TULMAR

Corporate Branding Guidelines
2018 Edition

INTRODUCTION

The primary visual element of a corporate identity system is its distinctive logo. A traditional logo consists of a symbol and logotype, however the Tulmar logo has been designed as a combination of both. The logo identifies the company and establishes a personality for its products, services and employees.

TULMAR LOGO

A tremendous amount of research and careful consideration has been taken to produce the logo for Tulmar. It is important to follow the examples in this document as it provides guidelines to control and ensure proper use. The logo must be reproduced with precision and consistency and it is to be reproduced only from the approved digital files supplied by Tulmar Marketing in Hawkesbury, Ontario. No alterations are to be made to the logo. This includes proportion, size relationships, and placement of elements. Do not modify the logo in any way and do not attempt to re-draw the logo. Extreme enlargement or reduction of the logo is usually to be avoided, however if unavoidable this logo has been designed to stand up quite well. **All exceptions to the approved logo uses must have prior written approval from Tulmar Marketing.**

COLOR CONTROL

Specific colors have been established for the Tulmar logo. Only reproduce the Tulmar logo in the various approved color arrangements as discussed on page 2 and 3 of this guide.

TYPOGRAPHY

Typography has been established for corporate use. On page 3 of this document are the names and some examples of the approved corporate fonts. **All exceptions to the approved fonts must have prior written approval from Tulmar Marketing.**

BACKGROUND CONTROL

White is the preferred background color for the Tulmar logo. If a background color other than white is needed, the logo should be placed on a background which offers sufficient contrast and does not compete with it. Never place the logo on a background that has a distracting photo or strong texture to it.

PREFERRED LOGO USE

It is important for consistency that the Tulmar logo appear in one arrangement if at all possible, as demonstrated below. The preferable way to reproduce the logo is coloured Pantone (or PMS) 186 on a white background. If the Pantone colour cannot be reproduced due to the production process, see the "Logo Colour Specifications" section on page 3.

ALTERNATE LOGO USE

There are cases where the use of a colour logo is not possible; on those occasions the use of a black logo is permissible. See the "Logo Colour Specifications" section on page 3 for acceptable blacks. If the logo must be used on a dark background, the logo should be dropped out or printed white as shown below to maintain the highest possible contrast.

LOGO CLEARANCE

To maintain the integrity of the logo, a specific amount of clearance or white space must be maintained. The white space surrounding the logo allows it to have prominence on a page. It also isolates it from distracting elements such as text and photographs. Always leave a white space around the logo equivalent to the height of the letter T in the logo. The dotted line represents the appropriate amount of clear space for a logo at this size.

LOGO COLOUR SPECIFICATIONS

As mentioned on page 2, the preferred use of the Tulmar logo uses the Pantone colour 186. Different production techniques use different methods of reproducing colour. Listed below are the acceptable colours for producing the Tulmar logo, along with additional "recipes" for creating the colour.

PREFERRED COLOUR
PANTONE: PMS 186
PROCESS: 0C, 100M, 75Y, 4K
SCREEN: 198R, 12G, 48B
WEBSAFE: #C60C30

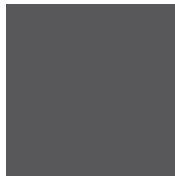**ALTERNATE COLOUR**
PANTONE: Process Black
PROCESS: 0C, 0M, 0Y, 100K
SCREEN: 0R, 0G, 0B
WEBSAFE: #000000

OTHER COLOUR SPECIFICATIONS

The following colour is deemed the Tulmar grey, which is a charcoal colour, to be used in various designs to represent the Tulmar brand. This grey is **NOT TO BE USED** to re-colour the logo or as a background colour for the logo application.

COMPLEMENTARY COLOUR – TULMAR GREY (CHARCOAL / GRANITE)
PANTONE: PMS 425c
PROCESS: 64C, 56M, 53Y, 28K
SCREEN: 88R, 88G, 90B
WEBSAFE: # 58585a

CORPORATE FONT SPECIFICATIONS

The standard font for all applications is Arial and is a widely available and versatile font. Its use is acceptable, depending on context, in regular, bold, italic, bold italic, black, narrow, narrow bold, narrow italic and narrow bold italic. For special instances such as web titling, the font Blair is acceptable in light, regular or bold weights. Some examples of each font are shown below:

ARIAL REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ARIAL BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ARIAL BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ARIAL NARROW
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BLAIR BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

TULMAR TAGLINE SPECIFICATIONS

A tagline was developed for use with the Tulmar logo: 'Engineered for Protection'. The logo with Tagline is considered an approved variation of the standard Tulmar logo, therefore the tagline does not consist of an added element.

The logo with tagline is subject to the same application guidelines as the standard Tulmar logo, with the following additions:

- The tagline 'engineered with Protection' must always be coloured black;
- The tagline font must remain unchanged; and
- If adding the tagline is problematic to do without modifying it, use the standard Tulmar logo with no tagline.

INCORRECT LOGO USE

The appearance of the corporate logo is critical to the integrity of our corporate identity and to the consistent impression we make in the marketplace. There are rules to follow for using the corporate logo. A few examples of "DO NOTs" are: never distort the corporate logo in any direction, never orient the logo vertically and never use the logo in a sentence.

Depending on the application, it may be impossible to apply these guidelines to the logo (e.g. promotional T-shirts, gold or silver reproduction or embossing, alternative sizing requirements, etc.). **All exceptions must have prior written approval from Tulmar Marketing or Senior Leadership.**

DO NOT add elements

DO NOT change colour

DO NOT change the angle

DO NOT change character spacing

DO NOT change the font

DO NOT use intricate backgrounds

DO NOT use over blending color backgrounds and **DO NOT** fade the logo unless the whole image is faded.

DO NOT distort

DO NOT use the TULMAR logo in a sentence