66 Industriel Blvd. Suite 113
St. Eustache, Quebec
Canada, J7R 5C2
800-668-3340

600 Chilcotin Rd.
Kamloops, BC V2H 1B6
250-828-7820

169 Industrial Dr.
Lexington, SC 29072
800-668-3340

2550 N Hendrickson Dr. Suite A
Kalama, WA 98625
800-668-3340

3 View Rd.
Rotorua, NZ
0800-784-787

Stationsvägen 12
770 13 Grangärde, Sweden
+46-240-59-11-00

info@quadco.com
www.quadco.com

www.southstarequipment.com

www.logmax.com

QUADCO

QUADCO

BRAND GUIDELINES

LEADERS IN THE INDUSTRY

QUADCO SOUTHSTAR Log Max

Table of Contents

BRAND IDENTITY

BRAND ARCHITECTURE 05

QUADCO LOGO MARKS 07
- Quadco Main Logo 08
- Quadco Secondary Logo 09
- Diagonal 3 Brand Lockup 10
- Quadco Text Only Logo 12
- Quadco Cutting Tools 13
- Quantum Grinder Tips 14

SOUTHSTAR LOGO MARKS 16

LOG MAX LOGO MARKS 18

BRAND SUPPORT

COLOR PALETTES 19

TYPOGRAPHY 20

SUPPORT GRAPHICS 21
- Disc Seal Logos 22
- Leaders in the Industry 23
- Vehicle Graphics 24

