



plombco

**GRAPHIC
STANDARDS
GUIDE**

P017-002EN

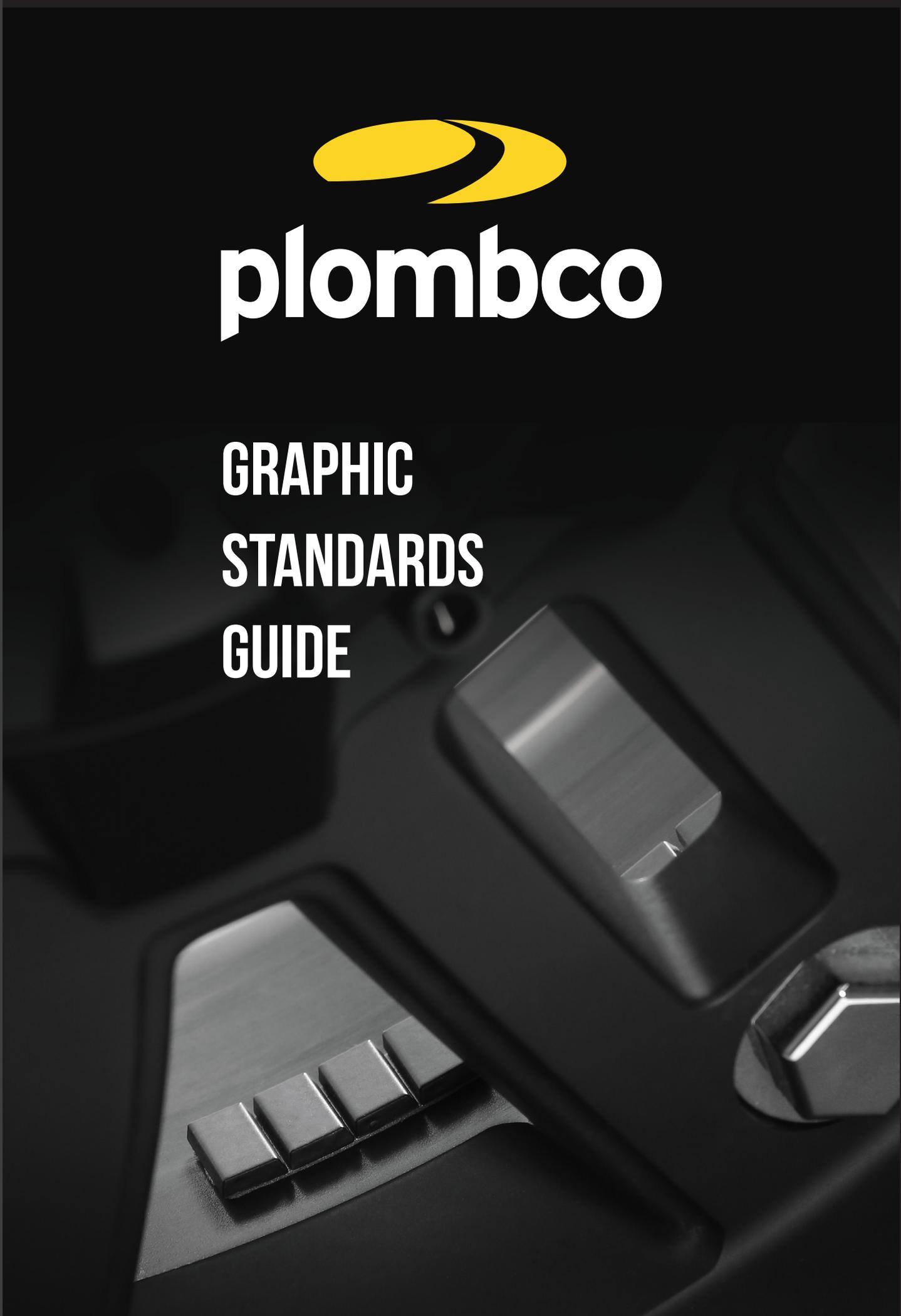


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INTRODUCTION

In May 2017, Plombco introduced a graphic standards guide to ensure consistency in all types of publications.

This guide is an essential tool for anyone who needs to use the brand image of Plombco™, Plasteel® and StickPro™ in a document or visual support, both internal and external.

APPLICATION OF THE STANDARDS IN THIS GUIDE IS MANDATORY. No changes to the brand image of Plombco or its products will be tolerated. Any internal or external publication requires approval from Plombco's Communications and Marketing Department.

