



Brand Standards & Guidelines

Last Revised: 06/24/20

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Introduction

Think of this set of guidelines as a blueprint for working within the Atkore brand.

Managers should refer to this guide when communicating on behalf of the company to internal and external stakeholders.

Marketers, product developers and others that bring Atkore offerings to market should use this document to confirm all materials align with the brand.

The end result is consistency – identical to the quality of products and service Atkore provides to the world.



The Atkore Brand



Positioning Statement

Overview

Marketers and managers should use our positioning statement to ensure that their behaviors and communications set the company apart in meaningful and consistent ways.

Purpose: Our brand positioning statement is different from our mission statement. It is meant to articulate what makes us meaningfully and substantially different from our competition, in the minds of our customers.

Intended Audiences: Employees and the board of directors. It should serve as the foundation of the messages and initiatives we develop and extend to external audiences.

Intended Usage: Positioning is internal and timeless. It is what we want to convey holistically, not what we literally say in each communication piece. It is the touchstone for all internal and external expression.



Positioning Statement

The Statement

This statement defines Atkore not only by our solutions and service, but by our attitude.

We define ourselves by our culture and our desire to grow.

We differentiate ourselves through our drive to out-work the competition while providing outstanding service to our customers and partners.

Atkore forges relationships and shapes the future. With a commitment to quality, service and safety, we produce infrastructure solutions to power and protect the world around us.

Our understanding of the high demands on manufacturing and construction drive our commitment to offer the highest quality electrical, mechanical and safety infrastructure solutions with outstanding service. We partner with our customers to help them realize their vision.



Tagline

Overview

Our tagline communicates our unique position and collaborative culture to distributors, contractors, investors and employees. It should always be in proximity to our master logo, as seen to the right.

Purpose: Our tagline communicates our unique value proposition in a succinct and memorable way.

Atkore's Tagline



Brand Architecture

Approach

Atkore's brand architecture approach is a master brand strategy, aligning our product line brands under Atkore to build visibility for our company and reinforce our position as an infrastructure solutions leader.

That means we will always use our corporate brand name in combination with our sub-brands and related services.

Master Brand



Master Brand with Sub-Brands



Brand Architecture

Organizing Principle

All product brands will support Atkore to demonstrate integration, and our unified commitment to forging relationships and shaping the future.

The brand cloud should be used in marketing materials to properly communicate the master brand of Atkore and the sub-brands that support it.

Alternately designed logo clouds based on layout and space should be used on the back of business cards, letterhead and websites.

NOTE: The brand cloud can also appear as white here, including over an alternate color from the color palette. Usage must be approved by corporate marketing.

Brand Cloud Example



Allied Tube & Conduit ▲ AFC Cable Systems ▲ Heritage Plastics ▲ Unistrut
Unistrut Construction ▲ Cope ▲ US Tray ▲ Calbrite ▲ Calbond ▲ Kaf-Tech
Columbia-MBF ▲ Eastern Wire + Conduit ▲ ACS/Uni-Fab ▲ Cii
Power-Strut ▲ Calconduit ▲ Razor Ribbon ▲ Calpipe Security
Vergokan ▲ Flexicon ▲ Marco

In-Application Example



Brand Architecture

Visual Cues

Sub-brands will no longer have their own logos, but will instead be treated uniformly in the master brand look and feel. This will create a stronger feeling of “solutions” and of a fully coordinated portfolio.

NOTE: The Atkore wordmark appears without the pyramid in sub-brand lockups. Atkore may not stand alone as a wordmark.

Sub-Brand Examples

Atkore[™]
Unistrut
Construction

Atkore[™]
Razor Ribbon

Atkore[™]
Allied Tube
& Conduit

Atkore[™]
Calbond

Atkore[™]
AFC Cable
Systems

Atkore[™]
Cii



Brand Voice

Purpose

When creating communication materials and documents, filter all messaging through the Atkore brand voice to ensure a consistent presence to the outside world.

If Atkore International is to be seen as a company that provides the products to power and protect the world around us, then our communications must always convey strength and stability.

Confident, knowledgeable, and innovative, Atkore's messaging should project the persona of a trusted partner residing on the cutting edge, with our customer's best interest at heart.

Atkore should never come off as questioning, arrogant, or dull. The Atkore voice balances assuredness with supportiveness to present the company as a genuine and reliable ally, always here to help our customers build the future.



