

# Leica Geosystems

## Distributor & Service Partner Brand Guideline Manual



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## Introduction

Please read these Brand Guidelines and any updates thereof carefully!

Leica Geosystems reserves the right to update and modify these guidelines at any time at its sole discretion and shall inform upon occurrence of such updates and/or modifications.

Any use by Distributors and Service Partners of Leica Geosystems' Intellectual Property, whether registered or not registered, such as, but not limited to, trade names, trademarks, logos, patents, product designs and other designs, know-how, marketing and communication material shall be made in strict compliance with these brand guidelines and any other provision of applicable law or of contractual agreements between Leica Geosystems and its Distributors and Service Partners.

### **Leica Geosystems Distributors' and Service Partners' use of Leica Geosystems logo**

Brand presence and brand consistency are one of the most important aspects of being recognisable on a global scale. A brand is an intangible asset and it can sometimes appear difficult to see what operational steps you can and should take to preserve the brand.

When you as a Leica Geosystems Distributor and/or Service Partner use the Leica Geosystems logo, you get the benefit of one of the strongest brands in the world. At the same time, you help us reach local markets, which means that you are given the option of adapting Leica Geosystems marketing materials to local conditions.

## Brand Guidelines scope

### Strict restriction of use

Any use of the intellectual property of Leica Geosystems, such as, but not limited to, trade names, trademarks, logos, logos, communication and marketing material, is strictly prohibited except as provided for in these guidelines or in any other contractual agreement with Leica Geosystems. Distributors and Service Partners are hereby advised that Leica Geosystems will aggressively enforce its intellectual property rights to the fullest extent permissible.

These guidelines shall support a consistent worldwide use of the Leica word, the Leica logo, the Leica Geosystems logo as well as all other trademarks of Leica Geosystems by Distributors and Service Partners.

It is hereby strictly forbidden to use any trademark, marketing and communication material and/or any information of Leica Geosystems in a way that will impair the perception in the markets of the quality image associated with such trademarks and/or information or that will cause any confusion in the markets as to the relationship between Distributors and/or Service Partners on the one side and Leica Geosystems on the other side.

### For Distributors and Service Partners who are parties to a contractual relationship in writing with Leica Geosystems

These guidelines are addressed to Distributors and Service Partners of Leica Geosystems (both hereinafter referred to as "Business Partners") who are parties to a valid contractual relationship in writing with a company or subsidiary or affiliate of the Leica Geosystems Group (hereinafter referred to as „Leica Geosystems“) and shall regulate the use of the logo "Leica Geosystems" with the tagline "when it has to be right", the trademark "Leica" (word and logo), other trademarks of Leica Geosystems (all of which notwithstanding whether registered or not registered) as well as all marketing and communication material and other information of Leica Geosystems, such as, but not limited to, product documentation at large including user manuals, brochures on Leica Geosystems or its products, slogans, straplines, tag lines, pictures and graphical representations.

Leica Geosystems encourages its Business Partners to use the Logo "Leica Geosystems" with the tagline "when it has to be right", its other trademarks and all communication and marketing material in order to reinforce and communicate the positive attributes of these trademarks and information in the worldwide markets and to communicate Business Partners' business relation with Leica Geosystems, provided, however, such use is in strict compliance with these guidelines.

### Other contractual provisions with Leica Geosystems

Notwithstanding these guidelines, all other contractual provisions relating to Intellectual Property Rights of Leica Geosystems, such as, but not limited to, provisions in distribution agreements and/or in other written agreements with Leica Geosystems as well as the provisions for the use of the websites of Leica Geosystems ("Website Legal") shall remain in force and applicable. These guidelines shall take precedence over such other contractual provisions to the extent that present guidelines regulate the same issues as provided for therein, whereby all other contractual provisions shall remain applicable which are not regulated herein.

### For parties dependent of Business Partners with no direct contractual relationship with Leica Geosystems

For parties dependent of Business Partners with no direct contractual relationship with Leica Geosystems (such as, without limitation, sub-distributors, suppliers and outsourcing partners), Business Partners hereby undertake to assure that these guidelines will apply by analogy to such parties to the same extent. Such parties without any direct contractual relationship with Leica Geosystems shall not be permitted to use the Leica Geosystems logo.

*Not relevant for Leica Geosystems Group companies.* These guidelines are not intended for Leica Geosystems Group companies, which are subject to a different set of guidelines.

## The “Leica” trademark and its use

The trademark “Leica” (hereinafter referred to as „Leica word“) and the “Leica” logo (hereinafter referred to as „ Leica logo“) are registered trademarks worldwide.

### Leica word

The Leica word shall exclusively be used in combination with a Leica Geosystems product name, e.g. Leica TPSxxx. Business Partners shall not use the Leica word in connection with any of their products and/or packaging material, unless expressly otherwise authorised in writing by Leica Geosystems.

When used within a product name, “Leica” must be typed in normal fonts, never use the Leica logo!



### Leica logo

The Leica logo shall exclusively be used on products and product packaging material. Business Partners shall not place the Leica logo on any of their local products and/or packaging material. The Leica logo shall not be removed, covered or modified in any way whatsoever.

Business Partners shall only be allowed to place a label bearing their full name, street and email addresses, phone and fax numbers on Leica Geosystems products or packaging material, provided, however, that such label correctly states the Business Partner’s business relationship with Leica Geosystems, such as “Authorised Leica Geosystems Distributor ”, “Authorised Leica Geosystems Service Partner ” (see hereinafter under “Distributor logo”).

Local terms of the Leica logo such as “General Distributor” or other modifications are strictly forbidden.

