

# Univar

Corporate Brand Guide



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We are a chemical distribution company. We solve our customers' problems and we lower their costs. We serve all major industries and markets. We have the experience and expertise to get the job done consistently and reliably. We are Univar, a world leader in our industry.

Our corporate identity is the way we communicate who we are to the world. It represents our commitment to quality, safety, social and environmental responsibility, and the success of our clients and our company. We express our corporate identity in two ways—through the interactions we have on the job every day and through the symbols we use on our letterhead, advertising, and other corporate communications.

This manual was created to facilitate and inspire communications that will present a clear and consistent identity for Univar. It is intended as a resource for all identity usage, from documents and labeling to clothing and signage. Since this manual cannot cover every conceivable situation, please contact Corporate Communications when you encounter unusual or exceptional situations.

Use this manual to guide your communications and help create an image of Univar that is clear, energetic, and powerful.

**Univar Signature**

- A1 Identity Signatures
- A2 Clear Space and Minimum Size
- A3 Corporate Colors
- A4 Color Configurations
- A5 Incorrect Uses
- A6 Typography

## Univar Signature

### Application

The Univar signatures should always be used in their entirety. The relationship between the logo and logotype should never be shifted or adjusted. The logotype is set with specific letterspacing and the logotype letterforms are customized for the Univar brand. Always use approved artwork when reproducing the Univar identity. Never manually key in the name in conjunction with the logo. See Incorrect Uses (A5) for further details.

## Identity Signatures

The Univar identity can be configured vertically (primary signature) or horizontally (secondary signature). Each signature is made up of two components: the logo (hexagon box) and the logotype (Univar). The signatures are the most important elements of the Univar identity

system. They are carefully designed to create a balanced configuration to highlight the logo. It is important to apply these signatures properly and consistently across all media to maintain a unified brand image.



## Signature Use



### Primary Signature

The primary signature is the vertical treatment. It should be used whenever possible.



### Secondary Signature

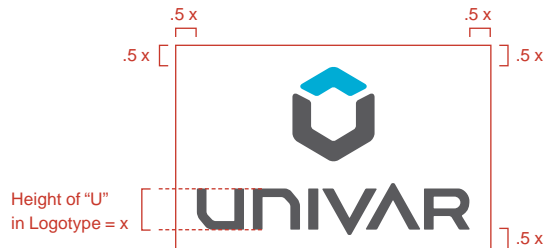
The horizontal treatment is to be used only when space is limited and prevents the use of the primary, vertical treatment.

Univar Signature

Clear Space

To ensure high visibility and an uncluttered presentation, always maintain clear space around the Univar signature. Determine each signature's clear space by measuring the height of the "U" or "R" in the logotype.

An area equal to half this height ("x" in the diagrams below) should be kept clear on all sides of the signature. Note that the clear space will change depending on the size of the signature.



Minimum Size

It is important that all parts of the identity can be easily read in every application. For this reason, the signatures should not be reproduced at sizes any smaller than those specified below.

There are no maximum size restrictions as long as the clear space requirements are met.



## Univar Signature

## Corporate Colors

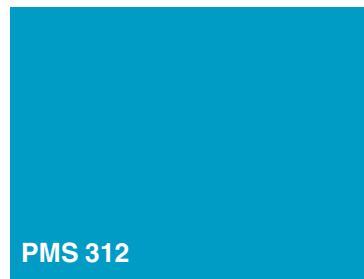
Corporate colors, carefully applied, will impart a consistent look and feel to all Univar communications. Never substitute different colors for the corporate colors.

### Note:

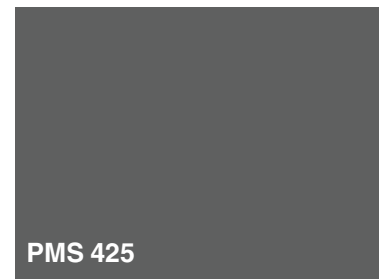
Do not use this reproduction for color matching; refer to the Pantone® color swatch books when specifying ink colors.

Always consult your printer regarding recommendations for the most accurate reproduction of builds and mixes of the brand colors.

### Primary Colors



CMYK	RGB	Hex	Web
80	0	00	00
0	190	BE	CC
15	220	DC	FF
0			



CMYK	RGB	Hex	Web
20	75	4B	33
0	76	4C	33
0	77	4D	33
70			

## Univar Signature

### Color Signatures

The 2-color (spot color) signatures [1] are the preferred signatures. Use them whenever possible. There is a 4-color (CMYK) version of the signature available for process color applications. If a colored background is used, make sure there is enough contrast in value to maintain legibility.

When the color signatures are reversed [2], they may be used only on black or PMS 425-colored backgrounds.

### Monotone Signatures

A monotone gray signature [3, 4] is available for use when a second color is not available. A 45% halftone screen is used to achieve a color shift between the large and small arrow. Make sure the reproduction method you are using is capable of printing a high-quality halftone. An all-white, reversed signature [5] can be used on PMS 312-colored backgrounds.

[Download Logos](#)

## Color Configurations

The Univar signatures can be used in the color configurations shown below.

### Primary Signature



### Secondary Signature





## Univar Signature

### Identity Don'ts

Always use approved artwork. Whenever possible, use the EPS file format. In most cases, it will give you the best results.

Do not alter the logotype by changing its proportions, typeface, or lockup positioning.

Do not change the color specifications.

JPEG and GIF format images are designed for screen applications and should not be printed.

Never enclose the signatures inside other shapes or forms.

Never use the signature in all black. Small arrow should always be 40% black. Always use the mono-tone signature whenever only black is available.

## Incorrect Uses

Correct and consistent use of the Univar identity will establish and maintain the strength of the Univar brand. Never alter or distort the logo or logotype with graphic treatments.

Incorrect Typeface



Incorrect Arrangement of Logo and Logotype



Incorrect Proportions



Incorrect Color Specifications



Incorrect Use of Low-Resolution Artwork



Incorrect Use in a Shape



Incorrect Use of Black Signature



## Univar Signature

## Typography

The primary corporate typeface for Univar is Helvetica. The Helvetica type family was chosen for its clean, sophisticated appearance and for its versatility and availability. This is the preferred typeface for all Mac users. For PCs and as a secondary typeface, Arial was chosen. Use

this typeface for all PowerPoint and Word documents, such as screen/printed presentations, letterhead, faxes, and memorandums.

Consistent use of these type families will contribute to a unified brand image.

## Primary Typeface

## Helvetica Light

abcdefghijklmnopqrstvwxyz  
 ABCDEFGHIJKLMNOPQRSTU  
 VWXYZ 1234567890

## Helvetica Light Oblique

*abcdefghijklmnopqrstvwxyz*  
*ABCDEFGHIJKLMNOPQRSTU*  
*VWXYZ 1234567890*

abc *abc*

## Helvetica Roman

abcdefghijklmnopqrstvwxyz  
 ABCDEFGHIJKLMNOPQRSTU  
 VWXYZ 1234567890

## Helvetica Roman Oblique

*abcdefghijklmnopqrstvwxyz*  
*ABCDEFGHIJKLMNOPQRSTU*  
*VWXYZ 1234567890*

abc *abc*

## Helvetica Bold

**abcdefghijklmnopqrstvwxyz**  
**ABCDEFGHIJKLMNOPQRSTU**  
**VWXYZ 1234567890**

## Helvetica Bold Oblique

***abcdefghijklmnopqrstvwxyz***  
***ABCDEFGHIJKLMNOPQRSTU***  
***VWXYZ 1234567890***

abc ***abc***

## Secondary Typeface

## Arial

abcdefghijklmnopqrstvwxyz  
 ABCDEFGHIJKLMNOPQRSTU  
 VWXYZ 1234567890

## Arial Italic

*abcdefghijklmnopqrstvwxyz*  
*ABCDEFGHIJKLMNOPQRSTU*  
*VWXYZ 1234567890*

abc *abc*

## Arial Bold

**abcdefghijklmnopqrstvwxyz**  
**ABCDEFGHIJKLMNOPQRSTU**  
**VWXYZ 1234567890**

## Arial Bold Italic

***abcdefghijklmnopqrstvwxyz***  
***ABCDEFGHIJKLMNOPQRSTU***  
***VWXYZ 1234567890***

abc ***abc***

## Arial Black

**abcdefghijklmnopqrstvwxyz**  
**ABCDEFGHIJKLMNOPQRSTU**  
**VWXYZ 1234567890**

## Arial Black Italic

***abcdefghijklmnopqrstvwxyz***  
***ABCDEFGHIJKLMNOPQRSTU***  
***VWXYZ 1234567890***

abc ***abc***

**Univar Stationery**

- B1 Letterhead
- B2 Monarch Letterhead and Envelope
- B3 Business Cards
- B4 Envelopes
- B5 Mailing Labels
- B6 Fax and Memorandum
- B7 Notecard and Envelope

