

Essex Solutions
Brand Guidelines

10-2024



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01

IDENTITY

STANDARD LOGO

The Essex logo contains two components: the Essex logotype and the accent mark.

The Essex logotype is a registered trademark and should include a registered trademark symbol (®) on the bottom right corner of the Essex logotype. The Essex accent mark should not be used alone.

See **OFFICIAL COLORS** on page 07.

Do not recreate the Essex Solutions logo.

For high-res artwork, contact corporatemarketing@spsx.com.



Logo

STANDARD LOGO USAGE

The standard logo is preferred and should be used for most business needs.

Please observe the clear space around the logo to maximize visual effectiveness. Nothing should intrude into this specified clear space.

The contrast between the elements of the Essex logo and background should be maintained in all applications to protect the integrity of the brand. Choose the appropriate color version per the background it will appear upon.



See **OFFICIAL COLORS** on page 07.

Do not recreate the Essex logo.

For high-res artwork, contact corporatemarketing@spsx.com.



2-color standard



2-color reverse



1-color gray



1-color green



1-color reverse



1-color black

ALTERNATE LOGO

WITH SUB-BRAND

The Essex logo with sub-brand contains three components: the Essex logotype, the accent mark, and the sub-brand text.

The Essex logotype is a registered trademark and should include a registered trademark symbol (®) on the bottom right corner of the Essex logotype. The Essex accent mark and/or sub-brand should not be used alone.

See **OFFICIAL COLORS** on page 07.

Do not recreate the Essex logo with sub-brand. Only use approved sub-brand text provided by Corporate Marketing.

For high-res artwork, contact corporatemarketing@spsx.com.



ALTERNATE LOGO USAGE WITH SUB-BRAND

The standard logo is preferred and should be used for most business needs. However, the alternate logo is a secondary option available by request for a specific business need. Please observe the clear space around the logo to maximize visual effectiveness. Nothing should intrude into this specified clear space.

The contrast between the elements of the Essex logo and background should be maintained in all applications to protect the integrity of the brand. Choose the appropriate color version per the background it will appear upon.



See **OFFICIAL COLORS** on page 07.

Do not recreate the Essex logo with sub-brand. Only use approved sub-brand text provided by Corporate Marketing.

For high-res artwork, contact corporatemarketing@spsx.com.



3-color standard



3-color reverse



1-color gray



1-color green



1-color reverse



1-color black

ALTERNATE LOGO USAGE WITH SUB-BRAND

Currently, the sub-brand text 'solutions' is approved. However, as business needs change the logo can grow to accommodate future needs such as 'automotive' or 'energy'. Contact Corporate Marketing for other sub-brand logo versions.

See **OFFICIAL COLORS** on page 07.

Do not recreate the Essex logo with sub-brand. Only use approved sub-brand text provided by Corporate Marketing.

For high-res artwork, contact corporatemarketing@spsx.com.



Sub-brand Text



Sub-brand Text



Sub-brand Text

OFFICIAL COLORS

The Essex Solutions GREEN is the primary color used to represent the brand, followed Essex Solutions GRAY, and Essex Solutions RED should be used sparingly as an accent color.

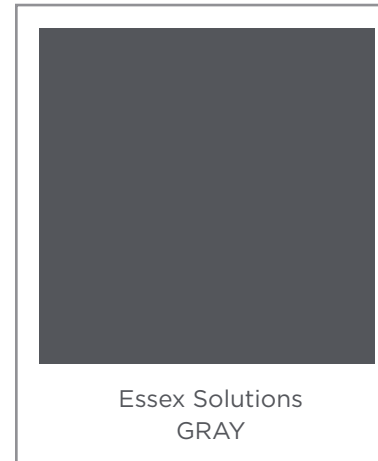
Consistently applying this official color palette to our logos and branded materials ensures the integrity of our brand is maintained. Use this guide with vendors to ensure our corporate colors are reproduced precisely and correctly.

* Note, the new Essex Solutions RED, is different color build from the previous Superior Essex red.

For questions about the brand colors, contact corporatemarketing@spsx.com.



PANTONE 369 C
CMYK 58 0 100 4
RGB 100 169 11
#64A70B
GCM1 2081



PANTONE COOL GRAY 11 C
CMYK 0 0 0 80
RGB 89 87 87
#595757
GCM1 90



PANTONE 199 C
CMYK 5 100 80 0
RGB 250 0 45
#D50032
GCM1 2081

TYPOGRAPHY

CALIBRI

Primary typeface for:

- Emails and Signatures
- Business Forms
- Documents
- Presentations
- Stationery

It is important to consistently use the proper typeface to protect the integrity of our brand.

