



**CO-BRANDING STYLE GUIDE:
Use of Tulip Authorized Distributor Logo
and Tulip Branded Materials**

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CO-BRANDING STYLE GUIDE: Use of Tulip Authorized Distributor Logo and Tulip Branded Materials

1.0 Introduction

Tulip® Medical Products is united with its distributors in the pursuit of a common goal — to deliver high-quality, innovative medical instruments and accessories for use in fat transfer for plastic surgery and regenerative medicine procedures. Tulip provides unparalleled and proven technology in fat transfer instrumentation manufacturing. Tulip innovation, quality, and service is recognized by doctors and hospitals around the world.

The Tulip identity is a promise of excellence. When you are an authorized distributor, you also represent Tulip. By following these guidelines, you reap the benefits of the Tulip identity and contribute to its strength. Working with Tulip enables access to market-leading products and a commitment to future innovation and, most importantly, the assurance that Tulip products have been tested and refined to perform as advertised. That is why Tulip is the leader in fat transfer technology.

Tulip is proud to work with companies who share our values. Tulip has developed a set of logos designed to help our authorized distributors to leverage the success of Tulip with your own company identity.

The examples and standards outlined in this guide are designed to ensure the Tulip brand is clearly and consistently represented, while also ensuring that your organization is the main interface for your customers. While it is beneficial to your organization, to Tulip and to your customers to show your relationship with Tulip, your identity should be the most prominent.

These guidelines cover only Tulip-specific elements that reference our particular relationships and initiatives. You must always use your company's proprietary design when creating your communications materials.

1.1 Corporate marketing contacts

If you have any questions about the content in this guide or proper usage of Tulip Authorized logos, please contact sales@TulipMedical.com.

2.0 Use of Tulip Authorized logos by third parties

Tulip Authorized logos represent an unwavering dedication to innovation, to delivery of the industry's highest performing products and to a no-compromise approach to innovation and quality.

2.1 Use of Tulip Authorized logos by third parties

Tulip Authorized logos may be used by a third party only if the third party has a signed Co-Branding and Trademark License Agreement with Tulip. All uses of Tulip Authorized logos and related word marks for purposes of branding by third parties must be in accordance with the provisions of the Trademark License Agreement and this Guide.

The purpose of these requirements is to maintain the integrity of the marks and strengthen the brand. Any non-compliant use of the word marks or logos erode the value of Tulip as a brand.

Tulip offers a Tulip Authorized Distributor logo. It is a symbol of your relationship and signed agreements with Tulip. The logo you need is provided in the logo package you will receive upon execution of the signed agreement. Use only the Tulip Authorized logo art files provided by Tulip to ensure proper reproduction. When using the Tulip Authorized logos, third parties must use camera-ready art or approved computer graphic files supplied by Tulip and may not generate the logo independently. Guidelines on proper file formats are provided in section 4.4.



2.2 Tulip Authorized logo misuse

Tulip monitors the use of Tulip Authorized logos very closely. Tulip has the right to exercise all rights and remedies for violations of the requirements for use of Tulip Authorized logos set forth in this Guide and any associated License Agreement. Typically, the general course of action for violating the requirements for use of Tulip Authorized logos will be as follows:

1. Those who violate the guidelines will receive a call or written notice of the specific violation.
2. They must advise Tulip in a determined or set timeframe of a course of action for correction of the mark violation.
3. Tulip will follow up with them to ensure that the mistake/violation has been corrected.

Further misuse or blatant disregard for the mark guidelines and rules may result in loss of rights to Tulip Authorized logos as well as Tulip's exercise of other available rights and remedies.

If you have any questions regarding the use of Tulip Authorized logos, please contact sales@TulipMedical.com.

2.3 Tulip corporate logo

The Tulip corporate logo is reserved exclusively for use by Tulip. This mark and logo type configuration is used for official Tulip use, corporate identity and documentation.



