

The logo features a stylized 'e' icon in a grey square on the left, followed by the word 'surface' in a white, lowercase, sans-serif font. A registered trademark symbol (®) is located at the end of the word.

Branding & Trademark Guidelines

What is this guide?

The following guidelines are meant to communicate the correct usage of and proper reference to the eSurface name, logo, trademark and brand as a whole. These guidelines are essential to the consistency and growth of the brand and protection of the trademark, and must be followed in all presentations, advertising, collateral and communication whether internal to eSurface Technologies or external.

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eSurface Brand & Trademark

This section contains guidelines for the use of the eSurface name, trademark, and brand.

1.1 eSurface Defined

The name eSurface is synonymous with advancing circuit board fabrication. eSurface is a brand that represents both the company and the process technology.

Positioning Statement:

“eSurface Technologies has developed the patented **proprietary**, eSurface **process** that dramatically **impacts** both circuit board manufacturing as well as **circuit board** design and its adoption by the **global** PCB manufacturing industry will ultimately lead to product **innovations** never thought possible.”

-Rowland Hanson
Managing Director of Global
Communications

1.2 eSurface Brand

The eSurface brand and trademarks are extremely valuable, and proper use of them is important. They represent the standards of excellence and consistent quality associated with eSurface.

The brand personality describes the tone and manner of the eSurface brand and is important that this is communicated to customers in both the things we say and our visual representations. eSurface is innovative, impactful, engaged and committed.

- Innovative** – eSurface designs innovative process technologies that will inspire new products and manufacturing techniques.
- Impactful** – Industry adoption of the eSurface process will be impactful on a global level.
- Engaged** – The eSurface team takes a hands-on approach and is engaged in providing the industry and its clients with full product solutions at the highest quality.
- Committed** – eSurface is committed to improving their clients' success and making positive changes in the evolution of the electronics and PCB industry.

1.3 eSurface Trademark

eSurface and the eSurface logo are trademarks of the EarthOne Circuit Technologies Corporation and should always be represented as such. When the eSurface name is used the trademark symbol ® should always be included in both the title, and in the first use of the name in the body text of the document. (See pg. 9 fig. 9a.)

As well, the registered trademark symbol should always appear at the top (superscript) of the written word when used in text.

CORRECT

Product X is compatible with the eSurface® process.

INCORRECT

Product X is compatible with the eSurface_® process.

CORRECT

eSurface® Technologies has a strong advisory board.

INCORRECT

eSurface Technologies® has a strong advisory board.

1.4 eSurface Descriptors

When referring to the company, it should be written as eSurface Technologies and when needed may be referred to as eSurface. When referring to the process, it should be written as the eSurface process--never as eSurface without the process descriptor. Do not incorrectly refer to applications or products that work with the eSurface process.

CORRECT

eSurface Technologies has a board of directors.

CORRECT

eSurface has a board of directors.

CORRECT

The eSurface process is a patented technology.

INCORRECT

eSurface is a patented technology.

Do not incorrectly refer to non-eSurface products or components that work in conjunction with the eSurface process as “eSurface applications,” “eSurface devices,” or “eSurface technology.” If necessary, these types of products or components can be referred to by their relationship to eSurface by indicating that relationship between the name eSurface and the type of product designed to work with the eSurface process. Correct examples include “eSurface certified components” or “material compatible with the eSurface process.”

CORRECT

ComponentABC is compatible with the eSurface process.

INCORRECT

ComponentABC is an eSurface material.

1.5 Editorial Use of the eSurface Name

(I) SETTING THE eSURFACE NAME APART

The best way to set the written eSurface name apart from other words is to utilize proper eSurface name formatting—using all lowercase letters with the exception of the capitalization of the letter ‘S.’ If necessary, using bold or italic type to set the name apart is permissible.

CORRECT

We then use the eSurface process on the component.

INCORRECT

We then use ESURFACE on the board.

(II) PROPER TEXT FORMATTING

When using the eSurface name in text, it should always be properly formatted. All letters should be lowercase except the letter ‘S.’ It should never be set in caps, small caps, all lowercase, or with a capitalized ‘E’ even when beginning a sentence. The only exception to this guideline is use in press release headers, in which all letters except the first ‘E’ are capitalized.

