



**EMPIRE**  
**BUILDING MATERIALS**

**BRAND STYLE GUIDE**



# ACCEPTABLE FORMATS



# DO NOT'S



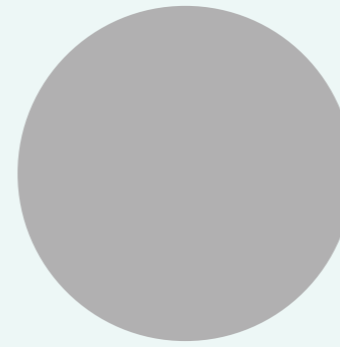
# COLORS

## OFF WHITE



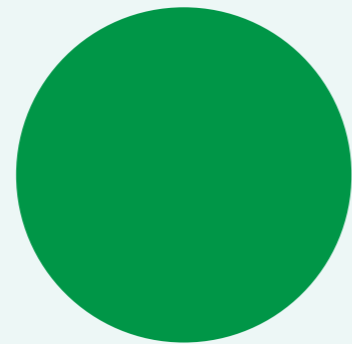
C: 6%    R: 237  
M: 0%    G: 247  
Y: 3%    B: 246  
K: 0%    #EDF7F6

## RAINY DAY



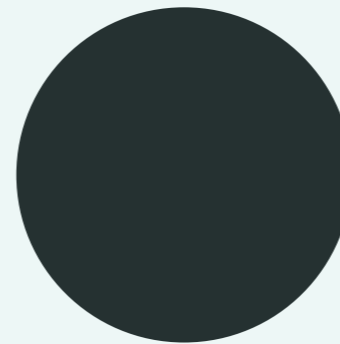
C: 5%    R: 177  
M: 5%    G: 176  
Y: 5%    B: 177  
K: 30%    #B1B0B1

