CARLISLE
SYNTEC SYSTEMS

Brand Identity **Standards**

Contents

01

Brand Strategy

Carlisle SynTec Systems has adopted a master brand strategy. The Carlisle SynTec Systems mark is synonymous with performance products, superior quality, and innovation through engineering and process expertise. A strong corporate brand promotes market clarity, strengthens positioning, builds customer loyalty, defines brand identity and is essential to harmony of message.

02 Intellectual Property

The Carlisle SynTec Systems logo and the Carlisle SynTec Systems brand are part of the "intellectual property" or image maintained by Carlisle. The Carlisle image is important to its various audiences, including the financial community and potential consumers of Carlisle products or services.

Carlisle's valuable corporate identity assets should be applied consistently, and properly protected through adherence to clearly delineated application specifications and proper legal registrations.

The Carlisle corporate identity is secured by various legal protective mechanisms, such as trademark registration, which includes brand names which identify goods manufactured by Carlisle.

Rights in trademarks may be established merely by using the marks on or in connection with goods. Trademark use consists of "affixation" of the mark to goods. Affixation necessitates the placement of the mark on the goods, labels applied to the goods and/or packaging for the goods. In addition, use of the mark on trade show and point-of-purchase displays is considered trademark use.

When using the Carlisle SynTec Systems trademark, the ® symbol should be used in connection with the mark. It is not necessary that the symbol be used every time that the mark appears. For example, in an advertisement, print ad or a label, the notice need only appear with the first and/or most prominent use of the mark. It is not necessary to repeat the symbol each time the mark is used. Use of the ® symbol is optional where difficult to apply such as embroidered apparel, etc.

It is important to apply Carlisle SynTec Systems identity standards to electronic media applications such as the Internet. Carlisle logo-related use in those mediums should also adhere to instructions provided in this document regarding relative size, color and positioning.

03 Logo Specifics

The Carlisle SynTec Systems logo is Carlisle's signature, very much like your personal signature. It is used to identify Carlisle SynTec Systems to our customers, suppliers, agents and communities.

Consistent use of our logo communicates corporate integrity, reliability and trust to those we interact with every day.

While the primary logo is white within blue frame, The Carlisle SynTec Systems logo may be used in four correct applications (figure 1.1). The application is determined by the logo's clarity, legibility and aesthetic appeal.

Logo Integrity

The trademark registration symbol ®, the Carlisle custom font, division name font, and logo frame should not be altered. The ® symbol (trademark registration) should always appear with the logo, appropriately placed in the position shown (figure 1.2) except that use of the ® symbol may be optional due to size limitations or where difficult to apply such as embroidered apparel, etc.

The overall proportions of the Carlisle logo may not be skewed or altered in any way.

Placement and Spacial Requirements

Maintain unobstructed space around the Carlisle SynTec Systems logo for maximum impact and legibility (figure 1.3). This space should be free of copy or other graphic elements and should always be at least half the height of the logo from the top edge to the bottom of the logo elements and frame.

Size Guidelines

The size of the Carlisle logo should be determined by design clarity, legibility and aesthetic appeal.

The Carlisle logo is no smaller than 1.5 inches in width for printing reproduction (figure 1.4), 200 pixels wide for web applications and 3.00 inches in width for embroidery.

FIGURE 1.1

Full color on light colored background.

Full color on dark colored background.

Black and white on dark colored background.

Black and white on light colored background.

FIGURE 1.2

Logo Frame

Carlisle Custom Font

Registration Mark
Division Name Font

FIGURE 1.3

Maintain a minimum of 50% logo height clear space around logo.

50%
Logo HT

50%
Logo HT

50%
Logo HT

50%
Logo HT

FIGURE 1.4

Minimum Size
1.5 in.

04 Color Guidelines

The approved primary colors for the Carlisle logo are PMS 661, PMS 423, and white (figure 2.1). All efforts should be used to achieve a visual match.

