

WHITMORE MANUFACTURING Brand Guidelines



TABLE OF CONTENTS

Whitmore Manufacturing Branding

Brand Overview	3
About Us	4
Brand Architecture	5
Best Practices	6-7
• Logo Usage	
• Website Usage	
• Advertising	
• Collateral/Literature	
Company Tone	8
Packaging and Labels	9
Registered Trademarks	10
Fonts	11
Photo Usage	12
Acknowledge	42

Whitmore Brand Guidelines 13

• Logo Usage	14
• Color Usage	15
• Incorrect Usage	16
• Signage	17
• Apparel & Promotional Items	18

Jet-Lube Brand Guidelines 19

• Logo Usage	20
• Color Usage	21
• Incorrect Usage	22
• Signage	23
• Apparel & Promotional Items	24

ProAction Fluids Brand Guidelines 25

• Logo Usage	26
• Color Usage	27
• Incorrect Usage	28
• Signage	29
• Apparel & Promotional Items	30

Deacon Brand Guidelines 31

• Logo Usage	32
• Color Usage	33
• Incorrect Usage	34
• Signage	35
• Apparel & Promotional Items	36

OilSafe Brand Guidelines 37

• Logo Usage	38
• Color Usage	39
• Incorrect Usage	40
• Signage	41
• Apparel & Promotional Items	42

Air Sentry Brand Guidelines 43

• Logo Usage	44
• Color Usage	45
• Incorrect Usage	46
• Signage	47

Hydrotex 48

• Logo Usage	49
• Color Usage	50
• Incorrect Usage	51
• Signage	52
• Apparel & Promotional Items	53

WHITMORE MANUFACTURING BRAND

Why Our Brand Matters

Our success is built on strong relationships with our partners, clients, and employees. A trusted brand fosters these connections by consistently delivering on its promises. Our brand represents our commitment to quality, reliability, and integrity—key elements that drive loyalty and long-term success.

Applying the Brand

Maintaining the integrity of our brand designs is essential. Significant investment has been made in developing our brand identity, and its impact is maximized through consistent and professional application. Please use approved designs as provided—modifications are not permitted without prior approval.

Brand Resources & Contact Information

To access and download official logos, visit:

- whitmores.com/branding
- jetlube.com/branding
- oilsafe.com/branding



For branding-related inquiries, contact the Marketing Department at marketing@whitmores.com.

WHITMORE MANUFACTURING ABOUT US

Whitmore Manufacturing, LLC

Established in 1893, Whitmore Manufacturing is a globally recognized leader in lubrication and reliability solutions. Our trusted brands deliver high-performance products that enhance the reliability, efficiency, and lifespan of industrial assets.

Whitmore®, Jet-Lube®, OilSafe®, Deacon®, Air Sentry®, ProAction Fluids™, and Hydrotex® are registered brands and trademarks of Whitmore Manufacturing, LLC.

Reliability in Demanding Environments

We set the prevention and protection standard for lubrication and reliability products in moderate to extreme conditions and environments.

Committed Distribution Network

High quality products offered through a service-intensive distribution network committed to technical support and total customer satisfaction.

Tailored Solutions for Every Application

Designed to meet the specific needs of each industry and application, ensuring essential equipment operates at peak performance.



WHITMORE MANUFACTURING BRAND ARCHITECTURE



WHITMORE MANUFACTURING, LLC, IS A WHOLLY-OWNED SUBSIDIARY OF CSW INDUSTRIALS, INC.

WHITMORE MANUFACTURING



Performance Lubricants, Friction Modifiers, and Rail Equipment



Performance Lubricants, Anti-Seizes, Compounds, Sealants, Injectable Packings, and Cleaners/Degreasers



Oil Transfer and Grease Equipment, Identification, Bulk Storage and Systems, Storage & Handling, and Spill Control



Sealants, Compounds, Injectable Packings, Pipe Wraps, and Specialty Products.



Performance Lubricants and Engine Oils



Drilling Fluids and Specialty Products



Desiccant Breathers and Adapters

WHITMORE MANUFACTURING BEST PRACTICES

Use of Brand Names & Representation

- Whitmore Manufacturing brand names and trademarks - Whitmore®, Jet-Lube®, OilSafe®, Deacon®, Air Sentry®, ProAction Fluids™, and Hydrotex® must be used correctly and consistently in all communications.
- When referencing Whitmore Manufacturing products, use the official product names.
- Distributors and partners should use the phrase “A Authorized Distributor of Whitmore.” “A Authorized Distributor of Jet-Lube.” etc., when representing Whitmore Manufacturing products. They may not imply ownership or exclusive affiliation.

