



Intermatic Brand Guidelines





SINCE 1891, Intermatic has been a family-owned business dedicated to delivering products and superior customer service to the markets it serves. A comprehensive product portfolio offers a wide range of solutions for facility management, municipalities, manufacturing, agriculture, and construction.

As the company continues research to gain greater insight into their customers' and consumers' perspectives, some general brand guidelines need to be established to create cohesion and a baseline for moving forward. When presented consistently, both the brand and customer experience are strengthened.

Version 1.0 of the Brand Guidelines was produced to begin building a stronger and standardized design and production process. As key selling tools, it is essential that all marketing elements are properly executed according to brand standards. Using the same design tools consistently – fonts, imagery, logo and colors – better positions the brand in the market and reinforces a message of trustworthiness.

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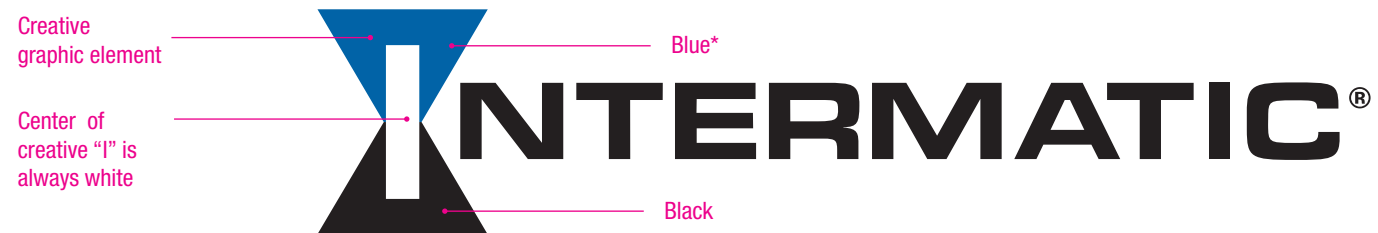
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INTERMATIC LOGO

Horizontal Logo

Initial feedback from brand research indicates resonance among distributors with the creative “I” shape of the Intermatic logo. The white area of the “I” within this graphic element is always paper white; it is never transparent. The Intermatic logo should never be altered or rebuilt. It must appear horizontally, parallel to both the bottom and top of the page.

Use the height of the letter C in the Intermatic logo to create a clear space along all sides of the logo. In tight areas, use one C as a minimum; when space permits, use up to three Cs for maximum clearance.



Clear Space for Stacked Logo



* See pages 10 and 11 for blue color breakdowns

INTERMATIC LOGO

Color Options

The 2-color blue (PMS 300) and black art shown below is the preferred Master Logo for Intermatic. For one-color printing, an alternative, one-color black or blue logo is available. **For printing purposes, try to avoid a CMYK breakdown of the PMS 300 whenever possible.**

Master Logo



2-color version (PMS 300 and black)

Alternative Logo (1 Color Versions)



1-color version (black with 60% tint)



1-color version (PMS 300 with 60% tint)



1-color version (black)



1-color version (PMS 300)

INTERMATIC LOGO

Logo on a Background

Place the logo on a white or a 20% screen of black or blue background, as shown below. Do not place the logo over a photograph or any other color background. At this time the Intermatic logo **may not** be used in reverse applications.



Over 20% Black



Over 20% PMS 300

Incorrect Uses of Logo Placement



INTERMATIC LOGO

Stacked Logo

As opportunities to promote the Intermatic brand become more frequent through in-store signage or social media, such as Facebook, Youtube, LinkedIn, and Twitter, consistent use of the logo is important. A stacked version of the logo will help ensure readability and visibility across different mediums as well as on different devices. The creative graphic element is never to be used as a "stand-alone." The Master Logo should never be altered or re-built, and should be used in its entirety: the words "Intermatic" always need to appear below the creative graphic element. The white area of the "I" within the creative graphic element should always have a paper white background; it is never transparent.

