



CORPORATE STYLE GUIDE

NOTE: This style guide reflects brand standards that were current until November 21, 2019. It does not include references to or information about Cimcool, DME, Milacron Injection Molding & Extrusion, or Mold-Masters, which were acquired on 11/21/19. This guide will be updated to reflect the company's new organization in 2020.

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HILLENBRAND

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Strategic Brand Overview

In order to ensure consistency and credibility for all key stakeholders, this guide defines what is encompassed in Hillenbrand's brand strategy. This style guide should serve as the foundation for all communications and activities involving the brand and should be strictly followed.

Branding Questions

The Hillenbrand corporate branding strategy is managed by the Corporate Communications Department. For additional information regarding brand standards and for questions about branding, please contact the Communications Department.

Point of Contact for Corporate Communications & Branding:

Paul Whitmore
Communications Manager
Paul.Whitmore@Hillenbrand.com
812-931-5412

Point of Contact for Public Affairs:

Tory Flynn
Director of Communications & Public Affairs
Tory.Flynn@Hillenbrand.com
812-931-5024

Section 1:

BRAND LANGUAGE

Mission Statement

The official Hillenbrand mission statement is printed below and can be copied and pasted for official use.

Hillenbrand is a global diversified industrial company that engineers, manufactures and sells business-to-business products and services into a variety of end markets. We strive to provide a superior return to our shareholders, exceptional value to our customers and great professional opportunities to our people, and to be responsible to our communities through the deployment of the Hillenbrand Operating Model.

Vision

The official Hillenbrand vision statement is printed below and can be copied and pasted for official use.

We are a world-class, global diversified industrial company with a proven record of success driven by the Hillenbrand Operating Model.

Core Values

At Hillenbrand we recognize five distinct Core Values which we strive to exemplify in our everyday work.

- Individual Worth & Integrity
- Excellence in Execution
- Spirit of Continuous Learning & Improvement
- Courage
- Customer Focus & Partnership

Boilerplate

The Hillenbrand boilerplate is used when providing a description of the company. The official language can be copied and pasted as printed below.

Hillenbrand is a global diversified industrial company with multiple leading brands that serve a wide variety of industries across the globe. Hillenbrand's portfolio is comprised of two business segments: the Process Equipment Group and Batesville. The Process Equipment Group businesses design, develop, manufacture and service highly engineered industrial equipment around the world. Batesville is a recognized leader in the death care industry in North America. We pursue profitable growth and robust cash generation driving increased value for our shareholders. Hillenbrand is publicly traded on the NYSE under "HI."

Hillenbrand Operating Model

At Hillenbrand our companies engineer, manufacture and sell business-to-business products and services into a variety of end markets. We strive to provide a superior return to our shareholders, exceptional value to our customers, great professional opportunities to our people, and to be responsible to our communities through the deployment of the Hillenbrand Operating Model (HOM). The HOM outlines the following five management practices:

- Strategy Management Process
- Segmentation
- Talent Management
- Lean
- Acquisitions



Official HOM Schematic

The HOM is a consistent and repeatable framework designed to produce sustainable and predictable results. It defines how Hillenbrand runs the business and focuses on three key steps:

- Understand the business
- Focus on the critical few
- Grow to get bigger and better

Section 2:

VISUAL IDENTITY

Wordmark

The Hillenbrand wordmark logo is the central component of the corporate brand. Care should be taken to ensure the company logo is used only according to the guidelines set forth in this document.

HILLENBRAND

Usage

The Hillenbrand wordmark should only be included on official company documents and other official materials.

All external documents for public viewing purposes must feature the Hillenbrand wordmark.

Do not reproduce the logo or other brand assets.

The Hillenbrand wordmark is available for company use in several formats (see [Section 4](#)). As such, **never** attempt to reproduce the logo.

Size

To ensure legibility, the wordmark should never be reproduced smaller than 2 inches in width (except for email signatures).

Maintain a minimum wordmark size of **2" wide**.

HILLENBRAND
2"

When used on a document letterhead, the wordmark should appear at 2.83 inches wide.

Spacing

Always provide the minimum amount of protective space around every side of the logo (except for email signatures) to maintain logo integrity and reduce visual clutter. The minimum protective space is equal to the height of the capital "H" in the wordmark.



Maintain **protective space** on all sides of the wordmark equal to the height of the capital "H" in the logo.

Color

When possible, the primary navy blue version of the logo should be used. When necessary, a black or white version of the logo may be used instead. The black version should be used on white or light-colored backgrounds, whereas the white version should be used on dark backgrounds.

Use the **navy blue version** of the logo whenever possible.