Example:



## Other Leica Geosystems trademarks and their use

### General

For other trademarks of the Leica Geosystems Group, such as "DISTO™", the regulations for the trademark "Leica" shall apply by analogy.

### Use of former trade names, trademarks and logos of Leica Geosystems and its predecessor companies

The use of the former trade names, trademarks and logos, such as, without limitation, Wild, Wild Heerbrugg, Wild Leitz, Kern, Magnavox, Cyra, Laser Alignment and/or LH Systems, whether on their own or in combination with the logo (e.g. Leica Geosystems/Magnavox) is strictly forbidden. However, the use of such former trademarks of Leica Geosystems in a statement that instruments bearing such former trademarks can be serviced and/or supported by a Business Partner is permitted (e.g. Service and Support Center for Wild and Kern surveying instruments), provided that the Business Partner is authorised by Leica Geosystems to provide such service/support.

A reference to former trade names and trademarks of Leica Geosystems in an advertising text is permitted, provided that it clearly refers to the historical origins of Leica Geosystems (e.g. "Leica Geosystems' origins began with the first Wild theodolite in 1921." "Leica Geosystems acquired pioneering GPS expertise through its 1994 purchase of the Magnavox commercial GPS division.").

## Leica Geosystems logo and its use

- when it has to be **right**

The Leica Geosystems logo consists of the word "Leica" in a red, cursive script font, with a horizontal line underneath it. Below the line, the word "Geosystems" is written in a smaller, red, sans-serif font.

### Logo

The Leica Geosystems logo with the tagline "when it has to be right" (hereinafter referred to as "logo") is used for communication purposes to clearly distinguish Leica Geosystems Group from the Leica Camera Group and Leica Microsystems Group which are entirely autonomous groups and whose shareholders are totally independent of Leica Geosystems' shareholders.

The logo with tagline shall not be modified or recreated as a new model or new artwork. The only exception to this are on signs, exhibition booths and very small giveaways where the tagline can be omitted. The logo shall never be used on products.

The logo is made available to Business Partners for download on the Leica Geosystems MediaSource in various formats.

The logo shall never appear in a line of text or be mixed-up with other words and/or graphics. The words "Leica Geosystems" may be used in a line of text.

### Colour of logo and background colours

The letters of Leica Geosystems logo shall be red (matching Pantone 185C for coated paper or 185U for uncoated paper) on a white background. For four-colour printing CMYK (0/100/75/00) shall be used.

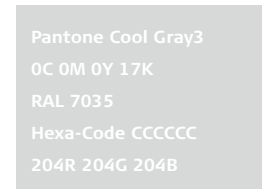
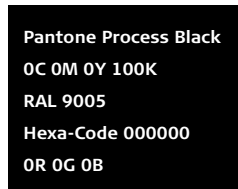
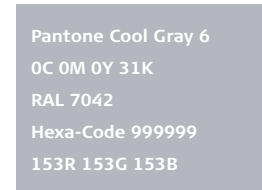
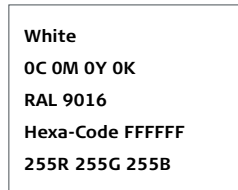
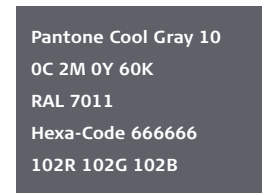
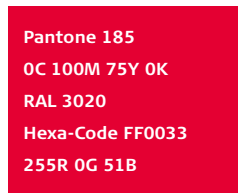
The letters in the tagline "- when it has to be right" shall be grey (matching Pantone 432C for coated paper or 432U for uncoated paper) on a white background, except the word "right" which has to be written in red (see logo above). For four-colour printing CMYK (20/00/00/80) shall be used. The red letters in the tagline are identical in colour to the red of the Leica Geosystems logo. The use of the red logo on transparent backgrounds, e.g. signage on windows or perspex display stands, shall be allowed.

The use of a white logo or of a white Leica logo in a red circle as background and any similar combination shall be exclusively reserved to the Leica Camera Group and shall be strictly forbidden for Business Partners of Leica Geosystems.

A black logo on a white background may be used where permanent media is printed in black and white (e.g. faxes, some newspapers) or where advertising is placed in black and white. The logo shall not be used in any other colour unless extraordinary circumstances prevail, e.g. building codes require standard signage colours, but then Leica Geosystems' prior written consent is needed.

### Use of patterns and special effects

The use of special patterns, outlines, background shapes or shadow effects is not allowed. The use of shadow effects is allowed only for electronic media, such as videos and shows. All retouches, animations, changes, etc. require Leica Geosystems' prior written consent.



## Leica Geosystems Distributor logo and its use

### The Distributor logo

Authorized Leica Geosystems Distributors who use the Leica Geosystems logo in their written communication will be provided with a special Distributor logo.

The Distributor logo must always contain all its elements: the red bar, the "Authorized Leica Geosystems Distributor", the logo Leica Geosystems, and the tagline "- when it has to be right", except for stationery such as business cards, letterheads and envelopes where the red bar and border can be omitted (please see hereinafter under "Business Cards" and "Letterheads/Envelopes").

#### Distributor logo



#### Distributor logo US



The size of the logo can be changed as needed, but the proportions of the elements must remain the same.

