



PRECORP[®]
ENGINEERED CUTTING TOOL SOLUTIONS

BRAND GUIDELINES

[SEPTEMBER 2014]



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Introduction



Company History

Precorp, Inc. was founded in 1986 to manufacture Polycrystalline Diamond (PCD) drills using their patented vein process. These drills found success drilling precision fastener holes in Carbon Fiber Reinforced Composites (CFRP). Being a special round tool company, Precorp applied the vein technology to a variety of tool types such as reamers, end mills, spot facers and countersink tools across all machining industries.

In the early 2000's, Precorp expanded its capabilities and added solid carbide special round tools to their offering. In an attempt to keep manufacturing close to the customer, Precorp has three facilities in the U.S. (Utah, Michigan and South Carolina) and one facility in Delmenhorst, Germany.

In 2013, Sandvik acquired Precorp, Inc. and today Precorp, Inc. works within the Sandvik Coromant organization. This allows a global presence for Precorp products and positions Precorp to be a global leader in engineered cutting tool solutions.

The Precorp Brand Guidelines were created to provide clear standards for communicating about Precorp Inc.

Our goal is consistent representation of our brand identity no matter where in the world we reach or what media we use to communicate. Upholding these standards will help build and keep the Precorp brand strong.

Precorp Inc. Logo



The Precorp Corporate Logo is comprised of the icon, the word mark, the tagline, and the ® registration mark. We use this to identify our company to the world and reinforce brand recognition.

For these reasons we always display the Corporate Logo as specified in this document, without modification.

Use of the Precorp Corporate Logo as part of any other logo is prohibited. The Corporate Logo must not be combined with any other graphic element, e.g. text, illustration, or logotype. It may not be used in headlines or embedded in text.

Use of the Corporate Logo by any entity outside of Precorp Inc. must be requested through Precorp and requires prior written approval.

Logo Usage

Precorp Corporate Logo Stacked



There are two primary versions of the Precorp Corporate Logo — the Stacked Logo and the Inline Logo. Choose the one that best fits the physical layout in which it will be used. It is important to always display these logos, as shown in this guide, without modification.

Other logo options for single color and special production applications are included to follow.

Precorp Corporate Logo Inline



Clear Space Requirements

Precorp Corporate Logo clear space is equal to the x-height of the word mark and tagline.



Please observe the minimum clear space around the Precorp Corporate Logo to optimize its visual impact. No other elements can be present in the clear space as specified in these guidelines.

Clear space requirements apply to text, graphics, photos or any other elements.



Logo Variations

1.



2.



3.



4.



1. Full-color logo. This is the preferred version, to be used on white or light colored backgrounds.
2. Color reverse logos. These version should be used ONLY on a dark background.
3. One color logo. This is not a preferred usage. To be used ONLY when reproduction limitations force its use. Prints in Cool Grey 7 or 45% black ONLY.
4. Solid white reverse signature. Use infrequently, when reproduction limitations force its use. Print on dark colored backgrounds.

Incorrect Usage



✗ Do not use non-approved logo colors



✗ Do not reposition the logo elements.

To protect the value of the Precorp corporate identity, it is important to use the Precorp Corporate Logo as it is presented in these guidelines with out modification. These are examples of non-appropriate use of the Corporate Logo:



✗ Do not use non-approved typefaces.



✗ Do not distort the logo.



✗ Do not obscure a portion of the logo.



✗ Do not combine the logo with any other elements.



✗ Do not place the logo on a photo or textured background that limits the visibility.



✗ Do not tilt or rotate the logo.

Precorp Corporate Logo Colors

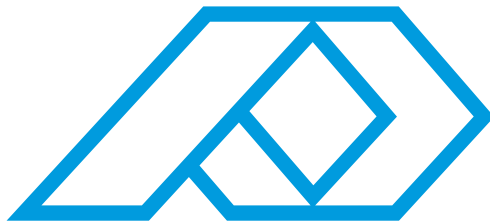


Pantone	2925	2935	Cool Grey 7
CMYK	76-25-0-0	100-68-4-0	42-35-35-1
RGB	31-155-222	0-86-184	154-155-157
HEX	#1f9bde	#0056b8	#9a9b9d
RAL	5012	5002	7004

Consistent use of these colors is vital to our corporate identity. Please use only the color palette and the color formulas and percentages as specified in this document when displaying the Precorp logo and designing other visual elements for Precorp communications materials in print and electronic media.

The Precorp Logo Icon

This is the preferred version of the Precorp icon, use it whenever possible. It may be used without the Precorp word mark as a design element only.

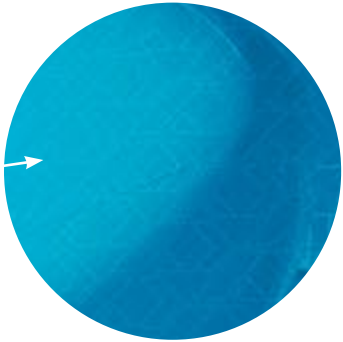


The Precorp Logo Icon may be used independently of the logo as a design element and to create shapes and/or patterns. Patterns should be subtle and used as background texture only.

