



## Corporate Style Guide

# Corporate Identity Program

## Graphic Standards Manual

This manual is intended to provide direction for the use of Tolomatic's logo (including use of the logo in conjunction with subsets of our business such as Electronic Products) and graphics in all internal and external communications.

Adherence to the standards set forth in this manual is crucial to the maintenance and further development of Tolomatic's corporate identity.

We have tried within this document to provide for all normal and foreseeable uses of our graphic look. Should you encounter a special case which may require a new application of our logo/ graphic standards or may call for modification of approved uses, you must contact: **Diane Cedarberg at 763-478-4408** for approval and direction.

Approved Tolomatic logos are available in format suitable for printing on our website at: **<http://tolonet.tolomatic.com>**

Any questions should be directed to:

*Diane Cedarberg/Marketing Communications 763-478-4408*

Thank your for your cooperation in maintaining Tolomatic's graphic standards.

# Acceptable Logo & Colors

The following logo versions are the only approved uses for the Tolomatic logo. The logo should always be depicted as a complete unit including the right-justified tag line "excellence in motion".

## FULL COLOR:

FONT: Helvetica Neue LT



C 100  
M 44  
Y 0  
K 0

PMS:  
300 Blue

C 0  
M 0  
Y 0  
K 100

PMS:  
100 Black

**Tolomatic**<sup>TM</sup>  
EXCELLENCE *IN MOTION*

## GRAYSCALE:

FONT: Helvetica Neue LT



C 0  
M 0  
Y 0  
K 50

PMS:  
50 Black

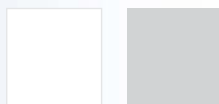
C 0  
M 0  
Y 0  
K 100

PMS:  
100 Black

**Tolomatic**<sup>TM</sup>  
EXCELLENCE *IN MOTION*

## LIGHT COLOR VARIANTS:

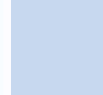
FONT: Helvetica Neue LT



C 0  
M 0  
Y 0  
K 0



C 0  
M 0 Y  
0 K  
20 C



**Tolomatic**<sup>TM</sup>  
EXCELLENCE *IN MOTION*

**Tolomatic**<sup>TM</sup>  
EXCELLENCE *IN MOTION*

# Business Cards

Name  
Title



Center company information

**SIZE:** 3.5" X 2"

**LOGO:** Full Color (*Blue: C: 100 / M: 44 / Y: 0 / K: 0*) (*Black: C: 0 / M: 0 / Y: 0 / K: 100*)

**FONT:** Helvetica Neue LT

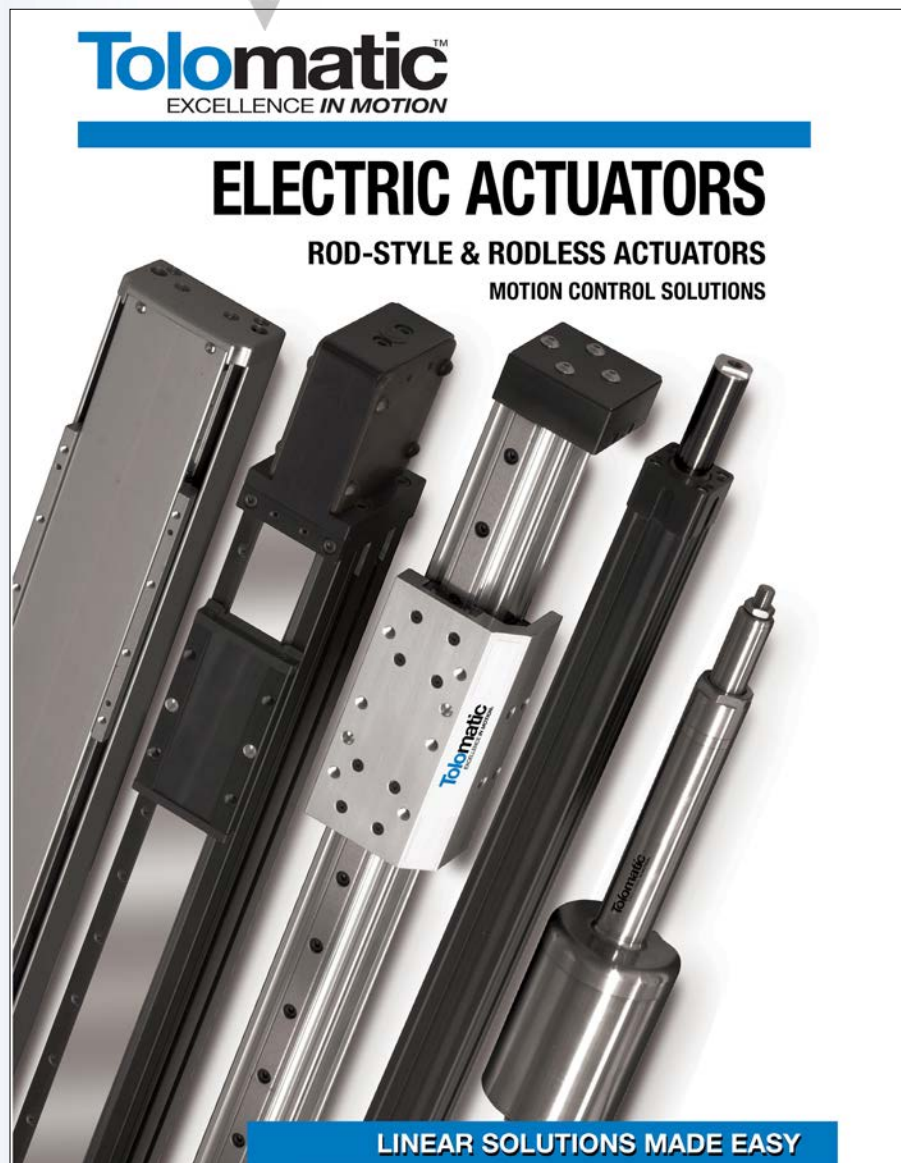