In order to lighten the document, we will not be repeating the signs (™) and (®) after the brand names.

PHILOSOPHY AND BRAND IDENTITY

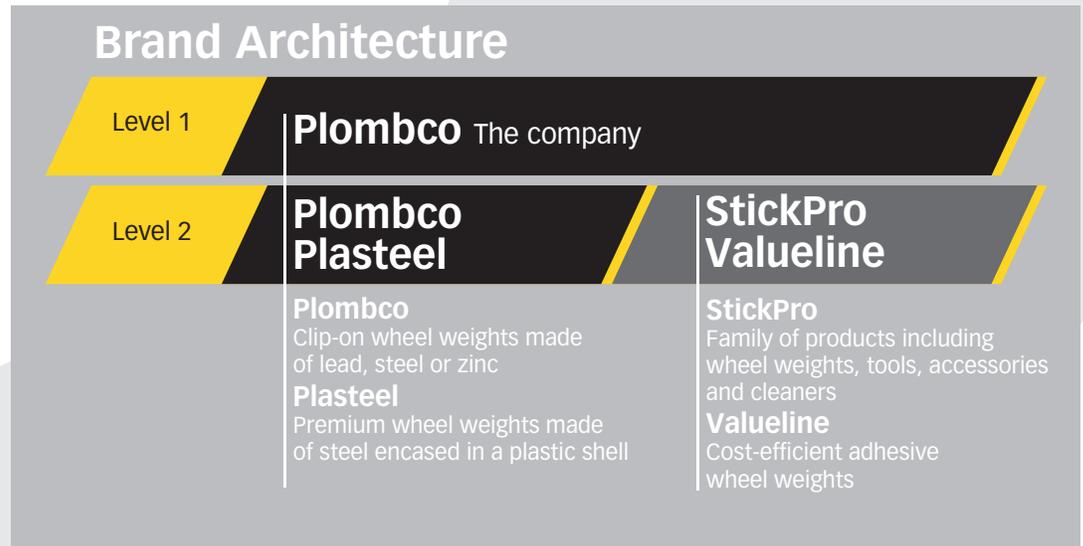
The logo symbolizes the aspirations of the Plombco team. Its goal is to position the company as a worldwide organization and to contribute to the achievement of its primary strategic goal of being the world leader in the wheel weight industry.



The Plombco logo is composed of a modern and distinctive symbol that represents the company with confidence. All the elements together form a strong symbol that reflects the dynamism and the ability of the company to develop innovative products. The oval shape of the symbol crossed by a road illustrates the efficiency, precision and vision of the future shared by each member of the Plombco team.

BRAND ARCHITECTURE

The Plombco brand is composed as following: the main brand Plombco and three product brands, Plasteel, StickPro and Valueline. Note that the Plombco and Plasteel business is related to clip-on wheel weights and the brands StickPro and Valueline to the adhesive wheel weights.



AUTHORIZATION AND APPROVAL

Authorization for the creation and production of graphic elements for levels 1 and 2 must be made by the Brand Manager or his / her delegate (s).

As a result of the approvals, it is imperative that the responsible person verify and rank by issuing a nomenclature for all new items.

To ensure traceability, all graphic elements must have a structured code as follows:

PO for Plombco **00** for the year - **000** for the numbering **FR** for the language*
PL for Plasteel **00** for the year - **000** for the numbering **FR** for the language*
SO for Stickpro **00** for the year - **000** for the numbering **FR** for the language*

* **FR** for French - **ENG** for English - **ESP** for Spanish

Example of a graphic element in French created for Plombco in 2017: **PO17-001FR**

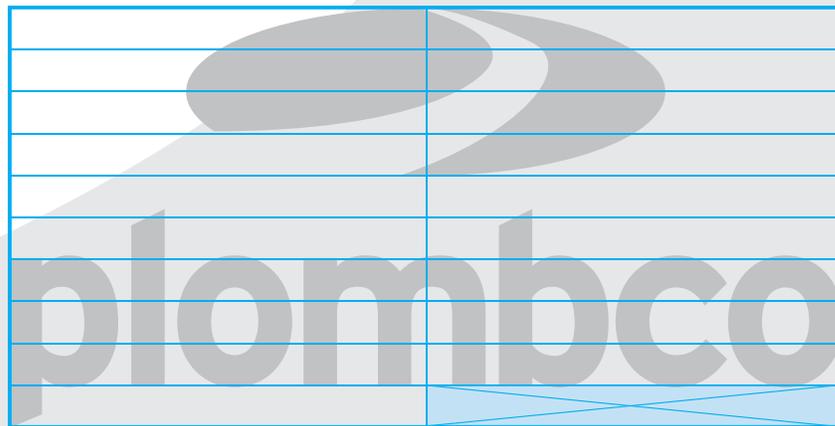
OFFICIAL LOGOTYPE

Plombco is the company's logotype. It is the only one that can be used to identify the company. Never dissociate, move or change the elements' proportions.



