



IDENTITY STANDARDS & DESIGN GUIDELINES



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A.1 INTRODUCTION

The first impression is pivotal to promotion. East West Manufacturing's identity is foundational for positioning the corporation in the mind of its audience and establishing a positive response. Strategic application of the

logo, united with adherence to standards, will communicate a commitment to excellence and work to set the corporation apart from similar entities. From this understanding, the contents of this manual are set forth.

A.2 USING THIS MANUAL

This manual is written for East West Manufacturing leadership and those involved in the oversight of communications, both in-house and professionals on the outside who execute design projects on behalf of the company. Understanding the standards and being committed to their implementation will ensure excellence in design communications. Review the contents so as to be familiar with the

standards. Refer to the manual when there are questions at the outset of each communication project. Allow outside professionals to review the manual when out-sourcing important projects. All parties are obligated to *protect* the East West brand identity. Use only professionals who can demonstrate a command of the visual communication standards found in this manual.

A.3 THE SIGNATURE

Two primary signatures will be used for the majority of applications. The primary signature (1) is the most formal configuration. It is useful in tighter, more symmetrical spaces, and is also good for larger displays where the weight of the symbol can afford to be bigger. The secondary horizontal configuration (2) of the signature should be used on a limited basis where

space constraints dictate its use as the only solution (i.e., pens, some product labels, etc.). Signatures may never be recreated or redrawn. Always use the approved electronic art, available online or through East West Manufacturing.

All identity files are available for download at www.ewmfg.com.

1. Primary Signature



2. Secondary Horizontal Signature



A.4 BASIC TERMINOLOGY

These terms and definitions will facilitate one's understanding of this manual and help when working with a professional design communicator.

Corporate Identity A desired image acquired and communicated by the company in such a way that the public easily identifies the company and its activities.

Identity System A system of visual communications, coordinated in such a way that the public easily identifies the institution and its activities.

Symbol (1) A graphic device (mark) that distinguishes an institution, its activities, and its products or services and promotes immediate identification of these by the public. In this instance the chevron is the symbol for the company.

Logotype (2) In a strict sense, the company name, designed in a unique and individual form. This does not include setting the name in an existing type style (i.e., a purchased font, not custom made).

For East West Manufacturing, the company name is set with an existing typeface, but

then arranged in a unique, distinctive manner to complement the symbol upon integration.

The logotype may appear alone, but the symbol may not.

Tagline (3) A slogan that sums up the tone and premise of the company in order to reinforce the audience's memory of the corporation.

Signature/Logo (4,5) The company name (logotype) and symbol used as a unit.

Corporate Colors Used whenever possible, the color combination chosen to represent the institution. The process chosen will determine the ability to accurately represent color.

Compatible Typography Type styles that complement the signature used for supplementary copy, such as address blocks and promotional material.

Master Art Electronic files of approved signature arrangements and layouts for design communication. See enclosed CD for logo versions (PC & Mac) in black and white, gray-scale and color. Various InDesign layouts are also provided (Mac only).



A.5 SIZING RESTRICTIONS

Minimum size specifications, shown below, have been established to ensure legibility of the signature. To ensure legibility of the

primary signature, the primary signature may not be reduced as much as the horizontal signature.