Sales Team Business Card

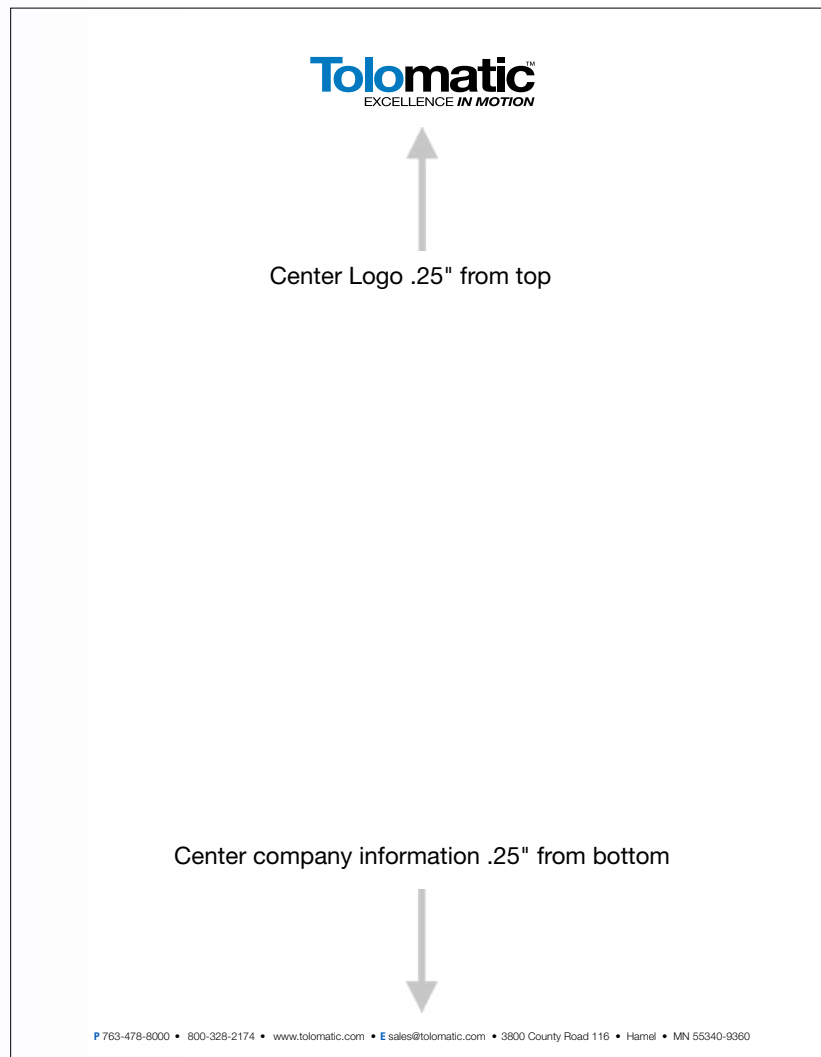
# Collateral

Position Full Color Logo Top Left

(Blue: C: 100 / M: 44 / Y: 0 / K: 0) (Black: C: 0 / M: 0 / Y: 0 / K: 100)



# Business Letterhead



**SIZE:** 8.5" X 11"

**LOGO:** Full Color (**Blue:** C: 100 / M: 44 / Y: 0 / K: 0) (**Black:** C: 0 / M: 0 / Y: 0 / K: 100)

**FONT:** Helvetica Neue LT

# Business Envelopes

**Tolomatic™**  
EXCELLENCE *IN MOTION*  
3800 County Road 116 • Hamel • MN 55340-9360



Logo & address  
.25" from top  
.25" left side

**SIZE:** Business Envelope #9 • 9.5" x 4.125"

**LOGO:** Full Color (**Blue:** C: 100 / M: 44 / Y: 0 / K: 0) (**Black:** C: 0 / M: 0 / Y: 0 / K: 100)

**FONT:** Helvetica Neue LT

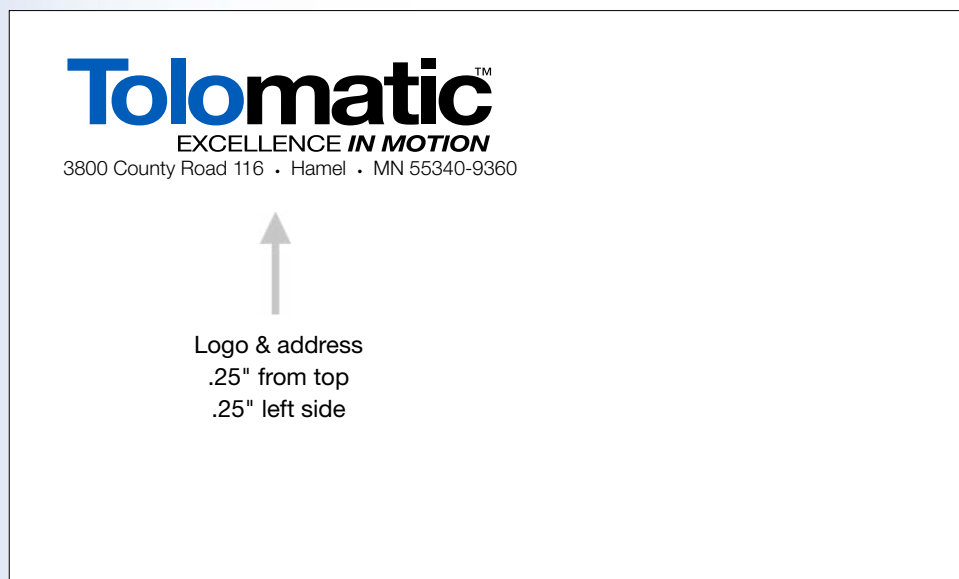
**Tolomatic™**  
EXCELLENCE *IN MOTION*  
3800 County Road 116 • Hamel • MN 55340-9360



Logo & address  
.25" from top  
.25" left side

**SIZE:** Large Envelope 10" x 13" **LOGO:** Full Color (**Blue:** C: 100 / M: 44 / Y: 0 / K: 0)  
(**Black:** C: 0 / M: 0 / Y: 0 / K: 100) **FONT:** Helvetica Neue LT

