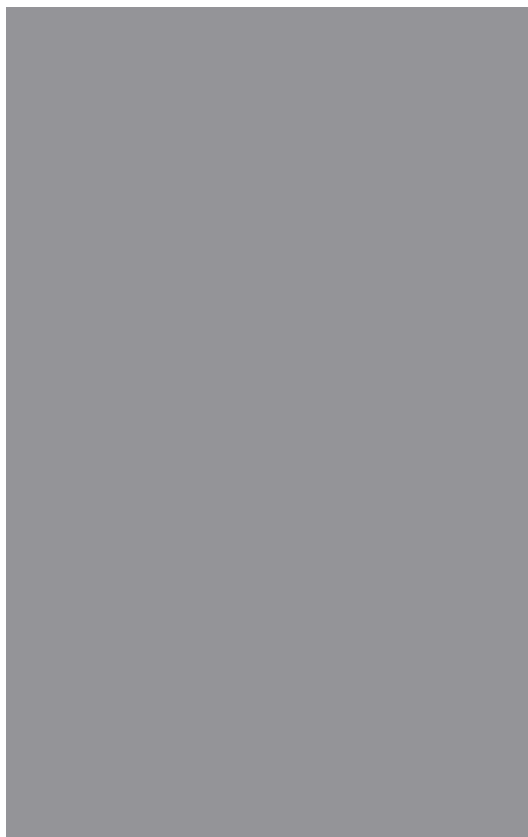


CALUMET BRAND STYLE GUIDE



CALUMET
SPECIALTY PRODUCTS PARTNERS, L.P.



INTRODUCTION

Welcome to the Calumet Brand Style Guide.

This information has been designed and presented to ensure that the Calumet brand is marketed in an appropriate and consistent manner. It is essential that the heritage, quality, elegance and reliability of one of the world's leading brand names is upheld and adhered to in all circumstances.

Achieving the goal of an enduring brand requires a conscious, coordinated, consistent approach to communications and behavior. That approach is based on the understanding that every choice and every decision— not advertising or collateral alone — communicates something to someone about the Calumet brand.

When the brand's messages are developed ad hoc, focused solely on the needs of the moment, they have no lasting impact.

But when messages are delivered within a consistent framework and reinforce the brand's promise and personality, their impact can be leveraged to boost awareness and heighten brand recognition and preference.

To help guide you, we have separated the information into distinct, user-friendly sections.

Please read these guidelines carefully and ensure that they are implemented as rigorously as possible.

Thank you in advance for your cooperation.



THE BRAND

Colors:



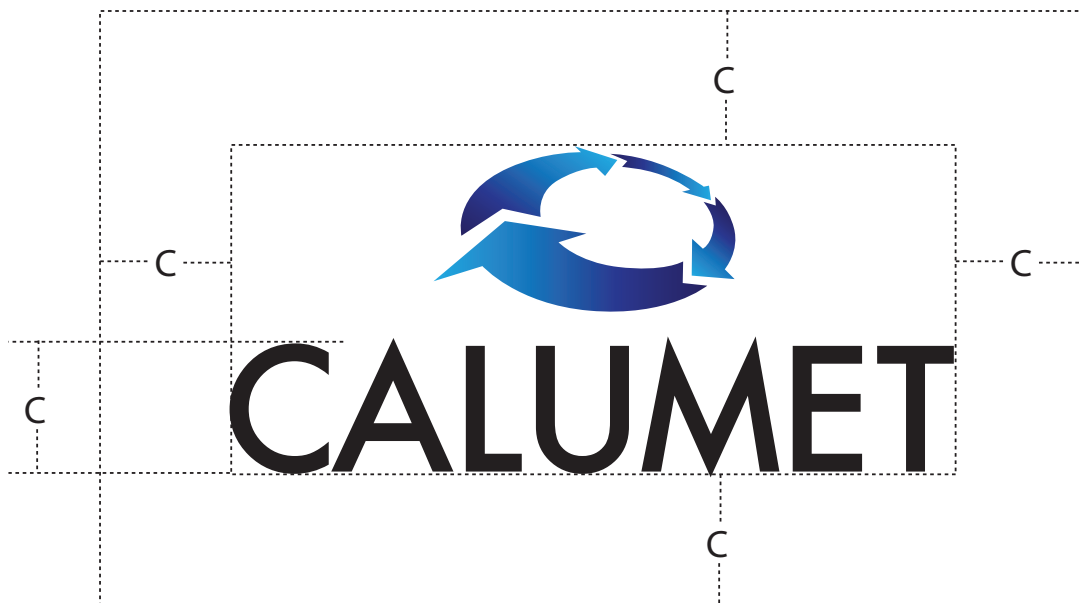
PMS: Pantone Blue 072 C
CMYK: 100C 88M 0Y 5K
RGB: 28R 63G 148B
HEX: #1C3F94

PMS: Pantone 299 C
CMYK: 85C 19M 0Y 0K
RGB: 0R 157G 220B
HEX: #009DDC

PMS: Pantone Black C
CMYK: 0C 0M 0Y 100K
RGB: 35R 31G 32B
HEX: #000000

White Space Around The Brand: Ideally the logo will be used on a white background for maximum impact and clarity. The logo will have a minimum of 1C-height white space around it.

In order to maintain legibility the Calumet logo the minimum size is 1/4", .64 centimeters, 1.5 picas, or 18 points.



