

Corporate Style Guide



Andor
Capital Management®

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introduction

Art and science can connect through symbols that reduce complex concepts into lucid images. Venn diagrams accomplish this union. Introduced in the late 19th century, Venn diagrams, which consist of intersecting, concentric or separated circles, can be used to illustrate logical relationships between diverse entities, concepts and phenomena.

The Venn diagram is a powerful, descriptive tool for interpreting the complexities, ambiguities and uncertainties of equity markets. Venn diagrams also provide a robust pedagogy for marketers at all levels to reduce the complexities of hedge fund dynamics into concise illustrations that can be utilized from the organization outward into the client universe.

The Venn diagram-derived symbol, which replaces the “o” in Andor, is the most promising point of departure as the company begins a new phase of building value and equity in its identity. The symbol’s root in mathematical logic intersects with organizational structure and sector-specific focus.

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Venn developed diagrammatic ways of representing sets, and their unions and intersections. George Boole built his mathematical system on Venn’s foundation creating the binary operations model of union (and) and intersection (or) operations from which Andor Capital Management derives its name. Boole’s model, or Boolean logic, finds powerful applications in digital technology such as computer construction, switching circuits and Internet search engines.

using the guide

This document is for Andor employees and vendors involved in producing or using any aspect of the company's corporate-identity system. This guide or parts of it may also be used by the press in properly using the corporate logo and identity system.

Only Andor employees can determine how and when the company's logo can be used. Moreover, only designated Andor personnel can modify these guidelines while creating presentations, marketing materials and other corporate collateral.

Whenever any component of the corporate identity system detailed in this guide is used, the guide should be referenced to ensure proper, productive use which builds equity in the system.

The style guide specifies the ways the Andor signatures, trademark and name may appear in all applications, providing for consistency, effective repetition and building value in the symbol and system.

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managing style

This guide will be amended on an on-going basis in an effort to address new needs and uses. Please refer all comments or questions about topics covered in the guide to:

Heather Marshak
Telephone 203/588-2204
Facsimile 203/588-2440
Email heather@andorcap.com

primary signature

The firm's logo is the company's visual signature. Its proper use is key to building the Andor Capital Management brand.

The Venn diagram symbol and surrounding type make up Andor's primary signature. Prominent and consistent use of this signature protects and projects the brand, building equity and value over time. This logo signature is carefully proportioned. Altering the signature or using it in ways not specified in this guide impedes brand recognition and development.

The trademark symbol ® appears as shown. When its cap height exceeds .25", its size must be adjusted to maintain readability while remaining subordinate in proportion to the signature.

When the logo is printed with solid colors the symbol should be the specified red. When printed in process the trademark symbol should be black.

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Please note that the typeface Elan is used in all the firm's signatures, including those for Sharper Edge Research and the Andor Capital Management Foundation. This typeface should not appear elsewhere under any circumstances.

size guidelines

For the signature to read properly it must be reproduced at the right sizes. Wherever possible all signatures should appear at 100% as specified in the guide. In print, no logo configuration should appear smaller than the minimum size specified on page 17 of this guide.



clear space

Maintaining enough clear space around the signature is key to any logo signature's effectiveness and readability. No graphic element including patterns, photos, colors, other logos, type or icon should be closer than specified. Also, no signature should be contained within another shape.

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Whenever a signature is used at over the specified 100% size, clear space requirements should be scaled proportionately.



primary type, Stone Sans

Stone Sans is the font used in the design of all stationery and in the typesetting of this guide. This typeface should be used in all marketing and presentation materials.

