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# Brand Identity Guidelines

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Appendix: Co-branding Summary  
Ver. 02.10

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Antimicrobial  
Copper



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00.00

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## Introducing the brand that will drive demand

The Antimicrobial Copper brand is used by leading product manufacturers and copper fabricators to indicate that their products are made from Antimicrobial Copper, the world's most effective antimicrobial touch surface material.

The use of the brand is controlled as described below.

### **Please note**

Additional national or local legislative or legal restrictions may apply.

Further details regarding usage rules and restrictions can be found at:

[www.antimicrobialcopper.com](http://www.antimicrobialcopper.com)

### **Outside the United States**

If a fabricator or product manufacturer wishes to use the Antimicrobial Copper brand, name or mark to market their products outside of the US, they must first obtain permission from the International Copper Association or their local Copper Center.

Continued permission to use the brand, name or mark will require ongoing adherence to strict usage rules, as well as the ability of the user to document that all relevant products are in fact made from recognized Antimicrobial Copper alloys.

### **Within the United States**

If a fabricator or product manufacturer wishes to use the Antimicrobial Copper brand, name or mark to market their products within the US, they must obtain permission from the US CDA and be registered with the US EPA.

Continued permission to use the brand, name or mark will require ongoing adherence to strict usage rules, as well as the ability of the user to document that all relevant products are in fact made from recognized Antimicrobial Copper alloys. Failure to comply with EPA usage rules will result in registration being revoked and legal action.

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# 01.00

# Basic elements

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- 01.03 Incorrect use of the logo
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## 01.01 The logo

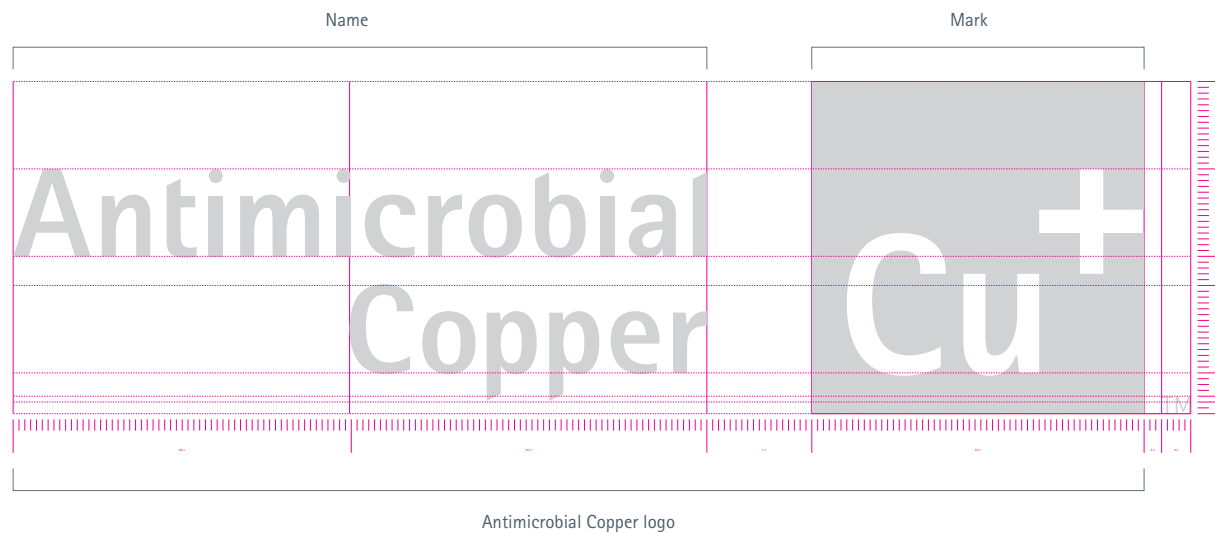
### Application

The Antimicrobial Copper logo should always be used in full. The logo should never be moved or adjusted. Always use approved artwork when reproducing the Antimicrobial Copper logo.