COMMUNICATION MATERIALS

BUSINESS CARDS 25
- Bilingual 28
- 3 Brand 29

EMAIL SIGNATURES 32

LETTERHEAD & ENVELOPES 34

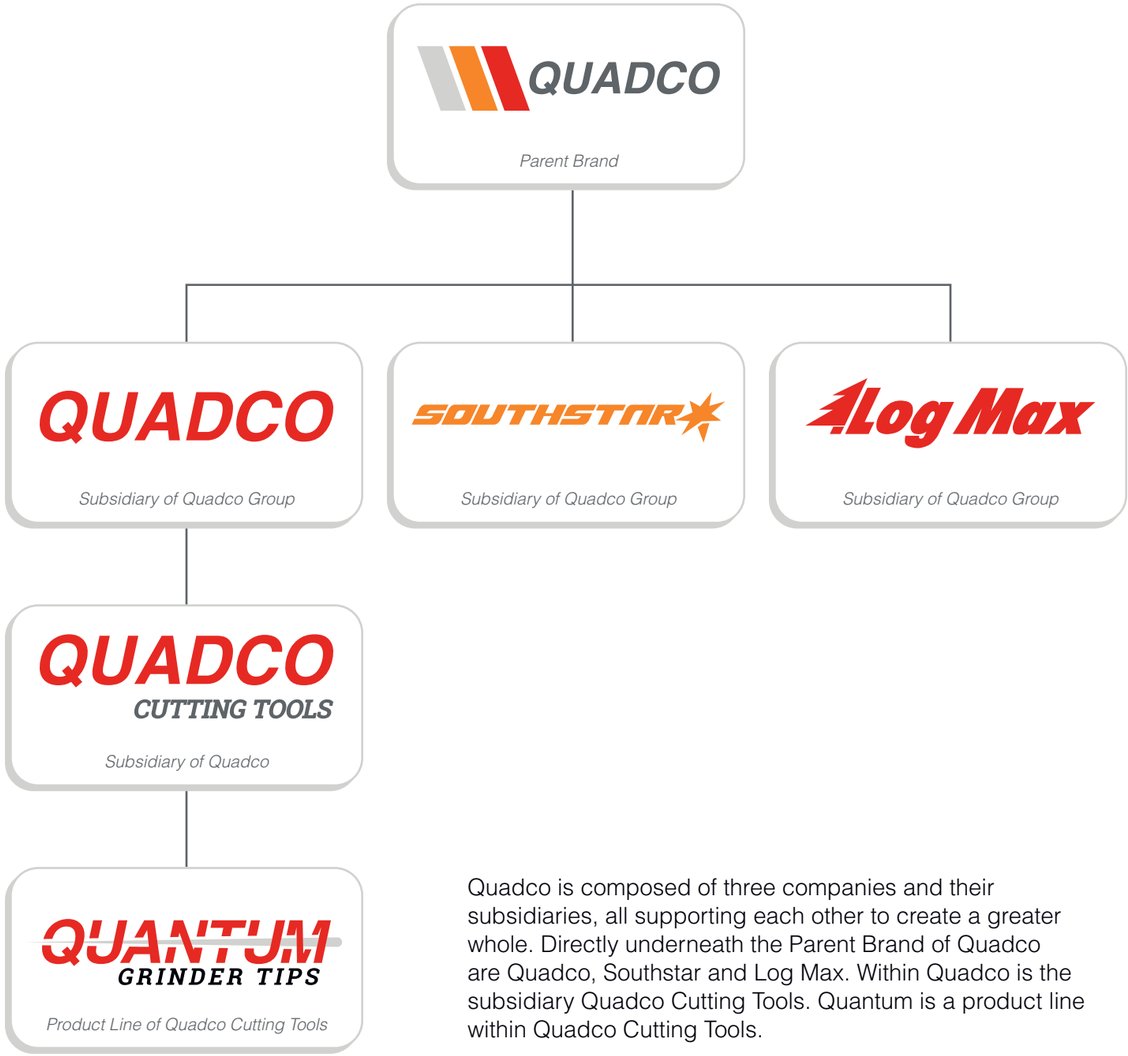
EMBROIDERED APPAREL

GENERAL PRODUCTION SPECIFICATIONS 35

BRAND SPECIFIC SPECIFICATIONS 37
- Quadco 37
- Quadco Cutting Tools 37
- Southstar 38
- Log Max 38
- Diagonal 3 Brand Lockup 38
- Support Graphics 39

BRAND ARCHITECTURE

The following diagram illustrates the hierarchy of each subsidiary brand under the parent brand, Quadco. Logos for subsidiary brands should never replace logos of brands placed above them in the hierarchy. However, they may be used in combination with parent brand logos to boost corporate brand and endorse the subsidiary brand.



Quadco is composed of three companies and their subsidiaries, all supporting each other to create a greater whole. Directly underneath the Parent Brand of Quadco are Quadco, Southstar and Log Max. Within Quadco is the subsidiary Quadco Cutting Tools. Quantum is a product line within Quadco Cutting Tools.

OUR BRAND

The Quadco brand extends beyond a mere logo. It is our identity, which we strive to establish as synonymous with quality. Our brand symbolizes our customer experience, our company commitments—the traits that make us unique in our market.

Maintaining a strong brand presence through consistent visuals is crucial to developing brand visibility, credibility, and trust among our existing and potential customers. The following pages outline the standards and examples for ensuring that all branding materials exemplify the Quadco brand, reinforcing the message of consistency and quality. Quadco is the dominant parent brand presiding over Southstar and Log Max.

LOGO CLEAR SPACE REQUIREMENTS

To perfect logo identity, there are three rules:

1. Never have any text or images within the clear space of any logo treatment.
2. Always attempt to have as much clear space as possible around the logo.
3. **The minimum required clear space is the top width of a single slanted bar:**

APPROVED LOGOS

No part of the logos should be moved, modified, or changed in any way. All logos are provided and should be used exactly as they are delivered.

LOGO CLEAR SPACE REQUIREMENTS

To perfect logo identity, there are three rules:

1. Never have any text or images within the clear space of any logo treatment.
2. Always attempt to have as much clear space as possible around the logo.
3. **The minimum required clear space is the top width of a single slanted bar:**

APPROVED LOGOS

FULL COLOR

GRAYSCALE

BLACK

WHITE

No part of the logos should be moved, modified, or changed in any way. All logos are provided and should be used exactly as they are delivered.

