

5150 Industrial Park Dr.
Alpharetta, Ga. 30136

Corporate Identity Manual



K a m d o n C o o p e r

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Letter from Management

1

We are about to embark upon a corporate identity program. It is a program that has been conceived and designed with the utmost concern for the betterment of our company, and one that we firmly believe will unify our outward appearance.

Our corporate mark features a representation of metal panels, the letters 'k' forming a square and the inside form four arrows which symbolizes coherent direction and giving the effect of coating within the squares.

The goals of every corporate identity program are high visibility and immediate recognition. We are certain, if applied conscientiously, this program will achieve those goals. But the success of the program depends solely upon you and your dedication to the proper implementation of these guidelines. We urge

you to study this manual carefully and refer back to it whenever you are about to print a business form, a piece of literature or any publication mentioned in the following pages. It will not only insure that we are unified on our appearance but will also make your appearance but will also make your printing job easier.

If you have questions about any of the guidelines, please contact Daniel Jackson, our vice president. He is serving as corporate coordinator of this program and is ready to assist you.

Sincerely,



Terence Bretz
President
KamdonCooper
Industrial Metal Coatings

Introduction

2

Your strict adherence to the guidelines set forth in the following pages will insure that Kamdon Cooper is perceived as a company that is unified in both its outward images and its inner goals. When used consistently, the designs will strengthen our public identity and maximize the marketing impact of our company's name.

Our desire for our square effect of metal panel symbol is instant recognition. That desire can be made possible by your support of the contents of this manual. On occasion, the company will issue formal KamdonCooper Industrial metal coatings memorandums covering corporate communications policy. A copy of each memorandum, as well as other memoranduma covering company policy, procedures and guidelines should be filed in your Communications Control Manual for permanent reference. The goals of every corporate identity program are high visibility and immediate recognition. We are certain, if applied conscientiously, this program will achieve those goals. But the success of the program depends solely upon you and your dedi-

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Introduction

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B a s i c S t a n d a r d s



The KamdonCooper Corporation logo and logotype evolved from the need to not only communicate a new image for the corporation, but also to capture the personality of the organization in the symbol.

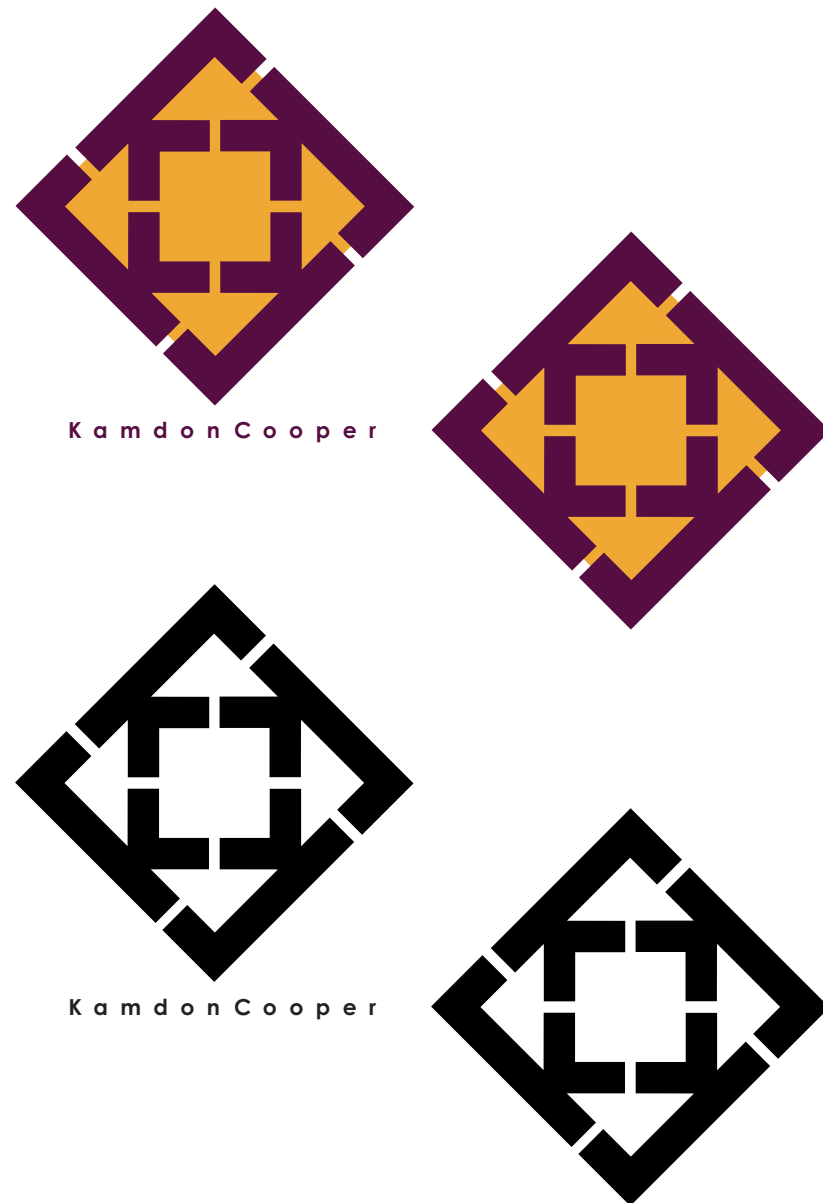
The image personalized in the logo is one of strength and cohesion. The diamond square and the square inside the diamond represents paneling.

And the diagonal 'k's' make up the square. The white areas inside the square symbolize direction which also give a coating affect. Consistency in the use and application of this corporate mark will make certain that recognition takes place.

Expalanation of acceptable uses of the mark are included in the following pages.

