KUTOL
Hand Care Specialists

Brand Guidelines and Logo Standards

January 2023

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Introduction

This guide is a set of standards that defines Kutol's branding – what our brand looks, feels and sounds like – and how to properly implement it. Kutol's brand identity is based on our company purpose, vision, mission and core values.

These standards ensure our logos, fonts, colors, statements and messages are communicated accurately and presented consistently to our internal and external audiences. By adhering to these standards, Kutol will promote a recognizable brand identity that stands out from competitors and remains memorable in the minds of our customers.

Guiding Principles

Every Kutol TeamMate works toward the larger purpose of **Clean Hands for a Healthy World**. To accomplish this, we follow Kutol's guiding principles: our vision, mission, quality commitment and core values.

Our Purpose

Clean Hands for a Healthy World

Our Vision

We strive to enrich the lives of our stakeholders by providing solutions for clean and healthy hands.

Our Mission

We promote healthier living to those we serve. We provide value through our unique hand care products and dispensing systems, sustainable processes, and a customer focused approach which allows for flexible solutions.

Our Quality Commitment

Every Kutol TeamMate is responsible for the quality of our products or service they produce. By teaching and following standardized work processes that have been developed around Current Good Manufacturing Practices, we ensure customer and regulatory requirements are consistently met. We embrace a culture of continuous improvement to be competitive and deliver value to our customers.

TeamMate Core Values

Show Respect for One Another Be thoughtful and considerate when communicating and interacting with fellow TeamMates. Support and coach each other with the belief that people want to do a good job.

Be Consistent in How We Do Things Through teamwork and cooperation strive for consistency in all that you do across shifts and throughout the organization.

Value Ideas and Insights Through good communication create a work environment that encourages the sharing and consideration of ideas and insights for continuous improvement.

Be Ethical Conduct business with uncompromising integrity to earn the trust of all stakeholders.

Be Honest Be open and truthful when communicating and problem solving. Keep an open mind and listen patiently before responding.

Be Fair Maintain rules and standards, and be objective and impartial when interacting with each other.

Shared Fate Hold yourself accountable as a hardworking and dependable member of the team.

> **When we work as a team, we win as a team and benefit as individuals.**

Voice and Tone

Kutol's **voice** is our "personality" and differentiates us from competitors. It is how we speak, write and interact with our audiences. Our voice should remain consistent through all communications.

Our 100+ year history gives weight to our voice – we are the experts in commercial skin care. Kutol's TeamMate core values also guide our voice.

Our voice is:	Our voice is not:
Confident and proud	Boastful
Respectful	Fawning over, brown nosing
Smart and informative	Know-it-all

Our **tone** may shift depending on the audience, situation or communication channel. Kutol's tone is clear, helpful and typically more formal, without being rigid.

Purpose

Every Kutol TeamMate works toward the larger purpose of **Clean Hands for a Healthy World**. Ideally, our customers think of us as more than just a supplier of soaps and sanitizers. They know that we really take the time to gain an in-depth understanding of what they need to keep their business running. Then we leverage this knowledge to offer a variety of solutions.

Clean Hands for a Healthy World should be stated as our purpose on marketing collateral pertaining to Kutol as a company. When used, it should appear as a unit without being altered. All words should be treated the same typographically.

• When it is used in headlines and subheads use either all caps or initial caps and bold the words

• When it is used in body copy use initial caps and bold the words

Correct headline/subhead usage

CLEAN HANDS FOR A HEALTHY WORLD

Clean Hands for a Healthy World

Correct body copy usage

Clean Hands for a Healthy World

Acceptable design element usage
One-Color Black
One-Color White

CLEAN HANDS FOR A HEALTHY WORLD

CLEAN HANDS FOR A HEALTHY WORLD

Incorrect usage

Our Logo

The Kutol logo and tagline communicate the depth of experience we posses as a company and who we are to our customers: hand care specialists.

"Hand Care Specialists" is Kutol's tagline and part of the logo. This version of the logo should be used in most instances.

