



ECMD

BRAND & STYLE

NOVEMBER 2021

BUILDING STRONGER. TOGETHER.

Commitment is our cornerstone. ECMD is committed to the people, families and teamwork that makes us tick. By being 100% employee owned, we succeed together by providing the best building materials through our global supply chain, and by staying true to the integrity and sense of community that drives us forward with an ownership culture.

We are ECMD.

We are 100% employee owned.

And this is our brand.

A BRAND THAT BUILDS

Brand Essence
Building Stronger.
Together.

Our Brand Promise

ECMD is more than a global supply chain leader, manufacturer, and distributor of building materials. Being 100% employee owned gives each employee-owner a stake in their commitment and accountability to providing an easy customer experience. Every employee-owner contributes their unique skills and the highest level of integrity to create ECMD's strengths. Together, no matter what, we strive for a perfect experience for our customers, and it shows in every order and every flawless delivery.

Brand Personality
Strength, Ownership, Commitment, Family, Quality, Service

Brand Pillars

Structure

ECMD promises to serve its employees and customers by providing a structure of strength that takes care of everyone it serves.

Connection

ECMD is a place for everyone who wants to build strong connections and support one another.

People First

Happy employees and happy customers make ECMD successful. ECMD earns trust through safety and honesty -- fostering real values for real people.

Ownership

As a 100% Employee Owned company, ECMD does not have employees, we have owners. A culture of ownership allows each team member to contribute and share in the financial success of the business.

Brand Values

Flawless Delivery

We Get it Right. Every Time

Through our world-class supply chain, our customers get the building products they need, when they need them, every time.

Commitment to People

We're Strong Because of You

ECMD gives employees an ownership stake in the company and stays committed to our mission to ultimately improve the lives of our people in all five of our operating companies.

Community

World-Class Inventory. Small Town Values.

Every single owner at ECMD contributes to our trusted reputation of Quality and Reliability. Just as finger-jointed lumber is straighter and more stable than a single piece of wood — our people work hard and humbly together to be an amazing strength.

LOGOMARK



Visual meaning

The interlocking profiles of two pieces of wood, known as a finger joint, builds a strong bond between individual pieces of wood. This strength is further conveyed by the strong connection and partnership all ECMD owners have with their team and their customers. This spirit is visually conveyed in ECMD's logomark. Two interlocking line patterns portraying the strength and commitment in our people and customers, along with our vast global supply chain and logistics reach around the United States.

Tagline

The tagline "Building Stronger. Together." may be used with the logo as a lockup (shown to the right) as well as a headline. The preferred use is without the tagline.

Positive and negative use

The logo can be used on white or on dark colored backgrounds or photography. When used on dark or light backgrounds, the ECMD logomark and logotype shall be clear, visible and readable.



Spacial construction and spacing

Ample "whitespace" shall be allowed when placing the ECMD logomark among other objects.



One color use (not recommended)

When one must apply our logo in one color (such as embroidery), the 1-color rendering of the logomark may be used. Note: whenever possible, the full color logo should be used.



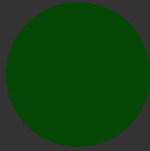
COLOR

Solids



Light Green

R74 G148 B74
#4A944A
71C 13M 75Y 3K
PMS 7741C



Dark Green

R5 G71 B5
#054705
94C 33M 100Y 24K
PMS 357C



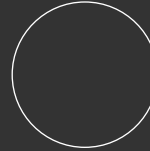
Medium Blue

R0 G74 B143
#004A8F
94C 54M 9Y 2K
PMS 7686C



Light Blue

R18 G181 B229
#12B5E5
93C 2M 0Y 0K
PMS 299C



Dark Gray

R51 G51 B51
#333333
62C 48M 49Y 48K
PMS 447C



Black

R0 G0 B0
#000000



White

R255 G255 B255
#FFFFFF

Gradients

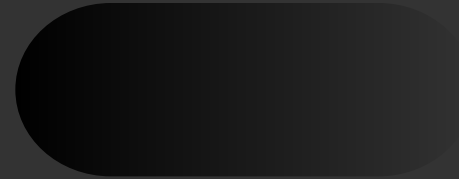


Light Green



Dark Green Medium Blue

Light Blue



Black

Dark Gray

A modern, sophisticated, diverse collection of color and tones provide the visual storyteller with ample opportunity for content to “pop” off the screen while maintaining readability.

Greens, Blues and Grays are our primary color spaces. Gradients may be used when additional depth is needed. Additional complimentary colors to our primary palette may be added as needed.

PHOTOGRAPHY

It's not just a manufacturing and distribution story. It's a people story.

Visual storytelling is key to simplifying our brand. Our use of imagery must tell an authentic, humanistic, relatable story about how our products and solutions impact our employees, customers and partners.

Photography should be ECMD-owned, original and candid with an authentic feel. Manufacturing and distribution is part of the human story and should be represented in real-world scenarios.

