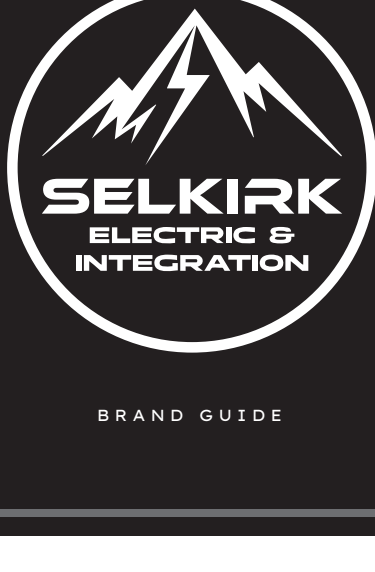




BRAND GUIDE

OUR LOGO

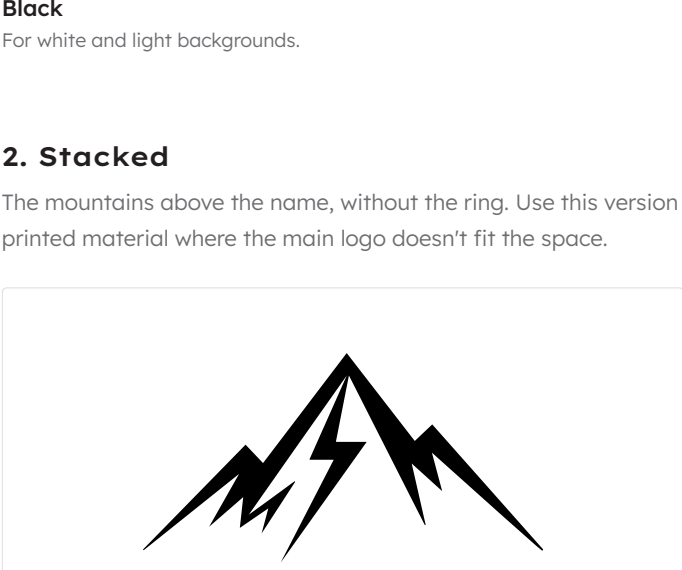
USING OUR LOGO

We are very proud of our logo. Follow these guidelines to ensure it always looks its best. Our logo is the combination of a mountain range with a lightning bolt through the peak and a bold, wide SELKIRK wordmark, for a look that is **rugged, clean and precise**.

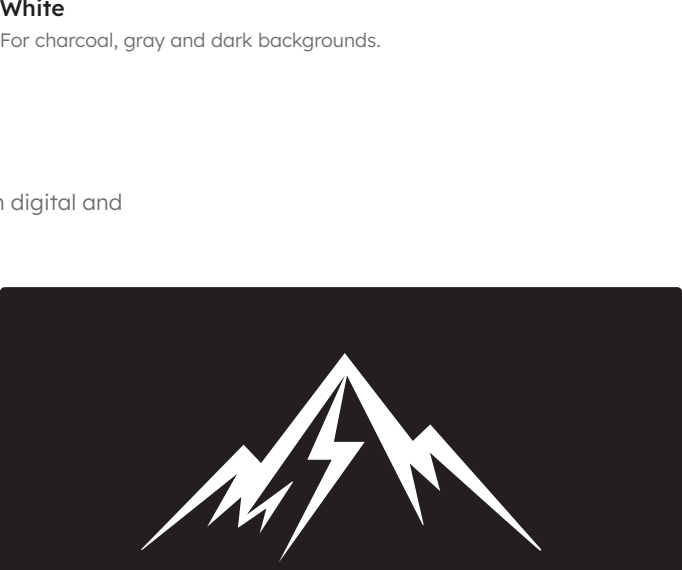
Our logo can be used in the following four (4) styles. Each one comes in black, for white and light backgrounds, and in white, for charcoal and other dark backgrounds.

1. Badge MAIN LOGO

Our main badge logo is the full version of our logo. Use it first, anywhere people may be meeting Selkirk Electric & Integration for the first time.



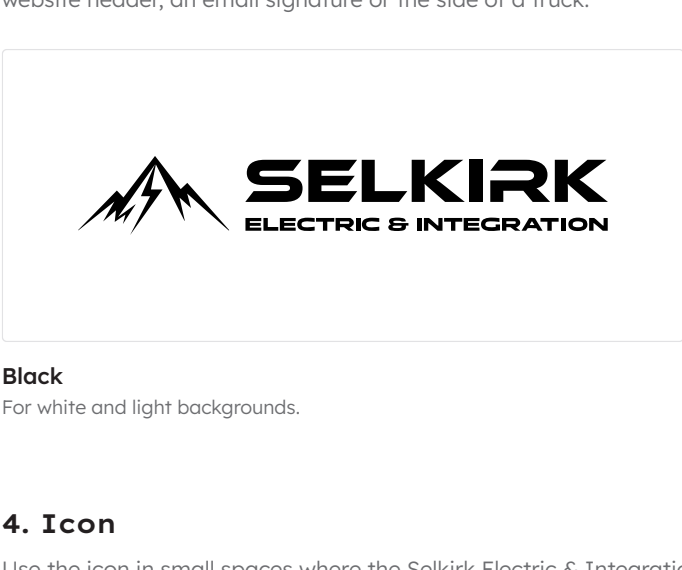
Black
For white and light backgrounds.



