

# Brand Standards

March 2017



**BLACKLIDGE**<sup>®</sup>

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# INTRODUCTION

The following brand guidelines must be applied to all Blacklidge collateral.

These guidelines were created to ensure the integrity of the brand image.

# TRADEMARKS

The ® trademark symbol is required on the following brand marks and tagline.

Fig. 1

**BLACKLIDGE®**

Fig. 2

**PERFORMANCE.RELIABILITY.®**

Fig. 3

**Powered by HiMod®**

Fig. 4-5

**U<sup>F</sup>** **UltraFuse®**

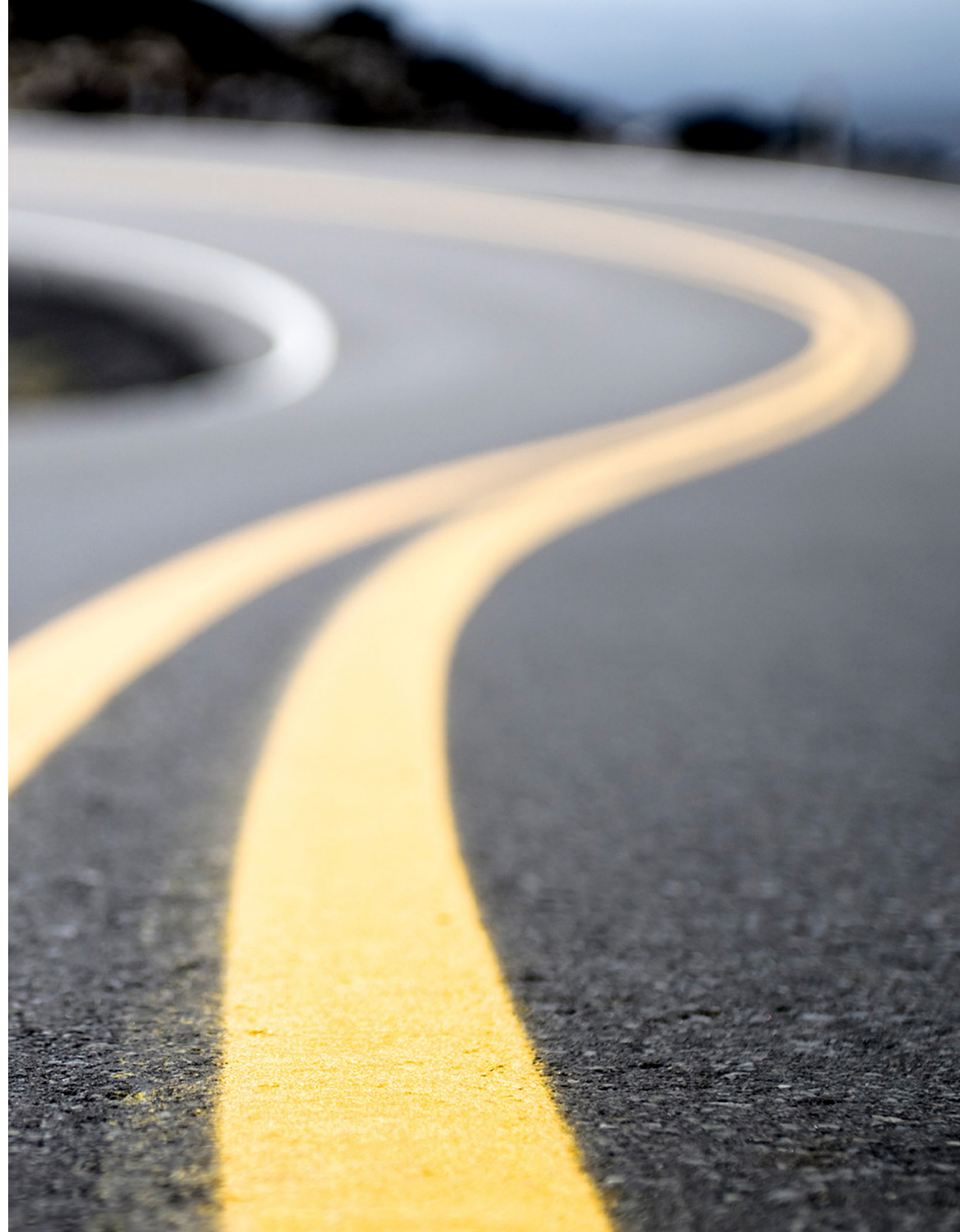
**U<sup>T</sup>** **UltraTack®**

Fig. 5-6

The ™ trademark symbol is required on the following brand marks and tagline.

**U<sup>P</sup>** **UltraPrime™**

**U<sup>A</sup>** **UltraArmor™**



# LOGO USAGE

Fig. 1

**BLACKLIDGE**

[Fig. 1]  
The minimum width of the logo should be used at 1" and NOT any smaller.

The maximum height for print materials is 3" and should **NEVER** exceed this UNLESS used for trade show or truck wrapping purposes.

Fig. 2

**PERFORMANCE.RELIABILITY.®**

[Fig. 2]  
The tagline should not appear near the logo. It appears on the back or bottom of all collateral.

Fig. 3 and 4

**BLACKLIDGE**® **BLACKLIDGE**®

[Fig. 3 and 4]  
The grayscale or black logo should only be used in a document that requires black and white printing.

Fig. 5, 6, 7 and 8



[Fig. 5-8]  
Reversed logo: The Blacklidge logo can only be placed on colored backgrounds utilizing the Blacklidge black or gray. The type should be reversed to white and the line should remain yellow. If only one color is permitted, the yellow line may be reversed to white.

Fig. 9



[Fig. 9]  
Maintaining a minimum amount of clear space around the brand mark ensures that it is legible. For reference, the height of the clear space above and below the logo should be the same as the height of the "B" in Blacklidge. The space on each side of the logo is the width of the "B" turned horizontal. Please make sure that no other elements enter this space, and leave more space whenever possible.

# LOGO USAGE (CONT.)

Fig. 10

**BLACKLIDGE**<sup>®</sup>

[Fig. 10]  
Illustrates correct usage of the Blacklidge logo.

[Fig. 11-16] Illustrates ways in which the Blacklidge logo should **NEVER** be used.

