

BRAND GUIDELINES



MACLEAN-FOGG

This manual is a guide for the verbal, visual, and digital elements that represent the MacLean-Fogg brand.

The guidelines in this document are intended to be used by those using visual elements that represent the company.

Any design deviating from what is noted in these guidelines must be approved by the Marketing Team.

4	About MacLean-Fogg
9	Our Logo
17	Our Colors
20	Our Typography
24	Our Imagery
27	Sample Media

4 About MacLean-Fogg

9 Our Logo

17 Our Colors

20 Our Typography

24 Our Imagery

27 Sample Media

MacLean-Fogg Company is a global enterprise that partners with key customers worldwide to engineer, manufacture, and distribute products for the automotive and power utility marketplaces.

INTEGRITY

Integrity is the value upon which everything else rests.

We believe that ethical behavior is the foundation of a good business. We do the right thing at all times.

CUSTOMERS

Our Customers are the focus of everything we do.

With our customers in the forefront, we are driven by a culture of continuous improvement in pursuit of excellence in all we do. By building positive relationships, we strive to anticipate and satisfy their needs with world class products and services.

PEOPLE

It's about people.

We strive to create a workplace that practices respect, openness, personal growth and entrepreneurship. We are determined to achieve excellence in Environmental, Health and Safety through Mission Zero.

STEWARDSHIP

We value stewardship.

We are responsible for the welfare of everything that is entrusted to our care: our employees, customers and the environment. It is our obligation to strictly manage our business performance to ensure perpetuity for the benefit of generations to come.

For Us, For Family

For Us, For Family is MacLean-Fogg’s Safety Brand that embodies our commitment to safety and our promise to be there for our families, our coworkers, and even our customers. For Us, For Family is our philosophy and our reason to work safely.

Our Pledge

We believe all incidents are preventable.

We believe no job is so important and no task is so urgent that we cannot do our work safely.

We believe in protecting ourselves and each other, every day.

At MacLean-Fogg, safety is a way of life.



MacLean-Fogg is comprised of two primary businesses, MacLean-Fogg Component Solutions and MacLean Power Systems



4	About MacLean-Fogg
9	Our Logo
17	Our Colors
20	Our Typography
24	Our Imagery
27	Sample Media

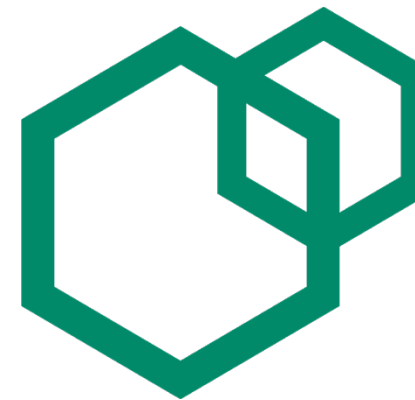
Primary Logo

The MacLean-Fogg Company logo represents our heritage. It is derived from the traditional double-hex icon, and its modern design positions us for future relevance. This mark portrays a calm confidence that reflects the demeanor of our company's leadership. The mature tone of the wordmark communicates our nature as a capable and established parent company.

FULL LOGO



ICON ONLY



Secondary Logos

Due to restrictions in production and certain layout scenarios, occasions will arise where the primary logo is not a viable solution. The logos on this page are approved alternatives to the primary logo.

WHITE



BLACK



STACKED



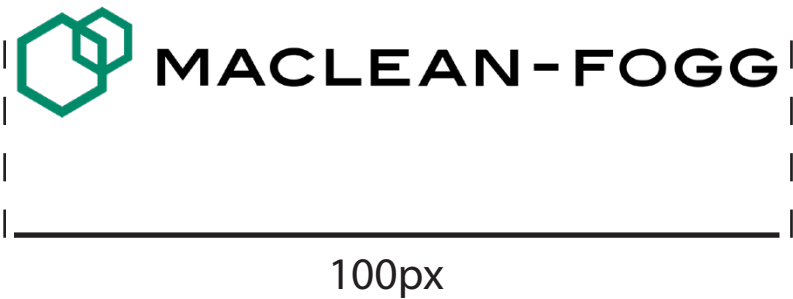
Clearance Space

The MacLean-Fogg logo must be surrounded by a fixed amount of open space based on the width of the hex icon within the logo. The clearance space ensures that the logo does not compete with typography or any graphic element.



