UNIVERSAL BLOWER PAC

THE POWER OF BRAND

INTRODUCTIONS

Universal Blower Pac is more than a name. It's a set of values, attributes, and artwork that reflects the spirit of our company. Using it consistently will reinforce our passion and commitment to providing a world class experience.

The following pages explain the multiple iterations of *Universal Blower Pac* corporate identity system, and the rules around using them correctly to create an inspiring and forward thinking brand.

The new brand follows the vision to take this company from a packager to a manufacturer. The detail in providing a clean and concise message, and look to our collateral and equipment will show our customers our dedication to bringing innovation, and quality to all we do. Please follow the guidelines carefully. We have developed these guidelines to help build and maintain a clear, consistent and successful visual identity.

CONTENTS

COMPANY VALUES 3

1 > CORPORATE LOGO
1.1. Logo Structure 6
1.2. Logo Concept 7
1.3. Logo Variations 8
1.4. Clearspace 9
1.5. Logo Application 10
1.6. Incorrect Logo Usage 11
1.7. Secondary Brand Extension 12

2 > CORPORATE COLORS
2.1. Primary Colors 14
2.2. Offset & Digital Print Specifications 14

3 > TYPOGRAPHY
3.1. Copy Treatments 16
3.2. Primary Fonts 16
3.3. Secondary Fonts 17
3.4. Font Hierarchy 18

4 > STATIONARY
4.1. The Letterhead 20
4.2. Additional Collateral 21
4.3. Using the Logo 22

5 > IMAGE USE
5.1. Colored Images 24
5.2. Black & White Images 25
5.3. Monotone Images 25
5.4. Product Images 26

6 > PRODUCT BRAND
6.1. Product Symbols / Logo Type / Brandmark 28

7 > EMAIL SIGNATURES
7.1. Example 30

8 > BRAND HELP
8.1. File location 30
8.2. Contact 30

INTEGRITY.
QUALITY.
PURPOSE.
CUSTOMER FOCUS.
EMPLOYEE ENJOYMENT.
INNOVATION.
MUTUAL PROFIT.
TRUSTED ADVISOR.
LEGACY.

OUR VALUES

COMPANY VALUES

OUR HISTORY

Since 1979, *Universal Blower Pac*, Inc. has been a leading provider of quality blower systems completing thousands of significant projects and pioneered major design advancements. *UBP's* founder, Ray Fiechter, is a Mechanical Engineer with over 4 decades of experience in blowers who remains committed to Engineering Excellence and Innovation. Ray saw a need in the blower systems market-place to offer clients the ability to customize their blower options based on specific needs and thus launched *UBP* to provide those solutions. This unique approach to offer customization through packaged engineered solutions empowered *UBP* to become the first leading manufacturer in the blower systems industry to answer customer-centric needs.

Universal Blower Pac's manufacturing facility is located in Noblesville, Indiana. *UBP* has a complete staff of qualified personnel who are fully trained in the engineering, fabrication, assembly and manufacturing techniques necessary to provide our customers with quality blower systems. Our unique process starts with technical sales staff able to help design the system up-front based upon our customer's needs.

Ray and a new generation of leaders at *UBP* are committed to remaining the pace setting provider of quality blower systems for the entire industry. We continue to innovate with products and services that go beyond expectation.

INNOVATORS IN PERFORMANCE & ENGINEERING FOR QUALITY BLOWER SYSTEMS.

VISION

Universal Blower Pac is the pioneer in custom blower packages. ***Our vision has evolved to go beyond the package and be the premier manufacturer of complete blower systems*** innovatively designed to meet the complete end use needs of a diverse list of customers in the Wastewater Treatment, Water Treatment, Pneumatic Conveying, and Biogas industries. Our goal is to be known for industry-leading quality and responsive, effective service and repair capabilities. ***Our difference*** is that only *UBP* offers FLEXibility across our entire line of products and services. This unique approach, *UBPstandardFLEX*, provides our clients unparalleled options for their systems ranging from premium standard products to custom engineered solutions. We diligently work to remain on the leading edge of new innovation in our industry, learning and responding to new customer demands with innovative, efficacious designs with lifecycle value in mind.

