Extended Visual System

The visual personality of the Ingersoll Rand brand is brought to life through the use of proprietary graphic elements, imagery, and guidelines. Controlled variety can be achieved through creative choices and consistent application across all communications and media types.
Section 3

Extended Visual System

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3.2 Color Palettes
3.3 Color Usage: Gradients
3.4 Color Usage: Shades and Tints
3.5 Typography
3.6 Collateral Grids: US letter – Vertical
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Extended Visual System Component Overview

Corporate Signatures
Use the signature with tagline on all Ingersoll Rand corporate communications materials (annual report, advertising, website, investor communications, HR, recruitment, etc.)

Exceptions:
Do not use the corporate tagline on:
- Corporate or Strategic Brand stationery applications, such as letterhead, envelopes and business cards
- Corporate or Strategic Brand forms, such as fax and memo sheets
- Signage applications
- Vehicle applications
- Select apparel applications

Strategic Brand Logos
Strategic Brand logos are used as primary brand identifiers on relative Strategic Brand communications.

Primary Color Palette
The Ingersoll Rand primary colors are dominant in all corporate applications. These colors are also used as accents throughout corporate strategic brand communications.

Secondary Color Palette
Secondary colors are derived from the Strategic Brand palettes. They are used as base colors for respective corporate Strategic Brand communications.

Grids
A simple grid system drives consistency through communications while allowing for visual variety.

Typography
The Ingersoll Rand fonts have been selected for their subtle distinctiveness and legibility.

Default fonts for electronic media:
- Arial
- Times

See details on page 3.6.

Graphic Elements
The Ingersoll Rand visual system is anchored in the application of the "progressive curve."

The curve can be interpreted in several ways for variety of execution.
- Line (to divide a layout)
- Edge (to define a field)
- Transparency (to reduce contrast)
- Dimensional object (to interact with imagery)


Imagery
Ingersoll Rand branded imagery is defined by two distinct categories: Progress and Product.

The Progress categories can be used to depict all possible content.
- Environments
- People

See details on page 3.15.
### Color Palettes

#### Primary Color Palette
The consistent use of the primary color palette is key to the visual impact and presence of the Ingersoll Rand brand.

The Ingersoll Rand primary colors are dominant in all corporate applications. These colors are also used as accents throughout Strategic Brand communications.

Emphasis may shift between the primary colors in application as long as Ingersoll Rand red is present.

**Example:**
A predominantly gray and white cover accented by a red signature.

<table>
<thead>
<tr>
<th>Color</th>
<th>Coated Stock</th>
<th>Uncoated Stock</th>
<th>Process</th>
<th>Hex</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ingersoll Rand Red</td>
<td>Coated Stock</td>
<td>Pantone 485C</td>
<td>Pantone Cool Gray 9C</td>
<td>R213 G43 B30</td>
<td>#D52B1E</td>
</tr>
<tr>
<td>Ingersoll Rand Gray</td>
<td>Coated Stock</td>
<td>Pantone 485U</td>
<td>Pantone Cool Gray 9U</td>
<td>R153 G153 B153</td>
<td>#999999</td>
</tr>
<tr>
<td>Black</td>
<td>Process</td>
<td>Pantone 500C</td>
<td>Pantone Cool Gray 9U</td>
<td>R0 G0 B0</td>
<td>#000000</td>
</tr>
<tr>
<td>White</td>
<td>Coated Stock</td>
<td>Pantone Cool Gray 6C</td>
<td>Pantone Cool Gray 9U</td>
<td>R204 G204 B204</td>
<td>#cccccc</td>
</tr>
<tr>
<td>Light Gray</td>
<td>Coated Stock</td>
<td>Pantone Cool Gray 3C</td>
<td>Pantone Cool Gray 9U</td>
<td>R186 G186 B186</td>
<td>#b8b8b8</td>
</tr>
<tr>
<td>Medium Gray</td>
<td>Coated Stock</td>
<td>Pantone Cool Gray 1C</td>
<td>Pantone Cool Gray 9U</td>
<td>R102 G102 B102</td>
<td>#666666</td>
</tr>
<tr>
<td>Dark Gray</td>
<td>Coated Stock</td>
<td>Pantone Cool Gray 11C</td>
<td>Pantone Cool Gray 9U</td>
<td>R112 G112 B112</td>
<td>#333333</td>
</tr>
</tbody>
</table>

#### Secondary Color Palette
Secondary colors are derived from the Strategic Brand palettes. The appropriate use of the secondary color palette is key to the visual impact and presence of Strategic Brands as they relate to the Ingersoll Rand brand.

The Ingersoll Rand secondary colors are dominant in respective Strategic Brand applications.

<table>
<thead>
<tr>
<th>Color</th>
<th>Coated Stock</th>
<th>Uncoated Stock</th>
<th>Process</th>
<th>Hex</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Club Car Gold</td>
<td>Coated Stock</td>
<td>Pantone 485C</td>
<td>Pantone 485U</td>
<td>R188 G188 B188</td>
<td>#BC9B6A</td>
</tr>
<tr>
<td>Thermo King Blue</td>
<td>Coated Stock</td>
<td>Pantone 485U</td>
<td>Pantone 485U</td>
<td>R220 G220 B220</td>
<td>#333333</td>
</tr>
<tr>
<td>Trane Red</td>
<td>Coated Stock</td>
<td>Pantone 485C</td>
<td>Pantone 485U</td>
<td>R220 G220 B220</td>
<td>#333333</td>
</tr>
</tbody>
</table>

#### 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 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.

#### Coated vs. Uncoated
Coated papers have a smooth finish, where the paper is pressed and polished while hot or steamed during the manufacturing process. Since coated paper is less absorbent, the ink to sit on the surface, it remains rich and vibrant. Uncoated is paper without the coated layer which is MORE absorbent, allowing more ink to be absorbed effecting the color.

**Note:** Pantone chips (right) are simulated to demonstrate how coated and uncoated colors can look different.

#### Coated (C) Specifiers

<table>
<thead>
<tr>
<th>Application</th>
<th>Coated Stock</th>
<th>Uncoated Stock</th>
</tr>
</thead>
<tbody>
<tr>
<td>Collateral (cover), signage, vehicles, products, packaging, and apparel (coated paper, plastic, metal, vinyl)</td>
<td>Pantone 485C</td>
<td>Pantone Cool Gray 9C</td>
</tr>
</tbody>
</table>

#### Uncoated (U) Specifiers

<table>
<thead>
<tr>
<th>Application</th>
<th>Coated Stock</th>
<th>Uncoated Stock</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stationery, collateral (interior pages), and packaging (uncoated paper, paperboard, fabric)</td>
<td>Pantone 485U</td>
<td>Pantone Cool Gray 9U</td>
</tr>
</tbody>
</table>
3.3 Extended Visual System

Color Palettes (continued)

Additional Color Specifications
Colors are derived from portfolio brands, product and program identifiers utilized by strategic business units and the Enterprise.

