

TULMAR

BRANDING & MESSAGING GUIDE

SEPTEMBER 2025



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01 Brand Platform

Vision: what we believe.



To be a global provider of engineered protective solutions, an ethical and innovative enterprise of choice, driving sustainable growth.

Mission: how we realize the vision.



To consistently surpass the standards of quality and service demanded by our customers, delivering unrivalled expertise and products that meet specifications, on time, every time.

Personality: what makes up our character.



Responsible innovators with a passion for protection.

Caring.
Integrity.
Resilience.



Values: what directs our way of working.

Essence: what makes us different and uniquely able to fulfill our mission.



Engineered for Protection

Our Vision

“To be a global provider of engineered protective solutions, an ethical and innovative enterprise of choice, driving sustainable growth.”

At Tulmar, **safety and protection** are at the heart of everything we do. Our vision is to be the trusted global leader in providing engineered protective solutions that not only meet but anticipate the changing needs of our customers. By embracing innovation, ethics, and sustainability, we strive to create a safer world, whether it's in defence, aviation, or civil safety. We're committed to being the partner you can rely on, offering peace of mind through products and services that make a real difference.

Our Mission

“To consistently surpass the standards of quality and service demanded by our customers, delivering unrivaled expertise and products that meet specifications, on time, every time.”

Our mission is grounded in excellence. We are dedicated to exceeding customer expectations by ensuring our products are built to the highest standards of quality and reliability. With a commitment to punctuality and precision, we deliver solutions that align with customer specifications, enhancing safety and performance across all industries we serve. Through a focus on continuous improvement, we aim to be the most reliable partner for all our stakeholders, **consistently delivering on our promises.**

Our Values

At Tulmar, our values are the foundation of everything we do. They guide our actions and decisions each day, shaping our culture and defining how we interact with each other. These values inspire us to deliver the best solutions for those who rely on us. By living these values, we don't just meet the highest standards, we ensure our work reflects our commitment to making a positive impact in everything we do.

Caring

We are committed to the well-being of our employees, customers, and the communities we serve.

Integrity

We uphold the highest ethical standards in all our actions.

Resilience

We embrace challenges with determination and continually strive to improve.

Brand Personality

We're responsible innovators: Innovation drives us, but it's about more than just new ideas, it's about making a real difference. We craft solutions that meet the highest performance standards while prioritizing safety and security for those who rely on our products.

We're passionate about protection: Protection is at the core of our mission. Every product and service we provide is fueled by our commitment to ensuring everyone feels secure, and that dedication guides our work every day.

We're practical and dependable: We push innovation with a focus on real-world challenges. Our approach is solution-driven, and we consistently follow through on our promises, earning a reputation for reliability by delivering on time, every time.

“Engineered for Protection”

Our Essence

“Engineered for Protection”

This is the core of everything we do. We speak with authority and clarity about the protection our solutions provide, whether for individuals, communities, or industries. Our tone reflects the engineered expertise and the care behind every product we create.

Use **#EngineeredforProtection** in all Tulmar Safety Systems social media posts to consistently reinforce our brand essence.

02 How We Communicate

At Tulmar, we prioritize clear, consistent, and adaptable communication that meets the specific needs of our stakeholders across aviation, defence, and civil safety. While our brand essence, "Engineered for Protection", remains the foundation, we tailor our messaging to address the unique priorities of each sector we serve.

Our Company

Tulmar is Engineered for Protection.

Short:

Tulmar designs, manufactures, distributes, and services engineered protection solutions tailored for the Defence, Aviation, and Civil Safety industries.

Long:

Tulmar Safety Systems is dedicated to safeguarding those who protect us. With over 30 years of innovation and expertise, we design, manufacture, distribute, and service advanced safety solutions for land, air, and sea applications. Our comprehensive offerings are trusted by Defence, Aviation, and Civil Safety industries globally, ensuring unmatched protection and survivability.

