

All Weather Insulated Panels

Logo Usage Guidelines



All Weather
Insulated Panels

All Weather Insulated Panels

Logo Configuration, Elements & Color Palette

Configuration

Signature



Signature with Tagline



Stand-Alone Elements

AWIP Icon



Tagline

Your vision. Our purpose.

Signature Configuration

One configuration — horizontal — and two stand-alone elements — icon and tagline — have been approved for general applications.

Stand-Alone Elements

The stand-alone elements — icon and tagline — can be used as long as the All Weather Insulated Panels signature is also incorporated into the piece, whether it's a brochure, a presentation or a web banner.

Always use approved artwork (eps and png files) when reproducing any AWIP signature, icon or tagline.

eps Use for quality reproduction, scalable vector art created in Adobe® Illustrator CS5.

png Use in Microsoft® Office Suite and Web applications—png files should be scaled at 100% or less. Never enlarge a png file.

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Color Palette



Spot Color
Pantone 7687

CMYK
100C 85M 15Y 5K

RGB
26R 66G 138B

HEX
1a428a



Spot Color
Pantone Cool Gray 8

CMYK
50C 40M 40Y 5K

RGB
137R 139G 142B

HEX
898b8e

Color Palette

The primary colors of AWIP are equal in importance in identifying the company. Precise matching of all AWIP colors is essential in all color applications. Correct and consistent use of colors helps reinforce the identity. It is permissible to use screens, or tints of these colors.

Depending on the medium, colors can be reproduced using one of these formulas:

Pantone: For offset printed materials or signage with match colors, use the Pantone version. The Pantone colors are the same regardless of paper stock specified.

CMYK: For printed materials using the four-color process.

RGB: For Microsoft Office Suite, other computer or broadcast media use.

HEX: For websites and online use.

Logo Clear Zones & Backgrounds

Clear Zone

Signature



AWIP Icon



Clear Zone

The immediate recognition and overall visibility of the AWIP signature can be enhanced by maintaining an ample clear area, void of typography or other elements, around the perimeter. This area is referred to as the “clear zone.”

Determining the Clear Zone

Measure the uppercase height of the letter “W” in the AWIP signature (X). A clear zone, represented by the gray field surrounding the identity on all sides, must be equal to or greater than X.

The clear zone applies to all signature configurations — not shown horizontal, centered and stacked configurations.

The clear zone does NOT apply to the tagline.

Backgrounds

Multi-Color and Black & White Applications



Correct use of Color

Correct use of color will enhance the impact and reinforce recognition of the AWIP identity; therefore, use of the color palette is always recommended. It is important to maintain a sufficient contrast between the AWIP signature, icon or tagline and the background. Sufficient contrast means that the identity is very easy to read.

Multiple-Color Applications

On a white, light-colored, patterned or photographic background, the AWIP signatures should be reproduced in full color. On medium- or dark-colored, patterned or photographic backgrounds, the AWIP signature must be reproduced in the all-white shown above.

Black & White Applications

The all-black version of the AWIP signature should be used in black & white applications only.

Customer First | Logo Configuration, Color Palette, Clear Zones & Backgrounds

Configuration

Signature



Stand-Alone Elements

Customer First Icon



Color Palette



Spot Color
Pantone 7687
CMYK
100C 85M 15Y 5K
RGB
26R 66G 138B
HEX
1a428a



Spot Color
Cyan
CMYK
100C 0M 0Y 0K
RGB
0R 174G 239B
HEX
00aeeef

Clear Zone



Signature Configuration

One configuration — horizontal — has been approved for general applications.

Stand-Alone Elements

The stand-alone elements — Customer First icon — can be used as long as the Customer First signature is also incorporated into the piece, whether it's a brochure, a presentation or a web banner.

Clear Zone

The immediate recognition and overall visibility of the Customer First signature can be enhanced by maintaining an ample clear area, void of typography or other elements, around the perimeter. This area is referred to as the "clear zone."

