



MANAGING THE BRAND

Guidelines, Applications & Standards for Distribution Partners

WHO WE ARE / OUR PORTFOLIO / OUR STANDARDS
APPLICATIONS / GLOBAL COMMUNICATIONS

WHO WE ARE

Des-Case serves its customers with leading, innovative products and services that enhance equipment reliability and increase profitability.

Our products extend the life of industrial lubricants by preventing contamination with desiccant breathers, removing contaminants with filtration systems, and detecting lubricant problems with condition monitoring and visual oil analysis to keep lubricants healthy and clean for maximum performance.

Our portfolio includes a variety of Des-Case and RMF Systems branded products to benefit diverse industries and applications worldwide, providing comprehensive solutions for lubrication management.

Since 2023, Des-Case has been part of The Timken Company and sits under the Filtration unit within Timken’s Industrial Motion division.

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MISSION

Improve reliability, sustainability and operational efficiency by solving our customers' lubricant contamination challenges with leading and innovative products and services.

CORE VALUES

Teamwork means working together, winning together

Integrity being ethical, trustworthy and compassionate

Excellence in service, quality and safety through continuous improvements

Responsibility for our words, actions and results

We Are Top **TIER!**

VISION

Be essential to our customers as the most trusted provider of lubrication reliability solutions.

BRAND VOICE AND TONE

Voice: Des-Case's voice is professional, reliable, and innovative, reflecting the brand's commitment to high-quality filtration and reliability solutions.

Tone: The tone should be clear, informative, and solutions-oriented. It can also be approachable and supportive when discussing customer success stories or service support.

PRODUCT POSITIONING STATEMENTS

Consistency: Ensure that all product descriptions and technical specifications align with official Des-Case material.

Benefits-Focused: Emphasize product benefits, such as "extending equipment lifespan," "reducing maintenance costs," and "ensuring equipment reliability."

TAGLINE

Des-Case has officially adopted the tagline of "Dry. Clean. Reliable." to describe what our products do for our customers. Each word reflects a core value and promise:

- DRY: Solutions to control and prevent moisture in lubricants, enhancing machinery life.
- CLEAN: Maintaining high standards of oil cleanliness to optimize performance.
- RELIABLE: Ensuring products that customers can depend on for consistent and safe operation.

Des-Case is the sole owner of the Dry. Clean. Reliable. trademark, and we retain exclusive rights over its usage. Its use is not permitted by any entity outside of Des-Case Corporation, including Des-Case Authorized Distributors.

**DRY.
CLEAN.
RELIABLE.™**

DRY. CLEAN. RELIABLE.™

OUR PORTFOLIO

To strengthen our leadership position and our customers, we have grown our portfolio of products purposefully.

The following page provides a snapshot of our current portfolio.

Our Portfolio 7

PARENT
COMPANY

TIMKEN

CORPORATE
IDENTITY



PRODUCT SOLUTION CATEGORIES

PRODUCT
BRANDS



Seal & Protect / Filter & Purify / View & Assess / Monitor & Diagnose
Store & Transfer / Services



Seal & Protect / Filter & Purify

OUR BRAND STANDARDS

Guidelines are crucial to ensure consistency, build trust, and enhance the overall effectiveness of our brand’s communication across all touchpoints.

The following pages provide guidelines for our current Brand Standards.

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TIMKEN ENDORSED DES-CASE LOGO

The Timken endorsed Des-Case logo can be used to make a connection to Timken via the endorsed-logo to add value/recognition for the Des-Case brand and business.

- Should only be used by Des-Case Corp and not distribution partners
- Used for marketing purposes and alliances
- Not used on any product specific documents, products labels or price lists



LOGO

The logo is the touchstone of the Des-Case brand and one of our most valuable assets. The logo consists of our Des-Case blue "DC" symbol accompanied by our black wordmark. Des-Case is the sole owner of the Des-Case trademark, wordmark and logo, and we retain exclusive rights over their usage. Our trademarks and logos are officially registered worldwide.

The Des-Case logo not only represents our brand, it also represents our company. It should be used on all official marketing materials including business cards, websites, packaging, advertisements, social media profiles, and any other visual representation such as sales presentations and letterheads of our company to establish brand recognition, build trust with customers, and visually distinguish our business from competitors.

LOGO SPACING

Clear space around the Des-Case logo ensures that it is seen and not obstructed by other elements.

Please observe the clear-space around the logo to maximize the visual effectiveness. Nothing should intrude into this specified space.

The clear space surrounding the logo is the size of the "D" in Des-Case.

Minimum Size

The mark may be downsized to a minimum of .375 inch (9.5 mm) in height (horizontal orientation) or .75 inch (19 mm) in width (stacked orientation).



