Authorized Distributor
2016 Brand Guidelines

WIDIA™

A high-performing brand.

For more than 90 years, our operational excellence has contributed to our worldwide position of leadership as designers, manufacturers, and suppliers of turning, milling, and holemaking tools.

In the future, we'll continue to lead our industry by delivering a world-class experience to every customer with every interaction. Our broad expertise in technology, coupled with a portfolio of the most advanced tools available, will reinforce our reputation as a global innovator.

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Standards

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 customers perceive us is driven by their interaction with us and, in essence, our brand.

Authorized Distributor Logo

The WIDIA brand is a widely recognizable, highly valuable asset representing the source of WIDIA products and all the businesses that sell or service WIDIA products. Ensuring your success is paramount to the WIDIA brand. These guidelines are meant to guarantee success through proper and consistent use of the WIDIA 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 WIDIA salesperson.

DESCRIPTION:

• Distributor Identity

IDENTITY USE:
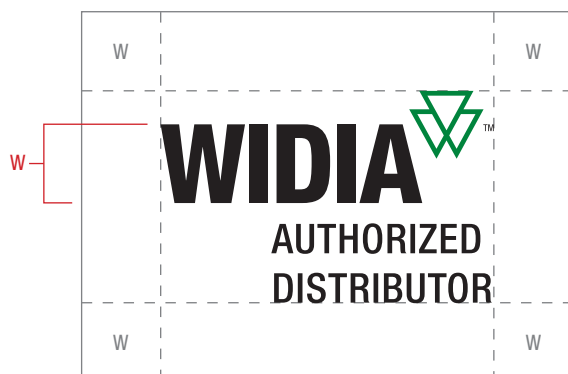
Your own identity is dominant.

Please use the approved horizontal or vertical WIDIA Authorized Distributor artwork.

Clear Zone

W = Height of the WIDIA "W"

Clear Zone – Stacked Version

W = Height of the WIDIA "W"

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.

Logo Applications

DESCRIPTION:

• Distributor Identity

IDENTITY USE:

Your own identity.

You may not use any WIDIA 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 BrandBar for example.)

UNACCEPTABLE USE

Internal Applications

WIDIA

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 WIDIA Authorized Distributor artwork. WIDIA may not be included in your primary domain name.
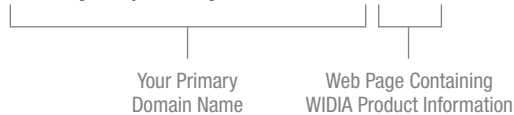

Primary Domain Name

www.yourprimarydomain.com

Your Primary Domain Name

UNACCEPTABLE USE

www.widia.eu

www.dougswidiatooling.com

Interior Page

www.yourprimarydomain.com/widia

Your Primary Domain Name   Web Page Containing WIDIA Product Information

www.dougstooling.com/widia

UNACCEPTABLE USE

www.dougswidiatooling.com

www.widia-dougstooling.com

Email Formatting

yourname@yourprimarydomain.com

Your Name   Your Primary Domain Name

UNACCEPTABLE USE

doug.turnbolt@dougswidiatooling.com

widia@dougstooling.com

Internet Marketing Applications

DESCRIPTION:

- Distributor Identity
- Your Website

IDENTITY USE:

Your own identity is dominant.

Please use the approved horizontal or vertical WIDIA Authorized Distributor artwork. WIDIA may not be included in your primary domain name.

Doug's Tooling — WIDIA AUTHORIZED DISTRIBUTOR

PRODUCTS | INDUSTRY SOLUTIONS | SERVICES | RESOURCES | SUPPORT | ABOUT US

Borupturi bus quidign itasped berum mi cone pro.

"Es si sandescienia none solores quis et autempore."