MISSION

Universal Blower Pac's mission is to use the resources and opportunities we are given by God to provide for the needs of our customers and thereby achieve His will. We will strive to offer innovative and quality equipment and services in an "on time" fashion with safety, career enjoyment and mutual profitability for our customers, suppliers and employees.

For more information about our company, please read our company profile brochure.

1 CORPORATE LOGO

1.1. Logo Structure

1.2. Logo Concept

1.3. Logo Variations

1.4. Clearspace

1.5. Logo Application

1.6. Incorrect Logo Usage

1.7. Secondary Brand Extension

1.1. LOGO STRUCTURE

LOGO SYMBOL

The *Universal Blower Pac* company symbol is the double arrows. Use them as a set of 2 or none at all.

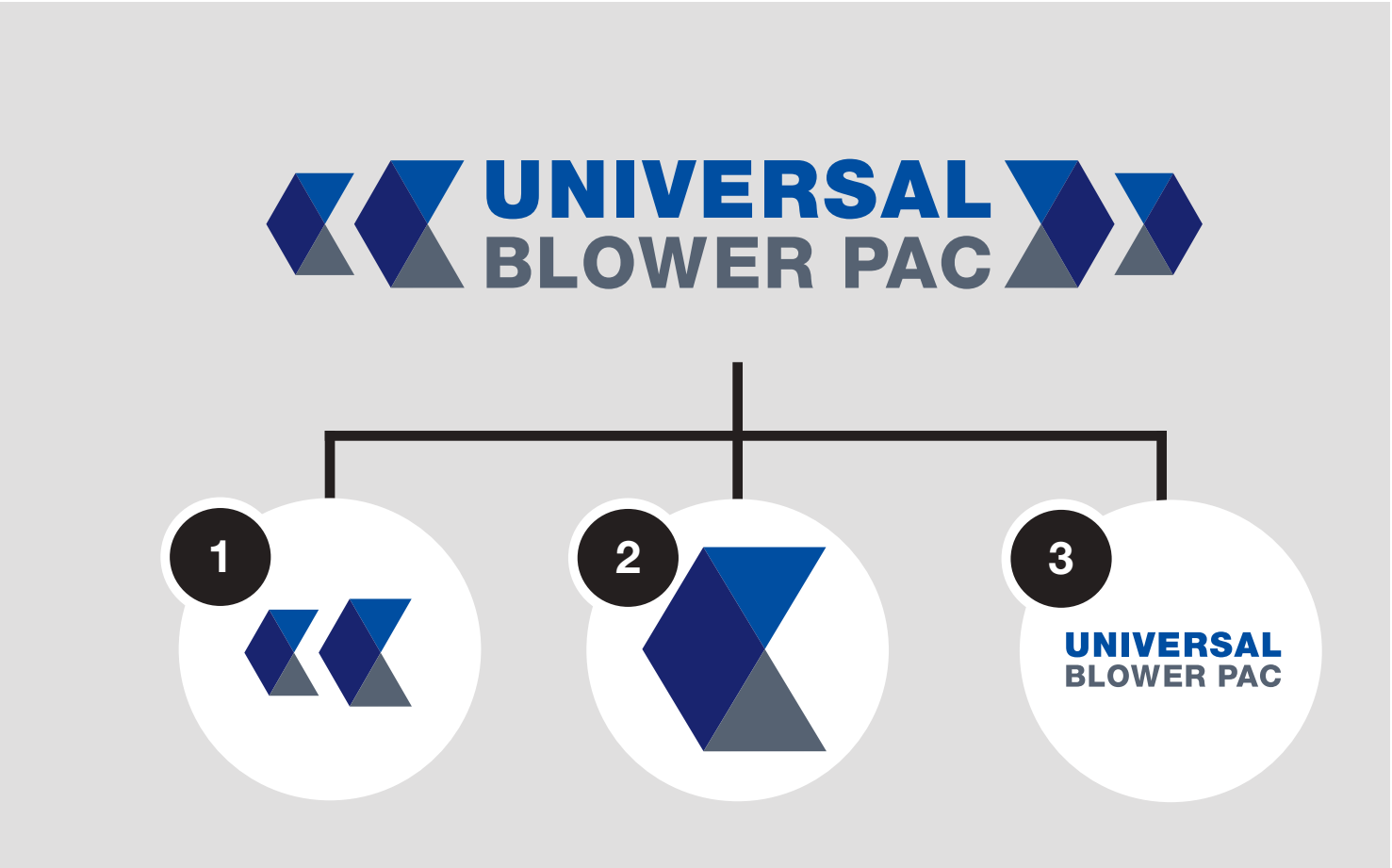
WORDMARK

This refers to simply the words that makeup your logo - '*Universal Blower Pac*.' Use whenever possible. Use with or without logo symbols.

BRANDMARK

The *UBP* brandmark should appear prominently in all communication materials created by *Universal Blower Pac* and its units. In all applications, the brandmark should be reproduced at a size that maintains the integrity of the mark and yields clean and legible lettering and art detail.

1.2. LOGO CONCEPT



ARROWS

The arrows are a symbol of movement & direction. The 3 colors help to create movement within the symbols.

VISION