Calibri fonts are readily available on Microsoft applications.

Noto Sans CJK is the recommended replacement in Asia Pacific countries; available for download at no cost from **Google**.

For questions about typography, contact corporatemarketing@spsx.com.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890\$%&(,.;:#!?)

CALIBRI LIGHT

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890\$%&(,.;:#!?)

CALIBRI REGULAR

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890\$%&(,.;:#!?)*

CALIBRI ITALIC

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890\$%&(,.;:#!?)**

CALIBRI BOLD

***AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890\$%&(,.;:#!?)***

CALIBRI BOLD ITALIC

TYPOGRAPHY

GOTHAM

Primary typeface for:

- Advertisements
- Brochures/Flyers
- Tradeshow Graphics

When working with vendors to produce marketing materials, it is important to specify the correct typeface. It is important to consistently use the proper typeface to protect the integrity of our brand.

Gotham font can be purchased at **Hoefler&Co.**

Noto Sans CJK is the recommended replacement in Asia Pacific countries; available for download at no cost from **Google.**

For questions about typography, contact corporatemarketing@spsx.com.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890\$%&(,;:#!?)

GOTHAM LIGHT

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890\$%&(,;:#!?)

GOTHAM BOOK

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890\$%&(,;:#!?)

GOTHAM MEDIUM

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890\$%&(,;:#!?)

GOTHAM BOLD

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890\$%&(,;:#!?)

GOTHAM NARROW LIGHT

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890\$%&(,;:#!?)

GOTHAM NARROW BOOK

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890\$%&(,;:#!?)

GOTHAM NARROW MEDIUM

TYPOGRAPHY

WHITNEY

Primary typeface for:

- Catalogs
- Spec Sheets
- Line Cards

When working with vendors to produce marketing materials, it is important to specify the correct typeface. It is important to consistently use the proper typeface to protect the integrity of our brand.

Whitney font can be purchased at **Hoefler&Co.**

Noto Sans CJK is the recommended replacement in Asia Pacific countries; available for download at no cost from **Google.**

For questions about typography, contact corporatemarketing@spsx.com.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890\$%&(,;:#!?)

WHITNEY LIGHT

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890\$%&(,;:#!?)

WHITNEY BOOK

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890\$%&(,;:#!?)

WHITNEY MEDIUM

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890\$%&(,;:#!?)

WHITNEY BOLD

02

DIGITAL

EMAIL SIGNATURES

All Essex employees are required to include a corporate email signature block in all emails sent both internally and externally including replies and forwards.

The goal of a signature is to maintain a consistent and professional look across all communications internally and externally. It also allows all employees to easily access your contact information.

In North America, signatures are automated. In all other regions use the specifications below:

TYPE SPECIFICATIONS

Font | 11pt Calibri, Regular for Roman characters and Noto Sans CJK for Asia Pacific countries

Employee Name | Bold, All Caps

Vertical Line | include space before and after line

CONTENT SPECIFICATIONS

Employees must list an office phone and or mobile phone number. If the company provides the employee a mobile phone number, this must also be included in your signature.

A banner may also appear below your signature upon approval from Corporate Marketing.

Do not change the fonts, their point size or colors, or add additional graphics, slogans or messages to the email signature.

For questions about the email signature, contact corporatemarketing@spsx.com.



