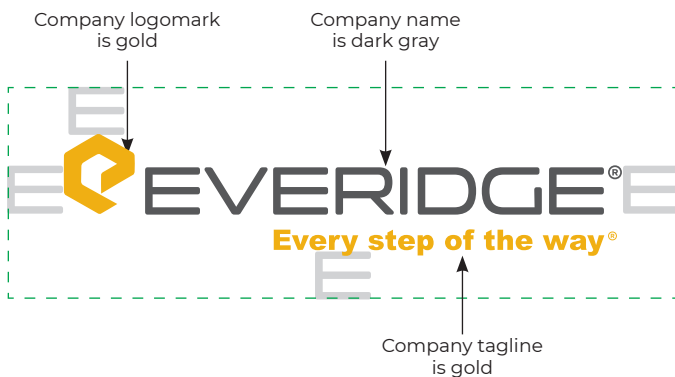## PRIMARY LOGO

The Everidge® logo must not be re-keyed, redrawn or modified in any form. Do not deviate from the established visual standard by attempting to recreate the logo.

Logos are available in vector format, allowing scaling without type degradation.

Colors are available in PMS (spot color printing) or CMYK (4-color printing).

White space – The graphic-free zone should extend around the perimeter of the logo equal to the size of the "E" in the Everidge logo (the "E" free zone).

No other design element should encroach upon the logo.

Company logomark is gold

Company name is dark gray

EVERIDGE®
Every step of the way®

Company tagline is gold

SUB-BRAND LOGOS

All Everidge® sub-brand logos should follow the same guidelines as the primary logo.

Company logomark is gold

Company name is dark gray

CROWNTONKA® BY EVERIDGE®

Everidge tagline is dark gray

ICS™ BY EVERIDGE®

LOTEMP DOORS™ BY EVERIDGE®

THERMALRITE® BY EVERIDGE®

PREPRITE™ BY EVERIDGE®

COLORS

Here are all the color break-downs for Everidge® and the sub-brands.

NOTE: Colors change according to how they're being used. For this reason, and to keep the brand colors consistent, the color specs are different depending on their use or what they're being printed on. Make sure you're using the correct specs for each individual use.

4/C PROCESS (most printing uses)
0/20/90/5 (gold)
0/0/0/80 (dark gray)

SPOT PMS COATED (2-color printing on coated paper)
PMS 124C (gold)
PMS 425C (dark gray)

SPOT PMS UNCOATED (2-color printing on uncoated paper)
PMS 7405U (gold)
PMS 425U (dark gray)

RGB (web and online use)
234/170/0 (gold)
88/89/91 (dark gray)

HEX CODE (web and online use)
#EAAA00 (gold)
#53585A (dark gray)

TYPOGRAPHY

Both Montserrat and Arial are approved typefaces for Everidge® (print and web use).

Montserrat Thin	**Montserrat Semi Bold**
Montserrat Thin Italic	***Montserrat Semi Bold Italic***
Montserrat Extra Light	**Montserrat Bold**
Montserrat Extra Light Italic	***Montserrat Bold Italic***
Montserrat Light	**Montserrat Extra Bold**
Montserrat Light Italic	***Montserrat Extra Bold Italic***
Montserrat Regular	**Montserrat Black**
Montserrat Italic	***Montserrat Black Italic***
Montserrat Medium	
Montserrat Medium Italic	

Arial Regular	**Arial Black**
Arial Italic	***Arial Black Italic***
Arial Bold	
Arial Bold Italic	

LOGO USAGE

Logo usage is restricted to the following guidelines.

All logos may only be treated in the specified PMS or CMYK colors indicated. The logo may also appear as indicated in the samples below.

Background colors are acceptable provided they enhance the logo's visibility. Background patterns are not acceptable. Make sure there is sufficient contrast between the background and the logo.

Primary Logo with Tagline

Full color logo – Primary use.

Black logo –Use this logo in one-color applications.

Reversed logo –Use this logo in one-color applications.

