



Swiss Water® Logo Usage Guidelines

Introduction

Swiss Water Decaffeinated Coffee Inc. has been a global leader in environmentally responsible chemical-free decaffeination of specialty coffee since 1989. The Swiss Water® Process is taste-driven and uses water from the coast mountains of British Columbia combined with proprietary caffeine-specific carbon re-generation technology. We promise that solvents like methylene chloride or ethyl acetate are never used to remove caffeine from our beans and this uncompromising commitment to quality, health, and environment is shared by the people who choose to serve it.

The following guidelines will ensure that brand integrity is upheld across all uses and that our partners benefit from the full advantage of their association with Swiss Water Decaffeinated Coffee Inc.

Guidelines

Thank-you for choosing to serve your customers Swiss Water® Process coffee. We offer these guidelines to assist you in the development of artwork that supports both your business objectives and Swiss Water Decaffeinated Coffee Inc. brand integrity. Within it, you will find the rules and requirements pertaining to Swiss Water Decaffeinated Coffee Inc. visual presentation. The Swiss Water® Process logo may only be used by Licensed Vendors of Swiss Water Decaffeinated Coffee Inc. or with our express permission, in accordance with license terms provided to licensees of our mark.

Trademark Markings

Each use of a trademark of the Swiss Water brand should be marked with the appropriate trademark marking, as follows:

- i. ™ should be used as the marking for a trademark that is not registered in the country where the mark is being used; and
- ii. ® should be used as the marking for a trademark that is registered in the country where the mark is being used.

The Swiss Water® word mark is registered as a trademark in Canada, Europe, the United Kingdom, Australia, the United States, Brazil, and New Zealand. In these countries the following marking should be utilized:

Swiss Water®

The Swiss Water® Logo is registered as a trademark in Japan, Canada, Australia, South Korea, New Zealand, the United States, Europe, the United Kingdom, Brazil and South Africa. In these countries the following marking should be utilized:



If you are unsure whether a trademark is registered or unregistered in any country, please contact us using the contact information provided in the Approvals section.

The trademark marking should be placed to the right-hand side of the mark. The following are examples of the appropriate placement of a trademark marking:

Swiss Water™
Swiss Water®



Approvals

Please remember that Swiss Water Decaffeinated Coffee Inc. must review and approve all artwork prior to production. Approval can be obtained by contacting the marketing department. Best practice is to have a pdf ready for review via email to ensure a prompt and timely turnaround.

Email: marketing@swisswater.com

Phone: 604.420.4050 or 1.800.667.6181

Swiss Water Decaffeinated Coffee Inc. reserves the right to decline usage of the Swiss Water Decaffeinated Coffee Inc. name or brand representation in any situation the company deems inappropriate for any reason even if the logo usage meets these guidelines. Please remember that anything Swiss Water Decaffeinated Coffee Inc. doesn't expressly approve in writing is considered not approved and may result in the need for you to recall and/or reprint any marketing materials that do not meet with the current brand standards.

Logo Colour Variations

Consistent adherence to the color guidelines will help build overall brand equity and increase the value of your association with the Swiss Water® Process brand. While the full colour version of the logo is preferred, we created a system that respects the value of our partners own brands so we have made secondary logos available when use of the primary logo is not possible or appropriate.



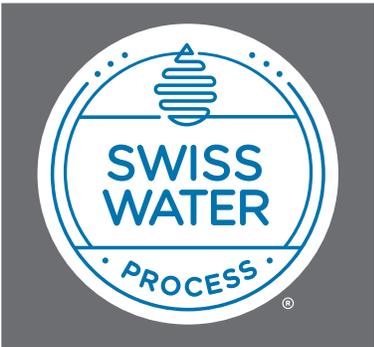
**Swiss Water®
Primary Blue PMS**
In the preferred use of the primary Swiss Water® Process logo, the logo is in the Swiss Water® Process blue and placed on a solid white/light-color background.

CMYK
C: 100 M: 40 Y: 10 K: 10
RGB
R: 0 G: 101 B: 153
HEXIDECIMAL
#006599
PANTONE
3015 C



Swiss Water® Primary K
Use is limited to one-color or two-color printing where Swiss Water® Process blue is not available. It should also be used when there isn't sufficient contrast for the primary blue logo. The primary black logo should not be used on dark-colour backgrounds.

CMYK
C: 0 M: 0 Y: 0 K: 100
RGB
R: 35 G: 31 B: 32
HEXIDECIMAL
#000000
PANTONE
PROCESS BLACK C



**Swiss Water®
Primary Reverse PMS**
Use the primary reverse logo when the primary blue logo does not have sufficient contrast to the background. The primary reverse logo should not be used on light-colour backgrounds.

CMYK
C: 100 M: 40 Y: 10 K: 10
RGB
R: 0 G: 101 B: 153
HEXIDECIMAL
#006599
PANTONE
3015 C

Logo Colour Variations (continued)



Swiss Water®
Secondary Blue PMS
Not to be used in cases with a patterned or gradient background. Logo should be placed on a solid white/light-color background.

CMYK
C: 100 M: 40 Y: 10 K: 10
RGB
R: 0 G: 101 B: 153
HEXIDECIMAL
#006599
PANTONE
3015 C



Swiss Water®
Secondary K
Use is limited to one-color or two-color printing where Swiss Water® Process blue is not available. Logo should be placed on light-color backgrounds.

