

# Smead Visual Identity Manual

*Guidelines for Expressing a Strong Brand*



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## A MESSAGE FROM SHARON AVENT



**SHARON AVENT**

PRESIDENT & CEO  
*The Smead Manufacturing Company*

During our **100 years in business**, we have enjoyed much success. This success is a result of our dedication and hardwork in building a strong brand. My mother, Ebba Hoffman, introduced the plaid design pattern in the late 1950's that first established Smead's distinctive brand identity. During the years and in response to customer preference, we've adapted our logo and packaging. But through all the change, our character and commitment to providing the best organizing solutions available have remained the same.

*Smead is a family-owned company growing from a strong foundation of quality, integrity & strength. We provide solutions that are always a step ahead of the needs & wants of our customers.*

The Smead brand, as represented through our visual system, is strong, consistent, enduring and memorable. The style created is an expression of our brand character and reflects our values and vision for the future. The purpose of this Visual Identity Manual is to define how our visual elements work together to make a strong statement about Smead.

A consistently presented brand is a valuable asset—one that represents our company, its product quality and its promise to provide the best to our customers.

Sharon Avent

President and CEO



# BRAND ARCHITECTURE

A meaningful brand is built from brand architecture. Brand architecture components are defined as follows:

## BRAND STRATEGY

The consistent relationship between our brand name and our product names support our brand strategy. Smead will generally use a monolithic brand strategy, using names for products that are sub-brands to Smead. A consistent monolithic approach is a cost-effective strategy that builds and strengthens Smead's single brand awareness.

## BRAND POSITION

A vision-based brand position statement reminds internal team members of the objectives and goals of our brand. Smead is a company dedicated to creating new ideas. Smead brings value through the positive experiences and solutions offered to customers. Our reputation is built on honesty, hard work, high-quality products and long-term relationships.

## BRAND PROMISE

This statement describes our promise to our customers: *Smead delivers solutions to keep our customers organized in a changing world.*

## BRAND VALUES

These values guide our behavior:

- Commitment to Quality
- Honesty and Integrity
- Solutions Focused
- Best in Service

## BRAND CHARACTER

Smead's tagline and the elements of the visual identity system, including look, tone, feel, attitude and style all contribute to Smead's brand character. This manual covers many details of brand character as it relates to the visual system.

# OBJECTIVES & IDENTITY SYSTEM

## DESIGN OBJECTIVES

Our design objectives provide a strategic point of view that guides the creative development of Smead's brand character through a visual identity system that:

1. Represents Smead's leadership qualities—strength, professionalism, stability and expertise.
2. Captures Smead's spirit, integrity and values.
3. Unites our global markets consistently and coherently across all applications—electronic, print and environmental.
4. Respects current visual assets and brings them forward.
5. Creates a memorable, enduring visual identity that differentiates Smead in the marketplace.

## IDENTITY SYSTEM

Our visual identity system should be applied consistently to all elements of collateral including:

<i>Direct Mail</i>	<i>Products</i>
<i>Literature</i>	<i>Public Relations</i>
<i>Web Site</i>	<i>Newsletters</i>
<i>Packaging</i>	<i>Product Information Sheets</i>
<i>Catalogs</i>	<i>Environmental Design</i>
<i>Forms</i>	<i>PowerPoint Templates</i>
<i>Advertising</i>	<i>Business Systems</i>

Inconsistencies in application cause brand erosion. However, this manual is dynamic and will evolve in response to changes in the marketplace, new product lines and development of advertising and promotion. The thread that keeps our visual identity system unified is the brand architecture.

Please contact Smead's marketing department with any questions or comments.

# LOGO COMPONENTS

Smead's logo is comprised of several components. Used together in the composition shown to the right, they create Smead's visual identity. The visual identity should not be altered (except as shown on the next page).

## WORDMARK

The wordmark is the distinctive typographic treatment of the company name "Smead." The font style used in the wordmark is not used for any other application in the visual system. Do not re-create the word "Smead." The wordmark and the shape around it are not used as separate elements.

## SYMBOL

Smead's symbol (adapted chevron) is always attached to the wordmark shape in the same position and shown with the same proportions. Do not redraw or reposition the symbol within the shape.

## SHAPES

The red and purple shapes reinforce the visual strength of Smead's identity. The shape's size, color and relationship to the wordmark and symbol always remain the same.

## TAGLINE

*Keeping You Organized* appears with the logo in a distinctive font and always in the same position. Do not recreate the tagline. Space limitation and the need for promotional emphasis determine whether the tagline is used. However, it is never used separately from the logo.



