Brand Identity Guidelines

GRACO®

TOP 10 THINGS TO REMEMBER
ABOUT GRACO BRANDING

1. Always use the correct logo artwork.

2. Never modify or re-create logo artwork.

3. Always use the approved Graco color palette.

4. Always use approved Graco fonts.

5. Maintain a minimum amount of space around the Graco logo to ensure legibility.

6. Use the Graco positioning line where appropriate. **Proven Quality. Leading Technology.**

7. Communicate consistent messages.

8. Never modify Graco-approved templates.

9. Protect Graco trademarks by using a ® or ™ next to product names.

10. When in doubt about Graco branding or logo usage, ask your communications team.

For logos, PowerPoint templates, or a full version of the identity standards book, visit: www.graco.com/identity.

BRAND STRATEGY

Our New Corporate Identity

The corporate identity is a powerful, unifying strategy for communicating the reliability, high quality, durability and technology of the Graco brand.

Our ability to build a global brand depends on how well we understand and use the Graco identity standards. From the simplicity and power of our blue and black logo, to correct usage of typography and imagery, *every* Graco employee and supplier partner should understand and consistently apply the Graco standards.

Getting Started

This booklet includes some basic tools for implementing the Graco brand identity system. These standards are the foundation for building our global brand. They will help you communicate Graco quality and build business success.

We are all responsible for the Graco brand; if you hand off a job to an external supplier, *you* are responsible for ensuring that brand identity requirements are met.

Additional tools and resources will be posted on the Graco Village, GEDI and www.graco.com/identity as they become available.

Contact Info

If you have questions regarding these changes, please email the Communications Team at communications@graco.com.

LOGO USE AND MISUSE

The Graco logo is a seal of approval and is the most important symbol of our brands and products. To leverage this brand equity and recognition, the Graco logo will appear on all printed and electronic communications, including space and internet ads, literature, products, packaging, trade show signage, clothing and merchandise. Please use the Graco logo according to these guidelines to reinforce our promise of quality, innovation and technology.

Correct Logo Usage

2-Color Logo (Pantone® 286/4-Color Process and Black)

1-Color Logo (Black)

1-Color Reversed Logo (White)

Graco Logo Color Breaks: 1- and 2-Color

The 2-color logo is solid black on the left and solid blue on the right, and can be produced in print using two Pantone® colors (black and PMS 286 blue) or a 4-color process of cyan, magenta, yellow and black inks (see formula below). The 2-color logo must include the registration mark [®] printed in blue and the Graco name in black.

The 1-color logo is solid on the left side and solid on the right side. It must include the registration mark [®] and the Graco name at the bottom. The acceptable 1-color logo colors include black and white.

Graco Colors: Color Formulas

Graco Blue (PANTONE 286)	100C	78M	0Y	2K
Graco Black	0C	0M	0Y	100K

Requirements for Space Around the Logo

There should always be clear space around the Graco logo for maximum impact and legibility. This space should be free of copy or other graphic elements and should always be at least half the height of the logo from the top edge to the bottom of the word "Graco."
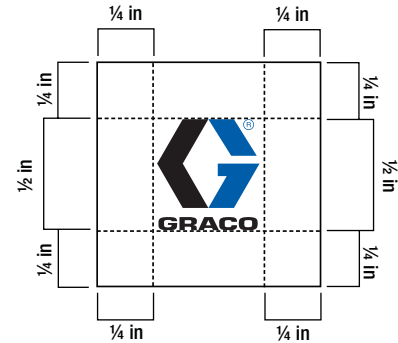
Graco Logo Size

