



GRAPHIC STANDARDS

MANUAL

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The purpose of this manual is to help all those who, internally or externally, work on the production of the Valmetal Group's graphic and advertising communication items. The following standards are applicable for Valmetal St-Germain, Valmetal St-François, Valmetal-US Farm Systems and Valmetal Automation, all grouped under the banner Valmetal.

In this manual we find the rules that serves as a guideline for all upcoming communication media

This graphic standards manual is to present a familiar and strong image with the utmost flexibility as possible.

The manual presents most scenarios possible. Whatever your needs to be created, do not hesitate to call our marketing department.

01 **Brand Image** **Elements**

Logo
Typography/Font
Colors
Improper Use

Logo

Here are the versions available:



Logo

The acronym «V» can be used without contour to promote the Valmetal Group.
It can be used with the following colors:



Orange Valmetal



Black 15%



Black 100%

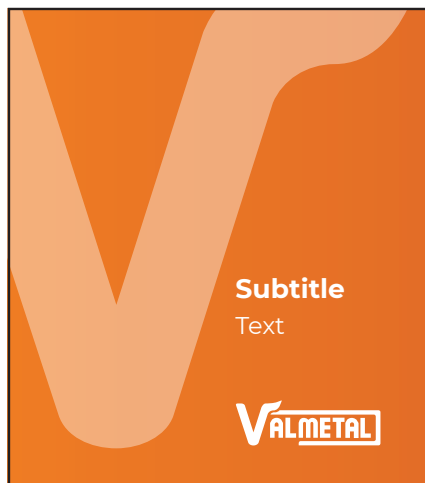
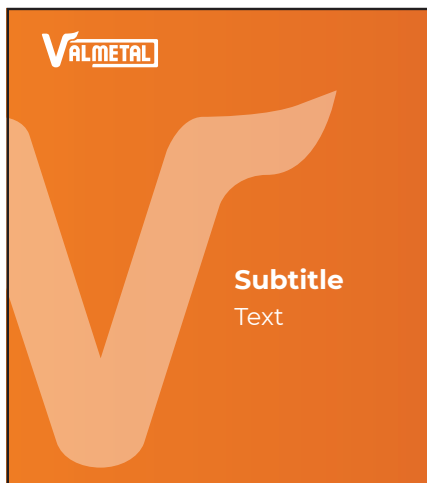


Enriched Black*
C60 M50 Y30 K100
*May be subject
to change according
to the printer.

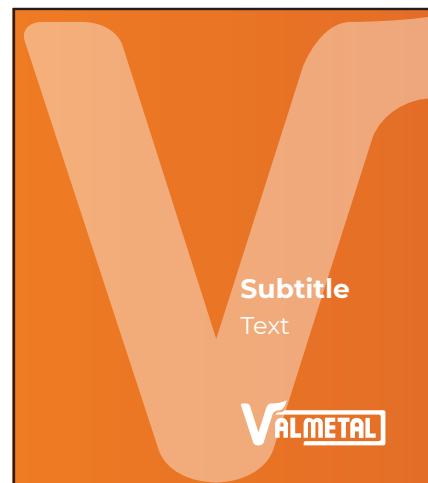


And in white on a colored
background (in reverse).

The contour less «V» symbol can also be used as an element
of design by displaying it in a large cut format.



Arrangement to avoid

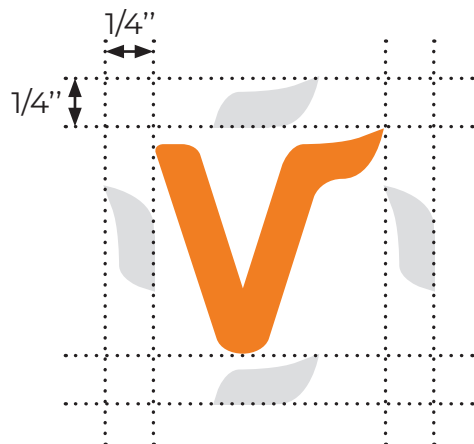


Safe Area

To maximize the logo's clarity as well as its impact, it should always be surrounded by a defined free space and must always be respected.

The safe area is defined by the degree of curvature of the «V». Any graphic elements or text should appear in this space.

The width of this space must be 1/4" or 6.35 mm.



