

# ***LEGEND FITNESS***<sup>®</sup> **LOGO USAGE POLICY** FOR DEALERS, DISTRIBUTORS, AND RESELLERS

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The policies outlined within this document are for dealers, resellers, and distributors of Legend Fitness equipment, and must be adhered to in order to remain an approved Legend Fitness partner. Failure to abide by the following Legend Fitness logo usage policies may result in the termination of partnership without notice. Ver 1.0 • August 8, 2016

## **QUESTIONS?**

Need approval? Looking for files? Contact the Legend Fitness Marketing Department via phone at (865) 992-7097 or by email at [marketing@legendfitness.com](mailto:marketing@legendfitness.com).

# LEGEND FITNESS LOGOS

There are five accepted variations of the Legend Fitness logo (pictured to the right), all of which require adherence to a few core rules, regardless of which version is used.

Legend Fitness logos are not to be distorted in any way. Each version of the logo must maintain its aspect ratio.

All logos are to be reproduced in approved color combinations only, using only the primary colors from the Legend Fitness color palette. Legend Fitness logos should not be recolored without approval from the Legend Fitness Marketing Department.

## LOGO USAGE

The Legend Fitness logo is not to be used by an unauthorized party without explicit permission from Legend Fitness. The names listed on the right can be used when requesting logos from the Legend Fitness Marketing Department.

### LEGEND FITNESS LOGOS IN COLLATERAL

The Legend Fitness Marketing Department must approve all use of the Legend Fitness logo in print and web collateral. This includes brochures, advertisements, web banners, and promotional items. All logos used must adhere to the standard logo requirements as outlined above.

### CUSTOM LOGOS ON EQUIPMENT

If custom logos need to be added to Legend Fitness equipment, this is to be done by Legend Fitness only. Customization can be specified when the order is placed. Legend Fitness typically does not build product for dealers or other brands that are not part of a specific, long term supply contract.

In some circumstances, Legend Fitness may approve the addition of custom logos by a third party, but logos may only be added to approved areas of equipment, as specified by Legend Fitness.

**FAILURE TO ADHERE TO THE ABOVE GUIDELINES IS GROUNDS FOR TERMINATION OF AGREEMENT BY LEGEND FITNESS WITHOUT NOTICE.**



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# REMOVAL OF LOGOS FROM EQUIPMENT

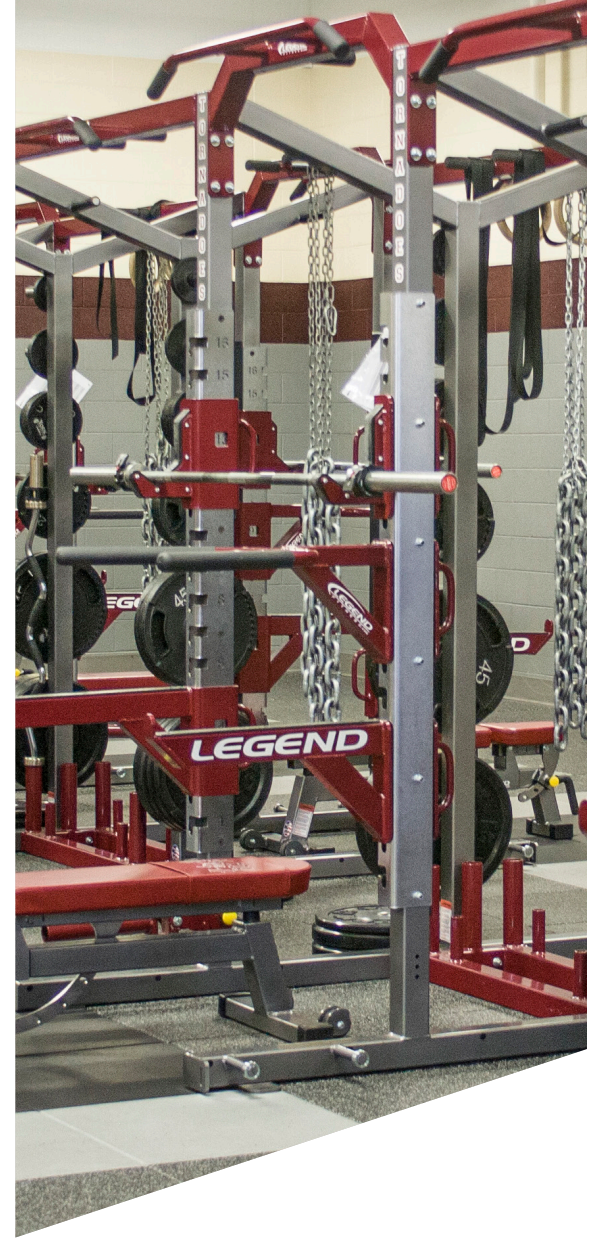
The Legend Fitness logo represents a market-leading, USA-manufactured brand that maintains the highest quality standards. Overall brand experience is critical to users, so it is imperative that they know they are working out on a verifiable piece of Legend Fitness equipment.

The inclusion of the Legend Fitness logo on equipment ensures users that the product is authentic and manufactured in the USA by Legend Fitness. The logo and all its components are intended only to be used in the original state.

Custom logos, as mentioned on page two of this document, may be added by Legend Fitness during the manufacturing process. This specification should be made at the time of order placement. Any custom logos can be applied by Legend Fitness in predetermined locations on select pieces of equipment only. Cost information is on the Legend Fitness price list.

***Under no circumstances are any Legend Fitness logos to be removed from equipment or accessories, or modified in any way.***

Dealers, distributors, and resellers are not authorized to remove, modify, or cover Legend Fitness logo decals on equipment without a rebranding agreement. Removing, modifying, or covering the Legend Fitness logos is grounds for termination of partnership.



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