Determining the Clear Zone

Measure the uppercase height of the letter "r" in the Customer First signature (X). A clear zone, represented by the gray field surrounding the identity on all sides, must be equal to or greater than X.

The clear zone applies to all signature configurations.

Backgrounds

Multi-Color and Black & White Applications



Correct use of Color

Correct use of color will enhance the impact and reinforce recognition of the Customer First identity; therefore, use of the color palette is always recommended. It is important to maintain a sufficient contrast between the Customer First signature, icon and the background. Sufficient contrast means that the identity is very easy to read.

Multiple-Color Applications

On a white, light-colored, patterned or photographic background, the Customer First signature should be reproduced in full color. On medium- or dark-colored, patterned or photographic backgrounds, the Customer First signature must be reproduced in the all-white shown above.

Black & White Applications

The all-black version of the Customer First signature should be used in black & white applications only.

All Weather Insulated Panels

Logo Lockup
AWIP & Customer First

All Weather Insulated Panels Logo & Customer First Lockup



AWIP Icon & Customer First Lockup



Clear Zones



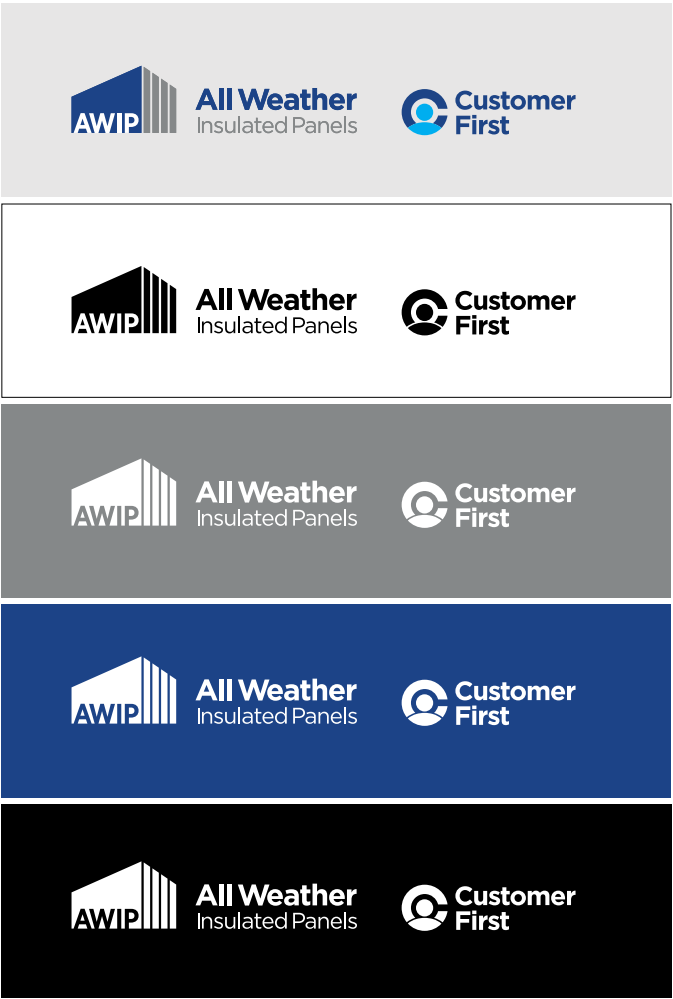
X Height = Height of W

Minimum Size



Backgrounds

Multi-Color and Black & White Applications



All Weather Insulated Panels

Logo Lockup
AWIP & Planet Passionate

All Weather Insulated Panels Logo & Planet Passionate Lockup



AWIP Icon & Planet Passionate Lockup

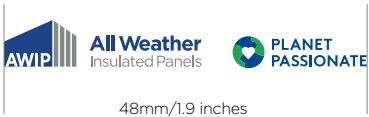


Clear Zones



X Height = Height of W

Minimum Size



Backgrounds

Multi-Color and Black & White Applications

