



BRAND STANDARDS & STYLE GUIDE

BRAND STANDARDS & STYLE GUIDE

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Paige | Who Is This Book For ?

Anyone at Paige who communicates on the company's behalf should find this book a helpful and inspiring resource.

Division leaders can use this guide as a platform to focus their initiatives. Lead communicators can use it to provide guidelines for the creation of new, impactful marketing or advertising objectives and/or deliverables .

Writers can use it to draw inspiration when they create stories about the achievements of the individual divisions.

Designers will have set guidelines and rules dictating the use of typography, color palettes, photography and graphic elements to maintain a standard of consistency and quality factor across all branding and marketing collateral.



Section 01

Positioning / Brand Story

- 8-9 Introduction
- 10 Brand Foundation (Mission & Vision)
- 11 Brand Positioning (Brand Values)



Paige | Introduction

Paige is a leading global manufacturer and supplier of wire and wireless products, connectorized cable and accessories, all driven by innovation that offers simple solutions.

We are employee-owned and employee-powered.

By this, we mean that every employee, from our factory floor and sales staff, to our engineers and corporate leaders, owns the success of each product and customer interaction.

At our core, we are in the business of connecting our customers to more. We elevate their businesses with cutting-edge wire and wireless products that are innovative, safe, and code compliant.

We listen. We engineer. We solve business challenges with engineering that sets the pace for our industry. We save our customers time and money, and ultimately, make people's lives safer and easier.

Positioning / Brand Story

| Brand Foundation (Mission & Vision)

Mission

To always listen and understand our customer challenges, and respond to those with innovations that solve them in ways no other company can. And we deliver it with integrity, insight, and quality that can't be matched.

Vision

To be the most respected corporation for our peerless customer service, cutting edge engineering, and industry wisdom that guides our clients to decisions that make positive impacts on their bottom line. And we deliver it with integrity, insight, and quality that can't be matched.



Positioning / Brand Story

| Brand Positioning (Brand Values)

PAIGE CONNECTS YOU TO MORE

Paige connects our customers to more. More profits, more savings, more innovative products. The engineers in our divisions create custom products that solve the challenges our customers face in the Agriculture, Asset Protection, DataCom, Illuminated Sign, Industrial OEM, Irrigation, Landscape Lighting, and Submersible Pump markets.

Our divisions are focused specifically on the fields they serve, with staffs that dedicate their careers to the industries they serve with care, friendliness, and respect. Paige is employee-owned, has over 200 employees and is globally headquartered in Union, NJ.



Section 02

Brand Architecture

14 Branding Hierarchy

26 Organization Chart

16-17 Division Summary

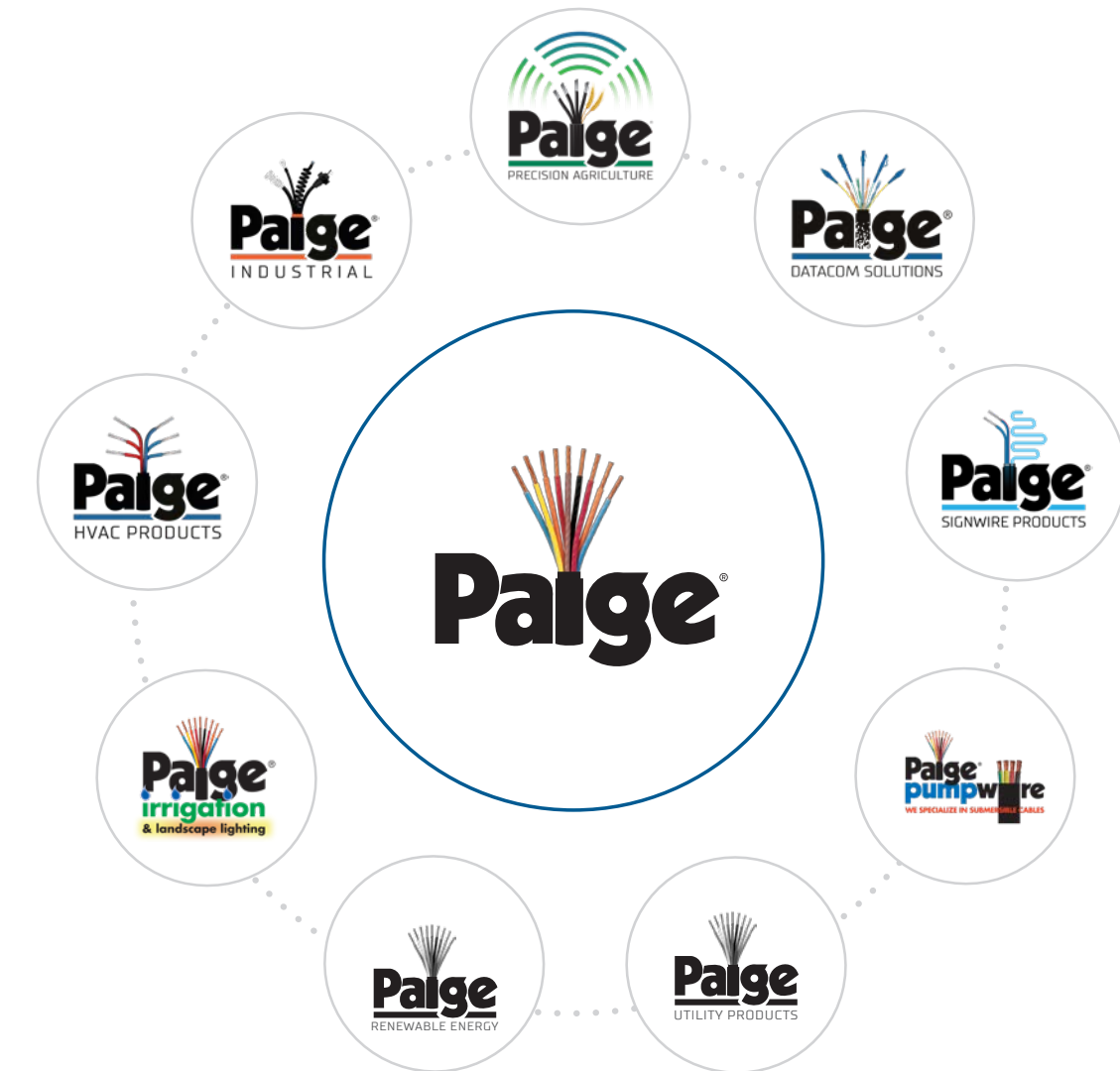
Branding Architecture

Brand architecture is the structure that clarifies roles and relationships within a portfolio of brands - the structure upon which you build your brand.

An **Endorser Brand** structure, like Paige, is characterized by a series of individual products or divisions, each with its own unique brand and positioning, that also feature a well-known company name as a means of endorsing quality and leveraging brand awareness to motivate purchases.

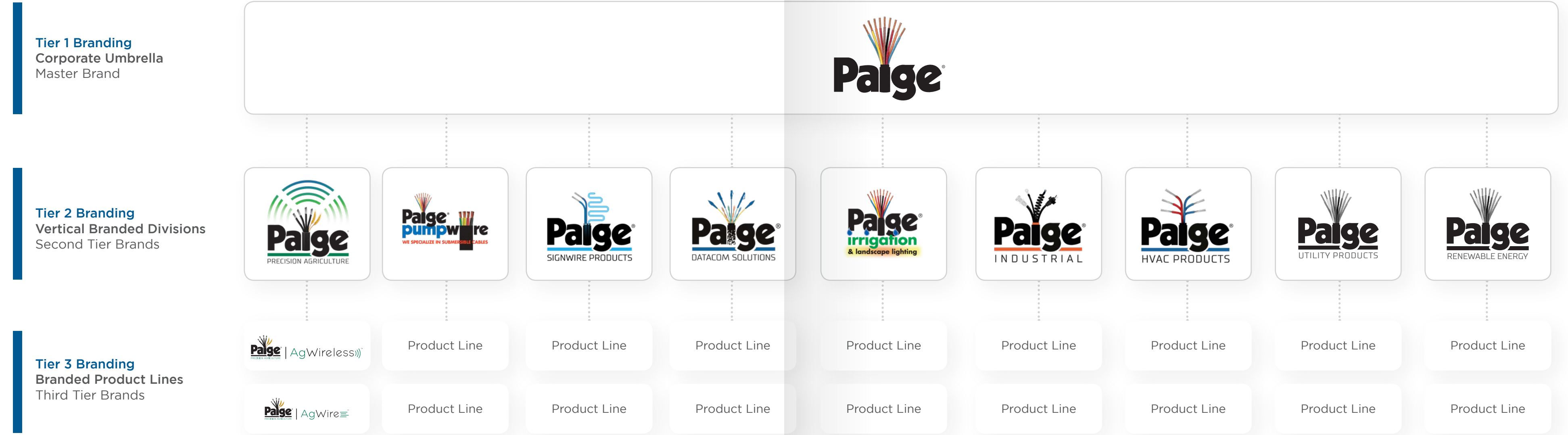


Example of an Endorser Brand



Division Brand Architecture

| Division Summary





Section 03

Communication Manual

- 20 **Communication Objectives**
- 21 **Brand Personality**
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- 29 **Taglines**

Communication Manual

| Communication Objectives

Employee-Owned:

Being 100% employee-owned is unique and important to convey to customers. The decisions that our employees make reflect awareness of their ownership and stake in the success of the company. Website content will show that employees have a genuine desire to meet needs of customers because success of the customers leads to success and growth of the company.

Integrity of Service:

Paige Electric has a record of 99.9% on-time and accurate deliveries. Website copy will communicate this brand value of consistent, high-quality service.

Technical Resource:

The large number of technical tools and resources will communicate the industry expertise Paige has. Website content will be created to inform customers that they can ask questions and Paige will answer with accurate information.

Worldwide Coverage:

Communicating the global presence of Paige is critical to ensure customers that geographic location will not be a barrier, and that adjustments in currency, language, and measurements will be made to accommodate anyone.

Communication Manual

| Brand Personality

Personality

WHAT WE ARE

- > Honest
- > Credible
- > Fortright
- > Customer Focused
- > Enterprising
- > Inspirational
- > Positive
- > Insightful
- > Passionate

WHAT WE ARE NOT

- x Verbose
- x Abstract
- x Arrogant
- x Disinterested
- x Unclear
- x Flowery
- x Misleading
- x Dull
- x Detached

Voice

BENEFIT DRIVEN

We speak to the benefits of our products first. We can back that up with technical specs and designs, but we tell the customer first and foremost how our products help them.

EMPOWERING

Our products help customers, and everything we do allows them the ability to save time and money, making them more profitable and safe.

SMART

We speak intelligently without being overly wordy or technical. Our customers understand how our products work, we need to tell them how our products help them.

FOCUSED

Everything we do is inspired by our customers. We listen to them, we pay attention to their industry-related challenges, and we are diligent in designing and manufacturing quality solutions. We put the emphasis on them.

Tone vs. Voice

VOICE is who we are. It's singular. It doesn't change. Paige is always:

1. Benefit Driven
2. Empowering
3. Smart
4. Focused

TONE is how we speak. It can change depending on the audience, media, and subject matter. Here are some instances that we may use different tones:

1. Informal - All communications about the company, products, features, customer service, etc.
2. Formal - Any communications about legal or financial terms, security, privacy, terms & conditions, or regulations.
3. Sub-brands will have different tones and voices.

How do we say it?

“Voice is the character of the brand. These are the core tenets, the evergreen principles. Perhaps they evolve over time, but slowly; their value is routine, predictable. We befriend characters because we get to know them and find their behavior consistently aligns with our expectations.”

Rule #1: Paige is benefit-driven, empowering, smart and focused. This should be apparent in all of the brand’s communications.

Rule #2: Refrain from using words that are too grandiose: huge, amazing, one-of-a-kind, fantastic, never-before-seen, etc.

Rule #3: Use words that are purposeful and evoke confidence: leading, highly, personalised, ensure, reliable.

Rule #4: Paige uses an active voice. “Our customer service team will help you” instead of “You will receive help from our customer service team...”

Rule #5: Use first- and second-person language (“we” and “you”) and contractions when appropriate.

How do we say it?

“By contrast, tone is the expression of that brand character to the audience at hand. Tone changes all the time. It must change—that’s how empathy and relevance are surfaced. How I speak to my kids is much different than how I speak to my coworkers. (Luckily for both groups.)”

Rule #1: In “informal” communications, think and visualize the person that you are writing to. This will keep the communication relevant and targeted.

Rule #2: In “formal” communications, speak in clear and straightforward terms. Especially when discussing finances, product specs, etc.

Rule #3: In “informal” communications include interesting ideas or colloquialisms every 50 words to keep the reader engaged.

Rule #4: When writing for “formal” communications, never include colloquialisms. Speak in matter-of-fact terms to evoke confidence.

Rule #5: All Marketing Communications should be written in the “informal” tone. This includes social media, email marketing, and all other media communications.

Corporate Communication Standards

When writing any content, whether for web, a blog, email, or any customer-facing communication, refer back to this document to guide the appropriate tone and style.

- Do not refer to Paige as simply “corporate.” A better term would be “parent company” or Paige.
- Division is an acceptable term. The divisions of Paige, the parent company, are all the sub-companies that sell specialized products and services.
- We take compliance standards very seriously at Paige. When using UL, NEC, and SA compliance logos or and communication regarding these compliance approvals, we must follow the exact guidelines outlined on the UL, NEC, and SA websites respectively.
- Speak in an active voice, as opposed to a passive voice, i.e. “Paige provides its customers with..” as opposed to “With Paige, the customer enjoys..” Use present tense verbs that portray action.
- Always imagine the person or group that you are addressing. This keeps the communication personal and less “corporate” feeling.

Brand Values:

INSIGHT

At Paige, we pride ourselves on listening to our customers through every step of the process, allowing us to evolve and iterate on our products continually to increase quality and effectiveness for our clients.

INTEGRITY

At Paige, we are incredibly invested in the integrity of our products, services, and employees. We are employee-owned and operated, meaning that our staff owns quality of our products and services. We stay true to our word and only produce the most-code compliant and quality-driven products.

ATTENTIVENESS

Our attentiveness to detail, quality, and code-compliance have made us a market leader for over 30 years. We are detail and service-oriented, providing our customers with all of the attention that their business needs.

INNOVATION

At Paige, we are continually growing and evolving our products. We are in constant pursuit of solutions that will increase our customers profits and decrease their inefficiencies. Innovation is at our core.

Headline:

SINCE 1958 PAIGE HAS BEEN CONNECTING YOU TO MORE.

Body Copy:

Paige, formerly known as Paige Electric, boasts over 10,000 customers from 10 offices across the globe. Paige manufactures and distributes a diversified set of electrical wire & wireless products, connectorized cable and accessories to the Agriculture, Asset Protection, Datacom, Illuminated Sign, Industrial OEM, Irrigation, Landscape Lighting, and Submersible Pump markets. Paige is employee-owned, from factory worker to CEO, and has more than 200 employees.

Vision

To be the #1 service-oriented wire & wireless manufacturer and supplier in the industry, offering unparalleled customer service and cutting-edge engineering. Our industry wisdom guides clients to decisions that make positive impacts on their bottom line. We deliver all of this with integrity, insight, and quality that can't be matched.

CONNECTING YOU TO MORE

Connecting you
to more.

WE TAKE YOUR BUSINESS PERSONALLY!

We take your
business personally!



Section 04

Style & Standards Manual

32-79 Corporate Brand Identity

- 36-43 Primary Mark
- 44-47 Usage (Size, Clear Space, Background, etc)
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- 52-54 Primary Type
- 55 Secondary Type
- 55 Type Hierarchy
- 56-79 Photos / Graphic Elements

80-93 Division Brand Identity

- 82 Primary Mark (Structure)
- 83-85 Usage (Size, Clear Space, Background, etc)
- 86 Primary Type
- 87 Secondary Type
- 88 Type Hierarchy

- 89 Photos / Graphic Elements
- 90-93 Individual Division Styles

94-105 Product Line Identity

- 96 Primary Mark (Structure)
- 97-99 Usage (Size, Clear Space, Background, etc)
- 100 Primary Type
- 101-102 Secondary Type
- 103-104 Type Hierarchy
- 105 Individual Product Styles

105 Styling Hierarchy

- 105 Corporate
- 105 Division
- 105 Product

CORPORATE BRAND IDENTITY

CORPORATE
BRAND
IDENTITY
(TIER-1 BRANDING)



Paige® | Our Logo

Our Logo

The Paige logo represents us at the very highest level and is vitally important to our brand. It acts as a signature, an identifier and a stamp of quality and a label of excellence. It is, and should always be, the most consistent component in our communications. In order to maintain this consistency, a few simple guidelines should be followed.

NOTE

The Paige logo should never be recreated or typeset. Only official logo files should be used in communications.

Official logo files can be downloaded from paigeconnected.com/branding.



Corporate Brand Identity | Primary Mark

Paige Corporate Logo Full Color

The primary color option for our logo is black (hex #000000). It is intended to be used on lighter backgrounds and images in order to maintain legibility.





Paige®

Corporate Brand Identity | Primary Mark

Paige Corporate Logo White Color

Another acceptable color option is to reverse the logo out to white on darker backgrounds and images. In this application, only the primary “Paige” lettering is white. The coloring of the wire element remains the same.





Corporate Brand Identity | Primary Mark

Paige Corporate Logo Total Black

The logo can appear in black only for black-and-white and grayscale applications.





Corporate Brand Identity | Primary Mark

Paige Corporate Logo Total White

The logo can appear in white only for black and dark situations and grayscale applications.