OFFICIAL LOGOTYPE ARCHITECTURE

The logo construction grid relates to 5% or 1/20 of the Plombco logo size. The logo must be respected in its entirety. It is forbidden to alter colors, proportions and typography. Plombco employees and suppliers must obtain approval from the Communications and Marketing Manager for any design or printing work and for any other work requiring the use of the Plombco logo and standards.

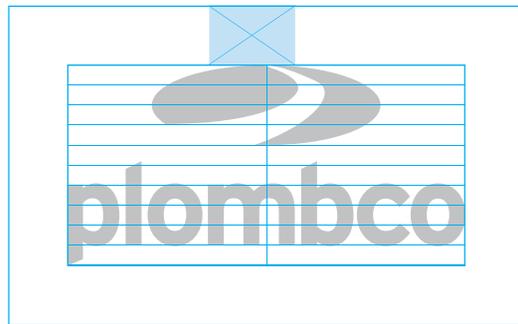


Note: The Plombco logo is available in EPS, PNG, GIF and JPG formats. The guide is available in English or French in PDF format. For applications not covered in this guide, please contact Plombco's Communications and Marketing Department.

SPACING AROUND THE PLOMBCO LOGO

Plombco is one of the three company brands. Plombco is the company's logotype. It is the only one that can be used to identify the company. Never dissociate, move or change the elements' proportions.

Make sure to keep the space free of any text or image around the logotype. This minimum space relates to the height of the letter «M» in the word Plombco. For logotypes on a black background, please respect at least the proportions shown below.



BRAND COLORS

Yellow

Yellow is the official color of Plombco. This resolutely forward-looking color illustrates the dynamism of the company. This stimulating color evokes imagination, intensity, and movement.

Black

Black symbolizes the road and the tires. It expresses the solidness, the foundation of the company and serves to bring out the logo by establishing a strong contrast.

YELLOW

Specifications for professional printing

PMS 109 U • PMS 109 C Pantone Color System Reference

Plombco yellow recipe for four color process (coated and uncoated paper)
89C, 100M, 0Y, 40K

Note: Use the color recipes shown below instead of the colors provided by the micro-publishing software.

Reproduction in-house / Electronic presentation / Web / etc.

RGB recipe of yellow

R17, G0, B153 / Hexadecimal code HTML: 000099

Note: When creating a file using the PHOTOSHOP software:

Use Adobe RGB (1998) Color Profile. Explore the file using the Save for web menu.

Sico (6097-54 Rice Vinegar)

Vinyl (Avery 900-220 Canary Yellow)

BLACK

PMS Black U • PMS Black C

Plombco black recipe for four color process (coated and uncoated paper)
94C, 77M, 53Y, 94K

Reproduction in-house / Electronic presentation / Web / etc.

Recipe RGB of black

R34, G34, B35 / Code Hexadecimal HTML: 333333

WRONG COMBINATIONS OF COLORS AND GRAPHIC ELEMENTS

Do not:

- use unauthorized colors and fonts;
- affix logos to bad background colors;
- modify or deform the logotype;
- use the Plombco logotype without its symbol.

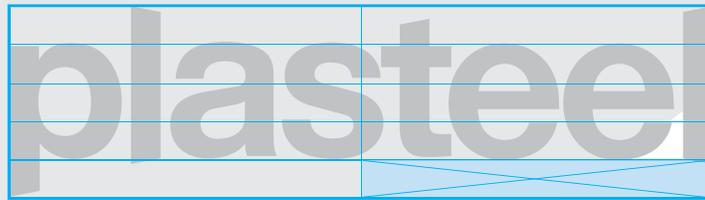


PLASTEEL OFFICIAL LOGOTYPE ARCHITECTURE

Plasteel is the logotype of the wheel balancing weights with a steel core encased in a plastic shell. It is the only one that can be used to identify this series of products. Never dissociate, move or change the elements' proportions.

plasteel

The logo construction grid relates to 10% or 1/10 of the Plasteel logo size. The logo must be respected in its entirety. It is forbidden to alter colors, proportions and typography. Plombco employees and suppliers must obtain approval from the Communications and Marketing Manager for any design or printing work and for any other work requiring the use of the Plombco logo and standards.



