



IDENTITY STANDARDS PAGE 1



**Full Color Logo**

It is recommended the Full Color Logo be printed in 4-color process, RGB, etc. Pantone colors are not recommended.



**Grayscale Logo**

to be used when printing 1-color (BLACK) and tints/screens can be used.



**1-Color Logo**

to be used when printing 1-color (BLACK) and solid colors (no tints) are required.



**Full Color Logo on Black**

It is recommended the Full Color Logo be printed in 4-color process, RGB, etc. Pantone colors are not recommended.



**Grayscale Logo on Black**

to be used when printing 1-color (BLACK) and tints/screens can be used.



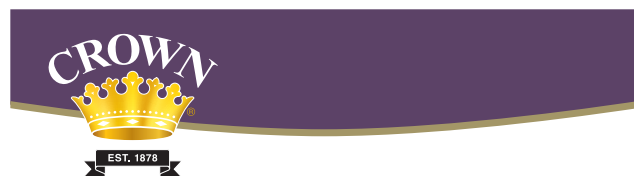
**1-Color Logo**

to be used when reversing logo out of black or other dark backgrounds.



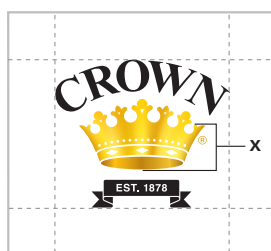
**Full Color Logo on Corporate Purple**

It is recommended the Full Color Logo be printed in 4-color process, RGB, etc. Pantone colors are not recommended.



**Full Color Logo on Corporate Purple/Gold Curve**

Used for business cards and email signature, this logo design may also be used as a banner for email announcements. When the logo is placed over the edge of the the purple /gold curve the crown must have white behind the holes in the crown and a thin white rule.



**Logo Clear Space**

"X" is defined as the height of the first crown leaf and is equal to the margin of clear space that is required around the logo. No graphic elements or photography should intrude the field.



A CPM COMPANY

On most marketing materials you should include the parent company CPM logo with the tagline "A CPM COMPANY". Typically at the bottom (front or back) in the lower right corner or centered.



Don't use colors other than black or white for the name "Crown" and the date flag.



Always include the date flag.



Don't use logo over busy background.

### Primary Palette

<p>CMYK: 69 80 35 20</p> <p>RGB: 92 66 104</p> <p>HTML: #5C4268</p> <p>PMS: 268</p>	<p>CMYK: 25 25 60 20</p> <p>RGB: 162 149 103</p> <p>HTML: #A29567</p> <p>PMS: 4505</p>	<p>CMYK: 66 59 57 39</p> <p>RGB: 74 74 74</p> <p>HTML: #4A4A4A</p> <p>PMS: 431</p>	<p>CMYK: 69 43 30 4</p> <p>RGB: 91 126 150</p> <p>HTML: #5B7E96</p> <p>PMS: 5415</p>
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### Secondary Palette both in regular and muted tones (use conservatively)

<p>CMYK: 20 36 80 0</p> <p>RGB: 208 162 82</p> <p>HTML: #D0A252</p>	<p>CMYK: 44 20 80 0</p> <p>RGB: 155 173 93</p> <p>HTML: #9BAD5D</p>	<p>CMYK: 20 62 80 0</p> <p>RGB: 205 121 74</p> <p>HTML: #CD794A</p>	<p>CMYK: 24 75 37 0</p> <p>RGB: 194 97 122</p> <p>HTML: #C2617A</p>	<p>CMYK: 45 85 42 2</p> <p>RGB: 152 72 109</p> <p>HTML: #98486D</p>	<p>CMYK: 21 23 6 0</p> <p>RGB: 198 190 211</p> <p>HTML: #C6BED3</p>	<p>CMYK: 48 12 12 0</p> <p>RGB: 129 187 209</p> <p>HTML: #81BBD1</p>	<p>CMYK: 71 56 33 20</p> <p>RGB: 80 94 119</p> <p>HTML: #505E77</p>
<p>CMYK: 0 27 100 0</p> <p>RGB: 254 191 16</p> <p>HTML: #FEBF10</p>	<p>CMYK: 40 0 100 0</p> <p>RGB: 166 206 57</p> <p>HTML: #A6CE39</p>	<p>CMYK: 0 69 100 0</p> <p>RGB: 243 113 33</p> <p>HTML: #F37121</p>	<p>CMYK: 7 92 29 0</p> <p>RGB: 223 57 118</p> <p>HTML: #DF3976</p>	<p>CMYK: 32 100 27 2</p> <p>RGB: 174 32 112</p> <p>HTML: #AE2070</p>	<p>CMYK: 26 28 0 0</p> <p>RGB: 185 177 215</p> <p>HTML: #B9B1D7</p>	<p>CMYK: 60 0 0 0</p> <p>RGB: 68 200 245</p> <p>HTML: #44C8F5</p>	<p>CMYK: 84 59 20 20</p> <p>RGB: 49 89 130</p> <p>HTML: #315982</p>

### Fonts

Blue Highway and Helvetica Neue LT Std are the primary font families to be used in all forms of marketing for Crown.

Blue Highway is to be used in headlines only and generally requires a high amount of tracking (-75).

Subheads and body copy are to be in the Helvetica Neue LT Std family including Italics and condensed versions.

Arial should be used when creating materials in one of the **Microsoft Office applications.**

### Blue Highway

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Helvetica Neue LT Std Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz



**Inefficiency is your enemy.**

**CONQUER IT.**

**Minimize downtime with equipment that's built to last.**

Unleash the power of reliability when you partner with Crown. As the world leader in oilseed processing solutions, our equipment is backed by proven technology, superior design and more than a century of engineering expertise. Crown helps you minimize downtime and overcome inefficiencies, allowing you to consistently honor customer commitments with more confidence and control.

Contact Crown today 1-651-639-8900 to speak with one of our representatives, or visit our website at [www.crowniron.com](http://www.crowniron.com)

**Shapes**

The curve shape helps create a signature look for Crown, making our communications stand out from competitors in our industry.



**Photography**

When capturing outdoor photos of our facilities, shoot photographs when the weather and time of day showcase the structure in a bright, clean manner through natural lighting. Camera should be on the highest resolution setting and a quality camera should be used.

**Engineered to rule.**

**Command your operation.**

**Durable Equipment. World-Class Support.**

- Preparation
- Pressing
- Extraction
- Refining
- Fat Modification
- Biodiesel
- Oleochemical, Glycerin, Fatty Acids
- Customer Process Design – Solid/Liquid Separation
- Industrial Applications
- Innovation Center - R&D Pilot Plant
- Aftermarket Parts & Field Services

Run longer and stronger  
Minimize downtime  
Overcome inefficiencies  
Lower total cost of ownership