

Brand Identity Style Guide

2013 Edition | Version 1.0



Our Brand Essence/Overview

Welcome to the 2013 Edition of the East Penn Brand Identity Style Guide. East Penn is a brand with a rich history of innovations and established culture. We create battery technologies for virtually any application around the world. Our 70-year history is an inspiring story of genuine american entrepreneurship. By following the guidelines outlined in this Style Guide, you can help continue to share the East Penn story while upholding the integrity of the brand.

The following content serves to strengthen our ability to craft expert and consistent communications across all branded materials. We manufacture batteries to exact standards, and our message should be of the same caliber. We are a culture that is deeply engrained in quality and that quality also applies to creating East Penn branded materials.

You, as an employee of East Penn, represent our brand to your fellow co-workers, our customers, or the public every day. With the latest edition of the Style Guide, you will have the necessary tools to communicate our message through professional campaigns, advertisements, and a variety of other communications. We appreciate your continued contributions and thank you for supporting us in building a strong East Penn brand identity.

Brand Identity Elements



Our Primary Logo

Our logo is one of our most valuable assets. To ensure that it represents our brand effectively, we must present it carefully and consistently across all channels of communication.

The preferred logo for the East Penn brand, pictured to the right, is the version that is recommended for most applications. This logo should be used in a way that maximizes recognition, association and memorability.

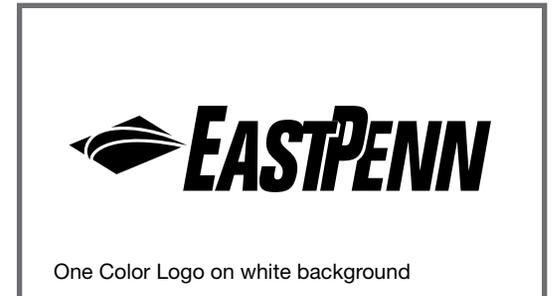
The spot colors used for the logo are Pantone 158 and Process Black. Please see the Color Palette page for instructions on how to reproduce these colors in CMYK and RGB.

The logo should be reproduced as specified in the following pages. In text, our brand name uses title-case lettering, for example, “the East Penn brand.”



Secondary Logo Color Versions

When it is not possible to use the East Penn logo with its preferred color palette, please use the alternate forms shown to the right.



Logo Clear Space and Minimum Size

Allowing our logo to stand out on a page, screen, or sign is vital to communicating our identity. The clear space or “breathing room” around the logo must be kept free of graphics, text, and other logos to maximize the impact of our identity. The minimum clear space around our logo is 1/2 times the size of the “N” in “East Penn.”



Our small-size logo exists for applications of such diminutive scale that the clarity and legibility of the preferred logo would be compromised. A specialized lockup has been developed to maximize viewing in smaller sizes. This lockup should only be used if sizing the East Penn logo at less than 1.75 inches. Do not minimize the logo less than 1 inch. If any application requires a small-size logo, please contact the advertising department to obtain the correct file.

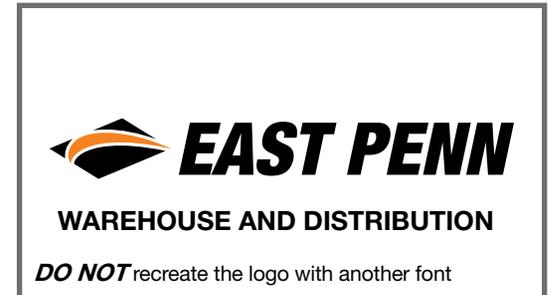
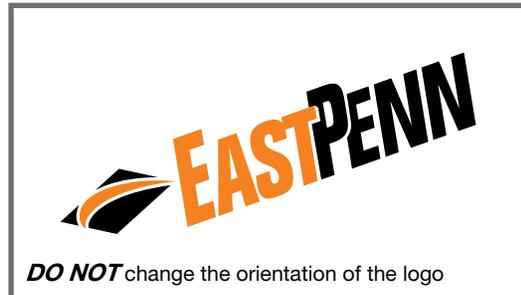
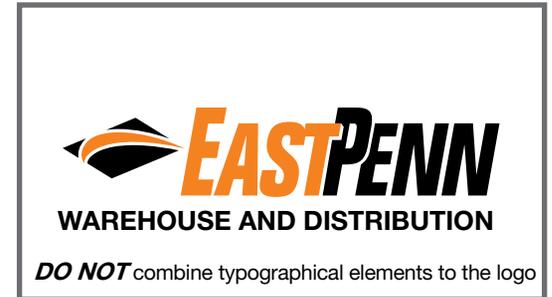


— Minimum Size 1.0 in. —

Logo – Improper Usage

Our logo should always adhere to the approved guidelines. Improper use of the logo dilutes our identity and compromises our ability to leverage and protect our brand.

The examples pictured to the right illustrate possible misuses of the logo.

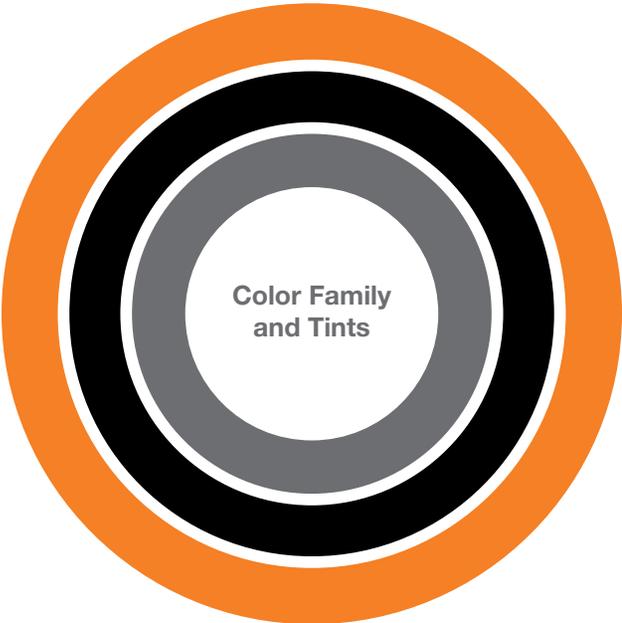


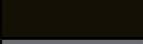
Color Palette

Inspired by the long history of the East Penn brand, our parent color palette comes from a range of hues that draw from the visual elements that our co-workers, customers and community have come to recognize.

Orange is the most popular color of the spectrum and denotes authority, dignity, heritage, and trust. The Black chosen for for the East Penn brand instills a solid foundation and is an integral part of the East Penn brand visual identity. The primary colors are Pantone 158 and Process Black.

The additional color hues are to be used minimally to achieve visual emphasis and identification. The screen tints are to be used within technical graphs and tables to highlight key information within a specific application and should always be used in tandem with their parent colors.



	PANTONE#	CMYK	RGB
	PANTONE 158	0 60 100 0	245 128 37
	PROCESS BLACK	0 0 0 100	35 31 32
	PANTONE BLACK TINT	0 0 0 70	109 110 113