

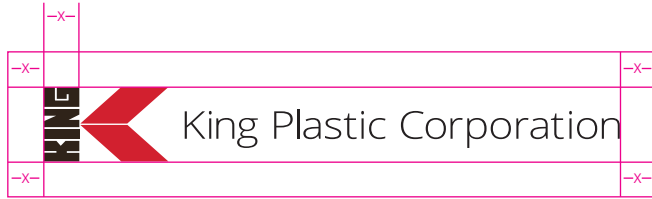
BRAND GUIDELINES AND TRADEMARK USAGE



King Plastic Corporation

Our Innovation. Your Imagination.®

King Plastic Corporation Brand & Logo Guidelines



Our Innovation. Your Imagination.®

- **Clear Space:** A minimum clearance must be maintained around the logo with other graphics and visual elements. The minimum clearance is the "x-height" of the King text in the logo.
- **Minimum Size:** The King Plastic Corporation logo should not be less than 1.5" wide in print or 108 pixels wide online.



- **Placing the Logo:** Place the logo on a background that allows it to stand out and be immediately recognized. Do not place the logo over a pattern or a busy area of a photograph.



- **Tagline:** The Tagline is as shown above. This can be used reversed-out of a Pantone Processed Black 6 C" bar or just the type by itself. The tagline is set in Open Sans Light with initial caps and a ® mark.
- **Type Face:** King Plastic Corporation uses the Open Sans font family. Please ensure that all text is legible by using contrasting colors between the font and its background.
- **Headlines:**
 - Use Open Sans Light
 - Use Title Case font
 - Headlines should be twice the point size as the body copy

Subheads & Callouts:

- Use Open Sans Bold
- Use Title Case font

Body Copy:

- Use Open Sans Regular
- Use sentence case font

Design Element: The square or rectangular shape is used as a graphic or background element to enhance the design. This is always a 20% tint of "Pantone Warm Gray 1."

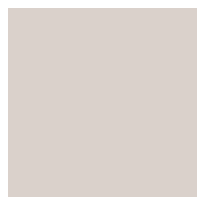
Colors:



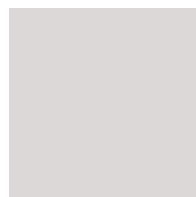
PMS Black 6 C
Hex: 000000
C=50 M=40 Y=25 K=100



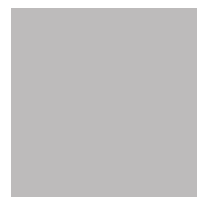
PMS 186 C
Hex: cf102d



PMS Warm Gray 1
Hex: d7d2cb



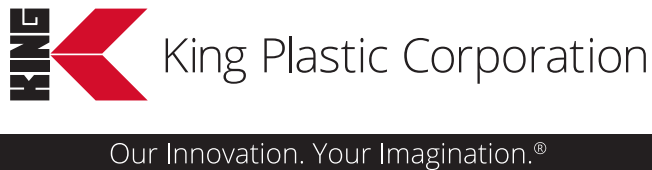
PMS Cool Gray 1
Hex: dad9d7



PMS Cool Gray 4
Hex: bcbcbc

King Plastic Brand Guidelines and Company Logo Usage

LOGO WITH TAGLINE REVERSED-OUT BLACK BAR



COLORS

Pantone

Black: PMS Black 6 C

Red: PMS 186 C

Web Hex

Black: 000000

Red: cf102d

4-Color Process

Rich Black:

C=50 M=40 Y=25 K=100

Red:

C=12 M=100 Y=92 K=3

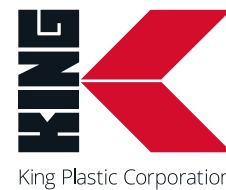
FONTS

Open Sans font family

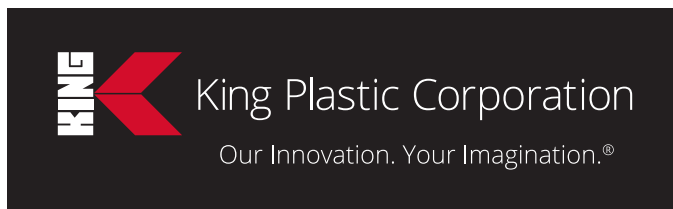
LOGO WITH TAGLINE



K LOGO



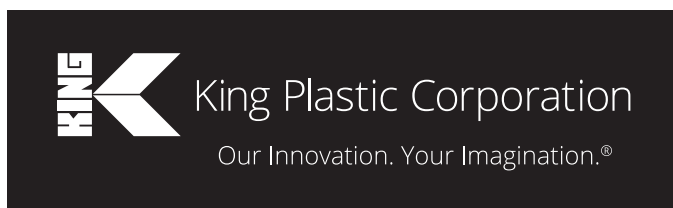
REVERSED LOGO FOR BLACK BACKGROUNDS



K LOGO REVERSED-OUT



REVERSED LOGO FOR 1-COLOR PRINTING



STACKED LOGO



BLACK LOGO FOR 1-COLOR PRINTING



STACKED LOGO REVERSED-OUT



KING PLASTIC CORPORATION

TRADEMARK USAGE

King Plastic Corporation regards its trademarks as important business assets. Our trademarks identify our products and distinguish them from those of our competitors. Their proper use is important not only to King Plastic, but to your business as well. So long as our trademarks are recognized by our customers as identifying King Plastic's products and no other company's, they will have the continued opportunity to identify King Plastic's products as preferred brands and will continue to repeat their satisfied purchase of our products.

