

# WHITMORE MANUFACTURING, LLC

**2 0 2 3**

C O R P O R A T E

B R A N D

S T A N D A R D S



**AccuTrack<sup>®</sup>**

**Air Sentry<sup>®</sup>**

**Caliber<sup>®</sup>**

**BioRail<sup>®</sup>**

**Citrus Select<sup>®</sup>**

**Decathlon<sup>®</sup>**

**EarthKeeper<sup>®</sup>**

**EnviroLube<sup>®</sup>**

**EZ Switch<sup>®</sup>**

**GearMate<sup>®</sup>**

**Guardian<sup>®</sup>**

**Matrix<sup>®</sup>**

**MultiPlus<sup>®</sup>**

**Novagard<sup>®</sup>**

**Oil Safe<sup>®</sup>**

**Omnitask<sup>®</sup>**

**OmniTemp<sup>®</sup>**

**RailArmor<sup>®</sup>**

**RailGuard<sup>®</sup>**

**RailMaster<sup>®</sup>**

**SurStik<sup>®</sup>**

**SurTac<sup>®</sup>**

**TOR Armor<sup>®</sup>**

**TrackMate<sup>®</sup>**

**Whitcam<sup>®</sup>**

**Whitmore<sup>®</sup>**

**WhitSlide<sup>®</sup>**

**WhitZorb<sup>®</sup>**

**21<sup>®</sup>**

**550<sup>®</sup>**

**769 Lubricant<sup>®</sup>**

**Deacon<sup>®</sup>**

**Easy-Clean<sup>®</sup>**

**Extreme<sup>®</sup>**

**Ezy-Turn<sup>®</sup>**

**J-75<sup>®</sup>**

**JetLube<sup>®</sup>**

**Jet-Lube<sup>®</sup>**

**Jet-Lok<sup>®</sup>**

**JLS<sup>®</sup>**

**Kopr-Kote<sup>®</sup>**

**Magic Wrench<sup>®</sup>**

**Mold-Pac<sup>®</sup>**

**NCS-30<sup>®</sup>**

**Nikal<sup>®</sup>**

**Petro-Tape<sup>®</sup>**

**Run-N-Seal<sup>®</sup>**

**Sterilene<sup>®</sup>**

**TF-15<sup>®</sup>**

**V2<sup>®</sup>**

**Well-Guard<sup>®</sup>**

**Wire Hog<sup>®</sup>**

## **Why brand matters**

Our success depends on our ability to build good relationships with our partners, clients and employees. By building trust and rapport, brands both begin and continually reinforce these relationships. A brand is a promise to deliver on what an organization claims, and broken promises risk the brand losing loyalty.

## **Applying the brand**

Please be sure to keep the integrity of the design schemes. Significant investment has been made in this program and artwork, and payoff is only realized when we all use the brand in a consistent and professional manner. Templates are not to be altered without consent. **\*Whitmore Manufacturing, LLC** does not authorize anyone/any company to use its brand names as their domain.

## **Who to contact regarding branding**

To view and download mentioned logos, visit our online branding pages [whitmores.com/branding](http://whitmores.com/branding) & [jetlube.com/branding](http://jetlube.com/branding). If you have any questions related to our branding, contact our Marketing Department at [marketing@whitmores.com](mailto:marketing@whitmores.com).

## Logo placement

The Whitmore logo must be clearly placed on all of our marketing communications materials and marketing tools, as well as on documents created for our various stakeholders.

## Logo orientation

The ideal placement for the Whitmore logo is centered. If this is not possible, the next best location is flush left. Since the complete mark is weighted to the left, the logo looks odd when forced to the right side of the page. Please ensure that the minimum whitespace requirement (as stated below) is respected and that the integrity of the logo—including its proportions, colors and placement—is not changed.

## Whitespace

To ensure good presentation of our logo, it is necessary to use a minimal amount of whitespace around the logo. The minimum requirement of whitespace around the logo is the width of the letter “E” in “WHITMORE.” This will ensure that no graphic interferes with our branding.



## Small spaces

When using the Whitmore logo in places where space is limited, a stacked version may be used to maintain the proper presence for the brand. Note that the horizontal version of the logo is the primary Whitmore logo and should be used whenever possible.

If the horizontal Whitmore logo must be reduced to a size of less than one inch, then the ® should be removed.



## 4 color process

Whenever possible the Whitmore logo should be printed using “Whitmore Red” and Black. In the case of four color process, the designated screen mix for “Whitmore Red” is C 0, M 95, Y 100, K 0.



## 2 spot color

In the case of spot color printing, use PMS 485C for printing “Whitmore Red.” The PMS color breakdown is R 238, G 49, B 36.



## 1 color

The Whitmore logo can be printed in “Whitmore Red” or Black as shown below.