Univar Stationery

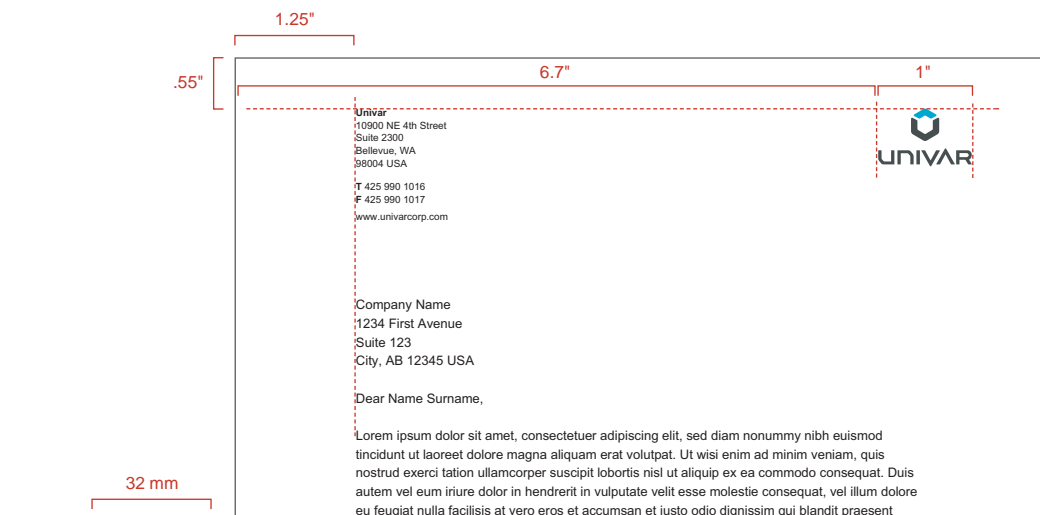
Letterhead

A preformatted Word letter template with sample address copy has been created and installed on our computer system. Type in your correct

address, following the same style the sample copy was set in. Use this template (but delete the logo) when printing on Univar letterhead.

North American Letterhead

- Size:** 8.5" x 11"
- Paper:** Neenah Environment  
Smooth  
PC 100 White  
80# Text
- Univar:** Arial Bold  
7.5pt type  
9.5pt leading
- Address:** Arial  
7.5pt type  
9.5pt leading
- T, F:** Arial Bold  
7.5pt type  
9.5pt leading
- Numbers:** Arial  
7.5pt type  
9.5pt leading
- Letter:** Arial  
10pt type  
14pt leading



European Letterhead

- Size:** 210 mm x 297 mm
- Paper:** Neenah Environment  
Smooth  
PC 100 White  
80# Letter
- Univar Europe:** Arial Bold  
7.5pt type  
9.5pt leading
- Address:** Arial  
7.5pt type  
9.5pt leading
- T, F:** Arial Bold  
7.5pt type  
9.5pt leading
- Numbers:** Arial  
7.5pt type  
9.5pt leading
- Letter:** Arial  
10pt type  
14pt leading



Univar Stationery

Monarch Letterhead and Envelope

The Monarch letterhead follows the same conventions as the standard letterhead.

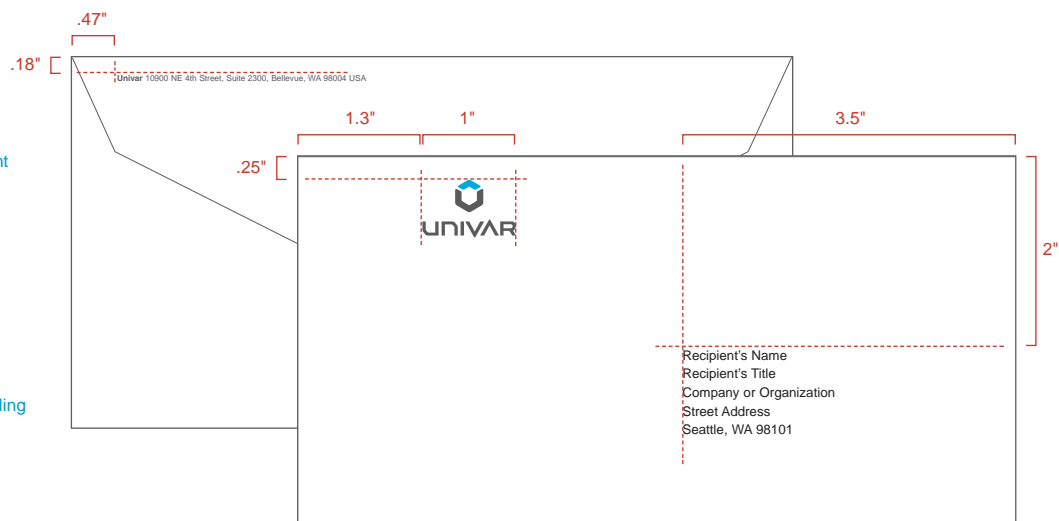
Monarch Letterhead

- Size:** 7.25" x 10.5"
- Paper:** Neenah Environment  
Smooth  
PC 100 White  
80# Text
- Name Surname:** Helvetica Bold  
6.75pt type  
8.75pt leading
- Title:** Helvetica Regular  
6.75pt type  
8.75pt leading
- Company Name:** Helvetica Bold  
6.75pt type  
8.75pt leading
- Address:** Helvetica Regular  
6.75pt type  
8.75pt leading
- T, F:** Helvetica Bold  
6.5pt type  
8.75pt leading
- Numbers:** Helvetica Regular  
6.75pt type  
8.75pt leading
- E-mail/URL:** Helvetica Regular  
6.75pt type  
8.75pt leading
- Letter:** Helvetica Regular  
10pt type  
14pt leading



Monarch Envelope

- Size:** 7.5" x 3.8125"
- Flap:** 2.625"
- Paper:** Neenah Environment  
Smooth  
PC 100 White  
80# Text
- Company Name:** Helvetica Bold  
6.25pt type
- Univar Address:** Helvetica Regular  
6.25pt type
- Recipient:** Helvetica Regular  
10pt type 14pt leading
- Format:** Flush left



Univar Stationery

Business Cards

Business Cards

Size North America: 3.5" x 2"

Size European: 93 mm x 54 mm

Paper: Neenah  
Environment  
Smooth  
Ultrawhite  
120# Cover

Name Surname: Helvetica Bold  
6.75pt type  
8.75pt leading

Title: Helvetica Regular  
6.75pt type  
8.75pt leading

Company Name: Helvetica Bold  
6.75pt type  
8.75pt leading

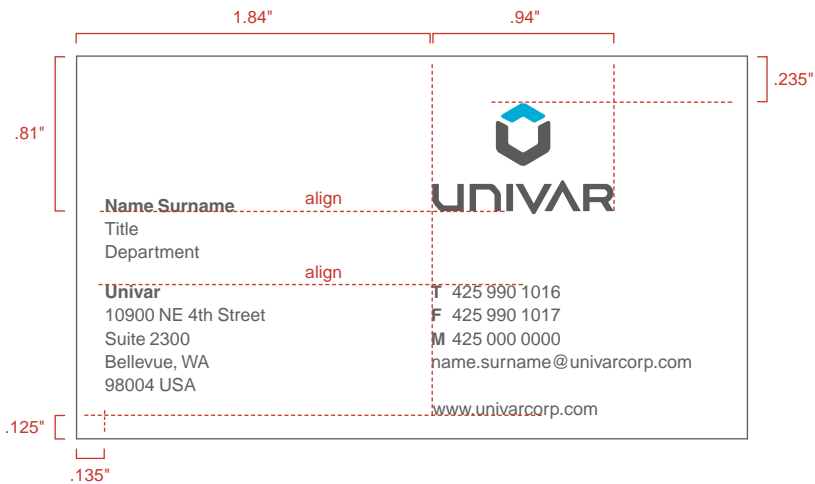
Address: Helvetica Regular  
6.75pt type  
8.75pt leading

T, F, M, P: Helvetica Bold  
6.5pt type  
8.75pt leading

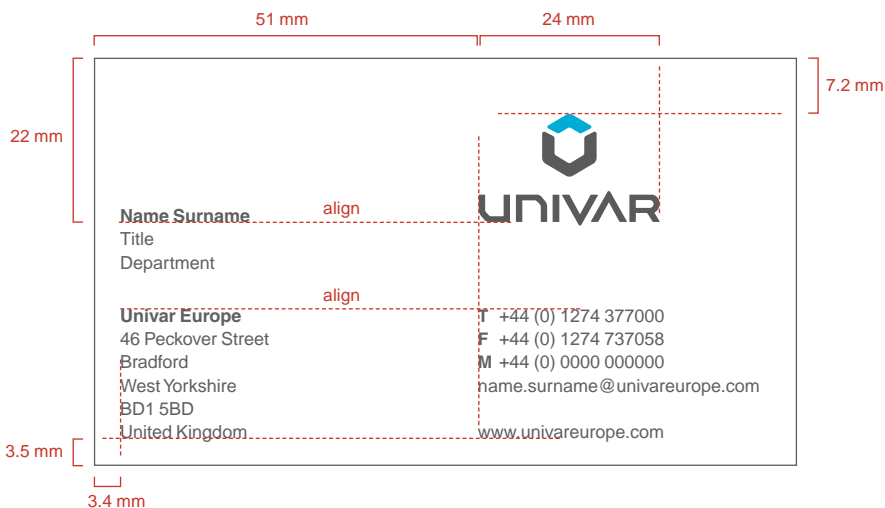
Numbers: Helvetica Regular  
6.75pt type  
8.75pt leading