Fig. 11

~~BLACKLIDGE<sup>®</sup> BLACKLIDGE<sup>®</sup>~~

[Fig. 11]  
“Blacklidge” must always remain in Blacklidge black and the rule line underneath in Blacklidge yellow.

Fig. 12

~~BLACKLIDGE<sup>®</sup> BLACKLIDGE<sup>™</sup> BLACKLIDGE~~

[Fig. 12]  
**DO NOT** place the Blacklidge logo in a color container other than Blacklidge black or gray. Never under any circumstance allow the logo to appear as if it is extending outside of black or gray color box container. Always adhere to spacing highlighted in Fig. 9 (Page 9) of this standards manual.

Fig. 13

~~BLACKLIDGE<sup>®</sup>~~

[Fig. 13]  
**DO NOT** place color behind the Blacklidge full color logo.

Fig. 14

~~BLACKLIDGE<sup>®</sup>~~

[Fig. 14]  
**DO NOT** use “BLACKLIDGE” type treatment on its own without rule line underneath, either as a logo representation or design element.

Fig. 15

~~BLACKLIDGE<sup>®</sup> BLACKLIDGE<sup>®</sup>~~

[Fig. 15]  
**DO NOT** add a drop shadow or any type of effect including a gradient to the Blacklidge logo. The logo should always remain a solid color with no backdrop.

Fig. 16

~~BLACKLIDGE<sup>®</sup>~~

[Fig. 16]  
**DO NOT** stretch the logo.

# COPY USAGE

® and ™ are required only once when used in copy format. For example, if you are describing attributes of UltraFuse®, the ® is only required when the product is first mentioned.

Copy example:

HiMod® Technology is a breakthrough formula that produces super fine, thin-film bonding agents that hold together with superior strength. HiMod is naturally resistant to oxidation and creates a water-resistant membrane when in place. Additionally, this technology contains low levels of volatile compounds, which produces environmentally conscious products.

# VOICE

One of the most important ways we influence how people view Blacklidge® is through the words we use when we write and speak. Following these tone of voice principles will reflect the professionalism and reliability of the brand.

The voice of the Blacklidge brand is bold but not boastful. The content supporting the brand speaks to Blacklidge's superior technology, experienced team, exceptional product performance and reliable service. The guiding principles of the company are also reinstated whenever possible—integrity, diligence, empowerment, innovation, teamwork, respect, customer-focus, consistency and discipline.

As market leaders it is important that Blacklidge's voice is authoritative but not demeaning. Blacklidge is open to innovation and conversation in its category so the brand must feel accessible.

The following words best describe Blacklidge:

- Innovative
- Reliable
- Professional
- Trustworthy
- Supportive
- Approachable
- Friendly
- Knowledgeable
- Best in class
- Forward thinking
- Pioneers
- Reputable
- Fair
- Trusted
- Full of integrity

# PRODUCT BRANDING

HiMod® Technology, Blacklidge’s proprietary platform, uses brand marks for the technology and the product family it powers—UltraTack®, UltraFuse®, UltraArmor™ and UltraPrime™. The logos for the products are as follows:

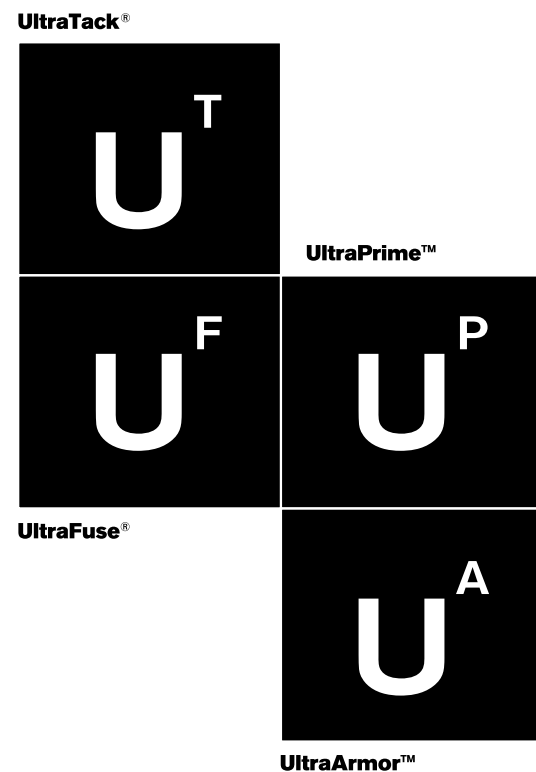
Fig. 1-4



The logos must stay within the black box above when used as a brand mark. The background color CANNOT change. The minimum height of the logos should be used at .75" and NOT any smaller.

