



BRAND STYLE GUIDE

Overview, Graphic Guidelines & Copy Considerations



BUILDING VALUE SINCE 1906



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INTRODUCTION

A Clear, Consistent Identity

For over a century, Bobrick has been a global leader in restroom accessories and cubicles and toilet partitions. To build upon our market position and achieve both our short- and long-term strategic goals, we must present ourselves accordingly.

This Brand Style Guide has been developed to help Bobrick employees and partners adhere to design and communication best practices in order to represent Bobrick and its brands and subsidiaries in a consistent, compelling and strategic manner.



Digital Library & Literature Request Site

For product images and advertising literature, please visit www.bobbrickresources.com and register if you have not already done so. For logos and other brand assets, please send your request to Bobrick Marketing Communications at marcomm@bobbrick.com.

Change Control Considerations

Current Version: 1.2
Updated: Nov. 2020

Future updates to this guide will be managed through Bobrick Marketing Communications. Occurrences that may trigger updates may include new acquisitions and branding updates. When such events occur, Marketing Communications will work with representatives of the brand(s) involved to establish guidelines and execute updates.

The most recent copy of this guide will always be available for download at www.bobbrickresources.com.

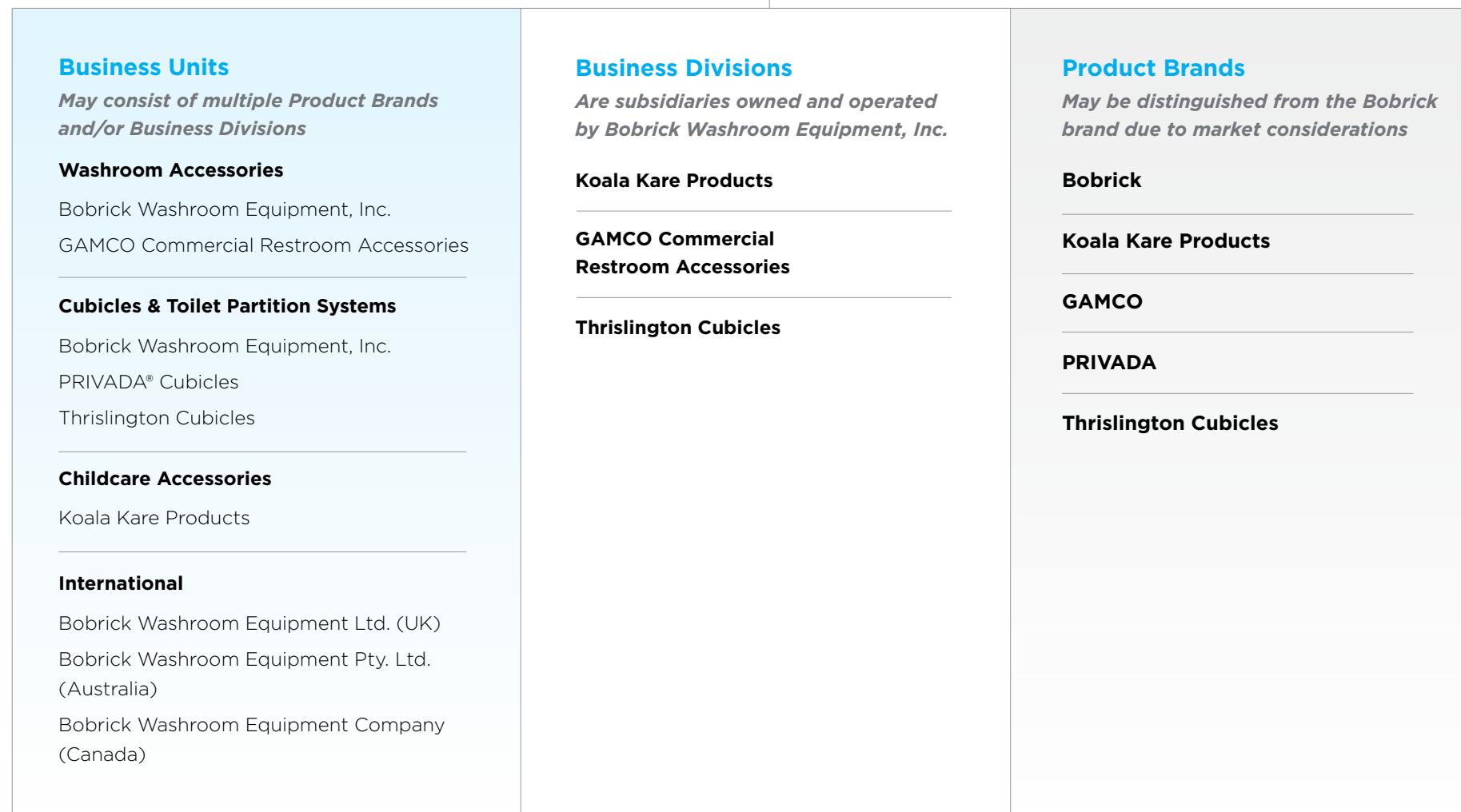


BRAND OVERVIEW



BUILDING VALUE SINCE 1906

BRAND HIERARCHY



Bobrick

Koala Kare Products

GAMCO Commercial Restroom Accessories

PRIVADA® Cubicles

Thrislington Cubicles

PRODUCT BRANDS



BUILDING VALUE SINCE 1906

PRODUCT BRANDS

Bobrick

In internal and external communications, special attention should be paid to the Bobrick brand, which comprises the largest and most complex product line of all Bobrick brands.

The Bobrick brand consists of four main product categories, as well as several Product Series. Product Series may span multiple product categories.

In-Text References

Please refer to the brand simply as “Bobrick,” unless in reference to the legal entity, such as in copyright statements.

Present Product Series Names as Type

While some logos may have been created for Bobrick sub-brands and Product Series in the past, new logos should generally not be developed for Product Series unless they are also a Product Brand, such as PRIVADA. On first reference, Product Series within the Bobrick brand should include the appropriate trademark symbols. In such cases please use the official name of the Product Series without shorthand or abbreviations, followed by the Product Series descriptor.

Please see page 57 for **Trademark Symbol Usage** and a comprehensive **Product Trademark Index**.

Current Product Categories	Current Product Series
Washroom Accessories Restroom Accessories Toilet Compartment Accessories Childcare Accessories Specialty Accessories	<i>Integrated Accessories</i> ConturaSeries® TrimLineSeries™ ClassicSeries®
 Cubicles & Toilet Partition Systems	 Hand Dryers QuietDry™
 Global Accessories	 Soap Dispensers SureFlo®
	 Designer Series
	 Cubicles & Toilet Partition Systems
	 PRIVADA® Cubicles
	 Evolve Cubicles
	 Traditional Partitions
	 DuraLineSeries® CGL
	 SierraSeries® SCRC
	 DesignerSeries™ HPL
	 TrimLineSeries™ HPL
	 Budget HPL Series

PRODUCT BRANDS

Koala Kare Products

Koala Kare Products is a Product Brand with Bobrick's Childcare Business Unit and a Business Division of Bobrick. It comprises four main product categories and does not have any Product Series at this time.

In-Text References

Please refer to the overall brand as Koala Kare Products. When used preceding a product or other subject, use Koala Kare (i.e. Koala Kare Baby Changing Stations or Koala Kare literature).



GAMCO Commercial Restroom Accessories

GAMCO is a Product Brand and Business Division of Bobrick. It comprises three main product categories. It does not have any Product Series at this time.

In-Text References

Please refer to the overall brand as GAMCO Commercial Restroom Accessories. When used preceding a product or other subject, use GAMCO (i.e. GAMCO Soap Dispensers or GAMCO manufacturing plants).



