

Essential



*Start with the Essential.™*

Brand Mini Guide

## **Brand Signature**

### Symbol & Wordmark

The Justrite logo is comprised of a symbol and wordmark.

The new flame symbol honors our heritage in fire safety, while evolving to reflect our expertise in containment and environmental protection.



## Brand Signature

### Incorrect Usage

Because of the growing complexity of the industrial safety market, controlling exposure of the Justrite identifier is vital. When displaying the signature, consistency is key.

These illustrations represent misuses. Do not alter the monogram symbol or wordmark, in any manner. If you are unsure about how you are using the logo, or you have questions, contact the Justrite marketing department for assistance.



Don't add elements



Don't change typefaces



Don't add a drop shadow



Don't change letterspacing



Don't reorient



Don't change proportions



Don't apply incorrect color



Don't distort

For questions about Justrite and our new brand, please contact:

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