



The Parker Distributor Brand

Parker's Global Image
Specifications for Distributors

| Building A Strong Brand Together

In 2007, we re-engineered one of the company's most valuable assets, the Parker brand. Since then, we have been strengthening the brand globally, focusing on being a valuable partner to our customers, and helping improve their productivity and profitability.

As an extension of the Parker brand, our worldwide distribution network plays a critical role. And we are very pleased that we now have a global distributor brand campaign in place that allows our distributors to better leverage and associate the value of the Parker brand with their businesses. Our intention is to help you grow your business, and at the same time align you more closely with the growing Parker brand.

Using the new Parker Distributor logo and marketing materials is not mandatory. However, if you choose to use a Parker logo, it must be this logo. We have developed a few simple, but specific, rules on how to use the logo correctly on your materials, and in conjunction with your business' logo. All of this and more can be found on www.parkerid.com/distributor, a website built exclusively for Parker distributors.



Let us be clear, this is not meant to replace your own brand. And, we are not asking you to spend money and rework all of your materials. Rather, though, as you do create new items, please strongly consider using the Parker Distributor marketing templates we have provided here, and of course the new Parker Distributor logo. Again, if you do use the Parker logo, it must now be used exactly as shown and following the new rules.

This brand campaign is just one example of how we are renewing our commitment to the Parker Distributor brand, and to you and your business. We realize there may be questions about using the new logo and materials. Please feel free to reach out to our Corporate Communications team for counsel. And as always, your Parker representative is also available.

As our valued partner, we certainly hope that together we can continue to strengthen the brand to benefit us all.

Best regards,



Don Washkewicz
Chairman, Chief Executive Officer and President



Marwan Kashkoush
Executive Vice President – Sales, Marketing and Operations Support

| The Parker Distributor Brand

Parker's Distributor brand campaign has been designed exclusively for its unrivaled, global distribution network. As an extension of the Parker brand, it is important that customers see and feel a strong alignment between Parker and a distributor brand.

Many Parker distributors have built their own strong distributor brands; some use the Parker brand exclusively, and still others use Parker in combination with their own brands. The distributor brand standards that follow allow for each of these scenarios and will associate distributors more closely with the growing Parker brand.

This consistency of branding between Parker and its distributor network will further reinforce our relationship to customers around the world. And, by combining strengths, the entire Parker family of brands grows stronger, which is critical to helping Parker distributors grow stronger as well.

TWO SIMPLE BRAND RULES

1. As a Parker Distributor, you are NOT REQUIRED to market your business using the Parker brand;
2. However, if you wish to market your business using the Parker brand you MUST follow the rules outlined in this book.



A DISTINCT LOGO

The new Parker Distributor logo is exclusive to our distributor network and will uniquely differentiate your business from Parker Hannifin Corporation. Unless noted, you must use the Parker Distributor logo going forward and discontinue the use of the Parker logo.

TOOLS & TEMPLATES ONLINE

The new Parker Distributor logo and marketing templates were specifically designed to closely align with Parker's branding while accommodating your own unique brand logo.

The following specifications, logos and templates can be found at www.parkerid.com/distributor.

If you choose to market your business with the Parker brand, the Parker Distributor logo and branded templates must be used for all NEWLY CREATED marketing material going forward. You may continue to use current supplies until depleted, but are encouraged to transition to the new material as soon as possible. Also, please consider replacing any old items, including: signage, displays and promotional materials.

QUESTIONS?

Contact the Parker Corporate Communications team at: 216.896.2775 or communications@parker.com.

Parker Distributor Logo Elements

The Parker Distributor logo is comprised of two elements: the Parker logo and the word Distributor enclosed by a gray rectangle.

The Parker Distributor logo is a carefully designed piece of art and must not be changed, altered or embellished in any way.

Logo files in the most popular file formats are available for download at www.parkerid.com/distributor.