Product Categories

Baby Changing Stations

Child Seating

Accessories

Replacement Parts

Product Categories

Washroom Accessories

Toilet Compartment Accessories

Specialty Accessories

PRODUCT BRANDS

PRIVADA® Cubicles

PRIVADA Cubicles is a Product Brand within Bobrick's Cubicles & Toilet Partition Systems Business Unit. PRIVADA is also now a sub-brand within the Bobrick Product Brand family.

In-Text References

Please refer to the brand as "PRIVADA® Cubicles" on the first reference, and simply PRIVADA in all instances thereafter or when modifying a subject (i.e. PRIVADA's framing system).



Thrislington Cubicles

Thrislington Cubicles is a Product Brand within Bobrick's Toilet Partition Systems Business Unit and a Business Division of Bobrick.

In-Text References

In Bobrick materials, please refer to the brand as Thrislington Cubicles in all instances.



TYPES OF BOBRICK LITERATURE & COLLATERAL

Marketing with Purpose

The following chart outlines all types of Bobrick literature and collateral. All marketing materials should be produced to resonate with one or more target audiences and achieve specific marketing communications goals.

Future versions of this Style Guide will provide additional detail on select marketing material types.

Literature/ Collateral Type	Subtypes (If Applicable)	Primary Audience(s)	Primary Goal(s)
Catalog		Architects, Specifiers	Provide a broad overview of entire product categories and the Bobrick brand's value proposition.
Brochure		Architects, Specifiers, Distributors, Bobrick Representatives	Highlight value propositions for various Bobrick product lines, subcategories, series, services and brand attributes.
Sell Sheet		Architects, Specifiers, Distributors, Bobrick Representatives	Highlight value proposition and typical applications for individual Bobrick products and groupings of products.
Advisory Bulletin	Technical Bulletin	Architects, Specifiers, Distributors, Bobrick Representatives	Provide detailed technical information on products to architects and specifiers as well as the Bobrick Representatives who serve them.
Sales Bulletin		Bobrick Representatives	Alert Bobrick Representatives to important considerations that will assist them in sales interactions, code-compliance and effective specifications.
Guide	Selection Guide Compliance Guide	Architects, Specifiers, Distributors, Bobrick Representatives	Provide proprietary and/or non-proprietary information on product/option selection and design.
Technical Data Sheet		Architects, Specifiers	Summarize performance and other technical characteristics of Bobrick products.
Advertisement		Architects, Specifiers	Communicate Bobrick's brand and product value propositions through concise, creative messages and visuals, directing readers to dedicated campaign landing pages.
Case Study		Architects, Specifiers, Distributors, Bobrick Representatives	Highlight successful installations of Bobrick products, including "problem-solution" narratives and the value provided by Bobrick Representatives.
Brand Material		Internal	Reinforce the Bobrick brand to Bobrick employees, representatives and other partners.
Samples & Kits		Bobrick Representatives, Architects, Specifiers	Provide comparative tools that highlight the value of Bobrick products to Bobrick Representatives and the design professionals they serve.
Promotional Items		N/A	Provide long-term exposure for the Bobrick brand through strategic logo and message placement.



GRAPHIC GUIDELINES



BUILDING VALUE SINCE 1906

Using the Logo

Correct Application

Incorrect Application

International Logos

Portfolio of Values Badges

Color Palette

Typography

BOBRICK



BUILDING VALUE SINCE 1906

BOBRICK LOGO

Using the Logo

Logo Hierarchy

The Bobrick logo may appear with or without a tagline depending upon the specific application and where the logo appears within a communication piece.



BUILDING VALUE SINCE 1906

Logo with Tagline Applications:

- Catalogs
- Advertising
- Websites
- PowerPoint presentations



Standalone Logo Applications:

- Promotional products & giveaways
- Technical Data Sheets
- Brochures & sell sheets
- Invoices & purchase orders
- Legal notices & documentation
- Boxes & cartons

Logo Variations

The Bobrick logo may appear in full color, shades of gray or reverse to white on a dark background depending upon the design requirements or printing process.



BUILDING VALUE SINCE 1906



BUILDING VALUE SINCE 1906



BUILDING VALUE SINCE 1906



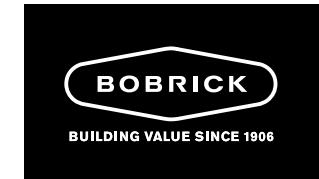
BUILDING VALUE SINCE 1906



Postive Logo with Reverse Tagline



Reverse Logo with Tagline



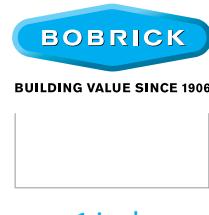
Reverse Line Art Logo with Tagline

BOBRICK LOGO

Using the Logo

Sizing

In any application of the Bobrick logo, the minimum size is determined by the width, which for readability, may not be narrower than 1 inch. For optimal readability it is recommended that the logo not be narrower than 1-½ inches.



Clear Zone

The immediate recognition of the Bobrick logo can be enhanced by maintaining an ample clear area, void of typography or other elements, around the perimeter of the shield or logo. This area is referred to as the “clear zone.”

Measure the cap height of the “B” in Bobrick (X). A clear zone, represented by the gray field surrounding the name on all sides, must be equal to or greater than X. This includes the tagline “Building Value Since 1906” when in use.



BOBRICK LOGO

Correct Application

Backgrounds

Using appropriate backgrounds is important in maintaining sufficient contrast between any of the logos and the background while improving legibility.

Positive Logos — Light Background

On a light-colored, photographic or patterned background, all of the Bobrick logos should be reproduced in full-color.

Positive Logos — Dark Background

On a dark-colored, photographic or patterned background, all of the Bobrick logos can be reproduced in full-color with the white (reverse) tagline.

Grayscale Logo

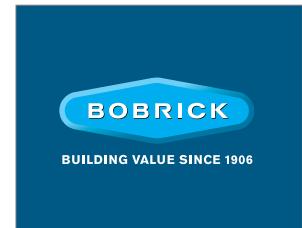
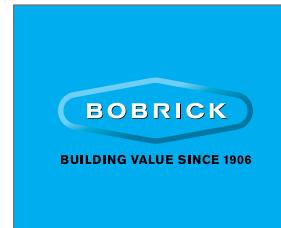
The grayscale version of the logos should be used in black and white applications only.

Reverse Logos

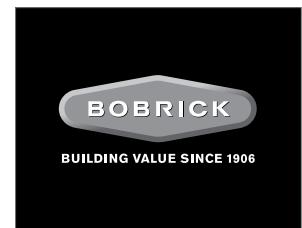
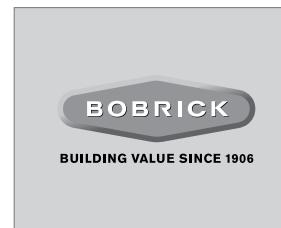
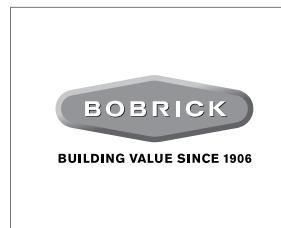
The reverse version of the logos should be used in medium to dark background color applications only in which there is enough contrast for the logo to read easily.



