

**Wind River**

POINT OF VIEW

**CONSIDERATIONS FOR EXECUTION OF THE  
WIND RIVER IDENTITY**

**WHAT IS A GOOD BRAND NAME?**

**DISTINCTIVE**  
**SCALABLE SIMPLE**  
**WORD MARK**  
**EASILY APPLIED ELEGANT**  
**MEMORABLE BOLD**  
**UNEXPECTED**

**WHAT SHOULD THE WIND RIVER  
IDENTITY EVOKE?**

BRIGHT INTELLIGENT BOLD  
FASTER APPROACHABLE  
PROVEN CONNECTED VITAL  
ESTABLISHED UNLIMITED  
ENABLING INNOVATION



WHO WE ARE, WHAT WE DO, WHY IT MATTERS

Wind River is the global leader in device software optimization (DSO).

**BRIGHT INTELLIGENT BOLD**  
**NIMBLE RELIABLE LEADER**  
**FASTER BETTER PRECISE**  
**OPEN APPROACHABLE**  
**PROVEN CONNECTED VITAL**  
**ESTABLISHED UNLIMITED**  
**ENABLING INNOVATION**

We enable our customers to focus on product innovation and differentiation.

## **WHO WE ARE, WHAT WE DO, WHY IT MATTERS**

Wind River is the global leader in device software optimization (DSO).

We help companies succeed by enabling them to develop and run software faster, better, at lower cost, and more reliably than their competitors.

We help companies get to market faster, lower their development costs, reduce risk and improve product quality.

We enable our customers to focus on product innovation and differentiation.

## PRIMARY OBJECTIVE

Develop a proprietary word mark and a look and feel that conveys Wind River's leadership position and point of difference.

- Manages large teams and budgets
- Responsible for multiple projects
- Manages teams in different geographic locations
- Manages multiple development functions



## TARGET AUDIENCE

Director/VP Engineering/CTO-level executive responsible for overseeing complex development environments.

### Characteristics

- Manages large teams and budgets
- Responsible for multiple projects
- Manages teams in different geographic locations
- Manages multiple development functions

Microsoft represents 14% of the market, and is expected to increasingly become the primary competitor

## COMPETITIVE LANDSCAPE

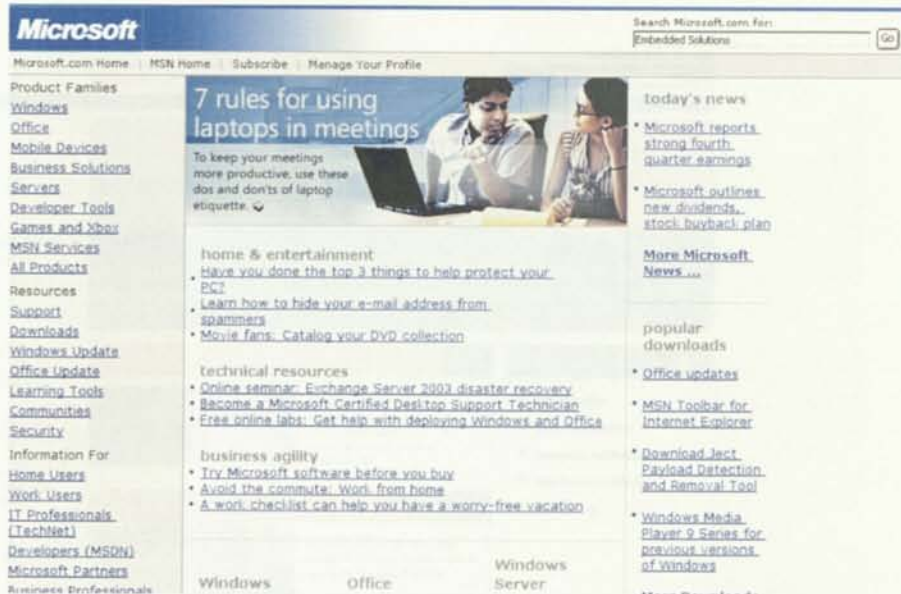
- With 30% of the market, no single competitor currently competes with Wind River
- Small, niche competitors such as QNX, Green Hills and others own 6-10% of the market
- Currently Wind River's primary competition is comprised of in-house development teams
- Microsoft represents 14% of the market, and is expected to increasingly become the primary competitor

### Observations

- Established, credible
- Well-known
- Not specialized



# COMPETITIVE LANDSCAPE



The screenshot shows the Microsoft website homepage. At the top left is the Microsoft logo. To its right is a search bar with the text "Search Microsoft.com for:" and a "Go" button. Below the search bar is a navigation menu with links for "Microsoft.com Home", "MSN Home", "Subscribe", and "Manage Your Profile". The main content area features a large article titled "7 rules for using laptops in meetings" with a sub-headline "To keep your meetings more productive, use these dos and don'ts of laptop etiquette." and an image of two people in a meeting. To the right of the article is a "today's news" section with several news items, including "Microsoft reports strong fourth quarter earnings" and "Microsoft outlines new dividends, stock buyback plan". Below the news section is a "popular downloads" section with links to "Office updates", "MSN Toolbar for Internet Explorer", "Download Ject Payload Detection and Removal Tool", and "Windows Media Player 9 Series for previous versions of Windows". On the left side of the page is a vertical navigation menu with links for "Product Families", "Windows", "Office", "Mobile Devices", "Business Solutions", "Servers", "Developer Tools", "Games and Xbox", "MSN Services", "All Products", "Resources", "Support", "Downloads", "Windows Update", "Office Update", "Learning Tools", "Communities", "Security", "Information For", "Home Users", "Work Users", "IT Professionals (TechNet)", "Developers (MSDN)", "Microsoft Partners", and "Business Professionals".

## Observations

- Established, credible
- Well-known
- Not specialized

# COMPETITIVE LANDSCAPE



The screenshot shows the QNX Software Systems website homepage. At the top left is the QNX logo and the text "QNX SOFTWARE SYSTEMS". To the right, there is a "myQNX account" link with a "Login" button and a search bar. A navigation menu on the left lists: Products, Services, Partners, Markets, News + Events, Developer Support Center, Download Center, and Company. The main content area features a large banner for "The most exhaustive POSIX conformance yet" for QNX Neutrino RTOS. Below this are three columns of content: "New! QNX Momentics v6.3" with a "Get the VxWorks OS porting guide" link, "Technology Highlights" listing "Real-time Execution", "Power Management", "Symmetric Multiprocessing", "Microkernel Architecture", and "OS Migration", and "NEW Product Evaluation" with a "Subscribe Today" link and a "myQNX Account Center" link.

## Observations

- Looks like a business solutions company
- Doesn't look or feel like a leader
- Developer-oriented appeal

# COMPETITIVE LANDSCAPE



The Leading Experts in Embedded Software Development  
Learn how to achieve total reliability, absolute security, maximum performance, the lowest manufacturing & development costs, and the fastest time to market

Fallen Heroes  
Last Wish  
Foundation

<p><b>The Leader in Real-Time Operating Systems</b></p> <ul style="list-style-type: none"> <li>#1 in Market Share Growth</li> <li>#2 in RTOS Company Sales</li> <li>Most Reliable RTOS</li> <li>RTOS for the Largest Military Procurement in History</li> </ul>	<p><b>velOSity™</b> MICROKERNEL Small, Fast, Royalty-free</p>	<p>For twenty years, the leading electronic product developers have depended on our products to develop the software for everything from ink jet printers to supersonic fighter jets.</p>	<p><b>Linux Security Controversy</b></p> <p>Read the Linux Security White Papers &amp; Articles</p>
<p><b>The Leader in Embedded Development Tools</b></p> <ul style="list-style-type: none"> <li>#1 in Market Share</li> <li>#1 on Compiler Benchmarks</li> <li>Most Productive Debugger</li> </ul>	<p><b>INTEGRITY™</b> Real Time Operating System When Failure Is Not An Option</p>	<p><b>Toyota</b> is using our MULTI Integrated Development Environment and C/C++ Compiler to develop engine and transmission control software for Toyota's flagship vehicle, the Avalon.</p> <p><b>Toyota Avalon</b></p>	<p><b>Why Choose Green Hills Software?</b></p> <ul style="list-style-type: none"> <li>See what customers say</li> <li>Best RTOS solutions</li> <li>Only the best will do</li> <li>Royalty-free RTOS</li> <li>Easy coding from VWorks®</li> </ul>
<p><b>The Most Successful Embedded Software Vendor</b></p> <ul style="list-style-type: none"> <li>30% Average Annual Growth</li> <li>21 Straight Profitable Years</li> <li>Most Profitable RTOS Vendor</li> </ul> <p>REQUEST EVALUATION CD</p> <p>The Fastest: Trace Download Debug</p> 	<p><b>INTEGRITY-178B</b> Real Time Operating System Fully DO-178B Level A Certified</p>	 <p><b>More Customers...</b></p>	<p><b>Optimize Your Software Development Processes</b></p> <ul style="list-style-type: none"> <li>Fastest Time to Market</li> <li>Achieve Total Reliability</li> <li>Maximize Performance</li> </ul> <p><b>Maximize Your Return On Investment</b></p> <ul style="list-style-type: none"> <li>Lower Development Costs</li> <li>Reduce Production Costs</li> <li>Increase Your Sales</li> <li>Maximize Your Profits</li> </ul> <p>REQUEST EVALUATION CD</p>
	<p><b>MULTI®</b> Software Development Tools When Time to Market is Critical</p> 	<p><b>News</b></p> <ul style="list-style-type: none"> <li>21 Jul Green Hills Software Expands in Europe and Middle East Based on Strong Customer Demand</li> <li>19 Jul Green Hills Software Powers Next-generation of Military Unmanned Aerial Vehicles</li> <li>28 Jun Green Hills Software Announces Record Revenue and Operating Income for 2003 and First Quarter 2004</li> <li>25 May Green Hills INTEGRITY RTOS chosen by PEIER acoustic for in-car Electronics Programs</li> <li>18 May Green Hills Software Receives SD Times Magazine Award for Excellence</li> <li>10 May Green Hills Software's INTEGRITY Real-Time Operating System Available For New ColdFire Processor Families</li> <li>17 May Green Hills Software Issues White Paper: "Linux in Defense: An Urgent Threat to National Security"</li> </ul> <p><b>Published Articles and White Papers</b></p> <ul style="list-style-type: none"> <li>Keeping Secrets in Integrated Avionics - Avionics Magazine</li> <li>Optimization Breeds Application Efficiency - Electronic Design</li> </ul>	
	<p>Find the most outrageously difficult bugs—in minutes</p> <p><b>C • C++ • Ada95</b> Optimizing Compilers For the Fastest &amp; Smallest Code</p>		
	<p><b>TotalDeveloper™</b> Software Subscription Model The Optimal Embedded Solution</p>		

## Observations

- Looks like a very small niche player
- No sense of a corporate image
- Busy, unorganized, lacking enterprise credibility



## **CURRENT IDENTITY**

- Current word mark is bold and clear, but lacks ownable and proprietary qualities
- Leverage fonts and palette created for the Corporate Brochure
- Retain simplicity while expanding the color palette and other visual assets
- Move away from the blue and orange color palette
- Establish a proprietary word mark that conveys a leadership position

## CURRENT IDENTITY

# WIND RIVER

The screenshot shows the Wind River website homepage. At the top left is the Wind River logo. To its right is a search bar and navigation links for News & Events, Online Store, and Support Login. Below these are links for Products, Services, Alliances, Developers, and Device Designs. The main banner features an image of a glowing fiber optic cable with the word 'OPTIMIZE' at the bottom left. The central text reads: 'THE WIND RIVER PLATFORM ENABLES COMPANIES TO DEVELOP AND RUN DEVICE SOFTWARE FASTER, BETTER, LESS EXPENSIVELY & MORE RELIABLY.' with a 'more >' link at the bottom right. Below the banner are three promotional boxes: 'Getting Started With Linux' (register for a free web seminar), 'Wind River Workbench' (sign up for a free preview), and 'Wind River & Smiths Aerospace' (extending platform for ARINC-653). At the bottom left is the phone number 1.800.545.WIND, and at the bottom right is a 'Select a Country' dropdown menu and links for About Us, Contact Us, Newsletter, Feedback, and Terms of Use.

**WIND RIVER**

Search  >> News & Events >> Online Store >> Support Login

Products Services Alliances Developers Device Designs

**OPTIMIZE**

**THE WIND RIVER PLATFORM ENABLES COMPANIES TO DEVELOP AND RUN DEVICE SOFTWARE FASTER, BETTER, LESS EXPENSIVELY & MORE RELIABLY.**

more >

**Getting Started With Linux**  
Register today for our free Web Seminar on Linux for Device Software. ▶

**Wind River Workbench**  
Sign up for a free preview of Workbench in the Download Center. ▶

**Wind River & Smiths Aerospace**  
Extending Platform for Safety Critical ARINC-653. ▶

News

1.800.545.WIND

Select a Country

About Us Contact Us Newsletter Feedback Terms of Use

Where we are now *to be*



## CURRENT IDENTITY



Where we want to be

option one

This direction springboards from the **dramatic** tone of the corporate brochure, creating a memorable and distinct impression of Wind River. The modern font reversed out of black creates a sense of **solidity** and presents Wind River as the **platform** for **growth** and **innovation**.

