

CORPORATE BRAND GUIDELINES



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OUR STORY

Founded in 1954 as a local wooden furniture manufacturer in Stevens Point, Wisconsin, Gamber-Johnson has developed into a global partner for equipment mounting products. While supplying a global market, the World Headquarters remains in Stevens Point, Wisconsin. To better service customers, multiple remote offices have been established around the globe, including an office in Madison, Wisconsin, factory in Calgary, Canada, an office in Southern California, a global sales team based out of Canada, United Kingdom, Poland, India, Mexico, and Australia. Gamber-Johnson's reputation for RUGGED, RELIABLE, and RESPONSIVE products has driven demand to support a large number of mounting solutions for leading device manufacturers. These mount in various vehicles across numerous markets such as cars, trucks, SUVs, semi-trucks, delivery vans, forklifts, and many others.

Gamber-Johnson's product offerings for in-vehicle solutions are expansive and constantly evolving. The ability to quickly react to market demands allows Gamber-Johnson to support the latest vehicles continuously, and our close OEM partnerships give Gamber-Johnson the ability to stay on top of the latest technologies as well. The partnerships of mobile device OEMs ensure Gamber-Johnson's mounts are specific to their devices and accommodate any factory-specific accessories. These OEMs include Dell, Getac, Panasonic, Samsung, and Zebra, among others. Universal docking solutions are also available to provide a mounting solution no matter what device is used.

With more than 25 patents and counting, the company continues to evolve, creating numerous jobs and meaningful opportunities for community stewardship.

As a pioneer in design innovation — receiving numerous awards and accolades as an industry leader — Gamber-Johnson has been the preferred choice of fleet managers for decades. Gamber-Johnson is a worldwide corporation with subsidiaries around the globe, including Precision Mounting Technologies

(PMT) in Calgary, Premier Mounts in California, InfoCase in Ohio, and LIND Electronics in Minnesota. Currently, the company exports to more than 50 countries, with installations in thousands of fleets worldwide. Heroes in police, fire and emergency medical services rely on Gamber products every day in order to better protect and serve.

Gamber-Johnson's dedication to producing products that are rugged, reliable, and responsive has become synonymous with high quality, rugged products that can withstand even the most extreme situations. These products are guaranteed and reliable, hand tested for perfect performance every single time. With a strong focus on customer service, the Gamber-Johnson brand is responsive: offering custom-designed solutions, lightning-fast production and shipping, and working directly with technology partners to ensure the optimum fit, every time.

From the company's local origins to its modern-day global impact, Gamber-Johnson has continued pursuing its mission

— Supporting our heroes and saving the world through a laser-like focus on innovation.



BRAND OVERVIEW

A business brand is the identity of a company. Our brand is our most valuable asset. Our brand identifies and defines in name and symbol who Gamber-Johnson is and how it spearheads the Gamber-Johnson's family of brands.

Brand guidelines are critical in maintaining consistency in our presence and communication with the business and consumer communities. Establishing specific procedures that standardize both name and symbol, we can seamlessly maintain the integrity of our brand as well as protect it.

In-text references, InfoCase should always be combined with the "I" and "C" capitalized. Gamber-Johnson should always be written with a hyphen to show the unity between the founders of our original brand. Gamber-Johnson without a hyphen is prohibited.

As a Gamber-Johnson company, our products portray the same qualities as our 3 R slogan; Rugged. Reliable. Responsive. This mentality in products and services will keep our brand at a higher quality than the rest.

Gamber-Johnson is Rugged.

Gamber-Johnson is Reliable.

Gamber-Johnson is Responsive.

MISSION / VISION

MISSION Statement:

RUGGED. RELIABLE. RESPONSIVE. These terms define Gamber-Johnson as a mounting solution provider for high-intensity professionals. We support public safety, enterprise, material handling, and logistics industries. Still, we continue to expand our product portfolio to serve better all industries requiring a rugged mount to support their profession.

VISION Statement:

Supporting technology to help save the world.



BRAND PERSONALITY AND VOICE

A business brand personality reflects the characteristics associated with a specific brand name. It's a style and tone that consumers can relate to, boosting brand awareness and popularity.

Gamber-Johnson's personality is reflected in 3 words: **Rugged, Reliable, and Responsive.**

Like our products, Gamber-Johnson is RUGGED and can withstand extreme situations. We aren't afraid to get our hands dirty.

Gamber-Johnson is RELIABLE, providing high-quality products and customer service to users worldwide. You can always count on us.

