



**BALDWIN**  
**FILTERS**

# Corporate Identity Standards

For Registered and Trademarked Company & Product Logos and Names

## About Corporate and Brand Identification

**B**aldwin Filters' company identification is our signature. It reflects who we are to our customers, employees, shareholders and suppliers. As a successful manufacturer, as well as a sales and marketing company, we take pride in our company and brand images.

There are two major objectives in establishing standards for company and brand images:

- Build Baldwin Filters' recognition through the consistent use of company signature and brand images.
- Support the company and product brand identities through association with our parent company - CLARCOR.

Baldwin Filters' company and brand identities can be used in several ways and in a variety of applications.

When properly applied, guidelines insure the correct and consistent use throughout the organization and in the marketplace. The correct Baldwin Filters' logos are available through the Baldwin Filters Marketing Communications Department. Always confirm you have the current version of any logo before proceeding with a project utilizing Baldwin Filters' logos.

Identity standards organize the visual impressions made by a company and make them distinctive. The correct application and consistent use over time adds value to the name recognition and positive image of the company, its operations and products.

The purpose of this brochure is to increase awareness of our identity and product logos by setting guidelines and regulations for consistent use.

## The Meaning of Trademarks

### What is a Trademark?

**A** trademark is a word, phrase, symbol or design, or combination of words, phrases, symbols or designs, which identifies and distinguishes the source of the goods or services of one party from those of others. A service mark is the same as a trademark except that it identifies and distinguishes the source of a service rather

than a product. Normally, a mark for goods appears on the product or on its packaging, while a service mark appears in advertising for the services.

A trademark is different from a copyright or a patent. A copyright protects an original artistic or literary work; a patent protects an invention.

### Establishing Trademark Rights

**T**rademark rights arise from either (1) actual use of the mark, or (2) the filing of a proper application to register a mark in the United States Patent and Trademark Office (PTO) stating that the applicant has a bona fide intention to use the mark in commerce regulated by the U.S. Congress.

Federal registration is not required to establish rights in a mark, nor is it required to begin use of a mark. However, federal registration can secure benefits beyond the rights acquired by merely using a mark. For example, the owner of

a federal registration is presumed to be the owner of the mark for the goods and services specified in the registration, and to be entitled to use the mark nationwide.

There are two related, but distinct types of rights in a mark: the right to register and the right to use. Generally, the first party who either uses a mark in commerce or files an application in the PTO has the ultimate right to register that mark. The PTO's authority is limited to determining the right to register.

### Use of the "TM," "SM" and "®" Symbols

**A**nyone who claims rights to a mark may use the TM (trademark) or SM (service mark) designation with the mark to alert the public to the claim. It is not necessary to have a registration, or even a pending application, to use these designations. The claim may or may not be valid. The registration symbol "®" may only be used when the mark is registered in the United States Patent and Trademark Office. It is improper to use this symbol at any

point before the registration is issued. Therefore, it is important to include "®" when using a registered mark.

When a word or phrase is used without the logo symbol, "®" or "TM" should be displayed the first time the word appears on a page. It does not have to be used thereafter. If a logo symbol appears more than once on a page or piece of literature, the "®" or "TM" should be included each time the logo symbol appears.

# CLARCOR Corporate Identity

The CLARCOR corporate logo (see CLARCOR) is shown in the proper proportions in which it should always appear. It should not be reset in another typeface or changed in any way. Second generation reproduction, such as using an already printed logo as reproductive copy, should be avoided. Always use first generation reproductive-quality logos such as slicks, negatives, veloxes or electronic logo files. Care must be given to not stretch, manipulate or distort.

When the name "CLARCOR" is used in text, it should appear in all uppercase letters, generally in the same typeface as the copy. Example: "The CLARCOR companies are committed to excellence."

The corporate logo should appear in CLARCOR Corporate blue PMS S-2360, S-0132 or PMS 542 Blue. All are acceptable. The logo can also appear reversed in the corporate blue. This logo can be printed on a white or light background, with PMS 454 Cream (see CLARCOR) as the preferred choice. It is permissible to print the logo black with a white background (see CLARCORbw) or white with a black background (see CLARCORREV), in the case of black and white literature.



CLARCOR



CLARCORbw



CLARCORREV

# Baldwin Filters' Company Identity

The Baldwin Filters company signature logo is shown in its entirety (see BFSig), including the corporate identification "a CLARCOR company," the registration mark "®" and the address lines. The "BALDWIN" parallelogram should not be used without the stylized type "BALDWIN FILTERS" and the corporate identification "a CLARCOR company." It is shown in the proper proportions in which it should always appear. It should not be reset in another typeface or changed in any way. Second generation reproduction, such as using an already printed logo as reproductive copy, should be avoided. Always use first generation reproductive-quality logos such as slicks, negatives, veloxes or electronic logo files. Care must be given to not stretch, manipulate or distort.

If "Baldwin Filters" is used in text, it should appear with initial capital letters, generally in the same typeface as the copy. Example: "Baldwin Filters produces quality products."

If printing in color where the logo is on a white background (see BFSig), the "BALDWIN" parallelogram portion of the company signature should appear in PMS 185 Red. The stylized type "BALDWIN FILTERS," the corporate identification "a CLARCOR company," the registration mark "®" and the address lines should appear in black. This logo may be used on web sites where a white background is used. This logo may also be used on promotional items where a white or light background is used with approval by Baldwin Filters Marketing Communications Department. It is inappropriate to use this logo on clothing and filter products.



BFSig

If printing in color where the logo is on a light background (see BFSigLB), the "BALDWIN" parallelogram portion of the company signature should appear in PMS 185 Red with a white border around it for accent. The stylized type "BALDWIN FILTERS," the corporate identification "a CLARCOR company," the registration mark "®" and the address lines should appear in black, so that all are easily readable. This logo may be used on web sites where a light background is used. This logo may also be used on promotional items where a light background is used with approval by Baldwin Filters Marketing Communications Department. It is inappropriate to use this logo on clothing and filter products.



BFSigLB

If printing in color where the logo is on a dark background (see BFSigDB), the "BALDWIN" parallelogram portion of the company signature should appear in PMS 185 Red with a white border around it for accent. The stylized type "BALDWIN FILTERS," the corporate identification "a CLARCOR company," the registration mark "®" and the address lines should appear in white, so that all are easily readable. This logo may be used on web sites where a dark background is used. This logo may also be used on promotional items where a dark background is used with approval by Baldwin Filters Marketing Communications Department. It is inappropriate to use this logo on clothing and filter products.



BFSigDB

# Baldwin Filters' Company Identity



BFSigbw

If printing in one-color black where the logo is on white or color paper stock (see BFSigbw), the "BALDWIN" parallelogram, the stylized type "BALDWIN FILTERS," the corporate identification "a CLARCOR company," the registration mark "®" and the address lines should appear in black. (On color paper stock, the white areas will appear as the color of the paper.) The use of this logo in any color other than black requires approval by Baldwin Filters Marketing Communications Department. This logo may be used on promotional items where a white or light background is used with approval by Baldwin Filters Marketing Communications Department. It is inappropriate to use this logo on web sites, clothing and filter products.



