

Table of Contents

Introduction

Section 1 **Signature Usage**

- Brand Signature
- Signature Color Applications
- Signature Minimum Sizings
- Signature Clear Spacings
- Signature Don'ts

Section 2 **Tagline Signature Usage**

- Tagline Signature
- Tagline Signagture Application
- Tagline Signature Color Applications
- Tagline Signature Minimum Sizings
- Tagline Signature Clear Spacings
- Tagline Signature Don'ts

Section 3 **Extended Visual System**

- Color Palettes
- Typography

Introduction

Our brand is a valued business asset to be protected and nurtured over time.

One of the principles of effective brand management is consistency.

The following identity standards are designed to guide the consistent application of our independent brand identity and visual system across the entire organization. The strength and integrity of our brand depends on how effectively the following standards are applied and implemented; as such, all businesses are expected to adhere to the standards outlined.

Note that this is a dynamic document and will be refined and expanded to meet our changing needs.

Section 1

Brand Signature Usage

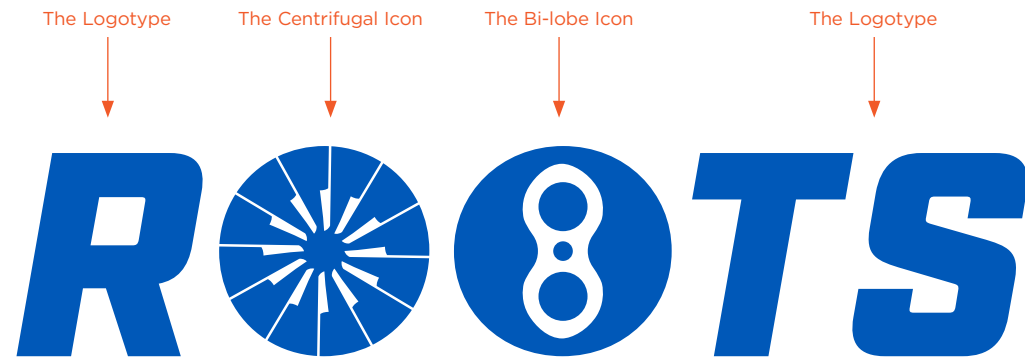
- 1.1 Brand Signature
- 1.2 Signature Color Applications
- 1.3 Signature Minimum Sizings
- 1.4 Signature Clear Spacings
- 1.5 Signature Don'ts

Brand Signature

The brand logo is the primary visual identifier for ROOTS. It is recognized, respected and trusted by our customers and partners around the world and is a powerful asset to our business.

The brand logo is made up of three elements and there is a fixed relationship between the three. The logo has been specially drawn and is unique to ROOTS. It is therefore very important that it is not redrawn or re-created in any way. The brand logo should always be used as shown here.

This element is detailed on following pages. To build ROOTS brand identity, the elements, colors, and proportions of the brand logo must never be altered beyond the specifications presented on following pages. When applying the logo, always use the reproduction artwork supplied by ROOTS.







NOTE:

Although ROOTS is part of the Ingersoll Rand organization, as an “Independent Brand” our marketing and sales communications should never reflect it. The ROOTS logo should never therefore be used in conjunction with the Ingersoll Rand brand and no association be made or tagline.




Signature Color Applications

Guidelines for Signature Printed Items & Web/Online Use*

BRAND ARTWORK				
USE	For white or light backgrounds (ROOTS Blue is the preferred 1 Color option for white backgrounds)	For white or light backgrounds	For black or dark background	For blue backgrounds (or dark colored backgrounds when ROOTS Blue logo doesn't provide sufficient contrast)
DESCRIPTION	1 Color - ROOTS Blue Positive Reproduction	1 Color - Black Positive Reproduction	1 Color Knockout & Fill	1 Color Reverse
LOGO COLOR	ROOTS Blue	100% Black	White	White

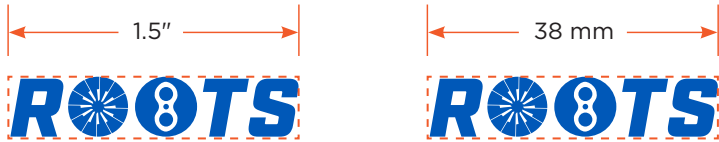
The uniqueness of the brand logo is enhanced by consistent reproduction using colors as specified here. The primary color palette, must be applied to the signature whenever possible. Reproducing the logo over imagery or other non-brand colors should be avoided.