Headquartered in Hawkesbury, Ontario, our state-of-the-art 60,000 square foot facility is the hub of our operations, where we develop and refine integrated solutions. Guided by our core values of caring, integrity, and resilience, we are committed to advancing safety standards and delivering reliable, high-quality products that make a difference.



Defence

Protecting the people who protect us.

Narrative:

We focus on safeguarding military personnel with advanced, reliable solutions that meet the rigorous demands of defence operations.

Stakeholder Needs:

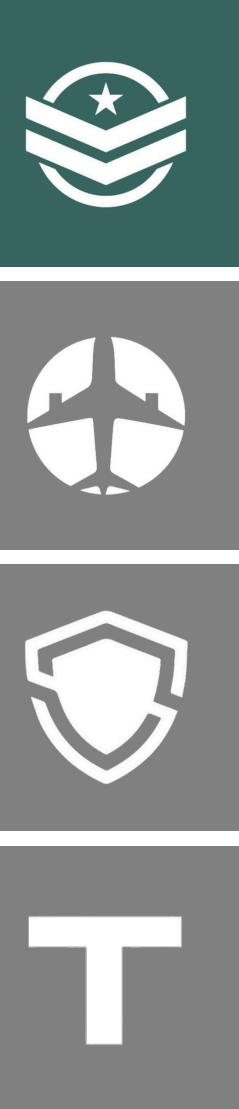
- Dependable protection for military personnel and their equipment
- Innovative, proved solutions

Communication Pillars:

- Our mission is to enhance the safety and capabilities of those committed to protect us.
- We deliver innovative, reliable solutions for the most extreme conditions.

Link to Brand Essence:

Tulmar protects those who protect us, ensuring the highest safety standards for military personnel and their equipment.



Aviation

Ensuring safety from takeoff to landing.

Narrative:

We provide cutting-edge safety solutions to protect passengers, crew, and cargo upholding the highest aviation safety standards.

Stakeholder Needs:

- Reliable safety and training equipment
- Compliance with aviation regulations and standards
- Innovative solutions for evolving challenges

Communication Pillars:

- Every journey deserves top-tier protection.
- From life-saving aircraft equipment to training, we ensure safety for all onboard.

Link to Brand Essence:

Tulmar's commitment to protection ensures every flight is safe, from takeoff to landing or emergencies



Civil Safety

Enabling first responders to protect communities.

Narrative:

We enable first responders and communities with innovative tools and solutions for civil safety in critical situations.

Stakeholder Needs:

- Reliable tools for first responders
- Innovative solutions for civil safety

Communication Pillars:

- Communities deserve to feel safe, and we provide the tools to make that possible.
- Our solutions enable first responders to perform with confidence.

Link to Brand Essence:

Tulmar's protective solutions enable first responders to safeguard communities, ensuring confidence in critical moments.



Maintenance, Repair & Overhaul (MRO)

Keeping your equipment mission-ready.

Narrative:

We keep your equipment safe, compliant, and sustainable. Our MRO services extend lifecycles, reduce costs, and minimize environmental impact.

Stakeholder Needs:

- Accredited OEM compliance
- Extended equipment life, lower costs
- Reduced carbon footprints

Communication Pillar:

Reliable, compliant, and sustainable MRO that keeps your equipment mission-ready.

Link to Brand Essence:

Tulmar's MRO solutions are Engineered for Protection, ensuring compliance, reliability, and sustainability.

Tulmar Technical Services (TTS)

Keeping your training assets mission-ready.

Narrative:

TTS provides a complete service portfolio to maintain and manage your training assets, from maintenance and repairs to compliance and performance tracking, ensuring they are always ready for effective training.

Stakeholder Needs:

- Reliable maintenance and servicing of training assets
- Compliance with industry standards and regulations
- Performance tracking and proactive issue resolution
- Fast turnaround times to minimize downtime

Communication Pillar:

Our TTS services keep your training assets reliable, compliant, and ready, so you can focus on training.

Link to Brand Essence:

TTS is Engineered for Protection, ensuring your training assets performs at their best, every time.

