

WALKER PRODUCTS, INC. OFFICIAL COMPANY BRAND GUIDELINES

QUALITY · COVERAGE · SUPPORT

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QUALITY

Quality is paramount with products you will find in the automotive aftermarket. At Walker Products we leave no room for compromise, ensuring every product we package and distribute meets the high standards of our customers.

To guarantee the highest quality parts possible, we have invested heavily in testing procedures and protocols that set us apart. Using proprietary equipment and on-vehicle data logging, we improve upon OE standards. We also monitor TSBs, recalls, and installer feedback to address any known issues. Our OE Library with tens of thousands of genuine samples, aids in engineering design, quality control, and testing, providing valuable insights into design and technology.

COVERAGE

Finding the right sensor for your vehicle should never be a challenge. Our products fit and function just like the original parts, giving peace of mind to technicians, DIY enthusiasts, and vehicle owners alike.

To make finding our products even easier, we're committed to providing superior digital content and cataloging, with dedicated data and cataloging teams to streamline the experience from strategic partnerships worldwide. We offer tens of thousands of active part numbers and a full range of traditional catalogs with comprehensive support. Our cataloging is tailored to specific categories and countries, and we even offer custom cataloging along with co-branded marketing solutions.

<u>SUPPORT</u>

Walker Products is a family owned and operated business that brings teamwork and a winning attitude to every product and customer. Our sales and customer service teams lead the way, backed by skilled product managers and engineers. With a worldwide network of facilities and team members, we're close to you wherever you are. Our company handles logistics, technical support, distribution, and manufacturing, ensuring we meet all your needs.

We are global supplier and can be found in every corner of the world. Walker Products is one of the largest privately owned manufacturers of Fuel System Components Emission Controls, Ignition Systems, and Engine Management Devices. We have served the needs of the worldwide Othermotive[®], Heavy Duty, Fleet, and traditional automotive aftermarket since 1946.



BRAND COLORS



PRIMARY WALKER PRODUCTS LOGO



Logo must remain in the original proportions (5.52×1)

When to use

- The Walker Products logo should always be the "go-to" logo for print, and digital media
- The logo should be printed in full color whenever possible
- Logo on boxes is printed with CMYK plus 2 spot colors for PMS 186C (Walker Red) and Reflex Blue C (Walker Blue)

Example

- Nalker

BLE-TPMS Bluetooth Low Energy



Easy installation with direct OE fit and no programming required



PRIMARY WALKER PRODUCTS LOGO VARIATIONS



Black Border Primary Logo

• Should be used on white or light background colors

Examples





White Border Primary Logo

Should be used on dark
 background colors

Examples









VARIATIONS CONTINUED...

Non-Website Logo – Not for use outside of Amazon or Company Website



No Globe Logo- Retired/Internal Use Only



Black & White Logo- Retired/Internal Use Only





SECONDARY WALKER PRODUCTS LOGO

Logo must remain in the original proportions

(5.19 x 1)

When to use

- This logo is the primary logo when making Walker Products shirts, giveaways and other marketing uses.
- Logo cannot have the website when embroidered for shirts
- Logo must be a minimum size of at least 4 in. x 0.67 in. on the left chest when embroidered on a shirt.
- All embroidery must first be approved

Variations

Primary Clothing Logo to be used on Dark Colors
Secondary Clothing Logo to be used on Light Colors



