



WE KEEP IT MOVING

BRANDING GUIDE

A GUIDE FOR BRAND USAGE AND BEST PRACTICE

LOGOS



The logo must only be shown in PMS 343/Cool Gray 7, PMS 343 only, or reversed out. The metallic logo is available but only for special circumstances.

WE KEEP IT MOVING®

WE KEEP IT MOVING®

Tagline used as a graphic treatment. Can be either solid or outlines (0.5pt line) in any of the primary use colors from the color palette shown.

LOGOS

IMPROPER USE OF OUR LOGO

DON'T
use the logo
without
the "swoosh"



DON'T
rotate the logo



DON'T
change the
colors of the logo



DON'T
add text to the logo
with or without the
company name
included



DON'T
put a box
around the logo



DON'T
change the
proportion of
the logo ele-
ments



DON'T
move the
company name



DON'T
use the logo
less than



DON'T
stretch the logo
disproportionately



TRADEMARKS

In copy, use the trademark on the first mention on a page. Remember, if we don't use our trademarks consistently, we are at risk of losing them. Please do your part to maintain PPI's brand identity. See below for the most current PPI trademarks, or contact us at 641-628-3115.

GENERAL

Precision Pulley & Idler®

Precision®

PPI®

WE KEEP IT MOVING®

PRODUCT

Pro Duty®

Herringbone Wing®

Smart Roll™

Fas-Lag®

Craft-Lag®

SSP®

Retro Rolls®

EZ Lag®

STRETCH-RITE®

COLOR PALETTE

PMS 343

COOL GRAY 7

BLACK

COOL GRAY 10

PRIMARY COLORS

Precision Pulley & Idler's primary colors are PMS 343 green and Cool Gray 7. Never use the secondary colors as part of the logo. They should never be seen without the primary colors and only as accents.

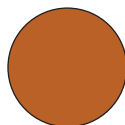
SECONDARY USE



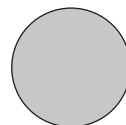
PMS 7477



PMS 124



PMS 471



COOL GRAY 3



FONTS

The preferred Precision Pulley & Idler fonts are available from Adobe Typekit. Use these fonts when creating all business communications.

SOCIAL GOTHIC

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Eurostile

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bold

0123456789

SUPPORTIVE ELEMENTS

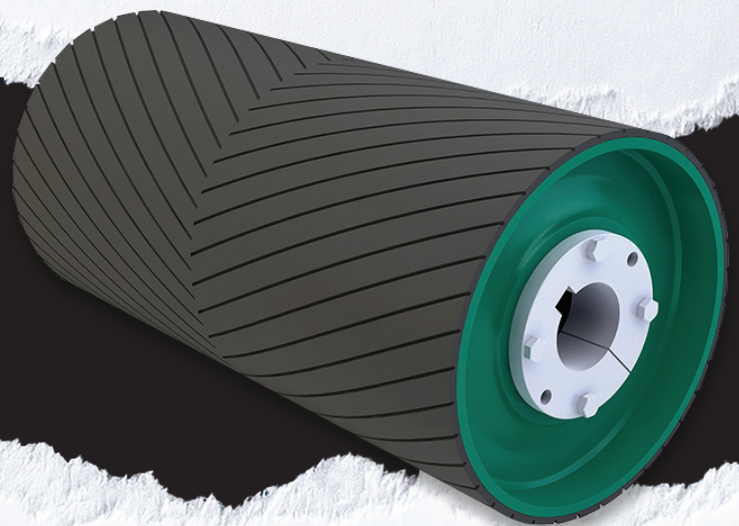
Photos and elements used must also comply with branding guidelines. No logos or brand marks from other companies or competitors are to be visible in PPI branded materials.

Photos must be from approved sources such as the marketing team, and no copy written material may be used without express permission.



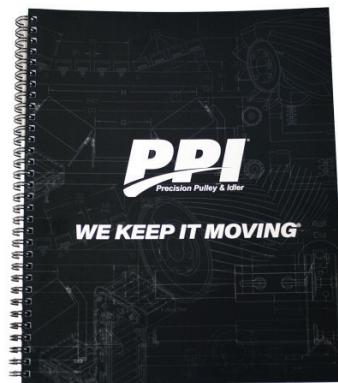
The torn page may be used for company letterheads, ad runs, social media productions, and printed materials.

