



ARIENS COMPANY
MARKETING POLICY & BRAND GUIDELINES



MARKETING POLICY

PURPOSE OF POLICY

A positive reputation is critical for the long-term success of all manufactured and managed brands of Ariens Company Limited.

Reputation is influenced by our customers, by what they say about our brands, and by what they see and hear about them in various media. Therefore, it is important to positively influence reputation and to limit the risk of damage to that reputation through careful management of Ariens Company corporate and brand communications.

SCOPE OF POLICY

This policy addresses a number of marketing and communication-related activities:

- Brand
- Brand identity
- Advertising
- Media liaison
- Website and digital marketing
- Promotional material, publications and graphic design
- Sponsorship

APPLICATION OF POLICY

This policy applies to all authorised dealers and distributors of the Countax, Westwood, ECHO, ECHO Bear Cat, Shindaiwa and Ariens brands.

DEFINITIONS

Advertising means paid space or air time in media such as broadcast, online, press, outdoor, publications, etc.

Joint venture means work is carried out by each joint venture partner towards a common end, under a formal agreement.

Promotional material includes such items as merchandise, displays, portable signage, printed and electronic publications, brochures and price lists etc.

Social media websites means social networking websites and interactive web-technologies such as Facebook, Twitter, YouTube, Flickr, RSS feeds, iPhone applications.

Brand means what the product (Countax, Westwood, ECHO, ECHO Bear Cat, Shindaiwa or Ariens), stands for, or its promise to the market, represented in images and words.

Managed brands means those brands that are either owned by or distributed by (and subsequently managed by) Ariens Company Limited

Logo means the registered Trademark owned by or maintained in the U.K. by Ariens Company Limited – including symbols and names.

Web authors means Ariens Company approved persons (internally or externally) who create and maintain content that is relevant to their areas of responsibility.

MARKETING POLICY

BRAND

Elements of the brand include its corporate (visual) identity, its distinctive character and its market positioning. The brand is promoted through all forms of communication, internally and externally.

CORPORATE IDENTITY

The way in which dealers and distributors visually present Ariens managed brands to the public influences the image that people have of those brands.

The management of corporate identity aims to:

- create a single, consistent and clear visual identity for the brand in question
- project the brand as representing reliable and high-quality outdoor power equipment
- standardise the visual presentation in a number of applications, thereby increasing efficiency

The corporate identity includes logos (registered trademarks), slogans, corporate colours, typefaces and other elements of visual identity. The rules governing corporate identity are collected in the Corporate Identity Manual which is at the back of this policy.

APPROVAL OF THE CORPORATE IDENTITY

The Ariens Company Marketing department approves any major changes to the corporate identity of its brands that is applied to stationery, signage, uniforms, digital, and other corporate or promotional uses. All applications of Ariens brands, names, logo or slogan, whether produced by Ariens Company or third parties, must be checked for corporate identity compliance and approved by the Ariens Company European Marketing Manager. It is not permissible for dealers to use the logo or identity for any other purposes not approved by Ariens Company.

INTERNAL AND JOINT VENTURE LOGOS

Variations of logos or slogans must not be developed or used to represent any of the brands managed by Ariens Company. Special logos shall not be developed or used to represent joint ventures.

PLACING ADVERTISEMENTS

All advertisements for Ariens Company managed brands, programmes, courses, events, seminars, tenders, etc, are compiled, produced and booked through the Marketing department. All advertisements are approved by the European Marketing Manager for editorial, brand and legal compliance.

THIRD-PARTY ADVERTISING

Advertisements that are not paid for by Ariens Company or are partially paid for by Ariens Company and which carry any of the managed logos, are subject to approval by the European Marketing Manager. This requirement should be stipulated in any agreement negotiated with third parties (e.g. design studios or newspapers).

ADVERTISING BY EXTERNAL PARTIES IN PRINT AND ONLINE COMMUNICATIONS

Advertising by external organisations in print and online communications (for example, publications, website, email) which carry any of the managed logos requires approval by the European Marketing Manager.

ARIENS COMPANY LIMITED OFFICIAL SPOKESPERSON

The European Manager is the principle spokesperson on matters of policy and corporate issues, but may delegate this role, depending on the issue. Generally, media enquiries should be referred to Marketing to solicit a timely, accurate response.