E-mail/URL: Helvetica Regular  
6.75pt type  
8.75pt leading

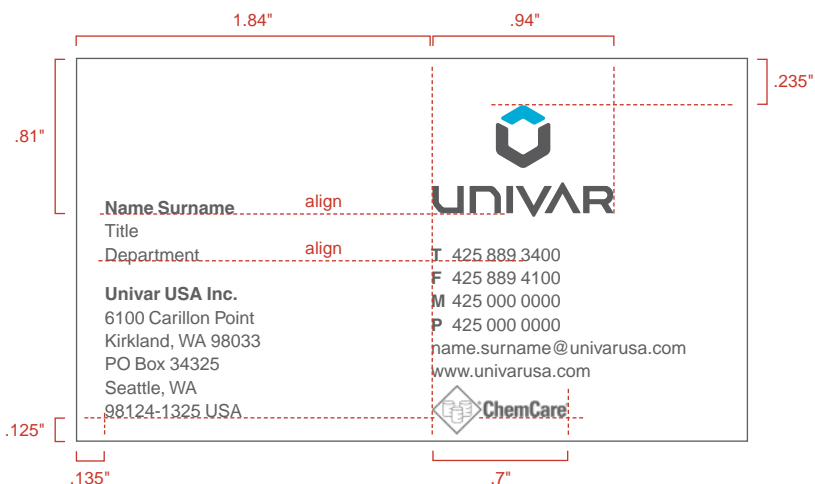
North American Business Card



European Business Card



North American Business Card with ChemCare Addition



Univar Stationery

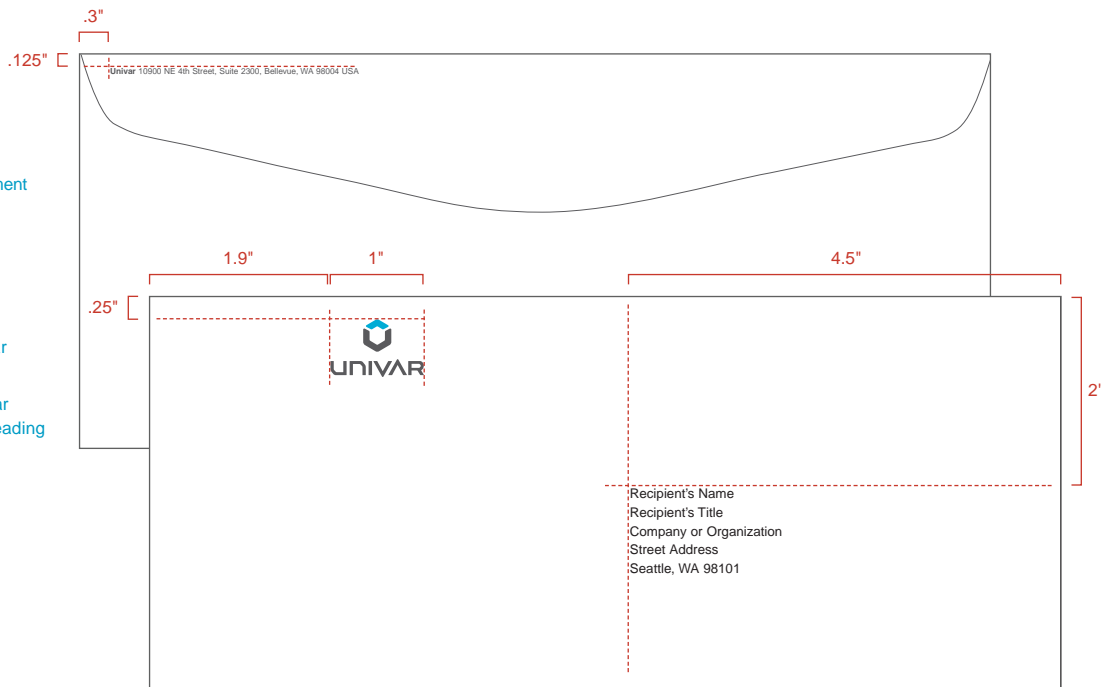
Envelopes

For business correspondence, use a No. 10 or 9" x 12" envelope. Refer to the margin and spacing specifications for address format and

placement. For European use, envelope measurements will need to be adjusted to local specifications.

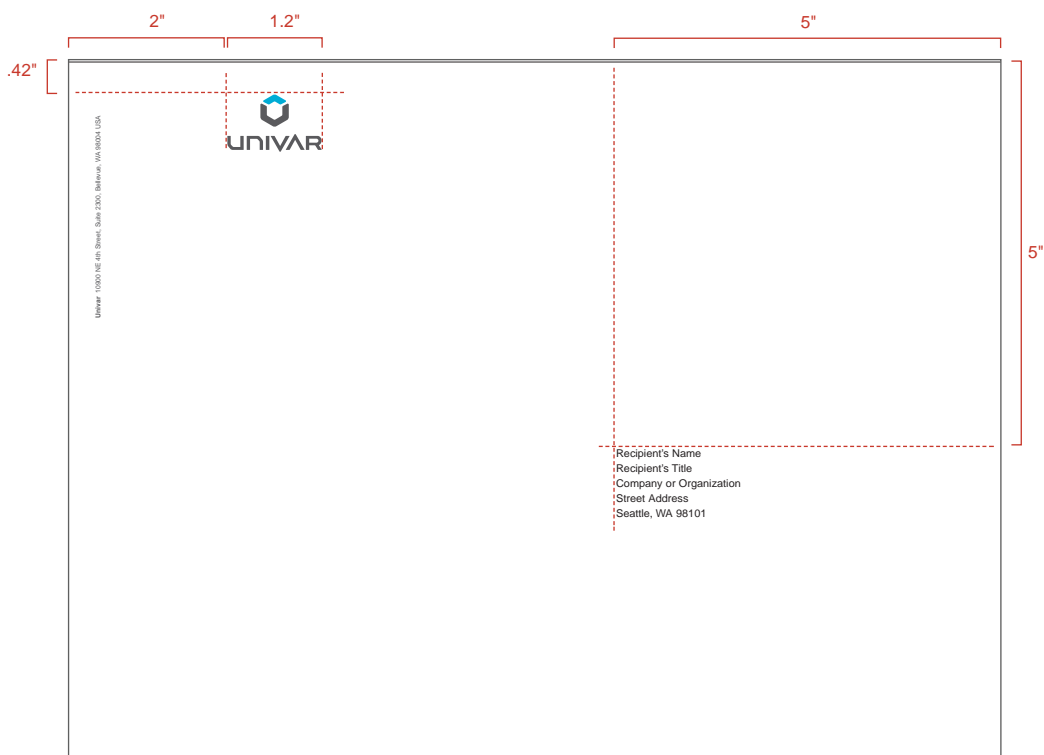
**No. 10 Envelope North America**

- Size:** 9.5" x 4.125"
- Flap:** 1.75"
- Paper:** Neenah Environment  
Smooth  
PC 100 White  
80# Text
- Company Name:** Helvetica Bold  
6.25pt type
- Univar Address:** Helvetica Regular  
6.25pt type
- Recipient:** Helvetica Regular  
10pt type 14pt leading
- Format:** Flush left



**9" x 12" Envelope North America**

- Size:** 9" x 12"
- Flap:** 2"
- Paper:** Neenah Environment  
Smooth  
PC 100 White  
80# Text
- Company Name:** Helvetica Bold  
6.25pt type
- Univar Address:** Helvetica Regular  
6.25pt type
- Recipient:** Helvetica Regular  
10pt type 14pt leading
- Format:** Flush left



