



Corporate Identity | **Brand Guidelines**

The contents of our identity

Our brand

- 4. Brand messaging
- 5. 3 key pillars
- 6. Tone of voice

Our identity

- 8. Identity toolkit
- 9. Our logo
- 11. Logo variations
- 13. Color palette
- 14. Typography
- 15. Imagery

Our brand

SmartSkim messaging

SmartSkim is committed to creating a superior customer experience. Since 1998, SmartSkim has been producing the best solutions in the world for the management of industrial fluids. Our products combine innovative design, rugged durability and reliable performance for value-driven solutions.

We know that our success is dependent on the success of our customers and partners, and we will work with with them to assess their needs to ensure a beneficial solution -- never selling a product where a need doesn't exist.

Key messaging pillars

Value

SmartSkim offers a quick return on investment for our customers by cutting their coolant costs with high quality solutions that are built to last.

Focus

SmartSkim provides our customers with the confidence that comes from working with a manufacturer that is solely focused on industrial fluid management. We offer a variety of customizable coolant recycling solutions for our customers' specific needs.

Personal experience

SmartSkim is always easy to work with, providing a personal, flexible and responsible customer experience from the initial inquiry, through implementation, training and ongoing support.

Our brand voice

Embodying the Neighbor brand archetype, SmartSkim seeks connection, inclusion and togetherness with our customers and industry partners. Much like the people we work with, SmartSkim is down to earth, relatable, authentic, helpful, friendly and fun to hang out with.

- We are easy to understand and can easily relate to employees and customers
- We are trusted partners because we're easy to work with and provide long-lasting solutions
- Our culture promotes teamwork and listening
- We provide our customers peace-of-mind with reliable customer service
- We are unpretentious and easy going



Our identity

Identity toolkit

In this toolkit, there are all the elements necessary for the visual identity of the SmartSkim brand and the guidelines to follow to keep the consistency of the brand.

Primary logo



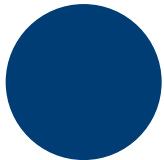
Logomark



Wordmark

SmartSkim

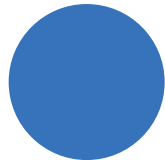
Color palette



Pantone 541C
R0 G60 B113
C100 M61 Y0 K43
HEX 003C71



Pantone 376C
R132 G189 B0
C48 M0 Y100 K1
HEX 84BD00



Pantone 7683C
R66 G109 B169
C79 M53 Y0 K0
HEX 426DA9

Typography

DINPro Regular
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss

DINPro Medium
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss

DINPro Bold
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss

Primary logo

This is the primary logo of the SmartSkim brand. The bright, clean colors transitioning from dark to light, the circular movement of the shapes and the drops of liquid embody the cleaning and recycling benefits of the SmartSkim products.

Primary logo - Horizontal lockup with tagline



Primary logo - Horizontal lockup no tagline



Clearspace

In order to maintain the integrity of the SmartSkim logo, it is important that no other logos, type, or graphical elements infringe on it's space

Clearspace



Minimum size

When using the SmartSkim logo with tagline for print applications, the minimum size that may be used is 0.8 inches tall.



When used smaller than 0.85 inches tall, the logo without tagline should be used, but no smaller than 0.6 inches tall.



Color Variations

In order to maintain the integrity of the SmartSkim logo, please use the approved color variations in which the logo can be used.

Color Variations

Full Color



Full color on light background (10%black or equivalent)



Greyscale



One-color on green background



One-color



One-color on dark blue or black background



Violations

In order to maintain the integrity of the brand image and identity, never alter or use anything but the approved SmartSkim logos.

Logo Violations



Do not change the color of all or any part of the SmartSkim logo



Do not distort, skew or change the shape of the SmartSkim logo



Do not rotate the SmartSkim logo in any manner



Do not add graphic effects to the SmartSkim logo



Do not resize any aspect of the SmartSkim logo



Do not reflect the SmartSkim logo in any manner



Do not place the SmartSkim logo on photographs or busy backgrounds.



Do not use unspecified color variations of the SmartSkim logo

Color palette

The primary SmartSkim colors, dark blue and green are bold and friendly and were chosen to evoke cleanliness and recycling/sustainability.

Color palette - primary



Pantone 541C | R0 G60 B113
C100 M61 Y0 K43 | HEX 003C71

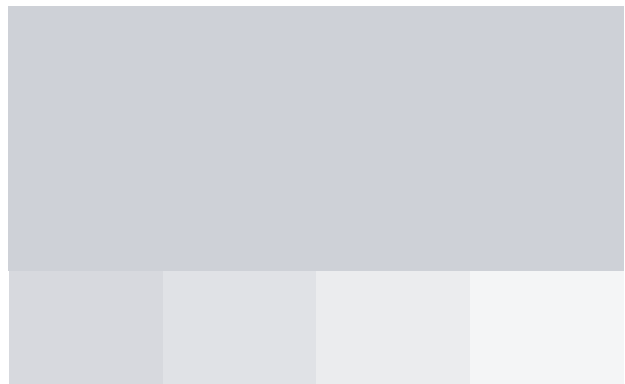


Pantone 376C | R132 G189 B0
C48 M0 Y100 K1 | HEX 84BD00

Color palette - secondary



Pantone 7683C | R66 G109 B169
C79 M53 Y0 K0 | HEX 426DA9



Pantone CoolGray3C | R200 G201 B199
C18 M13 Y10 K0 | HEX C8C9C7

Typography

SmartSkim uses DINPro as the primary typeface for all text, headlines, subheads and body copy.

Typefaces

DINPro Light

DINPro Light is primarily used for headlines and large callout statements.

DINPro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

DINPro Regular

DINPro Regular is used as the primary body copy typeface.

DINPro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

DINPro Bold

DINPro Bold is used for sub headlines that often contain no more than six words.

DINPro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

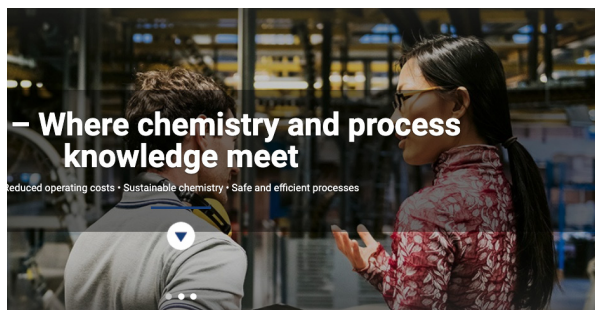
Imagery

To convey our brand identity beyond typography and logos, the imagery used and selected has to fit with the brand image as well.

Brand Photography

People-centric in industrial settings

With the SmartSkim brand imagery, customers should easily recognize themselves and their places of work in the photos. The photos should convey connection and helpfulness.



Product Photography

Clean, crisp, silhouetted product photos

When customers see the clean, crisp outlined SmartSkim product photography, free of clutter around it, they will be reminded of the simple, long-lasting solutions that SmartSkim provides.





SmartSkim

Contaminant control for industrial fluids

Universal Separators, Inc.
2600 Daniels Street
Madison, WI 53718

www.smartskim.com
800-663-2167