Our Appearance



OUR APPEARANCE

Logo

Orientations

The Atkore logo exists in two different orientations to allow for ideal readability and presence, no matter the application.

The horizontal orientation lockup should be used whenever possible and is considered the brand's default logo treatment.

The stacked orientation may be used when the horizontal orientation simply will not work and with permission from corporate marketing.

Horizontal Orientation



Stacked Orientation



OUR APPEARANCE

Logo

Components

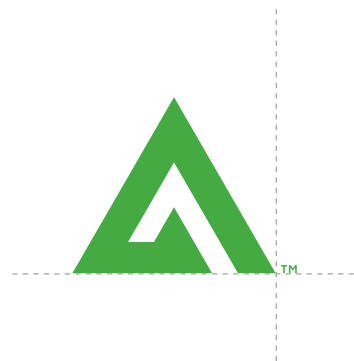
The Pyramid

The pyramid is a visual representation of how Atkore is at the core of our customer's business.

It stands strong on its own, whether sized large or small, and can be used to mark the Atkore brand at a glance, without using the full logo—as seen in this document's footer.

NOTE: Digital Marketing team, the pyramid can be used with the word Atkore in navigational elements and as a browser favicon.

The Pyramid



.25" Wide



Minimum Size



OUR APPEARANCE

Logo

Spacing & Size

Standard Application Spacing

All applications should align with the spacing rules in order to allow the Atkore logo to properly breathe. Use the “o” in the logo to define minimum spacing within your layout or application.

Minimum Size

The logo is designed to be legible at small sizes, but shouldn't be smaller than .75" or 55 pixels wide (horizontal orientation) or .35" or 26 pixels tall (stacked orientation), as seen to the right. When using the Atkore pyramid alone, it should not be smaller than 25 pixels tall.

Horizontal Orientation



Stacked Orientation



OUR APPEARANCE

Logo

Do

The logo is best displayed in a few different ways, as listed below.

1 Atkore Green

This is the primary usage of the Atkore logo.



1



2

2 Black

In order to use the black version of the logo: you must do so on white. This should be used only in cases of secondary accent or special situations. Usage must be approved by corporate marketing.



3A



3B



3C

3 Reversed

In order to use the reversed version of the logo: you must do so on green, gray or black. This should be used only in cases of secondary accent or special situations. Usage must be approved by corporate marketing.

► Carton & Label Recommendations

Black or white logos may be required in special use cases such as cartons, carton labels, pipes and product labels. Usage must be approved by corporate marketing.

► Merchandise Recommendations

When placing the logo on merchandise or other applications where we don't have control over the background color, approval must be given by corporate marketing.



OUR APPEARANCE

Logo

Don't

The logo may not be edited nor should its appearance be altered in any way, as listed below.

- 1 Warp, skew, stretch or change the proportions of the logo
- 2 Apply any photography effects to the logo (drop shadows, outer glows, bevels, etc.)
- 3 Change the color of the logo
- 4 Rearrange the logo
- 5 Allow the logo to pixelate
- 6 Change the font



OUR APPEARANCE

Sub-Brand Logos

Spacing & Size

Standard Application Spacing

All applications should align with the spacing rules in order to allow any Atkore sub-brand logo to properly breathe. Use the “o” in the logo to define minimum spacing within your layout or application.

Minimum Size

Any sub-brand logo is designed to be legible at small sizes, but shouldn't be smaller than .75" wide.

Horizontal Orientation



OUR APPEARANCE

Tagline Treatment

Orientations

When shown in a horizontal orientation, the tagline should be equipped with a black vertical divider.

When shown in a stacked orientation, the tagline should be centered beneath the Atkore wordmark.

Recommended Usage

The horizontal orientation lockup should be used whenever possible, and is considered the brand's default tagline treatment.

The stacked orientation may be used when the horizontal orientation simply will not work and with permission from corporate marketing.

Horizontal Orientation



Stacked Orientation



Dual Branding Applications

Orientations

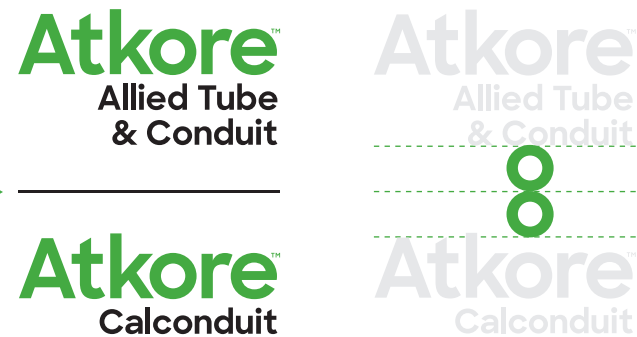
Dual brands should always be separated by a divider with the spacing equivalent to the “o” in Atkore’s logo, as demonstrated to the right.

