



# THE LEHIGH CUSTOMFIT BRAND

The following document will present a succinct guide on how to package and present any Lehigh CustomFit digital material.

No bells and whistles, just a straightforward approach to providing a consistent, high quality design, so all of our customers get the same brand message.





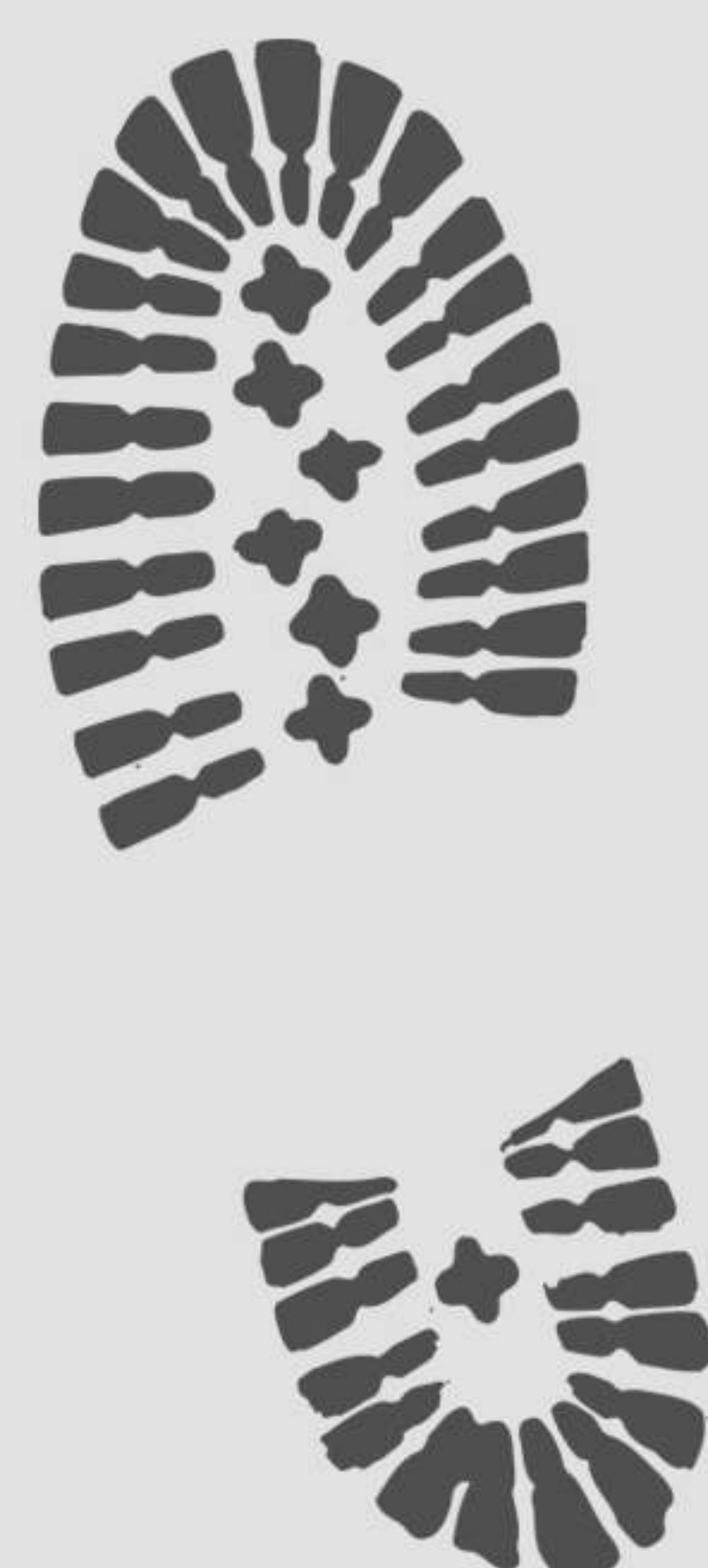
