

MEGADOSE BRANDING,
USAGE & GUIDLINE
101 PACK



MEGADOSE™



MegaDose

Name and Logo Guidelines for Third-Party Usage

Introduction

The MegaDose Pty Ltd name, word mark and logo should be used in accordance with established Company specifications. The following contains information regarding the approval process, correct name usage, proper logo colors, logotype, and logo proximity rules.

Logo Usage Approval

The use of the MegaDose company name and MegaDose logo by third parties requires advance review and approval by our MegaDose Marketing Communications team.

To request use of the MegaDose logo, please register on the MegaDose Portal at <http://www.megadose.co.za/Discover> . Once request has been received and approved, users will have access to logo files and usage guidelines <http://www.megadose.co.za/Logo> .

Specific questions may be directed to support@megadose.co.za

Press Release Approval

All third-party press releases using the MegaDose company name require advance review and approval by MegaDose Public Relations. Minimum approval time is two business days. All requests should be forwarded to:

MegaDose

mLab, U8, Enterprise Building
Mark Shuttleworth Street
The Innovation Hub
Presequor x10
Gauteng
Pretoria
0087

Email: info@megadose.co.za



Company Name Usage

The official Company legal entity name is “MegaDose”

The Company preference in writing the MegaDose company name in text format would be an initial capital letter “M” including a capital letter “D” for Dose and lowercase all subsequent letters, so that the text displays as “MegaDose.”

The name typically shall feature “MegaDose” on first mention, and “MegaDose” in all subsequent mentions. When mentioning the company as MegaDose PTY LTD, “PTY LTD” should be set with capital letters only and should always be spelled out.

The company should never be listed as “MegaDose Inc.” However, the MegaDose name may be used without the “PTY LTD” tag after initial mention in body copy. Example: MegaDose, An Effortless Online Marketing and M-Commerce Platform.

The purpose of the platform is to provide clients (anymore with access to a smartphone) with the convenience of a card less point-of-sale and online marketplace.

Note: Because the official Company legal entity name is “MegaDose”, many legal documents will continue to list the MegaDose company name in text with all capital letters. Additionally, when using the MegaDose word mark as part of an Internet address, www.megadose.com, and all lowercase letters should be used.

Registered Trademark Symbol (™) Usage with the MegaDose Name

When using the MegaDose word mark or MegaDose logo, it must always be followed by a ™ symbol in the first mention in the text or major heading of a document.

Use of the MegaDose Logo

The MegaDose logo is more than a word. It is a sign of ownership, a promise of performance and our company trademark.

Consistent and correct usage of the MegaDose logo is important for building recognition of the MegaDose brand, strengthening our identity across all communication materials.



Logo Usage Guidelines

To ensure proper representation of MegaDose, the following guidelines must be followed for all MegaDose logo usage. If you have any questions regarding these usage guidelines, please contact:

MegaDose

mLab, U8, Enterprise Building
Mark Shuttleworth Street
The Innovation Hub
Presequor x10
Gauteng
Pretoria
0087

Email: info@megadose.co.za

Overall Guidelines:

- Use only the approved files (provided by MegaDose) for reproducing the logo
- Do not alter the provided files
- When sizing the logo file in documents, always scale the logo proportionally, do not distort or skew the logo by adjusting the x or y axis independently.

Logo Color

The MegaDose logo may only be reproduced in one of the following three color treatments: Use the information below for accurate color reproduction. No other colors or treatments should be used.

- For four color process printing:

CYAN: 69

MAGENTA: 62

YELLOW: 61

BLACK (K): 53

- For Web or other on-screen applications:

RED: 57

GREEN: 57

BLUE: 57

- For printing in black, utilize a PMS Black for spot color printing or a four color process black.

The black used for the MegaDose logo should match black used in other areas of the printed piece. For example, if a “rich” black is used in a four color process printed document, the MegaDose logo should be printed using the same color build.



Logo Clear Space

To ensure the MegaDose logo is recognized as the Company mark, a free space must be maintained around the mark. Imagine a rectangular boundary line surrounding the logo and keep all other visual elements—logos, product marks, type, icons—outside those boundaries.

Use this example and formula:

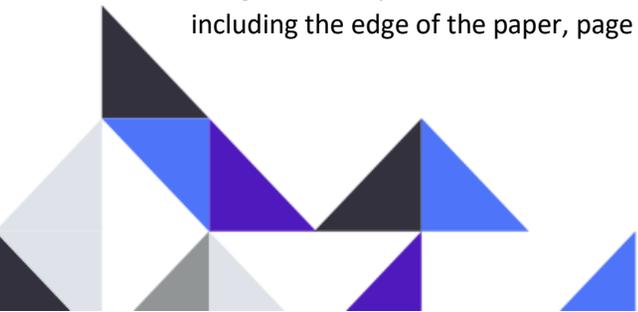


Measure the diameter of the “M” in the MegaDose Word logo you are displaying. Then use that distance to define the rectangular margin of free space. Allow no other visual elements inside it, including the edge of the paper, page or browser window.

Logo Minimum Size and Orientation

The minimum reproduction size of the MegaDose logo is 7/8”. Never reproduce the logo at smaller sizes. Whenever possible.

Contact support@megadose.co.za for approval on any size that seems questionable. Always use the logo in horizontal format. Do not use the logo in a vertical format, as this affects the readability of the logo and changes its representation as our trademark.



Incorrect Logo Usage

These are samples of improper use of the MegaDose logo. Please follow these specifications to ensure maximum visibility and legibility in all communications. Contact support@megadose.co.za for approval on any usage that seems questionable.

Do not place the dark version of the logo on dark backgrounds.



Do not place the logo on busy backgrounds, patterns or photographs



Do not remove the ™ mark or replace any of the logo's elements.



Do not reduce the logo transparency or alter its color.



Do not simplify logo



Do not distort logo



Do not use logo in sentence form



Do not use drop shadow, glows or any other effects



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Do not add any text or elements



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SIMPLEST WAY TO MAKE ON LINE TRANSACTIONS

Do not outline logo



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Trademark Recognition

When using the MegaDose word mark or logo on any document, proper recognition must be given to MegaDose ownership of the mark. Use the text below to acknowledge MegaDose trademark ownership.

This text may be included with other legal notes per the third party's typical usage or guidelines.

MegaDose is a trademark of MegaDose, registered in the SOUTH AFRICA and other countries, used with permission