## SIZE

On most standard applications the logo is 1.5 inches wide. This size is a consistent visual element and should not be enlarged or reduced for most applications. When the logo must be larger or smaller, the size should be increased or decreased in .25 inch increments.

## COLOR

Smead's main brand color is red. Although a dark purple is used in the wordmark and pattern, red is the color most associated with Smead. Purple should not be misconstrued as a promotional brand color.

## CONTROL AREA

The control area is a defined space maintained around the logo. Whenever possible, no other visual elements should appear within this space.

# LOGO VERSIONS

## TWO-COLOR LOGO

The 2-Color Logo is the official Smead visual identity and is the preferred application. In 2-color applications, the Smead wordmark should remain the color of the paper, either cream or white.

## ONE-COLOR LOGO

The 1-color version may be used in red or black. This version is mainly intended for 1-color advertising. If a given project is 2-color, black and Smead red, then the logo should be red. If the project is black and another color, then the logo should be black.

## LINEAR LOGO

The guidelines for the linear Smead logo are similar to those for the 1-color version. This version is intended for applications such as corrugated boxes where the 1-color logo will not produce well. No other visual elements, including fields of color, should appear within the control area.



KEEPING YOU ORGANIZED

2-color Logo



KEEPING YOU ORGANIZED

1-color Logo, Black



KEEPING YOU ORGANIZED

1-color Logo, Red



KEEPING YOU ORGANIZED

1-color Logo, Linear

A CD with the entire set of PC and Mac compatible Smead logos is available.

## LOGO MISUSES



KEEPING YOU ORGANIZED

*Do not redraw the logo; always use the files provided.*



KEEPING YOU ORGANIZED

*Do not alter the colors of the logo.*



KEEPING YOU ORGANIZED

*Do not place other visual elements in the designated control area.*



KEEPING YOU ORGANIZED

*Do not reset the wordmark within the logo or tagline.*



KEEPING YOU ORGANIZED

*Do not rotate, stretch, or scale the logo disproportionately.*



KEEPING YOU ORGANIZED

*Do not outline or add 3-dimensional effects to the logo.*



KEEPING YOU ORGANIZED

*Do not alter or redraw the shape around the logo or wordmark.*



KEEPING YOU ORGANIZED

*Do not add or subtract elements of the logo.*



*Do not isolate elements of the logo.*



FILE FOLDERS

*Do not add other taglines to the logo.*



KEEPING YOU ORGANIZED  
LOCUST GROVE, GEORGIA

*Do not add location-specific information to the logo.*



*Do not use the logo in a sentence or separate the logo and tagline.*

# LOGO & PATTERN FILE NAMING

A CD is available with an entire set of PC and Mac compatible Smead logos. The files are named based on the logo or pattern attributes as described on this page.

**LOGO FILE NAME EXAMPLE:**

A 2-color spot logo file, with a tagline and a registration mark, for use on white coated paper stock.

SM2ct®w.eps

<p><b>SM</b> (Smead) <b>FILE NAME REFERENCE</b> All Smead files begin with SM.</p>	<p><b>2c</b> (2 color spot) <b>COLOR REFERENCE</b> <b>2c</b> = 2-color logo set up for spot color printing <b>4c</b> = 2-color logo set up for CMYK printing <b>1k</b> = 1-color black logo <b>1r</b> = 1-color red logo set up for spot color printing <b>rgb</b> = logo file that is set up for screen usage</p>	<p><b>t</b> (tagline) <b>TAGLINE REFERENCE</b> Logos with tagline artwork have "t". Logos without "t" do not have the tagline artwork included.</p>	<p><b>®</b> (registered mark) <b>REGISTRATION MARK REFERENCE</b> Logos with the registration mark artwork have "®" in the file name. Logos without "®" in the file name do not have the registration mark artwork included in the logo.</p>	<p><b>w</b> (white paper) <b>PAPER STOCK REFERENCE</b> Each file is set up to print on a specific paper stock. <b>w</b> = white coated <b>c</b> = cream coated <b>wu</b> = white uncoated <b>cu</b> = cream uncoated</p>	<p><b>eps</b> (Encapsulated PostScript) <b>FILE FORMAT REFERENCE</b> <b>eps</b> = Encapsulated PostScript <b>bmp</b> = windows bitmap graphic <b>gif</b> = graphics interchange format <b>jpg</b> = joint photographic experts group</p>
<p><b>SM</b> (Smead) <b>FILE NAME REFERENCE</b> All Smead files begin with SM.</p>	<p><b>sm</b> (small pattern) <b>PATTERN SIZE REFERENCE</b> <b>sm</b> = small pattern <b>med</b> = medium pattern <b>lg</b> = large pattern</p>	<p><b>2c</b> (2 color spot) <b>COLOR REFERENCE</b> <b>2c</b> = 2-color logo set up for spot color printing <b>4c</b> = 2-color logo set up for CMYK printing <b>1k</b> = 1-color black logo <b>1r</b> = 1-color red logo set up for spot color printing <b>rgb</b> = logo file that is set up for screen usage</p>	<p><b>Pat</b> (pattern file) <b>PATTERN FILE REFERENCE</b> All pattern files contain this code to distinguish from logo files.</p>	<p><b>w</b> (white paper) <b>PAPER STOCK REFERENCE</b> Each file is set up to print on a specific paper stock. <b>w</b> = white coated <b>c</b> = cream coated <b>wu</b> = white uncoated <b>cu</b> = cream uncoated</p>	<p><b>eps</b> (Encapsulated PostScript) <b>FILE FORMAT REFERENCE</b> <b>eps</b> = Encapsulated PostScript <b>bmp</b> = windows bitmap graphic <b>gif</b> = graphics interchange format <b>jpg</b> = joint photographic experts group</p>

