

Chili Technology Logo and Style Guidelines

April 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 comfortable 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 particular 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 slender 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 instrument; 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 Chili Technology identity is a seal of approval and a promise of quality. When you are an authorized dealer, you represent Chili Technology. By following these guidelines, you reap the benefits of the Chili Technology identity and contribute to its strength.

Requirements

The Chili Technology 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 in all communications.

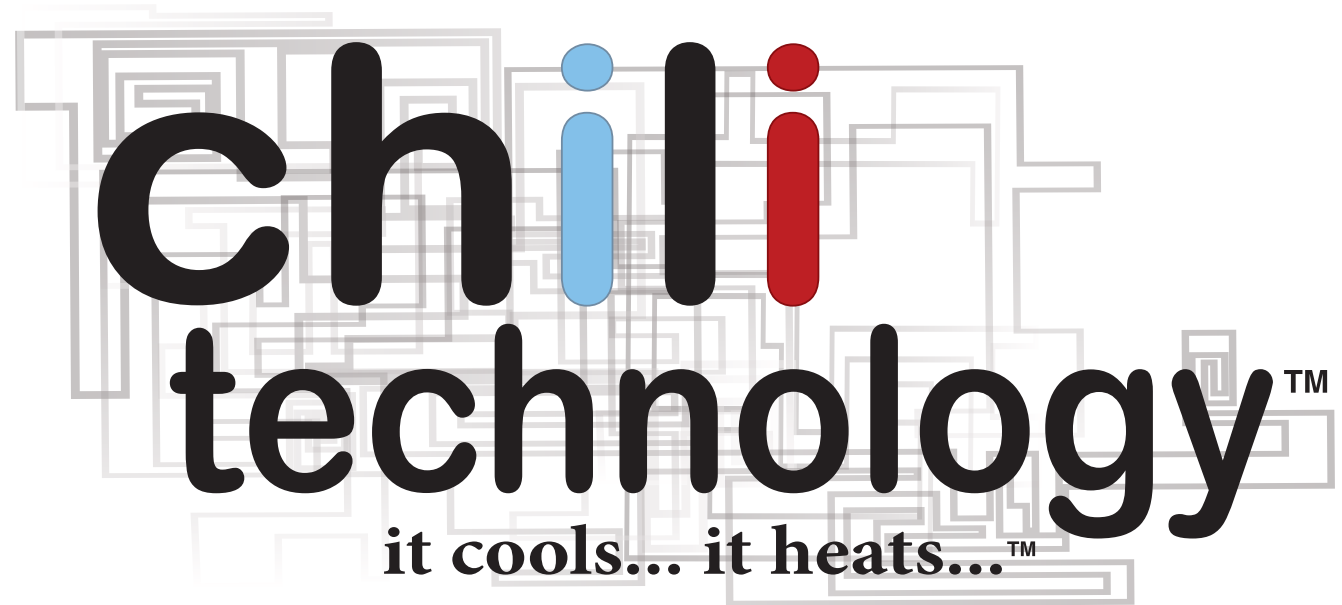
Chili Technology reserves the right to withdraw permission to use our logo and graphics at any time if the use of our signature is inconsistent with these guidelines or is otherwise deemed inappropriate by Chili Technology. Chili Technology signatures cannot be used in connection with any communications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

Chili Technology Corporate Logo



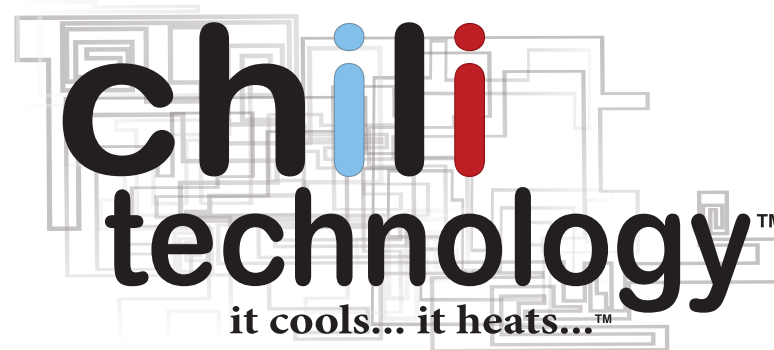
Chili Technology Logo Breakdown

Fonts and Colors

The Chili Technology corporate logo consists of the words "chili technology" presented in lower-case in Arial Rounded MT Bold font, in front of a "circuitry" background, symbolizing the technology.

The logo consists of four colors, as outlined below.

The blue "i" and red "i" are meant to symbolize two people - one sleeping cold, one sleeping hot.



