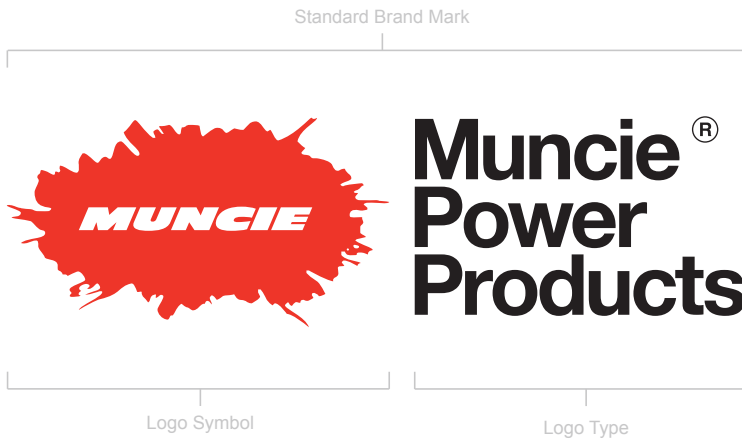


Muncie Power Products – Brand Guide

Standard Brand Mark

The standard brand mark should be used for most applications, reserving alternative representations for special circumstances.



Color

Always reproduce the identity mark only in the colors illustrated and specified here. Use the Pantone colors and CMYK/RGB color values below. Signage and embroidery colors are based on Avery® vinyl and Madiera® thread.

Muncie Red	Black	PTO Blue	Silver
PANTONE® 485 C / U	PANTONE® Black C / U	PANTONE® 288 C / U	PANTONE® 877 C / U
C 0 R 237 M 93 G 53 Y 95 B 41 K 0	C 0 R 0 M 0 G 0 Y 0 B 0 K 100	C 100 R 0 M 67 G 75 Y 0 B 142 K 23	C 0 R 168 M 0 G 169 Y 0 B 173 K 40
Web: #ED3529	Web: #000000	Web: #004B8E	Web: #A8A9AD
Signage: Tomato Red	Signage: Black	Signage: Sapphire Blue	Signage: Metallic Silver
Embroidery: 1037 Classic	Embroidery: 1000 Classic		

Clear Space

To ensure that other graphic elements do not crowd or weaken the impact of the Muncie Power Products brand, leave a minimum clear space around the mark. If it is resized, it should be done proportionately. It should never be rotated or skewed in any way.



PowerBurst Logo Symbol

**WE BUILD
TRUST.**

Tagline Brand Mark



Interpump Group Brand Mark (Parent Company)