



brandbook

Brand Identity Guidelines



"YOUR FILTRATION PARTNER"

These graphic guidelines provide you with the tools you need to maintain consistency across the promotional materials we create.

BRAND MESSAGE

Customers have a lot of choices in the automotive aftermarket industry, but from parts to service, to customer and dealer satisfaction, one company is doing things far better than the competition. We are filter experts for over 45 years. We are ALCO Filters And the overarching vision of ALCO Filters is to leverage its superior expertise in order to deliver "High Quality Products"

Our new theme line, **"Your Filtration Partner"** shifts the message to focus on our filter manufacturing expertise. We've raised the bar for our customers with a wide range of premium products, innovative technological tools and world-class customer service.

It is important to communicate this message to our customers at every level of the industry, from wholesale to retail, internally within the ALCO Filters family to strengthen company loyalty and encourage brand ambassadorship, and externally to make an emotional connection to consumers.

Logo Guidelines

These are the approved logos for ALCO Filters. The logo and logo colors may not be modified, distorted or altered in any way except what is specified in this style guide.

APPLICATIONS: The ALCO Filters logo should be used as a sign-off (signature) in email communications. It is also utilized in signage.

Full Version with background



Short Version with background



*All ALCO Filters Logos are available to download from the Branding Section of our website at www.alcofilters.com

CLEAR SPACE: The ALCO Filters logo must be surrounded on all sides by space clear of other graphic elements, including type, photos and symbols. Type, photography or graphics should not infringe on this space. Only exception is when the logo includes the "ALCO Filters" descriptor or theme line.

SIZE: The ALCO Filters logo may be reproduced as large as needed, as long as the proportions are not distorted in any way. The smallest recommended size the logo may be reproduced is shown to the right. ALCO Filters logo is still readable from the logo at sizes this small.

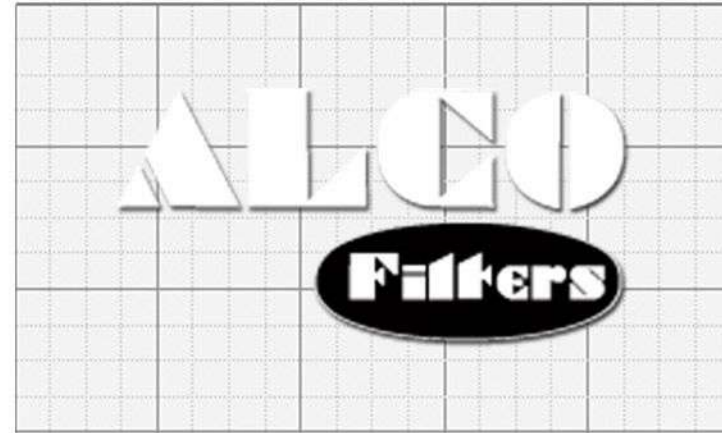
APPLICATIONS: Use the ALCO Filters logo when directing communications to audiences or recipients unfamiliar with ALCO Filters. This applies to business letterhead and stationery; business cards; radio, TV and newspaper advertisements; and sponsorship materials. |

When using the ALCO Filters Professional logo, only use the lockup below. Do not alter or change the proportion of the words in any way.

Full Version without background



Short Version without background



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Disclaimer when using logo:

©2015 ALCO Filters LTD All rights reserved.

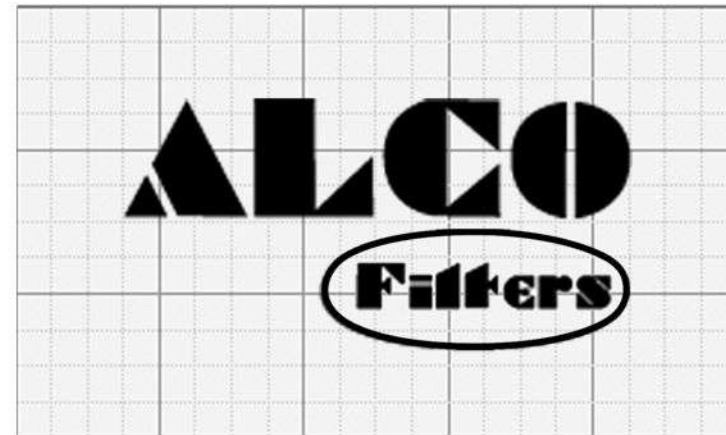
APPLICATIONS: Use the ALCO Filters logo when directing communications to audiences or recipients unfamiliar with ALCO Filters. This applies to business letterhead and stationery; business cards; radio, TV and newspaper advertisements; and sponsorship materials. If for any reason the logo needs to be printed in one colour, only use the black colored logos shown below

When using the ALCO Filters Professional logo, only use the lockup below. Do not alter or change the proportion of the words in any way.

