Style Guide

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Introduction

Clarity is essential when telling the CPM story.

This guide outlines the basic components of the CPM Identity System. It aligns the CPM family in print, video and electronic communications.

Managed identity standards are essential to the future of CPM. Our customers see thousands of media messages every day. The first and most crucial step to ensuring they make the connections between our company, our divisions, our messages and our products is consistent branding.

The center of a graphic identity is a logo: the symbol that unites us as a company. However, an identity system is much more than a logo. A comprehensive graphic system is a structure for communicating and presenting information logically, clearly and with distinction.

CPM HOLDINGS

PROPRIETARY EQUIPMENT

ENGINEERED SYSTEMS

CALIFORNIA PELLET MILL GROUP

CPM EXTRUSION GROUP

CPM THERMAL GROUP

CPM SYSTEMS GROUP

BUSINESS UNITS/BRANDS

California Pellet Mill
• CPM-US
• CPM-EU
• CPM-Asia

| Roskamp Champion |

| Beta Raven |

| Di Piu' |

| Century Extrusion |

| Ruiya Extrusion |

| Extricom Extrusion |

Wolverine Proctor
• Wolverine Proctor-US
• Wolverine Proctor-UK

| Lauhoff |

| Greenbank Technology |

| Proline Engineering |

| TSA Griddle |

Crown
• Crown Iron Works
• Europe Crown
• Crown Asia Engineering

| SKET |

Business Unit/Brand
• Business Unit

*Business unit omitted if same as brand.
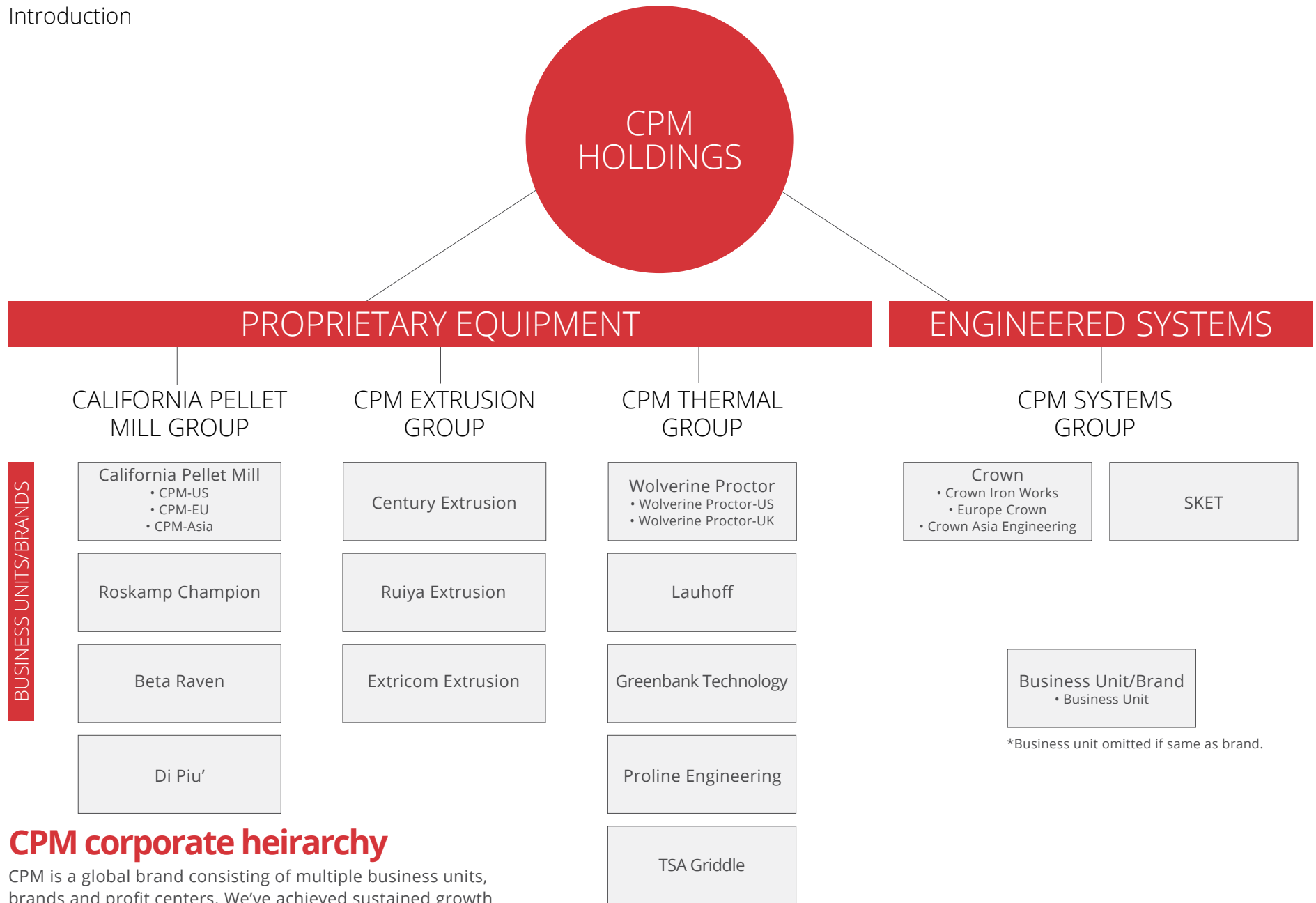
CPM corporate heirarchy