Univar Stationery

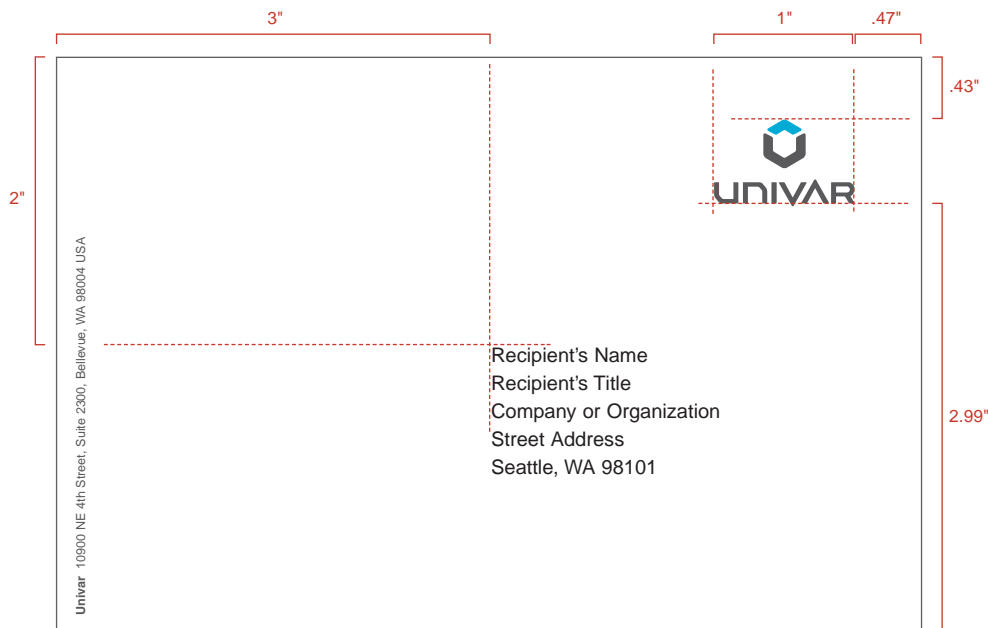
Mailing Labels

Use mailing labels on all catalog envelopes or packages that do not have a preprinted Univar signature and/or address. Refer to the margin and spacing specifications for address format

and placement. For European use, mailing label measurements will need to be adjusted to local specifications.

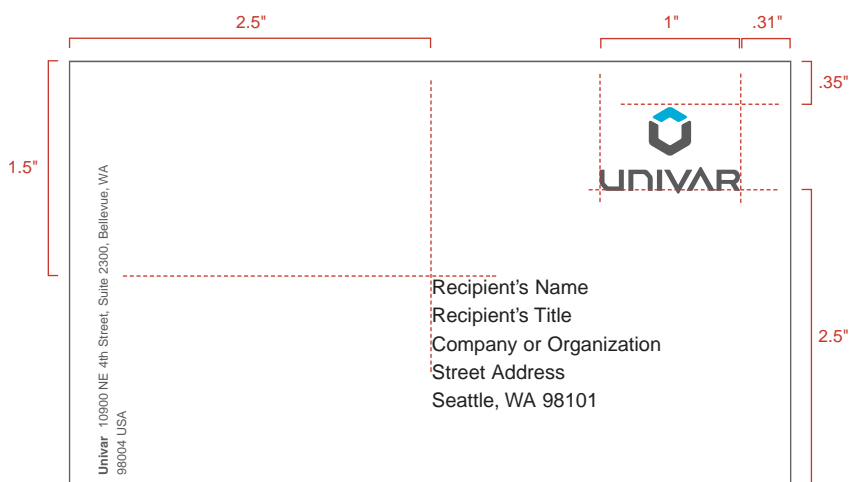
**Standard Mailing Label  
North America**

- Size:** 6" x 4"
- Paper:** Neenah Classic Crest pressure-sensitive label stock, Recycled Bright White
- Company Name:** Helvetica Bold 6.25pt type
- Univar Address:** Helvetica Regular 6.25pt type
- Recipient:** Helvetica Regular 10pt type 14pt leading
- Format:** Flush left



**Pin-Feed Mailing Label  
North America**

- Size:** 5" x 2.9375"
- Paper:** Neenah Classic Crest pressure-sensitive label stock, Recycled Bright White
- Company Name:** Helvetica Bold 6.25pt type 9.25pt leading
- Univar Address:** Helvetica Regular 6.25pt type 9.25pt leading
- Recipient:** Helvetica Regular 10pt type 14pt leading
- Format:** Flush left





Univar Stationery

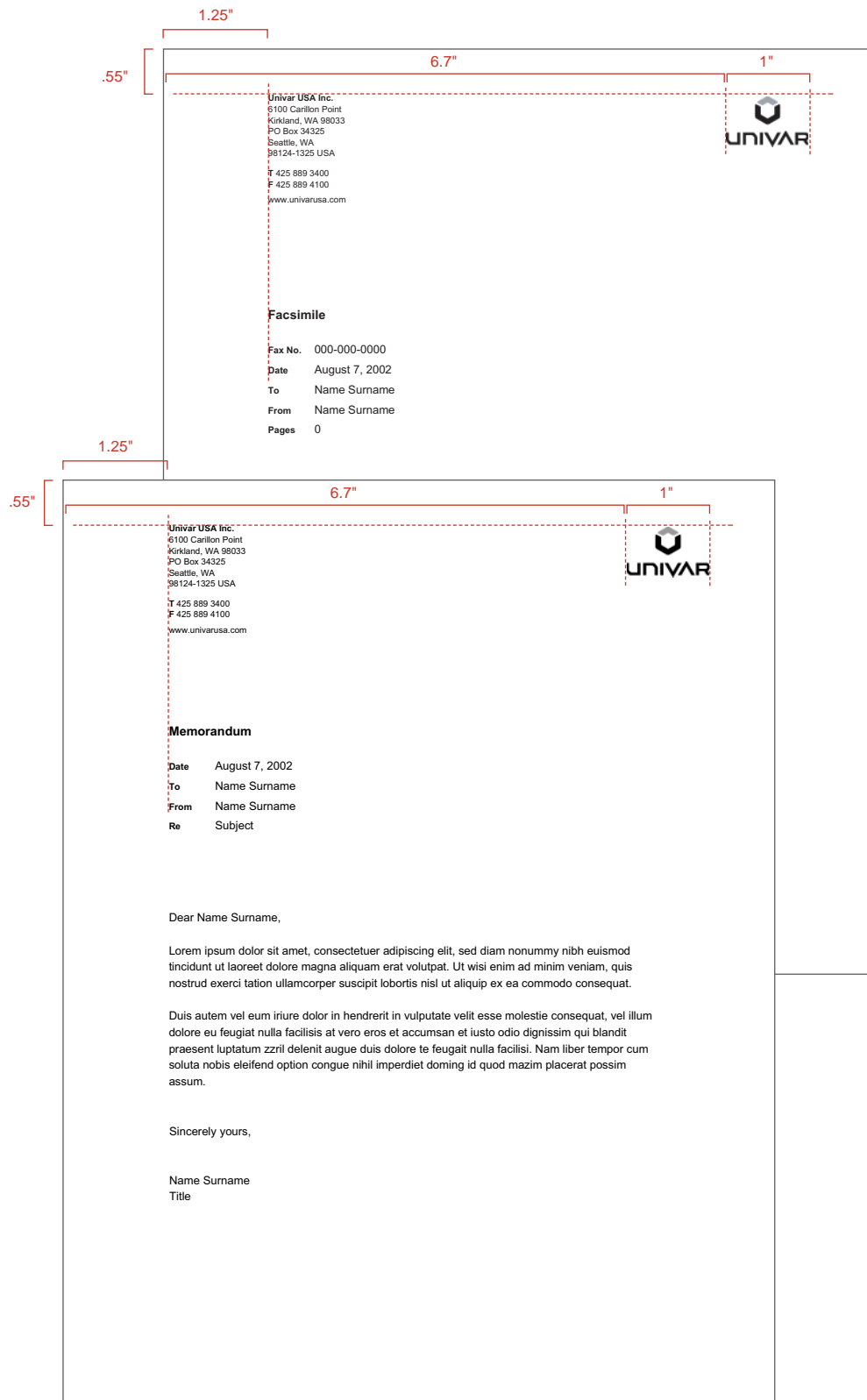
Fax and Memorandum

Preformatted Word templates for faxes and memorandums have been created and

installed on our computer systems. Change the address according to your location.

Facsimile and Memorandum

- Size:** 8.5" x 11"
- Logo:** Gray Version
- Univar USA Inc.:** Arial Bold  
7.5pt type  
9.5pt leading
- Address:** Arial  
7.5pt type  
9.5pt leading
- T, F:** Arial Bold  
7.5pt type  
9.5pt leading
- Numbers:** Arial  
7.5pt type  
9.5pt leading
- Facsimile:** Arial Bold  
11pt type
- Memorandum:** Arial Bold  
11pt type
- Fax No. Block:** Arial Bold  
8pt type  
17pt leading
- Numbers Block:** Arial  
10pt type  
17pt leading
- Letter:** Arial  
10pt type  
14pt leading



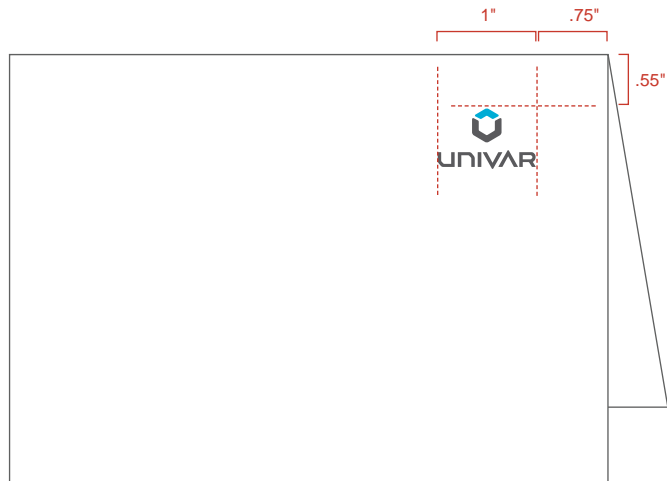
Univar Stationery

Notecard and Envelope

For short notes or greetings use the Univar notecard and envelope. Refer to the margin and spacing specifications for address placement.