SECONDARY LOGO EXAMPLES





KINGSBORNE LOGO



Logo must remain in the original proportions

When to Use

Use with the Kingsborne Wire Werks Brand

Aspect Ratio 2.37 x 1



HEX CODE: 000000

R:0 G:0 B:0 C:75 M:68 Y:67 K:90

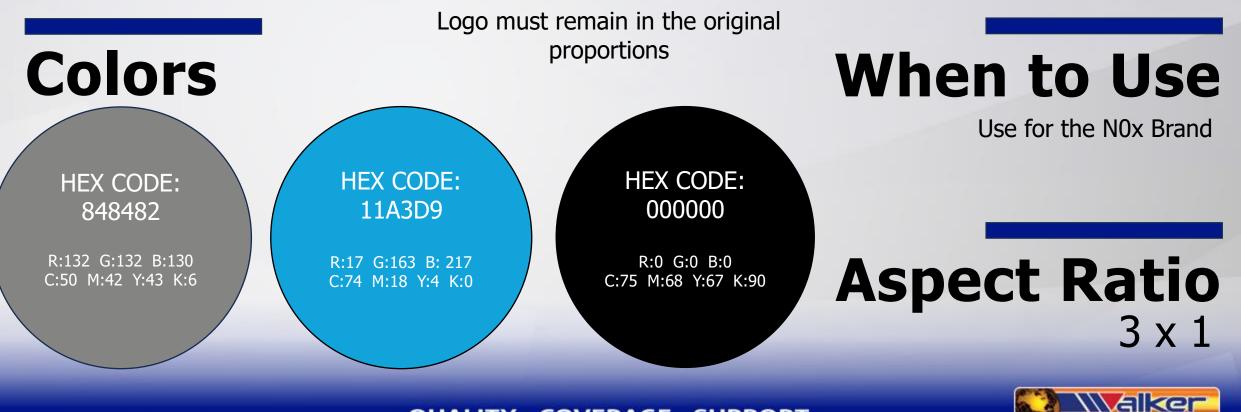
HEX CODE: FB0F0C

Colors

R:251 G:15 B:12 C:0 M:99 Y:100 K:0

NOx LOGO





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NOx VARIATIONS

White Logo – For Internal Use Only



Black Logo – For Internal Use Only







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OTHERMOTIVE® LOGO

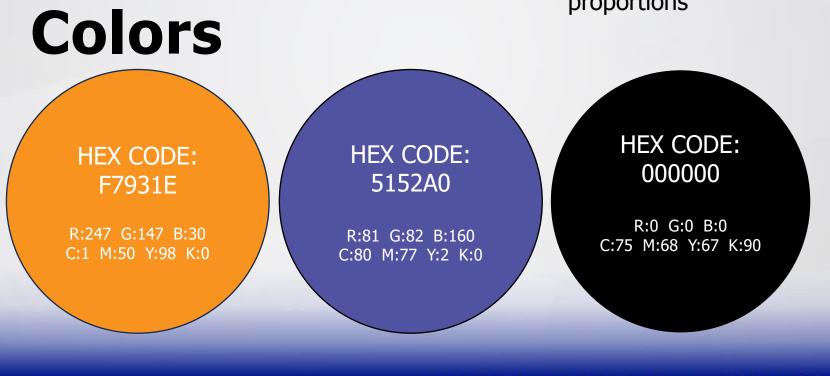


Logo must remain in the original proportions

When to Use

Aspect Ratio

Use for the Othermotive[®] Brand



Alker

4.84 x 1



Logo must remain in the original proportions (6.83 x 1)



When to Use

Use for the ThunderCore[™] Pro Brand



Use Black Trademark on white or light



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TAGLINE

Only use the approved PNG files:

Black

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• Use on: White or Light Backgrounds

QUALITY · COVERAGE · SUPPORT

QUALITY · COVERAGE · SUPPORT

QUALITY • COVERAGE • SUPPORT

White QUALITY · COVERAGE · SUPPORT

 Use on: Dark Backgrounds

QUALITY • COVERAGE • SUPPORT

QUALITY • COVERAGE • SUPPORT

QUALITY · COVERAGE · SUPPORT

Blue

QUALITY • COVERAGE • SUPPORT

 Use on: White or Light Backgrounds(Not Blue)

QUALITY · COVERAGE · SUPPORT

QUALITY · COVERAGE · SUPPORT

QUALITY · COVERAGE · SUPPORT

Taglines NOT to use

Make sure to tail of the "Q" does not hang down. Tagline is <u>NOT A FONT</u>. It is a PNG file.





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TYPOGRAPHY

Myriad Pro Bold should be the first option of font to use with the logo

Myriad Pro- The quick brown fox jumps over the lazy dog. 1234567890

Myriad Pro Bold- The quick brown fox jumps over the lazy dog. 1234567890

Myriad Pro Condensed- The quick brown fox jumps over the lazy dog. 1234567890

Impact - The quick brown fox jumps over the lazy dog. 1234567890



DON'T EXAMPLES

Do Not: Change the Logo Proportions





Do Not: Use a Poor-Quality Logo





ADDITIONAL SUPPORT

Please contact the Marketing Department if you need any further assistance or have any questions.

info@walkerproducts.com



Thank You



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