Basic Standards

The corporate marks shown to the right represent the KamdonCooper logo. The logo is standardized in two ways. One is with the KamdonCooper written just below the logo. Once the logo is established, the mark can be by itself.



Basic Standards

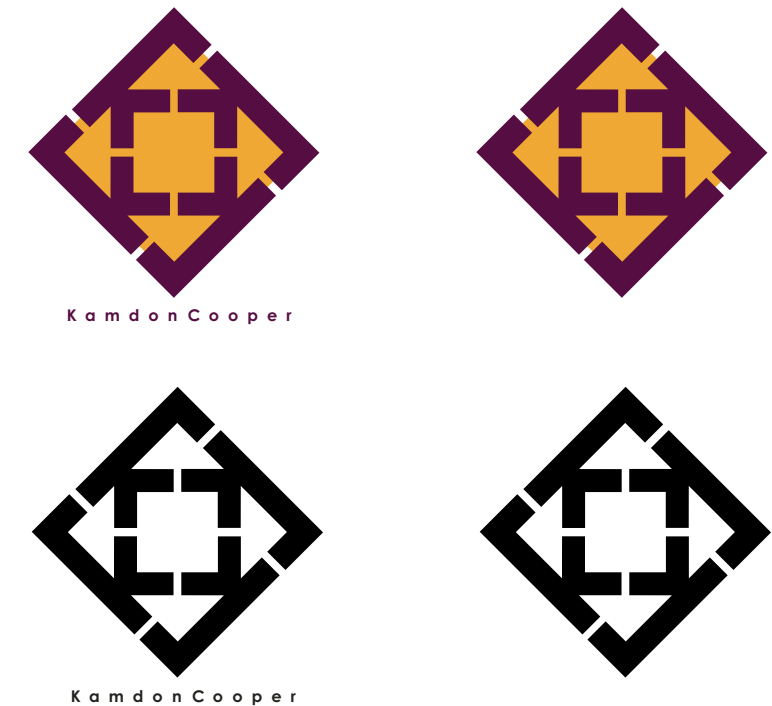
KamdonCooper Corporation's color are a central part of the overall identification system. When used correctly and consistently, they will build awareness and recognition throughout all corporate and division communications.

KamdonCooper corporate color is orange. KamdonCooper orange should be used consistently in all corporate identifica-

tion materials and the uniformity of the KamdonCooper orange should be strictly controlled. The formulation for coated and uncoated paper stocks are identical, but the appearance is different.

Sample swatches of Kamdon Cooper orange for both coated and uncoated papers can be found on the following pages.

The images shown to the right represent acceptable color combinations of the KamdonCooper logo. When printing in color, the mark itself should be purple and orange, and purple for the type.



When printing in black and white, the mark and the type should be 100% blk.

Refer to the chart on the right as a basis for using PMS Pantone color and four-color process when reproducing Kamdon Cooper purple and orange on coated and uncoated paper. PMS purple Pantone 261 and PMS orange Pantone 137 is the correct color usage.

A combination of 51% Cyan ink, 100% Magenta ink and 47% Yellow ink will simulate KamdonCooper purple. And combination of 44% Magenta ink and 97% Yellow ink will simulate KamdonCooper orange.

A 100% Black ink will simulate black.

PMS 261	Cyan	Magenta	Process Yellow	Black
	51	100	47	0
PMS 137	Cyan	Magenta	Process Yellow	Black
	0	44	97	0
Black	Cyan	Magenta	Process Yellow	Black
	0	0	0	100

The KamdonCooper corporate mark has been designed to appear on a white background.

Under special circumstances, such as when silk screening or engraving on materials such as metal, vinyl or other plastics or when imprinting on purchased

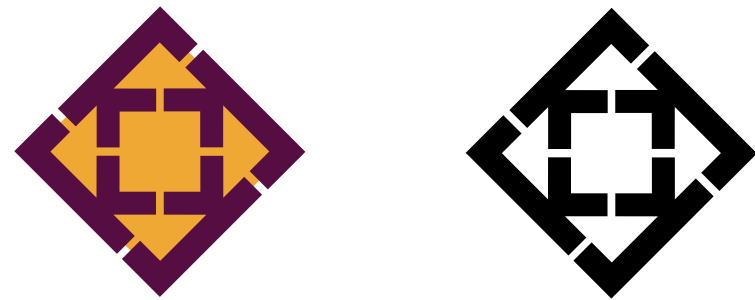
books or pamphlets, the background color may be silver, cream, or off-white. The corporate mark and accompanying text will not be reproduced on a screen or over any shade of black. It also will not be printed over any other color or on a pattern of stripes, graphics, etc.

Basic Standards

Background Color (Correct Usage) 7

Correct way is for the both color and b/w mark to appear on a white background.

