

Introduction

At Animal Science Products, Inc., we believe in communicating in a consistent, efficient and timely manner. In keeping with our goals, this manual has been created as a guideline to consistently project and solidify the Animal Science Products, Inc. image. The goal of the manual is to build upon the brand and sub-brands of the company as a whole, while recognizing the unique specialties of branded product families (sub-marks) and individual products.

This corporate identity standards manual is being distributed company wide and serves as a template for how we wish to convey our image. The visuals, specifications, and standards presented in this manual will administer how the general public views us. Items such as visual identity (logo), business forms, literature, promotional items, advertising, and signage just to name a few are covered in this manual.

In order to maximize the impact of this manual, these guidelines should be followed very closely. However, consideration has been made toward the diversity of our product brands. The success of this program ultimately rests with you, the people who make Animal Science Products, Inc. the proud company it is today. Your support is integral to the program's success.

The purpose of this manual is to cover the policies and practices as they relate to the corporate identity of Animal Science Products, Inc.. This manual covers the most common topics relating to the maintenance and implementation of Animal Science Products, Inc.'s corporate identity.

The Marketing Department is responsible for the preparation of this manual and, in a joint effort with Quality Assurance, oversees adherence to the guidelines specified in this manual. In addition, this manual is also subject to revisions, additions, and deletions. As the company evolves, the manual will also reflect any changes that may occur as a result of that evolution.

The manual highlights specific materials, most of which are high profile, in these cases, the manual is a literal blueprint. Other situations may require more attention to detail, as a result, the manual is only a guide. This manual must be distributed as a whole and not in part.

If there are any questions, please contact the Animal Science Products, Inc. Marketing Department.

Area of Isolation

The minimum open space surrounding the Animal Science Products logo and/or tagline into which no text or graphic may intrude

Baseline

The imaginary line on which the body of every lower case letter rests

Bleed

A graphic element that extends beyond one or more edges of a printed page

Division

The name of an operating division bearing the prefix Animal Science Products

Cap Height

The measurement from the baseline of an uppercase character to the top of the uppercase character

Copyright Mark

A graphical device indicating copyright ownership

Corporate Identification Program

The planned use of the Animal Science Products logo and/or tagline in a variety of visual applications

Font

Same as *typeface*

Format

The arrangement of graphic elements and words

Leading

The measure of space between lines of type (See *Typography*)

Logo

The graphic elements used to identify Animal Science Products

Logotype

The legal name of the corporation set in the official corporate typeface

Positive

The appearance of the Animal Science Products logo or other graphic element(s) reproduced in a dark color against a light background

Repeat Pattern

A safety pattern printed on checks, envelopes and other documents to prevent tampering and increase confidentiality

Reproduction Artwork

Authorized copies of the Animal Science Products logo, that are used for reproduction purposes

Glossary of Terms

Reverse or “Drop Out”

The opposite of positive To reproduce text, lettering or other graphic element(s) as a white image on a dark, solid or photographic background

Rule

A horizontal or vertical line used as a graphic element

Sans Serif Type

Any typeface with uniform strokes and without fine lines (serifs) extending from the main strokes of letters

Screen or Tint

A reproduction process by which artwork is reproduced in any percentage of a solid color or black

Serif Type

Any typeface that has fine lines (serifs) extending from the main strokes of letters

Small Caps

Small capitalized letters that are smaller than upper case and are the same height as lower case letters of the same type size

Sub-identity

Any program, product or service name for use either internally or externally

Tagline

A message or slogan used repeatedly, particularly ‘in advertising and promotional media

Tracking

The space between letters within a word

Typeface

A distinctive style of letter-forms belonging to a single recognizable family (e.g. Times New Roman)

Typography

The use of type, including the selection of typeface and specifications (size, weight, etc.) in the design of communications materials For example, Myriad Pro Bold 8/9.5 is the specification for 8 point Myriad Pro Bold typeface to be set on a leading of 9.5 points, baseline to baseline

Word spacing

The space between words in a line of type

Mission - Vision - Values



Mission

We create innovative products through continuous improvement to build product value and customer loyalty.

