

**MICHELIN**

**APPROVED WEBSITE**

***RULES FOR USING THE  
MICHELIN APPROVED WEBSITE  
LOGO***

Information for resellers whose ecommerce  
websites are certified by the  
MICHELIN APPROVED WEBSITE label



# ***RULES FOR USING THE LOGO***

The Michelin group wishes to develop and protect the MICHELIN APPROVED WEBSITE logo and places a great deal of importance on its correct use. The rules laid down in this document are intended to help you use the MICHELIN APPROVED WEBSITE label properly.

Any other use is subject to the prior written consent of the Michelin marketing department.

## **THE PRINCIPLES**

### **ENTITLEMENT TO USE THE LOGO**

Only those resellers who fulfill the criteria defined by Michelin and who have successfully passed the MICHELIN APPROVED WEBSITE audit are allowed to use the logo in graphic or audio-visual form.

### **AUTHENTICITY**

Only Michelin can provide the MICHELIN APPROVED WEBSITE logo.

### **VALIDITY**

MICHELIN APPROVED WEBSITE certification is granted for two years.

It may be renewed if the reseller successfully passes a new audit.

Any service provider whose certification is not renewed undertakes to immediately cease using the logo or the MICHELIN APPROVED WEBSITE wordmark (and any intellectual property rights pertaining thereto) in any form or on any media.

### **NON-TRANSFERABILITY**

The right to use the MICHELIN APPROVED WEBSITE logo or wordmark may not be transferred to a third party.

## **THE MICHELIN APPROVED WEBSITE LOGO**

### **TERMS OF USE**

The MICHELIN APPROVED WEBSITE logo always takes second place to the reseller's own identity.

The MICHELIN APPROVED WEBSITE logo or wordmark may only be used to communicate about products or services agreed beforehand with MICHELIN.

The certified reseller is authorized to communicate on the fact it has received MICHELIN APPROVED WEBSITE certification. However, any corporate communication by the service provider making use of the MICHELIN APPROVED WEBSITE logo is submitted to approval by Michelin.

The reseller's communication containing the MICHELIN APPROVED WEBSITE logo or wordmark may refer to other Michelin group brands.

The MICHELIN APPROVED WEBSITE label on the reseller's website must be used in conjunction with a presentation describing the purpose of this label supplied by Michelin for example in the form of a pop-up.

The logo consists of the word "MICHELIN" in a bold, blue, sans-serif font. Below it is a horizontal line that is yellow on the left and blue on the right. Underneath the line is the text "APPROVED WEBSITE" in a smaller, blue, sans-serif font.

## INTEGRITY

### THE LOGO MAY NOT BE MODIFIED.

The shape and colors of the MICHELIN APPROVED WEBSITE logo and its protection zone must be respected in order to protect the integrity of the logo and make it easier to recognize. In other languages, only the official translation of the MICHELIN APPROVED WEBSITE wordmark and corresponding logo supplied by Michelin may be used and may not be modified.

## OTHER LANGUAGES

When used in other languages, the MICHELIN APPROVED WEBSITE logo must comply with the rules of construction applicable to the MICHELIN labels. Only the APPROVED WEBSITE wordmark may be adapted.



## USED AS PART OF A TEXT

- MICHELIN and APPROVED WEBSITE must always be used together.
- **You may not use the logo**, but may use the MICHELIN APPROVED WEBSITE wordmark in upper case letters.

Lorem nonumaro nibh besta euismod ut MICHELIN APPROVED WEBSITE laoreet dolore magna aliquam erat volutpat.


## USE OF THE LOGO

### COLOR

Irrespective of the background (white, colored, plain, photograph, illustration), the colored logo is placed on a white rectangle which corresponds to its protection zone:



 CMYK / Cyan: 100% - Magenta: 70% - Yellow: 0% - Black: 0%  
RGB / Red: 39 - Green: 80 - Blue: 155


 CMYK / Cyan: 0% - Magenta: 5% - Yellow: 100% - Black: 0%  
RGB / Red: 252 - Green: 229 - Blue: 0

 CMYK / Cyan : 0% - Magenta: 0% - Yellow: 0% - Black: 100%  
RGB / Red: 119 - Green: 119 - Blue: 118

The MICHELIN APPROVED WEBSITE logo must be used in such a way as to protect its integrity. It may not be modified, distorted or resized. The colors may not be altered, no elements may be removed or used separately and no imitations or change of usage are allowable.

## MONOCHROME

The logo should be used in color wherever possible. However, a black and white version may be used should this be unavoidable due to technical constraints or for financial reasons:

 CMYK / Black: 100%  
RGB / Red: 20 - Green: 20 - Blue: 18

 CMYK / Black: 35%  
RGB / Red: 194 - Green: 194 - Blue: 195

 CMYK / Black: 70%  
RGB / Red: 119 - Green: 119 - Blue: 118

## PROTECTION ZONE

To protect the integrity of the logo and make it easier to recognize, it is systematically placed within a protection zone:



## MEDIA

The MICHELIN APPROVED WEBSITE logo may only be used on the following media and must not be over duplicated on the same media.

### The logo may be used:

- on printed, audiovisual or digital advertising material issued by the reseller, referring to products and services which have been approved by Michelin,
- to identify resellers with MICHELIN APPROVED WEBSITE certification on MICHELIN digital media (dealer locator, website, etc.) or the reseller's online media (website).

## CO-BRANDING

When used on the reseller's website, the MICHELIN APPROVED WEBSITE logo should always smaller than the reseller's logo. It must not give the impression that the reseller's website is a MICHELIN website.

### The logo may not be used:

- on stationery (invoices, visiting cards, headed paper etc.),
- workwear,
- advertising items and point of sale displays (POS, posters, stands etc.),
- as part of an URL or email address,
- when it is associated with one or more corporate names or brands belonging to third parties.

It is important to avoid any connection being made between these names or brands and the MICHELIN APPROVED WEBSITE label.

**Your Michelin contact  
will be pleased to provide  
further clarification  
or answer any questions.**