



BRANDING
guidelines

The Graco Brand

What is a brand? Is it a logo? A name or a slogan? A graphic design or a color scheme?

Simply put, our brand is our promise to our customer. It tells them what they can expect from our products and services, and it differentiates our offering from our competitors'. It's our corporate identity – what we stand for and the personality we convey.

Graco's brand represents:

- Experience
- Innovation
- Partnership
- Quality

These brand attributes make up the powerful foundation of our business strategy: to be the world's leading supplier of fluid management products and packages in the markets we target.

Our brand strategy is how, what, where, when and to whom we plan on communicating and delivering on our brand messages. Where we advertise is part of our brand strategy. Our distribution channels are also part of our brand strategy. And what we communicate visually and verbally are part of our brand strategy, too.

Graco's brand identity standards have been developed to ensure a consistent and coherent look, feel and message across all marketing initiatives globally, and they include basic tools for implementing the Graco brand identity. From the simplicity and power of our blue and black logo, to correct usage of typography and imagery, every Graco employee, distributor and supplier partner should understand and consistently apply the Graco standards.

Brand Pillars

Provide Best-In-Class Quality

We are first and foremost a manufacturing company. And we don't want to shy away from this but leverage it to provide the ultimate products and solutions.

Work With Integrity

We strive to build and keep the trust of customers. Everything we do is done from an ethical perspective, from how we treat each other to how we treat our distributors and end users. Doing the right thing matters at Graco.

Embrace Ingenuity

We leverage our creativity, expertise and drive to constantly solve problems and provide innovative products and solutions.

Make Educated Decisions

We constantly look for new ways to improve our business and plan for the long term. We aren't afraid to make tough decisions, but we don't do so haphazardly.

Brand Voice and Tone

Voice: When we speak we are...

Experienced

Specialists who have served highly-skilled professionals for nearly 100 years, and provide value through long-term relationships.

Pioneers in technology that the competition often has to chase.

Virtuous

Committed to doing what's best for the customer, regardless of effort.

Putting ethics at the forefront of every decision—big and small.

Tenacious

Continuously improving the efficiency of our customers' processes.

Always searching for the best solutions to our customers' challenges.

Confident

Believers in the long term over trend—especially with investments.

Able to maintain success, even when times are tough.

Brand Alignment

Brand Voice	Experienced	Virtuous	Tenacious	Confident
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Tone: How we speak our attitude

Homeowner	"The Guide"	Welcoming	Motivational	Helpful
Contractor	"The Go-to"	Candid	Empowering	Dependable
Vehicle Services	"The Specialist"	Credible	Invested	Rugged
In-Plant Mfg. & Infrastructure, Energy & Heavy Equipment	"The Partner"	Supportive	Consultative	Analytical

Logo Use Guidelines

Overview

The Graco logo is a seal of approval – the most important identifier of our brand and products. Please use the Graco logo according to these guidelines to reinforce our promise of quality, innovation and leading technology.

To leverage our brand equity and recognition, the Graco logo must appear on all printed and electronic communications including, but not limited to, print and internet ads, literature, products, packaging, trade show signage, buildings and vehicle signage, clothing and merchandise.

If you are looking for guidelines specific to Graco manufacturing of parts or products, please refer to the Graco Manufacturing section of these logo guidelines.

Terms/Definitions

Logo – The more common term used for a signature

Symbol – The Graco “G” portion of the logo/signature

Signature – The combination of symbol and logotype

Logotype – The word “GRACO” portion of the logo/signature

In these guidelines, if the term “logo” is used, it is in reference to the signature combination and not used interchangeably as a reference solely to the symbol or logotype.

Logo Components

The Graco logo is made up of two components: the “G” symbol and the “GRACO” logotype. These two components are carefully drawn pieces of artwork and should never be redrawn, altered or separated from each other. You should only use approved artwork.

Any alteration of the logo or any of its components is considered misuse. It is important to ensure the logo is not distorted and care should be taken to maintain the proportion of the entire logo artwork when scaling. It is also important to maintain the correct spacing relationship between the symbol and logotype.

Logo Configurations

Our logo comes in two configurations, vertical and horizontal. You should use the configuration that best fits within the media you are designing, as long as it is an approved format shown in these guidelines.

