



Logo  
Reference  
Guide

# TABLE OF CONTENTS

Usage Guidelines .....	2
Prohibited Logo Use .....	3
Color Usage & Guidelines .....	4
Product Logos .....	5 – 6

This manual is the exclusive property of Dustless Technologies® and has been prepared exclusively by Dustless for exclusive use of designated Dustless recipients that are employees, licensees and agencies of Dustless Technologies®.

The following trademarks used herein are owned by Dustless Technologies® and affiliates: Corporate Logo, BitBuddie Logo, ChipBuddie Logo, CutBuddie II Logo, Turbo Drywall Sander Logo, DustBuddie Logo, DustHoodie Logo, Dustie Logo, FlatBoy Logo, HEPA Vacuum Logo, SawBuddie Logo, SLURRY Vacuum Logo, ToolStart Logo, Dustless Wet/Dry Vacuum.

All of the Content displayed or featured in this manual, including, but not limited to, illustrations, graphics and text (“Content”), is owned by Dustless Technologies® and is protected by international copyright laws. Dustless Technologies® warrants that it has the right to grant this license to you. Dustless Technologies® makes no other warranties, express or implied, regarding, including, without limitation, any implied warranties of merchantability or fitness for a particular purpose. Neither Dustless Technologies® shall be liable to you for any consequential, incidental, direct, indirect or other damages arising out of the license of Content, including any claim of a third party. You shall indemnify Dustless Technologies®, against any losses, damages, expenses, or costs incurred by us as a result of your breach of usage stated in this manual, or your unauthorized use of the Content and related rights.

Your right of usage under this Agreement is the non-exclusive, non-transferable right to use the Content in whole or in part in advertising and promotional materials. Examples of use include: advertisements, news articles, reports, brochures, books, newsletters, multimedia applications and presentations, packaging, broadcast, films, television productions, commercials, and training and industrial videos. Content may be used as part of a web site.

Defamatory, offensive, pornographic, or otherwise unlawful uses of images are expressly prohibited. Use of Content in any fashion to portray Dustless Technologies® in a negative light is prohibited.



Dustless Distributors and Dealers,

As Dustless continues to expand and grow, it is essential to use our logos properly to maintain a consistency in our visual messages. In doing this, we will support and strengthen our brand identity.

In this Reference Guide, you will find the answers to your questions about the proper usage of Dustless' most highly recognizable logos. Please refer to the Table of Contents to find which pages are dedicated to each section. We hope this information will help guide you to successfully build the Dustless' brand in your local market.

This Guide contains all logos found in the Guide in the following formats:

- EPS graphic files – high quality files for production purposes
- JPG graphic files – high and low resolution files; high res for use in large publication areas and large formats, low res for use in small publication areas and for web use
- WMF graphic files that can be inserted into any Microsoft software applications

The EPS, JPG and WMF graphic files of all the logos found in the Guide are located in the zipped file. You must have QuarkXPress™, Adobe Illustrator™ or Photoshop™ or CorelDraw™ software to access and use the EPS files. For those who do not have these software packages, the same graphic files are also saved as WMF files, which can be accessed by using any Microsoft software. Separate folders have been created for each logo for your convenience.

For more information on the trademarks and logos that are found in the Reference Guide, please call us at (435) 637-5885 or email us at [darren@dustlesstools.com](mailto:darren@dustlesstools.com).



## USAGE GUIDELINES

What is a Trademark?

A trademark is a word (Dustless Technologies®) or symbol ( **Dustless**<sup>®</sup> TECHNOLOGIES ) adopted by Dustless to identify our products and distinguish them from our competitors. A trademark is a guarantee of consistency and quality. It assures our customers that all products bearing our trademarks are of the same high quality that customers have come to expect from Dustless Technologies.

### Overall Guidelines

1. The ™ on our products serves as notice to others that Dustless is claiming trademark rights to the particular word, symbol or phrase and may be filing a trademark application.

The ® is used to identify that the trademark has been registered with the appropriate Patent and Trademark Office. When a trademark is used multiple times in advertising, the ™ or ® need only be used once at the first or most prominent use.

Example:

Buy one BitBuddie™ Dust Shroud, get a second BitBuddie free!

2. In circumstances where the use of the ™ or ® is not feasible for technical or aesthetic reasons (such as when several of the Dustless products appear together), include a notice line acknowledging Dustless' ownership of the trademarks used on the marketing and/or promotion.

Example:

Dustless Wet/Dry Vacuum, Turbo Drywall Sander and the Dustie Dust Shroud names are trademarks of Dustless Technologies®.

3. Never use a trademark in the plural or possessive form, except if it is trademarked as such.

OK:

DustBuddie™ Dust Shrouds

NOT OK:

DustBuddies Dust Shroud

4. Never obscure, distort, cut off or place any copy or design over the Dustless logo or any product logo. The logos should always appear in an upright position and should not be used sideways.



## PROHIBITED LOGO USE

Remember, proper usage of our logos strengthens our brand and ensures their power in the marketplace. Please consider the following examples as you develop materials.

1. Text or graphics should come no closer to the logo than is indicated at right or .25".
2. The logo should never be obstructed by any item; it should be seen in its entirety and not be overpowered by other designs.
3. Avoid manipulating the size or shape of the logo.
4. Avoid manipulating the relation of type to the logo.
5. Avoid moving the trademark symbol (™ or ®) from its usual location.





## COLOR & USAGE GUIDELINES

# Dustless®

TECHNOLOGIES

For yellow, use PANTONE® 123.

For black, use 100% black.

**NOTE:** Screening of colored versions is not permitted.

The colors shown here have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. For accurate color standards, refer to the current edition of the PANTONE Color Formula Guide.

PANTONE® is a registered trademark of Pantone, Inc.

# Dustless®

TECHNOLOGIES

# Dustless®

TECHNOLOGIES

# Dustless®



TECHNOLOGIES

# Dustless®

TECHNOLOGIES

# Dustless®

TECHNOLOGIES

	C 0% M 24% Y 94% K 0%		C 0% M 0% Y 0% K 100%
---	--------------------------------	---	--------------------------------



## PRODUCT LOGOS

All usage guidelines for the Dustless Technologies® logo apply to the Dustless product logos (see page 3).

1. Dustless™ Wet/Dry Vacuum



2. HEPA Vacuum



7. BitBuddie™



3. Slurry Vacuum



8. DustHoodie™



4. DustBuddie™



9. FlatBoy™



5. CutBuddie II™



10. ChipBuddie™



6. Dustie™



Product Logos continued ->



## PRODUCT LOGOS con't

11. Turbo™ Drywall Sander



13. VacPod™



12. ToolSync™



14. ToolPod™

