



Brand Usage Standards

Purpose of this guide: This guide instructs you in the proper usage of the Inclinator brand.

Why is proper use of the Inclinator brand important?

A brand embodies all that a company stands for and reassures consumers that they are making a buying choice they will be happy with. Consumers rely on brands to act as shortcuts to good purchase decisions. So the Inclinator brand is very valuable to the Inclinator Company of America and to you as you seek to sell Inclinator products. And the Inclinator brand will only maintain and increase its value over time if it is used properly and consistently. The goal of this guide is to maintain proper and consistent use of the Inclinator brand.

Registered Trademark

You will notice that the Inclinator logo has a "®" next to it. This means that the Inclinator logo has been registered with the U.S. Patent and Trademark Office. This symbol communicates the exclusive rights of the Inclinator Company of America to use this symbol. As you will see below, the ® must always be used as part of the Inclinator logo.

Proper Use of the Inclinator Logo

As an Inclinator dealer, you may use the Inclinator logo to promote Inclinator products as long as you use it according to the rules outlined below.

1. The Inclinator logo should always be reproduced from approved, digital artwork. (72 dpi logo should be limited to Web usage only)

2. The logo must always have the proper amount of space around it. The minimum amount of clear space is shown at the right. No other graphic features may intrude upon this amount of space.

SPACING AROUND LOGO



3. The logo must never be reproduced smaller than .75" in width. This minimum size is shown at the right.

MINIMUM LOGO REPRODUCTION



4. Approved logo versions: The logo may be reproduced in black and blue (PMS 072) on a white background, in all white on a blue or dark-colored background, or in all black on a white background. These versions are shown at the right.

Additional color usage options, for dark-colored backgrounds, are illustrated on the next page.

APPROVED LOGO VERSIONS



BLACK AND BLUE ON WHITE



WHITE ON BLUE



BLACK AND WHITE ON WHITE

4. (continued)

Approved logo version for dark-colored backgrounds: In certain situations, it might be desirable to use the logo on a background other than white, PMS 072 blue, or black. In these cases, the logo may be used in all white, or white and process gold as shown here.

Gold process color breakdown:

C 5%
M 22%
Y 50%
K 5%



Important:

Background colors must be darker, muted colors as shown in the examples to the right.

Backgrounds should be a solid color, but may be gradated, if the logo is positioned on a dark portion.

Do not use this version of the logo on bright or light-colored backgrounds.

Note: Background colors shown here are provided for visual reference only and are not intended for literal use.

Questions?

If you have questions about proper use of the Inclinator logo, please call Inclinator at 800-343-9007.

ADDITIONAL APPROVED LOGO VERSION FOR DARK-COLORED BACKGROUNDS



WHITE AND GOLD ON PURPLE



WHITE AND GOLD ON TEAL



WHITE AND GOLD ON DEEP BLUE



WHITE AND GOLD ON BURNT UMBER



WHITE AND GOLD ON GRADATED BACKGROUND