



ABLE MACHINERY MOVERS

UNMATCHED EXPERIENCE

BRAND STANDARDS

TABLE OF CONTENTS



LOGOS

CHAPTER / PAGE
01 04

TYPOGRAPHY

02 42

COLOR CODES

03 45

BRAND EXECUTION

04 48

BRAND MARK

01

LOGOS

BRAND MARK

01

LOGOTYPE

08

LOGOTYPE + TAGLINE

17

PRIMARY + SECONDARY LOGOS

20

ADDITIONAL MARKS

35

BRAND MARK

This is the official brand mark for Able Machinery Movers. It represents an 'A' that was inspired by an early image from the company archives. It symbolizes the company history while also looking toward the future. The negative space creates an upward arrow & the slanted angle relates to the forward mobility aspect of the Able brand. Please do not alter / change the logo in any way shape or form.



MARK ARCHITECTURE

The Able mark has been created based off strong lines. Together each line makes up a 'A'.



MARK SCALE

Able's mark was made to scale. Whether it's scaled up large enough for a billboard or scaled down to the size of a dime - the Able mark will hold it's integrity through a variety of mediums and sizes.



MARK COLOR

The correct color usage and combination for the Able brand mark is shown below.



SECONDARY MARK 1957 COLOR

It is acceptable to add 1957 to the brand mark in special cases. The correct color usage and combination for this mark combination is shown below.



INCORRECT USES

The brand mark must not be altered or distorted in any way. The effectiveness of the brand mark depends on consistently correct usage as outlined in this manual. The examples shown below illustrate some incorrect uses of the brand mark.



LOGOTYPE

LOGOTYPE

The Able logotype is the central element in the Able visual communications system. Through consistent and repetitive use as a signature devise and design element in all of the Able visual communications, the logotype becomes a visual shorthand which identifies the company and symbolically embodies its activities, accolades, and goals.

ABLE

LOGOTYPE COLOR

The Deep Blue and Able Orange is to be used as the primary colors in the Able brand. The combined colors have solid & trustworthy feel to the brand when used correctly. These colors are the primary execution for the Able logotype.

ABLE

ABLE

ABLE

LOGOTYPE COLOR

The examples shown below illustrate acceptable uses of the Able logotype for various situations and color combinations.

White Background: The logo may be shown in Black (left), Orange (middle), and Deep Blue (right).

Deep Blue / Orange Background: The logo may be shown with the inverse color or white (middle & right).

Grey / Black Background: The logo may be shown in black or white.

ABLE

ABLE

ABLE

ABLE

ABLE

ABLE

ABLE

ABLE

ABLE

INCORRECT USES

The logotype must not be altered or distorted in any way. The effectiveness of the logotype depends on consistently correct usage as outlined in this manual. The examples shown below illustrate some incorrect uses of the logotype.



ABLE



ABLE



ABLE



ABLE



ABLE



ABLE

LOGOTYPE + MACHINERY MOVERS : STACKED

The example shown here illustrates a standard configuration for Able Machinery Movers in a stacked fashion. Machinery Movers is considered the full name of the company however it is acceptable to use Able by itself in acceptable locations (shown previously). Machinery Movers is set in the typeface Alright Sans : Medium Italics with all caps and generous kerning. Use this lock up in areas that allow for horizontal spaces.



ABLE *MACHINERY*
MOVERS

LOGOTYPE + MACHINERY MOVERS : LINEAR

The example shown here illustrates another standard configuration for Able Machinery Movers in a linear fashion. Machinery Movers is considered the full name of the company however it is acceptable to use Able by itself in acceptable locations (shown previously). Machinery Movers is set in the typeface Alright Sans : Medium Italics with all caps and generous kerning. Use this lock up in areas that allow for vertical spaces.

