



## ChiliPad™ Brand Logo and Style Guidelines

June 2013

**style (stil) n.** **1.** The way in which something is said, done, expressed, or performed: *a style of speech and writing.* **2.** The combination of distinctive features of literary or artistic expression, execution, or performance characterizing a particular person, group, school, or era. **3.** Sort; type: *a style of furniture.* **4.** A quality of imagination and individuality expressed in one's actions and tastes: *does things with style.* **5a.** A com-fortable and elegant mode of existence: *living in style.* **b.** A mode of living: *the style of the very rich.* **6a.** The fashion of the moment, especially of dress; vogue. **b.** A par-ticular fashion: *the style of the 1920s.* **7.** A customary manner of presenting printed material, including usage, punctuation, spelling, typography, and arrangement. **8.** A form of address; a title. **9a.** An implement used for etching or engraving. **b.** A slen-der pointed writing instrument used by the ancients on wax tablets. **10.** The needle of a phonograph. **11.** The gnomon of a sundial. **12. Botany** The usually slender part of a pistil, situated between the ovary and the stigma. **13. Zoology** A slender, tubular, or bristlelike process: *a cartilaginous style.* **14. Medicine** A surgical probing instru-ment; a stylet. **15. Obsolete** A pen. —*tr. v.* **styled, styl-ing, styles** **1.** To call or name; designate: *George VI styled his brother Duke of Windsor.* **2.** To make consistent with rules of style: *style a manuscript.* **3.** To give style to: *style hair.* [Middle English, from Old French, from Latin *stylus, stilus*, spike, pointed instrument used for writing, style. See STYLUS.] —**styl'er n.** —**styl'ing n.**

**The ChiliPad™ identity is a seal of approval and a promise of quality.  
When you are an authorized dealer, you represent Chili Technology and its brands.  
By following these guidelines, you reap the benefits of the Chili Technology identity  
and contribute to its strength.**

### **Requirements**

The ChiliPad™ graphic and logo styles are for use only by current Chili Technology dealers who have entered into a dealer agreement with us. Dealers must follow these guidelines when publicizing their relationship with Chili Technology and promoting our brands in all communications.

Chili Technology reserves the right to withdraw permission to use our logo and graphics at any time if the use of our signature is inconsistent with these guidelines or is otherwise deemed inappropriate by Chili Technology. Chili Technology signatures cannot be used in connection with any communications that do not meet the criteria outlined in this publication.

Chili Technology dealers must comply with these guidelines, notwithstanding anything to the contrary in the “Guidelines for Using Chili Technology Trademarks and Copyrights” section of this publication.

Dealers can always find the latest Chili Technology logos and graphics online at:  
<http://media.chilitechnology.com>  
The Chili Technology Web Team will insure this site is updated on monthly basis.

# ChiliPad™ Brand Logo



# ChiliPad™ Logo Breakdown

## Fonts and Colors

The ChiliPad™ brand logo consists of the words “chili pad” - “Chili” in Title case and “PAD” in all caps, presented in Righteous-Regular font. The TradeMark symbol is Arial Regular and is the same color as the gray background behind the word “PAD.”

The logo consists of four colors, as outlined below.



# ChiliPad™ Logo Black & White Option

## One Logo, Two Color Schemes

The ChiliPad™ brand logo consists of the words “chili pad” - “Chili” in Title case and “PAD” in all caps, presented in Righteous-Regular font.

The logo may be presented in only 1 color (black) should the need for a one-color imprint arise. The logo may not appear in any other color combination.



# Minimum Clear Space

## Breathing Room

The minimum clear space around the logo is equal to the height of the letters in the word “Chili”, measured from mean line to base line. To create the greatest impact, allow even more space around the logo. Do not allow photos, typography, or other graphic elements to enter the minimum clear space area.



# On The Same Face

## Sharing Isn't Always a Good Thing

On packaging, the ChiliPad logo should not appear on the same face or panel as the ChiliTechnology logo. The logos shouldn't share the same face or presentation. When possible, the ChiliTechnology logo should only appear on the same panel with the UPC. This is usually the bottom or back panel.

In advertising -- such as posters and print ads -- the logos should appear as far apart as possible. At no point should the logos be presented as "ChiliPad by Chili Technology" or "Chili Technology's Chili-Pad." It is important to the brand identity that ChiliPad stands on its own. In situations where the logos must appear together, please obtain approval from our marketing team before production.



# TradeMark Placement

## TradeMark Symbol

The TradeMark symbol should appear to the right of the main graphic. The symbol should be presented in Arial Regular font, the same gray color as the background behind the word "PAD."

The top edge of the TM should align with the top of the logo graphic. The left edge of the TM should align with the right edge of the logo graphic. The height of the TM should be equal to the distance between the top of the text in the word "PAD" and the top of the logo graphic.

