

# SOUTHERN REWINDING BRANDING GUIDELINES

## Managing the Brand

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The Marketing Department at IES Infrastructure is responsible for the development and administration of these brand identity standards. Any logo requests, questions or concerns should be directed to: [marketing@ies-is.com](mailto:marketing@ies-is.com).

## Logo

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## Typography

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Calibri

Arial

***Esenka Black Italic font***

***Univers Next Pro Light***

Eastman Compressed Heavy

## Color Palette

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## Brand Colors



**Dark Blue**

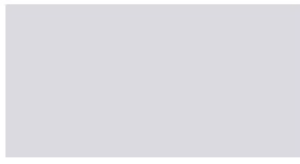
**RGB**

R	41
G	47
B	125

**4 - Color Process**

C	100%
M	97%
Y	18%
K	5%

**Web # 292f7d**



**Light Gray**

**RGB**

R	218
G	218
B	224

**4 - Color Process**

C	13%
M	11%
Y	7%
K	0%

**Web # DADA E0**



**Medium Gray**

**RGB**

R	103
G	108
B	116

**4 - Color Process**

C	62%
M	51%
Y	44%
K	15%

**Web # 676C74**



**Bright Red**

**RGB**

R	227
G	55
B	31

**4 - Color Process**

C	5%
M	92%
Y	100%
K	1%

**Web # e3371f**



**White**

**RGB**

R	255
G	255
B	255

**4 - Color Process**

C	75 %
M	68 %
Y	67 %
K	90 %

**Web # ffffff**

Consistent use of color is a major factor in creating and maintain a recognizable and memorable visual image Moreover, particular colors evoke particular responses, which visually support our positioning and attributes.

## Size Requirements

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### Minimum Size

*Minimum size: Offset printing*



1.75 inches

The logo should not be reproduced smaller than 1.75" in width in print applications.

*Minimum size: On screen use*



180 pixels

The logo should not be reproduced smaller than 180 pixels in width at 72 dpi in on screen applications.

## Approved Logo Variations

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### **Full Color Logo (preferred use)**

*Full Color (preferred use)*



The preferred use of the logo is the full original color of the logo. The one-color white logo may also be used on the approved colored backgrounds.

**White logo on approved color background**



*White logo on approved color background*

In applications where multiple colors are limited or unavailable, the logo may be reproduced either in black, or reversed to white on a dark background. Follow the guidelines herein.

**Black logo (limited use)**



*Black logo (limited use)*

Use of the one-color version should be limited and should not be used when the option of a full color positive version is available.

**White logo on dark background (limited use)**



*White logo on dark background (limited use)*

Only use authorized electronic artwork files when reproducing any of the logo configurations.

## Incorrect Usage

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**✘ Don't**



Don't condense, expand, or otherwise distort the logo. Always scale the horizontal and vertical percentage of the logo evenly.

**✘ Don't**



Don't add any typography or nomenclature to the logo that has not been approved by the Marketing Department.

✘ Don't



Don't change the color of the logo outside of what has been approved herein.

✘ Don't



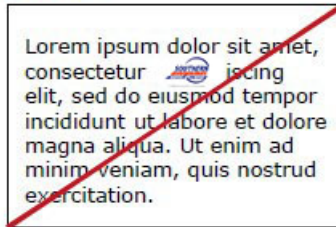
Don't rotate or change the orientation of the logo.

✘ Don't



Don't add other graphic elements to the logo.

✘ Don't



Don't use the logo in text or violate the protected space.

✘ Don't



Don't use the logo on a background that impairs readability.

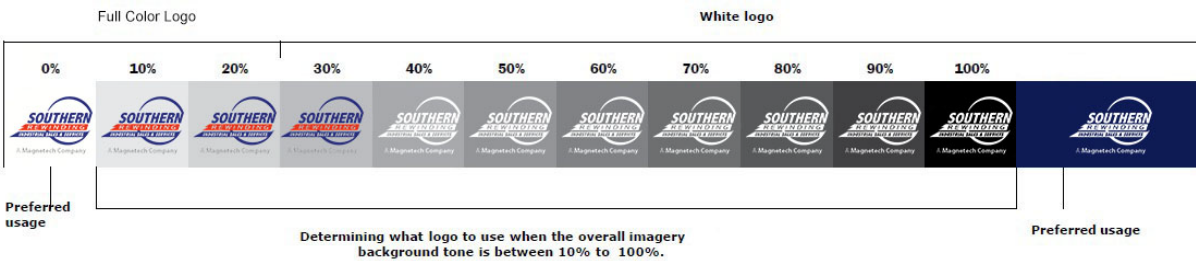
✘ Don't



Don't reverse only one part of the logo on a colored background. Always use the all-white logo on a colored background.

