


# HYTROL BRANDING STANDARDS

GUIDELINES FOR COMMUNICATIONS AND STANDARD USAGE OF THE HYTROL  
BRAND INCLUDING LOGOS, MARKS, COLOR PALETTE AND FONTS





In this guide we have attempted to clearly layout everything you will need to know to effectively produce materials representative of Hytrol. Of course, questions will emerge. When they do, please review the materials to see if the answer may lie in another section. The explanations provided are particularly comprehensive and should contain most of the specifications you require.

If the information provided does not answer your specific question, please e-mail the marketing department at [info@hytrol.com](mailto:info@hytrol.com) with subject "Branding Standards".

Copyright © 2016 Hytrol. All rights reserved. The Hytrol logo and Hytrol program logos are trademarks in the U.S. and certain other countries. All other trademarks mentioned are the property of their respective owners.

Hytrol

2020 Hytrol Street • Jonesboro, AR 72401

870.935.3700 • Fax: 870.931.1877

[www.hytrol.com](http://www.hytrol.com) • [info@hytrol.com](mailto:info@hytrol.com)

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## ABOUT THIS GUIDE

Our corporate identity is the image and attitude we present to the global community. It is as essential as the products and services we provide. Our brand is the total impact of our logos, products, literature, trademarks, advertising, brochures and presentations – everything that we epitomize as a company. We've created this guide to provide all of the pertinent specifications you will need to maintain the integrity of the Hytrol brand.

The guidelines in this document are not meant to inhibit, but rather to improve the creative process. By following these standards, the materials you produce will represent Hytrol cohesively to the world.

## WORDS OF IMPORTANCE

### COLLATERAL:

The collection of media used to support the sales of our products and services. Collateral is used to enhance, promote and/or emphasize the brand (i.e. brochures, advertisements, business cards, letterhead, etc.)

### MARK OR LOGO:

A graphic or emblem commonly used by commercial enterprises, organizations and even individuals to aid and promote instant public recognition. Logos are either purely graphic (symbols/icons) or are composed of the name of the organization (a logotype or wordmark).

### TYPEFACE:

A typeface is a set of one or more fonts, in one or more sizes, designed to create stylistic unity.

## BRAND PHILOSOPHY

The brand is most often represented visually by our signature — the Hytrol logo. Placing this logo on external communications, proposals, internal memos, or any other document or online communication instantly communicates a level of importance, excellence and commitment.

The brand is also communicated through a combination of secondary elements including other logos, color palettes, typography and graphic styles.

## BRANDING GUIDELINES

Official branding standards have been established to institute acceptable usage and placement of our brand elements. It is imperative to follow these guidelines to ensure that the brand is being communicated in an appropriate and consistent manner.

## WHAT HYTROL REPRESENTS

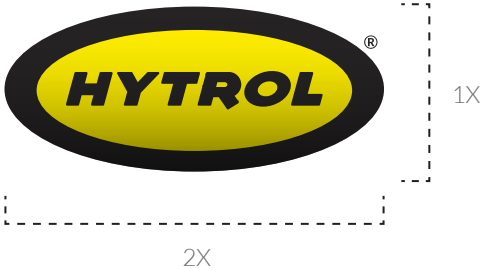
- Reliability
- Innovation
- Integrity
- Quality
- Value
- Relationships
- Durability
- Stability
- Respect
- Security
- Movement
- Connectivity

# LOGO USAGE

The Hytrol logo should appear on all formal communications where the intention is to deliver information to or request information from a person or an organization, where the communication is sent on behalf of, and/or impacts Hytrol. No other words or symbols should ever be attached or placed in association with the logo. The logo must never be altered or modified in any way. It is important that the logo remain free of graphics, photography, typography and other elements. The logo must always be the most legible and viewable element in any given graphic space.

The logo is constructed with an aspect ratio (height to width) of 1 : 2. This proportion must never be altered. Particular attention should be made when placing the logo in an application (such as Microsoft Word or PowerPoint), where the image proportions can be changed by dragging the corners of the picture window box. Hold down the Shift key when dragging a corner to maintain the correct aspect ratio.

The minimum required clear space is a distance of 0.25" surrounding each side of the logo. If placing logo in the lower portion of a document, the minimum required clear space is a distance of 1" from the bottom of the page.



## UNACCEPTABLE LOGO USAGE

The following treatments are prohibited:

- a. Outlining the logo.
- b. Angling or skewing the logo.
- c. Using any colors other than specified.
- d. Placing the logo on a photographic background.
- e. Adding gradients.
- f. Removing the registration symbol.

## INTEGRATION PARTNERS:

All Hytrol logos are available to download on [hynet.hytrol.com](http://hynet.hytrol.com). If you require an alternative file format, please contact the marketing department at [info@hytrol.com](mailto:info@hytrol.com) with subject "Branding Standards." **All designs created using the Hytrol logo and other marks are subject to review to ensure a consistent brand image.** To submit a proposed design, e-mail a PDF to [info@hytrol.com](mailto:info@hytrol.com). Indicate the intended size of your layout in the e-mail message. File size should not exceed 5 MB.

## LOGO USAGE

### WEBPAGES

The Hytrol mark should be used on our website and may be used on our integration partner's website next to or for Hytrol products.

### ADVERTISEMENTS, DIRECT MAIL AND COLLATERAL

The logo may be used in any advertising, direct mail, collateral or other promotional materials for Hytrol products or services.

### DOCUMENTATION

The Hytrol logo should appear on the front cover and spine (if applicable) of documentation for products or services offered by Hytrol.