Vertical Signature

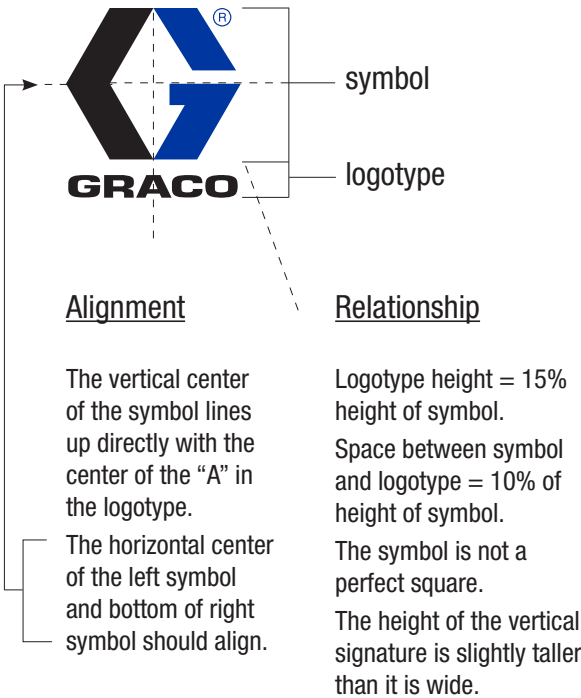
The vertical signature is used on letterhead, business cards, envelopes, print collateral, posters, signage, booths and displays, product labels, packaging and any item that uses the Graco brand.

Horizontal Signature

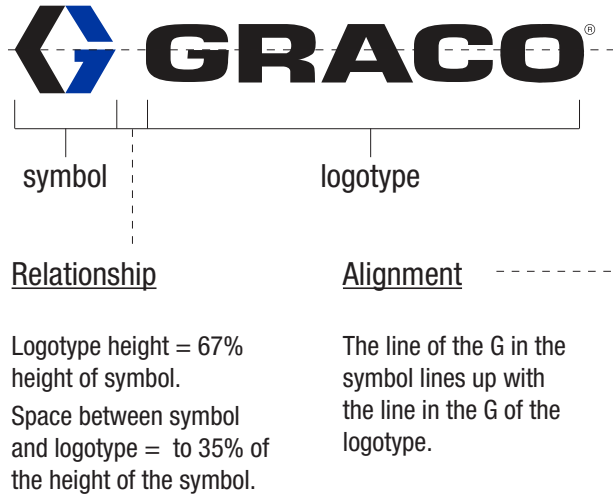
The horizontal signature is used where greater prominence and legibility of the logotype is necessary. Some applications for this configuration include headers on digital materials (e.g. website, emails and blogs), horizontal ad spaces, horizontal product labels, horizontal display headers, or applications where the logotype must be legible at a distance, such as on product displays or retail packaging.

If the vertical configuration cannot be used due to space restrictions (see sections on Sizing and Graco Manufacturing), then the horizontal signature should be used.

Vertical Signature



Horizontal Signature



Size Restrictions

Size Restrictions

The vertical signature must not be smaller than 1/4 in. (6.35 mm) in size from the top edge to the bottom of the word “GRACO.”



The vertical signature should not be used if it cannot be reproduced with the “GRACO” logotype underneath. The registration mark must be used unless it is too small to be legible.

Refer to Graco Manufacturing Engineering Standards number 4.0225 for specific information on injection-molded and metal-cast parts.

Clear Space Requirements

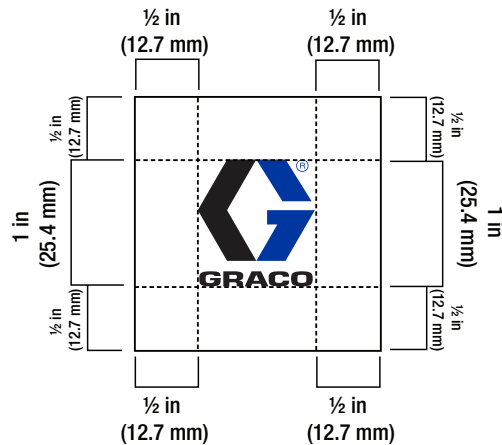
There should always be clear space around the Graco logo for maximum impact and legibility. This space must be free of copy or other graphic elements and should always be at least half the height of the “G” symbol.

x = Height
of Symbol



Clear Space Required is 1/2 X

1/2 x =
Clear Space
Measurement



Logo Colors

Graco Logo Color Breaks: 1- and 2-Color

The 2-color symbol is solid black on the left and solid blue on the right. It can be produced in print using two Pantone® colors (black and PMS 286 blue) or a 4-color process of cyan, magenta, yellow and black inks. For digital Microsoft applications (Word, PowerPoint, Excel) use the RGB color formula, and for web use the Hex formula (see formulas below).

The vertical 2-color logo signature must include the registration mark [®] printed in blue and the “GRACO” logotype in black. The horizontal 2-color logo signature must include the registration mark [®] and the “GRACO” logotype printed in black.

The 1-color symbol is solid on both the left and right side. The logo signature must include the registration mark [®]. The approved 1-color logo colors are black and white.

Approved Logos

The logo variations shown below are the only approved Graco logos: 2-color logo (blue and black), 1-color logo (black) and 1-color logo reversed (white). The preferred use of the Graco logo is the 2-color logo (blue and black).



