LAKESIDE

Ingenuity On Wheels™

Brand Style Guide

TABLE OF CONTENTS

INTRODUCTION

This document contains a set of guidelines designed to provide a consistent corporate identity across all communications. Whether online, in print, in broadcast media, or at trade events, the same benefits and key visuals should reappear. A coordinated identity provides greater brand awareness and clarity in all corporate and marketing communications, and helps clearly identify and differentiate Lakeside in the marketplace.

IMPORTANT The use of Lakeside logos, taglines, and service marks in all communications must be in accordance with the guidelines set forth in this document. The guidelines must also be followed uniformly throughout the organization as well as by partners and vendors. Proposed use of any logo applications other than those expressly permitted in this document must be approved in advance by the marketing department.

The Lakeside visual identity system, presented within this style guide, includes the corporate logo, typographic standards and graphic design templates. The components of the Lakeside visual identity system have been carefully chosen to work together in positioning the company consistently across all media. Standards defined within this manual are to be strictly adhered to, without exception. Substitution, modification or creative interpretation of any of the visual identity standards or components is strictly forbidden.

Questions concerning these guidelines, their application, or an application not covered herein, should be directed to:

Jocelyn Rasor
Director of Marketing
o: 414-902-6409
c: 847-532-3478
e: jrasor@elakeside.com

COPYRIGHTS

COMPANY NAME

It is imperative that Lakeside protect the intellectual property of all documents and publications. Please make sure that the following phrase is included in every written or published communication: © **Lakeside Manufacturing, Inc. 2024. All Rights Reserved.** (Exceptions to this policy may exist for client-owned documentation).

INTERNAL DOCUMENTS

All internal documents not intended for external publication or general distribution should include the following statement: **Lakeside Manufacturing Proprietary and Confidential**

TRADEMARKS

The company tagline, **Ingenuity On Wheels™** is trademarked. Please make sure that all internal and external facing materials include the TM mark after the tagline.

REGISTRATION MARKS

The Lakeside company logo is registered. Please make sure that all internal and external facing materials include the ® mark after the logo. If the company logo is reduced down to the point the ® is no longer legible then the ® mark may be removed.

GENERAL COMPANY INFORMATION

COMPANY NAME

Lakeside is used by the company in all day-to-day communications, correspondence, presentations and marketing materials. In legal uses, such as in proposals, contracts and official correspondence, the legal incorporated name of the company must be used: **Lakeside Manufacturing, Inc.**

COMPANY TAGLINE

Ingenuity On Wheels™

COMPANY BOILERPLATE

You can create a lot of history in 75 years, and the team here at Lakeside understands that more than just about anyone. We were founded by a World War II Navy Veteran with a creative and independent spirit. From those very first days until now, the same characteristics remain - Lakeside can provide a solution for you.

Lakeside's team understands many environments - K-12, college and university, B&I, healthcare, hospitals, long term care, rehabilitation homes, laboratories, and so much more. From food service to medical; laboratory supplies to material handling - we offer high quality durable stainless steel and other mobile solutions for nearly any facility.

Innovative, sustainable and efficient mobile equipment combined with extensive online resources to ultimately help enhance your safety and sanitary needs.

MESSAGING GUIDE

OUR VISION FOR LAKESIDE

Our vision is to create an agile organization that has a "can do" behavior that is easy and enjoyable to do business with.

GUIDING PRINCIPLES

- **Customer Focused** - Our shared goals and actions are defined through understanding, meeting, and exceeding our customers' current and future needs

- **Continuous Improvement** - Our effort in creative continuous improvement allows us to be flexible and responsive

- **Information Driven** - Our collection and analysis of easy-to-use information allows everyone to make well-informed decisions

- **Cooperative Atmosphere** - We encourage, develop, and combine our individual talents to allow everyone to be part of rewarding team efforts

CORPORATE LOGOMARK

PRINCIPAL GUIDLINES

The Lakeside logo is a specially designed symbol and is the primary graphic component of the corporate identity system. The logo is the only acceptable symbol to be used to represent Lakeside. It must appear in its entirety and may never be cropped, distorted or used on an angle.

Variants of this logomark developed by partners or vendors are not acceptable. When used in color, the logo should conform to the specific CMYK and RGB colors listed here. When used in black and white form, use only as directed in this Style Guide. In cases where color is not an option then the logo can be represented in 100% black or white.

The logo should be placed as shown below, in color, on a white background or in white on an approved color. The logo can be placed directly on a photo if the area of the photo beneath the logo isn't distracting and doesn't compromise the readability of the logo. Avoid placing the logo on any backgrounds that prevent the logo from standing out and being clearly read.