ARQ, Evolution, and Hibon Red
Coated Stock
Pantone 485C
Uncoated Stock
Pantone 485U
Process
C0 M100 Y100 K0
Screen
R237 G28 B36
Hex
#ED1C24

American Standard Blue
Coated Stock
Pantone 293C
Uncoated Stock
Pantone 293U
Process
C100 M80 Y11 K3
Screen
R0 G61 B166
Hex
#003DA6

Advantage Green
Trane Building Advantage
Coated Stock
Pantone 368C
Uncoated Stock
Pantone 368U
Process
C58 M0 Y100 K0
Screen
R120 G190 B32
Hex
#78BE20

Ameristar, Frigoblock, and Hibon Blue
Coated Stock
Pantone 281C
Uncoated Stock
Pantone 281U
Process
C100 M80 Y5 K35
Screen
R0 G50 B108
Hex
#00326C

Ingersoll Rand Beige
Coated Stock
Pantone 4525C
Uncoated Stock
Pantone 4525U
Process
C6 M9 Y39 K16
Screen
R198 G188 B137
Hex
#C6BC89

Metallic Silver
Coated Stock
Pantone 877C
Uncoated Stock
Pantone 877U

CEES Green
Center for Energy Efficiency and Sustainability
Coated Stock
Pantone 355C
Uncoated Stock
Pantone 355U
Process
C100 M0 Y100 K0
Screen
R0 G166 B81
Hex
#00A651

CEES Light Green
Center for Energy Efficiency and Sustainability
Coated Stock
Pantone 351C
Uncoated Stock
Pantone 351U
Process
C20 M0 Y20 K0
Screen
R204 G231 B211
Hex
#CCE7D3

Can used for Ingersoll Rand gray, may not be suitable for text.
### Color Usage: Gradations

**Ingersoll Rand Red**

<table>
<thead>
<tr>
<th>Color</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>C</td>
<td>0</td>
</tr>
<tr>
<td>M</td>
<td>93</td>
</tr>
<tr>
<td>Y</td>
<td>95</td>
</tr>
<tr>
<td>K</td>
<td>51</td>
</tr>
</tbody>
</table>

**Ingersoll Rand Gray**

<table>
<thead>
<tr>
<th>Color</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>C</td>
<td>0</td>
</tr>
<tr>
<td>M</td>
<td>0</td>
</tr>
<tr>
<td>Y</td>
<td>0</td>
</tr>
<tr>
<td>K</td>
<td>51</td>
</tr>
</tbody>
</table>

**Club Car**

<table>
<thead>
<tr>
<th>Color</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>C</td>
<td>0</td>
</tr>
<tr>
<td>M</td>
<td>93</td>
</tr>
<tr>
<td>Y</td>
<td>95</td>
</tr>
<tr>
<td>K</td>
<td>0</td>
</tr>
</tbody>
</table>

**Thermo King***

<table>
<thead>
<tr>
<th>Color</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>C</td>
<td>100</td>
</tr>
<tr>
<td>M</td>
<td>30</td>
</tr>
<tr>
<td>Y</td>
<td>0</td>
</tr>
<tr>
<td>K</td>
<td>0</td>
</tr>
</tbody>
</table>

**Trane**

<table>
<thead>
<tr>
<th>Color</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>C</td>
<td>0</td>
</tr>
<tr>
<td>M</td>
<td>80</td>
</tr>
<tr>
<td>Y</td>
<td>80</td>
</tr>
<tr>
<td>K</td>
<td>0</td>
</tr>
</tbody>
</table>

**Color Gradations**

- Allows greater flexibility for color applications
- Gradations can be used for:
  - collateral covers, back covers and interior spreads
  - presentations, video
  - signage, banners
- Assures compliance, readability, and consistent professional look and feel
3.5 Extended Visual System

Color Usage: Shades and Tints

Color Shades and Tints Overall Advantages
- Allows greater flexibility for color applications
- Colors can be used for:
  - backgrounds
  - transparent overlays
  - copy inset areas
- Assures compliance, readability, and consistent professional look and feel

#### Ingersoll Rand Color Palette

<table>
<thead>
<tr>
<th>Darker Shades</th>
<th>Lighter Tints</th>
</tr>
</thead>
<tbody>
<tr>
<td>+ 40% Black</td>
<td>+ 20% Black</td>
</tr>
<tr>
<td><strong>Ingersoll Rand Red</strong></td>
<td><strong>Ingersoll Rand Red</strong></td>
</tr>
<tr>
<td>C-0 M-93 Y-95 K-40</td>
<td>C-0 M-93 Y-95 K-20</td>
</tr>
<tr>
<td><strong>Ingersoll Rand Gray</strong></td>
<td><strong>Ingersoll Rand Gray</strong></td>
</tr>
<tr>
<td>C-0 M-0 Y-0 K-91</td>
<td>C-0 M-0 Y-0 K-71</td>
</tr>
<tr>
<td><strong>Thermo King Blue</strong></td>
<td><strong>Thermo King Blue</strong></td>
</tr>
<tr>
<td>C-79 M-0 Y-8 K-45</td>
<td>C-79 M-0 Y-8 K-25</td>
</tr>
<tr>
<td><strong>Club Car Gold</strong></td>
<td><strong>Club Car Gold</strong></td>
</tr>
<tr>
<td><strong>Trane Red</strong></td>
<td><strong>Trane Red</strong></td>
</tr>
<tr>
<td>C-0 M-80 Y-80 K-40</td>
<td>C-0 M-80 Y-80 K-20</td>
</tr>
</tbody>
</table>

Avoid using lighter tints for Ingersoll Rand Red.
(Use Ingersoll Rand Gray)

C-79 M-0 Y-6 K-45
C-25 M-37 Y-66 K-45
C-0 M-80 Y-80 K-45
C-0 M-0 Y-0 K-71
C-0 M-93 Y-95 K-6
C-0 M-80 Y-80 K-25
C-25 M-37 Y-66 K-20
C-0 M-0 Y-0 K-51

C-79 M-0 Y-6 K-40
C-25 M-37 Y-66 K-40
C-0 M-80 Y-80 K-40
C-0 M-0 Y-0 K-25
## Typography

### Lucida Sans T

<table>
<thead>
<tr>
<th>Roman</th>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
<th>abcdefghijklmnopqrstuvwxyz</th>
<th>1234567890!@#$%&amp;</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demi</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>1234567890!@#$%&amp;</td>
</tr>
</tbody>
</table>

### Foundry Form Sans

<table>
<thead>
<tr>
<th>Book</th>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
<th>abcdefghijklmnopqrstuvwxyz</th>
<th>1234567890!@#$%&amp;</th>
</tr>
</thead>
<tbody>
<tr>
<td>Italic</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>1234567890!@#$%&amp;</td>
</tr>
<tr>
<td>Demi</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>1234567890!@#$%&amp;</td>
</tr>
</tbody>
</table>

### Foundry Form Serif

<table>
<thead>
<tr>
<th>Book</th>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
<th>abcdefghijklmnopqrstuvwxyz</th>
<th>1234567890!@#$%&amp;</th>
</tr>
</thead>
<tbody>
<tr>
<td>Italic</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>1234567890!@#$%&amp;</td>
</tr>
<tr>
<td>Demi</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>1234567890!@#$%&amp;</td>
</tr>
</tbody>
</table>

### Default Electronic Fonts

<table>
<thead>
<tr>
<th>Font</th>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
<th>abcdefghijklmnopqrstuvwxyz</th>
<th>1234567890!@#$%&amp;</th>
</tr>
</thead>
<tbody>
<tr>
<td>Roman</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>1234567890!@#$%&amp;</td>
</tr>
<tr>
<td>Italic</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>1234567890!@#$%&amp;</td>
</tr>
<tr>
<td>Demi</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>1234567890!@#$%&amp;</td>
</tr>
</tbody>
</table>

The Ingersoll Rand fonts have been selected for their subtle distinctiveness and legibility.