Clear space
The appropriate use of clear space around the Kutol logo is essential. Surrounding space should be at least half as wide as the logo is tall. For example, if the logo is 1 inch tall, there should be at least .5 inch of space surrounding the logo, on all four sides.

Minimum size
The logo should be no smaller than 1 inch wide and .625 inch in height. Digital logos should be no smaller than 50 pixels in height. If a format requires a smaller size than these minimums, the logo without the tagline should be used.

Logo without the tagline
It is acceptable to use the Kutol logo without the tagline, in instances where the tagline will be too small to read. However, this is not preferred.

Half the height of the logo

Half the height of the logo

KUTOL
Hand Care Specialists

.625 inch Minimum Height

KUTOL
Hand Care Specialists

1 inch Minimum Width

KUTOL

Smaller than minimums, use without tagline

Corporate Brand Color

Use these color proportions in any layout or collateral design.

The four-color CMYK process should be applied to the creation of files for all printing applications — while the three-color RGB process is applied to the creation of files for electronic use, including PowerPoint and web.

Avoid using white or black logos on marketing collateral and websites.

Blue

PMS 300

CMYK 0-0-44-100

RGB 0-121-193

HEX 0079c1

Usage on Backgrounds

The blue logo should be used only on white or light color backgrounds.

On dark backgrounds the logo can be reversed out to white.

Use of the black version of the logo is acceptable when printing in black and white.

Avoid using the logo on photographs unless the logo sits on white area of the image.

The logo should be at least 1inch in width and placed in the bottom left-hand corner of a page, preferably on a white background.
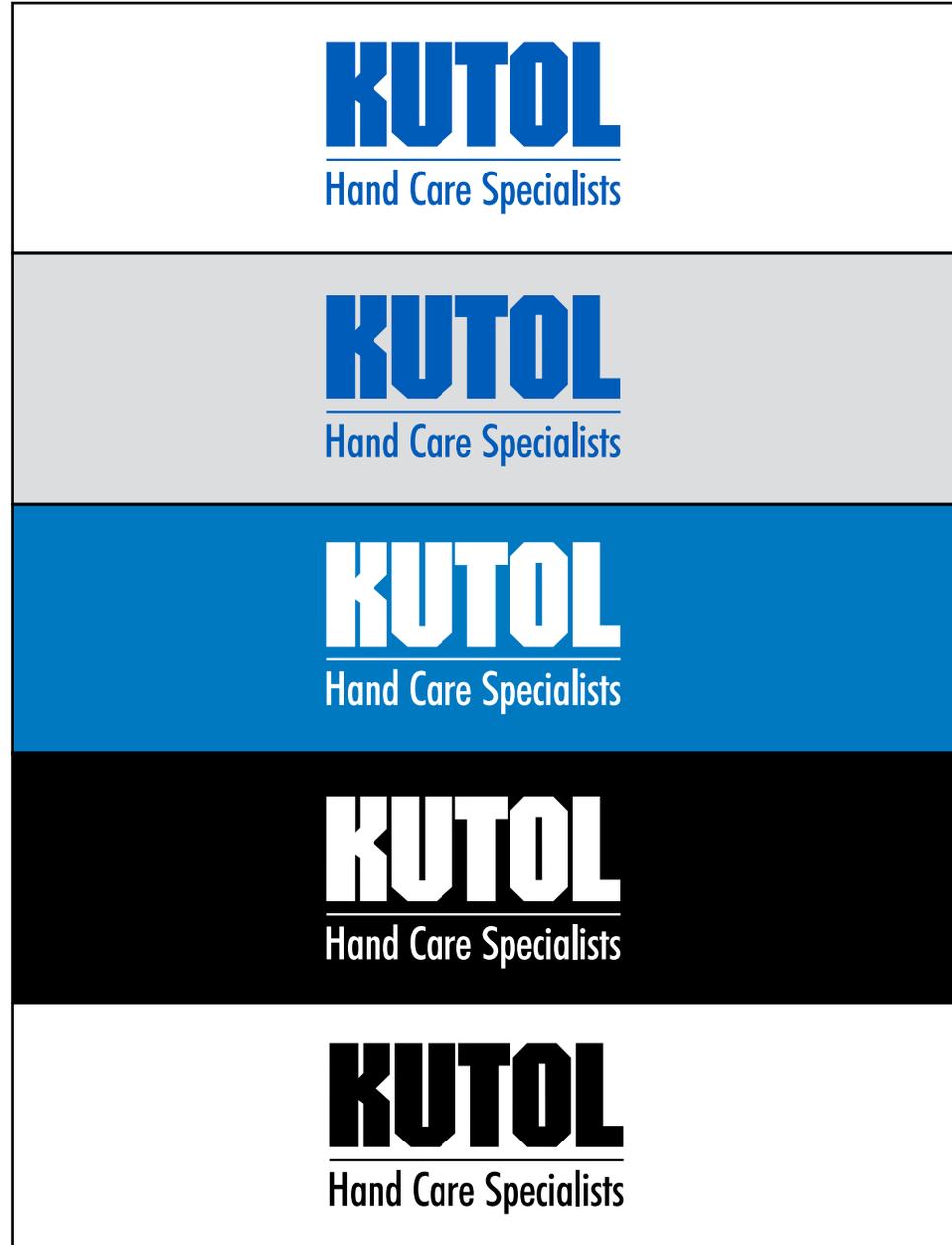
Logo Misuse