**PATTERN FILE NAME EXAMPLE:**

A small sized pattern file, 2-color spot for white coated paper stock.

SMsm2cPatw.eps

# COLOR PALETTE & FORMULAS

## COLOR PALETTE

The specific colors listed to the right have been chosen for Smead's corporate color palette. Red is Smead's brand color. From both a brand position and a visual recognition standpoint, this color has historical significance and equity for Smead. The extended color palette is used in combination with the logo colors. These colors are not assigned to particular Smead products or services but to add variety and flexibility for design concepts. Additional palettes may be created for product packaging.

## SPOT INK SPECIAL FORMULA MANUFACTURER

The formulas for ink color (not CMYK formulas) begin with the letters "MSP" to reflect their creation in the Minneapolis/St. Paul (MSP) location. This code indicates that the ink to be used for printing is a special mix formulated by Kohl & Madden. Any printer can order the ink using the MSP formulas, from either the Minneapolis/St. Paul office or any Kohl & Madden location. For the location nearest you visit [kohladden.com](http://kohladden.com) or call (800) 793-0022.

## SPOT INK DRAWS

Smead's marketing department holds actual ink draws which serve as master color swatches for the Smead brand colors on various paper stocks. Should you need one of these swatches, contact the Smead marketing department.

## PROCESS COLOR FORMULAS

Tints suggested for CMYK production should be used in certain cases—i.e. a Smead distributor requests your logo for use in an advertising circular. In such cases, logo files are prepared and ready.

Please note: The colors shown to the right and throughout this manual are not necessarily accurate representations due to limitations of the printer. Always refer to actual color swatches when matching colors.

Smead Color	Screen	Spot Ink Special Formula	
		Coated paper	Uncoated paper
<b>RED</b>			
PANTONE system PMS 200C	RGB formula 183/18/52	White paper P 200-K7/K9	White paper MSP 83060-K8
CMYK formula 6/100/70/6	HEX B71234	Cream paper MSP 82907-K8	Cream paper MSP 83062-K8
<b>PURPLE</b>			
PANTONE system PMS 262C	RGB formula 83/40/79	White paper MSP 82943-K7/K9	White paper MSP 83162-K8
CMYK formula 80/95/55/10	HEX 53284F	Cream paper MSP 83063-K8	Cream paper MSP 83130-K8
<b>YELLOW</b>			
PANTONE system PMS 143C	RGB formula 238/175/48	White paper MSP 83100-K8	White paper MSP 83113-K8
CMYK formula 0/30/100/0	HEX EEAF30	Cream paper MSP 83100-K8	Cream paper MSP 83108-K8
<b>BLUE</b>			
PANTONE system PMS 652C	RGB formula 112/114/183	White paper MSP 83221-K8	White paper MSP 83223-K8
CMYK formula* 50/27/6/0	HEX 7090B7	Cream paper MSP 82910-K8	Cream paper MSP 83183-K8
<b>DARK GRAY</b>			
PANTONE system PMS 425C	RGB formula 86/90/92	White paper P 425-K8	White paper MSP 83173-K8
CMYK formula 50/0/70	HEX 565A5C	Cream paper MSP 83181-K8	Cream paper MSP 83182-K8
<b>GRAY</b>			
PANTONE system PMS 422C	RGB formula 162/164/163	White paper MSP 83220-K8	White paper MSP 83222-K8
CMYK formula 0/0/0/30	HEX A2A4A3	Cream paper MSP 82912-K8	Cream paper MSP 83224-K8
<b>CREAM</b>			
	RGB formula 251/236/203	White paper Do not convert	White paper MSP 83178-K8
CMYK formula 0/3/10/0	HEX FFEFC	Cream paper Do not convert	Cream paper Do not convert
<b>METALLIC GOLD</b>			
PANTONE system PMS 871C	RGB formula Do not convert	White paper Do not convert	White paper Do not convert
CMYK formula Do not convert	HEX Do not convert	Cream paper Do not convert	Cream paper Do not convert