## Reversed out of a dark background

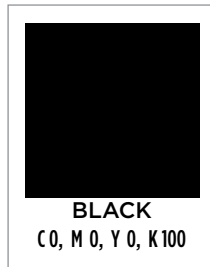
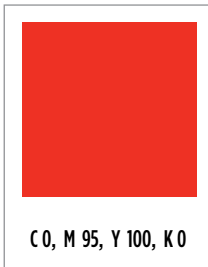
Anytime the logo is reversed out of a dark background the logo should appear as a single color. Use either white or “Whitmore Red” when printing solid color or four color process.



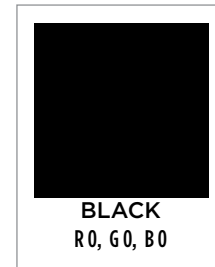
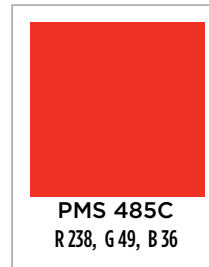
**Print & web colors**

The official Whitmore color swatches are shown below. Note that the print colors are Pantone colors. These are standard colors enabling print shops to reproduce exactly the desired color. Only use Pantone colors when printing through a professional print shop. The RGB colors are for web use. These colors should be used as our official colors online and on documents that will be viewed on screen.

**PRINT COLORS**



**WEB COLORS**



**Banners**

Large banner with logo

**12' x 3'**



Small banner with logo

**8' x 2'**



## Logo placement

The Jet-Lube logo must be clearly placed on all of our marketing communications materials and marketing tools, as well as on documents created for our various stakeholders.

## Logo orientation

The ideal placement for the Jet-Lube logo is centered. If this is not possible, the next best location is flush left. Since the complete mark is weighted to the left, the logo looks odd when forced to the right side of the page. Please ensure that the minimum whitespace requirement (as stated below) is respected and that the integrity of the logo—including its proportions, colors and placement—is not changed.

## Whitespace

To ensure good presentation of our logo, it is necessary to use a minimal amount of whitespace around the logo. The minimum requirement of whitespace around the logo is the width of the letter “E” in “Jet-Lube.” This will ensure that no graphic interferes with our branding.



## Small spaces

When using the Jet-Lube logo in places where space is limited, a “JL icon” may be used to maintain the proper presence for the brand. Note that the horizontal version of the logo is the primary Jet-Lube logo and should be used whenever possible.

If the horizontal Jet-Lube logo must be reduced to a size of less than one inch, the ® should be removed.





**4 color process**

Whenever possible the Jet-Lube logo should be printed using “Jet-Lube Orange”. In the case of four color process, the designated screen mix for “Jet-Lube Orange” is C 0, M 95, Y 100, K 0.



**2 spot color**

In the case of spot color printing, use PMS 165C for printing “Jet-Lube Orange.” The PMS color breakdown is R 255, G 103, B 27.



**1 color**

The Jet-Lube logo can be printed in “Jet-Lube Orange” or Black as shown below.



**Reversed out of a dark background**

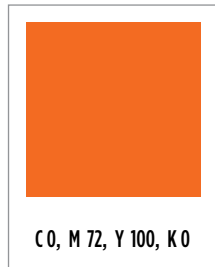
Anytime the logo is reversed out of a dark background the logo should appear as a single color. Use either white or “Jet-Lube Orange” when printing solid color or four color process.



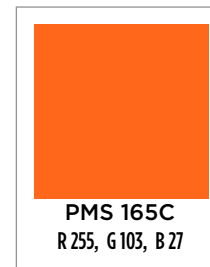
## Print & web colors

The official Jet-Lube color swatches are shown below. Note that the print colors are Pantone colors. These are standard colors enabling print shops to reproduce exactly the desired color. Only use Pantone colors when printing through a professional print shop. The RGB colors are for web use. These colors should be used as our official colors online and on documents that will be viewed on screen.

### PRINT COLORS



### WEB COLORS



**Banners**

Large banner with logo

**12' x 3'**



Small banner with logo

**8' x 2'**



#### 4 color process

In the case of four color process, the designated screen mix for the OilSafe logo is C 10, M 98, Y 93, K 0 (Red); C 99, M 12, Y 100, K 2 (Green); C 100, M 68, Y 4, K 0 (Blue); C 0, M 23, Y 91, K 0 (Yellow) and Black. Please note that the white drop in the logo has a gradient.



#### 5 color

In the case of spot color use PMS 1795C (Red), PMS 355C (Green), PMS 2935C (Blue), PMS 123C (Yellow) and Black.



#### 1 color

The OilSafe logo can be printed in Black as shown below.