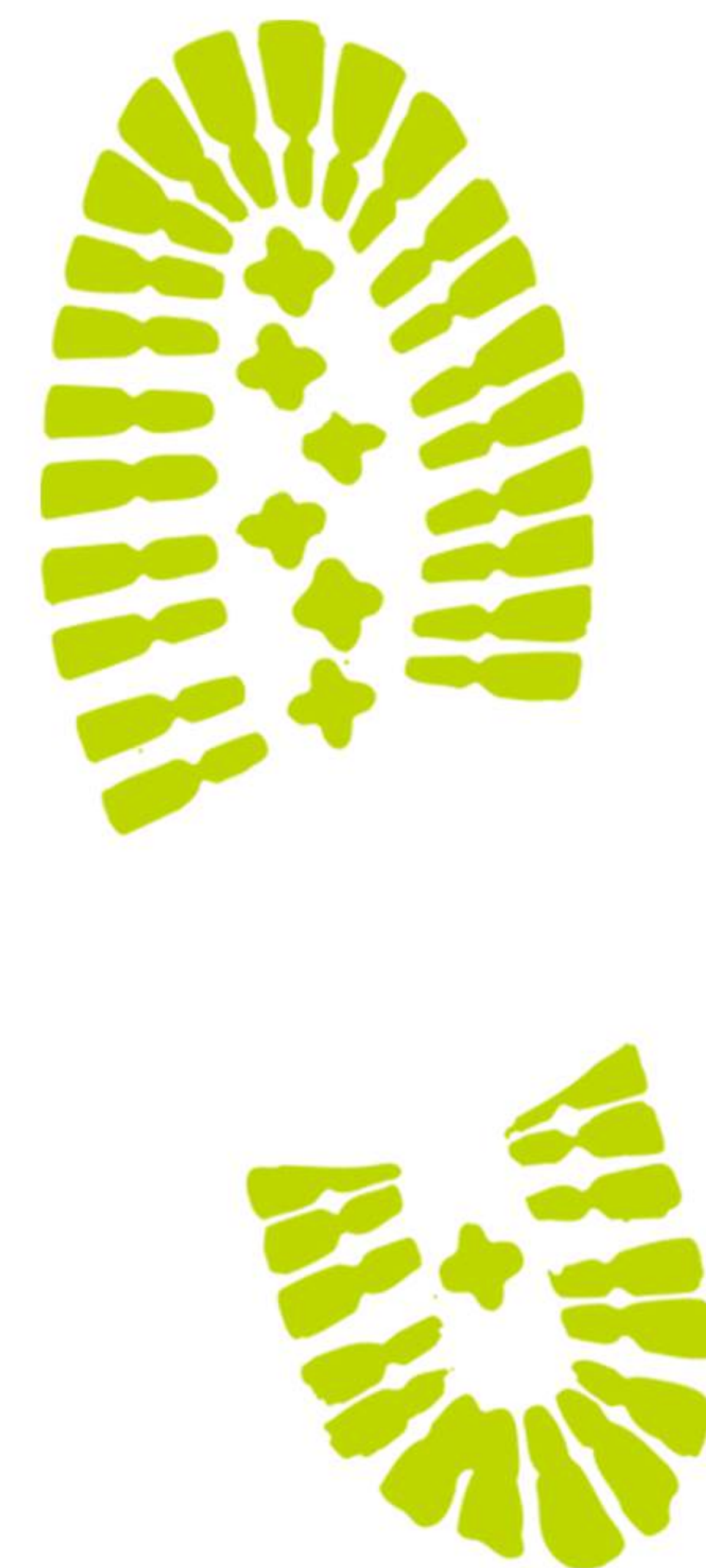
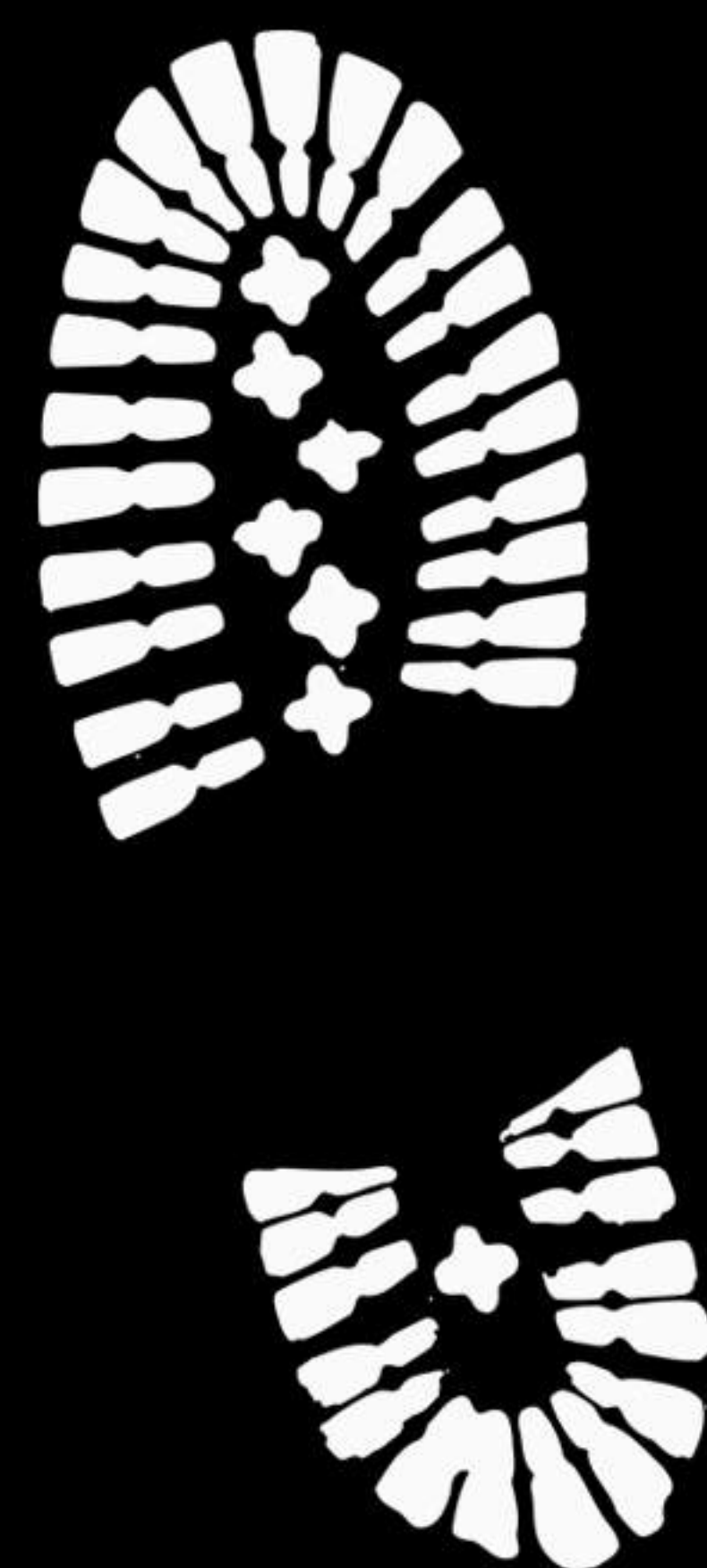
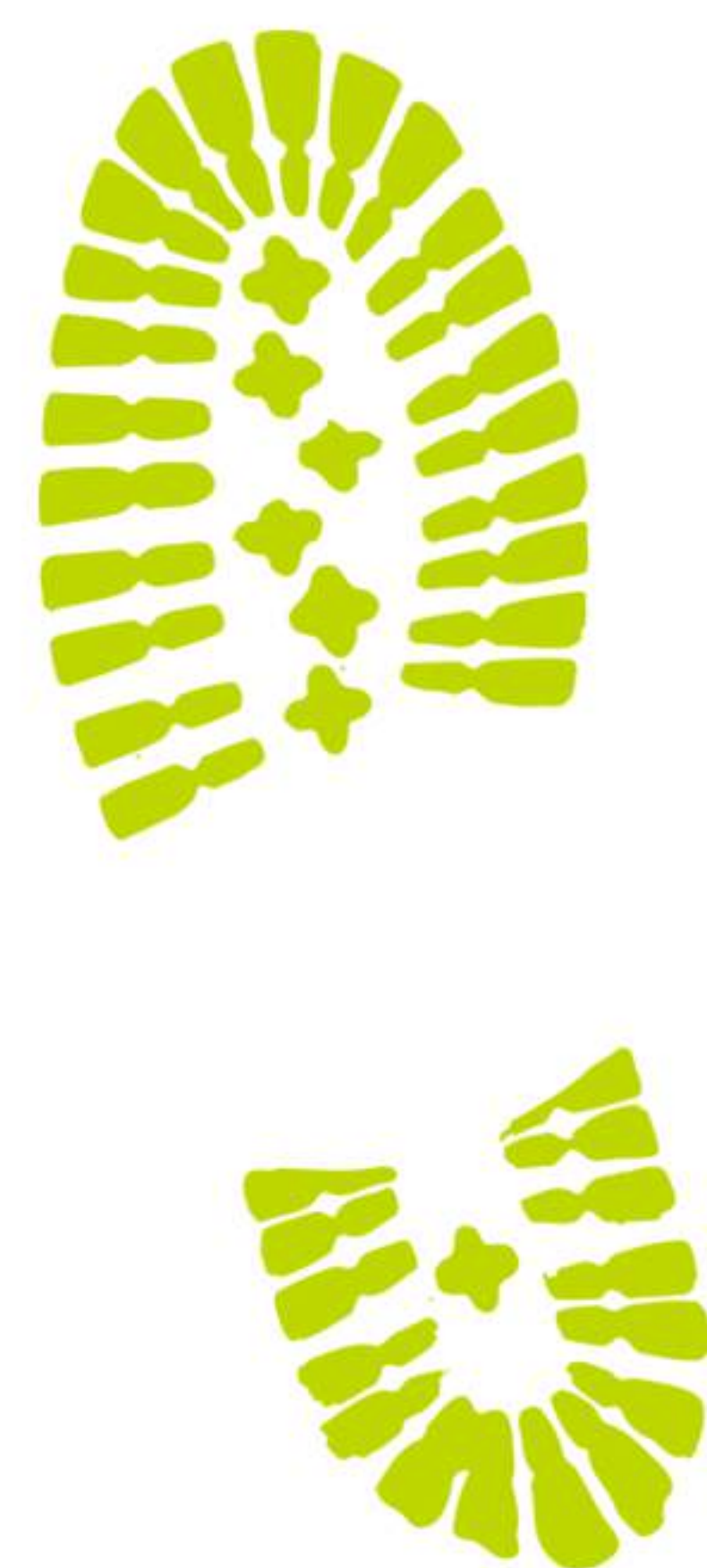


