

### Branding Guidelines

#### Summary

This branding guideline has been put together for our authorized Solinst distributors, to maintain branding consistency as well as to stay in compliance with third party Marketing Guidelines. This document is meant to be a reference only as it relates to the Solinst Levellogger App and Levellogger App Interface. When marketing either the App or the Interface, it is recommended that you also consult the marketing guidelines for Apple®, Cisco and Bluetooth SIG, as regulations may change over time.



#### Solinst App Name:

Solinst Levellogger App

When referencing the Solinst Levellogger App, you must mention that it is designed for iPhone®, iPad® and iPod touch® (lower case “t” for “touch”) in a prominent position in your marketing materials, using the registered ® mark in the appropriate place as seen in this text.

The below legal disclaimer information must be on the marketing material in a subordinate position to the rest of the messaging.

\*Apple, iPhone, iPad, iPod touch, and iPod are trademarks of Apple Inc., registered in the U.S. and other countries. iPad mini is a trademark of Apple Inc.

### Solinst Hardware Device Name:

#### App Interface for the Levellogger



When referencing the App Interface device, you will notice that we use the combined Made for iPhone®, iPad®, and iPod touch® logo on our packaging. The legal disclaimer below and the “Made for” logo must be placed in a sub-ordinate position to the branding on the marketing material, allowing sufficient space around the logo.

Made for

iPod iPhone iPad

Made for: iPhone 5, iPad (4th generation), iPad mini, iPod touch (5th generation)

“Made for iPod,” “Made for iPhone,” and “Made for iPad” mean that an electronic accessory has been designed to connect specifically to iPod, iPhone, or iPad, respectively, and has been certified by the developer to meet Apple performance standards. Apple is not responsible for the operation of this device or its compliance with safety and regulatory standards. Please note that the use of this accessory with iPod, iPhone, or iPad may affect wireless performance.

### Apple App Store<sup>SM</sup> Badge Artwork

When using the App Store badge artwork, please always place it in a subordinate position, allowing sufficient space around the artwork. The following legal disclaimer must be also visible.



App Store is a service mark of Apple Inc.

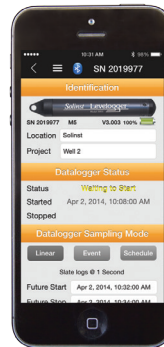
### iOS:

The App is designed to support iOS 7.

When referencing iOS in your marketing copy, please ensure you are adding the following legal disclaimer.

iOS is a trademark or registered trademark of Cisco in the U.S. and other countries and is used under license. Other trademarks and trade names are those of their respective owners.

### Apple Device Artwork:



In your distributor login account, we have provided all of the necessary App Screen shots and iPhone5 and iPad device artwork images for you to use in your marketing materials.

‘Do not overlap Apple device images and/or advertise any other mobile device companies on the same marketing materials.’ Do not place any promotional buttons or text over the artwork. Use all Solinst provided artwork as is, without any modification. If presenting both the iPhone and iPad artwork on the same marketing materials, ensure the relative scale of both units are correct. This can be achieved by always making sure the physical button radius on the bottom of both devices are at the same scale in your artwork.

### Bluetooth:

When using the Bluetooth® name and/or logo, please always leave enough room around the logo and ensure the ® symbol is being used.

The below legal disclaimer information must be on the marketing material in a subordinate position to the rest of the messaging.



The Bluetooth® word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. and any use of such marks by Solinst Canada Ltd. is under license.