



PRODUCTIVITY
IN THE MOST **DEMANDING**
ENVIRONMENTS

2015

Brand Program

STRATEGY | STANDARDS | APPLICATIONS



2015

Brand Program

STRATEGY | STANDARDS | APPLICATIONS

Kennametal delivers a world-class customer experience through advanced materials knowledge and applications engineering expertise.



Today, Kennametal's operational excellence contributes to our worldwide position of leadership as designers, manufacturers, and suppliers of cutting tools, engineered components and advanced materials.

In the future, we'll continue to lead our industry by delivering a world-class customer experience with every interaction. Broad expertise in technology, coupled with a portfolio of well-respected brands, will reinforce our reputation as a global innovator.

Behind this reputation is the promise of an idea that originated in Latrobe at our founding: a strong, unified brand identity is something we can all stand behind. This document was developed to promote the Kennametal name, and strengthen each customer's experience as they interact with our brands.

A handwritten signature in black ink, reading "John H. Jacko, Jr." in a cursive style.

JOHN H. JACKO, JR.
VP & Chief Marketing Officer



Legal Guidelines

Use of “Kennametal” as a Trade Name and as a Trademark

In corporate literature, the term “Kennametal” has more than one function. The term “Kennametal” can be used as a shortened reference to the company name “Kennametal Inc.” In this context the term “Kennametal” is used as a trade name and the first letter in the word should be capitalized. The term can also function as a trademark when used as an adjective referring to products.

Example: “Kennametal tungsten carbide inserts”

When used as a trademark, the term should be set apart from the adjacent words by capitalizing the first letter to inform the reader that the term has special significance as a trademark.

Use of Trademark Notice Symbols

“Kennametal®” should only be used in accordance with the specific corporate identity standards set forth in this guideline.

With other Kennametal trademarks, the Circle R “®” notice, should only be used after a national trademark has been acquired in a specific country. Kennametal’s general guidance is to use the “TM” (in superscript) notice following all marks owned by Kennametal along with the appropriate ownership footnote. If there are any questions concerning the proper use of the “TM” (in superscript) or ® notices, these questions should be discussed with Kennametal’s Legal Department before the marks and the designations are published in a document.

Ownership Footnotes

The trademarks identified by “TM” (in superscript) and ® notices in a document should also be accompanied by a footnote that identifies the owner of the mark.

Example: “Trademark of Kennametal Inc.”

The footnotes should appear on the bottom of the last page of documents of about five pages or less. For documents greater than five pages in length, on slide presentations, and on Intranet and Internet materials, the footnote should appear in the footer on each page of the document.

Use of Kennametal’s Trademarks by Third Parties

Kennametal does permit the use of its trademarks by third parties such as distributors and tool manufacturers. In most cases such use is controlled by written license agreements. License agreements allow Kennametal to control the quality of the goods produced under Kennametal’s brand name.

Trademark Infringement

Trademark infringement occurs when another party uses a trademark which is identical or confusingly similar to a Kennametal trademark, in relation to products or services which are identical or similar to the Kennametal products or services identified by the Kennametal trademark.

When trademark infringement is suspected:

- Document the name of the goods, the mark, and the company selling the goods.
- Document the circumstances of how the allegedly infringing mark was discovered.
- Obtain a copy of any document containing the allegedly infringing mark.
- Forward all the information to the Intellectual Property Law section of Kennametal's Legal Department in Latrobe, Pennsylvania:
 - larry.meenan@kennametal.com
 - matthew.smith@kennametal.com

Trademark Use

- Use Kennametal trademarks only in advertising of Kennametal's products and services.
- Do not alter the visual representation or spelling of a trademark.
 - Never use the plural form of a trademark.
 - Never hyphenate a trademark.
 - Never abbreviate a trademark.
 - Never combine a trademark with any words or symbols not approved by the legal department.
- When using a trademark in text, always distinguish the mark by capitalizing the first letter of the name.

Example: Kennametal

- Always use a trademark as an adjective.
 - Never use a trademark as a verb or as a noun.

Use of Copyright

Copyright language must appear on all PowerPoint slides and Websites, and must be included on every slide and/or webpage.

When a copyright is included on any corporate literature, sales literature, advertisements or drawings, then the following copyright language is to be used:

Example: ©2015 Kennametal Inc. | All rights reserved. | 0-00-00000

- All copyright language should be set in 6pt. Helvetica Neue 57 Condensed (the preferred type family). The alternative typeface is Arial, which may be used when Helvetica Neue Condensed is not available.
- The structure of the copyright language cannot be changed, and must match the example listed above. However, the project code "0-00-00000" may be removed if it is not required.

Legal Reservations

Kennametal Inc. reserves the right to modify these guidelines at its discretion in order to protect its corporate identity, trademarks, and good will. Use of the Kennametal trademark is subject to compliance with these guidelines and applicable law.

Strategy

Section 1.0: Strategy

- Section 1.1** Our Mission, Vision, Strategies, and Values
- Section 1.2** Our Brand Defined

Standards

Section 2.0: Standards

- Section 2.1** Logo Art and Usage
- Section 2.7** Kennametal Companies Logo and Usage
- Section 2.8** Kennametal Stellite Logo
- Section 2.10** Color Palette
- Section 2.11** Color Usage
- Section 2.12** Typography
- Section 2.13** Typographic Treatments (Background Type)
- Section 2.14** Flagship Stripe
- Section 2.17** Vertical Flagship Stripe
- Section 2.18** Images
- Section 2.19** Image Treatments
- Section 2.20** Corporate Graphics
- Section 2.22** Product Platform Graphics

Applications

Section 3.0: Applications

Marketing Materials

- Section 3.1** Global Business Card Ordering Process
- Section 3.2** Business Cards
- Section 3.3** Letterheads
- Section 3.4** Envelopes/Mailing Labels
- Section 3.5** PowerPoint Template
- Section 3.6** Press Release
- Section 3.7** Pocket Folder
- Section 3.8** Product Brochure
- Section 3.9** Vertical Brochure
- Section 3.10** Overview Ad
- Section 3.11** Product Ad
- Section 3.12** Vertical Ad
- Section 3.13** Product Catalog
- Section 3.14** Binder Cover/Spine
- Section 3.15** Calendars
- Section 3.16** Supplemental Covers
- Section 3.17** Packaging
- Section 3.18** Vehicles
- Section 3.19** CD/Jewel Case Insert
- Section 3.20** Flag
- Section 3.21** Signage
- Section 3.24** Specialty Items/Wearables
- Section 3.25** Commercial Sales Documentation
- Section 3.28** HTML Style Guidelines

Applications

Section 3.0: Applications (continued)

General Communications

- Section 3.30** Fax Cover Sheet
- Section 3.31** Memorandum
- Section 3.32** Report
- Section 3.33** Utility Sheet
- Section 3.34** Note Pad
- Section 3.35** Email Signature Lock-Up
- Section 3.39** Customer Meeting Agenda
- Section 3.40** Award Certificate
- Section 3.41** Visitor Name Badge
- Section 3.42** Tent Card
- Section 3.43** Employee Communications Masthead
- Section 3.44** ID Access Badge

Distributor

Section 4.0: Authorized Distributor Brand Program

- Section 4.1** Authorized Distributor Logo
- Section 4.2** Logo Applications
- Section 4.3** Internet Applications
- Section 4.4** Internet Marketing Applications
- Section 4.5** Company Applications
- Section 4.6** Company Applications with Indirect Marketing Applications
- Section 4.8** Company Applications with Direct Marketing Applications
- Section 4.9** Marketing Applications

Strategy

Strategy

Strategy

We've taken great pride in our continued pursuit to build, reinforce, and communicate our enterprise-wide Kennametal brand. Through strengthening our brand image, we have succeeded in surpassing our marketplace awareness and customer expectations — enabling us to foster customer loyalty that will sustain our growth for many years to come. Each day, we live the Kennametal promise through our Mission, Vision, Strategies, and Values.



Online Brochure:

To view an online PDF version of the brochure, visit:

branding.kennametal.com/strategy.aspx

OUR MISSION

Kennametal delivers **productivity to customers** seeking peak performance in demanding environments **by providing innovative custom and standard wear-resistant solutions**, enabled through our **advanced materials sciences**, application knowledge and commitment to a **sustainable environment**.

OUR VISION

To be recognized as a premier, customer-driven enterprise that delivers our promise of exceptional value, growth and productivity solutions to our **customers**, consistent returns for **shareholders**, and rewarding careers to **employees**.

Specifically described as:

- Top tier employee engagement scores,
- No. 1 in customer loyalty and satisfaction,
- Solid talent bench; Top four levels,
- Consistent growth at twice the market; A market share leader,
- Recognized technology leader; 40% of revenues from new products, and
- Premier financial performance; 15% EBIT, 15% ROIC.

OUR STRATEGIES

- Win the Customer
- Advance with Technology
- Commit to Excellence
- Grow for Profit
- Ensure Mission Readiness

OUR VALUES

- Environment
- People
- Integrity
- Customers
- Performance
- Innovation

Our Brand Defined

What does Kennametal do?

Kennametal delivers a wide range of innovative solutions for customers in a variety of segments — general engineering, earthworks, transportation, aerospace and defense, and energy. Since every customer is different, Kennametal recognizes specific needs and works hard to make extraordinary contributions to their value chains. We will never stop designing, testing, and manufacturing the world's best custom and standard wear-resistant solutions. By asking “what if?” we will continue to introduce groundbreaking products and services, while reducing operating costs and lead times.

As a customer-driven organization, our goal is to be the market leader in every major manufacturing industry, in every global market, and most importantly, in our customers' eyes. We are always ready to succeed with our customers' next big challenge and meet or exceed your expectations.

How does Kennametal deliver its products and services?

Kennametal delivers products and services to meet the needs of our customers. We go where our customers need us.

The application experts who make up our field sales force become immersed in customers' operations — the mine, the shop floor, the construction site — so they can quickly solve problems and increase productivity.

With our knowledge, tooling, and immense resources, we find a way to provide a solution for every challenge, even in the most demanding environments.

Brand Promise

Kennametal will leverage our wide array of resources and expertise to provide products, services, and solutions and deliver the ultimate customer experience.

How do we deliver the ultimate customer experience?

Our experts take time to discuss and fully understand our customers' specific situations. After we have all the details, we provide our customers with suggestions for certain products in our portfolio. If their application is unusual or challenging, our engineers will design a customized solution to meet or exceed their needs.

Brand Position

Kennametal will work together with our customers and partners to provide effective solutions for even your most demanding environments.

WHY?

We are more than a tooling company. We are a global organization that manufactures standard and custom wear solutions meeting our customers' needs in demanding environments.

WHY?

We work with our customers to increase the productivity and profitability of their applications, even in the most demanding environments.

WHY?

When you interact with Kennametal you have access to all of our knowledge, experience, and ambition.

Brand Values

Six Values that support the Kennametal brand:

PEOPLE – the right people, the best employees

ENVIRONMENT – innovative, and sustainable ideas

INNOVATION – new solutions, different thinking

CUSTOMER – customer-driven, market focused

PERFORMANCE – effective, and profitable

INTEGRITY – the right thing, every time

WHY?

Provides the underpinning for how we conduct business and behave. It's how we want you to operate and execute.

What does this mean?

PEOPLE – Kennametal aspires to be the employer-of-choice for the best people. Our sustainability programs, designed to provide a safe and rewarding workplace, reflect the company's commitment to the highest levels of employee safety.

ENVIRONMENT – With our Protecting Our Planet initiative, Kennametal fosters, recognizes, and rewards employee achievement in the areas of energy and water conservation, waste reduction, and materials recycling. We want to protect the planet not just for our generation, but for many still to come.

INNOVATION – We encourage the process of delivering ever-increasing business value to our customers. Kennametal continually brings new products to market — products that perform more successfully than previous models — and we routinely obsolete our own products before the competition.

CUSTOMER – At Kennametal, we listen to our customers' needs and provide solutions to help them achieve their goals. We focus on products that provide our customers with lower fuel costs, reduced packaging requirements, lower transportation costs, and improved product performance. We are committed to finding ways to deliver greater value for our customers across a wide range of global industries.

PERFORMANCE – With careful planning and execution, Kennametal operates effectively and profitably, even in a challenging global economy. We implement long-term strategies and proven management disciplines via the Kennametal Value Business System (KVBS) for portfolio management, lean initiatives, strategic planning, product development, customer excellence, and talent development.

INTEGRITY – Kennametal emphasizes “Living Our Values” in the communities around the world where we work and live. The Kennametal Code of Conduct serves as the compass and bearings for the company's strong commitment to integrity, always doing the right thing, and doing what we say we will do, every time.

How do we express it?

We willingly take part in training opportunities to improve our skills and help serve our customers.

When we need to make a decision, we choose the option that is most eco-friendly, or explore other ways to do so.

We anticipate the needs of our customers and find new ways to help improve their efficiency and productivity.

We continue to offer products and services that deliver customer satisfaction, every time.

We plan for the future. We anticipate the market, and respond to economic shifts.

We are professional and transparent. We adhere to ethical standards.

What words can be used to define our brand promise?

- Customer-driven
- Resourceful
- Intuitive
- Innovative
- Experienced
- Reliable
- Passionate
- Capable

1. Deliver the Promise

Each and every one of us acts upon our commitment to our constituents — whether they are our customers, fellow employees, the community or shareholders. Delivering the promise manifests itself as functions working in a matrix, as customer service representatives engaging all areas of the company to respond to customer problems. It's our United Way partnership to embrace our community and our sustainability pledge for a healthy environment. It's our interdependent contract to do our very best.



WHY?

Consistent global messages over time build a strong brand. Even when the messages are familiar to some, many throughout the organization may not have heard or internalized them. They need to be constantly reinforced.

2. The Service Profit Chain

Exceptional service translates, ultimately, into profit. Our employees have a can-do attitude and an enthusiasm for going the extra mile. At every level, they embody our brand. By striving for total customer satisfaction, they strengthen the brand and therefore, the company. Satisfied customers mean healthy returns, and in turn, satisfied shareholders. As brand ambassadors, Kennametal employees are our most valuable assets. They're the momentum behind our investment in a safe and healthy work environment, and sustainable practices they can be proud of.



WHY?

Delivering total satisfaction to our customers and shareholders begins with our employees. A balanced approach for overall success.

3. Different Thinking

It's what sets us apart from our competition. Where our competitors will offer off-the-shelf answers, we think beyond the tool or material to competitive, creative solutions that differ in their technology and results. Different thinking is the reason 40 percent of our revenues come from new products, and why we invest in new and untried technologies through our Innovative Ventures Group. Different thinking means thinking through what customers might ask for, to what they might really need. It's what we can point to when customers ask, "Why Kennametal?"



Different Thinking.

WHY?

Our unique perspective allows us to see beyond the expected, to the perfect solution.

4. Demanding Environments

From intense heat, to unfathomable depths and unbelievable heights, we provide solutions that our customers haven't even dreamed of. When a customer says "it can't be done," it's time for us to get to work. The only way to deliver maximum productivity is to go against the most demanding environments.



WHY?

Because succeeding in the most difficult situations ensures we are up to any challenge.

Standards

Standards

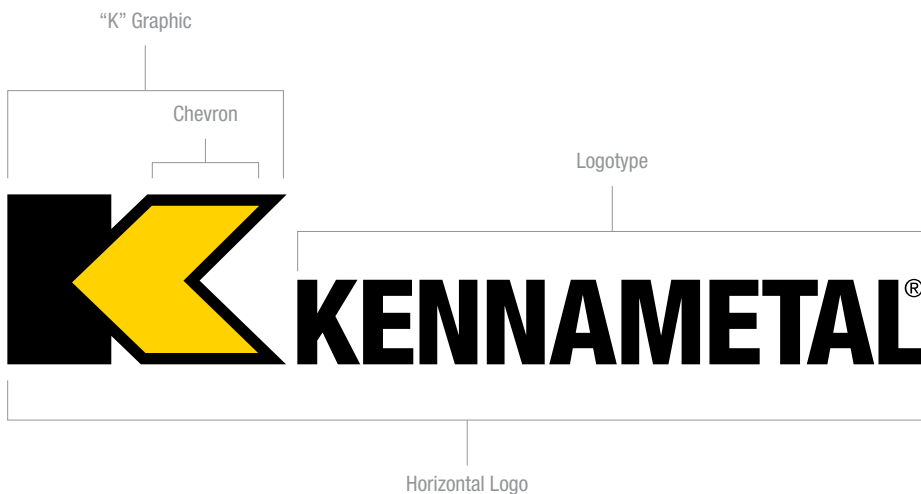
As our growth and expansion into other markets and areas of expertise continues, it is more important than ever that we as a whole maintain a focused and unified approach to our brand identity. Our brand is much more than how we operate from a business perspective — it defines, encourages, and ultimately establishes our personality and position in the marketplace. How our existing and, just as important, prospective customers perceive us is driven by their interaction with us and, in essence, our brand. Since we are an extension of the brand, it is paramount that all aspects and representations continually reinforce our distinctive and striking brand approach.

Strength, innovation, leadership, and vision are just a few of the attributes that are associated with our brand. Preserving and increasing these qualities will guarantee that Kennametal will continue to be the foremost leader in our sectors of the business community.

Logo Art and Usage

The most visible representation of brand identity is our logo. The logo is composed of two inseparable elements: the “K” graphic and the custom logotype. The horizontal logo should be used primarily, since it provides the most direct illustration of our brand. Always use the approved and unaltered versions of the logo. These files are available on our brand website: branding.kennametal.com/standards.sig_usage.aspx

LOGO ART AND USAGE | HORIZONTAL LOGO



LOGO ART AND USAGE | HORIZONTAL LOGO | MINIMUM SIZE



Important note: The use of the logo without the “K” Graphic requires prior approval by the Marketing Communications (MarCom) Department before implementation, and is only to be used where space is extremely limited.

Ask your local Marketing Communications (MarCom) representative for complete details.

Unacceptable Use



Never use the logo with the old “KENNAMETAL” typeface.



Never enclose the logo within a shape, pattern, or photograph.



Never place a border or any other decorative elements around the logo.



Never alter the alignment of the horizontal logo elements.



Never alter the size relationship of the logo elements.



Never crop the approved logo.

Together we'll make ~~KENNAMETAL~~ a strong, cohesive brand.

Never use the logotype in text.



Never scale/distort the logo either horizontally or vertically.



Never distort the logo with 3D effects.



