

For every complex challenge, there is a viable solution. Our quest, to help manufacturers find and develop the solutions they need, began in 1925. MacLean-Fogg set out with a single product, a simple goal, and two men who shared a proud respect for forming solutions. That pride continues to this day.



**We take
pride in
forming.**



MacLean-Fogg
COMPONENT SOLUTIONS

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Brand Philosophy

We do more than form components. We form industry relationships and connections. We understand the manufacturing challenges our customers face and deliver component solutions tailored to their needs. And, we do it all through ingenuity.

That's why we wake up each morning and come to work. It's the legacy that we pass on to future generations. And, it's at the heart of everything we do.




Living the Brand

The MacLean-Fogg Component Solutions brand is about more than a new look. It's about how we work and how we communicate. We communicate our message in a confident, realistic tone. Rather than take a hard-sell approach, we simply deliver facts of proven science as it relates to our work; and we use our industry expertise to help each customer meet their specific needs. We work according to our key attributes. They are not just words on a page; they are the qualities we live every day. They make us who we are.

heritage
connections
fair
resolve
acumen
ingenious

A black and white close-up photograph of mechanical components, including a large gear with a central hole and a bolt. The lighting creates strong highlights and shadows, emphasizing the metallic textures and the intricate details of the machinery. The word "heritage" is overlaid in white text on the left side of the image.

heritage



Our actions reflect our origin.
Since 1925, we've taken pride
in forming. That pride has only
grown stronger over the years.

In 1925, John MacLean Sr. took advantage of an opportunity to start his own business in locking fasteners. His assets included his own energy and creativity; his partner, Jack Fogg; two customers: the Santa Fe Railroad and the Milwaukee Railroad; and an innovative product: the Number 1 Lock Nut. Our heritage lies in the ability to take basic essentials and form a great solution. Our founders did it, and so do we.