The overall vision of *Universal Blower Pac's* Brandmark is to create an updated mark that separates us from simple packagers to a manufacturer of complete blower systems by providing a consistent and professional brand. The look is simple and clean to produce a brand with impact. The repetitive arrow symbols create the new feel for air movement.

WORDMARK

The logo type uses a sans-serif font that creates a clean, legible approach to the name. Universal having hierarchy over Blower Pac creates visual interest, while creating emphasis.

1.3. LOGO VARIATIONS

Please do not attempt to create art for the *Universal Blower Pac* logo, symbols, or logotype for any application. Download files from the internal K Drive - K:\Brand Files\Logo and Decals.

When placing the logo on a white- or light- colored background, use the *UBP* blue logo versions. On darker backgrounds, the white versions will work best. Careful consideration of logo placement on a photo or other busy background is essential. Color manipulation of the photograph may be necessary to create an appropriate background so the logo doesn't get lost or fade into the background.

LOGO HORIZONTAL

LOGO 3-COLOR REVERSE

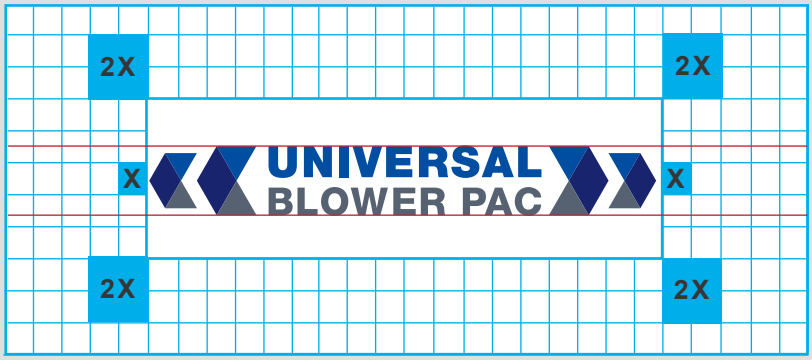
LOGO 1-COLOR DARK

LOGO REVERSE

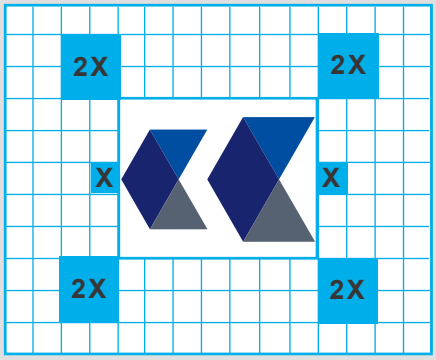
1.4. CLEARSPACE

Keep at least an ‘X’ or ‘2X’ worth of space between the Full Logo, Logo Symbol, and Logo Text and other elements.