Small Scale Usage

To ensure adequate readability of the logo, it should not be reproduced in sizes smaller than 100px on either side of the full logo. For use cases smaller than 100px, only the icon should be used.



For use cases smaller than 100px, only the icon should be used.

Approved Usage

The ideal use of the MacLean-Fogg logo is the primary logo on a white or lightly colored background. Examples of approved use cases are shown here.

- 1. Use the full color logo on white backgrounds
- 2. Use the white logo on black, or dark grey backgrounds
- 3. Use the white logo on dark photos
- 4. Use the full color logo on light grey, or light colored backgrounds
- 5. Use the white-green logo on dark backgrounds
- 6. 1-color logo should be used on 1-color print jobs only



Unapproved Usage

Readability and consistency are important aspects of the MacLean-Fogg logo. The logo should never be used in a way that causes it to lose legibility, keeps it from being easily identified, or misrepresents the MacLean-Fogg brand.

1. Do not crop the logo
2. Do not distort the logo
3. Do not add a shadow to the logo
4. Do not tilt, or flip the logo
5. Do not use the full-color logo on a dark colored background
6. Do not use the full-color logo on a dark photo, or a photo with a busy background



Historical Logos

The historical MacLean-Fogg logos, while no longer in use, are important references for our brand. Our primary logo as it is today was based off of the original double hex.



MACLEAN-FOGG COMPANY



- 4 About MacLean-Fogg
- 9 Our Logo
- 17 Our Colors**
- 20 Our Typography
- 24 Our Imagery
- 27 Sample Media

Primary Colors

The MacLean-Fogg green represents our rich, familial heritage. It also highlights our insight and maturity. MacLean-Fogg black represents our power, stability, and confidence.

The gold and silver provide a calm foundation for the product based brands. These tones provide a complimentary grace to the palette.

<div><div></div><div>PMS 335 C R 0 G 121 B 95 C 97 M 6 Y 69 K 19 #008969</div></div>	<div><div></div><div>PMS 7473 C R 42 G 156 B 137 C 70 M 0 Y 45 K 21 #2A9C89</div></div>	<div><div></div><div>PMS 563 C R 109 G 178 B 163 C 50 M 0 Y 33 K 15 #6DB2A3</div></div>	<div><div></div><div>PMS 7464 C R 163 G 204 B 194 C 30 M 0 Y 20 K 9 #A3CCC2</div></div>	<div><div></div><div>PMS 621 C R 205 G 227 B 221 C 15 M 0 Y 10 K 4 #CDE3DD</div></div>
<div><div></div><div>PMS Black C R 46 G 42 B 38 C 66 M 64 Y 67 K 67 #2E2A26</div></div>	<div><div></div><div>PMS 440 U R 103 G 99 B 96 C 58 M 52 Y 54 K 23 #676360</div></div>	<div><div></div><div>PMS 403 U R 143 G 139 B 137 C 46 M 40 Y 41 K 4 #8F8B89</div></div>	<div><div></div><div>PMS Cool Gray 4 U R 188 G 184 B 182 C 27 M 23 Y 24 K 0 #BCB8B6</div></div>	<div><div></div><div>PMS Cool Gray 1 U R 222 G 219 B 217 C 12 M 10 Y 11 K 0 #DEDBD9</div></div>
<div><div></div><div>PMS 873 C R 137 G 110 B 76 C 41 M 50 Y 74 K 19 #896E4C</div></div>	<div><div></div><div>PMS P 13-7 C R 173 G 152 B 126 C 33 M 37 Y 52 K 2 #AD987E</div></div>	<div><div></div><div>PMS P 13-4 C R 196 G 178 B 160 C 24 M 27 Y 36 K 0 #C4B2A0</div></div>	<div><div></div><div>PMS P 13-1 C R 220 G 209 B 197 C 13 M 15 Y 20 K 0 #DCD1C5</div></div>	<div><div></div><div>PMS P 51-1 C R 237 G 230 B 225 C 6 M 7 Y 9 K 0 #EDE6E1</div></div>
<div><div></div><div>PMS Cool Gray 6 C R 167 G 169 B 172 C 0 M 0 Y 0 K 40 #A7A9AC</div></div>	<div><div></div><div>PMS P 179-4 C R 191 G 194 B 196 C 25 M 18 Y 18 K 0 #BFC2C4</div></div>	<div><div></div><div>PMS 427 C R 209 G 210 B 212 C 17 M 13 Y 12 K 0 #D1D2D4</div></div>	<div><div></div><div>PMS P 179-2 C R 226 G 227 B 228 C 10 M 7 Y 7 K 0 #E2E3E4</div></div>	<div><div></div><div>PMS 663 C R 239 G 240 B 241 C 5 M 3 Y 3 K 0 #EFF0F1</div></div>

