

# Trademark and Logo Guidelines – Name and Logo Usage

These guidelines explain the correct usage of Townsend Analytics’ trademark, product names and application of the RealTick® logo.

When the RealTick name appears in copy, it must always be spelled as one word with an upper case “R” and “T.”

The registered trademark symbol (®) should appear after the name when the name appears prominently (e.g. headline, title, subtitle) and at its first mention in body text. (see “Legal Information” for corresponding legal copy that must also appear).

This logo is the only mark that should be associated with RealTick. The logo is composed of the infinity symbol, the RealTick logotype with the registered trademark and the “By Townsend Analytics” tagline. All three elements must always appear together unless written permission has been granted by Townsend Analytics, Ltd. Under no circumstances may the symbol be used on its own (see “Legal Information” for corresponding legal copy that must accompany the logo).

## The RealTick Logo



## Logo Configurations

The RealTick logo is available in two configurations: preferred and centered.



PREFERRED



CENTERED

## Logo Color

**Print:** Whenever the logo appears on a white background, it should be printed in 3-Color PANTONE®. If the printing process does not allow for this, the logo is available in 1-Color, 2-Color and 4-Color (CMYK) versions.

**On-Screen:** The logo is available in RGB and Web-safe HTML colors for on-screen uses.



1-COLOR



2-COLOR



3- AND 4-COLOR

## Color Chart

Logo artwork is available through Townsend Analytics. The available artwork has already been set to the appropriate colors. Use this chart for color reference.

RealTick Logo Color	PRINT			ON-SCREEN	
	1-Color	2-Color	3-Color (PANTONE)	4-Color (CMYK)	WEB (RGB equiv.)
ORANGE	K=47	PANTONE 151	PANTONE 151	C=0, M=43, Y=87, K=0	WEB: FF6600 R=255, G=102, B=0
METALLIC SILVER	K=100	Black	PANTONE 877*	C=0, M=0, Y=0, K=47	WEB: 999999 R=153, G=153, B=153
BLACK	K=100	Black	Black	C=0, M=0, Y=0, K=100	WEB: 000000 R=0, G=0, B=0

\* When PANTONE 877 (Metallic Silver) is not available, PANTONE Cool Grey 7 is to be used.

## Color: On Solid Background

On a black or dark background, the logo should be reversed out and appear white except for the orange dot. On a solid light color background the logo should appear all black with an orange dot.





















REVERSED ON BLACK AND DARK BACKGROUNDS



ON SOLID LIGHT BACKGROUNDS

The Guidelines are subject to change at any time.

# Trademark and Logo Guidelines – Name and Logo Usage

<p><b>Logo Minimum Size: Print</b></p> <p>The logo should never appear smaller than .75" (height) in printed applications.</p>  <p>MINIMUM SIZE: PRINT</p>	<p><b>Logo Clear Zone</b></p> <p>Using the orange dot as the unit of measure, hold an area equal to at least three orange dots between the RealTick logo and anything else (ie: images, text and page edges).</p>  <p>MINIMUM CLEAR ZONE</p>	<p><b>Incorrect Logo and Name Uses</b></p> <table border="1"> <tr> <td data-bbox="1377 248 1692 378"> <p>The logo should never appear in 3- or 4-color when applied on a color background.</p> </td> <td data-bbox="1692 248 2001 378">  </td> </tr> <tr> <td data-bbox="1377 378 1692 516"> <p>The mark should never appear on its own without the logotype.</p> </td> <td data-bbox="1692 378 2001 516">  </td> </tr> <tr> <td data-bbox="1377 516 1692 654"> <p>The logo should never be stretched, altered or skewed in any way.</p> </td> <td data-bbox="1692 516 2001 654">  </td> </tr> <tr> <td data-bbox="1377 654 1692 792"> <p>The logo should never appear other than in one of the specified color combinations.</p> </td> <td data-bbox="1692 654 2001 792">  </td> </tr> <tr> <td data-bbox="1377 792 1692 946"> <p>RealTick should never be spelled other than as one word with an uppercase "R" and "T."</p> </td> <td data-bbox="1692 792 2001 946"> <p>Realtick realtick realTick Real Tick</p> </td> </tr> <tr> <td data-bbox="1377 946 1692 1092"> <p>When used prominently, RealTick should never appear w/out the registered trademark symbol.</p> </td> <td data-bbox="1692 946 2001 1092">  </td> </tr> </table>		<p>The logo should never appear in 3- or 4-color when applied on a color background.</p>		<p>The mark should never appear on its own without the logotype.</p>		<p>The logo should never be stretched, altered or skewed in any way.</p>		<p>The logo should never appear other than in one of the specified color combinations.</p>		<p>RealTick should never be spelled other than as one word with an uppercase "R" and "T."</p>	<p>Realtick realtick realTick Real Tick</p>	<p>When used prominently, RealTick should never appear w/out the registered trademark symbol.</p>	
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<p><b>Logo Minimum Size: On-screen</b></p> <p>The logo should never appear smaller than 72 pixels (height) in on-screen applications.</p>  <p>MINIMUM SIZE: ON-SCREEN</p>															

