

# Marketing & Communications Guidelines

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# Marketing & Communications Guidelines

## Who Can Use our Intellectual Property?

Merrithew™, Leaders in Mindful Movement™, logos, images and trademarks are assets that help define the Company's corporate identity and brands. The Merrithew marketing and communications guidelines have been developed to facilitate proper and consistent delivery of communication materials pertaining to Merrithew, and Merrithew branded programming and fitness equipment. Proper and consistent usage strengthens our premium brands, which in turn benefit those associated with our company and brands. All intellectual property is owned by Merrithew Corporation.

Use of the Company's Intellectual Property is monitored carefully for compliance. In addition to protecting brand integrity, Merrithew has contractual obligations to protect the rights of the models depicted in photographs, and royalty fees may apply.

Note: Merrithew images and trademarks may be used to describe and promote the STOTT PILATES®, ZEN•GA®, CORE™ Athletic Conditioning & Performance Training™, Total Barre® and Halo® Training branded programs exclusively and will ONLY be considered for use by:

- Merrithew Corporate Training Center
- Merrithew Licensed Training Centers and Host Training Centers\*
- Merrithew Equipment Distributors
- Instructor Trainers
- STOTT PILATES Certified Instructors
- ZEN•GA Qualified Instructors
- CORE Qualified Instructors
- Total Barre Qualified Instructors
- Halo Qualified Instructors
- Media

The following are required guidelines to ensure that all collateral materials including ads, brochures, web pages, manuals, published editorial, reviews, press releases and other print and digital materials support our brands.

As a leading authority on Pilates and other responsible mind-body exercise, we pride ourselves on producing high-caliber Intellectual Property materials (images, content etc.) for use by our valued partners. Please adhere to the following guidelines to ensure the strength of our brands.

## Marketing Materials Approval Process

Anyone using Merrithew, STOTT PILATES, ZEN•GA, CORE, Total Barre, or Halo Training logos, images or trademarks owned and licensed by Merrithew Corporation must email or fax a copy of their initial design concept for review BEFORE the final stages of production. It is advised that you place the image you received from the Merrithew Marketing team ([marketing@merrithew.com](mailto:marketing@merrithew.com)) in your design to ensure timely review of your materials. Upon completion of the review, feedback will be given and any changes should be made before publication. Please allow up to five (5) business days for the marketing review process.

Please send all materials for review to [marketing@merrithew.com](mailto:marketing@merrithew.com).

## Availability of Photography and Videos

Select photographs and videos are available for one-time web and print usage (approval must be sought for each media usage — per brochure, ad, editorial/article, review, website, etc.).

To qualify for usage you must be a:

- Merrithew Corporate Training Center
- Merrithew Licensed Training Center or Host Training Center
- Merrithew Equipment Distributor or Authorized Resellers
- Instructor Trainer
- STOTT PILATES Certified Instructor
- ZEN•GA, CORE, Total Barre, or Halo Qualified Instructor
- A member of the Media

## Photography and Video Usage Guidelines

In order to use Merrithew Corporation photos and videos, you agree to:

- Obtain permission from the Merrithew Marketing Department
- Comply with all copyright and trademark requirements
- Include a logo link to [merrithew.com](http://merrithew.com)
- Receive final approval of your website or online promotion from the Merrithew Marketing Department

Please note that all Merrithew photography and video usage for online or printed materials must include the following credit:

- *"Photography © Merrithew Corporation"*
- *"Video © Merrithew Corporation"*

To view available photography and videos please contact: [marketing@merrithew.com](mailto:marketing@merrithew.com) or visit [merrithew.com/instructor-training/instructor-portal/home](http://merrithew.com/instructor-training/instructor-portal/home)

The images provided on this site are low-resolution and watermarked. You are free to download these comps for your design mock-ups. High-resolution images are available free of charge upon approval of the final design. You can download the approval form and send into: [marketing@merrithew.com](mailto:marketing@merrithew.com) with a PDF or JPEG showing how the images will be used. You will receive an email with approval or feedback for adjustments within five (5) business days. Upon completion of the required edits on your end, we will provide the high-resolution files for production.

For usage of content from our website or printed materials:

- *"Content © Merrithew Corporation, used with permission"*

\* A Host Training Center is any facility that is offering, or scheduled to offer, Merrithew's branded programs, courses and workshops. A facility that has not hosted courses or workshops for more than six months is not eligible to receive marketing materials until new courses and workshops are scheduled.



### Official Company Description

Merrithew™, Leaders in Mindful Movement™, is dedicated to building high-caliber, multi-disciplinary fitness brands for people of all ages, levels of fitness and abilities. For almost 30 years, Lindsay and Moira Merrithew have built their business on the philosophy that effective and responsible exercise is the foundation to a better lifestyle.

Merrithew's premier Pilates brand, STOTT PILATES®, delivers high-caliber education with over 50,000 students trained from more than 100 countries. Other high-end Merrithew branded programs include ZEN•GA®, CORE™ Athletic Conditioning & Performance Training™, Total Barre® and Halo® Training.

Merrithew is a name synonymous with the highest quality and finest manufacturing materials in the industry. Used by sports teams, health professionals, studios and fitness facilities around the world, the Merrithew equipment line is recognized as The Professional's Choice™. Crafted with pride, precision and the highest-quality components in the industry, Merrithew equipment is sleek, versatile, durable and engineered for maximum safety and effectiveness. The company also has a large collection of fitness DVDs with over 145 produced for professional and consumer markets.

### Company Name

- The official trade name is Merrithew™.
- The legal name of the Company is Merrithew International Inc.

### Please Note the Following:

- Do not refer to the Company as STOTT PILATES®. STOTT PILATES® is Merrithew's premier brand, not the Company name.
- Do not refer to the brand as STOTT, Stott or SP; use STOTT PILATES®. STOTT PILATES is the registered trademark. By shortening it, the brand becomes diluted and weakens the branding efforts.
- For branding emphasis, always write STOTT PILATES® in all capital letters not Stott Pilates or STOTT Pilates.
- Remove references to STOTT PILATES Inc. or Stott Conditioning, as these are not the trademarks.
- Remove any references and links to stottconditioning.com

### Corporate Mission

The mission of Merrithew is to motivate people of all ages and life stages to lead healthier lives through high-quality fitness brands. We do this by supporting and inspiring people worldwide to achieve optimal fitness and wellness through premium programming and equipment. Our vision and mission are based on the value we place on education, connection, respect, passion, integrity, leadership, accountability and quality.