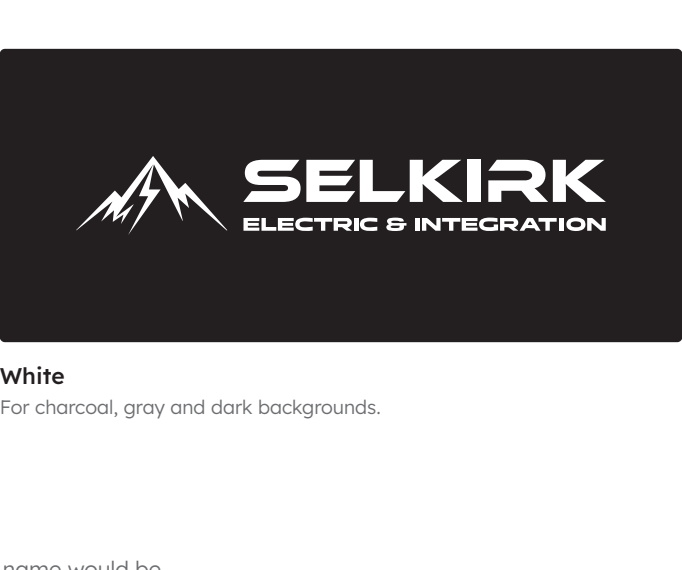
White
For charcoal, gray and dark backgrounds.

2. Stacked

The mountains above the name, without the ring. Use this version on digital and printed material where the main logo doesn't fit the space.



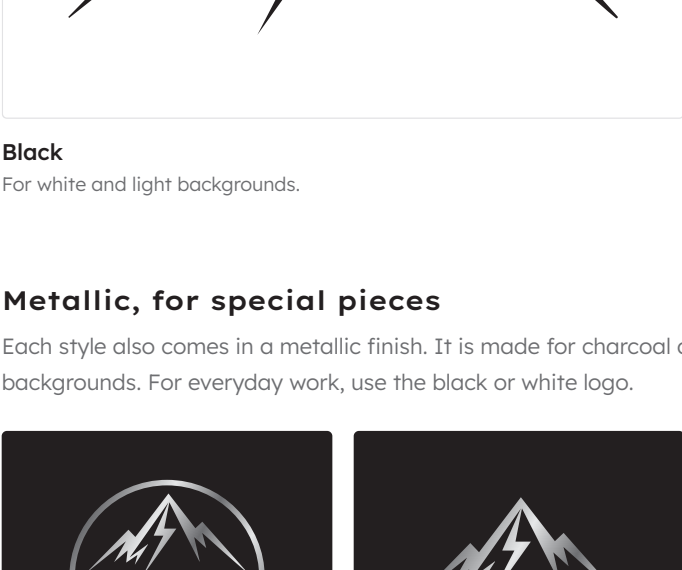
Black
For white and light backgrounds.



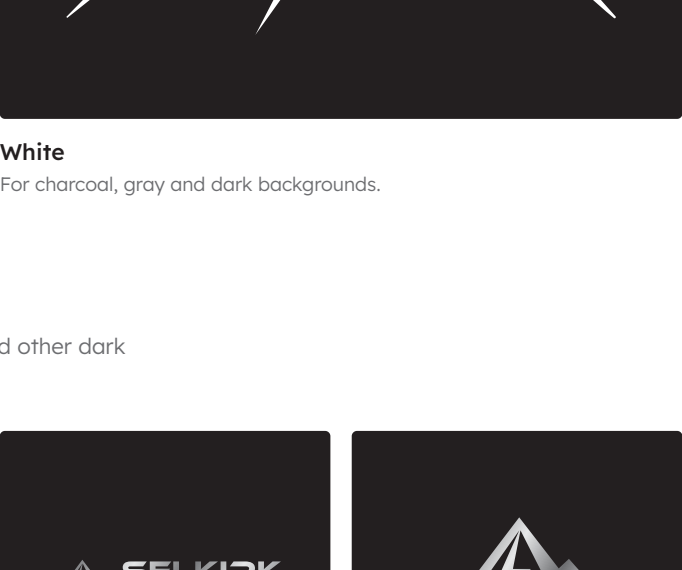
White
For charcoal, gray and dark backgrounds.

3. Horizontal

The mountains beside the name. Use this version in wide, short spaces such as a website header, an email signature or the side of a truck.