## DAYLIT FOREST



C: 86%    R: 0  
M: 100%    G: 150  
Y: 100%    B: 71  
K: 3%    #009647

## MIDNIGHT FOREST



C: 22%    R: 37  
M: 0%    G: 49  
Y: 13%    B: 49  
K: 93%    #253131

**HEISMAN (H1)**

**HEISMAN (H2)**

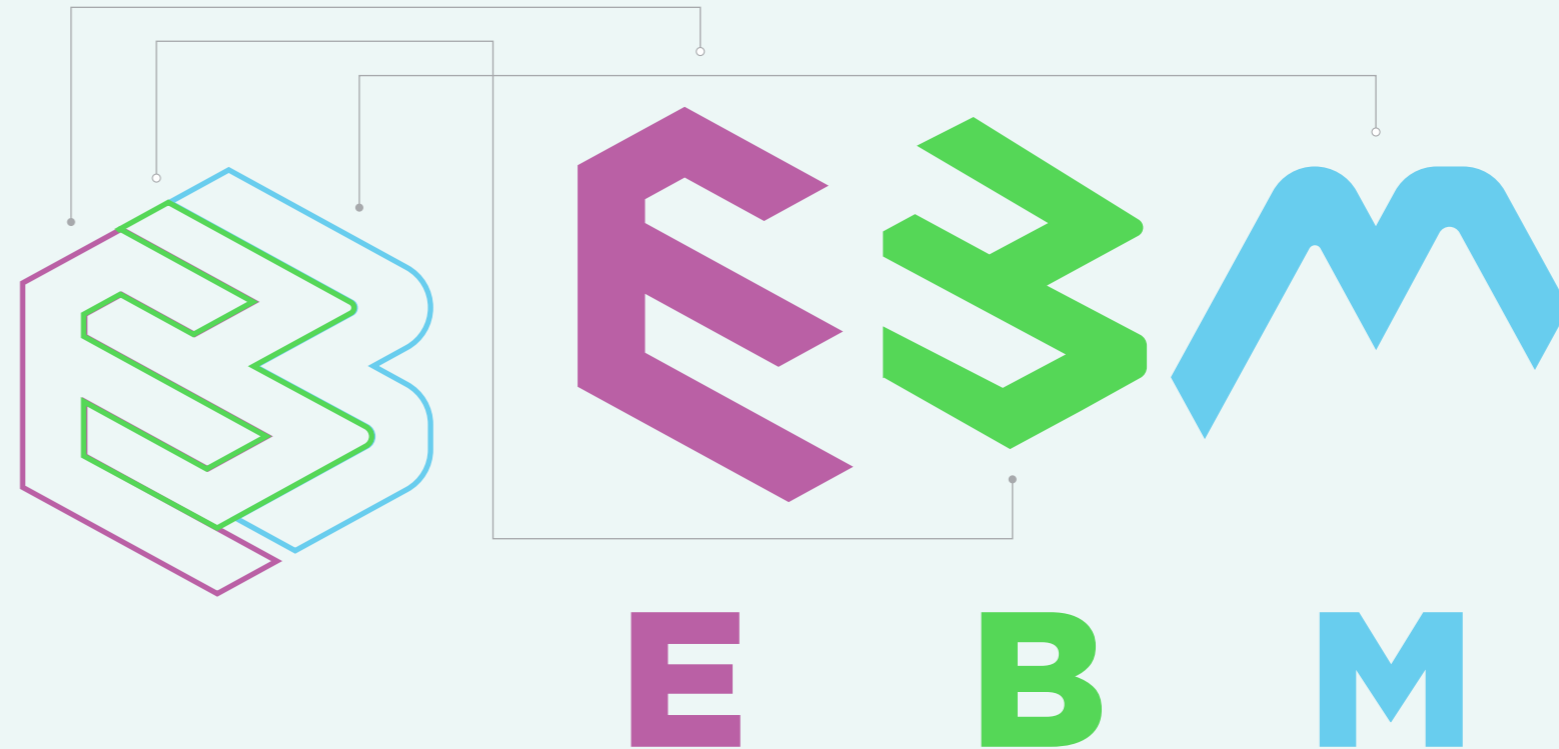
**HEISMAN (H3)**

Trade Gothic LT Pro Bold (Body Copy)



The icon for Empire Building Materials cleverly integrates the initials "EBM" into its design. The 'E' is formed by the black segments on the left side of the logo, with three distinct horizontal lines clearly representing the letter. The 'B' is subtly crafted using the green shapes on the right side, with the rounded top and bottom sections defining its form. Finally, the 'M' is represented through the negative space created between the 'E' and 'B', with the central points converging to imply the letter 'M'. This intricate design not only embodies the company's initials but also symbolizes the unity and interconnectedness of Empire Building Materials' diverse offerings. The integration of EBM within the icon reflects the brand's sophistication and attention to detail, reinforcing its identity in a visually compelling manner.

# ALL-IN-ONE EBM ICON



# HIDDEN MEANINGS



## LUMBER RACKING

The logo subtly incorporates the imagery of layers of stacking and racking, which evokes the essence of a lumber yard without being overt. This design element symbolizes the organized and efficient nature of lumber storage, a fundamental aspect of Empire Building Materials. By using this visual metaphor, we highlight the company's expertise in providing well-structured and reliable building materials, showcasing their commitment to quality and precision.

## SUBTLE TREE ELEMENT

The incorporation of greenery within the logo conveys a sense of trust and reliability. The dynamic shaping and pine-like characteristics of the design elements evoke a natural and organic feel, reminiscent of pine trees. This not only emphasizes the company's connection to nature and sustainability but also represents growth, stability, and the foundational materials that Empire Building Materials offers. The tree-like imagery subtly references the origin of the materials, reinforcing the company's roots in the lumber industry.

## SMOOTH FLOW

The design features a smooth and flowing aesthetic, which gives an impression of fluidity and seamless function. This element represents the efficient processes and streamlined operations that Empire Building Materials prides itself on. The smooth flow within the logo suggests a harmonious and well-coordinated system, reflecting the company's dedication to providing a hassle-free experience for their clients, from supply chain management to customer service.

## BOARD SHAPE

The logo's structure hints at a deliberate board shape, subtly setting the tone for the core of what Empire Building Materials does. This design choice serves as a visual representation of the company's primary product offerings—building materials in the form of boards and planks. By integrating this shape into the logo, it communicates the company's specialization and expertise in the industry, reinforcing their identity and mission to supply high-quality materials.

## INNER ROWS

The presence of inner rows within the logo illustrates the complex and multi-faceted nature of Empire Building Materials' operations. These layers signify the various dimensions and levels of the business, showcasing the depth of their expertise and the robust structure of their services. The inner rows symbolize the company's ability to manage and integrate multiple aspects of the building materials industry, providing comprehensive solutions and proving their capability through well-established and intricate structures.

## MOUNTAIN PEAKS

Additionally, the angular and peaked elements within the logo subtly evoke the imagery of mountain peaks (when viewed sideways). This design choice reflects Empire Building Materials' strength, durability, and steadfast presence in the industry. Mountains symbolize stability and long-lasting foundations, paralleling the company's commitment to providing reliable and enduring building materials. The peaks also hint at the company's high standards and aspiration to reach new heights in quality and service.