Brand Identity and Logo Usage Guidelines
Restek Corporation
Brand Identity and Logo Usage Guidelines

These guidelines were designed for Restek employees, vendors, and customers to ensure proper usage of the Restek logo to create high-quality marketing materials with a consistent look that enhances Restek’s corporate brand. To preserve the market strength of all Restek collateral and to protect Restek legally, please follow the guidelines in this document and do not deviate from them.

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**Full-Color Options**

Use the appropriate version of the logo according to the type of application noted below. *The four-color process (CMYK) or two-color spot versions of the logo should ONLY be used on a solid white background.*

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**Print: Process**
For four-color process (CMYK) print jobs, use the appropriate version of the logo with the color values below.

<table>
<thead>
<tr>
<th>Color</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>C</td>
<td>100</td>
</tr>
<tr>
<td>M</td>
<td>38</td>
</tr>
<tr>
<td>Y</td>
<td>0</td>
</tr>
<tr>
<td>K</td>
<td>100</td>
</tr>
</tbody>
</table>

---

**Print: Spot**
For spot color print jobs, use the appropriate version of the logo with the color values below.

<table>
<thead>
<tr>
<th>Color</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone Black 6C</td>
<td></td>
</tr>
<tr>
<td>Pantone 3005C</td>
<td></td>
</tr>
</tbody>
</table>

---

**Online**
For online or screen applications, use the version of the logo with the color values (HEX) below.

<table>
<thead>
<tr>
<th>Color</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>000000</td>
<td></td>
</tr>
<tr>
<td>0080C3</td>
<td></td>
</tr>
</tbody>
</table>

---

**Embroidery**
For clothing embroidery, we’ve found the following option to most closely match Restek blue.

<table>
<thead>
<tr>
<th>Thread Type</th>
<th>Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Madiera</td>
<td>1176</td>
</tr>
</tbody>
</table>
**Single-Color Options**

The Restek logo may be used in the following colors for one-color printing:

**Black logo** - may be used on backgrounds from 0 to 40% in value

![Black logo variations](image)

**PMS 3005C logo** - may be used on backgrounds from 0 to 30% in value

![PMS 3005C logo variations](image)

**White logo** - may be used on backgrounds between 40 - 100% in value

![White logo variations](image)
Spacing

An important element of the Restek logo is the surrounding space, which ensures a consistent look to the brand as well as protecting the logo from distractions within the layout. Use the height of the font defined as “X” to determine minimum clear space. There should always be an area at least the size of the “X” around all sides of the logo.

The only exception to this rule is when the logo is used with the approved Pure Chromatography Restek corporate tagline as seen below. Logo files with the tagline are available.

Logo Size

The Restek logo should always be used as large as possible with the appropriate spacing and should never be smaller than 0.75" in width for printed materials. The preferred size for letter, A4, or tabloid paper sizes is 1.5" in width.
Incorrect Logo Usage

Below are examples of the Restek logo used improperly. The logo should never be distorted, modified, joined with other elements, patterned, overprinted, rotated, etc.
Other Restek Logos

The logos pictured below are also the property of Restek Corporation and should follow the same usage guidelines:

Graphic File Formats

The Restek logo and all other Restek files should be of the highest quality and resolution possible for the intended use (i.e., print at least 300 dpi, online at least 72 dpi).

Logo files are available at [www.restek.com/mediakit](http://www.restek.com/mediakit)

<table>
<thead>
<tr>
<th></th>
<th>Offline (e.g., print, screenprint), ≥300 dpi</th>
<th>Online (screen optimized - e.g., web, PowerPoint, e-mail), 72 dpi - DO NOT use these files for print.</th>
</tr>
</thead>
</table>
| **Full Color** | Restek_logo_cmyk.eps, .tif  
                 | Restek_logo_spot2.eps, .tif  
                 | Restek_logo72_hex.jpg, .gif, .png |
| **Single Color** | Restek_logo_black.eps, .tif, .jpg  
                          | Restek_logo_spot1.eps, .tif  
                          | Restek_logo72_black.jpg, .gif, .png |
Marketing Collateral

Restek and its preapproved representatives may produce a variety of defined collateral types including brochures, sales sheets, application notes and technical articles, technical guides, eblasts, postcards, etc. All collateral must conform to existing templates. To obtain template files or ask any questions, contact Mike Shively (mike.shively@restek.com).