BFSigLbBw

If printing in one-color black on white or color paper stock where the logo is on a light grayscale background (see BFSigLbBw), the "BALDWIN" parallelogram portion of the company signature should appear in black with a white border around it for accent. The stylized type "BALDWIN FILTERS," the corporate identification "a CLARCOR company," the registration mark "®" and the address lines should appear in black, so that all are easily readable. (On color paper stock, the white areas will appear as the color of the paper.) The use of this logo in any color other than black requires approval by Baldwin Filters Marketing Communications Department. This logo may be used on promotional items where a light background is used with approval by Baldwin Filters Marketing Communications Department. It is inappropriate to use this logo on web sites, clothing and filter products.



BFSigDBbw

If printing in one-color black on white or color paper stock where the logo is on a dark grayscale or black background (see BFSigDBbw), the "BALDWIN" parallelogram portion of the company signature should appear in black with a white border around it for accent. The stylized type "BALDWIN FILTERS," the corporate identification "a CLARCOR company," the registration mark "®" and the address lines should appear in white, so that all are easily readable. (On color paper stock, the white areas will appear as the color of the paper.) The use of this logo in any color other than black requires approval by Baldwin Filters Marketing Communications Department. This logo may be used on promotional items where a dark background is used with approval by Baldwin Filters Marketing Communications Department. It is inappropriate to use this logo on web sites, clothing and filter products.



BFSigREV

For promotional items only. If printing in one-color white where the logo is on a dark background (see BFSigREV), the "BALDWIN" parallelogram, the stylized type "BALDWIN FILTERS," the corporate identification "a CLARCOR company," the registration mark "®" and the address lines should appear in white, so that all are easily readable. This logo may be used on promotional items where a dark background is used with approval by Baldwin Filters Marketing Communications Department. It is inappropriate to use this logo in print or on web sites, clothing and filter products.

## Company Signature Logo Address Lines

It is permissible to use the company signature logo without the address lines; however, when used, the address text lines should be set flush left in Eras Medium typeface (see BFSig). Line spacing should be equal to the size of the type. Example: 10 point Eras Medium on 10 point line spacing. The square (■) dividers should be set in Zapf Dingbats and are 3 point sizes smaller than the Eras Medium text. The size of type used on the address lines should be approximately 30%–35% of the stylized type "BALDWIN FILTERS." If "BALDWIN FILTERS" is 24 point type, the address lines should be 8 point. Care must be taken to keep the address lines in proportion; however, the address should at all times reflect good readability. The logo, including the address lines, is offered as a total graphic for your use.

On items requiring a return address, such as envelopes and mailing envelopes, it is appropriate to use the company signature without the phone and fax numbers and internet address.

# Baldwin Filters' Brand Identity, Standard Logos

The Baldwin Filters double parallelogram brand logo is shown in its entirety (see BFBrand), including the registration mark "®." It is shown in the proper proportions in which it should always appear. It should not be reset in another typeface or changed in any way. Second generation reproduction, such as using an already printed logo as reproductive copy, should be avoided. Always use first generation reproductive-quality logos such as slicks, negatives, veloxes or electronic logo files. Care must be given to not stretch, manipulate or distort.

If printing in color where the logo is on a white background (see BFBrand), the top parallelogram should appear in PMS 185 Red with the word "BALDWIN" in white and the second parallelogram should appear in white with a black outline and the word "FILTERS" appearing in black. The registration mark "®" should appear in black. This logo may be used on web sites where a white background is used and on promotional items and clothing where a white or light background is used. It is inappropriate to use this logo on filter products.



If printing in color where the logo is on a light background (see BFBrandLB), the top parallelogram should appear in PMS 185 Red with the word "BALDWIN" in white and the second parallelogram should appear in white with a black outline and the word "FILTERS" appearing in black. A white border should be incorporated around the combined parallelograms for accent. The registration mark "®" should appear in black, so that it is easily readable. This logo may be used on web sites, promotional items and clothing where a light background is used. It is inappropriate to use this logo on filter products.



If printing in color where the logo is on a dark background (see BFBrandDB), the top parallelogram should appear in PMS 185 Red with the word "BALDWIN" in white and the second parallelogram should appear in white with a black outline and the word "FILTERS" appearing in black. A white border should be incorporated around the combined parallelograms for accent. The registration mark "®" should appear in white, so that it is easily readable. This logo may be used on web sites, promotional items and clothing where a dark background is used. It is inappropriate to use this logo on filter products.



If printing in one-color black where the logo is on white or color paper stock (see BFBrandbw), the top parallelogram should appear in black with the word "BALDWIN" in white and the second parallelogram should appear in white with a black outline and the word "FILTERS" appearing in black. The registration mark "®" should appear in black. (On color paper stock, the white areas will appear as the color of the paper.) The use of this logo in any color other than black requires approval by Baldwin Filters Marketing Communications Department. This logo may be used on promotional items and clothing where a white or light background is used and on filter products. It is inappropriate to use this logo on web sites.



If printing in one-color black on white or color paper stock where the logo is on a light grayscale background (see BFBrandLBbw), the top parallelogram should appear in black with the word "BALDWIN" in white and the second parallelogram should appear in white with a black outline and the word "FILTERS" appearing in black. A white border should be incorporated around the combined parallelograms for accent. The registration mark "®" should appear in black, so that it is easily readable. (On color paper stock, the white areas will appear as the color of the paper.) The use of this logo in any color other than black requires approval by Baldwin Filters Marketing Communications Department. This logo may be used on promotional items where a light background is used. It is inappropriate to use this logo on web sites, clothing and filter products.



## Baldwin Filters' Brand Identity, Standard Logos



BFBrandDBbw

If printing in one-color black on white or color paper stock where the logo is on a dark grayscale or black background (see BFBrandDBbw), the top parallelogram should appear in black with the word "BALDWIN" in white and the second parallelogram should appear in white with a black outline and the word "FILTERS" appearing in black. A white border should be incorporated around the combined parallelograms for accent. The registration mark "®" should appear in white, so that it is easily readable. (On color paper stock, the white areas will appear as the color of the paper.) The use of this logo in any color other than black requires approval by Baldwin Filters Marketing Communications Department. This logo may be used on promotional items where a dark background is used. It is inappropriate to use this logo on web sites, clothing and filter products.



BFBrandREV

For promotional items only. If printing in one-color white where the logo is on a dark background (see BFBrandREV), the top parallelogram should appear in white with the word "BALDWIN" as the background and the second parallelogram should appear as the background with a white outline and the word "FILTERS" appearing in white. The registration mark "®" should appear in white, so that it is easily readable. It is inappropriate to use this logo in print or on web sites, clothing and filter products.

## Baldwin Filters' Brand Identity, Heavy-Duty Performance Logos



BFHDPBrand



BFHDPStackBrand

If printing in color where the logo is on a white background (see BFHDPBrand and BFHDPStackBrand), the top parallelogram should appear in PMS 185 Red with the word "BALDWIN" in white and the second parallelogram should appear in white with a black outline and the word "FILTERS" appearing in black. The stylized type "Heavy-Duty Performance" and the registration mark "®" should appear in black. This logo may be used on web sites where a white background is used and on promotional items and clothing where a white or light background is used. It is inappropriate to use this logo on filter products.



