BRAND STYLE GUIDE

TABLE OF CONTENTS

BRAND POLICY

It is the strategic intent of Astec to position itself as a leader in the aggregate, asphalt, concrete, forestry, mining, recycling, road building and thermal industries. This brand policy acknowledges the strong market presence held by Astec and simultaneously moves it forward with a unified message. The effective and consistent use of our brand is vital to the success of our company.

As we continue to expand our interests and product lines, a unified message will help build our reputation, minimize public confusion about who we are and what we do and reinforce us as a singular solution. These guidelines will help us present a cohesive organization worldwide. With your commitment to these guidelines, we can ensure a successful and consistent brand for our company.

The rules set forth in this manual speak to most situations regarding the Astec brand. The marketing department is charged with the task of general administration over the brand policy for the company and will answer any questions that may arise. Exceptions to the rules stated in this manual should be submitted to the marketing department for approval before printing or project release.

The ultimate objective of the brand policy is to create a unified program and to heighten everyone's awareness of the visual and communication styles of our company. It's essential for us to take pride in maintaining a professional and consistent presentation.

TRADEMARKS

Legal Guidelines

A crucial element to the success of any brand is following all of the legal guidelines regarding trademarks and patents.

Any deviation from the guidelines in this manual could result in the loss of our legal right to use our marks, logos and product names. The same attention must be paid to the process of registering names for products and services. If the proper naming process is not carefully followed, we may face patent and liability issues.

Using a trademark as a common noun is a misuse that has caused the loss of rights for numerous trademarks. For example, aspirin, cellophane, linoleum, milk of magnesia and shredded wheat were once trademarks, but because their original owners used them generically as common nouns, they lost the trademark rights. **To avoid misuse, we must always use trademarks as proper adjectives. Registered trademarks followed by an appropriate common name (noun) must be used upon the first reference.**

For example, SuperStacker® telescoping stacker or Double Barrel® dryer/drum mixer.

These trademarks must be used appropriately because they are brand names that distinguish our products from similar products available from other manufacturers. The appropriate symbols (®, ™, ℠) must directly follow the registered trademark, with the exception of editorial content written in AP style.

Current Trademarks

A Astec®	Firestream®	Power-Flame®	Telsmith Titan®
ACE®	Fold 'N Go®	Powerflame®	The Director®
AI design®	Grinderpedia®	ProSizer®	Thermecon®
Accu-Swipe®	Guardian®	Quickdrill®	Thermo-Guard®
Astec®	Gyrasphere®	Ranger®	Titan™
Barracuda®	Heatec®	Recon®	Trac10®
Batchpac®	Heli-Tank®	Reverse Pulse®	Trans Flite®
Blade Light®	Hydra-Jaw®	RexCon®	Unidrum®
Blower Truckpedia®	It's a King®	Roadtec®	VCS®
BMH Systems®	JCI®	Rock to Road®	Valu-King®
Carlson®	Kodiak®	Rocky U®	Vector®
Chipperpedia®	Kolberg®	Rocky University®	Vibro-King®
Combu®	M-Pack®	Shuttle Buggy®	Vibro-King TL®
CON-E-CO®	Maxi-Sneaker®	SiloBot ℠	Wear Parts Resource®
Contractor Series®	Mesabi®	Six Pack®	Whisper Jet®
Dillman®	Mining Resource Solutions®	Spec-Select®	Wizard Touch®
Double Barrel®	Mud Doctor®	Specmaker®	
EDGE®	Nova®	Speed Star®	
EVO®	OMNI®	Stackpack®	
FXS®	Peterson+®	Super Six Pack®	
Fast Pack®	Phoenix®	SuperStacker®	
Fast Trax®	Pioneer®	Telestack®	
Firestorm®	Power Flame®	Telsmith®	

