

FOCUS ON OUR BRAND

The CSC logo consists of the letters "CSC" in white, bold, sans-serif font, centered within a red, rounded rectangular shape with a slight 3D effect.

A Reference Guide of
Frequently Asked Questions
about The CSC Brand

FREQUENTLY ASKED QUESTIONS

WHAT'S A BRAND?

WHY DOES A SUCCESSFUL COMPANY LIKE CSC NEED A BRAND?

WHY ARE WE PLACING SO MUCH ATTENTION ON OUR BRAND RIGHT NOW?

WHY FIX WHAT ISN'T BROKEN?

WHAT'S OUR NAME: CSC OR COMPUTER SCIENCES CORPORATION?

WHAT'S OUR NEW BRAND ALL ABOUT?

IF A BRAND IS MORE THAN A LOGO, WHY ARE WE CHANGING OURS?

HOW WILL THE LOOK OF OUR COLLATERAL MATERIALS CHANGE?

WILL WE CHANGE HOW WE TALK ABOUT OURSELVES?

WHAT WILL THE NEW CSC BRAND MEAN FOR OUR BUSINESS? FOR ME? FOR OUR CLIENTS?

WHAT'S EXPECTED OF ME?

SO WHEN ARE WE PLANNING TO TELL PEOPLE OUTSIDE CSC ABOUT OUR NEW BRAND?

WHO DO I CONTACT FOR ADDITIONAL QUESTIONS OR TO LEARN MORE?

WHAT'S A BRAND?

It's the central organizing principle that unifies us as a company, and informs everything we do and say.

Our brand is the promise we make to our clients and ourselves—it's what we stand for and what sets us apart. Our brand is the relationship CSC has with all its stakeholders: employees, clients and analysts. More than just the services we offer, it's an overarching vision of everything we deliver, and the unique way we deliver it.

Our brand is not limited to our logo, tagline or advertising—it relates to everything we do as a global firm and defines what we stand for. It shapes our experience as CSC employees and dictates the experience we provide our clients.

Our brand relates to everything we do and say as a company; it unifies us and distinguishes us from the competition.

WHY DOES A SUCCESSFUL COMPANY LIKE CSC NEED A BRAND?

Ever been asked “CSC-who?” or been surprised when a client tells you his or her boss doesn’t recognize the CSC name or, if they do, don’t know anything about you? Well, a strong, supported brand can change that. It’s a way to put a name, face and personality on our firm and the services we offer our clients. A brand is a way of communicating the promise of not only what, but how we’ll deliver on our partnerships and commitments—both internally and externally.

But the brand refresh effort isn’t just about creating awareness in the marketplace. It is about a bigger challenge and therefore opportunity for us to recognize the value of our brand and to manage and leverage it as the true asset that it is or can be.

The CSC brand is a statement of what we stand for, today and well into the future. It will be the beacon that guides us in decisions—a lens for everything we do, focusing our efforts to move forward together as one integrated organization.

WHY ARE WE PLACING SO MUCH ATTENTION ON OUR BRAND RIGHT NOW?

Historically, we haven't invested a lot of time or money in telling people about ourselves. In large part, we didn't need to. However, in light of an increasingly competitive marketplace and our ambitions for growth, it has become critical that we not only get our name out there, but help people, both internally and externally know what we stand for—what they can expect from us. That's why we hired Interbrand: one of the best known and most well respected brand consultancies in the world to help us with our rebranding effort.

If we want to be competitive in an increasingly fragmented market with both smaller deals and an ever-increasing number of viable competitors, a strong refreshed and refocused brand will go a long way toward distinguishing us from competitors, creating greater customer loyalty, and engaging our talented employee base.

In order to meet our key business objectives and sustain growth, now is the right time to undertake this initiative.

WHY FIX WHAT ISN'T BROKEN?

We are repositioning the CSC brand to pave the way for even higher performance; greater brand awareness; increased consideration by a broader prospect base; enhanced customer loyalty; and improved margins. A new brand will help to change the current perception of CSC and position us for success in the delivery of industry-specific, technology-enabled business solutions.

Furthermore, this repositioning will help us move confidently into new markets and expand in existing ones. It is time we are more broadly recognized for our achievements and more importantly our contributions to our clients' ability to reach their goals. A cohesive brand, effectively communicated and delivered, will go a long way toward helping both current and prospective clients understand who we are today, our many strengths and achievements, as well as how we can help them achieve more going forward.