Note: The Plasteel logo is available in EPS, PNG, GIF and JPG formats. The guide is available in English or French in PDF format. For applications not covered in this guide, please contact Plombco's Communications and Marketing Department.

SPACING AROUND THE PLASTEEL LOGO

Plasteel is only the logotype of the wheel balancing weights with a steel core encased in a plastic shell. It is the only one that can be used to identify this series of products. Never dissociate, move or change the elements' proportions.

Make sure to keep the space free of any text or image around the logotype. This minimum space relates to the height of the letter «E» in the word Plasteel. For logotypes on a black background, please respect at least the proportions shown below.



plasteel

plasteel

plasteel

plasteel

BRAND COLORS

Green

Green is the official color of Plasteel. This vibrant color that evokes confidence and modernity is perfectly suited to this range of products.

Black (Complimentary color)

Black symbolizes the road and the tires. It expresses the solidness, the foundation of the company and serves to bring out the logo by establishing a strong contrast.

GREEN

Specifications for professional printing

PMS 376 U • PMS 376 C Pantone Color System Reference

Plasteel green recipe for four color process (coated and uncoated paper)

56C, 100M, 0Y, 0K

Note: Use the color recipes shown below instead of the colors provided by the micro-publishing software.

Reproduction in-house / Electronic presentation / Web / etc.

RGB recipe of green

R78, G100, B37/Code Hexadecimal HTML: 99cc00

Note: When creating a file using the PHOTOSHOP software:

Use Adobe RGB (1998) Color Profile. Explore the file using the Save for web menu.

Sico (6123-64 Magritte's Apple)

Vinyl (Avery 900-760 Apple Green)

BLACK

PMS Black U • PMS Black C

Plombco black recipe for four color process (coated and uncoated paper)

94C, 77M, 53Y, 94K

Reproduction in-house / Electronic presentation / Web / etc.

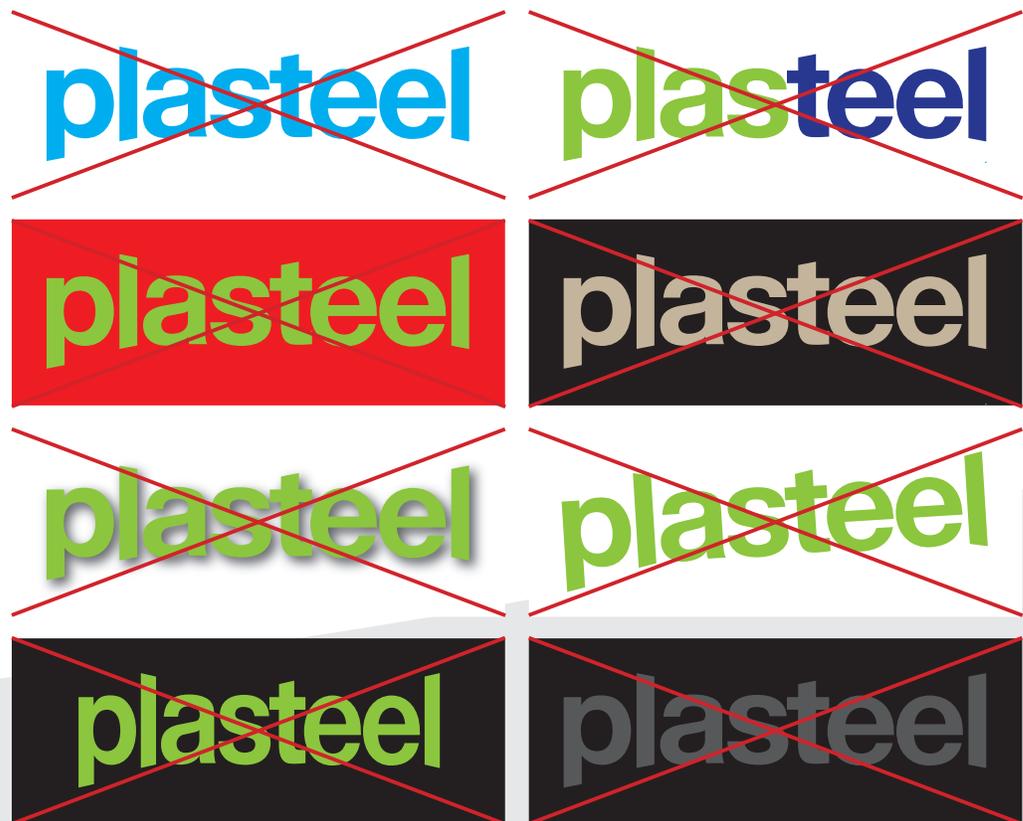
Recipe RGB of black

R34, G34, B35 / Code Hexadecimal HTML: 333333

WRONG COMBINATIONS OF COLORS AND GRAPHIC ELEMENTS

Do not:

- use unauthorized colors and fonts;
- affix logos to bad background colors;
- modify or deform the logotype.



