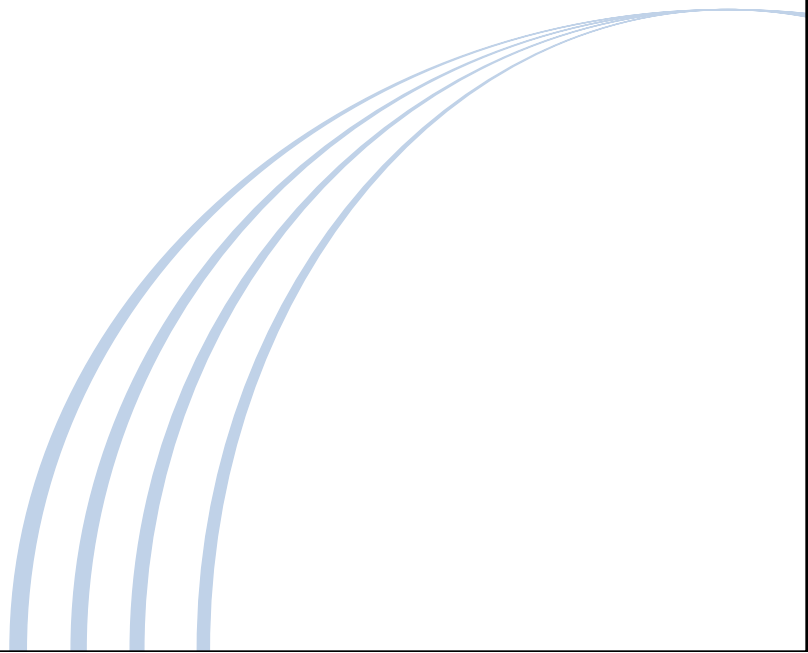
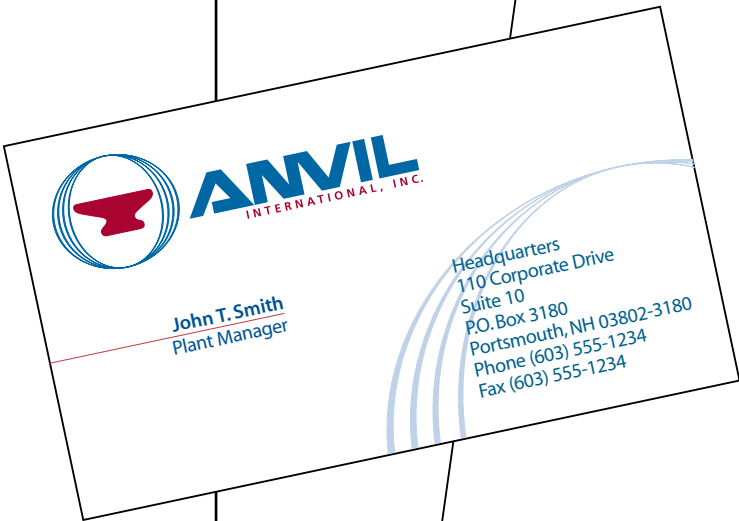




**Corporate Identity Program
Graphics Standards Style Guide**





The value of any corporate identity system depends on the consistency and uniformity of its use. By adhering to the graphic standards outlined herein, we can ensure the maximum impact and effectiveness of our new identification system. This Style Guide was designed to define and portray a consistent and cohesive system of planned visual communications.

The style guide will function as a working guide to be used by company personnel, graphic designers, printers and outside suppliers. As the need for new or revised applications develops, additional sections will be made available.

All specifications must be followed precisely including the use of color, typeface requirements, staging and design.

Should any questions arise regarding the style guide or the use or variation of the new identity system, please contact the Director of Corporate Communications at 217-425-7237.

A disc with reproduction-quality artwork is available through the Corporate Communications Department. Reproducible samples of the artwork are provided within the style guide itself.

Head
110 C
Suite
P.O. B
Ports
Phon



The corporate mark consists of two inseparable elements: a stylized anvil centered within a multi-lined ellipse (signifying the world) and the signature “ANVIL” with the words “INTERNATIONAL, INC.” below it.

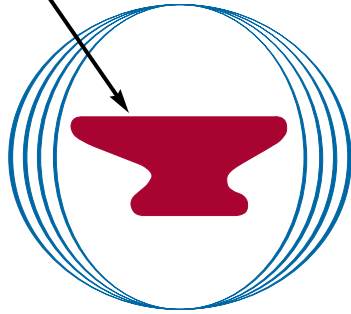
Together, they form the new corporate mark. The corporate mark has been created to reflect our company’s global reach and capabilities while retaining recognizable elements of our proud past, built on a foundation of proven product performance and innovation. It is designed to be uncluttered and instantly recognizable.