Minimum Height & Width



.75 in.
(19.05 mm)



CO-BRAND LOGO SPACING

Clear space around the Des-Case logo ensures that it is seen and not obstructed by other elements.

Please observe the clear space around the logo to maximize the visual effectiveness. Nothing should intrude into this specified space.

The clear space surrounding the logo is 3 times the size of the "D" in Des-Case.



examples



AUTHORIZED DISTRIBUTOR LOGO

An authorized distributor should be a reputable organization with demonstrated industry expertise, a commitment to representing the brand's values, and the capability to effectively market, sell, and support the product lines within their designated region. Des-Case determines and retains the right to designate authorized distribution partners who are permitted to use and promote the company logo.

You must comply with the following rules regarding use of the "Des-Case Authorized Distributor" logo:

The "Des-Case Authorized Distributor" logo may only be used in the form provided by Des-Case Corporation. No modifications to the logo are permitted.

The "Des-Case Authorized Distributor" logo may only be used on your company's wholly-owned website or tradeshow booth structures, to indicate that your company is an authorized distributor of Des-Case products in your authorized territory. It may not be used on brochures, signage at physical locations, vehicles, business cards, email signatures, social media, products, or in any other manner.

Your company's logo must appear near (but not as part of) the "Des-Case Authorized Distributor" logo, and your company's logo must be more prominent than the "Des-Case Authorized Distributor" logo.

Des-Case has the sole discretion to determine if any usage is appropriate. Des-Case may withdraw permission to use "Des-Case Authorized Distributor" logo at any time in its sole discretion.

Vertical Option:



Horizontal Option :



Acceptable Usage:



AUTHORIZED DISTRIBUTOR LOGO WEB USAGE

You must comply with the following rules regarding use of the “Des-Case Authorized Distributor” logo on your wholly-owned website:

The “Des-Case Authorized Distributor” logo must appear along with your company logo at the top of your website home page to promote the relationship with Des-Case without misrepresenting the Des-Case brand as your own. Your company’s logo must appear near (but not as part of) the “Des-Case Authorized Distributor” logo, and your company’s logo must be more prominent than the “Des-Case Authorized Distributor” logo

The single “Des-Case Authorized Distributor” logo in either format may be used in the footer of your main page.

The “Des-Case Authorized Distributor” logo may only be used in the form provided by Des-Case Corporation. No modifications to the logo are permitted.

Des-Case has the sole discretion to determine if any usage is appropriate. Des-Case may withdraw permission to use “Des-Case Authorized Distributor” logo at any time.

Acceptable Usage:



AUTHORIZED DISTRIBUTOR LOGO TRADESHOW USAGE

You must comply with the following rules regarding use of the “Des-Case Authorized Distributor” logo on your tradeshow structure materials:

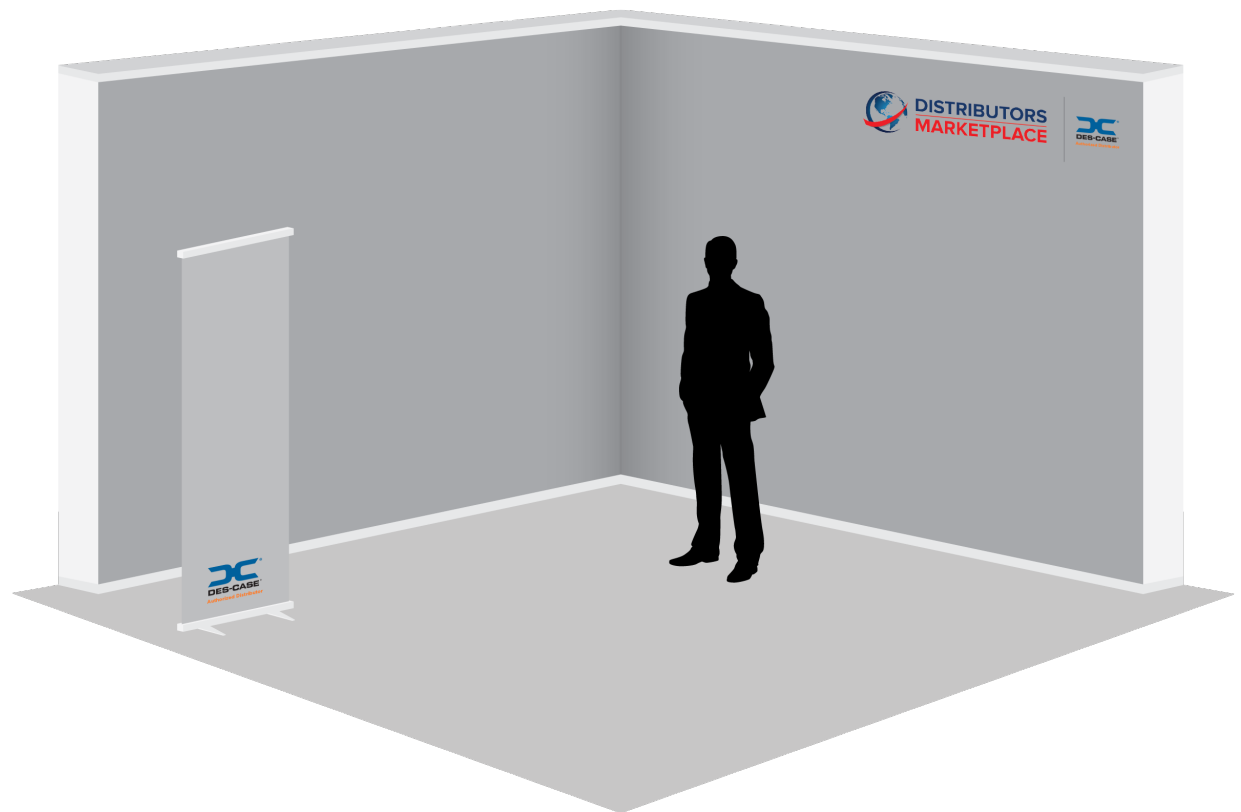
The “Des-Case Authorized Distributor” logo must appear along with your company logo at the top corner of your tradeshow structure to promote the relationship with Des-Case without misrepresenting the Des-Case brand as your own. Your company’s logo must appear near (but not as part of) the “Des-Case Authorized Distributor” logo, and your company’s logo must be more prominent than the “Des-Case Authorized Distributor” logo

