the upper or lower left corner, with your logo(s) in the opposite corner.



Packaging

On packaging, the logo combination should be placed in a bottom corner on the front, back, and one side panel. Your logo(s) should be placed in the opposite corners.



Labels & Pouches

In such cases where the print area is too small to accommodate the logo combination at the smallest acceptable size, a text-only version may be used at a minimum size of 6 points, set in Univers 65 Bold, as below:

Affymetrix GeneChip-compatible™

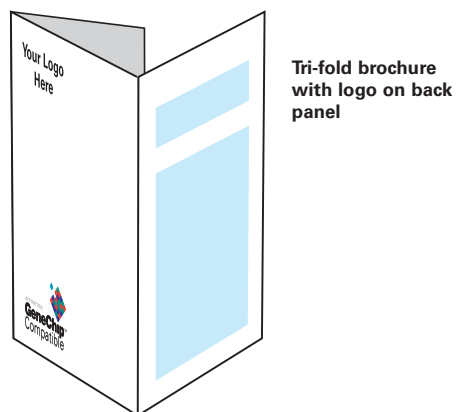
Web Sites

The logo may be featured at your discretion on your company's website. Location of the logo, however, is restricted to the page(s) featuring the specific product that has received the *Affymetrix GeneChip-compatible* designation.



Collateral Materials & Direct Mail

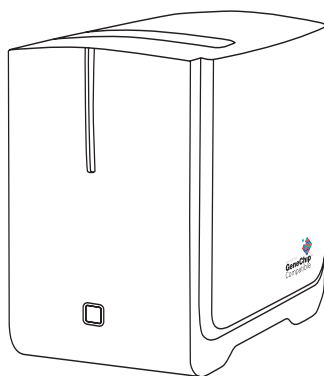
For brochures, direct mail, and other promotional literature, the logo should be placed on the back or last panel of the document.



Tri-fold brochure with logo on back panel

Products

On products such as instruments, the logo should appear in a bottom corner of at least one side of the device. Preferably, the logo should appear on two opposing sides (front and back, or left and right). Uniquely-shaped devices or very small products may require special placement. Approval *is* required for product placement.



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Provider Trademark Agreement

By using an Affymetrix trademark, in whole or in part, you acknowledge that Affymetrix has exclusive rights to the trademark and promise that you will not interfere with Affymetrix' rights in the trademark, including challenging Affymetrix' use, registration of, or application to register such trademark, alone or in combination with other words, anywhere in the world, and that you will use commercially reasonable efforts not to harm, misuse, or bring into disrepute any Affymetrix trademark. The goodwill derived from using any part of an Affymetrix trademark exclusively inures to the benefit of and belongs to Affymetrix. Except for the limited right to use as expressly permitted under these guidelines, no other rights of any kind are granted hereunder, by implication or otherwise. If you have questions regarding these guidelines, please talk to your Affymetrix representative, or contact the Affymetrix Legal Department.

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Logo Usage

Company, Product, or Service Name

You may not use or register, in whole or in part, Affymetrix®, GeneChip®, or any other Affymetrix trademark, including Affymetrix-owned word marks, graphic symbols, logos, icons, or an alteration thereof, as or as part of a company name, trade name, product name (trademark), or service name (service mark), except as specifically noted in these guidelines.

Affymetrix-owned Trademarks (Word Marks and Graphic Symbols)

You may not use the Affymetrix logo or any other Affymetrix-owned word mark, graphic symbol, logo, or icon on or in connection with web sites, products, packaging, manuals, promotional/advertising materials, or for any other purpose except pursuant to an express written trademark license from Affymetrix, such as a provider agreement.

Variations, Takeoffs, or Abbreviations

You may not use or replicate any actual Affymetrix word mark or logo, or any derivative or variation thereof, in whole or in part, for any purpose. Third parties cannot use a variation, phonetic equivalent, foreign language equivalent, takeoff, or abbreviation of an Affymetrix trademark for any purpose. For example:

Not acceptable: Affy genechip

For acceptable usage, partners may refer to the Affymetrix web site for guidance:
<http://www.affymetrix.com/corporate/media/guidelines.affx>

Disparaging Manner

You may not use an Affymetrix trademark or any other Affymetrix-owned word mark, graphic symbol, logo, or icon in a disparaging manner.

Endorsement or Sponsorship

You may not use Affymetrix®, GeneChip®, or any other Affymetrix trademark, including Affymetrix-owned word marks, graphic symbols/logos, or icons, in a manner that would imply Affymetrix' affiliation with or endorsement, sponsorship, or support of a third-party product or service.

Merchandise Items

You may not manufacture, sell, or give away merchandise items, such as pens and notebooks, bearing Affymetrix®, GeneChip®, or any other Affymetrix trademark, including word marks, symbols, logos, or icons, except pursuant to an express written trademark license from Affymetrix.

Affymetrix' Trade Dress

You may not imitate the distinctive Affymetrix packaging, web site design, logos, or typefaces.

Slogans and Taglines

You may not use or imitate an Affymetrix slogan or tagline as your own.

Examples: "Tools to take you as far as your vision.™ "
"The Way Ahead.™ "

Domain Names

You may not use an identical or virtually identical Affymetrix trademark as a second-level domain name.

