USA CLEAN®

1-800-USA-CLEAN

The USA-CLEAN Brand Manual

Logos, Colors, Fonts & Style

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The point is
to win

The Company

The name of the company is USA-CLEAN, Inc. The comma and "Inc." are optional and the name of the company may be written as USA-CLEAN. The rest of the name should always be written in the form three capital letters, hyphen, five capital letters.

It should never be written as any of the following: USA-Clean, USA CLEAN, USAC, U.C., usaclean, usa clean, USA Clean, USA-clean.

The Website

The url address of the website is http://www.usaclean.com. It may be referred to as that full address, or as www.usaclean.com or as usaclean.com.

Registered Trademarks

USA-CLEAN has two registered trademarks: its logo and a slogan. Whenever either of these are used in print or on computer, they should be accompanied by the registered trademark ® sign. To type the ® , hold the Alt key on the keyboard and press "0174" on the keypad.

The slogan must always be written exactly as it appears here:
Fixing machines is finally as simple as the machines themselves. ®

Whenever the logo is used, the ® should already be included as part of the logo.

Note the registered trademark

Non-Registered Trademarks

USA-CLEAN has several non-registered trademarks. Whenever either of these are used in print or on computer, they should be accompanied by the trade-mark ™ sign. To type the ™ , hold the Alt key on the keyboard and press "0153" on the keypad.

The following are all USA-CLEAN trademarks and they must always be written exactly as seen below, always accompanied by the ™.

ThemasteR™
TmR™
USAfix™

Note that USA-CLEAN also uses the trademark sign to protect some logos. See page seven for information on those logos.

The tagline or slogan of a business should be a short phrase that describes to the world what the company does or who it is.

In the past, USA-CLEAN's multiple taglines have given it a confusing split identity. Moving forward, USA-CLEAN will use no more than two core taglines for its primary brand. The use of two taglines is necessary because in some contexts USA-CLEAN wishes to advertise its repair services, but in some contexts it must be hidden.

Each slogan must always be written exactly as it appears here and should always be followed by a trademark symbol.

Primary tagline for USA-CLEAN (to advertise repair service):

The largest independent floor cleaning equipment repair service network in North America™

Secondary tagline for USA-CLEAN (to minimize repair service):

The largest independent floor cleaning equipment parts supplier in North America™

Whenever the USA-CLEAN logo is used, the guidelines on this page must be followed.

0.4"   0.4"   0.4"   0.4"

The Exclusion Zone

The gray area surrounding the USA-CLEAN logo represents the exclusion zone. It is defined as 10% of the width of the entire logo. The above logo is four inches, so its exclusion zone is 0.4 inches.

The exclusion zone is an area that must always surround the USA-CLEAN logo. It should never contain any text or images or colors other than the background color of the USA-CLEAN logo (normally white.)

The purpose of the exclusion zone is to ensure that the USA-CLEAN logo is always prominent and clear, regardless of context.

Black, White and USA-Blue all over

The preferred color of the USA-CLEAN logo is USA-Blue on a white background.

When color is not available (such as faxing) a black logo on a white background may be used.

In situations where the background color is not white, the USA-CLEAN logo should be black (on a lighter background) or white (on a darker background.)

The follow are examples of things that are <u>NOT ALLOWED</u> when displaying the USA-CLEAN logo.

Stretching
The proportions of the USA-CLEAN logo should not be changed.
For every inch of width, the logo should be 0.544 inches tall.

Shrinkage
The USA-CLEAN logo should never be portrayed at a size less than one inch wide.

Discoloration
Solid colors (usually USA-Blue, black and white) must be used in the USA-CLEAN logo. Do not use a pattern, gradient or any other combination of multiple shades or colors.

Dismemberment
Do not remove any part of the USA-CLEAN logo. It must always be portrayed in its entirety.

Solid Background
The background of the USA-CLEAN logo is always a solid color, usually white, black or USA-Blue. Never use a pattern or gradient as the background color.