connections



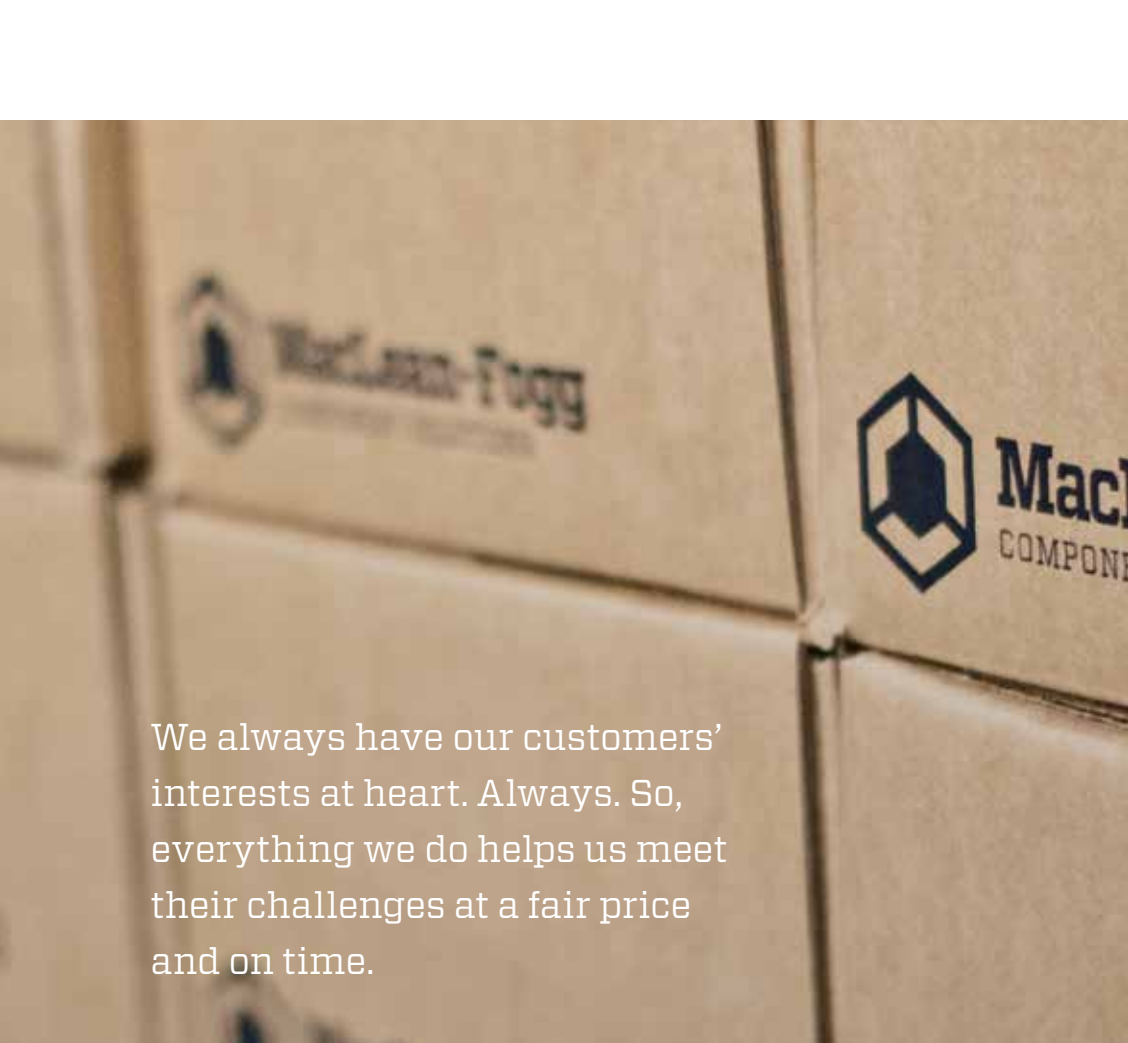


We build strong connections. For us, it's not just about business; it's about people. Across the industry and around the world, MacLean-Fogg has been forming friendships for as long as we've been forming components.

Our connection in the industry and in communities around the globe was highlighted in 2007 when our president, Barry MacLean, was inducted into the National Industrial Fastener Expo Hall of Fame—recognized for his leadership and contributions both in the fastener industry and to the greater community.

fair

The image shows a close-up, slightly out-of-focus view of several stacked cardboard boxes. The boxes are a light brown or tan color. On the side of the boxes, there are some dark, illegible markings or labels. The word "fair" is printed in a clean, white, lowercase sans-serif font on the left side of the image, overlapping the boxes.

The background of the top half of the page is a close-up, slightly blurred photograph of several stacked cardboard boxes. The boxes are a light brown or tan color. On the boxes, there are logos and text. One logo is a stylized blue bell inside a hexagon, with the text "MacLean-Flugge" below it. Another logo is a blue hexagon with a stylized white shape inside, with the text "Mac" and "COMPON" below it. The text is white and centered on the page.

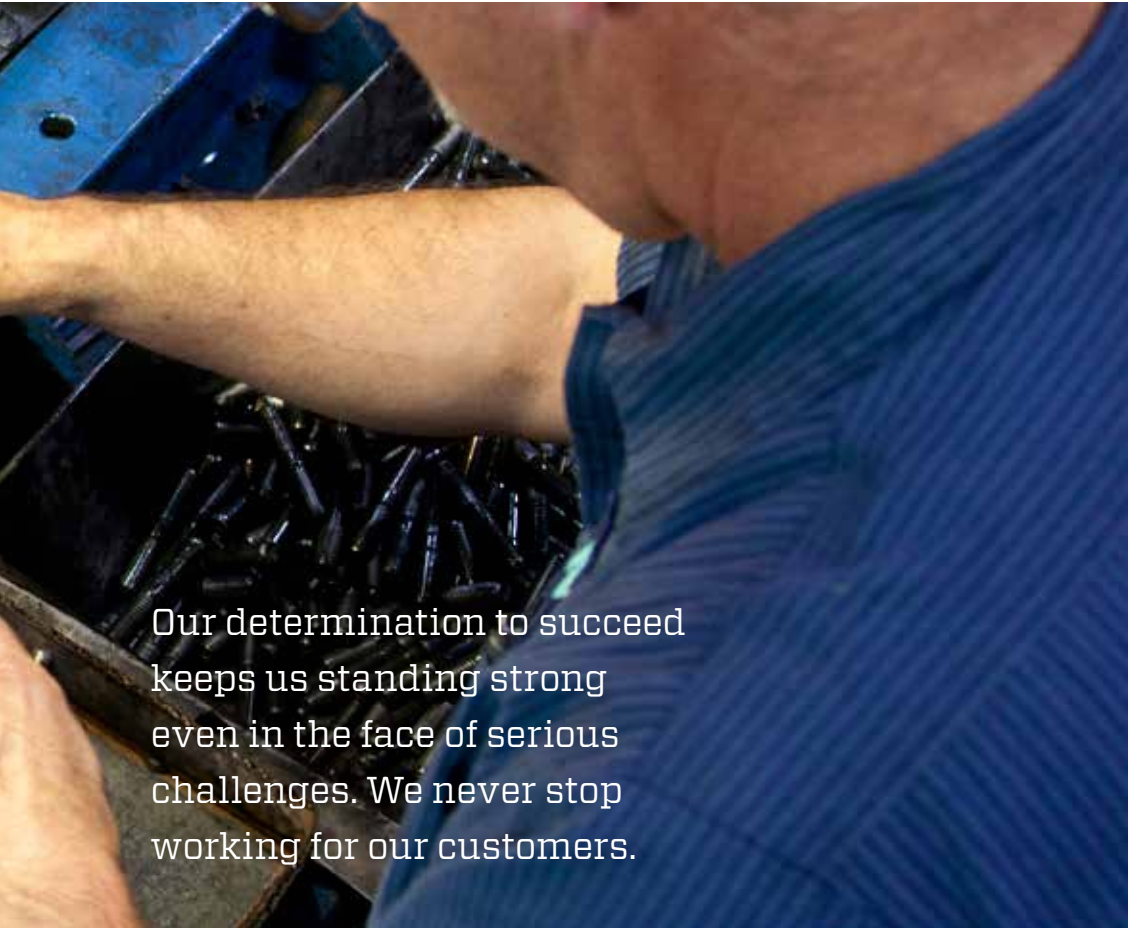
We always have our customers' interests at heart. Always. So, everything we do helps us meet their challenges at a fair price and on time.