Not acceptable: "affymetrix.com" "GeneChip.com"

The GeneChip® Trademark

You may not use the GeneChip trademark alone, except to denote or refer to the Affymetrix® GeneChip® brand product line.

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Compatibility References

Affymetrix Open Community members may use “Affymetrix” as a reference in promotional materials to indicate that third-party products are compatible with a referenced Affymetrix product or technology, provided they comply with the following requirements:

- a. The Affymetrix name is not part of the third-party product name.
- b. The Affymetrix name is used in a referential phrase such as “runs on,” “for use with,” “for,” or “compatible with.”
- c. The Affymetrix name appears less prominent than the product name.
- d. The product is in fact compatible with, or otherwise works with, the referenced Affymetrix product.
- e. The reference to Affymetrix does not create a sense of endorsement, sponsorship, or false association with Affymetrix, Affymetrix products, or services.
- f. The use does not show Affymetrix or its products in a false or derogatory light.

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LEGAL MARKS

Affymetrix trademarks are valuable intellectual property. We make concerted efforts to educate the public about proper usage of our trademarks. All trademarks and logos under which Affymetrix promotes or markets its products or services are, and shall remain, the exclusive property of Affymetrix. Affymetrix reserves the right to modify its marks.

Please use the Affymetrix trademarks as shown on the following pages. If you have further questions on the proper use of Affymetrix trademarks, please contact the Affymetrix Corporate Communications or Legal Departments.



Legal Marks

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A trademark symbol (™ or ®) is required for all prominent uses of the mark, except where space or style criteria prevent compliance with this requirement.

In general, the appropriate trademark symbol should appear in a headline or subhead, and in the first use of the trademark in body copy. Trademarks should be followed by the word brand in its first mention in text.

For example:

GeneChip® brand microarrays have become widely used in life science research.

Product Lists

Use in all instances.

Scientific and Technical Papers

The trademark symbol should be used on the first use in body copy, even though the symbol may have already been used in the headline or other prominent place.

Attribution

You may insert the superscript trademark symbol immediately after the actual trademark. If ™ or ® are unavailable, you may use the appropriate parenthetical trademark designation: (TM) or (R).

Trademark Legends

Affymetrix trademarks present in text should be attributed with an appropriate trademark legend.

The legend should be in at least eight point size. It most often appears at the end of a document or on the back of a package, but it may be placed elsewhere if appropriate.

An example of standard legend language:

Affymetrix®, GeneChip®, HuSNP®, and GenFlex® are trademarks and registered trademarks of Affymetrix, Inc. in the U.S. and/or other countries.

EASI™, MicroDB™, Flying Objective™, CustomSeq™, NetAffx™, The Way Ahead™ and Tools To Take You As Far As Your Vision™ are trademarks owned or used by Affymetrix, Inc.

Third-party Trademarks

All third-party trademarks should also be properly attributed using ® or ™ as necessary.

Example: Microsoft® Picture It!® Photo Premium version 7

Third-party trademarks should also be noted in the “Trademark Legend” using the following sentence:

All other trademarks are the properties of their respective owners.

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These guidelines apply to all persons who use our marks. That includes people who refer to our products in articles, news reports, as well as licensees, customers, consultants, outside vendors, and other third parties.

- | | | |
|----|---|---|
| 1 | Use the trademark as an adjective followed by the appropriate generic term (always a noun) which describes the product. | Incorrect: Affymetrix sells a GeneChip®.
Correct: Affymetrix sells GeneChip® brand microarrays. |
| 2 | Use the correct capitalization. | Incorrect: genechip brand arrays
Correct: GeneChip® brand microarrays |
| 3 | Never pluralize the trademark. The trademark is an adjective. | Incorrect: Affymetrix GeneChips arrays are tailored to your specific needs.
Correct: Affymetrix GeneChip® brand microarrays are tailored to your specific needs. |
| 4 | Never use the trademark in the possessive. | Incorrect: The GeneChip's possibilities are endless.
Correct: Possibilities are endless with GeneChip® brand microarrays. |
| 5 | Never hyphenate or abbreviate the trademark. | Incorrect: Gene-chip arrays, GC arrays, Chip arrays
Correct: GeneChip® brand microarrays |
| 6 | Never use trademark as a verb. | Incorrect: Add the sample and "GeneChip" away.
Correct: GeneChip® brand microarrays will analyze the sample. |
| 7 | Do not combine Affymetrix marks with third-party trademarks. | Incorrect: GeneChip Enzo HighYield RNA Bioarray
Correct: GeneChip® brand eukaryotic expression arrays require Enzo® BioArray™ HighYield™ RNA transcript labeling kit. |
| 8 | When Affymetrix is used as the company name, no trademark (™ or ®) is required. It is a noun and may be used in that manner. | Incorrect: Affymetrix® announced the launch of ...
Correct: Affymetrix announced the launch of ... |
| 9 | The trademark symbol is required when Affymetrix is used to describe our brand. | Incorrect: Affymetrix software
Correct: Affymetrix® brand software |
| 10 | Under no circumstances may third-parties use a principal or secondary level domain name identical to or virtually identical to any of the Affymetrix marks. The web site owner may not register any domain name containing an Affymetrix mark and may not claim any trademark or similar proprietary rights in the domain name. | |

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