ABLE
MACHINERY MOVERS

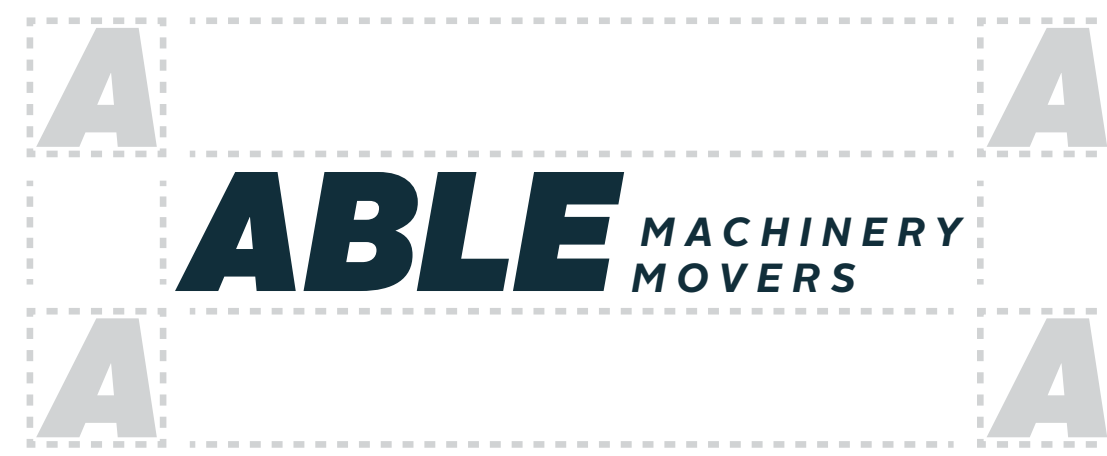
LOGOTYPE + MACHINERY MOVERS : LINEAR 02

The example shown here illustrates yet another standard configuration for Able Machinery Movers in a linear fashion. Machinery Movers is considered the full name of the company however it is acceptable to use Able by itself in acceptable locations (shown previously). Machinery Movers is set in the typeface Alright Sans : Medium Italics with all caps and generous kerning. Use this lock up in areas that allow for plenty of horizontal spaces.

ABLE MACHINERY MOVERS

LOGOTYPE SPACE

It's important to allow the logotype enough room to breathe. Illustrated below shows a rule of thumb guide how to measure enough space around the logo in order for the logotype to keep its accuracy and integrity. Please don't allow any other logo, graphic, typography to interfere with this space.



LOGOTYPE + TAGLINE

LOGOTYPE WITH TAGLINE : STACKED

The example shown here illustrates a standard configuration for the Able tagline. Unmatched Experience is the primary tagline and company mantra. The tagline is set in the typeface Factoria Medium Italics with all caps and generous kerning. This particular logo is the centered version that will be used when you need a logo without the mark. It will be used in spaces that require more narrow and linear orientations.

ABLE MACHINERY MOVERS

U N M A T C H E D E X P E R I E N C E

LOGOTYPE WITH 1957 : STACKED

The example shown here illustrates another standard configuration for the Able tagline. 'Established 1957' is the secondary tagline and company origin year. The tagline is set in the typeface Alright Sans : Ultra Italics with all caps and generous kerning. This particular logo is the centered version that will be used when you need a logo without the mark. It will be used in spaces that require more narrow and linear orientations.

ABLE MACHINERY MOVERS

ESTABLISHED 1957

PRIMARY + SECONDARY LOGOS

PRIMARY LOGO WITH TAGLINE

The example shown here illustrates a primary logo configuration for the Able brand. This particular logo is the centered version that will be used when you need a logo with the mark. It will be used in spaces that require more rectangular orientations. Please use this version as primary option when considering a need for the brand mark, logotype, & tagline all in one mark.



ABLE MACHINERY MOVERS

UNMATCHED EXPERIENCE

PRIMARY LOGO WITH TAGLINE + 1957

The example shown here illustrates a primary logo configuration for the Able brand. This particular logo is the centered version that will be used when you need a logo with the mark. It will be used in spaces that require more rectangular orientations. Please use this version as primary option when considering a need for the brand mark, logotype, tagline, & 1957 all in one mark.



PRIMARY LOGOTYPE SPACE

It's important to allow the logo enough room to breath. Illustrated below shows a rule of thumb guide how to measure enough space around the logo in order for the logotype to keep it's accuracy and integrity. Please don't allow any other logo, graphic, typography to interfere with this space.



SECONDARY LOGOTYPE + 1957

The example shown here illustrates a secondary configuration for Able 1957. This mark provides a nice shorthand when the full name of the company isn't necessary. 1957 is set in the typeface Alright Sans : Ultra Italics with all caps. Use this lock up in areas that allow for horizontal spaces.

