



WATCHFIRE BRAND & STYLE GUIDELINES

**MAINTAINING THE
WATCHFIRE BRAND**

WATCHFIRE CORE VALUES

RELENTLESS PURSUIT OF QUALITY We are dedicated to providing best-in-class quality, resulting in the most reliable, best looking signs available anywhere in the world. Our determination to provide the finest products and service extends from our staff development to every aspect of our business. Every interaction with Watchfire enhances the peace of mind that our customers expect and deserve.

STRAIGHTFORWARD AND RESPECTFUL APPROACH Our business philosophy, like our company, has its roots in the Midwest town where we design, manufacture and support Watchfire signs. We value integrity, respect and professionalism in every interaction, both internal and external. We treat employees and customers the way we expect to be treated and we don't hide behind fine print.

PASSION TO HELP OUR CUSTOMERS SUCCEED Our business relationships are long term commitments, and we are driven to ensure the success of our sign dealer partners and end-user businesses. We are equally passionate about our employees' success. Our customers know that the efforts of Watchfire's team will help build their organization and improve their results.

FOCUSED AND SELECTIVE EXPERTISE We are selective and thoughtful in the products and markets we pursue. We concentrate on specific products that allow us to leverage our expertise and ensure we provide the industry's best solution. As a result, we maintain sound financial performance, which ensures our longevity and a mutually beneficial relationship with our customers and employees.

LONG-TERM VIEW We are proud to be the stewards of an 80+ year old company. We are known for our unique levels of internal promotion and employee development, as well as for the support and recognition of our team. We are passionate about the success of our partnerships. We are dedicated to making decisions that support our customers for the long-haul because we plan to be here for decades to come.

HISTORY OF WATCHFIRE Watchfire Signs was founded in 1932 as Time-O-Matic, manufacturing sign flashers used in theater marquees, casino signs and incandescent time and temperature displays. The company was purchased by the Wood family in 1971. David Wood was appointed president in the 1980s and remained in that position until his retirement in 2009.

In 1996, Watchfire started manufacturing LED signs. In 2004 Ignite™ graphics software was introduced for message creation and scheduling. Watchfire launched its digital billboard division, Watchfire Digital Outdoor, in 2006. Watchfire installed its first digital billboard in 2007 in Illinois. Watchfire now has more than 50,000 outdoor LED signs in daily operation throughout the world.

TRADEMARK USAGE Watchfire trademarks, service marks and trade names are proprietary rights of Watchfire Signs. These trademarks identify genuine Watchfire products so that our customers know they are buying Watchfire high-quality products and services. Using the trademark incorrectly can cause it to become diluted and generic which could result in a loss of value and proprietary rights.

These Trademark Usage and Graphic Standards Guidelines ("Guidelines" hereafter) apply to all Watchfire dealers, distributors, resellers, developers, strategic business partners, customers, advertising agencies, press agents, consultants, and any third party making reference to Watchfire's trademarks, service marks or images in promotional, advertising, instructional or reference materials, or on their web sites, products labels, or packaging. No party shall acquire any right in Watchfire trademarks or trade names, nor shall any party file applications for the registration of any sign consisting of, comprising, or being confusingly similar to Watchfire trademarks and trade names. Use of Watchfire trademarks may be prohibited unless expressly authorized.

REGISTERED TRADEMARKS Below is a list of Watchfire's registered trademarks, applicable in the United States only. Watchfire does not waive any rights to a Watchfire trademark, service mark, trade name, product name or logotype that does not appear below. A registered Watchfire trademark should be followed by the symbol® to identify the term as a registered trademark.

Watchfire®	Ignite OP™
Ignite®	Ignite OPx™
Price Watcher™	Ignite OA™

DISCLAIMER These Guidelines are not intended to and do not constitute legal advice, and should not be interpreted as such. The Guidelines are not intended to and do not create any license, contract or other type of relationship between any individual or entity and Watchfire.





LOGOTYPE AND COLORS The Watchfire logotype consists of two main components: the Watchfire name in a specially designed typeface and a trademark graphic fireball. The logotype presents the Watchfire name in a precise, open and stylish typeface suggesting that we are flexible, forward-looking and committed to quality and service.



Watchfire Yellow
Pantone 7406C

C: 0	R: 241
Y: 20	G: 196
M: 100	B: 0
K: 2	#F1C400

Yellow is considered to be the primary brand color for Watchfire. It is frequently used as a background on which the company’s logo is displayed. If printed, the color must be matched to the exact Pantone color designated. Preference is to limit yellow on documents intended for office printing.

