



With the increase of competitive pharmaceutical industry advertising, maintaining our share of the retail market is paramount.

Our goal as a pharmaceutical retail company is to obtain and maintain **"First Priority"** awareness of our products and services through our Retail Stores marketing and advertising .

Consistent usage of our identity through promotional and signage programs will ensure that our customers receive the same message throughout our 15 locations.

The importance of the correct and consistent use of our marks and logos cannot be overstated.

While the retail pharmaceutical industry is constantly changing, Our Identity remains the same and is critically important. Our Logo and Graphic Standards are among **AuBurn Pharmacy's** most valuable assets. In order to ensure we maintain exclusive rights and protect them from infringement, it is extremely important that they are used properly and consistently.

Frequent delivery of a consistent message is the best way to achieve **"First Priority"** awareness in the marketplace. **"First Priority"** awareness will greatly help to ensure a long and successful future for all of us.

**NOTE: ANY USAGE NOT COVERED IN THIS IDENTITY MANUAL MUST BE PRE-APPROVED BY AuBurn Pharmacy HEADQUARTERS.**

**AuBurn Pharmacy** has produced and distributed this manual for the following reasons:

- **To build a consistent visual image of AuBurn Pharmacy.**
- **To convey our identity in specified and beneficial ways.**
- **To gain market impact and recognition through consistency.**
- **To strengthen the graphic identity of AuBurn Pharmacy.**
- **To assure that our identification elements are as protected as our proprietary assets.**

Our success depends on every stores use of the **"AuBurn Pharmacy"** trademarks and other identification elements as prescribed by this manual.

Any usage of the **Trade Name, Trademark, or Graphic Identification elements** which does not conform to the specifications and guidelines contained in this manual, and which have not been separately approved in writing by **"AuBurn Pharmacy (Corporate)"**, will not be tolerated.

**Any questions or comments regarding the information contained in this manual should be referred to the "AuBurn Pharmacy Headquarters" at:**

**AuBurn Pharmacy (Corporate)  
Michael Burns RPh  
429 N Maple St.  
Garnett, KS 66032  
(785) 448-3600 / (785) 448-3206 Fax**

**www.auburnpharmacies.com  
e-mail: auburncorporate@auburnpharmacies.com**

This manual and its entire contents are subject to review, revision and / or recall by **"AuBurn Pharmacy (Corporate)."**

Note: Pages which are marked **"REMOVABLE"** are the only pages that can be removed from this manual. All other pages are to remain in this manual at all times.



The use of the **"AuBurn Pharmacy"** trademark is subject to the guidelines in this manual and any additional rules and restrictions which may be established by **AuBurn Pharmacy (Corporate)**.

### **Authorization to use the "AuBurn Pharmacy" Trademark is granted as follows:**

- AuBurn Pharmacy locations other than AuBurn Pharmacy (Corporate) have the authority as members in good standing to use the **"AuBurn Pharmacy"** trademark on stationery, business forms, point-of-sale, and other printed materials.
- The "AuBurn Pharmacy" trademark (logo) is to be used in graphics only as indicated in this manual unless specific written approval is received from **"AuBurn Pharmacy (Corporate)."**
- No individual or civic group is authorized to use the "AuBurn Pharmacy" trademark on any product without specific written approval from **"AuBurn Pharmacy (Corporate)."**

**NOTE: All trademarks which are separately defined and described in this manual are the property of "AuBurn Pharmacy."**

## **IDENTIFICATION ELEMENTS**

### **TRADE NAMES, TRADEMARKS, ASSOCIATION MARKS, AND LOGO TYPES**

Our Trade Name and Trademark (Word Marks) are represented by the very same name. The difference between the two is how to use them. Trade Names identifies our company and Trademark as a Word Mark identifies our products or services.

**AT ALL TIMES WHEN THE AuBurn NAME IS USED, THE "A" AND "B" MUST ME CAPITALIZED. WITHOUT EXCEPTION!**

### **TRADE NAME**

Our Trade Name identifies the specific origin of products and services. It is the name under which our business is known in the marketplace.

Our names shall be known as:  
**"AuBurn Pharmacy."**

### **TRADEMARKS**

Our Trademark appears on our products, packaging, advertising, signage, etc. to identify our products and services. A Trademark that appears in headlines or text is called a Word Mark. A Trademark that appears as a distinct design element is called a Logo Type.

