

Shaklee Trademarks, Trade Names, and Copyrights

- GUIDELINES FOR USAGE -

The Shaklee name, logo, and other trademarks, such as Enfuselle®, Minerelles®, Cinch®, and Get Clean®, are important intellectual property assets. Therefore, it is important for Shaklee to protect its name and trademarks from improper use. Please familiarize yourself with this document and keep it for future reference.

Shaklee is providing the following guidelines for the use of its name and logo by its own Distributors.

Please note: You must read these guidelines before downloading the logo art files that are linked to this document.

Section One explains the **Advertising and Recruiting Guidelines** for those wishing to create their own advertisements.

Section Two covers the **Graphics Standards** for all Shaklee logo use. Read this section thoroughly before you download the approved Shaklee Independent Distributor logos to promote your business. You will also find print-ready graphics for download that you may use yourself or supply to a professional printer in order to print your own business materials or create advertising to grow and promote your business.

Misusing any Shaklee trademark is grounds for one or more remedies specified in the *Shaklee P&R*, including termination of a Shaklee Distributorship for breach of contract. If you are unsure about the correct way to use any Shaklee logo or trademark, contact Field Support at 925.734.3636, by e-mail via the Member Center at Shaklee.net/members/supContact, or write to Shaklee U.S. Inc., 4747 Willow Road, Pleasanton, CA 94588, Attention: Field Support.

Downloadable Logos:

- [Shaklee Independent Distributor Condensed Logo \(PMS 370 green\)](#) - .eps* format
- [Shaklee Independent Distributor Condensed Logo \(CMYK green\)](#) - .eps* format
- [Shaklee Independent Distributor Condensed Logo \(RGB green\)](#) - .jpg format
- [Shaklee Independent Distributor Condensed Logo \(RGB green\)](#) - .png format
- [Shaklee Independent Distributor Condensed Logo \(B&W\)](#) - .jpg format
- [Shaklee Independent Distributor Condensed Logo \(B&W\)](#) - .png format
- [Shaklee Independent Distributor Condensed Logo \(B&W\)](#) - .eps* format
- [Shaklee Independent Distributor Condensed Logo \(White\)](#) - .png format
- [Shaklee Independent Distributor Condensed Logo \(White\)](#) - .eps* format
- [Shaklee Independent Distributor Standard Logo \(PMS 370 green\)](#) - .eps* format
- [Shaklee Independent Distributor Standard Logo \(CMYK green\)](#) - .eps* format
- [Shaklee Independent Distributor Standard Logo \(RGB green\)](#) - .jpg format
- [Shaklee Independent Distributor Standard Logo \(RGB green\)](#) - .png format
- [Shaklee Independent Distributor Standard Logo \(B&W\)](#) - .jpg format
- [Shaklee Independent Distributor Standard Logo \(B&W\)](#) - .png format
- [Shaklee Independent Distributor Standard Logo \(B&W\)](#) - .eps* format
- [Shaklee Independent Distributor Standard Logo \(White\)](#) - .png format
- [Shaklee Independent Distributor Standard Logo \(White\)](#) - .eps* format

Trademark Usage Brief

- [Enfuselle® Logo \(B&W\)](#) - .jpg format
- [Enfuselle® Logo \(B&W\)](#) - .png format
- [Enfuselle® Logo \(B&W\)](#) - .eps* format
- [Enfuselle® Logo \(White\)](#) - .png format
- [Enfuselle® Logo \(White\)](#) - .eps* format

- [Minerelles® Logo \(B&W\)](#) - .jpg format
- [Minerelles® Logo \(B&W\)](#) - .png format
- [Minerelles® Logo \(B&W\)](#) - .eps* format
- [Minerelles® Logo \(White\)](#) - .png format
- [Minerelles® Logo \(White\)](#) - .eps* format

- [Cinch® Logo \(PMS 152 orange\)](#) - .eps* format
- [Cinch® Logo \(CMYK orange\)](#) - .eps* format
- [Cinch® Logo \(RGB\)](#) - .jpg format
- [Cinch® Logo \(RGB\)](#) - .png format
- [Cinch® Logo \(B&W\)](#) - .jpg format
- [Cinch® Logo \(B&W\)](#) - .png format
- [Cinch® Logo \(B&W\)](#) - .eps* format
- [Cinch® Logo \(White\)](#) - .png format
- [Cinch® Logo \(White\)](#) - .eps* format

- [Get Clean® Logo \(PMS 370 green\)](#) - .eps* format
- [Get Clean® Logo \(CMYK green\)](#) - .eps* format
- [Get Clean® Logo \(RGB\)](#) - .jpg format
- [Get Clean® Logo \(RGB\)](#) - .png format
- [Get Clean® Logo \(B&W\)](#) - .jpg format
- [Get Clean® Logo \(B&W\)](#) - .png format
- [Get Clean® Logo \(B&W\)](#) - .eps* format
- [Get Clean® Logo \(White\)](#) - .jpg format
- [Get Clean® Logo \(White\)](#) - .eps* format

These graphics files are presented in various formats for your ease of use. Click on a link above to download the file. **Please note: Be sure you are connected to the Internet before attempting to download.**

*EPS (Encapsulated PostScript) format is the standard format for use by professional printers for printing high-resolution documents. When saving this file type, be sure your computer preserves the .eps file extension; some computers will automatically try to convert the extension to .ps (which will not work).