2.4 Tulip branding master logo

The Tulip branding master logo is also reserved exclusively for use by Tulip. It appears on main consumer interfaces such as Tulip products, web site, signs and documentation, alone and in conjunction with Tulip marketing slogans and service marks. However, you may use the Tulip master logo on your website if the logo usage has a clear association with the product and no association with your company logos or product. See the example provided in Section 2.4.1. Additional exceptions may be considered on a case-by-case basis. If you would like to pursue permission to use the Tulip branding master logo, please contact sales@TulipMedical.com.



2.4.1 Tulip branding logo for very small and digital use

In very small applications (less than 25.5mm) and some digital applications, such as product identification on websites, it is recommended that the Tulip branding logo be used.

The **express written consent** of Tulip corporate marketing is needed for you to use the Tulip branding logo. Tulip will supply computer graphic files and camera-ready artwork of the Tulip branding logo. Do not generate the Tulip branding logo on your own.

The screenshot shows a web interface for an online catalog. At the top left is a 'Distributor Logo' consisting of a blue diamond with a white 'D' inside. To its right is the text 'ONLINE CATALOG' and a search bar with the word 'SEARCH' inside. Below this is a navigation bar with four tabs: 'HARVESTERS', 'INJECTORS', 'CANNULAS', and 'TRANSFERS'. The 'CANNULAS' tab is selected. On the left side, there is a vertical menu with categories: 'Harvesters', 'Injectors', 'Cannulas', and 'Transfers'. The main content area shows a list of products under the heading 'Products > CANNULAS'. Each product entry includes an image of the cannula, its name, and the Tulip logo. The products listed are: 'Tulip Cobra 60cc', 'Tulip Standard 60cc', 'XYZ Mercedes', and 'ABC Infiltrate'.



Permission will be granted for industry logo groupings on a case by case basis.

3.0 Use of the Tulip Authorized trademarks

Proper usage of the Tulip Authorized trademarks identifies our products and services as technologically superior and market-leading and identifies you as an authorized distributor for those products and services.

The Tulip Authorized Distributor trademarks can only be used by authorized Tulip distributors who have signed the appropriate Trademark License Agreement with Tulip.

3.1 Trademark symbol

Use the correct trademark symbol. Tulip is a registered trademark of Tulip Medical Products, Inc. and must display the ® after the first occurrence of the mark when used in text. The ® symbol will always be superscript with no space between it and the mark Tulip.

For example:

Tulip[®] Medical Products Authorized Distributor

3.1.1 When is the ® symbol required?

Preferred usage:

- Use the ® symbol with the first use of the word mark Tulip as an adjective.

Considerations:

Trademarks need to only be marked once, per contiguous document. The attribution statement can appear on the last page, back cover or other location that complements the design.

The ® symbol should be used as a superscript, but DOES NOT need to be the same font size/family as the copy. It can be made smaller, to increase aesthetic appeal, as long as it is still legible.

3.1.2 Trademark attribution

Use a trademark attribution statement at the bottom of any documentation containing the logos including language consistent with the following example:

Tulip[®] is a registered trademark and the Tulip Authorized Distributor logo is a trademark of Tulip Medical Products, Inc.

Alternative 1

If the preferred usage as indicated in Section 3.1.1 above is not desirable because of spacing limitations or other aesthetic issues, then the ® symbol can be used on the word mark adjective anywhere in the text, along with an appropriate trademark attribution statement at the bottom of the document.

Alternative 2

For truly space-constrained applications such as small premiums or web banners ads, it is permissible to omit the trademark attribution statement at the bottom of the document and to use the ® symbol on a word mark that is used as an adjective.

3.2 Proper usage of the Tulip Authorized phrases in text

Do not vary the spelling or capitalization, add hyphens, make one word two or use a plural form of the Tulip Medical Products Authorized Distributor phrases.

- There is only one correct usage of the phrase and that is Tulip Medical Products Authorized Distributor.

