

SUCCEED® BRAND USAGE STANDARDS

Please help protect and build value in the SUCCEED brand by following these rules for its consistent and appropriate use.

Our brand name

Our brand name is SUCCEED. It may apply to any number of specific products. Therefore, our products should be presented with the brand name followed by the product descriptor, such as: SUCCEED Digestive Conditioning Program. Whenever it is used in normal text it should appear in all capital letters, as SUCCEED.

Trademarks

Our brand has a number of legal trademarks. These include, but are not limited to the following:

- SUCCEED®
- Digestive Conditioning Program®
- My Horse at its Best™
- Equine Fecal Blood Test™

SUCCEED and Digestive Conditioning Program are registered trademarks and, as such, they should always bear the registered trademark symbol (®). The others are trademarks and should always bear the trademark symbol (™). The appropriate trademark symbol should ALWAYS appear with these trademarks when in graphic form.

Legal copyright line

All print or electronic material published under the SUCCEED brand must include a copyright line, claiming ownership of the information, with the year of publication provided. For SUCCEED Digestive Conditioning Program materials, use the following copyright line:

SUCCEED® and Digestive Conditioning Program® are registered trademarks of Freedom Health LLC.
© 20XX. All Rights Reserved. U.S. Patent Nos. 7,658,964; 7,824,706 and 7,988,989. Further patents pending.

For SUCCEED Equine Fecal Blood Test materials, use the following copyright:

SUCCEED® is a registered trademark, and Equine Fecal Blood Test™ is a trademark of Freedom Health LLC.
© 20XX. All Rights Reserved. U.S. Patent Nos. 7,629,180 and 8,168,7446.

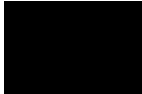



Typefaces

SUCCEED brand communications use three typeface families. They are:

- **Quay Sans** – our primary type face for body copy or headlines in materials relating to original SUCCEED Digestive Conditioning Program
- **Giovanni** – a secondary font that may be used for body copy in materials relating to original SUCCEED Digestive Conditioning Program
- **Akzidenz Grotesk** – a primary type face for body copy (regular) or headlines (condensed) in materials relating to SUCCEED Veterinary Formula or SUCCEED Equine Fecal Blood Test.

Our colors

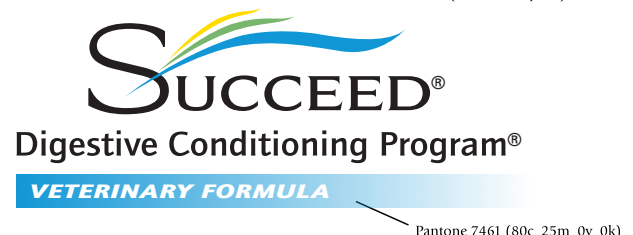
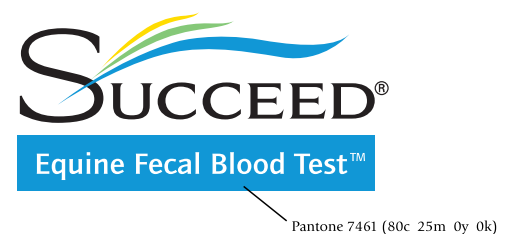
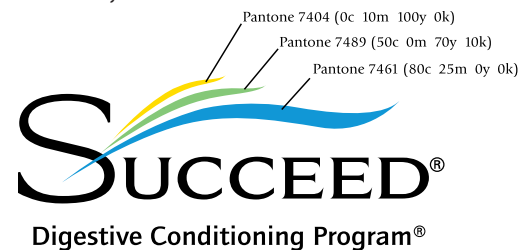
Following is the SUCCEED brand color palette:

Black	Yellow	Green	Blue
			
	Pantone 7404 0c 10m 100y 0k 255r 214g 0b	Pantone 7489 50c 0m 70y 10k 109r 170g 88b	Pantone 7461 80c 25m 0y 0k 0r 134g 206b

For materials relating to original SUCCEED, green is the primary color. For materials relating to the new SUCCEED Veterinary Formula or to the SUCCEED Equine Fecal Blood Test, blue is the primary color.

Our logo

The SUCCEED logo consists of the word SUCCEED with a stylized graphic of three waves, representing a horse's mane. This is used in conjunction with a product descriptor. These currently include "Digestive Conditioning Program", "Equine Fecal Blood Test" and "Veterinary Formula."



Full color usage

In full color applications on white or light backgrounds, reproduce the SUCCEED word in black with the three graphic waves in color, as seen above. On black or dark color backgrounds, match the color usage EXCEPT the word SUCCEED should be white, as follows:



Color usage (continued)

One color usage

Reproduce the complete logo in one solid color, when full color is not practical. In such single-color applications, solid black is the preferred color to use.



Reverse usage

Reverse the complete logo white from solid black or solid dark-colored backgrounds. The logo may be reversed from color photos or halftone images, if the area behind the logo is free of clutter.



Unacceptable uses of the SUCCEED logo

Consistent use of the SUCCEED logo is important for building and maintaining a brand identity and equity. DO NOT change the SUCCEED logo in any way. Following are some examples of unacceptable use of the logo, in print and electronic applications.



Never distort the angle of the logo



Never alter the typeface in any way.



Never reproduce in unapproved colors.



Never add a drop shadow.



Never add or delete elements of the logo.



Never change the relative proportion of elements



Never place over a cluttered background.

Questions about proper use of the SUCCEED logo or other trademarks? Call 330-562-0888, 9:00 AM - 5:00 PM EST.