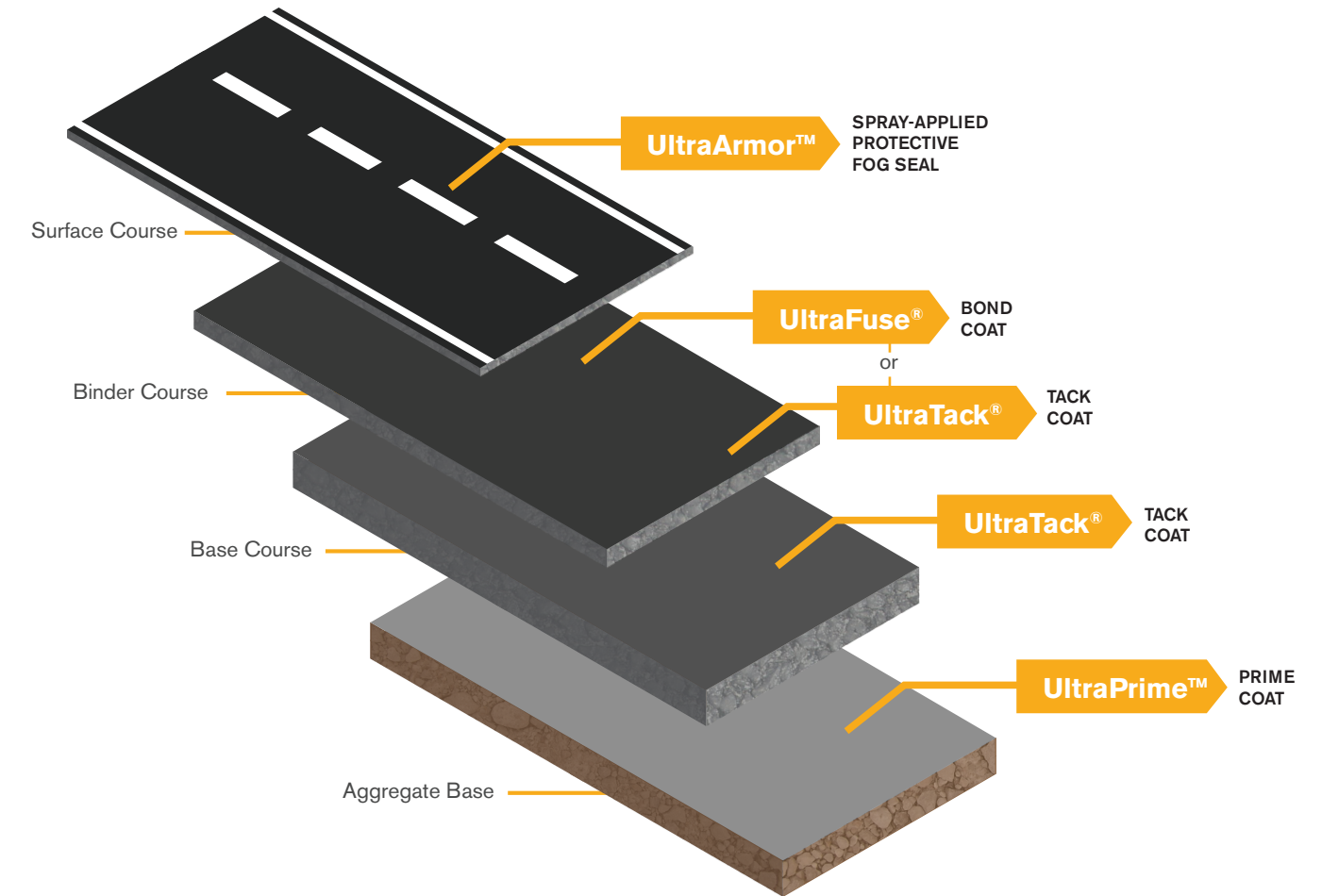
The HiMod products also live within a “periodic chart” that illustrates the relationship to the technology and each other.

Fig. 5



In order to illustrate the ideal usage for the HiMod products, the following road infographic can be used.

Fig. 6



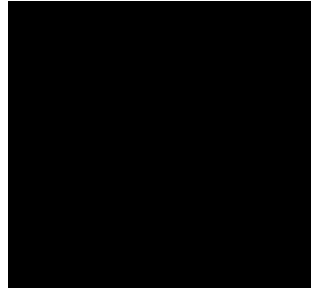


# COLOR PALETTE

## Web and Print



Pantone 143 C  
CMYK: C0 M32 Y86 K0  
R238 G175 B48  
HTML: EEA30



Blacklidge Black  
CMYK: C100 M100 Y100 K100  
R3 G0 B0  
HTML: 030000



Blacklidge Gray  
CMYK: C0 M0 Y0 K75  
RGB: R99 G100 B102  
HTML: 636466



Blacklidge Light Gray  
CMYK: C0 M0 Y0 K55  
RGB: R99 G100 B102  
HTML: 8A8C8E



Blacklidge Dark Gray  
CMYK: C0 M0 Y0 K93  
**PRINT ONLY**

**USE ONLY AS ACCENT COLOR  
ON BACK OF BUSINESS CARD  
AND TOP RULE LINE ON  
LETTERHEAD AND ENVELOPE**

# TYPOGRAPHY

## Print Usage

### PRIMARY FONT

#### Headlines and Sub-Headlines

Berthold Akzidenz Grotesk-Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz | 1234567890**

Sub Headlines are used at a smaller size than Headlines

#### Tagline

**BERTHOLD AKZIDENZ GROTESK BE-CONDENSED**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ | 1234567890**

#### Body Copy

Bertold Akzidenz Grotesk BE-Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz | 1234567890**

#### Bullet Points in Body Copy

Bertold Akzidenz Grotesk BE-Medium

**•ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**•abcdefghijklmnopqrstuvwxyz | •1234567890**

## Usage in Word/Powerpoint Documents

### PRIMARY FONT

#### Headlines

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz | 1234567890**

#### Body Copy

Arial Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz | 1234567890**

#### Sub Headlines

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz | 1234567890**

# BUSINESS CARDS

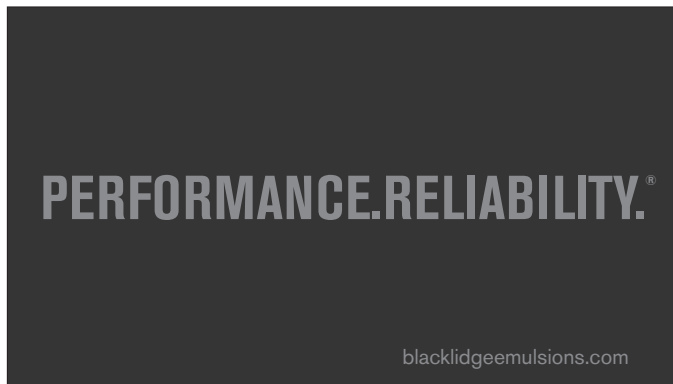
All Blacklidge business cards are two-sided and include the Blacklidge logo, tagline, URL, name and contact information. Titles must use abbreviations if they extend past one line.

For example: General Manager= GM

Business Card Front: Shown at 100%



Business Card Back: Shown at 100%



Size: 3.5" x 2" with bleed  
Colors: Spot Color + 4 Color  
Paper: 18PT TANGO C2S COVER

Some employees at Blacklidge will be issued a second business card with additional information including fax number, toll-free number and address.

Business Card Front: Shown at 100%



Business Card Back: Shown at 100%



Size: 3.5" x 2" with bleed  
Colors: Spot Color + 4 Color  
Paper: 18PT TANGO C2S COVER

# LETTERHEAD

The Blacklidge letterhead incorporates the Blacklidge logo, tagline and contact information.

