



Powder  
Coating  
Institute



## Guidelines for Use of The Powder Coated TOUGH Mark

You can use the Powder Coated TOUGH Mark Logo printed directly onto your products, packaging or promotion, within the parameters outlined by The Powder Coating Institute, as a vehicle to promote powder coating and its benefits.

### **What is the Powder Coated TOUGH Mark?**

The Powder Coated TOUGH Mark represents the technology of powder coating. The symbol conveys that the process of powder coating was used to produce a stronger, greener and better finish.

### **Why use the Powder Coated TOUGH Mark?**

When you use the Powder Coated TOUGH Mark, you tell consumers that the product or service has a powder coated finish – it is a stronger finish and is more environmentally friendly than other finishes.

### **How to use the Powder Coated TOUGH Mark?**

Easy as 1-2-3!

1. Register by completing the registration form on the web site.
2. You will be emailed or mailed the TOUGH Mark Logo in various formats.
3. Start using the TOUGH Mark!



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Qualified, registered users of the TOUGH Mark may only use the TOUGH Mark while a member of the Powder Coating Institute and in good standing. Registrants must annually renew their application with The Powder Coating Institute. Under the following conditions, third parties (persons, companies) can use the Powder Coated TOUGH Mark:

1. The TOUGH Mark may be used in publications and/or displays that promote powder coating, use powder coating, certification programs, members of The Powder Coating Institute, registered users of the TOUGH Mark and recognized partner organizations.
2. It must be clear for an average viewer that your use of the TOUGH Mark is not an official Powder Coated Tough or The Powder Coating Institute website, publication or product.
3. You can use the Powder Coated TOUGH Mark on promotional products, such as Tshirts, caps or trade show booths, provided it is a secondary brand as described above.
4. The TOUGH Mark may be used on advertisements, official stationary, fax cover pages, marketing materials, websites and other promotional products. When used in a digital format or with a link on a web page, it should point to <http://www.powdercoating.org>.
5. The entire TOUGH Mark must be used. The TOUGH Mark may not be altered in any way (from what is shown on the logo sheet) to either eliminate or add elements, nor shall the TOUGH Mark or any elements of the TOUGH Mark be combined with other text or images. The TOUGH Mark is used unaltered, without fancy enhancements, in original colors, original typography, and always complete (TOUGH Mark + text).
  - a. The TOUGH Mark is available in different formats to best suit the application and substrate (background).
  - b. The TOUGH Mark can only be used in the supplied formats; please contact The Powder Coating Institute if a special design is required for an application for approval.
6. The TOUGH Mark may be reduced or enlarged to suit the use, but the scale of the elements should be retained.
7. The TOUGH Mark must not be used in a fashion that implies or allows an inference of endorsement of a product or service by The Powder Coating Institute.
8. The Powder Coating Institute reserves the right to revoke use permission if it deems the use is not in the best interest of The Powder Coating Institute.



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## Guidelines for Use of The Powder Coated TOUGH Mark

### Promotional Ideas for Manufacturers

1. Prominently display the Powder Coated TOUGH Mark trademark on the following materials:
  - Products or product labels
  - Advertisements
  - Consumer catalogs
  - Store displays
  - Point-of-purchase materials
  - Web site
  - Brochures
  - Company letterhead
  - Exhibit booths
  - Rolodex cards
  - Packing or packaging materials or boxes
  - Invoices
  - Yellow Pages/business directory
  - Business cards
  - Signs/flags/banners for your plant
  - Postage meter strips
2. Work with local retailers who feature your powder coated products to develop consumer awareness with in-store promotions of powder coating. Explain to the retailers that by featuring powder coated products and aggressively promoting them, they are offering additional value to their customers.

### Promotional Ideas for Custom Coaters

1. Prominently display the Powder Coated TOUGH Mark trademark on the following materials:
  - Advertisements
  - Web site
  - Brochures
  - Company letterhead
  - Exhibit booths
  - Rolodex cards
  - Packing or packaging materials or boxes
  - Invoices
  - Yellow Pages/business directory ads
  - Business cards
  - Postage meter strips



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## The Powder Coated TOUGH Mark Usage Application

The Powder Coating Institute (PCI) welcomes you to use the Powder Coated TOUGH Mark, subject to the guidelines below.

- Use of The TOUGH Mark is a PCI Membership benefit, however, non-members may be given permission to use The TOUGH Mark. A yearly usage fee for The TOUGH Mark may be assessed for non-members.
- The TOUGH Mark is to be used only in relation to powder coated products or the powder coating industry.
- Additional lettering (i.e. a company name or slogan) is not to be incorporated into the TOUGH Mark.
- “Powder Coating Institute”, “PCI”, or the PCI logo is not to be incorporated into the TOUGH Mark.
- It is understood the TOUGH Mark does not speak to the quality of the product to which it is affixed and should not be used in conjunction with a certification or warranty program.
- The TOUGH Mark users are asked to provide PCI samples of printed material produced using the TOUGH Mark – such as brochures, advertisements, letterhead and catalogs.
- PCI has the right to withdraw permission to use the TOUGH Mark for any reason at any time.
- PCI assumes no liability for any claims, actions, injuries or legal expenses related to the manufacture, sale or use of any merchandise carrying the TOUGH Mark, and users agree to hold PCI harmless from any such liability.

By submitting this form, you agree to these guidelines. Please complete and return to PCI to begin the registration process:

Select one:  Custom Coater  OEM  Other: \_\_\_\_\_

Date: \_\_\_\_\_ Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Website: \_\_\_\_\_



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Company Description: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What types of products does your company powder coat?

\_\_\_\_\_

\_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Signature: \_\_\_\_\_

Return Completed Form to:  
The Powder Coating Institute  
Fax: 859-356-0908  
Email: [leslie@govermgt.com](mailto:leslie@govermgt.com)