CALUMET

Brand
Guidelines

July 2024

We are proud of our Calumet brand, including the logo, colors, typography and associated brand messaging.

This information has been designed and presented to ensure that the Calumet brand is marketed in an appropriate and consistent manner. It is essential that the heritage, quality, elegance and reliability of one of the world's leading brand names is upheld and adhered to in all circumstances.

Achieving the goal of an enduring brand requires a conscious, coordinated, consistent approach to communications and behavior. That approach is based on the understanding that every choice and every decision— not advertising or collateral alone — communicates something to someone about the Calumet brand.

When messages are delivered within a consistent framework and reinforce the brand's promise and personality, their impact can be leveraged to boost awareness and heighten brand recognition and preference.

To help guide you, we have separated the information into distinct, user-friendly sections. Please read these guidelines carefully and ensure that they are implemented as rigorously as possible.

CALUMET

Corporate Logo

The Calumet logo is the leading identity and core element of the Calumet visual system.

PRIMARY HORIZONTAL LOGO

BRAND MARK   LOGOTYPE

This is the **primary horizontal** Calumet logo. Use this version to ensure accurate and consistent usage throughout all internal and external communications.

CORPORATE LOGO COLORS

The Calumet logotype is black and the tagline is Pantone 072 C. The darkest color of the arrow in the brand mark is Pantone 072 C. The lightest color of the arrow is Pantone 299 C. **Because of this color gradient, the color logo should always be printed in CMYK.**

SECONDARY APPLICATIONS

If production limitations or brand standards prevent accurate or proper reproduction, then the additional black only, grayscale or reversed versions can be used.

BLACK ONLY

GRAYSCALE

REVERSED

Corporate Logo Usage

HOROZONTAL LOGO

To keep proper brand integrity, the corporate horizontal logo must always be used in full color on a white background. The horizontal logo is preferred and should be used whenever possible.

DO NOT:

Compress or stretch the logo

Move the logo components

Use the color logo on background colors, photographs or background patterns

ALTERNATE HOROZONTAL LOGO FOR SPECIAL USES ONLY

The below logo (CALUMET, INC.) can only be used in limited instances such as press releases, LinkedIn announcements and the Calumet Press Kit. DO NOT USE THIS LOGO without first checking with the Calumet marketing team.

Corporate Logo Usage (cont'd)

STACKED LOGO

This is the **stacked** Calumet logo. Use this version ONLY if the spatial constraints of an application require limited space. This version can be also used in black only, grayscale or reversed. This version is allowed on wearables and promo products. Please check with the marketing team before using this version.

DO NOT:

… compress or stretch the logo

… move the logo components

… use the color logo on background colors, photographs or background patterns

Corporate Color Palette

PRIMARY COLORS

PMS: Pantone Blue 072 C
CMYK: C100 M88 Y0 K5
RGB: R28 G63 B148
HEX: #1C3F94

PMS: Pantone 299 C
CMYK: C85 M19 Y0 K0
RGB: R0 G157 B220
HEX: #009DDC

PMS: Pantone Cool Gray 8 C
CMYK: C0 M0 Y0 K43
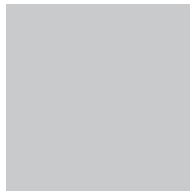RGB: R161 G161 B164
HEX: #A1A3A6

PMS: Pantone Black C
CMYK: C0 M0 Y0 K100
RGB: R35 G31 B32
HEX: #000000

SECONDARY COLORS

PMS: Pantone 716 C
CMYK: C0 M45 Y91 K0
RGB: R249 G157 B49
HEX: #F99D31

PMS: Pantone Cool Gray 4 C
CMYK: C0 M0 Y0 K24
RGB: R201 G202 B204
HEX: #C9CACC

Primary Colors
Calumet blue is the most prominent color across Calumet materials. It's the color that best represents our brand and signals credibility, confidence, trust and strength. Used with the additional three primary colors, the brand shows reliability and integrity.

Secondary Colors
Our secondary colors complement Calumet blue. Use them to draw attention to key pieces. Overuse weakens their effect and disrupts the visual hierarchy of Calumet communications.

CMYK Colors
These should always be used when creating collateral that will be printed in full color (offset or digital).

RGB and Hexadecimal Colors
These should be used for video/TV production, Web design and in desktop publishing applications that do not support CMYK colors.

CALUMET

Typography

The Calumet branding system uses the Helvetica Neue typeface family for corporate typography. **As illustrated, the family has numerous font variations, making it flexible and robust.**

Helvetica is used for all branding in print, outdoor and signage.

Typography in the Calumet branding system uses optical kerning and tight tracking of -10.

TYPICAL USE
Headlines and subheads use:
• Bold
• Heavy
• Black

Body copy uses:
• Medium
• Roman
• Light

The secondary typeface family of Arial is to be used for desktop applications such as Microsoft Word and Powerpoint, as well as e-communications.

