

[www.appliedbolting.com](http://www.appliedbolting.com)



Visual &  
Brand Identity  
Guidelines



- 1.0 — Introduction
- 2.0 — Trademarks
- 3.0 — Logos & Word Marks
- 4.0 — Typography
- 5.0 — Color Palette

**the best way to bolt!™**

## **With great power comes great responsibility.**

Welcome to the Applied Bolting Technology Products™ Visual & Brand Identity Guidelines. If you are in possession of this document, you are one of the stewards of our brand. You are trusted to ensure we uphold the integrity of our trademarks and bolster the visual integrity and tone of voice of our brand. For this we thank you.

The Applied Bolting  
Technology Products, LLC  
Mission:

To produce innovative products  
that safely increase the speed at  
which our customers get the job  
done right the first time.

1.a — Values

**Do the Right  
Thing, Put Clients  
First Strive for  
Excellence**

Applied Bolting Technology Products, LLC — Visual & Brand Identity Guidelines



1.b — Focus

At Applied Bolting Technology Products, LLC quality is an integral part of our mission and core business values. These guide our actions to ensure that we deliver high-quality products and world-class service for our growing customer base. We strive to exceed customer expectations while adhering to applicable ASTM and ISO 9001:2015 requirements. Our mindset of continuous improvement enables us to enhance customer loyalty and satisfaction.

7

## 2.0 — Trademarks

**Full Legal Line:** ©20XX Applied Bolting Technology®, LLC | DuraSquirt®, Squirter®, and the Applied Bolting Technology® logo are registered trademarks of Applied Bolting Technology®, LLC.

**Shortened Legal Line:** ©20XX Applied Bolting Technology, LLC.

### General rules for the use of Applied Bolting Technology® Logos, Trademarks, and Word Marks.

1. Always use these guidelines when referring to the company name and products
  - A. Applied Bolting Technology, LLC = company name.
  - B. Applied Bolting Technology®= when referring to products.
  - D. Applied Bolting = strictly conversational.
  - E. ABT = only for file and document naming.
2. **Fig.1** Always apply the trademark symbols (™ or ®) the first time the following trademarks are used in a headline and the first time they appear in body text on a page: Applied Bolting Technology®, Squirter®, DuraSquirt®, the best way to bolt!™, Squirt-Type™, Squirt™, See that the bolts are tight®, Visual Verification of Bolt Tension® (fig 1). If marketing materials are specifically directed to consumers outside the United States, check with legal to confirm the

correct trademark markings to use in individual countries.

**3.** Always write the Applied Bolting Technology®, Squirter® DTI, and DuraSquirt® DTI word marks in Initial Caps, the best way to bolt!™ is always in lowercase letters.

**4.** Always include product names in the legal line if they appear in the collateral material.

Applied Bolting Technology® Brand Rules and Guidelines

**1.** Always use the official Applied Bolting Technology®, Squirter® DTI, and DuraSquirt® DTI logos found in the most current VIS folder.

**2.** Always use the official Applied Bolting Technology® colors when printing or using digitally.

**3.** Always scale the Applied Bolting Technology®, Squirter® DTI, and DuraSquirt® DTI logos proportionately.

**4.** Always protect the border of the Applied Bolting Technology®, Squirter® DTI, and DuraSquirt® DTI logos by leaving at least 1/5 of the logo's height surrounding the logo. Please refrain from placing logos on a busy background.

**5.** Always square the Applied Bolting Technology™, Squirter® DTI, and DuraSquirt®

DTI logos to the page and do not tilt, angle, or bend them. If this is needed for stylistic purposes, please secure internal approval.

**6.** Always place the Applied Bolting Technology®, Squirter® DTI, and DuraSquirt® DTI logos and co-promoter or partner logos separately, preferably placing the non-Applied Bolting Technology® logo(s) vertically, horizontally, or diagonally across from the Applied Bolting Technology®, Squirter® DTI, and DuraSquirt® logos.

**7.** Never use the Applied Bolting Technology®, Squirter® DTI, and DuraSquirt® DTI logos in a size smaller than the minimum permissible size: Print: 8 mm tall, Clothing/fabric: 8-13 mm tall, Web: 25 pixels tall

**8.** Never use orange as a background color behind the full-color Applied Bolting Technology®, Squirter® DTI, and DuraSquirt® DTI logos.

**9.** Never crop the Applied Bolting Technology®, Squirter® DTI, and DuraSquirt® DTI logos.

**10.** Never display the Applied Bolting Technology®, Squirter® DTI, and DuraSquirt® DTI logos upside-down.

**11.** Never cover the Applied Bolting Technology®, Squirter® DTI, and DuraSquirt®

**12.** Never integrate the Applied Bolting Technology®, Squirter® DTI, and DuraSquirt® DTI logos with the co-promoter or partner logos.