The logo MUST NOT be smaller than 1/4 in (6.35 mm) in size from the top edge to the bottom of the word GRACO.
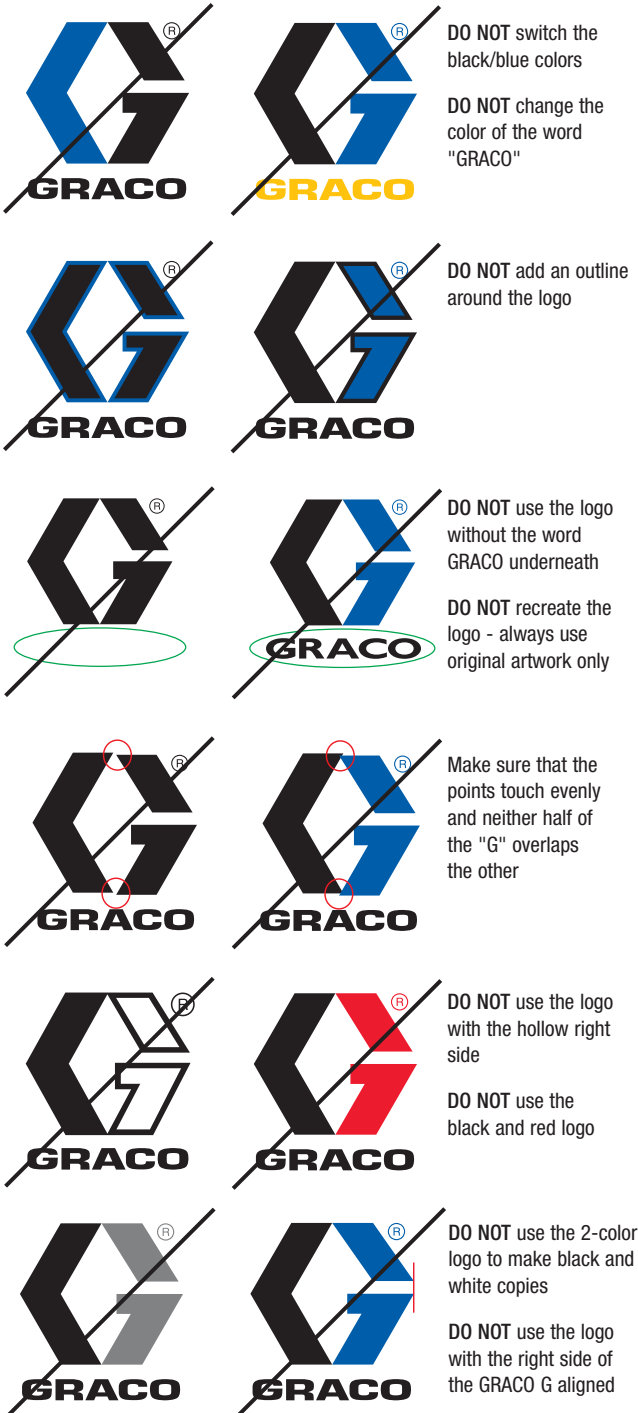

¼ in
(6.35 mm)

The logo should not be used if it cannot be reproduced with the word "Graco" underneath. The registration mark must be used unless it is too small to be legible.

Refer to Graco Manufacturing Engineering standards number 4.0225 for specific information on injection molded and metal cast parts.

Incorrect Logo Usage

It is important for the Graco Logo to appear as it was intended. Do not try to re-create the Graco logo or alter the color of the logo in any way. The Graco logo is available in a variety of digital formats. Please contact your divisional Communications Team with questions.

DO NOT switch the black/blue colors

DO NOT change the color of the word "GRACO"

DO NOT add an outline around the logo

DO NOT use the logo without the word GRACO underneath

DO NOT recreate the logo - always use original artwork only

Make sure that the points touch evenly and neither half of the "G" overlaps the other

DO NOT use the logo with the hollow right side

DO NOT use the black and red logo

DO NOT use the 2-color logo to make black and white copies

DO NOT use the logo with the right side of the GRACO G aligned

TYPOGRAPHY

Typography is an important element in our overall brand identity system. Helvetica LT Standard Compressed and the Helvetica Neue LT Standard family of fonts have been selected to reinforce our corporate identity on external printed pieces. The use of these Helvetica font families set the visual tone for the Graco identity system. Do not confuse Helvetica Neue LT Standard with Helvetica Condensed or Helvetica. Be sure your suppliers use the correct version*.

Other internal communication pieces are created using Arial and Arial Narrow. Use only the identified fonts below.

Standards

Use the following standards to understand some basic applications of typography.

Primary Fonts (Macs only)

Headline Font
Helvetica LT Standard Compressed

Subhead Fonts
Helvetica Neue Lt Standard Medium Condensed
Helvetica Neue Lt Standard Bold Condensed

Body Copy Fonts
Helvetica Neue Lt Standard Condensed
(Use in all applications as the primary font.)
Helvetica Neue Lt Standard Light Condensed

Internal Applications (PCs and Macs)

Arial
Arial Narrow
Use for internal applications such as Microsoft® Word or PowerPoint.