Primary Logo without Tagline
Any of the primary logos applications can be used without the tagline. It's recommended to use the logo with the tagline at least the first time it appears. Some exceptions of this are in cases the logo is used so small that the tagline is not legible, such as on small promotional items. In those usages, the logo can be used without the tagline.

In Text
Always use a registered trademark after the brand name. Follow the examples below when referencing both brand name and sub-brands in text.

"Everidge® provides quality..."

"Crowntonka® by Everidge® is..."

"ICS™ by Everidge® is..."

"Lotemp Doors™ by Everidge® is..."

"Thermalrite® by Everidge® is..."

"PrepRite™ by Everidge® is..."

SUB-BRAND LOGO USAGE

All Everidge® sub-brand logos should follow the same guidelines as the primary logo, including black and reversed versions.

When the sub-brands are used along with the primary logo, all sub-brands should be used at 70% or smaller than the primary company logo.

BRAND LOCKUP USAGE

These lockups can be used as sign-offs on literature.

PrepRite

653C
CMYK: 84/54/3/10
RGB: 50/98/149
HEX: 326295

PrepRite

654C
CMYK: 100/73/0/33
RGB: 0/58/112
HEX: 003A70

ThermalRite

7544C
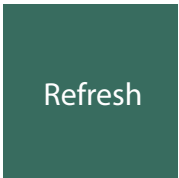CMYK: 53/34/22/10
RGB: 118/134/146
HEX: 768692