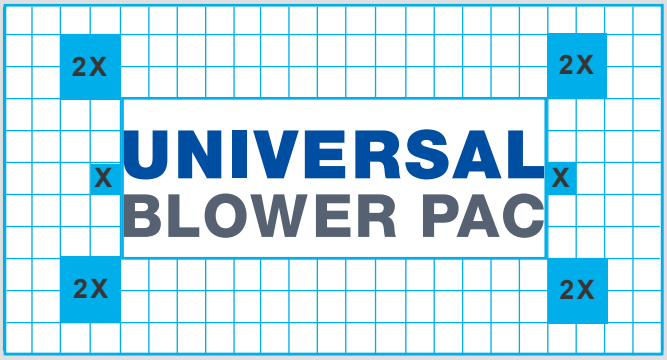
FULL LOGO



LOGO SYMBOL



WORDMARK



1.5. LOGO APPLICATION

LOGO SCALE

LOGO VERTICAL

Minimum Size : 67mm x 9mm

LOGO SYMBOL

Minimum Size : 20mm x 13mm

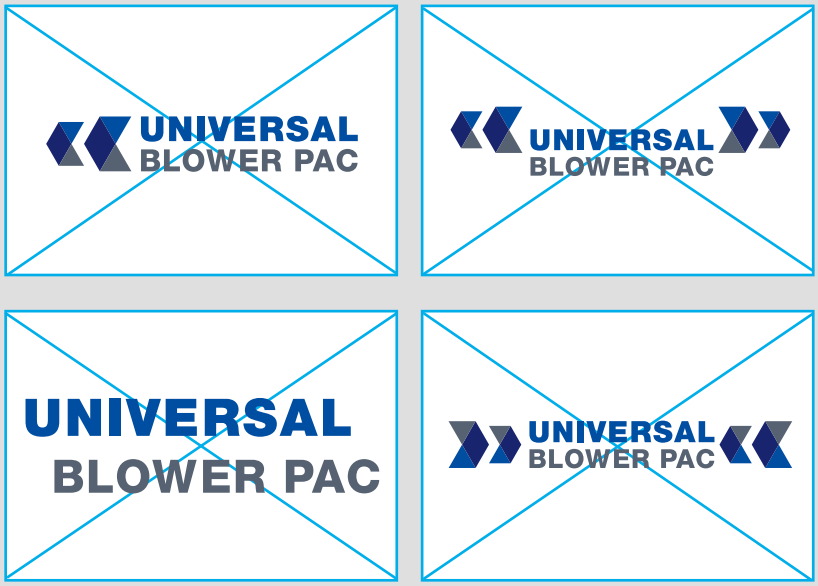
WORDMARK

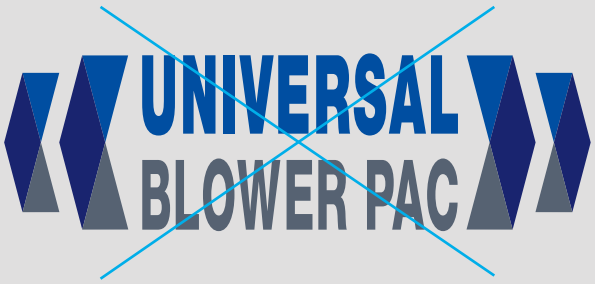
Minimum Size :41mm x 10mm

1.6. INCORRECT LOGO USAGE

LOGO USAGE

1. Do not use only one set of arrow symbols.
2. Do not offset the symbols from the logo text.
3. Do not break *'Universal'* and *'Blower Pac.'*
4. Do not flip the logo symbols.
5. Do not stretch the logo in any way.