Please follow alignment rules as indicated in the following:

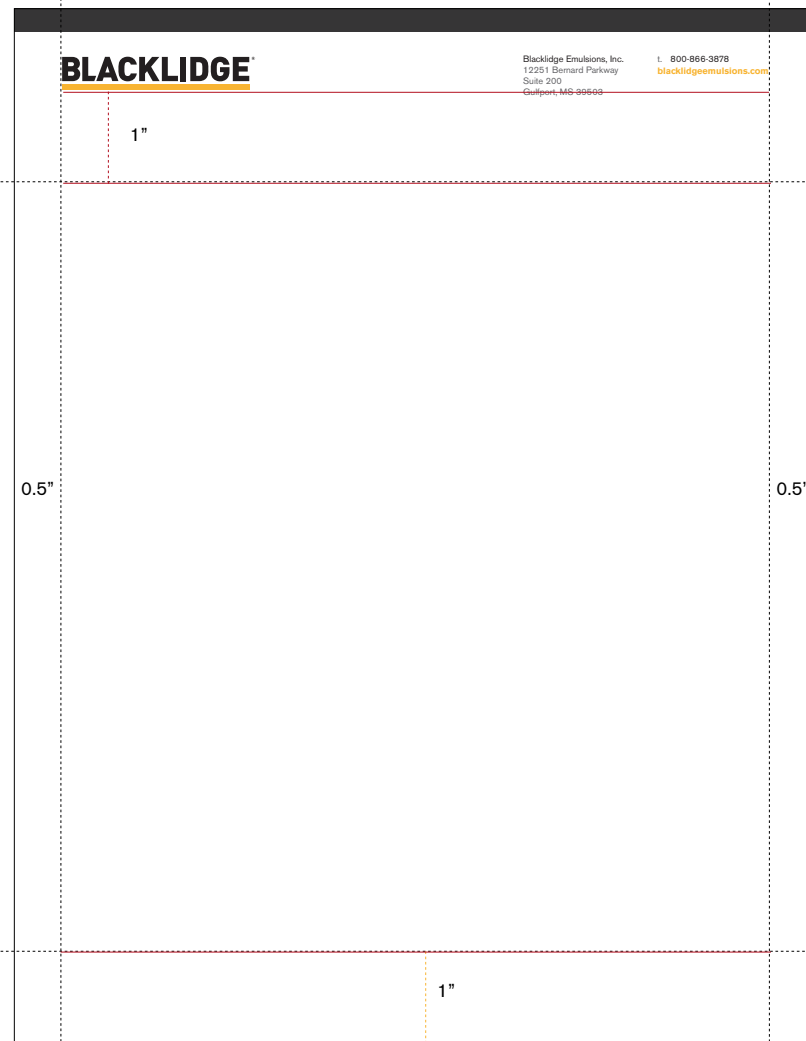
Size: 8.5 x 11  
Color: Spot color + 4 color

For correspondences that exceed one page, please use the second piece of letterhead that includes just the Blacklidge logo and web address.

Please follow alignment rules as indicated in the following:

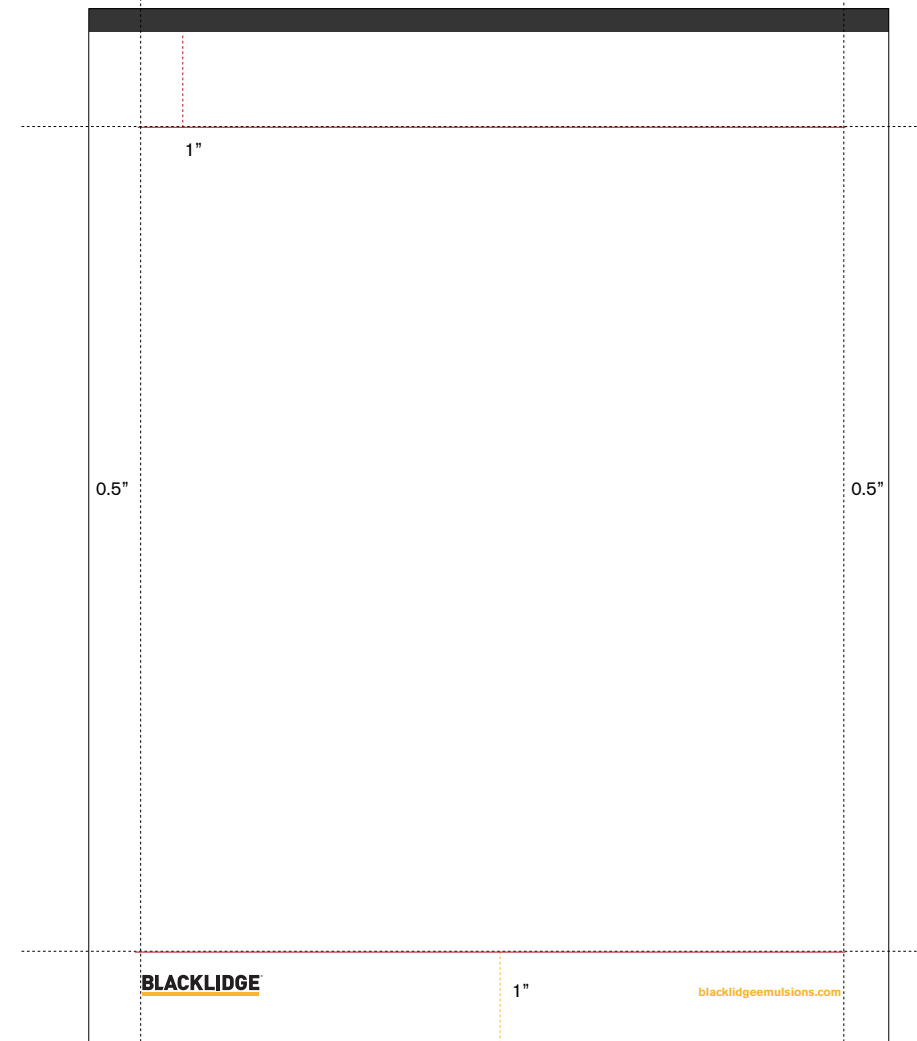
Size: 8.5 x 11  
Color: Spot color + 4 color

Page One Letterhead: Shown at 50%



1. Your written correspondence should begin 1" down from the rule line in the Blacklidge logo.
  2. The left alignment of your correspondence should align with the "B" in Blacklidge or 0.5".
  3. Paragraph lines should not extend past the "m" in .com or 0.5".
  4. Text should not extend past 1" above the bottom of the sheet.
- Please set margins appropriately.