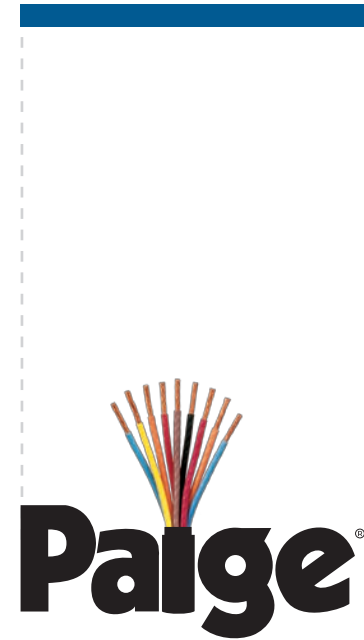
Corporate Brand Identity

| Usage Size

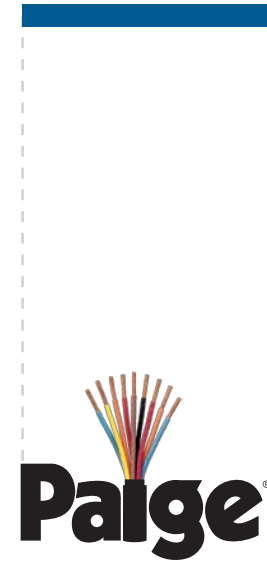
100% Scale Usage
2.6 inches



70% Scale Usage
1.82 inches



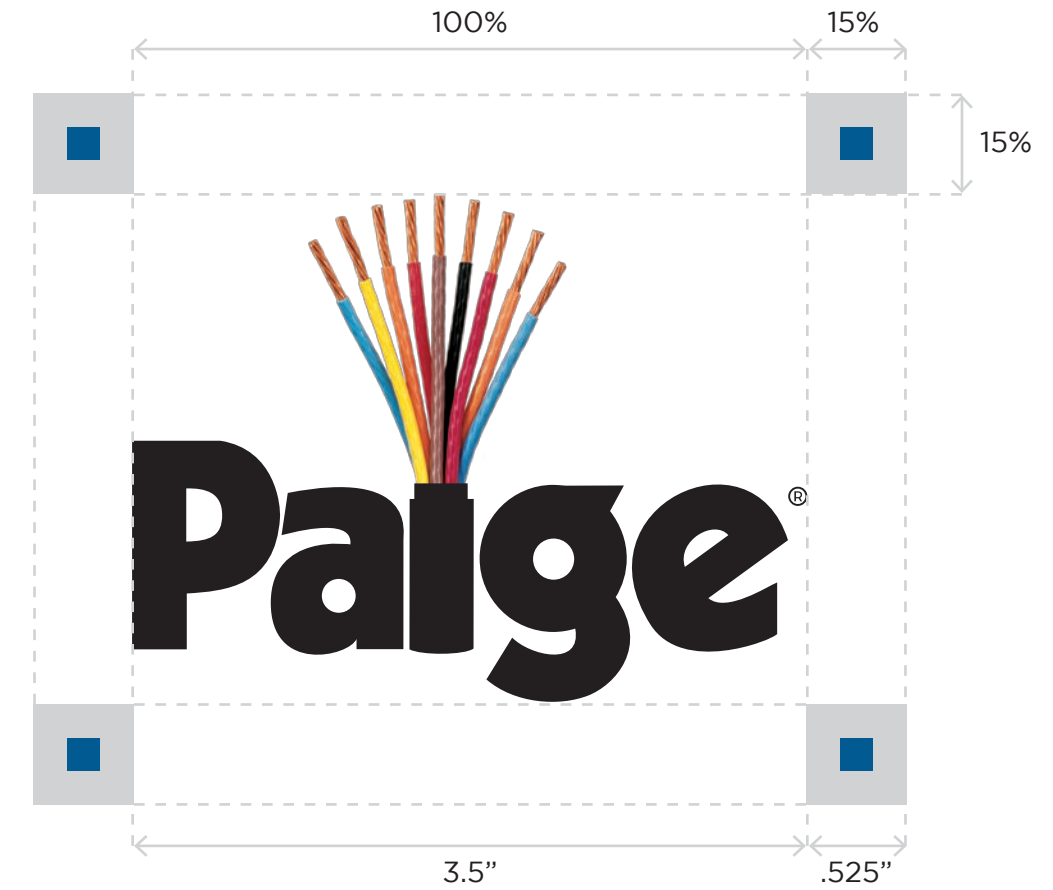
50% Scale Usage
1.3 inches



SCALE DEFINITION | Logo must always be scaled accordingly and proportionally.

Corporate Brand Identity

| Usage, Clear Space



CLEAR SPACE DEFINITION | Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

Corporate Brand Identity

| Usage; Background & Contextual Use



Corporate Brand Identity

| Improper Usage

Here are a few examples of practices to avoid.



DON'T USE WITH NO WIRES GRAPHIC



DON'T USE ANOTHER WIRES GRAPHIC



DON'T USE STROKES



DON'T USE OTHER COLORS



DON'T STRETCH, CONDENSE OR CHANGE THE DIMENSIONS OF THE IDENTITY.



DON'T USE DROP SHADOWS OR OTHER VISUAL EFFECTS



DON'T USE OTHER FONTS



DON'T ROTATE THE IDENTITY.



Paige | Color

Our color palette

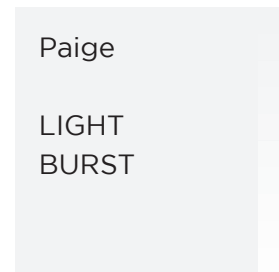
Beyond our logo, color is a vital aspect of our brand identity. Colors were selected that reflect our premium, techie, and innovative brand.

These colors are selected as a foundation for our brand, providing the bold footing for the distinct Tier-2 branding belonging to our divisions.

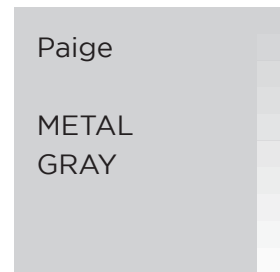
Corporate Brand Identity

Brand Color Palette

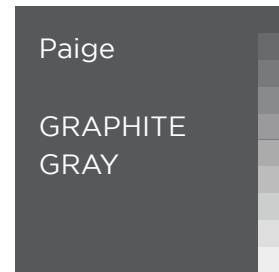
Color Palette, Primary



C M Y K 0% 0% 0% 5%
R G B 242 242 242
H E X #F1F2F2



C M Y K 0% 0% 0% 20%
R G B 209 211 212
H E X #D1D3D4

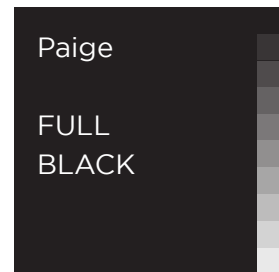


C M Y K 0% 0% 0% 80%
R G B 88 89 91
H E X #58595B



C M Y K 100% 75% 40% 30%
R G B 4 61 93
H E X #043D5D

Color Palette, Secondary



C M Y K 0% 0% 0% 100%
R G B 209 211 212
H E X #000000



C M Y K 100% 70% 20% 0%
R G B 0 91 148
H E X #005A93

BRAND COLORS DEFINITION | Corporate colors are a color scheme that your brand adopts as a key visual element of your corporate identity. Use the brand colors as the dominant color palette for all internal and external visual presentations of the company.

THE QUICK BROWN FOX

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet



HEX #043D5D
PANTONE® 302

THE QUICK BROWN FOX

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HEX #58595B
PANTONE® P175-14

THE QUICK BROWN FOX

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HEX #D1D3D4
PANTONE® 427

THE QUICK BROWN FOX

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HEX #F1F2F2
PANTONE® P179-1



Paige | Typography

Our Typography

When used thoughtfully, typography becomes a powerful brand tool that can add visual meaning to what is communicated. Paige's typography communicates our message clearly and effectively, and is very specific to Paige's divisions and products.

Corporate Brand Identity

| Primary (logo) Type

Geometric 231 Heavy

Paige®

Geometric 231 Heavy

Geometric 231 font family © by Rudolf Koch

ABOUT GEOMETRIC 231 TYPEFACE | Kabel belongs to the “geometric” style of sans-serifs, which became popular in Germany shortly after its creation. Based loosely on the structure of the circle and straight lines, it nonetheless applies a number of unusual design decisions. For example, one will notice a delicately low x-height (although larger in the bold weight), a tilted ‘e’, irregularly angled terminals that add delicacy, and an irregularity suggesting stylish calligraphy. A variety of re-releases and digitizations have been created.

Corporate Brand Identity

| Mixed Media Type

THE QUICK BROWN FOX

HEADLINE
Montserrat Medium 24pt

Lorem ipsum dolor sit amet, consec
tetuer adipiscing elit, euismod tincidunt

SUBHEAD
Montserrat Regular 16pt,
Leading 18pt

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed diam nonum tincidunt

LEAD-IN / PULL QUOTE
Lato Bold 14pt,
Leading 15pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

BODY
Lato Light 10pt
Leading 14pt

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

TYPOGRAPHIC HIERARCHY | Typeface hierarchy is a system for organizing type that establishes an order of importance within the data, allowing the reader to easily find what they are looking for and navigate the content.



Paige | Graphic Elements

Our library of graphic elements

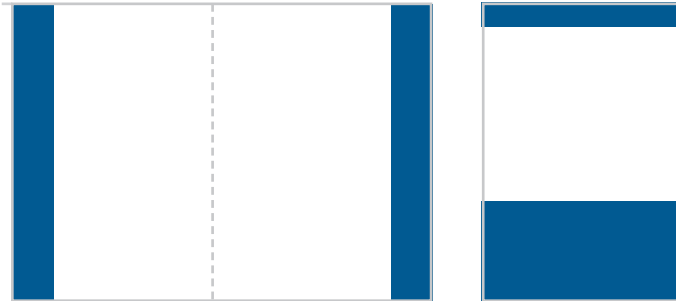
We have provided a variety of graphics tools that create a unique look and make us recognizable. These elements shouldn't be combined, but can be emphasized or played down individually to add visual interest and enhance our storytelling. It's important to recognize that imagery, while important, is a supporting communication element. It may be necessary at times to utilize one of the following to ensure that primary communications (logos, text) are clearly visible, and the focal point of a piece.

Corporate Brand Identity

| Graphic Elements

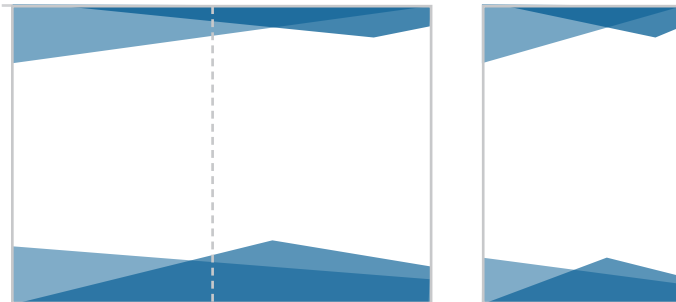
STRUCTURAL ELEMENTS

The structural elements are the nuts and bolts of our layouts. They contain key information, logos and other elements that create clarity, order and continuity in all our pieces of communication.



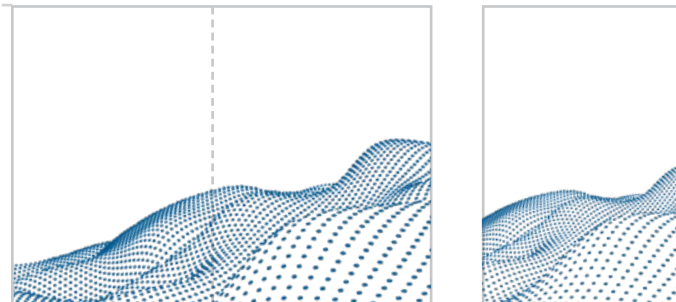
APERTURES

Apertures are made from polygons, and are used to highlight content over images that might otherwise clash. These may contain text, logos, and other graphic elements.



WAVE DOTS

Wave Dots is a pattern constructed of repeating elements to create an illusion of motion. Use this pattern to add subtle ambient texture to layouts.



EXAMPLE



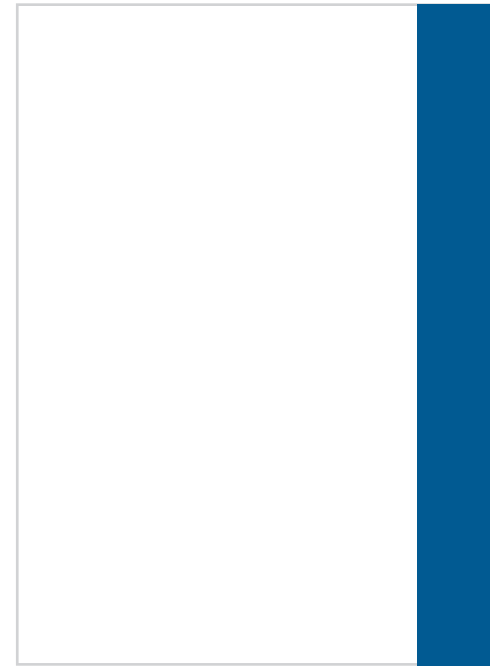
Corporate Brand Identity

| Structural Elements



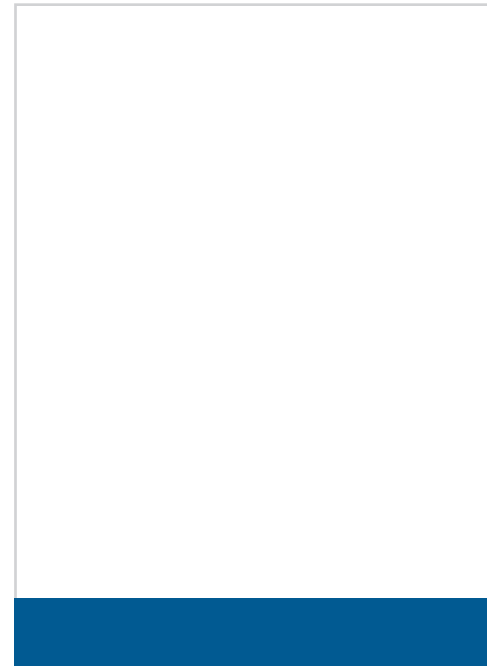
OPTION 1

This option will be used for larger design collateral, its purpose is to highlight the corporate colors among competitors. An example of its use would be trade show booths and signs. It is possible to turn and combine with other elements.



OPTION 2

This element will be used to do spreads on catalogs or brochures for product names and page numbers.



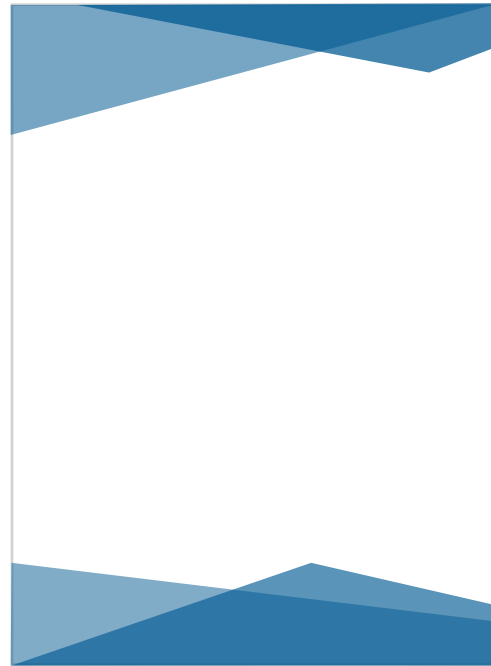
OPTION 3

This treatment will be used for contact information and when adding logos to large full color or black and white industry or product specific photography.

EXAMPLE

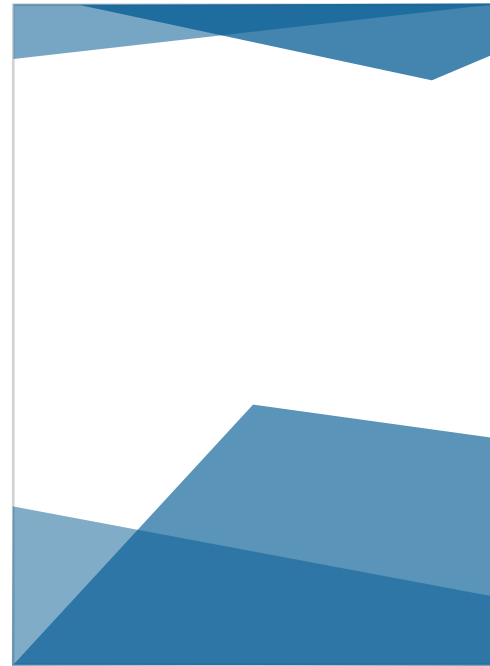


Corporate Brand Identity | Apertures



OPTION 1

When utilizing an overlapping aperture element, it's important to use no more than two colors, and one area of text.



OPTION 2

Use no more than three shapes when building an aperture. Use this aperture to place a block of text at the bottom of a photograph. When using this aperture use corporate colors that match the gamma of the image.



OPTION 3

This aperture is used to place a block of text at the right or left of the picture. This creates a "way out" for the viewer and ensures the apertures never feel like they constrict the content. When using this aperture use corporate colors that match the gamma of the image.