WINDRIVER

WINDRIVER



WINDRIVER

WINDRIVER



WINDRIVER

WINDRIVER



WINDRIVER

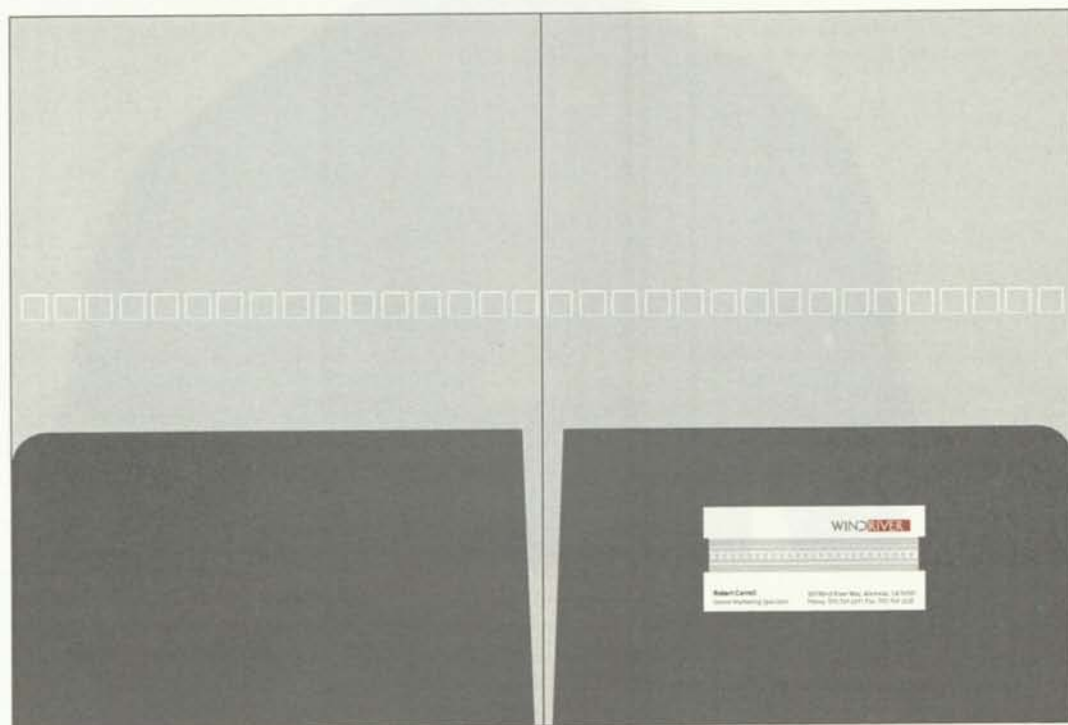


**Robert Carroll**  
Senior Marketing Specialist

500 Wind River Way, Alameda, CA 94501  
Phone: 510.749.4611 Fax: 510.749.2620

[Robert.carroll@wndriver.com](mailto:Robert.carroll@wndriver.com)

WINDRIVER













option two



This **sleek, clean, and compact** direction has a distinctive, **intelligent, and highly refined** presence that is suggestive of device software. The modern, sans serif letter forms evoke the impression of a company that provides a **platform** for growth and **innovation**.



wind  
river

wind  
river

wind  
wind  
river

wind  
wind  
river

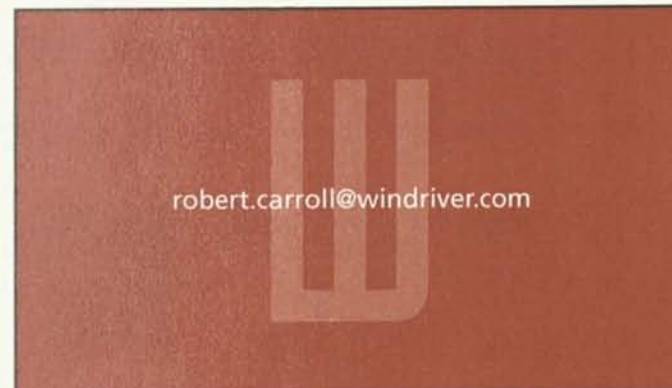
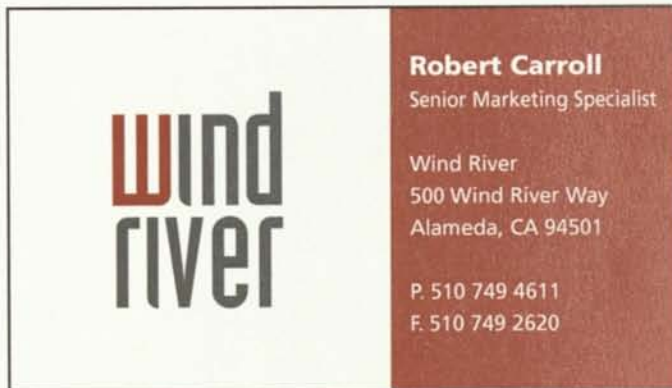
wind  
river

wind  
river

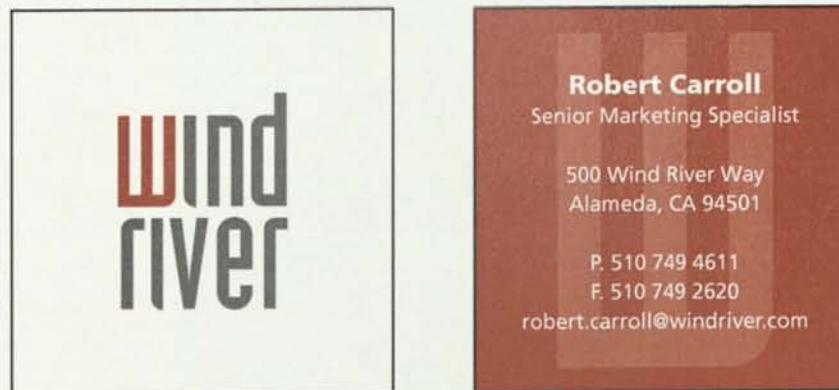




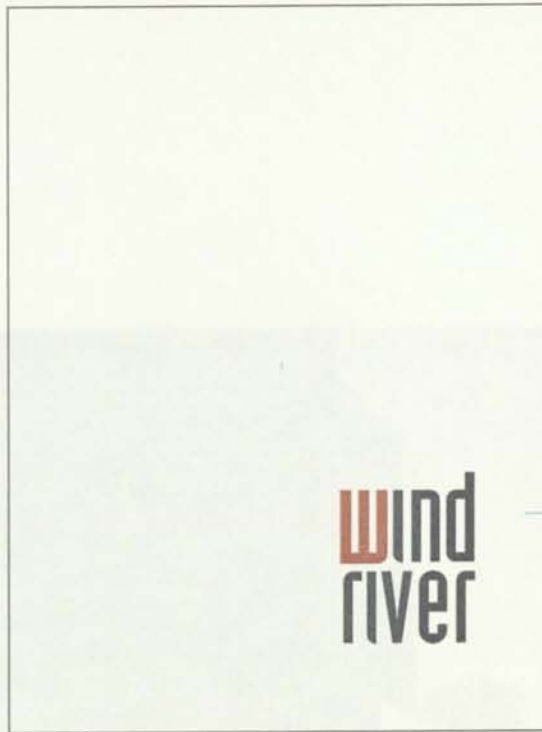




Option 1

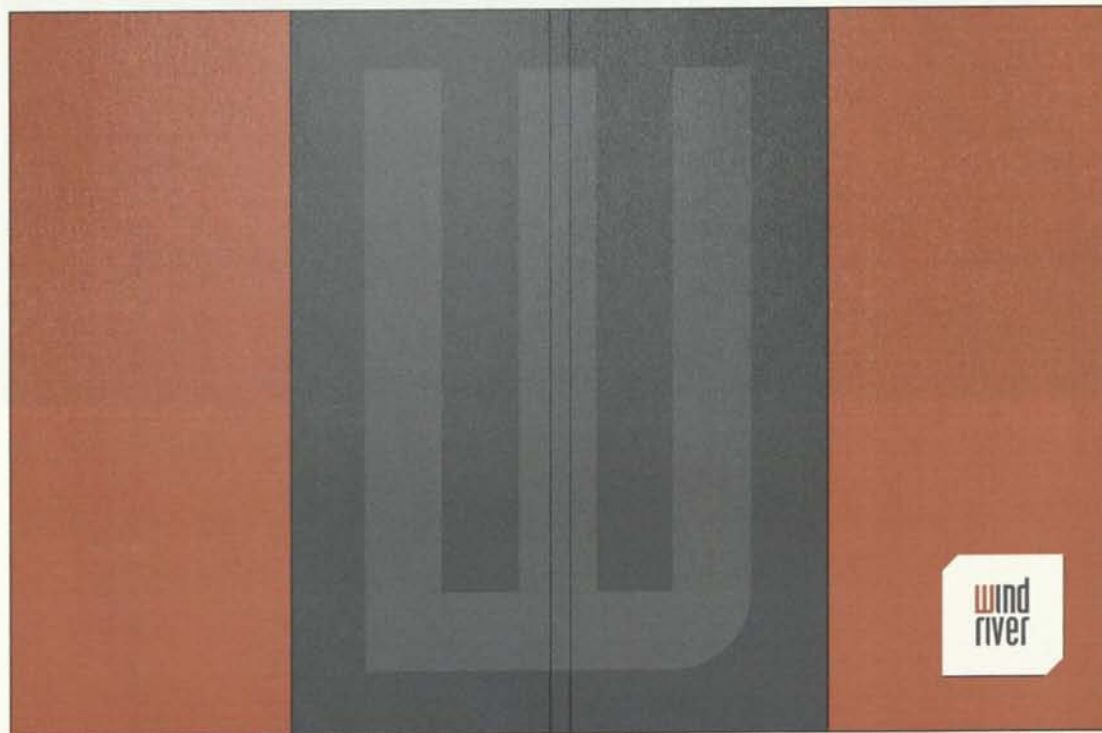


Option 2



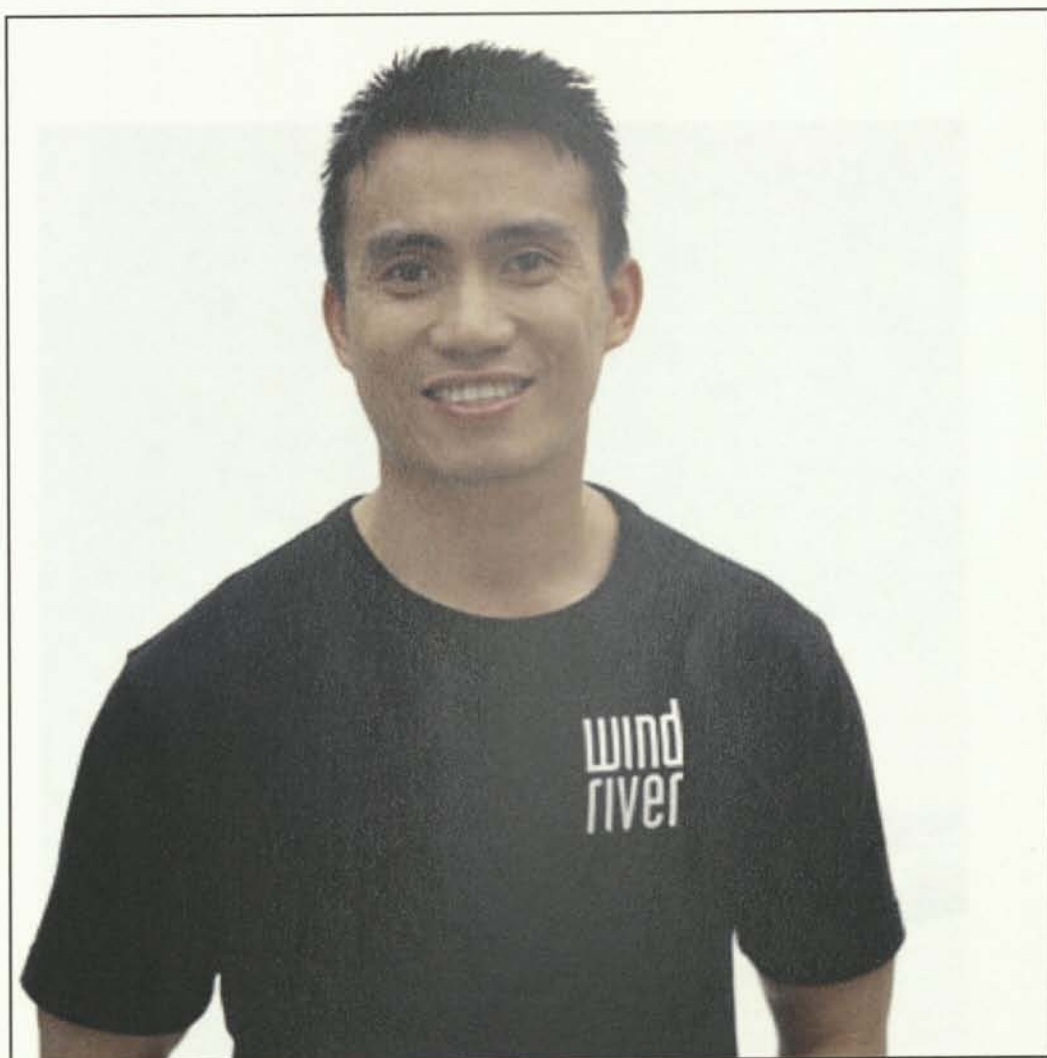
Embossed W

Front



Inside











option three

This bold word mark conveys the persona of a **vital, dynamic**, yet established company. An embedded arrow graphic suggests a sense of leadership and **growth**. Clean, contemporary letter forms evoke the feeling of **sophistication, approachability** and **credibility**.