\*When using white coated paper Blue CMYK formula must be adapted to 30/15/3/0

## PAPER STOCKS

### PAPER FAMILIES

The following recommended papers are for both business system and marketing applications. Specific paper colors and weights are used within these paper lines.

The preferred color choices are a “cream or white” selection. One of the distinctive features of Smead is our core business—file folders, which are traditionally cream in tone. The selection of cream papers supports our position and brand look.

### UNCOATED:

#### NEENAH CLASSIC CREST, SUPER SMOOTH

This paper stock has an uncoated finish, and is available in cream and white. *Classic Cream* is the color choice and this stock should be used for printing stationery items such as letterhead, second sheets, envelopes, business cards, mailing labels, notecards and large envelopes. *Recycled Bright White* can be used when a white paper stock is required.

If a less expensive paper is needed for items such as notepads, *Cougar Opaque* is recommended.

### COATED:

#### SAPPI LUSTRO

This paper stock has a coated finish and is available in cream and white. This stock should be used for the printed literature system, such as product brochures, sell sheets and company capabilities. Coated stocks such as *Sappi Lustro* are generally used for full color (process, CMYK) applications. *Sappi Opus*, a less expensive coated paper that is part of the same family as *Lustro*, can also be used.

### PACKAGING BOARD

*Flashfold*: 24pt SUS

*Americraft*: 24pt CCKB

*Frank C. Meyer*: 24pt CCKB

*Walter G. Anderson*: 24pt CCKB

*Rock Tenn*: Neenah 24pt SUS

*General Litho*: 70# White Litho, coated on one side

## TYPOGRAPHY

### FONT SELECTION

Typography, another visual element, plays an integral role in establishing a consistent visual identity and strong brand.

The two font families chosen for the Smead identity are Mrs. Eaves and News Gothic. These two fonts complement each other and can be used in combination to create a distinctive Smead look that supports design objectives. Only the selected styles shown below are to be used in the Smead visual identity system.

Never stretch, shadow, outline or alter the fonts in any way.

### FONT MANUFACTURER

Mrs. Eaves must be purchased from the font manufacturer, Emigre. For News Gothic, Adobe is the chosen manufacturer.

### TYPOGRAPHIC DESIGN

Each new piece redesigned or developed for Smead should build a consistent typographic style in the visual system.

Mrs. Eaves Roman

*Mrs. Eaves Italic*

**Mrs. Eaves Bold**

MRS. EAVES ALL PETITE CAPS

MRS. EAVES ALL SMALL CAPS

MRS. EAVES PETITE CAPS

MRS. EAVES SMALL CAPS

News Gothic

*News Gothic Oblique*

**News Gothic Bold**

***News Gothic Bold Oblique***

# PATTERN USE

## PATTERN ARTWORK

The pattern artwork is provided electronically for use in both CMYK and spot ink colors. These are available in a variety of file types.

Do not recreate the pattern, change the angle of the pattern or alter the size of the wordmark within the shape.

## PATTERN IMAGE SIZE

Three sizes of reproduction are possible for pattern use. The small pattern is used for the business system, product brochures and PowerPoint presentations. The medium pattern is used for retail packaging. The large pattern is used solely for commercial packaging (sold through a distributor). Choose the pattern image size that best fits the intended use. Larger sizes than those shown may be used for exhibit display and signage.

## PATTERN STRIP

The pattern generally appears in a vertical strip format. The width of the patterned strip should always have a visual relationship to the document logo used with it. See the samples on the next page for specific information.

## PATTERN STARTING POINT

The pattern should always begin in the same position when using any of the three pattern sizes. One full Smead logo should be displayed in the top left corner of the patterned area, as noted in the samples on the right as “point 1” and “point 2.”