Do not attempt to reconstruct or alter the positioning of these two elements. Any alterations can have an adverse effect upon our legal rights of ownership and control, and may compromise our legal position. Reproduction-quality artwork is available on a disc, available from the Corporate Communications Department.

Use the corporate mark in applications such as promotional materials, signage, and vehicle and employee identification. In black and white print advertisements or other applications where only one color can be used, it is preferred that the corporate mark be printed in black. However, other choices may also be considered (see section “The Correct Use of Color”).

Anvil Red
(PMS 201 Red)

Anvil Blue
(PMS 301 Blue)



The corporate mark consists of two inseparable elements: a stylized anvil centered within a multi-lined ellipse (signifying the world) and the signature "ANVIL" with the words "INTERNATIONAL, INC." below it. Guidelines for its correct use are set forth in this section.

These two elements constitute a single graphic entity. They are not to be used separately, broken and used in a different configuration, repositioned, or altered in any way.



Matches should be used:

PMS 301 Blue:

Pantone® ZKOE-C (C: 100, M: 43, Y: 0, K: 18.5)

PMS 201 Red:

Pantone® OZQI-C (C: 0, M: 100, Y: 65, K: 34)

No other color combinations are permitted. Interchanging or mixing of these colors within the corporate mark is also not permitted.

Examples of incorrect multi-color logos



A special color blue (PMS 301 Blue) and a special color red (PMS 201 Red) have been chosen and designated Anvil Blue and Anvil Red. These are the corporate colors. When reproducing the corporate mark in multiple colors, no other blue or red may be used, and it must only be applied to a white or off-white background. Reproduction-quality artwork is available on a disc available from the Corporate Communications Department.

When reproducing the corporate mark in a four-color process application (brochures, print ads, etc.) the following PMS 4 Color Process

Single Color Applications

When using the corporate mark in a single color application, the preferred color is Black. However, it is permissible to use an alternative color selection, including white against a color or solid background. Polished or plated metal, brass, chrome or natural wood finishes are also acceptable.

Examples of correct single color logos



Myriad
Garamond

The Corporate Mark

The corporate mark consists of two inseparable elements: a stylized anvil centered within a multi-lined ellipse (signifying the world) and the signature “ANVIL” with the words “INTERNATIONAL, INC.” below it. As such, it should only be reproduced using the reproduction-quality artwork provided on the disc supplied with this style guide. Additional discs are available through the Corporate Communications Department.

Corporate Stationery Typefaces

Corporate stationery, letterhead, and business cards utilize the mark in a set design (see section “Stationery”), with name, title, and address copy produced in a predetermined typestyle and format. The typefaces used in the aforementioned applications are included on a disc available from the Corporate Communications Department.

The following are the preferred typefaces to be used in corporate stationery applications:

MyriaMM 400 RG 600 NO

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

MyriaMM 565 SB 600 NO

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Alternative Typefaces

In cases where it is impossible to match the preferred corporate stationery typefaces, the following alternative typefaces may be used:

Humanist 521 BT

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Humanist 521 Bd BT

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Humanist Helvetica

Three typefaces from the Helvetica family and three typefaces from the Garamond family have been chosen to be the principal body copy typefaces because of their compatibility with the corporate mark. Use these typefaces for body copy and text in promotional printed materials and collateral, such as brochures, newsletters, etc.

Helvetica Light (Arial Light)

ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 abcdefghijklm
 nopqrstuvwxyz
 1234567890

Helvetica Medium (Arial Medium)

ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 abcdefghijklm
 nopqrstuvwxyz
 1234567890

Helvetica Bold (Arial Bold)

**ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 abcdefghijklm
 nopqrstuvwxyz
 1234567890**

Garamond

ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 abcdefghijklm
 nopqrstuvwxyz
 1234567890

Garamond Semibold

ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 abcdefghijklm
 nopqrstuvwxyz
 1234567890

