Corporate Identity and Brand Standards Guidelines

GRANCO CLARK®

www.grancoclark.com | +1-800-918-2600

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GRANCO CLARK®

Introduction

Our Mission

The mission of Granco Clark, Inc. is to provide the non-ferrous extrusion industry with reliable and technically advanced automated heating and handling systems throughout the world.

We endeavor to accomplish this mission by providing our customers with a combination of quality equipment, system implementation, training, ongoing support and customer service. In doing so, we seek growth and development of our employees, a reasonable profit and satisfied customers whose testimony perpetuates our continued organizational growth.

EVERY OPPORTUNITY:

All Granco Clark communications are an opportunity to express our brand. It's one more way we can build relationships and reinforce loyalty.

Our visual identity has been designed to communicate our brand and position. This is more than the task of raising our profile. Our guidelines aim to raise awareness of Granco Clark, Inc. as a leader in the aluminum extrusion equipment manufacturing.

A company's brand is vital. It explains what our company stands for and defines who we are, what we do and how we do it. A brand establishes ownership, creates unity and provides a set of values to rally around. But, behind every good brand is a comprehensive set of brand guidelines.

By using these standards, we create powerful communications that:

- build a distinctive and memorable impression
- establish a consistent voice
- provide practical, relevant, and essential information
- ensure that core values are the foundation of every message that carries our name

Our mission articulates what we need to accomplish and why we do what we do. Our vision describes how we see ourselves and how we want others to see us.

We invite you to take some time and look through this document. Become familiar with the content. Refer to these standards on a regular basis. The better you're able to understand the brand, the easier it is to accurately represent the Granco Clark brand.

HOW TO USE THIS GUIDE:

Granco Clark has established these standards as a source of guidance and insight for creating communications that connect with our audiences and send the appropriate messages.

These standards function as the rules for acceptable ways to communicate. Bottom line, these standards are your compass—a tool for helping make good decisions as you create, produce, and represent Granco Clark communications.

We suggest that you:

1. Browse through the guidelines to get acquainted.
2. Print these guidelines and refer to them frequently.
3. Contact Granco Clark's Marketing Manager with questions.

The graphic elements illustrated in this guide follow Granco Clark standards. These guidelines govern the use and placement of the Granco Clark logo, fonts, color palette, type treatment, templates, photography usage and many other key components.

Our Brand

Brands **create focus and** clarity.

They refine who we are and what we represent into a few powerful elements.

Precision

OUR BRAND:

Our Brand is much more than our logo...it's an experience.

It's everything that comes to people's minds when they hear our name (or experience our equipment). It might be strength, dependability, quality, or something else.

A brand is the essence of an organization. It's all encompassing, including its equipment, its mission, its people and how it communicates to its customers.

A strong brand can:

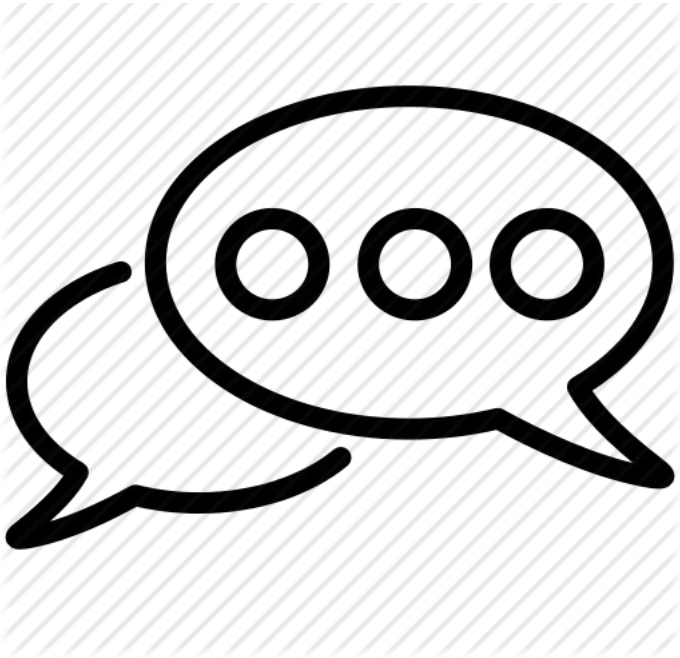
- speak for itself
- generate loyalty
- outperform competitors
- attract and retain customers

WHAT THE BRAND MEANS TO YOU:

The brand is our promise to our customer.
It tells them what they can expect from our products and services, and it differentiates our offering from our competitors'. The brand is derived from who we are, who we want to be and who people perceive us to be.