Page One Letterhead: Shown at 50%



1. Your written correspondence should begin 1" down from the top color box.
  2. The left alignment of your correspondence should align with the "B" in Blacklidge or 0.5".
  3. Paragraph lines should not extend past the "m" in .com or 0.5".
  4. Text should not extend past 1" above the bottom of the sheet.
- Please set margins appropriately.

# ENVELOPES

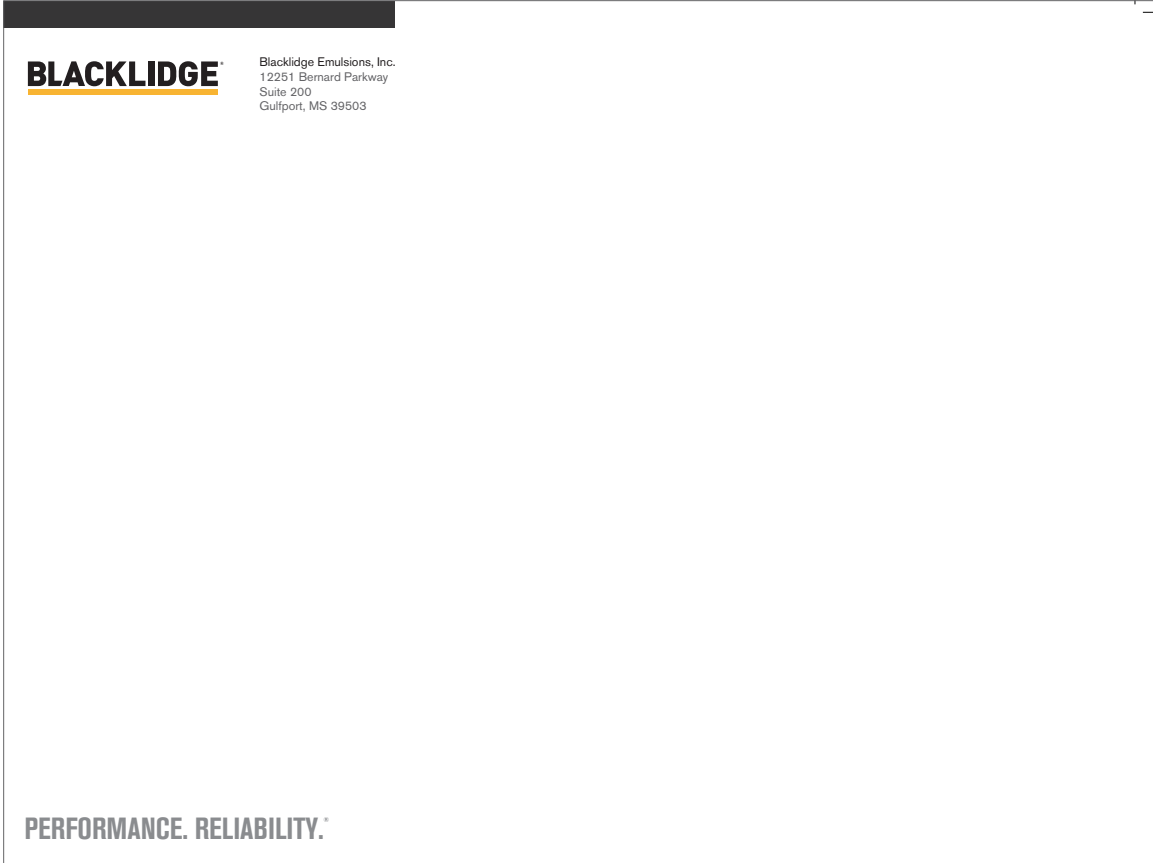
The No. 10 envelope should be used for typical mail correspondence. The front of the envelope incorporates the Blacklidge logo, return address and gray rule mark.

Envelope Shown at 60%



9 x 12 Envelope Example

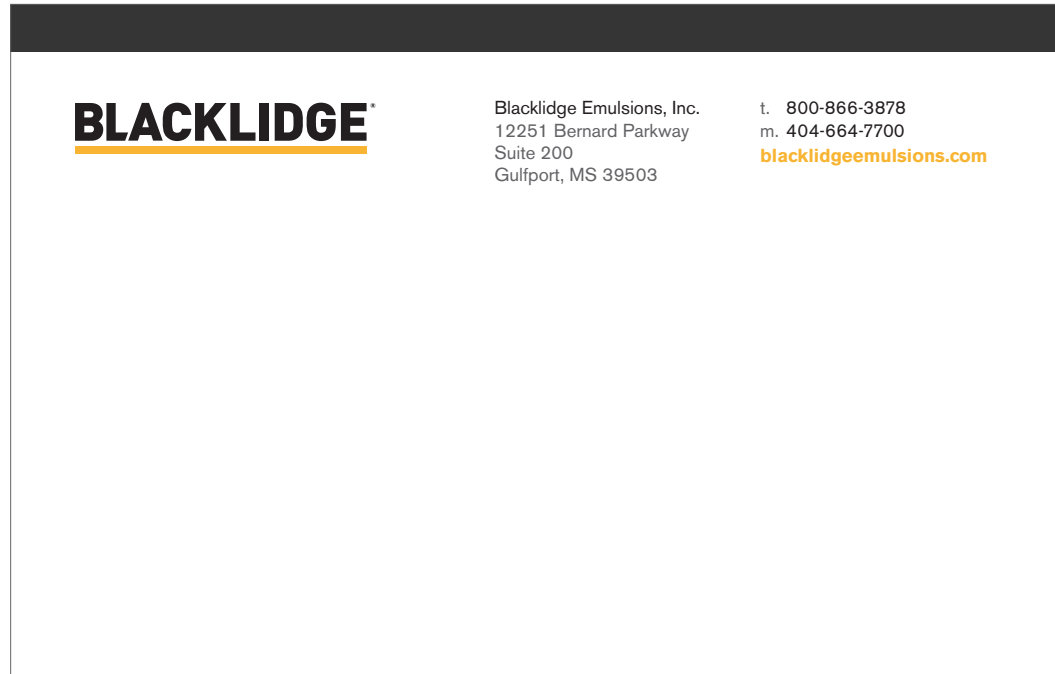
Envelope Shown at 50%



# LABEL

The below label should be used as a shipping label for Blacklidge.  
5.5" x 3.5"

