

# BRAND IDENTITY MANUAL



This manual establishes the guidelines for the use of the EMCO Building Products brand and corporate identity system. The graphic elements described in this manual are available through the EMCO Building Products marketing department.

Communications that have a brand message must portray the EMCO Building Products brand identity as described in these pages. Presented in a compelling and consistent way, the EMCO Building Products brand resonates with our customers and builds loyalty with every positive interaction. Consistent and correct adherence to these standards is required to maintain the integrity of the name, trademarks, and logos. This manual provides structure; its goal is to give users creative flexibility while continuing to build the EMCO Building Products brand. Any alternative graphic solutions must be approved by the EMCO Building Products marketing department and will be evaluated on a case-by-case basis.

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# MEET EMCO BUILDING PRODUCTS

## Who is EMCO Building Products?

EMCO Building Products is a leading manufacturer and supplier of exterior home improvement products. Our line of quality products includes steel siding coil and accessories, soffit, fascia and rain-carrying systems, as well as related aluminum trim products and accessories. We are proud to say that all of our products are made right here in the U.S.A. We're located in the great state of North Dakota, with our office and manufacturing plant in Fargo, ND.

Founded in 1989, EMCO Building Products has prided itself over the years as a premier home exterior products manufacturer. Our promise to our customers is to deliver enduring beauty, impressive strength, uniform quality, on time, with the final result being a fantastic looking exterior appearance. Today we ship product direct to our customers nationwide, scheduling when they want it to arrive at their location. We are committed to being a partner in business and truly understand the importance of balancing inventory management and project scheduling. We have several strong relationships with major freight carriers.

## Our Values

- We pride ourselves in our ability to make a difference in both the lives of our employees and in the lives of homeowners throughout the United States.
- We believe in the power of hard work and dedication to career and family.
- We provide our customers with quality products that are built to last. We care about customer satisfaction...today and years down the road.

## What is a brand?

A brand is a collection of tangible and intangible attributes that resonate whenever the brand is experienced. The benefits of a brand can be emotional, like how it makes a person feel, and rational, the tangible reward that a person gets from the brand; it lives in the mind of a target audiences. Brand values are what the brand stands for and what it believes in. For a brand to be successful it must be defined, nurtured and championed. The brand essence and values provide a benchmarking code by which activities that promote the brand can be measured.

## Why is branding important?

Branding separates competitors and helps consumers remember a product or company. The purpose of a brand is to increase recognition and sales by making the product or service visible and desired by the consumer. Branding is more than a logo or a product; it is a promise of quality and reputation!

Presented in a compelling and consistent way, the EMCO Building Products brand resonates with our customers and builds loyalty with every positive interaction. A good brand doesn't just happen...it is a well thought out and strategic plan. Consistent and correct adherence to these standards is required to maintain the integrity of our brand.

# EMCO BUILDING PRODUCTS LOGO

## Primary Logo - Symbol & Wordmark

The EMCO Building Products logo is the key visual element in the EMCO brand identity. The logo is made up of the symbol and wordmark together. Strong preference should be given to using the full logo (symbol & wordmark together), however, when appropriate, or when space does not allow use of the full logo, the EMCO wordmark may be used alone. Acceptable color variations are available on pages 8 & 9.



## Acceptable Logo Variations

There are no acceptable variations for the EMCO Building Products logo layout; the symbol and wordmark should be used together when possible. Acceptable color variations are available on pages 8 & 9.

## Unacceptable Logo Variations

The EMCO Building Products logo and name must be used as shown in this manual. Altering the words, colors, or arrangement is a violation of the EMCO brand standards. The following logo variations are incomplete, outdated or incorrect and therefore not acceptable.



# EMCO BUILDING PRODUCTS LOGO

## Clear Space Requirements

The EMCO logo must clearly stand out wherever it appears. One way to ensure this is by maintaining clear space around the logo. No text, graphic elements or other visual distraction of any kind should invade this zone.