Exclusion to the Rule
Never allow another graphical element within the USA-CLEAN exclusion zone.

Boxed In
Never surround or isolate the USA-CLEAN logo within any sort of box or frame.

Skew Yourself
The USA-CLEAN logo should not be skewed or have its perspective changed in any way.

These logos represent different facets of the USA-CLEAN brand.
The same rules for how to use the primary USA-CLEAN logo apply to these.

TSG's and RG's

These logos are used primarily in the catalog sections that are their namesakes. They represent an important asset for USA-CLEAN: the added value that we provide to customers in the form of free tech support.

Both of these logos exist solely as black on a white background. No color or reversed logos exist for these logos.

Note that these logos both bear the ™. Both of these are trademarks of USA-CLEAN and must always feature this trademark symbol to protect them as intellectual property.

USAfix

The USAfix™ logo represents USA-CLEAN's fleet management software.

In situations where it is not possible to use an image to represent USAfix™, it may be typed as three capital letters followed by three lower case letters with a trademark symbol immediately following the last letter (as it is written in this guide.)

Both the name USAfix™ and its logo bear the ™. Both are trademarks of USA-CLEAN and must always feature this trademark symbol to protect them as intellectual property.

The Mopman, aka Mopper

These logos are a relic of the time when USA-CLEAN was a cleaning company. They do not match USA-CLEAN's current business model and should not be used.

These logos are not currently protected by a trademark symbol.

The following are approved fonts for general use in their proper context. It is important that only one family of fonts be used for any single document or set of documents and that these fonts not be mixed together in the same materials.

Arial
the quick brown fox jumps over a lazy dog THE QUICK BROWN FOX JUMPS OVER A LAZY DOG 1 2 3 4 5 6 7 8 9 0

Calibri
the quick brown fox jumps over a lazy dog THE QUICK BROWN FOX JUMPS OVER A LAZY DOG 1 2 3 4 5 6 7 8 9 0

Franklin Gothic
the quick brown fox jumps over a lazy dog THE QUICK BROWN FOX JUMPS OVER A LAZY DOG 1 2 3 4 5 6 7 8 9 0

Arial is the preferred font for catalogs, PowerPoint presentations, business cards, invoices, etc. It may be used for any purpose.

Calibri is an optional alternative for email, spreadsheets, PowerPoint presentations and marketing materials.

Franklin Gothic is reserved for marketing material only. Other fonts in the Franklin Gothic family are also considered acceptable for marketing materials.

The regular/plain version of these fonts should be used for any body of text. Italic or bold versions (or for Franklin Gothic different weights or condensations) may be used for special sections of text such as headers, footers or captions.

For certain specific purposes, other fonts may be used (such as certain parts of the header in USA-CLEAN catalogs) but unless the use of other fonts is specifically authorized, please use only Arial, Calibri and Franklin Gothic.

These fonts were chosen because they are easy to read and universal across most computers. By sticking to these of fonts, USA-CLEAN will maintain a consistantly professional appearance and coherent branding.

Designing a document in basic shades of white, black and gray is always acceptable. If color is needed in a document, these are the approved colors which should be used to represent USA-CLEAN brands.

The primary definition of these colors is the Pantone description, but the Pantone versions should only be used for spot color printing (professional printers.) In four color process printing (laser and inkjet printers) the CMYK versions should be used. When the document will not be printed (i.e. a PowerPoint presentation,) the RGB versions should be used. If, when designing for the web, RGB colors are not available, the Hex version may be used as a last resort.

USA-Blue

Pantone
Reflex Blue

CMYK
Cyan: 100
Magenta: 073
Yellow: 000
Black: 002

RGB
Red: 000 (00.0%)
Green: 032 (12.5%)
Blue: 159 (62.4%)

Hex
#00209F

USA-Cool Blue

Pantone
PMS 283

CMYK:
Cyan: 041
Magenta: 015
Yellow: 000
Black: 000

RGB:
Red: 143 (56.1%)
Green: 188 (73.7%)
Blue: 230 (90.2%)

Hex:
#8FBCE6

USA-Orange

Pantone
PMS 143

CMYK:
Cyan: 005
Magenta: 036
Yellow: 098
Black: 000

RGB:
Red: 239
Green: 170
Blue: 034

Hex:
#EFAA22

USA-Blue is the color of the USA-CLEAN logo. It is the color that represents the USA-CLEAN brand.