1.7. SECONDARY BRAND

A secondary brand extension for *Universal Blower Pac* is considered to be their product logos. This product branding is linked to *Universal Blower Pac's* core brand for strategic reasons. Its visual identity may incorporate key elements of the core brand (such as the official typefaces or colors), but does so in a way that establishes a more independent visual identity. Examples of secondary brands for *Universal Blower Pac* would be:

3C PAC

EE PAC

3C HYBRID

Secondary brand logos should be used in conjunction with the primary logo for *Universal Blower Pac*, and never alone. Their primary use is for product branding (see section 6.1.) and should not be used as its own brand.

> ***Section 3.1. of this brand manual goes into further detail when writing and communicating our secondary brand.***

2

THE COLORS

2.1. Primary Colors

2.2. Offset & Digital Print Specifications

2.1. PRIMARY COLORS

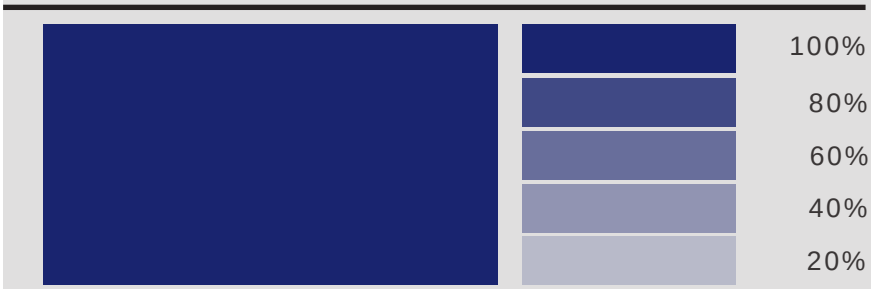
The below color palette are *Universal Blower Pac's* primary colors. The '*UBP* Blue' was adapted several years ago and we want to continue to embrace it. The blue color communicates significance, importance, and confidence. This is where the corporate blue power suit and the blue uniforms of police officers and firefighters came from. Considered a highly corporate color, blue is often associated with intelligence, stability, unity, and conservatism.

UBP BLUE

COLOR CODES
CMYK : 100/75/0/6
PANTONE : 661C
RGB : 0/53/148
WEB : #003594

MODERN BLUE

COLOR CODES
CMYK : 100/95/5/39
PANTONE : 2758C
RGB : 0/30/98
WEB : #001E62
***OFFSET :** 98% - 661 / 42% - 431



SMOKE

COLOR CODES
CMYK : 45/25/16/59
PANTONE : 431C
RGB : 91/103/112
WEB : #5B6770

2.2. PRINT SPECIFICATIONS

When setting up artwork or specifying a job for print, it is imperative to understand if the project will be printed digital vs. offset. When printing digitally, the breakdown shown above is accurate. *If printing offset, please specify the 'Modern Blue 2758' offset color break, which is a mix of the *UBP* Blue and Smoke. This guarantees accurate registration.

3 TYPOGRAPHY

3.1. Copy Treatments
3.2. Primary Fonts
3.3. Secondary Fonts
3.4. Font Hierarchy

3.1. COPY TREATMENTS

When writing about ourselves and/or our products it is important to follow the standards below that were set to create a consistent voice from the company.

1. ***'Universal Blower Pac'*** **and** ***'UBP'*** **should be italicized in all content.**
2. **Written form of a secondary brand should always be capitalized and any phrases should be separated with a "-". Examples would be 3C-PAC, ATTENU-PAC, 3C-HYBRID.**
3. **Never use the words 'package' or 'packager' to describe what we do or sell.**
4. **Terminology unique to *UBP* should be formatted as follows; *'UBP'* always capitalized, second word should be ALL lowercase, NO spaces throughout with ALL italicized. In the case of *UBPstandardFLEX*, 'FLEX' should be all caps.**

3.2. PRIMARY FONTS

Sans-serif fonts (without a serif) Highly readable in small text sizes, sans serif fonts are useful where the content is not predominantly running text, such as on displays and posters.