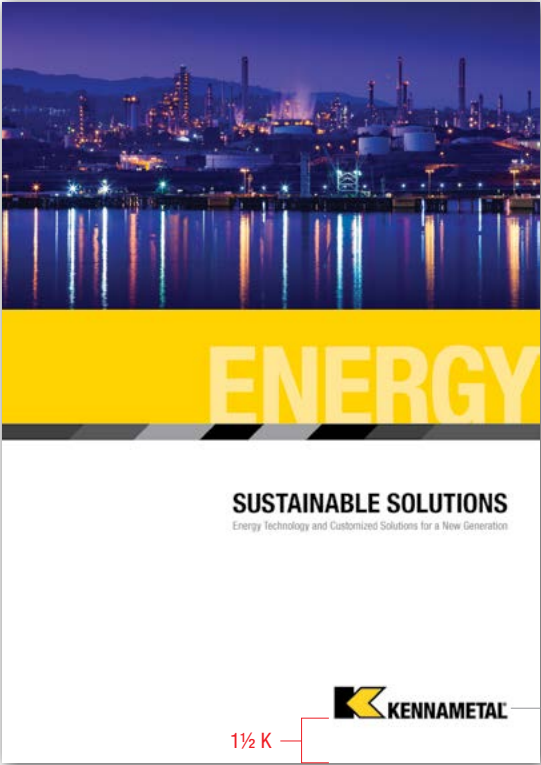
Never rotate the logo in anything other than 90° increments.

Previous Versions Obsolete

LOGO ART AND USAGE | HORIZONTAL LOGO | CLEAR ZONE



K = Height of the Kennametal "K" graphic



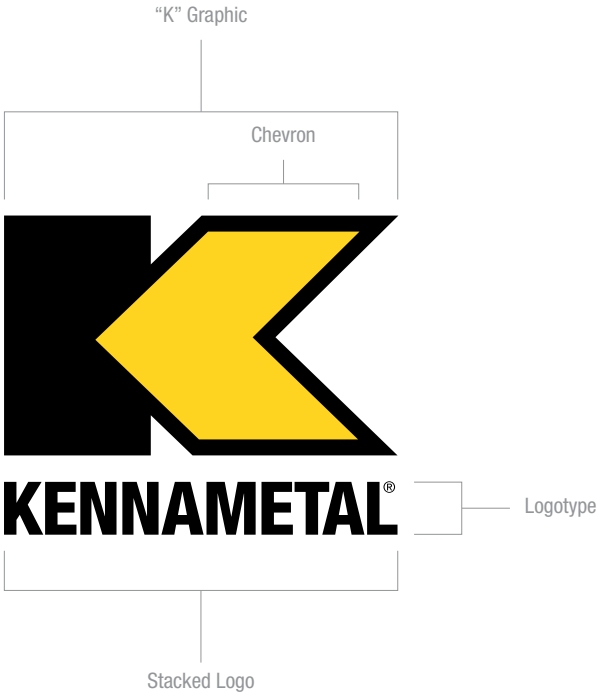
Preserving the integrity of the logo:
The logo functions best when it is surrounded by a generous amount of clear, open space. This space is referred to as the logo's "clear zone." This minimum area is to be free of imagery, typography, or any other elements. By maintaining the clear zone, we will ensure the integrity and legibility of the logo.

When the logo is placed at the bottom of the page, preferably in the bottom right corner, it must be a minimum of 1 1/2 times the height of the "K" Graphic.

Ask your local Marketing Communications (MarCom) representative for complete details.

Previous Versions Obsolete

LOGO ART AND USAGE | STACKED LOGO



LOGO ART AND USAGE | STACKED LOGO | MINIMUM SIZE



Stacked logo usage:

The horizontal logo should be primarily used, however, when circumstances dictate, the stacked version may be used. These files are available on our brand website: branding.kennametal.com/standards.sig_usage.aspx

Ask your local Marketing Communications (MarCom) representative for complete details.

Unacceptable Use



Never use the logo with the old "KENNAMETAL" typeface.



Never enclose the logo within a shape, pattern, or photograph.



Never place a border or any other decorative elements around the logo.



Never alter the alignment of the stacked logo elements.



Never alter the size relationship of the logo elements.



Never crop the approved logo.



Never scale/distort the logo either horizontally or vertically.



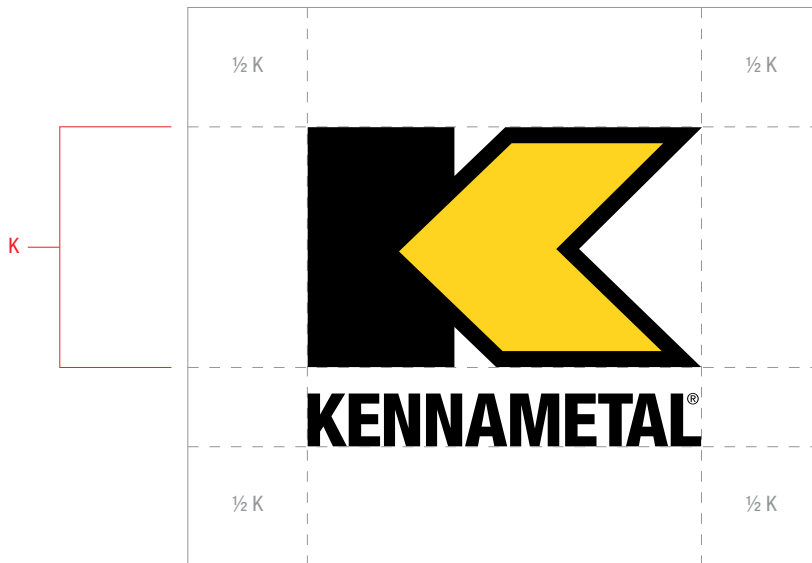
Never distort the logo with 3D effects.



Never rotate the logo in anything other than 90° increments.

Previous Versions Obsolete

LOGO ART AND USAGE | STACKED LOGO | CLEAR ZONE



K = Height of the Kennametal "K" graphic

Preserving the integrity of the logo:

The logo functions best when it is surrounded by a generous amount of clear, open space. This space is referred to as the logo's "clear zone." This minimum area is to be free of imagery, typography, or any other elements. By maintaining the clear zone, we will ensure the integrity and legibility of the logo.

Ask your local Marketing Communications (MarCom) representative for complete details.

Previous Versions Obsolete

LOGO ART AND USAGE | LOGO AND COLOR



Black and PMS 116 Logo



Black Only Logo



Reverse Logo



PMS 116 Logo on Black background.



The use of PMS 116 within the chevron applies even if the background color is also PMS 116.

Unacceptable Use



Never change the colors of the approved logo.



The interior of the chevron must always be PMS 116. Never change to another color.



Never place the logo against a dark background. This will cause the logo to be illegible. In this instance, use the approved "reverse" version.



Neither the entire chevron, nor the entire "K" logo, should ever be reversed out of the solid background color.

Ask your local Marketing Communications (MarCom) representative for complete details.

Previous Versions Obsolete

LOGO ART AND USAGE | LOGO AND COLOR

Logo and Color Combinations:



Reverse Logo and Color Combinations:



Ask your local Marketing Communications (MarCom) representative for complete details.

Previous Versions Obsolete

Kennametal Companies Logo and Usage

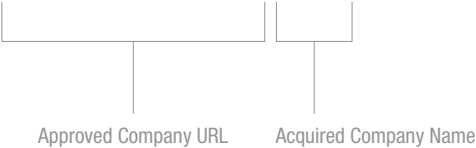
As Kennametal continues to grow through strategic acquisitions, it is more critical than ever to preserve the integrity of the overall brand identity. By handling the acquisitions in a cohesive manner, we will ensure that Kennametal always maintains and presents a consistent personality.

KENNAMETAL COMPANIES LOGO AND USAGE | **TRANSITION TIMEFRAME**

New acquisitions are allowed to use the approved logo treatment displayed on the following pages during their transition to the Kennametal brand. The transition to the Kennametal logo is required after 1–2 years.

KENNAMETAL COMPANIES LOGO AND USAGE | **URL TREATMENT EXAMPLE**

www.kennametal.com/stellite



IMPORTANT:

The following sub-brand logos are no longer valid:

- Kennametal Extrude Hone Logo
- Kennametal Camco Logo
- Kennametal Conforma Clad Logo
- Kennametal International Specialty Alloys Logo
- Kennametal Sintec Logo
- Kennametal Tricon Metals & Services Logo

Usage of the above listed sub-brand logos is acceptable for existing collateral, until the inventory has been exhausted. The Kennametal master brand must be used on all new literature, collateral, etc.

Ask your local Marketing Communications (MarCom) representative for complete details.

Previous Versions Obsolete

KENNAMETAL COMPANIES LOGO AND USAGE | KENNAMETAL STELLITE



IMPORTANT: New acquisitions are allowed to use the approved logo treatment displayed on this page during their transition to the Kennametal brand. The transition to the Kennametal logo is required after 1–2 years.

Unacceptable Use



Never place a border around, or enclose the logo within a shape, pattern, or photograph.



Never change the alignment of the logo and Kennametal company treatment.

KENNAMETAL COMPANIES LOGO | KENNAMETAL STELLITE | MINIMUM SIZE



Never alter the color of the logo.



Never alter the font of the logo.

KENNAMETAL COMPANIES LOGO | KENNAMETAL STELLITE | USE IN NARRATIVE TEXT

Ips niam, si. Nostrud min utat prating el diatie Kennametal Stellite dignis dit zzrilit loborperosto core vel iusto corpero dit ero con henibh esto mod modolenisl.

When used in conjunction with a “Kennametal company name,” the term “Kennametal” should be separated from the “Kennametal company name” and only capitalize the first letter of each word. Please follow this format for all instances of the name in narrative text.



Never rotate the logo in anything other than 90° increments.

Kennametal Stellite Logos:

These files are available on our brand website:
branding.kennametal.com/standards.port_usage.aspx

Ask your local Marketing Communications (MarCom) representative for complete details.

Previous Versions Obsolete



K = Height of the Kennametal "K" graphic

Preserving the integrity of the logo:

The logo functions best when it is surrounded by a generous amount of clear, open space. This space is referred to as the logo's "clear zone." This minimum area is to be free of imagery, typography, or any other elements. By maintaining the clear zone, we will ensure the integrity and legibility of the logo.

Ask your local Marketing Communications (MarCom) representative for complete details.

Previous Versions Obsolete

Color Palette

One of the key elements in any brand identity is the consistent use of the approved palette. To provide flexibility for our materials, there are established primary and secondary palettes. In order to maintain brand consistency, never substitute different colors for the brand colors.

COLOR PALETTE | PRIMARY COLOR PALETTE

BLACK

Print Usage:

C:0 M:0 Y:0 K:100

Online/Onscreen Usage:

(i.e. Websites, PowerPoint, etc.)

R:0 G:0 B:0

Hexadecimal: #000000

PMS 116* (coated paper)

Print Usage:

C:0 M:16 Y:100 K:0

Online/Onscreen Usage:

(i.e. Websites, PowerPoint, etc.)

R:255 G:210 B:0

Hexadecimal: #FFD200

PMS 436*

Print Usage:

C:24 M:25 Y:26 K:0

Online/Onscreen Usage:

(i.e. Websites, PowerPoint, etc.)

R:195 G:183 B:177

Hexadecimal: #C3B7B1

PMS 114* (uncoated paper)

Print Usage:

C:0 M:8 Y:73 K:0

COLOR PALETTE | SECONDARY COLOR PALETTE

PMS 470*

Print Usage:

C:0 M:58 Y:100 K:33

Online/Onscreen Usage:

(i.e. Websites, PowerPoint, etc.)

R:176 G:96 B:16

Hexadecimal: #B06010

PMS 5275*

Print Usage:

C:60 M:47 Y:0 K:30

Online/Onscreen Usage:

(i.e. Websites, PowerPoint, etc.)

R:84 G:98 B:146

Hexadecimal: #546292

PMS 2728*

Print Usage:

C:96 M:69 Y:0 K:0

Online/Onscreen Usage:

(i.e. Websites, PowerPoint, etc.)

R:0 G:92 B:171

Hexadecimal: #005CAB

PMS 159*

Print Usage:

C:0 M:66 Y:100 K:7

Online/Onscreen Usage:

(i.e. Websites, PowerPoint, etc.)

R:227 G:111 B:30

Hexadecimal: #E36F1E

PMS 1805*

Print Usage:

C:0 M:91 Y:100 K:23

Online/Onscreen Usage:

(i.e. Websites, PowerPoint, etc.)

R:191 G:49 B:26

Hexadecimal: #BF311A

PMS 555*

Print Usage:

C:75 M:0 Y:60 K:55

Online/Onscreen Usage:

(i.e. Websites, PowerPoint, etc.)

R:0 G:103 B:78

Hexadecimal: #00674E

Consistency of choice:

If practical, use the primary color palette as much as possible.

This usage will ensure the extension of the core brand across numerous platforms.

Multitude of options:

Used with our primary colors, the secondary color palette provides a multitude of options.

These colors should be used in a supporting role to the primary colors.

* Pantone Matching System (PMS)

Ask your local Marketing Communications (MarCom) representative for complete details.

Previous Versions Obsolete

Color Usage

COLOR USAGE | SECONDARY COLOR PALETTE COMBINATIONS

PMS 470
C:0 M:58 Y:100 K:33
Hexadecimal: #B06010

470	BLACK
470	116/114
470	436
470	1805
470	159
470	5275
470	555
470	2728

PMS 5275
C:60 M:47 Y:0 K:30
Hexadecimal: #546292

5275	BLACK
5275	116/114
5275	436
5275	1805
5275	470
5275	159
5275	555
5275	2728

PMS 2728
C: 96 M:69 Y:0 K:0
Hexadecimal: #005CAB

2728	BLACK
2728	116/114
2728	436
2728	1805
2728	470
2728	5275
2728	555
2728	159

PMS 159
C:0 M:66 Y:100 K:7
Hexadecimal: #E36F1E

159	BLACK
159	116/114
159	436
159	1805
159	470
159	5275
159	555
159	2728

PMS 1805
C:0 M:91 Y:100 K:23
Hexadecimal: #BF311A

1805	BLACK
1805	116/114
1805	436
1805	159
1805	470
1805	5275
1805	555
1805	2728

PMS 555
C:75 M:0 Y:60 K:55
Hexadecimal: #00674E

555	BLACK
555	116/114
555	436
555	1805
555	470
555	5275
555	159
555	2728

Ask your local Marketing Communications (MarCom) representative for complete details.

Previous Versions Obsolete

Typography

Typography is an important tool for supporting the brand identity and maintaining a consistent look. The preferred type family for all Kennametal materials is Helvetica Neue Condensed. Given the variety of type weights and styles, Helvetica Neue Condensed offers a wide range of typographic solutions.

TYPOGRAPHY | TYPEFACE FAMILY

37 Helvetica Neue Thin Condensed
37 Helvetica Neue Thin Condensed Oblique
 47 Helvetica Light Neue Condensed
47 Helvetica Light Neue Condensed Oblique
 57 Helvetica Neue Condensed
57 Helvetica Neue Condensed Oblique
 67 Helvetica Neue Medium Condensed
67 Helvetica Neue Medium Condensed Oblique
 77 Helvetica Neue Bold Condensed
77 Helvetica Neue Bold Condensed Oblique
 87 Helvetica Neue Heavy Condensed
87 Helvetica Neue Heavy Condensed Oblique
 97 Helvetica Neue Black Condensed
97 Helvetica Neue Black Condensed Oblique

Important note:

Please note that Serif fonts are never to be used in any Kennametal materials.

TYPOGRAPHY | ALTERNATE TYPEFACE FAMILY

Arial
Arial Italic
 Arial Bold
Arial Bold Italic

Important alternative:

Professionally printed materials should always use the Helvetica Neue Condensed type family. Arial (a common font to most computers) may be used as an alternative typeface when Helvetica Neue Condensed is not available.

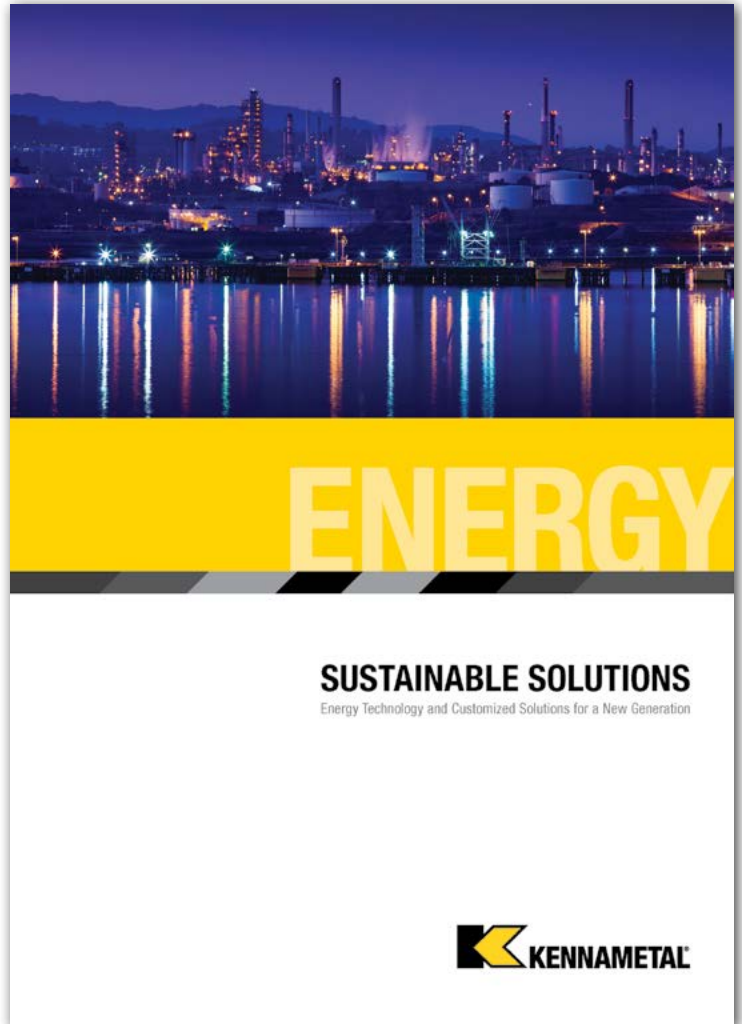
Ask your local Marketing Communications (MarCom) representative for complete details.

Previous Versions Obsolete

Typographic Treatments (Background Type)

Bold, background type can be used to emphasize the headline or main content of a particular piece of marketing material.

Background Type
The headline or main focus of the piece can be “screened back” to give the material a sense of dimension. On a PMS 116 color field the background type is filled with white, and the opacity is set at 50%.



Approved Brochure Cover

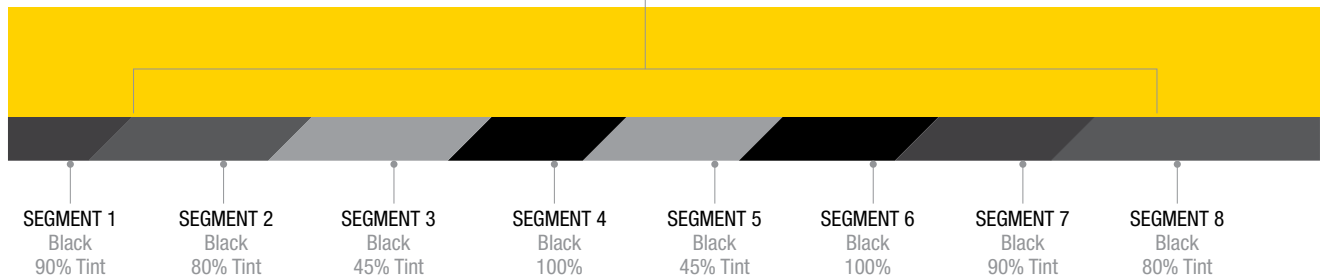
Ask your local Marketing Communications (MarCom) representative for complete details.