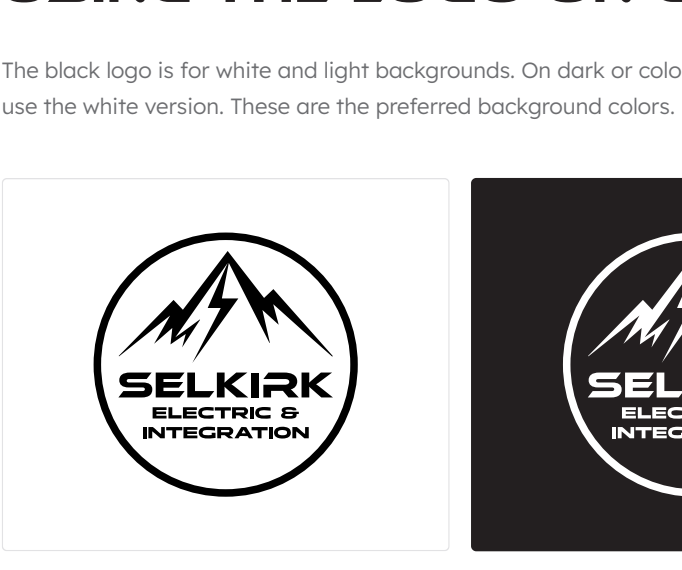
Black
For white and light backgrounds.



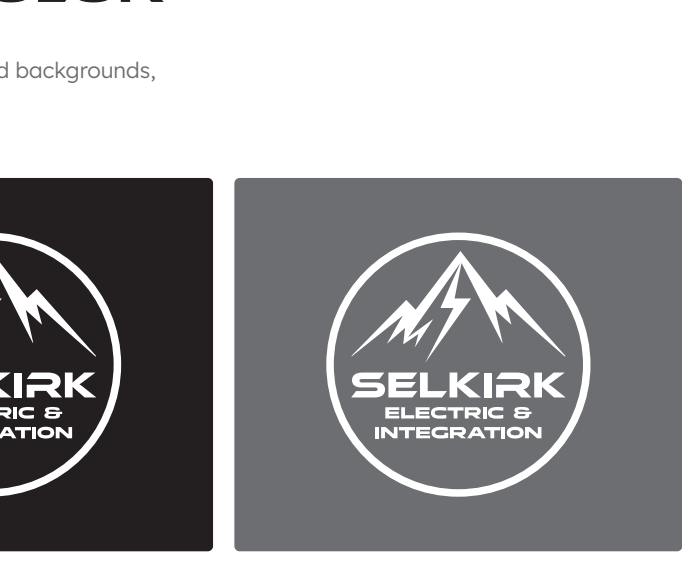
White
For charcoal, gray and dark backgrounds.

4. Icon

Use the icon in small spaces where the Selkirk Electric & Integration name would be too small to read, such as a social profile picture, a hat or a website tab.



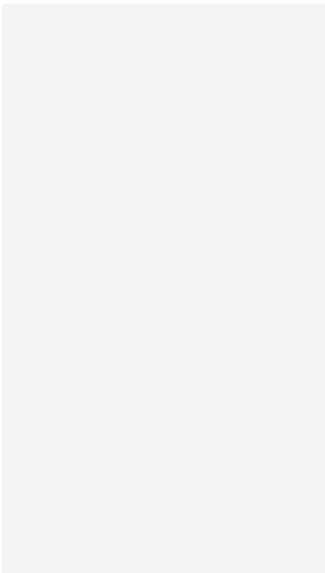
Black
For white and light backgrounds.



White
For charcoal, gray and dark backgrounds.

Metallic, for special pieces

Each style also comes in a metallic finish. It is made for charcoal and other dark backgrounds. For everyday work, use the black or white logo.