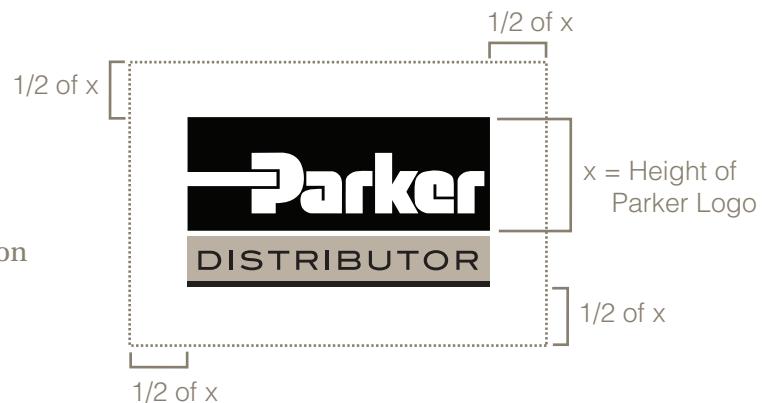
Distributors that have achieved a technology center designation may be distinguished with an additional logo element. Please contact your primary Parker representative for more details.



Technology Center Logo Example

Area of Isolation

The area of isolation is the minimum distance required between the Parker Distributor logo and any other element (graphic, type, logo or edge of page or product). These guidelines are used to ensure legibility and prevent any obstruction of the logo. The area of isolation on four sides should never be less than half of the height of the Parker logo.



Logo Usage

The Parker Distributor logo is available in three formats: a CMYK version to be used when printing in four-color process; a two-color version; and a grayscale version to be used when printing in black and white. When using the two-color version, the Distributor logo must be reproduced using black and Pantone® 402 Gray. The grayscale version should only be used on black and white printed material.

The Parker Distributor logo should never be used as a stencil. The stencil logo allows the background to directly affect the color of the Parker name and therefore inhibits the clarity and integrity of the brand name. The Parker letters must always be white.



PARKER DISTRIBUTOR LOGO COLORS

- The Parker Distributor logo is only to appear in the colors detailed to the left.
- Never introduce new colors within the Parker Distributor logo.



Stencil Logo



All versions of logos can be downloaded at www.parkerid.com/distributor in both .jpg and .eps formats.

The colors shown on this page and throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. For accurate PANTONE Color Standards refer to the current edition of the PANTONE formula guides. PANTONE® is the property of Pantone, Inc.

Marketing Material Templates

CATALOGS/BROCHURES



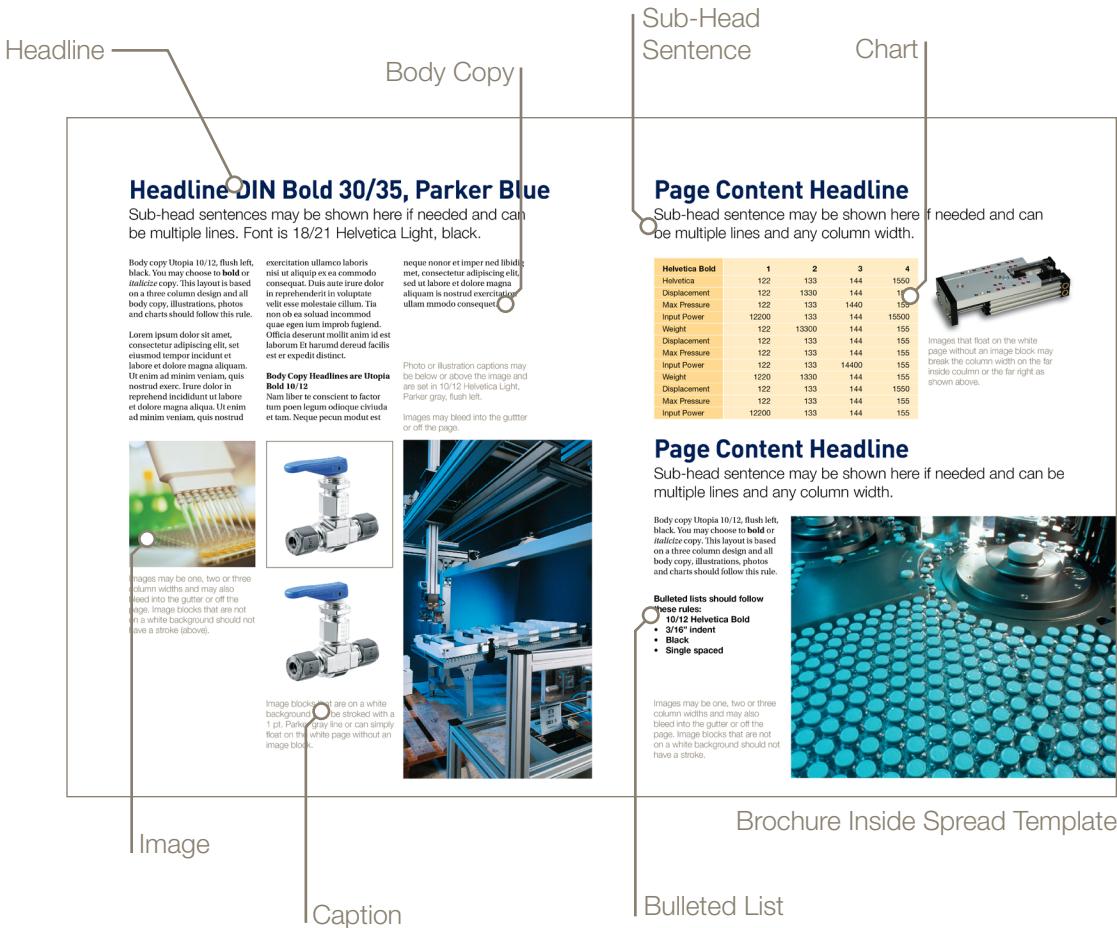
Catalog/Brochure Front Cover
(8.5" x 11")