Logo Usage

- Whitmore Manufacturing logos must not be altered, stretched, recolored, or directly combined with other company logos. Any co-branding should receive prior approval from Whitmore Manufacturing’s Marketing Department.

Website & Domain Usage

UNAUTHORIZED DOMAINS:

- Whitmore Manufacturing does not authorize any company to use its brand names as part of their domain names (for example: whitmoredistributor.com or jetlubesupplier.net are not permitted).
- All online representations of Whitmore Manufacturing products can link back to the official company websites: whitmores.com | jetlube.com | oilsafe.com | airsentry.com | deaconindustries.com | hydrotexlube.com | proactionfluids.com
- Websites promoting Whitmore Manufacturing products should accurately represent product specifications and use current product images and logos.
- Whitmore Manufacturing does not authorize the direct replication of its website designs.

For branding-related questions or approvals, please contact Whitmore Manufacturing’s Marketing Team at marketing@whitmores.com.

WHITMORE MANUFACTURING BEST PRACTICES

Advertising

DIGITAL/PRINT & SOCIAL MEDIA:

- Distributors representing Whitmore Manufacturing brands/products should ensure all content reflects the professionalism, integrity, and quality of our brands.
- Distributors should not direct copy any of Whitmore Manufacturing brands' graphics or copy. For social media, it is requested that you repost from our brand channels. Digital and print advertisements should not be copied.

GENERAL GUIDELINES:

- Use Approved Branding: Only use official Whitmore Manufacturing logos, images, and colors.
- Co-Branding: Add "An Authorized Distributor of..." when appropriate. Do not obscure Whitmore Manufacturing's logos and do not directly pair Whitmore Manufacturing brand logos with yours. Whitmore Manufacturing logos should be in a separate space than Distributors logo.
- Clear Messaging: Focus on the performance, reliability, and real-world applications of Whitmore Manufacturing products.
- Accurate Information: Always provide up-to-date and verified product details. Avoid exaggerating product capabilities.
- Use High-Quality Images: Ensure all visuals of Whitmore Manufacturing products are clear and professional.
- Tag Whitmore Manufacturing's Channels: Tag Whitmore Manufacturing's social media accounts when applicable.

Collateral/Literature

BROCHURES, CATALOGS, SELL SHEETS, FLYERS, ETC.

- Adding Distributor Info: Distributors may add a sticker or stamp with their own company information to Whitmore Manufacturing collateral. The distributor's information should be added in a way that is professional and consistent with the overall design of the material.
- Whitmore Manufacturing logos, fonts, colors, and other branding elements should remain intact and unaltered. Do not directly co-brand our logos with other logos. Logos should be separated.

For prior review/approvals or questions, contact Whitmore Manufacturing's Marketing Team at marketing@whitmores.com.

WHITMORE MANUFACTURING COMPANY TONE

Tone

PROFESSIONAL, TRUSTWORTHY, AND KNOWLEDGEABLE

Whitmore Manufacturing's tone reflects our expertise, reliability, and commitment to excellence in lubrication and reliability solutions. We communicate with clarity, professionalism, and confidence, ensuring that our messaging resonates with customers.

OUR TONE SHOULD ALWAYS:

- Inspire Trust - We are a globally recognized leader with over a century of experience. Our messaging should reinforce credibility and dependability.
- Be Solution-Oriented - We focus on solving industry challenges with innovative and high-performance products.
- Remain Clear and Concise - Technical details are important, but they should be communicated in a way that is easy to understand.
- Balance Technical expertise with an understanding of our customers' needs, ensuring our messaging is both informative & engaging.

OUR VOICE SHOULD ALWAYS BE:

- Consistent - Whether in marketing materials, customer communications, or internal messaging, we maintain a unified brand voice.
- Confident, Not Overstated - We communicate our strengths without exaggeration, letting our proven results and reputation speak for themselves.
- Customer-Focused - We emphasize how our products and solutions enhance the performance, efficiency, reliability, and lifespan of our customers' essential assets.

WRITING GUIDELINES:

- Ensure consistency across all platforms, from websites and brochures to social media and technical documents.
- By following these guidelines, we reinforce Whitmore Manufacturing's position as a trusted industry leader while maintaining a strong and consistent brand identity.

