



## Use of the BATP® logo

The use of the BATP® logo on all products treated with the BATP® biotechnology, both on packaging than on the technical and marketing documents shall be authorized in written form by BBA Biotech S.r.l..

BBA Biotech S.r.l. reserves the right to review and approve all graphics documents and drafts that will be made.

The use of the BATP® logo should be in compliance with the following regulations:

### **1) Description of the BATP® logo:**

Complex logo consists of the wording “batp” in special lowercase typefaces, whose final part of letter “b” and the whole letter “a” appear in negative inside a full-circle.

On the left side of the word is depicted the picture of a drop, the stylised shape of the drop is repeated with three fine lines starts from the drop and arrive to cover the upper part of the word “batp”.

### **2) Graphic regulations for the use of BATP® logo**

2a) The logo should be clearly recognizable

2b) The logo cannot be deformed (distorted), BATP® is a two-dimensional logo, and because of this, it cannot be turned three-dimensional (3D), the proportions should be respected (according to the attached file)

2c) The colours of the logo should be respected, as the “Font” (according to the attached file)

#### **Exceptions:**

The logo can be use as negative on a full-colour background (for instance, on a light blue background) we can accept the inclusion of the logo in white.

In all cases the whole documentations should have also a version of the logo in its original shape.

a) Positive version black/white

The positive version of the Mark/Logo in white/black is use in all circumstances where you have only 1-colour printing available, it is used in all cases where the only color of printing is black (for instance news print, laser printing or b/w ink-jet) and it is not feasible to adopt the colored version, or in publications printed in 1- typographic color only.

b) Negative version white/black

The negative version of the Mark/Logo in white and black is used in all circumstances in which the only printing color is black (as for instance news printing, laser printing or ink-jet in white and black) and it is not



feasible to adopt the positive version in white/black or the positive and negative version of the colored version.

2d) The readability of the logo – the logo is made of very fine lines, so it is suggested not to use a too small dimension which can make the logo not clearly readable.

### **3) Why it is important to use the BATP® logo on packagings and documentations?**

3a) The BATP® logo is the warranty that the product on which is applied, has been treated with the international patented technology BATP®, Biologic Active Treatment Product. All products treated with BATP® technology should report the mark, both on packaging ( external packaging – label, bottle , tank...) than on all technical/marketing documentations related to them.

3b) Only and exclusively the use of the BATP® mark offers the right to use all certifications, researches and scientific studies conducted during years on BATP® and continuously updated.

3c) The use of BATP® logo is the guarantee for the use of an international patented product, certified safe for humans, animals and environment.

3d) The use of BATP® logo differentiate immediately your product from competitors and it is warranty of originality.