The web-specific typeface family is Roboto.

Helvetica Neue LT Light Condensed
Helvetica Neue LT Light Condensed Italic
Helvetica Neue LT Std Condensed
Helvetica Neue LT Std Condensed Italic
Helvetica Neue LT Medium Condensed
Helvetica Neue LT Medium Condensed Italic
Helvetica Neue LT Bold Condensed
Helvetica Neue LT Bold Condensed Italic
Helvetica Neue LT Heavy Condensed
Helvetica Neue LT Heavy Condensed Italic
Helvetica Neue LT Black Condensed
Helvetica Neue LT Black Condensed Italic

Helvetica Neue LT Std Light
Helvetica Neue LT Std Light Italic
Helvetica Neue LT Std Roman
Helvetica Neue LT Std Roman Italic
Helvetica Neue LT Std Medium
Helvetica Neue LT Std Medium Italic
Helvetica Neue LT Std Bold
Helvetica Neue LT Std Bold Italic
Helvetica Neue LT Std Heavy
Helvetica Neue LT Std Heavy Italic
Helvetica Neue LT Std Black
Helvetica Neue LT Std Heavy Italic

Helvetica Neue LT Std Light Extended
Helvetica Neue LT Std Light Extended Italic
Helvetica Neue LT Std Extended
Helvetica Neue LT Std Extended Italic
Helvetica Neue LT Std Medium Extended
Helvetica Neue LT Std Medium Extended Italic
Helvetica Neue LT Std Bold Extended
Helvetica Neue LT Std Bold Extended Italic
Helvetica Neue LT Std Heavy Extended
Helvetica Neue LT Std Heavy Extended Italic
Helvetica Neue LT Std Black Extended
Helvetica Neue LT Std Black Extended Italic

Arial Regular
Arial Italic
Arial Bold
Arial Bold Italic

Roboto Regular
Roboto Regular Italic
Roboto Medium
Roboto Medium Italic
Roboto Bold
Roboto Bold Italic
Roboto Black
Roboto Black Italic

Typography Layout Structure

Below is the typography structure to be used as a general guideline in Calumet branding.

This structure **may be altered** depending on the project and depending on the necessary design. Recommended type weights **may be altered** to add emphasis to important or specific information where necessary.

HEADLINE
(Heavy)

A Commitment to Respecting Human Rights

SUB-HEADLINE
(Bold)

Our Commitment to You

Body
(Regular)

Calumet is committed to providing a work environment where all employees are treated fairly and with respect. We promote diversity within our workforce and have an inclusive environment that helps each of us to fully participate in and contribute to Calumet's success.

We are committed to hiring, compensating, evaluating, transferring and promoting employees based solely on skills and performance. It is our policy to provide equal employment opportunities and to treat applicants and employees without inappropriate bias. We value the talents and abilities of our employees and seek to foster an open, cooperative and dynamic environment in which employees and the company can thrive together.

QUOTE MARK
(Heavy)

"

PULL QUOTE
(Heavy Italic)

With current world challenges such as a global pandemic and economic crisis, I would posit it is more necessary than ever to make sure we are part of the solution."

Calumet also supports the human rights of its external stakeholders, including customers and local communities. We are actively reviewing additional actions we can take to support the goal of improving human rights.

ATTRIBUTION
(Bold, Regular Italic)

Steve Mawer
Calumet CEO

SIDE BAR
(Condensed)

CALUMET

Visual Identity System

THE CALUMET SHAPE

The primary visual element Calumet utilizes is a three-sided triangular shape. Throughout its brand identity, the triangle is most commonly used in the Calumet primary blue color, but can be use with other palette colors. The triangle can be sized differently and used in many visual spaces, but must always have one side flush with an edge of the collateral, or be flush with another triangle.

THE CALUMET ICONS

These graphic elements help to visually define the categories of Calumet products. The colors of the circles may be changed, depending on the design, but the inner elements must not be altered.

BASE OILS

WAXES

SPECIALTY OILS

FUELS & ASPHALTS

SOLVENTS

ESTERS

THE CALUMET MOLECULES

The Calumet molecules are an important part of the visual system. The graphic signifies the science of the Calumet craft. The molecules are most often used in a subtle way, a low percentage of a color, as to not take away from other primary visual components.

CALUMET

Business Card Structure

To be consistent with our brand, all employees will use the Calumet common front-side design for business cards which highlights individual employee contact information.

YOUR NAME
YOUR TITLE LINE 1
YOUR TITLE LINE 2
your email address @calumet.com
linkedin.com/in/ your linkedin handle
O: (XXX) XXX-XXXX
C: (XXX) XXX-XXXX

CALUMET

Depending on department/business unit, different back-side designs will be used which highlight corporate information as well as specific business unit designations.