CPM is a global brand consisting of multiple business units, brands and profit centers. We've achieved sustained growth over time through acquisitions and partnerships, solidifying our ability to offer a wide variety of solutions to our customers.

CPM Vocabulary

At CPM, a variety of terms are used to describe how the company is broken down by size and function. For clarity and consistency, it's important to understand the terminology used in this guide and in other corporate communications.

Holding Company	A holding company is an entity formed to buy and hold the majority of stock of other companies. Example: CPM Holdings, Inc.
Business Units	The holding company is the corporate body; the business units are the various parts comprising the entity. A business unit within a company is responsible for specific activities such as sales, engineering or order fulfillment, and often have specific brand or geographical scope. Examples: CPM-US, CPM-Europe, Wolverine Proctor-US, Wolverine Proctor-UK
Brand	A brand is a product, system or service identity that is associated with unique performance attributes. Examples: Beta Raven, Crown Iron Works, SKET
Business Unit Group	A group is a collection of associated business units that are related in terms of product, application or market characteristics for a shared purpose. Examples: CPM Systems Group, California Pellet Mill Group, CPM Extrusion Group, CPM Thermal Group.

Primary Colors

The familiar red and black can be balanced with tan when necessary. These colors are used in CPM's logo, primary elements and backgrounds.

Secondary Colors

In some cases, there may be a need for additional colors. While we encourage marketers to work within the outlined color palette, the available colors are not limited to these colors. Please use additional colors sparingly, if at all.

Color Tint

Primary and secondary colors may be used at different opacities when necessary.

Color Builds

Please maintain consistency in color builds. Use the chart at right for reference.

Figure 1) *Use CPM Green when color-correcting equipment.*
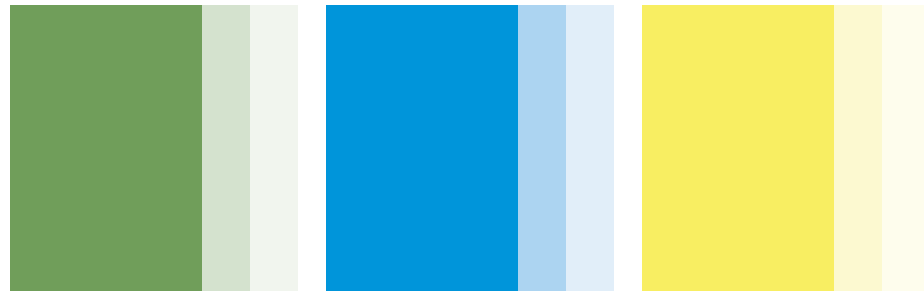
Primary Colors/Color Tints

| Pantone 186C "CPM Red" | Pantone BlackC Black | Pantone 4645C "CPM Brown" |

Secondary Colors/Color Tints

| Pantone 7489C "CPM Green" | Pantone 2925C Blue | Pantone 101C Yellow |

Color Builds

Color	Pantone	C	M	Y	K	R	G	B	Hex #
● CPM Red	186C	13	100	89	4	204	9	47	cc092f
● Black	BlackC	67	64	68	70	42	39	35	2a2723
● CPM Brown	4645C	23	47	64	20	164	120	87	a47857
● CPM Green	7489C	61	18	84	2	112	162	89	70a259
● Blue	2925C	76	29	0	0	0	149	218	0095da
● Yellow	101C	7	0	74	0	245	239	98	f5ef62

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Biomass Pelleting Solution

You deserve consistency and quality through your entire biomass pelleting process—from chips to load-out.

Get it with CPM.

With all typography, strive for consistency and clarity.