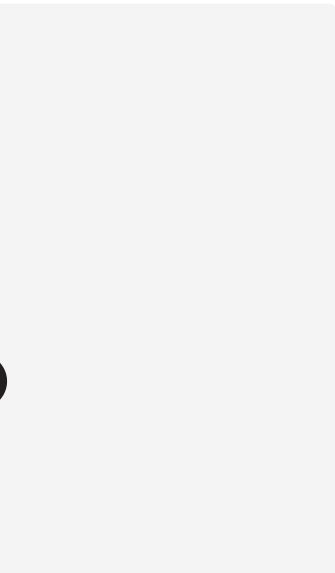
Badge - metallic



Stacked - metallic



Horizontal - metallic

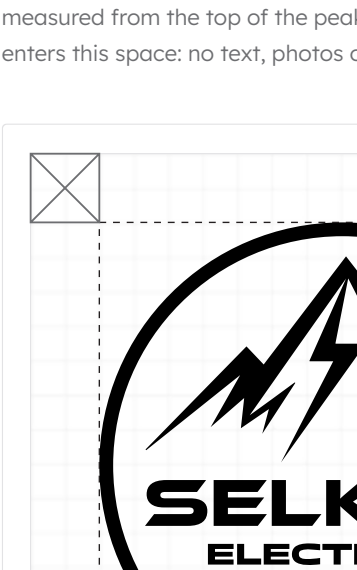


Icon - metallic

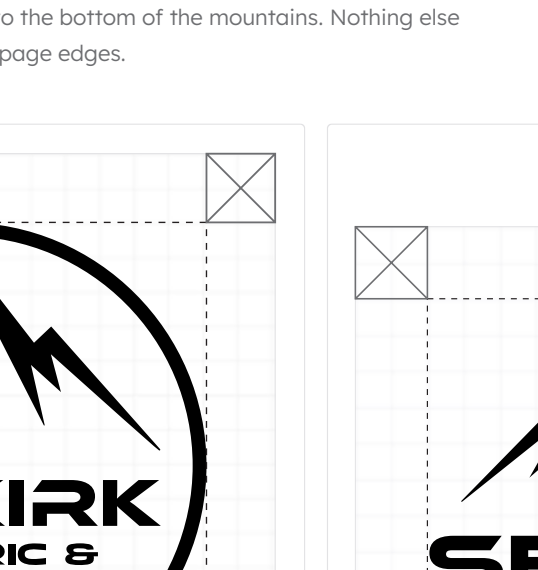
BACKGROUNDS

USING THE LOGO ON COLOR

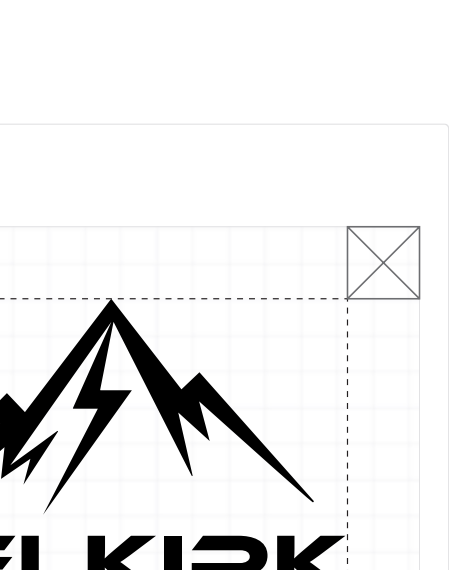
The black logo is for white and light backgrounds. On dark or colored backgrounds, use the white version. These are the preferred background colors.



