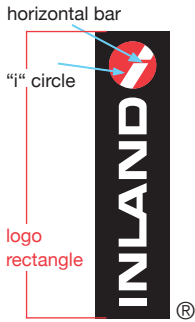


## INLAND LOGO IDENTIFICATION STANDARDS

### the INLAND logo



In all instances, the overall size of the black rectangle of the Inland logo is a four-to-one ratio. For example, if the logo rectangle is one inch wide, it should measure four inches in height. The reversed-out type (white) "INLAND" is printed in capital letters using Micro Technic 2 Extended Bold type. The "L" and "A" in INLAND are connected. The logo only prints vertically with the "i" circle at the top and the word "INLAND" reading from bottom to top.

The logo tag line "The Inland name and logo are registered trademarks being used under license.," must be indicated, preferably on the same page that the logo is displayed.

A registration symbol ® must appear next to the lower right hand corner of the logo rectangle. The registration symbol must be legible.



### Variations to the logo:

#### Two-Color Logo

This is the preferred use of the logo. The "i" circle prints PMS 185 red on a white background. The bar in the circle must be horizontal.

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#### Screened Logo

Use this logo when printing in black and white or when printing with limited color where PMS 185 red is not included. The "i" circle prints with a 20%, 133-line screen on a white background. The bar in the circle must be horizontal.

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#### One-Color Logo

Use when an original is to be copied and the copy equipment does not pick up a screen or two-color logo. The "i" portion of the "i" circle is outlined in black. The bar in the circle must be horizontal.

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#### Printed on a dark background

When applied to a dark background, the logo prints three colors; white, red and black. The black outer rectangle of the logo must be separated from the dark background with a white keyline completely surrounding the outer edges. The keyline size varies depending on the size of the logo, but normally runs from one- to three-points. The bar in the circle must be horizontal. The registration symbol ® is reversed-out.

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#### Beveled

A three-dimensional or beveled effect is acceptable. The overall size of the logo itself must remain at the four-to-one ratio. The bar in the circle must be horizontal.

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The logo is never to be shown in any format other than those specified above without the written approval of The Inland Real Estate Group, Inc.-Law Department. Contact Inland Communications, Inc. for proper use of the Inland logo and for camera-ready and digital graphics.