

# Guidelines for Reproducing and Using the Briggs® Visual Identities

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Briggs Industries, Inc., has introduced an updated company-wide Visual Identity Program designed to standardize and more uniformly represent and promote all Briggs® products. A distinctive yet consistent company-branding program is critical in helping Briggs represent its broad spectrum of plumbing fixtures to diverse audiences.

Careful consideration was invested in the creation of these new logos, with input from the marketing department and collaboration with a professional marketing and design firm. This Briggs Visual Identity Standards Manual is designed to assist everyone in proper use of the company's corporate marks.

All Briggs identity marks are the property of Briggs Industries, Inc. Federal trademark law requires that the use of any trademark be monitored in order to maintain legal claim to that mark. The rules outlined in this publication are necessary to protect and oversee those identity marks.

These visual identity rules apply to anyone who might use a Briggs identity mark: all divisions, offices, printers and any outside vendors. If you have questions regarding company logo usage, contact Mauricio Lavandero.

Thank you for your assistance.

## Briggs® Logomark Typography

ITC Eras is a classic sans serif font that will not clash with the Briggs logo signature. This font is also available in italics for use where word emphasis is desired. Formatting with display type should be done with care. Headlines or titles in all caps tend toward formality. Upper and lower case display appears more conventional. Either might appear more or less attractive depending on the nature of the message or the specific configuration of characters it contains.

### **ITC ERAS**

**ABCDEFGHIJKLMN**

**OPQRSTUVWXYZ**

**abcdefghijklmn**

**opqrstuvwxyz**

**1234567890**

## Briggs® Headline Typography

ITC Franklin Gothic Demi Compressed is recommended for display (headline) usage. ITC Franklin Gothic Demi Compressed is a classic sans serif font that is compatible with Palatino and Times Roman. Formatting with display type should be done with care. Headlines or titles in all caps tend toward formality. Upper and lower case display appears more conventional. Either might appear more or less attractive depending on the nature of the message or the specific configuration of characters it contains.

### ITC Franklin Gothic Demi Compressed

**ABCDEFGHIJKLMN**

**OPQRSTUVWXYZ**

**abcdefghijklmn**

**opqrstuvwxyz**

**1234567890**

## Briggs® Typography

ITC Franklin Gothic is recommended for text usage. ITC Franklin Gothic is a highly legible font, and with adequate leading (line spacing) offers fatigue-free reading of large amounts of material. Flush left/ragged right formatting is preferred for narrower column widths to ensure proper character and word spacing. Justified blocks of type tend to appear more formal, less dynamic. Center stacking can be appropriate for short amounts of copy such as announcements or invitations.

### ITC Franklin Gothic Demi

**ABCDEFGHIJKLMN**

**OPQRSTUVWXYZ**

**abcdefghijklmn**

**opqrstuvwxyz**

**1234567890**

### ITC Franklin Gothic Book

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

1234567890

## Briggs® Typography

Times Roman is another font recommended for text usage. Times Roman is also a highly legible font that offers the same flexibility as Palatino. Flush left/ragged right formatting is preferred for narrower column widths to ensure proper character and word spacing. Justified blocks of type tend to appear more formal, less dynamic. Center stacking can be appropriate for short amounts of copy such as announcements or invitations. Generally, the lighter standard Times Roman font weight is more readable for text copy and should be set in regular format, with italic used for emphasis. The heavier weight of Times Roman Bold is effective for emphasis and subheads.

### Times Roman

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

1234567890

### *Times Roman Italic*

*ABCDEFGHIJKLMN*

*OPQRSTUVWXYZ*

*abcdefghijklmn*

*opqrstuvwxyz*

*1234567890*

## Briggs® Color Change

New Blue: PMS 647



Old Blue: PMS 2935



# 2.1

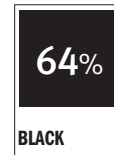
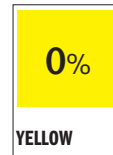
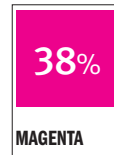
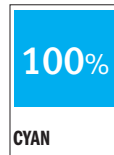
## Briggs® Color Pallet

When reproducing the Briggs Logo or supporting logos, color may be used in any of four ways:

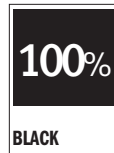
PMS 647 blue



As four-color process where the screen mix for the blue mark is 100 percent cyan, 56 percent magenta, 0 percent yellow, and 23 percent black



In solid black



Reversed out of a solid color or photo with sufficient contrast for strong legibility of the logomark.



