

GRAPHIC STANDARDS MANUAL



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GRAPHIC STANDARDS

What's in a brand?

A brand defines who you are, what you do, how you are different, what you stand for and ultimately, why people can put their faith and trust in you. The key is for a logo and its underlying brand promise to be memorable to its target audience.

The name, EPC Power and its logo mark(s) graphically symbolize the mission and values of the company.

The EPC Power logo(s) must be used according to the standards outlined in this document in order to effectively communicate the essence of the brand in an accurate, compelling, concise and consistent way. These branding guidelines should direct all internal and external communication and marketing efforts. The standards are intended to preserve the integrity of the EPC Power brand.

Consistency in following design standards is critical to strengthening the brand. By using these standards, the EPC Power brand will embody a set of specific characteristics in the minds of their audiences.

The Brand Promise

Branding is more than the logo. It is the EPC Power promise to the market. A brand promise defines the company's position in the market and describes what our audience should expect from us. Promises kept result in trust.

Logo Specifications

The EPC Power logo has three unique expressions and within those expressions, vertical and horizontal orientations as well as 1- and 2-color, and black and white versions. They are shown below with their usage recommendations.

Primary Logo Horizontal

The most commonly-used version is the 2-color horizontal orientation as shown below. This should always be the first choice.



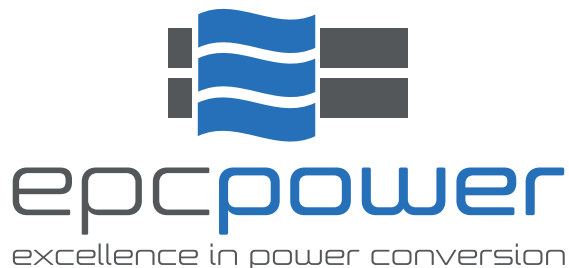
Primary Logo Vertical

On occasion, a vertical orientation may be required to suit the application. Only when the horizontal version does not read or fit well, should this vertical version be used.



Secondary Logo Vertical

A secondary version of the vertical orientation logo is available in cases where a perfectly symmetrical logo is required. With the above logo, the blue waves align vertically with the blue text. This creates a minor imbalance in the white space to the left and right of the mark. The logo below addresses that inconsistency by centering the mark. The mark is also enlarged in this version.



Logo Specifications, continued

A third, alternative logo has been created but its application has yet to be determined. This should not be used in any way unless authorized by leadership team.



Brand Colors

Whenever possible, the 2-color version of the logo should be used. The values for the blue and grey are provided below.

Pantone Matching System (for spot color printing)



PMS 285



PMS 425

CMYK (for 4-color offset printing)



84-55-0-0



65-56-53-29

RGB (for digital display)



45-111-183



85-87-89

HEX (for HTML / web usage)



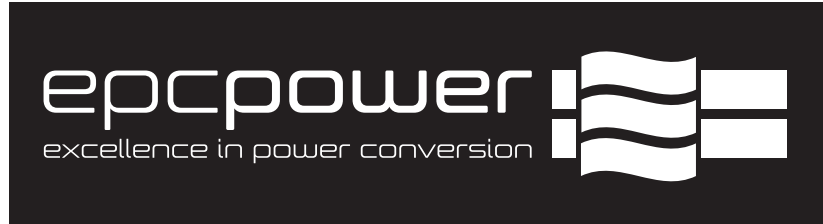
#2c6fb7



#555759

Color Variations

In some instances, such as with promotional items, it will not be possible to use the standard 2-color logo. One example is when the logo needs to be placed on a dark-colored background. In this case, the logo should be reversed completely in white as shown below:



In other instances, it may be necessary to print the logo in one color. In those cases, the logo should use the PMS 425 (grey) in two screens, 100% and 50% as shown below:



Additionally, in rare instances, it will be necessary to have a true black and white version of the logo. When that is required, this logo should be used. Like the version above, it uses black in two screens, at 100% and 50%.



Complimentary Colors

A set of complementary colors have been identified that can be used in the development of marketing materials. These colors can help to provide continuity among all communication materials and are a nice complement to the two logo colors.