list may not contain all trademarks

COMPANY COLOR PALETTE
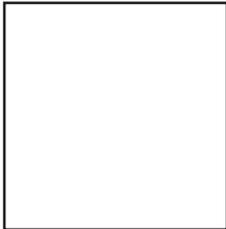
Signal White

CMYK
C0 M0 Y0 K0

RGB
R255 G255 B255

RAL
RAL 9003
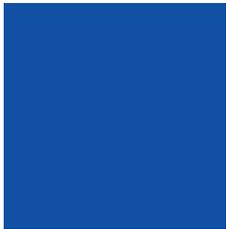
Signal Blue

CMYK
C100 M71 Y0 K2

RGB
R0 G86 B135

RAL
RAL 5005

Pantone
2145
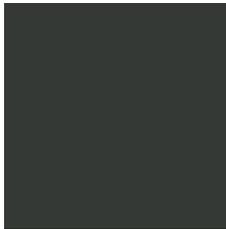
Black Grey

CMYK
C70 M57 Y63 K65

RGB
R55 G58 B54

RAL
RAL 7021

Pantone
447
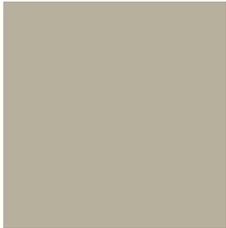
Pebble Grey

CMYK
C25 M21 Y31 K3

RGB
R183 G176 B156

RAL
RAL 7032

Pantone
7535 C
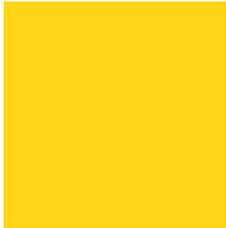
Saftey Yellow

CMYK
C4 M27 Y100 K0

RGB
R246 G187 B0

RAL
RAL 085 80 85
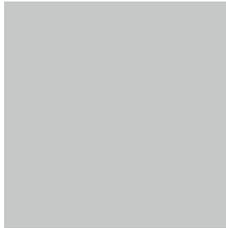
Logo Light Grey

CMYK
C18 M13 Y10 K0

RGB
R199 G201 B199

RAL
RAL 7047

Pantone
420 C

COMPANY COLOR PALETTE

Maintaining a consistent color palette is an important part of the company brand. Colors should be reproduced using the Pantone Matching System or their CMYK or RGB equivalents. RAL codes are for equipment and decal use only. When using non-traditional materials such as thread, fabric, etc., every effort should be made to match the colors shown below.

Logo Colors

Light Grey

Black Grey

Signal Blue

Pebble Grey

Signal White
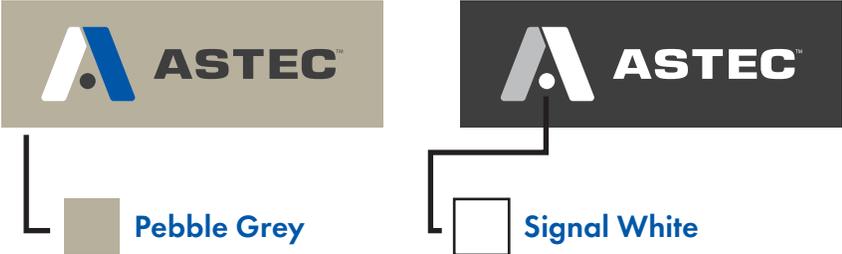
LOGO USAGE

When using the Astec logo, be mindful of its location relative to other objects, seams, etc. The X indicators below should be used as a guide to place the logo on documents, clothing or other materials. No design elements should be within the X indicators around the logo.

X indicator

X indicator

Unacceptable Logo Usage

- Never use anything other than the approved and provided company logo
- Never stretch or alter the logo's proportions
- Never attempt to create your own logo
- Never screen back (watermark) logo
- Never reproduce the logo
- Never use part of the logo; it is an integral unit, and should be used in its entirety
- Never change the logo's font

DISCONTINUED LOGOS

All previous subsidiary logos are discontinued. Previous logos should not be combined with the new corporate monogram or logotype. Only approved logos from the marketing department may be used. This list is not inclusive of all discontinued logos. Please contact the marketing department for any questions regarding legacy logos.

ASTEC

ASTEC AUSTRALIA

ASTEC DO BRASIL

BTI BREAKER TECHNOLOGY

CARLSON
an Astec Industries Company

HEATEC

OSBORN

Peterson

RexCON

ROADTEC

BMH SYSTEMS

CON-E-CO

TELSMITH

KPI-JCI ASTEC COMPANIES
ASTEC MOBILE SCREENS
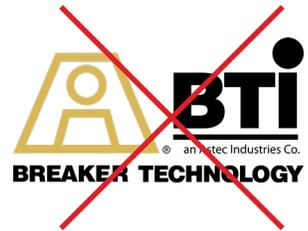
list does not contain all discontinued logos

BRAND TYPOGRAPHY

Futura PT
The Futura font family will be used in company literature including but not limited to brochures, spec sheets, flyers, etc.