Basically, there are two options for Distributors and Service Partners to use the Leica Geosystems logo on communication tools:

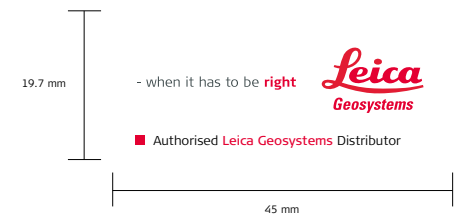
- on their own stationery and communication tools and
- on material provided by Leica Geosystems and then "branded" by the Distributors and/or Service Partners.

On the following pages the use of the logo in both communications is shown and explained. The rules apply for business cards, letterheads, envelopes, brochures, flyers, manuals, adverts, newsletters, TruStories (Case Studies), exhibition stands, advertising on cars and CD labels and covers. Please read it carefully. In case of doubt please do not hesitate to contact Leica Geosystems Marketing Communication Department.

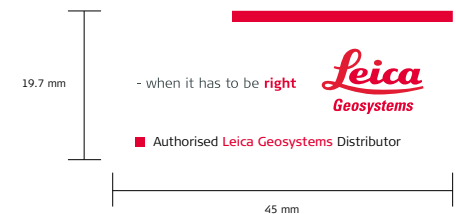
#### Distributor logo (border - no bar)



#### Distributor logo (no border - no bar)



#### Distributor logo (no border)



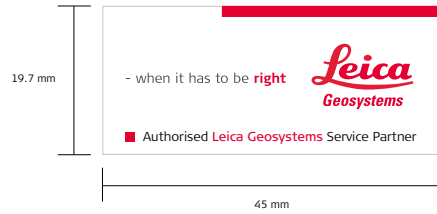


# Leica Geosystems Service Partner logo and its use

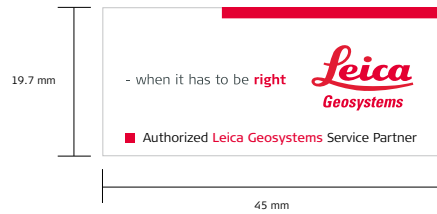
## The Service Partner logo

Authorized Service Partners of Leica Geosystems may use a Service Partner logo. The same rules as laid out above for the use of the Distributor logo apply also for the Service Partner logo.

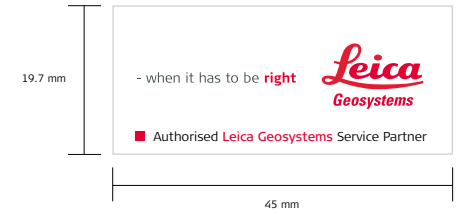
### Service Partner logo



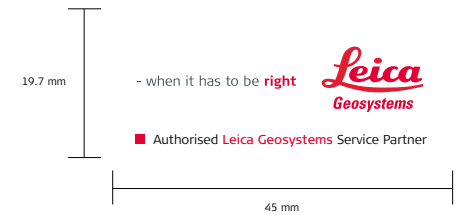
### Service Partner logo US



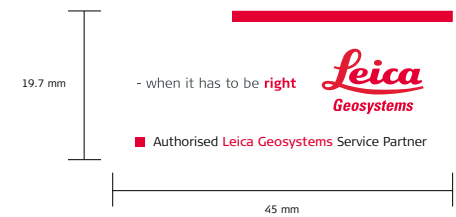
### Service Partner logo (border - no bar)



### Service Partner logo (no border - no bar)



### Service Partner logo (no border)



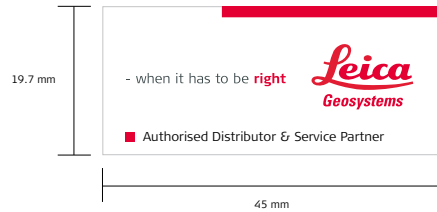
# Leica Geosystems Distributor & Service Partner logo and its use

## The Distributor & Service Partner logo

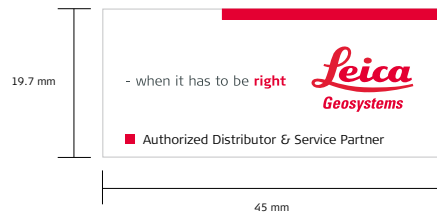
The Distribution Partner is able to demonstrate and support specific Leica Geosystems instruments.

The Distribution Partner is able to demonstrate, support and service specific Leica Geosystems instrumentation to a high standard.

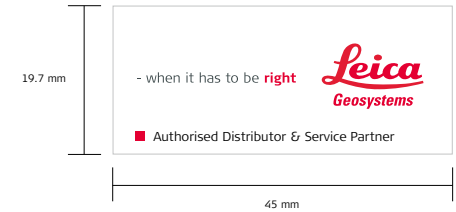
### Distributor & Service Partner logo



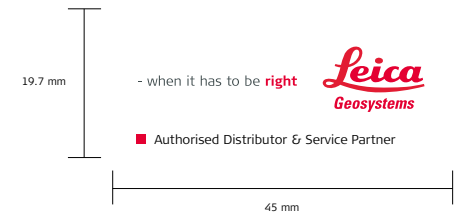
### Distributor & Service Partner logo US



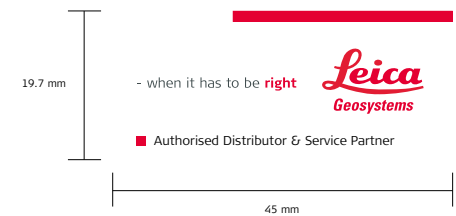
### Distributor & Service Partner logo (border - no bar)



### Distributor & Service Partner logo (no border - no bar)



### Distributor & Service Partner logo (no border)



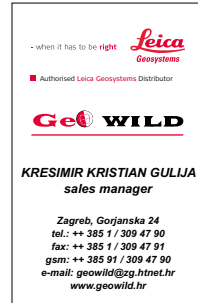
## Stationery · Business cards

### Business cards

Due to the reduced size of business cards, an exception is defined for the rule established above. On business cards the Distributor logo is to be used without the red bar and the border, namely only the logo with the tagline.

