



Brand Guidelines



Welcome to ErectaStep's visual identity. We created this document to give you a deeper understanding of the ErectaStep brand. It offers guidance to help you apply it to everything we do. Use these guidelines to help navigate our requirements for usage of logos, colors, typography, and photography.

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INTRODUCTION

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About Us

At ErectaStep, we don't just create innovative products, we're revolutionizing safety.

ErectaStep's experience building metal stairs and access platforms goes back over 20 years. We're leading the industry when it comes to design and innovation for all types of metal stair kits, in a variety of industries, from petrochemical to manufacturing and commercial.



LOGO

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Primary Logo

Full-Color Logo

Our full-color logo is at the core of our visual identity and should be used whenever possible. Consistent use of the full color logo is essential to strengthen brand recognition. The full-color logo should only be used on light backgrounds or our brand Yellow background.



Single Color Applications

Alternative one-color options below are allowed. Select the logo that has the most contrast to the background for optimal legibility.



Primary Logo

Blue Primary Color Logo

The blue primary color logo is an alternative to our full-color logo. It should only be used on light backgrounds or our brand Yellow background.



Yellow Primary Color Logo

The yellow primary color logo is an alternative to our full-color logo. It should be used on dark backgrounds or our brand Blue background.



Note:

Please note the difference in our brand mark in the full-color and blue primary color logos vs. the single color applications and yellow primary color logo. The brand mark in the full-color and blue primary color logos should always appear with the blue outline around.

Logo Specifications

Clear Space

The ErectaStep logo is always positioned in clear space for impact and legibility. A clearance space equal to the height of the logo applies around the logo. No other element should inflict this area. There may be exceptional moments where the clear space can be minimized in order to increase the size of the logo. In this case, a clear space equal to 1/2 of the height of the logo is required.



Minimum Size

The ErectaStep logo should not appear smaller than 0.1875", or 14 px, from the baseline to ascender height. Sizes below this height can damage the logo's integrity.



Incorrect Logo Usage

Common Misuses

To preserve the integrity of the ErectaStep brand, make sure to apply the logo correctly. Altering, distorting, or redrawing the logo in any way weakens the power of the image and could create customer confusion.



Do not alter the logo colors.



Do not rescale the logo components.



Do not rearrange the logo layout.



Do not omit the brand mark.



Do not stretch the logo.



Do not squeeze the logo.



Do not omit the outline around the brand mark on full-color and blue primary color logos.



Do not add effects to the logo.



Do not add any other text to the logo.



Do not place the logo on a background without significant contrast.



Do not place the logo on top of a photo without significant negative space or contrast.

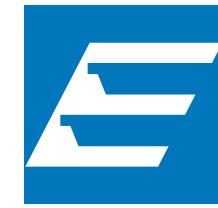


Do not rotate, invert, spin, angle, or pivot the logo.

Logo Variations

Brand Mark

Both versions of the ErectaStep brand mark can be used in square or round spaces, as a favicon, or as the profile picture for social media platforms.



Partnership Logos

For partnerships, we lock up the ErectaStep logo with a partner logo, using 'l' in the clear space between logos. Clear space should be equal to 1/2 of the height of the logo applied on both sides of 'l'. 'l' should be the height of the ErectaStep logo, and should appear in black. Partner logos are aligned to the baseline of the logotype.





COLOR

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Brand Colors

Primary

Our primary palette is the core of our brand identity. The palette consists of Blue, Yellow, and Black.

Use these to ensure that your materials remain consistent with the ErectaStep brand.



Blue

CMYK 100/46/2/0
RGB 0/118/187
HEX #0076bb
PMS 3005



Yellow

CMYK 0/2/99/0
RGB 253/217/0
HEX #fdd900
PMS 108



Black

CMYK 0/0/0/100
RGB 0/0/0
HEX #000000
PMS Black 6 C

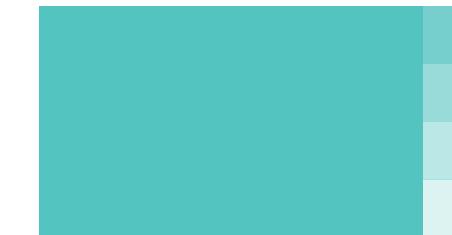
Secondary

Our secondary palette provides additional flexibility when brand context is already established. The palette consists of Ocean, Teal, and Smoke.