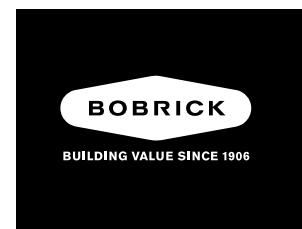
Positive logos with taglines on light backgrounds



Positive logos with taglines on medium/dark backgrounds



Grayscale logos with taglines on light/dark backgrounds



Reverse logos with taglines on medium/dark backgrounds

BOBRICK LOGO

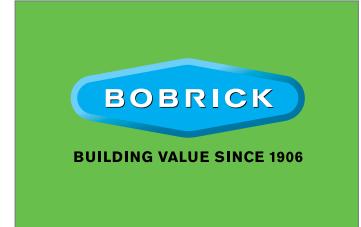
Incorrect Application

Examples

To maintain a consistent visual brand, it is important to apply the logo correctly. The following examples demonstrate what **NOT** to do. Using colors that are outside of the approved palette and placing the logo on top of images are just a few examples of incorrect logo usage.

It is also important to scale the logos proportionately so that the artwork does not get “stretched” or “squashed” in either the x or y axis.

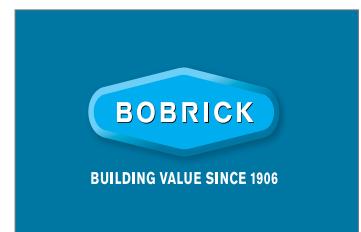
Finally, you should never change the size relationship between the logo elements or separate the tagline from the logomark.



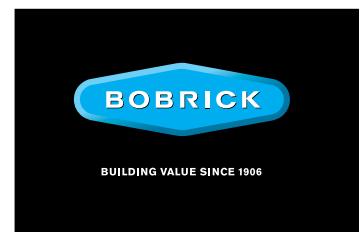
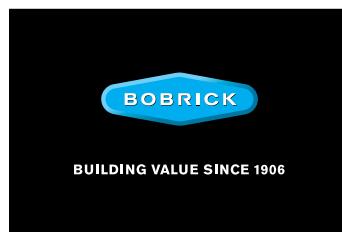
Do not use colors that fall outside of the approved color palette.



Do not use backgrounds that do not allow for enough contrast.



Do not rotate logo or distort logo proportions.



Do not separate elements or change their relative size to each other.

BOBRICK LOGO

Using International Logos

Bobrick has three international divisions, each of which uses the primary Bobrick brand logo.

Please reference [Using the Bobrick Logo](#) for additional guidelines on using the Bobbrick logo.



Bobrick Washroom Equipment Ltd.
United Kingdom



Bobrick Washroom Equipment Pty. Ltd.
Australia



Bobrick Washroom Equipment Company
Canada

PORTFOLIO OF VALUES BADGES

Using the Badges

When to Use the Badges

The Portfolio of Values badges are a recognizable visual that align the Bobrick brand with its primary value propositions.

Possible applications may include (but are not limited to):

- As a series when multiple badges will not overwhelm the design
- A single badge where space is limited
- On the cover of a print piece
- On the interior of a print piece or on web pages with appropriate captions for each Value

Do Not Attempt to Recreate or Modify

Please use established artwork at all times. Before implementing a new badge, please consult with Marketing Communications.

Background

The Values badges should only be used on a white background.

Ordering & Sizing

Unless otherwise directed, Design should always be the first badge in a series. In scenarios in which all Values are listed, please use the following order: Design, Compliant, Hygienic, Sustainable, Durable, Economical, Freedom, Privacy.

For Bobrick International, please use the following order: Design, Durable, Hygienic, Sustainable, Economical, Freedom, Compliant.

Value Badge Color Formulas



DESIGN
Pantone 716C +30%K
for shading
C0 M63 Y91 K0
R234 G118 B0
Hex ea7600



DURABLE
Pantone 206 +30%K
for shading
C0 M100 Y50 K0
R206 G0 B55
Hex ce0037



COMPLIANT
Pantone 376C +30%K
for shading
C50 M0 Y100 K0
R132 G189 B0
Hex 84bd00



ECONOMICAL
Pantone 320C +30%K
for shading
C96 M0 Y31 K2
R0 G156 B166
Hex 009ca6



HYGIENIC
Pantone 1225C +30%K
for shading
C0 M19 Y79 K0
R255 G200 B69
Hex ffc845



FREEDOM
Pantone 200C +30%K
for shading
C3 M100 Y70 K12
R186 G12 B47
ba0c2f



SUSTAINABLE
Pantone 354C
+30%K for shading
C81 M0 Y92 K0
R0 G177 B64
Hex 00b140



PRIVACY
Pantone 333C
+30%K for shading
C49 M0 Y28 K0
R60 G219 B192
Hex 3cdcbc0

All Values should always appear the same size.

BOBRICK COLOR PALETTE

Using the Primary Palette

The Bobrick logo is made up of four colors: Bobrick Blue, Bobrick Light Blue, Bobbrick Dark Blue and Black or the equivalent in RGB or HEX.

Extended Palette

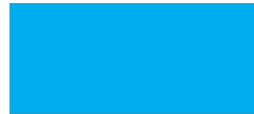
The extended, complementary palette allows for flexibility in communications with varied audiences and enhances consistency across all media. It is permissible to use screens or tints of these colors to improve readability or for aesthetic reasons. Bobrick Gold, Red, Light Green and Teal correspond with Bobrick's primary Product Categories. Please see following page for additional usage guidelines

Formulas

Depending on the media, colors can be reproduced using one of these formulas:

- PANTONE for offset-printed materials or signage with match colors, use the PANTONE version. The PANTONE colors are the same regardless of paper stock specified.
- CMYK for printed materials using the four-color process.
- RGB for Microsoft Office Suite, other digital or broadcast media use.
- HEX for websites and online use.

Primary Palette



BOBRICK BLUE
C100 M0 Y0 K0
R0 G179 B255
Hex 00b3ff



BOBRICK LIGHT BLUE
C50 M0 Y0 K0
R128 G217 B255
Hex 80d9ff



BOBRICK DARK BLUE
C100 M0 Y0 K40
R0 G125 B179
Hex 007db3

Extended Palette



BOBRICK RED
Pantone 186C
C86 M0 Y32 K0
R0 G176 B185
Hex c8102e



BOBRICK ORANGE
Pantone 144C
C0 M50 Y100 K0
R237 G139 B0
Hex ed8b00



BOBRICK GOLD
Pantone 143C
C0 M32 Y87 K0
R241 G180 B52
Hex f1b434



BOBRICK DARK GREEN
Pantone 348C
C96 M2 Y100 K12
R0 G132 B61
Hex 00843d



BOBRICK LIGHT GREEN
Pantone 360C
C63 M0 Y84 K0
R108 G194 B74
Hex 84bd00



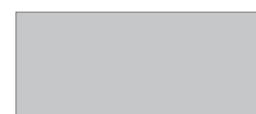
BOBRICK TEAL
Pantone 7466C
C86 M0 Y32 K0
R0 G176 B185
Hex 00b0b9



BOBRICK PURPLE
Pantone 267C
C82 M97 Y0 K0
R95 G37 B159
Hex f52f9f



BOBRICK DARK GREY
Pantone Cool Grey 9C
C50 M40 Y34 K17
R117 G120 B123
Hex 75787b



BOBRICK LIGHT GREY
Pantone Cool Grey 3C
C18 M13 Y10 K0
R200 G201 B199
Hex c8c9c7

COLOR USAGE

Bobrick Brand Palette

Colors in the Bobrick Brand Palette should be the dominant colors used in most brand-level communications and messages that are not specific to a single Bobrick Product Category, such as general information or Careers content.



BOBRICK BLUE
C100 M0 Y0 K0
R0 G179 B255
Hex 00b3ff



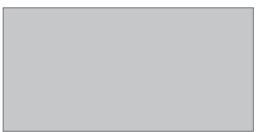
BOBRICK LIGHT BLUE
C50 M0 Y0 K0
R128 G217 B255
Hex 80d9ff



BOBRICK DARK BLUE
C100 M0 Y0 K40
R0 G125 B179
Hex 007db3



BOBRICK DARK GREY
Pantone Cool Grey 9C
C50 M40 Y34 K17
R117 G120 B123
Hex 75787b



BOBRICK LIGHT GREY
Pantone Cool Grey 3C
C18 M13 Y10 K0
R200 G201 B199
Hex c8c9c7

Product Category Palette

Colors in the Bobrick Product Category Palette, a subclassification of the Extended Palette, should be used in applications that are relevant to a single Bobrick Product Category.