White - black logo



Charcoal - white logo

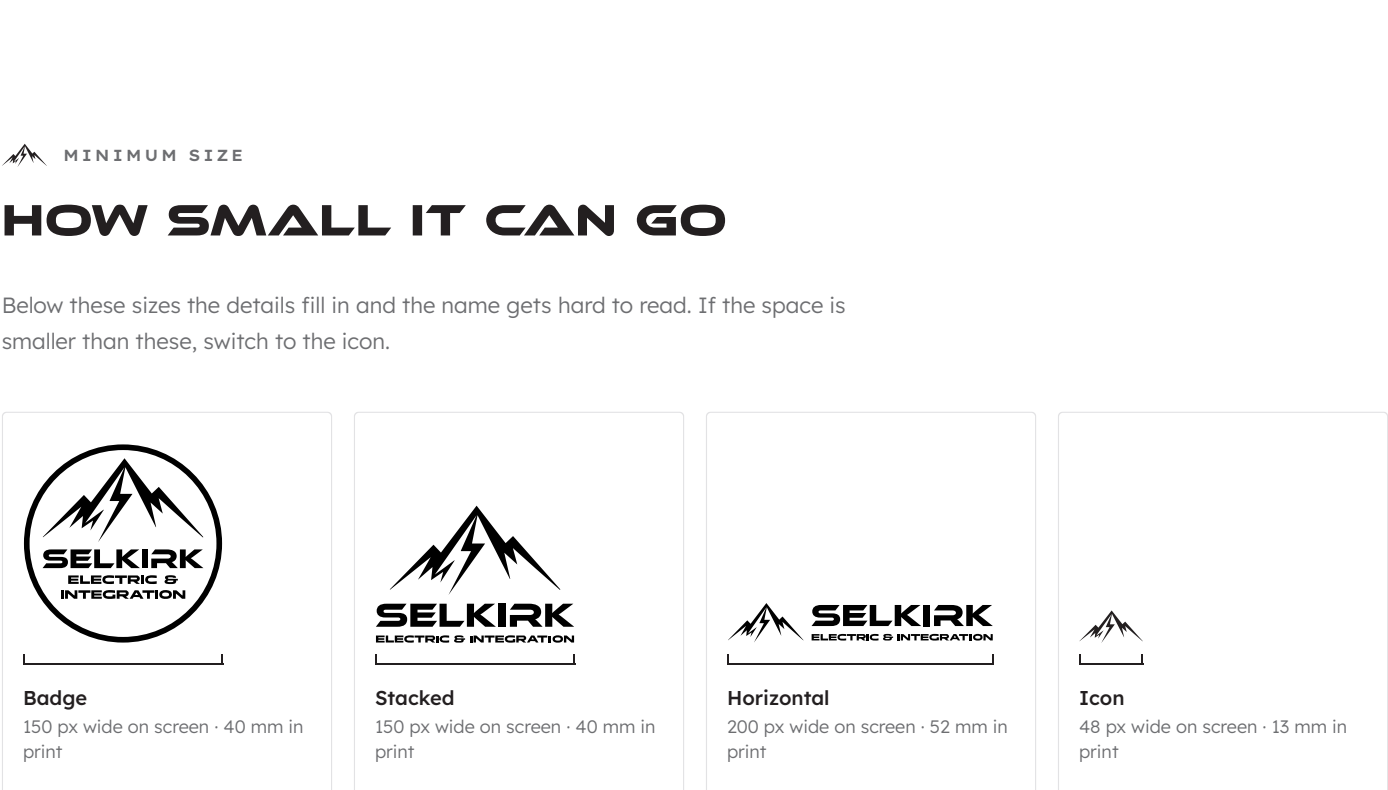


Steel gray - white logo

WIREFRAME

THE PARTS OF OUR LOGO

Every piece has a job. The other logo styles are these same parts, rearranged by our designer. Don't rearrange them yourself.

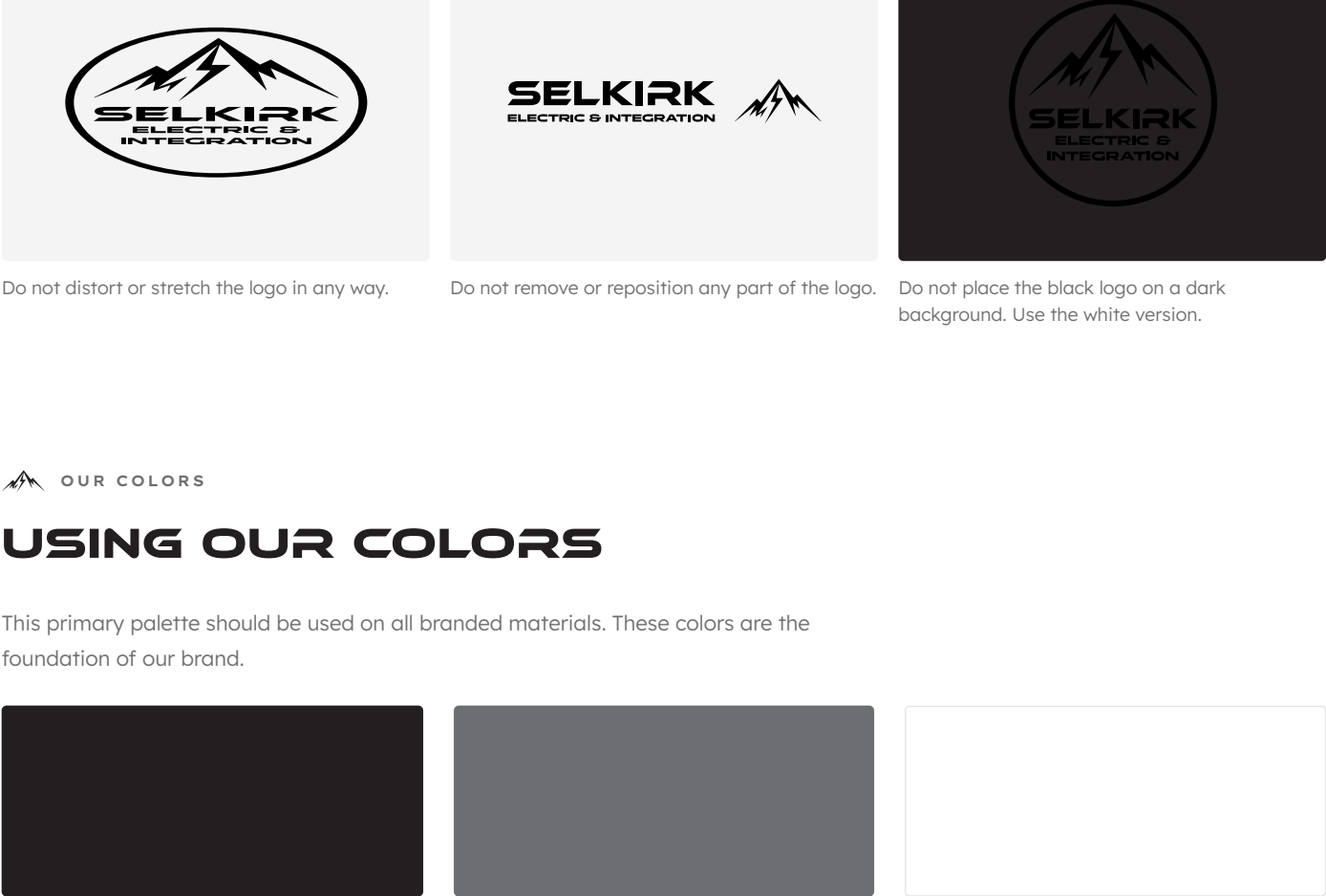


- 1. Icon**
The mountain range with a lightning bolt through the peak. Also used by itself.
- 2. Name**
SELKIRK, in bold, wide capitals.
- 3. Descriptor**
Electric & Integration, set under the name.