You may use the catalog/brochure template to align your marketing closely with Parker's branded material. Customize with your company logo.

Templates can be downloaded at www.parkerid.com/distributor.

Marketing Material Templates

CATALOGS/BROCHURES INSIDE DETAILS & SPINE



Title should begin at 1" (25.4 mm) from the Top of the Spine

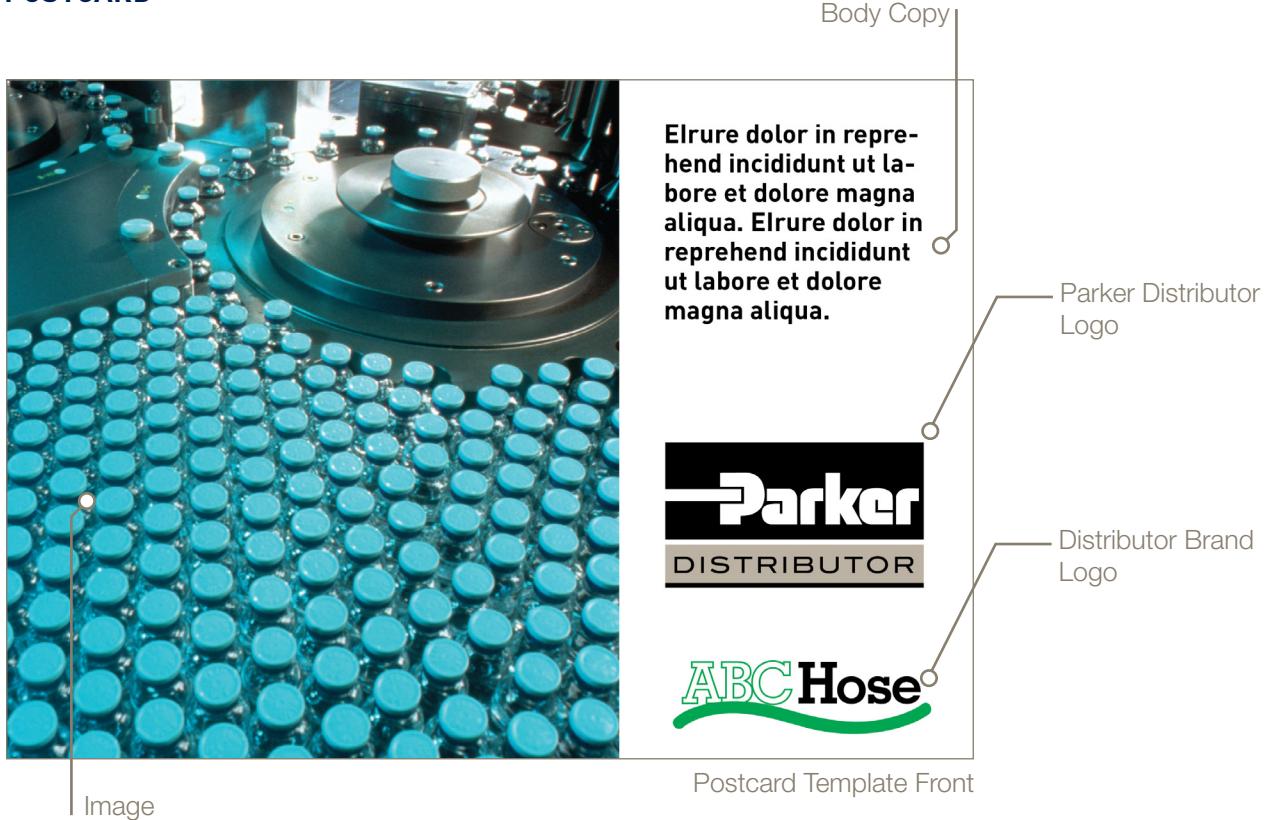


Spine Minimum Size Example is 1/4 inch (6.35 mm)