# Pre Printed Address Label



**SIZE:** Address Label 5" x 3"

**LOGO:** Full Color (**Blue:** C: 100 / M: 44 / Y: 0 / K: 0) (**Black:** C: 0 / M: 0 / Y: 0 / K: 100)

**FONT:** Helvetica Neue LT

**STOCK:** Crack-n-Peel Labels



# Digital Standards

## LETTERHEAD



## EMAIL SIGNATURES

Name →	<b>John Doe</b>
Title →	Marketing Manager
Address →	<b>Tolomatic, Inc.</b> 3800 County Road 116 Hamel, MN 55340-9360
Phone →	<b>P</b> 763.478.8000
Contact →	<b>D</b> 763.478.xxxx
Website →	<b>C</b> 763.478.xxxx www.tolomatic.com
Logo →	

**COLOR:** black copy

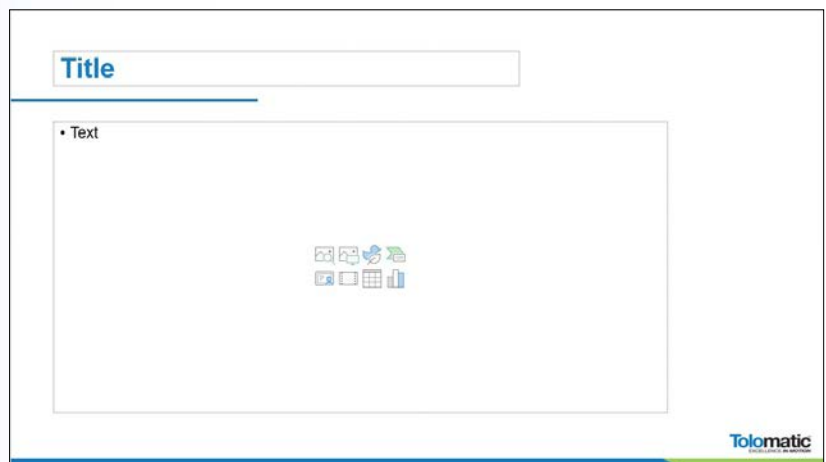
**FONT:** 11 pt Helvetica or Helvetica Bold as indicated

**LOGO:** 35% Full Color at Bottom Full Color (**Blue:** C: 100 / M: 44 / Y: 0 / K: 0) (**Black:** C: 0 / M: 0 / Y: 0 / K: 100)

# Presentation Slides



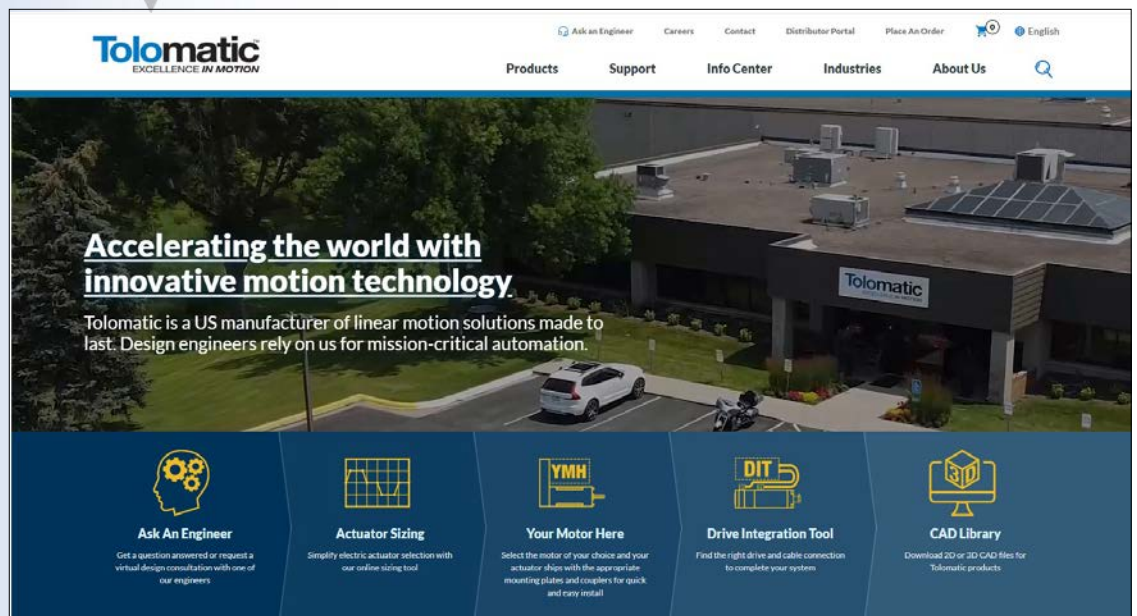
PowerPoint Title Slide



PowerPoint Presentation Slide

# Web Page

Full Color Logo Top Left  
(Blue: #0079c2) (Black: #000000)



# Alternate Logos

The following alternates are the only approved variations for the Tolomatic logo.