Previous Versions Obsolete

Flagship Stripe

The most important element in the Kennametal brand is the Flagship Stripe. All materials are derived from this element and it is essential to the success of the identity that all applications are handled in a uniform method. Always start from the approved, supplied file and never alter that file. By following these guidelines, the overall brand identity will be retained (see samples in the “Applications” section of the Brand Program).

Never alter the proportions and designated colors of these segments.



The Flagship Stripe can be used on a flood of PMS 116.



The minimum space above the Flagship Stripe can be no less than .125 in (3,175 mm) tall in any application.



SEGMENT 1 and SEGMENT 8 may be extended to avoid irregular cropping of the Flagship Stripe.

Important detail:

The elements in the “Flagship Stripe” have been carefully established to maintain a consistent approach. Only use the supplied, approved file — never alter the file or create a version of your own.

Ask your local Marketing Communications (MarCom) representative for complete details.

Previous Versions Obsolete

FLAGSHIP STRIPE | UNACCEPTABLE USE



Never crop SEGMENT 1.



Never crop SEGMENT 8.

Never alter or extend SEGMENTS 2 through 7.



Never alter the properties of the approved Flagship Stripe. Do not condense, expand, or crop the approved art.



Never alter or simplify the Flagship Stripe.

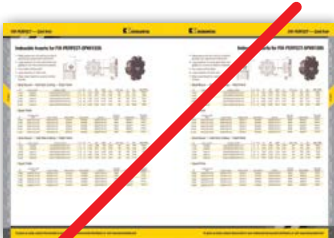


Never use black or any tints of black directly underneath the Flagship Stripe.



Never use black or any tints of black directly above the Flagship Stripe.

Important note:
Never use two or more Flagship Stripes on the cover, or interior, of any marketing material.



Ask your local Marketing Communications (MarCom) representative for complete details.

Previous Versions Obsolete

FLAGSHIP STRIPE | UNACCEPTABLE USE

Never place an image directly above the Flagship Stripe.



Never place an image directly below the Flagship Stripe.

FLAGSHIP STRIPE | USAGE SOLUTION SAMPLES

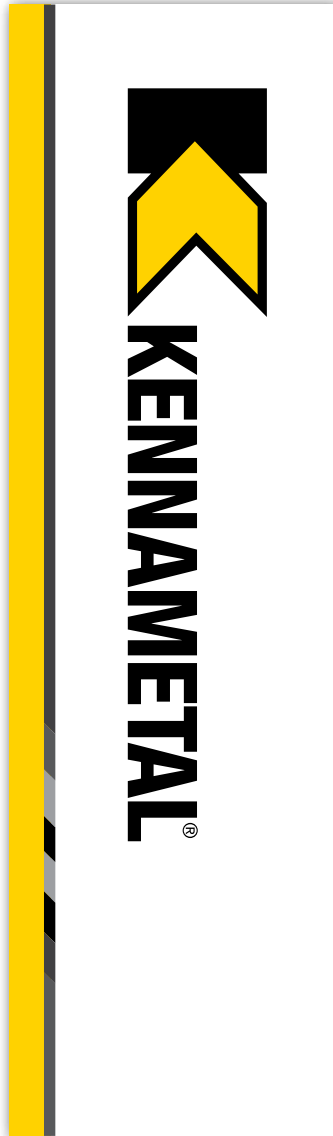


Ask your local Marketing Communications (MarCom) representative for complete details.

Previous Versions Obsolete

Vertical Flagship Stripe

The use of the vertical Flagship Stripe is only to be used on a very limited basis. The space has to dictate the usage — for example, extremely vertical flags. The horizontal Flagship Stripe is the preferred application, and the vertical Flagship Stripe version should be avoided, but if used, approval is required by the Marketing Communications (MarCom) Department.



Representative Vertical Sign

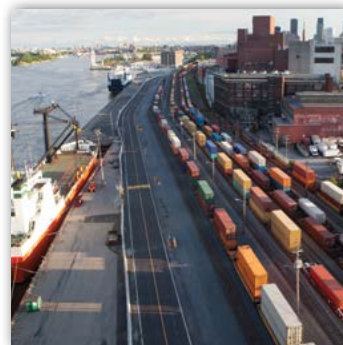
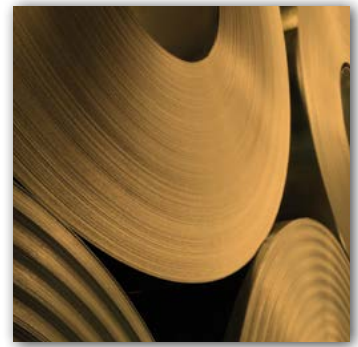
Important note: *The horizontal Flagship Stripe is the preferred application, and the vertical Flagship Stripe version should be avoided, but if used, approval is required by the Marketing Communications (MarCom) Department.*

Ask your local Marketing Communications (MarCom) representative for complete details.

Previous Versions Obsolete

Images

Consistent use of our core imagery will ensure the integrity of the brand across many platforms. To maintain consistency, never alter or modify the imagery. Acceptable image treatments are detailed in the next section (Image Treatments — Section 2.19).



Ask your local Marketing Communications (MarCom) representative for complete details.

Previous Versions Obsolete

Image Treatments

A uniform treatment for images used in Kennametal materials will further ensure the desired brand consistency. By allowing the imagery to be handled in multiple ways, there will be flexibility in the visual expression. Following these guidelines will guarantee that the overall brand identity will be retained (see samples in the “Applications” section of the Brand Program).

The angles and bars for the imagery and typography are an extension of the main branding element — the Flagship Stripe.



Approved images can be used in full-color in a variety of ways. The images can be housed in a version of the shape from the Flagship Stripe art. Images can also be used in more traditional manners, such as rectangular boxes.

Duotone Image Treatment

In addition to full-color image treatment, a duotone look should be applied to the approved imagery. The duotone setting is based on the black and PMS 116 primary colors.



Angle based on Flagship Stripe.

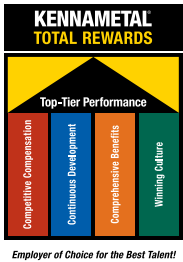


Ask your local Marketing Communications (MarCom) representative for complete details.

Previous Versions Obsolete

Corporate Graphics

To reinforce our commitment to a unified and cohesive brand, we have redesigned our suite of corporate graphics to reflect the new standards.



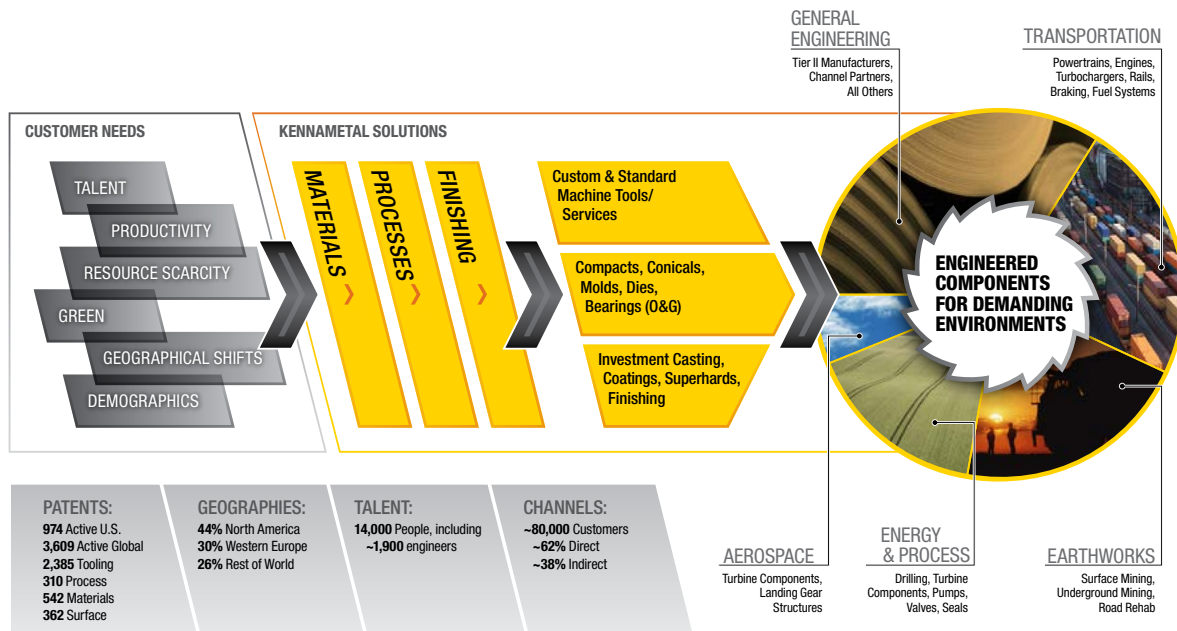
Everything you need to meet with your team

Employer of Choice for the Best Talent!



Previous Versions Obsolete

CORPORATE GRAPHICS



Previous Versions Obsolete

Product Platform Graphics

The consistency of our brand extends to our Product Platform Graphics.



Ask your local Marketing Communications (MarCom) representative for complete details.

Previous Versions Obsolete

Applications

Applications

Our identity is something no one else has; we must protect it, reinforce it, and communicate it consistently in all of our materials. Leading by example is crucial to the success of the brand. By uniformly following and implementing all brand standards, our materials become a direct illustration of the brand's power and impact.

Through a well-managed brand program, successful businesses can clearly communicate their voice and vision to maintain, and exceed, their position in the marketplace.

Global Business Card Ordering Process

Consistency is the trademark of a powerful brand, and one of the most visible representations of the brand is the business card. To further emphasize brand consistency, we have developed a new ordering process for business cards in 2014. To complete your order, visit: www.kennametalbusinesscards.com

All Kennametal business cards may be ordered at any time, for all regions and languages. They will be produced by one vendor and printed on a monthly basis. You will receive 500 cards in your order. No rush orders will be permitted, and deadlines will be strictly followed, so please plan accordingly.

In the near future, we will include letterheads, envelopes, mailing labels, etc., in the global ordering process. For now, continue ordering these items locally.

Important note:

This process must be followed when ordering your next supply of business cards. Use of local vendors is NOT permitted. You must supply your cost center number which will be charged. Please continue to use your current business cards and reorder when your current stock is nearly exhausted.

2015 GLOBAL PRINT AND PRODUCTION DEADLINES

To receive your cards by:*	Place your order by:	You will receive a proof for approval via email by:**	You must correct, approve, sign and return your proof via email by:
January 1	November 15	November 20	December 1
February 1	December 15	December 20	January 1
March 1	January 15	January 20	February 1
April 1	February 15	February 20	March 1
May 1	March 15	March 20	April 1
June 1	April 15	April 20	May 1
July 1	May 15	May 20	June 1
August 1	June 15	June 20	July 1
September 1	July 15	July 20	August 1
October 1	August 15	August 20	September 1
November 1	September 15	September 20	October 1
December 1	October 15	October 20	November 1

* International shipments may vary due to customs.

** Proofs for cards will be emailed within two business days of order placement; we encourage orders to be placed before the 15th deadlines.

Ask your local Marketing Communications (MarCom) representative for complete details.

Previous Versions Obsolete

Business Cards

All Kennametal business cards are now produced through our new Global Business Card Ordering Process on our brand website. To complete your order, visit: www.kennametalbusinesscards.com

STANDARD



Important note: Phone numbers on all corporate identity materials (i.e. letterheads, business cards, email signatures, etc.) should be consistent with the following format listed below:

+00 000 0000 000

Do NOT use dashes, dots, etc. within the phone number. In the approved format, +00 represents the country code.

Kennametal sub-brand logos are no longer permitted on business cards and letterhead, with the exception of the Kennametal Stellite sub-brand logo. With the next printing of your business cards and letterhead, please ensure that all Kennametal sub-brands, other than Kennametal Stellite, are removed and replaced with the Kennametal master brand.

DUAL LANGUAGE



RECENTLY ACQUIRED COMPANY



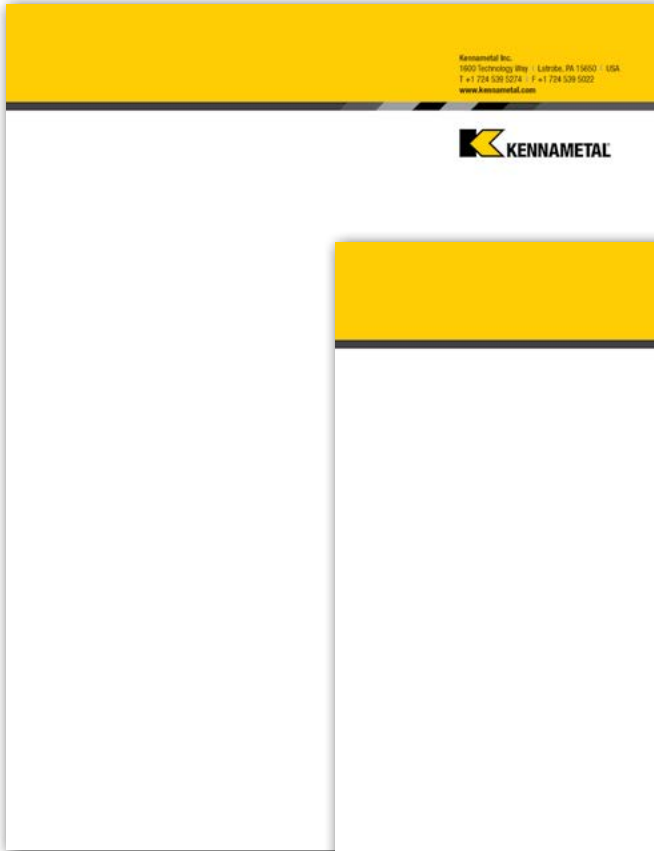
Important note: The Legal Entity name, which is NOT the sub-brand name, should NOT be treated as a sub-brand; rather it becomes part of the address.

Please confirm that the Legal Entity name reflects the employee's employment agreement.

Ask your local Marketing Communications (MarCom) representative for complete details.

Previous Versions Obsolete

Letterheads



Recently Acquired Company



Executive Letterhead

Important note: Phone numbers on all corporate identity materials (i.e. letterheads, business cards, email signatures, etc.) should be consistent with the following format listed below:

+00 000 0000 000

Do NOT use dashes, dots, etc. within the phone number. In the approved format, +00 represents the country code.

Important note:

The Legal Entity name, which is NOT the sub-brand name, should NOT be treated as a sub-brand; rather it becomes part of the address.

Kennametal sub-brand logos are no longer permitted on business cards and letterhead, with the exception of the Kennametal Stellite sub-brand logo. With the next printing of your business cards and letterhead, please ensure that all Kennametal sub-brands, other than Kennametal Stellite, are removed and replaced with the Kennametal master brand.

Ask your local Marketing Communications (MarCom) representative for complete details.

Previous Versions Obsolete

Envelopes/Mailing Labels



Important note: Kennametal sub-brand logos are no longer permitted on business cards and letterhead, with the exception of the Kennametal Stellite sub-brand logo. With the next printing of your business cards and letterhead, please ensure that all Kennametal sub-brands, other than Kennametal Stellite, are removed and replaced with the Kennametal master brand.

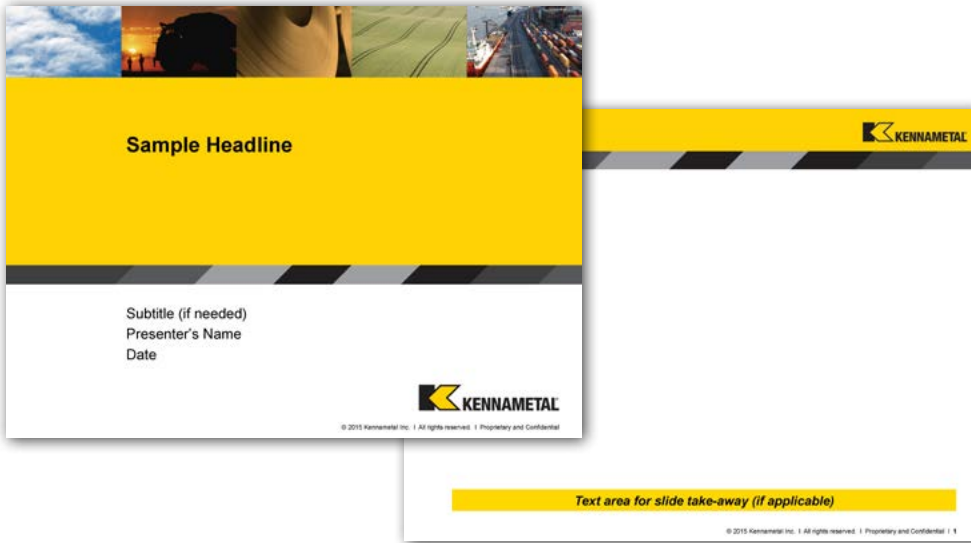
Ask your local Marketing Communications (MarCom) representative for complete details.

Previous Versions Obsolete

PowerPoint Template

The PowerPoint Template is also available in 16:9 Ratio (Widescreen).

POWERPOINT TEMPLATE | STANDARD VERSION



The color palette within the PowerPoint template has been adjusted to contain the approved Kennametal Primary and Secondary Palette. Please use accordingly.

Important note: Pictured is the approved PowerPoint take-away treatment. The approved treatment for the take-away is one-line only, the use of a two-line take-away is unacceptable. The take-away must be set as Arial Bold Italic 16pt. Regardless of the number of words in the take-away statement, always begin with a capital letter and end without a period.

POWERPOINT TEMPLATE | WIDESCREEN VERSION



Ask your local Marketing Communications (MarCom) representative for complete details.

Previous Versions Obsolete

Press Release

The visual reference pictured below is the approved press release.



Important note: Phone numbers on all corporate identity materials (i.e. letterheads, business cards, email signatures, etc.) should be consistent with the following format listed below:

+00 000 0000 000

Do NOT use dashes, dots, etc. within the phone number.
In the approved format, +00 represents the country code.

Ask your local Marketing Communications (MarCom) representative for complete details.

Previous Versions Obsolete

Pocket Folder

The visual reference pictured below is the approved pocket folder.



Ask your local Marketing Communications (MarCom) representative for complete details.

Previous Versions Obsolete

Product Brochure

The Mining product brochure pictured below is a representative cover and interior spread. Please customize per your use.