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

Arial
The Arial font family should be used when working in Microsoft programs like Word, PowerPoint, Excel, etc. as well as any other system application that uses standard fonts.

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

Bebas Neue
The Bebas Neue font family will be used as a heading font in company literature including but not limited to brochures, spec sheets, promotional flyers, etc. and other specific circumstances.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Eurostile Extended
The Eurostile font family will be used only for equipment decals.

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

EQUIPMENT BRANDING

Operational decals should match the below design guidelines. Decals should be placed in sensible locations on the equipment and not in excess. Please take careful consideration when determining the appropriate size and placement of the decal.

Equipment Decals

Equipment decals will be designed with Eurostile Extended Black font, for example:

ROADTEC RX-600

Model Number Decals

In order to see model numbers clearly on equipment, the following color guidelines must be followed.

Equipment color
Pebble Grey
Decal
Black Grey

Equipment color
Black Grey
Decal
Pebble Grey

Equipment color
Signal Blue
Decal
Signal White

Equipment color
Signal White
**Decal**
Black Grey

Equipment color
Black Grey
Decal
Signal White

Mudflaps

Mudflaps should follow the below design. Consult the marketing department for design suggestions.
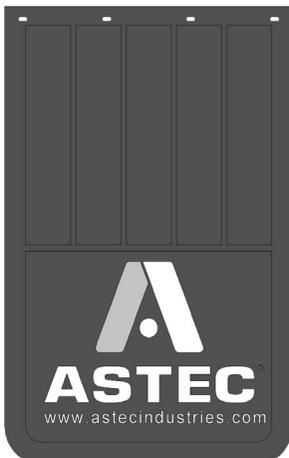
Serial Plates

Serial plates should follow the below design. Consult the marketing department for design suggestions.
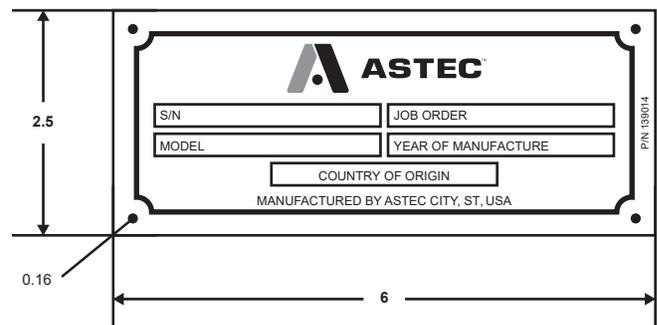
EQUIPMENT BRANDING

Construction Machinery Solutions Group (Road Building)

The below is an example of the Construction Machinery Solutions Group (road building) equipment color breakdown. Actual coloring may vary.

RAL Codes and Paint Specifications:

Black Grey - RAL 7021
Pebble Grey - RAL 7032
Signal Blue - RAL 5005
Signal White - RAL 9003
Safety Yellow - RAL 085 80 85
Paint Specifications - Add 90% gloss

Decals:

2650

Equipment color
Signal White
Decal
Black Grey

2650

Equipment color
Black Grey
Decal
Signal White

■ **Safety Yellow** □ **Signal White** ■ **Black Grey**
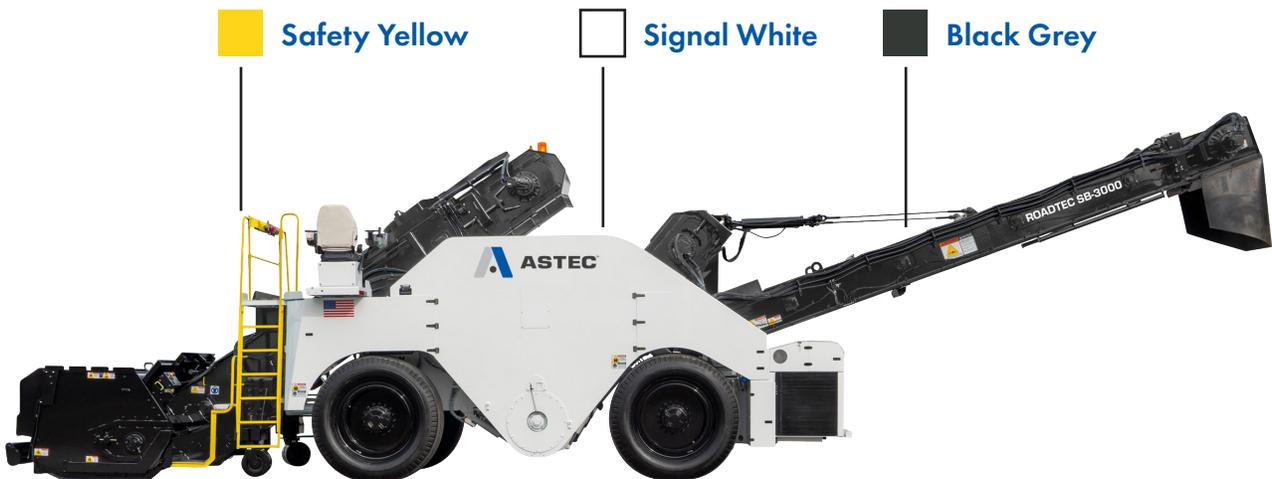
EQUIPMENT BRANDING

