

Graphic Standards Manual





HOW TO USE THIS MANUAL

Dear Colleagues,

The guidance provided within this Graphic Standards Manual was developed to assure that the visual presentation of Oakville Stamping and Bending Ltd. is accomplished with consistency and forethought. In this manual you will find a set of standards by which the identity of OS&B must be maintained. Presenting OS&B in a uniform and consistent manner will achieve the high definition of corporate brand we've established and strive to maintain in the plumbing industry.

By adhering to the graphic standards outlined in this manual, you help ensure that we will put forth a consistent image of OS&B. It must be a commitment of every person who has access to the OS&B brand to acknowledge, refer to, and abide by these guidelines set forth in the standards manual, as well as to keeping a watchful eye for the breaching of these standards by other people.

Inside this manual you will find implementation standards for logo usage and basic design rules for the OS&B brand. We appreciate your commitment to implementing these graphic standards for OS&B. While the Graphics Standards Manual helps to guide designers and those using the OS&B imagery, it cannot cover every issue. There are always going to be issues particular to specific applications and usage. The manual is designed to be a useful tool for developing visual communications for OS&B. Please become familiar with the content of these pages and the appropriate applications demonstrated.

Sincerely

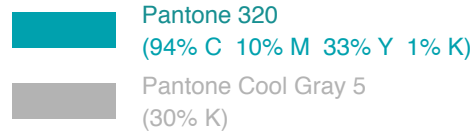
Michael Pinet
Director of Sales and Marketing

2200 SPEERS RD ~ Oakville, ONT L6L 2X8
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TOLL FREE 1 877 314 6040 1 877 827 6040

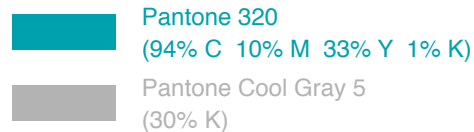
The Oakville Stamping and Bending Logo Mark is the key graphic element and corporate identification system. This mark is well suited for use in a wide range of identification, promotion and advertising applications aimed both at internal usages and for use with the general public in mind. The mail logo is made up of two elements: The wordmark: the name of the company underneath represented within specific graphic guidelines. The Logo Mark: a graphic rendering of the initials of the company OS&B wordmark. When shown together the wordmark and logo mark are formally known as the logo. When appropriate, the wordmark or logomark may be used on their own but the preferred usage is as a complete logo. The logo expresses OS&B's corporate identity to the world. Consequently, correct usage and placement are of the utmost importance in maintaining the integrity of its expression.



Ink Selections for Coated Paper:



Ink Selections for Uncoated Paper:



Please see the registered Pantone Matching System® guide for major accuracy

Alternate Color Systems

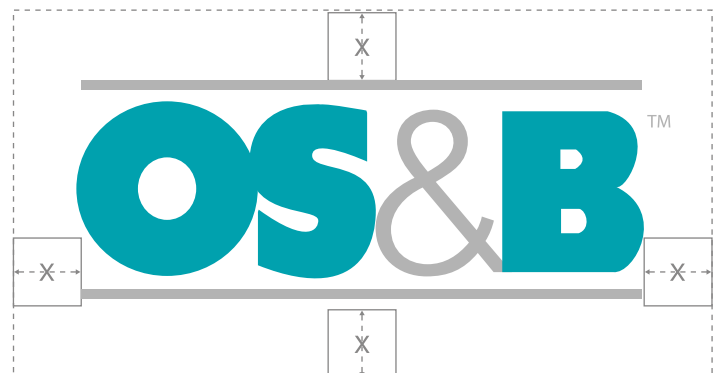


A minimum amount of clear space from all graphic elements or copy must always surround the logo to ensure maximum impact.

For this reason, an isolation area (clear zone) of at least one "x", where "x" is equal to half the height of the primary logo mark must surround the logo.

This is the minimum area allowed and should be increased when possible.

The isolation area also indicates the minimum amount of space between the logo and the edge of any page or frame.



Primary logo mark



1 color logo usage

When using the OS&B mark in one-color applications, always use either the OS&B Teal or OS&B Gray. Black is also acceptable when a color can not be used.



1 color logo knockouts




When using the OS&B's mark in one-color knockout applications, always use either the OS&B teal or Gray. Over black is also acceptable when color can not be used.






Special Mark: The Oakville Stamping & Bending Swirl. This logo mark is to be used in conjunction with retail and packaging usages.



Best usage of this logo is in CMYK but below are the Pantone colour breaks.
Ink Selections for Coated Paper:




	Pantone 320 (94% C 10% M 33% Y 1% K)
	Pantone 072 (94% C 10% M 33% Y 1% K)
	Pantone Cool Gray 9 (50% K)

Ink Selections for Uncoated Paper:

	Pantone 320 (94% C 10% M 33% Y 1% K)
	Pantone 072 (94% C 10% M 33% Y 1% K)
	Pantone Cool Gray 9 (50% K)

Please see the registered Pantone Matching System * guide for major accuracy

Alternate Color Systems

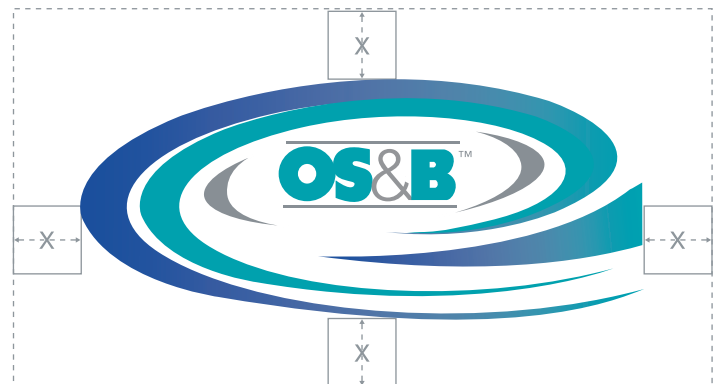
	rgb R:179 G:179 B:179		rgb R:0 G:142 B:143
	rgb R:15 G:35 B:140		

A minimum amount of clear space from all graphic elements or copy must always surround the logo to ensure maximum impact.

For this reason, an isolation area (clear zone) of at least one "x", where "x" is equal to half the height of the primary logo mark must surround the logo.

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secondary logo mark



1 color logo usage

When using the OS&B mark in one-color applications, always use either the OS&B Teal or OS&B Gray. Black is also acceptable when a color can not be used.



1 color logo knockouts

When using the OS&B's mark in one-color knockout applications, always use either the OS&B teal or Gray. Over black is also acceptable when color can not be used.

