

Bolin Logo Use Guide

About the Bolin Logo

The Bolin logo is the primary and most recognizable visual identifier of the Bolin brand. It should always be treated respectfully and never altered. Please only use the approved logo files from Bolin Technology, and follow the guidelines outlined in this document.

The following guidelines should be strictly followed:

DO NOT

- Alter logo proportions
- Distort or manipulate logo
- Add gradients, shadows, or other effects to the logo
- Alter spacing between the letters or the logo color
- Rotate/skew the logo
- Enclose the logo in a box
- Bleed the logo off an edge
- Place an outline around the logo
- Stretch or condense the logo
- Combine the logo with your own tagline or other graphic elements
- Place the logo on a background that makes it hard to see

If special version of the Bolin logo is needed, please contact our customer support for assistance.

Bolin Logo for Marketing Materials

Color variations

Primary version

The primary version of the Bolin logo is black and red on white. Please try to use it in all instances.

■ Black Color Code: CMYK: 0 0 0 0

■ Red Color Code: CMYK: 0 100 100 0

Width Height Ratio: 100:32.8



Reversed version

The reversed version of the Bolin logo should be used only against a black background.

□ White Color Code: CMYK: 0 0 0 0

■ Red Color Code: CMYK: 0 100 100 0

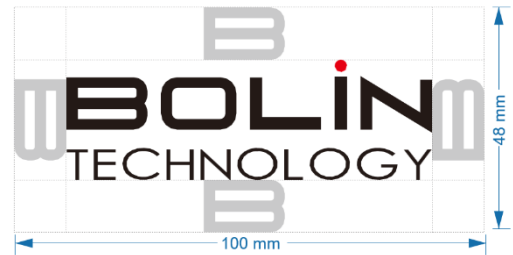
Width Height Ratio: 100:32.8



Logo treatment

Clear space

The Bolin logo should be used with the preferred clear space which is equal to the height of the "B" in Bolin. No elements, including text, may violate this clear space.



Sizing

The Bolin logo should never appear smaller than .5 in. wide (horizontal).

Background

The Bolin logo must be set on a background that makes it easy to see. The text portion of the Bolin logo must be clearly legible.

Bolin Logo for Product Placement

Appendix: Trademarks

Trademark Usage

Bolin® and Bolin Technology® are legal trademarks and should be treated according to the following guidelines:

Never use Bolin or Bolin Technology as part of your product name, unless you've received approval from the Bolin management team.

Never remove the ™ or ® symbols from the logos

When Bolin or Bolin Technology are mentioned in advertising or other promotional materials, their ownership must be acknowledged in the form of a footnote wherever possible using the following format: Bolin® is a registered trademark of 2082 Technology LLC dba Bolin Technology. Bolin Technology® is a registered trademark of 2082 Technology LLC dba Bolin Technology.