BFHDPBrandLB



BFHDPStackBrandLB

If printing in color where the logo is on a light background (see BFHDPBrandLB and BFHDPStackBrandLB), the top parallelogram should appear in PMS 185 Red with the word "BALDWIN" in white and the second parallelogram should appear in white with a black outline and the word "FILTERS" appearing in black. A white border should be incorporated around the combined parallelograms for accent. The stylized type "Heavy-Duty Performance" and the registration mark "®" should appear in black, so that both are easily readable. This logo may be used on web sites, promotional items and clothing where a light background is used. It is inappropriate to use this logo on filter products.



BFHDPBrandDB



BFHDPStackBrandDB

If printing in color where the logo is on a dark background (see BFHDPBrandDB and BFHDPStackBrandDB), the top parallelogram should appear in PMS 185 Red with the word "BALDWIN" in white and the second parallelogram should appear in white with a black outline and the word "FILTERS" appearing in black. A white border should be incorporated around the combined parallelograms for accent. The stylized type "Heavy-Duty Performance" and the registration mark "®" should appear in white, so that both are easily readable. This logo may be used on web sites, promotional items and clothing where a dark background is used. It is inappropriate to use this logo on filter products.

# Baldwin Filters' Brand Identity, Heavy-Duty Performance Logos

If printing in one-color black where the logo is on white or color paper stock (see BFHDPBrandbw and BFHDPStackBrandbw), the top parallelogram should appear in black with the word "BALDWIN" in white and the second parallelogram should appear in white with a black outline and the word "FILTERS" appearing in black. The stylized type "Heavy-Duty Performance" and the registration mark "®" should appear in black. (On color paper stock, the white areas will appear as the color of the paper.) The use of this logo in any color other than black requires approval by Baldwin Filters Marketing Communications Department. This logo may be used on promotional items and clothing where a white or light background is used. It is inappropriate to use this logo on web sites and filter products.



BFHDPBrandbw



BFHDPStackBrandbw

If printing in one-color black on white or color paper stock where the logo is on a light grayscale background (see BFHDPBrandLBbw and BFHDPStackBrandLBbw), the top parallelogram should appear in black with the word "BALDWIN" in white and the second parallelogram should appear in white with a black outline and the word "FILTERS" appearing in black. A white border should be incorporated around the combined parallelograms for accent. The stylized type "Heavy-Duty Performance" and the registration mark "®" should appear in black, so that both are easily readable. (On color paper stock, the white areas will appear as the color of the paper.) The use of this logo in any color other than black requires approval by Baldwin Filters Marketing Communications Department. This logo may be used on promotional items where a light background is used. It is inappropriate to use this logo on web sites, clothing and filter products.



BFHDPBrandLBbw



BFHDPStackBrandLBbw

If printing in one-color black on white or color paper stock where the logo is on a dark grayscale or black background (see BFHDPBrandDBbw and BFHDPStackBrandDBbw), the top parallelogram should appear in black with the word "BALDWIN" in white and the second parallelogram should appear in white with a black outline and the word "FILTERS" appearing in black. A white border should be incorporated around the combined parallelograms for accent. The stylized type "Heavy-Duty Performance" and the registration mark "®" should appear in white, so that both are easily readable. (On color paper stock, the white areas will appear as the color of the paper.) The use of this logo in any color other than black requires approval by Baldwin Filters Marketing Communications Department. This logo may be used on promotional items where a dark background is used. It is inappropriate to use this logo on web sites, clothing and filter products.



BFHDPBrandDBbw



BFHDPStackBrandDBbw

For promotional items only. If printing in one-color white where the logo is on a dark background (see BFHDPBrandREV and BFHDPStackBrandREV), the top parallelogram should appear in white with the word "BALDWIN" as the background and the second parallelogram should appear as the background with a white outline and the word "FILTERS" appearing in white. The stylized type "Heavy-Duty Performance" and the registration mark "®" should appear in white, so that both are easily readable. It is inappropriate to use this logo in print or on web sites, clothing and filter products.



BFHDPBrandREV



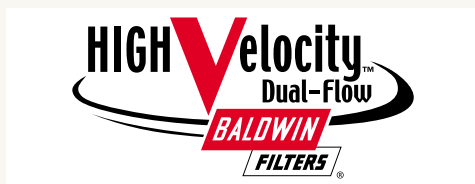
BFHDPStackBrandREV

## Use of Additional Baldwin Filters' Logos

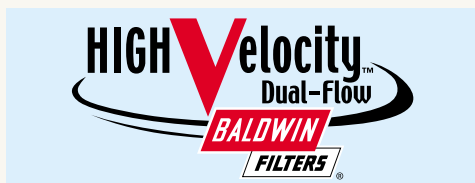
The following logo designs are shown in their entirety, including the registration mark "®" or trademark "™". The logos are shown in the proper proportions in which they should always appear. Where there is a stylized logo treatment, the logo should not be reset in another typeface or changed in any way. Second generation reproduction, such as using an already printed logo as reproductive copy, should be avoided. Always use first generation reproductive-quality logos such as slicks, negatives, veloxes or electronic logo files. Care must be given to not stretch, manipulate or distort.

The use of these logos in any colors other than those assigned to each logo requires approval by Baldwin Filters Marketing Communications Department.

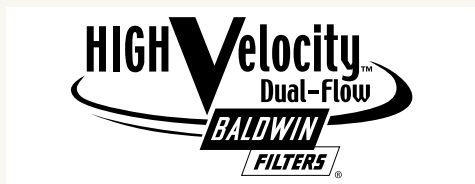
### Baldwin Filters High Velocity



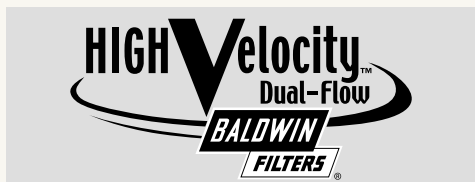
If printing in color where the logo is on a white or light background (see BFHighVelocity), the stylized "V" should appear in PMS 185 Red. The stylized type "HIGH" and "elocity Dual-Flow," the swooshes and the trademark "™" should appear in black. The top parallelogram of the Baldwin Filters double parallelogram should appear in PMS 185 Red with the word "BALDWIN" in white and the second parallelogram should appear in white with a black outline and the word "FILTERS" appearing in black. A white border should be incorporated around the combined parallelograms for accent. This logo may be used on web sites, promotional items and clothing where a white or light background is used. It is inappropriate to use this logo on filter products.



