

TOP 100 GLOBAL INNOVATORS PROGRAM

BRAND GUIDELINES FOR AWARD WINNERS

MARKETING LIMITED LICENSE AND PROGRAM LOGO

Congratulations on your organization's Thomson Reuters 2015 Top 100 Global InnovatorSM award. We encourage you to highlight your achievement, and do not charge any fees for use of the award logo or downloadable marketing materials available at top100innovators.com.

To maintain the prestige of the award and ensure consistent usage, we do require that you follow these guidelines for use of the award logo and for the correct use of the Thomson Reuters name and trademarks in your marketing materials.

The Thomson Reuters 2015 Top 100 Global Innovators program uses patent data information as the basis for identifying the most innovative companies in the world, looking not only at the number of filings or grants a company has, but also its global reach, the significance of the invention, and the success of the portfolio overall. It is designed to measure the attributes that are important to commercializing inventions on a global scale.

USE OF TRADEMARKS

Thomson Reuters grants to each winning facility a limited license to use the Thomson Reuters 2015 Top 100 Global Innovators trade name and trademark in its marketing efforts under the guidelines provided in this document.

Thomson Reuters requires that use of the achievement in marketing efforts, including the Thomson Reuters 2015 Top 100 Global Innovators award logos, be restricted to the award's intended context and properly cited as published by Thomson Reuters. Data tables and individual company results may not be used in any promotional materials. A winning company may not redesign or alter the official logo of the Thomson Reuters 2015 Top 100 Global Innovators program.

If we identify materials or other promotional activities that misquote, misinterpret, or misrepresent the award's intended context, including misuse of the Thomson Reuters Top 100 Global Innovators award logo, we will require such materials be withdrawn from the market immediately.

PROGRAM NAME AND YEAR

The logo must always appear with the year the award was won. The official name of the award program is Thomson Reuters 2015 Top 100 Global InnovatorsSM.

2015 THOMSON REUTERS
TOP 100
GLOBAL INNOVATORS

MINIMUM SIZE

The minimum size of the logo is 1.5 inches wide from the left edge of the “2” in “2015” to the right edge of the “S” in “THOMSON REUTERS.” The aspect ratio (ratio of width to height) should never change.

RESIZING THE LOGO IN MICROSOFT OFFICE APPLICATIONS

Visual Resizing: Hold down the “Shift” key while dragging a corner of the artwork.

Numerical Resizing: First select the logo by clicking on it. Then select “Format > Picture.” Choose the “Size” tab and under “Scale” enter a numerical value to resize the artwork. Be sure to select “Lock Aspect Ratio” to maintain the proportion of the logo. Do not resize below the minimum standard. Never put the logo in a box or resize it disproportionately.

MINIMUM CLEAR AREA

An area equal to two times the height of the “T” in Thomson Reuters must remain clear on all side of the logo.

CORRECT LOGO COLORS

The colors in the logo are set for your use. If you need to reproduce the orange or gray colors on other materials in order to match the logo, the color specifications are:

	PANTONE	C/M/Y/K	R/G/B	HTML
Orange	PANTONE 158C	0/56/100/0	255/145/0	FF9100
Gray	PANTONE Cool Gray 9	0/0/0/57	102/102/102	666666

CONTACT US

If you have questions about these guidelines or would like us to review your marketing materials, please contact Jennifer Figueroa of the Top 100 Global Innovators team at jennbfigueroa@gmail.com.

