



# Communication Standards



## Brand Guidelines



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# Mission

Caldwell wants to provide customers around the globe with innovative, high-quality lifting solutions that get the job done in any setting. Caldwell will provide the technical knowledge services to assist in making sure each lift is done correctly, safely, and successfully.



COMMUNICATION

TEAMWORK

INNOVATION

COMMITMENT

RESPECT

The values of Caldwell that have kept the company running and at the top of the industry for years.

**Communication:** To ensure smooth operations from manufacturing to the customer experience.

**Teamwork:** To ensure the job is getting done correctly and meeting every expectation.

**Innovation:** To ensure Caldwell is always moving forward and ahead of the competition.

**Commitment:** To ensure each project receives the attention and effort it deserves.

**Respect:** To ensure all parties are satisfied after every lift.



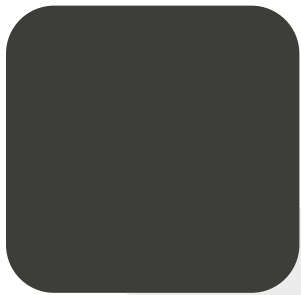
## Colors & Logos



**CMYK**  
0  
61  
100  
0



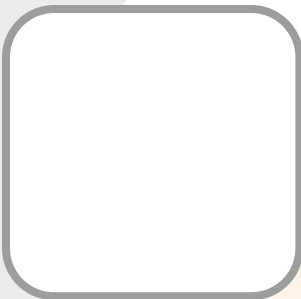
**CMYK**  
0  
75  
100  
0



**CMYK**  
68  
61  
64  
49



**CMYK**  
41  
33  
33  
1



**CMYK**  
0  
0  
0  
0



**CMYK**  
0  
0  
0  
100

### Colors

The primary and secondary oranges of Caldwell will often be used in tandem as seen here on this brochure. All other colors are used as design elements in marketing and branding pieces to emphasize Caldwell orange, the top left swatch. The important thing is to use these color mixes, and not any other combination when producing Caldwell pieces.



## Logos

It was never the goal to change, but to evolve. Caldwell's new logos take what everyone knew and loved, the Caldwell "C" inside of the sling, and keep it at the core of what our customers will see. This is simply a modernization of the logos that have been at the top of our industry for years. At least one version of the logos shown above should be used on pieces used for customer interaction, colored logos can go on white backgrounds and the white logos can be used most other places (dark backgrounds should be a last resort). These images should not be altered in any way, the ratios of each shall remain the same in order to keep our branding consistent and give Caldwell the best possible image. The primary logo takes precedence and should be used whenever possible, however, the smaller logo will be more suitable for smaller spaces, especially because "Lifting Solutions" can become illegible at many smaller sizes. All logo versions can be found on the Caldwell Intranet.



## Brand Lines



**CALDWELL**



**RENFROE**



**RUD**



**RIG-MASTER**



**DURA-LITE**



**RIG-RELEASE**



**LIF-TRUC**



**UNIVAC**



**POSI-TURNER**



**STRONG-BAC**



**KRANE-KING**



**MILL DUTY**



**RIG-ALL**

As an extension of Caldwell's new look, each brand line has been given a color to differentiate itself among Caldwell's vast array of products. Some lines got brand new colors, others underwent minor changes, and others remained what they were. These icons were created to give Caldwell the opportunity to place the secondary "C" logo in as many places as possible, while keeping it obvious that each of these lines stems from the Caldwell family of products.

# Typography

Along with some new imagery, new typography will be present throughout Caldwell marketing pieces. These fonts will stretch from product literature, marketing/branding pieces, and of course our website. Headings are to be written in Neo Sans - Medium, while sub-headings are to appear in Neo Sans - Light, and body text in Droid Serif. You can see examples of the fonts below, as well as all three of them in use throughout this booklet.

## Neo Sans - Medium

Neo Sans - Light

Droid Serif

These are the fonts that should appear on customer-facing marketing pieces and other places where applicable. Keeping fonts as consistent as possible is key to bringing an entire brand image together. Emails are one place where it is easy to stray from this since they are sent and received so frequently. However, there are guidelines we can set for those as well. Ideally, emails will be written on white background, in black Calibri text set to size 11. Fonts can be set to default to make this easier. Underneath, you can find what all Caldwell email signatures should look like, and the body text of the email should match what is presented in the signature block.



