



BRAND IDENTITY GUIDE

Rev: April 2015

DRIVEN.
TO SEE MORE.

LETTER FROM THE OWNERS

March 30, 2015

Nearly a year ago, we embarked upon a major effort to update the J.W. Speaker brand. Our goal was to modernize our brand in such a way as to reinforce our corporate culture and better reflect our present-day business. Today, we're pleased to introduce two important elements of this branding update: our new (official) J.W. Speaker logo & branding guide. Used together, these tools provide a cohesive visual identity and help convey our J.W. Speaker core values.

Competition in the global marketplace has never been more fierce. And while our business is well-positioned to meet the challenges of the future head-on, our old branding didn't do an adequate job of communicating that. The sooner we close this gap, the sooner the world will recognize J.W. Speaker as the preeminent provider of innovative lighting solutions.

Therefore, effective March 30th, 2015, we will begin the global implementation of our branding update. Adherence to the following is mandatory both internally (within J.W. Speaker) and externally (companies that wish to continue doing business with J.W. Speaker):

- Promotion of J.W. Speaker's brand, capabilities and/or products must be done in accordance with the rules set forth in the branding guide. The official logo is our formal identity and the visual element that ties all of us together.
- New products, packaging, marketing, documentation, or any other manifestation of J.W. Speaker branding must comply with the branding guide.
- Existing products, packaging, marketing, documentation, etc. should be phased out as inventories are depleted. Directionally, we encourage prudence in this matter.

A digital copy of the branding guide will be made publicly available here: [URL to Branding Guide]. If you have questions, please contact Robin Kopec, Marketing & Design Specialist, at kopecr@jwspeaker.com or 262.532.2189.

Remember that our brand is one of our most valuable assets. It defines who we are, what we do, and how we do it. For these reasons, it is imperative that we present a consistent brand identity in everything that we do. Thank you for all that you do to help maintain our reputation for being the world's preeminent provider of innovative lighting solutions.

Tim & Jamie Speaker
Co-Presidents

OFFICIAL LOGO

The official logo should be used as shown whenever possible.

Official Logo



Official Logo with Reversed Tagline
(Black box not required)



1-Color Official Logo
(May also be used in all black or white depending on color restrictions)



The logo without tagline should ONLY be used when logo is smaller than 2.00" wide

1-Color Official Logo without tagline
(May also be used in all black or white depending on color restrictions)



CLEARSPACE

Minimum clearspace is equal to the proportional height of the R in the logo.
(This is mandatory on both light and dark backgrounds)



MINIMUM SIZE



With Tagline:
2.00" Wide



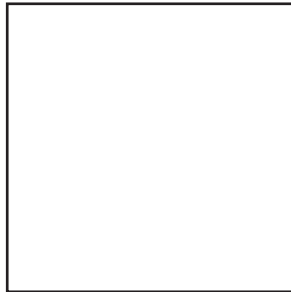
Without Tagline:
1.75" Wide

OFFICIAL COLORS

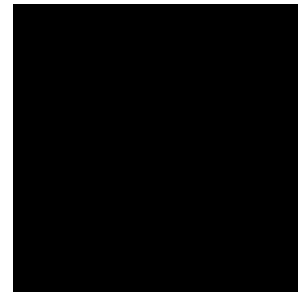
J.W. Speaker Red is our primary brand color, with white and black as support colors to provide contrast and show strength.



Pantone: 485
C: 0 **M:** 95 **Y:** 100 **K:** 0
R: 226 **G:** 35 **B:** 26
HEX: E2231A



C: 0 **M:** 0 **Y:** 0 **K:** 0
R: 255 **G:** 255 **B:** 255
HEX: FFFFFFFF



C: 0 **M:** 0 **Y:** 0 **K:** 100
R: 0 **G:** 0 **B:** 0
HEX: 000000

THE ARROW ICON

The J.W. Speaker logo features an arrow icon which represents the idea of innovation and moving forward.

The Arrow should never be used independent from the J.W. Speaker logo.



SUPPLEMENTAL LOGOS

On Light Backgrounds

On Dark Backgrounds

Driven. To See More.

*(Should **never** be used independent from the J.W. Speaker logo. May be used in all black, red, or white when necessary)*

DRIVEN.
TO SEE MORE.

DRIVEN.
TO SEE MORE.