The company's slogan captures our vision and mission succinctly: Leaders in Mindful Movement™.

Our goal is to promote the integrity and credibility of our Pilates and fitness brands to consumers and professionals worldwide — and remain a leader in the health and fitness industry.

### Boilerplate for Publication

The following statement is the Company boilerplate for use on press releases and other relevant documents:

*Merrithew™ was co-founded by Lindsay and Moira Merrithew in 1988. For almost 30 years they have been dedicated to enriching the lives of others by providing responsible exercise modalities and innovative fitness brands across the globe. Merrithew's premier Pilates brand, STOTT PILATES®, delivers best-in-class Pilates education and media to everyone from avid exercisers, elite athletes, and pre/post-natal clients, to rehab and fitness professionals, and is used by studios worldwide. Other high-end Merrithew fitness brands include ZEN•GA®, CORE™ Athletic Conditioning & Performance Training™, Total Barre® and Halo® Training. Merrithew has trained over 50,000 students in over 100 countries. Merrithew's Media Division (MMD) produces print and video-based content for professional and consumer markets.*

*For more information visit [merrithew.com](http://merrithew.com).*

### Official Bios

**Lindsay G. Merrithew**, President and CEO, has been the driving force behind the growth of Merrithew™ and its premium branded programs STOTT PILATES®, ZEN•GA®, CORE™ Athletic Conditioning & Performance Training™, Total Barre® and Halo® Training. He has been instrumental in designing, producing and marketing the Company's extensive equipment and video lines. To date, he has developed dozens of commercial products and has executive produced over 145 fitness DVDs for the professional and consumer markets.

**Moira Merrithew**, Executive Director, Education, along with President and CEO of Merrithew™, Lindsay G. Merrithew, has spent nearly three decades promoting the benefits of responsible exercise through their branded programs STOTT PILATES®, ZEN•GA®, CORE™ Athletic Conditioning & Performance Training™, Total Barre® and Halo® Training. Working closely with a team of physical therapists, sports medicine and fitness professionals, they ensure all programming is aligned with current scientific and biomechanical research.

### Combined Bio

Since founding Merrithew™ in 1988, Lindsay and Moira Merrithew have been committed to developing high-integrity fitness programs, products and services across a variety of disciplines that help people of all ages and abilities achieve a healthy lifestyle through their premium branded programs STOTT PILATES®, ZEN•GA®, CORE™ Athletic Conditioning & Performance Training™, Total Barre® and Halo® Training. Merrithew's Media Division (MMD) produces print and video-based content for professional and consumer markets.

### Official Reference to Co-Founders

#### Please note the following:

- When it is appropriate to communicate about the founders (Lindsay G. Merrithew and Moira Merrithew), we communicate them as equal partners — they are “co-creators” or “co-founders” of Merrithew and its branded programs STOTT PILATES®, ZEN•GA®, CORE™ Athletic Conditioning & Performance Training™, Total Barre® and Halo® Training.
- The Merrithews each have their own distinct roles within the company: Lindsay G. Merrithew is President & CEO, Moira Merrithew is Executive Director of Education.
- Moira Merrithew is also a Master Instructor Trainer.
- Please do not refer to Moira Merrithew as Moira Stott or Moira Stott-Merrithew.
- Lindsay G. Merrithew is also the Executive Producer of the Merrithew award-winning DVD library, featuring STOTT PILATES®, CORE™, ZEN•GA® and Total Barre® programming.

### Need More Information?

Refer to [merrithew.com/aboutus/founders-bios](http://merrithew.com/aboutus/founders-bios)

### Titles for Partners and Instructors

If you are one of our partners, an Instructor Trainer, or have purchased our equipment, you must use the approved titles in your materials.

- Instructor Trainers can use: “Merrithew™ Instructor Trainer” when referencing your role broadly and when referring to your qualifications in a specific branded program use the following convention: STOTT PILATES® Instructor Trainer, Total Barre® Instructor Trainer, etc.
- Equipment purchasers can use: “Merrithew™ Equipment” or “Using (Featuring) Merrithew™ Equipment” or “Powered by Merrithew™ Equipment”
- Distributors can use: “Merrithew™ Equipment Distributor” or “Official Distributor of Merrithew™ Equipment” or “<Country> Distributor of Merrithew™ Equipment”
- Resellers can use: “Merrithew Authorized Reseller”
- Licensed Training Centers can use: “Merrithew™ Licensed Training Center
- Host Training Centers can use: “Merrithew™ Host Training Center”

### Logo Usage

Merrithew will supply correct logos upon request.

- Only recognized Distributors, Resellers, Licensed Training Centers, Host Training Centers, Instructor Trainers, STOTT PILATES Certified Instructors and Qualified Instructors may use the Merrithew logos with permission. Please note that specific Distributor and LTC logos are available and should be used.
- Under no circumstances should any Merrithew logos be recreated.
- Under no circumstances should the proportions of the logo be altered in any way, including color changes without prior authorization.
- The logo can be placed no smaller than can be easily read with the unaided eye.
- Web-ready logos may NOT be used in printed materials.

### Brand Colors

Our color range is based on ‘four-color process’ color, CMYK values are specified below with the closest Pantone equivalent.

Gray is the primary color of the Merrithew identity.

PMS 8403 C Metallic, or PMS 424 C or CMYK 56 / 48 / 48 / 14

Please do not specify Pantone colors when printing in four-color process as they will not appear correctly.

### Brand Fonts

Frutiger and Frutiger Condensed are the Merrithew fonts.

Gotham is the Merrithew web font.