# PowerPoint

As PowerPoint continues to be a popular and powerful tool, it is invaluable to have a clean template that gets the job done and looks uniform while doing it. On the intranet there is a new template to build from. It will contain a title slide as well as a content slide. You can see images of both on the next page (Fig. 1), and how they create a clean image while still allowing the user to insert copy and images where they need. This is another example of where company fonts should be used, so that no matter who is presenting and no matter what is being presented, it is clearly dressed in Caldwell's familiar look.

# Business Cards

As a pretty vital part of communication between employees and customers, business cards have also gotten a refresh. You can imagine that this is an ongoing project to keep everyone's business cards up-to-date, so if you need more or need to switch to the new Caldwell brand, please contact Nate Jacobs at [njacobs@caldwellinc.com](mailto:njacobs@caldwellinc.com) with your name as you would like it to appear, your job title, and any combination of the following info you would like on your card: email, cell phone, office phone. Below in Figures 2 and 3, you can see what the cards look like on the front and the back.



Fig. 2



Fig. 3



Fig. 1

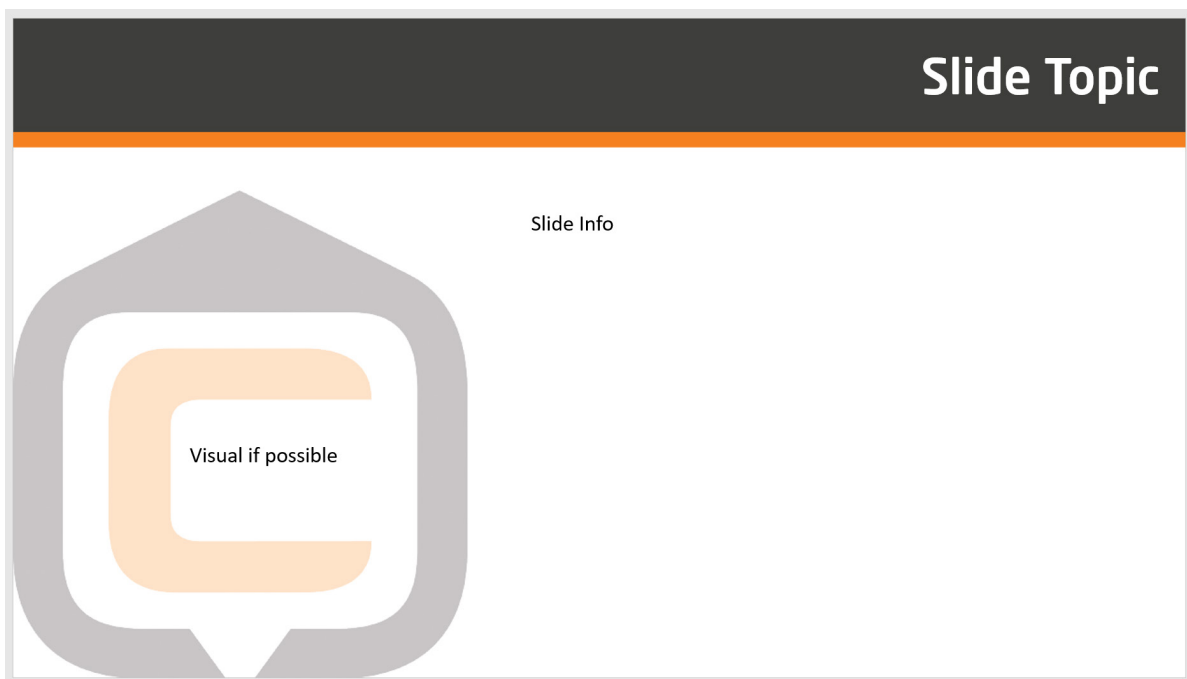


Fig. 1

# Letterhead & Memos

Related to the previous page, we also have a letterhead and memo template that can be found on the intranet under the HR tab. This template can easily be used in Microsoft Word for any communication that may be more formal than an email. There are not many other guidelines, as working in Word is something that everyone is fairly familiar with. However, we still want to make sure we are using the Droid Serif font that can be found earlier in this booklet, and using the innovative tone as we would in person or in email when describing Caldwell, our products, and our vision for the future. Please see the next page (Fig. 4) for what a blank template will look like (it is faded due to the imagery being watermarked in MS Word). You will be free to address it and format it as needed between the header and footer of the page.

