ALLPAX®

Logo & Brand Identity Guidelines

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Introduction

The Allpax Standards Manual is a valuable organizational asset that distinguishes Allpax from other organizations.

This guide explains the proper use and display of the Allpax logo within the corporate identity program. The use of these standards will assist in presenting Allpax consistently and uniformly.

The use of the logo should reflect the corporate identity of Allpax. Therefore authorization to use the logo on any printed, electronic or promotional material is restricted to purposes outlined in this guide. Permission to use the logo for purposes not outlined in this guide must be obtained from Allpax's Marketing Department.

For any questions regarding the proper use of the Allpax logo, contact Allpax's Marketing Department by e-mailing marketing@allpax.com.

This Corporate Standards Manual and the logos herein can be found on the Allpax website under www.allpax.com/pages/brand-guidelines.

Logo Usage: Acceptable Versions

The Allpax logo is available in color and black and white.

The Allpax logo is available in the following formats:

Adobe Illustrator (eps/ai)
Adobe Illustrator is a drawing program that is primarily Macintosh (Apple) based but PC formats are also available on request.

TIFF (tif)
The TIFF versions should be used in Word and Excel documents.

JPEG (jpg)
The JPEG versions should be used in Web Applications, PowerPoint presentations and Word documents.

Corporate Communications and Marketing are currently using the following versions of software:
Adobe Illustrator CC and Adobe Photoshop CC

If you require the Allpax logo in another format, please contact our Marketing Department at marketing@allpax.com.

Allpax

Whenever possible, use the Allpax logo on a black background. It is acceptable to use it on a white background if needed.

ALLPAX®
One color or CMYK

ALLPAX®
Two color or CMYK

ALLPAX®
Black and White

ALLPAX®
Reversed out on Black Background
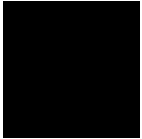
Logo Usage: Color

Standard Two-Color Version

Pantone 485
This color is to be used in every possible situation.

CMYK C-0 M-93 Y-95 K-0

RGB R-213 G-43 B-30

HTML #D52B1E

Black

CMYK C-0 M-0 Y-0 K-100

RGB R-30 G-30 B-30

HTML #000000

Logo Usage: Unacceptable Versions

DO NOT
Change the colors of the logo

DO NOT
Rotate the logo

DO NOT
Use the logo with another element

Logo Usage: Unacceptable Versions

DO NOT
Stretch the logo

DO NOT
Skew the logo

DO NOT
Put the logo in a white box

Logo Usage: Margin Allowance
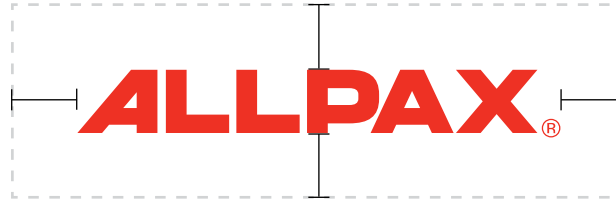
Clear Zone – Logo

To make sure that our logo stands out clearly, it should always be framed within an area of unobstructed space.

There is one way to determine the clear zone around the logo. This space must be at least the same height as the character height of the logo as it is scaled. See Diagram #1.

This applies to placement of the logo relative to the edge of a page, sign, TV screen, specialty advertising item, merchandise, etc. At times, exceptions may apply, but only with the approval of the Allpax Marketing Department. E-mail marketing@allpax.com.

Diagram #1
Margin space

Logo Usage: Minimum Size

Minimum size restrictions ensure that our logo is always clearly legible.

Minimum width for the horizontal logo is 25.4mm (1").

ALLPAX®

25.4mm (1").

Logo Taglines

Not to be used as a substitution for the main Allpax logo.

This version of the logo can be used for marketing purposes of the Allpax brand (i.e., corporate stationery, corporate web site, corporate documents, etc.).

Fonts

The font used by Allpax is Eurostile. This font should be used consistently throughout all communications materials. For these materials, it is ideal to use Eurostile Bold for headlines, while Eurostile Regular should be used primarily for body text. If these fonts are not available, they can be purchased online at www.myfonts.com or we can share them. Please e-mail marketing@allpax.com.

Eurostile Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Eurostile Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Social Media

Allpax employs the following social media icon, channels, and biography.

Facebook and Instagram Biography: Allpax is the largest global manufacturer of gasket cutters, punches, custom flange gaskets, and related accessories.

LinkedIn Biography: Allpax is the largest global manufacturer of gasket cutters, punches, and related accessories. Used extensively in the fabrication of custom flange gaskets, Allpax has earned a reputation as the premier supplier of precision gasket cutting tools on the market today.

YouTube Biography: Allpax is the largest global manufacturer of gasket cutters, punches, and related accessories. Used extensi in the fabrication of custom flange gaskets, Allpax has earned a reputation as the premier supplier of precision gasket cutting tools on the market today.

ALLPAX ®
GASKET CUTTER SYSTEMS