



# CORPORATE BRANDING GUIDELINES

SUPPORT. SECURE. CONNECT.  
[IDEALTRIDONGROUP.COM](http://IDEALTRIDONGROUP.COM)

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**A 100-year history of quality. A culture of service to meet today's most demanding requirements. And a vision of the future to be ready for what's next. That's the Ideal Tridon Group.**

We've built the Ideal Tridon Group whose products support, secure, and connect pipes, tubes, and hoses that convey gases, liquids, and electricity. We are the global leader in worm gear, t-bolt, band, strut, specialty clamps, hose supports, conduit, and fastening solutions, as well as fittings and couplings.

Our products meet the highest standards demanded by global customers. A commitment to service and dedication to quality drive us each day.

While billions of Ideal Tridon products have sealed critical connections for our customers, we continue to push the boundaries of innovative design. Our legacy and proven capabilities ensure that we're well-positioned to support new applications and emerging markets.

At Ideal Tridon, whether it's the performance of our products or the responsiveness of our service, connections are at the heart of what we do.

# BRAND GUIDELINES

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A key element in maintaining brand equity in the marketplace is consistent brand identity. The following guidelines outline the Ideal Tridon Group's corporate identity standards and the appropriate use. These are necessary to help ensure that corporate graphics are applied uniformly and consistently in all applications.

## Logo Requirements

Before using any Ideal Tridon Group logo, please be sure to follow our basic rules:

1. Comply with our Brand Guidelines.
2. Don't alter the shape, proportion, color or orientation of the logos. Keep them as they appear when you download the files.
3. Provide at least as much padding around the logo as what we've display in the guidelines. This helps our logo appear clean and uncluttered.
4. When possible, link logo to any Ideal Tridon Group company website.

Any questions or concerns regarding logo use or application, please contact the Marketing Department (see pg. 8).

# BRAND LOGOS

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Ideal Tridon Group



Ideal Tridon



Tridon Europe



An Ideal Tridon Group Brand

Wesanco



An Ideal Tridon Group Brand

ZSI



An Ideal Tridon Group Brand

Foster



Campbell Fittings



An Ideal Tridon Group Brand

Advanced Couplings

# BRAND COLOR GUIDE

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## Main Colors

### Black

Pantone: N/A  
R (0), G (0), B (0)  
C (0), M (0), Y (0), K (0)  
#000000

### White

Pantone: N/A  
R (255), G (255), B (255)  
C (0), M (0), Y (0), K (0)  
#FFFFFF

### Dark Gray

Pantone: N/A  
R (78), G (78), B (78)  
C (65), M (58), Y (57), K (36)  
#4E4E4E

### Medium Gray

Pantone: N/A  
R (154), G (154), B (151)  
C (42), M (34), Y (35), K (1)  
#9A9A9A

### Light Gray

Pantone: N/A  
R (231), G (230), B (230)  
C (8), M (6), Y (7), K (0)  
#E7E6E6

## Brand Specific Colors

### Ideal & Tridon Green

Pantone: 6164 C  
R (0), G (161), B (96)  
C (100), M (0), Y (40), K (37)  
#00A160

### Ideal Yellow

Pantone: 123 C  
R (255), G (199), B (44)  
C (0), M (16), Y (89), K (0)  
#FFC72C

### Campbell/Foster Red

Pantone: 186 C  
R (200), G (16), B (46)  
C (0), M (100), Y (80), K (5)  
#C8102E

### ZSI/Wesanco Blue

Pantone: Reflex Blue C  
R (0), G (84), B (164)  
C (100), M (73), Y (0), K (2)  
#0054A4

### ACL Blue

Pantone: 3506 C  
R (18), G (104), B (179)  
C (90), M (60), Y (0), K (0)  
#1268B3

# BRAND FONT GUIDE

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## Ideal, Tridon & Ideal Tridon Group

Futura Std Book  
Futura Std Medium  
**Futura Std Heavy**  
**Futura Std Bold**  
Calibri Regular  
**Calibri Bold**

## Campbell Fittings

Arial  
**Arial Bold**  
**Arial Black**  
**Gill Sans Ultra Bold**

## ZSI & Wesanco

Arial  
Arial Narrow

The above fonts are selectively used in marketing collateral.

# CONTACT US

## Our Brands

### **Ideal Tridon Group Global Headquarters & Ideal Clamp Products, Inc.**

8100 Tridon Drive  
Smyrna, TN 37167  
800-251-3220  
idealtridon.com

### **ZSI Inc.**

1751 Summit Drive  
Auburn Hills, MI 48326  
800-323-7053  
zsi-inc.com

### **Wesanco**

16404 Knott Ave.  
La Mirada, CA 90638  
(714) 739-4989  
zsi-inc.com

### **Wesanco FL**

6100 SE 78th St.  
Ocala, FL 34472  
(877) 245-7581  
zsi-inc.com

### **Wesanco NJ**

100 Maltese Drive  
Totowa, NJ 07512  
(800) 228-3772  
zsi-inc.com

### **Foster Manufacturing**

2324 Battlefield Road  
Springfield, MO 65807  
417-881-6600  
foster-mfg.com

### **Campbell Fittings Inc.**

301 South Washington Street  
Boyertown, PA 19512  
800-367-3678  
campbellfittings.com

### **Ideal-Tridon Clamps (Suzhou) Co., Ltd**

Unit 16 Suchun Industrial Square  
428 Xing Long Street  
Suzhou Industrial Park  
Suzhou, China 215126

### **Auto Industrial de Partes S.A. de C.V.**

Lic. Albino Hernandez # 7 Pte.  
Col. Obrera Ideal Division  
Matamoros, Tam Mexico CP87340

### **Ideal-Tridon Clamp (Mumbai) Company Pvt. Ltd.**

2nd Floor, 14, Mahalaxmi Industrial Estate,  
Dainik Shivner Road,  
Lower Parel, Mumbai City, Maharashtra, 400013

### **Tridon Clamp Products Sp. z.o.o.**

ul. Nad Potokiem 15A  
57-530 Kudowa - Zdrój

### **Advanced Couplings, Ltd.**

Unit 3A, Riverside Business Park  
Royd Ings Avenue  
Keighley  
West Yorkshire  
BD21 4AF

### **Henry Street**

Roscommon  
Co. Roscommon  
Ireland  
F42 X097

### **Mariendalsvej 2B**

8800 Viborg  
Denmark

### **Clamp SRL**

Via dell'Artigianato 1  
20070 Cerro al Lambro (Milan)  
Italy

### **MPC Industries**

Badweg 38  
8401 BL Gorredijk

## Marketing

**For questions and requests about the Ideal Tridon Group Brand Guidelines, please reach out to our Marketing Department.**

Marketing@idealtridon.com