USA-Cool Blue compliments USA-Blue. It is always meant to be a secondary accent color to USA-Blue.

USA-Orange compliments USA-Blue in the USAfix™ logo. It is the color that represents the USAfix™ brand.

General Rules for Email

Sending email in a clean, standardized format helps maintain our professional appearance in the marketplace.

As general guidelines--**but especially when sending email outside of the company**--stick to the following rules:
• Use either approved font (Arial or Calibri,) but stick to one throughout the entire email
• Use only black for the font color
• Use only 11 pt for a font size
• Use the subject line of the email to signify the topic
• Do not use a theme, border or background color
• Follow the employee handbook and common sense when composing emails (i.e. do not use profanity or threats of violence in email)

Email Signatures

The purpose of an email signature is to clearly state to the recipient who sent the email and how to contact them. By maintaining the same email signature for-mat, USA-CLEAN represents itself as a cohesive and unified team.

Please follow these rules when creating your email signature:
• Use either approved font (Arial or Calibri,) but use the same choice for both the body of the email and the signature
• The first line should be your name in bold text with standard capitalization in 10 pt font
• The second line should be your USA-CLEAN email address in all lower case in 9 pt font
• The third line should begin with "USA-CLEAN" in plain 9 pt font followed by a comma and either your title or the name of your department in 9 pt italicized font
• The fourth line should begin with "1-800-USA-CLEAN ext." followed by your phone extension number in 9 pt font
• The fifth line should be "www.usaclean.com" in 10 pt font

Example of proper email format

Send Cc...
Bcc...
Subject: This is the proper email signature

Bruce Bushert,
b.bushert@usaclean.com
USA-CLEAN, *President & CEO*
1-800-USA-CLEAN ext. 4444
www.usaclean.com

Example of email signature in Arial

Bruce Bushert
b.bushert@usaclean.com
USA-CLEAN, *President & CEO*
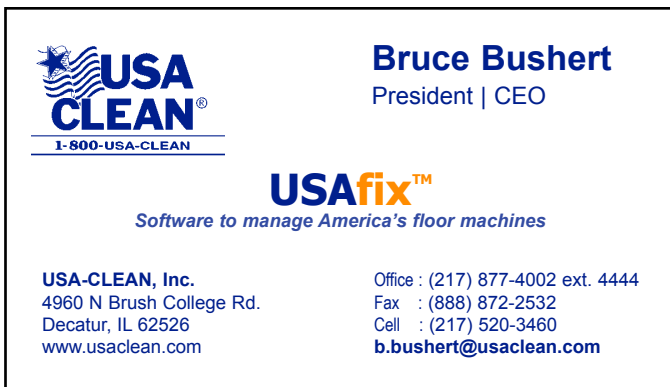1-800-USA-CLEAN ext. 4444
www.usaclean.com

