



Whelen Engineering

BRAND GUIDELINES

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2017

Logos

Bowtie



TTP



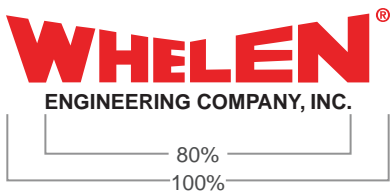
W



Europe



Tagline Engineering Co.



ENGINEERING COMPANY, INC.
Must be 80% of the Whelen
Bowtie Logo.
Font: **Helvetica Bold**

Motorsports (MTRS)



Motorsports (Racing)



Common Misuses of Logos

For over 65 years Whelen has been working hard to brand the red Whelen Bowtie logo. It is very important that you don't alter the shape, color or any other attribute of the logo. The logo should not be masked by any other object. There should be a reasonable space between the logo and other objects to clutter. Below are some common mistakes that could easily be made.

DO NOTs

- Change any of the colors of the red gradient.
- Change the Whelen logo to any color but the red given, black, gray or white.
- Lighten the Whelen logo or change the opacity. It should not be masked by any other layer either.
- Take away, alter or hide the register mark (®).
- Change the shape or type out a "similar" version of the logo. You may use the red given to highlight the Whelen name on a document but do not try insinuate something that isn't the Whelen bowtie as the Whelen logo.
- Put any other objects near the Whelen bowtie to insinuate that you are affiliated with Whelen.
- Flip, rotate or distort the Whelen bowtie.
- Outline the Whelen "Bowtie".



This was a list of a few common mistakes. The best thing to do is use the proper Whelen Logos that are given you by Whelen.

Shirts

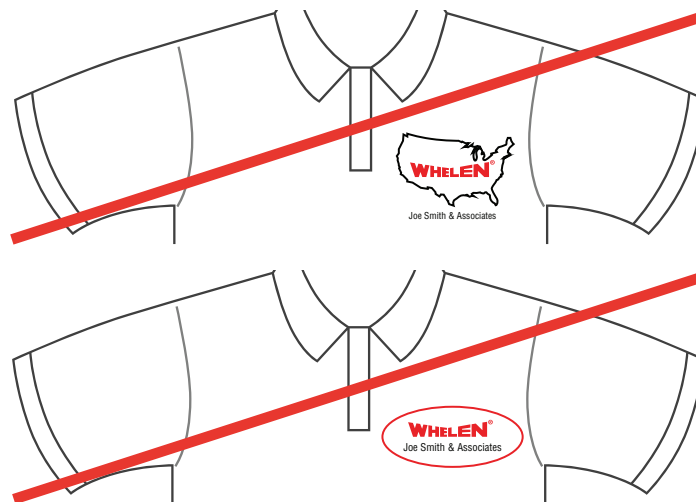
Correct

Logo must be separated with any other logo or text besides the approved.



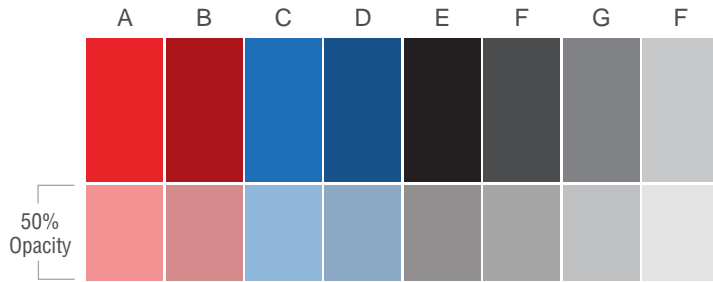
Incorrect

Shapes, Text and/or Logos surrounding the Whelen "Bowtie" besides the text approved in this document is discouraged. No other logos next to or bigger than the Whelen "Bowtie".



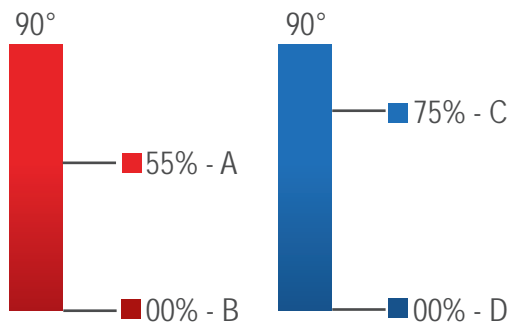
Colors

Solids



H	359	0	210	211	0	0	0	0
S	83	85	78	80	0	0	0	0
B	90	67	72	55	0	15	51	75
R	230	172	40	28	0	77	130	191
G	38	25	111	83	0	77	130	191
B	41	26	183	140	0	77	130	191
C	3	3	85	85	0	0	0	0
M	98	98	55	55	0	0	0	0
Y	96	96	0	0	0	0	0	0
K	0	30	0	30	100	85	60	25
WEB	E62629	AC191A	286FB7	1C538C	000	333	828282	CCC
PMS	186	1797	301	282	Black	431	Cool Gray 8	421
TTP	•				•		•	

