



SOLAOne™ Trademark and Logo Guidelines



Introduction

The following guidelines are provided to instruct you in the correct use of the SOLAOne trademark logo and attendant graphics and copy statements. Correct usage will protect the brand and assure that you are associated with a quality product.

SOLAOne is a premium product, representing the latest in progressive lens design technology and manufacturing techniques. It is important that all uses of the product name and imagery reinforce this premium image.

These guidelines are neither optional nor arbitrary. They form a coordinated and precise style necessary to achieve a high level of recognition for SOLAOne and the SOLA brand in the market. Ultimately, this benefits everyone who sells or uses SOLAOne progressive lenses.

SOLAOne Trademark

SOLAOne is a trademark of SOLA International. The application process for registration is underway; until the application is accepted, SOLAOne should always be followed by the ™ symbol the *first time* it is used on any page. (It is also acceptable to use the ™ symbol after every use of the SOLAOne name.)

Whenever the name is referred to in text, it must always be one word. The first five letters must always be capitalized, and the last two must always be lowercase.

Correct: SOLAOne™

Note: When referring to SOLAOne™ with Teflon® EasyCare Lens Coating, be sure to follow the Teflon® EasyCare trademark and logo guidelines.

Incorrect:	SOLA One	Solaone
	SOLAONE	SolaOne
	SOLAone	SOLA1
	SOLA1One	SOLA 1

SOLAOne legal line

Whenever you make reference to SOLAOne, you must also feature a legal line that explains the trademark. The legal line to include in all materials is:

SOLAOne is a trademark of SOLA International, Inc.



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We request that you submit all materials developed with the SOLAOne trademark and logo to SOLA International for approval prior to use.

Fax submissions to:

Jeff Hopkins
SOLA Marketing Dept.
707-763-4663

Or e-mail electronic files to:
jhopkins@sola.com

SOLAOne logo

The SOLAOne logo exists in black and white and color versions, with and without the words “Progressive Lenses” underneath the logo. We strongly recommend that you use the color version in any material printed in four colors.

You may use the logo with or without the words “Progressive Lenses” at your discretion. If it is clear from context that the lens is a progressive (as in a price list), we recommend that you use the logo without the accompanying words. In other cases, we recommend you use the version with the words, especially in the first year after product launch. It is acceptable to translate “Progressive Lenses;” e.g., *Lenti Progressive* (Italian), as long as the font (Futura), type size and weight are maintained.

The logo colors are:

Blue PMS 645 and Cool Gray 9. The number “1” is a 35% screen tint of PMS 645.

The CMYK color breakdown is:

56% C 12% M 0% Y 18% K for the blue and 65% K for the gray.

These logos are to be used for color printed material:		
These logos are to be used for black and white print formats that support grayscale printing:		
For special cases <u>only</u> . This logo (without the number “1”) is to be used in pure black and white print formats where grayscale is not available (e.g., tampo print onto a Rx lens).		



The logo may not be altered, distorted, reportioned or manipulated in any way, except to make the image proportionately larger or smaller.