

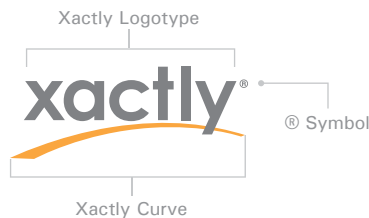
Xactly Style Guide

A strong corporate identity strengthens a company's image, creating a positive and lasting impression. It is as important as the products we make. An identity is the total effect of our logos, products, brand names, trademarks, advertising, brochures and presentations. This style guide was developed to help you present the Xactly Corporation identity consistently and correctly.

The guidelines in this document provide a unified and visible means of identifying Xactly to our partners, customers, employees, the financial community and all others who help shape and share in our performance. Inconsistency degrades the value of our identity. Please help us by reading and following these guidelines.

Thank you.

Correct Xactly Logo Usage



The Xactly logo must stand out clearly from its surroundings, and must be protected with adequate white or clear space from competing visuals, graphics, and text. A minimum amount of space should surround the entire logo to enhance the presentation and impact.

The clear area around the logo is identified by "x" which is the square equivalent to the height of the letter "x" in Xactly. Violation of the clear area will inhibit legibility and diminish impact of the logo.

The Xactly logo should not be altered or distorted in any way.

The logo may appear in these colors:

Xactly corporate colors (PMS 431 or 60% black and PMS 144 orange), black, or white.



Black & White Logo

Please use the black and white logo only when necessary.

When the logotype is in black, the background color tone value must be equivalent to less than 45% gray scale.

When the logotype is reversed to white, the background color tone value must be equivalent to more than 50% gray scale.





PMS 144

CMYK 0/52/100/0
RGB 233/131/0
HTML F8981D

PMS 431 or 60% Black

CMYK 11/1/0/64
RGB 106/115/123
HTML 6A737B

Color Logo

Please follow the same guidelines for background color tone values given above for a black and white logo.

The logotype colors are orange (PMS 144) and gray (PMS 431 or Black 60%). These are the only acceptable colors for two-color reproduction of the logotype.

If the logo is to be printed or used in other than PMS colors, please follow the guidelines on the left.

Incorrect Xactly Logo Usage

The Xactly logo is an original piece of artwork that must never be reset, altered, or repositioned in any way.

Do not scan, electronically reproduce, or recreate the Xactly logo.

- Use only approved colors
- Never skew or distort the logo
- Do not outline the logo
- Do not add elements to the logo
- Do not rotate the logo
- Do not rearrange the logo elements



Background Color and Texture

The logos must be placed on backgrounds that offer sufficient contrast to make them clear and legible.

Do not place the logo on busy or textured backgrounds that will diminish legibility.

If the background is dark (tone value must be equivalent to more than 50% gray scale), use the reverse flat white logo.

If the background is light (tone value must be equivalent to less than 45% gray scale), use either original full color logo or flat black logo.

Here are some examples of what should **not be done** to the Xactly logo. Please make every effort to adhere to the logo's correct style and colors, and usage recommendations.

When the logo is placed on imagery, be sure that the background is uniform in tone and does not interfere or compete with the logo in any way. There must be **sufficient contrast** between the logo and the background to ensure legibility.



Universe Regular
 Aa Bb Cc Dd Ee Ff Gg
 1 2 3 4 5 6 7 8 9 10

Universe Bold
 Aa Bb Cc Dd Ee Ff Gg
 1 2 3 4 5 6 7 8 9 10

Adobe Garamond Regular
 Aa Bb Cc Dd Ee Ff Gg
 1 2 3 4 5 6 7 8 9 10

Adobe Garamond Bold
 Aa Bb Cc Dd Ee Ff Gg
 1 2 3 4 5 6 7 8 9 10

Xactly Fonts and Color Palette

Use of typography is an important element in maintaining a clear, well-defined, and consistent brand.

Using a distinct type family helps establish a proprietary look for all Xactly communications. As the signature font family for our brand, **Universe** should be used across all our communications, both online and offline, whenever possible. If a specific program or application does not allow for its use (i.e. Powerpoint), please use Arial as a substitute for Universe.

Adobe Garamond type family is to be used as a supporting font. It is only to be used for titles and subtitles treatment, when additional emphasizing element is needed. If a specific program or application does not allow for its use (i.e. Powerpoint), please use Times Roman as a substitute for Adobe Garamond.

Color Palette

The Xactly color palette offers colors in addition to the logo colors, which will complement the colors of the logo, but also allow applications to have a more promotional, eye-catching style. These colors can be used to break through the clutter in the marketplace (for instance, at retail, at a promotional event, or in a mailer).