HILLENBRAND

Black

HILLENBRAND

White

Incorrect Usage

In order to maintain the integrity of the Hillenbrand logo and brand, the standards presented this guide must be followed. The following examples represent uses of the wordmark in violation of these guidelines.

Never use the logo in a color other than navy blue, black or white.

HILLENBRAND

Never use the white version of the logo on a light background.

HILLENBRAND

Never skew, stretch, compress or otherwise distort the logo.



Never tilt or rotate the logo.



Never add additional elements to the logo.



Never use outdated versions of the logo.



Logo Variations

Use the wordmark with companies in formal applications, but **not to replace the primary wordmark**.

Wordmark with Companies

This variation on the Hillenbrand wordmark can be used in formal applications when it is beneficial to show our companies. This variation should never replace the primary wordmark, only supplement it. Follow the same usage guidelines for the primary wordmark when using this logo variation, except that this logo should never be reproduced at less than 2.5 inches wide.



Maintain a minimum size of **2.5" wide** when using the wordmark with companies.

Ticker Symbol

The ticker symbol is a secondary brand mark and should be used in more informal applications. The symbol can be altered slightly to fit a particular design or theme, and there are no sizing standards for the ticker symbol.



Original



Global



Relay for Life

Use the **core palette** as the primary color options and the **secondary palette** for accent or emphasis.

Brand Colors

The Hillenbrand color scheme is comprised of two palettes: core and secondary. The core palette should serve as the primary color options for all materials created for the company. The secondary palette can be used when an expanded color selection is needed and should serve as accent or emphasis colors.

Core



R:20 **G:**64 **B:**109
C:100 **M:**80 **Y:**32 **K:**18
Hex: #14406D



R:109 **G:**110 **B:**113
C:0 **M:**0 **Y:**0 **K:**70
Hex: #6D6E70

Secondary



R:107 **G:**170 **B:**220
C:56 **M:**21 **Y:**0 **K:**0
Hex: #6BAADC



R:247 **G:**149 **B:**33
C:0 **M:**49 **Y:**98 **K:**70
Hex: #F79521

Typography

Use **Garamond** as the primary typeface and for all official communications.

The Hillenbrand brand includes two typefaces. Garamond is the typeface used to create our logo and should serve as the primary font option. Garamond should be used for any form of mass communication (e.g. internal and external memos, formal documents released by the company). All announcements should appear in 12-point font with 100% black text.

Garamond

AaBbCcDdEeFfGgHh
0123456789

Regular *Italic* **Bold** ***Bold Italic***

Arial can be used as a secondary font for less formal applications.

Use **Arial** as a secondary typeface option.

Arial

AaBbCcDdEeFfGgHh
0123456789

Narrow *Narrow Italic* **Narrow Bold** ***Narrow Bold Italic*** Regular
Italic **Bold** ***Bold Italic*** **Black**

Futura

AaBbCcDdEeFfGgHh
0123456789

Light Light Oblique Book Book Oblique Medium Medium Oblique
Heavy Heavy Oblique Extra Bold Extra Bold Oblique

Futura can be used for design-intensive materials (pieces created by corporate communications or outsourced).

Section 3:

COMMUNICATIONS

Voice

A significant component of a brand's personality is the copy. Often there are multiple people writing the copy, which can lead a piece to sound like it has multiple personalities or voices.

In order to keep a brand consistent, **it is imperative that all public or mass communication pieces go through the Corporate Communications Department.** In order to keep the tone the same, the Communications Department will weigh in to keep the message consistent, review brand guidelines, make sure that the voicing is correct and provide the original author feedback.

Approve all external communication pieces through the Corporate Communications Department.

Points for Consideration

Use standardized copy whenever possible. Saying the same phrase on documents does not lend the reader to believe that we lack creativity; it just means that we are on message.

Know your audience. Are you writing for associates? Leadership? Investors? The general public? Your piece should speak directly to your audience, and your writing should change as a result.

Is the piece a PowerPoint? A speech? A publication? The writing—and even the grammatical concepts—should change based upon the medium of the piece.

Approve all Enterprise announcements through the Corporate Communications Department.

Style

All official company communications and public-facing documents should adhere to the guidelines set forth by the Associated Press in the AP Stylebook. A brief synopsis for commonly-encountered rules has been included in this guide for quick reference.

Follow **AP Style** guidelines when writing copy.

Addresses

Always use numerical figures for addresses.

Abbreviate **Ave.**, **Blvd.**, **St.** and directional cues when used with a numbered address. Always spell out other words such as **alley**, **drive**, and **road**.