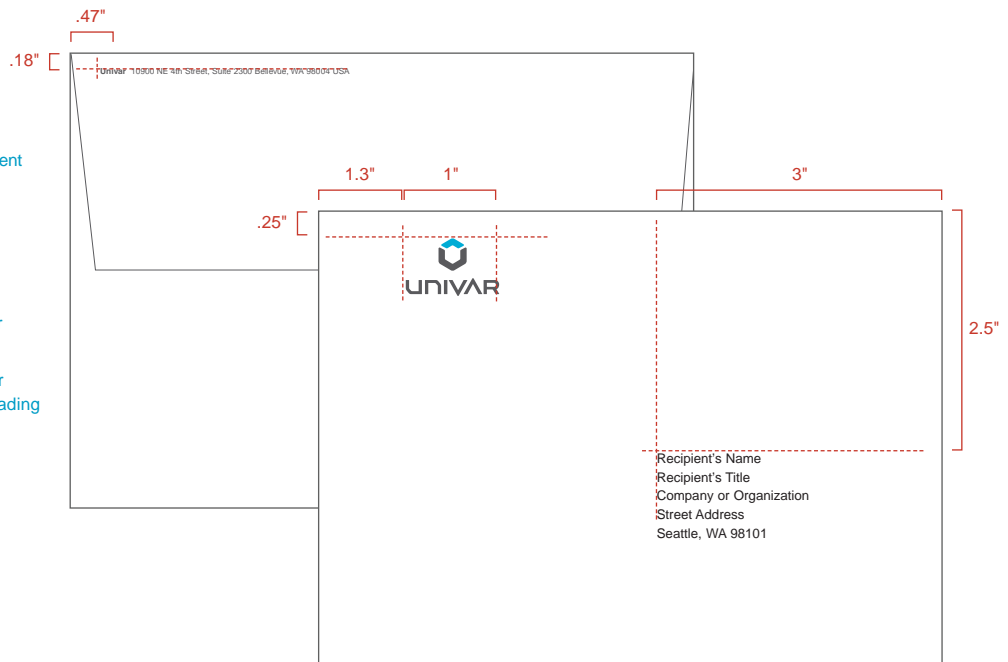
**Notecard**

- Size Open:** 6.25" x 9"
- Size Folded:** 6.25" x 4.5"
- Paper:** Neenah Environment  
Smooth  
PC 100 White  
80# Cover



**Notecard Envelope**

- Size:** 6.5" x 4.75"
- Flap:** 2.25"
- Paper:** Neenah Environment  
Smooth  
PC 100 White  
80# Text
- Company Name:** Helvetica Bold  
6.25pt type
- Univar Address:** Helvetica Regular  
6.25pt type
- Recipient:** Helvetica Regular  
10pt type 14pt leading
- Format:** Flush left



**Univar Presentations**

- C1 PowerPoint—LCD Version
- C2 PowerPoint—Print Version

**Univar Presentations**

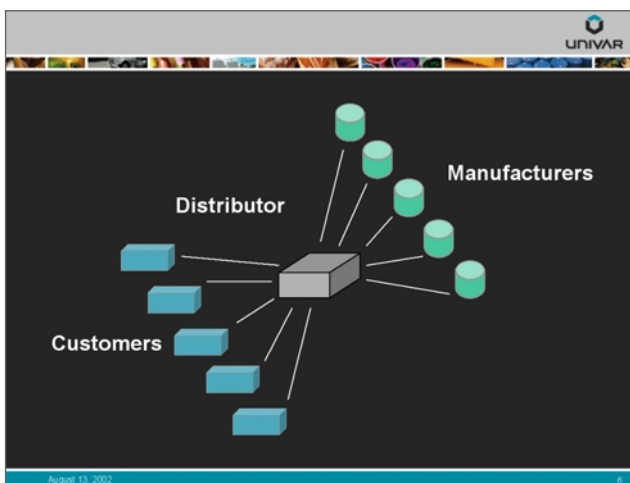
**PowerPoint—LCD Version**

To ensure a consistent look for the Univar brand across all media, use the Univar PowerPoint presentation template for all on-screen presentations.

The dark background will make the presentation easier on viewers' eyes. Use Arial for all your PowerPoint presentations.

**PowerPoint Presentation**

- Size:** 10" x 7.5"
- Title:** Arial Bold  
32pt type  
dark gray
- Subtitle:** Arial  
20pt type  
dark gray
- Presenter's Name:** Arial  
10pt type
- Headline:** Arial Bold  
28pt type  
blue
- Text:** Arial  
14pt to 24pt type  
white
- Bullets:** Arial  
blue
- Format:** Flush left



**Univar Presentations**

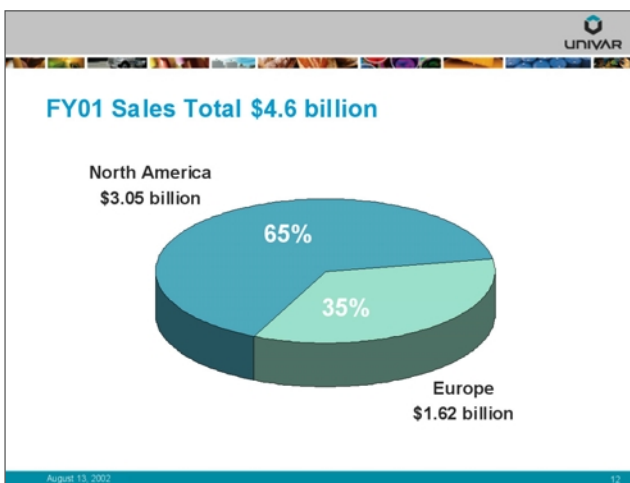
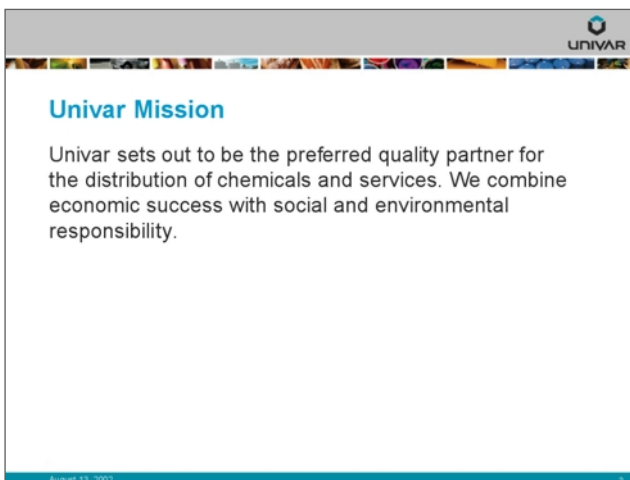
**PowerPoint—Print Version**

For all printed or overhead Univar presentations use the white Univar PowerPoint template. The white background will ensure you the best results

when printing on a black and white or color copier. Use Arial for all your PowerPoint presentations.

