



Corporate Identification  
ELEMENTS & USAGE GUIDELINES

# Corporate Logo Guidelines

The Wynn's brand trademark is a valuable, corporate copyright asset of Illinois Tool Works Inc. The Wynn's logo establishes both corporate identity and product image in the minds of employees, suppliers and customers alike. It establishes a perception of what people think about our company and our products.

The clear and consistent use of the Wynn's brand trademark ensures the integrity and effectiveness of the Wynn's brand and serves to differentiate Wynn's from other brands and counterfeits. A strong corporate identity conveys professionalism and ensures that Wynn's is easily identified regardless of the market or region of the world in which it appears.

These guidelines are provided to ensure the proper and consistent use of the Wynn's brand mark across a variety of media, including, but not limited to, facility signage, print advertising, broadcast media, point-of-sale materials, multimedia, web, exhibits, presentations, press communications, sponsorships, vehicle identity graphics, apparel, merchandise and collateral materials promoting and supporting press or consumer events.

Any alteration of the Wynn's brand trademark in shape, color, style or form is strictly prohibited, and any commercial or non-commercial use of the Wynn's logo brand trademark by any entity other than Wynn's Corporate requires written approval by Wynn's marketing and legal departments.

Please review these guidelines carefully. In order to be successful, we need continued commitment to creating a strong and unmistakable image for Wynn's.

Wynn's is a registered trademark of Illinois Tool Works Inc.



## The Wynn's Brand Trademark

The main visual identity component of Wynn's is the company brand trademark, which is comprised of the tri-color oval and Wynn's logotype with registered trademark. As a valuable company asset, the Wynn's brand trademark is protected by law. Any commercial or non-commercial use of the Wynn's brand trademark by any entity outside of Wynn's or Illinois Tool Works Inc. requires the prior written approval of the Wynn's legal department.

Originally designed in the 1960's, the Wynn's logo has undergone very little change since its introduction. Over the years, it has projected a clear, solid and consistent image. In order to maintain and reinforce that imagery, the Wynn's tri-color oval and logotype must always appear in strict conformity to the detailed specifications in this document. Any alterations weaken its impact and value. Modifications to its style, proportions and letterforms are not permitted. The brand trademark must be used correctly, in its original form, and only reproduced from authorized artwork provided by the corporate agency of record. Both four-color (CMYK) and black and white artwork are available.

The use of a trademark statement is not mandatory, but when it is deemed appropriate to use a trademark ownership statement, it should read as follows: Wynn's is a registered trademark of Illinois Tool Works Inc.



# Area of Isolation

A fundamental rule for the display of the Wynn's brand trademark is the area of isolation. The area of isolation (or free space) for the Wynn's brand trademark is the height measure of the logo as shown in the Diagram 1 at right. No extraneous elements such as text, photographs, patterns, graphic images or the outside edge of the trademark's display surface may encroach within the area of isolation.

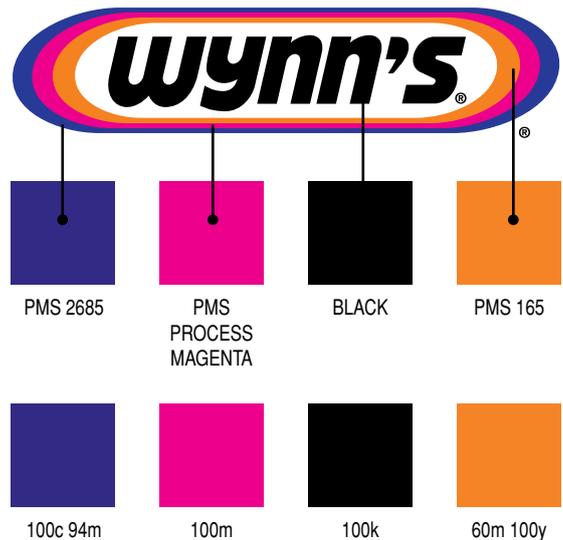


Diagram 1

# Colouring and Backgrounds

There is no preferred colored background for the Wynn's brand trademark. However, the three colors making up the oval should be avoided so that the logo will not be lost in a similarly colored background. The three oval colors may never vary from the original colors provided with the authorized artwork. The three solid PMS color designations are PMS 2685, PMS Process Magenta and PMS 165 as shown on right. When converting to CMYK, please use the appropriate CMYK Logos.