The single “Des-Case Authorized Distributor” logo in either format may be used in the bottom section of any smaller portable banner materials.

The “Des-Case Authorized Distributor” logo may only be used in the form provided by Des-Case Corporation. No modifications to the logo are permitted.

Des-Case has the sole discretion to determine if any usage is appropriate. Des-Case may withdraw permission to use “Des-Case Authorized Distributor” logo at any time.

Acceptable Usage:



SUB-DISTRIBUTOR WEB USAGE

Sub-distributors must get permission from their primary Des-Case Authorized Distributor to use the Des-Case logo in any capacity.

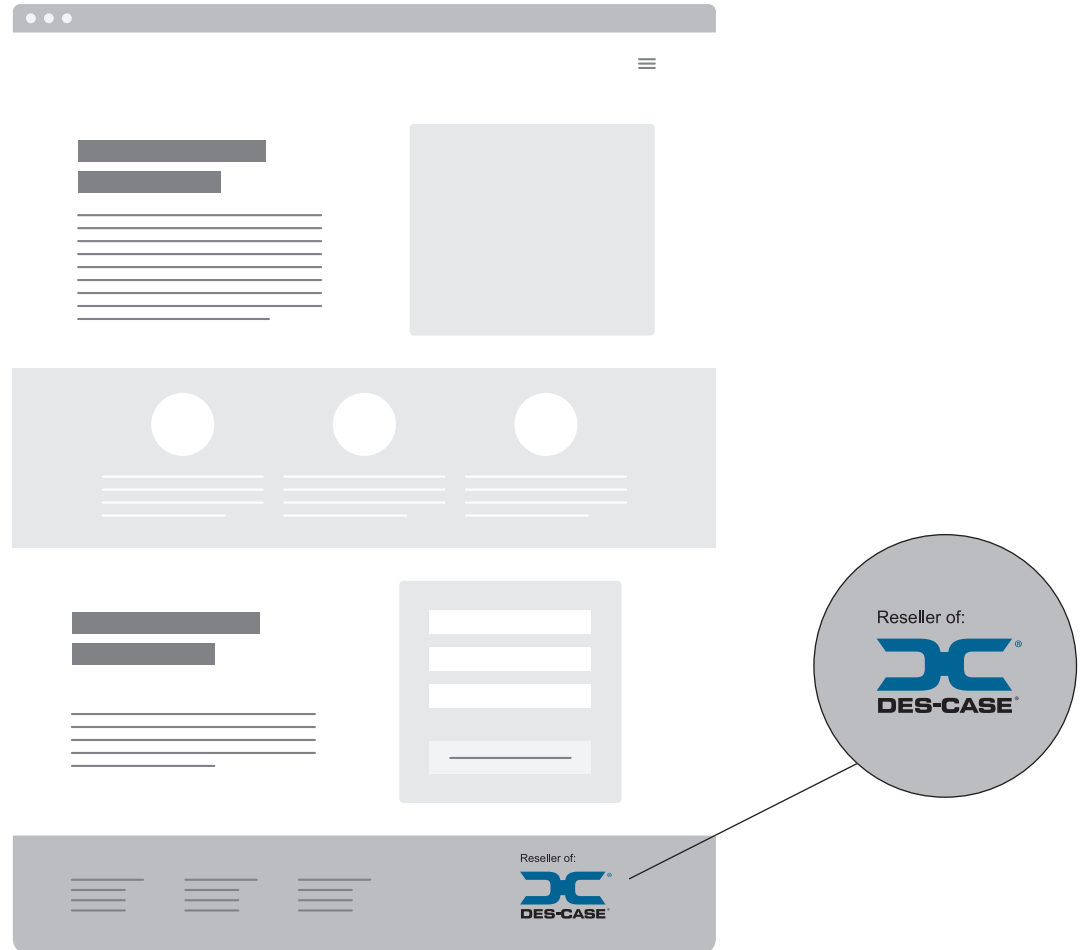
The Des-Case logo may only be used on the sub-distributor's wholly-owned website and it must only appear in the footer of that website.