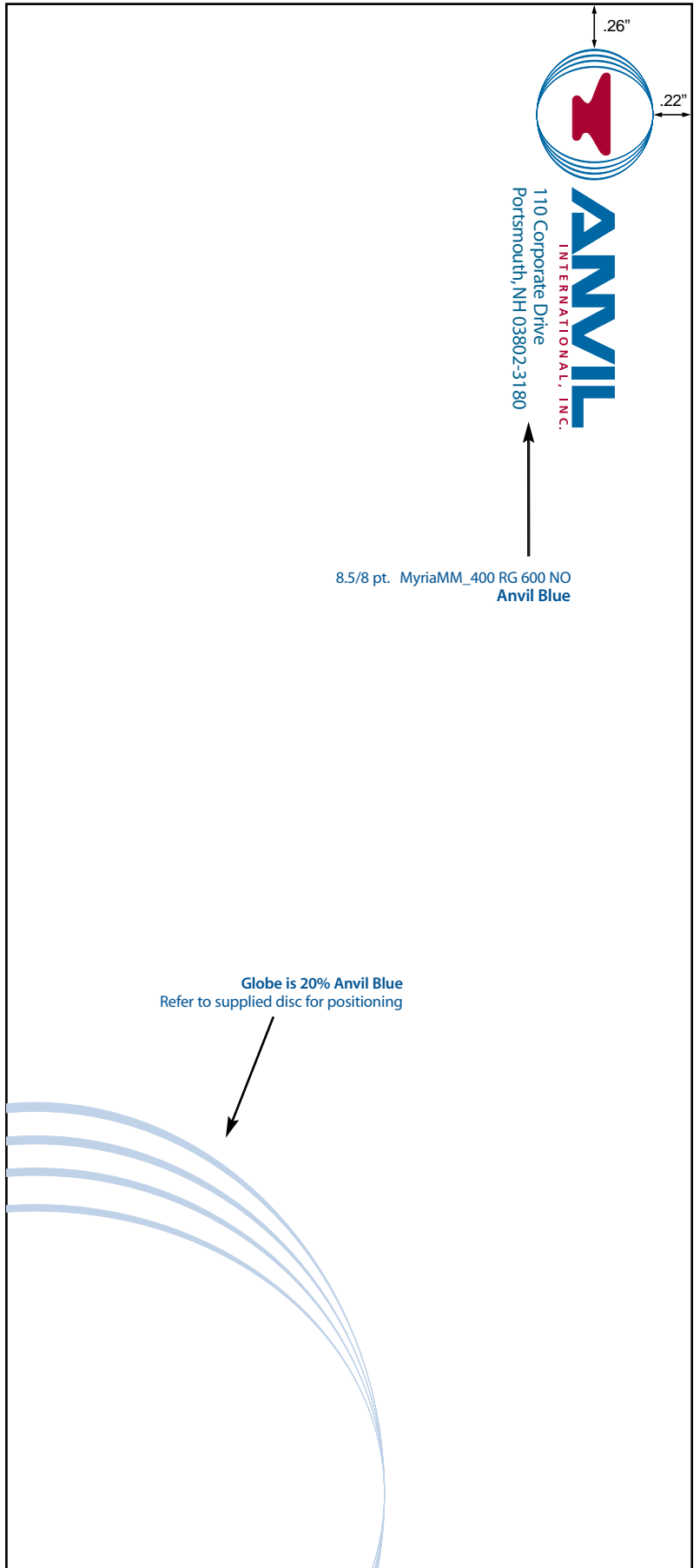
Garamond Bold

**ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 abcdefghijklm
 nopqrstuvwxyz
 1234567890**

It is important that these materials accurately maintain the Anvil International, Inc. identity. These specifications and full-size examples must be followed precisely. Reproduction-quality artwork for printers and other vendors are supplied on disc and are included with this style guide. Additional discs are available from the Corporate Communications Department.

Envelope

Size: 4-1/8" X 9-1/2"
Colors: Anvil Blue and Anvil Red
Stock: Strathmore Brite White



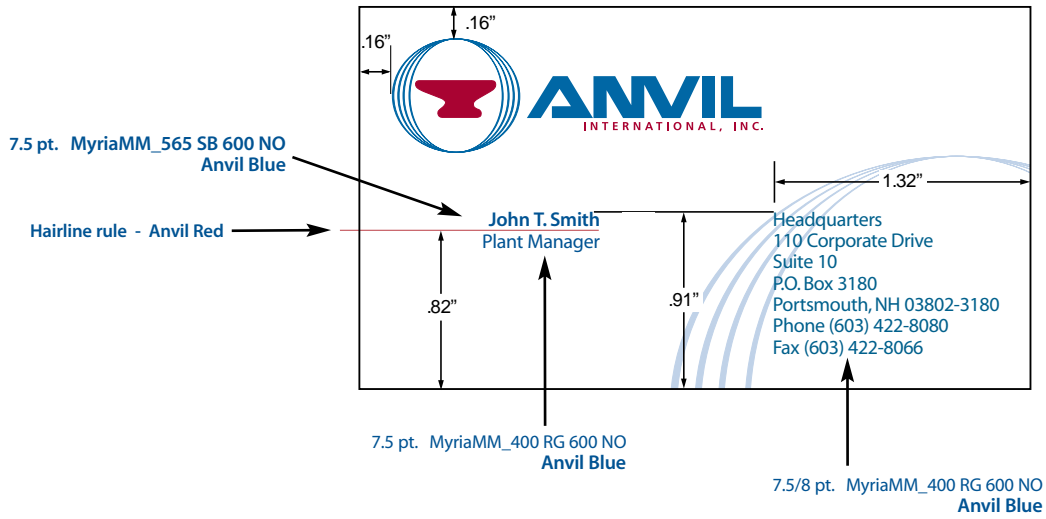


Letterhead

Size: 8-1/2" X 11"
 Colors: Anvil Blue and Anvil Red
 Stock: 24lb. Strathmore Brite White