STICKPRO OFFICIAL LOGOTYPE ARCHITECTURE

StickPro is only the logotype of the adhesive wheel weight family of products, including a full range of tools, accessories and cleaners. It is the only one that can be used to identify this series of products. Never dissociate, move or change the elements' proportions.

STICKPRO

The logo construction grid relates to 12.5% or 1/8 of the StickPro logo size. The logo must be respected in its entirety. It is forbidden to alter colors, proportions and typography. Plombco employees and suppliers must obtain approval from the Communications and Marketing Manager for any design or printing work and for any other work requiring the use of the Plombco logo and standards.

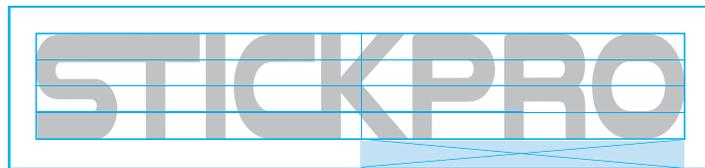


Note: The Plasteel logo is available in EPS, PNG, GIF and JPG formats. The guide is available in English or French in PDF format. For applications not covered in this guide, please contact Plombco's Communications and Marketing Department.

SPACING AROUND THE STICKPRO LOGO

StickPro is only the logotype of the adhesive wheel weight family of products, including a full range of tools, accessories and cleaners. It is the only one that can be used to identify the company. Never dissociate, move or change the elements' proportions.

Make sure to keep the space free of any text or image around the logotype. This minimum space relates to a quarter of the height of the word StickPro. For logotypes on a black background, please respect at least the proportions shown below.



STICKPRO



BRAND COLORS

Gray

Gray is the official color of StickPro. This color is reminiscent of metal, precision, strength, mechanics and performance.

Black

Black symbolizes the road and the tires. It expresses the solidness, the foundation of the company and serves to bring out the logo by establishing a strong contrast.

GRAY

Specifications for professional printing

PMS Black U • PMS Black C (at 60%) Pantone Color System Reference
StickPro gray recipe for four color process (coated and uncoated paper)
0C, 0M, 0Y, 60K

Note: Use the color recipes shown below instead of the colors provided by the micro-publishing software.

Reproduction in-house / Electronic presentation / Web / etc.

RGB recipe of gray
R78, G100, B37/Code Hexadecimal HTML: 999999

Note: When creating a file using the PHOTOSHOP software:

Use Adobe RGB (1998) Color Profile. Explore the file using the Save for web menu.

Sico (6206-42 Crosshatch)

Vinyl (Avery 900-830 Medium Gray)

BLACK

PMS Black U • PMS Black C

Plombco black recipe for four color process (coated and uncoated paper)
94C, 77M, 53Y, 94K

Reproduction in-house / Electronic presentation / Web / etc.

Recipe RGB of black
R34, G34, B35 / Code HTML: 333333

WRONG COMBINATIONS OF COLORS AND GRAPHIC ELEMENTS

Do not:

- use unauthorized colors and fonts;
- affix logos to bad background colors;
- modify or deform the logotype.



LAYOUT AND BASIC GRIDS

The use of a basic grid to make the layout is essential for the creation of all the graphic elements of the company. Knowing that there are multitudes of formats, we propose generic templates below. Remember that this is only a guide. There are very often exceptions, especially when creating a stand or promotional material.

Vertical template - front (ratio of 3 by 5, as A illustration)

For 8.5 x 11 format. Data sheet, poster, etc. And for other documents with the same proportions.

Squares 1 and 2 Brand Identification

Squares 4 and 5 Promotional themes

Squares 7 and 8 Technical explanations or advantages of the brand

Squares 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12 Photo or illustration

Squares 10 and 11 Addresses and general information

Square 12 Identity space of the company

Vertical template - back (ratio of 3 by 5, as B illustration)

For 8.5 x 11 format. Technical sheet, poster, etc.

and for other documents with the same proportions.