Standard size reference

Letterhead, envelope,
& business card size



1/2" minimum size



1/4" minimum size



Proportions



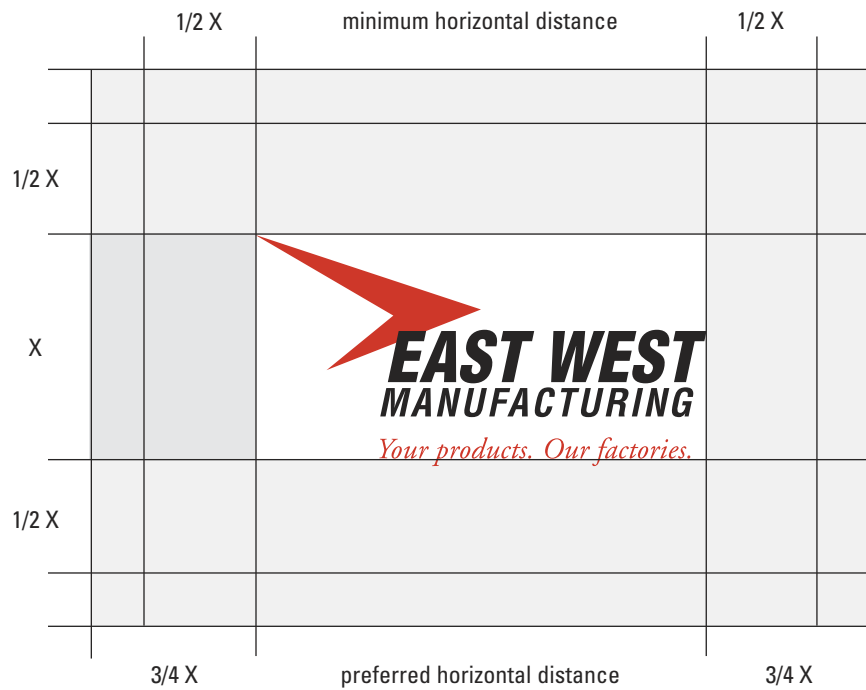
The width of the symbol (A) is 50% of the width of the signature (B).
The height of the symbol (C) is 60% of the height of the signature (D).
The width of the wordmark (E) is 72% of the width of the signature (B).
The height of the wordmark (F) is 38% of the height of the signature (D).

A.6 CLEAR SPACE REQUIREMENTS

In general, maintain a minimum distance of one half the height of the signature between any part of the signature and any other elements appearing with it, as well as with the edge of the page. The preferred horizontal

distance between the signature and any other element is three fourths the height of the signature. No designs, photographs, patterns, watermarks, or any type of art may be placed directly behind the signature.

X=the height of the signature



A.7 COLOR STANDARDS

Maintaining color standards can be a challenge, hinging on the following factors: type of print process, type of equipment, color calibration of equipment and the color gamut (range) related to each process.

The following color examples relate to offset printing (high-end design) and color digital output (low-end to high-end design, depending on vendor and equipment).

Two offset color options include: the Pantone Matching System (PMS) and four-color process printing (CMYK, where C=cyan, M=magenta, Y=yellow and K=black).

“Four color” process printing has a greater color range based on the combination of the above four colors at different percentages. This process is best when printing full color photos. PMS color is perhaps more pure or brilliant, yet has a more limited gamut. When using the PMS process, photos are usually printed in one color (i.e., black, or perhaps two colors as a duotone).

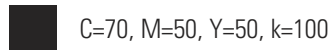
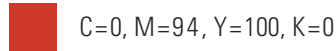
Digital color output can mimic the above two processes; however, accuracy hinges on the equipment, calibration of the equipment and properties of the applied color (i.e., ink, toner, wax, etc.).



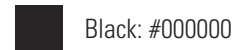
2 Spot Colors



Process Color (CMYK)



Web Safe Colors



A.8 COLOR VARIATIONS

In most print circumstances the 2-color PMS option and 4-color process option will be the palettes of choice. Other print possibilities include low-run digital output (color or grayscale) and copy technology.

Web and video color represents another color space altogether. This color model is recognized as RGB (R=red, G=green and B=blue). Web safe colors are most consistent across platforms (PC & Macintosh) and various displays. The East West Manufacturing web safe palette is found on the previous page.

There are four basic color options, depending on the process and medium used: PMS color, CMYK color (4-color process), grayscale and black & white. Both the grayscale and black & white options can be printed in black or an appropriate single color. These options suit copy technology and one-color reproduction such as newspaper ads or low budget communications. Use of the appropriate option depends on the budget, audience to be reached and desired medium. Please note that color reproduction is influenced by the paper color and its brightness.

1. PMS (spot color)



2. CMYK (4 color process)



3. Grayscale



4. Black & White



A.9 UNACCEPTABLE COLOR TREATMENTS

The examples below show the East West Manufacturing identity in applications that are unacceptable. This list is not exhaustive.

In general, do not reproduce the logo over patterns, strong or contrasting photography, or colors where the contrast is too low.



Do not place the two color logo on a red background.



Do not print the logo in black over a dark background.



Do not print the the reversed-out logo on a light or white background.



Do not place the logo over a heavily patterned background.



Do not change the colors of the logo.