**#1 This alternate logo should only be used where a cubic logo is necessary and the standard logo will not work.**

*(For Example: social media profile pictures)*

Social Media



"Tolo" is centered over "matic" and the tagline is removed.

Social Media Profile Picture:

- LinkedIn
- Facebook
- Twitter
- YouTube

**#2 This alternate icon should only be used where space is extremely limited and Tolomatic's primary logos won't be clear or legible.**

*(For Example: Our website's tab favicon on web browsers)*

Extremely Limited Space



Utilize the the blue "T" icon from the standard logo.

# Advertising

Logo should always be positioned in the lower right hand corner of any online, magazine, or newspaper display ad. (unless there are approved design exceptions)

## ***Electric* motion**

**Stronger, faster, smarter than  
hydraulic or pneumatic cylinders**

- No air, no oil, no leaks
- Lowest total cost-of-ownership
- Reliable, accurate, efficient performance
- Configurable electric actuators optimize designs
- Widest range of industrial-grade actuators
- NEW! Press-model actuator

**Download our e-book:**  
[tolomatic.com/ebook](http://tolomatic.com/ebook)

800-328-2174  
[tolomatic.com](http://tolomatic.com)



RSX extreme-force  
electric actuator

**Tolomatic™**  
EXCELLENCE *IN MOTION*

## Building Logo Signage





# Apparel

## #1 Standard Apparel Logo: Blue "Tolo" & Black "matic" Logo (no tagline & TM)

Madeira #1133 Thread      Madeira Polyneon #1733 Thread      Standard Black Thread



*(logo size not to scale for embroidery)*

## #2 Alternate Apparel Logo: White "Tolo" & Gray "matic" Logo (no tagline & TM)

Standard White Thread      Madeira Polyneon #1918 Thread



*(logo size not to scale for embroidery)*

Standard White Thread      Madeira Polyneon #1918 Thread



*(logo size not to scale for embroidery)*

# Apparel

## #1 Light Apparel: Full Color Logo (no tagline & TM)

- White
- Light Blue
- Light Gray

Madeira #1133 Thread  
Madeira Polyneon #1733 Thread      Standard Black Thread



*(logo size not to scale for embroidery)*

## #2 Black Apparel: Blue & White Color Logo (no tagline & TM)

- Black

Madeira #1133 Thread  
Madeira Polyneon #1733      Standard White Thread



*(logo size not to scale for embroidery)*

## #3 Dark Apparel (non-black): Light Blue Variant Logo (no tagline & TM)

- Blue
- Navy
- Dark Gray
- Red
- Green

Standard White Thread      Madeira #1075 Thread  
Madeira Polyneon #1874 Thread



*(logo size not to scale for embroidery)*



# Apparel

## #1 Light Apparel: Full Color Logo with extended tagline

- White
- Light Blue
- Light Gray



## #2 Black Apparel: Blue & White Color Logo with extended tagline

- Black

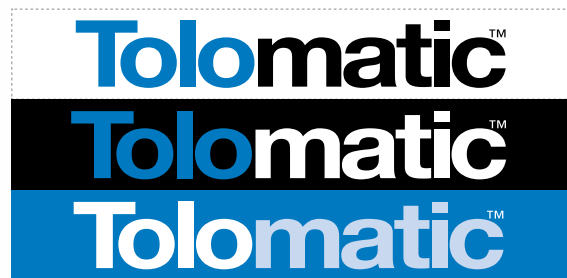


## #3 Dark Apparel (non-black): Light Blue Variant Logo with extended tagline

- Blue
- Navy
- Dark Gray
- Red
- Green



**Apparel with limited space:** Three Logos Styles above without tagline



(use thread colors listed above)