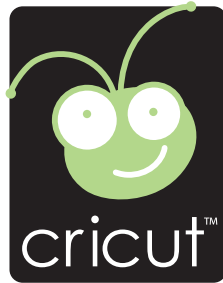


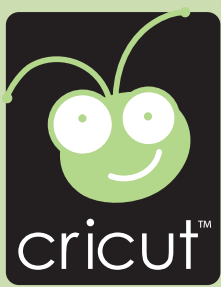


Cricut™ style Guide



Cricut™

Rules and Guidelines for the use of
Trademarks, Service Marks,
Trade Name and Graphic Elements



Branding Guidelines

Introduction

These guidelines are designed to protect the trademark, trade name and rights owned by and specific to Cricut™. The following guidelines address core design issues and components when using the Cricut™ brand or sub-brands to develop a consistent look and feel of the Cricut™ brand in all printing and electronic media, including but not limited to packaging, catalogs, ads, books, flyers, end caps (point of purchase), instruction sheets, Web design, e-mail and newsletters.

These guidelines answer most questions regarding the use of the Cricut™ marks and trade name when used in various brand-building vehicles in the manufacturing, distribution and retail environments. This Style Guide will address many questions; however, it is a continuous work in progress and does not address every possible issue when using Cricut™ brand elements. When in doubt, contact the Cricut™ Product Line Manager for clarification.

Definitions

As used in these guidelines, the terms below are defined as follows:

Trademark: Any word, phrase, symbol, logo or other device (or any combination thereof) used by Cricut™ to identify and distinguish Cricut™ products (e.g., Cricut™).

Service Mark: Any work, phrase, symbol, logo or other device (or any combination thereof) used by Cricut™ to identify and distinguish Cricut™ services, such as classes and education.

Trade Name: Any name used by Cricut™ to identify and distinguish a business entity.

Graphic Elements: Any graphic element that defines the look and/or feel of Cricut™ products or associated items (e.g., antenna or green blade).

The Cricut™ marks and trade name provide assurance to customers that they are purchasing products that will measure up to the high quality control standards of Cricut™. The proper use of Cricut™ marks, trade name and approved graphic elements is critical to the continued success of the product line. Cricut™ has devoted significant resources to promoting products that carry the Cricut™ brand and building corporate brand identity. By adhering to these guidelines for proper use of marks, trade name and

graphic elements, Cricut™ re sellers, licensees and distributors will be able to ensure that customers continue to recognize the Cricut™ brand, quality and value of Cricut™ branded and sub-branded products.

Cricut™ at all times reserves the right to review and approve or reject any use of its marks or trade name and to object to unfair use or misuse of the Cricut™ logo and other marks or other violations of applicable law. Failure to abide by the following guidelines will compel Cricut™ to take appropriate action to protect its rights to Cricut™ marks and trade names under federal and state law and/or the laws of other jurisdictions. If you become aware of any unauthorized use of a Cricut™ mark or trade name, please contact Cricut™ immediately.

Use of the Cricut™ Logo, Product Logo and Fonts

To receive authorized images, including camera-ready artwork, disk or CD, contact the Cricut™ Product Manager.

Cut what you want!™

- The tag line “Cut what you want!” may be used with or without the Cricut™ logo.
- “Cut what you want!” may be used in conjunction with the character of the Cricut™ or it may stand alone to represent Cricut™ products.

Status Updates

The status of a particular mark may change over time (e.g., from unregistered to registered). However, the symbols used in connection with the mark are determined by its registration status. If there is any doubt as to the appropriate symbol to use in connection with a particular mark, contact the Cricut™ Product Line Manager.

Use of Cricut™ Marks

Any party using the Cricut™ marks or trade name must comply with these guidelines, as well as state and federal laws of the United States and to the extent applicable, laws of other jurisdictions.

Use of TM and ® Symbols

Use ® as a superscript following a mark only if that mark is registered in the relevant class of goods. If an application for registration of a mark is pending, or if Cricut™ claims rights to a mark but has decided not to register it, use the superscript ™. Use these symbols with the first or most prominent use of a mark on each page of a print or electronic publication.