Full Version Black & White without background



Short Version Black & White without background



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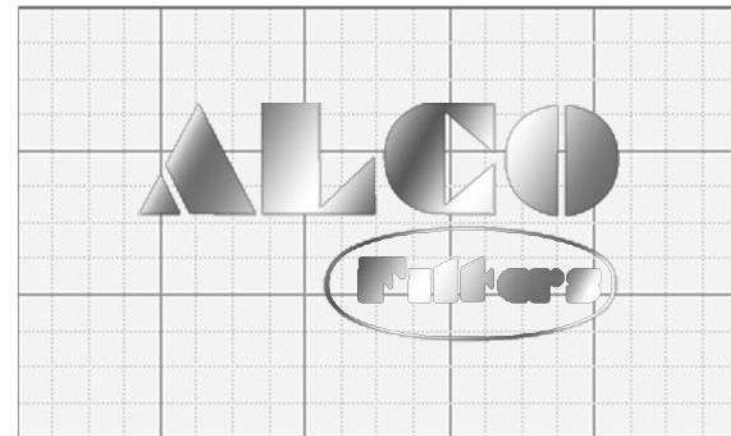
DO keep the layout in the proportions that are described in this brand style guide.
For any use where the logo's readability or quality is in question, you are kindly requested to contact our Marketing Department at: marketing@alcofilters.com

APPLICATIONS: Use the ALCO Filters logo when directing communications to audiences or recipients unfamiliar with ALCO Filters. This applies to business letterhead and stationery; business cards; radio, TV and newspaper advertisements; and sponsorship materials. If for any reason the logo needs to be printed on fine surface and more elegant tone wants to be given, only use the logos shown below:

Full Version Silver Colour for Elegant Printing



Short Version Silver Colour for Elegant Printing



***All ALCO Filters Logos are available to download from the Branding Section of our website at www.alcofilters.com**

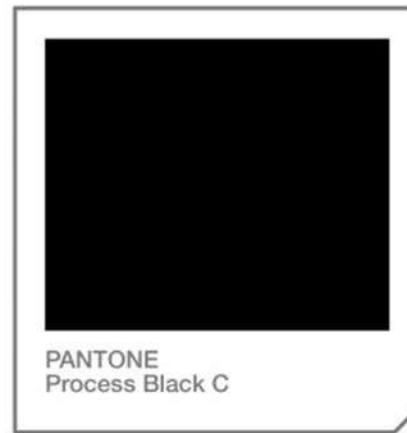
DO use the approved ALCO Filters logos. Do not alter the fonts, colors or lockups in any way except what is indicated in this brand style guide. Silver colour can vary - Do not alter the logo design in any way.

Colour Guidelines

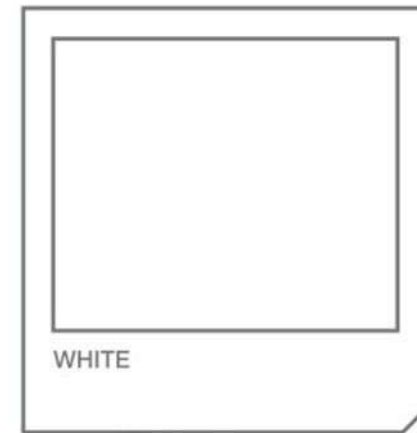
The brand colors for ALCO Filters are a combination of orange, black and white. These will either be a spot color or a value of it, depending on the media in which it's being produced. The ALCO Filters logos should always be placed on one of these brand colors or a percentage of it only.