Vision - *To be a global leader in providing innovative products and services which increase the reliability, performance, and lifespan of industrial assets.*

Mission - *To provide such an exceptional experience in all we do that those we serve will always consider us their first choice.*

Core Values - *We are committed to serving others with Accountability, Citizenship, Teamwork, Respect, Integrity, Stewardship, and Excellence.*

WHITMORE MANUFACTURING PACKAGING AND LABELS

Whitmore Manufacturing does not allow removal of our branded labels on packaging unless prior approval has been granted.

Whitmore Manufacturing does not allow private labeling unless prior approval has been granted. If private labeling is desired, contact your local Sales Representative for more information.

PRODUCTS SOLD IN THE UNITED STATES

U.S. formatted GHS SDS's are available on our websites at www.whitmores.com or www.jetlube.com. Products will be labeled according to section 2 of the US formatted GHS SDS.

PRODUCTS SOLD IN CANADA

Canadian formatted GHS SDS's are available on our websites at www.whitmores.com or www.jetlube.com. Products will be labeled according to section 2 of the Canadian formatted GHS SDS.

PRODUCTS SOLD THROUGH OUR LOCATION IN THE UNITED KINGDOM

UN formatted GHS SDS's are available on our websites at www.whitmores.com or www.jetlube.com. Product will be labeled according section 2 of the UN formatted GHS SDS in English.

FOR ALL OTHER COUNTRIES

GHS formatted SDS's are available on our websites at www.whitmores.com or www.jetlube.com. If you cannot locate an SDS in your required language, please contact our Regulatory Department at regulatory@whitmores.com.

Labels are not currently available for regions outside of the United States, Canada, and the United Kingdom.



WHITMORE MANUFACTURING REGISTERED TRADEMARKS

Whitmore®

AccuTrack®
Caliber®
BioRail®
Decathlon®
Earthkeeper®
EnviroLube®
EZ Switch®
GearMate®
Matrix®
MultiPlus®
Novagard®
Omnitask®
OmniTemp®
RailArmor®
RailMaster®
SurStik®
SurTac®
TOR Armor®
TrackMate®
Whitcam®
WhitSlide®

Jet-Lube®

21®
550®
769 Lubricant®
Easy-Clean®
Envirogard®
Extreme®
Ezy-Pak®
Ezy-Turn®
J-75®
Jet-Lok®
JLS®
Kopr-Kote®
Kopr-Shield®
Kov'r Kote®
Magic Wrench®
NCS-30®
Nikal®
Petro-Tape®
Run-N-Seal®
Sterilene®
TF-15®
V2®
Well-Guard®
Wire Hog®

OilSafe®

Air Sentry®
Guardian®

Deacon®

Mold-Pac®

Hydrotex®

Your Lubrication Solutions
Partners®

WHITMORE MANUFACTURING FONTS

To maintain a consistent and professional brand identity, Whitmore Manufacturing uses the Gotham font family as its primary typeface. If Gotham is unavailable, the Arial font family should be used as an alternative.

PRIMARY FONT: GOTHAM SUITE

The Gotham font suite is the official typeface for Whitmore Manufacturing branding and communications. It provides a clean, modern, and highly legible appearance that aligns with our professional and trustworthy brand image.

Gotham Bold – Used for headlines, key messaging, and emphasis.

Gotham Medium – Used for subheadings and secondary emphasis.

Gotham Book / Light – Used for body text and general content.

Gotham Italics – Used for captions and highlights

ALTERNATIVE FONT: ARIAL SUITE

If Gotham is unavailable, the Arial font suite serves as the approved substitute. Arial maintains a simple and professional look while ensuring consistency across different platforms and applications.

Arial Bold – Used for headlines and emphasis.

Arial Regular – Used for body text and general content.

Arial Italics – Used for captions and highlights

FONT USAGE BEST PRACTICES:

- Use consistent font sizing and weight to maintain readability and hierarchy.
- Avoid excessive use of ALL CAPS, **bold**, *italic*, or underlined text to prevent visual clutter.
- Maintain ample spacing between lines and sections for clarity.
- Use black or dark gray colors for text to ensure high contrast and readability. If on dark background, use white.

HEADLINE
SUB-HEADER

Body Text

Caption

WHITMORE MANUFACTURING PHOTO USAGE

IMAGERY USE

- Focus on Application: Images should showcase the applicable application and functionality of our products.
- Authorized Imagery - Use only purchased stock images or company-approved imagery.



PRODUCT IMAGES

- Always use the most up-to-date product images.
- Background: If using actual product imagery, ensure the background does not include white block.
- Scaling: Scale product images appropriately to fit the design without distortion or pixelation.
- Drop Shadow: A subtle drop shadow is allowed to product images to ensure they stand out and maintain depth.