WIND RIVER



# **WIND RIVER**

**WIND RIVER**

# WIND RIVER

WIND RIVER

# WIND RIVER

WIND RIVER







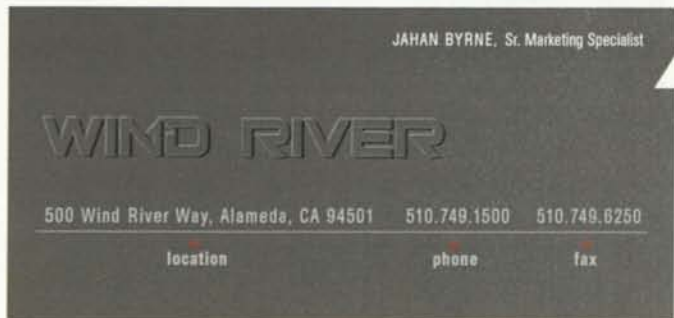


OPTION 1

Front



Back



OPTION 2 w/ emboss

Front



Back



Front



Interior











option four

This direction features a graphic treatment to the dotted “I” in Wind River to elegantly evoke the promise of **transformation, precision, and streamlined movement.** The enhanced “I” works in combination with the modern, bold, and clean typography to convey the persona of an **intelligent, reliable,** and leading company.

WIND  
RIVER



  
**WIND  
RIVER**

  
**WIND  
RIVER**





**WIND  
RIVER**



**WIND  
RIVER**



  
**WIND  
RIVER**

  
**WIND  
RIVER**





[www.windriver.com](http://www.windriver.com)

JAHAN BYRNE

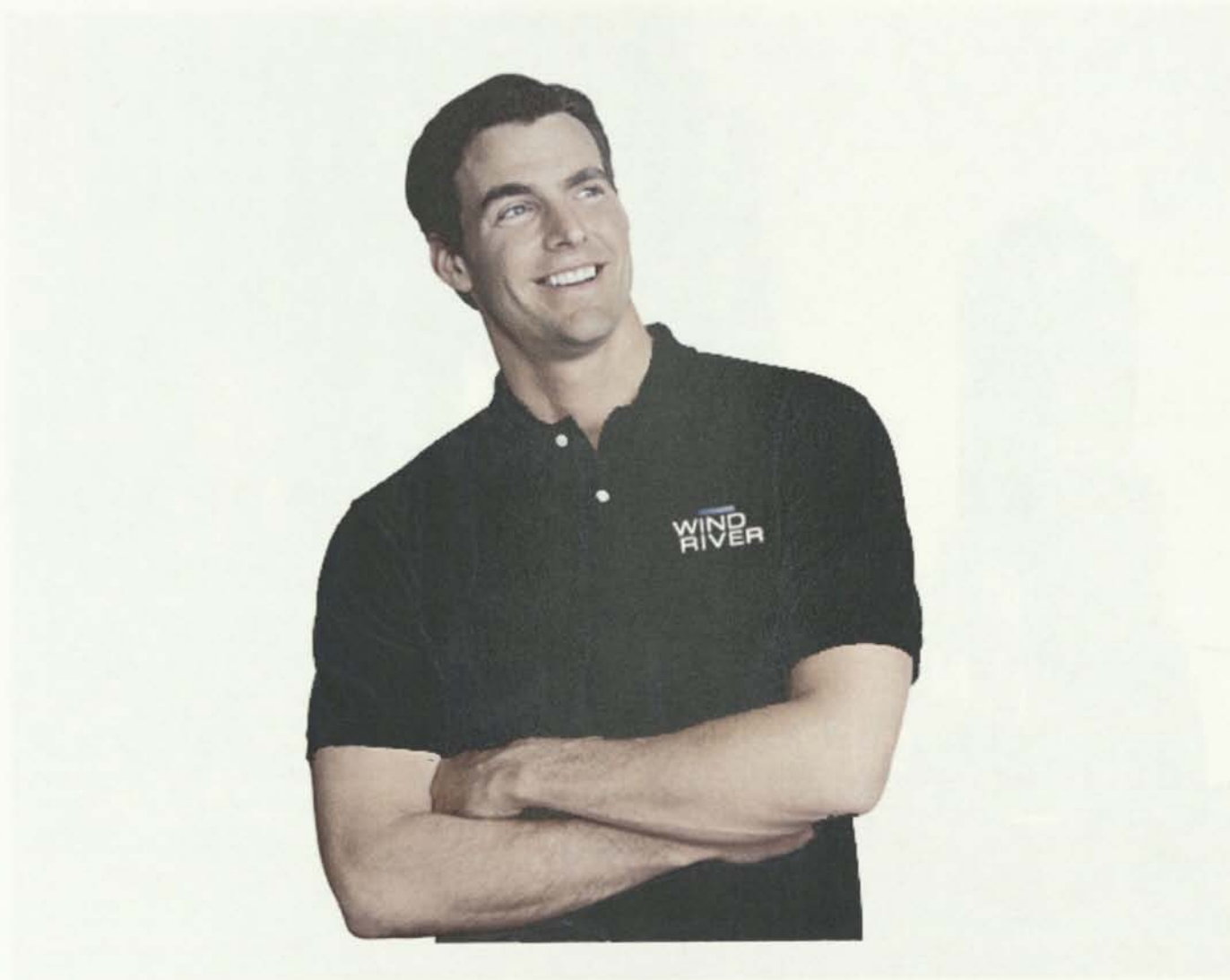
WIND  
RIVER

Senior Marketing Specialist  
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Alameda, California 94501

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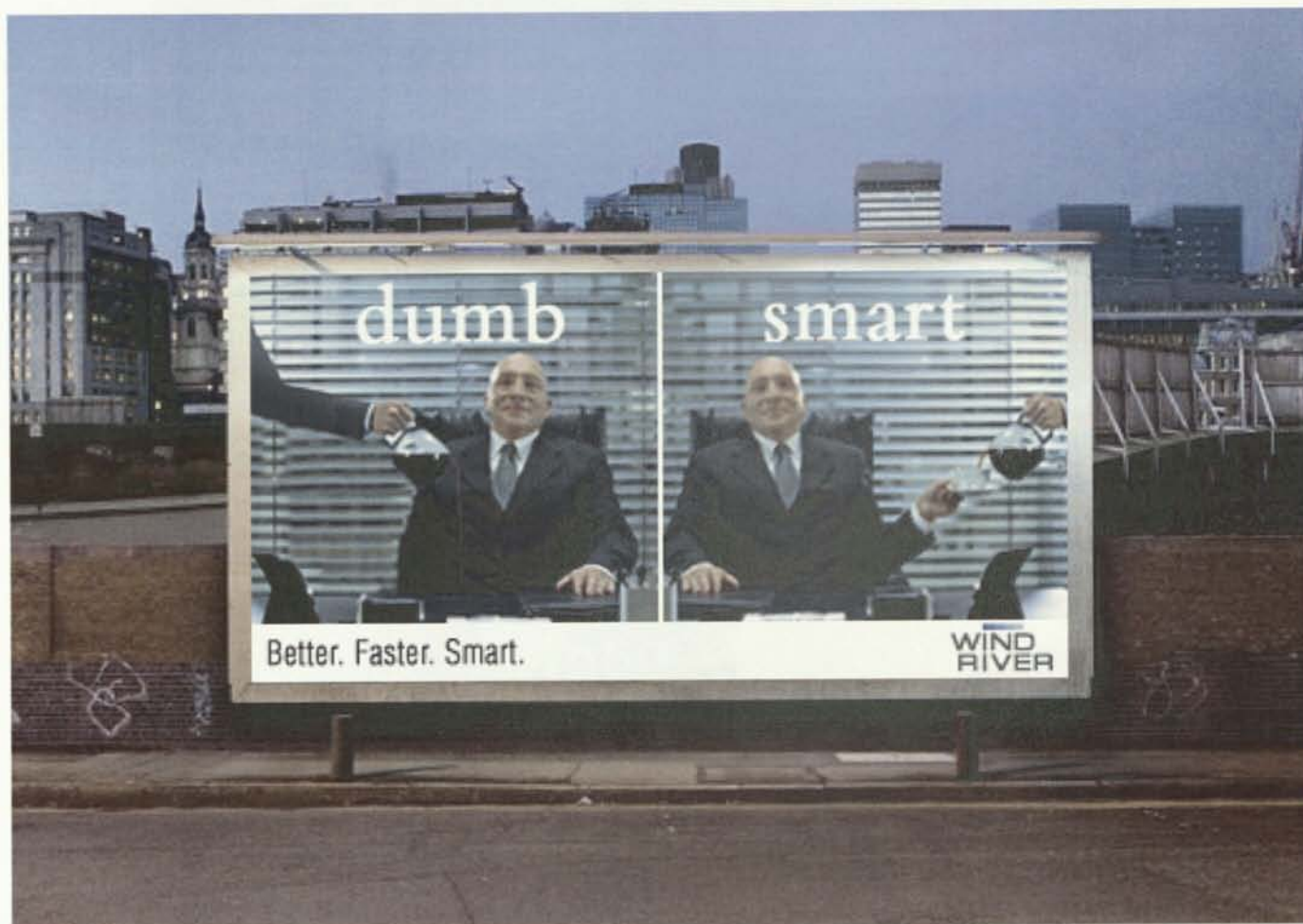
















Option five

This clean and **streamlined** direction positions Wind River **as a leader** and evokes a feeling of forward momentum. A subtle arrow underscores the core attributes of **precision, nimbleness,** and positive growth. The combination of curved and hard edges in the typography work together to suggest **accessibility** and **reliability.**

WIND RIVER

# WIND RIVER

WIND RIVER



# WIND RIVER

WIND RIVER

# WIND RIVER

WIND RIVER





WIND RIVER



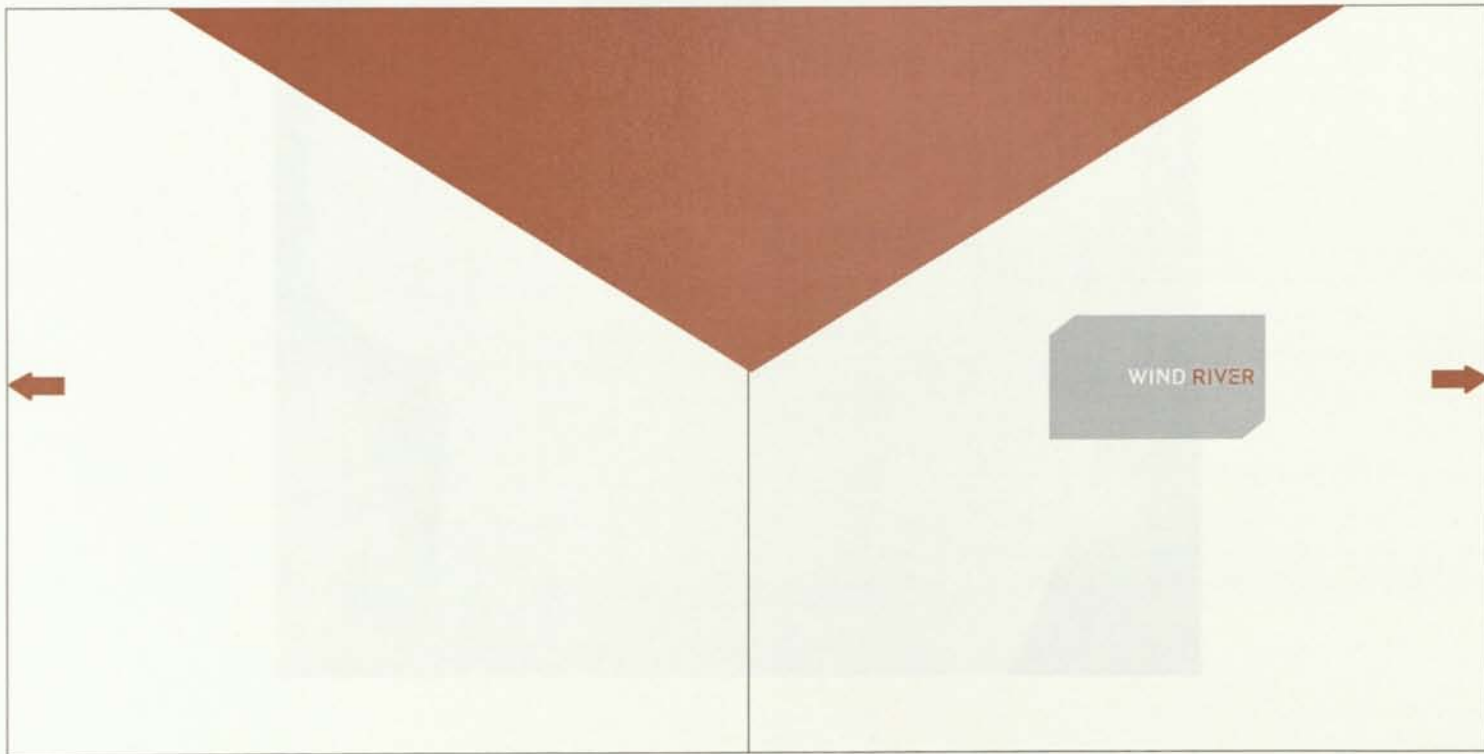
**JAHAN BYRNE**  
SENIOR MARKETING SPECIALIST