Briggs® Logo



Filename: Briggs(B).eps



Briggs® Logo



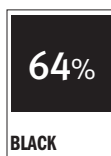
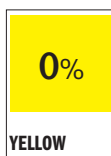
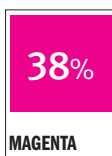
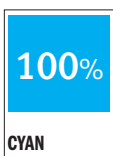
Filename: Briggs(420).eps



## Briggs® Logo



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Briggs® Logo



Filename: Briggs(B50).eps



@ 50%

Briggs® Logo

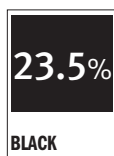
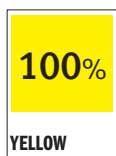
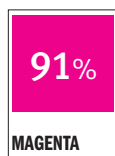
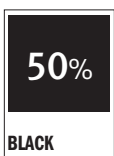
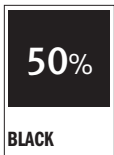


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## Briggs® Logo



Filename: Briggs\_Canada.eps



Briggs® Tagline

Design | Technology | Innovation

Design | Technology | Innovation

Design | Technology | Innovation

Filename: DTI(B).eps



Briggs® Tagline

Design | Technology | Innovation

Design | Technology | Innovation

Design | Technology | Innovation

Filename: DTI(W).eps

Vacuity® Logo

**VACUITY®**

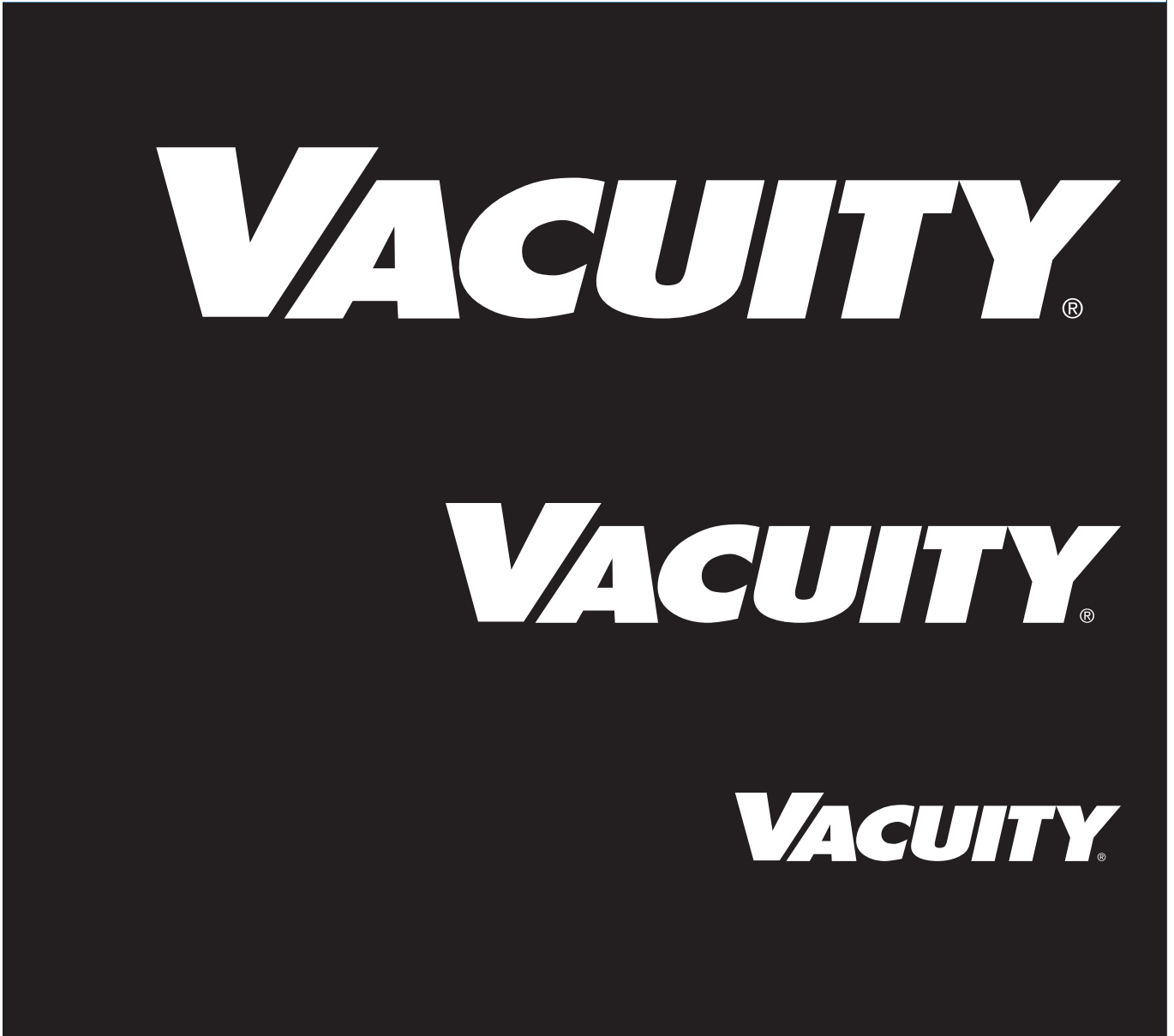
**VACUITY®**

**VACUITY®**

Filename: Vacuity(Black).eps



Vacuity® Logo



Filename: Vacuity(White).eps

Vacuity® Logo

**VACUITY**®

**VACUITY**®

**VACUITY**®

Filename: Vacuity(647).eps



## Powerful One Flush Performance Logo

***Powerful ONE FLUSH Performance!***

***Powerful ONE FLUSH Performance!***

Filename: Powerful\_1\_flush(Black).eps



Powerful One Flush Performance Logo

***Powerful ONE FLUSH Performance!***

***Powerful ONE FLUSH Performance!***

Filename: Powerful\_1\_flush(White).eps

PowerVac™ Logo

**PowerVAC™**

**PowerVAC™**

**PowerVAC™**

Filename: PowerVAC(Black).eps



PowerVac™ Logo



Filename: PowerVAC(Black).eps

PowerVac™ Flushing System Logo

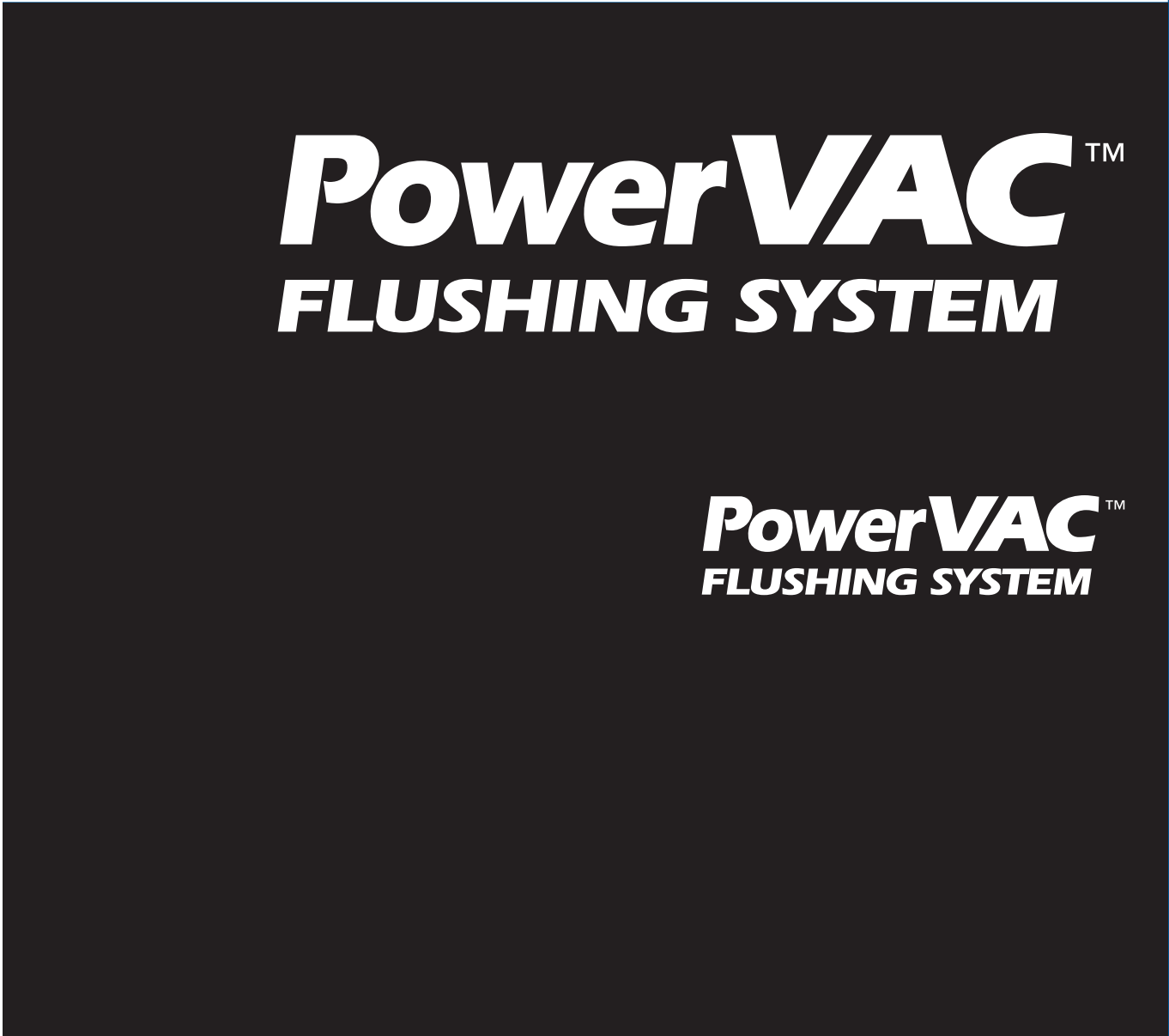
