

Signage Overview

The Parker signage system provides an excellent opportunity to make a positive brand statement to customers and other visitors.

Signs have many functions, from primary exterior identification to directional information. However, the basic purpose is always the same: to identify and inform clearly. Signage must communicate the Parker name and present the image of a unified world-class company.

The Parker signage system allows sufficient flexibility to accommodate the varied architectural styles of Parker facilities around the world. A sign may have to fit within the confines of an existing fixture. Local governments and building owners may impose restrictions regarding size, materials and color. The examples shown in this section may not address every situation, however, they will aid in the selection of the appropriate signage type, typography, colors and materials.

SIGN TYPES

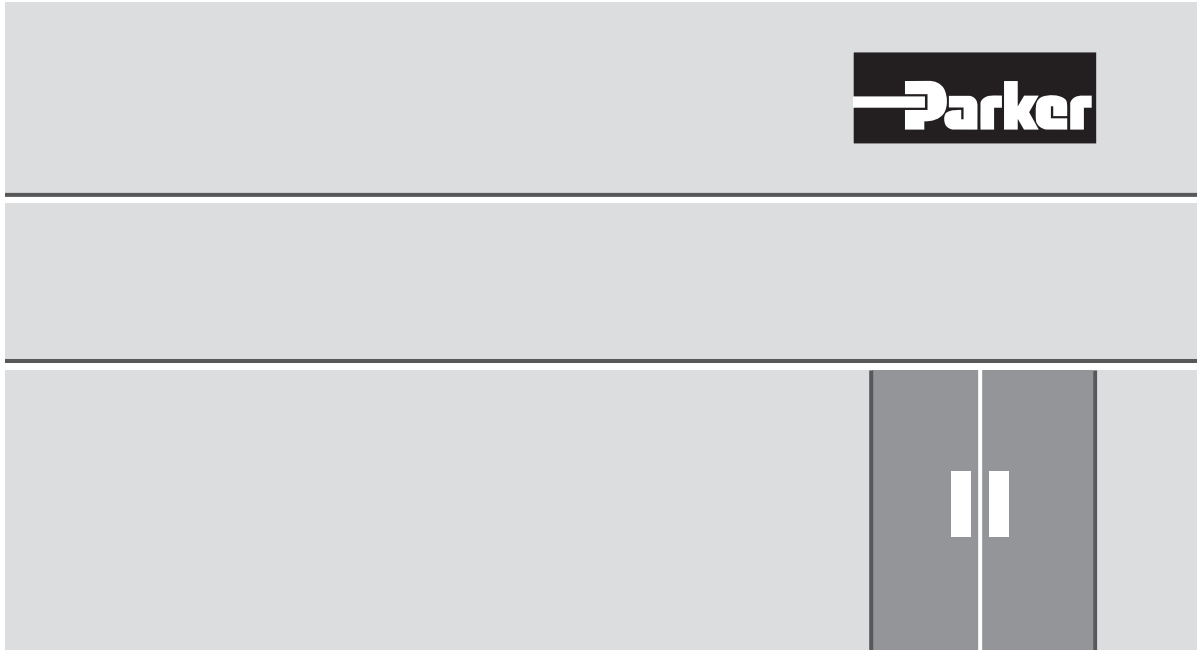
The Parker signage system is comprised of both interior and exterior sign types that accommodate a range of applications.

For special signage applications, or if you have questions about the signage system please contact Corporate Communications.

SIGN FABRICATORS

- When hiring a sign fabricator, verify that they are a reputable contractor.
- The selected signage vendor must comply with all applicable sign codes and submit applications for permits and respective submittals to local building and planning offices.
- In the U.S., all signs must comply with the ADA (Americans with Disabilities Act).
- Contact Corporate Communications for design assistance.

Building Signage



Long Distance Identifier



Middle Distance Identifier

Distance Specifications

LONG DISTANCE IDENTIFIER

Long-range identification should be simple and legible at a glance. For this reason, only the Parker logo should be used on long distance building signs. **The preferred color treatment for the Parker long distance identifier uses black for the Parker rectangle and white for the Parker letters (primary Parker logo). Parker approved sub-brand logos may not be used on long distance building signs.**

The long distance identifier should be positioned on the building to ensure maximum visibility and prominence. Whenever possible, the sign should be aligned with a prominent architectural feature of the building. The sign can be dimensional and pin mounted to the exterior of the building, illuminated externally or non-illuminated.

It is important to consider existing building materials when planning Parker signage. Sufficient contrast must be maintained at all times. Only in unique situations where building materials are too dark to provide enough contrast between the Parker logo and the background will a Parker stencil logo be allowed.



Brushed Stainless Steel Background



Stucco Background

MIDDLE DISTANCE IDENTIFIER

The middle distance signs are most commonly placed on the lawn or area in front of the main entrance of a facility. Since they have a close proximity to the building, the division name and street address information should be included. Keep in mind, middle distance signs may need to be adapted to the specifications of your region.