In 1927, John MacLean Junior placed emphasis on a fair approach to our business. His philosophy for the company is still alive and well: "Help the industry, and we will help ourselves. Solve the customer's problems, at a fair price, and on time."

We love working this way. But, more importantly, our customers love it.

resolve



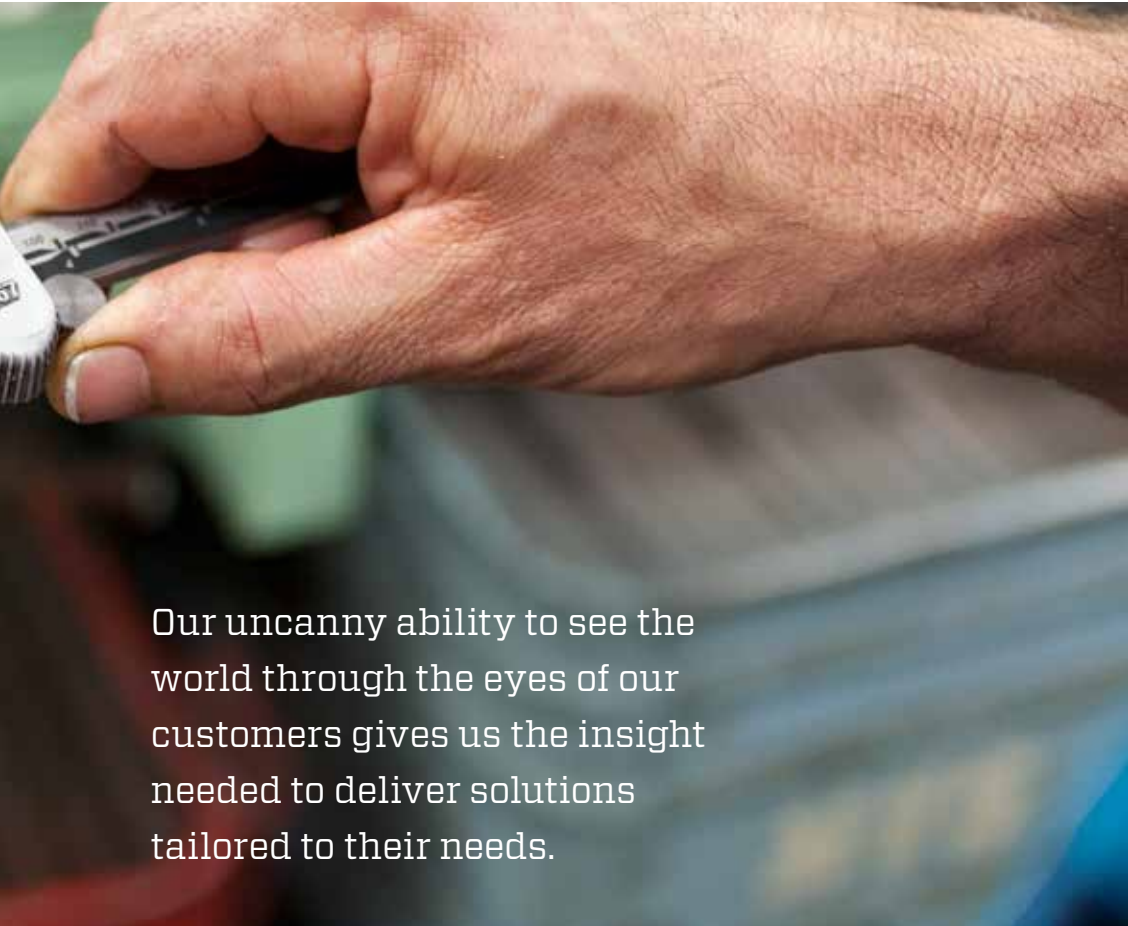


Our determination to succeed keeps us standing strong even in the face of serious challenges. We never stop working for our customers.

Despite a global economic downturn early in this 21st century, we have proven our determination by supporting new industries, new technology, and new team members, while proving true to our time-tested values. That kind of resolve is hard to find anywhere else.

acumen






Our uncanny ability to see the world through the eyes of our customers gives us the insight needed to deliver solutions tailored to their needs.

