

Continental Structural Plastics Teijin CSP Victall Identity Standards

2018

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

Please note this is a new design of the CSP logo. The “shine” has been removed. As you create new signage, materials, etc., please use this new logo instead.

- Contact Corporate Communications for whatever size or format you need.
- 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.



Logo Usage - Teijin

- If you are going to create something with the Teijin logo on it, please seek design approval from Corporate Communications, as Teijin has VERY strict brand guidelines. There can be NO variation in font, color or spacing.
- For CSP purposes, the Teijin logo must always be used as follows:

A Teijin Group Company

TEIJIN

Logo Usage – CSP and Teijin

- In many cases, you'll need to use both the CSP and Teijin logos together. The spacing to do so must be no less than what is illustrated here. You can use this format when appropriate. For other uses, please contact Corporate Communications:



A Teijin Group Company **TEIJIN**

Logo Usage – CSP and Teijin

- There are times when just the CSP logo can be used, and others when both must be used. Please refer to these general guidelines:
 - **When to use just the CSP logo:**
 - Attire
 - Promotional items
 - Exterior facility signage
 - **When to use the two logos:**
 - Marketing materials such as brochures or ads
 - Documentation, letterhead, business cards

When in doubt: contact Corporate Communications

Logo Usage – CSP and Teijin

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. In addition, no images, clip art, design elements, etc., can appear any closer than .5 cm on any side.**

Fonts and Colors - CSP

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

Logo Usage – CSP Victall



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.

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