

## About Diggers Hotline

Diggers Hotline was established in 1976 to increase worker and public safety, prevent damage to underground and overhead facilities, protect the environment and to help ensure continuity of utility and communication services. Wisconsin's one-call center has helped millions of callers obtain information on the location of underground facilities and safe working distances from overhead lines.

### DIGGERS HOTLINE Trademark Overview

Since 1983, Diggers Hotline has used the stylized DIGGERS HOTLINE logo and the DIGGERS HOTLINE word mark (collectively, the DIGGERS HOTLINE trademarks) in connection with its promotion and marketing services related to the protection of underground or overhead utility facilities due to damage from excavation, demolition, or construction, and provision of education services related to the same.

From 1983 until 2003, Diggers Hotline operated under the DIGGERS HOTLINE trademarks under license from Wisconsin Electric Power Company (Now known as WEC Energy Group). In 2003, Diggers Hotline, Inc. was assigned ownership of the DIGGERS HOTLINE trademarks from Wisconsin Electric Power Company, and since then, Diggers Hotline, Inc. has owned the exclusive rights in the use and control of the use of the DIGGERS HOTLINE trademarks as recognized in State and Federal trademark registrations. By way of Diggers Hotline, Inc.'s use since 1976, Diggers Hotline, Inc. has also established strong market penetration and customer recognition, resulting in strong common law trademark rights.

The DIGGERS HOTLINE trademarks are protected by Wisconsin State and Federal Trademark Registrations. Diggers Hotline, Inc. has an obligation to control the use of these trademarks in order to protect their integrity and meaning to customers. While Diggers Hotline, Inc. encourages the use of the DIGGERS HOTLINE trademarks by member companies for publication and promotional purposes in furtherance of its mission, the DIGGERS HOTLINE trademarks are made available solely under the conditions of the Terms of Use as provided herein. Please review the "DIGGERS HOTLINE Terms of Use" found herein prior to any use of the DIGGERS HOTLINE trademarks. Keeping use of the DIGGERS HOTLINE trademarks consistent and within the Terms of Use is very important to maintain the substantial goodwill and positive consumer impressions fostered by Diggers Hotline, Inc. in the DIGGERS HOTLINE trademarks over the years. Consistent use of the DIGGERS HOTLINE trademarks by member companies will reduce the potential for any consumer confusion in the provision of Diggers Hotline's services.



## DIGGERS HOTLINE: Style (Usage) Guide

*The following information provides an introduction to the do's and don'ts of using the DIGGERS HOTLINE trademark in print and promotional material.*

### DIGGERS HOTLINE Logo

- The DIGGERS HOTLINE logo must be used with the official artwork provided by Diggers Hotline, Inc. and should never be redrawn or recreated in any form. Resized logos must be created in proportion to the original logo design. (Refer to artwork provided on page 4 of this guide.)
- Colors within the DIGGERS HOTLINE logo should not be changed in any way other than the options provided in this guide. (Refer to color information on page 3 of this guide.)
- Individual elements of the DIGGERS HOTLINE logo should not be used by themselves in any way or form (text, shovel, etc.)

### Getting Started

- Approved versions of the DIGGERS HOTLINE logo can be downloaded from [www.diggershotline.com](http://www.diggershotline.com) or requested from [ckrueger@diggershotline.com](mailto:ckrueger@diggershotline.com).
- The DIGGERS HOTLINE logo and DIGGERS HOTLINE word mark are exclusive trademarks owned by Diggers Hotline, Inc. at a minimum when using the DIGGERS HOTLINE trademark, the registered trademark symbol (R) should be used. In all settings where space is not limited such as brochures, websites, various print uses and presentations, the following should also appear: “The DIGGERS HOTLINE and DIGGERS HOTLINE logo are registered trademarks of Diggers Hotline, Inc.”



Black

PMS: 200

## DIGGERS HOTLINE Logo: Graphic Guidelines / Logo Color Applications

**Colors:** The DIGGERS HOTLINE logo can be used effectively as a two color logo or in black on a light background/white on a dark background if only one color is available. PMS colors, CMYK mixes and RGB mixes are provided below and should always be used for an accurate and consistent representation of the logo.