- Brand Color
- Logotype Background
- Marketing Materials
- Ignite OP Theme Color



Watchfire Orange
Pantone 1595C

C: 0	R: 216
Y: 71	G: 96
M: 100	B: 24
K: 3	#D86018

Orange represents a secondary brand color. It is used primarily for accent color on print projects and within the Watchfire logo. Of all the brand colors, orange is to be used the least.

- Secondary Brand Color
- Small Tail on Fireball
- Corporate Accent Color



Watchfire Red
Pantone 187C

C: 7	R: 166
Y: 100	G: 25
M: 82	B: 46
K: 26	#A6192E

Red represents a primary color of the Watchfire logotype. It is used primarily in sales sheets and customer printed material because it has better resolution with nonprofessional printers than the Watchfire yellow. It also comprises the majority of the Watchfire fireball.

- Primary Brand Color
- Majority of the Fireball
- Accent for Sales Sheets
- Ignite OPx Theme Color



Black

C: 0	R: 0
Y: 0	G: 0
M: 0	B: 0
K: 100	#000

All shades of black can be used in conjunction with design. It is considered an accent color and is the color of text within the Watchfire logo. When placing the logo on black, a pure black must be used. Refer to page 6 for more information on color usage.

- Copy
- Accent Color
- Logotype Text

USING THE LOGOTYPE The complete logotype is meant to be used together – never separately. The relationship of all Watchfire logotype components is fixed and should not be altered. The colors are also not to be altered in any way. Please refer to page 5 for color guidelines. To reinforce the Watchfire brand, use color consistently in ALL applications.



ON YELLOW On outward facing marketing material it should always be a priority to represent the logotype on Watchfire Yellow. Yellow is the main color that distinguishes our brand and is the preferred background when using the Watchfire logo in full color (yellow, black, red and orange).

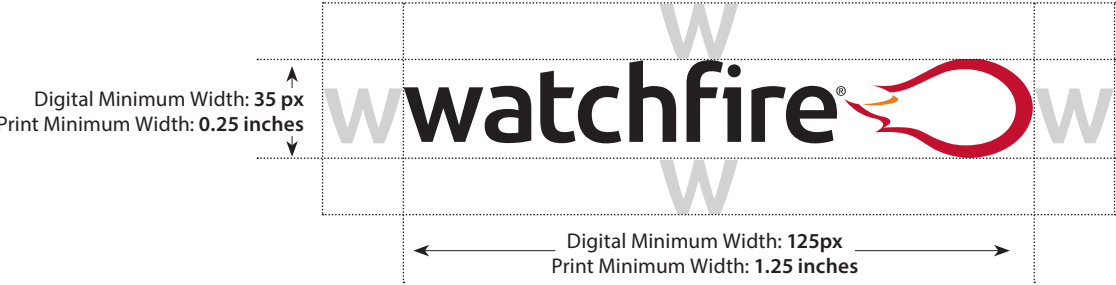


ON WHITE For the majority of communications and non-marketing materials the Watchfire logo may be represented in full color as shown.



ON BLACK When displaying the logotype on a black background, the logo is altered to be as visible as possible. Watchfire, as well as the ® are printed in white.

LOGOTYPE SIZING AND SPACING Clear space requirements allow the Watchfire logotype to stand alone and uncluttered from surrounding text and other graphic elements. Clear space is equal to the width and x-height of the lower-case “w” in Watchfire. The logotype must not be smaller than 1.25 inches or 125 pixels in width. When scaling the logotype it is essential that the logo be scaled proportionally. Do not stretch or squash the logotype in order to fit a certain space.



ALTERNATE LOGOTYPES In addition to the logotypes shown on the previous page, here are variations of the logotype and the situations in which these variations are approved for usage. Do not scale the logo disproportionately or leave out part of the logo. Do not alter the colors or any of the layout of the parts of the logo. If there is concern in using the Watchfire logo properly, please consult the marketing department at Watchfire.



CABINET STICKER The following logotype is to be used ONLY for the sticker on the cabinets of installed LED signs. Trademark has been dropped due to size restrictions.



GRAYSCALE PRINTING When printing in black only, the logotype should be completely black. If you are printing on a black background you may use a pure white logo.



EMBROIDERY AND ENGRAVING The logo can be placed on a variety of backgrounds. Minimum size requirements are the same as listed on the previous page. For small logos, use a one-color, all black or all white version. All embroidery and engraving must be approved by the marketing department.



