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INTRODUCTION

The strength of the Dynabrade name and the brand name equity associated with it is recognized and highly-regarded around the world by end-users and distribution. How our marketing and sales teams present and use all associated marketing communications is paramount to the continued strength of the Dynabrade brand.

This Dynabrade Brand Identity brochure is intended to help present a consistent and strong message about the superior quality of Dynabrade products and service, and help distribution become familiar with the Dynabrade brand characteristics with ease and accuracy. Marketing collateral and correspondence influence how Dynabrade is perceived in the marketplace and a clear and effectively implemented corporate identity encourages and maintains quality and consistency in all visual communications. The Dynabrade brand name is enhanced when we properly use and follow the guidelines outlined in this document.

ABOUT US

MISSION STATEMENT: WE LISTEN. WE OBSERVE. WE INNOVATE.

We strive to create a positive, sustainable environment for our employees to design and manufacture high-quality products and innovative solutions to provide value to our customers.

VISION STATEMENT

To be the leader in surface finishing solutions and innovative process improvements for industries around the world.

WHO WE ARE

Founded in 1969, Dynabrade has earned a reputation for excellence and a position of leadership in the innovative design and manufacturing of unique portable abrasive power tools and related accessories. With over 1,000 high-quality tools in our product line, we are able to meet the specific needs of industrial and automotive markets. Our products and accessories are used in grinding, deburring, filing, sanding and polishing applications on materials such as metal, wood, plastic, glass, rubber, stone and composites. We supply these products to customers through a worldwide network of professional distributors. In addition to best-in-class products, Dynabrade is also a leader in innovative process solutions, clean air solutions and automation solutions.

THE DYNABRADE LOGO

The Dynabrade logo is a unique and distinctive symbol that is the key element of the Dynabrade Brand Identity Program. This memorable design combines a “D” shape with white space that symbolizes the Dynaflex® Abrasive Belt Tool, the product on which the company was founded. Below the “D” shape is the word “DYNABRADE”, which is part of the logo and should never be deleted.

Our logo is a strong visual device that conveys the Dynabrade image of quality and reliability, therefore it is vital that the logo reproduces clearly and is instantly identifiable in every medium. By following the guidelines stated here, we will ensure consistency and uniformity in every presentation of the Dynabrade logo.

The Dynabrade logo is a registered trademark in North America and in most countries of the world. When the Dynabrade logo is utilized on printed material of any kind, the legal notice of the trademark registration must be shown.

In North America, the registration symbol (®) fulfills this legal requirement. This symbol is also recognized in most countries of the world. The placement of the registration symbol (®) within the logo should be exactly as shown in these examples, and never varied. The (®) symbol should only be used with the logo when used in association with goods for which the logo is registered. Use of the (®) symbol with the logo, but not in association with goods for which the logo is registered is prohibited by law.

NOTE: For detailed color specifications, please refer to the “Brand Colors” section on page 8. The term “Dynabrade Orange” is used to designate the use of our orange color, whether it be Pantone® 172, a CMYK mix, a RGB mix or a HEX/HTML code number.

Pantone is a registered trademark of Pantone, Inc.

TWO-COLOR VERSIONS FOR PRIMARY USAGE



DYNABRADE ORANGE AND BLACK

- For use on white and light backgrounds
- Upper portion of “D” shape color: Dynabrade Orange
- Lower portion of “D” shape color: Black
- “DYNABRADE” text and registered (®) symbol color: Black



DYNABRADE ORANGE AND WHITE

- For use on black and dark backgrounds
- Upper portion of “D” shape color: Dynabrade Orange
- Lower portion of “D” shape color: White
- “DYNABRADE” text and registered (®) symbol color: White

SINGLE-COLOR VERSIONS FOR SECONDARY USAGE



ALL DYNABRADE ORANGE

- Only to be used when application is restricted to a single color (for example: box packaging that uses a single ink color)
- For use on white/light and black/dark backgrounds
- All shapes and text color: Dynabrade Orange



ALL BLACK

- Only to be used when application is restricted to a single color (for example: box packaging that uses a single ink color)
- For use on white/light backgrounds
- All shapes and text color: Black



ALL WHITE

- Only to be used when application is restricted to a single color (for example: box packaging that uses a single ink color)
- For use on black/dark backgrounds
- All shapes and text color: White

CLEAR SPACE

The “clear space” area is the blank space or uncluttered area that must surround the Dynabrade logo in all printed materials. Allowing a reasonable amount of blank space around the logo ensures clarity and maximizes the logo’s visual impact.

If the Dynabrade logo is used within a photograph, the photo image should be uncluttered behind the logo, so the logo can be clearly viewed. No elements within the photograph should be closer to the logo than the accepted area of isolation.