Construction Machinery Solutions Group (Forestry)

The below is an example of the Construction Machinery Solutions Group (forestry) equipment color breakdown. Actual coloring may vary.

RAL Codes and Paint Specifications:

Black Grey - RAL 7021
Pebble Grey - RAL 7032
Signal Blue - RAL 5005
Signal White - RAL 9003
Safety Yellow - RAL 085 80 85
Paint Specifications - Add 90% gloss

Decals:

2650

Equipment color
Signal Blue
Decal
Signal White

2650

Equipment color
Signal White
Decal
Black Grey

Signal White   Safety Yellow   Signal Blue

EQUIPMENT BRANDING

Integrated Process Solutions Group

The below is an example of the Integrated Process Solutions Group equipment color breakdown. Actual coloring may vary.

RAL Codes and Paint Specifications:

Black Grey - RAL 7021
Pebble Grey - RAL 7032
Signal Blue - RAL 5005
Signal White - RAL 9003
Safety Yellow - RAL 085 80 85
Paint Specifications - Add 90% gloss

Decals:

2650

Equipment color
Pebble Grey
Decal
Black Grey

2650

Equipment color
Black Grey
Decal
Pebble Grey

Pebble Grey

Black Grey

Safety Yellow

EQUIPMENT BRANDING

Materials Solutions Group

The below is an example of the Materials Solutions Group equipment color breakdown. Actual coloring may vary.

RAL Codes and Paint Specifications:

Black Grey - RAL 7021
Pebble Grey - RAL 7032
Signal Blue - RAL 5005
Signal White - RAL 9003
Safety Yellow - RAL 085 80 85
Paint Specifications - Add 90% gloss

Decals:

**2650**

Equipment color
Pebble Grey
Decal
Black Grey

2650

Equipment color
Black Grey
Decal
Pebble Grey

■ **Pebble Grey**   ■ **Black Grey**   ■ **Safety Yellow**

COMPANY COMMUNICATION

Referencing Group Names

The Astec corporation reports to the market as two groups, the Materials Solutions Group and the Infrastructure Group. For operations, these two groups are further specified into three groups to represent our wide breadth of products, these groups are: Materials Solutions Group, Integrated Process Solutions Group and Construction Machinery Solutions Group.

MATERIALS SOLUTIONS

Materials Solutions
- Crushing & Screening
- Washing & Classifying
- Material Handling
- Rock Breaker Technology
- Plants & Systems

Integrated Process Solutions
- Asphalt Plants
- Concrete Plants
- Burners & Heaters
- Silos & Storage Tanks