Proper Use of Cricut™ Marks

Trademark rights are jeopardized if marks are not used properly. Accordingly, in all print and electronic publications (e.g., press releases, advertisements, marketing materials and product packaging), please follow these guidelines:

- Place a ™ after the letter “t” in the word Cricut™.
- Use marks as adjectives, followed immediately by an appropriate noun.
If you use the same trademark repeatedly in a piece, the trademark should appear with its noun descriptors at least 50 percent of the time.
- Do not use marks as nouns.
- Do not use marks as verbs.
- Do not use marks in the possessive or plural form.
- Do not shorten or abbreviate Cricut™ trademarks.
- Always begin Cricut™ or trademarked names with a capital letter in the text body or headlines.
- The Provo Craft® mark should appear with the Cricut mark any time it is used. The Provo Craft® mark should not be more than 40% smaller than the size of Cricut™ mark. Limited exceptions may be approved by Product Line and Brand Managers upon request.

Internet

In addition to the guidelines outlined here, the following guidelines apply when using Cricut™ marks or trade name on the Internet.

- Designate each Cricut™ mark appropriately the first time it appears on a particular Web page.
- Absent express written authorization from Cricut™, no party may use “Cricut™,” any Cricut™ trademark, any Cricut™ product name, or any confusingly similar marks or names as a portion of its domain name.

Premiums

Premiums include jackets, mugs, pens, T-shirts, hats, book covers and other promotional items. Always consult the Cricut™ Product Line Manager for approval before using Cricut™ marks or the trade name in connection with any premium. Cricut™ must deem such usage appropriate and grant its prior written approval.

Cricut™ Product Name and Tag Lines

- The first use must include the ™ after the specific product name.
- Subsequent uses may appear dropping the trademark designation.

Tag Lines

Use the Cricut™ tag lines in the same manner you would use any other Cricut™ registered mark or trademark following the guidelines outlined herein.

Training Seminars and Other Events

During an event to promote or provide training for Cricut™ products or services, and whenever referencing Cricut™ or Cricut™ products or services during a public event, no party may imply that Cricut™ is conducting, sponsoring or associated in any way with the seminar, training or event without specific prior written authorization from Cricut™. In addition, the sponsor's name must appear prominently and be identified as the sponsor of the event.

Compatibility Claims

No party may represent or imply that Cricut™ has tested or evaluated its product or that Cricut™ endorses, produces or supports its product without express written permission from Cricut™.

Certification Claims

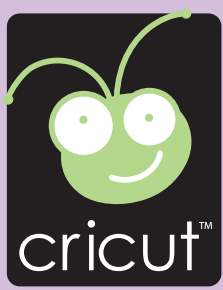
Absent express written authorization from Cricut™, no party may claim to be “authorized,” “certified” or “approved” by Cricut™ or make any representation implying that it is Cricut™ “authorized,” “certified,” “approved” or similarly recognized. These guidelines do not constitute such written authorization. Likewise, even when selling a product that was designed to integrate with Cricut™ products, no party may represent or imply that Cricut™ has tested or evaluated the product or that it endorses, produces or supports the product in any way without prior express written permission from Cricut™. Parties selling such products or providing services such as training, user groups or consulting may contact the Cricut™ Product Manager to request further information.

Use of ™ in Cricut™ Cartridge Names

Using “George and Basic Shapes™” as an example, each cartridge name will appear with the ™ following the last letter of the last word in the cartridge name or title.

Cricut™ George and Basic Shapes™ **MUST** use AND; you may not use an ampersand (&).

Cricut™ Tags, Bags, Boxes & More™ **MUST** use & (AMPERSAND); you may not substitute AND for an ampersand (&).



Graphic Guidelines

Graphic Elements

To use authorized Cricut™ graphic elements in print and electronic media, including packaging, catalogs, ads, books, flyers, end caps (point of purchase), instruction sheets, Web design, e-mail newsletters or other methods of communication, contact the Cricut™ Product Line Manager to obtain authorized images, fonts and logos.

Graphic elements will be provided via ftp site download, e-mail or in CD/DVD media, in the following file formats for the Mac platform*:

Adobe Illustrator files (version CS): in text editable or outlined **.ai** or **.eps** format.

Adobe Photoshop files (version CS): **.tif**, **.psd**, and **.jpg** format.

Adobe Indesign files (version CS or CS2): **.indd** documents.

Adobe Acrobat files (version 7.0): **.pdf** documents.

Quark (version 6.1+) documents.