Do not crop the logo

Do not change the transparency of the logo

Do not use multiple colors for the logo

Do not use different colors

Do not change the size or position of the words

Do not distort the logo

Do not use drop shadows or any other effects

Do not re-create using any other typeface

Do not outline logo type

Do not rotate any part of the logo

Our Brand Logos

Health Guard® is Kutol's general purpose hand care line of soaps, sanitizers, hair and body washes and specialty skin care products. The Health Guard logo is used when referencing these products and in segments where health/hygiene is a top priority.

Kutol® Pro is Kutol's heavy duty industrial hand care line of hand cleaners, scrubs, wipes and creams. The Kutol Pro logo is used when referencing our industrial products and in segments where heavy duty products are needed, and safety is a top priority.

Always use the logo files provided. Do not re-create.

When the Kutol corporate logo is shown with the brand logos, the corporate logo should take precedence in position and size.

Health Guard Guidelines

Blue
PMS   285
CMYK 84-55-0-0
RGB   45-111-183
HEX   2c6fb7

Green
PMS   361
CMYK 76-4-100-0
RGB   59-174-73
HEX   3aad49

Acceptable

2-color

1-color - PMS 285

1-color - Black

Reverse out – 1-color white

Acceptable

Reverse out – 2-color PMS 285 & 361 + white

Both Acceptable

Unacceptable – area behind shield icon must be white, unless logo is reversed out to all white

2-color

X

1-color - PMS 285

X

1-color - Black

X

Kutol Pro Guidelines

Red
PMS 485
CMYK 6-98-100-0
RGB 225-39-39
HEX e12726

Black
PMS Black
CMYK 0-0-0-100
RGB 0-0-0
HEX 000000

2-color
Gradation PMS 485 to Black
Gradation Black to tint 10% black

2-color
PMS 485 and Black

1-color on dark background

1-color

2-color w/tint
25% Black
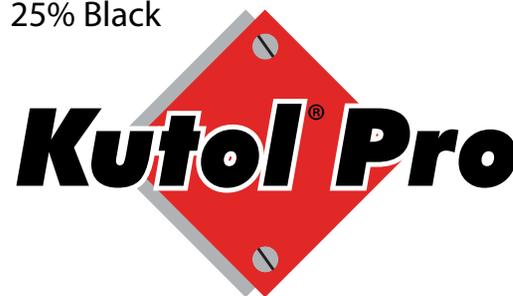
4-color on dark background

Cobranding

Partnerships with other companies and stakeholders may require multiple brands be presented together – or cobranded. In these situations, the treatment of Kutol's logo should follow the previously outlined standards in terms of minimum size, spacing, etc.

