



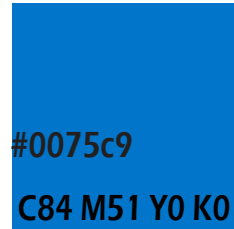
Brand Guide

Colors

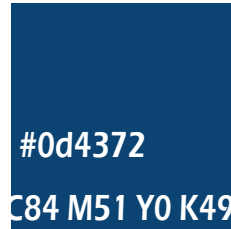
Black



Blue



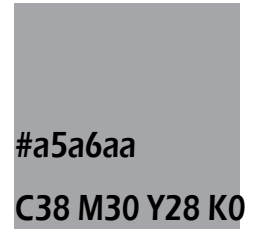
Dk Blue



Yellow



Grey



Fonts

ERAS Bold Italic

ERAS Demi Italic

Poppins Regular

Poppins SemiBold

Alternative Fonts - Arial , Arial Narrow

Size

Titles - 25pt - 35pt

Sub Titles - 16pt - 25pt

Main Copy - 9pt - 12pt

Disclosures - 6pt - 8pt

Sometimes a different font is used for certain products or campaigns. (Review individual product info sheets or ads)

Footer & Background

Footers must always be at the bottom of the document, bleed on three sides (left, right and bottom) and contain at least one call to action (website, email or phone).

The color should not be changed, the logo should be visible and legible and aligned on the right hand or left hand safety guide line, and the entire footer should be on top of all other elements of the document.

The social media icons are optional, the Made in USA logo is optional.

Backgrounds must always be black unless when branding for another distributor. Certain products or campaigns may also feature a texture. Use white font for legibility, and a white outer glow for images or logos that blend into black background.

The footer and background does not necessarily apply to banners, ads, social posts, or business cards. It does apply exclusively to info sheets, posters, and applicable event programs.