Gradients



TM & Register

OR™ Series
 OS™ Series
 12 VDC or 12/24 VDC
115 VAC
 2" Round
 2G
 360-LED™
 4" Round
 4500 Plus Build-a-Bar
 5G
 5mm LED
 ActionFlash™
 ActionScan™
 airhorn
 alley lights
 Alpha™
 AMP Mate-N-Lok®
Avenger®
 Avenger® II
B-Link™
 back-up
 Beta™
 brake light
 brake/tail/turn
Broadcaster™
 build-up
 built-in
 CalFlash™
 CalScan™
CANport™
CANnect™
 CanTro®
 CanTro® WC
 CenCom®
 CenCom Sapphire™
CenCom Carbide™
 Century Elite™
 Century™
 chrome-plated
 Clip-Lock™
Cobra® Safety-Alert®
 collimator
 ComAlert™
 Comet Flash®
 Competitor Plus™
 Competitor™
 CON3™
 Continuum™
 Copyright
 Cross-Link™
 Cyclone™
Delta RB™
Delta Rota-Beam™
 Deutsch®
 Diagnostix™
 diamond mirrors
 Diamond Optics™
 Diamond Optix™
 dip switch
 Dominator Plus™
 Dominator™
 Door Ease™
 DOT-LED®
 DOT3™
DOT SmartLogic™
 DoubleFlash
 DoubleSweep™
 driver side
 DUO™
 DUO+™
 DYAD™
Edge 9000®

Edge® 4500 Plus+™
 Edge® Cap
 Edge® or EDGE®
 Edge® Plus+™
Edge® Ultra-Freedom™
Edge® Ultra-Freedom™.H
 electro-mechanical
 email
 end cap
 Epsilon™
 FlareFlicker™
 Flash4™
 FlatLighter™
 FlatLighter™ LED
 Fleet Rack
 floodlight
 Fluorent Plus™
Fluorent™
 Freedom® (alternate)
Freedom® IV Rota-Beam™
Freedom® Rota-Beam™
 Full Factory Warranty
 Gamma2™
 Gold Medallion
 grille light
Grille-Master™
 GTT Opticom™
 Guardian™
 hand held
 Hands-Free
 hard-wired
 Harley-Davidson®
 HD Pro™
 HDQ™
 HDQ™
HDP® Heavy-Duty-Professional
 headlight
 heavy-duty
 Helix
 Hi/Low
 Hi/Off/Low
 Hide-A-Way
 Hideaway™
 horn ring
 Howler™
 in-line
 inboard
 Independence®
 Inner Edge®
 Inner Edge® XLP
Inner-Beam®
 Intelligent™
Intelligent Inductive Charger™ IIC™
 International®
 Intersector™
 ION™
 ION™ T-Series™
 IONV1™
 Justice®
 KKK-1822F
 L10
 LED-360™
 LEDs
 Legacy®
Liberty™
 Liberty™ II
 LIN12™
 LIN3™
 LIN6™
 Linear Super-LED®
 Linear-LED®
 Linear12™
 Linear6™
 LINV2™
 LINZ6™
 LINSV2™

Lo-Pro™
 long life
 LongBurst™
 LR11
 LTR™
 M Series
 magnetic/suction
MAX-BEAM®
 Micro Edge®
 Micro Freedom™
 Micro Liberty™
 Micro Lightbars
 MicroBurst III™
 MicroBurst II™
 Micron™
 mid-level
 mid-sized
 Mini Century™
Mini Edge®
Mini Edge® 9M
Mini Freedom®
Mini Freedom® IV
 Mini Justice®
Mini Liberty™
Mini Liberty™ II
 Mirror-Beam™
 ModuFlash™
 Molex®
 MR11
 MR8
 multi-purpose
 NASCAR®
 NaviStar®
 nighttime
 non-violate
 On/Off
 Opti-Scenelight™
 Outer Edge®
 override
 Packer™
 Pan & Tilt™
 PAR-16
 PAR-32
 PAR-36
 PAR-46
 passenger side
 Patent Pending
 Perimeter
 Phase 1
 Phase 2
 Photocell
 PierceAlert™
 Piercer
Piercer II™
 Piezo
 pigtail
 PingPong™
 PinWheel™
Pioneer LiFe™
 Pioneer Max™
 Pioneer Micro™
 Pioneer Nano™
 Pioneer Plus™
 Pioneer SlimLine™
 Pioneer™
 Pioneer Quad™
 plug-in
 Power Airhorn Plus™
 Power Airhorn™
 Power Call®
 pre-wired
 Professional Grade Lighting™
 Projector2™
 Projector™
 push-button
 push-in/screw-in