Our Tone of Voice

Tulmar's tone of voice is **confident, empathetic, and authentic**.

It is shaped by our core essence of "Engineered for Protection", and it is always aligned with our values of caring, integrity, and resilience. Through our language, we convey our commitment to innovation, protection, and the well-being of those who rely on us.

Salutations Cheat Sheet

Using the correct salutation shows respect, professionalism, and understanding of the audience's rank or role.

In Defence (Canadian Military), common ranks include Gen (General), LGen (Lieutenant General), MGen (Major General), Col (Colonel), LCol (Lieutenant Colonel), Maj (Major), Capt (Captain), Lt (Lieutenant), CWO (Chief Warrant Officer), and Sgt (Sergeant). [Visit this site](#) for more information on Canadian military ranks.

In Aviation, typical salutations are Capt (Captain – Pilot in Command).

In Civil Safety formal first responder salutations include Ch (Chief), DC (Deputy Chief), Capt (Captain – Station Lead), Lt (Lieutenant), Sgt (Sergeant), PO (Police Officer), FF (Firefighter), and EMT (Paramedic).

03 Brand Elements & Usage

Logotype

The Tulmar Safety Systems logotype is the most important and recognizable representation of our brand. It serves as a strong and consistent symbol that unites the company, and there is only one official logotype for the entire brand.

The logo must be used with precision and consistency and should only be reproduced from the approved digital files provided by Tulmar Marketing.

Together with our typography, colour palette, imagery, and communication style, the logotype reinforces the overall image of our brand.

Logotype

Rules:

- No alterations are to be made to the logo, including changes to proportions, size relationships, or element placement.
- Do not modify or attempt to re-draw the logo.
- Avoid extreme enlargement or reduction of the logo unless absolutely necessary, though the logo is designed to maintain clarity in most situations.
- Any exceptions to the approved use of the logo must receive prior approval from Tulmar Marketing.
- Do not use the black version of the logo on a red background, as it may not be clearly visible to all viewers.

The red Tulmar logo is our primary logo and should be used as often as possible to maintain consistency across all communications.

Approved Logotype

TULMAR

TULMAR

TULMAR

TULMAR
www.tulmar.com



TULMAR

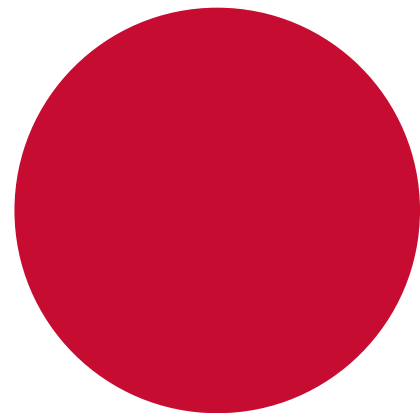
Colours

Military uniforms use colour to symbolize solidarity and serve both ceremonial and functional purposes. Aviation companies use colour to differentiate themselves and to comply with training and regulatory requirements, while fire trucks and emergency lighting rely on colour for visibility and safety. In the same way, Tulmar's colours help distinguish our brand and highlight important information.

To align our appearance with our purpose, the dominant colour pairing for Tulmar is **red, white, and black**. This combination reinforces our brand identity, ensuring consistency and drawing attention to key elements in our communications.