Secondary Colors

These secondary colors complement the primary palette. Due to the nature of MacLean-Fogg Company communications, the primary MFCS and MPS colors are represented. Including these colors allow the product-based brands to speak in their own voice.

MacLean-Fogg Component Solutions	<div><div>PMS 7460 C</div><div>R 0 G 134 B 184</div><div>C 100 M 32 Y 14 K 0</div><div>#0086B8</div></div>	<div><div>PMS P 116-5 C</div><div>R 0 G 168 B 212</div><div>C 77 M 13 Y 8 K 0</div><div>#00A8D4</div></div>	<div><div>PMS 297 C</div><div>R 109 G 193 B 225</div><div>C 53 M 6 Y 6 K 0</div><div>#6DC1E1</div></div>	<div><div>PMS P 116-9 C</div><div>R 174 G 217 B 235</div><div>C 30 M 3 Y 4 K 0</div><div>#AED9EB</div></div>	<div><div>PMS P 118-9 C</div><div>R 215 G 236 B 244</div><div>C 14 M 1 Y 2 K 0</div><div>#D7ECF4</div></div>
	<div><div>BLACK</div><div>R 0 G 0 B 0</div><div>C 0 M 0 Y 0 K 100</div><div>#000000</div></div>	<div><div>WHITE</div><div>R 255 G 255 B 255</div><div>C 0 M 0 Y 0 K 0</div><div>#FFFFFF</div></div>	<div><div>PMS 877 C</div><div>R 139 G 140 B 141</div><div>C 48 M 39 Y 39 K 3</div><div>#8B8C8D</div></div>	<div><div>PMS 428 C</div><div>R 195 G 197 B 199</div><div>C 23 M 17 Y 16 K 0</div><div>#C3C5C7</div></div>	<div><div>PMS 7459 C</div><div>R 65 G 150 B 180</div><div>C 73 M 27 Y 21 K 0</div><div>#4196B4</div></div>
	<div><div>PMS Cool Gray 11 C</div><div>R 85 G 87 B 89</div><div>C 65 M 56 Y 53 K 29</div><div>#555759</div></div>	<div><div>PMS 136 C</div><div>R 254 G 190 B 58</div><div>C 0 M 27 Y 87 K 0</div><div>#FEBE3A</div></div>	<div><div>PMS 3025 C</div><div>R 1 G 77 B 113</div><div>C 98 M 69 Y 34 K 18</div><div>#014D71</div></div>	<div><div>PMS 322 C</div><div>R 0 G 112 B 120</div><div>C 100 M 35 Y 50 K 13</div><div>#007078</div></div>	<div><div>PMS 7766 C</div><div>R 189 G 166 B 48</div><div>C 28 M 29 Y 100 K 1</div><div>#BDA630</div></div>
MacLean Power Systems	<div><div>PMS 200 C</div><div>R 186 G 12 B 47</div><div>C 3 M 100 Y 70 K 12</div><div>#BA0C2F</div></div>	<div><div>PMS P 60-6 C</div><div>R 223 G 70 B 77</div><div>C 2 M 70 Y 49 K 9</div><div>#DF464D</div></div>	<div><div>PMS P 58-2 C</div><div>R 231 G 120 B 116</div><div>C 2 M 50 Y 35 K 6</div><div>#E77874</div></div>	<div><div>PMS P 52-9 C</div><div>R 240 G 172 B 164</div><div>C 1 M 30 Y 21 K 4</div><div>#F0ACA4</div></div>	<div><div>PMS P 52-1 C</div><div>R 247 G 213 B 207</div><div>C 0 M 15 Y 10 K 2</div><div>#F7D5CF</div></div>
	<div><div>PMS Cool Gray 9 C</div><div>R 117 G 120 B 123</div><div>C 50 M 40 Y 34 K 17</div><div>#75787B</div></div>	<div><div>PMS 422 C</div><div>R 145 G 140 B 140</div><div>C 35 M 28 Y 24 K 12</div><div>#918C8C</div></div>	<div><div>PMS 413 C</div><div>R 174 G 169 B 167</div><div>C 25 M 20 Y 17 K 8</div><div>#AEA9A7</div></div>	<div><div>PMS Warm Gray 1 C</div><div>R 204 G 201 B 198</div><div>C 15 M 12 Y 10 K 5</div><div>#CCC9C6</div></div>	<div><div>PMS 663 C</div><div>R 229 G 227 B 225</div><div>C 7 M 6 Y 5 K 3</div><div>#E5E3E1</div></div>