Dragline and Hydraulic Shovels Adapter-Adapters and Teeth

order number	type	cross reference codes and description	dim. A	dim. B	dim. C	kg	lbs
254207	110	110, 111, and 112	399.15	105.32	102.25	131.1	408.19
251130	400	500	356.75	113.22	276.35	10.88	34.9
208813	8112C1-6L2A	8112 Side-Lok corner adapter	--	--	--	--	178.3
328818	8112C1-6L2A	8112 Side-Lok left corner adapter	--	--	--	--	178.3
328814	8112C1-6L2A	8112 Side-Lok right corner adapter	--	--	--	--	178.3

order number	pattern number	description	overlay	kg	lbs
224227	1-586L3CP	1-586L3CP chisel-point tooth, no overlay	N/A	41.7	92
224228	1-586L3SP	1-586L3SP chisel-point tooth, no overlay	N/A	41.7	92
224140	1-586L3PW	1-586L3PW extended parallel-point tooth, no overlay	N/A	41.7	92
227276	1-586L3CP-3	chisel-point tooth	#3 overlay, phase 3	41.7	92
226087	1-586L3CP-11	chisel-point profile	#11 overlay, phase 3	41.7	92
226089	1-586L3CP-4	parallel-point profile	#4 overlay, phase 3	41.7	92
226183	1-586L3PW-12	extended parallel-point tooth	#12 overlay	41.7	92

order number	pattern number	description	kg	lbs
227143	1-5800	insert, dragline, phase 3, 1.25-DR2 Thread (1.58 x 2.75)	0.9	2
208893	110-883	insert pin on bucket from	9.7	21.6

order number	pattern number	description	kg	lbs
227132	1-3450	nut, lockwasher	0.7	1.6
2081781	34P-01	barrenner adapter to hole	1.6	3.5

order number	pattern number	description	kg	lbs
226866	1-5260	5-mm plastic, lockwasher plug	2.2	5

Adapter Overlay Styles

Teeth Overlay Styles

Ask your local Marketing Communications (MarCom) representative for complete details.

Previous Versions Obsolete

Vertical Brochure

The Construction brochure pictured below is a representative cover and interior spread. Please customize per your use.

SOLID

RockRazor™ Foundation Drilling & Trenching Platform

KENNAMETAL

Application	Aluminum Cutting	Highly Abrasive & Hard Cutting	Laminated Chunk Rock
	Toolbit: Round Cool Applied	Toolbit: Square Sandstone Granite	Toolbit: Round Sandstone Granite
18" x"	111" x"	111" x"	111" x"
19" x"	119" x"	119" x"	119" x"
20" x"	120" x"	120" x"	120" x"

Order Number	Subbit Number	Order Number	Subbit Number	Order Number	Subbit Number
0504	0504-SB	0504	0504-SB	0505	0507WC "Y"
0505	0505	0505	0505	0506WC "X"	0507WC "Y"
0506WC	0506WC	0506WC	0506WC	0507WC "X"	0507WC "Y"
0507WC	0507WC	0507WC	0507WC	0508WC "X"	0508WC "Y"
0508WC	0508WC	0508WC	0508WC	0509WC "X"	0509WC "Y"
0509WC	0509WC	0509WC	0509WC	0510WC "X"	0510WC "Y"
0510WC	0510WC	0510WC	0510WC	0511WC "X"	0511WC "Y"
0511WC	0511WC	0511WC	0511WC	0512WC "X"	0512WC "Y"

Blocks

Order Number	Subbit Number	Order Number	Subbit Number	Order Number	Subbit Number
361748	TH3-G-INDEX BLOCK	361772	TH3-G-INDEX BLOCK	366894	TH3-100 BLOCK

Retainers

TR1-D Retainer (T & TX Series) **C31R Retainer (T & TX Series)** **TR3 Retainer (FC01, TSC & TSCX Series)**

C15R Retainer (FC01, TSC & TSCX Series) **KR-112 BE Retainer (TS & TSX Series)** **DSL-R Retainer (DS & DSWC Series)**

DSL-R-D Retainer (DS & DSWC Series) **TS-CX Series** **TS-X Series**

Non-Rotating Flat Spade Bit

FC01-Index

TH3-G **TH3-G** **TH3-100**

FC01-INDEX

TH3-G-INDEX BLOCK **TH3-G-INDEX BLOCK** **TH3-100 BLOCK**

FC01-INDEX FLAT SPADE BIT

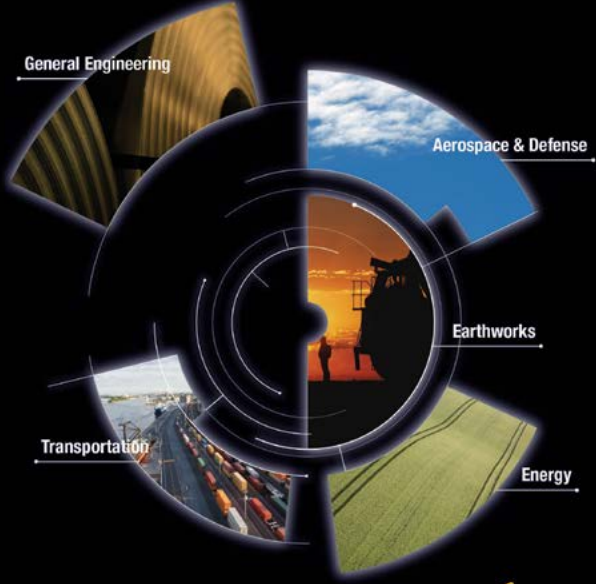
Ask your local Marketing Communications (MarCom) representative for complete details.

Previous Versions Obsolete

Overview Ad

The Overview ad pictured below is a representative ad.

Please customize per your use.



General Engineering

Aerospace & Defense

Earthworks

Energy


Transportation

Formulating the future, then shaping it. That's Different Thinking.

For more than 70 years, our operational excellence has made Kennametal a powerful global leader in the design and manufacture of engineered components, advanced materials, and cutting tools used in the most demanding environments on earth.

With approximately 12,000 employees in more than 60 countries, our best-in-class products and technologies significantly improve the productivity of those we serve. A global enterprise that leads customers into the future. Now that's Different Thinking. That's Kennametal.

To learn more, visit www.kennametal.com or call +1 724 539 5000.

 **KENNAMETAL**

©2014 Kennametal Inc. | All rights reserved.


Ask your local Marketing Communications (MarCom) representative for complete details.

Previous Versions Obsolete

Product Ad

The Road Razor ad pictured below is a representative ad.


Please customize per your use.



**ROAD RAZOR
ECO
PRO**

ROAD REHABILITATION


When Time Is Money, Speed Is Everything



Kennametal's new ECO™ Pro tools are specially constructed so you can run your machines faster — with less fuel. That means significantly reduced overall operating costs, making RoadRazor ECO™ Pro an unmatched combination of ultimate service life, efficiency, and productivity.

- Lower operating costs.
- Reduced fuel consumption.
- Increased uptime and performance.
- Improved holder protection.

To experience the advantages of RoadRazor ECO™ Pro, contact your Kennametal salesperson or call +1 800 458 3608.



KENNAMETAL

©2014 Kennametal Inc. | All rights reserved. | B-12-02903

www.kennametal.com

Ask your local Marketing Communications (MarCom) representative for complete details.

Previous Versions Obsolete

Vertical Ad

The Aerospace & Defense ad pictured below is a representative ad.
Please customize per your use.



AEROSPACE & DEFENSE

Gue magna commolummy dolore del utat eslap

Gue magna commolummy nullaore dolent praese veniametue dolore. Del utat alis et la feugait.

Suspendisse potenti. Morbi tortor risus, malesuada non, vehicula at, tempus eget, elit. Cras nibh ante, tristique in, ultrices quis, tristique ac, lectus. Nam laoreet tincidunt libero. Nulla facilisi. Etiam sem ligula, sodales quis, commodo fermentum, porttitor eu, arcu. Nullam scelerisque risus in sapien.

In hac habitasse platea dictumst. Aliquam diam. Fusce dapibus convallis erat. Quisque leo ligula, hendrerit nec, bibendum eleifend, luctus sed, erat. Maecenas venenatis massa nec odio. Proin euismod sem ac metus. Nam

risus. Vestibulum ac justo. Phasellus blandit lobortis est. Maecenas venenatis dictum ligula. Ut dolor. Sed neque nisi, dapibus at, nonummy ac, dignissim id, nunc. Aenean ut justo vitae nibh gravida commodo. Integer metus. Aenean venenatis suscipit odio. Nulla placerat ipsum sit amet lorem. Fusce congue posuere ante. Integer dolor quam, congue non, molestie at, commodo quis, enim. Quisque ipsum. Cum sociis natoque penatibus et magnis parturient montes, nascetur ridiculus mus.

KENNAMETAL

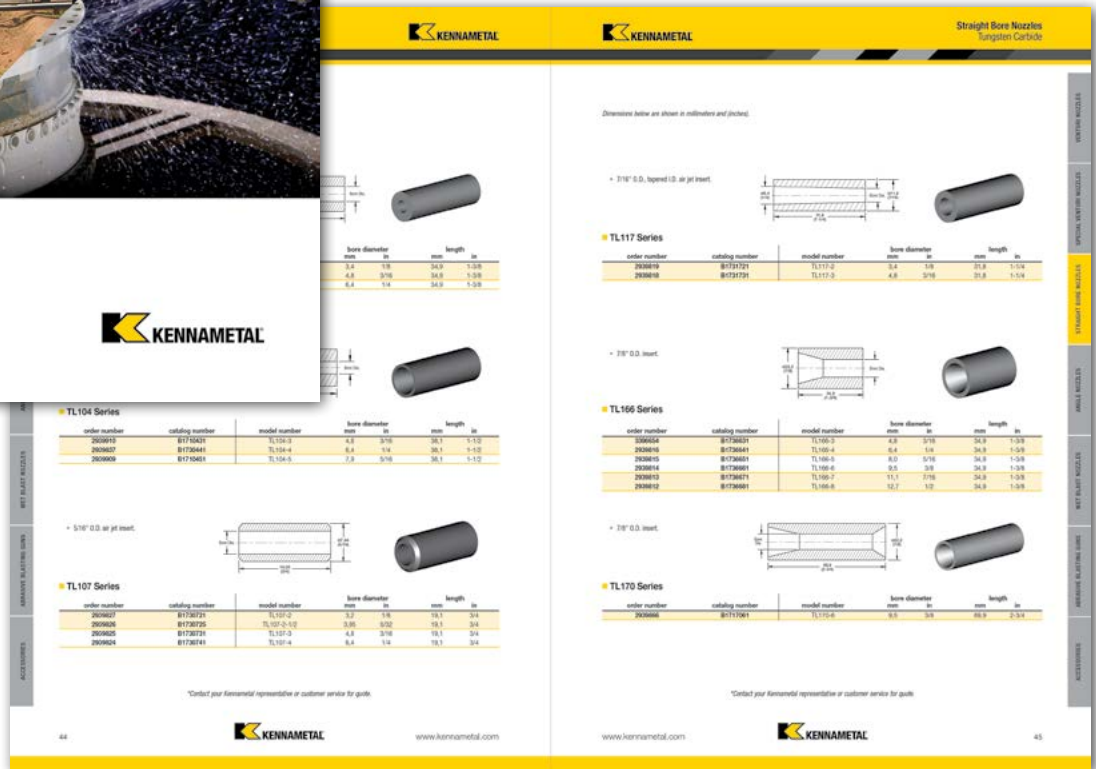
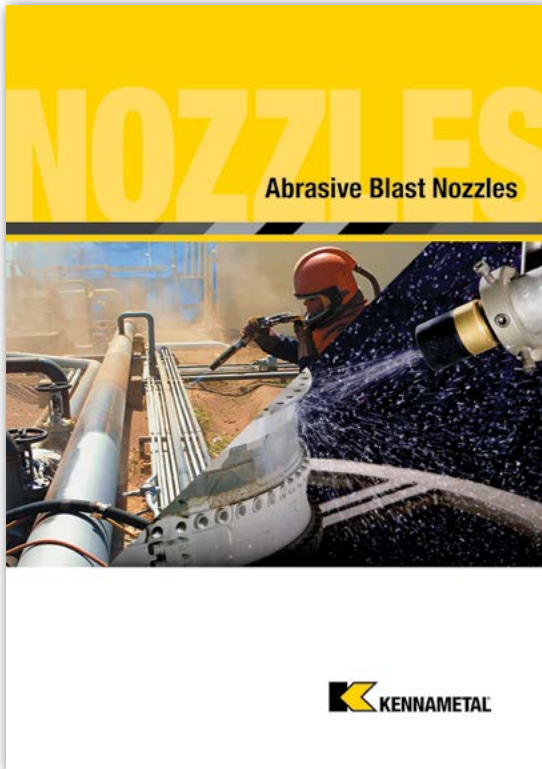
©2014 Kennametal Inc. All rights reserved. 0-00-0000

Ask your local Marketing Communications (MarCom) representative for complete details.

Previous Versions Obsolete

Product Catalog

The Abrasive Blast Nozzles product catalog pictured below is a representative cover and interior spread. Please customize per your use.

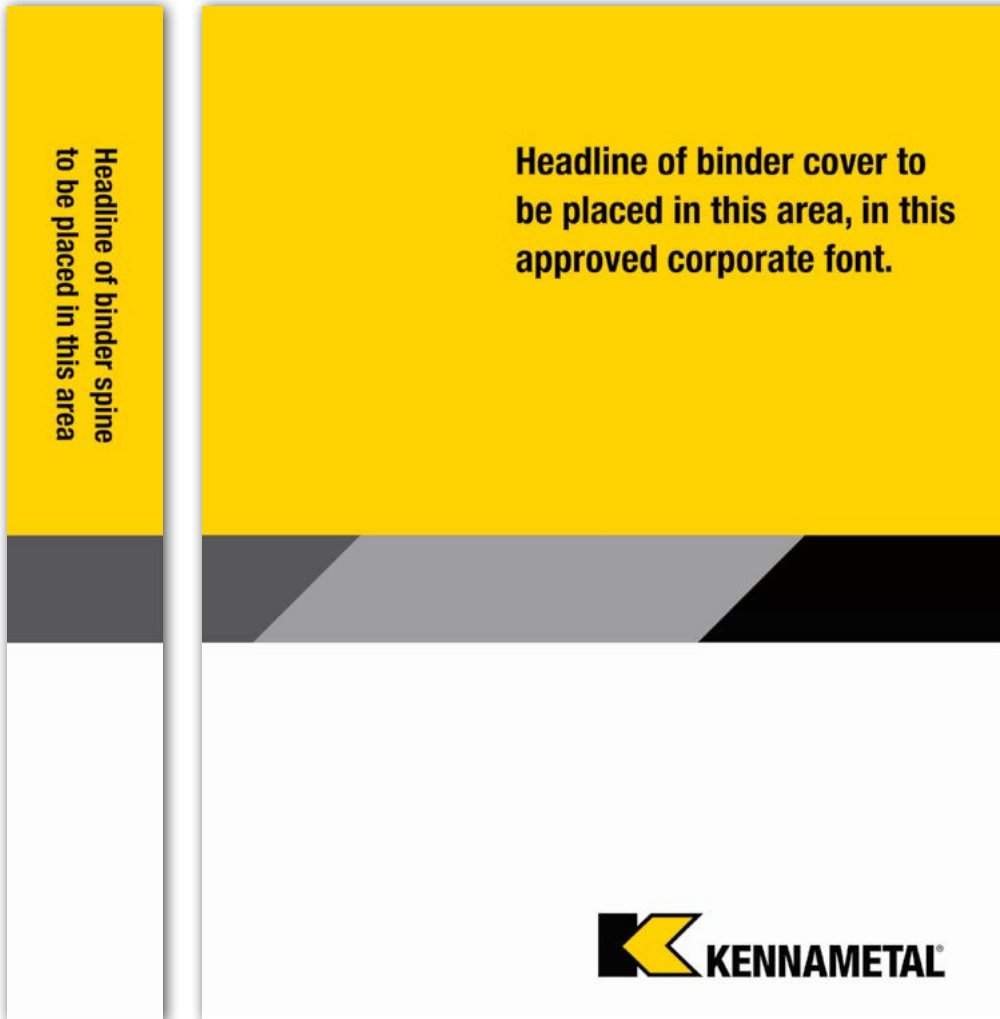


Ask your local Marketing Communications (MarCom) representative for complete details.

Previous Versions Obsolete

Binder Cover/Spine

The visual references pictured below are a representative binder cover and spine. Please customize per your use.

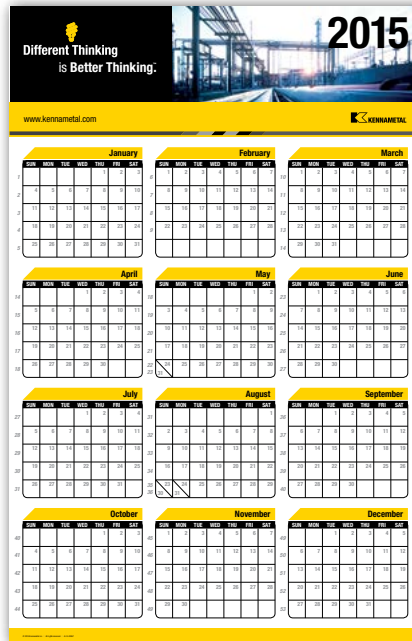


Ask your local Marketing Communications (MarCom) representative for complete details.

Previous Versions Obsolete

Calendars

The visual references pictured below are representative calendars.