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Es si sandescienia none solores quis et autempore, nem. Ut parit rem haruptatiore volenec ulparcienias serum ipiditem quati nestia sam, saepedignis ratis as eratect emolupt assimin cillam eosam quibus debis iuntusandus, ea sam fugit, quist vendunt debitia volut autestrumet ent faccuptiis sa dolorit ab ium verum litis ut ut mi, simi, quid 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 aut officto mil ipsa con

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©2015 Es si sandescienia none solores quis et autempore ut parit rem haruptatiore.   www.dougstooling.com

Doug's Tooling — QUIST VENDUNT DEBITIA

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WIDIA AUTHORIZED DISTRIBUTOR

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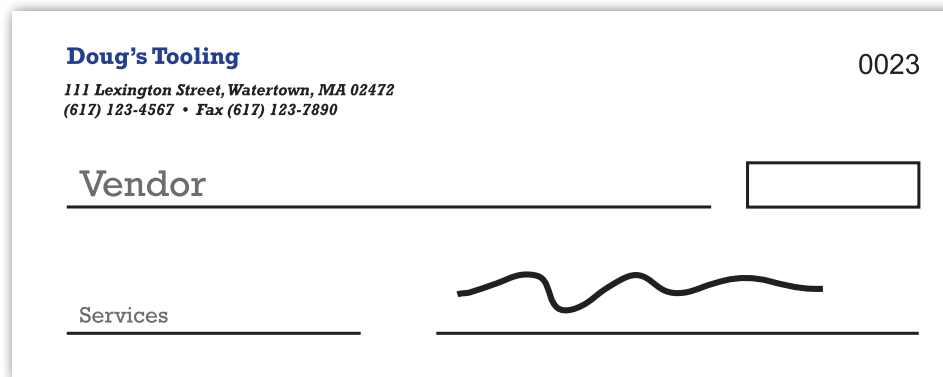## UNACCEPTABLE USE

Company Applications

DESCRIPTION:

- Recruiting
- Internal communications and business forms

IDENTITY USE:

Your own identity.

You may not use any WIDIA Trademarks or Trade dress. (Trade dress is all of the graphic elements of a brand other than the logo — the BrandBar for example.)

Doug's Tooling   0023

111 Lexington Street, Watertown, MA 02472
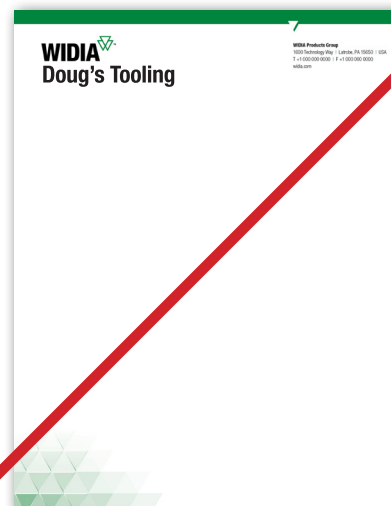*(617) 123-4567 • Fax (617) 123-7890*

Vendor

Services

UNACCEPTABLE USE

Doug's Tooling   0023

111 Lexington Street, Watertown, MA 02472
(617) 123-4567 | Fax (617) 123-7890

Vendor

Services

Company Applications with Indirect Marketing

DESCRIPTION:

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

IDENTITY USE:

Your own identity is dominant.

Please use the approved horizontal or vertical WIDIA Authorized Distributor artwork.

Stationery

UNACCEPTABLE USE

PowerPoint

Doug's Tooling — WIDIA AUTHORIZED DISTRIBUTOR

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©2015 Es si sandescienia none solores quis et.

Doug's Tooling

WIDIA AUTHORIZED DISTRIBUTOR

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"Es si sandescienia none solores quis et autempore."

UNACCEPTABLE USE

WIDIA Productr

Doug's Tooling

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"Es si sandescienia none solores quis et autempore."

WIDIA

Doug's Tooling

EXTREME **CHALLENGES.**
EXTREME **RESULTS.**

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WIDIA

Company Applications with Direct Marketing

DESCRIPTION:

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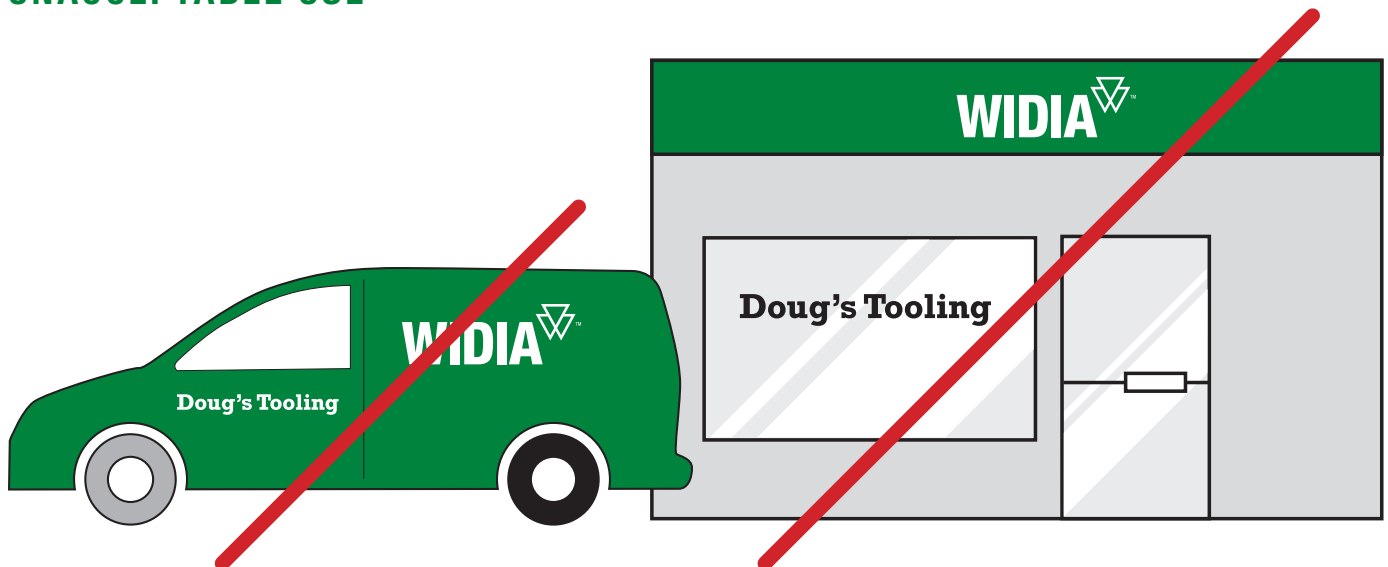- Business Forms related to specific WIDIA Products

IDENTITY USE:

Your own identity is dominant.

You may use WIDIA Trademarks and Trade dress subordinate to your own identity.

UNACCEPTABLE USE

Marketing Applications
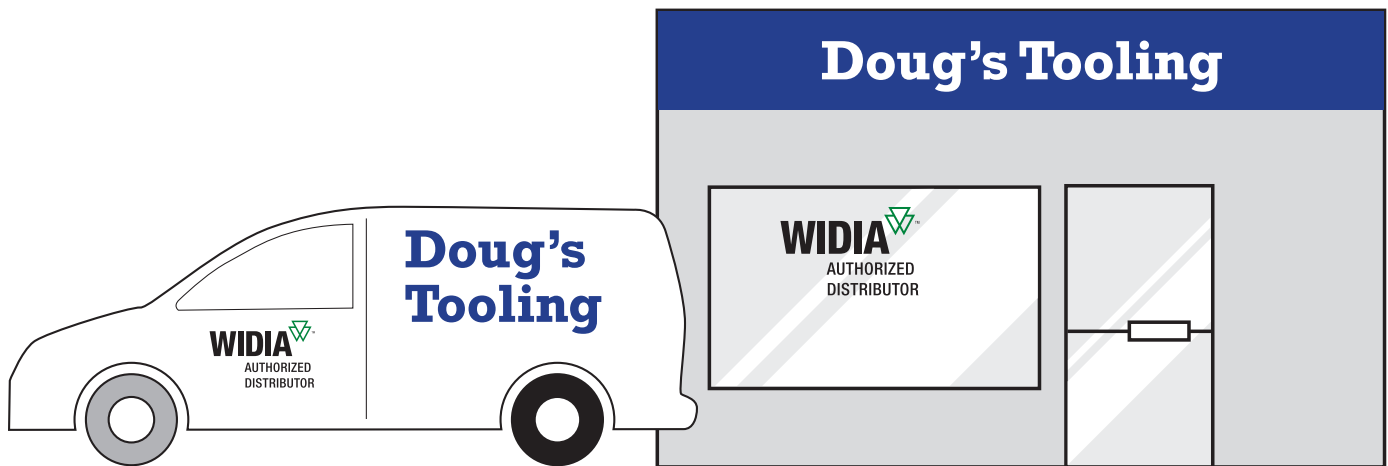
DESCRIPTION:

- In-store Merchandise Displays
- Advertising
- Product Literature
- Tradeshow Booth

IDENTITY USE:

WIDIA is dominant.

