



Style & Usage Guide
November, 2023

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How to use this guide

If you are unsure of any reproduction methods within these guidelines please contact the Kal Tire Marketing Department:

Marketing@KalTire.com

The Kal Tire Style Guide serves a dual purpose:

- To establish the design specifications and standards for the consistent, accurate application of the Kal Tire logo and its supporting elements.
- To ensure the correct and consistent use of our logo and explain important design parameters for the creation of all Kal Tire internal and external communication materials. Used correctly, this guide will help maintain a consistent standard of quality and integrity every time the Kal Tire brand appears.

The logo and its elements must be reproduced only in formats that are displayed in these guidelines. Situations may occur for which there is no precedent in this guide. Every effort should be made to adhere to the basic principles outlined in this document; this will ensure all materials maintain a consistent approach and design feel to build a stronger brand.

1: About Kal Tire

1.1

About

To say we know and love tires—and the communities we serve—is an understatement.

Across Canada, our retail stores have become a beacon for drivers in need of everything from flat repairs and new tires to alignments and custom wheels. Why do we have so many loyal customers? Because drivers know they can count on us for genuine service and the best selection of trusted brands. We're also passionate about all things tires and vehicles, and we want to help drivers love tires too. That's why we also offer oil changes, brake service, tire storage, purchase financing and online appointment bookings.

From our humble beginnings in 1953 with our founder, Tom Foord, opening a single service station in Vernon, BC, Kal Tire has grown to include 260 retail and commercial stores, warehouses, and 10 retread manufacturing plants across Canada. Today, Kal Tire is Canada's largest independent tire dealer and one of North America's largest commercial tire dealers. Kal Tire's Mining Tire Group is an international leader in mining tire service

and supply, serving more than 150 mine sites across five continents. Around the world, we employ more than 6,500 team members.

Wherever we have a store, site or facility, we have teams that care just as much about helping customers get in the right tires as we do about driving positive change in our communities. We're proud to support local charities and projects, and we promote tire recycling and retreading—creating a circular economy with the next generation of drivers in mind.



1.2

AIMS

Since the roll out of Kal's RePlay fund in 2019, we have recycled over 1.6 million pounds of rubber. Through our sustainability initiatives — like Circular Economy, we are working hard to keep our AIMS at the fore front of every decision we make:

1. Our aim is to earn the trust of our customers by providing them with a level of quality and value of both service and products that exceeds their expectations and exceeds that available from the competition.
2. Our aim is that the career of every team member is supported by quality leadership, training, and opportunities for advancement. Our people will work safely and have the ambition, enthusiasm, and energy to be productive, efficient, and contribute to an upbeat atmosphere in the workplace.
3. Our aim is to achieve a fair profit in all of our operations.
4. Our aim is to expand our company in a deliberate and balanced fashion for the purpose of strengthening our

ability to serve the customer and provide a solid future for our people. However, our rate of expansion will not be beyond our ability to finance or manage to a consistent standard of quality.

5. Our aim is to conduct ourselves with honesty and integrity, being conscious of our image and with modest respect for our successes. Our image is defined by the conduct of each of us.
6. Our aim is to build long-term relationships with our suppliers based on competitiveness, value and mutual respect of objectives.
7. Our aim is to continually improve every aspect of our company, recognizing our responsibility to our customers, each other, our communities and the environment.

In fulfilling our Aims, every team member is personally committed to ensuring every customer, every guest and every team member returns home safely.

2: Community Programs

2.1

RePlay Fund

We care as much about your tires as the places they'll go and the people they carry, and building stronger communities along the way is how we roll.

Since 2019, Kal Tire has supported recycling millions of pounds of scrap tires to build inclusive playgrounds, accessible public spaces, durable roofing products, sanitary flooring, and so much more.



Tsuu T'ina Nation #145; Chiila Elementary School Playground



PURKIDS Foundation; Julia's Junction Playground

2.2

Projects

To improve the health and well-being of the community, the Kenora SportsPlex saw a need to fill in their community to build a safe, inclusive indoor space. The project will be an instrumental addition to the Northwestern Ontario population to promote unstructured play for children of all abilities and ages. When you provide a child with the opportunity to follow their instincts, ideas, and interests, it allows them space to explore boundaries in a variety of natural and built environments.

