



Logo Guidelines



Introduction

The strength of the Akron Brass Company's corporate and brand identity / image throughout the world depends, in part, upon the proper use of all Akron trademarks and corporate logo including our logos, products, brand names, taglines, advertising, brochures and presentations. Because the Akron Brass Company brand cannot be compromised, we've created this guide to provide all the pertinent specifications you need to maintain its integrity.

This document constitutes a user friendly identification system that can be used by Akron's corporate partner, distributors, OEM's, customers and advertising agencies to refer to Akron and its products. This is a living document and may be updated from time to time.

Third parties may refer to Akron and its products by their associated Akron Trademarks, as long as such references are (A) truthful, fair and not misleading and (B) the use adheres to the guidelines set forth herein, which may be modified from time to time at Akron's sole discretion. Always use trademarks and brand names in the way they were intended for use. Do not use them for goods and services for which they were not originally intended.

Contact the Marketing Department for artwork requests or any other inquiries on logo brand guidelines.



Tested... Proven... Trusted.



General Use

The Akron signature is the graphic representation of our company. The Akron signature combines the two most important visual elements of our brand, the Akron logotype and the Akron symbol (the flaming “A” and the underline). The following diagram illustrates the recognizable graphic features that make the Akron signature unique.





Divisional Branding

Divisional Branding (current and future divisions of Akron Brass) – The flaming “A” and Akron’s logotype and corporate colors will become the anchor in all divisional branding. This maintains Akron’s brand association/relationship with all divisional companies in all markets.

The Akron signature has 3 different applications as listed below. Position, size, and color, along with the spatial and proportional relationships of the signature elements are predetermined and should not be altered. To ensure consistent representation of our brand identity, always use high-quality vendors and reproduction methods.



Logo A



Logo B



Logo C



Space & Size

Clear space – The minimum space between the signature and any other elements (including addresses) must be equal to a single horizontal logo type post width. In some instances a double horizontal logo type post is necessary. The Akron signature cannot bleed off or touch the edge of a page. It can, however, overprint other elements such as photos. Within each logo .eps file will be line guides for spacing considerations of each individual logo.



2x width
of horizontal
letter post



Minimum size – Contact the Marketing Department for approval on those special applications where space limitations dictate the use of a very small reproduction size of the signature to avoid poor quality or distortion.



The Registered Trademark Symbol (®)

The Registered Trademark symbol (®) is a legal component of the Akron signature and must always be present to protect our identity. The name “Akron” and the flaming “A” are registered trademarks and should be displayed with the small ® symbol (see above examples for placement). Special consideration should be taken with respect to the sizing of the registered trademark symbol (®): when resizing the signature, the ® should remain in proportion with the logo. In cases where the signature is small and the ® becomes illegible, it can be removed (i.e. shirts, some promotional items, etc.) Contact the Marketing Department for questions regarding the Registered Trademark symbol.





Corporate Colors

Corporate Colors – Color provides a strong visual link to our brand identity across a wide range of applications. Akron's orange and black serve as our brand's corporate colors for print, electronic and environmental applications. Proper application of the Akron signature is essential for promoting, maintaining, and protecting our brand. Adhere to the specifications in these standards and use high-quality vendors and reproduction methods to ensure consistent representation of our brand.

The preferred color configuration of the Akron signature is in full color and should be used whenever possible.

Based on the applications and reproduction requirements, there are three ways to reproduce the Akron signature: four color process, Pantone Matching System (PMS) and one color printing.

The Akron signature is acceptable in 3 different color schemes.

- 1) Black text with middle section of flaming "A" in **PMS 167** or 4-color process of C:0 M:60 Y:100 K:18
- 2) All Black (including flame)
- 3) All White (including flame)

No other color combinations are acceptable!



PMS 167

C = 0
M = 60
Y = 100
K = 18



BLACK

C = 0
M = 0
Y = 0
K = 100

RGB =
209
84
0
HEX =
#D15400

Logo 1



Logo 2



Logo 3



Typography – Our primary font family is the Agenda font. In order to protect the integrity of our brand, the logotype must never be altered or replaced by any other type. Letterheads, envelopes, business cards, customer invoices, acknowledgements, statements, packing slips, packaging, labels, etc. will use only the Agenda family. For our purposes, the common weights of this font is medium and bold.

