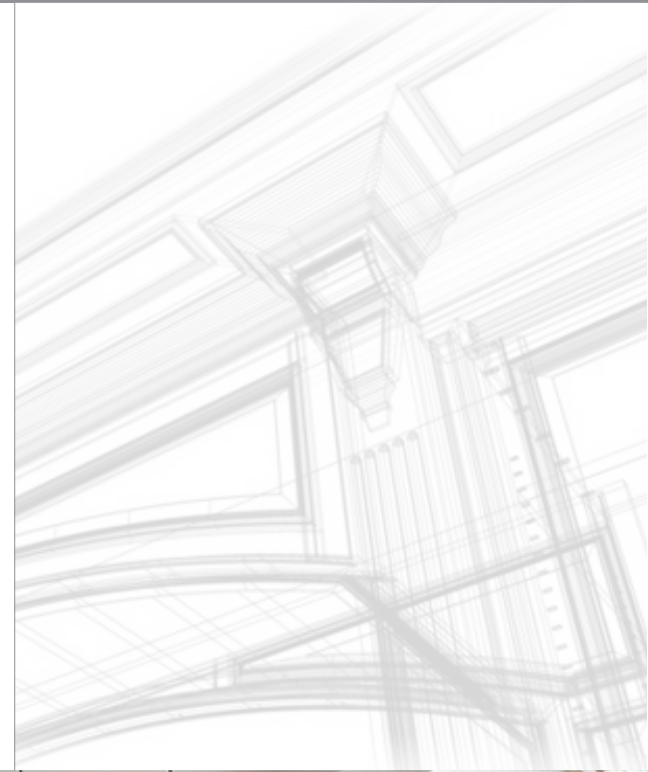


EchelonTM

CABINETS

Brand style guide



Logo

Approved Echelon Cabinetry logos for use in print materials, video and web.

PMS: Pantone Warm Red C and Cool Gray 9 C

CMYK: Warm Red (0 Cyan, 75 Magenta, 90 Yellow, 0 Black) and Cool Gray (0 Cyan, 1 Magenta, 0 Yellow, 51 Black)

RGB: Warm Red (242 Red, 101 Green, 49 Blue) and Cool Gray (145 Red, 145 Green, 149 Blue)



Echelon
CABINETRY

1"
smallest usage



Echelon
CABINETRY

If reversing the logo from a dark background use one of the versions shown below.



Echelon
CABINETRY

White and Pantone Warm Red C



Echelon
CABINETRY

Grayscale Reversed



Echelon
CABINETRY

White

Grayscale and 1-color logo

The Echelon Cabinetry logo may also print as grayscale or 1-color. The grayscale is preferred.

Logo colors: Pantone Black C or a 4-color rich black of CMYK (60,40,20,80)



Echelon
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Echelon
CABINETRY

Logo safety area

The Echelon Cabinetry logo should be surrounded by the appropriate amount of white space at all times. This space can be measured by using the height of the Echelon "E" as seen in the diagram below.



The "E" graphic

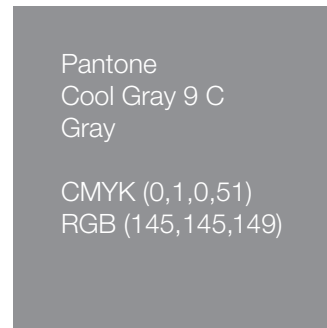
The Echelon Cabinetry "E" can be used as a graphic element. The lower half of the "E" or red corner angle, can also be extracted and used as a graphic element. See sell sheet layout guidelines for acceptable usage. Graphic colors: Pantone Warm Red C and Cool Gray 9 C



Brand colors

In utilizing the approved Echelon Cabinetry brand color palette, you must adhere to the established hierarchy. Primary brand colors are to dominate graphic treatments. Secondary brand colors are to be used for accent and to identify special features and programs.

Primary brand colors



Secondary brand colors



Typography

The Flama type family is the approved Echelon Cabinetry brand font. It includes specific weights for headlines, body copy and/or all other copy-related usage. Type can be reversed out of a solid color but cannot be placed over a product or logo. Preferred color usage is Pantone Cool Gray 9 C or black on a white or light background.

Flama Ultra Light
Flama Ultra-Light Italic

Flama Light
Flama Light Italic

Flama Book
Flama Book Italic

Flama Basic
Flama Basic Italic

Flama Medium
Flama Medium Italic

Flama Semibold
Flama Semibold Italic

Flama Bold
Flama Bold Italic