CORRECT

eSurface PRESS RELEASE: eSURFACE

INCORRECT

ESURFACE eSURFACE Esurface esurface

(III) ABBREVIATIONS

Do not shorten, abbreviate, or create acronyms for the eSurface name or trademark.

CORRECT

This product was created with the eSurface process.

INCORRECT

This product was created with eSurf technology.
This product was created with Surface technology.
This product was created with ES technology.

(IV) LOGO USAGE IN TEXT

The eSurface name should always be spelled out in bodies of text and should **never be substituted** with the Logo graphic:

CORRECT

Compatible with the eSurface process.

INCORRECT

Compatible with the **esurface** process.

(V) AVOIDING POSSESSIVE & PLURAL FORMS

eSurface trademarks should never be used in the possessive or plural form. They should be introduced as a proper adjective followed by an appropriate descriptor.

CORRECT

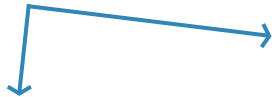
Components were created using the eSurface process.

INCORRECT

Manufacturing company included some eSurfaces in the creation of these components.

eSurface TRADEMARK IN TEXT

Title and first reference
to company include
registered trademark
symbol, in superscript
(above) the name.



eSURFACE[®] TO RELEASE NEW LINE

eSurface[®] Technologies announced Monday its plans to release lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

All other
references
are in
regular text
format. (Except
for the boiler
plate in a press
release. The
first reference
in a boiler plate
should also
have the
registered
trademark
symbol.)



eSurface continues to dui autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

Along with the eSurface process, mirum est notare quam littera gothica, quam nunc putamus parum claram, anteposuerit litterarum formas humanitatis per seacula quarta decima et quinta decima.

(fig. 9a)

The eSurface Logo

This section contains information about the eSurface Logo and proper Logo use guidelines.

2.1 Logo Reference

The eSurface Corporate Logo (“Logo”) may only be used pursuant to the guidelines in this document to identify the company, eSurface Technologies, or the eSurface process. Any usage that falls outside of these guidelines is strictly prohibited.

The Logo may be used only to refer to eSurface Technologies in advertising, marketing collateral, or websites that state the connection with eSurface or refer directly to eSurface Technologies or process.

(I) CORRECT LOGO REPRESENTATIONS

The following four examples are the only representations of the eSurface Logo that should be used.



2.2 Trademark ® Usage in Logo

The registered trademark symbol ® should always be included as an element of the Logo. Placement should always be immediately following the Logo text, and in subscript (bottom portion) of the Logo.

Example of trademark in logo:



2.3 Alteration or Imitation of Logo

The Logo may not be imitated or used in any manner (including as a design feature) other than in direct reference to or in conjunction with eSurface Technologies or the eSurface process.

2.4 Disparagement Clause

The Logo may not be used in a manner that would disparage eSurface Technologies or its products or services.

2.5 Logo Usage - Style & Color

Use only approved eSurface logo artwork.

In all uses, including internal collateral as well as all marketing material, the Logo must appear as full color or as either approved black with eSurface grey on white or approved white with eSurface grey on black (see examples below).

The Logo may never be screened back or broken into multiple colors. No other colors or transparencies are permitted.

As mentioned in section 2.2, the Logo must always be accompanied by the registered trademark symbol ® immediately following the Logo text, and in subscript (bottom portion) of the Logo.



2.6 Minimum Logo Clearance

To properly stage the Logo, a minimum clearance between the Logo and other elements must be maintained. The Logo should always have a vertical clearance of $\frac{2}{3}$ rd H above the baseline and $\frac{1}{3}$ rd H below baseline respectively. The Logo requires a minimum of $\frac{1}{5}$ th D clearance to right of both edges. These measurements indicate the minimum clearance between the Logo and other elements on all sides of the Logo. (See fig. 12a & 13a.) It is further recommended to add a safe zone of an additional $\frac{1}{16}$ th D outside the circumference of the minimum distance (see fig. 12b).

