

**DURAPLAS, INC.**  
**Official Brand Guidelines**

***DuraPlas***<sup>®</sup>  
***SOLUTIONS THAT LAST***

### **Authorized Usage**



#### **The DuraPlas, Inc. Logo**

The DuraPlas logo is a registered trademark of DuraPlas, Inc. Any use of the logo requires prior authorization. Please contact [asentell@duraplas.com](mailto:asentell@duraplas.com) to request logo files and permission for their use.



#### **Blue Logo**

In certain situations, one-colored versions of the logo are necessary, such as if gradient print is not available.



#### **Green Logo**

In certain situations, one-colored versions of the logo are necessary, such as if gradient print is not available.



#### **Grayscale Logo**

In grayscale applications, the DuraPlas logo may be used with the DuraPlas grayscale gradient embedded.



#### **Black Logo**

In black & white applications, the DuraPlas logo may be used in solid black (100% K).



#### **Reversed Logo**

The DuraPlas logo may be used in white when placed on a solid color field.

### Proper Use

#### Backgrounds

The DuraPlas logo may not be placed on top of a photo or image. Please only use the DuraPlas logo on a white or solid color background.

YES



NO



#### Reversed Logos

If the DuraPlas logo needs to be used on a solid block of color, the use reversed white version should be used for high visibility / contrast.



#### Minimum Safe Zone

Always maintain the minimum safe zone of 35% of the height of the logo. This safe zone should extend to all four sides of the logo.



#### Effects

Never add any effects such as drop shadows, bevels, glows, etc. to the DuraPlas logo.



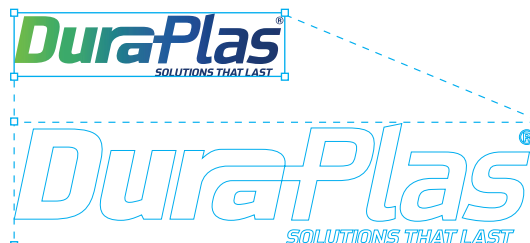
#### Tag Line

The DuraPlas logo may be used without the "Solutions That Last" tag line when small text is not legible or will not reproduce cleanly.



#### Resizing / Scaling

The DuraPlas logo may only be re-sized proportionally. You may not compress, extend or distort the logo to fit a desired area.



### The DuraPlas Color Family



#### Authorized DuraPlas Colors

The DuraPlas logo may only be used with the official DuraPlas Gradient Blend, Pantone Blue 288, Pantone Green 7739, Pantone Black (100% K), Gray (55% K) and White (for reversed applications).

#### DuraPlas Gradient Color Blend

The official DuraPlas Gradient Blend is comprised of a series of color blends transitioning through Pantone Green 7739 to Pantone Blue 288. Use of this gradient in third party designs must be approved by DuraPlas, Inc.

### The DuraPlas Family Pantone Color Book

The DuraPlas Red family of logos is comprised of a combination of Pantone Red 485, Pantone Black, Gray (55% K) and Pantone Orange 021. The following are the only colors authorized for DuraPlas marketing / advertising:



**PANTONE**  
Blue 288

CMYK:	RGB:	Hex/HTML:
C - 100	R - 0	# 002D72
M - 79	G - 45	
Y - 0	B - 114	
K - 37		



**PANTONE**  
Green 7739

CMYK:	RGB:	Hex/HTML:
C - 81	R - 44	# 2C9A42
M - 15	G - 154	
Y - 100	B - 66	
K - 2		



**PANTONE**  
Black

CMYK:	RGB:	Hex/HTML:
C - 65	R - 45	# 2D2926
M - 66	G - 41	
Y - 68	B - 38	
K - 82		

## The DuraPlas Logo Family

### DuraPlas Product & Service Logos

The DuraPlas logo family includes several product and service brands. All DuraPlas family logos are registered trademarks of DuraPlas, Inc. All previously described rules for use apply to any DuraPlas family logos, including but not limited to:

**Dura-Slat<sup>®</sup>**  
POULTRY FLOORING SYSTEM

**Dura-Pad<sup>®</sup>**  
POULTRY NEST PAD

**Dura-Ramp<sup>®</sup>**  
POULTRY NEST RAMPS

**Dura-Flat<sup>®</sup>**  
POULTRY EGG FLATS

**Dura-Flat<sup>HTF</sup>**  
HATCHERY TRANSPORT FLATS

**Dura-Tray<sup>®</sup>**  
POULTRY HATCH TRAYS

**Dura-Box<sup>®</sup>**  
POULTRY CHICK BOXES

**Dura-Gro<sup>®</sup>**  
CHICK FEEDERS

**DuraPlas<sup>ETS</sup>**  
EGG TRANSPORT SYSTEM

**Dura-Tuff<sup>®</sup>**  
SWINE FLOORING SYSTEMS

**Dura-Tuff<sup>®</sup>**  
FARROWING FLOOR SYSTEM

**Dura-Tuff<sup>®</sup>**  
NURSERY FLOOR SYSTEM

**Dura-Lock<sup>®</sup>**  
ANCHORING SYSTEM

**Dura-Bench<sup>®</sup>**  
GREENHOUSE BENCH TOP

**Dura-Bench<sup>ULTRA</sup>**  
GREENHOUSE BENCH TOP

**Ground-Armor<sup>®</sup>**  
GROUND PROTECTION

**Cargo-Armor<sup>®</sup>**  
FREIGHT & TARP PROTECTION

**Yellow-Jacket<sup>®</sup>**  
PLASTIC RACK PROTECTORS

**Mini-Pallets<sup>™</sup>**  
BAGGED PRODUCT TRANSPORT

**Mighty-Max<sup>®</sup>**  
FENCE FEEDER

**Kennel-Tuff<sup>®</sup>**  
PLASTIC KENNEL FLOORING

**Ag-Tuff<sup>®</sup>**  
PAILS, FEEDERS & TUBS

**Dura-Tub<sup>™</sup>**  
SUPPLEMENT FEED CONTAINERS

**PolarPad<sup>™</sup>**  
HEAVY DUTY HVAC PADS

## The DuraPlas Logo Family

### Stand Alone Logos

Some members of the DuraPlas logo family feature stand-alone logos within their markets, including but not limited to:

***Maxi-Lift Inc.***<sup>®</sup>

**SOUTHWEST AGRI-PLASTICS, INC.**<sup>®</sup>

**PolarPad<sup>™</sup>**   
HEAVY DUTY HVAC PADS

 **TUFFSTAND<sup>®</sup>**  
HEAVY DUTY PIPESTANDS

**YellowJacket<sup>®</sup>**   
PLASTIC RACK PROTECTORS

## **Digital Brand Guidelines for Social Sharing**

**DuraPlas, Inc.** welcomes collaboration with our partners and customers through social sharing and tagging. Helping our network of media partners, distributors and customers to grow their digital presence is important to achieving our own goals, and we value any opportunity to create a "win-win" for all of us. We ask that you respect these guidelines when sharing DuraPlas content.

### **CONTENT POLICY:**

We ask that the DuraPlas, Inc. brand as well as our content not be shared in any social media post or video with messaging of a politically-charged nature. As a policy we do not publish content on political, religious, or social issues, and we ask that our content not be shared in these contexts.

### **USE OF ORIGINAL CONTENT:**

DuraPlas' original content should be published "as is" and attributed to DuraPlas wherever it is shared online. Content such as photography, video, brochures and fliers, blog content, press releases, newsletters, and social posts may not be altered without express permission from DuraPlas. Specifically:

#### **Images**

- Images should NOT be edited to alter the appearance of a DuraPlas product, including design, colors, logo or fonts.
- Images should NOT be watermarked or otherwise labeled with a brand other than DuraPlas, except when co-branding is the explicit intent and approved by DuraPlas.
- Images MAY be resized proportionally to fit the intended platform as long as the product is not distorted or degraded in appearance.

#### **Video**

- Videos should NOT be edited to alter the length, content or branding original to the video.
- Videos should NOT be watermarked or otherwise labeled with a brand other than DuraPlas except when co-branding is the explicit intent and approved by DuraPlas.

#### **Written Content**

- Social posts, video descriptions, and blog posts should NOT be republished as original content without express permission from DuraPlas. Instead, we encourage you to use the social platform's sharing feature to repost DuraPlas' original content and ensure proper attribution.

### **ATTRIBUTION, SHARING AND TAGGING:**

We ask that anyone who posts original DuraPlas content on their social channels include attribution to DuraPlas. The best way to do this is to share DuraPlas posts, images and videos using the social platform's "Share" feature rather than posting original DuraPlas content independently. This ensures proper attribution and avoids the appearance of claiming the content as your own.

### Digital Brand Guidelines for Social Sharing

#### ATTRIBUTION, SHARING AND TAGGING (Cont.):

Content can also be attributed to DuraPlas by tagging our profile on the relevant social platform within the body of your post or description.

Example:

*This video was originally created by @duraplasinc  
Check out these tips from @duraplasinc about maintaining your elevator belting  
Bucket image by @duraplasinc from their website: <https://maxilift.com/>*

Depending on the social platform, we ask that you tag DuraPlas whenever posting original DuraPlas content for your audience. Here are our profile names by channel:

Facebook: [@duraplas](#)

LinkedIn: [@DuraPlas-inc](#)

Instagram: [@DuraPlas\\_USA](#)

YouTube: <https://www.youtube.com/channel/UCaMvzFolCmrH770dwroTR6w>

#### QUESTIONS OR LOOKING TO COLLABORATE?

If you have questions about sharing DuraPlas content, or if you want to collaborate with us on new original content that would benefit both of us, let's chat! Please contact us at [info@duraplasinc.com](mailto:info@duraplasinc.com).