Use the height of the letter C in the Intermatic logo to create a clear space along all sides of the logo.

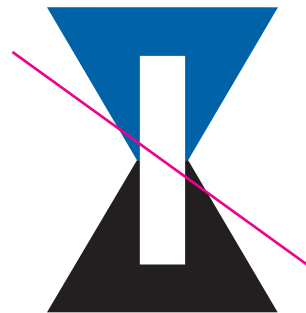
In tight areas, use one C as a minimum; when space permits, use up to three Cs for maximum clearance.

Master Stacked Version

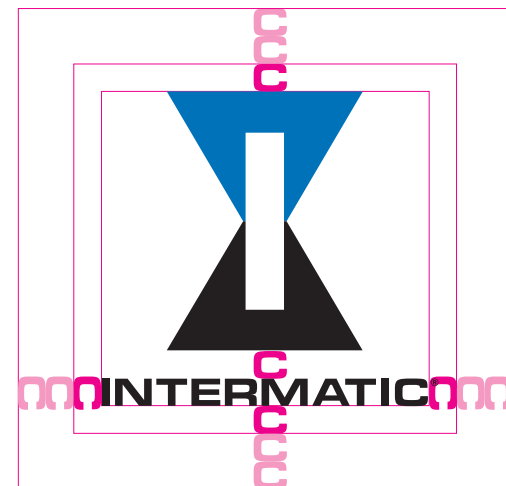


2-color version (PMS 300 and black)

Incorrect Use of Stacked Logo



Clear Space for Stacked Logo



When using the stacked logo, please consult with the Creative Team for review and approval.

INTERMATIC LOGO

Promotional Give-aways

While the blue and black version is always the preferred logo to represent Intermatic, this version translates into a 3-color print job on give-aways, which may not always be feasible. For 2-color applications, black and white or blue and white is acceptable. Keep in mind when white is in the creative “I” it is considered a color. For 1-color applications, the logo can be white when printing over dark colors.

Master Logo (black, white, and PMS 300)



Master Stacked Logo Also Permissible



Alternative Logo Color Versions



2-color version (black and white)



2-color version (PMS 300 and white)



1-color version (white)

When placing the Intermatic logo on give-away items, please consult with the Creative Team for review and approval.

INTERMATIC LOGO

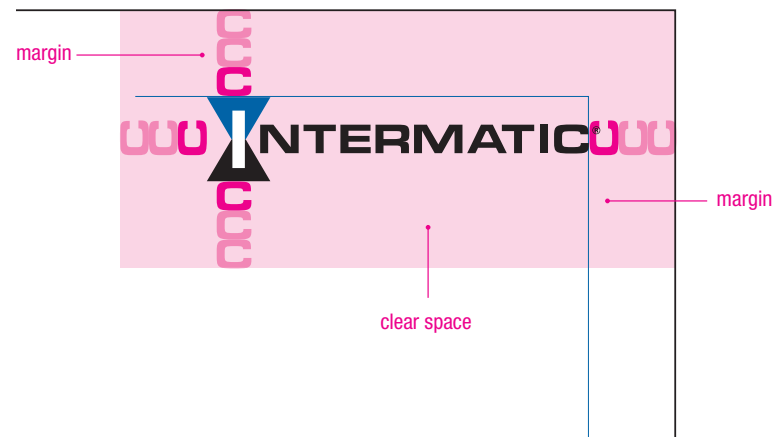
Clear Space

To maximize recognition and maintain its integrity, the logo should always be surrounded by an area of clear space around the outermost points of the Intermatic logo — from the upper left tip of the blue-outlined triangle to the far right curve of the Intermatic C. No other elements or information should encroach upon this area. Use the height of the letter C in the Intermatic logo to create a clear space along all sides of the logo, up to three Cs for maximum visibility when space allows and a minimum of one C in tight areas.