Ocean

CMYK 100/91/33/26
RGB 4/41/97
HEX #042961
PMS 648 C



Teal

CMYK 61/0/29/0
RGB 84/196/193
HEX #54c4c1
PMS 3258 C



Smoke

CMYK 20/12/13/0
RGB 201/208/210
HEX #c9d0d2
PMS Cool Gray 2 C

Color Usage

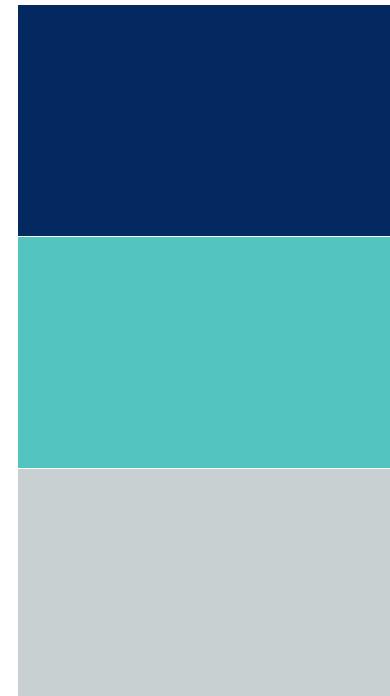
Primary

This palette should be used for the majority of our communications.



Secondary

These additional colors compliment our primary colors, and can add moments of vibrancy.



Gradients

Dark, medium, and light gradients can be used throughout our brand textures on marketing materials. The gradient should be set at a 62.5° angle.



Accessibility

Accessibility is important — use color contrasts that are visible for users who are colorblind. Always use a background color and foreground/text color that meet the web accessibility standards for color contrast.

You can check color contrast using a tool like the WebAIM Color Contrast Checker (<http://webaim.org/resources/contrastchecker/>).

ErectaStep

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.

ErectaStep

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.

Ready to Ship

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.

Products

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.



TYPOGRAPHY

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Overview

Headlines

Headlines are set in Montserrat Extra Bold.

Subheads

Subheads are set in Montserrat Light or Bold.

Body Copy

Body copy is set in Montserrat Regular and should always be left-aligned.

Tracking and Leading

Tracking on both headlines and body copy should be set to 0 with optical kerning.

Headline

Montserrat Extra Bold, 24 pt

Subhead

Montserrat Light, 16 pt
(can also be Bold)

Body

Montserrat Regular, 12 pt

Quote

Montserrat Black, 16 pt

Name

Montserrat Bold, 12 pt

Title and Company

Montserrat Regular, 10 pt

Legal

Montserrat Regular, 8 pt

Headline text example

Subhead lorem ipsum dolor sit amet
consectetuer adipiscing elit, sed do
eiusmod.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do
eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut
enim ad minim veniam, quis nostrud exercitation ullamco laboris
nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in
reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla
pariatur. Excepteur sint occaecat cupidatat non proident, sunt in
culpa qui officia deserunt mollit anim id est laborum.

**“Lorem ipsum dolor sit amet,
consectetuer adipiscing elit,
sed do eiusmod tempor
incididunt ut labore et
dolore magna aliqua.”**

First Last Name

Title, Company

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Typefaces

Primary Typeface

Our primary typeface is Montserrat.

**Aa
Bb**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 {[(&)]}*,:;?!/\·¶@®©™
«»«“”„”„”... ——_++<=>≠≤≥±×÷—∞~≈°
\$¢£¥€§#‰°

Type and Color

Primarily use black or white type. Blue and Yellow can be used for headlines and subheadlines only. Choose the colors based on optimized legibility.

Style and Weights

Light
Light Italic
Regular
Italic

Bold
Bold Italic
Extra Bold
Extra Bold Italic

Typefaces

Secondary Typeface

Our secondary typeface is Source Sans Pro. It can be used in combination with Montserrat. The usage of our secondary typeface should be limited to body copy and additional information such as contact information.

Aa
Bb

ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 {[(&)]}*,:?!.|\•¶@®©™
«»“”„„... ---_†‡+<=>≠≤≥±×÷-∞~≈°
\$¢£¥€§#‰%

Type and Color

Primarily use black or white type. Choose the colors based on optimized legibility.

Style and Weights

Light
Italic
Regular

Semibold
Bold



IMAGERY

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Brand Shapes

62.5° Angle

The 62.5° angle derived from the brand mark is a foundational component to the look of our brand. It can be used to crop photography, create graphic devices, orient layouts, set text, and more.



Brand Shapes

The Angle in Action

The 62.5° angle derived from the brand mark can be used in a variety of ways to add dynamism to any touchpoint.



Separator

The Angle can be used as a separator to divide content.

