

Patton branding guidelines

for business stationery

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Overview

Patton Electronics Co. (Patton) stationery includes:

- Letterheads (formal and informal versions)
- Business card
- Envelopes (#10 and DL envelopes)
- Mailing label
- Fax cover sheet
- News release form
- PowerPoint template
- Syteline generated forms (quotes, packing lists, invoices, etc.)
- Email signature

The guidelines provided in the following pages will ensure consistency in the stationery used by Patton facilities around the globe.



Typography: Primary typefaces

The Calibri font family has been chosen as the primary typeface for Patton communications.

For Patton websites and fax cover sheets, Arial is the preferred typeface.

Calibri

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Note The Calibri font family must be installed on your computer if you plan to download and use the stationery templates (see section *Downloading stationery templates* for details).

Arial

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Typography: Substitute typefaces

The following typefaces are acceptable substitutes for the Calibri font family: Helvetica or Helvetica Neue.

Helvetica

Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Bold Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Helvetica Neue

Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Letterheads defined

There are two Patton letterheads: formal and informal, available for downloading as Microsoft Word templates in letter (8.5 x 11 inch) and A4 paper sizes (see section *Downloading stationery templates* for details).

Use the formal letterhead in situations where the informal letterhead—with its casual “Let’s Connect!” tagline—would set the wrong tone. When in doubt, choose the formal letterhead!

Note For more information, refer to *Patton branding guidelines for logos and web badges*, section *Patton logos defined*.

Formal letterhead



Informal letterhead



Formal letterhead

Letterhead graphic
downloaded from
Patton website



Top margin
1.5 in.

Left margin
1.0 in.

Letter size (8.5 x 11 inch)

Patton logotype: Black

Body text: Calibri font, Black, 11 pt type with 14 pt leading

Text must be composed as flush left, ragged right

Margins (in inches):

- Left: 1 / Right: 1
- Top: 1.5 / Bottom: 1
- Header: 0.5 / Footer: 0.5

Paper must be ink and laser printable and meet the following specs:

- Size: Letter (8.5 x 11 inch)
- Weight: 24 lb. bond
- Color: Bright white (90–94 brightness)
- Paper finish: Wove with watermark
- Cotton % of content: 25% cotton

Note See section *Downloading stationery templates* to download the letterhead template in Microsoft Word format.

Formal letterhead (cont.)

Letterhead graphic
downloaded from
Patton website



Top margin
1.5 in.

Left margin
0.9 in.

A4 size

Patton logotype: Black

Body text: Calibri font, Black, 11 pt type with 14 pt leading

Text must be composed as flush left, ragged right

Margins (in inches):

- Left: 0.9 / Right: 0.9
- Top: 1.5 / Bottom: 1
- Header: 0.5 / Footer: 0.5

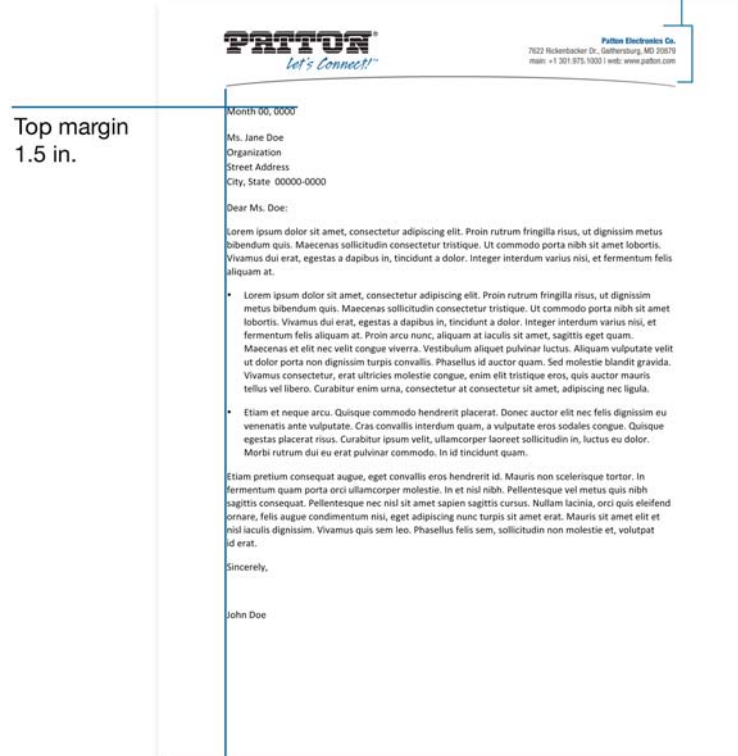
Paper must be ink and laser printable and meet the following specs:

- Size: A4
- Weight: 100gsm bond
- Color: Bright white (90–94 brightness)
- Paper finish: Wove with watermark
- Cotton % of content: 25% cotton

Note See section *Downloading stationery templates* to download the letterhead template in Microsoft Word format.