Pantone® 286 C
CMYK 100 / 78 / 0 / 2
RGB 0 / 51 / 171
Hex 0033AB



Black
CMYK 0 / 0 / 0 / 100
RGB 0 / 0 / 0
Hex 000000



Engineering/Manufacturing

The following logo guidelines are specifically for Graco manufacturing and engineering departments in regards to product castings, moldings or other types of tooling.

Logo and Component Guidelines

The Graco logo is often engraved, embossed or debossed into product castings or moldings. This creates a dimensional raised or recessed surface.

The 1-color logo should be used on castings. This logo can be downloaded from the Graco branding website (www.graco.com/branding). The logo is created as line art and will maintain a high level of resolution. Refer to Graco Engineering Standards number 4.0225 for the specific information on the manufacture of metal cast parts.

In some instances, when the 1-color logo cannot be used, an outlined logo may be obtained from the division's communications department or art director for use in place of the 1-color logo. Refer to Graco Engineering Standards number 2.0015 for information on logo usage in product design.

The logo should not be used if it cannot be reproduced cleanly. The registration mark should be maintained unless the mark is too small and begins to fill in. It is acceptable to remove the registration mark in these instances only.

It is important to ensure the logo is not distorted due to area or tooling restrictions. The symbol is not a perfect square. The height of the vertical configuration is slightly taller than it is wide, and care should be taken to maintain the proportion when scaling. As the logo is flexed around a curve, distortion can occur and cause it to become wider in comparison to the height. The maximum amount of width distortion should not exceed 105% of the height.

Symbol

The "G" symbol is our graphic representation for Graco's stability, innovation and quality. This symbol by itself may be used only by Graco Manufacturing Engineering of parts and/or products. Refer to Graco Manufacturing Engineering Standards number 4.0225 for specific information on injection-molded and metal-cast parts. This symbol is not to be used in printed or electronic communications unless within approved logo format (see Logo Configurations section).

The Word "GRACO" (wordmark)

The word "GRACO" (aka the wordmark) is a registered trademark. When used alone as text, this wordmark is not specific to any font or format. In this way, we may use it on product or packaging to keep the trademark registered with Graco.

When the wordmark is used in conjunction with the "G" symbol, it becomes the Graco logo. See Graco Logo Use Guidelines Terms/Definitions and Logo Components for further definition. Refer to Graco Manufacturing Engineering Standards number 4.0225 for specific information on injection-molded and metal-cast parts.

Logo Misuse Guidelines

Any alteration of the logo or any of its components is considered misuse. It is important to ensure the logo is not distorted, and care should be taken to maintain the proportion of the entire logo artwork when scaling. It is also important to maintain the correct spacing relationship between the symbol and logotype. Examples of correct logo usage are available on our Logo Use Guideline pages.

Do not try to re-create the Graco logo or alter the color of the logo in any way. Always use only original artwork. The Graco logo is available in a variety of digital formats to meet your needs. The misuse guidelines apply to all vertical and horizontal Graco logo signatures.

DO NOT

Alter design or change colors of the logo.



DO NOT

Put the logo or any of its components in a box or any other shape.



DO NOT

Fill or stylize with any kind of texture, apply effects such as shadow, glow or outline.



DO NOT

Rotate or change proportions by stretching or squeezing.



DO NOT

Use logo as or in place of text, link any text or objects to the logo, or combine with any another logo or symbol.

Welcome to **GRACO**

GRACO REAT!

GRACO
Event Name



Background Control

It is important that our logo is always clear and legible. The examples provided show how to use the logo on various backgrounds. The goal is visibility and harmony, so be aware of contrast and clashing.

Terms/Definitions

Contrasting colors – are separated from each other by other color segments of the color wheel. The further apart, the more contrast.

Complementary colors – are on opposite sides of the color wheel - they are each half of a pair of contrasting colors.

Clash – Is visual vibration, sometimes caused when a pair of complementary colors is printed side by side. When placed next to each other, complementary colors intensify each other and make the colors seem brighter.

Accent colors – Are used for emphasis in a color scheme. These colors can be bold or vivid and are used sparingly to emphasize, contrast or create rhythm. (See the Color section for more information.)

Dominant color – Is a color that stands out in relation to the rest of the colors.

Visual harmony – Is something that is pleasing to the eye. It engages the viewer and creates an inner sense of order, a balance in the visual experience. When something is not harmonious, it's either boring or chaotic. At one extreme is a visual experience that is so bland that the viewer is not engaged. At the other extreme is a visual experience that is so overdone and chaotic that the viewer can't stand to look at it.

Background Element

DO NOT use any logo component as a background design element. The logo should always appear clean and uncluttered. It should be prominent.



Background Control continued

Black 1-Color and Black/Blue 2-Color Logo

DO use the black 1-color logo and/or 2-color logo against white or light-colored backgrounds, or against light, uncluttered photographic backgrounds as long as there is sufficient contrast (less than 30% black or equivalent).