- delivers the message clearly
- confirms our credibility
- connects our target prospects emotionally
- motivates the buyer
- concretes User Loyalty

Remember that each communication sent out may be the first time they heard of Granco Clark or saw any equipment information.



OUR CULTURE:

Granco Clark is committed to the success of our customers. Delivering to the industry the best technologies and efficiencies to help increase productivity.

The Granco Clark brand needs to remain coherent, and reflect clear, concise, honest visual representation with material that is relevant and adds value.

We have embedded this throughout, revisiting tone of voice, photography, logo treatments, overall design guidelines and other subjects.

THE VOICE:

Granco Clark's tone of voice for all communications will be consistent. The message may be a little different but the tone and voice will remain the same. Managing written tone of voice is a key part of achieving a unified character across all communications, internal and external.

Just as it's desirable to have a consistent look and feel in design terms across stationery, signage, advertising and online marketing, it's also worthwhile ensuring that the content of all these media feel like it's coming from a single source. The easiest way to consider tone of voice is in terms of the personality of our brand or company. If it was a person, what would he/she be like?

Corporate Communications

Communications is key

Aim to communicate the same message to everyone.

COMMUNICATION IS KEY:

Corporate communication is the set of activities involved in managing and orchestrating all internal and external communications aimed at creating favorable point-of-view on which the company depends.

It is the messages issued by a corporate organization, body, or institute to its audiences, such as employees, media, channel partners and the industry.

Organizations aim to communicate the same message to everyone, to transmit coherence, credibility and ethic. Corporate Communications help organizations explain their mission, combine its many visions and values into a cohesive message/our voice.

The following few pages are specific to all corporate communications.

SUGGESTED ELEVATOR SPEECH:

An effective “elevator speech” should only last for 8 seconds. If the listener is interested, they will ask for more information and this is where you can begin to dig deeper into the company. Below is a sample an eight second speech.

“Granco Clark has been manufacturing heating and handling equipment for the aluminum extrusion industry over 50 years, introducing the industries most advanced technologies for higher efficiencies and greater productivity”.

PREFERRED CORPORATE TYPEFACES:

Arial:
This font has been selected for all corporate communications because it is highly legible in all sizes and weights, is space-efficient, flexible and contemporary.

The recommended font in body copy is Arial, 10pt. Arial is a sans serif font, which means it is much easier to read on both paper and on a computer screen. Please use this font in ALL corporate communications, letters, emails etc. any written communications, including PowerPoint presentations..

Sansation:
This font is to be used in all marketing efforts including the blue bar treatment, see page 25.

ARIAL, 10pt:

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

The quick brown fox jumps over the lazy dog

SANSATION:

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

The quick brown fox jumps over the lazy dog

EMAIL SIGNATURE :

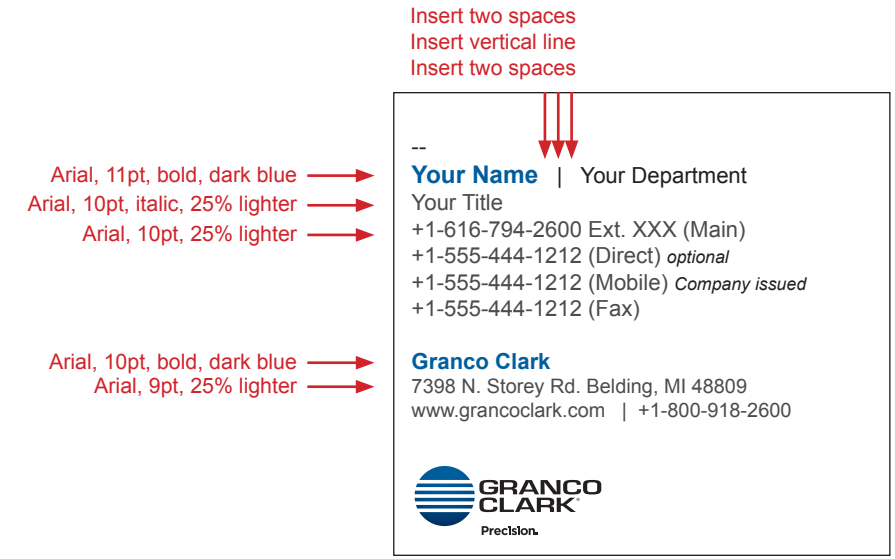
Please see IT or the Marketing Manager as there are several different versions of Outlook. The easiest way is to:

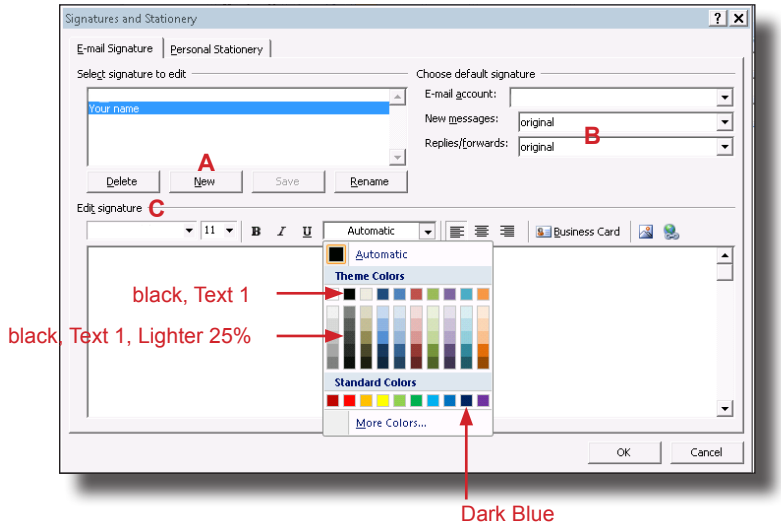
Launch Outlook

- Click on the “Signatures” button.
- Select “Signatures”.
- In the first blank box, Under “Select signature to edit” click the “New”. button under the window and type your name. **A**
- Next to this box to the right, under “Choose default signature”, make sure you choose your name under “new” and Replies” drop down menus. **B**

In the “Edit signature” **C** (the larger white box) begin to set up your signature:

- Your Name = Arial, 11pt, bold, dark blue from the “standard colors”, Text 1 not automatic* (two spaces after).
- Insert vertical line (shift+\ ) (two spaces after).
- Your Department = Arial, 10pt, black, Text 1, Lighter 25% not automatic*.
- Your Title = Arial, 10pt, italic, choose “Black, Text 1, Lighter 25%” from the “Automatic” drop down*.
- “Phone numbers” (Main, Direct, Fax) = Arial, 10pt choose “Black, Text 1, Lighter 25% from the “Automatic” drop down*.
- Granco Clark = Arial, 10pt, bold, dark blue from the “standard colors”, Text 1 not automatic*.
- Address line = Arial, 10pt, choose “Black, Text 1, Lighter 25%” from the “Automatic” drop down*.
- www.grancoclark.com = Arial, 9pt, choose “Black, Text 1, Lighter 25%” from the “Automatic” drop down*.(two spaces after).
- Insert vertical line (shift+\) (two spaces after).
- +1-800-918-2600 = Arial, 9pt, choose “Black, Text 1, Lighter 25%” from the “Automatic” drop down*.





OUT OF OFFICE ASSISTANT :

If you are going to be out of the office, or away from your desk for a long period of time, please use your out of office assistant to let people know that you are away and when you will be back.

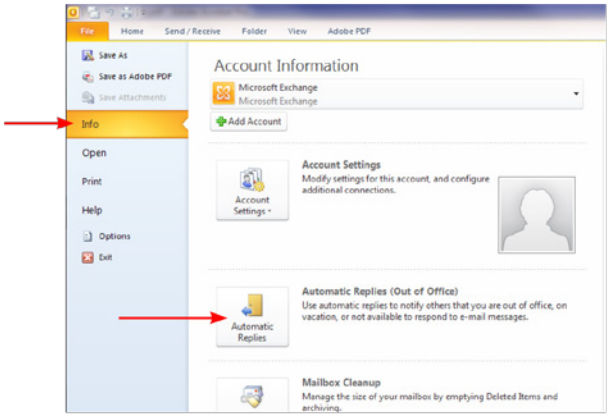
The following wording is an example of what you could say in out of office messages. When you are out of the office always include a colleague's details so queries are dealt with promptly. (Make sure you check that they will be in the office, before adding them to your message)

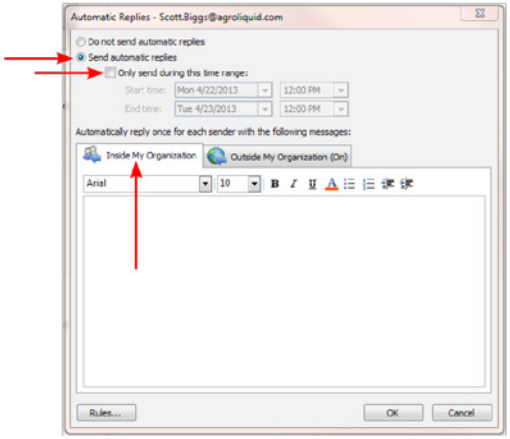
Thank you for your email. I am away from the office until <XXXXX>, and my email will not be answered until after this date. If your query is urgent please contact <XXXXXX> at <XXXXXX>. Thank you.