Label Shown at 100%



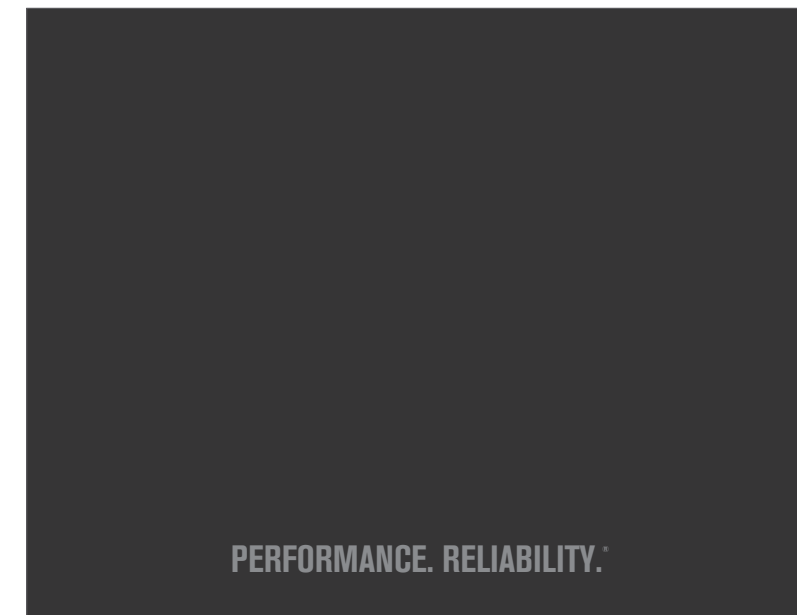
# THANK YOU CARD

The thank you card can be used for all written correspondence for Blacklidge  
requiring a handwritten note.  
5.5" x 4.25"

Card Shown at 75%



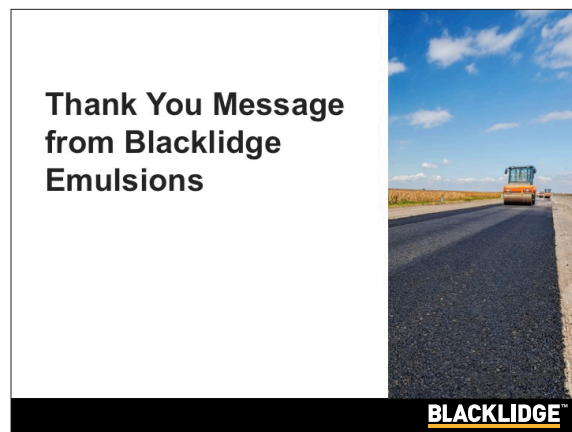
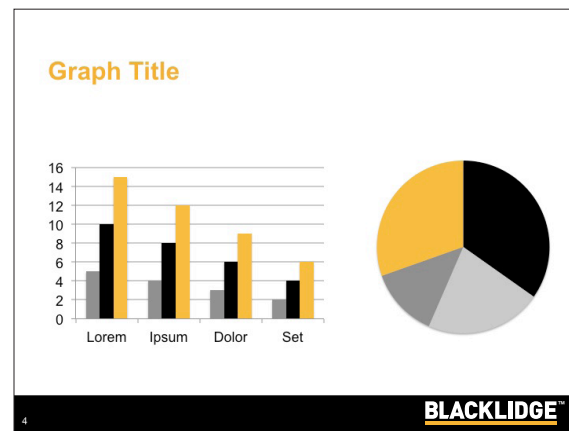
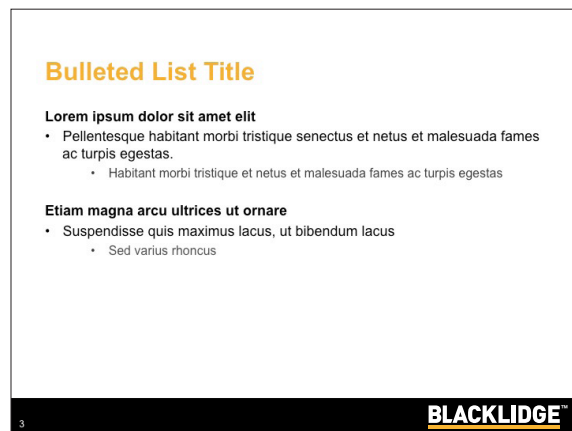
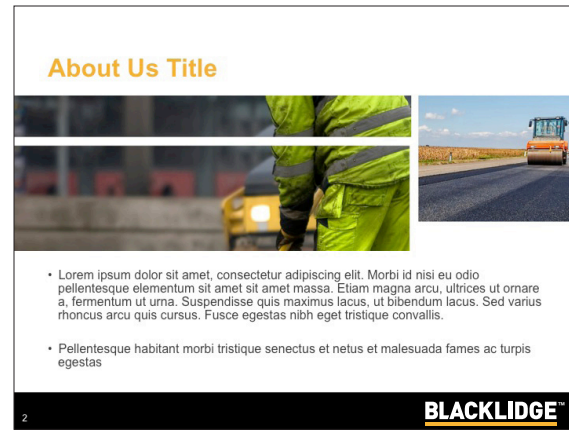
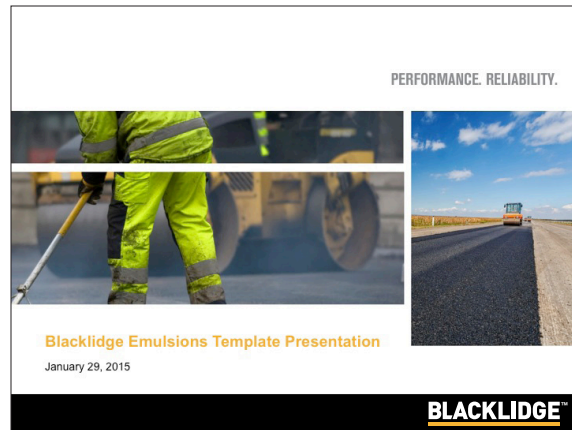
Front



Back

# POWERPOINT

The following illustrates five slides from the Blacklidge Powerpoint presentation. Adhere to the design standards within the Powerpoint presentation shared with you.



