

## LICENSE AGREEMENT FOR USE OF THE FEARNLEY PROCTER NS-1™ LOGO AND/OR TRADEMARK

### ADDENDUM 4

Additional Restrictions for use of the Logo and the Trademark in printed company promotional material including brochures, leaflets, flyers and other company printed matter and any advertising therein.

This Addendum, along with other addenda, is an integral part of the attached license agreement and should not be treated otherwise. Any restrictions of use for the LOGO and the TRADEMARK should be considered in addition to, and not in replacement of, any restrictions in the main agreement. Guidance notes that are given are to assist the licensee in complying with the license. The licensee should note that the licensor reserves the right to reject any use of the Logo or the Trademark for any reason.

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#### **Single Page A4 or US Legal Sized Printed Promotions**

The logo may be used without the Trademark but as specified in the main license agreement the Trademark cannot be used without the logo being present.

The required reference may be placed as a footnote and associated with the logo, and if present the Trademark, through the use of an associated asterisk.

If the announcement is two pages in length (i.e. double sided) then the reference may be placed on the second page.

#### **Publications of 4 pages or more**

The logo may be used anywhere throughout the publication provided that the associated reference is on the same page.

If not used in another location and the Fearnley Procter NS-1™ approval is mentioned, then it must be used on one of the following pages:

- Front Page(reference may be placed on inside front page)
- Inside Front Page
- Inside Back Page
- Back Page

Provided the logo is used in one of these locations then the trademark may be used as part of the brochure.

The reference for the trademark must appear as an asterisk associated footnote on the bottom of the page where the trademark is first used. Subsequent use of the trademark must have the associated asterisk in place.

If the logo and the trademark are used on different pages then each first use of both must be referenced. Subsequent uses must have the associated asterisk in place.

## **Advertisements**

The use of the logo and the trademark is the same as for Addendum 3.

## **General Logo Restrictions for Printed Items**

The high resolution colour logo should be used for all printed advertising.

The low resolution image may only be used with computer printers and is for use on white paper only for information leaflets or loose leaf contents. Care must be taken that all wording that is part of the logo is clear and easy to read and if necessary a larger image used than the minimum size stated below.

The colour of the supplied logo must be maintained and no part of the supplied logo may be changed or edited.

The logo must be use in its entirety.

Utmost care must be taken to ensure that the logo is clearly visible and the background does not affect its visibility or clarity.

The black and white logo is to be used only in single or two colour promotions.

The minimum height for the logo is 1.5cm (0.6 inches)

## **The Trademark**

The minimum font size for the Trademark is 12pt.

The trademark must be printed in black or reversed out in white unless written permission is provided for the use of other colours.

## **The Reference**

The minimum font size for the reference is 7pt.

The reference must be printed in black or reversed out in white unless written permission is provided for the use of other colours.

Utmost care must be taken to ensure that the reference is clear and readable, and that the background does not affect its visibility or clarity.