**PowerPoint Presentation**

- Size:** 10" x 7.5"
- Title:** Arial Bold  
32pt type  
dark gray
- Subtitle:** Arial  
20pt type  
dark gray
- Presenter's Name:** Arial  
10pt type
- Headline:** Arial Bold  
28pt type  
blue
- Text:** Arial  
14pt to 24pt type  
dark gray
- Bullets:** Arial  
blue
- Format:** Flush left



**Univar Uniforms**

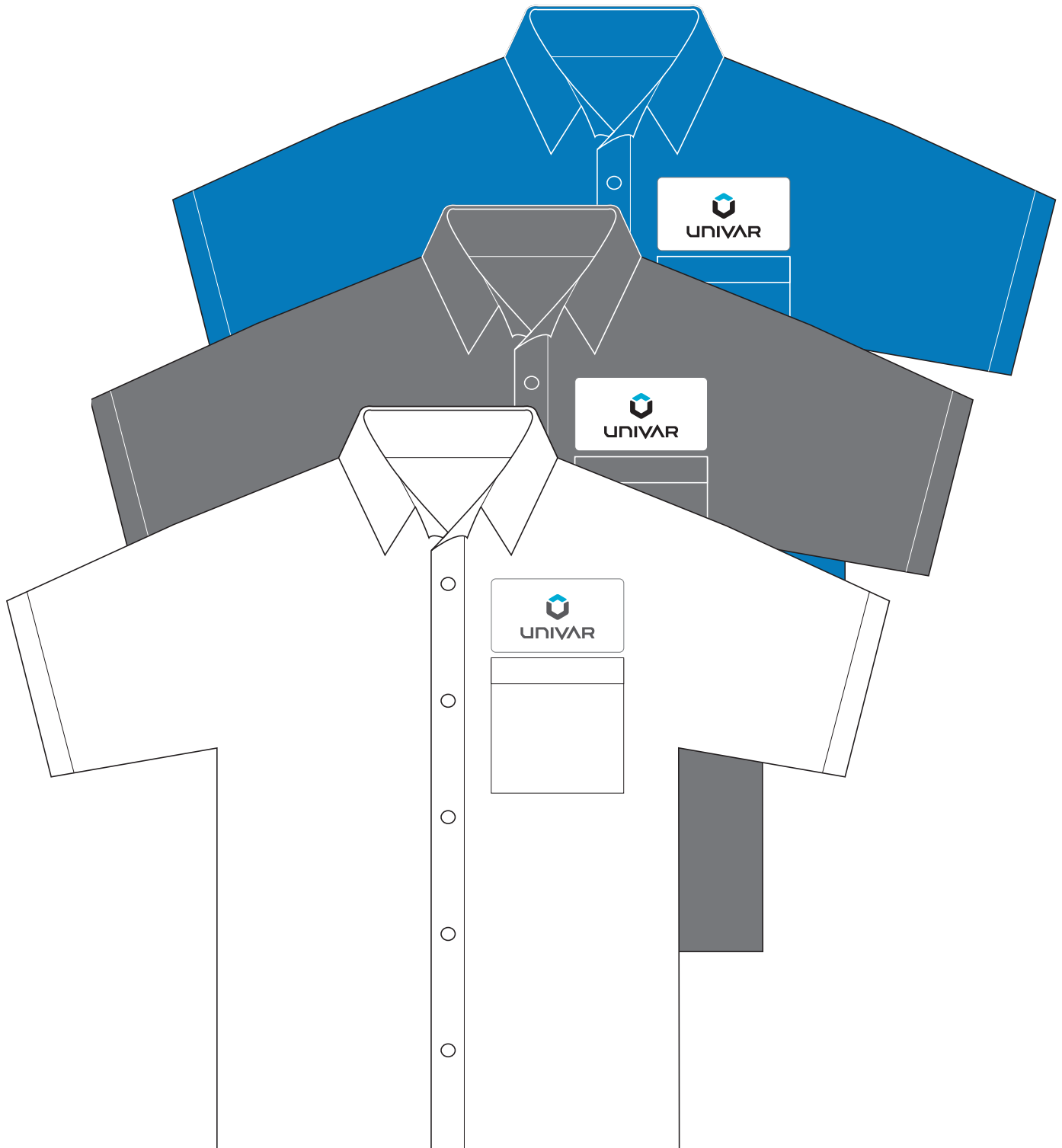
- D1 Shirts
- D2 Hats

## Univar Uniforms

### Shirts

The primary color choice for shirts worn by Univar employees should be white, dark gray, or blue. Blue with white stripes and gray with white stripes are acceptable colors for shirts. The Univar signature patch should be centered

slightly above the pocket. In the United States, a preferred national vendor has been selected to assist with implementation of the Univar identity. Contact Corporate Communications for more details.



## Univar Uniforms

### Hats

The primary color choice for hats worn by Univar employees should be white or dark gray with the 2-color signature. Use the reversed signature for this version. For both versions the signature should be centered on the front of the

hat. Style, material, and method of manufacturing (e.g., silk-screen, appliqué, embroidery) should be chosen with considerations of cost and quality in mind.





**Univar Signage**

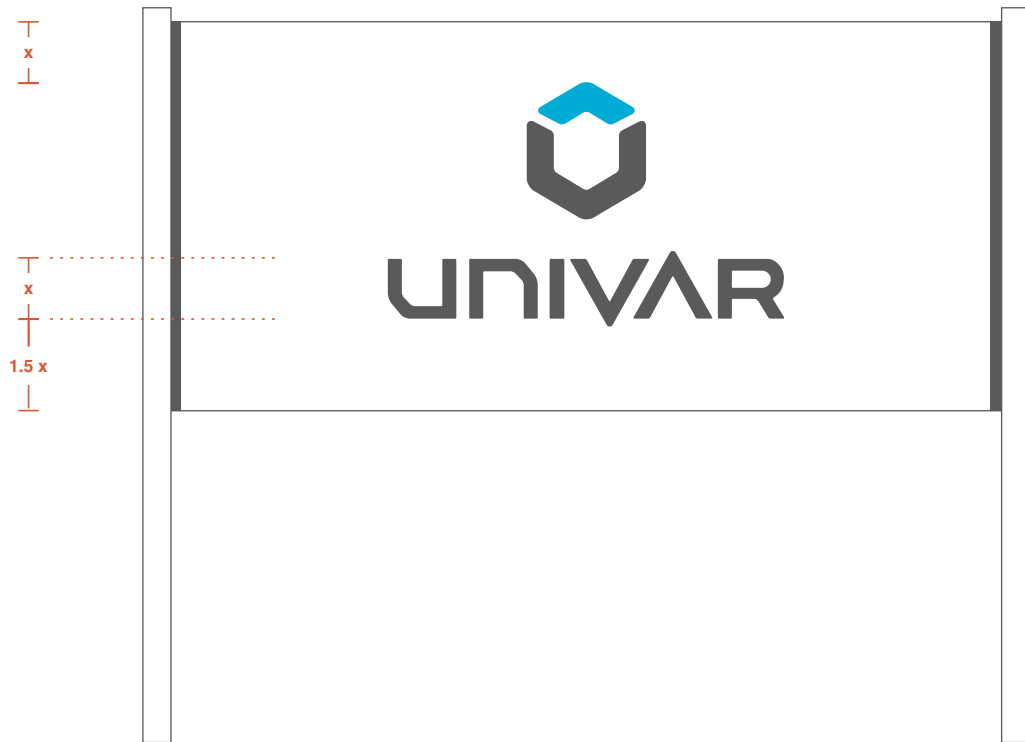
- E1 Lawn
- E2 Exterior
- E3 Reception/Lobby
- E4 Fence

Univar Signage

Lawn

When creating lawn signage, a format that allows enough space to use the primary, vertical signature should be chosen. If this is not possible, the secondary signature may be used. Center

both signatures horizontally, but follow the illustrations shown below for vertical placement.

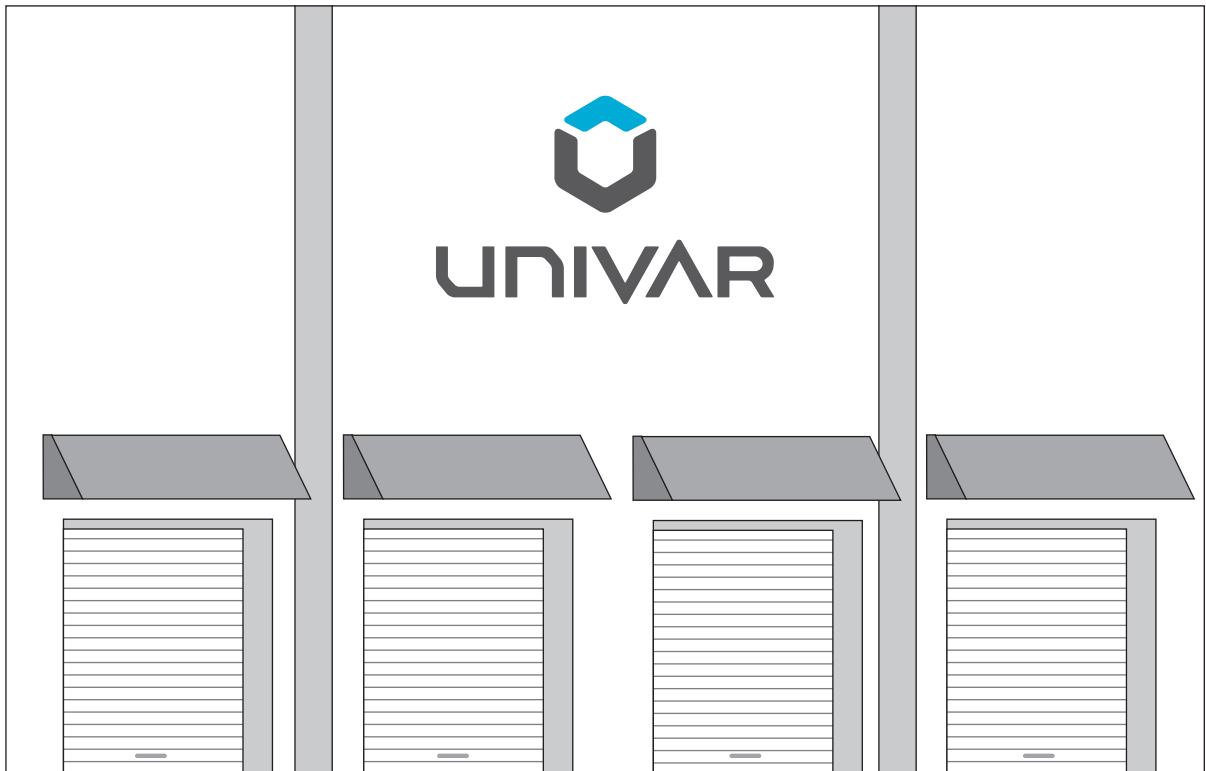


## Univar Signage

### Exterior

On all Univar exterior building signage, the primary, vertical signature should be used. Center the signature horizontally. The signature's

vertical position should be off-center, with more space below than above. Use the illustration below as a visual guide.

