



ENGINEERING POLYMERS



## TRADEMARK USAGE GUIDE

The TORZEN® brand is a valuable asset of INVISTA and is pending registration with several trademark offices around the world. These trademark guidelines are mandatory and essential for proper trademark protection.

The TORZEN® brand has been developed for use with the sale of a wide range of products, described in the following section. The brand may only be used in conjunction with the sale of quality goods and with the express permission of INVISTA.

These guidelines apply to any printed or electronic presentation of the TORZEN® or TORZEN Marathon™ trademark, including, but not limited, to:

- Communication materials: press releases, product literature, customer presentations
- Trade and consumer advertising
- Billboard and tradeshow exhibits
- Product labeling and packaging associated with goods which satisfy INVISTA's global quality standards and, in some cases, pursuant to a signed license agreement

## Legal Line for Trademark Usage



TORZEN® is a trademark of INVISTA.

*If used with the TORZEN Marathon™ logo, please use the following legal line:*

TORZEN® and TORZEN Marathon™ are trademarks of INVISTA.

*If used with the INVISTA or INVISTA EP logo, please use the following legal line:*

TORZEN®, TORZEN Marathon™ and INVISTA and Design are trademarks of INVISTA.

## TORZEN® resin Description

TORZEN® resins are high-performance nylon 6,6 polymers, polymer compositions, chemicals or unprocessed plastics used in the manufacture of automotive, electrical, electronic, industrial and consumer products.

TORZEN® resin can be found in applications such as car parts, cable ties, electrical connectors and window profiles.

Trademark guidelines for many commonly used INVISTA trademarks are available from INVISTA. If you have questions, contact the INVISTA Intermediates marketing communications team.

## Logo & Colors

The logo mark is for use in non-text media, including websites and presentations for advertising and brand awareness. The logo trademark is to be depicted in black and white or in color as follows:



**Spot Color:**

■ Pantone 194 C

■ Pantone 429

**Process Color:**

■ C0 M100 Y64 K33

■ C21 M11 Y9 K23

■ R171 G6 B52

■ R162 G170 B173



Black and White  
Black



Reversed  
White



The color values identified in this document are for reference only. TORZEN® brand logos are trademarks of INVISTA and may not be recreated. Approved TORZEN® brand logos should only be obtained from the INVISTA Intermediates marketing communications team or downloaded from SharePoint. If you have questions, contact the INVISTA Intermediates marketing communications team.

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## Logo Size and Shape

### Minimum Size

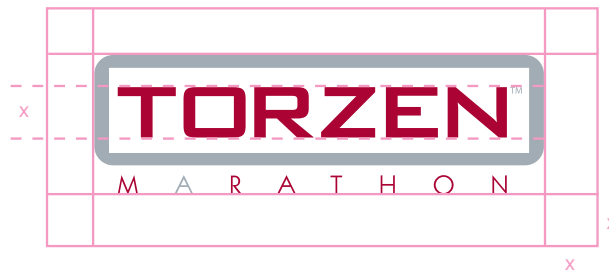
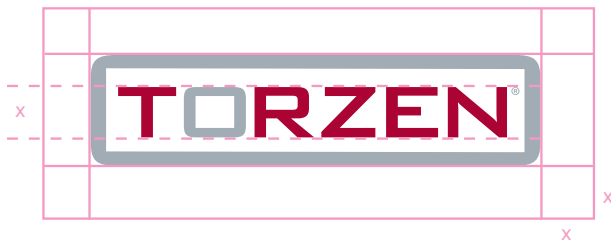


.5" (1.27 cm)



1" (2.54 cm)

### Minimum Clear Space



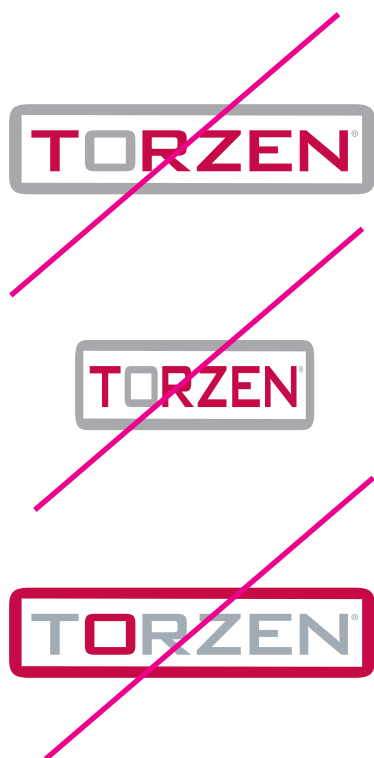
The minimum clear space around the logo is equal to the height of the capital "T" in the TORZEN<sup>®</sup> resin logo, separating the logo from the main body of text and any third-party logos or word marks.