Informal letterhead

Letterhead graphic
downloaded from
Patton website



Letter size (8.5 x 11 inch)

Patton logotype: Black

“Let’s Connect!” Tagline: Pantone PMS 7462C

Body text: Calibri font, Black, 11 pt type with 14 pt leading

Text must be composed as flush left, ragged right

Margins (in inches):

- Left: 1 / Right: 1
- Top: 1.5 / Bottom: 1
- Header: 0.5 / Footer: 0.5

Paper must be ink and laser printable and meet the following specs:

- Size: Letter (8.5 x 11 inch)
- Weight: 24 lb. bond
- Color: Bright white (90–94 brightness)
- Paper finish: Wove with watermark
- Cotton % of content: 25% cotton

Note See section *Downloading stationery templates* to download the letterhead template in Microsoft Word format.

Informal letterhead (cont.)

Letterhead graphic
downloaded from
Patton website



A4 size

Patton logotype: Black

“Let’s Connect!” Tagline: Pantone PMS 7462C

Body text: Calibri font, Black

Text must be composed as flush left, ragged right

Size/leading: 11 pt type with 14 pt leading

Margins (in inches):

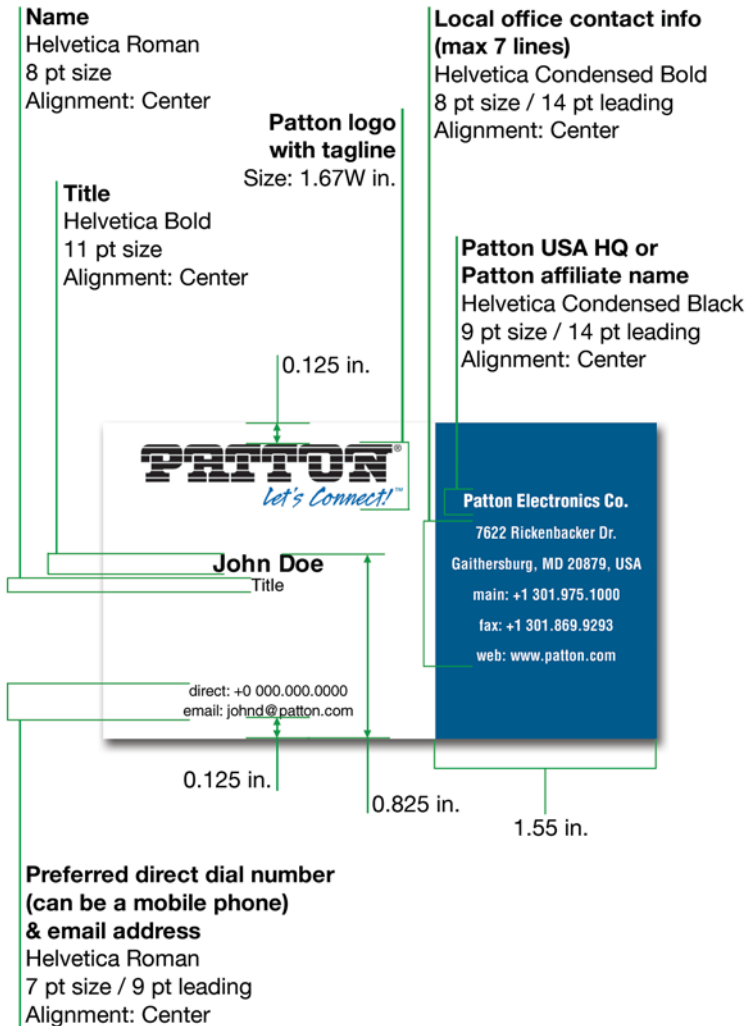
- Left: 0.9 / Right: 0.9
- Top: 1.5 / Bottom: 1
- Header: 0.5 / Footer: 0.5

Paper must be ink and laser printable and meet the following specs:

- Size: A4
- Weight: 100gsm bond
- Color: Bright white (90–94 brightness)
- Paper finish: Wove with watermark
- Cotton % of content: 25% cotton

Note See section *Downloading stationery templates* to download the letterhead template in Microsoft Word format.