CMYK
C: 0 M: 0 Y: 0 K: 100
RGB
R: 35 G: 31 B: 32
HEXIDECIMAL
#000000
PANTONE
PROCESS BLACK C



Swiss Water®
Secondary Reverse
Use is limited to one-color or two-color printing where Swiss Water® Process blue is not available. Use the reverse logo when the secondary blue logo does not have sufficient contrast to the background.

CMYK
C: 0 M: 0 Y: 0 K: 0
RGB
R: 255 G: 255 B: 255
HEXIDECIMAL
#ffffff

Logo Background Control

Swiss Water® Primary Blue PMS



Swiss Water® Primary K



Swiss Water® Primary Reverse PMS



70%

Swiss Water® Secondary Blue PMS



Swiss Water® Secondary K



Swiss Water® Secondary Reverse



70%

Swiss Water® Primary Blue PMS

Use the primary blue logo when the background color value is between 0% and 70%.

Swiss Water® Primary K

Use the primary black logo when the background color value is between 0% and 70%.

Swiss Water® Primary Reverse PMS

Use the primary reverse logo when the background color value is between 70% and 100%.

Swiss Water® Secondary Blue PMS

Use the secondary blue logo when the background color value is between 0% and 70%.

Swiss Water® Secondary K

Use the secondary black logo when the background color value is between 0% and 70%.

Swiss Water® Secondary Reverse

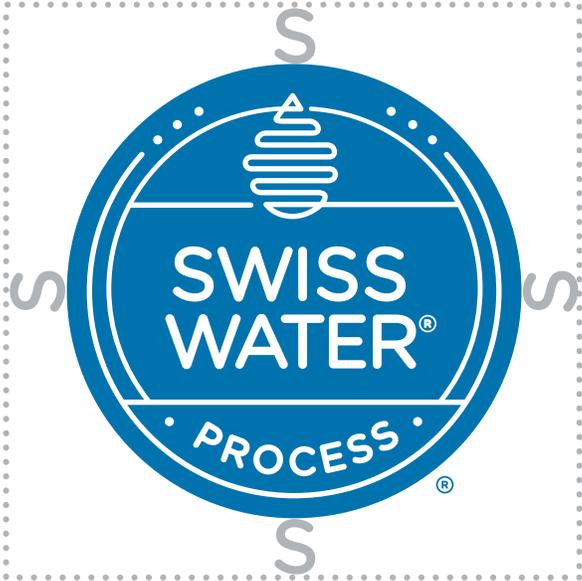
Use the secondary reverse logo when the background color value is between 70% and 100%.

Logo Clear Space and Minimum Size

Clear space frames the logo, separating it from other elements such as headlines, text, imagery and the outside edge of printed materials. The clear space indicated is the minimum. Whenever possible, allow more than this amount of clear space.

Clear Space

This can be determined by placing an S at the font size you are producing the logo in on each opposing side of the logo. Using the height of the S, keep the surrounding space completely clear.



Sizing

If the logo is appearing at a small size, it must not be any smaller than pictured below, measuring no less than 19 mm (.75"). There is no maximum size the logo can be used.



Unacceptable Logo Usage

The integrity of the Swiss Water® Process logo must be respected at all times. Don't stretch, condense or otherwise alter or manipulate it. Any modification of the logo depletes its value.

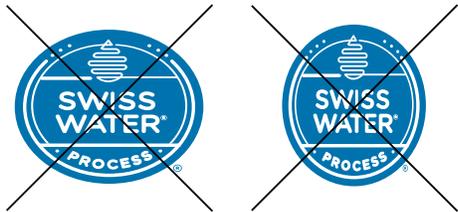
The Swiss Water® logo should always appear directly horizontal on the page and not angled or tilted in any way.



The Swiss Water® text image must be maintained at all times. Never to be replaced with another typeface.



The dimensions of the Swiss Water® logo are to be maintained at all times with the vertical and horizontal scale to remain unaltered so that the logo is not condensed or expanded.



Effects such as strokes and drop shadows should not be added to the Swiss Water® logo.



When placing the Swiss Water® logo on packaging or materials where it appears with other branding, choose the logo that works best for that application. Do not change the colour of the Swiss Water® logo.



Do not place the secondary logo versions on a complex texture or photographic background.



Typeface

The typeface for the logo is Gotham Rounded. This font should be used on all corporate communication materials for headlines, subheads, body, etc.

**Gotham Rounded
Medium**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()

**Gotham Rounded
Book**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()

Registration Footnote

The registration footnote below should always appear on the same artwork as the logo. It should be black only (or reverse white) at the bottom of the panel where the logo appears. The text needs to be legible and should be set in one line in no smaller than 5pt font with no tracking, kerning, horizontal, or vertical scaling.

SWISS WATER® and SWISS WATER® LOGO are trademarks of Swiss Water Decaffeinated Coffee Inc. used under license.

SWISS WATER® Word Mark

The word mark Swiss Water® is used within our logo. This is a registered word mark and also must be used properly to ensure consistency in the marketplace and provide maximum benefit for our consumers and customers.

The words Swiss Water® should appear in capital letters with the Registered ® appearing after the r in Swiss Water.

Examples:

Swiss Water® Process

Swiss Water® Decaffeination Process

Swiss Water® Decaf

Thank you

We appreciate the energy you put into your own brand as well as protecting the Swiss Water® Process brand that you are proud to serve to your customers.

If you have any questions about which logo is right for a particular application or about how to incorporate a logo into your materials, please contact our marketing department for assistance.

Email: marketing@swisswater.com

Phone: 604.420.4050 or 1.800.667.6181