



CARESTREAM DENTAL

AUTHORIZED DEALER GUIDELINES

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Hello.

Presenting a united front to customers is crucial in growing our reputation as a trusted provider in dental imaging. To maintain essential brand consistency, it is important for each of us at Carestream Dental to follow the brand guidelines presented here when developing marketing-communications materials. This will help us maintain a strong, constant identity at all points of contact with our worldwide customers.

Thank you to our Authorized Dealers in advance for your cooperation in using these guidelines faithfully. We look forward to working together while continuing to build our brand.

Carestream Dental Authorized Dealer.

Carestream's Dental Authorized Dealers play an important role in our marketing efforts. They advertise, display, and help promote Carestream Dental products. Although they play an important role in sales, they are not part of the Company.

Authorized Dealers must enter into a Dealer Agreement in order to use Carestream Dental corporate trademarks to promote Carestream Dental products. The use of Carestream Dental trademarks enables business success and ultimately, Carestream's.

To leverage these benefits and to protect proprietary rights, Authorized Dealers must understand what constitutes proper use.

Carestream Dental Authorized Dealer Mark

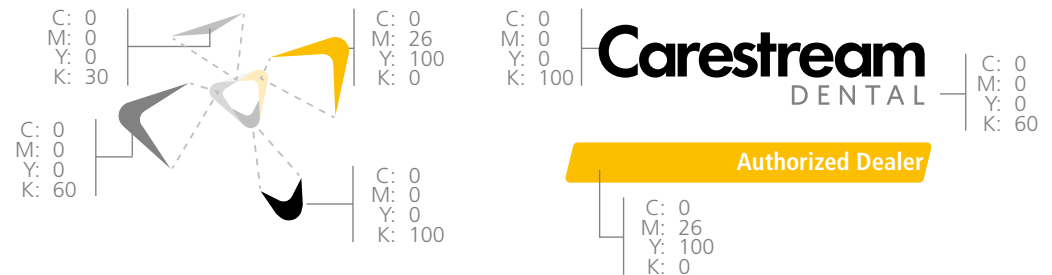
Color Palette

Only approved color variations should be applied to the Carestream Dental Authorized Dealer Brand Mark.

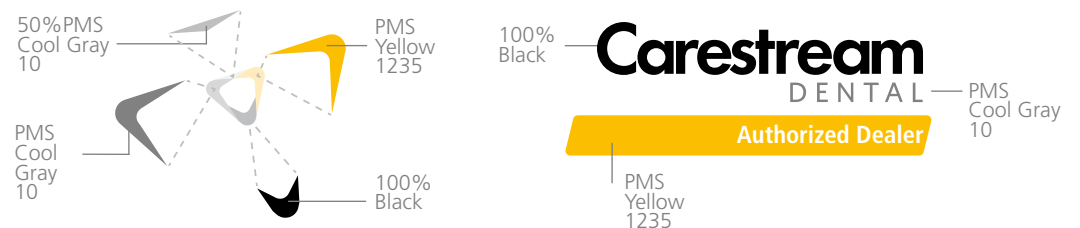
To avoid undesirable color conflicts.

- Do not apply the color version to any background other than white.
- Some light colors or metallic backgrounds may also be acceptable as long as they do not conflict with the colors in the lockup. Please consult with your global marketing representative for more information.
- Using the correct CMYK values every time the logo is printed ensures consistent brand representation.
- In certain situations, you may be required to use PMS colors to print our logo. This diagram indicates the placement of those colors.

Primary usage CMYK build

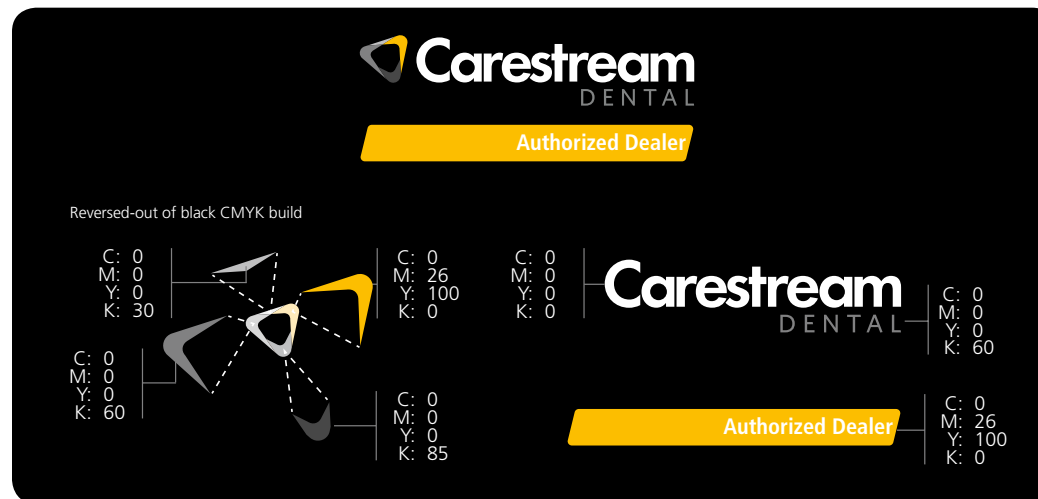


Secondary usage PMS build



Color Reversed Version

A reversed version of the Carestream Dental Authorized Dealer logo has been created for times when a black background is required. The black elements of the lockup have been adjusted to distinguish it from a rich black background—for this reason, this version of the logo should always be used on a rich black background.



Clear Space

What is clear space and why is it important?