Clipping Mask

The Angle can be used as a clipping mask to crop photos or build a collage to make the design more dynamic.

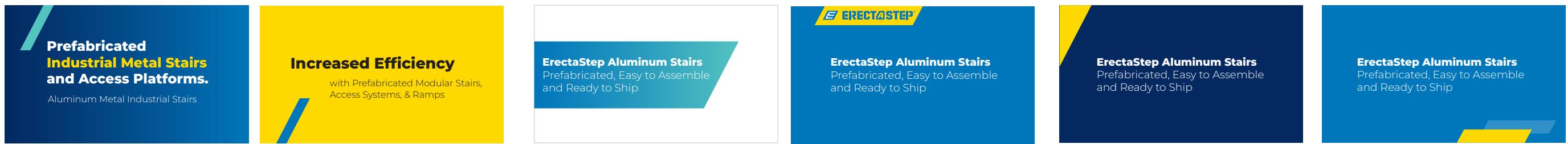
Overlay

The Angle can be used as an overlay to add texture to Blue, Yellow, or white backgrounds. It should be set to color white (#ffffff) at 10% opacity on Blue background, at 30% opacity on Yellow background, and Smoke (#c9d0d2) at 10% opacity on white background.

Brand Shapes

The Angle in Action

The 62.5° angle derived from the brand mark can be used in a variety of ways to add dynamism to any touchpoint.



Text Anchor

The Angle can be used to anchor text as a graphic line set in our primary or secondary brand colors.

Graphic Element

The Angle can be used as a graphic element that contains text or the logo.

Decoration

The Angle can be used as a decorative element to creative visual interest.

Brand Shapes

E Brand Mark

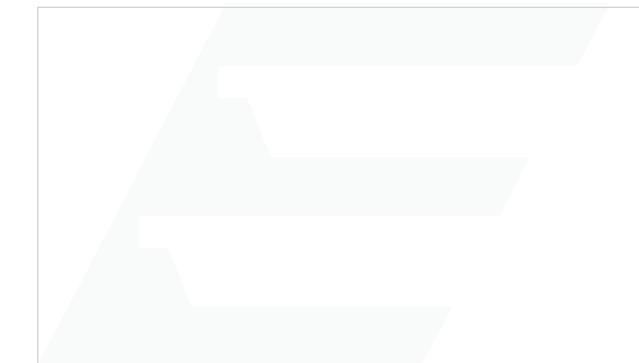
The “E” brand mark can be used as an overlay to Blue, Yellow, or white backgrounds to add texture. The color should be set to white (#ffffff) on Blue and Yellow backgrounds, at 10% opacity on Blue background, and 30% opacity on Yellow background. The color should be set to Smoke (#c9d0d2) on white background at 10% opacity.



E Brand Mark at 10% on Blue background



E Brand Mark at 30% on Yellow background



E Brand Mark at 10% on White background

Brand Patterns

High Performance Pattern

The two variations of the high performance pattern can be used in various marketing materials.



Photography

Products

All product images should be shown without a background.



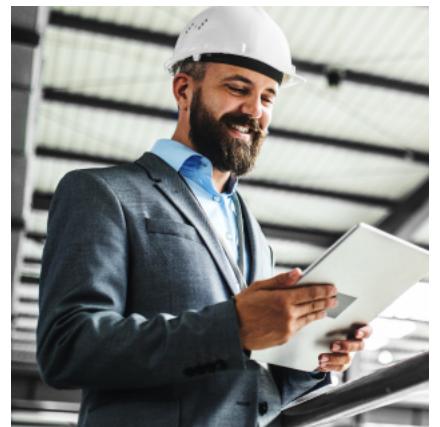
All product installation photos should be authentic and shot in the real world. The product should be the focus of the photo without obstruction.



Photography

Team

Team photos are all about showcasing the people behind the products and the brand. In doing so, they should showcase collaborative action and include warm and inviting expressions and body language. Team members should be shown in their work environment, with proper gear and clothing that meet safety standards.



Iconography

Icons are simple, friendly visual system for highlighting simple information with speed and clarity. Our customized icons are shown below, and should not be altered.