January	February	March	April	May	June	July	August	September	October	November	December
1 su	1 su	1 su	1 su	1 su	1 su	1 su	1 su	1 su	1 su	1 su	1 su
2 m	2 m	2 m	2 m	2 m	2 m	2 m	2 m	2 m	2 m	2 m	2 m
3 tu	3 tu	3 tu	3 tu	3 tu	3 tu	3 tu	3 tu	3 tu	3 tu	3 tu	3 tu
4 w	4 w	4 w	4 w	4 w	4 w	4 w	4 w	4 w	4 w	4 w	4 w
5 th	5 th	5 th	5 th	5 th	5 th	5 th	5 th	5 th	5 th	5 th	5 th
6 fr	6 fr	6 fr	6 fr	6 fr	6 fr	6 fr	6 fr	6 fr	6 fr	6 fr	6 fr
7 sa	7 sa	7 sa	7 sa	7 sa	7 sa	7 sa	7 sa	7 sa	7 sa	7 sa	7 sa
8 su	8 su	8 su	8 su	8 su	8 su	8 su	8 su	8 su	8 su	8 su	8 su
9 m	9 m	9 m	9 m	9 m	9 m	9 m	9 m	9 m	9 m	9 m	9 m
10 tu	10 tu	10 tu	10 tu	10 tu	10 tu	10 tu	10 tu	10 tu	10 tu	10 tu	10 tu
11 w	11 w	11 w	11 w	11 w	11 w	11 w	11 w	11 w	11 w	11 w	11 w
12 th	12 th	12 th	12 th	12 th	12 th	12 th	12 th	12 th	12 th	12 th	12 th
13 fr	13 fr	13 fr	13 fr	13 fr	13 fr	13 fr	13 fr	13 fr	13 fr	13 fr	13 fr
14 sa	14 sa	14 sa	14 sa	14 sa	14 sa	14 sa	14 sa	14 sa	14 sa	14 sa	14 sa
15 su	15 su	15 su	15 su	15 su	15 su	15 su	15 su	15 su	15 su	15 su	15 su
16 m	16 m	16 m	16 m	16 m	16 m	16 m	16 m	16 m	16 m	16 m	16 m
17 tu	17 tu	17 tu	17 tu	17 tu	17 tu	17 tu	17 tu	17 tu	17 tu	17 tu	17 tu
18 w	18 w	18 w	18 w	18 w	18 w	18 w	18 w	18 w	18 w	18 w	18 w
19 th	19 th	19 th	19 th	19 th	19 th	19 th	19 th	19 th	19 th	19 th	19 th
20 fr	20 fr	20 fr	20 fr	20 fr	20 fr	20 fr	20 fr	20 fr	20 fr	20 fr	20 fr
21 sa	21 sa	21 sa	21 sa	21 sa	21 sa	21 sa	21 sa	21 sa	21 sa	21 sa	21 sa
22 su	22 su	22 su	22 su	22 su	22 su	22 su	22 su	22 su	22 su	22 su	22 su
23 m	23 m	23 m	23 m	23 m	23 m	23 m	23 m	23 m	23 m	23 m	23 m
24 tu	24 tu	24 tu	24 tu	24 tu	24 tu	24 tu	24 tu	24 tu	24 tu	24 tu	24 tu
25 w	25 w	25 w	25 w	25 w	25 w	25 w	25 w	25 w	25 w	25 w	25 w
26 th	26 th	26 th	26 th	26 th	26 th	26 th	26 th	26 th	26 th	26 th	26 th
27 fr	27 fr	27 fr	27 fr	27 fr	27 fr	27 fr	27 fr	27 fr	27 fr	27 fr	27 fr
28 sa	28 sa	28 sa	28 sa	28 sa	28 sa	28 sa	28 sa	28 sa	28 sa	28 sa	28 sa
29 su	29 su	29 su	29 su	29 su	29 su	29 su	29 su	29 su	29 su	29 su	29 su
30 m	30 m	30 m	30 m	30 m	30 m	30 m	30 m	30 m	30 m	30 m	30 m
31 tu	31 tu	31 tu	31 tu	31 tu	31 tu	31 tu	31 tu	31 tu	31 tu	31 tu	31 tu

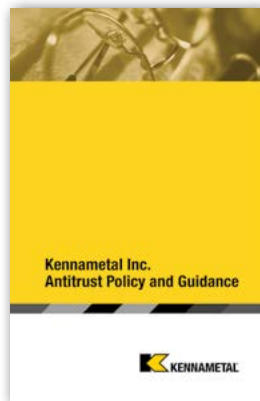
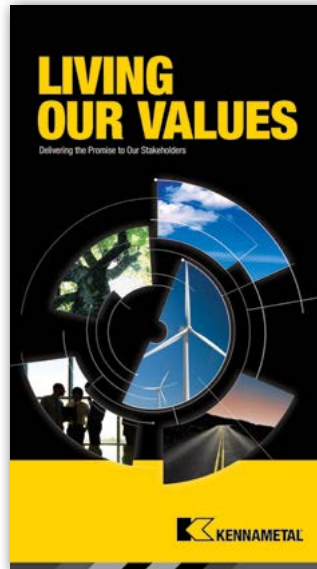
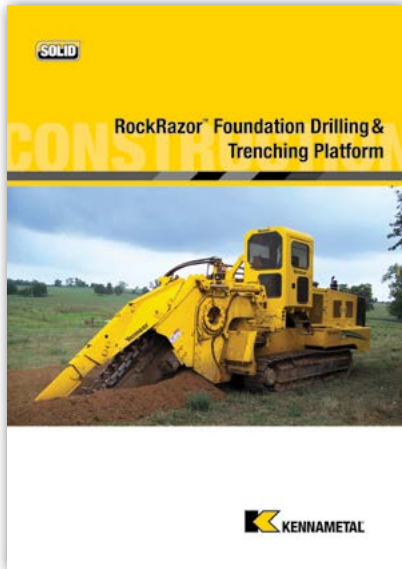


Ask your local Marketing Communications (MarCom) representative for complete details.

Previous Versions Obsolete

Supplemental Covers

The covers pictured below are representative supplemental covers. Please customize per your use.

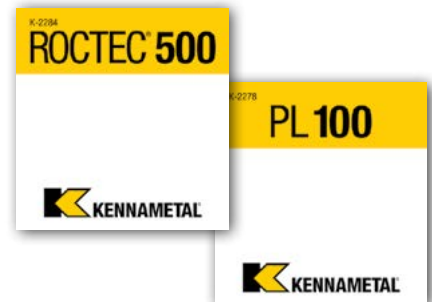


Ask your local Marketing Communications (MarCom) representative for complete details.

Previous Versions Obsolete

Packaging

The visual references pictured below show a range of approved packaging. For additional information about packaging guidelines, contact your local Marketing Communications (MarCom) representative.



To continue our commitment to a sustainable environment, kraft material must be used for all packaging.

Ask your local Marketing Communications (MarCom) representative for complete details.

Previous Versions Obsolete

Vehicles

The visual references pictured below show a range of the approved vehicle branding.



Ask your local Marketing Communications (MarCom) representative for complete details.

Previous Versions Obsolete

CD/Jewel Case Insert

The Aerospace & Defense jewel case insert and Brand Program CD pictured below are representatives of the exterior of the insert and the CD label. Please customize per your use.



Ask your local Marketing Communications (MarCom) representative for complete details.

Previous Versions Obsolete

Flag

The visual reference pictured below is the approved flag.



Important note: When flying beside a national flag, the Kennametal flag should never be larger or higher than the national flag.

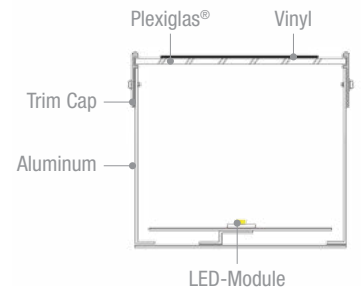
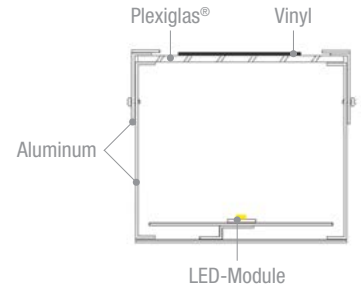
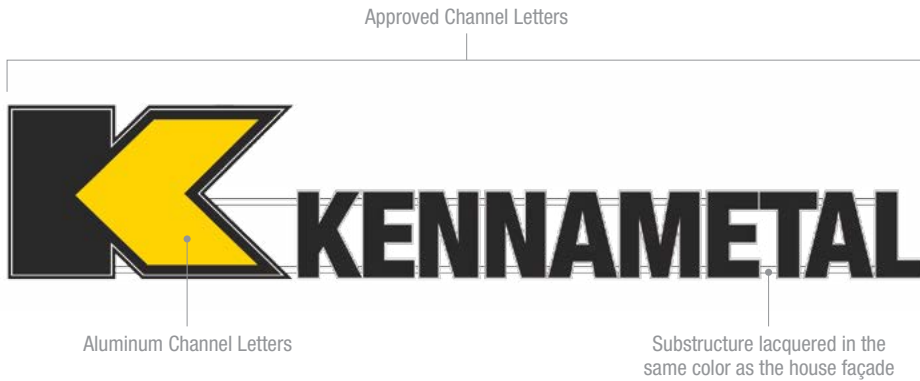
Ask your local Marketing Communications (MarCom) representative for complete details.

Previous Versions Obsolete

Signage

All applications must follow the standards outlined in this Brand Program.

SIGNAGE | ROOFTOP/FAÇADE SIGNAGE



Aluminum Channel Letters

- Housing aluminum, lacquered RAL 9005 black
- Face in Acrylic white opal Plexiglas® GS060 with Vinyl black and yellow ORACAL 8500-013

LED-Illumination

- Luminous density: max. 450 cd/m²

Type of LED

- Saleux® ECOProfessional
- Color temperature: 6.300K (max. 6.500K)



Day



Night

Important note:

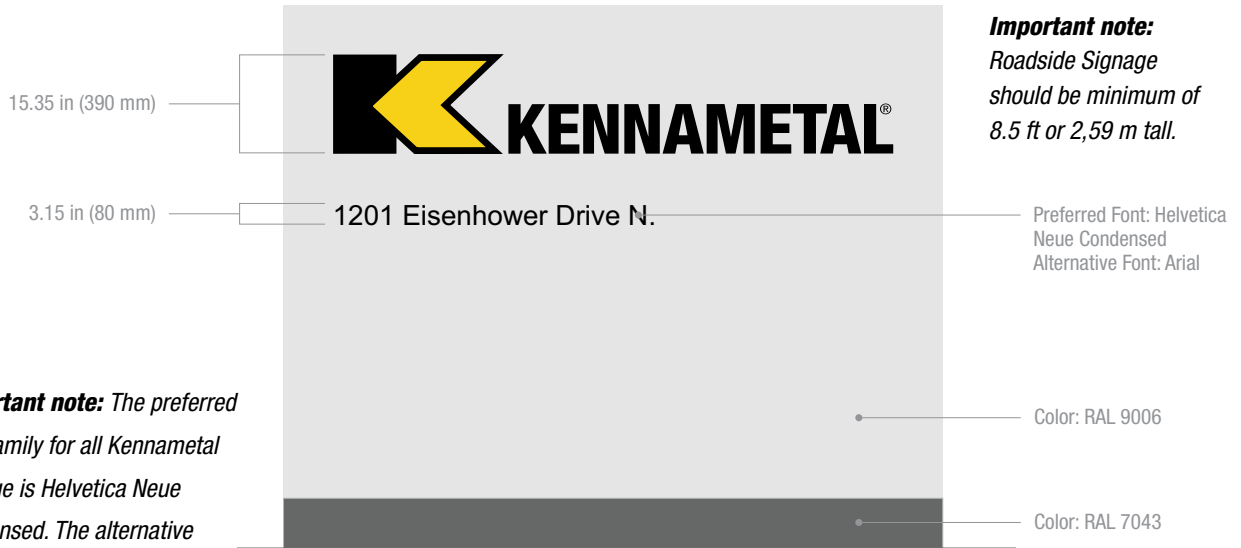
As letter size increases, the width of the outline must increase proportionally. If letter size is larger than 12 in (300 mm), then the outline must be at least .4 in (10 mm), max. width of 1.5 in (40 mm) — consistent on every letter in the signage.

LED quality and lighting angle determines the depth of the letters. Lighting angles of 120° require a depth of 4.75–6 in (120–150 mm), and 140° a depth of 3.15–4 in (80–100 mm).

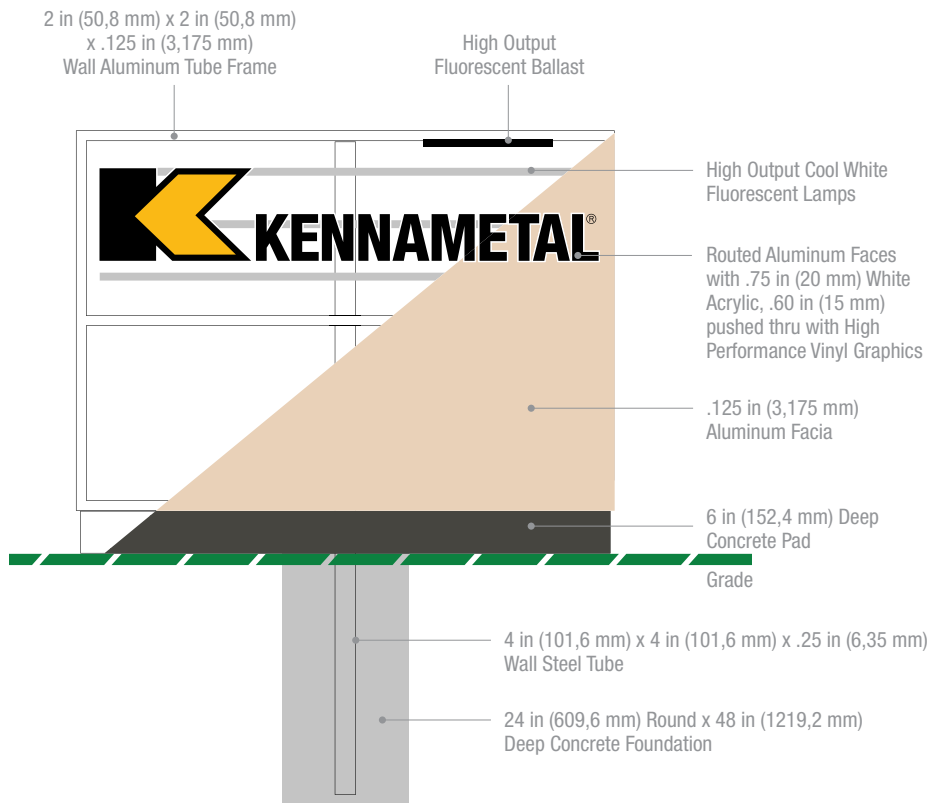
Ask your local Marketing Communications (MarCom) representative for complete details.

Previous Versions Obsolete

SIGNAGE | ROADSIDE SIGNAGE



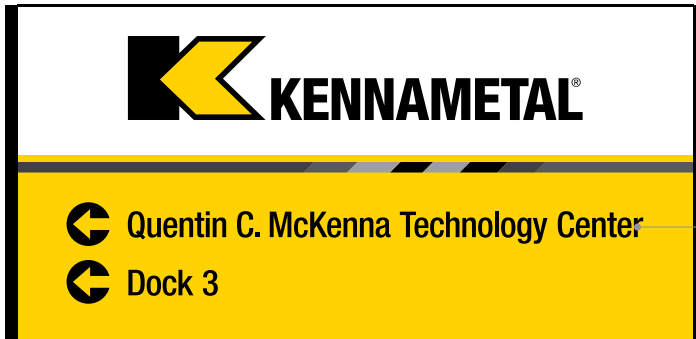
Important note: The preferred type family for all Kennametal signage is Helvetica Neue Condensed. The alternative typeface is Arial, which may be used when Helvetica Neue Condensed is not available.



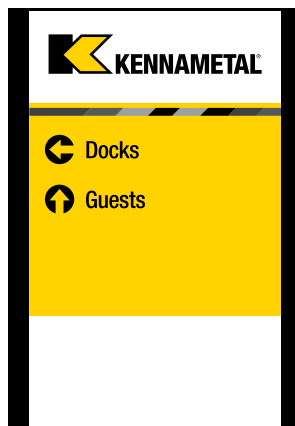
Ask your local Marketing Communications (MarCom) representative for complete details.

Previous Versions Obsolete

SIGNAGE | FACILITY AND WAYFINDING SIGNAGE



Preferred Font: Helvetica Neue Condensed
Alternative Font: Arial



Important note: The preferred type family for all Kennametal signage is Helvetica Neue Condensed. The alternative typeface is Arial, which may be used when Helvetica Neue Condensed is not available.

Ask your local Marketing Communications (MarCom) representative for complete details.

Previous Versions Obsolete

Specialty Items/Wearables

The visual references pictured below show a range of the approved specialty items and wearables.

To view all items available, visit: www.kennametal.corpmerchandise.com



Ask your local Marketing Communications (MarCom) representative for complete details.

Previous Versions Obsolete

SAP®-generated Commercial Sales Documentation

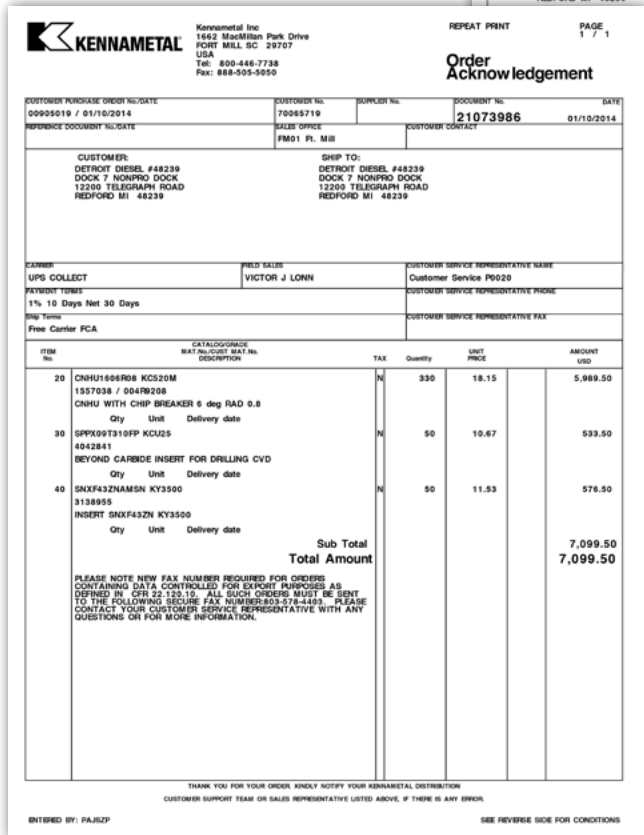
All applications must follow the standards outlined in this Brand Program.

With the acquisition of Stellram and Firth Sterling, and to further emphasize

brand consistency, the approved treatments for sales documents must be used.

Please see the following examples.