Web and Online Applications

Trebuchet
Arial
Use Trebuchet for headlines and Arial for body copy on Graco Web sites.

Trademark and Registration Symbols

For Macs only, always set trademark and registration symbols in the Helvetica Neue LT Standard Condensed typeface. A list of current trademarks are located on the Graco Village, GEDI and www.graco.com.

* Helvetica Neue LT Standard and Helvetica LT Standard font families are purchased from the Adobe Systems foundry. Only the"Open Type" designs which are versions 1.029 or newer are acceptable. "Type 1" and "TrueType" designs are older with various design differences and therefore not acceptable.

COLOR PALETTE

Primary Colors:

PMS 286	CMYK: 100/78/0/2	RGB: 0/51/171	Hex: 0033AB
Black	Black	Black	Hex: 000000
70% Black	50% Black	30% Black	10% Black
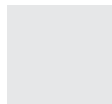
Secondary/Accent Color:

PMS 136	CMYK: 0/27/76/0	RGB: 252/189/48	Hex: FCBD30

The Graco blue is represented by PANTONE 286. Do not substitute other close matching Pantone or other ink colors for PANTONE 286. However, there are instances when the Graco blue spot color is not available. In these situations, use the four-color process formula (CMYK) for printing or the RGB values for on-screen viewing. Always match to a PMS 286 swatch, available from the Communications Team.

Silk Screen:

Pantone 286 (blue)
Pantone Black

Embroidery Thread:

Madiera® thread #1076 (blue)
Madiera thread #1000 (black)

CORPORATE COMMUNICATIONS

Often, someone's first exposure to Graco is through a sales presentation or through Graco-branded forms. This means that our business communications must represent our brand as consistently as our ads and brochures. This section provides standards for conveying the Graco brand across all corporate communications.

Business Cards

Graco business cards are one of the most basic representations of the brand, and are passed from person to person around the world. Graco employees should order business cards online through the Graco Intranet.

Forms

Forms must be easy to read and must be consistent with the look and tone of all other Graco communications to reinforce the Graco brand.

Whenever you need to create a new paper or electronic form, use the guidelines available on the Graco Village, GEDI and www.graco.com/identity to ensure consistency across the company.
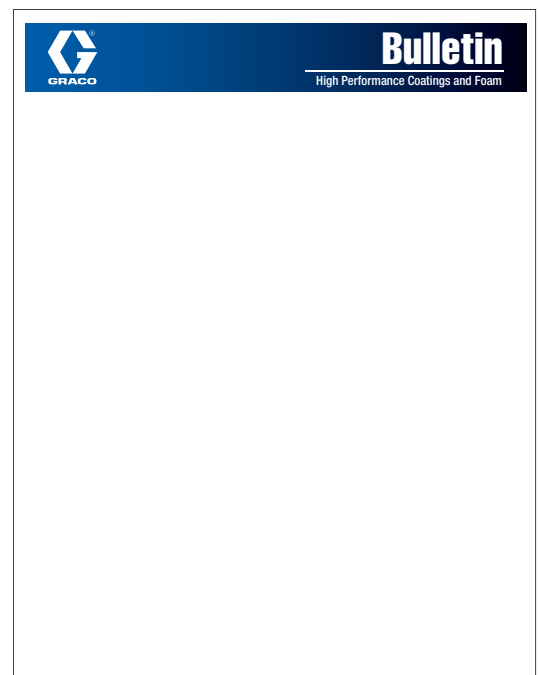
PowerPoint Presentations

Presentation templates have been created for general Graco use, and can be downloaded from the Graco intranet, GEDI and www.graco.com/identity. Do not modify the formatting or branding elements in these templates.