Business card



Patton logotype: Black

“Let’s Connect!” Tagline: Pantone PMS 7462C

Address block color: Pantone PMS 7462C

Text position: White text is centered vertically and horizontally relative to address block. Patton logo and black text is centered horizontally relative to white portion of card.

Size: 3.5 W x 2 H inch

Font family: Helvetica

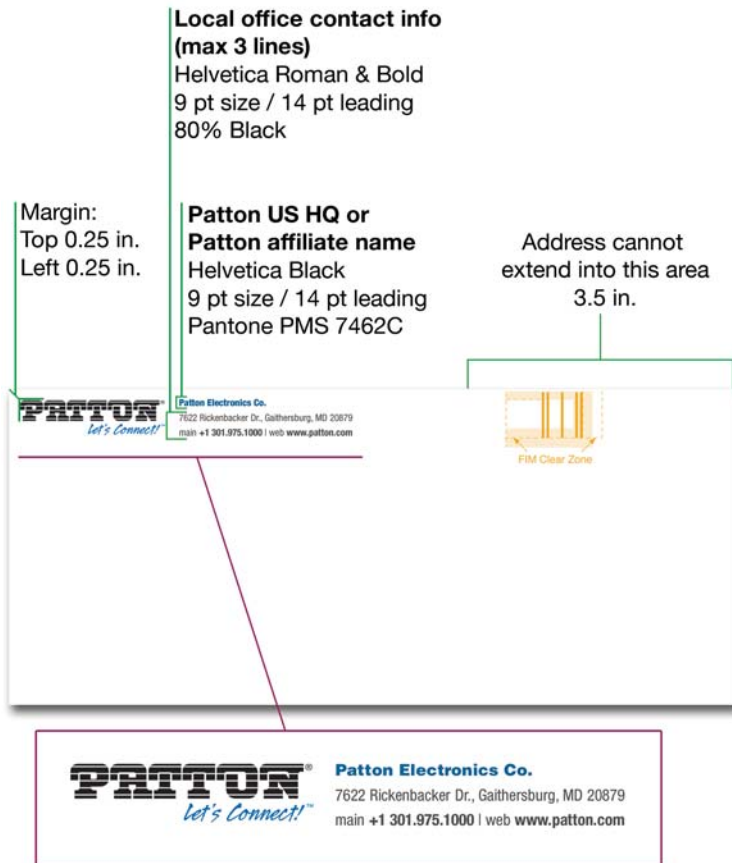
Standard phone, WWW, and email designations:

- tel:
- main:
- direct:
- fax:
- mobile:
- email:
- web:

Paper:

- Weight: 100 lb. cover
- Color: Bright white (90–94 brightness)
- Paper finish: Smooth

Envelopes



#10 business envelope

Patton logotype: Black

“Let’s Connect!” Tagline: Pantone PMS 7462C

Font family: Helvetica

Address text must be composed as flush left, ragged right

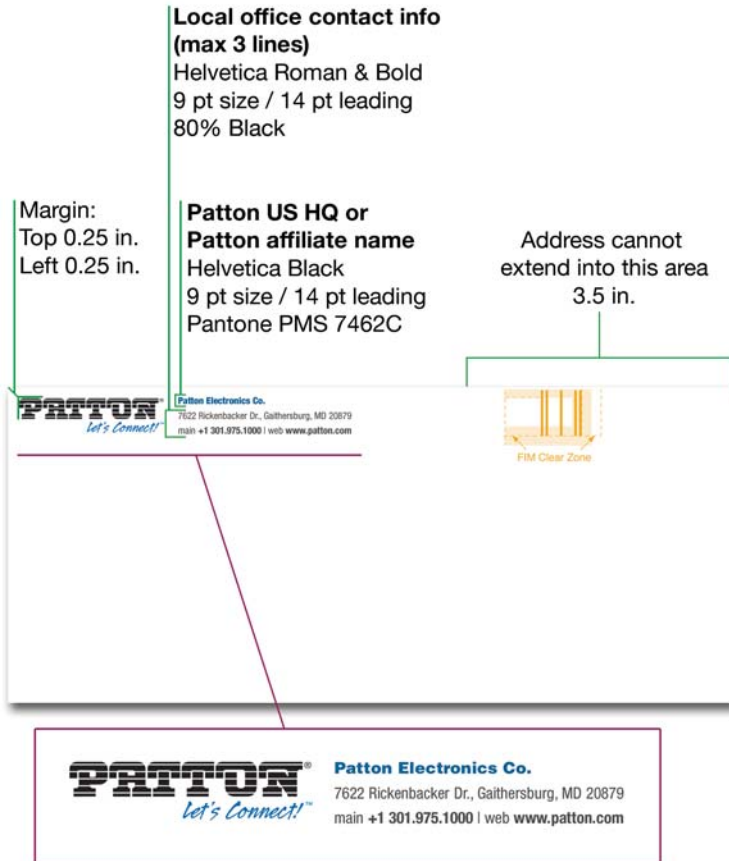
Size: #10 envelope (9.5W x 4.125H inch)