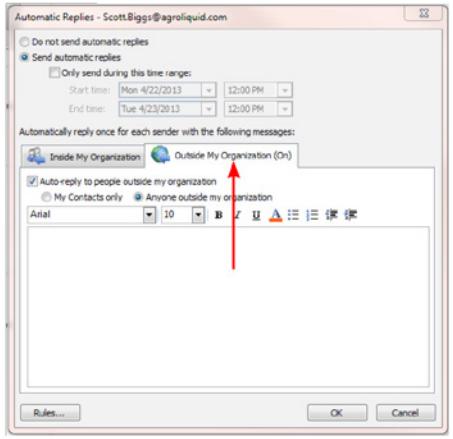
Please note there are two different out of office replies that can be set-up, internal and external email auto replies to out of office.

Launch Outlook

- "File" menu.
- Down to "Info" and over to "Automatic Replies".
- Choose "Send automatic replies" you also have the option here to set a time range.
- There are two tabs in this box,
  - "Inside My Organization"
  - "Outside My Organization" *Always include signature block in outside email.*
- Type your message and click OK. Do this for both tabs. Both messages can be the same or different, Give your outside contacts more info.







Print Guidelines

PRINT CONSIDERATION:

When considering print, there are several things to keep in mind.

If copies will be reproduced at a local walk in print shop, (Kinko's) keep in mind that those will not have bleeds and may not fold correctly. It is best to contact the marketing department to help you.

- get in touch with the printer that will be used with a full specification of your job
- page size
- number of pages
- number of colors
- print quantity
- other special requirements

Remember, it may be more cost effective to have a larger number of copies, quantities below 500 are rarely cost effective. But also, it is not environmentally sustainable to over order.

When a job is ready to print, pass the entire job to the Granco Clark Marketing Department for a final review. Once a final proof has been approved and marketing has checked the document to ensure that the brand message and look adheres to the corporate guidelines, the final files will be passed to a commercial printer. The document should be thoroughly proof read by the appropriate people and by the originator prior to signing off and printed.

Print design means speaking to your audience through visual means, which requires a lot of delivery – fresh concepts, inviting copy, and unforgettable images. There are a lot of key components that must go into a successful piece, some of those are:

- Who is the audience.
- What artwork will best support the message.
- Headlines, slogans that draw the reader in.
- Organized body copy text.
- Call to action, contact information.
- Layout aesthetics.
- Thinking.

An effective quality piece requires sufficient time.

Jobs generally take about 8-10 hours per page of copy-writing, 8-10 hours for design, about a week to route for proofing and accuracy in information, a minimum of one week to print (larger jobs/longer print runs may need extra time as paper may need to be ordered, or if the job has die-cutting needs, special coatings, or prints overseas etc.)

Posters, fliers, ads, literature have a certain design look and feel and must be followed.

THINKING PROCESS:

By working within a structured suite we are able to:

- create a consistent brand image
- continually update and improve literature
- build awareness of promotional gaps and stop unnecessary material being produced saving time and money
- avoid material duplication
- add value to the company and the industry

Add value:

- open dialogue with a target audience
- include in-depth information on equipment specifics
- by highlighting specific benefits of equipment performance

SCHEDULE IN TIME:

All departments, persons must ensure sufficient time is given to check all literature. The time line for checking will reflect the complexity and detail of the content and the document under production.

FINAL PROCESSES:

Responsibilities for signing off all internal and external marketing and promotional collateral is important in maintaining our overall branding. This sign off includes accuracy of material content, spelling, branding, the voice and other key elements.

Any references to financial activity will be checked with Accounting. Any statements regarding quality of our equipment will be addressed by manufacturing. The final piece must be reviewed by the marketing department for final production and release.

PHOTOGRAPHY:

Granco Clark encourages ***in the field photography*** during commissioning.

Having our own unique photos to use in literature, ads, and promotional materials is well received by everyone.

