



B-TEK logo usage and guidelines

TABLE OF CONTENTS

INTRODUCTION	2
LOGO	3
BANSCHRIFT FONT FAMILY.....	4
CORPORATE COLOR PALETTE	5
LOGOS AND PROPER USE	6
PROPERTIES AND LIMITS	7
LOGOS MISUSE.....	8
SPECIAL LOGO USES AND REQUESTS..	9



INTRODUCTION

Thank you for your partnership with B-TEK Scales, LLC. We welcome this opportunity to share our portfolio of business and marketing tools to help advance your business.

Over the years, B-TEK Scales has built a reputation for delivering innovative, best-in-class weighing solution. To help ensure we are all working together to uphold the B-TEK Scales brand, all communications that use the B-TEK Scales brand are required to meet certain guidelines and be approved by B-TEK Scales. This manual is intended to explain those guidelines, using easy-to-follow examples as a reference.

If you have any questions regarding the use of the B-TEK Scales brand in marketing communications materials that are not addressed with this guidelines document, contact: marketing@b-tek.com.



LOGOS

The B-TEK Scales logo reflects who we are to the world. The B-TEK brand history and its valuable equity can be traced back to the more than 23 years of business. It is important that we protect it, taking care to follow the brand guidelines whenever and where ever the logo appears. Any instance where B-TEK Scales is referred to in copy, "B-TEK" must be in all capital letters, accompanied by the work "Scales".

If you have any questions regarding the use of the B-TEK Scales brand in marketing communications materials that are not addressed with this guidelines document, contact: marketing@b-tek.com.

PRIMARY LOGO



SECONDARY LOGO





BANSCHRIFT FONT FAMILY

Consistency in corporate communications is crucial to building and maintaining a strong corporate brand. Font choice is an important part of brand consistency. A font that is versatile, easily-read and has a wide variety of text weights plays a major role in any brand.

All corporate marketing materials will utilize the **BANSCHRIFT FONT FAMILY** unless otherwise approved by B-TEK Scales.

If you have any questions regarding the use of the B-TEK Scales brand in marketing communications materials that are not addressed with this guidelines document, contact: marketing@b-tek.com.

Bahnschrift Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bahnschrift Semi Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bahnschrift Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bahnschrift Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bahnschrift Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

CORPORATE/BRAND COLOR PALETTE

Like fonts, colors and the proper use and consistency of colors in corporate marketing communications are vital.

Inconsistent reproduction of approved colors only serves to cheapen the brand. Unauthorized colors are strictly prohibited when used in the B-TEK Scales brand.

PMS (Pantone Color Matching System)

Please specify these numbers for print production if you need to match the colors exactly to the Pantone Color Book.

CMYK (Cyan, Magenta, Yellow Black "K")

For use in print production with 4-color process printing.

RGB (Red, Green, Blue)

For use when designing anything meant to be digital, as in web design, e-marketing, online communications and video uses.




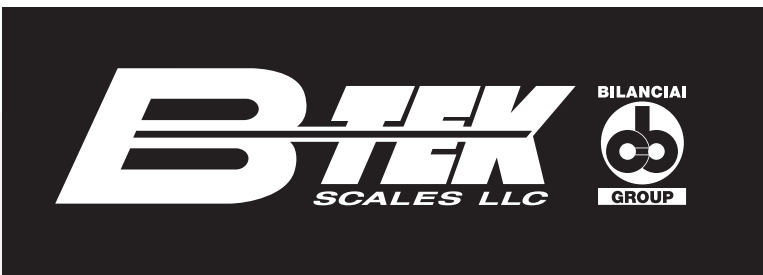
If you have any questions regarding the use of the B-TEK Scales brand in marketing communications materials that are not addressed with this guidelines document, contact: marketing@b-tek.com.



Pantone PMS 1805	Pantone Black
CMYK 3% Cyan 100% Magenta 93% Yellow 38% K (Black)	CMYK 100% Black
RGB 35% Red 31% Green 32% Blue	RGB 150% Red 12% Green 23% Blue
HEX #231F20	HEX #B3282D



LOGOS AND PROPER USE

PRIMARY LOGO	SECONDARY LOGO
 <p>PREFERRED VERSION</p>	 <p>PREFERRED VERSION</p>
 <p>BLACK VERSION</p>	
 <p>REVERSED (WHITE) VERSION</p>	



PROPERTIES AND LIMITS

Clear space, or the area around the B-TEK Scales logo is important to maintain to reduce confusion and always insure the B-TEK Scales logo is visible.

A general rule of clear space required for the PRIMARY logo is half the height of the logo on all four sides.

Clear space required for the SECONDARY logo is to the thickness of the bottom horizontal portion of the cap B.

The minimum size of either B-TEK Scales logo should be no smaller than 1.5" for the PRIMARY logo and .5" for the SECONDARY logo.

If you have any questions regarding the use of the B-TEK Scales brand in marketing communications materials that are not addressed with this guidelines document, contact: marketing@b-tek.com.

CLEAR SPACE





LOGO MISUSE

B-TEK Scales has developed specific usage guidelines for the B-TEK Scales logos. Only approved B-TEK Scales logos can be used in corporate communications and marketing items.

The following logo actions are prohibited for both the PRIMARY AND SECONDARY logo:

- Never attempt to create alternate logos
- Never reproduce logos using non-approved colors
- Never stretch or alter logo's proportions
- Never attach anything to the logo
- Never use part of the logo
- Never use the logo as a part of a sentence
- Never use the logo in a crowded space
- Never print on top of the logo
- Never use the logo as a watermark

If you have any questions regarding the use of the B-TEK Scales brand in marketing communications materials that are not addressed with this guidelines document, contact: marketing@b-tek.com.



DO NOT CHANGE ORIENTATION



DO NOT STRETCH OR ALTER



Ebit et aut accuemet volor aut odi occatetem fuga. Os verionseque officae rorest odiae sim

DO NOT ADD TEXT BENEATH

Ed eos am re, aute exerio. Et qui temporo dolupta tectotatque voloreiusci intium quibuscimil et qui dolorunt occusap erciu velitat et... at ac il met volo aut odi catat... Os verionseque officae rorest odiae sim rerit diatur, si repuditaque nistinc tempores eos unt esto officto omnis accum etur?

DO NOT USE LOGO IN CROWDED SPACE



DO NOT ADD GRAPHIC EFFECTS



SPECIAL LOGO USES AND REQUESTS

Corporate logos and brands cannot be expected to fit every application or use perfectly. The guidelines presented in this document are for the most general uses. There are instances where “special” needs and/or considerations need to be taken into account.

With the advancements in technology and processes authorization can be given to use the B-TEK Scales logo in ways not included in this document. These types of special considerations must be approved by the B-TEK Scales Marketing Department. **Before** considering any type of treatment to the B-TEK Scales logo contact: marketing@b-tek.com.

