



BUNTING®

BRAND GUIDELINES



This guide is for all
brand ambassadors.

Contents

Index

Brand Foundation

Brand Goals	4
Strategy	7
Brand Focus	8

Identity

Primary Logo	10
Secondary Logo	11
Other Logo Options	12
Clear space	14
Minimum size	15
Acceptable usage	16
Unacceptable usage	18

Color

Primary Logo and Equipment Colors	20
Supporting Colors	21

Typography

Overview	22
Primary typeface	24
Supporting typeface	27

Photography

Overview	28
Master brand	30
Industry	32
Product	34
Abstract	36

Apparel

Shirts and Decoration	38
-----------------------	----

Brand Assets

Overview	43
Tagline	45
Written Communication	47
60 Year Icon	50
Shapes	52
Grid	58

Digital Brand

E-Mail Template and Website Header	62
E-Mail Campaign and Blogs	63

Advertising

Advertising Material	64
----------------------	----

Contacts

Global Marketing Director	65
Marketing Coordinator	65

Bunting's longevity, reputation for quality and dedication to its customers make it an outstanding brand in a complex, rapidly changing mix of industries. Understanding and implementing a brand architecture and adhering to a set of branding policies will maintain and build the Bunting brand in the following ways:

1

POSITION BUNTING

Establish Bunting's identity as a global company.

2

CLARIFY OFFERINGS

Make it easy for prospects and customers to understand and choose our offerings.

3

TAKE THE LEAD

Help Bunting take leadership in a larger group of diverse industries.

4

SUPPORT SALES STAFF

Support Bunting sales staff by presenting a clear, consistent, professional image.

5

STANDARDIZE

Establish a standard method to name new products and services, including those from acquisitions.

6

BUILD EQUITY

Continue to build equity in the Bunting brand, setting the stage for the company's future.

Bunting is one of the most
respected brands in the
world of magnetics.

The logo evokes the vital partnership between Bunting and our customers as an unbreakable circle of trust.

Strategy

Our new logo simplifies and updates our look and better reflects our strength in the magnetics industry.

Wordmark

Bunting Magnetics Co. is now simply named Bunting. The strength and equity in the Bunting brand as a global leader in magnetics technology remains. Simplifying our name broadens our brand as an innovator beyond the limits of category. This stronger, more robust identity will better serve us as we evolve products and solutions for our customers and grow our company in exciting new directions.

Symbol

Our new logo simplifies and updates our look and better reflects our strength in the magnetics industry. It represents the Earth, its magnetic field and the north-south magnetic poles. It also evokes the vital partnership between us and our customers as an unbreakable circle of trust.

Agents, Representatives and Distributors

The Bunting logo is a registered trademark owned by Bunting Magnetics Co. Its use is permitted to agents, representatives and distributors in accordance with these guidelines and only permitted while under contract with Bunting. Bunting has the right to request changes with how the logo is used as it deems necessary.



BUNTING®

Solutions for industries

Bunting's focus is on solutions rather than products. Solutions that target a particular industry create a strong barrier to entry for competitors, because Bunting demonstrates unique solutions expertise that goes well beyond parity product offerings. Solutions also grow our market into new areas, both among existing customers and beyond the world of magnetics,

**Plastics****Recycling
General****Magnetic
Conveying****Food and
Pharmaceutical****Printing and
Converting****Aggregate, Mining,
and Mineral****Permanent Magnets
and Magnet Assemblies****Ceramics****Textiles, Web and
Film Applications****Custom Magnets and
Magnetic Assemblies****Stock Magnets
and Assemblies****Metal Recycling**

The Bunting logo is prepared in different lock-ups and color options to work in different situations. “Lock-up” refers to the symbol and the wordmark combined. These lock-ups should not be changed or altered in any way. Refer to this section for guidance on which logo to use where.



Primary logo – vertical lock-up

The two-color primary logo should be used wherever possible. There are two primary logo configurations: vertical and horizontal. It's important to use the primary logo as the first appearance in a Bunting brand application when there are no color restrictions. When vertical space allows, use the vertical lock-up. The two elements should appear exactly as pictured above, without variation in color or shape. The size ratio between wordmark and symbol and the alignment of the two elements should not be changed.



Primary logo – horizontal lock-up

The two-color primary logo should be used wherever possible. It's important to use a primary logo as the first appearance in a Bunting brand application when there are no color restrictions. When vertical space is limited or the area better suits a horizontal format, use the horizontal lock-up. The two elements should appear exactly as pictured above, without variation in color or shape. The size ratio between wordmark and symbol and the alignment of the two elements should not be changed.

Secondary logo

One-color white

The one-color white version of the Bunting logo option is a flexible option to use on approved brand background colors and surfaces. Although the one-color white version is acceptable for use in various media, the two-color primary logo is the preferred version for first appearances in digital and printed materials. The only first-use exception is for decal application on Bunting products.



One-color white – vertical lock-up

This logo iteration is used only when required, and only on an approved brand color area.



One-color white – horizontal lock-up

This logo iteration is used only when required, and only on an approved brand color area.

One-color solid

The vertical lock-up should be used wherever possible. The lock-up refers to the use of the symbol and the logotype together as one unit. This combination of the two elements should not be redesigned or set in any way other than that shown here. The size ratio and placement of the two elements should not be changed.



One-color printing

The one-color logo for printed should be used when rescripted to one-color printing applications. Use the logo color Pantone 186 or Pantone 202 only.

Black only

The black only logo is reserved for printed decal applications on equipment where contrast is limited.




BUNTING™

Open space around the Bunting logo sets it apart from the surrounding content and affords better recognition and the proper status. Treat the logo as highest in status among all other graphic elements to maintain its brand image.



Clear space

Clear space is the open and uninterrupted expanse surrounding an element, such as the logo. When applying the logo to new graphic applications, always reserve clear space. This is especially important if this is the first time the logo has appeared in the particular application.



Minimum allowance

Use the X-height of the capital letter 'B' from the logo as a unit of minimum space. Never allow another element inside this clear space. Give the logo more than this minimum clear space, if available.

Minimum size

The Bunting logo is designed for maximum clarity at reduced sizes. However, where drastic reduction is required, do not reduce past the following dimensions:



Width: .375" | Height: .2149"



Width: .75" | Height: .0.1354"

Minimum size

Choose the appropriate lock-up for the application. The vertical logo will fit most square and vertical layouts, while the horizontal will fit most horizontal applications. The logotype and symbol both maintain clarity to their minimum size, specified above. Reducing below this sacrifices legibility and should not be allowed.

The Bunting logo looks its best when it is clearly visible and consistently placed. The proper background or surface color optimizes visibility.

Background or surface placement

Good contrast between the Bunting logo and the surrounding color is important. Different logo versions work best for different media: digital, print or as labeling applied directly to product packaging and equipment. The preferred color scheme is the two-color primary logo version. However, the one-color version is preferred on a surface color other than white.

WHITE BACKGROUND

100% white is the preferred background color for the primary logo version.

All applications



Acceptable usage



LIGHT METAL SURFACE

When the metal surface is light, use the one-color black version.

Surface application only



LIGHT METAL SURFACE

When the metal surface is too dark to create enough contrast, use the one-color white version.