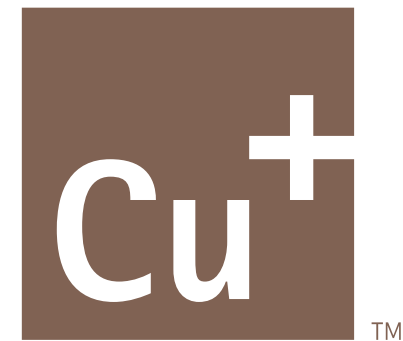
### Antimicrobial Copper logo

The Antimicrobial Copper logo is a combination of two elements: the Cu+ mark and the name. The Antimicrobial Copper name should never be separated from the mark or altered in any way.

The simplicity of the Antimicrobial Copper logo is what makes it stand out. Our logo should always be shown as clearly as possible and not be overwhelmed by other visual elements. The logo and its components must never be altered or modified in any way. The Antimicrobial Copper logo is most effective when positioned in clear space, which helps to protect its integrity. The logo must always be produced in Pantone color unless the application requires a four-color process or single color.



**Antimicrobial  
Copper**



## 01.01.01 Logo variations

**Color logo**

The Pantone logo [A] is the preferred and primary logo. Use it whenever possible. There is a 4-color (CMYK) version of the logo available for process color applications. If a colored background is used, make sure that there is enough contrast for the logo to remain clear. When the color logo is reversed [B], it can only be used on a dark background.

A monotone black and white logo [C] is available for use when a second ink color is not available.

**Please note**

For guidelines regarding applying the logo to products see page 01.04.02

A.

Antimicrobial  
Copper



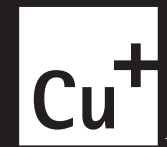
B.

Antimicrobial  
Copper



B.

Antimicrobial  
Copper



C.