Our names shall be known as:  
**"AuBurn Pharmacy."**

### **LOGO TYPE OR LOGO**

This is our Trade Name and Trademark embodied in the form of a distinctive lettering and design.



**STAND ALONE LOGO DESIGN**



## LOCATION IDENTIFICATION

Specific rules govern the way to use the trademarks (Logos) in advertising, signage, apparel, etc. when including your association name.



## TRADE NAME AND TRADEMARKS (WORD MARKS)

### TRADE NAME

Our "AuBurn Pharmacy" name needs protection from loss. This happened to Aspirin and Thermos. The Aspirin and Thermos names began as a company trade name. The names became generic because everyone referred to the product as an aspirin or a thermos, thus the companies trade name was lost.

The "AuBurn Pharmacy" trade name is the preferred use of the name to refer to our company. When "AuBurn Pharmacy" appears in either headline or text, it must always be used in the same typestyle as the surrounding copy. The first letter of the name, "A", the "B" and the first letter of the second word "P" must always be capitalized.

### TRADE NAME EXAMPLE USAGE:

A new **AuBurn Pharmacy** store opens today.

**AuBurn Pharmacy** announces year-end sale.

### TRADEMARK AS A WORD MARK

Using our name in a method that refers to our product and services is called the word mark and it requires a different type of protection. When the "AuBurn Pharmacy" trademark appears in a headline or text the same requirements apply as if it were used as a Trade Name with the following exceptions:

- The trademark should be followed by a generic noun representing the product or service.
- A (®) at the upper-right corner at the first or most prominent use in every printed material.

Our Trademark must never be used as a noun, plural form, as a possessive, or linked with other words by punctuation or design. Our logo mark should never be used in place of the word mark in headlines or text.

### TRADEMARK AS A WORD MARK USAGE:

**AuBurn Pharmacy** opens two new locations in town.  
John Doe will open two new **AuBurn Pharmacy** locations.

CONTINUED



### TRADEMARK AS A WORD MARK USAGE:

**AuBurn Pharmacy** opens two new locations in town.  
John Doe will open two new **AuBurn Pharmacy** Store locations.

**AuBurn Pharmacy** opens two new locations in town.  
John Doe will open two new **AuBurn Pharmacy** locations.

### TRADEMARK AND SERVICE AS A WORD MARK USAGE:

The living facility chooses **AuBurn Pharmacy**® as a supplier of medication.  
After extensive search for the most...

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### BASIC LOGO STANDARDS TRADEMARK / DESIGN MARK

A Trademark in text or a headline is called a **Word Mark**. When a Trademark is a distinctive designed Logo Type it is called a **Design Mark**.

Our logos is the registered trademark of "**AuBurn Pharmacy**."

The following mark should never be changed or modified from the policies and specifications as set forth in this manual. The (®) mark is to be considered an element of the mark. It is always included and always placed as shown. The "**AuBurn Pharmacy**" Design Mark / Logo has been designed specifically for the use of **AuBurn Pharmacy** stores.

These samples show the only authorized way to display the logos when they are going to stand on their own. Keep in mind that regardless of the size of the displayed logo, the position and placement of the graphic must remain constant and comply to "**AuBurn Pharmacy**" standards.

The easiest and most efficient way to ensure that you have fulfilled your responsibilities with regard to presentation of the Logos, is to CONTACT AUBURN PHARMACY CORPORATE HEADQUARTERS.

### EXAMPLES:

#### STAND ALONE USAGE:





## SECONDARY SIGNATURES

These marks are typically used as secondary signatures in combination with the primary **"AuBurn Pharmacy"** logo. Since the marks have been separately registered, they may be utilized independently.

These marks are copy only and there is no symbol contained as an element other than the trademark symbol (®).

## APPROVED CONFIGURATIONS

- When the mark is used in combination with the **AuBurn Pharmacy logo**, it may be represented as a single line of type or stacked as follows:

*"Everywhere You Need Us To Be"®*

OR

*"Caring for the health of you and your community"®*

Preferred use:

- Used only in conjunction with AuBurn Pharmacy logo.
- Use Palatino Bold Italic as the typeface.
- Only use in PMS 342 or black.

If your computer doesn't have Palatino Bold Italic:

- Use Arial Bold Italic as the typeface.
- Only use in PMS 342 or black.