EXCLUSION ZONE

GIVE THE LOGO ROOM

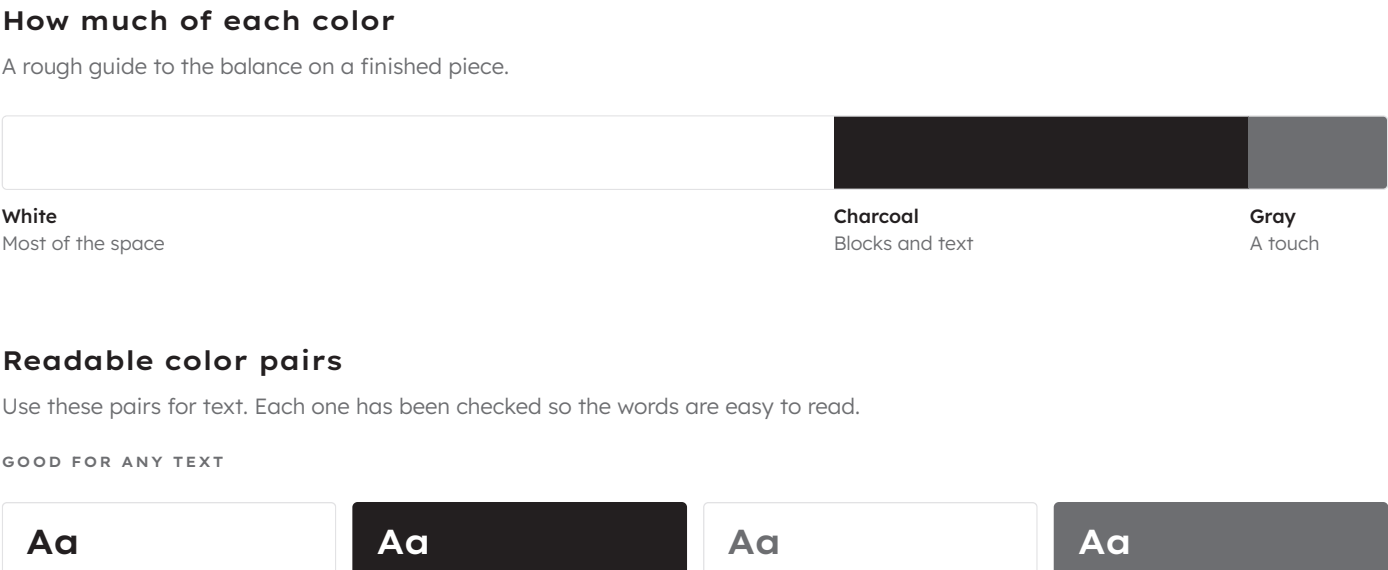
Keep clear space on every side of the logo equal to **one third the height of the icon**. The mountain range, from the top of the peaks to the bottom of the mountains. Nothing else enters this space: no text, photos or page edges.