Tulip Medical Products Authorized Distributor

- The phrases should always be capitalized as shown here.
- If the usage of the word mark Tulip in the Tulip Authorized phrase is the first and/or only usage of the word mark in text, then the ® symbol should be used with the mark consistent with the guidelines provided in Sections 3.1 and 3.1.1.
- Do not hyphenate or place an extra space anywhere in the phrases. For example: Tulip Medical Products Authorized Distributor should never be Tulip-Authorized Distributor.
- Do not use Authorized Distributor by itself.
- Do not shorten or make acronyms out of the Tulip Medical Products Authorized Distributor phrase.
- Do not display Tulip Authorized logo or related Tulip Authorized phrase in a manner that is illegible or difficult to read.
- On materials that include both Tulip Authorized logo and your company name, you must display your company name more prominently than the Tulip Authorized Distributor logo.
- Do not use Tulip Authorized logo or the related phrase in a manner such that they appear to be associated with products of other manufacturers.

3.3 Exceptions

With the **express written consent** of an authorized representative of Tulip, other attributions may be used.

If you have any questions regarding the use of the Tulip Authorized Distributor logo, please contact sales@TulipMedical.com.

4.0 Presentation of Tulip Authorized logos

4.1 Color

The Tulip Authorized logo appears in “Tulip Purple” as defined below:



Pantone: 258C (PMS 258C)
RGB:140, 71, 153
Hex: #8c4799
CMYK: C 51, M 79, Y 0, K 0

4.2 Examples of correct color usage

The Tulip Authorized logos can appear in three color formats: Tulip Purple (PMS 258), solid black or a solid white, knockout version.

Tulip Authorized logos can only appear on a white, black or Tulip Purple (PMS 258) background.

No other colors or combinations are permitted without the **express written consent** of an authorized Tulip corporate marketing representative.

If you have any questions regarding the use of the Tulip Authorized logos, please contact sales@TulipMedical.com.



Tulip Purple (PMS 258) lettering on a white background.



Black lettering on a white background.



White lettering on a Tulip Purple (PMS 258) background.



White lettering on a black background.

4.3 Examples of incorrect background usage

Tulip Authorized logos may not be placed on a busy, obtrusive or non-approved colored background. The following are a few examples of unacceptable uses.



4.4 Logo file formats

Tulip Authorized logos are provided in these file formats: EPS, JPEG, PNG and GIF. Following are some recommended guidelines designed to help you select the right file format for your particular application.

4.4.1 EPS format

EPS format is applicable for high-quality print and reproduction applications and may be scaled to any size without sacrificing image quality. EPS format is ideal for page layout or graphics programs and may also be used to create files in any other image formats and sizes. EPS files should not be used for on-screen, office or web applications.

4.4.2 JPEG format

JPEG format is best suited for office, on-screen and web applications and works well for printing on low-resolution printers. Never use JPEGs for high-quality print output or for scaling to larger logo sizes. Do not animate any Tulip Authorized logo.

4.4.3 PNG format

The PNG format works well for office applications such as PowerPoint® presentations and Microsoft® Word® documents, but should never be used to resize the logo larger than provided in the initial PNG file.

4.4.4 GIF format

GIF format logos are ideal for on-screen and web applications. They should never be used for high-resolution printing and should not be scaled to make the logo larger than the size provided in the original GIF file. Do not animate any Tulip Authorized logo.

4.5 Incorrect usage examples

1. Do not change the colors of the Tulip Authorized logos.
2. Do not use other types of typefaces for the Tulip Authorized logos.
3. Do not skew the Tulip Authorized logos.
4. Do not distort the Tulip Authorized logos.
5. Do not rotate the Tulip Authorized logos.
6. Do not add elements to the Tulip Authorized logos.
7. Do not substitute or add any of the Tulip Authorized logo's elements.
8. Do not rearrange any parts of the Tulip Authorized logos.
9. Do not violate the clear space of the Tulip Authorized logos.
Do not let text run into the Tulip Authorized logos.
10. Do not animate the Tulip Authorized logos.



