

Dicronite® is a worldwide recognized brand.
www.dicronite.com

DICRONITE®

BRAND MANUAL



+1-800-874-4319

info@dicronite.com

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LUBRICATION SCIENCES INTERNATIONAL, INC.

Lubrication Sciences International, Inc. (LSI) permits its licensees, customers, partners and the media to use its name, trademarks, logos, web pages, screenshots and other brand features (the Dicronite® “Brand Features”, “Marks” or “logos”) only in limited circumstances and as specified in these Policies. By using the Dicronite® Marks, you agree to adhere to LSI's Policies and specifically to the Use Requirements and Terms described in this document. If you have a separate agreement with LSI that addresses use of the Dicronite® brand, that agreement shall govern your use of the Dicronite® Marks.

LOGO USAGE

Logo and brand usage is limited to the following guidelines. Do not modify or distort our logo. If you have questions about how to properly use our logo or other brand features, email us at info@dicronite.com.

Unauthorized usage of LSI's marks or Dicronite® branding is explicitly forbidden. 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

DICRONITE® **DL-5®**

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.

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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. Examples of such are: print ads, t-shirts, or videos.

POLICIES

Our Trademarks

Dicronite®, DL-5®, 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.

The use of the “Dicronite®,” name in text.

When referring to our product, the full name is Dicronite® and/or Dicronite DL-5®. 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 DL-5® symbol should always be accompanied by the ® symbol. See Attribution under the Use Requirements and Terms, for further information.

Logos For Use By Licensees

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

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 www.dicronite.com. 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: info@dicronite.com.

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.

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.

Film and TV

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

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.

Manufactured items

Lubrication Sciences International, Inc. does not allow the use of the name Dicronite® on manufactured items without written permission from LSI. If you wish to use the Dicronite® Marks on manufactured items, please submit your request to: info@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 “DL-5®” 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.

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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, trade-marks, logos, company names, domain names, website title, publication title, application icon, favicon, or the like. Don't incorporate or use the DL-5® 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 info@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 the Dicronite® 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 upon request from LSI.

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.

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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 info@dicronite.com.

For assistance in understanding these Guidelines, contact us at info@dicronite.com.

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