## STOTT PILATES®

# STOTT PILATES®

### Official Description

STOTT PILATES® is a contemporary approach to the original exercise method pioneered by the late Joseph Pilates. Lindsay and Moira Merrithew, along with a team of physical therapists, sports medicine and fitness professionals, have spent over three decades refining the acclaimed STOTT PILATES method of exercise. The refined method resulted in the inclusion of modern principles of exercise science and rehabilitation — making it one of the safest and most effective methods available. STOTT PILATES is recognized as The Professional's Choice™ by studios, fitness facilities, fitness professionals and the consumer market worldwide.

STOTT PILATES tagline: *Intelligent Exercise. Profound Results®.*

All communication tools should capitalize on the STOTT PILATES® brand and convey the qualities of STOTT PILATES®.

Here are some things to keep in mind to ensure all ads, collateral, brochures, web copy, manuals, editorial and press releases are 'on message' and support the brand as a whole.

- **Leadership:** STOTT PILATES is a credible authority in the field of Pilates. It has a strong, successful, established presence and is here to stay.
- **Innovation:** STOTT PILATES is a driving force in the industry, ahead of the curve, continually evolving to remain contemporary and relevant.
- **High Quality:** STOTT PILATES Education connotes high-caliber training, thorough expertise and a safe, scientific approach.
- **Integrity:** STOTT PILATES is a trustworthy brand committed to exceeding client and consumer expectations.
- **Tone & Personality:** Sophisticated, elegant, warm, professional, intelligent.
- **Voice:** Clear and consistent, friendly and supportive, knowledgeable.
- **Positioning:** STOTT PILATES is an intelligent, innovative leader that places the highest value on quality. STOTT PILATES is known as Merrithew's premier Pilates brand.

### Learn more about STOTT PILATES:

- For the STOTT PILATES Method: [merrithew.com/stott-pilates](http://merrithew.com/stott-pilates)
- FAQ information: [merrithew.com/stott-pilates/faq](http://merrithew.com/stott-pilates/faq)
- Articles: [merrithew.com/stott-pilates/articles](http://merrithew.com/stott-pilates/articles)
- News Releases: [merrithew.com/media/press-releases](http://merrithew.com/media/press-releases)

### Titles for Partners and Instructors

If you are one of our partners, or an Instructor, you must use the approved titles in your materials.

**Important note:** In order to distinguish yourself from the Company's head office, you must identify your relationship with the brand. Only Merrithew head office may use "STOTT PILATES®" on its own because it implies that it is owned and operated by the Company. For example:

- "Merrithew™ Instructor Trainer" when referencing your role broadly and "STOTT PILATES® Instructor Trainer" when referencing your qualifications to train Instructors in the STOTT PILATES® Method
- Certified Instructors can use: "STOTT PILATES® Certified Instructor" or "Using (Featuring, Applying) the STOTT PILATES® Method"
- Non-Certified Instructors who have successfully completed one or more STOTT PILATES courses but have not yet certified can use the term "STOTT PILATES® Trained Instructor"
- LTCs can use: "Merrithew™ Licensed Training Center" or "Using (Featuring, Applying) the STOTT PILATES® Method" or "Providing training/certification in the STOTT PILATES® Method"
- Hosting Centers can use: "STOTT PILATES® Courses" or "Merrithew™ Host Training Center" or "Providing courses/workshops in the STOTT PILATES® Method"

### Logo Usage

Merrithew will supply correct logos upon request.

- Only recognized Distributors, LTCs, STOTT PILATES Certified Instructors may use STOTT PILATES logos with permission from Merrithew. Please note that specific Distributor and LTC logos are available and should be used.
- Under no circumstances should any logos be recreated.
- Under no circumstances should the proportions of the logo be altered in any way, including color changes without prior authorization.
- The logo can be placed no smaller than can be easily read with the unaided eye.
- Web-ready logos may NOT be used in printed materials.

### Brand Colors

Our color range is based on 'four-color process' color, CMYK values are specified below with the closest Pantone equivalent.

Bronze is the primary color of the STOTT PILATES identity.

PMS 8005 C Metallic or CMYK 40 / 40 / 62 / 15

Please do not specify Pantone colors when printing in four-color process as they will not appear correctly.

### Brand Fonts

Frutiger and Frutiger Condensed are the STOTT PILATES fonts.

For more information visit:

[merrithew.com/instructor-training/stott-pilates](http://merrithew.com/instructor-training/stott-pilates)

## STOTT PILATES® REHAB

### STOTT PILATES® | REHAB

#### Official Description

The STOTT PILATES Rehabilitation Program integrates modified Matwork and equipment exercise into therapeutic conditioning. Courses cover the therapeutic foundations of STOTT PILATES and how they integrate with current rehabilitation practices, as well as choreography, modifications, indications and contraindications, into clinical scenarios. Taught by health care professionals, the Rehab Program is open to medical and rehabilitation professionals, including physiotherapists, physical therapists and physical therapy assistants, occupational therapists, chiropractors, medical doctors and sports medicine doctors or professionals that have been granted the right to assess, diagnose, treat, and prescribe exercise.

#### Titles for Partners and Instructors

If you are one of our partners, or an Instructor, you must use the approved titles in your materials.

**Important note:** In order to distinguish yourself from the Company's head office, you must identify your relationship with the brand. Only Merrithew head office may use "STOTT PILATES® Rehab" on its own because it implies that it is owned and operated by the Company. For example:

- "Merrithew™ Instructor Trainer" when referencing your role broadly and "STOTT PILATES® Rehab Instructor Trainer" when referencing your qualifications to teach STOTT PILATES® Rehab
- Certified Instructors can use: "STOTT PILATES® Rehab Certified Instructor" or "Using (Featuring, Applying) the STOTT PILATES® Rehab Method"
- Non-Certified Instructors who have successfully completed one or more STOTT PILATES Rehab courses but have not yet certified can use the term "STOTT PILATES® Rehab Trained Instructor"
- Licensed Training Centers can use: "Providing training and certification in the STOTT PILATES® Rehab Method"
- Host Training Centers can use: "Providing courses and workshops in the STOTT PILATES® Rehab Method"

#### Logo Usage

Merrithew will supply correct logos upon request.

