

KELTEK Incorporated

BRAND STANDARDS

*brand strategy &
company design guidelines.*



BRAND STRATEGY & COMPANY DESIGN GUIDELINES

*Brand Is not just our products.
Brand is not just our logo.
Brand is not just our brochures.
Brand is not something found on a cow!*

*The definition of a brand is
person's **perception** of a
product, service, experience
or organization. That means
that our customers define our
brand - not us. Our goal then
is to craft a Brand Persona for
our company that is irresistibly
attractive to our ideal
customers and places us in the
best possible position to succeed
and fulfill our purpose.*

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EVERY
TOUCHPOINT
MATTERS.

If there is one, primary reason to strategically engineer our brand's personality inside and out—it is to crystallize the flavor of the customer experience we deliver. All of the greatest brands have meaning: to tell our brand story, it is important to understand what meaning drives our brand. We call this our “IT”. “IT” is short for “Why does it matter?” If we can an-

*swer that question in a way that moves beyond a description of what we do, and into meaning, we are on our way to the foundation of a truly powerful brand. People don't buy what we do; they buy why we do it. And what we do simply proves what we believe. Our “IT” is: **securing the future for those who protect it.***

THE KELTEK BRAND



At KELTEK, we use the power of this belief to make ideas clear. We do this because we believe telling a good story compels a human brain faster and stronger than any other force. When we filter our var-

ious ales and marketing material through the framework of our “IT”, our customers will immediately understand what we offer and why our products matter within the story they are trying to live. When our

customers understand how we can help them live a better story, they will respond.

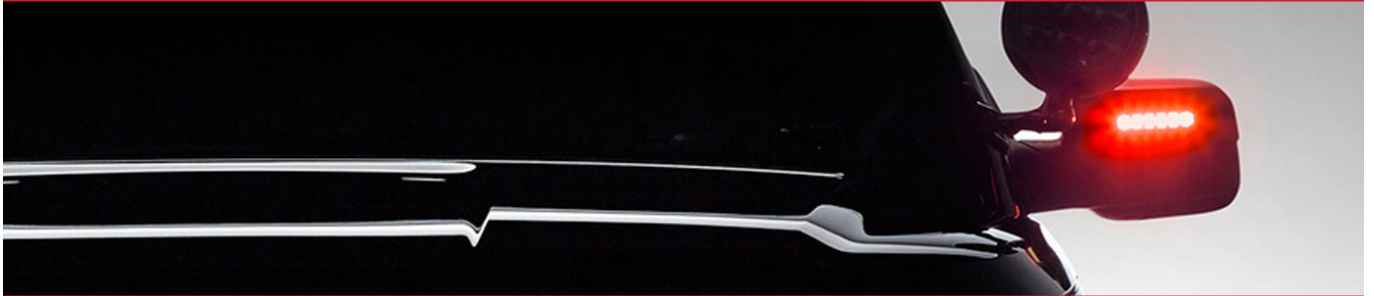
It’s a noisy world, and only those who speak clearly will be heard.



VOICE + STYLE + BEHAVIOR = BRAND PERSONA

It's called a Brand Persona for a reason. We shouldn't be afraid of personality for our brand—in fact, we should embrace it! After all, who are we trying to attract to our brand? Humans! Craft-

ing an irresistible brand is a very intentional body of work. If we're simply cranking out boring, descriptive content, our brand will be uninspiring, disjointed and without distinction.



SECURING THE FUTURE FOR THOSE WHO PROTECT IT





THE CUSTOMER IS THE HERO OF THE STORY



*Our brand is the
guide—not the hero.*

In stories, characters do not solve their own problems. If they could solve their own problems, they'd likely have never gotten into trouble in the first place. What normally happens, is the character meets somebody, reads some-

thing, or experiences something that helps them grow. That somebody or something is the guide. A good guide has “been there and done that” in the sense they understand the journey the character is on and can see clearly where they need to go. In fact, the first job of the guide is to listen, understand and empathize with the hero’s problem. The second is



a plan they can use to fight for a happy ending. The guide, not the hero, is the strongest, most steady character in the story. This is why our brand strategy is to position KELTEK as the guide rather than the hero.

Every piece we create has to fit within this framework. If it doesn't, it has to go.

We want to position our brand as the guide because we have the experience and are the expert in public safety upfitting and technology. We may not always feel like the best, but the truth is we've thought about the service we provide for thousands of hours. We've got more experience, more wisdom, better ideas, and more solutions regarding the pub-

lic safety industry than most anybody outside of our field, which makes us a fitting guide. We use this truth to guide everything on our website, in our advertising materials, and even the way our team talks about our brand. We believe this message will ultimately make sense to our potential customers and ultimately help our business grow.