DO use the black and/or black/blue logo on white or light backgrounds.



DO NOT use the black or black/blue logo on black or dark backgrounds.



*Note that the boxes surrounding the logos on this page are for illustrative purposes only. The logo should never appear in a box.

Background Control continued

White (Reverse) 1-Color Logo

Use the white 1-color (reverse) logo against black or dark-colored backgrounds, or against dark, uncluttered photographic backgrounds as long as there is sufficient contrast (at least 70% black or equivalent).

DO use the white logo on black or dark backgrounds.



DO NOT use the white logo on white or light backgrounds.



*Note that the boxes surrounding the logos on this page are for illustrative purposes only. The logo should never appear in a box.

Color

Primary Color Palette

Blue should be the featured primary color in all communications.



Pantone 286 C

CMYK 100 / 78 / 0 / 2
RGB 0 / 51 / 171
Hex 0033AB



Black

CMYK 0 / 0 / 0 / 100
RGB 0 / 0 / 0
Hex 000000

Secondary Color Palette

Yellow should not be omitted from any design, and should be considered as first choice for accent color.



Pantone 136 C

CMYK 0 / 27 / 76 / 0
RGB 252 / 189 / 48
Hex FCBD30



Pantone 2758 C

CMYK 100 / 95 / 5 / 39
RGB 0 / 30 / 98
Hex 001E62

Accent Color Palette

Use accent colors in combination with primary and secondary colors. When possible limit the number of colors you are using and use them sparingly!



Pantone 298 C

CMYK 50 / 1 / 0 / 0
RGB 65 / 182 / 230
Hex 41B6E6



Pantone 158 C

CMYK 0 / 62 / 95 / 0
RGB 232 / 119 / 34
Hex E87722



Pantone 185 C

CMYK 0 / 93 / 79 / 0
RGB 228 / 0 / 43
Hex E4002B



Pantone 1945 C

CMYK 5 / 100 / 55 / 28
RGB 166 / 9 / 61
Hex A6093D



Pantone 7739 C

CMYK 78 / 0 / 95 / 5
RGB 49 / 155 / 66
Hex 319B42



Pantone 376 C

CMYK 54 / 0 / 100 / 0
RGB 132 / 189 / 0
Hex 84BD00

Color

Tints

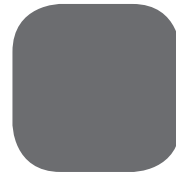
A tint is a mixture of a color and white in order to increase its lightness. While palette colors should typically be used at full strength, tints can be used in instances that require a more subtle color variation or need some differentiation from the Graco color palette. Tints can be used to create hierarchy, separate colors, construct overlays and extend core colors. While this can extend the range of the primary palette, it is important to be judicious when using a variety of colors—too many colors can create unwanted complexity in a design.

Tints should never be used independently from full strength colors of the Graco palette. Tints should only be used in support of primary and secondary colors as a way to extend that color for specific applications (charts, graphs, etc.)

Neutral tints of grays can be used to shift colors from warm to cool.



Black
100%



Black
70%



Black
50%



Black
30%



Black
10%

Fonts

Primary Fonts

Printed Pieces (Macintosh)

Headline Font

Helvetica LT Standard Compressed

Subhead Fonts

Helvetica Neue Lt Standard Medium Condensed

Helvetica Neue Lt Standard Bold Condensed

Body Copy Fonts

Helvetica Neue Lt Standard Condensed

Helvetica Neue Lt Standard Light Condensed

Internal Communication (Pc)

Microsoft® Office

Arial

Arial Narrow

Web And Online Applications

Headline Font

Overpass

Body Copy Font

Roboto

Helvetica Neue Lt Standard

Helvetica Neue Lt Standard family is a sans-serif typeface and one of the most highly-rated and complete fonts of all time. Developed in early 1983, this font has well-camouflaged heights and weights. The structure of the word is uniform throughout all the characters. The legibility with Helvetica Neue LT Std is said to have improved as opposed to other fonts. The tail of it is much longer in this font. The numbers are well spaced and defined with high accuracy. The punctuation marks are heavily detailed as well.

Overpass

Overpass is a sans-serif typeface. The design of Overpass is an interpretation of the rather well-known “Highway Gothic” letter-forms from the Standard Alphabets for Traffic Control Devices published by the U.S. Federal Highway Administration. Starting from those specifications, critical adjustments were made to the letter-forms to create an optimal presentation at smaller sizes on-screen and later for display sizes – especially in the lighter weights.

Roboto

Roboto is a neo-grotesque sans-serif typeface family developed by Google as the system font for its mobile operating system Android. Roboto has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves. Roboto doesn't compromise, allowing letters to be settled into their natural width. This makes for a more natural reading rhythm more commonly found in humanist and serif types.