OUR BRAND

The Quadco brand is not simply a logo—it is our image. It is an experience we promise to deliver every day. Our brand is our most valuable asset, passionately created to stand apart and be noticed.

The preservation of our Quadco identity is vital to building a recognizable and consistent brand. This brand package contains the guidelines, rules and examples for upholding the Quadco brand throughout all aspects of our marketing communications.

LOGO CLEAR SPACE REQUIREMENTS

To perfect logo identity, there are three rules:

1. Never have any text or images within the clear space of any logo treatment.
2. Always attempt to have as much clear space as possible around the logo.
3. **The minimum required clear space is the distance measured from the top of the "A" to the top of the cross bar of the "A":**

APPROVED LOGOS

FULL COLOR

QUADCO

BLACK

QUADCO

WHITE

QUADCO

TAGLINE

Taglines should appear in the footers of brochures and other print materials in Helvetica Bold and on tradeshow assets in High Voltage Rough.

LEADERS IN THE INDUSTRY

LEADERS IN THE INDUSTRY

No part of the logos should be moved, modified, or changed in any way. All logos are provided and should be used exactly as they are delivered.

LOGO CLEAR SPACE REQUIREMENTS

To perfect logo identity, there are three rules:

1. Never have any text or images within the clear space of any logo treatment.
2. Always attempt to have as much clear space as possible around the logo.
3. **The minimum required clear space is the distance measured from the top of the "A" to the top of the cross bar of the "A":**

APPROVED LOGOS

FULL COLOR

GRAYSCALE

BLACK

WHITE

No part of the logos should be moved, modified, or changed in any way. All logos are provided and should be used exactly as they are delivered.

LOGO CLEAR SPACE REQUIREMENTS

To perfect logo identity, there are three rules:

1. Never have any text or images within the clear space of any logo treatment.
2. Always attempt to have as much clear space as possible around the logo.
3. **The minimum required clear space is the width of the non-bisected center portion of the "N" as measured from the type in the logo:**

APPROVED LOGOS

FULL COLOR

GRAYSCALE

BLACK

WHITE

No part of the logos should be moved, modified, or changed in any way. All logos are provided and should be used exactly as they are delivered.
Please note that Dan Webb, CEO of Quadco, can use the Quantum logo with out "Grinder" tips as desired.
The default should always be to use the "Quantum Grinder Tips" logo.

OUR BRAND

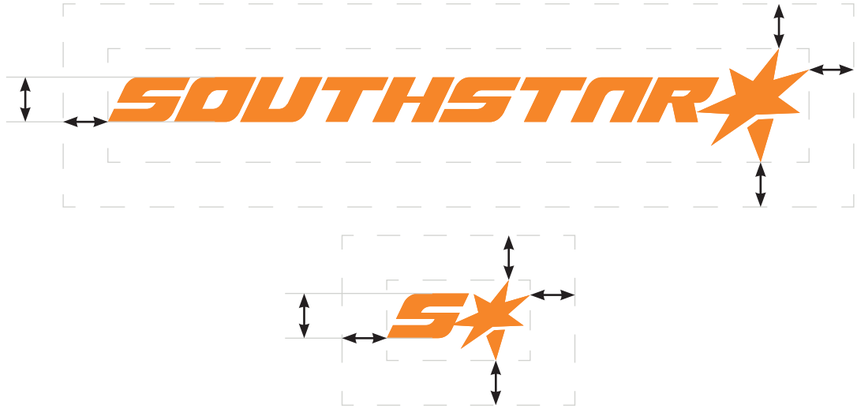
The Southstar brand is comprised of every visual element that communicates on Southstar's behalf. These visual elements work together to comprise a brand identity, an overall message and corporate vision.

It is important to ensure that all branding elements remain consistent with the Southstar brand in order to establish a sense of continuity and trustworthiness associated with Southstar. These branding guidelines demonstrate the proper use of Southstar's branding materials in order to ensure the overall effectiveness and credibility of the Southstar brand.