MINIMUM SIZE

HOW SMALL IT CAN GO

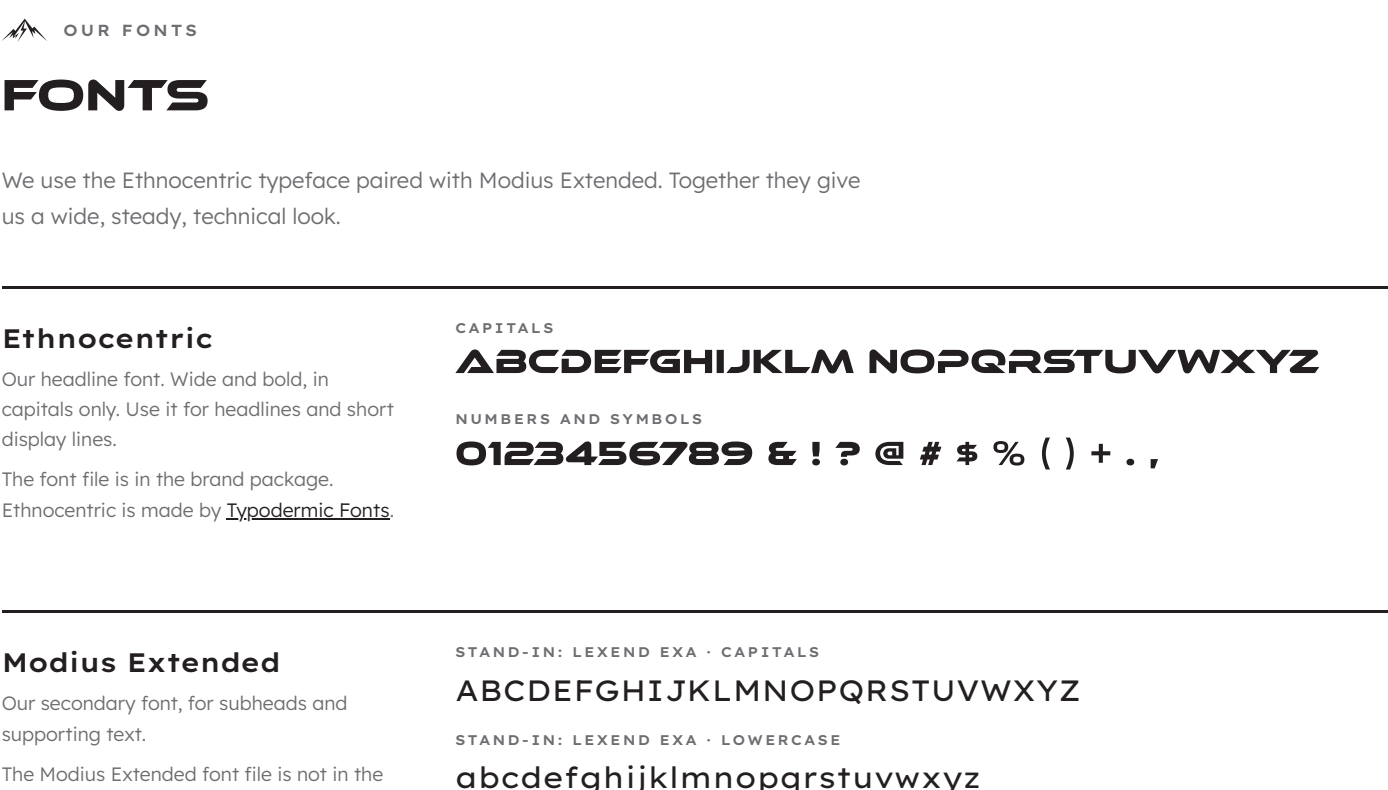
Below these sizes the details fill in and the name gets hard to read. If the space is smaller than these, switch to the icon.



LOGO MISUSE

WHAT NOT TO DO

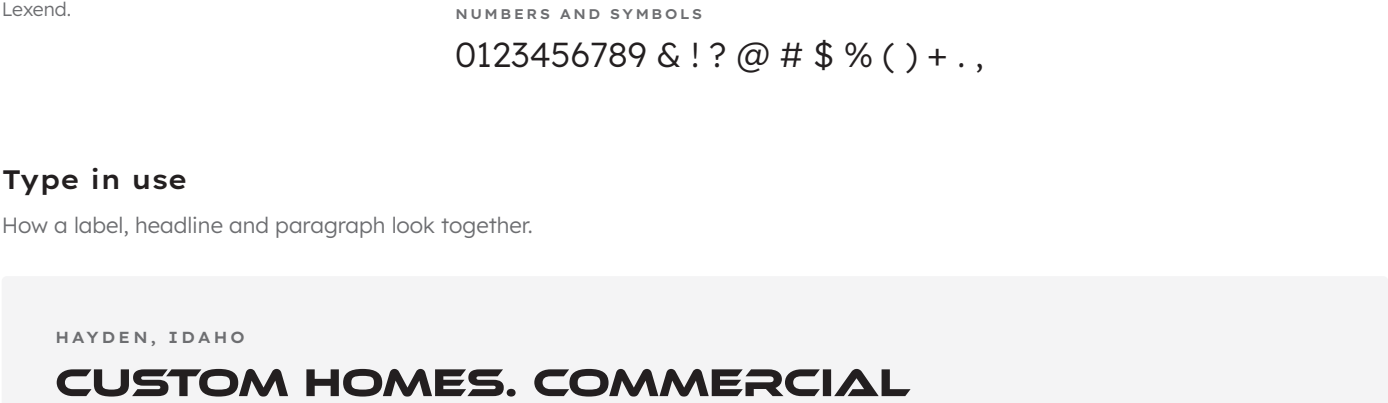
The logo should always look the same. Don't change it, add to it or rearrange it.



OUR COLORS

USING OUR COLORS

This primary palette should be used on all branded materials. These colors are the foundation of our brand.