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ALAMEDA, CA 94501  
P. 510.749.4611  
F. 510.749.2620  
JAHAN.BYRNE@WINDRIVER.COM





Folder Cover



Folder Inside











Option six

This sleek and contemporary word mark positions Wind River as the **platform** for streamlined development, and enhanced innovation. The modified typography suggests customized solutions and communicates the core attributes of **intelligence, reliability, and precision.**

**WIND RIVER**

**WIND RIVER**

**WIND RIVER**

**WIND RIVER**



**WIND RIVER**

**WIND RIVER**



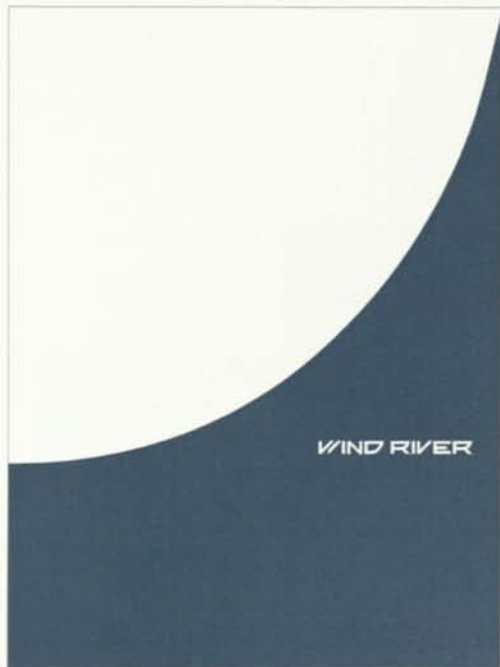
**WIND RIVER**

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[jahan.byrne@windriver.com](mailto:jahan.byrne@windriver.com)

**Jahan Byrne**  
Senior Marketing Specialist

[windriver.com](http://windriver.com)





WIND RIVER

WIND RIVER

July 26, 2004

To: Peggy Doherty  
1000 Doherty  
411 Doherty  
P.O. Box 123, 12345

Dear Peggy:

Thank you for your recent inquiry regarding the Wind River program. We are pleased to hear that you are interested in learning more about our services and how we can help you achieve your goals.

Our services are designed to help you achieve your goals in a cost-effective and efficient manner. We offer a variety of services, including consulting, training, and implementation. Our team of experts will work closely with you to understand your needs and develop a customized solution for you.

We are committed to providing you with the highest quality of service and support. Our team of experts will work closely with you to understand your needs and develop a customized solution for you. We are committed to providing you with the highest quality of service and support.

Sincerely,

WIND RIVER

1000 Doherty  
411 Doherty  
P.O. Box 123, 12345

July 26, 2004









Option seven



This clean, simple, and elegant direction intertwines the strokes of the “W” in Wind River to symbolize **elements working together** and **enablement**. This subtle **embedded** meaning evokes the impression of a highly intelligent and **innovative** company.

**WIND RIVER**

**WIND RIVER**

**WIND RIVER**

**WIND RIVER**



**WIND RIVER**

**WIND RIVER**





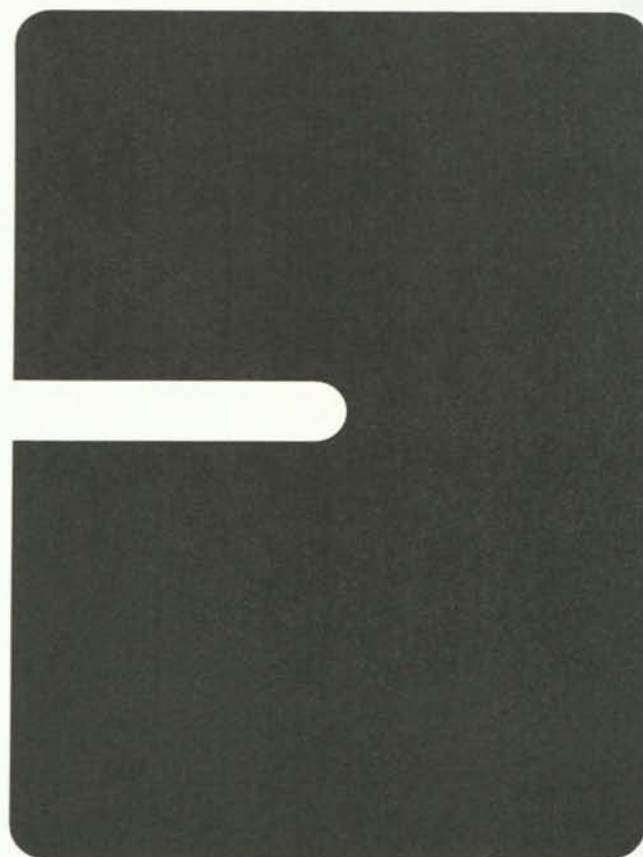
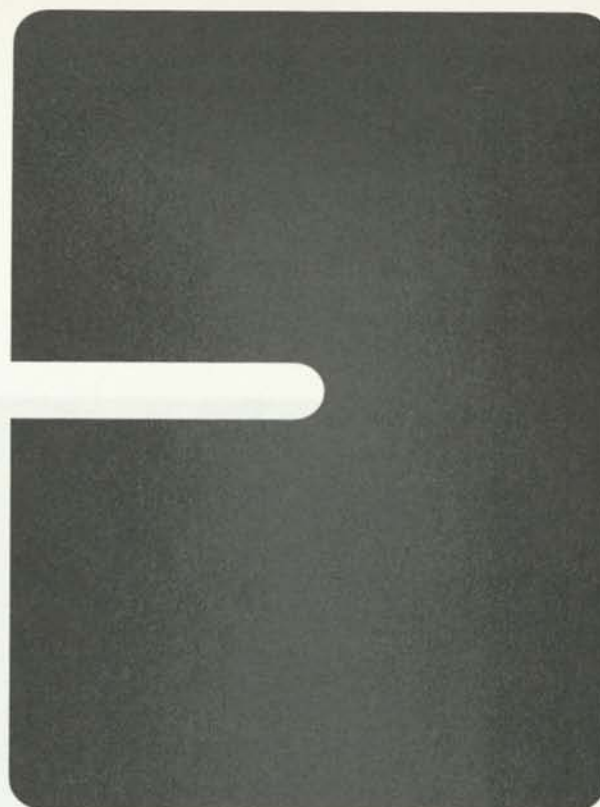
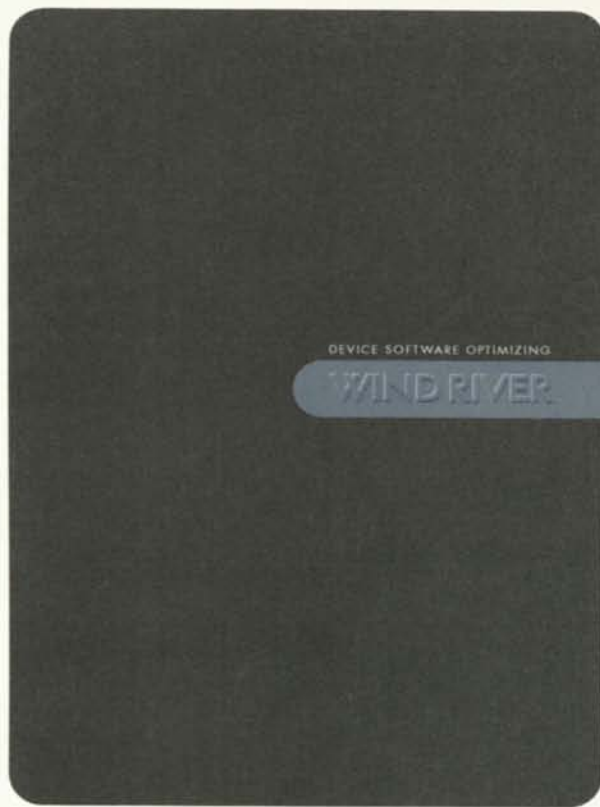
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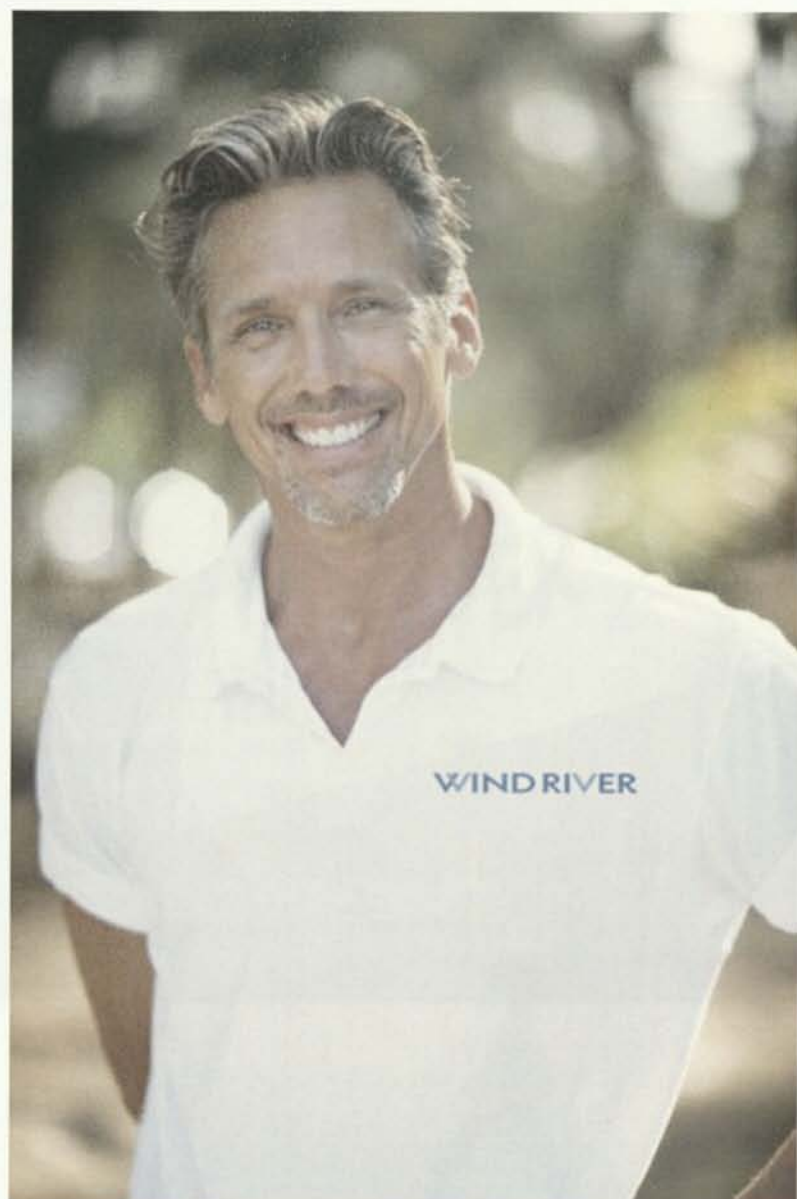
Jahan Byrne  
*Senior Marketing Specialist*