WEBSITES - DEALERS

Dealers are not permitted to present themselves as Ariens Company nor as being the distributor or manufacturer of any Ariens managed brands. A dealer's website, web shop or domain name should not imply any direct connection to the brand other than that of being a local dealer for the equipment advertised.

Dealers must ensure that images, text descriptions, specifications and logos are kept up-to-date and in-line with the latest catalogue and conform to the Ariens Company identity guidelines. For consistency, all tractors must be advertised with the cutting deck included. This should be reflected in the retail price advertised by the dealer online.

Every dealer is required to provide back links to Ariens Company websites (e.g. www.countax.co.uk) there should be a minimum of one link for each Ariens managed brand represented on the dealer's website.

MARKETING POLICY

USE OF LOGOS, IMAGES AND COPY

Ariens Company Ltd holds or manages the copyright of its logos, images and copy in the U.K. Dealers are permitted to reproduce logos and images for the use of promoting their products as long as the dealer is signed to the current programme for that brand. Advertising an Ariens managed brand using these materials when you are not permitted to sell will be considered as a breach of copyright.

USE OF DISPLAY STANDS

Unless purchased by the dealer, display stands provided to dealers remain the property of Ariens Company Ltd. Dealers are required to keep stands in good condition and stocked with relevant products at all times. Dealers are not permitted to display any other brand of equipment on Ariens Company supplied display stands.

SHOWROOM PRODUCTS

Dealers are expected to display representative stock in their showrooms at all times. Machines should be displayed in a prominent position and kept clean and well maintained. Ariens Company ask that all display machines are shown with product mounted information (hangtags are available free-of-charge from **materials.ariens-uk.com**)

MARKETING MATERIALS SITE

All dealers are encouraged to make use of the Ariens Marketing Materials web shop.

This site enables authorised dealers to order sales and marketing items such as price lists and catalogues. Similar to many online 'shops', items are simply added to a shopping basket. Quick and easy to navigate, it only takes a few minutes to order materials. Most are available to order direct from Ariens Company and are despatched within three working days. Some can be downloaded and printed; many are available FoC or at a subsidised rate.

Many items are intended to increase brand authority in the showroom, such as banners, clothing and logo boards. Others, such as marketing bulletins, contain product features and benefits and can be used for product training or as selling aids.

Photographs and videos can also be downloaded from the site 24 hours a day.

Materials are added throughout the year, allowing dealers to create their own seasonal marketing campaigns. Dealers are informed by email when new items are added to the system.

materials.ariens-uk.com



Contact Marketing for your login

COUNTAX[®]

BRAND GUIDELINES

COUNTAX LOGO USAGE

The Countax logo must never be altered or recreated.

The Countax logo cannot be used in a sentence or headline.

The Countax logo should only be reproduced from master digital artwork specifically supplied for said purpose by Ariens Company Ltd marketing department.

To download the Countax logo, log in to the marketing materials site: materials.ariens-uk.com

Countax
Primary Logo



Countax
Secondary Logos



AN INCORRECTLY SIZED
LOGO SHOULD NEVER
BE USED:



OLD COUNTAX LOGOS
SHOULD NEVER BE USED



LOGO USAGE

The COUNTAX logo should always have its own space. When combining text or photos with the Countax logo, the minimum safe distance should always be adhered to – the height of the Countax 'X' (x and y).



COUNTAX COLOUR



CMYK 0/100/100/0

RED is the main brand colour. When used, it should be used sparingly as a highlight colour.

COUNTAX TYPEFACE

As an integral part of Countax brand the following font should be used: Optima. This font is Countax's unique handwriting and adds emphasis to the personality of its identity. Please refer to the following samples for usage. Unfortunately, Ariens Company Ltd cannot provide this font to dealers.

COUNTAX HEADLINE FONT

Optima Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&*()©®™

COUNTAX BODY COPY FONT

Optima Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&*()©®™



BRAND GUIDELINES

WESTWOOD LOGO USAGE

The Westwood logo must never be altered or recreated.

The Westwood logo cannot be used in a sentence or headline.

The Westwood logo should only be reproduced from master digital artwork specifically supplied for said purpose by Ariens Company Ltd marketing department.