Gamber-Johnson is RESPONSIVE, Offering custom-designed solutions and lightning-fast production and shipping. We work directly with technology partners to ensure the optimum fit every time. We know our stuff.

Our voice speaks to the 3 'Rs' in every medium and communicates that we are approachable, knowledgeable, and always willing to listen to our customers and deliver on their needs. It further relays that we are a dependable partner, confident in our ability to provide beyond the ordinary and beyond what's expected.



**RUGGED.
RELIABLE.
RESPONSIVE.**



GAMBER - JOHNSON LOGO

Gamber-Johnson's trademark visualizes the distinct features of our brand.

The logo is a lock-up that includes a registered trademark symbol in the top right corner of both the GJ and the Gamber-Johnson sections of the logo and should never be removed. These logo components may be used independently and together, but neither may be separated from the registered trademark symbol.

The Gamber-Johnson logo is the exclusive property of Gamber-Johnson. We allow the use of our logo to promote our products and services. This permission may be revoked at any time and for any reason, including violating these specific guidelines.

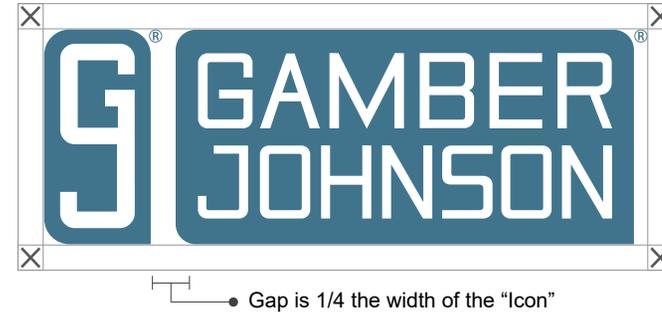
LOGO SIZE AND SPACING

Our logo must be visible and easy to read in all applications.

Spacing around the logo should equal the spacing between the GJ icon and the Gamber-Johnson word block. This spacing should continue around the entire distance of the logo. Spacing between the GJ icon and Gamber-Johnson word block should never be altered and should be 1/4 the width of the GJ icon.

The logo may be used in various sizes. The minimum size the logo should appear in print is one-half inch tall. This size is typically reserved for footers. Digitally the logo should be shown at a minimum size of 100 pixels in height, which is reserved for email signatures.

LOGO



ICON



ACCEPTABLE LOGO TREATMENTS

Consistency is essential when implementing the Gamber-Johnson logo to reinforce and build confidence in our brand. The Gamber-Johnson logo should be 100% white with a “GJ Blue” background or inverted white.

Using the single GJ logo in GJ Blue, black or white is acceptable.

Any use of another color is prohibited without written permission from Gamber-Johnson’s Marketing department. To request approval, please get in touch with gamberj@gamberjohnson.com. Approval or disapproval of the use of color is at Gamber-Johnson’s sole discretion.

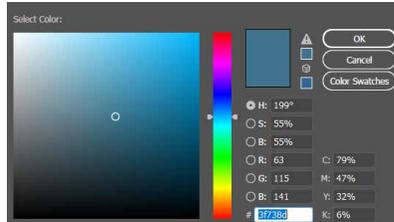
GJ Blue (Color Printing)

CMYK: 79, 47, 32, 6

RGB: 63, 115, 141

Hex #: 3f738d

Pantone: 7698 C



BLACK

This option is available for reversed applications. The logo is knocked out of any background color to white. No other colors are allowed.



REVERSED

This option is available for reversed applications. The logo is knocked out of any background color to white. No other colors are allowed.



UNACCEPTABLE LOGO TREATMENTS

Sometimes simplicity seems boring.

However, resist the urge to jazz up the Gamber-Johnson logo in any way, shape, or form.

- Removing the registered mark from either or both places shown, above the GJ and/or above the word block.
- Don't turn the logo on its side.
- Don't use color other than black, white or GJ Blue.
- Don't stretch or compress the logo horizontally or vertically.
- Don't skew the logo in anyway.
- Don't offset the logo by making it appear tilted.
- Don't bevel or emboss the logo.
- Don't outline the logo.
- Don't use gradients in the logo shape
- Don't use shadows or drop shadows on the logo.

Gamber-Johnson Marketing must approve any alteration to the acceptable logo formats allowed. Requests for these alterations need to be sent to gamberj@gamberjohnson.com for approval.



a. REMOVING REGISTERED MARK



b. ORIENTATION



c. COLOR



d. STRETCHING



e. SKEWING



f. ORIENTATION



g. BEVEL/EMBOSSING



h. OUTLINING



i. GRADIENTS



j. SHADOWS

TAGLINE LOGOS

In addition to the standard logos mentioned on page 7, a few secondary logos are used when supporting the brand. These logos include the following:

3 Rs shown both vertically and horizontally utilizing Franklin Gothic Demi Condensed and written in capitalized letters.

**RUGGED.
RELIABLE.
RESPONSIVE.**

RUGGED. RELIABLE. RESPONSIVE.