Business Card

Size: 3-1/2" X 2"
 Colors: Anvil Blue and Anvil Red
 Stock: 80lb. Cover Strathmore Brite White



Globe is 20% Anvil Blue
 Refer to supplied disc for positioning

8.5/17 pt. MyriaMM_400 RG 600 NO
 PMS 301 Blue

Headquarters
 110 Corporate Drive
 Suite 10
 P.O. Box 3180
 Portsmouth, NH 03802-3180
 Phone (603) 422-8085
 Fax (603) 422-8066



ANVIL
INTERNATIONAL, INC.

Memorandum

28 pt. MyriaMM It_565 SB 700 SE
Black

To:

From:

Date:

Subject:

Memo

Internal Memo size: 8-1/2" X 11"
Colors: Black
Stock: Standard white offset

8.5/17 pt. MyriaMM_400 RG 600 NO
Black

Headquarters
110 Corporate Drive
Suite 10
P.O. Box 3180
Portsmouth, NH 03802-3180
Phone (603) 422-8085
Fax (603) 422-8066



ANVIL
INTERNATIONAL, INC.

PRESS RELEASE
For Immediate Release

28 pt. MyriaMM It_565 SB 700 SE
Black

16 pt. MyriaMM It_565 SB 700 SE
Black

1.23"
.98"

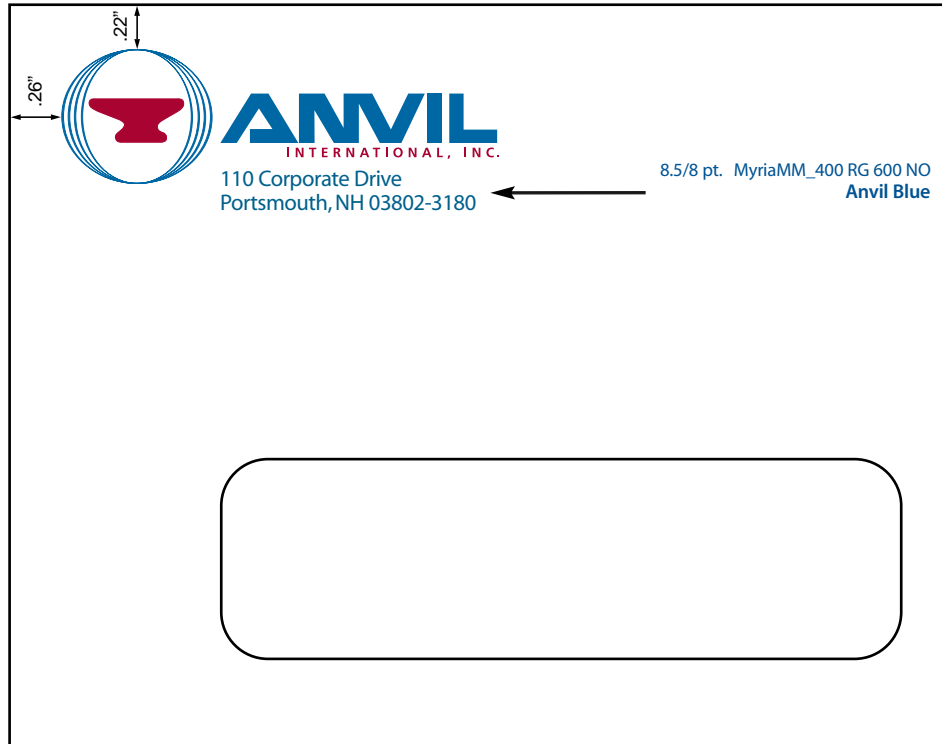
Contact:

News Release

Memo size: 8-1/2" X 11"
Colors: Black
Stock: Standard white offset

8.5/17 pt. MyriaMM_400 RG 600 NO
Black

Headquarters
110 Corporate Drive
Suite 10
P.O. Box 3180
Portsmouth, NH 03802-3180
Phone (603) 422-8085
Fax (603) 422-8066



There are a number of applications not specifically examined in this style guide: signage, employee and vehicle identification, forms, and report materials, for example. However, by following the established guidelines and examples contained in the guide, many of those questions can be readily answered. When in doubt, it is always advisable

to request assistance. For information and guidance on the use of the new corporate identity system and mark, simply contact the Director of Corporate Communications directly at tel: 217-425-7237; email: rabbott@muellerflo.com; fax: 217-425-7537.



ANVIL
INTERNATIONAL, INC.

Headquarters
110 Corporate Drive
Suite 10
P.O. Box 3180
Portsmouth, NH 03802-3180
Phone (603) 422-8000
Fax (603) 422-8033