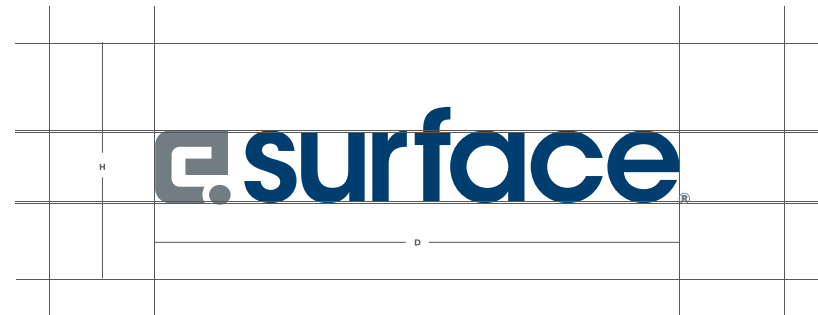


SUGGESTED SAFE AREA



MINIMUM SAFE AREA

DIMENSIONS



(fig. 12a)

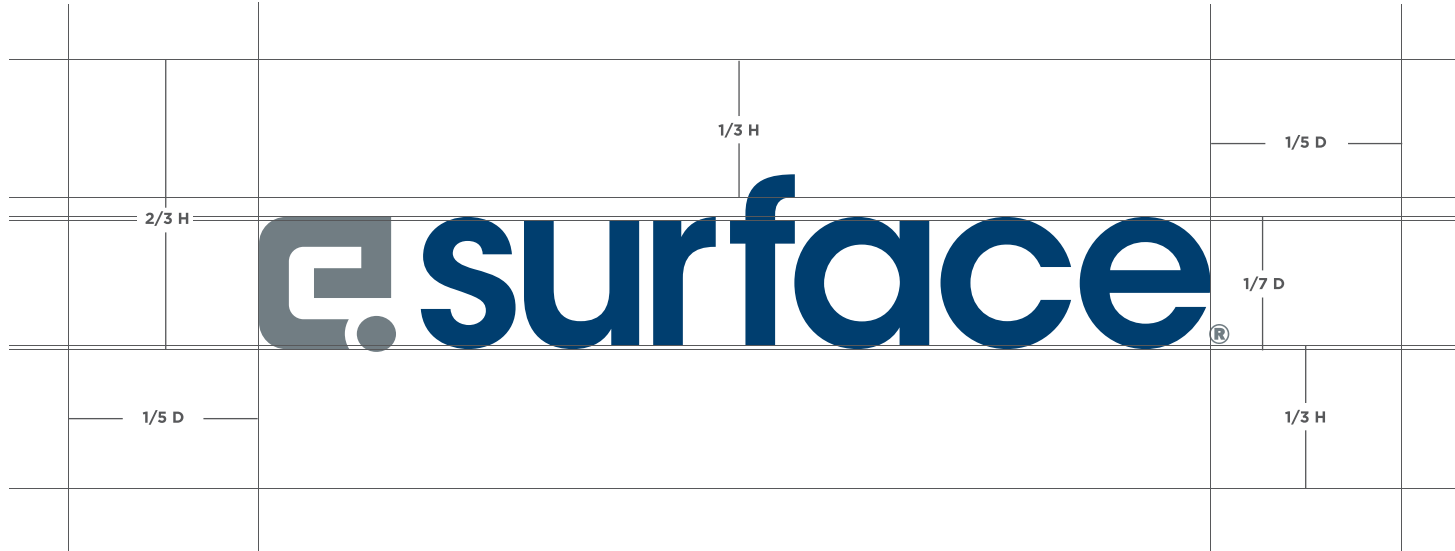
SUGGESTED SAFE AREA



(fig. 12b)

[Exception can be made to clearance below Logo only when the eSurface website is present, such as on letterhead.]

MINIMUM SAFE AREA



(fig. 13a)

2.7 Minimum Logo Sizes

(I) For online and web applications, the Logo must always be at least 85 pixels in width.



(II) For product applications, the Logo must always be at least 15 millimeters in width.



(III) For packaging and advertising applications, the Logo must always be at least 1.5 inches in width.



2.8 Logo in Text

The Logo must never be used to represent the word eSurface in text, including in a headline, product name logotype, or body copy.

2.9 Logo Integrity

Changes to the Logo should not be made—including, but not limited to changes in the color, proportion, design, or removal of any words, artwork, or trademark symbols. The Logo may not be animated, morphed, or otherwise distorted in perspective or appearance.

The examples provided on page 15 are only meant as possible misuses of the Logo and do not encompass the full range of ways in which the Logo's integrity may be compromised.

The registered trademark symbol ® should always be included as an element of the Logo. Placement should always be immediately following the Logo text, and in subscript (bottom portion) of the Logo.