As a guide for the required spatial proportions around the Dynabrade logo, allow space equal to two side-by-side “D’s” from the logo text. See the diagram below for reference.



MINIMUM SIZE

In order to avoid loss of detail or legibility, the minimum size for the reproduction of the logos on all applications must not be less than as indicated below.

PRINT MEDIA

- .625" (16 mm) wide

DIGITAL MEDIA

- 60 pixels wide



IMPROPER LOGO USAGE

Inconsistent depiction of the Dynabrade logo may lead to confusion and also detract from our strong image of quality and reliability.

The Dynabrade logo and all brand logos should not be altered in any way in regard to proportions, color, typography, etc.

The following misuses shown to the right are just some examples of incorrect use of the Dynabrade logo.

LOGO REPRODUCTION

Use high-resolution electronic files when reproducing the Dynabrade logo. Do not scan the Dynabrade logo from previously printed materials, as this results in the deterioration of image quality.

Dynabrade provides access to high-resolution digital versions of all brand logos and graphic elements for marketing use.



- Do not show the Dynabrade logo without the registration symbol (®)



- Do not reverse the orange and black logo colors



- Do not alter the opacity of the logo colors



- Do not change the colors of the Dynabrade logo



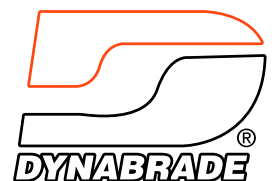
- Do not show the "D" symbol without the "DYNABRADE" text below it or use the "DYNABRADE" text without the "D" symbol above it



- Do not rotate or skew the Dynabrade logo



- Do not add color to the negative space that symbolizes the Dynafile®



- Do not outline the Dynabrade logo



- Do not add enhancement filters such as bevels or embossing to the Dynabrade logo



- Do not alter the size or placement of either portion of the "D" symbol individually



LIMITED
LIFETIME
WARRANTY



ADDITIONAL BRAND LOGOS

Dynabrade has additional trademarked and non-trademarked logos for various product lines and marketing uses. These logos follow the same usage (as well as improper usage) guidelines as detailed for the Dynabrade logo.

NOTE: All Dynabrade registered trademarks for logos and product names are listed in the “Brand Trademarks” section.

TRADEMARKED BRAND LOGOS

RAPTOR VAC® VACUUM SYSTEMS

- For marketing collateral showcasing Dynabrade portable vacuum systems (Clean Air Solutions)

DYNABRADE NITRO SERIES®

- For marketing collateral showcasing Dynabrade Nitro Series™ tools (primarily Automotive Aftermarket)

BRAND LOGOS THAT ARE NOT TRADEMARKED

DYNABRADE “EAGLE CREST” LOGO

- For large-format marketing collateral (such as displays) and apparel

“BUFFALO BORN” LOGO

- For marketing collateral showcasing non-USA manufactured tools that were designed and engineered in the USA by Dynabrade (Dynabrade Nitro Series™ tool line)

“LIMITED LIFETIME WARRANTY” LOGO

- For marketing collateral showcasing USA-manufactured Dynabrade tools

“MADE IN USA” LOGO

- For marketing collateral showcasing USA-manufactured Dynabrade products
- Version with blue “MADE IN USA” text is for use on white/light backgrounds, and white text version is for use on black/dark backgrounds

BRAND COLORS

For decades, the Dynabrade brand has been synonymous with the combined use of “Dynabrade Orange” and black. As the brand has evolved, the use of “Dynabrade Teal” was established for Dynabrade-manufactured products. “Dynabrade Teal” is only to be utilized as a production color for Dynabrade-manufactured products, and is not to be utilized for marketing collateral.

Marketing collateral is restricted to the use of “Dynabrade Orange”, black, white, dark gray and the light gray colors as detailed to the right.

NOTE: “Dynabrade Orange”, “Dynabrade Teal”, “Dark Gray” and “Light Gray” are terms used to designate the use of our specific colors, whether they be a Pantone® number, a CMYK mix, a RGB mix or a HEX/HTML code number.

COLOR USAGE

DYNABRADE ORANGE

- Used in Dynabrade brand logos
- For typographic headers, subheaders and titles
- Used as background color for information bar (footer) at bottom of marketing collateral

BLACK

- Used in Dynabrade brand logos

DARK GRAY

- For typographic headers, subheaders, titles, body text and captions

LIGHT GRAY

- For use as a background color, primarily in headers with the Dynabrade logo and Dynabrade Mission Statement

WHITE

- For typographic headers, subheaders and titles used on black/dark backgrounds

DYNABRADE TEAL

- Used only as a production color for Dynabrade-Manufactured products



DYNABRADE ORANGE
PANTONE 172 C

COLOR VALUES:

RGB R: 250 G: 70 B: 22

HEX/HTML FA4616

CMYK C: 0 M: 80 Y: 100 K: 0



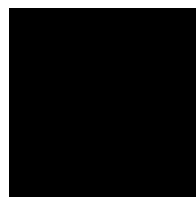
DYNABRADE TEAL
PANTONE 5473 C

COLOR VALUES:

RGB R: 17 G: 94 B: 103

HEX/HTML 115E67

CMYK C: 86 M: 24 Y: 33 K: 43



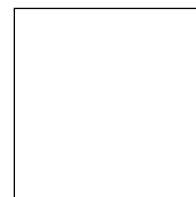
BLACK

COLOR VALUES:

RGB R: 0 G: 0 B: 0

HEX/HTML 000000

CMYK C: 0 M: 0 Y: 0 K: 100



WHITE

COLOR VALUES:

RGB R: 255 G: 255 B: 255

HEX/HTML FFFFFFFF

CMYK C: 0 M: 0 Y: 0 K: 0



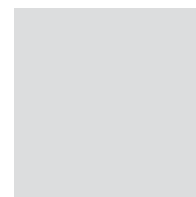
DARK GRAY

COLOR VALUES:

RGB R: 77 G: 77 B: 79

HEX/HTML 4D4D4F

CMYK C: 0 M: 0 Y: 0 K: 85



LIGHT GRAY

COLOR VALUES:

RGB R: 220 G: 221 B: 222

HEX/HTML DCDDDE

CMYK C: 0 M: 0 Y: 0 K: 15

GRAPHIC ELEMENTS

Dynabrade marketing collateral utilizes various graphic elements as part of its brand identity. These elements include header graphics, background graphics and emphasis graphics.

“SWIRL PATTERN” GRAPHIC

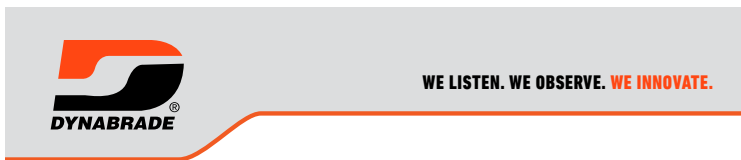
- Used as the primary header graphic as featured on the covers of Dynabrade literature
- Used as a background graphic on supplemental pages of Dynabrade literature, print/digital advertisements and social media posts
- Can be scaled or cropped proportionally to fit document spacing parameters
- Do not scale or crop (stretch) disproportionately, either horizontally or vertically

“DYNAMIC HEADER” GRAPHIC

- Used in conjunction with the Dynabrade logo and Dynabrade Mission Statement
- Primary color is “Light Gray” with “Dynabrade Orange” used for the lower divider line
- Used as the primary header in single-page Dynabrade literature and a secondary header in multi-page Dynabrade literature
- Used as the primary header in Dynabrade print advertisements

“EMPHASIS” SIDE-BAR GRAPHIC

- Used to emphasize a brief typographic word or statement (such as “NEW”) in Dynabrade literature, print/digital advertisements and social media posts
- Must always be colored “Dynabrade Orange”
- Font must always be DIN Next LT Pro Bold Condensed Italic and colored white
- Must always be flush (bleed) to one of the document edges
- The angle of the non-flush edge must always maintain the same slope and never be transformed (flipped horizontally or vertically) or altered (made acute or obtuse)
- Can be scaled and extended as long as the angle of non-flush edge is not transformed or altered



IMPROPER USAGE OF GRAPHIC ELEMENTS

The examples shown to the right of this page visually display improper usage of the Dynabrade “Swirl Pattern” graphic, the “Dynamic Header” graphic and the “Emphasis” side-bar graphic.

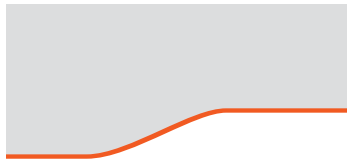
Please refer to the detailed usage bullets for these graphic elements as listed on page 9 to avoid improper usage.



Misuse: pattern is stretched horizontally within crop box



Misuse: pattern is stretched vertically within crop box



Misuse: orange line and corresponding shape stretched horizontally



Misuse: orange line and corresponding shape stretched vertically



OR



Misuse: inverted slope (flipped vertically)



OR



Misuse: altered slope angle of non-flush edge



Misuse: upper and lower-case font (should be all upper-case)



Misuse: incorrect font used (should be DIN Next LT Pro Bold Italic)

Example of Orange Footer Bar

	FEATURE	BENEFIT
1	FEATURE TEXT EXAMPLE	Benefit text example
2	FEATURE TEXT EXAMPLE	Benefit text example
3	FEATURE TEXT EXAMPLE	Benefit text example
4	FEATURE TEXT EXAMPLE	Benefit text example
5	FEATURE TEXT EXAMPLE	Benefit text example
6	FEATURE TEXT EXAMPLE	Benefit text example
7	FEATURE TEXT EXAMPLE	Benefit text example