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Alameda, CA 94501

tel 510 749 4611  
fax 510 749 2620  
jahan.byrne@windriver.com

WWW.WINDRIVER.COM











Option eight

This bold, contained, and elegant word mark portrays Wind River as the **platform** for product innovation which **streamlines** the development process. The clean sans serif font communicates the impression of an accessible, yet **credible** and established enterprise.



wind river

wind river



wind river

wind river

wind river

wind river





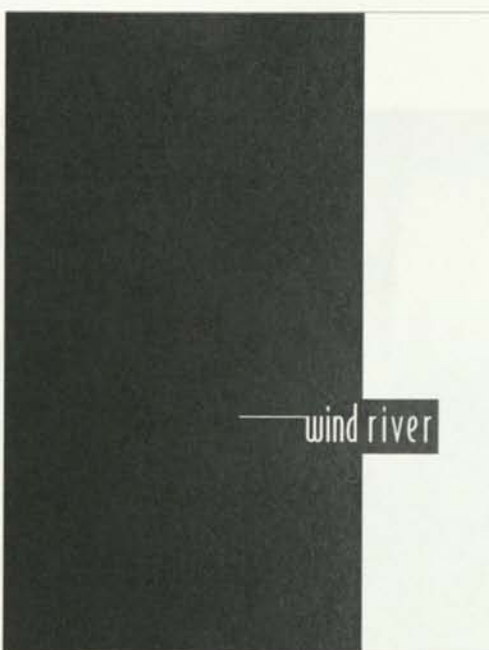


wind river

J a h a n B y r n e

senior marketing specialist

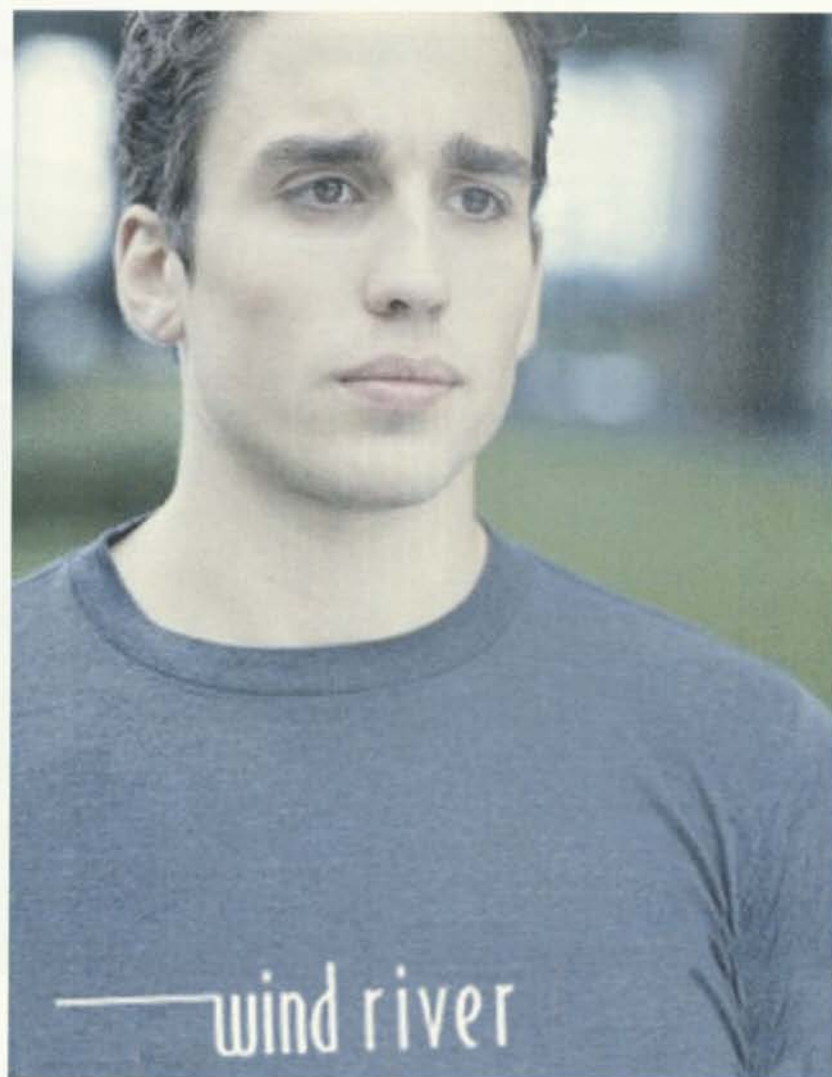
T 510.748.4100 F 510.743.2010 500 Wind River Way Alameda, Ca 94501 [jahanbyrne@windriver.com](mailto:jahanbyrne@windriver.com)



Front of folder

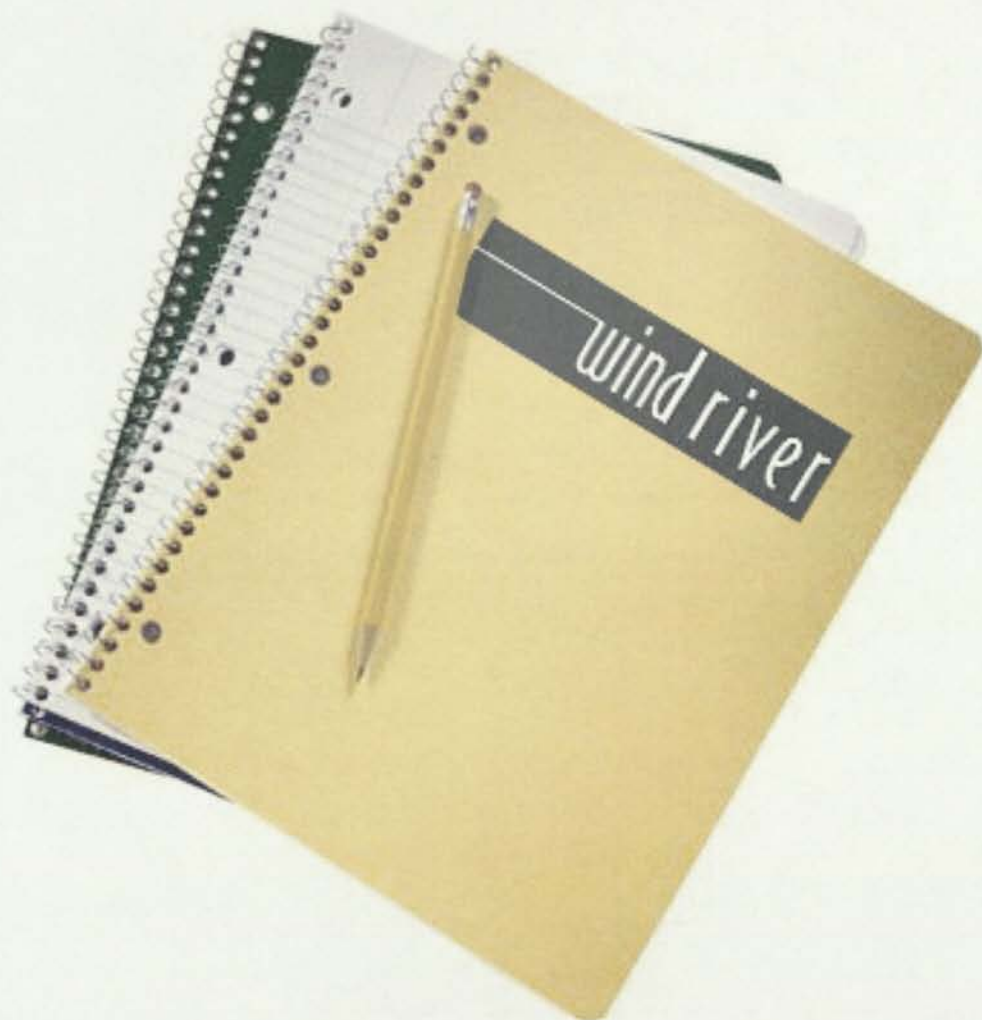


Inside folder









Option nine

The “I” and the “N” in this word mark work together to suggest a **streamlined flow** of data and information. This highly memorable and unexpected direction is visually suggestive of a company that provides **embedded solutions** and **enables innovation**.

**WAND RIVER**

**WAND RIVER**



**W&ND RIVER**

**W&ND RIVER**

**W&N D RIVER**

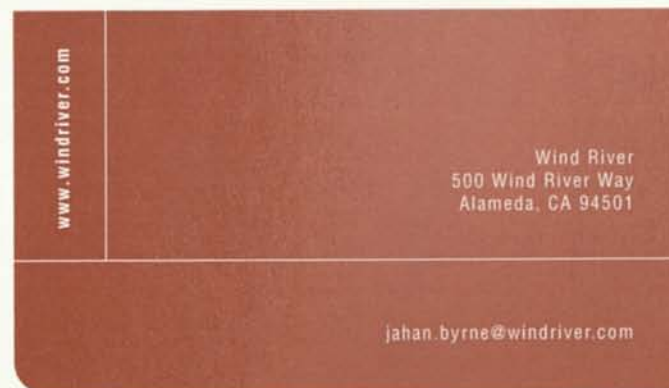
**W&N D RIVER**





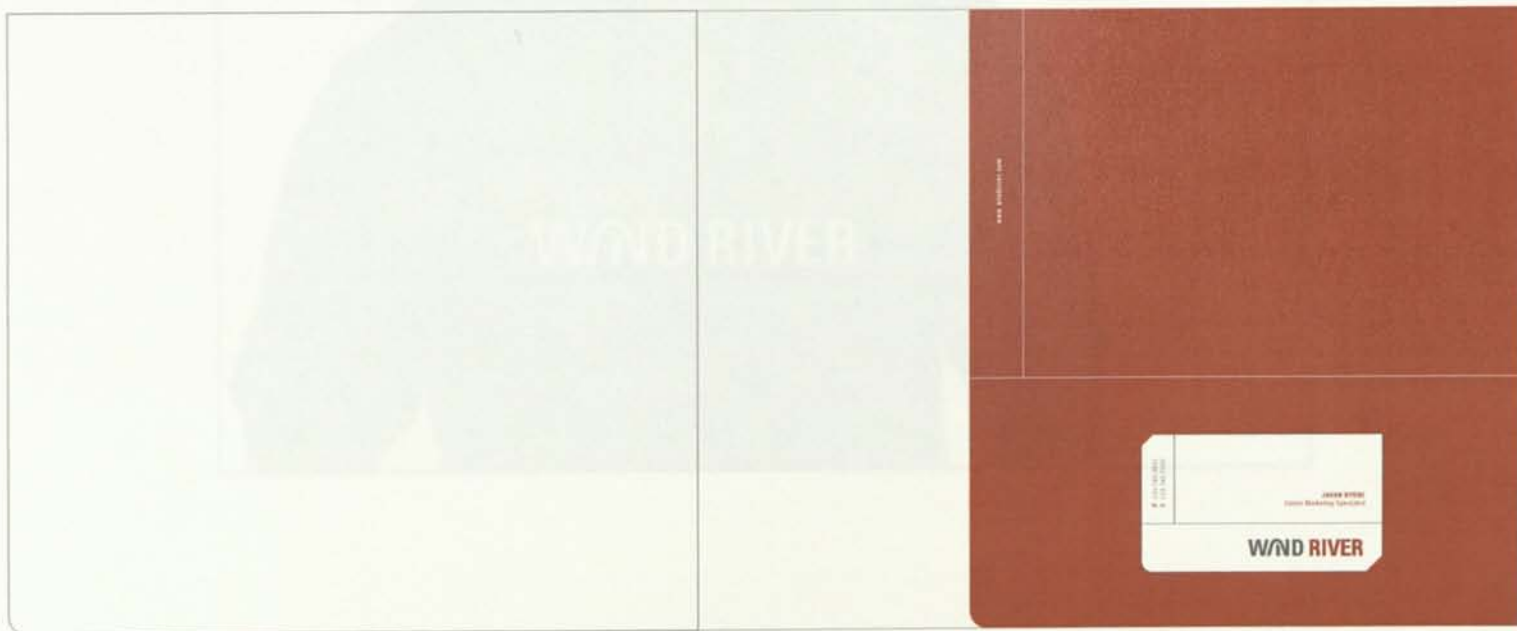
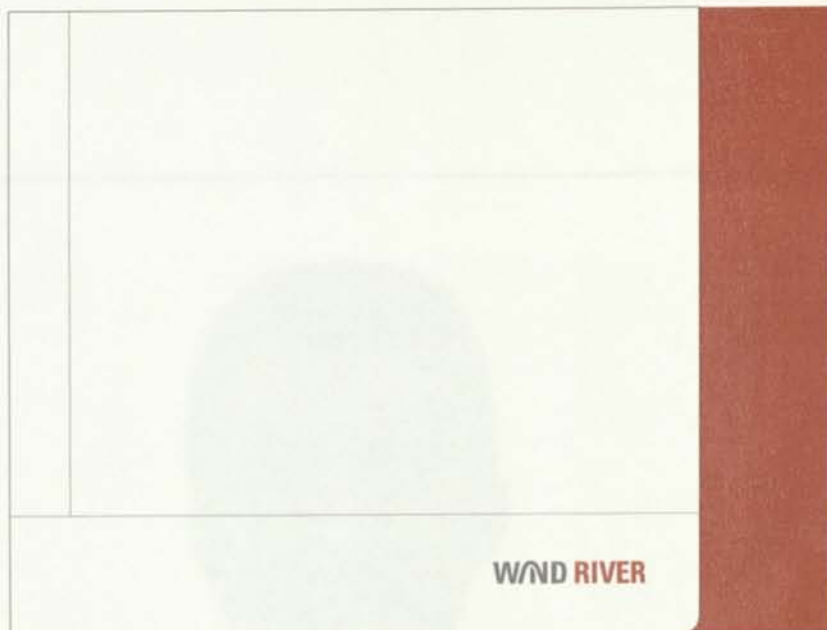