**THESE SECONDARY SIGNATURES MARKS ARE USED IN SPECIFIC GEOGRAPHICAL LOCATIONS AND NEED TO BE APPROVED BY AUBURN CORPORATE HEADQUARTERS.**



## AREA OF ISOLATION

The area of isolation is the amount of clear space or open space which must surround the logo at all times.

All **AuBurn Pharmacy** Logo configurations must be appropriately positioned on a printed page or advertisement using the rules obeying isolation area of the logo.

Nothing may be positioned within the area of isolation. This includes NON-APPROVED secondary signatures, artwork of any kind, text or graphics of any kind and even the edge of the page. The logo may be used at any size, but the isolation and spatial relationships must always be observed.

There are no specific rules regarding the size of the logo relative to any other items which may be presented in the same setting.

As a rule of measure, 1/4 the height of the "A" in AuBurn, is the measurement to use to distinguish the distance of isolation.

## STAND ALONE LOGO AREA OF ISOLATION





## SCALE AND GENERAL APPEARANCE

Absolutely no distortion of the general appearance of our logo will be tolerated.

All Auburn Pharmacy Logo configurations ( X and Y Coordinates ) must be kept exact to secure the general appearance as the original logo.

Non-uniform horizontal or vertical variances will not be tolerated. When enlarging or reducing, both horizontal and vertical coordinates must maintain the exact proportion as the original artwork. This includes approved secondary signatures, artwork of any kind, text or graphics of any kind. The logo may be used at any size, but the horizontal and vertical spatial relationships must always be observed.

There are no specific rules regarding the size of the logo relative to any other items which may be presented in the same setting.

## CORRECT STAND ALONE LOGO



CONTINUED



INCORRECT HORIZONTAL USAGE OF THE STAND ALONE LOGO



INCORRECT VERTICAL USAGE OF THE STAND ALONE LOGO



CONTINUED



## CORRECT COLOR USAGE / ONE COLOR

Our logos can be used in one or two colors. Following are the prescribed examples.

Because of today's technology in the graphic reproduction industry, only Pantone Matching System (PMS) color designations will be used.

For both interior and exterior, it is recommended you use a high quality latex paint, in either a semi-gloss or high gloss mixture.

### One Color

When the logo is presented in one color it must be in Black or one of the 2 **AuBurn Pharmacy** colors, or it may be reversed out of a solid color.

### AuBurn Pharmacy Colors

- Black (Preferred)
- Blue PMS #288
- Green PMS #342

#### STAND ALONE 1-COLOR LOGO BLACK



#### STAND ALONE 1-COLOR LOGO PMS 288



#### STAND ALONE 1-COLOR LOGO PMS 342



CONTINUED



## CORRECT COLOR USAGE / TWO COLOR

When the logo is presented in two colors, you must use PMS #288 and PMS #342 color as the logo.

The required colors for the two color logo are:

- Blue PMS #288
- Green PMS #342

### STAND ALONE 2-COLOR



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## CORRECT DOT WAVE USAGE / TWO COLOR

### SECONDARY GRAPHICS

This mark is typically used as secondary graphic in combination with the primary **"AuBurn Pharmacy"** logo. Since the marks have been separately registered, they may be utilized independently in the overall design of a marketing piece or architectural enhancement.

This mark is used only as an enhancement element.

### APPROVED CONFIGURATIONS

- When the mark is used in combination with the **AuBurn Pharmacy logo**, should not break the area of isolation but with permission from **"AuBurn Pharmacy Corporate"**, it may be represented as a background.

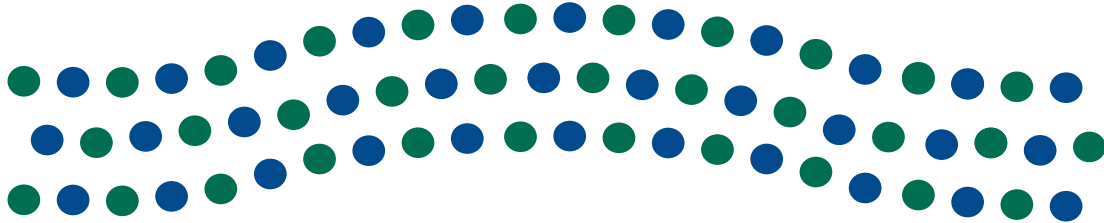
### Preferred use:

- Only use in PMS 342, PMS 288 Black or Reversed out of White.