Surface application only



BUNTING RED

When applying the logo over a Bunting approved brand color, use the one-color white version.

All applications



BUNTING BURGUNDY

When applying the logo over a Bunting approved brand color, use the one-color white version.

All applications



BUNTING BLUE

When applying the logo over a Bunting approved brand color, use the one-color white version.

All applications

Unacceptable usage and treatment



❌ TWO-COLOR PRIMARY LOGO ON A BLACK BACKGROUND



❌ DO NOT SWITCH COLORS



❌ DO NOT USE UNAPPROVED COLORS



❌ DO NOT SKEW OR SCALE IN ONE DIRECTION



❌ DO NOT ADD EFFECTS OR STROKES



❌ NOT ENOUGH CONTRAST

Unacceptable usage and treatment



✗ DO NOT ROTATE



✗ NOT ENOUGH CONTRAST



✗ DO NOT MIX LOCK-UPS



✗ NO BUSY BACKGROUNDS



✗ DO NOT ADD ANY TAGLINES



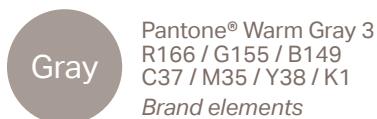
✗ DO NOT ADD LOCATION

Primary logo and approved colors

It is essential to use consistent color. Adjust colors to fit the varying requirements of offset printing, digital printing, desktop, mobile devices and apparel.

Logo color

These are the approved formulas for creating the light and dark red colors. Whether for printing or digital use, use only the approved color choices for the sake of brand consistency.



Supporting color

The grays and blue of the supporting color palette expand the visual language of the Bunting brand for variety and options for clarity and contrast beyond the red logo colors. Use only the formulas shown to maintain consistency among printing and digital uses.



Equipment logo color

Equipment decal: use only computer cut white logo if large enough, or white logo on clear vinyl.

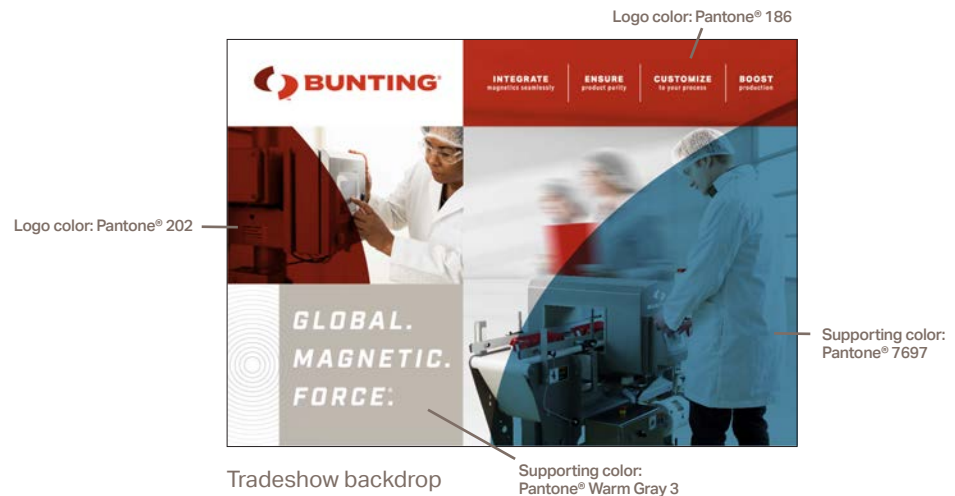
Supporting colors



HF Drawer Magnets

Bunting HF Series drawer magnets separate metal tramp from product in enclosed flow lines with the most powerful magnetic cartridges made, and handle a wide range of separation tasks. Two or more cartridge trays can be staggered to increase contact with the product stream. This moves material in a zig-zag pattern from one cartridge tray to the next for exceptionally thorough cleaning.

Supporting color:
Pantone® Warm Gray 10



Typography for the Bunting brand is made up of two font families. These font variations have been chosen to reflect the brand character for very specific reasons. To reinforce consistency across all platforms of information, use only the prescribed fonts.



Aktiv Grotesk

Foundry: Dalton Maag

<https://www.daltonmaag.com/>

Aktiv Grotesk is a highly utilitarian family of fonts with more than 24 weights, as well as italics. These fonts give the Bunting brand the authoritative feel it deserves. With its contemporary neutral aesthetic, Aktiv Grotesk is the primary font for much of Bunting's text. The font variations allow for great design flexibility in both digital and print.



Industry

Foundry: Fort Foundry

<https://fortfoundry.com/pages/industry>

Industry is a rugged font reserved for the tagline and very sparing headline usage. This font reflects the industrial nature of Bunting products and the industries it serves.

Aktiv Grotesk

The primary typeface for Bunting is to be used for all applications of web and print design. Aktiv Grotesk is a utilitarian font that provides a variety of styles for any task. Use the appropriate size, weight, letter spacing and line spacing provided in this document. When applying to the website, a separate license is required for each domain name in use.

Large Headline

Style: Aktiv Grotesk Extended Light | Size: 46pt | Line space: 46pt | Letter space: 40pt | Upper and lower case

Headline

Style: Aktiv Grotesk Extended Light | Size: 25pt | Line space: 27pt | Letter space: 40pt | Upper and lower case

Large Subhead

Style: Aktiv Grotesk Condensed Bold | Size: 19pt | Line space: 22pt | Letter space: 0pt | Upper and lower case

SUBHEAD

Style: Aktiv Grotesk Condensed Bold | Size: 11pt | Line space: 11pt | Letter space: 20pt | All caps

Body copy

Style: Aktiv Grotesk Regular | Size: 8.5pt | Line space: 14pt | Letter space: 0pt | Upper and lower case

Small text

Style: Aktiv Grotesk Regular | Size: 6pt | Line space: 7pt | Letter space: -25pt | Upper and lower case

Making Food and Pharmaceutical Purity our Priority

Large headline

***GLOBAL.
MAGNETIC.
FORCE.®***

Supporting typeface

Industry

Small yet mighty, this secondary typeface for Bunting is used conservatively and in small font sizes to highlight certain words and phrases. This bold, rugged family of fonts expresses the technical character and industrial durability of Bunting products. It is to be used sparingly for small headlines and should not be used in any other way.

SMALL HEADLINE

Style: Industry Ultra | Size: 9pt | Letter Space: 200pt | Uppercase

TAGLINE

Style: Industry Bold Italic | Size: 9pt | Letter Space: 200pt | Uppercase | Reserved for tagline only

The Bunting tagline is not to be retyped, changed or altered in any way. This artwork file can be supplied when requested.

The Bunting approach to shooting photography reinforces the Bunting master brand first, industry second, and product third.

When selecting an existing photo or shooting new photos, choose a conceptual photography category below based on your project.



Master brand photography

The main goal with master brand photography is to point toward the high-level attributes of the Bunting brand: quality, trust and experience. Subjects for these typically include people, although abstract shots of magnetic principles or materials are used when needed.

Examples: Social media graphics, website homepage header graphics, recruiting materials, generic Bunting advertising



Industry photography

Industry-specific photography is to communicate that Bunting creates solutions. These typically include people either operating or inspecting an industry-related article.

