

Keri Lynn SanFelippo

KLS Keri Lynn SanFelippo

Brand & Trademark

Guidelines and specifications.

Abridged for third party use. Logos, colors, and typeface.

Guidelines and Permission Keri Lynn SanFelippo logo features

General Information

Keri Lynn SanFelippo is passionate about protecting the reputation of the brand as an objective and fair provider. The KLS Keri Lynn SanFelippo logo is a registered trademark under the USPTO as of June 28th filed in May, 2010 under active class number(s) 041 clothing and 025 entertainment. The mark consists of the letters "KLS" in stylized lettering that form an abstract design.

Keri Lynn SanFelippo logo can be used only pursuant to these Guideline, and for the specific purposes for which Keri Lynn SanFelippo has given permission (featured on websites under www.kerilynnsanfelippo.com, clothing line, fashion designer, fashion coordinating, fashion show choreographer, wardrobe stylist, flyers, media, entertainment services, actress, modeling, sponsors, hosting events, and events).

When you use the Keri Lynn SanFelippo logo, you must always follow the rules for proper usage included in these Guidelines. In addition, Keri Lynn SanFelippo may provide you with written requirements as to the size, typeface, colors, and other graphic characteristics of Keri Lynn SanFelippo. Providing the requirements to you at the time of our approval, you must implement them before using the Keri Lynn SanFelippo logo. If provided these requirements to you after initially giving you permission, you must implement them within a commercially reasonable timeframe.

All flyers online, printed material must be mailed/emailed to Keri Lynn SanFelippo. Improper use, use of logo without permission, duplicating logo, or claiming logo will result in a lawsuit filed by Keri Lynn SanFelippo.

Trademark Basics

What is a trademark?

A trademark is a word, name, symbol or device (or a combination thereof) that identifies the goods or services of a person or company and distinguishes them from the goods and services of others. A trademark assures consumers of consistent quality with respect to those goods or services and aids in their promotion.

Why is it important to use marks correctly?

Rights to a trademark can last indefinitely if the owner continues to use the mark to identify its goods and services. If trademarks are not used properly, they may be lost and one of the company's most important assets may lose all of its value. Rights may be lost not only because of a trademark owner's improper use of the mark, but through improper use of the trademark by the public.

Rules for Proper Usage

Things to do:

- Use the KLS Keri Lynn SanFelippo for events, flyers, media, fashion line, fashion stylist, model, actress, hosting events, and all other entertainment services only if Keri Lynn SanFelippo is present or taking action of the selected feature.
- Use the trademark only as an adjective or a noun, never a verb, and never in the plural or possessive form.
- Use the name Keri Lynn SanFelippo following under the trademark
- If you are using the Keri Lynn SanFelippo logo on a web page, there must exist a minimum spacing of 25 pixels between each side of the logo and other graphic or textual elements on your web page.
- The Keri Lynn SanFelippo is a registered trademark as of June 28th 2011, filed trademark in May 2011. The Keri Lynn SanFelippo logo must be followed by the superscripted letters TM to give notice that the company (Keri Lynn SanFelippo) claims trademark rights in the term. A registered Keri Lynn SanFelippo feature should be followed (optional) by the symbol TM to identify the term as a registered trademark.

Things You Can't Do

- One of the conditions for all uses is that you can't mess around with the trademark. Don't remove, distort or alter any element of the Keri Lynn SanFelippo feature. That includes modifying a Keri Lynn SanFelippo trademark. Color is not claimed by the national trademark. The Logo must remain the same color as the text.
- Don't display the Keri Lynn SanFelippo logo as the most prominent element on your web page.
- Don't display the Keri Lynn SanFelippo logo in any manner that implies a relationship or affiliation with, sponsorship, or endorsement by Keri Lynn SanFelippo, or that can be reasonably interpreted to suggest editorial content unless signed contract by Keri Lynn SanFelippo.
- Don't display the Keri Lynn SanFelippo logo on any web site that contains or displays adult content, promotes gambling, involves the sale of tobacco or alcohol to persons under twenty-one years of age, or otherwise violates applicable law.
- Don't display the Keri Lynn SanFelippo logo in a manner that is in Keri Lynn SanFelippo sole opinion misleading, unfair, defamatory, infringing, libelous, disparaging, obscene or otherwise objectionable to Keri Lynn SanFelippo.
- Don't display the Keri Lynn SanFelippo logo on a site that violates any law or regulation.
- Don't incorporate the Keri Lynn SanFelippo logo into your own product name, service names, trademarks, logos, or company names.
- Don't register Keri Lynn SanFelippo trademarks as second-level domain names.
- Don't use Keri Lynn SanFelippo trademarks in a way that suggests a common, descriptive, or generic meaning.
- Don't use Keri Lynn SanFelippo trademarks with associated content of violence, drug, alcohol, and or pornography.
- Trademark rights vary from country to country. Some countries have severe criminal and civil penalties for improper use of the registration symbol. Therefore, do not use the registration symbol (®) in countries where the mark has not been registered.