# Trademark and Logo Guidelines – Legal Information for Print Use

## RealTick Name and Logo

### Name

RealTick must always be spelled as one word with an upper case “R” and “T.”

The RealTick name should be followed by a registered trademark symbol (®) when the name appears in prominent uses (e.g. headline, title, subtitle) and at its first mention in body text.

On each piece containing the RealTick name, include this copy in a legible type size: *“RealTick is a registered trademark of Townsend Analytics, Ltd.”*

### Logo

The logo must always appear with the registered trademark symbol (®). This is already included in the supplied logo file formats.

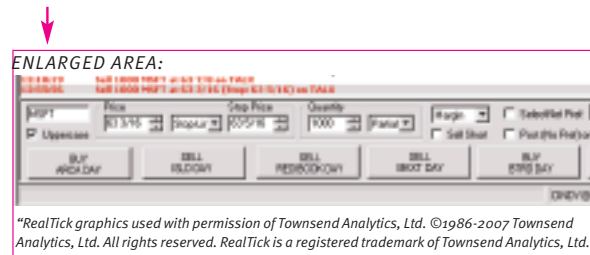
On each piece containing the RealTick logo, include this copy in a legible type size: *“RealTick is a registered trademark of Townsend Analytics, Ltd.”*

## RealTick Screen Shots

### Screen Shots

When using screen shots from the RealTick program, the following copy must be included in a legible type size.

Directly beneath the first screen shot in a piece or in a footer, include: *“RealTick graphics used with permission of Townsend Analytics, Ltd. ©1986-2007 Townsend Analytics, Ltd. All rights reserved. RealTick is a registered trademark of Townsend Analytics, Ltd.”*



### SCREEN SHOT COPY PLACEMENT

Directly beneath each subsequent screen shot or in a footer, include the copy: *“RealTick by Townsend Analytics, Ltd.”*

If the RealTick name and its trademark copy “RealTick is a registered trademark of Townsend Analytics, Ltd.” have already appeared in the piece, use the following copy beneath the first screen shot or in a footer: *“RealTick graphics used with permission of Townsend Analytics, Ltd. ©1986-2007 Townsend Analytics, Ltd. All rights reserved.”*

Directly beneath each subsequent screen shot or in a footer, include the copy: *“RealTick by Townsend Analytics, Ltd.”*

## Product and Feature Names

Below is a list of frequently used Townsend Analytics product and RealTick feature names, as they should appear:

**RealTick®**  
**Hottrend®**  
**BasketMinder™**  
**MarketMinder™**  
**TAL®**  
**TA\_Srv®**  
**TAL Data®**  
**TAL Toolkit™**

See page 5 for a current list of other commonly used Townsend Analytics’ trademarks.

Each of the above names should appear with the appropriate trademark symbol (® or ™) in its first mention in the document.

When using any Townsend Analytics product or RealTick feature name, the following legal copy must appear in a legible type size: *“[Product or Feature Name] is a registered trademark of Townsend Analytics, Ltd.”* or *“[Product or Feature Name] is a trademark of Townsend Analytics, Ltd.”*

### Townsend Analytics, Ltd.

The corporate name should appear as “Townsend Analytics” in a piece. Use of the corporate name in legal attribution should appear as Townsend Analytics, Ltd.

TAL, the acronym for Townsend Analytics, Ltd. should never be used in place of the full corporate name, Townsend Analytics, Ltd. TAL should only be used in conjunction with a Townsend Analytics product or service name (e.g. TAL Trading Tools™, TAL Data®, TAL Toolkit™).