1



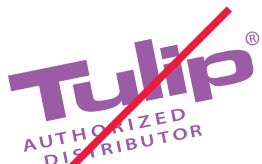
2



3



4



5



6



7



8

Do not violate clear space. Do not violate clear space. Do not violate clear space. Do not violate clear space. Do not violate clear space. Do not violate clear space. Do not violate clear space. Do not violate clear space. Do not violate clear space.



9

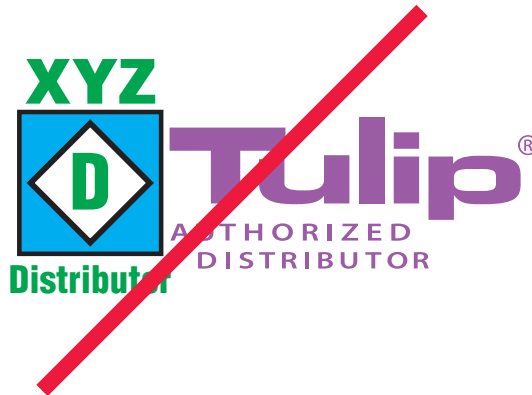
4.6 Spacing / clear space

Tulip Authorized logos should be surrounded by a region of background color at least as wide as the lettering height, and as wide as the circular area in the letter “P” as shown below.



4.6.1 Incorrect spacing of Tulip Authorized logos

Tulip Authorized logos should never be presented such that they could be viewed as a compound mark. For example (as shown below), the Tulip Authorized Distributor logo should never be shown physically touching or adjacent to another mark such that the two marks appear to be part of the same overall trademark.



4.6.2 Spacing exceptions

With the **express written consent** of an authorized representative of Tulip, the spacing requirements may be relaxed on items where the available physical space or graphic resolution is limited.

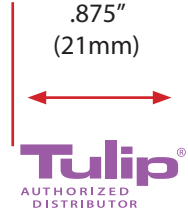
If you have any questions regarding the use of Tulip Authorized logos, please contact sales@TulipMedical.com.

4.7 Sizing

Proper sizing of Tulip Authorized logos is critical to ensure the impact of the Tulip brand.

4.7.1 Minimum size in print

Tulip Authorized logos must be shown no less than 21mm (.875 inches) wide when printed.



4.7.2 Signage and other large format usage

If the logo is larger than 30cm (12 inches) wide, remove the ®.

4.7.3 Recommended minimum size for online and video use

It is recommended that Tulip Authorized logos be reproduced no smaller than 70 pixels wide when used on-screen and in video. Do not animate any Tulip Authorized logo.



4.7.4 Size exceptions

With the **express written consent** of an authorized representative of Tulip, the size requirements may be relaxed on items where the available physical space or graphic resolution is limited.

If you have any questions regarding the use of Tulip Authorized logos, please contact sales@TulipMedical.com.

4.8 Tulip Authorized logo placement

4.8.1 Subordinate status and association

Tulip Authorized logos should always be smaller and less prominently placed than your company logo. Your company logo should be at least two times the size of the Tulip Authorized logo.



- Do not position Tulip Authorized logos above your mark.
- Do not make Tulip Authorized logos larger than your mark.
- Do not graphically link Tulip Authorized logos to your mark.

4.9 Examples: Where to use Tulip Authorized logos

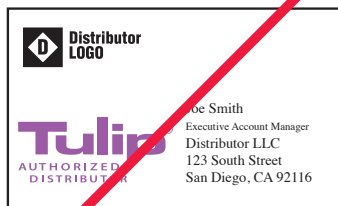
Sections 4.9.1 - 4.9.6 demonstrate correct usage of Tulip Authorized logos in collateral and marketing materials.

Please submit all collateral and marketing materials utilizing Tulip Authorized logos for approval prior to release.

If you have any questions regarding the use of Tulip Authorized logos, please contact sales@TulipMedical.com.

