

Overview

The proper implementation of our visual identity is essential for promoting, maintaining, and protecting the equity and value of our brand. These guidelines have been created to direct usage of the Registered eBay Drop Off Location logo ("REDOL Logo"). They are meant to provide a technical understanding of the Logo and to inform future brand communication decisions. Adhering to the specifications and standards outlined in these guidelines will ensure a consistent and strong brand presentation.

The Registered eBay Drop Off Location Program (also referred to herein as the "REDOL Program") does not allow use of the stand-alone eBay logo. Use of the stand-alone eBay logo is never authorized without eBay's express written permission and may result in legal or other disciplinary action, including but not limited to the suspension or cancellation of your user ID on eBay.



Program Logo

The REDOL Logo can only be displayed by those individuals and companies that are members of the REDOL Program on eBay. There are specific requirements that must be met in order for an individual or company to become a member of the REDOL Program.

The REDOL Logo is shown below. Always use the approved REDOL Logo provided by eBay. Do not recreate, alter, or extract any of the elements of, the REDOL Logo. There are no other variations of the REDOL Logo and no entity other than eBay's Brand Marketing Department is authorized to create or modify the REDOL Logo.



Minimum Size

Minimum size refers to the smallest size at which the REDOL Logo may be reproduced and still maintain legibility.

For online applications, the minimum pixel size is 50 x 50.

To ensure its legibility on print applications, the minimum reproduction size of the REDOL Logo is .5 inches in length. The REDOL Logo scales proportionally.

For size specifications, please see page 10.



Minimum Size .5" in Length
(as shown)

Clear Space

Clear space, for our purposes, is the area around the REDOL Logo that should be free of all other logos, symbols, text or other graphic elements.

Clear space is defined by the distance of "x," as a unit of measurement surrounding each side of the logo. "x" equals the height of the letter "e" in the eBay logo. A minimum clear space requirement has been established to ensure the prominence and clarity of the REDOL Logo. It is essential that the clear space remain clear of all graphics, identities, photography and typography. This will ensure that the Logo has the greatest visual impact possible.



Color Modes & File Formats

One of the keys to successful Logo implementation is selecting and using the right color mode and file format. Colors used in printing do not have exact equivalents in the electronic world. If you do not use the correct format for the application, the logo colors will look "off." Different file formats allow for different levels of size manipulation. Below are some key points to help you choose the best file to use.

Color Modes: CMYK vs. RGB

CMYK, also referred to "four-color," is the color mode used for print and other non-electronic applications.

RGB is the color mode used for electronic applications (Web, PowerPoint, Word, etc.).

File Formats: EPS vs. JPG

Logos saved as **EPS** files can become any size and still stay sharp. Designers generally prefer this format. EPS files require Adobe Illustrator for viewing and editing.

Logos saved as **JPG** files should only be sized down, not up, as they become fuzzy when enlarged. JPG files are fine for electronic use (Web, PowerPoint, Word, etc.) and also for use in laser printing. If you need a specific size of a JPG image, it is best to create the correct size in EPS, and then convert the file to JPG.

Please Note

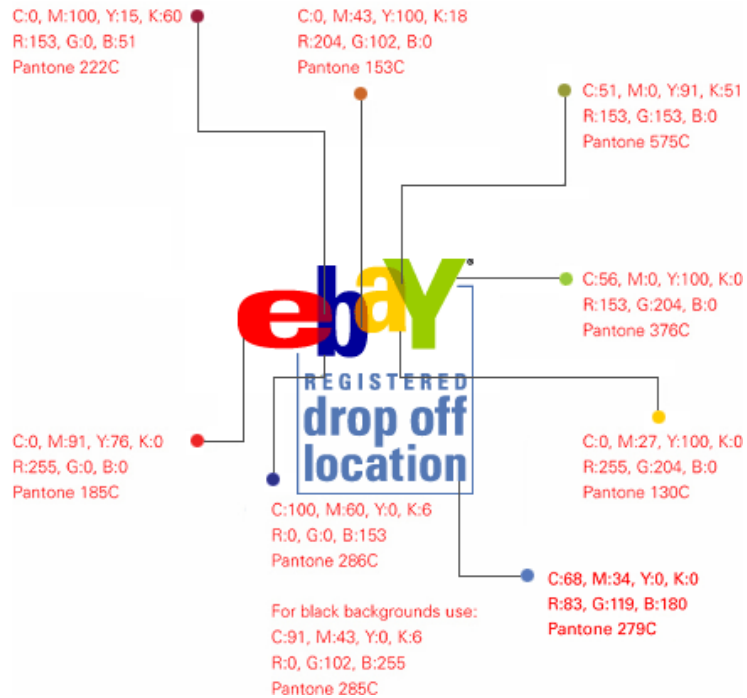
JPG files are always RGB, but EPS files can be either CMYK or RGB. The eBay logo files are clearly labeled with both color mode and file format.

Color

Each letter of the eBay logo has a designated eBay primary color. Where the letters overlap, specific eBay secondary colors are used.