ABCDEFGHIIJ
KLMNOPQR
STUVWXYZ
abcdefghi
jklmnopqr
stuvwxyz
1234567890
!@#\$%^&*()

ABCDEFGHIIJ
KLMNOPQR
STUVWXYZ
abcdefghi
jklmnopqr
stuvwxyz
1234567890
!@#\$%^&()*

ABCDEFGHIIJ
KLMNOPQR
STUVWXYZ
abcdefghi
jklmnopqr
stuvwxyz
1234567890
!@#\$%^&()*

ABCDEFGHIIJ
KLMNOPQR
STUVWXYZ
abcdefghi
jklmnopqr
stuvwxyz
1234567890
!@#\$%^&*()

ABCDEFGHIIJ
KLMNOPQR
STUVWXYZ
abcdefghi
jklmnopqr
stuvwxyz
1234567890
!@#\$%^&*()

ABCDEFGHIIJ
KLMNOPQR
STUVWXYZ
abcdefghi
jklmnopqr
stuvwxyz
1234567890
!@#\$%^&*()

secondary type, Stone Informal

Stone Informal should be used for all desktop-generated correspondence. This will bring a consistent and professional look to all visual communications.

ABCDEFGHJIJ
KLMNOPQR
STUVWXYZ
abcdefghijkl
klmnopqr
stuvwxyz
1234567890
!@#\$%^&*()

ABCDEFGHJIJ
KLMNOPQR
STUVWXYZ
abcdefghijkl
klmnopqr
stuvwxyz
1234567890
!@#\$%^&()*

ABCDEFGHJIJ
KLMNOPQR
STUVWXYZ
abcdefghijkl
klmnopqr
stuvwxyz
1234567890
!@#\$%^&()*

ABCDEFGHJIJ
KLMNOPQR
STUVWXYZ
abcdefghijkl
klmnopqr
stuvwxyz
1234567890
!@#\$%^&*()

ABCDEFGHJIJ
KLMNOPQR
STUVWXYZ
abcdefghijkl
klmnopqr
stuvwxyz
1234567890
!@#\$%^&*()

ABCDEFGHJIJ
KLMNOPQR
STUVWXYZ
abcdefghijkl
klmnopqr
stuvwxyz
1234567890
!@#\$%^&*()

tertiary type, Conduit

Conduit is recommended for web use and limited applications when a more condensed typeface is necessary due to space constraints.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
`1234567890-=
ff!@#%\$ffi&*([)_+
[]\;',./{}ffl:"<>?

*ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
`1234567890-=
ff!@#%\$ffi&*([)_+
[]\;',./{}ffl:"<>?*

*ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
`1234567890-=
ff!@#%\$ffi&*([)_+
[]\;',./{}ffl:"<>?*

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
`1234567890-=
ff!@#%\$ffi&*([)_+
[]\;',./{}ffl:"<>?**

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
`1234567890-=
ff!@#%\$ffi&*([)_+
[]\;',./{}ffl:"<>?

*ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
`1234567890-=
ff!@#%\$ffi&*([)_+
[]\;',./{}ffl:"<>?*

specified color palette

Here are color specifications in all major production modes for the two logo colors and two additional colors to expand the basic palette. Color shift from one mode to another can be dramatic. Care is required where the logo or logotype are produced in different modes but appear together.



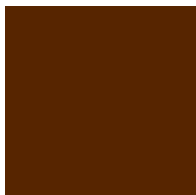
Pantone coated: PMS 1815C
Pantone uncoated: PMS 1815U
CMYK: 0/91/100/51
RGB: 125/12/0
HEX: 660000



Pantone coated: PMS 424C
Pantone uncoated: PMS 424U
CMYK: 0/0/0/61
RGB: 89/89/89
HEX: 666666



Pantone coated: PMS 116C
Pantone uncoated: PMS 116C
CMYK: 0/16/100/0
RGB: 255/214/0
HEX: FFFF00



Pantone coated: PMS 4625C
Pantone uncoated: PMS 4625U
CMYK: 0/60/100/79
RGB: 54/22/0
HEX: 330000

backgrounds

The two-color logo may appear on a colored background so long as there is sufficient brightness and hue contrast. On darker backgrounds where there cannot be sufficient contrast, the maroon elements remain as specified and the gray elements are lightened to 50%.



errors to avoid

Maintaining the integrity of the corporate identity through consistent and proper use is essential in building brand awareness. Also essential is the ® trademark, which is not on any of these examples.



