# Juiced with Zeus™

## Exhibit C - Logo Usage Guidelines

### General Guidelines
• The Juiced with Zeus trademark can only be used by licensed parties.
• The trademark must not be altered and must be reproduced from the supplied digital file(s)
• The trademark may not be used in connection with the display, advertising or promotion of products that do not contain Zeus Run-Times and/or were not developed with Zeus Software.
• Licensees must identify the logo as a trademark of Zeus Productions in the following format: "Juiced with Zeus" and the "Juiced with Zeus" Logo are trademarksof Zeus Productions

### Location Guidelines
The Juiced with Zeus logo must appear on both the packaging and within the software according to the following guidelines

### 1. Packaging (Print)
• On the outermost from, back or sides of the package.  It may not be placed on the top or bottom of the product.
• If no box is used and the product is delivered on CD-ROM, the logo must be visible on the outside of the CD jewel case either on the front insert or the back tray liner.
• If no box is used and the product is delivered on floppy disk, the seal must appear on the diskette holder or diskette label.
• Use the logo artwork in EPS (Encapsulated Postscript) format designed for Print

### 2. Software (Screen)
• On the splash screen, credits screen or similar location within the software product for a minimum of four seconds
• Use the logo artwork in Director or PICT format designated for Screen

### Size Guidelines
### 1. Packaging (Print)
• The minimum height of the Juiced with Zeus logo is 1/2 inch, or no smaller than other similar logos on the package

### 2. Software (Screen)
• The logo artwork designated for screen use must maintain its original proportions and may be no smaller than 63 pixels wide by 58 pixels tall as supplied in the digital file.

### Color Guidelines
The are three acceptable color variations of the Juiced with Zeus logo.  It should be displayed in a color giving contrast to the background on which it is overlaid.

• Turquoise Blue (Red: 0%, Green: 60%, Blue: 80%) (Index position #193 in the Macintosh System Palette and position in #193 in the Windows System Palette) - This is the preferred color and should be used against backgrounds for which it provides adequate contrast.
• Black for use on light backgrounds
• White for use on dark backgrounds

### Background and Clear Space Guidelines
• The area surrounding the Juiced with Zeus logo should be even, unpatterned and free from typography, illustration and other graphics elements.  At a minimum this clear space must extend around the height and width of the logo by 1/4 inch.
• The logo can be place on a screened background as long as the logo is clearly visible