**Lucida Sans T**

Lucida Sans is the predominant font in Ingersoll Rand stationery and form applications. All information blocks in corporate and strategic brand paperware systems are set in Lucida Sans.

Lucida Sans T can be purchased from fonthaus.com. Businesses must purchase individual licences for all fonts.

**Foundry Form Sans**

Foundry Form Sans is the dominant font for internal (other than stationery and forms) and marketing communications.

**Foundry Form Sans Italic**

Foundry Forms Sans Italic is used for large headlines, product names, and call-outs. The implied forward motion of the italic letterform supports and emphasizes the concept of progress.

**Foundry Form Serif**

Foundry Form Serif complements the Sans in internal and marketing communications. It is the preferred font for running body copy.

Foundry Form Sans and Serif can be purchased from foundrytypes.co.uk. Businesses must purchase individual licences for all fonts.
Collateral Grids: US Letter – Vertical

The Ingersoll Rand collateral system is based on a 5-column grid with 19mm margins on all sides (with the exception of the slim jim format, see page 3.11). All typography, graphic elements, and imagery must adhere to the grid system, specified throughout this document.
Collateral Grids: US Letter – Horizontal

The Ingersoll Rand collateral system is based on a 5-column grid with 19mm margins on all sides (with the exception of the slim jim format; see page 3.11). All typography, graphic elements, and imagery must adhere to the grid system, specified throughout this document.
Collateral Grids: A4 – Vertical

The Ingersoll Rand collateral system is based on a 5-column grid with 19mm margins on all sides (with the exception of the slim jim format; see page 3.11). All typography, graphic elements, and imagery must adhere to the grid system, specified throughout this document.
Collateral Grids: A4 – Horizontal

The Ingersoll Rand collateral system is based on a 5-column grid with 19mm margins on all sides (with the exception of the slim jim format; see page 3.11). All typography, graphic elements, and imagery must adhere to the grid system, specified throughout this document.
The Ingersoll Rand slim jim format is based on a 2-column grid with 7.4mm margins on both sides and 14.7mm on top and bottom. All typography, graphic elements, and imagery must adhere to the grid system, specified throughout this document.
Graphic Elements: Progressive Curve A

Progressive Curve A
The Ingersoll Rand visual system is anchored by the application of the “progressive curve.” The curve is a distinctive graphic device derived from the Ingersoll Rand ellipse.

The curve can be interpreted in several ways for variety of execution:
- as an edge (to define a field)
- in transparency (to reduce contrast)

The progressive curve A is used for corporate, and strategic brand print communications.

Applying the element to the portrait format grid
To ensure consistent application, use the grid system to shift the curve vertically, as demonstrated at right.

The curve may not be randomly scaled, rotated, or shifted horizontally.

Applying the element to the slim jim format grid
To ensure consistent application, use the grid system to shift the curve vertically, as demonstrated at right.

The curve may not be randomly scaled, rotated, or shifted horizontally.

An example of this application is the Club Car brochure, page 3.32.
### Graphic Elements: Progressive Curve B

**Progressive Curve B**

Similar to progressive curve A, B uses the same curve set, rotated 180 degrees or “inverted”. The inverted curve is only intended for print application, applied only to the portrait and slim jim format grid.

The progressive curve B is used for corporate, and Strategic Brand print communications.

The inverted curve can also be interpreted in several ways for variety of execution:
- as an edge (to define a field)
- in transparency (to reduce contrast)

---

**Applying the element to the portrait format grid**

Unlike the progressive curve A, B is set in a fixed location on the top portion of the format grid. It cannot be randomly scaled, rotated, or shifted vertically or horizontally.

---

**Applying the element to the slim jim format grid**

Unlike the progressive curve A, B is set in a fixed location on the top portion of the format grid. It cannot be randomly scaled, rotated, or shifted vertically or horizontally.

An example of this application is the Club Car brochure, page 3.32.
**Graphic Elements: Progressive Curve C**

**Progressive Curve C.**
This flatter, more gradual curve is used in applications where a graphic element is used as a header or footer. Progressive curve C can also be used for landscape-oriented formats, as shown below.

The curve can be interpreted in several ways for variety of execution:
- as a line (to divide a layout)
- as an edge (to define a field)
- in transparency (to reduce contrast)
- as a dimensional object (to interact with imagery or other graphic elements)

Applying the element to the portrait format grid
To ensure consistent application, use the grid system to shift the curve vertically, as demonstrated at right.

The curve may not be randomly scaled, rotated, or shifted horizontally.

An example of this application are news releases.

Applying the element to the landscape format grid
To ensure consistent application, use the grid system to shift the curve vertically, as demonstrated at right.

The curve may not be randomly scaled, rotated, or shifted horizontally.

An example of this application is the Club Car brochure, page 3.33.
3.15 Extended Visual System

Imagery

Progress

Motion Environment

People (related to motion)

In Environment

Silhouette

Product

Imagery that illustrates motion and activity supports the concept of “progress” while establishing a branded visual style.

Movement can be expressed through motion of the subject or movement around the subject, as shown in the “people” examples above.

Products shot in situation, in action, set a mood and can depict movement or otherwise be composed in a bold and dynamic way.

Silhouettes are clear, literal translations and are used for product description and specification support.

Note: Sample imagery is for style only. None of the above imagery is owned by Ingersoll Rand or approved for final application. Imagery can be sourced at:

gettyimages.com (previously jupiterimages.com)
istockphoto.com
corbis.com
veer.com
Graphic Component Application: Progressive Curve A

Creating an Ingersoll Rand branded communication piece starts with selecting graphic components above.

Progressive curve A is used for print applications, specifically the portrait and slim jim brochures. For horizontal brochures, use progressive curve C.

The progressive curve A is used for corporate, strategic brand, and portfolio brand print communications.

The above composition uses the extended visual system components: grid, color palette, progressive curve set A (with drop shadow), color gradation, imagery, typography, Strategic Brand logo, and the Ingersoll Rand corporate signature for the endorsement.

The drop shadow above the progressive curve adds dimension by providing additional visual separation between the image and progressive curve. Use of the drop shadow is optional.

