MySQL USAGE
GUIDELINES

MySQL Brand Overview

The Branding and Naming objective of Sun Microsystems is to leverage the existing brand equity of MySQL, while ensuring customer confidence that the positive attributes and products of MySQL will be maintained.

The MySQL brand will join the Sun open source brands, OpenSolaris and GlassFish.

Sun's Visual ID Guidelines, templates, and resources are available on the Sun Brand Extanet, brand.sun.com. All new and updated materials will pass through the established Sun Microsystems brand-review@sun.com process and procedures.

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BRAND EQUITY

When the Sun brand and sub-brands are communicated consistently in the marketplace, it enhances the overall image of Sun and contributes to a clearer understanding among key stakeholders of the Sun portfolio, its value proposition, and the benefits it provides. A strong Sun brand is good for everyone who is part of the Sun community.

When all Sun employees, partners, and collaborators adhere to the naming and trademark policy, the following goals can be achieved:

- Reinforce and strengthen the Sun master brand
- Increase awareness of Sun as the owner of its sub-brands and products
- Maximize the equity that already exists for Sun brands and products
- Mitigate brand confusion by eliminating 'siloed' branding procedures
- Ensure a lucid and cohesive brand experience for both internal and external audiences
- Ensure that, when future brands are added to the portfolio as the result of innovation or acquisition, they are communicated clearly and effectively

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Big Rules: MySQL sub-brand Big Rules Guidelines

- The MySQL sub-brand will be given status similar to OpenSolaris in all company wide advertising and branding initiatives.

- The MySQL brand will be referenced as "MySQL(tm)" and will maintain its existing name, color palette and identity.

- Existing MySQL product naming and service naming will maintain the current MySQL guidelines and conventions. New MySQL product naming and service naming will use the MySQL brand name and adopt the Sun naming guidelines and conventions similar to other Sun sub-brands.

- The MySQL sub-brand will maintain the MySQL brand guidelines for all product, service and customer touchpoints. The MySQL logo and the Sun logo should be used together in the approved logo lock up as shown below.
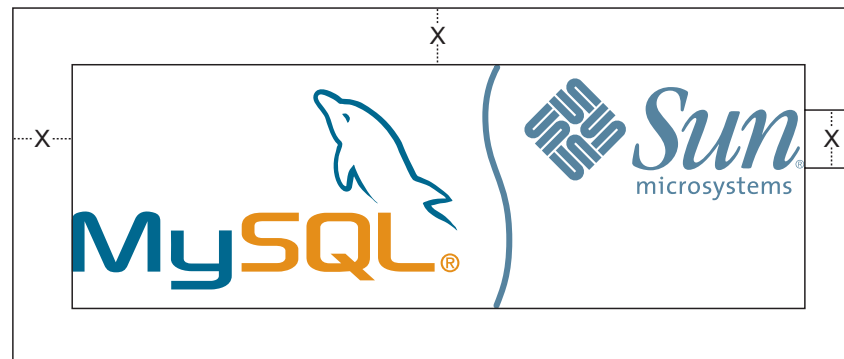
Logo Placement Examples
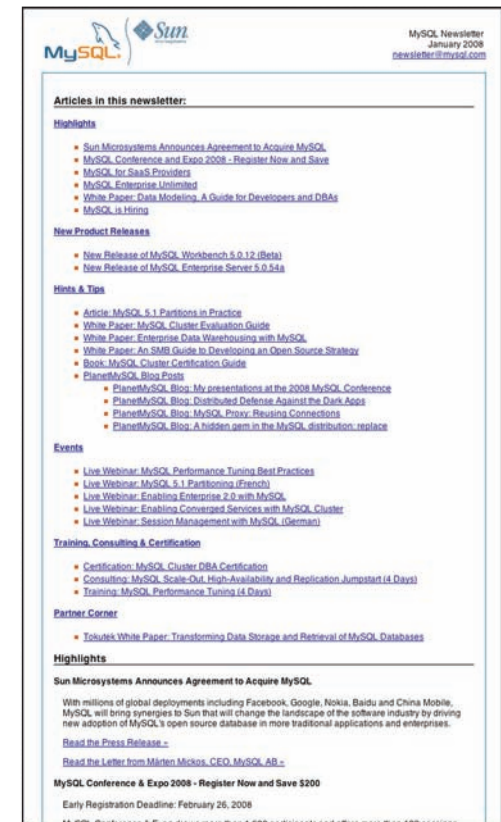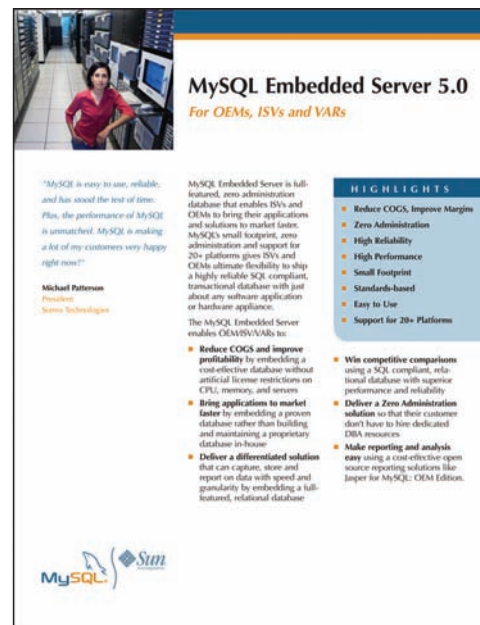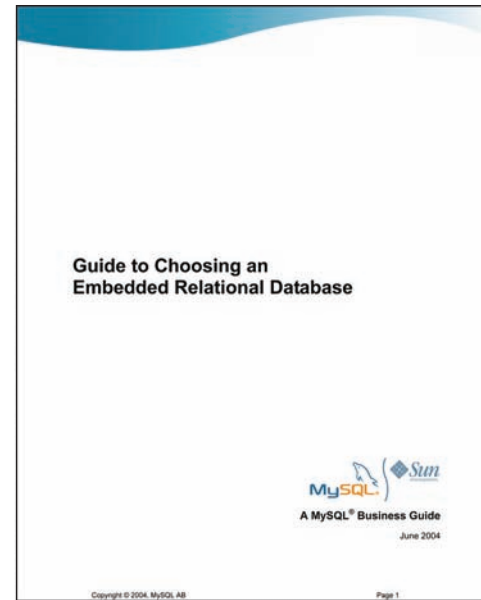
Timelines, Templates, and Resources