Do not screen the colors of the logo.

A.10 UNACCTABLE LOGO TREATMENTS

The examples below show the East West Manufacturing identity in configurations that are unacceptable. This list is not exhaustive. Do not alter the logo in any way—stretching,

twisting, substituting typefaces, or repositioning the elements. Use only approved versions as shown in this manual.



Do not add shadow to the logo.



Do not crop any part of the logo.



Do not distort (pinch) the logo.



Do not distort (expand) the logo.



Do not surround or enclose the logo with competing shapes.



Do not reconfigure the elements of the logo into a different composition.



Do not re-type or substitute the typeface of the logo or the signature.



Do not use the Web version of the logo for print applications.



Do not tilt the logo in any direction.

B.1 TYPE INTEGRATION

One way to enforce the East West brand and its personality is to use the type families found in the signature. These fonts are: Helvetica Condensed Black Oblique, Helvetica Condensed Bold Oblique, and Garamond Italic. The Adobe Helvetica Condensed type family is the preferred font for titles, sub-titles, captions, and

body copy when creating additional forms of communication. Helvetica variations recommended for use are illustrated below. This font can be purchased from the Adobe Type Library. To order, call 800-833-6687 or visit www.adobe.com.

Helvetica Condensed

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
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

Helvetica Condensed Light

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
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

Helvetica Condensed Bold

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
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

Helvetica Condensed Black

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
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

Helvetica Condensed Oblique

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
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

Helvetica Condensed Oblique Light

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
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

Helvetica Condensed Bold Oblique

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
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

Helvetica Condensed Black Oblique

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
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

Proper use of type is very much a part of the East West Manufacturing identity. Consideration of the context, and especially the logo-type, is important.

Kit Hinrichs, author and renowned designer, states, "Typography can speak in a roar or a whisper. Through its tone of voice, type projects how the text 'sounds' visually. It can

enhance a message, contrast it, or detract from it. Typography is the way we 'dress' our ideas for presentation. Individual styles may vary, but the look must be appropriate to the occasion and environment. The wrong typeface can be perceived as pretentious or incongruous with the message. The choice of typeface must not only complement the total design but accurately reflect who the client is."

B.2 TEXT TYPE

Type choices for the body of the letterhead or brochures include a wide range of fonts within the same family. Choose fonts that work well with the signature...something that is similar in structure.

For this use, we have selected the Adobe Garamond Pro type-style family. This font can be purchased from the Adobe Type Library. To order, call 800-833-6687 or visit www.adobe.com.

Adobe Garamond Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Adobe Garamond Pro Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Adobe Garamond Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Adobe Garamond Pro Semibold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Adobe Garamond Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Adobe Garamond Pro Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

C.1 BUSINESS CARD

Business cards provide a prime opportunity to communicate the East West identity. For that reason, East West Manufacturing business cards are designed to introduce the brand personality.

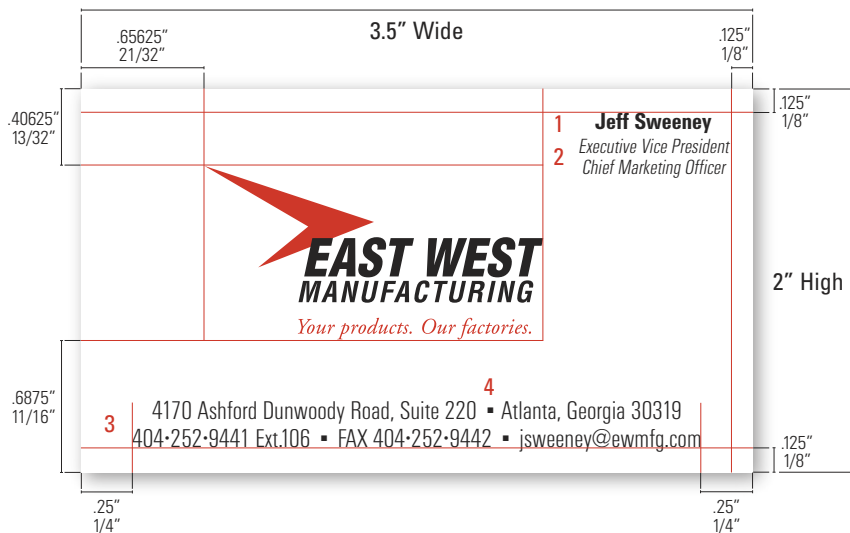
Be certain all business cards produced for East West Manufacturing conform to the example shown and described in this section. The only exception to this configuration is replacement of the card back with a translation of the front into another language.