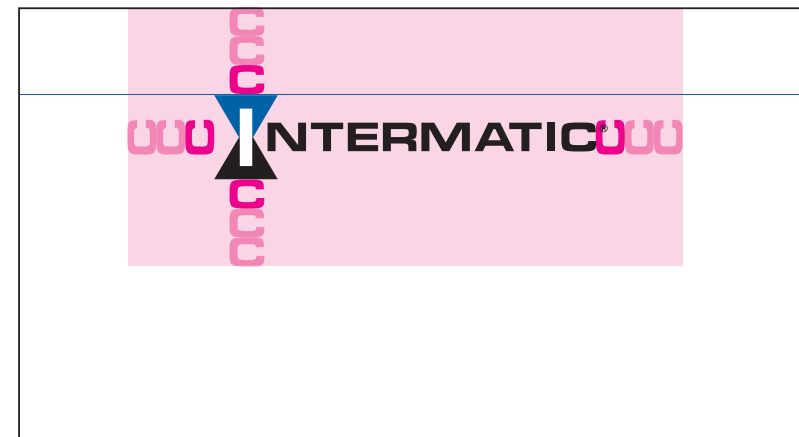
Preferred Placement

In printed collateral, the logo should always be placed prominently on the front cover of the piece, preferably positioned at the top or bottom right corner and never smaller than one inch in width.

Preferred Placement Right Side



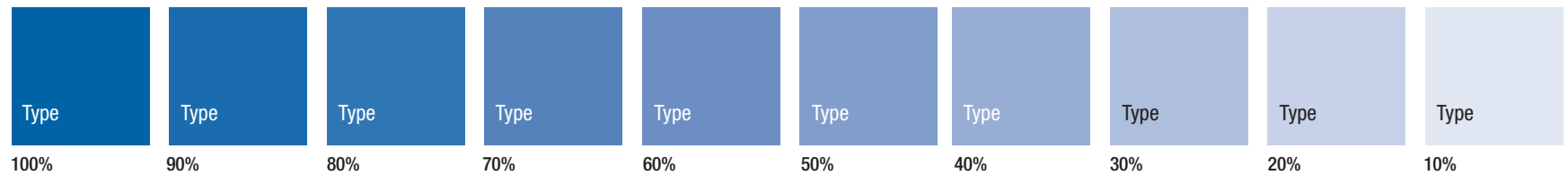
Alternate Placement Centered



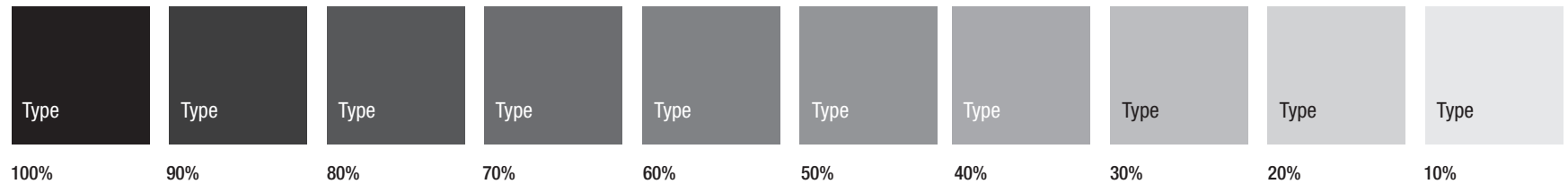
INTERMATIC PRIMARY COLOR PALETTE

The primary color palette consists of blue and black. PMS 300 should always be the primary color on a piece, along with black. Tints are acceptable in increments of 10%.