A customer-first approach.

OUR SUCCESS STARTS WITH TELLING A BETTER STORY

You have to be protected so you can protect the public. But in today's public safety environment there is just too much to do and too little time. You know you're capable of more but it feels like time is running out. You want to make meaningful decisions towards keeping your staff and the public safe. Like you, our founder has faced the same struggles you face today including the

overwhelming demands of being a public safety officer. In business for over 15 years, KELTEK has served more than 700 departments but most importantly, has helped protect over 12,000 public safety lives. Whether you represent a police or fire department, an EMS or Public Works agency, there are so many choices when it comes to public safety equipment and technology —

making the right choice can be daunting. What you need is a better way. KELTEK has leveraged their experience to create a streamlined process that gives you a proven path to accomplishing your most important public safety equipment and technology goals. If you want to go from stuck and stressed to clear and in control, to finally feel empowered, reach out to the KELTEK team today!

BRAND STYLE.

IT'S TIME FOR US TO STRUT OUR STUFF

Brand style is our unique personality as expressed by the aesthetics of our various branding components, the visual dimension of our brand personality. From business cards and brochures to vehicle wiring schematics, we have a dedication to aesthetics. Why aesthetics? Because it's the language of feeling, and in a society that's information-rich and

time-poor, people value feeling more than information. Our style compliments and amplifies our Brand. The brand style components work to create the overall Brand Persona for our company.

To convey a simple idea of meaning and differentiation starts with selecting a color library that properly fits our

75 %

50 %

25 %

**KELTEK
RED**

CMYK:
000c | 099m | 091y | 011k

strategic positioning. While seemingly innocuous, our red and black color scheme sets the stage in representing our audience's associations and desires, as well as the value proposition and brand promise brings to those desires—yes, all in a color pallet!

**KELTEK
BLACK**

CMYK:
000c | 000m | 000y | 095k

Selecting the appropriate colors to represent and differentiate our brand has based on a few important criteria.

Audience

Who are these people, what do they care about, what mood do they need to be in to engage with our brand? Our custom-

ers are looking for a trusted expert to provide security in an environment with extremely high stakes. Our colors help anchor the meaning of our value to our audience and distinguishes our brand from the competition.

Archetype

Our brand archetype is the Defender – one who makes or keeps others safe from danger, attack or harm. Our pallet helps establish and reinforce the persona of that archetype. The colors of our brand solidify our value, strengthen and support our positioning, enable greater awareness and distinguish our brand among the distinct alternatives.



75 %

50 %

25 %

KELTEK RED*Primary*

CMYK:
000c | 099m | 091y | 011k

KELTEK BLACK*Primary*

CMYK:
000c | 000m | 000y | 095k

75 %

50 %

25 %

KELTEK YELLOW*Secondary*

CMYK:
000c | 048m | 085y | 000k

75 %

50 %

25 %

KELTEK BLUE*Secondary*

CMYK:
100c | 008m | 030y | 000k

COMPANY COLOR SYSTEM

SECONDARY COLOR SCHEME

The KELTEK customized color palette reflects the clarity and depth of our values, and it is deeply rooted in our mission to secure the future for those that protect it. Consistent and appropriate use of these colors will create a strong and consistent brand style. This established system of colors for brand communications ties all brand touchpoints together.

To ensure the consistency of our visual identity, specifications for each color are provided for both print and digital use. Pantone colors and CMYK values are provided for color printing applications.

The primary palette is led by KELTEK's two signature colors, red (Pantone 4816u) and black (Pantone 17915u). These

colors may be used extensively both for large areas of color or as an accent color. Screens or tints of our black color may be used to achieve a desired effect, however, screening the red shades will result in pink, which should be avoided altogether.

LOGO VARIATIONS & SURROUNDING SPACE COMPANY LOGO

Our Logotype is the distinct Treatment of the Name of our Company, used for purposes of Company Branding.

