

The logo for SEPTONE, featuring the word "SEPTONE" in a bold, white, italicized sans-serif font with a registered trademark symbol (®) at the end. The text is set against a red, slanted rectangular background.

SEPTONE[®]

**BRAND IDENTIFICATION
ELEMENTS & USAGE GUIDELINES**

INTERNAL
DISTRIBUTION
ONLY

LOGO GUIDELINES

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

Septone is a registered trademark of Illinois Tool Works Inc.



THE SEPTONE BRAND TRADEMARK

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

Originally designed in the 1940's, the Septone logo has undergone some changes since its introduction, evolving during this time to support the brands positioning strategy. Over the years, it has projected a clear, solid and consistent image. In order to maintain and reinforce that imagery, the Septone 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: Septone is a registered trademark of Illinois Tool Works Inc.



AREA OF ISOLATION

A fundamental rule for the display of the Septone brand trademark is the area of isolation. The area of isolation (or free space) for the Septone brand trademark is the height measure of the Small 'T' in Septone Logo 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 Septone brand trademark. However the solid Septone brand colour should be avoided so that the logo will not be lost in a similarly colored background.

The main Septone brand colour is PMS185 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.



BLACK



PMS 185



0c 91m 76y 0k



USE WITH OTHER LOGOS

Project and campaign logos are permitted but may not appear in association with the Septone brand trademark. The Septone 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 Septone brand name may be added to an event logo if it is typeset in the typeface used in the event design.

Output of digital art should be at the highest resolution possible.

BRAND ARTWORK

The brand trademark should not be reproduced smaller than 25mm wide.



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

REPRODUCTION ART AND CONTACT INFORMATION

The diligent management of the Septone 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 Septone brand trademark is available in various digital formats.

Please contact ITW AAMTech to get access to the files.

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REPRODUCTION

When the process allows it the full colour logo should always be used.



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.



Never distort the logo by changing its aspect ratio. The height of the logo must always be 21.186% of the width and the width must be 472% of the height.



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



FONT USAGE

A small sample of typography and usage is shown below as a reference point for your designs.

HEADLINE FONT SUPER RETRO M54

Sub Heading Font Arial Bold

Body Font Arial

Lists

- List item
- List item
- List item

Blockquotes

“cor maion peris aperovid que et velis
aut quiam ditatio. Et de porate odis
earis in esequi occatempost, simolore
volore nulpa pelesen tiusdae”

HEADLINE FONT SUPER RETRO M54

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
NO LOWER CASE
1234567890

Packaging Sub Heading Font FetteEgyptienne

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklm**nopqrstuvwxyz**
1234567890

Packaging Description Font
Prime

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklm**nopqrstuvwxyz**
1234567890