SAP®-GENERATED COMMERCIAL SALES DOCUMENTATION | KENNAMETAL



KENNAMETAL Kennametal Inc
1662 MacMillan Park Drive
FORT MILL, SC 29707
USA
Tel: 800-446-7738
Fax: 888-505-5050

REPEAT PRINT PAGE 1 / 1

Order Acknowledgement

CUSTOMER PURCHASE ORDER NO./DATE: 00904828 / 01/09/2014
CUSTOMER NO.: 70045719
SUPPLIER NO.:
DOCUMENT NO.: 21073986 DATE: 01/10/2014

REFERENCE DOCUMENT NO./DATE:
SALES OFFICE: FM01 FL. MIB
CUSTOMER CONTACT: Vic Lonn

QUOTE TO: DETROIT DIESEL #48239
DOCK 7 NONPRO DOCK
12200 TELEGRAPH ROAD
REDFORD MI 48239

SHIP TO: DETROIT DIESEL #48239
DOCK 7 NONPRO DOCK
12200 TELEGRAPH ROAD
REDFORD MI 48239

CARRIER: UPS COLLECT
FIELD SALES: VICTOR J LONN
CUSTOMER SERVICE REPRESENTATIVE NAME: Customer Service P0020
CUSTOMER SERVICE REPRESENTATIVE PHONE:
CUSTOMER SERVICE REPRESENTATIVE FAX:

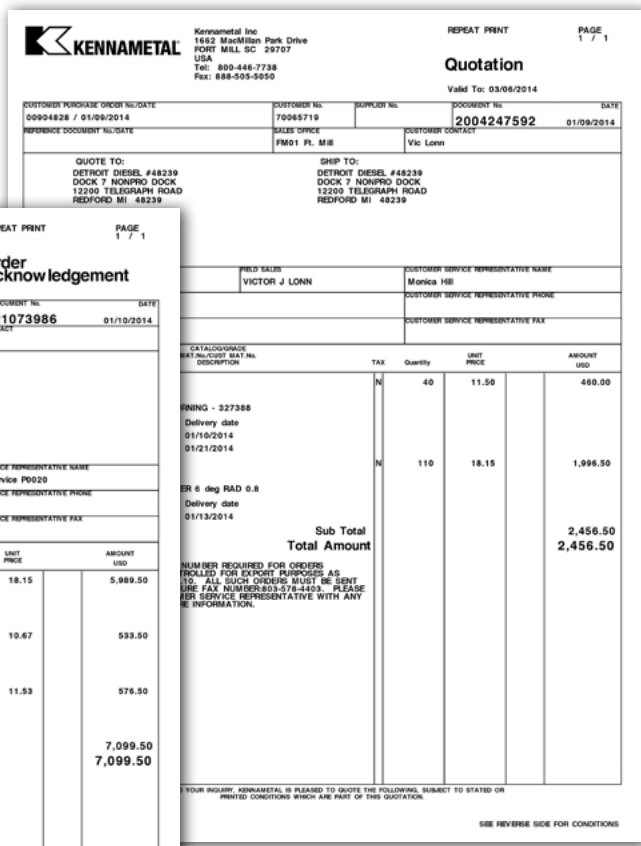
DELIVERY TERMS: 1% 10 Days Net 30 Days
SHIP TERMS: Free Carrier FCA

ITEM No.	CATALOG/ORDR MAT No./CUST MAT No.	DESCRIPTION	TAX	Quantity	UNIT PRICE	AMOUNT USED
20	CNHU1606R08 KC520M 1557038 / 004F9208	CNHU WITH CHIP BREAKER 6 deg RAD 0.8	N	330	18.15	5,989.50
		Qty Unit Delivery date				
38	SPFY00T319FP KCUZ5 4042841	BEYOND CARBIDE INSERT FOR DRILLING CVD	N	50	10.67	535.50
		Qty Unit Delivery date				
40	SAXKF43ZNAM5N KY3500 3138955	INSERT SAXKF43ZN KY3500	N	50	11.53	576.50
		Qty Unit Delivery date				
Sub Total						7,099.50
Total Amount						7,099.50

PLEASE NOTE NEW FAX NUMBER REQUIRED FOR ORDERS CONTAINING DATA CONTROLLED FOR EXPORT PURPOSES AS DEFINED IN CFR 25.125-11. ALL SUCH ORDERS MUST BE SENT TO THE FOLLOWING SECURE FAX NUMBER:803-578-4403. PLEASE CONTACT YOUR CUSTOMER SERVICE REPRESENTATIVE WITH ANY QUESTIONS OR FOR MORE INFORMATION.

THANK YOU FOR YOUR ORDER. KINDLY NOTIFY YOUR KENNAMETAL DISTRIBUTION CUSTOMER SUPPORT TEAM OR SALES REPRESENTATIVE LISTED ABOVE, IF THERE IS ANY ERROR.

ENTERED BY: PAJZP SEE REVERSE SIDE FOR CONDITIONS



KENNAMETAL Kennametal Inc
1662 MacMillan Park Drive
FORT MILL, SC 29707
USA
Tel: 800-446-7738
Fax: 888-505-5050

REPEAT PRINT PAGE 1 / 1

Quotation

Valid To: 03/08/2014

CUSTOMER PURCHASE ORDER NO./DATE: 00904828 / 01/09/2014
CUSTOMER NO.: 70045719
SUPPLIER NO.:
DOCUMENT NO.: 2004247592 DATE: 01/09/2014

REFERENCE DOCUMENT NO./DATE:
SALES OFFICE: FM01 FL. MIB
CUSTOMER CONTACT: Vic Lonn

QUOTE TO: DETROIT DIESEL #48239
DOCK 7 NONPRO DOCK
12200 TELEGRAPH ROAD
REDFORD MI 48239

SHIP TO: DETROIT DIESEL #48239
DOCK 7 NONPRO DOCK
12200 TELEGRAPH ROAD
REDFORD MI 48239

FIELD SALES: VICTOR J LONN
CUSTOMER SERVICE REPRESENTATIVE NAME: Morrice Hill
CUSTOMER SERVICE REPRESENTATIVE PHONE:
CUSTOMER SERVICE REPRESENTATIVE FAX:

CATALOG/ORDR MAT No./CUST MAT No.	TAX	Quantity	UNIT PRICE	AMOUNT USED
ENING - 327388	N	40	11.50	460.00
Delivery date: 01/10/2014				
01/21/2014				
ER 6 deg RAD 0.8	N	110	18.15	1,996.50
Delivery date: 01/13/2014				
Sub Total				2,456.50
Total Amount				2,456.50

NUMBER REQUIRED FOR ORDERS CONTROLLED FOR EXPORT PURPOSES AS DEFINED IN CFR 25.125-11. ALL SUCH ORDERS MUST BE SENT TO THE FOLLOWING SECURE FAX NUMBER:803-578-4403. PLEASE CONTACT YOUR CUSTOMER SERVICE REPRESENTATIVE WITH ANY QUESTIONS OR FOR MORE INFORMATION.

YOUR INQUIRY, KENNAMETAL IS PLEASED TO QUOTE THE FOLLOWING SUBJECT TO STATED OR PRINTED CONDITIONS WHICH ARE PART OF THIS QUOTATION.

SEE REVERSE SIDE FOR CONDITIONS

Ask your local Marketing Communications (MarCom) representative for complete details.

Previous Versions Obsolete

COMMERCIAL SALES DOCUMENTATION (INTERIM) | **STELLRAM AND FIRTH STERLING**

Based on the preceding Kennametal Commercial Sales Documents, acquired companies commercial sales documents must adhere to the brand standards. After migrating to Kennametal's standard SAP® system, all commercial sales documentation will follow the Kennametal standards.

Important note: The Legal Entity name, which is NOT the sub-brand name, should NOT be treated as a sub-brand; rather it becomes part of the "remit-to" address.

Legal Entity →

Legal Entity →

Legal Entity →

Sales Quotation

Kennametal Stellram Ltd
 Technical Pkg. Overview | Tel: 0800 733 0000
 Wickham, Wiltshire, UK SN12 4TS | Fax: 0800 733 0002

Quote Reference SQ : 59761

Service Rep : CARMEN MADINE
Invoice To : ANGLIA ENGINEERING NORWICH AGENCY
 2 PAGE ROAD
 SWEET BRIAR INDUSTRIAL ESTATE
 NORWICH
 NORFOLK
 NR3 2BX
 UK

Sales Engineer : IAN GOODES
VAT REG : NA
Delivery Terms : DDP - DELIVERED DUTY PAID
Payment Terms : 1 MONTH FROM EOM
Customer No : ANGL002 UNONO

Line Details Date Quoted : 23/01/2014

Ship Lines to : ANGLIA ENGINEERING NORWICH AGENCY
 SWEET BRIAR INDUSTRIAL ESTATE
 2 PAGE ROAD
 NORWICH
 NORFOLK
 NR3 2BX
 UK

Carrier : UNITED PARCEL SERVICES / UPS

Line	Basic	Customer PO #	Qty	UM	Schedulad	Price	Disc	Value
0001	033785	SP4066 16R12ABUTT THREADING INSERT	2	EA	17/12/2013	13.70	40.00%	18.44
0002	033785	SP4066 16R12ABUTT THREADING INSERT	3	EA	17/12/2013	13.70	40.00%	24.66
0003	020134	SFZ 16R12ABUTT THREADING INSERT	4	EA	28/12/2013	13.70	40.00%	32.88
0004	020134	SFZ 16R12ABUTT THREADING INSERT	1	EA	28/12/2013	13.70	40.00%	8.22

Additional Charges :

0001	UFFRT FREIGHT CHARGES	1		0.00	0.00
------	--------------------------	---	--	------	------

Conferma d'ordine

Kennametal Stellram S.r.l.
 Strada Nazionale 71 - 11020 CARONNO (VC)
 Tel. Customer Service: 0115940111
 Tel. Comanda: 0115940111

Ns. riferimenti SO n°: 602956

Rif. Interno : MASSIMO SIDOTTI
Fattura a : C.M.P. SRL
 VIA DELL'INDUSTRIA
 ZONA INDUSTRIALE S.ANDREA
 33030 COSEANO (UD)
 IT

Venditore/Agente : MAURO RAMPOGNA
P.IVA : 00298400300
Consegna : DDP - DELIVERED DUTY PAID
Termini di pagamento : 60 GIORNI FINE MESE
Cod. Cliente : CAM0001 IC0UD

Data conferma: 23/01/2014

Vettore : DHL

Rev	Quantita	UM	Cons. Previ	Prezzo	Sconto	Totale
13/12/2013						€
PEN-41	60	EA	13/12/2013	14.70	40.00%	529.20
F4011T	20	EA	13/12/2013	2.35	15.00%	39.95
	1					9.00
Spese						Totale
9.00						578.15
						127.19
						705.34

Page 1 of 2

Ask your local Marketing Communications (MarCom) representative for complete details.

Previous Versions Obsolete

COMMERCIAL SALES DOCUMENTATION (INTERIM) | **STELLRAM AND FIRTH STERLING**

Important note: The Legal Entity name, which is NOT the sub-brand name, should NOT be treated as a sub-brand; rather it becomes part of the "remit-to" address.

Legal Entity

ftifit

Kennametal Steellram Ltd
 Harbours Way
 Rosneath
 Markinch, Fife, UK. SN12 6TD
 VAT No: GB343 2022 45

Tel: 01225 807700
 Fax: 01225 907111

At: Fax: 01225 907176

KENNAMETAL

ATI Steellram Sarl
 Avenue du Mont-Blanc 24
 CH-1196 Gland

Tel: 0041 (0) 22 354 97 11
 Fax: 0041 (0) 22 354 97 02
 European Procurement@ATmetals.com

Purchase Order PO 31000 XCH

THIS ORDER MUST BE ON ALL PAPERS AND PACKAGES

Supplier No : HAMM01 HEG1
 Supplier : HAMMOND & COMPANY LTD
 FINWAY ROAD
 HEMEL HEMPSTEAD
 HERTS


PO Date : 01/10/2013
 Terms : 2 MONTHS FROM EOM
 Contact : PETER COWARD
 Phone / Fax : 00441442212211 / 00441442252003
 E-mail : sales@hammco.com; kelly@hammco.com; john@hammco.com

Invoice To

ATI STELLRAM SARL
 CP 339
 CH-1196 GLAND

/ Description	UM	Required	Quantity	Unit Price	Net Amount
0A0130CAAA 30CAAA	EA	04/11/2013	10.00	24.59	245.90
Total : (GBP) :					245.90

CONFIRMATION BY FAX TO 0041223549702 OR BY E-MAIL TO sales@hammco.com.

Buyer: 
 Pierre-André Sibut-Boude

Comments: CREDIT AGAINST INVOICE UK470036 DATED 26.11.2013
 RGA 15020 DATED 16.12.2013
 LESS 15% HANDLING CHARGE

Items Sub Total	Discount	Additional	Total Net	VAT 20%	Credit Total
£ 74.26	0.00	0.00	74.26	14.85	89.11

BANK DETAILS: BANK OF AMERICA N.A. Branch Code: 6008
 1 CANANDA SQUARE
 LONDON E14 5AG-UK

Acct. GBP: IBAN: GB30 3094 1000 0000 0000 00 SWIFT Code: BOFAGB33 Sort Code: 30-16-30
 Acct. EURO: IBAN: GB31 3094 1000 5000 0000 10 SWIFT Code: BOFAGE33

Ask your local Marketing Communications (MarCom) representative for complete details.

Previous Versions Obsolete

HTML Style Guidelines

All applications must follow the standards outlined in this Brand Program.

HTML STYLE GUIDELINES | NAVIGATION



HTML STYLE GUIDELINES | NAVIGATION | MENU AND ROLLOVERS



HTML STYLE GUIDELINES | TEXT INPUT AND SUBMIT BUTTON



HTML STYLE GUIDELINES | CALLOUT BOX



Ask your local Marketing Communications (MarCom) representative for complete details.

Previous Versions Obsolete

HTML STYLE GUIDELINES | **FEATURED SOLUTIONS**

NEW ADVANCED CERAMICS SECTION

HTML STYLE GUIDELINES | **FORM MENU**

- Select -

HTML STYLE GUIDELINES | **SECTION HEADLINE**

Products

HTML STYLE GUIDELINES | **FORM FIELD**

HTML STYLE GUIDELINES | **SUBHEAD**

Metalworking Tools

HTML STYLE GUIDELINES | **CALL TO ACTION BUTTON**

HTML STYLE GUIDELINES | **BODY COPY**

We manufacture metal working and metal cutting tools for milling, drilling, turning and tooling systems applications in demanding environments

Submit

HTML STYLE GUIDELINES | **BODY COPY LINK**

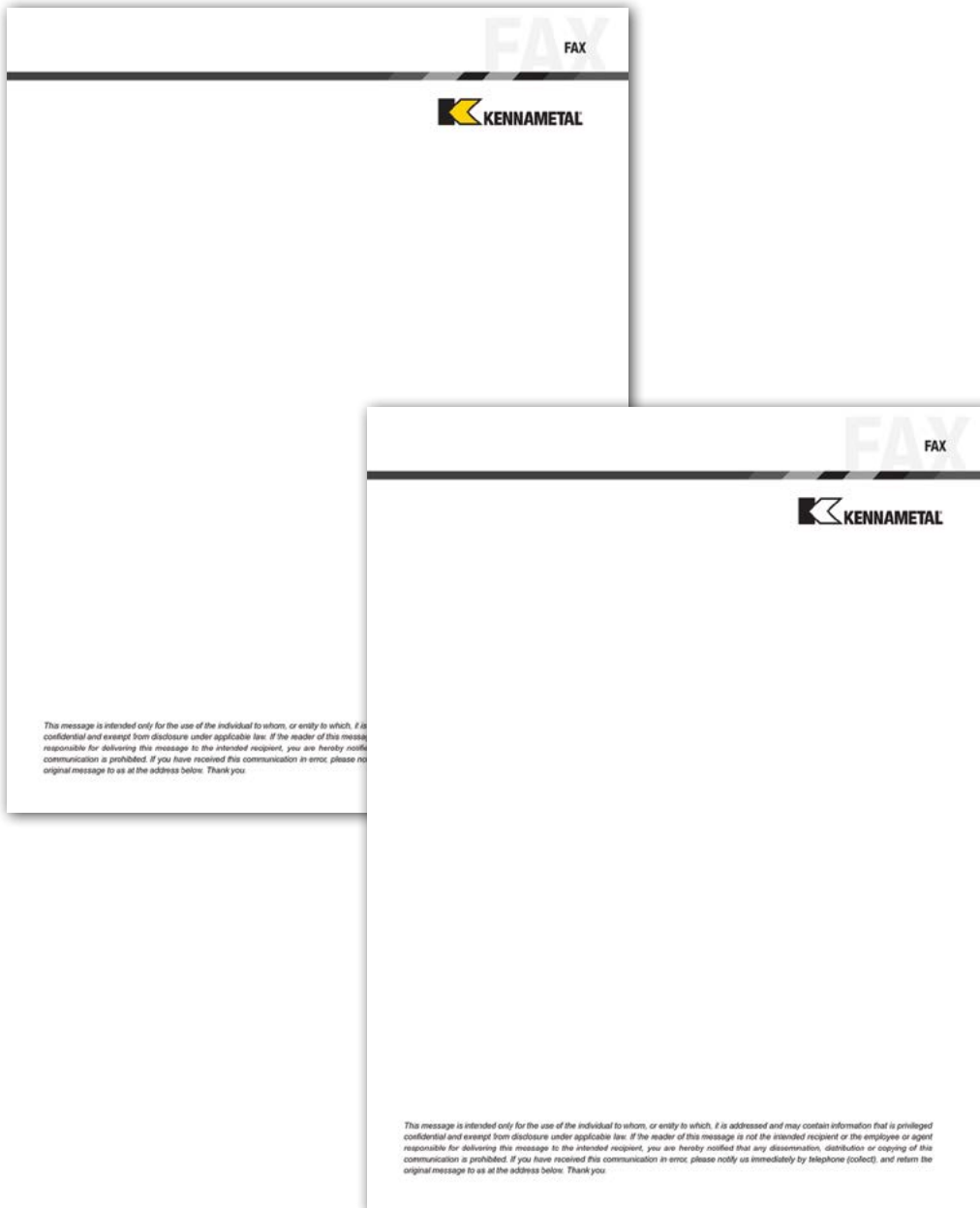
>

Ask your local Marketing Communications (MarCom) representative for complete details.

Previous Versions Obsolete

Fax Cover Sheet

The visual references pictured below are the approved fax cover sheets.



Ask your local Marketing Communications (MarCom) representative for complete details.

Previous Versions Obsolete

Memorandum

The visual references pictured below are the approved memorandums.



Ask your local Marketing Communications (MarCom) representative for complete details.

Previous Versions Obsolete

Report

The visual references pictured below are the approved reports.

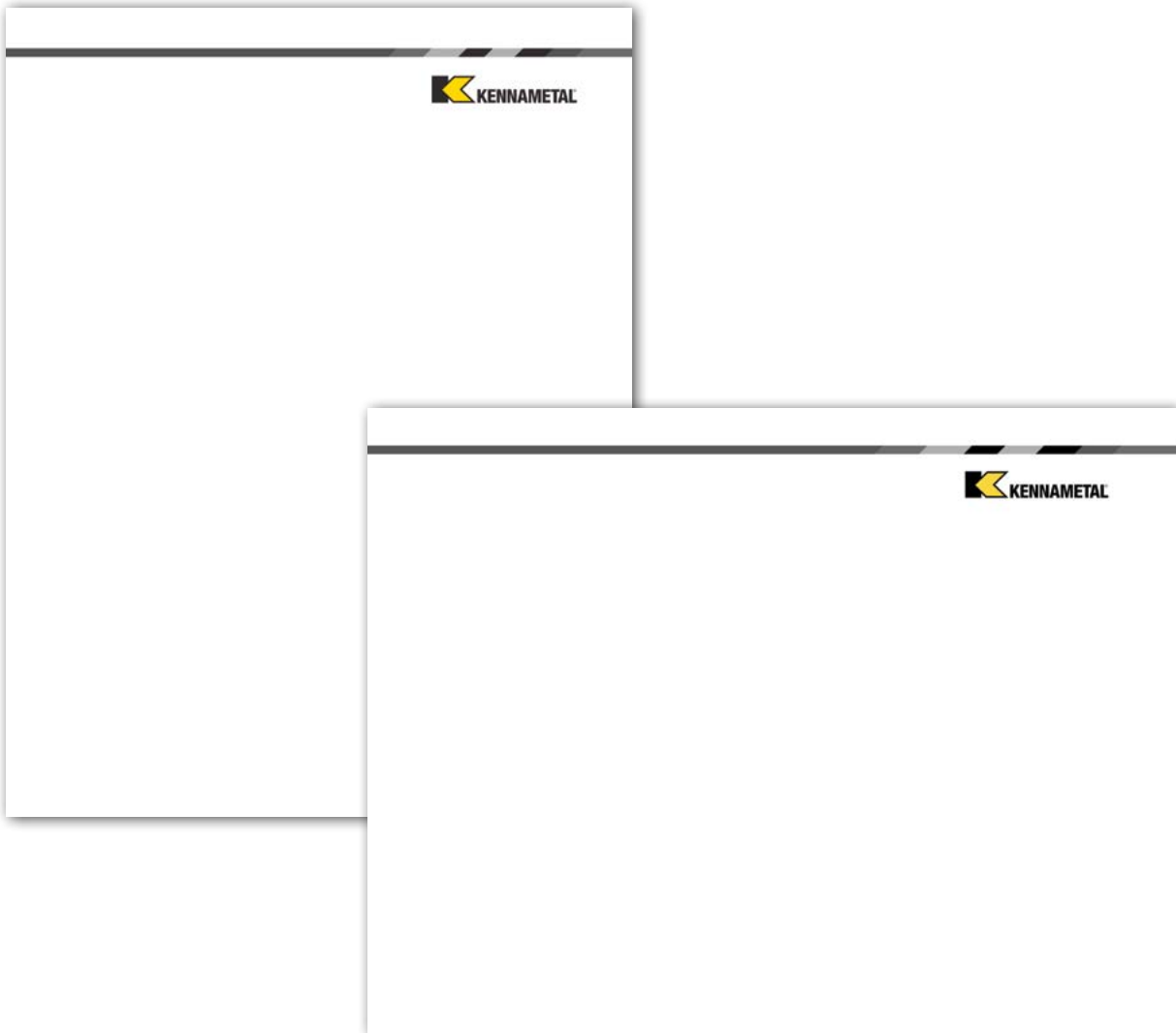


Ask your local Marketing Communications (MarCom) representative for complete details.