INFRASTRUCTURE SOLUTIONS

Construction Machinery Solutions
- Roadbuilding
- Paving
- Forestry
- Recycling
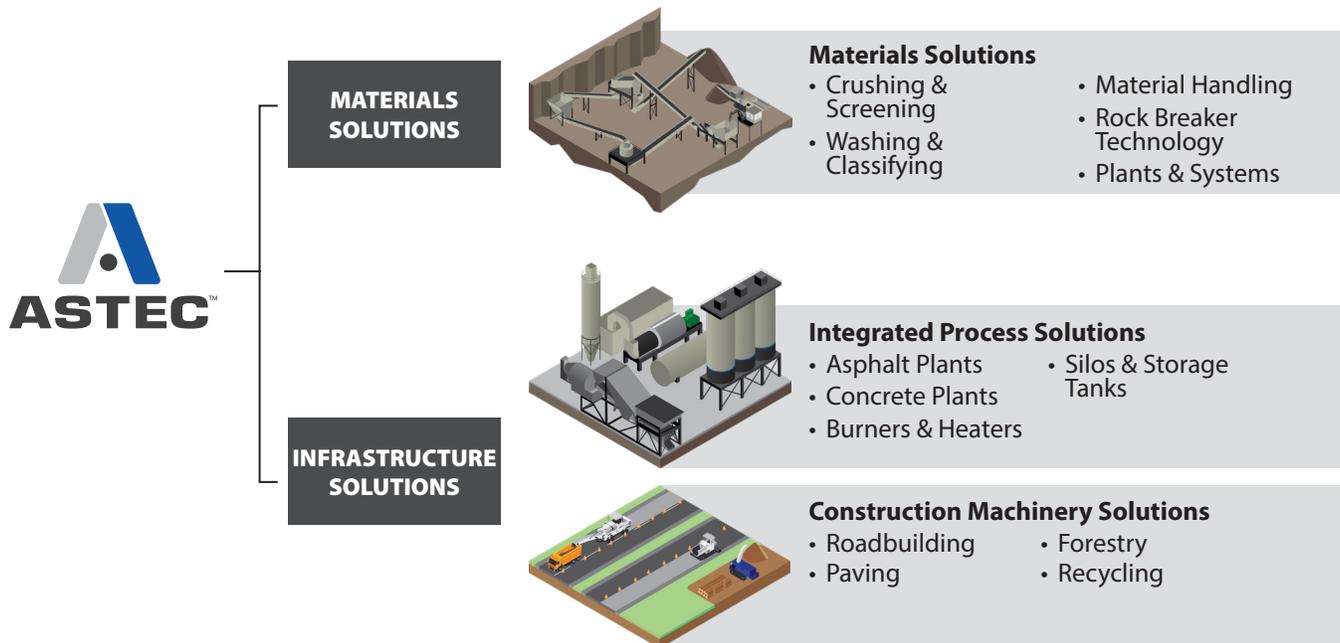
For internal and external reporting purposes, the two group names are to be referenced as shown below. Reporting group names are not to be abbreviated and should be written in title case. These group names should only be used for reporting purposes, never in reference to equipment lines, site locations, etc.

Materials Solutions Group
Infrastructure Solutions Group

For internal and external operational purposes, the three group names should only be used to describe your role or department. Group names should not be used to reference equipment lines, site locations, etc.

Materials Solutions Group
Integrated Process Solutions Group
Construction Machinery Solutions Group

COMPANY COMMUNICATION

Using "OneASTEC"
The "OneASTEC" slogan can be used internally and externally as a way to unite the Astec family. The mantra's purpose is to remind Astec, and our stakeholders, that we are no longer operating as individual companies, but are working together to create a unified organization.

Using "Built To Connect"
The "Built To Connect" purpose statement embodies what Astec strives to achieve: connection. Not only do we connect people physically with the infrastructure we help develop, build and maintain, we also build connections around the world with people.

This purpose statement can be used both internally and externally. When utilizing the purpose statement, it should be expressed with the first letter of each word capitalized (title case), as shown below.

Built To Connect

If the purpose statement is being used for design purposes (advertisements, digital campaigns, etc.), please use the appropriate design file provided by the marketing department. If the purpose statement is being used on a document that does not contain the Astec logo, use the below:

ASTEC | BUILT TO **CONNECT**

If the purpose statement is being used on a document that contains the Astec logo, use the below:

BUILT TO **CONNECT**

Legacy Names
"Legacy names" refer to the previous Astec subsidiary names for example, Heatec, RexCon, Roadtec, Peterson, Kolberg-Pioneer, Telsmith, Osborn, etc.

These names are not to be used to describe site locations, equipment "brands," etc. Legacy names can be used in conjunction with a specific product line, as deemed appropriate by the marketing department. For example, the "Pioneer 4250" impactor or the "Peterson 6310B" drum chipper. Legacy names cannot include the "Inc." in any part of the name.

For questions regarding legacy name usage, contact the marketing department.