BRAND RESOURCES & CONTACT INFORMATION

To access and download official logos and product images, visit:

- whitmores.com/branding
- jetlube.com/branding
- oilsafe.com/branding

For branding-related inquiries, contact the Marketing Department at marketing@whitmores.com.



Whitmore® offers an extensive range of products consisting of Performance Chain - Open Gear - Cam- and Rail Lubricants, Compressor- Gear- and Hydraulic Oils, Greases, Friction Modifiers, Rail Applicators and Track-Mounted Components.

WHITMORE BRAND GUIDELINES

Logo Usage

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.

LOGO IN TEXT

When using Whitmore in text form, proper use is Whitmore or WHITMORE.

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.



WHITMORE BRAND GUIDELINES

Color Usage

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”, black or white 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 the exact 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	
 CO, M95, Y100, K0	 BLACK CO, MO, YO, K100	 PMS 485C R 238, G 49, B36 HEX: #E82823	 BLACK RO, GO, BO HEX: #000000

Primary - Full Color



Secondary - Single Color



WHITMORE BRAND GUIDELINES

Incorrect Usage

PREVIOUS LOGOS

Please do not use old logos.



WHITMORE'S[®]



WHITMORE'S[®]
THE WHITMORE GROUP

LOGO CHANGES

Please don't make changes to the logo. Just download the version you need.



Do not stretch and condense



Do not change the font



WHITMORE[®]

Leave off a piece



Do not rearrange pieces



WHITMORE[®]



WHITMORE[®]



Do not recolor

PLEASE REMEMBER THE TRADEMARK

Please be sure the circle r is included with the logo.



WHITMORE BRAND GUIDELINES

Signage

BANNERS

Large banner with logo



12' x 3'

Small banner with logo



8' x 2'

TRADESHOWS

If using a Whitmore panel on your show graphics, please add [Your Company Name - Authorized Distributor.]

If set graphics are not sent from Whitmore Manufacturing, please use approved product logos and images to represent our brand.



Graphic Example

WHITMORE BRAND GUIDELINES

Apparel and Promotional Items

Whenever possible the Whitmore logo should be 2 color, black and red. If the logo is on dark color, use 100% Whitmore Red or white. If using contrasting secondary color apparel, use 100% black.

For Distributor apparel using Whitmore branding, Whitmore prefers Distributors branding on front chest, Whitmore branding on sleeve or vice versa - not co-branded together.

Location: LEFT CHEST
Size: 3 IN WIDE AND .5 IN TALL

Whitmore 2-color



100% Red, black or white



Please consult with marketing@whitmores.com if you have any questions.

JET-LUBE[®]

Jet-Lube[®] offers a broad line of products consisting of Valve- Open Gear and Food Grade Lubricants, Anti-Seizes, Production and Drilling Compounds, Greases, Thread Sealants, Injectable Packings, and Cleaners/Degreasers.

JET-LUBE BRAND GUIDELINES

Logo Usage

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.

LOGO IN TEXT

When using Jet-Lube in text form, proper use is Jet-Lube or JET-LUBE. (With hyphen).

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 circle r should be removed.



JET-LUBE BRAND GUIDELINES

Color Usage

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,” black or white 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.

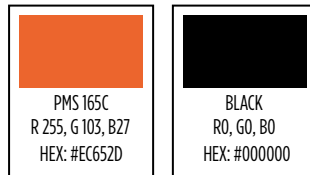
PRINT & WEB COLORS

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 the exact 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



Primary - Full Color



Secondary - Black or White Color



JET-LUBE BRAND GUIDELINES

Incorrect Usage

PREVIOUS LOGOS

Please do not use the old logo. *Note: the old trademark is on the bottom corner.*



LOGO CHANGES

Please don't make changes to the logo. Just download the version you need.



Do not stretch and condense



Do not change the font



Do not recolor

PLEASE REMEMBER THE TRADEMARK

Please be sure the circle r is included with the logo.



Please consult with marketing@whitmores.com if you have any questions.

JET-LUBE BRAND GUIDELINES

Signage BANNERS

Large banner with logo



12' x 3'

Small banner with logo



8' x 2'

TRADESHOWS

If using a Jet-Lube panel on your show graphics, please add [Your Company Name - Authorized Distributor.]

If set graphics are not sent from Whitmore Manufacturing, please use approved product logos and images to represent our brand.



