



ELLIOTT ELECTRIC SUPPLY

ELLIOTT ELECTRIC SUPPLY BRANDING GUIDELINES

Updated 7/26/2021

Introduction

These brand guidelines detail proper use of the elements that form Elliott Electric Supply's brand identity. This includes visual elements such as the logo, color palette, and typography, and also covers the proper channels for acquiring merchandise, vehicle wraps, photography and more.

All employees are responsible for upholding the company's image by utilizing the Elliott Electric Supply name and brand correctly. If you have any questions or concerns on the use of this document or the guidelines within it, please refer to the last page of this document for contact information.

Color Palette

If you need to reproduce the Elliott Electric Supply logo in color, it should always be printed in the appropriate reflex blue color, black, and white. Do not reverse the color palettes for any reason. The logo may be printed in one color where one color printing is required but should be limited to black, reflex blue, or gray regardless of the background. The Company Signature can be produced in either black, white, reflex blue or to match the color of the single color logo when needed.

It is important that these colors are applied consistently and correctly to build brand awareness and recognition.

Reflex Blue

PANTONE	REFLEX BLUE
CMYK	C 100 M 73 Y 0 K 2
RGB	RO G 84 B 164
HEX	#0054A4

Black

CMYK	C 0 M 0 Y 0 K 100
RGB	RO G 0 B 0
HEX	#000000

White

CMYK	C 0 M 0 Y 0 K 0
RGB	R 255 G 255 B 255
HEX	#FFFFFF



The Elliott Electric Supply logo is the most important element of the visual identity, and its usage must be consistent at all times.

The blue, black and white Elliott Electric Supply logo is considered the primary logo and should be used whenever possible.

For situations where the primary logo is not suitable, several alternate logos are available for use, which are detailed in this document.

The Elliott Electric Supply logo must never be modified or altered in any way.

Logo Versions

PRIMARY LOGO



SINGLE COLOR LOGO



BLACK LOGO



WHITE LOGO



The reflex blue, black and white Elliott Electric Supply logo is considered the primary logo and should be used whenever possible. For situations where the primary logo is not suitable, alternate logos are available for use.

The single color, black, and white logos are only to be used in special circumstances where the primary logo is not applicable.

Logo Clear Area

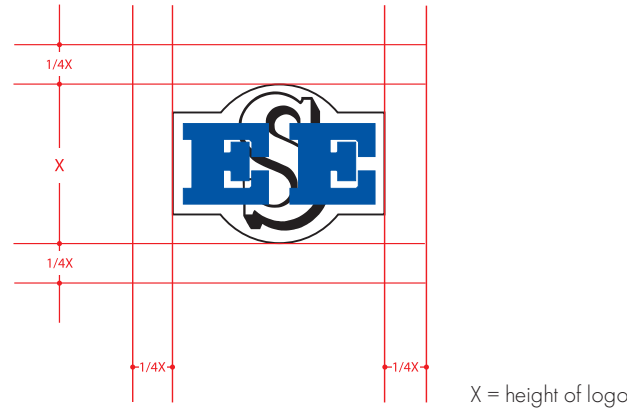
The Elliott Electric Supply logo and Company Signature has been designed so our image is always consistent in all of our efforts.

The Elliott Electric Supply logo must not be modified in any way. The elements of the logo may not be repositioned, removed, or skewed. The minimum reproducible size of the corporate signature is a width of 1/2 inch.

A logo clear area should be maintained when using the Elliott Electric Supply logo in any print or digital media.

This space can be measured by multiplying the height (X) of the Elliott Electric Supply logo by .25 to establish a consistent safe zone in every direction.

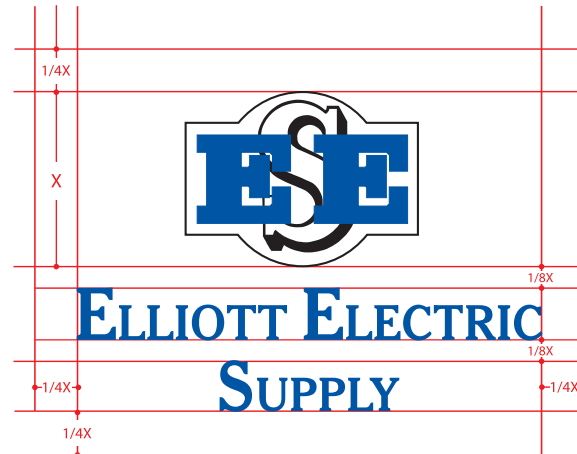
The Elliott Electric Supply Solo Logomark Clear Area



Minimum Size



The Elliott Electric Supply Logomark Clear Area



This example is used to illustrate standards. The same standards apply to all other font variations used with the Elliott Electric Supply solo logomark.

Company Signature

The Elliott Electric Supply Company Signature should also remain identical when used in combination with the logo. "ELLIOTT ELECTRIC SUPPLY" is in Cheltenham Bold Headline (True Type) and can vary in size. The letters should be in all caps with the "E", "E" and "S" 1.5 times larger than the other letters.

For situations where Cheltenham Bold Headline (True Type) is not applicable, like smaller embroidery, Raleway SemiBold should be used instead.

The Elliott Electric Supply Signature



X = cap height

Minimum Height: 0.15 inches

Cheltenham Bold Headline (True Type)

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0**

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Raleway SemiBold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0**

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Any questions or concerns should be directed to Marketing@ElliottElectric.com.

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