In printed applications, our logo requires four-color process lithography using the color-separated digital logo provided by eBay brand management. For on-screen applications such as a Web site, specific browser-safe RGB colors are to be used. PANTONE® colors have also been provided for use when a match color is appropriate.

Special attention should always be given to accurately matching the eBay colors to the specific format use.



*The colors shown in the examples in these guidelines are not intended to match the PANTONE® Color Standards.

Color (continued)

Whenever possible use the full color version of the logo. It is provided in four-color process (CMYK) or RGB for electronic use. Acceptable variations of the REDOL Logo are demonstrated below.

CMYK RGB

A special version of the REDOL Logo has been created for use on black backgrounds. The blue has been enhanced to provide greater visibility.



One Color

A one-color version of the logo is also available. This version is only to be used in the event that full color is not an option. It should be used sparingly. It may be reproduced in or reversed out of a variety of colors dependent on your application requirements.



Logo Usage

Allowed Placement in Physical Store Locations

Per your REDOL Agreement, the REDOL Logo can, under certain circumstances, be displayed in conjunction with your name or logo. The REDOL Logo should enhance the credibility of your business, not overpower your own identity. In other words, your use of the REDOL Logo should not falsely suggest that eBay is the source of your products and/or services, or that your business is affiliated with, sponsored by, or endorsed by eBay

The REDOL Logo may be used no more than four times in one store location:

- One REDOL Logo can be displayed on the exterior of your store
- One REDOL Logo can be displayed on the on-street signage or illuminated ground display (if such signage is available to you)
- One REDOL Logo can be displayed in the front window of your shop
- One REDOL Logo can be displayed in the interior of the store (e.g., on your countertop or interior signage).

All signs must adhere to all applicable regulations, including but not limited to relevant city ordinances that regulate use and display of store signage.

On any sign, the maximum width of the REDOL Logo is 20 inches.

Other Allowed Placements

The REDOL Logo may be used once on each of the following places:

- On each page of your website
- In your print advertising or marketing materials for Registered eBay Drop Off Location services
- On each of the eBay listings you have through your Registered eBay Drop Off Location.
- In-store collateral (e.g., flyers, information cards)
- Your About Me page on eBay
- On tradeshow booths (only one REDOL Logo is allowed; see page 10 for size guidelines)
- On business cards, you may use the REDOL Logo to indicate that you are a member of the REDOL Program. The REDOL Logo must be no larger than one-half inch wide, and cannot be displayed in the top left hand side of the card. The REDOL Logo must appear below your name and logo. The following disclaimer must also appear on the front or back of the card, in type no smaller than 8 points: "I am not an employee or agent of eBay Inc."

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Where you cannot use the REDOL Logo

- On your resume
- In your business proposal
- On personal or company vehicles
- On your event banners
- On clothing, including company uniforms
- On merchandise, regardless of whether they are promotional or for sale (e.g., duffel bags, baseball caps, coffee mugs, etc.)

Logo Usage with Other eBay Logos

When identifying or promoting your Registered eBay Drop Off Location services, there are restrictions on the use of the REDOL Logo in conjunction with other eBay program logos (e.g., PowerSeller, Education Specialist, Certified Provider, etc.).

- In general, the REDOL Logo and another eBay program logo may not appear in the same piece of marketing collateral (except for business cards) or on the same sign. This means that you may promote other eBay services you provide to clients, but those services can only be promoted on separate collateral. The reason behind this requirement is that using multiple eBay program logos on the same collateral is more likely to lead consumers to falsely believe you are formally affiliated with, or sponsored by, eBay.

- On your Web site, other eBay logos that you are allowed to display may appear near the REDOL Logo, provided: 1) they do not overpower your own identity in a way that falsely suggest that eBay is the source of your products and/or services, or that your business is affiliated with, sponsored by, or endorsed by eBay; 2) all individual logo placement guidelines are followed.

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Relationship to Your Logo

You may alter the size of the REDOL Logo to correspond to the size of the respective medium of each permitted use. In general, the REDOL Logo may not be more prominent than your own company's name or logo. Specifically:

- The width of the REDOL Logo may be no wider than 30% the width of your name / logo (see below for example).
- The REDOL Logo may not be taller than your logo.
- On any sign, the maximum width of the REDOL Logo is 20 inches.
- The REDOL Logo must be below your name/logo, never on the top left side of your collateral or website:

The only exception to this rule is when there are extreme vertical constraints on your exterior store sign, on-street signage, or illuminated ground display (as described on page 8). In these cases where it is impossible to place the Registered eBay Drop Off Location logo below your name / logo, the REDOL logo may appear to the right of your name / logo.

Your logo may not mimic the font, size, color, or style of the REDOL Logo. Also, your logo may not mimic the font, size, multi-color format, or style (including the staggered lettering format) of the eBay logo, nor can your name or logo include the mark eBay or any other of eBay's trademarks.

Disclaimer

The following disclaimer must appear on all *Registered eBay Drop Off Location* materials:

Registered eBay Drop Off Locations are independent sellers, not employees or contractors of eBay Inc.

