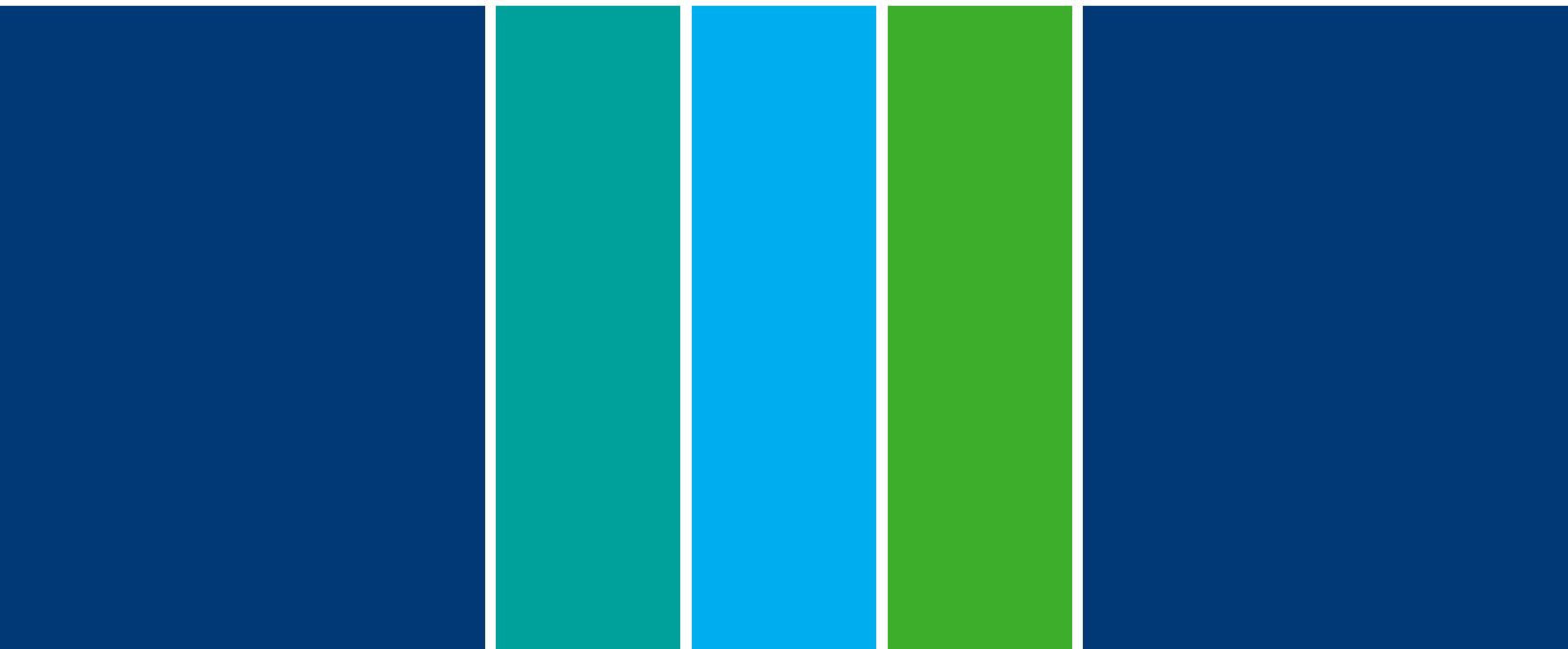




RPM International Inc.

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# Corporate Identity Guidelines



## Introduction

The purpose of this manual is to provide usage guidelines for the visual and verbal components that make up RPM International Inc.'s corporate identity. This includes the name, logos, colors, certain copy and other identifying elements.

The manual is for all people responsible for design, implementation, supervision and production of RPM-related communication materials. The elements of RPM's brand are valuable company assets. Please use them responsibly and protect them from incorrect or unauthorized use.

By sending a consistent and controlled message about RPM, we present a strong, unified image of the company. This leads to greater awareness, an enhanced reputation and positive brand equity for RPM.

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## Company Description

Below is text about RPM that should be used to describe the company.

### About RPM

RPM International Inc. owns subsidiaries that are world leaders in specialty coatings, sealants, building materials and related services. Industrial products include roofing systems, sealants, corrosion control coatings, floor coatings and specialty chemicals. RPM's consumer products are used by professionals and do-it-yourselfers for home maintenance and improvement and by hobbyists. Specialty products include industrial cleaners, restoration services equipment, colorants, exterior finishes and edible coatings.