Note The layout at left is used for all envelopes large enough to adhere to these specifications.

Paper:

- Weight: 24 lb. bond
- Color: Bright white (90–94 brightness)
- Paper finish: Wove

Envelopes (cont.)



DL envelope

Patton logotype: Black

“Let’s Connect!” Tagline: Pantone PMS 7462C

Font family: Helvetica

Address text must be composed as flush left, ragged right

Size: DL envelope (220W x 110H mm)

Note The layout at left is used for all envelopes large enough to adhere to these specifications.

Paper:

- Weight: 100gsm bond
- Color: Bright white (90–94 brightness)
- Paper finish: Wove

Mailing label

Margin:
Top 0.25 in.
Left 0.25 in.

**Local office contact info
(max 3 lines)**

Helvetica Roman & Bold
9 pt size / 14 pt leading
80% Black

**Patton USA HQ or
Patton affiliate name**

Helvetica Black
9 pt size / 14 pt leading
Pantone PMS 7462C

Patton Electronics Co.

7622 Rickenbacker Dr., Gaithersburg, MD 20879
main +1 301.975.1000 | web www.patton.com

PATTON[®]
Let's Connect![™]

Patton logotype: Black

“Let’s Connect!” Tagline: Pantone PMS 7462C

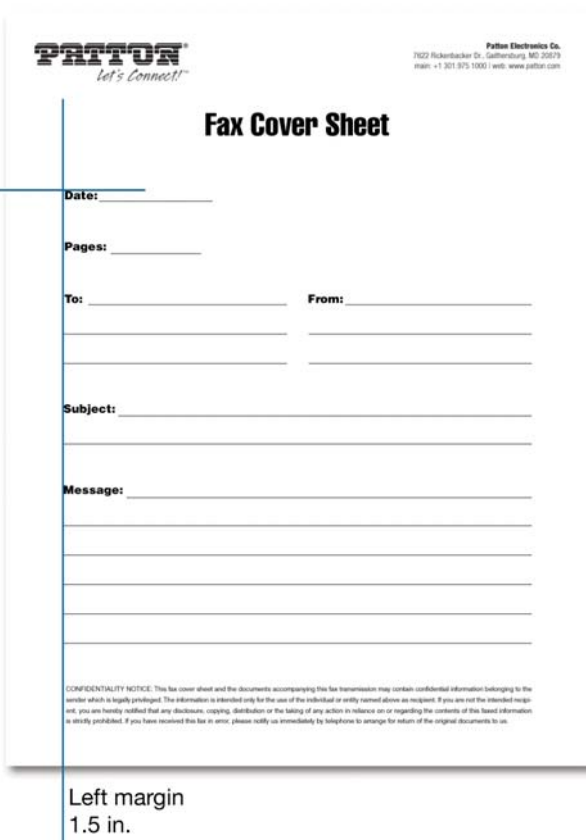
Font family: Helvetica

Address text must be composed as flush left, ragged right

Size: 5W x 3H inch

Note The layout at left is used for all mailing labels large enough to adhere to these specifications.

Fax cover sheet



PATTON
Let's Connect!