The Pantone colors may be referenced as PMS 661 and PMS 423. All commercial printers and graphic resources (advertising agencies, graphic designers, trade show houses, printers, sign manufacturers, etc.) are familiar with this color reference. Utilize the worldwide accepted standard "PANTONE® color matching system" to maintain the color, hue and saturation integrity of these colors.*

When using four-color process (CMYK), the Carlisle logo can be built from process colors (figure 2.2). Please ensure that the CMYK color breakdown shown is utilized.

In most cases, the Carlisle logo white is achieved by the white paper that it is printed on.

It is the responsibility of Carlisle design staff and vendors to use the correct screens and standard of graphic review to build an acceptable visual color match based upon paper stocks, graphic applications and other design variables.

When creating Microsoft® PowerPoint® presentations and other computer or film oriented applications please refer to figure 2.2 for the Carlisle logo PMS to RGB color conversion specifications. The RGB color breakdown shown should be utilized.

When creating Internet applications refer to figure 2.2 for the appropriate web color designation.

FIGURE 2.1

PMS 661

CARLISLE
SYNTEC SYSTEMS · · · · · · · PMS 423

FIGURE 2.2

PANTONE 661 C

Process: 100 C, 75 M, 0 Y, 5 K
Screen: 0 R, 53 G, 145 B
Web: #003591

PANTONE 661 C

PANTONE 423 C

Process: 21 C, 14 M, 14 Y, 38 K
Screen: 160 R, 162 G, 164 B
Web: #96938e

PANTONE 423 C

*`NOTE: Pantone, Inc. adjusted their color conversion values with the introduction of the PMS Color Bridge system. To assure the most consistent color reproduction please utilize the color conversion values listed in this document (above).

05 Typography

Typography is an important element in the overall brand identity system. Helvetica Neue Bold Condensed and the Helvetica Neue Condensed family of fonts have been selected as a font preference to reinforce our corporate identity for use in external communication (figure 3.1). The use of the Helvetica font families set the visual tone for the Carlisle identity system. Do not confuse Helvetica Neue Condensed with Helvetica Condensed or Helvetica. Where necessary, a similar font may be used.

Internal communication pieces are created using Arial and Arial Narrow (figure 3.2).

FIGURE 3.1

FIGURE 3.2

External Applications

Use the following standards for basic applications of typography.

Headline Font:

Helvetica Neue Bold Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Subhead Fonts:

Helvetica Neue Medium Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Helvetica Neue Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Body Copy Fonts:

Helvetica Neue Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Helvetica Neue Light Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Internal Applications

Use for internal applications such as Microsoft® Word or PowerPoint.

Headline Font:

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Body Copy Fonts:

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Arial Narrow
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Desktop, Web and Online Applications (including E-mail)

Use Arial Bold for headlines and Arial and Arial Narrow for body copy on website.

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Arial Narrow
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

06 Stationery

Carlisle stationery components are designed to achieve brand consistency while remaining flexible to accommodate individual business unit requirements. To implement and produce stationery items that support the Carlisle master brand identity strategy, the following guidelines and templates for creating letterhead, envelopes (figure 4.1) and business cards (figure 4.2).

In business-to-business communication Carlisle business cards are a very visible and retained form of direct company contact identity. The Carlisle business card design is simple, professional and an easy-to-read design accommodating up to 8 lines of contact information, including the applicable website URL shown as the last line of text.

FIGURE 4.1

P.O. Box 7000   Carlisle, PA 17013

P.O. Box 7000   Carlisle, PA 17013   Phone: 800.479.6832   Fax: 717.245.7053   www.carlislesyntec.com

FIGURE 4.2

John Doe
Title

800.479.6832
Direct: 717.245.1234
Cell: 717.245.1234
Fax: 717.245.1234

1275 Ritner Highway
Carlisle, PA 17013

www.carlislesyntec.com   john.doe@carlisleccm.com

07

Tagline Usage

Carlisle SynTec Systems' tagline is Experience the Carlisle Difference. The tagline an expression of its brand – a short, memorable phrase that is the essence of who they are, what they do, and how they do it.

Tagline in Action

Including the tagline in your communications helps remind your audiences of Carlisle SynTec Systems' brand promise.