PMS 300

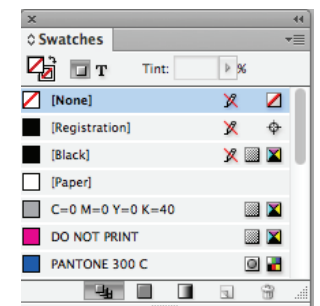


Black



NOTE:

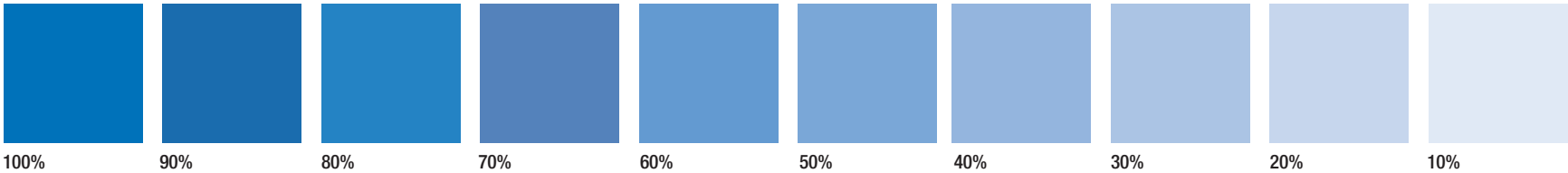
To avoid confusion, remove all unused colors from the InDesign or Illustrator swatches palette before making press-quality PDFs or sending to a printer. Only the colors used in a design should appear in a native file.



INTERMATIC CMYK/RGB COLOR PALETTE

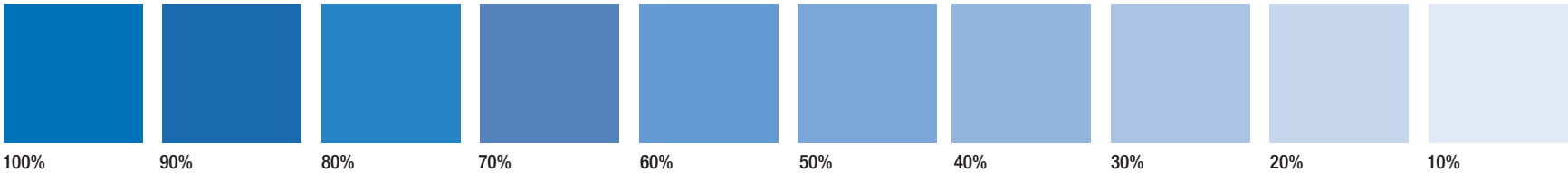
Tints are acceptable in increments of 10%.

CMYK Breakdown of Intermatic blue (C100 M48 Y0 K2)

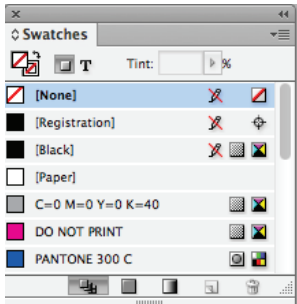


NOTE: This is different from the Pantone breakdown

RGB Breakdown of Intermatic blue (R0 G113 B185)



NOTE:
To avoid confusion, remove all unused colors from the InDesign or Illustrator swatches palette before making press-quality PDFs or sending to a printer. Only the colors used in a design should appear in a native file.



TYPOGRAPHY

Typography is an important component of creating and supporting the brand identity. Using type consistently throughout all communications strengthens the equity of the Intermatic brand and creates better clarity around the message for each piece.

Font family

Helvetica® is one of the most well-known and popular typefaces in the world. It's been used for every typographic project imaginable, not just because it is on virtually every computer. Helvetica is ubiquitous because it works so well. The design embodies the concept that a typeface should absolutely support the reading process – that clear communication is the primary goal of typography. In 1983, Helvetica was redrafted and re-released as the Neue Helvetica family. Because of its appearance, legibility, and usefulness, Intermatic uses Helvetica Neue LT STD for all marketing collateral.

Helvetica Neue LT STD 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TYPOGRAPHY

A maximum of five typefaces only are permissible on a piece.

Helvetica Neue LT Std 57 Condensed will only be used in specification charts, catalog ordering tables, or legal type.

