

**SWEED MACHINERY, INC**  
653 2<sup>nd</sup> Avenue, PO Box 228  
Gold Hill, OR 97525  
Phone: 541-855-1512  
Toll Free: 1-800-888-1352  
Fax: 541-855-1165



## **SWEED MACHINERY TRADEMARK & LOGO USAGE POLICY**

The Sweed® brand includes the words, phrases, symbols and designs that are associated with Sweed and the services Sweed provides.

The Sweed Machinery name, the Sweed “S” logo and registered trademarks are valuable assets and may be used publicly only with permission from the Sweed Machinery Marketing Department. In order to protect the value of these assets, Sweed Machinery must maintain strict control over the manner in which the marks are used.

**ANY AND ALL USES OF THE SWEED NAME AND THE SWEED “S” LOGO MUST BE APPROVED BY THE SWEED MACHINERY MARKETING DEPARTMENT**, including, but not limited to, Press Releases, PowerPoint Presentations, Sales Materials, Website Content, Social Media posts, and Business Cards.

Sweed Machinery has established the following set of guidelines for proper usage of the logo and trademark. Anyone using these Marks agrees to these guidelines; if these guidelines are not followed, Sweed Machinery may terminate the right to use the Marks.

Sweed Machinery reserves the right, in its sole discretion, to terminate or modify permission to display the logo, and may request that any third parties modify or delete any usage of the logo that, in Sweed Machinery’s sole judgment, does not comply.

Sweed Machinery further reserves the right to object to unfair uses or misuses of its trademarks or other violations applicable by law.

When you use any of our brand, you must always follow the *Rules for Proper Usage* included in these Guidelines. In addition, Sweed may provide you with written requirements as to the size, typeface, colors, and other graphic characteristics of the Sweed brand. If we provide these requirements to you at the time of our approval, you must implement them before using our brand. If we provide these requirements to you after we initially gave our permission, you must implement them within a commercially reasonable timeframe.

Sweed reserves the right to modify its Trademark & Logo Usage Policy as needed, and at any time we deem appropriate. If we make a change in our policy, you must implement the change within a commercially reasonable timeframe.

### **HOW TO PROPERLY USE THE SWEED NAME, THE SWEED “S” LOGO & SWEED ARTWORK.**

1. The Sweed logo is green and orange.
2. The only approved colors for the Sweed logo are as follows:
3. Primary color: Safety Orange
  - i. PMS: 1505 C
  - i. HEX: FF6900
  - ii. RGB: 255/105/0
  - iii. CMYK: 0/56/90/0

## **SWEED MACHINERY, INC**

653 2<sup>nd</sup> Avenue, PO Box 228  
Gold Hill, OR 97525  
Phone: 541-855-1512  
Toll Free: 1-800-888-1352  
Fax: 541-855-1165



2. Secondary color: Brilliant Green
  - i. PMS: 349
  - ii. HEX: 046A38
  - iii. RGB: 4/106/56
  - iv. CMYK: 90/12/95/40
3. Highlight color (used sparingly): New Green
  - i. PMS: 375
  - ii. HEX: 97D700
  - iii. RGB: 151/215/0
  - iv. CMYK: 46/0/90/0
4. When using the word “SWEED” the font color is standard black and the font is Eras Bolt BT
5. Upon request, the Sweed Marketing Department may provide authorized users with electronic files. This artwork may not be altered in any way.
6. Use only approved Sweed Machinery artwork.
7. The logo may not be used in any way that would depreciate Sweed Machinery or its products or services.
8. The name “SWEED” or the Sweed “S” logo may never be incorporated into another company’s name.
9. The logo may not be displayed as a primary or prominent feature on any non-Sweed Machinery materials.
10. The logo must only appear in a horizontal position, unless given express written permission by the Sweed Machinery Marketing Department.
11. The logo must be used as provided by the Sweed Machinery Marketing Department with no changes, including but not limited to, changes in the color, proportion, or design, or removal of any words, artwork, etc. The logo may not be animated, morphed, or otherwise distorted in perspective or appearance.
12. The logo must stand alone and may not be combined with any other object, except Sweed Machinery and the website address, including but not limited to, other logos, words, graphics, photos, slogans, numbers, design features, or symbols. The logo must never be used to represent the word “Sweed” in text, including a headline, product name, or body copy.
13. Non Sweed materials should not imitate any Sweed Machinery collateral, advertising, or website design.
14. Any use of the name “SWEED” must be followed by the Registered Trademark (®) symbol.
15. The font for “Sweed Machinery”, mailing address and phone number, and website address is: Swiss 721 BT Condensed.
16. The font for any product literature for Sweed products is: Swiss 721 BT Condensed

### **DO’S**

- When creating ads and/or sales materials using the Sweed logo, we ask that you put the following tagline at the bottom of the page or ad, etc., whenever you feature the Sweed logo:
  - © (current year) Sweed Machinery, Inc. All rights reserved. Sweed® is a registered trademark of Sweed Machinery, Inc.
- When using a Sweed product, artwork or data, we ask that you put the following tagline beneath the image featuring the Sweed product, artwork or data:
  - Sweed® is a registered trademark of Sweed Machinery, Inc., used with permission.

**SWEEP MACHINERY, INC**  
653 2<sup>nd</sup> Avenue, PO Box 228  
Gold Hill, OR 97525  
Phone: 541-855-1512  
Toll Free: 1-800-888-1352  
Fax: 541-855-1165



#### **DON'T**

- Use the Sweed brand in a way that implies partnership, sponsorship or endorsement unless prior written consent is provided by Sweed.
- Combine any part of the Sweed brand with your name, marks or generic terms.
- Use trademarks, names, domain names, logos or other content that imitates or could be confused with Sweed.
- Use any icons, images or trademarks to represent Sweed other than what is provided directly from Sweed.
- Assert rights over the Sweed brand, whether by trademark registration, domain name registration or anything else.
- Modify Sweed brand assets in any way, such as by changing the design or color.
- Don't display the Sweed brand in a manner that is in Sweed's sole opinion misleading, unfair, defamatory, infringing, libelous, disparaging, obscene or otherwise objectionable to Sweed.
- Don't incorporate Sweed brand into your own product name, service names, trademarks, logos, or company names.
- Don't copy or imitate Sweed's trade dress, including the look and feel of Sweed web design properties or Sweed brand packaging, distinctive color combinations, typography, graphic designs, product icons, or imagery associated with Sweed.
- Don't adopt marks, logos, slogans, or designs that are confusingly similar to our brand features.
- Don't use or register Sweed trademarks as, or incorporated in, social media account names, profiles, or monikers.
- Don't register Sweed trademarks as second or third level domain names.
- Don't use Sweed trademarks in a way that suggests a common, descriptive, or generic meaning.
- Don't use Sweed Marks or the Sweed name in any spam, direct marketing communications or any unsolicited advertising, promotional materials or other forms of solicitation or commercial content.

Trademark rights vary from country to country. Some countries have severe criminal and civil penalties for improper use of the registration symbol. Therefore, don't use the registration symbol (®) in countries where the mark has not been registered.