Rubberized flooring protects children by lessoning the impact of a fall, it's resistant to spills and moisture, it's slip-resistant, can withstand high volumes of foot traffic, and is a sustainable solution due to its long life span.

Kal Tire is proud to work with projects across Canada that support the learning and development of community members of all ages through inclusive play and interaction. Kenora SportsPlex received \$10,800, which fully fund the rubber surface. Approximately 37,725 pounds of rubber was recycled to create 181 Green PlayTiles and 40 Green PlayTile ramps.

"The support from Kal's RePlay Fund has been incredibly supportive and helpful. They provided regular contact, answered questions, and most importantly, had a great deal of patience with all our timeline changes with product delivery delays.

I would 100% encourage groups to apply! This was probably one of the easiest funding applications I completed, and everyone was supportive of our project plans!"

- Heather Pihulak; Kenora Sportsplex Board Member



2.3

Tire for Good

Our Tires for Good program keeps Canada's charities rolling by providing gift certificates for a new set of tires that can be used for operational vehicles or fundraising events. The program has supported 165 non-profit organizations across the country, since 2020.

The Willowridge Community centre's need was to replace tires on a 1997 Olympia Ice resurfacer (AKA Ollie) with studded 225-75 R16 snow tires, load range D. The Olympia (Ollie) is about 8000 lbs fully loaded with water.

Jason Hughes from one of the Calgary Kal Tire locations was able to accommodate the needs of the organization by ordering specialty tires for the Olympia from Finland - leaving no tire unturned to ensure satisfaction.

Darren Blake, manager of the Kal Tire store in Grand Fall, NFL is the Fire Chief that serves the rural areas surrounding Peterview, NFL. He jumped on the opportunity to support his passion and career with the fire department when he discovered the Tires for Good program. They raised \$2,980 for the fire hall to provide better emergency services for the communities they serve.



3: Logos & colours

3.1

Logo usage – general

In this guide, you will find information about proper logo usage as well as our brand colours and typefaces.

Please review this guide carefully and frequently to refresh your understanding of the Kal Tire brand and visual identity. When you provide any visual elements for an outside supplier please include a PDF copy of this document along with any graphics files.

The official logo consists of a two-colour wordmark: orange & black on a white background in a black stroked box. In situations where black and white reproduction is the only option, the greyscale version should be used. There are versions of the logo with and without a ® in the lower right corner. The ® version should always be used, except in the following cases: Building signage, pylon signage at storefront locations, and embroidery applications.

The monochrome version exists only for special cases where the greyscale version will not work.



Primary version



Monochrome version



Greyscale version

3.2

Logo usage – Kal's RePlay

The official RePlay logo consists of a two-colour wordmark: orange & black on a white background in a black stroked box. In situations where black and white reproduction is the only option, the greyscale version should be used. There are versions of the logo with and without a ® in the lower right corner. The ® version should always be used

The monochrome version exists only for special cases where the greyscale version will not work.



Primary version

A COMMUNITY
PROGRAM OF
KALTIRE



Monochrome version

A COMMUNITY
PROGRAM OF
KALTIRE



Greyscale version

A COMMUNITY
PROGRAM OF
KALTIRE

3.3

Logo usage – Tires for Good

The official Tires for Good logo consists of a two-colour wordmark: orange & black on a white background in a black stroked box. In situations where black and white reproduction is the only option, the monochrome version should be used.



Primary version



Monochrome version

3.4

Clear space

For the Kal Tire logo to appear in its optimum format, there must be an area around it that remains clear of any graphic, photographic or illustrative elements. With this in mind, a clear space has been set that no other elements may encroach upon.

The clear space around the logo is equal to the square defined by the capital K as shown as shown below.

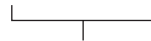


3.5

Minimum size

The simple and consistent application of the Kal Tire logo is of the utmost importance. As a general rule, the logo is to be used as a premium branding device—not made as large as will fit into a given area.

The logo needs to be sufficient size to reproduce accurately and maintain clear legibility. Therefore, a minimum size for all print applications of the logo has been established in the respective versions.



0.75" wide

3.6

Logo violations

All versions of the Kal Tire logo must not be adjusted, altered or redrawn in any way.



Do not alter the colour or tint of the logo.



Do not use the wrong logo version in a given background.