WASHROOM ACCESSORIES
Pantone 716C - DESIGN ORANGE
C0 M63 Y91 K0
R234 G118 B0
Hex ea7600



CUBICLES & TOILET PARTITION SYSTEMS
Pantone 206C - DURABLE RED
C0 M100 Y50 K0
R206 G0 B55
Hex c8102e



GLOBAL ACCESSORIES
Pantone 320C - ECONOMICAL TEAL
C96 M0 Y31 K2
R0 G156 B166
Hex 009ca6



REPLACEMENT PARTS
Pantone 376C - COMPLIANT GREEN
C50 M0 Y100 K0
R132 G189 B0
Hex 84bd00

BOBRICK TYPOGRAPHY

Print Applications

Bobrick's main type family, Gotham, is used in the majority of communications applications, such as brochures, advertising, letterhead, banners, signage and promotional items.

Gotham Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ÆØÖÄÅÅÜéæðöääåüó
1234567890½¼
&.,?!@()#\$¢¥€%*+-=:;

Gotham Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ÆØÖÄÅÅÜéæðöääåüó
1234567890½¼
&.,?!@()#\$¢¥€%*+-=:;

Gotham Bold

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**
Æ**Ø****Ö****Ä****Å****Å****Ü****é****æ****ð****ö****ää****å****ü****ó**
1**2****3****4****5****6****7****8****9****0****½****¼**
&**,****!****?****@****()****#****\$****¢****¥****€****%*********+****=****:****;**

Gotham Black

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**
Æ**Ø****Ö****Ä****Å****Å****Ü****é****æ****ð****ö****ää****å****ü****ó**
1**2****3****4****5****6****7****8****9****0****½****¼**
&**,****!****?****@****()****#****\$****¢****¥****€****%*********+****=****:****;**

BOBRICK TYPOGRAPHY

Digital Applications

Bobrick's secondary type family, Lato, is used on the website and similar digital applications such as branded emails, videos and all digital communications that link back to the website.

Lato Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ÆØÖÅÅÅÜéæõõääåüó
1234567890½¼
&.,?!@()#\$¢¥€%*+-=:;

Lato Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ÆØÖÅÅÅÜéæõõääåüó
1234567890½¼
&.,?!@()#\$¢¥€%*+-=:;

Lato Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ÆØÖÅÅÅÜéæõõääåüó
1234567890½¼
&.,?!@()#\$¢¥€%*+-=:;

Lato Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ÆØÖÅÅÅÜéæõõääåüó
1234567890½¼
&.,?!@()#\$¢¥€%*+-=:;

Microsoft Office Suite

Arial, Bobrick's default typeface, is used for Microsoft Office Suite applications such as PowerPoint presentations, letters, memos, faxes, emails and Word templates.

Using the Logo

Tagline Usage

Logo Sizing

Clear Zone

Correct Application

Incorrect Application

Color Palette

Typography

KOALA KARE PRODUCTS



KOALA KARE FULL COLOR PRIMARY LOGO

Using the Logo

Logo Variations

The Koala Kare Full Color Primary Logo is the preferred usage when full color printing or reproduction is an option. Koala Kare Full Color Keyhole Logo is for use on product with a molded keyhole logo placement area. Koala Kare Grayscale and One-Color Outlined Logos are for use when black and white, one color reproduction or etched applications are required. Koala Kare Logotype Tiles are for use on non-infant products.

Tagline Variations

In most applications, the Koala Kare Full Color Primary Logo should be used with one of two taglines. See the following page for usage and sizing guidelines.



Koala Kare Full Color Primary Logo



Koala Kare Full Color Small Print Logo



Koala Kare Dark Surround Logo



Koala Kare Grayscale Logo



Koala Kare Black Outlined Logo



Koala Kare Cyan Outlined Logo



Koala Kare Logotype Tiles



Koala Kare Full Color Primary Logo

- Catalogs
- Advertising
- Websites
- Promotional products & brand materials
- PowerPoint presentations
- Invoices, purchase orders & boxes
- Boxes & cartons (one color logo)



Koala Kare Full Color Keyhole Logo

- Products with a molded keyhole logo placement area

KOALA KARE TAGLINE LOGOS

Tagline Usage

In most applications, the Koala Kare Full Color Primary Logo should be used in conjunction with one of two taglines.

Retail Tagline

The “We Care for Kids” Retail Tagline should be used in applications targeted to facilities and building professionals, the general public and broad audiences.

Division Statement Tagline

The “A Division of Bobrick” Division Statement Tagline should only be used in applications with a target audience of architects and/or design professionals.

No Tagline

In select situations, such as space-sensitive applications and applications where the logo will appear less than 1 inch wide, the Koala Kare Full Color Primary Logo should be used without a tagline.

Tagline Sizing



Retail Tagline

The cap height of the tagline is exactly $\frac{1}{2}$ of the cap height of “Koala Kare.” The tagline is centered and spaced exactly $\frac{1}{2}$ of the cap height below the bottom of the logo. VAG Rounded Bold is used for the tagline to match the “Koala Kare” logo font.



Division Statement Tagline

The cap height of the tagline is exactly $\frac{1}{3}$ of the cap height of “Koala Kare.” The tagline is centered and spaced exactly one cap height below the bottom of the logo. Gotham is used for the tagline to match all corporate communications in which Gotham is the primary font.

KOALA KARE LOGO

Using the Logo

Logo Sizing

In any application of the Koala Kare logo, the minimum size is determined by the width of the Koala Kare logo, which for readability, may not be narrower than 1 inch.



Clear Zone

The immediate recognition of the Koala Kare logo can be enhanced by maintaining an ample clear area, void of typography or other elements, around the perimeter of the shield or logo. This area is referred to as the "clear zone."

Measure the cap height of the "K" in Koala (X). A clear zone, represented by the gray field surrounding the name on all sides, must be equal to or greater than X.



KOALA KARE LOGO

Correct Application

Backgrounds

Using appropriate backgrounds is important in maintaining a sufficient contrast between any of the logos and the background while improving legibility.



Color logo on light, medium and dark backgrounds



Grayscale logo on light and dark backgrounds; black logo on medium background



Blue logo on light and medium backgrounds, printed on cardboard carton

KOALA KARE LOGO

Incorrect Application

Examples

To maintain a consistent visual brand, it is important to apply the logo correctly. The following examples demonstrate what **NOT** to do. Using colors that are not compatible with the logo colors and placing the logo on top of an image are just a few examples of incorrect logo usage.

It is also important to scale the logos proportionately so that the artwork does not get “stretched” or “squashed” in either the x or y axis.

Finally, you should never separate the logo elements or change the size relationship between logo elements.



Do not use logo with incompatible colors.



Do not place logo on top of an image.



Do not use logo with low contrast background.



Do not squash logo.



Do not stretch logo.



Do not rotate logo.



Do not separate logo elements.



Do not change size relationship of elements.



Do not use logo elements independently.

KOALA KARE COLOR PALETTE

Using the Primary Palette

The Koala Kare primary palette is made up of two colors: Koala Kare Blue, Koala Kare Light Blue and Black or the equivalent in RGB or HEX.