## PRIMARY LOGO

The primary CustomFit logo is three colors - black, white, and safety green. Avoid placing the three color logo on top of dark or green images or backgrounds. Use single color or alternate logos when appropriate to ensure proper visibility. Only use approved digital files (.pngs) of the artwork and resize uniformly.







## SECONDARY LOGO

The secondary CustomFit logo is one color - either black, white, gray, or safety green. The footprint symbol may not take the place of the primary logo, but may be used in certain situations as a supplemental graphic or when space is a concern. Do not place directly next to primary logo. Only use approved digital files (.pngs) of the artwork and resize uniformly.



# COLOR USAGE

The three main colors should always be the same. Utilizing the hex codes, Pantone codes, or RGB codes will ensure consistent use of color.

Supplemental colors can be varying shades of gray, provided they do not obscure logos or text, and must be a percentage of black.

*Why You Should Wear*  
**PUNCTURE-RESISTANT FOOTWEAR**

*What is a Puncture Wound?*

A puncture wound is not the same as a cut. It is usually a small entry hole that can go deep into tissue and muscle of your foot, sometimes into the bone, potentially severing nerves, tendons and ligaments and causing complications that a surface cut to the skin would not.

**Puncture Wound**

- Skin
- Fat
- Muscle
- Bone

*What happens during a Puncture Wound?*

When you step on a sharp object that punctures up through the boot and into your foot a variety of elements other than the object can be attached to or carried with it as it penetrates. This foreign matter can become embedded into the wound requiring it to be extensively cleaned, in some cases having to undergo surgery.

**Foreign Matter Could Include:**

- Boot Outsole Material
- Boot Lining Fabric
- Sock Fabric
- Wood or Rust
- Dirt & Debris
- Skin and Hair

*Medical*  
**RISKS & TREATMENT**

**INFECTION:**  
To skin, tissue, and bone from bacteria on object.

**SURGERY:**  
To clean out foreign matter and/or repair any damage.

**DISABILITY:**  
Bone or internal damage could be permanent if serious or deep enough.

Emergency Room Visit

Antibiotics

Wound Cleaning

Tetanus Shot

X-rays

Follow-up Doctors Visits with Specialist

Elevate and Stay Off Foot

Time Off Work

*Foot Puncture Wound*  
**STATISTICS**

*About 50% of all puncture wounds involve the sole of the foot, and 90% of them are caused by nails.\**

*Up to 15% of foot puncture wounds become infected.\**

*There are 109 ligaments in the foot & ankle connecting bone to bone.\*\**

\*Medical Disability Advisor, mdguidelines.com

\*\*EMSWorld.com

## Safety Green

---

Hex: #bed600

PMS: 382

RGB: 190/214/0

## White

---

Hex: #ffffff

PMS: N/A

RGB: 255/255/255

## Black

---

Hex: #200000

PMS: N/A

RGB: 0/0/0



**Aa**<sup>1</sup>  
**Josefin Sans Bold**  
*Headers*

**Bb**<sup>2</sup>  
**Lato SemiBold**  
*Sub-Headers*

**Cc**<sup>3</sup>  
**Lato Regular**  
*Paragraph*

<sup>1</sup> **LEHIGH CUSTOMFIT**  
<sup>2</sup> **Managed Safety Footwear Program**  
<sup>3</sup> CustomFit provides a fast, free, and friendly safety footwear program which provides you the tools you'll need to ensure your employees are comfortable, confident, and most importantly safe on the job.

## TYPOGRAPHY

By adhering to typographic conventions, we can guarantee that our digital communications are clean, professional, and consistent.

For all headers and titles, use the **Josefin Sans Bold** font. For subheaders and subtitles, use the **Lato SemiBold** font. And for all paragraph and small text copy, use the Lato Regular font.

Ensure a proper text hierarchy is represented. Headers, subheaders, and paragraphy copy should (*almost*) always be scaled differently, as variance is aesthetically and functionally important.



# GRAPHICS DONT'S

These are examples of logo and branding misuse. Avoiding these issues will keep the brand looking professional to potential and existing clients.

- 1. Change logo color
- 2. Stretch logo
- 3. Rotate logo
- 4. Add to the logo
- 5. Use shadows
- 6. Use wrong logo for background
- 7. Use logo file with background (.jpg)
- 8. Use unofficial files
- 9. Delete part of the logo

1.



2.



3.



4.



5.



6.



7.



8.



9.





## CLOSING

Utilizing the Lehigh CustomFit brand assets correctly is how to maintain our brand image and create compelling, professional looking marketing and sales collateral.

For any questions, or requests for files or designs, contact:

*Janelle Kinnaird - Marketing Manager*

*Matt Lopreste - Marketing Assistant*