Helvetica is among the most widely used sans-serif typefaces. If Arial is not available to you, please use the Helvetica typeface.

ARIAL FONT

ARIAL

DESIGNERS :
Robin Nicholas
Patricia Saunders

REGULAR

ABCDEFGHIJKLM
NOPQRSTUVWYZ
12345678910

BOLD OR ITALIC

ABCDEFGHIJKLMNOPQRSTUVWYZ
12345678910

ABCDEFGHIJKLMNOPQRSTUVWYZ
12345678910

3.2. SECONDARY FONTS

Serif fonts (A serif is a small stroke projecting from the main stroke of a character.) Highly readable,serif fonts are suitable for a number of different applications from invitations to books, especially those with running text or those that need a formal style.

Century Schoolbook is familiar to many in North America as being the typeface with which many first learned to read.

CENTURY SCHOOLBOOK FONT

DESIGNER :

Morris Fuller Benton in 1924

CENTURY

REGULAR

ABCDEFGHJKLM
NOPQRSTUVYZ
12345678910

BOLD

ABCDEFGHJKLM
NOPQRSTUVYZ
12345678910

3.3. FONT HIERARCHY

The below sizes illustrated provide *optional* guidelines for setting up documents.

BODY TEXT

FONT SIZE: 10pt

Content Text

SUBTITLE TEXT

FONT SIZE: 15pt

Content Text

TITLE TEXT

FONT SIZE: 20pt

Content Text

TAGLINE TEXT

FONT SIZE: 22pt

Content Text

HEADLINE TEXT

FONT SIZE: 25-30pt
ALL CAPS SUGGESTED

CONTENT TEXT

4

STATIONARY

4.1. The Letterhead

4.2. Additional Collateral

4.3. Using the Logo

4.1. THE LETTERHEAD

The *Universal Blower Pac* logo must be used on all stationery items: letterhead, envelopes, business cards, etc.

COMPANY LETTER

PAPER SIZE :

8.5 x 11”

BACKGROUND :