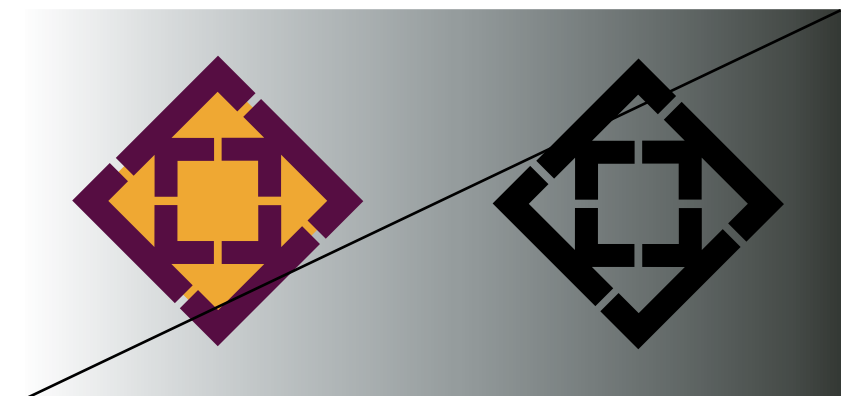
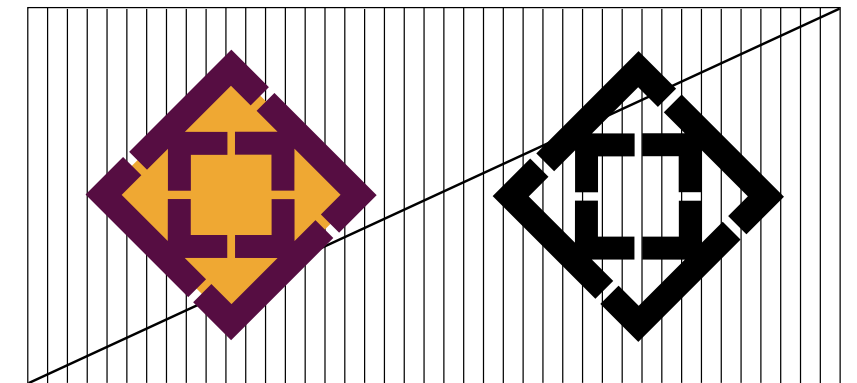
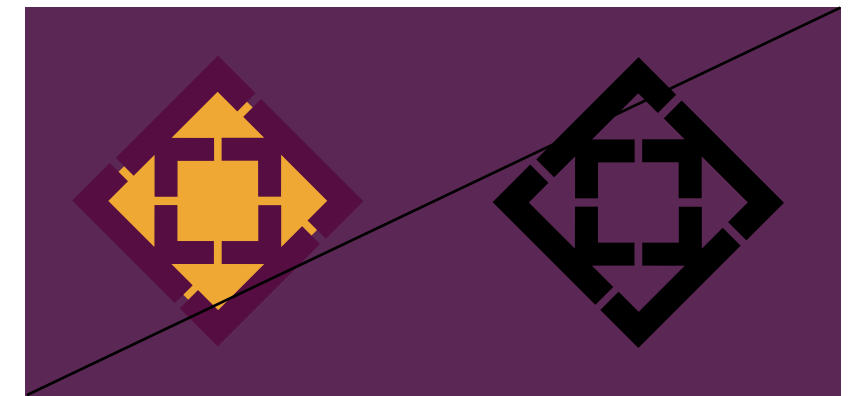
And orange background for color logo if necessary.



Basic Standards

Background Color (Incorrect Usage) 8

Use of any other background with color purple, shadings, and graphics, etc. is incorrect usage.



A primary key to the success of any corporate identity program is the consistent use of a chosen typographic style. The typeface Univers, therefore was chosen for use in all publications and printed pieces.

Univers is available in a variety of weights and styles. In order to maintain consistency, the following standard have been set.

Basic Standards

Typographic Style 9

12 point Century Gothic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910&!?.'(')

Century Gothic Bold: To be used in KamdonCooper type for logo.

16 point Century Gothic Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910&!?.'(')

Univers 55: To be used in headlines, subheads, and text.

9 point Univers 55
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910&!?.'(')

12 point Univers 55
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910&!?.'(')

14 point Univers 65 Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910&!?.'(')

Univers 75 Black: To be used in big headlines and signs (where bolder values are necessary).

18 point Univers 75 Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ abcdefghijklmnopqrstvw
xyz 12345678910&!?.'(')



S t a t i o n e r y S t a n d a r d s

As one of the most frequently used tools in our business, Kamdon Cooper stationery is a major part of the overall corporate identity program.

With that in mind, the following guidelines have been set concerning the selection and use of stationery.

Stationery Standards

Introduction 11

As one of the most frequently-used tools in our business, KamdonCooper stationery is a major part of the overall corporate identity program. With that in mind, the following guidelines have been set concerning the selection and use of stationery.

Size Requirements

Stationery: 8 1/2"x11"
Envelope: No.10
Business Cards:3 1/2"x2"

Letterhead Specifications

The standard orange corporate mark will be featured in all stationery except the color orange will not be featured in fax, memos, or any other miscella

Typing Format

The left margin of the text will be flush left and aligned with the company address at the top of the letterhead. The date, address, greeting, and salutation will also be flush left.

The body copy of typewritten material will be single-spaced with a double space between paragraphs. The first line of the paragraph will not be indented, but will also be flush left.

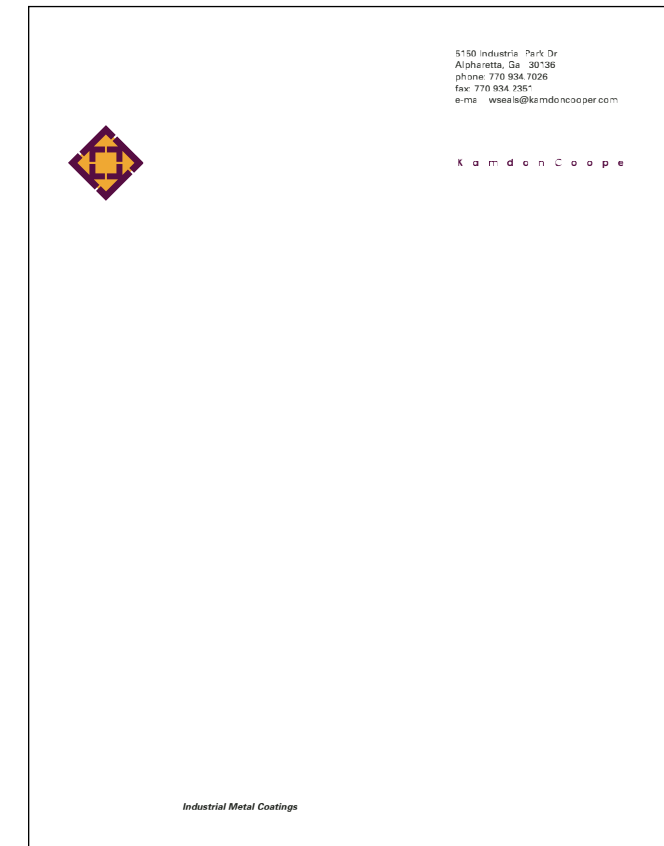
Note: When typing the company name, KamdonCooper should be one word instead of two or being separate with a capital K and C.