Extended Palette

The extended, complementary palette allows for flexibility in communications with varied audiences and enhances consistency across all media. It is permissible to use screens or tints of these colors to improve readability or for aesthetic reasons. Koala Kare Medium Blue, Koala Kare Green and Koala Kare Orange correspond with Koala Kare's primary Product Categories. Please see following page for additional usage guidelines

Formulas

Depending on the media, colors can be reproduced using one of these formulas:

- PANTONE for offset-printed materials or signage with match colors, use the PANTONE version. The PANTONE colors are the same regardless of paper stock specified.
- CMYK for printed materials using the four-color process.
- RGB for Microsoft Office Suite, other digital or broadcast media use.
- HEX for websites and online use.

Primary Palette



KOALA KARE BLUE
C100 M0 Y0 K0
R0 G179 B255
Hex 00b3ff



KOALA KARE LIGHT BLUE
C50 M0 Y0 K0
R128 G217 B255
Hex 80d9ff

Extended Palette



KOALA KARE MEDIUM BLUE
Pantone 285C
C90 M47 Y0 K0
R54 G144 B205
Hex 3690cd



KOALA KARE GREEN
Pantone 360C
C59 M0 Y90 K0
R127 G195 B71
Hex 7fc347



KOALA KARE ORANGE
Pantone 1505C
C0 M64 Y100 K0
R236 G118 B59
Hex ec763b



KOALA KARE DARK BLUE
Pantone 2935C
C100 M63 Y0 K2
R0 G87 B183
Hex 0057b7



KOALA KARE DARK GREEN
Pantone 567C
C88 M24 Y66 K74
R20 G79 B85
Hex 144f55



KOALA KARE TEAL
Pantone 3265C
C75 M0 Y43 K0
R0 G199 B85
Hex 00c7bb



KOALA KARE RED
Pantone 1788C
C0 M93 Y82 K0
R209 G57 B57
Hex d13939



KOALA KARE PURPLE
Pantone 525C
C64 M98 Y1 K33
R80 G55 B113
Hex 503771



KOALA KARE GREY
Pantone Cool Grey 9C
C50 M40 Y34 K17
R117 G120 B123
Hex 75787b

COLOR USAGE

Koala Kare Brand Palette

Colors in the Koala Kare Brand Palette should be the dominant colors used in most brand-level communications and messages that are not specific to a single Koala Kare Product Category, such as general information or company news.



KOALA KARE BLUE
C100 M0 Y0 K0
R0 G179 B255
Hex 00b3ff



KOALA KARE LIGHT BLUE
C50 M0 Y0 K0
R128 G217 B255
Hex 80d9ff



KOALA KARE DARK BLUE
C100 M0 Y0 K40
R0 G125 B179
Hex 007db3



KOALA KARE GREY
Pantone Cool Grey 9C
C50 M40 Y34 K17
R117 G120 B123
Hex 75787b

Product & Thematic Palette

Colors in the Koala Kare Product & Thematic Palette, a subclassification of the Extended Palette, should be used in applications that are relevant to a single Koala Kare Product Category or content theme.



CHANGING STATIONS — KOALA KARE GREEN
Pantone 360C
C59 M0 Y90 K0
R127 G195 B71
Hex 7fc347



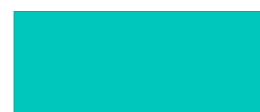
SEATING — KOALA KARE MEDIUM BLUE
Pantone 285C
C90 M47 Y0 K0
R54 G144 B205
Hex 3690cd



REPLACEMENT PARTS — KOALA KARE ORANGE
Pantone 1505C
C0 M64 Y100 K0
R236 G118 B59
Hex ec763b



PRODUCT RESOURCES — KOALA KARE PURPLE
Pantone 525C
C64 M98 Y1 K33
R80 G55 B113
Hex 503771



PARENT RESOURCES — KOALA KARE TEAL
Pantone 3265C
C75 M0 Y43 K0
R0 G199 B85
Hex 00c7bb

KOALA KARE TYPOGRAPHY

Print Applications

Koala Kare's main type family, Gotham, is used in the majority of communications applications, such as brochures, advertising, letterhead, banners, signage and promotional items.

Gotham Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ÆØÖÄÅÁÂÜéæðöääåüó
1234567890½¼
&.,?!@()#\$¢¥€%*+-=:;

Gotham Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ÆØÖÄÅÁÂÜéæðöääåüó
1234567890½¼
&.,?!@()#\$¢¥€%*+-=:;

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ÆØÖÄÅÁÂÜéæðöääåüó
1234567890½¼
&.,?!@()#\$¢¥€%*+-=:;

Gotham Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ÆØÖÄÅÁÂÜéæðöääåüó
1234567890½¼
&.,?!@()#\$¢¥€%*+-=:;

KOALA KARE TYPOGRAPHY

Digital Applications

Koala Kare's secondary type family, Montserrat, is used on the website and similar digital applications such as branded emails, videos and all digital communications that link back to the website.

Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ÆØÖÅÅÅÜéæðöääåüó
1234567890½¼
&.,?!@()#\$¢¥€%*+-=:;

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ÆØÖÅÅÅÜéæðöääåüó
1234567890½¼
&.,?!@()#\$¢¥€%*+-=:;

Montserrat Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ÆØÖÅÅÅÜéæðöääåüó
1234567890½¼
&.,?!@()#\$¢¥€%*+-=:;

Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ÆØÖÅÅÅÜéæðöääåüó
1234567890½¼
&.,?!@()#\$¢¥€%*+-=:;

Microsoft Office Suite

Arial, Koala Kare's default typeface, is used for Microsoft Office Suite applications such as PowerPoint presentations, letters, memos, faxes, emails and Word templates.

Using the Logo

Logo Sizing

Clear Zone

Correct Application

Incorrect Application

GAMCO COMMERCIAL RESTROOM ACCESSORIES



GAMCO LOGO

Using the Logo

Logo Variations

The GAMCO logo appears in two variations: full color and reverse.

Division Statement Usage

The GAMCO division statement ("A Division of Bobrick") should only be used in text, or in some cases, within trademark and copyright notices.



Color Logo with Tagline Applications:

- Catalogs
- Advertising
- Websites

Color Standalone Logo Applications:

- Brand materials (stickers, labels, posters, folders, etc.)
- PowerPoint presentations
- Promotional products & giveaways
- Invoices & purchase orders
- Legal notices & documentation
- Boxes & cartons (one color logo)



Reverse Logo with Tagline



Reverse Standalone Logo

GAMCO LOGO

Using the Logo

Sizing

In any application of the GAMCO logo, the minimum size is determined by the width of the word GAMCO, which for readability, may not be narrower than 1½ inch. For optimal readability it is recommended that the logo not be used narrower than 1¾ inches.



1-¾ inch



1-½ inch

Clear Zone

The immediate recognition of the GAMCO logo can be enhanced by maintaining an ample clear area, void of typography or other elements, around the perimeter of the shield or logo. This area is referred to as the "clear zone."

Measure ½ of the cap height of the "G" in GAMCO (X). A clear zone, represented by the gray field surrounding the name on all sides, must be equal to or greater than X. This includes the tagline "Commercial Restroom Accessories" when in use.



GAMCO LOGO

Correct Application

Backgrounds

Using appropriate backgrounds is important in maintaining sufficient contrast between any of the logos and the background while improving legibility.

Color Logo — Light Background

On a light-colored, light photograph or light patterned background, the GAMCO logo should be reproduced in full-color.

Reverse Logo

The reverse version of the logos should be used in medium to dark background color applications only where there is enough contrast for the logo to be read easily.



Color logo on light background



Color logo on light background



Color logo on light photograph background



Color logo on light patterned background



Reverse logo on medium background



Reverse logo on dark background

GAMCO LOGO

Incorrect Application

Examples

To maintain a consistent visual brand, it is important to apply the logo correctly. The following examples demonstrate what **NOT** to do. Using colors that are not compatible with the logo colors and placing the logo on top of a dark image are just a few examples of incorrect logo usage.

