

2 0 2 0
J E T - L U B E
C O R P O R A T E
B R A N D
S T A N D A R D S

JET-LUBE[®]

DEACON[®]

21[®]

550[®]

769 Lubricant[®]

Deacon[®]

Easy-Clean[®]

Extreme[®]

Ezy-Turn[®]

J-75[®]

JetLube[®]

Jet-Lube[®]

Jet-Lok[®]

JLS[®]

Kopr-Kote[®]

Magic Wrench[®]

Mold-Pac[®]

NCS-30[®]

Nikal[®]

Petro-Tape[®]

Run-N-Seal[®]

Sterilene[®]

TF-15[®]

V2[®]

Well-Guard[®]

Wire Hog[®]

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. *Jet-Lube does not authorize anyone/any company to use its brand names as their domain.

Who to contact regarding branding

If you have any questions related to our branding, contact our Marketing Department at marketing@jetlube.com.

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

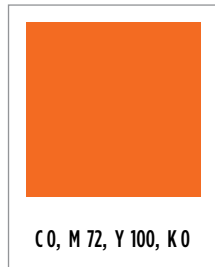
Anytime the logo is reversed out of a dark background the logo should appear as a single color. Use either white or “Jet-Lube Orange” when printing solid color or four color process.



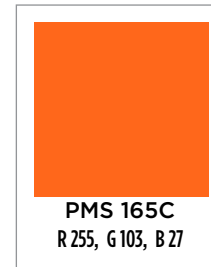
Print & web colors

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

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.



1 color

The Deacon logo can be printed in PMS 123C, “Deacon Yellow” 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 in either white or “Deacon Yellow” when printing solid color or four color process.



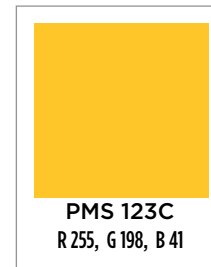
Print & web colors

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'





Do not change logo colors



Do not change logo fonts



Do not stretch or compress the logo

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

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

Jet-Lube® and its product line, Deacon® have logos available by contacting marketing@jetlube.com. Jet-Lube 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 or sales@jetlube.com 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, Jet-Lube will provide a local language SDS with the required health and safety language and pictograms for the country. Contact regulatory@jetlube.com to request the document(s).

Editable pdf files for Jet-Lube branded labels are available for other countries. Contact kendra.campbell@whitmores.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.



IN WITNESS WHEREOF, this Jet-Lube CORPORATE BRAND STANDARDS was read, agreed upon and signed by the Parties under the hands of their duly authorized officers and made effective as of the date first written above.

Distributor Employee Name

Date

Distributor Employee Title

Jet-Lube Employee Name

Date

Jet-Lube Employee Title