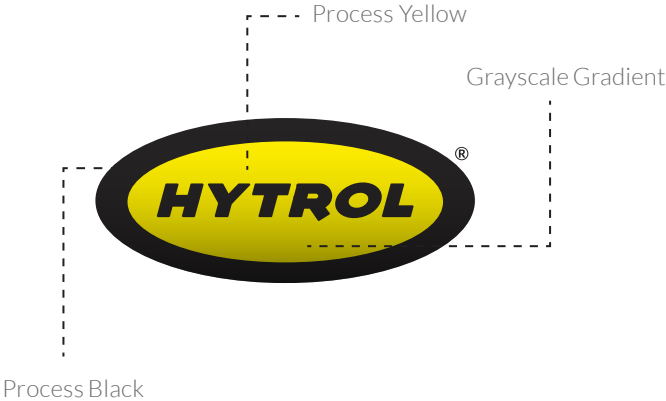
### VIDEO

Videos should include the Hytrol logo. For videos being distributed, it is required that the logo be watermarked in the lower left or right corner.



## COLOR PALETTE

When used consistently, colors can reinforce brand recognition. The Hytrol primary color palette (yellow and black) is the standard for the logo and should not be altered in any way. Our secondary colors (shades of gray) may be used to enhance internal and external communications. The secondary colors visually convey a sense of reliability and confidence in our brand. This palette has been mindfully selected to give a unified direction to all of our materials. When working with black and white materials, the process yellow within the logo should be converted to white or a grayscale gradient.



## COLOR PALETTE

The primary ink colors for the Hytrol logo are Pantone Process Yellow and Pantone Process Black. The tagline is typically Pantone 2945. However, if desired, the color may be changed to Pantone 392, black or deep gray. On dark or brightly colored backgrounds, the logo and tagline may be reversed to white or grayscale. No other treatments or colors are permitted.

The tables provide color specifications for a variety of displays. Always refer back to the Pantone Matching System (PMS) as the reference standard.

For print production, use Pantone spot colors for the most accurate color reproduction. Use CMYK equivalents when process colors are required (i.e. when producing digital or 4-color prints).

Primary colors and secondary colors may be used in all corporate communications. Secondary colors should be used to enhance the levels of meaning or differentiation, when needed.

	Pantone®	CMYK	RGB	Hexachrome
PRIMARY	Pantone® Yellow	0/0/100/0	255/242/0	#FFEE00
	Pantone® Black	0/0/0/100	0/0/0	#000000
SECONDARY	Dark Gray	0/0/0/70	109/110/113	#6D6E71
	Light Gray	0/0/0/30	188/190/192	#BCBEC0



## STANDARD TYPEFACES

Similar to organizations, typefaces have personalities and perform specific functions. The consistent use of the same typeface allows our customers to readily recognize materials from Hytrol.

### LATO

This typeface may be used for large bodies of text, as well as headers, headlines and titles.

### ARIAL NARROW

This typeface may be used in large bodies of text. Arial is the primary typeface for internal documents, PowerPoint presentations and email communications.

### BEBAS NEUE

This font is used for the "Experience the Advantage." campaign. This typeface may be used for headers, headlines and titles. It should not be used for body text.

# GENERAL FORMATTING GUIDELINES

Typefaces should be black or dark gray on all internal documents, PowerPoint presentations, e-mail communications and in the body of all print and PDF documents. However, if text is placed onto a black background, the typeface should be reversed out to white. Headers, headlines and titles may be any primary or secondary color.

## PRINT AND CORPORATE COLLATERAL:

**Headers:** Bebas Neue or Lato

**Intro and Body:** Lato or Arial Narrow

## PRESENTATION:

**Title and Headline:** Bebas Neue or Lato

**Body:** Lato or Arial Narrow

## INTERNAL COMMUNICATIONS:

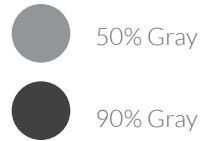
**Title and Headers:** Bebas Neue or Lato

**Body:** Lato or Arial Narrow

## UNACCEPTABLE TYPEFACE USAGE

Serif fonts (i.e. Times New Roman) should not be used for any print material, presentations or internal communications. The body text of a document should never include drop shadows, embossing, or any other effects. Do not use word art in programs such as Microsoft Word.

## OTHER HYTROL PROGRAM AND PRODUCT MARKS

The logo for EZLOGIC, featuring a stylized 'E' inside a square followed by the word 'EZLOGIC' in a bold, sans-serif font.

### EZLOGIC®

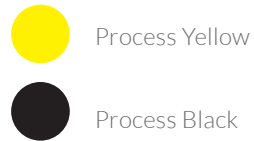
This logo represents Hytrol's EZLogic® Accumulation System. Please do not alter the mark or change the size or location of the type in relation to the oval. The EZLogic® may be converted to one color (black or white). Do not use it on a patterned background or one that is too dark. When typing the name, always remember to include the registration ® symbol. Spell the name exactly as it is shown above—EZLogic®.



### EZDRIVE®

The EZDrive® System logo is graphically similar to the Hytrol logo. Please do not alter the mark or change the size or location of the type in relation to the oval. The EZDrive® logo may be converted to grayscale. Do not use it on a patterned background or one that is too dark. When typing the name, always remember to include the registration ® symbol. Spell the name exactly as it is shown above—EZDrive®.

## OTHER HYTROL PROGRAM AND PRODUCT MARKS



### PROSORT

The ProSort Sortation Systems logo is graphically similar to the Hytrol logo. Please do not alter the mark or change the size or location of the type in relation to the oval. The ProSort may be converted to grayscale. Do not use it on a patterned background or one that is too dark. Please remember to spell it exactly as it is shown above—ProSort.