Examples: Industry-specific brochure, industry-specific website page, industry-specific advertisement



Product photography

Product photos feature the product as the only subject and are only for displaying the item for reference. These images are not staged in an environment nor do they use people demonstrating the product. All product photos are shot on a white background.

Examples: Industry-specific brochure product section, industry-specific website page, industry-specific advertisement



Abstract photography

Photos of magnetic equipment, magnets and supporting items that emphasize shape, form, texture and light are used to illustrate abstract general principles and to enhance the physical qualities of magnets and magnetics products.

Examples: Industry-specific brochure product section, industry-specific website page, industry-specific advertisement

Master brand photography

The goal of master brand photography is to showcase higher-level attributes and qualities of the Bunting brand. Imagery should communicate Bunting qualities without being overly specific to a particular industry. People are an important part of the message in these images. After all, employees play the most important role in communicating the warmth of the Bunting brand. Without people, your brand images will be cold and static.



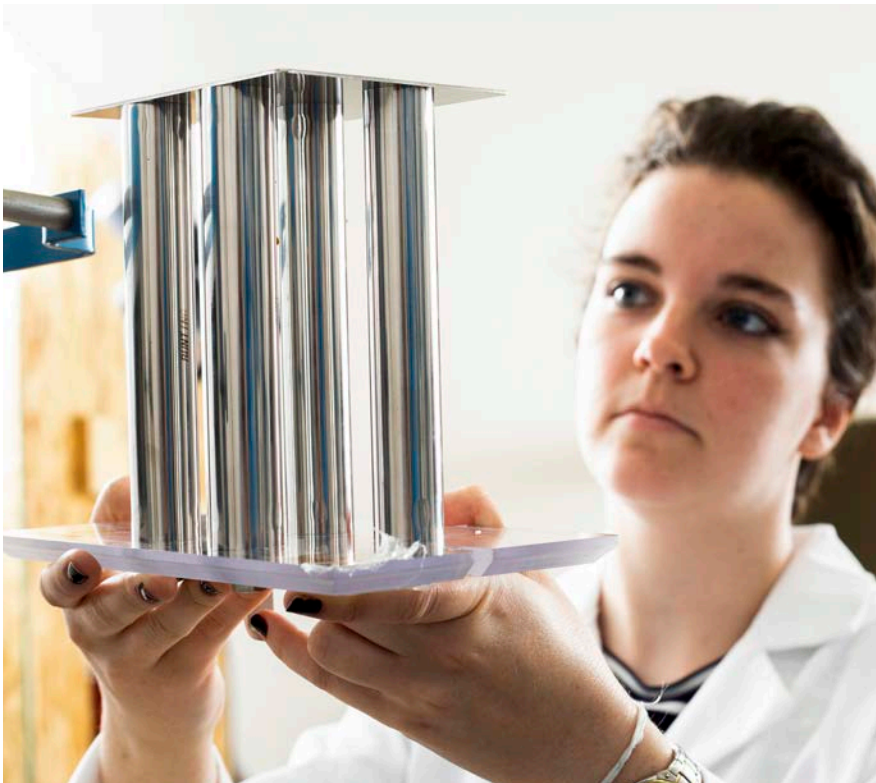
Bunting employee on the production line illustrates the quality of the build.



Hand of a worker holding separated metal demonstrates results.

Master brand photography

Bunting employee inspecting a product illustrates expertise, quality standards.



Macro photography of metal shavings on magnetic separation equipment demonstrates product effectiveness.

Industry photography

Industry-specific photography should reinforce the Bunting brand message that we create solutions for clients rather than just products. To convey “solutions,” the photo should tell a story rather than display a product or piece of equipment. Good examples include employees of a processing facility operating Bunting products and equipment.



Processing plant employee operating Bunting equipment inside a busy facility includes action to create a narrative.

Industry photography

Hand of a processing plant worker opening Bunting equipment catches action and illustrates the product.



Action shot of a processing plant employee demonstrates a Bunting electronics panel's sophistication and its ease of operation.



Product photography

Professional photographers who specialize in product shots deliver the proper focus, angle and lighting needed to best display Bunting products and equipment. All products that can stand alone must be shot on a white surface and seamless backdrop. Any piece of equipment affixed to a demonstration set-up rig should be shot in front of a white backdrop that fully contains the product. The demonstration rig can be cropped as needed in post production.



Most magnets and smaller individual items should be photographed on a white seamless backdrop, matching the lighting and color tone among photos.



Equipment affixed to demonstration rig or too large to be rolled onto a full seamless backdrop should be shot in front of a white background so that the photo will crop to include the whole product over white.

Product photography



When using an image of a product on a demonstration stand, make sure to crop out the stand as completely as possible.

Abstract brand photography

Abstract brand photography enhances the beauty and interest of otherwise ordinary material and can demonstrate the invisible effects of magnetism and the variety of magnets, finishes of materials. Abstract images are not merely decorative. They should convey the the high-end manufacture and sophistication of Bunting products and solutions.



Stacked magnets over a white background illustrate the different types and shapes in a compelling, artistic photo.

Abstract brand photography



Macro photography of metal shavings on magnetic separation equipment makes a compelling image of a common phenomenon.



A single magnet and shadow allude to the timeless, monolithic quality of magnets.

A plate magnet showing the food grade finish helps the reader visualize the description in the text.



What you wear is an extension of the Bunting brand. Consistent placement of logo, choice of shirt color and selection of application will reinforce Bunting's image of professionalism.

T-shirts, 1/4 zippered jackets, and safety vest

Screen printing methods are reserved for short-sleeve, long-sleeve t-shirts, and safety vest. Embroidery is used for the 1/4 zippered jackets. Depending on the shirt style, specific graphics are recommended to portray the brand appropriately and stylishly. It is extremely important that shirt color is consistent across the family of materials.



Veritcal logo

Embroidery one location
Applicable to all brand color jackets



Veritcal logo

Screen Print one location
Applicable to all brand color



Veritcal logo

Screen Print one location
Applicable to all brand color

Apparel

Collared shirt and jacket

Collared short-sleeve shirts for casual and business casual wear the logo is located on the upper left chest only. It is extremely important that shirt color is consistent across the family of materials.





Veritcal logo

Embroidery upper left chest only

Applicable to all brand color shirts

Approved colors: Navy Blue, Graphite, Gray, White, and Oxford Blue

Decoration



Veritcal logo

Embroidery upper left chest only
Applicable to all brand color jackets

Veritcal logo

Embroidery upper left chest only
Applicable to all brand color jackets

Veritcal logo

Embroidery upper left chest only
Applicable to all brand color jackets



Heat seal symbol

Full-color symbol application in various sizes.

Applicable to all brand color shirts



Dimensional symbol

Full-color dimensional symbol application.

Applicable to all brand color shirts



Tone-on-tone examples

Tone-on-tone wordmark for heat seal transfer only.

Applicable to button-down shirts and polos

Brand assets

Most of the primary visual elements appearing in the Bunting materials have been deliberately designed and chosen to create the visual language of the brand. It is extremely important to use these elements consistently in order to retain their value as complements to the logo.



Tagline

This short and memorable three-word phrase states who Bunting is.