EXAMPLE



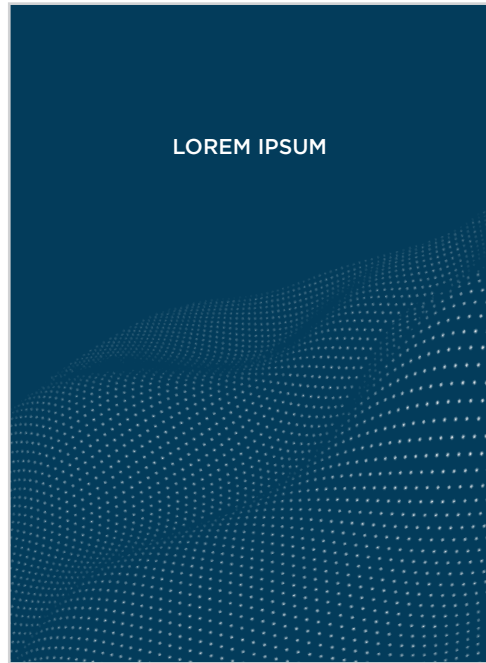
LOREM IPSUM DOLOR SIT AMET

Lorem ipsum dolor sit amet, consectetur adipiscing elit, euismod tincidunt ut laoreet dolore. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sit amet, consectetur, euismod tincidunt ut laoreet tincidunt dolore.

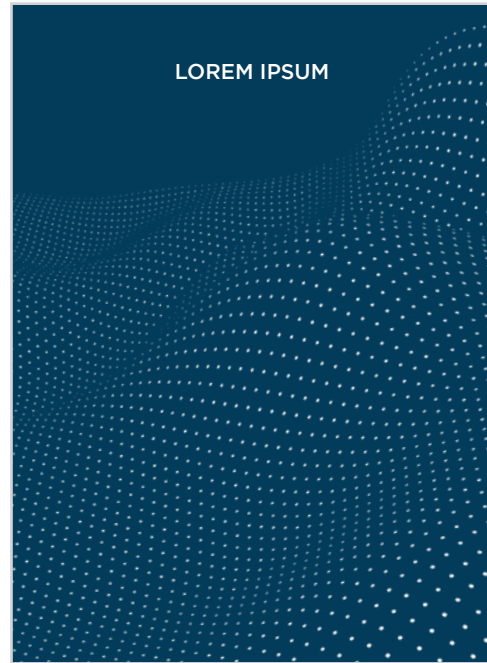
Corporate Brand Identity | Wave Dots



OPTION 1
The pattern may be deconstructed when it's used over images with specific subject matter, such as people or objects. When people are in the photo, always maintain breathing room between the pattern and the subject.



OPTION 2
The pattern may be enlarged, but never so much that the dots distract from the image or the text becomes unrecognizable. Never adjust the point size or add a stroke when resizing the pattern.



OPTION 3
Use the pattern to completely fill an image that is textural or has no people. With no people and products the pattern can become less transparent and, therefore, more dominant.

EXAMPLE

CONNECTING YOU TO MORE



Paige | Imagery

Our Imagery

Imagery is a key tool for showing our diverse and dynamic community. Our imagery captures Paige and connects with people in ways that words can't. What we say describes what we're doing to challenge, innovate and shape the future. Our imagery shows it.

NOTE

Please always use imagery and retouching practices that follow the guide outlined below. This is important when maintaining brand integrity and consistency at the highest quality.

To access Paige's extensive database of stock and company specific images click this link paigeconnected.com/branding.

Corporate Brand Identity | Photo Styles

INDUSTRY

Industry specific photography is the best way to capture the impact and passion unique to Paige Electric and its Divisions. These photos are specific—relating directly to the industry each division is communicating. These images should be bold and full of color.



PRODUCTION

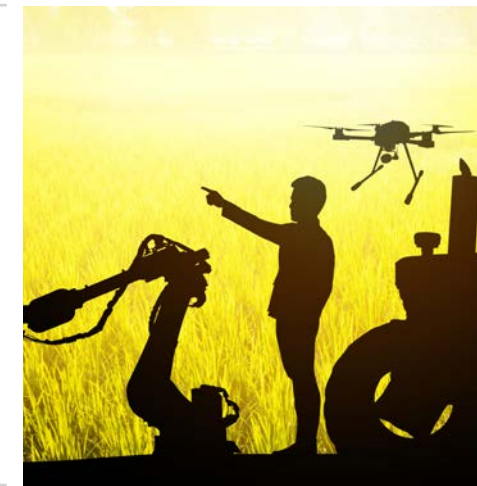
Production specific photography is the best way to capture the capability and innovation unique to Paige Electric and its Divisions. These photos are specific—relating directly to the production of Paige products and the products themselves. These images should only be of Paige products and manufacturing facilities.



Corporate Brand Identity | Photo Styles

BUSINESS

Business specific photography is the best way to show Paige customers that Paige Electric and its Divisions are industry leaders. These images will be used for social, blog, and news content.

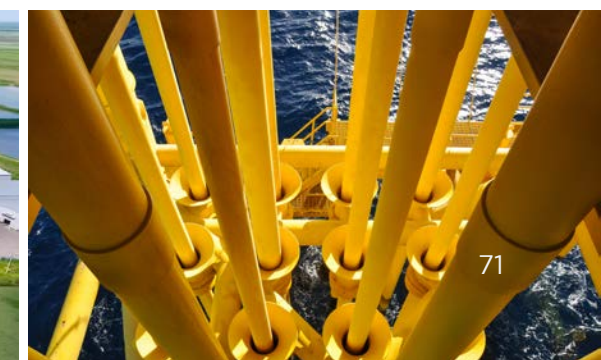


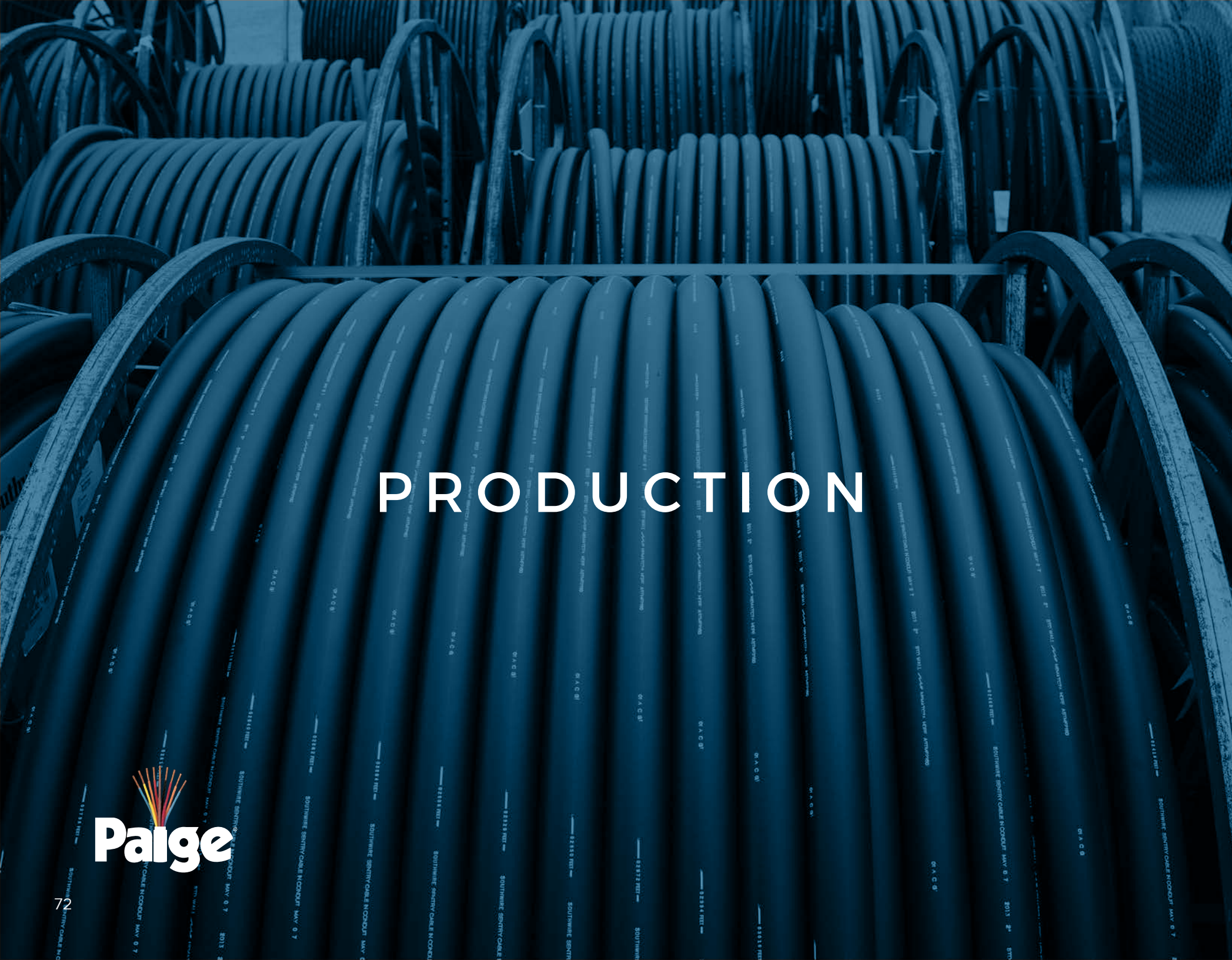
CULTURE

Culture photography is used to show our legacy. These images should be used in a supporting role and rarely as primary photography.

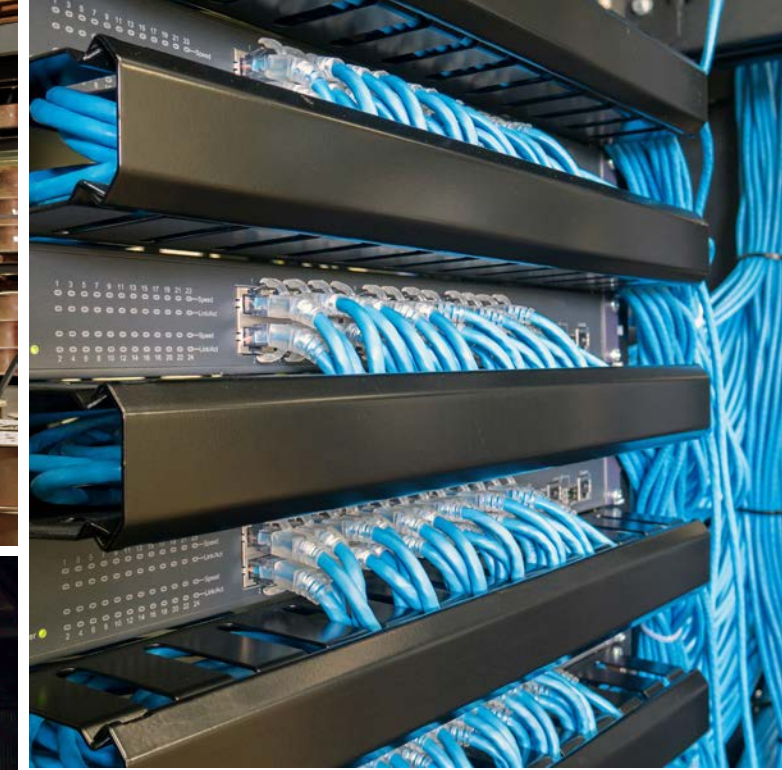


INDUSTRY





PRODUCTION





BUSINESS





CULTURE

Paige



Corporate Brand Identity | Photo Treatments

ORIGINAL



ADJUSTED



COLOR CORRECTION

The first step in preparing any image for use is to ensure best practices with respect to tone and color, to ensure a standard of professional quality.

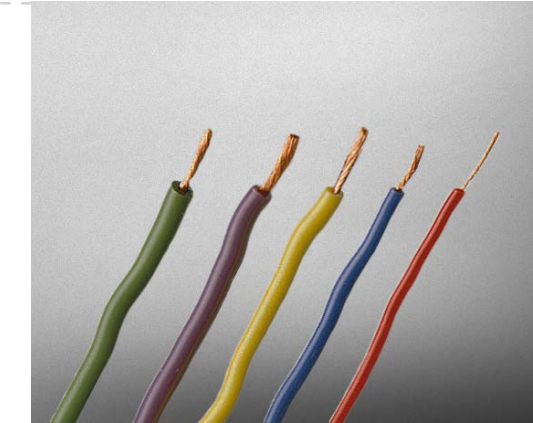
COLOR EFFECTS

When using color effects, make sure to always use the correct colors associated with the brand or division. Also, please make sure the images are color-corrected first.



Corporate Brand Identity | Photo Treatments

ORIGINAL



ADJUSTED



RETOUCHING

Product photos should be edited according to best practices, and should never be utilized publicly in their raw state.

RETOUCHING

A crucial step in the retouching process, products should be removed from their background, and photos should be clear of all non-relevant contextual entities. This exception here is for photos that intentionally feature a product in use.




DIVISION BRAND IDENTITY

DIVISION BRAND IDENTITY


(TIER-2 BRANDING)

Division Brand Identity | Primary Mark (Structure)

Samples (do not use separately)



Graphic Art Element
This element is unique to each division, and is meant to be a graphical representation of that division's primary market.



Primary (logo) Type
The standardized "Paige" mark remains constant across all division branding, as the foundation for the sub-brand, and connection to the master brand.

Paige Paige Paige

Separating Line

Secondary (Division) Type
Division name is displayed clearly below the mark, extending the full-width.

DATAKOM SOLUTIONS
PRECISION AGRICULTURE
SIGNWIRE PRODUCTS

Paige
SUBBRAND NAME

Division Brand Identity | Usage Size

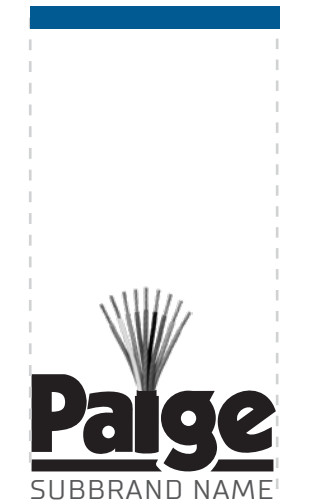
100% Scale Usage
2.6 inches



70% Scale Usage
1.82 inches



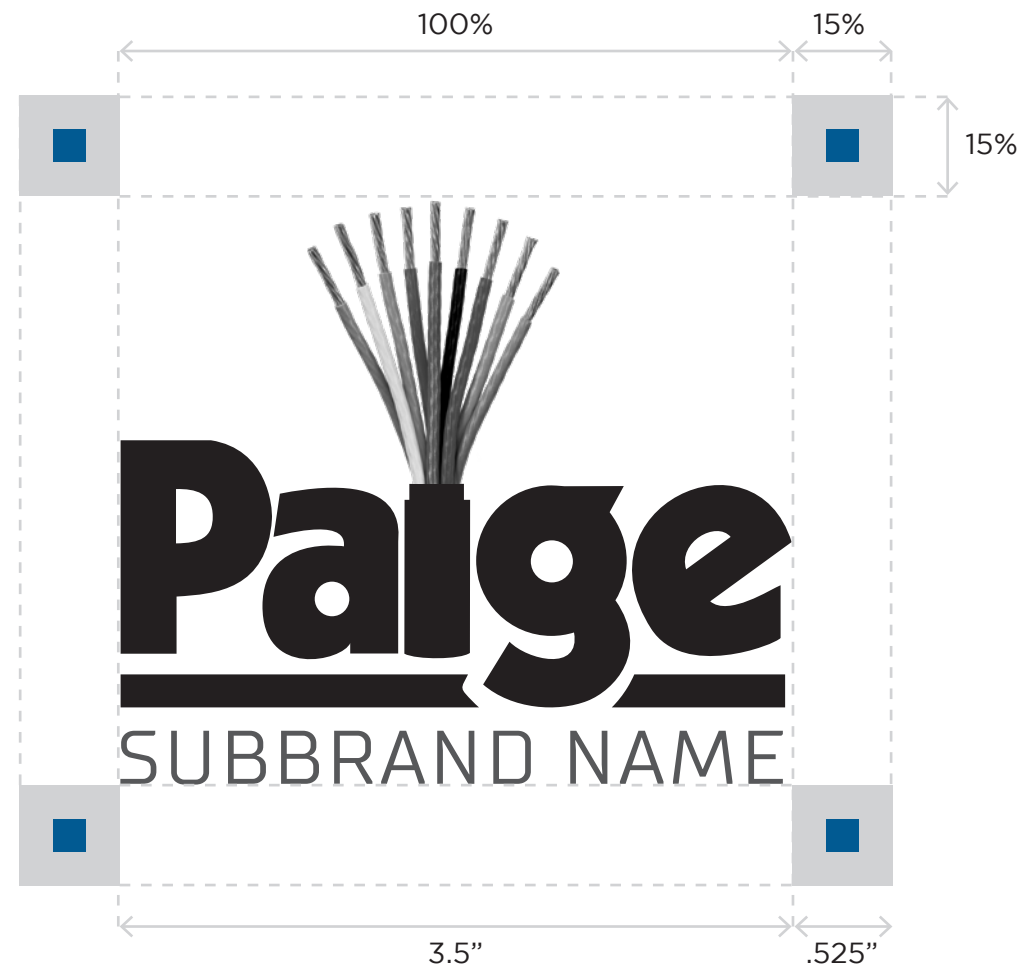
50% Scale Usage
1.3 inches



SCALE DEFINITION | Logo must always be scaled accordingly and proportionally.