COMPANY COMMUNICATION

Email

The background for all emails should remain white with no additional patterns. Email signatures will be set automatically by the IT department. Do not alter this email signature in any way. If the information is incorrect on your email signature, contact helpdesk@astecindustries.com for corrections.

First Last Name
Title
Address | City, State, Zip
Office: +1.234.567.8910 | Mobile:+1.234.567.8910
www.astecindustries.com

Stationery

Every day, Astec makes an impression on customers, dealers, vendors and other stakeholders. These impressions should be positive and professional with the use of approved corporate documents. The following are examples of these documents.

Contact your on-site HR department for business cards and other branded stationery.

Corporate Business Card Example

First Name Last Name
Title

000.000.0000
000.000.0000
@ email@astecindustries.com

ASTEC
www.astecindustries.com

ASTEC
BUILT TO **CONNECT**

Group Business Card Example

First Name Last Name
Title
Integrated Process Solutions

000.000.0000
000.000.0000
@ email@astecindustries.com

ASTEC
www.astecindustries.com

ASTEC
BUILT TO **CONNECT**

COMPANY COMMUNICATION

Company Letterhead

ASTEC

Address Line 1
Address Line 2
City, State 12345
Country

[Body copy]

BUILT TO **CONNECT**

Memo Letterhead

ASTEC

Address Line 1
Address Line 2
City, State 12345
Country

Memo

To:

From:

CC:

Date:

Re:

[Body Copy]

BUILT TO **CONNECT**

Envelope
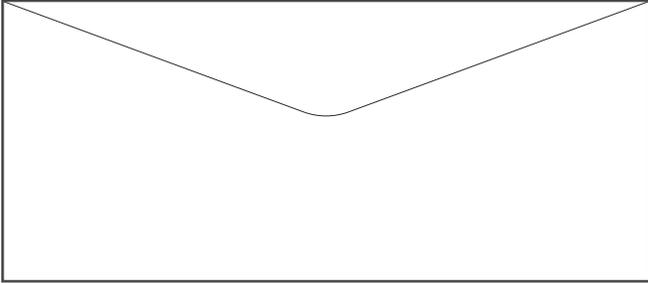
ASTEC

ONLINE PRESENCE GUIDELINES

Every day, people see, discuss and embrace Astec and our legacy brands in online conversations. We recognize the vital importance of participating in these conversations and are committed to ensuring that we engage in an appropriate manner. We have developed these online behavioral principles with our core values in mind and hope they empower our associates to participate in representing our brand.

Company Commitment

Our vision to grow as a company, both online and offline, is guided by our Core Values:

- Safety
- Integrity
- Devotion
- Respect
- Innovation

By applying these same values that we utilize in our work every day, we can ensure a clean, smart and fun online presence that keeps our customers coming back.

Employee Commitment and Expectations

Astec respects the rights of its employees to use content that is company-related as a means of personal expression, as well as a means to further the company's business. However, the use of company content must be utilized in a way that respects our core values and showcases our brands in a positive, optimistic manner. The following are the expectations of Astec for online use:

- There is a great difference between speaking "on behalf of the company" and speaking "about" the company. Unless you are an appointed social media official within the marketing department, you are not allowed to speak on behalf of Astec or its brands. Be mindful when referring to the company on your personal online and social media accounts, whether that is tagging the company in a post, using our company hashtags, adding Astec as your employer or any other reference to the company in a public forum/setting.
- You are responsible for your actions. Anything you post that can potentially tarnish the company's image, or the image of a customer/dealer, will ultimately be your responsibility. For example, posting a photo in an unsafe environment or of an unsafe act is not acceptable. We do encourage you to participate in the online space, but urge you to do so properly, safely and with common sense.
- Let the appointed social media officials respond to negative online postings. You may come across something negative regarding the company or its employees. Although it is easy to respond defending the company, we ask that you refrain and let the appropriate marketing representative handle the comments online.
- Be conscious when mixing business and personal lives. When online, it is likely that your business and personal lives will intersect. Please remember that your online personas are often visible to customers, colleagues and supervisors. Keep this in mind when publishing information online that can be seen by more than friends and family.