Uses: Website, marketing materials, correspondence, packaging



Since 1959 icon

This icon reinforces the heritage and longevity of Bunting as a family-owned-and-operated magnetics company.

Uses: Website, marketing materials, correspondence, packaging



Shapes

These shapes and supporting graphics are vital to extending the visual brand throughout all digital and printed materials.

Uses: Website, marketing materials, social media, correspondence, packaging



Grid

The grid creates a uniform, balanced system by which photography is masked and shapes are arranged in a space. It helps apply the brand to diverse spaces while separating information.

Uses: Website, marketing materials, social media

Visual language

Visual language is a system of elements that relate to the identity, mostly derived from the shapes of the logo itself. The fonts, patterns, graphics and photo treatments that have been developed specifically for the Bunting brand also contribute to the visual language. Use these elements throughout digital applications and printed materials consistently.

Tagline

This short, three-word phrase powerfully and clearly conveys Bunting's global impact and expertise.

Horizontal

The Bunting horizontal tagline is a trademarked phrase. It is important that this element is used as shown here. For brand consistency, this font has been chosen and typeset specifically for this purpose. Do not use other fonts or treat this tagline in any other than that provided.

GLOBAL. MAGNETIC. FORCE.™



Reverse white

Stacked

The stacked tagline is a secondary option for this trademarked phrase. It is important that this element is used as shown here. For brand consistency, this font has been chosen and typeset specifically for this purpose. Do not use other fonts or treat this tagline in any other than that provided.

***GLOBAL.
MAGNETIC.
FORCE.®***



Reverse white



Business card

Horizontal version reversed out of Bunting red.



Shipping box

Stacked version reversed out of Bunting red.



Tradeshow pop-up banner

Written Communication

Letterhead, and envelopes



Business cards.



Front of business cards



Back of business cards



BUNTING-NEWTON | 500 S. SPENCER ROAD | P.O. BOX 468 | NEWTON, KANSAS 67114 | 800.835.2526

Submitted by:
Veronica Zuccarello—Technical Copywriter
Bunting Magnetics Co.
vzuccarello@buntingmagnetics.com
P. 316-284-2020, ext 4138

Client Contact:
Michael Wilks—Global Marketing Director
Bunting Magnetics Co.
mwilks@buntingmagnetics.com
P. 316-284-2020, ext. 4132

United States Congressman Ron Estes Visits Bunting-Newton

On Tuesday, November 5th, 2019, United States Congressman Ron Estes visited Bunting's Newton, Kansas location. Congressman Estes serves the 4th Congressional District of Kansas and was accompanied by District Director Debbie Luper and Press Secretary Roman Rodriguez. Congressman Estes and his team first sat down in the conference room to meet with President Bob Bunting, Chief Financial Officer Bill Wagner, Division Controller Molly Taiclet, Director of Sales Rod Henricks, Material Handling Product Manager Don Suderman, and General Manager Kevin Miller. Congressman Estes was provided with an extensive explanation of our company's history, the products we make, the industries we serve, and Bunting's reach worldwide as a global magnetic force. Having been located in Newton for forty years, Bunting is an excellent example of American industry representing the 4th Congressional District of Kansas.

Congressman Estes and his team were led by the Bunting team on an extensive tour of the company's manufacturing shop as well as Bunting's on-site testing facility. Congressman Estes, an engineer by trade, was highly interested in Bunting's products and was given in-depth explanations of our manufacturing process. At the on-site testing facility, Congressman Estes was shown live demonstrations of several pieces of Bunting equipment, including our metal detection and can conveying equipment. By providing live demonstrations and comprehensive explanations, Bunting's team was able to provide a clear picture of how Bunting equipment is essential in supporting American industries and the country's economy as a whole.

"The work that Bunting does is remarkably impressive," said Congressman Estes. "When most people hear the word magnets, they probably think of the small magnets on their refrigerator. It was great to tour Bunting's facilities and see just how much more they produce in Newton and talk about the incredibly unique and patented services offered. I greatly appreciated the hospitality and time of the folks at Bunting and am glad that this global company is located right here in south central Kansas."

Bunting thanks Congressman Estes for taking the time to visit our company, and we are proud to represent the economic strength and hardworking people of Kansas's 4th Congressional District.



GLOBAL. MAGNETIC. FORCE.

BUNTINGMAGNETICS.COM

Established in 1959, Bunting remains a family-owned and family-operated business to ensure the highest level of customer service and product safety.

Icon

The icon pays homage to the original Bunting Magnetics logo and alludes to the heritage and respect earned by an industry-leading company. The globe icon has served Bunting's brand throughout its history and continues with its current identity. It represents, as it has since its first appearance, the earth's magnetic field and the force of its influence on humanity.



Pantone® Warm Gray 3





Name
TITLE

BUNTINGMAGNETICS.COM

Use on white background or reversed out of approved brand colors.

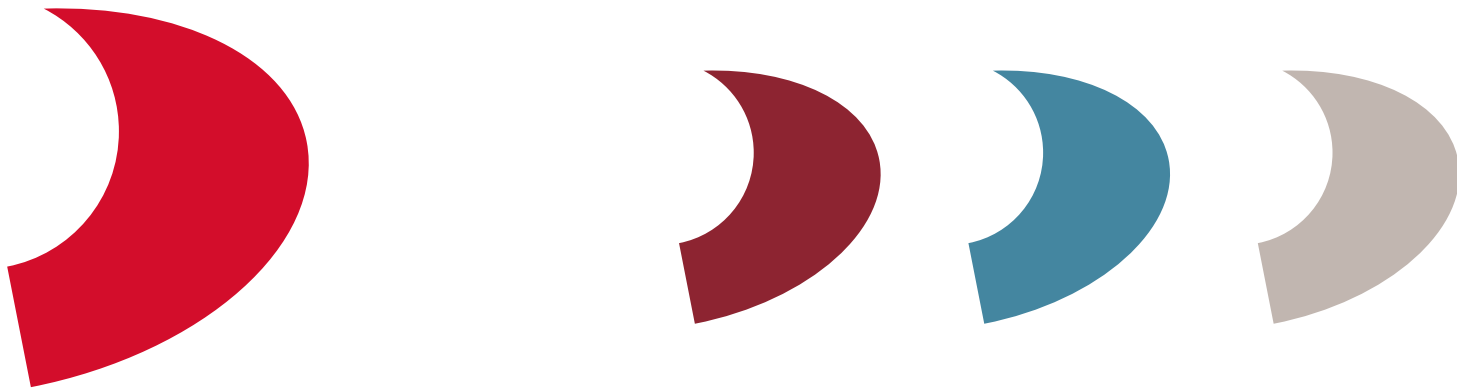


**CELEBRATING
OVER 60 YEARS OF
INNOVATION**

Shapes extend the visual applications of the Bunting brand. Used correctly and consistently, this visual language forcefully communicates the overall brand.

Shapes

Some shapes are elements lifted directly from the logo, while others conceptually tie to the brand. Each shape plays a role in extending the Bunting identity, serving to organize elements and as windows for photos, to balance a layout or to provide visual relief to a page. Some shapes are used only in specific colors and some are used more than others.



Swoosh

The swoosh is one half of the Bunting logo. Use this in brand colors only. Rotate, flip, and crop in any direction to utilize as a graphic component. In Adobe Illustrator, use the multiply effect to create an overlay for photos. Always scale proportionally and never skew.