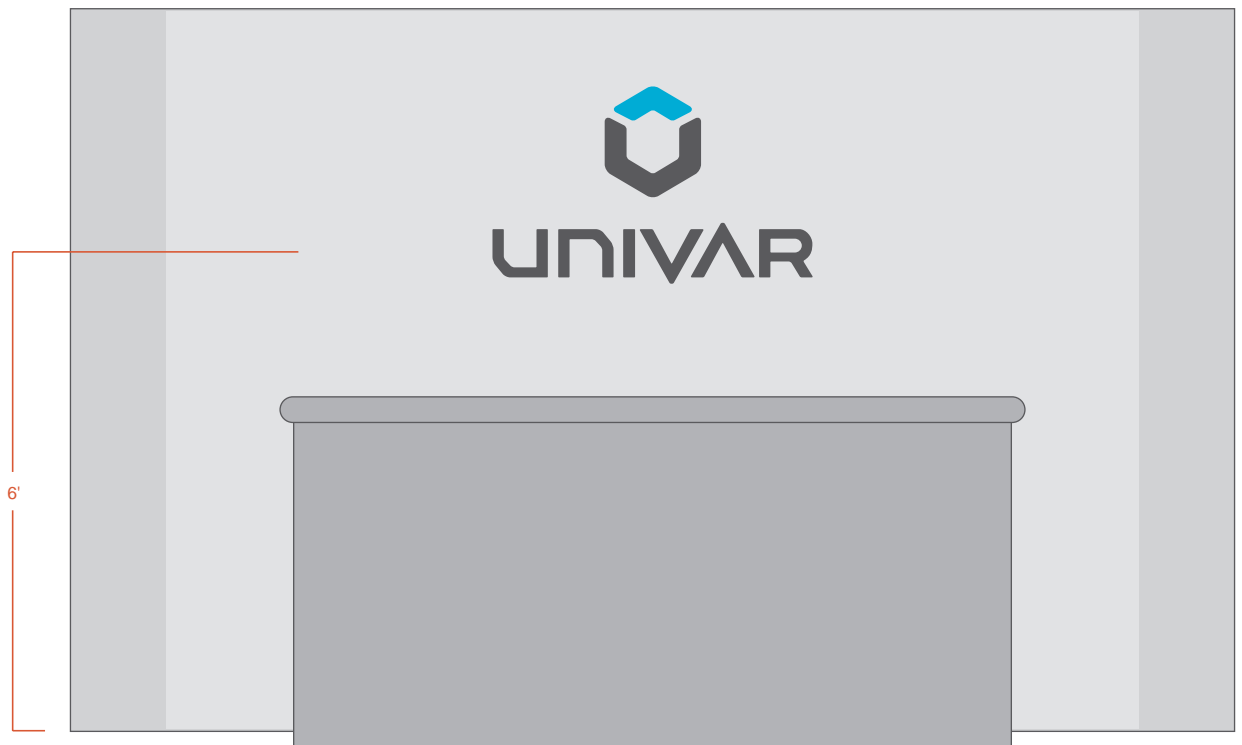


## Univar Signage

### Reception/Lobby

To maintain a strong appearance of the Univar brand, the primary signature should be used as signage in the lobby. Center the signature

above the reception desk at a height that provides the most visual impact. Use the illustration below as a visual guide.

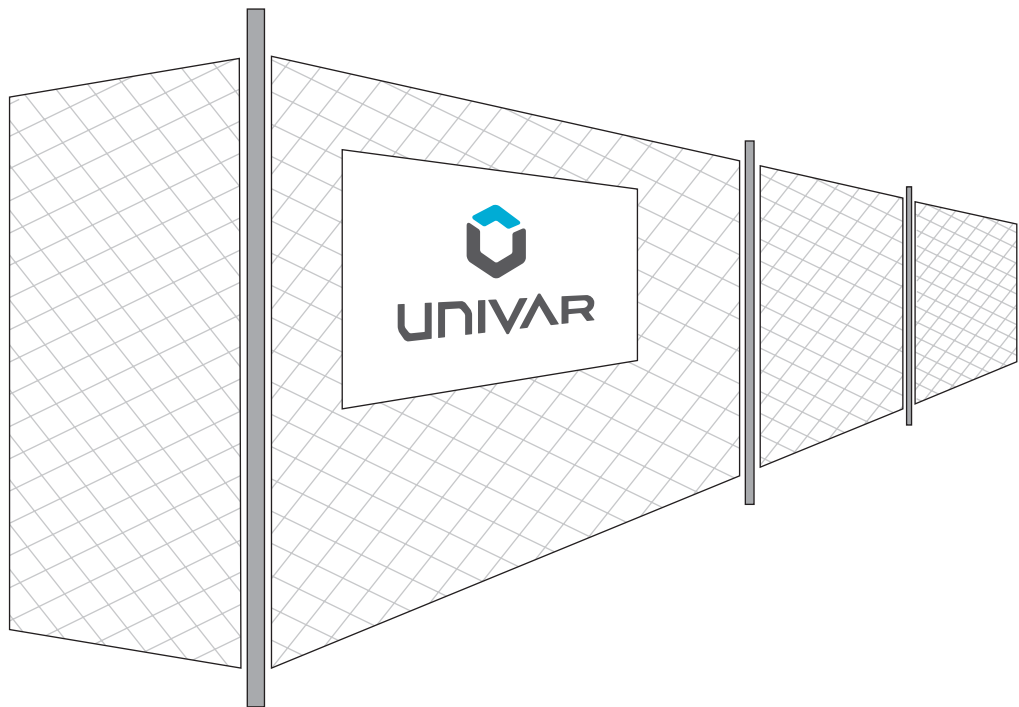


## Univar Signage

### Fence

For all fence signage, the primary, vertical signature should be used. Center the signature horizontally. The signature's vertical position

should be off-center, with more space below than above. Use the illustration below as a visual guide.



**Univar Vehicle Signage**

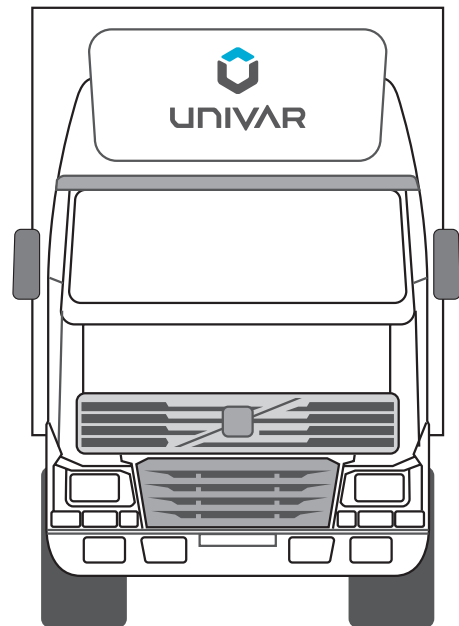
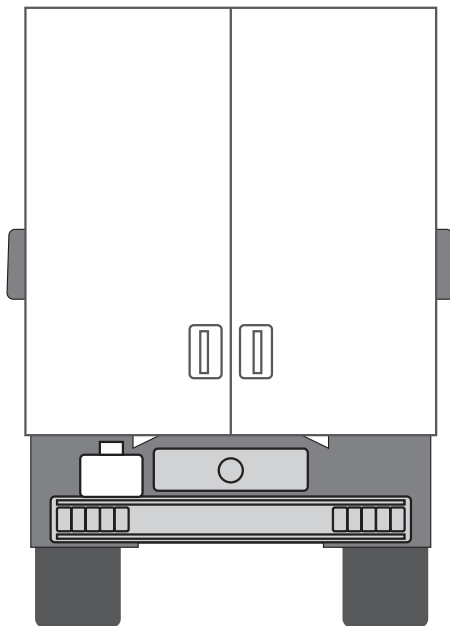
- F1 Trucks
- F2 Tankers

Univar Vehicle Signage

Trucks

All Univar vehicles should be white. Use the 2-color horizontal signature for the sides. The 2-color vertical signature should be centered

on the front of the truck. The illustrations below provide a general indication of how the Univar signature should be used on trucks.

