



 **CAMPBELL**[®]
CHAIN & FITTINGS



BRAND GUIDE BOOK



Campbell® can trace its beginnings back to 1834, when one of the many companies that eventually became what is today the Campbell® brand, began manufacturing harnesses for horses. Over the years, countless products were added, including wire rope and chain fittings, drop-forged chain hardware, high quality tackle blocks, shackles, hooks, and much more.

Today, Campbell® is the best-selling brand of welded and weldless chain in the United States. Users can select from a wide range of working load capacities, including proof coil, high test, transport, and alloy. Many finishes, styles, and materials are also available.

Campbell® chains and assemblies, including slings for overhead lifting, tie-downs, and binder chains, have earned the brand an outstanding reputation for quality.

Innovation is also a key element of the Campbell® philosophy. Grade 100 chain was pioneered and developed by Campbell®, resulting in products that featured 25% higher working load limits, manufactured proof tests, and design strengths than Grade 80 chain products.

This kind of innovation, combined with unparalleled technical support, expertise, and training, provides Campbell® customers with a level of satisfaction unrivaled in the industry.



Primary Logo

The Campbell® logo is a signature of the brand and represents an innovative and high quality product.

These guidelines have been created to explain the correct use of the Campbell® signature. This signature is specific artwork and must never be typeset. Please see approved electronic files.

This logo should be used on all product packaging without exception.

It is the preferred logo for all other applications, including merchandisers, over-packs, and industrial-only product packaging, where cost considerations permit. At a minimum, the Campbell® brand logo must appear in some form on all product packaging.

Because the identifier is a federally registered legal trademark, it must be used only in accordance with the following rules:

Federal registration means that the "®" must be used on all products, packaging and product-specific advertising.

The signature is a unique piece of artwork and must never be typeset or recreated. Use only the approved electronic artwork that accompanies these guidelines.

Support

For support with downloading files, please contact the Apex Tool Group Identity Help Desk at IDhelp@apextoolgroup.com.

Primary Logo

There are three versions of the logo. In addition to the primary logo, there are
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.....

Logo- No tagline**Logo- No tagline or symbol**

Explain logo with no tagline and no symbol- When to use and why options are available?

Logo (1-Color Black)



The Campbell® official logo colors are black and PMS 355 Green. These colors must be used consistently throughout all types of marketing communication. Approved color variations are shown here.

Logo (2-Color Black and PMS 355 Green)



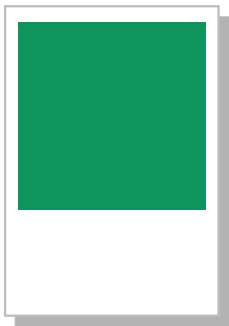
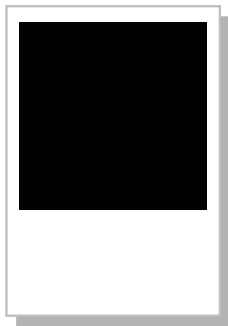
Please note that the logo tagline must always appear as black in two color logo versions.

When printing in just one color, you are only to use black or PMS 355 Green.

Logo (2-Color Black and PMS 355 Green)



Logo (1-Color PMS 355 Green)

**Campbell
Green****SPOT**
PANTONE® 355C**CMYK**
84 / 17 / 82 / 4**Campbell
Black****SPOT**
PANTONE® Black**CMYK**
0 / 0 / 0 / 100

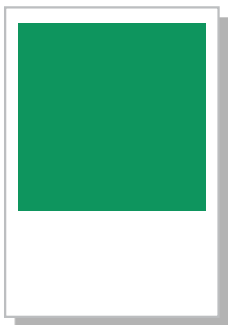
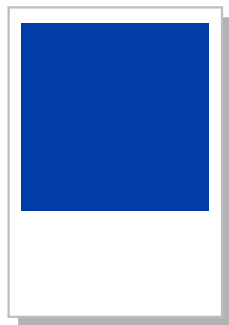
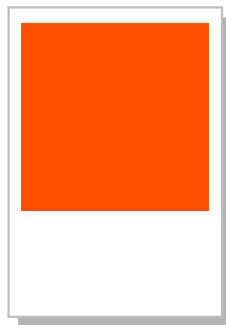
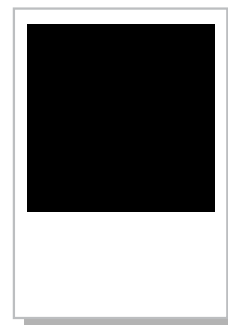
Logo on colored backgrounds



The Campbell® logo will stand out with most backgrounds. Against photographic images it is important to ensure that the logo will stand out and have adequate space or image around it.

The one-color reverse format may be used if the background is black or any other color dark enough to provide proper contrast for readability.

Shown are reverse applications on Campbell® approved colors.

**Campbell
Green****SPOT**
PANTONE® 355C**CMYK**
84 / 17 / 82 / 4**Campbell
Blue****SPOT**
PANTONE® 293C**CMYK**
100 / 80 / 12 / 3**Campbell
Orange****SPOT**
PANTONE® 021C**CMYK**
0 / 82 / 100 / 0**Campbell
Black****SPOT**
PANTONE® Black**CMYK**
0 / 0 / 0 / 100



Vector Logo can be enlarged to any size without loss of quality*

Minimum Height = 0.25" (6.35mm)



To protect the integrity of the brand the logo must be reproduced at least 6.35mm (.25-in.) in height including the <C> icon. The registered trademark must always be clearly legible and reproduced on all communication.

