

## Identity Standards

The purpose of these identity standards is to maintain the strength of the Lewis-Goetz brand while also tying the brand to our ERIKS parent company. These guidelines aim to eliminate confusion, aid customer understanding and enhance what the ERIKS and Lewis-Goetz brands means to business. Careful adherence to these guidelines will enable users to clearly and consistently apply these signatures in a coherent manner across a variety of applications.

### Corporate Logo

The corporate logo has evolved to retain the Lewis-Goetz name and logotype while also tying the name to the strength of our global parent company, ERIKS. In addition to being tied to a global brand, adopting the “An ERIKS Company” descriptive line will also create consistency to link the Lewis-Goetz brand to our sister companies.

As of 5/22/15, this logo must be used on all items of communication including letterheads, literature, emails, workwear and promotional items. For access to all of the new logo files, and templates, please see the brand resources folder under the Sales and Marketing section of the intranet. All collateral may use this logo by itself or in conjunction with the ERIKS logo to represent Canada.

The new logo consists of a Lewis-Goetz logotype and the descriptive line “An ERIKS Company”. “An ERIKS Company” may be used in either the ERIKS blue or the LG gray color as shown in the examples to the right. Black and white, reverse background, white and other variations of the logo can be found on the intranet under the Sales and Marketing section > Brand Resources folder.



### Corporate Logo Changes

Effective 5/22/15 the new corporate logo shown above will replace the existing corporate signature on all newly created materials. DO NOT throw away existing materials but replace them when they run out with this new look. All materials are updated in the Lewis-Goetz brand portal as well. The marketing line of “We Keep You Running” will no longer be used as part of our visual identity, nor will the LG supergraphic icon.

While keeping our customers operations running is a promise that is central to our value to our customers, we will be incorporating this into our content but a more complete picture of our know-how in products, applications, industries and processes that create value and a lower total cost of ownership is essential to articulate our position in the marketplace.

The LG supergraphic icon was created to support the “We Keep You Running” tagline. The positioning of the lettering is representative of directional arrows that indicate movement with the lettering being hose-shaped to symbolize our business. The elimination of the tagline also discredits the meaning of the supergraphic icon and therefore both will no longer be used.



### What is a brand?

A brand is more than an identity and collateral materials. It is a visual and verbal representation of who we are. It contains a corporate promise to customers delivered in meaningful ways. Brands are not simply products or a name known to customers. A brand offers a view into how a company thinks and acts; its mission, values and the investment that it makes in relationships. Those relationships and the future of our brand, start with you. Brands do not emerge overnight, and advertising alone does not make a brand. With time, a brand evolves into an emotional connection that is reinforced — or diminished— every time a person has an experience with our organization.

## Transitional Brand

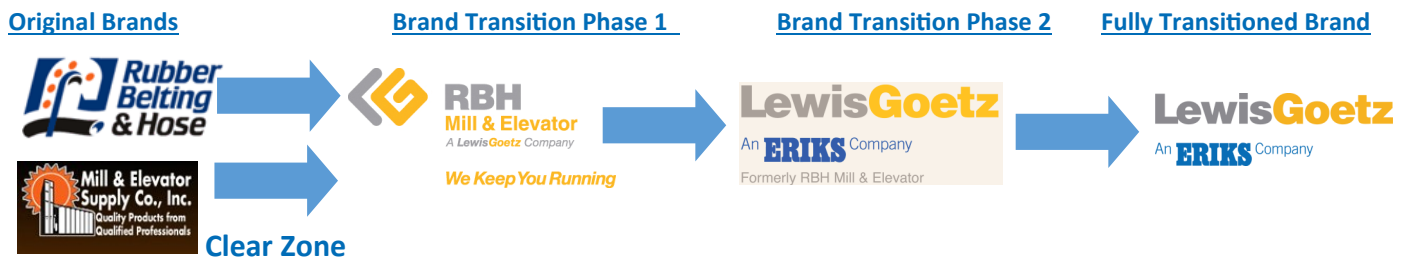
Interim steps are possible based on the equity of the current brand and if an immediate change will negatively affect business.

