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# Logo Reference Guide

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Corporate Logo, AshVac™ Ash Vacuum System, Cheetah II AshVac, Cougar AshVac.

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Love-Less Distributors and Dealers,

As Love-Less continues to expand and grow, it is essential to use our logos properly to maintain a consistency in our visual messages. In doing this, we will support and strengthen our brand identity.

In this Reference Guide, you will find the answers to your questions about the proper usage of Love-Less' most highly recognizable logos. Please refer to the Table of Contents to find which pages are dedicated to each section. We hope this information will help guide you to successfully build the Love-Less' brand in your local market.

This Guide contains all logos found in the Guide in the following formats:


- EPS graphic files – high quality files for production purposes
- JPG graphic files – high and low resolution files; high res for use in large publication areas and large formats, low res for use in small publication areas and for web use
- WMF graphic files that can be inserted into any Microsoft software applications

The EPS, JPG and WMF graphic files of all the logos found in the Guide are located in the zipped file. You must have QuarkXPress™, Adobe Illustrator™ or Photoshop™ or CorelDraw™ software to access and use the EPS files. For those who do not have these software packages, the same graphic files are also saved as WMF files, which can be accessed by using any Microsoft software. Separate folders have been created for each logo for your convenience.

For more information on the trademarks and logos that are found in the Reference Guide, please call us at (435) 637-5885 or email us at [darren@dustlesstools.com](mailto:darren@dustlesstools.com).

## USAGE GUIDELINES

What is a Trademark?

A trademark is a word (Love-Less) or symbol (  ) adopted by Love-Less to identify our products and distinguish them from our competitors. A trademark is a guarantee of consistency and quality. It assures our customers that all products bearing our trademarks are of the same high quality that customers have come to expect from Love-Less Ash Company.

Overall Guidelines

1. The <sup>TM</sup> on our products serves as notice to others that Love-Less is claiming trademark rights to the particular word, symbol or phrase and may be filing a trademark application.

When a trademark is used multiple times in advertising, the <sup>TM</sup> need only be used once at the first or most prominent use.

Example:

Buy one AshVac<sup>TM</sup> Ash Vacuum System, get a second AshVac Ash Vacuum System 50% off!

3. Never use a trademark in the plural or possessive form, except if it is trademarked as such.

OK:

AshVac<sup>TM</sup> Ash Vacuum Systems

NOT OK:

AshVacs Ash Vacuum System

4. Never obscure, distort, cut off or place any copy or design over the Love-Less logo or any product logo. The logos should always appear in an upright position and should not be used sideways.

## LOGO USE INSTRUCTIONS

Remember, proper usage of our logos strengthens our brand and ensures their power in the marketplace. Please consider the following examples as you develop materials.

1. Text or graphics should come no closer to the logo than is indicated at right or .25".



1.

2. The logo should never be obstructed by any item; it should be seen in its entirety and not be overpowered by other designs.



2.

3. Avoid manipulating the size or shape of the logo.



3.

4. Avoid manipulating the relation of type to the logo.



4.

5. Avoid moving the trademark symbol (™ or ®) from its usual location.



5.

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## COLOR & USAGE GUIDELINES

For red, use PANTONE® Red.

For black, use 100% black.

**NOTE:** Screening of colored versions is not permitted.



	C 0%		C 0%
	M 100%		M 0%
	Y 100%		Y 0%
	K 0%		K 100%

# Love-Less Ash Company

For blue, use PANTONE® 3015.

For black, use 100% black.

**NOTE:** Screening of colored versions is not permitted.

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C	100%	C	0%
M	38%	M	0%
Y	0%	Y	0%
K	15%	K	100%

## PRODUCT LOGOS

All usage guidelines for the Love-Less Ash Company logo apply to the Love-Less product logos (see page 3).

1. Cheetah II AshVac



**CHEETAH II**  
THE ORIGINAL

2. Cougar AshVac



**COUGAR**  
THE QUIET ONE