- Only recognized Distributors, Licensed Training Centers, Host Training Centers, Instructor Trainers, STOTT PILATES Certified Instructors may use STOTT PILATES Rehab logos with permission from Merrithew. Please note that specific Distributor and LTC logos are available and should be used.
- Under no circumstances should any logos be recreated.
- Under no circumstances should the proportions of the logo be altered in any way, including color changes without prior authorization.
- The logo can be placed no smaller than can be easily read with the unaided eye.
- Web-ready logos may NOT be used in printed materials.

#### Brand Colors

Our color range is based on 'four-color process' color, CMYK values are specified below with the closest Pantone equivalent.

Bronze is the primary color of the STOTT PILATES Rehab identity. PMS 8005 C Metallic or CMYK 40 / 40 / 62 / 15

Please do not specify Pantone colors when printing in four-color process as they will not appear correctly.

#### Brand Fonts

Frutiger and Frutiger Condensed are the STOTT PILATES Rehab fonts.

For more information visit:

[merrithew.com/instructor-training/stott-pilates-rehab](https://merrithew.com/instructor-training/stott-pilates-rehab)

ZEN•GA®



### Official Description

ZEN•GA® is a unique mind-body modality that fuses elements of Pilates, yoga, martial arts and meditation into a series of flowing movements that emphasize the breath and strengthen both body and mind. Using props and equipment, these accessible workouts are playful yet powerful, emphasizing smooth transitions, intention of the movements and focusing on the personal physical effects of movement paired with deep breathing. The gateway to a mind-body practice, ZEN•GA is designed to stimulate the fascial system and build endurance, strength, mobility and stability while cultivating a greater sense of physical awareness that extends beyond the workout experience.

ZEN•GA tagline: *Mindful Movement.*

### Titles for Partners and Instructors

If you are one of our partners, or an Instructor, you must use the approved titles in your materials.

**Important note:** In order to distinguish yourself from the Company's head office, you must identify your relationship with the brand. Only Merrithew head office may use "ZEN•GA®" on its own because it implies that it is owned and operated by the Company.

- Instructor Trainers can say: "Merrithew Instructor Trainer" when referencing your role broadly and "ZEN•GA® Instructor Trainer" when referencing your qualifications to train Instructors in ZEN•GA®
- Qualified Instructors who have successfully completed the ZEN•GA Instructor Foundation Course, can use the term "ZEN•GA® Qualified Instructor"
- Non-Qualified Instructors who have successfully completed one or more ZEN•GA workshops but have not yet qualified can use the term "ZEN•GA® Trained Instructor"

*Trademark note: Please ensure you are using the correct trademark for ZEN•GA®. In some markets it should appear as ZEN•GA® while in other markets it should appear as ZEN•GA™. Please see page 14 or contact [marketing@merrithew.com](mailto:marketing@merrithew.com) for assistance.*

### Logo Usage

Merrithew head office will supply correct logos upon request.

- Only recognized Distributors, Licensed Training Centers, Host Training Centers, Instructor Trainers, and ZEN•GA Qualified Instructors may use ZEN•GA logos with permission from Merrithew.
- Under no circumstances should any logos be recreated.
- Under no circumstances should the proportions of the logo be altered in any way, including color changes without prior authorization.
- The logo can be placed no smaller than can be easily read with the unaided eye.
- Web-ready logos may NOT be used in printed materials.

### Brand Colors

Our color range is based on 'four-color process' color, CMYK values are specified below with the closest Pantone equivalent.

Indigo and Purple are the primary colors of the ZEN•GA brand.

Indigo = CMYK 87 / 78 / 14 / 2

Purple = CMYK 57 / 75 / 24 / 5

Please do not specify Pantone colors when printing in four-color process as they will not appear correctly.

### Brand Font

Frutiger is the ZEN•GA font.

New Century Schoolbook may be used as a display font.

For more information about ZEN•GA visit:

[merrithew.com/instructor-training/zenga](http://merrithew.com/instructor-training/zenga)



## CORE™ Athletic Conditioning & Performance Training™



### Official Description

Developed exclusively by Merrithew experts, CORE™ Athletic Conditioning & Performance Training™ focuses on functional fitness targeting core strength and kinesthetic awareness leading to improvements in total-body strength and power. A multi-layered system, it is designed for both novice and high-level athletes. Enhance performance by improving precision, control, strength, power, and agility. Jumpstart metabolism, optimize athletic performance, and train smarter with this combination of body control and power movements that transform regular training regimens into high intensity, results-driven workouts. This unique system will help retrain unbalanced muscles, initiate the core, and build strength from within that will transfer on and off the playing field!

**Note:** When referring to CORE™ Athletic Conditioning & Performance Training™ in naming workshops and sessions, you can shorten it to CORE™\* as long as you use an asterisk pointing to the corresponding legal line at the bottom of the page on which the trademark is mentioned.

Corresponding legal line:

*\*Athletic Conditioning & Performance Training™*

### Titles for Partners and Instructors

If you are one of our partners, or an Instructor, you must use the approved titles in your materials.

**Important note:** In order to distinguish yourself from the Company's head office, you must identify your relationship with the brand. Only Merrithew head office may use "CORE™" on its own because it implies that it is owned and operated by the Company.

- Instructor Trainers can use: "Merrithew Instructor Trainer" when referencing your role broadly and "CORE™ Instructor Trainer" when referencing your qualifications to train Instructors in CORE™
- Qualified Instructors who have successfully completed the CORE Instructor Foundation Course, can use the term "CORE™ Qualified Instructor"
- Non-Qualified Instructors who have successfully completed one or more CORE workshops but have not yet qualified, can use the term "CORE™ Trained Instructor"

### Logo Usage

Merrithew head office will supply correct logos upon request.

