

Kick Back® Points

STYLE GUIDE

CONTENTS

| | | |
|-----------|----------------------|----|
| 01 | ABOUT | 02 |
| | BRAND PURPOSE | 04 |
| 02 | LOGO GUIDELINES | |
| | PREFERRED LOGO | 06 |
| | VERTICAL LOGO | 07 |
| | ONE COLOR LOGO | 08 |
| | KICKBACK AS TEXT | 09 |
| | LOGO CLEARANCE | 10 |
| 03 | ICON GUIDELINES | |
| | ICON | 13 |
| | ICON CLEARANCE | 14 |
| 04 | INCORRECT USAGE | |
| | EXAMPLES | 16 |
| 05 | COLOR SWATCHES | |
| | SWATCHES | 18 |
| 06 | TYPOGRAPHY | |
| | FONTS | 20 |
| 07 | LOYALTY CARD | |
| | CARD | 22 |
| 08 | TRADEMARK GUIDELINES | |
| | TRADEMARK | 24 |
| 09 | CONTACT | 25 |

It is a customer appreciation program. Reward your BEST customers and keep them coming back! Customers earn KickBack® Points on the things they buy! Cards are FREE at any participating KickBack® location. You begin accumulating points immediately. You must be enrolled to redeem points and to be eligible for prize give-a-ways. KickBack® Points are not redeemable for cash but they spend like cash at any participating location.

Testimonials:

“We are in a very competitive market surrounded by larger retailers with rewards programs. During our due diligence phase, we learned that a lot of our customers were already participating in KickBack’s program at Conoco and Phillips 66 locations. By joining the coalition, we are able to help our loyal customers earn discounts, prizes and other great rewards. It’s really a win-win for everyone.”

-Troy Plane, Company Owner and General Manager at Phillips 66

“Once I started carrying the KickBack Points card, I started shopping Alta Convenience Stores a little more. I enjoy getting the rewards, but I really enjoy their employees as well. I look forward to my visits.”

-Chris Park, Customer & KickBack Systems Super Bowl Giveaway Winner

“The Kickback Points program has been a great boost for our business and having the grand prize winner come from one of our stores has been an extremely exciting experience... Chris was really surprised and sincerely grateful to win the grand prize. As a company, it feels great to reward one of our loyal customers with such a fantastic opportunity.”

-Dennis Dirkse, Area Sales Manager for Pester Marketing Co.



SWIPE. EARN. SPEND.

The KickBack Points Style Guide is the official reference tool for KickBack employees, clients and those responsible for the integrity of the KickBack Points brand in all forms of media, including print material, digital replication, video and Web display. Its purpose is to:

- maintain the highest level of consistency of the KickBack Points brand image,
- ensure proper reproduction of the KickBack Points brand, and
- consistently portray and build upon KickBack Points brand equity.

IMPORTANCE OF THE KICKBACK POINTS BRAND

The KickBack Points brand is a highly recognizable symbol. The logos are registered trademarks and represent not only the KickBack Points brand, but all employees, marketers and thousands of retail locations across the nation.

Every effort should be made to maintain the integrity of this brand in all applications. All KickBack Points trademarks and logos should be used tastefully and in an appropriate fashion. The various approved executions of the KickBack Points logos and registered trademarks included in this guide have been carefully developed and implemented. Please do your part to ensure these valuable brand assets are protected and used properly in every application.

All artwork needs prior approval before final release of any publication(s).

(This includes all forms of media - print, digital, video and web)

Please send artwork for approval to:

Miranda Slagel
miranda@kickbackpoints.com



02 | LOGO GUIDELINES

HORIZONTAL LAYOUT

KickBack Points carries a registered trademark and should be displayed with a superscript (®) on the first reference within a document.

PROCESS LOGO

For use on white, aluminum or very light backgrounds. Preferred on most advertising materials.

