PRO-CUT ™
BRAKE SOLUTIONS

CLIENT: Pro-Cut International, LLC.
DESIGN: Dept. of Shred
DESIGNER: KRISTOFER HENRY
DATE: 5.31.2006 REV. 2.21.2019

INTENT: The following is to be used as a Logo Usage Guideline when implementing the PRO-CUT LOGO in print, web and media applications. The logo usage guide is meant to maintain brand consistency for the entire Pro-Cut International Brand Platform.

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PRO-CUT ™

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BRAKE SOLUTIONS

The Pro-Cut Logo (The Logo) is composed of 3 Elements:
1. The Performance Marks.
2. The Pro-Cut Name Sake.
3. The Pro-Cut Brake Solutions Tag-Line.

CORRECT» PRO-CUT™ BRAKE SOLUTIONS

INCORRECT» PRO-CUT™ BRAKE SOLUTIONS

CORRECT» PRO-CUT™ BRAKE SOLUTIONS

INCORRECT» PRO-CUT™ BRAKE SOLUTIONS

CORRECT» PRO-CUT™ BRAKE SOLUTIONS

INCORRECT» PRO-CUT™ BRAKE SOLUTIONS

CORRECT» PRO-CUT™ BRAKE SOLUTIONS

INCORRECT» PRO-CUT™ BRAKE SOLUTIONS

SCALE: The Logo's 3 Elements have been designed to work harmoniously. They should never be separated from each other nor should they be scaled separately. Dimensional and spacing attributes must remain proportionate when scaling.

THE PRO-CUT LOGO and correct / incorrect examples of scale have been provided above.
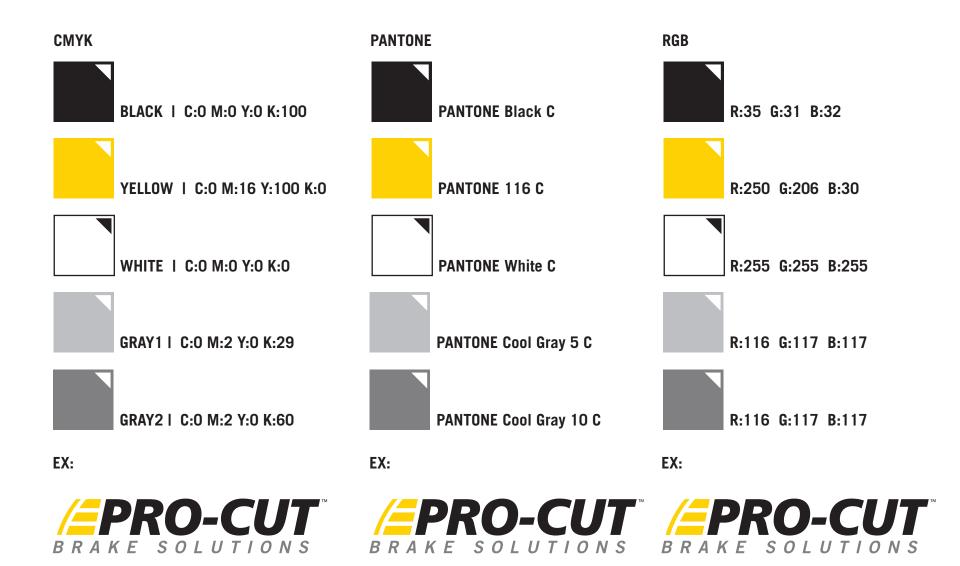
CORPORATE SIGNATURE | SOLO Logo

PRO-CUT™

CORPORATE SIGNATURE | B.S. Logo

PRO-CUT™
B R A K E   S O L U T I O N S

Pro-Cut International, LLC
Logo Usage Guidelines
LOGO TYPES

CORPORATE SIGNATURES: The Logo has three primary forms:
1. The SOLO Logo
2. The B.S. Logo

The Primary Logo is the SOLO Logo. The Corporate Signature B.S. Logo is a supporting logo for marketing use.