Having a consistent logo usage extremely important to our business and to the branding of our company, but it is also important to help attract

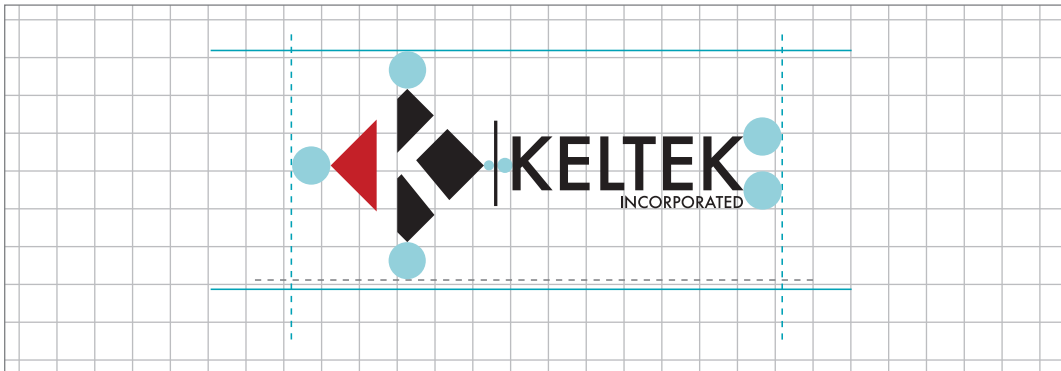
new customers. When people see our eye-catching logo used consistently and correctly on advertisements or promotional products, it will stand out.

Plus, it will create a memorable experience reinforcing what they need, which is even better because we want to be the one they contact first (and it's all because of that great de-

sign)!

In the logotype, each letter receives equal weight to convey the equally significant values of KELTEK, and status as an industry expert. The combination of precise angled polygons in our “K” mark expresses the enduring quality of KELTEK with chiseled precision.

COMPANY LOGO & SURROUNDING SPACE



LOGO VARIATIONS & SURROUNDING SPACE COMPANY LOGO



COMPANY LOGO & VARIATIONS

RULES OF USE

Do not attempt to typeset or recreate the logo. Instead, the company-created digital file should be used.

NO OTHER LOGOS, SYMBOLS OR TREATMENTS

should be developed or used by employees departments or outside entities as they distract from the emphasis and identity of our Brand Style.

The logo consists of letterforms customized especially for KELTEK. It is not a specific font.

Our logotype anchors the entire visual identity system and the strength and appropriateness of the visual identity lies in its consistent usage.

The design of our logotype embraces our commitment design

excellence while also making a special connection for the companies and people that use it. If used consistently and correctly, our logo has the potential to move from being much more than a pretty picture. It is cornerstone of our Brand Style, and a big part of creating a brand that people want to follow.

Georgia

A B C Ç D E F G Ğ H I İ J K L M N

O Ö P R S Ş T U Ü V W X Y Z

a b c ç d e f g ğ h ı i j k l m n

o ö p r s ş t u ü v w x y z

1 2 3 4 5 6 7 8 9 0 ! * " '

% () @ ? + - / = , . ; : &

*Georgia Txt
Open Typographic
Font.*

Georgia is a serif typeface designed in 1993 for the Microsoft Corporation. It was intended as a serif font that would appear elegant but legible printed small or on low-resolution screens.

CORPORATE TYPE FACES

CORPORATE FONTS & TYPOGRAPHIC RULES

Consistent use of typography is a foundational element of the KELTEK brand standards. Our graphic communications reach many overlapping audiences and it is important that the company's image is reflected clearly and consistently in all situations. Careful use of typography establishes a unique graphic look that is instantly identified with the

KELTEK brand, creating a cohesive, professional image.

Two type families have been carefully selected for graphic communications: Georgia and Montserrat. These two type families, highly versatile and highly legible, are compatible with each other as well as with our logo. Georgia is a unique and approachable serif typeface. Montserrat is a sans

serif typeface with a clean, modern look. Together, they reflect these two traits that embody KELTEK. The wide range of weights available in both families provide several options necessary to create an effective typographic message. The font families may be used alone or in combination to create graphical interest.

MONTSERRAT

A B C Ç D E F G Ğ H I Í J K L M N
 O Ö P R S Ş T U Ü V W X Y Z
 a b c ç d e f g ğ h i í j k l m n
 o ö p r s ş t u ü v w x y z
 1 2 3 4 5 6 7 8 9 0 ! " ' ,
 % () @ ? + - / = , . ; : &

*Montserrat Txt
 Open Typographic
 Font.*

*Montserrat a typeface that
 was inspired by South Amer-
 ican poster design rescues the
 beauty of urban typography
 from the first half of the twen-
 tieth century.*

CORPORATE TYPE FACES

CORPORATE FONTS & TYPOGRAPHIC RULES

Print communications fall into many categories, from printed brochures, posters, and banners to signage, apparel, and billboards. Both Georgia and Montserrat are approved for use in print communications. Some items to keep in mind when choosing your typography include:


Use only fonts included in the

Georgia and Montserrat type families. A combination of approved fonts can be used as graphical elements within a piece. If you need to reverse copy out of a color, choose one of the darker colors in the palette, and use Georgia at a point size large enough to keep the letterforms from filling in. Montserrat should be used for

headers and titles.

