This is a guide to help you better understand the branding elements that make up Park Tool. Please use this guide when representing the brand in all mediums.

<table>
<thead>
<tr>
<th>TABLE OF CONTENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
</tr>
<tr>
<td>4</td>
</tr>
<tr>
<td>5</td>
</tr>
<tr>
<td>6</td>
</tr>
<tr>
<td>7</td>
</tr>
<tr>
<td>12</td>
</tr>
<tr>
<td>13</td>
</tr>
<tr>
<td>13</td>
</tr>
<tr>
<td>14</td>
</tr>
<tr>
<td>15</td>
</tr>
<tr>
<td>16</td>
</tr>
<tr>
<td>17</td>
</tr>
</tbody>
</table>
Park Tool has been manufacturing bicycle specific tools since 1963. Based out of St. Paul, Minnesota, we are the world’s largest bicycle tool manufacturer. A long-term dedication to quality, innovation, and customer service has made Park Tool the first choice of professional and home bicycle mechanics around the world.

**LOGO EVOLUTION:**

- 1963-1979
- 1979-1987
- 1987-1991
- 1999-2007
- 2007-present
The full name of the company is “Park Tool Company”. “Park Tool” is also an acceptable abbreviation when referring to the company.

“Park Tool Company”
“Park Tool”

When using the company name in the context of an individual product or product category, use “Park Tool”. Always refer to products using either the product number and product name, or just the product number.

“Park Tool ATD-1.2 Adjustable Torque Driver”
“Park Tool ATD-1.2”

Park Tool should not be pluralized – do not add an “s” to the end of Park Tool. Also, do not use just the word “Park” to refer to the brand or its products.

“Park Tools”
“Park TS-2.2 Truing Stand”
Park Tool has been using the color blue conspicuously, continuously and substantially exclusively on and in connection with bicycle tools and bicycle repair and maintenance equipment for more than 50 years. “Park Tool Blue” is famous worldwide in the bicycle industry and when the color blue is applied to bicycle tools or other bicycle repair and servicing equipment, consumers immediately associate those blue colored products with Park Tool. In addition, Park Tool holds United States trademark registrations for the color blue as applied to bicycle hand tools, repair stands, tire pumps and inflation devices, cleaning brushes, and measuring instruments.

PARK TOOL BLUE

**Spot Color:** Pantone 2935

**Four Color Process:**
C = 100%  M = 52%  Y = 0%  K = 0%

**Hex:** #0070BA

**Process Park Tool Blue:**
Cyan = 100%
Magenta = 52%
Yellow = 0%
Black = 0%

**RGB Park Tool Blue:**
Red = 0
Green = 112
Blue = 186
The Park Tool corporate trademark should be used to establish the organization’s identity in the product’s use or immediate area of distribution. The ® registration mark should appear in the center right of the trademark.

Any use of the Park Tool logo should also carry our disclaimer: “PARK TOOL® and the color BLUE are registered trademarks of Park Tool Co.”
Exclusion Zone
The Park Tool corporate trademark is the heart of our brand. When using the trademark, the logo must be reproduced with a clear area around it which is free from other graphic elements.

Minimum Size
The Park Tool corporate trademark should never be reproduced smaller than 2 centimeters wide.
CORPORATE TRADEMARK USAGE

The following are examples of acceptable ways of reproducing the Park Tool corporate trademark:

**Preferred:**
- **Four Color:**
  - C=100%  M=52%  Y=0%  K=0%
  - White or any dark background

- **One Color:**
  - Black with 50% screen sprocket

- **One Color:**
  - PMS-2935, Black or any tint of black

- **Reversed:**
  - For use on any color darker than 40% gray or a photograph

**When color logo cannot be used**

The following are examples of unacceptable ways of reproducing the Park Tool corporate trademark:

- Do not rotate, skew or stretch the logo
- Do not reproduce in a tint or a screen
- Do not reproduce in any color other than Park Tool Blue or white - no pastels or neon
- The Park Tool USA logo has been retired and should not be used
The Park Tool corporate signature trademark should be used only when the corporate trademark is not permissible. The ® registration mark should appear in the bottom right of the trademark.

---

Any use of the Park Tool logo, color or black and white, should also carry our disclaimer:
“PARK TOOL® and the color BLUE are registered trademarks of Park Tool Co.”
Exclusion Zone
The Park Tool corporate signature is used as a representation of our corporate trademark. When using the trademark, the logo must be reproduced with a clear area around it which is free from other graphic elements.

Minimum Size
The Park Tool corporate signature should never be reproduced smaller than 2 centimeters wide.
The following are examples of acceptable ways of reproducing the Park Tool corporate signature:

- **Two Color:**
  - Black and White
  - For use on white or any background

- **Park Tool Blue-PMS 2935:**
  - For use on white or any light colored background

- **One Color:**
  - For use on white or any light colored background

- **Reversed:**
  - For use on any color darker than 40% gray or a photograph

The following are examples of unacceptable ways of reproducing the Park Tool corporate signature:

- Do not rotate, skew or stretch the logo
- Do not reproduce in a tint or a screen
- Do not reproduce in any color other than Park Tool Blue - no pastels or florescent color
The original and unique Park Tool brand wordmark is exclusive to the worldwide trademark brand. This typeface used in our wordmark, is proprietary and has been specially designed for Park Tool. To protect our trademark this typeface may not be used to form headlines, slogans, or titles.

SECONDARY BRAND TYPEFACE

Park Tool uses Univers LT STD as our secondary brand typeface. This is the font used for headlines, sub heads and body copy on our collateral and packaging. The wide range of different weights available within the typeface family allows for both flexibility and continuity.