19 ***ABLE*** **57**

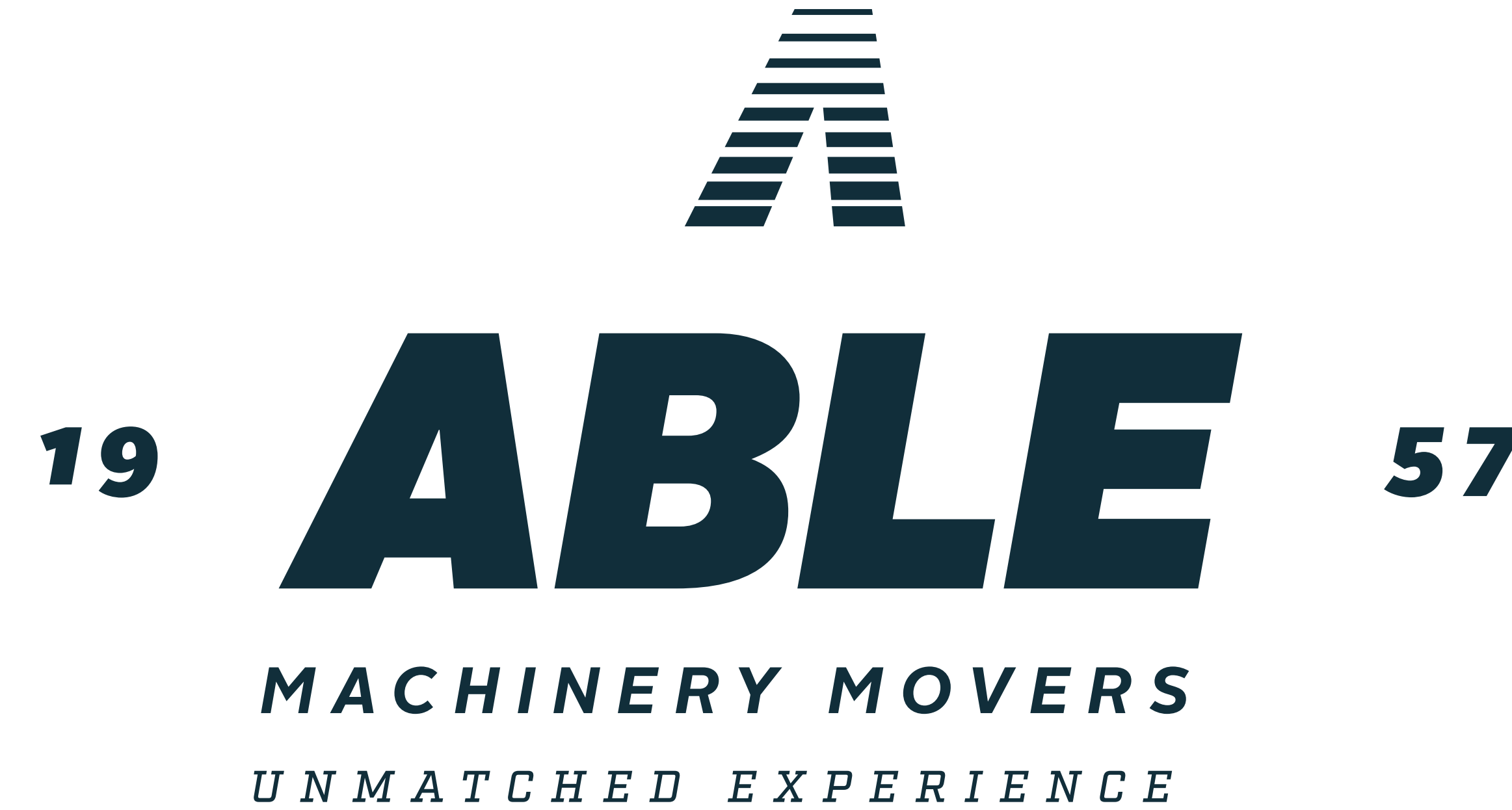
SECONDARY LOGO + 1957

The example shown here illustrates a secondary logo configuration for the Able brand. This particular logo is the centered version that will be used when you need a logo with the mark. It will be used in spaces that require more square orientations. Please use this version as a secondary option when considering a need for the brand mark, logotype, & 1957 all in one mark.