Antimicrobial  
Copper

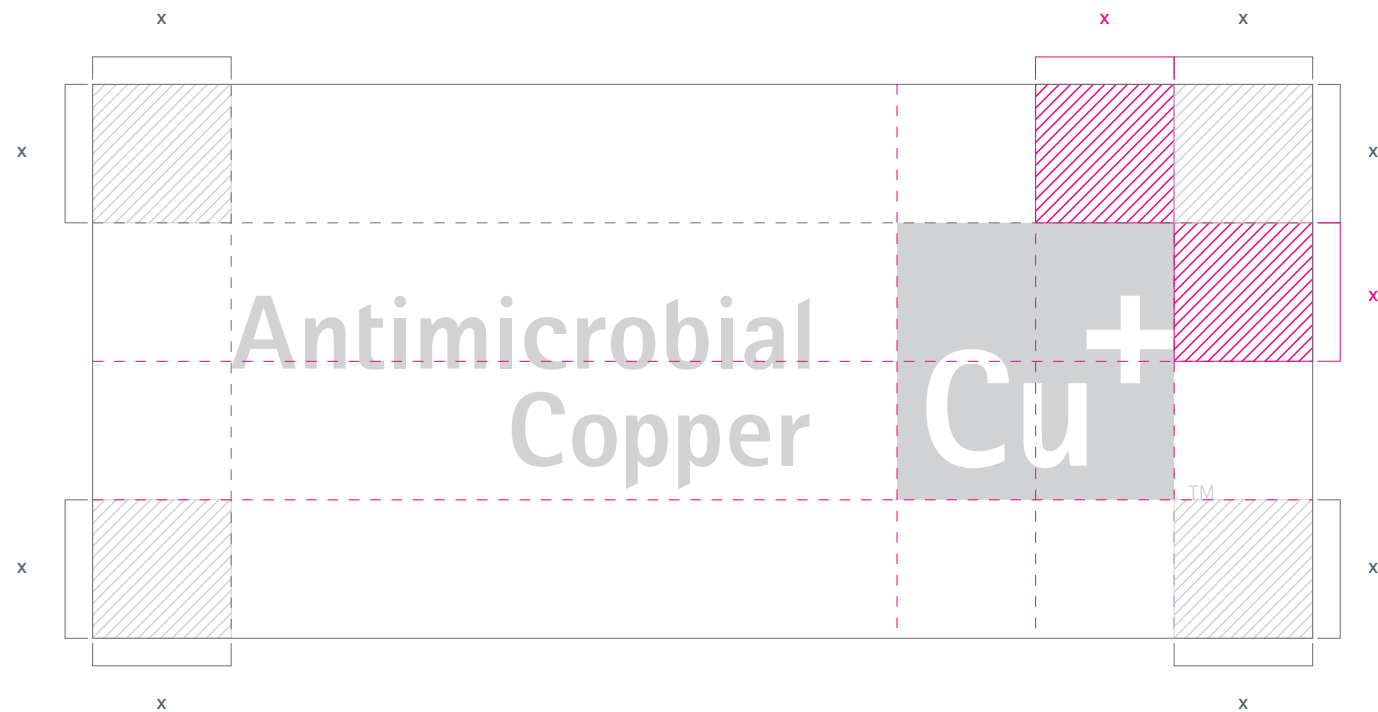


## 01.02 Minimum space around the logo

### Please note

The minimum space around the logo should at least be equivalent to half the height of the square in the Cu+ mark - see illustration. If possible more space should be allowed.

The logo should always be placed in a prominent position, so it appears clear and distinct. There should always be a logo on all brochure covers and advertisements, printed as well as electronic. Around the logo there should always be enough space to ensure a powerful and clear visual image. The amount of clear space is in direct proportion to the size of the Antimicrobial Copper logo and must not be altered.



20 mm

### Logo - minimum size

It is important that all parts of the logo can be easily read in every application. For this reason, the logo should not be reproduced smaller than the size specified to the left. There are no maximum size restrictions as long as the clear space requirements are met.

## 01.03 Incorrect use of the logo

### Identity don'ts

Always use approved artwork. Whenever possible, use the EPS file format as this will give you the best results.

Do not change the proportion, or the typeface of the logo.

Do not change the colour specifications.

JPEG and GIF format images are designed for on-screen applications and should not be printed.

It is of the utmost importance that all the elements of the Antimicrobial Copper identity are used in accordance with these guidelines. When engaging external parties, great care should be taken to ensure the following: they are familiar with the Antimicrobial Copper identity guidelines; they are supplied with the appropriate artwork originals; they understand that no alterations of any kind may be made to the supplied artwork, including creating 'home-made' versions of the logo. For your guidance, some typical examples of incorrect use of the Antimicrobial Copper logo are illustrated here. They contain errors in the letterforms, colors and formats.

Do not print the logo in outline



Do not print the logo in an unacceptable color



Do not italicize the logo



Do not use another font in the logo



Do not use 3D effects and shadows on the logo



Do not change the proportions of the logo





## 01.04 The mark

### Application

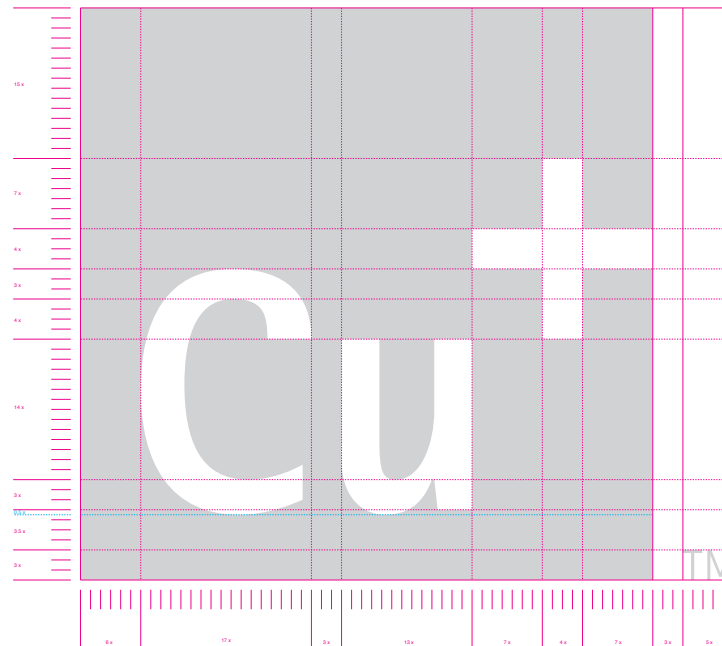
The mark should always be used in full.