It is time we are more broadly recognized for our achievements and, more importantly, our contributions to our clients.

WHAT'S OUR NAME: CSC OR COMPUTER SCIENCES CORPORATION?

In the past, we've gone by two different names—sometimes Computer Sciences Corporation, other times just CSC. Because a successful brand identity depends on consistency and clarity, it only makes sense that we should use just one name whenever possible. While Computer Sciences Corporation remains our legal name and will appear on certain legal documents, moving forward we should always refer to ourselves as CSC across all other communications, both external and internal, both spoken and written.

WHAT'S OUR NEW BRAND ALL ABOUT?

At the core of every brand is one central idea. Here's ours:

We expect our clients to expect more.

Only a few words long, this idea clearly and succinctly articulates first and foremost what we expect of ourselves and therefore what clients can expect from us: exceeding even the highest of expectations. Though we don't share our brand idea with external audiences (e.g. clients or even new recruits), we do use the brand idea as an internal rallying cry, inspiring all of us to provide solutions that lead to meaningful, sustainable results.

While our brand idea is at the core, our four brand pillars are how we support that idea. They are: **everyday ingenuity, responsive partnership, mission-critical delivery, and accelerated performance.** Together, these four pillars define what distinguishes us from our competition—they are the reason our clients choose to partner with us over the rest, and they provide focus to everything we say and do.

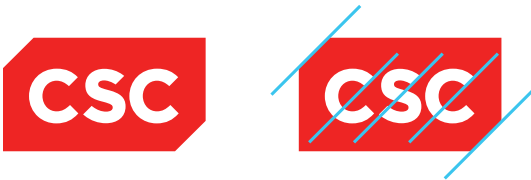
We have one central idea, supported by powerful brand pillars that reflect why employees and customers choose to work with us.

IF A BRAND IS MORE THAN A LOGO, WHY ARE WE CHANGING OURS?

The visual centerpiece of our brand is our logo, as it appears on all our brand communications.

Our logo comprises two elements: the new logotype and the holding shape. The logotype is a custom variation of the typeface, Gotham, with the angles of the letters reflecting the angles of the holding shape. At once contemporary and classic, the logotype should remain relevant over time. The holding shape acts as a framing device for the letters, lending visual emphasis to the CSC brand name. Additionally, its rectangular form and angled edges serve to connect the holding shape to our larger visual system.

Lastly, by retaining and emphasizing the color red, we are reinforcing our visual differentiation amongst the competitive set.

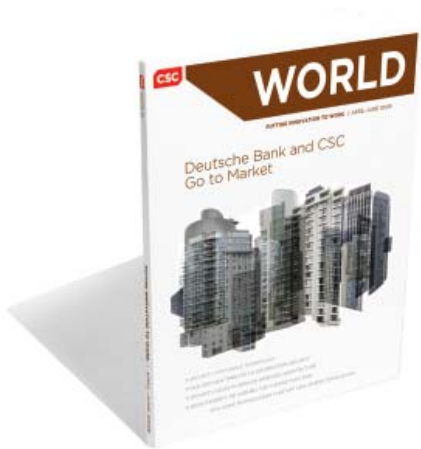


HOW WILL THE LOOK OF OUR COLLATERAL MATERIALS CHANGE?

Design is a critical step in creating a clear and consistent CSC brand, and our collateral materials will reflect our brand's new look and feel—one that's both more emotionally compelling and strategically grounded. The extended color palettes, along with a new style of photography and typography, will help to demonstrate our brand idea by exceeding expectations for the design system of a company in our category.

TYPOGRAPHY

We use Gotham for headlines, and Gotham Book for body copy to create a dynamic feel with our words.



GRAPHIC ELEMENTS

The holding shape acts as the “voice” of CSC, projecting confidence and expertise.

PHOTOGRAPHY

Clean silhouetted imagery that can be conceptual and unexpected in the category reveals a refreshing energy.

HOW WILL WE CHANGE HOW WE TALK ABOUT OURSELVES?

Along with a new look and feel for our brand, we also have a new tone of voice—it's a way to guide how we communicate, and ensures both consistency across all our written materials and differentiation within our category. Specifically, we have three brand personality attributes that inform how we communicate.

PURPOSEFUL

We're guided by an industrious attitude and a determination to deliver on our commitments.

INGENIOUS

We thrive on exploring new ideas and create surprisingly inventive, far-reaching solutions that go beyond expectations.

PASSIONATE

We are deeply committed to our clients, because we believe that collaboration yields inspiring solutions.

