BULLDOG ABRASIVES SOUTHERN AFRICA (PTY) LTD

BRAND MANUAL.

The new **corporate design guidelines** for all future marketing communication tools.

Bulldog
ABRASIVES & AUXILIARIES
EXPECT MORE

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WHO IS BULLDOG ABRASIVES?

Bulldog Abrasives is a leading manufacturer and supplier of abrasives to the automotive, marine, woodworking, DIY, aeronautical and composite industries. Our core personality is passion and loyalty. The maroon colour throughout our logo represents passion and our customer service represents loyalty.

Bulldog Abrasives is constantly focused on continuous improvement as well as innovation. Our brand promises to consistently deliver excellence through our "EXPECT MORE" philosophy as it is a culture that commits us to strive to deliver excellence. Bulldog Abrasives offers our customers complete solutions to match their individual needs. Nothing drives Bulldog Abrasives more than adding value to our end-users.

LOGO USAGE AND GUIDELINES

The Bulldog Abrasives logo is a vital component of our brand identity. As such, it needs to be used appropriately and consistently across all printed and on-screen applications. The proportions and position of the symbol to the logotype should never be altered.

This logotype was created using custom type-faces. It has been converted to outlines so you do not need this font for reproduction. Please do not try to recreate the logo.

Our tagline should always be used in our logo as it is always positioned under our logotype. The tagline is alligned in the middle, edge to edge of our logo.

Our logo consists of this design element which represents our industry - abrasives and auxiliaries. It is an important part of our logo and should never be removed.

Preferably, our logo should never be less than 4 cm in size (width or height) unless otherwise stated.

CORRECT LOGO IDENTITY PLACEMENT

The Bulldog Abrasives logo may only be used as shown below. No other variations of the logo are permitted unless otherwise specified. A clear space around the logo should be used in order to maintain the effectiveness and impact of the logo. The amount of clear space around the logo is determined by the width of the capital B in the Bulldog logo that is applied. Do not allow any copy, patterns or design elements to clutter the clear space.

Alternative grayscale logo:

The amount of clear space around the logo is determined by the applied width of the capital B in the Bulldog logo.

There is no removal or movement of signature elements in the logo. The preferred background colour for our logo is white. If using a background that is not white then one would have to use a 10-30% tint background colour. If the background is 70% tint, the negative colour logo should be used to increase contrast.

Avoid solid colour backgrounds of 40-60% tint that wash out the logo. When placing the logo on a photographic background, the background would need to provide sufficient contrast to the logo without heavy textures. Do not use red or red tint backgrounds. Alternative gray-scale logos are shown above. These logos may only be used when colour printing is not an option. For example: in newspaper print or fax items.

BRAND COLOUR GUIDELINES

Red/Maroon and Black are the main colours of Bulldog Abrasives and it is important to use the exact colours provided below to create a consistent brand identity across all platforms. These colours should never be altered unless mentioned in this guidebook.

#9c1f29

C25 M99 Y88 K22   R156 G031 B041

#231f20

C70 M67 Y64 K74   R035 G031 B032

#ffffff

C0 M0 Y0 K0   R255 G255 B255

#dddddd

C12 M9 Y10 K0   R221 G221 B221

#5f5f5f

C62 M53 Y53 K24   R095 G095 B095

OTHER LOGO VARIATIONS

The below Bulldog Abrasives logo is specifically used in applications where there is a mention of our green footprint whether this be on social media, our newsletter or any print campaigns that link Bulldog Abrasives and our suppliers with sustainability. Allow for a clear space around the logo in order to maintain the effectiveness and impact of the logo. The amount of clear space around the logo is determined by the width of the capital B in the Bulldog logo that is applied.

LOGO APPLICATION EXAMPLES

INCORRECT LOGO IDENTITY PLACEMENT

When using the Bulldog Abrasives Logo, please use on of the approved logo variations that are shown in this guidebook. Any other variations of the logo are not permitted.