Vision

Partnering with companies to produce naturally healthier animals.

Values

To be honest in all dealings with vendors, customers, and employees.

1-1 The ASP-Inc. Mark

The foundation of the Animal Science Products Corporate Identity Program is the Animal Science Products Mark, a proprietary drawing of our name. This logo has been designed for high impact and recognition. Only the Animal Science Products logo and Sub-Marks may be used to identify our family of products.

To preserve the integrity of the Animal Science Products Mark, never place other graphic elements, within the Area of Isolation of the Animal Science Products Mark (see page 1-3).

Authorized Reproduction Artwork
The Animal Science Products Mark must not be altered in any way. Refer to pages 1-11 and 1-12. Reproduce the Animal Science Products Mark only from the authorized reproduction artwork or from digital art. Do not use the two-color Animal Science Products Mark to print in one color. Digital artwork is available from the Animal Science Products Internet web site: <https://www.asp-inc.com/media-kit/>

You will need a Username & Password to access the Media page. If you do not already have a username and password for the media page you can request with the link provided on the media page.

If the digital artwork you need is not on the web site, please contact us at:

Phone: 936.560.0003

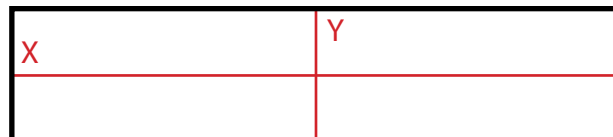
Main Mark



Main Mark & Tagline



Providing Ideal Solutions... Everyday



Note: The horizontal axis, X, and the vertical axis, Y have a 4.5:1 ratio. For example, if X = 3.75" then Y = 1". It is unacceptable to violate the 3.75:1 ratio of the Animal Science Products Mark.

Animal Science Products Maroon Pantone 188



CMYK
C=0, M=97, Y=100, K=50

RGB
R=139, G=14, B=4

Web
8b0f04

Animal Science Products Maroon is the approved company color. Animal Science Products Maroon is equivalent to PANTONE** 188. Approved color treatments for the Animal Science Products Mark are shown on this page. **Do not use any other unapproved colors for the Animal Science Products Mark without permission.**

In special instances, the Animal Science Products Mark may be reproduced in either metallic silver or gold. Embossing is optional.

In the following examples, we employ the Ball Icon mark with and without a "spherical" shape. The Animal Science Products Ball Icon shows a spherical shape will **always** be preferred. However, depending on the application, the spherical shape look may not be achievable. In such cases, use the "two-dimensional" Animal Science Products Ball Icon Mark.

Animal Science Products Ball Icon

CMYK Printing Only



Black Printing Only



Main ASP Ball Icon
Pantone 188
One Color Printing
and Promotional
Products.



Main ASP Ball Icon
Black
One Color Printing
and Promotional
Products.



One Color Printing
and Promotional
Products.



One Color Printing
and Promotional
Products.



CMYK Printing Only
Alternate Colors
MUST be approved

1-3 Area of Isolation

Positive Application

Two Colors

Animal Science Products Maroon and Black

One Color

Animal Science Products Maroon is preferred, unless it is not available. A grayscale may be used, if possible. Black/white is also acceptable.

Reverse Application / Knockout

Whenever possible, use one of the color treatments. The white Animal Science Products Mark on a dark color background is reserved for use when our company color is not featured or when the white or black background color is not available.

The Animal Science Products Mark and Tagline should always be surrounded by a significant amount of open space. This allows the mark to be free of distractions from surrounding elements. The parameters for the minimum amount of open space surrounding the Animal Science Products Mark are shown here. However, whenever available, especially when there are other competing graphic elements near the Animal Science Products Mark, greater open space is highly recommended.

