

Word mark presentation | True Organic Oils

Organic essential oils, 30 mL (1 fl oz) | Prepared for trademark filing

truè organic oils

The mark

What is being filed, exactly as it appears



MARK LITERAL ELEMENTS

TRUÈ ORGANIC OILS. The brand name is True Organic Oils; the logo shows it in lowercase as: truè organic oils.

TYPE OF MARK

Special form (stylized lettering). A standard-character filing of TRUÈ ORGANIC OILS can be filed alongside.

STYLIZATION

Custom high-contrast italic-influenced serif for "truè", with a grave accent over the final e. "organic oils" is set in a regular-weight serif in two lines, to the right of and lower than "truè".

COLOUR

None claimed. Black on white; the brand ink is #241F20 and the drawing uses pure black #000000.

SUGGESTED DESCRIPTION

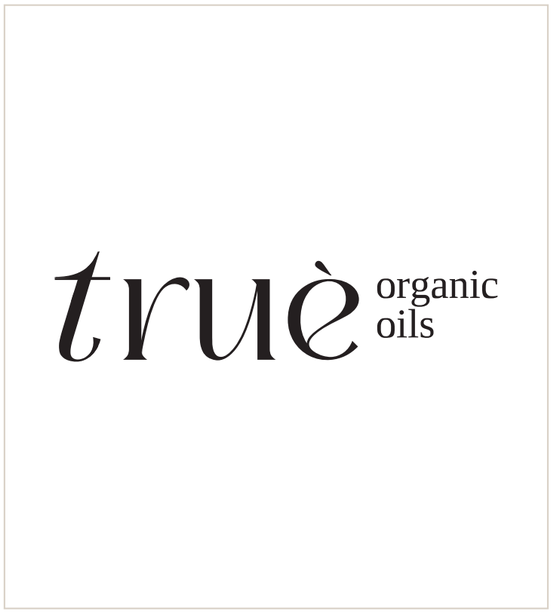
The mark consists of the stylized lowercase wording "truè", with a grave accent over the final letter "e", followed by the wording "organic oils" stacked on two lines.

Colour variants

Same artwork, one colour at a time. No colour is claimed in the filing.



Black on white



Brand ink on white



White on brand ink



White on black

Use the first (black on white) for the USPTO drawing. The others are for packaging and brand use.

Clear space and minimum size

Keep the mark whole, undistorted and uncluttered

Clear space: 22% of the mark height on every side



MINIMUM SIZE



2.0 in wide (144 pt)



1.0 in wide (72 pt): recommended print minimum, so "organic oils" stays legible



150 px wide: recommended digital minimum

Do not stretch, recolour with gradients, outline, add effects, rotate, or re-set "truè" or "organic oils" in another typeface.

As applied to the product

Product label artwork, 3.00 x 1.50 in at trim (Frankincense shown; the same lockup is on every oil)

DIRECTIONS
For aromatherapy use. Add to your diffuser and follow the diffuser maker's instructions.

INGREDIENTS
Organic Boswellia serrata (frankincense) essential oil.

STORAGE
Store in a cool, dark place.



truè organic oils

USDA ORGANIC

frankincense | 100% Certified Organic | 30 mL / 1 fl oz

DISTRIBUTED BY
Wholesale Botanics
10227 Southard Dr,
Suite B
Beltsville, MD 20705
wholesalebotanics.com

Certified organic by OneCert

CAUTIONS
Do not ingest. Avoid contact with eyes. Keep out of reach of children and pets.

LOT _____

This page shows label ARTWORK. It is a design reference, not a specimen of use.

For the application the specimen must be a photo of the real, printed product or its packaging showing the mark in commerce. Computer-generated mockups and render images are routinely refused.

Filing notes

Practical points to settle before submitting. This is not legal advice.

DRAWING FILE	USPTO accepts a JPG or PNG drawing with the mark filling the frame, black on white for no colour claim. Included: true-organic-oils-USPTO-drawing-944px.jpg (944 px wide, 300 dpi).
DESCRIPTIVE WORDING	"organic oils" describes the goods and will probably have to be disclaimed. The distinctive element is "truè".
ACCENT	The grave accent on the e is part of the mark. Say so in the description (included on page 3).
GOODS AND CLASS	Essential oils fall in Class 3 (suggested wording: essential oils for aromatherapy and personal use). Confirm the identification and any further classes with counsel.
APPLICANT	The legal owner must match the applicant name exactly. This pack does not name one; enter the entity that controls the brand.
CLEARANCE	No trademark search was run for this pack. Run a knockout search for TRUE ORGANIC OILS, TRUÈ ORGANIC OILS and TRUE / TRUÈ alone in Class 3 and the related classes before paying fees.
SPECIMEN	Photograph the finished, printed label on a real bottle. The artwork on page 6 does not qualify.
FILES	Vector: True-Organic-Oils-wordmark.svg and .pdf. Raster: transparent PNG 4000 px wide and the 944 px drawing JPG.