### Spot Color (Preferred usage)

PMS Black

Red PMS 200

CMYK (Process)	C	M	Y	K
Black	0	0	0	100
Red	3	100	66	12

  

RGB	R	G	B
Black	0	0	0
Red	193	30	58

hex C11E3A

**Font: Compacta**

**Embroidery** - Madeira threads

PMS 200 = 1039/1747/1839

Black = 1000

When embroidering on a darker material, it is necessary to embroider a white outline around the logo.

*(See application for dark backgrounds on the following page.)*

**DIGGERS HOTLINE Logo:  
Graphic Guidelines/Logo Configurations & Color Applications**



**Approved Color Variations**

- A - One Color  
Black on a light background
- B - One Color  
White on a dark background
- C - Two Color (Spot)  
Black - PMS 200

**Protecting the Marks**

The DIGGERS HOTLINE trademarks are registered with the State of Wisconsin and Federal registries. The logo is registered in the following ways:

- DIGGERS HOTLINE (text)
- DIGGERS HOTLINE (logo)

The registered trademark symbol ® should always be used. When space is not limited, the following should also appear: "The DIGGERS HOTLINE text and shovel logo are registered trademarks of Diggers Hotline, Inc." (Refer to Terms of Use for additional information.)

**Questions & Steps for Approval**

**1. Logo Questions:**

All questions about the logo and usage should be sent to [ckrueger@diggershotline.com](mailto:ckrueger@diggershotline.com).

**2. Requests for Approval:**

Any logo use that adheres to the guidelines outlined in this document does not need to be submitted for approval.

The following are examples of the DIGGERS HOTLINE trademarks usage that should be submitted for formal approval:

- a. Any use of the DIGGERS HOTLINE trademarks not in line with the guidelines provided in this document.
- b. Incorporation of the DIGGERS HOTLINE trademarks into a corporate identity or other mark. All requests and images should be sent to [ckrueger@diggershotline.com](mailto:ckrueger@diggershotline.com) for review.

## DIGGERS HOTLINE Logo Terms of Use

*The following Terms of Use constitute a legal Agreement between you and Diggers Hotline, Inc. You must agree to all of these Terms of Use before downloading or utilizing any DIGGERS HOTLINE trademarks.*

Diggers Hotline, Inc. appreciates your interest in promoting *DIGGERS HOTLINE*. Thank you for your interest in the use of our *DIGGERS HOTLINE* trademarks. While we welcome the use of the *DIGGERS HOTLINE* trademarks for publication and promotional purposes in furtherance of the mission of Diggers Hotline, Inc., the *DIGGERS HOTLINE* trademarks are made available solely under the conditions of these Terms of Use. Downloading and use of the *DIGGERS HOTLINE* trademarks forms a binding legal agreement between the party accessing the artwork (“You” or “Your”) and Diggers Hotline, Inc. (“Diggers Hotline” or “We” or “Our”).

### 1. Updating of DIGGERS HOTLINE trademarks and Terms of Use

Diggers Hotline, Inc. may update the DIGGERS HOTLINE trademarks from time to time. If you intend to use the DIGGERS HOTLINE trademarks, please be sure to use the most current version, which can be found on [www.diggershotline.com](http://www.diggershotline.com). Diggers Hotline, Inc. reserves the right to update these Terms of Use without prior notice. Changes to the Terms of Use will be posted on [www.diggershotline.com](http://www.diggershotline.com) and will become effective two (2) weeks after posting for all future downloads.

### 2. License to Use Diggers Hotline Logo(s) and Restrictions on Use

Diggers Hotline, Inc. grants you a non-exclusive, non-transferable, revocable license to view and use the artwork associated with the DIGGERS HOTLINE trademarks in accordance with this Terms of Use and the Diggers Hotline Usage Guide. Diggers Hotline, Inc. reserves the right to suspend or revoke, in its sole discretion, this license at any time.