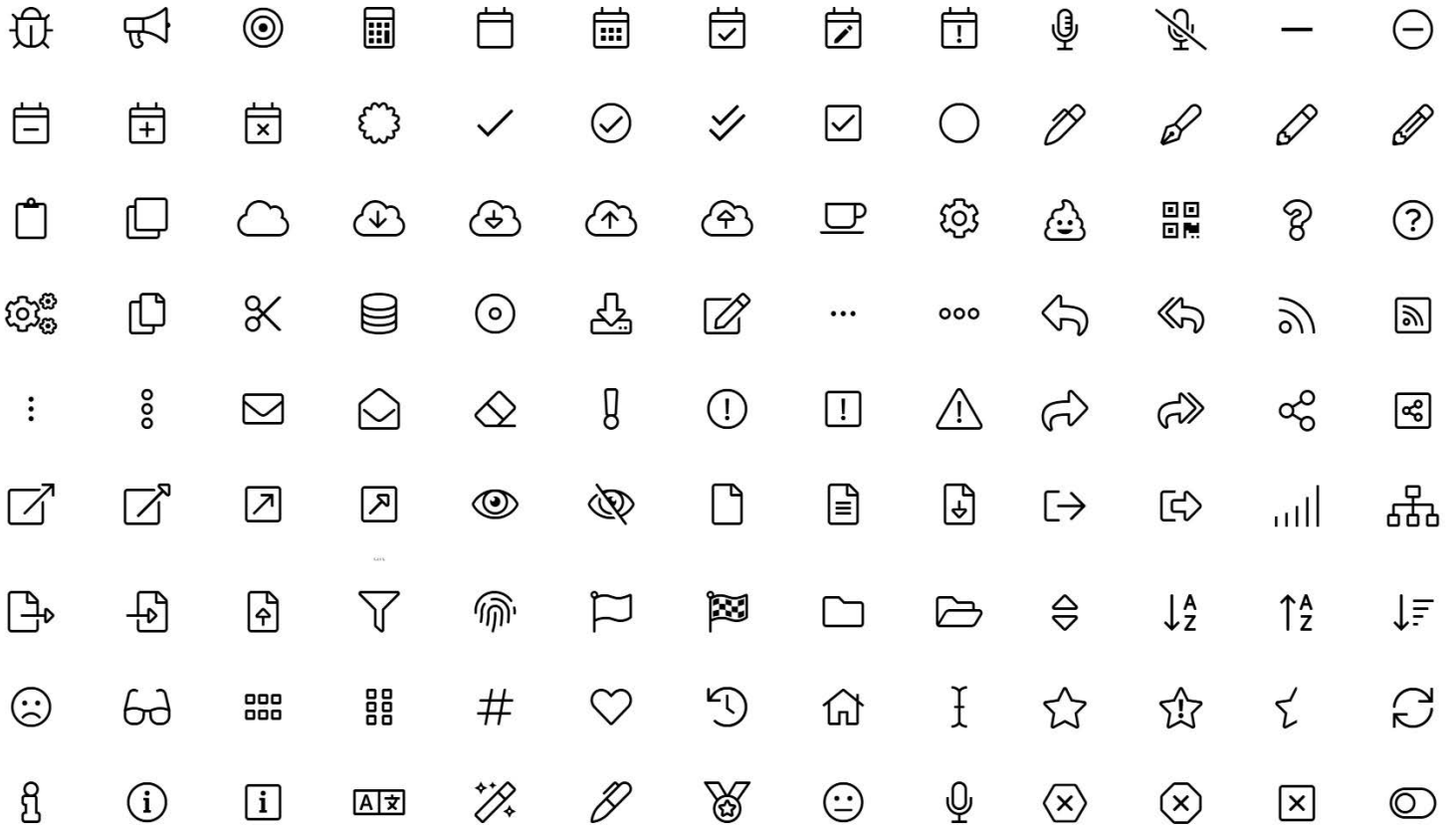
If stock is required, recommended sources are Adobe and Getty. However, regardless of where the imagery is sourced, they should convey a similar aesthetic regardless of where they are used.



ICONOGRAPHY

When appropriate, clean, easy to understand iconography, pictograms and other imagery may be used to tell visual stories. Pictography and iconography can be used to add visual variety and contrast to the rich photography. This style should also be used for infographics.

For web and print use, the Font Awesome collection of iconography may be used. Learn more at fontawesome.io.



TYPOGRAPHY

Montserrat is ECMD's primary corporate typeface and is available for Desktop and Web on the Adobe Creative Cloud platform as well as Google's open-source font library.

When Montserrat is not available or when applications require universal access to our typeface (i.e. PowerPoint), Arial may be used as a substitute.

Montserrat **Montserrat**

MONTERRAT LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456790

MONTERRAT REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456790

MONTERRAT BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456790

MONTERRAT BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456790

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456790

ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456790

ARIAL BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456790

BRAND ARTIFACTS



CONTACT

For questions regarding the ECMD brand, please contact:

bob.ballard@ecmd.com

For digital assets, including updates to this style guide, please contact us.