CMYK 0.88.100.0
RGB 255.6.0
#: ff0600



CMYK 0.0.0.100
RGB 0.0.0
#: 000000



CMYK 0.0.0.0
RGB 255.255.255
#: ffffff

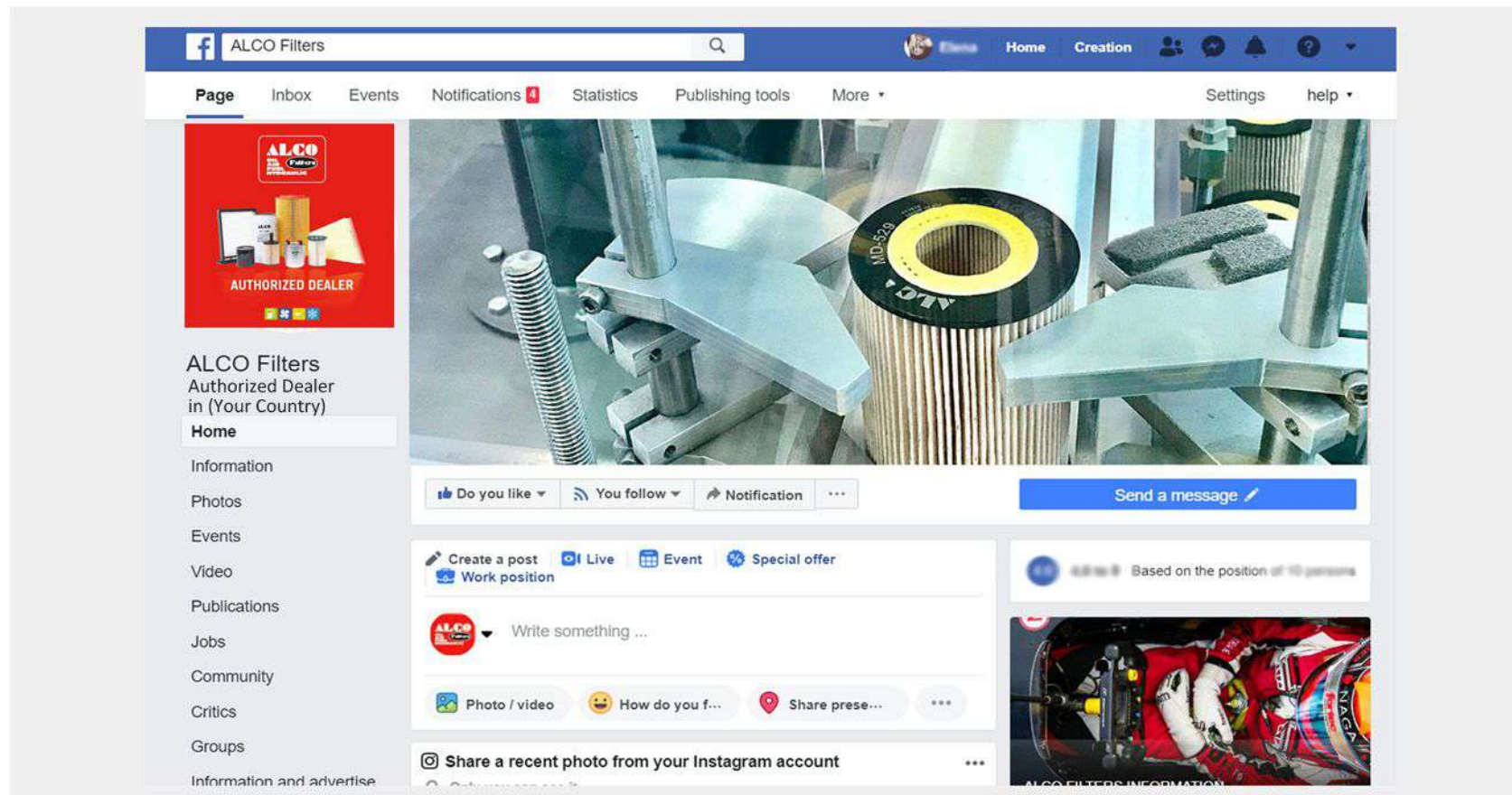
All ALCO Filters logos with their various lockups that are included in the guideline can be used. Use the standard full version with background whenever possible. Do not distort the logo in any way.

Social media accounts

Always use a colored version of the ALCO Filters logo whenever possible. When creating an ALCO Filters social media account, always use:

Account Name: Use the following name “ALCO Filters - Authorized Dealer in (Your Country)” - **DON'T** distort the name in any way.

Account Picture: The **approved sign for ALCO Filters Authorized Dealers** - **DON'T** distort the sign in any way.



DO use the authorized dealer sign as account picture - Available to download in our Branding Section of our website.

DO use the approved name mentioning your country as account name.

Examples of **DON'Ts** regarding Social Media ALCO Dealer accounts:

The image displays two examples of incorrect Facebook page setups for ALCO dealers, both marked with a large red diagonal line indicating they are not to be used.

Left Page (Incorrect): The account name is "Alco Filter". The account picture is a custom image featuring the ALCO logo and various filter products. A red arrow points to the account picture.

Right Page (Incorrect): The account name is "SHIFT filters supplier - ALCO". The account picture is a red banner with the text "AUTHORIZED DEALER" and images of filter products. A red arrow points to the account name.

***DON'T use any other Account Picture except of the Authorized Dealer sign.**

***DON'T use any other Account Name except of the approved one: "ALCO Filters - Authorized Dealer in (Your Country)"**

* Authorized Dealer sign is available for download in our Branding section of our website.

Tone

Because we position ALCO Filters as an expert, we need to sound like one. Our tone should portray pride, leadership, confidence and a high amount of technical, automotive and aftermarket intelligence.

However, we also should be careful not to appear arrogant or unapproachable. We're still a friendly, welcoming and helpful brand — one that people would readily turn to based on our knowledge and experience as much as our willingness to accommodate and partner together. And because we love what we do and whom we do it for, our passion for excellent customer service should shine through at every opportunity.



Copy should be straightforward, assured, smart and conversational. We can also be crisp, clever and possess an intelligent wit; however, we should avoid puns or gags to communicate a message. It's absolutely acceptable to leave a customer or potential business partner with a smile, but more importantly we want them to have a sense of "wow — these people really know what they're doing and I have the utmost confidence in their business, their integrity and their future."



Your Filtration Partner.

www.alcofilters.com
marketing@alcofilters.com