The thickness of the divider should also be equal to 50% of the width of an ascender from the sub-brand name, as shown below.

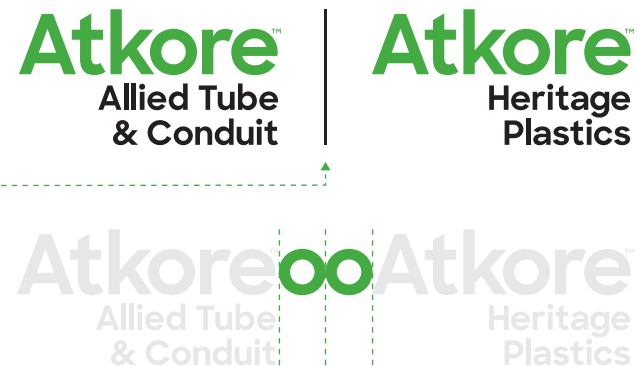


50% of the width of
an ascender from the
sub-brand name

Stacked Orientation Example



Horizontal Orientation Example



OUR APPEARANCE

Color Palette

Primary & Secondary

Atkore's master brand uses a bold set of colors that both complement each other and stand out on their own.

Our primary palette features a striking green and white combination, while our secondary palette features black and a variety of shades of gray.

Primary Palette



PMS **362 C**
CMYK **70, 0, 100, 9**
RGB **71, 170, 66**
HEX **#47aa42**

White
0, 0, 0, 0
255, 255, 255
#ffffff

Secondary Palette



PMS **Black C**
CMYK **0, 0, 0, 100**
RGB **0, 0, 0**
HEX **#000000**

Black C @ 80%
0, 0, 0, 80
88, 89, 91
#58595b

Black C @ 40%
0, 0, 0, 40
167, 169, 172
#a7a9ac

Black C @ 20%
0, 0, 0, 20
209, 211, 212
#d1d3d4

Black C @ 5%
0, 0, 0, 5
241, 242, 242
#f1f2f2



OUR APPEARANCE

Color Palette

Tertiary

A tertiary palette is pre-approved and available for use in limited circumstances. Tertiary colors may be used where primary and secondary colors do not suffice, such as PowerPoint charts.

Tertiary Palette

	Magenta	Orange	Gold	Aqua	Navy
PMS	PMS 7636 C	PMS 171 C	PMS 7548 C	PMS 2397 C	PMS 2378 C
CMYK	17, 98, 54, 3	0, 84, 91, 0	0, 26, 100, 0	80, 0, 25, 0	90, 81, 34, 22
RGB	198, 38, 87	240, 81, 47	255, 192, 0	0, 183, 198	50, 62, 103
HEX	#c62657	#f0512f	#ffc000	#00b7c6	#323e67



Typography

External Communications

When creating materials used for external communication, utilize the Sharp Sans type family to best represent the Atkore brand.

When creating tables for any material used for external communication, use Aktiv Grotesk Condensed for optimal legibility.

These rules apply for Atkore marketing, marketing vendors and other contractors when working on designed communications such as print advertisements, websites, and letterhead. This does not include PowerPoint presentations or emails.

Sharp Sans Bold
24 pt.

Sharp Sans Bold
14 pt.

Sharp Sans Bold
10-12 pt.

Sharp Sans Regular
10-12 pt.

Sharp Sans Regular
8 pt.

Aktiv Grotesk Cd Bold
12 pt.

Aktiv Grotesk Cd Bold
9 pt.

Aktiv Grotesk Cd Regular
9 pt.

Aktiv Grotesk Cd Regular
8 pt.

PAGE HEADER

Small Sub-Header

Paragraph Header

Body: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Utenim ad minim veniam, quis nostrud exercitation ullamco lot ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore.