POSSIBLE MISUSES OF LOGO



Do not slant the Logo



Do not separate or change proportions of Logo elements



Do not tilt or rotate the Logo



Do not recolor the Logo



Do not use the Logo in all white or all black.



Do not increase or decrease space between Logo elements

eSurface Visual Identity

This section contains information about the proper use of graphic elements, both printed and digital, to maintain the eSurface brand identity.

3.1 Fontface and Typography

MAIN TYPEFACE

Gotham - Thin	<i>Gotham - Thin</i>
Gotham - Extra Light	<i>Gotham - Extra Light</i>
Gotham - Light	<i>Gotham - Light</i>
Gotham - Book	<i>Gotham - Book</i>
Gotham - Medium	<i>Gotham - Medium</i>
Gotham - Bold	<i>Gotham - Bold</i>
Gotham - Black	<i>Gotham - Black</i>
Gotham - Ultra	<i>Gotham - Ultra</i>

SPECIALTY TYPEFACES

Nexa Light Nexa Bold	And Sub-Headers For Headers
PMN Caecilia 45 Light PMN Caecilia 55 Roman <i>PMN Caecilia 76 Bold Italics</i>	“For pull quotes!” and specialty use
Helvetica Neue Std 45 Light Helvetica Neue Std 55 Roman	For body copy. or as Email alternative

3.1 Why Typography is Important

Typography is the voice of the brand. Each typeface emphasizes the tone and meaning of words with its own unique personality. It is important to create a strong, unifying voice by using only the specific typefaces chosen to represent the eSurface brand in all mediums.

Gotham is the main typeface of eSurface and will be used for most text.

Please refer to this guide when creating any materials on behalf of the eSurface brand.

3.2 Graphic Elements & Brand Colors

When using eSurface brand colors on marketing materials, it is important to determine whether it will be used for print or digital applications. **(See also section 4.4 on best practices.)**

PRINT - make sure to use the CYMK values when picking your color. (Except when printing to a local *desktop* printer, as many consumer printers require RGB values.)

WEB/EMAIL - For digital applications (web or email), always use the hex code or RGB values. (RGB - Red Green Blue - refers to the colors used by computer monitors.)

3.3 Brand Colors & Usage

PRIMARY COLORS

focus colors:
used in logo & on large surface areas

SECONDARY COLOR

used as a pop color for emphasis

The image displays three color swatches with their corresponding specifications. The top swatch is a dark blue, the middle is a grey, and the bottom is a medium blue. Each swatch is accompanied by its name, CMYK values, RGB values, and a hex code. Large curly braces on the left group the top two swatches as 'PRIMARY COLORS' and the bottom one as 'SECONDARY COLOR'.

Color Name	CMYK	RGB	Hex Code
PANTONE P 108-8 C	100% CYAN, 52% MAGENTA, 0% YELLOW, 50% KELVIN	0 RED, 63 BLUE, 112 GREEN	003F70
ESURFACE Custom GREY	10% CYAN, 0% MAGENTA, 0% YELLOW, 60% KELVIN	114 RED, 125 BLUE, 132 GREEN	727D84
PANTONE P 110-6C (VAR)	77% CYAN, 34% MAGENTA, 10% YELLOW, 5% KELVIN	48 RED, 134 BLUE, 180 GREEN	3086B4

Corporate Templates

The standardized corporate visual elements of eSurface

4.1 Email Signature

It is very important that the entire eSurface team communication appears uniform for branding. To maintain this uniformity, please have the IT personnel responsible for setting up your email instruct you on how to properly set up your corporate email signature across all platforms (i.e. cell phone, ipad, laptop or desktop computer). Aside from editing the contact information, do not alter the layout in any way, including adding/changing colors, changing the font, changing element spacing, or format, etc.