Use only in approved brand colors

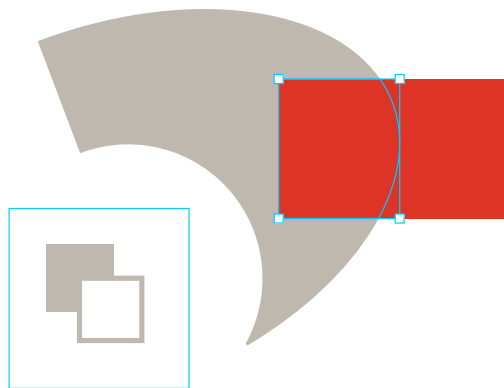
Use swoosh in all approved brand colors.

Shapes

Swoosh overlay

The overlay is one of the most useful and compelling applications of shape in the Bunting brand. The overlay simulates movement, the Bunting Gray “crosses over” the Bunting Red, producing the Bunting Burgundy in the shared space. See the illustrated steps for creating the overly effect.

Use only in approved brand colors



Step 1

Select your shapes.

Position your rectangle over the swoosh in your graphic composition.

Step 2

Minus front (Adobe Illustrator).

Select both shapes and make a copy. Paste the shapes directly in place of the original. Apply the minus to front action to the duplicate layer of shapes.

Step 3

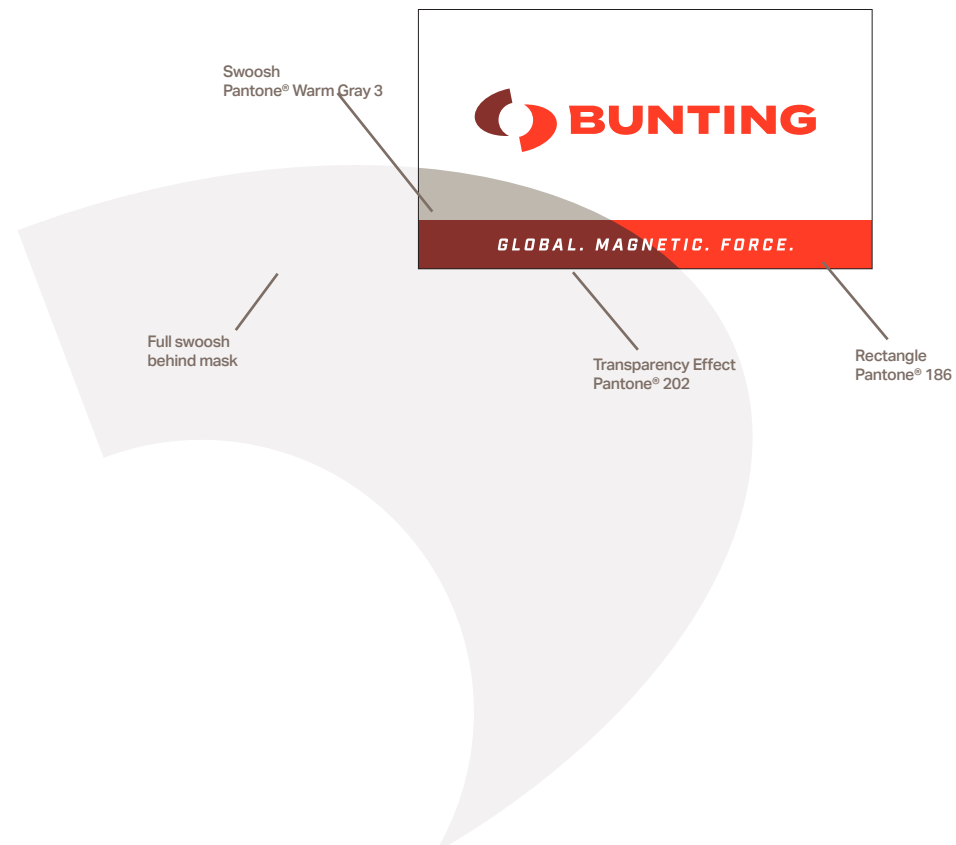
Fill color.

You now have your internal shape to color. Repeat for other overlay areas in your graphic composition.

Swoosh and rectangle as graphic elements

Use the swoosh and rectangle to create a dynamic design. The swoosh is one half of the logo, creating continuity between the logo curvature and the swoosh graphic element. When using the swoosh outside of the grid design (see grid section for more details) use the Bunting gray color as shown below. Overlay the swoosh onto a rectangular area to create the transparency effect.

Use only in approved brand colors

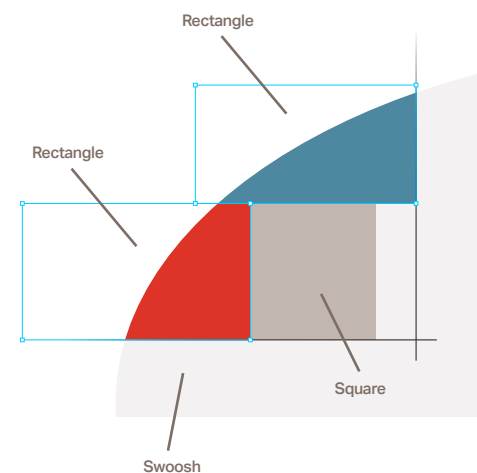


Shapes

Rectangle and square

The rectangle and square are graphic devices that work alone, with the swoosh or all together in the Bunting grid format. Use in various shapes and sizes, use the Adobe Illustrator multiply effect to overlay on photos, and use as a device to hold copy or headlines.

Use only in approved brand colors



Square

Use the square only inside the grid, preferably for the middle section of the swoosh with a rectangle on either side.

Use only Bunting gray

Rectangle

The rectangle can be used throughout Bunting materials to divide content, house typography or work in conjunction with the swoosh overlay effect.