Example of Dynabrade product features and benefits table



Example of features and benefits numbers on corresponding product component

DYNABRADE ORANGE FOOTER BAR

- Used at the bottom of marketing collateral for visual grounding
- Contains information including Dynabrade taglines and contact information
- Color must always be “Dynabrade Orange”
- Do not change the color or opacity percentage

FEATURES AND BENEFITS TABLE

- Used in Dynabrade catalogs and brochures to show product features and corresponding benefits

FEATURE AND BENEFIT HEADER CELLS

Font: DIN Next LT Pro Heavy Condensed

Font Size: 11 pt

Font Color: White

Capitalization: All upper-case

Table Cell Fill Color: Dark Gray

NUMBER CELLS

Font: DIN Next LT Pro Heavy Condensed

Font Size: 10 pt

Font Color: White

Table Cell Fill Color: Dynabrade Orange

FEATURE TEXT CELLS

Font: DIN Next LT Pro Medium Condensed

Font Size: 10 pt

Font Color: Dark Gray

Capitalization: All upper-case

Table Cell Fill Color: White

BENEFIT TEXT CELLS

Font: DIN Next LT Pro Condensed Italic

Font Size: 10 pt

Font Color: Dark Gray

Capitalization: Upper and lower-case

Table Cell Fill Color: Light Gray

CORRESPONDING NUMBERS

Font: DIN Next LT Pro Heavy Condensed

Font Size: 10 pt

Font Color: White

Circle Fill Color: Dynabrade Orange

TYPOGRAPHY

Uniformity of type style used in Dynabrade media further strengthens the brand identity. The Dynabrade brand uses the “DIN Next LT Pro” font family for all media applications.

NOTE: This font family may not be applicable in certain cases where collateral is translated into various languages. If the “DIN Next LT Pro” font family characters do not translate properly in a document, we advise the use of a similar font (sans-serif font, preferably condensed) that correctly displays the translated text characters.

PRIMARY FONTS WITHIN FAMILY

Although the Dynabrade brand utilizes the entire “DIN Next LT Pro” font family, certain font weights are preferred for use in marketing collateral. These fonts include:

- DIN Next LT Pro Condensed
- DIN Next LT Pro Medium Condensed
- DIN Next LT Pro Bold Condensed

The use of italic fonts within the “DIN Next LT Pro” font family is not preferred and is limited to usage for captions and unique applications (such as usage with the “emphasis” side-bar graphic).

PRIMARY FONT APPLICATION

Depending on the application, some font weights may be utilized for similar purposes (such as “Condensed” and “Medium Condensed” both being applicable for bulleted text or “Medium Condensed” and “Bold Condensed” both being applicable for emphasized text), but the preferred application for font weights is as follows:

CONDENSED

- Body text, bulleted text and (italic) captions

MEDIUM CONDENSED

- Subheaders

BOLD CONDENSED

- Headers and emphasized text

COMPLETE “DIN NEXT LT PRO” FONT FAMILY

DIN Next LT Pro Ultra Light Condensed
DIN Next LT Pro Ultra Light Condensed Italic

DIN Next LT Pro Light Condensed
DIN Next LT Pro Light Condensed Italic

DIN Next LT Pro Condensed
DIN Next LT Pro Condensed Italic

DIN Next LT Pro Medium Condensed
DIN Next LT Pro Medium Condensed Italic

DIN Next LT Pro Bold Condensed
DIN Next LT Pro Bold Condensed Italic

DIN Next LT Pro Heavy Condensed
DIN Next LT Pro Heavy Condensed Italic

DIN Next LT Pro Black Condensed
DIN Next LT Pro Black Condensed Italic

DIN Next LT Pro Ultra Light
DIN Next LT Pro Ultra Light Italic

DIN Next LT Pro Light
DIN Next LT Pro Light Italic

DIN Next LT Pro Regular
DIN Next LT Pro Italic

DIN Next LT Pro Medium
DIN Next LT Pro Medium Italic

DIN Next LT Pro Bold
DIN Next LT Pro Bold Italic

DIN Next LT Pro Heavy
DIN Next LT Pro Heavy Italic

DIN Next LT Pro Black
DIN Next LT Pro Black Italic

HEADER SAMPLE SINGLE LINE

SUBHEADER SAMPLE SINGLE LINE

HEADER SAMPLE SINGLE LINE

SUBHEADER SAMPLE WITH SPLIT
SECOND LINE FOR LONGER TEXT

HEADER SAMPLE WITH SPLIT SECONDARY LINE

SUBHEADER SAMPLE SINGLE LINE

HEADER SAMPLE WITH SPLIT SECONDARY LINE

SUBHEADER SAMPLE WITH SPLIT
SECOND LINE FOR LONGER TEXT

- The leading between a header and subheader should be greater (more vertical clear space) than the tracking between split lines of a header or subheader (as seen in the above examples).
- The leading between bulleted text should be greater than the tracking of bullet text that runs to two lines or more (as seen here and throughout this brochure).
- Do not expand the tracking (horizontal space between characters) of text (example: sample text with expanded tracking)