Art and fonts for the East West Manufacturing business card (and layouts) are provided on the enclosed CD. Fonts are for output only. If

the font is to reside on an East West Manufacturing computer, it must be purchased (licensed) separately.

The back side of the business card contains the East West Manufacturing tagline, *Your products. Our factories.* The type is reversed out over a 100% PMS 1795 full bleed background. The chevron shape in the background prints as a gloss varnish on a matte red background. The 100% red background provides maximum contrast for reading. Clear communication of the tagline is paramount in this case. Color standards are set forth in section A. 4.

- Card Front:**
- 1 Name – 9 points/10.5 points of leading; Universe 67 Bold Condensed; centered
 - 2 Title – 8 points/9 points of leading; Universe 47 Condensed Oblique; centered
 - 3 Contact Information – 10 points/10.5 points of leading; Universe 47 Condensed; centered
 - 4 Bullets – 3 points/10.5 points of leading; Zaph Dingbats; baseline shift +2.5 points



- Card Back:** 1 Tagline – 10 points/10 points of leading; Adobe Garamond Pro Italic; centered



C.2 LETTERHEAD

Like business cards, letterhead presents the East West Manufacturing identity and brand personality. People who receive letters from East West Manufacturing should receive a strong and positive visual message from the stationery itself.

In order to derive maximum identity advantage from each written business communication, corporate letterhead should conform to the

example shown here – it must not be altered or redesigned in any way.

Art and fonts for the East West Manufacturing letterhead (and layouts) are provided on the enclosed CD. Fonts are for output only (offset printing of the stationery). If the font is to reside on East West Manufacturing computers, it must be purchased (licensed) separately.



C.3 ENVELOPE

Envelopes are designed to further establish East West Manufacturing's name recognition, projecting a bold presence. The design must remain exactly as described, not altered or redesigned in any way.

Art and fonts for the East West Manufacturing envelope (and layouts) are provided on the enclosed CD. Fonts are for output only.

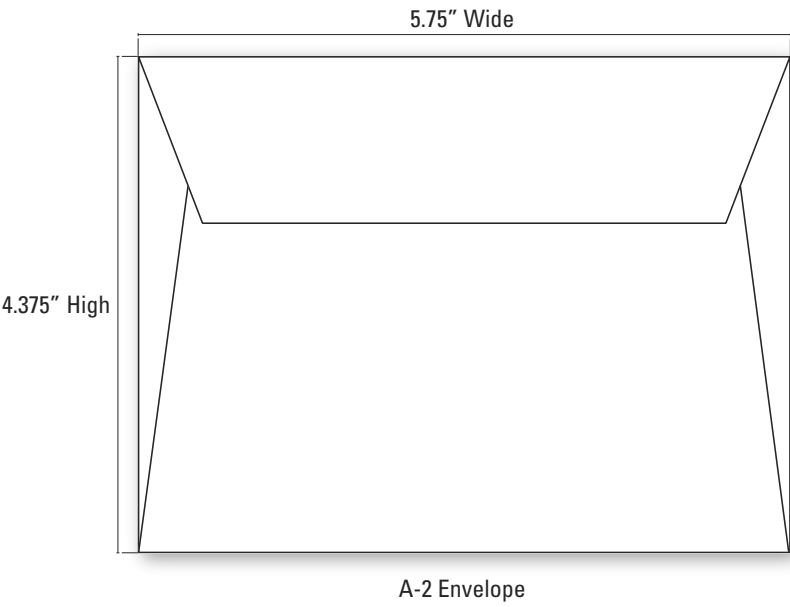
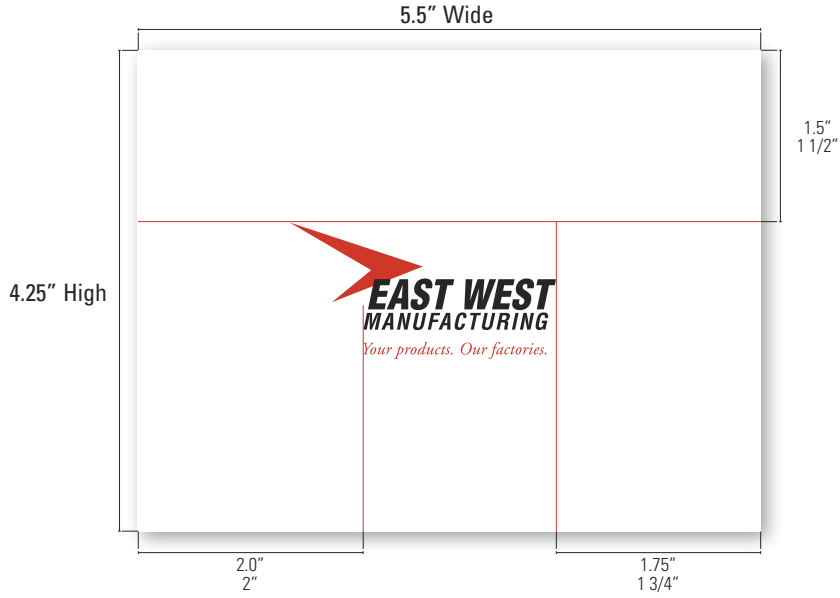
- Envelope:**
- 1 Address – 10 points/10.5 points of leading; Universe 47 Condensed; centered
 - 2 Tagline – 10 points/10 points of leading; Adobe Garamond Pro Italic; centered