The five typefaces to select from include:

Helvetica Neue LT Std 45 Light

Helvetica Neue LT Std 46 Light Italic

Helvetica Neue LT Std 55 Roman

Helvetica Neue LT Std 56 Italic

Helvetica Neue LT Std 75 Bold

Fonts for charts:

Helvetica Neue LT Std 57 Condensed

Helvetica Neue LT Std 67 Medium Condensed

The font should remain intact in its purest form: no stretching, kerning, condensing, outlining, or shadowing is allowed.

~~Helvetica~~

~~Helvetica~~

~~Helvetica~~

~~Helvetica~~

* In some instances, such as PC-based programs or html, Helvetica is not an available font. In those cases, please default to the Arial font family.

TYPOGRAPHY

Headlines and Descriptors

Copy is preferably left aligned, with the headline in a larger point size than the descriptor.

Examples:

NEW! Weatherproof covers protect all types
of environments.

Now available in custom colors!

**NEW! Weatherproof covers protect all types
of environments.**

Now available in custom colors!

Intermatic Education

How homeowners and small businesses can
protect themselves from loss.

TYPOGRAPHY

Setting Body Copy

It is preferred to set body copy at 10/16 and left aligned in 45 Light or 55 Roman. Technical documents or content-heavy collateral may require tighter leading, 10/12, as shown below right. Subheads should be set in 75 Bold and at the same point size and leading of the body copy. Use one return between paragraphs.

Master Body Copy. Set as 10/16 with 45 Light

Utat faceario.

Ut ped mos qui tem faceper natio. Ut ex explaccabo. Fic temolendio millabo. Nam quis porepud aessequo cus cone la quossimil int hit enim quia ipsus. Onse vitatectotat explam, tem eum quia diorpor eceperum voluptat ut intiasp iciditios non nes magnimus modisimi, solut ad quiatum qui il impor anis dem et doluptas experiaerum vollacc ullorereicti nihicid mi, acest voluptam lam.

Ut ped mos qui tem faceper natio. Ut ex explaccabo. Fic temolendio millabo. Nam quis porepud aessequo cus cone la quossimil int hit enim quia ipsus. Onse vitatectotat explam, tem eum quia diorpor.

- Set main bullets at the same point size and leading as body copy, use the solid circle shape.
 - n-dashes may be used for secondary lists.
- Align 2nd line of copy with 1st line and indent after bullet.

Alternate Body Copy. Set as 10/12 with 45 Light

Utat faceario.

Ut ped mos qui tem faceper natio. Ut ex explaccabo. Fic temolendio millabo. Nam quis porepud aessequo cus cone la quossimil int hit enim quia ipsus. Onse vitatectotat explam, tem eum quia diorpor eceperum voluptat ut intiasp iciditios non nes magnimus modisimi, solut ad quiatum qui il impor anis dem et doluptas experiaerum vollacc ullorereicti nihicid mi, acest voluptam lam.

Ut ped mos qui tem faceper natio. Ut ex explaccabo. Fic temolendio millabo. Nam quis porepud aessequo cus cone la quossimil int hit enim quia ipsus. Onse vitatectotat explam, tem eum quia diorpor

Copyright / Part No. re-ordering type should be 7 pt. and left justified at the back, bottom left corner