Fine Print: Lorem ipsum dolor sit amet, consectetur adipiscing elit

Table Header

Header	Header (in)	Header (in)	Header (in)	Header	Header
123456*	½	1.837	1.240	25	22.6
123456*	¾	1.877	1.440	25	28.0
123456*	1	2.111	1.720	10	38.2
123456*	1¼	2.339	2.070	5	57.2
123456*	1½	2.427	2.320	5	69.4
123456*	4	3.810	5.090	1	390.0

* Fine Print and Asterisks

** Fine Print and Asterisks



Typography

Internal Communications

The Arial font family should be utilized in the sizes and applications shown for internal communications such as announcements, internal websites, interoffice memos, and PowerPoints. Alternately, the approved font family for email is Calibri, default in Outlook.

Arial Bold
24 pt.

Arial Bold
14 pt.

Arial Bold
10-12 pt.

Arial Regular
10-12 pt.

Arial Regular
8 pt.

Arial Bold
12 pt.

Arial Bold
9 pt.

Arial Regular
9 pt.

Arial Narrow Regular
8 pt.

PAGE HEADER

Small Sub-Header

Paragraph Header

Body: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore.

Fine Print: Lorem ipsum dolor sit amet, consectetur adipiscing elit,

Table Header

Header	Header (in)	Header (in)	Header (in)	Header	Header
123456*	½	1.837	1.240	25	22.6
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123456*	1	2.111	1.720	10	38.2
123456*	1¼	2.339	2.070	5	57.2
123456*	1½	2.427	2.320	5	69.4
123456*	4	3.810	5.090	1	390.0

*Fine Print and Asterisks

**Fine Print and Asterisks



Graphic Elements

Patterns

Both patterns seen here resemble a starting point for what a pattern should look like within branded materials. Depending on the application, the patterns may grow in size or shape.

Master Brand Pattern

This pattern may be used when creating materials where the master brand logo is already being used on the same page. This patterned design should not be used as the focal point of a piece.

The master brand pattern can be modified in color, multiplied or used with transparency over any color background, as needed.

Sub-Brand Pattern

This pattern may be used when creating materials where a sub-brand logo is being used. The use of the single pyramid nods back to the master brand. This patterned design should not be used as the focal point of a piece.

The sub-brand pattern can be modified in color, multiplied or used with transparency over any color background, as needed.

Master Brand Pattern



Sub-Brand Pattern



Application Examples



APPLICATION EXAMPLES

Master Brand Applications

External Communications

This is an example of a master brand print ad. At all times, keep the layout simple and easy to follow. Use the brand pattern to frame the content, and always keep the Atkore logo or brand cloud of the layout as a final sign-off.

The brand pattern and brand cloud are not required in a layout, but are simply available for use.

All headlines should be set within the Sharp Sans family and also in standard sentence case format.

Print Ad Example

Sharp Sans Bold
20-24 pt.
Sharp Sans Regular
10-12 pt.



The print ad features a large, stylized green 'A' logo in the background, composed of two triangles. Two men, one wearing a hard hat and safety vest, are looking at a laptop. The background is white with a pattern of grey triangles in the corners. The text is in Sharp Sans.

Building better together.

As the leader in infrastructure solutions, Atkore has brought together the brands that you've trusted for years, allowing us to better partner with those who are building what's next.

Atkore™

Allied Tube & Conduit • AFC Cable Systems • Heritage Plastics • Unistrut • Unistrut Construction • Cope
US Tray • Calbrite • Calbond • Kaf-Tech • Columbia-MBF • Eastern Wire • Conduit • ACS/Uni-Fab • CII
Power-Strut • Calconduit • Razor Ribbon • Calpipe Security • Vergokan • Flexicon • Marco

Learn more at atkore.com



Master Brand Applications

Business Cards

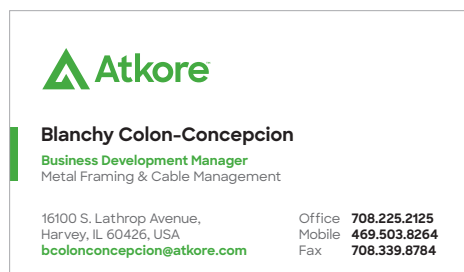
This is an example of a business card filled out with all fields included. Some employees may not need to fill out all fields.

The front of the business card is mostly reserved for all personal information, while the backside is reserved for company-wide information.

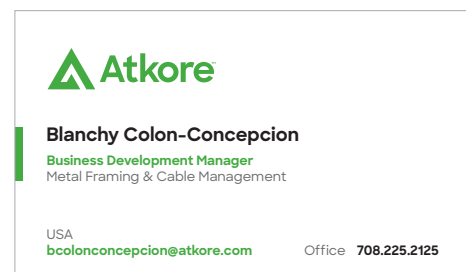
When printing new business cards, be sure to have the most up-to-date brand cloud for the backside of the card.

