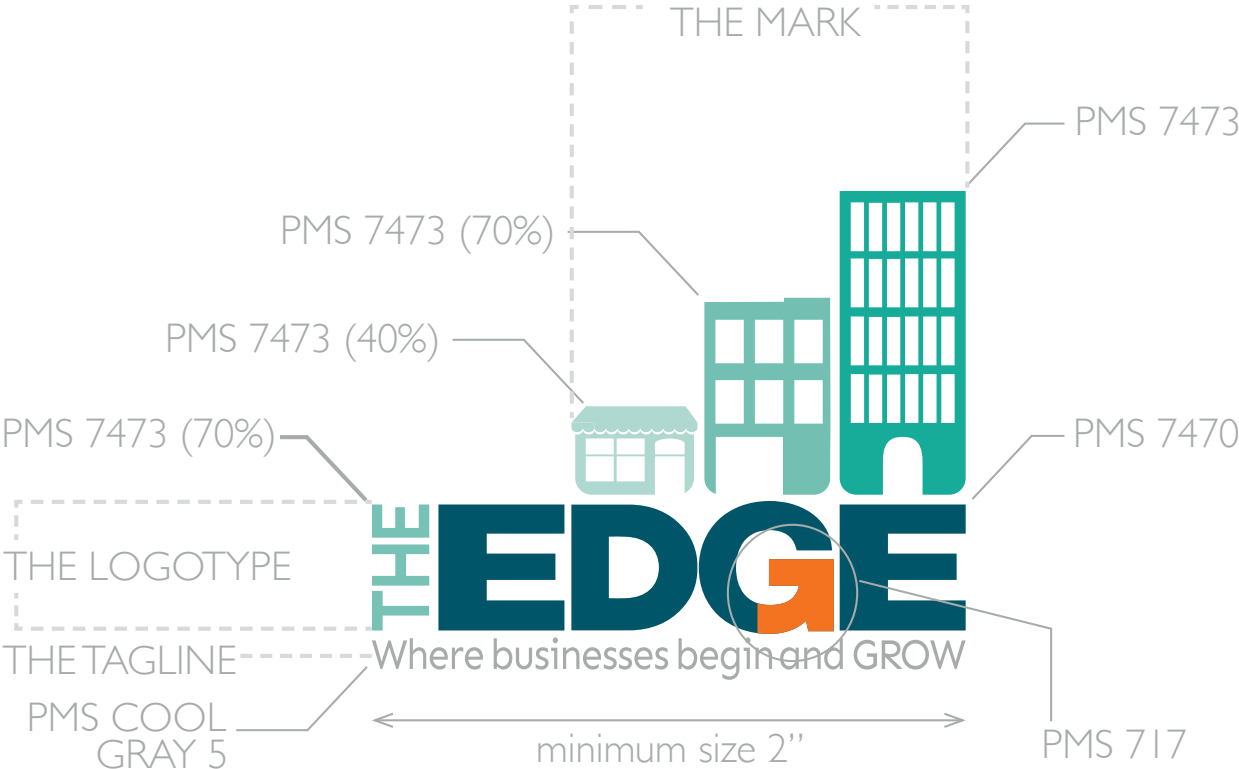


THE EDGE - BRAND



THE EDGE - BRAND STRATEGY

Having a strong brand strategy that clearly conveys a defined purpose helps differentiate one company from another. With this in mind, intentional focus was placed on developing a look and identity to enhance the brand presence of The Edge Connection through a platform on which to stand for years to come. Branding is meaningful and clearly reinforces what the company does – helps businesses develop and grow – through the visual elements of start-up, mid-size and enterprise buildings and an embedded and brightly colored arrow pointing up in the “G” of the word “Edge.” Branding speaks directly to clients, who should easily be able to see where they are now and their future growth potential. All in all, branding is cohesive, bringing together the multiple dynamics that give The Edge Connection its “edge” over rivals or competitors.

THE PANTONE COLORS

PMS 7470		
PMS 7473	70%	40%
PMS 717		
PMS COOL GRAY 5		

THE FULL COLOR GUIDE

CMYK	RGB	WEB
c96 m20 y25 k53	r0 g85 b104	#005568
c75 m5 y48 k3	r32 g170 b151	#20AA97
c0 m68 y100 k0	r243 g115 b33	#F37321
c13 m9 y10 k27	r169 g171 b172	#A9ABAC

THE EDGE - GUIDELINES FOR BUSINESS CARDS

BUSINESS CARD FRONT



THE EDGE CONNECTION
LOGO WITH MARK AND
TAGLINE
(1.8183" x 1.4966")