Our business acumen began with one lock nut offered to North America's railroads. Through innovative product development and selected acquisitions, the business has grown into a worldwide enterprise with sales of nearly \$800 million annually by the early 2000s.

ingenious



A close-up photograph of three identical silver metal components, likely electrical connectors or fasteners, arranged in a row on a dark, textured surface. Each component has a red interior lining. The central component is in sharp focus, while the two flanking components are slightly blurred. The lighting creates highlights on the metallic surfaces and soft shadows on the background.

It's more than manufacturing.
We know that details matter; and
our ingenious touches define the
MacLean-Fogg difference.

Every day, in every aspect of our business, we look for new ways to improve our customers' product, save our customers' money and, ultimately, set new industry standards. That's why so many of MacLean-Fogg Component Solutions' innovative products and processes become benchmarks of manufacturing. And it's why our customers continue to lead the world and inspire the future.

Mission Statement

MacLean-Fogg Component Solutions is a leading supplier of Fasteners, Engineered Components, and Engineered Plastics serving many diverse industries.

Our Mission is to become the premier, worldwide supplier of value-added, engineered, and customer-focused solutions that leverage our material-forming expertise in our three product fields.

The keys to our success are the engagement of our dynamic and adaptive employees, along with the MacLean-Fogg entrepreneurial culture. Our goals are supported by a robust performance management process and commitment to operational excellence.

Through our "Commitment to Excellence," we will achieve the growth and profitability that will fuel our continued success.

Commitment to Excellence

These basic principles are fundamental to MacLean-Fogg's success.

Quality is our highest priority:

Our products and services must always be the very best attainable.
As our products and services are seen, so are we evaluated.

Customers are the focus of everything we do:

Our work must always be done with the goal of anticipating and satisfying our customer's need.

People are our most important resource:

Employee development, involvement and teamwork provide our strength and vitality. We must create a culture that stresses respect, openness, personal growth and entrepreneurship.

Continuous improvement is our way of life:

We must strive for ongoing improvement focusing on increased efficiency and the prevention of errors.

Integrity is never compromised:

Our conduct must command respect for its integrity and for its positive contributions to society.

Safety and environmental consciousness will be a prime objective:

We are citizens of the earth and have a responsibility to put forward our best efforts to preserve and protect our personal and collective quality of life.

Our Brandmark

The image that represents who we are.
Our brandmark is our badge of honor,
our seal of ingenuity.



What It Stands For

Our landmark is strong, industrial, dynamic and symbolic. It gives our customers and associates a simple, straight-forward reminder of who we are and what we do.

The perfect symmetry and proportion of the icon connotes the fair, balanced treatment that our clients have come to expect and appreciate each time they connect with MacLean-Fogg.

This modern landmark is steeped in heritage—based on the iconic two hexes. The inside hex is made up of three key components representing fit, form and function—the keys to manufacturing precision component solutions. They also point outward with optimism and direction for growth, symbolizing the integral roles of our clients, investors, and employees.

Our forward thinking and practical ingenuity are embodied in the rugged black base rising up to the precision of the elevated machined surfaces. The polished translucence of these refined surfaces symbolizes our paving the way for a future without limitations.

Each facet of the brandmark also highlights an aspect of our business. The precision surfaces call to mind those found in formed and machined components.



MacLean-Fogg

COMPONENT SOLUTIONS

The solid wordmark communicates our resolve and reinforces our industrial roots. Like our work, it's substantive. We form components with dedication, sweat, and pride.

Brandmarks

There are four variations of our brandmark, as well as a brand graphic. When deciding which variation to use, it's important to keep in mind the intended purpose of each:

PRIMARY BRANDMARK

Our primary marketing face incorporates the full-color brandmark. It is to be used in four-color printing (Cyan, Magenta, Yellow, Black) or on a digital screen (Red, Green, Blue).

SECONDARY BRANDMARK

If the full-color dimensional logo cannot be accurately reproduced due to the technology of production method, a simple, two-color brandmark is to be used. It is suitable for use on a complementary background or texture as long as readability is not compromised. Colors may not be switched or reversed, and PMS 7460 must be specified for accurate color matching.

FUNDAMENTAL BRANDMARK

The black brandmark is the solution for any single-color production applications. This is a black or white solution, color substitutions are not allowed.

DISTINGUISHED BRANDMARK

This is a limited engagement brandmark. It is reserved for special use. Specifically, it is used for executive and corporate material. For example, material for a company anniversary celebration would call for use of this logo.

BRAND GRAPHIC

The intention of the brand graphic is to reinforce the brand, but it cannot take the place of the brandmark. This single color graphic can be used in any of the primary or secondary brand colors.



MacLean-Fogg
COMPONENT SOLUTIONS

Primary Brandmark



MacLean-Fogg
COMPONENT SOLUTIONS

Secondary Brandmark



MacLean-Fogg
COMPONENT SOLUTIONS

Fundamental Brandmark



MacLean-Fogg
COMPONENT SOLUTIONS

Distinguished Brandmark



Brand Graphic

Brandmark Clear Zone

The MacLean-Fogg Component Solutions brandmark must be surrounded by a fixed amount of open space based on the MacLean “M” height within the brandmark. This is to ensure the brandmark does not compete with typography or any graphic element.