The mark should never be moved or adjusted. Always use approved artwork when reproducing the Antimicrobial Copper identity.

The mark can represent the brand in the absence of all other text and graphic elements. The mark relates to the periodic table of elements. Its form directly reflects our attributes; scientific and active.

The Periodic Table of the Elements

63.546	29
745.5	1.90
<b>Cu</b>	+2 +1
Copper	
[Ar] 3d <sup>10</sup> 4s <sup>1</sup>	



## 01.04.01 Mark variations - on backgrounds

**Please note**

The mark may be placed on various backgrounds. The background should always provide contrast for legibility, as shown opposite.

When using the white mark on background subjects such as photographs or illustrations, extra precautions must be taken.

First, evaluate the area of placement as to how dark/light or simple/complex it is. If the area is dark and simple, reverse the mark to white.



## 01.04.02 Mark variations - on products

### Please note

When the mark is applied on a product it can be done in two ways, embossed or printed.

When embossing make sure the depth provides the contrast required for legibility.

Pay particular attention to any potential TM legibility issues, and if necessary do not emboss this element.

When printing the mark the color should always provide contrast for legibility, as described on page 01.04.01

The same guidelines apply regarding the application of the logo.

Example of the mark embossed on a product



Example of the mark printed on a product



### 01.04.03 Mark variations - on packaging

#### Please note

When printing the mark on packaging the color should always provide contrast for legibility, as described on page 01.04.01

When embossing make sure the depth provides the contrast required for legibility.



Example  
Printed on box



Example  
Printed on sticker (Metallic Pantone 875 C)



## 01.06 Incorrect use of the mark

### Identity don'ts

Always use approved artwork. Whenever possible, use the EPS file format as this will give you the best results.

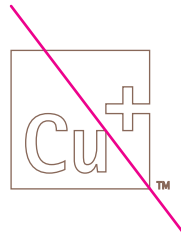
Do not change the proportion, or the typeface of the mark.

Do not change the colour specifications.

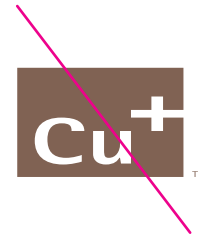
JPEG and GIF format images are designed for on-screen applications and should not be printed.

It is of the utmost importance that all the elements of the Antimicrobial Copper identity are used in accordance with these guidelines. When engaging external parties, great care should be taken to ensure the following: they are familiar with Antimicrobial Copper identity guidelines; they are supplied with the appropriate artwork originals; they understand that no alterations of any kind may be made to the supplied artwork, including creating 'home-made' versions of the mark. For your guidance, some typical examples of incorrect use of the mark are illustrated here. They contain errors in the letterforms, colors and formats.

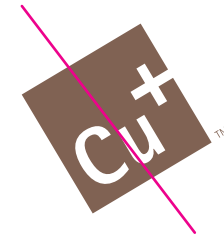
Do not print the mark in outline



Do not distort the mark



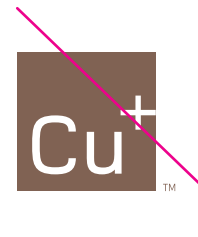
Do not rotate the mark



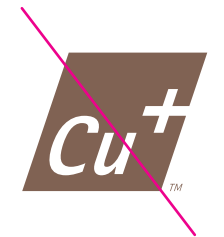
Do not change the proportions within the mark