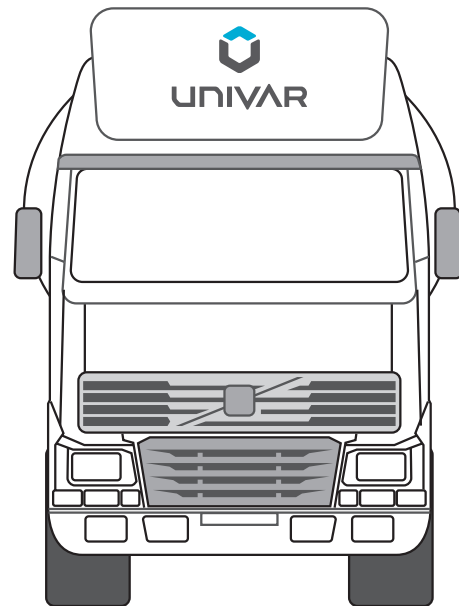
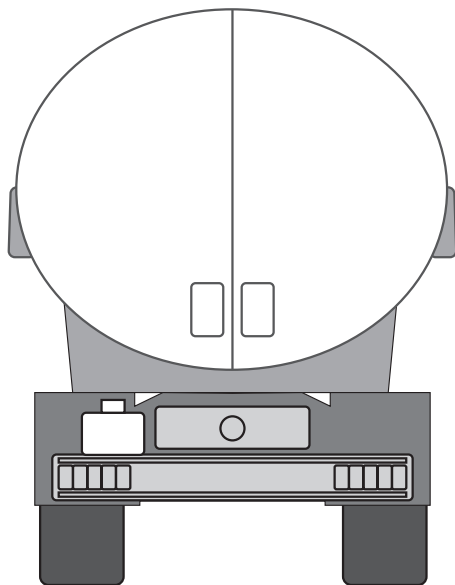
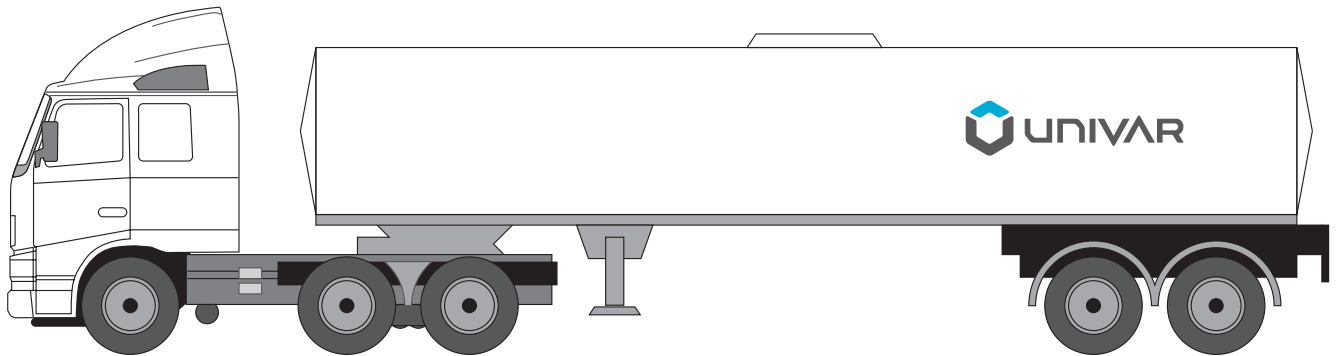


## Univar Vehicle Signage

### Tankers

All Univar vehicles should be white. Use the 2-color horizontal signature for the sides and the 2-color vertical signature for the front of the

tanker. The illustrations below provide a general indication of how the Univar signature should be used on tankers.





**Univar Giveaways**

G1 Badge/Pen/Mug

## Univar Giveaways

### Badge/Pen/Mug

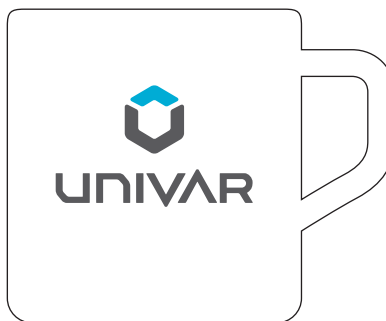
Below are several examples of promotional giveaways. Please use the illustrations as a visual guide for signature use.



Visitor's Badge



Pen



Mug

**Univar Trademark Usage**

- H1 Introduction
- H2 Trademark and Service Mark Rules

## Univar Trademark Usage

### Introduction

Univar USA identifies many of its products and services by using distinctive trademarks or service marks. A trademark identifies a source of products (e.g., VANGUARD® calcium hypochlorite granules) while a service mark identifies a source of services (e.g., UNIVAR® tank telemetry services). Trademarks and service marks are important because they identify a single source upon which customers are able to rely as an assurance that certain qualities and characteristics will consistently appear in the products or with the services identified by the mark. So, when customers see BALER'S CHOICE® baling twine, they recognize the mark BALER'S CHOICE® as an indication that the baling twine will have the same characteristics and qualities that they have previously known as consumers of BALER'S CHOICE® baling twine. Similarly, when customers see UNIVAR® chemical distribution services on a brochure or on letterhead stationery, they know that the services provided will be consistent with characteristics and qualities with which they have become familiar.

Because our trademarks and service marks communicate with our customers in this valuable way, Univar must maintain the quality and characteristics of its goods and services with great precision. Our marks serve to assure our customers that the goods and services they purchase originate from Univar USA, thus ensuring the ongoing value of our business.

To preserve this value, Univar must also stop any unauthorized use of its trademarks and service marks so that customers will continue to recognize our marks as an indication of characteristics and qualities that originate from Univar. In addition, it is important that we identify our trademarks and service marks so that everyone who sees our labels and printed materials will know that we are claiming the exclusive right to use our marks.

Proper use of these marks must comply with each of the following rules.

## Univar Trademark Usage

## Trademark and Service Mark Rules

**1.** In all visual representations, trademarks and service marks must “stand out” through depiction of the mark in all capital letters, or in a bold type, a different color, or a different size than the rest of the written material. (For example, UNIPINE pine oil.)

**2.** A trademark or a service mark must be used as an adjective and *not* as a noun or a verb. The mark serves to identify the source of the product, so it is an adjective. (For example, LIQUICHLOR chlorinating solution or LIQUICHLOR sodium hypochlorite.) The noun is the generic name of the product (a chlorinating solution or sodium hypochlorite) and the trademark or service mark is the adjective (LIQUICHLOR). It is not essential that customers know the name of the company from which the identified product originates. It is only essential that customers recognize the mark as an indication that all products and/or services with which the mark appears originate from a single source.

**3.** Do not allow anyone to use any of Univar's trademarks or service marks without express written permission.

**4.** All registered trademarks and service marks must be marked with the ®; all other trademarks should be identified by the ™; all other service marks should be identified by the ℠ (see list below that shows which trademarks and service marks are registered and which are not).

**5.** Univar's trademarks and service marks should not be used in conjunction with other companies' trademarks or service marks or with other companies' logos, etc. (For example, do not allow the use of one of our trademarks or service marks with the name of another company, such as DOW UNIPINE pine oil.)

The trademarks and service marks that identify the goods and services of Univar USA Inc. include the following:

### Registered trademarks or service marks which you must follow with ®:

BALER'S CHOICE®	MASTERLINE®	UVX 2000®
CHEMCARE®	NAMCO®	UNIVAR®
CHEMCARE and Design®	NEUTRA-CLA®	VAN WATERS & ROGERS®
CHEMPOINT.COM®	PERFORMANCE POLYMERS®	VAN WATERS & ROGERS INC.®
CHEMPOINT.COM and Design®	PESTWEB®	VANBLEND®
EE and Design®	RED BAND®	VANGUARD®
GRID®	REMOTE SENTRY®	VANWET®
GUARDSMAN®	REMOTE SENTRY and Design®	VANZOL®
ICE BITE and Design®	STRATUM®	VW&R and Design®
LIQUICHLOR®	SURESTOCK®	

### Trademarks for which Univar has applied for registration but has not yet received it; therefore, you must follow the trademark with ™:

KONTROL™	MASTERGREEN™	VALUELINE™
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### Service marks for which Univar has applied for registration but has not yet received it; therefore, you must follow the service mark with ℠:

(THE NEW CHEMCARE LOGO)™	PPI™
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NOTE: When “Univar” is used as our company's name, it is used as a trade name, as opposed to a trademark. A trade name identifies a business in the same way that a name identifies a person. The trade name therefore identifies the business entity and the characteristics of the business entity. Our trade name must be protected in the same manner in which our trademarks and service marks are protected, but need not be marked in the same manner as trademarks and service marks. Because a trade name is used in the same manner as a proper name, it may be used as a noun. Our trade name rights are different in that they represent the reputation associated with our business.