Do
- Use color logos against white backgrounds when possible
- Use logos in a horizontal position
- Make both logos the same visual size
- Separate the logos by the minimum spacing specs
- Vertically middle-align logos for the best balance

Don't
- Combine full-color and black and white logo versions
- Add vertical or diagonal separators
- Add ampersands or underscores to logos

There are situations – particularly on private branding projects – when presenting the Kutol logo/brand is not applicable.

The Kutol logo is to be placed side-by-side with the partner logo. Each logo should be optically equal in size with Kutol's logo in the left position.

The format can be switched when the partner is taking the lead or is dominant in the partnership.
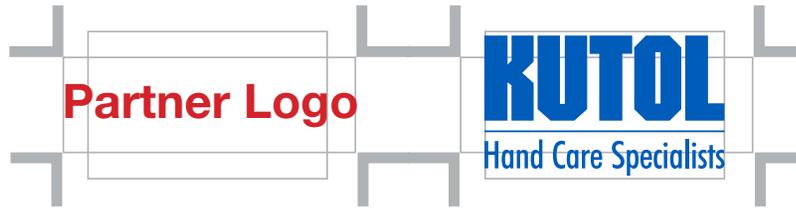
Multiple brands presented together should follow the above guidelines and can be presented in either horizontal or vertical format, depending on available space.
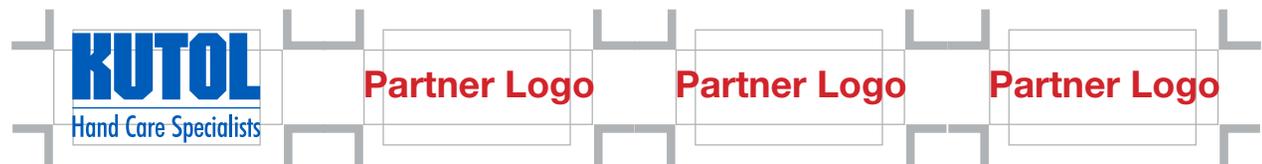
Typography

Myriad Pro is Kutol's primary font for all media, including headlines and body copy. With its clean and contemporary feel — as well as its broad range of weights allowing for design flexibility — this popular typeface is the perfect choice to support our brand identity.

Italics shouldn't be used for headlines or subheads. It should only be used for emphasis in body copy and quotes.

In situations where you're not able to use Myriad Pro, choose Arial as an alternative typeface.

Myriad Pro

Regular - abcdefghijklmnopqrstuvwxyz

Italic - abcdefghijklmnopqrstuvwxyz

Semibold - abcdefghijklmnopqrstuvwxyz

Semibold Italic - abcdefghijklmnopqrstuvwxyz

Bold - abcdefghijklmnopqrstuvwxyz

Bold Italic - abcdefghijklmnopqrstuvwxyz

Condensed - abcdefghijklmnopqrstuvwxyz

Condensed Italic - oblique abcdefghijklmnopqrstuvwxyz

Bold Condensed - abcdefghijklmnopqrstuvwxyz

Bold Condensed Italic - abcdefghijklmnopqrstuvwxyz

Arial (alternative typeface)

Regular - abcdefghijklmnopqrstuvwxyz

Italic - abcdefghijklmnopqrstuvwxyz

Bold - abcdefghijklmnopqrstuvwxyz

Bold Italic - abcdefghijklmnopqrstuvwxyz

Black - abcdefghijklmnopqrstuvwxyz

Narrow - abcdefghijklmnopqrstuvwxyz

Narrow Italic - oblique abcdefghijklmnopqrstuvwxyz

Narrow Bold - abcdefghijklmnopqrstuvwxyz

Narrow Bold Italic - abcdefghijklmnopqrstuvwxyz

Text Guidelines

Periods
Periods should not be used in headlines, subheads or bulleted lists unless there is more than one sentence.

Commas
When listing multiple items in a sentence, don't use a comma before the word "and."