### Transitional Brand

Whereas in some cases, acquired brands will over time, be transitioned to the Lewis-Goetz brand. An assessment of the current brand should be performed in order to determine if migration is necessary. Individual companies that wish to conduct an assessment should do so with the help of corporate marketing. The determination of how and if the brand should be migrated will be determined after marketing presents a business case to senior management. Based on the assessment the following will be determined:

1. If the brand should be migrated through a transitional period
2. If the current brand should be retained for a certain period of time, the existing brand should adopt elements of the Lewis-Goetz visual identity while retaining their own name

An example of an actual transitional brand is shown below:



### Clear Zone

To preserve the integrity and clarity of the logo, and to ensure its prominence, a white area free from any other lettering or images must be maintained around it, wherever it is used.

The immediate recognition and overall visibility of the signatures can be enhanced by maintaining a minimal clear area, void of other imagery, around the perimeter of the signature.

The clear zone is represented by the light gray field surrounding the signatures. Once the signature has been sized for application, a measurement for the clear zone is determined by the height of the capital letter “L” in the Lewis-Goetz logotype (x-space). The minimum clear zone measurement for all configurations of the signature is 2-x for the left, right, top and bottom. The same clear zone applies for all versions of the signature. A more generous measurement is preferred whenever possible. The clear zone applies to all versions of the Lewis-Goetz signatures.



### Implementation:

This guide must be used by everyone who produces materials for Lewis-Goetz or one of its subsidiaries. While implementing the identity standards doesn't mean that all materials must look exactly alike, it does mean they must look like they belong to the same family, with signatures, fonts, and colors used consistently.

Please note always use the approved digital artwork when reproducing any of the Lewis-Goetz signatures.

## Color Palettes and Formulas

Color is an essential tool in communicating a strong and consistent image. The identity colors are very specific and must be reproduced accurately. It is permissible to use screens, or tints of these colors to enhance readability or for aesthetic reasons.

### Primary Color Palette

The primary color palette for Lewis-Goetz has been changed to now include the ERIKS PANTONE® 293. Whereas it used to only be PANTONE® Cool Gray 8 and PANTONE® 7409. The PANTONE® 7409 has been moved to the extended color palette.

### Secondary Color Palette

The ERIKS corporate colors of light blue and gray are the supporting colors. They can be used in text blocks, frames, lines and other graphic elements.

### Extended and Background Palettes

These colors are to be used in conjunction with the primary Lewis-Goetz colors. The extended palette allows flexibility, yet narrows the spectrum of color choices in order to enhance consistency. The muted tones should be used as background or field colors, and serve as a foundation for the primary and extended colors.

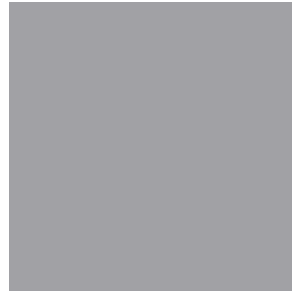
### Color Formulas

Depending on the media, the colors can be reproduced using these formulas:

- For offset printed materials or signs with match colors, use the PANTONE® version.
- For printed materials using the four-color process, choose the CMYK version.
- For non-print media, such as electronic presentations or television, use the RGB version.
- For Internet applications, use the web safe version

