

Lew Electric Fittings Company

OFFICIAL BRAND GUIDELINES

Primary Corporate Identity



Corporate Tagline: *"Providing the power to design your vision"*

The primary Lew Electric logo utilizes a refined serif typography combining solid black and corporate blue. The signature 'L' emblem, encased in a dual-ringed circle, signifies precision and reliability.

Featured Brands Portfolio & Logo Variations

To ensure maximum legibility and brand consistency, all featured sub-brand logos must include the trademark designation (™) and be used in one of the approved color formats shown below.

L-EVATE™

Utilizes a secondary iteration of the signature 'L' emblem in neutral grey. The wordmark replaces the standard 'V' with a dynamic blue diamond and vertical arrow motif.



COLOR RGB



GREY SCALE



1-COLOR WHITE



POWERDEN™

Leverages primary Lew Blue and Solid Black with a stylized roofline canopy denoting shelter. The 'O' is modified to house an electrical outlet icon.



COLOR RGB



GREY SCALE



1-COLOR WHITE



PowerPRO™

Introduces a striking green accent color to signify high performance and energy. Features heavy black typography paired with bold green.



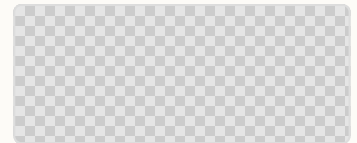
COLOR RGB



GREY SCALE



1-COLOR WHITE



POWERUP™

Combines heavy black typography for 'POWER' with a lighter grey 'UP'. Accented by an upward blue diamond motif.



COLOR RGB



GREY SCALE



1-COLOR WHITE



Whisper Switch™

Utilizes an elegant, italicized serif font separated by a sleek, angled geometric dividing shape, evoking quietness and refined aesthetics.



COLOR RGB



GREY SCALE



1-COLOR WHITE



Brand Governance and Compliance

Mandatory Usage

These brand guidelines are mandatory for all internal and external parties creating materials on behalf of Low Electric Fittings Company. Any deviation from these guidelines must be explicitly approved in writing by the Marketing Department.

Approval Process

All materials bearing the Low Electric Fittings Company logo or featured sub-brands must be submitted to keithromer@lewelectric.com for review and final approval.

Trademark Acknowledgment

All logos, brand names, and taglines detailed in this document are registered trademarks or intellectual property of Low Electric Fittings Company. Unauthorized use is strictly prohibited.