

NICOR Brand Style Guide

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NICOR Intro

Establishing a strong and consistent first impression is very important in reflecting a cohesive brand. The cornerstone of all NICOR marketing is prominent and clear application of the brand identity. In order to be efficient and powerful in our brand we need to communicate in a straight forward, consistent manner to customers, vendors and the public and through all of our touch points.

The NICOR Brand Style Guide provides information for staff and vendors regarding the approved use and application of the NICOR brand.

All NICOR branded materials, including packaging, catalogs, advertising, point-of-purchase displays, web pages, sales promotions, promotional specialty items, apparel and signage must conform to the specifications in this manual.

Any NICOR brand application not addressed in this manual must be approved by the NICOR Marketing Department before production is initiated.

NICOR Corporate Logos

The NICOR logo should never be redrawn or re-typeset in any way. The ® registration mark should always appear with any NICOR logo. Only the approved versions of the NICOR logo in this document are acceptable for all applications.

Approved artwork is available from the NICOR Marketing Department.

These are the approved NICOR logos to be used in their respective situations. Typical file types available for logos include: jpg, png, eps, and pdf. Others *may* be available on request.

All Logos are Spot color or Black unless otherwise noted

Standard



LED



Outdoor



HAZLOC



Lighting Symbol



NICOR Corporate Logo Clear Zone

To ensure optimum recognition and legibility, a minimum clear zone must be maintained around the signature to separate the brand from visual competition. The clear zone is determined by a measurement equal to the width of the letter “N” in the logotype. The clear zone extends equally around all sides of the signature. A more generous clear zone is recommended whenever possible.



NICOR Corporate Logo Minimum Size

Signatures should not be applied in sizes so small that readability or reproduction quality is reduced. The signature must appear $\frac{3}{4}$ " wide or larger in every application.



NICOR Logo Use Restrictions

The following are examples of **unacceptable** ways of reproducing any of the NICOR Corporate Logos:

<p>A</p> 	<p>B</p> 
<p>C</p> 	<p>D</p> 
<p>E</p> 	<p>F</p> 
<p>G</p> 	<p>H</p> 

- A** Do not typeset the Logo.
- B** Do not alter Logo colors.
- C** Do not change Lighting Symbol element proportions.
- D** Do not alter the brand statement.
- E** Do not use the Logo without registered trademark symbol.
- F** Do not violate the clear zone.
- G** Do not place Logo on patterned or contrasty backgrounds.
- H** Do not use the Logo within another program design or symbol.

NICOR Corporate Colors

NICOR Corporate colors are listed as a PMS color (print), CMYK value (print), RGB and HTML/Hex values (web).



Black

CMYK 0/0/0/100
 RGB 0/0/0
 HTML/Hex 000000



NICOR Soft Black (PMS Black 7 C)

CMYK 38/35/33/92
 RGB 61/57/53
 HTML/Hex 3D3935



NICOR Blue (PMS 3005 C)

CMYK 100/31/0/0
 RGB 0/119/200
 HTML/Hex 0077C8



HAZLOC Maroon (PMS 7623 C)

CMYK 0/97/87/53
 RGB 138/42/43
 HTML/Hex 8A2A2B

NICOR Corporate Fonts

Adobe® Myriad Pro® regular, light, italic, semibold, and bold have been chosen as standard fonts for all NICOR applications. Arial and Gill Sans MT may also be used for secondary applications. Other typefaces may be used with approval of the NICOR Marketing Department.

