



A-BUS® Logo, Patent and Trademark Technical Guidelines for Correct Usage



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Style Guide

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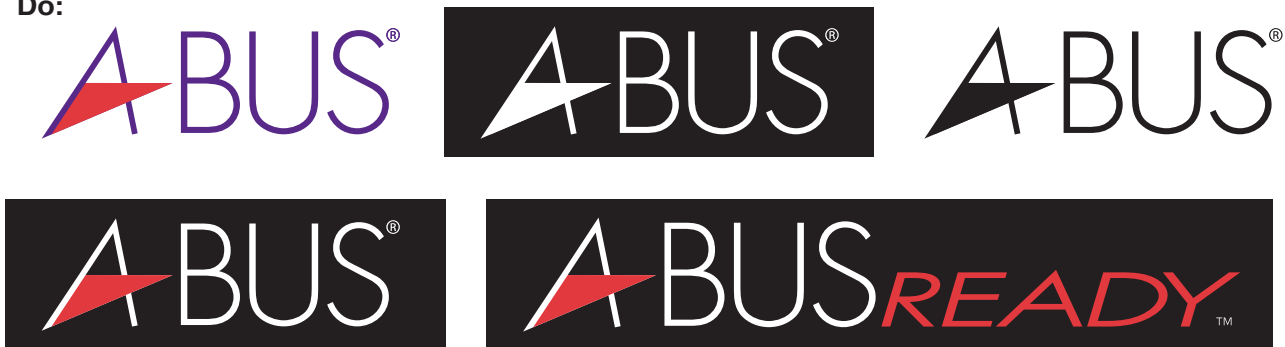
Brand and Logo Guidelines

To optimize brand impact and maintain a consistent visual presence the following guidelines should always be adhered to whenever using the A-BUS® logo, both by LeisureTech and also their partner organizations.

Correct and Incorrect Usage

Logos may only appear in the colours stated below, black, white on a background, reverse white or reverse black. In some cases other colours may be approved by the LeisureTech marketing department however this requires written approval.

Do:



Do not:



The logo should not appear in colours other than those specified within this document.



The logo should not have its shape altered in any way nor have any part moved or changed.



The logo should not be applied to visually cluttered backgrounds.



Only original artwork should be used - poor quality versions are not acceptable.

In addition the following may not be done to the A-BUS® logo: Change or modify the font or typeface, Add to or duplicate any part of the logo, Add any words, descriptive or otherwise to the logo

Colour Packaging, Brochures and Advertising

An A-BUS logo (or approved variation) is required in brochures, carton art and advertisements. A logo or properly formatted text is required in manuals and product labels.

A-BUS® logo, when present in colour literature, should appear in the following colours:

A-BUS® logo text should appear in PMS 2603 (purple) as shown below:

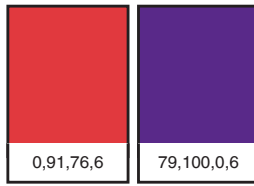
A-BUS® logo a-flag should appear in PMS 186 (red) as shown below:



Spot Colour Inks, Pantone (PMS)



4-Colour Process (CMYK)



The 4-colour process (CMYK) breakdown of these colours is as follows.

Purple: C=79, M=100, Y=0, K=6

Red: C=0, M=91, Y=76, K=6

Product Screen Print Requirements – A-BUS and A-BUS/READY (PMS)



A-BUS® logo must appear in a visible area on all products as follows:

Amplified Control Modules: A-BUS® logo must appear on face of product.

Surface Mount Hubs: A-BUS® logo must appear on any side where connections are made.

In-Wall Mount Hubs: A-BUS® logo must appear on face of product.

Power Supplies: A-BUS® logo must appear on side with part number.

Source Equipment: A-BUS® logo must appear on front panel of product and A-BUS/READY™ on rear of product where A-BUS® connections are made.

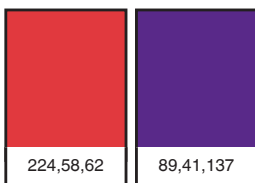
Logo must not be smaller than those of other licensed technologies.

A-BUS® logo, when appearing on A-BUS® products shall be no smaller than 13.37mm (.526") Width by 4.33mm (.17") Height

A-BUS® logo, when appearing on Source Equipment shall be no smaller than 13.37mm (.526") Width by 4.33mm (.17") Height



Digital (RGB)



When used in an electronic medium RGB colours are as follows.

