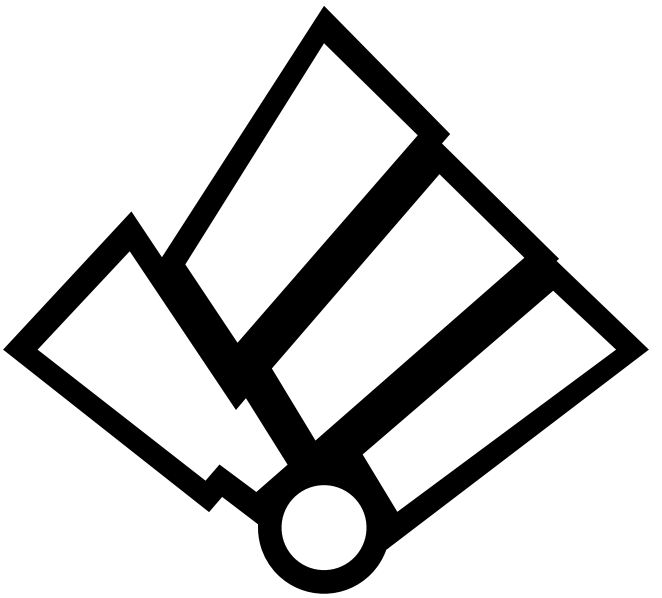


EXCLAIM

MAKE YOUR MARK

BRAND GUIDELINES

The brandmark is a dynamic and complete visual presentation of the EXCLAIM company name. Its weight and composition creates a brandmark adaptable to any scale of reproduction in visually any medium. The brandmark is a powerful asset that encompasses the entire company and what it represents in the perception of it's customers and affiliates. All associates and affiliates are responsible for upholding the integrity of the brand; always practicing proper usage.

INVERTED
BRANDMARK

THE BRANDMARK MAY BE REVERSED WHEN DISPLAYED ON BLACK

EXCLAIM

MAKE YOUR MARK

FULL COLOR
BRANDMARK

WITH OPTIONAL TAGLINE

THE FULL COLOR BRANDMARK IS PANTONE 123 AND BLACK

EXCLAIM

MAKE YOUR MARK

ONE COLOR
BRANDMARK

THE BRANDMARK MAY ALSO APPEAR IN SOLID BLACK WHERE APPROPRIATE, SUCH AS, BUT NOT LIMITED TO:

ASSOCIATION LETTERS
ASSOCIATE EMAIL SIGNATURES
PRINTED LETTERHEAD
WEB FOOTERS
H3 TIER REPRESENTATIONS
IP WATERMARKS

PRIMARY COLOR SET

Official corporate colors are ROBIN EGG BLUE (STRONG CYAN), WHITE and BLACK.

CMYK 66/0/31/0 **RGB** 000/211/200
WEB 00D3C8

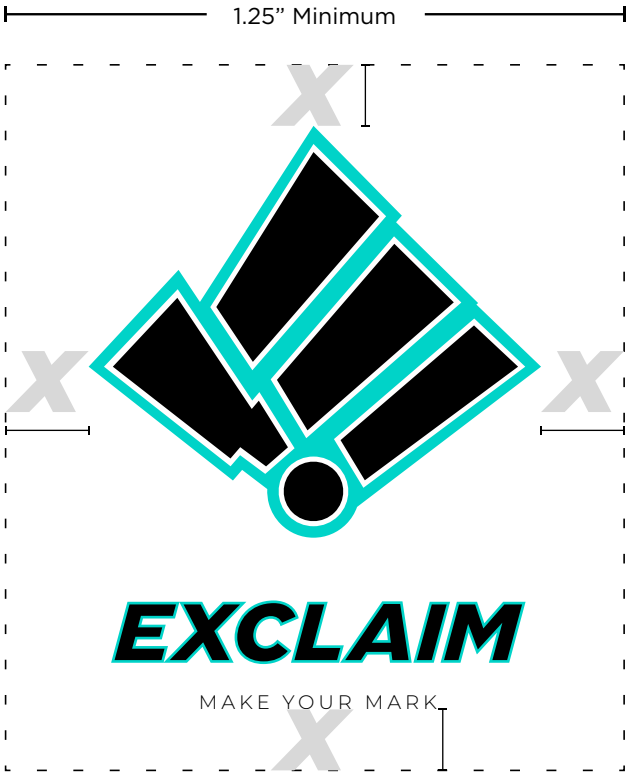
CMYK 0/0/0/0 **RGB** 255/255/255
WEB FFFFFF

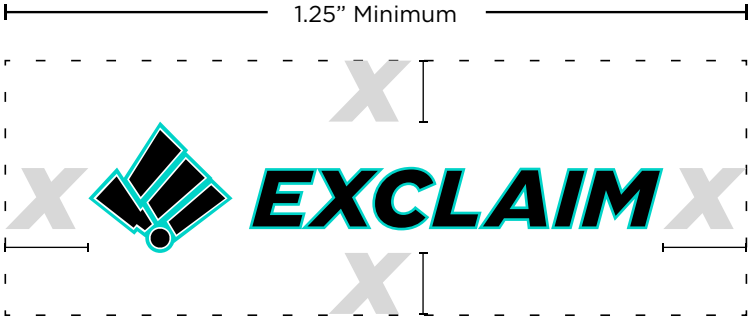
CMYK 0/0/0/100 **RGB** 000/000/000
WEB 000000

NEGATIVE SPACE GUIDELINES

In all applications, the minimum negative (or empty space) surrounding the master brandmark should allow the width and height of the "X" in "EXCLAIM" as a guide as demonstrated below.

The minimum width that may be reproduced is 1.25 inches for the brandmark. For maximum impact in graphic environments, the minimum clear space must be maintained.





TYPEFACE (FONT) USAGE

PRIMARY FONT USAGE: MONTSERRAT

Correct use and style of typography is of equal importance to the EXCLAIM brand as the mark and colors. Typography is part of the voice of the brand, speaking to the distinctly different roles, motivators and purchasing habits of our professional customers. The primary font for EXCLAIM is Montserrat, a typeface that features a significant variety of weighted variants suitable for nearly all typographic needs.

MONTSERRAT FONT FAMILY

MONTSERRAT THIN	*THIN ITALIC*
MONTSERRAT EXTRA LIGHT	*EXTRA LIGHT ITALIC*
MONTSERRAT LIGHT	*LIGHT ITALIC*
MONTSERRAT REGULAR	*ITALIC*
MONTSERRAT MEDIUM	*MEDIUM ITALIC*
MONTSERRAT SEMI BOLD	***SEMI BOLD ITALIC***
MONTSERRAT BOLD	***BOLD ITALIC***
MONTSERRAT EXTRA BOLD	***EXTRA BOLD ITALIC***
MONTSERRAT BLACK	***BLACK ITALIC***