To maintain the lockup's integrity, and protect it from crowding, it must be surrounded by clear space, also known as an area of non-interference. This clear space is defined as one-half the height of the "C" in Carestream.

The entire lockup must be buffered from any other content by at least one-half C.

Minimum Size

The minimum size defines the smallest scale at which the Mark can be reproduced. This standard ensures the Mark remains clear and legible in all applications.

The standard width for the Mark in collateral is 55mm; however, it may be scaled down proportionally to a minimum width of 35 mm for smaller applications.

The lockup should never be altered in shape, proportion or typography, nor colored in ways other than the approved variations outlined in these guidelines.



Standard collateral size: 55mm



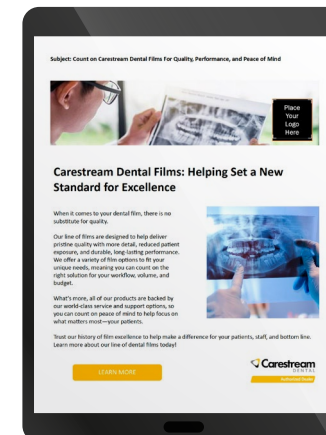
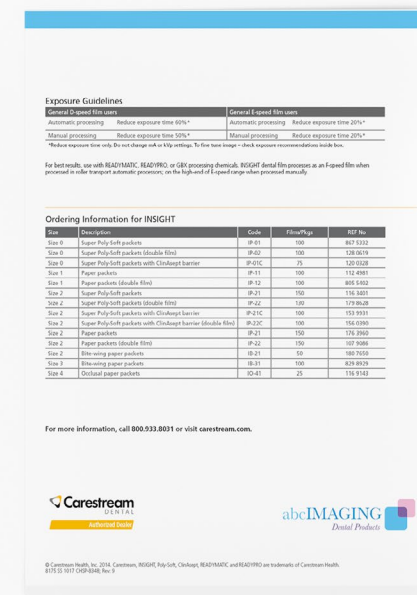
Minimum collateral size: 35mm

Mark Use on Collateral

The Carestream Dental Authorized Dealer logo should be used on all dental collateral, business papers, advertising, and communications created by our Company.

Authorized Dealers may use the Mark only in direct association with names, illustrations or photographs of Carestream Dental products and services.

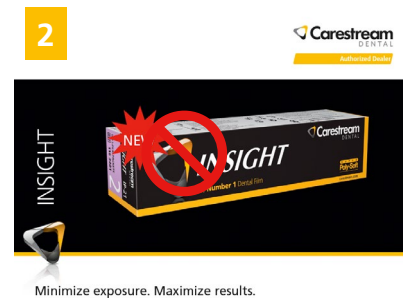
When deemed strategically important, the Brand Mark may reside on the front side of a piece. In all situations, be sure to maintain a minimum clear space from other graphic elements. Be sure the Brand Mark always appears on a white background.



Incorrect Mark Use on Collateral

1. Trademarks may not be joined together in a way that could mislead or confuse the public as to the relationship of an Authorized Dealer to Carestream Dental.
2. Do not alter, or add elements to the Carestream Dental Masterbrand Mark, the Authorized Dealer Brand Mark or to Carestream imagery.
3. Incorrect usage of the Carestream Dental Masterbrand Mark compromises the integrity of our identity. To ensure accurate and consistent reproduction of the Carestream Dental Masterbrand Mark, never alter, add to, or attempt to recreate the Carestream Dental Masterbrand Mark.
4. Do not use design elements or create logos or slogans that are similar to those used by the Carestream Dental Masterbrand Mark.
5. Do not visually link the Carestream Dental Masterbrand Mark or the Authorized Distributor Brand Mark with any other company name, logo, trademark, or service.

Authorized Dealers CANNOT use the Carestream Dental Masterbrand Mark as a stand-alone logo.



Incorrect Mark Usage

Only use the approved Authorized Dealer Brand Mark – all other marks, logos, or symbols should not be developed and used in place of the approved Authorized Dealer Brand Mark.

The Brand Mark must NEVER be altered in any way. Always use the Brand Mark electronic artwork that has been approved for use.

On this page are a few examples of incorrect usage of the Authorized Dealer Brand Mark

Products may bear one, or more Carestream Dental trademarks, trade names or brand names ("Marks"). Dealer may not remove, alter, or otherwise modify or conceal any Marks on the Products, nor may Dealer add any marks to the Products. Dealer may use the Marks in advertising, but only where the advertising directly refers to the Products or references Dealer as a Dealer of such Products. Dealer shall use the Marks in accordance with the guidelines set, which may be updated from time to time. If Carestream Dental at any time objects to Dealer's use of the Marks or Dealer references, Dealer shall correct the usage as soon as commercially reasonable but no later than the next revision of such materials. Carestream Dental retains all rights to the Marks not expressly conveyed to Dealer by this Agreement. Dealer may not use, or license others to use, the Marks on, or in connection with, any goods or services (including, but not limited to, promotional and merchandising items), other than the Products.



Do not reproduce the Brand Mark using unauthorized colors.



Do not place the Brand Mark on a background color – Brand Mark must appear on white only.



Do not reproduce the Brand Mark in gray scale.



Do not recreate the Brand Mark using a different font.



Do not add any text or graphic elements to the Brand Mark.



Do not use drop shadows or other graphic embellishments on the Brand Mark.



Authorized Dealer CANNOT use the Carestream Dental Masterbrand Mark as a stand-alone logo.



The Brand Mark CANNOT be closely linked to other graphics or logos.



Authorized Dealer