Stainless steel is the recommended material for the middle distance identifier. The Parker gold bar is located at the bottom of the sign. The primary Parker logo and address information are aligned flush left. Helvetica Regular in black is used in the division name and address information. If applicable, the Parker approved sub-brand is black (see chapter D for more information).

Direction and Information Signage

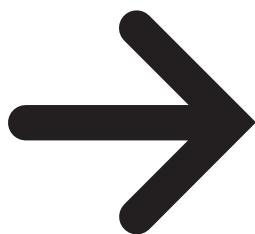
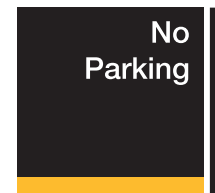
EXTERIOR SIGNAGE

Secondary signs are important for the proper flow of employees, as well as all visitors to the facility. Direction and information signs are square and incorporate the Parker gold bar at the bottom. The background of the directional sign should be Parker light gray (see page J:8 for additional information). Regulatory signage should have a black background. Regulatory signs are smaller in size, mounted on a single-post and contain outdoor notices. The Parker logo should not appear on regulatory signage.

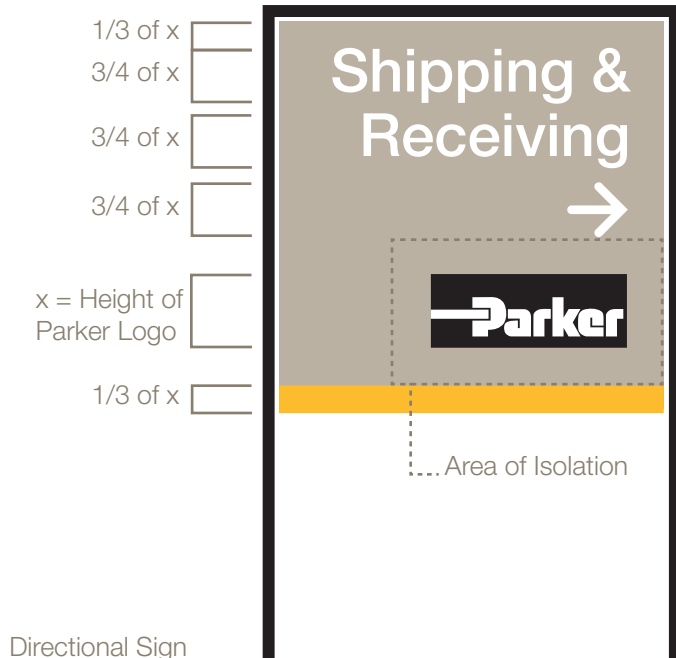
All information and graphics on the signs should be aligned flush right and the text should be set in Helvetica Regular.

The directional arrow points right or left without changing format and is moved up only when a one-line message is used. The position of all other elements remains unchanged from those shown.

Regulatory Sign



Directional Arrow

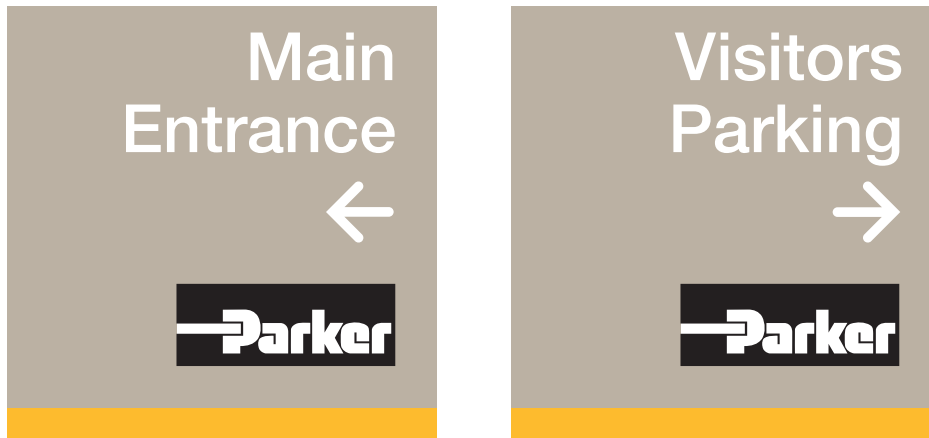


Directional Sign

Direction and Information Signage continued

ADDITIONAL EXTERIOR SIGNAGE

These notices use Helvetica Regular in white and are aligned flush right. The gold bar should be placed at the bottom of all exterior signage. The family of exterior signs used in one facility should use a single, consistent color scheme.



INTERIOR SIGNAGE

Secondary signs for interior use Helvetica Regular in white and are aligned flush right on a black background. The gold bar should be placed at the bottom of all interior signage. The Parker logo should not appear on interior signage.

Interior signs may be double-sided and cantilevered out from the walls or single-faced and flush mounted with the wall.

Warning signs and danger signs should use a red background and white bar.



Entry Wall Plaque

The Parker logo located on the wall directly facing the front entrance makes a strong brand statement. Entry wall plaques should be mounted at eye level on a wall that is free of other elements which would visually conflict with the Parker plaque.

