# Trade Dress STATEMENT

Trade dress can be described as the total image or overall appearance of a business or product. It includes features such as size, shape, color or color combinations, texture, and graphics.

## COVER DESIGN ELEMENTS

1. Cover Design - Hinged and brushed aluminum
2. Front Cover Art - Three figures with no background and a Black or Red bar running vertically behind.
3. Back Cover Art - Three horizontal, monochromatic and sequential images stacked with a Black bar running vertically behind.
4 Color Scheme - Red (M-87, Y-87, K-38 & M-87, Y-87, K-50) Black and White
5. Fonts - Conques and Cachet

Wizards of the Coast, Inc. considers the use of any of the above cover design elements on a product to be an actionable infringement of our trade dress.

## INTERIOR DESIGN ELEMENTS

There are two (2) types of interior design elements in the *d20 Modern*™ *Roleplaying Game* product line– Exclusive and Generic. Exclusive design elements were created specifically for **d20 Modern** and are the basis for the design of the entire product. Generic design elements are common design elements which have been used to enhance the unique look and feel of the **d20 Modern** *Roleplaying Game* product line.
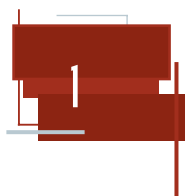
Use of any one (1) of the Exclusive design elements in combination with either:
a) any other Exclusive design element, or
b) any Generic design element
on the same product is considered by Wizards of the Coast to be an actionable infringement of our trade dress. Use of Generic design elements alone is not considered an actionable infringement of our trade dress.

**Exclusive design elements:**
1. Three rectangular bars varying in tone of the same color, stacked with interceding lines. Note examples.



Example 1.
Page # Graphics
@ 100%



Example 2.
Chapter Start Graphics
Not actual size



Example 3.
Gutter Graphics
20% of actual size

2. Font Styles

# HEADER 1
Agenda Bold 22 pt

# HEADER 2
Conques Demi  26 pt with
a line rule the width of a colum

### Header 3
Conques Demi
18 pt

### Header 4
Agenda Bold
Condensed 10.25 pt

3. Color Scheme -
   Red (M-87, Y-87, K-38 & M-87, Y-87, K-50)
   Black, White and
   Blue/Grey (C-15, M-3, Y-3, K-15)

**Generic design elements:**

1.  Graphics resting within the center of the gutter.
2. Title treatment of the book in the upper left and right corners.
3. Chapter titles repeated vertically in the lower left and right corners.
4. Art work that bleeds and is not closed in by a box or a panel. Instead all backgrounds and edges are treated graphically.