



WOODS BRAND IDENTITY GUIDELINES

Woods Equipment | September 2020

INTRODUCTION

As Woods Equipment Team Members, we all play a role in protecting our company's brand equity – one of our most valuable assets.

The best way to protect and build this asset is consistent and accurate use of our brandmarks, taglines, colors and fonts. Every time you use a brand element in your printed and electronic communication, you are taking responsibility for ensuring compliance to these brand identity guidelines. We appreciate your efforts!

This document gives you an overview of our brand identity as well as guidance for using graphic elements correctly when producing Woods® and Woods® Construction brand communications.

The specifications outlined here cover standard print and electronic applications. Special applications such as packaging, apparel, promotional merchandise, and dimensional pieces are not included and require consultation with a member of the Woods Brand Marketing and Communications Team.

When producing materials on behalf of one of our business partners, be sure to follow that company's brand guidelines, available from Woods Brand Marketing and Communications.

Again, we appreciate your efforts in ensuring compliance to the Woods Brand Identity Guidelines. If you have questions or need additional guidance, please contact Woods Brand Marketing and Communications at marketing@woodsequipment.com.

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WOODS BRAND LOGO

OUR BRANDMARK

The full-color version of the Woods brandmark is the primary element of the identity system. It is strongly recommended that this version be used in branded applications whenever possible.

Note: As one of our most important assets, the brandmark must always appear as shown on this page or in one of the color variations described in these guidelines. Never attempt to redraw or rescale the brandmark or add other graphic elements to its presentation.



FULL COLOR BRAND LOGO
WOODS_LOGO_CMYK_PMS144.ai



BLACK-ONLY BRAND LOGO
WOODS_LOGO_BW.ai



FULL COLOR REVERSE BRAND LOGO
WOODS_CMYK_PMS144_reverse.eps



WOODSCONSTRUCTION LOGO_H.ai



WOODSCONSTRUCTION LOGO_V.ai

WOODS BRAND LOGO

INCORPORATING BLOUNT IDENTITY - WOODS

Use as a “signature” in footers and as a return address element on product catalogs, and other collateral material in North America.



WOODS_BLOUNT_LOGO_PMS144.eps



WOODS_BLOUNT_LOGO_BW.ai



WOODS_BLOUNT_LOGO_PMS144_REV.ai



WOODS® | A Blount International Brand
2606 South Illinois Route 2, PO Box 1000
Oregon, Illinois 61061



WOODS® | A Blount International Brand
2606 South Illinois Route 2, Oregon, Illinois 61061 tel 800-319-6637 woodsequipment.com

WOODS BRAND LOGO

INCORPORATING BLOUNT IDENTITY - WOODS CONSTRUCTION

Use as a “signature” in footers and as a return address element on product catalogs, and other collateral material.



WOODSCONSTRUCTION LOGO_BLOUNT_V.ai



WOODS CONSTRUCTION® | A Blount International Brand
2606 South Illinois Route 2, PO Box 1000
Oregon, Illinois 61061

WOODSCONSTRUCTION LOGO_BLOUNT_H.ai

WOODS BRAND LOGO

INCORPORATING BLOUNT IDENTITY - BRAZIL

Use as a “signature” in footers and as a return address element on product catalogs and other collateral material in Brazil (Portuguese).



WOODS BRAND LOGO

COLOR MODELS AND COLOR VALUES

Color versions of the logo are used for all applications where color can be reproduced properly, (e.g., color printing, electronic presentations, and websites). The logo itself uses three colors: Black, PMS 144 (orange), and PMS 382 (green). The Woods Color logo is used in traditional print as either a 4-color CMYK file, or 5-color CMYK+PMS 144 (orange). Black & White versions of the logo are used when printing or reproducing in black and white or when the correct colors (Woods orange and green) are not available for use.



SPOT PRINT	<div>PMS 144</div>	<div>PMS 382</div>	<div>100% Black</div>
CMYK PRINT	<div>CMYK 0/48/100/0</div>	<div>CMYK 28/0/100/0</div>	<div>100% Black 0/0/0/100</div>
RGB WEB	<div>RGB 237/139/0</div>	<div>RGB 196/214/0</div>	<div>RGB 0/0/0</div>
WEB SAFE HEX: #ED8B00 WEB SAFE HEX: #C4D600 WEB SAFE HEX: #000000			

WOODS BRAND LOGO

LOGO USAGE

THE EXCLUSION ZONE

To retain the power of the identity, a minimum amount of clear space should surround the Woods logo at all times. This area should be kept clear of any distracting elements, including type, artwork and photography. The primary area of non-interference is 1X around all elements of the logo, X being the height of the W in the Woods logo.



MINIMUM LOGO SIZE

To ensure the integrity of the Woods logo, do not reduce its height to less than .2813 inches for print and 70 pixels or .5 inch for screen applications. Other reproduction methods may require the minimum size to be greater than sizes identified here.

Print: .2813" high 

Screen: .5" high 

WOODS BRAND LOGO

LOGO USAGE

The full-color format is preferred for the Woods logo, placing it on a black or white background.



