

STOTT PILATES® MARKETING & COMMUNICATION GUIDELINES

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STOTT PILATES® MARKETING & COMMUNICATION GUIDELINES

MARKETING & COMMUNICATION GUIDELINES

STOTT PILATES® logos, images and trademarks are assets that help define the company's corporate brand and identity. Proper and consistent usage strengthens the STOTT PILATES brand, which in turn benefits those associated with the brand. STOTT PILATES assets are used under license from its parent company, Merrithew Corporation.

Use of Merrithew Corporation Intellectual Property is monitored carefully for consistency and compliance. In addition to protecting brand integrity, STOTT PILATES has contractual obligations to protect the rights of the models depicted in photographs, and royalty fees may apply.

Please note that STOTT PILATES images and trademarks may be used to describe and promote STOTT PILATES exclusively and will ONLY be considered for use by:

- STOTT PILATES Certified Instructors
- STOTT PILATES Corporate Training Centers
- STOTT PILATES Licensed Training Centers
- Qualified STOTT PILATES Equipment Customers
- The Media

The following are required guidelines to ensure that all collateral materials including ads, brochures, web pages, manuals, published editorial, reviews, and press releases support the STOTT PILATES brand.

As a leading authority on Pilates, we pride ourselves on producing high-caliber Intellectual Property materials (images, content etc.) for usage by its valued partners. Please adhere to the following guidelines to ensure the strength of our brand.

APPROVALS

Anyone using STOTT PILATES logos, images or trademarks owned and licensed by Merrithew Corporation must fax or email (PDF) their initial design concept for review BEFORE the final stages of production. It is advised that you place low-res images in your design to ensure timely review of your materials. Upon first review, the password will be provided. A completed print piece or website address (in which the required photo, logo or trademark is to appear) must be sent for final approval before public distribution. Please allow five to ten business days for the marketing review process.

Please send all materials for review to marketing@stottpilates.com or fax 416-482-2742 Attn: STOTT PILATES Marketing Department.

BRAND IDENTITY

STOTT PILATES is more than just the sum of its products and services. There is an overriding tone, personality and voice to STOTT PILATES that fuels the credibility associated with the company. This brand identity influences how people think and feel about STOTT PILATES, and elicits an emotional response on a conscious and subconscious level.

All communication tools should capitalize on the STOTT PILATES brand and convey the qualities of STOTT PILATES. Here are some things to keep in mind to ensure all ads, collateral, brochures, web copy, manuals, editorial, and press releases are 'on message' and support the brand as a whole.

ABOUT THE BRAND

LEADERSHIP

STOTT PILATES is a credible authority in the field of Pilates. It has a strong, successful, established presence, and is here to stay.

INNOVATION

STOTT PILATES is a driving force in the industry, ahead of the curve, continually evolving to remain contemporary and relevant.

HIGH QUALITY

STOTT PILATES' unyielding pursuit of excellence has produced an elite range of products and services. STOTT PILATES Equipment connotes solid craftsmanship, durability and effective engineering. STOTT PILATES Education connotes high-caliber training, thorough expertise and a safe, scientific approach.

INTEGRITY

STOTT PILATES is a trustworthy company committed to exceeding client and consumer expectations.

TONE, PERSONALITY

Sophisticated, elegant, warm, professional, intelligent.

VOICE

Clear and consistent, friendly and supportive, knowledgeable.

POSITIONING

STOTT PILATES is an intelligent, innovative leader that places the highest value on quality. It is the largest full-service, integrated Pilates company in the world – offering equipment, education, multi-media, manuals, studios, licensing and support.