The only rule in photography is that there are no rules. However, there are a number of established composition guidelines which can be applied in almost any situation, to enhance the impact of a scene on providing usable photos. When taking pictures, please consider the following:

- use a camera.*(mobile phones usually do not have print quality pictures, if you do use it, make sure it is on the highest quality setting or use the HD setting)*
- use highest quality dpi settings always
- take more than one picture, close ups and full equipment shots
- take your time to capture that image
- capture crisp clear clean pictures, not blurry
- give enough space around the object of the picture
- pay attention to the background and what may be captured in the picture as well
- you can use www.wetransfer.com to transfer larger files (it's free)

Camera location plays a big roll in the perspective of the shot. We encourage to look through the camera view finder and physically move up and down or closer or back away from the subject to see if it puts an interesting perspective on the shot. See examples on next page.

Remember, take your time. Re-take if you need to.

TIPS:

RULE OF THIRDS:

Imagine that your image is divided into nine equal segments by two vertical and two horizontal lines. The rule of thirds says that you should position the most important elements in your scene along these lines, or at the points where they intersect.

Doing so will add balance and interest to your photo. Some cameras even offer an option to superimpose a rule of thirds grid over the LCD screen, making it even easier to use.

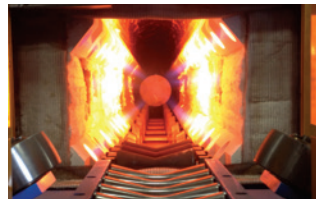
BALANCING ELEMENTS:

Placing your main subject off-center, as with the rule of thirds, creates a more interesting photo, but it can leave a void in the scene which can make it feel empty. You should balance the "weight" of your subject by including another object of lesser importance to fill the space.

LEADING LINES:

When we look at a photo our eye is naturally drawn along lines. By thinking about how you place lines in your composition, you can affect the way we view the image, pulling us into the picture, towards the subject, or on a journey "through" the scene. There are many different types of line - straight, diagonal, curvy, zigzag, radial etc - and each can be used to enhance our photo's composition.

VIEWPOINT:



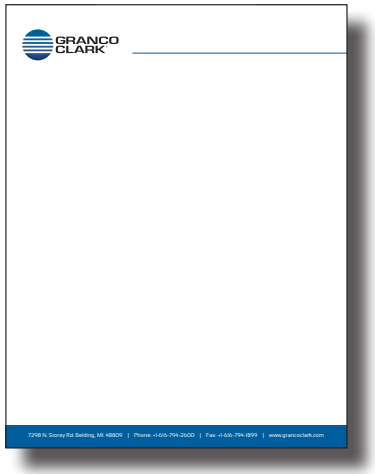
Before photographing your subject, take time to think about where you will shoot it from. Our viewpoint has a massive impact on the composition of our photo, and as a result it can greatly affect the message that the shot conveys. Rather than just shooting from eye level, consider photographing from high above, down at ground level, from the side, from the back, from a long way away, from very close up, and so on.

BACKGROUND:

The human eye is excellent at distinguishing between different elements in a scene, whereas a camera has a tendency to flatten the foreground and background, this can often ruin an otherwise great photo. Thankfully this problem is usually easy to overcome at the time of shooting - look around for a plain and unobtrusive background and compose your shot so that it doesn't distract or detract from the subject.

SYMMETRY AND PATTERNS:

We are surrounded by symmetry and patterns, both natural and man-made., They can make for very eye-catching compositions, particularly in situations where they are not expected. Another great way to use them is to break the symmetry or pattern in some way, introducing tension and a focal point to the scene.



letterhead

PowerPoint

option 1 *option 2*

TEMPLATES:

Granco Clark developed templates to make sure that the company identity is used correctly, and the branding is consistent.

The templates demonstrate the correct placement of the logo, color and font in an appropriate layout.