HEADER SAMPLE WITH
SPLIT SECONDARY LINE

HEADER WITH SINGLE LINE
SUBHEADER SAMPLE SINGLE LINE

Misuse: too much space between lines

HEADER SAMPLE WITH
SPLIT SECONDARY LINE

HEADER WITH SINGLE LINE
SUBHEADER SAMPLE SINGLE LINE

Misuse: not enough space between lines

TYPOGRAPHIC FORMAT

The Dynabrade brand uses the primary fonts with specific formatting applied for various applications. The preferred usage of formatting for Dynabrade branded collateral is as follows:

HEADERS

Font: DIN Next LT Pro Bold Condensed

Capitalization: All upper-case

Color: Dynabrade Orange or White

A header (single statement) that is split to two lines should maintain the same formatting (font weight, color and size). Be mindful of the leading (vertical line spacing), as the lines should not touch, nor be too distant – see examples of “clear space” shown on the left. Headers should not be split to three or more lines.

SUBHEADERS

Font: DIN Next LT Pro Medium Condensed

Capitalization: All upper-case

Color: Dynabrade Orange, Dark Gray or White

A subheader should be differentiated from a header by font weight, size (smaller) and color. See examples shown on the left. Subheaders should not be split to three or more lines.

BODY TEXT

Font: DIN Next LT Pro Condensed

Capitalization: Upper and lower-case

Color: Dark Gray or White

BULLETED TEXT

Bullet Character: En dash (–)

Bullet Font: DIN Next LT Pro Heavy Condensed

Bullet Color: Dynabrade Orange

The text to the right of a bullet follows the same “Body Text” format as listed above.

CAPTIONS

Font: DIN Next LT Pro Condensed Italic

Capitalization: Upper and lower-case

Color: Dark Gray or White

BRAND TAGLINES

The Dynabrade brand uses several key taglines to express the mission statement and core beliefs. Dynabrade is the global leader in abrasive power tools and process solutions, and this is projected through the use of these bold, succinct taglines.

PRIMARY TAGLINE

WE LISTEN. WE OBSERVE. WE INNOVATE.

This is the primary tagline (and Mission Statement) featured on all Dynabrade marketing collateral. It conveys the message that Dynabrade (1) **listens** to customer's needs and concerns, (2) that Dynabrade **observes** product trends and customer's process deficiencies, and (3) Dynabrade continuously **innovates** product designs and customer processes with the goal of reducing production time and costs while improving overall profitability.

Tagline Application: All marketing collateral

SECONDARY TAGLINES

ABRASIVE POWER TOOLS AND PROCESS SOLUTIONS

This is our primary identity tagline, speaking to our production of world-class abrasive power tools, as well as our "Process Solutions" initiative for streamlining customer's workflow. A variation of this tagline includes "Since 1969" at the end.

Tagline Application: All marketing collateral

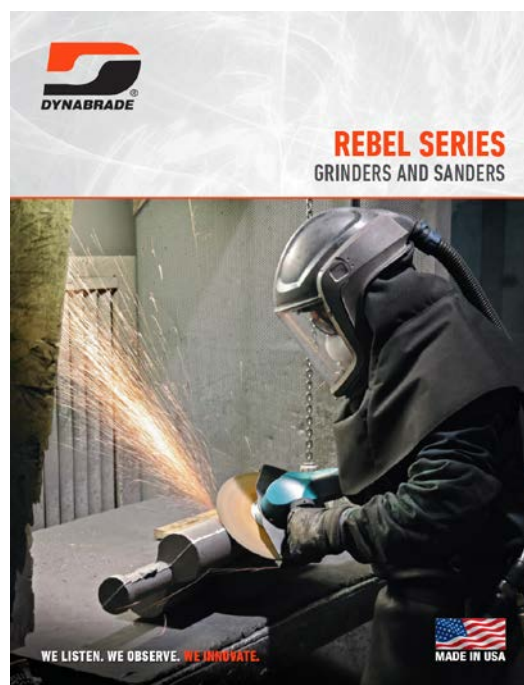
DESIGNED, ENGINEERED AND BUILT IN AMERICA SINCE 1969

Tagline Application: All marketing collateral that focuses on Dynabrade products manufactured in the USA. This tagline is not to be used on marketing collateral focusing on our globally-sourced Dynabrade Nitro Series™ tool line.