Graphic Example

JET-LUBE BRAND GUIDELINES

Apparel and Promotional Items

Whenever possible the Jet-Lube logo should be orange. If the logo is on dark color, use 100% Jet-Lube orange. If using contrasting secondary color apparel, either use Jet-Lube logo in 100% black or 100% white.

For Distributor apparel using Jet-Lube branding, Jet-Lube prefers Distributors branding on front chest, Jet-Lube branding on sleeve or vice versa - not co-branded together.

100% Jet-Lube Orange

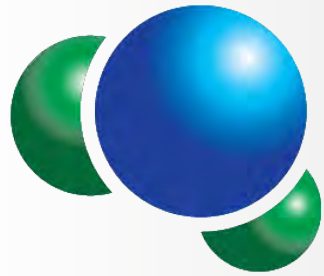


100% Black or white



Location: LEFT CHEST
Size: 3 IN WIDE AND .5 IN TALL





PROACTION

FLUIDS

ProAction Fluids™ offers a full line of Performance-Tested Drilling Fluids engineered to improve operational efficiency while reducing equipment wear and downtime, these fluids deliver smoother, safer, and more cost-effective drilling performance.

PROACTION FLUIDS BRAND GUIDELINES

Logo Usage

LOGO PLACEMENT

The ProAction Fluids 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 ProAction Fluids 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.

LOGO IN TEXT

When using ProAction Fluids in text form the proper use is ProAction Fluids or PROACTION FLUIDS. (ProAction is one word.)

WHITESPACE

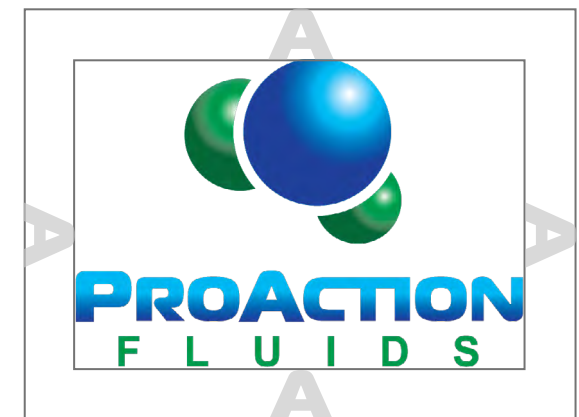
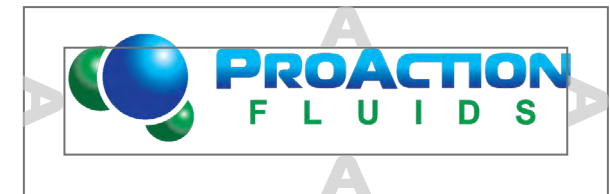
To ensure good presentation of our logo, it is necessary to use a minimal amount of whitespace around the logo. The minimum requirement of whitespace around the logo is the width of the letter “A” in “ProAction Fluids.” This will ensure that no graphic interferes with our branding.

SMALL SPACES

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

DUAL LOGO USAGE:

If ProAction Fluids is being offered as an additional product line of Jet-Lube, use dual logo to promote both brands. Full color option is as shown on right - All black ProAction Fluids and Jet-Lube with color icon. All black and all white can be used as well.



PROACTION FLUIDS BRAND GUIDELINES

Color Usage

4 COLOR PROCESS

Whenever possible the ProAction Fluids logo should be printed using Blue and Green full color with gradients.

2 SPOT COLOR

In the case of spot color printing, use PANTONE® 16-4535 for printing Light Blue. The PMS color breakdown is R 0, G 183, B241.

1 COLOR

The ProAction Fluids logo can be printed in light blue, black or white as shown below.

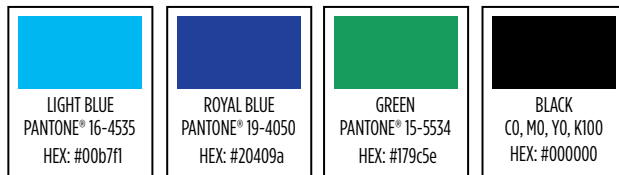
REVERSED OUT OF A DARK BACKGROUND

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

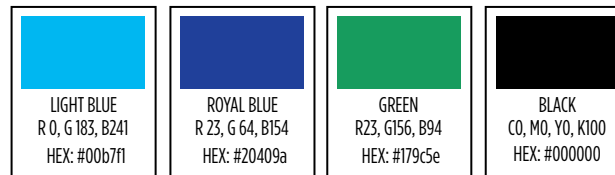
PRINT & WEB COLORS

The official ProAction Fluids color swatches are shown below. Note that the print colors are Pantone colors. These are standard colors enabling print shops to reproduce the exact 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