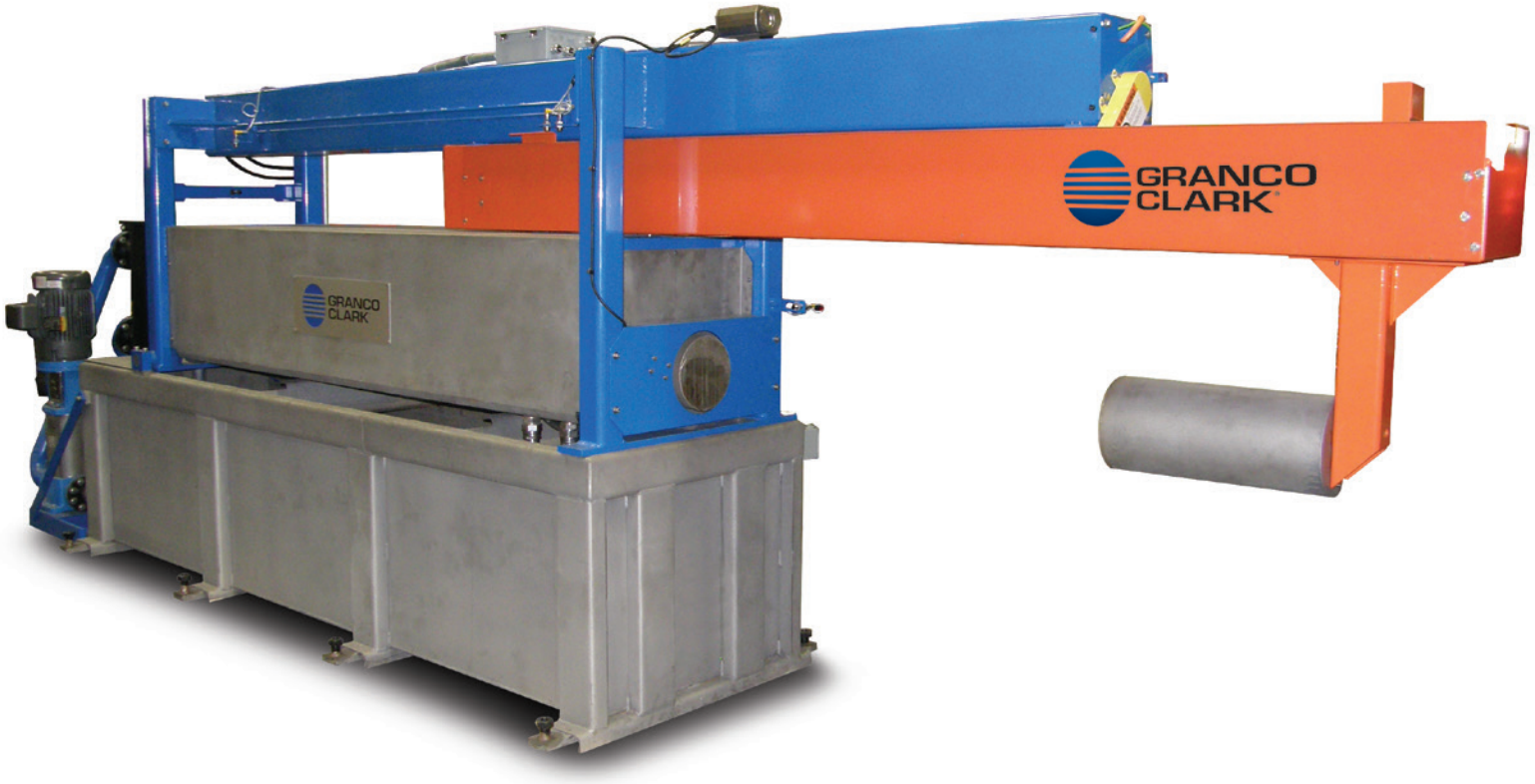
Remember:

- White space is good. It is easy on the eyes and easy to follow along.
- Don't crowd text, pictures, graphs with each other, always allow plenty of white space.
- Only add graphics if there is room.
- Engage your audience.
- Keep your slides consistent with each other, this includes font size of headlines, body copy, charts, pictures.

Any use of communications outside of the provided templates are highly encouraged to be reviewed by the marketing department to ensure the look of the company is consistent in all areas.
The following templates are available on the Granco Clark intranet: *\Marketing\Current Templates\Corporate*:

- letterhead in word
- PowerPoint slides

Templates can be downloaded from the Granco Clark Intranet following this path: \Marketing\Current Templates\Corporate



Logo Guidelines

A Logo's job...

identifies a business in its simplest form via the use of a badge or icon.

This is an example of a "badge". This is typically only used for small web banners or areas that the full logo would be hard to see.

A LOGO'S JOB:

A corporate logo is a graphic symbol that represents our company. But the purpose of a logo goes a lot further than mere symbolism. A logo is the foundation of our company's brand because it is often the primary means by which customers form an image. It is an important promotional tool that sets the company apart and encourages customer loyalty.