Capitalizations
Headlines - Capitalize the first word of the title or heading. All other words are capitalized unless they are conjunctions (and, or, but, nor, yet, so, for), articles (a, an, the), or prepositions (in, to, of, at, by, up, for, off, on).
Subheads - Capitalize the first word of the subhead
Product Names - Capitalize all words in a product name unless it's a conjunction, article or preposition

Paragraphs
Avoid single words as the last line of a paragraph and single lines of text at the beginning or end of a column or page.
A lonely single word at the end of a paragraph creates a visual interruption in the flow that breaks the reader's focus. Similarly, a line or word of text that jumps to the next page/ column or starts a page/column should be avoided for the same reason.

Ampersands
An ampersand should only be used when it is part of a proper name, including product names such as: Hair & Body Shampoo. It should not be used to replace the word "and" in headlines, subheads or body copy.

Company Address
100 Partnership Way
Sharonville, Ohio 45241

Phone numbers
Phone numbers should not begin with a 1. Start with the area code and use parenthesis then a dash.
(800) 543-4641   (513) 527-5500

Web addresses
It is not necessary to include "www" and the address should be in all lowercase.
kutol.com   kutol.com/rep-login

TeamMate
All of us work as a team at Kutol so our employees are TeamMates. TeamMate should be used in all communications where employee would otherwise be used. The T and second M in TeamMate are always capitalized.

Trademarks

Kutol uses trademarks and registered trademarks with certain brand, dispenser and product names.

Registered trademark: ®
Trademark: ™

In body copy, use the registered trademark or trademark symbol with the first reference but not in headlines or titles. Once the symbol is used with the first reference, there is no need to use it again in the body copy.

Example:
Health Guard® offers quality, effective hand hygiene products for the away-from-home market. All Health Guard products are made in the USA.

Registered trademarks in use:

Health Guard®

Kutol® Pro

EZ Foam® Dispenser

DuraView® Dispenser
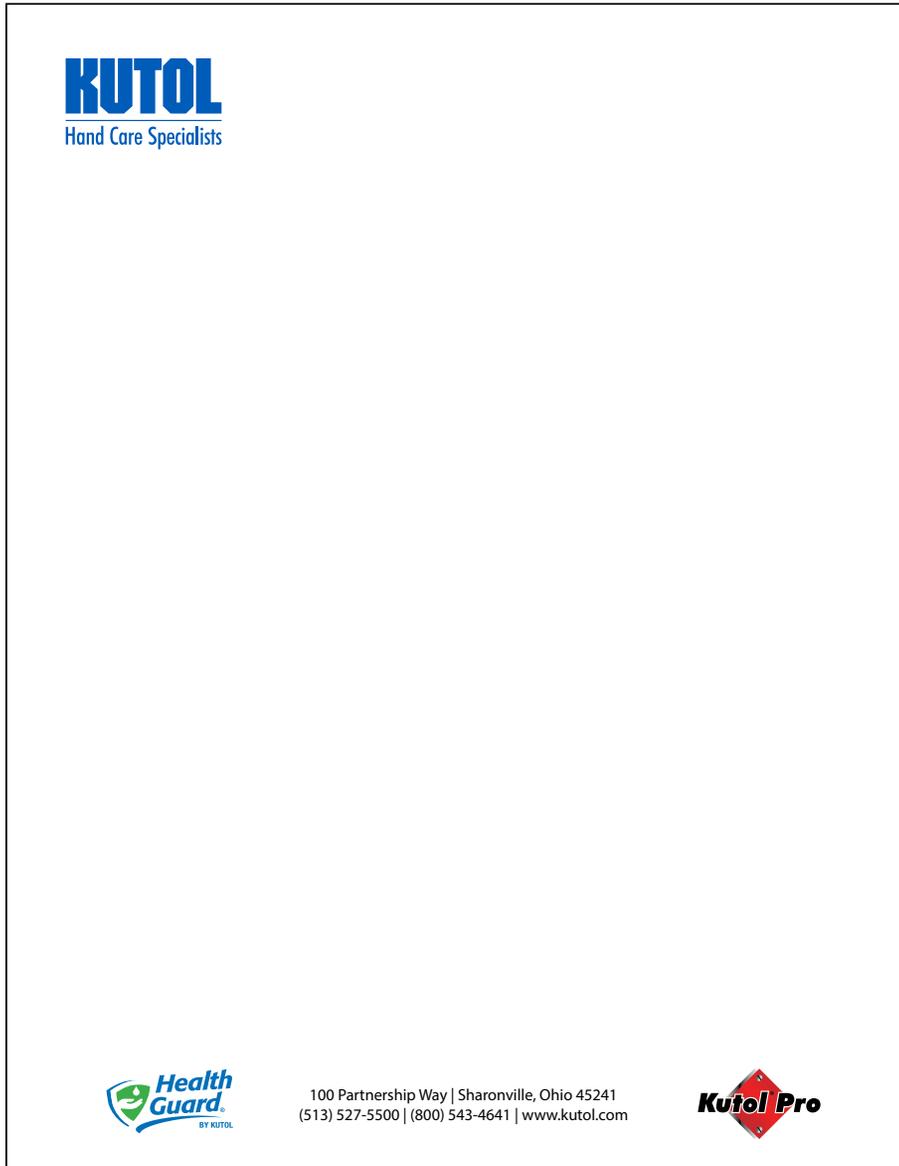
Trademarks in use:

TOPFILL™ Counter Mount Dispenser

Sock-It™ Heavy Duty Hand Cleaner

BEFORE WORK™ Hand Cream

AFTER WORK™ Hand Cream

Stationary

KUTOL
Hand Care Specialists

Name
Title

Office: (xxx) xxx-xxxx
Cell: (xxx) xxx-xxxx
Fax: (xxx) xxx-xxxx

xxxxxxx@kutol.com

100 Partnership Way
Sharonville, Ohio 45241

Health Guard BY KUTOL

Kutol Pro

www.kutol.com

Business Card

KUTOL
Hand Care Specialists

100 Partnership Way
Sharonville, OH 45241-1571

Health Guard BY KUTOL

100 Partnership Way | Sharonville, Ohio 45241
(513) 527-5500 | (800) 543-4641 | www.kutol.com

Kutol Pro

Letterhead

Envelope

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Email Signature

We've created a simplified email signature that helps present a professional, unified look.

All type must be in Blue, Accent 1, Darker 25% or RGB 31-73-125 (from Microsoft Outlook color option) and Tahoma font.

Email and website should contain a hyperlink when clicked on. Make sure the email is linked to the correct email address. This can be checked and updated in the signature settings.

No additional graphics, links, images, text or colors should be used in the signature.

Acceptable Format

TeamMate Name	Tahoma 11 Bold
TeamMate Title	Tahoma 11

KUTOL
Hand Care Specialists

Kutol Products Company	Tahoma 9.5
100 Partnership Way	Sharonville, Ohio 45241	Tahoma 9.5
Phone: (800) 543-4641 ext. XXX	Direct: (XXX) XXX-XXXX	Tahoma 9.5
Email: teammateemail@kutol.com	Website: kutol.com	Tahoma 9.5

Boilerplate (Press Releases)

The boilerplate is the last paragraph of a press release that is written to provide background information on Kutol. It serves as an "About Us" section.

Standard Kutol Boilerplate

KUTOL Products Company, founded in 1912, is a leading manufacturer of quality commercial hand soaps, hand sanitizers and soap dispensing systems under the Health Guard® and Kutol® Pro brands. The company's hand care products include foaming and liquid hand soaps, antibacterial soaps, hair and body washes, industrial hand cleaners, and foam and gel hand sanitizers. Many are NSF registered, Green Seal® certified, USDA BioPreferred® or EcoLogo approved products. The company manufactures its products in Sharonville, OH, in its LEED Silver Certified, FDA-registered facility. Visit kutol.com for more information.

Commitment to Sustainability

Kutol's commitment to sustainability means we believe in being a good steward of the environment. In fact, our purpose of Clean Hands for a Healthy World embodies that dedication to sustainable hygiene. We proudly produce Green Seal® Certified, USDA BioPreferred® and ECOLOGO® products that are earth-friendly.