Clear space is developed from the height of the “S” in the word “PRODUCTS” in the logo, as shown below.

Please ensure that this clear space is maintained around the logo; more than an S-height of clear space is always acceptable. Also remember to leave an S-height distance between the logo and the edge of the page, sign or label where it appears.



## Size Requirements

Maintaining the legibility and integrity of the logo is very important, regardless of the application or manner in which it is reproduced. When determining logo size, legibility and integrity must not be compromised.

The minimum logo size is 1/4” in height (measuring the symbol). Care should be taken to maintain logo size in comparison to surrounding content on digital platforms.



## Background Applications

Priority should be given to white or solid color backgrounds so the logo is easily visible. Care should be taken when placing the logo over busy or colorful backgrounds. See pages 8 & 9 for reverse and alternate color options that may be a better choice for some backgrounds.



## Our Typefaces

Typography is one of the essential components of an effective identification program. The use of consistent typography throughout EMCO's marketing materials helps promote a unified image.

The Univers LT Std family is the primary typeface for EMCO branded materials and can be used for body copy, tables, headlines and more on stationery, advertisements, literature pieces, etc. For copy meant to communicate emphasis, Univers LT Std can be used in Bold or Bold Condensed.

Consider using color or size to differentiate type rather than an additional font.

## Preferred Fonts for General Use

abcdefghijklmnopqrstuvwxyz0123456789  
ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

Univers LT Std - Light

abcdefghijklmnopqrstuvwxyz0123456789  
ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

Univers LT Std - Light Condensed

**abcdefghijklmnopqrstuvwxyz0123456789**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789**

Univers LT Std - Bold

**abcdefghijklmnopqrstuvwxyz0123456789**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789**

Univers LT Std - Bold Condensed

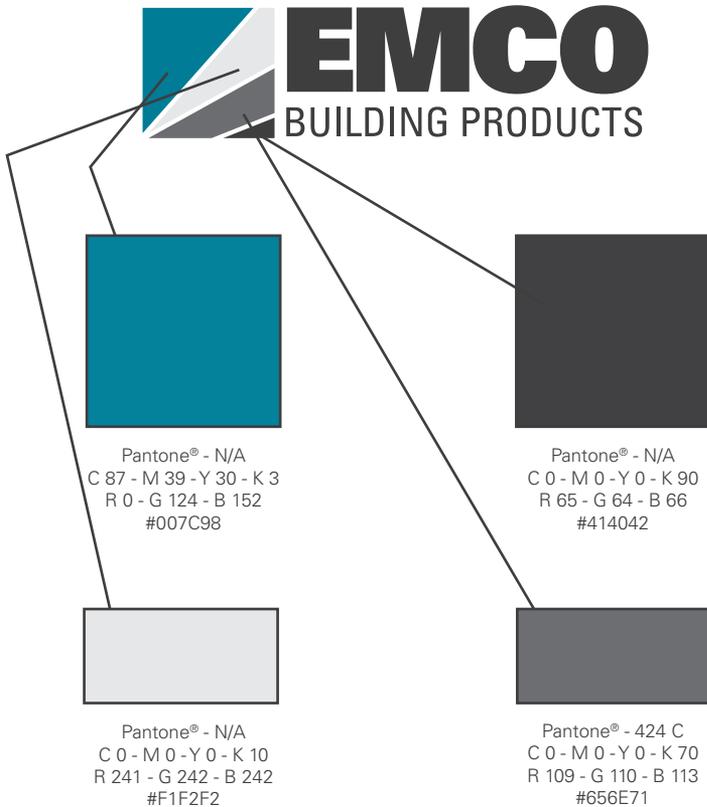
# BRAND COLORS

## Our Brand Colors

The EMCO Building Products logo is expressed in blue and three shades of gray. These colors were carefully selected to ensure the aesthetic quality and visibility of marketing materials.

Preference should be given to this palette and its compliments before any other colors. These colors can be used for a background, headline, etc. Black and white are also acceptable.

