◐ ELIMSTAT

ELIMSTAT BRAND STYLE GUIDE

Unified Print & Web Design Standards

Version 2.0 | November 11, 2025 | Complete Brand Guidelines

OVERVIEW

This comprehensive style guide establishes the visual identity standards for Elimstat across all media — from print specification sheets and product documentation to web design, email communications, and branded apparel. These guidelines ensure consistent, professional presentation of the Elimstat brand across six continents.

LOGO USAGE

Elimstat has four primary logo variations, each optimized for specific use cases. Consistent logo application reinforces brand recognition and maintains professional standards across all touchpoints.

Ion Only

Use for: Print spec sheets, small spaces, favicon, app icons, social media profile images

Full Logo

Use for: General print materials, product labels, business cards, letterhead, documents

White Logo (Reverse)

Use for: Website header (dark backgrounds), print on clothing, dark packaging, presentations

Lightning Bolt Version with Bennett & Bennett

Use for: Email signatures, quotes, proposals, digital communications, Bennett & Bennett branding
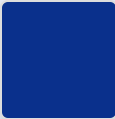
Logo Usage Guidelines:

- Always maintain clear space around the logo (minimum 20px)
- Never stretch, skew, or distort logo proportions
- Use white logo on dark backgrounds (website header, clothing)
- Use blue logo on light backgrounds (print, emails, quotes)

- Minimum size: 80px width for digital, 0.75" for print

COLOR SYSTEM

Elimstat uses two complementary color systems: one optimized for print (Pantone specification) and one for digital media. Both systems maintain brand consistency while ensuring optimal reproduction in their respective mediums.

Print Color System

Pantone 2748 UP (Elimstat Blue)
RGB: 10, 48, 140 | Hex: #0A308C | CMYK: 100, 83, 0, 32
Primary brand color for all print materials, specification sheets, and product documentation

Application	Color Specification	Notes
Spec Sheets	Pantone 2748 UP	Headers, graphic lines, section dividers
Body Text	Black (100K)	All body copy, descriptions, specifications
Table Headers	Pantone 2748 UP	White text on blue background
Backgrounds	10% tint of Pantone 2748 UP	Highlight boxes, alternating table rows

* For critical color matching in print, always use Pantone spot color. CMYK values are approximations for 4-color process printing.

Web Color System

The website uses a carefully curated palette of blues and accent colors optimized for digital displays and user interface design.

Primary Blue

#184187
Navigation, headers, titles

Light Blue

#e6f5ff
Backgrounds, widgets, menus

Medium Blue

#4da6ff
Hover states, current items

Google Blue

#4285f4
Links, borders, accents

Coral

#f4a792
Navigation hover

Orange

#bc4d00
General hover states

CSS Variable	Hex Value	Primary Use
`--primary-blue`	#184187	Main navigation, backgrounds
`--light-blue`	#e6f5ff	Menu backgrounds, widgets
`--google-blue`	#4285f4	Links, product borders
`--coral`	#f4a792	Navigation hover effects
`--orange`	#bc4d00	General hover states

TYPOGRAPHY SYSTEM

Print Typography Specifications

Element	Font	Size	Leading	Tracking	Use
Document Title	Helvetica Bold	18pt	Auto	Default	Main header
Series Title	Museo Sans / Proxima Nova	14pt	Auto	Default	Product series
Section Headers	Museo Sans 700	13.2pt	15.84pt	Default	Major sections
Product IDs	Museo Sans 900	12pt	18pt	10pt	Model numbers
Body Text	Museo Sans 100	12pt	18pt	10pt	Primary text
Footnotes	Museo Sans	10pt	12pt	Default	Tolerances

InDesign Keyboard Shortcuts:

`Option + Command + 1` — Hair space (fine-tuning)

`Option + Command + 6` — En space (tables and aligned text)

`~` — Sixth space (bullet point spacing)

Web Typography Specifications

Element	Font Family	Size	Weight	Use
Page Titles (H1)	Source Sans Pro	150% / 1.5em	Bold (700)	Main page headings
Category Titles (H2)	Source Sans Pro	170% / 1.7em	Bold (700)	Product categories
Navigation Menu	System Default	1.3em	Normal (400)	Main navigation
Body Text	System Default	1em (16px base)	Normal (400)	General content
Product Descriptions	System Default	1.2em	Normal (400)	Product details
Footer	System Default	1.3em	Normal (400)	Footer content

