CORPORATE STYLE GUIDE

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HILLENBRAND

Contents

Section 1: Brand Language

Section 2: Visual Identity

Section 3: Communications

Section 4: OpCo Logos

Strategic Brand Overview

In order to ensure consistency and credibility for all key stakeholders, this guide defines what is encompassed in Hillenbrand's brand strategy. This style guide should serve as the foundation for all communications and activities involving the brand and should be strictly followed.

Branding Questions

The Hillenbrand corporate branding strategy is managed by the Corporate Communications Department. For additional information regarding brand standards and for questions about branding, please contact the Communications Department.

Point of Contact for Branding:
Erin Sweitzer
Communications Manager
Erin.Sweitzer@Hillenbrand.com
812-931-5207

Point of Contact for Corporate Communications & Public Affairs:
Tory Flynn
Director of Communications & Public Affairs
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Section 1:

Brand Language

Mission Statement

The official Hillenbrand mission statement is printed below and can be copied and pasted for official use.

> Hillenbrand is a global diversified industrial company that engineers, manufactures and sells business-to-business products and services into a variety of end markets. We strive to provide a superior return to our shareholders, exceptional value to our customers and great professional opportunities to our people through the deployment of the Hillenbrand Operating Model.

Vision

The official Hillenbrand vision statement is printed below and can be copied and pasted for official use.

> We are a world-class, global diversified industrial company with a proven record of success driven by the Hillenbrand Operating Model.

Core Values

At Hillenbrand we recognize five distinct Core Values which we strive to exemplify in our everyday work.

- Individual Worth & Integrity
- Excellence in Execution
- Spirit of Continuous Learning & Improvement
- Courage
- Customer Focus & Partnership

Boilerplate

The Hillenbrand boilerplate is used when providing a description of the company. The official language can copied and pasted as printed below.

> Hillenbrand is a global diversified industrial company with multiple market-leading brands that serve a wide variety of industries across the globe. Hillenbrand's portfolio is comprised of two business segments: the Process Equipment Group and Batesville. The Process Equipment Group businesses design, develop, manufacture and service highly engineered industrial equipment around the world. Batesville is a recognized leader in the North American death care industry. We pursue profitable growth and robust cash generation driving increased value for our shareholders. Hillenbrand is publicly traded on the NYSE under "HI."

Hillenbrand Operating Model

At Hillenbrand our companies engineer, manufacture and sell business-to-business products and services into a variety of end markets. We strive to provide a superior return to our shareholders, exceptional value to our customers and great professional opportunities to our people through the deployment of the Hillenbrand Operating Model (HOM). The HOM outlines the following five management practices:

- Strategy Management Process
- Segmentation
- Talent Management
- Lean
- Acquisitions

Official HOM Schematic

The HOM is a consistent and repeatable framework designed to produce sustainable and predictable results. It defines how Hillenbrand runs the business and focuses on three key steps:

- Understand the business
- Focus on the critical few
- Grow to get bigger and better

Section 2:

Visual Identity

Wordmark

The Hillenbrand wordmark logo is the central component of the corporate brand. Care should be taken to ensure the company logo is used only according to the guidelines set forth in this document.

HILLENBRAND

Usage

The Hillenbrand wordmark should only be included on official company documents and other official materials.

All external documents for public viewing purposes must feature the Hillenbrand wordmark.

Do not reproduce the logo or other brand assets.

The Hillenbrand wordmark is available for company use in several formats (see). As such, **never** attempt to reproduce the logo.

Size

To ensure legibility, the wordmark should never be reproduced smaller than 2 inches in width (except for email signatures).

Maintain a minimum wordmark size of **2" wide**.

HILLENBRAND
2"

When used on a document letterhead, the wordmark should appear at 2.83 inches wide.

Spacing

Always provide the minimum amount of protective space around every side of the logo (except for email signatures) to maintain logo integrity and reduce visual clutter. The minimum protective space is equal to the height of the capital "H" in the wordmark.

2

Color

When possible, the primary navy blue version of the logo should be used. When necessary, a black or white version of the logo may be used instead. The black version should be used on white or light-colored backgrounds, whereas the white version should be used on dark backgrounds.

Use the navy blue version of the logo whenever possible.

HILLENBRAND

Black

HILLENBRAND

White

Incorrect Usage

In order to maintain the integrity of the Hillenbrand logo and brand, the standards presented this guide must be followed. The following examples represent uses of the wordmark in violation of these guidelines.

Never use the logo in a color other than navy blue, black or white.

HILLENBRAND

Never use the white version of the logo on a light background.

HILLENBRAND

Never skew, stretch, compress or otherwise distort the logo.

Never tilt or rotate the logo.

Never add additional elements to the logo.

Never use outdated versions of the logo.

Logo Variations

Wordmark with Companies

Use the wordmark with companies in formal applications, but **not to replace the primary wordmark**.