Previous Versions Obsolete

Utility Sheet

The visual references pictured below are the approved utility sheets.

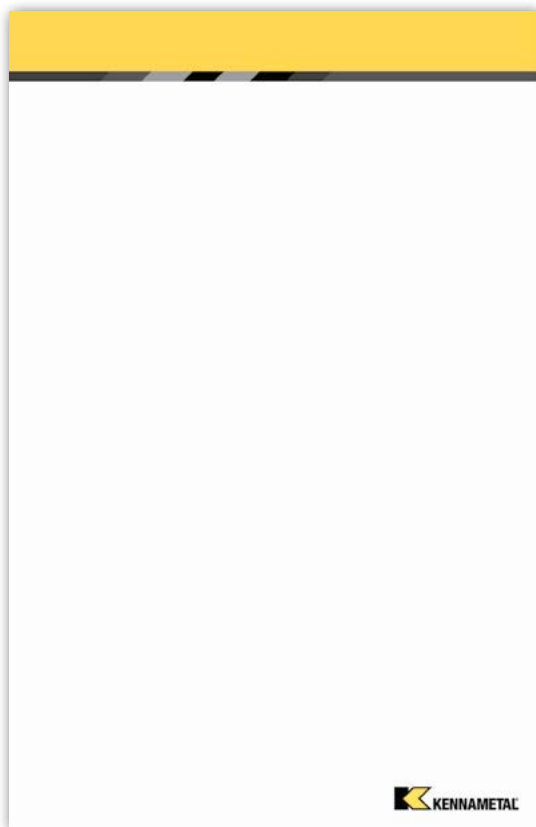


Ask your local Marketing Communications (MarCom) representative for complete details.

Previous Versions Obsolete

Note Pad

The visual reference pictured below is the approved note pad.



Ask your local Marketing Communications (MarCom) representative for complete details.

Previous Versions Obsolete

Email Signature Lock-Up

Auto-Generated Email Disclaimers and Social Logos. Every new email sent by an individual users' Microsoft® Outlook email account will automatically include the legal disclaimer in the user's local language as well as regional social media icons. All employee email should be configured to use the approved standard on every email. Once downloaded, copy and paste into your email program and then personalize.

EMAIL SIGNATURE LOCK-UP | STANDARD

Joan Smith
Title
joan.smith@kennametal.com
T +0 000 000 0000
M +0 000 000 0000
F +0 000 000 0000

Kennametal Inc. | 1600 Technology Way | Latrobe, PA 15650 | www.kennametal.com

THIS COMMUNICATION IS INTENDED FOR THE SOLE USE OF THE PERSON TO WHOM IT IS ADDRESSED AND MAY CONTAIN INFORMATION THAT IS PRIVILEGED, CONFIDENTIAL AND EXEMPT FROM DISCLOSURE UNDER APPLICABLE LAW. ANY DISSEMINATION, DISTRIBUTION OR DUPLICATION OF THIS COMMUNICATION BY SOMEONE OTHER THAN THE INTENDED RECIPIENT IS STRICTLY PROHIBITED. IF YOUR RECEIPT OF THIS COMMUNICATION IS IN ERROR, PLEASE NOTIFY THE SENDER AND DELETE THIS COMMUNICATION.



Font: Arial
Style: Regular
Size: 9pt.
Color: Black

The disclaimer and social logos are for position only and is auto-generated upon hitting "send."

EMAIL SIGNATURE LOCK-UP | ADDITIONAL INFORMATION (IF REQUIRED BY LAW)

Joan Smith
Title
joan.smith@kennametal.com
T +0 000 000 0000
M +0 000 000 0000
F +0 000 000 0000

Kennametal Inc. | Address | Address | www.kennametal.com

Volobortis Nos Ex Etue Min Ut Volor Sum In Velit Consequatem Delesenis Adiamcon
Aliquis Numsan Vel Ea Facipissis Dipsum Dolortio Delit Ipit Praesto Diam Nulla
Quamet Ver Sim Inci Tem Qui Ea Con Henim Do Ex EriL Dio Estrud Eu Feugue Et

THIS COMMUNICATION IS INTENDED FOR THE SOLE USE OF THE PERSON TO WHOM IT IS ADDRESSED AND MAY CONTAIN INFORMATION THAT IS PRIVILEGED, CONFIDENTIAL AND EXEMPT FROM DISCLOSURE UNDER APPLICABLE LAW. ANY DISSEMINATION, DISTRIBUTION OR DUPLICATION OF THIS COMMUNICATION BY SOMEONE OTHER THAN THE INTENDED RECIPIENT IS STRICTLY PROHIBITED. IF YOUR RECEIPT OF THIS COMMUNICATION IS IN ERROR, PLEASE NOTIFY THE SENDER AND DELETE THIS COMMUNICATION.



Font: Arial
Style: Regular
Size: 9pt.
Color: Black

The disclaimer and social logos are for position only and is auto-generated upon hitting "send."

Proper Formatting for Email Addresses

All new and existing email addresses must use the following formatting:
firstname.lastname@kennametal.com (no uppercase letters may be used).

Proper Formatting for Kennametal URL

The Kennametal URL must always appear in lowercase letters:
www.kennametal.com (no uppercase letters may be used).

Important note: Please note, there are no exceptions to the approved Email Signature Lock-Up.

Phone numbers on all corporate identity materials (i.e. letterheads, business cards, email signatures, etc.) should be consistent with the following format listed below:

+00 000 0000 000

Do NOT use dashes, dots, etc. within the phone number.
In the approved format, +00 represents the country code.

Ask your local Marketing Communications (MarCom) representative for complete details.

Previous Versions Obsolete

EMAIL SIGNATURE LOCK-UP | UNACCEPTABLE USE

My Name
 Title
 CMP - Certified Metalcutting Professional
 My.Name@kennametal.com
 M 000.000.0000
[Kennametal](#)
 Kennametal Inc. | 0000 Location Street | Anytown, QQ 00000 | [www.kennametal.com](#)



Thank You for Supporting American Owned Business



Application Support: 000 000 0000
 Sunday 6PM - Friday 7PM EST - 24Hours
 Saturday 9AM - 3PM EST
business-unit@kennametal.com

[Link to Engineering Calculators](#)
[Link to Conversion Guide](#)

Never add graphics (logos, photos, etc.), additional contact information, or additional links.



Kennametal Inc. | 0000 Location Street | Anytown, QQ 00000 | [www.kennametal.com](#)

My.Name@Kennametal.com

T +00 000 0000000

F +00 000 0000000

"My own personal quote to be placed in this area, thus breaking brand standards."

Think before you print.

Never create your "own" logo, change the order of the approved content, personal quotes, additional messages, or change the text color, or style the content in a manner that is different than what is depicted in the approved email signature lock-up.



My Name
 Title
 Kennametal Inc.
 Mobile: (000)000-0000
my.name@kennametal.com

Kennametal Inc. | 0000 Location Street | Anytown, QQ 00000 | [www.kennametal.com](#)



Never add a personalized signature, a signature in a script font, additional graphics, change the order, delete any information, or alter the approved treatment.

Ask your local Marketing Communications (MarCom) representative for complete details.

Previous Versions Obsolete

EMAIL SIGNATURE LOCK-UP | REGIONAL REQUIREMENTS

Knowing that every region of the world has requirements as to what information has to be included in the email signature, we have made sure that the approved email signature can be customized to meet these requirements.

Please note, though we try to address all requirements, there will be versions that we are unaware of. To make sure that your email signature complies with all regional requirements, please contact your local legal department to determine what is required.

Below are several regional examples that demonstrate what is required in that particular region. And, as noted above, please contact your local legal department to determine what is required in your location.

EMAIL SIGNATURE LOCK-UP | REGIONAL REQUIREMENTS | GERMANY

Joan Smith
Title
joan.smith@kennametal.com
T +0 000 000 0000
M +0 000 000 0000
F +0 000 000 0000

Kennametal Shared Services GmbH | Address | Address | www.kennametal.com

Kennametal Shared Services GmbH
Geschäftsführer: Dr. Joachim Fabry, Christoph Heckel, Simon Weber
Sitz der Gesellschaft: Fürth/Bay. – Registergericht: Fürth/Bay. HRB 10171

Required content for German email signature:

- Legal Entity
- Directing Manager
- Location of Registration

EMAIL SIGNATURE LOCK-UP | REGIONAL REQUIREMENTS | ITALY

Joan Smith
Title
joan.smith@kennametal.com
T +0 000 000 0000
M +0 000 000 0000
F +0 000 000 0000

Kennametal Italia S.p.A. | Via Lombardia, 32/F | 20098 San Giuliano Milanese | www.kennametal.com

Capitale Sociale 727.917 EURO Int. Vers.
C.C.I.A.A. Milano, Codice Fiscale e Partita IVA IT 00800840159 – Trib. Milano 80414
Società soggetta all'attività di direzione e coordinamento di Kennametal Europe GmbH – Neuhausen (CH)

Required content for Italian email signature:

- Capital Stock
- Tax Code
- Registered Office

Important note: The Legal Entity name, which is NOT the sub-brand name, should NOT be treated as a sub-brand; rather it becomes part of the address.

Ask your local Marketing Communications (MarCom) representative for complete details.

Previous Versions Obsolete

EMAIL SIGNATURE LOCK-UP | REGIONAL REQUIREMENTS | JAPAN

Joan Smith
Title
joan.smith@kennametal.com
T +0 000 000 0000
M +0 000 000 0000
F +0 000 000 0000

Kennametal Japan Ltd. | 4F MA Bldg. 2-15-12 Kiba | Koto-ku, Tokyo | www.kennametal.co.jp

EMAIL SIGNATURE LOCK-UP | REGIONAL REQUIREMENTS | POLAND

Joan Smith
Title
joan.smith@kennametal.com
T +0 000 000 0000
M +0 000 000 0000
F +0 000 000 0000

Kennametal Polska Sp. z o. o. | ul. Arcybiskupa Antoniego Baraniaka 88 c | 61 - 131 Poznań | www.kennametal.com

Kennametal Polska Sp. z o.o. z siedzibą w Poznaniu, 61 - 131 Poznań, ul. Arcybiskupa Antoniego Baraniaka 88 C. Spółka zarejestrowana w Sądzie Rejonowym Poznań - Nowe Miasto i Wilda w Poznaniu, Wydział VIII Gospodarczy KRS pod numerem 0000175580. Kapitał Zakładowy 100 000 PLN, NIP 954-20-87-982.

Required content for
Polish email signature:
• Registered Office

Important note: The Legal Entity name, which is NOT the sub-brand name, should NOT be treated as a sub-brand; rather it becomes part of the address.

Ask your local Marketing Communications (MarCom) representative for complete details.

Previous Versions Obsolete

Customer Meeting Agenda

The visual references pictured below are the approved customer meeting agenda.



Important note: Phone numbers on all corporate identity materials (i.e. letterheads, business cards, email signatures, etc.) should be consistent with the following format listed below:

+00 000 0000 000

Do NOT use dashes, dots, etc. within the phone number. In the approved format, +00 represents the country code.

Agenda				
TIME	TITLE	SPEAKER	LOCATION	Attendees:
9:00 am	LOREM IPSUM DOLOR AMET	Name	Location: Room Name	Company Name:
9:00-9:30 am	LOREM IPSUM DOLOR AMET	Name	Location: Room Name	Company Name:
9:30-10:00 am	LOREM IPSUM DOLOR AMET	Name	Location: Room Name	Company Name:
10:00-10:30 am	LOREM IPSUM DOLOR AMET	Name	Location: Room Name	Company Name:
10:30-10:45 am	LOREM IPSUM DOLOR AMET	Name	Location: Room Name	Company Name:
10:45-12:00 pm	LOREM IPSUM DOLOR AMET	Name	Location: Room Name	Kennametal:
12:00-1:00 pm	LOREM IPSUM DOLOR AMET	Name	Location: Room Name	Name
1:00-2:00 pm	LOREM IPSUM DOLOR AMET	Name	Location: Room Name	Title
2:00-3:30 pm	LOREM IPSUM DOLOR AMET	Name	Location: Room Name	Name
3:30-3:45 pm	LOREM IPSUM DOLOR AMET	Name	Location: Room Name	Title
3:45-5:00 pm	LOREM IPSUM DOLOR AMET	Name	Location: Room Name	Name
5:00-5:30 pm	LOREM IPSUM DOLOR AMET	Name	Location: Room Name	Title
7:00-9:00 pm	LOREM IPSUM DOLOR AMET	Name	Location: Room Name	Title

Ask your local Marketing Communications (MarCom) representative for complete details.

Previous Versions Obsolete

Award Certificate

The visual reference pictured below is the approved award certificate.



Ask your local Marketing Communications (MarCom) representative for complete details.

Previous Versions Obsolete

Visitor Name Badge

The visual reference pictured below is the approved visitor name badge.



Ask your local Marketing Communications (MarCom) representative for complete details.

Previous Versions Obsolete

Tent Card

The visual references pictured below are the approved tent card.



Ask your local Marketing Communications (MarCom) representative for complete details.

Previous Versions Obsolete

Employee Communications Masthead

The employee communication pictured below shows a representative masthead.

Please customize per your use.

FALL 2015 | VOL. 1 | EDITION 1

2015

Lorem Ipsum Sit

News for the KMT Team

IN THIS ISSUE

Etiam consectetur leo ut pellentesque

Rutrum leo dolor tempor ligula

Eget scelerisque est lorem ac pede. Nullam gravida

Velit nec pellentesque tempus est sem blandit enim id mattis

Orci quam ut est donec sit amet

Eros proin vitae dui vel metus egestas fringilla

Nulla lobortis neque ac blandit

ANNOUNCEMENTS

Etiam consectetur leo ut pellentesque

Rutrum leo dolor tempor ligula

Eget scelerisque est lorem ac pede. Nullam gravida

Velit nec pellentesque tempus est sem blandit enim id mattis

Orci quam ut est donec sit amet

Eros proin vitae dui vel metus egestas fringilla

Nulla lobortis neque ac blandit

Morbi euismod mollis odio



Suspendisse potenti. Morbi tortor risus, malesuada non, vehicula at, tempus eget, elit. Cras nibh ante, tristique in, ultrices quis, tristique ac, lectus. Nam laoreet tincidunt libero. Nulla facilisi. Etiam sem ligula, sodales quis, commodo fermentum, porttitor eu, arcu. Nullam scelerisque risus in sapien. In hac habitasse platea dictumst. Aliquam diam, Fusce dapibus convallis erat. Quisque leo ligula, hendrerit nec, bibendum eleifend, luctus sed, erat.

Maecenas venenatis massa nec odio. Proin euismod sem ac metus. Nam risus. Vestibulum ac justo. Phasellus blandit lobortis est. Maecenas venenatis dictum ligula. Ut dolor. Sed neque nisi, dapibus at, nonummy ac, dignissim id, nunc. Aenean ut justo vitae nibh gravida commodo. Integer metus. Aenean venenatis suscipit odio. Nulla placerat ipsum sit amet lorem. Fusce congue posuere ante. Integer dolor quam, congue non, molestie at, commodo

quis, enim. Quisque ipsum. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Mauris ornare. Proin nec elit posuere lorem venenatis nonummy. Nam leo ipsum, feugiat ornare, suscipit vitae, interdum eget, velit.

Ut ornare. Nullam scelerisque lacs non massa. Maecenas egestas. Proin arcu dolor, cursus et, bibendum sit amet, interdum ut, pede. Donec lobortis. Maecenas vitae turpis a velit sollicitudin semper. In quis quam. Duis sodales nisl. Duis bibendum tortor vestibulum diam. Sed dictum diam non orci.

Integer ut nunc sed dolor viverra sodales. Nam elit. Morbi tempus faucibus tellus. Donec sed nisi. egestas justo faucibus laoreet. Nulla mi tortor, congue sed, aliquam vel, posuere quis, orci. Nullam mollis urna vitae magna. Mauris mauris dolor, ullamcorper a, faucibus a.



Nec Pellentesque

Sem blandit lobortis dui vel dolor. Eget scelerisque est lorem ac pede. Nullam gravida

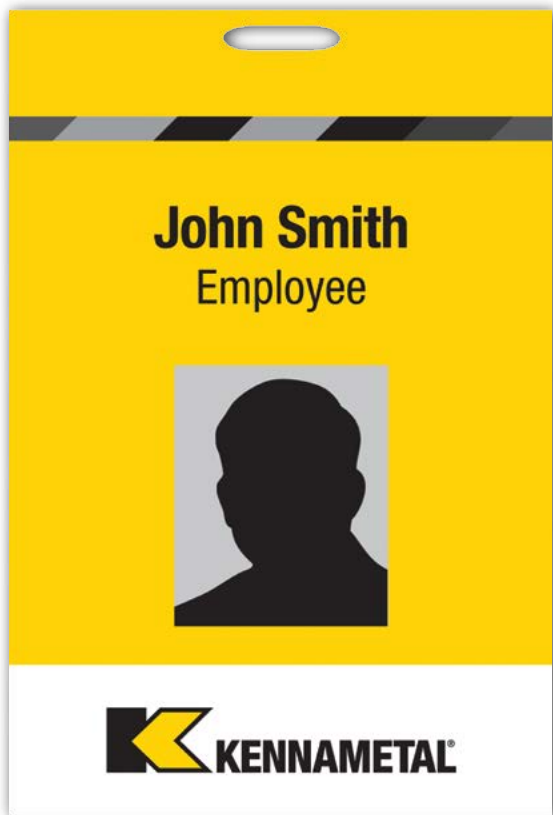
PAGE 3

Ask your local Marketing Communications (MarCom) representative for complete details.