Do not add elements, as this will change the integrity of the logo.



Do not outline the individual logo forms.



Never remove any element from the logo.



Never alter the configuration of logo elements.



Do not substitute or replace the wordmark with other fonts.



Do not replace logo elements with photography or illustrative patterns.



Do not distort logo proportions via stretching or condensing.



Do not create an orange monochrome version.



Do not remove the outer stroke.



Do not substitute or replace the wordmark with lower case type.

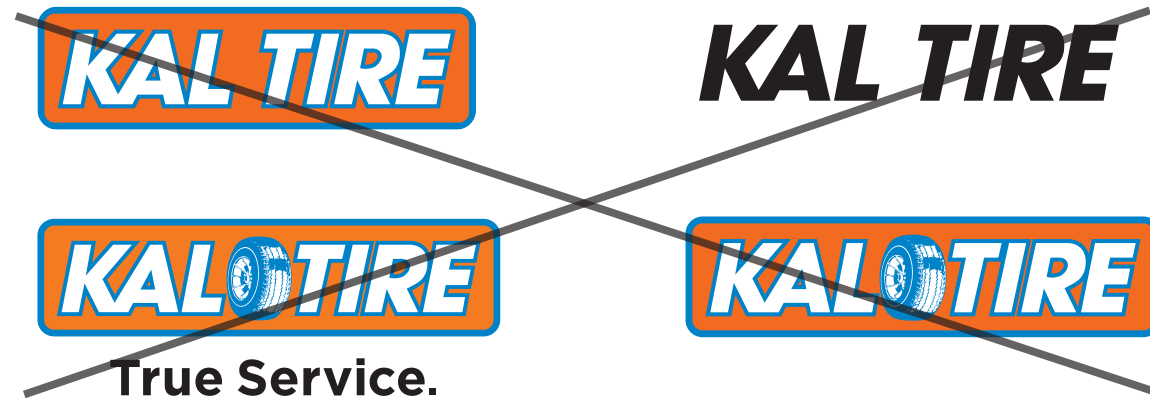


Do not alter the logo

3.7

Logo violations

Previous versions of the Kal Tire logo must no longer be used in any materials.
This includes service-specific logos.



3.8

For web or on-screen applications such as Microsoft Office programs, the RGB or Hexadecimal specified colours should be used.

Whenever possible, always reproduce the logo using the Pantone colour reproduction method. For more information, visit www.pantone.com

When printing the logo in 4-colour publications, the specified CMYK mix should be used.

When printing the logo in black & white use the process K percentage.

Brand colours

Our logo will reflect the Kal Tire brand on all printed materials—from advertising and marketing brochures to stationery—as well as in online media or other digital environments. As such, it requires consistent use of colour across all applications.

Colours in the Kal Tire brand range are numbered according to the Pantone Matching System (PMS), a recognized standard used by printers and designers to ensure consistent colour reproduction across all projects.

To maintain the same appearance when printing on coated or uncoated paper, appropriate PMS colours have been selected for each. Always use these exact PMS colours where applicable.

For on-screen environments, colour perception is affected by the luminosity of each screen. Every effort has been made to use the closest visual equivalents to the print colours.



Process
C 0%
M 72%
Y 100%
K 0%

RGB
R 255
G 105
B 0
HEX
#ff6900

PMS - Coated
PANTONE 166 C
PMS - Uncoated
PANTONE 166 U



Process
C 0%
M 0%
Y 0%
K 100%

RGB
R 0
G 0
B 0
HEX
#000000

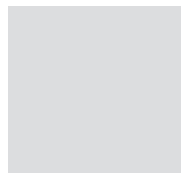
PMS - Coated
PROCESS BLACK C
PMS - Uncoated
PROCESS BLACK U



Process
C 0%
M 0%
Y 0%
K 60%

RGB
R 128
G 130
B 133
HEX
#808285

PMS - Coated
PROCESS BLACK C
60%
PMS - Uncoated
PROCESS BLACK U
60%



Process
C 0%
M 0%
Y 0%
K 15%

RGB
R 208
G 210
B 211
HEX
#d0d2d3

PMS - Coated
Cool Grey 3C
PMS - Uncoated
Cool Grey 3U



Process
C 0%
M 0%
Y 0%
K 0%

RGB
R 255
G 255
B 255
HEX
#ffffff

4: Typography

4.1

Our brand typeface can be purchased and licensed online from Hoefler & Frere-Jones Typography:

typography.com
info@typography.com
Tel 212.777.6640
Fax 212.777.6684

All typefaces are available in both Macintosh or Windows formats as well as cross-platform OpenType format.