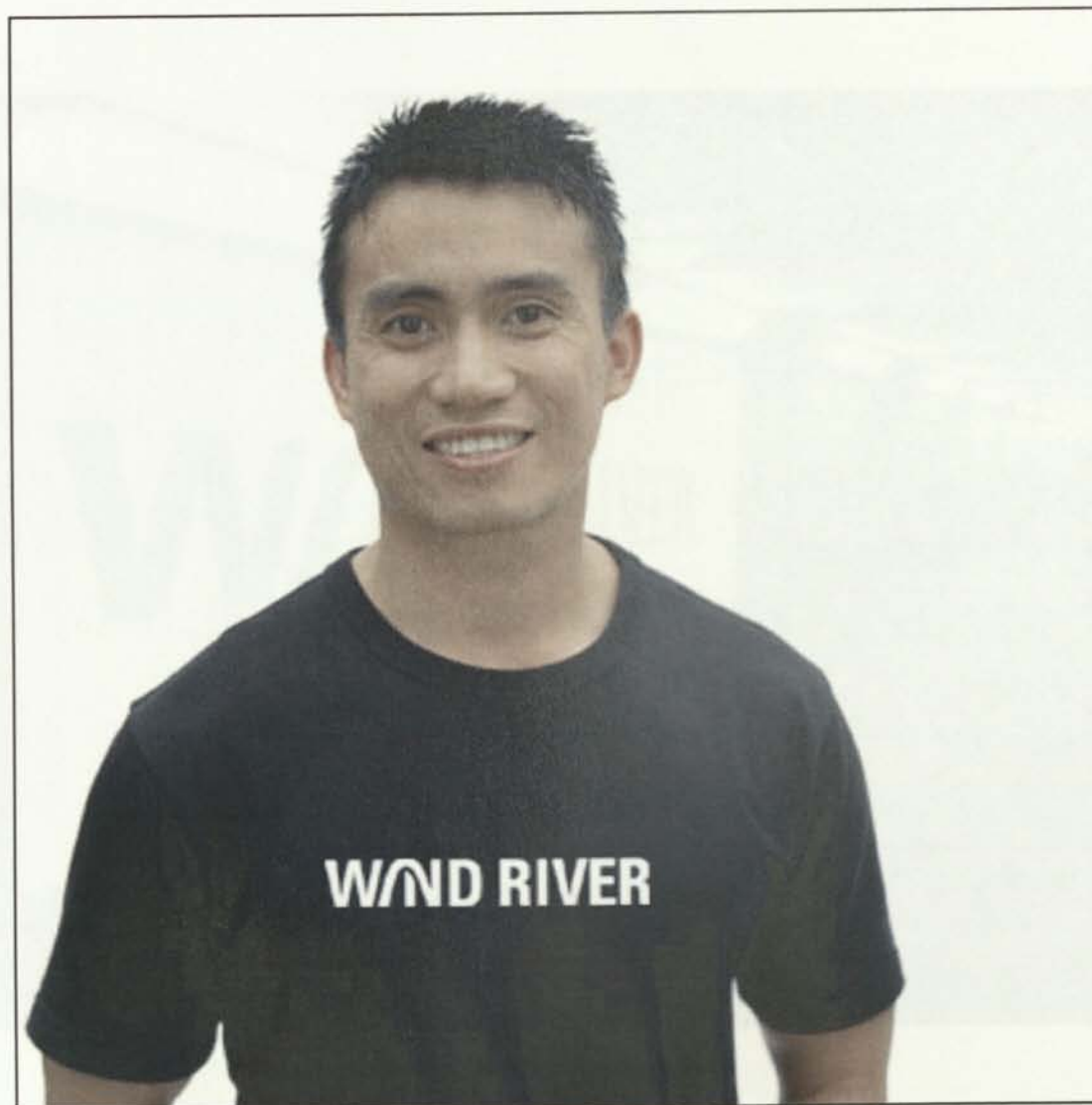
Front of card



Back of card















Option ten

This bold and contained word mark presents Wind River as the **platform** for positive **growth**, suggests **embedded solutions** and portrays the attributes of **connectivity, reliability, and speed to market.**