Example:

Agenda Medium Font

AGENDA MEDIUM FONT ALL CAPS

a b c d e f g h i j k l m n o p

q u r s t u v w x y z

A B C D E F G H I J K L M N

O P Q U R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0 ® © ™

Agenda Bold Font

AGENDA BOLD FONT ALL CAPS

a b c d e f g h i j k l m n o p

q u r s t u v w x y z

A B C D E F G H I J K L M N

O P Q U R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0 ® © ™



In all cases, be sure you use the correct legal name in all correspondence when Akron Brass Company is referred to in text. Use “Akron Brass Company” when the company is first mentioned in the text, followed by “Akron” or “Akron Brass” in subsequent references. Do not use “AB”, “AB Washington” or “AB Weldon” for external communications.



Weldon, a division of Akron Brass

Weldon, a division of Akron Brass

The Akron Brass Company logo brand guidelines also applies to the Weldon, a division of Akron Brass signature. Please refer to this document for spacing, size, corporate colors, typography, ect.

Following are examples of the Weldon signature.



Logo A



Logo B



Logo C

A division of Akron Brass will always follow the name Weldon in all marketing communications. Use “Weldon, a division of Akron Brass” when the company is first mentioned in the text, followed by “Weldon” in subsequent references. A comma (,) should always follow Weldon and the words “a division of” should always be written in lower case text in correspondence, articles, etc. Do not use “AB”, “AB Washington” or “AB Weldon” for external communications.



Corporate Tagline

The Corporate Tagline of “**Tested... Proven... Trusted.**” has 2 different applications as listed below. Position, size, and color, along with the spatial and proportional relationships of the signature elements are predetermined and should not be altered. Do not combine the tagline with any logo other than the Akron Brass Company or Weldon, a division of Akron Brass logos. To ensure consistent representation of our brand identity, always use high-quality vendors and reproduction methods.

**Tested...
Proven...
Trusted.**



Tagline
A

Tested... Proven... Trusted.



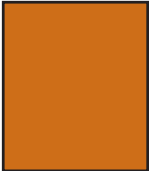
Tagline
B

Corporate Colors – Color provides a strong visual link to our brand identity across a wide range of applications. Akron's orange and black serve as our brand's corporate colors for print, electronic and environmental applications. Proper application of the Akron signature is essential for promoting, maintaining, and protecting our brand. Adhere to the specifications in these standards and use high-quality vendors and reproduction methods to ensure consistent representation of our brand.

The preferred color configuration of the tagline is in full color and should be used whenever possible.

The Corporate Tagline is acceptable in 3 different color schemes.

- 1) Black text with the underline in PMS 167 or 4-color process of C:0 M:60 Y:100 K:18
- 2) All Black (including underline)
- 3) All White (including underline)

	
PMS 167	BLACK
C = 0	C = 0
M = 60	M = 0
Y = 100	Y = 0
K = 18	K = 100

**Tested...
Proven...
Trusted.**



1

**Tested...
Proven...
Trusted.**



2

**Tested...
Proven...
Trusted.**



3

1 **Tested...Proven...Trusted.**



2 **Tested...Proven...Trusted.**



3 **Tested...Proven...Trusted.**





Corporate Tagline Typography & Electronic Communications

Typography – Our primary font family for the Corporate Tagline is the Impact font. In order to protect the integrity of our brand, the logotype must never be altered or replaced by any other type.

Example:

Impact Font

IMPACT FONT ALL CAPS

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ® © ™

Tested...
Proven...
Trusted.

A thick, textured orange brushstroke underline is positioned beneath the word 'Trusted.' in the corporate tagline.

When typing the Corporate Tagline within correspondence, emails, etc., the first letter of each word should always be capitalized. A series of three (3) periods should always follow the words “Tested” and “Proven”. A single period should follow the word “Trusted”. No spaces are necessary when typing out Tested...Proven...Trusted. Do not separate or break the words of the corporate tagline.