Brochures and Sales Sheets

<table>
<thead>
<tr>
<th>Brochure</th>
<th>Sales Sheet</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Appearance</strong></td>
<td>• Very high-quality &lt;br&gt;• Full-bleed, detailed design &lt;br&gt;• Up to 16 pages &lt;br&gt;• Moderate quality &lt;br&gt;• Straightforward design with no bleed &lt;br&gt;• Usually 4 pages or less</td>
</tr>
<tr>
<td><strong>Purpose</strong></td>
<td>• High-profile impact &lt;br&gt;• Direct mail or handout &lt;br&gt;• General use &lt;br&gt;• Handout only</td>
</tr>
<tr>
<td><strong>Cost</strong></td>
<td>• Significant &lt;br&gt;• Minimal &lt;br&gt;• Internally printed on demand (POD) only</td>
</tr>
<tr>
<td><strong>Print Method</strong></td>
<td>• Commercially printed only &lt;br&gt;• Internally printed on demand (POD) only</td>
</tr>
</tbody>
</table>
Featured Application

Application Note & Technical Article

Eblast

Restek Brand Identity and Logo Usage Guidelines
**Typography**

The suggested fonts for use in Restek literature:

<table>
<thead>
<tr>
<th></th>
<th>Preferred</th>
<th>Alternative</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Headlines</strong></td>
<td>Myriad Pro Bold or Semibold</td>
<td>similar sans serif font</td>
</tr>
<tr>
<td><strong>Subheadline</strong></td>
<td>Myriad Pro Bold or Semibold</td>
<td>similar sans serif font</td>
</tr>
<tr>
<td><strong>Article Text</strong></td>
<td>Minion Pro Regular or Myriad Pro Regular (typically 9.5 pt)</td>
<td>similar serif or sans serif font</td>
</tr>
<tr>
<td><strong>Product Table Text</strong></td>
<td>Depot New Condensed Regular or Bold (typically 7.5 pt)</td>
<td>similar sans serif font</td>
</tr>
</tbody>
</table>

Myriad Pro:

```
abcdefgijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.;„‘“(!?) +-*/=
```

Myriad Pro Bold:

```
abcdefgijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.;„‘“(!?) +-*/=
```

Myriad Pro Semibold:

```
abcdefgijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.;„‘“(!?) +-*/=
```

Minion Pro Regular:

```
abcdefgijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.;„‘“(!?) +-*/=
```

Depot New Condensed:

```
abcdefgijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.;„‘“(!?) +-*/=
```

Depot New Condensed Bold:

```
abcdefgijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.;„‘“(!?) +-*/=
```
Patents, Trademarks, and Copyrights

Proper copyrighting and use of patents, registered trademarks, and unregistered trademarks is an important part of protecting Restek’s intellectual property and brand. Publications in any medium (print, electronic, or other) made by or for Restek, its distributors, or other representatives must present Restek intellectual property correctly. Proper use includes, but is not limited to, the following practices:

1. The following statement must appear on all marketing materials:
   “Restek patents and trademarks are the property of Restek Corporation. (See www.restek.com/Patents-Trademarks for full list.) Other trademarks appearing in Restek literature or on its website are the property of their respective owners. The Restek registered trademarks used here are registered in the United States and may also be registered in other countries.”

2. Restek products or processes that are patented or pending patent must be identified as such in all marketing materials.
   A current list of Restek patents is maintained at www.restek.com/patents-trademarks

3. Registered (*) and unregistered (™) trademark symbols should not be used, including on logos and in running text. A current list of Restek trademarks is available at www.restek.com/patents-trademarks

4. Trademarks must always be used as adjectives modifying nouns, not as nouns themselves.
   a. Correct: An Rxi column was used for analysis.
   b. Incorrect: An Rxi was used for analysis.

5. “Restek” may be used as a brand trademark or as a corporate name. Proper use as a brand trademark differs from proper use as a corporate name, as is outlined below.
   a. Restek as a brand trademark in reference to products and services
      i. Use as an adjective
   b. Restek as a corporate name
      i. Use as a noun
      ii. May use alone or with “Corporation” (i.e., Restek or Restek Corporation)

6. Trademarks must always appear in English and should not be translated into other languages. However, translations or phonetic representations may appear in parentheses following the trademark, if this assists in understanding or recognition outside of the United States.
   a. Correct: Precision liners
   b. Correct: Precision (Präzision) liners
   c. Incorrect: Präzision liners

7. Notice of copyright must appear on all Restek literature as described below:
   a. Required components
      i. © symbol, or the word “copyright”
      ii. Year of publication
      iii. “Restek Corporation”
      iv. “All rights reserved”
   b. Example of proper use: © 2019 Restek Corporation. All rights reserved.

8. Country of printing must be stated on all printed materials, e.g. “Printed in U.S.A.”