4	About MacLean-Fogg
9	Our Logo
17	Our Colors
20	Our Typography
24	Our Imagery
27	Sample Media

The primary typeface used for the MacLean-Fogg brand is **Myriad Pro**. This font has 10 different weight variations so there is an opportunity for creating hierarchy in text. Heavier fonts are used for headlines, while lighter to medium fonts can be used for body copy.

Myriad Pro is the primary font used for marketing collateral and professional print applications. In cases where **Myriad Pro** is not available, Arial should be used.

Myriad Pro

Light | *Light Italic* | Regular | *Italic*
Semibold | *Semibold Italic* | **Bold**
Bold Italic | **Black** | ***Black Italic***

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
?!"\$%&/(<+*;>@#[]

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
?!"\$%&/(<+*;>@#[]

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
?!"\$%&/(<+*;>@#[]

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
?!"\$%&/(<+*;>@#[]

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
?!"\$%&/(<+*;>@#[]

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
?!"\$%&/(<+*;>@#[]

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
?!"\$%&/(<+*;>@#[]

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
?!"\$%&/(<+*;>@#[]

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
?!"\$%&/(<+*;>@#[]

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
?!"\$%&/(<+*;>@#[]

The secondary typeface used for the MacLean-Fogg brand is **Arial**. This font has 4 different weight variations so there is an opportunity for creating hierarchy in text. Heavier fonts are used for headlines, while lighter to medium fonts can be used for body copy.

Arial is the preferred font for applications where Myriad Pro is not available for use. This includes web documents such as Word, PowerPoint, Excel, and others.

Arial

Regular | *Italic*

Bold | ***Bold Italic***

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 ?!"\$%&/(<=+*.;>@#[{	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 ?!"\$%&/(<=+*.;>@#[{
abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 ?!"\$%&/(<=+*.;>@#[{	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 ?!"\$%&/(<=+*.;>@#[{

The email typeface used for the MacLean-Fogg brand is **Calibri**. This font has 6 different weight variations so there is an opportunity for creating hierarchy in text. Heavier fonts are used for headlines, while lighter to medium fonts can be used for body copy.

Calibri is the primary font for body copy of e-mail’s within MacLean-Fogg. E-mail signatures, however, should always be in Arial.