In front of the Des-Case logo, in your company's own font, it must state "Reseller of:" and then the Des-Case logo can appear in either orientation with the appropriate spacing around it. It must be very clear that the sub-distributor is not the manufacturer nor source of the Des-Case brand.

The Des-Case logo may only be used in the form provided by Des-Case Corporation. No modifications to the logo are permitted.

Des-Case has the sole discretion to determine if any usage is appropriate. Des-Case may withdraw permission.

Acceptable Usage:



SYMBOL APPLICATION

Although our symbol may be used as a focal point, a full signature logo must be present on the same image/material. It cannot be used independent of our full signature logo.

The preferred usage for the symbol is blue on a white background. Black and knockout marks are only to be used when necessary. **Please note, the “DC” symbol can no longer be presented in tan.** Blue, black and knockout are the only acceptable symbol presentations.

A black symbol should only be used in black and white material—when color is not an option.

To achieve the highest level of contrast and distinction, our knockout mark is the primary solution for placing our logo on images. The blue mark should only be used on images when the image is light enough to achieve high contrast.

SYMBOL SPACING

Clear space around the Des-Case logo ensures that it is seen and not obstructed by other elements.

Please observe the clear space around the symbol to maximize the visual effectiveness. Nothing should intrude into this specified space.

The clear space surrounding the symbol is measured by the its weight size.



PRODUCT LOGOS

Commonly, new companies we acquire have long-standing equity with customers. Therefore we retain these brands as a product brand. The look of approved product logos communicates the breadth and depth of our offerings, strengthens the Des-Case brand, and presents us as one unified company.

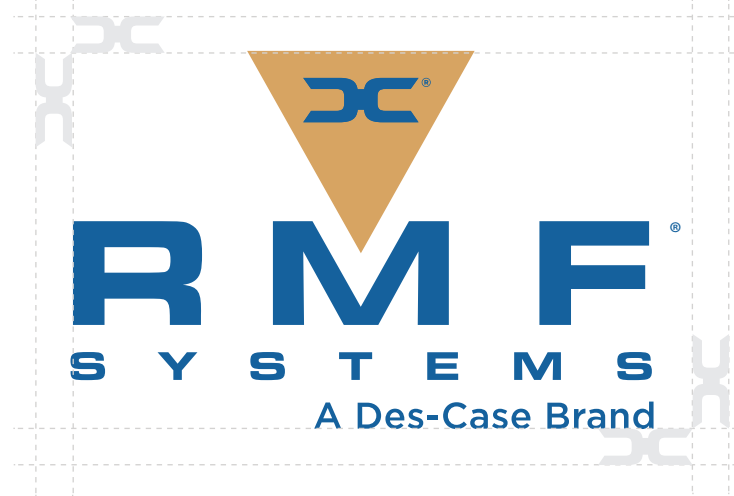
The preferred usage for a product logo is the full color mark in its vertical positioning, on a white background. Single color and knockout marks are only to be used when necessary.

These logos should ONLY be used in direct reference to and to specifically identify that said series of products.

LOGO SPACING

Please observe the clear space around the logo to maximize the visual effectiveness. Nothing should intrude into this specified space.

The clear space surrounding the logo is the size of the Des-Case symbol.



Product brand logo placement should be used consistently to the right of the product.

BRAND COLORS

Our colors give us personality and presence.

In order to further our brand recognition we maintain and champion a simple and recognizable color palette. All company marketing materials should exhibit restraint and rely on the contrast that comes from using the following blue and black accompanied by white and grey.

Note: Our Des-Case tan/gold is now a secondary accent color, and not a part of our primary palette.