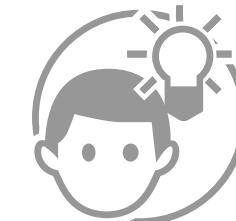
Features



Made In the USA



5 Components



Customized Components

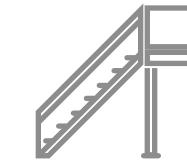


OSHA Compliance

Products



Industrial



Commercial



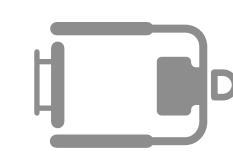
Portable



Rolling



Ladder



Swing Gates & Accessories



IBC Compliance



Our Experts



Ready to Ship

Communication



Distributor



BRAND IN USE

Brand Name

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Brand Name

The brand should always be mentioned as “ErectaStep” when mentioned in text, with a capital “E” and capital “S.” Exceptions can be made when using all caps, or all lower case in website urls or emails.

Correct

ErectaStep Aluminum Stairs

ERECTASTEP ALUMINUM STAIRS

www.erectastep.com

www.ErectaStep.com

info@erectastep.com

info@ErectaStep.com

Incorrect

Erectastep Aluminum Stairs

ERECTASTEP Aluminum Stairs

www.erectaStep.com

www.Erectastep.com

info@erectaStep.com

info@Erectastep.com

Social Media

16:9 Aspect Ratio

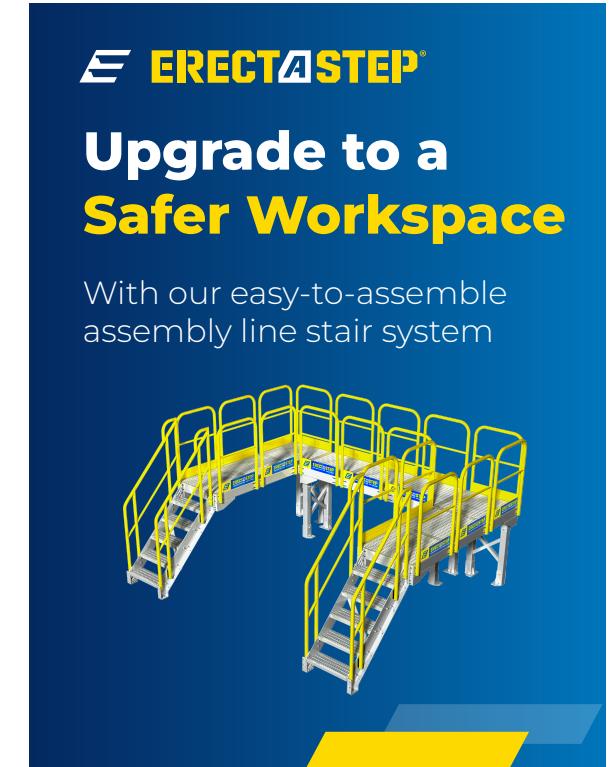
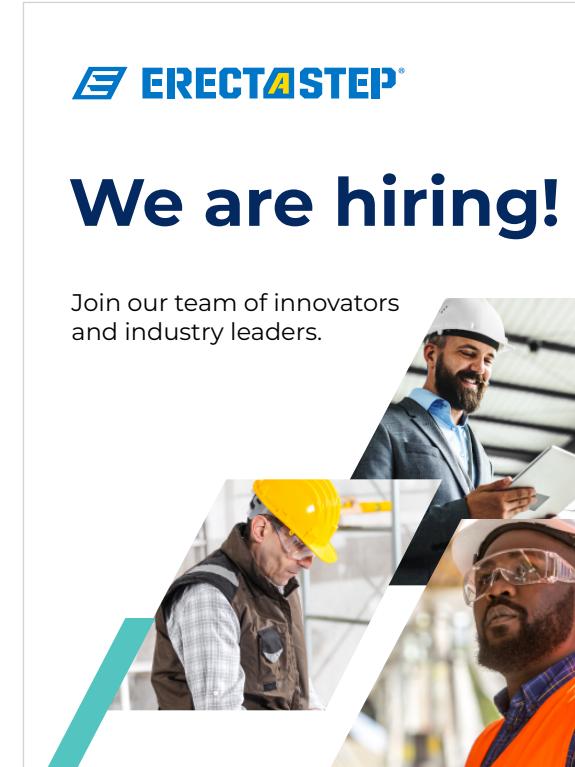
Here are some examples of our social media templates at 16:9 aspect ratio.



Social Media

3:4 Aspect Ratio

Here are some examples of our social media templates in portrait layout at 3:4 aspect ratio.



Email Signature

Brand-consistent email signatures can provide additional recognition of our company. The Email Signature uses the font Source Sans Pro, with the name set in 12 pt. bold type; the remainder of the content is in 10 pt. regular type.

Source Sans Pro Bold
12 pt
#0076bb

Source Sans Pro Regular
10 pt
#000000





Thank You