FIGURE 5.1 – TAGLINE

EXPERIENCE THE CARLISLE DIFFERENCE

FIGURE 5.2 – TAGLINE USED IN CONJUNCTION WITH LOGO

EXPERIENCE THE CARLISLE DIFFERENCE

CARLISLE
SYNTEC SYSTEMS

08   Product Line Branding

Carlisle's product line branding includes 4 core membranes: Sure-Seal EPDM, Sure-Weld TPO, Sure-Flex PVC, and FleeceBACK membranes. Each membrane product line branding logo feature a main accent color and gray. The product name is shown in a lighter font weight while the membrane type is shown in a heavier font weight to draw the focus to the membrane type at a glance. The membrane type can be quickly identified (figure 6.1).

While Carlisle's primary focus remains on producing top-quality commercial roofing membranes, the company also manufactures insulation, adhesives, primers, and membrane cleaners. Additionally, Carlisle provides the building industry with metal roofing, coatings, sealants, vegetated roof components, skylights, pavers, and edge metal. The non-membrane product line logos utilize the general Carlisle PMS 661 blue as the main accent color and gray. The non-membrane product line branding logos feature a similar font treatment to the membrane product line logos (figure 6.2).

FIGURE 6.1 – MEMBRANE PRODUCT LINE LOGOS

EPDM Membrane

Pantone Process Cyan   *60% Black*

Sure-Seal® EPDM
Roofing Systems

Sure-Tough™ EPDM
Roofing Systems

Sure-White® EPDM
Roofing Systems

TPO Membrane

Pantone 200 C   *60% Black*

Sure-Weld® TPO
Roofing Systems

PVC and KEE HP Membrane

Pantone 248 C   *60% Black*

Sure-Flex™ PVC
Roofing Systems

Sure-Flex™ KEE HP
Roofing Systems

FleeceBACK Membrane

Pantone 329 C   *60% Black*

FleeceBACK® EPDM
Roofing Systems

FleeceBACK® TPO
Roofing Systems

FleeceBACK® PVC
Roofing Systems

FIGURE 6.2 – NON-MEMBRANE PRODUCT LINE LOGOS

Roof Garden

ROOF GARDEN
Roofing Systems

Air and Vapor Barrier

VapAir Seal™ MD
Metal Deck Air and Vapor Barrier

Insulation

Pantone 661 C   *60% Black*

HP-H POLYISO
Insulation

ChannelDry® EPS
Insulation

09 Literature Templates

Carlisle SynTec Systems has a standard set of literature templates that are used to achieve brand consistency. Standardizing these templates ensures consistency across the various product lines and literature types. The placement of the Carlisle SynTec Systems logo prominently at the top of each literature piece and usage of the product line accent color creates consistency throughout each literature type (figures 7.1 – 7.4).

FIGURE 7.1 – BROCHURE

CARLISLE SYNTEC SYSTEMS

Sure-Weld® TPO
Roofing Systems

10 Reasons Why There is Still No Equal

FIGURE 7.3 – SELL SHEET

EXPERIENCE THE CARLISLE DIFFERENCE

CARLISLE SYNTEC SYSTEMS

The Facts About TPO Performance Testing

With more than 20 years of manufacturing and practical, real-world experience, there is still no equal to Carlisle SynTec Systems' Sure-Weld® TPO single-ply roofing membrane. TPO continues to be the fastest-growing segment in the commercial roofing industry, and your building deserves a TPO roofing system manufactured by the company that has been at the forefront of research, development, and technology since the inception of TPO as a roofing membrane: Carlisle SynTec Systems.

Carlisle, a long-time pioneer in the roofing industry, recently conducted the industry's largest and most comprehensive TPO study, in which all testing was conducted using the test methods and conditions as defined within ASTM D6878. Carlisle's study tested seven TPO membranes from manufacturers located in the United States and international locations for a wide range of properties that impact real-world rooftop performance. Highlights from this study can be found at www.carlislesyntec.com. The results clearly show that Carlisle's Sure-Weld TPO is the top performer when evaluating a wide range of physical attributes including heat and UV resistance.