Patton Electronics Co.
7122 Hickenbacker Dr., GaitHERSBURG, MO 20575
main: +1 301 975 1000 | web: www.patton.com

Fax Cover Sheet

Date: _____

Pages: _____

To: _____ **From:** _____

Subject: _____

Message: _____

CONFIDENTIALITY NOTICE: This fax cover sheet and the documents accompanying this fax transmission may contain confidential information belonging to the sender which is legally privileged. The information is intended only for the use of the individual or entity named above as recipient. If you are not the intended recipient, you are hereby notified that any disclosure, copying, distribution or the taking of any action in reliance on or regarding the contents of this based information is strictly prohibited. If you have received this fax in error, please notify us immediately by telephone to arrange for return of the original documents to us.

Top margin
2 in.

Left margin
1.5 in.

Letter size (8.5 x 11 inch)

Patton logotype: Black

“Let’s Connect!” Tagline: 70% Black

Body text: Arial

Margins (in inches):

- Top: 2.0
- Left: 1.5

Note See section *Downloading stationery templates* to download the letterhead template in Adobe Portable Document Format (PDF).

Fax cover sheet (cont.)

Top margin
2 in.

The image shows a fax cover sheet template for Patton Electronics Co. The form is titled "Fax Cover Sheet" and includes fields for "Date:", "Pages:", "To:", "From:", "Subject:", and "Message:". The Patton logo and tagline "Let's Connect!" are at the top left. Contact information for Patton Electronics Co. is at the top right. A confidentiality notice is at the bottom. A vertical line on the left side of the form indicates a 1.5 in. left margin.

PATTON
Let's Connect!

Patton Electronics Co.
7522 Hickenducker Dr., GaitHERSBURG, MO 20575
main: +1 301 975 1000 | web: www.patton.com

Fax Cover Sheet

Date: _____

Pages: _____

To: _____ **From:** _____

Subject: _____

Message: _____

CONFIDENTIALITY NOTICE: This fax cover sheet and the documents accompanying this fax transmission may contain confidential information belonging to the sender which is legally privileged. The information is intended only for the use of the individual or entity named above as recipient. If you are not the intended recipient, you are hereby notified that any disclosure, copying, distribution or the taking of any action in reliance on or regarding the contents of this based information is strictly prohibited. If you have received this fax in error, please notify us immediately by telephone to arrange for return of the original documents to us.

Left margin
1.5 in.

A4 size

Patton logotype: Black

"Let's Connect!" Tagline: 70% Black

Body text: Arial

Margins (in inches):

- Top: 2.0
- Left: 1.5

Note See section *Downloading stationery templates* to download the letterhead template in Adobe Portable Document Format (PDF).

News release form

Top margin
1.5 in.

PATTON
Let's Connect!

News Release

For details, contact:
John Doe
Director of Marketing Communications
Phone: +0 000.000.0000

For Immediate Release
Month 00, 0000

Etiam bibendum vestibulum eros sed ornare. Nunc et ligula purus, et congue diam

Aliquam dignissim enim enim. Fusce vel metus elit, eu eleifend lorem. Vestibulum sagittis volutpat imperdiet. Quisque molestie egestas ullamcorper. Proin malesuada imperdiet arcu a euismod. Maecenas turpis ipsum, eleifend et rutrum nec, lobortis et ipsum.

GAITHERSBURG, MD and BERNE Switzerland: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec cursus imperdiet scelerisque. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam vehicula porta mauris, porta aculis enim elementum at. Etiam bibendum vestibulum eros sed ornare. Nunc et ligula purus, et congue diam. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Vivamus non orci vitae ante ullamcorper vestibulum fermentum ac magna. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Aliquam elementum bibendum metus ultricies egestas.

About Patton
For more information or a free catalog, contact sales@patton.com

Patton Electronics Company
7622 Rickenbacker Drive
Gaithersburg, MD 20879 USA
Tel: (301) 975-1000
Fax: (301) 869-9293
Email: marketing@patton.com
Web: www.patton.com

###

-END-

Left margin
1.15 in.

Letter size (8.5 x 11 inch)

Patton logotype: Black

“Let’s Connect!” Tagline: Pantone PMS 7462C

Font family: Helvetica

Text must be composed as flush left, ragged right

Margins (in inches):

- Top: 1.5
- Left: 1.15

Note See section *Downloading stationery templates* to download the news release template in Microsoft Word format.

News release form (cont.)

Top margin
1.5 in.

PATTON
Let's Connect!