Pantone: 3015 C
cmyk: 95, 64, 13, 1
rgb: 0, 96, 156
hex: # 00609c

Pantone: process black
cmyk: 0, 0, 0, 100
rgb: 0, 0, 0
hex: # 000000

Pantone: 000 c
cmyk: 0, 0, 0, 0
rgb: 255, 255, 255
hex: # ffffff

Pantone: Cool Gray 11 C
cmyk: 67,57,51,29
rgb: 84,86,90
hex: #54565a

SECONDARY COLORS

This secondary color palette may be used (in the form of graphs, charts, spreadsheets and other similar formats) to accent our brand colors.

These colors should not be used in marketing material text, backgrounds, images or other elements outside of data applications unless prior approval is given.

If unsure about usage, please consult marketing for proper usage and presentation.

Note: Our Des-Case tan/gold is now a secondary accent color, and not a part of our primary palette.

Pantone: 7463c
cmyk: 100, 80, 43, 45
rgb: 0, 43, 73
hex: #002B49

Pantone: 3268c
cmyk: 79, 8, 55, 0
rgb: 0, 169, 143
hex: #00A98F

Pantone: 292c
cmyk: 56, 16, 0, 0
rgb: 100, 178, 232
hex: #65B2E8

Pantone: 151 C
cmyk: 0, 60, 100, 0
rgb: 255, 131, 0
hex: #FF8300

Pantone: 7656c
cmyk: 48, 91, 18, 2
rgb: 146, 58, 127
hex: #923A7F

Pantone: 7509c
cmyk: 16, 36, 71, 0
rgb: 215, 164, 97
hex: #D7A461

Pantone: Cool Gray 4c
cmyk: 27, 22, 22, 0
rgb: 187, 187, 187
hex: #BBBBBB

TYPEFACES

Typography is a key element to communicate a unified personality for Des-Case. We have selected **Gotham** as our font super family (this includes Gotham Narrow and other font families).

All collateral produced by the marketing team and approved print and design vendors will be created with the font family Gotham.

All non-marketing produced digital communications (emails, PowerPoints, correspondence etc.), **Arial** may be used if Gotham is not available.

Additionally any proposals, quotes, letters, or other written materials not completed by the Marketing team should also be done in Arial.

Gotham

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz (thin)
 Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz (thin italic)
 Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz (extra light)
 Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz (extra light italic)
 Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz (light)
 Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz (light italic)
 Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz (book)
 Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz (book italic)
 Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz (medium)
 Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz (medium italic)
 Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz (bold)
 Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz (bold italic)
 Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz (ultra)
 Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz (ultra italic)

Arial

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz (regular)
 Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz (italic)
 Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz (bold)
 Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz (bold italic)

IMAGERY

The industries and people Des-Case serve are dynamic. Our imagery will reflect this concept.

Dynamic imagery brings the full range of the Des-Case experience to life — technical analysis to animated group discussions and social activities.

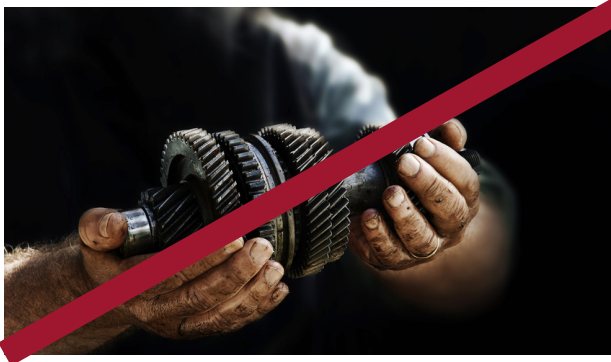
Not all photos must include people, but when they do, individuals should appear naturally engaged in their activities rather than formally posed. Of course, some situations likely will be posed formally, such as a group photo of a winning team.

We will no longer showcase dark, gritty and problem centric imagery. Please refrain from using this type of imagery. Instead, our visual communication is end-user and solutions focused.

Product Photos: Use high-resolution, clean product images provided by Des-Case. Avoid using outdated or altered product visuals.

Application Photos: When possible, use photos that show Des-Case products in real-world applications to highlight their durability and reliability.

Do Not Use: Stock photos that do not align with the filtration or reliability industries, or images that appear unprofessional or poorly lit.



BRANDED APPLICATIONS

We strive to apply consistency to how our identity, colors, typography and messages are applied to all our marketing and communications materials.

The following pages provide a snapshot of how our brand is executed in various applications.

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ACCEPTABLE LOGO APPLICATION

The preferred usage for the logo is the full color mark in its primary positioning, on a white background. Single color and knockout marks are only to be used when necessary.

To achieve the highest level of contrast and distinction, our knockout mark should be used on images and solid color backgrounds. Full color marks should only be used on images when the image is light enough to achieve high contrast.