Purple: R=89, G=41, B=137

Red: R=224, G=58, B=62

Web (HTML)



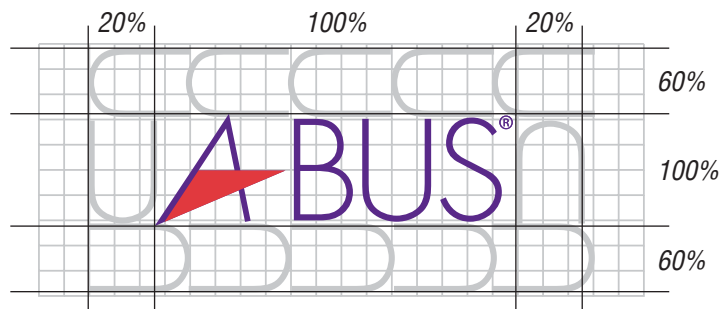
When used in websites colours are as follows.

Purple: 592989

Red: E03A3E

Protection Space

To avoid the loss of brand impact a protection space needs to be created around the logo to ensure it is not overwhelmed by other graphical elements.



Appendages and Descriptors

A-BUS uses a number of descriptive words to identify product ranges and functions. These include A-BUS Ready, A-BUS Active, A-BUS Direct, A-BUS Custom, A-BUS Systems and A-BUS Intercom. No other descriptive words are to be added to "A-BUS" by licensees unless directed by LeisureTech.

Descriptors to A-BUS other than brand name should not be capitalized to imply a proper name. For example, an adjective like "deluxe" might be used in lower case as a descriptor for a new or upgraded A-BUS product but should not be capitalized.

The A-BUS name should not be used in a comparative way, for example a non-A-BUS product should not be described as "A-BUS-like" or "as good as A-BUS" or "just like A-BUS" and product should not be described as "A-BUS compatible" without prior approval and testing by LeisureTech.

NOTE: For products in production prior to 1 December 2006 application may be made to LeisureTech for a period of exemption from compliance with these guidelines.

Accepted Logo Appendages

Vertical A-BUS/READY™ logo, when present in colour literature, should appear in the following colours:



Horizontal A-BUS/READY™ logo, when present in colour literature, should appear in the following colours:



When appearing on source equipment connections shall be no smaller than 8.01mm (.315") Width by 3.92mm (.154") Height



When appearing on source equipment connections shall be no smaller than 16mm (.63") Width by 2.55mm (.1") Height



A-BUS/DIRECT™ logo, when present in colour literature, should appear in the following colours:



Literature

Where A-BUS® is referred to in instruction manuals, brochures, printed advertisements and any other documents or literature the following guidelines shall be observed:

The A-BUS® logo, when used within a body of text shall appear at no less than 10-point type size and shall be followed by a “®”.

The word “A-BUS”, when written in non-logo form must be in ALL-CAPS and be followed by a “®”. When written in non-logo form “A-BUS/READY™” must be in ALL-CAPS with a “/” between A-BUS (10pt min.) and READY (9pt min. 90% of A-BUS) followed by a “™”.

Whenever using the A-BUS logo, the following legal text shall be stated at the end of the document: “A-BUS is a registered trademark of LeisureTech Electronics Pty Ltd”

Patent Marking

All A-BUS® products are to be marked with a patent notice on the outside chassis or rear of the unit as follows:


“A-BUS US Patent # 7,181,023, 6,389,139
A-BUS EP Patent # 1004222”


Patent notice to be legible to the naked eye. Patent notice to be included on all source equipment, amplified control modules, surface mount hubs and in-wall mount hubs. A patent notice shall also be included on packaging, brochures and instruction manuals to the following effect:

“This product may be covered by one or more of the following A-BUS patents US 7,181,023; 6,389,139; EP 1004222; AU 739808; NZ 502982; MX 241196; CA 2301062.”



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LTEABSTB Rev: 3.21 3/6/08 A-BUS® is a Registered Trademark of LeisureTech Electronics Pty Ltd Sydney, Australia.

LeisureTech reserves the right to vary or add to this document and issue replacement guidelines, with appropriate lead period, from time to time.