A few things to note:

- Should you want to include more detail about RPM, additional information can be found at: <http://www.rpminc.com/about-rpm>
- Please review the RPM website no less than annually to make sure your description of the company is up to date, including on all websites for which you are responsible
- Do not insert a comma between "International" and "Inc."
- Do not refer to RPM as a "holding company" or otherwise draft your own language describing RPM
- Operating company press releases and original social media posts (reposts of RPM content are acceptable) shall not include any reference to the ultimate parent company, RPM, or its ticker symbol (NYSE:RPM), unless authorized in advance by RPM's Chief Financial Officer.

## Logos and Usage

In any application, RPM logos should always stand apart from competing design elements in clean, unembellished areas. It should never be altered, distorted or superimposed with other distracting graphic treatments.

When using the logos in reverse form, they should always be reversed out of a dark, solid block of color to ensure legibility. They should never be reversed out of a busy background.

The logos can be downloaded in a variety of file formats at: [www.rpminc.com/media/LogoKit.zip](http://www.rpminc.com/media/LogoKit.zip)



### Primary Corporate Logo

#### RPM Logo

The primary element in the brand identity system is the corporate logo of RPM International Inc.

*The Value of*  
**168**

### Supporting Logos

#### The Value of 168 Logo

The Value of 168 is a statement of the corporate philosophy of RPM. This figure, often cited by our founder, Frank C. Sullivan, literally represents the number of hours in a week. On a deeper level, it serves to remind us of his belief that we are born with two great gifts: life and the time to do something with it. The Value of 168 signifies RPM's enduring commitment to our fellow employees, customers and stockholders. Like the corporate logo, it should be kept separate from other design elements and never be altered. Because of the message that the logo conveys, it has limited use with external audiences and is primarily meant for use with employees.



#### RPM 168 Logo

This logo is a variation of the corporate logo, but has the number 168 in the horizontal rule under the letters "RPM." It, too, should be used in a clean, professional manner and never be modified. Similar to The Value of 168 logo, it is primarily for internal audiences who know and understand why the figure 168 is important to the company.

### Discontinued Logo

#### An RPM Company Logo (*discontinued*)

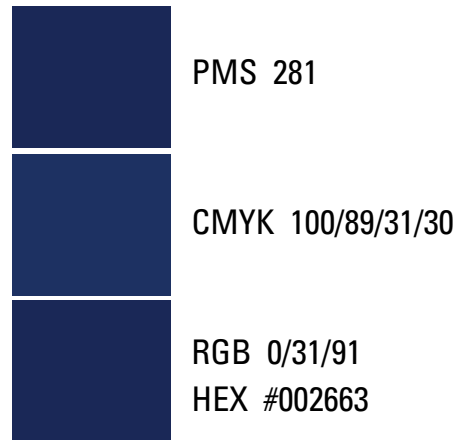


Per a memorandum to all operating company presidents from Edward W. Moore, RPM Senior Vice President, General Counsel and Chief Compliance Officer, dated November 21, 2014, the "An RPM Company" logo/phrase should stop being used on all communication materials as of June 1, 2015. This includes, but is not limited to, packaging, labeling, stationery, marketing collateral, presentations, press releases, websites, etc. References to RPM International remain appropriate on company websites and in presentations to suppliers and customers in the context of discussing operating company history and ownership.

Contact Kathie Rogers at [KRogers@rpminc.com](mailto:KRogers@rpminc.com) or 330-273-8813 with questions about these guidelines.

## Corporate Color

Using colors consistently in all communications strengthens brand recognition, creates impact and helps differentiate RPM. The RPM corporate color is PMS 281, dark blue. When reproducing the RPM logos using four-color process printing, it is important to match the blue as closely as possible to the RPM corporate blue.



## Examples of Correct and Incorrect Logo Use

### Correct Logo Use



Use corporate color, PMS 281



Use in black



Use reversed out of a dark background

4

### Incorrect Logo Use



Do not distort the logo.



Do not rotate the logo.



Do not apply any effects to the logo.



Do not use the logo in any colors other than the official dark blue, black or white.



Do not add additional text or graphic elements to the RPM logo.



Do not use the RPM logo on a busy, patterned background.



Do not crop or use part of the RPM logo.

If you are unsure about the correct use of the RPM logo, contact Kathie Rogers at [KRogers@rpminc.com](mailto:KRogers@rpminc.com) or 330-273-8813.