4.9.1 Business cards

Tulip Authorized logos used on business cards must follow the design elements as described in sections 4.0 - 4.8 of this guide.



- The mark is larger than the Distributor logo.



- The mark is rotated and improperly positioned within a graphic element.



- The mark is positioned in color on a color background.

4.9.2 Email signatures

Tulip Authorized logos used in email signatures must follow the design elements as described in sections 4.0 - 4.8 of this guide.

Sincerely,
Bob Smith

Robert Smith | COMPANY NAME

Tel.: 555-555-1212 rsmith@companyname.com
FAX: 555-555-1212 www.companyname.com



- The mark is placed above the Distributor logo.



- The mark is not used without a Distributor logo present.

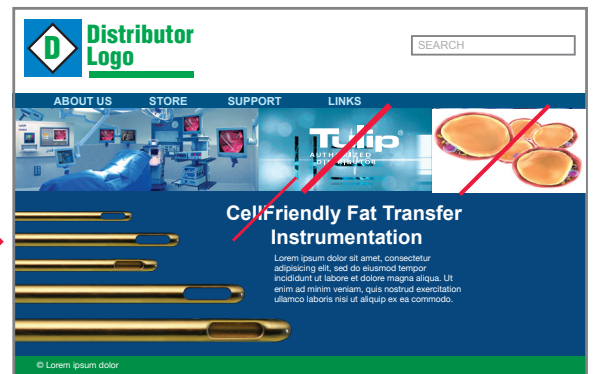
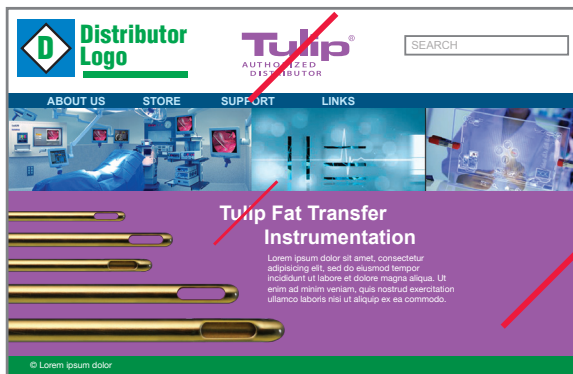
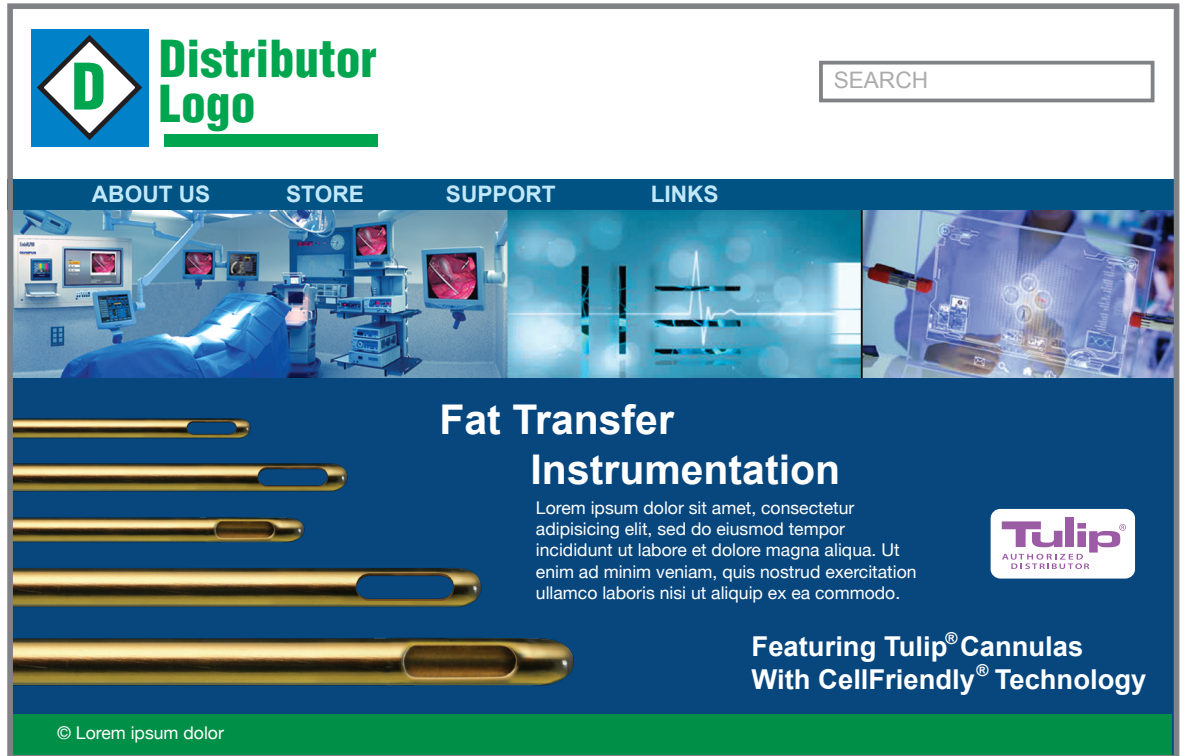