It is also important to scale the logos proportionately so that the artwork does not get “stretched” or “squashed” in either the x or y axis.

Finally, you should never separate the logo elements or change the size relationship between logo elements.



Do not use logo with colors that are incompatible with logo colors.



Do not use backgrounds that do not allow for enough contrast.



Do not distort logo proportions or rotate logo.



Do not separate logo elements or change their size relative to each other.

Using the Logo

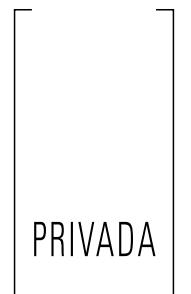
Logo Sizing

Clear Zone

Correct Application

Incorrect Application

PRIVADA® CUBICLES



PRIVADA® LOGO

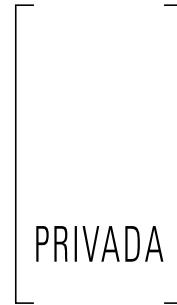
Using the Logo

Logo Variations

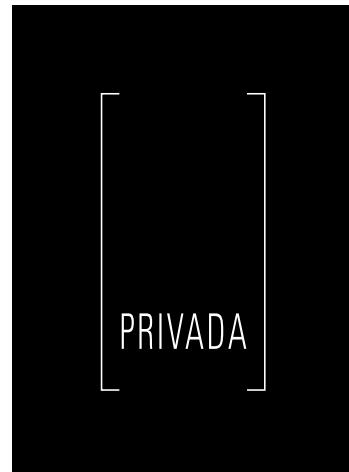
The PRIVADA logo appears in two variations: black and reverse.

Division Statement Usage

The PRIVADA division statement ("A Division of Bobrick") should only be used in text or, in some cases, within trademark and copyright notices.



Black Logo



Reverse Logo

PRIVADA® LOGO

Using the Logo

Sizing

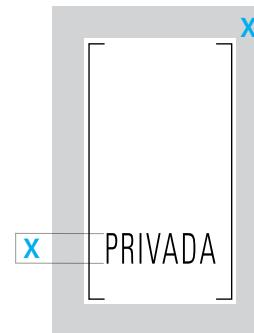
In any application of the PRIVADA logo the minimum size is determined by the width of the brackets, which for optimal readability, should be $\frac{3}{4}$ inch. It is recommended that the logo not be used narrower than $\frac{1}{2}$ inch.



Clear Zone

The immediate recognition of the PRIVADA logo can be enhanced by maintaining an ample clear area, void of typography or other elements, around the perimeter of the shield or logo. This area is referred to as the "clear zone."

Measure the cap height of the "P" in PRIVADA (X). A clear zone, represented by the gray field surrounding the name on all sides, must be equal to or greater than X.



PRIVADA® LOGO

Correct Application

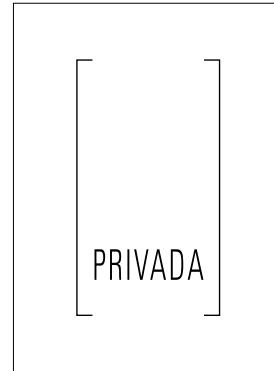
Examples

Using appropriate backgrounds is important in maintaining a sufficient contrast between any of the logos and the background, and allows for the logos to be read easily.

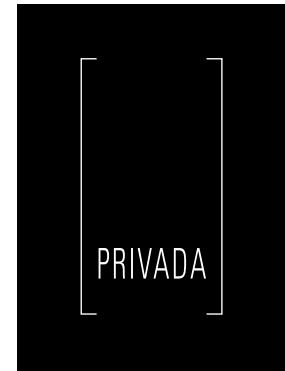
On light colored backgrounds the positive tagline logo should be used while on medium and dark backgrounds the reverse tagline logo should be used.

Brackets

The logo “brackets” may be used as a frame to draw attention to product details or to add drama to marketing materials.



Black logo on white background



Reverse logo on black background



White brackets on dark photographic background



Black brackets on light photographic background

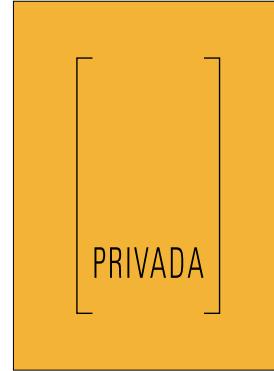
PRIVADA® LOGO

Incorrect Application

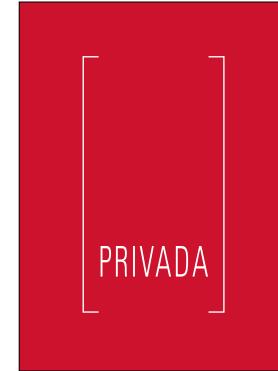
Examples

To maintain a consistent visual brand, it is important to apply the logo correctly. The following examples demonstrate what **NOT** to do. Using colors that are not compatible is just one example of incorrect logo application.

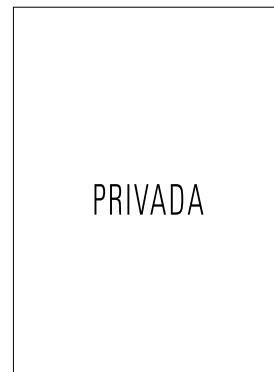
It is also important to scale the logos proportionately so that the artwork does not get “stretched” or “squashed” in either the x or y axis. The logo should not be distorted in any way. This includes rotating the logo.



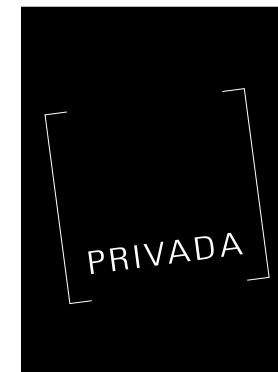
Do not use black logo
on any color background.



Do not use reverse logo on
any color background.



Do not use “PRIVADA”
independently of logo
elements.



Do not rotate logo or distort
its proportions.

Using the Logo

Logo Sizing

Clear Zone

Correct Application

Incorrect Application

THRISLINGTON CUBICLES



thrislington cubicles

THRISLINGTON CUBICLES LOGO

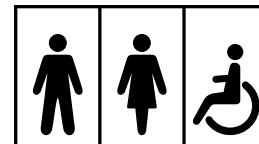
Using the Logo

Logo Variations

The Thrislington Cubicles logo appears in two color variations: black and reverse, and two orientations: centered and horizontal.

Division Statement Usage

The Thrislington division statement ("A Division of Bobrick") should only be used in text or, in some cases, within trademark and copyright notices.



thrislington cubicles



thrislington cubicles

Black Centered Logo

Reverse Centered Logo



Black Horizontal Logo



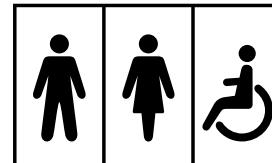
Reverse Horizontal Logo

THRISLINGTON CUBICLES LOGO

Using the Logo

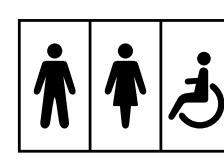
Centered Logo Sizing

In any application of the Thrislington centered logo, the minimum size is determined by the width of the words "Thrislington Cubicles," which for readability, should never be narrower than 1 inch. For optimal readability it is recommended that the logo not be narrower than 1-1/4 inch.



thrislington cubicles

1-1/4 inch



thrislington cubicles

1 inch

Horizontal Logo Sizing

In any application of the Thrislington horizontal logo, the minimum size is determined by the width of the logomark, which for optimal readability, should not be narrower than 1/2 inch. At its smallest it is recommended that the logomark not be narrower than 3/8 inch.