Examples

102 N. Manufacturing St.	21 S. Ninth St.
Manufacturing Street	102 S. 10th St.

Ages

Always use numerical figures for ages.

If the age is used as an adjective or as a substitute for a noun, then it should be hyphenated.

Do not use apostrophes when describing an age range.

Examples

A 22-year-old student.	The student is in his 20s.
The student is 22 years old.	

Books, Reference Works, and Other Compositions

Use quotation marks around the titles of books, songs, television shows, computer games, poems, lectures, speeches and works of art.

Dates, Months, Years, Days of the Week

When used with a date, abbreviate only the following months: **Jan.**, **Feb.**, **Aug.**, **Sept.**, **Oct.**, **Nov.** and **Dec.**

Names

Always use a person's first and last name the first time they are mentioned in a story. Only use last names on second reference.

Numbers

Never begin a sentence with a number, except for sentences that begin with a year.

When referring to money, use numerals.

Examples

Two hundred spectators attended. \$8 million

1776 was an important year. \$22.56

Punctuation

Use a single space after a period.

Do not use commas before a conjunction in a simple series. (Do not use the Oxford comma.)

Commas and periods go within quotation marks.

States and Cities

When the name of a state name appears in the body of a text, spell it out. States should be abbreviated when used as part of a short-form political affiliation.

United States should be spelled out upon first appearance, and abbreviated throughout as U.S. with no space in between.

Times

Use numeric figures for time, but spell out **noon** and **midnight**.

Use a colon to separate hours from minutes, but do not use :00.

Examples

Lunch will be served at noon. 1 p.m.

3:30 p.m.

Technological Terms

Below are the correct spelling and capitalization rules for some common technological terms.

email	iPad, iPhone, iPod	website, Web page
cellphone	LinkedIn	webmaster
Facebook	social media	YouTube
Google, Googling, Googled	smartphone	
hashtag	Twitter, tweet, tweeted, retweet	
the Internet	World Wide Web	

Additional AP Style Resources

www.apstylebook.com

<http://www.brandeis.edu/communications/digital/images/apstyle.pdf>

<https://owl.english.purdue.edu/owl/resource/735/02/>

Hillenbrand-specific Conventions

Be sure to **follow these style conventions** that are specific to Hillenbrand.

Hillenbrand is not a “we”, Hillenbrand is an “it.” In referring to Hillenbrand, the writer should not reflect on what **we** have done, but rather on what **it** has done.

Hillenbrand refers to its employees as **associates** in all internal communication pieces. In external communication, refer to “employees.”

When referencing the Process Equipment Group, always spell out the full name on first use followed by **(PEG)**. You can then use PEG for the rest of the communications.

When referencing the Operating Companies always spell out the full name on first use followed by **(OpCo)**. You can then use OpCo for the rest of the communications.

Always capitalize “Operating Company” and “OpCo.”

In discussing our two business segments, they should be addressed by first discussing the Process Equipment Group (PEG), and then Batesville.

In listing the Operating Companies by logo, they should be listed in alphabetical order (PEG companies first, then Batesville).

Example

PEG – Abel, Coperion, Red Valve, Rotex, TerraSource Global; Batesville

Please note this format is flexible as Hillenbrand acquires new companies. When listed in a dropdown format (on a website), list companies in alphabetical order regardless of business segment (i.e. Abel, Batesville, Coperion, etc.)

AP Style Deviations

Though at Hillenbrand we closely follow the AP Style guidelines, we will deviate from the standards in these cases:

We will not spell out the word **percentage**, but rather utilize the symbol (%).

We will not spell out numbers (**nine**), but rather use the numeric system (**9**).

Hillenbrand observes a few **specific guidelines** that differ from AP Style.

Internal Communications

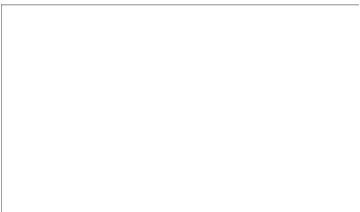
Internal communications do not need to follow the AP Style guidelines as strictly as external communications, but it should be utilized as a source for guiding broad-sweeping communication pieces and help guide those editing a working document.

Business Cards

Associate business cards are ordered through a third-party vendor and will follow the standard format shown below. Associates will need to submit the following information in order to have business cards printed: name, title, office phone, email address, and choice of design for business card backing (with manager approval).



Front



Back – Option A*



Back – Option B



Back – Option C



Back – Option D

* Preferred back.
NOTE: Options B, C and D should be used only by associates who use a high volume of cards, as these options could change.