STOTT PILATES® MARKETING & COMMUNICATION GUIDELINES

COMPANY NAME

- ▶ The company name is STOTT PILATES®.
- ▶ Do not refer to the company as STOTT, Stott or SP; please use STOTT PILATES.
- ▶ For branding emphasis, always write the company name in all capital letters. The correct form is STOTT PILATES not Stott Pilates or STOTT Pilates.
- ▶ Remove any references to STOTT PILATES Inc. or Stott Conditioning.
- ▶ Remove any references and links to www.stottconditioning.com. Always refer to www.stottpilates.com

CORPORATE TRAINING CENTER

The STOTT PILATES head office which houses our international training facility in Toronto, Ontario should be referred to as our Toronto Corporate Training Center.

CORPORATE MISSION & VISION STATEMENT

The goal of Merrithew Corporation is to establish and maintain STOTT PILATES® as the most respected brand of Pilates in the world. We will do this by supporting and inspiring people worldwide to achieve optimal mind-body fitness and wellness through premium Pilates instruction and equipment. Our vision and mission are based on the value we place on education, connection, respect, passion, integrity, leadership, accountability and quality.

The company's slogan captures our vision and mission succinctly: **Intelligent Exercise. Profound Results.®**

PLEASE NOTE:

- ▶ Our goal is to promote the integrity and credibility of the STOTT PILATES brand as being greater than the sum of its parts.

BOILERPLATE

The following statement is the company boilerplate for use on press releases and other relevant documents:

STOTT PILATES, a subsidiary of Merrithew Corporation, is the largest full-service organization of its kind providing high-caliber Pilates education, equipment and media worldwide. Founded in 1988 by Lindsay G. Merrithew and Moira Merrithew, the company's mission is to promote the benefits of mind-body fitness worldwide. STOTT PILATES is your source for all things Pilates. Visit www.stottpilates.com.

TITLES FOR PARTNERS AND INSTRUCTORS

If you are one of our partners, an instructor or have purchased our equipment, you must use the approved titles in your materials.

IMPORTANT NOTE:

In order to distinguish yourself from STOTT PILATES, the corporation, and head office, you must identify your relationship.

Only STOTT PILATES® Corporation or Corporate Training Centers may use "STOTT PILATES®" on its own, because this would imply that it is owned and operated by Merrithew Corporation.

Certified Instructors can say:

STOTT PILATES® Certified Instructor
or "Using (Featuring, Applying) the STOTT PILATES® Method

Non-Certified Instructors:

If you have successfully completed one or more STOTT PILATES courses but have not yet certified, you can state that you are: STOTT PILATES® Trained Instructor

LTCs can say:

STOTT PILATES® Licensed Training Center
or "Using (Featuring, Applying) the STOTT PILATES® Method
or Providing training/certification in the STOTT PILATES® Method

Hosting Sites can say:

STOTT PILATES® Courses
or STOTT PILATES® Hosted Training Center
or Providing courses/workshops in the STOTT PILATES® Method

Equipment purchasers can say:

STOTT PILATES® equipment
or Using (featuring) STOTT PILATES® equipment
or Powered by STOTT PILATES® equipment

Distributors can say:

STOTT PILATES® Equipment Distributor
or Official Distributor of STOTT PILATES® Equipment
<Country> Distributor of STOTT PILATES® Equipment

STOTT PILATES® MARKETING & COMMUNICATION GUIDELINES

OFFICIAL REFERENCES TO CO-FOUNDERS

Please note the following:

- When it is appropriate to communicate about the founders (Lindsay G. Merrithew and Moira Merrithew), we communicate about them as equal partners – they are “co-creators” or “co-founders” of STOTT PILATES.
- The Merrithews each have their own distinct roles within the company: Lindsay G. Merrithew is President & CEO, Moira Merrithew is Executive Director of Education.
- Moira Merrithew is also a Master Instructor Trainer.
- Please do not refer to Moira Merrithew as Moira Stott or Moira Stott-Merrithew.
- Lindsay G. Merrithew is also the Executive Producer of STOTT PILATES’ award-winning DVD library.

