

Brand Standards Quick Reference Guide

Please use these guidelines for any materials that are being used externally. For greater details please refer to the full Chem-Trend Brand Standards & Style Guide.

Chem-Trend is an industry leader and a valued partner of companies around the world. It is imperative that Chem-Trend always be presented — visually and verbally — in a highly professional manner that matches our position as a global leader in the developing and manufacturing of high-quality premium products. Anything less undermines our reputation among customers, business partners, potential clients, and prospective employees, and within our own organization.

POSITIONING STATEMENT

Chem-Trend is the most proven partner in the world for release agents, purging compounds, and other process chemical specialties. Using a customer-centric approach and deep research and development, we listen and deliver, helping create certainty and success.

LOGO

For most purposes, it is recommended that you use the logo with the tagline. However, if there are space limitations and/or issues with competing text near the logo placement, it is fine to utilize the logo without the tagline.

IN TEXT

When “Chem-Trend” appears alone (not as part of the logo) in written or printed form, take care that it is correctly spelled with a capital “C” and “T,” joined without spaces by a hyphen between the two words. Also note that in written or printed form, the Chem-Trend name must remain together as one word on one line and must not be split across two lines.



FREUDENBERG LOGO

All external communications should also include one of the following “a brand of” Freudenberg-endorsed logos. The Freudenberg logo should never appear above the Chem-Trend logo, and it should always be smaller than the Chem-Trend logo.



TYPOGRAPHY

Our primary type family is Whitney, and it is available in multiple weights. Our primary weights used in materials are Light, Book, and Semibold. When Whitney is not available, please use Arial as an alternative.

Whitney
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789&%@%(:;!)



COLOR PALETTE (PRIMARY)

PANTONE 1665	CMYK C 0 M 75 Y 80 K 0	RGB R 255 G 102 B 51	HKS 10	PANTONE BLACK	CMYK C 0 M 0 Y 0 K 100	RGB R 0 G 0 B 0	HKS 88
		HEX FF6633	RAL 2004			HEX 000000	RAL 9005

Note: Please provide your printer or other material producers with the information above, relative to the communication medium of choice. Please note that the paper stock used and whether the paper is coated or uncoated affects color outcome and appearance. You should ALWAYS get a print sample to review against a color standard before giving final approval for a print run.

PRODUCT BRANDS

Chem-Trend's brand-name products of Chem-Trend®, Chemlease®, Lusin®, Ultra Purge™, and Mono-Coat® are not represented through logos. These brands should be represented using text alone and the same standard typeface (Whitney) as other text used in headlines and body copy. No logos exist for product lines, nor should they ever be created for this purpose.

Symbols must be used in conjunction with the brand name when it refers to products. An important distinction must be made when referencing Chem-Trend as a brand of products, where the symbol is required. All symbols should be superscripted next to their respective brands.

When referencing brand names, trademark protection rules state to use the name as a proper adjective, followed by a generic noun that defines the product. Chem-Trend's trademarks are valuable assets for the company and the brand, and must be protected with the utmost care. Similarly, if the ™ and ® symbols cannot be applied for whatever reason, then the product brand names should be written in all-caps (e.g. LUSIN). This format is recognized by most legal courts as trademark identification.

CORRECT	INCORRECT
We recommend Lusin® purge compound.	We recommend Lusin.
Chem-Trend is a global leader in the development of release agents.	Chem-Trend® is a global leader in the development of release agents.
Chem-Trend® MOC-10003 is a powerful cleaner.	Chem-Trend MOC-10003 is a powerful cleaner.
Ultra Purge™ brand products are highly efficient purging compounds.	Ultra Purge brand products are highly efficient purging compounds.
For more information, please visit CHEMTREND.COM.	For more information, please visit the Chem-Trend website.

REFERRED TO:	AS A COMPANY	AS A PRODUCT BRAND
Chem-Trend	No symbol	® (superscript) or CHEM-TREND
Chemlease	No symbol (former company)	® (superscript) or CHEMLEASE
Lusin	No symbol (former company)	® (superscript) or LUSIN
Mono-Coat	N/A (does not apply)	® (superscript) or MONO-COAT
Ultra Purge	No symbol (former company)	™ (superscript) or ULTRA PURGE
Zyvax	No symbol (former company)	® (superscript) or ZYVAX

When referring to either the Chem-Trend or Ultra Purge™ websites, the full URL must be written, e.g. CHEMTREND.COM and ULTRAPURGE.COM. Do not refer to either as the "[brand] site."