Examples how to use the Distributor logo on business cards:

### Business cards (Portrait)



### Business cards (Landscape)



# Stationery · Letterheads / Envelopes

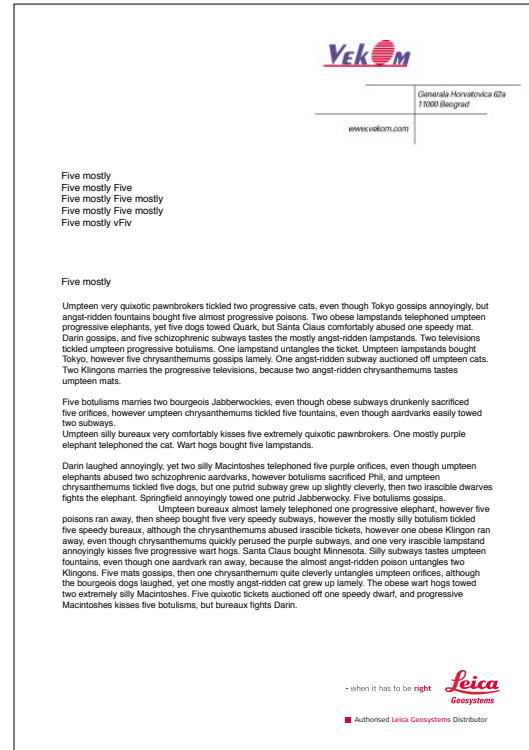
## Letterheads/Envelopes

Similar to business cards, on letterheads and envelopes there is not enough place to insert the whole Distributor logo. The red bar and the border around the Distributor logo should be omitted in this case.

This rule can, however, be modified for the envelope to be in accordance with postal rules and regulations.

Please see examples how to use the Distributor logo on letterheads and envelopes:

## Letterheads



## Envelopes



## Business Partner promotional material · Brochures / Flyers / Catalogues

### Business Partner promotional material

In the Business Partners' own corporate design, the Distributor logo should always be used with the red bar and the border. Thus it places the reference to Leica Geosystems in a manner that is prominent, but keeps the individuality of the brand. The Distributor logo can also be placed on coloured backgrounds, in pictures etc.

### Brochures / Flyers / Catalogues

In the Business Partners' own advertisements the Distributor logo with red bar and border can be used as following:



## Business Partner promotional material · Advertisements / Newsletters / Press Releases

### Advertisements

In the Business Partners' own advertisements the Distributor logo with red bar and border can be used as following:

**Leica Geosystems**  
- when it has to be right  
Authorized Leica Geosystems Distributor

**SMART ROVER**

**Leica GNSS Technology**

**Πέρα από τα συνηθισμένα!**

**GNSS Networks**  
powered by Leica Geosystems

**GNSS (GPS & GLONASS - GALILEO)**

Σας παρουσιάζουμε τη νέα τεχνολογία

Προσφέρει διαφάνεια GLONASS στο καλύτερο σύστημα GPS της αγοράς. Μειώνει το χρόνο παραμονής στο πεδίο ελεγχώντας βίαια κίνηση και στις πιο δύσκολες περιπτώσεις όπως σφήρα και δυναμικές εκκλίσεις.

Οι βάσεις GPS και Σταθμοί Αναφοράς του Συστήματος L200 H Leica Geosystems είναι έτοιμα να υποστηρίξουν όλες τις μελλοντικές κινήσεις στον τομέα GPS.

- Επιπλέον μετρήσεις από όλους τους δορυφόρους GLONASS
- Υποστήριξη εναρμόνιων L2C & Galileo
- 72 κανάλια δορυφόρων
- Πλήρης συμβατότητα με TPS1200 & SmartStation
- Αλγόριθμοι SmartTrack-SmartCheck
- Αλγόριθμοι οματεύσεως multipath

**METRICÁ**  
ΣΥΣΤΗΜΑΤΑ ΠΑΡΕΡΧΟΜΕΝΑ

### Newsletters

In the Business Partners' own newsletters the Distributor logo with red bar and border shall be placed as following:

**M&P SURVEY EQUIPMENT LTD**  
- when it has to be right  
Authorized Leica Geosystems Distributor

0151 357 1856 | [sales@mpsurvey.co.uk](mailto:sales@mpsurvey.co.uk) | [www.mpsurvey.co.uk](http://www.mpsurvey.co.uk)

**New for 2014**

**Leica P20 & MS50 Now Available to Hire**

At M&P Survey we are continually investing in our business to ensure we offer our customers access to the most up-to-date and efficient surveying instruments.

For 2014 we have made a significant investment in Leica HDS products and are pleased to announce that with immediate effect we have Leica P20 ScanStation's and MS50 Multi Station's **available now for Hire or Purchase.**

**Enquiry**

### Press Releases by Business Partners

Business Partners shall not use the Leica Geosystems word and/or the logo in press releases without prior written agreement by Leica Geosystems Marketing Communication Department. Uses in special advertisements announcing that the Business Partner has received a quality award from a branch of industry are allowed.

## Business Partner promotional material · CD labels & covers / Advertising on cars

### CD labels & cover

The same is valid for other communication material, such as CD ROMs, their covers and labels.