DAVE BENSON

President

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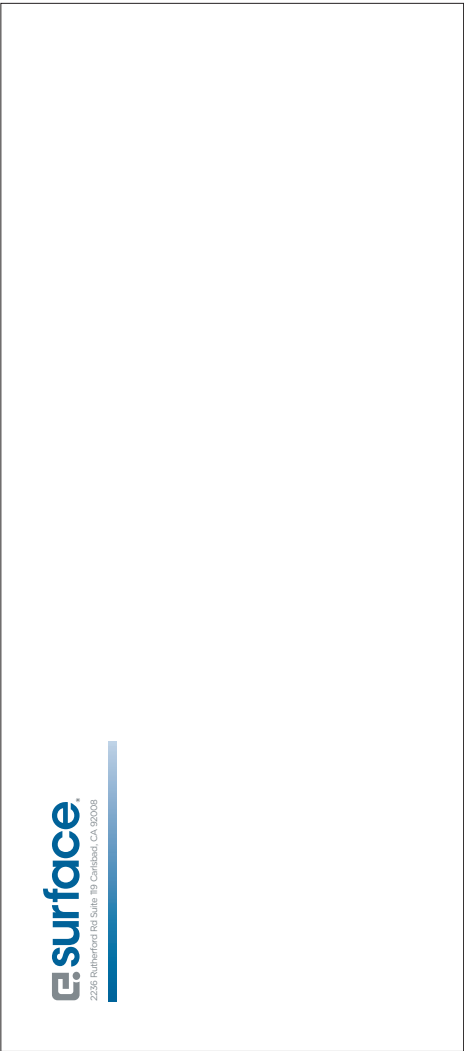
(000) 000-0000 Mobile

eSurface®

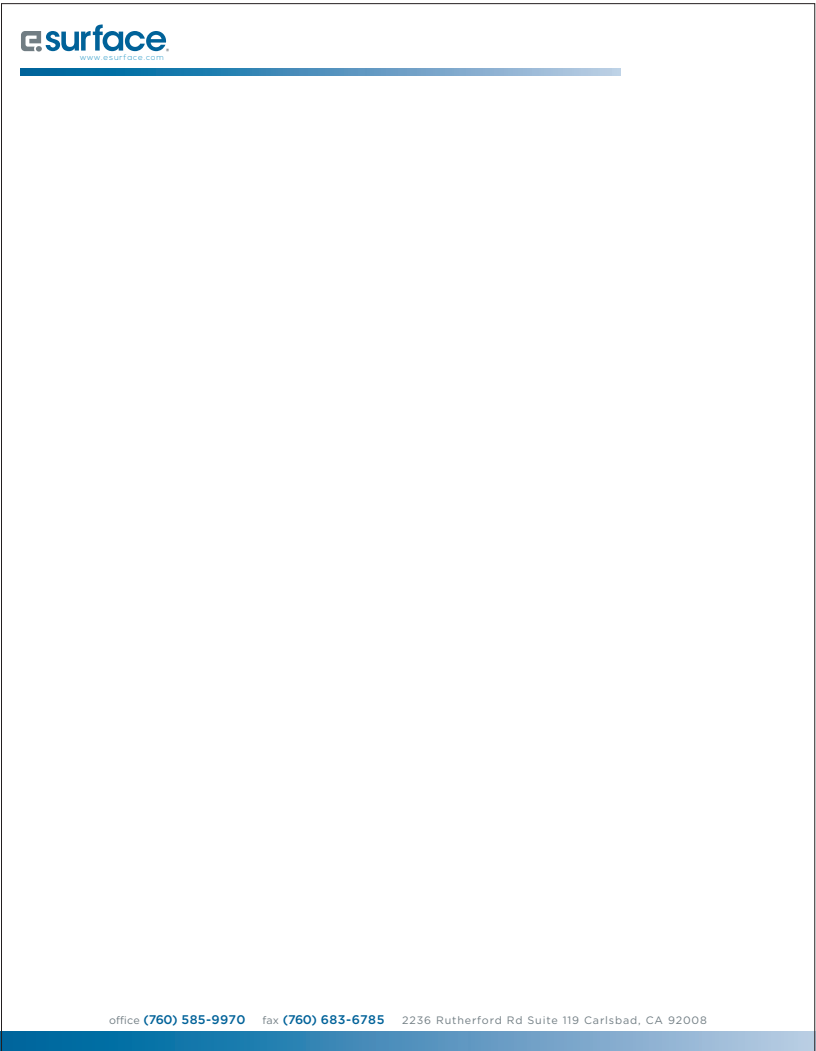
2236 Rutherford Road | Suite 119 | Carlsbad, CA 92008

4.2 Letterhead & Envelopes

Letterhead and envelopes should have a very similar visual style whether using preprinted stock or printing from a digital template on a desktop printer. Preprinted stock as well as digital templates are available upon request.



This is for a #10 standard envelope.



Please note that a white border is acceptable on desktop printed letterhead.