Altering the relationship between the Andor symbol and logotype.



Altering the type used in the signature.



Reducing or increasing the signature size.

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Changing the signature colors.



Transposing the color of the Andor symbol and the logotype.



Stretching, condensing or distorting the signature.



Embellishing the signature with drop shadow, glows, lighting effects or outlines.



Applying computer generated effects to the signature.



Using two or more signatures on the same pages.



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Placing the signature on a colored or textured background without prior approval.



Putting the signature on a background with insufficient contrast.



Disorienting the signature.

global logo position

stationery

To bring all the firm's printed stationery into conformity, signatures for Andor Capital Management, Sharper Edge Research and the Andor Capital Management Foundation will be located in the lower left corner and all type in the upper-right corner (upper-left for envelopes). Logo sizes vary depending on size of stationery component. All type on stationery is set in Stone Sans.

marketing materials/desktop

For ease and consistency, signatures will be located in the upper left hand corner of all marketing materials and desktop generated documents.

web

Signature position on the web is at the discretion of the designer, but should conform with these guidelines wherever possible.

naming conventions

For all correspondence, forms and reports for external distribution, the name of the company should be Andor Capital Management the first time it appears and Andor thereafter. Names of funds must always be spelled out completely per SEC requirements. Acronyms such as ACM or SER are for internal use only.

substitute fonts

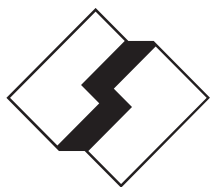
If the primary typeface is not available please substitute with Arial. If the secondary typeface is not available please substitute with Times New Roman. Type size in all correspondence should be 11 point. Primary and secondary typefaces will be installed on desktops as necessary.

desktop & internal uses

In general, the firm's logo signatures are intended for external use. In order to reduce the risk that proprietary information could be lost, documents that are used solely for internal purposes should not include any logos or signatures.

For external uses, one-color signatures should be used for faxing, memos and other desktop output and one-color print advertising. They also may be useful for human resources forms and downloadable PDFs.

Andor
Capital Management®



**Sharper Edge
Research**SM

A Division of Andor Capital Management®

Andor
Capital Management®
Foundation

minimum signature sizes

When scale does not permit using a signature at 100% of its specified size or larger, as in business cards and note cards, the following minimum size requirements should be observed.



stationery

The Andor stationery system refers to all paper, labels, envelopes and cards pre-printed with logo signatures. On the following pages are layout and type specifications. All samples are reproduced at 33% of actual size unless specified otherwise.

paper

Andor letterhead is printed on Starwhite Vicksburg, smooth text 80# Sirius. Business envelopes are printed on Starwhite Vicksburg, smooth text 70# Sirius. Labels are printed on Starwhite Vicksburg, Sirius label stock.

business cards (100%)

John Q. Public
Associate

Andor
Capital Management.

Andor Capital Management LLC
One Market Plaza
Steuart Tower, 23rd Fl.
San Francisco, CA 94105
Tel: 415/365-8400
Fax: 415/365-8600
jqp@andorcap.com

letterhead

Andor Capital Management LLC
One Market Plaza
Steuart Tower, 23rd Fl.
San Francisco, CA 94105
Tel: 415/365-8400
Fax: 415/365-8600

Andor Capital Management LLC
One Market Plaza
Steuart Tower, 23rd Fl.
San Francisco, CA 94105
Tel: 415/365-8400
Fax: 415/365-8600

Andor
Capital Management.

mailing label

Andor
Capital Management.

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John Q. Public

Andor Capital Management LLC
One Market Plaza
Steuart Tower, 23rd Fl.
San Francisco, CA 94105

#10 envelope

Andor
Capital Management.