PROCESS LOGO WITH REVERSE TYPE

For use on dark photo or color backgrounds that provide sufficient contrast with the logo colors.

PREFERRED LOGO



[AI](#) | [EPS](#) | [JPEG](#) | [PNG](#)



[AI](#) | [EPS](#) | [PNG](#)

VERTICAL LAYOUT

KickBack Points carries a registered trademark and should be displayed with a superscript (®) on the first reference within a document.

PROCESS LOGO

For use on white, aluminum or very light backgrounds. Preferred on most advertising materials.

PROCESS LOGO WITH REVERSE TYPE

For use on dark photo or color backgrounds that provide sufficient contrast with the logo colors.



[AI](#) | [EPS](#) | [JPEG](#) | [PNG](#)



[AI](#) | [EPS](#) | [PNG](#)

ONE COLOR

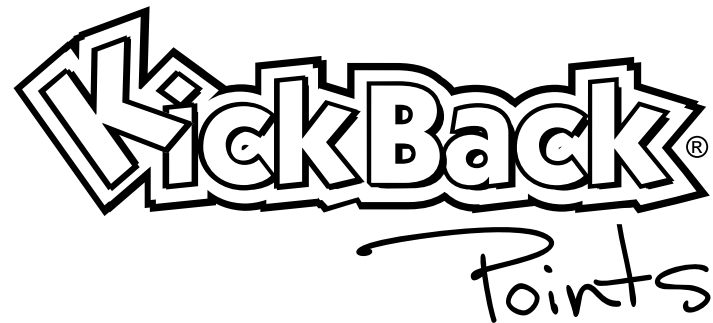
KickBack Points carries a registered trademark and should be displayed with a superscript (®) on the first reference within a document.

Possible uses for the one-color versions:

- At extremely small sizes, no smaller than .25 inch squared;
- In one- or two-color low resolution applications, such as novelty items like T-Shirts, Mugs, Caps, Koozies, etc;
- Where poor registration prevents the use of full-color logos; or
- For use on dark photo or color backgrounds that provide sufficient contrast with the logo colors.



[AI](#) | [EPS](#) | [JPEG](#) | [PNG](#)



[AI](#) | [EPS](#) | [JPEG](#) | [PNG](#)

ONE COLOR LOGO REVERSED

KickBack Points carries a registered trademark and should be displayed with a superscript (®) on the first reference within a document.

Possible uses for the reversed one-color versions:

- At extremely small sizes, no smaller than .25 inch squared;
- In one- or two-color low resolution applications, such as novelty items like T-Shirts, Mugs, Caps, Koozies, etc;
- Where poor registration prevents the use of full-color logos; or
- For use on dark photo or color backgrounds that provide sufficient contrast with the logo colors.



[AI](#) | [EPS](#) | [PNG](#)



[AI](#) | [EPS](#) | [PNG](#)

KICKBACK USED IN TEXT

KickBack carries a registered trademark and should be displayed with a superscript (®) on the first reference within a document.

KickBack should always appear without space between “Kick” and “Back” and with both words capitalized. It should appear in the same font and color as the surrounding text, no exceptions.

Examples:

Correspondence: “...in trying the new KickBack Points products.”

Identification: “...Frank’s KickBack Points card.”

Avoid using KickBack Points as a possessive. If possible, reword or adjust sentence structure to eliminate the apostrophe.

Examples:

Incorrect: “...KickBack’s Points loyalty program...”

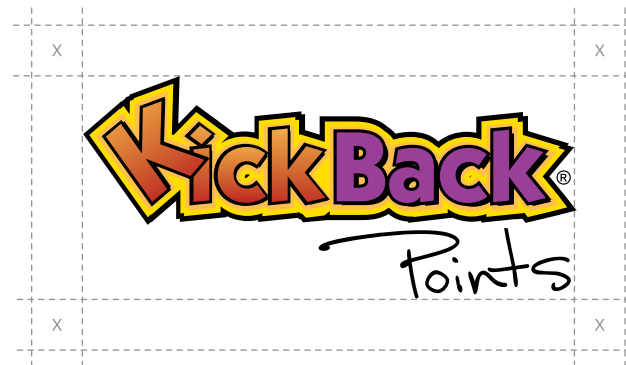
Correct: “...the KickBack Points loyalty program...”

