



Brand Standards Guidelines - United States

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Corporate Brand Overview

National Tube Supply Branding

National Tube Supply (NTS) provides mechanical tubing to heavy industries including oil and gas, mining, and large equipment manufacturing across North America and Mexico through 5 distribution warehouses and partner mills. One of the primary challenges of the brand development was to design a word mark that fit within the family of companies owned by their global parent company and still perform for the client.

The logo was developed to have an industrial, rugged feel, that would resonate with NTS' customers and convey dependability and reliability. What sets NTS apart from its competitors is available stock (inventory) and on-time delivery, which are the core values of the company. Utilizing a heavy bold italicized font helped create an easy identifier for trucks, hardhats, and product IDs, which all play an important role for visibility of the brand.

The four rings represent the products NTS sells as well as how they are stored and transported, two of the most important selling points for the client. Looking forward as the brand matures the rings will be able to be used as a standalone in some instances. Orange was chosen to stand out amongst the reds and blues of their competitors and the gray/brown represents the oxidation that occurs on steel.

Approved Messaging

Vision Statement

NTS aims to be the unparalleled market leader in the supply of tubular and bar products, both standard and customized, across North America. We are recognized for our unmatched dedication to fostering operational excellence through sustainable, equitable, and socially responsible business practices that ensure stability and deliver results for our customers, employees, and shareholders alike.

Mission Statement

NTS will leverage its global resources to provide customers access to the most comprehensive and highest quality inventory of products sourced from reputable mills.

We will provide an industry-leading level of customer satisfaction and build loyalty by coupling our expansive inventory with knowledge, experience, and responsiveness to offer fair and equitable pricing through cost management, uncompromising quality, and on-time delivery.

We will safeguard the sustainability of our business and our customers' businesses through an unfaltering commitment to continuous improvement of our people, our processes, and our operations. We will cultivate a culture of integrity, honesty, and loyalty in all our interactions, both internal and external.

Always reproduce signatures from approved artwork and/or digital files. Never alter or modify the signature in any way. You may obtain approved signature reproduction from the Nation Tube Supply Marketing Department.


**Contact Andy Nackovic, Director of Sales & Marketing
at (708)-367-4261 or anackovic@nationaltubesupply.com**



Signature Color Usage

The preferred colors for the brand signature are NTS Blue for the logotype, and NTS Orange for the brand mark. The National Tube Supply brand signature should be reproduced using Pantone colors whenever possible.

The signature should only appear in NTS Blue, NTS Orange, black, or white as demonstrated in the examples below.



NTS Blue
Pantone 3025 C
Used on all coated stocks
CMYK: c100, m65, y37, k21
RGB: r0, g77, b113
HEX: #004D71



NTS Orange
Pantone 1655 C
Used on all coated stocks
CMYK: c0, m84, y100, k0
RGB: r255, g77, b0
HEX: #FF4D00



Black
Pantone Black 6 C
Used on all coated stocks
CMYK: c15, m0, y0, k100
or c0, m0, y0, k100
RGB: r0, g0, b0
HEX: #000000



Using Two Colors



Using All Black



Reverse – All white signature on NTS Blue, NTS Orange, NTS Grey or black background. For approval of background colors contact the Marketing Department.

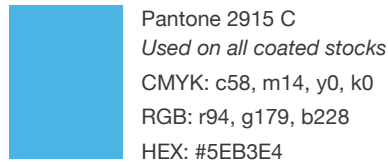
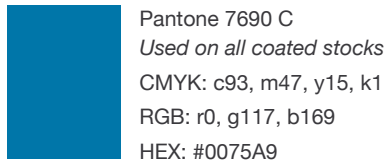
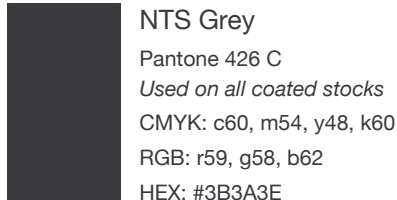


Reverse – Two colors always uses NTS Orange for the brand mark. Signature on NTS Blue, NTS Grey or black background. For approval of background colors contact the Marketing Department.



Secondary Color Usage

Secondary colors support the NTS brand and vision. The importance of consistent color not only with the logo but the supporting colors cannot be emphasized enough. They provide the base for effective color communication and brand recognition.



Small Use Logo Variations

When vertical space is limited it will be necessary to employ a “small use” version of the National Tube Supply logo to maintain legibility.



Improper Signature Uses

The following examples illustrate possible misuses of the National Tube Supply signature and **must be** avoided in all applications. The standards of controlling signature use are:

Never alter or modify approved signature artwork.