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

Advertising & Product Literature

UNACCEPTABLE USE

Marketing Applications (continued)
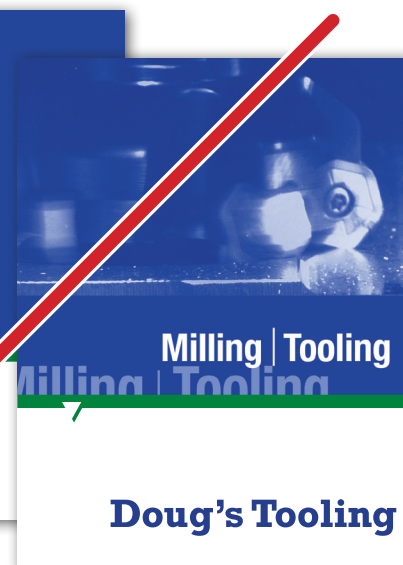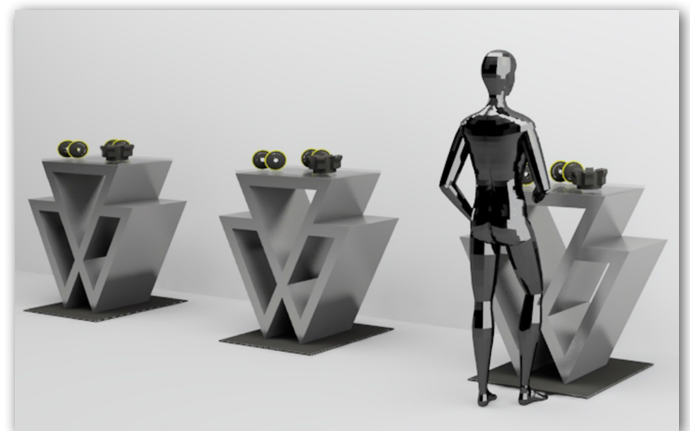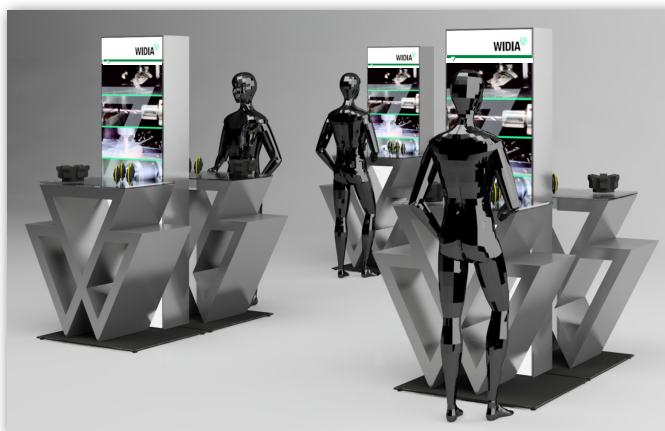
Tradeshow Booth

To reinforce the integrity of the WIDIA brand within an Authorized Distributor's tradeshow booth, a prominent "clear zone" is required around each WIDIA display. The "clear zone" is based on the widths of the WIDIA display. The preference is to place the WIDIA displays in the center of the Authorized Distributor's tradeshow booth.

When placing WIDIA displays on a back wall of an Authorized Distributor's tradeshow booth, ensure that there is as much space as possible between displays.

Marketing Applications (continued)

Tradeshow Booth

UNACCEPTABLE USE

- The highest point/area of the tradeshow booth must display the Authorized Distributor's name/logo, and should never display the WIDIA logo or branding.
- The Authorized Distributor's name/logo can not appear in conjunction with the WIDIA logo.
- It must be evident for any visitor that the tradeshow booth is the Authorized Distributor's.
- Never alter the colors of the WIDIA logo, WIDIA custom graphic, BrandBar or Tri-Element.

- The highest point/area of the tradeshow booth must display the Authorized Distributor's name/logo, and should never display the WIDIA logo or branding.
- The Authorized Distributor's name/logo can not appear in conjunction with the WIDIA logo.
- It must be evident for any visitor that the tradeshow booth is the Authorized Distributor's.

- Do not violate the approved "clear zone" by placing the WIDIA displays too close to each other.
- Do not place the WIDIA displays near the outer edges of the Authorized Distributor's tradeshow booth.