19 ***ABLE*** **57**
MACHINERY MOVERS

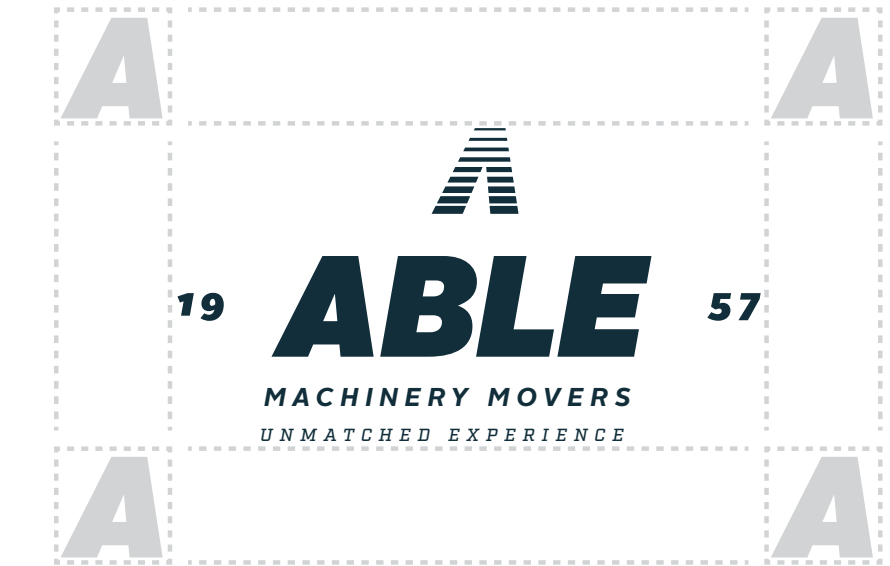
SECONDARY LOGO WITH TAGLINE + 1957

The example shown here illustrates a secondary logo configuration for the Able brand. This particular logo is the centered version that will be used when you need a logo with the mark. It will be used in spaces that require more square orientations. Please use this version as a secondary option when considering a need for the brand mark, logotype, tagline, & 1957 all in one mark.



SECONDARY LOGO SPACE

It's important to allow the logo enough room to breathe. Illustrated below shows a rule of thumb guide how to measure enough space around the logo in order for the logotype to keep it's accuracy and integrity. Please don't allow any other logo, graphic, typography to interfere with this space.



COLOR COMBINATIONS

PRIMARY + SECONDARY LOGOS : 1 COLOR DEEP BLUE

All primary + secondary logos illustrated below are approved for internal and external use.
Please refer to the previous pages when deciding which logo to use.

ABLE

ABLE
MACHINERY MOVERS

ABLE MACHINERY MOVERS

ABLE MACHINERY MOVERS

ABLE MACHINERY MOVERS

UNMATCHED EXPERIENCE


ABLE MACHINERY MOVERS

UNMATCHED EXPERIENCE

ABLE MACHINERY MOVERS

ESTABLISHED 1957

EST  1957
ABLE MACHINERY MOVERS

UNMATCHED EXPERIENCE

19  57



19 **ABLE** 57

19 
ABLE 57
MACHINERY MOVERS

19 
ABLE 57
MACHINERY MOVERS
UNMATCHED EXPERIENCE

PRIMARY + SECONDARY LOGOS : 1 COLOR ABLE ORANGE

All primary + secondary logos illustrated below are approved for internal and external use.
Please refer to the previous pages when deciding which logo to use.

PRIMARY + SECONDARY LOGOS : COLOR COMBO 01

All primary + secondary logos illustrated below are approved for internal and external use.
Please refer to the previous pages when deciding which logo to use.