BFHighVelocity



If printing in one-color black where the logo is on white or color paper stock or where the logo is on a light grayscale background (see BFHighVelocitybw), the stylized type "HIGH Velocity Dual-Flow," the swooshes and the trademark "™" should appear in black. The top parallelogram of the Baldwin Filters double parallelogram should appear in black with the word "BALDWIN" in white and the second parallelogram should appear in white with a black outline and the word "FILTERS" appearing in black. A white border should be incorporated around the combined parallelograms for accent. (On color paper stock, the white areas will appear as the color of the paper.) The use of this logo in any color other than black requires approval by Baldwin Filters Marketing Communications Department. This logo may be used on promotional items and clothing where a white or light background is used and on filter products. It is inappropriate to use this logo on web sites.



BFHighVelocitybw



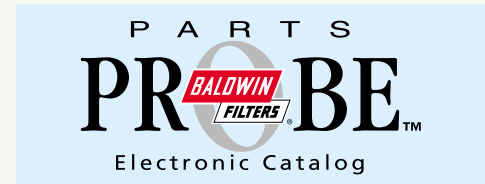
BFHighVelocityDB

If printing in color where the logo is on a dark background or in one-color black on white or color paper stock where the logo is on a dark grayscale or black background (see BFHighVelocityDB), the stylized type "HIGH Velocity Dual-Flow," the swooshes and the trademark "™" should appear in white. The top parallelogram of the Baldwin Filters double parallelogram should appear in black with the word "BALDWIN" in white and the second parallelogram should appear in white with a black outline and the word "FILTERS" appearing in black. A white border should be incorporated around the combined parallelograms for accent. (On color paper stock, the white areas will appear as the color of the paper.) The use of this logo in any color other than black requires approval by Baldwin Filters Marketing Communications Department. This logo may be used on promotional items and clothing where a dark background is used. It is inappropriate to use this logo on web sites and filter products.

# Use of Additional Baldwin Filters' Logos

## Baldwin Filters Parts Probe

If printing in color where the logo is on a white or light background (with adequate contrast against the stylized "O") (see BFPartsProbe), the stylized "O" should appear in 40% black. The stylized type "PARTS," "PR," "BE" and "Electronic Catalog" and the trademark "TM" should appear in 100% black. The top parallelogram of the Baldwin Filters double parallelogram should appear in PMS 185 Red with the word "BALDWIN" in white and the second parallelogram should appear in white with a black outline and the word "FILTERS" appearing in black. A white border should be incorporated around the combined parallelograms for accent. This logo may be used on web sites, promotional items and clothing where a white or light background is used. It is inappropriate to use this logo on filter products.



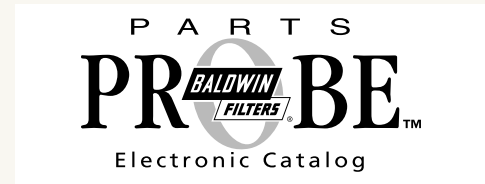
BFPartsProbe

If printing in color where the logo is on a dark background (see BFPartsProbeDB), the stylized "O," the stylized type "PARTS," "PR," "BE" and "Electronic Catalog" and the trademark "TM" should appear in white. The top parallelogram of the Baldwin Filters double parallelogram should appear in PMS 185 Red with the word "BALDWIN" in white and the second parallelogram should appear in white with a black outline and the word "FILTERS" appearing in black. A white border should be incorporated around the combined parallelograms for accent. This logo may be used on web sites, promotional items and clothing where a dark background is used. It is inappropriate to use this logo on filter products.



BFPartsProbeDB

If printing in one-color black where the logo is on white or color paper stock or where the logo is on a light grayscale background (with adequate contrast against the stylized "O") (see BFPartsProbebw), the stylized "O" should appear in 40% black. The stylized type "PARTS," "PR," "BE" and "Electronic Catalog" and the trademark "TM" should appear in 100% black. The top parallelogram of the Baldwin Filters double parallelogram should appear in black with the word "BALDWIN" in white and the second parallelogram should appear in white with a black outline and the word "FILTERS" appearing in black. A white border should be incorporated around the combined parallelograms for accent. (On color paper stock, the white areas will appear as the color of the paper.) The use of this logo in any color other than black requires approval by Baldwin Filters Marketing Communications Department. This logo may be used on promotional items and clothing where a white or light background is used. It is inappropriate to use this logo on web sites and filter products.



BFPartsProbebw

If printing in one-color black on white or color paper stock where the logo is on a dark grayscale or black background (see BFPartsProbeDBbw), the stylized "O," the stylized type "PARTS," "PR," "BE" and "Electronic Catalog" and the trademark "TM" should appear in white. The top parallelogram of the Baldwin Filters double parallelogram should appear in Black with the word "BALDWIN" in white and the second parallelogram should appear in white with a black outline and the word "FILTERS" appearing in black. A white border should be incorporated around the combined parallelograms for accent. (On color paper stock, the white areas will appear as the color of the paper.) The use of this logo in any color other than black requires approval by Baldwin Filters Marketing Communications Department. This logo may be used on promotional items and clothing where a dark background is used. It is inappropriate to use this logo on web sites and filter products.



BFPartsProbeDBbw

# Use of Additional Baldwin Filters' Logos

## BTA PLUS



If printing in color where the logo is on a white or light background (see BTAPLUS), the stylized type "BTA" should appear in PMS 185 Red with a black outline. The stylized type "PLUS" and "REPLACEMENT FOR DCA4" and the trademark "TM" should appear in black. This logo may be used on web sites, promotional items and clothing where a white or light background is used. It is inappropriate to use this logo on filter products.



BTAPLUS



BTAPLUSDB

If printing in color where the logo is on a dark background (see BTAPLUSDB), the stylized type "BTA" should appear in PMS 185 Red with a white outline. The stylized type "PLUS" and "REPLACEMENT FOR DCA4" and the trademark "TM" should appear in white. This logo may be used on web sites, promotional items and clothing where a dark background is used. It is inappropriate to use this logo on filter products.



If printing in one-color black where the logo is on white or color paper stock or where the logo is on a light grayscale background (see BTAPLUSbw), the stylized type "BTA" should appear in white with a black outline. The stylized type "PLUS" and "REPLACEMENT FOR DCA4" and the trademark "TM" should appear in black. (On color paper stock, the white areas will appear as the color of the paper.) The use of this logo in any color other than black requires approval by Baldwin Filters Marketing Communications Department. This logo may be used on promotional items and clothing where a white or light background is used and on filter products. It is inappropriate to use this logo on web sites.



BTAPLUSbw



BTAPLUSDBbw

If printing in one-color black on white or color paper stock where the logo is on a dark grayscale or black background (see BTAPLUSDBbw), the stylized type "BTA" should appear in black with a white outline. The stylized type "PLUS" and "REPLACEMENT FOR DCA4" and the trademark "TM" should appear in white. (On color paper stock, the white areas will appear as the color of the paper.) The use of this logo in any color other than black requires approval by Baldwin Filters Marketing Communications Department. This logo may be used on promotional items and clothing where a dark background is used. It is inappropriate to use this logo on web sites and filter products.

# Use of Additional Baldwin Filters' Logos

## BTE

If printing in color where the logo is on a white or light background (see BTE), the stylized type "T" should appear in PMS 185 Red. The stylized type "B" and "E" and the trademark "TM" should appear in black. This logo may be used on web sites, promotional items and clothing where a white or light background is used. It is inappropriate to use this logo on filter products.