LOGO CLEAR SPACE REQUIREMENTS

To perfect logo identity, there are three rules:

1. Never have any text or images within the clear space of any logo treatment.
2. Always attempt to have as much clear space as possible around the logo.
3. **The minimum clear space is the height of the letters in the logo:**



APPROVED LOGOS

FULL COLOR

BLACK

WHITE

No part of the logos should be moved, modified, or changed in any way. All logos are provided and should be used exactly as they are delivered.

TAGLINE

This tagline should appear in the footers of brochures and other print materials in Helvetica Bold and on tradeshow assets in High Voltage Rough.

BUILT TO LAST

BUILT TO LAST

OUR BRAND

Log Max consists of the mission, values, and unique characteristics of its organizational team and infrastructure. The logo is just a small piece of this overarching brand identity, but a simple symbol can have significant practical implications.

To ensure that the Log Max brand is recognized as respected and credible, it is imperative to utilize the logo and other branding assets in an appropriate and consistent manner. The following pages present the rules and examples for proper usage of the Log Max logo and branding elements.

LOGO CLEAR SPACE REQUIREMENTS

To perfect logo identity, there are three rules:

1. Never have any text or images within the clear space of any logo treatment.
2. Always attempt to have as much clear space as possible around the logo.
3. **The minimum clear space is the height of the lowercase "x" in the logo:**