On each piece containing the TAL acronym, include this copy in a legible type size: *“TAL is a registered trademark of Townsend Analytics, Ltd.”*

# Trademark and Logo Guidelines – Legal Information for Online Use

## RealTick Name and Logo

### Name

RealTick must always be spelled as one word with an upper case “R” and “T”.

The RealTick name should be followed by a registered trademark symbol (®) when the name appears in prominent uses (e.g. headline, title, subtitle) and at its first mention in body text.

On each Web site containing the RealTick name, include this copy in a legible type size: *“RealTick is a registered trademark of Townsend Analytics, Ltd.”*

### Logo

The logo must always appear with the registered trademark symbol (®). This is already included in the supplied logo file formats.

On each Web page containing the RealTick logo, include this copy in a legible type size: *“RealTick is a registered trademark of Townsend Analytics, Ltd.”*

## RealTick Feature Screen Shots

### Screen Shots

When using screen shots from the RealTick program, the following copy must be included in a legible type size.

Directly beneath the first screen shot on each Web page or in a footer, include: *“RealTick graphics used with permission of Townsend Analytics, Ltd. ©1986-2007 Townsend Analytics, Ltd. All rights reserved. RealTick is a registered trademark of Townsend Analytics, Ltd.”*



ENLARGED AREA:



*“RealTick graphics used with permission of Townsend Analytics, Ltd. ©1986-2007 Townsend Analytics, Ltd. All rights reserved. RealTick is a registered trademark of Townsend Analytics, Ltd.”*

### SCREEN SHOT COPY PLACEMENT

Directly beneath each subsequent screen shot on the same Web page or in a footer, include the copy: *“RealTick by Townsend Analytics, Ltd.”*

If the RealTick name has previously appeared on the Web page, along with *“RealTick is a registered trademark of Townsend Analytics, Ltd.”*, use the following copy beneath the first screen shot or in a footer: *“RealTick graphics used with permission of Townsend Analytics, Ltd. ©1986-2007 Townsend Analytics, Ltd. All rights reserved.”*

Directly beneath each subsequent screen shot on the same Web page or in a footer, include the copy: *“RealTick by Townsend Analytics, Ltd.”*

## Product and Feature Names

Below is a list of frequently used Townsend Analytics product and RealTick feature names, as they should appear:

**RealTick®**  
**Hottrend®**  
**BasketMinder™**  
**MarketMinder™**  
**TAL®**  
**TA\_SRV®**  
**TAL Data®**  
**TAL Toolkit™**

See page 5 for a current list of other commonly used Townsend Analytics’ trademarks.

Each of the above names should appear with the appropriate trademark symbol (® or ™) in its first mention on each Web page.

When using any Townsend Analytics product or RealTick feature name, the following legal copy must appear in a legible type size: *“[Product or Feature Name] is a registered trademark of Townsend Analytics, Ltd.”* or *“[Product or Feature Name] is a trademark of Townsend Analytics, Ltd.”*

### Townsend Analytics, Ltd.

The corporate name should appear as *“Townsend Analytics”* in body text on a Web page. Use of the corporate name in legal attribution should appear as *Townsend Analytics, Ltd.*

TAL, the acronym for Townsend Analytics, Ltd. should never be used in place of the full corporate name, Townsend Analytics, Ltd. TAL should only be used in conjunction with a Townsend Analytics product or service name (e.g. TAL Trading Tools™, TAL Data®, TAL Toolkit™).

On each Web site containing the TAL acronym, include this copy in a legible type size preferably in the footer, Terms of Use section, Legal Information or similar prominent areas: *“TAL is a registered trademark of Townsend Analytics, Ltd.”*