Division Brand Identity

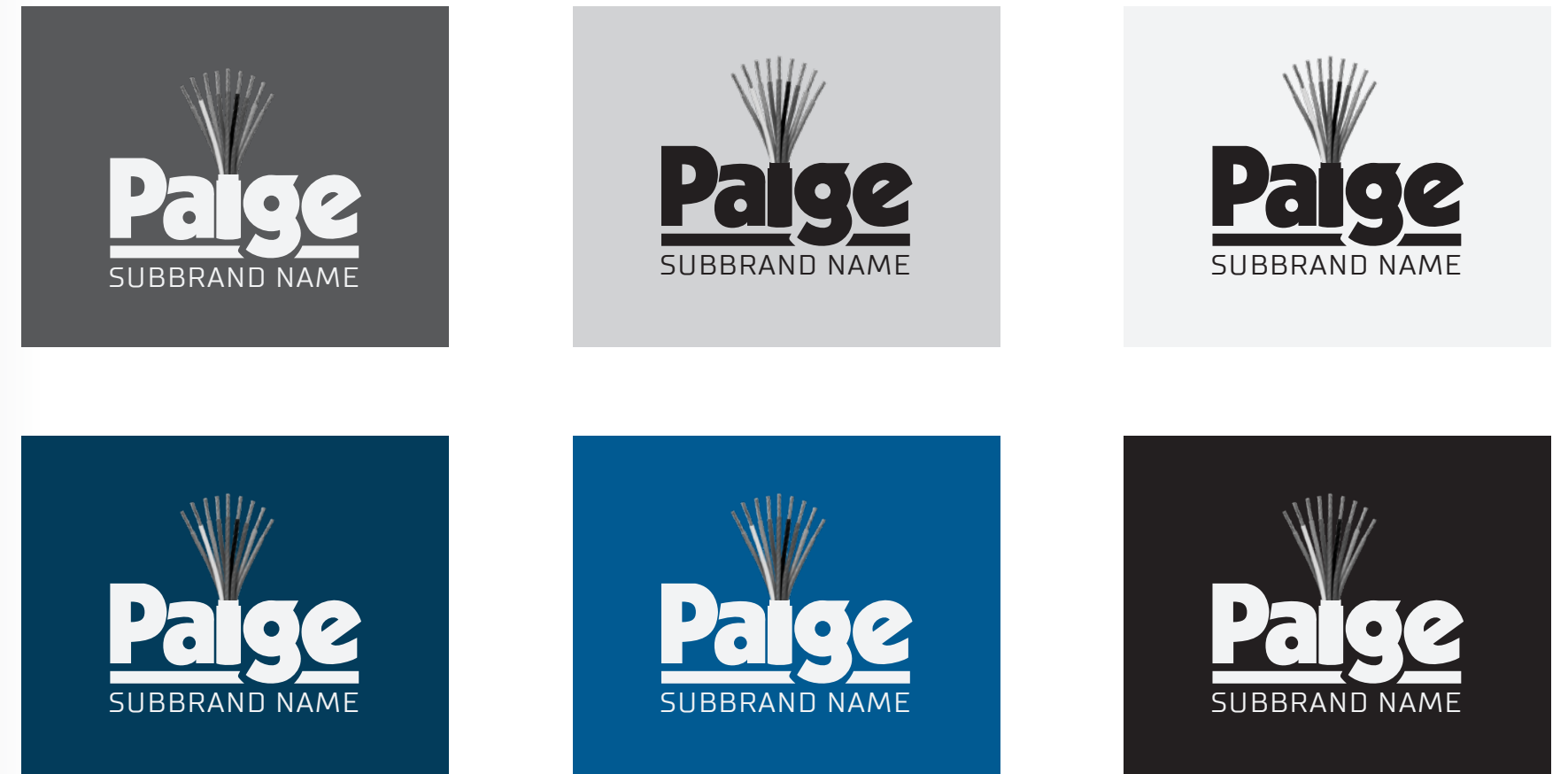
| Usage, Clear Space



CLEAR SPACE DEFINITION | Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

Division Brand Identity

| Usage; Background & Contextual Use



Division Brand Identity

| Primary (logo) Type

Geometric 231 Heavy



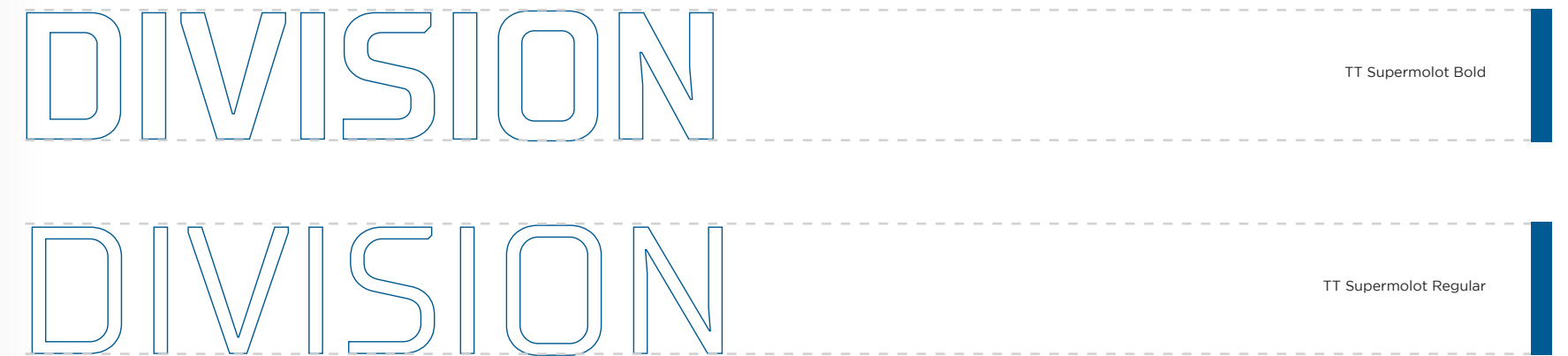
Geometric 231 font family © by Rudolf Koch

ABOUT GEOMETRIC 231 TYPEFACE | Kabel belongs to the “geometric” style of sans-serifs, which became popular in Germany shortly after its creation. Based loosely on the structure of the circle and straight lines, it nonetheless applies a number of unusual design decisions. For example, one will notice a delicately low x-height (although larger in the bold weight), a tilted ‘e’, irregularly angled terminals that add delicacy, and an irregularity suggesting stylish calligraphy. A variety of re-releases and digitizations have been created.

Division Brand Identity

| Secondary (logo) Type

TT Supermolot



TT Supermolot font family © by Ivan Gladkikh

ABOUT TT SUPERMOLOT TYPEFACE | TT Supermolot is the next step of development of the old font Supermolot. Now it is a modern interpretation of an old font. This font family is great for infographics and any structured information, but you can use this font almost everywhere. The modern open grotesque forms and classic font family come in Thin, Light, Regular, Bold, Black and Italics.

Division Brand Identity

| Mixed Media Type

THE QUICK BROWN FOX

HEADLINE
Quicksand Bold 24pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit, euismod tincidunt

SUBHEAD
Quicksand Regular 16pt,
Leading 18pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonum tincidunt

LEAD-IN / PULL QUOTE
Quicksand Bold 14pt,
Leading 15pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

BODY
Quicksand Regular 10pt
Leading 14pt

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore te feugait nulla facilisi.

TYPOGRAPHIC HIERARCHY | Typeface hierarchy is a system for organizing type that establishes an order of importance within the data, allowing the reader to easily find what they are looking for and navigate the content.



Division Brand Identity | Individual Division Styles

DIVISION LOGO



CONTRAST LOGO



DIVISION COLOR PALETTE

Paige D.S. BLUE	CMYK	95% 60% 20% 0%
	RGB	5 102 153
	HEX	#056699
Paige D.S. YELLOW	CMYK	5% 20% 100% 0%
	RGB	243 202 25
	HEX	#F3CA19
Paige D.S. BLACK	CMYK	0% 0% 0% 100%
	RGB	0 0 0
	HEX	#000000

Paige C.F.C. BLACK	CMYK	0% 0% 0% 100%
	RGB	0 0 0
	HEX	#000000
Paige C.F.C. Orange	CMYK	0% 0% 0% 0%
	RGB	255 255 255
	HEX	#FFFFFF
Paige C.F.C. GRAY	CMYK	0% 0% 0% 20%
	RGB	209 211 212
	HEX	#D1D3D4

Paige S.W.P. DARK BLUE	CMYK	100% 85% 42% 43%
	RGB	14 40 73
	HEX	#0E2849
Paige S.W.P. BLUE	CMYK	77% 50% 10% 0%
	RGB	67 117 174
	HEX	#4376AE
Paige S.W.P. LIGHT BLUE	CMYK	70% 16% 0% 0%
	RGB	38 169 224
	HEX	#26A9E0

Paige P.W. BLUE	CMYK	88% 53% 0% 0%
	RGB	0 112 185
	HEX	#0070B9
Paige P.W. RED	CMYK	0% 89% 100% 0%
	RGB	236 64 35
	HEX	#EF4023
Paige P.W. BLACK	CMYK	0% 0% 0% 100%
	RGB	0 0 0
	HEX	#000000

Paige GREEN	CMYK	85% 12% 100% 0%
	RGB	0 157 77
	HEX	#009D4D
Paige YELLOW	CMYK	3% 11% 76% 0%
	RGB	249 218 92
	HEX	#F9DA5C
Paige BLACK	CMYK	0% 0% 0% 100%
	RGB	0 0 0
	HEX	#000000

DIVISION TYPOGRAPHY

Font #1 Geometric 231 Heavy
Font #2 TT Supermolot Regular

Font #1 Geometric 231 Heavy
Font #2 TT Supermolot Regular

Font #1 Geometric 231 Heavy
Font #2 TT Supermolot Regular

Font #1 Geometric 231 Heavy
Font #2 TT Supermolot Regular

Font #1 Geometric 231 Heavy
Font #2 TT Supermolot Regular

Division Brand Identity | Individual Division Styles

DIVISION LOGO



CONTRAST LOGO



DIVISION COLOR PALETTE

Paige GREEN	CMYK	88% 27% 84% 13%
	RGB	2 126 81
	HEX	#007E51
Paige YELLOW	CMYK	3% 11% 76% 0%
	RGB	249 218 92
	HEX	#F9DA5C
Paige BLACK	CMYK	0% 0% 0% 100%
	RGB	0 0 0
	HEX	#000000

Paige S.W.P. DARK BLUE	CMYK	100% 85% 42% 43%
	RGB	14 40 73
	HEX	#0E2849
Paige S.W.P. BLUE	CMYK	77% 50% 10% 0%
	RGB	67 117 174
	HEX	#4376AE
Paige S.W.P. LIGHT BLUE	CMYK	70% 16% 0% 0%
	RGB	38 169 224
	HEX	#26A9E0

Paige S.W.P. DARK BLUE	CMYK	100% 85% 42% 43%
	RGB	14 40 73
	HEX	#0E2849
Paige S.W.P. BLUE	CMYK	77% 50% 10% 0%
	RGB	67 117 174
	HEX	#4376AE
Paige S.W.P. LIGHT BLUE	CMYK	70% 16% 0% 0%
	RGB	38 169 224
	HEX	#26A9E0

Paige S.W.P. DARK BLUE	CMYK	100% 85% 42% 43%
	RGB	14 40 73
	HEX	#0E2849
Paige S.W.P. BLUE	CMYK	77% 50% 10% 0%
	RGB	67 117 174
	HEX	#4376AE
Paige S.W.P. LIGHT BLUE	CMYK	70% 16% 0% 0%
	RGB	38 169 224
	HEX	#26A9E0

DIVISION TYPOGRAPHY

Font #1 Geometric 231 Heavy
Font #2 TT Supermolot Regular

Font #1 Geometric 231 Heavy
Font #2 TT Supermolot Regular

Font #1 Geometric 231 Heavy
Font #2 TT Supermolot Regular

Font #1 Geometric 231 Heavy
Font #2 TT Supermolot Regular

PRODUCT LINE IDENTITY

PRODUCT LINE IDENTITY (TIER-3 BRANDING)

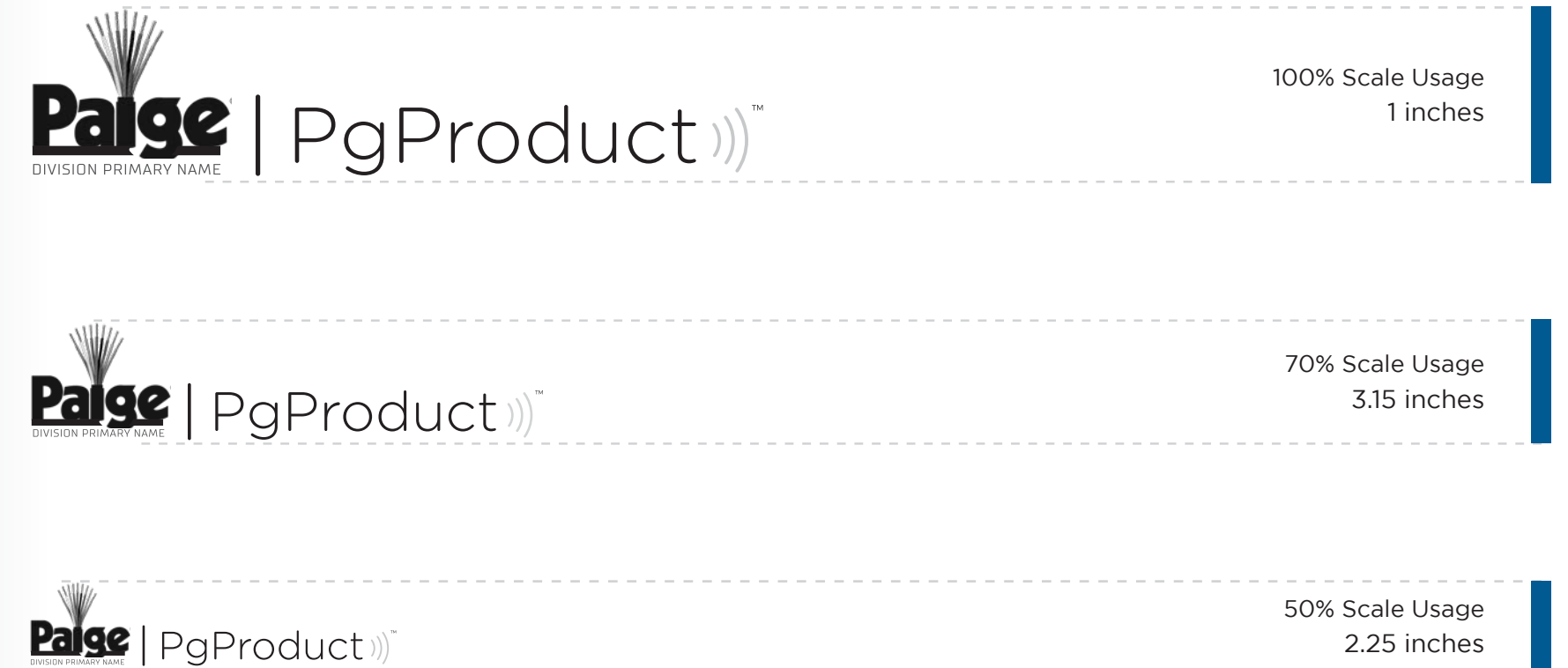
Product Line Identity

| Primary Mark (Structure)



Product Line Identity

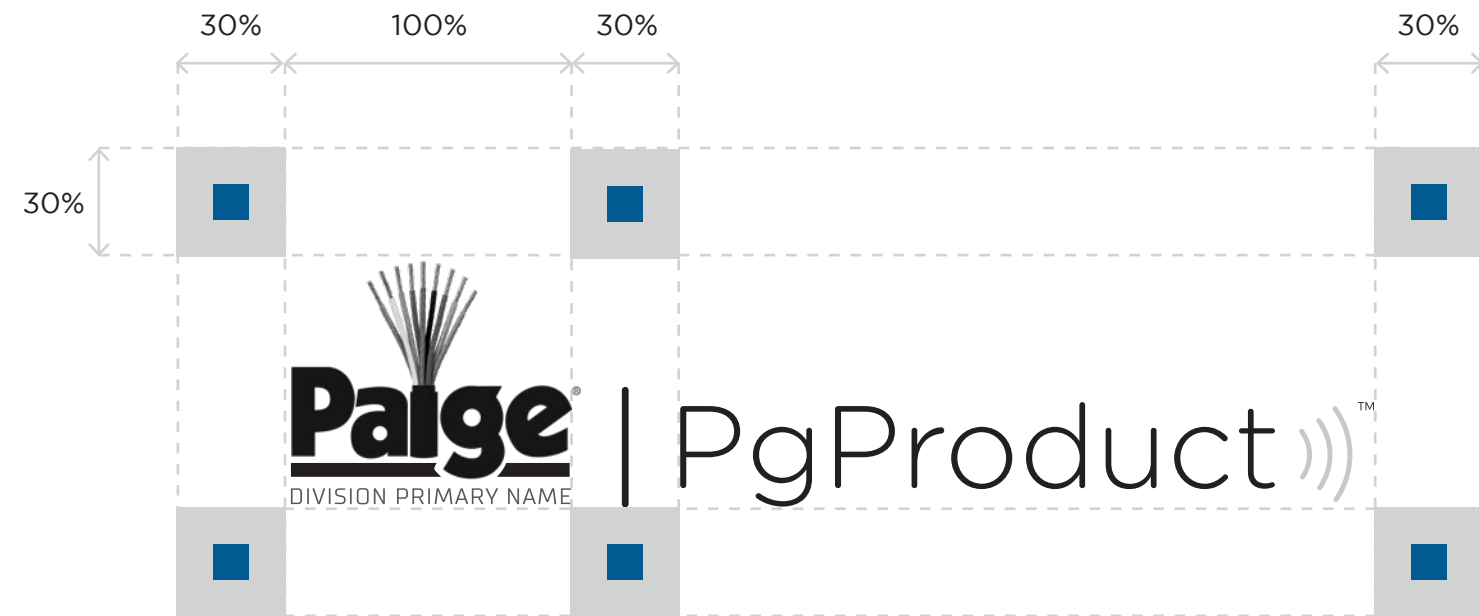
| Usage Size



SCALE DEFINITION | Logo must always be scaled accordingly and proportionally.