Diggers Hotline, Inc.’s DIGGERS HOTLINE trademarks are protected by applicable intellectual property laws, including but not limited to state trademarks, federal trademark and copyright, and common law protection(s), and are available for educational and non-commercial use in the manner set forth herein. Commercial use of the DIGGERS HOTLINE trademarks is strictly prohibited unless upon separate written agreement. All rights not expressly granted in these Terms of Use are expressly reserved by Diggers Hotline, Inc.

### 3. Educational and Non-Commercial Use Defined

Acceptable educational and non-commercial uses of the DIGGERS HOTLINE trademarks:

The Diggers Hotline trademarks must be unaltered and appear as provided by Diggers Hotline, Inc. The examples in the Diggers Hotline, Inc. Usage Guide in connection with font, color and location of the various logo elements must be strictly followed. Any modification of the DIGGERS HOTLINE trademarks elements will be deemed a violation of this license.

The DIGGERS HOTLINE trademarks may be used by commercial organizations solely to educate the public about Diggers Hotline, Inc.’s campaign(s) and other Diggers Hotline, Inc. messages. Use of the DIGGERS HOTLINE trademarks is not permitted in connection with the sale or offer for sale of any good or service in such a way as to create any likelihood of confusion as to source, sponsorship, or affiliation with Diggers Hotline, Inc. In all circumstances the DIGGERS HOTLINE trademarks must portray Diggers Hotline, Inc. in the method Diggers Hotline, Inc. holds itself out to the marketplace.

In all situations where the DIGGERS HOTLINE trademarks are used in connection with print or web based communications you must include the following attribution to Diggers Hotline, Inc. in the same size type as is in prevalent use on the same page as the DIGGERS HOTLINE trademarks appear: “The DIGGERS HOTLINE text and shovel logo are registered trademarks of Diggers Hotline, Inc.”

In accordance with the above the DIGGERS HOTLINE trademarks may be used on promotional items designed to promote Diggers Hotline, Inc. and Diggers Hotline’s message and which are distributed free of charge. Examples of these types of uses can include shirts, hats, pens, coffee cups, stickers and similar uses. The DIGGERS HOTLINE trademarks cannot be used on any product which would be in bad taste, pornographic, or otherwise not in the spirit of Diggers Hotline, Inc.’s mission. In all uses under this paragraph the DIGGERS HOTLINE trademarks must be accurately reproduced in its entirety and consistent with the Diggers Hotline, Inc. Usage Guide. Under no circumstances may any promotional products produced under this paragraph be sold.

### 4. Commercial Use

Diggers Hotline, Inc. may under certain circumstances be willing to license the DIGGERS HOTLINE trademarks for some commercial products, services, or applications. Such license will only be granted in writing and at the full discretion of Diggers Hotline, Inc. To inquire please contact Diggers Hotline, Inc.

### 5. Additional Legal Terms and Conditions

The DIGGERS HOTLINE trademarks have been created exclusively by Diggers Hotline, Inc. and are its property. You are not permitted to commercially exploit any of the DIGGERS HOTLINE trademarks, create any derivative works, transfer, and sublicense, modify, assign or transfer any DIGGERS HOTLINE trademarks without the express written permission from Diggers Hotline, Inc.

All Diggers Hotline, Inc.’s trademarks must be used “as they appear” and are not to be altered without express written permission of Diggers Hotline, Inc.. Failure to comply with any of the terms, restrictions, conditions, or limitations in these Terms of Use will result in automatic termination of this nonexclusive license.

No other website is allowed to offer Diggers Hotline, Inc.’s trademarks from their website in any way shape or form without the express written consent of Diggers Hotline, Inc.

In the event that Diggers Hotline, Inc. requests the removal of the DIGGERS HOTLINE trademarks, you agree to remove the DIGGERS HOTLINE trademarks from your server, hard drive, diskette, any CD Rom, Zip drive, network drive, or any forms of electronic/hard storage media within 24 hours or less of being notified in writing.