

Continental Structural Plastics CSP Victall Identity Standards

2016

Why standards?

- Ensure consistency across enterprise
- Protect trademarks and registrations – ongoing, improper usage can jeopardize our registrations or pending registrations.
- Questions should be directed to Kim Zitny, director, Corporate Communications;
kim.zitny@cspplastics.com; 248-823-5650

Logo Usage - CSP



Logo should not be used any other way, nor should words be stacked in any other fashion. Any proposed variation must be approved by Corporate Communications.

See next page for appropriate spacing and color variations.



Logo Usage – CSP

Logo Size

- The minimum size of the logo must be no smaller than 3.2 cm x .7 cm



Clear Zone

- The minimum required clear space around the logo must be no less than .5 cm on any side.
- Words or images should never run over or behind the logo in any presentation, document, poster, etc.



Fonts and Colors

Fonts:

Arial or Calibri

Colors:

- Red
 - Pantone S73-1-CVS
 - RGB 255:0:0
 - CMYK 0:100:100:0
- Black
 - Pantone S325-1-CVS
 - RGB 0:0:0
 - CMYK 100:100:100:100
- Grey
 - Pantone S330-7-CVS
 - RGB 195:195:194
 - CMYK 0:0:0:20

CSP Trademarks

The following terms should always be trademarked, and written in text as shown below. Any other use could jeopardize our ability to continue to use the trademark.

In any presentation or document, it is only necessary to include the registered mark (® or ™) on the first use or reference.

Proper uses of our material brand names are as follows:

TCA®

TCA Lite®

TCA Ultra Lite®

Structural Ultra Lite™

- Note that TCA Ultra Lite should be three separate words – Ultra Lite can not be used as one word, as this is not trademarked.
- Note there are no dashes between words. TCA Ultra-Lite and TCA-Lite are improper uses.

Logo Usage – CSP Victall

- In text, CSP Victall must always be written as CSP Victall. It should never include a / or a -.
 - CSP/Victall or CSP-Victall are not acceptable uses of the name and could jeopardize trademark approval.
- OK – CSP Victall
- NOT OK – CSP/Victall or CSP-Victall

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Presentations

There are currently two approved PowerPoint templates that should be used for all presentations.

- CSP Standard PP template
- CSP Victall Standard New PP template
- Both templates can be found in the CHQ File Server – Public - Communications