Typography

The official typography of the Valmetal Group is: Montserrat. However, for product's stickers, the fonts are Gotham HTF Black and Leviathan HTF Black Italic. Only these typographies can be used to promote the Valmetal Group brands and must follow the recommendation specified below.

Montserrat Black | recommended for titles

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Montserrat Bold | recommended for subtitles

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Montserrat Regular | recommended for regular text*

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

*Use the size 11 points much as possible for regular text.

Montserrat Black Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Montserrat ExtraBold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Montserrat ExtraBold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Montserrat Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Montserrat SemiBold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Montserrat SemiBold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Montserrat Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Montserrat Medium Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Montserrat Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Montserrat Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Montserrat Light Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Montserrat ExtraLight

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Montserrat ExtraLight Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Montserrat Thin

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Montserrat Thin Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Equipment stickers

Leviathan HTF Black Italic | recommended for the equipment names

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Gotham HTF Black Italic | recommended for model numbers

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Color Palette

In order to reinforce Valmetal's brand, it is recommended to use the orange Valmetal whenever possible. Color matches are provided to adapt to the different types of media used. A good respect of the specified orange color, ensure the standardization of our communicational cohesion.

White, enriched black and black 100% and 15% can also be used.



Orange Valmetal

PMS Color - Pantone 716C

CMYK Color - C2 M62 Y100 K0

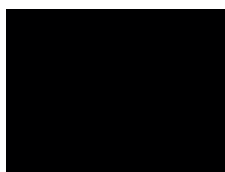
RGB Color - R236 G120 B3 - (#ec7803)



Black 100%

CMYK Color - C0 M0 Y0 K100

RGB Color - R0 G0 B0 - (#000000)



Enriched Black

CMYK Color - C60 M50 Y30 K100

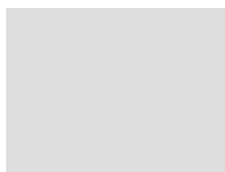
RGB Color - R0 G0 B0 - (#000000)

Importante note :

It is highly suggested to check with your printer if this enriched black recipe matches its maximum ink coverage. If the ink coverage is too high, ask the printer for its recipe for enriched black.

Ink coverage on coated paper: 315% and shall not exceed 340%

Ink coverage on uncoated paper: 260% in average



Black 15%

CMYK Color - C0 M0 Y0 K15

RGB Color - R227 G227 B227 - (#e3e3e3)

Valmetal Gradient

To create visual interest, a Valmetal gradient has been defined using colors adapted from the orange Valmetal. Only this gradient can be used to promote the Valmetal brand. It is mandatory to use these colors as presented to reinforce the brand image. The gradient must always be linear, although there is only one exception.



PMS Color - Pantone 716C
CMYK Color - C2 M62 Y100 K0
RGB Color - R236 G120 B3 - (#ec7803)



PMS Color - Pantone 1595C
CMYK Color (Real Color) - C9 M72 Y98 K1
CMYK Color (Adjusted Color for the gradient) - C5 M75 Y100 K0
RGB Color - R219 G96 B21 - (#DB6015)



The gradient can be used in radial format only when it has the acronym “V” as shown in the image below. When presented in radial format, the colour C2 M62 Y100 K0 must always be in the centre, and the colour C5 M75 Y100 K5 must be on borders.



Improper Use



Gradient, photo, or texture underneath the logo.



Place over a colored background other than orange.



Add lines around the logo.



Black typography on an orange background.



Gradient logo.



Distort the logo.



Place over an over textured background. It would have easier to read if it is placed on a white transparent block or white behind the logo.

02 **Use** of the brand

Equipment
Brochures
Office Supplies
Corporate Folder
Letter and Newsletter
Electronic Signature
Promotional Items

Equipment

Here are some examples of stickers Valmetal product. The format of stickers shown below are to be used on all Valmetal product.

