

**SCHEDULE N: TOTSCO READY MARK BRAND GUIDELINES
VERSION 1**

Introduction

These **TOTSCo Ready Mark Brand Guidelines** are a schedule to our agreement with you.

This schedule provides details of the “TOTSCo Ready” Mark and our brand guidelines.

The TOTSCo Ready Mark:



Mark application number: UK00003975679

TOTSCo Brand Guidelines

The following guidelines apply to **your** use of the "TOTSCo Ready" mark (the **Mark**).

USE OF THE MARK

Visual Identity

1. **Color Scheme:** The Mark must be reproduced in its original colors:
Navy - HEX #051c41 Pantone - 282 C
Grey – HEX #c0c8d6 Pantone - 537 C
unless the use of monochrome is necessary, in which case the Mark may be rendered in black or white.
2. **Size and Proportion:** The Mark must not be altered in proportion and must be displayed in a size that is clear and legible for the intended medium. The minimum size for print is 10mm in height, and for digital, 30 pixels.
3. **Clear Space:** A minimum clear space equivalent to the height of the letter 'T' in "TOTSCo" must be maintained around all sides of the Mark.
4. **Integrity:** The Mark must not be distorted, tilted, or altered in any way other than scaling proportionally.

Positioning

1. **Prominence:** The Mark should not be more prominent than the MAP's own brand on any marketing material.
2. **Isolation:** The Mark must not be placed in immediate proximity to any other logo, symbol, or text that might cause confusion or dilute its significance and visual impact.

Contextual Use

1. **Accuracy:** The Mark must only be used in a manner that accurately represents the services or products.
2. **Claim Verification:** Any claims made in conjunction with the Mark must be verifiable and in line with TOTSCo's current standards.
3. **Disparagement:** The Mark must not be used in a way that disparages TOTSCo, its products or services, other MAPs or any third party.

Advertising and Promotional Use

1. **Consistency:** All advertising and promotional materials bearing the Mark must maintain the integrity of the Mark's design and the messaging must remain consistent with TOTSCo's branding principles.
2. **Review:** All uses of the Mark or the TOTSCo name in marketing campaigns must be notified to TOTSCo's brand management team within 30 days of first use.

Prohibited Use

1. **No Alteration:** The Mark must not be altered, modified, or used in part.
2. **No Implication of Endorsement:** The use of the Mark must not imply that TOTSCo has endorsed the MAP's business as a whole.
3. **Non-Transferrable:** The MAP may not sublicense, assign, or otherwise transfer the right to use the Mark to any third party.

Intellectual Property

The "TOTSCo Ready" Mark is the sole and exclusive property of TOTSCo. All goodwill derived from the use of the Mark shall inure to the benefit of TOTSCo.

Compliance and Enforcement

1. **Monitoring:** TOTSCo reserves the right to monitor the use of the Mark to ensure compliance with these guidelines.
2. **Non-Compliance:** TOTSCo has the right to demand immediate cessation of any use of the Mark that does not comply with these guidelines and to take appropriate legal action to enforce its rights.
3. **Revisions to Guidelines:** TOTSCo may revise these guidelines at any time and MAPs agree to comply with any such revised guidelines.

Adherence to these guidelines is essential to maintain the integrity and value of the "TOTSCo Ready" Mark.

For questions or to obtain logo PDF, JPG and EPS files please email enquiries@totsco.co.uk.