Product Line Identity

| Usage, Clear Space



CLEAR SPACE DEFINITION | Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

Product Line Identity

| Usage; Background & Contextual Use



Product Line Identity

| Primary (logo) Type

Geometric 231 Heavy



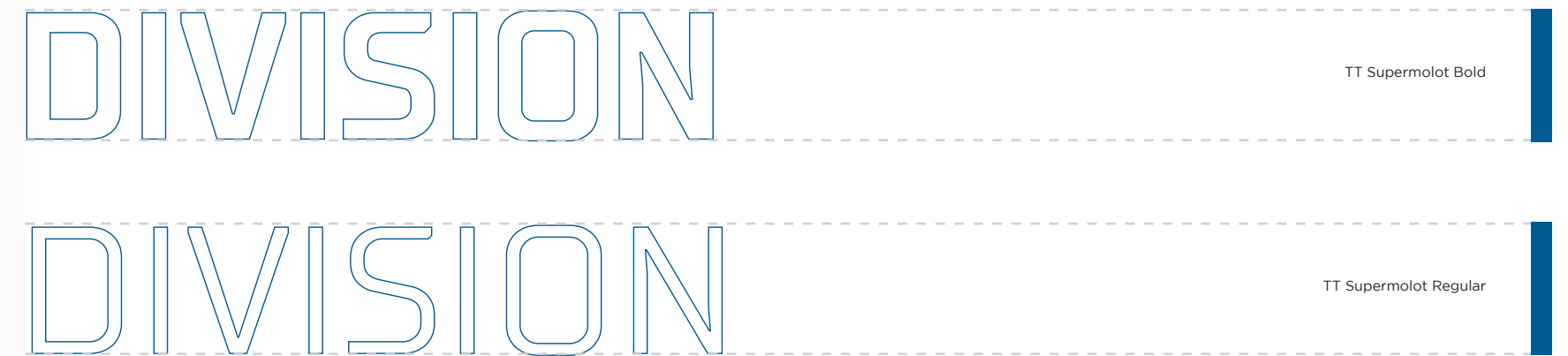
Geometric 231 font family © by Rudolf Koch

ABOUT GEOMETRIC 231 TYPEFACE | Kabel belongs to the “geometric” style of sans-serifs, which became popular in Germany shortly after its creation. Based loosely on the structure of the circle and straight lines, it nonetheless applies a number of unusual design decisions. For example, one will notice a delicately low x-height (although larger in the bold weight), a tilted ‘e’, irregularly angled terminals that add delicacy, and an irregularity suggesting stylish calligraphy. A variety of re-releases and digitizations have been created.

Product Line Identity

| Secondary (logo) Type

TT Supermolot



TT Supermolot font family © by Ivan Gladkikh

ABOUT TT SUPERMOLOT TYPEFACE | TT Supermolot is the next step of development of the old font Supermolot. Now it is a modern interpretation of an old font. This font family is great for infographics and any structured information, but you can use this font almost everywhere. The modern open grotesque forms and classic font family come in Thin, Light, Regular, Bold, Black and Italics.

Product Line Identity | Primary (logo) Type

Gotham Rounded Light

A g w i r e l e s s

Gotham Rounded font family © by Tobias Frere-Jones

ABOUT GOTHAM ROUNDED | Gotham originally was introduced with an italic as well as a range of widths. In 2007, a Rounded variant was introduced due to a commission from Print magazine. In 2009, Hoefler and Frere-Jones introduced new Narrow and Extra Narrow versions. On April 4, 2011, Hoefler and Frere-Jones announced that they had created a new custom version of Gotham with serifs for the use of President Barack Obama's 2012 campaign. In announcing the news they wrote: "Can We Add Serifs to Gotham? For the President of The United States? Yes We Can."

Product Line Identity | Mixed Media Type

THE QUICK BROWN FOX

HEADLINE
Montserrat Medium 24pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit, euismod tincidunt

SUBHEAD
Montserrat Regular 16pt,
Leading 18pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy

LEAD-IN / PULL QUOTE
Lato Bold 14pt,
Leading 15pt

Nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

BODY
Lato Light 10pt
Leading 14pt

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

TYPOGRAPHIC HIERARCHY | Typeface hierarchy is a system for organizing type that establishes an order of importance within the data, allowing the reader to easily find what they are looking for and navigate the content.

Product Line Identity

| Mixed Media Type - Digital

THE QUICK BROWN FOX

HEADLINE
Quicksand Bold 24pt

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, euismod tincidunt

SUBHEAD
Quicksand Regular 16pt,
Leading 18pt

**Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed diam nonum tincidunt**

LEAD-IN / PULL QUOTE
Quicksand Bold 14pt,
Leading 15pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam
nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam
erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation
ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

BODY
Quicksand Regular 10pt
Leading 14pt

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse
molestie consequat, vel illum dolore eu feugiat nulla facilisis at
vero eros et accumsan et iusto odio dignissim qui blandit praesent
luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

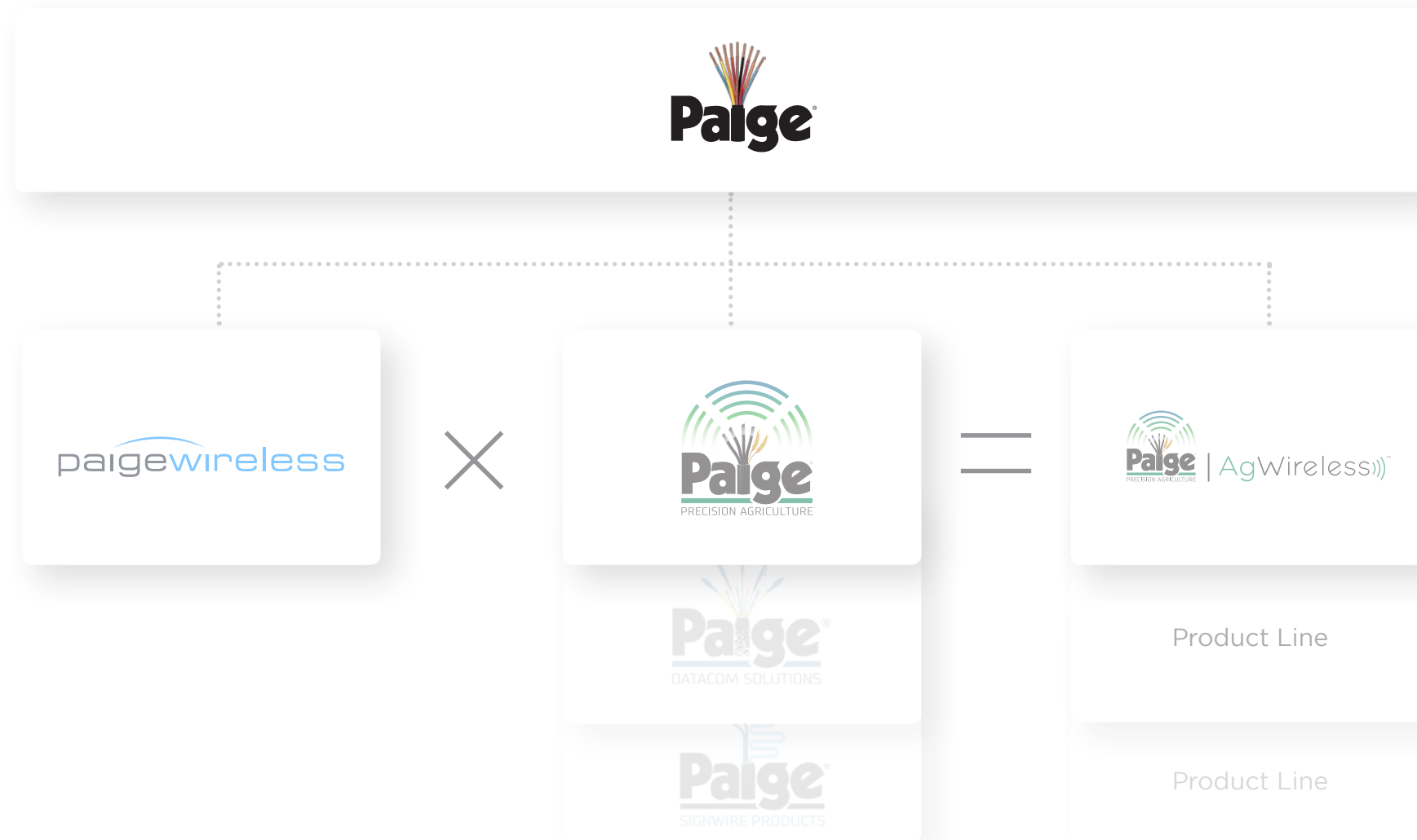
TYPOGRAPHIC HIERARCHY | Typeface hierarchy is a system for organizing type that establishes an order of importance within the data, allowing the reader to easily find what they are looking for and navigate the content.

Product Line Identity

| Individual Product Styles



Division Brand Identity | Co-Branding Architecture



Division Brand Identity | Co-Branded Collaborations

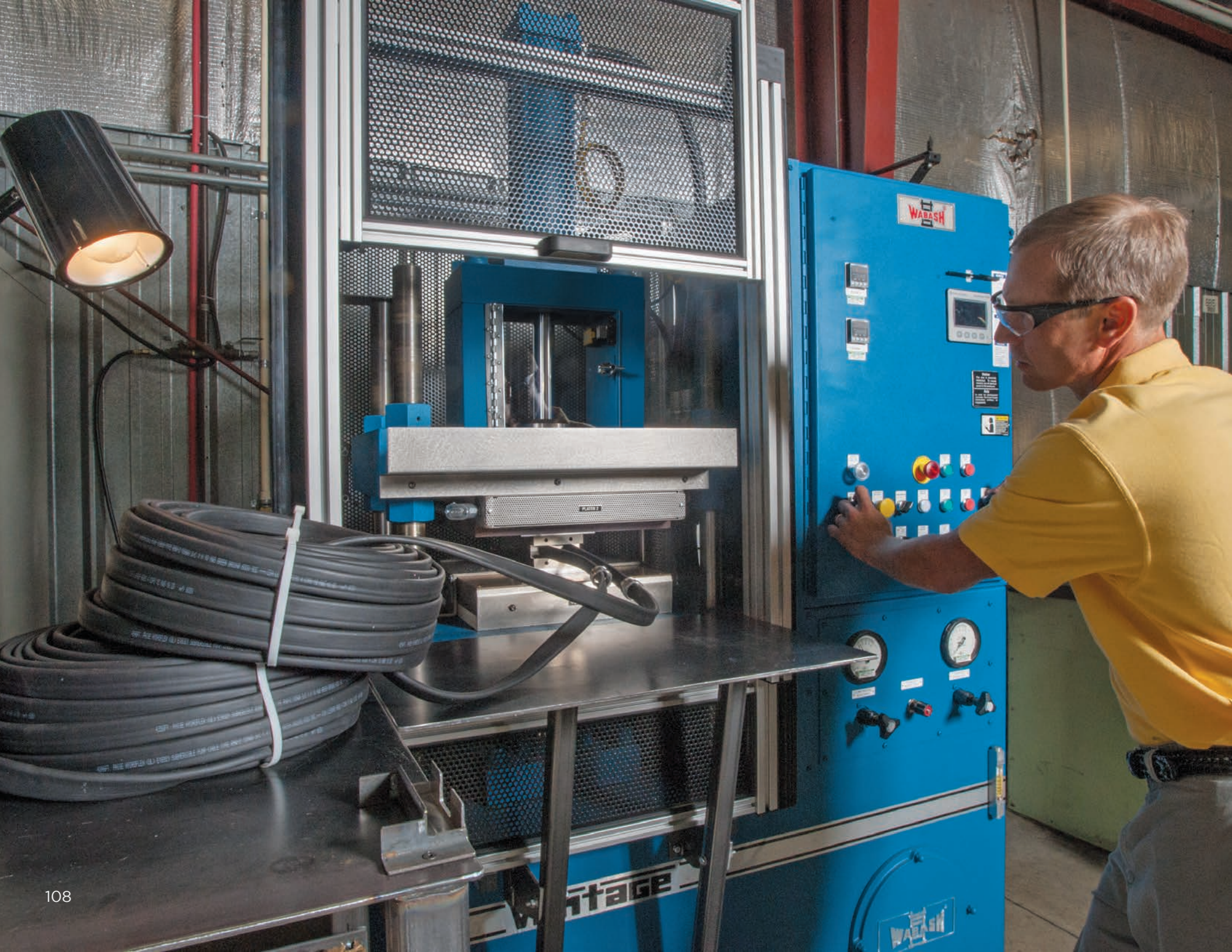
Branding Architecture

At Paige, we have extensive knowledge in wire and wireless products, connectorized cable and accessories, which is distributed throughout our many focused, brand divisions and technology arms.

With the knowledge that these specific brand divisions and technology arms bring to the table, we have great potential for cross-division collaborations and co-branded products. The efficiencies and innovations that we can create together are endless.

The architecture to our left shows the correct protocol when creating and branding a co-branded collaboration or product. When one or more divisions or technologies come together, the product is considered a “Co-Branded Product” or “Collaboration”. The ensuing entity is now considered a Tier 3 brand.

For all Co-Branded Products or Collaborations, please refer to the style guides of each of the divisions involved to receive branding information on how to represent the new entity.



Section 05

Mixed Media Standards

108-139 **Corporate**

108-121 Print

122-127 Web (Front-End)

128-139 **Division**

130-131 Print

132-139 Web (Front-End)

Paige | Print



Print

Maintaining consistency and quality across all Paige communication, is crucial in building recognition, trust, and ultimately brand equity.

The following templates adhere to the established brand styles & standards, and are designed to work towards those objectives in everyday print collateral.

NOTE

On a division level, these templates are meant for us with Tier-2 branding elements (logos, colors, etc).

Official template files can be downloaded from paigeconnected.com/branding.

Corporate | Print / Folder

FOLDER

This folder is a simple, clean method of delivering brochures, spec sheets, price lists, and other collateral that may be physically distributed to a customer.

ELEMENTS USED

COLOR

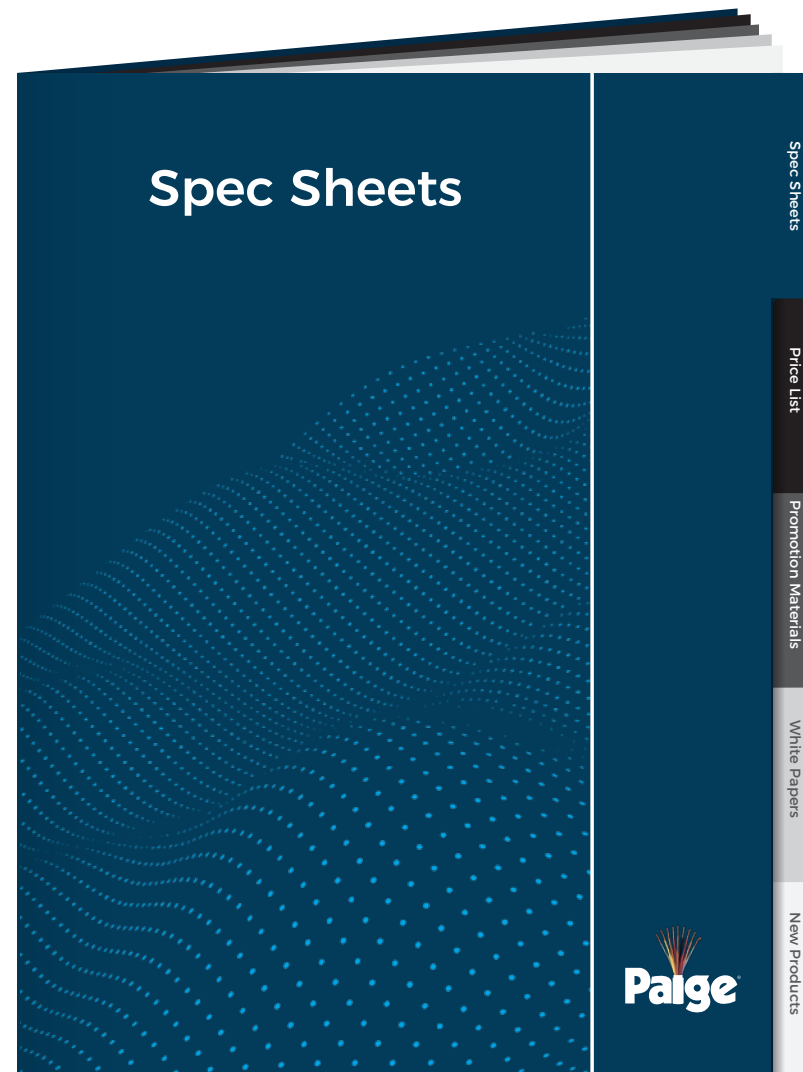
- Paige Light Burst
- Paige Metal Gray
- Paige Full Black
- Paige Graphite Gray
- Paige Navy Blue

TYPOGRAPHY

- Montserrat Medium
- Montserrat Regular
- Lato Light

GRAPHIC ELEMENTS

- Structural Elements
- Wave Dots



Folder Color Tab

- Paige Light Burst
- Paige Metal Gray
- Paige Full Black
- Paige Graphite Gray
- Paige Navy Blue

Corporate | Print / Folder

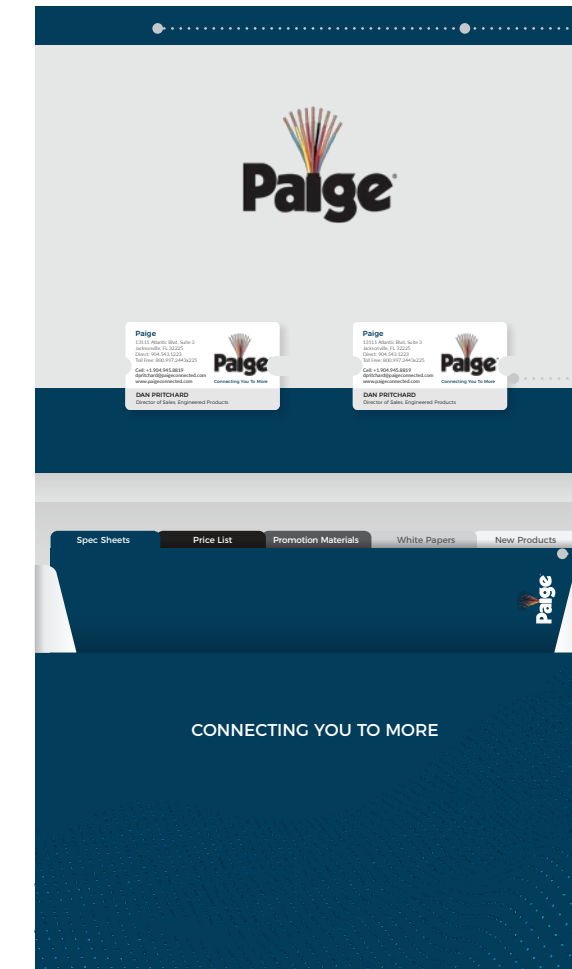


Folder Cover Front

Folder covers should display Paige Tier-1 branding elements (logo, colors, type) prominently, and include event or client specific titles when appropriate.

