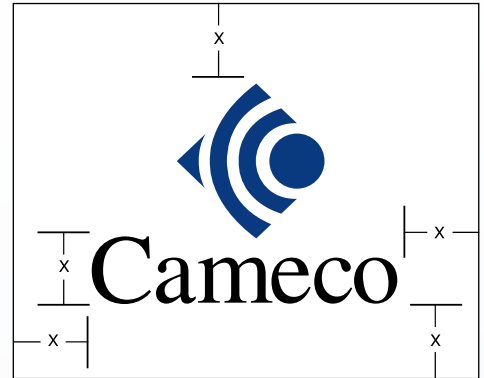



THE LOGO

A stylized "C" designed in the shape of a diamond has been chosen as the symbol to represent the company. The diamond trademark must always appear centred above the Cameco name. Always reproduce the logo away from clutter with an invisible border around it (shown right). No other logos, visuals or type should infringe on this area.



Cameco and  are registered trademarks of Cameco Corporation.

COLORS

The official color for Cameco's diamond trademark is **Pantone 294**, a reference number based on the Pantone Matching System (PMS). When using four-color process, substitute 100% cyan, 56% magenta and 6% black for PMS 294. The color for the Cameco name is black. When reproducing the logo for a format using two or more colors, use blue (PMS 294) for the diamond and black for Cameco.



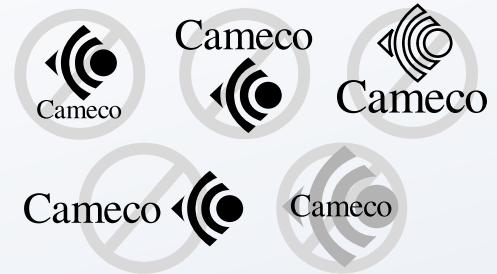
PANTONE 294



BLACK

REVERSE

When reversing the logo on a black or colored background, reproduce the trademarks in white. Ensure the background is a suitable color to provide sufficient contrast for readability.



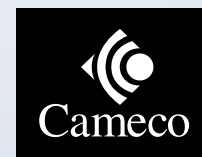
ONE COLOR

When reproducing the logo for a one-color format, use black for the diamond and Cameco.

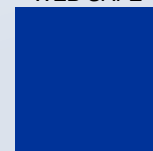
ELECTRONIC USAGE

Electronic signatures such as those used for television, video, Internet, or Microsoft PowerPoint® presentations should follow all the guidelines in this manual as well as the following:

- The graphic symbol can be separated and used on its own as a clean animation, background or screened-back watermark.
- To prevent pixelization or jagged edges on monitors, anti-aliasing should be used on the signature.
- When using the signature on the Internet, convert the EPS or TIF versions of the signature to a GIF format at the appropriate resolution. This will allow you to make the signature transparent and will best preserve the colours. JPG versions can also be used for the web, but are not the preferred format.
- If using Macromedia Flash® for the web, use the vector EPS version of the signature.

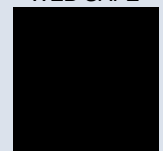


WEB SAFE



R:0 G:51 B:153
HEX#: 003399

WEB SAFE



R:0 G:0 B:0
HEX#: 000000

WEB SAFE COLORS

In using the signature for web browser applications, the following web safe/RGB colour conversions should be used.