

Encompass Supply Brand Standards

Color

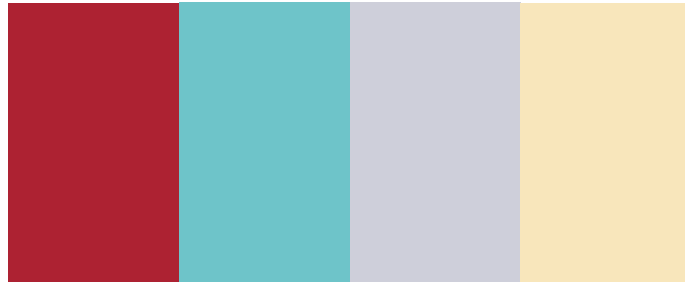


Safety Yellow

CMYK
1/15/91/0
RGB
251/211/54
HEX
fad335

Rich Black

CMYK
80/68/66/91
RGB
0/0/8
HEX
000007



Brick Red

CMYK
32/100/100/2
RGB
173/34/50
HEX
ac2231

Sky Blue

CMYK
53/0/15/0
RGB
110/196/201
HEX
6ec4d7

Steel Grey

CMYK
6/5/0/13
RGB
206/207/218
HEX
ceefd9

Sand

CMYK
2/8/29/0
RGB
249/230/187
HEX
f8e5ba

Fonts and specifications

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog. Ro tem ullorero dolor sam que pren tler poreperum quamet que.

The quick brown fox. Rumquam, sunt, to excearum ipitae voles eicieture doluptis ant liti nestion ecepelic tem ut reicimi, sin comni reremporepre lita denim est enit faccusc ietur? Quibeate prateni endempero impo-

reperum quamet que rerro dest, officae. Ut velictum qui alia dolupid quasi audandae derum quodio eius re sumque conemoles mos abo. comni reremporepre lita denim est enit faccusc ietur? Quibeate prateni endempero imporeperum quamet que rerro dest, officae. Ut velictum qui alia dolupid quasi audandae derum quodio eius re sumque conemoles mos abo.

Headline: Alpha Slab One. **Subhead:** Poppins Extra Bold 10 pt. **Text:** Poppins Regular 10/13 pt.

Logos and tagline



Preferred logo is 1.) **ES_LOGO_TAGLINE**; Logo 2.) **ES_LOGO** stand alone; 3.) **ES_TAGLINE** appropriately sized in relation to the logo to maintain legibility; 4.) Tagline shown illegible; 5.) Avoid distorting the logo.

File formats are **.jpg** [jay-peg] and **.png** [P-N-G or ping]. **.png** files are preferred because they are scalable up or down. They can also be transparent. Logo background should only be white or Sky Blue. **.jpeg**'s are primarily used for digital applications because they are the smallest file size, making them best for web applications and social media since they also load the quickest. They cannot be scaled higher and they have a white background.

Knock-out/phantom



ES_LOGO_TAGLINE_KO



ES_HARD_HAT_KO



ES_LOGO_KO

Built on great service.

ES_TAGLINE_KO

Animated logo file formats



ENCOMPASS SUPPLY_SONIC CLIP_WHITE.mp4
Video. Sound track is a clip from Sonic Music and hard hat sound effects.

ENCOMPASS SUPPLY_SONIC LOGO_WHITE.mp4
Video. Sound track is Sonic Logo and hard hat sound effects.

ENCOMPASS_WHITE.gif
For social media. **.gif** [G-I-F] files do not support sound.



ENCOMPASS SUPPLY_SONIC CLIP_BLUE.mp4
Video. Sound track is a clip from Sonic Music and hard hat sound effects.

ENCOMPASS SUPPLY_SONIC LOGO_BLUE.mp4
Video. Sound track is Sonic Logo and hard hat sound effects.

ENCOMPASS_BLUE.gif
For social media. **.gif** [G-I-F] files do not support sound.

Hard hat icon



ES_HARD_HAT_SHADOW.png
ES_HARD_HAT_SHADOW.jpg

Use at your discretion. Should not be used in place of the logo.