ThermalRite

7545C
CMYK: 74/50/31/36
RGB: 66/85/99
HEX: 425563

Website

2379C
CMYK: 78/60/29/45
RGB: 59/69/89
HEX: 3B4559

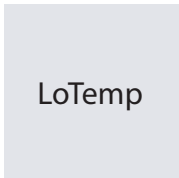**Refresh**

5545C
CMYK: 70/27/54/35
RGB: 67/105/91
HEX: 43695B

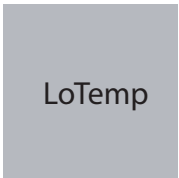**CrownTonka**

Cool Gray 9
CMYK: 50/40/34/17
RGB: 117/120/123
HEX: 75787B

CrownTonka

Cool Gray 10
CMYK: 57/46/40/25
RGB: 99/102/106
HEX: 63666A

LoTemp

Cool Gray 1
CMYK: 10/7/5/0
RGB: 217/217/214
HEX: D9D9D6

LoTemp

Cool Gray 5
CMYK: 28/21/18/1
RGB: 177/179/179
HEX: B1B3B3

ICS

7527C
CMYK: 12/10/14/0
RGB: 214/210/196
HEX: D6D2C4

ICS

7535C
CMYK: 25/21/31/3
RGB: 183/176/156
HEX: B7B09C

**Construct
Services**

7519C
CMYK: 41/54/65/50
RGB: 93/75/60
HEX: 5D4B3C

**Construct
Services**

7533C
CMYK: 40/60/77/71
RGB: 71/55/41
HEX: 473729

Everidge

124C
CMYK: 0/29/100/1
RGB: 234/170/0
HEX: EAAA00

Everidge

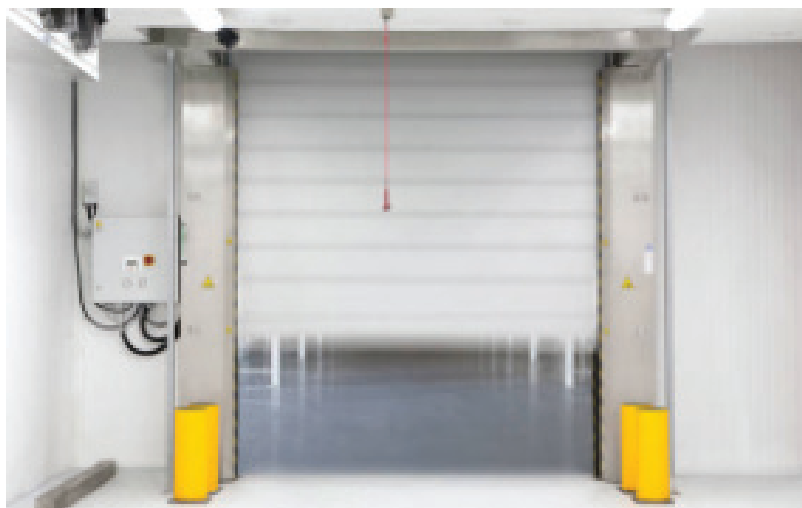425C
CMYK: 63/51/45/33
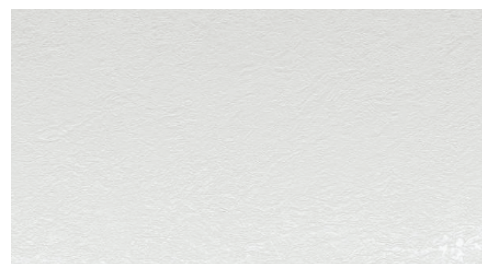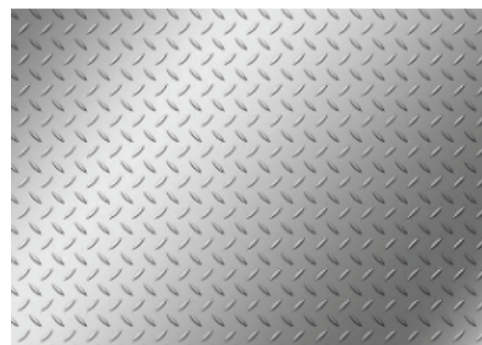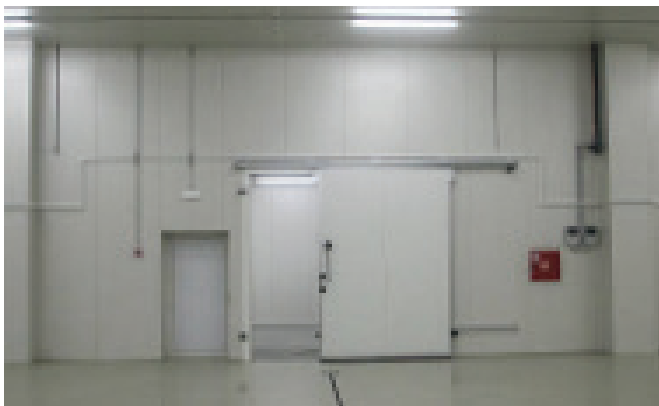RGB: 84/88/89
HEX: 545859

Every step of the way®
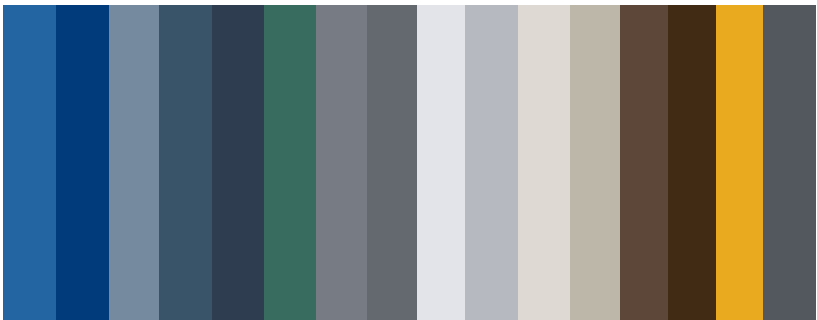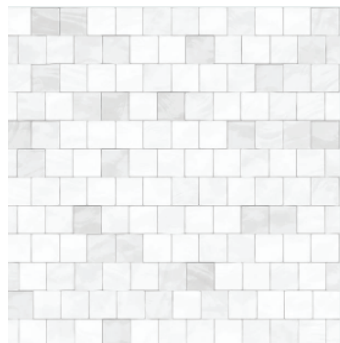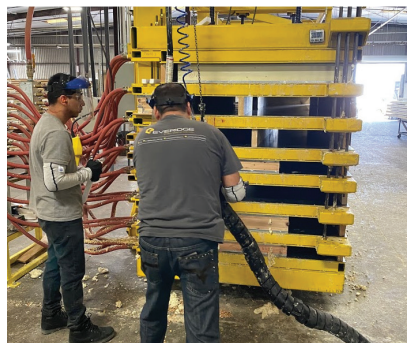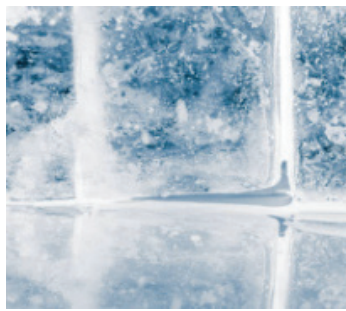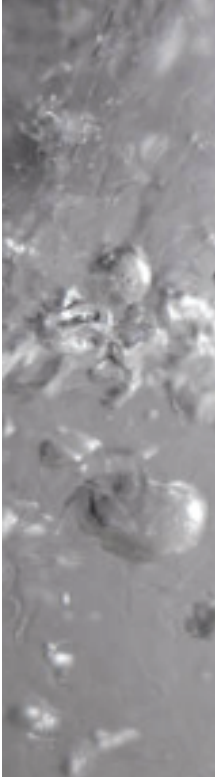
CROWNTONKA®