Primary - Full Color



Secondary - Full Black text or Black or White Color



2 spot color

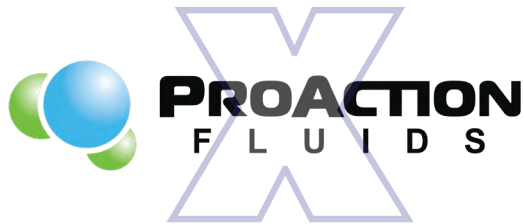


PROACTION FLUIDS BRAND GUIDELINES

Incorrect Usage

PREVIOUS LOGOS

Please do not use old logos.



LOGO CHANGES

Please don't make changes to the logo. Just download the version you need.



Do not stretch and condense



Do not change the font



Do not recolor

Please consult with marketing@whitmores.com if you have any questions.

PROACTION FLUIDS BRAND GUIDELINES

Signage BANNERS

Large banner with logo



12' x 3'

Small banner with logo



8' x 2'

PROACTION FLUIDS BRAND GUIDELINES

Apparel and Promotional Items

Whenever possible the ProAction Fluids logo should be full color logo. If the shirt struggles to create contrast (example blue or green), you can use white version. If using contrasting secondary color apparel, either use ProAction Fluids logo in 100% black or 100% white.

For Distributor apparel using ProAction Fluids branding, ProAction Fluids prefers Distributors branding on front chest, ProAction Fluids branding on sleeve or vice versa - not co-branded together.

100% ProAction Full Color (No gradient)



100% ProAction Black or white



Location: LEFT CHEST
Size: 3 IN WIDE AND .5 IN TALL

Logo can also
be in white

DEACON®

Deacon® consists of flange and thread sealants, injectable packings, pipe wraps, and specialty products formulated to meet the needs of a diverse range of industries. These products cover a wide range of pressures, temperatures, process streams and types of equipment.

DEACON GUIDELINES

Logo Usage

LOGO PLACEMENT

The Deacon 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 Deacon logo is centered. If this is not possible, the next best location is flush left. 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.

LOGO IN TEXT

When using Deacon in text form, proper use is Deacon or DEACON.

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 “Deacon.” This will ensure that no graphic interferes with our branding.



DEACON GUIDELINES

Color Usage

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”, 100% Black or 100% white as shown.

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.

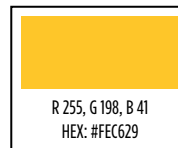
PRINT & WEB COLORS

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 the exact 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 - CMYK



Web Colors - RGB



Primary - Full Color



Secondary - Single Color



DEACON GUIDELINES

Incorrect Usage

LOGO CHANGES

Please don't make changes to the logo. Just download the version you need.



Do not stretch and condense



Do not recolor



Do not change the font

PLEASE REMEMBER THE TRADEMARK

Please be sure the circle r is included with the logo.



DEACON BRAND GUIDELINES

Signage BANNERS

Large banner with logo



12' x 3'

Small banner with logo



8' x 2'

TRADESHOWS

If using a Deacon panel on your show graphics, please add [Your Company Name - Authorized Distributor.]

If set graphics are not sent from Whitmore Manufacturing, please use approved product logos and images to represent our brand.



Graphic Example

DEACON GUIDELINES

Apparel and Promotional Items

Whenever possible the Deacon logo should be yellow. If the logo is on dark color, use 100% Deacon yellow. If using contrasting secondary lighter-color apparel, use logo in 100% Black.

For Distributor apparel using Deacon branding, Deacon prefers Distributors branding on front chest, Deacon branding on sleeve or vice versa - not co-branded together.

100% Deacon yellow

DEACON[®]

100% Black

DEACON[®]



Location: LEFT CHEST
Size: 3 IN WIDE AND .5 IN TALL



OilSafe[®]

OilSafe[®] provides a comprehensive solution to optimize the workflow of your facility, from bulk storage to point of use. OilSafe ensures reliable storage, transfer, identification, and protection of fluids to prevent contamination, reduce risks, and eliminate human error; simplifying maintenance and extending the life of your fluids and equipment.

OILSAFE BRAND GUIDELINES

Logo Usage

LOGO PLACEMENT

The OilSafe 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 OilSafe 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.