Therefore, as a Distributor, it is very important that you use our trademarks when you sell our products, and that you indicate that King Plastic Corporation is the owner of these trademarks. Attached is a list of our trademarks, both registered and unregistered. It is equally important that you use our trademarks properly, whether in press releases, advertising, displays, or correspondence. Therefore, please follow these guidelines, when preparing your materials:

1. Trademarks should be either CAPITALIZED completely, used with "Initial Caps" with quotes, or, at the very least, with Initial Caps. You may also use other distinguishing graphic representations, such as italics, boldface, LARGE TYPE, or a different color type.
2. Trademarks are adjectives and should be followed by generic terms.
For example, "KING STARBOARD® marine grade polymer sheets are ideal for replacing teak, laminants and inferior plastic products on boats", MISUSE "You can use starboard to replace teak, laminants and inferior plastic products on boats." This assures that the trademark is used to identify the particular brand of product as coming from King Plastic, or King Plastic as the producer, rather than implying that "StarBoard" is a type of product sold by many producers.
3. Trademarks that are registered in the United States and should be used with the statutory registration symbol, "®." Unregistered trademarks may be accompanied by the symbol "™," which indicates that we own the trademark under the common law, although we have not yet obtained a U.S. registration for it.
4. Please use our trademarks in a consistent manner:
 - a. Correct logo colors must always be used (black is accepted for one or two color print ads).
 - b. The mark should be used exactly as shown on the enclosed list, or at least CAPITALIZED COMPLETELY if it has been registered in its logo form. For example, if you refer to King StarBoard®, it should be printed KING STARBOARD®, or "King StarBoard®," but never "star-board" or "starboard."
5. The notice "King product brands are a (registered) trademark of King Plastic Corporation" should appear at least once in all of your printed materials and advertising.
6. Trademarks are not nouns, so please don't use our trademarks in a plural form. For example, do not state to a customer that you are shipping "King Starboards." Instead, state that you are shipping " King StarBoard® sheets."

7. All work promoting King Plastic Corporation's products should be done in a professional and workmanlike manner.

We remind you that as a Distributor, you are obligated to send us representative samples of all literature, packages, labels, labeling, and advertising prepared by or for you that you intend to use regarding your sale of King's products. Our purpose in asking you to provide us with these samples is to confirm that you are using King's trademarks properly. We will be able to review your samples, and call any problems in use to your attention for correction when you reprint your material.

Registration Requirements – every product logo should include a ® when used. The first sentence on each page of a trademarked product name in text should also receive a ®.

King Plastic Corporation can provide camera-ready logos and other support material to help insure quality and accuracy in your advertising. Thank you for your attention to these guidelines. They will help ensure that King Plastic Corporation's trademarks will be properly honored and will not become generic, or available for use by our competitors to refer to their similar, though not identical, products.

If you have any questions regarding the use of our trademarks, please contact Veronica Rosas, Marketing Manager at King Plastic Corporation, 1100 N. Toledo Blade Blvd., North Port, Florida 34288, phone number (941) 493-5502, fax (941) 497-3274, e-mail marketing@kingplastic.com.

King Plastic Corporation Brand Guidelines

KING
STARBOARD®

KING
STARBOARD®

KING
STARBOARD AS

KING
STARBOARD AS

KING
STARBOARD XL

KING
STARBOARD XL

KING
STARLITE XL

KING
STARLITE XL

KING
STARBOARD ST

KING
STARBOARD ST

King DuraStyle®

King DuraStyle®

KING
MEDI GRADE®

KING
MEDI GRADE®

KING
COLORBOARD®

KING
COLORBOARD®

KING
COLORCORE®

KING
COLORCORE®

KING
CUTTINGBOARD®

KING
CUTTINGBOARD®

KING
CUTTINGBOARD XL

KING
CUTTINGBOARD XL

KING
CUTTINGCOLORS®

KING
CUTTINGCOLORS®

 King MicroShield®
Antimicrobial Polymer Sheet

 King MicroShield®
Antimicrobial Polymer Sheet

KING
PIPE GRADE®

KING
PIPE GRADE®

KING
PLASTI-BAL®

KING
PLASTI-BAL®

KING
PLASTI-SHIELD®

KING
PLASTI-SHIELD®

KING
HY-PACT®

KING
HY-PACT®