Please note: The spine examples are not to scale and are horizontal for representation purposes only. Templates can be downloaded at www.parkerid.com/distributor.

Marketing Material Templates

POSTCARD



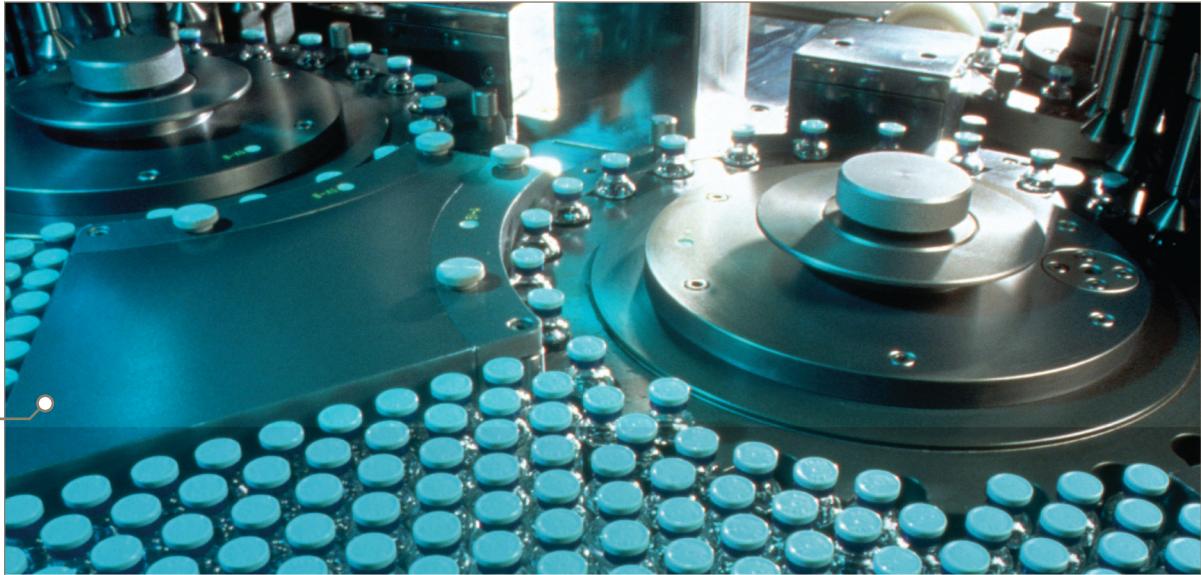
You may use the postcard template to align your direct marketing closely with Parker's branded material. Customize with your company logo.