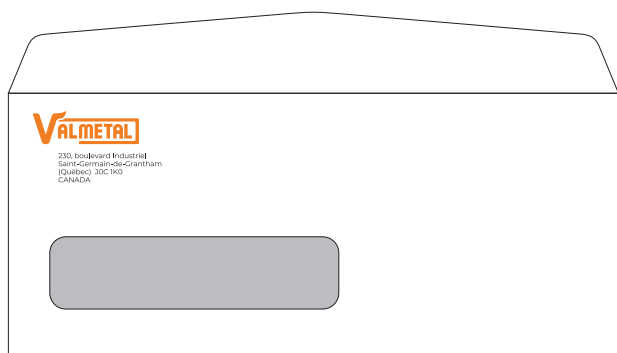
The stickers have 2 sections. The product name is written in Leviathan HTF Black Italic in black and white color. The name of the model is written under the product name in white inside a black bubble. The color of the bubble depends on the product as they are exceptions. The bubble should have rounded lower corners. The radius of the rounding is adapted to the space used in the bubble. While the model number is written in Gotham HTF Black Italic.



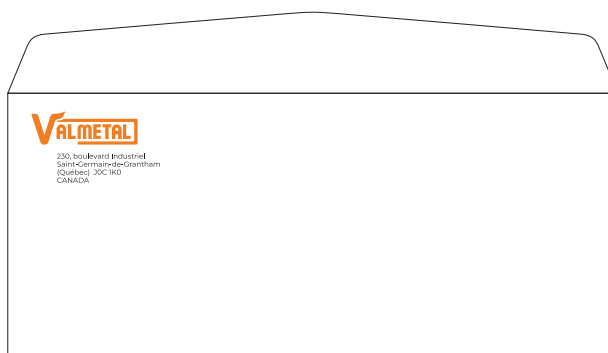
Brochures



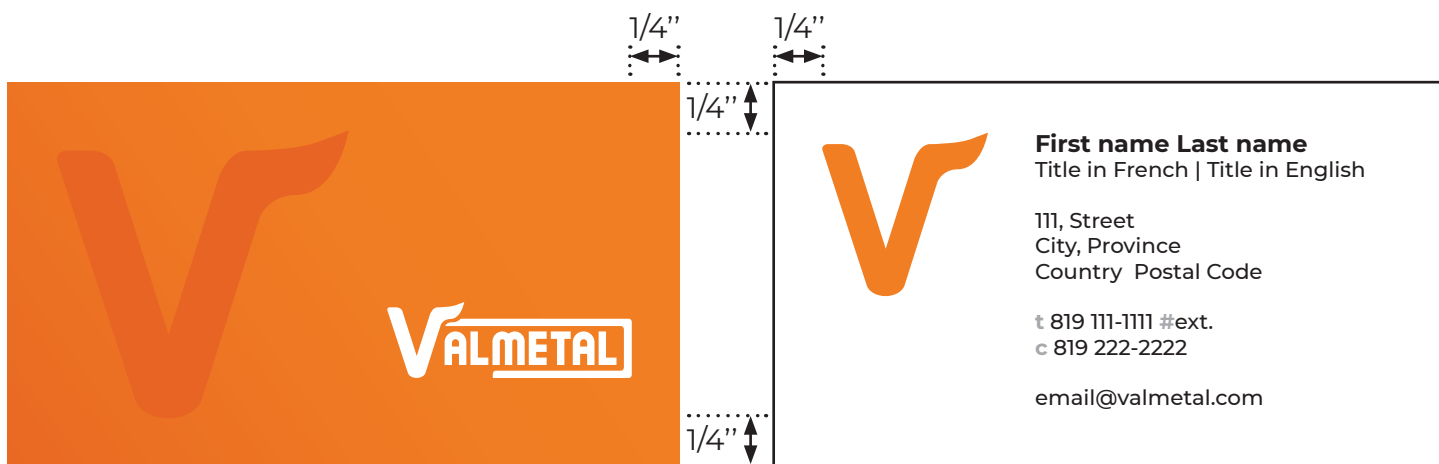
Office Supplies



Window envelope



Envelope without window



Business cards with selective varnish.
 (maintain safety margins of 1/4" or 6,35 mm)

Corporate Folder



Letter and Newsletter



Electronic Signature

Each administrative employee must have an electronic signature in the format below. This signature must always be added to emails.



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Graphiste | Graphic Designer

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Promotional Items

The Valmetal brand has a range of promotional items. It is possible to buy these products online, for yourself and for those around you.

The following items are presented must serve as inspiration and reference on approved design.



Wooden
Bluetooth Speaker



Neck Warmer
with Fleece Inner



Cruiser Cooler Bag



High Collar Sweater



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Saint-Germain-de-Grantham
(Quebec) Canada J0C 1K0

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info@valmetal.com