**WIND  
RIVER**

**WIND  
RIVER**

**WIND  
RIVER**

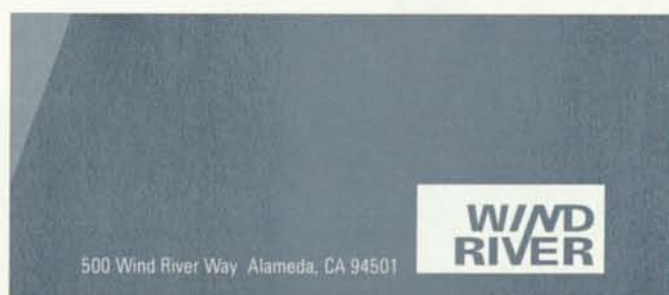
**WIND  
RIVER**



**WIND  
RIVER**

**WIND  
RIVER**





Front of card

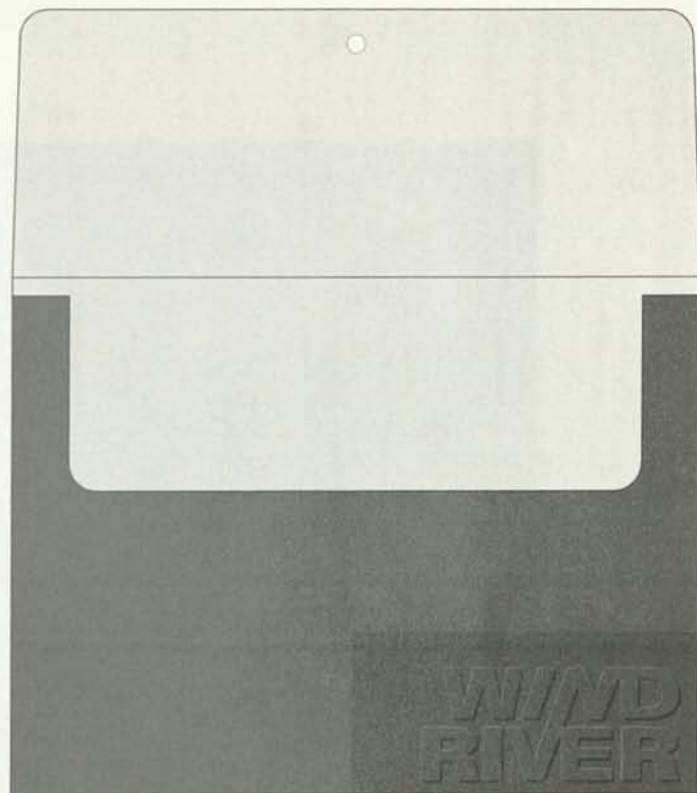


Back of card

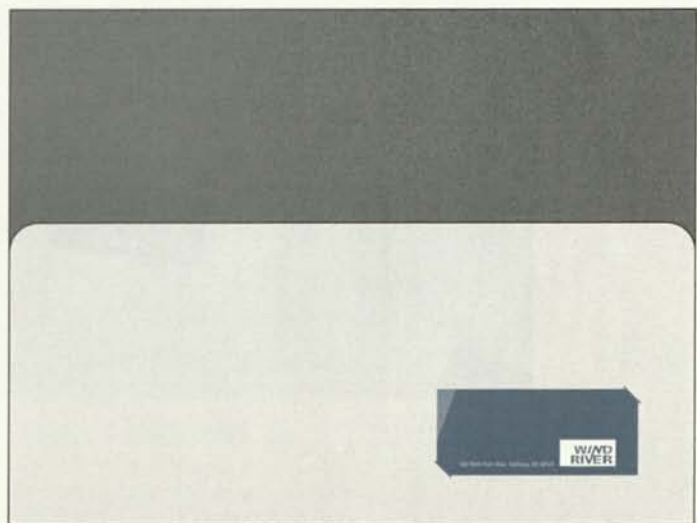




Front with embossed rectangles and Wind River logo



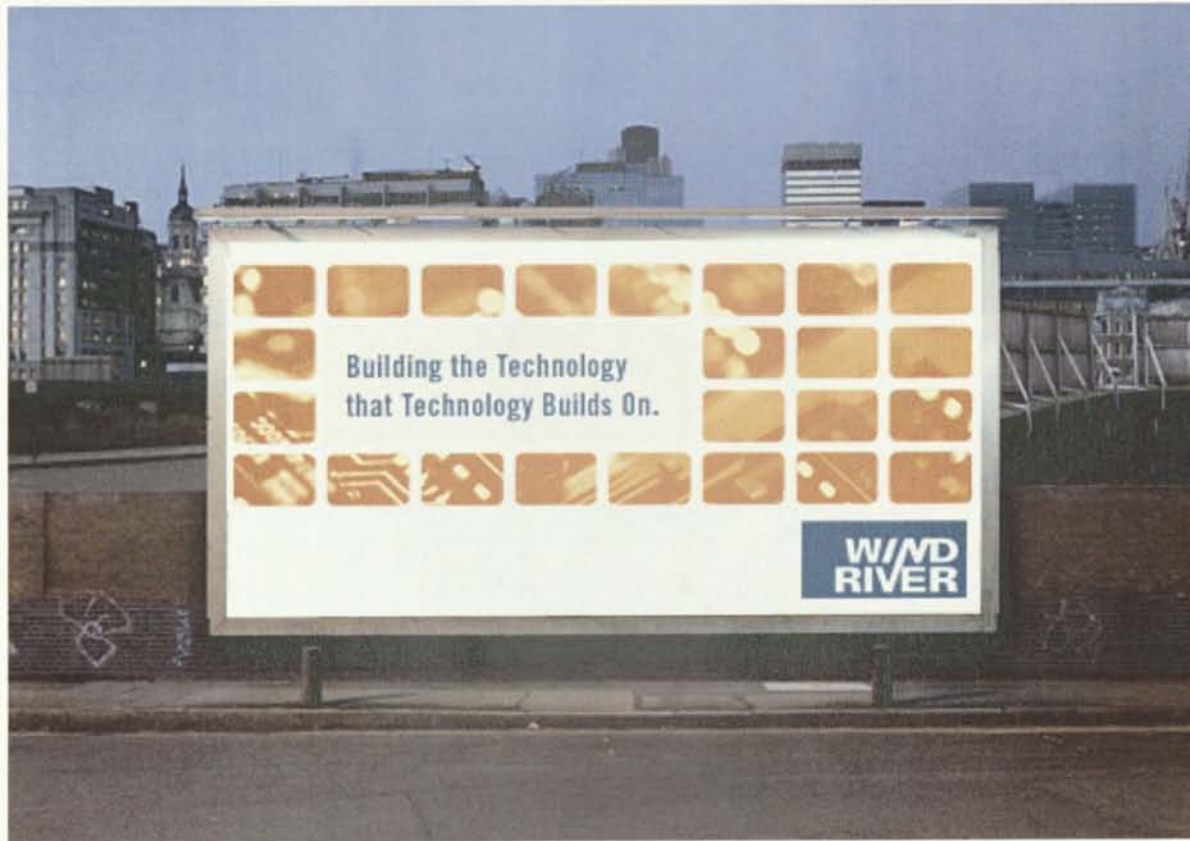
Inside with pocket

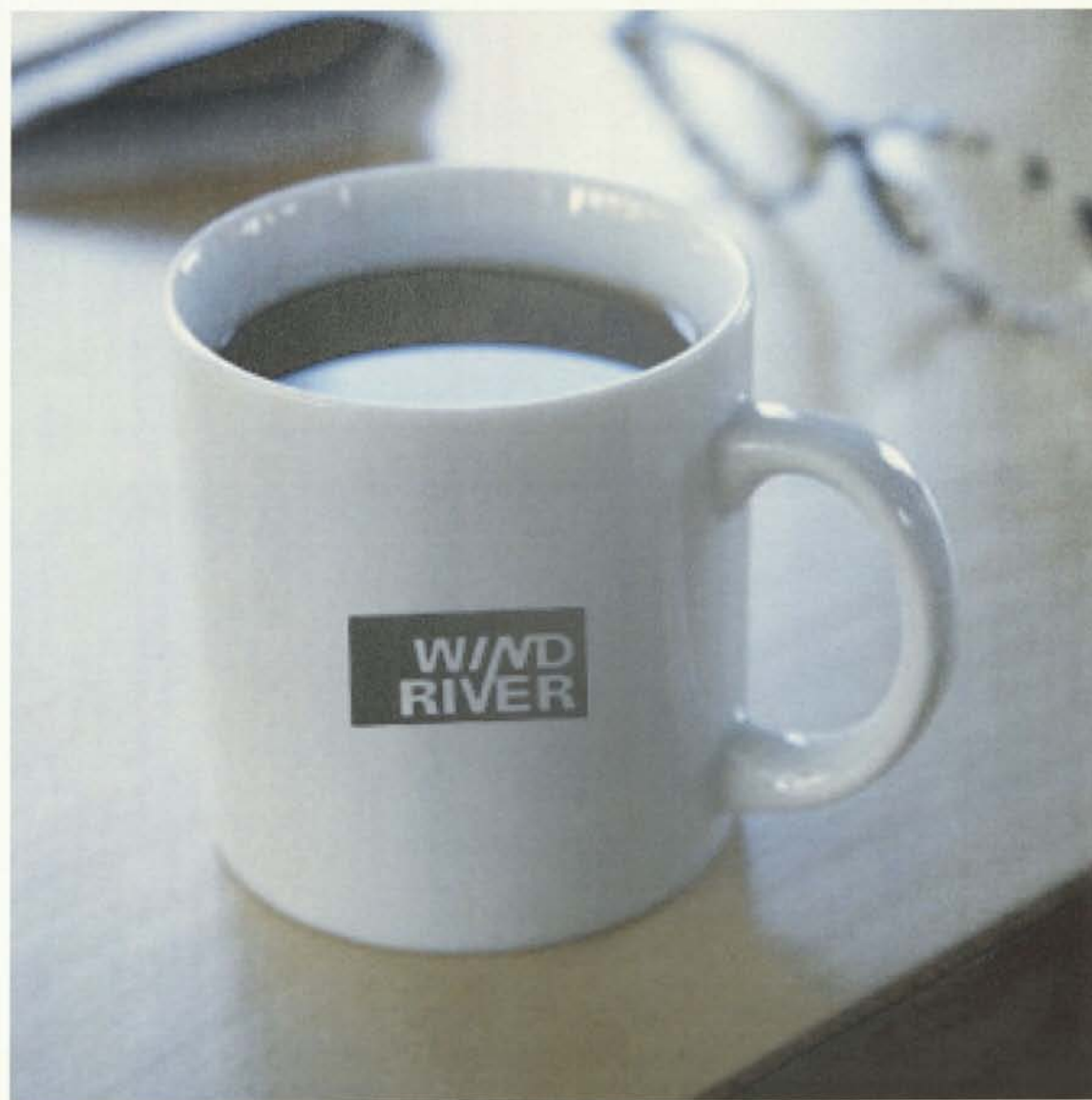


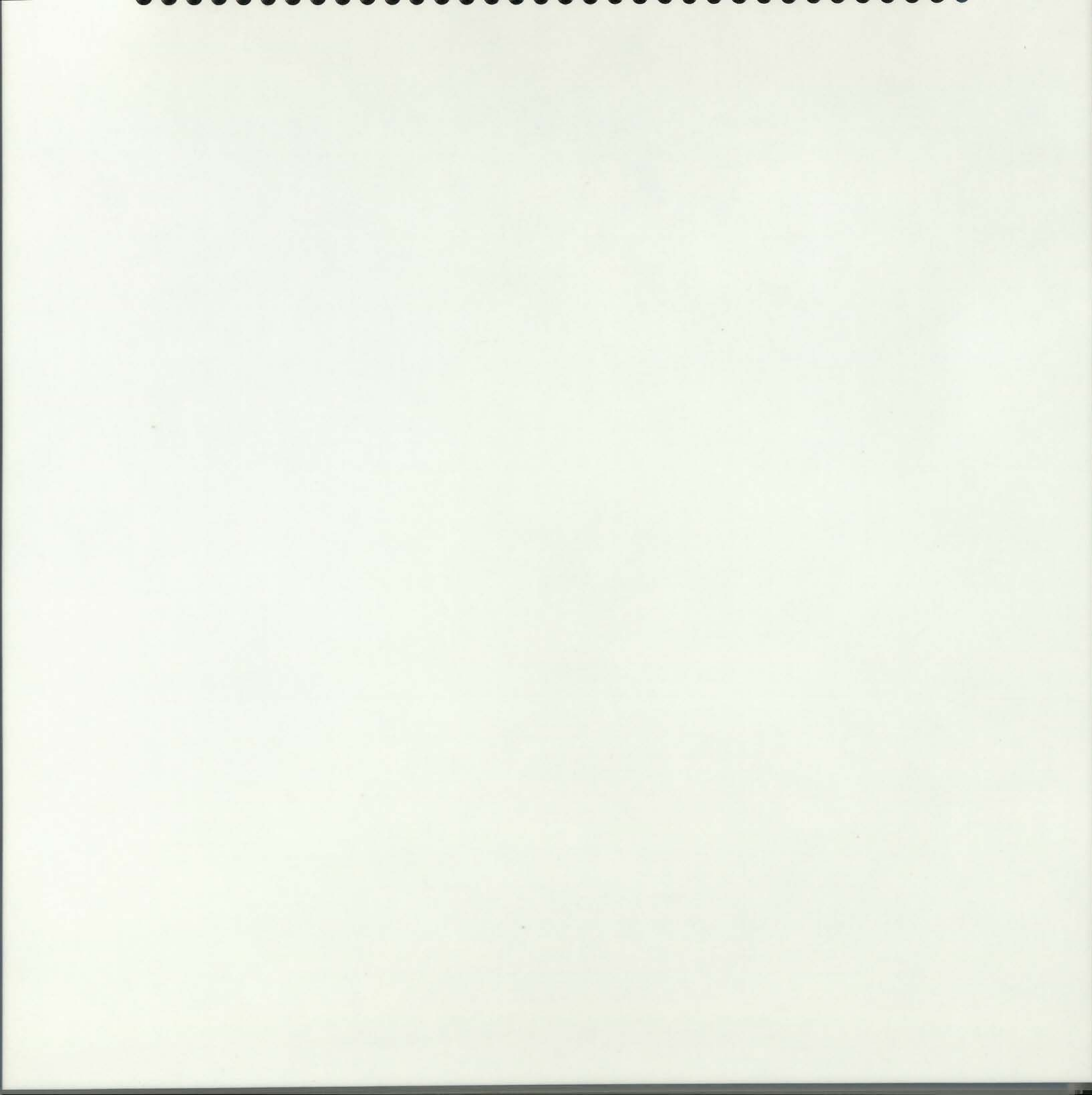
Back with pocket













eleven**eighty**five**design**

**Wind River**

POINT OF VIEW / REVISION ONE

option one



# WIND RIVER

WIND RIVER

WIND RIVER



# WIND RIVER

WIND RIVER



# WIND RIVER

WIND RIVER





[www.windriver.com](http://www.windriver.com)

JAHAN BYRNE

WIND RIVER

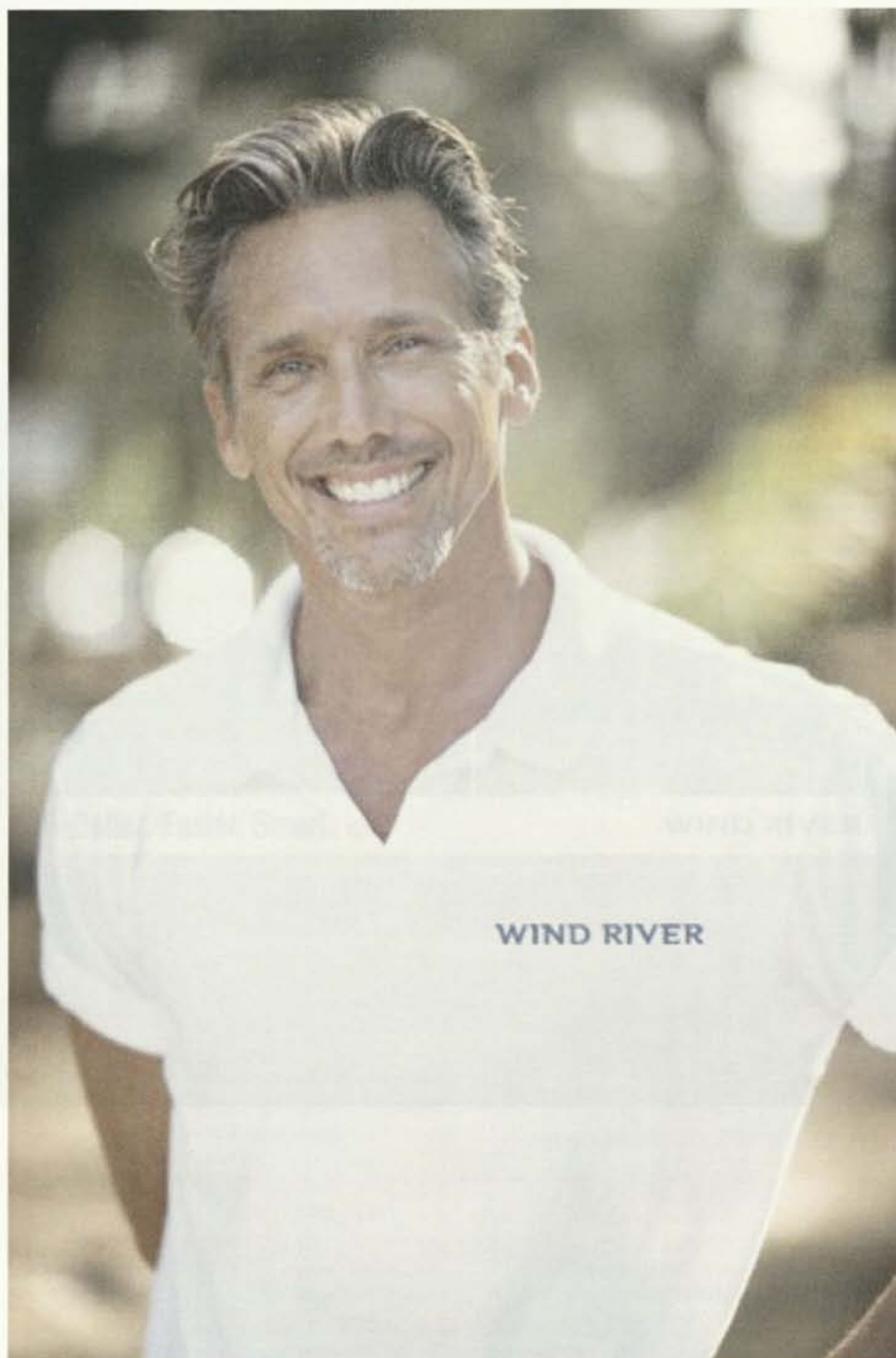
Senior Marketing Specialist  
500 Wind River Way  
Alameda, California 94501