There are two configurations of the logo - horizontal and stacked. Use of either version is permissiable. Please use whichever version works the best for each specific application.

HORIZONTAL LOGO

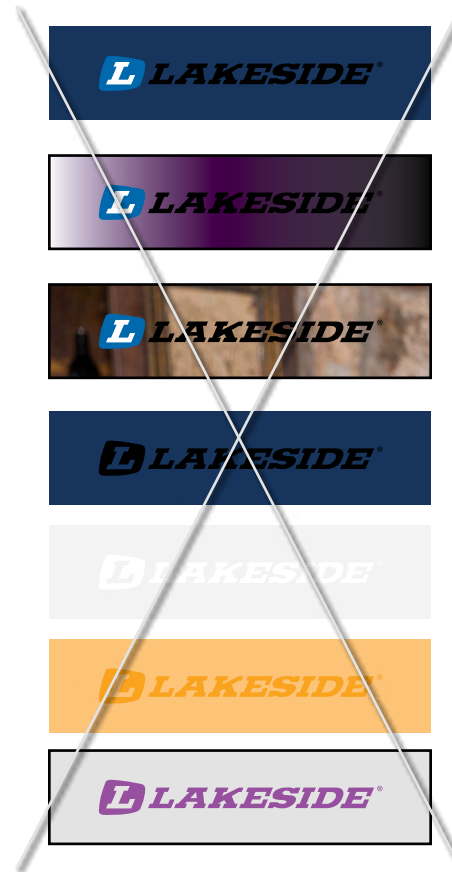## HORIZONTAL LOGO WITH TAGLINE

VERTICAL LOGO

"L" LOGO

CORPORATE LOGOMARK

GOOD EXAMPLES OF LOGO USAGE AND PLACEMENT

BAD EXAMPLES OF LOGO USAGE AND PLACEMENT

LOGOMARK SIZING, SCALING AND EXCLUSION ZONE

LOGO SIZING

The size of Lakeside logo to be used in a communication depends on the audience, the desired emphasis, the other visual elements and the layout. The following guidelines should be followed when sizing the Lakeside logo:

• The horizontal logo should never appear smaller than 1.125 or 81 pixels wide.

• The vertical stacked logo should never appear smaller than .89" or 64 pixels wide.

• The logo should never appear smaller than another company's logo in any document, collateral or electronic copy. Exceptions to this policy may exist in co-branding situations and in client proposals.

• For use on digital or web pages, the horizontal logo must be no smaller than 125 pixels in width and the vertical logo must be no smaller than 85 pixels in width at 72ppi.

Minimum width
1.125" or 81 pixels
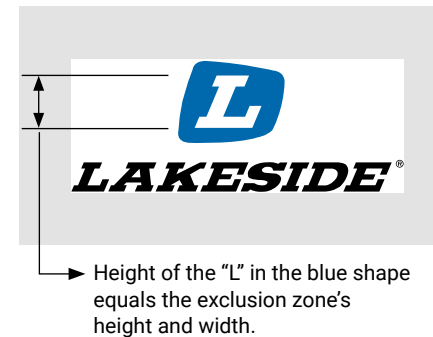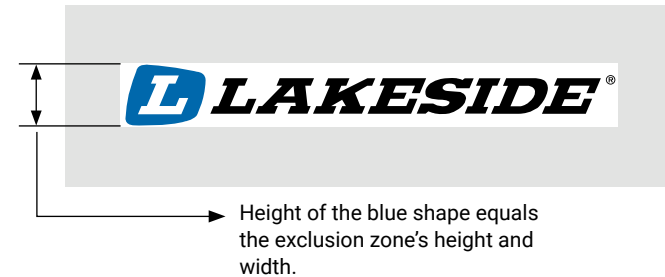
Minimum width
.85" or 65 pixels

LOGO SCALING

The Lakeside logo should always be scaled proportionally. The Lakeside logo (horizontal and vertical), "L" logo is never to be stretched, skewed, or distorted.
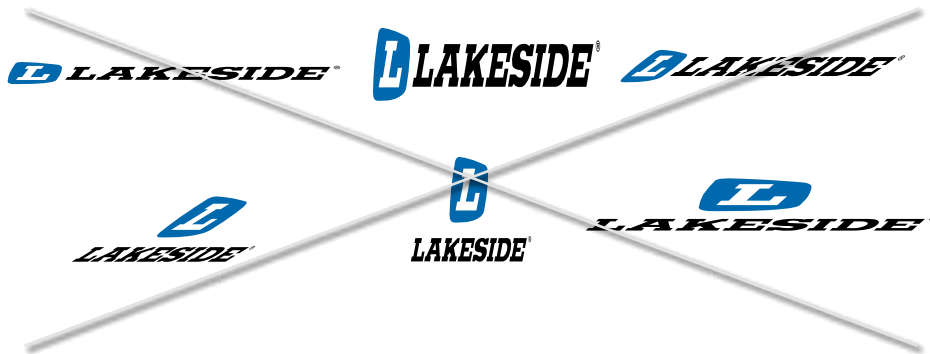
EXCLUSION ZONE