These are examples of the logo being misused and incorrect. Covering or any obstruction in front of the logo will not be allowed. Manipulation of the logo is also not allowed - this includes removing or moving parts of the logo or tagline as well as the changing of colours that have not been approved in our guidebook.

TYPOGRAPHY USAGE AND GUIDELINES

Fonts that we make use of at Bulldog Abrasives are bold and clear in order to convey our brand message. We make use of various fonts for different platforms. Please take note of the fonts below when using our brand.

OUR LOGO FONTS

Castle T Bold / Regular (Heading #1 and #3)

A B C D E F G H I J K L M N O P Q R S T U V W Y Z
A B C D E F G H I J K L M N O P Q R S T U V W Y Z 1 2 3 4

D3 Euronism BOLD (Heading #2)

A B C D E F G H I J K L M N O P Q R S T U V W Y Z

OUR WEBSITE FONTS

Trebuchet MS Bold / Regular (Heading #1)

A B C D E F G H I J K L M N O P Q R S T U V W Y Z
a b c d e f g h i j k l m n o p q r s t u v w y z 1 2 3 4

Alternate Gothic No2 D Regular (Heading #2)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Trebuchet Bold Font is used for our main headlines on our website. Trebuchet Regular is used for body text. Alternate Gothic No2 D is used for secondary headlines for the infographics or articles and must always be in capital letters. The weight and sizes vary depending upon usage.

Please note: websites are ever-evolving in design. If guidelines for a specific use are not outlined here, please refer to the existing site using creative judgement for guidance.

FONTS FOR DIGITAL AND PRINT

Open Sans Regular**/Bold**

A B C D E F G H I J K L M N O P Q R S T U V W Y Z
a b c d e f g h i j k l m n o p q r s t u v w y z 1 2 3 4

Helvetica Regular**/Bold**

A B C D E F G H I J K L M N O P Q R S T U V W Y Z
a b c d e f g h i j k l m n o p q r s t u v w y z 1 2 3 4

Open Sans Bold Font is used for our main headlines on social media and in social media videos. It is also the font used for main headlines on our newsletter. Open Sans regular is used for the body of the text on print and digital platforms. Helvetica bold is always used in the body of our digital newsletter as it is readable across multiple digital platforms.

Please note: In some instances, where it is not possible to use our fonts, one must make use of Helvetica Regular for body text and Helvetica Bold for headlines in order to keep a consistent brand identity. This font provides universal editing accessibility for teams and individuals.
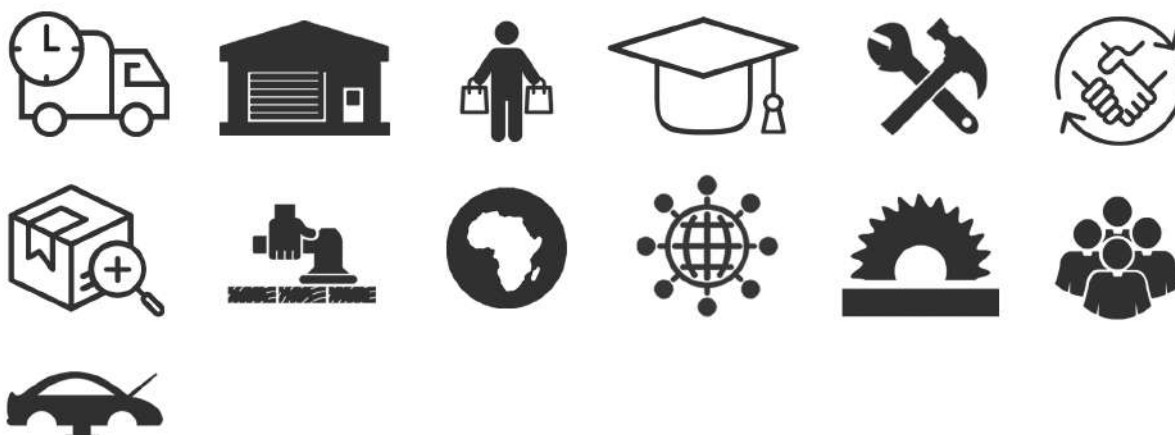
CORRECT USE OF ICONS

Icons play a vital role in our website, digital newsletters and our social media content. An icon's primary role is to guide a reader or visitor through the content. It is ideal that all icons have equal stroke weights and equal proportions.

