

## Mikuni Distributor Branding & Media Access Policy

*Summary of Guidelines: This document outlines Mikuni's official policies for authorized distributors regarding the use of our trademarks, branding, and media assets. These policies are intended to ensure consistency in how Mikuni is represented across markets and channels, and to protect the integrity of our brand.*

### **Key Points:**

- **Access to Media Assets** is limited to approved distributors for the sole purpose of promoting Mikuni products.
- **Trademarks and Intellectual Property** remain the property of Mikuni. Usage rights are limited, non-transferable, and may be revoked at any time.
- **Branding Guidelines** cover logo usage, color schemes, typography, product representation, and co-branding. Unauthorized use or deviation from these standards is prohibited.

*Failure to comply with these guidelines may result in immediate loss of access to media resources, revocation of distributor status, and/or legal action.*

*By accessing or using Mikuni media assets, you acknowledge and agree to these terms.*

## 1. Terms and Conditions for Accessing Media Assets

- **Authorized Use** - Media assets provided through this portal are for the sole purpose of promoting Mikuni products and must be used in accordance with our branding guidelines.
- **Prohibited Activities** - Assets may not be altered, redistributed, sold, or used for any purpose other than the authorized promotion of Mikuni products.
- **Confidentiality** - Access to the media portal is limited to authorized distributors and dealers. Sharing login credentials or media assets with unauthorized parties is strictly prohibited.
- **Copyright and Ownership** - All media assets remain the property of Mikuni. Any misuse of these assets may result in immediate revocation of access.
- **Revocation of Access** - Mikuni reserves the right to revoke access at any time for non-compliance with these terms or other company policies.
- **Liability** - Mikuni is not responsible for any misuse of the media assets or for damages resulting from unauthorized use.

## 2. Use of Trademarks and Other Intellectual Property

Distributors are granted a non-exclusive, non-transferable, and non-sublicensable right to use Mikuni's trademarks, logos, and other intellectual property solely for the purpose of promoting, advertising, distributing, and reselling Mikuni products, and only in accordance with Mikuni's branding guidelines and any specific usage instructions provided.

All such intellectual property, including but not limited to media assets, images, literature, labels, videos, manuals, and promotional materials, remains the sole property of Mikuni. No ownership or other rights are transferred. Any goodwill derived from the use of Mikuni's trademarks or intellectual property shall accrue solely to Mikuni.

This right to use Mikuni's intellectual property may be revoked at any time at Mikuni's sole discretion. Upon revocation or upon request, the distributor must immediately cease all use of Mikuni intellectual property and either return or permanently delete all related materials. No grace or sell-off period shall be granted following revocation of access.

Unauthorized use, including continued use after access has been revoked, sharing materials with unauthorized parties, or use outside of the authorized scope, may result in immediate termination of access and potential legal action.

### 3. Visual Branding and Marketing Guidelines

These guidelines ensure consistent and appropriate use of Mikuni's trademarks, logos, and media assets by authorized distributors. All usage must comply with the following standards:

#### 3.1 Logo Usage

- **Approved Logos Only:** Use only official Mikuni logos provided through the media portal.
- **No Alterations:** Do not alter color, shape, proportions, or design. Avoid stretching, rotating, cropping, or adding effects.
- **Clear Space:** Maintain a minimum clear space around the logo equal to the height of the letter "M" in the Mikuni logo.
- **Backgrounds:** Use neutral or contrasting backgrounds that ensure visibility and legibility.

#### Primary Logo(s)



#### Alternative Logo(s)



### 3.2 Color Usage

- **Primary Colors:** Use Mikuni's official brand colors (HEX & RGB values provided).
  - Mikuni Blue – HEX #00A0F0 / RGB (0, 160, 240)
  - Mikuni Red – HEX #FC3900 / RGB (252, 57, 0)
- **Secondary Colors:**
  - White – HEX #FFFFFF
  - Black – HEX #000000
- **Consistency:** Do not introduce new brand colors or modify the existing palette.

### 3.3 Typography

- **Preferred Fonts:** Use Mikuni's approved fonts. In the absence of a specified font, use clean, professional typefaces (e.g., Arial, Helvetica).
- **Readability:** Ensure all text is legible and does not obscure the Mikuni logo or product images.

### 3.4 Product Representation

- **Accurate Images:** Use only Mikuni-provided product images. Do not alter or substitute with third-party representations.
- **No Misleading Claims:** All product claims must be factual and approved by Mikuni.

### 3.5 Co-Branding and Dealer Logos

- **Separation of Brands:** Clearly separate Mikuni and distributor branding to avoid confusion.
- **Primary Placement:** Mikuni branding must be prominent and not diminished in materials relating to Mikuni products.

### 3.6 Digital and Social Media Use

- **Asset Use Online:** Digital content must adhere to all branding rules.
- **Tagging and Credit:** Tag Mikuni's official accounts when applicable and avoid misrepresentation.

### 3.7 Prohibited Uses

**Do not use Mikuni branding in connection with:**

- Unauthorized or counterfeit products.
- Political, religious, or controversial content.
- Materials that could harm Mikuni's reputation or imply false affiliations.

### 3.8 Violations and Enforcement

**Non-compliance with these guidelines may result in:**

- Revocation of access to branding assets
- Termination of distributor status
- Legal action, if warranted

## 4. Brand Contact & Approvals

**Brand Manager:**

Joseph Munsie / [jmunsie@mikuni.com](mailto:jmunsie@mikuni.com) / (630)-347-6991

**Media Inquiries:**

Joseph Munsie / [jmunsie@mikuni.com](mailto:jmunsie@mikuni.com) / (630)-347-6991

**Usage Requests:**

All branding usage outside of corporate or distributor channels requires written approval.