LOGO CLEARANCE

Clear space refers to a distance of “x”, as a unit measurement, surrounding each side of the KickBack Points logo(s). “x” equals half the height of the upper-case “K”. A minimum clear space requirement has been established to ensure the prominence and clarity of the KickBack Points logo(s). It is essential that, within the clear space, the KickBack Points logo(s) remains free of all graphics, taglines, identities, photography and typography. Exception for Clear Space include www.kickbackpoints.com or any other approved taglines. These must be placed no closer than **.25 inches** away from logo.

MINIMUM SIZE

Minimum size refers to the smallest size at which the KickBack Points logo(s) may be reproduced to ensure its legibility. The minimum reproduction size of the KickBack Points logo(s) is 1/2” in height based on the upper-case “K” KickBack.

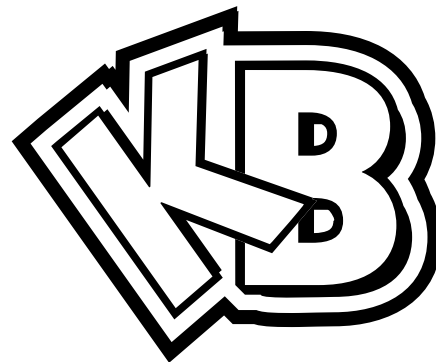




KICKBACK POINTS ICON

This icon is available to support and strengthen our brand identity. Mainly use with our mobile app and web purposes.

You must get approval and ask if you can use this for any purpose.

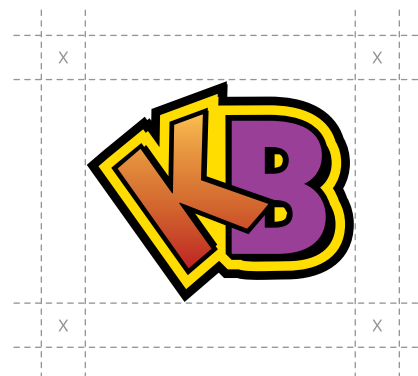


ICON CLEARANCE

Clear space refers to a distance of “x”, as a unit measurement, surrounding each side of the KickBack logo(s). “x” equals half the height of the upper-case “K”. A minimum clear space requirement has been established to ensure the prominence and clarity of the KickBack logo(s). It is essential that, within the clear space, the KickBack logo(s) remains free of all graphics, taglines, identities, photography and typography. Exception for Clear Space include www.kickbackpoints.com or any other approved taglines. These must be placed no closer than **.25 inches** away from logo.

MINIMUM SIZE

Minimum size refers to the smallest size at which the KickBack logo(s) may be reproduced to ensure its legibility. The minimum reproduction size of the KickBack logo(s) is 1/2” in height based on the upper-case “K” of the KickBack logo(s).





EXAMPLES

Here is a few restricted-use examples of the KickBack Points logo. Please contact the KickBack Brand Communications Department to clarify logo usage prior to display.



Do not change the size or positions of any elements.



Do not change any colors of any elements.



Do not distort in any way. Logo should always remain proportional.



Do not introduce special effects such as drop shadows, outer glows, etc.



SWATCHES

Color provides a strong visual link to our brand identity across a wide range of applications. The preferred configuration of the KickBack Points logo(s) is in full color and should be used whenever possible.