### PLUG-N-GO®

The Plug-N-Go® Cabling System logo is graphically similar to the Hytrol logo. Please do not alter the mark or change the size or location of the type in relation to the oval. The Plug-N-Go® logo may be converted to grayscale. Do not use it on a patterned background or one that is too dark. When typing the name, please remember to include the ® symbol. Please remember to spell it exactly as it is shown.

## OTHER HYTROL PROGRAM AND PRODUCT MARKS



E 24™

The E24™ logo represents Hytrol's latest innovations in 24-volt DC technology. Please do not alter the mark or change the size or location of the type. The E24™ logo may be converted to grayscale or black and white. Do not use it on a patterned background or one that is too dark. When typing the name, please remember to include the ™ symbol and spell it exactly as it is shown above—E24™.



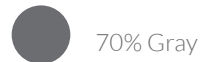
E 24+™

The E24+™ logo represents Hytrol's E24™ network capabilities. Please do not alter the mark or change the size or location of the type. Do not use it on a patterned background or one that is too dark. When typing the name, please remember to include the ™ symbol and spell it exactly as it is shown above—E24+™.



## OTHER HYTROL PROGRAM AND PRODUCT MARKS

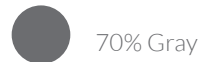
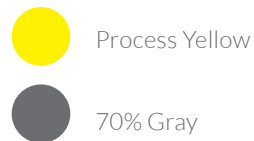
**connex**<sup>™</sup>  
HYTROL PLASTIC CHAIN CONVEYOR



CONNEX<sup>™</sup>

The Connex<sup>™</sup> logo represents Hytrol's line of plastic chain conveyors. Please do not alter the mark or change the size or location of the type. The logo may be converted to grayscale. Do not use it on a patterned background or one that is too dark. When typing the name, please remember to include the <sup>™</sup> symbol.

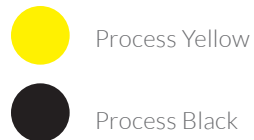
**pivot**<sup>™</sup>  
HYTROL WAREHOUSE CONTROL SYSTEM



PIVOT<sup>™</sup>

The Pivot<sup>™</sup> logo represents Hytrol's WCS product. Please do not alter the mark or change the size or location of the type. The logo may be converted to grayscale. Do not use it on a patterned background or one that is too dark. When typing the name, please remember to include the <sup>™</sup> symbol.

## OTHER HYTROL PROGRAM AND PRODUCT MARKS



### HYTROLTV

The HytrolTV logo represents our YouTube channel. Please do not alter the mark or change the size or location of the graphics in relation to each other. The HytrolTV logo may be converted to grayscale. Do not use it on a patterned background or one that is too dark.



### MYHYTROL.COM

The myHytrol.com logo represents our intranet. Please do not alter the mark or change the size or location of the type. The myHytrol.com logo may be converted to grayscale. Do not use it on a patterned background or one that is too dark.

## OTHER HYTROL PROGRAM AND PRODUCT MARKS

The logo for POWER LEAN features the word "POWER" in a bold, black, sans-serif font with a blue power symbol (a circle with a vertical line) replacing the letter 'O'. Below "POWER" is the word "LEAN" in a larger, bold, blue, sans-serif font.

70% Gray



Pantone® 7461 C

### POWER LEAN®

Please do not alter the mark or change the size or location of the type. The logo may be converted to grayscale. Do not use it on a patterned background or one that is too dark. When typing the name, please remember to include the ® symbol.



Pantone® 2942



30% Gray

### DAN'S HEALTH CLUB

The Dan's Health Club logo represents the Hytrol fitness center. Please do not alter the mark or change the size or location of the graphics in relation to each other. The DHC logo may be converted to grayscale. Do not use it on a patterned background or one that is too dark.

## OTHER HYTROL PROGRAM AND PRODUCT MARKS

Hytrol program and product marks are available in all-black, all-white (1-color) and grayscale. These should be used when there is a need to produce materials in black and white.

### INTEGRATION PARTNERS:

When using any of the Hytrol logos, please follow these guidelines. Additional logos or text should be placed at least 0.5 inches away from any Hytrol logo. No text or graphics should be placed on top of the logo. Please make sure Hytrol logos are at least 0.5 inch wide on all documents. Logos may be smaller when used on materials with limited space, such as business cards.

All Hytrol logos are available to download on [hynet.hytrol.com](http://hynet.hytrol.com). If you require an alternative file format, please contact the marketing department at [info@hytrol.com](mailto:info@hytrol.com) with subject "Branding Standards."

**All designs created using the Hytrol logo and other marks are subject to review to ensure a consistent brand image.** To submit a proposed design, e-mail a PDF to [info@hytrol.com](mailto:info@hytrol.com). Indicate the intended size of your layout in the e-mail message. File size should not exceed 5 MB.

1-Color Logo





## TRADEMARKED AND REGISTERED NAMES

Always apply the trademark or registration symbol to the following names:

Stockyard®	HyPower™ Cabling System
E24™	Plug-N-Go® Cabling System
EZDrive™ System	Power Lean®
EZLogic® Accumulation System	ProLogix® Sorter Control
GapLogix® Gapper Control	SortLogix® Sorter Control
GEN3™	ZipLogix® Combiner Control

The statement that goes at the end of documents should list only the marks that are used in the document. They should appear in the following order: trademarks first, then registered trademarks. The correct verbiage is:

“xxx and xxx are trademarks, and xxx, xxx, and xxx are registered trademarks of Hytrol in the U.S. and certain other countries. All other trademarks mentioned in this document are the property of their respective owners.”