Chili Black
HSB = 344°, 11%, 13%
RGB = 35, 31, 32
CMYK = 0%, 0%, 0%, 100%
HEX = #231f20
PANTONE = Neutral Black

Chili Blue
HSB = 203°, 42%, 90%
RGB = 132, 292, 132
CMYK = 45%, 11%, 0%, 0%
HEX = #84c0e8
PANTONE = 2905

Chili Red
HSB = 357°, 83%, 54%
RGB = 189, 31, 37
CMYK = 17%, 100%, 100%, 9%
HEX = #bd1f25
PANTONE = 711

Chili Silver
HSB = 0°, 1%, 77%
RGB = 197, 193, 193
CMYK = 23%, 20%, 19%, 0%
HEX = #c5c1c1
PANTONE = 420

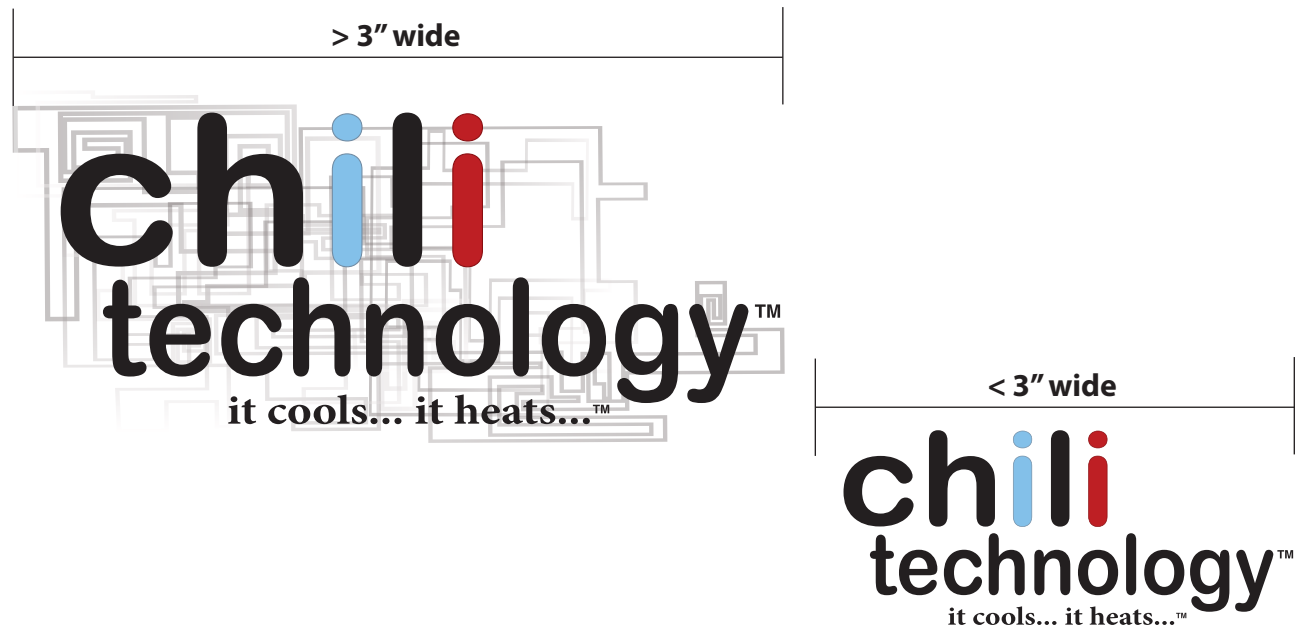
Chili Technology Logo Sizes

One Logo, Two Sizes

The Chili Technology corporate logo consists of the words "chili technology" presented in lower-case in Arial Rounded MT Bold font, in front of a "circuitry" background, symbolizing the technology.

At sizes smaller than 3" wide, we realize the "circuitry" gets lost and appears unclear. Only in print sizes below 3" wide may the Chili Technology corporate logo be presented without the "circuitry" background. All sizes larger than 3" wide must incorporate the "circuitry" background.

The logo may be presented in only 1 color (black) without the "circuitry" should the need for a one-color imprint arise.



