

# Writer's Guidelines to the TORLYS Brand

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In the summer of 2003, TORLYS Inc. developed a new brand and corporate identity, **TORLYS Simple by Design™**. This new branding strategy reflects TORLYS's commitment to "total ease" from both an operational and a consumer perspective. In terms of company operations, TORLYS Simple by Design™ reflects having processes in place that make it easy for TORLYS Dealers to order and receive TORLYS Uniclic® flooring products. From a consumer perspective, TORLYS Simple by Design™ reflects that it is very easy for décor-oriented consumer to design and create rooms with TORLYS Uniclic® flooring products .

TORLYS is in the process of Registered Trademark application of the TORLYS Simple by Design™ work mark and associated logomark through the Canadian Intellectual Property Office (CIPO) and the United States Patent and Trademark Office (USPTO).

TORLYS's goal is to establish and protect this brand identity, in part through proper usage of the company name and brand logomark. TORLYS requests that writers, editors and graphic designers follow these guidelines when writing the TORLYS company name and branding logo, and when using the TORLYS Simple by Design™ logomark.

## General Style Guidelines

- The TORLYS company name should always be spelled in upper case (all caps). This is the proper spelling of the company name.
- The brand logo should always be written as: **TORLYS Simple by Design™** or **TORLYS L'art de la simplicité™** depending on English or French usage.
- In product descriptions, TORLYS products should be referred to as TORLYS when referring to Cork, Hardwood, Laminate and Linoleum product lines, and Quick-Step Laminates should be used in reference to laminate engineered floating floors offered by TORLYS. The "R" symbol should be used on every reference to Uniclic®, as this is a registered trademark of Unilin Décor, Belgium.
- Electronic copies of the TORLYS Simple by Design™ logo to use with News/Product Releases are available from the TORLYS Marketing Department. Please follow the attached **General Logo Reproduction Specifications** when using the TORLYS Simple by Design™ logomark.