Arrow Shed, LLC
Corporate Visual Presentation Standards Manual

Published by Marketing Dept., Arrow Shed, LLC

Purpose of this guide

- Provide detail instructions on use and production of Arrow's brand portfolio and intellectual property

- Show a unified look to the Arrow corporate brand whenever used

- It is imperative that proper usage and treatment be followed

- Any usage questions should be directed to Arrow's marketing dept. at Marketing@Arrrowsheds.com
  or 973-406-3224

The Arrow trademarked logo consists of the words Arrow Storage Products and accompanying triangle and surrounding border and slogan. For internal corporate use and general marketing communications, this logo is to be used. For external specific product marketing, use the logo <u>without</u> the slogan "Innovation Under Cover". Consult the Arrow marketing dept. should you have questions on which logo to use.

Corporate and general marketing usage (with slogan)

Specific product uses

The Logo

- A visual display of the company

- A unique icon symbolizing the image of Arrow Storage Products

- It serves as an identification element

- The logo should never be modified or presented in any way different than what is described in these guidelines
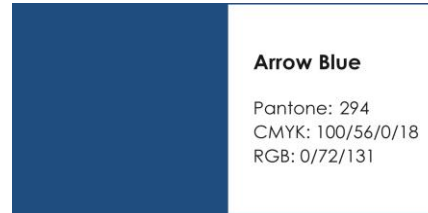
Logo Size and Placement

- To maintain readability and keep visual recognition, the logo can only be reproduced to a minimum size of 2 inches in length

- The Arrow logo may be used as large as required

- When using the slogan "Innovation Under Cover", the correct proportion between the logo and the slogan must be maintained

Logo Colors and Type Fonts

Arrow Blue

Pantone: 294
CMYK: 100/56/0/18
RGB: 0/72/131

Arrow Red

Pantone: 485
CMYK: 0/100/91/10
RGB: 204/0/49

The Arrow Brand Logo Components

- A triangle over the words Arrow Storage Products

- The triangle or bordered by a five sided red border

- The triangle and words Arrow Storage Products are to be shown in Pantone #294
  blue. The red border is Pantone #495

- A white area appears within the five sided red border where the triangle and Arrow
  Storage Products appear

- When the slogan is used, it is a beveled type face and includes a reflection

- Do not attempt to replicate the Arrow brand type face, triangle, border art or slogan type

- The Arrow logo is a registered trademark and is indicated by a ® whenever the Arrow Storage
  Products logo is displayed

- The slogan Innovation Under Cover is to be shown with a ™

Other Colors

- Whenever possible the logo should be shown in blue and red on a white background

- In some instances the logo may be shown in black only (using a grayscale border)
- The logo should never be shown in any other color or color combination that is not specified in this guide

The Uses of the Logo

- The logo may be shown on a black background or in a grayscale halftone either freestanding or grayscale on a black or other colored background

- In black or other colored backgrounds, display the logo with black type and a 50% gray border

- The color logo may be shown on a black or colored background.

- Be certain to maintain the white area, red border, blue type , slogan, and slogan reflections when using this version

- For black and white placement, the grayscale logo should be used. Maintain the 50% gray border. All other elements are 100% black including the slogan. In some instances, the slogan may be shown 100% black & no reflection

Color logo use on black background with slogan reflection

Color logo use on 50% grayscale background with slogan reflection

Black and white logo. Slogan is 100% black ; no reflection

Logo Proportion and Placement

- Do not crowd the logo

- Allow an empty white space around the logo

- Use the height & width of the letter "O" as a unit of measurement around all sides of the logo as shown below

Logo Proportions

- It is important to maintain the original logo proportions

- Proportions should not be modified

- The size of the logo may be altered but, kept proportionally to ensure optimum legibility, maintain integrity and keep visual recognition

Unauthorized Usage of Arrow Logo

Do not condense or stretch logo

Do not change the logo colors

Do not change the logo's fonts

Do not modify the composition or modify the elements

Do not frame the logo with colors that may hinder its reading

Downloads

- Upon request Arrow will make available digital files of the Arrow Storage Products logo
- To obtain permission for the logo, please contact:

    Greg Mitros, E-Commerce Manager, Greg.Mitros@Arrowsheds.com, 973-406-3206

    Jerry Saul, Advertising Manager, Jerry.Saul@Arrowsheds.com, 973-406-3224

Intellectual Property Guidelines

- Arrow prohibits third parties from using its trademarks or product names in any internet domain

Linking

- Arrow does not object to placing a link on your Web site to the Arrow Storage Products Web site provided
  you have a business relationship with Arrow or permission from Arrow e-commerce

Use of Photos, Illustrations and Icons

- Arrow product photos and logos are available for use with permission. Images are 300 dpi and are
  in a jpeg format
- Once approved, Arrow will provide a site to select images
    - Go to www.sheds.com and click on the service tab, locate manuals
    - Locate the model # and language you require. Proceed to download

Other Logos

- Arrow uses other logos in product promotion
- The vinyl coated steel logo
  - Use with appropriate Arrow vinyl coated steel products
  - The logo should be placed near the image of the product or places in the 4-color image
  - It may be used in a freestanding manner as part of a presentation
  - In no way should the logo be altered or distorted

- The Spacemaker logo
  - Use with Arrow consumer Deck Locker products

Spacemaker®

- The logo is Pantone #348 green

STORBOSS™

- The Storboss™ logo for the commercial deck box
    - Use with 100% black and Pantone #495 red

ARROW MARKETING PRESENTAIONS

Presentations for Arrow adhere to the following criteria

- Always use the Tahoma Bold type font

- Headline is to be all caps

- Headline is to be shadowed and centered

- For headers, 36 pt. is preferred

- Short, concise bullet points are to be used

- Presentations are to be in landscape format on the approved Arrow template