EXAMPLES OF OUR WEB ICON WEIGHT AND STROKE DISTRIBUTION

OUR DIGITAL CONTENT ICON PACK:

Our icons include solid and outline icons. Please email us to recieve the icon pack in PNG format. The digital content icons can be found on our Instagram highlights, posts and in our newsletter. If you choose to create new icons, please keep in mind that the size of the icon and the stroke weight must be made equal to existing icons. Our icons can only be black, white or maroon.

IMAGERY AND GRAPHICS

Imagery plays an important role in the Bulldog Abrasives brand. This content includes events, campaigns, infographics, print and digital media. It is important that the imagery reflects our brand mission and values and should be described as:

PRACTICAL: if layering type over imagery, it must be a subtle contrast between the image and type in order to make it both readable and elegant.
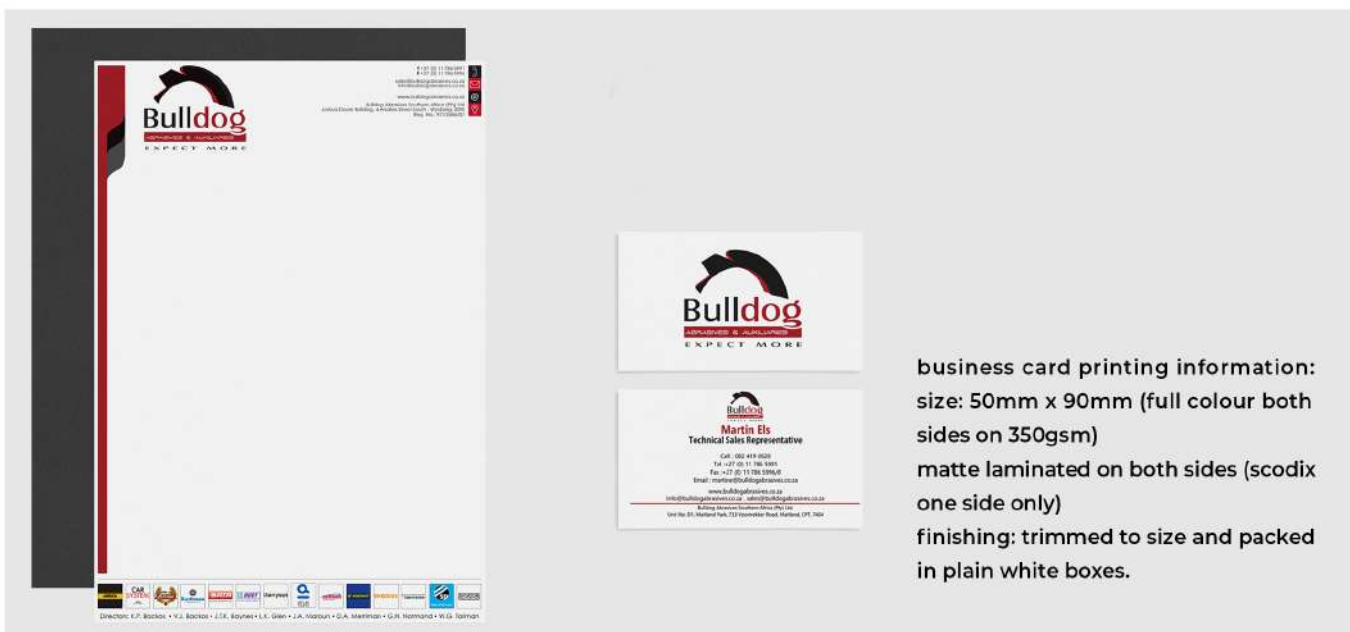
BOLD: bold imagery captivates viewers. It is more effective when a bold theme is being used consistently throughout digital media.