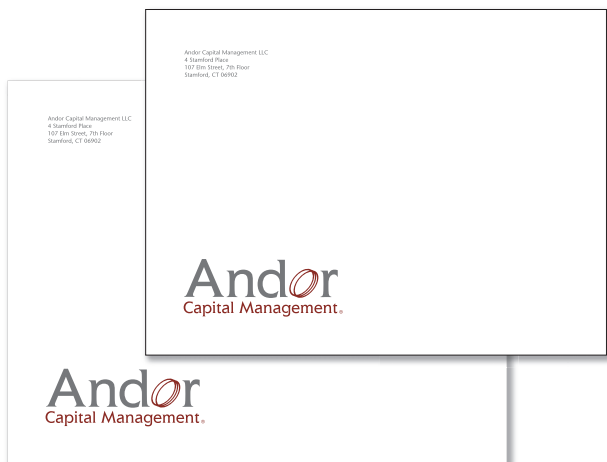
Andor
Capital Management.

notepad

stationery, continued

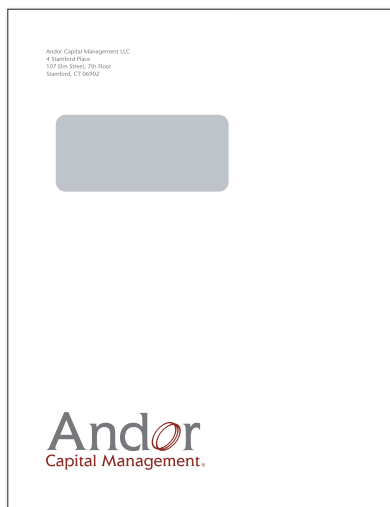
On larger mailing envelopes, the signature is at 200% to maintain a pleasing sense of scale.

12" x 9" envelope (20%)



13" x 10" envelope (20%)

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12" x 9" envelope w/ window (20%)

Sharper Edge Research

SER, a division of Andor Capital Management, conducts in-depth and focused research that supports the firm's portfolio management team.

The service mark symbols SM and ® appear as shown. When the cap height of either mark exceeds .25", their size must be adjusted to maintain readability while remaining subordinate in proportion to the signature.

When the logo is printed with solid colors the symbols should be the specified blue. When it is printed in process they should be printed as black.

color



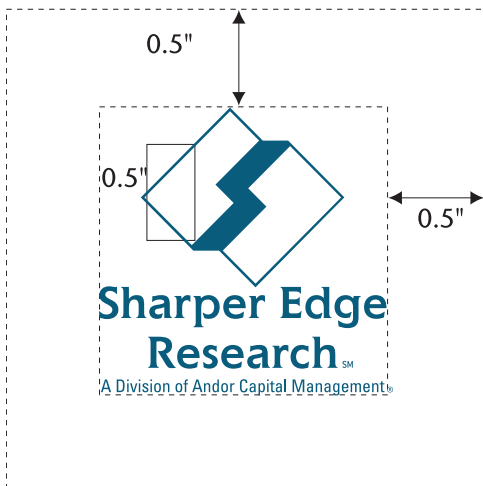
Pantone Coated: PMS 5405 C
Pantone Uncoated: PMS 5405U
CMYK: 72/15/0/56
RGB: 32/70/88
HEX: 003366