Univers LT STD - 55 Roman
Univers LT STD - 55 Oblique
Univers LT STD - 65 Bold
Univers LT STD - 65 Bold Oblique

Univers LT STD - 57 Condensed
Univers LT STD - 57 Condensed Oblique
Univers LT STD - 67 Bold Condensed
Univers LT STD - 67 Bold Condensed Oblique

ONLINE ONLY: Park Tool does authorize the use the Helvetica font family or Arial font family for website text when Univers is not available.
PARK TOOL PRODUCT

Born in the back of a bike shop in Saint Paul, Minnesota in 1963, Park Tool has grown to be the world’s largest bicycle tool manufacturer. We have never forgotten our roots and are proud to be the tool brand of choice for both home and shop mechanics around the world.

Making bicycle tools is our only job. We design, engineer, manufacture, assemble, package and ship more than 500 tools from our factory just miles from the bike shop where it all started. From our first product, the PRS-1 Bicycle Repair Stand, to our latest, we continue to build high quality tools that save time, save money and simply help to get the job done right, every time. Moving forward, we endeavor to remain at the forefront of bicycle technology, developing and refining the tools of the trade.

In addition to superior tools, our commitment to education is unwavering and without equal. From our high-quality video content, to the free repair help section on our website and our Big Blue Book of Bicycle Repair, we are the recognized and trusted go-to source for bicycle repair information.

For those that get as much satisfaction out of building, fixing and maintaining a bicycle as tearing up the road, gravel, track or trail, we thank you for your loyalty.

PARK TOOL’S COMMITMENT

To supply the world’s professional and home bicycle mechanics with the highest quality tools we can build.
To innovate, engineer and invent. To consistently and constantly dream of new and better ways to repair and maintain bicycles and to produce premium products in our own factory whenever possible. To operate and cooperate as a team and to maintain stellar production standards at every step of the manufacturing process. To treat employees and customers with respect and gratitude, and to operate our business with ethics, honesty and moral integrity.
When using the Park Tool logo or representing the brand, imagery should reflect the brand’s emphasis on the color blue (see page 4). The imagery should be consistent with brand featuring current tools, logos and proper/safe tool usage as shown in the examples below.

We offer lifestyle images on our PIM system for your use. To request access email graphics@parktool.com.
CORPORATE VIDEO USAGE

All official videos for Park Tool products, as well as our Repair Help video library and biweekly Tech Tuesday series, can be found on the Park Tool YouTube channel at youtube.com/parktool. These videos can be linked or embedded on any website; however, we ask that you not reupload these videos to other YouTube channels, including channels operated by our distributors or authorized retailers. This is for several reasons:

1. Park Tool videos are the copyrighted intellectual property of Park Tool Company, and we reserve the right to control how these videos are presented. Allowing multiple copies of videos to coexist on YouTube makes this more difficult.

2. In the event of incremental updates, Park Tool will on occasion revise product videos in order to present the most up-to-date picture of the Park Tool product line. Videos uploaded by third parties may become out of date, creating a moderation headache for us.

3. The most common reason for reuploading Park Tool videos that we have seen is to provide localized translation of product information. However, the YouTube search algorithm prioritizes content from verified channels as well as videos with more views, which means although many Park Tool videos are in English only, they are still guaranteed to show up before any videos reuploaded by third parties.

For distributors who wish to provide localized translation of Park Tool videos, Park Tool can provide transcriptions of our videos, which can then be translated and sent back to Park Tool. Titles and descriptions can also be translated. Once submitted and approved, these translations will appear natively for all users who use YouTube in your language.

In general, translations should be as direct a translation as possible. If you represent the exclusive distributor or retailer in your country, it is acceptable to include a reference or link to your company in the text description or in the subtitles near the end of the video.

Any specific questions can be sent to video@parktool.com
Park Tool owns all rights of the brand represented online and in social media. We do not permit any independent brand representation without consent.

The following is prohibited:

• Creating websites specifically branded as Park Tool in any language
• Purchasing any URL that includes the name Park Tool
• Creating social media accounts branded as Park Tool in any country
• Downloading or editing our video content and reposting it as your own

If you would like a website or a social media presence in your country we will set up the accounts for you and allow you to post and edit.

If you would like to repost Park Tool videos or social media content we ask that you share, or repost, the Park Tool channel link or original media post. We prefer this method so we are able to track the exposure. If you do create your own content for posting we ask that there not be other brands of bicycle tools also featured in the image or video, and that you please tag Park Tool or use any of the hashtags listed below:

Facebook: @ParkTool
Instagram: @ParkToolBlue or @ParkToolPizza
Twitter: @ParkTool
Hashtags: #TrueBlueMechanic, #UltimateBlueToolWall
USE OF BRAND FOR PROMOTION

When using the Park Tool logo or imagery we ask that you follow the proper usage guidelines to ensure consistency.

The following is prohibited:

• Park Tool does not authorize any independent retailer to use the Park Tool brand as the sole name of their business or business location.

• Park Tool does not authorize the making of any tool that is blue or branded as a Park Tool product. Feel free to email any tool ideas to your Park Tool contact.

• Sponsoring a team, athlete, mechanic, race or event which would use the Park Tool logo on jerseys, banners or promotion without written permission from Park Tool. Email any requests to graphics@parktool.com.

• Use of the Park Tool logo to create merchandise or promotional materials (i.e. key chains, t-shirts, stickers, etc) without written permission from Park Tool. Email any requests to graphics@parktool.com.

• Use of the Park Tool logo or product images to create displays for retail stores, trailheads, or trade show booths without written permission from Park Tool. Email any requests to graphics@parktool.com.