QuadFlash™
 QuintFlash™
 R316
 R416
Raider™
 RapidFire™
 RapidFlash™
 RapidRate™
 Responder®
Responder®-DX
 Responder® HD
 Responder® LP
 Rota-Beam™
 Safety Site™
 Scan-Lock™
 ScanFlash™
 ScanMode™
 self-cleaning
 self-contained
 self-diagnostic
 semi-flush
 Serial Communications
 SI TEST®
 SideKick™
 SignalAlert™
 signalling
 Simultaneous ActionFlash™
 Simultaneous Comet Flash®
 Simultaneous DoubleFlash
 Simultaneous RapidFire™
 SingleFlash
 Slim-Miser™
 SlimLighter®
 SlimLine™
 Smart Link™
 SmartLED®
SnowAway™
 snap-in
 SolarSentry™
 solid-state
 SpitFire Ion™
SpitFire Plus™
 spotlight
 stand-by
 Steady On
 steady-burn
 SOLO™
 SteadyBrake
 Steadyflash™
 Strip-LED™
 Strip-Lite™
 Strobe II®
 Super Strobe®
 Super-LED®
 Super360-LED™
 synchronize
 T-Series™
 taillight
 take-down
 TIR3™
 TIR6™
 TL™
 Towman's™
 Trac-Pak™
 Tracer™
 Trademark
 Traffic Advisor™
 TRIO™
 TripleFlash™
 turnlight
 Twin Side Beam™
 twist-lock
 UL®
 UL® Listed
 underhood

UnderPro™
 UNI-DOME
 Unity®
 Universal®
 "V" mirrors
 V23™ Series
V-Beam™
 V-Series™
 Velcro®
 Vertex™
 Wail
 WeCad™
 WeCan®
 WEPlan™
 Whoop
 wide-angle
 wig-wag
 Windows®
 windshield
 Wing Plow™
 wingtip
 Professional Grade Lighting™

Official Warning Lights of NASCAR®

Official Vehicle Illumination Lights of NASCAR®

Note:

- 1.) TM & ® items must appear as spelled. The font case can change to all caps or upper and lower case, if the document warrants.
- 2.) All ® will appear on front inside cover or rear inside cover in noted box as
 A) Whelen®
 or
 B) other Mfgs. ®
 No need to mention ® in body of catalog.
- 3.) In Edge style lightbars, always use word "Edge®" in front. No TMs will be used. (ie. 9M, ULtra, Freedom)
- 4.) Linear-LED Products: Use Linear-LED® only, do not use a number describing number of LEDs used. (ie Linear8, Linear12)
- 5.) For TIR3 & TIR6 Super-LED® products, always use full name, unless stated previously.
- 6.) A trademark symbol will be used only on the first appearing trademarked word.
- 7.) Capitalize all colors. ie. Red, Blue, White, etc.

TA lamp descriptions:

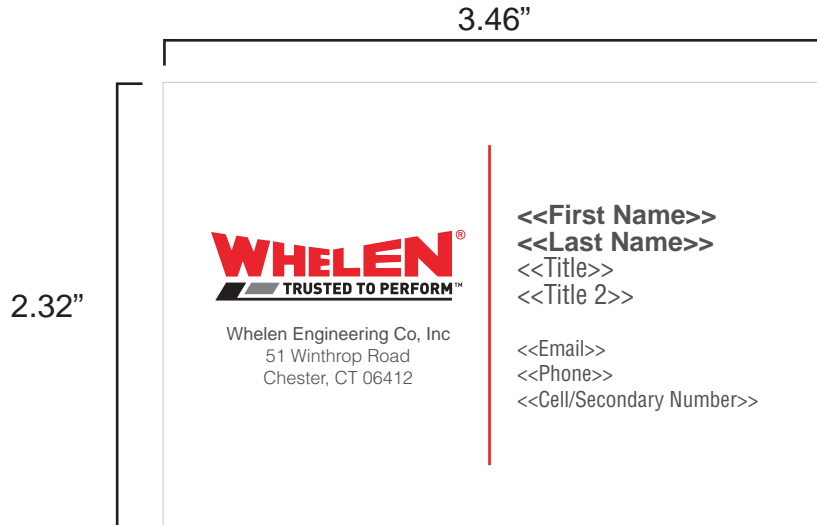
LED, Halogen = lamps Linear = modules

Revised 3/6/17

New or Updated
Old or Not in Use

Business Cards

Business cards for Whelen should only display Whelen information on that side. Business cards for Whelen should be displayed as pictured below. Opposite sides of business cards may be used for other information.



Logo 95.3px X 29.75px

Slogan Helvetica Medium, Height: 6.75 px, Line-Height: 8.25px

First and Last Name Helvetica Bold, Height: 10px, Line-Height: 9px

Title Helvetica Medium Condensed, Height: 10px, Line-Height: 10px

Contact Info Helvetica Medium Condensed, Height: 8px, Line-Height: 9.5px

Company Contact Info Helvetica Light, Height: 6.75 px, Line-Height: 8.25px

