



**CALUMET**<sup>™</sup>  
SPECIALTY PRODUCTS PARTNERS, L.P.

# Brand Guidelines

November 2021

## **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.

# Corporate Logo

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



The Calumet logo files ensure accurate and consistent usage throughout all internal and external communications.

**The corporate logo should not be altered in any way.**

## CORPORATE LOGO COLORS

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 logo always prints in CMYK. The Calumet logotype is black and the tagline is Pantone 072 C.

The Calumet logos can be found on the Sales and Marketing Sharepoint at <https://calumetlubricants.sharepoint.com/sites/SalesandMarketing/SitePages/Logos.aspx>

## 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

## HORIZONTAL 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*

# Corporate Logo Usage (cont'd)

## SECONDARY STACKED LOGO



A stacked treatment of the logo may be used **ONLY** if the spatial constraints of an application require. This version can be also used in black only, grayscale or reversed.

### 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: #009DC



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

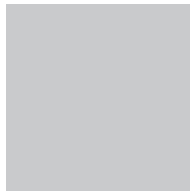


PMS: Pantone Black C  
CMYK: C0 M0 Y0 K100  
RGB: R35 G31 B32  
HEX: #000000

## 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.

# 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."***

ATTRIBUTION  
(Bold, Regular Italic)

**Steve Mawer**  
*Calumet CEO*

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.

SIDE BAR  
(Condensed)



# 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.



# 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.



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.

If you have a question about which card design to choose, speak to your supervisor or email the marketing team at [marketing@calumetspecialty.com](mailto:marketing@calumetspecialty.com).



# 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*



2780 Waterfront Pkwy. E. Drive  
Indianapolis, IN 46214

o. 123.456.7890

c. 123.456.7890

[Email@CalumetSpecialty.com](mailto:Email@CalumetSpecialty.com)

[CalumetSpecialty.com](http://CalumetSpecialty.com)

This template can be found on the Sales and Marketing Sharepoint at [https://calumetlubricants.sharepoint.com/sites/SalesandMarketing/SitePages/Home\(1\).aspx](https://calumetlubricants.sharepoint.com/sites/SalesandMarketing/SitePages/Home(1).aspx).

## 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 typeface changes to your systems default typeface, simply select the entire signature and change the typeface 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](mailto:Email@CalumetSpecialty.com)

[Website link same font as above, color #009DDC](http://CalumetSpecialty.com)

# 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. These templates can be found on the Sales and Marketing Sharepoint:

[https://calumetlubricants.sharepoint.com/sites/SalesandMarketing/SitePages/Home\(1\)](https://calumetlubricants.sharepoint.com/sites/SalesandMarketing/SitePages/Home(1)).

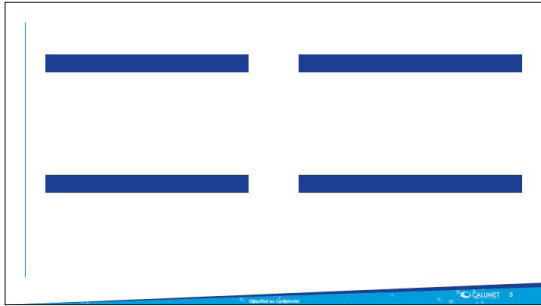
## COVER SLIDE TEMPLATE



## CONTENT SLIDE TEMPLATES



## TRANSITION SLIDE TEMPLATE



# Contact Information

This brand guide is the most current brand guide and was updated **November 2021**. All previous Calumet brand guides are null and void.

Penreco and Performance Brands have their own unique brand guidelines which can be found on the Sharepoint site:

[https://calumetlubricants.sharepoint.com/sites/SalesandMarketing/SitePages/Home\(1\)](https://calumetlubricants.sharepoint.com/sites/SalesandMarketing/SitePages/Home(1)).

Any changes to these specifications must be approved by the Calumet Marketing Department at [marketing@calumetspecialty.com](mailto:marketing@calumetspecialty.com).