BTE

If printing in one-color black where the logo is on white or color paper stock or where the logo is on a light grayscale background (see BTEbw), the stylized type "BTE" and the trademark "TM" should appear in black. (On color paper stock, the white areas will appear as the color of the paper.) The use of this logo in any color other than black requires approval by Baldwin Filters Marketing Communications Department. This logo may be used on promotional items and clothing where a white or light background is used and on filter products. It is inappropriate to use this logo on web sites.



BTEbw

If printing in color where the logo is on a dark background or in one-color black on white or color paper stock where the logo is on a dark grayscale or black background (see BTEDB), the stylized type "BTE" and the trademark "TM" should appear in white. (On color paper stock, the white areas will appear as the color of the paper.) The use of this logo in any color other than black requires approval by Baldwin Filters Marketing Communications Department. This logo may be used on web sites, promotional items and clothing where a dark background is used. It is inappropriate to use this logo on filter products.



BTEDB

## Controlled Release Coolant

If printing in color where the logo is on a white, light or dark background (see ControlledRelease), the top left box should appear in PMS 185 Red with the stylized type "Controlled RELEASE" in white. The "BFBrandDBbw" logo should be located above the stylized type "Controlled RELEASE." The bottom horizontal bar should appear in PMS 354 Green with the stylized type "COOLANT FILTER" in white. The dot pattern should appear in PMS 354 Green. This logo may be used on web sites, promotional items and clothing where a white, light or dark background is used. It is inappropriate to use this logo on filter products.



ControlledRelease

# Use of Additional Baldwin Filters' Logos

## Controlled Release Coolant (Cont'd.)



ControlledReleasebw



ControlledReleaseDBbw

If printing in one-color black where the logo is on white or color paper stock or where the logo is on a light grayscale background (see ControlledReleasebw), the top left box should appear in black with the stylized type "Controlled RELEASE" in white. The "BFBrandDBbw" logo should be located above the stylized type "Controlled RELEASE." The bottom horizontal bar should appear in black with the stylized type "COOLANT FILTER" in white. The dot pattern should appear in black. (On color paper stock, the white areas will appear as the color of the paper.) The use of this logo in any color other than black requires approval by Baldwin Filters Marketing Communications Department. This logo may be used on promotional items and clothing where a white or light background is used and on filter products. It is inappropriate to use this logo on web sites.

If printing in one-color black on white or color paper stock where the logo is on a dark grayscale or black background (see ControlledReleaseDBbw), the top left box should appear in white with the stylized type "Controlled RELEASE" in black. The "BFBrandbw" logo should be located above the stylized type "Controlled RELEASE." The bottom horizontal bar should appear in white with the stylized type "COOLANT FILTER" in black. The dot pattern should appear in white. (On color paper stock, the white areas will appear as the color of the paper.) The use of this logo in any color other than black requires approval by Baldwin Filters Marketing Communications Department. This logo may be used on promotional items and clothing where a dark background is used. It is inappropriate to use this logo on web sites and filter products.

## DAHL



DAHL

If printing in color where the logo is on a white, light or dark background (see DAHL), the top parallelogram should appear in PMS 185 Red with the word "DAHL," the filter symbol and the registration mark "®" in white and the second parallelogram should appear in white with a black outline and the word "BALDWIN" appearing in black. On light or dark backgrounds, a white border should be incorporated around the combined parallelograms for accent. This logo may be used on web sites where a white, light or dark background is used and on promotional items and clothing where a white, light or dark background is used. This is the logo used on DAHL/BALDWIN filter product labels with the white areas appearing as the silver of the label.

# Use of Additional Baldwin Filters' Logos

## DAHL (Cont'd.)

If printing in one-color black where the logo is on white or color paper stock or where the logo is on a light or dark grayscale background (see DAHLbw), the top parallelogram should appear in black with the word "DAHL," the filter symbol and the registration mark "®" in white and the second parallelogram should appear in white with a black outline and the word "BALDWIN" appearing in black. On light or dark backgrounds, a white border should be incorporated around the combined parallelograms for accent. (On color paper stock, the white areas will appear as the color of the paper.) The use of this logo in any color other than black requires approval by Baldwin Filters Marketing Communications Department. This logo may be used on promotional items and clothing where a white, light or dark background is used. It is inappropriate to use this logo on web sites and filter products.



DAHLbw

## FleetStrip

If printing in color where the logo is on a white or light background (see FleetStrip), the stylized type "FleetStrip" should appear in PMS 185 Red. The trademark "™" should appear in black. This logo may be used on web sites, promotional items and clothing where a white or light background is used and on filter products.



FleetStrip



FleetStripbw

If printing in one-color black where the logo is on white or color paper stock or where the logo is on a light grayscale background (see FleetStripbw), the stylized type "FleetStrip" and the trademark "™" should appear in black. (On color paper stock, the white areas will appear as the color of the paper.) The use of this logo in any color other than black requires approval by Baldwin Filters Marketing Communications Department. This logo may be used on promotional items and clothing where a white or light background is used and on filter products. It is inappropriate to use this logo on web sites.

# Use of Additional Baldwin Filters' Logos

## FleetStrip (Cont'd.)



FleetStripDB

If printing in color where the logo is on a dark background or in one-color black on white or color paper stock where the logo is on a dark grayscale or black background (see FleetStripDB), the stylized type "FleetStrip" and the trademark "TM" should appear in white. (On color paper stock, the white areas will appear as the color of the paper.) The use of this logo in any color other than black requires approval by Baldwin Filters Marketing Communications Department. This logo may be used on web sites, promotional items and clothing where a dark background is

## Severe Service



SevereServiceChrom

If printing in full color where the logo is on a white or light background (see SevereServiceChrom), the logo should appear as a four-color process embossed chrome tag with the registration mark "®" in black. This logo may be used on web sites where a white or light background is used. It is inappropriate to use this logo on promotional items, clothing and filter products.



SevereServiceChromDB

If printing in full color where the logo is on a dark background (see SevereServiceChromDB), the logo should appear as a four-color process embossed chrome tag with the registration mark "®" in white. This logo may be used on web sites where a dark background is used. It is inappropriate to use this logo on promotional items, clothing and filter products.



SevereServiceChrombw

If printing in one-color black where the logo is on white or color paper stock or where the logo is on a light grayscale background (see SevereServiceChrombw), the logo should appear as a grayscale embossed chrome tag with the registration mark "®" in black. (On color paper stock, the white areas will appear as the color of the paper.) The use of this logo in any color other than black requires approval by Baldwin Filters Marketing Communications Department. It is inappropriate to use this logo on web sites, promotional items, clothing and filter products.



SevereServiceChromDBbw

If printing in one-color black on white or color paper stock where the logo is on a dark grayscale or black background (see SevereServiceChromDBbw), the logo should appear as a grayscale embossed chrome tag with the registration mark "®" in white. (On color paper stock, the white areas will appear as the color of the paper.) The use of this logo in any color other than black requires approval by Baldwin Filters Marketing Communications Department. It is inappropriate to use this logo on web sites, promotional items, clothing and filter products.