Product images must be used with the appropriate renders, images, and labels.



MERCHANDIZING & NOTICES

To ensure our identity is being properly displayed on apparel or merchandise, please contact the marketing team for approval.



Company notices are to be clearly marked with company branding, and any statements in regard to time must be marked with CST [Central Standard Time]



Topic - Pulley Lagging Types, Advantages, and Application

Do you have questions about lagging? Want to know what type you need for your application? Join us Wednesday October 28th at 10AM (Central Time) as our PPI engineering experts discuss types of lagging and applications for each type.

WE KEEP IT MOVING!

Please register in advance for this webinar here:

[REGISTER](#)

PROPER PRODUCT NAMES

SANITARY COMPONENTS

Sanitary Drive Pulley
Sanitary Tail Pulley
Self-Leveling Pads
Hubs & Bushings

BEARINGS

SCM
SAF
Type E

PARCEL, DISTRIBUTION, WAREHOUSE & BAGGAGE PULLEYS & ROLLERS

Low-Noise Roller
Static End Roller
Unit Handling Pulley
Hex Roller
Unit Handling Roller

PULLEYS

Pro Duty Drum Pulley
Heavy Duty Drum (HDD) Pulley
Mine Duty Drum (MDD) Pulley
Spiral Drum Pulley
Engineered Class Drum Pulley
Turbine Pulley
Single Disc Elevator (SDE) Pulley
Deflection Wheels
Static Shaft Pulley (SSP)
Herringbone Wing Pulley
Heavy Duty Wing (HDW) Pulley
Mine Duty Wing (MDW) Pulley
Spiral Wing Pulley
Quarry Max Duty Wing Pulley
Grain Herringbone Wing Pulley
Boot Herringbone Wing Pulley
EZ Mount Pulley System

PROPER PRODUCT NAMES

TAKE-UP FRAMES

Light Duty (PLD) Take-Up Frame
Medium Duty (PMD) Take-Up Frame
Heavy Duty (PHD) Take-Up Frame
Top Angle (PTA) Take-Up Frame
Protected Angle (PPA) Take-Up Frame
Slide Tube (PST) Take-Up Frame
Wide Slot (PWS) Take-Up Frame
Center Pull (PCP) Take-Up Frame
Heavy Duty Hydraulic (PHYD) Take-Up Frame
Hydraulic Cylinder (HYD)
Hydraulic Hand Pump
Hydraulic Cylinder Kit

IDLERS

Reverse Self-Aligning Idlers
Self-Aligning Return Idlers (RSA)
Self-Aligning Flat Carrier Idlers (FSA)
Inverted V-Return (IVR) Idlers
V-Return (VR) Idlers
Pro-Trainer
Flat Carrier Idlers (F)
Rubber Disc Flat Carrier Idlers (FRD)
Return Idlers (R)
Rubber Disc Return Idlers (RRD)
Return Rubber Grooved Idlers (RRG)
Live Shaft Impact Idlers (LSI)
Beater Bar Return Idlers
Troughing Idlers (TE)
Impact Troughing Idlers (TEI)
Self-Aligning Troughing Idlers (TESA)
Unequal Troughing Idlers (TU)
Unequal Impact Troughing Idlers (TUI)
Transition Equal Trougher Idlers (TET)
HDPE Idler Rolls (PL)
Spinweld HPDE Idler Rolls
Spinweld Nylon Idler Rolls
Retractable Frame Idlers (RET)
Removable End Bracket
Grain Idlers
Channel Inset Troughing Idlers (CIT)
Trougher Impact System (TIS)
Medium Duty Impact System
EZ Slider Impact System
Retro Rolls
Smart Roll
Magnetic Speedswitch
Return Roll Guard
Return Roll Cage



Our brand is very important to us and we go to great strides to maintain who we are. Please use these guidelines consistently when using any identity associated with Precision Pulley & Idler or their affiliated businesses. If there are ever questions, please contact us.

