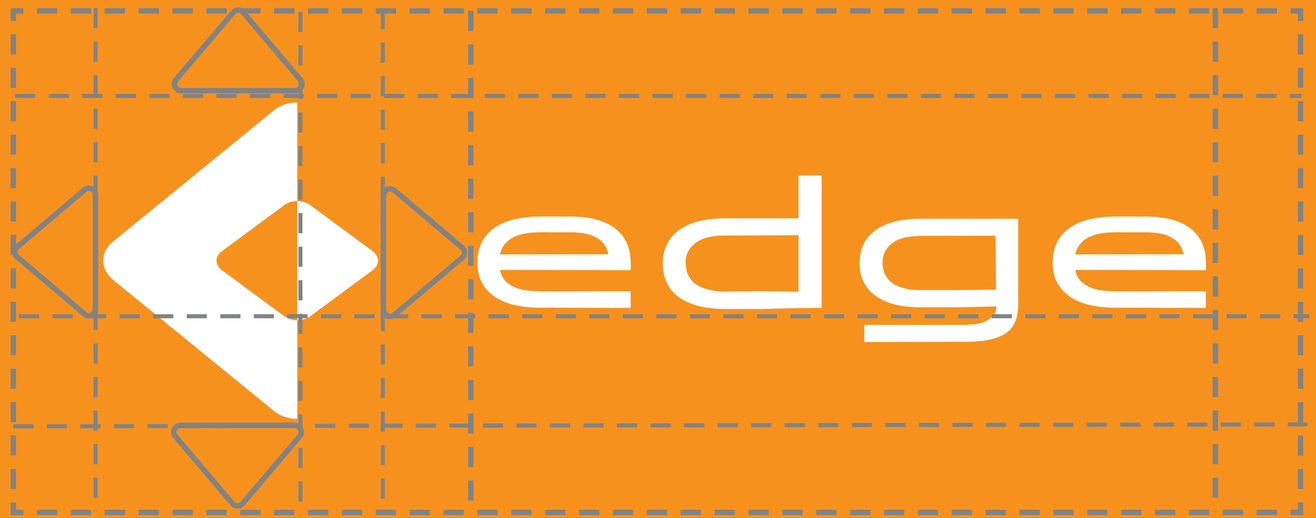
BRAND GUIDELINES

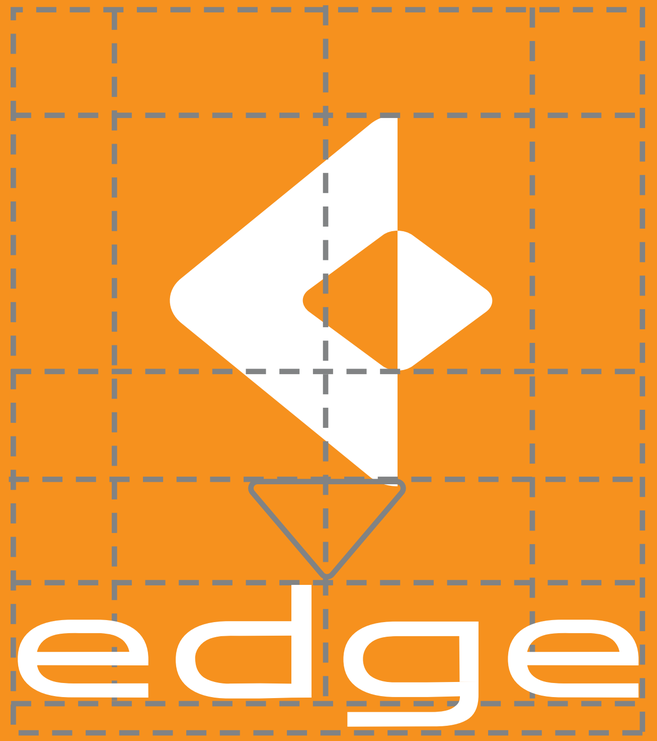
Edge by The PSA Network

INTRODUCTION

Edge global network was established to bond ProAV affiliates into an elite industry team. Collaboration, communication and customer service are the core of Edge. Combine that with partnerships between top ProAV manufacturerers and service providers, and leading industry associations, the Edge advantage is unparalleled.

LOGO CONSTRUCTION





BRAND COLOR

Blue associations include trust and professionalism. Blue logos are known to evoke feelings of success and security from its audience. Edge is an established and proven brand that has built a foundation on partner’s confidence and loyalty in the network.

Orange associations include bold and adventurous. Orange logos elicit a high degree of positivity, drive and rejuvenation. While blue recognizes the stability of Edge, orange represents its new beginning.

COLOR PALLET

CMYK 92-49-43-18
RGB 0-98-115
HEX: 006273

CMYK 82-22-41-1
RGB 0-150-153
HEX: 009699

CMYK 0-75-93-0
RGB 242-101-44
HEX: F2652C

CMYK 0-51-100-0
RGB 247-147-32
HEX: F79320

CMYK 65-63-60-49
RGB 66-61-61
HEX: 423D3D

CMYK 0-0-0-40
RGB 167-169-172
HEX: A7A9AC

TYPOGRAPHY

Montserrat Bold

H1 | Headlines

Montserrat Semibold

H2 - H6 | Subtitles

Montserrat Light

P | Plain Text

THUMBNAIL MARK

GUIDELINES

To maintain a powerful presence in the marketplace, it is vital Edge maintains consistency across print and web communications. Our distinctive logo, color palette and typography give us a recognizable advantage. This manual outlines the proper use of graphics and verbiage. Consistency will enhance the branding of Edge by strengthening our recognition.

Verbiage

When using the name Edge in standard writing, the E is capitalized. Edge should always be in title case (all capitals or lowercase is not allowed). However, all capital use can be applied when a title is formatted to all capitals; therefore, Edge will be fully capitalized.

The Logo

The Edge logo was crafted with custom letterforms and may not be re-created or altered in any way from the supplied versions. The relationship between the Edge letters and the text “Unparalleled Partnerships” is fixed and must not be reconfigured in any way. When resizing the logo, the logo must not be skewed or distorted out of proportion. Graphic files of the logo are available from the Edge marketing department or online at https://edge.technology.

Logo Clear Space

Surrounding the logo, there must be a clear space void of all imagery and typography. In ideal situations this clear space should be no less than the smaller triangle in the middle of the logo icon.

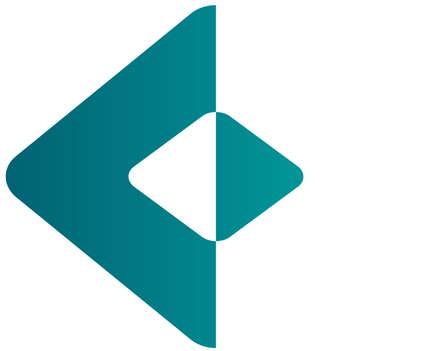
All White Logo

When using the logo on a colored background, be sure it is light/dark enough for the logo to be legible.

Logo Sizing

To ensure legibility, the logo should never be smaller than 90 pixels, 1.25 inches or 7.5 picas wide.

VERTICAL



Light Background

Dark Background

Monochrome

HORIZONTAL

Light Background

Monochrome

Dark Background

TAGLINE LIGHT

TAGLINE DARK