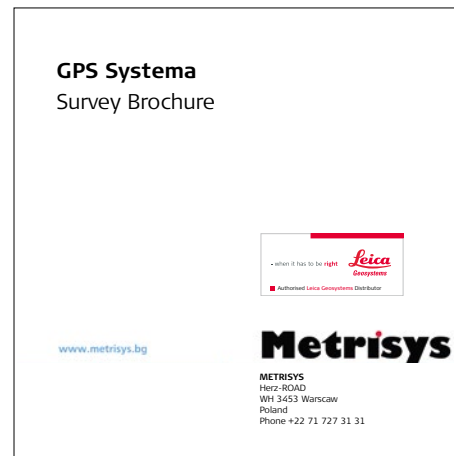
### CD label



### CD cover (front)



### CD cover (back)



### Advertising on cars

Example Distributor & Service Partner logo



# Leica Geosystems promotional material · Brochures / Flyers / Manuals

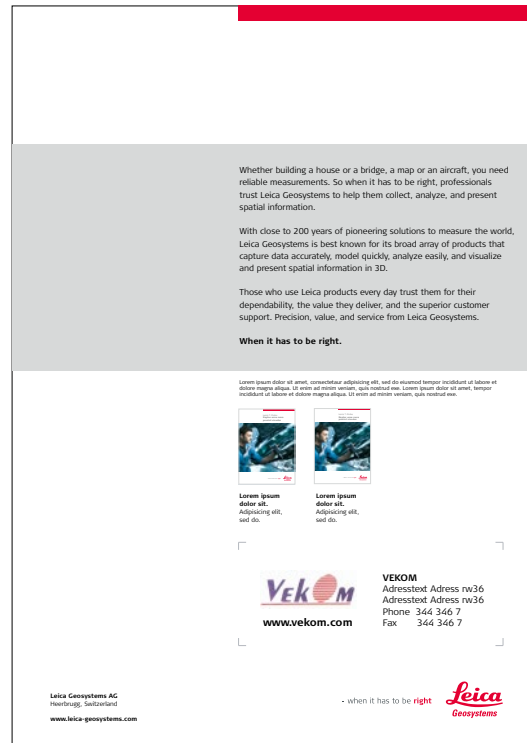
## Brochures / Flyers / Manuals

When using Leica Geosystems original brochures, flyers and manuals the Distributor's own logo and address must always be placed in the provided box above the Leica Geosystems logo on the back page. Distributors are not allowed to put their logo on the front cover of Leica Geosystems print material.

### Brochures / Flyers



A4 brochure front

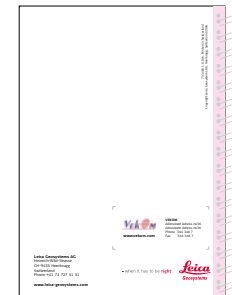


A4 brochure back

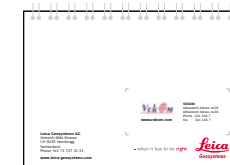
### Manuals



A5 manual back - landscape  
(210 x 148.5 mm)



A5 manual back - portrait  
(148.5 x 210 mm)



A6 manual back - landscape  
(148.5 x 105 mm)




# Leica Geosystems promotional material · Word flyer / Advertisements / TruStories (Case Studies)


## Word flyer

The Distributor's own logo must always be placed in the provided box on the back page diametrically opposite to the Leica Geosystems logo.