C.4 NOTE CARD & ENVELOPE

Handwritten correspondence sends a strong message. In order to derive maximum identity advantage from each written business communication, the corporate note card must conform to the example shown here. Do not alter or redesign in any way. Art and fonts for the East

West Manufacturing note card (and layouts) are provided on the enclosed CD. Fonts are for output only (offset printing of the stationery). If the font is to reside on East West Manufacturing computers, it must be purchased (licensed) separately.



C.5 PAPER

As with the use of typography, the choice of paper for the East West Manufacturing identity is a design issue. The combination and integration of symbol, logotype, color and paper creates the whole package. Each element adds to the East West brand personality.

Paper choice for the letterhead, envelope and business card is guided by the values of contrast and a professional appearance. Setting the East West Manufacturing signature and it's classic color palette against the bright white stock creates a modern tone.

Letterhead specs: Mohawk Superfine Ultrawhite smooth, 24lb. writing and matching No.10 commercial envelopes.

Business card specs: Mohawk Superfine Ultrawhite smooth, 100lb. cover.

Note card specs: Mohawk Superfine Ultrawhite smooth, 100lb. cover and matching A-2 envelopes.

When creating collateral material like brochures, newsletters and flyers, think in terms of dressing for the occasion. Here are some general guidelines for choosing paper. Coated stock (gloss or matte finish) is more formal and corporate in nature than un-coated stock. It holds the ink well, with less dot gain, which means sharper reproduction of photography. Coated stock is best when you want to create a good first impression.

Paper color influences the color of the ink; therefore, a bright premium stock will give you the truest color photo reproduction.

Uncoated stock is more friendly in nature, yet allows more dot gain. Generally, this means the reproduction of photos may not be as sharp. Uncoated stock, for the most part, is more economical and a good choice for a newsletter.



East West Manufacturing's international presence, specialized shipping program, and wide range of manufactured products necessitated the development of several derivatives of the corporate signature. In order to consistently build on the corporate brand identity, these

derivatives maintain close ties to the corporate signature through the use of the symbol, colors, and fonts. All standards and guidelines set forth in this manual pertaining to East West Manufacturing's signature also apply to these derivative logos.

D.1 EW INTERNATIONAL

East West Manufacturing's international signatures are exactly the same as the East West Manufacturing primary logo, with the exception of no tag line below the logotype. In order to differentiate the international

offices, each signature includes the addition of the country's name as a part of the logo. As East West Manufacturing grows, additional offices will adopt this international signature format.