Title typography is shown in white or knocked-out (k/o), the preferred treatment. It is important to select imagery that allows for maximum contrast behind type for legibility.

When the image is light enough, an acceptable color for the title line is gray. Avoid using black when possible.

The title line should appear flush left, aligned to the left side of the grid, and can be moved vertically to avoid competing with image subject composition.

In certain cases, the title line can be positioned flush right, aligned to the right side of the grid below the progressive curve A. The curve will need to be shifted vertically to accommodate the title line, resulting in a reduced image area.

The strategic brand logo consistently appears in the upper left corner. The Ingersoll Rand corporate signature is used as an endorsement, and positioned in the lower right corner.
Front Cover: Progressive Curve A Treatments

A – Standard Gradation

B – Transparent Gradation

C – Progressive Twist (ribbon)

Demonstrated above are the approved treatments for applying progressive curve A. It is important not to deviate from these treatments.

Images or text cannot be placed over the progressive curve. Do not use inset images on the cover.

When selecting a treatment, consider the accompanying brochures, and apply the same treatment, furthering the visual brand expression more consistently.

A. Uses the strategic brand color to create the gradation below the curve and the stroke (line) that defines the curve’s edge above the gradation.

B. Uses a percentage of transparent black or gradation of black to create a darker area below the curve’s edge. The strategic brand color is used for to the stroke (line) that defines the curve’s edge above the gradation.

C. The progressive twist is created by filling the shape created by the intersecting curve. The shape is filled using the strategic brand color, gradated in a way that gives the shape dimension or a “ribbon” effect. A stroke (line) of the strategic brand color is added to further enhance dimension.

There is no drop shadow effect for B and C.

It is important to consider imagery when selecting treatments B and C. The progressive curve will obstruct the lower portion of a vertical image.

The corporate signature, when used with treatment B and C, will be knocked-out (k/o) of an image. The image background should be dark enough and less complex to allow for maximum legibility.
Graphic Component Application: Progressive Curve B

Creating an Ingersoll Rand branded communication piece starts with selecting graphic components above.

Use of progressive curve B or inverted curve is restricted to print applications, specifically the portrait and slim jim brochures.

The progressive curve B is only used for corporate and strategic brand print communications.

The above composition uses the extended visual system components: grid, color palette, progressive curve set B (with drop shadow), color gradation, imagery, typography, Strategic Brand logo, and the Ingersoll Rand corporate signature for the endorsement.

Title typography is shown in white or knocked-out (k/o), the preferred treatment. It is important to select imagery that allows for maximum contrast behind type for legibility.

When the image is light enough, an acceptable color for the title line is gray. Avoid using black when possible.

The drop shadow below the progressive curve adds dimension by providing additional visual separation between the image and progressive curve. Use of the drop shadow is optional.

Progressive curve B is locked in position, and cannot be moved vertically. The strategic brand logo consistently appears in the upper left corner. The Ingersoll Rand corporate signature is used as an endorsement, and positioned in the lower right corner.

The corporate signature, when used with progressive curve B, will be knocked-out (k/o) of an image. The image background should be dark enough and less complex to allow for maximum legibility.
Demonstrated above are the approved treatments for applying progressive curve B. It is important not to deviate from these treatments.

**Note:** Images or text cannot be placed over the progressive curve.

When selecting a treatment, consider the accompanying brochures, and apply the same treatment, furthering the visual brand expression more consistently.

**A1** Uses the strategic brand color to create the gradation above the curve and the stroke (line) that defines the curve’s edge below the gradation.

**A2** When a strategic brand logo must appear in positive reproduction, use the treatment above, which utilizes a white background.

**B** Uses a percentage of transparent black or gradation of black to create a darker area above the curve’s edge. The strategic brand color is used for the stroke (line) that defines the curve’s edge below the gradation.

**C** The progressive twist is created by filling the shape created by the intersecting curve. The shape is filled using the strategic brand color, gradated in a way that gives the shape dimension or a “ribbon” effect. A stroke (line) of the strategic brand color is added to further enhance dimension.

There is no drop shadow effect for B and C.
Progressive curve B brochure covers allow for a single product silhouette inset image positioned in the lower left corner. This image is clear of any graphic components, including the progressive curve.

**Note:** Images or text cannot be placed over the progressive curve.

The bottom portion of the cover image can be digitally altered darker to ensure contrast. Text and corporate signature endorsement is readable when knocked-out.

Demonstrated above is a treatment where a transparent background is created under the inset image; this visually anchors the image to the page, rather than floating within the layout.

The background is a vertical gradating black band, darkening as it continues downward (see detail view).
Front Cover: Progressive Curve B with Inset Product Image (continued)

Progressive curve B brochure covers allow for a single product silhouette inset image positioned in the lower left corner. This image is clear of any graphic components, including the progressive curve.

Note: Images or text cannot be placed over the progressive curve.

The bottom portion of the cover image can be digitally altered darker to ensure contrast. Text and corporate signature endorsement is readable when knocked-out.

Demonstrated above is a treatment where a transparent background is created under the inset image, visually anchoring the image to the page, rather than floating within the layout.

The background is a horizontal transparent black band, covering the complete lower section of the page (see detail view).
Back Cover: Boilerplate Graphic

Boilerplate graphic is to appear on the back cover of all corporate, and strategic brand communications.

The graphic can appear knocked-out (k/o) of a gradated background, which is preferred, or Pantone Cool Gray 11 on a white background is acceptable.

There are two versions of the graphic, each has the correct Club Car and Schlage brand logos for positive and negative reproduction.

Note: Visit the Ingersoll Rand brand center for the most current boilerplate graphic and accurate business size ($).
Boilerplate Graphic: Corporate and Strategic Brand

Ingersoll Rand (NYSE:IR) advances the quality of life by creating comfortable, sustainable and efficient environments. Our people and our family of brands—including Club Car®, Ingersoll Rand®, Thermo King® and Trane®—work together to enhance the quality and comfort of air in homes and buildings; transport and protect food and perishables; and increase industrial productivity and efficiency. We are a $13 billion global business committed to a world of sustainable progress and enduring results.

The Strategic Brand logos cannot be altered and must appear in one color (or knocked-out).

A URL of the strategic brand can replace or be added to the URL line. If adding, the preferred location is to the left of the ingersollrand.com. It is not necessary to include the “www” before the web address.

Note: Visit the Ingersoll Rand brand center for the most current boilerplate graphic and accurate business size ($).

Important Note: Always use approved vector artwork when reproducing the graphic above. Do not attempt to recreate or rebuild this artwork.

The graphic demonstrated above is available for download at the Brand Center.

Available file type: EPS (vector artwork).

The boilerplate graphic was designed using the vertical grid system for US letter. However, the graphic can be applied to US horizontal, as well as A4 vertical and horizontal brochures. The graphic is positioned on the back covers, aligned to the bottom and right margins.

The graphic elements included are: corporate signature, boilerplate copy, strategic brand logos, URL, sustainability disclaimer, and copyright line. These elements were designed together to create a distinct appearance and for readability.