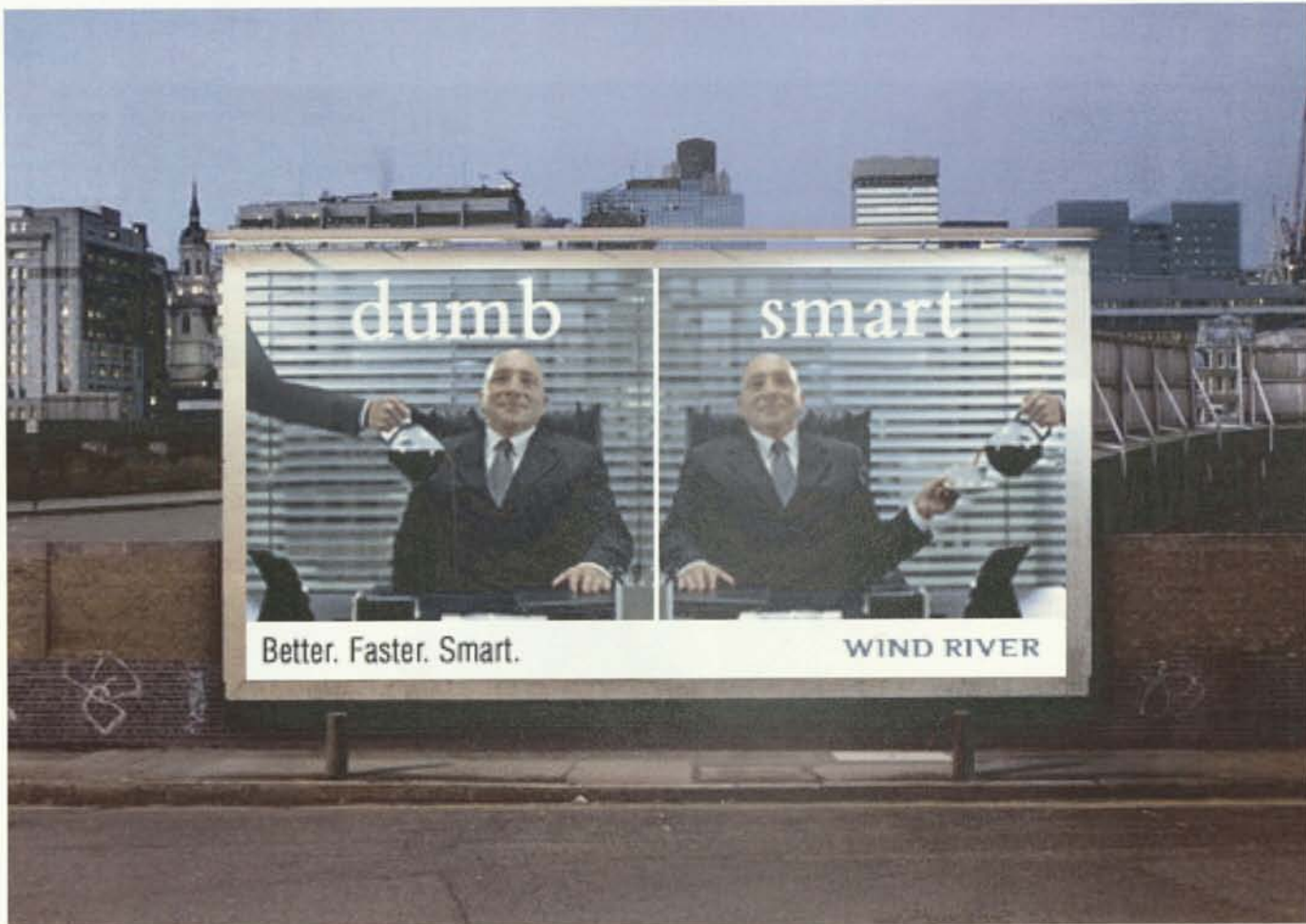
*p* 510.749.4811  
*f* 510.749.2620  
*e* [jahan.byrne@windriver.com](mailto:jahan.byrne@windriver.com)



WIND RIVER

WIND RIVER









WIND RIVER



WIND RIVER



WIND RIVER



**WIND RIVER**

PANTONE®  
5405 C

**WIND RIVER**

5473

**WIND RIVER**

PANTONE®  
5125 C



KENWOOD



**NOKIA**  
CONNECTING PEOPLE



Silicon Motion, Inc.

intel.



Softier Inc.  
Where DSPs Meet Linux

WIND RIVER

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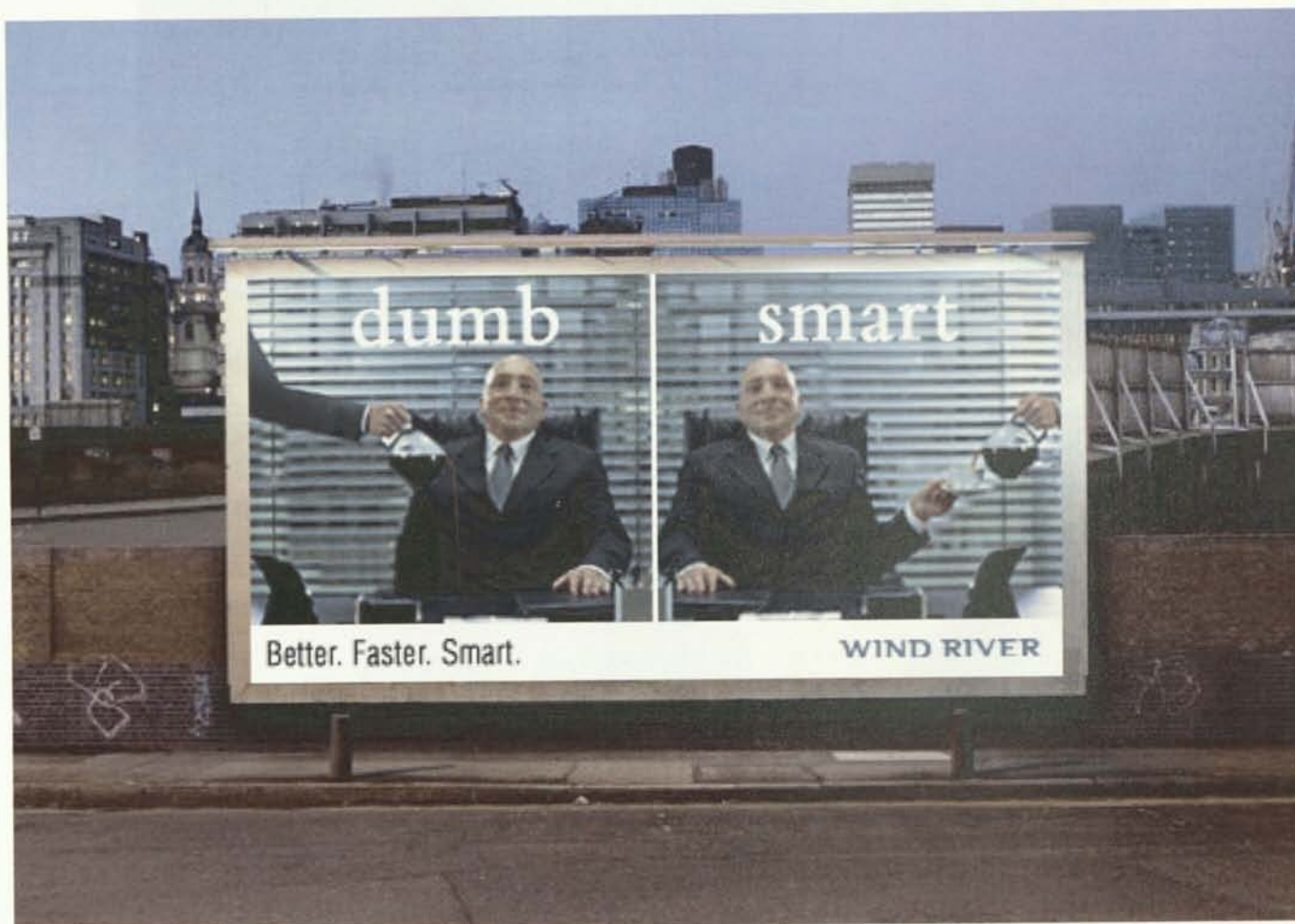
**Senior Marketing Specialist**  
500 Wind River Way  
Alameda, California 94501

**p** 510.749.4811  
**f** 510.749.2620  
**e** [jahan.byrne@windriver.com](mailto:jahan.byrne@windriver.com)

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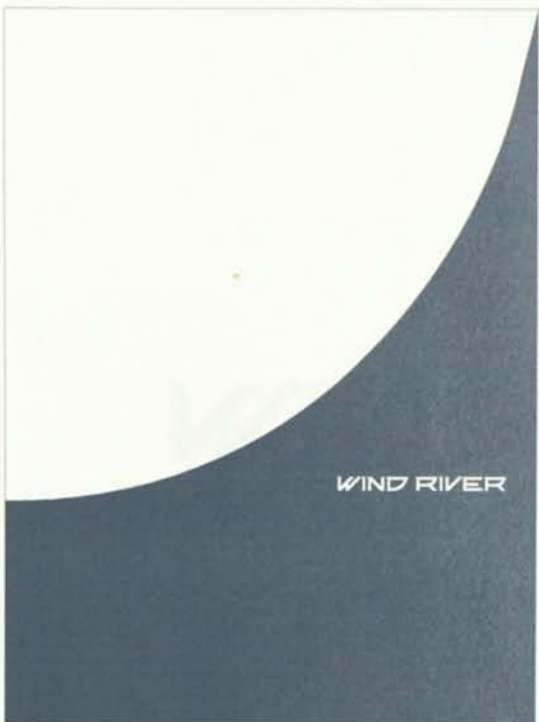












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July 28, 2004

To: Peggy Steals  
7100 Design  
411 High Street  
Folsom, CA 95630

Dear Peggy:

Learn about the art of... (text is mirrored and mostly illegible)

Our team... (text is mirrored and mostly illegible)

Thank you... (text is mirrored and mostly illegible)

Sincerely,

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Wind River  
7100 Design  
411 High Street  
Folsom, CA 95630  
916.982.1234  
www.windriver.com

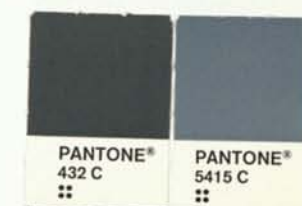
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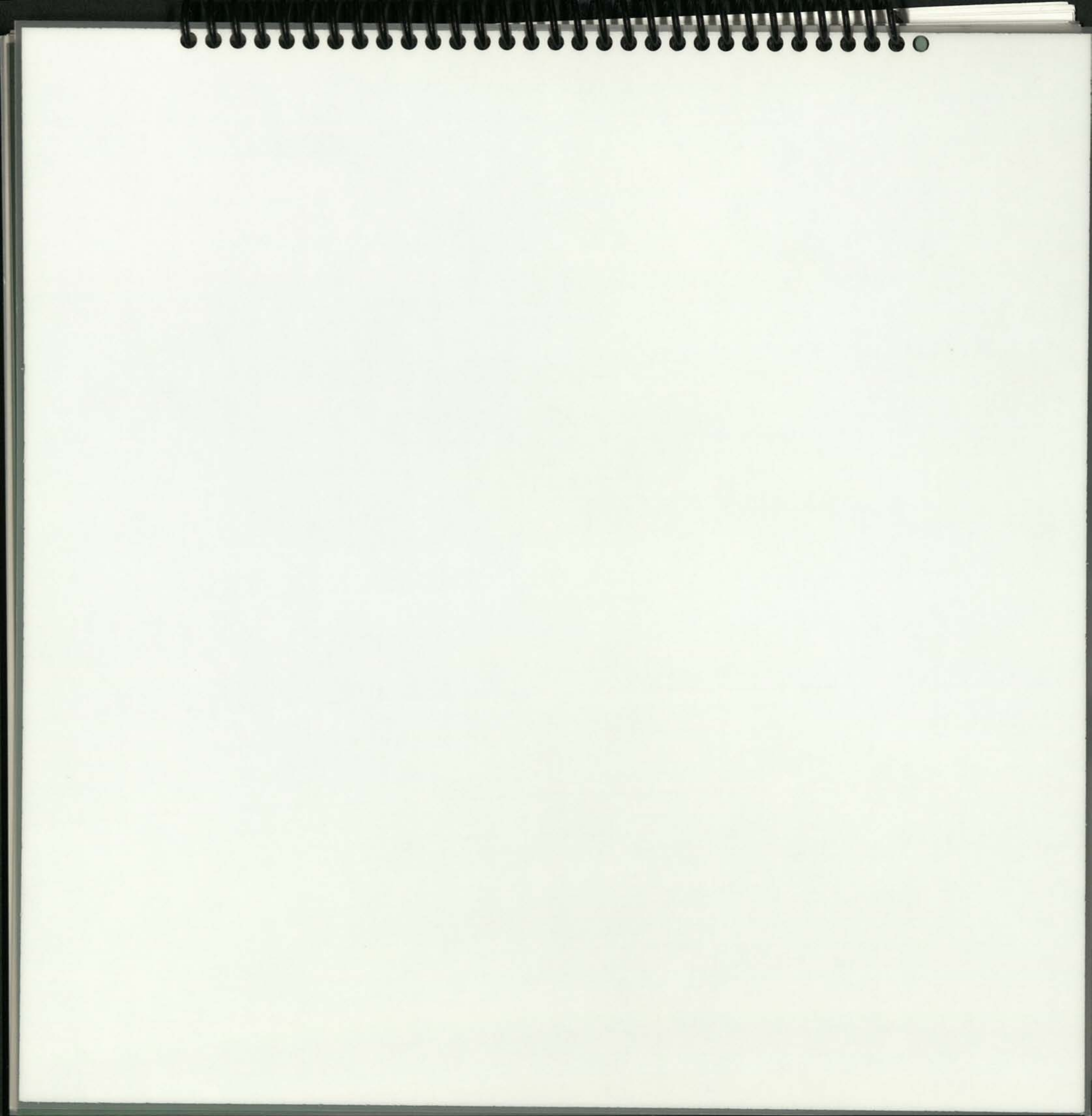
NexWave



Panasonic







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