20

size



clear space

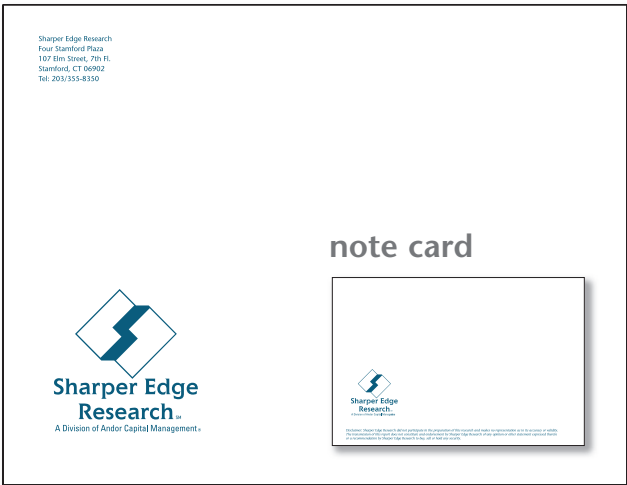


stationery

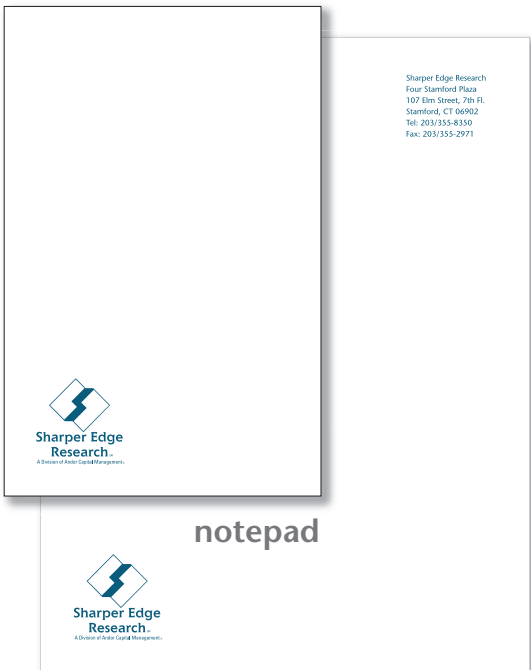
business card (100%)



12" x 9" envelope (25%)



letterhead (30%)



Andor Capital Management Foundation

The Andor Capital Management Foundation is the firm's not-for-profit charitable organization formed to help Andor employees give back to their communities.

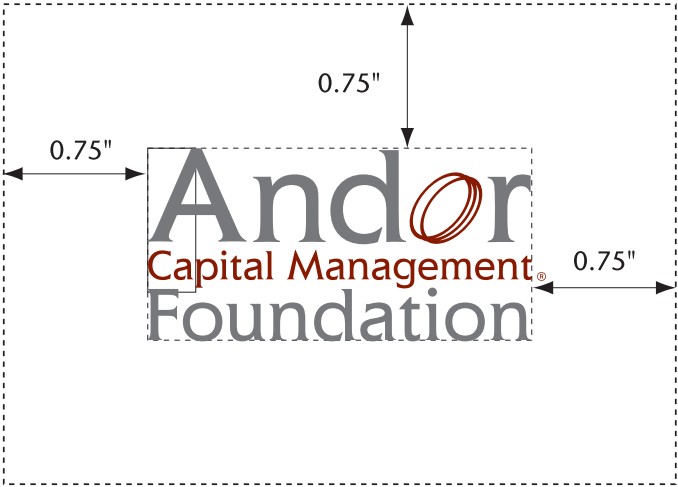
The trademark symbol ® appears as shown. When its cap height exceeds .25", its size must be adjusted to maintain readability while remaining subordinate in proportion to the signature.

When the logo is printed with solid colors the symbol should be the specified red. When it is printed in process it should be printed as black.

size



clear space



stationery



alternate signatures

It may be appropriate to use one of the alternate signatures below from time to time, but not without prior approval.

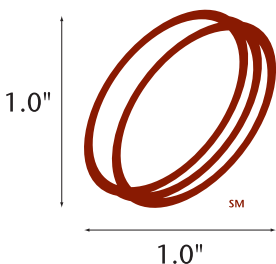
The service mark symbol SM appear as shown below. When cap height of the mark exceeds .25", its size must be adjusted to maintain readability while remaining subordinate in proportion to the signature.

When the logo is printed with solid colors the symbols should appear in the specified colors. When printed in process the symbols should be black.

