ELIMSTAT

Price Bracket
Style Guide

Standardized Format for PDF and PNG Documents

Version 1.0	November 2025
Document Type	Brand Standards
Applies To	All Price Bracket Documents

This style guide defines the standardized format for creating price bracket documents (PDF and PNG) for Elimstat.com products. These documents are used for quotes, proposals, and customer-facing pricing communications. Following these guidelines ensures brand consistency and professional presentation across all pricing materials.
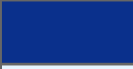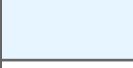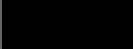
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1. Document Specifications

Property	Specification
Page Size	US Letter (8.5" × 11")
Orientation	Portrait
Margins	1 inch (72 points) on all sides
PNG Resolution	300 DPI
Background Color	White (#FFFFFF)
File Naming	[Product_Name]_Price_Brackets.[pdf|png]

2. Brand Colors

Color Name	Hex	RGB	Usage	
Primary Blue	#184187	24, 65, 135	Titles, borders, footer	
Table Header Blue	#0A308C	10, 48, 140	Table header background	
Light Blue	#e6f5ff	230, 245, 255	Alternating rows	
White	#FFFFFF	255, 255, 255	Backgrounds	
Black	#000000	0, 0, 0	Table data text	

3. Logo Specifications

Logo File: ElimstatBlueSimple.png
Placement: Top center of document
Width: 2.5 inches
Height: 0.7 inches (maintains aspect ratio)
Space Below: 0.3 inches

4. Typography

Element	Font	Size	Weight	Color
Document Title	Helvetica	24pt	Bold	Primary Blue
Table Header	Helvetica	14pt	Bold	White
Size Column	Helvetica	12pt	Bold	Black
Price Columns	Helvetica	12pt	Regular	Black
Footer	Helvetica	10pt	Regular	Primary Blue

5. Table Specifications

Column Width Guidelines:

Number of Columns	Column 1 (Sizes)	Other Columns
2 columns	2.5"	4.0"
3 columns	2.5"	2.0" each
4 columns	2.5"	1.33" each

Border & Grid:

• Grid lines: 1pt solid Primary Blue (#184187)
• Header bottom border: 2pt solid Primary Blue
• Cell padding: 12pt vertical (data), 16pt vertical (header)

Row Backgrounds:

• Header row: Table Header Blue (#0A308C)
• Data rows: Alternating White and Light Blue (#e6f5ff)

6. Complete Example

Sizes	Qty 1-9	Qty 10+
24" x 50'	$443.78 USD	$406.80 USD
30" x 50'	$554.72 USD	$508.49 USD

7. Contact Information Format

Line 1: Phone: (937) 993-0300 | Fax: (937) 324-8753 | Email: sales@elimstat.com
Line 2: 888 Dayton Street Suite 105, Yellow Springs, Ohio 45387

Formatting: Helvetica 10pt, Primary Blue, center-aligned
Separator: Vertical pipe (|) with spaces

8. Quality Control Checklist

■ Logo properly sized (2.5" × 0.7") and centered

■ Title uses Helvetica Bold 24pt in Primary Blue

■ Table header background is Table Header Blue (#0A308C)

■ Table header text is white and bold

■ Alternating row colors applied (white/light blue)

■ Size column text is bold

■ Price columns use regular weight

■ All prices formatted with 2 decimals and "USD"

■ Table borders use Primary Blue

■ Contact information complete and accurate

■ Footer uses Primary Blue color

■ Proper spacing maintained (0.3", 0.4", 0.5")

■ PDF created at letter size with 1" margins

■ PNG created at 300 DPI

■ Files named using standard convention

For questions or assistance with price bracket documents:	sales@elimstat.com	(937) 993-0300