



LOGO USAGE RULES AND STANDARDS



2006

Third Party Usage

Third parties must adhere to the following guidelines when using our logos.

When printed, logos must be separated from any other company names and/or logos by a minimum of 1 inch or 4 X heights, whichever is greater. When viewed electronically (i.e. on a website), logos must be separated from any other company names and/or logos by a minimum of 20 pixels or 4 X heights, whichever is greater.

Minimum logo sizing and minimum clear space must be maintained as shown here. Logos must

not be altered in any way other than to adjust the size proportionally. Do not place the logos on busy or low contrast backgrounds. Do not use low quality reproductions of the logos.

Prestolite Electric Inc (Prestolite) retains full rights to the logos, and reserves the right to review any usage of those logos in any media. Prestolite reserves the right to retract the right for this usage should Prestolite find that usage to be contrary to accepted local, national, or international business practices, or if that usage in any way damages or diminishes the value of the Prestolite or Divisional Brands.

2

Logo Use Overview

In order to preserve the integrity of the Brand it is necessary to incorporate some basic rules when using the Prestolite and/or Divisional logos. Please follow the usage rules shown here when using our logos.

X height

The controlling dimension for all logos (X height) is the height of the lower case letters in the primary text.

Clear space

A reasonable amount of clear space must be maintained when using the logos. This area must be kept clear of graphic imagery, text and page edges.

The minimum allowable clear space required around the perimeter of the logo is one X height

Multiple Logo Sizing

The X height of all Prestolite and divisional logos displayed on the same document or screen should be the same.



Minimum size

The minimum allowable X height of any logo is .125 (1/8) inch, or 3.2 mm



Logo color variations

Only those color variations shown below and defined on page 5 of this document are allowed. In the past we have allowed for a wide variety of color variations, please note and adhere to the new allowable colors below.

Allowable color variations

Prestolite Logos



Leece-Neville Logos



Indiel Logos



Logo Misuse Overview

Below you will find some of the more common forms of misuse found with respect to our logos. These must be avoided at all times. If you have any questions regarding the proper usage of any of our logos please contact the marketing group at Prestolite Electric Inc.

Questions Regarding Logo Use

Any questions regarding the correct usage of any Prestolite or Divisional logos should be addressed to our main Marketing Group located in our US manufacturing facility in Arcade, NY USA.

Leece-Neville Heavy Duty Systems
a division of Prestolite Electric Inc
Marketing Department
400 Main Street
Arcade, NY 14009
585-492-1700
marketing@prestolite.com

DO NOT distort



DO NOT violate clear space



DO NOT use un-approved colors



DO NOT place on complex backgrounds



DO NOT rearrange elements



DO NOT place on low contrast backgrounds



DO NOT crop



DO NOT create new logos



For the Printing Agency

These are the approved colors for the Prestolite and Divisional logos. Please use the correct color format for your particular application.

PANTONE™ is a registered trademark of PANTONE INC. The colors shown here and throughout this guide are intended to match the PANTONE™ standards.

The CMYK and RGB specifications given here are for appointment only. Because screen percentages will vary from printer to printer and from monitor to monitor, a slight difference can significantly affect a

color.

These percentages are to be used only as a reference. Each printing agency is responsible for making the necessary adjustments to visually match the colors as closely as possible to approved color swatches.

COLOR	PANTONE	CMYK	RGB	INDEX
Prestolite Blue	PMS 300U PMS 300C	C = 100 M = 44 Y = 0 K = 0	R = 9 G = 90 B = 166	#095AA6
Prestolite Red	PMS 1788U PMS 1788C	C = 0 M = 84 Y = 88 K = 0	R = 254 G = 43 B = 18	#FE2B12
Gray	PMS 430U PMS 430C	C = 5 M = 0 Y = 0 K = 45	R = 133 G = 137 B = 138	#85898A
Black	-	C = 0 M = 0 Y = 0 K = 100	R = 0 G = 0 B = 0	#000000

THE POWER OF EXCELLENCE

Prestolite Electric Inc
Corporate, United States

Prestolite Electric, LTD
United Kingdom

Prestolite Electric Beijing, LTD
China

Prestolite Indiel
Argentina

Leece-Neville Heavy Duty Systems
United States

Leece-Neville Remanufacturing
United States

Leece-Neville Mexicana
Mexico

David Canfield

Manager, Marketing / Information Technology
Arcade, New York USA
Phone (1) 585-492-1700 x 368
Fax (1) 585-492-1660
E-mail dcanfield@prestolite.com

Divisional Marketing Groups

Argentina / Brazil / Mexico

Maria Fernanda Vázquez Goizueta
Marketing
Buenos Aires Argentina
Phone [54] (11) 5169-9000 Int. 216
Fax [54] (11) 5169-9046
E-mail mfvazquez@prestolite.com.ar

China

Guo Dongzhi
Marketing
Beijing China
Phone [86] (10) 6959 6333
Fax [86] (10) 6959 6329
E-mail marketing@prestolite-bj.com

United Kingdom / Europe

Andy Hill
Marketing Manager
Bamber Bridge England
Phone [44] (0) 1772 310 250
Fax [44] (0) 1524 822 396
E-mail ahill@prestolite.com

USA / Canada

Karen Flack
Marketing Administrative Assistant
Arcade, New York USA
Phone (1) 585-492-1700 x 239
Fax (1) 585-492-1660
E-mail kflack@prestolite.com

Debbie Roberts

Sales / Marketing Administrative Assistant
Grand Junction, Colorado USA
Phone (1) 970-263-7905
Fax (1) 970-243-4786
E-mail droberts@prestolite.com

Chris Birkby

Service / Marketing IT
Bamber Bridge England
Phone [44] (0) 1772 310 252
Fax [44] (0) 1772 310 259
E-mail cbirkby@prestolite.com