Fig. 1) *Sample headline and body copy.*

Typography: Corporate typefaces

PRIMARY TYPEFACE–Open Sans

Use Open Sans for primary content like headlines and body copy. Open Sans is available to download for free via the Google Fonts API. It is very easy and convenient to include Open Sans for Web content by following the on-screen instructions.

Open Sans Light	**Open Sans Bold**
Open Sans Regular	**Open Sans Extra-Bold**

Note: *You can download Open Sans at http://www.google.com/fonts#UsePlace:use/ Collection:Open+Sans*

SECONDARY TYPEFACE–Helvetica & Georgia

Use Helvetica and Georgia as a secondary typeface. Proper use includes headlines and callouts. Avoid using secondary typefaces for body copy. Instead, use Open Sans.

Helvetica Light	Georgia Regular
Helvetica Regular	*Georgia Italic*
Helvetica Bold	**Georgia Bold**

Note: *Georgia typeface should only be used for callouts or caption text. Georgia should never be used as a primary typeface.*

Logos

At the core of the CPM brand is the CPM shield. The shield is the formal identifier for our organization. CPM is the corporate umbrella under which our other business units fall: Crown Iron Works, California Pellet Mill, Roskamp Champion, Beta Raven, Century Extrusion, Ruiya Extrusion, Wolverine Proctor, CPM Europe and CPM Pacific.

The CPM logo consists of black and Pantone 186 CVC (red). Used with a business unit name, the applicable tag line is left justified with the business unit name under a line separator.

Use the logo in its entirety; do not separate elements as stand-alone units. Never use the logo as a headline. With prior approval from the CPM marketing department, the CPM shield can be separated from the business unit name and under certain circumstances, may stand alone.

LEGACY LOGOS

In some cases, it's necessary to use legacy logos in conjunction with the CPM shield. For example, the Crown Iron Works legacy logo can be used on its own or alongside the CPM shield. Rules for incorporating both logos on the same surface appear on the next page.

In many cases, legacy logos can and should be used as unique identifiers on products. Serial plates, however, should always use CPM logos for corporate identity association.

In literature, media and other marketing materials, CPM should always maintain predominant position for corporate identity association.

Fig 1) *Approved logo*

Fig 2) *Approved logo*

YOUR BUSINESS UNIT HERE

Your Tagline Here

Fig 3) *Approved logo*

YOUR LOGO

Fig 4) *Approved logo*

CHAMPION

Multiple Logo Guidelines

In some cases, it might be appropriate to include both the CPM shield and a legacy logo. Although rare, this application should be treated consistently, regardless of the medium or specific legacy logo used.


Fig 1) *Example showing horizontal treatment for multiple logos. Use a 50% black line to separate each element. The line's height should equal the height of the red, inner portion of the shield. The legacy logo should be no wider or taller than the CPM logo.*
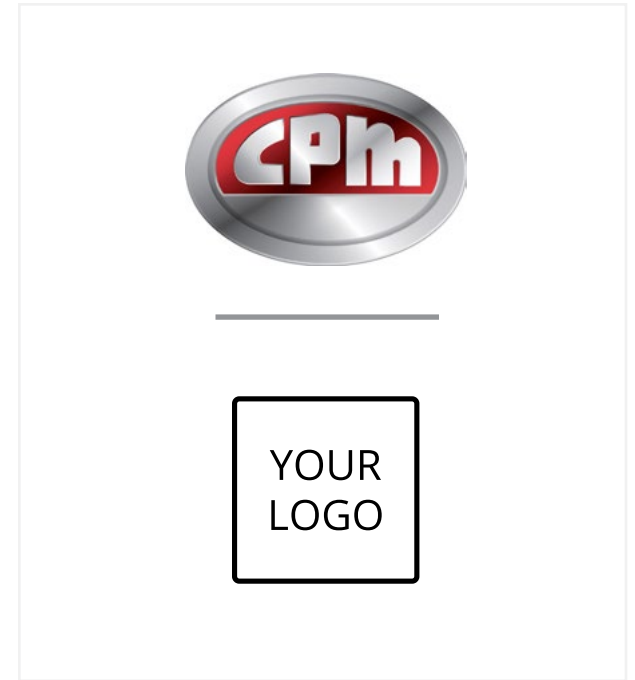
Fig 2) *Example showing vertical treatment for multiple logos. Use a 50% black line to separate each element. The line's width should equal the width of the red, inner portion of the shield.*

Fig 3) *Logos should always be balanced in size. Never reproduce logo in a size that dominates adjoining logo.*
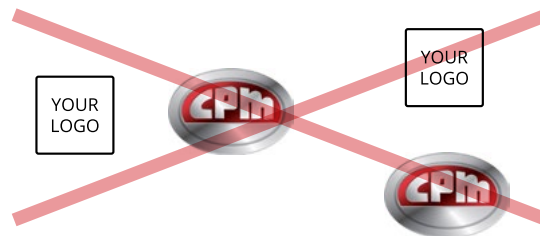
Fig 4) *Legacy logos should never be placed to the left or above the CPM shield logo.*

Fig 5) *Logos should never touch or overlap. Always keep 1/2 height of CPM shield logo distance from legacy logo.*

Don'ts

Never use CPM shield as a design element.