Reproduce NTS signature **only** from approved artwork.









Never scale the signature elements independently.

Never substitute a typeface for the art used in the company name.

Observe proper spacing guidelines around the signature.

Always contact the NTS marketing department with questions regarding these guidelines.

Below are all examples of improper uses of the NTS signature

 <p>Distorted signature art</p>	 <p>Unauthorized signature art</p>
 <p>Poor reproduction</p>	 <p>Improper scaling of elements</p>
 <p>Improper color use</p>	 <p>Failure to observe proper spacing around signature</p>
 <p>Unauthorized modification or misplacement of elements</p>	 <p>Incorrect typeface usage</p>



Area of Non-Print

An area of isolation (clear space that is free of text, illustration, or other elements surrounding the brand signature) is necessary to maintain the signature's impact. This diagram demonstrates the area of non-print which should be maintained around all brand signatures in all applications.

This non-print area is equivalent to the X indicator, which is an element of our signature. The X indicator is equivalent to the height of the "National Tube Supply" text.



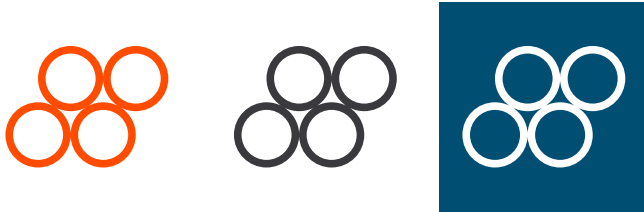
Minimum Size Use

The minimum size for brand signatures is determined by the symbol height. 1p6 (or 1/4") measured from top to bottom of the brand mark is the smallest size permissible. This ensures that the endorsement line will always be legible.



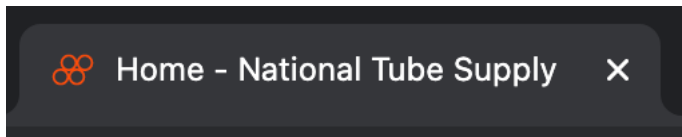
Use of Brand Mark (The Four Tubes) as a Design Element

The brand mark can be utilized as a stand-alone element in branding applications. When used individually it still needs to be displayed using the brand colors. Any variation from this must be approved by the Marketing Department.



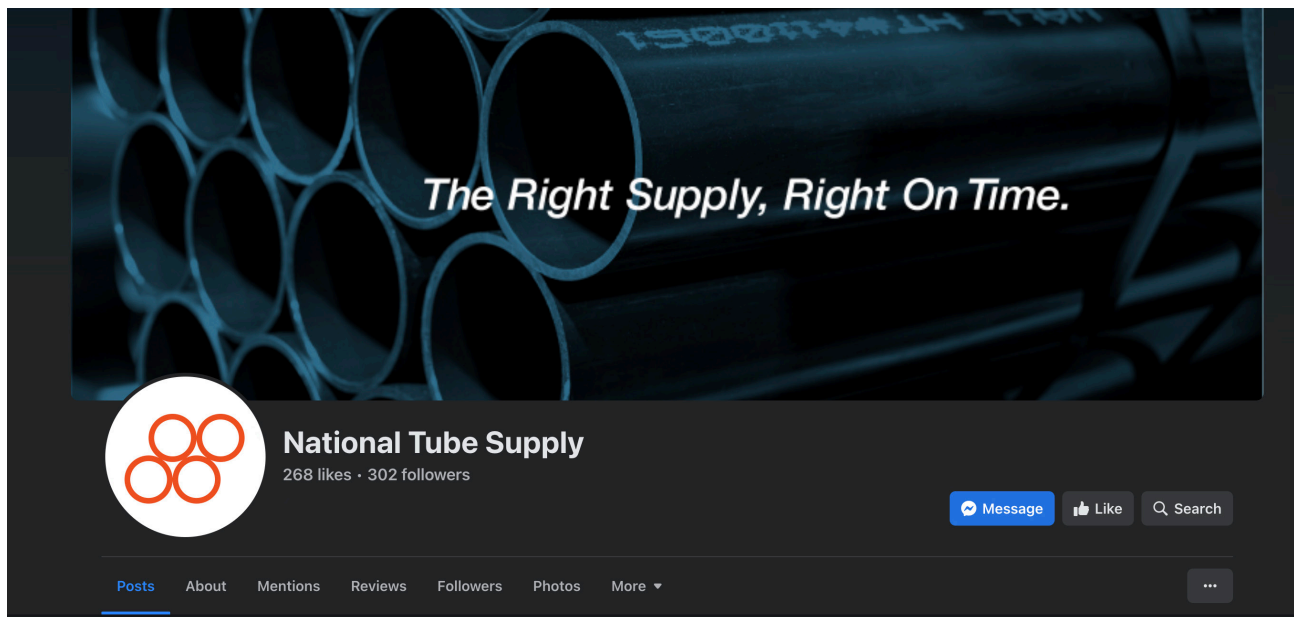
The Four Tubes Usage

The four tubes shall be used as a standalone sparingly, until such time as the customer base becomes accustomed to the new NTS brand. In the short term, the four tubes can be used as an icon within social media, favicons, and in a supporting role when the full logo is present.