Charcoal	Steel gray	White
Our dark. Blacks, backgrounds, headlines and body text.	Our accent. Thin bars, labels and supporting text.	Our space. Most of every page, and the logo on dark backgrounds.
HEX #231F20	HEX #6D6E71	HEX #FFFFFF
RGB 35, 31, 32	RGB 109, 110, 113	RGB 255, 255, 255
HSB 345, 11, 14	HSB 225, 4, 44	HSB 0, 0, 100
CMYK 0, 0, 0, 100	CMYK 58, 49, 46, 15	CMYK 0, 0, 0, 0

How much of each color

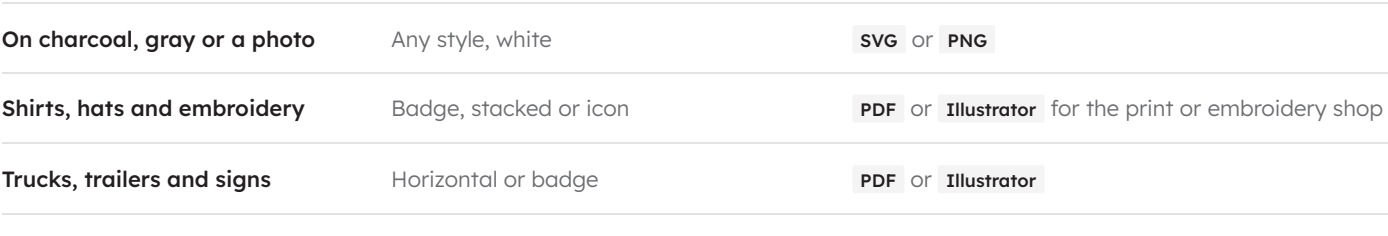
A rough guide to the balance on a finished piece.



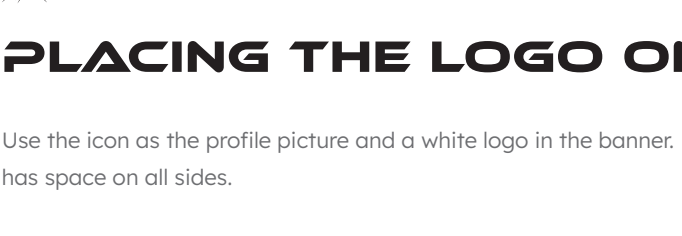
Readable color pairs

Use these pairs for text. Each one has been checked so the words are easy to read.

GOOD FOR ANY TEXT



HEADLINES AND LARGE TEXT ONLY



OUR FONTS

FONTS

We use the Ethnocentric typeface paired with Modius Extended. Together they give us a wide, steady, technical look.

Ethnocentric	CAPITALS ABCDEFGHIJKLMNOPQRSTUVWXYZ	NUMBERS AND SYMBOLS 0123456789 & ! ? @ # \$ % () + . ,
Our headline font. Wide and bold, in capitals only. Use it for headlines and short display lines. The font file is in the brand package. Ethnocentric is made by Typodermic Fonts .		

Modius Extended	STAND-IN: LEXEND EXA - CAPITALS ABCDEFGHIJKLMNOPQRSTUVWXYZ	STAND-IN: LEXEND EXA - LOWERCASE abcdefghijklmnopqrstuvwxyz	STAND-IN: LEXEND EXA - NUMBERS AND SYMBOLS 0123456789 & ! ? @ # \$ % () + . ,
Our secondary font, for subheads and supporting text. The Modius Extended font file is not in the brand package, so it is not shown here. Until it is added, use Lexend Exa in its place. It is a stand-in, not the brand font. Free from Google Fonts .			

Lexend	CAPITALS ABCDEFGHIJKLMNOPQRSTUVWXYZ	LOWERCASE abcdefghijklmnopqrstuvwxyz	NUMBERS AND SYMBOLS 0123456789 & ! ? @ # \$ % () + . ,
For paragraphs and other long reading text, where an extended font would be too wide to read comfortably. Free from Google Fonts . This guide is set in Lexend.			

Type in use

How a label, headline and paragraph look together.



WHICH FILE TO USE

THE RIGHT FILE FOR THE JOB

Every file is in the brand package, sorted by style, then color, then Digital or Print. When someone asks for "the logo", this is what to send.

Website and email	Horizontal or badge, black	SVG or PNG
Social profile picture	Icon	PNG of the white icon, centered on charcoal
Printing (cards, flyers, yard signs)	Badge or stacked	PDF. Printers prefer it.
On charcoal, gray or a photo	Any style, white	SVG or PNG
Shirts, hats and embroidery	Badge, stacked or icon	PDF or Illustrator for the print or embroidery shop
Trucks, trailers and signs	Horizontal or badge	PDF or Illustrator

SOCIAL MEDIA

PLACING THE LOGO ON SOCIAL MEDIA

Use the icon as the profile picture and a white logo in the banner. Ensure the logo has space on all sides.

THANK YOU

QUESTIONS?

If you have trouble with anything in this guide, are missing files from your brand package, or aren't sure a piece fits the Selkirk Electric & Integration brand, text bahr at 208.966.2400.

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