

BRAND GUIDELINES



MACLEAN-FOGG

This manual is a guide for the verbal, visual, and digital elements that represent the MacLean-Fogg brand.

The guidelines in this document are intended to be used by those using visual elements that represent the company.

Any design deviating from what is noted in these guidelines must be approved by the Marketing Team.

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4 **About MacLean-Fogg**

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MacLean-Fogg is a global leader in innovative solutions, specializing in automotive, industrial, and material handling. With over 2,000 employees and nearly 100 years of expertise, we prioritize innovation, customer satisfaction, and quality, driving solutions that shape the future of manufacturing.

INTEGRITY

Integrity is the value upon which everything else rests.

We believe that ethical behavior is the foundation of a good business. We do the right thing at all times.

PEOPLE

It's about people.

We strive to create a workplace that practices respect, openness, personal growth and entrepreneurship. We are determined to achieve excellence in Environmental, Health and Safety through Mission Zero.

CUSTOMERS

Our Customers are the focus of everything we do.

With our customers in the forefront, we are driven by a culture of continuous improvement in pursuit of excellence in all we do. By building positive relationships, we strive to anticipate and satisfy their needs with world class products and services.

STEWARDSHIP

We value stewardship.

We are responsible for the welfare of everything that is entrusted to our care: our employees, customers and the environment. It is our obligation to strictly manage our business performance to ensure perpetuity for the benefit of generations to come.

For Us, For Family is MacLean-Fogg's Safety Brand that embodies our commitment to safety and our promise to be there for our families, our coworkers, and even our customers. For Us, For Family is our philosophy and our reason to work safely.

Our Pledge

We believe all incidents are preventable.

We believe no job is so important and no task is so urgent that we cannot do our work safely.

We believe in protecting ourselves and each other, every day.

At MacLean-Fogg, safety is a way of life.

For **For Us, Family**

MacLean-Fogg is a family-owned enterprise comprised of five primary business groups:

Fastener Solutions, Engineered Solutions, Plastic Solutions, Additive Solutions and Mallard Manufacturing.



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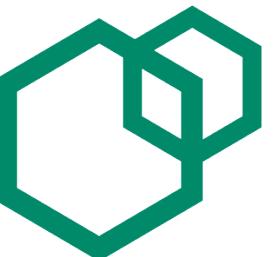
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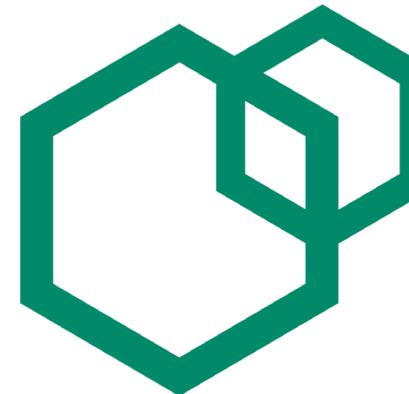
The MacLean-Fogg Company logo represents our heritage. It is derived from the traditional double-hex icon, and its modern design positions us for future relevance. This mark portrays a calm confidence that reflects the demeanor of our company's leadership. The mature tone of the wordmark communicates our nature as a capable and established parent company.

FULL LOGO



MACLEAN - FOGG

ICON ONLY



Secondary Logos

MACLEAN-FOGG BRAND GUIDELINES

Due to restrictions in production and certain layout scenarios, occasions will arise where the primary logo is not a viable solution. The logos on this page are approved alternatives to the primary logo.