- Only recognized Distributors, Licensed Training Centers, Host Training Centers, Instructor Trainers, CORE Qualified Instructors may use CORE™ logos with permission from Merrithew.
- Under no circumstances should any Merrithew logos be recreated.
- Under no circumstances should the proportions of the logo be altered in any way, including color changes without prior authorization.
- The logo can be placed no smaller than can be easily read with the unaided eye.
- Web-ready logos may NOT be used in printed materials.

### Brand Colors

Our color range is based on 'four-color process' color, CMYK values are specified below with the closest Pantone equivalent.

Dark Gray and Bronze are the primary colors of the CORE™ identity.

Slate Gray = PMS 425 or CMYK 0 / 0 / 0 / 81

Bronze = PMS 8004 C Metallic or CMYK 43 / 47 / 59 / 13

Please do not specify Pantone colors when printing in four-color process as they will not appear correctly.

### Brand Fonts

Frutiger is the CORE font.

Gotham may be used as a display font.

To learn more about Core Athletic Conditioning & Performance Training visit: [merrithew.com/instructor-training/core](http://merrithew.com/instructor-training/core)

## Total Barre®



### Official Description

High-energy and dynamic, Total Barre® integrates elements of Pilates, dance, cardio and strength training to create programming that is fully expandable and adaptable to any client base. Based on Merrithew's three decades of developing safe and responsible exercise, Total Barre is designed to emphasize the correct biomechanics of movement combined with the power of music to increase strength, flexibility, stamina and dynamic stability. Total Barre is the safest and most impactful barre program available — and no dance experience required!

### Titles for Partners and Instructors

If you are one of our partners, or an Instructor, you must use the approved titles in your materials.

**Important note:** In order to distinguish yourself from the Company's head office, you must identify your relationship with the brand. Only Merrithew head office may use "Total Barre®" on its own because it implies that it is owned and operated by the Company.

- Instructor Trainers can use: "Merrithew Instructor Trainer" when referencing your role broadly and "Total Barre® Instructor Trainer" when referencing your qualifications to train Instructors in Total Barre®
- Qualified Instructors who have successfully completed the Total Barre Instructor Foundation Course, can use the term "Total Barre® Qualified Instructor"
- Non-Qualified Instructors who have successfully completed one or more Total Barre workshops but have not yet qualified, can use the term "Total Barre® Trained Instructor"

*Trademark note: Please ensure you are using the correct trademark for Total Barre®. In some markets it should appear as Total Barre® while in other markets it should appear as Total Barre™. Please see page 14 or contact [marketing@merrithew.com](mailto:marketing@merrithew.com) for assistance.*

### Logo Usage

Merrithew head office will supply correct logos upon request.

- Only recognized Distributors, Licensed Training Centers, Host Training Centers, Instructor Trainers, Total Barre Qualified Instructors may use Total Barre® logos with permission from Merrithew.
- Under no circumstances should any logos be recreated.
- Under no circumstances should the proportions of the logo be altered in any way, including color changes without prior authorization.
- The logo can be placed no smaller than can be easily read with the unaided eye.
- Web-ready logos may NOT be used in printed materials.

### Brand Colors

Our color range is based on 'four-color process' color, CMYK values are specified below with the closest Pantone equivalent.

Pink and Gray are the primary colors of the Total Barre® brand.

Pink = PMS 226 C or CMYK 0 / 100 / 15 / 0

Gray = PMS 423 C or CMYK 0 / 0 / 0 / 45

Please do not specify Pantone colors when printing in four-color process as they will not appear correctly.

### Brand Fonts

Archer is the display font for Total Barre, and can be used for text in marketing and advertising applications. Frutiger is used as the text font.

For more information about Total Barre go to:

[merrithew.com/instructor-training/total-barre](https://merrithew.com/instructor-training/total-barre)

## Halo® Training



### Official Description

Halo® Training incorporates the science of core-integrated bodyweight training. The core group of muscles can be described as a three-dimensional cylinder requiring multiple positions, planes of motion and degrees of resistance to be challenged appropriately. Halo Training is multi-functional and three-dimensional, providing overall body conditioning that incorporates strength and endurance work, flexibility training, interval training and injury prevention.

With the use of the Halo® Trainer Plus and Stability Ball™, exercises can be prescribed that follow unique progressions or regressions designed to increase functional strength and stability for a client at any level of condition, from rehab through to athletic performance training.

### Titles for Partners and Instructors

If you are one of our partners, or an Instructor, you must use the approved titles in your materials.

**Important note:** In order to distinguish yourself from the Company's head office, you must identify your relationship with the brand. Only Merrithew head office may use "Halo® Training" on its own because it implies that it is owned and operated by the Company.

- Instructor Trainers can use: "Merrithew Instructor Trainer" when referencing your role broadly and "Halo® Instructor Trainer" when referencing your qualifications to train Instructors in Halo® Training
- Qualified Instructors who have successfully completed one or both Halo Training Instructor Foundation Courses, can use the term "Halo® Qualified Instructor"
- Non-Qualified Instructors who have successfully completed one or more Halo Training workshops but have not yet qualified, can use the term "Halo® Trained Instructor"

### Logo Usage

Merrithew head office will supply correct logos upon request.

- Only recognized Distributors, Licensed Training Centers, Host Training Centers, Instructor Trainers, Halo Qualified Instructors may use Halo Training logos with permission from Merrithew.
- Under no circumstances should any Merrithew logos be recreated.
- Under no circumstances should the proportions of the logo be altered in any way, including color changes without prior authorization.
- The logo can be placed no smaller than can be easily read with the unaided eye.
- Web-ready logos may NOT be used in printed materials.

### Brand Colors

Our color range is based on 'four-color process' color, CMYK values are specified below with the closest Pantone equivalent.

Black, Green and Gray are the primary colors of the Halo® Training identity.

Black = PMS Process Black or CMYK 0 / 0 / 0 / 100

Green = PMS 375 C or CMYK 46 / 0 / 90 / 0

Gray = CMYK 0 / 0 / 0 / 60

Please do not specify Pantone colors when printing in four-color process as they will not appear correctly.

### Brand Fonts

Frutiger is the Halo Training font.