BY EVERIDGE®

THERMALRITE®
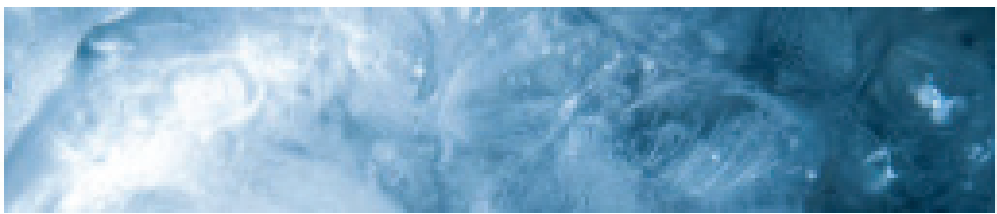
BY EVERIDGE®
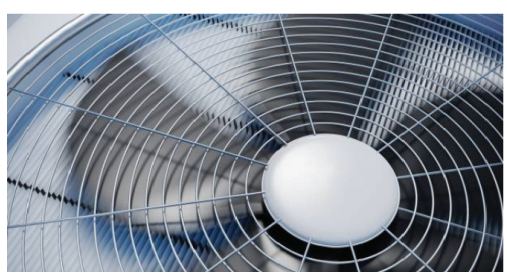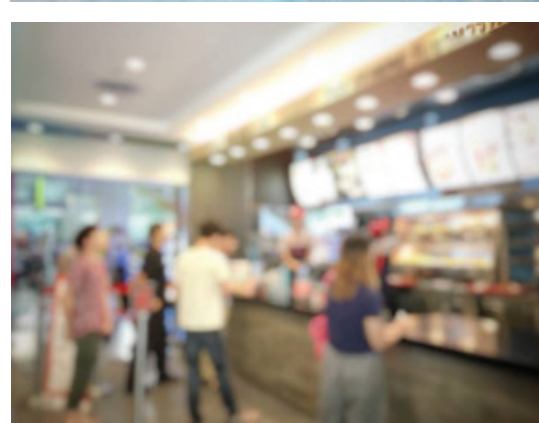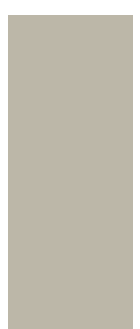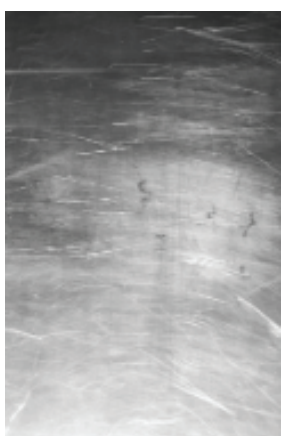
PREPRITE™

BY EVERIDGE®

LOTEMP DOORS™
BY EVERIDGE®

ICS™

BY EVERIDGE®

REFRESH™

EVERIDGE®
Every step of the way®

Construction Services