When the colour logo is used on a background other than white ensure there is the white outline.



# Use with other logos

Project and campaign logos are permitted but may not appear in association with the Wynn's brand trademark. The Wynn's logo may not be combined with or be a part of another logotype or mark.

The brand trademark may appear with another logo if adequate distance or area of isolation is maintained. The Wynn's brand name may be added to an event logo if it is typeset in the typeface used in the event design.

# Brand Artwork

Output of digital art should be at the highest resolution possible. **The brand trademark should not be reproduced smaller than 25mm wide.**

Requests to deviate from these guidelines must be reviewed and approved by Wynn's Corporate Design and Identity office.



# Reproduction Art and Contact Information

The diligent management of the Wynn's brand trademark is critical to protect and build a positive global brand image.

The application of the guidelines presented in this publication apply to all media, including but not limited to, facility signage, print advertising, broadcast media, point-of-sale materials, multimedia, web, exhibits, presentations, press communications, sponsorships, vehicle identity graphics, apparel, merchandise and collateral materials promoting and supporting press or consumer events.

The Wynn's brand trademark is available in various digital formats. Please contact ITW AAMTech to get access to the files.

## ITW AAMTech

Australia:

100 Hassall Street, Wetherill Park, NSW 2164  
PMB 35, Wetherill Park DC, NSW 2164  
Phone: +61 2 9828 0900 Fax: +61 2 9725 4698  
info@aamtech.com.au  
A Division of ITW Australia Pty Ltd

Australia Marketing Department: +61 2 9828 0900

New Zealand:

2/38 Trugood Drive, East Tamaki, Auckland 2013  
P.O. Box 58837, Botany 2163, Auckland, New Zealand  
Tel.: +64 9 272 1940 Fax: +64 9 272 1949  
info@wynns.co.nz  
A Division of ITW New Zealand Ltd.

When it's  
  
...it works!



When the colour logo is used on a background other than white ensure there is a white outline.



Never print the full colour logo in greyscale.

When it's  
  
...it works!



# Wynn's Racing Logo

Wynn's Racing Logo - should always be used on a dark background, black is preferred. The Racing should always be white for printing or embroidery with a chrome version available for use in full colour gloss magazines or printing only.



# Black & White Reproduction

When the printing or reproduction is in black and white the outline logo should always be used.

When it's



...it works!



When it's



...it works!



Use of the isolated Wynn's logotype will be reviewed on a case by case basis. Please contact Wynn's Corporate Design and Identity office for review of your artwork.

The isolated Wynn's logotype should only be used in black or white. Never print this logo any other colour.

**Wynn's**

**Wynn's**

~~Wynn's~~

# Professional Service Programs Artwork

These can only be used in conjunction with the Wynn's Professional Service Programs & Wynn's Professional Formula Products for Fuel, Power Steering, Transmission, AirCon, Cooling and Oil Systems.

All Professional Service Programs artwork and icons should always be reproduced in full colour.



Never print the full colour logo in greyscale.



# Professional Service Programs Icons

These can only be used in conjunction with the Wynn's Professional Service Programs & Wynn's Professional Formula Products for Fuel, Diesel, Power Steering, Transmission, AirCon, Cooling and Oil Systems. If the icons or an icon is used there must be a Wynn's logo visible on the same page in accordance with our guidelines.

The Professional icons should always be reproduced in full colour and appear on black or grey/black with a white keyline as shown below.



Never print the full colour icons in greyscale.



