

LUBER  FINER[®]
BUILT TO DO MORE[®]

MARKETING BRAND GUIDELINES – NOVEMBER 2015

www.Luberfiner.com

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The Luber-finer® Brand Equity Wheel

The Luber-finer® brand equity wheel is central to all of our marketing communications. All copy, visual content and aesthetic direction should be driven by, and related to, one or more elements from the equity wheel.

Target Audience

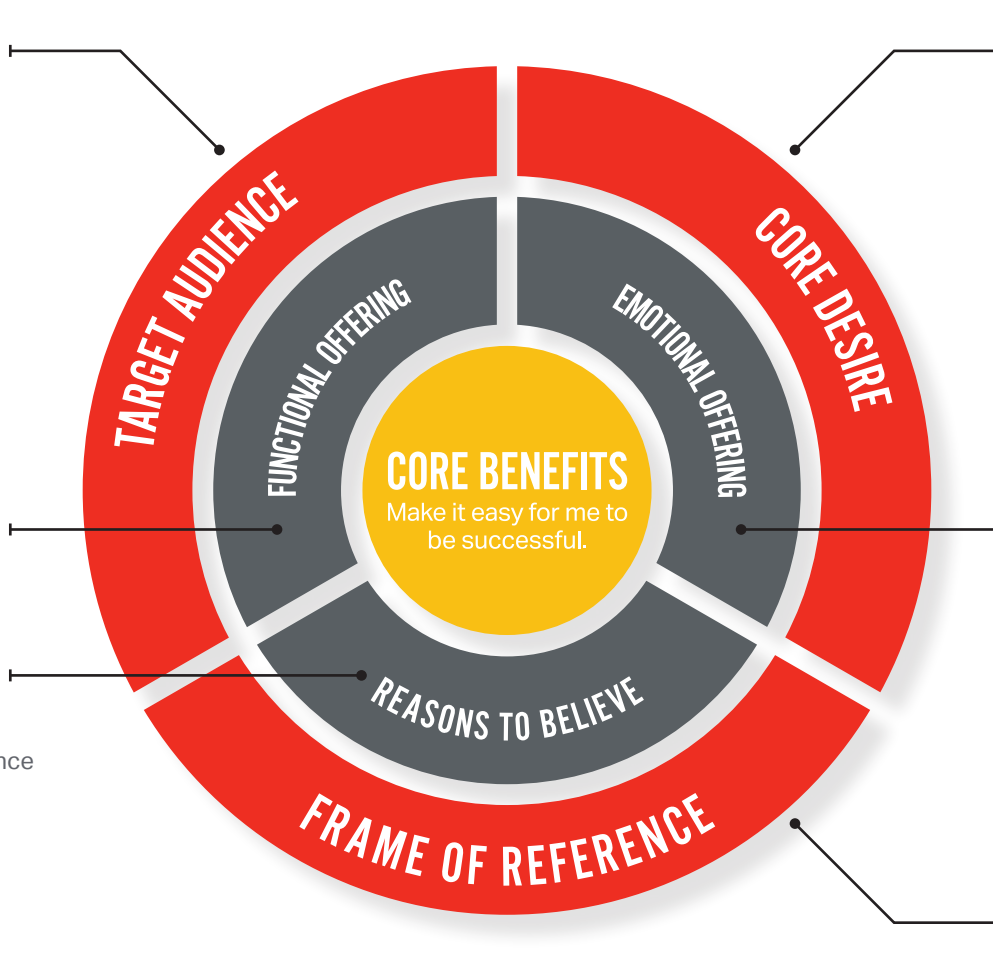
- Those who "Distribute the Box"
- WDs
 - Buying Groups
- Those Who "Throw away the Box"
- Fleet Managers
 - Fleet Buyers
 - Installers/Users

Functional Offering

- Keeps your business running efficiently

Reasons to Believe

- Reliable, intimate service
- Value reflected through "market pricing"
- Quality products of OE performance or better
- 75 years of filtration excellence



Core Desire

- To always come through when you need us

Emotional Offering

- You'll feel confident to be successful

Frame of Reference

- We are your Heavy Duty filtration partner

Brand Purpose

You've got a lot on your shoulders. We'll do our part to make sure everything runs smoothly.

