



## Brand Standards Guide

[amtrol.com/brand](http://amtrol.com/brand)

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A company's brand is one of its most important assets. It represents all that the company is and aspires to be.

Protecting the brand is everyone's responsibility. We do that by using it properly.

This Brand Standards Guide is intended to explain how to correctly use our brand and just as importantly, how not to use it. Specific examples are provided to help avoid mistakes.

Presenting a clear and consistent image to our customers, installers, consumers and the industry is important to our success. Thank you for your cooperation.

Please contact the Marketing Manager with any questions on proper use of our brands.



## Company Logo

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Company Logo  
Vertical  
PMS 186 Red and Black



The Company Logo has been designed to be used in a variety of applications. Please go to [amtrol.com/brand](http://amtrol.com/brand) to view and download the appropriate logo.

Company Logo  
Vertical  
Black



Any use of the Amtrol logo other than what is provided must be approved by Marketing Communications.

Company Logo  
Horizontal  
PMS 186 Red and Black



Company Logo  
Horizontal  
Black



Company Logo  
Reversed  
PMS 186 Red and White



## Incorrect Logos

Altered Proportions



Skewed and Rotated



Incorrect Font



Incorrect Colors



Missing Logo Element



Background Shape



## General usage tips

Do not alter the proportions of the logo files (i.e. ratio of height to width). If you need to change the size of the logo, grab one of the corners to maintain the proportions, and drag diagonally until the logo is the size you want.

The logo is not to be used within a background shape.

Avoid placing the logo over an image where the text is not clearly legible.

The logo elements ("logotype" and "AT") should not be used separately.



## Brand Logos

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Well-X-Trol®  
PMS 360 Green  
PMS 2935 Blue



Brand logos, such as those featured here, have been developed for use in a variety of applications. Please go to [amtrol.com/brand](http://amtrol.com/brand) to view and download the appropriate logo.

BoilerMate®  
PMS 186 Red  
Black



Any use of a brand logo other than what is provided must be approved by Marketing Communications.

Therm-X-Trol®  
PMS 186 Red  
Black



Water Worker®  
PMS 286 blue



Extrol®  
PMS 186 Red  
Black





# Brand Colors and Typography

## Primary Brand Colors

Amtrol - PMS 186 Red  
c:0 / m:100 / y:81 / k:4  
r:227 g:25 b:55



Well-X-Trol® - PMS 360 Green  
c:60 / m:0 / y:79 / k:0  
r:109 g:192 b:105



Well-X-Trol® PMS 360 Blue  
c:100 / m:46 / y:0 / k:0  
r:0 g:118 b:192



Water Worker - PMS 286 Blue  
c:100 / m:66 / y:0 / k:2  
r:0 g:93 b:170



Black



Company logos, brand logos and tag lines should use the colors shown here.

## Typography

Arial  
AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz

**Arial Bold**  
**AaBbCcDdEeFfGgHhIiJjKkLlMmNn**  
**OoPpQqRrSsTtUuVvWwXxYyZz**

**Arial Black**  
**AaBbCcDdEeFfGgHhIiJjKkLlMmNn**  
**OoPpQqRrSsTtUuVvWwXxYyZz**

All text for brand materials should be Arial. Headlines should be Arial Bold or Arial Black.



## Tag Lines

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**Ask for Quality ▲ Ask for AMTROL®**

The Company tagline is  
"Ask for Quality. Ask for Amtrol®".

**Well Above The Rest®**

The Well-X-Trol® tagline is  
"Well Above The Rest®".

**Efficiency at its Best™**

The Hot Water Maker® tagline is  
"Efficiency at its Best™".

Ideally, the taglines should be  
seen with the Amtrol logo.  
(i.e. Banners, Stationery,  
Business Cards.)

Any other tag lines must  
be approved by Marketing  
Communications.





## Stationery and Business Cards



Business Card -  
Front

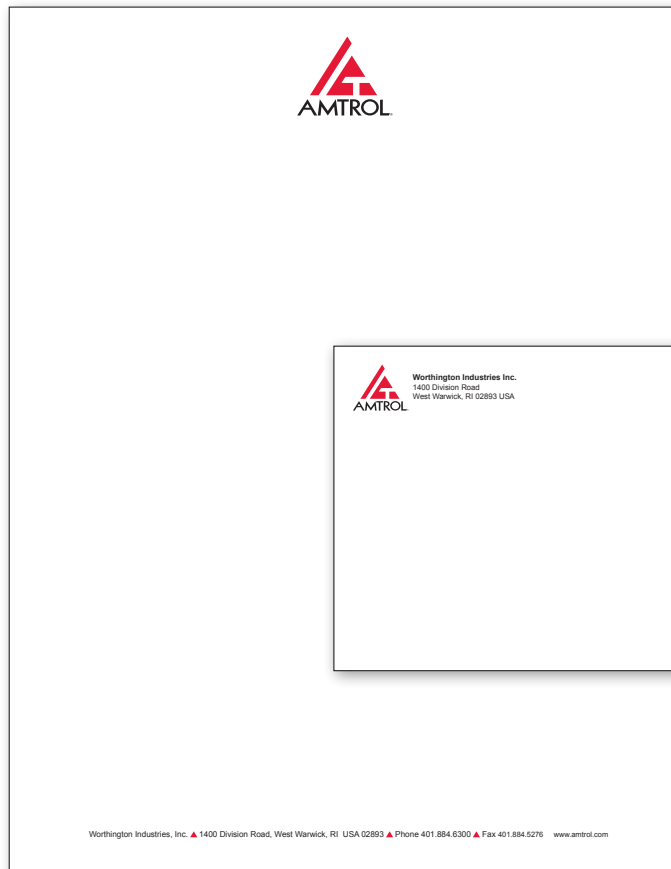
Stationery, envelopes and business cards, such as those featured here, must be ordered by Purchasing.

