

PHILLIPS

PHILLIPS INDUSTRIES IDENTITY GUIDELINES

Here at Phillips we are proud of the accomplishments and contributions we have made to the heavy duty trucking industry. Today our name is well known in the business, and our brand is a name you can trust. We have made our mark in the transportation industry as a company that has become well recognized for the development, creation and distribution of new and quality innovative products.

THE PHILLIPS BRAND

The Phillips identity, or brand, is built upon the compilation of our company history, company profile, logo and slogan.

Unauthorized use of the Phillips brand is strictly prohibited and the following guidelines have been established to aid in the use of our logo, slogan, company history and company profile correctly. By using the Phillips logo, slogan, company history and company profile you agree to follow these guidelines. If the Phillips brand is misrepresented in any way, Phillips Industries has the right to request immediate correction or removal.

The Phillips brand should be used in a manner that will continue to build confidence in our products as well as customer recognition and respect. Our company history and company profile should never be manipulated in a way that is inaccurate and/or unauthentic. Our logo and slogan, should be reproduced using the guidelines set forth in this brochure to ensure uniformity and consistency in their appearance. Companies, institutions, and individuals authorized to use the Phillips logo should request a copy of the electronic files of the logo through the Marketing department. Please contact the Marketing department if there is ever any question or uncertainty about the correct use of the Phillips brand.

Phillips Industries
Attn: Marketing Department
12012 Burke Street
Santa Fe Springs, CA 90670
562-781-2121
Phillips-Marketing@phillipsind.com

THE BEGINNING FOUNDATION & ESTABLISHMENT OF PHILLIPS

Since 1928, Phillips has been driving the global transportation industry. Hugh Phillips began selling truck parts to produce haulers over 89 years ago. Seizing an opportunity, he developed and applied for a patent for a vehicle signal arm. The company began manufacturing the signal arm two years later, and this single product became the foundation on which the company's success was built. Today, Phillips Industries is a creator as well as a distributor of a wide variety of electrical and air products, serving the heavy duty transportation industry.

PHILLIPS COMPANY PROFILE

Phillips Industries is the leading global solution provider of advanced OEM and Aftermarket electrical and air brake interface equipment. Phillips' product range includes 12 volt (SAE) and 24 volt (ISO); ABS/NON-ABS Electrical Cables, Liftgate Cables, Electrical Sockets and Plugs, Socketbreakers, Noseboxes and Power Management Units, Air Coils, Rubber Air Lines, Gladhands and Composite Air Fittings, and much more. Phillips' leadership in quality and innovation has been recognized by numerous industry awards including Ford's Q1, Daimler's Masters' of Quality, Paccar's Preferred Supplier, and Napa's Supplier of the Year. Phillips has certification of the coveted industry-wide ISO 9001 as well as ISO 14001, TS 16949 and BS OHSAS 18001. Phillips Industries has manufacturing and distribution facilities in the U.S. and Canada as well as in Mexico, China, and Europe.

LOGO SIGNATURE

There are two signature configurations: the primary and the alternate. The primary signature should always be considered first.

Primary

PHILIPS

Alternate (With website)

PHILIPS
www.phillipsind.com

LOGO COLOR

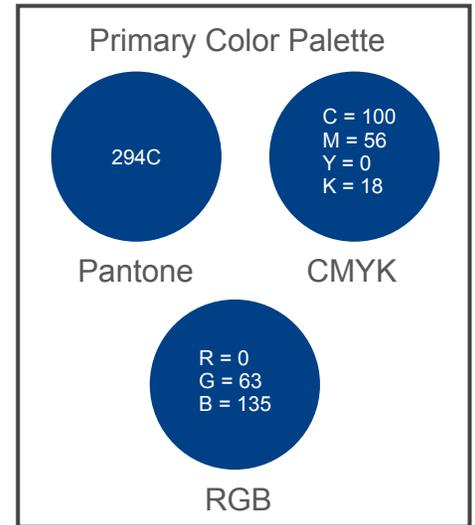
Our blue primary color (PMS 294C) represents the Phillips brand and should always be considered first. By using this color consistently across brand communications, it will build recognition for the Phillips brand.

Other acceptable logo color alternatives:

- White may be used as an alternate color choice when placed on a dark background.
- Black may be used when formatted for black and white print only.

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LOGO BACKGROUND USAGE

In cases where the logo is printed/formatted in color, the Phillips logo may be inverted with a white fill surrounded by the blue primary color (PMS 294C).

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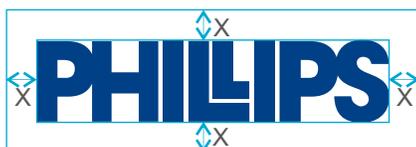
In cases where the logo is printed/formatted in black and white, the Phillips logo may be inverted with a white fill surrounded by a black background.

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LOGO CLEAR SPACE

Clear space is the minimum area surrounding the signature that must be kept free of other graphic elements. The minimum required clear space is defined by the measurement "X", as shown. This measurement is equal to 1/3 of the height of the logo.



LOGO SIZE PROPORTION

To ensure that the signature is always legible, it should always be reproduced in proportion to the original artwork.



To ensure that the logo is resized in proper proportion to the original artwork, use the following steps:
Right Click on the Logo → Click on 'Size and Position' → Click on 'Size' Tab → Under 'Scale' make changes to the 'Height' and 'Width' by increasing or decreasing the percentage to the desired size. (Note: The percentage should always be the same for both 'Height' and 'Width'. If they are not, the logo will be disproportionate.) → Click OK.

IMPROPER USE OF LOGO

Below are examples of how the Phillips logo should NOT be used.



**DON'T
COMPRESS**



**DON'T
ELONGATE**



**DON'T USE UNAPPROVED BACKGROUND
COLOR FILLS & PATTERNS**

DISCONTINUED LOGOS

Below are examples of Phillips logos that have been discontinued and are no longer being used. If you are using any of these logos please stop immediately and DO NOT use them anymore. Please refer to the two signature logos at the beginning of the brochure.



DON'T USE ANY FORM OF THE OLD GRADIENT LOGO.

If there is ever any question or uncertainty about the correct use of a logo, please contact the Marketing department for assistance. Contact information can be found at the beginning of the brochure.

PHILLIPS SLOGAN WE MAKE PRODUCTS THAT MAKE A DIFFERENCE®

Font

The slogan should always be formatted in Arial, Helvetica or Futura fonts.
The slogan may be bolded, or not. However it should not be underlined or italicized.

Letter Case

The Phillips slogan should always appear in all upper case.

Letter Color

The Phillips slogan may appear in the Phillips blue primary color (PMS 294C), black or white.

Registered Symbol

The registered symbol, (®), should always appear at the end of the slogan.

Placement on Literature

The slogan should always be formatted horizontally, never vertically.
Where possible, the slogan should always appear in one line. The text should never wrap to a second line unless absolutely necessary.