To create symbols such as a trademark or registration character, please refer to the following list of keyboard shortcuts. **Note: Be sure to use the number pad to key in shortcuts.**

### FOR A PC:

Copyright ©	ALT + CTRL + C
Copyright ©	ALT + 0169
Registration ®	ALT + 0174
Trademark ™	ALT + 0153

### FOR A MAC:

Copyright ©	OPTION (ALT) + G
Registration ®	OPTION (ALT) + R
Trademark ™	OPTION (ALT) + 2

## NAMING AND PROPER USAGE

Our official brand name is **Hytrol** and should be used in all external facing communications and documents. All external communications and printed collateral, such as newsletters, e-mails and e-mail signatures, PowerPoint presentations and literature, should include the corporate brand at least once. When including contact information, the brand name should always be applied.

## TRADEMARK USAGE

Hytrol has invested in protection of our brand through trademarks. Trademarks should be applied in order to properly protect our brand integrity. Apply the trademark symbol the first time you reference one of our trademarked terms in an informal document, such as e-mail. All external communications and printed materials, such as newsletters, e-mails and e-mail signatures, PowerPoint presentations and literature, should include the trademark symbol after every use of the term. It is imperative to spell brand names correctly. Use our this guide as a reference.

HYTROL

EZLOGIC®

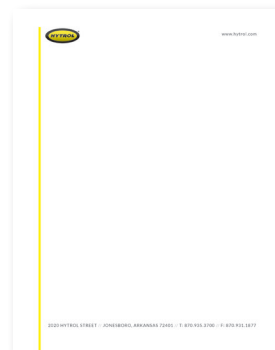
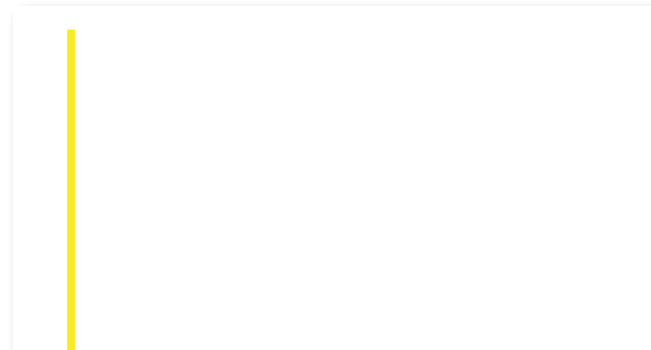
E24™

## PRESENTATIONS, MULTIMEDIA TEMPLATES AND LETTERHEAD

We have created a variety of presentation templates for your use. Whether you are presenting at a department meeting or speaking during an annual meeting, your audience will know they are viewing a presentation from Hytrol.

When using any of the Hytrol presentation templates, please follow the instructions listed in this guide. No text or graphics should be placed on top of the logo.

All templates are available to download on [hynet.hytrol.com](http://hynet.hytrol.com). Internally, they can be found on the Public drive in the 2017 Marketing folder. Templates come in all of the colors shown below. If you require an alternative file format, please contact the marketing department at [info@hytrol.com](mailto:info@hytrol.com) with subject "Presentation Template."



## PRESENTATIONS AND MULTIMEDIA GUIDELINES

It is recommended that PowerPoint visuals be used to enhance all presentations. Please keep in mind that the PowerPoint slides should enhance the presentation, not be the presentation. If the presentation involves multiple speakers (i.e. a panel discussion), it is highly recommended that the lead presenter or moderator coordinate the PowerPoint presentation prior to the start of the session. It is very disruptive if speakers need to switch between different PowerPoint presentations within a session.

### HANDOUTS

It is recommended that speakers provide handouts for use by attendees while attending a meeting. Our meeting attendees find it very beneficial to have speaker handouts for the taking of notes.

### TIPS FOR CREATING AN EFFECTIVE PRESENTATION

Be prepared.

PowerPoint slide should support the presentation, not be the presentation.

Use bullet points.

Keep text to a minimum.

Use large font text.

Use appropriate colors.

Use simple charts and/or graphs.

Balance the elements within the slides.





## VIDEO PRODUCTION AND GUIDELINES

In order to maintain a level of consistency across multiple medias, Hytrol has developed several key guidelines for video production.

All videos created under Hytrol's direction should include the following:

- Introductory and closing animated segment
- Watermark of the Hytrol logo in the lower left corner on all duplicates

### INTEGRATION PARTNERS:

Hytrol offers informational test videos to our integration partners and customers. These videos are shot in-house using our Pallet Test Center or Technology Center Test Systems. If you would like to test a product's conveying ability, please submit your requests via [hynet.hytrol.com](http://hynet.hytrol.com). Videos are produced on a solicited basis and turnaround time is dependent upon receipt of test product and video backlog. Please see [hynet.hytrol.com](http://hynet.hytrol.com) or [www.hytrol.com](http://www.hytrol.com) to browse our video catalog. For further questions, please contact the marketing department via [info@hytrol.com](mailto:info@hytrol.com) with subject "Videos".



## MERCHANDISING GUIDELINES

T-shirts, jackets, pens, caps, cups, and plaques all spell recognition and reward. When you wear or use these items, you are building the brand of the company. For this reason, it is important that you always use the Hytrol logo correctly and prominently on your merchandising items. The following guidelines will aid in creating merchandise consistent with Hytrol's identity. The Hytrol logo should appear in a prominent position on all the items.

### SHIRTS AND JACKETS

On any type of shirt or jacket, the logo should appear in the most visible place. This includes the front left pocket, sleeve and on the back.

### CAPS AND HATS

On a cap or hat, it should appear on the front of the cap rather than on the side, visor or back. If readability or limitations on color are an issue, white or black may be used.