MacLean-Fogg
COMPONENT SOLUTIONS

"M" Height Clear Zone

Unapproved Clear Zone Usage

All copy, images and graphics must clear the brandmark by the height of the MacLean “M” within the brandmark. Any element within the “M” space infringes on the legibility and prominence of the brandmark.

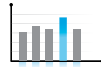


MacLean-Fogg
COMPONENT SOLUTIONS
Formed Through Ingenuity

⊘ Tagline must be at least an "M" height away from the brandmark.



MacLean-Fogg
COMPONENT SOLUTIONS



⊘ Graphics must be at least an "M" height away from the brandmark.



MacLean-Fogg
COMPONENT SOLUTIONS

⊘ Graphics cannot overlap brandmark.



MacLean-Fogg
COMPONENT SOLUTIONS

⊘ Images cannot partially overlap brandmark. Image must end at least an "M" height away from the brandmark unless it's a light-colored, background.

Approved Brandmark Usage

The brandmark is best used on a white background; but if it is applied over an image, ensure that the image is light in color to maximize contrast. If there is a need for use on black, the wordmark must be white. The brandmark must be legible at all times.

A single-color version is the solution for production application where contrast or readability on a dark background is a concern.



Wordmark can be in black or white to create maximum contrast.



Background image does not visually compete with brandmark.



Secondary brandmark can be used on a light screen of black or PMS 7460.



Knock-out brandmark can be used on a one-color dark background.

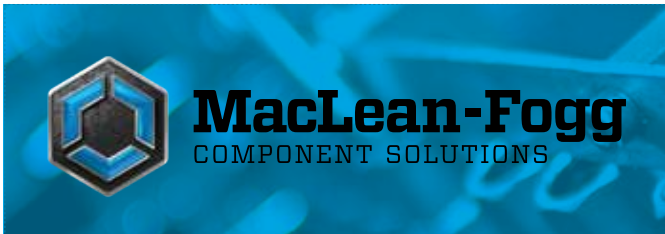
Unapproved Brandmark Usage

Readability is an important aspect of the brandmark. The brandmark should never appear on a dark background, as it loses legibility.

The secondary brandmark is used in two-color print technologies, not in conjunction with a four-color image.



⊘ Dark background creates an unreadable brandmark.



⊘ Dark complicated image creates an unreadable brandmark.



⊘ Do not distort or change proportion of brandmark.



⊘ Secondary brandmark is not allowed to be used with a colored background.

Unapproved Brandmark Usage

Recognition is another important aspect when identifying a brandmark. The primary and secondary brandmark should never appear simplified or broken in any way, as it loses its significance.



MacLean-Fogg

⊘ Do not remove any part of the brandmark.



MFCS

⊘ Do not abbreviate the brandmark.



MacLean-Fogg
COMPONENT SOLUTIONS

⊘ Do not stack the brandmark.



⊘ Do not simplify the primary or secondary brandmark into a hex.

Brand Identity Components

More than eighty percent of what we know about the world is perceived by what we see.

These are the essential aesthetic details that help us express our message. When used appropriately and creatively, these principles will communicate much of what an audience needs to know about our brand, simply by what they see.



Tagline

Used primarily in print advertising, our tagline should appear at the end of advertising copy. It should always be set in Vitesse Bold. In order to complement the brandmark, the tagline should always be smaller in size. The two elements should not be placed directly next to each other, but there should be an alignment relationship visually connecting them.

Whether it's a formed component or a formed relationship, we take pride in forming it with great care and infinite detail.

Formed Through Ingenuity™

It takes skill, imagination and ingenuity to understand the manufacturing challenges our customers face and deliver solutions tailored to their needs... every time.

Tagline Clear Zone

The MacLean-Fogg CS tagline must be surrounded by a fixed amount of open space based on the “F” height within the tagline. This is to ensure the tagline does not compete with typography or any graphic element.



Formed Through Ingenuity

Double "F" Height Clear Zone

Unapproved Clear Zone Usage

All copy, images and graphics must clear the tagline by the height of the double “F” within the tagline. Any element within the double “F” space infringes on the legibility and prominence of the tagline.

fabrications and grounding equipment are provided for the world's power and telecommunications companies.

Formed Through Ingenuity

- ⊘ Tagline must be at least a double "F" height away from any text with the exception of text that explains tagline copyright information.



- ⊘ Graphics cannot overlap tagline.



- ⊘ Graphics must be at least a double "F" height away from the tagline.

Approved Tagline Usage

The tagline is best used on a single-color background; but if it is applied over an image, ensure that the image does not visually compete with the tagline. The tagline must be legible at all times.



Formed Through Ingenuity

Tagline can be used on lightly colored backgrounds.