Templates can be downloaded at www.parkerid.com/distributor.

Marketing Material Templates

POSTER

Image



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in reprehend incididunt ut labore et dolore
magna aliqua.**

Headline

Parker Distributor Logo

Distributor Brand Logo



You may use the poster template to align your promotions closely with Parker's branded material. Customize with your company logo.

Templates can be downloaded at www.parkerid.com/distributor.

Business Card Template

BUSINESS CARDS

IDENTITY ELEMENTS

All business cards may contain both the Parker Distributor logo and the distributor brand logo.

DIMENSIONS

Parker now uses one universal size business card: 3.346" x 2.126", 85 mm x 54 mm. This size is based on ISO 7810 ID-1: the international standard for identification and credit cards provided by the International Organization for Standardization. The new business card dimension allows for consistency across Parker's global markets.

TEXT

The Parker Distributor business card uses several weights of the Helvetica font family to assist in highlighting important information such as name and contact information.

OTHER LANGUAGES

When address and contact information is necessary in other languages that use western characters such as German or Spanish, the descriptors "mobile", "direct", etc., should be translated into the local language. When translation is necessary into non-western characters such as Cyrillic or Asian, a double sided card should be produced with English on one side and the translation on the reverse side.

REPRODUCTION

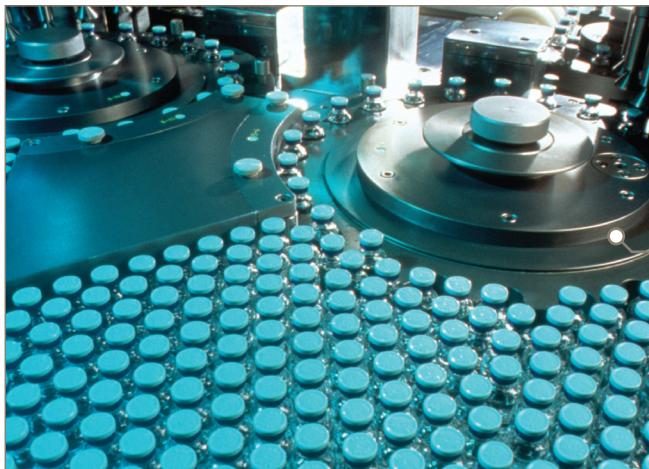
All business cards should be produced using offset lithography to ensure consistent color and quality. Always reproduce using the template provided at www.parkerid.com/distributor. Business cards must be printed on a bright white, uncoated card weight paper stock.



The template can be downloaded at www.parkerid.com/distributor.

Advertising Templates

FULL PAGE AD



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ABC Hose

ABC Hose Company
Address Line 1
Address Line 2
phone 000 000 0000
www.abchose.com