BOLD

NOTICEABLE

STYLE

BOLD STYLE On outward facing marketing materials we use bold, noticeable layouts. This block text consists of words or phrases being stacked on one another and separated by lines. For most instances the width of each line should be the same. Careful attention is needed when re-sizing the text to match the width. Some words will become unnaturally large and may give off an unintended message when reading quickly. The largest words should be a simplified version of the entire block phrase. Although this style should be primarily used on a yellow background, it can be used on a black background or white background. The most important thing is to make sure that the text is very noticeable. Marketing should be the only department using this style as it is more difficult to create using standard office programs.

TYPEFACE The primary typeface used on Watchfire print collateral is Myriad Pro. We use varying weights from regular to bold depending on the usage. We cannot distribute this font file, but it can be purchased from a font vendor. Calibri will be substituted for Myriad Pro on pre-made branded templates created in Microsoft® Word® and PowerPoint®. Calibri is a standard Microsoft operating system font and is readily available on PC laptops and work stations.

Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@

Myriad Pro Semi-Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@

Myriad Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@

Myriad Pro Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@

Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@

MYRIAD PRO

BOLD
SEMI-BOLD
REGULAR
ITALIC

Headings, Block Text
Sub-headings, Emphasis
Body text
Quotes, Disclaimers

LANGUAGE Watchfire has adopted a relaxed but professional tone for all marketing pieces and external communications. The style is approachable and friendly, but professional and technically accurate. Colloquialisms are rarely used, and only when they are commonly understood, not offensive or off-color, and grammatically correct. Technical precision should never be sacrificed for tone.

We want to represent Watchfire as a company that is at the forefront of our industry, producing highly superior products and providing exceptional service, all to give our customers the products and experiences that they deserve. We are accessible and open, but always professional in our interactions with dealers, operators, customers, employees and vendors. Never make light of products or services we offer. All content on external materials must be approved by the marketing department before distribution.

ON PREMISE (OP) Signs that are sold for single business use and are typically smaller in size are categorized as on premise signs. OP signs may be called electronic message centers (EMC) or LED signs.

DEALER A business that installs signs is referred to as a sign dealer, an authorized dealer, or a dealer partner.

END USER A business that will ultimately use the signs to promote their products and/or services is referred to as an end user or customer.

OUTDOOR ADVERTISING (OA) Outdoor advertising products are typically larger in size and are sold to operators who in turn sell advertising space on their billboard to businesses or organizations. OA displays are typically called digital billboards, LED billboards or outdoor digital advertising.

BILLBOARD OPERATOR A business that sells and manages the availability of a digital billboard is referred to as an operator, or a billboard operator.

ADVERTISER Businesses that purchase time on digital billboards are referred to as advertisers.

IGNITE SOFTWARE Watchfire's proprietary Ignite software is branded with the Watchfire logotype and distinguished by a lower-case ignite label below the logo. This method will be used for future Watchfire products to ensure a branded house, rather than a house of brands.



IGNITE OP™ Our newest version of content management software is fresh and updated, with an interface that is clear and easy to navigate. Watchfire's EasyArt still comes standard, and includes over 1,000 pre-loaded stills and animations to make sign messages look polished and professional.



IGNITE OA™ Designed specifically for billboard operators, Ignite OA updates Watchfire billboards easily - from anywhere. Advertisers can access Ignite to upload their own creative content or update a campaign. Conditional content makes use of RSS or XML feeds and Ignite's advanced Proof of Performance reporting allows operators to access detailed reports on the dates, times, frequency and duration of each advertiser's content.



IGNITE OPx™ Watchfire's mobile application allows end users to update playlists, publish content, schedule media and run sign diagnostics – all from their internet-connected mobile devices. There is nothing to install and changes automatically sync to their desktop. Ignite OPx is available with any on premise Watchfire sign that uses wireless broadband as its communication method.