This variation on the Hillenbrand wordmark can be used in formal applications when it is beneficial to show our companies. This variation should never replace the primary wordmark, only supplement it. Follow the same usage guidelines for the primary wordmark when using this logo variation, except that this logo should never be reproduced at less than 2.5 inches wide.

2.5"

Maintain a minimum size of **2.5" wide** when using the wordmark with companies.

Ticker Symbol

The ticker symbol is a secondary brand mark and should be used in more informal applications. The symbol can be altered slightly to fit a particular design or theme, and there are no sizing standards for the ticker symbol.

Original

Global

Relay for Life

2

Brand Colors

The Hillenbrand color scheme is comprised of two palettes: core and secondary. The core palette should serve as the primary color options for all materials created for the company. The secondary palette can be used when an expanded color selection is needed and should serve as accent or emphasis colors.

Core

R:20 **G:**64 **B:**109
C:100 **M:**80 **Y:**32 **K:**18
Hex: #14406D

R:109 **G:**110 **B:**113
C:0 **M:**0 **Y:**0 **K:**70
Hex: #6D6E70

Secondary

R:107 **G:**170 **B:**220
C:56 **M:**21 **Y:**0 **K:**0
Hex: #6BAADC

R:247 **G:**149 **B:**33
C:0 **M:**49 **Y:**98 **K:**70
Hex: #F79521

Typography

The Hillenbrand brand includes two typefaces. Garamond is the typeface used to create our logo and should serve as the primary font option. Garamond should be used for any form of mass communication (e.g. internal and external memos, formal documents released by the company). All announcements should appear in 12-point font with 100% black text.

Garamond

AaBbCcDdEeFfGgHh
0123456789

Regular   *Italic*   **Bold**   ***Bold Italic***

Arial can be used as a secondary font for less formal applications.

Use Arial as a secondary typeface option.

Arial

AaBbCcDdEeFfGgHh
0123456789

Narrow   *Narrow Italic*   **Narrow Bold**   ***Narrow Bold Italic***   Regular
Italic   **Bold**   ***Bold Italic***   **Black**

Futura

AaBbCcDdEeFfGgHh
0123456789

Futura can be used for design-intensive materials (pieces created by corporate communications or outsourced).

Light   Light Oblique   Book   Book Oblique   **Medium**   Medium Oblique
Heavy   **Heavy Oblique**   Extra Bold   Extra Bold Oblique

3

Section 3:

COMMUNICATIONS

Voice

A significant component of a brand's personality is the copy. Often there are multiple people writing the copy, which can lead a piece to sound like it has multiple personalities or voices.

In order to keep a brand consistent, **it is imperative that all public or mass communication pieces go through the Corporate Communications Department**. In order to keep the tone the same, the Communications Department will weigh in to keep the message consistent, review brand guidelines, make sure that the voicing is correct and provide the original author feedback.

Approve all external communication pieces through the Corporate Communications Department.

Points for Consideration

Use standardized copy whenever possible. Saying the same phrase on documents does not lend the reader to believe that we lack creativity; it just means that we are on message.

Approve all Enterprise announcements through the Corporate Communications Department.

Know your audience. Are you writing for associates? Leadership? Investors? The general public? Your piece should speak directly to your audience, and your writing should change as a result.

Is the piece a PowerPoint? A speech? A publication? The writing—and even the grammatical concepts—should change based upon the medium of the piece.

Style

All official company communications and public-facing documents should adhere to the guidelines set forth by the Associated Press in the AP Stylebook. A brief synopsis for commonly-encountered rules has been included in this guide for quick reference.

Follow **AP Style** guidelines when writing copy.

Addresses

Always use numerical figures for addresses.

Abbreviate **Ave.**, **Blvd.**, **St.** and directional cues when used with a numbered address. Always spell out other words such as **alley**, **drive**, and **road**.

Examples

102 N. Manufacturing St.	21 S. Ninth St.
Manufacturing Street	102 S. 10th St.

Ages

Always use numerical figures for ages.

If the age is used as an adjective or as a substitute for a noun, then it should be hyphenated.

Do not use apostrophes when describing an age range.

Examples

A 22-year-old student.	The student is in his 20s.
The student is 22 years old.	

Books, Reference Works, and Other Compositions

Use quotation marks around the titles of books, songs, television shows, computer games, poems, lectures, speeches and works of art.

Dates, Months, Years, Days of the Week

When used with a date, abbreviate only the following months: **Jan.**, **Feb.**, **Aug.**, **Sept.**, **Oct.**, **Nov.** and **Dec.**

Names

Always use a person's first and last name the first time they are mentioned in a story. Only use last names on second reference.

Numbers

Never begin a sentence with a number, except for sentences that begin with a year.

When referring to money, use numerals.

Examples

Two hundred spectators attended. $8 million

1776 was an important year. $22.56

Punctuation

Use a single space after a period.