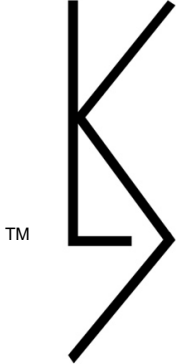



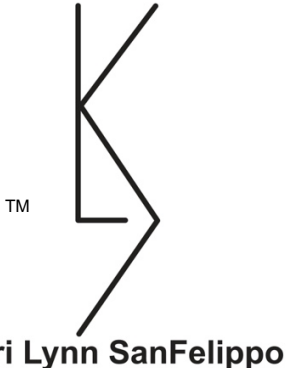

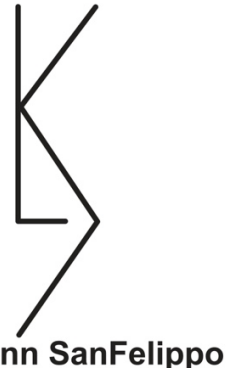
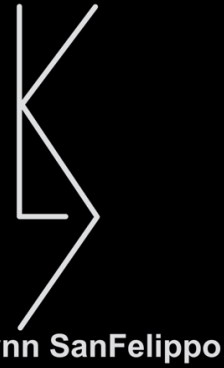
If there is any question about usage, requests for clarification, please via email to Keri Lynn SanFelippo at keri@kerilynnsanfelippo.com with subject line "KLS - Keri Lynn SanFelippo logo."

Keri Lynn SanFelippo www.kerilynnsanfelippo.com

Logo

Acceptable Different Formats


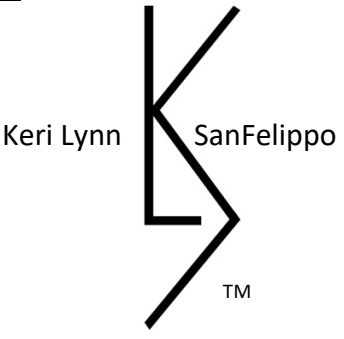






Follow these rules when using the KLS logo in various forms for all identification, communication, and promotional materials.

 <p>TM</p>	 <p>TM</p>
	
 <p>TM</p> <p>Keri Lynn SanFelippo</p>	 <p>TM</p> <p>Keri Lynn SanFelippo</p>
 <p>Keri Lynn SanFelippo</p>	 <p>Keri Lynn SanFelippo</p>

Logo

Not Acceptable Formats

When it comes to using the KLS logo (primary and secondary) please avoid any of the examples below.

 <p>Keri Lynn SanFelippo</p> <p>STRETCHING</p>	 <p>Keri Lynn SanFelippo TM</p> <p>MOVEMENT OF WORDING AND OR TM LOGO</p>
 <p>Keri Lynn SanFelippo</p> <p>TILTING</p>	 <p>Keri Lynn SanFelippo</p> <p>BRIGHT COLORED BACKGROUND</p>
 <p>Keri Lynn SanFelippo</p> <p>SHAPE BEHIND LOGO AND OR WORDING</p>	 <p>PIXELATED</p>
 <p>CHANGE OF COLOR</p>	 <p>Keri Lynn SanFelippo</p> <p>INFRONT OF BUSY/BLENDING BACKGROUNDS</p>

Color

Defined for Production

These are the colors to be used on all marketing, promotional, sales, and corporate material.

White

100%

Web Safe (hex code)

#ffffff

R 100%

G 100%

B 100%

Black

100%

Web Safe (hex code)

#000000

R 0%

G 0%

B 0%

TYPEFACES

The font family is used for “Keri Lynn SanFelippo” of the KLS Keri Lynn SanFelippo logo.

Arial

Arial is used in Bold format such as, **Arial**.

Logo

Please only use the link provided below to download and or use the registered KLS logo trademark.

https://drive.google.com/drive/folders/1_DHAhkj0bOuyiN6S1hpR37QagIOzspQF?usp=sharing

Files in Google Drive provide the following KLS Keri Lynn SanFelippo in the following formats.

KLS_logo png format

KLS_logo_TM png format

KLS_logo_Keri Lynn SanFelippo png format

KLS_logo_Keri Lynn SanFelippo_TM png format

KLS_logo jpeg format

KLS_logo_TM jpeg format

KLS_logo_Keri Lynn SanFelippo jpeg format

KLS_logo_Keri Lynn SanFelippo_TM jpeg format

Note: Only the documents can be inverted to Black and White.