INNOVATIVE: our imagery should stay on trend to represent innovation of our products.

CORRECT USE OF OUR BRANDING IN CORPORATE STATIONERY

In order for us to create a consistent brand image, our customised stationery must be used as shown below. This makes it easily identifiable as Bulldog Abrasives with the specific use of our colours, fonts and supplier logos. This consistency that is carried throughout our company stationery, projects a trustworthy and legitimate business.

INSITU EXAMPLES OF OUR COMPANY LETTERHEAD AND BUSINESS CARDS

business card printing information:
size: 50mm x 90mm (full colour both sides on 350gsm)
matte laminated on both sides (scodix one side only)
finishing: trimmed to size and packed in plain white boxes.

When making use of our company stationery, be consistent and never alter the artwork. Please follow the above printing recommendations when printing the Bulldog Abrasives business cards. A black and white version of the business card is not acceptable. The company letterhead is allowed to be printed in black and white if colour printing is not an option.

IMAGERY AND LOGO APPLICATIONS

When making use of the Bulldog Abrasives logo for print or digital applications, only use the logo once per page. Place the logo at the top or bottom left of the page. If need be, place the logo at the top or bottom right if it is ineffective or not readable on the left. When using supplier imagery and logos in digital or print applications, always make use of their main colour palette to create a connection with the brand.

If you are not representing Bulldog Abrasives or from a Bulldog Abrasives platform, the Bulldog logo must be added in the supplier imagery in order to clearly show Bulldog Abrasives as the main distributor of the brands' products.

clear space

When making use of suppliers' logos, be consistent and never alter logo artwork. There should always be an equal hierarchical position when using more than one supplier in print or digital applications. Always use an adequate clear space between logos as shown above.

SIGN WRITING

To use the Bulldog Abrasives Logo for signage, please make use of the dimensions and colours that are shown below. The amount of clear space around the logo is determined by the width of the capital B in the Bulldog logo that is applied. Do not allow any copy, patterns or design elements to clutter the clear space.

Red Pantone: 201C

2.55m

2m

The amount of clear space around the logo is determined by the applied width of the capital B in the Bulldog logo.

LOGO APPLICATION ON MERCHANDISE

When making use of the Bulldog logo on merchandise, it is important to effectively communicate a strong brand by staying consistent. All shirts would need to have an embroidered Bulldog Abrasives logo on either the right sleeve or on the upper left chest as shown below. It is important that one makes use of strictly Bulldog Abrasives colours and does not manipulate the logo.

7 cm

embroidered
maximum 7 cm

the above illustrations apply to
both male and female golf shirts

As shown above, there are no Bulldog logos printed or embroidered on the back of the shirt. The maximum design width of the logo is 7 cm and the minimum design width is 4 cm. When branding merchandise with the Bulldog Abrasives logo, please ensure that you use the black arched logo on light colours and the white arched logo on dark colours.

SUPPLIER LOGO APPLICATION EXAMPLES

Our suppliers and their branding are a vital component of our brand identity. As such, the logos and colours need to be used appropriately and consistently across all printed and on-screen applications.

When using supplier imagery and logos on social media, make sure to use colours and brand specifications that the supplier has given and as stipulated on the pages that follow. Always position supplier logos at an equal brand hierarchy in any print, stationery or digital application.

OUR SUPPLIER LOGOS

A logo is the strongest visual asset and the most recognisable element of a brand. When making use of supplier logos, always make sure to use the main logo in order to create a connection with the brand and to maximise product recognition. We have created a clear guideline of how to make use of supplier logos below:

MIRKA Main Logo:

MIRKA

MIRKA Authorized Distributor Logo:

MIRKA
AUTHORIZED DISTRIBUTOR

The Mirka logo is the most important element of Mirka's Visual Identity. It consists of the name 'Mirka' which is typed with specifically designed letters and should not be manipulated or edited in any way. The main Mirka logo makes use of their brand colours: Mirka Yellow and Black. Mirka Authorised Distributors can make use of the Distributor logo and main colours shown below:

Pantone:
123 C / 109 U

Pantone:
Black 6 C

Pantone:
Cool Gray 10 C

CARSYSTEM Main Logo:

CAR SYSTEM®

CARSYSTEM Alternative Logo:

CAR SYSTEM®

The new Carsystem logo is made up of three parts. It is right-aligned in negative white with a vivid red background which speaks to the orignal branding of Carsystem. Their original logo - shown below - is their alternative logo that has been used for lighter backgrounds or gradients in the past.
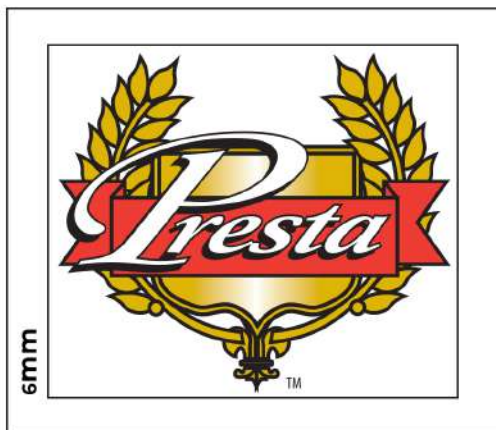
Carsystem makes use of "Helvetica Now" as their main font and their striking red colour is used in all print and digital designs to create a consistent and memorable brand. Therefore, please make use of the following colour guides:

Pantone:
2347 C

Pantone:
Cool Gray 7 C

Pantone:
White 000 C

PRESTA Main Logo:

The distinct gold and red that is used in the Presta logo is consistent throughout their brand. These colours represent their high quality products. The colours and design elements may not be edited. A grayscale version of the logo is shown below. This can be used for printing purposes where colour is not an option or cannot be used.

The trademark symbol always needs to be present when the logo is displayed. Please keep an adequate amount of clear space around the logo - isolating the logo from distracting background designs. The colour guidelines for Presta are shown below:

| Pantone: 117	Pantone: 032	Pantone: Black 6 C

HB BODY Main Logo

The HB Body Logo is made up of their purple and blue branded colours. The font is specific to their brand and should never be altered. The minimum clear space is half of the logo's height. Always use 'Auto Refinishing Products' in conjunction with the logo unless otherwise stated.

The HB Body main colour palette is shown in the guideline below. When using supplier logos - digital or print, always make use of their main colour palette to create a connection with the brand.

HB BODY Alternative Logos:

| Pantone: 2097	Pantone: 7711	Pantone: White 000 C
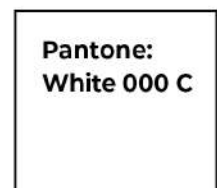
SATA Main Logo:

SATA Alternative Grayscale Logo:

Always use 'German Engineering' in combination with the SATA logo. All supplier logos should have an adequate amount of clear space around the logo.

SATA's main colour palette is shown in the guideline below. The SATA Red must always be used at 100% opacity. In case of a technical issue, make use of their alternative grayscale logo as shown below. For example: in newspaper print. On dark backgrounds the slogan needs to be set in white letters.

| Pantone: 485 C | Pantone: Black 6 C | Pantone: White 000 C |
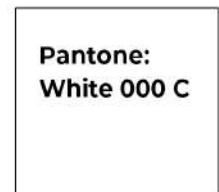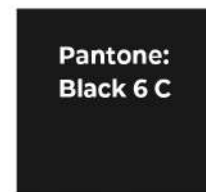
KARBOSAN Main Logo:

KARBOSAN Logo Variations:

The Karbosan Logo is made up of two parts. All logo parts may not be edited or altered in any way and should keep the fixed ratio that has been given. The cutting wheel does not overpower the brand name. The logo variations are considered when using a dark colour or black background.

