



Tigercat[®]
Tough • Reliable • Productive

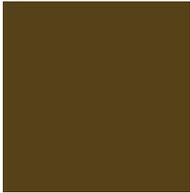
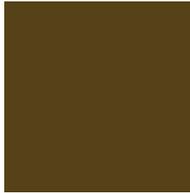
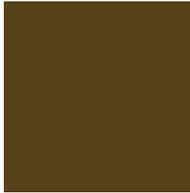
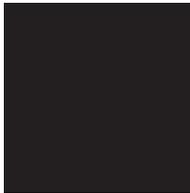
Branding Guidelines



CORPORATE COLOURS



Colour significantly increases brand recognition and is the visual component people remember most about a brand. The following are preferred colour specifications which should be used when creating advertising and support materials for the Tigercat brand.

	PANTONE (Print)	CMYK (Print)	RGB (Digital)
Tigercat Orange	 151C	 0 55 95 0	 255 128 13
Tigercat Green	 370C	 61 12 100 0	 116 173 67
Tigercat Brown	 7519C	 50 60 100 48	 87 67 25
Black	 Process Black	 10 10 10 100	 0 0 0

TIGERCAT LOGO SPECIFICATIONS

The Tigercat logo is the "face" of the company and is our unique identity. Great care has been exercised in the design of the Tigercat corporate logo. It should always be used 'as is' and should never be typeset using similar type faces. Copies of the logo can be freely downloaded from the www.tigercat.com website.

Graphic elements or text should **NOT** be placed closer to logo than indicated by this safe area.



Safe area must be observed around the perimeter of the logo equal to or exceeding 1 letter stroke width. No graphic elements should appear within this area.

The tag line "Tough • Reliable • Productive" should always appear with the logo if the logo appears only once on a publication. The tag line may be omitted from the logo if it appears in another location on the same publication or if the logo is printed in a very small size rendering the tag

line illegible. On coloured or darker backgrounds the tag line can be featured in white (knock-out). Alternate language versions of tag line are available by request.

Registered Trademark ® must appear whenever logo is used.

ALTERNATE USAGE



One colour reproduction should be printed in black. If black is not an option then print the logo in as dark a colour as possible.



Knock-out printing of the logo should always appear in white (or the paper colour) provided the background colour is dark enough to maintain legibility. This applies in process and 2,3,5 or more colour reproductions. On full colour or busy backgrounds you may need to apply a gradated black fill behind the logo to enhance legibility as shown to the right.



ALTERNATE VERSIONS



Tigercat off road industrial product line utilizes the above logo variation. All other branding guidelines remain the same as the forestry product line.



The above logo treatment can be used in certain social media applications such as facebook where a square format is preferable.

TYPEFACE USAGE



A consistent use of typography can aid brand recognition and also positively impact the readability of your marketing materials. The official font families used for Tigercat communication materials are listed below:

Headlines

PREFERRED FONT

Futura Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Futura Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Futura Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

ALTERNATE FONT

Avenir Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Avenir Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Avenir Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Subheads and Text

PREFERRED FONT

Futura Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Futura Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Futura Light Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

ALTERNATE FONT

Helvetica Regular (Arial Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Helvetica Narrow (Arial Narrow)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Sabon Roman (Body copy only. Eg: newsletter articles)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

GRAPHIC SUPPORT ELEMENTS



A consistent use of graphic elements will support and emphasize the Tigercat brand. Utilize these elements wherever possible when creating Tigercat communication materials:

FOREST BAR

Utilize this as a footer or section divider.

Coloured bar can also be used in Tigercat brown or Tigercat orange.

The forest bar artwork is available for download on the www.tigercat.com website.



COLOUR BLOCKS AND BARS

Utilize blocks and bars of the primary Tigercat colours to emphasize the brand. Blocks should always be solid (not gradated) but may be tinted to enhance text legibility. Care must be exercised not to overuse these blocks. Keep it simple!



AD LAYOUT SAMPLES



Consistency of look and feel must be maintained when creating advertisements or communications materials for Tigercat. Below are examples of acceptable layouts. If photography is to be used it is preferable to obtain images from the www.tigercat.com website. If providing photography please ensure that the images are high quality and reflect the essence of the Tigercat brand.

