

## ARIAPRENE® Brand Guidelines

---

ARIAPRENE® provides marketing support through our websites, hang tags, logos and descriptive narrative to further differentiate a product's individual benefits.

If an ARIAPRENE® brand logo is needed, please contact Tiong Liong Industrial Co., Ltd. Marketing Centre for file type required. Do not re-create it, as it must not be altered in any way.

### LOGO SIZE:



- Recommend logo size is 1" wide (2.54 cm), but alternative sizing is permitted for places where sizing is limited.

### CLEAR ZONE:



- Always keep the logo clear of other graphics or text. At the logo's smallest size of 1" wide x 0.18" tall (2.54cm wide x 0.45cm tall) there should always be at least a 0.33" (0.846cm) clearance on all sides. If the logo is larger, the distance from other graphics should always be at least  $\frac{1}{3}$  of the height of the logo.

### ARIAPRENE® brand-Pantone Colors:

Logo must always be shown in one of the following ways:

- PANTONE 381C (Green) , PANTONE 447C (Grey)
- Black
- White

For four-color process applications and embroidery applications, use: 23 C 0 M 100 Y 0 K.

All logos are available as high- and low-res files. Please contact Tiong Liong Industrial Co., Ltd. marketing/sales representative for your specific needs.

### Guidelines to follow when using the ARIAPRENE® brand trademark:

- **USE A TRADEMARK NOTICE.** Always use the superscript "®".
- **DO NOT ALTER THE TRADEMARK.** The trademark must be used only in the exact form in which it is registered. Never combine the ARIAPRENE® brand trademark with any other word or use it in close proximity to titles, words, trademarks, or other trade names or company names. Do not use "ARIAPRENE®" in the plural, hyphenated, or possessive form, i.e., ARIAPRENE®'s extreme versatility.
- **NEVER** incorporate "ARIAPRENE®" in a domain name, email address, metatag, URL or unapproved website.
- **REQUIRE AUTHORIZATION FOR OUTSIDE USE.** ARIAPRENE® brand trademarks are Tiong Liong assets. Trademark users outside Tiong Liong must acknowledge and respect our ownership.
- **SHOW OWNERSHIP.** Each document that has use of the ARIAPRENE® brand trademark must include a footnote identifying Tiong Liong Industrial Co. Ltd. ownership:  
*ARIAPRENE® is a registered trademark of Tiong Liong Industrial Co. Ltd.*

## HANGTAGS:

- Customers who both purchase and manufacture products using ARIAPRENE® can request hangtags from Tiong Liong Industrial Co., Ltd. to attach to the products to promote the ARIAPRENE® brand trademark.
- The supply of hangtags is subject to a product verification process, which is necessary to ensure the compliance with ARIAPRENE® brand Quality Standards.
- Contact Tiong Liong Industrial Co. Ltd. representative should you have any questions about this process.