The logo may not be presented as a split signature, but the "DC" symbol may be isolated as a design element or focal point. Although our symbol may be used as a focal point, a full signature logo must be present on the same image/material. It cannot be used independent of our full signature logo.

full color



knockout



single color



UNACCEPTABLE LOGO APPLICATION

Improper presentation of the logo misrepresents our brand and can be confusing to consumers and damaging to brand image. Shown below are a few ways that our logo should not be presented.

Please observe the incorrect ways to use the Des-Case logo.

DO NOT:

1. Change the logo's orientation.
2. Add strokes and effects. This includes but is not limited to: bevel and emboss, lighting effects, and drop shadows.
3. Place a full color logo on a dark background image, or an image that creates low contrast.
4. Scale the logo disproportionately.
5. Make alterations, additions or substitutions to the words or colors contained in the logo.
6. Display the logo without both of the registration symbols.

Note: Not all unacceptable presentations can be listed. If unsure about usage, please consult marketing for proper usage and presentation.

1.



2.



3.



4.



5.



6.



LOGO APPLICATION

The preferred usage for the logo is the full color mark in its primary positioning, on a white background. Single color and knockout marks are only to be used when necessary.

The full color version of the product brand logo can only be used when the full color version of the Des-Case logo is being used as well. If using a single color Des-Case logo, then a single color version must be used for the product logo. A single color product brand logo can also be used in conjunction with the full color Des-Case logo.

In cases of a product brand existing within the Des-Case product portfolio, the logo should only be used in communications that promote that product brand specifically. **It cannot be used independently from the Des-Case logo.** It must also be presented in a size less than or equal to the Des-Case logo unless otherwise approved by the Des-Case marketing department.

Improper presentation can be confusing to consumers and damaging to brand image.

full color



knockout



single color



EXAMPLES OF PRODUCT BRAND LOGO USAGE

These logos should **ONLY** be used in direct reference to and to specifically identify that said series of products.

A full signature Des-Case logo must be present on the same image/material. A product brand logo cannot be used independently from the Des-Case logo.



Hydraulic Off-Line Filtration Units

Attacks contamination of your system at the source, removing solid particles and water from the oil.

- Plastic Injection Molding
- Power Generation
- Flight Simulators

BPUs Optimize Filtration on Tug Boats

THE CHALLENGE
Hydraulic deck equipment such as towing / anchor winches and deck cranes are powered by a hydraulic system, and system reliability is directly linked to the condition and cleanliness of the oil. Over time, the oil within the hydraulic system will become contaminated due to the extreme environment, heavy workloads and continuous use. The buildup of these contaminants will start to wear out the components, reducing the lifespan and creating possible unplanned maintenance and downtime.

Des-Case, a Dutch producer of hydraulic power units (HPU), is a preferred supplier for a large tug boat manufacturer. Together with Des-Case they started a project with the goal to improve oil cleanliness in the manufacturer's tug boat hydraulic systems by changing the filtration set-up. The cleanliness goal was set to a ISO 18/17/14. In order to achieve this goal, efficient filtration was necessary.

Current Set-up Return Filter & Drain Filter

- 10 micron glass fiber elements in both filters

Filtration of the drain flow needs to be monitored thoroughly. Increased drain pressure is not desirable as this can harm the pump.

Both filters are equipped with 10 micron filters. Smaller particles in the oil are bypassed and filter efficiency. These particles do need to be taken into consideration as they will affect the oil lifetime and the wear of components (OCC).

System Specifications
Oil Type: H68L DTE 10 EXCEL 46
Oil Volume: 185 gallon / 700 liter

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Des-Case is a registered trademark of Des-Case Company.

TDB Series Breathers

The RMF Systems TDB series is made out of the strongest polymer to withstand even the most harsh conditions. It comes standard with an integrated anti-splash device to eliminate oil from the equipment reservoir reaching the air filter and 29L Gal.

APPLICATIONS

- Mobile & off-road equipment
- Hydraulics
- Nautical applications
- Truck differentials

OPERATING ENVIRONMENTS

- Harsh environments
- High vibration/impact
- Washdowns

Product Code	91 Series	96 Series	121 Series
Airflow Without Check Valve	247 cfm (700 m³/min)	247 cfm (700 m³/min)	63.0 cfm (1800 m³/min)
Airflow With Check Valve	10.6 cfm (300 m³/min)	10.6 cfm (300 m³/min)	141 cfm (400 m³/min)
Alternative Material	25 gal (95 liter)	25 gal (95 liter)	25 gal (95 liter)
29 Gal Volume	300 cc	600 cc	1,000 cc
Filter Efficiency	1µm absolute (β<100)		
Temperature Range	-40°F to 150°F (-40°C to 60°C)		
Water Absorption Capacity (Maximum Water Penetration)	2.8 in (72 mm)	5.5 in (140 mm)	9.9 in (251 mm)

+31(0)82 244 888 • +31(0)672.8800 • descase.com

OPTIMIZING FILTRATION ON TUG BOATS

Increase system reliability on Tug boats by fitting bypass filtration units on hydraulic systems.