Brand typeface

The primary typeface used in our brand materials is Gotham, designed in 2002 by Tobias Frere-Jones of Hoefler & Frere-Jones, Inc.

Selected for its geometric letterforms, legibility, classic style and versatility, this typeface is a stable, confident and modern face, well-suited to Kal Tire's brand values.

The Gotham type family has 16 different type weights. For Kal Tire's main purposes, two weights are essential: Bold and Book.

Gotham Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890abcdefghijklmnopqrstuvwxyz**

Gotham Book

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890abcdefghijklmnopqrstuvwxyz**

4.2

Digital default typeface

Arial is a sans-serif typeface designed in 1982 by Robin Nicholas and Patricia Saunders for Monotype Typography. Available on all current Macintosh and Windows operating systems, Arial is very legible,

excellent for copyfitting and may be used for all internal documents or on-screen media. Arial has 2 different type weights with matching italics. For our purposes, two weights are sufficient: Bold and Regular.

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890abcdefghijklmnopqrstuvwxyz**

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890abcdefghijklmnopqrstuvwxyz

4.3

General application

Type selection and styling has been carefully considered to achieve optimum readability and clarity in our communications. Please adhere to the recommended style guided provided. These typefaces should be used

as specified for all signage, catalogs and significant brand communication pieces. For visual examples refer to the print examples section at the back of the guide.

Headlines:
Gotham Bold
Sentence Case
Tracking: -20

Subheads:
Gotham Bold
Sentence Case

Body copy:
Gotham Book

Headlines
look like this

Subheads look like this

Body copy looks like this. Check inflation at least once a month and before traveling using an accurate tire pressure gauge. It's best to check your tires when they are cold and make sure to check your spare tire while you're at it.

Note:

- **Black and orange type over white background is the preferred treatment. White and black over orange can be used sparingly if necessary.**

Headlines on colour
look like this

Subheads on colour look like this

Body copy looks like this. Check inflation at least once a month and before traveling using an accurate tire pressure gauge. It's best to check your tires when they are cold and make sure to check your spare tire while you're at it.

5: Language

5.1

Overview

When writing copy for any Kal Tire communications the tone must reflect the quality of the brand. It must be crafted in such a way to add credibility and project a sense of professionalism, quality, trust and service.

The Kal Tire brand is built around the idea of **helping** not **telling**. We actually state this in our essence “Helping customers make smart choices”.

5.2

Language

We communicate to our customers in a lot of places. In person, through our television ads, on our website to name a few. The way we communicate has to reflect our core values.

Expertise: We know our stuff and we shouldn't be afraid to say it. But what's important is that our expertise doesn't make us snobs. We don't get techy to prove it, we take our knowledge and make it easy to understand for our customers.

Friendliness: We write like we speak, which is friendly, of course. We also like to keep it personal by using the word "we" and writing like we're talking to one customer at a time.

Authenticity: To be authentic, our messages have to reflect the truth about Kal Tire. So don't say anything that isn't true, don't say anything that one of our employees wouldn't.

5.3

Grammar & punctuation

- Always use Canadian spelling and style. When in doubt, contact the Kal Tire marketing department.
- When using bullet points, always use a period at the end, like this.
- When writing Kal Tire in copy always add a space between Kal and Tire. It's never one word unless it's in an email address or website address.
- Our url should be written KalTire.com with an uppercase "K" and uppercase "T" — there's no need to use "www."

5.4

Social media & URLs

For social media tags or any other assets please contact the Marketing Department at Marketing@KalTire.com

Social media

Social media tags should be handled by using the Kal Tire social media tag. The social media tags only display on product in store.



URLs

Our url should be written KalTire.com with an uppercase K and T — there’s no need to use “www.” Each subsection of the URL should also be capitalized. The URL can be used on display outside of store.

[KalTire.com/en/Wheels/Brands](https://www.kaltire.com/en/Wheels/Brands)

Thank you