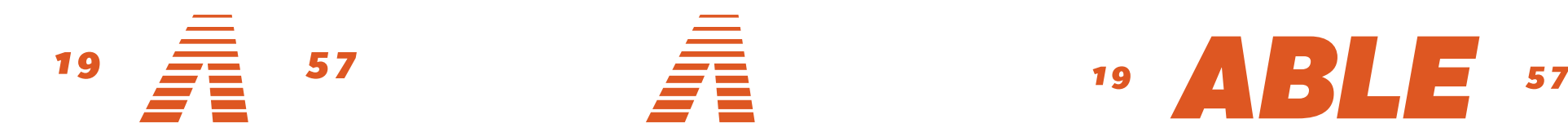
ABLE MACHINERY MOVERS

ABLE MACHINERY MOVERS
UNMATCHED EXPERIENCE


ABLE MACHINERY MOVERS
UNMATCHED EXPERIENCE

ABLE MACHINERY MOVERS
ESTABLISHED 1957

EST  1957
ABLE MACHINERY MOVERS
UNMATCHED EXPERIENCE



ABLE MACHINERY MOVERS

ABLE MACHINERY MOVERS
UNMATCHED EXPERIENCE


ABLE MACHINERY MOVERS
UNMATCHED EXPERIENCE

ABLE MACHINERY MOVERS
ESTABLISHED 1957

EST  1957
ABLE MACHINERY MOVERS
UNMATCHED EXPERIENCE



PRIMARY + SECONDARY LOGOS : COLOR COMBO 02

All primary + secondary logos illustrated below are approved for internal and external use.
Please refer to the previous pages when deciding which logo to use.



ABLE MACHINERY MOVERS

ABLE MACHINERY MOVERS
UNMATCHED EXPERIENCE



ABLE MACHINERY MOVERS
UNMATCHED EXPERIENCE

ABLE MACHINERY MOVERS
ESTABLISHED 1957

EST  1957
ABLE MACHINERY MOVERS
UNMATCHED EXPERIENCE



PRIMARY + SECONDARY LOGOS : COLOR COMBO 03

All primary + secondary logos illustrated below are approved for internal and external use.
Please refer to the previous pages when deciding which logo to use.



ABLE MACHINERY MOVERS

ABLE MACHINERY MOVERS
UNMATCHED EXPERIENCE



ABLE MACHINERY MOVERS
UNMATCHED EXPERIENCE

ABLE MACHINERY MOVERS
ESTABLISHED 1957

EST  1957
ABLE MACHINERY MOVERS
UNMATCHED EXPERIENCE



PRIMARY + SECONDARY LOGOS : COLOR COMBO 04

All primary + secondary logos illustrated below are approved for internal and external use.
Please refer to the previous pages when deciding which logo to use.

ABLE

ABLE
MACHINERY MOVERS

ABLE MACHINERY MOVERS

ABLE MACHINERY MOVERS

ABLE MACHINERY MOVERS

UNMATCHED EXPERIENCE



ABLE MACHINERY MOVERS

UNMATCHED EXPERIENCE

EST  1957

ABLE MACHINERY MOVERS

ESTABLISHED 1957

ABLE MACHINERY MOVERS

UNMATCHED EXPERIENCE

19  57



19 **ABLE** 57

19  **ABLE** 57
MACHINERY MOVERS

19  **ABLE** 57
MACHINERY MOVERS
UNMATCHED EXPERIENCE

ADDITIONAL MARKS

ABLE CHAIN BADGE

The Able Chain Badge reflects the prestige and cyclical properties of the brand and has a definite role to play in certain visual communications. While the Able brand mark and logotype are used in all of the day-to-day communications material, the badge should be reserved for special areas and occasions.



ABLE HOOK BADGE

Similar to the previous badge, The Able Hook Badge also has a definite role to play in certain visual communications. The badge should also be reserved for special areas and occasions.