E-SERIES



The new Tigercat E-series skidders have everything harvesting professionals have come to expect – the advanced electronic controlled hydrostatic drive system, the ergonomic, productivity-boosting “Turnaround” seat and incredible performance and pulling power that results in lowest cost per ton extraction.



Now the machines have the added benefit of Tigercat power. The Tigercat EPF N67 Tier 4 engine delivers the industry’s simplest and most reliable Tier 4 solution. Best of all, the Tigercat EPF engine family is fully supported by Tigercat and the Tigercat dealer network.

Tigercat
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TIGERCATSUPPORT.

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Print ad

GREAT COMBINATION



Equip a Tigercat TH575 harvesting head on the HB55C carrier for a great combination whether you are harvesting on the stump or processing roadside.

The TH575 is extremely durable for maximum longevity. The patented three-wheel drive system automatically switches between three-wheel and two-wheel drive for high efficiency in small stem processing without sacrificing big tree feeding performance.

The HB55C carrier provides the operator with an ergonomic cabin, refined controls, clear sightlines and no-hassle maintenance routines.

Visit www.tigercat.com to learn more about Tigercat CTL. Click “Tigercat TV” to watch the machines in full HD action.

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Print ad

Tough Equipment for a Tough Industry.



www.tigercat.com

Tigercat
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Digital ad

START YOUR DAY RIGHT. Breakfast at Forest Pro



724E 234

Tigercat dealer, Forest Pro, is growing in order to better serve Virginia loggers. In addition to the full service facility in Scottsville, Forest Pro has opened a brand new location in Ashland. Come on out to the Forest Pro breakfast and open house before heading your way to East Richmond 2014.

Forest Pro will serve up hot breakfast and clear advice and you will have the opportunity to meet the team as well as key Tigercat personnel.

When: Saturday May 17 from 7:00-10:00 am
Where: 1140 Air Park Rd., Ashland, VA



Visit the Tigercat and Forest Pro stands at Expo Richmond 2014 and learn all about the Tigercat EPF Tier 4 engine series. See the skidder, well laid out, easy to service engine installations on the E-series skidders, the Tigercat powered 234E and the 2500 series loader.

**TIGERCATPOWER.
TIGERCATSUPPORT.**

FOREST PRO
8473 West River Road, Scottsville, Virginia 24590 854.294.6272
sales@forestproinc.com

11460 Air Park Rd. Ashland, Virginia 23055 854.8322943
www.forestproinc.com

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Dealer co-op print ad



between the BRANCHES

OFFICIAL PUBLICATION OF TIGERCAT INDUSTRIES INC.

INSIDE

past, present and future **5**
product news **11**
skidder competition in Les Gets, France **12**
PPT delivers Tigercat's tier 4 engine solutions **15**
chipping in Chile **16**
dealer news **20**

CHANGING THE SYSTEM

Gentz Forest Products faces new realities head on, transitioning from high volume chipping to processing in Michigan hardwood.

— Paul Laroche

Gentz Forest Products (GFP) began in 1990, back in the heyday of the pulp industry in Michigan. The company is based in Marquette on the picturesque eastern shore of Lake Michigan, a region deeply rooted in the forest industry. Dave and Melissa Gentz bought the company outright in 2006 and remain the sole owners. Throughout most of the history of GFP, Dave had a multistage of pulp mills to market his product to. The tree-length operation made use of filler harvesters and skidders followed by skidding and chipping. Peak chip output was 2,500 tons (2 270 t) per week and the timber sales were on large tracts, minimizing the time and cost associated with moving.

— [www.tigercat.com/page/2](#)



Dave is pleased with the high availability rates of the 630D skidders.

Tigercat Issue 35 | November 2013

Newsletter



The Truth about Tier 4 Technology

Tigercat by PPT

Tigercat PPT engines meet the stringent Tier 4 emission level requirements without the need for a variable geometry turbocharger, an EGR system, a higher capacity cooling system, an intake throttle body or a diesel particulate filter.

In addition, the engine series offers proven reliability and lower long-term maintenance costs.

Most of the new emission equipment is found in the exhaust or after-treatment system. The key is the selective catalytic reduction (SCR) which converts the harmful components of the exhaust gas stream into water, nitrogen and carbon dioxide.