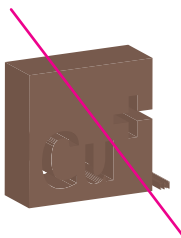
Do not use another font in the mark



Do not italicize the mark



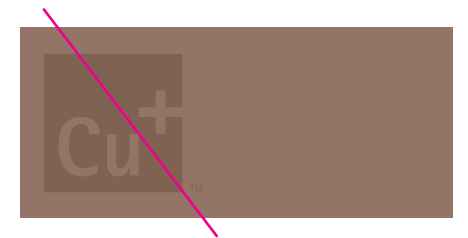
Do not use 3D effects and shadows on the mark



Do not use the mark in lowress



Do not use a background that makes it illegible



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# 02.00

# Co-branding

- 02.01 Co-branding - overview
- 02.02 Co-branding - with other logos in our identity
- 02.03 Co-branding - with our logo/mark in other identities

## 02.01 Co-branding - overview

### Co-branding


When the Antimicrobial Copper logo or mark is to be used together with other logos, two different approaches can be used:

(A) The primary identity is Antimicrobial Copper with the co-branding logo included.

(B) The primary identity is not Antimicrobial Copper, with the Antimicrobial Copper logo/mark included.

These approaches are described in further details on the following pages.

Introducing a new category of material that wil drive demand





Antimicrobial Copper isn't a brand, it's a whole new category. No other material is proven to be more effective in continuously killing bacteria\* that cause infections.

The power is in the mark and what it stands for. Whenever you see this mark, you can trust Antimicrobial Copper is at work continuously killing bacteria and at the same time driving a new category and your business.

For more information on how get behind the mark and learn how to fully leverage it, please visit [www.antimicrobialcopper.com](http://www.antimicrobialcopper.com)

\* Laboratory testing shows that, when cleaned regularly, Antimicrobial Copper kills greater than 99.9% of bacteria within 2 hours of exposure. Bacteria tested include: Methicillin-resistant Staphylococcus aureus, Staphylococcus aureus, Enterobacter aerogenes, Pseudomonas aeruginosa, and E. coli O157:H7.

Note: The use of Antimicrobial Copper surfaces is a supplement to and not a substitute for standard infection control practices; users must continue to follow all current infection control practices, including those practices related to cleaning and disinfection of environmental surfaces. Antimicrobial Copper has been shown to reduce microbial contamination, but it does not necessarily prevent cross contamination.

(A) Co-branding in the Antimicrobial Copper identity



Consectetur adipiscing elit etiam vel erat urna, vel venenatis ante

Sed lacus metus, fermentum quis hendrerit sed, sodales vel dui. Duis venenatis, felis sed imperdiet scelerisque, lorem nulla porta enim, sed pulvinar libero eros eu quam. Vivamus nec velit enim, ac tincidunt nulla. Vestibulum quis sem ac lacus commodo scelerisque sollicitudin quis ante.

[www.productmanufacturer.com](http://www.productmanufacturer.com)



(B) Co-branding in other identities



## 02.02 Co-branding - with other logos in our identity

### Co-branding

In order to preserve the integrity of the Antimicrobial Copper identity, in communications co-branding logos are always positioned to the left and aligned with the bottom of the Antimicrobial Copper logo.

### Example

Advertisement  
Co-branded  
Narrow text column  
Full bleed image  
A4 (297 x 210 mm)

Introducing a new category of material that will drive demand

Antimicrobial Copper isn't a brand, it's a whole new category. No other material proven to be more effective in continuously killing bacteria\* that cause infections.

The power is in the mark and what it stands for. Whenever you see this mark, you can trust Antimicrobial Copper is at work continuously killing bacteria and at the same time driving a new category and your business.

For more information on how get behind the mark and learn how to fully leverage it, please visit [www.antimicrobialcopper.com](http://www.antimicrobialcopper.com)

\*Laboratory testing shows that when cleaned regularly, Antimicrobial Copper kills greater than 99.9% of bacteria within 2 hours of exposure. Bacteria tested include Methicillin-resistant Staphylococcus aureus, Staphylococcus aureus, Enterobacter aerogenes, Pseudomonas aeruginosa, and E. coli O157:H7.