1. East West Asia Ltd.



2. East West Vietnam



3. East West India



D.2 EW DIRECT

East West Manufacturing's direct ship program logo is exactly the same as the East West Manufacturing signature, with the exception of no tag line and the absence of the word "Manufacturing" below the wordmark. The East West Direct logo design, like the East West International logos, can be easily modi-

fied to address the addition of similar programs that may be developed as the corporation grows. A word or short phrase describing the new program would simply replace the word "direct," just as the name of a new country would be inserted into the international logo as a result of the corporation's global expansion.



D.3 EW PRODUCT SYMBOL

The East West product symbol was created for use on all of East West Manufacturing's products where space is limited and the primary East West signature cannot be used. All of East West Manufacturing's products should have the East West Manufacturing logo included on the label. For those products

with small labels this symbol may be used in place of the East West Manufacturing signature. The product symbol should be reproduced in two colors whenever possible. For products that require casting (plastic or metal) this symbol can be incorporated into the mold for a more permanent brand identification.



D.4 EW HORIZONTAL SIGNATURE AND WORDMARK

In rare cases there may be a need to use a horizontal version of the East West Manufacturing signature or wordmark. Use of this

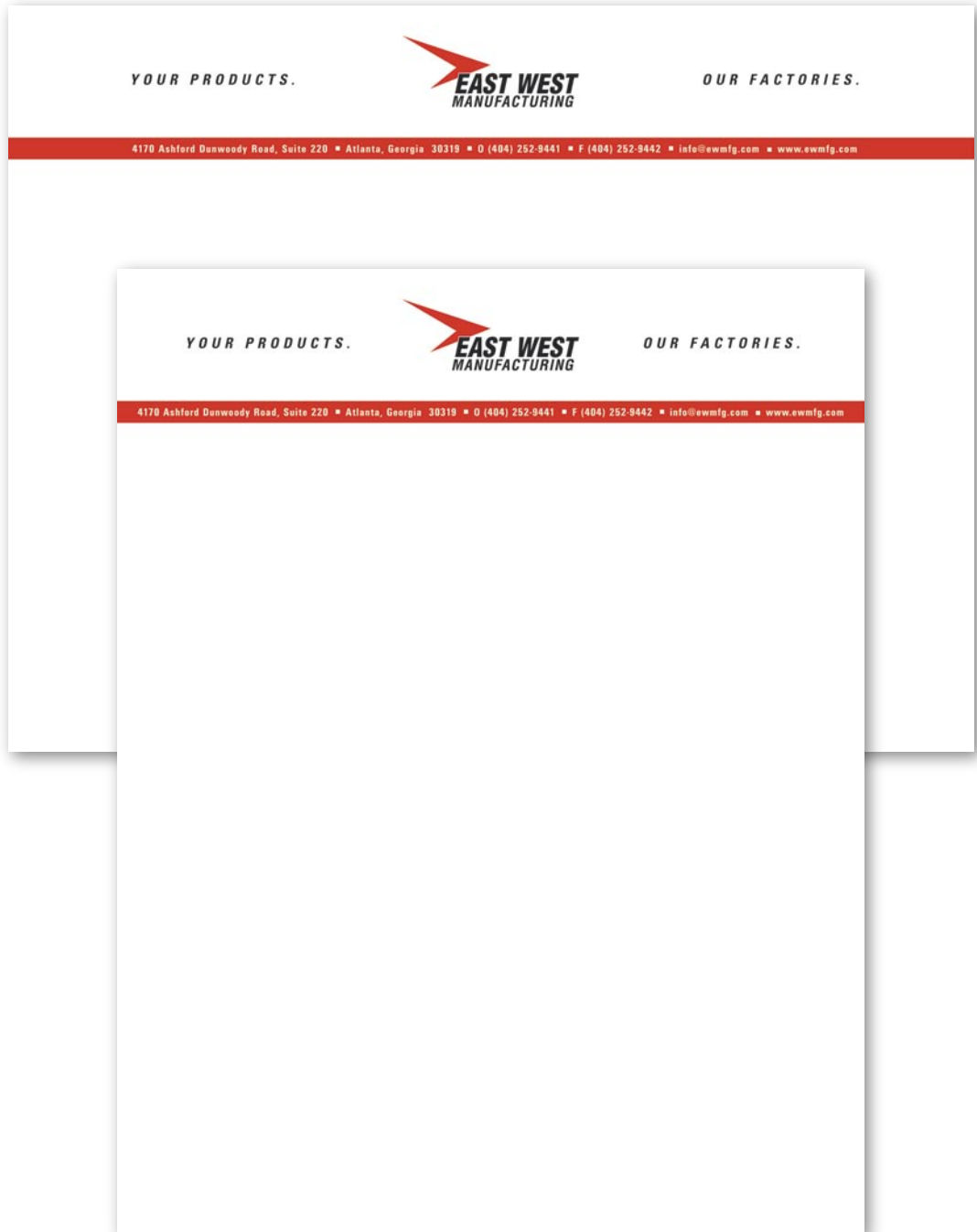
version of the East West Manufacturing signature or wordmark is acceptable, but should be limited as much as possible.