THE PERFECT FINISH BEGINS AND ENDS WITH DYNABRADE

Tagline Application: Used primarily for process-focused collateral that features tools ranging from grinders to sanders to polishers.

DYNABRADE TAGLINE USAGE EXAMPLES



Example of primary tagline utilized on a Dynabrade brochure cover (lower left-hand corner)



Example of primary tagline (upper right-hand corner) and secondary tagline (lower left-hand corner) utilized on a Product Introduction brochure

TRADEMARKED PRODUCT NAME EXAMPLES



Dynafite® Abrasive Belt Tool



Dynastraight® Abrasive Finishing Tool



Dynorbital® Extreme Random Orbital Sander



Dynafine® Detail Sander



Dynaswivel® Air Line Connector

BRAND TRADEMARKS

Dynabrade holds several brand trademarks for product names and logotypes. These unique trademarked names enhance the product awareness in the marketplace while adding continuity to the brand identity.

LOGOTYPE TRADEMARKS

- The Dynabrade logo (all variations shown on pages 4 - 6)
- Raptor Vac Vacuum Systems logo
- Dynabrade Nitro Series logo

NAME TRADEMARKS

- Dynabrade®
- Raptor Vac® Vacuum Systems
- Dynabrade Nitro Series®
- Dynafite® (includes Dynafite® II, Mini-Dynafite® II, Vacuum Dynafite® II and Dynafite® III)
- Dynabelter®
- Dynastraight® (includes Lightweight Dynastraight® and Dynastraight® Flapper)
- Dynorbital® (includes Dynorbital® Supreme, Dynorbital® Extreme, Wet Dynorbital®, Two-Hand Dynorbital® and Mini-Dynorbital®)
- Dynorbital-Spirit®
- DynaLocke®
- Dynafine® (includes Dynafine® Detail Sander, Dynafine® Backsplash Sander, Dynafine® Finger Sander, and Dynafine® Raised Panel Sander)
- Dynabug® (includes Dynabug® II and Dynabug® "Model T")
- Dynacushion®
- Dynaswivel®

NOTE: Use of these registered trademarks is strictly prohibited without prior written consent of Dynabrade, Inc.

PRODUCT PHOTOGRAPHY

Dynabrade is known as the industry-leader in the design and manufacture of abrasive power tools and accessories. We strive to ensure that our photography represents these world-class products with the same high level of quality.

With a professional in-house photo studio and an award-winning staff photographer, Dynabrade is able to manage photographic needs with exceptional control and efficiency.

From “static” individual product and product family photos, to dynamic “real life” application photos of tools in-use, Dynabrade’s standard of image quality exemplifies our brand identity in all marketing collateral .

STATIC PRODUCT PHOTOGRAPHY

Dynabrade products are photographed individually for use in marketing collateral and online databases. These “silhouetted” images have an embedded “clipping path” that makes the background transparent.

We use a three-point light system to properly illuminate and best represent the dimension of each product. In addition to lighting, we achieve a sense of dimension through the camera angle in relation to the product. We prefer a lateral product rotation angle of 40° to 50°, and a vertical camera angle of 30° to 40° above the product. The primary lateral rotation direction is counterclockwise (product front facing to the right), but clockwise rotation is acceptable in certain instances to show a specific product feature.

PRODUCT GROUP PHOTOGRAPHY

To show the range of a product family, Dynabrade utilizes group photography. Unlike “static” photography that ultimately becomes “silhouetted,” group photography involves the surrounding environment to add visual interest and further dimension to the products shown.



Examples of “static” product photographs shot at similar angles with similar lighting



Example of product group photograph with intentional reflections and shadows for added depth and visual interest



Examples of dynamic application photography

PRODUCT APPLICATION PHOTOGRAPHY

Dynabrade marketing collateral features dynamic photography that shows our tools and accessories utilized in “real life” work environments.

Great attention is given to properly portraying the intended use of our tools (plus corresponding accessories and abrasives) in realistic applications on actual production work pieces. Capturing the work space and environment whenever possible also adds to the proper depiction of our products.

Our catalogs and brochures feature application photography not only as the cover “hero” image, but throughout subsequent pages to further illustrate the application solutions our tools and accessories provide an end-user.

PHOTOGRAPHY REQUIREMENTS

All Dynabrade product photography must be shot by a professional photographer using professional camera equipment. This is crucial to maintaining a consistent level of image quality and resolution, as a high-resolution is required for print media and large format marketing collateral like posters and trade show displays.

Smart phone photography is unacceptable for print media use. Smart phone photography is to be utilized for social media purposes.