- All NEW material across internal communications, external customer and partner communications and touchpoints will maintain the MySQL brand standards and guidelines.

- All Business Communications should follow the Sun Microsystems Corporate Brand guidelines, where Sun is the master brand and there are no sub-brand signatures. This includes: corporate letterhead, corporate presentations, press releases, investor folder, fax covers sheets, and e-mail signatures.

- All MySQL Product and Service customer oriented communications should follow the MySQL sub-brand guidelines. This includes product support materials with MySQL signatures such as CD's, Packaging, Success Stories, and Datasheets.

- All available MySQL sub-brand templates will be accessible from the Sun Brand Extranet.
  Sun Brand Extranet --> https://brand.sun.com [u: ??? p: sunbrand]

- Existing MySQL sub-brand materials across customer touchpoints are currently undergoing a brand migration update and a Communication Roll-out plan is being developed. In the mean time, Brand Integration Activities and guidelines are available, as well as, all MySQL sub-brand templates will be accessible from the Sun Brand Extranet from Day 1 of the announcement.
  Sun Brand Extranet --> https://brand.sun.com u: ??? p: sunbrand]

- The MySQL naming migration to the Sun Brand guidelines will occur in stages up to 1 year after Day 1 Close. The intent is for the name updates to coincide with dates scheduled for product updates and new releases.

- Campus and Building signage and guest facing media will update to Sun Standards.

- Publications and Presentations including technical whitepapers, corporate and sales presentation, etc., will be migrated within 60 days of Close. The templates will be available day one.

- Email addresses for MySQL employees will change to first.last@sun.com

- mysql.com and event web properties will update for Day 1 of the announcement to reflect the logo update and other Sun brand related updates.

- All new and updated materials will pass through the established Sun Microsystems brand- review@sun.com process and procedures

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Amendment Items
Brand Itegration Activities Across Touchpoints

The following tables identify specific brand integration issues and activities for the MySQL brand update.

1. Business Communications—Publications and Presentations: technical whitepapers, corporate and sales presentations, etc...
Action: All Business Communications should follow the Sun Microsystems Corporate Brand guidelines, where Sun is the master brand and there are no sub-brand signatures. This includes business communications using the corporate letterhead, corporate presentations, press releases, investor folder, fax covers sheets, and e-mail signatures.

Global Communications
- Business Cards
- Corporate Presentation
- Fax Cover
- Press Release
- Buiilding & Campus Signage
- Event Signage*

- Corporate Letterhead
- Executive Bio's
- Investor Folder
- eMail Signatures
- Guest Facing Media

Sun Brand Extranet --> https://brand.sun.com u: ??? p: sunbrand

2. Product and Service Communications: Product, service and sales supporting materials
Action: All MySQL Product and MySQL Service customer oriented communications should follow the sub-brand guidelines. This includes product support materials with sub-brand signatures such as CD's, Packaging, success Stories, and datasheets.

Marcom
- CD's
- Posters
- URL cards

- Datasheets
- Success Stories
- Whitepapers

Sun Brand Extranet --> https://brand.sun.com u: ??? p: sunbrand

3. Product Name Integration
Actions: Product name integration will adhere to Sun's naming policy and existing MySQL names, packaging, industry design (face plates, etc.), associated documentation, web, collateral etc., is planned to change within 1 year of close to allow for partner integrated products. The priority for MySQL product name changing is as follows:

- XXX   • XXX

- XXX   • XXX

- XXX

The MySQL names will follow Sun Guidelines as use MySQL followed by generic descriptive terms. A complete review and timeline of any naming change for all offerings will be addressed and prioritized with the product business teams.

4. Advertising: online and offline across all customer and partner touchpoints.
Actions: All new advertising campaigns across any and media channels needs to update to the appropriate Sun and MySQL Advertising standards.

5. Audio: phone support lines
Action: All Technical, pre-sales, product support (18002754785) and other support lines should update their Audio welcome message and recordings to include the Sun Microsystems Audio Branding.

6. Events and Tradeshows
Action:
- Badges
- Evaluation Forms
- Notepad
- Signage: Registration
- Event Banner
- Binder Covers
- Invitations
- Signage: Easel/Directional
- Staging and Branding

All new materials should adhere to Sun's Corporate Brand standards.

7. Hardware
Action: n/a for MySQL

8. Product Packaging: Packaging, Manuals, Brochures, etc...
Action: All new materials should adhere to Sun's standards.

9. Software User Interfaces:
Action: All new software and web-based application user interfaces should adopt the Sun User Interface guidelines and pass through appropriate Sun Reviews.

TBD