

**Using the  
Eastcoast  
Mouldings  
Signature**

**EastCoast<sup>®</sup>  
Mouldings**

The EastCoast Mouldings logotype has been custom designed using Bernhard Modern Bold. The "®" is always positioned top right of the logotype.

The Swelled Rules are centered below "EastCoast" and under "Mouldings" between the "M" and "g".

Repositioning any elements or changing colors of the EastCoast Mouldings signature is unacceptable.

**Note:** For extreme enlargements of the the EastCoast Mouldings signature, the "®" may be reduced to a more aesthetically pleasing size.

**EastCoast<sup>®</sup>  
Mouldings**

**1-Color and 4-Color usage on a white field.**

1-Color usage: EastCoast Mouldings logotype, "®" and Swelled Rules are to appear in PMS 3298.

4-Color usage: EastCoast Mouldings logotype, "®" and Swelled Rules and are to appear in C=100, M=0, Y=57, K=42.

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**Usage on a light-toned field.**

EastCoast Mouldings logotype, "®" and Swelled Rules are to appear in black.

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