- The mark is not subordinate to the Distributor logo.

4.9.3 Websites

Tulip Authorized logos used in websites must follow the design elements as described in sections 4.0 - 4.8 of this guide. Do not imitate Tulip's website or use non-product marketing artwork used on TulipMedical.com

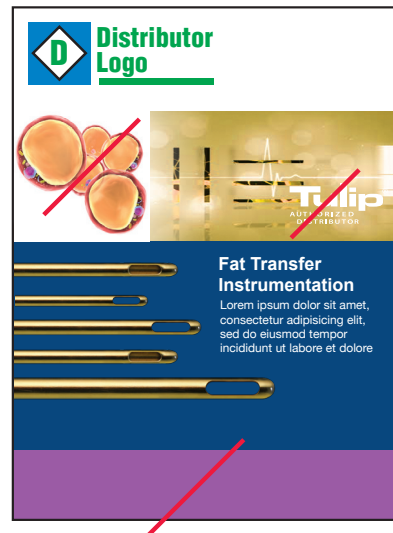
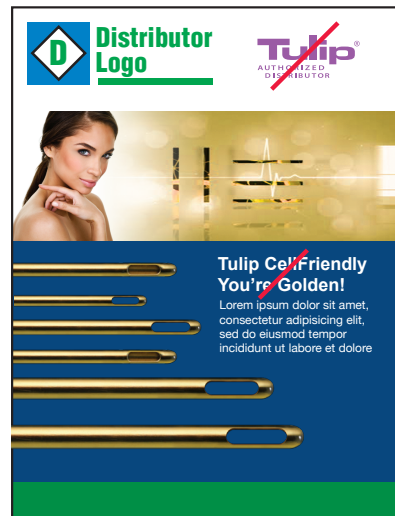
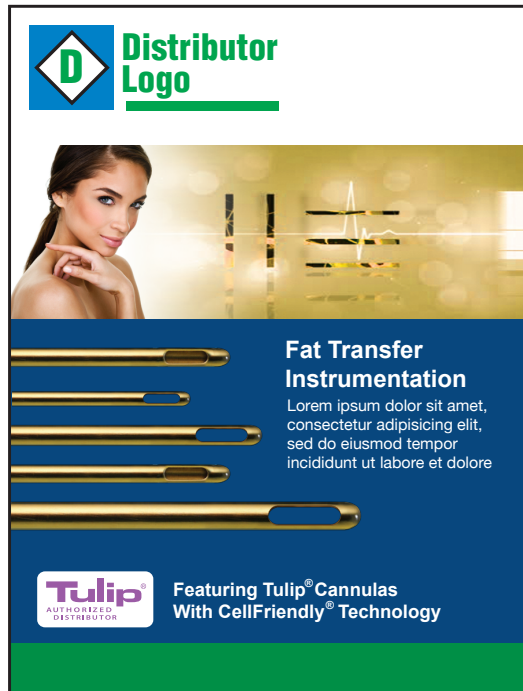
Do not use Tulip in your URL address. For example: www.TulipDistributor.com



- The mark is not subordinate to the Distributor logo
- Improper use of the Tulip brand in the headline.
- Do not use Tulip Purple (PMS 258) on your website.
- The mark is improperly placed on a busy photo background.
- Improper use of a Tulip trademark in the headline.
- Do not use Tulip non-product marketing images from Tulip's website.

