



Brand Guide

November 11, 2019

Logo usage:

We want to protect our logo, so follow the guidelines outlined in our brand policies. Do not modify or distort our logo. Do you have questions about how to properly use our logo or other brand features? Email us at lisakay@dicronite.com

Dicronite® logos are available to download from our website at: <https://dicronite.com/brand-guide>, in the following formats - eps, jpg, png, and pdf

Using the Dicronite® logo:

Follow these requirements so our logo always looks its best.

Colors: Hex #233f82, R=35 , B=63 , G=130

Fonts: Dicronite & DL = Microbus Regular. The number “5”, Proven Precision Dry Lubrication, and Developed & Distributed by Lubrication Sciences International, Inc. = Helvetica Neue Bold



While our default logo is blue, use the black or white version on layouts that are black and white only. You can also use the white version on dark backgrounds so it's easy to see.



Scale & clearspace

To make sure our logo is legible, and to maintain its integrity, keep the area surrounding it free of other elements. The minimum clearspace is the width of the 'i' x 2.

The minimum size of our logo and 'DL5' bug is .25 in (6.35mm) in print, or 21px on screen, measured by the height of the bug. On rare occasions, smaller sizes for print may be necessary. Legibility is a top priority. Ensure the ® symbol is clearly visible.



Trademarking

A logo with the ® mark must be used in all applications where a link to our brand policies is not present and the logo is large enough, like a print ad, t-shirt, or video.

POLICIES

I. Our trademarks

Dicronite, DL5, and DL are registered trademarks or trademarks of Lubrication Sciences International, Inc. in the United States and other countries. You should include this attribution, as applicable, with your other trademark and copyright notices.

II. Use of the “Dicronite” name in text

When referring to our product, the full name is Dicronite and/or DL5. When referring to your application services, the Dicronite name should be capitalized and used as an adjective followed by a description of your services in a form similar to the following example:

- DICRONITE® professional application services

It may also be used as a noun as follows:

- To coat with DICRONITE®

You should not refer to our product or the application of our product as a verb.

For example, do not say or write:

- Items to be dicronited.

The Dicronite name and DL5 symbol should always be accompanied by the ® symbol. See Attribution under the Use Requirements and Terms, for further information.

III. Logos For Use By Licensees

As a licensee, you may use the downloadable logos to provide or designate a link to the Dicronite.com website.

Logos For Use By Dicronite® customers

As a customer, you may download logos for use on your website and in connection with your application which offers linked access to the Dicronite website. Your use of the logos is subject to: (i) the applicable API terms of use or such other agreement between you and Lubrication Sciences International, Inc. and/or an active LSI licensee; (ii) your compliance with the Platform Guidelines, as well as these Guidelines.

Logos For Use By Partners

If you have a current agreement with LSI or a licensed Dicronite® application facility, you may download logos for use in accordance with the terms of your agreement with LSI and these Guidelines.

Logos For Use by the Media

Logos may be downloaded for use in reporting on Lubrication Sciences International, Inc.’s business. These logos may not be altered, combined with other marks or used in a misleading manner. Your use of these logos is subject to your compliance with these Guidelines.

Specific Logo Requests

If you are a member of the media and have any specific requirements, please contact us at: lisakay@dicronite.com.

IV. Screenshots

You may use a standard Dicronite screenshot (an image of our homepage or company page or products pages) in either print (book, magazine, journal, newspaper) or digital (web page, DVD, CD) formats for an instructive, educational or illustrative purpose. You may not superimpose graphics, photos, or ad copy on the screenshot or otherwise change the look of the screen-captured image.

V. Books or printed materials

Lubrication Sciences International, Inc. does not allow the use of its logos or the name “Dicronite” in the title or otherwise on the cover of books or other publications without prior written permission of LSI. If you are interested in using the Dicronite name or logos in a publication, please submit your request to the LSI corporate office.

VI. Film and TV

If you would like to use Dicronite’s logos in a television or film or video production, please submit your request to the LSI corporate office.

VII. Blogs

Lubrication Sciences International, Inc. does not allow the use of the name Dicronite in the title of blogs or otherwise in the blog without written permission from LSI. LSI does not allow use of its logos in blogs except as permitted for licensees as permitted in these Guidelines.

VIII. Manufactured items

If you wish to use the Dicronite Marks on manufactured items, please submit your request to: lisakay@dicronite.com.

IX. Use requirements and terms

All permitted uses of the Dicronite Marks must conform to the following guidelines:

Logo Display: The Dicronite and DL5 logos must stand alone. You must maintain a minimum amount of space between the Dicronite logos and other graphic or textual elements. To preserve the integrity and clarity of the logo, a standard area of “clear space” should be maintained around the logo in all uses. The minimum clear space is defined as “2x” where “x” is measured by the width of the type stroke of the letter “I” in the logo.