**PowerVAC**™  
**FLUSHING SYSTEM**

**PowerVAC**™  
**FLUSHING SYSTEM**

Filename: PowerVACFlushingSystem(Black).eps



PowerVac™ Flushing System Logo



Filename: PowerVACFlushingSystem(Black).eps

Toilet Express™ Logo



Filename: ToiletExpress(Black).eps



Toilet Express™ Logo



***TOILET EXPRESS***<sup>TM</sup>



***TOILET EXPRESS***<sup>TM</sup>

Filename: ToiletExpress(White).eps

## Trademark Guidelines

When it comes to trademarks, there are two very important things to keep in mind. One, trademarks are valuable. And two, you can lose your exclusive right to a trademark.

Trademarks are one of our most valuable assets. Trademarks signify to purchasers that they are buying quality products from a company with a reputation for smart design, advanced technology and innovation. Our trademarks differentiate us from our competition. Without trademarks, our products would be lost in a sea of similar products.

If we don't use our trademarks, or don't use them properly, we can lose them. It is everyone's obligation—employees, licensees, agents and representatives—to protect them from loss.

To protect trademarks, follow the simple rules listed here. These rules should be followed on:

- Advertising literature
- Business documentation
- Company publications
- Business correspondence
- Displays
- Packaging and labels
- Vehicles
- Audiovisuals

## Trademark Facts

A trademark is any word, name, phrase, logo, symbol, image or device used by a business to uniquely identify itself and its products and services to consumers. A trademark distinguishes one company and its products from those of other businesses.

In the United States, you can claim ownership rights to a trademark by using the ™ symbol on products or on the packaging of products for sale. The ™ symbol is used with a trademark that has not been registered or during registration.

You can obtain additional ownership rights by registering the trademark with the United States Patent and Trademark Office. The ® symbol can only be used when the trademark has been registered.

In most foreign countries, a mark is not a trademark until it has been registered in the country's trademark office, so an unregistered trademark does not provide protection.

A trademark is different than a trade name or copyright. A trade name identifies a company. A copyright is the exclusive right to copy an original creation; copyrights regulate the use of a particular expression of an idea or information.

Trade Name Example: “Briggs Industries, Inc.” is a trade name. (Briggs is a registered trademark of Briggs Industries, Inc.)

Copyright Example: ©2006 Briggs Industries, Inc.

## Proper Use Of Trademarks

To protect our trademarks, we must use them properly. And we must insist that others do the same.

Proper use includes:

- In all headlines, our trademarks are followed by a ® or ™.
- The first time our trademarks are mentioned in body copy, they are followed by a ® or ™.
- A trademark should begin with a capital letter and be followed by a common noun or generic term.

Incorrect Example: Our neighbor bought a Briggs®.

Correct Example: Our neighbor bought a Briggs® lavatory.

- Never customize a trademark by changing the spelling or making it possessive or plural.

Incorrect Example: I am going to buy two Briggs'® sinks.

Correct Example: I am going to buy two Briggs® sinks.

- Trademarks are not verbs.

Incorrect Example: PowerVAC™ that toilet!

Correct Example: Use the PowerVAC™ flushing system on that toilet!

- Trademarks are not nouns.

Incorrect example: The Briggs® flush very well.

Correct example: The Briggs® toilets flush very well.