FONTS:

Metro Script is the preferred font to be used for the Tagline. Any of the other approved fonts for ASP in section 1-14 Typography may be used if the option of Metro Script is not available.

NOTE:

The Tagline cannot exceed the width on the Animal Science Products Mark.

"X" is 3.75 times the width of "Y"

Color Use Samples



One Color Maroon Pantone 188



Black and White



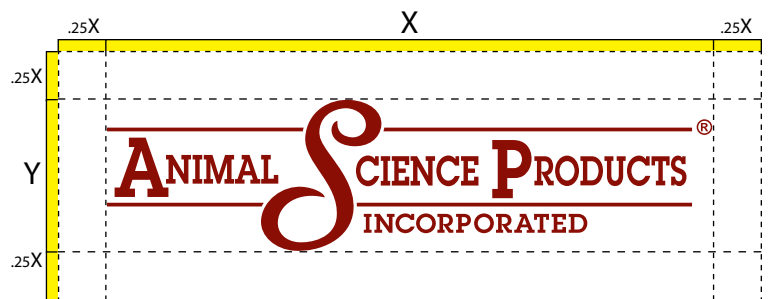
Gray Scale (50% Black)

Reverse Application / Knockout



For use in single color literature where white is not available as a background color

Main Mark



Main Mark & Tagline



1-4 Sub-Marks Company Product Logos

VAC-PAC[®]



Pantone Process Blue
to White gradient
Black

VAC-PAC[®]



Black Solid

Вак-Пак Вак-Пак



Pantone Process Blue
to White gradient
Black

VAC-PAC PLUS[®]



Pantone Process Blue
to White gradient
Black

VAC-PAC PLUS[®]



Black Solid

Вак-Пак Плюс



Pantone Process Blue
to White gradient
Black

Вак-Пак Плюс



Black Solid

百潘加 百潘加



Pantone Process Blue
to White gradient
Black

SPRAY-VAC[®]



Pantone Process Blue
to White gradient
Black

SPRAY-VAC[®]



Black Solid

СПРЕЙ-ВАК СПРЕЙ-ВАК



Pantone Process Blue
to White gradient
Black

百噴 百噴



Pantone Process Blue
to White gradient
Black

ОПТИ-ВАК[®]



Pantone Process Blue
to White gradient
Black

ОПТИ-ВАК[®]



Black Solid

ОПТИ-ВАК ОПТИ-ВАК



Pantone Process Blue
to White gradient
Black

威力保 威力保



Pantone Process Blue
to White gradient
Black

VACCINE STABILIZER MARKS

Sub-Marks identification refers to the use of names other than the Animal Science Products Mark. Sub Marks may be related to a Product or Program. Use of second level names is optional, but the rules for using second level names vary for internal and external use. Different rules apply to promotional items. Refer to specific sections for guidance.

For company typography See pages 1-14.

Applications

Corporate:

Animal Science Products mark used on its own for corporate programs or products unless otherwise specified in the manual.

External:

Animal Science Products Mark must always be used if you want to use the 2nd level identification unless otherwise specified in the manual.

Internal:

The 2nd level may be used without the Animal Science Mark if the item is strictly for internal use unless otherwise specified in the manual.

If you are unsure as to which levels are required for your project contact our Media and Marketing department at the e-mail address provided below.
(Sales@asp-inc.com).

USE OF PANTONES

Use Pantone, Inc's Formula Guide (solid coated) for color reproduction and color reproduction materials.

Threads and decals must match color chips exactly. Any alteration must be approved.

NOTE: The use of the Animal Science Products logo applies to all marks that fall under Animal Science Products, Inc.