OFFICIAL BIOS

Lindsay G. Merrithew

President & CEO

Lindsay G. Merrithew has been the driving force behind the growth of Merrithew Corporation, and its premier brand, STOTT PILATES. He has been instrumental in designing, producing and marketing the company’s extensive equipment and video lines. To date, he has developed dozens of commercial products and has executive produced over 120 DVDs for the professional and retail consumer markets.

Moira Merrithew

Executive Director, Education

Moira Merrithew, together with President and CEO of STOTT PILATES Lindsay G. Merrithew, and a team of physical therapists, sports medicine and fitness professionals, has spent over two decades refining the STOTT PILATES method to ensure it’s aligned with current scientific and biomechanical research. This clear and detailed approach forms the basis for STOTT PILATES training and certification programs.

Please refer to www.stottpilates.com/aboutus/foundersbios.html

WHAT IS THE STOTT PILATES® METHOD?

STOTT PILATES is a contemporary approach to the original exercise method pioneered by the late Joseph Pilates.

Co-founders Moira and Lindsay G. Merrithew, along with a team of physical therapists, sports medicine and fitness professionals, have spent more than two decades refining the STOTT PILATES method of exercise and equipment. This resulted in the inclusion of modern principles of exercise science and spinal rehabilitation, making it one of the safest and effective methods available. This clear and detailed approach forms the basis for STOTT PILATES training and certification programs. It’s used by rehab and prenatal clients, athletes, celebrities and everyone in between.

WHY IS STOTT PILATES KNOWN AS THE PROFESSIONAL’S CHOICE?

Since its inception over 20 years ago, STOTT PILATES has grown from a small studio into the world’s most respected Pilates brand. While much has changed since we first opened our doors in 1988, our mission of promoting the ongoing benefits of mind-body fitness worldwide remains a constant. Our full-service company provides all the training, equipment and ongoing support you need to build a strong and successful Pilates business. Whether your goal is to establish Pilates group exercise programs, take your personal training to the next level, set up a fully equipped studio, or train to become a certified instructor – we go the distance to help you succeed. STOTT PILATES’ mission is to fulfill the needs of Pilates enthusiasts everywhere and that’s why we’re the number one source for everything Pilates – spanning equipment, education and media.

FOR MORE FAQ INFORMATION

visit www.stottpilates.com/faq.html

STOTT PILATES® MARKETING & COMMUNICATION GUIDELINES

LOGO USAGE

STOTT PILATES will supply correct logo graphics upon request.

- ▶ Only recognized Distributors, LTCs and Certified Instructors may include STOTT PILATES logos.
- ▶ Under no circumstances should STOTT PILATES or Merrithew Corporation logos be recreated.
- ▶ Under no circumstances should the proportions of the logo be altered.
- ▶ The logo can be placed no smaller than can be easily read with the unaided eye.
- ▶ Web-ready logos may NOT be used in printed materials.

CORPORATE COLORS

A range of browns and blues are the primary colors within the STOTT PILATES palette. Our color range is based on 'four-color process' color, CMYK values are specified below.

Our corporate brown is CMYK 0, 25, 50, 65
The closest Pantone equivalent PMS 7532

Our corporate blue is CMYK 100, 58, 0, 20
The closest Pantone equivalent PMS 653

To complement these colors we often use
'faded denim' blue = CMYK 25, 5, 5, 5 or PMS 291
apple green = CMYK 15, 5, 50, 0 or PMS 584
cream = CMYK 6, 6, 20, 0 or PMS 9162 [pastel book]
bronze = PMS 8004 [metallic book] or CMYK 0, 13, 32, 55
metallic blue = PMS 8182 [metallic book] or CMYK = 65, 45, 25, 0

Please do not specify Pantone colors when printing in 4-color process as they will not appear correctly.

CORPORATE FONTS

Frutiger & Frutiger Condensed are our sans serif fonts.
Berkeley Light, Medium or Italic may be used as a serif font.