## CORRECT DOT WAVE USAGE / ONE AND TWO COLOR

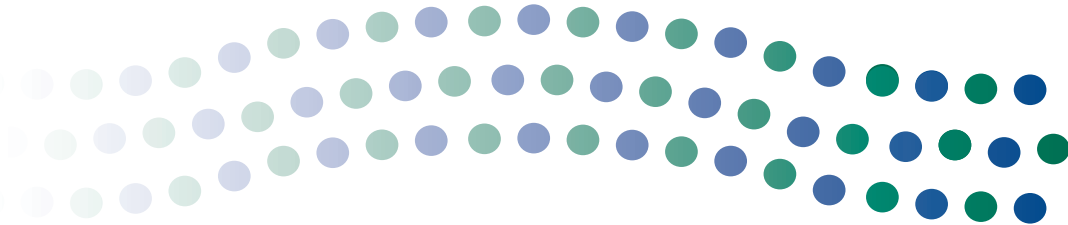
### SOLID 2 COLOR EXAMPLE

The 2 Color stripe can be used in any length or any height just as long as you comply with the color, area of isolation, logo proportion requirements and Absolutely no distortion of the general appearance of our Dot Wave Graphic will be tolerated.



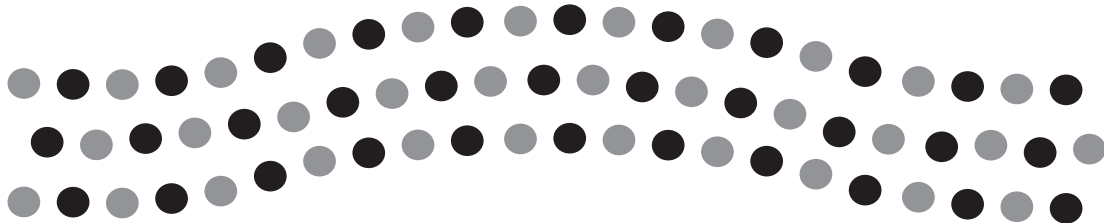
### FADED 2 COLOR EXAMPLE

The 2 Color stripe can be used in any length or any height just as long as you comply with the color, area of isolation, logo proportion requirements and Absolutely no distortion of the general appearance of our Dot Wave Graphic will be tolerated.



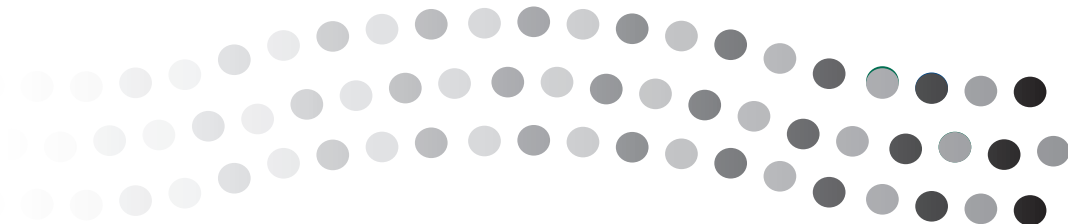
### SOLID 1 COLOR EXAMPLE

The 1 Color stripe can be used in any length or any height just as long as you comply with the color, area of isolation, logo proportion requirements and Absolutely no distortion of the general appearance of our Dot Wave Graphic will be tolerated.



### FADED 1 COLOR EXAMPLE

The 1 Color stripe can be used in any length or any height just as long as you comply with the color, area of isolation, logo proportion requirements and Absolutely no distortion of the general appearance of our Dot Wave Graphic will be tolerated.





## CORRECT COLOR USAGE

### Color and Proportional Relationship

**"Auburn Pharmacy"** paints are used as a visual interior and exterior design element, not as a logo enhancement. When paint is used in either instance there are certain requirements with regard to color.

The required colors for stores are:

- Green PMS #342
- Blue PMS #288
- Yellow PMS #100

The paint equivalent to these PMS colors:

Benjamin Moore: Eggshell finish

- Yellow: Pineapple Grove #333 (Classic Colors Paint Deck)
- Green: Deep Green #2039-10 (Color Preview Paint Deck)
- Blue: Admiral Blue #2065-10 (Color Preview Paint Deck)

If using another paint, such as Sherwin-Williams, you will need to take a color sample to the paint store. For both interior and exterior, it is recommended you use a high quality latex paint, in either a semi-gloss or high gloss mixture.



