

# Malco Products Inc.

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## Corporate Trademark Guidelines

These corporate trademark guidelines have been created to make sure that you have the information and tools you need to create communications that support and build the Malco brand.

The Malco Products Trademark Guidelines are designed to guide vendors and customers in using the Malco logo elements properly to create high-quality marketing materials with a consistent look that enhances the Malco brand. Our goal is to create an integrated brand image that is clear, consistent and well-communicated both inside and outside our company. To preserve the market strength of all Malco collateral, please follow the guidelines in this document and do not deviate from them. To obtain the latest logo elements, see our images web site at [www.malcoimages.com](http://www.malcoimages.com).



**EXTERNAL USE ONLY**



Solid Color-Pantone®  
**Pantone 187**



*Where color consistency is priority, the use of a solid Pantone colored trademark should be used.*



Four Color  
**CMYK**



*This trademark should be used for all print applications that use full color process colors (Cyan, Yellow, Magenta and Black).*



Black  
**100% Black**



100

*This trademark should be used for all grayscale screen print applications.*



Reversed White  
**White**



*Where the trademark is to be placed against a solid or a colored background, the reversed white version should be used. The background ink coverage should be of at least 60% or darker.*



This is the standard Malco trademark with registration® located inside ellipse.



1" (25.4 mm)

**DO NOT** go smaller than 1" (25.4 mm) width with standard Malco trademark.

*NOTE: If space restraints require our standard Malco trademark to go below 1" (25.4 mm), use non-standard Malco trademark with registration® outside the ellipse.*



This is the non-standard Malco trademark with registration® located outside ellipse.



**Better ideas for the real world**

Where space permits, you may use our trademark with tagline vertically.



**Better ideas for the real world**

1.5" (38.1 mm)

**DO NOT** go smaller than 1.5" (38.1 mm) width with vertical trademark and tagline.



Where space permits, you may use our trademark with tagline horizontally.



3" (76.2 mm)

**DO NOT** go smaller than 3" (76.2 mm) wide with horizontal trademark and tagline.

## WHITE SPACE

Maintaining a clean and uncluttered area around the Malco company logos maximizes the visual impact of these key brand elements. The amount of clear space on all sides of a product logo must be at least 50% or 1/2 half of the logos height.

*x-height and x-width shown as reference.*



## Malco Trademark: *Avoiding Inappropriate Usage*

To maintain the integrity and consistency of the Malco Trademark, always follow the guidelines specified in this document. *Below are examples of some unacceptable uses of the trademark.*



*DO NOT stretch a Malco logo, vertically or horizontally.*



*DO NOT skew a Malco Logo.*



*DO NOT rotate a Malco Logo.*



*DO NOT combine colors*



*DO NOT separate the Malco logo from a background color using an outline.*



CORRECT

**Vector Format\* :**

Vector formats such as .ai, .eps and .cdr, can be enlarged or reduced without loss of image quality. They are commonly used for line drawings, solid color drawings, technical illustrations and hard-edged graphic elements such as logos. *Software used to create vector artwork: Adobe® Illustrator®, CorelDraw®*

**jpg\* :**

JPG files (JOINT PHOTOGRAPHIC EXPERTS GROUP) are bitmaps that can be stored with various levels of image compression. The more compression, the smaller the file and the poorer the image quality. Repeatedly saving an image in the JPG format results in some data loss so this function should not be repeated. JPG images are generally not a suitable quality for printed materials and are most commonly used as photographs and other continuous-tone images for the Web and for multimedia presentations. After you compress a JPG file, the original image cannot be recovered. Do not use JPG files if you need to modify the image or if you need a high-resolution format.

**gif :**

GIF files (GRAPHIC INTERCHANGE FORMAT) are viewed by Web browsers. This is the file format that is used when converting vector graphics for Web use and is best for graphics that are composed of solid colors, as opposed to continuous-tone images. Use GIF images in Web pages at full size only; never reduce or enlarge them.

**tif :**

Tif files (TAGGED IMAGE FILE FORMAT) can be formatted for PC or Macintosh systems. Try not to enlarge images saved in TIF format. Reducing TIF files can produce acceptable results. TIF is the recommended format for high quality printing applications.

**bmp :**

BMP files (WINDOWS BITMAP FILES) are commonly used to store bitmaps on a PC but can also be used on a Macintosh. Images saved in this format are suitable for high- or low-resolution applications. The RGB palette of a BMP file is ideal for slide or multimedia presentations.

**eps :**

EPS files (ENCAPSULATED POSTSCRIPT) are a bitmapped EPS files created in *Adobe® Photoshop®*. These high-resolution and large file size images are typically used in the form of duotones for printing posters, data sheets, brochures and other collateral.

**PDF :**

PDF files (PORTABLE DOCUMENT FORMAT) can be read on PC and Macintosh systems. Create a PDF file from any word processing or graphics program. PDF files are ideal for sharing and viewing documents, as anyone can view and print a PDF file as long as Adobe Acrobat Reader is installed on your computer. This software is available for free at [www.adobe.com](http://www.adobe.com). PDF files can be compressed, with text and graphics embedded.

\* Note: All logo elements provided for external communications can be accessed in .jpg (jpeg) and .eps Illustrator (Vector format) at [www.malcoimages.com](http://www.malcoimages.com)  
Contact Scott Friese @ [saf@malcotools.com](mailto:saf@malcotools.com) if you have any questions



By following these guidelines, you should understand how to use our trademark to support Malco's corporate image. Before you send a communication out in the world, step back and take a moment to review:

- Have you used the authorized artwork located at <http://www.malcoimages.com>
- Have you correctly sized and placed the Malco Logo
- Is our logo in the correct color?
- Do the photos you are using reflect our style and personality
- Are your graphics aligned with the messages you are sending
- Have you selected themes supporting our brand position\*

The success of our business depends on how well we communicate.

*\* Malco requests that all branding in print, website use or other electronic forms of media be reviewed by our marketing team for approval.*

*If you have any questions or concerns please contact our marketing department at [marketing@malcotools.com](mailto:marketing@malcotools.com)*

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