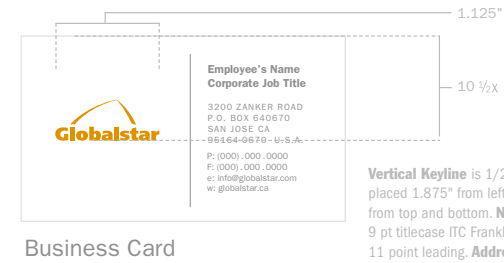
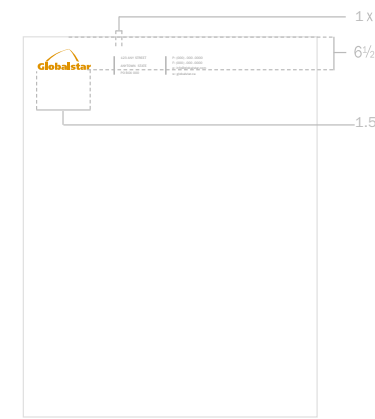


LOGO AND SPACING PLACEMENT — LETTERHEAD

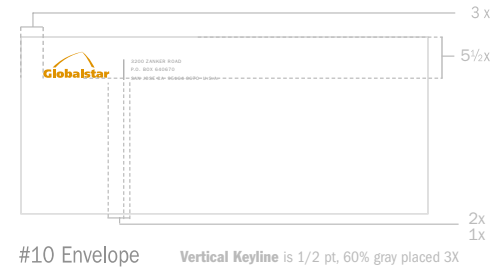
The logo must be spaced within specific borders as defined by the following descriptions. The measurements shown here should be followed carefully. Do not deviate from the specified layout, typefaces or point sizes in the following examples.



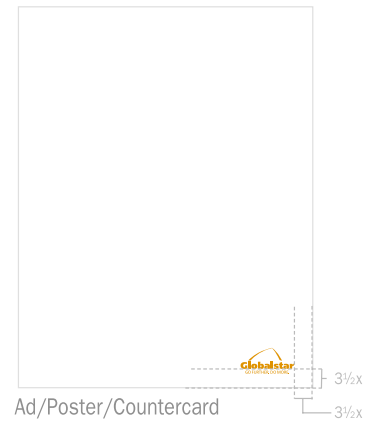
Vertical Keyline is 1/2 pt, 60% gray placed 1.875" from left edge, 1.1875" from top and bottom. Names set in 9 pt titlecase ITC Franklin Gothic Demi on 11 point leading. Address information set in 7 pt ITC Franklin Gothic Book on 11 point leading.



Letter Address position, beginning at keyline, is 2.625" from left edge with baseline .625" from top edge. Contact information is 4.125" from left edge. Same baseline. Address information set in 7 pt ITC Franklin Gothic Book on 16 point leading and contact information is 7 pt ITC Franklin Gothic Book on 11 pt leading, all caps, track out to 7.



#10 Envelope Vertical Keyline is 1/2 pt, 60% gray placed 3X from top of envelope and stops at the cap height of the tag line. Horizontal position is as per illustration. Address information set in 8 pt ITC Franklin Gothic Book on 11 point leading, all caps, track out to 7.



Ad/Poster/Counter card

www.globalstar.com

GRAPHIC STANDARDS GUIDE



Globalstar

Graphic Standards Guide

WHY STANDARDS MATTER

The logo is the enduring symbol that represents the Globalstar brand name, which encourages customers to feel confident about going further and doing more in remote locations. Proper and consistent use of the logo instills confidence in our company, our products and our brand identity.

Given the importance of maintaining our global brand, it is imperative that the logo integrity is maintained. Please study these guidelines, which clearly outline the proper use of the logo in a number of situations, while ensuring a strong brand.

LOGO GUIDELINES

The following are the logo versions that must be used consistently for all materials, including print advertisements, direct mail, collateral and other communications.

Positive logo with and without tagline



Negative logo with and without tagline.



LOGO USAGE ERRORS

All rules about logo treatment focus on maintaining brand identity and ensuring that the integrity of the wordmark or logo is not compromised or modified in any way. There are a number of instances and variations that should never be used in logo usage. Examine and avoid these treatments.



