

# Trademark Use Guidelines

## A valuable asset

To further brand recognition and strengthen the BUNN identity, the following graphic standards must be followed at all times. The BUNN logo, tagline, and signature may only be used in the black, white, and BUNN Red (PMS 185). Any exceptions must be approved by the BUNN Marketing Department. Improper use of the logo, tagline, or signature will jeopardize their status as legally registered components of our identity.

The BUNN<sup>®</sup> Logo with and without registered tagline:



## The BUNN Logo

The BUNN Logo consists of the word BUNN in all capital, black letters, with a registration mark and a red rule line above the type.

The BUNN logo will be supplied to customers and vendors by the BUNN Marketing Department in digital format, primarily through the the BUNN website at [www.bunn.com](http://www.bunn.com) - search keyword: logo. There you will find high and low resolution versions of the logo.

The logo may be used in one or two-color variations depending on the situation. The rule should be printed in PMS 185 (BUNN Red), and used as a spot-color whenever possible. Only in instances of short-run, low-budget pieces is it acceptable to print a four-color process (CMYK) as a substitute. In this situation, the color values are as follows: C=0, M=91, Y=76, K=0. When used on a dark background, reverse the letters out in white type and use the red rule. Whenever possible, use the two-color versions of the logo. For single color print jobs the rule may be black when using black lettering or white when using white lettering.



## Copy guidelines

The BUNN logo should never be crowded, hindered, or merged with another object, graphic, or copy surrounding it. Keep a minimum clear zone of two times the height of the rule line around all sides of the logo.

When referring to the company or its products in copy use "BUNN" in all caps. The company may also be referred to as "Bunn-O-Matic"; however, the word "Bunn" should not be in all caps when used in this way (example of incorrect usage "BUNN-O-Matic").

The first reference to BUNN should include a ® symbol (BUNN<sup>®</sup>); however, this symbol is not required in subsequent references.