WIDIA BrandBar

One of the primary elements in the WIDIA brand is the BrandBar. The consistent use of all the primary elements is essential for creating and maintaining a strong brand presence. Always start from the approved, supplied file and never alter that file.

Clear Zone

2.5X

X

2X

2X

Headline goes in this area

Additional, narrative content is to be placed in this area, per the established guidelines.

PRESERVING THE INTEGRITY OF A PRIMARY ELEMENT:
A primary element functions best when it is surrounded by a generous amount of clear, open space. This space is referred to as the element'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 of the element.

BrandBar Adjacent to White

Headline goes in this area

Additional, narrative content is to be placed in this area, per the established guidelines.

BrandBar Adjacent to Black

Headline goes in this area

Additional, narrative content is to be placed in this area, per the established guidelines.

BrandBar Adjacent to the Tri-Element on White

Additional, narrative content is to be placed in this area, per the established guidelines.

Centered between triangles

IMPORTANT:
Please follow the guidelines to the left when centering the BrandBar triangular element to the triangles in the Tri-Element.

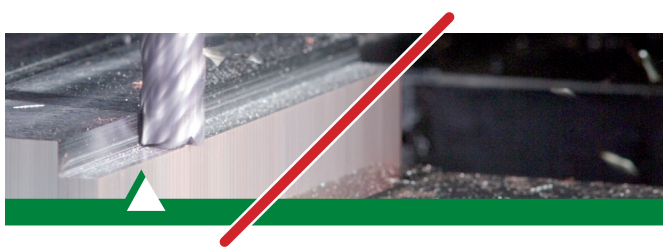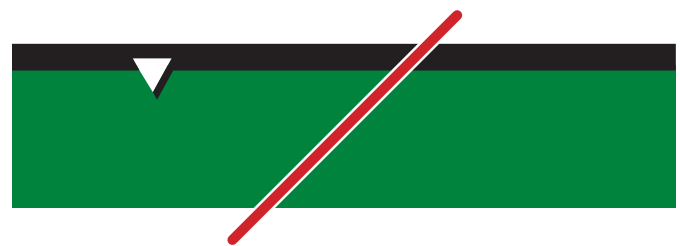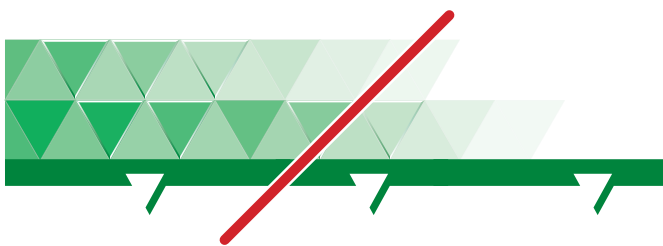## BrandBar Adjacent to the Tri-Element on Green

Additional, narrative content is to be placed in this area, per the established guidelines.

BrandBar Adjacent to a Photo
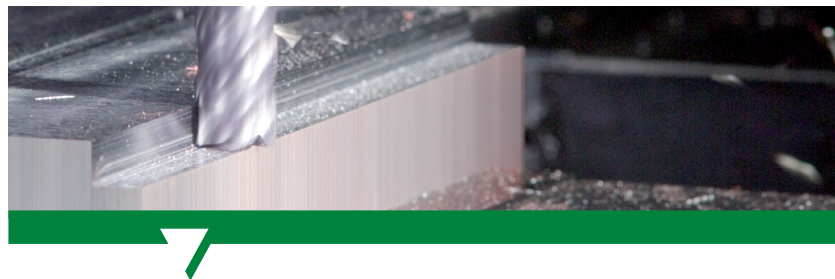
Additional, narrative content is to be placed in this area, per the established guidelines.