# Use of Additional Baldwin Filters' Logos

## Severe Service (Cont'd.)

If printing on filter products (see SevereService), the stylized type "SEVERE" should appear as the background in a black bar with the stylized type "SERVICE" appearing in black in a bar the color of the background. The registered mark "®" should appear in black. This logo may be used on promotional items and clothing and in print where a white or light background is used. It is inappropriate to use this logo on web sites.



SevereService

## Using Registered and Trademarked Names in Text

The following registered and trademarked names should always appear as they are shown below. Note that several appear in all capital letters, while others have unique combinations of upper and lower case letter. For example, "BTA PLUS™" is used in systems containing 0% to 60% Glycol antifreeze. Use FleetStrip™ coolant test kits to test freeze point, nitrite and molybdate levels in coolant systems."

### Baldwin Filters' Product Names

---

- |                                 |                                  |
|---------------------------------|----------------------------------|
| BTA PLUS™ (logo)                | Microglass™                      |
| BTE™ (logo)                     | Microlite®                       |
| DAHL®                           | MPG™ (Maximum Performance Glass) |
| DAHL/BALDWIN™ (logo)            | Parts Probe™ (logo)              |
| FleetStrip™ (logo)              | PermaPleat®                      |
| High Velocity Dual-Flow™ (logo) | Severe Service® (logo)           |
| HydroShield™                    | Vac-Cel®                         |
| Long Life™                      |                                  |

# Hastings Premium Filters' Brand & Company Identity

The Hastings Premium Filters' brand logo (HFBrand) and the company signature logo (HFSig) are shown in their entirety, including the registration mark "®" and the address lines. The Hastings logos include the stylized "H" and the stylized type "HASTINGS" and "PREMIUM FILTERS" and should not be altered. They are shown in the proper proportions in which they should always appear. They should not be reset in another typeface or changed in any way. Second generation reproduction, such as using an already printed logo as reproductive copy, should be avoided. Always use first generation reproductive-quality logos such as slicks, negatives, veloxes or electronic logo files. Care must be given to not stretch, manipulate or distort.

If "Hastings Premium Filters" is used in text, it should appear with initial capital letters, generally in the same typeface as the copy. Example: "Hastings Premium Filters produces quality products."



HFBrand



HFSig



HFBrandDBRedLine



HFSigDBRedLine



HFBrandDBWhiteLine



HFSigDBWhiteLine

If printing in color where the logo is on a white or light background (see HFBrand and HFSig), the stylized "H" portion of the logo should appear in PMS 540 Blue and PMS 187 Red. The stylized type "HASTINGS" and "PREMIUM FILTERS," the registration mark "®" and the address lines should appear in PMS 540 Blue. The horizontal line under the stylized type "HASTINGS" should appear in PMS 187 Red. The brand logo may be used on web sites, promotional items and clothing where a white or light background is used. The company signature logo may be used on web sites where a white or light background is used. This logo may also be used on promotional items where a white or light background is used with approval by Baldwin Filters Marketing Communications Department. It is inappropriate to use the company signature logo on clothing. It is inappropriate to use either of these logos on filter products.

If printing in color where the logo is on a dark background and the red horizontal line would be visible (see HFBrandDBRedLine and HFSigDBRedLine), the stylized "H" portion of the logo should appear in PMS 540 Blue and PMS 187 Red with a white border around it for accent. The stylized type "HASTINGS" and "PREMIUM FILTERS," the registration mark "®" and the address lines should appear in white. The horizontal line under the stylized type "HASTINGS" should appear in PMS 187 Red. The brand logo may be used on web sites, promotional items and clothing where a dark background is used and the red horizontal line would be visible. The company signature logo may be used on web sites where a dark background is used and the red horizontal line would be visible. This logo may also be used on promotional items where a dark background is used and the red horizontal line would be visible with approval by Baldwin Filters Marketing Communications Department. It is inappropriate to use the company signature logo on clothing. It is inappropriate to use either of these logos on filter products.

If printing in color where the logo is on a dark background and the red horizontal line would not be visible (see HFBrandDBWhiteLine and HFSigDBWhiteLine), the stylized "H" portion of the logo should appear in PMS 540 Blue and PMS 187 Red with a white border around it for accent. The stylized type "HASTINGS" and "PREMIUM FILTERS," the horizontal line under the stylized type "HASTINGS," the registration mark "®" and the address lines should appear in white. The brand logo may be used on web sites, promotional items and clothing where a dark background is used and the red horizontal line would not be visible. The company signature logo may be used on web sites where a dark background is used and the red horizontal line would not be visible with approval by Baldwin Filters Marketing Communications Department. It is inappropriate to use the company signature logo on clothing. It is inappropriate to use either of these logos on filter products.

# Hastings Premium Filters' Brand & Company Identity

If printing in one-color (black or PMS 540 Blue) where the logo is on white or color paper stock or where the logo is on a light grayscale background (see HFBrandbw and HFSigbw), the stylized "H" portion of the logo should appear with the left side of the "H" at 100% of the ink color chosen and the right side at 60% of the ink color chosen. The stylized type "HASTINGS" and "PREMIUM FILTERS," the horizontal line under the stylized type "HASTINGS," the registration mark "®," and the address lines should appear at 100% of the ink color chosen. (On color paper stock, the white swish through the stylized "H" will appear as the color of the paper.) The use of these logos in any color other than black or PMS 540 requires approval by Baldwin Filters Marketing Communications Department. The brand logo may be used on promotional items and clothing where a white or light background is used. The company signature logo may be used on promotional items where a white or light background is used with approval by Baldwin Filters Marketing Communications Department. It is inappropriate to use the company signature logo on clothing. It is inappropriate to use either of these logos on web sites and filter products.



HFBrandbw



HFSigbw

If printing in one-color black on white or color paper stock where the logo is on a dark grayscale or black background (see HFBrandDBbw and HFSigDBbw), the stylized "H," the stylized type "HASTINGS" and "PREMIUM FILTERS," the horizontal line under the stylized type "HASTINGS," the registration mark "®" and the address lines should appear in white. (On color paper stock, the white areas will appear as the color of the paper.) The use of these logos in any color other than black or PMS 540 requires approval by Baldwin Filters Marketing Communications Department. The brand logo may be used on promotional items and clothing where a dark background is used. The company signature logo may be used on promotional items where a dark background is used with approval by Baldwin Filters Marketing Communications Department. It is inappropriate to use the company signature logo on clothing. It is inappropriate to use either of these logos on web sites and filter products.



HFBrandDBbw



HFSigDBbw

On packaging or printed pieces echoing the packaging look (see HFBrandPackaging), the stylized "H" portion of the logo should appear in PMS 540 Blue and PMS 187 Red on a PMS 113 Yellow background. The swish through the stylized "H" should appear in white. The stylized type "HASTINGS" and "PREMIUM FILTERS" and the registration mark "®" should appear in white on a PMS 540 Blue background. The horizontal line under the stylized type "HASTINGS" should appear in PMS 187 Red. Unless echoing the packaging look, this logo is not appropriate for use on web sites, promotional items, clothing and filter products.