**PMS #288**



**PMS #342**



**PMS #100**



## TRADEMARK AUTHORIZATION

### TRADEMARK AUTHORIZATION

**"AuBurn Pharmacy"** The most successful companies treasure their trademarks as their most valuable assets.

Our trademarks' and service marks' value and life span depend on each member's careful usage and protection of our marks.

In prior sections you are given specific requirements with regards to Design Marks' and Word Marks' usage. If you comply with those requirements, our Design Marks and Word Marks will be protected.

### PROTECTING OUR MARKS

Our trade name and trademarks are constantly at risk of loss through careless or improper use. Each store is responsible for the protection of our trade name and trademark. When using a trade name or word mark in text or a headline use the requirements as set forth in prior sections.

Some other ideas to protect our marks:

- Distinguish our trade name and trademarks from surrounding words in a headline or text.
- Use the registration symbol when using a word mark.
- Never change, modify, combine, or translate our word mark or the visual appearance of a design mark.
- Respect the trademarks of others.
- Make sure the only parties using our trade names, trademarks, word marks, service marks, or design marks are a member of the **"AuBurn Pharmacy"** family or are licensed to do so.

### TRANSLITERATION

Translation is prohibited, but you may transliterate our trade name, trademarks, service marks, word marks, and /or our design marks.

### INFRINGEMENT AND MISUSE

Infringement and misuse occurs most frequently on signage, yellow pages, local newspapers, and television advertising.

All the stores have a stake in safeguarding our trade name and trademark assets. Be alert to any improper use and don't hesitate to immediately report misuses to **"AuBurn Pharmacy" Corporate MARKETING DEPARTMENT.**

### TRADEMARK AUTHORIZATION

Our image is extended through authorizing the use of our trade name and trademark on other goods. These consist of products, wearing apparel, and other merchandise. Vendors have access to our trademark in order to manufacture our goods. By the use of the authorized agreement **"AuBurn Pharmacy"** is able to control the nature and quality of the goods on which the mark appears.



## THE AUBURN PHARMACY IDENTITY USAGE AS IT RELATES TO IT'S WEBSITE AND \*SOCIAL NETWORKING" DISCLAIMER

### No warranties

THE **AUBURN PHARMACY** website or any social networking that may result from or make any reference to the **AUBURN PHARMACY** name where it may appear is provided "as is" without any representations or warranties, express or implied. **AUBURN PHARMACY** makes no representations or warranties in relation to this website or any subsequent social networking reference to the **AUBURN PHARMACY** name where it may appear or the information and materials provided on this website or any subsequent social networking reference to the **AUBURN PHARMACY** name where it may appear.

**Without prejudice to the generality of the foregoing paragraph, AUBURN PHARMACY does not warrant that:**

This website or any subsequent social networking reference to the **AUBURN PHARMACY** name where it may appear will be constantly available, or available at all; or the information on this website or any subsequent social networking reference to the **AUBURN PHARMACY** name where it may appear is complete, true, accurate or non-misleading.

Nothing on this website or any subsequent social networking reference to the **AUBURN PHARMACY** name where it may appear constitutes, or is meant to constitute, advice of any kind. [If you require advice in relation to any [legal, financial or medical] matter you should consult an appropriate professional.]

### Limitations of liability

**AUBURN PHARMACY** will not be liable to you (whether under the law of contract, the law of torts or otherwise) in relation to the contents of, or use of, or otherwise in connection with, this website or any subsequent social networking reference to the **AUBURN PHARMACY** name where it may appear:

- [to the extent that the website or any subsequent social networking reference to the **AUBURN PHARMACY** name where it may appear is provided free-of-charge, for any direct loss;]
- for any indirect, special or consequential loss; or
- for any business losses, loss of revenue, income, profits or anticipated savings, loss of contracts or business relationships, loss of reputation or goodwill, or loss or corruption of information or data.

**These limitations of liability apply even if AUBURN PHARMACY has been expressly advised of the potential loss.**

### Exceptions

Nothing in this website / social networking disclaimer will exclude or limit any warranty implied by law that it would be unlawful to exclude or limit; and nothing in this website / social networking disclaimer will exclude or limit **AUBURN PHARMACY'S** liability in respect of any:

- death or personal injury caused by **AUBURN PHARMACY'S** negligence;
- fraud or fraudulent misrepresentation on the part of **AUBURN PHARMACY**; or
- matter which it would be illegal or unlawful for **AUBURN PHARMACY** to exclude or limit, or to attempt or purport to exclude or limit, its liability.