UNACCEPTABLE USE

WIDIA Tri-Element

One of the primary elements in the WIDIA brand is the Tri-Element. The consistent use of all the primary elements is essential for creating and maintaining a strong brand presence. Always start from the approved, supplied file and never alter that file.
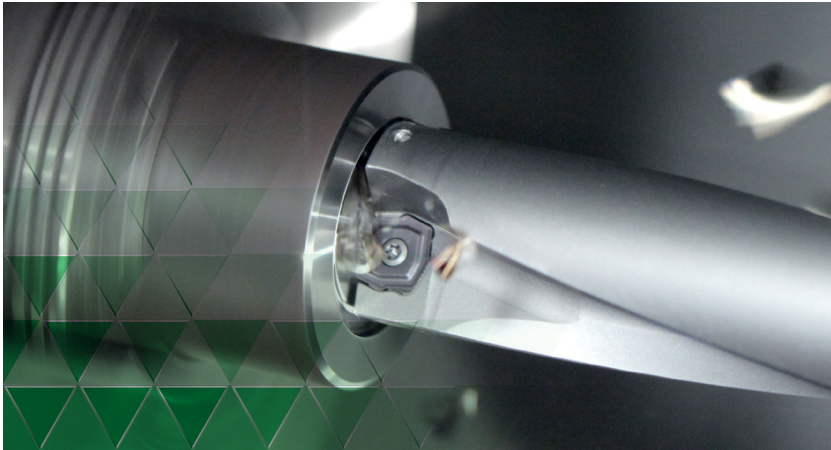
Tri-Element on White

Tri-Element on Green
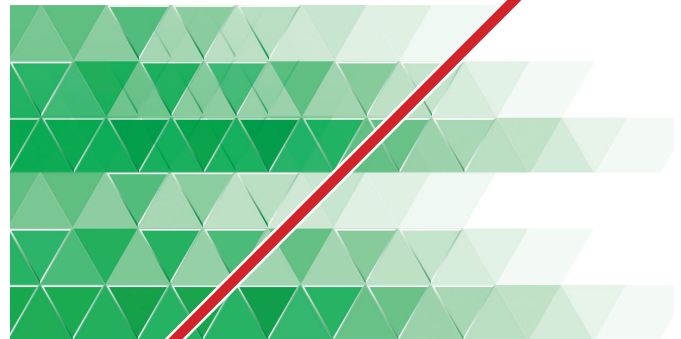
Tri-Element on a Photo

The approved treatment of the Tri-Element on a photo is:

- Opacity: 100%
- Mode: Multiply

The Tri-Element should be applied to no more than 25% of the photo.

UNACCEPTABLE USE

WIDIA 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.

Primary Color Palette

BLACK

Print Usage:
C:0   M:0   Y:0   K:100

Online/Onscreen Usage:
(i.e. Websites, PowerPoint, etc.)
Hex: #000000
R:0   G:0   B:0

PMS 356*

Print Usage:
C:95   M:0   Y:100   K:27

Online/Onscreen Usage:
(i.e. Websites, PowerPoint, etc.)
Hex: #007836
R:0   G:120   B:54

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.

Secondary Color Palette

PMS 5405*

Print Usage:
C:68   M:35   Y:17   K:40

Online/Onscreen Usage:
(i.e. Websites, PowerPoint, etc.)
Hex: #4f758b
R:79   G:117   B:139

PMS 5265*

Print Usage:
C:86   M:83   Y:9   K:45

Online/Onscreen Usage:
(i.e. Websites, PowerPoint, etc.)
Hex: #403a60
R:64   G:58   B:96

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.

PMS 7543*

Print Usage:
C:24   M:9   Y:8   K:22

Online/Onscreen Usage:
(i.e. Websites, PowerPoint, etc.)
Hex: #98a4ae
R:152   G:164   B:174

PMS 2019*

Print Usage:
C:0   M:50   Y:100   K:16

Online/Onscreen Usage:
(i.e. Websites, PowerPoint, etc.)
Hex: #d76b00
R:215   G:107   B:0

* Pantone Matching System (PMS)

WORLD HEADQUARTERS

WIDIA Products Group

Kennametal Inc.

1600 Technology Way

Latrobe, PA 15650 USA

Tel: +1 800 979 4342

w-na.service@widia.com

EUROPEAN HEADQUARTERS

WIDIA Products Group

Kennametal Europe GmbH

Rheingoldstrasse 50

CH 8212 Neuhausen am Rheinfall

Switzerland

Tel: +41 52 6750 100

w-ch.service@widia.com

ASIA-PACIFIC HEADQUARTERS

WIDIA Products Group

Kennametal (Singapore) Pte. Ltd.

3A International Business Park

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

Singapore 609935

Tel: +65 6265 9222

w-sg.service@widia.com

INDIA HEADQUARTERS

WIDIA Products Group

Kennametal India Limited

CIN: L27109KA1964PLC001546

8/9th Mile, Tumkur Road

Bangalore - 560 073

Tel: +91 80 2839 4321

w-in.service@widia.com

widia.com

WIDIA™