Standard Colours

Tulmar Safety Systems



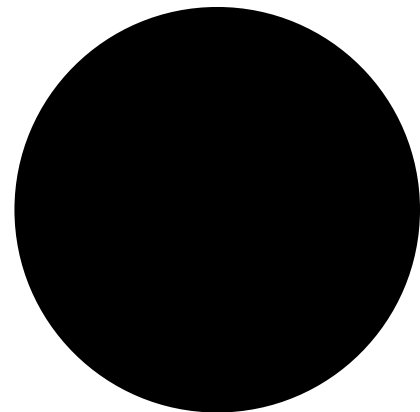
Tulmar Red

PANTONE: PMS 186

PROCESS: 0C, 100M, 75Y, 4K

SCREEN: 198R, 12G, 48B

WEBSAFE: #C60C30



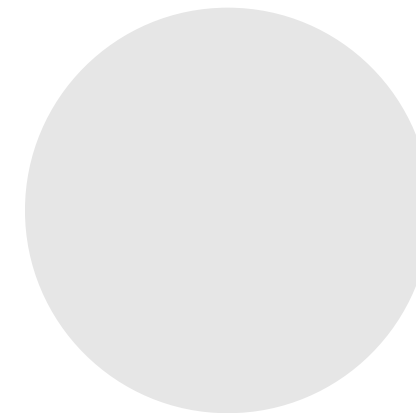
Black

PANTONE: Process Black

PROCESS: 0C, 0M, 0Y, 100K

SCREEN: 0R, 0G, 0B

WEBSAFE: #000000



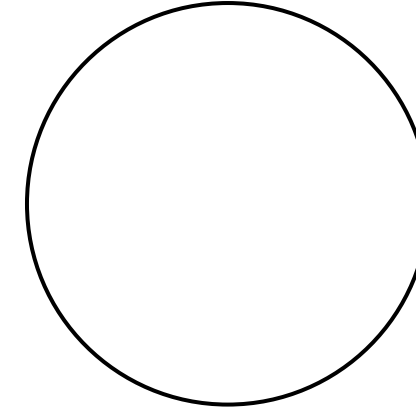
New! Tulmar Grey

X

X

X

WEBSAFE: #E6E6E6



White

X

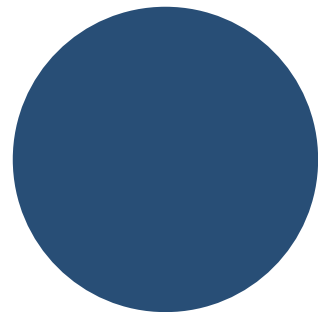
X

X

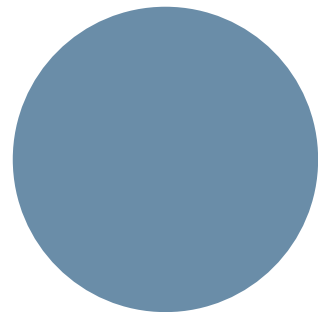
WEBSAFE: #FFFFFF

Industry-specific Colours

Aviation

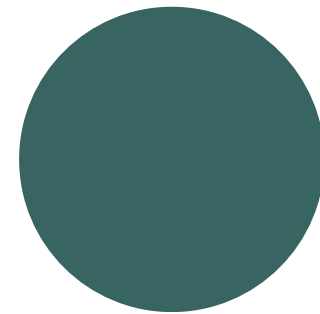


Aviation Dark Blue
WEBSAFE: #284e76

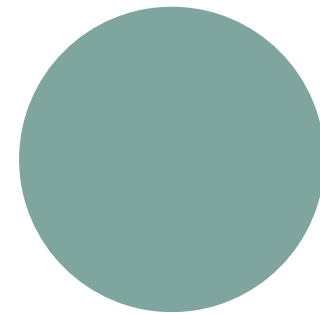


Aviation Light Blue
WEBSAFE: #6a8da8

Defence

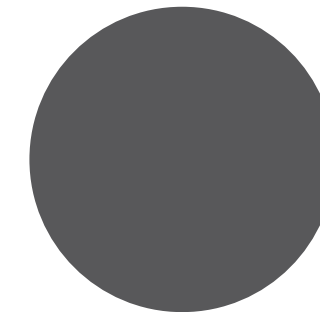


Defence Dark Green
WEBSAFE: # 386562

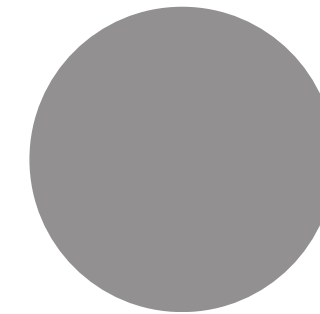


Defence Light Green
WEBSAFE: # 7ea69f

Civil Safety



Civil Dark Grey
WEBSAFE: # 58585a



Civil Light Grey
WEBSAFE: #929090

Typography

Typography plays a crucial role in Tulmar's branding by ensuring consistency, readability, and clarity across all communications. The right font choices help reinforce our brand identity, making our message more impactful and easily recognizable.