4.3 Presentations

Powerpoint presentations should look clean and remain consistent with the eSurface brand. It is preferred that you have your marketing team, The Studio WLV, format your presentation content for you; however, if the case arises that you need to put one together, both standard definition and widescreen templates are available to you.



4.4 Print & Digital Best Practices

For both internal eSurface use and external licensee use, there are two important practices to be aware of when preparing materials for print or digital applications.

(I) USE PROPER COLOR VALUES

Always double check the values for all brand colors and be sure to correctly use CMYK for print and RGB for digital projects.

(II) ONLY USE THE HIGHEST RESOLUTION & DPI

When preparing materials for print always be sure to use **no less than 300 dpi at actual size** to ensure a quality print.

For digital applications, be sure never to stretch an image beyond its specified resolution in pixels. For example a 400px by 400px should never be resized to a value greater than 400px by 400px, or the image will appear pixelated.



Do not stretch images.



Do not increase image size beyond actual size.

Affiliate Guidelines

This section contains information about the correct affiliate use of the eSurface name, logo, trademark, marketing materials or artwork.

5.1 Affiliate Use of Trademark

Do not use any eSurface trademark in such a manner in which it appears eSurface is legally associated with your company, beyond your company's authorization as a licensee of eSurface technology.

Do not market your products or services under names that are confusingly similar to eSurface.

5.2 Infringement

Neither the Logo nor the eSurface name may be used in any company name, product name, service name, domain name, website title, publication title, or the like.

5.3 Co-Branding & Marketing Materials

Do not imitate eSurface logos, logotypes, trade dress, or other elements of eSurface product packaging or websites in any materials, including advertising, websites, or promotional materials.

Do not use any eSurface trademark in any manner that expresses or implies eSurface affiliation, sponsorship, endorsement, certification, or approval of your product or company.

5.3 Co-Branding & Marketing Materials (cont'd)

Do not place your company name, trademarks, service marks, or product names next to (or combine them with) the eSurface name on packaging, products, or advertisements.

Any external advertising, product information or marketing materials should not mimic any eSurface marketing or advertising materials.

The Logo must not be incorporated or used in any manner as part of, or in close proximity to another company's name, domain name, product or service name, logo, trade dress, design, slogan, or other trademarks. The Logo must never appear with any other symbol or icon (except the registered trademark symbol); contained within a box, circle, or other shape; or combined with any other name, logo, or icon to create a co-branded logo.

Be sure to display your company or product name more prominently than any eSurface trademark on all materials.

5.4 Artwork Acceptance & Exception to Guideline Requests

In regards to advertising, marketing material or collateral, any questions about exceptions to these guidelines, or any eSurface marketing or eSurface advertising should be directed to:

The Studio WLV
info@thestudiowlv.com
805.499.9100

Rights Reserved

6.1 Rights Reserved

eSurface reserves the right in at its sole discretion to terminate or modify permission to display the Logo, and may request the modification or deletion of any use of the Logo that, in the sole judgment of eSurface, does not comply with these guidelines, or might otherwise impair eSurface's rights in the Logo. eSurface further reserves the right to object to unfair uses or misuses of its trademarks or other violations of applicable law.

6.2 Advisory of Infringement

Retain all copyright, trademark, and patent notices in eSurface technology and documentation from eSurface. You must comply with any notice from eSurface to change any of the copyright, trademark, or patent notices.

If requested, you must supply eSurface with samples of finished product and marketing materials that contain any eSurface trademarks prior to shipping them.

If you are aware of any trademark infringement actions that arise from your use of the eSurface product name, advise eSurface promptly.



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eSurface® Scientific Statement

The present invention, the eSurface® proprietary process, is a method for activating a surface for a multitude of electronic and non-electronic applications including printed circuits, printed circuit boards, antennas, solar cells, solar thin films, and integrated circuit substrates, by forming a raised conductive image on a non-conductive or dielectric surface. The method comprises of placing a metal coordinated complex in the surface of a substrate, radiating the surface to reduce the exposed complex, removing unexposed complex leaving an elemental metal image, and then plating the resulting elemental metal image with a highly conductive material.

Advertising, Marketing & Collateral Information

Any questions regarding exceptions to these guidelines, eSurface marketing or eSurface advertising should be directed to:

The Studio WLV
info@thestudiowlv.com
805.499.9100