#### Reversed out of a dark background

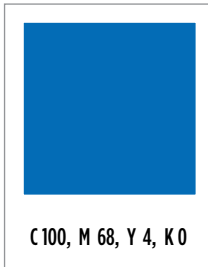
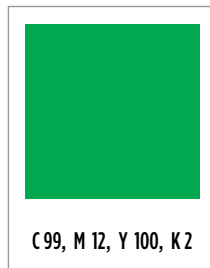
Anytime the logo is reversed out of a dark background the logo should appear as a single White color.



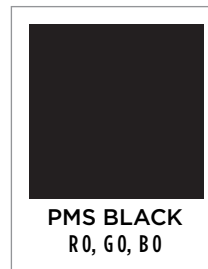
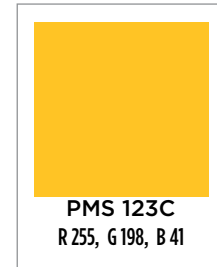
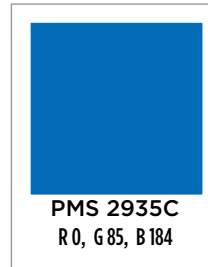
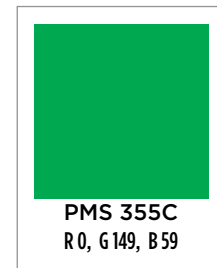
### Print & web colors

The official OilSafe color swatches are shown below. Note that the print colors are Pantone colors. These are standard colors enabling print shops to reproduce exactly the desired color. Only use Pantone colors when printing through a professional print shop. The RGB colors are for web use. These colors should be used as our official colors online and on documents that will be viewed on screen.

#### PRINT COLORS



#### WEB COLORS



**Banners**

Large banner with logo

**10' x 3'**



Small banner with logo

**8' x 2'**



## 4 color process

In the case of four color process, the designated screen mix for “Air Sentry Yellow” is C 0, M 38, Y 100, K 0 (Yellow) or Black.



## 1 spot color

In the case of spot color use PMS 130C. The PMS color breakdown is R 245, G 168, B 0.



## 1 color

The Air Sentry logo can be printed in Black as shown below.



## Reversed out of a dark background

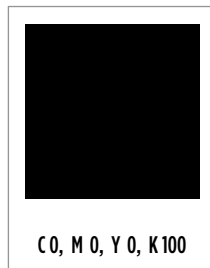
Anytime the logo is reversed out of a dark background the logo can appear in “Air Sentry Yellow” or white.



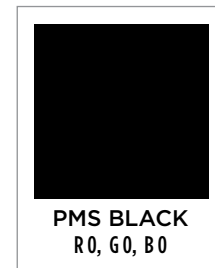
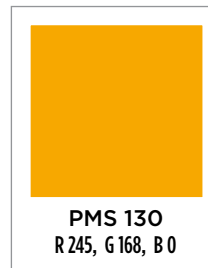
## Print & web colors

The official Air Sentry color swatches are shown below. Note that the print colors are Pantone colors. These are standard colors enabling print shops to reproduce exactly the desired color. Only use Pantone colors when printing through a professional print shop. The RGB colors are for web use. These colors should be used as our official colors online and on documents that will be viewed on screen.

### PRINT COLORS



### WEB COLORS





**Banners**

Large banner with logo

**10' x 3'**



Small banner with logo

**6' x 2'**



## 4 color process

Whenever possible the Deacon logo should be printed using “Deacon Yellow.” In the case of four color process, the designated screen mix for “Deacon Yellow” is C 0, M 24, Y 94, K 0.

The word "DEACON" is written in a bold, sans-serif font. The letters are filled with a bright yellow color. A small registered trademark symbol (®) is located at the top right of the letter "N".

## 1 color

The Deacon logo can be printed in PMS 123C, “Deacon Yellow” or Black as shown below.

Two versions of the Deacon logo are shown side-by-side. The first version is the word "DEACON" in yellow with a registered trademark symbol (®) at the top right of the "N". The second version is the word "DEACON" in black with a registered trademark symbol (®) at the top right of the "N".

## Reversed out of a dark background

Anytime the logo is reversed out of a dark background the logo should appear in either white or “Deacon Yellow” when printing solid color or four color process.



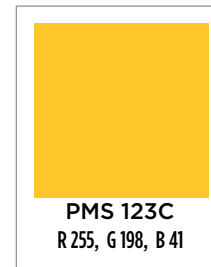
## Print & web colors

The official Deacon color swatches are shown below. Note that the print colors are Pantone colors. These are standard colors enabling print shops to reproduce exactly the desired color. Only use Pantone colors when printing through a professional print shop. The RGB colors are for web use. These colors should be used as our official colors online and on documents that will be viewed on screen.

### PRINT COLORS



### WEB COLORS



**Banners**

Large banner with logo

**12' x 3'**



Small banner with logo

**8' x 2'**





These logos are not to be used



Do not swap or change logo colors



Do not swap or change logo colors



Do not change logo fonts



Do not stretch or compress the logo



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Do not change logo colors



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Do not change logo fonts



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Do not stretch or compress the logo

## WHITMORE

### A note on font usage

To ensure consistency and reinforce our identity, the following fonts should be used whenever possible. Note that our fonts were chosen for their legibility as well as their overall look.

