

## Trademarked Logos Guidelines for Use

Better Home Products makes it's Trademarked Logos available to Authorized Dealers to use in marketing materials. Please follow these guidelines when using our logos and branding materials. **Better Home Products** is trademark protected and we request you follow the guidelines below for proper usage. The BHP or "simple" logo may also appear on its own without the logotype.

The Better Homes Products logotype may appear alone without the BHP - on one line or stacked on two lines and centered with Better Homes on the First line and Products Centered on the second line.

**Font: Rockwell Extra Bold ONLY**

Acceptable colors are Black, White on Reflex Blue Background and Reflex Blue ONLY.

Below are examples of accepted applications.

Acceptable logotype examples in Black or Reflex Blue:

**BETTER HOME PRODUCTS**

**BETTER HOME  
PRODUCTS**

Acceptable full logo with company name in White on Reflex Blue rectangle:



Acceptable full logo with company name in Reflex Blue:



Below show accepted tolerances between elements that can change proportionally to logo size, ONLY!

**BETTER HOME  
PRODUCTS**

Acceptable simple logo in White on Reflex Blue rectangle and in Reflex blue or Black:

