

**PELTON
SHEPHERD**
TRUSTED WHEN **TEMPERATURE** MATTERS

BRAND GUIDE

About This Guide	2
About Pelton Shepherd	3
Positioning	5
Brand Architecture	8
Graphic Identity	
Logo	10
Color	13
Typography	14
Product Line	15
Applications	19

ABOUT THIS GUIDE

The guidelines on the following pages set the foundation for presenting the Pelton Shepherd brand and product family in a unified and consistent way.

As a third generation company, we have never forgotten our roots of providing quality products and superior customer service.

Our brand is more than a logo. It's the culmination of what we offer our customers and partners every day.

We continue to work diligently to build an innovative and trusted brand in response to the growing need for refrigerants used in the shipping of perishable goods.

ABOUT PELTON SHEPHERD

In today's rapidly changing world, you need partners who understand your business and can work with you to grow it. You look for supplier partners who help you create solutions, as well as free up your time and resources so you can focus on pushing your business ahead.

For over 60 years, **Pelton Shepherd** has had a keen focus on being the best in refrigerants for the cold chain industry. Because we are lean and agile, we get to know you and your business on a personal level – and create solutions that are tailored to your unique business needs. As you change and grow, **Pelton Shepherd** can change and grow with you.

With a broad array of best-in-class refrigerant solutions, and a vast network of packaging and distributor partners, **Pelton Shepherd** proactively works with you to create the best quality, most efficient packaging solutions for your cold chain needs. And, because you can count on the quality of both their products and services – from durable gel packs to cold storage to “just in time” forecasting and shipping – you can trust that your shipments will arrive when, where and how they should – every time.

ABOUT PELTON SHEPHERD

Pelton Shepherd products and services include:

- **Glacier Refrigerants** A wide variety of high quality, cost effective refrigerants for all your cold chain needs
- **Environmental Refrigerants** Innovative new sustainable refrigerants that are drain-safe with patented ingredients that allow them to be flash-frozen without deforming, and to be used as plant food when diluted with water
- **Specialty Phase Change Materials** (PCMs) such as controlled room temperature (CRT) packs
- **A vast network** of leading packaging companies and distributors to create custom cold chain packaging
- **Six manufacturing sites** and a network of **over 50 cold storage facilities** around the country for reduced shipping costs and quick delivery times
- **A “just in time” frozen delivery program** to help you manage the refrigerant supply chain from forecasting to the logistics of your product being packed out and sent to the consumer

With **Pelton Shepherd** you'll have the confidence that your shipments will get there in the right condition – and a partnership that helps you succeed and grow.

POSITIONING

BRAND ESSENCE

Agile cold chain solutions

CORE BENEFIT

Partnering for your success
with cold chain solutions tailored to your
needs in a changing world

TARGET MARKET

Companies shipping products
that need to maintain temperature

FRAME OF REFERENCE

Cold chain packaging industry

BRAND PILLARS

Trusted Expertise
Commitment to Quality
Nimble Partners
Sustainability & Innovation

POSITIONING STATEMENT

I need partners who understand my business and can create cold chain solutions that will help me succeed. They need to know my business as well as I do.

(Customer Insight)

For companies shipping products that need to maintain temperature,

(Target Market)

Pelton Shepherd is the cold chain solutions company

(Frame of Reference)

that meets your unique cold chain needs with the best refrigerant products and solutions.

(Functional Benefit)

Because they get to know your business, and have the products, expertise and agility to create solutions in a rapidly changing world –

(Reason to Believe)

so that you feel the accomplishment of seeing your business grow and succeed.

(Emotional Benefit)

committed
focused
expert
flexible
fast
nimble
family focused
friendly
a partner

BRAND ARCHITECTURE

*Pelton Shepherd is trusted when
temperature matters.*



GRAPHIC IDENTITY



LOGO

Full Color

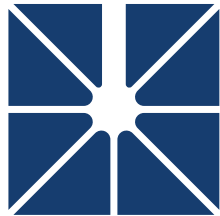
Use full color logo whenever possible. This is the primary logo and tagline lock-up for the Pelton Shepherd brand.



**PELTON
SHEPHERD**
TRUSTED WHEN **TEMPERATURE** MATTERS

One Color

When color is limited, use logo in blue or black.



**PELTON
SHEPHERD**
TRUSTED WHEN **TEMPERATURE** MATTERS



**PELTON
SHEPHERD**
TRUSTED WHEN **TEMPERATURE** MATTERS

LOGO USAGE

Spacing

Free space around the logo should be equal to the outlined box adjusted to scale.



Minimum size

Small sizes will affect the tagline's readability. At the smallest sizes use logo without tagline.



Reverse

Use full color logo whenever possible. If required, the logo may be reversed out of solid color to white. Limit use of the reversed logo.



ALTERNATE LOGO

Option 1

For marketing and promotional purposes this alternate logo and tagline lock-up may be used to emphasize the Pelton Shepherd corporate tagline.



TRUSTED WHEN
TEMPERATURE
MATTERS

Option 2



TRUSTED WHEN
TEMPERATURE
MATTERS

COLOR

Primary Colors

Corporate Colors



PANTONE 1788 C
C 0 M 96 Y 83 K 0
R 238 G 45 B 56
#ee2d38



PANTONE 541 C
C 100 M 84 Y 30 K 16
R 27 G 62 B 111
#1b3e6f

Secondary Colors

Corporate Colors



PANTONE 2925 C
C 77 M 25 Y 0 K 0
R 0 G 154 B 222
#009ade



Black
C 100 M 0 Y 0 K 0
R 35 G 31 B 32
#231f20

Product Line Colors



PANTONE 7472 C
C 64 M 7 Y 34 K 0
R 87 G 182 B 178
#57b6b2



PANTONE 3561 C
C 59 M 0 Y 100 K 0
R 115 G 194 B 0
#73c200



PANTONE 7550
C 18 M 45 Y 100 K 0
R 210 G 144 B 0
#d2900

TYPOGRAPHY

Red Hat Display

*Used in headers
and large display text*

[Download font](#)

BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Red Hat Text

*Used in body copy
and small text sizes*

[Download font](#)

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

PRODUCT LINE

Glacier Temp

This is the primary logo and tagline lock-up and color palette for the Glacier Temp product line.



GLACIERTEMP

TRUSTED WHEN **COLD** MATTERS

Terra Temp

This is the primary logo and tagline lock-up and color palette for the Terra Temp product line.



TERRATEMP

TRUSTED WHEN **SUSTAINABILITY** MATTERS

Cura Temp

This is the primary logo and tagline lock-up and color palette for the Cura Temp product line.



CURATEMP

TRUSTED WHEN **ACCURACY** MATTERS

PRODUCT NAMES



GLACIERTEMP

TRUSTED WHEN **COLD** MATTERS

Product Logo Example

Follow this example when creating product logos. Use the Bold and Medium font weight and appropriate product line color. Pelton Shepherd blue can always be used within all product line materials.

GLACIERICE

GLACIERICE

**GLACIER
FOAM BRICK**

**GLACIER
FOAM BRICK**

**GLACIER
MOISTURE
GUARD**

**GLACIER
MOISTURE
GUARD**

Red Hat Display Bold
100% Color

GLACIERICE

Red Hat Display Medium
55% Color

ALTERNATE LOGO

Glacier Temp

For marketing and promotional purposes this alternate logo and tagline lock-up may be used to emphasize the Glacier Temp product line tagline.



TRUSTED
WHEN **COLD**
MATTERS

Terra Temp

For marketing and promotional purposes this alternate logo and tagline lock-up may be used to emphasize the Terra Temp product line tagline.



TRUSTED WHEN
SUSTAINABILITY
MATTERS

Cura Temp

For marketing and promotional purposes this alternate logo and tagline lock-up may be used to emphasize the Cura Temp product line tagline.



TRUSTED WHEN
ACCURACY
MATTERS

TAGLINES

Pelton Shepherd

In limited cases, the corporate tagline may be used separated from the logo. For example, on the back of a business card.

TRUSTED WHEN **TEMPERATURE** MATTERS

In very limited cases, product line taglines may be used separated from the product line logo. For example, in a horizontal digital banner where space is limited.

Glacier Temp

Product line tagline

TRUSTED WHEN **COLD** MATTERS

Terra Temp

Product line tagline

TRUSTED WHEN **SUSTAINABILITY** MATTERS

Cura Temp

Product line tagline

TRUSTED WHEN **ACCURACY** MATTERS

APPLICATIONS



TRUSTED WHEN
TEMPERATURE
MATTERS

TIM SHEPHERD
EXECUTIVE VICE PRESIDENT

tim.shepherd@peltonshpherd.com
209.460.0893
209.712.5569 **CELL**
209.460.1009 **FAX**

Pelton Shepherd Headquarters
812 Luce Ave # B
Stockton, California 95203
peltonshpherd.com



CALIFORNIA TEXAS MISSOURI
GEORGIA OHIO NEW JERSEY

TRUSTED WHEN **TEMPERATURE** MATTERS

Folder/Business Card

Use Pelton Shepherd graphic identity elements on all corporate materials.

PACKAGING



One Color

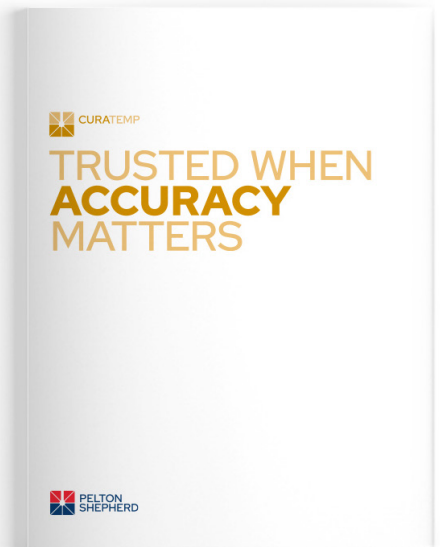
Use one color logo with tagline on shipping boxes.

PRODUCT PACKAGING



One Color
Use the product line color
or Pelton Shepherd navy
on product packages.

PROMOTIONAL MATERIALS



Logos and Taglines

Avoid using two taglines on the cover of promotional materials.

Pelton Shepherd Headquarters
812 Luce Ave # B
Stockton, California 95203

209.460.0893

peltonshepherd.com