

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

### Non-infringement Zone

To ensure clarity when using the Justrite signature, there should be a minimum amount of white space around it.

For maximum impact and instant recognition, the signature should not be crowded by other visual elements and should have ample contrast to the context within which it is placed.

The illustration at right gives a visual guide for providing the necessary white space.



**x=baseline to top  
of lowercase height**  
(typographic terminology  
referred to as x-height)

## 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, wordmark, qualifier or signature lock-up 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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