Email Signatures

All associates should include a correctly-formatted signature to every email sent from their company email account. A correctly-formatted signature adheres to the following specifications:

- Line 1:** First and last name
- Line 2:** Title
- Line 3:** Official Hillenbrand wordmark—sized at 1.38" x 0.22"

Include a **correctly-formatted email signature** with every email sent.

Lines 4 & 5: Company address

Line 6: Website URL—hyperlinked to <http://www.Hillenbrand.com>

Line 7: Office phone

Line 8: Cell phone (if applicable)

Line 9: Email address—with first initial, last initial and “H” in Hillenbrand capitalized

Each line should be Garamond font in black. Lines 1 and 2 should be 11-point font. Lines 4-9 should be in 10-point font.

Examples

Ima Perfect
Manager of Logo Development

HILLENBRAND

One Batesville Blvd.
Batesville, IN 47006
www.Hillenbrand.com
Office: +1 812 555 5024
Cell: +1 812 555 2242 *(if applicable)*
Email: Ima.Perfect@Hillenbrand.com

Nadia Write
Manager Branding Destruction
~~Hillenbrand, Inc.~~
~~One Batesville Boulevard~~
~~Batesville, IN 47006~~
(812)555-5075 office
(513)555-8011 mobile

Include a **legal disclaimer** with every email sent.

Email Disclaimer

All emails sent from company email accounts to anyone outside of Hillenbrand must include the following disclaimer. This disclaimer is automatically generated by the Hillenbrand EIS department and does not need to be copied and pasted into associates' email signatures. Note that a specific disclaimer applies to the Legal Department and should only be used by associates in Legal (also generated by EIS). All other associates are to use the general format.

General Disclaimer

The information transmitted in this electronic message is intended only for the use of the named recipient(s) and may contain confidential and/or privileged material. Any review, retransmission, copying, dissemination or other use of, or taking of any action in reliance upon, this information by persons or entities other than the intended recipient(s) is prohibited. If you have received this in error, please contact the sender and delete the material from your computer.

Disclaimer for the Legal Department

The information contained in this electronic message is confidential information intended only for the use of the named recipient(s) and may contain information that, among other protections, is the subject of attorney-client privilege, attorney work product or exempt from disclosure under applicable law. If the reader of this electronic message is not the intended recipient, or the employee or agent responsible to deliver it to the intended recipient, you are hereby notified that any dissemination, distribution, copying or other use of this communication is strictly prohibited and no privilege is waived. If you have received this communication in error, please immediately notify the sender by replying to this electronic message and then deleting this electronic message from your computer.

Section 4:

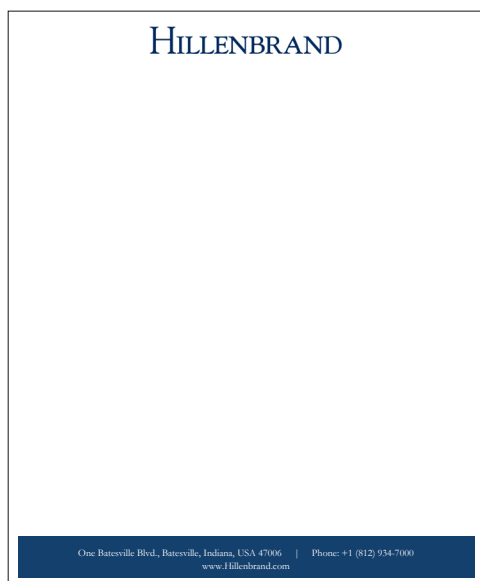
BRAND ASSETS

The items listed in this section have been made available to you for use in various business applications. These items can be found on the **server** at [W:\HI](#)
Brand Assets.

Logos

Each logo described in [Section 2](#) is available in a variety of formats in the **Logos** folder.

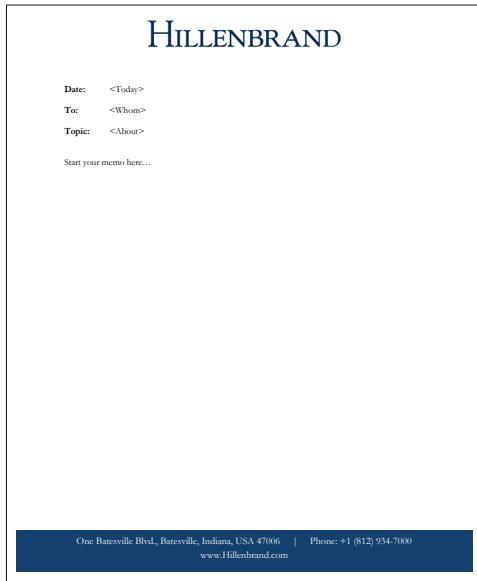
Letterhead



The letterhead template is available for official company documents. It can be used for both internal and external communications. The design of the template should not be changed in any way to maintain brand consistency.