Use only approved brand colors

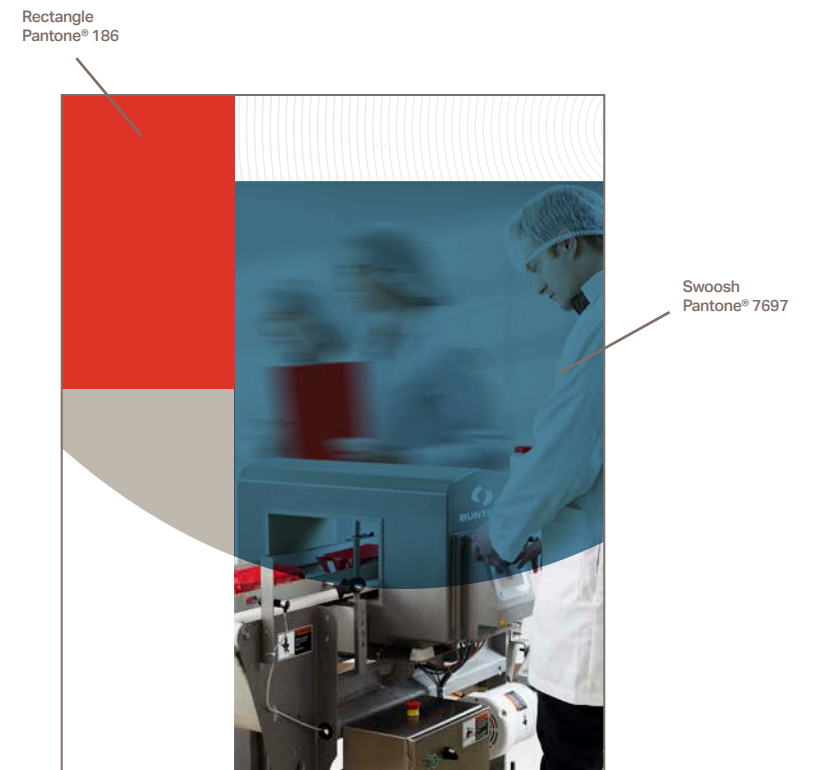
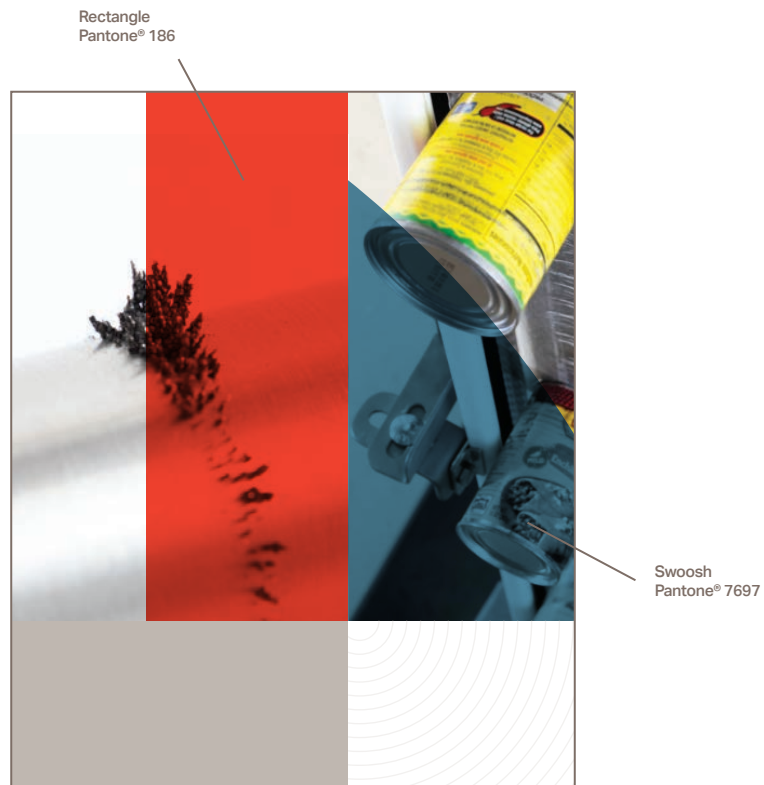
Use in grid

Use the rectangle and square to build the foundation of a Bunting grid.

Use only approved brand colors

Shapes as overlay

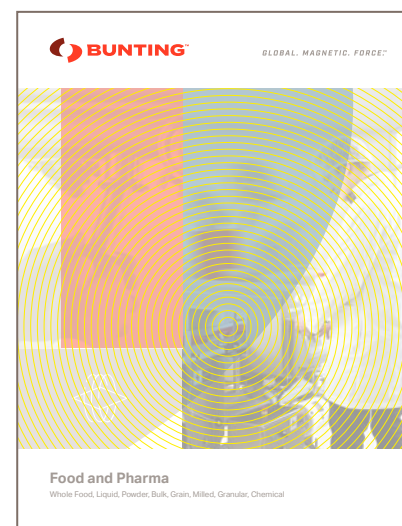
Use the rectangle and swoosh as a semitransparent overlay in combination with photography. In Adobe Illustrator, use the multiply effect to reveal the photo under the overlay.



Shapes

Radiant lines

Radiant lines suggest the invisible lines of force (the magnetic field) propagating from a magnet or electromagnetic. They also represent the detection of metallic material by metal detection equipment. Use the radiant lines in the grid or as a spot varnish element when printing offset.



Radiant lines

Radiant lines should be used only in Bunting gray or white over either the Bunting gray or white backgrounds. Always scale the stroke width accordingly when adjusting the size.

Spot varnish

Use the radiant lines as a spot varnish when printing offset.

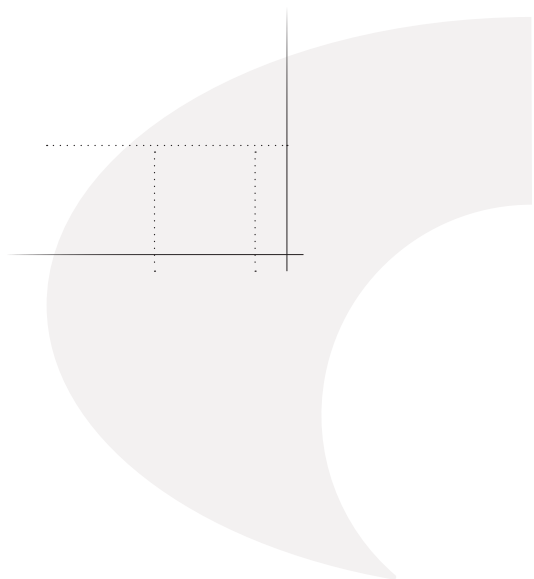
Notice

Any catalog, brochure, flyer, or any collateral that is to be used for trade shows or other distribution must have a pdf approved by Bunting Marketing before being distributed.

Making a grid

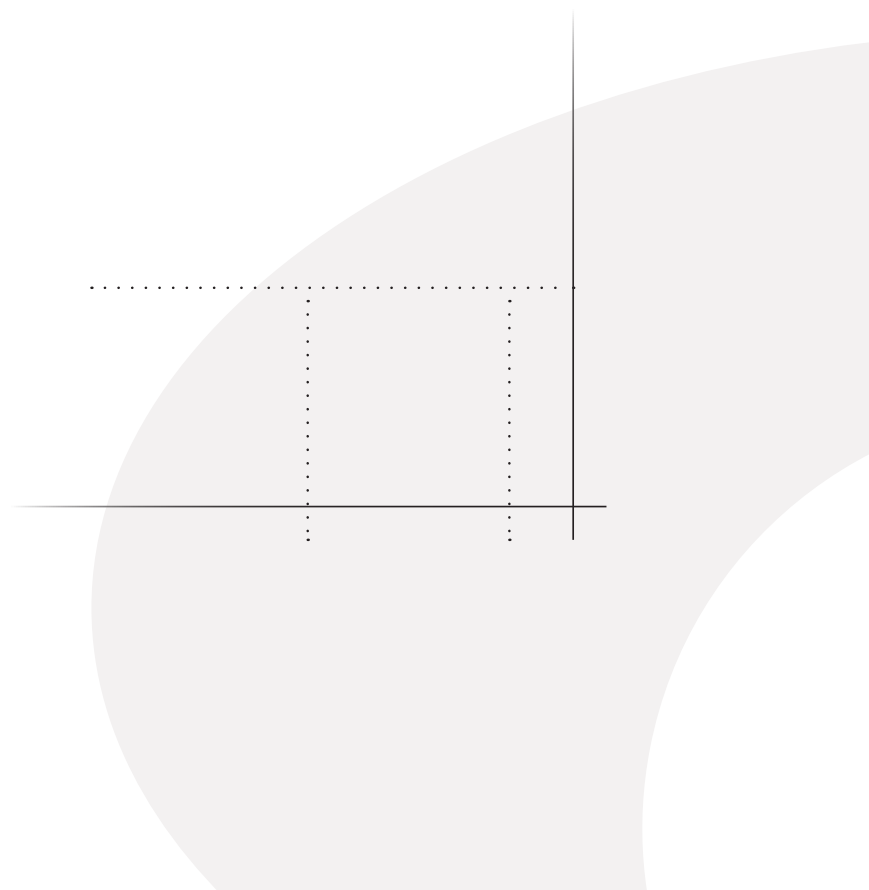
Make a grid using the swoosh, shapes, and overlay techniques found in this section of brand assets. Make sure the grid is balanced with various shapes, swooshes and approved brand colors. A variety of distant and close crops of photography provide additional visual interest.