4.9.4 Brochures and printed marketing materials including ads

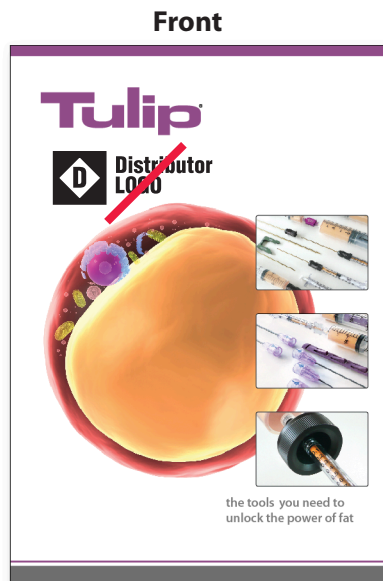
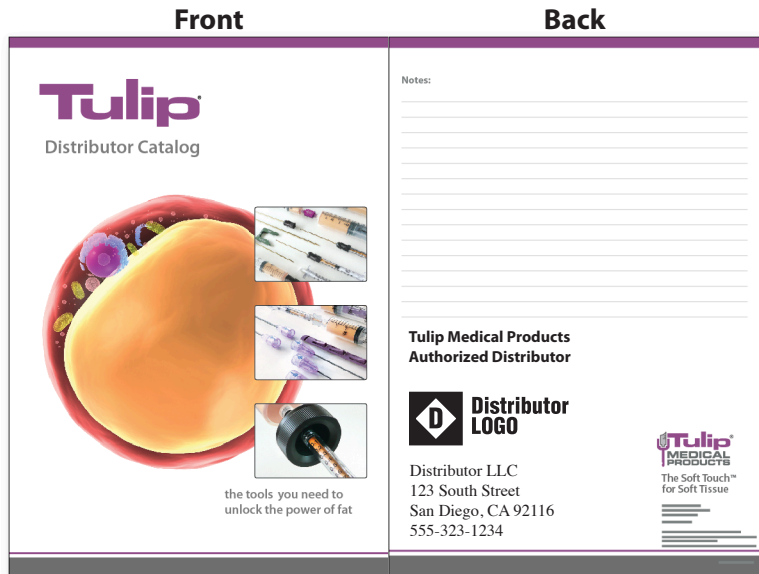
Tulip Authorized logos used in brochures must follow the design elements as described in sections 4.0 - 4.8 of this guide. Do not imitate Tulip's marketing materials or use non-product marketing artwork created by Tulip.



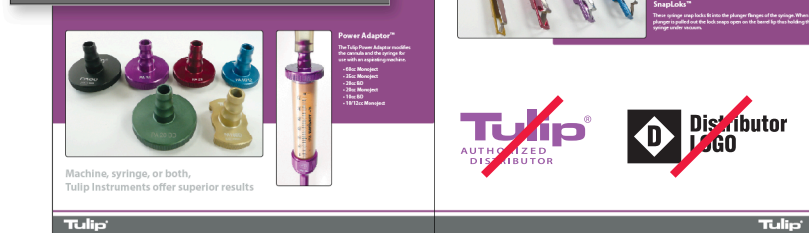
- The mark is not subordinate to the Distributor logo
- Improper use of the Tulip brand in the headline.
- The mark is improperly placed on a busy photo background.
- Do not use Tulip non-product marketing images.
- Tulip product images are used without Authorized Distributor acknowledgement.
- Do not use Tulip Purple (PMS 258) on your marketing materials.