WHITE



BLACK



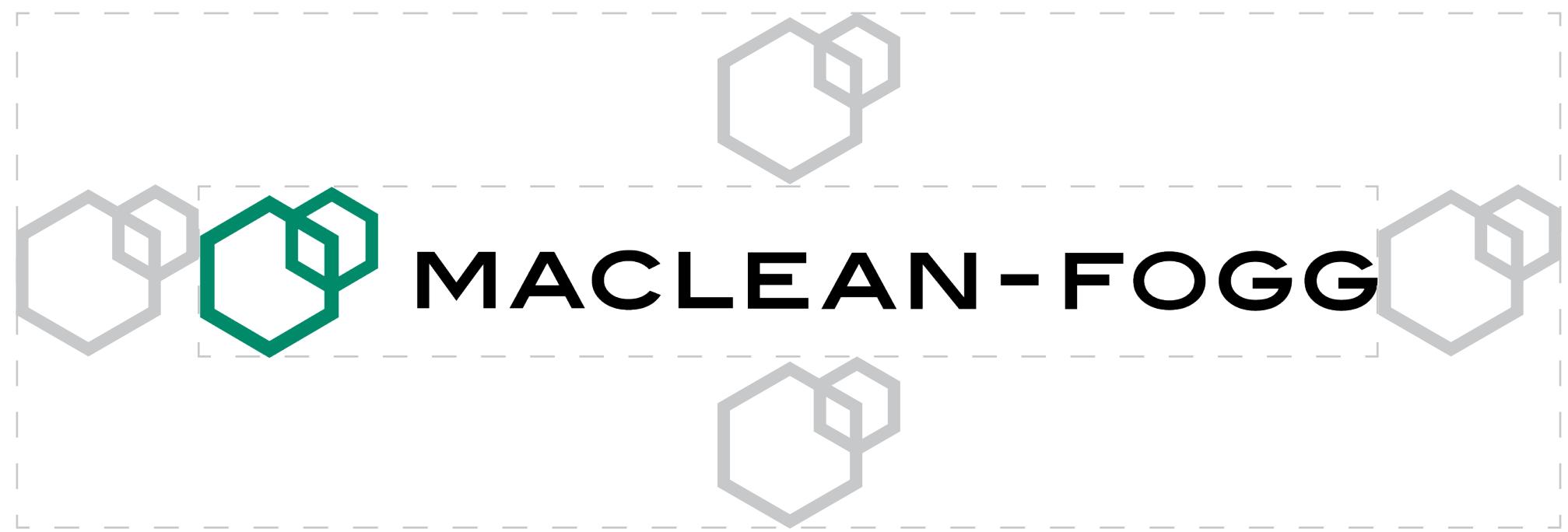
STACKED



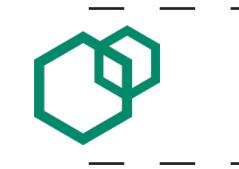
Clearance Space

The MacLean-Fogg logo must be surrounded by a fixed amount of open space based on the width of the hex icon within the logo. The clearance space ensures that the logo does not compete with typography or any graphic element.

MACLEAN-FOGG BRAND GUIDELINES



To ensure adequate readability of the logo, it should not be reproduced in sizes smaller than 100px on either side of the full logo. For use cases smaller than 100px, only the icon should be used.



For use cases smaller than 100px, only the icon should be used.

Approved Usage

MACLEAN-FOGG BRAND GUIDELINES

The ideal use of the MacLean-Fogg logo is the primary logo on a white or lightly colored background. Examples of approved use cases are shown here.

1. Use the full color logo on white backgrounds
2. Use the white logo on black, or dark grey backgrounds
3. Use the white logo on dark photos
4. Use the full color logo on light grey, or light colored backgrounds
5. Use the white-green logo on dark backgrounds
6. 1-color logo should be used on 1-color print jobs only



Unapproved Usage

MACLEAN-FOGG BRAND GUIDELINES

Readability and consistency are important aspects of the MacLean-Fogg logo. The logo should never be used in a way that causes it to lose legibility, keeps it from being easily identified, or misrepresents the MacLean-Fogg brand.

1. Do not crop the logo
2. Do not distort the logo
3. Do not add a shadow to the logo
4. Do not tilt, or flip the logo
5. Do not use the full-color logo on a dark colored background
6. Do not use the full-color logo on a dark photo, or a photo with a busy background



1



2



3



4



5



6

Historical Logos

MACLEAN-FOGG BRAND GUIDELINES

The historical MacLean-Fogg logos, while no longer in use, are important references for our brand. Our primary logo as it is today was based off of the original double hex.



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Primary Colors

MACLEAN-FOGG BRAND GUIDELINES

The MacLean-Fogg green represents our rich, familial heritage. It also highlights our insight and maturity. MacLean-Fogg black represents our power, stability, and confidence.

The gold and silver provide a calm foundation for the product based brands. These tones provide a complimentary grace to the palette.