**13.** Always use Applied Bolting Technology® Orange #f47c27 when visually representing material found in the well of our direct tension indicating washer. See pages 30-31 for details on the use of Applied Bolting Technology® Orange.

### Please Note That:

**1.** The black and white (monochrome) or solid color versions of the Applied Bolting Technology®, Squirter® DTI, and DuraSquirt® DTI logos are for secondary use only and may only be printed on a white or light-colored background. Exceptions to this guideline can be made on a case-by-case basis but require approval. The white versions of the logos can be used for darker backgrounds for improved visibility.

**2.** The black and white Applied Bolting Technology®, Squirter® DTI, and DuraSquirt® DTI logos should only be used for embossing or single-color printing.

**3.** For print under the 8 mm permissible minimum, we suggest using the Applied Bolting Technology Products®, Squirter® DTI, and DuraSquirt® DTI word marks. For internal approvals or questions, contact: **robw@appliedbolting.com - 802.460.3100**

## 2.a — Trademarks

fig.1

# Key Squirter® DTIs Product Features.

Squirter® DTIs: These innovative indicators provide Visual Verification of Bolt Tension®, ensuring structural integrity in construction projects. They are utilized globally by significant engineering, procurement, and construction (EPC) firms such as Bechtel, Fluor, CB&I, and Samsung E&C.

This is the primary Applied Bolting Technology™ logo in vertical format.

Please only use primary logos on lighter backgrounds. Do not place logos on orange, gray, or black backgrounds.

**fig.1** ABT23EC-Logo-Stacked  
**fig.2** ABT23EC-Logo-Horizontal

3.0 — Logo Design Stacked



3.0a — Logotype Horizontal



This is the primary Applied Bolting Technology™ logo in horizontal format.

The Applied Bolting Icon is our primary branding element. This icon can be used alone as a graphical element or in conjunction with the Applied Bolting Technology™ word mark.

fig.1 ABT23EC-AppliedBolting-Icon

### 3.3a — Logo Design



### 3.3b — Word Mark

**Applied Bolting Technology™**

Applied Bolting Technology™

The Applied Bolting Technology™ word mark can be used as an alternative to the Applied Bolting Technology logo or within body copy. This word mark can be used with or without the Applied Bolting Icon.

3.6a — Clearance Space  
Logo Design



3.6b — Clearance Space  
Logo Design



Protect Applied Bolting Technology™ logos at all times. Create an invisible border if 1/5th the height of the logo when placing the logo in a layout.

Whenever possible avoid placing logos on a visually busy background.

# Raleway

Families

Raleway

Regular

**Futura**

The Applied Bolting Technology™ brand typeface is Raleway Regular. When in doubt use Raleway. Raleway Regular is not to be used for headlines or any instance a bold font is needed. For headlines or when a bold font is needed use Futura Bold.

# Aa

Charting

Raleway Regular

Size 12pt  
Leading 14pt (+2)  
Tracking 0

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9  
!"#\$%&'()\*+,-./:;?@[\\]^\_`{|}~¡¢£¥¦§¨ª«¬®¯°±²³´µ¶·¸¹º»¼½¾¿

# Aa

**Futura Bold**

Size 12pt  
Leading 16pt (+4)  
Tracking 0

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

**0 1 2 3 4 5 6 7 8 9  
!"#\$%&'()\*+,-./:;?@[\\]^\_`{|}~¡¢£¥¦§¨ª«¬®¯°±²³´µ¶·¸¹º»¼½¾¿**

*When using Futura Bold please ensure ligatures is turned off in character settings.*

## 5.0 — Color Palette

These are the brand colors for Applied Bolting Technology.

The size of the swatches on the right have a direct correlation to usage. The bigger the swatch the more often the color is used. Please note our primary color trademark is Applied Bolting Technology™ Orange.

Pantone 021  
RGB 244. 125. 37  
CMYK 0. 63. 0. 97  
HEX f47c27

RGB 51. 51. 51  
CMYK 69. 63. 62. 58  
HEX 333333

RGB 147. 149. 152  
CMYK 00. 00. 00 .50  
HEX 939598

RGB 241. 243. 244  
CMYK 4. 2. 2. 0  
HEX f1f3f4

RGB 102. 103. 102  
CMYK 60. 51. 51. 20  
HEX 666666



**Office :** 1413 Rockingham Road  
Bellows Falls, Vermont  
05101 USA  
800.552.1999  
802.460.3100