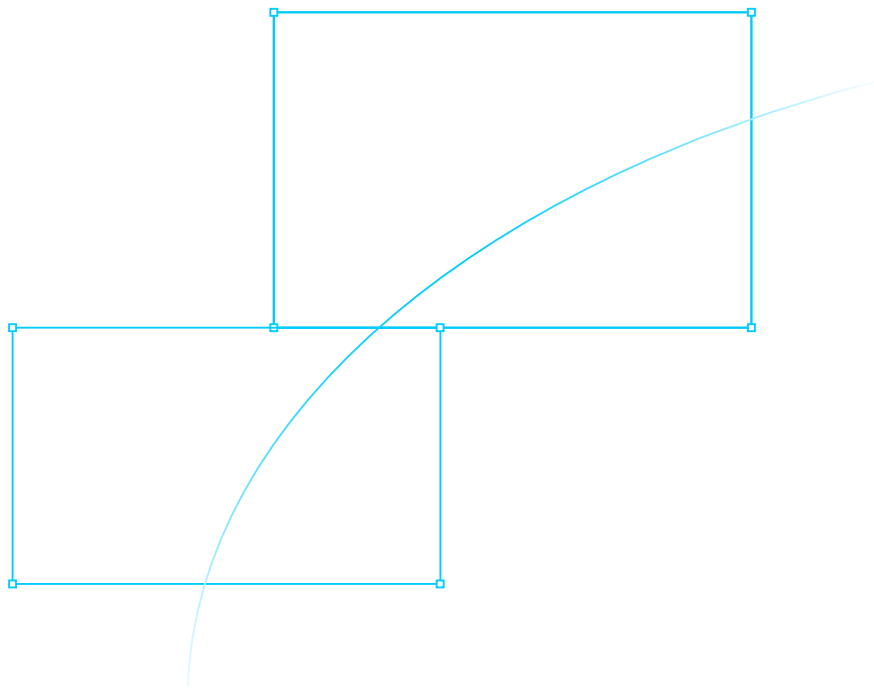




1. Placement

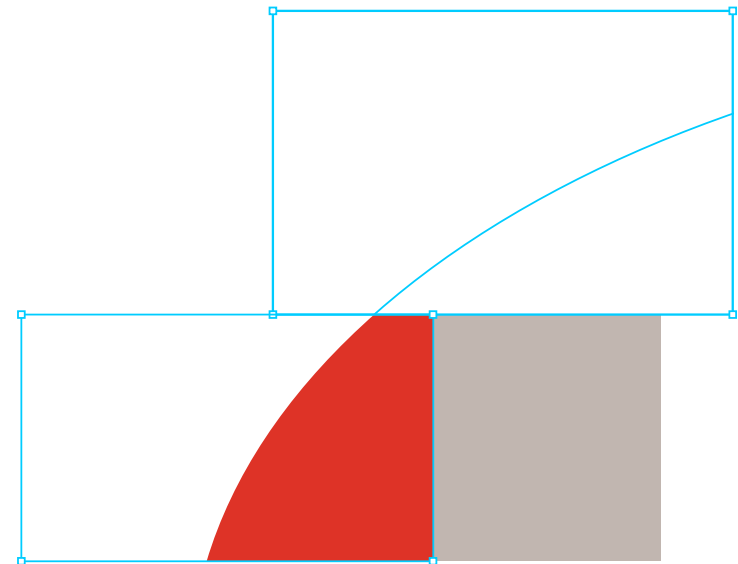
Begin by placing the swoosh in the desired location.





2. Create sections

Combine the swoosh and two rectangles in Adobe Illustrator. Then create sections of the grid by duplicating the swoosh into individual masks..



2. Fill swooshes

Fill the individual swooshes with approved brand colors. Use different colors for each section for a more dynamic grid.



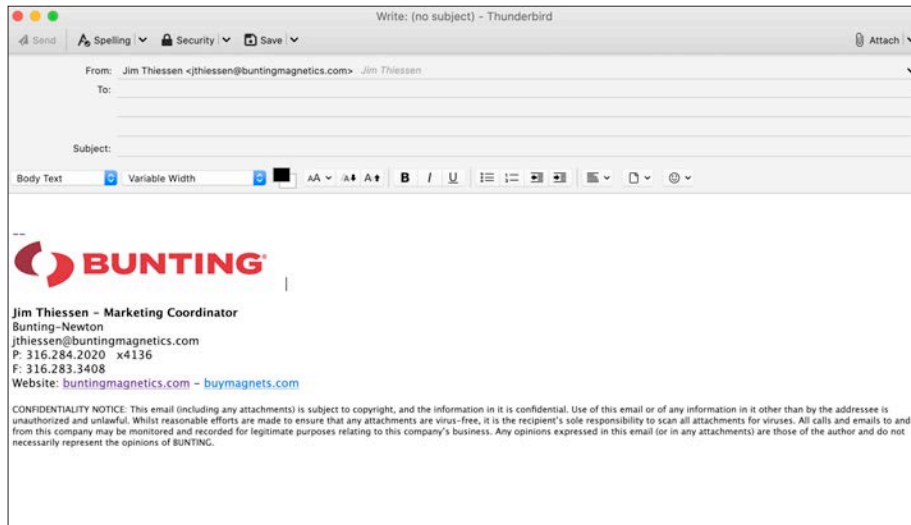
3. Insert photos and graphics

Photo masks are rectangular masks that align flush with the straight edges of the swoosh masks.

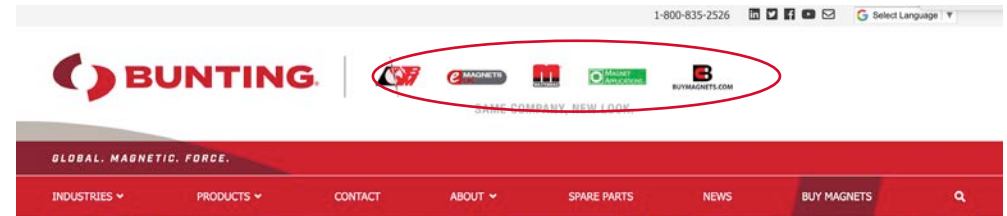


4. Turn shapes to multiply

Apply the multiply effect in Adobe Illustrator when using photography underneath.