A comfortable standard for title text is Montserrat set at 16 or 14 point on 26 point leading and 250 tracking.

A comfortable standard for body copy is Georgia set at 9 point on 13 point leading, or 9.5 point on 14 point leading.

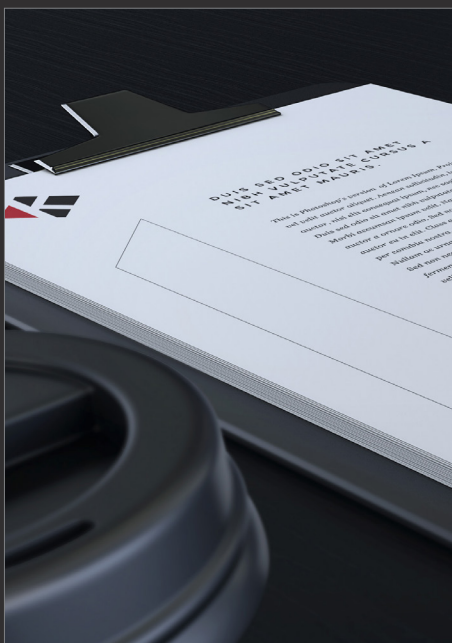


Stationery and correspondence items are an important part of the KELTEK brand standards. Consistency in design, use of color, and typography is essential as these materials help project a strong, unified image with a variety of audiences. Stationery items include business card, envelope, letterhead, notecard, and notepad.

All KELTEK stationery items are coordinated for print by the Marketing Department. Stationery should not be printed from unapproved outside vendors as they do not have the official specifications and the reproduction quality will vary between printer. Company stationery may not be used for personal matters or non-company business.

CORPORATE STATIONERY DESIGN

BUSINESS LETTER & GUIDELINES



BUSINESS CARDS & GUIDELINES

FRONT SIDE & INFORMATION



Business Cards

Format: 90 x 50 mm

Personal Information:

*Name,
Position,
Email*

General Information:

*Office phone,
opt. cell phone,
Web address*

COMPANY STATIONERY

A Business Card is like a handshake—you remember the wimpy ones.

The business card design prominently features the KELTEK logo mark. To present a unified appearance, choices regarding use of the official logo mark, color and paper stock should be applied consistently throughout all printed elements. All KELTEK business

cards must be ordered from the company Marketing Department. Please note, the layout to the left has been updated to reflect the preferred 2 phone number option.

All Printed materials representing KELTEK reach many overlapping audiences. All printed items should clearly and consistently communicate the company's brand in all situations. Doing so will help

build a cohesive identity.

It is important to keep in mind the elements of our brand standards guide, such as use of logo, color, typography and photography when creating printed pieces. Proper use of these elements will help establish a unique graphic image that is instantly identified with KELTEK, creating a positive, professional image.



While it is a work in progress, a letterhead system is in place. The letterhead design prominently features the KELTEK logo mark. To present a unified appearance, choices regarding use of the modifier, color and paper stock should be applied consistently throughout all stationery used within a unit. No other logos or information are permitted on company let-

terhead, as they detract from the logo mark and dilute the company's image. Personal names are not appropriate on university letterhead. Company stationery may not be used for personal matters or non-university business. Letterhead must be ordered from the company Marketing Department. A digital template is also available.

COMPANY STATIONERY LETTERHEAD & GUIDELINES



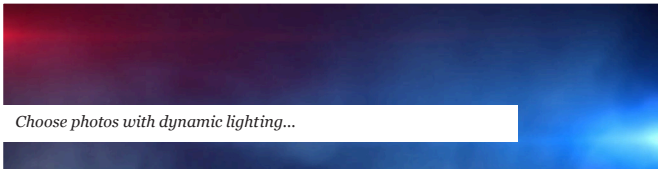
BRANDING ELEMENTS

IMAGE TREATMENT



Photos should be action-oriented and not appear staged.

COMPANY DESIGN IMAGE GUIDELINES



Choose photos with dynamic lighting...



Choose photos with a unique angle...

Photography is a tool that allows us to convey the brand in an interesting and provoking manner. A strong and representative image can easily become a headline or introductory sentence of your piece. It is important that the photo be representative of the content within the marketing piece.



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