Format: Microsoft Word Template (.dotx)

Memo



The memo template is based on the letterhead and should only be used for internal communication. The basic structure for a memo is included in the template and should not be changed.

Format: Microsoft Word Template (.dotx)

HILLENBRAND

Date: <Today>
 To: <Whom>
 Topic: <About>

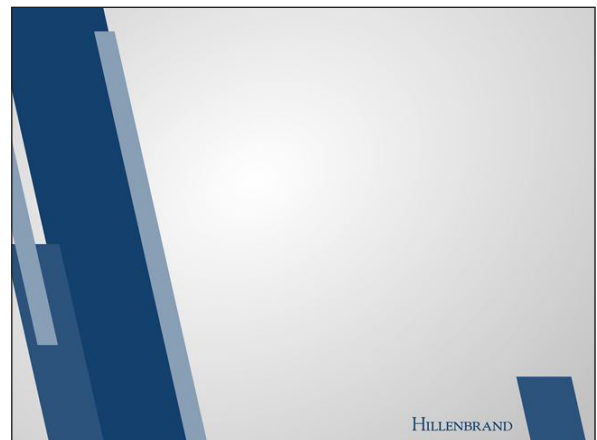
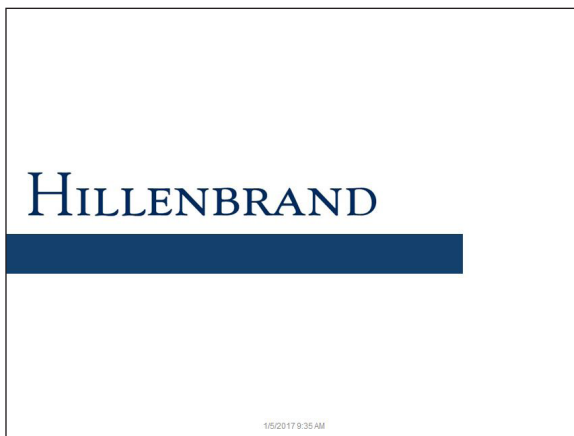
Start your memo here...

One Batesville Blvd., Batesville, Indiana, USA 47006 | Phone: +1 (812) 934-7000
 www.hillenbrand.com

The memo template is based on the letterhead and should only be used for internal communication. The basic structure for a memo is included in the template and should not be changed.

Format: Microsoft Word Template (.dotx)

PowerPoint Templates



The preferred PowerPoint template (left) should be used for all company-related presentations. A second option (right) is also available and features a custom design with several different layout options.

Format: Microsoft PowerPoint Template (.potx)

Section 5:

OpCo Logos

Just as our corporate office has guidelines to maintain the consistency and integrity of our brand, our operating companies have developed similar guidelines with their own set of standards. Just as with corporate guidelines. It is very important to strictly adhere to OpCo branding standards when developing materials or collaborating on projects. The most current logo for each company has been included here for reference. If a more detailed understanding of an OpCo's branding guidelines is needed, please contact the Marketing Department for that company.

Abel

Abel uses two versions of their logo for different applications. The logo with tagline is used for business letters and formal documents like orders, offers, invoices, etc.



Logo with Tagline

The second version of the logo does not include the tagline and is used for advertising materials, email signatures, and the official website.



Logo without Tagline

For more information about Abel's brand standards, contact Michael Albrecht at Michael.Albrecht@abel.de.

Coperion

The full-color Coperion logo is the primary logo and should be used whenever possible.



For more information about Coperion's brand standards, contact Bettina Koenig at Bettina.Koenig@coperion.com.

Red Valve

Red Valve uses two different logos in their branding strategy. It is preferential to use both logos on every marketing piece. The primary logo, however, is the wordmark. The wordmark is used as a header on official documents.



Wordmark

The secondary combination mark is used as an icon and in the footer of documents.



For more information about Red Valve's brand standards, contact Bob Neville at bneville@redvalve.com.

Rotex

Whenever possible, the brand mark should appear in color on a white background, as shown.



For more information about Rotex's brand standards, contact Austin Kephart at amkephart@rotex.com.

TerraSource Global

The TerraSource Global (TSG) brand consists of a primary company logo, as well as several individual product logos.



Company Logo



Product Logos

For more information about TSG's brand standards, contact Jack Vivrett at Jack.Vivrett@terrasource.com.

Batesville

The two-color Batesville logo is the primary logo to be used whenever possible.



For more information about Batesville's brand standards, contact Sean Townsley at s.townsley@batesville.com.