PMS: 267
CMYK: 76-97-0-0
RGB: 99-51-147
HEX: #633293



PMS: 1505
CMYK: 0-72-100-0
RGB: 243-108-33
HEX: #f26b21



PMS: 185
CMYK: 1-100-93-0
RGB: 234-29-44
HEX: #ea1c2b



PMS: 123
CMYK: 0-22-93-0
RGB: 255-200-40
HEX: #ffc727



PMS: 368
CMYK: 58-2-100-0
RGB: 121-188-67
HEX: #78bc42



PMS: 306
CMYK: 71-8-3-0
RGB: 4-178-226
HEX: #04b2e1



PMS: 312
CMYK: 75-15-11-0
RGB: 5-166-206
HEX: #04a6cd



PMS: 2728
CMYK: 93-78-0-0
RGB: 42-81-163
HEX: #2950a3



PMS: 2995
CMYK: 73-16-0-0
RGB: 6-167-224
HEX: #05a6df



PMS: 347
CMYK: 85-14-100-2
RGB: 6-153-72
HEX: #069948



PMS: 360
CMYK: 61-0-96-0
RGB: 110-190-74
HEX: #6ebe49



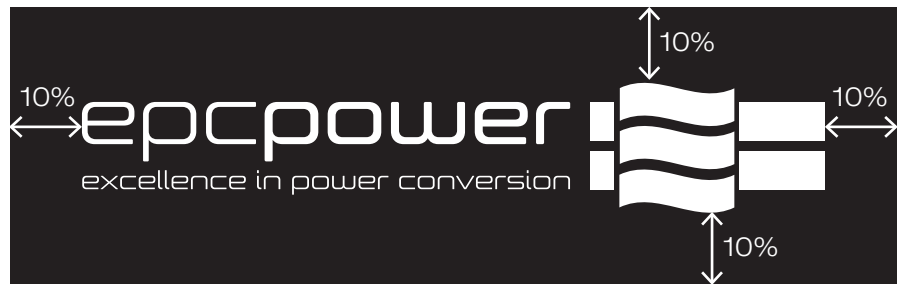
PMS: 3262
CMYK: 73-0-36-0
RGB: 12-186-180
HEX: #0cbab3

Logo Placement

As a general rule for print usage, the EPC logo should be placed at the bottom of the document. The design will dictate left, right or center placement. This way, the logo is generally the last impression the readers have as their eyes move away from the page.

When applied to items including cups, hats, T-shirts, pens, etc., a background that contrasts and complements the EPC logo colors and provides legibility is key. White and light grey are examples of colors that provide good contrast for the logo.

At least 10% of the total logo width should surround the logo in every application, providing breathing room and legibility.



It is very important to adhere to the guidelines provided in this document to build consistency and brand recognition for EPC Power. Proper use of the logo ensure's EPC Power's visual image is always portrayed the way it was intended and audiences are not confused by modified versions. To best do this, use only approved digital artwork.

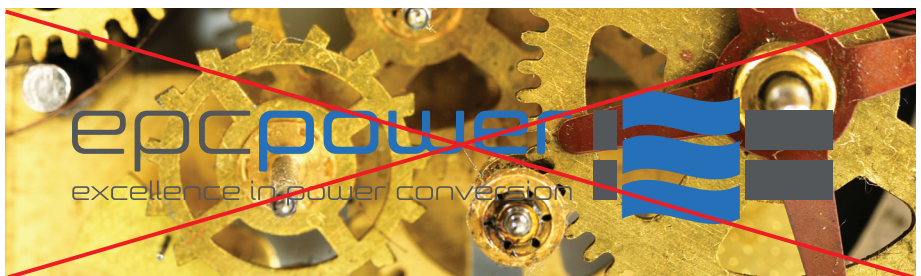
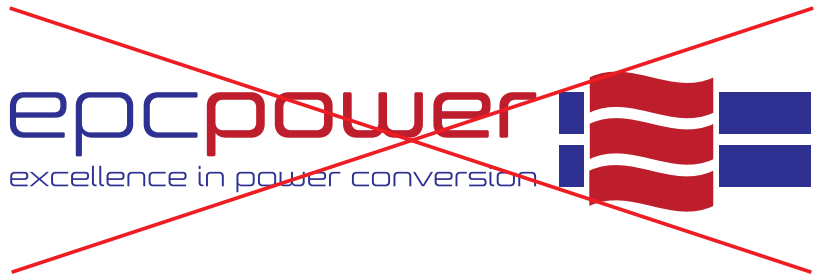
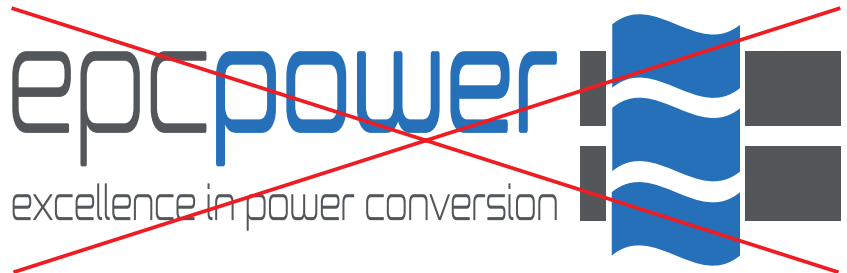
DO:

- Use approved digital version of the logo in the manner described within this document.

DON'T:

- Change logo color
- Place the logo on a background or over a photo that makes it difficult to see
- Recreate the logo using a different font
- Distort or stretch the logo ratio
- Add new marks to the logo

Examples of Incorrect Logo Usage



Fonts

The EPC Power logo uses Controller Two and Controller Three fonts.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Since this is such a stylized font, it should be used exclusively for the logo.

For Print

The Metropolis font family should be used for all print communications. Metropolis Medium for Headlines, Metropolis Regular for Subheads and Body Copy. Each should be sized to convey a hierarchy, so the headline in the largest font, the subhead a bit smaller, and the body copy a bit smaller than the subhead.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

For the Web

Source Sans Pro is the font to be used throughout the EPC website. It is a simple Web font, that every visitor will have access to and is a nice complement to the other fonts used.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789