These colors must be used consistently across all internal and external communications. Great care should be taken to ensure accurate color reproduction when the logo is applied to all types of paper, materials, web, and broadcast channels.



# COLOR VARIATIONS & AFFILIATED LOGOS

## Acceptable Color Variations

Preference should be given to using the full logo (symbol & wordmark) in full color, as pictured at left, but that is not always possible. When printing capabilities or other limitations are present, use the variations below. The color variations below can be used with the full logo, as illustrated, or with the wordmark only.

## 1 Color Logo Variations



1 - Color - BLACK



1 - Color - Metal SPOT



1 - Color - BLACK at 90%, 70%, 50%, & 5%



1 - Color - Water SPOT



1 - Color - REVERSE  
Use on Black, Blue or Gray backgrounds.

## 2 Color Logo Variations



2 - Color - BLACK at 90%, 70%, 50%, & 10% & Water SPOT  
(Since the full-color logo is tints of black with a spot color, it is acceptable in this format for screen printing)

## Affiliated Logos

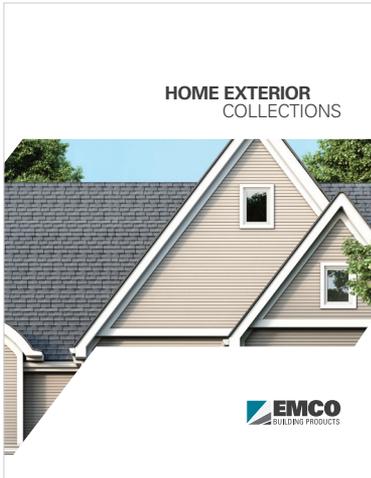
The following logos are often used in conjunction with EMCO products and are available for use from the EMCO marketing department.



# USAGE EXAMPLES

## Printed Communications

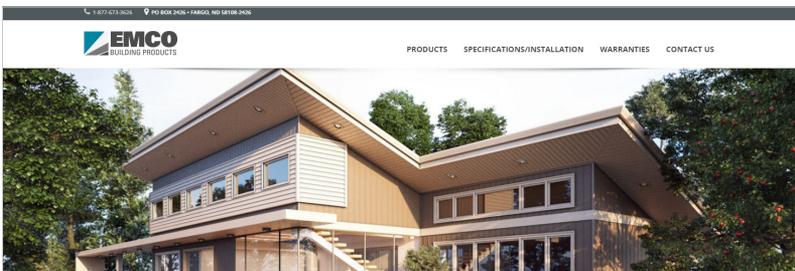
In almost all instances, printed communications coming from EMCO should use the full logo (symbol & wordmark) in full color. The logo should be prominently placed for easy recognition. The logo should only appear once on a side or page. These examples demonstrate how the logo interacts with the content of a printed piece.



## Online Communications

The EMCO website is one of the main ways we, as well as our dealers, present ourselves to the world. Any page that reflects EMCO creates an impression conveying who we are and what we do. Through the use of consistent images, graphics, color palettes, etc., we make certain the public knows when they are connected to an EMCO page and when they are not.

Should a dealer feature our products on their own company website, there are standards which apply to promote clear, consistent and effective communication for all EMCO audiences. Implementation of these standards will ensure that all web communications will be a recognizable part of our visual brand.



# USAGE EXAMPLES

## Branded Merchandise

Novelty items and other branded merchandise may use any of the acceptable logo variations, depending upon which colors and layouts are most appropriate. The logo should only appear on merchandise that fits within the approved color choices (please reference pages 8-9); for example, it would never be appropriate use hot pink t-shirts for EMCO branded merchandise, gray would be a better choice. If you have any questions, please contact the EMCO marketing department.



\* Merchandise pictured above are only examples, you are not limited to these products or colors.

## Display & Vehicle Graphics

Display and vehicle graphics should be consistent with EMCO branding in colors, typefaces and imagery.





**877-673-3626**

**EMCOBUILDINGPRODUCTS.COM**

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