Less plastics, product waste, landfill conservation, greenhouse gases and carbon footprint, and fuel and water conservation are just a few things Kutol has focused on as a commitment to sustainability.

But it goes beyond the products. It's how we design and manufacture them, the manner in which we operate our facility and how we manage our business.

Kutol's manufacturing facility is LEED® Silver Certified – a designation from the US Green Building Council that awards points for buildings that conserve energy and improve the environment.

Our building has green, sustainable features including geothermal heating and cooling, motion sensor lights and low flow plumbing fixtures. We selected and built our facility on an old industrial site, so no natural land was disturbed. During construction, materials were locally-sourced to reduce the wasteful effects of transportation and more than 8 million pounds of concrete were recycled. Employees who drive low emission vehicles are given special LEED parking spaces near the front door. The facility maintains a recycling program and is designated non-smoking.

UL ECOLOGO Logo

The UL ECOLOGO® can be used on products, product packaging, and in promotional materials of ONLY certified product(s), process(es), or packaging. Marks should NOT be used in general locations, such as on company stationery or in vague locations on the website not specific to the certified product.

Product Name	Product Code
Health Guard® Foaming Ultra Green Hand Soap	14841
Health Guard® Foaming Luxury Hand Soap, Dye & Fragrance Free	68641
Health Guard® Foaming Luxury Hand Soap	69041
GentleLUX Hand Wash, Dye & Fragrance Free (No Touch Counter Mount)	64333
CucumberLUX Hand Wash (No Touch Counter Mount)	64833
LavenderLUX Hand Wash (No Touch Counter Mount)	64933

Clear Space

The minimum clear space requirements shown to the left should be observed in all situations. More clear space is preferred whenever possible, especially in situations when the UL marks are placed near third-party marks.

Minimum Size

To ensure visibility and legibility on print applications, the mark should never be presented in a size smaller than 0.8" wide.

Acceptable
One-Color PMS 375 Green
One-Color Process Black

Clear Space

Minimum Size

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Green Seal Certified Logo

The Green Seal® Certification Mark is a legally protected trademark of Green Seal®. No person shall use a Green Seal® trademark or any portion thereof in connection with any product or service, or represent or imply in any way that a product or service has been certified by Green Seal®, unless Green Seal® has confirmed, in writing, that the product or service is certified.

Product Name	Product Code
Health Guard® 62% Alcohol Hand Sanitizer Gel	5607
	5679
	5619
	5609
	6667
	65636
	5666
	5635
	5630
Health Guard® 70% Alcohol Hand Sanitizer Gel	7444
	7441
Health Guard® Foaming 62% Alcohol Hand Sanitizer	68844
	68850
	68841
	68878
	68817
	68809
Health Guard® Foaming 70% Alcohol Hand Sanitizer	71050
	71017
	71078
	71091
	71044
	71041
Health Guard® Hand Sanitizer Gel 70% Alcohol	37079
	37073
	37009

Product Name	Product Code
Health Guard® Foaming Spring Meadow Hand Soap	63141
	63178
	63144
Health Guard® Foaming Luxury Hand Soap (Counter Mount)	64431
Health Guard® Foaming Luxury Hand Soap, Dye & Fragrance Free	68609
	68610
	68631
	68641
	68644
Health Guard® Foaming Luxury Hand Soap	69003
	69009
	69078
	69041
	69044
	69050
	69010

Acceptable

Two-Color PMS 284 Blue and PMS 349 Green
One-Color Process Black

greenseal.org

greenseal.org

Clear Space

greenseal.org

X = 1/2 of globe diameter

NSF Logo

Placing the trusted NSF® mark on your product gives industry, regulators, and consumers alike the assurance that a product has been thoroughly evaluated, giving them confidence in the safety and quality of the product. It helps differentiate your product in the marketplace, and is evidence of your organization's commitment to quality, compliance, and safety.