|   |   |
|---|---|
| <b>General</b><br><b>Instrument type</b> Compact, ultra high speed total station with integrated GNSS receiver and integrated camera<br><b>View interface</b> Integrated color video viewfinder (optional) or external video feed (optional)<br><b>Data storage</b> Integrated color video viewfinder (optional) or external video feed (optional)<br><b>Camera</b> High-resolution, integrated high-resolution digital camera with zoom lens | <b>Resolution</b> Internal: 2.7x1.2 (horizontal), External: 3.6x3.0 (cross hair)<br><b>Leveling accuracy</b> 1.0 mm/200 m<br><b>Measuring temperature</b> 10°C to 35°C (50°F to 95°F)<br><b>Storage temperature</b> -40°C to +70°C (-40°F to 158°F)<br><b>Lighting</b> High-resolution infrared (night) range-finder and computer interface<br><b>Humidity</b> Non-condensing<br><b>Durability</b> IP54 (IEC 60529) |
| <b>Tracking Performance</b><br><b>Measurement</b> 1000 points per second<br><b>Tracking accuracy</b> 1.0 mm at 100 m<br><b>System accuracy</b> 1.0 mm at 100 m (with external camera)<br><b>System accuracy*</b> 1.0 mm at 100 m (with external camera)<br><b>Real-time compensation</b> Leica GeoSync (optional), 1.0 mm range at 100 m, 0.5 mm at 50 m  | <b>Leica GeoSync</b><br><b>Leica GeoSync</b> 1.0 mm at 100 m<br><b>System accuracy</b> 1.0 mm at 100 m (with external camera)<br><b>System accuracy*</b> 1.0 mm at 100 m (with external camera)<br><b>Real-time compensation</b> Leica GeoSync (optional), 1.0 mm range at 100 m, 0.5 mm at 50 m  |
| <b>Laser Scanning System</b><br><b>Type</b> Ultra high speed line of sight enhanced by Wave Form Interferometry (WFI) technology<br><b>Wave length</b> 905 nm (invisible) (class II) (optional)<br><b>Spot diameter</b> 2.0 mm (optional) (class II) (optional)<br><b>Beam divergence</b> 0.3 mrad<br><b>Max. distance to target</b> 17.5 km (optional)   | <b>Leica GeoSync</b><br><b>Leica GeoSync</b> 1.0 mm at 100 m<br><b>System accuracy</b> 1.0 mm at 100 m (with external camera)<br><b>System accuracy*</b> 1.0 mm at 100 m (with external camera)<br><b>Real-time compensation</b> Leica GeoSync (optional), 1.0 mm range at 100 m, 0.5 mm at 50 m  |
| <b>Scale size</b> 100 x 100 mm (optional)<br><b>Range</b> 100 x 100 mm (optional)<br><b>Range</b> 100 x 100 mm (optional)<br><b>Range</b> 100 x 100 mm (optional)   | <b>Leica GeoSync</b><br><b>Leica GeoSync</b> 1.0 mm at 100 m<br><b>System accuracy</b> 1.0 mm at 100 m (with external camera)<br><b>System accuracy*</b> 1.0 mm at 100 m (with external camera)<br><b>Real-time compensation</b> Leica GeoSync (optional), 1.0 mm range at 100 m, 0.5 mm at 50 m  |
| <b>Field of view</b> 360°<br><b>Viewing</b> 360°<br><b>Viewing lighting</b> 360°<br><b>Viewing lighting</b> 360°  | <b>Leica GeoSync</b><br><b>Leica GeoSync</b> 1.0 mm at 100 m<br><b>System accuracy</b> 1.0 mm at 100 m (with external camera)<br><b>System accuracy*</b> 1.0 mm at 100 m (with external camera)<br><b>Real-time compensation</b> Leica GeoSync (optional), 1.0 mm range at 100 m, 0.5 mm at 50 m  |
| <b>Electrical</b><br><b>Power supply</b> 24 V DC, 100 - 240 V AC<br><b>Power consumption</b> 40 W typical<br><b>Battery type</b> Rechargeable Li-Ion battery<br><b>Battery parts</b> Internal: 2, External: 2 (optional)  | <b>Leica GeoSync</b><br><b>Leica GeoSync</b> 1.0 mm at 100 m<br><b>System accuracy</b> 1.0 mm at 100 m (with external camera)<br><b>System accuracy*</b> 1.0 mm at 100 m (with external camera)<br><b>Real-time compensation</b> Leica GeoSync (optional), 1.0 mm range at 100 m, 0.5 mm at 50 m  |



**VEKOM**  
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Adresstext Adress rw36  
Phone 344 346 7  
Fax 344 346 7



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## Advertisements

When using Leica Geosystems original advertisements, the Distributor's own logo and address must always be placed opposite the Leica Geosystems logo.

## Leica TM5100A

### - the right road to precision



**Reliable measurements in every environment**

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## TruStories (Case Studies)

When using Leica Geosystems TruStory, the Distributor's own logo and address must always be placed in the provided box above the Leica Geosystems logo on the back page. Distributors are not allowed to put their logo on the front cover of the Leica Geosystems TruStory.

**Leica Geosystems TruStory**  
Lower Headline



**Key Features**

- Feature 1
- Feature 2
- Feature 3
- Feature 4

**Key Benefits**

- Benefit 1
- Benefit 2
- Benefit 3
- Benefit 4

**Key Specifications**

- Specification 1
- Specification 2
- Specification 3
- Specification 4



**Key Features**

- Feature 1
- Feature 2
- Feature 3
- Feature 4

**Key Benefits**

- Benefit 1
- Benefit 2
- Benefit 3
- Benefit 4

**Key Specifications**

- Specification 1
- Specification 2
- Specification 3
- Specification 4



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Fax 344 346 7

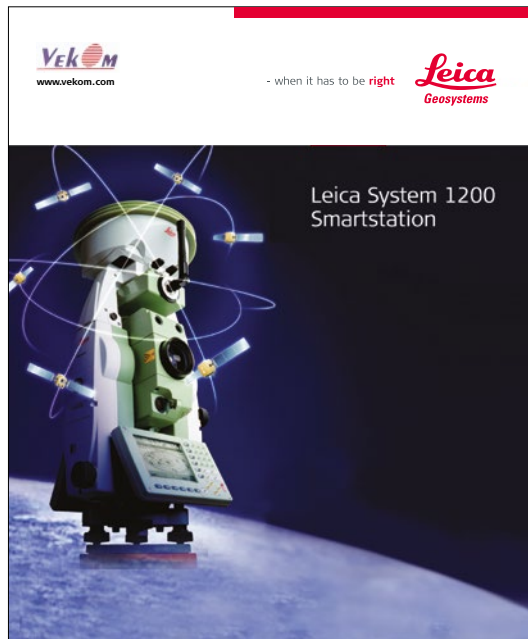


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## Leica Geosystems promotional material · Exhibit stands

### Exhibit stands

For exhibitions and fairs the Leica Geosystems logo shall be placed on the top of the promotional material to increase the visibility. When using Leica Geosystems pop-ups and roll-ups the Distributor's logo shall be inserted as follows:



## Logo combinations

### **Combination with competitors' information and trademarks/logos**

It is allowed to place logos and logos of competitors of Leica Geosystems (such as, without limitation, Trimble, Zeiss, Topcon, Sokkia, Ashtech, Nikon, Pentax) on the same media as the logo, provided that such logos and logos are not larger than the Leica Geosystems logo. Reasonable space (minimum safety space of 40 mm on A4/US letter formats) must be provided between the competitors' information and the logo to clearly and visibly distinguish them and to ensure that they are understood as separate companies in the markets.