The companies logo carries the reputation of our culture. It symbolizes the core value and beliefs of what we stand for. This is reflected through our logo. It is important that we as a whole respect this and reflect this to our customers. Remember, customers form a judgment of you based on the name, "the logo", how do you want to be remembered?

The following few pages are guidelines on the correct and incorrect ways of treating the logo and its colors.

CORRECT LOGO TREATMENTS:

The Granco Clark boiler plate is made up of two elements:

- The full color corporate logo.
- Blue bar with web address and 800 number. *see page 25*

The design of the signature is a clean anchored sign off. These elements are shown in their primary configuration on this page below. This configuration should be used for corporate communications. In some cases, such as our letterhead template only, *(see page 19)* have a modified version to project a corporate feel. It is OK to use just the corporate logo alone with the approved distance of space around it, such as a web banner ad to link to our website.

NEVER PLACE THE LOGO ON A PATTERN BACKGROUND.

Positioning of the elements is measured by a unit (1) that is equal to a full distance of the “O” of Granco. There needs to be a minimum of this space around the logo at all times.

Logo’s can be downloaded from the Granco Clark Intranet following this path: \Marketing\Current Logos\Granco Logo

GRANCO CLARK®

Full color preferred logo

GRANCO CLARK®

Black only logo

GRANCO CLARK®

Reverse logo (white)

CORRECT LOGO TREATMENTS:

LOGO

The Granco Clark logo should occupy its own space.
Always maintain a generous “safe” area equal to a full “width” of the “O” of “Granco” on all sides of the logo.

ARTWORK

Digital files with .EPS or .TIFF extensions should be used for printed materials. Those with .JPG extensions should be used primarily for on-screen viewing.

LOGO COLOR OPTIONS

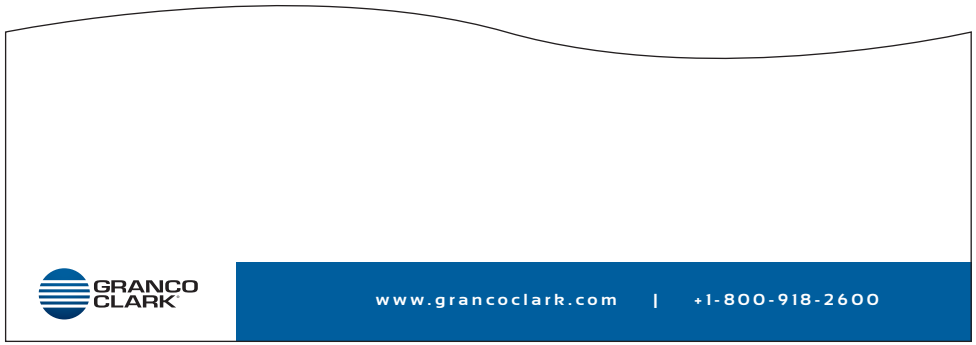
You have three basic options from which to choose:

Full Corporate Granco Clark colors:

- PMS 2945 Blue
- PMS 7579 Orange
- All-black version
- Reversed version, in which the entire logo is shown in white against a dark background.

PMS 2945 Granco Clark Blue	PMS 7579 Granco Clark Orange
C M Y K 100 53 2 16	C M Y K 0 74 100 0
R G B 0 76 151	R G B 220 88 42
Web Safe 004C97	Web Safe DC582A

GRANCO CLARK®



BLUE BAR:

Logo size to be . . . . . 2” wide
Blue bar size is to be 1” tall, bleeding off the sides and bottom.
Font for web address, vertical line (five spaces on both sides) and 800 number in blue bar: (treatment is for a horizontal 8.5”x11” paper, use proportionate when scaling)

FONT: Sansation . . . . . **Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

FONT SIZE: 13pt
HORIZONTAL SCALE: 110%
TRACKING: 200
VERTICAL SCALE: 110%

The Granco Clark full boiler plate lock up used on literature, ads and printed materials.

COMMERCIAL PRINT - LITERATURE ADDRESS AND BLUE BAR:

This treatment is to be used on literature, ads and most printed items, this includes our contact info:

BLUE BAR: *(Country Listings)*
FONT: Sansation . . . . . **Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

FONT SIZE: 10pt
HORIZONTAL SCALE: 110%
TRACKING: 200
VERTICAL SCALE: 110%

FIRST ADDRESS BLOCK:
FONT: Sansation . . . . . **Bold**

FONT SIZE: 9pt
Right justified

SECOND ADDRESS BLOCK:
FONT: Sansation . . . . . **Bold**

FONT SIZE: 8pt
Right justified

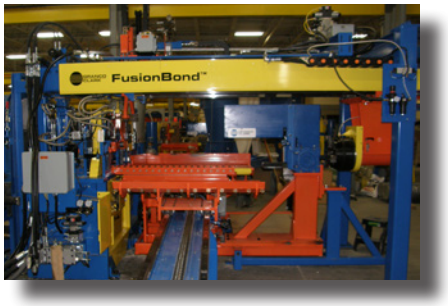
ADD vertical .5 point Granco Clark Blue line and place the logo to the right of the line. See example to the left.