For the operator, other than refilling diesel exhaust fluid (DEF) tank, no action is required for the SCR system to function.

The biggest benefit for Tigercat machine owners is that the PPT engine series is fully supported by Tigercat, including all parts, service, warranty and technical support.

TIGERCAT POWER. TIGERCAT SUPPORT.

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2 colour print ad



470

INTRODUCING THE NEW 470 MULCHER

Efficient hydraulics, loads of cooling capacity, 300 hp, extremely low ground pressure and legendary Tigercat build quality for highest uptime and machine availability in severe duty ROW pipeline and exploration applications. Visit Tigercat at [www.tigercat.com](#) and learn more about Tigercat mulchers and other severe duty off road industrial products.

Tigercat
all road industrial products
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Print ad

committed **FORESTRY** **Tigercat**
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[www.tigercat.com](#)



Large format print



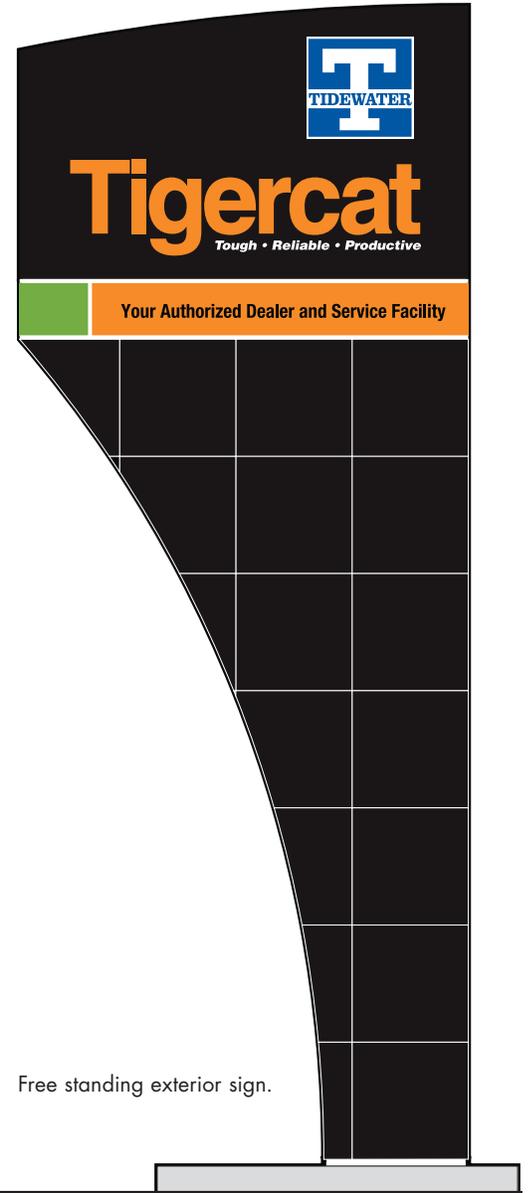
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Pull-up banner

EXTERIOR DEALER SIGNAGE

Exterior signage should adhere to Tigercat branding guidelines as closely as possible in regards to colour treatment and logo display. New or existing Tigercat dealerships can request signage direction from the Tigercat marketing department when planning an exterior facelift.

Tigercat®



Free standing exterior sign.



Exterior wall mount sign. Backlit or frontlit.



Exterior/Interior wall mount backlit sign.



2 sided door/window decal.



An interior facelift including Tigercat branded barstools.



Exterior signage rendering for dealership facelift.

SPECIAL FEATURE LOGOS

Tigercat®

Tigercat special feature logos may be used to emphasize your message when communicating about special features of Tigercat machines or services. Please ensure that they are used only in the proper context, and are not altered in any way. The logos should only be used as support elements and not sized larger than the Tigercat branding. Please contact the marketing department for a copy of any special feature logo.

Tigercat's **Turnaround**® seat swivels effortlessly, locking in either the forward or rear-facing position. Once facing rear, the operator has full control of all machine functions including drive controls. The steer function is controlled with an armrest-mounted joystick that places the operator in a more secure, ergonomically-correct seating position.

