

## Brand Policy

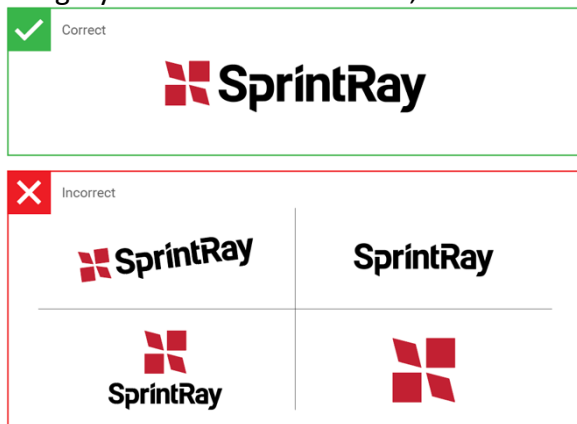
At SprintRay, our brand is a representation of who we are, and it allows us to communicate clearly with our customers. When writing about, sharing photos of, or otherwise representing SprintRay, we ask that you follow a few guidelines in order to help us preserve that brand.

## Images Policy

SprintRay provides images included in the press kit in high-resolution, original formatting. If additional photos are required, it is not acceptable to download them directly from the SprintRay website. Additional photograph requests must be emailed to SprintRay's PR contact.

## Logo Policy

The usage of the SprintRay logo is permitted so long as the logo policy is adhered to. The SprintRay logo is a precisely arranged and proportioned pair. In order to represent SprintRay and maintain brand integrity, they must always appear together in their originally designed configuration. Please refrain from separating the mark from the text or editing the location or size of one relative to the other. A clear field must surround the logo, where no other text or imagery is allowed to encroach, so that the logo is clearly visible and recognizable.



## Naming Policy

SprintRay products follow the naming convention of proper nouns. Avoid the usage of articles in the nomenclature. Follow this guideline whenever referring to a named SprintRay product.

**Incorrect:** The MoonRay uses DLP technology. Open the software to print.

**Correct:** MoonRay uses DLP technology. Open SprintRay Software to print.

## Quotes Policy

Requests for quotes should be submitted to SprintRay's PR contact. Please allow up to one week to receive your quote.

**PR Contact:** tyler@sprinray.com