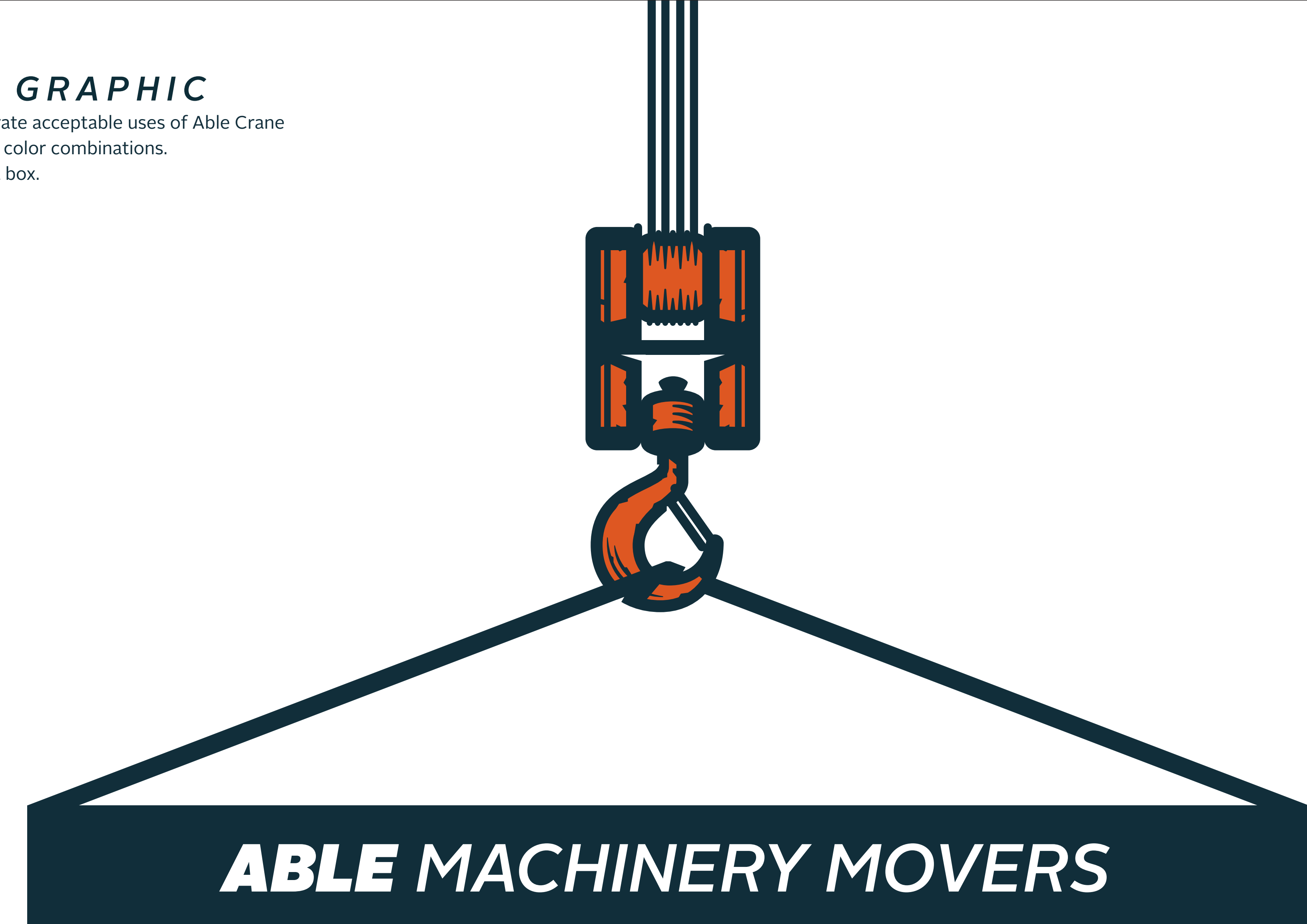
ABLE CRANE GRAPHIC

The examples shown below illustrate acceptable uses of Able Crane Graphic for various situations and color combinations.