APPROVED LOGOS

FULL COLOR

BLACK

WHITE

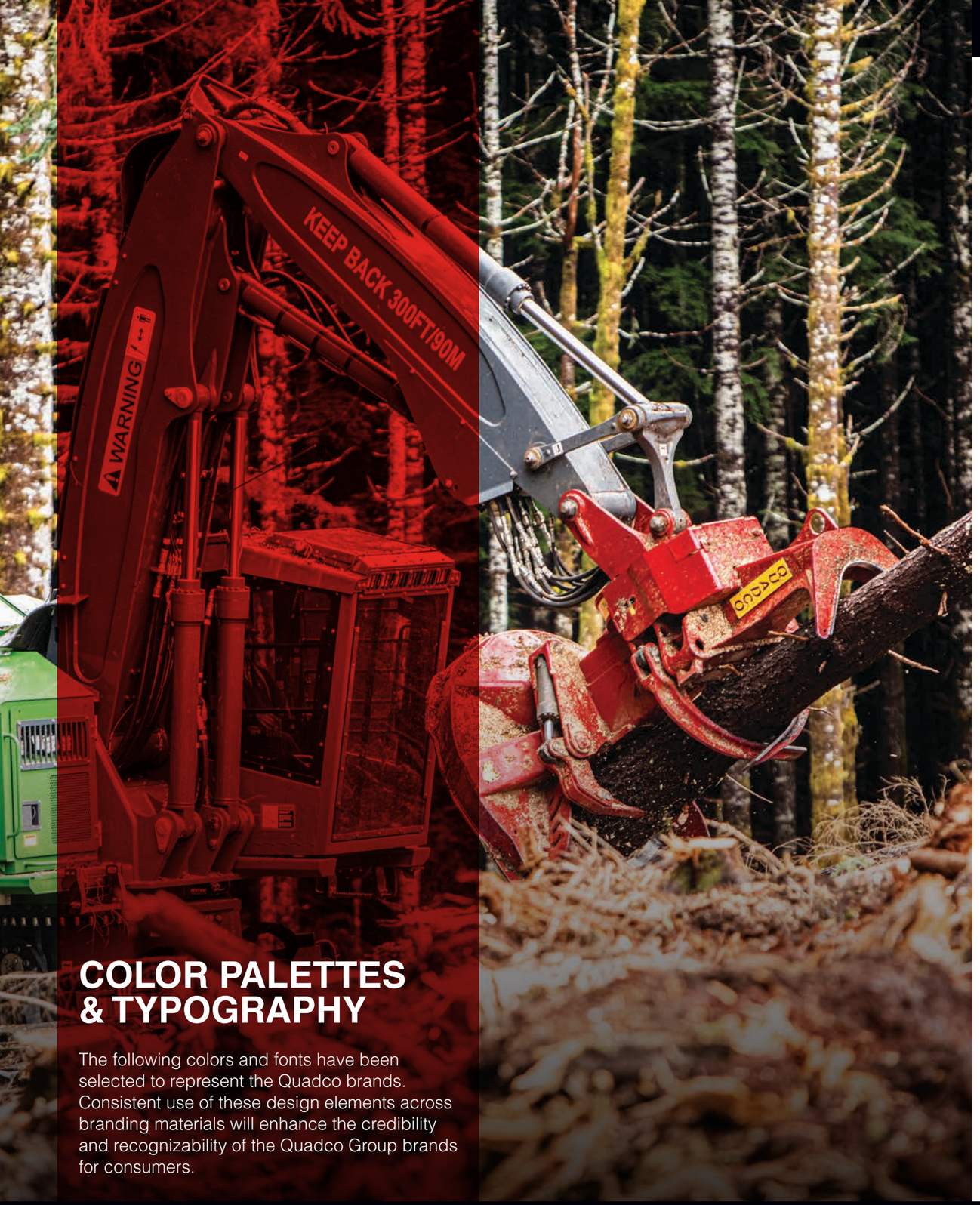
TAGLINE

Taglines should appear in the footers of brochures and other print materials only in Helvetica Bold and on tradeshow assets only in High Voltage Rough.

HEADS ABOVE THE COMPETITION

HEADS ABOVE THE COMPETITION

No part of the logos should be moved, modified, or changed in any way. All logos are provided and should be used exactly as they are delivered.



COLOR PALETTES & TYPOGRAPHY

The following colors and fonts have been selected to represent the Quadco brands. Consistent use of these design elements across branding materials will enhance the credibility and recognizability of the Quadco Group brands for consumers.

COLOR PALETTES

It is important to adhere to the guidelines for brand specific primary color use of the prominent Quadco red and/or orange. The consistent use of these particular colors throughout brand materials will reinforce the connection in consumers' minds that these colors represent the Quadco brand. Black and white may be used as additional primary colors, while the dark and light grays indicated can be used as secondary colors where appropriate

BRAND SPECIFIC PRIMARY

RED
CMYK: 0, 97, 100, 3
HTML: D6001C
RGB: 214, 0, 28
PMS: 2035 C

ORANGE
CMYK: 0, 58, 95, 0
HTML: FF7500
RGB: 255, 117, 0
PMS: 2018 C

PRIMARY

BLACK
CMYK: 100, 79, 44, 93
HTML: 101820
RGB: 16, 24, 32
PMS: Black 6 C

WHITE
CMYK: 0, 0, 0, 0
HTML: FFFFFF
RGB: 255, 255, 255

SECONDARY

DARK GRAY
CMYK: 30, 20, 19, 58
HTML: 707372
RGB: 112, 115, 114
PMS: 424 C

LIGHT GRAY
CMYK: 6, 4, 7, 13
HTML: C7C9C7
RGB: 199, 201, 199
PMS: 420 C

QUADCO GROUP

RED ORANGE

QUADCO

RED

QUADCO CUTTING TOOLS

RED

SOUTHSTAR

ORANGE

LOG MAX

RED

TYPOGRAPHY

The consistent use of the selected fonts throughout design applications adds greatly to a cohesive visual style of the brands. The selected font family is Helvetica. This should be used in all communications. Where applicable, the font High Voltage Rough can be used for company taglines to add texture and visual interest to eye catching designs.

PRIMARY

Helvetica Regular
AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789.?!

TAGLINE

High Voltage Rough
AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvWwXxYyZz

SECONDARY

Helvetica Light
AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789.?!

Helvetica Bold
AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789.?!

Helvetica Oblique
AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789.?!

SUPPORT GRAPHICS

Support Graphics function to support the main brand. They are not to be used in place of traditional logos. The exception to this rule is in the instance that the use of these graphics is expressly permitted by Quadco President & CEO Dan Webb.

