

MESURA

CORPORATE IDENTITY GUIDELINES



Natural Gas Solutions

We must protect our reputation and brand identity. So we ask that you follow these Corporate Identity Guidelines, which are intended to promote consistent use of our Intellectual Property Assets. This makes it easier to instantly recognize references to Mesura and it allows to prevent consumer confusion.

The Mesura Corporate Identity includes the words, phrases, symbols, designs and other distinctive brand features associated with Mesura.

Before using any Mesura's Intellectual Property, please be sure you have received, accepted and signed either the "Authorization for Trademark and Images Use" or the "Designation of official representative and Authorization for Trademark and Images Use".

Please liaise with your Mesura contact to coordinate third-parties permissions.

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THE MESURA LOGO



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THE LOGO ELEMENTS

The complete Mesura logo consists of 2 core elements:



SIZES

The size of the logo, payoff included, must not be smaller than the minimum size/dimension specified. There is no maximum limit.



Minimum
X width: 25 mm



COLOUR USAGE

CORPORATE COLOURS

This is the main corporate logo to be used wherever possible.

SPECIAL/SPOT

• PANTONE 032C

4 COLOUR (CMYK)

• C 0 - M 100 - Y 100 - K 0

3 COLOURS (RGB)

• R227 - G6 - B19

RAL

• Luminous Red 3024



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BLACK

A monotone version, only to be used in black, not as any other colour.

WHITEOUT

A solid whiteout version. Only to be used on a PANTONE 7686C, Black or CMYK version backgrounds.



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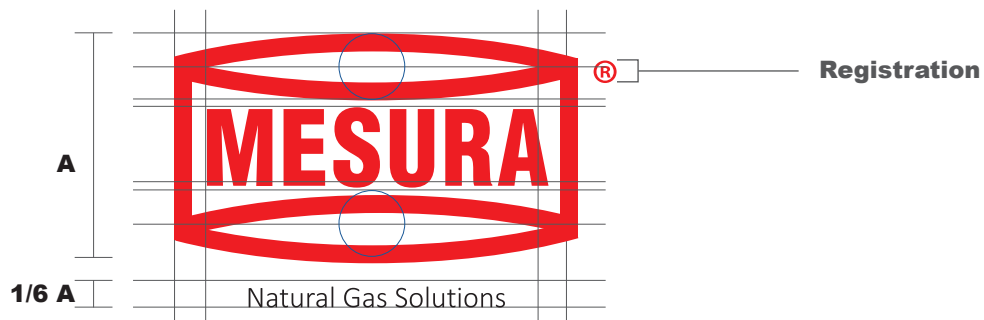
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EXCLUSION ZONES








It is essential that the MESURA logo remains free of graphics, photography and typography. Using our scaling box (shown below) will ensure correct placement and clear space on all corporate and internal communications.

VERSION 1

A = Logotype depth



UNACCEPTABLE AND ACCEPTABLE USAGE

 Natural Gas Solutions	✗	 Natural Gas Solutions	✗
 Natural Gas Solutions	✗	 Natural Gas Solutions	✗
 Natural Gas Solutions	✗	 Natural Gas Solutions	✓
 Natural Gas Solutions	✗	 Natural Gas Solutions	✓
 Natural Gas Solutions	✓	 Natural Gas Solutions	✓

AUTHORIZATIONS

AUTHORIZATION FOR TRADEMARK AND IMAGES USE

Any customer, supplier or consultant who wishes to use Mesura’s trademarks or other Mesura’s Intellectual Property (i.e. images of products excerpts from catalogues, etc…) needs to follow the instructions detailed in the Trademark Protection Section of the Cavagna Group Corporate website, in order to obtain the “Authorization for Trademark and Images Use”.

DESIGNATION OF OFFICIAL CAVAGNA GROUP DISTRIBUTOR, DEALER AND PARTNER

THE USE OF ANY OF THE ABOVE-MENTIONED QUALIFICATIONS IS NOT ALLOWED, UNLESS YOU HAVE RECEIVED THE PROPER WRITTEN AUTHORIZATION FROM MESURA (“Designation of Official Representative and Authorization for Trademark and Images Use”). ENTITIES OR INDIVIDUALS THAT HAVE NOT RECEIVED SUCH AUTHORIZATION IN WRITING ARE STRICTLY FORBIDDEN TO IDENTIFY THEMSELVES IN SUCH OR SIMILAR MANNER.

These are the graphic rules to follow when defining yourself as a MESURA (EXCLUSIVE) AUTHORIZED DEALER/DISTRIBUTOR or PARTNER for specific PRODUCTS in specific TERRITORIES (as indicated in the relevant authorization). All the other conditions regarding the status of (Exclusive) Authorized Dealer/Distributor or Partner are detailed in the “Designation of Official Representative and Authorization for Trademark and Images Use”.



Example



HOW TO GET THE DESIGNATION LABEL

Once the “Designation of Official Representative and Authorization for Trademark and Images Use” is signed, the MESURA (EXCLUSIVE) AUTHORIZED DEALER/DISTRIBUTOR or PARTNER receives the corresponding designation label. Before using it, it is mandatory to fill in the blank space under the designation, specifying the Mesura’s range of products and territories the dealer/distributor/partner has been designated for.

In case of need, the third party can contact the Cavagna Group’s Marketing Department by email at: trademarkprotection@cavagnagroup.com.

HOW TO USE THE DESIGNATION LABEL

The Mesura designation label must be shown on the distributor/dealer/partner’s website and can additionally be placed in the letter head at the third party’s will, as follows.



WEBSITE

The designation label can be shown on the distributor/dealer/partner official website (for example, in the homepage, in the references page, in products sections, etc...) and it must always redirect to the Mesura official website by a hyperlink.

The recommended minimum size is 56 x 87 px.

LETTERHEAD

The designation label can be placed in the header of the letterhead, only in the size of 15 x 23 mm. The third party’s company logo must always be displayed in a primary and more prominent position.

 <p>COMPANY LOGO Program</p>	<h2>COMPANY NAME</h2> <hr/>	 <p>MESURA A MESURA EXCLUSIVE DISTRIBUTOR for Natural Gas Regulators in Mexico</p>
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