Acceptable
One-Color PMS 294
One-Color Process Black

Formula	Product Name	NSF Logo
148	Foaming Ultra Green Hand Soap	NSF. Nonfood Compounds Program Listed: E1 Registration Number: 151823
690	Foaming Luxury Hand Soap	NSF. Nonfood Compounds Program Listed: E1 Registration Number: 152461
631	Foaming Spring Meadow Hand Soap	NSF. Nonfood Compounds Program Listed: E1 Registration Number: 152464
686	Foaming Luxury Dye & Fragrance Free	NSF. Nonfood Compounds Program Listed: E1 Registration Number: 152462
683	Foaming E2 Sanitizing Hand Soap	NSF. Nonfood Compounds Program Listed: E2 Registration Number: 141590

| Formula	Product Name	NSF Logo
17	Liquid E2 Sanitizing Hand Soap	NSF. Nonfood Compounds Program Listed: E2 Registration Number: 059145
688	Foaming Alcohol Hand Sanitizer (62% Alcohol)	NSF. Nonfood Compounds Program Listed: E3 Registration Number: 142581
682	Foaming Instant Hand Sanitizer (No Alcohol)	NSF. Nonfood Compounds Program Listed: E3 Registration Number: 141986
056	Instant Hand Sanitizer Gel/Santi-Gel	NSF. Nonfood Compounds Program Listed: E3 Registration Number: 136723
710	Foaming 72% Alcohol Hand Sanitizer	NSF. Nonfood Compounds Program Listed: E3 Registration Number: 152746

BioPreferred Logo

Managed by the U.S. Department of Agriculture (USDA), the goal of the BioPreferred Program is to increase the purchase and use of biobased products.

As consumers consider purchasing options with sustainable attributes, USDA wants to make it easy for consumers to identify biobased products. The USDA Certified Biobased Product label, displayed on a product certified by USDA, is designed to provide useful information to consumers about the biobased content of the product.

This symbol indicates that a product or package is USDA Certified Biobased. The biobased contents of these products/packages have been third-party tested at independent laboratories. These products/packages have earned USDA certification and the approval to display the USDA Certified Biobased Product label.

Acceptable
Full-Color
PMS 7477 Dark Blue
PMS 537 Light Blue
PMS 5757 Green
PMS 103 Yellow
PMS Black
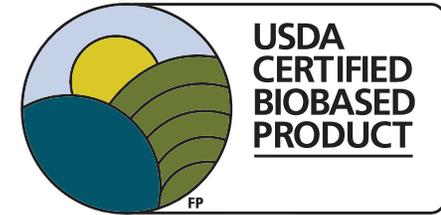
One-Color Process Black
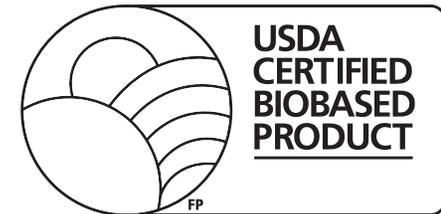
The words "USDA Certified Biobased Product" are required to be used for all certified products, whether the certified product is a package or product.

Tells consumers the percent of certified biobased content your product contains.

Represents a product that has qualified for Mandatory Federal Purchasing.

Symbolizes the sun, the soil, and the aquatic environments.

Product Description	Certified
Health Guard 62% Alcohol Hand Sanitizer Gel	Certified 96%
Health Guard Foaming 62% Alcohol Hand Sanitizer	Certified 98%
EZ Foam Antibacterial Hand Soap	Certified 71%
Health Guard Antibacterial Hand Soap	Certified 84%
Health Guard Pink Lotion Skin Cleaner	Certified 78%
EZ Foam Luxury Hand Soap	Certified 81%
Health Guard Foaming 70% Alcohol Hand Sanitizer	Certified 94%
F370F Health Guard Hand Sanitizer Gel 70% Alcohol	Certified 99%
F074F Health Guard Hand Sanitizer Gel 70% Alcohol	Certified 99%

Clear Space

KUTOL

Hand Care Specialists

For answers to specific questions about the Kutol Brand Guidelines,
please contact the Marketing Team at marketing@kutol.com or (513) 527-5500.