LOGO IN TEXT

When using OilSafe in text form, proper use is OilSafe or OILSAFE. (One word).

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 “OilSafe.” This will ensure that no graphic interferes with our branding.



OILSAFE BRAND GUIDELINES

Color Usage

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 SPOT COLOR

In the case of spot color use PMS 1795C (Red), PMS 355C (Green), PMS 2935C (Blue), PMS 123C (Yellow) and Black. When the logo is added on a white or light colored background, use the black full color logo. When the logo is added on a black or dark background, use the white full color logo.

1 COLOR

The OilSafe logo can be printed in black or white as shown below.

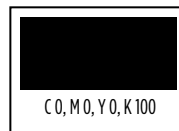
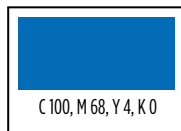
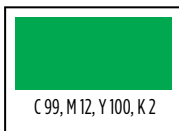
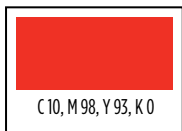
REVERSED OUT OF A DARK BACKGROUND

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

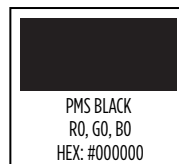
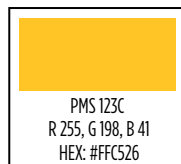
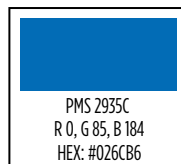
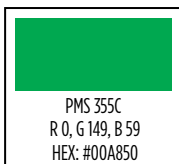
PRINT & WEB COLORS

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 the exact 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



Primary - Full Color



Secondary - Full Color



use when applied on black or dark background

Single Color



OILSAFE BRAND GUIDELINES

Incorrect Usage

PREVIOUS LOGOS

Please do not use the old logo.



LOGO CHANGES

Please don't make changes to the logo. Just download the version you need.



Do not stretch and condense



Do not change the font



Do not rearrange pieces



Leave off a piece



Do not recolor

PLEASE REMEMBER THE TRADEMARK

Please be sure the circle r is included with the logo.



OILSAFE BRAND GUIDELINES

Signage BANNERS

Large banner with logo



12' x 3'

Small banner with logo



8' x 2'

TRADESHOWS

If using an OilSafe panel on your show graphics, please add [Your Company Name - Authorized Distributor.]

If set graphics are not sent from Whitmore Manufacturing, please use approved product logos and images to represent our brand.



Graphic Example

OILSAFE BRAND GUIDELINES

Apparel and Promotional Items

Whenever possible the OilSafe logo should be full color. If the logo is on dark color, use OilSafe color with white text. If using contrasting secondary color apparel, use OilSafe color with black text.

For Distributor apparel using OilSafe branding, OilSafe prefers Distributors branding on front chest, OilSafe branding on sleeve or vice versa - not co-branded together.

OilSafe Color



100% black or white



Location: LEFT CHEST
Size: 3 IN WIDE AND .5 IN TALL



Air Sentry® desiccant breathers set the standard for contamination control, revolutionizing breather technology with state-of-the-art features designed to minimize particulate and moisture contamination. As pioneers in the industry, Air Sentry was the first to introduce check valve technology and replaceable desiccant/filter cartridges—innovations that cut maintenance costs and extend product lifespan. Air Sentry products cover a wide range of application needs.

AIR SENTRY GUIDELINES

Logo Usage

LOGO PLACEMENT

The Air Sentry 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 Air Sentry logo is centered. If this is not possible, the next best location is flush left. 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.

LOGO IN TEXT

When using Air Sentry in text form, proper use is Air Sentry or AIR SENTRY.
(Two words, no hyphen.)

WHITESPACE

To ensure good presentation of our logo, it is necessary to use a minimal amount of whitespace around the logo. This will ensure that no graphic interferes with our branding.



AIR SENTRY GUIDELINES

Color Usage

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 “Air Sentry Yellow”, black or white 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.

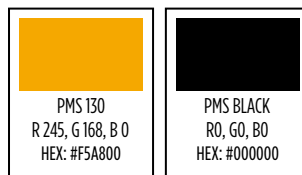
PRINT & WEB COLORS

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 the exact 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



Primary - Full Color



Secondary - Single Color



AIR SENTRY BRAND GUIDELINES

Incorrect Usage

PREVIOUS LOGOS

Please do not use old logos.



LOGO CHANGES

Please don't make changes to the logo. Just download the version you need.



Do not stretch and condense



Do not rearrange pieces



Do not recolor



Do not change the font



Leave off a piece

PLEASE REMEMBER THE TRADEMARK

Please be sure the circle r is included with the logo.