SECTION ONE: Advertising and Recruiting Guidelines

Advertising is an important element of any successful business. As a Shaklee Independent Distributor, you have the responsibility to be sure your advertising complies with the ethical business practices and guidelines established by Shaklee. You must not represent any ads you place, including Shaklee-authorized ads, as being placed by Shaklee Corporation or any of its divisions or subsidiaries.

Click a link below to see guidelines for:

- [Recruitment Advertising](#)
- [Product Advertising](#)
- [Catalog Advertising](#)
- [Using Shaklee Copyrighted Material](#)
- [Electronic Media](#)
- [Radio and TV Ads](#)
- [Telephone Directory Advertising](#)

Recruitment Advertising

You are free to produce your own recruitment ads as long as you:

- Don't imply that the Shaklee opportunity involves a salaried position; offers employment with Shaklee Corporation; or guarantees a stated income, profit, or benefit. You may not use the Shaklee name in the body of the ad. You may, however, use the words "Shaklee Independent Distributor" in conjunction with your name.
- Don't misrepresent the Shaklee Compensation Plan or income potential.
- You may place a blind ad as indicated in the authorized ads below. However, if you do choose to identify yourself, you must state that you are a Shaklee Independent Distributor and provide your phone number, town, city, or area. No commercial address may be listed unless it is that of an authorized Shaklee Training Center.
- Remember that if you create your own ad, you are responsible for ensuring that the resulting ad is not unlawful or misleading.

Product Advertising

Shaklee Independent Distributors may advertise in magazines and newspapers.

- Only ads prepared by Shaklee Corporation may carry Shaklee trade names, trademarks, service marks, or copyrighted material. (You may, however, use "Shaklee Independent Distributor" in ads you prepare.) Authorized Shaklee product ads appear from time to time in various Shaklee publications.
- If you use an authorized ad provided by Shaklee, you must run it without alterations of any kind. Your name (or DBA), phone number, town, city, or area may be added if desired. No commercial address may be used unless it is that of an authorized Shaklee Training Center.
- Shaklee does not restrict blind ads (i.e., ads that use your name but not the Shaklee trade name, trademarks, service marks, product names, or copyrighted materials), but they must be accurate, may not make any unauthorized or misleading product claims, and may not misrepresent the Compensation Plan.
- You must not represent any ads you place (including Shaklee authorized ads) as being placed by Shaklee Corporation or any of its divisions or subsidiaries. Remember that if you vary from authorized Shaklee ads and create your own, you're responsible for ensuring that the resulting ad is not unlawful or misleading.

Catalog Advertising

Shaklee Independent Distributors may not advertise in a catalog if Shaklee products are commingled with the products of other direct selling companies, or if a single retail outlet produces the catalog. They may advertise in a catalog that features advertisements for other, non-direct selling company products if the Shaklee Independent Distributor has each customer responding to the ad agree to a disclaimer that states the customer is not a Shaklee Independent Distributor in another group.

Using Shaklee Copyrighted Material

You may reproduce Shaklee copyrighted material only when permission is specifically granted on the material, or if a written notice accompanies the material from Shaklee specifically granting you permission to reproduce it. Copyrighted material must be reproduced without alterations of any kind.

All copies of any copyrighted material you reproduce with permission must also include the copyright notice that appears on the original (for example: ©2010 Shaklee Corporation).

Electronic Media

See “Shaklee Internet Guidelines” (Shaklee.net/pws/library/business/guidelines.pdf).

Radio and TV Ads

Advertising on radio and television, including infomercials, is not permitted.

Telephone Directory Advertising

Shaklee Independent Distributors may use the following guidelines to list themselves in telephone, or similar, directories. With the deregulation of the telephone industry, the number of directory publishers has expanded. In selecting a directory, consider such things as: total number of households covered, geographical coverage, rates, and special offers. Most importantly, consider which directory you and your neighbors use most often, as households receiving more than one directory usually don't keep all of them.