PMS 335 C
R 0 G 121 B 95
C 97 M 6 Y 69 K 19
#008969

PMS 7473 C
R 42 G 156 B 137
C 70 M 0 Y 45 K 21
#2A9C89

PMS 563 C
R 109 G 178 B 163
C 50 M 0 Y 33 K 15
#6DB2A3

PMS 7464 C
R 163 G 204 B 194
C 30 M 0 Y 20 K 9
#A3CCC2

PMS 621 C
R 205 G 227 B 221
C 15 M 0 Y 10 K 4
#CDE3DD

PMS Black C
R 46 G 42 B 38
C 66 M 64 Y 67 K 67
#2E2A26

PMS 440 U
R 103 G 99 B 96
C 58 M 52 Y 54 K 23
#676360

PMS 403 U
R 143 G 139 B 137
C 46 M 40 Y 41 K 4
#8F8B89

PMS Cool Gray 4 U
R 188 G 184 B 182
C 27 M 23 Y 24 K 0
#BCB8B6

PMS Cool Gray 1 U
R 222 G 219 B 217
C 12 M 10 Y 11 K 0
#DEDBD9

PMS 873 C
R 137 G 110 B 76
C 41 M 50 Y 74 K 19
#896E4C

PMS P 13-7 C
R 173 G 152 B 126
C 33 M 37 Y 52 K 2
#AD987E

PMS P 13-4 C
R 196 G 178 B 160
C 24 M 27 Y 36 K 0
#C4B2A0

PMS P 13-1 C
R 220 G 209 B 197
C 13 M 15 Y 20 K 0
#DCD1C5

PMS P 51-1 C
R 237 G 230 B 225
C 6 M 7 Y 9 K 0
#EDE6E1

PMS Cool Gray 6 C
R 167 G 169 B 172
C 0 M 0 Y 0 K 40
#A7A9AC

PMS P 179-4 C
R 191 G 194 B 196
C 25 M 18 Y 18 K 0
#BFC2C4

PMS 427 C
R 209 G 210 B 212
C 17 M 13 Y 12 K 0
#D1D2D4

PMS P 179-2 C
R 226 G 227 B 228
C 10 M 7 Y 7 K 0
#E2E3E4

PMS 663 C
R 239 G 240 B 241
C 5 M 3 Y 3 K 0
#EFF0F1

Secondary Colors

These secondary colors complement the primary palette. Due to the nature of MacLean-Fogg Company communications, the primary MFCS and MPS colors are represented. Including these colors allow the product-based brands to speak in their own voice.

MACLEAN-FOGG BRAND GUIDELINES

MacLean-Fogg Component Solutions

PMS 7460 C
R 0 G 134 B 184
C 100 M 32 Y 14 K 0
#0086B8

PMS P 116-5 C
R 0 G 168 B 212
C 77 M 13 Y 8 K 0
#00A8D4

PMS 297 C
R 109 G 193 B 225
C 53 M 6 Y 6 K 0
#6DC1E1

PMS P 116-9 C
R 174 G 217 B 235
C 30 M 3 Y 4 K 0
#AED9EB

PMS P 118-9 C
R 215 G 236 B 244
C 14 M 1 Y 2 K 0
#D7ECF4

MacLean-Fogg Component Solutions

BLACK
R 0 G 0 B 0
C 0 M 0 Y 0 K 100
#000000

WHITE
R 255 G 255 B 255
C 0 M 0 Y 0 K 0
#FFFFFF

PMS 877 C
R 139 G 140 B 141
C 48 M 39 Y 39 K 3
#8B8C8D

PMS 428 C
R 195 G 197 B 199
C 23 M 17 Y 16 K 0
#C3C5C7

PMS 7459 C
R 65 G 150 B 180
C 73 M 27 Y 21 K 0
#4196B4

Mallard Manufacturing

PMS Cool Gray 11 C
R 85 G 87 B 89
C 65 M 56 Y 53 K 29
#555759

PMS 136 C
R 254 G 190 B 58
C 0 M 27 Y 87 K 0
#FEBE3A

PMS 3025 C
R 1 G 77 B 113
C 98 M 69 Y 34 K 18
#014D71

PMS 322 C
R 0 G 112 B 120
C 100 M 35 Y 50 K 13
#007078

PMS 7766 C
R 189 G 166 B 48
C 28 M 29 Y 100 K 1
#BDA630

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The primary typeface used for the MacLean-Fogg brand is **Myriad Pro**. This font has 10 different weight variations so there is an opportunity for creating hierarchy in text. Heavier fonts are used for headlines, while lighter to medium fonts can be used for body copy.

Myriad Pro is the primary font used for marketing collateral and professional print applications. In cases where **Myriad Pro** is not available, Arial should be used.

Myriad Pro

Light | *Light Italic* | Regular | *Italic*
Semibold | *Semibold Italic* | **Bold**
Bold Italic | **Black** | ***Black Italic***

abcdefghijklmnoprstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
?!\$%&/(=+*;:>@#[{

The secondary typeface used for the MacLean-Fogg brand is **Arial**. This font has 4 different weight variations so there is an opportunity for creating hierarchy in text. Heavier fonts are used for headlines, while lighter to medium fonts can be used for body copy.

Arial is the preferred font for applications where Myriad Pro is not available for use. This includes web documents such as Word, PowerPoint, Excel, and others.