The use of stationery, envelopes and business cards other than what is provided must be approved by Marketing Communications.



Business Card -  
Back

Letterhead Stationery

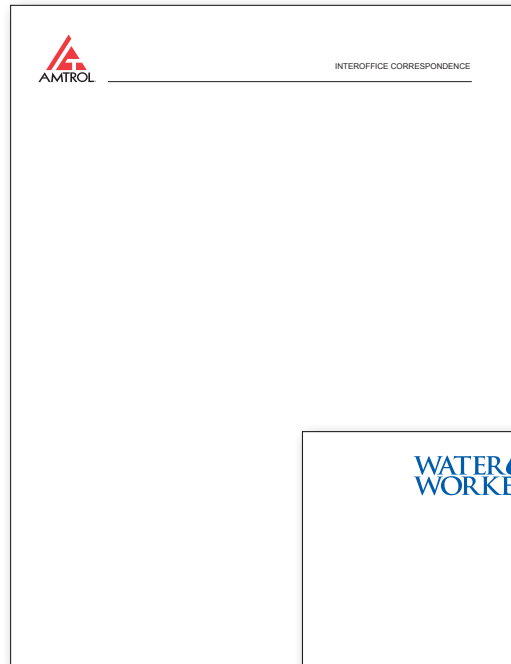


#10 Envelope



# Interoffice and E-mail Communications

## Interoffice Communications



Interoffice  
Correspondence  
Letterhead

Interoffice letterhead has been developed and should be downloaded from [amtrol.com/brand](http://amtrol.com/brand).

The e-mail signature shown here is the approved format and should be used exclusively.

The use of interoffice stationery or e-mail signatures other than what is provided must be approved by Marketing Communications.



4 x 6 note pad with  
Water Worker® logo

## Email Signature

In Outlook:  
File/Options/Mail/Signatures

To create signature using your Microsoft Outlook program:  
Modify the signature to reflect your information.

Copy the signature beginning with your name and ending after the logo.

Open the 'Signature' dialogue box in your Microsoft Outlook program.

Create a new signature and paste the copied content in the blank box.

Save.

**KIERAN F. ANDRE**

COMMUNICATION MANAGER

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[WorthingtonIndustries.com](http://WorthingtonIndustries.com) | NYSE: WOR





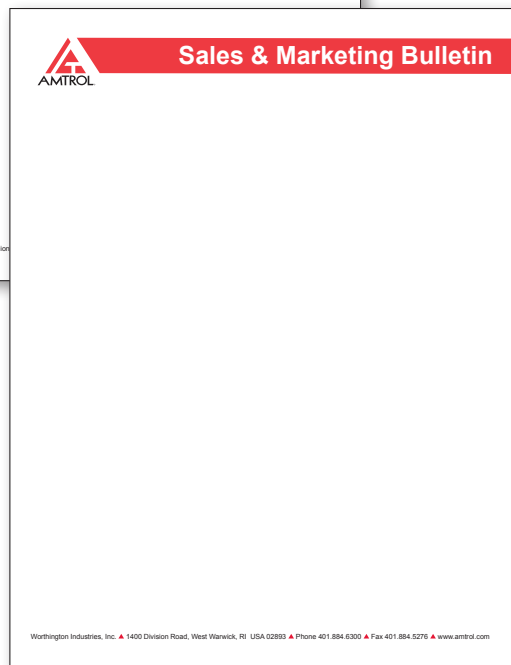
## Informational Letterhead



External  
News Release  
Letterhead

Informational letterhead, such as those shown here, can be downloaded from [amtrol.com/brand](http://amtrol.com/brand).