1-5 Sub-Marks Company Product Logos

VACCINE STABILIZER MARKS

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VAC-PAC PLUS[®]
INTERNATIONAL



VAC-PAC PLUS[®]
INTERNATIONAL



Вак-Пак Плюс
ИНТЕРНЕШНЛ



Вак-Пак Плюс
ИНТЕРНЕШНЛ



SPRAY-VAC[®]
Spectrum



SPRAY-VAC[®]
Spectrum



СПРЕЙ-ВАК[®]
Спектрум



百噴[®]
Spectrum



百噴[™]
Spectrum



PKA[™]
pH Water Treatment

PKA[™]
pH Water Treatment



PKA[™]
ZAPEWNIA ODPOWIEDNIE pH

PKA[™]
水质处理剂



PKA[™]
ZAPEWNIA ODPOWIEDNIE pH

PKA[™]
水质处理剂



1-6 Sub-Marks Company Product Logos

Gel-Pac

 CMYK

Gel-Pac Gel-Pac

 Pantone 355C

 Black Solid

Гель-Пак Гель-Пак

 CMYK

 Black Solid

基派 基派

 CMYK

 Black Solid

Gel-Pac

Ready to Use

 CMYK

Ji Pai

 CMYK

Gel-Pac

Ready to Use

 Black Solid

Ji Pai

 Black Solid

UnderLine

Gel Concentrate

 CMYK

UnderLine

Gel Concentrate

 Pantone 355C

UnderLine

Gel Concentrate

 Black Solid

INTERVENE

 CMYK

INTERVENE

 Black Solid

INKMENT

Spray

INKMENT

Spray

INKMENT Spray

 Pantone 355C  Black Solid

INKMENT Spray

 Black Solid

INDIVIDUAL PRODUCT SUB-MARKS

Sub-Marks identification refers to the use of names other than the Animal Science Products Mark. Sub Marks may be related to a Product or Program. Use of second level names is optional, but the rules for using second level names vary for internal and external use. Different rules apply to promotional items. Refer to specific sections for guidance.

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1-7 Sub-Marks Company Product Logos

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 Pantone 355C with White Knockout



 Black Solid

MucuSol[®]

 Pantone 355C

MucuSol[®]

 Black Solid

ORGANIGUARD[®]
Dry

 Pantone 165C

ORGANIGUARD[®]
Liquid

 Pantone 299C

ORGANIGUARD[®]
Liquid & Dry

 Pantone 165C

 Pantone 299C

ORGANIGUARD[®]
Dry

 Black Solid

ORGANIGUARD[®]
Liquid

 Black Solid

ORGANIGUARD[®]
Liquid & Dry

 Black Solid

AQUAGUARD
Liquid

 Black Solid

AS 10-10[®]

 Pantone 188C

AS 10-10[®]

 Black Solid

1-8 Sub-Marks Company Product Logos

UNI-SOL®



UNI-SOL®



UNI-SOL® 60



UNI-SOL® 60



MULTI-LANGUAGE

English



Turkish



Polish



Russian



INDIVIDUAL PRODUCT SUB-MARKS

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For company typography See pages 1-14.

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NOTE: The use of the Animal Science Products logo applies to all marks that fall under Animal Science Products, Inc.

1-9 Sub-Marks Company Product Logos

NATURE'S MILL MARKS

Sub-Marks identification refers to the use of names other than the Animal Science Products Mark. Sub Marks may be related to a Product or Program. Use of second level names is optional, but the rules for using second level names vary for internal and external use. Different rules apply to promotional items. Refer to specific sections for guidance.

For company typography See pages 1-14.

Applications

Corporate:
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External:
Animal Science Products Mark must always be used if you want to use the 2nd level identification unless otherwise specified in the manual.

Internal:
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If you are unsure as to which levels are required for your project contact our Media and Marketing department at the e-mail address provided below.
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USE OF PANTONES

Use Pantone, Inc.'s Formula Guide (solid coated) for color reproduction and color reproduction materials.

Threads and decals must match color chips exactly. Any alteration must be approved.

NOTE: The use of the Animal Science Products logo applies to all marks that fall under Animal Science Products, Inc.



