



Corporate Logo Style Guide

8.19.11

The Logo In Color

Stan's NoTubes® corporate colors are 100% black and PMS 485 red. When using CMYK printing, the red may be printed as a combination of 100% Yellow and 100% Magenta. The color version of this logo should be used as often as possible. An all black or all white version of the logo can be used in black for single color applications. Producing the logo on a white background is ideal, but when producing the logo on a dark background or photo, the logo should contain the white border surrounding the logo as shown. The logo must have the minimum clear space (described below) and must be clearly presented at all times. No special effects are to be used on the logo.



STANDARD LOGO SHOWN ON WHITE



ONE COLOR VERSION OF LOGO SHOWN ON WHITE



LOGO SHOWN WITH WHITE BORDER ON DARK BACKGROUND

Accompanying Colors

Aside from the actual logo colors, there may be a variety of secondary colors used in conjunction with Stan's NoTubes® collateral and advertising. These colors are to be used as secondary colors and are meant to enhance the logo and not distract from the brand. Accepted colors shown:

SECONDARY COLORS



50% Cyan/
100% Yellow



20% Black



50% Black



80% Black

PRIMARY COLORS



PMS 485
or
100Y/100M



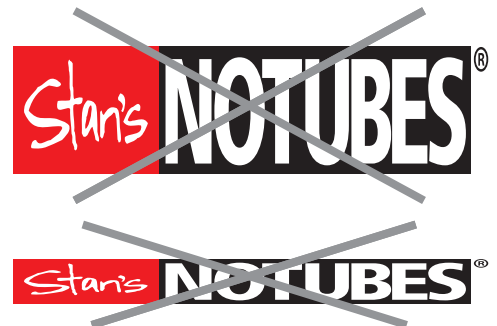
100% Black

Minimum Size and Clearance

To give the logo appropriate status and to ensure it is recognizable, a minimum space should be maintained around all the elements of the logo. No type or graphic elements should intrude into this area. The minimum space is measured by the height of the logo. When reducing or enlarging the logo, be sure to maintain exact proportions. Do not horizontally or vertically scale the logo.



MINIMUM EMPTY SPACE REQUIRED AROUND LOGO



DO NOT DISTORT LOGO

Alternate Versions of Logo

If space does not allow for the approved logos shown above, an alternate vertically stacked version of the logo is also acceptable for use. If logo is used on a dark background or photo, the logo should contain the white border surrounding the logo as shown. Required space around this logo format is the same as listed on previous page.



STACKED LOGO
SHOWN ON WHITE



STACKED LOGO SHOWN
WITH WHITE BORDER
ON DARK BACKGROUND

Primary and secondary typefaces

All Stan's NoTubes® advertising and promotion collateral should be presented consistently—use of the corporate typefaces is an important part of this effort. The Stan's NoTubes® primary typeface is the Myriad family of fonts. Secondary typefaces used as headlines on advertising or other promotion may be utilized. The chosen font must be a san-serif typeface and be bolder than the Myriad font used.

Overall Notes:

All Stan's NoTubes® marketing whether in house or by vendors should be as consistent as possible to maintain a strong global branding effort. If you have any questions regarding the use of the logo or other branding/marketing components, please contact NoTubes directly.