Note: The use of Antimicrobial Copper surfaces is a supplement to and not a substitute for standard infection control practices; users must continue to follow all current infection control practices, including those practices related to cleaning and disinfection of environmental surfaces. Antimicrobial Copper has been shown to reduce microbial contamination, but it does not necessarily prevent cross contamination.

Copper Development Association

Antimicrobial Copper Cu+

Advertisement, co-branding  
Scale 52%

## 02.02.01 Co-branding - with other logos in our identity

### Co-branding

In order to preserve the integrity of the Antimicrobial Copper identity, in communications co-branding logos are always positioned to the left and aligned with the bottom of the Antimicrobial Copper logo.

### Example

Advertisement  
Co-branded  
Narrow text column  
Vertical image  
A4 (297 x 210 mm)

The advertisement layout is a vertical A4 page (297 x 210 mm) featuring a blurred photograph of a hospital hallway with a nurse in the foreground and a hospital bed in the background. The text is arranged in a narrow column on the right side of the image. The layout includes the following elements and specifications:

- Headline:** "Upgrade to the antimicrobial that continuously kills bacteria" (ATRotiSansSerif 45, 21/23 pt, CMYK: 025 / 045 / 050 / 040)
- Text 1:** "Antimicrobial Copper is the most effective touch surface material. No other material comes close." (Stroke height 0.27 mm, CMYK: 025 / 045 / 050 / 040)
- Text 2:** "By replacing and upgrading fixtures, fittings and touch surfaces with Antimicrobial Copper you will be continuously killing the bacteria\* that cause infections." (Stroke height 0.27 mm, CMYK: 025 / 045 / 050 / 040)
- Text 3:** "To learn more or invite an expert to discuss what Antimicrobial Copper has to offer, please visit" (Stroke height 0.27 mm, CMYK: 025 / 045 / 050 / 040)
- Text 4:** "[www.antimicrobialcopper.com](http://www.antimicrobialcopper.com)" (ATRotiSansSerif 45, 9/11 pt, CMYK: 040 / 020 / 015 / 060)
- Text 5:** "Laboratory testing shows that when cleaned regularly, Antimicrobial Copper kills greater than 99.9% of bacteria within 2 hours of exposure. Bacteria tested include Methicillin-resistant Staphylococcus aureus, Staphylococcus aureus, Enterobacter aerogenes, Pseudomonas aeruginosa, and E. coli O157:H7." (ATRotiSansSerif 45, 8/10 pt, CMYK: 025 / 045 / 050 / 040)
- Text 6:** "Note: The use of Antimicrobial Copper surfaces is a supplement to and not a substitute for standard infection control practices; users must continue to follow all current infection control practices, including those practices related to cleaning and disinfection of environmental surfaces. Antimicrobial Copper has been shown to reduce microbial contamination, but it does not necessarily prevent cross contamination." (Stroke height 0.27 mm, CMYK: 025 / 045 / 050 / 040)
- Logos:**
  - Copper Development Association:** Positioned at the bottom left of the advertisement.
  - Antimicrobial Copper logo:** Positioned at the bottom right, featuring the text "Antimicrobial Copper" and a "Cu+" symbol.

Technical specifications for the text and logos are provided on the right side of the layout, including stroke heights and CMYK color values. The layout is framed by a grid with vertical coordinates at 3140, 2240, 2140, 1040, and 3140, and horizontal coordinates from 2140 to 1140.

Advertisement, co-branding  
Scale 52%

## 02.02.02 Co-branding - with other logos in our identity

### Co-branding

In order to preserve the integrity of the Antimicrobial Copper identity, in communications co-branding logos are always positioned to the left and aligned with the bottom of the Antimicrobial Copper logo.