For more information about Halo Training go to:

**[merrithew.com/instructor-training/halo-training](http://merrithew.com/instructor-training/halo-training)**

## Fascial Movement



### Official Description

The Fascial Movement courses and workshops review basic fascial anatomy and physiology, explore the latest research findings on the neuro-myofascial skeletal system and are for those already working in the fields of fitness, therapeutic movement and rehabilitation. Learn the important role of fascia in the body and its relevance to movement. Define and explore fascial movement variables such as: Bounce, Sense, Expand and Hydrate, that educate professionals on the practical application of fascia to all types of programs for any level of client.

### Titles for Partners and Instructors

If you are one of our partners, or an Instructor, you must use the approved titles in your materials.

**Important note:** Merrithew's Fascial Movement Course is an education offering and therefore is not described as a branded program. Only those who have trained in this education offering or are qualified to teach it can reference it in the context of the overall relationship with Merrithew.

- Instructor Trainers can use: "Merrithew™ Instructor Trainer" when referencing your role broadly and "Fascial Movement Instructor Trainer" when referencing your qualifications to train Instructors the Fascial Movement Instructor Course once that designation has been granted.
- Participants who have successfully completed the Merrithew Fascial Movement Instructor Course, can use the term "trained in Merrithew™ Fascial Movement"

### Logo Usage

Fascial Movement is an education offering and is not considered a branded program. As such, the Fascial Movement offerings do not have a logo. Please use the Merrithew™ logo on marketing materials for Fascial Movement education. Below are the requirements for using the Merrithew logo.

Merrithew will supply correct logos upon request.

- Only recognized Distributors, Licensed Training Centers, Host Training Centers, Instructor Trainers, STOTT PILATES Certified Instructors and Qualified Instructors may use the Merrithew logos with permission.
- Under no circumstances should any Merrithew logos be recreated.
- Under no circumstances should the proportions of the logo be altered in any way, including color changes without prior authorization.
- The logo can be placed no smaller than can be easily read with the unaided eye.
- Web-ready logos may NOT be used in printed materials.

### Colors

Our color range is based on 'four-color process' color, CMYK values are specified below with the closest Pantone equivalent.

Blue, Black and Gray are the primary colors of the Merrithew Fascial Movement identity.

Blue = CMYK 79 / 0 / 6 / 4

Gray = PMS 424 C or CMYK 56 / 48 / 48 / 14

Please do not specify Pantone colors when printing in four-color process as they will not appear correctly.

### Fonts

Frutiger and Frutiger Condensed are the Fascial Movement fonts.

For more information visit:

[merrithew.com/instructor-training/fascial-movement](https://merrithew.com/instructor-training/fascial-movement)

# Importance of Trademarks

Trademarks uniquely associate a product or service with a particular source, distinguishing it from the products and services of others. Because of their value, it is important for Merrithew to protect its trademarks.

In order to protect Merrithew trademarks (owned and licensed by Merrithew Corporation), the trademark must be used as a proper adjective followed by the common name of the product, as indicated with some examples below. The trademark should not be used as a noun or verb, nor should it be used in the possessive sense. This is to prevent our trademarks from becoming generic terms.

## How to use our Trademarks

- If a trademark in the list below appears in ALL CAPS, please capitalize it in your materials.
- Licensees/distributors may use either the asterisk (\*) or trademark/registered trademark (™/®) symbols to designate Merrithew Corporation or Merrithew trademarks. An asterisk is used to distinguish Merrithew Corporation trademarks from any other trademarks you use.
- Use an asterisk (\*) or trademark/registered trademark (™/®) symbol after the first mention of each trademark in a document or the first mention on each page.
- In fine print at the bottom of your document, you must state:  
™/® Trademark or registered trademark of Merrithew Corporation, used under license.  
OR  
\*Trademark or registered trademark of Merrithew Corporation, used under license.

Please note: that in order to avoid confusion, Merrithew™, STOTT PILATES®, ZEN•GA®, CORE™ Athletic Conditioning & Performance Training™, Total Barre® and Halo® Training may not be used as part of your company name, trade name or business name.

## Registered Trademarks for United States/Rest of World Unless Otherwise Indicated

Our current trademarks, registered and unregistered, are provided in this document. Please choose how to utilize our trademarks based on the country in which you promote your services.

- If communicating or promoting in both US and Canadian markets, please use the US trademarks.
- If communicating in other parts of the world use the US trademarks unless other country specific trademarks are noted.
- Please ensure the corresponding legal lines are used in the local language.

## Digital Use of Trademarks

With the growth of digital marketing and social platforms, it is important that we create a consistent digital brand presence and ask that our partners support us in this effort. In order to avoid confusion, we do not permit the use of Merrithew™, STOTT PILATES®, ZEN•GA®, CORE™ Athletic Conditioning & Performance Training™, Total Barre® and Halo® Training to be used as part of your domain name, social media URL, profile name and handle, or email address.

## Use of Logos on Social Media, Websites and Digital Platforms

- Only recognized Distributors, Licensed Training Centers, select Host Training Centers and Instructor Trainers may use Merrithew logos with permission. These logos may be used in posts but cannot be used as your social media icon, profile picture or cover photo.

## Content Development for Social Media and Digital Platforms

Below are tips and general guidelines when developing and sharing content on digital platforms. This includes your website, related microsites, social media accounts and any other digital platforms.

- Clearly state your relationship with Merrithew when sharing content related to Merrithew, its branded programs, equipment and product offering.
- Don't spread false information, rumors or misleading claims about Merrithew, our branded fitness programs, our products and services, or other partners. Be clear, be honest and be accurate. If you require support or wish to fact-check prior to sharing content, contact **marketing@merrithew.com**.
- Don't reference customers, business partners or suppliers without their express written approval. Always best to check with them before you share.
- Don't change or remove any online content about Merrithew and its lines of business on wikis or content-sharing sites. If you see any information that you feel is inaccurate or of concern, please contact **marketing@merrithew.com**.
- Don't give medical advice. Take caution when developing and sharing content that may make claims which you cannot substantiate.
- Don't distribute or share private and confidential information as it relates to Merrithew and its lines of business. For questions or to confirm what materials are considered private and confidential, please contact **marketing@merrithew.com**.