### Reasonableness

By using this website or any subsequent social networking reference to the **AUBURN PHARMACY** name where it may appear, you agree that the exclusions and limitations of liability set out in this website disclaimer are reasonable.

If you do not think they are reasonable, you must not use this website or any subsequent social networking reference to the **AUBURN PHARMACY** name where it may appear.



### Other parties

[You accept that, as a limited liability entity, **AUBURN PHARMACY** has an interest in limiting the personal liability of its officers and employees. You agree that you will not bring any claim personally against **AUBURN PHARMACY'S** officers or employees in respect of any losses you suffer in connection with the website or any subsequent social networking reference to the **AUBURN PHARMACY** name where it may appear.]

[Without prejudice to the foregoing paragraph,] you agree that the limitations of warranties and liability set out in this website / social networking disclaimer will protect **AUBURN PHARMACY'S** officers, employees, agents, subsidiaries, successors, assigns and sub-contractors as well as **AUBURN PHARMACY**.

### Unenforceable provisions

If any provision of this website / social networking disclaimer is, or is found to be, unenforceable under applicable law, that will not affect the enforceability of the other provisions of this website / social networking disclaimer.

\* A social network service is defined as an online service, platform, or site that focuses on building and reflecting of social networks or social relations among people, e.g., who share interests and/or activities. A social network service essentially consists of a representation of each user (often a profile), his/her social links, and a variety of additional services. Most social network services are web based and provide means for users to interact over the internet, such as e-mail and instant messaging. Although online community services are sometimes considered as a social network service. In a broader sense, social network service usually means an individual-centered service whereas online community services are group-centered. Social networking sites allow users to share ideas, activities, events, and interests within their individual networks.

The main types of social networking services are those which contain category places (such as former school year or classmates), means to connect with friends (usually with self-description pages) and a recommendation system linked to trust. Popular methods now combine many of these, with Facebook and Twitter widely used worldwide; MySpace and LinkedIn being the most widely used in North America; [1] Nexopia (mostly in Canada);[2] Bebo,[3] Hi5, Hyves (mostly in The Netherlands), StudiVZ (mostly in Germany), iWiW (mostly in Hungary), Tuenti (mostly in Spain), Nasza-Klasa (mostly in Poland), Decayenne, Tagged, XING,[4] Badoo[5] and Skyrock in parts of Europe;[6] Orkut and Hi5 in South America, India and Central America;[7] and Friendster, Mixi, Multiply, Orkut, Wretch, renren and Cyworld in Asia and the Pacific Islands and Twitter, Orkut and Facebook in India.



## COMPLIANCE CHECK LIST

Our image is extended through selectively authorizing the use of our trade name and trademarks on other goods. These consist of products, wearing apparel, and other merchandise. Vendors have access to our trademark in order to produce advertising and to manufacture our goods. By the use of the authorization agreement "**AuBurn Pharmacy**" is able to control the nature and quality of the goods on which the mark appears.

Following is a quick check list to help expedite the authorization process. If any one of the areas are not in compliance do not try to gain authorization from "**AuBurn Pharmacy.**" Call the **AuBurn Pharmacy Corporate** for further support and guidance.

- When you use one of our Trade Names in a headline or text, is it capitalized and in the same typestyle as the rest of the text?
- When you use one of our Trademarks as a word mark, does it have a register mark (®) and is it followed by a generic noun representing the product or service?
- When you use one of our Trademarks as a design mark (Logo), does it have a register mark (®), are you using one of the required PMS colors, are you complying with the area of isolation and are you not distorting the general appearance of our logo?
- When you are using the secondary signature "Everywhere You Need Us To Be"®, are you using the approved configurations, typeface and color?
- When you are using the "MEMBERS MARK" in conjunction with the appropriate logo, are you using the enclosed examples for size, color and proportion?
- When you are using the "Dot Waves" are your proportions and colors correct?
- When you are creating your own "SIGNAGE" do they match the enclosed store examples?
- When you are creating your own "VEHICLE SIGNAGE" do they match one of the enclosed examples?