### Example

Advertisement  
Co-branded  
Broad text column  
Horizontal image  
A4 (297 x 210 mm)



Advertisement, co-branding  
Scale 52%

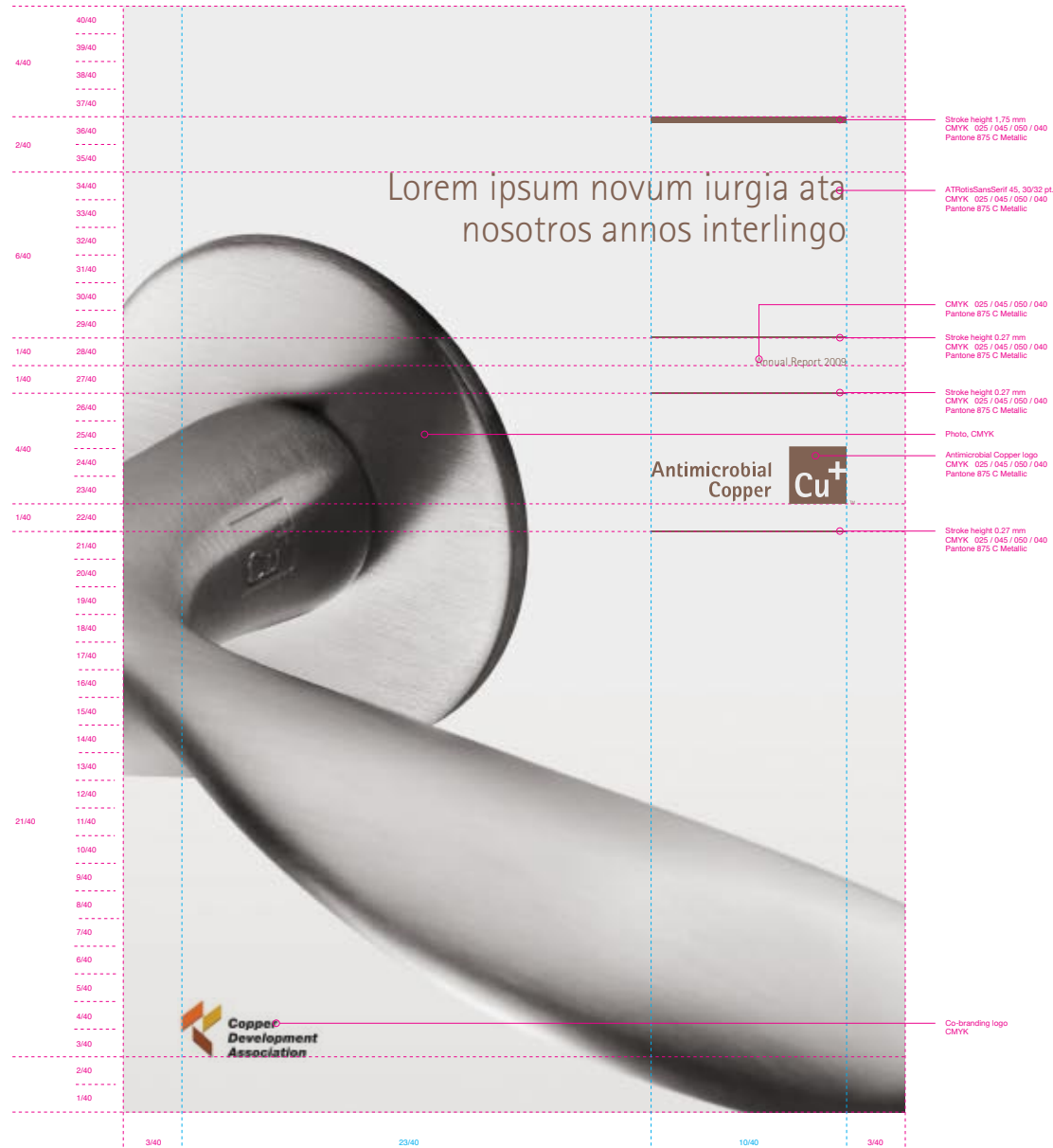
### 02.02.03 Co-branding - with other logos in our identity

#### Co-branding

In order to preserve the integrity of the Antimicrobial Copper identity, in communications co-branding logos are always positioned to the left and aligned with the bottom of the Antimicrobial Copper logo.

