<table>
<thead>
<tr>
<th>CONTENTS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0</td>
<td>TRADMARK</td>
</tr>
<tr>
<td></td>
<td>Watco Companies Logo</td>
</tr>
<tr>
<td></td>
<td>Logo Clear Space</td>
</tr>
<tr>
<td></td>
<td>Logo Variations</td>
</tr>
<tr>
<td></td>
<td>Project Logos</td>
</tr>
<tr>
<td></td>
<td>Proper Logo Use</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>2.0</td>
<td>TYPOGRAPHY</td>
</tr>
<tr>
<td></td>
<td>Type Family</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>3.0</td>
<td>COLOR</td>
</tr>
<tr>
<td></td>
<td>Brand Color Palette</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>4.0</td>
<td>APPLICATION</td>
</tr>
<tr>
<td></td>
<td>Brochure</td>
</tr>
<tr>
<td></td>
<td>Presentation</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
1.0 TRADEMARK

Customer First.. Safety Always!
LOGO

UNDERSTANDING THE INTRINSIC VALUE OF THE WATCO TRADEMARK

Watco’s trademark symbolizes the united spirit, quality and excellence of the services Watco offers. Trademarks help to identify our company and build our reputation among Customers and other audiences.

The Watco logo is comprised of two elements, the “Watco Companies” logotype, illustrated in black, and the symbol, illustrated in yellow with two black stripes. Together they form the Watco logo.
LOGO CLEAR SPACE

ESTABLISH A CLEAR SPACE MARGIN AROUND THE LOGO AT ALL TIMES.

To maintain the integrity of the Watco logo, nothing should crowd or interfere in any way with the clear space surrounding it. This clear space, also known as the area of non-interference, is defined by the height of the letters in the Watco logotype. For instance, the height of the “C” squared is equal to one unit of clear space. The entire logo must be buffered from any other element by at minimum 1 unit of clear space.

Proper use of clear space will ensure the logo does not compete for space, whether in print, online or in signage.

Height of “C” squared = \( x \) (1 Unit of clear space)
LOGO VARIATIONS

CHOOSING THE RIGHT LOGO FOR SPECIFIC APPLICATIONS

Color
Preferred for use in all media.

Horizontal
For use in applications with limited vertical spacing.

Gray Scale
For use on internal documents when color may not be necessary.

Black
For use when the symbol gradient or color quality may be compromised due to scale, limited production methods or color availability.

Reverse / Color
For special use on dark backgrounds to provide maximum contrast.

Reverse / White
For use when the symbol gradient or color quality may be compromised due to scale, limited production methods or color availability.
PROJECT LOGOS

USING THE APPROPRIATE LOGO FOR THE CORRESPONDING PROJECT

**WTS**
For use with Watco Transportation Services projects.

**WTPS**
For use with Watco Terminal & Port Services Projects.

**WTPS de Mexico**
For use with Watco Terminal & Port Services Mexico Projects.
CORRECT LOGO USE

MODIFICATIONS TO THE LOGO UNDERMINE THE INTEGRITY OF OUR TRADEMARK

Under no circumstances should the logo be altered in any way without the approval of the communications department.

Do not modify or change logo colors.

Do not place logo on busy backgrounds or backgrounds that do not provide adequate contrast between the logo and background.

Do not change orientation or arrangement of logo elements. Do not add effects or treatments to the logo.

Do not stretch, compress or otherwise distort logo.

Don’t modify or change proportions.

Don’t change colors.

Don’t change orientation.

Don’t distort.
2.0 TYPOGRAPHY

Customer First.. Safety Always!
A CLEAN AND SIMPLE TYPE FAMILY SPEAKS VOLUMES

Avenir Next was chosen as the primary type family for Watco communications because of its legibility, range of modern font weights and complementary qualities when paired with the Watco logo. When used together they form a harmonious and cohesive identity.

The Avenir Next font family offers a range of six weights: Ultra Light, Regular, Medium, Demi Bold, Bold and Heavy.

Alternate Font
Century Gothic may be used as the alternate font when Avenir is not available. Only in these rare instances should the alternate font use be used.

Font stack priority order: Avenir, Century Gothic, Helvetica Neue, Verdana, Sans Serif.
3.0 COLOR

Customer First.. Safety Always!
PRIMARY COLORS

The Watco primary color palette helps customers easily identify our products and services.

**YELLOW:**

#FFC20E
RGB: 255, 194, 14
CMYK: 0, 24, 95, 0
PMS: 7548C

**BLACK:**

#000000
RGB: 0, 0, 0
CMYK: 70, 50, 30, 100
PMS: Black C

**GRAY:**

#63666A
RGB: 99, 102, 106
CMYK: 40, 30, 20, 66
PMS: Cool Gray 10C
4.0 APPLICATION
4.0 / APPLICATION

BROCHURE

CONSISTENCY IS KEY

Product and service brochures must maintain consistent size and placement of the Watco logo.

For landscape and/or portrait orientations of the brochure cover, the Watco logo must be placed in the upper left corner of the cover with a .75” margin.

The “Customer First... Safety Always!” tagline must be placed on the bottom of the brochure on a black background with a .75’ height.
PRESENTATION

Presentations should be produced with the same discipline and care as all other Watco marketing and communications material.

To help ensure that all of your presentations are consistent, please use the supplied PowerPoint template.

The following general rules are designed to help maximize the effectiveness of your presentations:

Keep it simple
- Use the appropriate slide master
- Include only relevant visual aids
- Use type no smaller than 18 pt
- Use predefined styles, and colors
- Use only Century Gothic* typeface
- Limit bullets to five or six to slide
- Limit bullets to a single line

* Note: Century Gothic has been specified for use in all presentations to maintain consistency across electronic presentation platforms.