ONE-THIRD PAGE VERTICAL AD

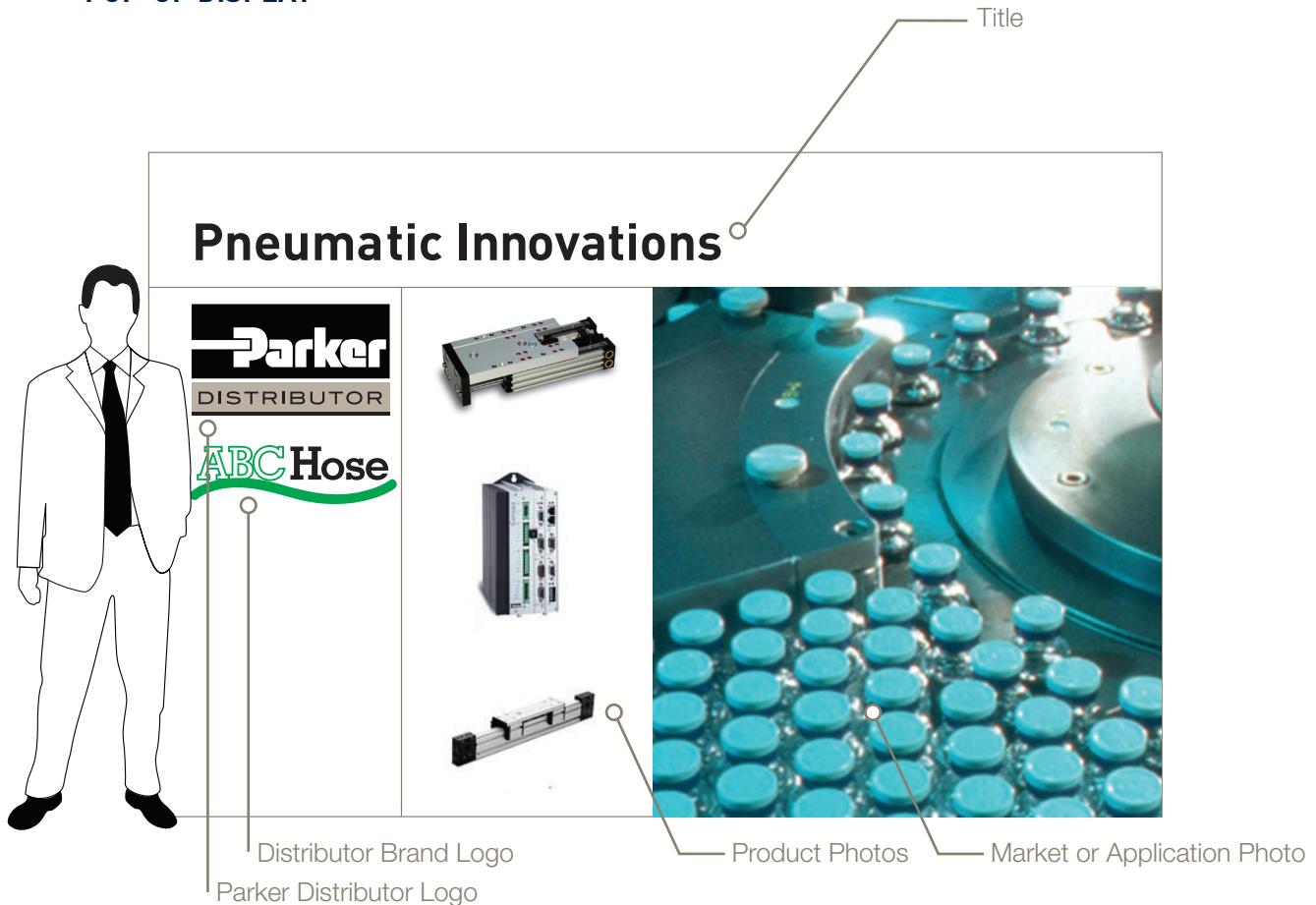


By aligning your advertising programs with Parker's, you benefit from the equity of a worldwide campaign, supported by all of Parker's advertising. You may use the advertising templates to align your ads with Parker's. Customize with your company logo.

Templates can be downloaded at www.parkerid.com/distributor.

| Tradeshow Displays

POP-UP DISPLAY



For tradeshows, exhibitions or events that require a Parker Distributor presence, a design has been suggested to suit both tabletop and pop-up displays. Align your events with the Parker brand while distinguishing yourself as an independent distributor. Customize with your company logo.