Right: KamdonCooper

Wrong: Kamdon Cooper or Kamdoncooper

Stationery Standards

Letterhead 12

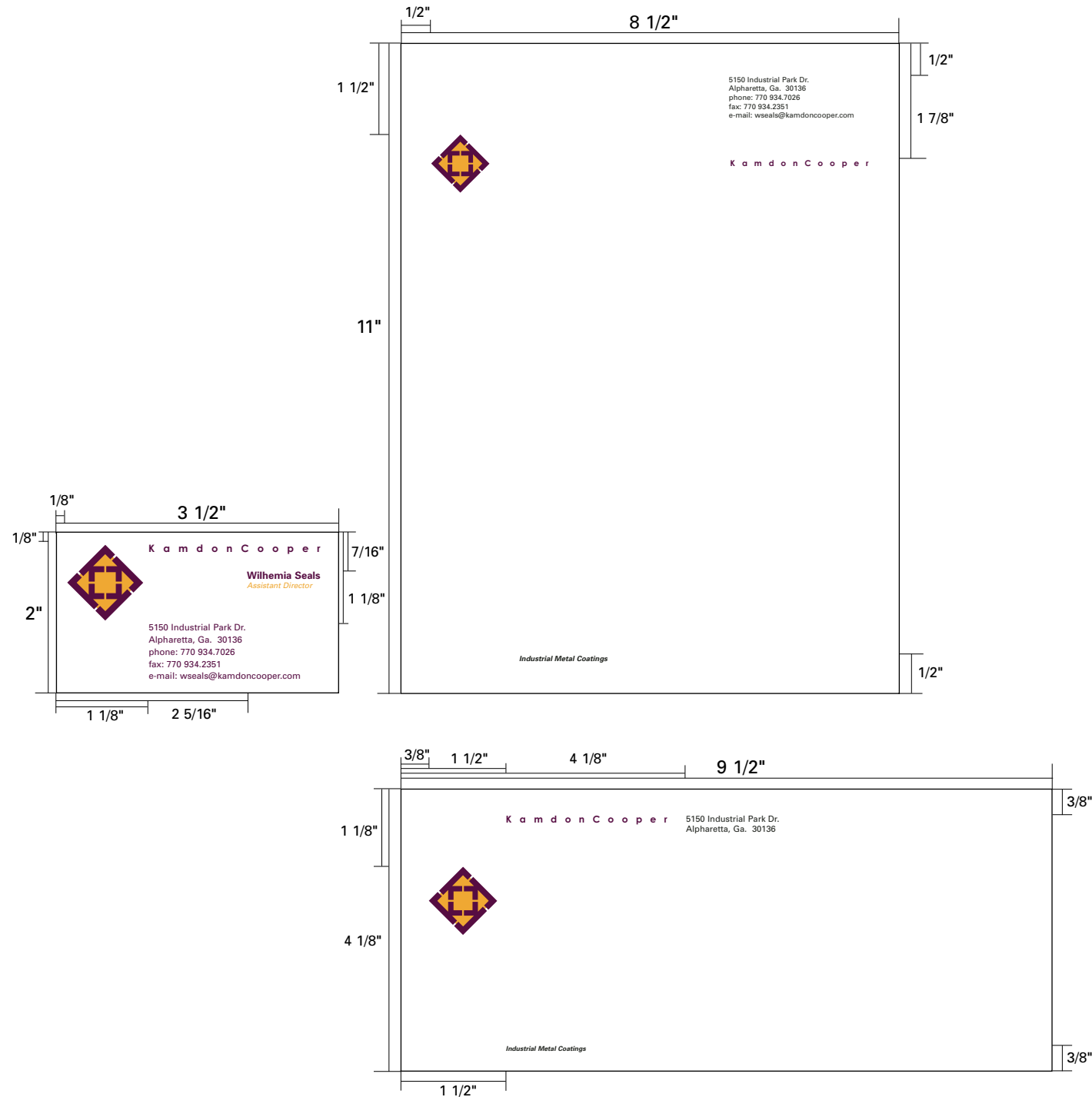


The importance of letterhead require that they have measurements to have guidelines. It has been set concerning the selection and use of stationery.

These guidelines will be frequently used tools in our business. KamdonCooper stationery is a major part of the overall corporate identity program.

Stationery Standards

Letterhead Sample



Illustrated below is an example of the style and positioning to be followed in typing correspondence.

We recommend that this page be reproduced and distributed to all individuals responsible for typing correspondence.

