



**Asset and Brand Guidelines**  
February 2016

## **Why read this document?**

The identity of the Will-Burt brand has been developed over nearly 100 years of hard work and dedication of generations of talented people. The following document is a simple road map on how to best represent this powerful brand and get the most out of it, while preserving its integrity for the future.

## **Who should read this?**

Parties authorized to use the logos owned by The Will-Burt Company are required to represent the logos in accordance with the guidelines set forth in this document. Employees, distributors, sales representatives and customers will enjoy the most benefit by displaying these marks in a consistent and uniform manner.

## When should the logo be used?

The logos should be used in all visual media such as advertising, merchandise, product, promotional materials and internal and external business applications and documentation.

## Where can I get the artwork?

The official Will-Burt web site contains the logos. They are available in a variety of formats and can be copied or downloaded by those authorized to use them. They can be found at

<http://www.willburt.com/support/support-center/logos-and-brand-guidelines/>

## What size is the logo?

The proportions of the logo should not be altered. Any re-sizing of the logo should be from the corner of the logo in a diagonal and all dimensions should remain proportionate. The stylized “W” and “B” are of equal size and each letter fits into a 3 x 3 grid.

The logo should be of a size that is easily identifiable and readable.



## What is the proper use of the logo?

The preferred manner of display of the logo is the combination of the stylized “WB” with the word “WILL-BURT” below.

It is acceptable to display the stylized “WB” without the word “WILL-BURT” as long as “Will-Burt” is used elsewhere on the medium or product and it is readily identifiable as produced by The Will-Burt Company.

Available space can make the use of the “block” Will-Burt logo prohibitive. In these instances it is acceptable to use the horizontal Will-Burt logo.

Never tilt or skew the logo.

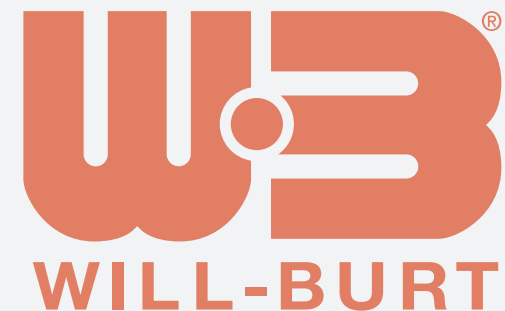


## What color is the logo?

The Will-Burt logo and its approved variations should be displayed in black.

When the product or medium that the logo is applied to is dark in color and the logo would not be suitably visible, a white logo should be used.

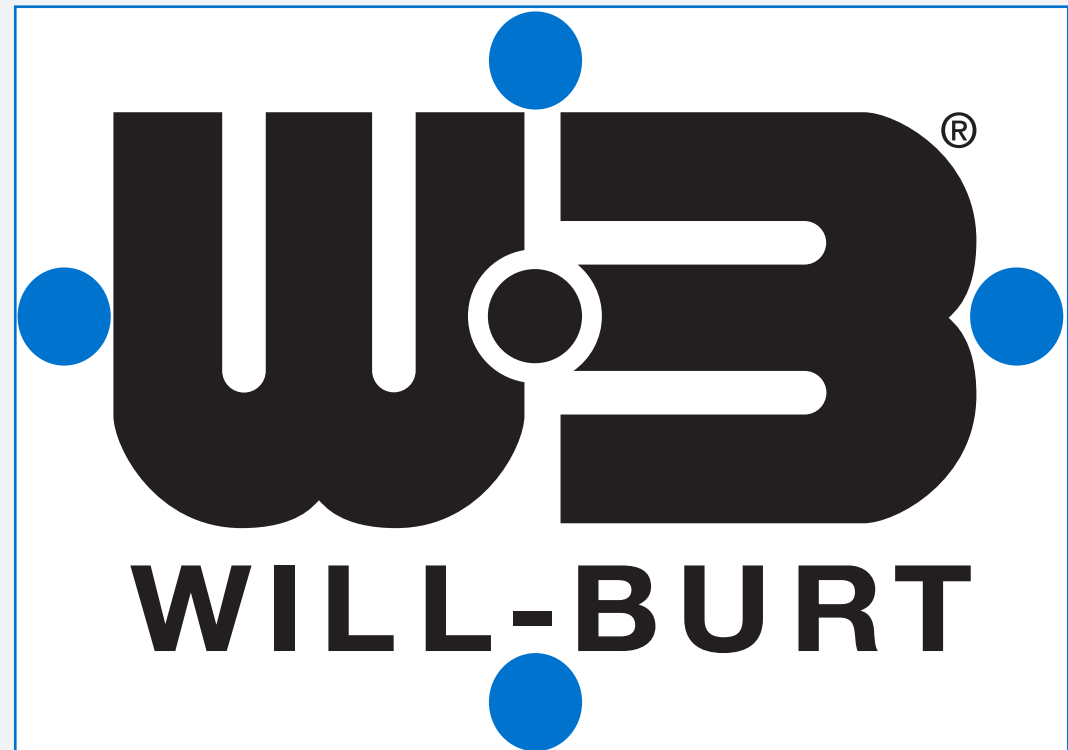
If a color other than black or white is needed, its use must be approved by the marketing department.