Hydraulic deck equipment such as towing / anchor winches and deck cranes are powered by a hydraulic system. The system reliability of this system is directly linked to the condition and cleanliness of the oil. Over time, the oil within the hydraulic system will become contaminated due to the extreme environment, heavy workloads and continuous use. The buildup of these contaminants will start to wear out the components, reducing the lifespan and creating possible unplanned maintenance and downtime.

Des-Case, a Dutch producer of hydraulic power units (HPU), is a preferred supplier for a large tug boat manufacturer. Together with RMF Systems they started a project with the goal to improve oil cleanliness by changing the filtration set-up. Cleanliness goal was set to ISO 18/17/14. In order to achieve this goal, efficient filtration was necessary.

Current Set-up Return Filter & Drain Filter

- 10 micron glass fiber elements in both filters

Filtration of the drain flow needs to be monitored thoroughly. Increased drain pressure is not desirable as this can harm the pump.

Both filters are equipped with 10 micron filters. Smaller particles in the oil are bypassed and filter efficiency. These particles do need to be taken into consideration as they will affect the oil lifetime and the wear of components (OCC).

Improved set-up Return Filter & Bypass Filter

- 10 micron glass fiber element in return filter
- Depth filtration installed in bypass

Drain flow remains unaffected ensuring no pressure drop.

The added RMF Bypass Unit (BPU) focuses on the smaller particles (OCC) removal. The BPU material is also capable of absorbing water, preventing chemical deterioration of the oil and the formation of sludge.

System Specifications
Oil Type: H68L DTE 10 EXCEL 46
Oil Volume: 700 liter

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Des-Case is a registered trademark of Des-Case Company.

EMAIL SIGNATURE: DISTRIBUTORS AND SUB-DISTRIBUTORS

Standard email practices for communication consistency by our distributors and sub-distributors.

Distributors or sub-distributors can't use the DC logo or any abbreviation of it in their email signatures but must portray themselves as their own entity.

They can list Des-Case as a brand below their own logo to identify that they are selling it.

Distributor Usage:



LESLIE JOHNS | Senior Product Manager

✉ ljones@yesware.com

☎ 234-567-8910

🌐 www.yesware.com



Brands Represented:  **DES-CASE™**

Sub-Distributor Usage:



LESLIE JOHNS | Senior Product Manager

✉ ljones@yesware.com

☎ 234-567-8910

🌐 www.yesware.com



Reseller of:
Brands Represented:  **DES-CASE™**

SOCIAL

Social media guidelines will help enhance brand visibility and consistency when distributors/ customers showcase our products in the field and help maintain a cohesive social media presence for engagements that are more impactful and easier to discover.

Brand Hashtags: Use brand-specific hashtags, such as #DesCase, #RMFSystems, to increase content visibility.

Mentions and Tags: Tag Des-Case on relevant platforms (e.g., @DesCaseCorporation on LinkedIn).

Content Tone: Posts should focus on reliability, innovation, and problem-solving. Avoid overly technical jargon; keep language accessible to a general audience.

Using these guidelines will help maintain a cohesive social media presence, making customer contributions more impactful and easier to discover.



BRANDED APPLICATIONS



We know that every minute counts for our customers.

That's why we're committed to delivering our products on time, while other manufacturers still struggle to deliver when you need them most. At Des-Case, we're here to support your success with reliability and efficiency by providing desiccant breathers and select quick ship filter carts that ship within THREE DAYS!*

Contact us today to ensure your assets stay protected from contamination for longer equipment life ►►► <https://lnkd.in/eqsGVy2Q>

#DesCase #QuickShip #FilterCarts #DesiccantBreathersFast

*Applies to select quick ship filter carts (US, CA and MX delivery only) and most desiccant breathers. Maximum quantity limits apply.



GLOBAL COMMUNICATIONS

Des-Case and its products should be distinguished in all communications with appropriate trademark symbol usage.

The following pages provide a guide how accurately use a trademark symbol and registrations.

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TRADEMARK & REGISTRATION

Des-Case is the sole owner of the Des-Case trademark and logo, and we retain exclusive rights over their usage. Our trademarks and logos are officially registered in many countries around the world, including 6 continents.

Des-Case and its products should be distinguished in all communications with appropriate trademark symbol usage. The trademark symbols should be used as superscript or subscript, preferably in the upper-right corner of the mark.

