



Style and Branding Guide

August 2015

CHEMEON SURFACE TECHNOLOGY

Overview

CHEMEON Surface Technology, with roots dated back to 1994, is a B2B provider offering hard material, surface engineering solutions to its global customers. CHEMEON is the only WOSB in the world that is licensed by the US Navy to manufacture and provide MIL-SPEC QPD Hex Free Trivalent Chromate Conversion Technology, specifically TCP-HF™, TCP-HF™ EPA, TCP-HF™ SP, used with multiple materials, alloys and surfaces.

CHEMEON provides a full line of chemistry solutions as well as customized technical support, product testing and analysis, research and development. CHEMEON offers advanced surface technology classroom training and comprehensive hands-on laboratory instruction designed for maximum metal finishing efficiency. Classes are instructed by scientists and experts, who have years of extensive experience.

Vision

Our vision is to be the leader in environmentally responsible coatings and surface technologies, committed to research, development, customer service and solutions.

CHEMEON vs Metalast

CHEMEON should always be capitalized, and in a font that is at least 1/3 larger than the font for all occurrences of the term Metalast (non-bolded and not capitalized) in the file, document, label, etc. The term Metalast should not appear adjacent Company product marks. Metalast is no a longer Company mark, and the term Metalast should not appear between CHEMEON and its product mark.

The term “Metalast” should always be preceded by the word “formerly.” It is recommended that the phrase, “formerly Metalast,” should be separated by substantial spacing from the more prominent CHEMEON name or mark. If necessary to accomplish this spacing, place the phrase “formerly Metalast” in a footnote. When referring to CHEMEON (the Company as opposed to use of CHEMEON as a trademark for a product or service, such as “CHEMEON TCP-HF”) where CHEMEON is the house mark and TCP-HF is the product mark, it is best for the phrase to read: “Formerly Metalast or Metalast International, LLC” consistent with the other guidelines.

The term “Metalast” should not be used to refer to the Company, products, or services orally except consistent with these guidelines. Thus, when describing the Chemeon products or services, the phrase “formerly Metalast” should be used.

THE CHEMEON LOGO

Overview

The CHEMEON Surface Technology logo is the keystone of company's visual identity and is used on all communications materials.



Usage

- The logo must be reproduced from high-resolution digital artwork.
- As the primary graphic identity for the company, the formal logo must appear on all communications, including brochures, stationery, business cards and websites.
- The logo may not be reconstructed or altered in any way. This rule includes but is not restricted to font-type, the ruled line, outlines or embellishments.

Color

There are two color options available for the company's logo: 2-color logo and grayscale logo.



Pantone: 201C & Cool Gray 11C
CMYK: 24 100 78 17
65 57 52 29
RGB: 163 31 52
85 85 89
HEX: A31F34
555559



Pantone: 447C & Cool Gray 11C
CMYK: 69 63 62 57
65 57 52 29
RGB: 52 52 52
85 85 89
HEX: 343434
555559

Variations

There is a horizontal version of the company's logo available. It should only be used when space or application dictate its use. It is used as an exception.

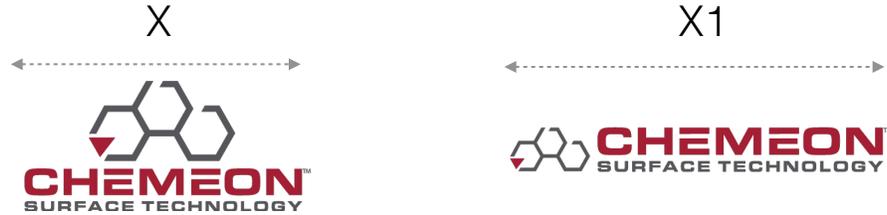


To ensure the integrity and visual impact of the logo, the appropriate "clear space" must be maintained on all sides. The grey area indicates the minimum amount of clear space that must surround the logo in all applications. No other elements should infringe in the clear space. Minimum clear space is specified in units of "x." X equals the height of the "H" in CHEMEON.



Size Requirements

The logo must be resized proportionally and as a group (logomark and logotype); therefore, measurement for all elements in the logo are relative to each other.



x = minimum 1.5 inches

x1 = minimum 2.0 inches

Unacceptable Logo Treatment

- Do not configure the elements into different logo.
- Do not crop or remove any part of the logo.
- Do not distort the logo.
- Do not tilt the logo in any direction.
- Do not add any shadows, effects or other elements to the logo.
- Do not alter the proportions of the logo typography.
- Do not attempt to typeset the logotype.
- DO not duplicate any part of the logo to create a pattern.
- Do not recreate the type or substitute another typeface.
- DO not surround logo with other competing shapes.

TYPOGRAPHY

Fonts

The official CHEMEON typefaces are Helvetica and Myriad Pro, and these are suggested for use on Company publications. Times New Roman should be used for all technical data sheets (TDS) and safety data sheets (SDS). Gill Sans should be used for product labels.

Myriad Pro Regular

Myriad Pro Italic

Myriad Pro Semibold

Myriad Pro Bold

Myriad Pro Semibold Italic

Myriad Pro Bold Italic

Myriad Pro Condensed

Myriad Pro Condensed Italic

Myriad Pro Bold Condensed

Myriad Pro Bold Condensed Italic

Helvetica Regular

Helvetica Light

Helvetica Oblique

Helvetica Light Oblique

Helvetica Bold

Helvetica Bold Oblique

Times New Roman

Times New Roman Italic

Times New Roman Bold

Times New Roman Bold Italic

Gill Sans Regular

Gill Sans Light

Gill Sans Italic

Gill Sans Light Italic

Gill Sans SemiBold

Gill Sans Bold

Gill Sans UltraBold

Gill Sans SemiBold Italic

Gill Sans Bold Italic

TRADEMARKS, REGISTERED TRADEMARKS AND COPYRIGHTS

Overview

A trademark is a word, phrase, logo, symbol or design, or a combination of these elements, used to identify or distinguish the goods and services of one company or individual from others. Using the trademark properly is necessary in order to demonstrate that a mark is used in commerce, and is a fundamental requirement for trademark ownership in the United States.

CHEMEON TRADEMARKS (registration pending)

CHEMEON

CHEMEON Logo

TCP-HF

AA-200

OCP 6800

CC-600

Use

Use the marks as adjectives and always with the generic terms which they modify. A trademark should never be used as a noun or a verb. Never use a mark in the plural form or the possessive form. Do not hyphenate trademarks.

Generally, the mark must be used with the first or most prominent appearance of a trademark in a publication or document, but need not be used with each subsequent appearance. As a safeguard, use additional markings rather than fewer within a document.

Correct Use:

CHEMEON™ Surface Technology

CHEMEON TCP-HF™, CHEMEON TCP-HF™ SP, CHEMEON TCP-HF™ EPA, CHEMEON TCP-NP™,
CHEMEON CC-600™

CHEMEON AA-200™

CHEMEON OCP 6800™

Copyright Notice

The notice should always contain:

- The symbol © (the letter C in a circle), or the word “Copyright”;
- The year of first publication of the work; and
- The name of the owner of copyright in the work.

Example: © 2015 CHEMEON Surface Technology