

EVERWIN

TOUGHER FASTER SMARTER

Brand Guidelines



INSTRUCTION

A brand is more than just a logo or a slogan. It is a promise to our customers. This guideline was created help EVERWIN partners maintain an appropriate and consistent image for EVERWIN products. The details enclosed communicate ways in which we are identified both internally and externally.

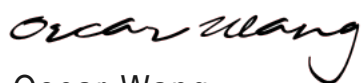
In the pages that follow, you will find guidelines for implementing the core elements of the EVERWIN brand to ensure that we optimize their impact. If you are involved in preparing communications for the company, it is important to understand and follow these guidelines.

By presenting ourselves and our products with a consistent and unified visual identity and message, we are building positive momentum—and a stronger future for our partnership.

If you need additional assistance or information on how to apply these guidelines, please contact Brand Marketing.

Thank you for your involvement in sustaining and building the EVERWIN brand.

Sincerely



Oscar Wang
Senior Visual Designer

SLOGAN

EVERWIN's slogan is a representation of how its tools are built and the way its business is managed.

PRODUCT NICHE

Tools engineered with ruggedness to keep up with the most demanding operations 24/7.

TOUGHER

BUSINESS MODEL

Staying tough in this competitive climate through planning and constant adjustment.

PRODUCT NICHE

Products built to precise standards to maximize operating speed. Most don't care about the difference between 14 shots/ second vs. 15 shots/second, we do.

FASTER

BUSINESS MODEL

Quickest tool/parts delivery from any direct tool manufacturer in business today.

PRODUCT NICHE

Practical innovations to help make the job of EVERWIN users easier and more efficient.

SMARTER

BUSINESS MODEL

Incremental renovation on our business model to help make doing business with EVERWIN simple.

It is preferable to use the primary color configuration hereunder in most occasions.



PRIMARY COLORS

To the right are primary colors that represent EVERWIN. They're used to construct the logo and word mark and may also cover large surface areas.

These should be the first and sole choices when selecting colors.

Please avoid using other colors unless approved by EVERWIN's marketing department.



C	100	R	0
M	83	G	5
Y	10	B	61
K	65		

Pantone 2768C

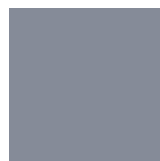
HEX #00053D



C	10	R	207
M	100	G	16
Y	80	B	50
K	0		

Pantone 199C

HEX #CF1032



C	55	R	113
M	43	G	139
Y	33	B	152
K	0		

Pantone 430C

HEX #858B98



C	0	R	0
M	0	G	0
Y	0	B	0
K	100		

Pantone Black 2C

HEX #000000



C	0	R	255
M	0	G	255
Y	0	B	255
K	0		

HEX #FFFFFF

LOGO USAGE GUIDELINES

To the right are approved background colors that may be placed underneath EVERWIN logos printed in white.

(A)
Blue Pantone 2768C

(B)
Red Pantone 199C

(C)
Standard Matte Black

(D)
Grey Pantone 430C

(E)
The recommended size scale between the EVERWIN logo and the color block it is placed upon is 2:3.



A



B



C



D



E

LOGO USAGE GUIDELINES

(A)

Do not alter the color of the logo.



A



B

(B)

Do not add text shadows.



C



D

(C)

Do not place radii greater than R3 around color blocks the logo is placed on.

(D)

Do not alter the background color of the logo outside suggested official EVERWIN colors.



E



F

(E)

Do not hollow out the logo on top of a photo.



G

(F)

Do not add outlines on the logo unless advised.

(G)

Do not twist the shape of the logo.

FONTS

Agency FB(Bold) is the primary font for EVERWIN. This font is recommended for headlines and slogans in printed materials and online.

Arial (Narrow) is displayed in combination with Agency FB(Bold) to help communicate secondary message to the readers alongside Arial (Narrow).

Please avoid using other fonts unless approved by an EVERWIN's marketing department.

Agency FB(Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%^&*()

Arial (Narrow)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%^&*()



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