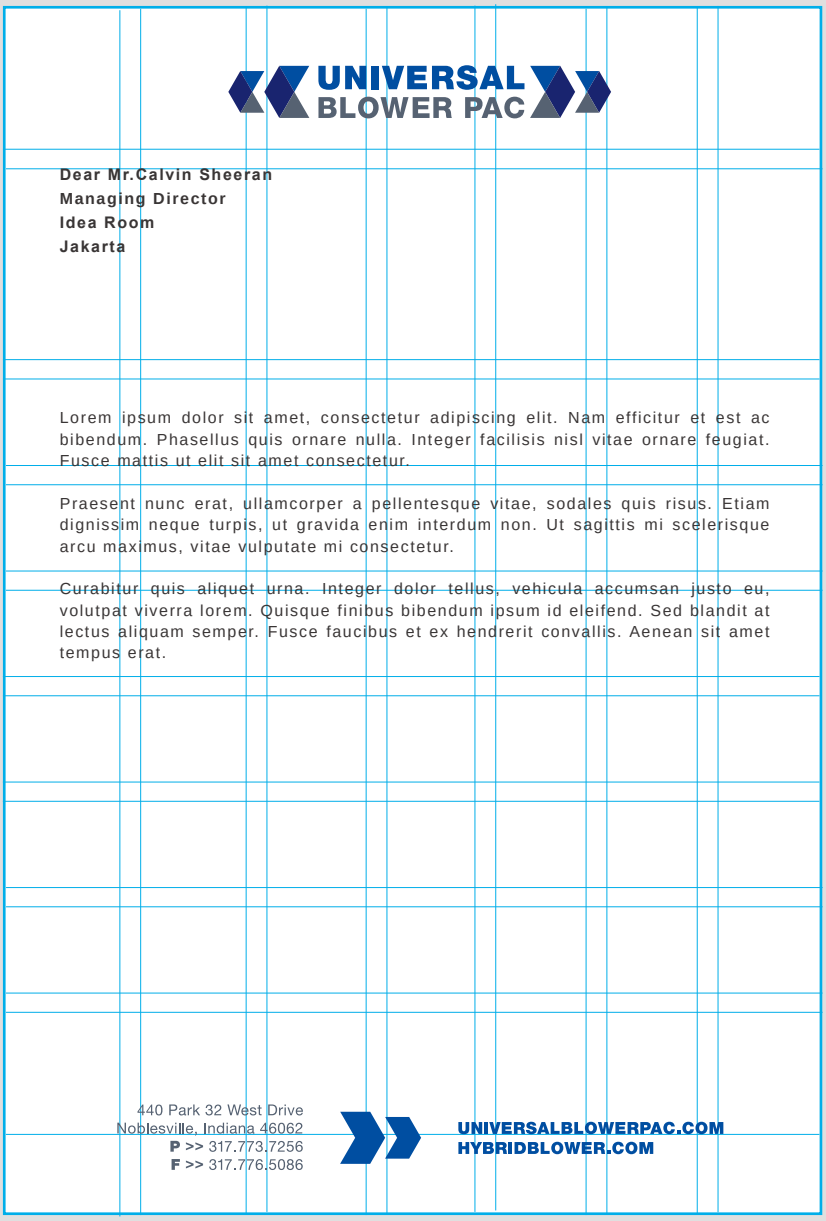
white clear

WORD TEMPLATE :

Please use the *‘UBP_Letterhead.doc’* for all print-on-demand needs. You should not try to recreate this document.

USAGE TERMS :

The *Universal Blower Pac* letterhead is a 2-sided document. The reverse is printed with a flood coat of *UBP* Blue. Please do not print or use the reverse for any correspondence. All content should be on the front side.



4.2. ADDITIONAL COLLATERAL

BUSINESS CARD

PAPER SIZE :

3.5” x 1.25”

SPECIALITY PRINTING :

PMS 431 is Foil Stamped with ‘shiny silver’ foil on front only.

FRONT SIDE

BACK SIDE

ENVELOPE

PAPER SIZE :

9.5” x 4”

4.3. USING THE LOGO

When using the logo on collateral items for *Universal Blower Pac* use the following information to guarantee accurate usage.

SCALING

To change the logo size (or any art or photo element), be sure to size it proportionally so as not to stretch it out of its original shape. To do so, hold the shift key as you drag the bounding box corner to the size you need.

5

IMAGE USE

5.1. Colored Images

5.2. Black & White Images

5.3. Monotone Images

5.4. Product Images

5.1. COLORED IMAGES

***Universal Blower Pac* has a wide image database of both product images and general use imagery. See our internal K Drive for an image library.**

EXAMPLE IMAGES

PLACING THE LOGO OVER A PHOTO OR BACKGROUND ELEMENT :

When placing the logo over a background photo or other element, make sure the logo is clearly visible and doesn't get overpowered by the background. This may mean choosing a different photo, using the white-type version of the logo or repositioning the logo so it rests on a less busy area of the photo. Also be aware of not covering up a critical area of the photo. Below are examples of placing the logo over a noncritical photo area, on an area that highlights the logo well.