***NOTE: ROOTS Blue RAL 5002 Ultramarine Blue is strictly for 3D render purposes.**

COLOR	NAME	PANTONE	C	M	Y	K	R	G	B	HEX	RAL
	ROOTS Blue	2935C	100	68	4	0	0	85	184	0055B8	*5002 Ultramarine Blue
	Black	N/A	60	40	40	100	0	0	0	000000	N/A
	White	N/A	0	0	0	0	255	255	255	FFFFFF	N/A

Signature Minimum Sizings

MINIMUM SIZING FOR SIGNATURE



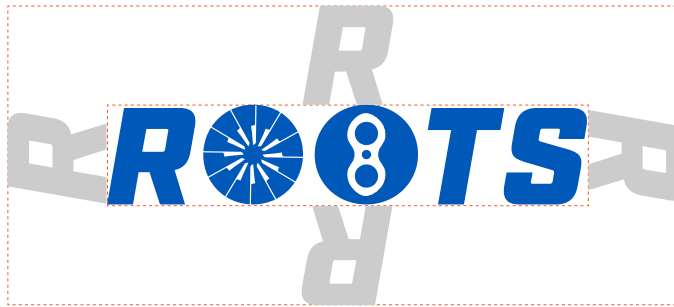
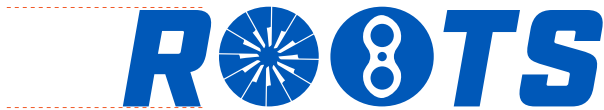
The brand logo should never be used smaller than 1.5 inch, or 38 mm in width.

Minimum reproduction sizes are provided to help maintain signature integrity and legibility. Reproducing signatures at sizes smaller than those recommended above is not acceptable.

Signature Clear Spacings

REFERENCE GUIDE FOR SPACING

CLEAR SPACE FOR SIGNATURE



The minimum clear space is equal to the height of the letter “R” in the logo.

Clear space specifications are provided to help maintain signature integrity and presence when placed in proximity to competing visual elements. Positioning text, graphic elements, or other logos within the recommended clear space is not acceptable (i.e. placing the logo within a sentence or phrase instead of just the name ROOTS).

PLEASE NOTE:

For signage on buildings, these rules may be adjusted to allow for visibility and usage of space.

Signature Don'ts



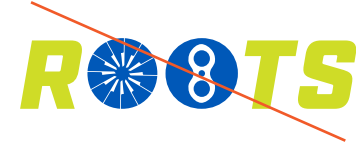
Don't use the ROOTS and Ingersoll Rand logos together



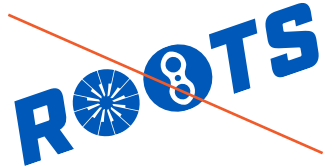
Don't use the tagline "by Ingersoll Rand"



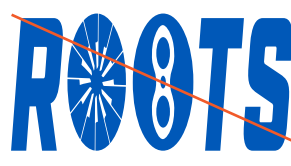
Don't enclose the signature within a shape



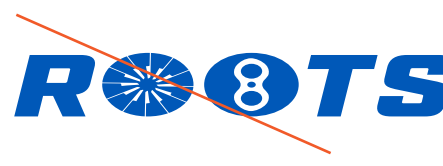
Don't change the color of any parts of the signature



Don't rotate the signature



Don't change the proportion or condense the signature



Don't stretch the signature



Don't create unapproved color combinations that may compromise signature legibility



Don't apply a gradation to the signature



Don't apply a drop shadow



Don't re-typeset the logotype



Don't place the signature on top of distracting patterns or blends



Don't place the signature on top of distracting photographic textures



The above "signature don'ts" are provided to help prevent common signature usage violations.

The ROOTS brand logo should never appear in customer facing material of any sort with the Ingersoll Rand logo. Indeed, no reference to Ingersoll Rand should be made at all, including the use of taglines.

Note:

When the ROOTS signature is used the image area behind the signature should be dark or light enough and less complex to allow for maximum legibility.

Section 2

Tagline Signature Usage

- 2.1 Tagline Signature
- 2.2 Tagline Signature Application
- 2.3 Tagline Signature Color Applications
- 2.4 Tagline Signature Minimum Sizings
- 2.5 Tagline Signature Clear Spacings
- 2.6 Tagline Signature Don'ts

Tagline Signature

The tagline logo is a secondary visual identifier for ROOTS. The ROOTS tagline options are an expression of our historical legacy.