WHY IS IT IMPORTANT TO FOLLOW ASTM STANDARDS WHEN CONDUCTING PERFORMANCE TESTING?

ASTM, the world's largest developer of standards, is an international organization that develops and publishes voluntary, consensus-based technical standards for a wide range of materials, products, systems, and services. ASTM D6878, the Standard Specification for Thermoplastic Polyolefin Based Sheet Roofing, is the consensus-derived document that was reviewed and approved by the entire ASTM membership, which includes roofing membrane manufacturers, building scientists, consultants, and raw material suppliers. *Be cautious of studies that do not follow ASTM standards. Predicting performance based on non-standard testing provides little benefit to the manufacturer, the material specifier, or the building owner.*

By creating their own testing methods and evaluation criteria, any manufacturer can stack the deck and develop tests that will make their products seem superior: for example, subjecting TPO to heat aging at a temperature above the ASTM standard of 240°F, and then evaluating the membrane for other performance characteristics not related to heat resistance. Extremely high-temperature heat aging will expedite the time to failure, but temperatures above those specified within the ASTM standard can result in effects to the membrane that would not occur in real-world applications. Adding other tests after the heat aging process can produce results that depart even further from real-world conditions. This type of testing has not been accepted by ASTM or any consensus-based organization. By ensuring that TPO testing follows ASTM D6878, a consumer can avoid being misled.

60-mil Carlisle Sure-Weld TPO
After 30,240 kJ/m² Xenon Arc exposure / 100x magnification

60-mil "Competitor C" TPO
After 25,200 kJ/m² Xenon Arc exposure / 100x magnification

60-mil "Competitor A" TPO
After 25,200 kJ/m² Xenon Arc exposure / 100x magnification

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FIGURE 7.2 – PRODUCT DATA SHEET

EXPERIENCE THE CARLISLE DIFFERENCE

CARLISLE SYNTEC SYSTEMS

Sure-Weld® TPO
Reinforced Membrane

Productivity Boosting Features and Benefits:

Optional APEEL™ Protective Film

Carlisle's Sure-Weld TPO reinforced membrane is available with an optional APEEL Protective Film, saving time and labor by eliminating the need for roof cleaning upon project completion. Carlisle's innovative APEEL Protective Film can be left in place for up to 90 days without affecting the integrity of the film, guarding the TPO membrane's surface from scuffs and dirt accumulation during installation. Durable and easy to remove, APEEL Protective Film improves aesthetics and long-term reflectivity and is ideal for re-roofing, re-cover, and new construction projects.

OCTAGUARD XT WEATHERING PACKAGE   **APEEL** PROTECTIVE FILM

Overview

Carlisle's Sure-Weld TPO reinforced membrane is a premium, heat-weldable, single-ply thermoplastic polyolefin (TPO) sheet designed for new roof construction and re-roofing applications. Sure-Weld High Slope (HS) membrane is formulated with additional flame retardant for higher-slope fire code approvals. Sure-Weld EXTRA is 80 mils thick for significantly higher strength and weatherability.

Sure-Weld TPO membranes use advanced polymerization technology that combines the flexibility of ethylene-propylene (EP) rubber with the heat weldability of polypropylene. All Sure-Weld TPO membranes include OctaGuard XT™, an industry-leading, state-of-the-art weathering package. OctaGuard XT technology enables Sure-Weld TPO to withstand the extreme weatherability testing that is intended to simulate exposure to severe climates.

Physical properties of the membrane are enhanced by a strong polyester fabric that is encapsulated between the TPO-based top and bottom plies. The combination of the fabric and TPO plies provides high breaking and tearing strength, as well as excellent puncture resistance. The relatively smooth surface of the membrane produces a total surface fusion weld that results in a consistent, watertight, monolithic roof assembly. The membrane is environmentally friendly and safe to install.