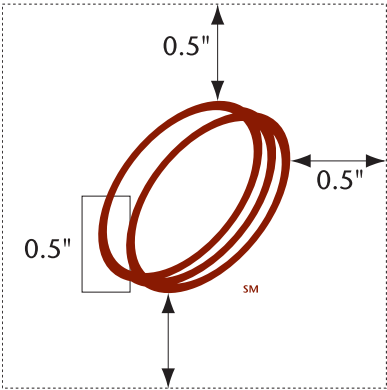
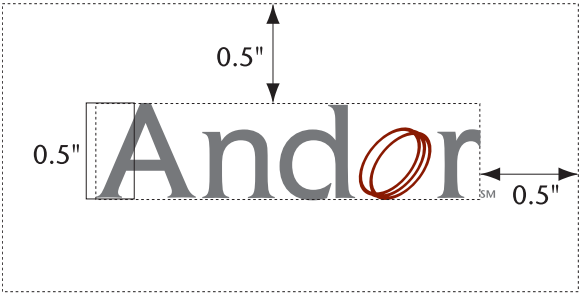
size



25



clear space



merchandise

Over time it makes sense to control the variety of colors used for promotional items and consider what items are appropriate for what uses. The following items work well, although as a general rule gray should be avoided if possible.



basketball
t-shirt

bowling shirt
and shoe bag



golf shirt
note: Venn symbol
must measure at least
.75" high if embroidered

baseball cap





tote bag



gym bag



sweatshirt



jacket

merchandise, continued

t-shirt



"Camp Andor"
t-shirt and
backpack

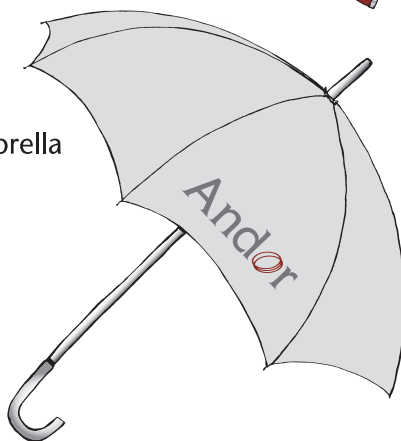


mug



ballpoint pen

umbrella



intellectual property

registered service marks and trademarks

The ® appearing in the corporate signature signifies that the firm has registered the name and logo “Andor Capital Management” (see page 5 of this guide for the logo) and the service mark “Andor Capital” with the U.S. Patent and Trademark Office (USPTO). Trademarks are generally names or symbols used in commerce to identify and distinguish manufacturers or sellers and indicate the source of goods and services. A service mark is any word, name, symbol, device, or any combination, used, or intended to be used, in commerce to identify and distinguish the services of one provider from services provided by others, and to indicate the source of services.

unregistered service marks

The small SM after Sharper Image Research and on alternate signatures indicates an unregistered service mark.

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international uses

For materials originating outside the United States on which a corporate signature appears, the ® symbol should be followed by an asterisk (*) symbol referencing a footnote at the bottom of the page that reads "Registered in U.S. Patent and Trademark Office". This footnote should be set in Stone Sans.

Corporate signatures should not appear without the appropriate service or trade mark at any time or under any circumstances.

logo files

Signature and logo files can be found at the following location: L://Mktg/Andor Logos

office addresses

New York, NY

Andor Capital Management
153 East 53rd Street, 58th Floor
New York, NY 10022
Tel: 212/224-5800

Stamford, CT

Andor Capital Management
4 Stamford Plaza
107 Elm Street, 7th Floor
Stamford, CT 06902
Tel: 203/588-2000

San Francisco, CA

Andor Capital Management
One Market Plaza
Steuart Tower, 23rd Floor
San Francisco, CA 94105
Tel: 415/365-8400

London, UK

Andor Capital Management
33 Cavendish Square, 16th Floor
London W1G 0PW, UK
Tel: 011 44 20 7852 3800

Taipei, Taiwan

Andor Capital Management
19A, 207 Tun Hwa South Road
Section 2, Taipei, 106
Taiwan R.O.C.
Tel: 011 886 22 730 3000