*(Some file formats can be made PC compatible upon request)

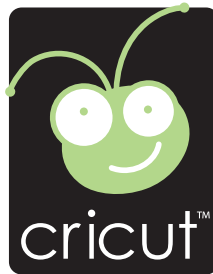
Logos

Only approved duplications of the Cricut™ logo, Cricut Expression™ logo or Cricut Classmate™ logo, directly obtained from the Cricut™ Product Manager, may be used.

Improper Use of Logos

Absent express written permission from Provo Craft, no party may use any Cricut™ logo in any manner implying that the party or any goods or services it offers are sponsored or endorsed by or otherwise affiliated with Cricut™.

Cricut™ Logotype



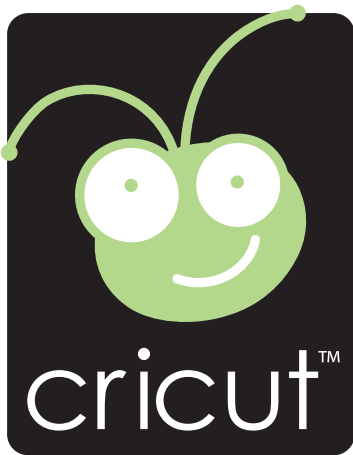
Cricut Expression™ Logotype



Cricut Classmate™ Logotype



Cricut™ Logotype Composition & Color

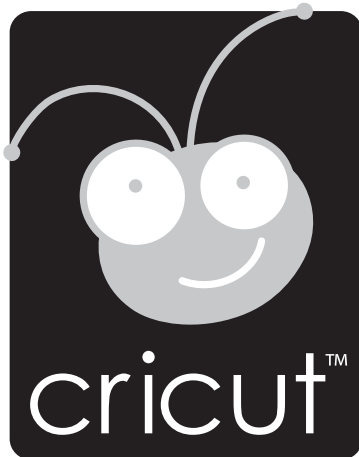


The official Cricut™ Logotype was originally designed by rob and bob studios™ for Provo Craft and Novelty Inc., and was slightly modified by the Creative Services Department into its final approved version.

The Cricut™ head colors are Pantone 367C+ white, the background rounded-rectangle is a rich black with the Cricut™ lettering in white.

The Cricut™ lettering is Century Gothic regular, lowercase, with a ™ symbol.

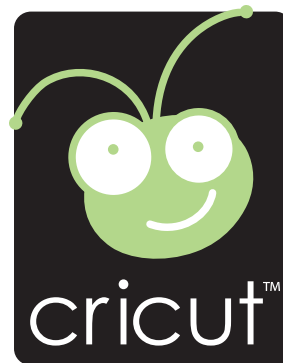
The Logotype should be printed in the original colors or their CMYK equivalents. A black & white version may be used when printing on a single color, but when printing a monochrome piece, other than black ink, approval must be received from the Product Line Manager.



The same colors and regulations apply to the Cricut Expression™ and Cricut Classmate logos.



Minimum size.



**Provo
Craft®**

Maximum size difference ratio between Cricut™ Logotype and Provo Craft and Novelty logotype.

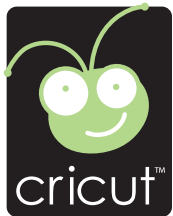
Use of the Cricut™ Logotype

Cricut™, Cricut Expression™, and Cricut Classmate™ Logotypes can only be used as they appear on original authorized artwork provided by the Cricut™ Line Managers.

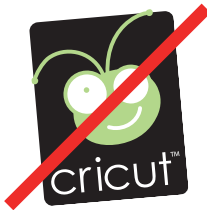
The Cricut™ head should appear in its full colors, the background rectangle should be a rich black with the Cricut™ lettering in white. When printing on color material (other than white) precautions must be made in order to permit the white on the eyes and the lettering to be kept.

Embossed or die-cut applications must be first authorized in writing by the Product Line Manager after reviewing a printed or mock-up sample. Tilted, distorted, semi-translucent, lighter (reduced % of color) or otherwise altered versions are not permitted.