FIRST NAME LAST NAME

Title

Essex Solutions

Address | City, State | Zip Code

office 000.000.0000 | mobile 000.000.0000

essexsolutions.com



FIRST NAME LAST NAME

Title

Essex Solutions

Address | City, State | Zip Code

office 000.000.0000 | mobile 000.000.0000

essexsolutions.com



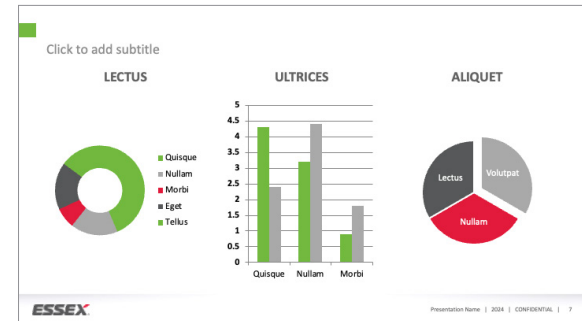
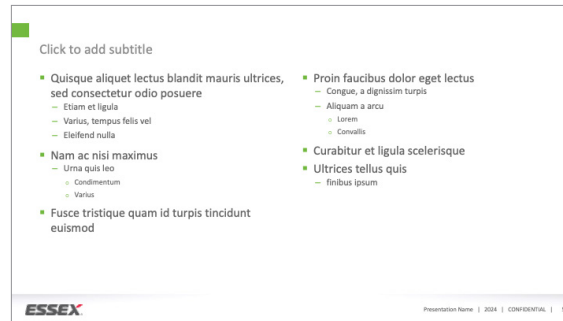
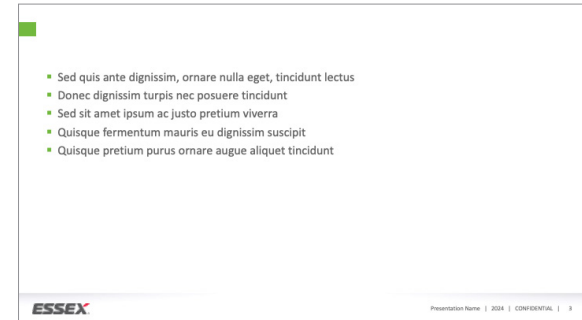
PRESENTATION TEMPLATE

It is important to represent the brand consistently and professionally to customers, vendors, and employees. Use this template as the basis for your presentations.

Wide screen format is preferred, but a standard screen format and A4 format are also available.

Do not recreate presentation artwork.

Download presentation templates on the **SharePoint Intranet**.



03

SIGNAGE

BUILDING SIGNS

When determining the most appropriate sign type for a building application, consider the following: landlord and local restrictions, background colors or materials, visibility and lines of sight, nearby signage type and colors, building size, as well as electrical hook-up availability.

SIGN TYPE

The most preferable sign type utilizes the full 2-color logo (Type A). If the building color doesn't provide enough contrast, a 2-color reverse logo can be used (Type B); alternatively, a white sign cabinet can be used with the full 2-color logo as well (Type C).

Before producing or installing signage, submit vendor drawing, specifications, or proofs to Corporate Marketing for approval.

Do not recreate logo artwork.

For high-res artwork, and proof approvals contact corporatemarketing@spsx.com.

TYPE A



TYPE B



TYPE C



MONUMENT SIGNS

When choosing a monument sign, it is important to consider the following: landlord and local restrictions, background colors or materials, visibility and lines of sight, nearby signage type and colors, building size, as well as electrical hook-up availability. Be sure to maintain adequate clear space around the logo as outlined below.

SIGN TYPE

The most preferable sign type utilizes the full 2-color logo (Type A). If the building color doesn't provide enough contrast, a 2-color reverse logo can be used (Type B).

Before producing or installing signage, submit vendor drawing, specifications, or proofs to Corporate Marketing for approval.

Do not recreate logo artwork.

For high-res artwork, and proof approvals contact corporatemarketing@spsx.com.

TYPE A



TYPE B



TENANT PANELS

When placing tenant signage, it is important to consider the colors and sizes of neighboring tenant signage. Be sure to maintain adequate clear space around the logo as outlined below.

SIGN TYPE

The preferred color combinations for tenant panel inserts are as shown (in order of preference):

Type A: White background with a 3-color logo

Type B: Black background with a 3-color reverse logo

Type C: Essex green background with a white logo

Type D: White background with a black logo

Before producing or installing signage, submit vendor drawing, specifications, or proofs to Corporate Marketing for approval.

Do not recreate logo artwork.

For high-res artwork, and proof approvals contact corporatemarketing@spsx.com.

TYPE A



TYPE B



TYPE C



TYPE D



DOOR/WINDOW DECALS

Because the eye interprets glass windows/doors as having dark backgrounds it is best to use a white matte vinyl on glass. Center the decal left to right (as shown), mount it four feet (1.22 meters) to underside of the logo. This positioning will help ensure maximum visibility. Accommodate obstructions or other site-specific requirements as needed.

Before producing or installing signage, submit vendor drawing, specifications, or proofs to Corporate Marketing for approval.

Do not recreate logo artwork.

For high-res artwork, and proof approvals contact corporatemarketing@spsx.com.