Previous Versions Obsolete

ID Access Badge

The visual reference pictured below is the approved ID access badge.



Ask your local Marketing Communications (MarCom) representative for complete details.

Previous Versions Obsolete

Distributor

Authorized Distributor Brand Program

The Kennametal brand is a widely recognizable, highly valuable asset representing Kennametal and all the businesses that sell or service Kennametal products. Ensuring your success is paramount to Kennametal. These guidelines are meant to guarantee success through proper and consistent use of the Kennametal brand on every application. These examples are just a few of those possible applications. If you have any questions regarding these general guidelines or have a customized need, contact your local Kennametal salesperson.

Authorized Distributor Logo

DESCRIPTION

- Distributor Identity

IDENTITY USE

Your own identity is dominant.
Please use the approved horizontal or vertical Kennametal Authorized Distributor artwork.

AUTHORIZED DISTRIBUTOR LOGO | CLEAR ZONE



K = Height of the Kennametal "K" graphic

AUTHORIZED DISTRIBUTOR LOGO | STACKED VERSION | CLEAR ZONE



K = Height of the Kennametal "K" graphic

Preserving the integrity of the logo:

The logo functions best when it is surrounded by a generous amount of clear, open space. This space is referred to as the logo's "clear zone." This minimum area is to be free of imagery, typography, or any other elements. By maintaining the clear zone, we will ensure the integrity and legibility of the logo.

Ask your local Marketing Communications (MarCom) representative for complete details.

Previous Versions Obsolete

Logo Applications

DESCRIPTION

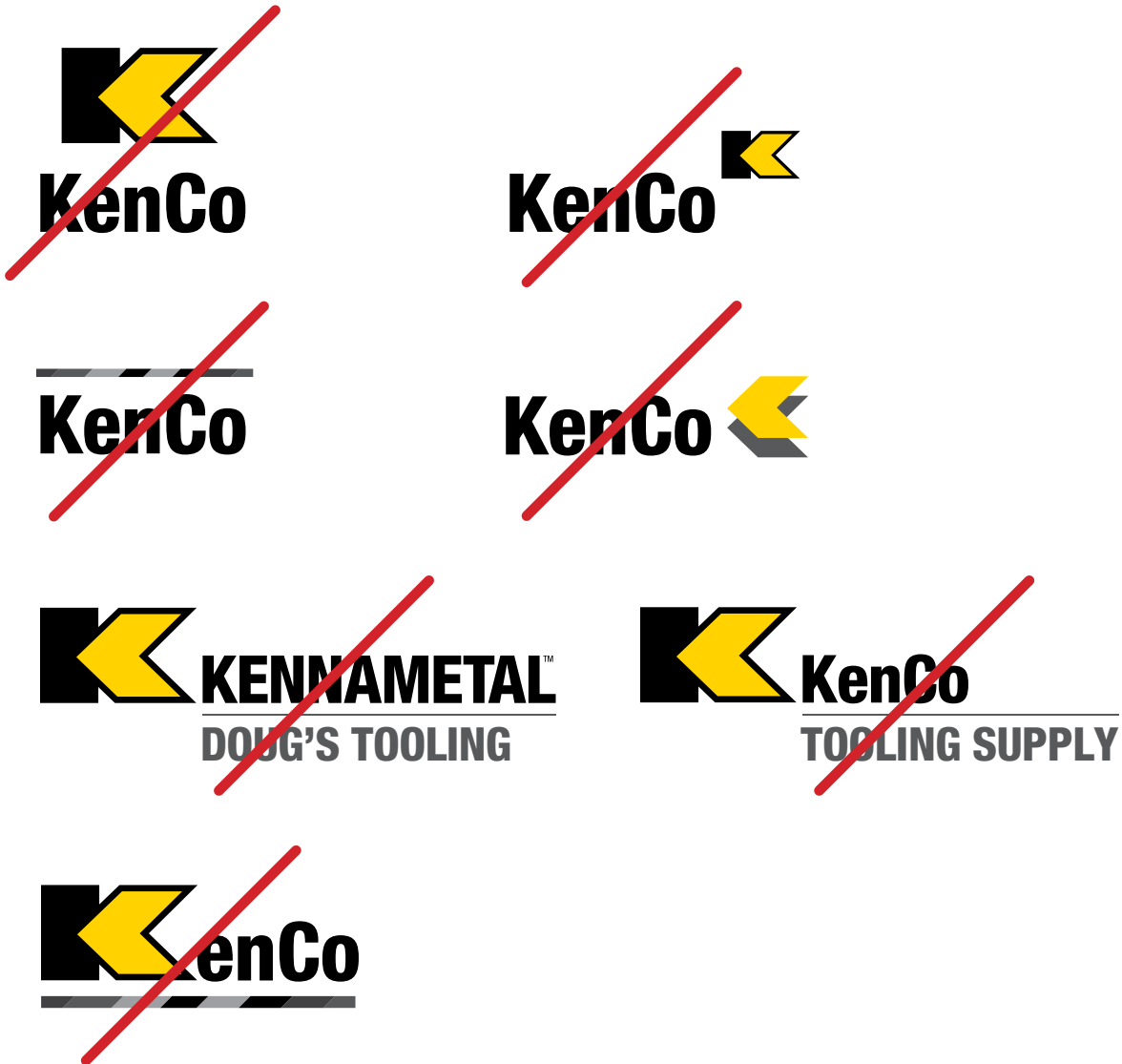
- Distributor Identity

IDENTITY USE

Your own identity.

You may not use any Kennametal Trademarks, Trade dress, or any elements of either in your logo. (Trade dress is all of the graphic elements of a brand other than the logo — the Flagship Stripe for example.)

LOGO APPLICATIONS | **UNACCEPTABLE USE**



Ask your local Marketing Communications (MarCom) representative for complete details.

Previous Versions Obsolete

Internet Applications

DESCRIPTION

- Distributor Identity
- Distributor Primary Domain Name
- Your E-mail Address

IDENTITY USE

Your own identity is dominant.
 Please use the approved horizontal or vertical Kennametal Authorized Distributor artwork. Kennametal may not be included in your primary domain name.

PRIMARY DOMAIN NAME | **ACCEPTABLE USE**

www.yourprimarydomain.com



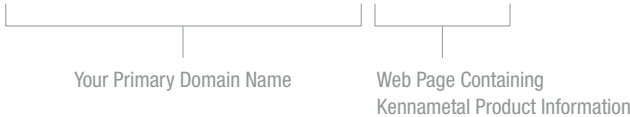
PRIMARY DOMAIN NAME | **UNACCEPTABLE USE**

~~www.kennametal.eu~~

~~www.dougskenneamtaltooling.com~~

INTERIOR PAGE | **ACCEPTABLE USE**

www.yourprimarydomain.com/kennametal



INTERIOR PAGE | **UNACCEPTABLE USE**

~~www.dougskenneamtaltooling.com~~

~~www.kennametal-dougstooling.com~~

www.dougstooling.com/kennametal

EMAIL FORMATTING | **ACCEPTABLE USE**

yourname@yourprimarydomain.com



EMAIL FORMATTING | **UNACCEPTABLE USE**

~~doug.turnbolt@dougskenneamtaltooling.com~~

~~kennametal@dougstooling.com~~

Ask your local Marketing Communications (MarCom) representative for complete details.

Previous Versions Obsolete

Internet Marketing Applications

DESCRIPTION

- Distributor Identity
- Your Website

IDENTITY USE

Your own identity is dominant.
 You may not use any Kennametal Trademarks, Trade dress, or any elements of either in your website design. (Trade dress is all of the graphic elements of a brand other than the logo — the Flagship Stripe for example.)

INTERNET MARKETING APPLICATIONS | ACCEPTABLE USE



INTERNET MARKETING APPLICATIONS | UNACCEPTABLE USE



Ask your local Marketing Communications (MarCom) representative for complete details.

Previous Versions Obsolete

Company Applications

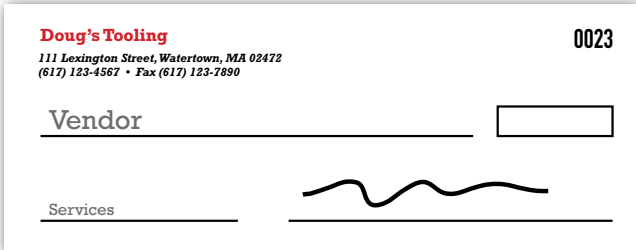
DESCRIPTION

- Recruiting
- Internal Communications and Business Forms

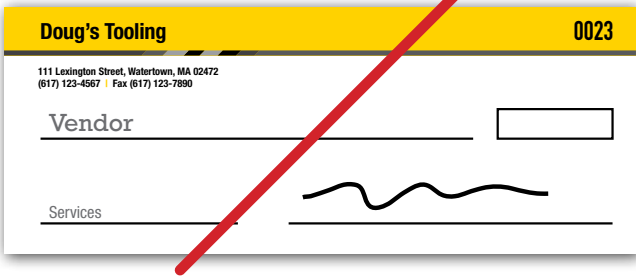
IDENTITY USE

Your own identity.
 You may not use any Kennametal Trademarks or Trade dress. (Trade dress is all of the graphic elements of a brand other than the logo — the Flagship Stripe for example.)

COMPANY APPLICATIONS | **ACCEPTABLE USE**



COMPANY APPLICATIONS | **UNACCEPTABLE USE**



Ask your local Marketing Communications (MarCom) representative for complete details.

Previous Versions Obsolete

Company Applications with Indirect Marketing Applications

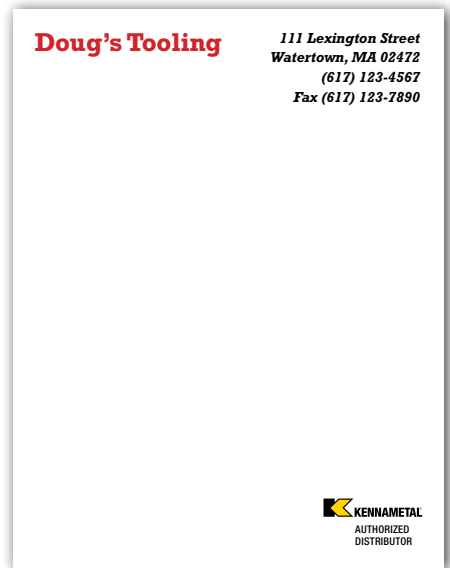
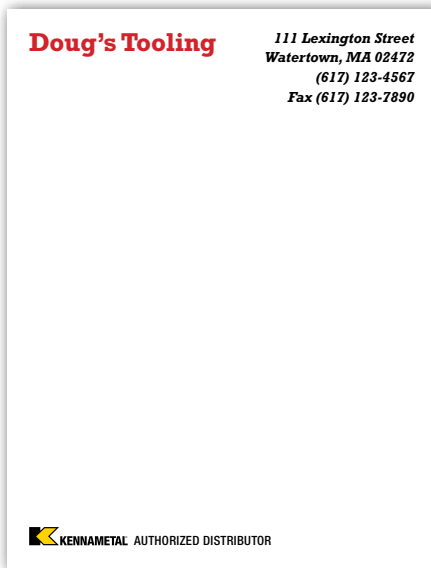
DESCRIPTION

- Stationery System
- PowerPoint Presentations
- External Business Forms related to Kennametal Products

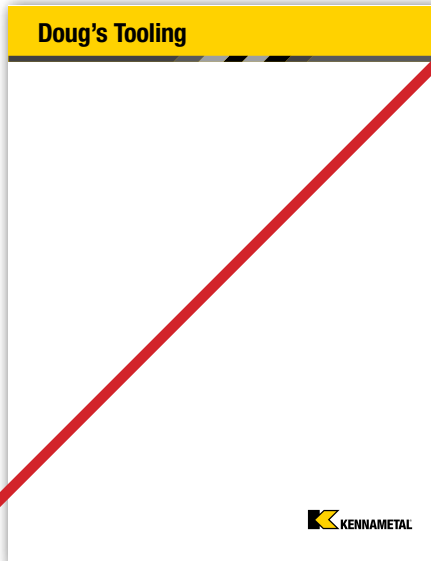
IDENTITY USE

Your own identity is dominant.
Please use the approved horizontal or vertical Kennametal Authorized Distributor artwork.

COMPANY APPLICATIONS WITH INDIRECT MARKETING APPLICATIONS | STATIONERY | **ACCEPTABLE USE**



COMPANY APPLICATIONS WITH INDIRECT MARKETING APPLICATIONS | STATIONERY | **UNACCEPTABLE USE**



Ask your local Marketing Communications (MarCom) representative for complete details.

Previous Versions Obsolete

COMPANY APPLICATIONS WITH INDIRECT MARKETING APPLICATIONS | POWERPOINT | ACCEPTABLE USE

Doug's Tooling 



Borupturi
bus quidign
itasped berum
mi cone pro.

"Es si sandescientia nonne solores quis et autempore."

Dipictotam qui berum
Es si sandescientia nonne solores quis et autempore, nem.
Ut parit rem haruptiore volenec ulparcienias serum
ipiditem quati nestia sam, saepedignis ratis as eratect
ut qui dolore con cus eaquia cuptas cum as es verae
ped moluptaturis eatem. Alit esci beria volorro ea qui
corest fugit, temporum atem volent au.

©2015 Es si sandescientia nonne solores quis et.

Doug's Tooling



Borupturi
bus quidign itasped berum
mi cone pro gluphite.



"Es si sandescientia nonne solores quis et autempore."

COMPANY APPLICATIONS WITH INDIRECT MARKETING APPLICATIONS | POWERPOINT | UNACCEPTABLE USE

Doug's Tooling



Borupturi **ughiti**
bus quidign itasped
berum, cone pro.

"Es si sandescientia nonne solores quis et autempore."





Doug's Tooling

Nim Quo Dallest
Santur Sit Erundit
Dolendi Te Autatur

Nim Quo Dallest
Molorum
Santur Sit Erundit
Dolendi Te Autatur

Rio veroratem
Nim Quo Dallest
Molorum
Dolendi Te Autatur





Ask your local Marketing Communications (MarCom) representative for complete details.

Previous Versions Obsolete

Company Applications with Direct Marketing Applications

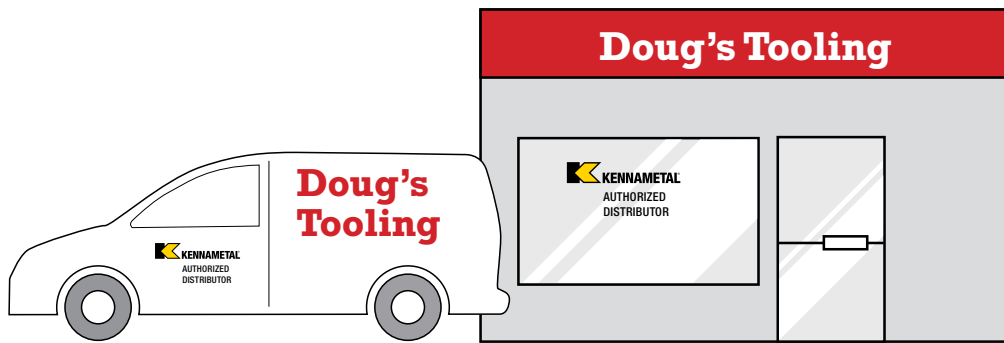
DESCRIPTION

- Storefront/Facility Signage
- Vehicles
- Business Forms related to specific Kennametal Products

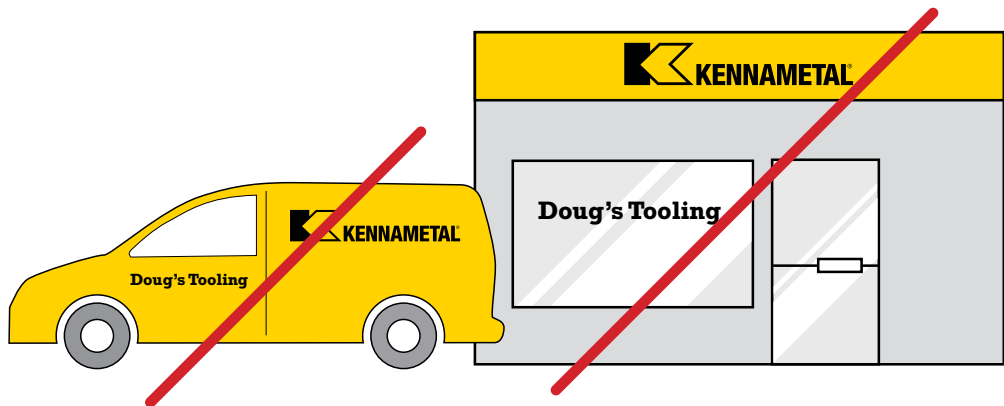
IDENTITY USE

Your own identity is dominant.
 You may use Kennametal Trademarks and Trade dress subordinate to your own identity.

COMPANY APPLICATIONS WITH DIRECT MARKETING APPLICATIONS | **ACCEPTABLE USE**



COMPANY APPLICATIONS WITH DIRECT MARKETING APPLICATIONS | **UNACCEPTABLE USE**



Ask your local Marketing Communications (MarCom) representative for complete details.

Previous Versions Obsolete

Marketing Applications

DESCRIPTION

- In-store Merchandise Displays
- Advertising
- Product Literature
- Sales Promotion

IDENTITY USE

Kennametal is dominant.
 You may use Kennametal Trademarks and Trade dress.
 Your identity is subordinate. In most cases a template is provided by Kennametal.

MARKETING APPLICATIONS | ACCEPTABLE USE



MARKETING APPLICATIONS | UNACCEPTABLE USE



Ask your local Marketing Communications (MarCom) representative for complete details.

Previous Versions Obsolete



WORLD HEADQUARTERS

Kennametal Inc.

1600 Technology Way

Latrobe, PA 15650

USA

Tel: +1 800 446 7738

E-mail: ftmill.service@kennametal.com

EUROPEAN HEADQUARTERS

Kennametal Europe GmbH

Rheingoldstrasse 50

CH 8212 Neuhausen am Rheinfall

Switzerland

Tel: +41 52 6750 100

E-mail: neuhausen.info@kennametal.com

ASIA-PACIFIC HEADQUARTERS

Kennametal Singapore Pte. Ltd.

3A International Business Park

Unit #01-02/03/05, ICON@IBP

Singapore 609935

Tel: +65 6265 9222

E-mail: k-sg.sales@kennametal.com

INDIA HEADQUARTERS

Kennametal India Limited

8/9th Mile, Tumkur Road

Bangalore - 560 073

Tel: +91 80 2839 4321

E-mail: bangalore.information@kennametal.com

www.kennametal.com