WHAT WILL THE NEW CSC BRAND MEAN FOR OUR BUSINESS?

Our new brand will strengthen the business by ensuring that we convey a powerful and consistent message for our brand at all times—a message that will be meaningful to clients as well as analysts and partners. We understand that the marketplace is constantly evolving. Through our brand, we can be responsive to these changes while elevating our services and distinguishing ourselves from our competitors.

Our brand sets us apart because it is based on what our clients, employees and shareholders see as the fundamental strengths of CSC. Through our brand, we can build a stronger emotional connection with our clients and our employees. When we consistently deliver what our brand promises, we can drive client and employee loyalty, and ultimately increase shareholder value.

WHAT WILL THE NEW CSC BRAND MEAN FOR ME?

Our goal is to enhance the CSC brand so that it is meaningful and inspirational to all employees around the world; so that employees want to work with us and build long-term careers. A consistent global brand is always critical, but because we have largely grown through acquisition and outsourcing, we retain a broad array of perceptions of who we are as a company. Therefore, brand is even more critical for us. By leveraging a strong CSC brand, we will increase our prestige, instilling pride in who we are and what we stand for, as well as establishing the most positive work environment possible for our employees.

Our goal is to enhance the CSC brand so that it is meaningful and inspirational to all employees around the world.

WHAT WILL THE NEW CSC BRAND MEAN FOR OUR CLIENTS?

A stronger brand helps differentiate CSC within a crowded category by identifying us as the company that exceeds our clients' expectations, empowering them to achieve greater possibilities than ever before. By delivering strong, consistent messaging to our clients, we help cultivate an even stronger emotional connection, encouraging both prospective and existing CSC clients to feel confident in choosing us as their partner.

A stronger brand helps differentiate CSC within a crowded category by identifying us as the company that exceeds our clients' expectations.

WHAT'S EXPECTED OF ME?

Each and every CSC employee is an ambassador of our brand. We are all representatives of our company and our brand to current and prospective clients and recruits.

As a result, we each hold an important responsibility to help deliver a powerful brand experience through our words and actions. On our brand microsite, you'll find the necessary tools you need to express our brand effectively and consistently. (Please visit www.csc.com/brand.) Over the coming weeks and months you'll learn more about our brand alignment activities—we look forward to your active involvement in bringing our brand to life.

When we are ingenious, purposeful, passionate—in thoughts, words and actions—we help distinguish CSC, and demonstrate our commitment to building long-term relationships with clients, delivering outstanding returns to shareholders, and cultivating rewarding careers for employees. It's a way to exceed expectations and establish CSC as a truly world-class brand.

We thank you for taking part in this momentous initiative, and invite you to constantly look for new ways to live our brand; from daily internal interactions with colleagues to the delivery of solutions that enable our clients' success.

Each and every CSC employee is an ambassador of our brand.

SO WHEN ARE WE PLANNING TO TELL PEOPLE OUTSIDE OF CSC ABOUT OUR NEW BRAND?

The plan is to first launch our brand internally and then, once everyone is familiar with our new brand, we will launch externally. By first familiarizing everyone at CSC with our new brand, we will begin to establish a mutual set of expectations and a common language around who we are and what we stand for, as we begin to share our new brand outside of the company.

Once everyone has had a chance to feel comfortable with talking about ourselves in a new way, we will be ready to tell the world about our accomplishments and what we can do to help our clients conquer any challenge they face. It is time we receive credit for what a great company we are. It is time people not only know our name, but understand the depth and breadth of our contributions to the industries in which we work.

An “official” external launch is planned for late Summer/early Fall 2008. We have engaged Mullen, an experienced advertising agency with an international reputation, to assist us with the development of a campaign designed to bring our new brand to life for all of our external audiences: current and prospective clients, partners, analysts and prospective employees.

Starting with our internal launch, we will begin transitioning both internal and external communications material—everything from business cards to facility signage—to reflect our new brand. Of course, this will take time, but once our advertising appears in the market much of the transition will be complete. For more information about materials replacement and brand transition, please visit www.csc.com/brand or send an email with inquiries to ourbrand@csc.com.

WHO DO I CONTACT FOR ADDITIONAL QUESTIONS OR TO LEARN MORE?

Guidelines for materials replacement, detailed design guidelines as well as additional brand reference materials are available at:
<http://www.csc.com/brand>

If you don't find the information you need on the website, please direct any additional questions to:
ourbrand@csc.com