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KickBack Systems provides successful customer loyalty and reward program marketing solutions for building and retaining loyalty, support, and dedication to your brand, the service you provide, and the products you offer.

Successful Customer Relationship Management (CRM) campaigns utilize frequent shopper programs, incentives, and shopping rewards to make your customers feel appreciated and rewarded for their patronage, ensuring higher retention and more faithful customers.

An effective loyalty marketing program will help your business anticipate the needs of your customers in order to tailor targeted promotions specific to your customers buying patterns, increasing frequency and order sizes.

By providing innovative management and administration technologies, KickBack Rewards Systems can help you monitor detailed data to effectively build, track and plan customer loyalty reward programs that will succeed.

**Loyalty programs work!**
FEED THEIR HABITS
WIDE RANGE OF CLIENTS
KNOW YOUR CUSTOMERS
INCREASE TRAFFIC
The KickBack Rewards Systems Style Guide is the official reference tool for KickBack employees, clients and those responsible for the integrity of the KickBack Rewards Systems 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 Rewards Systems brand image,
• ensure proper reproduction of the KickBack Rewards Systems brand, and
• consistently portray and build upon KickBack Rewards Systems brand equity.

IMPORTANCE OF THE KICKBACK REWARDS SYSTEMS BRAND
The KickBack Rewards Systems brand is a highly recognizable symbol. The logos are registered trademarks and represent not only the KickBack Rewards Systems 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 Rewards Systems trademarks and logos should be used tastefully and in an appropriate fashion. The various approved executions of the KickBack Rewards Systems 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
VERTICAL LAYOUT
KickBack Rewards Systems carries a registered trademark after the KickBack logo and should always be displayed when possible.

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.
HORIZONTAL LAYOUT
KickBack Rewards Systems carries a registered trademark after the KickBack logo and should always be displayed when possible.

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.
ONE COLOR

KickBack Rewards Systems carries a registered trademark after the KickBack logo and should always be displayed when possible.

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.
ONE COLOR LOGO REVERSED

KickBack Rewards Systems 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.
Our Slogan
KickBack Rewards Systems slogan “Making Good Customers Better” carries a trademark symbol and should be displayed with a superscript (TM) always when displaying with our logo.

“Making Good Customers Better” should always appear with all words capitalized. It needs to be same size and proportion to what is shown to the right. Also, it should appear in the Calibri font and color as the surrounding text. No exceptions.
**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:** “...visit the KickBack Rewards Systems website.”

- **Identification:** “...KickBack Rewards Systems Loyalty Programs.”

KickBack Rewards Systems can be abbreviated but only after it has been spell out in the first mention.

Example:

“...KickBack Rewards Systems turn-key loyalty programs. KRS provides many services with their loyalty programs.”
LOGO CLEARANCE

Clear space refers to a distance of “x”, as a unit measurement, surrounding each side of the KickBack Rewards Systems 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 Rewards Systems logo(s) remains free of all graphics, taglines, identities, photography and typography. Exceptions for Clear Space include www.kickbackpoints.com or any other approved taglines. These must be placed no closer than .25 inches away from the logo.

MINIMUM SIZE

Minimum size refers to the smallest size at which the KickBack Rewards Systems logo(s) may be reproduced to ensure its legibility. The minimum reproduction size of the KickBack Rewards Systems logo(s) is 1/2” in height based on the upper-case “K” KickBack.
EXAMPLES
Here is a few restricted-use examples of the KickBack Rewards Systems logo. Please contact the KickBack Marketing 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.
04 | COLOR GUIDELINES
SWATCHES
Color provides a strong visual link to our brand identity across a wide range of applications. The preferred configuration of the KickBack Rewards Systems logo(s) is in full color and should be used whenever possible.
05 | TYPOGRAPHY GUIDELINES
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 and Luna Bar. Kable Ultra is only used for “KickBack”. Luna Bar is used only for “Rewards Systems”. (should be used very seldom)
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 Marketing Department.
07 | CONTACT US
NOW IT’S EASY TO DELIVER THE INTEGRITY OF OUR BRAND.

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

Miranda Slagel
miranda@kickbackpoints.com
866.230.6357