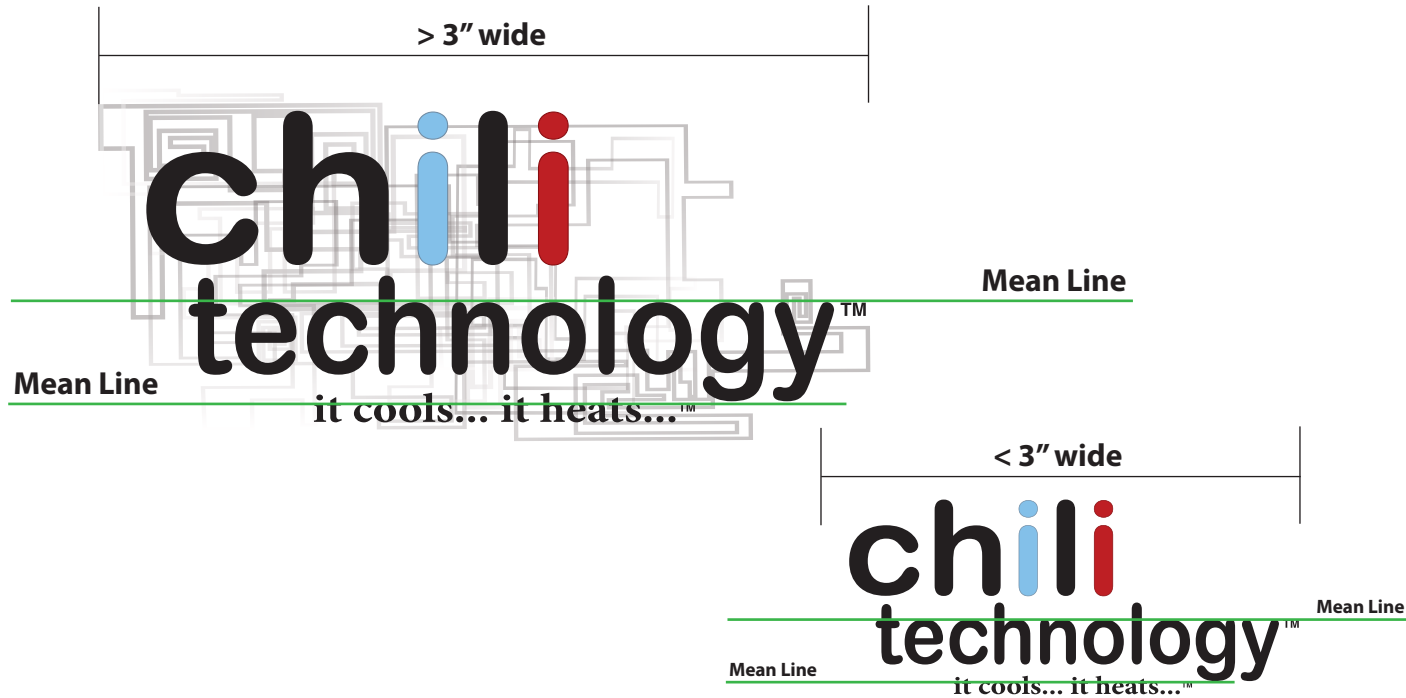
TradeMark Locations

TradeMarks

The Chili Technology corporate logo should have two distinct TradeMark symbols. The name and tagline should both appear with a TM symbol. The top of the TM symbol should be in line with the mean line of the text in "technology" and in "it cools... it heats..." so that it appears to be "hanging" from the mean line.

Font for the TM symbol is Arial Bold.

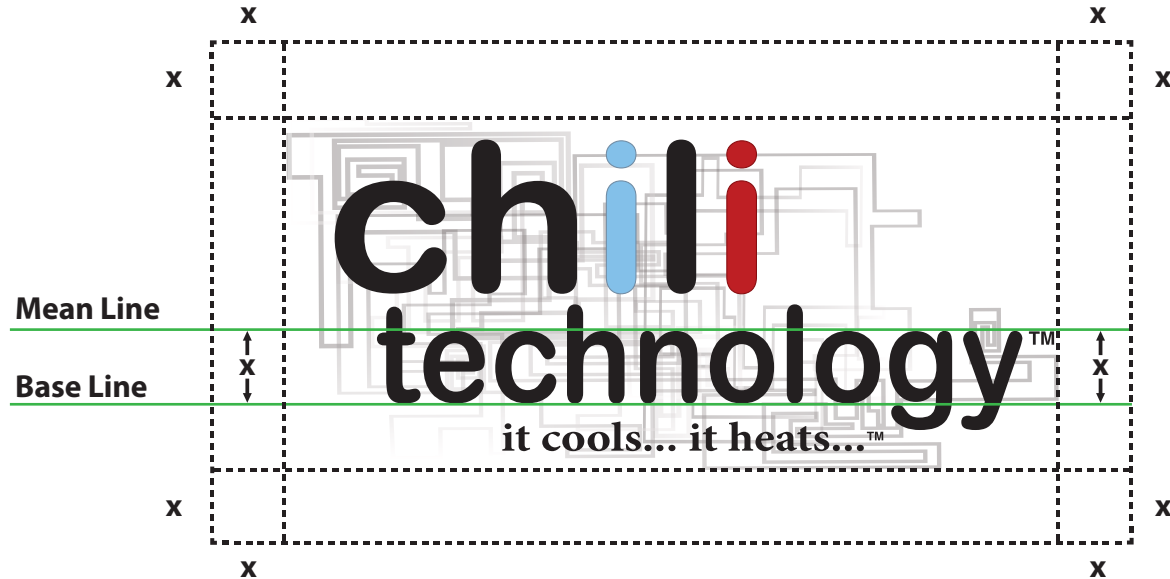
The TM should appear in both large and small logos. Position and size is outlined below.



Minimum Clear Space

Breathing Room

The minimum clear space around the logo is equal to the height of the letters in the word “technology”, 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.



Background Colors

White is Right

The logo should only be presented on a white background. If the need arises, the logo can be placed on another color, but the background color must always be a light color. Chili Technology corporate headquarters must approve in advance any background color other than white. The background color can never be any shade of red or blue to avoid conflicting with the "ili" in Chili. With prior permission, the logo may appear on a grey or silver background, but the color must be lighter than our "Chili Silver" (Pantone 420). The logo should never appear on any grey darker than Pantone 420 or on black. Do not "reverse" the logo (changing black letters to white letters).



chili
technology™
it cools... it heats...™

