



LORING IDENTITY GUIDELINES

FOR CONTRACTORS AND
AUTHORIZED DISTRIBUTORS

When you are authorized or certified as a Sales Representative, Technician or Distributor, you also represent Loring. By following these guidelines, you not only reap the benefits of the Loring identity but also contribute to the strength of the brand.

Loring contractors and distributors must follow these guidelines when publicizing their affiliation with Loring. Loring reserves the right to withdraw permission to use our logos if at any time the contractor or distributor's use does not comply with these guidelines.

“Loring” and the flame logo are trademarks of Loring Smart Roast and must always appear with a TM symbol.

SIGNATURE GUIDELINES

Your “signature” designates your contractual relationship with Loring. It may be applied on websites, stationary and other communications. It should not be used in place of your business identity.

Only use one signature per communication, even if you are certified/authorized in two different categories.

Signatures may appear as follows. Logo guidelines may be found on page 4 and 5.

FOR AUTHORIZED SALES REPS:



OR

Loring Authorized Sales Rep
(no logo)

FOR CERTIFIED TECHNICIANS:



OR

Loring Certified Technician
(no logo)

FOR AUTHORIZED DISTRIBUTORS:



OR

Loring Authorized Distributor
(no logo)

LOGO GUIDELINES



THE LORING LOGO FEATURES:

- Red flame
- “Loring” title in Trajan Pro font
- The ™ symbol

PRIMARY COLORS:



Pantone Black U



Pantone 1797 U

In the case of applications that have a black background, a red and white logo may be used:



SIZING AND SPACING

The Loring logo should be surrounded with clear space to ensure its visibility and impact. No graphics of any kind should overlap this space.



MINIMUM SIZE:



Print: .75" width
Web: 108px width

WHERE TO FIND LOGOS

All of these logos may be found in various formats at www.loring.com/logos.

QUESTIONS?

If a contractor or distributor is ever unsure if their logo use complies with these guidelines, they should contact Loring for approval.

CONTACT:

Loring Marketing Department
marketing@loring.com
707.526.7215 ext. 220