# Social Media

As Caldwell moves into the digital space, we encourage employees to be active on social channels while representing Caldwell in the best way possible. To provide a cohesive, “Caldwell Team” look to our pages, we have provided imagery in case you need it for LinkedIn, Twitter, Facebook or any others you would like to use in order to promote Caldwell in a positive manner. Figure 5 shows you an image that may work well as a profile picture if you so choose. In Figure 6, you can find an image that will work well as a header for your profiles; we encourage you to replace your current header with the one we have provided, and both of these images can be found on the intranet as well.



Fig. 5

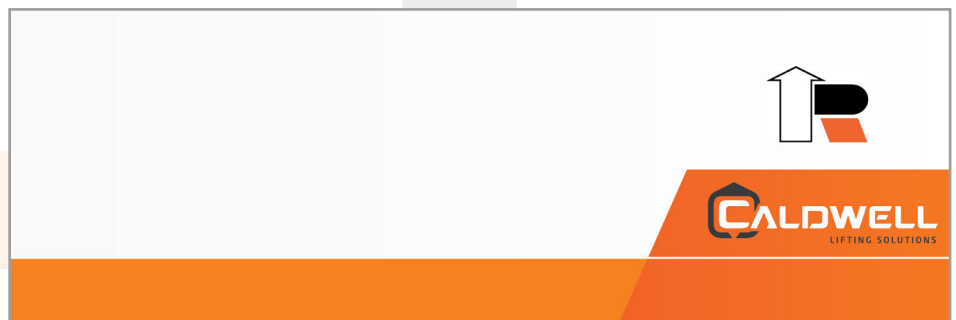


Fig. 6



Fig. 4

# Product Decals

To go with both the Caldwell rebrand and our revised coloring for our brand lines, product decals have also been revamped. The objective of a product decal is simply to put the Caldwell logo on our product so that it can be seen as our products are getting the job done right at any site. Each of our products will bear the Caldwell name proudly, as well as indicate which brand line the product comes from through our new coloring system. Please refer to examples below to see how each tag will differ while still displaying the brand name very legibly. (Not all shown, but all available on the intranet)



# RUD & Renfro

As the owner of the well-known Renfro brand of plate clamps, and as the distributor of RUD products in North America, we are aiming to give both brands a lot more attention in the near future. To begin, we gave them both space on our new Caldwell website, front and center with our other brand lines on our homepage. Co-marketing efforts will increase with RUD in the coming years to make sure their innovation here in North America keeps up with Caldwell's pace moving forward. We look forward to seeing our partnership grow as well as what more we can do distributing their great products on our side of the Atlantic. For Renfro, we are incredibly excited to announce that we will be rebuilding a new JC Renfro website to be more cohesive with Caldwell's new approach to innovation. It is great to have the foundation of the Caldwell website to build off of, and we anticipate a much more seamless blend of Caldwell and Renfro in the future, hopefully complete with an e-commerce site that allows our customers to surf all of our products in one place.



# General Guidelines

## Tone

Throughout emails, PowerPoints, memos, and various other forms of communication, it is important to remember the tone in which Caldwell communicates with customers. First and foremost, Caldwell wants to be innovative, forward-thinking, and reliable. Our new logos and templates relay that message, so it is important that our copy text and conversations do too.

This is especially important on social media. We encourage our employees to be active/interactive on their profiles, and especially to share and comment on Caldwell stories. When doing so, remember your audience, and the message of being innovative that we are trying to convey. Social media is full of quick-hits, so it is important to remember what you are trying to convey in those few sentences! On a similar note, simply sharing a post can be as equally effective.

## Email Signature

An important part of our brand uniformity is our signature block at the end of our emails. This can be set in Outlook, and we ask that you take the time to make sure yours looks exactly like the example below with your own, correct contact information. Thank you!

Joe Smith  
Job Title  
### ## ext. ###  
**The Caldwell Group, Inc.**  
**4080 Logistics Parkway**  
**Rockford, IL 61109**