Folder Cover Back

The back cover of the folder should include relevant mailing addresses, phone numbers, and website.



Magnetic Lock

A magnetic lock keeps the folder clasped neatly and secures documents.

Die-cuts for business card

Folders Pack

This section should separate each of the relevant sections:

- Spec Sheet
- Product List
- Promotional Material
- White Papers
- New Products

Corporate

| Print / Brochure

Brochure

The brochure should include approved photography and feature the Paige logo prominently. The content should be highly focused on the correct audience and products.

ELEMENTS USED

COLOR

- Paige Light Burst
- Paige Metal Gray
- Paige Full Black
- Paige Graphite Gray
- Paige Navy Blue
- Paige Clear Blue

PHOTOGRAPHY

- Industry
- Production
- Business

TYPOGRAPHY

- Montserrat Medium
- Montserrat Regular
- Lato Light

GRAPHIC ELEMENTS

- Structural Elements

Paige

Channel Partner Program
Connecting You To More

908.687.7810 | email@paigeconnected.com | www.paigeconnected.com

Program Levels & Requirements
MANAGING PROFITABLE GROWTH

	SILVER	GOLD	PLATINUM
Partner Portal Access	✓	✓	✓
Paige 25 Year Warranty	✓	✓	✓
Project Registration	✓	✓	✓
Unlimited Co-branded Press Releases / Case Studies	✓	✓	✓
Co-branded Marketing Materials	✓	✓	✓
Access to Eco System Partners	✓	✓	✓
Lead Referral Program	✓	✓	✓
Featured on PaigeData.com	✓	✓	✓
Preferred Pricing	✓	✓	✓
System Design Oversight / Review	✓	✓	✓
Executive Ally	✓	✓	✓
Discounted Training with BICP & CNet	✓	✓	✓
Product Sample Budget	✓	✓	✓
Co-branded Event For Up To 100 People	✓	✓	✓

Paige

Program Overview
MANAGING PROFITABLE GROWTH

Wire is Wire. You Need More!
IT SHOULD SIMPLY WORK (AND SO SHOULD WE)

DOLLAR FOR DOLLAR LEAD REFERRAL MATCHING

REBATES

Paige

The most important brand in IT? Yours!
ENABLING YOUR SUCCESS

Sequinde nem
SEQUINDE NEM EXERRO OPTIO

Paige

The most important brand in IT? Yours!
ENABLING YOUR SUCCESS

Paige

Paige

CONNECTING YOU TO MORE

www.paige.com

Corporate

| Print / Line Card

Line Card

Line cards feature specific products, like cables and connectors, along with specs and pertinent descriptions.

ELEMENTS USED

COLOR

- Paige Light Burst
- Paige Metal Gray
- Paige Full Black
- Paige Graphite Gray
- Paige Navy Blue
- Paige Clear Blue

PHOTOGRAPHY

- Production

TYPOGRAPHY

- Montserrat Medium
- Montserrat Regular
- Lato Light

GRAPHIC ELEMENTS

- Structural Elements

06/05/18 LED CHECKLIST

WIRES			
Quantity	Paige Part Number	Description	Put-Ups
	98P1808	Paige Rip Stop™ Plenum LED 18 AWG 2/C CL3P Black Jacket	200 ft. 1 Bag
	98P1805	Paige Rip Stop™ Plenum LED 18 AWG 2/C CL3P Black Jacket	500 ft. 1 Pac Box
	98P1804	Paige Rip Stop™ Plenum w/ Ground LED 18 AWG 2/C with 14 AWG Ground CL3P Black Jacket	500 ft. 1 Pac Box
	98P1814L	Paige Rip Stop™ Plenum LED 14 AWG 2/C CL3P Black Jacket	500 ft. 1 Pac Box
	98P1814M	Paige Rip Stop™ Plenum LED 14 AWG 2/C CL3P Black Jacket	1000 ft. Reel
	98P1802C	Paige Plus LED 18 AWG 2/C P/TC/CL3/CM CULRUS Black Jacket	250 ft. 1 Pac Box
	98P1802M	Paige Plus LED 18 AWG 2/C P/TC/CL3/CM CULRUS Black Jacket	1000 ft. Reel
	98P1822C	Paige Plus LED 12 AWG 2/C P/TC/CL3/CM CULRUS Black Jacket	250 ft. 1 Pac Box
	98P1822M	Paige Plus LED 12 AWG 2/C P/TC/CL3/CM CULRUS Black Jacket	1000 ft. Reel
	98P1804	Paige Plus B BCB 18 AWG 4/C CL3 Black Jacket	250 ft. 1 Pac Box
	98P1804	Paige Plus B BCB 18 AWG 4/C CL3 Black Jacket	1000 ft. Reel

COMPONENTS		
Quantity	Paige Part Number	Description
	980054C	Power Supply Box (UL)
	980054D	Deep Power Supply Box (UL)
	98P0014	Wall Buster™ 14" Plenum tubing with fitting (UL)
	98P0030	Wall Buster™ 30" Plenum tubing with fitting (UL)
	980001	Fitting only for Wall Buster™ (UL)
	980056	Power Supply Splice Kit (UL)
	980110	Channel Letter Splice (UL)

NOTES:

908.687.7810 | email@paigeconnected.com | www.paigesignwire.com

Line Card Front
Ensure all product numbers, photos, and descriptions are up-to-date and accurate. Include the Paige URL and contact information.

06/05/18 LED CHECKLIST

WIRES			
Quantity	Paige Part Number	Description	Put-Ups
	98P1808	Paige Rip Stop™ Plenum LED 18 AWG 2/C CL3P Black Jacket	200 ft. 1 Bag
	98P1805	Paige Rip Stop™ Plenum LED 18 AWG 2/C CL3P Black Jacket	500 ft. 1 Pac Box
	98P1804	Paige Rip Stop™ Plenum w/ Ground LED 18 AWG 2/C with 14 AWG Ground CL3P Black Jacket	500 ft. 1 Pac Box
	98P1814L	Paige Rip Stop™ Plenum LED 14 AWG 2/C CL3P Black Jacket	500 ft. 1 Pac Box
	98P1814M	Paige Rip Stop™ Plenum LED 14 AWG 2/C CL3P Black Jacket	1000 ft. Reel
	98P1802C	Paige Plus LED 18 AWG 2/C P/TC/CL3/CM CULRUS Black Jacket	250 ft. 1 Pac Box
	98P1802M	Paige Plus LED 18 AWG 2/C P/TC/CL3/CM CULRUS Black Jacket	1000 ft. Reel
	98P1822C	Paige Plus LED 12 AWG 2/C P/TC/CL3/CM CULRUS Black Jacket	250 ft. 1 Pac Box
	98P1822M	Paige Plus LED 12 AWG 2/C P/TC/CL3/CM CULRUS Black Jacket	1000 ft. Reel
	98P1804	Paige Plus B BCB 18 AWG 4/C CL3 Black Jacket	250 ft. 1 Pac Box
	98P1804	Paige Plus B BCB 18 AWG 4/C CL3 Black Jacket	1000 ft. Reel

COMPONENTS		
Quantity	Paige Part Number	Description
	980054C	Power Supply Box (UL)
	980054D	Deep Power Supply Box (UL)
	98P0014	Wall Buster™ 14" Plenum tubing with fitting (UL)
	98P0030	Wall Buster™ 30" Plenum tubing with fitting (UL)
	980001	Fitting only for Wall Buster™ (UL)
	980056	Power Supply Splice Kit (UL)
	980110	Channel Letter Splice (UL)

NOTES:

908.687.7810 | email@paigeconnected.com | www.paigesignwire.com

Corporate | Print / Spec Sheet

Spec Sheet

Spec sheets contain vital information related to a specific product, most of which is technical in nature.

ELEMENTS USED

COLOR

- Paige Light Burst
- Paige Metal Gray
- Paige Full Black
- Paige Graphite Gray
- Paige Navy Blue
- Paige Clear Blue

PHOTOGRAPHY

- Production

TYPOGRAPHY

- Montserrat Medium
- Montserrat Regular
- Lato Light

GRAPHIC ELEMENTS

- Structural Elements

908-687-7810
800-327-2443

P.O. Box 368, Union, NJ 07083-0368
www.paigesignwire.com

THE PAIGE WALL BUSTER™

The revolutionary two-part through wall wiring protection device for use in Plenum applications

SPEC

98P0014 (14")
98P0030 (30")

Through Wall Protector for CL2, Driven Low Voltage Cables

1.0 SCOPE

1.1 This specification covers the through wall protection device "WALL BUSTER®" for use with CL2 Driven Low Voltage Cables.

Construction consists of one injection molded locking bushing, and one through wall extruded locking tube.

1.2 UV RESISTANT:

- (UL 746)

1.3 FIRE & FLAME RETARDANCY:

- Complies (UL Listed) with the requirements for Plenum applications

1.4 SUNLIGHT RESISTANT:

- Complies with (UL 746C)

1.5 EXTERIOR EXPOSURE:

- UL Wet Listed.

2.0 CONSTRUCTION

2.1 LOCKING BUSHING: PART # 980001

Injection molded white flame retardant polymer

- 1 inch box base
- .030 x .020 x 45 degree weather seal ramp
- Standard .14 NPS threads (1/2 inch electrical fitting threads)
- Double snap fit locks (locks both in and out when engaged).

2.2 TUBE: THROUGH WALL PROTECTOR FOR CL2 DRIVEN, LOW VOLTAGE CABLES:

- Extruded tan Plenum rated polymer
- Inside diameter 0.390"
- O.D. 0.550"
- Length 14" and 30"
- One end beveled and channeled to lock in Bushing

2.3 SURFACE PRINT:

PAIGE ELECTRIC, WALL BUSTER®, P/N 98P0014 or P/N 98P0030, (UL) E339010, PLENUM RATED, SUNLIGHT RESISTANT, WET LISTED, PAT. No. 9,470,342 WWW.PAIGESIGNWIRE.COM

2.4 PACKAGES:

- 50 Complete units per box (50 bushings + 50 Protection Tubes)

2.5 MADE IN THE USA:

Note:
1/2" ELECTRICAL LOCK NUT NOT INCLUDED.

Rev 7 / 03.05.2019

Connecting You To More

908-687-7810
800-327-2443

P.O. Box 368, Union, NJ 07083-0368
www.paigesignwire.com

PAIGE ANTI-CORROSION LED POWER SOURCE SPLICE KIT

SPEC

980106

PLUS will accommodate SIX 18 AWG stranded wires (power source +S)

PLUS eliminates exposed copper exposure to oxygen and moisture

PLUS locking lid provides strain relief for wires

PLUS anti-corrosion jell operates from -40°C to 105°C

PLUS anti-corrosion jell is water resistant and rain tight

PLUS sunlight resistant

PLUS rated at 600 Volts

PLUS no special tools other than wire stripper needed for installation

PLUS UL & c(UL) listed

1.0 SCOPE:

1.1 The Paige Anti-Corrosion LED Splice Kit is used to electrically connect two or more pre-stripped copper wires and moisture seal the connection for direct burial. It includes the Paige R/+ Electrical Spring Connector and a high impact, UV-resistant polypropylene tube pre-filled with moisture-resistant gel. It is ideal for splicing wires and cables. For residential, commercial, and other green industry applications.

2.0 PACKAGING DETAILS:

DESCRIPTION	100 (25 bags of 4) 4 gel-filled tubes and 4 leads on connectors per bag
Case Data	Weight: 3.5 lbs / 1.6 kg Dimensions: 13 x 7.6 x 4 inches / 33 x 19 x 13 cm
Pallet Data	Quantities: 133 cases / 6,650 tubes (3,325 kits of 2)
	Weights: 480 lbs / 221 kg Dimensions: 48 x 42 x 67.5 inches / 122 x 107 x 173 cm Volume: 55.4 m³ / 1.97 m³

3.0 FEATURES:

3.1 RATED FOR 600 VOLTS:
One Connector for all DC circuits under 600 volts

3.2 BULK OR KITS-OF-TWO CONNECTORS:
Each waterproof connector includes the R/+ twist-on connector (wire nut*), and a gel-filled tube

3.3 WATER RESISTANT & RAIN TIGHT:
The splice may be installed in transformer boxes, make-up boxes and channel letters in all indoor and outdoor applications.

3.4 SUNLIGHT RESISTANT:
Connector can be used above or below ground level.

3.5 STRAIN RELIEF:
The gel-filled tube includes a lid that compresses the wire insulation when closed. This applies a pressure, known as "strain relief" that keeps the connection inside the tube when the wires are pulled-upon. The connector tube includes channels for three sets of wires.

3.6 OPERATING TEMPERATURE:
-40°F to 221°F (-40°C to 105°C)

3.7 MADE IN THE USA:
Unquestioned quality by a name you can trust!

Connecting You To More

Corporate | Print / Case Study

Case Study

Case studies provide a formal structure for delivering instances of product success, in real working applications.

ELEMENTS USED

COLOR

- Paige Light Burst
- Paige Metal Gray
- Paige Full Black
- Paige Graphite Gray
- Paige Navy Blue
- Paige Clear Blue

PHOTOGRAPHY

- Industry
- Production
- Business

TYPOGRAPHY

- Montserrat Medium
- Montserrat Regular
- Lato Light

GRAPHIC ELEMENTS

- Structural Elements

908-687-7810
800-327-2443

P.O. Box 368, Union, NJ 07083-0368
www.paigesignwire.com

Case Study | et faccabo ratius

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Headline Three

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IT SHOULD SIMPLY WORK (AND SO SHOULD WE)

Ullamcorper magna aliquam vel eu eros. Nunc vitae neque uter idem venenatis tempus. Sed consetetur eum sed takim pellentesque elementum mauris, ut fructus. Bona pernam quis, sed justo nisi, consetetur a lobortis nec, elitibus id eros.

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DOLLAR FOR DOLLAR LEAD REFERRAL MATCHING

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Connecting You To More

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Case Study

Fugiatat abore in etur maia
Eheni licientis etern event cone et commodis porpss ratius con reperum

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IT SHOULD SIMPLY WORK

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DOLLAR FOR DOLLAR LEAD

Ullamcorper magna aliquam vel eu eros. Nunc vitae neque uter idem venenatis tempus. Sed consetetur eum sed takim pellentesque elementum mauris, ut fructus. Bona pernam quis, sed justo nisi, consetetur a lobortis nec, elitibus id eros.

Connecting You To More

Quote

ELEMENTS USED

COLOR

- Paige Light Burst
- Paige Metal Gray
- Paige Full Black
- Paige Navy Blue
- Paige Clear Blue

PHOTOGRAPHY


- Industry
- Production
- Business

TYPOGRAPHY

- TT Supermolot Bold
- TT Supermolot Regular
- Montserrat Light
- Lato Regular

GRAPHIC ELEMENTS

- Structural Elements
- Wave Dots



Quote #XXXX

[customer ID]
[Business Name]
[First Last] [Email]
[Street Address Line 1]
[Street Address Line 2]
[City, State] [zip, country]

Wednesday, September 30, 2018
COMEX: \$3.239

Line	Legacy Part Number	Item	Description	Quantity	U/M	MSRP	Discounted Price	Extended Price
1		71054303XX	3' CAT 5E PATCH CABLE XX = COLOR	100	EA	\$1.00	\$0.70	\$700.00
2		258330804	GAMECHANGER OSP UTP CM-LSZH	25,000	FT	\$0.715	\$0.56	\$14,000.00
3								
4								
5								
6								
7								
8								
9								
10								
11								
12								
Total:								\$1,234,567.89

Account Representative:
Tony Campbell
tcampbell@paigeelectric.com
314.303.1408

Sales Enablement Contact:
T.C. McCourt
tMcCourt@paigeelectric.com
888.423.8947

Paige HQ:
1160 Springfield Rd
Union, NJ 07083
888.423.8947

www.paigedatacom.com

Paige
DATA.COM SOLUTIONS

Terms & Conditions:
Pricing is valid for 30 days unless COMEX changes ± \$0.15 from Comex in ticker.
Prices do not include freight
All items in stock

Page 1 of 1

Business Card

Envelope

Letterhead

ELEMENTS USED

COLOR


- Paige Light Burst
- Paige Metal Gray
- Paige Graphite Gray
- Paige Navy Blue

TYPOGRAPHY

- TT Supermolot Regular
- Montserrat Medium
- Lato Regular


GRAPHIC ELEMENTS

- Structural Elements
- Wave Dots




Paige
13111 Atlantic Blvd, Suite 3
Jacksonville, FL 32225
Direct: 904.543.1223
Toll Free: 800.997.2443x225
Cell: +1.904.945.8819
dpritchard@paigeconnected.com
www.paigeconnected.com

DAN PRITCHARD
Director of Sales, Engineered Products

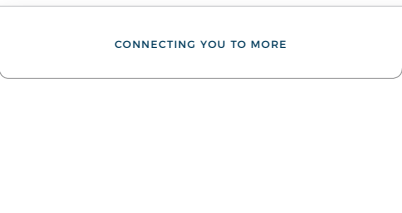


Let's make sure this was unforgettable




Paige Electric Co. LP
paigeconnected.com
1160 Springfield Rd, Union, NJ 07083
P: 908.687.7810

Mr. Christopher Logan
ATYourBusiness.com
P.O. Box 000000 Dillon,
New State, State CO 80498



CONNECTING YOU TO MORE



Paige HQ:
1160 Springfield Rd,
Union, NJ 07083
P: 908.687.7810
F: 904.543.1330

Paige

Dear : John Doe

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean ut ipsum eget massa hendrerit vestibulum vel in velit. Donec pretium neque velit.


