



Jotun Protects Property

SPONSORSHIP AGREEMENT REQUIREMENTS FOR USE OF JOTUN LOGO

The Jotun logo is to be placed on the corporate blue background, please see Corporate Identity Guide for details. In this guide you will also find details on minimum size. If these guidelines cannot be followed for whatever reason, the use of the Jotun logo is subject to notification to and final approval from Jotun.

The logo must always retain the correct relation between width and height.

CORPORATE SPONSORSHIP

The pay-off is to be included where possible.



The height of the letter N is divided in two equal squares and is thus used as principle for the minimum size of the blue area around the logo.

When placing the Jotun logo without the corporate blue background, always make sure that the area where the logo is placed remains undisturbed by other elements and logos. A minimum of an area equalling the width of the logo on both sides, and the height of the logo over and below the logo, should remain undisturbed.

Please keep in mind that the Jotun logo is a “picture” and that it should always be used as a picture – with or without pay-off. It is never allowed to be using our Penguin as an element separately from the logo (See guidelines for how to use the penguin pattern).

PRODUCT BRAND SPONSORSHIP

Specific rules apply for sub-brands and endorsed brands. Please consult the representative from Jotun for detailed information for each brand. The final logo placement should always be approved by Jotun.

PLEASE NOTE

When Jotun is title sponsor/main sponsor, we expect to be the dominant sponsor in all commercial sponsorship effects and promotions. The Jotun logo and/or brand logo should be given prominent place, and not be sided with lesser sponsors.

AGREEMENT – I have read and hereby accept the guidelines above:

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Company name

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Signature

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Jotun representative

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Date