A black logo variation may also be used as a grayscale logo when colour is not an option. If it is not possible to place the cutting wheel above the logo, the icon can then be placed on the left side of the logo type. It is important to keep the cutting wheel the same height as the logo type so that the logo is seen as one element.

| Pantone: 2945 C | Pantone: Black 6 C | Pantone: White 000 C |
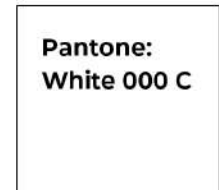
Garryson Main Logo:

Garryson Negative Logo:

ATA Main Logo Variations:

ATA Alternative Logo Variations:

The Garryson logo is made up of the brand name as well as the trademark symbol. Always ensure that the symbol is added when using the logo. The main logo is used when the background is lighter than 40% black or is white. The negative logo is used in conjunction with colour or black backgrounds. Garryson's primary colour palette is:

Pantone: Black 6 C

Pantone: White 000 C

The ATA logo has variations for multiple uses. The first main logo from the left is used for the website and print material. The second main logo is used for flat printing such as T-shirts and merchandise. The alternative logo variation 1: is used for black and white printing purposes and variation 2: is used when the ATA Primary colour is used as the background.

Pantone: 4151 C	Pantone: Black 6 C	Pantone: White 000 C

GERSON Main Logo:

GERSON Old Logo:

The new Gerson logo has been used to create a bold visual identity. The letters have been specifically designed letters and should not be manipulated or edited in any way. The trademark symbol should always be added. Their identifiable brand colours have been included. Please do not use the old Gerson logo as it is not consistent with the brand.

Pantone: 200 C	Pantone: Black 6 C	Pantone: White 000 C

RODCRAFT Main Logo:

RODCRAFT Logo Variations:

The preferred Rodcraft logo makes use of their main colour scheme: the yellow wording on the blue background. It should always be used on documentation dedicated to Rodcraft communication. Do not apply shadows or effects to the logo. If needed, the logo can be used in blue or black.

The signet 'RC' should always be the same height as the logo type. Please make use of the below colour guidelines:

Pantone: 7463 C	Pantone: 109 C	Pantone: Black 6 C

RHODIUS Main Logo:

RHODIUS Negative Logo:

RHODIUS Main Logo with Slogan:

Simplify your work.

The Rhodius logo is the main element of the brand. It is made up of a clear design with a striking colour and should not be altered in any way. The logo is only used in 100% orange colour or in white. The Rhodius slogan should be used in conjunction with the logo for product related resources.

If possible, the slogan must be presented in a 60% black and in all other cases, the slogan must be the same colour as the logo. Please see the fixed colour guidelines below for Rhodius branding activities:

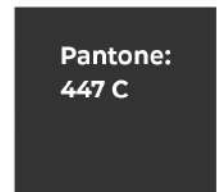| Pantone: 1495 C	Pantone: 430 C	Pantone: White 000 C

SCANGRIP Logo:

The Scangrip Logo is strictly non-editable and is set to one logo in order to keep the brand consistent. The Scangrip colour guidelines for imagery and design are shown below:

| Pantone: 3551 C	Pantone: 2767 C	Pantone: 447 C

Sykes-Pickavant Main Logo:

The Sykes-Pickavant logo is made up of their icon, the brand name and the trademark symbol. All three parts of their logo may not be subtracted or edited in your design. Please make use of only the logos that are provided on the left. The Sykes-Pickavant logo variations have been created to take various colour schemes into consideration and therefore, may not be altered.

Sykes-Pickavant Logo Variations:

Please only make use of the bottom left logo if the logo needs to be on a white background. Use the colour guidelines provided below when creating branding or product material for Sykes-Pickavant:

Pantone: 301 C	Pantone: Black 6 C	Pantone: White 000 C
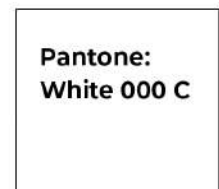
THANK YOU FOR YOUR COOPERATION.

If you have any questions regarding our **corporate design guidelines,** please contact our marketing department by following the details below: