



Agreement to utilize and publish John Guest promotional artwork, photography, illustrations and trademarks.

Please read the terms outlined below and indicate your agreement to these terms by signing the form and returning it to the John Guest USA, Inc. Marketing Department. [Email: JGUSAMarketing@rwc.com](mailto:JGUSAMarketing@rwc.com)

John Guest USA, Inc. is prepared to grant your company permission for limited use of certain John Guest promotional artwork, photography, illustrations, trademarks, specifications, and promotional verbiage provided that you agree to the following:

1. Your company agrees to use John Guest promotional artwork, photography, illustrations, trademarks, verbiage and specifications for the sole purpose of promoting John Guest products.
2. Our logos must represent our corporate colors and format, on any printed matter, website, etc.:



RWC Blue:
CMYK: 72/0/5/0
Pantone: 306
RGB: 0/190/232
Hex: 00BEE7
RAL: 5012

RWC Dark Blue:
CMYK: 100/86/75/19
Pantone: 2189
RGB: 34/58/69
Hex: 223944
RAL: 5008

White:
CMYK: 0/0/0/0
Pantone: ---
RGB: 255/255/255
Hex: FFFFFFFF
RAL: 9003

Font: Antenna

Associated Weights: Antenna Thin, Antenna Light, Antenna Regular, Antenna Bold and Antenna Black

Please refer to our RWC Sub brand Logo Guidelines on back of page if required.

3. When using any of our registered trademarks on any type of flyer, catalog, advertisement, website, etc., you will include the following statement in a prominent position on every such page OR use the below "An RWC Brand" Logo following the corporate colors above. When using this logo, the Minimum Logo Size is 20mm.

John Guest is a registered trademark of Reliance Worldwide Corporation.



4. Advertising materials produced with John Guest photographs, technical data and promotional verbiage shall not contain competing products. Catalogs and flyers that contain competing products shall not be laid out in a comparison format or side by side, a buffer between John Guest products and competing products must be established.

5. We reserve the right to withdraw this permission if we feel that our materials are not being used in a manner consistent with the terms of this agreement.

These terms are non-negotiable. Please sign below & return to us in order to confirm your agreement.

Company Name: _____

Signature: _____

Name (Please Print): _____ **Date:** _____

RWC Sub brand Logo Guidelines

Sub brand logos

The sub brand logos consist of two elements, the logomark and logotype. The balance between these elements reflects the precision engineering that we apply to our brand products.

These elements are a fixed size and position to one another. They have been designed to be produced at any size.

Scaling and alignment

When multiple subbrand logos are used in conjunction with each other, the logotype 'X height' must be identical. They must either be vertically aligned by the logotype, or horizontally by the logotype baseline.



Horizontal alignment



Vertical alignment