Do not use commas before a conjunction in a simple series. (Do not use the Oxford comma.)

Commas and periods go within quotation marks.

States and Cities

When the name of a state name appears in the body of a text, spell it out. States should be abbreviated when used as part of a short-form political affiliation.

United States should be spelled out upon first appearance, and abbreviated throughout as U.S. with no space in between.

Times

Use numeric figures for time, but spell out **noon** and **midnight**.

Use a colon to separate hours from minutes, but do not use **:00**.

Examples

Lunch will be served at noon.　　　　　　1 p.m.

3:30 p.m.

Technological Terms

Below are the correct spelling and capitalization rules for some common technological terms.

email	iPad, iPhone, iPod	website, Web page
cellphone	LinkedIn	webmaster
Facebook	social media	YouTube
Google, Googling, Googled	smartphone	
hashtag	Twitter, tweet, tweeted, retweet	
the Internet	World Wide Web	

Additional AP Style Resources

www.apstylebook.com

http://www.brandeis.edu/communications/digital/images/apstyle.pdf

https://owl.english.purdue.edu/owl/resource/735/02/

Hillenbrand-specific Conventions

Be sure to **follow these style conventions** that are specific to Hillenbrand.

Hillenbrand is not a "we", Hillenbrand is an "it." In referring to Hillenbrand, the writer should not reflect on what **we** have done, but rather on what **it** has done.

Hillenbrand refers to its employees as **associates** in all internal communication pieces. In external communication, refer to "employees."

When referencing the Process Equipment Group, always spell out the full name on first use followed by **(PEG)**. You can then use PEG for the rest of the communications.

When referencing the Operating Companies always spell out the full name on first use followed by **(OpCo)**. You can then use OpCo for the rest of the communications.

Always capitalize "Operating Company" and "OpCo."

In discussing our two business segments, they should be addressed by first discussing the Process Equipment Group (PEG), and then Batesville.

In listing the Operating Companies by logo, they should be listed in alphabetical order (PEG companies first, then Batesville).

Example
PEG – Abel, Coperion, Red Valve, Rotex, TerraSource Global; Batesville

Please note this format is flexible as Hillenbrand requires new companies. When listed in a dropdown format (on a website), list companies in alphabetical order regardless of business segment (i.e. Abel, Batesville, Coperion, etc.)

AP Style Deviations

Though at Hillenbrand we closely follow the AP Style guidelines, we will deviate from the standards in these cases:

Hillenbrand observes a few **specific guidelines** that differ from AP Style.

We will not spell out the word **percentage**, but rather utilize the symbol (%).

We will not spell out numbers (**nine**), but rather use the numeric system (9).

Section 4:

OpCo Logos

Just as our corporate office has guidelines to maintain the consistency and integrity of our brand, our operating companies have developed similar guidelines with their own set of standards. Just as with corporate guidelines. It is very important to strictly adhere to OpCo branding standards when developing materials or collaborating on projects. The most current logo for each company has been included here for reference. If a more detailed understanding of an OpCo's branding guidelines is needed, please contact the Marketing Department for that company.

Abel

Abel uses two versions of their logo for different applications. The logo with tagline is used for business letters and formal documents like orders, offers, invoices, etc.

Logo with Tagline

The second version of the logo does not include the tagline and is used for advertising materials, email signatures, and the official website.

Logo without Tagline

For more information about Abel's brand standards, contact Michael Albrecht at Michael.Albrecht@abel.de.

Coperion

The full-color Coperion logo is the primary logo and should be used whenever possible.

For more information about Coperion's brand standards, contact Bettina Koenig at Bettina.Koenig@coperion.com.

Red Valve

Red Valve uses two different logos in their branding strategy. It is preferential to use both logos on every marketing piece. The primary logo, however, is the wordmark. The wordmark is used as a header on official documents.

Wordmark

The secondary combination mark is used as an icon and in the footer of documents.

Red Valve Company, Inc.

For more information about Red Valve's brand standards, contact Bob Neville at bneville@redvalve.com.

Rotex

Whenever possible, the brand mark should appear in color on a white background, as shown.

ROTEX®
HIGH PERFORMANCE SCREENERS

For more information about Rotex's brand standards, contact Austin Kephart at amkephart@rotex.com.

TerraSource Global

The TerraSource Global (TSG) brand consists of a primary company logo, as well as several individual product logos.

TERRASOURCE®
GLOBAL

Company Logo

GUNDLACH CRUSHERS   **JEFFREY RADER®**

Pennsylvania Crusher® Since 1905

Product Logos

For more information about TSG's brand standards, contact Jack Vivrett at Jack.Vivrett@terrasource.com.

4

Batesville

The two-color Batesville logo is the primary logo to be used whenever possible.

For more information about Batesville's brand standards, contact Sean
Townsley at s.townsley@batesville.com.