5.2. BLACK & WHITE IMAGES

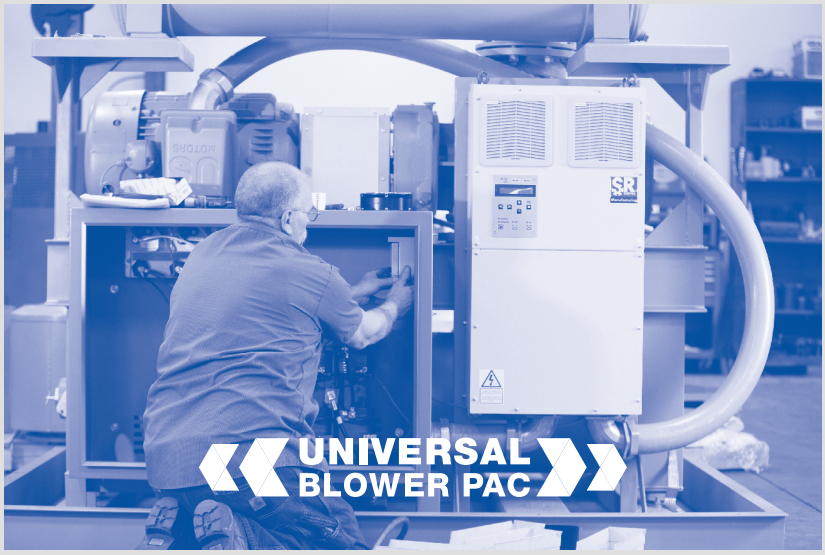
EXAMPLE IMAGE

5.3. MONOTONE IMAGES

EXAMPLE IMAGE

REQUIREMENTS :

All Monotone images should be made with the '*UBP* Blue - 661'



5.4. PRODUCT IMAGES

The *Universal Blower Pac* product library contains 3 images of each product at a minimum. Angle left, angle right and center. All product images are meant to be used without their background and used with a shadow or reflection shadow.

EXAMPLE IMAGES

REQUIREMENTS :

All product images are to be outlined. No backgrounds to the images should be shown.

Use a product shadow and/or reflection in all instances.

Shadow Specs:

- 100% K
- Multiply
- 60% Opacity
- Distance: 2.25mm
- X Offset: 2mm
- Y Offset: 1.5mm
- Size: 2mm
- Spread: 0
- Noise: 0

6

PRODUCT BRAND

6.1. Product Symbols

Logo Type

Brandmark

6.1. DECAL PLACEMENT

Universal Blower Pac **products are branded with key logo components that work together. Decals have been created of the brand mark, symbols, and logo type. Each have been reviewed and exact application measurements can be found in manufacturing. PDF references for 'approximate' placement can be found the internal K Drive 'Brand File'.**

PRODUCT SYMBOLS

USAGE TERMS :
The double arrow symbol is to be used on the left and right side of the product where applicable. If the sides are not an option, then the front should have 1-set applied (I.e. ATTENU-PAC). The symbols should always point to the front of the product.

LOGO TYPE

USAGE TERMS :
When applying the logo type decal, it should always be applied center within the space designated.

BRANDMARK

USAGE TERMS :
The brand mark is used for packages without full enclosures. For V-belt drive systems, the brand will be grey and placed centered on the belt guard. For ACOUSTI-PACs, they will be centered and top justified on the front door. For all other units such as direct drive, the brandmark will be centered on the top silencer.

7 EMAIL SIGNATURE

7.1. Example

8 BRAND HELP

8.1. File location

8.2. Contact

7.1. EMAIL SIGNATURE

Special signatures may apply when *Universal Blower Pac* has new product launches or special events. Communication regarding these will be made separately.

EXAMPLES

Sender Name
Title Department

UNIVERSAL BLOWER PAC

Logo is optional.

Universal Blower Pac
440 Park 32 West Drive
Noblesville, Indiana 46062

O: 000-000-0000
C: 000-000-0000
universalblowerpac.com
hybridblower.com

8.1. BRAND HELP

All logo files, images, artwork, documents, etc. are located on our internal K Drive. See the file entitled K:\Brand Files.

CONTACT

KB Design llc.

6565 Pennan Court
Noblesville, Indiana 46062

317.526.6362

kate@kbdesignllc.com

440 Park 32 West Drive
Noblesville, Indiana 46062
P >> 317.773.7256
F >> 317.776.5086

UNIVERSALBLOWERPAC.COM
HYBRIDBLOWER.COM