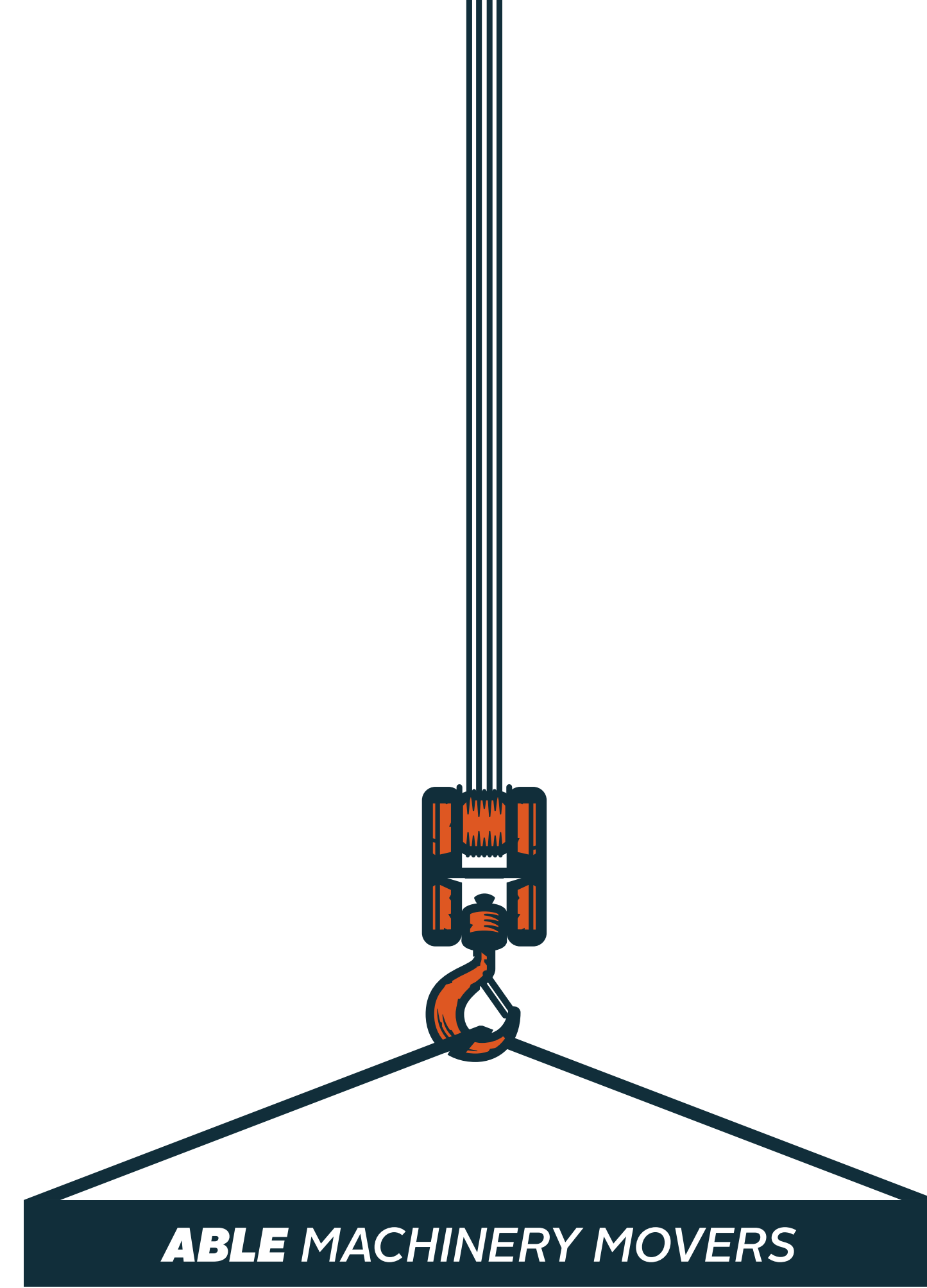
ABLE CRANE GRAPHIC

The examples shown below illustrate acceptable uses of Able Crane Graphic for various situations and color combinations.
Illustrated below : Crane with text box.



ADDITIONAL MARKS

The examples shown below illustrate the approved Able additional marks.



ABLE : PATTERN

The Able pattern can be used in additional marketing materials such as the back of letterhead and branded environments ex: privacy window vinyl.



TYPOGRAPHY

TYPOGRAPHIC SYSTEM

TYPOGRAPHY HIERARCHY

43

44

TYPOGRAPHIC SYSTEM

The Able typographic system is based on the typeface Alright Sans. Weights: Regular, Medium Italics and Ultra Italics are crucial in the visual communication system for Able Machinery Movers. Factoria Medium is considered a secondary typeface. It is important to apply these typefaces in a clear + consistent way (shown in the next page).