To download the Westwood logo, log in to the marketing materials site: materials.ariens-uk.com

Westwood
Primary Logo



Westwood
Secondary Logos



AN INCORRECTLY SIZED
LOGO SHOULD NEVER
BE USED:



OLD WESTWOOD LOGOS
SHOULD NEVER BE USED



LOGO USAGE

The WESTWOOD logo should always have its own space. When combining text or photos with the Westwood logo, the minimum safe distance should always be adhered to – the height of the lower case Westwood 'w' (x and y).



WESTWOOD COLOUR



CMYK 0/100/100/0

RED is the main brand colour. When used, it should be used sparingly as a highlight colour.

WESTWOOD TYPEFACE

As an integral part of Westwood brand the following font should be used: Optima. This font is Westwood's unique handwriting and adds emphasis to the personality of its identity. Please refer to the following samples for usage. Unfortunately, Ariens Company Ltd cannot provide this font for dealers.

WESTWOOD HEADLINE / SUB-HEAD FONT

Optima Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&*()©®™

WESTWOOD HEADLINE / BODY COPY FONT

Optima Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&*()©®™



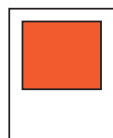
BRAND GUIDELINES

ARIENS LOGOS

Ariens Primary



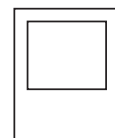
Ariens Secondary



Pantone 021
C0 M79 Y91 K0



Black
C0 M0 Y0 K100



White
C0 M0 Y0 K0

LOGO COLOUR

Ariens logo colours have been carefully selected and should never be deviated from.

When printed in full colour, the logo should only appear in three corporate colours:

Black, White, and Ariens Orange (Pantone® 021).

To ensure accurate colour reproduction, the colours for all applications should match the Pantone Matching System, CMYK (process) or RGB (desktop) specifications.

Always use the colour version of the logo when printing in colour on patterned or picture backgrounds.

Always use the black and white version of the logo when printing in black and white on patterned or picture backgrounds.

LOGO USAGE

The Ariens logo must never be altered or recreated.

The Ariens logo and wordmark cannot be used in a sentence or headline. When referring to the Ariens brand in a sentence, the word Ariens® needs to be bold and followed by a registered mark when used for the very first time.

The Ariens logo should only be reproduced from master digital artwork specifically supplied for said purpose by the Ariens Company marketing department.

To download the Ariens logos log in to the marketing materials site: materials.ariens-uk.com

MINIMUM SIZE

In order to remain legible, the logo should never be reproduced for print any smaller than 13mm high.

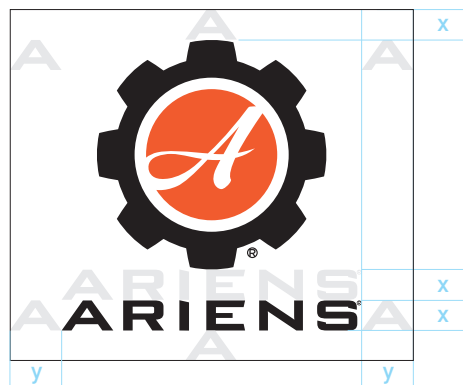


LOGO LOCKUP

The Ariens logo should always remain in the 'locked' position: Gear symbol on top and ARIENS wordmark in the bottom. The only exception to this is for product design.

The distance of the Gear symbol to the ARIENS wordmark should always be the height of the ARIENS wordmark (x).

The Ariens logo should always have its own space. When combining text or photos with the Ariens logo, the minimum safe distance should always be adhered to (x and y).



LOGO MISUSE

- Never use anything but the approved logo
- Never attempt to create your own Ariens brand logo
- Never reproduce the logo in non-approved colours
- Never stretch or alter the logo's proportions
- Never attach anything to the logo
- Never use part of the logo; it is an integral unit, always keep it whole
- Never use the logo as part of a sentence or phrase
- Never alter the horizontal orientation of the logo
- Never use the logo in a crowded space
- Never print on top of the logo



NEVER CHANGE ELEMENT POSITION



NEVER STRETCH OR DISTORT



NEVER CHANGE ELEMENT SIZE



NEVER CHANGE FONTS/COLOUR



NEVER PLACE LOGO IN ANGLE



NEVER USE LOGO AS PART OF A SENTENCE
EXCEPT IN THE COMPANY BRAND TAGLINE

ARIENS TYPEFACE

As an integral part of Ariens brand the following fonts should be used: Dense, Gotham and Myriad Pro. These fonts are Ariens brand's unique handwriting and add emphasis to the personality of this new identity. Please refer to the following samples for usage. Unfortunately, Ariens Company Ltd cannot provide this font to dealers.