Stationery Standards

Typing Format



Printed Publication Standards

Introduction _____ 17

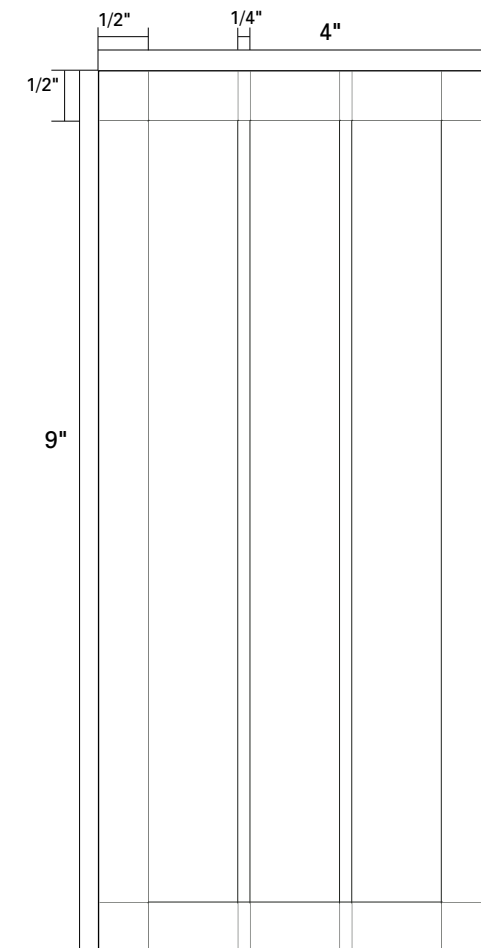
KamdonCooper is one of the company's key forms of communication with the public, because it is often viewed by entire communities.

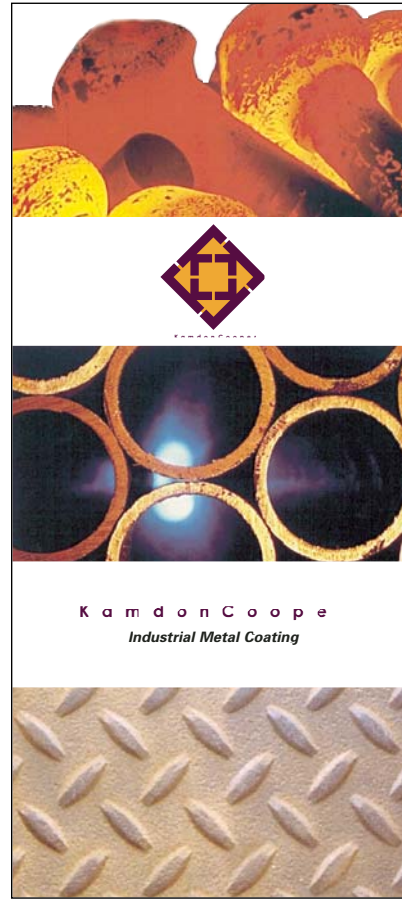
As illustrated in the following pages, KamdonCooper corporate mark will feature in all of the standard corporate literature.

We recommend that this page be reproduced and distributed to all individuals responsible for typing correspondence.