TRADEMARK USAGE

- ▶ All trademarks should be capitalized as indicated in the examples.
- ▶ Licensees/distributors may use either the asterisk (*) or trademark/registered trademark (™/®) symbols to designate STOTT PILATES/Merrithew trademarks. An asterisk is used to distinguish Merrithew Corporation trademarks from any other trademarks you use.
- ▶ Use an asterisk (*) or trademark/registered trademark (™/®) symbol after the first mention of each trademark in a document or the first mention on each page.
- ▶ In fine print at the bottom of your document, you must state:
™/® Trademark or registered trademark of Merrithew Corporation, used under license.

OR

**Trademark or registered trademark of Merrithew Corporation, used under license.*

NOTE EXCEPTION: If producing **Business Cards**, please contact marketing@stottpilates.com for final approval.

PLEASE NOTE that STOTT PILATES may not be used as part of your company name, web or email address – and where possible, please include a "marking" legend. For example:

"STOTT PILATES, Flex-Band, and Fitness Circle are registered trademarks of Merrithew Corporation, used under license."

TO REITERATE: In order to avoid confusion, STOTT PILATES (or any similar name) may not be used as part of your company name, trade name, business name, domain name, Internet or email address.

Please adhere to the following regarding our new product positioning and branding:

- ▶ All references to the V2 Max Plus™ Reformer*, SPX Max™ Reformer* and SPX Max Plus™ Reformer* on ads, editorial, promotional materials, photography credits etc., must include the following fine print:

**US Patent Pending and other countries*

If outside of the United States and/or on the World Wide Web and/or the potential for international distribution.

**Patent Pending*

If within the United States only.

NOTE: It is acceptable in the body copy of communications, to apply the asterisk (*) on V2 Max Plus™ Reformer*, SPX Max™ Reformer* and SPX Max Plus™ Reformer* to only its first main mention on each page.

STOTT PILATES® MARKETING & COMMUNICATION GUIDELINES

REGISTERED TRADEMARKS & PENDING PATENTS

In order to protect STOTT PILATES trademarks (owned and licensed by Merrithew Corporation), the trademarks must be used as proper adjectives followed by the common name of the product, as indicated in the examples shown (i.e. STOTT PILATES® Equipment). The trademarks should not be used as nouns or verbs, nor should they be used in the possessive sense. This is to prevent them from becoming generic terms.

Our current trademarks, registered and unregistered, are listed below. Please choose either USA/International or Canadian trademarks, depending on which country you promote your services. If communicating or promoting in both US and Canadian markets, use US/International trademarks.

UNITED STATES

Registered trademarks in the US (use the ® symbol):

- ▶ STOTT PILATES® (i.e. the STOTT PILATES® Method; STOTT PILATES® Equipment)
- ▶ Fitness Circle® (i.e. Fitness Circle® resistance ring)
- ▶ Flex-Band® (i.e. Flex-Band® exerciser)
- ▶ Intelligent Exercise. Profound Results.® (headline/tagline)
- ▶ Pilates-Infused® (i.e. Pilates-Infused® Yoga)
- ▶ Rack & Roll® (i.e. Rack & Roll® Reformer)
- ▶ Reformer Apparatus®

Additional Equipment Trademarks in the US (use the ™ symbol):

- ▶ Adjustable Reformer™
- ▶ Armchair Pilates™
- ▶ At Home Reformer™
- ▶ Cardio-Tramp™
- ▶ Community of Excellence™ (i.e. Community of Excellence™ Tour)
- ▶ Eco-Friendly Mat™ (i.e. Eco-Friendly Mat™ Kit for Men)
- ▶ Foam Roller™
- ▶ Mat-Plus™
- ▶ Mini Stability Ball™ (formerly Mini Flex-Ball™)
- ▶ Mini-Tramp™
- ▶ Multi-Flex™ Tubing
- ▶ Pilates Edge™
- ▶ Pilates Express™ (i.e. Pilates Express™ Mat)
- ▶ Professional Reformer™
- ▶ Rehab Reformer™
- ▶ Rotational Diskboard™
- ▶ Rotational Diskboard™ Deluxe
- ▶ Spring Wall™
- ▶ SPX Max™ Reformer*
- ▶ SPX Max Plus™ Reformer*
- ▶ SPX™ family
- ▶ Stability Ball™
- ▶ Stability Chair™
- ▶ Stability Cushion™
- ▶ Toning Ball™
- ▶ V2 Max Plus™ Reformer*