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Sincerely,
Christopher Logan

PAIGE ELECTRIC CO., LP www.paigeconnected.com



CONNECTING YOU TO MORE

Corporate

| Print / Tradeshow Booth

Tradeshow Booth

An example arrangement for a larger in-person exhibition.

ELEMENTS USED

COLOR

- Paige Light Burst
- Paige Metal Gray
- Paige Full Black
- Paige Graphite Gray
- Paige Navy Blue
- Paige Clear Blue

PHOTOGRAPHY

- Industry
- Production
- Business

TYPOGRAPHY

- Montserrat Medium
- Montserrat Regular
- Lato Light

GRAPHIC ELEMENTS

- Structural Elements
- Wave Dots



Rollup

Smaller print piece featuring product-specific information.

Banner

Larger display featuring core branding elements, and high-level communications.

Corporate

| Print / Tradeshow Booth

Tradeshow Booth

An example arrangement for a smaller in-person exhibition.

ELEMENTS USED

COLOR

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- Montserrat Medium
- Montserrat Regular
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GRAPHIC ELEMENTS

- Structural Elements
- Wave Dots



Banner

Larger display featuring core branding elements, and high-level communications.

Corporate

| Print / Video Promo Piece

Video Promo Piece

A unique piece of collateral that allows for the delivery of digital content in a tradition medium, greatly increasing the capacity for messaging and crucial information for digital-resistant audiences.

ELEMENTS USED

COLOR

- Paige Navy Blue
- Paige Clear Blue

PHOTOGRAPHY

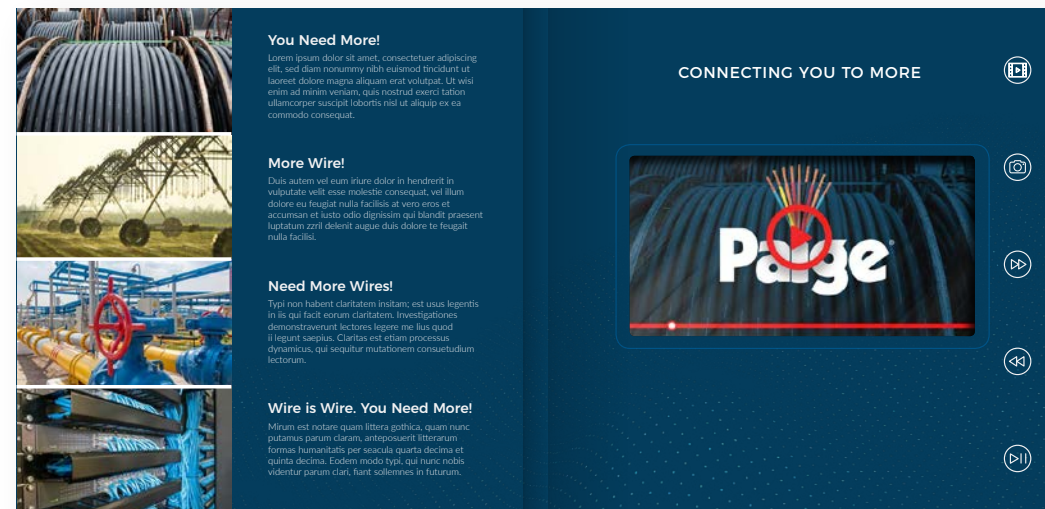
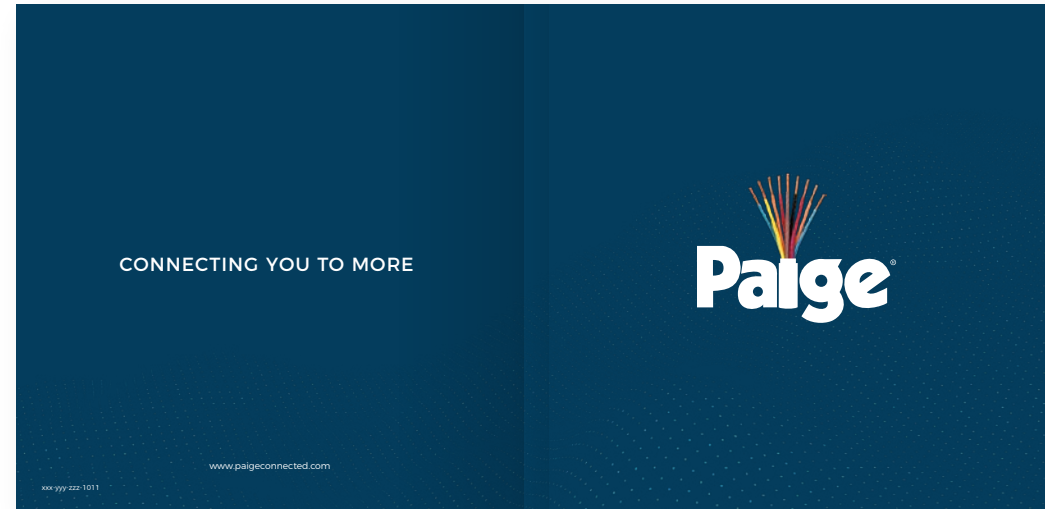
- Industry
- Production

TYPOGRAPHY

- Montserrat Medium
- Montserrat Regular
- Lato Light

GRAPHIC ELEMENTS

- Structural Elements
- Wave Dots



Corporate

| Print / Flyer

Flyer

General purpose flyer for multi-use print communication. Versatile piece that can be adapted for most applications.

ELEMENTS USED

COLOR

- Paige Light Burst
- Paige Metal Gray
- Paige Full Black
- Paige Graphite Gray
- Paige Navy Blue
- Paige Clear Blue

PHOTOGRAPHY

- Industry
- Production
- Business

TYPOGRAPHY

- Montserrat Medium
- Montserrat Regular
- Lato Light

GRAPHIC ELEMENTS

- Structural Elements



Flyer: Headline One

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HEADLINE THREE FOR DOLLAR

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01234 567890 email@paigeelectric.com
1160 Springfield Rd, Union, NJ 07083, USA www.websiteaddress.com



CORPORATE
WEBSITE
DESIGN

CORPORATE
WEBSITE
DESIGN

THE QUICK BROWN FOX

HEADLINE
Open Sans Bold 24pt

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LEAD-IN / PULL QUOTE
Open Sans Semi Bold 14pt,

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BODY
Open Sans Regular 10pt

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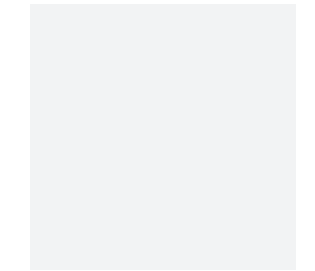
FULL BLACK
#000000



GRAPHITE GRAY
#58595B



METAL GRAY
#D1D3D4



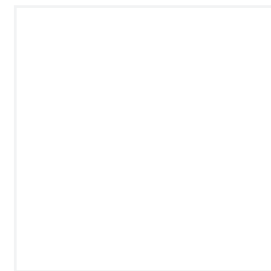
LIGHT BIRST
#F1F2F2



NAVY BLUE
#043D5D



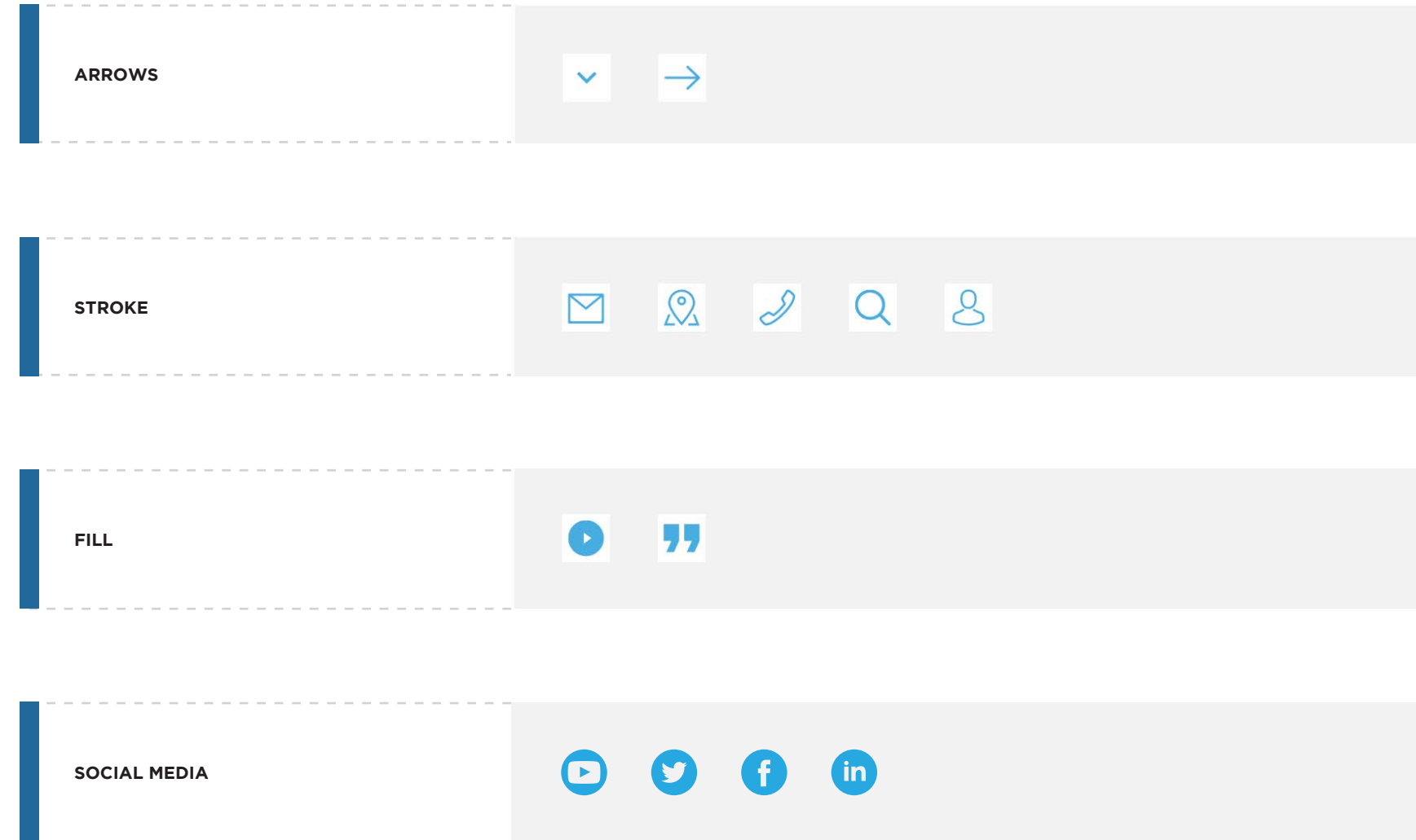
CLEAN BLUE
#005A93



WHITE
#FFFFFF

Corporate Website Design

| Web | Icons



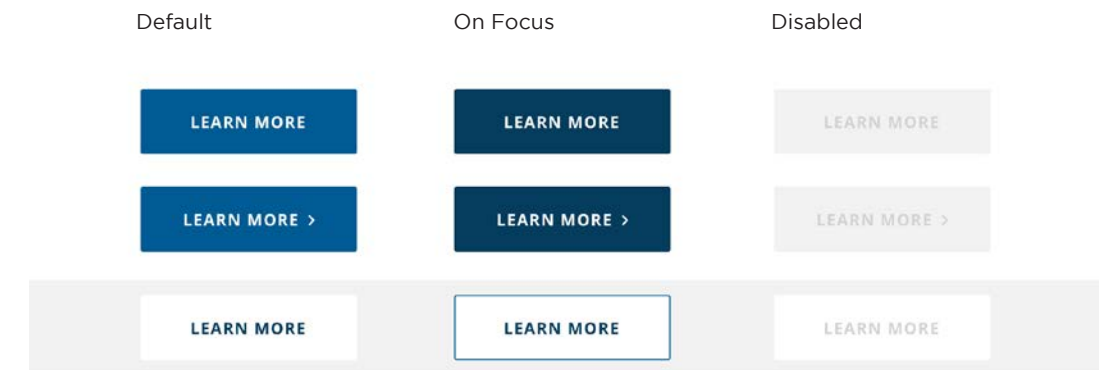
Corporate Website Design

| Web | Input / Buttons

INPUT TEXT



BUTTONS



DIVISION MIXED
MEDIA GUIDELINES
& STYLE GUIDE

DIVISION MIXED
MEDIA GUIDELINES &
STYLE GUIDE

UI/UX Guidelines & Style Guide

| Package Design

SUBBRAND LOGO



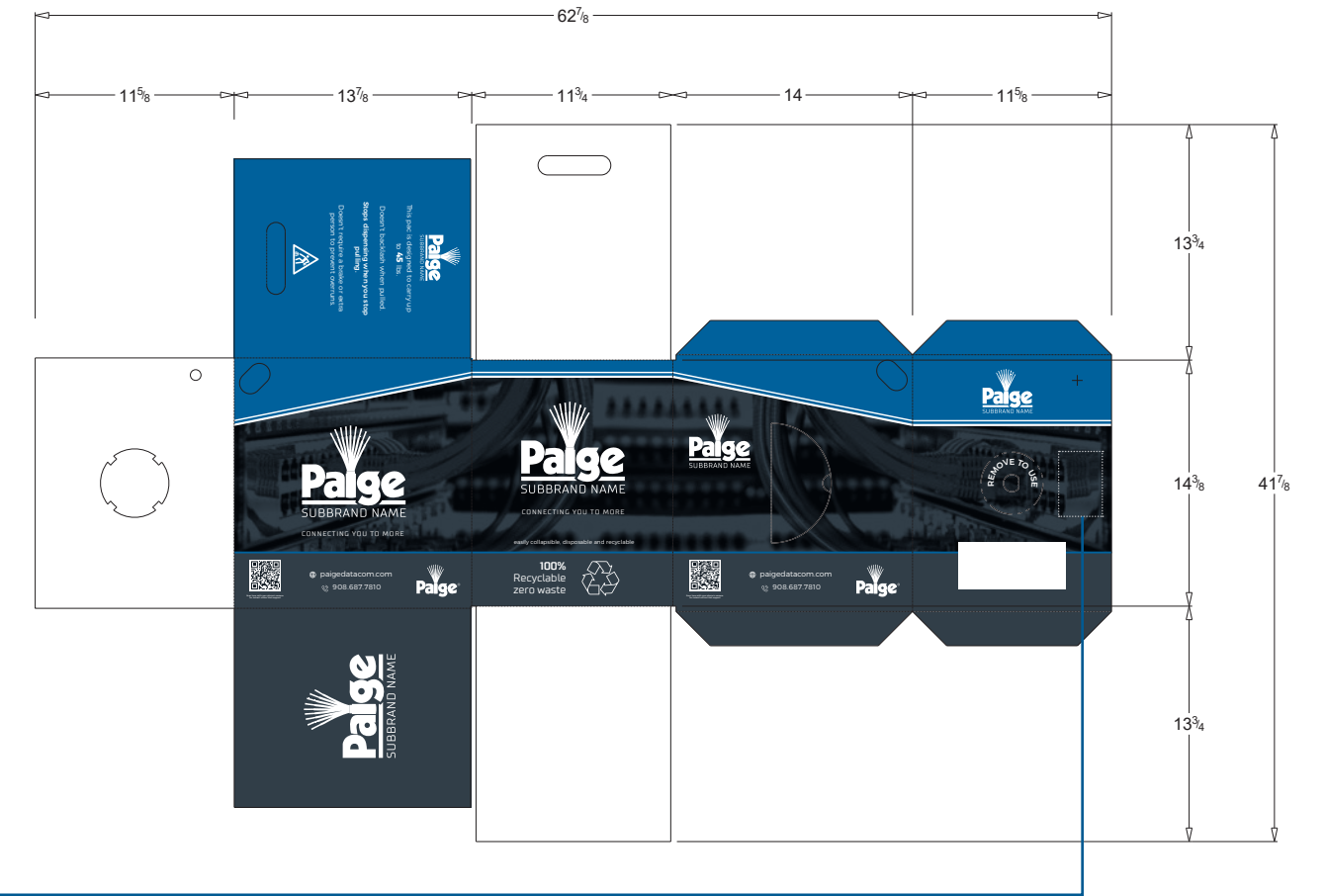
GRAPHIC ELEMENTS

Elements related to non-core product/package benefits

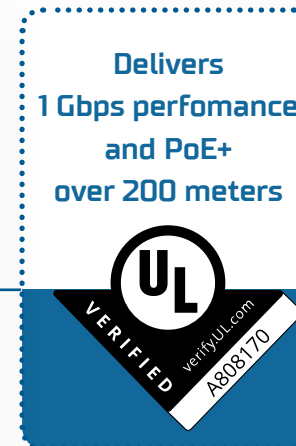
UI/UX Guidelines & Style Guide

| Package Design

BOX SPREAD



UL STICKER



THE QUICK BROWN FOX

HEADLINE
Open Sans Bold 24pt

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LEAD-IN / PULL QUOTE
Open Sans Semi Bold 14pt,