# IMAGE USAGE

Images should always pertain to a service, technology or product that Blacklidge offers.

It is the job of the designer to lay out photos in a montage style with a gap (.21" h x .21" w at 100%) between them. Once designed with the properly sized gap at 100%, the image montage may be scaled down.



# PRODUCT SHEET

The Blacklidge product sheet incorporates the Blacklidge logo, Blacklidge product logo, tagline on back, photography and contact information.

Please follow design rules as indicated in the following:

Size: 8.5 x 11  
Color: Spot color + 4 color

Page One Sales Sheet: Shown at 50%

**U<sup>T</sup> UltraTack<sup>®</sup>**  
NTSS-1HM

**The Original Trackless Tack**

Blacklidge's UltraTack<sup>®</sup> (the original Trackless Tack) is a specially formulated asphalt emulsion that yields a fast setting, non-tracking tack coat. Unlike other tack coats, UltraTack is not sticky, which eliminates tracking and preserves the integrity of the bond between pavement layers. Not only will contractors achieve better road density with less compactive effort, but they will also save time and money. Our specially formulated asphalt emulsion is ready to pave clean, trackless roads in less than ten minutes. Blacklidge holds several U.S. Patents for non-tracking tack and bond coat technology.

**This has been the #1 Improvement in our program in the last 5 years!**  
—Collier Engineering

**BLACKLIDGE**

1. Product Logo is placed on the top left. Container must remain Blacklidge gray if used as a product sheet.
2. Top imagery bleeds on both sides.
3. Margins are set at 0.5" on left and right as well as the bottom.
4. Text begins 4.67" from the top of page.
5. Blacklidge logo is always on the bottom right. The baseline of the logo is always set at 0.35" from the bottom of page.

Please note the back of the product sheet is different on every piece.

Page Two Product Sheet: Shown at 50%

**Pave in Less Than Ten Minutes with No Tracking**

**Key Benefits:**

- Non-tracking interlayer tack coating
- Applied using conventional distributor—no special equipment required
- Rapid setting—begin paving in 5 to 20 minutes
- Age resistant
- Reduces compaction effort
- Reduces cleanup cost
- Cleaner, better-looking projects
- Can increase fatigue life by over 50% for a dense-graded HMA overlay\*

\*Based on bond and fatigue loss studies that investigate insufficient tack coat coverage and/or application rate—issues commonly associated with improper product selection, adhesive removal (tracking), and poor application/construction practices. Product selection does not ensure implementation of proper surface preparation, product application, and construction techniques.

Left: SS-1H UltraTack has 54% Better Bond strength

Right: Trackless Tack Bond Coat is estimated 1/5 inch thick, wicks up into the mix for an extra strong bond and improved density

**Call us to learn more about the benefits of UltraTack<sup>®</sup> at 1-800-866-3878**

Blacklidge Emulsions, Inc. | 12251 Bernard Parkway, Suite 200 | Gulfport, MS 39503  
blacklidgeemulsions.com | 1-800-866-3878

**BLACKLIDGE**

1. Margins are set at 0.5" on left and right.
2. The bottom margin is always set at 0.35" from the bottom of page.

# SUCCESS STORY

The Blacklidge success story incorporates the client logo, Blacklidge logo, tagline on back, photography and contact information.

Please follow design rules as indicated in the following:

Size: 8.5 x 11  
Color: Spot color + 4 color

Page One Success Story: Shown at 50%

- Client logo is placed on the top left with a white background. The white background starts 0.35" from the left of page. (The edge bleeds yellow.)  
Please allow 0.15" from the right edge of the client logo and the yellow color container.
- Text begins 1.85" from the top of page.
- Margins are set at 0.5" on the left and right as well as the bottom.
- Imagery bleeds.
- Blacklidge logo is always on the bottom right. The baseline of the logo is always set at 0.5" from the bottom of page.

The back of the success sheet is consistent on every piece.

Please follow design rules as indicated in the following:

Page Two Success Story: Shown at 50%

- Margins are set at 0.5" on the left and right as well as the bottom.
- Tagline is placed within the margins at 0.5" on the left and right.  
Tagline is aligned vertically and horizontally in the center of the 8.5 x 11 page.
- Blacklidge yellow is the designated background color.



# WEB COLOR PALETTE

**BLACKLIDGE**  
 HIMOD TECHNOLOGY PRODUCTS WHO WE SERVE **RESOURCES** ABOUT ON THE ROAD HOME CONTACT CAREERS

**RESOURCES**  
 As the nationwide leader in asphalt and emulsion technology, Blacklidge strives to educate our customers and others so they understand the science and functionality behind our products. Explore product guides, safety data sheets and our research to learn more.

**DATA SHEETS** **BETA LAB** **BETA**

**ON THE ROAD**  
 INTER-LAYER BONDING—PART OF FINDING A TRILLION-DOLLAR PROBLEM  
 Let's pretend for a moment that our nation has decided to now focus on maintaining (and improving!) our current infrastructure. The cost to do so, according to the American Association of State Highway and Transportation Officials (AASHTO), is estimated to be \$160 billion per year. Want to guess...

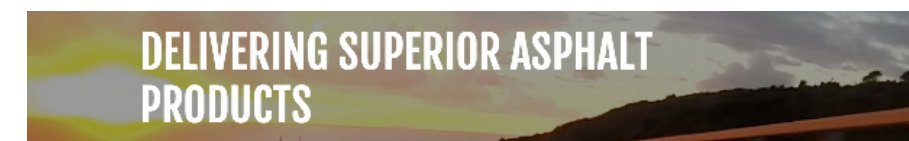
**"UltraFuse is the best track free tack I have ever seen. Quite impressive to be able to allow traffic on to the tack 2 minutes after sprayed with no tracking. All my customers have been very pleased."**  
\* ANTHONY GOSS, Industrial Fabric, Inc.