Example of email signature in Arial

Bruce Bushert
b.bushert@usaclean.com
USA-CLEAN, *President & CEO*
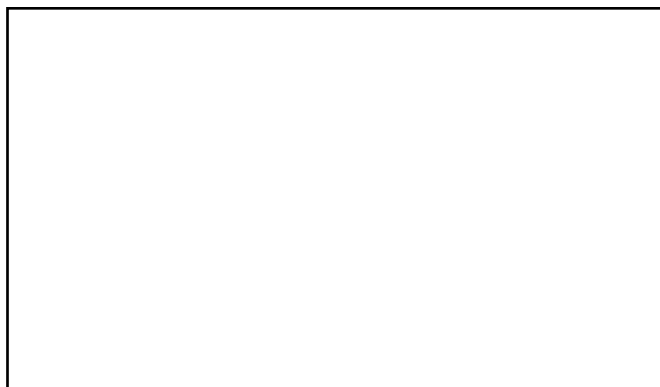1-800-USA-CLEAN ext. 4444
www.usaclean.com
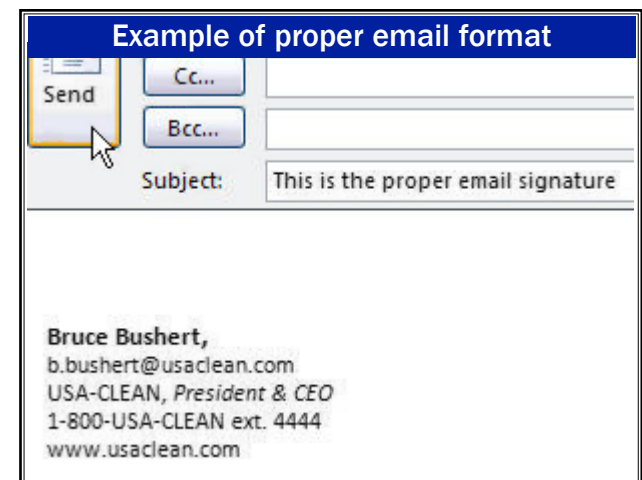
All USA-CLEAN business cards should conform to the standard business card size of **3.5 inches wide by 2 inches tall**.

Personal Business Card example

USA CLEAN
1-800-USA-CLEAN

Bruce Bushert
President | CEO

USAfix™
Software to manage America's floor machines

USA-CLEAN, Inc.   Office : (217) 877-4002 ext. 4444
4960 N Brush College Rd.   Fax   : (888) 872-2532
Decatur, IL 62526   Cell   : (217) 520-3460
www.usaclean.com   **b.bushert@usaclean.com**

Front

Back

Departmental Business Card example

USA CLEAN
1-800-USA-CLEAN

Floor Cleaning Equipment
Repairs, Rentals & Parts
Vendor # 966515

Service for all floor cleaning equipment in central Illinois!

4960 N Brush College Rd.   Office : (800) USA-CLEAN (option 3)
Decatur, IL 62526   Fax   : (888) USA-CLEAN
www.usaclean.com   parts@usaclean.com

Front

Onsite repair and preventative maintenance
In shop repair
    Engine and machine rebuilds
    Vacuum refurbishing
Rentals
    Propane and battery buffers
    Walk behind and rider scrubbers
Thousands of parts in stock
Delivery and pickup available for all floor equipment

1-800-USA-CLEAN

Back

Whenever using a USA-CLEAN logo, follow the guidelines on pages five and six of this manual. All USA-CLEAN logos can be found within the folder **L:\Graphics\USA-CLEAN logos**

Low resolution RGB logos for use in internal documents or onscreen viewing only
The following logos are 800 pixels wide at 100DPI. They are located at **L:\Graphics\USA-CLEAN Logos\LowRes**

BlueOnWhite.jpg   WhiteOnBlue.jpg   BlackOnWhite.jpg   WhiteOnBlack.jpg

High resolution CMYK logos for use in printed documents
The following logos are 4800 pixels wide at 300DPI. They are located at **L:\Graphics\USA-CLEAN Logos\HighRes**

BlueOnWhite.jpg   WhiteOnBlue.jpg   BlackOnWhite.jpg   WhiteOnBlack.jpg

Specialty logos for use in Quark or image creation software
The following logos are located at **L:\Graphics\USA-CLEAN logos\Specialty**

For use in Quark. Colors may be changed in Quark via a clipping path.

This is the core USA-CLEAN logo. It contains the mathematical information that describes the exact shape of the logo at any size. The colors may be set when the logo is utilized.

Logo.tif   Logo.eps

**Content will be added in the next revision
of the USA-CLEAN Brand Manual.**

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