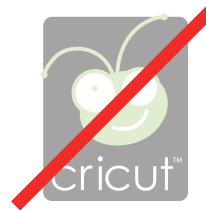
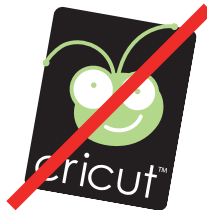
Correct Use



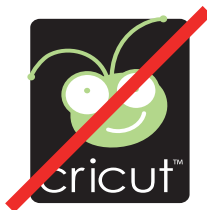
Incorrect Uses



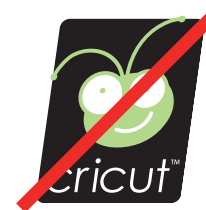
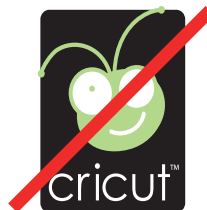
Tilts



Lighter/Transparencies



Distortion



Size of the Cricut™ Logotype

Minimum Print Size

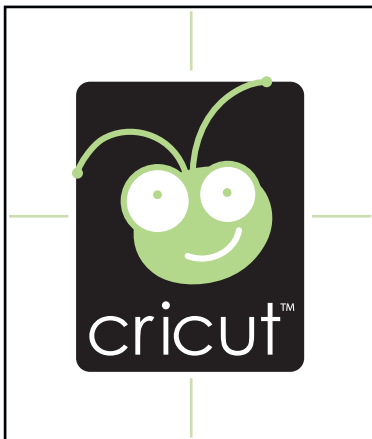


Standard letterhead size of the logotype (1.4" in height) should be preferred on most printed applications within letter size proportions. The smallest size on printed graphics allowed is displayed on the left (0.4 " in height). However, smaller applications on P.O.P. materials (e.g., gift pens) may be used, provided that the logotype is perfectly recognizable.

There are no limits on larger uses of the logotype, regardless of how gigantic its proportions, but its complete visualization for an average viewer must be ensured. Also, precautions must be made to maintain its correct proportions.

Spacing for the Cricut™ Logotype

Allow for proper space surrounding the logotype. At least 1/3 of the logotype width should be left untouched around all sides.



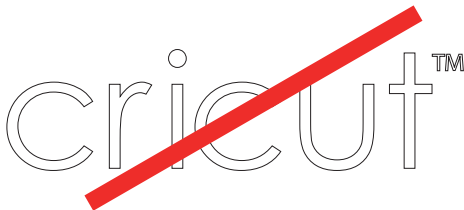
Use of Graphic Elements of the Cricut™ Logotype



The Cricut™ head may be used as a separate element or as a brand identifier as long as it is approved by the Product Line Manager in each specific case.

Only authorized arts provided by the Cricut™ Line or Brand Manager may be used. Head can be printed, die-cut or embroidered using the correct colors. Only on rare occasions the head may be used in black over white, or white over dark, but this use must first be authorized by the Product Line Manager.

An embossed or debossed version may be applied without the use of colors.



The Cricut™ name logotype wording cannot be used on its own. It should always appear in its full logotype composition with the Cricut™ head as in the original art.



Correct Use

Exceptional use of a different arrangement of the logotype elements by Provo Craft's Creative Services Department may be authorized occasionally by the Product Line Manager (as in the Michael's Window Cling P.O.P., for example).