ONLINE PRESENCE GUIDELINES

Regional Social Media Regulations

We are eager to promote our global reach using social media; these powerful platforms help keep our customers informed and exposed to relevant content. With the significance that these platforms hold, we are requiring all regions that wish to have a social media presence (only official Astec regions will be approved, e.g. Astec Latin America) to submit a social media management plan. This plan should include:

- Offical Astec operating region coverage; a list of countries and languages represented
- Contact information for the person or team who will be managing the platforms
- Platforms that the region plans to utilize (Facebook, Twitter, Linkedin, Instagram, Youtube, etc.)
- A quarterly social media calendar outlining which equipment/product lines will be highlighted
- At least 10 examples of content that will be published on social media

These social media plans must be submitted to the appropriate marketing representative. After approval is granted, the representative who will manage the social platforms must submit the usernames and passwords of the accounts to marketing and IT as relevant.

Social Media Password Requirements

Passwords must contain the following:

- At least 16 characters
- A combination of uppercase and lowercase letters
- At least one special character (! & * @)
- At least one number

Randomly-generated passwords are encouraged and all should be recorded appropriately.

Partner Commitment and Expectations

Astec encourages the use of social media to promote our products and services. In order to maintain a clean, functional social media presence, we ask that all partners and their representatives uphold all of the standards outlined in the 'Employee Commitment and Expectations' section.

In addition to those standards, we also maintain that our partners:

- Only use location tagging for posts inside your contracted region
- Do not post unsafe photos. These include, but are not limited to: unsafe employee acts, systems that show an unsafe amount of dust, improper procedures, etc.
- Do not violate or misrepresent any trademark owned by Astec or its previous subsidiary brands

If you have questions regarding your social media posts or online presence, please contact the marketing department.

MARKETING GUIDELINES

Print/Digital Ads

Print and digital ads will be provided by the marketing department. Templates will be available via SharePoint to the appropriate advertising representatives. Please follow the below guidelines:

- Advertisements can be run at the discretion of each regional center as long as the templated ads are being used. Translations can be made to suit the audience
- In the event that a particular advertisement is not represented in a template, a special request can be made for the creation of the ad. Such requests can be sent to the appropriate marketing representative

Email Marketing

Email marketing campaign examples will be created by the marketing department and readily available. Please follow the below guidelines:

- Quarterly email marketing schedules must be created and shared with the appropriate marketing representative
- Email marketing campaigns must follow the examples provided by the marketing department
- In the event that a particular campaign is not represented in an example, a special request can be made for the creation of the campaign. Such requests can be sent to the appropriate marketing representative
- Email contact databases must be shared with the marketing department quarterly until a formal CRM is implemented

Literature

Literature including brochures, spec sheets and other printable items will be created and provided by the marketing department. Please follow the below guidelines:

- Only use literature that was created and provided by the marketing department
- Do not create custom literature without the approval of the appropriate marketing representative
- For translations on literature, the marketing department will work directly with the operating regions and translators
- In the event that a particular piece of literature has not been created, a special request can be made for the creation of the piece. Such requests can be sent to the appropriate marketing representative

Editorial Content

Editorial content can be published at the discretion of each regional operating center as long as the information is approved by the appropriate marketing representative before publishing. If content originally published from one location is being used in another context, it must be proofread by the original party before republishing.

BRANDED WEARABLES

We encourage our employees, dealers and customers to showcase our company with branded wearables (shirts, hats, jackets, etc.). Items can be purchased directly from our online promotional store at merchandise.astecindustries.com. This site includes several options for promotional items and apparel, as well as color variety and logo placement options. Each item has the option for placement of a dealer logo as well. In addition to meeting the other branding requirements in this document, the following criteria should be met on branded promotional items.

Authorized Vendors
Branded wearables should only be purchased using Astec authorized vendors both domestically and internationally. Purchasing promotional items from unauthorized vendors is not permitted and may result in lack of reimbursement.

Approved Colors
All wearables should conform to the company's brand guidelines and should be selected from the approved colors and logo placement options on the online promotional store. If a desired item cannot be found on the online store, please contact the marketing department.

Style
Wearable styles should reflect the professionalism inherent in our company brand. All efforts should be made to select wearables that reflect this ideal. Questions about wearable styles should be directed to the marketing department.

Logo Thread Options
The company logo should be used on garments in the following thread color options only.

Signal White - (0017 thread color)
Signal Blue 2145C - (3544 thread color)
Black Grey 7C - (4174 thread color)
Logo Light Grey 4C - (0142 thread color)

Please contact the marketing department for more information.

NOTES

ASTEC™

www.astecindustries.com