NOTE: Any deviations from the standard format require Atkore ELT member approval.

Full Completion Business Card



Minimum Completion Business Card



Master Brand Applications

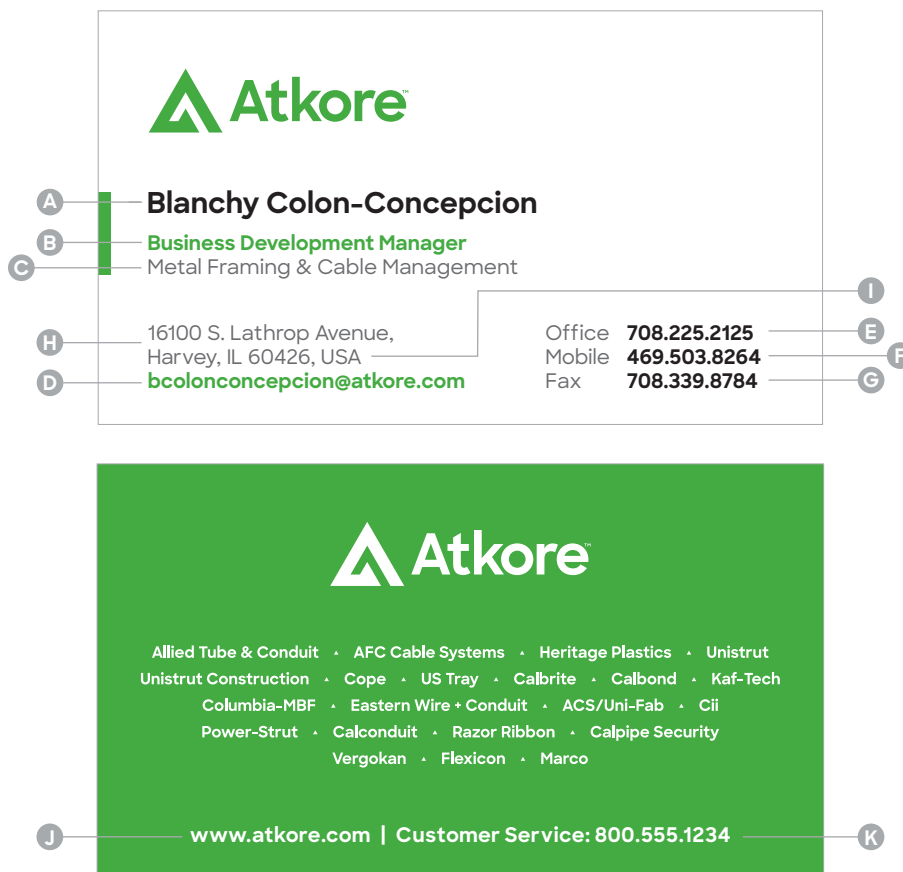
Business Cards (Continued)

- A. Name*
- B. Title*
- C. BU or SBU*
- D. Email Address*
- E. Phone Number 1*
- F. Phone Number 2
- G. Fax Number
- H. Address
- I. Sales Region*
- J. Website*
- K. Customer Service Number

*Required

NOTE: Any deviations from the standard format require Atkore ELT member approval.

Information Fields



Master Brand Applications

Email Signatures

These are examples of various email signature templates.

A full completion signature includes name, title, Business Unit, SBU, sales region, email address, phone and fax numbers, company address, Atkore logo/website, social media buttons, and personal flair.

A minimum completion signature includes only name, title, Business Unit, SBU, phone number, and Atkore logo/website, and social media buttons.

A reply signature only includes name, title, Business Unit, SBU, name, and a phone number.

A correct email signature will have links to atkore.com and the Atkore social media sites.

The personal flair is 10pt, bold, and can be used in conjunction with other supporting items such as web links, product logos, etc. Any personal flair message should be professional and consistent with Atkore's values and policies. It should comply with the [Atkore IT Acceptable Use Policy](#), and the [Atkore Email Security Policy](#).

Full Completion Signature

Blanchy Colon-Concepcion

Business Development Manager

Metal Framing & Cable Management

Email bcolonconcepcion@atkore.com

Office 708.225.2125

Mobile 469.503.8264

Fax 708.339.8784

16100 South Lathrop Ave, Harvey, IL 60426, USA

Need help? Call Customer Service at 800.555.1234



Ask me about our new line of diecast fittings from Allied Tube & Conduit!