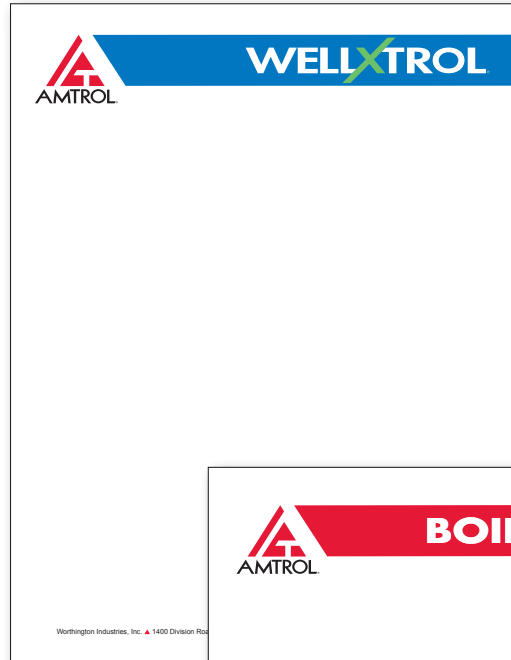
The use of informational letterhead other than what is provided must be approved by Marketing Communications.



Internal  
Sales & Marketing  
Bulletin  
Letterhead



## Product Category Letterhead



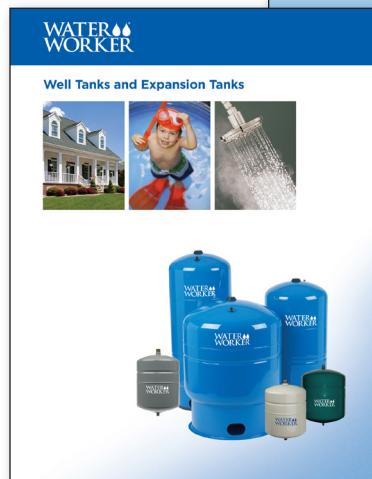
Well-X-Trol®  
Letterhead

Product category letterhead, such as those shown here, can be downloaded from [amtrol.com/brand](http://amtrol.com/brand).

The use of product category letterhead other than what is provided must be approved by Marketing Communications.



BoilerMate®  
Letterhead



Selling materials should be developed with the target audience in mind. A clear, compelling, complete and consistent message is the goal.

Selling materials can be downloaded from [amtrol.com](http://amtrol.com) or ordered from Taylor Communications.

The use of selling material other than what is provided must be approved by Marketing Communications.



Overexposed



Underexposed

Quality photography adds interest and clarity to the message.

Questions concerning the appropriateness of photography used in company materials should be directed to Marketing Communications.



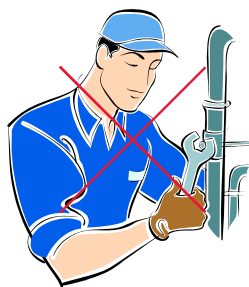
Stretched or distorted



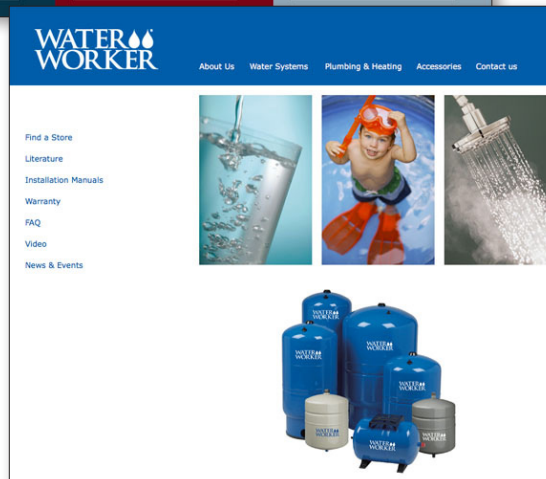
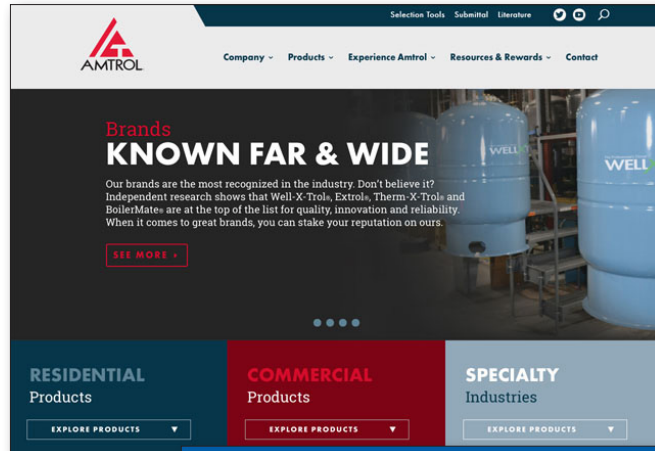
Low resolution



Out of focus



Clip art



The Amtrol Brand Standards Guide is intended to provide examples of how to properly use our brands and just as importantly how not to use them. It is by no means a comprehensive document. Go to [amtrol.com/brand](http://amtrol.com/brand) for complete information.

The Amtrol Brand Standards Guide will be updated periodically by Marketing Communications. Refer to [amtrol.com/brand](http://amtrol.com/brand) for the latest version.