

## THE COPPERLAN TRADEMARKS ARTWORK AND USAGE GUIDELINES

### Overview

These guidelines show the correct treatment of the COPPERLAN ARTWORK on hardware, software, marketing and communications materials such as packaging, advertising, promotions, manuals and websites.

All COPPERLAN ARTWORKS can be obtained at [www.copperlan.org](http://www.copperlan.org)

### The COPPERLAN ARTWORK:



“Logo”



“Symbol” or “Icon”

The COPPERLAN SYMBOL or ICON (on the right) is realized by a combination of geometric forms. The COPPERLAN LOGO (on the left) consists of the COPPERLAN symbol and the COPPERLAN logotype.

Both the LOGO and the SYMBOL are available in three different renderings:

1. monochrome flat rendering;
2. color flat rendering;
3. color three-dimensional rendering

### Using the COPPERLAN ARTWORK

- When the monochrome flat rendering is chosen:
  - o Black or reverse (white on dark background) is recommended as the first option;
  - o If black or reverse are not possible, then hues close to black (or white), taken from a gray scale are allowed;
  - o If the two previous options are not available then the hue is defined by the LICENSEE
- Hue should be chosen to offer the best contrast against the background.
- When a color rendering is chosen, the hues, saturation, and lightness should be as close as possible to the original.
- LOGO and SYMBOL proportions (height to width ratio) may not be altered in any way, may not be rotated, animated, font changed, space between letters.
- LOGO and SYMBOL may not be translated or localized, no words added or version numbers are allowed.
- Resizing is allowed as long as the result remains identifiable.
- The package, manuals, leaflets, advertisements may use the COPPERLAN ARTWORK of any type and of any rendering with the preference of the color three-dimensional rendering.

COPPERLAN ARTWORK may not be used in any way that will mislead Internet users into believing that a web page or web site is emanating from the COPPERLAN TRADEMARKS owner, when in fact it is not.