Minimum Completion Signature

Blanchy Colon-Concepcion

Business Development Manager

Metal Framing & Cable Management

Office 708.225.2125



Reply Signature

Blanchy Colon-Concepcion

Business Development Manager

Office 708.225.2125

NOTE: Any deviations from the standard format require Atkore ELT member approval.








Master Brand Applications

Email Signatures (Continued)

- A. Name*
- B. Title*
- C. BU or SBU*
- D. Email Address
- E. Phone Number 1*
- F. Phone Number 2
- G. Fax Number
- H. Company Address
- I. Sales Region
- J. Atkore Logo/Website*
- K. Social Media Buttons*
- L. Personal Flair

*Required

Information Fields

- A — **Blanchy Colon-Concepcion**
- B — **Business Development Manager**
- C — Metal Framing & Cable Management
- D — Email bcolonconcepcion@atkore.com
- E — Office 708.225.2125
- F — Mobile 469.503.8264
- G — Fax 708.339.8784
- H — 16100 South Lathrop Ave, Harvey, IL 60426, USA
Need help? Call Customer Service at 800.555.1234
- I —
- J —     
- K —
- L — **Ask me about our new line of diecast fittings from Allied Tube & Conduit!**

NOTE: Any deviations from the standard format require Atkore ELT member approval.



APPLICATION EXAMPLES

Master Brand Applications

PowerPoint Template

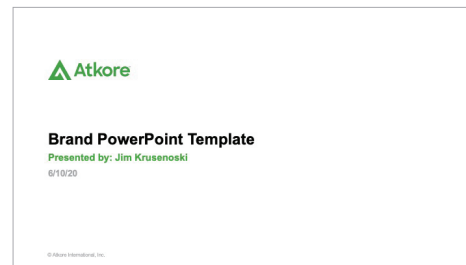
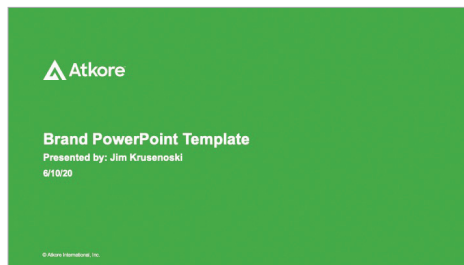
The Atkore brand PowerPoint template is versatile for many different presentation applications.

Presentation creators can choose between green and white cover slides.

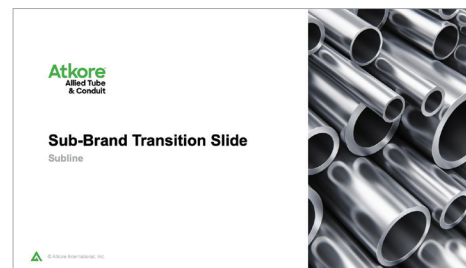
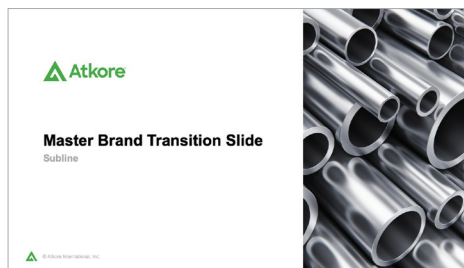
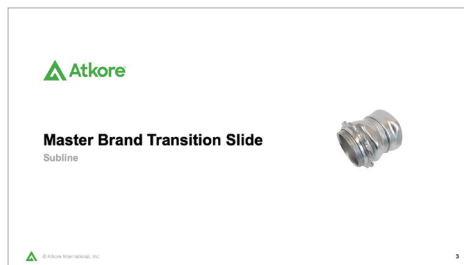
There are transition slides for master brand and sub-brands. When appropriate, it may be best to feature a certain product image, but if not, then the full-bleed option will work best.

All transition slide footers are accompanied with the Atkore pyramid, ©Atkore International, Inc., and the slide number.

