

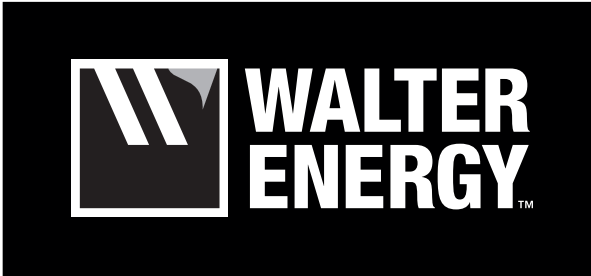


# Walter Energy - Basic Logo Standards Guidelines

The Walter Energy logo should be reproduced in its preferred, full-color design whenever possible. This helps to build brand consistency. In situations where the logo cannot be reproduced accurately or when the surface or background on which the logo has been applied does not provide sufficient contrast, the one-color, or reversed-out versions may be used. The white sections of the “Block W,” as they appear here, should remain white in all appearances.

The elements of the logo, specifically the “Block W” and the word mark “Walter Energy,” should never be separated. The trademark tag “TM” should be used with the logo at all times.

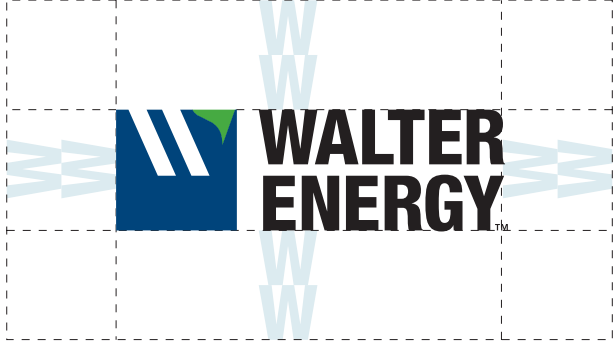
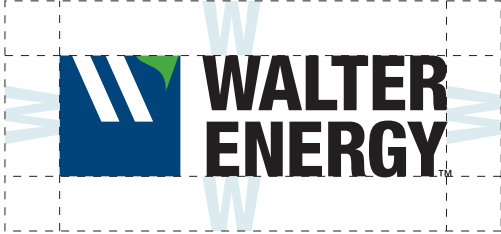
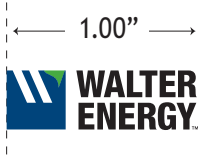



THREE COLOR (preferred)	ONE-COLOR (Blue 295 or Black Only)	REVERSED-OUT
		
<p>PMS: Blue - PMS 295; Green - PMS 362; Black - Black            CMYK: Blue - 100/68/8/52; Green - 78/2/98/9; Black - 30/25/25/100            HEX: Blue - 002F5F; Green - 3F9C35; Black - 000000            RGB: Blue - 0/47/95; Green - 63/156/53; Black - 30/30/30</p> <p>• <i>This is the preferred logo.</i></p>	<p>PMS: (Black or PMS 295 Blue only)            CMYK: Blue - 100/68/8/52 or Black - 30/25/25/100            HEX: N/A - (All on-screen uses should be full color)            RGB: N/A - (All on-screen uses should be full color)</p> <p>“Pennant” is at 35 percent black or 35 percent Blue 295</p> <ul style="list-style-type: none"> <li>• When four-color process printing is not an option.</li> <li>• When the printer cannot print the colors properly.</li> <li>• When reproduced on a colored background that does not provide sufficient contrast.</li> <li>• When the background color distracts from the logo.</li> </ul>	<p>PMS: White            CMYK: N/A            HEX: N/A - All on-screen uses should be three color            RGB: N/A - All on-screen uses should be three color</p> <p>“Pennant” is at 35 percent of the background color (preferably 35 percent of the primary blue, black or green colors)</p> <p>Use Reversed-Out version:</p> <ul style="list-style-type: none"> <li>• Only when the logo must reverse out of a dark background</li> <li>• Only when it is not possible to use either the full-color or one color logo.</li> </ul>

A proof, sew-out, rendering or other documentation of appropriate logo use should be provided to the corporate communications department to prior any use. In addition, ordering of such items should be coordinated between corporate and the company’s subsidiaries as it may provide cost-saving opportunities. Please also contact corporate communications with any questions.

## Contact:

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<p><b>EXCLUSION ZONES</b></p> <p>The <i>preferred</i> clear space unit of measurement is determined by the height of the “W” in Walter <b>doubled</b>. This unit of clear space should be used on every side of the logo.</p> <p>The <i>minimum</i> clear space unit is determined by the height of <b>one</b> “W” in Walter. The minimum clear space should be only be used when the preferred clear space is not possible due to size constraint. This unit of clear space should be used on every side of the logo.</p> <p>These rules apply regardless of the logo’s size and exist to protect the brand integrity.</p>	<p><b>Preferred clear space:</b></p>  <p><b>Minimum clear space:</b></p> 
<p><b>MINIMUM SIZE USAGE</b></p> <p>The logo should never be used smaller than 1.0” wide, with its width defined by the distance between the left side of the “Block W” and the right-side end of the logotype.</p>	
<p><b>COMMON MISTAKES</b></p> <p><b>Distorting the logo</b></p> <p>The logo should never be redrawn or recreated. The type, proportion and position of these elements are fixed. Do not modify them for any reason.</p>	 <p>Don't use on a similar color background</p> <p>Don't reverse on a light background</p> <p>Don't stretch the logo</p> <p>Don't rotate the logo</p> <p>Don't use the logo in outlined form</p> <p>Don't use with a custom logotype</p> <p>Don't use with a drop shadow</p> <p>Don't use in a subordinated position</p>
 <p>Don't allow the background color to appear in the “shafts”. The white sections of the “Block W,” should remain white in all appearances.</p>	 <p>Don't use the logo in a pattern</p> <p>Don't use without the trademark TM</p> <p>Don't use as a word in a sentence</p>

**Contact:**