## GUIDELINE FOR PATTERN STRIP

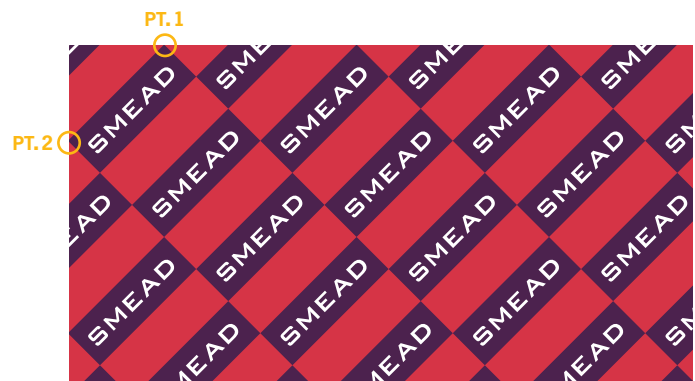
When using the Smead pattern, the complete logo — both symbol and wordmark must also appear in the same format. The width of the pattern strip is determined by the width of the wordmark shape. For example, if the wordmark is 1.125 inches wide, then the pattern strip should also be 1.125 inches or a similar increment that is balanced and appropriate to the use. (See measurements on page 9).

When a strip application isn't appropriate, a full bleed treatment may be used as shown on the back of the business card. Choose the pattern image that best fits the use.

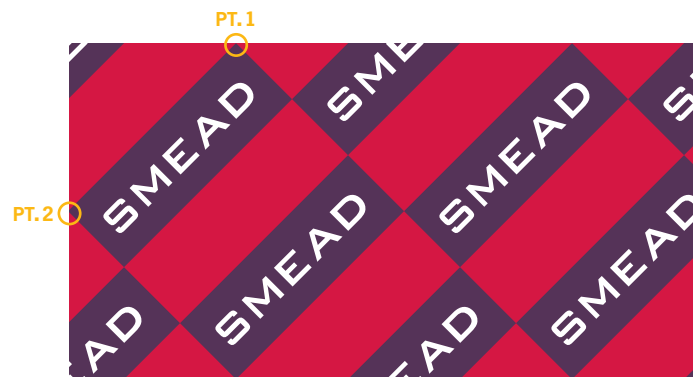
## PLACEMENT AND SHAPE

The pattern should not touch the logo or be placed within the logo's control area. In most applications, the pattern should be used as a vertical strip so that it acts as a contrast to the horizontal shape of the logo.

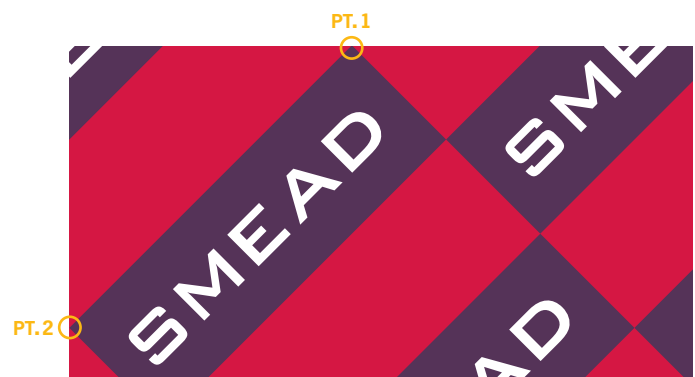
A horizontal strip should only be used when the vertical treatment is not an option. The strip should be used vertically for consistency and brand recognition.



SMALL SMEAD PATTERN (Used for printed literature, 8.5 x 11 " format)



MEDIUM SMEAD PATTERN (Used for large packaging)



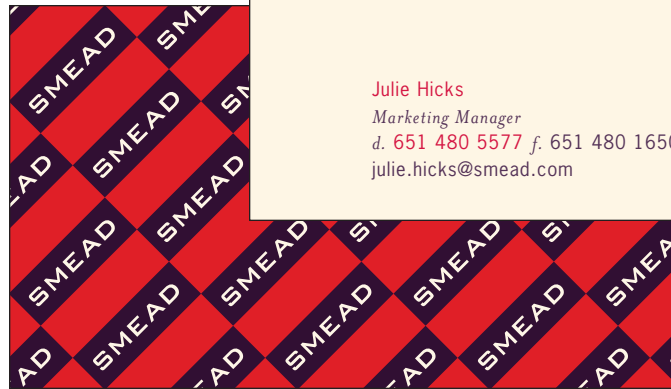
LARGE SMEAD PATTERN (Used for commercial packaging & large formats)

# BUSINESS CARDS & LETTERHEAD

## BUSINESS CARD

The Smead business card is an important expression of the brand and is the most frequently used communication item. Order business cards through the marketing department.