Incorrect use of a trademark contributes to its vulnerability and may result in the trademark losing its significance and forces the wordmark to become generic. A generic name is the common descriptive name of the product or service the trademark identifies. When a trademark becomes generic, it can be used by anyone and no longer distinguishes the trademark owner's products from the products of other companies.

Examples of terms that were at one point strong trademarks but subsequently became generic are aspirin, cellophane, kerosene, elevator, and escalator – all of which are now in the public domain. These once-powerful trademarks no longer serve the commercial needs of their original owners. Improper use of those trademarks by their owners and the public contributed to those marks becoming generic.

® Symbol

When used in the United States (and in certain designated foreign jurisdictions), the registered mark (®) should be used with the following trademarks for which we have attained a Federal registration when used in connection with the applicable Des-Case products.

Currently, we have registrations for the following marks:

- 3-D BullsEye
- Des-Case
- Des-Case logo
- HydroGuard
- RMF Systems
- RMF logo
- IsoLogic
- Extended

™ Symbol

For those marks that are not registered or which we have applied for a registration that is pending, we use the TM symbol until the registration is actually granted (to the extent applicable). We can use the TM symbol whenever we use a mark in connection with some of our products, and we want to assert trademark rights in such mark. We don't have to file any paperwork to use the TM symbol, but it also doesn't offer the same legal protection of a registered trademark. It puts competition on notice that we claim the rights to that mark. Also, if there is ever an instance where we apply for a registered mark but it is not approved by the USPTO, we can continue to use TM on it indefinitely unless and until that use is objected to by a third party with superior rights.

For example, we don't have a registered trademark for VentGuard, so the TM symbol is used in this scenario. Other examples are as follows:

- COLORASSIST
- Ventguard
- DRY. CLEAN. RELIABLE.

Usage in Writing

The trademark or registered mark symbol is to be used in the first instance of each document. This can be the word, symbol, or an image. This may be in the logo, title or opening paragraph.

TRADEMARK & REGISTRATION USAGE

Proper Use of the Des-Case Family of Marks

Use of the Des-Case family of trademarks should be in accordance with the following guidelines in addition to the guidelines set forth in Des-Case's generally applicable brand use guidelines provided by Des-Case:

- A trademark is not a noun or a verb. A trademark is a proper adjective. Use the mark as an adjective followed by the generic name of the product or service. For example, write HYDROGUARD® hygroscopic filters and breathers.
- All trademarks should be displayed accurately and in their full form.
- All trademarks should be used consistently, as each deviation creates a new, different trademark. Do not change or stylize the trademark, use hyphenated variations, or combine the trademark with other words. For example, do not change "3-D BULLSEYE®" to "THREE-D BULLS EYE®". Do not use "Des-Case Hygroscopic Filters®"; instead, use "DES-CASE® hygroscopic filters."
- Never alter any of the Des-Case family of trademarks without authorization. Each representation of the Des-Case family of marks should be consistent, undistorted, and clear.
- Never use any of the Des-Case family of trademarks in jokes, puns, or in a derogatory fashion.
- Use the trademark distinctively. Trademarks should always be written in a manner that distinguishes them from the surrounding text.

Prohibited Use of the Marks

Des-Case should ensure that use of the marks in the Des-Case family of trademarks complies with the following:

- Always use each mark in the Des-Case family of trademarks in the non-possessory form. For example, refrain from using any version of the term "HYDROGUARD's" as a mark, unless the mark is properly used, applied for, and/or registered in the possessive form.
- Do not use the marks in the plural form.
- Always use the word of the mark in the same size, font, and color as the remainder of the mark, and in accordance with Des-Case's brand use guidelines.

TRADEMARK INFRINGEMENT

Trademark Infringement and Policing

Trademark infringement occurs when goods or services of one party bear a trademark that so resembles a mark already owned by another party that consumer confusion as to the source of the goods is likely. This may occur where a third party creates a product or service to compete with Des-Case and then adopts a trademark that is similar in sight, sound, or meaning to a Des-Case's trademark for the same or a related product or service. Trademark infringement constitutes a form of unfair competition, and it is imperative to object to instances of it in order to preserve Des-Case's trademark rights and avoid confusion among consumers.

In the U.S. and other jurisdictions, trademark owners have a duty to police the use of their marks. The most effective person to police

trademark infringement of the Des-Case family of trademarks is Des-Case's employees and customers. Therefore, if you become aware of any improper use of the Des-Case family of marks, including infringement or counterfeiting by third parties, report them to marketing@descase.com, immediately. Please report as much detail as possible about the potential infringement, including the name of the party, contact information, copies, photographs, or screen shots of the potential misuse.

DO NOT confront the service provider or supplier of the suspected infringement. By calling attention to the potential infringer, the most probable event would be that the service provider or supplier would remove the item/service from distribution temporarily, only to have it reappear at a later time.

THANK YOU



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