SAW DISC SEAL

This graphic was designed to visually articulate some of Quadco's and Quadco Cutting Tools' core organizational commitments. These seals may be used in print materials, as floor seals at tradeshows, or other purposes as permitted by Quadco President & CEO Dan Webb.

QUADCO

QUADCO CUTTING TOOLS

QUADCO WITH CUTTING TOOLS SEAL

This Cutting Tools seal, available in both print and embroidery versions, was created to support the main brand logo only through tradeshow flooring or specialty apparel.

FLOOR SEALS

The Floor Seal graphics must be used for the purpose of tradeshow and parts department floor graphics only. They cannot be used to replace any official logos.

Note: No matter the material these are produced on, the "white" inner ring must be white.

QUADCO

SOUTHSTAR

LOG MAX

LEADERS IN THE INDUSTRY

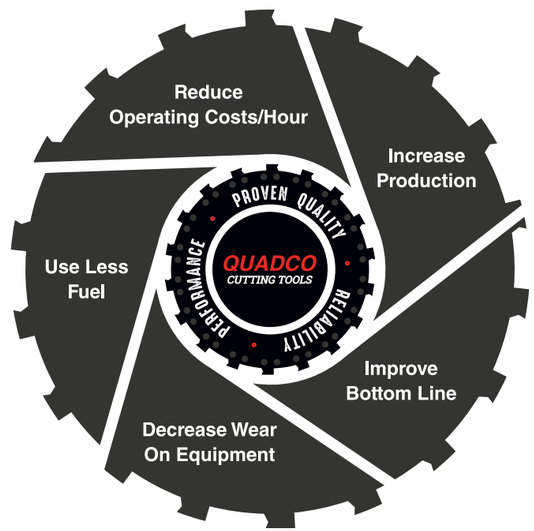
The Leaders in the Industry logo was designed for use on the backs of business cards, embroidery purposes on branded apparel, and adding visual weight to printed materials. This logo is meant to support the main brand and must not be used on its own or in place of any official logos.

FULL COLOR

FULL COLOR WITH WHITE

QUADCO CUTTING TOOLS SAW DISC INFOGRAPHIC

This graphic was designed for the purpose of illustrating the practical benefits of Quadco Cutting Tools products for consumers. It must not be used in place of official logos, but it may be used in support of the Quadco brand.



VEHICLE GRAPHICS

These vehicle graphics designed for Quadco trucks were intended to reinforce brand identity and recognizability. These graphics for must not be used for any other applications unless otherwise stated in these guidelines.

Black Trucks

DRIVER SIDE

PASSENGER SIDE

White Trucks

DRIVER SIDE

PASSENGER SIDE

BUSINESS CARDS

Business cards are a small representation of a company's greater brand identity, but they can make a significant impression on a potential client. The business card encapsulates what you have to offer in a concise, visual presentation of information.

These cards indicate employee name, title, operating company, phone numbers (main, office, and cell), email addresses, and website addresses. These cards are available as English only or bilingual (English on one side and French on the other). The differences between the 3 Brand cards and Quadco Cutting Tools cards can be seen in the following examples.

BUSINESS CARDS | QUADCO

FRONT | PRINT

BACK | PRINT

EMAIL SIGNATURES

Professional email signatures serve to reinforce brand impressions while adding credibility to digital communications. The consistent use of these signatures will establish continuity across different members of the Quadco team, contributing to an overall sense of unity, and instill trust and recognizability through email communications.

EMAIL SIGNATURES

Quadco email signatures should be utilized by all Quadco employees in professional email correspondence. These signatures consist of personal contact information, including name, position, phone number, and email address, as well as the Quadco logo. Using a personalized signature with every email helps to further company cohesiveness and recognition.

EMAIL SIGNATURE

QUADCO GROUP

Dan Webb
President & CEO
Quadco Inc.
C 803-413-2868
T 450-623-3340 x 224
E dwebb@quadco.com

LETTERHEAD & ENVELOPES

The utilization of branded stationery achieves a sense of professionalism across company communications. Branded letterhead and envelopes further reinforce the recognizability and credibility of the brand, communicating trust, competence, and goodwill.

