

GUIDELINES FOR THE USE OF DWK LIFE SCIENCES MEDIA DATA

Use of logos of DWK Life Sciences GmbH

Media data within the meaning of these guidelines are all data provided by us, particularly trademarks, logos, graphics, photos, videos and other advertising materials.

All media data may only be used in accordance with these guidelines. Any other use is prohibited.

Unless otherwise agreed in writing, you are not entitled to transfer the media data to third parties.

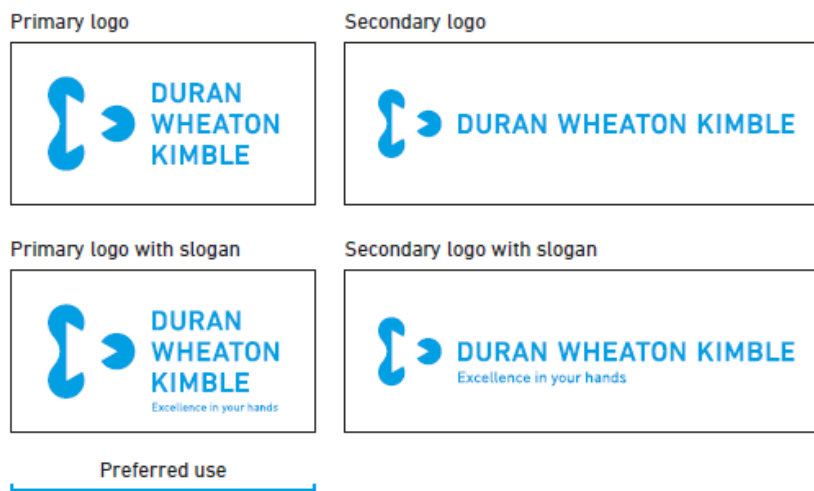
A.) The corporate logo

Our **corporate logo** is the identification of **DWK Life Sciences**. It clarifies the letters "DWK" in our company name and enables our customers to reconnect with the former corporations Duran Group, Wheaton Industries and Kimble Chase.

1. Our logos are a combination of: **Figurative mark + Word mark (+ Slogan)**

The logo exists in two variations – in the compact arrangement as "Primary Logo" and in the horizontal arrangement as "Secondary Logo". Both variations are available with and without slogan.

Generally, the „primary logos“ should be used – where legibility of the slogan allows it, the “primary logo with slogan” should be used.



2. Possible methods of representation of our logos:

Primary logos

Cyan



White (negative)



Black



Minimum size for
primary logos with
slogan:
Logo height = 18 mm

Secondary logos

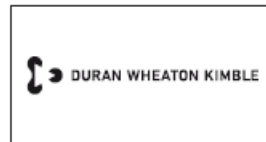
Cyan



White (negative)



Black



Minimum size of the
secondary logo with
slogan:
Logo height = 8 mm

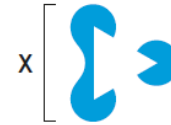
3. The corporate logo may **never** be altered. It may not be distorted, blocked or in any other way modified. Only original files may be used.
4. The elements of the word mark/figurative mark as well as the claim „Excellence in your hands“ for an entity and may not be altered neither in their position nor in their proportion.
5. For illustrations below the size of 18 mm (Primary Logo) and 8 mm (Secondary Logo) only the logo **without** claim may be used to ensure the legibility of the claim.



6. Maintaining the free space around the logo:

Clearance – the logo requires this much space.

The minimum distance to adjacent elements or to the edge is calculated using the height of the corporate sign (X).



Clearance for primary logo with slogan: X : 2



Clearance for primary logo without slogan: X : 4



Clearance for secondary logo with slogan: X : 4



Clearance for secondary logo without slogan: X : 4



7. In continuous texts the corporate name (DWK Life Sciences) may not be displayed in the form of a logo, but in the respective typescript. The major brands DURAN®, WHEATON® and KIMBLE® are to be typed in capital letters even in continuous text and are to be labeled with the designation ®.

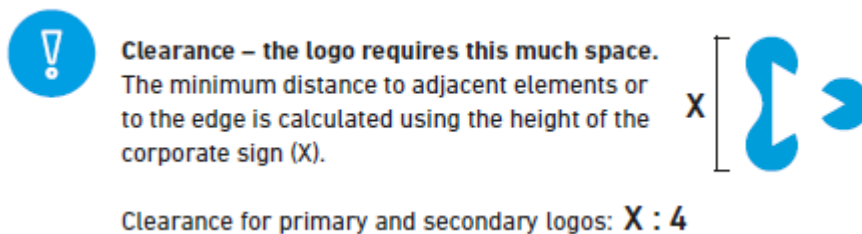
B.) The major brand logos

The three major brands (DURAN®, WHEATON® und KIMBLE®) are our leading product trademarks and serve as rooftop brands for our product sub brands. The major brand logos underline the significance of our main brands and represent both product and enterprise equally.

1. The **major brand logos** are a combination of: **figurative mark + word mark (+ ®)**



2. Maintaining the free space around the logo:



3. The **major brand logos** may **never** be altered.
4. The **major brand logos** may **only** be used in combination with our products. The major brand logos may **never** be used alone or to describe DWK Life Sciences GmbH or as a supplier or manufacturer. For the description of our enterprise only the corporate logo **with or without claim** may be used.
5. The **major brand logos** appear on our products and packaging.

6. For the representation and the designation of single products in advertisement material or on websites the corresponding major brand logo may also be used. Should more than one DWK brand be displayed, all major brand logos may be displayed in combination.

The guidelines for the use of our logo on your website or in your catalogue as well as the complete logo data package can be obtained from your responsible sales manager.

Use of images and graphics from DWK Life Sciences GmbH

1. Images, graphics and photos of products from DWK Life Sciences GmbH may not be distorted, blocked or in any other way modified or touched up. Only the original files may be used.
2. Unless otherwise agreed in writing with DWK Life Sciences GmbH, the material may not be transferred to third parties.

Use of videos of the DWK Life Sciences GmbH

1. DWK Life Sciences GmbH makes available video-files. The equipment to play the videos is not made available.
2. The videos of DWK Life Sciences GmbH may never be altered.
3. Unless otherwise agreed in writing with DWK Life Sciences GmbH, the videos **may not** be transferred to third parties.

For further questions or recommendations please contact:

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