Please consult with marketing@whitmores.com if you have any questions.

AIR SENTRY BRAND GUIDELINES

Signage BANNERS

Large banner with logo



12' x 3'

Small banner with logo



8' x 2'

TRADESHOWS

If using an Air Sentry panel on your show graphics, please add [Your Company Name - Authorized Distributor.]

If set graphics are not sent from Whitmore Manufacturing, please use approved product logos and images to represent our brand.

A trade show graphic for Air Sentry. At the top is the Air Sentry logo. Below it, the text reads "UNMATCHED BREATHER TECHNOLOGY". A yellow banner contains the text "Visit Us - Booth #410". Below this is a row of five different sizes of Air Sentry breather units. Underneath the units is the text "Maximum Fluid and Equipment Protection." Below that is a photograph of an industrial facility with complex piping and machinery. At the bottom, there is a yellow bar with the website "airsentry.com" and the "OilSafe" logo.



From industrial manufacturing and agriculture to fleets, food processing, utilities, and pupil transportation, Hydrotex[®] provides high-performance lubricants and engine oils that support safer, cleaner, and more productive operations.

HYDROTEx BRAND GUIDELINES

Logo Usage

LOGO PLACEMENT

The Hydrotex 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 Hydrotex 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.

LOGO IN TEXT

When using Hydrotex in text form, proper use is Hydrotex or HYDROTEx.

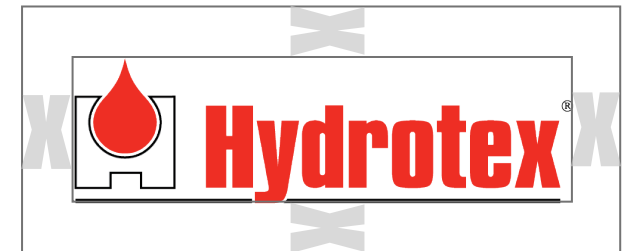
WHITESPACE

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 “X” in “Hydrotex” This will ensure that no graphic interferes with our branding.

SMALL SPACES

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

If the horizontal Hydrotex logo must be reduced to a size of less than one inch, the circle should be removed.



HYDROTEx BRAND GUIDELINES

Color Usage

4 COLOR PROCESS

Whenever possible the Hydrotex logo should be printed using “Hydrotex Red” and black. In the case of four color process, the designated screen mix for “Hydrotex 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 “Hydrotex Red.” The PMS color breakdown is R 238, G 49, B 36.

1 COLOR

The Whitmore logo can be printed in “Hydrotex Red”, black or white 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 “Hydrotex Red” when printing solid color or four color process.

PRINT & WEB COLORS

The official Hydrotex color swatches are shown below. Note that the print colors are Pantone colors. These are standard colors enabling print shops to reproduce the exact 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.

Primary - Full Color

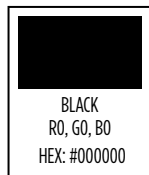
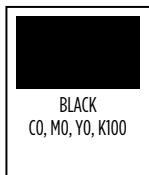


Secondary - Single Color



Print Colors

Web Colors



HYDROTEx BRAND GUIDELINES

Incorrect Usage

PREVIOUS LOGOS

Please do not use old logos.



LOGO CHANGES

Please don't make changes to the logo. Just download the version you need.



Do not lower opacity



Do not change the font



Do not stretch and condense or tilt



Do not add gradients



Do not recolor

PLEASE REMEMBER THE TRADEMARK

Please be sure the circle r is included with the logo.



HYDROTEx BRAND GUIDELINES

Signage BANNERS

Large banner with logo



12' x 3'

Small banner with logo



8' x 2'

Apparel and Promotional Items

Whenever possible the Hydrotex logo should be 2 color, black and red. If the logo is on dark color, use 100% Hydrotex Red or white. If using contrasting secondary color apparel, use 100% black.

For Distributor apparel using Hydrotex branding, Hydrotex prefers Distributors branding on front chest, Hydrotex branding on sleeve or vice versa - not co-branded together.

Location: LEFT CHEST
Size: 3 IN WIDE AND .5 IN TALL

Hydrotex 2-color



100% Red, black or white



Please consult with marketing@whitmores.com if you have any questions.

WHITMORE MANUFACTURING 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** brands.

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

Company Name

Authorized Representative's Name

Authorized Representative's Title

Authorized Representative's Signature

Date (mm/dd/yyyy)