### Gotham Fonts

Gotham Light	Performance Under Pressure
Gotham Light Italic	<i>Performance Under Pressure</i>
Gotham Light Condensed	Performance Under Pressure
Gotham Book	Performance Under Pressure
Gotham Book Italic	<i>Performance Under Pressure</i>
Gotham Book Condensed	Performance Under Pressure
Gotham Medium	<b>Performance Under Pressure</b>
Gotham Medium Italic	<b><i>Performance Under Pressure</i></b>
Gotham Medium Condensed	<b>Performance Under Pressure</b>
Gotham Bold	<b>Performance Under Pressure</b>
Gotham Bold Italic	<b><i>Performance Under Pressure</i></b>
Gotham Bold Condensed	<b>Performance Under Pressure</b>
Gotham Black	<b>Performance Under Pressure</b>
Gotham Black Italic	<b><i>Performance Under Pressure</i></b>

### When Gotham fonts are not available

If designated fonts above are unavailable, the following fonts should be used.

### Futura Fonts

Futura Book	Performance Under Pressure
Futura Book Italic	<i>Performance Under Pressure</i>
Futura Book Condensed	Performance Under Pressure
Futura Bold	<b>Performance Under Pressure</b>
Futura Bold Oblique	<b><i>Performance Under Pressure</i></b>

## JET-LUBE

### A note on font usage

To ensure consistency and reinforce our identity, the following fonts should be used whenever possible. Note that our fonts were chosen for their legibility as well as their overall look.

### Gill Sans Fonts

Gill Sans	Extreme Technology for Extreme Conditions
Gill Sans Italic	<i>Extreme Technology for Extreme Conditions</i>
Gill Sans Bold	<b>Extreme Technology for Extreme Conditions</b>
Gill Sans Bold Italic	<b><i>Extreme Technology for Extreme Conditions</i></b>
Gill Sans Condensed	Extreme Technology for Extreme Conditions
Gill Sans Bold Condensed	<b>Extreme Technology for Extreme Conditions</b>
Gill Sans Extra Bold Condensed	<b>Extreme Technology for Extreme Conditions</b>

### When Gill Sans fonts are not available.

If designated fonts above are unavailable, the following fonts should be used.

### Arial

Arial	Extreme Technology for Extreme Conditions
Arial Italic	<i>Extreme Technology for Extreme Conditions</i>
Arial Bold	<b>Extreme Technology for Extreme Conditions</b>
Arial Bold Italic	<b><i>Extreme Technology for Extreme Conditions</i></b>



Whitmore Manufacturing and its brands, Whitmore<sup>®</sup>, Jet-Lube<sup>®</sup>, OilSafe<sup>®</sup>, Air Sentry<sup>®</sup>, and Deacon<sup>®</sup> have logos available on the branding website at [whitmores.com/branding](http://whitmores.com/branding) and [jetlube.com/branding](http://jetlube.com/branding).

Whitmore Manufacturing does not allow non-approved removal of our brands and private labeling of our products. If private labeling is desired, contact your local Sales Representative for more information.

### Products sold in the United States

For products sold in the United States, we will provide the standard U.S.A. SDS document and packages will have labels with the appropriate GHS information.

### Products sold outside the United States

If your local market has different SDS and GHS requirements, Whitmore Manufacturing will provide a local language SDS with the required health and safety language and pictograms for the country. Contact [regulatory@whitmores.com](mailto:regulatory@whitmores.com) to request the document(s).

Editable pdf files for Whitmore branded labels are available for other countries. Contact [kendra.campbell@whitmores.com](mailto:kendra.campbell@whitmores.com) to request these labels and guidelines.

Editable pdf files for Jet-Lube branded labels are available for other countries. Contact [carla.bauer@jetlube.com](mailto:carla.bauer@jetlube.com) to request these labels and guidelines.

Distributors are responsible for sending customers the translated SDS and re-labeling packages with local language GHS information for sale in their market.



# ACKNOWLEDGEMENT

The duly authorized representative identified below, hereby certifies that they:

1. have read the Corporate Brand Standards;
2. acknowledge the importance of the Corporate Brand Standards;
3. understand their obligations set forth in the Corporate Brand Standards; and
4. agree to abide by the Corporate Brand Standards at all times when using **Whitmore Manufacturing, LLC** brands.

Please fill in your information and execute below, then send an executed and dated copy of this Acknowledgement to your business contact at **Whitmore Manufacturing, LLC**.

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Company Name

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Authorized Representative's Signature

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Authorized Representative's Name

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Authorized Representative's Title

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Date (mm/dd/yyyy)