Formed Through Ingenuity

Background image does not visually compete with tagline.



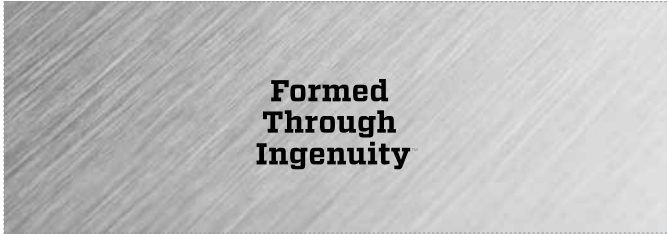
Formed Through Ingenuity

Knock-out tagline can be used on a dark background.

Unapproved Tagline Usage

Readability is an important aspect of the tagline. Each word of the tagline must appear on the same line.

The tagline cannot be used in colors outside of the primary color palette.



⊘ The tagline lockup cannot be broken.



⊘ Tagline cannot be used in colors outside of the primary color palette.

Primary Brand Colors

The MacLean-Fogg Component Solutions blue represents stability and depth. It symbolizes trust, loyalty, wisdom, confidence, and intelligence. When promoting higher technologies, it symbolizes the precision with which we work.

MacLean-Fogg CS black represents our power, strength, and authority.

MacLean-Fogg CS white signifies simplicity and sophistication. It implies a fair, candid approach.

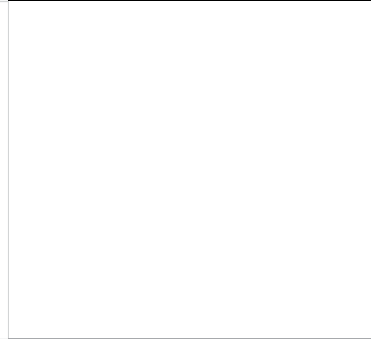
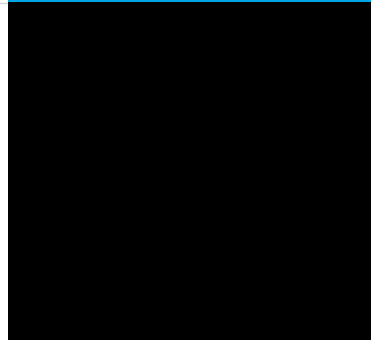
MacLean-Fogg CS metallic silver represents our refined industrial spirit—lustrous and durable. Strong with a fine finish.

Spot color: PMS 7460
Four-color match: C5 M0 Y0 K5
Electronic use: R0 G131 B193

Spot color: BLACK
Four-color match: C0 M0 Y0 K100
Electronic use: R0 G0 B0

Spot color: WHITE
Four-color match: C0 M0 Y0 K0
Electronic use: R255 G255 B255

Spot color: PMS 877 SILVER
Four-color match: C5 M0 Y0 K55
Electronic use: R139 G140 B141



Secondary Brand Colors

These secondary colors complement the primary palette and are especially helpful when creating infographics. For applications where many pieces of information are categorized, these additional colors are used to distinguish each category. For that reason, each of these colors stands out distinctly from the next.

Spot color: PMS 7459
Four-color match: C57 M0 Y6 K13
Electronic use: R65 G150 B180

Spot color: PMS 428
Four-color match: C2 M0 Y0 K18
Electronic use: R195 G197 B200

Spot color: PMS 136
Four-color match: C0 M27 Y76 K0
Electronic use: R255 G191 B59

Spot color: PMS 425
Four-color match: C0 M0 Y0 K77
Electronic use: R84 G87 B89

Spot color: PMS 3025
Four-color match: C100 M17 Y0 K51
Electronic use: R0 G77 B113

Spot color: PMS 322
Four-color match: C100 M0 Y33 K35
Electronic use: R0 G112 B120

Spot color: PMS 3975
Four-color match: C0 M0 Y100 K29
Electronic use: R190 G166 B0



Primary Typeface: Vitesse Family

Vitesse is our primary typeface providing the brand voice. It is used for headlines, section headers and to draw attention to important words and ideas. It is bold and mechanical in style—an expression of confidence and pride in forming.

Like all software, typefaces are licensed for a specific number of computers. The Vitesse typeface must be purchased for each computer usage. When sending a read-only file to an outside customer, only a PDF file will allow for the Vitesse typeface to be automatically embedded. This ensures that the file can be viewed and printed as it was created by the designer.

ABCDefgh1234

Vitesse Bold

ABCDefgh1234

Vitesse Medium

ABCDefgh1234

Vitesse Book

ABCDefgh1234

Vitesse Light

Secondary Typeface: Arial Family

This secondary typeface is used for content, information and body copy. Its style is candid—well-suited for sharing straight-forward information in a clear, concise, confident manner.

Like all software, typefaces are licensed for a specific number of computers. The Arial family of fonts must be purchased for each computer usage.

Italic versions of the typeface can be used for accents where Vitesse is not possible to use.