PMS 7473

1.995 INCHES

BUSINESS CARD BACK



PMS 7473

2.0399 INCHES

2.75 INCHES

Web Address
(PMS Cool Gray 5)

Where businesses begin and GROW
www.theEDGEconnection.com

Tagline (PMS 7473)

SIZE

2" x 3 1/2"

STOCK

tbd

COLOR

Logo (per logo standards), Background (PMS 7473), Name, Title and Contact Info (White)

TYPOGRAPHY

Name (Sen Bold 12pt), Title (Gill Sans Light 12pt), Contact Info (Gill Sans Light 10pt)

THE EDGE - GUIDELINES FOR BRAND IDENTITY

The following guidelines outline general graphic standards for The Edge identity. They are necessary to help ensure that brand graphics are applied uniformly and consistently in all applications. Misuse of the identity undermines its impact.

MINIMUM SIZE

The width of the identity should never measure less than 2 inches across. The minimum size requirement has been predetermined to maintain the visual strength of The Edge identity.

THE MARK

The mark, logotype and tagline appear together as one unit. The logotype and tagline may appear together separate from the mark but the mark should never appear alone without prior approval from the graphics coordinator.



4 COLOR - LOGO WITH MARK



GRAYSCALE - LOGO WITH MARK



4 COLOR - LOGO WITHOUT MARK



GRAYSCALE - LOGO WITHOUT MARK



EMBROIDERY



EMBROIDERY REVERSED



THE EDGE - GUIDELINES FOR GENERAL LETTERHEAD

2.1594 INCHES

11.7774 INCHES

3.5"

THE EDGE
Where businesses begin and GROW

www.theEDGEconnection.com
p)770.499.3228 f)770.499.3636
333 Busbee Drive, Suite 415
Kennesaw, Georgia 30144

February 1, 2016

Dear Sir or Madam,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed id arcu felis. Duis suscipit ultricies lacus eu fringilla. Etiam pulvinar diam justo, nec sodales ex tempus sit amet. Sed ac turpis vitae ipsum sagittis aliquet in eget est. Pellentesque aliquam pellentesque dolor, a lobortis velit pretium id. Nam facilisis et augue id scelerisque. Maecenas id risus sit amet nisi malesuada convallis nec nec tortor. Etiam eget ante in dui finibus blandit. Curabitur et congue leo, nec tincidunt elit. Morbi convallis at lectus at tincidunt. Curabitur commodo massa lorem, sit amet sagittis mauris fermentum in. Etiam aliquam, nibh convallis consectetur hendrerit, massa purus venenatis elit, quis pulvinar nisl quam a urna. Sed efficitur eros nec sapien ullamcorper sagittis.

Aenean pellentesque eget augue et vehicula. Ut cursus massa arcu, eget ornare odio consectetur vitae. Nulla lobortis porta orci et semper. Donec pellentesque ligula ligula, quis lacinia orci dictum vitae. Donec eleifend posuere arcu. Mauris egestas elit vitae justo condimentum, eget aliquam diam aliquet. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Phasellus tempus neque at ipsum interdum, vel aliquam diam blandit. Vestibulum ut egestas libero, sit amet porta libero. Nullam blandit mauris quis tempus convallis. Phasellus eu quam risus. Cras et faucibus nibh, in blandit diam. Nulla lobortis efficitur ipsum quis vulputate. Cras sit amet nisl gravida, congue velit et, condimentum metus.

Phasellus elementum elit sed velit mollis malesuada. Mauris sollicitudin cursus libero id semper. Phasellus eget risus condimentum odio faucibus consequat. Integer porta ornare est, a euismod nibh tincidunt sed. Phasellus eleifend efficitur enim id pharetra. Curabitur rhoncus malesuada tristique. Pellentesque quis nisi vitae mi consectetur rhoncus. Phasellus eget ex magna. Maecenas id nulla eget enim luctus placerat.

Best Regards,

Name | Title

2.3 INCHES

11.976 INCHES

PMS 7473

SIZE
8 1/2" x 11"

STOCK
tbd

COLOR
Logo (per logo standards), Contact Info (PMS 7473), Body (Black)

TYPOGRAPHY
Web Address (Sen 10pt), Contact Info (Sen 9pt), Body (Gill Sans Reg 12pt)

THE EDGE - GUIDELINES FOR GRANT LETTERHEAD



SIZE

8 1/2" x 11"

STOCK

tbd

COLOR

Logo (per logo standards), Board of Directors (Black), Body (Black)

TYPOGRAPHY

Heading (Gill Sans Semibold 14pt), Names & Titles (Gill Sans Reg 10pt), Body (Gill Sans Reg 12pt)