LOGO USAGE

Guidelines: Whenever possible the logo should be used on a white background. Also the phrase “Specialty Products Partners, L.P.” must always be underneath “CALUMET”.



Color

The color version of the logo ideally is used on a white or light neutral backgrounds for greatest impact.



Dark Backgrounds

For use on darker backgrounds please use the one color White and Black version of the logo.

Exception: In certain applications such as silk screening or embroidery, the color version may be used on a black background. If specing this version, please take care to ensure that the logo is legible.



Grayscale

For better legibility and clarity please use the grayscale version of the logo. Depending on the nature of the background please use:

Circular arrows = Blend 90% Black to 10% Black

CALUMET = 100% Black

Company name = 70% black



One Color

For applications where only one color is permitted. White areas/background color indicates no ink.



Example of the logo reversed out of black.

LOGO USAGE (Cont.)

Space Limitations: This configuration is predominantly used for instances where space does not allow for the stacked configuration.



Improper Usage: The following are examples of improper use of the Calumet brand.

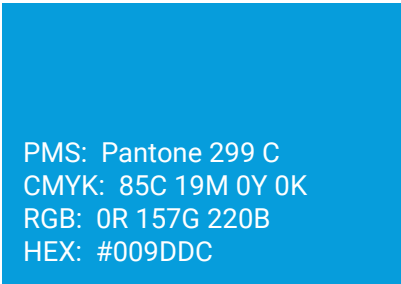


COLOR PALETTE

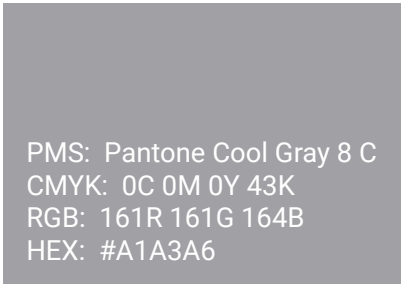
Primary Color Palette



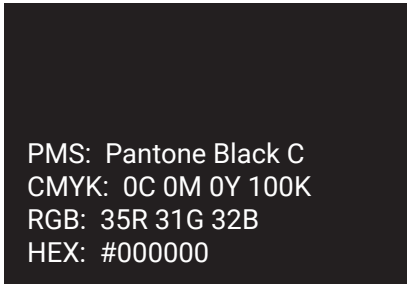
PMS: Pantone Blue 072 C
CMYK: 100C 88M 0Y 5K
RGB: 28R 63G 148B
HEX: #1C3F94



PMS: Pantone 299 C
CMYK: 85C 19M 0Y 0K
RGB: 0R 157G 220B
HEX: #009DDC




PMS: Pantone Cool Gray 8 C
CMYK: 0C 0M 0Y 43K
RGB: 161R 161G 164B
HEX: #A1A3A6




PMS: Pantone Black C
CMYK: 0C 0M 0Y 100K
RGB: 35R 31G 32B
HEX: #000000

Secondary Accent Colors



PMS: Pantone 716 C
CMYK: 0C 45M 91Y 0K
RGB: 249R 157G 49B
HEX: #F99D31



PMS: Pantone Cool Gray 4 C
CMYK: 0C 0M 0Y 24K
RGB: 201R 202G 204B
HEX: #C9CACC

Primary Palette

The Primary Palette indicates the Calumet Corporate Colors. When designing for the main brand, these colors can be combined with the neutrals, and accent color.

Secondary Accent Colors

The secondary accent colors are used to highlight information. It is used sparingly, in small areas such as Subheads, Call to Action Buttons, and rules.

TYPOGRAPHY

Font Names:

Roboto Light

A B C D E F G H I J K L M N O P Q R S T
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 1 0 \$ % & () " ' ' ' ' "

Roboto Light Italic

A B C D E F G H I J K L M N O P Q R S T
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 1 0 \$ % & () " ' ' ' ' "

Roboto Regular

A B C D E F G H I J K L M N O P Q R S T
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 1 0 \$ % & () " ' ' ' ' "

Roboto Italic

A B C D E F G H I J K L M N O P Q R S T
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 1 0 \$ % & () " ' ' ' ' "

Univers LT Pro 57 Condensed

A B C D E F G H I J K L M N O P Q R S T
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 1 0 \$ % & () " ' ' ' ' "

Zurich BT Bold Italic

A B C D E F G H I J K L M N O P Q R S T
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 1 0 \$ % & () " ' ' ' ' "

UNIVERS LT PRO 67 BOLD CONDENSED

A B C D E F G H I J K L M N O P Q R S T
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 1 0 \$ % & () " ' ' ' ' "

Univers LT Pro 57 Condensed

A B C D E F G H I J K L M N O P Q R S T
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 1 0 \$ % & () " ' ' ' ' "

Suggested Uses:

Subhead Copy

Print: Average size 10-14 pt

Subhead Copy

Print: Average size 10-14 pt

Body Copy

Print: Average size 9-10 pt

Quotes

Print: Average size 10-12 pt

Web: Average size 12-14pt

Call to Actions

Print: Average size 10-12 pt

Web: Average size 18-24pt

Callouts/Bullets/Subheads

Print: Average size 10-12 pt

Web: Average size 18-24pt

Headline Copy

Print: Average size 18-24 pt

Web: Average size not specified.

Headline Copy

Print: Average size 18-24 pt

Web: Average size not specified.

CONTACT INFORMATION



If you have any questions, comments or concerns, please direct them to:

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