The graphic can appear knocked-out (k/o) of a graded background, which is preferred, or Pantone Cool Gray 11 on a white background is acceptable.

Black is shown above for demonstration purposes.

There are two versions of the graphic, each has the correct Club Car and Schlage brand logos for positive and negative reproduction.

Important Note: Always use approved vector artwork when reproducing the graphic above. Do not attempt to recreate or rebuild this artwork.

The graphic demonstrated above is available for download at the Brand Center.

Available file type: EPS (vector artwork).
Ingersoll Rand (NYSE:IR) advances the quality of life by creating comfortable, sustainable and efficient environments. Our people and our family of brands—including Club Car®, Ingersoll Rand®, Thermo King® and Trane®—work together to enhance the quality and comfort of air in homes and buildings, transport and protect food and perishables, and increase industrial productivity and efficiency. We are a $13 billion global business committed to a world of sustainable progress and enduring results.

This boilerplate graphic was designed using the vertical grid system for the slim jim. The graphic elements included are: corporate signature, boilerplate copy, strategic brand logos, URL, sustainability disclaimer, and copyright line. These elements were designed together to create a distinct appearance and for readability.

A URL of the strategic brand can replace or be added to the URL line. If adding, the preferred location is to the left of the ingersollrand.com. It is not necessary to include the “www” before the web address.

The graphic can appear knocked-out (k/o) of a graduated background, which is preferred, or Pantone Cool Gray 11 on a white background is acceptable. Black is shown above for demonstration purposes. The Strategic Brand logos cannot be altered and must appear in one color (or knocked-out). There are two versions of the graphic, each has the correct Club Car and Schlage brand logos for positive and negative reproduction.

Note: Visit the Ingersoll Rand brand center for the most current boilerplate graphic and accurate business size ($).
Boilerplate Graphic: Address Information

Ingersoll Rand (NYSE:IR) advances the quality of life by creating comfortable, sustainable and efficient environments. Our people and our family of brands—including Club Car®, Ingersoll Rand®, Thermo King® and Trane®—work together to enhance the quality and comfort of air in homes and buildings, transport and protect food and perishables, and increase industrial productivity and efficiency. We are a $13 billion global business committed to a world of sustainable progress and enduring results.

Ingersoll Rand (NYSE:IR) advances the quality of life by creating comfortable, sustainable and efficient environments. Our people and our family of brands—including Club Car®, Ingersoll Rand®, Thermo King® and Trane®—work together to enhance the quality and comfort of air in homes and buildings, transport and protect food and perishables, and increase industrial productivity and efficiency. We are a $13 billion global business committed to a world of sustainable progress and enduring results.

Address information was added to the boilerplate graphic, as shown. The block of text is flush left, positioned below the brand logos, aligned left. The baseline of the last text line is aligned to the URL.

Note: Visit the Ingersoll Rand brand center for the most current boilerplate graphic and accurate business size ($).
Boilerplate Graphic: Distributor Panel

A panel for the distributor information is added to the boilerplate graphic, as shown. The panel is the full width clearing the margin area created by the boilerplate graphic, and is positioned below the URL.

Note: Visit the Ingersoll Rand brand center for the most current boilerplate graphic and accurate business size ($).
Ingersoll Rand (NYSE:IR) advances the quality of life by creating comfortable, sustainable and efficient environments. Our people and our family of brands—including Club Car®, Ingersoll Rand®, Thermo King® and Trane®—work together to enhance the quality and comfort of air in homes and buildings, transport and protect food and perishables, and increase industrial productivity and efficiency. We are a $13 billion global business committed to a world of sustainable progress and enduring results.

Ingersoll Rand compressors are not designed, intended or approved for breathing air applications. Ingersoll Rand does not approve specialized equipment for breathing air applications and assumes no responsibility or liability for compressors used for breathing air service.

Nothing contained on these pages is intended to extend any warranty or representation, expressed or implied, regarding the product described herein. Any such warranties or other terms and conditions of sale of products shall be in accordance with Ingersoll Rand’s standard terms and conditions of sale for each product, which are available upon request.

Product improvement is a continuing goal at Ingersoll Rand. Designs and specifications are subject to change without notice or obligation.

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uebas that require disclaimer copy and association logos utilize the back cover as the preferred location.

All additional information beyond the boilerplate graphic must be located below the URL. The layout should clear the margin area created by the boilerplate graphic. A horizontal rule was added to help separate the content.

Note: Visit the Ingersoll Rand brand center for the most current boilerplate graphic and accurate business size ($).
Boilerplate Graphic: Distributor Panel, Association Logos and Disclaimer

Ingersoll Rand (NYSE-IR) advances the quality of life by creating comfortable, sustainable and efficient environments. Our people and our family of brands—including Club Car®, Ingersoll Rand®, Thermo King® and Trane®—work together to enhance the quality and comfort of air in homes and buildings, transport and protect food and perishables, and increase industrial productivity and efficiency. We are a $13 billion global business committed to a world of sustainable progress and enduring results.

Distributed by
ingersollrand.com

The example shown above includes a distributor panel, disclaimer copy and association logos. A rule was not added to the layout, since the distributor panel visually separates the content.

All additional information beyond the boilerplate graphic must be located below the URL. The layout should clear the margin area created by the boilerplate graphic.

Note: Visit the Ingersoll Rand brand center for the most current boilerplate graphic and accurate business size ($).
Cover Samples: Corporate

Progressive Curve A

Title Line
Secondary Title Line Secondary Title Line

A – General Subject (no Image)

B – Subject Specific

Back Cover – Gradation

Progressive Curve B

Title Line
Secondary Title Line Secondary Title Line

A – General Subject (no Image)

B – Subject Specific

Back Cover – White

Above are samples of corporate-level communications. Corporate-level communications should support Ingersoll Rand’s promise, talents, values, and attributes with bold visuals and inspired editorial content.

A. Cover without imagery is predominantly red, and employs basic corporate-level visual elements.

B. Imagery should be evocative and atmospheric. Corporate-level communications should speak to the company as a whole, its culture, its place in the global community, and its vision.

Images or text cannot be placed over the progressive curve. Do not use inset images on the cover.

Note: Visit the Ingersoll Rand brand center for the most current boilerplate graphic and accurate business size ($).
Cover Samples: Ingersoll Rand Strategic Brand

Progressive Curve A

A – Product-Category (no Image)

B – Product-Level

Back Cover – Gradation

Progressive Curve B

A – Product-Category (no Image)

B – Product-Level

Back Cover – White

Above are sample covers for Ingersoll Rand brand communications.

A. Product-category communications may not include an image or may incorporate abstract, textural, or environmental imagery related to the category.

B. Product-level communications become more product dominant and incorporate specific product imagery.

Images or text cannot be placed over the progressive curve. Do not use inset images on the cover.

Note: Visit the Ingersoll Rand brand center for the most current boilerplate graphic and accurate business size ($).
Cover Samples: Strategic Brand

Progressive Curve A

Above are sample covers for Strategic Brand communications.

A. Product-category communications may not include an image or may incorporate abstract, textural, or environmental imagery related to the category.

B. Product-level communications become more product dominant and incorporate specific product imagery.

Images or text cannot be placed over the progressive curve. Do not use inset images on the cover.

Note: Visit the Ingersoll Rand brand center for the most current boilerplate graphic and accurate business size ($).
Cover Samples: Slim Jim

The slim jim brochure can use progressive curve A or B. Progressive curve treatments outlined for the vertical brochure cover can be applied to the slim jim. All typography, graphic elements, and imagery adhere to the Ingersoll Rand grid. See above for position of signatures and boilerplate graphic.

Images or text cannot be placed over the progressive curve. Do not use inset images on the cover.

Note: Visit the Ingersoll Rand brand center for the most current boilerplate graphic and accurate business size ($). Brochure front and back covers, and boilerplate graphic, are available for download at the Brand Center.

Available file type: EPS (vector artwork).
The horizontal brochure uses progressive curve C.

All typography, graphic elements, and imagery adhere to the Ingersoll Rand grid. See above for position of signatures and boilerplate graphic.

Images or text cannot be placed over the progressive curve. Do not use inset images on the cover.

The standard boilerplate graphic was designed using the vertical grid system for US letter. However, the graphic can be applied to US and A4 horizontal brochures. The graphic is positioned on the back cover aligning to the bottom and right margins.

Note: Visit the Ingersoll Rand brand center for the most current boilerplate graphic and accurate business size ($).
All typography, graphic elements, and imagery adhere to the Ingersoll Rand grid.

**Typography**
Several levels of typographic hierarchy are provided for impact and clarity of communication. As shown above, text width can be defined by one or more grid columns.

**Imagery**
Scale and position of images and other graphics are also determined by the columns and margins of the grid.
Typography and Image Application (continued)

All typography, graphic elements, and imagery adhere to the Ingersoll Rand grid.

Typography
Several levels of typographic hierarchy are provided for impact and clarity of communication. As shown above, text width can be defined by one or more grid columns.

Imagery
Scale and position of images and other graphics are also determined by the columns and margins of the grid.
Typography and Image Application (continued)

All typography, graphic elements, and imagery adhere to the Ingersoll Rand grid.

Typography
Several levels of typographic hierarchy are provided for impact and clarity of communication. As shown above, text width can be defined by one or more grid columns.

Imagery
Scale and position of images and other graphics are also determined by the columns and margins of the grid.
The sample above demonstrates a progressive curve treatment on an inside front cover spread.

**Note:** Images or text cannot be placed over the progressive curve.
The sample above demonstrates a progressive curve treatment on an inside front cover spread.

**Note:** Images or text cannot be placed over the progressive curve.
The sample above demonstrates a progressive curve treatment on an inside front cover spread.

**Note:** Images or text cannot be placed over the progressive curve.
The sample above demonstrates a progressive curve treatment on an inside spread. Only use the progressive curve treatment that crosses the gutter when there will be saddle stitch binding.

Note: Images or text cannot be placed over the progressive curve.
The sample above demonstrates a progressive curve treatment on an inside spread. Only use the progressive curve treatment that crosses the gutter when there will be saddle stitch binding.

**Note:** Images or text cannot be placed over the progressive curve.
Ingersoll Rand corporate folders carry corporate level communications, including press releases, sales literature, and product information.

The front cover is predominantly red and employs basic corporate-level visual elements. The interior prints full bleed Pantone Cool Gray 9 with a rounded pocket derived from the progressive curve element. The business card die-cuts are also curved, as illustrated in the above schematic.
Folder: Strategic Brand

Strategic Brand folders carry strategic brand-level communications, including press releases, sales literature, and product information.

The front cover is predominantly Strategic Brand color and employs basic strategic brand-level visual elements. The interior prints full bleed Pantone Cool Gray 9 with a rounded pocket derived from the progressive curve element. The business card die-cuts are also curved, as illustrated in the above schematic.
Ingersoll Rand has two levels of portfolio brands. Primary level portfolio brand communications share a common format applying the progressive curves, an endorsement logo, image style and typography. Secondary level portfolio brands feature Ingersoll Rand visual elements subtly applied using only image style and typography. The boilerplate graphic specific to portfolio brands is applied to all portfolio brand back covers.
Primary Level Portfolio Brands

Primary level portfolio brand communications share a common format and overall visual character. Differentiation is achieved through images, content and product identities. The Ingersoll Rand brand is applied using progressive curves, an endorsement logo, image style and typography.

Portfolio brand communications utilize progressive curve A and its respective approved graphic treatments as demonstrated on page 3.16.

Portfolio brand identities retain their color palettes and can influence typographic color application.

Portofolio brand communications utilize progressive curve A and its respective approved graphic treatments as demonstrated on page 3.16.

The boilerplate graphic specific to all portfolio brands is applied to back covers. The portfolio brand name is referred to in the first line of the boilerplate copy.

The boilerplate graphic can appear knocked-out (k/o) of a gradated background (as shown), which is preferred, or Pantone Cool Gray 11 on a white background.

Note: Visit the Ingersoll Rand brand center for the most current boilerplate graphic and accurate business size ($).
Secondary Level Portfolio Brands

Secondary level portfolio brands feature Ingersoll Rand visual elements subtly applied using only image style and typography.

Secondary level portfolio brands don’t utilize a strong connection to Ingersoll Rand to help them differentiate the position of their brand to other similar brands in a product portfolio. For this reason the endorsement logo is not used with secondary level portfolio brands.

The decision to apply secondary level branding is made through a partnership between the business and brand management.

Portfolio brand identities retain their color palettes and can influence typographic color application.

The boilerplate graphic specific to all portfolio brands is applied to back covers. The portfolio brand name is referred to in the first line of the boilerplate copy.

The boilerplate graphic can appear knocked-out (k/o) of a solid color background, or Pantone Cool Gray 11 on a white background (as shown).

Note: Visit the Ingersoll Rand brand center for the most current boilerplate graphic and accurate business size ($).
The boilerplate graphic was designed using the vertical grid system for US letter. However, the graphic can be applied to US horizontal, as well as A4 vertical and horizontal brochures. The graphic is positioned on the back covers, aligned to the bottom and right margins.

The graphic elements included are: corporate signature, boilerplate copy, URL, sustainability disclaimer, and copyright line. These elements were designed together to create a distinct appearance and for readability.

The portfolio brand name is inserted where indicated <Brand Name> in the first line of the boilerplate copy. Only one brand name can appear, and the rest of the copy cannot be altered.

The graphic can appear knocked-out (k/o) when placed on a gradated background, and as Pantone Cool Gray 11 on a white background.

Black is shown above for demonstration purposes.

A URL of the portfolio brand can replace or be added to the URL line. If adding, the preferred location is to the left of the ingersollrand.com. It is not necessary to include the “www” before the web address.

Note: Visit the Ingersoll Rand brand center for the most current boilerplate graphic and accurate business size ($).

Important Note: Always use approved vector artwork when reproducing the graphic above. Do not attempt to recreate or rebuild this artwork.

The graphic demonstrated above is available for download at the Brand Center.

Available file type: EPS (vector artwork).
Expanded Communications

Expanded communications are any branded communications beyond standard brochures. These include a single-sheet two page (front/back), or multi-page; product-level specification sheet, data sheet, case study, newsletter, etc. Each piece would include standard graphic components and a boilerplate graphic specific to expanded communications applied to the bottom of the back page.
Product-Level Specification Sheet

A product-level specification sheet cover uses the same branding elements as a Strategic Brand. Only progressive curve A and its respective approved graphic treatments are used (as demonstrated on pages 3.17 and 3.18).

Note: Images or text cannot be placed over the progressive curve.

The boilerplate graphic on the back is specific to expanded communications, and is available in two versions, with Strategic Brand logos (option A) or without (option B). See pages 3.57 and 3.58 for details.

The boilerplate graphic can appear as Pantone Cool Gray 11 or black.

Note: Visit the Ingersoll Rand brand center for the most current boilerplate graphic and accurate business size ($).

For collateral applications, use the Ingersoll Rand corporate signature version with the registered trademark symbol (®).
### Product-Level Specification Sheet (continued)

A product-level specification sheet cover uses the same branding elements as a Strategic Brand. Only progressive curve B and its respective approved graphic treatments are used (as demonstrated on pages 3.19 and 3.20).

The boilerplate graphic on the back is specific to expanded communications, and is available in two versions, with Strategic Brand logos (option A) or without (option B). See pages 3.57 and 3.58 for details.

The boilerplate graphic can appear as Pantone Cool Gray 11 or black.

**Note:** Visit the Ingersoll Rand brand center for the most current boilerplate graphic and accurate business size ($). For collateral applications, use the Ingersoll Rand corporate signature version with the registered trademark symbol (®).

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**TS-200/TS300**  
 **Secondary Copy Line Secondary Copy Line**  
 **Lorem ipsum dolor sit amet, consectetur adipiscing elit**

<table>
<thead>
<tr>
<th>Feature</th>
<th>Model</th>
<th>300</th>
<th>600</th>
<th>700</th>
<th>900</th>
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<td>2,020</td>
</tr>
<tr>
<td>Striking Rate (bpm)</td>
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<td>Tool Diameter (in)</td>
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<td>1.7</td>
<td>1.9</td>
<td>2.1</td>
<td>2.3</td>
</tr>
</tbody>
</table>

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**Lorem ipsum dolor sit amet, consectetur adipiscing elit**

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**Boilerplate Graphic for Expanded Communications Option B**

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©2015 Ingersoll Rand

We are committed to using environmentally conscious print practices.

ingersollrand.com

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**Front**

**Back**

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Ingersoll Rand (NYSE:IR) advances the quality of life by creating comfortable, sustainable and efficient environments. Our people and our family of brands—including Club Car®, Ingersoll Rand®, Thermo King® and Trane®—work together to enhance the quality and comfort of air in homes and buildings, transport and protect food and perishables, and increase industrial productivity and efficiency. We are a $13 billion global business committed to a world of sustainable progress and enduring results.
An expanded data sheet can be a letter sized two-page document, or a tabloid sheet folded in half, creating a four-page document.

The cover utilizes a modified progressive curve for the header area. The lower portion of the back, or last page, has an area reserved for the boilerplate graphic.

All typography, graphic elements, and imagery adhere to the Ingersoll Rand grid.

Several levels of typographic hierarchy are provided for impact and clarity of communication. As shown above, text width can be defined by one or more grid columns.

Scale and position of images and other graphics are also determined by the columns and margins of the grid.

The boilerplate graphic on the back is specific to expanded communications, and is available in two versions, with Strategic Brand logos (option A) or without (option B). See pages 3.57 and 3.58 for details.

The boilerplate graphic can appear as Pantone Cool Gray 11 or black.

Note: Visit the Ingersoll Rand brand center for the most current boilerplate graphic and accurate business size ($).
Case Study

A case study can be a letter sized two-page document, or a tabloid sheet folded in half, creating a four-page document. The cover utilizes a modified progressive curve for the header area. The lower portion of the back, or last page, has an area reserved for the boilerplate graphic.

All typography, graphic elements, and imagery adhere to the Ingersoll Rand grid.

Several levels of typographic hierarchy are provided for impact and clarity of communication. As shown above, text width can be defined by one or more grid columns.

Scale and position of images and other graphics are also determined by the columns and margins of the grid.

The boilerplate graphic on the back is specific to expanded communications, and is available in two versions, with Strategic Brand logos (option A) or without (option B). See pages 3.57 and 3.58 for details.

The boilerplate graphic can appear as Pantone Cool Gray 11 or black.

Note: Visit the Ingersoll Rand brand center for the most current boilerplate graphic and accurate business size ($).

Document Title
Foundry Form Sans Italic
30pt., -15 tracking

Document Sub-Title
Foundry Form Sans Demi
9.5/18.5pt., -15 tracking

Title
Foundry Form Sans Demi
24pt., -15 tracking

Sub-Title
Foundry Form Sans Book
22/24pt., -15 tracking

Intro Copy
Foundry Form Sans Italic
14/16pt., -15 tracking

Sub-Headlines
Foundry Form Sans Demi
14/16pt., -15 tracking

Text
Foundry Form Sans Book
10/16pt.

Captions
Foundry Form Sans Demi
8.5/12pt.
**Case Study: Non-Bleed Version**

### Project Title/Facility Location

**Location**


**Solution**


**Result**


### June 2012


Note: Visit the Ingersoll Rand brand center for the most current boilerplate graphic and accurate business size ($).
An overview/newsletter can be a letter sized two-page document, or a tabloid sheet folded in half, creating a four-page document. The cover utilizes a modified progressive curve for the header area. The lower portion of the back, or last page, has an area reserved for the boilerplate graphic.

All typography, graphic elements, and imagery adhere to the Ingersoll Rand grid. Several levels of typographic hierarchy are provided for impact and clarity of communication. As shown above, text width can be defined by one or more grid columns. Scale and position of images and other graphics are also determined by the columns and margins of the grid.

The boilerplate graphic on the back is specific to expanded communications, and is available in two versions, with Strategic Brand logos (option A) or without (option B). See pages 3.57 and 3.58 for details.

For collateral applications, use the Ingersoll Rand corporate signature version with the registered trademark symbol (®). When using the signature with tagline, the registered trademark symbol is not used.

Note: Visit the Ingersoll Rand brand center for the most current boilerplate graphic and accurate business size ($).
An overview/newsletter can be a letter sized two-page document, or a tabloid sheet folded in half, creating a four-page document.

The cover utilizes a modified progressive curve for the header area. The lower portion of the back, or last page, has an area reserved for the boilerplate graphic.

All typography, graphic elements, and imagery adhere to the Ingersoll Rand grid.

Several levels of typographic hierarchy are provided for impact and clarity of communication. As shown above, text width can be defined by one or more grid columns. Scale and position of images and other graphics are also determined by the columns and margins of the grid.