#### Example

Brochure  
Co-branded  
Narrow text column  
Full bleed image  
A4 (297 x 210 mm)



Brochure cover, front, co-branding  
Scale 52%

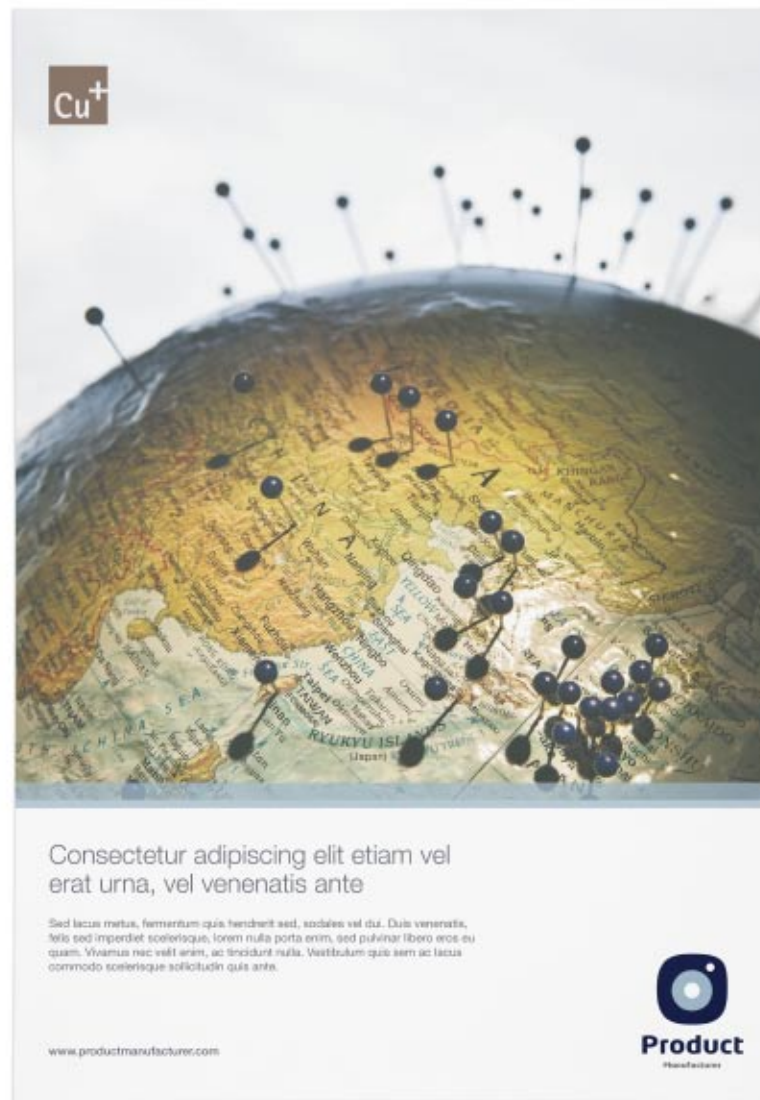
## 02.03 Co-branding - with our logo/mark in other identities

### Co-branding

In order to ensure the visibility of the Antimicrobial Copper logo/mark and at the same time preserve the integrity of the main identity, it should always be placed in the opposite corner to the co-branded logo, ensuring free space requirements are observed.

Some examples of how this should be done are shown opposite.

As it is impossible to show guidelines for all possible situations and co-branded identities, it is recommended to review designs with an Antimicrobial Copper team member before finalizing any co-branding materials.



Example, Advertisement

Example, Box



Example, DVD presentation

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# 03.00

# Contact

03.01 Information and contact

## 03.01 Information and contact

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The Antimicrobial Copper identity team is happy to assist when further guidance is needed. Please contact us if you need help with any of the following:

- Obtaining and using digital files
- Obtaining and installing the ATRotisSansSerif font
- Design advice and approval

The identity team is responsible for the final approval of all Antimicrobial Copper branded materials. Please contact us well in advance prior to finalizing any material.

This manual and the digital files that belong to it are updated on a regular basis. Therefore please make sure that you are using the latest version of the guidelines and its approved digital files.

Kind regards,  
The Antimicrobial Copper Identity Team