1-10 Sub-Marks Company Product Logos

MagnaFerm[®]
Supra Yeast Culture



Pantone 342 C
Pantone 124 C

MagnaFerm[®]
Supra Yeast Culture



Black

Nature's Mill[®]



Pantone 159 C
Pantone 174 C
Pantone 1245 C

Nature's Mill[®]



Black

Fiberase[™]



Pantone 174 C
Pantone 1245 C

Fiberase[™]



Black

Phytase[®]
600



Pantone 174 C
Pantone 1245 C

Phytase[®]
600



Black

NATURE'S MILL MARKS Continued...

Sub-Marks identification refers to the use of names other than the Animal Science Products Mark. Sub Marks may be related to a Product or Program. Use of second level names is optional, but the rules for using second level names vary for internal and external use. Different rules apply to promotional items. Refer to specific sections for guidance.

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Threads and decals must match color chips exactly. Any alteration must be approved.

NOTE: The use of the Animal Science Products logo applies to all marks that fall under Animal Science Products, Inc.

1-11 Incorrect Applications of Marks

The Animal Science Products Mark has been carefully chosen. A unified utilization of the mark and the colors will present a consistent image to the general public.

Improper use of color will diminish the visual recognition and impact of the Animal Science Products Mark.

Examples of incorrect use of the Animal Science Products Marks and applications of the mark are shown on pages 1-11 & 1-12.

NOTE: The use of the Animal Science Products logo applies to all marks that fall under Animal Science Products, Inc.



Don't

print the Animal Science Products Mark or the official Animal Science Products Ball Icon with a business sub unit not part of Animal Science Products.



Don't

substitute unauthorized fonts for the "Animal Science Products" mark



Don't

use the Animal Science Products mark without the "Animal Science Products" text or unauthorised icon substitution



Don't

print unauthorized text within the rectangle of the Animal Science Products mark



Don't

print the Animal Science Products Mark in any unauthorized color



Don't

print the Animal Science Products Mark with the background knocked out. Generally occurs with a placed jpeg or missing linked file. In this case a single color white version of the mark would be used



Don't

distort the Animal Science Products Mark

1-12 Incorrect Applications of Marks



Don't
alter the 2.75:1 ratio of the ellipse axes



Don't
scan the Animal Science Products Mark or use a photocopy for reproduction. The logo must be printed using a CMYK or Spot Color .EPS, .TIF or .JPG of no less than 300dpi.



Don't
alter the size relationship or space of the "Animal Science Products" text within the ellipse



Don't
print the Animal Science Products Mark against a heavily patterned background.



Don't
print the Animal Science Products Mark against a background that is complex or doesn't have enough contrast unless authorized

Don't
use the Animal Science Products Mark within text or other distracting elements

Quium idestes omnit vertem sediendem aut diterum portuste, nes noc inumena, esignat, potis. Ad num is, nos confecrei fue co viverorum inpris derum publicae fuem tem



illeme consigna, convocchui fecupes ortem fatiusquius iactus sin pariptiamque patu caedo, quod demus tatatus me fue ductod C. Ahali simus hostris; et nina, videmulturem

Don't
violate the area of isolation



Quium idestes omnit vertem sediendem aut diterum portuste, nes noc inumena, esignat, potis. Ad num is, nos confecrei fue co viverorum inpris derum publicae fuem tem illeme consigna, convocchui fecupes ortem fatiusquius iactus sin pariptiamque patu caedo, quod demus tatatus me fue ductod C. Ahali simus hostris; et nina

The Animal Science Products Mark may never be altered in configuration or proportion.

Any variation from the authorized proportions, both horizontal and vertical, will weaken the overall impact of our identity.

Examples of incorrect use of the Animal Science Products Marks and applications of the mark are shown here.

NOTE: The use of the Animal Science Products logo applies to all marks that fall under Animal Science Products, Inc.

1-13 Program & Service Identity Policy

Animal Science Products is the overriding corporate name for all products, services, programs. Identities related to Animal Science Products should be conveyed in a consistent and coherent manner.

