



FRANK LLOYD WRIGHT®  
FURNITURE BY COPELAND

## Guidelines for the use of Frank Lloyd Wright® trademarks and copyrights and Frank Lloyd Wright® Furniture by Copeland logo

The purpose of this guide is to identify the intellectual property assets available to dealers of Frank Lloyd Wright® Furniture by Copeland and to provide guidelines for their proper use.

The assets available are:

1. The Frank Lloyd Wright® Furniture by Copeland logo.



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The logo is to be used in its complete unaltered form with the square printed in PMS 179 Red. This formula is for printing on white paper. If you are printing on ivory stock the black portion of the formula will need to be bumped up from ¼ to ½ to achieve the same shade of red

2. The name '**Frank Lloyd Wright**' is a registered trademark of the Frank Lloyd Wright Foundation of Scottsdale Arizona. Whenever it is used as an adjective, as in; Frank Lloyd Wright® furniture, or; a Frank Lloyd Wright® design, it must be followed by a ® (circle R).

3. Wright's signature is highly recognizable and is a registered trademark of the Foundation that can be used in advertising or marketing material. (It is laser cut into each piece of Frank Lloyd Wright® Furniture by Copeland.)

As with other assets it must be used with the ® (circle R)

4. An official portrait has been designated by the Foundation for use with licensed products.



Photo OBMA.® F.L. Wright Fdn.

It must always carry the credit: "Photo: OBMA.® F.L. Wright Fdn." This credit should be legible but not oversized or intrusive. It should run at the top right corner.

5. Wright Font® is a display type created exclusively for advertising and marketing of licensed products. It is owned by the foundation and can only be used by permission.

WRIGHT FONT IS A DISTINCTIVE UPPER CASE

These assets are the property of the Frank Lloyd Wright Foundation and are available to Copeland Furniture and its dealers for use by permission only. Please submit a proof of all proposed use of these assets to Copeland Furniture.

Copeland Furniture also has available images of furniture, historical images, and approved copy about the furniture, the houses for which the furniture was designed and about Mr Wright and his architectural career.