CMYK

■	**BLACK I C:0 M:0 Y:0 K:100**
■	**YELLOW I C:0 M:16 Y:100 K:0**
□	**WHITE I C:0 M:0 Y:0 K:0**
■	**GRAY1 I C:0 M:2 Y:0 K:29**
■	**GRAY2 I C:0 M:2 Y:0 K:60**

EX:

PANTONE

■	**PANTONE Black C**
■	**PANTONE 116 C**
□	**PANTONE White C**
■	**PANTONE Cool Gray 5 C**
■	**PANTONE Cool Gray 10 C**

EX:

RGB

■	**R:35 G:31 B:32**
■	**R:250 G:206 B:30**
□	**R:255 G:255 B:255**
■	**R:116 G:117 B:117**
■	**R:116 G:117 B:117**

EX:

Pro-Cut International, LLC
Logo Usage Guidelines
LOGO COLORS / COLOR

Specific Colors have been chosen for the Pro-Cut logo:
1. CMYK
2. PANTONE PROCESS
3. RBG / WEB SAFE

AT NO TIME are the chosen colors for the Pro-Cut logo to be substi-tuted unless instructed by PRO-CUT INTERNATIONAL, LLC. The above colors are to be used in print, web and digital formats.

CMYK

BLACK | C:0 M:0 Y:0 K:100

WHITE | C:0 M:0 Y:0 K:0

PANTONE

PANTONE Black C

PANTONE White C

RGB

R:35 G:31 B:32

R:255 G:255 B:255

EX:

/≡PRO-CUT™
B R A K E   S O L U T I O N S

EX:

/≡PRO-CUT™
B R A K E   S O L U T I O N S
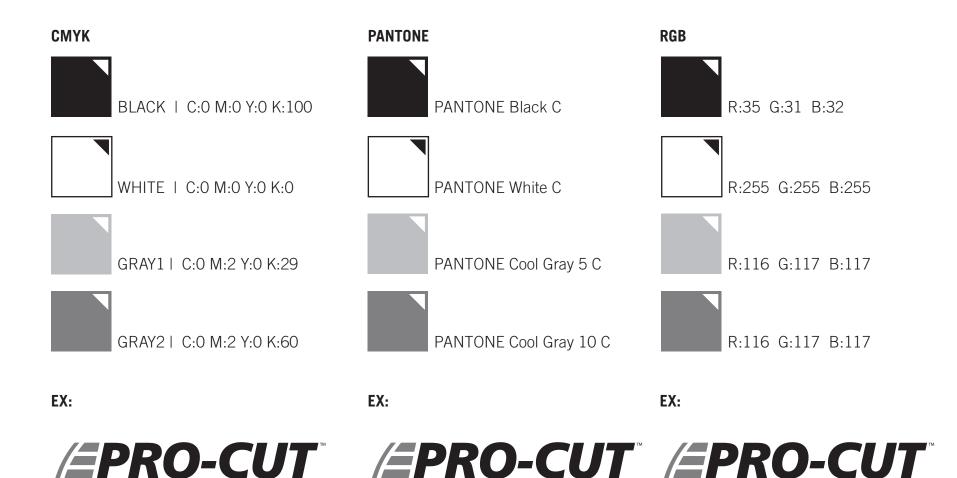
EX:

/≡PRO-CUT™
B R A K E   S O L U T I O N S

Pro-Cut International, LLC
Logo Usage Guidelines
LOGO COLORS / B & W

Specific Colors have been chosen for the Pro-Cut logo:
1. CMYK
2. PANTONE PROCESS
3. RBG / WEB SAFE

AT NO TIME are the chosen colors for the Pro-Cut logo to be substituted unless instructed by PRO-CUT INTERNATIONAL, LLC. The above colors are to be used in print, web and digital formats.

CMYK

BLACK | C:0 M:0 Y:0 K:100

WHITE | C:0 M:0 Y:0 K:0

GRAY1 | C:0 M:2 Y:0 K:29

GRAY2 | C:0 M:2 Y:0 K:60

PANTONE

PANTONE Black C

PANTONE White C

PANTONE Cool Gray 5 C

PANTONE Cool Gray 10 C

RGB

R:35 G:31 B:32

R:255 G:255 B:255

R:116 G:117 B:117

R:116 G:117 B:117

EX:

EX:

EX:

Pro-Cut International, LLC
Logo Usage Guidelines
LOGO COLORS / GRAYSCALE

Specific Colors have been chosen for the Pro-Cut logo:
1. CMYK
2. PANTONE PROCESS
3. RBG / WEB SAFE

AT NO TIME are the chosen colors for the Pro-Cut logo to be substi-
tuted unless instructed by PRO-CUT INTERNATIONAL, LLC. The
above colors are to be used in print, web and digital formats.