## UNITED STATES

### Registered Trademarks

The following use the ® symbol

- acuBall® is a registered trademark of Dr. Cohen's HEATABLE acuProducts (by Workplace Health Services Inc.)
- AIREX® — \*AIREX® is a registered trademark of 3A Composites.
- BOSU® (e.g. BOSU® balance trainer) BOSU® is a registered trademark of BOSU Fitness LLC, used with permission.
- STOTT PILATES® (e.g. the STOTT PILATES® Method; STOTT PILATES® Equipment)
- At Home SPX® Reformer
- Cardio-Tramp® & Jumpboard Combo
- Cardio-Tramp® Jumpboard Plate
- Cardio-Tramp® Rebounder\*
- Cardio-Tramp® Rebounder — SPX® When referencing either Cardio-Tramp® Rebounder\* the patent pending line must be included at the bottom of the page: \*Covered by one or more of the following patents and/or patent applications: US 7,806,805 B2, US 7, 179,207, US Application No. 11/592,139, US Application 11/702,672, US Application No. 60/440,610, CN Application No 200480004459, EP Application No. 04702911.
- Fascia-ReleaZer® is a registered trademark of Beurer North America LP
- Fitness Circle® (e.g. Fitness Circle® resistance ring)
- Flex-Band® (e.g. Flex-Band® exerciser)
- Halo® Trainer Plus\* — When referencing the Halo® Trainer Plus, the following legal line must appear at the bottom of the page: \*HALO® is a registered trademark of HALO Rehab and Fitness, LLC. U.S. Patent Nos. 8,357,077; 8,267,845 and D635,204. Other US and International Patents Pending.
- Halo® Training\* — When referencing the Halo® Trainer, the following legal line must appear at the bottom of the page: \*HALO® is a registered trademark of HALO Rehab and Fitness, LLC.
- Intelligent Exercise. Profound Results.®
- Pilates-Infused® (e.g. Pilates-Infused® Yoga)
- Rollga® is a registered trademark of Rollga LLC.
- Reformer Apparatus®
- SPX® Max Deluxe Reformer
- SPX® Max Reformer
- SPX® Max Plus™ Reformer\* — When referencing the SPX® Max Plus™ Reformer\* the patent pending information must be included at the bottom of the page: \*US Patent No. 7857736, and other US and foreign patents pending.
- SPX® Max Plus™ Deluxe Reformer\* Bundle When referencing the SPX® Max Plus™ Deluxe Reformer\* Bundle the patent pending information must be included at the bottom of the page: \*US Patent No. 7857736, and other US and foreign patents pending.
- SPX® Reformer
- SPX® Reformer Package with Cardio-Tramp® Rebounder
- Total Barre®
- zen<sup>ga</sup>

### Additional Trademarks

The following use the ™ symbol:

- acuBack™
- acuPad™
- Air Balance Ball™
- Adjustable Reformer™
- Armchair Pilates™
- Athletic Conditioning & Performance Training™
- Community of Excellence™ (e.g. Community of Excellence™ Tour)
- CORE™
- CORE™ Athletic Conditioning & Performance Training™ When referring to CORE™ Athletic Conditioning & Performance Training™ in naming workshops and sessions, you can shorten it to CORE™\* as long as you use an asterisk which points to the corresponding legal line at the bottom of the page in which the trademark is mentioned. Corresponding legal line: \*Athletic Conditioning & Performance Training™
- Cross-Bow™
- Cross-Bow™ Handles
- Eco-Friendly Mat™ (e.g. Eco-Friendly Mat™ Kit for Men)
- emPower™ Program
- Eco-Deluxe Mat™
- Endurance with Music™
- Exercise for a Lifetime™
- Fitness Unplugged™
- Foam Roller™
- Full Solutions™
- High-Traction Reformer Feet™
- High-Precision Gearbar System™
- Hot Yoga Mat Plus™
- Intelligent Exercise. Exceptional Equipment.™
- Join the Mindful Movement™
- Jumpboard & Cross-Bow™
- Leaders in Mindful Movement™
- Mat-Plus™
- Merrithew™
- Merrithew Health & Fitness™
- Mindful Movement™
- Mini Stability Ball™ (formerly Mini Flex-Ball™)
- Mini-Tramp™
- Multi-Flex™ Tubing
- One Source, Multiple Solutions™
- Pilates Edge™
- Pilates Express™ (e.g. Pilates Express™ Mat)
- Professional Reformer™
- Quick-Set Pulley Posts™
- Rehab V2 Max™ Reformer
- Rehab V2 Max Plus™ Reformer\* When referencing the Rehab V2 Max Plus™ Reformer\* the patent pending line must be included at the bottom of the page: \*US Patent No. 7857736, and other US and foreign patents pending.

- Rehab V2 Max Plus™ Deluxe Reformer\* Bundle When referencing the Rehab V2 Max Plus™ Reformer\* Bundle the patent pending line must be included at the bottom of the page: \*US Patent No. 7857736, and other US and foreign patents pending.
- Rotational Diskboard™
- Spring Wall™
- Stability Ball™
- Stability Ball Base™
- Stability Barre™
- Stability Barre™ Training
- Stability Barre™ System
- Stability Barrel™
- Stability Chair™
- Stability Cushion™
- STOTT PILATES Network™
- Supreme Traction Mat™
- Strength Tubing™
- The Contemporary Approach™
- The Professional's Choice™
- Toning Ball™
- Total Body Massage Stick™
- Tower Trainer™ When referencing the Tower Trainer™\* the patent pending line must be included at the bottom of the page: \*Covered by one or more of the following patents and/or patent applications: US 8,057,371 B2, 7, 878,954 B2, US. Application No. 11/329,252, US Application No. 12/233,968, US Application No. 60/642,985, PCT International Application No. 2006000814.
- Twist Ball™
- V2 Max™ Reformer (formerly Professional)
- V2 Max™ Deluxe Reformer
- V2 Max™ Deluxe Reformer Bundle
- V2 Max Plus™ Reformer\* When referencing the V2 Max Plus™ Reformer\* the patent pending line must be included at the bottom of the page: \*US Patent No. 7857736, and other US and foreign patents pending.
- V2 Max Plus™ Deluxe Reformer\* When referencing the V2 Max Plus™ Deluxe Reformer\* the patent pending line must be included at the bottom of the page: \*US Patent No. 7857736, and other US and foreign patents pending.
- V2 Max Plus™ Deluxe Reformer\* Bundle When referencing the V2 Max Plus™ Deluxe Reformer\* Bundle the patent pending line must be included at the bottom of the page: \*US Patent No. 7857736, and other US and foreign patents pending.
- Vinyasa Triangle™
- ZEN•GA® (e.g. ZEN•GA® Flow)