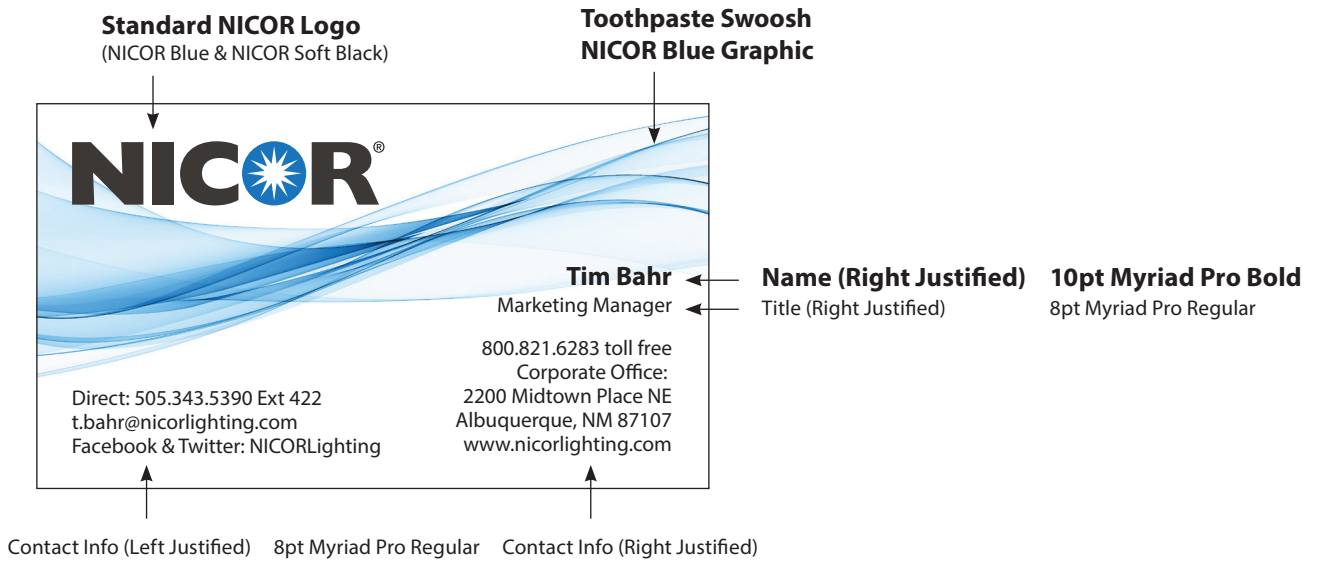
Myriad Pro Regular
 Myriad Pro Light
Myriad Pro Italic
Myriad Pro Semibold
Myriad Pro Bold

Arial Regular
Arial Italic
Arial Bold

Gill Sans MT Regular
Gill Sans MT Italic
Gill Sans MT Bold

NICOR Business Card Layout

Size: 3.5 x 2" w/ Bleed
 Margins: .1875"



NICOR No.10 Envelope Layout

Size: 9.5 x 4.125"
 Margins: .4375"

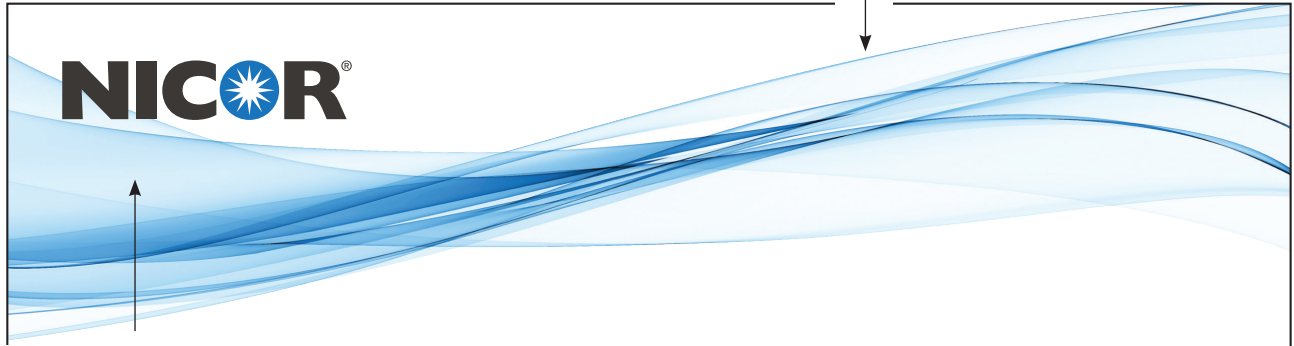


NICOR Letterhead Layout

Actual Size: 8.5 x 11" w/ Bleed

Margins: .375"