PRIMARY COLORS

| | | | |
|--------------------------------|-----------------------------|--------------------------------|--------------------------------|
| RICH BLACK PMS BLACK | GRADIENT GRADIENT | YELLOW PMS 803C | PURPLE PMS 513C |
| C60 M40 Y40 K100 R0 G0 B0 | ORANGE TO RED 90% ANGLE | C0 M10 Y100 K0 R255 G221 B0 | C45 M90 Y0 K0 R153 G63 B152 |

ACCENT COLORS

| | | | |
|--------------------------------|-----------------------------------|-------------------------------------|---------------------------------|
| PINK PMS 213C | RED PMS 180C | WARM RED PMS warm redC | ORANGE PMS ORANGE |
| C0 M95 Y20 K0 R238 G42 B123 | C15 M100 Y100 K10 R196 G57 B39 | C0 M90 Y85 K0 R239 G65 B54 | C0 M60 Y100 K0 R245 G130 B31 |

| | | |
|---------------------------------|--------------------------------|--------------------------------|
| GREEN PMS 363C | TURQUOISE PMS 3272C | LIGHT BLUE PMS 298C |
| C75 M20 Y100 K0 R52 G140 B56 | C80 M10 Y45 K0 R0 G167 B157 | C70 M15 Y0 K0 R39 G170 B225 |



PRIMARY FONT

Our primary font family in most cases is Calibri. It is used in both internal and external KickBack communications. This sans serif typeface is available in various weights. For our purposes, however, the most commonly used are Regular and Bold.

SECONDARY FONTS

Our secondary fonts are Kable Ultra, Luna Bar and Kingsthings trypewriter 2. Kable Ultra is only used for the logo. Luna Bar is used only for “points”. (should be used very seldom. Kingsthings Trypewriter 2 is another font used to emphasis headings on promotional materials to make main type stand out and have a little fun! Calibri can be used for this purpose also.