ABCDefgh1234

Arial Bold

ABCDefgh1234

Arial Medium

ABCDefgh1234

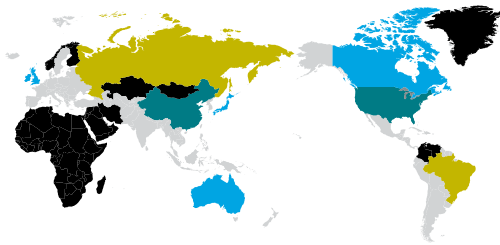
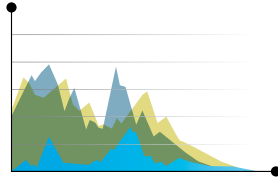
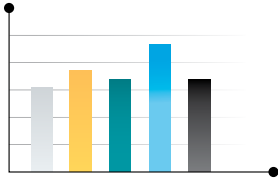
Arial

ABCDefgh1234

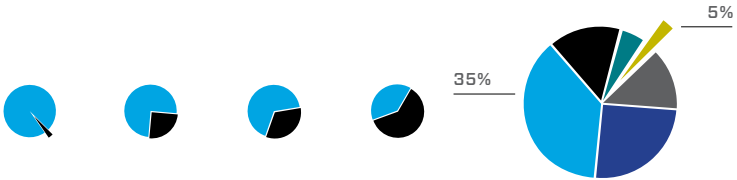
Arial Light

Infographics

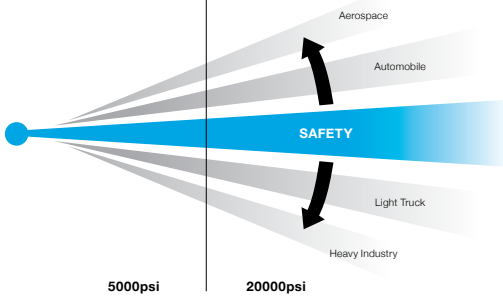
Driven by simplicity and clarity, this style conveys our engineering acumen. Using only necessary elements, we deliver information clearly and confidently.



- Excess Growth
- Slight Growth
- Recline
- No Change
- Not Applicable



**SUPERIOR
ENGINEERING**



Product Photography

Lustrous

Ingenious

Tactile

Clean, textural and metallic surfaces serve as fitting backgrounds for our industrial formed components. Strategic lighting highlights the detail in each component.



Plant Photography

Industrial

Focused

Well-equipped

Our plant photography includes wide shots of well-lit open spaces along with textural close-ups of up-to-date machinery, products, and process material.



People Photography

Candid

Authentic

Dynamic

Our people photography accurately depicts our propensity for rolling up our sleeves to get the job done right. Every time. Whether we're engineering the details or building the final product, we take great pride in our craft. Our photography style captures that dignity. It's not always posed, but it's always real.



Industry Photography

Heroic

Bold

Lively

Photography of the industries we serve often feature “hero shots” of our customers’ products. We focus on the importance of each industry in the world around us, and we’re careful not to imply specific customer brands.



Internal Initiatives

As an organization, we develop programs to help us find success as a team.

The following elements help us clearly communicate internal goals, messages and initiatives that help us work and grow personally and professionally.



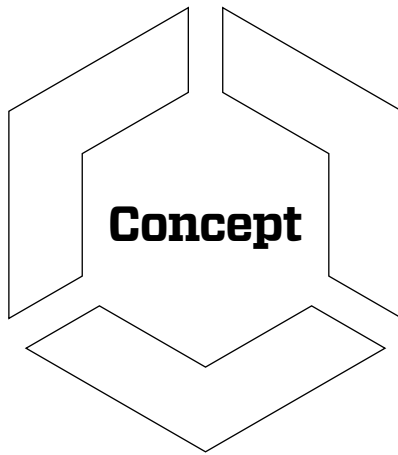


Communicating Internally

Internal initiatives are represented by a symbol composed of a concept surrounded by the hex graphic. This framework allows internal programs to stand out amongst general communication and to be expressed as equals to one another. The concept of the program should always be represented by a word or initials typeset in Vitesse Bold in the center of the hex.

With the use of the hex graphic and the Vitesse typography, the significance of these elements is carried through into internal initiatives.

The various programs are distinguished by color and concept message.



EHS Brandmark: What It Stands For

The Environmental, Health and Safety (EHS) initiative is meant to bring awareness to the necessity of cautiousness in the workplace in an effort to drive down accidents in the workplace.

The acronym "EHS" quickly communicates the intention of the program, while also reminding employees to be cautious in the workplace.



The bold yellow (PMS 136) is used from the Secondary Color Palette to stand out like a warning symbol.

Safety Brandmark

There are four variations of the Safety brandmark. The primary color for use is Yellow (PMS 136). Alternative colors are available for use, when needed.