**Experience the
Power of LED**

(May be used in all black, red, or white when necessary)

**EXPERIENCE
THE POWER OF
LED**

**EXPERIENCE
THE POWER OF
LED**

Made in the U.S.A.
*(May **only** be used in full color)*



BRAND DOs & DON'Ts

Do **not** reproduce the logo in low resolution



Do **not** stretch or distort the logo



Do **not** use the logo without the Arrow icon



Do **not** rotate the logo



Do **not** delete the tagline from the logo



DO use the dedicated logo without tagline



Do **not** use unofficial colors for the logo



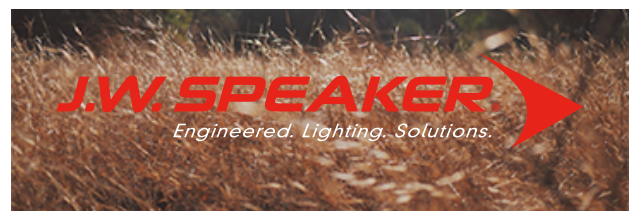
Do **not** change the color of the arrow to be different than the color of the logo



Do **not** add an outline to the logo



Do **not** place the logo on a background that prevents legibility of the logo AND/OR tagline



OFFICIAL TYPEFACES

The official typeface of J.W. Speaker is Open Sans. The neutral typeface is clean, legible, and has a variety of fonts in its family in different weights that communicate the strength and versatility of J.W. Speaker.

OPEN SANS LIGHT

For body copy and large amounts
of text on light backgrounds

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !?@#\$%&

OPEN SANS REGULAR

For body copy and large amounts
of text on dark backgrounds

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !?@#\$%&

OPEN SANS SEMIBOLD

For subtitles and to emphasize
(bold) words in Open Sans Light

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !?@#\$%&

OPEN SANS BOLD

For titles and to emphasize
(bold) words in Open Sans

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !?@#\$%&

Italic fonts of Open Sans may be used sparingly and only as necessary.

Free font files are available to download at: www.fontsquirrel.com/fonts/open-sans

FAQs & CONTACT

How do I request official logo files?

Official logo files may be requested by contacting Robin Kopec at kopecr@jwspeaker.com. Please provide the context of where the logo will be used, what file types are needed, and allow a minimum of 2 business days for the request to be fulfilled.

What are the terms of use for logo files?

Terms of Use for logo files and other digital assets and intellectual property can be found on page 9 of this guide, and are available online at www.jwspeaker.com/wp-content/uploads/Digital-Assets-Terms-of-Use-04-16-15.pdf

How can I add my company logo to J.W. Speaker marketing materials?

You can request to have J.W. Speaker marketing materials (e.g. brochures) customized with your company's logo by contacting Robin Kopec at kopecr@jwspeaker.com. Please allow a minimum of 10 business days for these types of requests to be fulfilled.

What should I do with materials that have the old J.W. Speaker logo on it?

Materials that have the old logo on it may continue to be used, but any new materials produced after March 30, 2015 must use the new logo.

How can I get product-specific logos?

Product-specific logo files may be requested by contacting Robin Kopec at kopecr@jwspeaker.com. Please provide context of where the logo will be used and allow a minimum of 2 business days for the request to be fulfilled.

How can I request J.W. Speaker business cards?

J.W. Speaker Associates and Manufacturer Sales Representatives are required to use J.W. Speaker business cards for all J.W. Speaker-related business transactions. To order cards, please contact Bonnie Fox at foxb@jwspeaker.com and provide her with the following information:

- First & Last Name
- Official Job Title
- Office Phone Number
- Toll-Free Office Phone Number (if applicable)
- Mobile Phone Number (if applicable)
- Company Email Address
- Office Address (for off-site associates)

DIGITAL ASSETS TERMS OF USE

J.W. Speaker Corporation is entrusting you with digital assets and/or intellectual property for the purpose of helping you to promote and grow your business via the J.W. Speaker product line. We value your partnership and trust that you will observe the following terms of use with respect to these digital assets and/or intellectual property:

- You will not distribute our digital assets and/or intellectual property without our express written permission.
- We do not surrender our own right to use the digital assets and/or intellectual property or to grant permission for others to do so.
- You will discontinue use of our digital assets and/or intellectual property immediately if we request you to do so.
- J.W. Speaker Corporation and its employees are not responsible for any costs, expenses, losses, damages, or liability arising from the use of its digital assets by other parties.
- In an effort to maintain factual integrity and reduce errors, you will (whenever possible) share proofs of work in which our digital assets and/or intellectual property will be used. By collaborating with us, we can catch errors and make recommendations to improve the effectiveness of your marketing for our products.
- We maintain a library of distributor partner marketing materials. We would ask that you supply us with one complimentary copy of any published work (print or video) where our digital assets and/or intellectual property appear so we can add it to our library.
- To the extent that we have legal authority to do so, we hereby give our consent for the release of the digital assets and/or intellectual property being shared with you. This consent does not imply that we control the copyrights to all digital assets and/or intellectual property or that you should not secure other authorizations prior to their use.

If you have any questions or concerns, please contact Robin Kopec, Marketing & Design Specialist at kopecr@jwspeaker.com

An electronic form of the Terms of Use is available at:
www.jwspeaker.com/wp-content/uploads/Digital-Assets-Terms-of-Use-04-16-15.pdf

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www.jwspeaker.com