HFBrandPackaging

If printing on filter products (see HFBrandProduct), the stylized "H" portion of the logo, the stylized type "HASTINGS" and "PREMIUM FILTERS," the horizontal line under the stylized type "HASTINGS" and the registration mark "®" should appear in black or PMS 540 Blue, with blue being the preferred choice. It is inappropriate to use this logo in print or on web sites, promotional items and clothing.



HFBrandProduct

## Company Signature Logo Address Lines

It is permissible to use the company signature logos without the address lines; however, when used, the address text lines should be set flush left in Helvetica Medium typeface. Line spacing should be equal to the size of type. Example: 10 point Helvetica Medium on 10 point line spacing. The square (■) dividers should be set in Zapf Dingbats and are 3 point sizes smaller than the Helvetica text. The size of type used on the address lines should be approximately 20% of the stylized type "HASTINGS." If "HASTINGS" is 60 point type, the address lines should be 12 point. Care must be taken to keep the address lines in proportion; however, the address should at all times reflect good readability. The logo, including the address lines, is offered as a total graphic for your use. In addition to the standard Hastings Premium Filters logo with address lines, there are optional versions with the address to the right of the logo, to which the above rules should be applied. On items requiring a return address, such as envelopes and mailing envelopes, it is appropriate to use the company signature without the phone and fax numbers and internet address.

# Use of Additional Hastings Premium Filters' Logos

The following logo designs are shown in their entirety, including the registration mark "®" or trademark "TM". The logos are shown in the proper proportions in which they should always appear. Where there is a stylized logo treatment, the logo should not be reset in another typeface or changed in any way. Second generation reproduction, such as using an already printed logo as reproductive copy, should be avoided. Always use first generation reproductive-quality logos such as slicks, negatives, veloxes or electronic logo files. Care must be given to not stretch, manipulate or distort.

## Casite



If printing in color (see CASITE), the inner oval should appear in PMS 185 Red with the stylized type "CASITE FILTERS" and the registration mark "®" in white. The inner oval should be surrounded by a white oval with a black outline. This logo may be used on web sites, promotional items and clothing. It is inappropriate to use this logo on filter products.



CASITE



If printing in one-color black where the logo is on white or color paper stock or where the logo is on a light or dark grayscale background (see CASITEbw), the inner oval should appear in black with the stylized type "CASITE FILTERS" and the registration mark "®" in white. The inner oval should be surrounded by a white oval with a black outline. (On color paper stock, the white areas will appear as the color of the paper.) The use of this logo in any color other than black requires approval by Baldwin Filters Marketing Communications Department. This logo may be used on promotional items and clothing where a white, light or dark background is used. It is inappropriate to use this logo on web sites and filter products.



CASITEbw



If printing in one-color PMS 185 Red where the logo is on white or on a solid PMS 185 Red background (see CASITE185), the inner oval should appear in PMS 185 Red with the stylized type "CASITE FILTERS" and the registration mark "®" in white. The inner oval should be surrounded by a white oval with a PMS 185 Red outline. This logo may be used on promotional items and clothing where a white, light or dark background is used and on filter products. It is inappropriate to use this logo on web sites.



CASITE185

# Use of Additional Hastings Premium Filters' Logos

## Extreme Service

If printing in color where the logo is on a white or light background (see ExtremeService), the stylized type "EXTREME SERVICE" and the trademark "™" should appear in PMS 540 Blue. This logo may be used on web sites, promotional items and clothing where a white or light background is used and on filter products.



ExtremeService



If printing in one-color black where the logo is on white or color paper stock or where the logo is on a light grayscale background (see ExtremeServicebw), the stylized type "EXTREME SERVICE" and the trademark "™" should appear in black. (On color paper stock, the white areas will appear as the color of the paper.) The use of this logo in any color other than black requires approval by Baldwin Filters Marketing Communications Department. This logo may be used on promotional items and clothing where a white or light background is used. It is inappropriate to use this logo on web sites and filter products.



ExtremeServicebw

If printing in color where the logo is on a dark background or in one-color black on white or color paper stock where the logo is on a dark grayscale or black background (see ExtremeServiceDB), the stylized type "EXTREME SERVICE" and the trademark "™" should appear in white. (On color paper stock, the white areas will appear as the color of the paper.) The use of this logo in any color other than black requires approval by Baldwin Filters Marketing Communications Department. This logo may be used on web sites, promotional items and clothing where a dark background is used. It is inappropriate to use this logo on filter products.



ExtremeServiceDB

# Use of Additional Hastings Premium Filters' Logos

## Hastings Premium Filters High Velocity



If printing in color where the logo is on a white or light background (see HFHighVelocity), the stylized "V" should appear in PMS 187 Red. The stylized type "HIGH" and "elocity Dual-Flow," the swooshes and the trademark "™" should appear in PMS 540 Blue. The stylized "H" portion of the Hastings brand logo should appear in PMS 540 Blue and PMS 187 Red. The swish through the stylized "H" should appear in white. The stylized type "HASTINGS" and "PREMIUM FILTERS" should appear in PMS 540 Blue. The horizontal line under the stylized type "HASTINGS" should appear in PMS 187 Red. This logo may be used on web sites, promotional items and clothing where a white or light background is used. It is inappropriate to use this logo on filter products.



HFHighVelocity



If printing in one-color (black or PMS 540 Blue) where the logo is on white or color paper stock or where the logo is on a light grayscale background (see HFHighVelocitybw), the stylized "H," the stylized type "HIGH Velocity Dual-Flow," the swooshes and the trademark "™" should appear in 100% of the ink color chosen. (On color paper stock, the white swish through the stylized "H" will appear as the color of the paper.) The use of this logo in any color other than black or PMS 540 Blue requires approval by Baldwin Filters Marketing Communications Department. This logo may be used on promotional items and clothing where a white or light background is used and on filter products. It is inappropriate to use this logo on web sites.



HFHighVelocitybw



HFHighVelocityDB

If printing in color where the logo is on a dark background or in one-color (black or PMS 540 Blue) on white or color paper stock where the logo is on a dark grayscale or black background (see HFHighVelocityDB), the stylized type "HIGH Velocity Dual-Flow," the swooshes and the trademark "™" should appear in white. The Hastings brand logo should appear in white. (On color paper stock, the white swish through the stylized "H" will appear as the color of the paper.) The use of this logo in any color other than black or PMS 540 Blue requires approval by Baldwin Filters Marketing Communications Department. This logo may be used on web sites, promotional items and clothing where a dark background is used. It is inappropriate to use this logo on filter products.

# Use of Additional Hastings Premium Filters' Logos

## Hastings Premium Filters Parts Probe

If printing in color where the logo is on a white or light background (with adequate contrast against the stylized "O") (see HFPartsProbe), the stylized "O" should appear in 20% PMS 540 Blue. The stylized type "PARTS," "PR," "BE" and "Electronic Catalog" and the trademark "TM" should appear in 100% PMS 540 Blue. The stylized "H" portion of the Hastings brand logo should appear in PMS 540 Blue and PMS 187 Red. The swish through the stylized "H" should appear in white. The stylized type "HASTINGS" and "PREMIUM FILTERS" should appear in PMS 540 Blue. The horizontal line under the stylized type "HASTINGS" should appear in PMS 187 Red. This logo may be used on web sites, promotional items and clothing where a white or light background is used. It is inappropriate to use this logo on filter products.



