

**TO: Creators & Writers of DESIGN MASTER Materials**  
**FR: Gretchen Sell, Creative Director**  
**RE: Trademarks, Copyrights and Image Consistency**  
**DT: October 2020 update**

This information should assist in the proper use of all **DESIGN MASTER color tool, inc.** owned names, brands and other proprietary information in all printed and digital media and materials.

To legally protect our trademarks, we must use them properly and consistently on everything from the product, to all types of literature. The following criteria are a guide. Variances may be acceptable in some cases, but must be approved by Gretchen Sell, Creative Director or Dwight Larimer, President.

Company Name- DESIGN MASTER color tool, inc. or Design Master color tool, inc.  
Mailing Address- P.O. Box 601  
Boulder, CO 80306 USA

Street Address- 358 Arapahoe Ave.  
Boulder, CO 80302 USA

Registered Trademarks- DESIGN MASTER® or Design Master®  
COLORTOOL® (Font – Century Gothic but Use ® w/any font)  
SPRAY TIPS® or Spray Tips®  
*Just for Flowers*® (Font – Rage Italic but Use ® w/any font)  
TintIT.® (Font – Tantalus Reg) but Use ® w/any font)  
übermatte® (Font – Caviar Dreams BOLD but Use ® w/any font)

Logo Colors- Red – Pantone 186  
Blue – Pantone 286

Web site- [www.dmcolor.com](http://www.dmcolor.com)

- **COLORTOOL®** should be used in reference to our spray products. **(one word, upper case)**  
“Design Master COLORTOOL® sprays and accessories are...”
- **color tool** is part of our company name and/or refers to a thing. **(two words)**  
“Design Master color tool, inc. provides creative people with color tools for all their needs.”
- **TintIT.®** has a period in its title. In additional copy, that period can be dropped but ensure IT remains capitalized.

It is a generally accepted practice that the registration and trademark symbols (® and ™) do not need to be used every time a registered name appears. The symbols should be used the first time a registered name appears in the literature or on the most prominent use of the registered name.

All printed educational and promotional materials that may be deemed “original” should be copyrighted with the following designation:

© (year) **DESIGN MASTER color tool, inc.**

The DESIGN MASTER® registration is recognized in the following countries:

Australia	Canada	Columbia	European Union	India	Indonesia
Spain	Japan	Mexico	New Zealand	Philippines	
Russian Federation	Singapore	Turkey	United Kingdom	United States	Vietnam