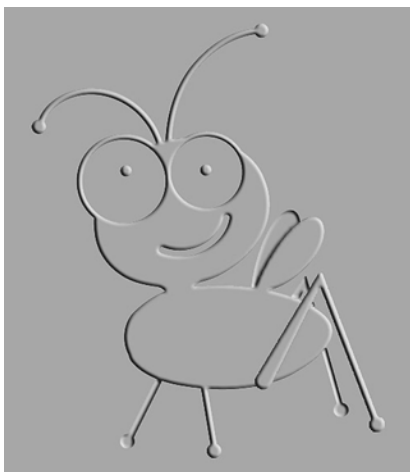
Cricut™ Mascot

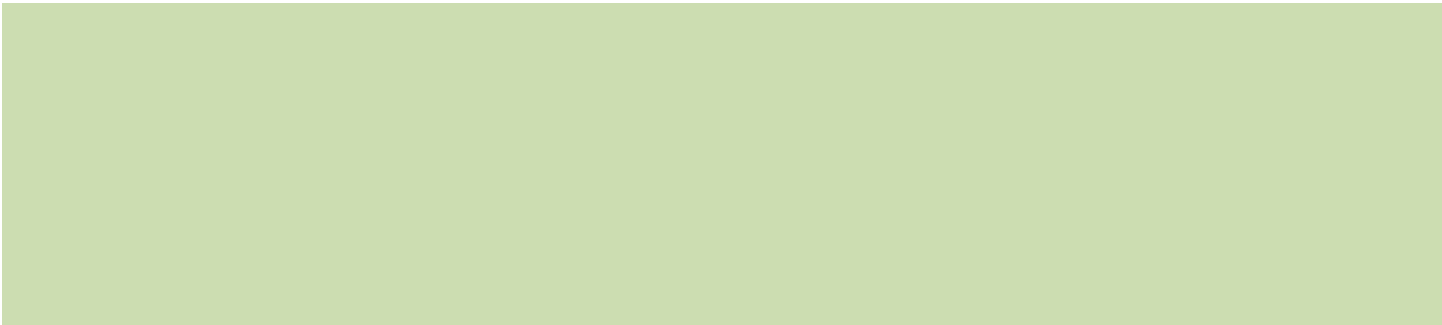


The Cricut™ full body mascot can be used exclusively by Provo Craft & Novelty Inc.

Only limited uses will be given to the mascot for promotional pieces (as in the inflatable trade show mascot), and for the embossed cutting blade holder in the machine. No second party versions, interpretations or distortions are allowed for the promotion and distribution of the Cricut™ Product Line.

If the mascot were to be used in printed form, a ™ symbol must be placed next to it.





Cricut™ Basic Color Palette

Original Pantone Colors

CMYK Equivalents



Pantone 367 C
Cricut™ head color only.



C 32 M 0 Y 59 K 0



Pantone 578 C



C 20 M 0 Y 40 K 6



Pantone 291 C



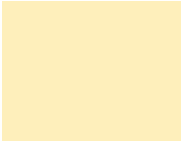
C 33 M 3 Y 0 K 0



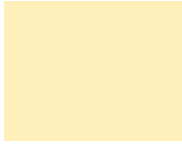
Pantone 523 C



C 10 M 26 Y 0 K 0



Pantone 1205 C



C 0 M 5 Y 31 K 0



Pantone 1625 C



C 0 M 31 Y 37 K 0



Pantone Cool Grey #6 C



C 0 M 0 Y 0 K 31

Cricut™ Vibrant Color Palette

CMYK



C 43 M 1 Y 82 K 0



C 50 M 6 Y 0 K 0



C 31 M 53 Y 0 K 0



C 0 M 39 Y 44 K 0

These colors may be used as accents or in small amounts to provide contrast.

Cricut Classmate™ Color Palette

CMYK



C 55 M 0 Y 60 K 15



C 53 M 26 Y 1 K 21



C 0 M 70 Y 46 K 25



C 1 M 20 Y 70 K 0

These colors may be used only with the Cricut Classmate™ educational cartridges.

Cricut™ Typeface

The official Cricut™ typeface is CENTURY GOTHIC in its Regular or Bold versions. No other typeface can be used when identifying the Cricut™ brand or any of its products. Characters should never be expanded, and may be condensed up to 10% if needed.

CENTURY GOTHIC REGULAR

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

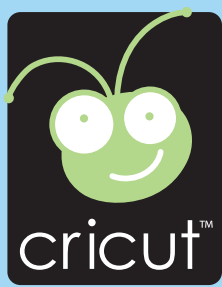
abcdefghijklmnopqrstuvwxyz

CENTURY GOTHIC BOLD

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

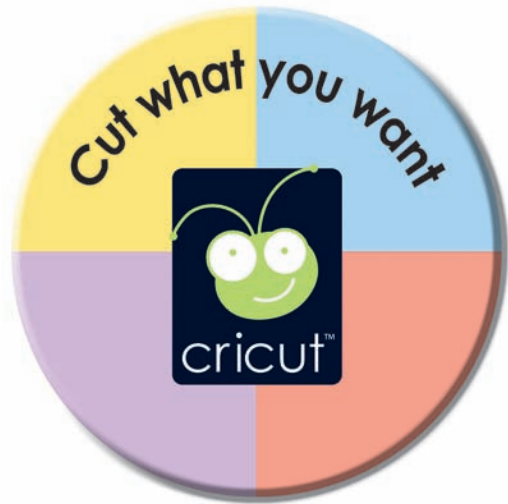
abcdefghijklmnopqrstuvwxyz



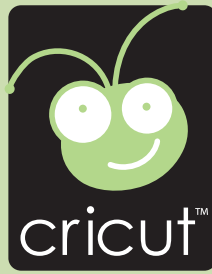
Current Applications



Cricut™ T-Shirt



Cricut™ Buttons



Cricut™ Product Line Director

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Cricut™ Product Line Manager

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Beth Jepson
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