Guidelines for Using Noah®, Noahlink Œ Wireless and HIMSA™

HIMSA provides the Noah, Noah ES, Noahlink Wireless and HIMSA logos on our distributor website. The logos are available for use in marketing HIMSA products and are therefore provided in a variety of formats.

The purpose of this guide is to establish procedures for the use and implementation of the Noah, Noah ES and Noahlink Wireless 2 product names and logos, and the HIMSA company name and logo. It is very important that any communication element, such as advertisements, promotional materials, packaging, etc. present a unified standard of usage for HIMSA names and logos.

We urge you to examine these guidelines as they apply to your area. Comply with all regulations designed to achieve maximum impact and implement these guidelines with good sense.

Glossary of Terms

Definitions
Noah and Noah ES are the names of software products. Noahlink Wireless and Noahlink Wireless 2 are the names of hardware products. HIMSA is the company that owns and markets the Noah, Noah ES and Noahlink Wireless products.

Acronym
Noah is not an acronym.
HIMSA is an acronym for Hearing Instrument Manufacturers' Software Association.

Product Name Use and Trademark Guidelines

The word "Noah", when used in text, should always be printed with the first letter in upper case and the remaining letters in lower case. Noah is a registered trademark in the US. This means that for US literature the registration symbol "®" should be placed to the immediate right of the name "Noah" the first time it appears in a text. Outside the US, the trademark symbol "™" should be placed to the immediate right of the name "Noah" the first time it appears in a text.

For Noah System, the "S" should also be capitalized and the remaining letters should be lower case. For Noah ES, both E and S should be capitalized.

The name "Noahlink Wireless", should always be printed with the first letter in Noahlink and in Wireless in upper case and the remaining letters in lower case as shown. The trademark symbol "™" should be placed to the immediate right of these names the first time they appear in a text.

The name "HIMSA", when used in text, should always be printed in upper case letters.

Logo Use Guidelines

The Noah, Noah ES Noahlink Wireless 2 and HIMSA logos should never be used in an unorthodox manner. The following examples are common misuses of the logo and should NOT be employed:

- Low contrast between logo and background
- Used over a visually textured or busy background. There should be a well-defined contrast between the logo and the background
- In a headline or other copy. In these instances, the appropriate text (Noah, Noahlink Wireless 2 or HIMSA) should be used.

The Noah 4 Logo

The logo is provided with or without the Noah 4 text underneath. The logo has a blue gradient from CMYK 46:3:0:0 to CMYK 91:78:52:62. If the Noah 4 logo cannot be printed as a gradient, then the blue ball should use the blue color from the HIMSA logo:

Pantone 2955 (CMYK: 100:50:00:40)

The Noah 4 logo is also provided in combination with the orange Noah 4 text and tagline, as shown below:

The orange Noah 4 text and tagline may only be used together with the Noah 4 ball logo. In this case, we prefer that you use them as shown above. If you wish to combine the orange text and logo together in a different way, please contact HIMSA first for approval.

orange Noah :	pantone 144 (CMYK: 0:55:100:0)
blue 4 :	pantone 542 (CMYK: 65:20:5:15)
gray "ride the wave" text :	pantone cool gray 10 (CMYK: 0:0:0:65)

The Noah ES Logo

The Noah ES logo is also provided in combination with the orange Noah text, light blue cloud and dark blue "ES", as shown below:

orange Noah :	(MYK: 0:55:100:0
dark blue ES :	CMYK: 65:20:5:15
light blue cloud:	CMYK: 33:0:5:0

The Noahlink Wireless and Noahlink Wireless 2 Logos

These colors are:

Dark Blue:	CMYK: 100:50:00:40
Light Blue:	CMYK: 65:20:05:15

The HIMSA Logo

The HIMSA logo uses a small letter "h", in white, on a square background, and the name HIMSA underneath.

Please note that whenever the full-color HIMSA logo is printed, the Pantone color needs to be matched. This color is:

Mat paper: Pantone 295
Treated paper: Pantone 2955 (CMYK: 100:50:00:40)

HIMSA Logo Tag Line

You should use the logo with tag line provided by HIMSA.

If you need to write the tag line to the side of the logo, it should be written in Times New Roman, and should be italicized. The ratio of the size of the logo to the size of the tag line should be similar to the above example**.**

The Noah 4 Wave

The Noah 4 wave is only to be used with marketing activities associated with Noah System 4. HIMSA associates this graphic only with Noah System 4 and does not intend any other associations to be made.

The Noah 4 Wave Background

The Noah 4 wave background is in pantone cool gray 10 (35 percent).