



Branding Guide

Using brand components correctly is paramount in establishing a consistent and memorable brand identity. It ensures that a company's messaging and visual elements remain cohesive, reinforcing its core values and personality. In the case of the brand formerly known as WATSON & CHALIN (W&C), adhering to the correct branding is essential to maintain a professional and unified image. ***The decision to no longer refer to the brand as WATSON & CHALIN is significant because it marks a deliberate shift in how the company presents itself.*** As a result of using the designated brand components and referring to the company as W&C, we are communicating a fresh identity and a commitment to adapt and evolve in a dynamic market. This adjustment is essential for branding precision, as it directly influences customer perceptions, trust and brand loyalty. Inconsistencies in branding can lead to confusion, dilution of brand recognition and ultimately hinder a company's ability to connect with its audience effectively. Getting the brand components right is a strategic move towards maintaining a strong and relevant presence in the market.

The following sections contain everything you'll need to know to communicate using the W&C brand and tagline, including various documents, logo and brand guidelines and examples of proper and improper applications. Additionally, please keep the following suggestions in mind to maximize our brand.

Use the Brand Selectively

Products, business forms, advertising, websites, presentations, specialty items and facility and trade show signage are the only objects that must feature the brand. No other application requires the use of the logo. Any time we use the brand, it should be considered a "product" representing our company. Therefore, we should take care of how the brand is displayed. Be sure that whatever "product" you use carrying the W&C brand — a PowerPoint presentation, an email to a potential customer or a shirt you're wearing at a conference or trade show — displays the image proudly and properly.

Use the Brand Components Correctly

It's very easy to overlook seemingly minor details when using various brand components, yet these mistakes can damage the brand and create roadblocks in reaching your objectives. Always adhere to the guidelines detailed in the following sections to guarantee the smooth and successful implementation of the W&C brand.

For More Information

If you encounter a W&C branding situation not addressed in this manual, please contact Corporate Marketing Communications at 330.489.0050.

Logo Guidelines

This guide explains the proper use of the W&C corporate identity elements – our logo, tagline, color, usage and internal and external communication formats.

The most visible identity element is the W&C logo.

- The logo consists of the W&C letters and the ® symbol
- Standard logo colors are
Red – PANTONE PMS 201
Blue – PANTONE PMS 303
- See pages 1-5 for complete logo color usage guidelines

When reproducing the logo:

- Never change or alter the element in either symbol
- Use only the artwork provided on MAAXSOURCE.com or by the communications department
- Do not create new artwork

When printing or creating promotional items, please refer to the color usage section (see page 1-5) for logo (size, color, positioning, etc.). The ® symbol can be removed if it fills in on publications or promotional items. However, please remember that applicable trademark symbols (® or ™) must be legible when trademarks are used on W&C products, product packaging and shipping materials, trade shows and other marketing displays and collateral.

Contact the Corporate Legal Department at 630-773-9111 with any questions or comments.



Correct



Incorrect

Tagline

The W&C Tagline – *Engineered Ride Solutions*

- When used as a graphic element, the tagline must always appear in the word mark shown here
- If combining with the W&C logo it can either be in the vertical or horizontal format shown here, but the preferred option would be the vertical format

In literature or ad applications, the format shown to the right is the preferred logo and tagline relationship.

Applicable trademark symbols (® or ™) must be legible when trademarks are used on W&C products, product packaging and shipping materials, trade shows and other marketing displays and collateral.

Contact the Corporate Legal Department at 630-773-9111 with any questions or comments.



Correct



Correct



Correct



Incorrect

Color Usage

When the logo appears on a white or light-colored background:

- W&C logo is comprised of 2 colors:
Red – PANTONE PMS* 201
Blue – PANTONE PMS 303
- The color blocks for each are broken out to the right



When the logotype appears on a dark background:

- The W&C logo are reversed out in white

When printing one-color:

- All logotype elements should appear in the same color – either black, gray or reversed out in white



When printing RED in four-color:

- When building PMS 201 Red, use the CMYK percentages of:
C: 7
M: 100
Y: 65
K: 32

When using RED for web / digital:

R: 163 L: 35 HEX: #A80532
G: 11 A: 57
B: 53 B: 21

When printing BLUE in four-color:

- When building PMS 303 Blue, use the CMYK percentages of:
C: 97
M: 73
Y: 52
K: 56

When using BLUE for web / digital:

R: 25 L: 18 HEX: #002A3A
G: 46 A: -9
B: 60 B: -14

- Recommended to print as a six-color job with PMS 201 Red and PMS 303 as a spot colors

* PMS stands for Pantone Matching System, Pantone Inc.'s standard trademark for color reproduction and color reproduction materials.

Correct



The ® and & symbols should be removed if they are filling in or are too small to reproduce accurately on publications and/or promotional items.



Incorrect

Apparel and Promotional Items

When ordering apparel and promotional items, you must follow all logo, color standards and guidelines established in this manual.

Recommended Thread Specifications:

Red

Thread Manufacturer: Madeira
Thread Color: 1982

Blue

Thread Manufacturer: Madeira
Thread Color: 1555

The W&C and tagline may be used for select apparel and premium items, such as mugs, baseball caps, sticky notes, etc.