E.1 FORM HEADERS (ELECTRONIC)

Maintaining a consistent corporate identity requires that all of the business forms and communication documents used by East West Manufacturing reflect a harmonious look. To achieve this end, headers have been designed for all 8.5" x 11" documents in both portrait and landscape formats. The East West Manufacturing header design should be used on the

following list of forms, including but not limited to quotations, order confirmations, purchase orders, packing slips, invoices, and memorandums. The forms pictured below (red bar bleeding off of the page) are for electronic use only and are not designed to be printed off of in-house printers.



**E.2 FORM HEADERS
(PRINTABLE)**

The header design for documents that will be printed on a regular basis are very similar to the electronic version, with the only difference being that the red address bar does not bleed off of the page. Most office printers do not have the capability to print “bleeds” so the header design has been adjusted in order to meet the requirement of printing on office printers. This adjustment should prevent the

unsightly cropping of the address bar in the header graphic. Since technical specifications may differ from one office printer to another, the header design may need to be further adjusted by slightly reducing the header graphic. This adjustment should allow for the printer’s gripping mechanism to pull the document through the printer without cropping into the header graphic.



E.3 POWERPOINT SLIDES

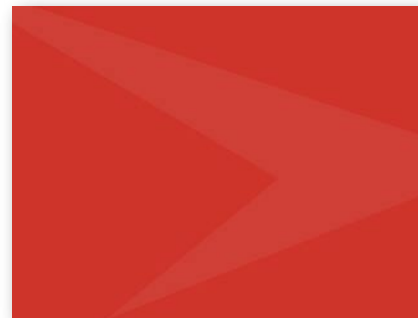
Four different PowerPoint slides have been designed for use in corporate presentations. These slides include an opening page with the East West Manufacturing logo, a section/ title page, a content page, and a closing page with the East West Manufacturing tagline. Each slide is an RGB jpg file which can be placed

into individual or master pages within the PowerPoint document. Recommended fonts to be used in the layout of each presentation should follow the guidelines set forth in sections B.1 and B.2. If the exact font is not available, then a close representation of the corporate font(s) should be used.

1. Intro slide



2. Section/title slide



3. Content slide



4. Closing slide



E.4 OPTIONAL POWERPOINT SLIDES

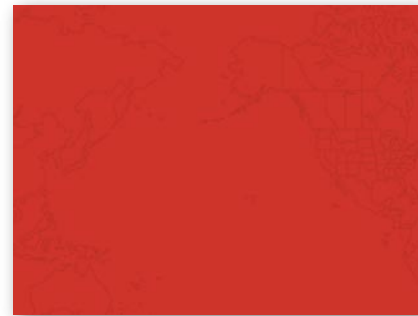
A second PowerPoint option for East West Manufacturing shows a little more graphic appeal with it's global theme reflected in the

subtle wartermark of the world on each of the presentation pages.

1. Intro slide



2. Section/title slide



3. Content slide



4. Closing slide



E.5 SAMPLE SALES FLYER

This sales flyer utilizes the East West Manufacturing corporate color (PMS 1795 red) as a spot color to grab the viewer's attention. The corporate logo is displayed with ample

clear space between the logo and the surrounding elements. A watermarked background graphic adds interest without interfering with the logo.

DiversiTech presents... **EAST WEST DIRECT**

Consolidate Your Supply Chain and Save!

Do you want the most efficient supply chain possible for HVACR parts? Amplify your ability to compete using DiversiTech's East West Direct program.

