



Agion Technologies

BRAND GUIDELINES



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The Agion logo is the most visible and important element of the corporate identity system. When used consistently, it is a powerful marketing tool that reinforces the Agion brand in the marketplace.

COLOR

The Agion logo should be used in color whenever possible. It is recommended that a minimum of 1/2" of space be maintained on all four sides of the logo.

The logo can be enlarged or reduced as long as it is done so proportionately. The logo should not be set any smaller than 1" in width and should never be distorted, rotated or modified in any way. The background of the logo should be white, silver or black.

Corporate logo color: PMS 368

BLACK AND WHITE

It may be necessary to use the Agion logo in an application where no color is used. Use the treatments shown here in such instances. The Agion logo should not be assigned different colors for specific applications. Color consistency is key to any identity.



The Agion logo can be used with the tagline, "Nature's Antimicrobial." The proportion of the tagline to the logo should be maintained. The tagline should never be wider than the type in the logo or placed in a different location other than underneath the logo.

COLOR

In both color and black and white applications, the tagline prints in 55% black. It should never print in the corporate green or in solid black. The color has been selected so it defines the logo and doesn't compete with it.



When printing on a colored background tagline can be in black or white.



This logo should be used for all company in-house and external published and printed materials, correspondence and documents including but not limited to letterhead, brochures, business cards, fax sheets, advertisements and product packaging, as well as for all media, partner and external uses. Note: The logo should be downloaded from the partner portal on the Agion website to ensure proper resolution. Please use the .eps outline version for print applications.

The configuration and proportion of the logo elements have been carefully designed and should never be altered or recreated.

Correct Logo Use



Nature's antimicrobial

Never alter the proportion of the logo.

Incorrect Logo Uses



Nature's antimicrobial

Never alter the size of any individual elements within the logo.



Nature's antimicrobial

Never use the type without the bounding box around it.



Nature's antimicrobial

PANTONE MATCHING SYSTEM (PMS)

When offset printing, specify and match these Pantone colors.

FOUR-COLOR PROCESS

When printing in four-color process use the following color breakdowns.

HEXADECIMAL COLORS

For web-related and on-screen applications only, use the following web-safe colors.

CORPORATE COLORS

PMS 368



C 65
M 0
Y 100
K 0



62bd19
R 98
G 189
B 25



PMS 5585



C 29
M 8
Y 21
K 0



b5cf8
R 181
G 207
B 200

VERTICAL MARKET COLORS**INDUSTRIAL**

PMS 7539



C 50
M 35
Y 35
K 0



8a969b
R 138
G 150
B 155

CONSUMER

PMS 7463



C 100
M 60
Y 0
K 10



005da4
R 0
G 93
B 164

HEALTHCARE

PMS 5493



C 50
M 5
Y 20
K 10



71b3ba
R 113
G 179
B 186

ACCENT COLOR

PMS 718



C 0
M 56
Y 100
K 6



e7811d
R 231
G 129
B 29

Trade Gothic is the typeface used for the Agion logo.

Templehof is the primary font used in all collateral materials for headlines, subheads, body copy, captions, etc.

Trade Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Templehof Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Templehof Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Templehof Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Templehof Medium Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

If Templehof is unavailable, Arial should be used.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

A leaf has been used as a graphic element of the Agion brand to illustrate the natural quality of Agion's antimicrobial solution. This leaf is the only one that should be used and should not be altered or another type of leaf used in its place.



REGULATORY CONTROL

Please be advised of the highly regulated nature of our industry. Approved language and benefit statements for EPA compliance are provided on the Partner Kit disk, Marketing Materials, and the guidance document furnished by the EPA is also included for your review. Regulations in Europe and other parts of the world are under unique directives and claims language utilized outside the U.S. may be different.

We encourage you to utilize only this language, exactly as provided, in your materials. If you wish to incorporate additional information about Agion antimicrobial technology outside of what is provided, all releases of literature, web content, packaging, advertisements or any external public documents should be reviewed by a regulatory counsel. If you would like more information on how Agion Technologies can help you with appropriate wording and approvals, please contact your Business Development Manager, write to Agion at AgionMarketing@agion-tech.com, or call us at 1-781-224-7100.

PRODUCT NAMES

Our product names should always include the proper registration and trademark symbols.

Agion® Antimicrobial

SilverClene²⁴™

Questions often arise concerning the proper spelling and presentation of the Agion company name and trademarks in print. To legally protect our trademarks as well as the integrity of our company name, the following guidelines must be followed.

1. Our company name is Agion. It always appears in all lowercase letters, except for the letter "A"; further the company name appears without trademark designation. There are no hyphens or spaces between the letters. For the first reference, use Agion Technologies, and thereafter, Agion.
2. The Agion product brand trademarks owned by our company always appear in all lowercase letters, except for the letter "A". SilverClene24 should be written with no spaces and a capital 'S', capital 'C' SilverClene24 is a trademark of Agion Technologies.
 - ▶ Agion® Antimicrobial
3. Agion's trademarks must be followed by a product descriptor in the first reference. Please check our press releases at www.agion-tech.com for additional examples.
 - ▶ Agion® Antimicrobial Additive
4. After the first ® or ™ is inserted, it is no longer necessary to further include either symbol on the page. However, capitalization of the trademark as above is required.
 - ▶ Agion® Antimicrobial compound was first introduced in the United States in 2000.



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