## Icon Colours

The icon colours should only be reproduced in the CMYK Breakdown of the following Pantone+ PMS Colours



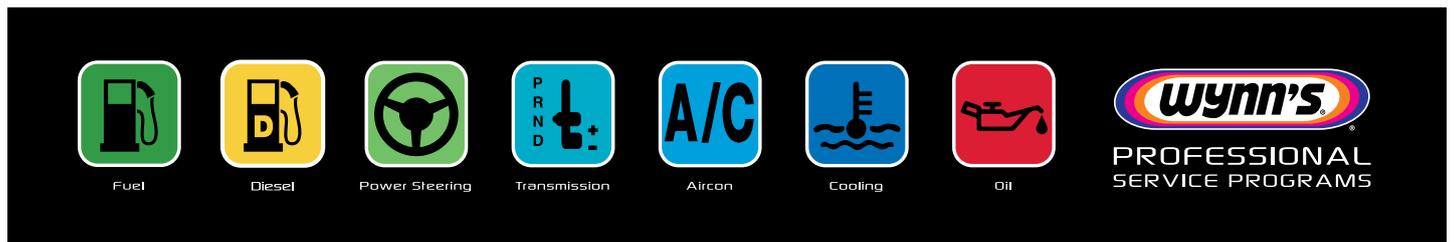
# Professional Service Logo and Icon Usage

These icons should only be used in conjunction with the Wynn's Professional Service Programs & Wynn's Professional Formula Products for Fuel, Power Steering, Transmission, AirCon, Cooling and Oil Systems. If the icons or an icon is used there must be a Wynn's logo visible on the same page.

The simplest solution is to use the footer or panel formats below which incorporate the logo and the icons on a rich black background.



Example Wynn's Professional Service Program Panel



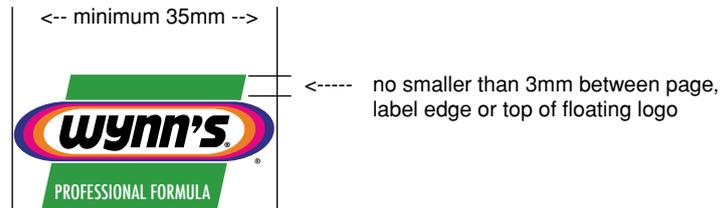
Example Wynn's Professional Service Program Footer

Remember never print the full colour icons or Wynn's logo in greyscale.



# Professional Formula Logo and Packaging

The Professional Formula logo should be reproduced no smaller than 35mm with minimum 3mm of colour between the Wynn's logo and the top cut of the label.



The Professional Formula colours should be reproduced in the CMYK Breakdown of the following Pantone+ PMS Colours.

Fuel	Diesel	Power Steering	Transmission	Aircon	Cooling	Oil	Differential	Brake
PMS7739 C	PMS129 C	PMS360 C	PMS3125 C	PMS299 C	PMS285 C	PMS199 C	PMS144 C	PMS7669 C

# Wynn's Professional Packaging

## Example Professional Fluid Labels

### The Neck Label

The professional product neck labels are to contain:

1. The professional product category icon no smaller or larger than 12mm.
2. A brief usage statement such as "ADD TO DIESEL FILTER" or "ADD TO FUEL TANK" etc. (13pt Univers Bold Condensed)



### The Front Label

The professional product front labels contain:

1. The Professional Formula logo no smaller than 35mm with 3mm of colour between the Wynn's logo and the top cut of the label.
2. Product Highlight lozenge highlighting usage area such as "DIESEL" or "PETROL" etc. (16pt Myriad Pro Bold Cond.)
3. Product Name (Univers Extra Black Oblique)
4. Product Description (11pt Myriad Pro Bold Italic)
5. Pack size (10pt Helvetica Black italic)
6. Not for Retail Sale banner (7.5pt Helvetica Black)

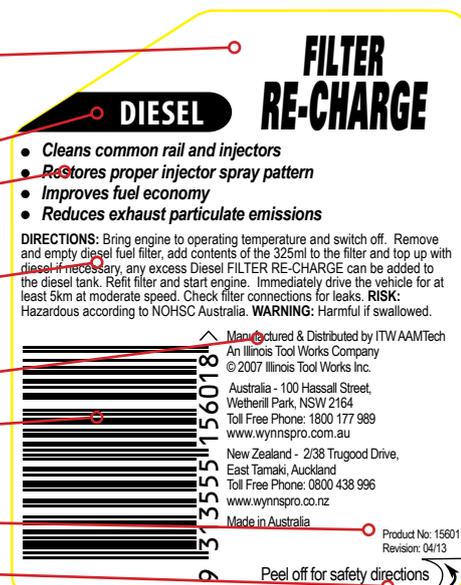


### The Back Labels

The professional product back labels contain:

1. Product Name (Univers Extra Black Oblique)
2. Product Highlight lozenge highlighting usage are such as "DIESEL" or "PETROL" etc. (13pt Myriad Pro Bold Cond.)
4. Product Bullets (7.5pt Arial Narrow Bold Italic)
5. DIRECTIONS/RISKS/WARNINGS (5.5pt Arial Narrow Regular & Bold)
6. Manufacturer info (5.5pt Arial Narrow Regular [-30 tracking])
7. Barcode
8. Product number & revision dates
9. Peel off for safety directions indicator

Back Label



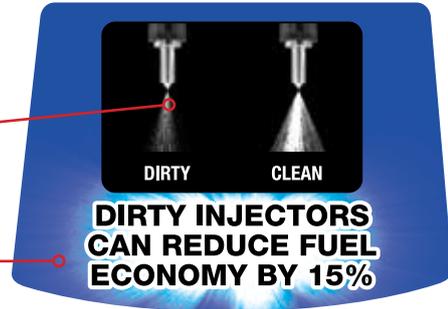
# Wynn's Retail Packaging

## Example Retail Fluid Labels

### The Neck Label

The retail product neck labels are to contain:

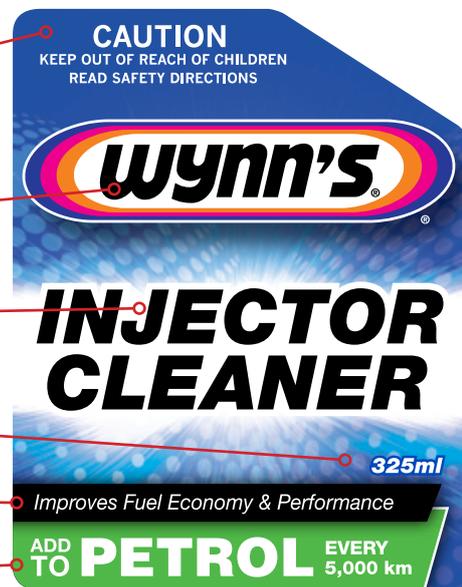
1. The retail product "Before" and "After" images
2. A brief selling statement  
(~11pt Helvetica Neue Heavy)



### The Front Label

The retail product front labels contain:

1. CAUTION, WARNING or POISON statement.
2. Large Wynn's Logo, please ensure precise die cutting - reject labels where the brand mark has been clipped.
3. Large Clear Product Name  
(~28pt Helvetica Neue Black Italic)
4. Pack size  
(8pt Helvetica Neue Black Italic)
5. Product Description  
(8pt Helvetica Neue Italic)
6. Usage Statement  
(mixed pt Helvetica Neue)

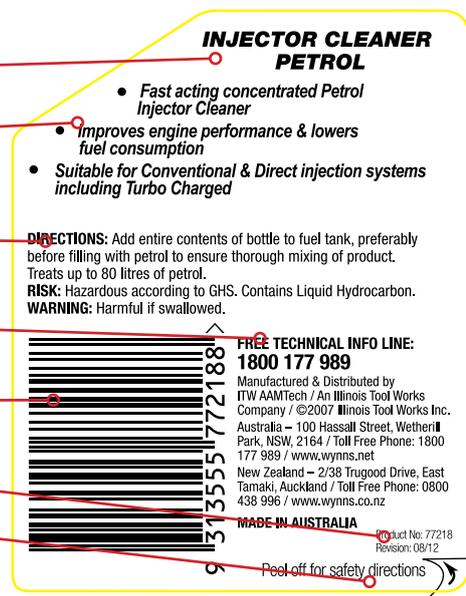


### The Back Labels

The retail product back labels contain:

1. Product Name  
(~8pt Helvetica Neue Black Italic)
2. Product Bullets  
(~12pt Arial Narrow Bold Italic)
5. DIRECTIONS/RISKS/WARNINGS  
(6pt Helvetica Neue Cond. Regular & Bold)
6. Manufacturer info  
(mixed pt Helvetica Neue Cond. Regular & Bold)
7. Barcode
8. Product number & revision dates
9. Peel off for safety directions indicator

### Back Label



# Wynn's Peel off for safety info label

## Example Retail Rear Peel Off Label

The product back labels utilise a 2 layer removable label which also protects the safety directions.