## MERCHANDISING GUIDELINES

When using the Hytrol logo on merchandising items, it may only be used in the following colors:

- One-color printing
- Use all black, gray or white.

### MULTI-COLOR PRINTING

The logo should be used according to the color palette listed in this guide. No other color variations of the logo are acceptable. For silk-screening, the minimum logo width is 2" wide. An embroidered logo should not appear smaller than 2" wide. For additional information on placement or usage, please contact the marketing department at [info@hytrol.com](mailto:info@hytrol.com) with subject "Merchandise".

**All merchandise created using the Hytrol logo and other marks are subject to review to ensure a consistent brand image.** To submit a proposed design, e-mail a PDF to [info@hytrol.com](mailto:info@hytrol.com). Indicate the intended size of your layout in the e-mail message. File size should not exceed 5 MB.

# MERCHANDISING GUIDELINES

Optimum background colors to choose for your merchandising items include the following:

## STANDARD LOGO:

- Hytrol yellow
- White
- Off-whites (cream, beige, stone, canvas)
- Khaki
- Light gray
- Light blue
- Light green



Standard yellow and black logo with white tagline:

- Hytrol blue
- Hytrol green
- Deep gray
- Bright Red
- Denim



All-white or gray logo:

- Hytrol blue
- Deep gray
- Denim
- Black



# MERCHANDISING GUIDELINES

All-black logo:

- White
- Yellow
- Off-whites (cream, beige, stone, canvas)
- Light gray
- Light blue
- Light green



Colors to avoid include:

- Neon tones
- Violets
- Oranges
- Pastels
- Dark brown
- Dark red



## MERCHANDISING GUIDELINES

### INTEGRATION PARTNERS:

Your department name, promotional event or internal program name should not appear directly above or below the logo. The closest placement for these names around the logo and tagline is 0.5 inches in any direction.

The Hytrol logo is strong enough to stand on its own and should not be combined with any other logo or graphic element.

If you have questions or have a specific project on which you are not sure how to use the logo, please contact the marketing department at Hytrol.



## SAMPLES

These samples show a variety of design options. Each demonstrates the different uses of the Hytrol logo and typeface with graphic elements.

These examples also illustrate the use of imagery within large blocks of color. This is a reoccurring design theme within Hytrol materials. The conveyor systems are used as a background element to create depth, as well as reinforce the overall message. Imagery may be used behind any of the primary or secondary colors, including varying shades of gray.

For more information on Hytrol's design standard, please contact the marketing department at [info@hytrol.com](mailto:info@hytrol.com) with subject "Branding Standards."





**EXPERIENCE THE ADVANTAGE OF UNPARALLELED PRECISION**

With the high demands of today's material handling industries, quality has become a prerequisite for success. The products and equipment you rely on are expected to deliver. Hytrol thrives on this idea. 70 years ago, we created a culture focused on craft. Individual craftsmanship on our production floor means better part quality, smoother assembly processes, and improved lead times for our customers. Hytrol employees receive job-specific training and are allowed to specialize their skill set with both hands-on exercises and interactive education courses to further their expertise. We take pride in our production. Contact us today to discover how our dedication can be your advantage.

 [www.hytrol.com](http://www.hytrol.com) | [blog.hytrol.com](http://blog.hytrol.com)



**YOUR FUTURE STARTS HERE.**  
[WWW.HYTROLCAREERS.COM](http://WWW.HYTROLCAREERS.COM)






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f t i n g+



[www.hytrol.com](http://www.hytrol.com)



**HOW DO YOU DEFINE ADVANTAGE?**

Operating at peak performance? Having the latest technology? Doing your part to help the environment? Or maybe it's the advantage of receiving positive support from someone you trust? By manufacturing advanced, versatile products and developing the largest network of industry experts, Hytrol is helping to deliver the advantage to your customer every day. Discover the many ways Hytrol can be your advantage.

SYSTEMS • SOLUTIONS • SERVICE

**EXPERIENCE THE ADVANTAGE.**

Scan the code with your smartphone to view Hytrol's latest commercial. Don't have a smartphone? Visit [www.hytrol.com](http://www.hytrol.com)



[www.hytrol.com](http://www.hytrol.com) 



HYTROL CELEBRATES 70 YEARS AND BRINGS THE BEST CONCEPTS TO THE HYTROL FAMILY OF COMPANIES. 70 YEARS OF INNOVATION, SERVICE, AND CUSTOMER SUPPORT. WE'VE GROWN FROM A SMALL COMPANY IN JONESBORO, ARKANSAS TO A GLOBAL LEADER IN MATERIAL HANDLING EQUIPMENT. WE'VE CELEBRATED 70 YEARS OF UNPARALLELED PRECISION, AND WE'VE MAINTAINED OUR COMMITMENT TO EXCELLENCE THROUGHOUT. WE'VE GROWN FROM A SMALL COMPANY IN JONESBORO, ARKANSAS TO A GLOBAL LEADER IN MATERIAL HANDLING EQUIPMENT. WE'VE CELEBRATED 70 YEARS OF UNPARALLELED PRECISION, AND WE'VE MAINTAINED OUR COMMITMENT TO EXCELLENCE THROUGHOUT.

**TIME FLIES WHEN YOU'RE MAKING HISTORY**

**HYTROL IS CELEBRATING 65 YEARS**

Only five years is a milestone that represents the type of strength & stability few companies ever achieve. Of course, much has changed since our humble beginning, but the one thing that has remained constant is the firm commitment of our employees, integration partner network and customers. The combination makes for the largest network of industry experts dedicated to designing, manufacturing, and implementing the most innovative conveyor solutions available. We are grateful for the success and longevity of Hytrol, neither of which could have occurred without the solid foundation.