PENDING PATENTS

- ▶ Reformer Apparatus
- ▶ V2 Max Plus™ Adjustable Reformer

CANADA

Registered trademarks in Canada (use the ® symbol):

[If marketing in Canada and USA, use only USA marks]

- ▶ STOTT PILATES® (i.e. the STOTT PILATES® Method; STOTT PILATES® Equipment)
- ▶ Fitness Circle® (i.e. Fitness Circle® resistance ring)
- ▶ Flex-Band® (i.e. Flex-Band® exerciser)
- ▶ Intelligent Exercise. Profound Results.® (headline/tagline)
- ▶ Matwork® (i.e. Matwork® classes)
- ▶ Pilates-infused® (i.e. Pilates-infused® Yoga)
- ▶ Rack & Roll® (i.e. Rack & Roll® Reformer)
- ▶ Reformer®
- ▶ Reformer Apparatus®

Additional Equipment Trademarks in Canada (use the ™ symbol):

- ▶ Adjustable Reformer™
- ▶ Armchair Pilates™
- ▶ At Home Reformer™
- ▶ Cardio-Tramp™
- ▶ Community of Excellence™ (i.e. Community of Excellence™ Tour)
- ▶ Eco-Friendly Mat™ (i.e. Eco-Friendly Mat™ Kit for Men)
- ▶ Foam Roller™
- ▶ Mat-Plus™
- ▶ Mini Stability Ball™ (formerly Mini Flex-Ball™)
- ▶ Mini-Tramp™
- ▶ Multi-Flex™ Tubing
- ▶ Pilates Edge™
- ▶ Pilates Express™ (i.e. Pilates Express™ Mat)
- ▶ Professional Reformer™
- ▶ Rehab Reformer™
- ▶ Rotational Diskboard™
- ▶ Rotational Diskboard™ Deluxe
- ▶ Spring Wall™
- ▶ SPX Max™ Reformer*
- ▶ SPX Max Plus™ Reformer*
- ▶ SPX™ family
- ▶ Stability Ball™
- ▶ Stability Chair™
- ▶ Stability Cushion™
- ▶ Toning Ball™
- ▶ V2 Max Plus™ Reformer*

STOTT PILATES® MARKETING & COMMUNICATION GUIDELINES

INTERNATIONAL

Registered trademarks outside of North America

(use the ® symbol):

- Australia – STOTT PILATES®
- Brazil – STOTT PILATES™
- China – STOTT PILATES®
- European Community – STOTT PILATES®
- Hong Kong – STOTT PILATES®
- Japan – STOTT PILATES®
- Mexico – STOTT® PILATES
- Turkey – STOTT PILATES®

Trademarks in all other countries use the ™ symbol

- New Zealand – STOTT PILATES™
- Singapore – STOTT PILATES™

OTHER TRADEMARKS USED IN ASSOCIATION WITH STOTT PILATES TRAINING

BOSU®* (i.e. BOSU®* Balance Trainer)

The following line of type is required in small print when the BOSU trademark is used:

BOSU® is a registered trademark of BOSU Fitness LLC, used with permission.*

QUEBEC

In Quebec, Canada, please use the following in fine print:

®/MD *STOTT PILATES is a registered trademark of/est une marque déposée de Merrithew Corporation*

™/MC *STOTT PILATES is a trademark of/est une marque de commerce de Merrithew Corporation*