Headline *Headline*
Headline *Headline*

Kable Ultra

Luna Bar

**KINGSTHINGS
 TRYPEWRITER 2**



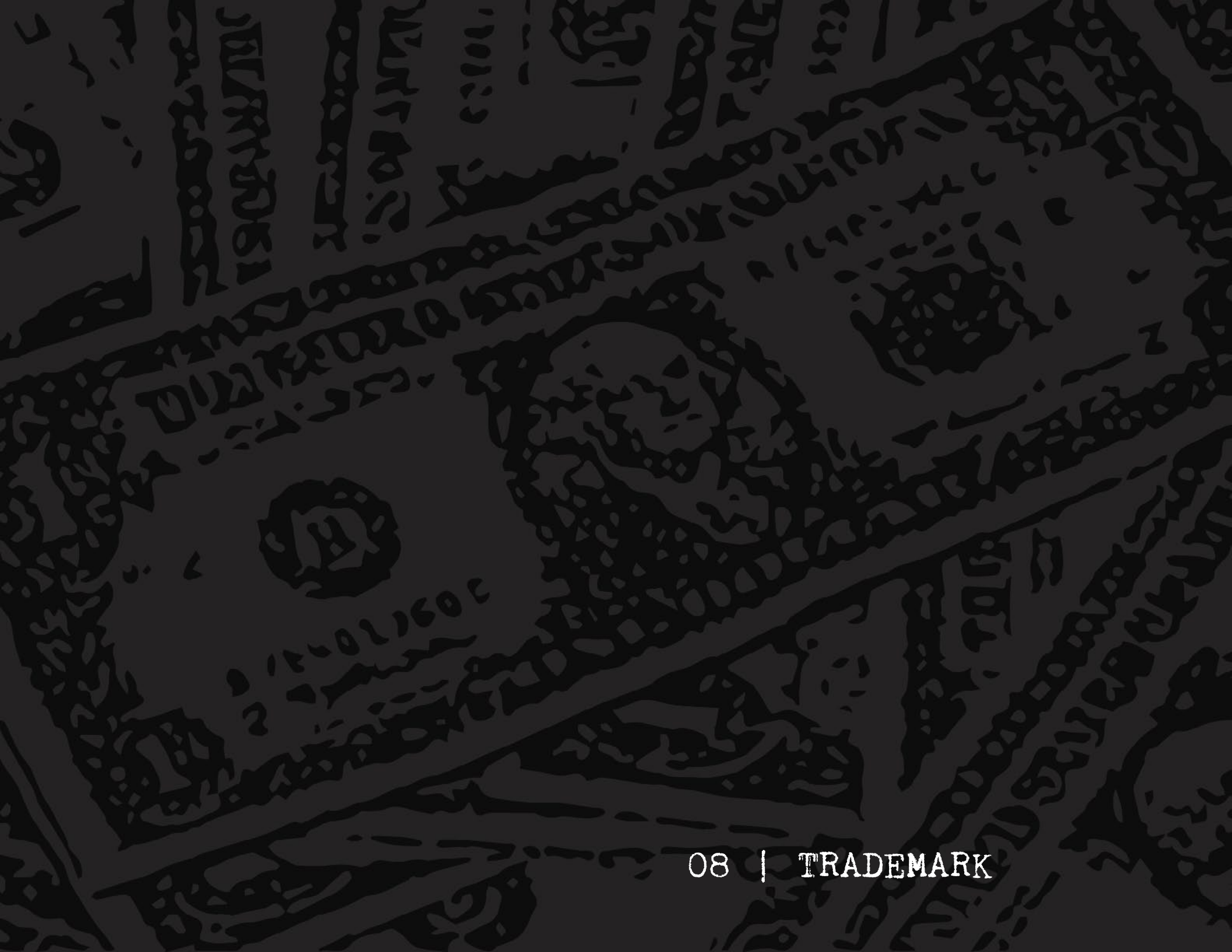
CARD

KickBack Points offers the following KickBack coalition cards. Use or modification of any card art without the authorization of KickBack is prohibited.

Orange Starburst card is the only one used for promotional media.



[AI](#) | [EPS](#) | [PSD](#) | [PNG](#)



TRADEMARK

A trademark is a word, name, symbol, logo, device or any combination of these, adopted and used by a manufacturer or merchant to identify his/her goods and distinguish them from those manufactured or sold by others.

A service mark is a mark used, or intended to be used, in the sale or advertising of services. It distinguishes the services of one person from the services of others and indicates the source of the services, even if that source is unknown. Titles, character names and other distinctive features of radio or television programs may be registered as service marks, notwithstanding that they, or the program, may advertise the goods of the sponsor.

Identification of trademarks and registered trademarks must be made on the first, most prominent appearance of the item. Items located

within close proximity of the trademark identification should be acknowledgement of the entity that owns the legal trademark. Trademark and service marks that are registered in typed format protect the word itself. These marks may appear in any stylized format.

For instance, the registration for KickBack (Registration No. 811,940) would protect either:

KickBack® or **KickBack.**®

However, it would not protect “Kick-Back” as the structure of the word, rather than the appearance, has been altered. Federally registered trademarks should be identified with the federal registration symbol: ®. Failure to identify a federally registered mark as such can affect an entity’s ability to collect damages in a lawsuit and can even result in allegations of fraud. Prior to registration, trademarks (used on

goods such as lubricants) may be identified by the symbol, TM. Service marks used in connection with services such as convenience stores or non-product advertising may be identified by the symbol, SM.

The following restrictions apply to all logos addressed in this Style Guide.

It is prohibited to:

- reposition elements,
- create drop shadows,
- add elements,
- make color changes, and/or
- change in any way the images created and provided by KickBack.

Any changes must be authorized and approved by the KickBack Brand Communications Department.

NOW IT'S EASY TO DELIVER THE
INTEGRITY OF OUR BRAND.

If you have questions regarding the KickBack Points Brand Style Guide or if you need to request KickBack Points artwork, please contact our Brand Communications Department:



Miranda Slagel
miranda@kickbackpoints.com
866.230.6357

