

# COTTON LOGO GUIDELINES

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## NATURAL™ COTTON MARK



The use of the **natural**™ trademark on promotional materials must follow strict guidelines. Below are usage guidelines and examples for (1) the actual trademark, and (2) the word mark in text.

1. (a) When displaying the trademark, the word “natural” should appear in lowercase letters, and should be located to the right of or under the Seal of Cotton trademark. No text or other trademarks should appear in close proximity to the natural™ trademark. The natural trademark should also bear the small subscript TM at the lower right corner of the Seal of Cotton or ® if it is being used on Licensed Products in a country where the trademark is registered.
1. (b) **Dimensions:** The natural™ mark must retain proper dimensions. Change in size of the trademark must not cause elongating or compressing of the dimensions of the mark. Below are examples of “what not to do”
1. (c) **Color:** The “cotton boll” and the word “cotton” must print in the lighter color, preferably white. The approved background color is solid green Pantone 349 C (R/0 G/112 B/60 C/100 M/0 Y/91 K/42). Variations in the shade of green will be permitted only with prior approval by an officer of Cotton. No graphics can “bleed through” this trademark.
1. (d) **Reverse Use:** In reverse printing, such as on dark paper stock, it is incorrect to have the background “screen” in a lighter shade than the “boll” and the word “COTTON”. Therefore, a reverse option (as illustrated below) is acceptable.
2. **Word mark in text:** For reference to the mark in text, the word “natural” should be in bold type, lower case, and must be followed by an appropriate noun, such as “trademark”.

Example: The natural™ trademark provides many advantages . . .

Licensee agrees to identify Cotton’s ownership of the Marks on promotional materials for the Licensed Products as follows:

The Seal of Cotton and natural™ are trademarks of Cotton Incorporated.

## SEAL OF COTTON MARK



The use of the Seal of Cotton trademark on Licensed Products must follow strict guidelines. Below are usage guidelines and examples for (1) the actual trademark, and (2) the word mark in text.

1. (a) When displaying the trademark, no text or other trademarks should appear in close proximity to the Seal of Cotton trademark. The Seal of Cotton trademark should also bear the small subscript TM at the lower right corner of the rectangle or ® if it is being used on Licensed Products in a country where the trademark is registered.
1. (b) **Dimensions:** The Seal of Cotton mark must retain proper dimensions. Change in size of the Seal of Cotton trademark must not cause elongating or compressing of the dimensions of the Seal of Cotton mark. Below are examples of “what not to do”.
1. (c) **Color:** 1. The “cotton boll” and the word “cotton” must print in the lighter color, preferably white. The background of the Seal must be an available solid color.

No graphics can “bleed through” this trademark. Below are examples of colors which are, and are not, available for the Seal of Cotton trademark.

**Colors available** for the Seal of Cotton trademark



Seal of Cotton trademark color examples

**Colors NOT available** for the Seal of Cotton trademark



Shades of green (and green-yellow) are not available for the Seal of Cotton trademark.

1. (d) **Reverse Use:** In reverse printing, such as on dark paper stock, it is incorrect to have the background “screen” in a lighter shade than the “boll” and the word “COTTON”.
2. **Word mark in text:** For reference to the Seal of Cotton trademark in text, the words “Seal of Cotton” should appear with a capital “S” and capital “C”, and must be followed by an appropriate noun, such as “trademark.”

Example: The Seal of Cotton trademark provides many advantages . . .

Note: Licensee will submit to Cotton a sample of each of the Licensed Products bearing the Seal of Cotton trademark for approval prior to mass production of the Licensed Products.

Licensee agrees to identify Cotton’s ownership of the Marks on promotional materials for the Licensed Products as follows: The Seal of Cotton is a trademark of Cotton Incorporated.