Never turn or tilt the CPM logo.

Never stretch CPM shield/logos under any circumstance.

Never recolor the CPM shield or business unit.

Never place the logo over another design, photograph, color or texture that in any way reduces the clarity or impacts the accurate presentation of the logo.

Never use the logo or type in outline form.

Print Collateral and Advertising

An identity system doesn't stop at a logo. Rather, it should be applied across all aspects of company communications and advertising.

GENERAL GUIDELINES

For all CPM-branded materials, follow the guidelines outlined in this publication. This includes always adhering to the guidelines for color palette and font selection and appropriate logo usage. All CPM materials should be easy to read. Photography should be relevant to the subject. Photos should tell a story about CPM; if you show the beginning stage of a product, show the end stage, as well.

Templates for CPM-branded materials can be found at XXXX.

Fig 1) *Sample CPM business card, letterhead, envelope.*
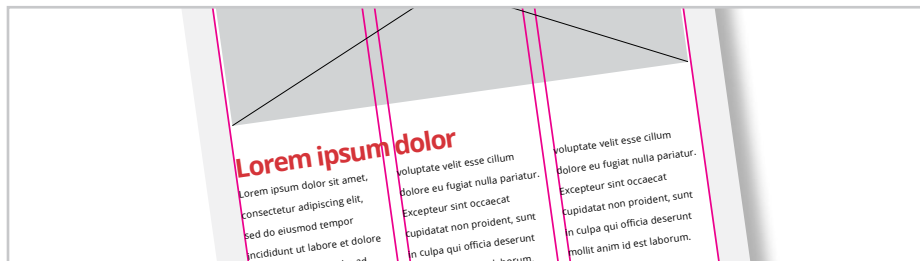
Fig 2) *Ad grid layout.*

GRID LAYOUTS

The grid serves as an armature on which a designer can organize graphic elements (images, glyphs, paragraphs) in a rational, easy-to-absorb manner. A grid can be used to organize graphic elements in relation to a page, in relation to other graphic elements on the page, or in relation to other parts of the same graphic element or shape.

Fig 3) *Logo placement on polo shirt.*

LOGO PLACEMENT ON GARMENTS

The CMP logo should appear on the left front chest. Be sure to always use the simplified logo that has been specifically created for garments. Secondary legacy logos should be displayed on the right sleeve.

Digital Presence

Where CPM customers once only saw our name in printed pieces, more and more are now learning about and interacting with us digitally. From websites, to social media, to Web videos and more, it's important that our brand guidelines extend to all things digital.

