



# TRADEMARK GUIDELINES

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**The importance of proper use of a trademark cannot be overemphasized, particularly with a famous trademark such as the marks owned by McIlhenny Company.**

A famous trademark can become so associated with the product it identifies that it is misused as the name for the type of product rather than the brand of the product. As a result, famous trademarks that are not properly used become generic and lose all value to the original trademark owner as the examples highlight.

These guidelines apply to any type of materials in which the TABASCO® Brand is mentioned – advertisements, brochures, catalogs, POS material, packaging, websites, exhibition materials and any other resources.

## Example One

Did you know Escalator used to be a brand name owned by Otis Elevator Company? It is now considered a generic term and all companies can use the term “escalator” to describe their product.

## Example Two

Another well-known example is “pilates” which was originally trademarked and now is considered a type of exercise.

# TABASCO® BRAND TRADEMARKS

The trademarks owned by McIlhenny Company are some of the most valuable property the company owns. To protect the trademarks, they must be used correctly. The below trademarks are registered in many countries throughout the world.

TABASCO®

Wordmark



Diamond Logo



Bottle Logo

# TABASCO® BRAND WORDMARK

## Rule One:

TABASCO® wordmark must always appear in all capital letters with the ® in superscript. The word may never appear in lower case.

### CORRECT

- TABASCO® Sauce

### INCORRECT

- Tabasco sauce
- tabasco sauce

## Exception to Rule One:

When describing our peppers, please do not use the word tabasco to describe the peppers. Please say our private stock peppers or more general references like our pepper plants, our peppers or our pepper mash.

### CORRECT

- TABASCO® Sauce is made from ripe private stock peppers that are then grinded to make our pepper mash.

### INCORRECT

- TABASCO® Sauce is made from ripe tabasco peppers that are then grinded to make tabasco pepper mash.

## Rule Two:

TABASCO® wordmark must always be used as an adjective and never as a noun or a verb.

### CORRECT

- Try TABASCO® Sauce today!
- Do you use TABASCO® Brand products?

### INCORRECT

- Try TABASCO® today!
- Do you use TABASCO®?
- TABASCO® up your favorite recipe!

## Rule Three:

TABASCO® wordmark is never to be translated into the local language (non-roman characters) without permission from McIlhenny Company.

# TABASCO® BRAND DIAMOND AND BOTTLE LOGOS

The diamond logo is a diamond shape with two concentric circles broken in the center. The shape of the logo may not be altered in any way.

## CORRECT



## INCORRECT



## CORRECT BOTTLE LOGO



# TRADEMARK NOTICE

**The international trademark notice below must be used on all materials in promoting, selling and advertising our sauces. The notice should be translated into the local language with the exception of the word "TABASCO®" which should never be translated in the notice.**

## TRADEMARK NOTICE

TABASCO®, the Diamond and Bottle Logos are trademarks of McIlhenny Co.

- Minimum 6pt font size.
- Can run along bottom or side of materials.

# ADDITIONAL RULES

## Use of the word “Original”

There are two options when referring to TABASCO® Sauce as the “original”, you must refer to the product as:

TABASCO® Original Red Pepper Sauce  
or  
TABASCO® Original Red Sauce

### CORRECT

- TABASCO® Original Red Pepper Sauce is delicious.
- TABASCO® Original Red Sauce is delicious.

### INCORRECT

- TABASCO® Original Sauce is delicious.
- Original TABASCO® Sauce is delicious.

## Derivatives of “smoke” for TABASCO® Chipotle Sauce

When referring to TABASCO® Chipotle Sauce, the word “smoke” and any derivatives (“smoky”, “smokin”, “smoked” or “smoking”) must be at least two words away from the product name.

### CORRECT

- TABASCO® Chipotle Sauce is a smoky flavorful sauce
- Enjoy the smoked flavor of TABASCO® Chipotle Sauce

### INCORRECT

- TABASCO® Chipotle Sauce is smokin’ and flavorful.
- Enjoy the smoked TABASCO® Chipotle Sauce

## Possessive

TABASCO® should never be made possessive.  
(i.e. TABASCO®’s flavor offering, etc..)

## “Blend of flavor and heat”

“Blend of flavor and heat” may not be used in relation to any TABASCO® Brand Products.

## “All-Natural”

"All-Natural" may not be used in relation to any TABASCO® Brand Products.

## Common TABASCO® Sauce Logo Mistake:

The wrong logo is found on search engines. Please download art from our online Brand Portal:



Wrong font  
Wrong dot  
Wrong ®  
Wrong color