Brand Personality

Your business partner — ready to make you confident in a world of uncertainty. We listen and help with urgency and modest confidence.

Brand Identifiers

- Luber-finer® logo
- BUILT TO DO MORE®
- "Keep your business running smoothly with confidence" images.

Who is Luber-finer®?

Luber-finer® is a global manufacturer of heavy and light duty filtration products. We combine groundbreaking research and development with award-winning lean manufacturing, marketing and customer support for all of our customers' filtration needs.

Benefits

- Our extensive catalog offers any equipment filter you may need for heavy or light duty
- Quality that can only be achieved with 70+ years of filtration experience
- Our filters reduce equipment wear, potential downtime and help lower fleet operating costs
- Our dedicated service team provides specialized customer support for each Luber-finer® customer



The Voice of Luber-finer®

The greatest strength of the Luber-finer® brand is our commitment to providing a superior customer experience, driven by expertise. We strive to form deep, long-lasting partnerships with each of our customers.

With this in mind, all marketing messaging should be developed in the first person (unless otherwise dictated for legal or formal communications). This writing style positions Luber-finer® as a brand that is approachable and accessible.

Tips for maintaining the Luber-finer® voice:

- 1) Use of first or second person pronouns is encouraged (We, You, Our, Your).
- 2) Avoid the use of "Luber-finer®" in written communications when speaking about the company. When possible, it should only be used as a modifier when speaking about product (i.e. Luber-finer® MP995).
- 3) Technical features and benefits should be peripheral to the messaging of any material. Instead, specific pain

Logo

The current Luber-finer® logo is the result of the brand's tradition, history and evolution into a leader in the automotive and industrial equipment filtration space. It should never be altered in any way.

Minimum Size

The minimum width for reproduction purposes should be 1.25".



Logo Spacing

Always maintain a minimum clear space around the logo.



The minimum clear space is defined as
1/2 the height of the first letter "L"

Logo Variations

Dark Background

The Luber-finer® logo variant with red text should be used whenever possible, unless it interferes with the logo's readability.

Use of the brand the tagline is preferred, but in some cases the logo can stand alone. When used, the tagline should be either black or white, depending on background color.

One-Color Logos

A one color logo should only be used in monochrome applications. One color logos should either be all black, or all white, depending on background color.

Corporate Identity Downloads

Download corporate logos from our website:

<http://luber-finer.com/company/corporate-identity.aspx>



Color Palette

Primary Brand Colors



Pantone 485C
RGB 238, 49, 35
CMYK 0, 95, 100, 0
HEX EE3123



Pantone 7408C
RGB 81, 12, 79
CMYK 2, 26, 100, 0
HEX F8BE15



Rich Black
RGB 0,0,0
CMYK 75, 68, 67, 90
HEX 000000

Secondary Brand Colors



Pantone 426C
RGB 38, 40, 42
CMYK 73, 65, 62, 67
HEX 252829



Pantone 433U
RGB 92, 91, 59
CMYK 0, 1, 3, 64
HEX 5C5B59



Pantone 7623C
RGB 138, 42, 43
CMYK 0, 70, 69, 46
HEX 8A2A2B



Pantone 120U
RGB 255, 217, 106
CMYK 0, 15, 58, 0
HEX FFCC66

Fonts

Luber-finer® utilizes a specific set of fonts in order to convey a consistent brand message across all communications channels. When possible, only the following fonts should be used:

Headlines

Alternate Gothic No2 D

Body Copy

Aktiv Grotesk

Aktiv Grotesk Regular

Aktiv Grotesk Regular Italic

Aktiv Grotesk Bold

Aktiv Grotesk Bold

Aktiv Grotesk Light

Aktiv Grotesk Light Italic

Web Fonts

Headlines

Alternate Gothic No2 D

Body Copy

Aktiv Grotesk

Aktiv Grotesk Regular

Aktiv Grotesk Regular Italic

Aktiv Grotesk Bold

Aktiv Grotesk Bold Italic

Aktiv Grotesk Light

Aktiv Grotesk Light Italic

Headlines Fallback

Arial Bold

Body Copy Fallback

Open Sans

Open Sans Regular

Open Sans Italic

Open Sans Bold

Aktiv Grotesk Bold

Open Sans Light

Open Sans Light Italic

Typography

Page Heading

Alternate Gothic No2 D Title text line two

Alternate Gothic No3 D
24/23

Paragraph Headlines

In mi ligula, malesuada et tincidunt in, varius a elit

Aktiv Grotesk Bold
12/16

Paragraph

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In mi ligula, malesuada et tincidunt in, varius a elit. Pellentesque eget bibendum risus. Sed tristique nec lacus a cursus. Aliquam nec scelerisque est. Vestibulum imperdiet diam augue, non molestie magna fermentum a. Morbi lacinia, lectus a dictum placerat, purus nulla tincidunt enim, et rutrum nunc nisl vitae magna. Quisque imperdiet vitae quam ut consectetur. Nam metus purus, rutrum eu vehicula ut, condimentum et justo.

Aktiv Grotesk Regular
10/14

Indented List

- Lorem ipsum dolor sit amet, consectetur adipiscing elit. In mi ligula, malesuada et tincidunt in, varius a elit.
- Pellentesque eget bibendum risus. Sed tristique nec lacus a cursus. Aliquam nec scelerisque est.
- Vestibulum imperdiet diam augue, non molestie magna fermentum a.
- Morbi lacinia, lectus a dictum placerat, purus nulla tincidunt enim, et rutrum nunc nisl vitae magna. Quisque imperdiet vitae quam ut consectetur.

Aktiv Grotesk Regular
9/12

Registration

A registration mark (®) must be used with every mention of Luber-finer®.

© 2015, Champion Laboratories, Inc.
An ISO14001 and ISO/TS16949 registered company.
200 S. 4th Street Albion, IL 62806-1313

An registration mark (®) must be used with every instance of the phrase "BUILT TO DO MORE®"

© 2015, Champion Laboratories, Inc.
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Imagery

Product Photography

Products should be isolated and presented individually whenever contextually appropriate. When product arrays are needed, products should be arranged in a dynamic manner. Positioning the filters as if they are sitting on a counter together should be avoided.

When available and the material allows, product photography should utilize dramatic angles and lighting.

Application and Environmental Photography

Basic truck or vehicle photography should be avoided when other alternatives exist, but will always be a necessary and important part of our marketing message. When vehicle photography is used, it should be dynamic, with the vehicle secondary to the actual focus of the image. A highlight on harsh environmental conditions is ideal.

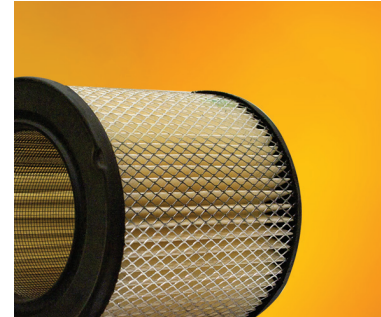
As an alternative, photography should have a strong people focus, in order to provide a human element to the Luber-finer® brand. There are two primary types of photographs that should be used whenever possible:

1. Shots that show interactions in the environments of Luber-finer®'s end users, such as in a shop or sales counter setting.
2. Shots that highlight Luber-finer®'s engineering expertise and strong support staff.

Product Photography Examples



Product isolated and presented individually.



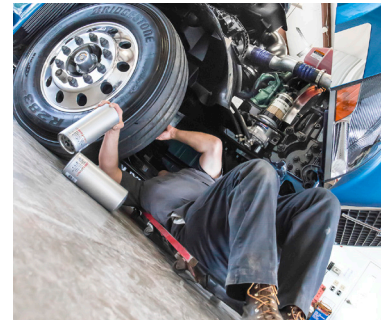
Product photography utilizing dramatic angles and lighting.



Product array arranged in a dynamic format.



A shot of Luber-finer®'s strict product testing.



This shot shows an end user replacing a filter, helping potential customers identify with the brand.



Application photography showing environmental conditions focuses on the open road.

Contact

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And Product Development
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