



**SPECTRUM<sup>®</sup>**

**BRAND GUIDELINES  
FOR EXTERNAL PARTIES**

# INTRODUCTION

'SPECTRUM' is a UK and European Union registered trademark of Filerder Filter Systems Ltd. This document details how the trademark should be used in order to uphold consistent branding of SPECTRUM products and associated intellectual property. For external parties, approval to use the SPECTRUM trademark should be confirmed prior to use through a signed licence agreement with Filerder.

# USE OF THE TRADEMARK

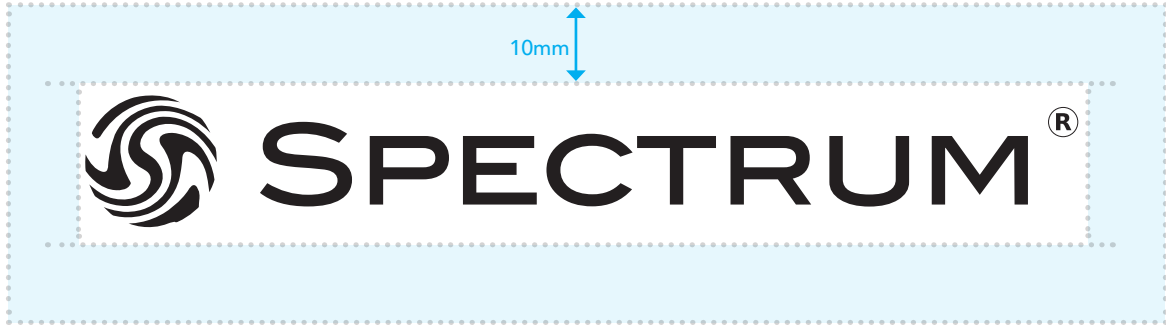
For external parties, only the black and white SPECTRUM trademark should be used digitally on websites (the multicoloured SPECTRUM logo was discontinued as of 2022). The use of the trademark should be outlined in a copyright licence agreement with Filerder.



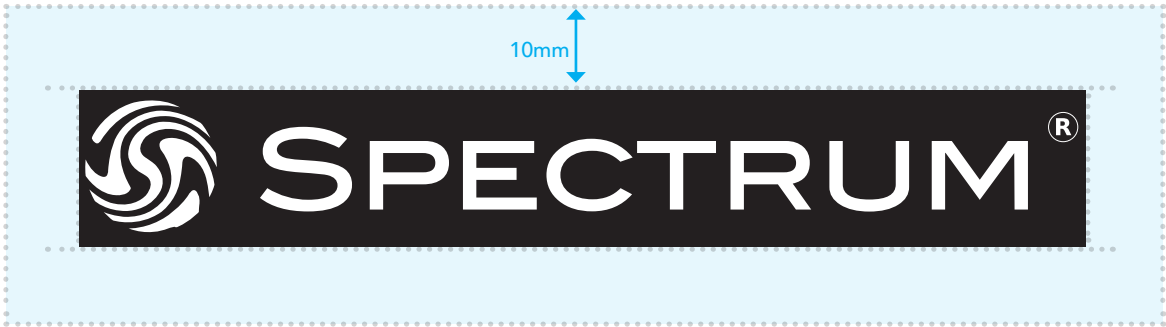
## LOGO

The word SPECTRUM should be centred to the right of the circle element of the trademark and all other objects such as text or images should be placed outside of a 10mm exclusion zone.

### OPTION 1



### OPTION 2



## PROPORTIONS

The SPECTRUM logo should not be distorted in any way from the original. Some examples of unacceptable distortion below:



## DO

- Protect against unauthorised copying on websites through the website code disabling the right click context menu on all content and disabling keyboard copy controls
- Acknowledge Filerder ownership of the SPECTRUM trademark in the website Terms and Conditions
- Use the ® symbol (to notify viewers the SPECTRUM trademark is registered) where it does not detract from the design e.g. written text
- Use only with SPECTRUM water filtration products defined and established by Filerder Filter Systems
- Use the trademark to promote the sales of SPECTRUM products
- Before the external party's use of the Filerder SPECTRUM trademark, sign the Filerder copyright licence agreement

## DO NOT

- Use the circular symbol without the text (excluding product images supplied by Filerder)
- Stretch or distort the trademark
- Use only parts of the trademark
- Use textured backgrounds
- Modify or share the supplied artwork file
- Use lowercase type for the SPECTRUM brand name

## IMAGE DISTRIBUTION

Images of SPECTRUM branded products will be sent as a transparent PNG file with the SPECTRUM logo set to 15% opacity overlaying the product. The PNG file will be named with the product code.