We use our tagline to underscore our big-picture objective—what we're in business to do, what we believe, and our history of innovation.

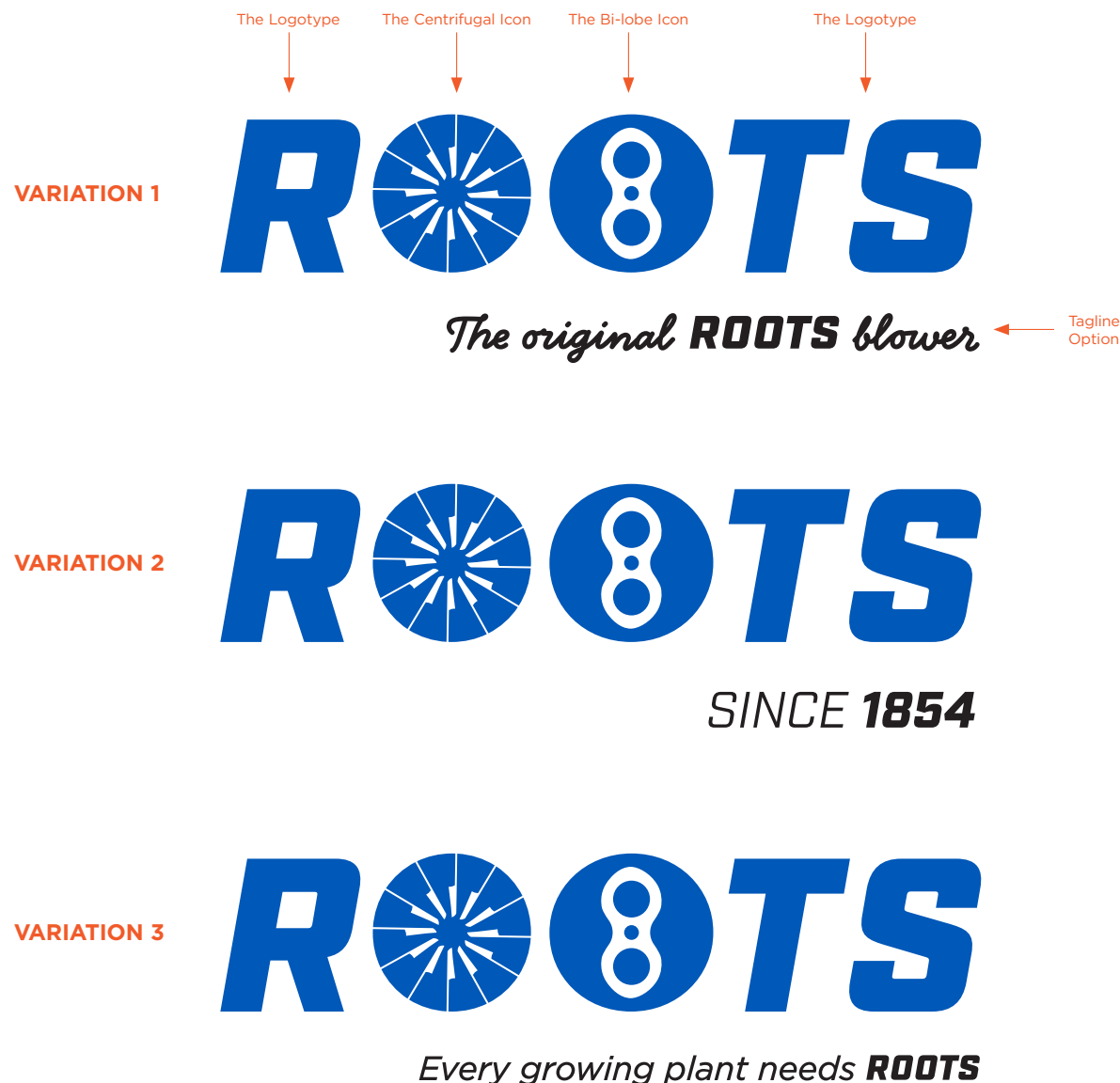
Careful and consistent use of our tagline will help strengthen our brand.