The image shows a screenshot of a website with a green and white color scheme. On the left, there is a logo for 'ZYX traders' with a red dotted line and an 'X' above it, indicating a prohibited placement. Below the logo is an 'eBay Seller Login' form with fields for 'username' and 'password', and a 'Sign In' button. The main content area features the text 'Selling made Simple' and a navigation bar with links for 'eBay Sellers', 'Solutions', 'ZYX Partners', 'About', and 'Contact Us'. Below the text are images of a camera, a necklace, and Mickey Mouse. A testimonial box contains the text: 'We had a significant profit increase, and saved time!' followed by '-Mike Fox, Madfox (12344) ☆'. At the bottom center, there is an 'eBay affiliate' logo with a red dotted line and '.3X' below it, indicating a prohibited placement.

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Do not manipulate
the logo in any way

By accepting the terms of this program you expressly agree never to attempt to register a trademark, service mark, logo of other trade designation, anywhere in the world, that consists of the term eBay or the multi-color eBay logo.

To maintain the equity and value of our brand, the REDOL Logo must never be altered or redrawn. Some common misuses are shown on this page.

Note: Only eBay may change or revise the REDOL Logo.

Do not alter colors or typography



Do not alter configurations or distort and add drop shadows to logo components



Do not recreate or scale logo components individually



Do not rotate, animate or fill the counter spaces in the letters of the logo.



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Writing

Details are important. Even the way we write the word “eBay” can help add consistency to our brand and reinforce brand attributes. That’s why in nearly all cases the name “eBay” should be written with a lower case “e” followed by an upper case “B”, even when it begins a sentence. Additionally, the initial letter of the program name should always be capitalized as such, “Registered eBay Drop Off Location.”

Your Business’ Name

“eBay” may not be used as part of your company name, trade name, logo or other identification tied to your business (such as, but not limited to, your phone number). The domain name for a Registered eBay Drop Off Location may not include the word “eBay,” (e.g., ebayassistant.com, ebayta.net, salebay.org, etc.) nor may it be a name or phrase that could be confused with any site owned by eBay Inc. In no event can your company name, trade name, domain name, or phone number incorporate any word or phrase that could be confused with eBay (including use of the term BAY, such as ProductBay) or any company within the eBay family of companies (e.g., PAYPAL, SKYPE, etc.). Never refer to eBay in any way that might suggest that your company or site is sponsored by, affiliated with, or endorsed by eBay. See common mistakes below for examples of unauthorized use.

Approved style

Registered eBay Drop Off Location

“Simply bring your item to our store Monday-Saturday, 10-6. We will shoot a high-quality photograph, list the item on eBay, and handle payment and shipping. All you need to do is cash the check we send you.”

Common mistakes that must be avoided

eBay Drop Off Location	Drop Off Location—eBay
DROP OFF LOCATION ON EBAY	eBay DL
Dropoff location on ebay	eBay Drop Off

“Simply bring your item to our store Monday-Saturday, 10-6. We will shoot a high-quality photograph, list the item on eBAY, and handle payment and shipping. All you need to do is cash the check we send you.”

“Simply bring your item to our store Monday-Saturday, 10-6. We will shoot a high-quality photograph, list the item on **EBAY**, and handle payment and shipping. All you need to do is cash the check we send you.”

ebaydropoffsite.com
www.myebayauctions.com
DropBay.com
1-800-eBay-4ME

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Taglines Featuring the term eBay

While you may not use “eBay” in a tagline that you intend to serve as a brand for your business, as a Registered eBay Drop Off Location, you have the option of using one of the pre-approved descriptive taglines eBay has provided for you below:

- Drop Off Your Stuff and We'll Sell It on eBay
- You Drop It Off—We Sell It on eBay
- We Sell for You on eBay
- Drop Off Your Items—We Sell Them on eBay
- Bring Your Items to Us—We Sell Them on eBay

Alternatively, you may create your own descriptive tagline, provided you agree to be bound by the terms set forth here:

1) You agree only to use the tagline descriptively. A tagline is considered to be descriptive if it solely describes something about the goods or services in connection with which it is used, such as a purpose or attribute of your business. A descriptive term is not considered inherently distinctive and cannot be registered as a trademark.

2) You agree never to claim trademark rights in the tagline, whether through a registration or under common law.

3) You agree not to challenge any third-party for use of the same or similar tagline.

4) You agree that eBay may, at its sole discretion, determine whether your tagline is not descriptive and ask you to cease use of a non-descriptive tagline in favor of a descriptive one.

5) You agree that you will only refer to and display the term “eBay” in simple text. That is, it should be displayed in a single color, and the color and size must be the same as that used for the rest of the tagline. Also, the tagline should never use a staggered lettering format. “eBay” must always appear with a lowercase “e” and an uppercase “B”: eBay.

Please note that it is your company's responsibility to make sure that the descriptive tagline you select does not infringe on the intellectual property rights of any third-party. It is not eBay's responsibility to clear your proposed taglines for your use; please consult your attorney with any questions you may have.

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Legal

When building brands, it is important to pay attention to details. These guidelines keep our brand and our company safe from problems that often occur in the world of business. If you see misuse of the REDOL Logo, please contact eBay immediately at iprequest@ebay.com. eBay will investigate the matter and, at its discretion, take necessary action.