Feller bunchers spend a great percentage of the total duty cycle driving. **WideRange**™ allows the operator to travel from tree to tree more quickly than feller bunchers equipped with a conventional two-speed manual shift transmission. With WideRange, the operator always has command of the full speed range from zero to maximum.

ER technology® allows the machine operator to extend and retract the boom on a horizontal plane smoothly and quickly using a single joystick. Key to ER technology is reduced energy consumption. The ER system transfers energy back and forth between the main and the stick boom functions, reducing the total energy needed to move the boom system.

TEC, Tigercat exchange program. TEC remanufactured parts carry the same warranty as new components. The experienced TEC team and state-of-the-art testing facilities ensure the highest quality rebuilt components. The TEC program is currently available in North America only.

Cost per tonne messaging is essential to the Tigercat brand. It reinforces the premium quality of Tigercat machinery while advancing the message that initial purchase price is only one of many criteria that should be considered when evaluating a new machinery purchase. A cost per ton version of this logo is available for the US market.

EHS™ is the new efficient high speed skidder transmission. EHS allows the skidder machine to automatically achieve extremely high tractive effort and quick travel speeds, all while operating with maximum fuel efficiency.

Tigercat FPT Engines. The Tigercat engines deliver the industry's simplest and most reliable Tier 4 solution.

Additional information on the above features can be obtained from the www.tigercat.com website.

TURNaround®

widerANGE™

ER[®] technology

TEC

Cost per tonne...
The right measure.

EHS™

Tigercat® by POWERTRAIN TECHNOLOGIES

TIGERCAT**POWER.**
TIGERCAT**SUPPORT.**

PRODUCT IMAGE SAMPLES

Tigercat®

Tigercat has an extensive library of product images available for publication. Copies of these images can be freely downloaded from the www.tigercat.com website.

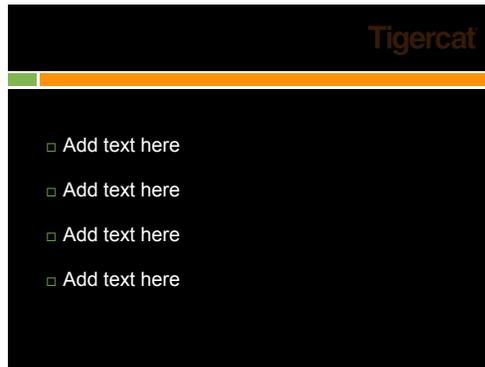
Great care has been taken in selecting these high quality images. Please use these images as provided and do not distort or change their colour. If you are searching for a photo of a particular machine or operation not available on the website please contact the Tigercat marketing department with your request.



RESOURCES



Branding consistency is important and should be used for all communication materials. Internal and external Tigercat documents should observe Tigercat branding guidelines whether used by Tigercat employees or Tigercat dealers. The following are examples of resources that are available for use by all Tigercat affiliates.



Tigercat PowerPoint template.

This pre-formatted template can be utilized to create custom presentations specific to your own Tigercat department, while maintaining the Tigercat brand appearance. Contact the Tigercat marketing department for a copy of the latest PowerPoint template.

Tigercat Social Media presence.

Spread the word about the Tigercat brand to everyone you know. Share impressive photos and videos with your friends and family using Tigercat's Facebook and YouTube page.



www.facebook.com/Tigercat



www.youtube.com/user/TigercatForestry

TRADEMARK STATEMENTS

Tigercat has two trademark statements which need to be included on any marketing materials produced by Tigercat. The exception is that these statements do not need to appear on ads in magazines or any print materials that are not produced by Tigercat.

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Trademark statement: TIGERCAT, WIDERANGE, TURNAROUND, ER, EHS, and TEC, their respective logos, TOUGH RELIABLE PRODUCTIVE, TIGERCAT TV, "Tigercat Orange" and BETWEEN THE BRANCHES, as well as corporate and product identity, are trademarks of Tigercat International Inc., and may not be used without permission. TIGERCAT, TURNAROUND, and ER, and their respective logos are registered trademarks of Tigercat International Inc., P.O. Box 637, 54 Morton Avenue East, Brantford, Ontario, Canada N3T 5P9.

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