Do not recreate or alter the design.



Smead Headquarters

600 SMEAD BOULEVARD  
HASTINGS, MN 55033-2219  
[www.smead.com](http://www.smead.com)



KEEPING YOU ORGANIZED

Julie Hicks  
Marketing Manager  
d. 651 480 5577 f. 651 480 1650  
[julie.hicks@smead.com](mailto:julie.hicks@smead.com)

BUSINESS CARD front

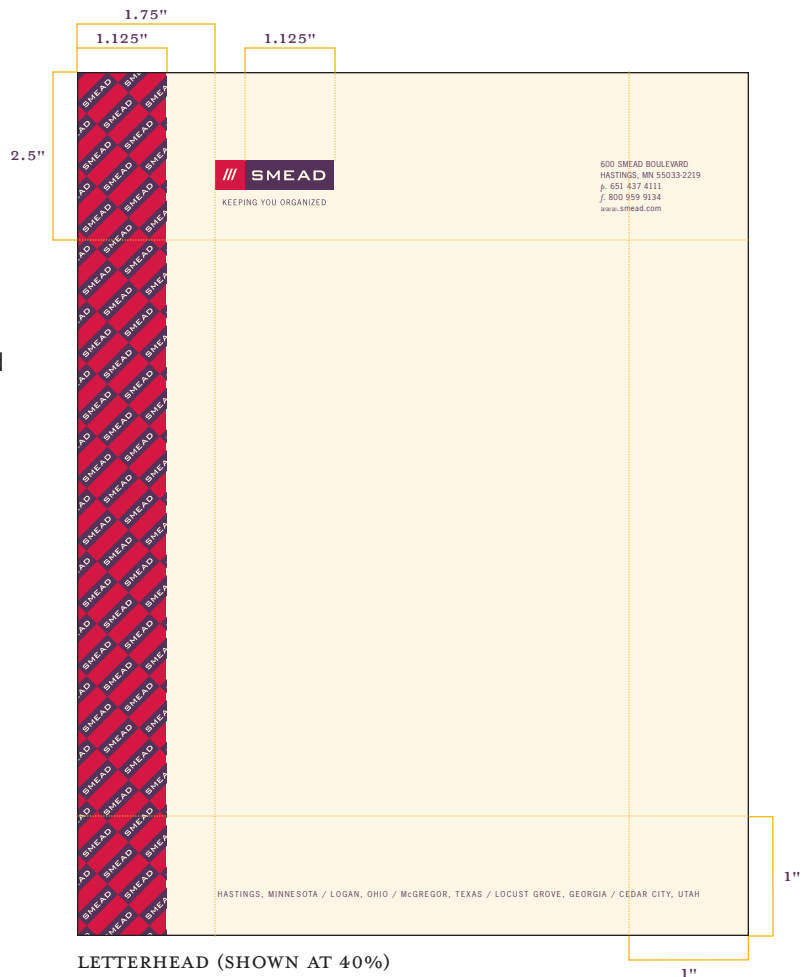
BUSINESS CARD back

## LETTERHEAD

Smead letterhead is another important expression of the brand. The body of the letter is set in the system font: News Gothic, 9.5 point size with 16 point line spacing. All letter writing should start 1.75 inches from the left edge and 2.5 inches from the top, lining up with the left side of the logo shape. One inch margins are recommended for the right and bottom.

A second sheet letterhead is included in the system. Use the same guidelines for a two-page letter as for the one-page letter. The top of the second sheet should always repeat the date in the same position with "Page 2 of 2" directly underneath the date, followed by a full return to separate from the body of the letter.

Microsoft Word templates are available for these documents. See page 11.



LETTERHEAD (SHOWN AT 40%)

1"

# NOTECARDS & ENVELOPES

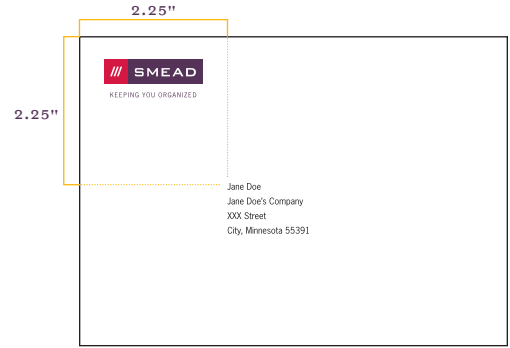
## NOTECARDS

Additional stationery items are available, including a folding notecard (not pictured). Addressee information for the notecard envelope should be set in News Gothic 9.5 point with 16 point line spacing, 2.25 inches from the left edge and 2.25 inches from the top.