Literature, advertising, and promotional materials will be "signed" using the Animal Science Products Mark. When identifying products, divisions, etc., use either Myriad Pro or Rockwell typography. In some cases, certain words and/or phrases will require a "TM" or "®." Refer to page 1-15 for additional Animal Science Products trademarks.

When displaying, use one color, all Animal Science Products Maroon (Pantone 188), black or white. Use discretion in reverse applications. Examples of correct and incorrect type treatments are displayed here.

Acceptable Type Treatments

Sub-Mark

Upper and Lower case letters

FermaStar[®]

All Italic

SALES TEAM

Large and small caps

VAC-PAC[®]

All large caps

Unacceptable Type Treatments

~~SPRAY VAC[®]~~

Don't

use different type weights

~~UNI-SOL[™]~~

Don't

use two or more "Extreme" typeface weights and heights combined

~~E-40%
Liquid~~

Don't

mix different type fonts for each word

~~VAC-PAC PLUS~~

Don't

mix all caps and lowercase letters. Don't change type size in the same name.

~~MagnaFerm~~

Don't

create drop shadows that inhibit visibility

~~Microzyme~~

Don't

mix color combinations in the same word

~~KOOL-N-KLEEN[®]~~

Don't

curve or distort the typeface



Don't

create a proprietary symbol or logotype

1-14 Typography

Myriad Pro

Regular & Italics

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopqrstuvwxyz

Semi Bold & Italics

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopqrstuvwxyz

Bold & Italics

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopqrstuvwxyz

Black & Italics

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopqrstuvwxyz

Rockwell

Light & Italics

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopqrstuvwxyz

Regular & Italics

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopqrstuvwxyz

Bold & Italics

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopqrstuvwxyz

MetroScript

Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopqrstuvwxyz

Latienne Swash T Alternate Script

Medium Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopqrstuvwxyz

Myriad Pro Condensed

Regular & Italics

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopqrstuvwxyz

Semi Bold & Italics

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopqrstuvwxyz

Bold & Italics

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopqrstuvwxyz

Black & Italics

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopqrstuvwxyz

Condensed

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopqrstuvwxyz

Bold Condensed

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopqrstuvwxyz

Consistent use of typography is a very important dimension of the corporate identity program. Myriad Pro is the specific font family for Animal Science Products communications. Myriad Pro is the main font used in the body of documents that display descriptive text and instructions. Alternate weights of the fonts may be used depending on the circumstances that are available for both PC and Macintosh.

Font substitutions may be used for internal communications. Helvetica and Arial are acceptable substitutions for Myriad Pro and are highly recommended for the body of letters and other text communications.

Rockwell is used for headers, titles, products, services, or programs only. An alternate FONT is some cases will be **URW Egyptienne**.

MetroScript is used for the tagline "Providing Ideal Solutions Everyday" and subtext for headers. Any other use of this script must be authorised.

Latienne Swash T is used as an alternate script for **MetroScript**. Use of this script must be authorised.

1-15 ASP Inc. Trademarks

Animal Science Products has trade names that are proprietary in nature. In instances where the words or phrases that appear on this page are used, it is mandatory to use the appropriate trade mark symbol.

Animal Science Products Registered Trademarks (designated with ®)

Animal Science Products®

ASP Ball Icon®

ASP Banner Logo®

AS 10-10®

FermaStar®

Gel-Pac® 基派

Gel-Pac® Ready-to-Use

Ji Pai®

KOOL-N-KLEEN®

MagnaFerm®

MagnaFerm Supra®

Microzyme®

MucuSol®

NaturesMill®

Oinkment Spray®

OrganiGuard® Dry, Liquid, Liquid & Dry

OPTI-VAC® 威力保

PKA® 

Spray-Vac® 百喷

Spray-Vac Spectrum® 

Underline® Gel Concentrate

UNI-SOL®

UNI-SOL® 60

Vac-Pac®

Vac-Pac Plus®

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Animal Science Products Application Pending Trademarks (designated with ™)

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