Gamber-Johnson logo with the web address underneath is also a branded logo. The web address should be written as WWW.GAMBERJOHNSON.COM and be the exact width of the above logo with a variable height.



Gamber-Johnson logo with the 3 R's underneath is also utilized as a stand-alone logo. The 3 Rs should be written horizontally, as shown in Exhibit B., with the same spacing, and in all caps.



Gamber-Johnson Badge logo with the 3 R's to the right, also using the approved font.



Gamber-Johnson Badge logo for Reseller branding, both the "Certified Reseller" and "Trusted Partner" are to be used by Gamber-Johnson's approval only.



MULTIPLE BRAND USAGE:

When appearing together, Gamber-Johnson should always be presented first and larger than the other GJ brands. The logos should always be in the same order when being displayed vertically or horizontal orientation. Gamber-Johnson, PMT, Zirkona, Premier Mounts, InfoCase, LIND.

When Gamber-Johnson is used with the other brands beneath, then additional brands should not exceed twice the width of Gamber-Johnson.



Stacked Logos: The distance between each logo should equal 1/8 the height of the Gamber-Johnson logo.



Horizontal Logos: This is the only time the Gamber-Johnson logo will be a 1:1 ratio to the additional brands.



PMT, Premier Mounts, Zirkona, InfoCase and LIND logos utilize the Gamber-Johnson color palette and should only be shown in the approved, palette, reversed white or 100% black. See "color palette" in this guide.

TYPOGRAPHY PALETTE

The Arial font family is our preferred corporate font and primary typeface. It should be used in literature, advertisements, PowerPoint presentations, and company communications. Arial is crisp, clean, and reliable, just like our brand.

Arial - Primary Typeface

Authorized applications include Regular.

Regular:

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890
= ~ ! @ # \$ % ^ & * () + [] \ { } | : ; ' " < > ? , . /

Franklin Gothic Heavy is our header font and should be user to draw attention to headers. Franklin Gothic Medium Condensed and Franklin Gothic Demi Condensed are our secondary corporate fonts. It should be used in literature, advertisements, PowerPoint presentations, and company communications to call attention to Headers and Sub headers.

Franklin Gothic Heavy- Header Typeface

Bold

Aa **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
01234567890
= ~ ! @ # \$ % ^ & * () + [] \ { } | : ; ' " < > ? , . /

Franklin Gothic Medium Condensed - Secondary Typeface

Regular

Aa **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
01234567890
= ~ ! @ # \$ % ^ & * () + [] \ { } | : ; ' " < > ? , . /

Franklin Gothic Demi Condensed - 3 Rs, Tags, Website

Semi-Bold

Aa **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
01234567890
= ~ ! @ # \$ % ^ & * () + [] \ { } | : ; ' " < > ? , . /



COLOR PALETTE

Primary:

Our primary color palette sets a cool and familiar tone. It does not overpower our message or our products and lets our products have the spotlight.

GJ Blue:



CMYK: 79, 47, 32, 6

RGB: 63, 115, 141

Hex #: 3f738d

Pantone: 7698 C

Secondary:

Our secondary color palette should be featured with limited usage as accents only.

GJ Dark Grey

Pantone 425C

HEX: 545759

CMYK: 66 / 56 / 53 / 29

RGB: 84 / 87 / 90



GJ Light Gray

Pantone 423C

HEX: 898C8D

CMYK: 49 / 39 / 39 / 3

RGB: 137 / 140 / 141



GJ Black

Pantone Black6C

HEX: 000000

CMYK: 75 / 68 / 67 / 90

RGB: 0 / 0 / 0



TRADEMARK REQUIREMENTS

REGISTERED

- GAMBER-JOHNSON®
- MAX3®
- TABCRUZER®
- MONGOOSE®
- RECON®
- VERY WELL CONNECTED®
- TRIMLINE®
- PREMIER MOUNTS®
- ZIRKONA®

TRADEMARKED

- Rugged. Reliable. Responsive.™



CONTACT

We appreciate your personal commitment to the brand standards of Gamber-Johnson.

For additional information or questions please contact the marketing manager:

Subject line: Brand Guideline Question

to: darrell.martin@gamberjohnson.com