PRO-CUT LOGO | White Background

PRO-CUT LOGO | Black Background

NOTE: Please take note of the Color and Gray scale Versions of the Pro-Cut Logo on a BLACK Background. The Tag line in the color and gray scale versions is a lighter gray. The Performance Marks in the Gray scale version are a darker grey. (The specific grays have been outlined in Pages 5, 6 and 7.)

Pro-Cut International, LLC
Logo Usage Guidelines
BACKGROUND COLOR USE

When using the Pro-Cut logo on a WHITE Background, the three examples above depict the proper color combinations for: CMYK, PANTONE PROCESS, RBG / WEB SAFE for Color, Black & White and Gray scale applications.

When using the Pro-Cut logo on a BLACK Background, the three examples above depict the proper color combinations for: CMYK, PANTONE PROCESS, RBG / WEB SAFE for Color, Black & White and Gray scale applications.

Trade Gothic LIGHT Typeface | Sample 24 pt.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

! @ # $ % ^ & * ( ) _ - + = { } [ ] : ; " ' < >, . / \ ?

|

« » Ø © ® ™

Trade Gothic BOLD Typeface | Sample 24 pt.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

! @ # $ % ^ & * ( ) _ - + = { } [ ] : ; " ' < >, . / \ ? |

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Pro-Cut International, LLC
Logo Usage Guidelines
SUPPORTING TYPEFACE

Trade Gothic Light is the primary supporting typeface for the Pro-Cut Logo. It is to be deployed in all print, web and digital formats. It's function is for body copy, descriptions, and supporting type. When Trade Gothic Light is not available, a substitute NON-TITLED FONT such as Arial or Helvetica are to be used.

Trade Gothic BOLD is a secondary supporting typeface for the Pro-Cut Logo. It is to be deployed in all print, web and digital formats. It's function is for Titles, product names, and emphasis. When Trade Gothic Bold is not available, a substitute NON-TITLED FONT such as Arial or Helvetica are to be used.

© Pro-Cut International, LLC | Brand Platform

Trade Gothic LIGHT OBLIQUE Typeface | Sample 24 pt.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

! @ # $ % ^ & * ( ) _ - + = { } [ ] : ; " ' < >, . / \ ? |

« » Ø © ® ™

Trade Gothic BOLD OBLIQUE Typeface | Sample 24 pt.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

! @ # $ % ^ & * ( ) _ - + = { } [ ] : ; " ' < >, . / \ ? |

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Pro-Cut International, LLC
Logo Usage Guidelines
SUPPORTING TYPEFACE

Trade Gothic LIGHT OBLIQUE is the primary supporting typeface for the Pro-Cut Logo. It is to be deployed in all print, web and digital formats. It's function is for body copy, descriptions, and supporting type. When Trade Gothic Light Oblique is not available, a substitute NON-TITLED FONT such as Arial or Helvetica are to be used.

Trade Gothic BOLD OBLIQUE is a secondary supporting typeface for the Pro-Cut Logo. It is to be deployed in all print, web and digital formats. It's function is for Titles, product names, and emphasis. When Trade Gothic Bold Oblique is not available, a substitute NON-TITLED FONT such as Arial or Helvetica are to be used.

1 x H of Pro-Cut

1 x H of Pro-Cut

/PRO-CUT™

BRAKE SOLUTIONS

Pro-Cut International, LLC
Logo Usage Guidelines
SPACING

All Pro-Cut Logo's must be displayed with an amount of empty space surrounding. Use the above logo formula to proportionally adjust size of minimum space around the logo. The space guideline formula is in proportion to the size of the logo.

The Pro-Cut Logo Space Guideline Formula is as follows:
Height of The Logo is = to the horizontal empty space required by the logo.
Height of the The logo is = to the vertical empty space required by the logo.