Carlisle's standard and HS membranes are available in highly reflective white, tan, and gray, in both 45-mil and 60-mil thicknesses. 80-mil Sure-Weld EXTRA (including HS) is also offered in white, gray, and tan colors. Special color Sure-Weld TPO membranes are also available (see Carlisle's TPO Color Palette brochure). Carlisle's TPO is offered in 4-, and 6-ft perimeter sheets and 8-, 10-, and 12-ft Sure-Weld field sheets. Sure-Weld HS and special color TPO membranes are available in limited sizes.

Carlisle's tan and white TPO membranes are ENERGY STAR®-qualified and California Title 24 compliant and can contribute toward LEED® (Leadership in Energy and Environmental Design) credits.

Features and Benefits

» Outstanding puncture resistance
» Excellent fire resistant assemblies
» Environmentally friendly and stable formulation
» Excellent resistance to impact and low temperatures
» Excellent chemical resistance to acids, bases and restaurant exhaust emissions
» UL 2218 Class 4 hail rating
» Exceptional resistance to heat, solar UV, ozone and oxidation
» Manufactured using a hot-melt extrusion process for complete scrim encapsulation
» 100% recyclable (see Carlisle's Recyclability Statement)
» Enhanced with the OctaGuard XT weathering package
» APEEL Protective Film application guards the TPO membrane's surface from scuffs and dirt accumulation during installation, improving the roof system's appearance and long-term performance
» APEEL Protective Film can be left in place for up to 90 days without degrading due to its excellent heat- and UV-resistance

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FIGURE 7.4 – SYSTEM SHEET

EXPERIENCE THE CARLISLE DIFFERENCE

CARLISLE SYNTEC SYSTEMS

Sure-Weld® TPO
Fully Adhered Roofing Systems

1. Sure-Weld TPO Reinforced Membrane
2. Carlisle Insulation Fasteners and Plates
3. TPO Bonding Adhesive or CAV-GRIP III Low-VOC Adhesive/Primer
4. Acceptable Insulation
5. Approved Roof Deck

Sure-Weld Membrane for Fully Adhered Systems is available in the following:

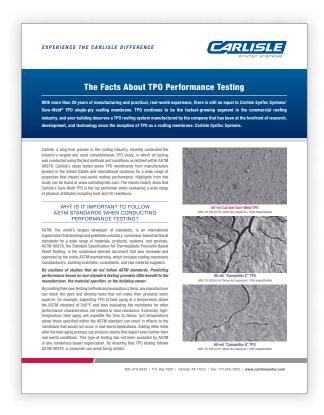| Color	White, Gray, and Tan
Thicknesses	45-, 60-, and 80-mil
Standard Widths	6', 8', 10', and 12'
Standard Lengths	100'

System Features & Benefits:

» Heat-weldable membranes
» High wind uplift performance
» High hail and puncture resistance
» Top-ply membrane thickness adds improved long-term weatherability and durability
» Sure-Weld TPO white and tan membranes are ENERGY STAR® qualified

	New Construction						Re-roofing		
Existing or New Deck Type	Steel	Plywood or OSB	Lt. Wt. Concrete	Structural Concrete	Wood Planks	Gypsum & Fibrous Cement	Smooth-Surface BUR	Gravel-Surfaced BUR	Existing Single-Ply
Insulation Required	Yes	No	*Refer to Specs	No	Yes	Yes	No	Yes	Yes
Recommended Insulations	Carlisle Polyiso, Carlisle HP Recovery Board, or Carlisle Polystyrene with an approved cover board						← Refer to New Construction		
Insulation Attached By	FAST™ Adhesive (non-penetrating), Insulfast, or Carlisle HP Fasteners						← Refer to New Construction		
Membrane Attached By	TPO Bonding Adhesive or CAV-GRIP III Low-VOC Adhesive/Primer						← Refer to New Construction		

FOR TEAR-OFF OPTIONS REFER TO NEW CONSTRUCTION ABOVE.
For current code approvals and warranties, visit Carlisle's web site or contact a design analyst.
* Refer to Carlisle's Sure-Weld Design Criteria Portion of the Current Specification.

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