Calibri

Light | *Light Italic* | Regular
Italic | **Bold** | ***Bold Italic***

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
?!"\$%&/(<+*.;>@#[{

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
?!"\$%&/(<+*.;>@#[{

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
?!"\$%&/(<+*.;>@#[{

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
?!"\$%&/(<+*.;>@#[{

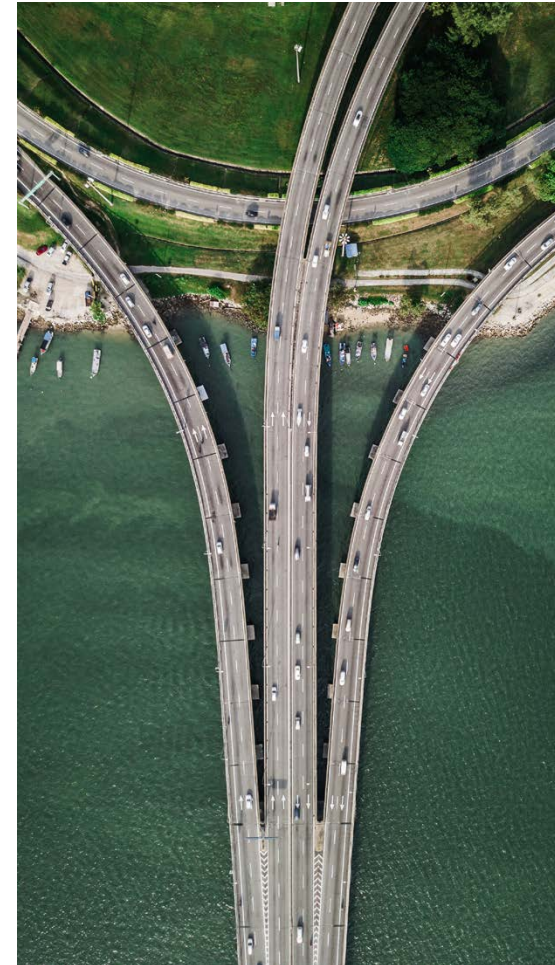
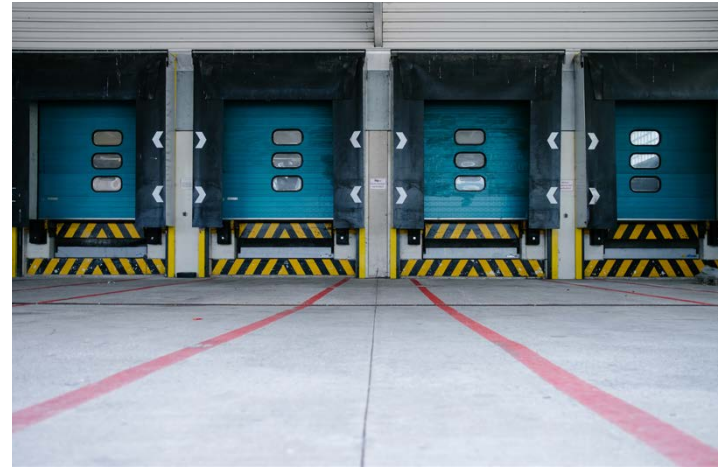
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
?!"\$%&/(<+*.;>@#[{