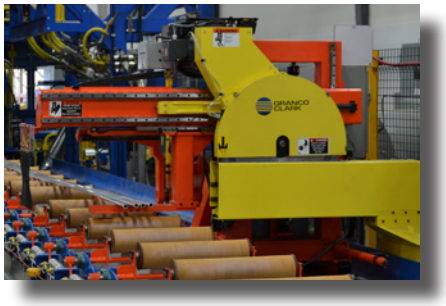
SIGN PLAQUES AND LOGO PLACEMENT:

Strategically placed to ensure optimal exposure for branding of the company.

All Granco Clark equipment should be properly plaque with a minimum of one logo per side for easy identification. Multiple Logo's per side is acceptable and encouraged, the reason for this is being able to see a logo no matter where you stand so everyone knows who the manufacturer is.

Logo plaques should be large enough to be seen easily and place in plain clear view. In some cases, vinyl logo's can be placed on guards that plaques can not attach too.





INCORRECT LOGO TREATMENTS

Granco Clark Logo Misuse

Never use anything but the approved and provided logo.

- Never attempt to create your own Granco Clark logo.
- Never reproduce the logo in non-approved colors.
- Never stretch or alter the logo's proportions.
- Never enlarge or reduce the artwork beyond the next size provided.
- Never use the logo as part of a sentence or phrase. Always spell it out, Granco Clark.
- Never alter the horizontal orientation of the logo.
- Never use the logo in a crowded space.
- Never print on top of the logo.
- Never use the logo as a watermark
- Never place on a patterned or photographic background
- Never place on a colored background that does not provide sufficient contrast.

Social Media

Social **Media**

getting a message out fast

UNDERSTANDING SOCIAL MEDIA

It's a fundamental shift in the way we communicate. The online world is ever changing, ever evolving, truth is, no one will ever catch up or be an expert at it. There are only levels of understanding of it. It takes a lot of time to understand it and to keep up with the fast pace of it.

Social media is a very productive media to be involved in. Once you begin in this direction, you must stay on top of it, know what is going on and, who is talking about us, as it is a great tool to build relationships and, trust while having good conversations with our followers. This is where we need to get our followers talking about us in a positive way. Answer questions in a non threatening way, talking at their level in conversation and not talking at a level or two above them that they don't understand. This can make them un-friend us.

Social Media can be very dangerous as well to be involved in and needs to be taken serious. Both good and bad can happen very quickly.

Please read carefully if you use any social media.

SOME RULES TO FOLLOW

- Be sure to familiarize yourself with the employment agreement and policies included in the employee handbook.
- The policy applies to multi-media, social networking websites, blogs and wikis for both professional and personal use.
- Internet postings should not disclose any information that is confidential or proprietary to the company or to any third party that has disclosed information to the company.
- If you comment on any aspect of the company's business you must clearly identify yourself as an employee and include a disclaimer.
- The disclaimer should be something like "the views expressed are mine alone and do not necessarily reflect the views of Granco Clark."
- Internet postings should not include company logos or trademarks unless permission is asked for and granted.
- Internet postings must respect copyright, privacy, fair use, financial disclosure, and other applicable laws.
- Employees should neither claim nor imply that they are speaking on the company's behalf.
- Corporate blogs, Facebook pages, Twitter accounts, etc., make sure when posting about the company and the industry that it is tasteful.
- The company reserves the right to request the certain subjects are avoided, withdraw certain posts, and remove inappropriate comments.

Social media has really good benefits and can be used in many ways to reach the masses in a very quick productive way. CAUTION: It can however, also tear apart a company faster than it can do good. Social media is just that, social, views expressed on any of the media types should reflect the core beliefs and values and holding the company at its absolute highest standards. So remember, one wrong saying, post, mention, etc. can tear apart the company faster than your sneeze.

Social media can get a message out the fastest and most cost efficient way and must be handled by a designated person to carry the correct voice and message. Other great uses would be to address crisis management situations or brand opportunities.