| Line Card Logo Use



Line Card Logo Example

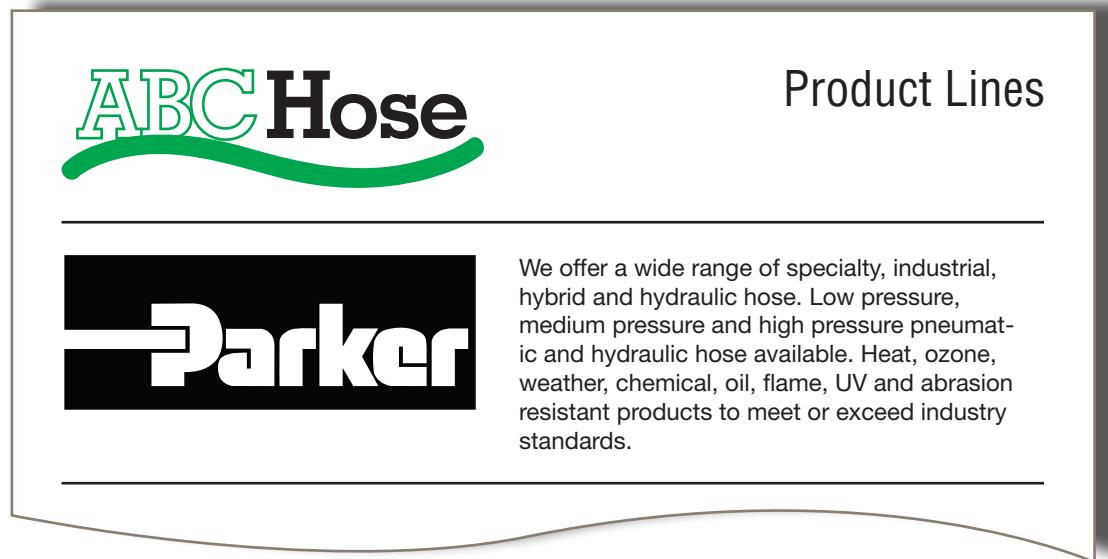


Technology Center Line Card
Logo Example

The only instance in which you should use the Parker logo instead of the Parker Distributor logo is on line cards (printed and online). You can use an already given technology designation, such as "Hydraulic Technology Center" as shown above. You may also use any Parker approved sub-brand or product brand logos that you currently market with permission from your Parker representative.

Logos can be downloaded at www.parkerid.com/distributor.

LINE CARD EXAMPLE



A template for a line card. At the top left is the ABC Hose logo, which includes the words "ABC Hose" in a stylized green and black font with a wavy underline. To the right is the heading "Product Lines". Below this is a large black box containing the Parker logo. To the right of the Parker logo is a descriptive paragraph about the products offered.

ABC Hose

Product Lines

Parker

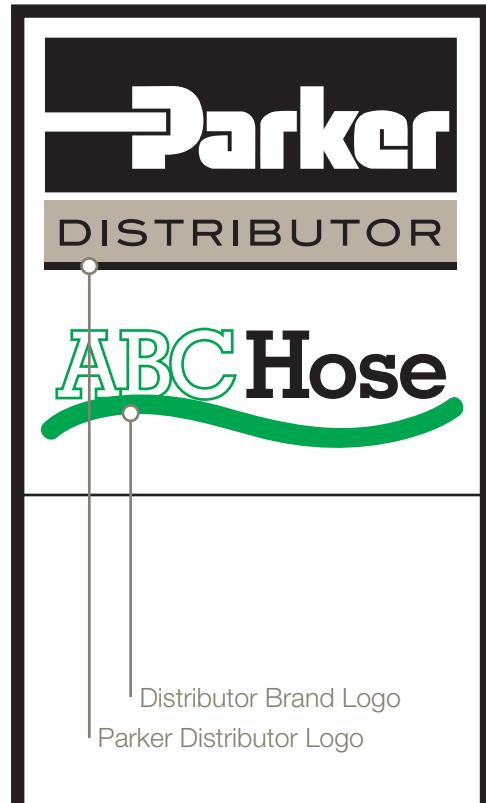
We offer a wide range of specialty, industrial, hybrid and hydraulic hose. Low pressure, medium pressure and high pressure pneumatic and hydraulic hose available. Heat, ozone, weather, chemical, oil, flame, UV and abrasion resistant products to meet or exceed industry standards.

I Signage Specifications



Long Distance Identifier

Middle Distance Identifier



Distributor Brand Logo
Parker Distributor Logo

The Parker Distributor signage provides an excellent opportunity to make a positive brand statement to customers and visitors. Customize with your company logo.

A design has been suggested that allows sufficient flexibility to accommodate many architectural styles. A sign may have to fit within the confines of an existing fixture. Local governments and building owners may impose restrictions regarding size, materials and color. This example may not address every situation but should act as a guide for color, logo placement and spacial relationships.



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www.parkerid.com/distributor

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