### Primary Color Palette

**PANTONE® Cool Gray 8**



**CMYK:** 0C 1M 0Y 43K  
**RGB:** R161 G161 B164  
**Web Safe:** A1A1A4

**PANTONE® 293**



**CMYK:** 100C 55M 0Y 0K  
**RGB:** R0 G108 B183  
**Web Safe:** 006cb7

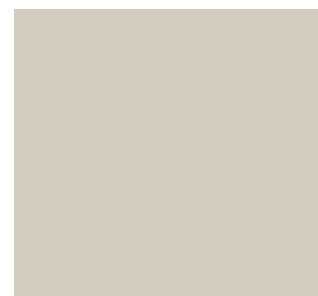
### Secondary Color Palette

**PANTONE® 298**



**CMYK:** 69C 7M 0Y 0K  
**RGB:** R52 G182 B228  
**Web Safe:** 34b6e4

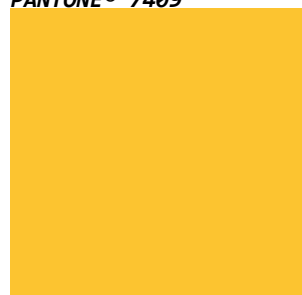
**PANTONE® 401**



**CMYK:** 0C 5M 11Y 23K  
**RGB:** R207 G202 B192  
**Web Safe:** cfcac0

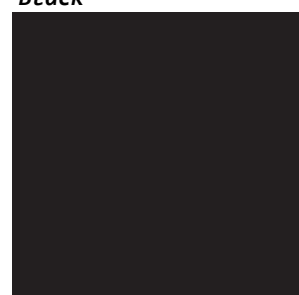
### Extended Color Palette

**PANTONE® 7409**



**CMYK:** 0C 30M 95Y 0K  
**RGB:** R253 G185 B36  
**Web Safe:** FDB924

**Black**



**CMYK:** 0C 0M 0Y 100K  
**RGB:** R35 G30 B31  
**Web Safe:** 231E1F

**PANTONE® 7403**



**CMYK:** 0C 10M 50Y 0K  
**RGB:** R255 G226 B147  
**Web Safe:** FFE293

It is important to use the correct file type for the appropriate application. All artwork will work in both Macintosh and Windows platforms. Always use approved digital artwork; do not attempt to recreate a Lewis-Goetz signature.

- EPS - Use for quality reproduction in print media, scalable vector art.
- PNG - Use in Microsoft® Office Suite (PowerPoint) applications, raster-based art with transparent background.
- JPG - Use in online media applications, raster-based art.

## Other Resources

### ERIKS Band Graphic

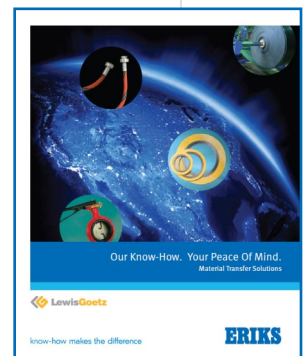


Due to now having a combined Lewis-Goetz and ERIKS color palette, Lewis-Goetz has adopted the ERIKS two-tone band graphic because it is a strong branding mechanism. This should be used across all communication materials wherever possible.

We have already started using this banding on brochures and in our corporate capabilities powerpoint which can be found [here](#) on the intranet.

### Co-Branding with Vendors and Customers

Sometimes we find value in co-branding with our strategic vendors and valued customers. While we are able to do this, this needs to be a strategic and collaborative decision made by marketing and product management. If there is an opportunity to do this, please contact Katie Oswald at 724-213-1211 or [koswald@lewis-goetz.com](mailto:koswald@lewis-goetz.com); she will contact the key decision makers and provide direction.



### Image Library

We have many images available on our online photo library that can be accessed at anytime. To view our growing library of images go to the following link and enter the username and password indicated below.

<http://dam.elias-savion.com/pages/home.php>

Username: lewisgoetz

Password: lewisgoetz1

### Brand Portal:

In addition to finding all of the downloadable files and templates under the brand resources section of the intranet you can also access the brand portal resource for placing online orders for promotional merchandise and stationery that includes the updated identity. [Click here](#) for brand portal set-up instructions and to view those that will be responsible for approving your order.

*\*All logo signatures can only be developed with approval from Lewis-Goetz corporate marketing. Once green-lighted, the marketing team will create and supply electronic files — eps, jpg and/or png — of the corporate signature. Always use the approved digital artwork in all your communications.*

*To begin the process, please contact Katie Oswald at (724) 213-1211 or via email at [koswald@lewis-goetz.com](mailto:koswald@lewis-goetz.com).*

### Contact Information:

The information described in this guide is provided to help facilitate appropriate and effective use of the Lewis-Goetz identity. If you have questions concerning the updated identity, please contact Katie Oswald at corporate at (724) 213-1211 or via e-mail at [koswald@lewis-goetz.com](mailto:koswald@lewis-goetz.com)