PERFORMANCE. RELIABILITY.™ **BLACKLIDGE**  
HIMOD TECHNOLOGY PRODUCTS WHO WE SERVE RESOURCES ABOUT ON THE ROAD HOME CONTACT CAREERS  
©2017 Blacklidge Technology

HTML: EEAF30  
 HTML: 030000  
 HTML: 333333  
 HTML: 636466  
 HTML: 8A8C8E  
 HTML: #FFFFFF

# WEB TYPOGRAPHY

## MAIN HEADLINE



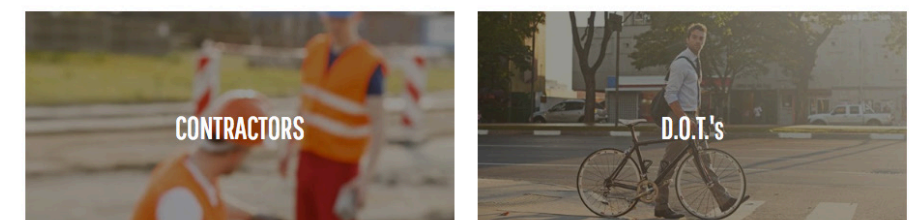
**FJALLA ONE**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ | 1234567890**

## NAVIGATION, BODY COPY, CALL TO ACTIONS



**RUBIX**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz | 1234567890**

## QUOTES, CALLOUTS, SUB NAVIGATION AND FOOTER



## PERFORMANCE. RELIABILITY.™

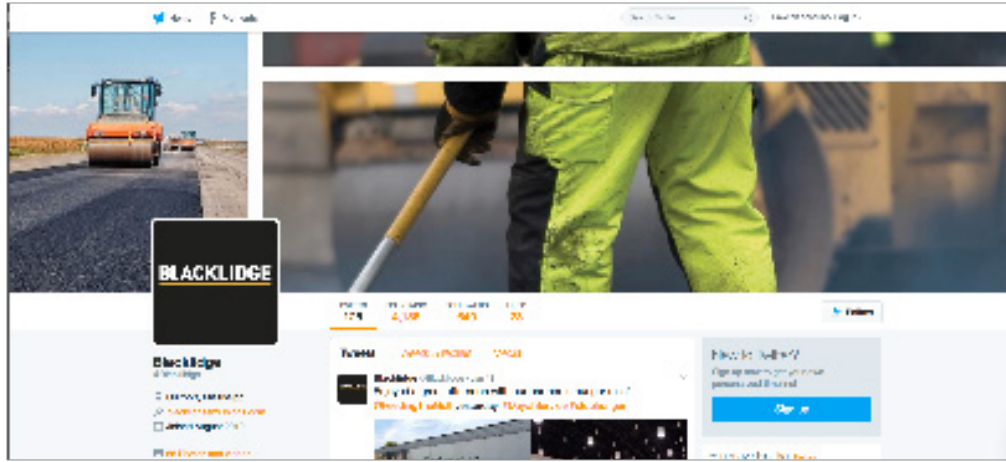


**FJALLA ONE**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz | 1234567890**

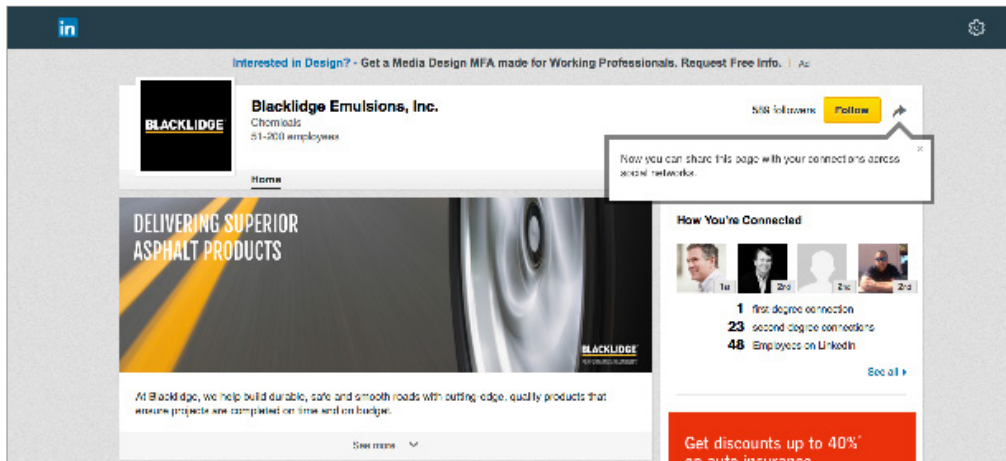
# SOCIAL

Design for Blacklidge headers on Twitter social adheres to standards similar to project sheets (page 27.)

LinkedIn Design adheres to similar standards as a textgram (page 35.)



TWITTER: @Blacklidge



LINKEDIN

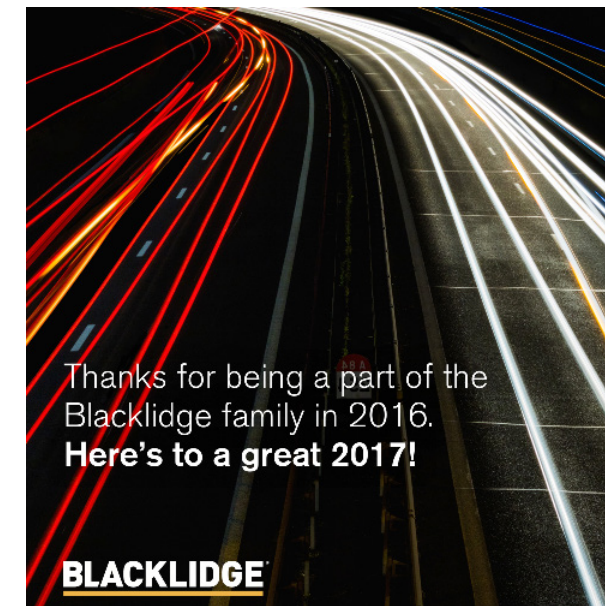
# SOCIAL/TEXTGRAM

Textgrams are used as part of Blacklidge's social media plan on Instagram. Blacklidge textgrams are always 1000px x 1000px in size. Only use images pertinent to Blacklidge and the emulsions industry.

In an instance where text would be legible over an image, please make the color of the text white. In cases where the text would not be visible over the image, please use a band of Blacklidge "Yellow" (refer to page 32 for correct HTML color breakdown.) All text over the yellow band should be black.

Please only use the fonts within the Berthold Akzidenz Grotesque family as referenced on page 17 of this manual.

Size: 1000px X 1000px



Textgram: Shown at 50%



Textgram Alternate: Shown at 50%