Use this version when a bolder, stronger presence is needed or when using the icon as larger design elements.



Logo Icon Usage Examples



These are examples of the Precorp Logo Icon being used as a pattern and shape design element.



Precorp is a Solutions Creator

Through its engineer to engineer approach using the Precorp MARCS team, Precorp continues to create breakthrough polycrystalline diamond (PCD) and carbide tooling solutions for the challenges that face innovative manufacturers around the world within short development times.

Given the complex nature of the special round tool field, Precorp uses a special group of engineers to support customer projects. This group is referred to as the Precorp MARCS group. The term MARCS refers to:

- Manufacturing
- Application
- Research
- Customer Service

These special groups of engineers are industry experts that bring to the table years of experience in their corresponding industry. They work closely with customers from design phase to testing phase to launch phase. They are empowered to insure a customer's project is completed without delay.

The MARCS concept allows Precorp to develop individual product solutions in weeks. It also allows for a high probability for success given that MARCS projects are developed and tested before delivering to the customer. The MARCS group works closely with manufacturing to insure a quality tool is manufactured in a timely manner. This concept of engineers working together is one way Precorp delivers the best possible engineered cutting tool solutions.



The Precorp Hand Tool (PHT) was designed for hand drilling CarbonFiber Reinforced Composites (CFRP).

PRECORP ENGINEERED CUTTING TOOL SOLUTIONS

Precorp Key Industry Icons



AEROSPACE



FLUID POWER



AUTOMOTIVE



MICRO TOOLS



CUSTOM TOOLS



Precorp Key Industry icons are used to represent the industries in which Precorp offers services. These icons and colors should be used when creating materials specific to each industry.

The Key Industry color should be the main color to identify the industry-specific piece, with Precorp PMS 2935 (darker blue) used as the supporting color.

Pantone	2925	7474	5125	124	431
CMYK	76-25-0-0	88-40-42-10	56-84-39-24	6-36-100-0	67-52-44-17
RGB	31-155-222	0-116-129	110-58-93	238-169-4	90-103-113
HEX	#1f9bde	#007481	#6e3a5d	#eea904	#5a6771
RAL	5012	5021	4008	1023	7012

The Key Industry Icons can also be used in solid white reverse on their respective colors only:

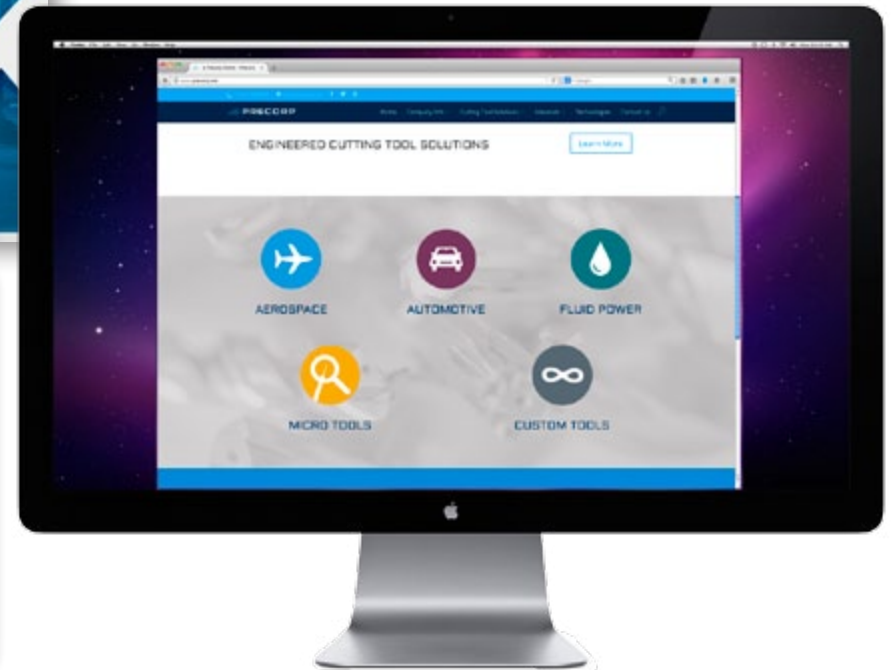


Industry Icon Usage Examples



These are examples of the Precorp industry icons and colors being used to designate industry-specific materials and content.

Note: Mention of *all key industries* should be represented in all Precorp materials.