Printed Publication Standards

Slim Jim _____ 18

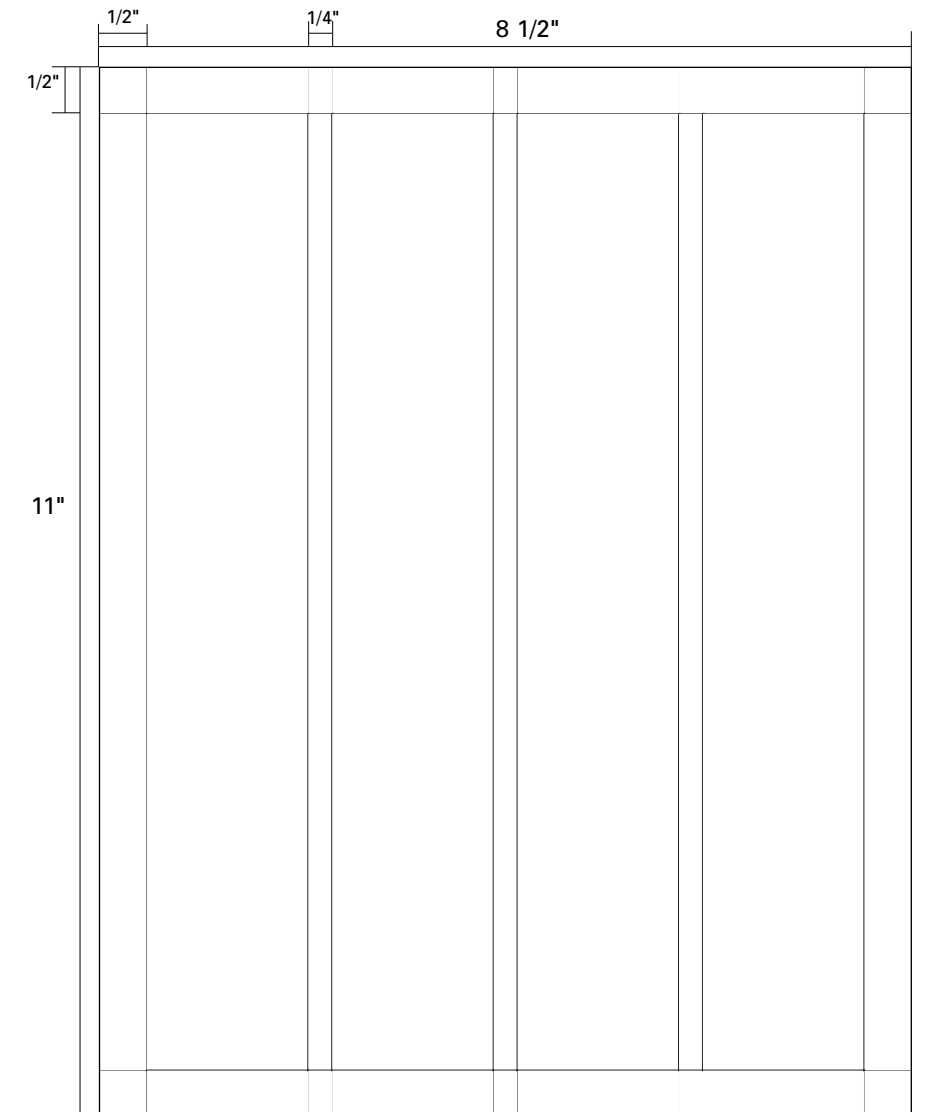




Printed Publication Standards

Brochure

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Connection

The idea of the main theme in the story of the surfacing points out the different aspects of death and how the narrator manages and overcome those aspects is through becoming part of the external world. The environmental surroundings and forces of nature helps to bring out the internalization in the narrator. This could be one of the example of Freudian's psycho-analysis which talks about "the external world, in which the individual finds oneself exposed after being detached from his parents, represents the power of the present." In the case of Surfacing, the narrator is able to or have the potential of knowing reality and finding the sense of self by looking at death through the exposed environment.

Life and death is the metaphor and an important element or factor in the story of Surfacing. Other issues such as the past and present, absence and presence is the major ideals that give different perspective to death. The major crisis of getting an abortion during the life of the narrator made the aspect of birth and death an important issue to the narrator.

Life and death is the metaphor and an important element or factor in the story of Surfacing. The major crisis of getting a metal connected.

Surfacing

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Factors and Elements

The idea of the main theme in the story of the surfacing points out the different aspects of death and how the narrator manages and overcome those aspects is through becoming part of the external world.

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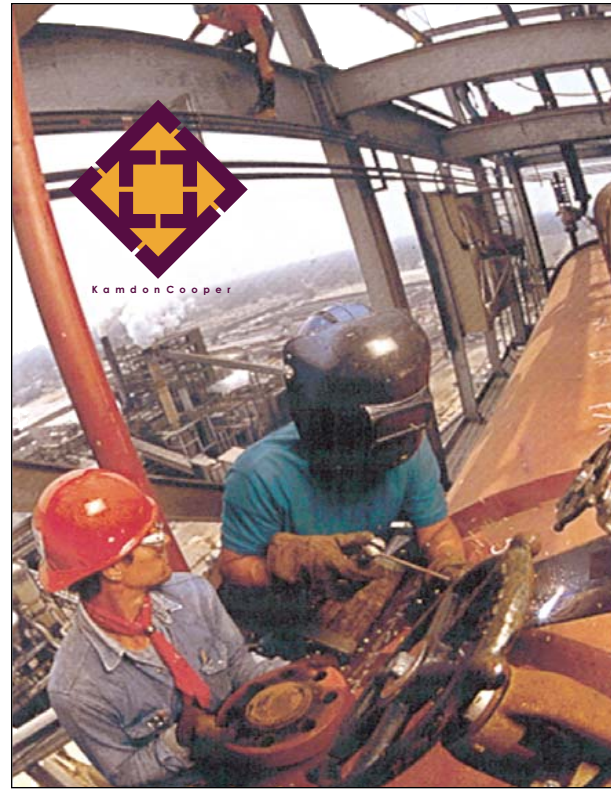
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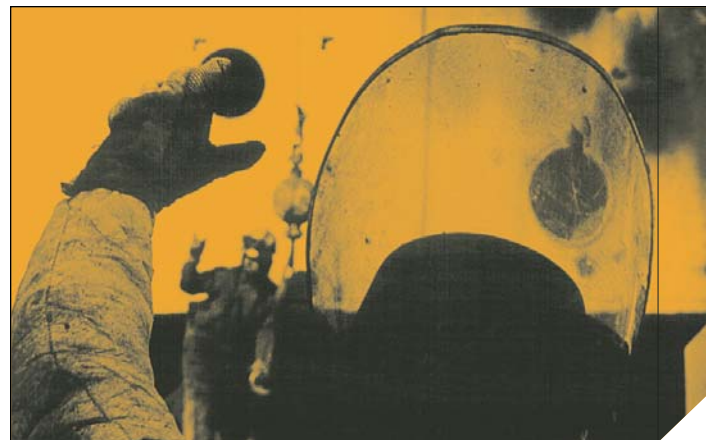
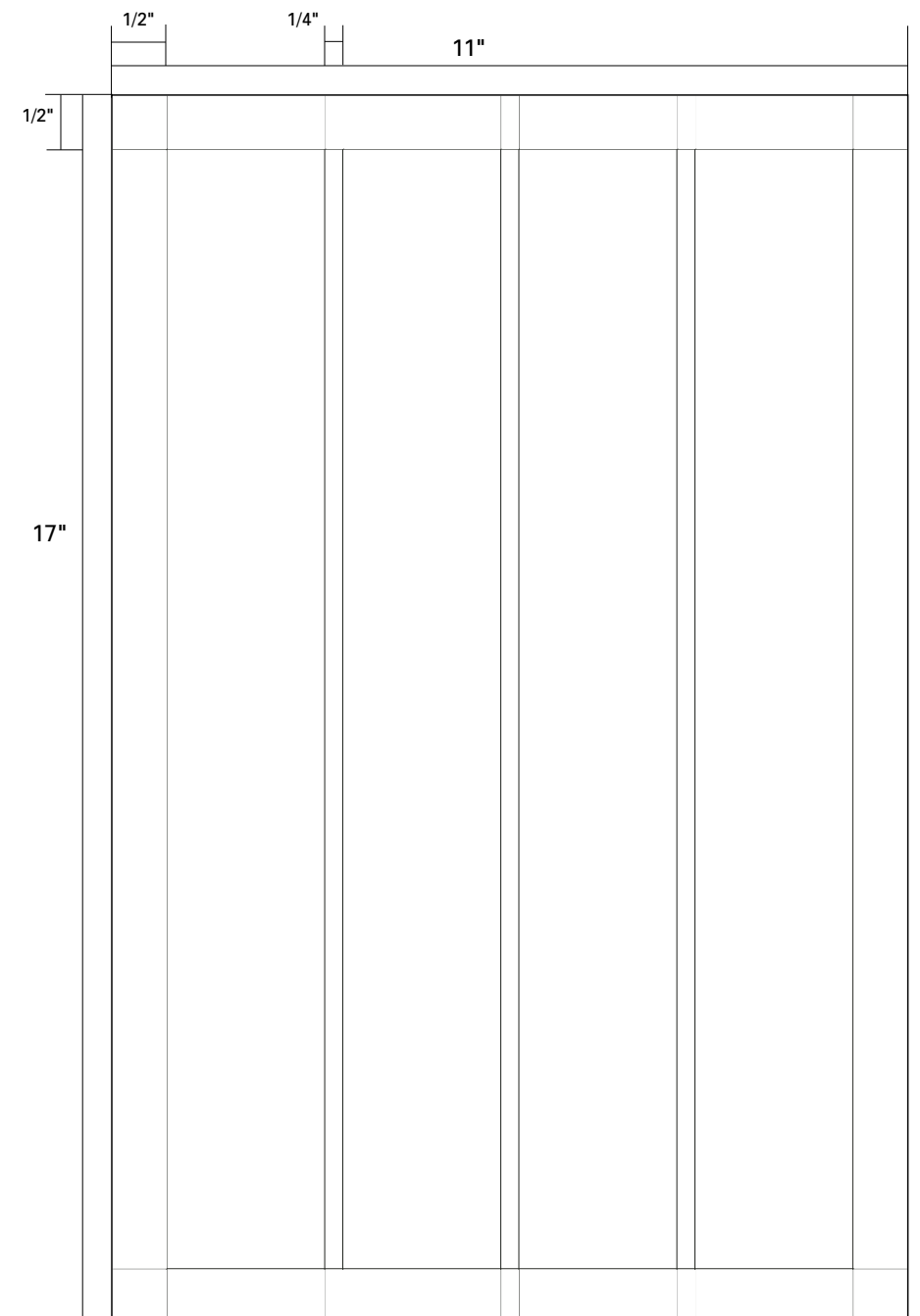
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Printed Publication Standards