# Trademark and Logo Guidelines – Product Trademarks

PRODUCT	STATUS	DEFINITION
BasketMinder	TM	An application window in RealTick used to trade baskets of securities.
ChainMinder	TM	An application window in RealTick used to display symbol lists.
Hottrend*	®	An information discovery tool integrated in RealTick.
Hottrend RealTime Radar	TM	List of securities updating each minute using the Hottrend stock-scanning engine.
Hottrend Smart Alerts	TM	An alerting system that uses the Hottrend stock-scanning engine.
MarketMinder	TM	An application window used to display symbols, positions, and orders.
MarketMontage	TM	Displays total bids, asks and sizes of the trades within the same price range.
MultiQuote	TM	A versatile application window used to display a wide range of sets of information.
OrderMinder	TM	An application window in RealTick that displays order status on security positions.
PositionMinder	TM	An application window in RealTick that displays account positions.
RealTick*	®	Customizable software application that integrates real-time quote displays, technical analysis and direct access trading.
RealTick X	TM	A client-based application utilizing Active X technology for viewing market data and research.
StandardMinder	TM	An application window in RealTick used to display a symbol's numeric or price data.
TA_Srv*	®	A price server that compiles, maintains, updates and manages market data bases.
TAL*	®	The acronym for Townsend Analytics, Ltd.
TAL Alarms	TM	Price alerting system within the RealTick application.
TAL Chains	TM	Symbols grouped together based on their meeting a common criteria. (e.g. Gainers, Losers, Most Active)
TAL Data	®	Market data that is in the TAL protocol format.
TAL Mail	TM	An electronic messaging module within the RealTick application.
TAL Toolkit	TM	A developer's application to create applications or modules that connect to TAL data.
TAL Trading Tools	TM	A group of software applications developed by Townsend Analytics, Ltd.
TALNET	TM	Proprietary network technology.
Townsend Analytics*	®	Alternate reference to the full corporate name Townsend Analytics, Ltd.
TurboOptions	®	An options trading application window in RealTick.
WebTick	®	A web browser based application for viewing market data and entering trades.

\*Registered trademark in the USA and the European Community.

# Trademark and Logo Guidelines – File Format Information

The RealTick logo is available in three file formats: EPS, GIF and BMP files. These can be obtained by contacting Townsend Analytics (see contact information). Please refer to the following file format details:

<b>PRINT: EPS Format</b>
<b>Purpose:</b> The Adobe® Illustrator® EPS format is intended for print work. This file format should always be used when applying the logo to printed matter, like collateral, promotional materials, banners, etc. The logo should be placed directly into the layout document (QuarkXPress™, Microsoft® Word, etc.).
<b>Warnings:</b> The EPS file should only be opened in Adobe Illustrator to ensure the line quality of the logo. Opening it in a pixel-based program, such as Adobe Photoshop®, will destroy the line quality and cause the logo to appear pixelated. The logo should never appear smaller than the specified minimum size.
<b>Versions Available:</b> <ul style="list-style-type: none"><li>- 1-color</li><li>- 2-color</li><li>- 3-color (PANTONE)</li><li>- 4-color (CMYK)</li><li>- color reversed</li><li>- black and white reversed</li></ul>

<b>ON-SCREEN: GIF Format</b>
<b>Purpose:</b> A GIF is intended for on-screen viewing or Web use if the file is a graphic element (images that use flat colors without gradations and with sharp edges), not a photograph.
<b>Warnings:</b> Because of its low resolution, a GIF format logo should never be used as artwork or in print pieces. A GIF file should never be applied at larger than 100% of the actual size; its resolution is already low, and enlarging it will further distort the line quality. The logo should never appear smaller than the specified minimum size.
<b>Versions Available:</b> <ul style="list-style-type: none"><li>- Web palette colors (at 72, 150 and 300 dpi)</li><li>- reversed black (transparent background)</li><li>- reversed white (transparent background)</li></ul>

<b>ON-SCREEN: BMP Format</b>
<b>Purpose:</b> A BMP is a standard Microsoft Windows®-based format. PC and Macintosh® platforms use these formats for desktop icons, wallpapers and often for the buttons in programs. PCs primarily use BMP files for display purposes. The logo should never appear smaller than the specified minimum size.
<b>Warnings:</b> A BMP file should never be viewed or applied at larger than 100% of the actual size.
<b>Versions Available:</b> <ul style="list-style-type: none"><li>- 3-color (RGB)</li></ul>

<b>Contact Information</b>
For further information about using the Trademark and Logo Guidelines, contact: <b>Marco Hidalgo</b> Telephone: 312.621.0141 E-mail: marketing@taltrade.com Townsend Analytics 100 South Wacker Drive, 20th Floor Chicago, Illinois 60606-4004

PANTONE is a registered trademark of Pantone, Inc.

QuarkXPress is a trademark of Quark, Inc. and all applicable affiliated companies, Reg. U.S. Pat. & Tm. Off. and in many other countries.

Microsoft Word and Microsoft Windows are registered trademarks of Microsoft Corporation in the United States and/or other countries.

Adobe Illustrator and Adobe Photoshop are registered trademarks of Adobe Systems Incorporated.

Macintosh is a registered trademark of Apple Computer, Inc.