Typography

SUI GENERIS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 !@#\$%^&*()_+

[\[DOWNLOAD FREE FONT\]](#)

Fira Sans Light

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 !@#\$%^&*()_+

Fira Sans Light Italic

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 !@#\$%^&()_+*

Fira Sans Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 !@#\$%^&*()_+

Fira Sans Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 !@#\$%^&*()_+

[\[DOWNLOAD FREE FONT\]](#)

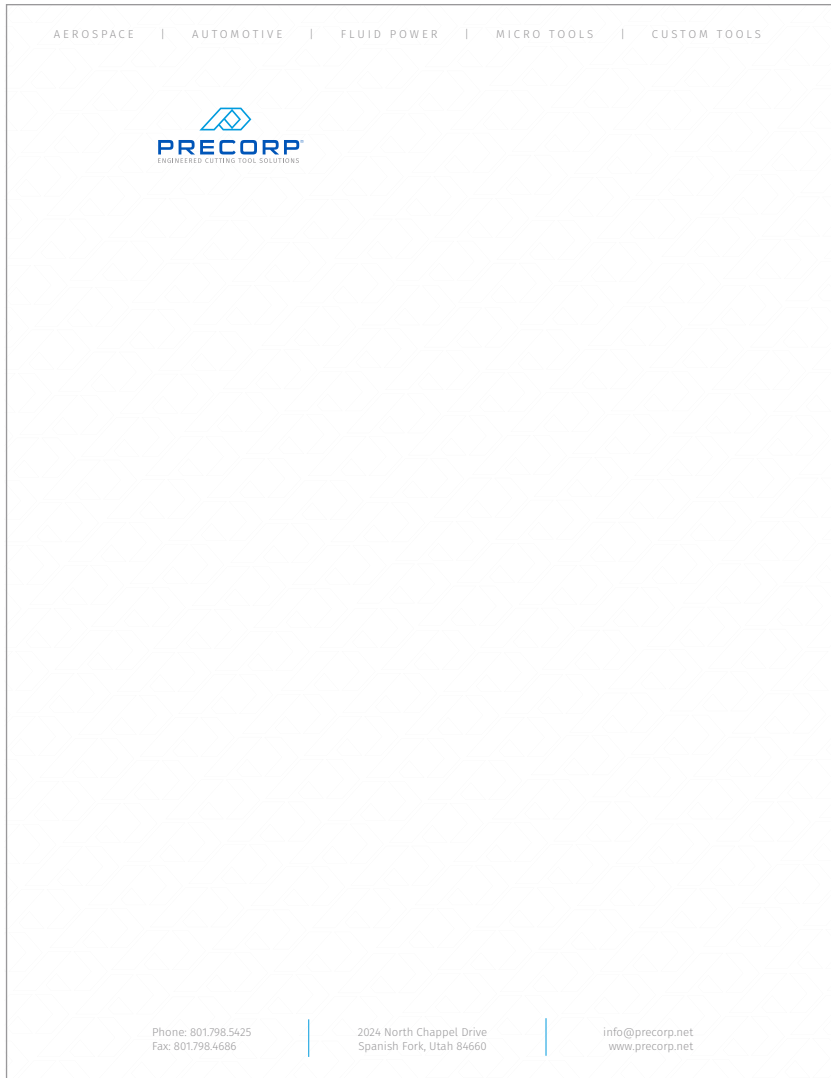
Typography is another key element of Precorp brand communications in print, web, mobile and video environments.

As with graphical elements, our typography reflects the personality of the Precorp brand.

Sui Generis should be used for headlines and display purposes. Fira Sans Light should be used when setting body text. Alternate weights of Fira Sans may be used for subheads, photo captions, pull quotes and more within layouts.

These typefaces are to be used when producing all Precorp communications materials in any media.

Stationary



Key Industry representation

Corporate Logo colors and clear space

Precorp preferred icon used in a subtle background pattern

Approved typeface and colors

Precorp stationary honors the brand guidelines and conveys a strong corporate identity. Use the provided Word template for official communications.

Don't forget that emails are a primary form of communication and should reflect the brand as well. Email signatures should contain key industry representation:

Richard Garrick, President

Precorp Inc.

AEROSPACE | AUTOMOTIVE | FLUID POWER | MICRO TOOLS | CUSTOM TOOLS

Mobile: 801.361.5456

Office: 801.798.5409

2024 North Chappel Drive
Spanish Fork, Utah 84660

www.precorp.net

**Note the use of periods instead of dashes in phone number formats. This is the preferred Precorp style.*

[\[DOWNLOAD WORD TEMPLATE\]](#)

Name Usage

- ✓ Precorp, Inc. was founded in 1986 to manufacture Polycrystalline Diamond (PCD) drills using their patented vein process. Precorp applied the vein technology to a variety of tool types.
- ✓ Precorp headquarters are located in Spanish Fork, Utah.
- ✓ The Precorp Hand Tool is an aerospace industry staple.
- ✓ Precorp offers PCD, Solid Carbide and Coated Carbide engineered cutting tool solutions.
- ✗ Precorp Inc.'s cutting tool solutions solve the challenges our customers face.
- ✗ The carbide blank is inserted into one of Precorp Inc.'s high pressure, high temperature presses.
- ✗ PRECORP is an industry leading, high quality custom cutting tool manufacturer.

Use the full company name, Precorp Inc., in the first reference of the company as a proper noun. Future references in the same piece can be shortened to just Precorp.

Precorp Inc. should only be used in reference to the company but not as an adjective to designate it's physical location, engineers, processes or products.

The name Precorp should never be used in title case within copy.

Branded Examples



Following the Precorp brand guidelines will result in materials and products that support and enhance the value of the Precorp brand.



WWW.PRECORP.NET