Newsletter 22



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MACHINERY WORLD

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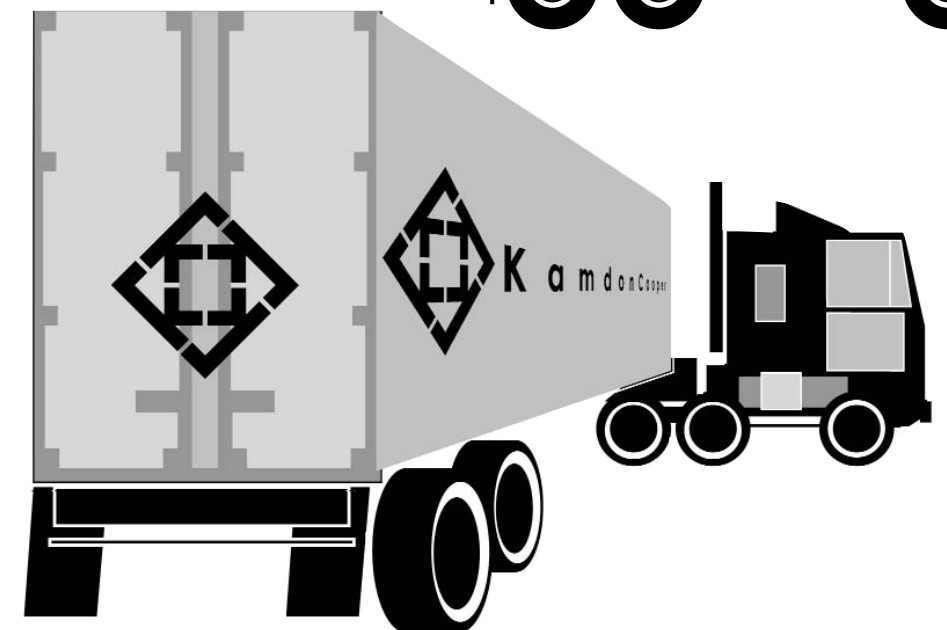
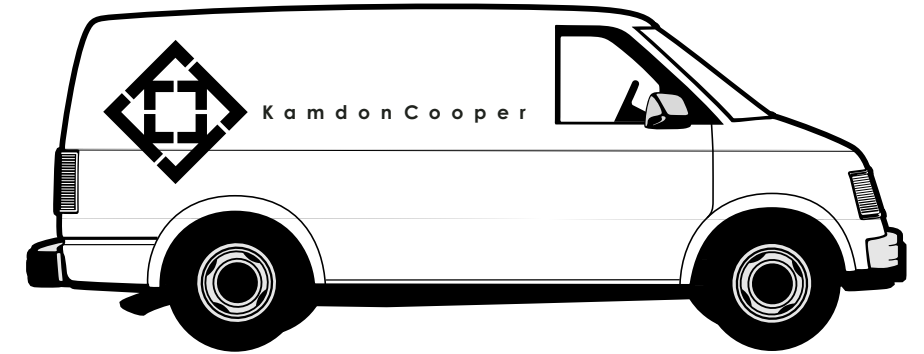
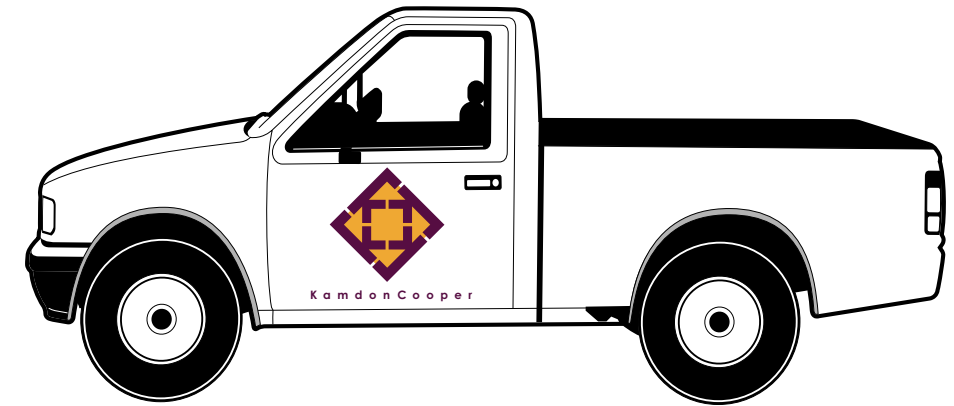
3D Standards