Aa

Aa

Aa

Aa

A B C D E F G H I J K L
M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l
m n o p q r s t u v w x
y z 1 2 3 4 5 6 7 8 9 0

Factoria Medium Italics

A B C D E F G H I J K L
M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l
m n o p q r s t u v w x
y z 1 2 3 4 5 6 7 8 9 0

Alright Regular

A B C D E F G H I J K L
M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l
m n o p q r s t u v w x
y z 1 2 3 4 5 6 7 8 9 0

Alright Medium Italics

A B C D E F G H I J K L
M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l
m n o p q r s t u v w x
y z 1 2 3 4 5 6 7 8 9 0

Alright Ultra Italics

TYPOGRAPHY HIERARCHY

The primary typeface is set Alright Sans Ultra Italic; however the weights Regular and Medium Italics provide crucial aspects to the Able typographic system. Ultra Italics is used in the actual Able logotype & headings. Regular is to be use for body copy and Medium Italics is to be used in subheadings. Factoria Medium Italics can be used in captions + short / small text. Numerals are weighted with Alright Sans Ultra Italics.

ALRIGHT : ULTRA ITALICS

HEADER

ALRIGHT : MEDIUM ITALICS

SUB HEADER

ALRIGHT : REGULAR

The primary typeface is set Alright Sans Ultra Italic; however the weights Regular and Medium Italics provide crucial aspects to the Able typographic system. Ultra Italics is used in the actual Able logotype & headings. Regular is to be use for body copy and Medium Italics is to be used in subheadings. Factoria Medium Italics can be used in captions + short / small text. Numerals are weighted with Alright Sans Ultra Italics.

FACTORIA : MEDIUM ITALICS

CAPTIONS + SHORT / SMALL TEXT

ALRIGHT : ULTRA ITALICS

NUMERALS : 1 2 3 4 5 6 7 8 9 0

03

COLOR CODES

PANTONE COLOR CODES

45

COLOR AMOUNT

47

PANTONE COLOR CODES

The Able Pantone color codes and values are show below. Please use these color codes when using the brand assets on printed environments.

WHITE



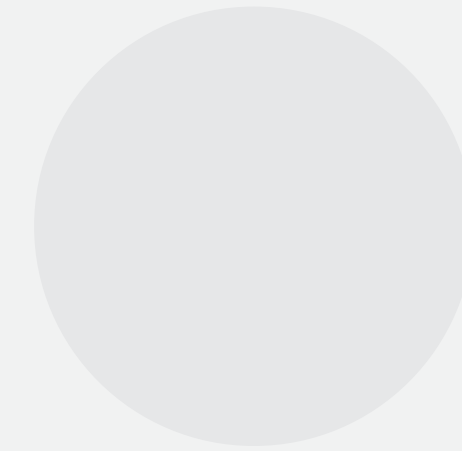
PANTONE --

R 255
G 255
B 255

C 0
M 0
Y 0
K 0

HEX #FFFFFF

COOL GREY



PANTONE --

R 230
G 231
B 232

C 8
M 6
Y 6
K 0

HEX #B3B3B3

ABLE ORANGE



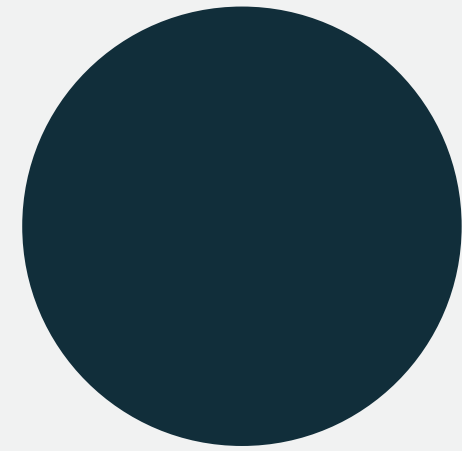
PANTONE 2028 CP

R 222
G 87
B 34

C 0
M 84
Y 98
K 0

HEX #DE5722

DARK BLUE



PANTONE 546 CP

R 17
G 46
B 58

C 100
M 41
Y 35
K 87

HEX #112E3A

COLOR AMOUNT



04

BRAND EXECUTION

BUSINESS CARD	49
SHIRT	50
VINYL	51
FORKLIFT	52
VEST	53

BUSINESS CARD



SHIRT



VINYL

EST



1957

ABLE MACHINERY MOVERS

UNMATCHED EXPERIENCE

FORKLIFT



VEST