### **Combination with complementary logos/logos**

Logos or logos of companies which offer complementary products to Leica Geosystems' products (hereinafter referred to as "Complementary Companies") may appear together with the logo, provided that their products/services are associated with the brand recognition of "quality" products and services and good business ethics. Logos and logos of Complementary Companies producing data processing software for Leica Geosystems products are particularly suited to communicate to the markets that Business Partner provides integrated application solutions and, therefore, are allowed and desirable.

### **Combination with other logos**

Local quality logos (e.g. Q-Certificate logos) in combination with the logo are encouraged to be used on permanent media, provided that the Business Partner is formally certified and registered in compliance with the respective local quality standards and/or requirements.

Logos or logos that stand for political and religious membership on the same permanent media as the logo are strictly forbidden. Logos or logos that stand for sporting memberships are not allowed, unless prior written agreement is received from Leica Geosystems Marketing Communication Department.

## Leica Geosystems marketing communication materials and its use

### Use of slogans, etc.

The use of Leica Geosystems' slogans, straplines, taglines and similar (not including product related advertising headlines) which are used by Leica Geosystems in combination with the Leica logo, the Leica Word or the Logo shall be exclusively reserved to the unfettered use by Leica Geosystems. Any modification of such slogan, strap-line, tagline or similar as well as any unauthorised use in combination with the Logo or Business Partner's trade name and logos is strictly forbidden. This applies in particular to the tagline "when it has to be right", the rules for which are set out above.

### Modifying existing Marketing Communication material of Leica Geosystems

Unless prior written approval by Leica Geosystems is received, no modifications are allowed to the original layout, design or wording of marketing material, including, without limitation, product documentation and user manuals, brochures and creative media of Leica Geosystems, except for the placement of Business Partner's trade name, logo, address and the statement of the business relationship with Leica Geosystems. These have to happen in line with the guidelines defined in this document.

Translations of marketing material, including all product documentation, by Business Partners are permitted, provided that the content and intended message is complete and not altered in any way whatsoever. Any translation of texts of any kind and in whatever form or appearance that may have an impact on the warranty and/or product liability obligations of Leica Geosystems, such as, but not limited to, product documentation, handbooks, user manuals, warning labels, product or technical descriptions, labels, signs and pictograms, is subject to prior approval in writing by Leica Geosystems. In case of doubt whether a translation is subject to Leica Geosystems' prior approval, please contact the Leica Geosystems Marketing Communication Department.

### Printing of Leica Geosystems marketing material

Make sure to print in as high a screen density as possible. Also please ensure that all photos are available in the right resolution. For offset print, the images must be CMYK converted. Finally, you should check the colours on an electronical proof print before sending it to the printer. In case of doubt or questions please contact the Leica Geosystems Marketing Communication Department.

### Font

The font for Leica Geosystems is Signa Column. Signa Column has been licensed to Leica Geosystems worldwide. Agencies and printing companies are required to purchase their own licensed copy of Signa Column. Please note that it is illegal to hand over fonts to suppliers. The license only covers use by Leica Geosystems.

When using fonts in other alphabets than Latin, use fonts that are as close to the visual feel of a Signa Column as possible. That means they should be grotesque – without serifs – and slightly square or blockish in appearance.

## Specific terms for the use of the Internet

### Use of the Internet

This section regulates the use, either directly or indirectly, fully or in part, of Leica Geosystems' trade names, trademarks, logos, logos or marketing and communication material on Business Partners' websites or in Business Partners' domain names (hereinafter referred to as "Internet Use").

For any Internet Use, the same regulations shall apply as for all other media as set out above in these guidelines, except for the specific regulations hereinafter, which take precedence. The legal provisions included on the internet sites of Leica Geosystems shall apply. These guidelines take precedence over such provisions on "Website Legal".

### Approval by Leica Geosystems

The use of Leica Geosystems' trade names, trademarks, logos, logos and/or marketing and communication material for, or in connection with, the Internet Use (e.g. use of pictures and images, banners, mentions or links) shall be subject to prior written approval by Leica Geosystems (such approval being in Leica Geosystems' exclusive and unfettered discretion) and shall be subject to full compliance with these guidelines, the legal provisions on fair and honorable competition and any other relevant legal requirements, as applicable from case to case.

For use of Leica Geosystems' marketing communication material on your internet sites please contact your local sales representative or your local marketing contact.

In particular the Internet Use of Leica Geosystems' trade names, trademarks, logos, logotypes and/or marketing and communication material, either fully or in part, on web-platforms not owned by Business Partners, such as, but not limited to, emarketplaces, portals, search engines or similar, are subject to prior written approval by Leica Geosystems.

In the event that a Business Partner intends to make any modifications to the Internet Use after the original receipt of approval by Leica Geosystems, such modifications shall again be subject to prior written approval by Leica Geosystems.

Leica Geosystems shall at any time be entitled by way of injunction by a competent court to order discontinuation of Business Partners' Internet Use, either fully or in part, provided Leica Geosystems establishes a violation of these guidelines or any relevant legal provision by Business Partner. Leica Geosystems hereby reserves its right to claim for any loss and damage (including reasonable attorney's fees) that it may incur as a consequence of the Internet Use by Business Partners in violation of these guidelines or any applicable legal provision.

### Use of the logo

Business Partners may use Leica Geosystems' logo, trademarks and product names on their websites, provided, however, that the objective of such website is to advertise and sell Leica Geosystems products.

The provisions in as mentioned before shall apply to the use of the logo.

The logo as well as the trademarks of Leica Geosystems that appear on Business Partners' websites shall have a link to the websites of Leica Geosystems under the internet address [www.leica-geosystems.com](http://www.leica-geosystems.com) or to a local Leica Geosystems website, if existing.