1/2 inch



3/8 inch

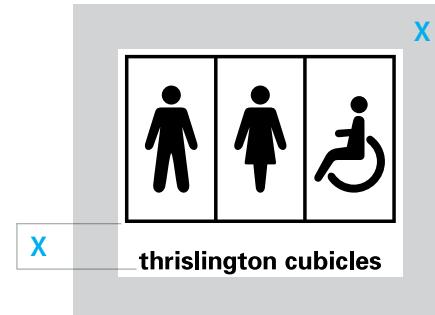
THRISLINGTON CUBICLES LOGO

Using the Logo

Centered Logo Clear Zone

The immediate recognition of the Thrislington Cubicles logo can be enhanced by maintaining an ample clear area, void of typography or other elements, around the perimeter of the shield or logo. This area is referred to as the “clear zone.”

Measure the distance from the bottom of the logo mark to the baseline of “thrislington cubicles” (X). A clear zone, represented by the gray field surrounding the name on all sides, must be equal to or greater than X.



Horizontal Logo Clear Zone

Measure the full height of the letters from the baseline to the top of the ascender in “thrislington cubicles” (X). A clear zone, represented by the gray field surrounding the name on all sides, must be equal to or greater than X.



THRISLINGTON CUBICLES LOGO

Correct Application

Backgrounds

Using appropriate backgrounds is important in maintaining sufficient contrast between any of the logos and the background while providing for optimal legibility.

Black Logo — Light Background

The black Thrislington Cubicles logos should be applied to a light-colored or light photographic background.

Reverse Logo — Dark Background

The reverse Thrislington Cubicles logos can be reproduced on a dark-colored or dark photographic background.



Black centered logo on light backgrounds



Black centered logo on medium/dark backgrounds



Reverse centered logo on light backgrounds



Reverse centered logo on dark backgrounds



Black centered logo on light photographic backgrounds



Reverse centered logo on dark photographic backgrounds

THRISLINGTON CUBICLES LOGO

Incorrect Application

Examples

To maintain a consistent visual brand, it is important to apply the logo correctly. The following examples demonstrate what **NOT** to do. Using colors that are not compatible is just one example of incorrect logo application.

It is also important to scale the logos proportionately so that the artwork does not get “stretched” or “squashed” in either the x or y axis. The logo should not be distorted in any way, including rotating it.



Do not use black logo on any color background.



Do not use black logo on any color background.



Do not use reverse logo on light-colored background.



Do not use black logo on dark-colored background.



Do not separate logo elements or change their relative size.



Do not rotate logo or distort its proportions.

Using Multiple Logos

Authorized Distributor Logos

ADDITIONAL LOGO CONSIDERATIONS



BUILDING VALUE SINCE 1906

USING ALL BRAND LOGOS

Ordering

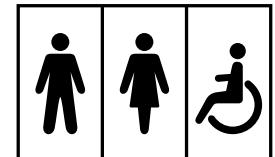
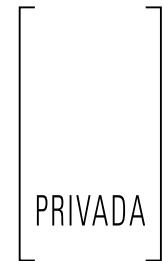
When all Bobrick brand logos are present, please use them in the following order: Bobrick, PRIVADA, Koala Kare, GAMCO, Thrislington.

Horizontal & Vertical Orientations

The five brand logos may be arranged horizontally or vertically in the order presented here.

Sizing

Unless otherwise noted, all logos should occupy the same amount of optical space, including the Bobrick logo.



thrislington cubicles

USING TWO BRAND LOGOS

Using the Bobrick Logo with a Subordinate Brand Logo

To effectively communicate the relationship between the Bobrick brand and a subordinate brand, please adhere to the following guidelines in applications where the Bobrick logo is used with another brand logo.

Left-Right Orientation

The Bobrick logo should always appear to the left of the accompanying brand logo, so it is the primary logo in a left-to-right orientation.

Size Relationship

The Bobrick logo should be 150% larger than the subordinate logo when placed together at full size.

Clear Zone

The immediate recognition of the Bobrick and subordinate brand logos can be enhanced by maintaining an ample clear area, void of typography or other elements, around the perimeter of the both logos. This area is referred to as the “clear zone.”

Measure the height of the Bobrick logomark (x) A clear zone, represented by the gray field between the logos, must be equal to or greater than X.



The Bobrick logo should be 150% larger than the accompanying logo at full size.

LOGO USAGE

Using Authorized Distributor Logos

Bobrick, Koala Kare, PRIVADA and GAMCO Authorized Distributors must use only the appropriate Authorized Distributor logos in advertising. Avoid implying any special relationship with Bobrick with use of colors, logos, domain name, business name or images.

The Bobrick Authorized Distributor logo is only to be used when a contract exists between the distributor and Bobrick. To use Authorized Distributor logos for other Bobrick brands, please consult your salesperson for approval.

General Advertising

Authorized Distributors must adhere to the following guidelines related to the usage of brand logos and other assets:

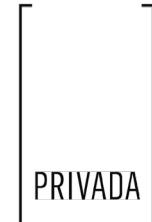
- The name Bobrick, the use of any Bobrick image, or any variation of the Bobbrick brand name is not to be used in connection with the advertising of any other brand.
- Show images in which Bobrick products are featured or implied in a tasteful and professional manner.
- Update images with proper photos, names and company names as directed by Bobrick within a reasonable period of time.