NOTE: Any photography not produced by Dynabrade (whether it be for print media or social media) must be approved for use by Dynabrade.

MARKETING COLLATERAL

The following examples of Dynabrade marketing collateral display all the brand characteristics as outlined in the previous sections, including brand logos, brand colors, graphic elements, dynamic photography, brand typography, brand taglines and brand trademarks.

The consistency of these unique design characteristics throughout the entire scope of marketing collateral clearly distinguishes the Dynabrade brand from our competition, reaffirming Dynabrade's superiority as the global leader in abrasive power tools and process solutions.

CATALOGS AND BROCHURES

Dynabrade catalogs and brochures share a consistent cover design that features an easily-recognizable aesthetic with dynamic product photography. This photography portrays Dynabrade tools in "real life" applications or in product family groups. These are multi-page materials focusing on a broad range of products.

To differentiate brochures directed towards the Automotive Aftermarket channel, The cover design header is altered from the Dynabrade "swirl pattern" to dark gray with white header.

NEW PRODUCT INTRODUCTIONS

New Product Introduction brochures feature the use of the "Dynamic Header" graphic on the cover page and are one to four pages in size. These brochures focus on a single tool or tool group with related accessory items.

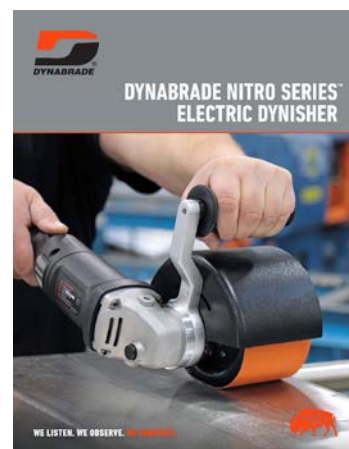
ADVERTISEMENTS

Dynabrade advertisement sizes fluctuate depending on the publication and ad size reserved. A consistent brand identity is still maintained despite varying dimensions through consistent use of the Dynabrade brand graphic characteristics.

DYNABRADE CATALOG AND BROCHURE EXAMPLES



Examples of catalogs and brochures primarily targeting the Industrial marketplace



Examples of catalogs and brochures primarily targeting the Automotive Aftermarket channel

NEW PRODUCT AND ADVERTISEMENT EXAMPLES



Examples of New Product Introduction brochures



Examples of Dynabrade Advertisements

CO-BRANDED COLLATERAL

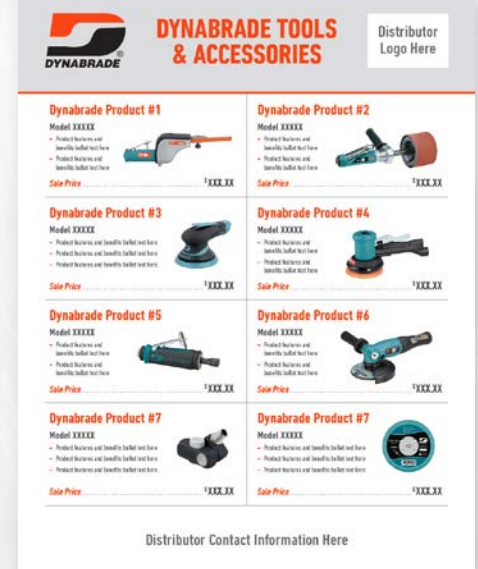
Dynabrade works with various distribution partners to produce co-branded catalogs and brochures. These materials maintain the Dynabrade brand format with the addition of the distributor logo to the upper right-hand corner of the front page and their contact information included on the back page.

The product offering within the catalog can be modified to the distributor's preference, and the Dynabrade model numbers can reflect the distributor's product codes if required.

CUSTOMIZED SALES FLYERS

Dynabrade produces customized sales flyers for distribution partners upon request. These flyers feature the Dynabrade logo in the upper left-hand corner and the distributor's logo in the upper right-hand corner. The distributor contact information is included at the bottom of the page.

The distributor determines the products offered as well as any pricing information to be displayed. These are usually single-page materials, but can be up to four pages if needed. See the sample below for a basic reference of a single-page customized sales flyer.



Example of customized distributor sales flyer

DISTRIBUTOR AND PARTNER USE OF SOCIAL MEDIA

Any use on social media of trademarked or copyrighted material must identify the Distributor boldly, clearly, and prominently as an Independent Distributor of Dynabrade. When included in listings of any kind, the Distributor's social media profile must appear under the most appropriate topical heading available through the social media platform. The Distributor must identify himself, herself, or their brand as an Independent Distributor rather than as "Dynabrade" or anything that could cause consumers to believe that the Distributor is the corporate office or anything other than an Independent Distributor.