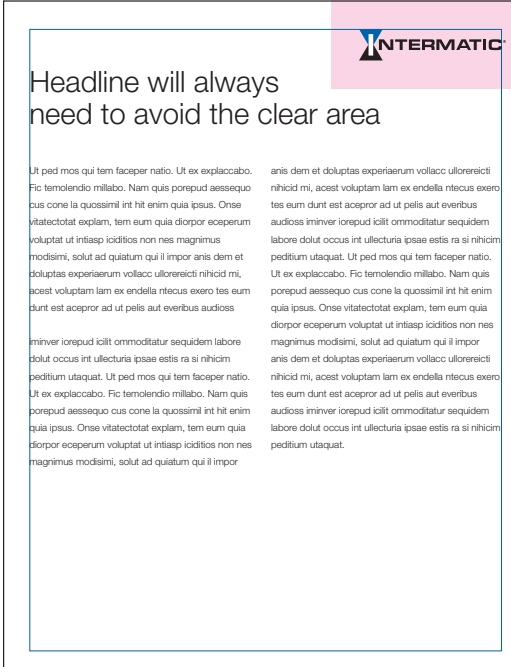
LAYOUT

Column Formatting for Print Collateral

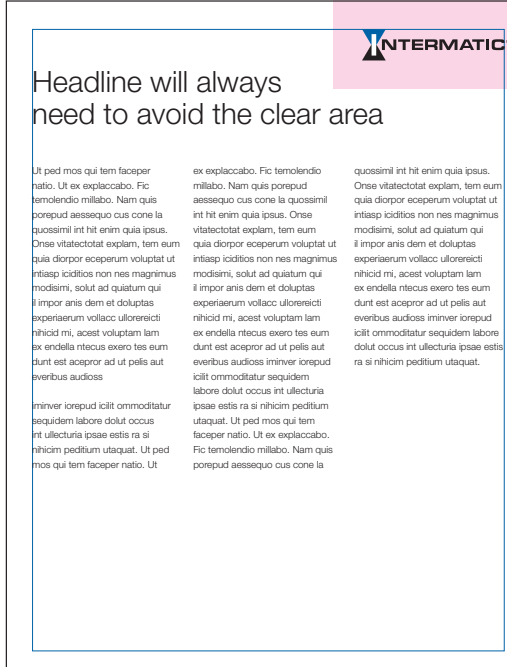
Body copy should always be in even one, two- or three-column formats. This doesn't mean that only one style is allowed on a piece; the column format can be combined to best fit the content and design. Every file needs to be built cleanly and consistently with other files in process.

InDesign and Illustrator files should have an even margin and bleed on all sides.