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
?!"\$%&/(<+*.;>@#[{

4	About MacLean-Fogg
9	Our Logo
17	Our Colors
20	Our Typography
24	Our Imagery
27	Sample Media

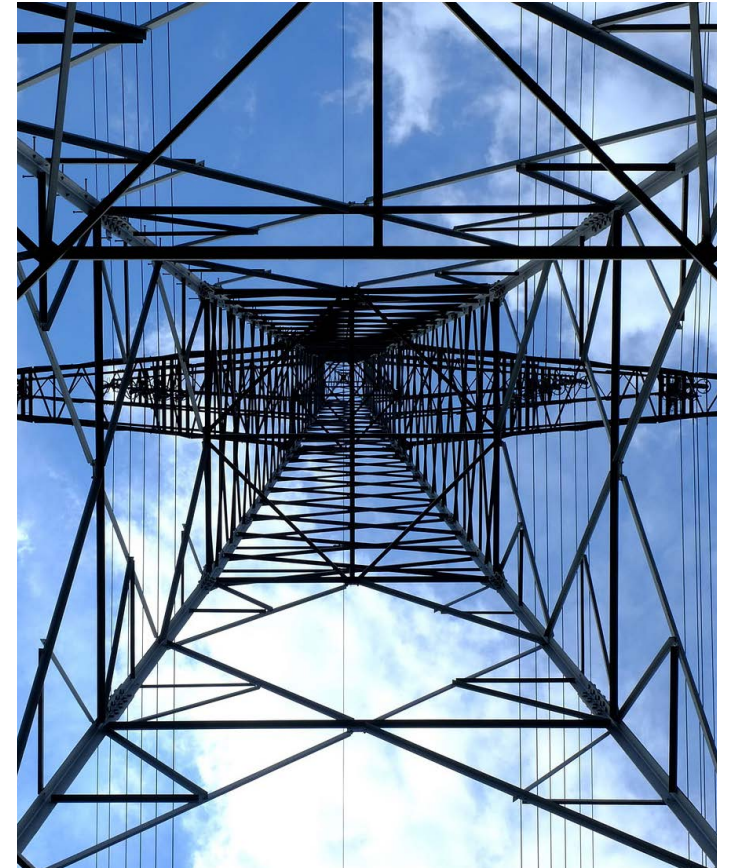
Primary Imagery

Corporate-level imagery is used when speaking about MacLean-Fogg Company. Interest-arousing aerial views of the working world highlight the broad perspective of MacLean-Fogg as an insightful visionary and an industry leader.



Secondary Imagery

Secondary photography includes imagery that speaks in the voice of the product-based brands. This collection of images includes, but is not limited to, MFCS and MPS brand imagery.



- 4 About MacLean-Fogg
- 9 Our Logo
- 17 Our Colors
- 20 Our Typography
- 24 Our Imagery
- 27 Sample Media**

PowerPoint Template

The MacLean-Fogg PowerPoint templates represent our brand attributes in business presentations.



MACLEAN-FOGG BRAND GUIDELINES

2

MACLEAN-FOGG

MACLEAN-FOGG COMPANY OVERVIEW

MacLean-Fogg Company is a group of global enterprises which partner with key customers to engineer, manufacture, and distribute products for the automotive and power utility marketplaces worldwide.

1925

Our Beginning

Founded in 1925, MacLean-Fogg offered one lock nut to North America's railroads.

3,600

Our Employees

MacLean-Fogg's worldwide workforce consists of more than 3,600 dedicated employees.

2 Businesses

Our Divisions

MacLean-Fogg is comprised of two primary businesses: MacLean-Fogg Component Solutions & MacLean Power Systems

28

Our Facilities

MacLean-Fogg has 28 manufacturing facilities throughout North America, Europe and Asia.

© 2021 MacLean-Fogg Company

3

MACLEAN-FOGG

MACLEAN-FOGG COMPANY BALANCED, GROWING ENTERPRISE

SALES (\$MILLIONS)

1976 Barry MacLean becomes President of MacLean-Fogg

1986 First business on the Power side web acquired

1995 MacLean-Fogg names a new division, MacLean Power Systems

2009 Duncan MacLean elected as President of MVS; MVS acquires Saegertown Manufacturing Corp.

2011 MVS becomes MacLean-Fogg Component Solutions

2012 MFC merges Polymer Technologies with EPC to create Engineered Plastics Co.

2014 MFC acquires Curtis Screw Co.

2015 Duncan MacLean becomes President of MacLean-Fogg

2017 Duncan MacLean becomes CEO of MacLean-Fogg

2020 Master Automatic joins MacLean-Fogg as MacLean Master

© 2021 MacLean-Fogg Company

4

MACLEAN-FOGG

MACLEAN-FOGG COMPANY CORE VALUES

INTEGRITY IS THE VALUE UPON WHICH EVERYTHING ELSE RESTS

IT'S ABOUT PEOPLE

OUR CUSTOMERS ARE THE FOCUS OF EVERYTHING WE DO

WE VALUE STEWARDSHIP

© 2021 MacLean-Fogg Company

SAMPLE MEDIA

Letterhead

The MacLean-Fogg letterhead represents our brand attributes for external communications.



Business Card

The MacLean-Fogg business card represents our brand attributes for our employees when communicating with external customers, vendors, contractors, and others.

The clean, yet simple design allows for the logo to stand out while clearly identifying the employee's contact information.