News Release

For details, contact: **For Immediate Release**
John Doe Month 00, 0000
Director of Marketing Communications
Phone: +0 000.000.0000

Etiam bibendum vestibulum eros sed ornare. Nunc et ligula purus, et congue diam

Aliquam dignissim enim enim. Fusce vel metus elit, eu eleifend lorem. Vestibulum sagittis volutpat imperdiet. Quisque molestie egestas ullamcorper. Proin malesuada imperdiet arcu a euismod. Maecenas turpis ipsum, eleifend et rutrum nec, lobortis et ipsum.

GAITHERSBURG, MD and BERNE Switzerland: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec cursus imperdiet scelerisque. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam vehicula porta mauris, porta aculis enim elementum at. Etiam bibendum vestibulum eros sed ornare. Nunc et ligula purus, et congue diam. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Vivamus non orci vitae ante ullamcorper vestibulum fermentum ac magna. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Aliquam elementum bibendum metus ultricies egestas.

About Patton
For more information or a free catalog, contact sales@patton.com

Patton Electronics Company
7622 Rickenbacker Drive
Gaithersburg, MD 20879 USA
Tel: (301) 975-1000
Fax: (301) 869-9293
Email: marketing@patton.com
Web: www.patton.com

-END-

Left margin
1.15 in.

A4 size

Patton logotype: Black

“Let’s Connect!” Tagline: Pantone PMS 7462C

Font family: Helvetica

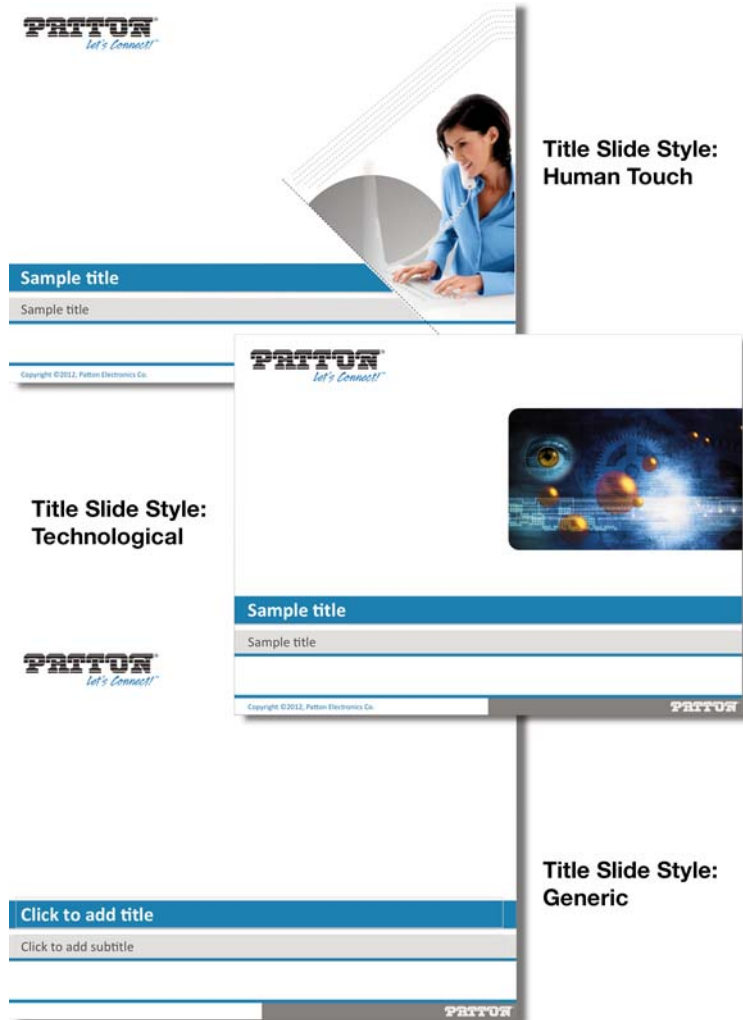
Text must be composed as flush left, ragged right

Margins (in inches):

- Top: 1.5
- Left: 1.15

Note See section *Downloading stationery templates* to download the news release template in Microsoft Word format.