PMS 159 is a color especially designated to identify Xactly Incent related materials. It has more red in it, in contrast to PMS 144, which is a lighter orange that is meant to be to be associated with the corporation and it's brand.



PMS 431 or 60% Black
 CMYK 11/1/0/64
 RGB 106/115/123
 HTML 6A737B

PMS 144
 CMYK 0/47/100/0
 RGB 248/153/29
 HTML F8981D



PMS 5405
 CMYK 58/17/0/46
 RGB 58/110/143
 HTML 3A6E8F

PMS 159
 CMYK 0/65/100/9
 RGB 223/111/29
 HTML E36F1E

PMS 1815
 CMYK 0/90/100/51
 RGB 138/31/3
 HTML 8A1F03

PMS 447
 CMYK 16/0/31/82
 RGB 68/77/62
 HTML 6A737B

PMS 383
 CMYK 20/0/100/19
 RGB 178/187/30
 HTML B2BB1E

Correct Xactly Logo and Tagline Usage

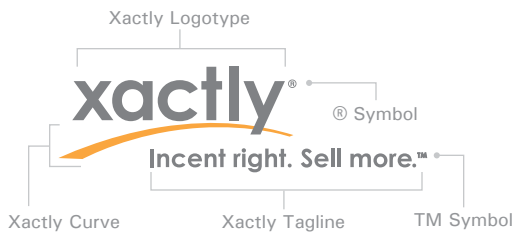
The Xactly logo and tagline must stand out clearly from its surroundings, and must be protected with adequate white or clear space from competing visuals, graphics, and text. A minimum amount of space should surround the entire logo to enhance the presentation and impact.

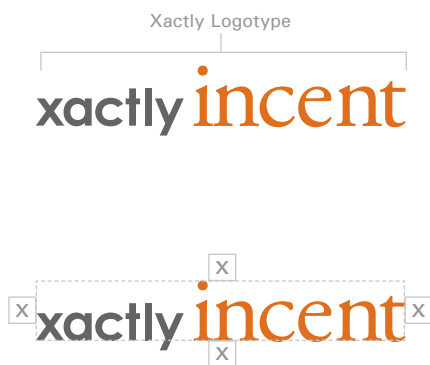
The clear area around the logo is identified by "x" which is the square equivalent to the height of the letter "x" in Xactly. Violation of the clear area will inhibit legibility and diminish impact of the logo.

The Xactly logo and tagline should not be altered or distorted in any way.

The logo may appear in these colors:

Xactly corporate colors (PMS 431 or 60% black and PMS 144 orange), black, or white.





Xactly Incent Logo Usage

The Xactly Incent logo must stand out clearly from its surroundings, and must be protected with adequate white or clear space from competing visuals, graphics, and text. A minimum amount of space should surround the entire logo to enhance the presentation and impact.

The clear area around the logo is identified by "x" which is the square equivalent to the height of the letter "x" in Xactly. Violation of the clear area will inhibit legibility and diminish impact of the logo.

The Xactly Incent logo should not be altered or distorted in any way.

The logo may appear in these colors:

Xactly corporate colors (PMS 431 or 60% black and PMS 159 orange), black, or white.

All of the rules outlined in "Incorrect Xactly Logo Usage" page apply to using the Xactly Incent logo.

Trademark and Copyrights

Xactly Corporation owns many valuable trademarks. A trademark is any name, symbol or device used to identify or distinguish a product or service offering in the marketplace. Proper clearance and usage helps us protect our trademark rights and strengthen our corporate and brand identities. Therefore, not only is it important to get legal clearance for any new product or service name, feature, slogan or logo before it is released to the public, it is also important to keep in mind the following guidelines for using our trademarks and brands.

1. Always use the appropriate trademark symbol at first and most prominent mention.

This applies to all references inside the software, advertising, marketing collateral, etc.

2. Always use the logos and brand elements as provided.

Using logos or other brand elements not as approved can affect the predictability of the logo and its ability to function as a trademark.

Xactly Trademarks

Xactly®
 Xactly Incent™
 Incent right. Sell more.™
 Xactly One™
 Xactly Analytics™
 Xactly Rewards™
 Xactly Modeling™
 Xactly Data Management™
 Xactly Credit Assignment™
 Xactly Quota and Territory™
 Xactly Price Management™
 Xactly Connect™

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©2008 Xactly Corporation. All rights reserved. Xactly, Xactly Incent, Xactly Analytics, Xactly Rewards, Xactly Modeling, Xactly Data Management, Xactly Credit Assignment, Xactly Quota and Territory, Xactly Price Management, Xactly Connect, Xactly One and "Incent right. Sell more." are trademarks or registered trademarks of Xactly Corporation. All other trademarks are the property of their respective owners.

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