For consistency and readability, font sizes on the slide pages should be no larger than 36 points and no smaller than 18 points. For title pages, a larger, centered font may be used.
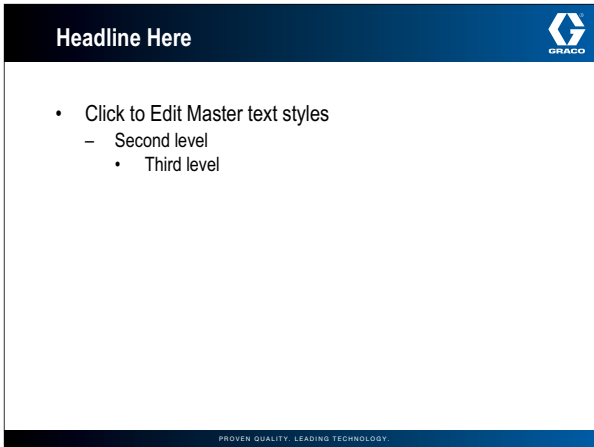

Slide page example shown.

Letterhead/Envelopes/Fax Cover Sheet

Graco business communications present an excellent opportunity to communicate our brand.

Please use the letterhead and fax cover sheet templates available on the Graco Village, GEDI and www.graco.com/identity.

Do not use the 2-color logo when faxing or making black and white copies. Only a 1-color black logo, with both sides completely solid, is acceptable.
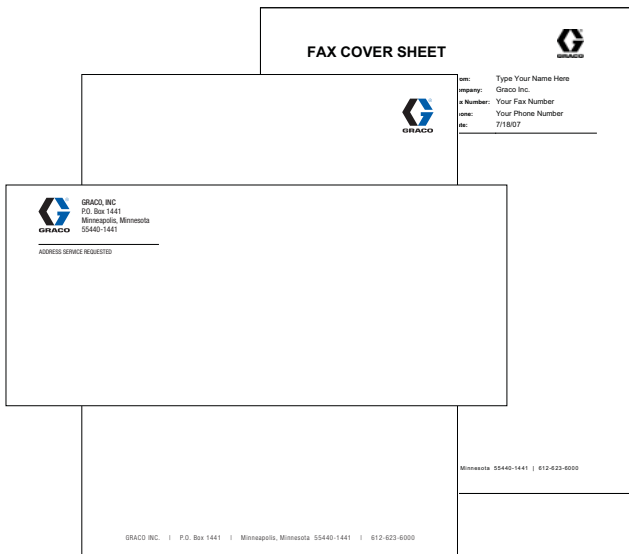
PROMOTIONAL ITEMS

Graco has several resources for branded merchandise and promotional goods. Visit Graco's Intranet or GEDI for details.

Merchandise

When using the Graco logo for non-wearable items, it is acceptable to use the blue and black logo, the solid black logo, or the solid white logo.

Please adhere to color standards listed in this booklet for the blue and black Graco logo. If Pantone 286 blue is not available, use a white or black Graco logo instead.

Clothing

When using the Graco logo on clothing or other wearables, it is acceptable to use the blue and black logo, the solid black logo, or the solid white logo. It is also acceptable for the Graco logo to be the same color as the wearable.

Embroidering

For embroidery applications using the blue and black logo, specify:

Madiera thread #1076 (blue)
Madiera thread #1000 (black)

Silkscreening

For silkscreening applications using the blue and black logo, please specify:

Pantone 286 (blue)
Pantone Black

TRADE SHOWS

Exhibiting is a powerful extension of Graco's advertising, promotion, public relations and sales.

As you integrate brand awareness into tradeshow programs, make sure that the brand images always appear consistently – starting with approved corporate logos, colors and fonts. The booth backdrop, stands, drapes, custom carpets and other elements should complement the Graco logo.

GRACO

ABOUT GRACO

**PROVEN QUALITY.
LEADING TECHNOLOGY.**

Founded in 1926, Graco is a world leader in fluid handling systems and components. Graco products move, measure, control, dispense and apply a wide range of fluids and viscous materials used in vehicle lubrication, commercial and industrial settings.

The company's success is based on its unwavering commitment to technical excellence, world-class manufacturing and unparalleled customer service. Working closely with qualified distributors, Graco offers systems, products and technology that set the quality standard in a wide range of fluid handling solutions. Graco provides equipment for spray finishing, protective coating, paint circulation, lubrication, and dispensing sealants and adhesives, and equipment for the contractor industry. Graco's ongoing investment in fluid management and control will continue to provide innovative solutions to a diverse global market.

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