WOODS_LOGO_CMYK_PMS144.ai



Woods_CMYK+PMS144_reverse.eps

In black and white applications, one color formats are acceptable. The logo may appear in all black or reversed out of a dark background color or photo.



WOODS_LOGO_BW.ai



WOODS_LOGO_WHITE.ai

WOODS BRAND LOGO

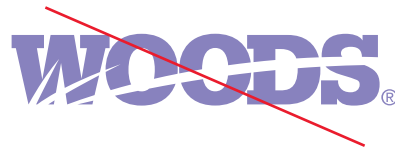
LOGO MISUSE

The consistent and correct application of the Woods brandmark is essential to protecting the brand's integrity and building its equity in the marketplace. Always follow the standards presented in these guidelines. The examples on this page illustrate some of the unacceptable uses of the Woods brandmark.

Note: Never attempt to redraw or rescale the elements of the brandmark or add other graphic elements to its presentation.



Never stretch the brandmark.



Never alter the color of the brandmark.



Never use the color logo when printing in black and white.



Never tilt the brandmark.



Never distort the shape of the brandmark.



Never add elements over, in, or frame the brandmark.

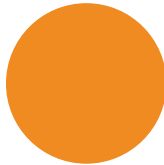
WOODS BRAND LOGO

PRIMARY COLORS

The consistent use of these colors will generate recognition and strengthen our brand identity. The Woods brand logos and product logos must always use the primary color palette or white when reversed out.

WOODS ORANGE

PRINT Pantone 144 C
CMYK C0 M48 Y100 K0
RGB R248 G151 B29
WEB SAFE #F8971D



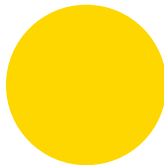
WOODS GREEN

PRINT Pantone 382 C
CMYK C29 M0 Y100 K0
RGB R193 G216 B47
WEB SAFE #C1D82F



WOODS YELLOW

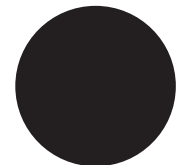
PRINT Pantone 116 C
CMYK C0 M14 Y100 K0
RGB R255 G205 B0
WEB SAFE #FFCD00



Pantone 116 C is used in Woods construction applications.

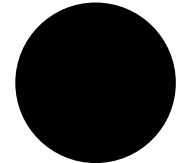
BLACK

PRINT Black
CMYK C52 M6 Y0 K25
RGB R86 G155 B199
WEB SAFE #569BBE



RICH BLACK*

PRINT Rich Black
CMYK C50 M40 Y40 K100



*Rich black should always be used in commercial printing brochures due to the amount of black in the design. The black in the WOODS® logo should be rich black as well if the text is large. CMYK values added together in general should not exceed 250 for print.

WOODS BRAND LOGO

TYPOGRAPHY

PRINT FONTS

These are not system fonts and may need to be purchased. These fonts are the primary choice for professionally produced Woods communication materials.

Berthold Akzidenz Grotesk | Light

Berthold Akzidenz Grotesk | Light Condensed

Berthold Akzidenz Grotesk | Regular

Berthold Akzidenz Grotesk | Medium

Berthold Akzidenz Grotesk | Medium Condensed

Berthold Akzidenz Grotesk | Bold

Berthold Akzidenz Grotesk | Bold

Glypha LT Std | 45 Light

Glypha LT Std | 55 Roman

Glypha LT Std | 65 Bold

Glypha LT Std | 75 Black

WEB AND EVERYDAY FONTS

These are system fonts and should not need to be purchased, making them the best option for web and everyday users.

Arial | Regular

Arial | Bold

Arial Narrow | Regular

Arial Narrow | Bold

PRODUCT BRANDS

WOODS PRODUCT BRAND LOGOS

These logos have unique and sometimes restricted applications. Please contact the Woods Branding and Communications team at marketing@woodsequipment.com to request access and further direction.

Note: WOODS® Construction (CE) logos are as follows and must be named in this order - WainRoy, Central Fabricators, Gannon, ALITEC.

WOODS CONSTRUCTION

WOODSCONSTRUCTION LOGO.eps

WainRoy®

WAINROY_LOGO.ai



CF_LOGO_BW.ai



Gannon.ai

ALITEC™

ALITEC_LOGO.ai

BATWING®

BATWING_2018_BLK_PMS144.eps

BATWING®

BATWING_2018_BLK_WHITE.eps



WOODS BRUSHBULL LOGO small.ai



Woods Since 1946 Logo_CMYK+PMS144.png



HUNTING_2c_PMS144.eps



HUNTING_BLACK_clear.eps



HUNTING_ORANGE REV.eps



HUNTING_PMS144.eps

ICONS

Promotional icons are used to increase attention of important messages and initiatives. The “Power Team” icons are used as part of our end-customer research and loyalty program.



PowerTeam_gray_black.jpg



PowerTeam_orange_black.jpg



PowerTeam_yellow_black.jpg

CORPORATE IDENTITY STANDARDS

The Woods Equipment Identity Guidelines capture proper usage of the corporate brand, including use of the Woods logo, letterhead, business cards, email signatures, signage, and PowerPoint templates. If you have any questions, please call 1-800-31-WOODS and ask for the Marketing department.



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