



Corporate Identification

ELEMENTS & USAGE GUIDELINES

Corporate Logo Guidelines

The ChemTech brand trademark is a valuable, corporate copyright asset of Illinois Tool Works Inc. The ChemTech 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 ChemTech brand trademark ensures the integrity and effectiveness of the ChemTech brand and serves to differentiate ChemTech from other brands and counterfeits. A strong corporate identity conveys professionalism and ensures that ChemTech 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 ChemTech 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 ChemTech brand trademark in shape, color, style or form is strictly prohibited, and any commercial or non-commercial use of the ChemTech logo brand trademark by any entity other than ChemTech Corporate requires written approval by ChemTech 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 ChemTech.

ChemTech is a registered trademark of Illinois Tool Works Inc.



The ChemTech Brand Trademark

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

Originally designed in the 1960's, the ChemTech 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 ChemTech solid colour blocks 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:



Area of Isolation

A fundamental rule for the display of the ChemTech brand trademark is the area of isolation. The area of isolation (or free space) for the ChemTech brand trademark is the height measure of the “Made to Work” panel 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

Coloring and Backgrounds

There is no preferred colored background for the ChemTech brand trademark. However the solid ChemTech brand colour should be avoided so that the logo will not be lost in a similarly colored background.

The main ChemTech brand colour is PMS 307 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.



PMS 307



100c 16m 0y 27k

Use with other logos

Project and campaign logos are permitted but may not appear in association with the ChemTech brand trademark. The ChemTech 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 ChemTech 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 ChemTech Corporate Design and Identity office.



Reproduction Art and Contact Information

The diligent management of the ChemTech 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 ChemTech brand trademark is available in various digital formats. Please contact ChemTech New Zealand to get access to the files.

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Reproduction

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