Toothpaste Swoosh
NICOR Blue Graphic



Standard NICOR Logo
(NICOR Blue & NICOR Soft Black)

Contact Info (Forced Justified) 10pt Myriad Pro Regular

Corporate Office: 2200 Midtown Place NE • Albuquerque, NM 87107 • 1.800.821.6283 • 1.800.892.8393 Fax
www.nicorlighting.com • www.nicoroutdoor.com • www.nicorhazloc.com • Facebook & Twitter: NICORLighting

NICOR Brochure/Manual Layout

Actual Size: 8.5 x 11" w/ Bleed

Layout should include the Toothpaste Swoosh graphic on the cover and a .375" NICOR Blue bar at the bottom of inside pages. Also, the 'header' graphic should be included on all pages.

NICOR Policies and Procedures

REV 10.17

NICOR General Product Warranty

GENERAL PRODUCT WARRANTY. Each NICOR product will be free from workmanship for a period of one (1) year from the date of delivery to the finish on products, other than natural aluminum or brass, will not exhibit fading, or corrosion during the warranty period. Exceptions apply as defined in specification sheets, which are incorporated by reference herein. Warranty does not cover improper installation, operation, alterations, power surges, overheating due to electrical conditions, or acts of nature.

POLE WARRANTY. Each NICOR Pole will be free from defect in materials for a period of one (1) year from the date of delivery to the end-user. Powder Coat paint finish on products, other than natural aluminum or brass, will not exhibit cracking, peeling, excessive fading, or corrosion during the warranty period. Poles must be installed by a properly insured and licensed contractor. Poles may be damaged by lightning strikes.

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NICOR

Registration Form

resale certificate, via email to ar@nicorlighting.com or fax to 505-345-6089. You may also call 1-800-345-6089. **NICOR** Inc., 2200 Midtown Pl NE, Albuquerque New Mexico 87107.

City State Zip

Purchasing Contact Purchasing Contact's email

City State Zip

Federal Tax ID

AP Contact AP Phone AP Email (where invoices and statements will be sent)

Years: Months: How long in business at this address?

Type of business (Distributor, Showroom, etc.)

Is your business a: Corporation in state of: _____ Proprietorship/Partnership LLC in state of: _____

Owner/Member/President Address Phone

Owner/Member/President Address Phone

Secretary Address Phone

Treasurer Address Phone

Trade References (minimum of 3)

Company Address Phone Fax

Company Address Phone Fax

Company Address Phone Fax

Company Address Phone Fax

Bank Reference (complete the information on page 2)

The undersigned certifies that the information given herein is true and correct and hereby grants permission to NICOR and its agents to obtain information regarding Customer's Credit Score and Supplemental Data, to be used in establishing a commercial credit account with NICOR.

Authorized Signature Date

Incomplete or unsigned applications will not be processed

NICOR GENERAL PRODUCT WARRANTY

PRODUCTS THAT HAVE PURCHASED THE PRODUCT UNDER THE SUPERVISOR PACKAGE AT THE TIME OF PURCHASE MUST BE INSTALLED AND MAINTAINED UNDER THE SUPERVISOR'S CLOSE SUPERVISION. FAILURE TO DO SO WILL VOID THE WARRANTY.

PURCHASED FROM AN UNLICENSED INSTALLER. THE WARRANTY IS VOID IF THE PRODUCT IS NOT INSTALLED AND MAINTAINED BY A LICENSED ELECTRICIAN.

NICOR COMMERCIAL CREDIT APPLICATION - CREDIT APPLICATION FORM 1 OF 3