GENERAL GUIDELINES

For all CPM digital materials, follow the guidelines outlined in this publication. This includes always adhering to the guidelines for color palette and font selection and appropriate logo usage. All CPM materials should be easy to read. Photography should be relevant to the subject. Photos should tell a story about CPM; if you show the beginning stage of a product, show the end stage, as well.
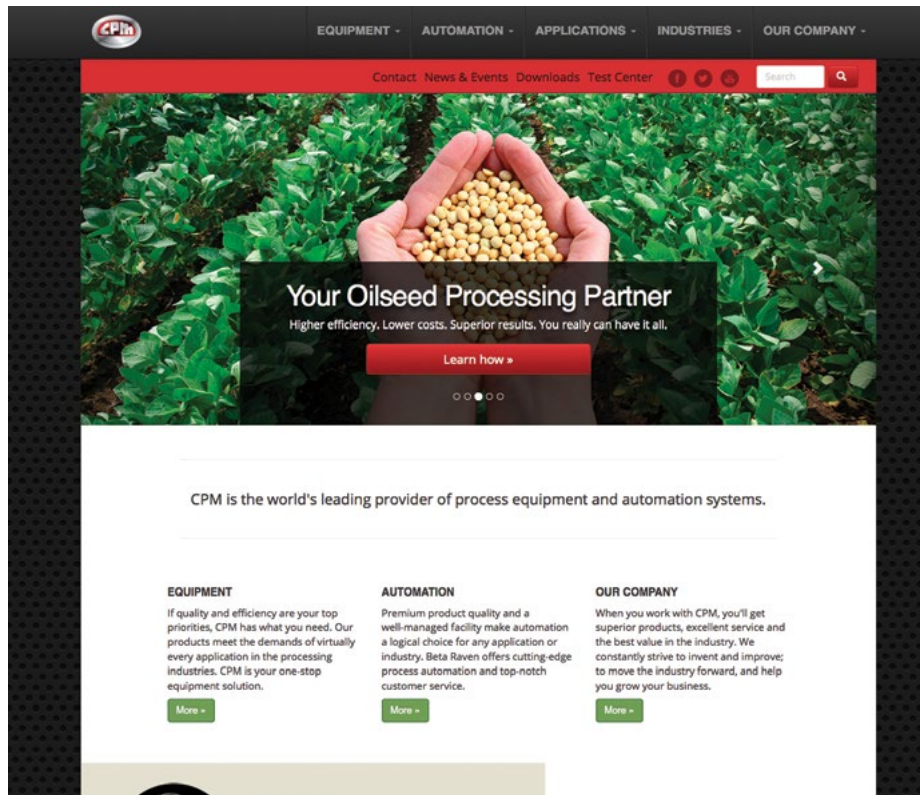
WEB

The most important aspect of our Web presence is usability. When a customer visits one of our webpages, they should be able to easily and quickly find what they are looking for. Here are just a few tips to make sure our customers have a smooth user experience:

Tips:

- Avoid dramatic animations or cluttered designs. Functionality is much more important than form.

- Keep the copy as short as possible. Use bulleted lists to break up blocks of copy.

- Use lots of white space. It makes your page readable.

- Organize information into categories (End Markets, for example) to help users easily navigate your site.

- Find ways to help your user get where they are going in as few clicks as possible. The fewer barriers you put in their way, the better.

- Make call-to-action buttons big and bold.

Social media is about building connections and strengthening your brand.

SOCIAL MEDIA

The way your business presents itself on social media is a direct reflection of what you're all about. If you decide to be part of the conversation, be intentional in your approach.

For CPM, determining which business units are covered by which accounts is essential. For example, the Facebook account "CPM" and the Twitter account "@CPMRoskamp" currently post on behalf of California Pellet Mill and Roskamp Champion, while also occasionally mentioning their partners at Beta Raven from time to time. Name your accounts clearly. For example: @WolverineProctor is better than @WolPro.

A complete, attractive profile is key to showing your audience who you are. Profile images should be a simple logo so that people scrolling through their feed know who you are at a glance. Cover images can include a combination of images and text as long as they follow each platform's rules and remain legible and attractive. Stick to your guidelines on color, logo treatment, etc., whenever a social platform gives you the option.

Tone is another critical component. Be friendly and positive, using humor carefully and sparingly. Be accessible by replying to comments and messages, and be aware of what others are posting about you (especially on your own pages) in case you need to take action.

When it comes to content, think before you post. Constantly asking your audience for favors or repeatedly pushing your products will dwindle your fan base quickly. Posting too often or not often enough will lose them, too. And remember, everything you post online lives forever, so don't be controversial, polarizing or inappropriate. All you need to do is provide error-free content that informs, educates or entertains your audiences.
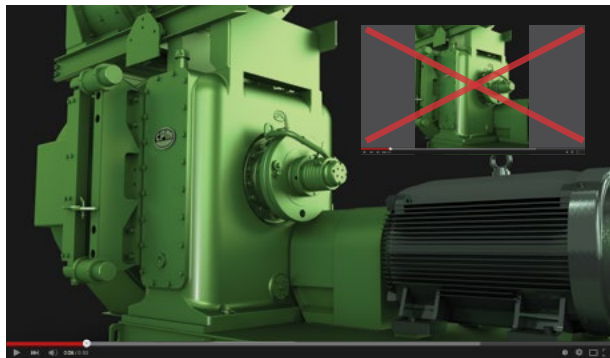
VIDEO

Fig 1) *Approved video inset with non-approved video format.*

There are several things you can do to enhance your videos and help ensure they look professional. Always record video in a horizontal format using a camera with high image quality. Also, viewers will expect good sound with your video. Almost anything is better than the microphone on your camera. When possible, use an external microphone to capture high-quality sound. Stabilize your camera while shooting. Anything that helps reduce camera shake and stabilizes your shot will improve the quality of your video dramatically.