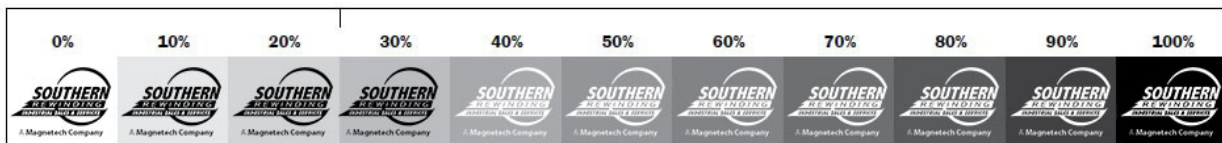
While this is not a complete list, the examples above illustrate some typical incorrect uses and variations to avoid. All logos must be used correctly to ensure that its visual impact and integrity are not diluted or compromised. Only reproduce the logo from the approved electronic artwork.

## Colored Background Use



The diagram above is intended to assist in determining which version of the logo should appear on a background. Solid white and approved color backgrounds provide the best contrast for the logos and are preferred. The full color logo should not be used on tones beyond 20% as it does not provide sufficient contrast to the background. If the logo must be used on a beyond 20% background or color, white version of the logo should be used in place of the color version.

## Black and White Background Use



The diagram above is intended to assist in determining which version of the one-color black logo should appear when using color is limited. Solid white and black backgrounds provide the best contrast for the one-color logos and are preferred. The one-color black logo should not be used on tons beyond 20% as it does not provide sufficient contrast to

the background. If the logo must be used on a tone beyond 20% grey, the white version of the logo should be used in place of the one-color version.

## Business Cards

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*Front*



*Back*

To ensure consistency in design and quality, all business cards must be ordered through your company contact. If you have questions regarding business card specifications or ordering process, please contact the Marketing Department.

## Apparel | Promotional Items

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In order to maintain a consistent brand identity, any and all apparel and promotional items must be ordered or approved through the Marketing Department.



## Fleet Vehicles

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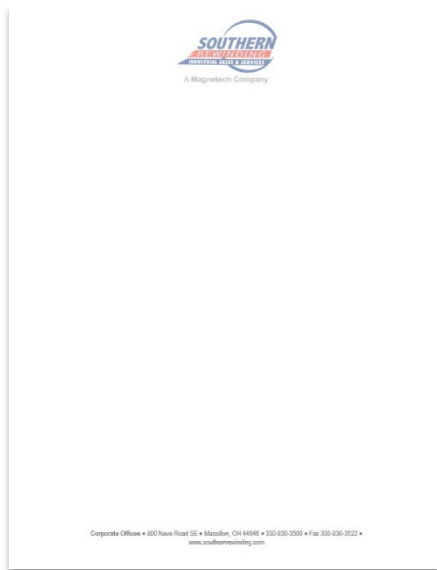


To ensure proper visibility, the company logo should be placed on both sides of the vehicle. The logo should be placed directly below the window. Where applicable, the company DOT number should be directly below the logo.



## Letterhead

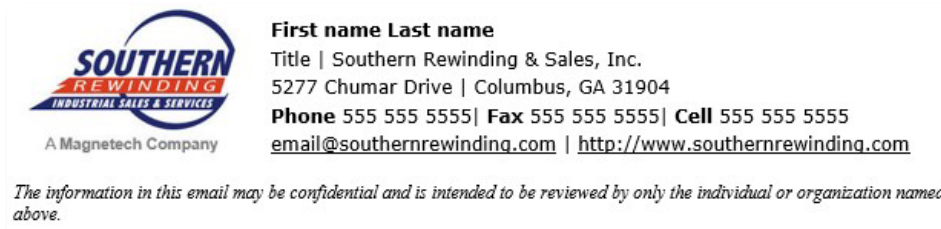
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All stationery items should be produced using quality paper that is: bright neutral white, smooth in surface, and a heavy enough weight so there is no “show-through”. For approved company letterhead templates, see the folder on the shared drive or contact the Marketing Department.

## Email Signatures

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Email signatures which are used to “sign” all company e-mail messages are to be consistent with our company templates. You may choose to use the logo in your signature or remain text only. Avoid using other graphic elements in e-mail messages. Graphic elements add significantly to the size of the e-mail files and seldom add significantly to the value of the content. Do not use sayings, slogans, icons, or quotations in your company e-mail signature. Avoid using personal stationary themes that can affect the readability of e-mail messages. E-mails sent from mobile devices should always have a professional signature.

If you have any questions or need the email template, please contact the Marketing Department at [marketing@ies-is.com](mailto:marketing@ies-is.com).