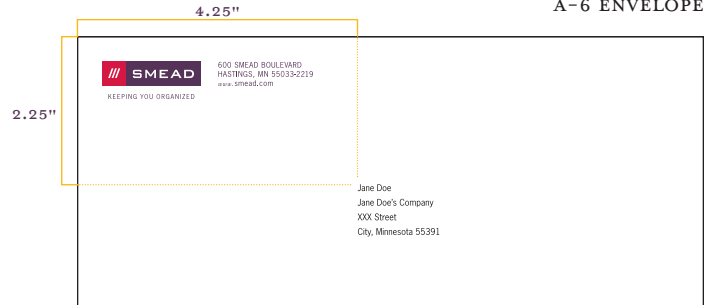
## ENVELOPES

All Smead envelopes and mailing labels display the Smead logo and corporate information on the front. Addressee information should be set in News Gothic 9.5 point with 16 point line spacing, 4.25 inches from the left edge and 2.25 inches from the top.

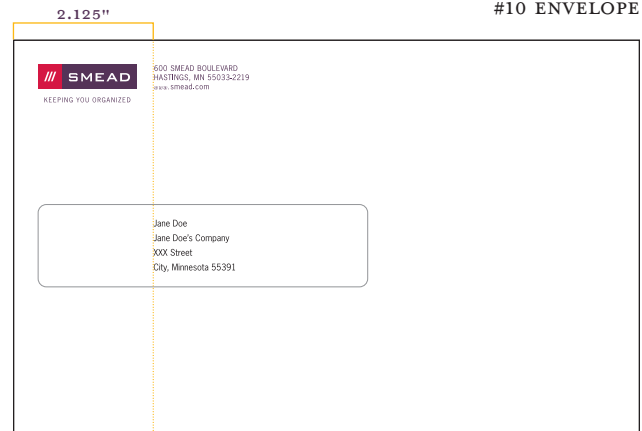
A larger envelope is available for documents too bulky to fold into a No. 10 envelope. The mailing label should be used in conjunction with the larger envelope. Addressee information should be set in News Gothic 9.5 point with 16 point line spacing, 2.25 inches from the left edge and 1.75 inches from the top. Position the mailing label in the center of the envelope.



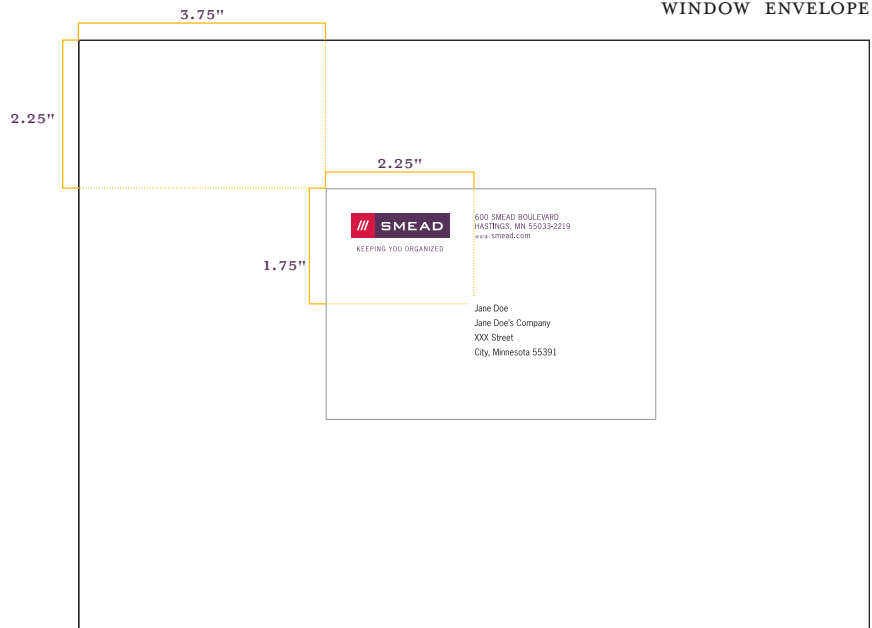
A-6 ENVELOPE



#10 ENVELOPE



WINDOW ENVELOPE




LARGE ENVELOPE WITH MAILING LABEL

# TEMPLATES & E-MAIL SIGN-OFF

## TEMPLATES

Microsoft Word letter, fax and press release templates are available from the Smead marketing department. Font sizes and styles are designed in the template. Please do not change the type or styles. Should you need additional template-base forms, please contact the Smead marketing department.