The boilerplate graphic on the back is specific to expanded communications, and is available in two versions, with Strategic Brand Logos (option A) or without (option B). See pages 3.57 and 3.58 for details.

The boilerplate graphic can appear as Pantone Cool Gray 11 or black.
Boilerplate Graphic: Expanded Communications – Option A

Ingersoll Rand (NYSE:IR) advances the quality of life by creating comfortable, sustainable and efficient environments. Our people and our family of brands—including Club Car®, Ingersoll Rand®, Thermo King® and Trane®—work together to enhance the quality and comfort of air in homes and buildings; transport and protect food and perishables; and increase industrial productivity and efficiency. We are a $13 billion global business committed to a world of sustainable progress and enduring results.

We are committed to using environmentally conscious print practices.

Important Note:
Always use approved vector artwork when reproducing the graphic above. Do not attempt to recreate or rebuild this artwork.

The graphic demonstrated above is available for download at the Brand Center.
Available file type: EPS (vector artwork).

The boilerplate graphic option A for expanded communications was designed using the vertical grid system for US letter.

The graphic elements included are: corporate signature, boilerplate copy, strategic brand logos, URL, sustainability disclaimer, and copyright line. These elements were designed together to create a distinct appearance and for readability.

The graphic can appear in Pantone Cool Gray 11 or black on a white page.

The Strategic Brand logos cannot be altered and must appear in one color.

A URL of the strategic brand can replace or be added to the URL line. If adding, the preferred location is to the left of the ingersollrand.com. It is not necessary to include the "www" before the web address.

Note: Visit the Ingersoll Rand brand center for the most current boilerplate graphic and accurate business size ($).
Boilerplate Graphic: Expanded Communications – Option B

The boilerplate graphic option B for expanded communications was designed using the vertical grid system for US letter.

The graphic elements included are: corporate signature, boilerplate copy, URL, sustainability disclaimer, and copyright line. These elements were designed together to create a distinct appearance and for readability.

A URL of the strategic brand can replace or be added to the URL line. If adding, the preferred location is to the left of the ingersollrand.com. It is not necessary to include the "www" before the web address.

**Note:** Visit the Ingersoll Rand brand center for the most current boilerplate graphic and accurate business size ($).

**Important Note:** Always use approved vector artwork when reproducing the graphic above. Do not attempt to recreate or rebuild this artwork.

The graphic demonstrated above is available for download at the Brand Center.

Available file type: EPS (vector artwork).
Advertisement: Print – Corporate

Demonstrated above is a corporate advertisement. The composition uses the extended visual system components: grid, color palette, progressive curve set A (with drop shadow), color gradation, imagery, typography, and the Ingersoll Rand signature with tagline.

The family of brands graphic was used below the content area at the bottom of the page.

Note: For advertisement applications, use the Ingersoll Rand corporate signature version with the registered trademark symbol (®). When using the signature with tagline, the registered trademark symbol is not used.
Advert: Print – Strategic Brand

Demonstrated above is a Strategic Brand print advertisement. The composition uses the extended visual system components: grid, color palette, progressive curve, imagery, and typography.

Note: Images or text cannot be placed over the progressive curve.

A. This version displays the corporate signature for the endorsement and message copy that further connects the Strategic Brand with Ingersoll Rand.

B. The Ingersoll Rand family of brands graphic is presented at the bottom of the advertisement.

Note: For advertisement applications, use the Ingersoll Rand corporate signature version with the registered trademark symbol (®).
**Advertisement: Video – Strategic Brand**

**A.** This version displays the corporate signature for the endorsement and message copy that further connects the Strategic Brand with Ingersoll Rand.

**B.** The Ingersoll Rand family of brands graphic is presented at the bottom of the advertisement.

**Note:** For advertisement applications, use the Ingersoll Rand corporate signature version with the registered trademark symbol (®).
All PowerPoint presentations employ basic corporate-level visual elements.

There are two versions for the corporate title slide, gray and color. The grey version is preferred since when printed uses less color toner (ink).

The gray title slide consists of a full-bleed graphic background, with the Ingersoll Rand signature and tagline in the upper left corner.

The color title slide is similar to the gray, but uses a red gradation.

**Note:** Arial is the font to be used in all PowerPoint presentations. The color is dark gray R85, G85, and B85. When the color title slide used, the font color is white.

PowerPoint presentation templates can be downloaded through the Brand Center. Both standard version 4:3 and wide version 16:9 (demonstrated above) are available.
The Ingersoll Rand extended color palette allows for variety in graphs, tables, and charts.

**Content Slide**

Content slides are predominantly white with the corporate color red applied to paragraph headers. Dark gray is used for all text and page numbers. The corporate signature is positioned at top right.

The closing slide has the corporate signature with tagline. This slide is for viewing only. It is not necessary to print this slide.

**Closing Slide**

**Note:** Arial is the font to be used in all PowerPoint presentations. The color is dark gray R85, G85, and B85.

PowerPoint presentation templates can be downloaded through the Brand Center. Both standard version 4.3 and wide version 16.9, (demonstrated above) are available.
PowerPoint: Strategic Brand – Title Slide

The gray title slide consists of a full bleed-graphic background, with the Strategic Brand logo positioned at top left corner. The corporate signature appears in dark gray at the bottom right.

The color title slide is similar to the gray version, but uses color gradations, and the corporate signature in the lower right appears in white.

Note: Arial is the font to be used in all PowerPoint presentations. The color is dark gray R85, G85, and B85. When the color title slide used, the font color is white.

PowerPoint presentation standard version (4.3) templates can be downloaded through the Brand Center.

All PowerPoint presentations employ basic Strategic Brand level visual elements.

There are two versions for the title slide, gray and color. The grey version is preferred since when printed uses less color toner (ink).

Gray Title Slide (preferred)

Color Title Slide
PowerPoint: Strategic Brand – Title Slide (continued)
PowerPoint: Strategic Brand – Title Slide (continued)
**PowerPoint: Strategic Brand – Content and Closing Slide**

The Ingersoll Rand extended color palette allows for variety in graphs, tables, and charts.

- R213 G43 B30
- R102 G102 B102
- R186 G186 B186
- R0 G185 B228

Content slides are predominantly white with the respective Strategic Brand color applied to all paragraph headers. Dark gray is used for all text and page numbers. The Strategic Brand logo is positioned at top right.

The closing slide consists of the Strategic Brand logo centered with the corporate signature endorsement positioned in the lower right. This slide is for viewing only. It is not necessary to print this slide.

**Note:** Arial is the font to be used in all PowerPoint presentations. The color is dark gray R85, G85, and B85.

PowerPoint presentation standard version (4:3) templates can be downloaded through the Brand Center.
Contacts

Questions About Standards Application and Strategy

Guidelines Help Desk
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Access Brand Information, Standards Documentation, and Graphic Assets

Ingersoll Rand Brand Center
http://company.ingersollrand.com/ircorp/brandcenter.html