



Full Legal Line: ©20XX Applied Bolting Technology, LLC | DuraSquirt®, Squirter®, and the Applied Bolting Technology® logo are registered trademarks of Applied Bolting Technology®, LLC.

Shortened Legal Line: ©20XX Applied Bolting Technology, LLC.

General rules for the use of Applied Bolting Technology® Logos, Trademarks, and Word Marks.

1. Always use these guidelines when referring to the company name and products

- A. Applied Bolting Technology, LLC = company name.
- B. Applied Bolting Technology® = when referring to products.
- D. Applied Bolting = strictly conversational.
- E. ABT = only for file and document naming.

2. Always apply the trademark symbols (™ or ®) the first time the following trademarks are used in a headline and the first time they appear in body text on a page: Applied Bolting Technology®, Squirter®, DuraSquirt®, the best way to bolt!™, Squirt-Type™, Squirt™, See that the bolts are tight™, Visual Verification of Bolt Tension® (fig 1). If marketing materials are specifically directed to consumers outside the United States, check with legal to confirm the correct trademark markings to use in individual countries.

3. Always write the Applied Bolting Technology®, Squirter® DTI, and DuraSquirt® DTI word marks in Initial Caps, the best way to bolt!™ is always in lowercase letters.

4. Always include product names in the legal line if they appear in the collateral material.

Applied Bolting Technology® Brand Rules and Guidelines

1. Always use the official Applied Bolting Technology®, Squirter® DTI, and DuraSquirt® DTI logos found in the most current VIS folder.

2. Always use the official Applied Bolting Technology® colors when printing or using digitally.
3. Always scale the Applied Bolting Technology™, Squirter® DTI, and DuraSquirt® DTI logos proportionately.
4. Always protect the border of the Applied Bolting Technology®, Squirter® DTI, and DuraSquirt® DTI logos by leaving at least 1/5 of the logo's height surrounding the logo. Please refrain from placing logos on a busy background.
5. Always square the Applied Bolting Technology®, Squirter® DTI, and DuraSquirt® DTI logos to the page and do not tilt, angle, or bend them. If this is needed for stylistic purposes, please secure internal approval.
6. Always place the Applied Bolting Technology®, Squirter® DTI, and DuraSquirt® DTI logos and co-promoter or partner logos separately, preferably placing the non-Applied Bolting Technology® logo(s) vertically, horizontally, or diagonally across from the Applied Bolting Technology™, Squirter® DTI, and DuraSquirt® logos.
7. Never use the Applied Bolting Technology®, Squirter® DTI, and DuraSquirt® DTI logos in a size smaller than the minimum permissible size:
Print: 8 mm tall, Clothing/fabric: 8-13 mm tall, Web: 25 pixels tall
8. Never use orange as a background color behind the full-color Applied Bolting Technology®, Squirter® DTI, and DuraSquirt® DTI logos.
9. Never crop the Applied Bolting Technology®, Squirter® DTI, and DuraSquirt® DTI logos.
10. Never display the Applied Bolting Technology®, Squirter® DTI, and DuraSquirt® DTI logos upside-down.

11. Never cover the Applied Bolting Technology®, Squirter® DTI, and DuraSquirt® DTI logos.

12. Never integrate the Applied Bolting Technology®, Squirter® DTI, and DuraSquirt® DTI logos with the co-promoter or partner logos.

13. Always use Applied Bolting Technology® Orange #f47c27 when visually representing material found in the well of our direct tension indicating washer. See our brand guidelines for details on the use of Applied Bolting Technology® Orange.

Please Note That:

1. The black and white (monochrome) or solid color versions of the Applied Bolting Technology®, Squirter® DTI, and DuraSquirt® DTI logos are for secondary use only and may only be printed on a white or light-colored background. Exceptions to this guideline can be made on a case-by-case basis but require approval. The white versions of the logos can be used for darker backgrounds for improved visibility.

2. The black and white Applied Bolting Technology®, Squirter® DTI, and DuraSquirt® DTI logos should only be used for embossing or single-color printing.

3. For print under the 8 mm permissible minimum, we suggest using the Applied Bolting Technology®, Squirter® DTI, and DuraSquirt® DTI word marks. For internal approvals or questions, contact:

robw@appliedbolting.com - 802.460.3100