

# Graco Branding Guidelines for Distributors



## What does the Graco brand represent?

Graco's brand represents experience, innovation, partnership and quality. Our brand is our promise to our customers. It tells them what they can expect from Graco's products and services, and it differentiates our offering from the competition. Customers look for Graco trademarks, which signify Graco's brand, to be assured of these attributes.

Brand consistency and transparency are crucial in protecting and maintaining Graco's identity, especially in this digital era.

A Graco distributor (or any other company) may not market its business as if it were Graco – it must be clear to customers they are an Authorized Graco Distributor, not Graco Inc. By committing to correct usage of our identity, both distribution partners and Graco benefit from the strength of our brand.

For further information on Graco identity standards, please go to our branding website: [www.graco.com/branding](http://www.graco.com/branding).

## Use of the Graco brand and trademarks by authorized and non-authorized distributors

Only the below identified sellers may use the Graco logo to create the perception that they represent Graco. Using the Graco logo without prior permission can indicate endorsement of the user and that the user is a Graco authorized distributor.

- ▶ Graco authorized distributors (a distributor appointed and qualified by Graco to promote, sell, install and service Graco products and equipment);
- ▶ Their Graco-recognized outlets;
- ▶ Other parties, such as OEMs, that have written agreements with Graco

Graco images and documents such as manuals may only be electronically copied or distributed by Graco distributors or others mentioned above or when authorized in writing by Graco.

Graco is the sole owner of the Graco brand and all associated trademarks worldwide. Graco does not grant exclusive distributorships for any geographical area.

## State your own business brand

A Graco distributor must clearly state they are an "Authorized Graco Distributor" and state their own business brand so it is clear to a customer if they are in contact with Graco or an Authorized Graco Distributor. Should a distributor fail to comply, Graco will be forced to reconsider the relationship. This may result in a reduction of discounts or even the termination of the distributorship. Graco will also consider legal action regarding the infringement of Graco trademarks and copyrights.

A non-authorized distributor (such as a contractor or equipment seller) may use the name "Graco", or any factual phrase, to describe their business, as in for example: "We service Graco products" or "We use Graco equipment" or "We have Graco XYZ for sale", provided that the statement is true. Such a non-authorized distributor must lead with its own company brand and cannot lead with the Graco name.

In these statements, the word "Graco" must be incorporated into the factual statement and must not be set apart. Graco's logo may not be used by non-authorized distributors.



If you have questions regarding corporate identity or branding specifications, please email us at [BrandingBoard@graco.com](mailto:BrandingBoard@graco.com)

## Website Domain Names and Social Media

Graco does not permit its distributors to use Graco's trademarks in distributor domain names or in the names of social media accounts (such as Wechat, LinkedIn, Facebook, Twitter, Instagram, VK.com and others). The distributor's social media account must not create the false impression that the account is managed by Graco rather than the distributor.

Please consult the examples below to determine if a domain name, URL or social media account is acceptable or not.

Acceptable use of 'graco' in a URL:

[www.abc.com/graco](http://www.abc.com/graco)

[www.abc.xyz/graco](http://www.abc.xyz/graco)

Unacceptable use of 'graco' in a domain name:

[www.graco-abc.com](http://www.graco-abc.com)

[www.graco.xyz](http://www.graco.xyz)

Acceptable social media account:



- ✓ 1 Graco distributors must use their own logo and state their own business brand.
- ✓ 2 Graco distributors must state that they represent Graco as an 'Authorized Distributor'.
- ✓ 3 Graco distributors may use the Graco logo with their own business brand when in line with Graco's brand guidelines. Also, promotional Graco banners may be used.

Unacceptable social media account:



- ✗ 1 Graco distributors may not use the Graco logo in the profile picture of any social media account.
- ✗ 2 Graco distributors may not mislead customers to think that a social media account is an official Graco channel.
- ✗ 3 Graco distributors may not use the Graco logo in the banner of social media accounts as a single identifier.

*The guidelines in the above example are valid for all social media platforms and not limited to Facebook accounts.*



## Video Platform

Graco does not permit its distributors to use Graco's trademarks in video platform accounts (such as Youku, Douyin, YouTube and others). The distributor's video platform account must not create the false impression that the account is managed by Graco rather than the distributor.

Distributors may share Graco's videos as long as they provide credit and do not alter the video content in any way. While distributors may create their own videos featuring Graco products, they must follow safety protocols and differentiate this video from Graco's licensed videos. Additionally, all videos featuring equipment must use genuine Graco equipment. Distributors are legally required to adhere to the rules outlined in above "Website Domain Names and Social Media" regarding naming for any video platforms.

## Implementation Announcement

To take the next step in creating a transparent and consistent customer experience, Graco requests all Authorized Graco Distributors to comply with the announcement and transfer any domain name containing "Graco" or any Graco trademarks back to Graco. Furthermore, the naming and branding of social media channels and websites must be changed so each Authorized Graco Distributor clearly portrays its own company name. We expect any required changes to be in place within two months (from the time of this email) so you have sufficient time to edit and update your marketing tools.

Distributors with infringing domain names will be contacted directly with instructions regarding the transfer of the domain (the registrant will receive instructions). Distributors with infringing social media accounts will be contacted through the social media platform with corrective instructions.

For any questions, please reach out to AP Channel Marketing Manager +86-21-64950088 / [AsiaPacificMarketing@graco.com](mailto:AsiaPacificMarketing@graco.com) or your local contact.

We highly appreciate your collaboration in ensuring the quality of our brand identity in the marketplace.

Kind regards,  
Graco Asia Pacific Marketing