- Lower your overall cost (price + distribution)
- Increase your margins and competitiveness
- Guarantee equal or better quality products
- Use our knowledge of Asia and no-hassle logistics
- Know that we stock fill-in inventory in the U.S.

Drive your costs down through the shortest supply chain in the industry. Our unprecedented program, designed specifically for HVACR wholesalers and OEMs, offers a menu of options to help you maximize your savings.

As a partnering customer, you now have direct access to our offshore manufacturing network. Combine this opportunity with DiversiTech's extensive domestic inventory and renowned service levels -- and meet all of your supply chain needs. East West Direct.

Stay competitive in today's global market.

EAST WEST DIRECT MODEL

THE OLD MODEL

Offshore or Domestic Manufacturer → Importer/Trader → Wholesaler → Retailer → Yes

East West Direct Offers

- Domestic customer service
- Menu-driven online ordering
- Logistics management
- Domestic fill-in
- Manufacturing, quality control, and warranty
- Pre-qualified suppliers and manufacturers
- New product development and engineering

EAST WEST MANUFACTURING
Your products. Our factories.

Unparalleled supply chain flexibility

- Maximum savings
- Lowest price and freight

	Ship a full container of one product category direct from the factory to your location. Depend on East West's decade of expertise and expertise in offshore manufacturing.	
MCL	<ul style="list-style-type: none"> ► Various factories ► Multiple categories 	<ul style="list-style-type: none"> ► Significant savings ► Great flexibility
	Leverage the buying power and logistic convenience of East West's unique offshore warehouse. Consolidate several product categories and ship a full container direct to your location.	
DFI	<ul style="list-style-type: none"> ► Fill-ins from domestic warehouses 	<ul style="list-style-type: none"> ► Always available at competitive prices
Complement your offshore purchases with our seamless domestic warehouse fill-in.		

How to Order
Simply email or fax your order to East West at 404-745-0079 (Attn: East West Direct). We will set up your first order on our online portal and provide you with resources for planning your orders. In the future, you will use your order history online for automated container filling and invoicing.

Customer Service and Sales Support
FCL/MCL - Call East West in Atlanta at 404-252-9441 and ask for an East West Direct representative. Or visit www.direct.ewmfg.com.
DFI - For fill-ins and product support, call your current DiversiTech customer service team.

Product Categories and Program Terms
Current industries include HVAC/R, Plumbing, and MRO. New product offerings are added routinely. Please inquire with your East West Direct representative regarding specific product categories available and program terms and conditions.

EAST WEST MANUFACTURING
Your products. Our factories.

100% Flexible • 100% Available • 100% Reliable

F.1 CD CONTENTS

All artwork and select communication templates (letterhead, envelope, business cards, and note card) are found on the enclosed CD (PC and Mac). Some things on the CD cannot be opened or edited for a particular project (i.e., adjusting trap for an offset press or adjusting color for large format digital output) unless the user has the correct software. However, most of the files may be “viewed” by placing them into a PC application, like placing or importing a picture.

When printing or reprinting the printer will need this manual and CD to execute the order.

All fonts on the disk are for the Macintosh environment and intended for output only. This means it is illegal for the font to reside on any East West Manufacturing computer unless the font is purchased for (licensed to) the corporation.

CD contents:

1. Fonts used in East West Manufacturing identity (for output use only!): Adobe Gara-mond Pro Italic, Helvetica Condensed Bold, and Helvetica Condensed Black
2. East West Manufacturing full color signature (PMS, CMYK, Web-safe), grayscale, black & white (PC & Macintosh platforms) including product logo, East West Direct, and International. File formats included: EPS, JPEG, TIFF and GIF.
3. East West Manufacturing letterhead and artwork; Mac applications used: Adobe InDesign and Illustrator.
4. East West Manufacturing envelope and artwork; Mac applications used: Adobe InDesign and Illustrator.
5. East West Manufacturing business cards and artwork; Mac applications used: Adobe InDesign and Illustrator.
6. East West Manufacturing note cards and artwork; Mac applications used: Adobe InDesign and Illustrator.
7. Digital version of this manual (PDF) for preferred vendors and posting on the East West Manufacturing website for anyone who uses East West Manufacturing signatures. High-resolution (for printing) and low-resolution (e-mail to vendors).