

 <p>PROPERTY OF MASTERCRAFT SAFETY U.S.A. COPYRIGHT 2010 ALL RIGHTS RESERVED</p>	TITLE:	2012 BRAND GUIDELINES
	TYPE:	LOGO USAGE
	DATE SENT:	2.10.12
	SENT BY:	RCH DESIGNS

MAIN LOGO_WEB, LETTERHEAD, BUSINESS CARDS:

Usage: White background or light colors



Usage: Black background or dark colors



MAIN LOGO_ONE COLOR:

Usage: White background or light colors



URL LOGO_WEB, LETTERHEAD, BUSINESS CARDS:

Usage: White background or light colors



Usage: Black background or dark colors



URL LOGO_ONE COLOR:

Usage: White background or light colors



MAIN LOGO_EMBROIDERY:

Usage: White background or light colors



Usage: Black background or dark colors



MAIN LOGO_ONE COLOR:

Usage: Black background or dark colors



URL LOGO_EMBROIDERY:

Usage: White background or light colors



Usage: White background or light colors



URL LOGO_ONE COLOR:

Usage: Black background or dark colors



COLOR CHART: Ink



PANTONE Red 187 C	PANTONE Black	Gradient 2 to 35
C M Y K 0/100/79/20	C M Y K 0/0/0/100	
R G B 196/18/48	R G B 35/31/32	

COLOR CHART: Embroidery Thread



Red 919-1839	Black 919-1800	White 919-1801
-----------------	-------------------	-------------------

Madeira® Thread Polyneon

**BUTTON LOGO_INK:
ON WHITE OR LIGHT COLORS**

Logo Color: Grey
Usage: Left or Right profile placement



Logo Color: Black
Usage: Left or Right profile placement



Logo Color: Red
Usage: Left or Right profile placement



**BUTTON LOGO_INK:
ON BLACK OR DARK COLORS**

Logo Color: Grey
Usage: Left or Right profile placement



Logo Color: White
Usage: Left or Right profile placement



Logo Color: Red
Usage: Left or Right profile placement



*Tonal use of logo is prohibited unless authorized prior to application.

COLOR CHART: Ink



PANTONE Red 187 C	PANTONE Black	PANTONE Grey 428 C	PANTONE White
C M Y K 0/100/79/20	C M Y K 0/0/0/100	C M Y K 0/0/0/20	C M Y K 0/0/0/0
R G B 196/18/48	R G B 35/31/32	R G B 207/212/216	R G B 255/255/255

**BUTTON LOGO_EMBROIDERY:
ON WHITE OR LIGHT COLORS**

Logo Color: Grey
Usage: Left or Right profile placement



Logo Color: Black
Usage: Left or Right profile placement



Logo Color: Red
Usage: Left or Right profile placement



**BUTTON LOGO_EMBROIDERY:
ON BLACK OR DARK COLORS**

Logo Color: Grey
Usage: Left or Right profile placement



Logo Color: White
Usage: Left or Right profile placement



Logo Color: Red
Usage: Left or Right profile placement



COLOR CHART: Embroidery Thread



Red 919-1839	Black 919-1800	Grey 919-1918	White 919-1801
-----------------	-------------------	------------------	-------------------

Madeira® Thread Polyneon

**BUTTON LOGO_EMBROIDERY:
ON WHITE OR LIGHT COLORS**

Logo Color: Grey on Black base
Usage: Left or Right profile placement



Logo Color: White on Black base
Usage: Left or Right profile placement



Logo Color: Red on Black base
Usage: Left or Right profile placement



**BUTTON LOGO_EMBROIDERY:
ON BLACK OR DARK COLORS**

Logo Color: Grey on Black base
Usage: Left or Right profile placement



Logo Color: White on Black base
Usage: Left or Right profile placement



Logo Color: Red on Black base
Usage: Left or Right profile placement



COLOR CHART: Embroidery Thread



Red 919-1839	Black 919-1800	Grey 919-1918	White 919-1801
-----------------	-------------------	------------------	-------------------

Madeira® Thread Polyneon

Mastercraft Safety®: USAGE/CONFIDENTIALITY NOTICE

Additional usage for other than the intended authorized use is prohibited. Never alter the scale of the Mastercraft Inc. logo including horizontal or vertical stretching. Never add to or remove designated logo attributes. All Mastercraft Inc. logo attributes are to be used together unless prior authorization. Never change designated color chart color or thread callouts. If you have questions concerning these terms and conditions, contact Mastercraft Safety® immediately. This file/electronic image contains information that is privileged, confidential, or otherwise exempt from disclosure under applicable law. In addition, the contents of this Emailed image are owned by Mastercraft Safety® and cannot be used unless written acknowledgement of release has been granted. If you are not the addressee or it appears from the context or otherwise that you have received this image in error, please advise me immediately by reply e-mail, keeping the contents confidential, and immediately delete this file/electronic image from your system.