- **White Pages:** You may list yourself alphabetically according to your surname or DBA. If your directory permits, you may precede or follow your name listing with one of these phrases: “Shaklee Independent Distributor,” “Shaklee Get Clean® Distributor,” “Shaklee Authorized Distributor,” or “Shaklee Products Distributor.” You may not use the phrase “Shaklee Dealer” or “Shaklee Independent Dealer.”
- **Yellow Pages:** If you have a business phone as part of your Shaklee business, you get a free alphabetical in-column listing in the Yellow Pages (in addition to your white pages listing) under the heading you select. You may begin or follow your name listing with the phrase “Shaklee Independent Distributor,” “Shaklee Authorized Distributor,” or “Shaklee Get Clean® Distributor.”
 - You may also choose to place a display ad in the Yellow Pages. Display ads are an option but are not free. Costs vary from area to area according to the size of population covered by the directory. Your Yellow Pages Directory consultant can assist you in selecting appropriate headings and will provide information on costs, deadlines, and payment terms. (Look under “Yellow Pages” in the white pages of your directory.) Charges incurred are normally billed monthly as part of your telephone statement. (Ask your Yellow Pages representative for details.) Yellow Pages display ads must follow the guidelines established in this document for recruitment and product advertising.

- Yellow Pages advertising may be bold-faced or printed in color at an extra charge.
- Your Yellow Pages display ad may carry the Shaklee Independent Distributor logo. Copies of this logo, and guidelines for its use, are available for download. If this logo is printed in color, you must use Shaklee Green (Pantone 370) or the CMYK (Cyan/Magenta/Yellow/Black) equivalent. In the event these exact colors are not available in your directory, you should reproduce the logo in black or print as reverse (white) type out of a colored background. See the Independent Distributor Logo Guidelines for more information on the usage and placement of the logo.

SECTION TWO: Graphic Standards

Shaklee Independent Distributor Logo Usage Guidelines

The Shaklee Independent Distributor logo is a trademarked representation of the company, our products, and our philosophy. When using this logo in printed materials, you must follow these explicit guidelines designed to preserve the distinctiveness of the logo and ensure its proper usage. Variations from the approved versions described below weaken the symbol's uniqueness and the company's ability to protect the logo from a legal standpoint. The text below discusses the two versions of the Shaklee Independent Distributor and how they should be used.

Shaklee Independent Distributor Logo

Elements of the Shaklee Independent Distributor Logo: The foundation of the Shaklee Independent Distributor logo is the Shaklee corporate logo, which can be used only by the Shaklee Corporation. The Independent Distributor logo consists of **(1)** the green leaf icon with the ® mark, **(2)** the word "Shaklee" with the ® mark, **(3)** the tagline "Creating Healthier Lives" with the ® mark, **(4)** a green line, and **(5)** the words "Independent Distributor."

The tagline "Creating Healthier Lives" connotes the Shaklee philosophy of building a healthier, more rewarding lifestyle for yourself and others. It is an integral part of the Shaklee logo and also requires the trademark symbol.

The words "Independent Distributor" are required to appear with the Shaklee logo whenever used by Shaklee Independent Distributors in their communications regarding the sale and promotion of Shaklee products.



Shaklee Colors

The Shaklee brand color is Pantone (PMS) 370 green. You may reproduce the logo in the Pantone ink, or if it is not possible, then the four-color process CMYK (Cyan/Magenta/Yellow/Black) version is acceptable. The CMYK equivalent breaks down as follows: C: 58% M: 0% Y: 100% K: 25%. For Web use and PowerPoint presentations, the RGB equivalent is: R: 93% G: 151% B: 49%.



One-color: Black or Shaklee Green (Pantone 370) is the only approved printer's-ink formula you may use.

Reversed: Black, white, or Shaklee Green (Pantone 370) is the only approved printer's-ink formula you may use.

Approved Shaklee Logo Variations

Use only these approved versions of the symbol or logo reproduced as provided by Shaklee.

The **standard** Shaklee Independent Distributor logo consists of the leaf symbol and the word "Shaklee" situated side by side on top of the tagline "Creating Healthier Lives," a green horizontal line, and finally the words "Independent Distributor."



The **condensed** Shaklee Independent Distributor logo is to be used only in situations where space is too constrained for the standard version, or where the tagline text is so small that it is illegible. This variation is consistent with the standard logo but excludes the tagline.



Typefaces

Shaklee recognizes Times and Arial as the acceptable standard font styles approved for use in documents using this or any other Shaklee logo.

Times Arial

Placement

In every use of any Shaklee Independent Distributor logo, give it as much room as possible. In tight situations, the empty space around the logo is equal to the logo's height. The standard Shaklee Independent Distributor logo should never appear smaller than one inch in width.



Don'ts

Do not scale the logo or its components without maintaining proportions.



Do not use in a headline or as a word in a sentence.



Do not associate words or visual elements with the symbol in ways that make them appear to be part of the symbol.



Do not outline the logo.



Do not use poor or incorrect reproductions.



Do not use logo on any background that competes with the logo.

