

# ECMD 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.

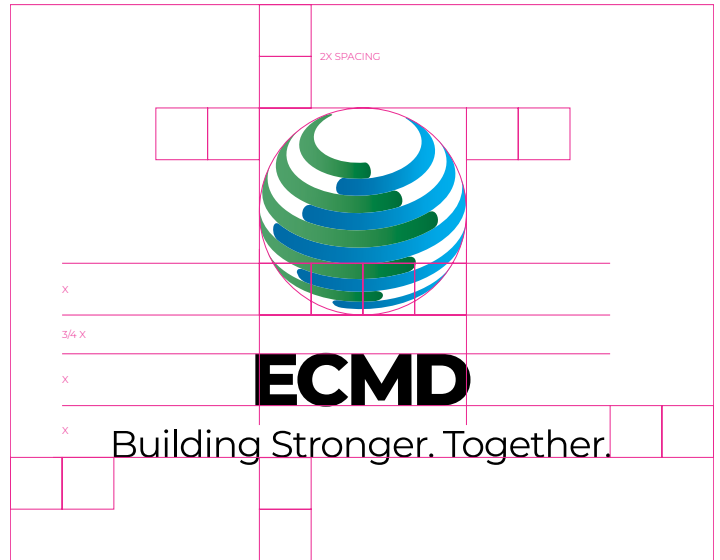
## Positive and negative use

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.