Trademarked or copyrighted material shall not be used as any part of a user profile, user profile picture, username, user information, video, or any other means to identify yourself or the subject or topic matter of the Distributor's social media post and/or comment. This policy applies to any social media utilized. The Distributor's social media account must not create the false impression that the account is managed by Dynabrade rather than the distributor.

For example, the use of profile names and/or domain names or any other means to identify yourself on social media accounts with names such as Dynabrade Tools, dynabrade.com/auto, @dynabradetools @dynafire @dynabradenitroseries would all be prohibited uses of trademarked or copyrighted material.

WEBSITE - ECOMMERCE

Distributors may not direct social media followers to any auction site or other website where unauthorized sale of product is conducted on the Internet as defined by the Dynabrade Distributor Agreement. Distributor, however, may direct social media followers to their own eCommerce website that is owned by them and has been authorized and approved by Dynabrade.

Distributors may not in any way purposely direct social media or website followers to unapproved websites or allow social media followers to be directed to unapproved websites using trademarked or copyrighted material. Distributors are responsible for monitoring and removing spam comments from their social media and website pages.

USAGE OF TRADEMARKS

Distributors are prohibited from posting or otherwise communicating in any manner, comments, or materials that, in the sole discretion of Dynabrade, is harmful to the good name or reputation of Dynabrade.

Trademarked or copyrighted material may be used as part of the content of any social media post and/or comment if it is:

- A Company-approved post (e.g. a "share" on Facebook of a Company post, a "retweet" on Twitter of a Company post, etc.)
- Specifically approved by Dynabrade prior to posting and/or commenting (e.g. based upon Company distributed marketing materials)
- Provided to the Distributors by Dynabrade as an approved social media tool referencing the product
- A stock photo provided to the Distributors by Dynabrade for use in marketing and development. Distributors may modify Company provided materials, but any modifications must otherwise comply with the Brand Style Guidelines

Distributors shall ensure that all trademarks used are properly marked with the appropriate trademark notices indicating federal registration for registered marks or indicating common law notice for unregistered marks. The appropriate statutory notice indicating federal registration of a mark is "®", so that statutory notice would appear, for example, as Dynabrade®. The appropriate common law notice indicating an unregistered mark is "TM", so the common law notice would appear, for example, as Dynabrade Nitro Series™.

PRODUCT LINE, ACCESSORIES OR BRAND REVIEW GUIDELINES

Search engines are continually updating their algorithms. Dynabrade wants our Distributors and Partners to be successful with co-branding initiatives on the internet. We recommend delivering truthful and relevant content to your audience while keeping the following questions in mind that Google has suggested.

- Does your content express expert knowledge about products where appropriate?
- Does your content show what the product is like physically, or how it is used, with unique content beyond what's provided by the manufacturer?
- Does your content provide quantitative measurements about how a product measures up in various categories of performance?
- Does your content explain what sets a product or brand apart from its competitors?
- Does your content over comparable products to consider, or explain which products might be best for certain uses or circumstances?
- Does your content discuss the benefits and drawbacks of a particular product, based on research into it?
- Does your content describe how a product has evolved from previous models or releases to provide improvements, address issues, or otherwise help users in making a purchase decision?
- Does your content identify key decision-making factors for the product's category and how the product performs in those areas? For example, a car review might determine that fuel economy, safety, and handling are key decision-making factors and rate performance in those areas.
- Does your content describe key choices in how a product has been designed and their effect on the users beyond what the manufacturer says?

DISTRIBUTOR, PARTNER, AND PUBLISHER RESPONSIBILITY OF DISCLOSURE

- Dynabrade would like to bring consistency and transparency to all our audiences on all social media platforms. Using branded content and acknowledging when a sponsorship is taking place, this can help others know the context of the relationship between all parties involved. When something merits this, please abide and take consideration of the following:
- Tag Dynabrade in all posts/comments when applicable.
- Always disclose that your post and/or comment is an advertisement when advertising a product, e.g., "Independent Distributor Advertisement", "Paid partnership with", "#ad", "#advertisement", "#sponsored", etc. to avoid any claims of false or deceptive advertising.
- Stick to your expertise and knowledge as it pertains to Dynabrade. Do not make any statements, promises, or testimonials which are likely to mislead customers or prospective customers in social media posts and/or comments. Please talk specifically about your experiences with our products and services instead of making general product claims that you aren't as familiar with. Be honest and accurate. We encourage you write in the first person as much as it makes sense for you and your brand.
- Follow Dynabrade's official social media accounts to engage with and get approved content that is shareable.
- Ask permission of people in any photo you take before you post it online. (e.g. If you host a training or an appreciation day and take photos of the event, make sure the customer is aware and approves the use before posting)

WE LISTEN. WE OBSERVE. WE INNOVATE.



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