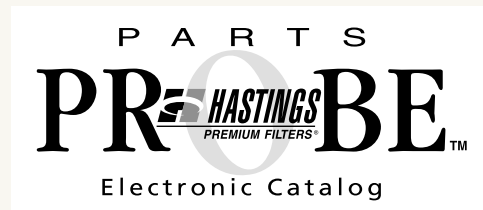
HFPartsProbe

If printing in color where the logo is on a dark background (with adequate contrast against the stylized "O") (see HFPartsProbeDB), the stylized "O" should appear in 20% PMS 540 Blue. The stylized type "PARTS," "PR," "BE" and "Electronic Catalog" and the trademark "TM" should appear in white. The stylized "H" portion of the Hastings brand logo should appear in PMS 540 Blue and PMS 187 Red with a white border around it for accent. The stylized type "HASTINGS" and "PREMIUM FILTERS" and the horizontal line under the stylized type "HASTINGS" should appear in white. This logo may be used on web sites, promotional items and clothing where a dark background is used. It is inappropriate to use this logo on filter products.



HFPartsProbeDB

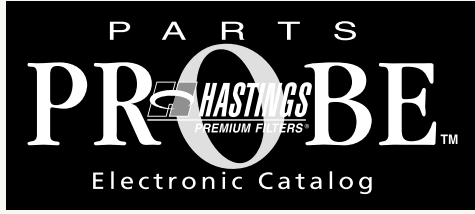
If printing in one-color black where the logo is on white or color paper stock or where the logo is on a light grayscale background (with adequate contrast against the stylized "O") (see HFPartsProbebw), the stylized "O" should appear in 20% black. The stylized type "PARTS," "PR," "BE" and "Electronic Catalog" and the trademark "TM" should appear in 100% black. The stylized "H" portion of the Hastings brand logo should appear with the left side of the "H" at 100% black and the right side at 60% black. The stylized type "HASTINGS" and "PREMIUM FILTERS" and the horizontal line under the stylized type "HASTINGS" should appear in black. (On color paper the stock, the white swish through the stylized "H" will appear as the color of the paper.) The use of this logo in any color other than black requires approval by Baldwin Filters Marketing Communications Department. This logo may be used on promotional items and clothing where a white or light background is used. It is inappropriate to use this logo on web sites and filter products.



HFPartsProbebw

# Use of Additional Hastings Premium Filters' Logos

## Hastings Premium Filters Parts Probe (Cont'd.)



HFPartsProbeDBbw

If printing in one-color black on white or color paper stock where the logo is on a dark grayscale or black background (with adequate contrast against the stylized "O") (see HFPartsProbeDBbw), the stylized "O" should appear in 20% black. The stylized type "PARTS," "PR," "BE" and "Electronic Catalog" and the trademark "TM" should appear in white. The stylized "H" portion of the Hastings brand logo should appear with the left side of the "H" at 100% black and the right side at 60% black with a white border around it for accent. The stylized type "HASTINGS" and "PREMIUM FILTERS" and the horizontal line under the stylized type "HASTINGS" should appear in white. (On color paper the stock, the white areas will appear as the color of the paper.) The use of this logo in any color other than black requires approval by Baldwin Filters Marketing Communications Department. This logo may be used on promotional items and clothing where a dark background is used. It is inappropriate to use this logo on web sites and filter products.

## Using Registered and Trademarked Names in Text

The following registered and trademarked names should always appear as they are shown below. Note that several appear in all capital letters, while others have unique combinations of upper and lower case letter. For example, "Hastings Premium Filters' High Velocity Dual-Flow™ filters outperform the OE filters."

### Hastings Premium Filters' Product Names \_\_\_\_\_

CASITE® (logo)

High Velocity Dual-Flow™ (logo)

Extreme Service™ (logo)

Parts Probe™ (logo)

# Use of Quality Logo

The standardization of quality systems across national borders and the expansion of free trade agreements have increased the need for businesses to take the concept of quality, cycle time, cost and organizational excellence seriously. The requirement for unrestricted movement of unquestionable quality products and services between supplier and customer has created the need for formalized and certified Quality Systems.

The Certification Standards that have resulted, like QS 9000 and ISO 9001, take a top down view of quality and provide quality improvement and a risk reduction in the global marketplace.

Baldwin Filters and Hastings Premium Filters have met criteria for certification in both QS 9000 and ISO 9001. Once certified, a company can proudly display the QS 9000/ISO 9001 logo on literature and other communication vehicles.

The Quality Systems logo (see QSLogo) is shown in the proper proportions in which it should always appear. It should not be reset in another typeface or changed in any way. Second generation reproduction, such as using an already printed logo as reproductive copy, should be avoided. Always use first generation reproductive-quality logos such as slicks, negatives, veloxes or electronic logo files. Care must be given to not stretch, manipulate or distort.

If printing in color or one-color black, the Quality Systems logo should appear in black (see QSLogo). The use of this logo in any color other than black requires approval by Baldwin Filters Marketing Communications Department. The logo can also appear reversed in any color (see QSLogoREV).

This logo should appear as a small, unobtrusive logo in close proximity to the Baldwin Filters and Hastings Premium Filters company signature logos (see Figure 1 & Figure 2). The company signature logo usually appears on the bottom of the last page of a communication piece. Care should be taken as to not detract from the company signature.



QSLogo



QSLogoREV



4400 East Highway 30 ■ P.O. Box 6010  
 Kearney, Nebraska 68848-6010  
 Phone: (308) 234-1951 ■ Toll Free: (800) 822-5394  
 Fax: (800) 828-4453 ■ Int'l Fax: (308) 237-9769  
 Internet: www.baldwinfilter.com



Figure 1



4400 East Highway 30 ■ P.O. Box 6006  
 Kearney, NE 68848-6006  
 PH: 800-887-8836 ■ FAX: 800-210-6906  
 Internet: www.hastingsfilter.com



Figure 2

# Obtaining and Using Corporate Logos

All logos shown in this brochure are available on CD in several standard formats. To obtain a copy of this CD, contact the Baldwin Filters Marketing Communications Department at (800) 822-5394 or (308) 234-1951 or via fax at (308) 233-9424. The logos are available in both raster and vector-based programs for use with both IBM-compatible and Macintosh systems. Any questions concerning the use of the logos should be directed to the Baldwin Filters Marketing Communications Department at the above numbers.

**BALDWIN FILTERS®**   
a CLARCOR company

4400 East Highway 30 ■ P.O. Box 6010  
Kearney, Nebraska 68848-6010  
Phone: (308) 234-1951 ■ Toll Free: (800) 822-5394  
Fax: (800) 828-4453 ■ Int'l Fax: (308) 237-9769  
Internet: [www.baldwinfilter.com](http://www.baldwinfilter.com)