The tagline logo is available in three variations and is made up of four elements with a fixed relationship between the four. The tagline logo has been specially drawn and is unique to ROOTS and our brand history. It is therefore very important that it is not redrawn or re-created in any way. The tagline logo should always be used as shown here in the three available variations.

This tagline element is detailed on following pages. To build ROOTS brand identity, the elements, colors, and proportions of the brand logo must never be altered beyond the specifications presented on following pages. When applying the logo, always use the reproduction artwork supplied by ROOTS.

PLEASE NOTE:

Tagline variation 1 uses a specialized font within the tagline: Handsome Pro - Ultra Black. This font is only to be used at the discretion of Creative Service.



Tagline Signature Application

Proper application of the ROOTS tagline reinforces our brand promise and strengthens our brand. To that end, the Tagline will not be appropriate for every asset

Rather, our tagline variations establish relevance in a broad context, such as on the first page of an asset, or as a logical conclusion to a specific message when referencing brand longevity and history.

TOP TIPS:

- Usage by distributors, customers, and business partners for co-branded or marketing needs at their discretion.
- Usage in product marketing materials as a sign-off. The primary brand logo should always be represented on the cover or as the first instance of the brand and the tagline reserved for secondary uses..
- Tagline should never be used on internal company templates such as accounting, sourcing, engineering, etc... documentation. Only the primary brand logo may be represented in these instances.
- Taglines should never be used solely without the ROOTS brand logo displayed or adjusted in any manner from the lockup structures displayed here.

VARIATION 1



VARIATION 2








VARIATION 3







Tagline Signature Color Applications

Guidelines for Tagline Signature Printed Items & Web/Online Use*

TAGLINE ARTWORK NOTE: All tagline variations follow the same color application guidelines.					
USE	For white or light backgrounds	For white ONLY backgrounds (ROOTS Blue + Cool Gray 7 is the preferred 2 Color option for white backgrounds only due to contrast)	For white or light backgrounds	For black or dark background	For blue backgrounds (or dark colored backgrounds when ROOTS Blue logo doesn't provide sufficient contrast)
DESCRIPTION	2 Color - ROOTS Blue + Black Positive Reproduction	2 Color - ROOTS Blue + Cool Gray 7 Positive Reproduction	1 Color Fill	1 Color Knockout & Fill	1 Color Reverse
LOGO COLOR	ROOTS Blue + Black	ROOTS Blue + Cool Gray 7	Black	White	White

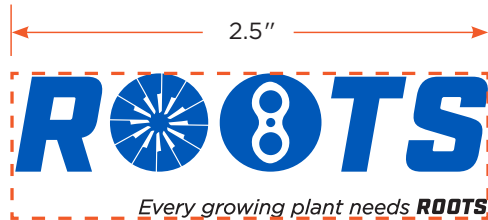
The uniqueness of the tagline logo is enhanced by consistent reproduction using colors as specified here. The primary color palette, must be applied to the signature whenever possible. Reproducing the logo over imagery or other non-brand colors should be avoided.

***NOTE: ROOTS Blue RAL 5002 Ultramarine Blue is strictly for 3D render purposes.**

COLOR	NAME	PANTONE	C	M	Y	K	R	G	B	HEX	RAL
	ROOTS Blue	2935C	100	68	4	0	0	85	184	0055B8	*5002 Ultramarine Blue
	Cool Gray 7	Cool Gray 7C	42	32	31	11	151	153	155	97999B	N/A
	Black	N/A	60	40	40	100	0	0	0	000000	N/A
	White	N/A	0	0	0	0	255	255	255	FFFFFF	N/A

Tagline Signature Minimum Sizings

MINIMUM SIZING FOR SIGNATURE



The tagline logo should never be used smaller than 2.5 inch, or 63 mm in width.

Minimum reproduction sizes are provided to help maintain signature integrity and legibility. Reproducing tagline signatures at sizes smaller than those recommended above is not acceptable.

Tagline Signature Clear Spacings

REFERENCE GUIDE FOR SPACING

CLEAR SPACE FOR SIGNATURE



The minimum clear space is equal to the height of the letter "R" in the logo.

Clear space specifications are provided to help maintain signature integrity and presence when placed in proximity to competing visual elements. Positioning text, graphic elements, or other logos within the recommended clear space is not acceptable (i.e. placing the logo within a sentence or phrase instead of just the name ROOTS).