4.9.5 Attaching your contact information to a Tulip branded distributor catalog

If you wish to use a Tulip branded catalog to market Tulip Medical Products to your customers Tulip will provide you with a Tulip Distributor Catalog upon request. You may attach your logo and contact information in the space provided on the back of the catalog under the heading Tulip Medical Products Authorized Distributor. You may not alter the catalog in any other way.

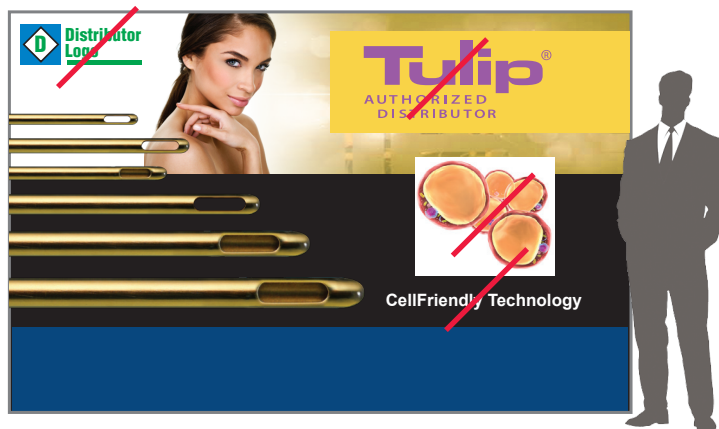
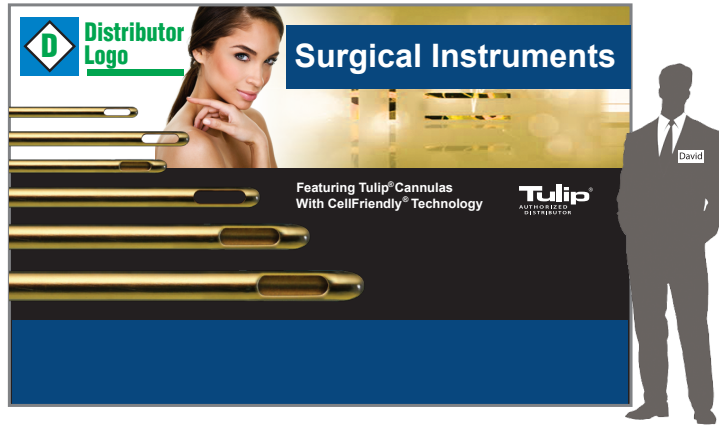


- The mark is improperly placed on the front of the catalog
- The mark is improperly placed on the inside of the catalog
- Do not use the Tulip Authorized Logo on a Tulip branded catalog



4.9.6 Trade show Displays

Tulip Authorized logos used in trade show advertising must follow the design elements as described in sections 4.0 - 4.8 of this guide. Do not use the color Tulip Purple (PMS 258) on your booth graphics unless it is the Tulip Authorized logo. Do not use Tulip trademarked names, phrases or slogans alone as your company's marketing phrases. Proper usage of Tulip trademark names is seen in the first example.



- The mark is not subordinate to the Distributor logo
- The mark is improperly placed on a color background.
- Do not use Tulip non-product marketing images.
- Improper use of a Tulip trademark phrase.



- Authorized Distributor mark is missing. Tulip trademark name is used improperly.
- Do not use Tulip Purple (PMS 258) on your booth graphics with the exception of the Tulip Authorized logo.
- Improper use of a Tulip trademark phrase.
- Tulip product images are used without Authorized Distributor acknowledgement.

5.0 How can we help? Contact us.

If you have questions about proper usage of Tulip Authorized logos, please contact us.
We're happy to answer your questions.

Send us an email at sales@TulipMedical.com

Or call 1-800-325-6526

Thank you.

Thank you for supporting Tulip Medical Products as a company and brand.



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