



# VISUAL ID GUIDELINES

## COLORS, LOGOS, TRADEMARKS, & FONTS

### ERGODYNE COLORS

Orange: PMS 1655 / Black: PMS Process Black / Silver: PMS 877

### ERGODYNE FONTS

HTF Champion: The Hoefler Type Foundry / Clarendon: Agfa

### ERGODYNE TRADEMARKS

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Be Tenacious, Beverage Extrication Tool, CORE Performance Work Wear, FRED Fax Response Ergonomic Database or fred, Fast Responsive Expert Database (F.R.E.D.), Jaws of Beer, Open-Center Stay, N-Ferno, Perfor-air, Power Panel Positioner, Storm Drains, Products for Occupational Athletes, Tenacious Work Gear, Trex, Hot Rox, Ergo U, and ZeroRebound are trademarks of Ergodyne. **Each of these trademarks should always be marked with the “™” symbol.**

### ERGODYNE MASTER BRAND LOGOS



#### Master Brand - Tenacious Work Gear Logo: Full Color Version

Use to identify/brand Ergodyne products or company in color applications. For most print applications, use the 4-color EPS version. When able to run the metallic ink PMS 877 as spot color, use the 5-color version.

[4-Color EPS file](#) | [5-Color EPS file](#) | [Full Color JPG File](#)



#### Master Brand - Tenacious Work Gear Logo: Gray Scale Version

Use to identify/brand Ergodyne products or company in gray scale applications. For most print applications, use the gray scale EPS version. JPG version is also provided for when EPS cannot be used.

[Gray Scale EPS file](#) | [Gray Scale JPG File](#)



#### Master Brand - Tenacious Work Gear Logo: Black & White Version

Use to identify/brand Ergodyne products or company in strictly black and white where gray scale use is not possible or practical. Use the EPS version whenever possible. JPG version is also provided for when EPS cannot be used.

[Black-White EPS file](#) | [Black-White JPG File](#)