Primary Brandmark



Secondary Brandmarks



EHS Tagline: What It Stands For

Used as an internal motivational statement, this tagline should be used on posters and awareness collateral such as apparel. It should always be set in Vitesse Bold. In order to complement the landmark, the tagline should always be smaller in size. The two elements should not be placed directly next to each other, but there should be an alignment relationship visually connecting them.

Visionary goal that drives the initiative forward.

A safe workplace starts with you!

Represents and communicates an individual's responsibility to meet the goal.

EHS Tagline

There are four variations of the Safety Tagline. When deciding which variation to use, it's important to keep in mind the space allowed, scale and color of the other graphics used near the tagline. The tagline should contrast, but not visually overpower the Safety Brandmark.

A safe workplace starts with you!

Primary Tagline in Black

**A safe workplace
starts with you!**

Stacked Tagline in Black

A safe workplace starts with you!

Primary Tagline in Blue

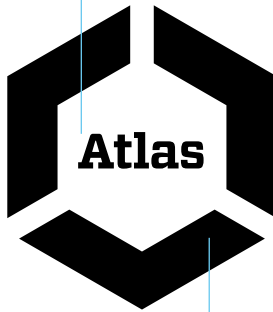
**A safe workplace
starts with you!**

Stacked Tagline in Blue

Atlas Brandmark: What It Stands For

This brandmark is used to represent the company-wide implementation of the new ERP (Enterprise Resource Planning) system.

The name Atlas is used as, similar to the function of the ERP system, the name Atlas is associated with the concepts of guidance and navigation.



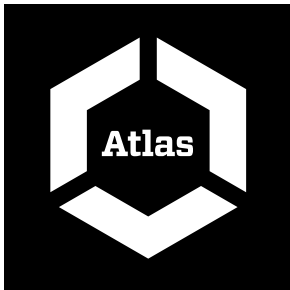
Black is used in this brandmark as a symbol of strength and resilience.

Atlas Brandmark

This brandmark should be used in black, or in white over a background color, as needed.



Primary Brandmark



Secondary Brandmark

OT Brandmark: What It Stands For

Operational Transformation is an initiative that is introducing strategies to build morale, increase efficiency and cut waste company-wide. The goal is to optimize effort and materials.

OT: shorthand for Operational Transformation.



**Empower
Build
Sustain**

These three words are used as a reference to remind employees of the process to achieve OT's overall goal

OT Brandmark

This brandmark should always be used in blue, but can be used in black or white over a background color, as needed.



**Empower
Build
Sustain**

Primary Brandmark



**Empower
Build
Sustain**

Secondary Brandmarks



TPM Brandmark: What It Stands For

This brandmark signifies the company wide “Total Productive Maintenance” initiative. TPM is a structured method that involves all of our associates, regardless of job function, aimed at keeping our machinery in world class condition.

TPM: shorthand for Total Productive Maintenance



In our facilities, the color green indicates "up time". We use the color green in the TPM brandmark to signify our effort and intention to keep all of our equipment in quality condition.

TPM Brandmark

This brandmark should always be used in green, but can be used in black or white over a background color, as needed.



Primary Brandmark



Secondary Brandmark



Looking Forward

With manufacturing, distribution and sales facilities around the globe, we deliver world-class solutions on a worldwide scale. In recent years, our global expansion has added an exciting new dimension to our company culture, and this advancement is reflected in our new brand.

It shows in how we work.

It shows in how we look.

And it shows in how we look forward.

We are now forming the world.

And our future is brighter than ever.



Tomorrow's challenges are yet to be seen. And the solutions are waiting to be formed. This is why MacLean-Fogg Component Solutions employs some of the most ingenious people in the world to fulfill our brand promise. What began as pride in forming has now evolved into a global mission: building a future formed through ingenuity.

Since 1925, we have been passionately manufacturing the components used by our customers to build the world around us.

We were founded with the belief that by solving our customers' problems, we take care of our industry, our community, and ourselves. This philosophy has served us well and helped our company grow to the enterprise it is today.

In order to build on our long history, and to position ourselves for future growth, we decided to take a thorough look at our company through the eyes of our customers, our investors, and most importantly, our employees. Our research and ongoing self-examination revealed a need for clearer focus and better communication of what makes MacLean-Fogg unique.

With a commitment to building on our past successes and to create our future legacy, we are happy to announce an exciting change to our brand: MacLean Vehicle Systems has become MacLean-Fogg Component Solutions. Additionally, MacLean-Fogg Component Solutions will be divided into three groups: Fastener Components, Engineered Components and Linkage & Suspension Components. These changes enable our various constituents to more easily navigate our company.

The pages to follow serve as an outline and as a revitalization of the purpose and personality behind MacLean-Fogg Component Solutions. As we each champion our brand for years to come, we help support new industries, new technology, and new team members—while proving true to our time-honored heritage of ingenuity.

Thanks for your continued support.



Duncan MacLean, President
MacLean-Fogg Component Solutions



MacLean-Fogg
COMPONENT SOLUTIONS