Square 1 Brand Identification

Squares 2 and 3 Competitive Advantages

Squares 4, 5, 6, 7, 8, 9 Technical explanations (texts, illustrations or photos)

Squares 7 and 8 Advantages of the brand (if applicable)

Squares 10 and 11 Slogans (if applicable), address and general information

Square 12 Identity space of the company

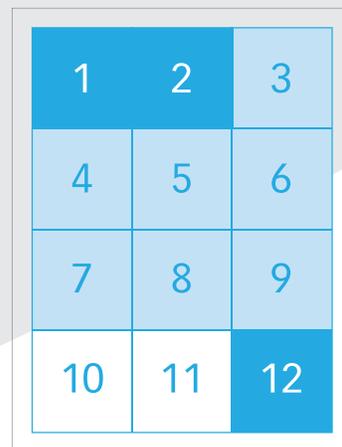


Illustration A

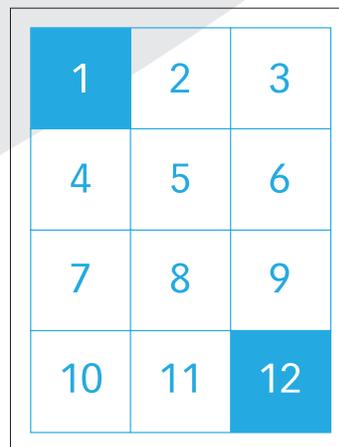
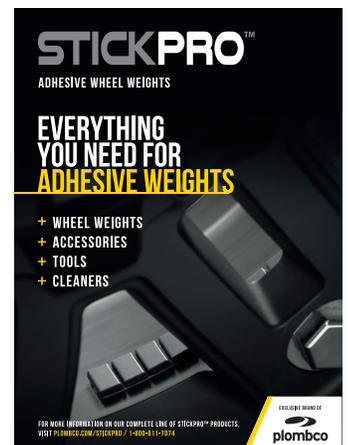


Illustration B



Example of right use

LAYOUT AND BASIC GRIDS

Horizontal template - front (ratio of 3 by 5, as A illustration)

For 8.5 x 11 format. Data sheet, poster, etc.

And for other documents with the same proportions.

Squares 1 and 2 Brand Identification

Squares 5, 6 et 7 Promotional themes

Squares 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12 Large picture or illustration

Squares 9, 10 and 11 Technical explanations or advantages of the brand and/or addresses and general information

Square 12 Identity space of the company

Horizontal template - back (ratio of 3 by 5, as B illustration)

For 8.5 x 11 format. Technical sheet, poster, etc.

and for other documents with the same proportions.

Square 1 Brand Identification

Squares 2 and 3 Competitive Advantages

Squares 5, 6, 7 and 8 Technical explanations (texts, illustrations or photos)

Squares 9, 10 and 11 Slogans, advantages of the brand (if applicable), address and general information

Square 12 Identity space of the company

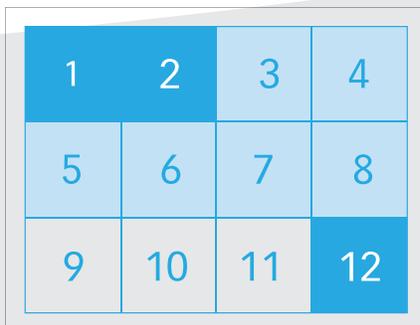


Illustration A

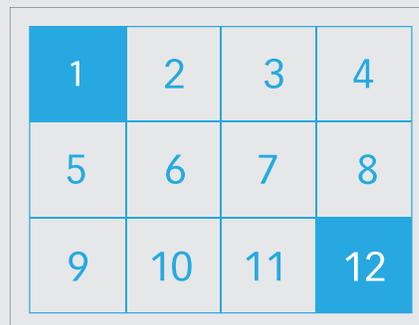


Illustration B



Example of right use

LAYOUT AND BASIC GRIDS — LARGE FORMAT

This section explains large graphic elements. Here you will find principles and good practices to maintain identity and promotional uniformity.

Here are the rules to follow:

1, 2, 3 and 4 Always put the identity element at the top.

1, 2, 3, 4, 5 and 6 Always put the title at the same level of the identity element or just below it.

From 1 to 12 Always put pictures, illustrations (on the whole surface) and themes developed in the middle part.

9, 10 and 11 Enter the generic information in the lower section (if applicable).

12 Identity space of the company (if applicable).

1	2	3	4
5	6	7	8
9	10	11	12



Example of right use

CONTACT INFORMATION

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