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BODY
Open Sans Regular 10pt



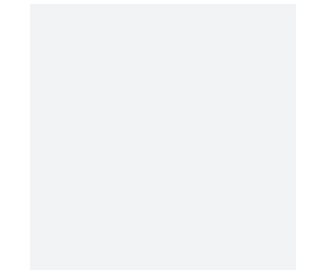
FULL BLACK
#000000



GRAPHITE GRAY
#58595B



METAL GRAY
#D1D3D4



LIGHT BIRST
#F1F2F2



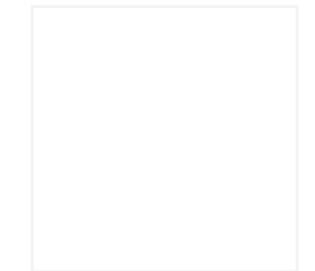
DARK BLUE
#3B9BCC



CLEAN BLUE
#48ADE1



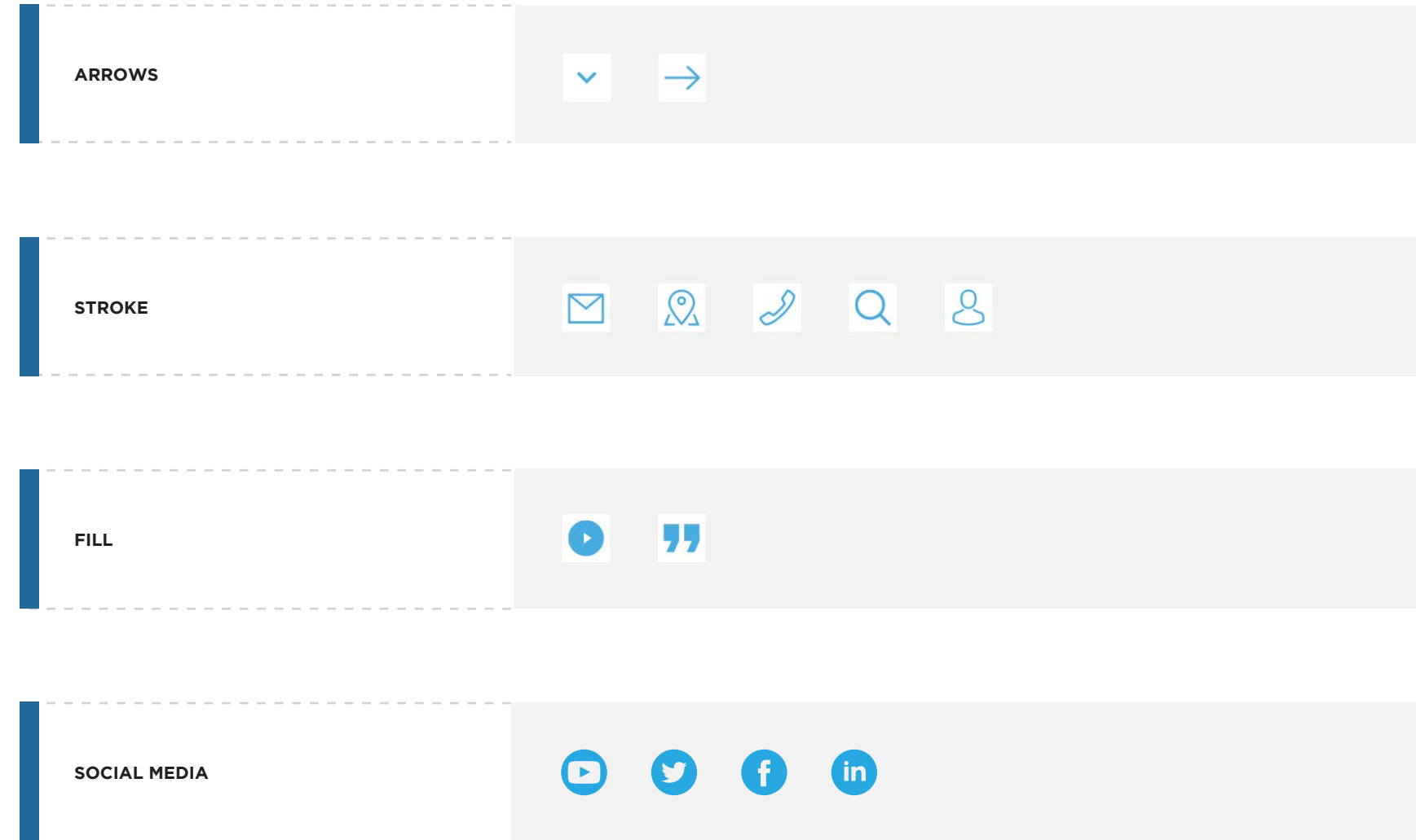
GREEN
#39B54A



WHITE
#FFFFFF

Division Website Design

| Web | Icons



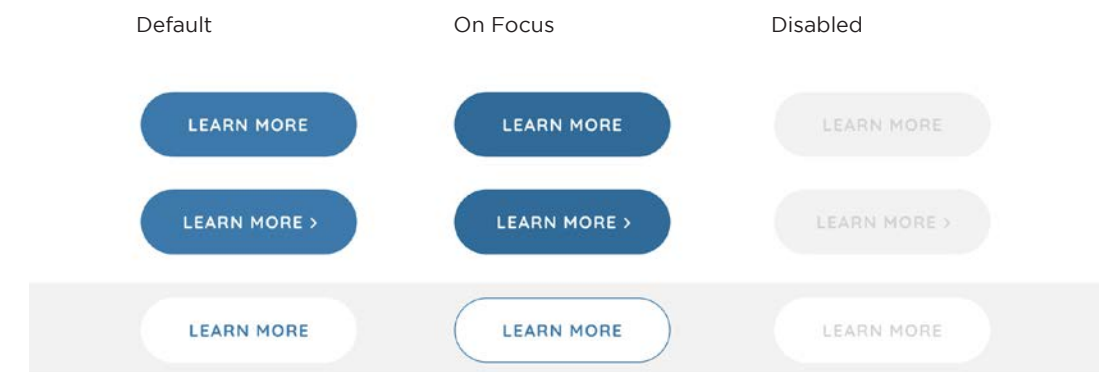
Division Website Design

| Web | Input / Buttons

INPUT TEXT

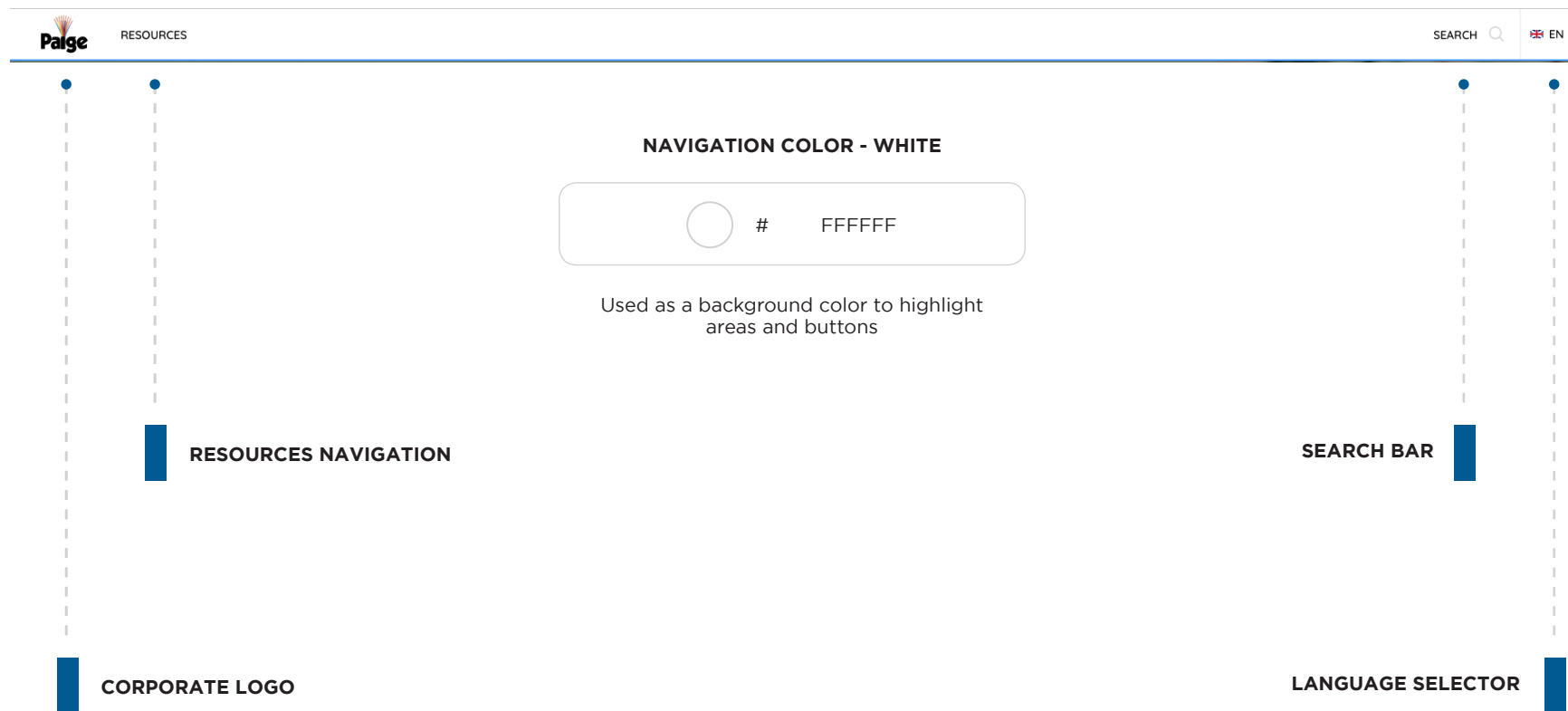


BUTTONS

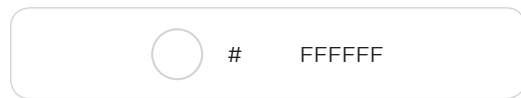


UI/UX Guidelines & Style Guide

| Web | Corporate Navigation



NAVIGATION COLOR - WHITE

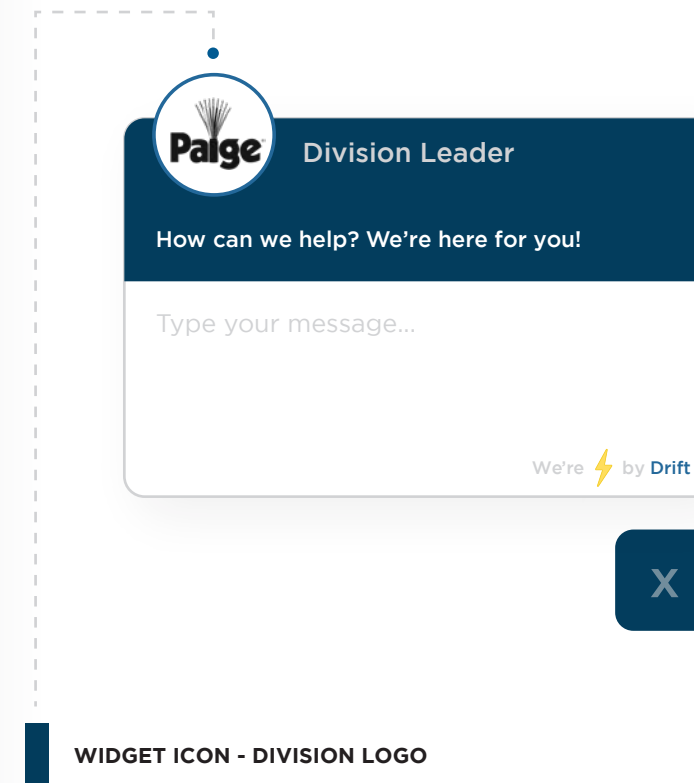


Used as a background color to highlight areas and buttons

UI/UX Guidelines & Style Guide

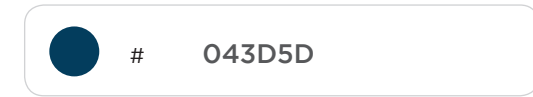
| Web | Drift Standards

DRIFT FUNCTIONALITY



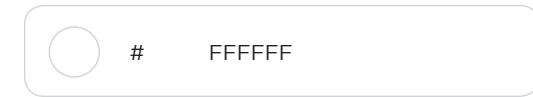
DRIFT COLOR

PRIMARY DRIFT COLOR - CLEAN BLUE



Used as a background color to highlight areas and buttons

SECONDARY DRIFT COLOR - WHITE



Applied to button text and other elements in front of a primary color background

UI/UX Guidelines & Style Guide

| Email | Newsletter Design

HEADER

Top level messaging featuring Tier-2 branding, contact CTA, and send date.

NEWS POST

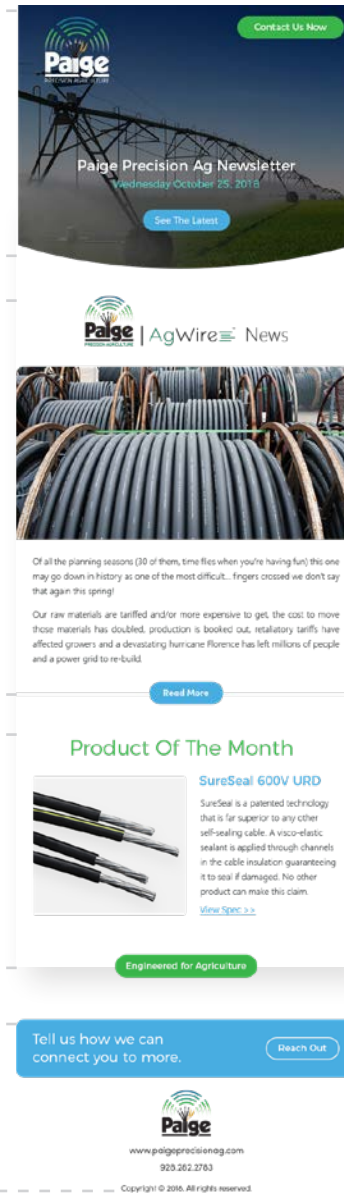
Top level messaging featuring Tier-2 branding, and announcement title/subject.

BLOG POST

Allowance for one or more recent blog articles, with CTA to the location of corresponding web content. No more than 4-6 sentences of content provided in this preview.

FOOTER

Footer featuring contact CTA, Tier-2 branding, contact information, and required footer content for mail client compliance (not shown).



UI/UX Guidelines & Style Guide

| Email | Special Announcement Design

HEADER

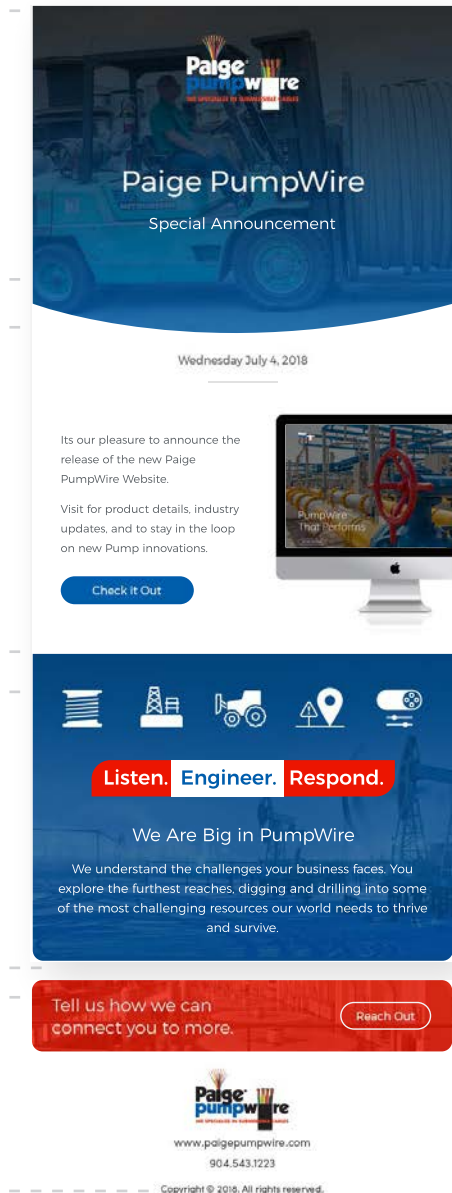
Top level messaging featuring Tier-2 branding, and announcement title/subject.

NEWS POST

Top level messaging featuring Tier-2 branding, and announcement title/subject.

FOOTER

Footer featuring contact CTA, Tier-2 branding, contact information, and required footer content for mail client compliance (not shown).



Thanks for Reading

Thank you for your valuable time and attention to this content. We hope that it will not only increase the efficacy of your communication efforts, but also make your communication-related tasks easier, less ambiguous, and minimally labor-intensive. We appreciate your observance of this document as we all work towards the common goal of elevating the Paige brand towards continued and further greatness. Please reach out with any any inquiries, needs, or recommendations.

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