Cover Slides



Master Brand Transition Slides



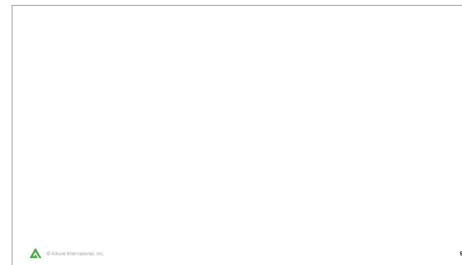
Master Brand Applications


PowerPoint Template (Continued)

The content slide templates are designed to clearly label the title of the slide and give presentation creators ample room to display their slide content. Remember to work within the brand color palette to stay consistent with the master brand.


All content slide footers are accompanied with the Atkore pyramid, ©Atkore International, Inc., and the slide number.


Content Slide Examples




Our Mission 

- ▶ To be the customer's first choice for electrical raceway and mechanical products and solutions, by providing unmatched quality, delivery and value based on sustainable excellence in strategy, people and processes.

 ©Atkore International, Inc. 11


Our Core Values 

<p>What are Our Values?</p> <ul style="list-style-type: none"> ▶ Accountability ▶ Teamwork ▶ Integrity ▶ Respect ▶ Excellence 	<p>How Do We Reinforce Our Values?</p> <ul style="list-style-type: none"> ▶ We take responsibility for modeling appropriate behaviors. ▶ We champion diversity and inclusion, and treat others as we wish to be treated.
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 ©Atkore International, Inc. 14

Title-Only Slide 


 ©Atkore International, Inc. 10


About Atkore 

- ▶ 2019 Net Sales: \$1.9B
- ▶ Publicly Traded on New York Stock Exchange
- ▶ 4,000 Employees Globally
- ▶ 66 Manufacturing and Distribution Facilities in 8 countries

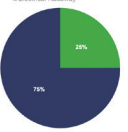
End Markets



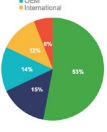
 ©Atkore International, Inc. 12


Two Content Slide 

Segments



End Markets



 ©Atkore International, Inc. 16



APPLICATION EXAMPLES

Master Brand Applications

PowerPoint Template (Continued)

To end a presentation, match the ending slide to the cover slide you chose to begin the presentation.

Content Slide Examples (Continued)

Environment, Social and Governance

We seek to utilize sustainable business principles and processes that achieve a balance between profitability and protection of all stakeholders, while reducing our impact on the environment and climate.

Our Focus

- **People and Community:** We seek to protect people and communities in which our facilities are located.
- **Energy and Climate:** We are committed to safeguarding climate and ecosystems through preventive practices.

Product Details

Compression Rigid Connectors for Threadless Rigid IMC & Compression Coupling for Malleable Iron

- Concrete tight male hub threads
- NPSM thread 1/2" thru 2"
- NPT thread above 2"

Product Attributes

Type of Fittings	Standard Material	Standard Finish	Self Pipe Alignment	Trade Sizes	Threaded
Super Fittings Concrete Tight	Steel	Zinc Plated	Yes	2 1/2" - 4"	Yes
Super Fittings Ribs Tight	Steel	Zinc Plated	Yes	2 1/2" - 4"	Yes
Rib-on Rib Liquidtight	Malleable Iron, Nylon, Steel	Zinc Plated	No	1/2" - 2"	Yes
Rigid Conduit Baskets	Malleable Iron	Zinc Plated with Alum. epoxy paint	No	1/2" - 4"	Yes - Product Specific

Ending Slides

Atkore

Atkore Tube & Conduit • APC Cable Systems • Heritage Plastics • Unistrut
Universal Construction • Cope • US Tray • Caltrite • Calbond • Rail Tech
Columbus McKinnon • Eastern Wire & Conduit • ACS/One-Pak • CS
Power-Strut • Calconduit • Razor Ribcon • Calpipe Security
Vergoken • Flexicon • Henco

Atkore

Atkore Tube & Conduit • APC Cable Systems • Heritage Plastics • Unistrut
Universal Construction • Cope • US Tray • Caltrite • Calbond • Rail Tech
Columbus McKinnon • Eastern Wire & Conduit • ACS/One-Pak • CS
Power-Strut • Calconduit • Razor Ribcon • Calpipe Security
Vergoken • Flexicon • Henco



APPLICATION EXAMPLES

Sub-Brand Applications

Product Labels

These are an example of sub-brand product labels.

The second image features dual-branding applications in both horizontal and stacked orientations.

Corporate marketing will support the correct application of brand standards for product and packaging labeling.

Product Labels



Change Log

Date	Version	Change
6.23.2020	1A	Added Packaging





Atkore International
16100 South Lathrop Avenue
Harvey, IL 60426

atkore.com