## CANADA

### Registered Trademarks

Registered Trademarks in Canada have been officially registered with Canadian Intellectual Property Office (CIPO) and should be accompanied with the ® symbol. If marketing in Canada and the US, please follow the US trademarks. See below for Quebec-specific references.

- STOTT PILATES®  
(e.g. the STOTT PILATES® Method)
- At Home SPX® Reformer
- Cardio-Tramp® & Jumpboard Combo
- Cardio-Tramp® Jumpboard Plate
- Cardio-Tramp® Rebounder  
When referencing the Cardio-Tramp® Rebounder\* the patent pending line must be included at the bottom of the page: \*Covered by one or more of the following patents and/or patent applications: *US 7,806,805 B2, US 7, 179,207, US Application No. 11/592,139, US Application 11/702,672, US Application No. 60/440,610, CN Application No 200480004459, EP Application No. 04702911.*
- Cardio-Tramp® Rebounder — SPX®
- Fitness Circle®  
(e.g. Fitness Circle® resistance ring)
- Flex-Band® (e.g. Flex-Band® exerciser)
- Intelligent Exercise. Profound Results.®
- Matwork® (e.g. Matwork® classes)
- Pilates-Infused® (i.e. Pilates-Infused® Yoga)
- Rack & Roll®
- Reformer Apparatus®
- SPX® Max Reformer
- SPX® Max Deluxe Reformer
- SPX® Max Plus™ Deluxe Reformer\* Bundle  
When referencing the SPX® Max Plus™ Deluxe Reformer\* Bundle the patent pending line must be included at the bottom of the page: \**US Patent No. 7857736, and other US and foreign patents pending.*
- SPX® Max Plus™ Reformer\*  
When referencing the SPX® Max Plus™ Reformer\* the patent pending line must be included at the bottom of the page: \**US Patent No. 7857736, and other US and foreign patents pending.*
- SPX® Reformer
- SPX® Reformer Package with Cardio-Tramp® Rebounder
- Total Barre®
- ZEN•GA® (e.g. ZEN•GA® Flow)

### Additional Trademarks

Use the ™ symbol. Please follow the same guidelines that are referred to in the Additional Trademarks in the US.

In Quebec, Canada, please use the following legal lines:

- *®/MD STOTT PILATES is a registered trademark of/est une marque déposée de Merrithew Corporation*
  - *™/MC STOTT PILATES is a trademark of/est une marque de commerce de Merrithew Corporation*
- OR
- *MC® STOTT PILATES is a trademark or registered trademark of / est une marque de commerce ou marque de déposée de Merrithew Corporation*

## International Trademarks

Registered trademarks **outside of North America** use symbols as noted:

- Australia, European Union and the United Kingdom:
  - STOTT PILATES®
  - Cardio-Tramp® Rebounder
- Australia and the European Union:
  - ZEN•GA®
  - Total Barre®
- Brazil:
  - STOTT PILATES®
  - Cardio-Tramp® Rebounder
  - ZEN•GA®
- China:
  - 曼丽丘™
  - STOTT PILATES® or 斯多特普拉提®
  - 全面芭杆®
  - ZEN•GA®
- Hong Kong, Japan, Russia, and Turkey:
  - STOTT PILATES®
- Korea:
  - STOTT PILATES®When referencing in Korea, the following fine print must be included at the bottom of the page: 상표 등록필
- Mexico:
  - STOTT PILATES®

### Non-registered trademarks outside of North America

- New Zealand and Singapore – STOTT PILATES™

All other use of Merrithew Corporation non-registered trademarks should follow what is listed under the UNITED STATES.

## Additional Copy Style

To be adhered to on all printed and/or electronic materials:

- Essential (uppercase E, i.e. STOTT PILATES Essential Matwork Course/Workshop)
- Intermediate (uppercase I, i.e. STOTT PILATES Intermediate Matwork Course/Workshop)
- Advanced (uppercase A, i.e. STOTT PILATES Advanced Matwork Course/Workshop)
- Use an ampersand not the word “and” in workshop, course, DVD titles and product names. (i.e. Cadillac, Chair & Barrels)
- Easy Start poster (i.e. STOTT PILATES Easy Start poster)
- Flex-Band® (include hyphen, uppercase B)
- Toning Ball™ and/or Toning Balls™
- STOTT PILATES® Certification
- STOTT PILATES® Continuing Education
- STOTT PILATES® Instructor Training
- Jumpboard (one word)
- Matwork (one word)
- Pilates (uppercase P in sentences)
- Reformer (uppercase R)
- Weightbearing (one word)
- Non-weightbearing (hyphenated)

## Important Notes:

- Our educational manuals, instructional and promotional materials are not to be duplicated.
- Merrithew photography may not be used in promotional materials without mention of Merrithew or your association with any of our branded programs in the copy and/or use of our logo.
- **No modifications, changes or alterations may be made on photographs or any part thereof, directly or indirectly, without Merrithew' prior written consent**

For queries about content and logo usage, please contact [marketing@merrithew.com](mailto:marketing@merrithew.com)

## Have more questions?

Please don't hesitate to contact our Marketing Department, [marketing@merrithew.com](mailto:marketing@merrithew.com)

Thank you for complying with these guidelines as produced by Merrithew — *June 2018*