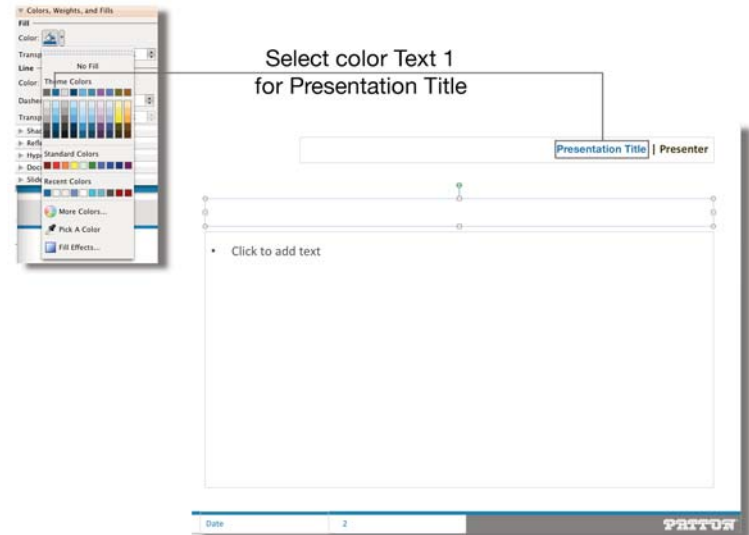
PowerPoint template



Patton PowerPoint templates are available with the following title slide styles:

- **Human Touch**—This image is based on a technology (computing, telephony, video, etc.) but the image focuses a human interacting with the technology
- **Technological**—Technology is the main element and focus of the image
- **Generic**—No image on the title slide, just an eye-catching text headline

Note See section *Downloading stationery templates* to download the PowerPoint template in Microsoft Word format.



Email signature



Name
Arial Bold
12 pt size
Color: Black
Alignment: Left

Title and contact info
Arial
10 pt size
Color: 60% Black
Alignment: Left

John Doe
Regional Director

Patton Electronics Co. | www.patton.com
7622 Rickenbacker Drive, Gaithersburg
Maryland 20879, USA
tel: 301-975-1000 x1234 | fax: 301-869-9293
direct: 410-555-6543



Company Name
Arial
10 pt size
Color: r0 g102 b153
(or #006699)

Patton web address
Link to <http://www.patton.com>

Single carriage return for space between text and logo

Patton logotype with "Let's Connect!" tagline (informal version)

Size: 150W x 38H pixels

Typeface

Use Arial, which is typically available on PCs and Macs.

Employee photo (optional)

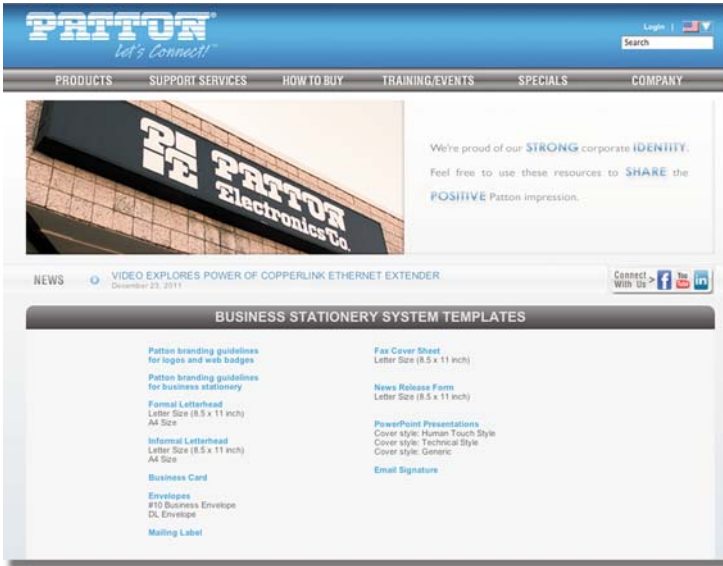
Employee photo should be a full-face (head-on) view sized at 100W x 130H pixels. Image should be in color, not black-and-white. Place the photo directly above the signature elements.

Signature elements

The following should be included in your email signature (as applicable):

- Employee photo (optional)
- Name (bold 12-point type)
- Title (10-point type)
- Patton HQ or Patton affiliate name | www.patton.com
- Address (no more than three lines of text)
- Phone number | Fax number
- Direct number (can be a mobile number)
- Other contact info (if applicable)
- Social network sites logos (if applicable)
- Patton logotype with "Let's Connect!" tagline (informal version) sized at 150W x 38H pixels

Downloading stationery templates



Note You must obtain a username and password before you can download stationery templates.

- 1 Point your browser to:
<http://www.patton.com/marcat/stationery>
- 2 Type the *User Name* and *Password*, then click the *Login* button.
- 3 Download the desired templates.

07MPSG-G1

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