Arial

Regular | *Italic*

Bold | ***Bold Italic***

abcdefghijklmnoprstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
?!\$%&/(=+*:;>@#[{

abcdefghijklmnoprstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
?!\$%&/(=+*:;>@#[{

abcdefghijklmnoprstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
?!\$%&/(=+*:;>@#[{

The email typeface used for the MacLean-Fogg brand is **Calibri**. This font has 6 different weight variations so there is an opportunity for creating hierarchy in text. Heavier fonts are used for headlines, while lighter to medium fonts can be used for body copy.

Calibri is the primary font for body copy of e-mail's within MacLean-Fogg. E-mail signatures, however, should always be in Arial.

Calibri

**Light | Light Italic | Regular
Italic | Bold | Bold Italic**

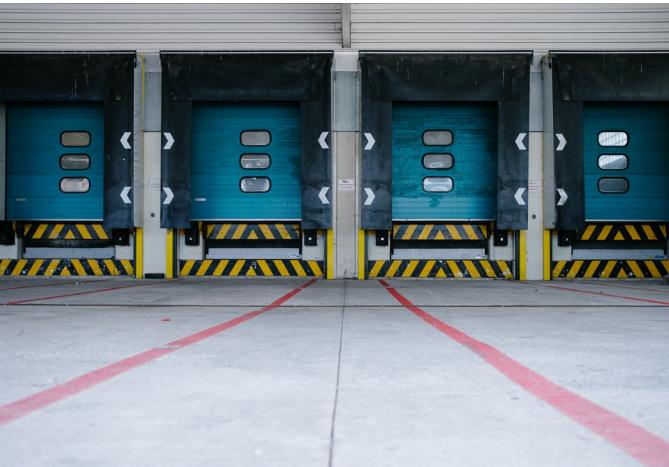
abcdefghijklmnoprstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
?!\$%&/(=+*;:>@#[{

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Primary Imagery

MACLEAN-FOGG BRAND GUIDELINES

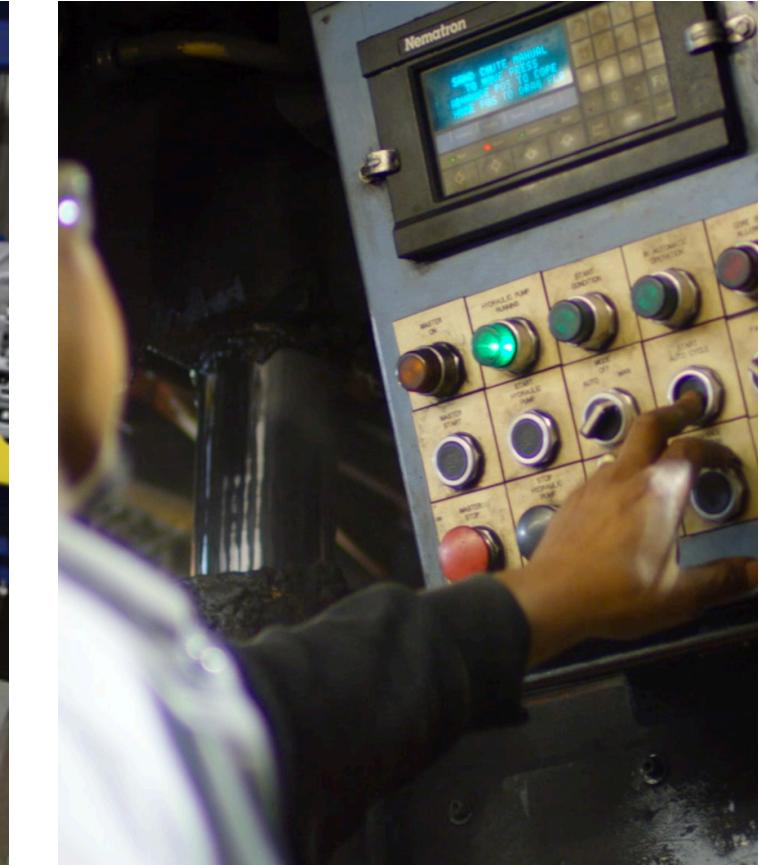
Corporate-level imagery is used when speaking about MacLean-Fogg Company. Interest-arousing aerial views of the working world highlight the broad perspective of MacLean-Fogg as an insightful visionary and an industry leader.



Secondary Imagery

MACLEAN-FOGG BRAND GUIDELINES

Secondary photography includes imagery that speaks in the voice of the product-based brands.



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The MacLean-Fogg PowerPoint templates represent our brand attributes in business presentations.