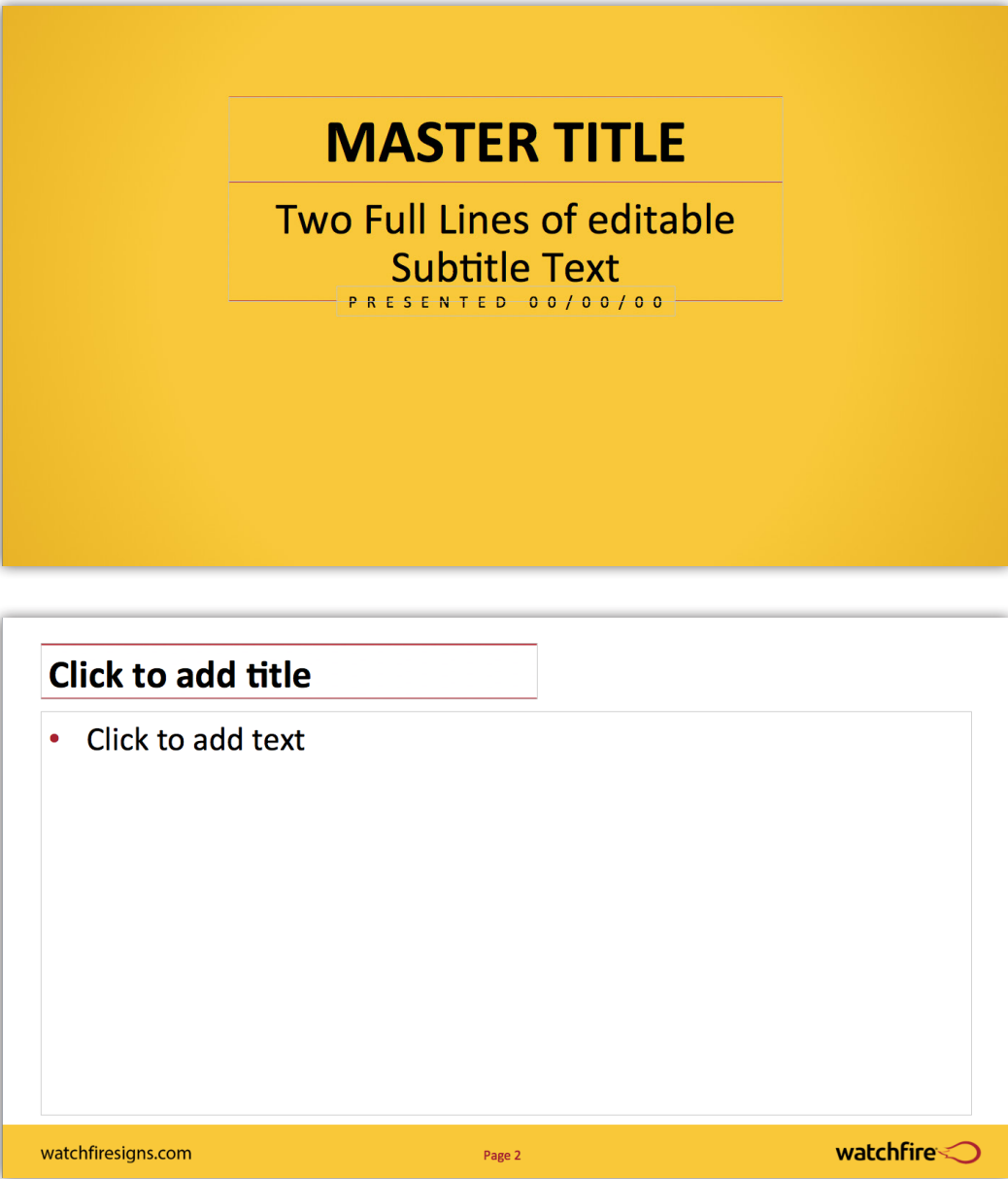
GREAT LOOKING SIGNS
EASY TO WORK WITH
AMAZING RESULTS
WE ARE WATCHFIRE



STANDARD DOCUMENT Documents used internally should follow a standard format shown below. The template for this design can be found at X:\OFFICE\Letterheads_Logos. The location, size, and scale of the Watchfire logo or other elements should not be altered from the provided template. The footer should contain the main web address (only) for Watchfire and should also include the main 800 telephone number, unless the department has a designated 800 number. Documents should be approved through marketing whenever possible.



STANDARD POWERPOINT When making a presentation internally or externally, it is necessary to use the standard Watchfire Powerpoint template. This will project a consistent look for our brand. The template includes multiple slide layouts to present information as effectively as possible. We have designed a 4:3 and a 16:9 version of the template to accommodate different screen sizes. It is important to use the correct template so that your information is not distorted and is displayed as intended. The template for this design can be found at X:\OFFICE\Letterheads_Logos.



Specification Sheet

Case Study

Specification Sheet

Informational Sheet

Sales Sheet

Brochure

Manual

Business Cards

Table Tent

Online Ad

Ad

DQ Mailer

Dunkin Donuts Mailer

New TM Mailer

**GREAT
LOOKING
LED SIGNS
GET AMAZING
RESULTS**

Banner Stand



Contact the marketing department with any questions and for final design approval.

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