

## ***DeFelsko Trademark and Logo Usage Rules and Standards***

Our trademarks and trade dress distinguish our products in the marketplace and are among our most valuable assets. To maintain their value, they must be used properly at all times. The rules and standards for proper use of our trademarks are set forth below.

### **General:**

Any questions regarding compliance with these rules and standards should be directed to us. We are happy to review any proposed uses prior to publication to ensure compliance.

### **Our Marks:**

Our primary trademarks are DeFelsko<sup>®</sup>, PosiTector<sup>®</sup>, PosiTest<sup>®</sup>, PosiPen<sup>®</sup>, Powder Checker<sup>®</sup> and PosiSoft<sup>®</sup>. As used in their prescribed stylized forms, either alone or with their Model Designations, they are referred to as “Logos.”

### **The following standards must be followed for all of our trademarks:**

- a. Logo Color – Black. If used on a dark background the Logo can be reversed out.
- b. The Registered Trademark symbol, ®, should be added in superscript immediately following our trademarks as depicted above. Alternatively, a legend in reasonable proximity to the trademark, stating that it is a registered trademark, may be used.
- c. When displayed in a non-textual presentation, for example, in an ad or brochure title, the Logo should be surrounded by an open space:

**DeFelsko<sup>®</sup>**

- d. When used in text, if artwork or specific fonts are not used, our trademarks must be differentiated from the surrounding text by using Bold, Italics, or Underline, and the Registered trademark symbol ® should be added in superscript immediately following our Mark, e.g., *DeFelsko<sup>®</sup>*.
- e. When used in text, the generic word for the product should always follow the trademark, e.g., *DeFelsko<sup>®</sup>* coating thickness gage.
- f. The mark itself should never be used as the generic name for the product, or in the plural or possessive forms, or as a verb.

**CORRECT:**

*PosiTector<sup>®</sup>* coating thickness gages are rugged and fully electronic.

INCORRECT:

PosiTectors are rugged and fully electronic.

PosiTector's electronics measure coating thickness accurately and quickly.

- g. In all applications, the trademarks must not be combined with any words or graphics other than our House Mark (described below) or Model Designations (described below), in any manner that would create the impression of a composite mark, or suggest a false affiliation between DeFelsko or its products and any other party, or suggest that the product is manufactured by a party other than DeFelsko, or suggest that the mark is owned or controlled by a party other than DeFelsko. Observance of the open space requirements may not in every instance avoid such suggestions and pre-approval by DeFelsko is highly recommended.

CORRECT:

PosiTector® 6000

INCORRECT:

ACME PosiTector®  
PosiTector by ACME

- h. When used on clothing, the trademarks shall not be placed above the breast pocket or in any manner that would suggest the wearer is an employee of DeFelsko. For shirts, provided your company logo is present above the breast pocket, it is typically acceptable to place our Logo, alone or together with other suppliers, on the back or sleeves of clothing in an equal or smaller size than your own logo.

**The following standards apply to our specific trademarks:**

- 1) House Mark: DeFelsko®

**DeFelsko®**

- a. Use Artwork Supplied by DeFelsko:
- i. Vector Art File supplied by DeFelsko
  - ii. TIFF or other Hi resolution artwork at least 300 dpi
- b. When referring to DeFelsko, the company, and not a brand of product, ordinary script should be used, not the Logo format, and the ® should not be used with the company name.

2) Brand Names – PosiTector<sup>®</sup>, PosiTest<sup>®</sup>, PosiPen<sup>®</sup>, Powder Checker<sup>®</sup>, PosiSoft<sup>®</sup>

**PosiTector<sup>®</sup>**

**PosiTest<sup>®</sup>**

**PosiPen<sup>®</sup>**

**PosiSoft<sup>®</sup>**

**Powder Checker<sup>®</sup>**

- a. Use Artwork Supplied by DeFelsko.
- b. If artwork picture files cannot be used our Brand Name Logos can be closely approximated as follows – Font ITC Avant Gard Gothic Demi.
- c. Our Model Designations should be used with our Trademarks to indicate the specific instrument being referenced. Our primary Models are:

PosiTector<sup>®</sup> 6000  
PosiTector<sup>®</sup> 200  
PosiTector<sup>®</sup> DPM  
PosiTector<sup>®</sup> UTG  
PosiTector SPG  
PosiTector RTR H  
PosiTector RTR 3D  
PosiTector BHI  
PosiTector SHD  
PosiTector IRT  
PosiTector CMM IS  
PosiTest<sup>®</sup> PC Powder Checker<sup>®</sup>  
PosiTest<sup>®</sup> DFT  
PosiTest<sup>®</sup> AT  
PosiTest<sup>®</sup> AT-A  
PosiTest<sup>®</sup> FM/F/GM/G  
PosiTest LPD  
PosiTest HHD

The following standards must be followed:

- a. Use Artwork Supplied by DeFelsko.
- b. The Model Designations should never be used alone or combined with any matter other than our Trademarks.

CORRECT:

PosiTest<sup>®</sup> AT-A

INCORRECT:

ACME AT-A  
AT-A  
AT-A by ACME.

### **Our Tag Line**

Our Tag Line is “The Measure of Quality.”

The following standards must be followed:

- a. Font = Melior Bold Italics.
- b. Our Tag Line should always be displayed in a manner which distinguishes it as a mark and from surrounding text by using Bold, Italics, or Underline, and the <sup>™</sup> symbol should be added in superscript immediately following the Tag Line, e.g., *The Measure of Quality<sup>™</sup>*.
- c. When displayed in a non-textual presentation, for example, in an ad or brochure, the Tag Line should be surrounded by an open space:
  - i. A minimum distance equal to the height of the Tag Line must separate text, phrases, names, or graphics appearing above or below the Tag Line;
  - ii. A minimum distance of one-half the width of the Tag Line must separate text, phrases, names, or graphics appearing to the right or left of the Tag Line.

### **Our Trade Dress**

The overall configuration, graphics, labeling, color and look of our gages and packaging identify our branded products in the same way as our Trademarks, Model Names/Designations and Tagline.

The following standards must be followed:

- a. All images of our products and packaging must be true replications thereof; no changes or alterations of any kind are allowed.
- b. Images of our products and packaging may only be used in connection with the DeFelsko marks that identify them and text which describes only the genuine products.