Authorized Distributor



Authorized Distributor



Authorized Distributor



Authorized Distributor

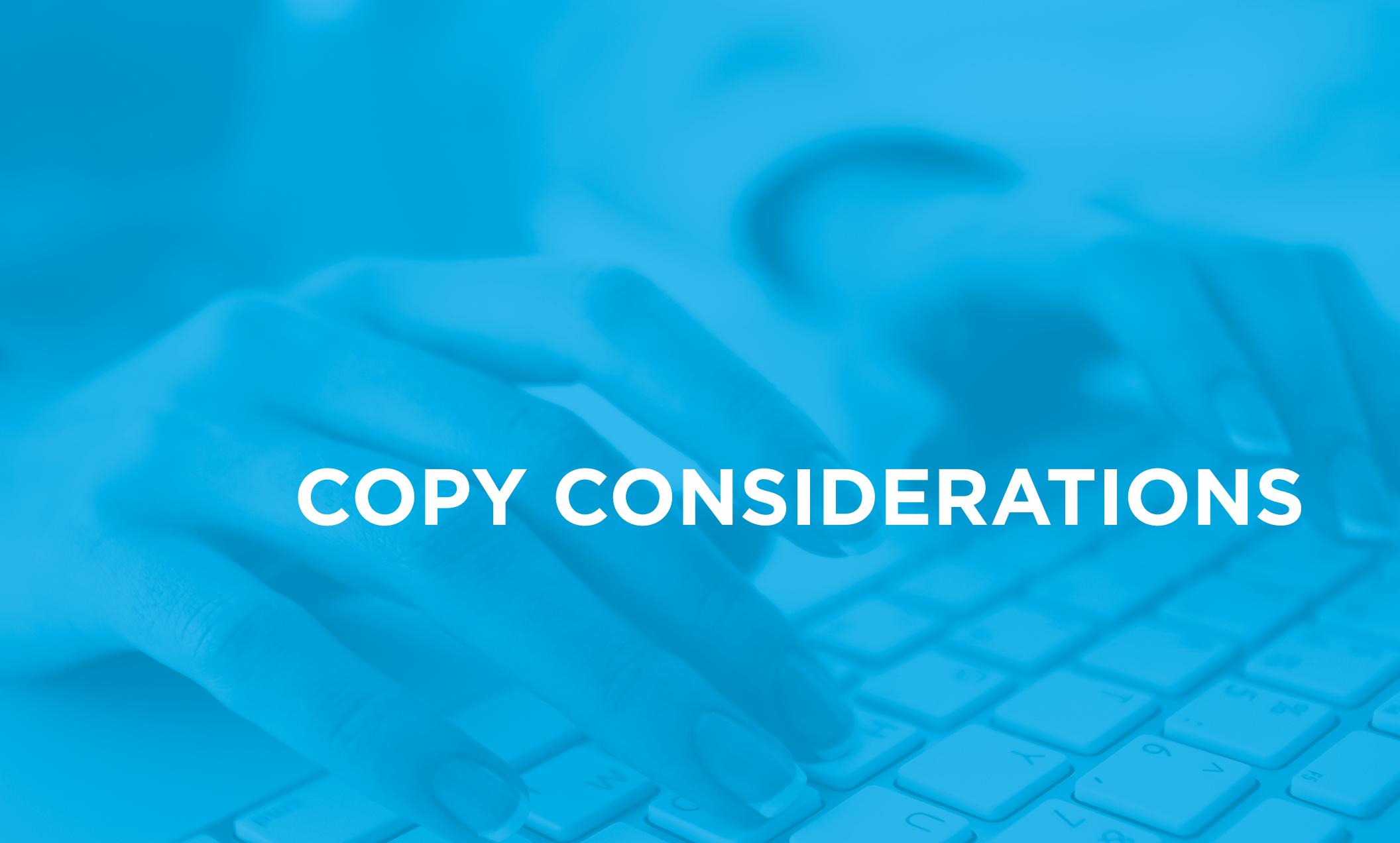
Color Logos with Descriptors

Website Advertising

The following applies to website advertising:

- If Bobrick has any objections to the way in which its mark is being represented, it will notify Distributor in writing and request that corrective action be taken within a reasonable period of time. In the event of serious violations, Bobrick reserves the right to ask for an immediate change or to suspend any rights of Distributor under Bobrick's Advertising Protocol.
- Avoid using the terms "Bobrick," "Bobrick Washroom," "Bobrick Washroom Equipment" in any URL address.

For complete guidelines, please review Bobrick's Advertising Protocol at bobrick.com/customer-service/policies-conditions/



COPY CONSIDERATIONS



BUILDING VALUE SINCE 1906

CAPITALIZATION & PUNCTUATION GUIDELINES

Use of Ampersands vs. Slashes

Ampersands may be used in place of the word “and” in headlines, subheads, section labels and similar applications where space is limited, and the words or phrases being connected play congruent roles in the construction. Ampersands should not be used in running text, body copy or to connect incongruous words or phrases.

Do not use forward slashes in copy. Instead, use the word “and” or use ampersands in situations that meet the criteria outlined above.

Correct

Shipping & Freight

Cubicles & Toilet Partition Systems

How to Save Time & Money with Bobrick Soap Dispensers

Incorrect

Shipping/Freight

Saving Time & Bobrick Soap Dispensers

Bobrick offers a range of hand dryers & paper towel dispensing solutions.

Use of Initial Capital Letters

Product Categories & Subcategories

Names of Bobrick product categories and subcategories should utilize initial capital letters. Please note that when the context is generic or non-proprietary in nature, regular-case initial letters should be used.

Correct

Bobrick's Washroom Accessories

Bobrick's selection of Toilet-Seat Cover Dispensers offers unparalleled durability.

The right soap dispenser can deliver a range of benefits for your building.

Incorrect

Bobbrick's washroom accessories

Bobbrick's selection of toilet-seat cover dispensers offers unparalleled durability.

The right Soap Dispenser can deliver a range of benefits for your building.

ABBREVIATING PRODUCT NAMES

Product Model Numbers and Descriptors

Bobrick product names generally consist of four elements:



Some product names may include a Product Brand Name:



In Body Copy

On the first reference in body copy, the entire Product Name string should be used, including appropriate trademark symbols applied to the Product Series:

B-359033 TrimLineSeries™ Recessed Paper Towel Dispenser

On subsequent references in body copy, the Product Series or Modifier may be omitted, paying close attention to consistency in the given application.

B-359033 Recessed Paper Towel Dispenser

B-350944 Paper Towel Dispenser

Please avoid using the model number on its own without appropriate context.

In Headlines, Subheads & Labels

In headlines, subheads, section labels and other space-sensitive applications, the Product Series or Modifier may be omitted:

B-359033 Recessed Paper Towel Dispenser

B-359033 Paper Towel Dispenser

Exception

In rare cases, the Model Number and Modifier may be omitted in headlines and body copy, provided that a Product Brand Name is present, and that brand only includes one model:

InstaDry™ Hand Dryer

TRUNCATING WORDS & SENTENCES

Using Commonly Recognized Abbreviations

In Body Copy

In body copy and running text, all words should be spelled out in full, including all words and phrases listed below.

In Headlines, Subheads & Labels

In headlines, subheads, section labels, calls-to-action and other space-sensitive applications, abbreviations that are commonly recognized in the industry and/or by the intended audience may be used, paying close attention to consistency for the given application.

Commonly recognized abbreviations that may be used include:

- Representative → Rep
- Specification → Spec
- BIM Object → BIM
- CAD Drawing → CAD
- Higher Education → Higher Ed
- Technical Document → TD
- Technical Advisory Bulletin → TB

If you are unsure whether an abbreviation is commonly recognized, please contact Bobrick Marketing Communications.

Using Full Sentences vs. Fragments

Avoid using fragments in body copy and running text in both print and digital applications. Use full sentences instead.

Sentence fragments may be used in headlines, subheads, labels and as elements of bullet point lists.

PRODUCT TRADEMARK GUIDELINES

Trademark Symbol Usage

On the first reference in a given material, all product brand names and Product Series trademarks listed on this page should include the appropriate trademark or registered trademark symbols. Always use the full name of the brand name or Product Series, without shorthand or abbreviations on the first reference.

Domestic & International Trademark Usage

Please note that many Bobrick products have different trademark types in the United States and internationally. The index on this page may include discontinued products or products currently being phased out. However, trademark style requirements still apply to these products.

Trademark Index

Category	U.S.	International
Design Integrated Accessory Series	ClassicSeries®	ClassicSeries™
	ConturaSeries®	ConturaSeries™
	MatrixSeries™	MatrixSeries™
	TrimLineSeries™	TrimLineSeries™
Soap Dispensers	LiquidMate®	LiquidMate®
	SureFlo®	SureFlo™
Paper Towel Dispensers	TowelMate®	TowelMate®

Category	U.S.	International
Hand Dryers	AirCraft®	AirCraft®
	CompacDryer™	CompacDryer™
	Cub™	Cub™
	Elan™	Elan™
	InstaDry™	InstaDry™
	QuietDry™	QuietDry™
	DuraDry™	DuraDry®
	TerraDry™	TerraDry®
	TrimDry™	TrimDry™
Grab Bars	WingIt™	WingIt
Waste Receptacles	LinerMate®	LinerMate®
Cubicles & Toilet Partition Systems	PRIVADA® Cubicles	
	DuraLineSeries® CGL	
	SierraSeries® SCRC	
	DesignerSeries™ HPL	
	TrimLineSeries™ HPL	
	MetroSeries™ HPL	
	ClassicSeries® HPL	
	AccentSeries™ HPL	
	Graffiti-Off®	
Services & Tools	Bospec™	
	RapidResponse®	
	QuickShip®	
	iBob®	
Bobrick Partner Brands & Technologies	Microban®	Microban®
	FUNDERMAX®	
	ARBORITE®	
	FORMICA®	
	Wilsonart®	
	EcoLogo®	



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