**Company  
Communication**


DATE: [Date]

TO: [Addressed to] c:

FROM: [Your Name]

SUBJECT: [Subject of your memo]

[Start the body of your memo here]



*For immediate release*

Contact: Michelle L. Hanson  
Corporate Communications  
Smead  
p. 651-438-2056  
michelle.hanson@smead.com

**SHARON AVENT PRESENTED WITH TORCH OF LIBERTY AWARD**  
*Anti-Defamation League Recognizes Avent's Contributions to Promoting Diversity*

HASTINGS, Minn. (June 8, 2006) — The Anti-Defamation League presented Sharon Avent with the Torch of Liberty Award at its 2006 Awards Tribute Dinner, held today at The Waldorf Astoria Hotel in New York City.

The Torch of Liberty Award is presented annually to individuals who have made outstanding contributions toward diversity in business and the community. Following family tradition, Avent participates with numerous organizations that support a variety of causes. She is a well-known leader and fundraiser in the office products industry, supporting causes such as the Anti-Defamation League's "A WORLD OF DIFFERENCE"® Institute and The City of Hope. She is also active in numerous diversity and woman-focused business associations like Women's Business Enterprise National Council (WBENC), Women's Business Development Center (WBDC), National Association of Women Business Owners (NAWBO) and Women Impacting Public Policy (WIPP). In her community, Avent supports the Sister Kinney Institute and has served on the boards of Regina Healthcare, the Minnesota Historical Society, Shattuck-St. Mary's School and the Hastings Public Schools Foundation among many others.

The Anti-Defamation League's "A WORLD OF DIFFERENCE"® Institute is a leading provider of anti-bias and diversity education training programs used by schools, universities, corporations, community organizations and law enforcement agencies throughout the U.S. and abroad.

Smead Manufacturing has been dedicated contributor to the Anti-Defamation League for more than 20 years.

\*\*\*\*\*

*Smead, www.smead.com, is a worldwide leader in office filing products and records management systems. For 100 years, Smead has brought a spirit of innovation and integrity to keeping businesses and home offices organized. Headquartered in Hastings, Minnesota, Smead is a privately held, woman-owned business offering 5,000 organizational products with more than 2,700 employees in 15 manufacturing plants located across North America and Europe, including its Smead-Europe operations in The Netherlands.*

###

## EMAIL SIGN-OFF

When communicating externally via email, a customized Smead sign-off reinforces the brand while easily identifying the sender. This sign-off includes the sender's contact information including name, address, phone/fax and email, followed by the Smead logo. The signature should be saved in the MS Office Outlook program, so it is automatically placed into every email message. A Microsoft Word signature template is available from the Smead marketing department.

**Michelle Hanson**  
Marketing Communications Manager  
THE SMEAD MANUFACTURING COMPANY   
Phone: 651-438-2056 | [michelle.hanson@smead.com](mailto:michelle.hanson@smead.com)  
[www.smead.com](http://www.smead.com)



KEEPING YOU ORGANIZED

 **Think before you print.**

# POWER POINT TEMPLATE

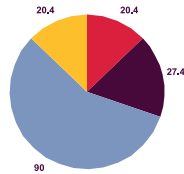
The PowerPoint format includes the brand colors, typography, Smead pattern and logo. Colors are calibrated to match our color palette when projected and when printed using a color laser printer device.

## 1 COLUMN BULLETED TEXT

- Ut wisi enim ad minim veniam, quis nostrud exerci tation ullam corper suscip it lobortis nisl ut aliquip ex ea commodo consequat.
- Quis nostrud exerci tation ullam suscip.
- Ullam corper suscip it lobortis.
- Wisi enim ad minim veniam.
- Exerci tation ullam corper.



## SAMPLE CHART PAGE

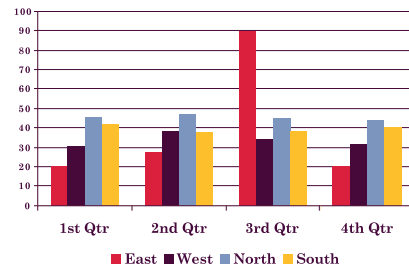


- Quis nostrud exerci tation ullam suscip.
- Ullam corper suscip it lobortis.
- Wisi enim ad minim veniam.
- Exerci tation ullam corper.

■ 1st Qtr ■ 2nd Qtr ■ 3rd Qtr ■ 4th Qtr



## SAMPLE LAYOUT FOR CHART PAGE



■ East ■ West ■ North ■ South