Website Favicon

Facebook



Brand Tagline

This represents what customers should expect from NTS and their experience. It sets us apart from our competition. This promise is part of our overall brand strategy and should not be deviated from, rewritten, or altered in any way. No other tagline shall be used, including previous taglines.

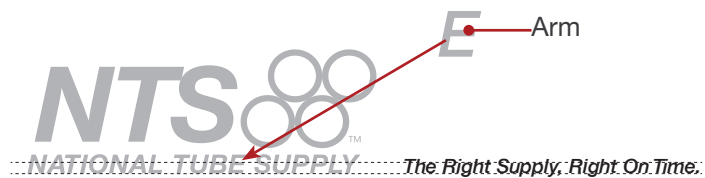
The Right Supply, Right On Time.

The tagline reflects our core values and is based on the Seven Rights of Logistics.

“Deliver the **right** product, in the **right** quantity and the **right** condition, to the **right** place at the **right** time for the **right** customer at the **right** price.”

Brand Tagline Rules and Usage

- **Should** preferably be displayed in one of the primary NTS brand colors.
- Shall be displayed after the NTS logo when used inline.
- **Do not** stack text, use on one line
- Abide by the spacing rules established for the NTS logo.
- **Do not** use any other font besides Helvetica Neue Medium Italic
- **Do not** use without the NTS logo present



If possible, the tagline should not exceed the height of the Arm of the NTS signature line when used side by side as seen below. When the tagline is used in a different location or within a color block, the size may vary - see Corporate Signature (pg. 10) as an example.



(2000) SEVEN “RIGHTS” OF LOGISTICS. In: Swamidass P.M. (eds) Encyclopedia of Production and Manufacturing Management. Springer, Boston, MA .
https://doi.org/10.1007/1-4020-0612-8_871



Stationery – Corporate Signature

Stationery is the most visible print media displaying a company’s signature. Together with all other forms of communication, stationery contributes greatly to presenting a quality image of the company and its representatives. The examples below illustrate the correct placement and sizing relationships for the corporate signature.

To control quality and costs, company stationery for all operating segments and related businesses will be available from a central vendor. Contact the NTS Marketing Department at **(708)-367-4261** or **anackovic@nationaltubesupply.com** for more information.



Letterhead: 8 1/2" x 11"

Business Card: 3 1/2" x 2"

#10 Universal Envelope: 4 1/8" x 9 1/2"



Typography

The font used in constructing the National Tube Supply brand signature is Helvetica Neue Bold. While this font is used in the brand signature there may be situations in other brand applications (website, business cards, letterhead, etc.) that another type font is preferred. Those supportive fonts are listed below.

There may be situations where the preferred type font is unavailable, in this case, the alternative fonts listed below should be implemented. These type fonts are standard on any operating system.

Any variation from these type fonts must be approved by the Marketing Department.

Brand Signature Font

Helvetica Neue Bold	Helvetica Neue Bold <i>Helvetica Neue Bold Italic</i>
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Supportive Fonts

Used for all correspondence, corporate and marketing communications.

Helvetica Neue Light	Helvetica Neue Light <i>Helvetica Neue Light Italic</i>
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Helvetica Neue Regular	Helvetica Neue Regular <i>Helvetica Neue Italic</i>
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Helvetica Neue Medium	Helvetica Neue Medium <i>Helvetica Neue Medium Italic</i>
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Alternative Fonts

Only used if type fonts above are not available.

Helvetica Light	Helvetica Light <i>Helvetica Light Oblique</i>
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Helvetica Regular	Helvetica Regular <i>Helvetica Oblique</i>
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Helvetica Bold	Helvetica Bold <i>Helvetica Bold Oblique</i>
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Helvetica Bold <i>Helvetica Bold Oblique</i>





As we all work with these guidelines over time to build a strong identity for National Tube Supply, questions and suggestions will inevitably arise. Please do not hesitate to contact the Marketing Department at **(708)-367-4261** or **anackovic@nationaltubesupply.com**.

Your comments and input are important and necessary to the successful implementation and maintenance of our branding program.

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