## How much clear space is needed?

Do not crowd the Will-Burt logo. It should be prominent and easily recognizable.

A space equal to the width of the dot that separates the stylized “W” and “B” should be maintained on all sides of the logo.



## Using the name properly.

It is important that the name of the company is used consistently in all materials.

The first reference in a document to the company should be “The Will-Burt Company”. Subsequent references can be “Will-Burt” or “The Will-Burt Company”.

A hyphen (-) must always be used to separate “Will” and “Burt”.

The “W” and “B” must always be displayed in upper case format.

The Will-Burt logo should never be used within the copy of a document as a word.



The Will-Burt Company



Will-Burt



Will-burt



Will•Burt



WillBurt



Never use



as a word



## Additional Will-Burt Brand Information.

Do not use other graphic elements with the Will-Burt logo.

The logo is designed to stand on its own.

“WILL-BURT” is separated by a hyphen -  
never separate with a “dot”

The primary color of the Will-Burt brand is Pantone 285 Blue  
with a hex value of #0072ce and RGB values of 0, 114, 206  
and CMYK values of 90, 48, 0, 0.

The secondary color of the Will-Burt brand is Gray with a hex  
value of #8a8c8e and RGB values of 138, 140, 142 and  
CMYK values of 0, 0, 0, 55 - This color is typically used  
for highlights.

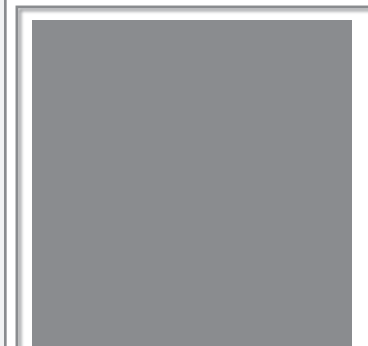


**Pantone 285 C**



**PANTONE  
285 C**

**Will-Burt Gray**



**WILL-BURT GRAY  
HEX = #8a8c8e  
RGB = 138, 140, 142**

## Will-Burt Logos.

The Will-Burt Company owns several logos and marks that are registered and protected by trademark laws.

This page contains several examples of logos owned by The Will-Burt Company; however, it is not meant to be a complete list of all the logos owned by Will-Burt.



## **About The Will-Burt Company.**

- The Will-Burt Company was founded in 1918
- The Will-Burt Company ([www.willburt.com](http://www.willburt.com)), located in Orrville, Ohio, is the world's premier manufacturer of telescoping mast and tower elevation solutions – the world's one stop shop offering virtually every payload elevation solution from one source – for military, fire, cellular, broadcast, entertainment and other applications. Will-Burt also designs and manufactures military and other shelters made of all-composite materials that deliver higher performance at lower life cycle cost than metal or partial composite shelters. Will-Burt's LINX security solutions provide integrated access control and intrusion detection certified to protect critical assets. Will-Burt also offers a variety of manufacturing services backed by an ISO 9001:2008 certified quality system and a 14001:2004 environmental management system. Incorporated in 1918, Will-Burt is 100% employee-owned and is classified as a small business.

## **Will-Burt Logo Use.**

Will-Burt and the Will-Burt logo are trademarks of The Will-Burt Company and are protected by laws governing their use in individual countries. This brand guideline document was developed to assist you in using the marks properly.

The Will-Burt Company owns all logos presented in this document along with other logos and brand assets not listed.

The Will-Burt marks are valuable assets, which can be damaged by improper use by those affiliated with Will-Burt, as well as unauthorized use by third parties.

If you have any questions as to your authority to use Will-Burt brand assets or the proper use of these assets, please contact:

The Will-Burt Company Marketing Department • The Will-Burt Company • 169 S Main St • Orrville, OH 44667 USA