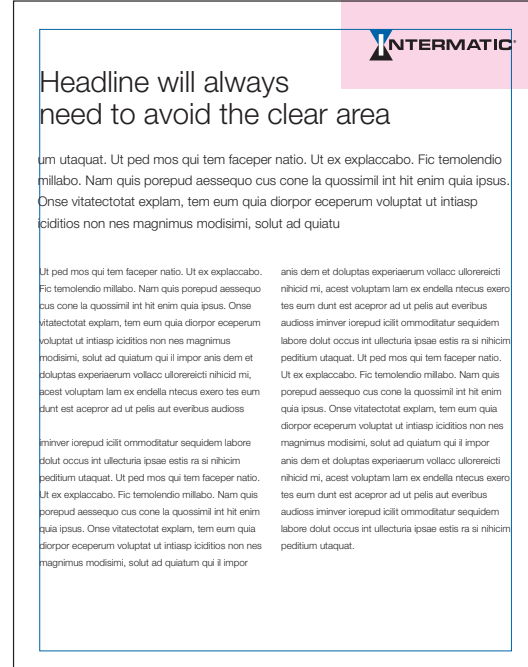
2 column



3 column



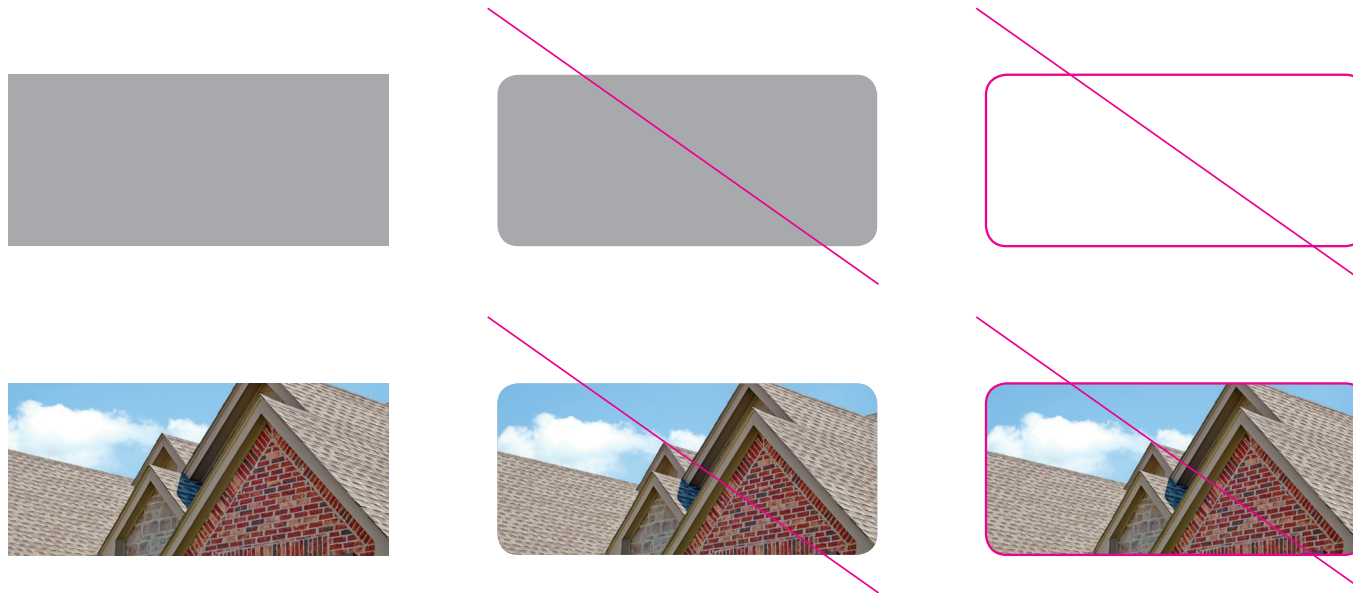
Mixed columns (1 and 2 column)



LAYOUT

Boxes (picture and colored)

In print, box corners are always squared; not rounded. Boxes generally do not need a rule; however, there may be instances where it is needed to separate a light background and to define it against the white space of the page. For those instances, use a .25 rule



Rules (weights)

Thicker rules can be distracting, but in charts, a heavier rule may be necessary to distinguish rows or columns. In general, use a .25 or .50 rule.



LAYOUT

Footer

The copyright, Part No. for collateral re-ordering, company address, and website are treated as a footer at the bottom or end of a creative piece. The "Connect with us" information aligns with the baseline of the bottom of the creative graphic element, not lower than it. It is important to reinforce the many ways customers can connect with Intermatic through social media. Please consult with Intermatic for direction on which icons to include on a marketing communication piece. Not all icons are applicable to all audiences. If you are using social icons, they should be anchored along the bottom left corner — opposite from the logo — and on the same baseline as the the letters in Intermatic. The icons should be sized to be the same height as the C in Intermatic.

Sample without icons

 Connect with us: Intermatic.com
©2014 Intermatic Incorporated 300AB12345



Lower right corner

Sample using full set of icons

Connect with us
      
Intermatic.com
©2014 Intermatic Incorporated 300AB12345



Lower right corner

Sample using limited set of icons

Connect with us
   
Intermatic.com
©2014 Intermatic Incorporated 300AB12345



Lower right corner

NOTE: Whether using some or all of the social media icons, always follow the order of the icons as they appear displayed in the full set example above.

Contact Us

Thank you for your support in strengthening the Intermatic brand through consistency. We are excited to build upon these standards as we evolve the brand and grow as a company.

The Intermatic Digital and Creative Manager is available to support you with any questions you may have on the interpretation of these guidelines, applications not covered in this booklet, or for access to any logos, fonts, or photos that you may need.