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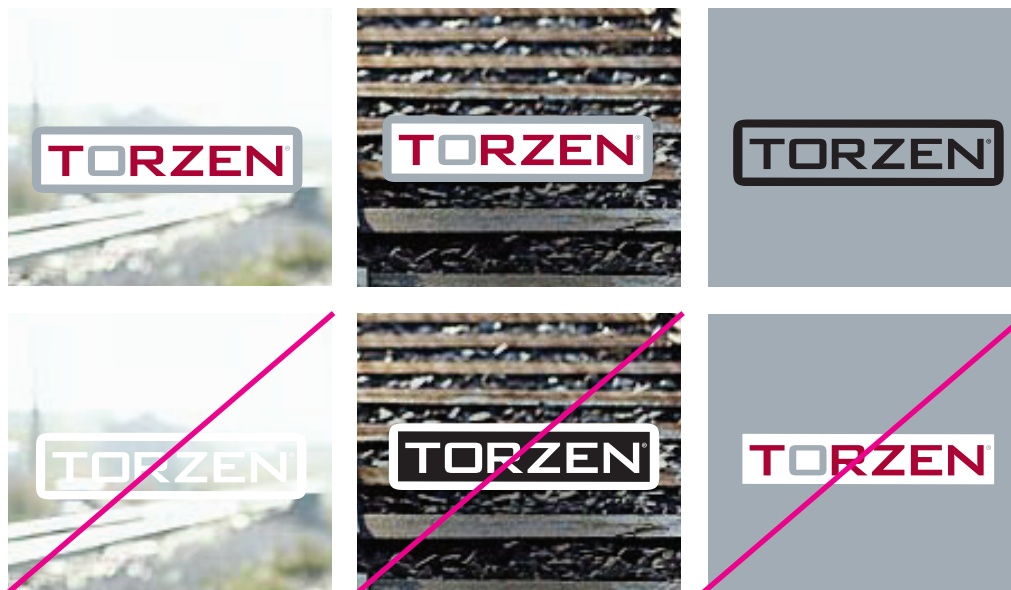
## Use of Logo

The logo may only be reproduced from artwork supplied by INVISTA.

The TORZEN® resin logo may be used only in its flat, undistorted form. It may not be altered, manipulated or embellished.



The full-color logo, made up of the approved identity colors for the TORZEN® logo mark on a white background, should be used as often as possible to build brand recognition. It is also acceptable to use a version of the full-color logo on other solid, complementary background colors, provided there is sufficient contrast. In instances where you are limited to one color, the logo may appear in black. It may also reverse to white if there is sufficient contrast. The full-color logo may appear over a photograph only if that area of the photograph provides sufficient contrast. The logo may also drop out to black or white from a photograph if there is sufficient contrast. Examples of possible uses are pictured below.



## Rules for Best Trademark Usage

INVISTA's trademarks are assets that create significant value for INVISTA as well as our customers. The goodwill that is generated from the performance of our products supports the integrity of our trademarks. You can help keep our trademarks safe and strong by remembering to follow these simple rules.

1. **SHOW REGISTRATION STATUS.** The TORZEN® brand is currently registered or pending registration in a number of jurisdictions around the world. Always use the superscript ® with the trademark. If you have questions in this regard, please contact INVISTA Trademark Legal.
2. **USE CORRECT GENERICS.** Use the correct generic term for the trademark every time. The generic is the noun that defines the type of goods or services for which the trademark refers. The generic must never be made distinctive; keep the generic in lowercase.

Most often, the TORZEN® brand will use the generic “resin”, but other approved generics are shown below. (The examples reflect accepted format and examples shown are typical. Full product line includes additional products).

- TORZEN® resin
- TORZEN® polymer
- TORZEN® nylon (or nylon 66, polyamide 66, etc.)
- TORZEN® G3300HSL PA66
- TORZEN Marathon™ G3000XHL resin
- TORZEN® brand (use only when referring to the brand/trademark itself rather than the product)

3. **A TRADEMARK IS AN ADJECTIVE.** A trademark should never be used as a noun, synonym, verb or adverb, be hyphenated or pluralized, used in the possessive, or split at the end of a line of text. Never combine the TORZEN® trademark with brands of other companies unless specifically provided for in a signed trademark license or other type of agreement for a co-branding project. Additionally, check with IP Legal before incorporating the TORZEN® trademark in a domain name, e-mail address, metatag or URL.
4. **REQUIRE AUTHORIZATION FOR OUTSIDE USE.** Trademarks are INVISTA assets and it is important that those outside INVISTA who use our trademark assets acknowledge and respect our ownership. The trademark must be used only in the exact form in which it is registered or as adopted for use by INVISTA; do not alter the trademark. Customers who wish to use our trademarks in any other way must request a trademark license.