Pro-Cut SOLO Logo
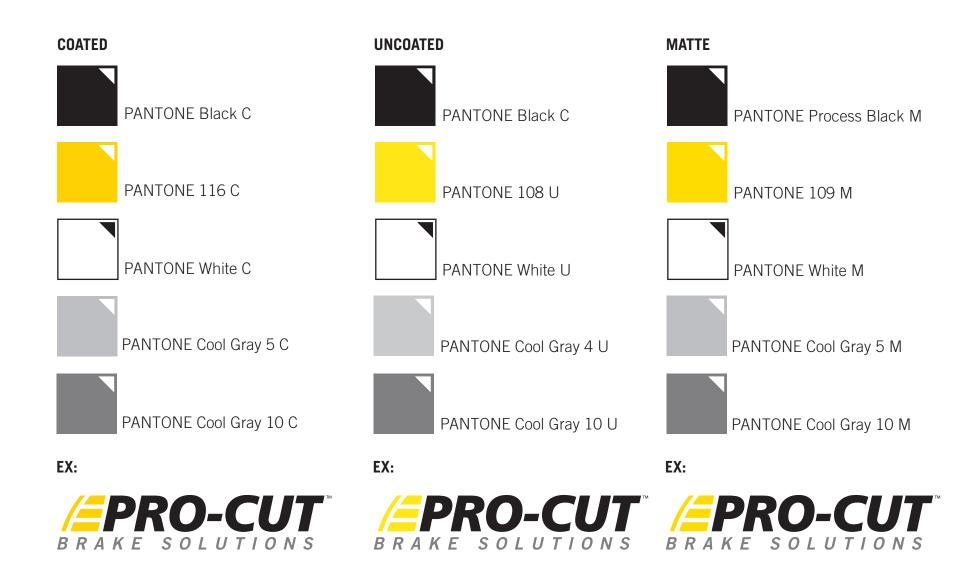
PRO-CUT

42mm wide @ Screen Resolution 72 dpi

Pro-Cut B.S. Logo

PRO-CUT™
B R A K E   S O L U T I O N S

52mm wide @ Screen Resolution 72 dpi

Pro-Cut International, LLC
Logo Usage Guidelines
RESOLUTION ATTRIBUTES

The Pro-Cut SOLO Logo should have a minimum size of 42mm in width @ screen resolution of 72dpi. The Pro-Cut R.M.S. Logo and INT. Logo should have a minimum size of 52mm in width @ screen resolution of 72dpi.

AT NO TIME are the Pro-Cut logo's to be reduced beyond this threshold unless specified by PRO-CUT INTERNATIONAL, LLC under the direction of the Pro-Cut Design Team. This is intended to maintain maximum clarity and brand recognition in print, web and media applications.

COATED

■ PANTONE Black C

■ PANTONE 116 C

□ PANTONE White C

■ PANTONE Cool Gray 5 C

■ PANTONE Cool Gray 10 C

EX:

≡PRO-CUT™
B R A K E   S O L U T I O N S

UNCOATED

■ PANTONE Black C

■ PANTONE 108 U

□ PANTONE White U

■ PANTONE Cool Gray 4 U

■ PANTONE Cool Gray 10 U

EX:

≡PRO-CUT™
B R A K E   S O L U T I O N S

MATTE

■ PANTONE Process Black M

■ PANTONE 109 M

□ PANTONE White M

■ PANTONE Cool Gray 5 M

■ PANTONE Cool Gray 10 M

EX:

≡PRO-CUT™
B R A K E   S O L U T I O N S

Pro-Cut International, LLC
Logo Usage Guidelines
PAPER STOCKS / PANTONE

Pantone Colors have been specified for the PRO-CUT INTERNA-TIONAL, LLC logo for:
1. Coated Paper Stocks
2. Uncoated Paper Stocks
3. Matte Paper Stocks

Please refer to the color chart above for all Pantone Colors when implementing the Pro-Cut logo on Coated, Uncoated and Matte Paper Stocks. The Pantone / PMS colors are optimized for these specific Paper Stocks. *NOTE: PANTONE 116C is the PRIMARY YELLOW FOR PRO-CUT.