Logo and Background Color: The Dicronite and DL5 logos should always be used in color for online use. The Dicronite logo should also be used in color for print applications unless the color version is not practical, in which case the logo can be reproduced in solid black. The preferred background color for the logo is solid white. When a solid white color is not practical, it may be used on a solid, light background color. The high resolution logo must be used for all print applications. High resolution logos can be downloaded here. If you are a member of the media and have any specific requirements, please contact us at lisakay@dicronite.com.

Logo Size: The Dicronite logos may be provided in different sizes/resolutions in transparent PNG format. To ensure the logo resolution and quality are not degraded, these logos may not be enlarged beyond their native/maximum size. Vector EPS logos may be enlarged beyond their native size. The minimum size is 21px tall on screen, or 0.25" tall (6.35mm) in print applications, measured by the height of the "DL5" bug.

No Modification: The Dicronite Marks must be used as provided by Lubrication Sciences International, Inc. with no modifications. Don't remove, distort or alter any element of the Marks, including changing any colors. Do not shorten, abbreviate, or create acronyms out of the Marks.

No Confusingly Similar Marks: Don't use the Marks in a manner that might create potential confusion as to the owner of the Dicronite Marks or imply that Dicronite is the source of your products or services without the express consent of Lubrication Sciences International, Inc.

No Incorporation: Don't incorporate the Dicronite Marks into your own product name, service names, trademarks, logos, company names, domain names, website title, publication title, application icon, favicon, or the like. Don't incorporate or use the DL5 logo as part of a word. If you would like to market a product coated with Dicronite by an active LSI licensee, you must submit a request to lisakay@dicronite.com.

No Generic Use: Don't use the Dicronite Marks in a way that suggests a common, descriptive, or generic meaning.

No Plural or Possessive Use: Never use the Dicronite Marks in the plural or possessive form.

Domain Names: Don't register the Dicronite Marks as domain names or as any part of a domain name.

Trade Dress: Don't copy or imitate Dicronite's website design, typefaces, distinctive color, graphics designs or imagery.

Endorsement: Don't display the Dicronite Marks in any manner that might imply a relationship or affiliation with, sponsorship, or endorsement by LSI or their licensees that can be reasonably interpreted to suggest that any content has been authorized by or represents the views or opinions of LSI personnel.

Prominence: Don't display the Dicronite Marks as the primary or most prominent feature on your web page or in any non-Dicronite materials.

Disparagement: Do not use the Dicronite Marks in a manner that would disparage Lubrication Sciences International, Inc. or its products or services.

Violation of Law: Don't display the Dicronite Marks on any web site that contains or displays adult content, promotes gambling, involves the sale of tobacco or alcohol, or otherwise violates any law or regulation.

Objectionable Use: Don't display the Dicronite Marks in a manner that is in LSI's sole opinion misleading, unfair, defamatory, infringing, libelous, disparaging, obscene or otherwise objectionable to LSI.

Attribution: The Dicronite Marks must be accompanied by the appropriate ® symbol. If you use the Marks outside the United States, please see Use Outside the US below.

Use Outside the US: Trademark rights vary from country to country. Some countries have penalties for improper use of the registration symbol ®. If using the Marks on sites based outside the United States, use the ™ symbol unless otherwise noted in these Guidelines.

Termination: Lubrication Sciences International, Inc. may ask you to stop using the Marks at any time. You agree to stop using the Marks immediately.

Reservation of Rights: Lubrication Sciences International, Inc. is the owner of all rights in the Marks and reserves all rights save the limited license granted here. Your use of the Marks pursuant to this license shall not be construed as limiting any of LSI's rights in the Marks.

LUBRICATION SCIENCES INTERNATIONAL, INC. DISCLAIMS ANY WARRANTIES THAT MAY BE EXPRESS OR IMPLIED BY LAW REGARDING THE DICRONITE MARKS (TO THE EXTENT PERMITTED BY LAW), INCLUDING WARRANTIES AGAINST INFRINGEMENT.

X. Additional information

LSI requires that you conform to these Guidelines in your use of any Brand Features. We may modify these Guidelines at any time and your continued use of the Brand Features will constitute your consent to such modifications. LSI has complete discretion in determining if your use violates any of the Guidelines.

If you would like to make use of the Brand Features in a manner not within the following Guidelines, you must seek our prior written permission by submitting a request to lisakay@dicronite.com.

For assistance in understanding these Guidelines, contact us.