Do not in any way alter the spacial relationship between the <C> icon and the Campbell® word-ing.

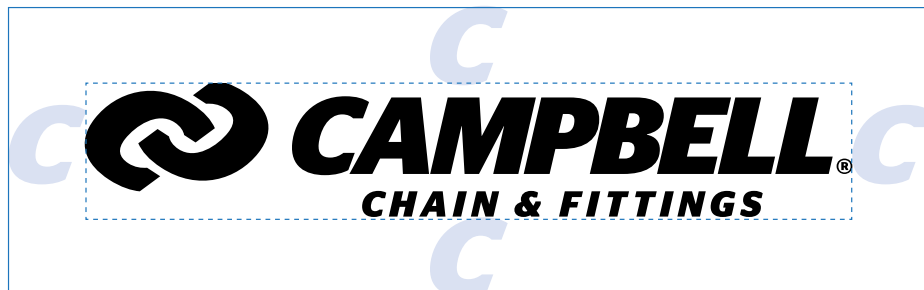
The unobstructed space surrounding the Campbell® logo and <C> icon is called the “Clear Zone” and this open area gives the logo greater prominence and impact. It is defined as a space

equal in dimension to the letter “C” in “Campbell®,” so the actual measurement of the Clear Zone will vary, depending on the size of the logo.

Please keep this defined zone free of any graphics, illustrations, charts, text or other forms of visible material.

An example of the Clear Zone is illustrated below.

Minimum Clear Space





DO NOT alter colors from approved usage



DO NOT alter colors from approved usage



DO NOT alter colors from approved usage



DO NOT condense or stretch the signature



DO NOT mix color options of the <C> Icon and logo



DO NOT alter ANY Photoshop layer styles (Bevel and Drop Shadow)



DO NOT alter sizing of the <C> Icon or "Crescent" when locked up together.

The Campbell® logo must be protected from misuse. Here are several examples of common mistakes to avoid when using the Campbell® logo.



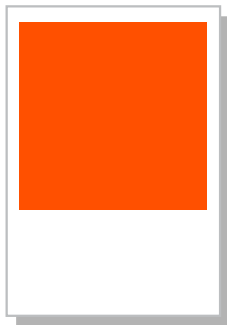
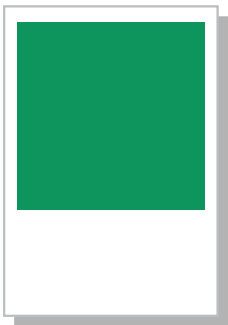
The Campbell® official colors must be used consistently throughout all types of marketing communication.

Color accuracy is important when producing literature pieces for specific product categories.

Campbell Green – This color represents Campbell® Grade 100 overhead lifting fittings. The green color is applied to each of these products and is recognized in the industry as a Campbell® specific product designation in the field.

Campbell Blue – This color represents Campbell® Carbon Steel Shackles, Carbon Steel Hoist Hooks as well as some general fittings such as wire rope clips.

Campbell Orange – Orange is a Campbell® designation for Alloy Steel Products. These would include Alloy Shackles, Alloy Hoist Hooks, Alloy Slip Hooks and Alloy Grab Hooks.



Campbell Green

SPOT
PANTONE® 355C

CMYK
84 / 17 / 82 / 4

Campbell Blue

SPOT
PANTONE® 293C

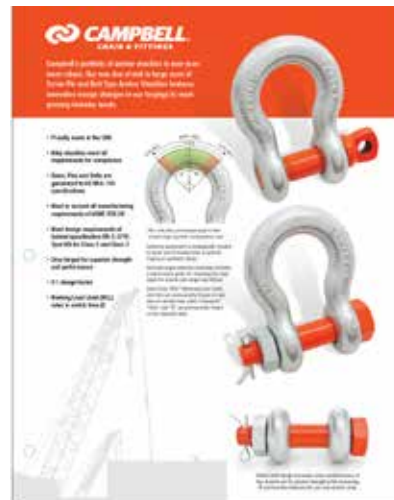
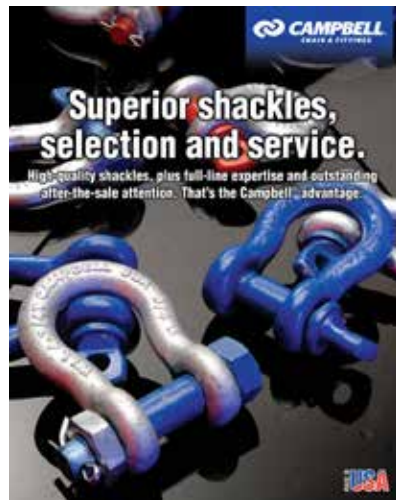
CMYK
100 / 80 / 12 / 3

Campbell Orange

SPOT
PANTONE® 021C

CMYK
0 / 82 / 100 / 0

These are examples of how colors translate to product literature- needs help



Primary Typefaces**Helvetica Neue LT Pro 87 Medium Condensed**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Helvetica Neue LT Pro 77 Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Helvetica Neue LT Pro 67 Heavy Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Typography plays an important role, making the brand look consistent across all types of communication. The font that has been chosen is one that can be used on MAC or PC.

The typeface for the Campbell® trade dress is primarily the **Helvetica Neue LT Pro Medium Condensed** family. No substitutions are allowed. You will need to purchase fonts if needed.

This font can be used for packaging and all marketing materials.

