

BRANDING GUIDE



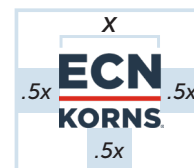
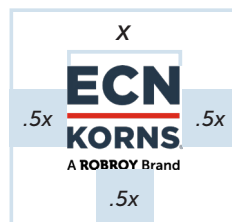
About the Guide

The purpose of this guide is to maintain consistency across all brand materials and communication. This cheat sheet should help teams and designers to maintain a unified brand identity, ensuring every touchpoint reflects the same visual style, regardless of medium.

About ECN/Korns

ECN/Korns, part of the Robroy Raceway Division since 1969, offers a complete line of products used in electrical applications including elbows, couplings, and nipples, as well as the original Korns Clamps. ECN/Korns also offers special radius elbows, available in various sizes, bends, and lengths.

LOGOS AND EXCLUSION ZONES



MINIMUM SIZE



INCORRECT LOGO USAGE

Don't add elements



Don't reorient



Don't add a drop shadow



Don't apply incorrect color



Don't use a logo color that blends into the background



Don't change typeface



Don't change letterspacing



Don't change proportions/ composition



Don't distort



Don't place on busy or complex backgrounds



COLORS

Primary Color
Pantone 485 C
C0 M95 Y100 K0
R218 G43 B31
#DA2B1F

Base Color
Pantone 7546 C
C88 M57 Y27 K65
R37 G56 B74
#25384A

Secondary Color
Pantone 6148 C
C13 M2 Y3 K0
R211 G225 B237
#D3E1ED



TABLE STYLE

Header Row One			
Header Row Two		Header Row Two	
Header Row Three	Header Row Three	Header Row Three	Header Row Three
Entry Data	Entry Data	Entry Data	Entry Data
Entry Data	Entry Data	Entry Data	Entry Data
Entry Data	Entry Data	Entry Data	Entry Data

PRIMARY TYPOGRAPHY

These font families are the go-tos of the ECN/Korns typographic system. These fonts are available through Adobe Fonts. If you do not have access to Adobe Fonts, please use the alternative typography list instead.

Museo Sans Display
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890

Museo Sans
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890

Museo Sans Condensed
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890

Museo Slab
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890

Museo Sans Rounded
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890

Museo Slab Rounded
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890

Aa Bb Cc Dd

ALTERNATIVE TYPOGRAPHY

The primary fonts may not always be available for certain applications such as Microsoft Word® or PowerPoint®. Aptos is the alternative font to Museo Sans and Museo Sans Display, but if it is unavailable, use Calibri. Aptos Serif is the alternative font to Museo Slab, but if it is unavailable, use Georgia.

Aptos
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890

Calibri
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890

Aptos Narrow
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890

Aptos Serif
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890

Georgia
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890

Aa Bb Cc Dd