

## Use of Case IH Logo

These rules come from CIH and apply to both Black & White as well as color versions of their logo.

Preferred version of the CIH logo. PMS 187 and Black.



### One-Color Version



When two-color printing is not available, the logo may be used in a positive, solid black (left) or a reverse, solid white (right) application.

### Logo Use on Red Background



The one-color logo may appear on a red background in a positive application (left) or a reverse application (right).

### Logo Use on 30% Black Background



The two-color logo (left) or a solid black application (right) may be used on a 30% black background.

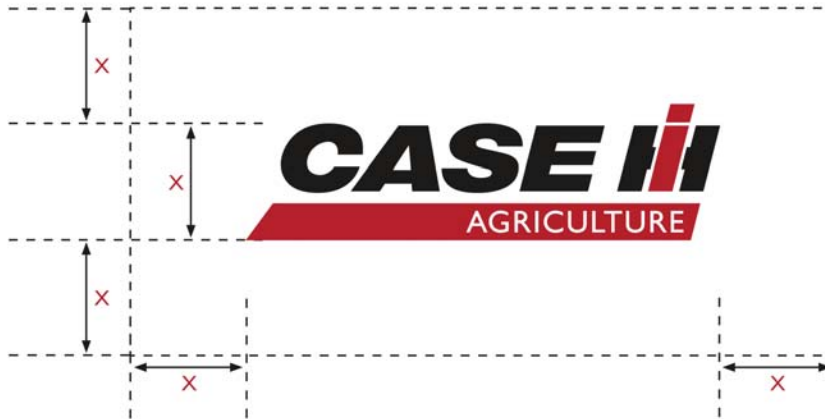


Always use the black logo with the red driver "I" and AGRICULTURE blaze on any four-color process image that is light in tone.

## Use of Case IH Logo - continued

To ensure the Case IH logo is free from visual distraction, elements such as other logos, charts and graphs must be positioned at a minimum required distance from the brand mark. This is defined as "clear space."

The following examples show the required minimum clear space above, below and to the sides of the logo. Clear space is defined in terms of the "X" measurement, which is the height of the C plus the AGRICULTURE blaze in the logo.



The minimum clear zone equals the height of the C letterform within the logo plus the AGRICULTURE blaze under the logo. The dotted line indicates the minimum clear space for the logo on all sides — it is not part of the printed logo.

## Use of Case IH Logo - minimum size



Newsprint – 1.5 inches wide, two-color and black



Magazine – 1.25 inch wide, two-color and black

## Use of Case IH Logo - continued

To maintain the brand value of the Case IH logo, the following logo treatments may not be used.



Never place the logo against a patterned or "busy" background.



Never angle the logos.



Never use the tagline directly adjacent to the logo.



Never switch the colors of the logotype, the red driver "i" or the AGRICULTURE blaze, and never print the logo in unapproved colors.



Never enclose the logo in an unapproved outline or shape.



Never use a white silhouette or a white "i" with black logo on a red background.

## Use of Case IH Logo - Unacceptable uses



Never place the logo on a background without proper contrast.



Never distort or add perspective to the logos.



Never use the logo as a substitute for copy in a sentence or headline.



Never combine the Case IH logo with other logos.

## Use of Case IH Logo - continued

### Case IH Certified Pre-Owned Logo



Case IH Pre-Owned Certified Logo may be used in all types of advertising. Must be used in a legible size. Must include a Case IH CPO program description available from MRC.