LETTERHEAD & ENVELOPES

Quadco letterheads and envelopes will be used by Quadco employees when sending professional communications for mail or in-person delivery. They are in full color and make use of appropriate brand color palettes. The letterhead pages include the Quadco logo with all three subsidiary logos across the top. The bottom of the letterhead displays Quadco locations and contact information. The front of the envelopes display the Quadco logo and primary mailing address, while the back bottom displays the Quadco, Southstar, and Log Max logos.

LETTERHEAD

ENVELOPE | FRONTS

ENVELOPE | BACK

EMBROIDERED APPAREL

It is imperative to represent Quadco and its subsidiaries in a brand-consistent and professional manner through the appropriate use of logos and colors across apparel. In the following section are guidelines and examples of the correct usage of the Quadco family of logos in apparel applications. The primary brand logos in the appropriate red and/or orange should be prominently used in apparel, unless creating specialty apparel.

GENERAL PRODUCTION SPECIFICATIONS

Unless otherwise noted in the following brand specific sections, the following thread colors and logo placements should be used for all embroidered apparel.

Embroidery Thread

RED
ISACORD: 1904
MADEIRA POLY: 1839
MADEIRA RAYON: 1147

BLACK
ISACORD: 0020
MADEIRA POLY: 1800
MADEIRA RAYON: 1000

DARK GRAY
ISACORD: 0111
MADEIRA POLY: 1614
MADEIRA RAYON: 1164

ORANGE
ISACORD: 1304
MADEIRA POLY: 1678
MADEIRA RAYON: 1078

WHITE
ISACORD: 0017
MADEIRA POLY: 1801
MADEIRA RAYON: 1001

LIGHT GRAY
ISACORD: 0142
MADEIRA POLY: 1811
MADEIRA RAYON: 1011

Logo Placement

VESTS

Front | Logo on front left chest, unless impeded by clothing brand logo, in which case the company logos would be placed on right chest.

Back | Logo centered on back, just below the collar.

JACKETS

Front | Logo on left sleeve, closer to shoulder than the elbow.

Back | Logo centered on back, just below the collar.

SAFETY JACKETS

Front | Logo on front left chest, unless impeded by clothing brand logo, in which case the company logos would be placed on right chest.

DRESS SHIRTS

Front | Logo on front left chest, unless impeded by clothing brand logo, in which case the company logos would be placed on right chest.

DRESS POLOS

Front | Logo on front left chest, unless impeded by clothing brand logo, in which case the company logos would be placed on right chest.

HEADWEAR

Color matching upon approval only. Obtain approval from employee prior to embroidery.

Front | Brand Headwear Logo centered on the wearer's front left panel.

QUADCO GROUP

The embroidery colorations of the logo below are approved for embroidery only. They may not be used for any other applications.

Approved Logos

GENERAL

HEADWEAR

QUADCO

Approved Logos

GENERAL

HEADWEAR

Note: Also available in white.

QUADCO CUTTING TOOLS

Approved Logos

GENERAL

HEADWEAR

SOUTHSTAR

Approved Logos

GENERAL

HEADWEAR

APPAREL ONLY

LOG MAX

Approved Logos

GENERAL

HEADWEAR

SUPPORT GRAPHICS

These logos should only be used in conjunction with specific brand logos and must not replace specific brand logos unless expressly permitted by Quadco President & CEO Dan Webb.

Quadco with Cutting Tools Seal

LOGO PLACEMENT

Designed for use on garments only.

Front | Logo on front left chest, unless impeded by clothing brand logo, in which case the company logos would be placed on right chest.

APPROVED LOGO

Note: Use only the embroidery version

Leaders in the Industry

LOGO PLACEMENT

Designed for use on garments only.

Front | Logo on front left chest, unless impeded by clothing brand logo, in which case the company logos would be placed on right chest.

Back | Logo centered on back, just below the collar.

APPROVED LOGOS