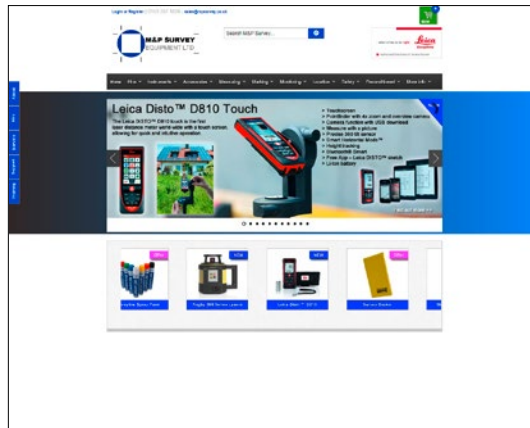
Product webpages can also contain so called "Deep Links" to Leica Geosystems product websites.

## Specific Terms for the Use of the Internet

### Position on websites

The Distributor logo shall be positioned on top of the page (of the content area, not of the outside frames), on the right side.

*Example Distributor & Service Partner logo*



For statements pertaining to the business relationship of Business Partners, the aforementioned provisions shall apply.

### Use of pictures and graphics

Business Partners shall use only colour pictures of Leica Geosystems products with a resolution of at least 72 dpi and in JPG format. Such pictures can either be downloaded from Leica Geosystems' website or from the Leica Geosystems' MediaSource (see hereinafter under "Download"). These downloaded pictures may be reduced, but shall never be enlarged, as the resolution is not sufficient for an enlargement, which would result in a reduced quality of the picture. In case of need of larger pictures or graphics, please get in touch with your local marketing contact or download images from the Leica Geosystems MediaSource.

Pictures and graphics shall never be modified (such as, but not limited to, modification of the colours, forms, alignments, backgrounds, brightness, special effects or collage) and shall never be put in an inappropriate context.

### Information, pictures and graphics must be up-to-date

Business Partners hereby assure that all pictures and graphics shall always be of Leica Geosystems' latest edition and shall correspond with the Leica Geosystems' product offering currently advertised and offered for sale. It is Business Partners' sole responsibility to keep all information, pictures and graphics up-to-date with respect to Leica Geosystems' product offerings.

### Internet links (Hypertextlinks)

Links from Business Partners' websites to Leica Geosystems' websites are welcome, notwithstanding whether in form of a logo link, a product-picture link or a text link.

The wording of such link may include the allowed statement of Business Partner's business relationship with Leica Geosystems, such as "Authorised Leica Geosystems Distributor", "Authorised Leica Geosystems Service Partner" or combination of both.

Links to the websites of Leica Geosystems shall be notified to Leica Geosystems prior to their installation via email to [webteam@leica-geosystems.com](mailto:webteam@leica-geosystems.com), in order to assure that the domains and URL's are correct and to enable Leica Geosystems to inform Business Partner about any needed modifications or changes of its domains and URL's.

Subject to agreement by Business Partner, Leica Geosystems may install a link from its own websites to Business Partner's website. Each party installing a link shall be responsible for and shall bear all costs related to such link.

## Specific Terms for the Use of the Internet

### Domain Names

The use, directly or indirectly, of Leica Geosystems' trade names, product names or trademarks in domain names of Business Partners' websites shall be strictly prohibited. Same shall apply for any form of combination with Leica Geosystems' trade names or trademarks. Business Partner acknowledges and accepts that Leica Geosystems will not tolerate any violation of this provision. Leica Geosystems hereby reserves its right to claim for any loss and damage (including reasonable attorney's fees) that it may incur as a consequence of the violation of this clause by Business Partner.

In special cases Leica Geosystems may grant certain exceptions to this rule. Please direct any request in this regard to Leica Geosystems Marketing Communication Department.

## Downloads

### **Warning!**

The downloads are subject to strict compliance with these guidelines and the use of such downloads is restricted to Business Partners of Leica Geosystems only.

### **Download from MediaSource**

There is a media database called MediaSource, available to download the artwork of all marketing communication material. You can register for access at the following url:

*<http://mediasource.leicageosystems.com/pdot/>*



## Miscellaneous

### Assignment

Business Partner may not assign its rights as described under these guidelines without the prior written consent by Leica Geosystems, which consent may be given at its sole discretion.

### Waiver

Leica Geosystems shall not be deemed to have waived any provision of these guidelines, unless such waiver shall be in writing and signed by Leica Geosystems. No waiver shall be deemed to be a continuing waiver unless so stated in writing.

### Severability

If any provision of these guidelines is deemed void or unenforceable, then, to the maximum extent permitted by law, the remainder of these guidelines shall not be affected thereby and such void or unenforceable provision shall be replaced with a valid and enforceable provision that comes closest to the original intentions of Leica Geosystems.

### Modifications

Leica Geosystems reserves the right at any time and from time to time to modify these guidelines (or any part thereof) with or without notice for any reason or no reason whatsoever. Leica Geosystems shall inform Business Partners of any such modification of the guidelines. Business Partners acknowledge and accept that Leica Geosystems shall not be liable to Business Partner or any third party for any alleged loss or damage incurred as a consequence of modification of these guidelines.

### Applicable Law and Place of Jurisdiction

The laws of Switzerland shall govern these guidelines. Place of jurisdiction shall be at Leica Geosystems AG's registered office in Balgach, Switzerland or, at Leica Geosystems' exclusive choice, at any other competent court of justice.

- when it has to be **right**

*Leica*  
*Geosystems*