GLOBALSTAR SIGNAGE

Follow the treatment descriptions below for building signage as well as indoor applications and do not deviate from them. These examples represent the ideal representations for clear recognition of the Globalstar logo in a number of signage situations, namely, the logo with country company suffix for buildings and large indoor signage.



Typeface used to set subsidiary names in signage is Frutiger Black, all caps, with no tracking. **Size and positioning – Horizontal signage** – cap height must match the X-height of the logo with copy sitting on the same base line. **Vertical signage** – the baseline of the subsidiary name sits 1x-height below the baseline of the logo. The cap height is 3/4 X.

GLOBALSTAR COLOR PALETTE

The Globalstar color palette represents the outdoor environment in remote locations. The colors all have element-inspired interpretations. Carefully follow these color formulas to achieve exact Globalstar colors to represent the unique brand identity.

PROMINENT COLORS

The green (PMS 5757) is used as a 70% overlay over the topographic map, and suggests land applications in vertical communications such as forestry, mining and lodging. For maritime, blue (PMS 302) is used as a 70% overlay over the topographic map, and suggests applications in vertical communications such as commercial fishing and oil and gas extraction at sea.

ACCENT COLORS

All other colors in the palette should be considered accent colors only and used sparingly in communications.

WORDMARK

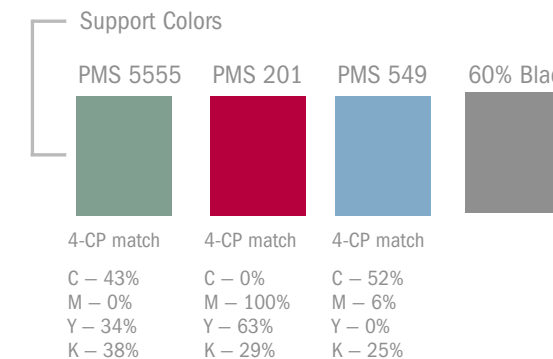
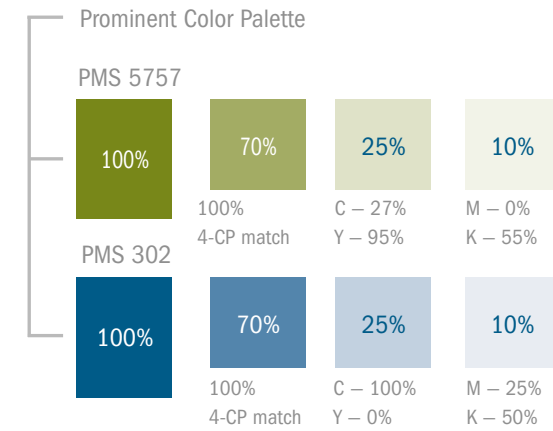
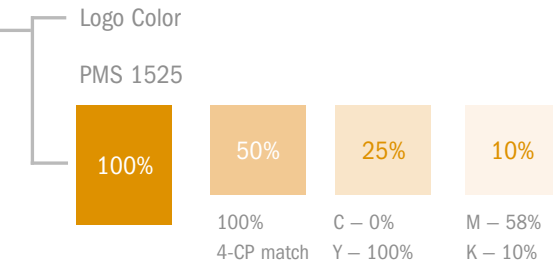
The Globalstar wordmark may be preferred in a number of situations. Use the standards in this guide and brand discretion when deciding on usage. In general, the wordmark can be used in black and orange, and it can also be reversed as shown in the following examples.

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TYPESTYLES, HEADLINES AND SUB-HEADLINES

The Globalstar headline fonts are ITC Franklin Gothic Demi and Franklin Gothic Std Condensed. The Globalstar text font is Adobe Garamond and ITC Franklin Gothic Book Condensed.

In advertising, use 100% black Adobe Garamond for body copy. In other collateral or support materials, a 60% black may be used when setting ITC Franklin Gothic Book Condensed body copy.

ITC FRANKLIN GOTHIC BOOK CONDENSED
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

ITC FRANKLIN GOTHIC DEMI
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

FRANKLIN GOTHIC STD CONDENSED
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

ADOBE GARAMOND
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789