

Carestream

CHANNEL PARTNERS BRAND MARK GUIDELINES

Carestream's Channel Partners play an important role in our marketing efforts. They advertise, display and help promote Carestream products. Although they play an important role in sales, they are not part of the Company. Channel Partners must enter into a Channel Partners Agreement in order to use Carestream corporate trademarks to promote Carestream products. The use of Carestream trademarks enables business success and ultimately, Carestream's. To leverage these benefits and to protect proprietary rights, Channel Partners must understand what constitutes proper use.



Color Palette

The Channel Partners Brand Mark can be represented as:

- TWO-COLOR – CARESTREAM ORANGE and GRAY
- ONE-COLOR – BLACK

When do I use which Brand Mark?

The TWO-COLOR version should be used on all printed collateral, online ads and partner websites. The ONE-COLOR version is for use when limited colors are available for printing. In today's digital, on-demand printing environment, the TWO-COLOR version is not only easy to replicate, but also cost-feasible.



Primary		Secondary	Background
Pantone 158C C 0 R 245 M 61 G 128 Y 97 B 37 K 0 HEX #F58025	Gray C 0 R 109 M 0 G 110 Y 0 B 113 K 70 HEX #F58025	Pantone Black C C 0 R 000 M 0 G 000 Y 0 B 000 K 0 HEX #000000	White C 0 R 255 M 0 G 255 Y 0 B 255 K 0 HEX #FFFFFF

Brand Mark Clear Space

What is clear space and why is it important?
Clear space visually separates the Brand Mark from other elements surrounding it on the page. It allows the Brand Mark to stand out and ensures visual integrity.

To create maximum visual impact for the Brand Mark, always maintain an area of clear space around the Brand Mark equal to the height of the "C" in Carestream.



Brand Mark Use on Collateral

Channel Partners may use the Channel Partners Brand Mark only in direct association with names, illustrations or photographs of Carestream products and services. When deemed strategically important, the Brand Mark may reside on the front side of a piece. In all situations, be certain to maintain minimum clear space from other graphic elements. w

Only use the Carestream Masterbrand Mark in direct association with Carestream products, services, sub-brand names, illustrations or product imagery.



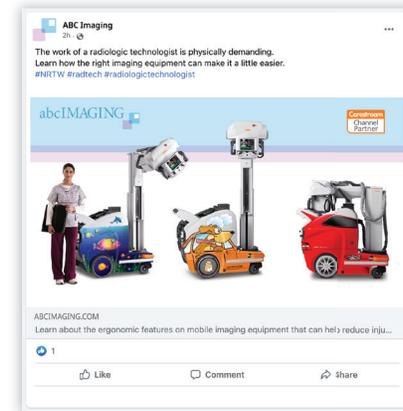
Print



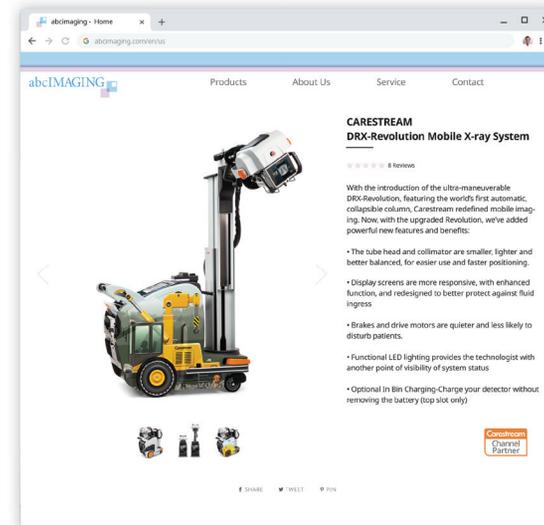
Carestream Master Brand Mark



Carestream Channel Partners Mark



Social Media



Web

Incorrect Usage

- 1 Trademarks may not be joined together in a way that could mislead or confuse the public as to the relationship of an Channel Partners to Carestream.
- 2 Do not alter or add elements to the Carestream Masterbrand Mark, the Channel Partners Brand Mark or to Carestream imagery.
- 3 Incorrect usage of the Carestream Masterbrand Mark compromises the integrity of our identity. To ensure accurate and consistent reproduction of the Carestream Masterbrand Mark, never alter, add to or attempt to recreate the Carestream Masterbrand Mark. Channel Partners CANNOT use the Carestream Masterbrand Mark as a stand-alone logo.
- 4 Do not use design elements or create logos or slogans that are similar to those used by the Carestream Masterbrand Mark.
- 5 Do not visually link the Carestream Masterbrand Mark or the Channel Partners Brand Mark with any other company name, logo, trademark or service.

Channel Partners CANNOT use the Carestream Masterbrand Mark as a stand-alone logo.



Brand Mark Use on Letterhead/Business Cards

The Channel Partners Brand Mark can be added to business cards and letterhead as shown in the examples. Either the TWO-COLOR or ONE-COLOR version of the Brand Mark can be used.

Trademarks MAY NOT be joined together in a way that could mislead or confuse the public as to the relationship of an Channel Partners to Carestream. Be sure to adhere to minimum clear space and size requirements.

Also adhere to the Brand Mark color palette when using the Brand Mark on these business forms.



Incorrect Usage in Tradeshow Displays

The Carestream Masterbrand Mark CANNOT be used to brand an Channel Partners tradeshow booth. Only the approved Channel Partners Brand Mark may be used. The Brand Mark should always appear on white with proper clear space.

Only use the Carestream Masterbrand Mark in direct association with Carestream products, services, sub-brand names, illustrations or product imagery.

Do not visually link the Carestream Masterbrand Mark or Channel Partners Brand Mark with any other company name, logo, trademark or service.

Do not use design elements or create logos or slogans that are similar to those used by Carestream.



Incorrect Brand Mark Usage

Only use the approved Channel Partners Brand Mark – all other marks, logos or symbols should not be developed and used in place of the approved Channel Partners Brand Mark.

The Brand Mark must NEVER be altered in any way. Always use the Brand Mark electronic artwork that has been approved for use.

On this page are a few examples of incorrect usage of the Channel Partners Brand Mark.

Products may bear one or more Carestream trademarks, trade names or brand names (“Marks”). Channel Partners may not remove, alter or otherwise modify or conceal any Marks on the Products, nor may Channel Partners add any marks to the Products. Channel Partners may use the Marks in advertising but only where the advertising directly refers to the Products or references Channel Partners as a Channel Partner of such Products. Channel Partners shall use the Marks in accordance with the guidelines set forth at www.carestream.com/brand, which may be updated from time to time. If Carestream at any time objects to Channel Partners’s use of the Marks or Channel Partners references, Channel Partners shall correct the usage as soon as commercially reasonable but no later than the next revision of such materials. Carestream retains all rights to the Marks not expressly conveyed to Channel Partners by this Agreement. Channel Partners may not use, or license others to use, the Marks on, or in connection with, any goods or services (including, but not limited to, promotional and merchandising items), other than the Products.



Do not reproduce the Brand Mark using unauthorized colors.



Do not place the Brand Mark over images.



Do not create your own version of the Brand mark



Do not reproduce the Brand Mark in gray scale.



Do not recreate the Brand Mark using a different font.



Do not add any text or graphic elements to the Brand Mark.



Do not use drop shadows or other graphic embellishments on the Brand Mark.



Channel Partners CANNOT use the Carestream Masterbrand Mark as a stand-alone logo.



The Brand Mark CANNOT be closely linked to other graphics or logos.