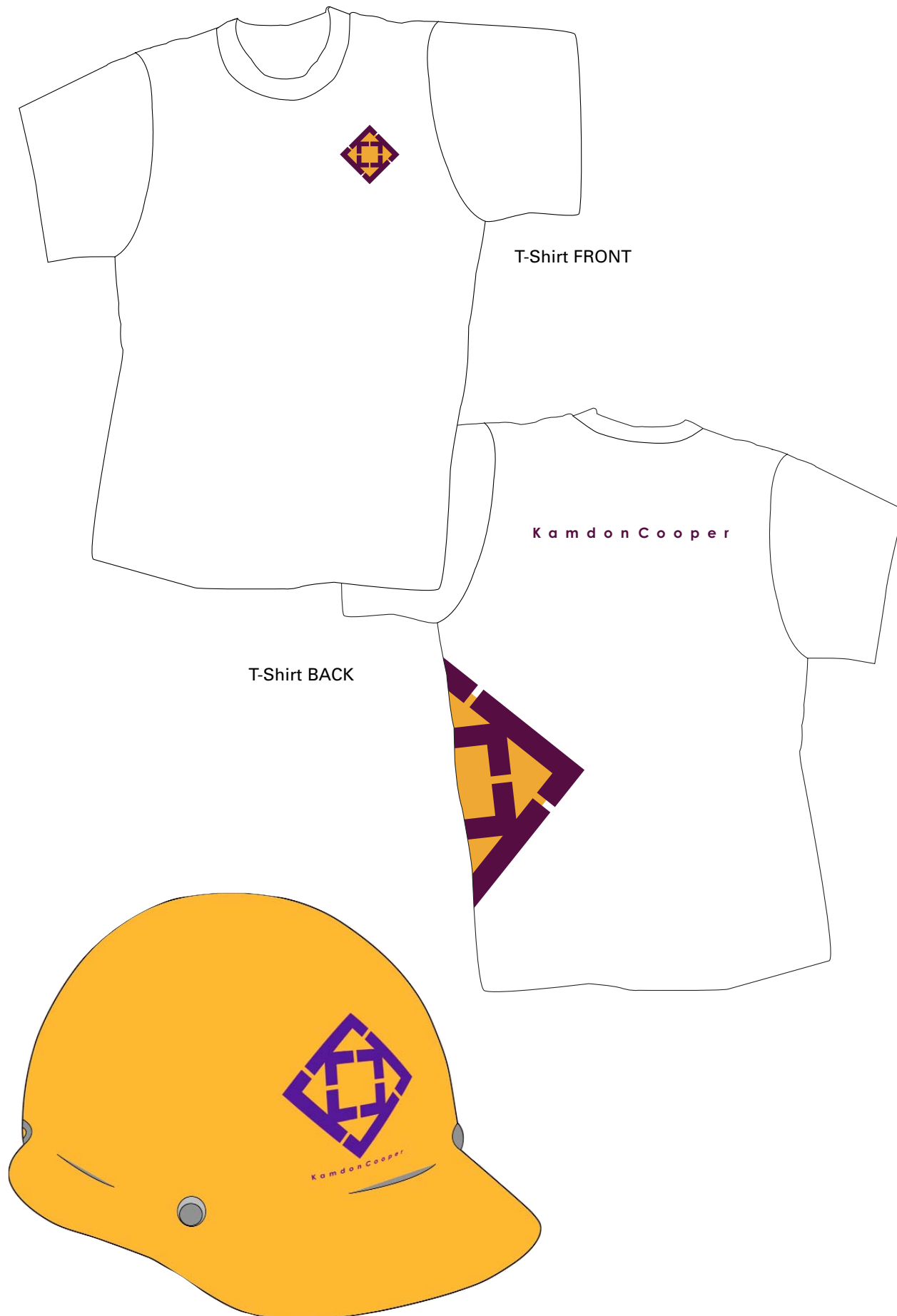
Introduction _____ 25

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Glossary

Align: To line up letters or words on the same horizontal or vertical line.

Configuration: The external shape or form of an element or group of elements.

Corporate Mark: The symbol used for identification of a corporation.

Corporate Signature: A company's legal name displayed in conjunction with the corporate mark.

Flush Left (Right): Set even with the left (right) edge of a column of type and having no indentions.

Font: All of the characters and spacings of one size of one type face.

Legal Name: The company's full name as recorded in its corporate charter. It is to be used in its corporate charter. It is to be used on all company literature.

Partial Tone: The use of two different shades of a color in the same image.

Reverse: Instead of appearing as dark on a white background, an image appears as white of light on a dark background.