

Approved Colors for the Kennametal Tongshan Facility Branding



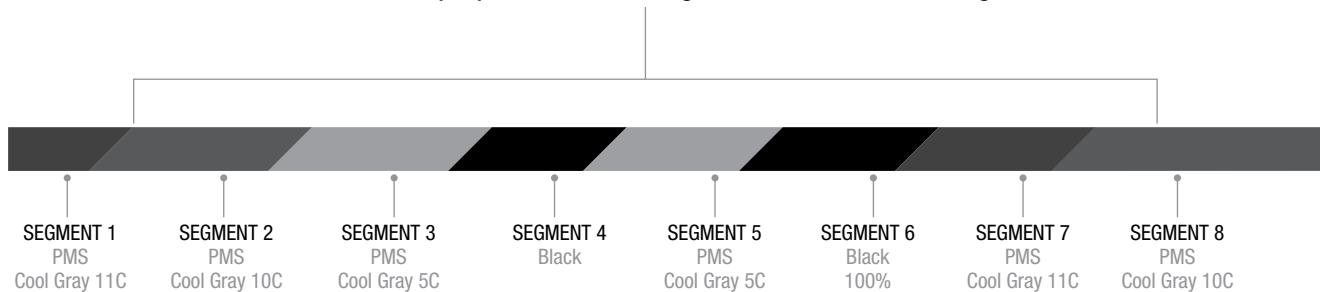
Kennametal Yellow

PMS 116 (Pantone Matching System)

Cyan: 0 Magenta: 16 Yellow: 100 Black: 0

Pantone Matching System (PMS) equivalents for Kennametal's Flagship Stripe (match PMS color for applications)

Never alter the proportions and designated colors of these segments.



Please Note: On all applications of the Kennametal Flagship Stripe, the supplied art must be used as the “template.” The proportions cannot be altered. The distance between each segment, height, angles, etc. have been established in the supplied final art.

Enlarge the supplied final art to the height needed, and follow the “template” to ensure an accurate application of the Flagship Stripe.



Reception Hall:
Brushed steel logo, backlit. Frosted windows all around except for the main doorway.



Displaying Area:
Frosted windows all around except for the main doorway.



Open Office (2nd Floor)



Frosted glass on windowed surfaces

Using the supplied Flagship Stripe as the template, enlarge the Flagship Stripe to the height of the structural bar, and extend segments 1 and 8 to complete look

If possible, paint this portion of the desk units Kennametal yellow (PMS 116)

Waiting Area (2nd Floor)

Using the supplied Flagship Stripe as the template, enlarge the Flagship Stripe to the height of the girder, and extend segments 1 and 8 to complete look

Remaining surfaces of interior girder system, paint Kennametal yellow (PMS 116)



3 feet (36 inches)
Area of Kennametal yellow
(PMS 116)

Above the yellow is
the consistent 6 inch
Flagship Stripe

3 feet (36 inches)
Stop the Kennametal yellow (PMS 116)
three feet short of the floor, and paint
with a gray (PMS Cool Gray 5C)—this
will prevent the yellow from getting
damaged due to activity

Workshop



Entryway guard house is painted Kennametal yellow (PMS 116)

Welcome Sign would use the Flagship Stripe and Kennametal Yellow at the top and a dimensional Kennametal logo underneath

North View (Entrance) Include Signage