By adhering to specific typography rules, we maintain a cohesive, professional appearance that reflects the strength and reliability of Tulmar's commitment to protection and quality.

Style & Size

The standard font for all Tulmar applications is **Arial**, a widely available and versatile font. It may be used in various styles depending on context, including regular, bold, italic, bold italic, black, narrow, narrow bold, narrow italic, and narrow bold italic. The Blair font is reserved exclusively for product logos or Tulmar's logo/tagline.

Always follow the font styles and sizes defined in templates, they are designed this way for a reason.

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ARIAL NARROW

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BLAIR FONTS (used for tagline only)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

New! ARIAL SPACED & CAPITALIZED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Typography Colours

The recommended font colour for text and paragraphs is black on white or on Tulmar Grey. For titles or areas designated in templates, white on black and white on red is acceptable, as well as for tables or text boxes.

- Defence dark green, Aviation dark blue, and Civil dark grey should only be used in areas designated in templates (typically a title).

DO NOT:

- Use black font on a Tulmar red background, as it may not be clearly visible to all viewers.
- Use white text on Tulmar grey backgrounds.
- Use Tulmar red font on a black background, it is reserved exclusively for the logo.

Icons

Icons are not logos. They serve to differentiate the industries we serve and provide a visual representation of the various sectors our products cater to. By using icons, we help clients easily identify the specific areas of service, while subtly communicating that Tulmar extends its expertise across multiple industries.

Icons can be used on the website for sector navigation and in sector-specific presentations, catalogs, and pricing brochures, always in the designated template position. They may also be used for other purposes with prior permission from Tulmar Marketing.

Icons



Imagery

Images are one of the most powerful tools we have to communicate Tulmar's brand.

They convey our expertise, reliability, and commitment to protection in an instant. Carefully chosen visuals reinforce our message, create trust, and help audiences quickly understand who we are, the industries we serve, and the value of our solutions. Every image should reflect professionalism, authenticity, and consistency, ensuring our brand is instantly recognizable and clearly communicates our purpose.

Imagery

DO NOT

- Use images of guns pointing at the camera.
- Use images with people wearing COVID-19 masks.
- Use compressed, pixelated, blurry, or grainy images.
- Use stock photos, authenticity is key.
- Screenshot images from your phone or other sources without cropping the frame (unless intended).
- Create photo collages with logos for social media or client communications without Marketing approval.

DO

- Maintain consistency in style, lighting, and tone.
- Use square corners for all images unless otherwise approved.
- Prioritize visuals that convey safety, protection, and professionalism.
- Reflect gender and cultural diversity where possible, as our client base is international.
- For culture promotion: highlight professionalism, Caring, Integrity, and Resilience.
- Include photo credits where applicable.

Imagery

SELECTION PRIORITIES

- Reflect real scenarios, professionalism, and Tulmar's brand and values.
- Highlight safety, protection, and reliability.
- Ensure consistency in style, lighting, and tone across all communications.
- **Only use marketing-approved images**, available through Tulmar's image gallery under Media on the website: www.tulmar.com/media/image-gallery and in the [Marketing & Branding SharePoint](#) under Media.

PROFESSIONAL PORTRAITS

- **Only use marketing-approved images.**
- Dress code:
 - Neutral colours only no bright, flashy, or patterned clothing.
 - Gentlemen: Button-up shirt (no golf shirts). Senior leadership should wear a blazer in blue, grey, or black.
 - Ladies: Professional tops or blouses; avoid tank tops or low-cut tops. No bare shoulders.

TULMAR

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