Web Font Stack:

```
font-family: 'Source Sans Pro', -apple-system, BlinkMacSystemFont, 'Segoe
UI', Arial, sans-serif;
```

COMPLIANCE STANDARDS

Standard Compliance Language:

"This product meets the ANSI/ESD S20.20 STM S4.1 Standard using FTMS 101C Method 4046. Material is Lead-Free. RoHS Compliant."

All specification sheets must reference these industry standards:

- **ANSI/ESD S20.20** — Electrostatic Discharge Control Program Standard
- **STM S4.1** — Worksurfaces Resistance Measurements
- **FTMS 101C Method 4046** — Federal Test Method Standard

- **RoHS Compliance** — Restriction of Hazardous Substances Directive
- **Lead-Free Certification** — Federal compliance for lead content

STANDARD DOCUMENT STRUCTURE

All Elimstat spec sheets follow this consistent section order:

1. **Document Title** — Product name and series identifier (Helvetica Bold 18pt)
2. **Product Description** — Overview paragraph with key features
3. **Physical Properties** — Material, dimensions, weight, color options
4. **Electrical Properties** — Resistance specifications, static decay rates
5. **Specifications Table** — Detailed technical data using Bennett Table Style
6. **Standards & Compliance** — ANSI/ESD references, RoHS, Lead-Free certification
7. **Testing Procedures** — General test procedures (when applicable)
8. **Material Handling** — Application instructions (when applicable)

REQUIRED GRAPHIC ELEMENTS

Print: Blue Graphic Line 2

Header decoration (.ai vector format) in Pantone 2748 UP

Print: Blue Line Footer

Footer graphic element (.ai vector format) in Pantone 2748 UP

Web: Logo Hover Effect

White outer glow on hover (see CSS filter property)

All Media: Elimstat Logo

Use appropriate version per logo usage guidelines

BRAND CONSISTENCY CHECKLIST

Print Materials

✔ Helvetica Bold 18pt for document title

✔ Pantone 2748 UP blue applied correctly

✔ Museo Sans used for body text

✔ Blue Graphic Line 2 in header

✔ Blue Line Footer at bottom

✔ Appropriate logo version (0.25x or 0.5x)

✔ Bennett Table Style applied

✔ Compliance statements included

✔ ANSI/ESD standards referenced

✔ RoHS compliance noted

Web Materials

✔ White logo on dark header background

✔ Primary blue (#184187) for navigation

✔ Source Sans Pro for headings

✔ Google blue (#4285f4) for links

✔ Coral hover effects on navigation

✔ Light blue backgrounds for widgets

✔ Logo hover effect enabled

✔ Responsive design implemented

✔ Accessibility standards met

✔ Consistent spacing and alignment

PRINT SPECIFICATIONS

Recommended Printer: HP Color LaserJet CP1215 or equivalent
Color Management: Enabled, match to Pantone
Color Mode: CMYK for print
Spot Color: Pantone 2748 UP (when available)
Paper: Uncoated white stock for Pantone accuracy

WEB SPECIFICATIONS

Color Space: RGB (sRGB IEC61966-2.1)
Logo Format: WebP for general use, PNG for header
Responsive Breakpoints: 768px (mobile/desktop)
Browser Support: Modern browsers with graceful degradation
Accessibility: WCAG AA compliant color contrast

FILE LOCATIONS & RESOURCES

Master Template

Google Drive / BNB Content / QC Data

Backup Location

Dropbox / Elimstat Data / Product Specifications

Graphic Assets

Style Guide folder / Creative Cloud

Website CSS

ELIMSTAT0718.CSS (WordPress)

ELIMSTAT.COM — Style Guide Print & Web Documentation Standards

Version 2.0 | Generated November 11, 2025 | Source: Spec_Sheets_Elimstat.indd & ELIMSTAT0718.CSS

All Assets available in the Elimstat Creative Cloud

For questions about this style guide or template modifications, contact Doug Wagner.