A: Employees who work primarily in Corporate Calumet business functions and the Specialty Products & Solutions division will use this card design.

B: Employees who work in the Montana Renewables business will use this card design.

C: Employees in the Penreco business will use this card design.

D: Employees in the Performance Brands business will use this card design.

A

CALUMET

2780 Waterfront Pkwy. E. Drive • Indianapolis, IN 46214
Calumet.com

B

CALUMET

2780 Waterfront Pkwy. E. Drive • Indianapolis, IN 46214
Calumet.com • (800) 437-3188 • (317) 328-5660

MONTANA RENEWABLES™

C

CALUMET

2780 Waterfront Pkwy. E. Drive • Indianapolis, IN 46214
Calumet.com • (800) 437-3188 • (317) 328-5660

penreco®

D

CALUMET

2780 Waterfront Pkwy. E. Drive • Indianapolis, IN 46214
Calumet.com • (800) 437-3188 • (317) 328-5660

BEL-RAY   ROYAL PURPLE   TRUFUEL

CALUMET

Email Signature Structure

Consistent use of email signatures helps communicate our brand. The format shown here is to be used by all Calumet employees.

Arial is the only typeface that should be used for the signature.

YOUR NAME
Title

CALUMET

2780 Waterfront Pkwy. E. Drive
Indianapolis, IN 46214
o. 123.456.7890
c. 123.456.7890
Email@Calumet.com
Calumet.com

INSTRUCTIONS ON HOW TO EASILY CREATE THE EMAIL SIGNATURE

1. Edit the information above with your own contact information, keeping the styles intact.
2. When completed, select the entire signature from top to bottom and "Copy" (Ctrl + C).
3. Creating a new signature in Outlook:

    a. Open Outlook
    b. Select "File" then "Options"
    c. Select "Mail" from the left pane
    d. Select "Signatures …" from the right pane
    e. Click the "New" button and enter a name for your new signature
    f. Right-click inside the editing pane and choose paste option, "Keep Source Formatting"

IMPORTANT: *If the font changes to your systems default font.*
Simply select the entire signature and change the font to "Arial".

SAMPLE CREATION STRUCTURE

ARIAL BOLD, 12PT, ALL CAPS, COLOR = #1C3F94
Arial Bold Italic, 10pt
[Logo Goes Here]
Arial, 10pt
Same font as above and below
Please use "Shift + Enter" for soft returns for entire signature
o. 123.456.7890
c. 123.456.7890
Email link same font as above, color #009DDC
Website link same font as above, color #009DDC

Microsoft® PowerPoint®

To keep easy and consistent branding throughout the Calumet organization, PowerPoint presentation templates have been created that follow our visual system. These templates should always be used for both internal and external use. Both logos (primary or alternate) can be used in presentations.
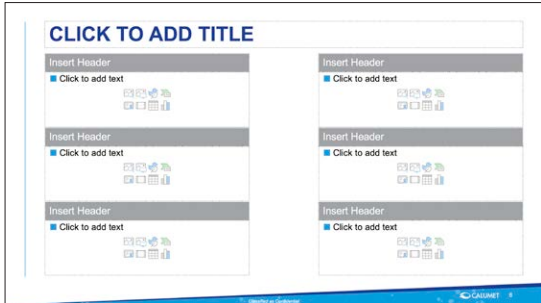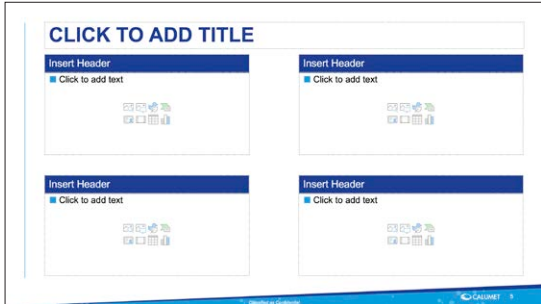
COVER SLIDE TEMPLATE

TRANSITION SLIDE TEMPLATE
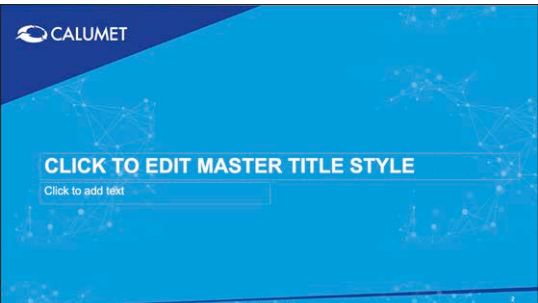
CONTENT SLIDE TEMPLATES

Contact Information

This brand guide is the most current brand guide and was updated **July 2024**.
All previous Calumet brand guides are null and void.

Any changes to these specifications must be approved by the Calumet Marketing Department at marketing@calumet.com.