To protect the visual integrity of the Lakeside logomark, it should always be surrounded by an exclusion zone. By this we mean no text or other graphic elements may be placed inside this predetermined area. The minimum zone is one height of the blue shape for the horizontal version and half the height of the blue shape for the vertical version (as indicated to the below). This zone is also the minimum distance to the edge of the paper for printed applications, and to the edge of the screen in web applications. Wherever possible, there should be even more space around the logo. This exclusion rule is to establish a minimum distance allowed.

The exclusion zone should be rigorously adhered to in all applications, for print, digital, and web.

Height of the blue shape equals the exclusion zone's height and width.

Height of the "L" in the blue shape equals the exclusion zone's height and width.

TYPOGRAPHY

Lakeside materials should be prepared using the **Roboto font family** whenever possible. In the cases when **Roboto** can't be used, **Arial** may be used as a substitute.

Text should have a minimum amount of hyphenation. Italics should only be used for quotes, citing references, or occasionally to highlight a word or short phrase.

ROBOTO THIN

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !"?&+/()TM©@

ROBOTO THIN ITALIC

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !"?&+/()TM©@

ROBOTO LIGHT

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !""?&+/()TM©@

ROBOTO LIGHT ITALIC

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !""?&+/()TM©@

ROBOTO REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !""?&+/()TM©@

ROBOTO ITALIC

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !""?&+/()TM©@

ROBOTO MEDIUM

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !""?&+/()TM©@

ROBOTO MEDIUM ITALIC

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !""?&+/()TM©@

ROBOTO BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !""?&+/()TM©@

ROBOTO BOLD ITALIC

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !""?&+/()TM©@

ROBOTO BLACK

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !""?&+/()TM©@

ROBOTO BLACK ITALIC

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !""?&+/()TM©@

COLOR PALETTE

COLORS

Our lead colors should be the most frequently and extensively used colors throughout all Lakeside marketing materials. They are shown with RGB, CMYK, and Hexadecimal options, so the colors are reproduced consistently across all platforms.

PRIMARY COLORS

The Primary Colors below are the main colors that are to be used throughout all Lakeside promotional and marketing materials.

SECONDARY COLORS

The Secondary Colors should be used sporadically as needed to enhance the visual design, and support the usage of the Primary Color Palette.

ACCENT COLOR AND GRADIENT

The Accent Color should be used to draw attention to specific content, data, and callouts. The Gradient should be used to emphasis content, headlines and background treatments.

PRIMARY
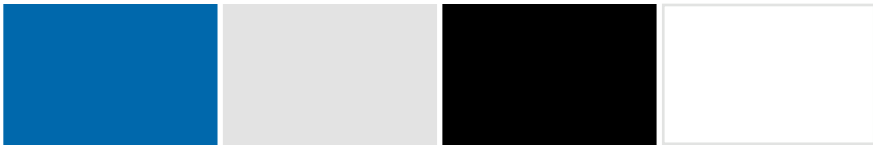
LAKESIDE BLUE
RGB: 0/103/172
CMYK: 100/50/0/10
HEX: 0067AC

LIGHT GREY
RGB: 226/226/226
CMYK: 10/7/8/0
HEX: E2E2E2

BLACK
RGB: 0/0/0
CMYK: 0/0/0/100
HEX: 000000

WHITE
RGB: 255/255/255
CMYK: 0/0/0/0
HEX: FFFFFF

SECONDARY

DARK BLUE
RGB: 21/53/92
CMYK: 100/84/37/29
HEX: 15355C

SKY BLUE
RGB: 52/129/195
CMYK: 78/43/0/0
HEX: 3481C3

GOLD
RGB: 250/163/27
CMYK: 0/42/100/0
HEX: FAA31B

ACCENT AND GRADIENT

RUBY
RGB: 171/1/0
CMYK: 22/100/100/17
HEX: AB0100

DARK BLUE TO SKY BLUE