We invite you to experience the advantage.

[www.hytrol.com](http://www.hytrol.com)  **EXPERIENCE THE ADVANTAGE.** 

WATCH US ON

**HYTROLTV**

[WWW.HYTROLTV.COM](http://WWW.HYTROLTV.COM)




**EXPERIENCE THE ADVANTAGE OF UNMATCHED CUSTOMER CARE**

Every valuable relationship requires communication; understanding the goals and aspirations of your customer is a vital part of a positive experience. At Hytrol, we believe in doing just that—providing the highest level of support through customer-driven initiatives and a commitment to building longstanding relationships. Our Customer Care team operates as the central hub of this commitment, equipping customers with the information and tools they need to succeed. Our goal is to approach every interaction with passion, creativity and a personal commitment to excellence. Whether by phone, email or live chat, we are focused on not only providing value to every interaction, but setting the expectation for the ultimate customer experience. Contact us today to start yours.

[www.hytrol.com](http://www.hytrol.com) | [blog.hytrol.com](http://blog.hytrol.com)  
 1-844-4HYTROL | [wecare@hytrol.com](mailto:wecare@hytrol.com)







# WRITING AND GRAMMAR GUIDE

## INTRODUCTION

The Associated Press Stylebook (AP Stylebook) is Hytrol's primary style guide, as much of our writing is intended for external readers--prospective customers, current integration partners, current and future employees, business leaders, reporters and editors, and the public at large. For any issues not addressed here, consult the AP Stylebook.

## GENERAL GUIDELINES

- **Ampersand:** Do not use an ampersand (&) in running text unless part of an official name.
- **Board of directors:** Always lowercase. If preceded by 'Hytrol' pertaining to our company board, uppercase. (*the board of directors, the board, Hytrol Board of Directors.*)
- **Buildings:** Capitalize the full, proper names of buildings. *The Technology Center.* On subsequent references, it is acceptable to use generic names, which should be lowercase.
- **Capitalization:** In general, avoid unnecessary capitals. Use a capital letter only if you can justify it as a proper noun, proper name, composition titles, abbreviations, etc. Please consult the AP Stylebook for specific entries.
- **Degrees:** Capitalize *Bachelor of Arts, Bachelor of Science, Master of Science*, etc. Avoid abbreviations. Use an apostrophe in *bachelor's degree* and *master's degree*, but do not use an apostrophe when referring to an associate degree.

## WRITING AND GRAMMAR GUIDE

- **States:** Use lowercase for "state" in all "state of" phrases. *The state of Arkansas requires all citizens to register.* Note that there are eight states that should never be abbreviated in running text: Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah. In running text, place a comma after the name of a city and another comma after the state name, unless at the end of a sentence. *She will travel to her home in Omaha to visit her family for Thanksgiving.*
- **Titles:** Capitalize titles only as a formal title before name of Hytrol administrators, but use lowercase in all other uses: *President Peacock*; as *president of Hytrol*; on second reference use only the last name of the person. Separate a long title from a name by a construction that requires a comma: *Charles Robinson, the undersecretary for economic affairs, spoke.* Or: *The undersecretary for economic affairs, Charles Robinson, spoke.*



## GENERAL GUIDELINES

### GRAMMAR

#### Common grammatical errors

- **Affect or effect?** Affect is a verb meaning to act upon something or someone; *The criticism did not affect the clerk's attitude.* Effect is a noun indicating occurrence, situation, or condition; *The downpour did not have any effect upon the hillside.* Effect is also a verb meaning “to bring about”, as in to effect change.
- **Assure, ensure and insure:** Assure is a verb meaning to give confidence to; *I can assure you we will be at the wedding.* Ensure is a verb meaning to guarantee; *We packed it carefully to ensure a safe arrival.* Insure is a verb indicating the procurement of insurance on or for; *My insurance agent agreed to insure our house.*
- **Bring or take?** Take is outgoing from the speaker/listener, bring is incoming to the speaker/listener. **Correct:** *Please take these books to the professor.* **Incorrect:** *Please bring these books to the professor.*
- **Its, it's:** Its: A possessive pronoun: *going to its kennel; a child proud of its first drawings; its final enactment into law.* An easy test: Use “its” as you would use “his” (you wouldn't write “hi's”) It's: non-possessive; a contraction representing the two words “it is.”

## GENERAL GUIDELINES

- **Less, fewer:** In general, use fewer for individual items, less for bulk or quantity.
  - **Incorrect:** *The trend is toward more machines and less people.* (People in this sense refers to individuals.)
  - **Incorrect:** *She was fewer than 60 years old.* (Years in this sense refers to a period of time, not individual years.)
  - **Correct:** *Fewer than 10 applicants called.* (Individuals.)
  - **Correct:** *I had less than \$50 in my pocket.* (An amount.)
  - **Correct:** *I had fewer than 50 \$1 bills in my pocket.* (Individual items.)
- **Over, more than:** Both are acceptable in all uses to indicate greater numerical value.
- **Possessives:** An apostrophe typically indicates possession.
  - **Singular:** *Those are the queen's jewels.*
  - **Plural:** *Those are the queens' jewels.*
  - **Non-possessive:** *The ledger lists all of the queens that have served England.*
  - **Tip:** write the word queen and then make it possessive queen's.
  - **Note:** possessive pronouns (his, hers, ours, its) take no apostrophe. They are already possessive.
- **Regardless, irregardless:** Irregardless is a double negative. Regardless is correct.
- **Run-on sentences:** One sentence with multiple clauses that contains too many varying thoughts; **Correct:** The dog barked repeatedly while the owner approached. Not realizing that the animal was dangerous, the man continued to approach and was attacked. He was later taken to the hospital and eventually released with minor injuries. **Incorrect:** The dog barked repeatedly, while the owner approached, not realizing that the animal was dangerous, and was attacked and later taken to a hospital, but eventually was released with minor injuries.

