

# CORPORATE IDENTITY & GRAPHIC STANDARDS

CARPENTER CO.



# CORPORATE IDENTITY & GRAPHIC STANDARDS

## INTRODUCTION



A unified and cohesive corporate identity program is one of a company's most valuable assets.

It's important to recognize that every company has a specific public identity. Every element of communication, whether it be print, digital, advertising, signs, or any other visual display, contributes to the overall public and private impression of the company.

A cohesive identity program integrating each element with all others projects a unified system which works to reinforce all of the company's activities, while simultaneously simplifying and streamlining certain processes.

These pages define the basic guidelines for Carpenter's brand identity. They provide the framework and reference for implementing and maintaining Carpenter's visual identity through any communication medium.

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### Graphic Standards

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Graphic standards entail the concepts and organization of all visual material for the Company. The logo, slogan, colors and typography are the foundation of Carpenter's brand and should be applied consistently.

Adhering to the established graphic standards will ensure continuity, a high standard of quality, and a clear, consistent identity for Carpenter.

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The most up-to-date guidelines and downloadable resources can be found at the below web address, or scan the QR code to access.



<https://carpenter.com/en/about/brand-resources/>

# CORPORATE IDENTITY & GRAPHIC STANDARDS

## COPYRIGHT AND TRADEMARK POLICIES



Carpenter owns a number of trademarks and copyrights that it uses extensively in its various businesses. They comprise part of our intellectual property portfolio and represent a valuable asset of the Company, so the proper use and protection of these assets is extremely important. The following provides a short introduction as to what a trademark and copyright are, how they should be used and what to do in order to determine the status of a mark or a copyright.

In general, a trademark protects the brand or symbol that identifies the source of the product, while a copyright protects various forms of written and artistic expression. So for example, Carpenter utilizes trademarks to identify a particular product, such as Serene® foam, while a copyright would be used to protect the advertising copy for such product. Note that trademarks are adjectives that are used to describe the related product, i.e. Rely® tirefill.

Carpenter utilizes both registered and unregistered trademarks- registered trademark is designated by the symbol ® while an unregistered trademark is designated by the symbol TM. Both types of trademarks indicate that a mark belongs to Carpenter, although a registered trademark provides more legal protection since it puts third parties on notice that the trademark belongs to Carpenter for the particular use and in the particular jurisdiction in which it is registered. Likewise, material designated as copyrighted uses the symbol ©.

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### Procedures

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Always contact the Legal Department regarding general questions on proper trademark usage. Before using any potential new trademark, it needs to be searched to see if it is available and not already being used by someone else. The Legal Department will obtain clearance to use a new trademark- failure to do so can result in an unintentional legal infringement of someone else's intellectual property rights. Similarly, if a work is noted as being copyrighted, contact the Legal Department to determine next steps.

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# CORPORATE IDENTITY & GRAPHIC STANDARDS

## COLORS



Blue is the primary color of Carpenter's identity, and it reinforces the soothing and comfortable elements that make up the symbol. See the sidebar for guidance on using the appropriate style of blue for the medium.

A 20% black accent may be used in place of white for a contrasting color.

A lighter blue may be used sparingly as a supporting color for digital mediums.

### Examples



Pantone® 285c  
PRIMARY



100c 62m 9y 1k  
CMYK mix



Pantone® 300  
uncoated papers



20% black  
accent



0066c  
Primary  
web-safe HEX for digital



1499ed  
Supporting  
web-safe HEX for digital

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Questions? [brand@carpenter.com](mailto:brand@carpenter.com)

# CORPORATE IDENTITY & GRAPHIC STANDARDS

## SYMBOL, LOGOTYPE & SLOGAN



The Carpenter symbol was designed to reflect the nature and focus of our business: comfort cushioning products. The elements in the symbol have a soft, rounded quality that express a cushioning action.

The Carpenter symbol was designed to be used either independently or in partnership with the logotype, and should appear in either Pantone 285C (primary), 100% black, or, **in rare cases**, be reversed to white if needed.

The Carpenter symbol is a registered trademark and should never appear without the ®.

The Carpenter logotype is a customized treatment of a sans serif typeface, and should print black or white, depending upon the background.

The Carpenter slogan  
**We bring comfort to your life.®**  
reflects Carpenter's commitment to and focus on comfort. The slogan should always be presented in Gill Sans and print in either black, 30% black, or reversed to white if on a dark background.

The Carpenter slogan is a registered trademark and should never appear without the ®.

### Examples



### Incorrect Example



- symbol is too large in relation to the logotype
- slogan should not be same width as the logotype

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Body copy should be in **Gill Sans Regular** or Light.

## Examples

Attention should be given to ensure that a balance exists between the appropriate prominence of the headline, subhead and body copy.

GILL SANS LIGHT HEADLINE

Gill Sans Regular Subhead

Gill Sans Light Body Copy, Gill Sans Light  
Body Copy, Gill Sans Light Body Copy,  
Gill Sans Light Body Copy, Gill Sans Light  
Body Copy, Gill Sans Light Body Copy,  
Gill Sans Light Body Copy, Gill Sans Light  
Body Copy, Gill Sans Light Body Copy,  
Gill Sans Light Body Copy, Gill Sans Light  
Body Copy, Gill Sans Light Body Copy,

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# CORPORATE IDENTITY & GRAPHIC STANDARDS

## LETTERHEAD



Letterhead reflects directly on the Company and person sending it. It is important to follow specifications and to carefully monitor printing to ensure that pieces match in color, stock and content.

Email **brand@carpenter.com** to request letterhead templates for printing.



### Specifications

Letterhead paper stock: 60# Smooth White

Envelope paper stock: 60# Smooth White

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# CORPORATE IDENTITY & GRAPHIC STANDARDS

## POWERPOINT



Presentations are one of the more public-facing ways the Company is presented to the public, therefore it is important that our presentations be unified and consistent.

Email **brand@carpenter.com** to request the most updated version of the Powerpoint template.



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### Tips

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Use bullet points and short phrases to highlight your message on each slide; let your talk elaborate on each point. Assume your audience is going to read ahead, so don't give away your entire message on the screen.

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# CORPORATE IDENTITY & GRAPHIC STANDARDS

## DIVISIONS



When printed on documents, embroidered on clothing, imprinted on collateral, or used in signage, Carpenter Division names can be presented in conjunction with the horizontal or vertical version of the Carpenter symbol & logotype.

The Pantone 285 symbol and 100% black logotype is the preferred presentation; however, if only 1 color is to be used, all elements should be 100% black or white.

The Division name should be set in Gill Sans Bold and be aligned with the left side of the Carpenter logotype, or with all 3 elements vertically aligned on center.

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### Examples

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# CORPORATE IDENTITY & GRAPHIC STANDARDS

## EMAIL SIGNATURE - EUROPE



### GUIDELINES

#### Do:

- Choose one of the standard email templates provided in the "How to Update Your Email Signature" document from Corporate
- Add contact information that is needed to successfully conduct your business if space has not been allotted in the standard email signature you choose (additional phone or fax number)
- Use your email signature for all messaging

#### Do not:

- Add any unnecessary content to your email signature (personal photos, holiday or seasonal greetings, quotes, personal affirmations, calls to action, QR codes, icons, animated gifs, taglines, etc.)
- Add links to any website other than carpenter.com to your email signature
- Edit the font size, colors or style from what is provided in the standard signatures
- Change the size of the logo (or the logo itself) from what is provided in the standard signatures

### Examples



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