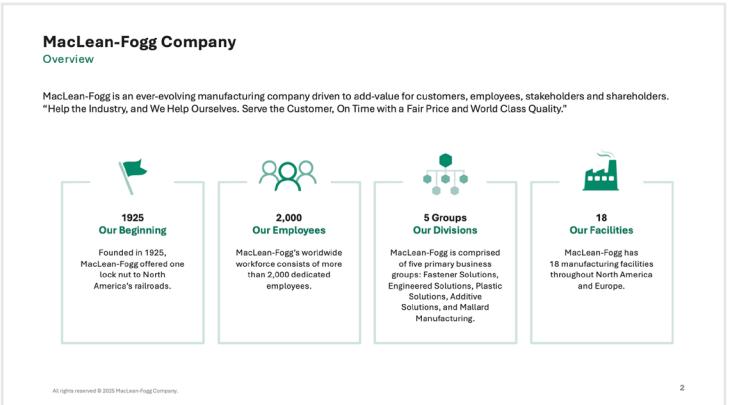
MACLEAN-FOGG

MacLean-Fogg

Company Overview

2025

The slide features a large, abstract graphic in the background with overlapping teal and black diagonal bands. The MacLean-Fogg logo is in the top left corner. The title 'MacLean-Fogg' is in a large, bold, black font. Below it, 'Company Overview' is in a smaller, teal font. The year '2025' is in the bottom left corner of the slide area.

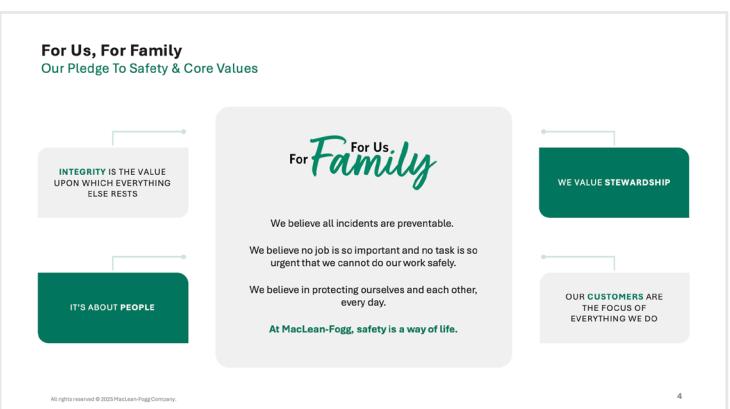


MacLean-Fogg Company Overview

MacLean-Fogg is an ever-evolving manufacturing company driven to add-value for customers, employees, stakeholders and shareholders. "Help the Industry, and We Help Ourselves. Serve the Customer, On Time with a Fair Price and World Class Quality."

Icon	Text	Details
Flag	1925 Our Beginning	Founded in 1925, MacLean-Fogg offered one lock nut to North America's railroads.
People	2,000 Our Employees	MacLean-Fogg's worldwide workforce consists of more than 2,000 dedicated employees.
Groups	5 Groups Our Divisions	MacLean-Fogg is comprised of five primary business groups: Engineered Solutions, Engineered Solutions, Plastic Solutions, Additive Solutions, and Mallard Manufacturing.
Factory	18 Our Facilities	MacLean-Fogg has 18 manufacturing facilities throughout North America and Europe.

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For Us, For Family Our Pledge To Safety & Core Values

INTEGRITY IS THE VALUE UPON WHICH EVERYTHING ELSE RESTS

IT'S ABOUT PEOPLE

We believe all incidents are preventable.

We believe no job is so important and no task is so urgent that we cannot do our work safely.

We believe in protecting ourselves and each other, every day.

At MacLean-Fogg, safety is a way of life.

WE VALUE STEWARDSHIP

OUR CUSTOMERS ARE THE FOCUS OF EVERYTHING WE DO

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Product Offerings

Category	Description
ENGINEERED SOLUTIONS	Value-added, unique, application specific components for automotive, appliance, heavy duty, mining, hard tool & industrial applications.
FASTENER SOLUTIONS	Wide range of internally and externally threaded fasteners for specialized applications.
PLASTIC SOLUTIONS	Close tolerance engineered functional plastics for a variety of applications.
ADDITIVE SOLUTIONS	Innovative steel materials and applications via Additive Manufacturing.
MALLARD MANUFACTURING	Custom gravity pellet and scatter flow storage solutions and gravity conveyor systems.

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The MacLean-Fogg letterhead represents our brand attributes for external communications.



Business Card

MACLEAN-FOGG BRAND GUIDELINES

The MacLean-Fogg business card represents our brand attributes for our employees when communicating with external customers, vendors, contractors, and others.

The clean, yet simple design allows for the logo to stand out while clearly identifying the employee's contact information.