Email Template




Website Header





Old company logos can be used for one year only.

Digital Brand


Click here to see a web copy of this email



PRODUCTSINDUSTRIESABOUTCONTACT



Bunting-Newton



Less Downtime, Lower Operation Costs

Hi Jim





**BUNTING: Magnetic Conveying Equipment
for the Metal Stamping Industry**



Bunting's **magnetic conveying equipment** is available in different dimensions to

1 of 3

1/14/20, 11:54 AM

Baking Pan Magnets for the Baking Industry | Bunting-Ek Grove Village

1-800-825-2526  Select Language | ▼



Menu

PRODUCTS

Material Handling Equipment
Metal Detection
Magnetic Separation
Printing Products
Spare Parts
Buy Magnets Online

INDUSTRIES

Plastics
Recycling
Auto Shredding
Food
Grain & Milling
Powder & Bulk
Aggregate, Mining & Minerals
Non-Wovens
Metal Stamping
Printing, Decorating & Converting

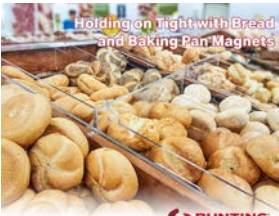
VIEW OUR
CATALOGS >

REQUEST A QUOTE

Get in touch with us at
our toll-free number 1-
800-825-2526 or request
a quote here:

Talk to an expert >

**BUNTING'S BREAD PAN AND BAKING PAN MAGNETS KEEP YOUR HOLIDAYS
HAPPY**



Holding on Tight with Bread
and Baking Pan Magnets

by Veronica Zuccarello

In December, kitchens across the globe are bustling with activity as cookies for Santa, fruit cakes, pumpkin pies, and any other holiday treats you can imagine are being baked for the season. This is an exceptionally busy time of year for the baking industry as customers purchase items such as dinner rolls and breakfast foods such as breads and muffins to save time in the kitchen while still feeding large tables of visiting family members.

Feeding family members isn't the only seasonal concern. For many fast food restaurants, a popular way to drive business has been by releasing exclusive seasonal items that customers will be eager to try out. Looking at the chicken sandwich craze of the past few months, it's highly likely that 2020 will be full of similar trending items that will demand unprecedented amounts of buns.

For customers in the baking industry, bread pan and baking pan magnets from **Bunting-Ek Grove Village** are an excellent way to keep your operations flowing smoothly even during the busiest times of year.

Holding on Tight with Bread and Baking Pan Magnets

Bunting bread and **baking pan magnets** use powerful rare earth magnets to hold your pans in place on your racks. We know the baking process can be a bumpy ride, but even if some bumps along the way have dented or warped your pans, our magnets can support them just as well as if they were brand new. Our magnets are simple and easy to use, and you can quickly adjust them to sit laterally or vertically.

Don't Sweat It: Bunting Bread and Baking Pan Magnets Resist Moisture

<https://buntingmagnetics.com/industry-blog/bunting-bread-pan-and-baking-pan-magnets-keep-your-holidays-happy/>

Page 1 of 2


E-Mail Campaign Format


E-Mail Campaign Format

Old company logos can be used for one year only.

All ads will have a three color border. Outside border will be Pantone 186, second color from outside will be Pantone Warm Gray 11, and the inside border will be Pantone 202. Each will feature the wave pattern with the text "SAME COMPANY. NEW LOOK.". In the upper right corner will be the old logo so people can associate the old logo with the new logo.

Old company logos can be used for one year only.





BUNTING
Magnetics Co.

SAME COMPANY. NEW LOOK.

BEAT THE HEAT--Choose Bunting's FF350 High-Temp Drawer FF Magnet




ONLY the BUNTING FF 350 DRAWER Magnet is specifically designed to operate at temperatures up to 350°F (176°C) with NO LOSS of magnetism.

- Rare earth magnets RESIST DEMAGNETIZATION under high temperatures.
- Magnetic separation PROTECTS your equipment from damage and ensures PRODUCT PURITY.

The BUNTING FF 350 DRAWER Magnet is the **ONLY** product on the market that can take HIGH TEMPERATURES and still maintain HIGH PERFORMANCE LEVELS.

Don't get burned out by high temperatures. To get the best separation available, contact a Bunting representative today:

800.835.2526 / Sales.Newton@BUNTINGMAGNETICS.COM
Visit www.BUNTINGMAGNETICS.COM



GLOBAL. MAGNETIC. FORCE.®





BUNTING
Magnetics Co.

SAME COMPANY. NEW LOOK.

The NEW ElectroMax Overband Magnet: Lightweight Intensity

- 185% stronger than equivalent permanent overband magnets.
- 25% less weight than Oil Cooled Electro Overband Magnets.
- NO Oil Maintenance
- Includes armor clad belt & air cooled Transformer rectifier
- Electromagnetic coil enables removal and separation of particles other magnets miss.





MARCH 10-14, 2020
Las Vegas, NV
Booth #C3137

800.835.2526 / Sales.Newton@BUNTINGMAGNETICS.COM
Visit www.BUNTINGMAGNETICS.COM

GLOBAL. MAGNETIC. FORCE.®





BUNTING
Magnetics Co.

SAME COMPANY. NEW LOOK.

COMPLETE PROTECTION



Bunting's pipeLINE™ Keeps You Moving and Keeps Metals Out.

- Our equipment is built to YOUR EXACT specifications, and comes ready for installation. You won't have to waste any time trying to awkwardly install an ill-fitting piece of equipment—custom design gives you a perfect fit.
- The pipeLINE removes ferrous AND non-ferrous metals from liquids, pastes, and slurries in pressure conveying lines. With various sizes available, we're able to handle a diverse range of products—including yours.
- 3-way separation mechanism is suitable for both pneumatically-driven pig cleaning and Clean in Place (CIP).
- Our advanced metal detection controls deliver superior results with ease of use, creating a user-friendly work environment.

When systems work better, your profits soar. Let the pipeLINE take you to the top today.



A Better, Safer, Longer-Lasting Product: Bunting's Corrosion Resistant Magnetic Liquid Trap

- Our NEW DESIGN uses corrosive-resistant coating to avoid pitting and damage caused by acidic foods. If you're processing foods such as tomatoes and citrus products, you no longer need to constantly replace your corroded, damaged liquid traps.
- Bunting's super alloy material resists not only acidic foods, but also resists high temperature chloride-based cleaning agents.
- High intensity, temperature-compensated neodymium magnets achieve superior capture of metal contamination.
- Easy cleaning mechanism allows for quick cleaning which reduces downtime.
- High pressure rating allows CR-MLT to handle a higher volume of product at a faster rate.



800.835.2526 / Sales.Newton@BuntingMagnetics.com
Visit BUNTINGMAGNETICS.COM

GLOBAL. MAGNETIC. FORCE.®

Contacts for brand assets or additional brand guide help.

Michael Wilks
Global Marketing Director
mwilks@buntingmagnetics.com
316.284.2020, ext. 4132

Jim Thiessen
Marketing Coordinator
JThiessen@buntingmagnetics.com
316.284.2020, ext. 4136