**INJECTOR CLEANER  
PETROL**

- *Fast acting concentrated Petrol Injector Cleaner*
- *Improves engine performance & lowers fuel consumption*
- *Suitable for Conventional & Direct injection systems including Turbo Charged*

**DIRECTIONS:** Add entire contents of bottle to fuel tank, preferably before filling with petrol to ensure thorough mixing of product. Treats up to 80 litres of petrol.  
**RISK:** Hazardous according to GHS. Contains Liquid Hydrocarbon.  
**WARNING:** Harmful if swallowed.

**FREE TECHNICAL INFO LINE:  
1800 177 989**

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ITW AAMTech / An Illinois Tool Works  
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Australia - 100 Hassall Street, Wetherill  
Park, NSW, 2164 / Toll Free Phone: 1800  
177 989 / www.wynns.net  
New Zealand - 2/38 Trugood Drive, East  
Tamaki, Auckland / Toll Free Phone: 0800  
438 996 / www.wynns.co.nz

**MADE IN AUSTRALIA**

Product No: 77218  
Revision: 0812

9 313555 772188 >

Peel off for safety directions >

### SAFETY DIRECTIONS:

Avoid contact with eyes or skin.  
DO NOT SWALLOW. Keep out of reach of children. Wear suitable gloves and eye/face protection. Combustible. Keep away from heat or flame. Do not breathe vapour. Wash hands thoroughly after use. In case of accident or if you feel unwell, seek medical advice immediately.

**FIRST AID:** For advice, contact a Poisons Information Centre (Phone: Australia 13 11 26, New Zealand 0800 764 766) or a doctor. If swallowed, do NOT induce vomiting. If in eyes, hold eyelids apart and flush the eye continuously with running water. If skin contact occurs, remove contaminated clothing, and flush skin with running water.

Additional information is listed in the Material Safety Data Sheets on website.

## Example Professional Fluid Rear Peel Off Label

The product back labels utilise a 2 layer removable label which also protects the safety directions.

**DIESEL**

**FILTER  
RE-CHARGE**

- *Cleans common rail and injectors*
- *Restores proper injector spray pattern*
- *Improves fuel economy*
- *Reduces exhaust particulate emissions*

**DIRECTIONS:** Bring engine to operating temperature and switch off. Remove and empty diesel fuel filter, add contents of the 325ml to the filter and top up with diesel if necessary, any excess Diesel FILTER RE-CHARGE can be added to the diesel tank. Refit filter and start engine. Immediately drive the vehicle for at least 5km at moderate speed. Check filter connections for leaks. **RISK:** Hazardous according to NOHSC Australia. **WARNING:** Harmful if swallowed.

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An Illinois Tool Works Company  
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Australia - 100 Hassall Street,  
Wetherill Park, NSW 2164  
Toll Free Phone: 1800 177 989  
www.wynnspro.com.au  
New Zealand - 2/38 Trugood Drive,  
East Tamaki, Auckland  
Toll Free Phone: 0800 438 996  
www.wynnspro.co.nz  
Made in Australia

Product No: 15601  
Revision: 0413

9 313555 156018 >

Peel off for safety directions >

### SAFETY DIRECTIONS:

Avoid contact with eyes or skin.  
DO NOT SWALLOW. Keep out of reach of children. Wear suitable gloves and eye/face protection. Combustible. Keep away from heat or flame. Wash hands thoroughly after use. In case of accident or if you feel unwell, seek medical advice immediately.

**FIRST AID:** For advice, contact a Poisons Information Centre (Phone: Australia 13 11 26, New Zealand 0800 764 766) or a doctor. If swallowed, do NOT induce vomiting. If in eyes, hold eyelids apart and flush the eye continuously with running water. If skin contact occurs, remove contaminated clothing, and flush skin with running water. Wash affected area with soap.

Additional information is listed in the Material Safety Data Sheet.