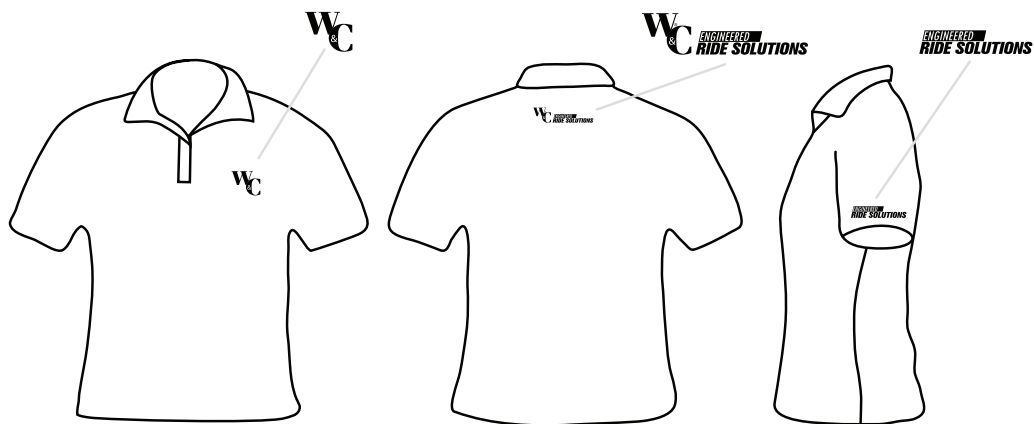
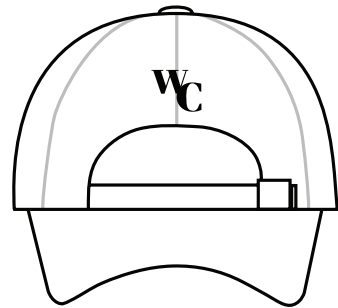
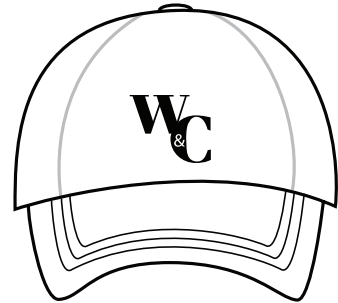
NOTE: The ® symbol is eliminated when the small size of the symbol renders it illegible on publications or promotional items.*

When printing or creating promotional items, please refer to the color usage section (1-7) for logo (size, color, positioning, etc.). The ® symbol can be removed if it fills in on publications or promotional items.

* Applicable trademark symbols (® or ™) must be legible when trademarks are used on W&C products, product packaging and shipping materials, trade shows and other marketing displays.

Contact the Corporate Legal Department at 630-773-9111 with any questions or comments.

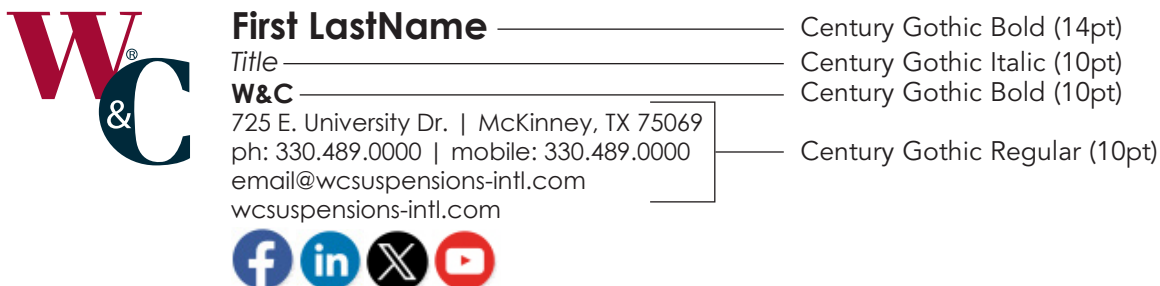
Please contact Corporate Marketing Communications for approved vendors.



Email Signature Block

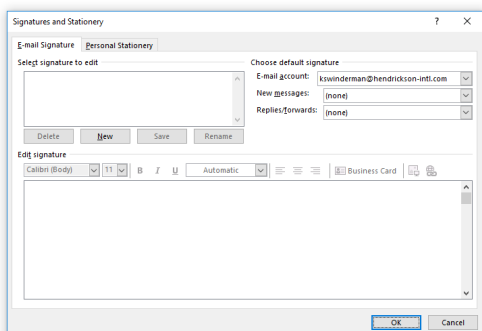
Please be sure that your email signature block conforms to the company standard. The signature block should be applied to all emails, even those you generate from another application (for example, when you share a Word document).

All signature blocks should be set up like below and include the W&C logo and your contact information including job title, address, phone numbers, email, W&C website and Confidentiality Notice.



How to create your Signature Block:

- Highlight and copy an existing correct signature block in Outlook
- Create a new email
- Click the Signature Icon in the top toolbar and select **Signatures**.
- The Signature dialog box will open



- Select **New** and type a name for your signature
- Paste the copied Signature Block into the Edit Signature field
- Edit the copied signature block with your contact information
- Then **Save**.
Signature name should be assigned to all New messages and Replies / Forwards
- Then click **OK**

Contact W&C at **972.547.6020** for additional information.



W&C

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