



# Corporate Logo and Trademarks

## Usage Guidelines

### Flippbox Marks

**Flippbox** has developed these guidelines to ensure that outside parties properly apply our trademarks and logos (hereinafter "**Flippbox** Marks"). The strength of the **Flippbox** Marks depends upon consistent and appropriate use. **Flippbox** reserves the right to change these guidelines at any time and solely at its discretion.

# Corporate Logo

## Usage Policy

One of the most valued assets a company has is its logo. It provides a visual representation of the company and symbolizes a company's brand whenever it is used. The **Flippbox** logo is recognized as a mark of quality. The corporate logo usage policy was established to ensure that our logo is used consistently in all communications.

The corporate logo affords a means to promote the company and its brand and to gain instant recognition for its products, services, published materials, and people. As such, managing our logo includes ensuring that **Flippbox** employees, as well as others outside the company, use it correctly and with the required permission, as outlined in the following pages.

### Start with our Master Logo

All uses of the **Flippbox** logo (and related product line logos) must be reproductions of the design, traceable to the master logo. Those uses include photos, drawings, and line art — for use in print and on the internet.

Variations, such as handcrafted or cut-and-paste modifications of our logo, are not permitted

Anyone interested in using the **Flippbox** logo for another company's promotions (in printed material or on a website, for example) must obtain prior written permission from **Flippbox**. Usage of the logo by customers, resellers, or other companies is subject to review before production.

Note that our logo may be produced in black or white or it can be run using the following specifications:

**Fonts** -- Named Fonts: AvantGarde Md BT

**Color Information** – Named Colors:

|                     |                                   |         |         |        |
|---------------------|-----------------------------------|---------|---------|--------|
| BLUE:               | C = 100                           | M = 100 | Y = 0   | K = 0  |
| RED:                | C = 0                             | M = 100 | Y = 100 | K = 0  |
| WHITE GRADIANT BKG: | C = 0                             | M = 0   | Y = 0   | K = 0  |
| FADE TO:            | C = 0                             | M = 0   | Y = 0   | K = 10 |
|                     | (Radial – from center to outside) |         |         |        |

For questions on the use of the logo, contact [marketing@flippbox.com](mailto:marketing@flippbox.com) or call (888) 363-1856.

## Specifications

To maintain its visual integrity, our corporate logo should always appear to float in an open area, free and separate from any surrounding detail. Graphic detail may not be placed any closer to the logo than a distance equal to the height of the logo at the top, bottom, or sides.

## Wrong Logo Usage

Here are examples of incorrect usages of our logo.

- The logo cannot be displayed in 3D.
- It is impermissible to retype, recreate, or alter our logo in any way.
- The logo cannot have a drop shadow or embossed edges, outer glow, or strokes applied.
- Low resolution images are poor representations of the logo. All graphic elements, including text, rules, and background edges, must be at a distance equal to the height of the logo, or more.
- The logo cannot be compressed or stretched.