HEADLINE FONT

Dense Regular

1234567890 !@£\$%^&*()-=+
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Dense Thin

1234567890 !@£\$%^&*()-=+
ABCDEFGHIJKLMNOPQRSTUVWXYZ

BODY COPY FONT

Myriad Pro Bold

1234567890 !@£\$%^&*()-=+
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Myriad Pro Regular

1234567890 !@£\$%^&*()-=+
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Myriad Pro Italic

1234567890 !@£\$%^&()-=+*
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ALTERNATE HEADLINE FONT

Gotham Bold

1234567890 !@£\$%^&*()-=+
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Medium

1234567890 !@£\$%^&*()-=+
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Regular

1234567890 !@£\$%^&*()-=+
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Italic

1234567890 !@£\$%^&()-=+*
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Light

1234567890 !@£\$%^&*()-=+
ABCDEFGHIJKLMNOPQRSTUVWXYZ



BRAND GUIDELINES

ECHO LOGO USAGE

The ECHO logo must never be altered or recreated.

The ECHO logo cannot be used in a sentence or headline.

The ECHO logo should only be reproduced from master digital artwork specifically supplied for said purpose by Ariens Company Ltd marketing department.

To download the ECHO logo, log in to the marketing materials site: materials.ariens-uk.com

ECHO Primary Logo



ECHO Secondary Logos



AN INCORRECTLY SIZED
LOGO SHOULD NEVER
BE USED:



OLD ECHO LOGOS
SHOULD NEVER
BE USED

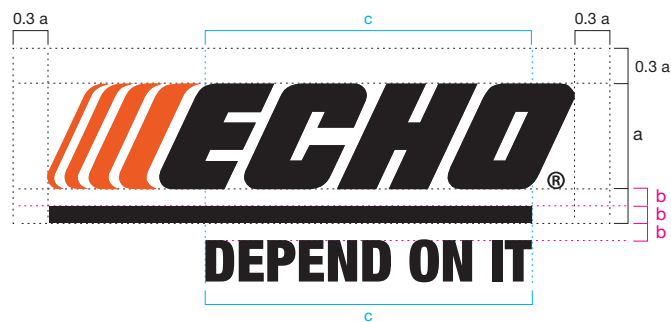


ECHO LOGO USAGE

The ECHO logo should always remain in the 'locked' position.

The ECHO logo should always have its own space. When combining text or photos with the ECHO logo, the minimum safe distance should always be adhered to.

Safe area around
the logo



Logo to use on
accent colour



Logo to use on
brand colour



ECHO COLOURS



CMYK 0/82/98/0

Pantone 179C

Approximate colour DIC 159

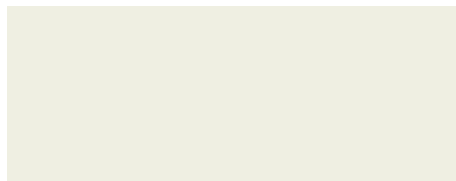
Web-Hexadecimal colour EF4123

Orange is the main brand colour and is used as the main focus on the template. When used away from the template, it should be used sparingly as a highlight colour.



CMYK 0/0/0/100

Black is the other dominant brand colour and is used mainly for text to give it authority.



CMYK 6/3/11/0

This is the accent colour and is used in the background only.

ECHO TYPEFACE

As an integral part of the ECHO brand the following font should be used: Helvetica Neue. This font is ECHO's unique handwriting and adds emphasis to the personality of its identity. Please refer to the following samples for usage. Unfortunately, Ariens Company Ltd cannot provide this font for dealers.

ECHO HEADLINE / SUB-HEADINGS

Helvetica Neue 87 Heavy Condensed (Upper Case)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@£\$%^&*()©®™

ECHO BODY COPY

Helvetica Neue 55 Roman (Upper and Lower Case)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&*()©®™

ECHO PROMOTIONAL MATERIAL

Helvetica Neue 75 Roman (Upper and Lower Case)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&*()©®™

Core Values

Be honest

Be fair

Keep our commitments

Respect the individual

Encourage intellectual curiosity



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