This plaque can be manufactured in a variety of materials. For further guidance, contact Corporate Communications prior to production.

Additionally, the Parker logo can be converted into a decal and placed on the glass doors at the front entrance.



Suggested Entry Wall
Plaque Placement

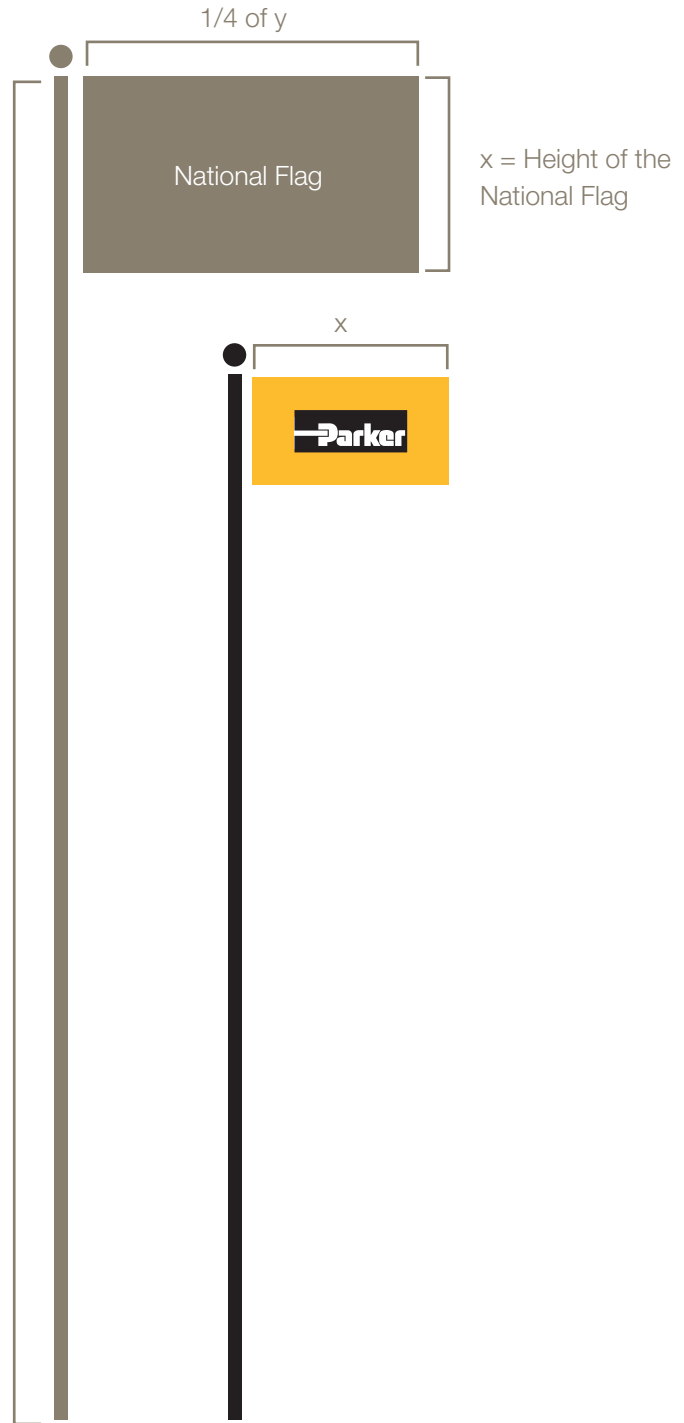


Glass Door Logo
Application Example

Corporate Flag

The size of the national flag is the standard for determining the corporate flag size. The length of the national flag is approximately one-fourth the height of the flagpole. The length of the Parker flag is approximately the height of the national flag. Countries should follow local size regulations where applicable.

Corporate flags can be ordered at www.parkerid.com.



Signage Materials

SIGNAGE COLOR SPECIFICATIONS

It is important that building architecture and signage complement each other and that signage color be maintained consistently throughout a facility. Visual judgment must be exercised in selecting the proper color and mix of sign types for each location.

To avoid unnecessary reflection or glare from sign surfaces and to maintain optimum readability, the use of matte or satin finishes for sign materials is recommended.

Signage Materials	Finish	Vinyl Match	RAL
Brushed Stainless Steel	Satin		
Black	Matte or Satin	Use PANTONE® Black C	RAL 9005
Parker Light Gray	Matte or Satin	Use PANTONE® 402 C	RAL 7030
Parker Gold	Matte or Satin	Use PANTONE® 1235 C	RAL 1028

The non-PANTONE Colors referenced herein are not equivalent to the PANTONE MATCHING SYSTEM® Colors cited and should not be cross-referenced. The colors, CMYK, hexadecimal and RGB breakdowns shown on this page and throughout this manual, have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. For accurate PANTONE Color Standards refer to the current edition of the PANTONE formula guides. PANTONE® and PANTONE MATCHING SYSTEM® are the property of Pantone, Inc.