# GENERAL GUIDELINES

## NUMERALS

- **Spell out** numbers one to nine but use numerals for 10 and above. *The six children accounted for 96 of the 300 books read.*

### Exceptions:

in graphing, series, or column references:

*8 potatoes, 9 squash, 3 tomatoes, etc.*

when referring to age:

*He is a 6-year-old, and my niece is 5.*

*Grandma was in her 90s.*

in writing decades, use an apostrophe to indicate numerals that are left out; show plural by adding the letter s:

*the 1890s, the 90's, mid 1930s.*

- **Beginning a sentence:** Spell out a number at the beginning of a sentence.
- **Four-digit numbers:** Use a comma for most figures greater than 999. The major exceptions are street addresses (*1234 Main St.*), broadcast frequencies (*1460 kilohertz*), room numbers, serial numbers, telephone numbers, and years (*1876*).
- **Millions:** It is appropriate to use numerals followed by the word million: *125 million*. In reference to money, the dollar sign should precede the numerals (as opposed to the word “dollars” written at the end): *\$40 million*
- **Ordinal numbers:** Spell out “first” through “ninth” when they indicate sequence in time or location: *first base, or second in line.*

## GENERAL GUIDELINES

### NUMERALS

- **Percent:** When listing percentages, spell out the word (do not use "%"). It takes a singular verb when standing alone or when a singular word follows an of construction (*The teacher said 60 percent was a failing grade.*). It takes a plural verb when a plural word follows an of construction (*He said 50 percent of members were there.*).

# GENERAL GUIDELINES

## PUNCTUATION

- **Comma:** In a series, use a comma before the concluding conjunction in a complex series of phrases. *The questions remain whether the students have the knowledge to lead, whether they have the grace to listen, and whether they have the experience to instill confidence.* Use to separate elements in a series, but do not put a comma before the conjunction in a simple series. *The package included a knife, candle, matches and flare.* Put a comma before the concluding conjunction of a series however, if an integral part of the series requires a conjunction: *The lunch included a sandwich, chips, cookie, and peaches and cream.* Use a comma instead of a period at the end of a quote that is followed by attribution: *"Rub my shoulders," Miss Cawley suggested.* Do not use a comma, however, if the quoted statement ends with a question mark or exclamation point: *"Why should I?" he asked.*
- **Dash:** Do not use hyphens as dashes (and vice versa). Em dashes (longest length) and en dashes (mid-length) are appropriate. Use an em dash to set off phrases. *I will go – no matter what – tomorrow night.* Set the em dash off with a single space on each side. Use an en dash between numbers in times for tabular entries. *Your appointment is 10–11 a.m.* Do not use a space on either side of an en dash. In journalistic entries, use "to" between times. *Your appointment is 10 to 11 a.m.* (NOTE: Microsoft Word should AutoCorrect two hyphens into an em dash between the two words you want to connect. Likewise with one hyphen between two words. Check your AutoCorrect settings if otherwise.)

## GENERAL GUIDELINES

- **Hyphen:** Hyphens are joiners. Use them to avoid ambiguity or to form a single idea from two or more words. Use of the hyphen is far from standardized. It is optional in most cases, a matter of taste, judgment and style sense. But the fewer hyphens the better; use them only when not using them causes confusion. Use a hyphen for a compound adjective when it comes before the noun it modifies: *The two-pronged approach worked well. Just as they had feared, the worst-case scenario came true.* Compounds that are hyphenated as adjectives—*off-campus housing, part-time employment, decision-making skills*—are not typically hyphenated after the nouns: *Her apartment is off campus. She works less than full time.* Exceptions, however, may be made after forms of the verb to avoid confusion: *The car is bluish-gray. The woman is well-educated. The book was well-read.* Compound adjectives consisting of an adverb ending in “ly” are not hyphenated: *Privately funded, highly regarded, biblically centered education.* Compound adjectives with numerals should not be hyphenated: *The \$20 million campaign.*
- **Quotation mark:** The period and the comma always go within the quotation marks. The dash, the semicolon, the question mark and the exclamation point go within the quotation marks when they apply to the quoted matter only. They go outside when they apply to the whole sentence. Question marks and exclamation points go inside the quotation marks if they are part of a quotation; *Did he finally “bite the dust”?*, and outside if they are not; *Then he asked, “Do you spend much time in the library?”* Items that should be in quotation marks include: book titles, computer and video game titles, movie titles, opera titles, play titles, poem titles, album and song titles, radio and television program titles, and the titles of lectures, speeches and works of art.



## GENERAL GUIDELINES

- **Spacing:** Do not insert a double space after a period when creating documents for publication. Document and layout software now inserts a slight increase in spacing automatically.
- **Commonly misspelled words:**
  - Accommodate
  - Acknowledgment
  - Acreage
  - Acquaintance
  - Acquire
  - Aesthetic
  - A lot
  - Capital, capitol
  - Conscience
  - Conveyor
  - Council, counsel
  - Definitely
  - February
  - Fundraising
  - Hors d'oeuvres
  - Irreverent
  - Judgment
  - Liaison
  - License
  - Loose/lose
  - Millennium
  - Northeast
  - Noticeable
  - Occasionally
  - Pavilion
  - Privilege
  - Receive
  - Rendezvous
  - Their, there, they're
  - Usage
  - Usually
  - Worldview



## HYTROL-SPECIFIC GUIDELINES AND GLOSSARY

### CONTACT INFORMATION:

Address:

Hytrol

2020 Hytrol Street • Jonesboro, AR 72401

Telephone:

870.935.3700

Main Fax:

870.931.1877

Website:

[www.hytrol.com](http://www.hytrol.com)

Hytrol Technology Center

1901 Conveyor Street • Jonesboro, AR 72401

Telephone:

870.935.9444

# HYTROL-SPECIFIC GUIDELINES AND GLOSSARY

## CONFERENCE ROOMS:

Executive Conference Room

EZLogic® Conference Room

Jones Conference Room

Jonesboro Conference Room

Loberg Conference Room

Old No. 1 Conference Room

West Allis Conference Room

## OTHER MEETING ROOMS:

Learning Lab

Internal Development Room

Leone Training Room



## HYTROL-SPECIFIC GUIDELINES AND GLOSSARY

### DESCRIPTIVE STATEMENT:

Hytrol is regarded as an industry expert in automated material handling solutions. Hytrol is the largest conveyor manufacturer in North America. Our success can be attributed to our firm commitment to systems, solutions and service. A key component of The Hytrol Advantage is our Integration Partner Network, which is comprised of more than 100 locations around the world. Hytrol delivers innovative products and applications that improve profitability and sustainability in your supply chain.

Hytrol's cutting-edge manufacturing facility operates under Lean principles to produce conveyors with the shortest lead-times in the industry. Organized focus factories enable us to continually improve our processes and manufacture top tier solutions.

# HYTROL-SPECIFIC GUIDELINES AND GLOSSARY

## LETTER FORMATTING:

All lines begin at the left hand margin.

Date

Four Spaces

Name and Address

Two Spaces

Salutation

Two Spaces

Body of Letter:

Text is single spaced.

Double spaced between paragraphs.

Two Spaces

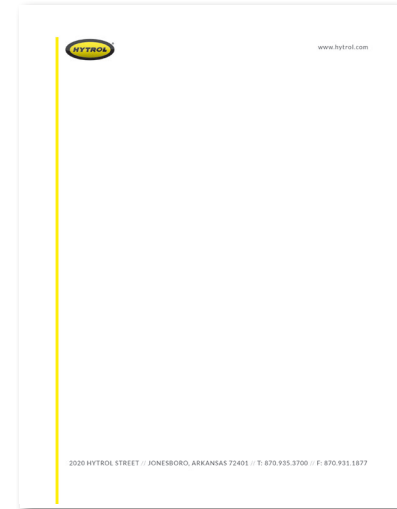
Closing

Four Spaces for Signature Area

Signature Typed

Title Typed

**NOTE:** Having several growing departments makes it increasingly important that each one does their part to support the unification of a professional, quality image. As such, please adhere to the guidelines established in this guide.



Margin widths can vary according to how the letter fits on the paper. Letter should look balanced to the size of the stationery. If a very short letter is being composed, perhaps the font size should be increased to 14 pt for a nicer appearance. Otherwise, the preference is that all letters be typed in one of the fonts listed in the Standard Typefaces section on page 10 (Arial Narrow, Lato, or Bebas Neue).

**\*\*\*ALL internal and external communications of importance are to be typed on the Hytrol company letterhead. (Located on the Public drive in the 2016 Marketing folder) The letterhead should not be altered in any way. Additionally, ALL Word documents should be converted to PDFs before sending.**



## MESSAGE AND TONE

### Guidelines

The following are some guidelines and suggestions to send the right message and create the right tone to best communicate Hytrol.

Audiences must understand the benefits that come from a partnership with Hytrol versus working with the competition. Above all, you should strive to use the points of differentiation that uniquely position Hytrol in the hearts and minds of our customers, partners and other key audiences.

- **Acquire approval.** All ads, literature and other external marketing communication materials must be reviewed and approved before they are completed.
- **Be human.** Images and tone should relate to benefits and, therefore, be human, rather than strictly product-oriented.
- **Be confident.** Quietly. Our message should be subtle, not boastful. Our voice is one of partner, not seller. It's about who we are.

- **Be clean and decisive.** Use polished, simple but effective communication. Visually and verbally, less is more.
- **Be conversational.** The message should speak with people, not talk at them.
- **Be respectful.** Engage the reader by speaking in a common language. No chest beating or competitor bashing. Avoid jargon.
- **Be benefit-driven.** How does this product or service enhance people's lives?
- **Be sure.** Test the visual and verbal content with the audience to be sure that you are communicating what you want to communicate.

Every piece of communication—visual or written—should build brand value. There is no neutral position on the value scale. If it isn't reinforcing the Hytrol brand, it is stealing from it.



## MISSION AND VISION STATEMENTS

### OUR MISSION

At Hytrol, we provide material handling solutions that move the world. We are experts in designing, developing, and delivering the most advanced material handling systems to drive operational success. As part of the Hytrol family, our integration partners and employees improve the quality of life for consumers through valuable interaction, real-time support, and a commitment to innovation.

### OUR VISION

An organization that:

- understands and exceeds the expectations of our customers and employees.
- relentlessly pursues innovation and excellence.
- earns customers' enthusiasm through integrity, responsiveness, teamwork, and continuous improvement.
- provides an enriching environment of trust, cooperation, and mutual respect.

## OUR PROMISE

- **Be bold:** We owe it to ourselves and our customers to be innovative, to break the mold, and to reach remarkable new territory.
- **Be creative:** We make our own way, because sometimes, even the path less traveled can feel well worn.
- **Be grounded:** We believe in work-life balance and fostering an environment of support for our employees and their families.
- **Be dedicated:** Our commitment to the success of our customers is unwavering.
- **Be responsive:** We act decisively and move forward with speed and passion.