PLEASE NOTE:

Do not use tagline logos for signage or building needs.

Tagline Signature Don'ts



Don't use the ROOTS and Ingersoll Rand logos together



Don't use the tagline "by Ingersoll Rand"



Don't enclose the signature within a shape



Don't change the color of any parts of the signature



Don't rotate the signature



Don't change the proportion or condense the signature



Don't stretch the signature



Don't create unapproved color combinations that may compromise signature legibility



Don't apply a gradation to the signature



Don't apply a drop shadow



Don't re-typeset the logotype



Don't place the signature on top of distracting patterns or blends



Don't place the signature on top of distracting photographic textures



The above "signature don'ts" are provided to help prevent common signature usage violations.

The ROOTS tagline logo should never appear in customer facing material of any sort with the Ingersoll Rand logo. Indeed, no reference to Ingersoll Rand should be made at all, including the use of Ingersoll Rand taglines.

Note:

When the ROOTS signature is used the image area behind the signature should be dark or light enough and less complex to allow for maximum legibility.

Section 3

Extended Visual System

3.1 Color Palette

3.2 Typography

Color Palettes

PRIMARY COLOR PALETTE

The consistent use of the primary color palette is key to the visual impact and presence of the ROOTS brand.

The ROOTS primary colors are dominant in all brand applications. These colors are also used as accents throughout Strategic Brand communications.

***NOTE: ROOTS Blue**
RAL 5002 Ultramarine Blue
is strictly for 3D render purposes.



ROOTS Blue

Pantone Spot Ink
PMS 2935

Process
C100 M 68 Y 4 K 0

Screen
R 0 G 85 B 184

Hex
#0055B8

RAL
*5002 Ultramarine Blue



Cool Gray 7

Pantone Spot Ink
Cool Gray 7

Process
C 42 M 32 Y 31 K 11

Screen
R 151 G 153 B 155

Hex
#97999B



Black

Pantone Spot Ink
N/A

Process
C 60 M 40 Y 40 K 100

Screen
R 0 G 0 B 0

Hex
#000000







White

Pantone Spot Ink
N/A

Process
C 0 M 0 Y 0 K 0

Screen
R 255 G 255 B 255

Hex
#FFFFFF

COLOR	NAME	PANTONE	C	M	Y	K	R	G	B	HEX	RAL
	ROOTS Blue	2935C	100	68	4	0	0	85	184	0055B8	*5002 Ultramarine Blue
	Cool Gray 7	Cool Gray 7C	42	32	31	11	151	153	155	97999B	N/A
	Black	N/A	60	40	40	100	0	0	0	000000	N/A
	White	N/A	0	0	0	0	255	255	255	FFFFFF	N/A

PANTONE® COLOR SPECIFIERS:

Pantone Matching System (PMS), a proprietary color space used in a variety of industries, primarily printing, though sometimes in the manufacture of colored paint, fabric, and plastics.

The Pantone Color Matching System (PMS) is a standardized color reproduction system. By standardizing the colors, different manufacturers in different locations can all refer to the Pantone system to make sure colors match.

Typography

The ROOTS fonts have been selected for their subtle distinctiveness and legibility. Guidance applies to ROOTS communications and properties.

PRINT USE

Gotham

AaBbCcDdEe
AaBbCcDdEe

REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&

Book Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&

MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&

BOLD TWO
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&

GOTHAM

Gotham is the predominant font in ROOTS stationery and form applications. All information blocks in corporate and strategic brand paperware systems are set in Gotham, as well as all ROOTS branded marketing materials. Gotham can be purchased from www.typography.com. Businesses must purchase individual licenses for all fonts.

DIGITAL USE

Arial

AaBbCcDdEe
AaBbCcDdEe

REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&

ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&

BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&

BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&

ARIAL

Arial is the dominant font when Gotham is not available. It should be used for internal communications, body copy and marketing communications.

Calibri

AaBbCcDdEe
AaBbCcDdEe

REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&

ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&

BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&

BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&

CALIBRI

Default electronic font, used in PowerPoint, Word and other everyday communications.

WEB USE

Gotham

AaBbCcDdEe
AaBbCcDdEe

REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&

ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&

MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&

BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&

GOTHAM

Gotham is the font to be used for all website sites. Demand Generation manages our online presence. Please reach out to demandcenter.global@irco.com for further information.