OR

MC/® *STOTT PILATES is a trademark or registered trademark of/est une marque de commerce ou marque de déposée de Merrithew Corporation*

ADDITIONAL TRADEMARKED TAG LINES

- emPower™ Program
- Exercise for a Lifetime™
- Fitness Unplugged™
- Full Solutions™
- One Source, Multiple Solutions™
- Professional's Choice™
- STOTT PILATES Network™
- The Contemporary Approach™

ADDITIONAL COPY 'STYLE'

To be adhered to on all printed and/or electronic materials:

- Essential (uppercase E, i.e. STOTT PILATES Essential Matwork Course/Workshop)
- Intermediate (uppercase I, i.e. STOTT PILATES Intermediate Matwork Course/Workshop)
- Advanced (uppercase A, i.e. STOTT PILATES Advanced Matwork Course/Workshop)
- Easy Start poster (i.e. STOTT PILATES Easy Start poster)
- Flex-Band (include hyphen, uppercase B)
- Toning Ball and/or Toning Balls
- STOTT PILATES Certification
- STOTT PILATES Continuing Education
- STOTT PILATES Instructor Training
- Jumpboard (one word)
- Reformer (uppercase R)
- Pilates (uppercase P in sentences)
- sit-bone(s) (hyphenated)
- weightbearing (one word)
- non-weightbearing (hyphenated phrase)

STOTT PILATES® MARKETING & COMMUNICATION GUIDELINES

AVAILABILITY OF PHOTOGRAPHY

Selected photographs are available for one-time web and print usage (i.e. approval must be sought for each media usage – per brochure, ad, editorial/article, review, website, etc.) exclusively to:

- STOTT PILATES Certified Instructors
- STOTT PILATES Corporate Training Centers
- STOTT PILATES Licensed Training Centers
- Qualified STOTT PILATES Equipment Customers
- The Media

To view available photography please visit:

www.stottpilates.com/mediapixdownload

If you would like to download high resolution images, please complete our *Photo Use Policies Request / Order Form*.

To obtain a copy of our most recent request forms, please contact marketing@stottpilates.com or download it from the web page listed above and fax to 416-482-2742.

Attn: STOTT PILATES Marketing Department.

Upon approval we will contact you with instructions on how to access our password-protected site. Note that we will change the image password periodically to ensure protection of our brand and Intellectual Property.

Follow all instructions as outlined on the web page and ensure you get prior approval from the STOTT PILATES Marketing Department before you publish your work. **Please read the Marketing and Communication Approval Process on the Media section web page for detailed instructions.**

If you would like to use photos not included on these web pages, please ask the Marketing Dept. to review your request.

Please note that all STOTT PILATES photography usage for online or printed materials must include the following credit:

"STOTT PILATES® photography © Merrithew Corporation"

For countries where STOTT PILATES is not registered, it is:

"photography © Merrithew Corporation"

For usage of content from our website, FAQ or printed materials:

"STOTT PILATES® content © Merrithew Corporation, used with permission"

IMPORTANT NOTES:

- Our educational manuals, instructional and promotional materials are not to be duplicated.
- STOTT PILATES photography may not be used in promotional materials without mention of STOTT PILATES or your association with STOTT PILATES in the copy and/or use of our logo.

For queries about content and logo usage, please contact

marketing@stottpilates.com

PHOTOGRAPHY USAGE ONLINE

Images are currently free of charge for use on your website, provided you:

- Are one of the people eligible to use our photography
- Obtain permission from the STOTT PILATES Marketing Department and sign a Photography Policies & Procedures agreement form
- Comply with all copyright and trademark requirements
- Include a logo link to www.stottpilates.com
- Receive final approval of your website or online promotion from the STOTT PILATES Marketing Department.

HAVE MORE QUESTIONS?

Please don't hesitate to contact our Marketing Department, marketing@stottpilates.com

Thank you for complying to these guidelines

as produced by STOTT PILATES – updated June 2, 2010.