

EMPIRE OFFICE BRAND

The logo, font families, color palette, and usage requirements reflect and reinforce the very essence of Empire Office and its divisions. Equally important, they help the brand to be recognized, differentiated, and memorable. The Empire Office logo is modern but substantial, standing the test of time.

EMPIRE
OFFICE

EMPIRE
OFFICE

FOR LOGO FILES:
CONTACT THE EMPIRE MARKETING TEAM

EMPIRE OFFICE BRAND

LOGO VARIATIONS

The Empire Office logo is only displayed in blue and never any other color or transparency.

EMPIRE
OFFICE



MAIN COLOR

Blue Pantone 2133C on white and gray backgrounds



DARK BACKGROUND

Only on dark backgrounds the white logo applies

LOGO SPECIFICATIONS

The Empire Office brand is a powerful asset. To maintain brand strength, correct and consistent use is vital. As a leader in commercial furniture, our logo placement requires good taste in sizing. Spatial and proportional relationships of the logo is predetermined and should not be altered.

EMPIRE
OFFICE

MINIMUM SIZE AND PLACEMENT

0.25" height is the smallest approved size. A minimum size has been carefully established to ensure the logo is reproduced correctly with clear legibility. The logo must never be used smaller than the size identified on the image above.



Clearance outline and "E"s must remain invisible.

LOGO CLEARANCE

The clearance space is the amount of space that should not infringe on the logo. Extra clearance space is always encouraged if applicable. To determine clearance, use the E from the logo to determine how much space should be given around the logo.

EMPIRE OFFICE BRAND

LOGO DON'TS

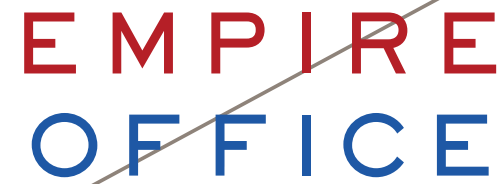
These examples show non-acceptable uses of the logo. The approved Empire Office logo should always remain in brand colors and with enough clearance space from other visual distractions and may not be re-proportioned, redrawn or modified in any way. Please note that the same rules apply to all current and future division logos.



EMPIRE
OFFICE

The logo is displayed in a light grey color, which is not part of the brand's color family. A diagonal line is drawn across the logo to indicate it is incorrect.

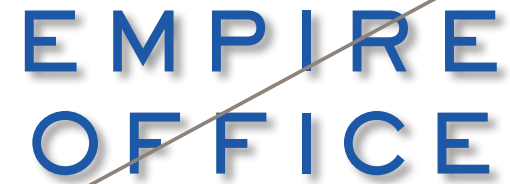
DO NOT use other colors on the logo, even if they are part of the color family.



EMPIRE
OFFICE

The logo is displayed with 'EMPIRE' in red and 'OFFICE' in blue, mixing colors. A diagonal line is drawn across the logo to indicate it is incorrect.

DO NOT mix colors in the logo. Logo should remain in solid brand colors.



EMPIRE
OFFICE

The logo is displayed with a drop shadow and a highlight effect. A diagonal line is drawn across the logo to indicate it is incorrect.

DO NOT add drop shadows or highlights to the logo.



EMPIRE
OFFICE

The logo is displayed using a different typeface than the brand's standard. A diagonal line is drawn across the logo to indicate it is incorrect.

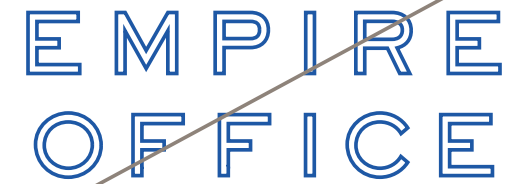
DO NOT use different typefaces for the logo.



EMPIRE
OFFICE

The logo is displayed on a solid brown background. A diagonal line is drawn across the logo to indicate it is incorrect.

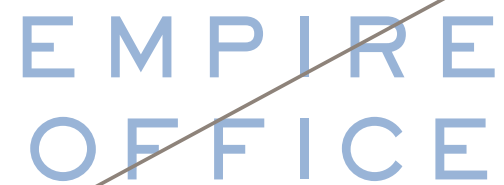
DO NOT use random color backgrounds.



EMPIRE
OFFICE

The logo is displayed with a blue outline. A diagonal line is drawn across the logo to indicate it is incorrect.

DO NOT outline the logo. Logo must remain a solid color.



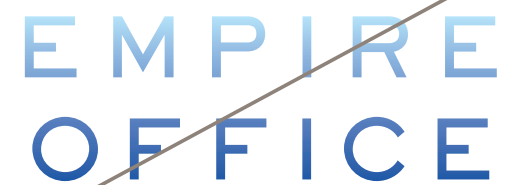
EMPIRE
OFFICE

The logo is displayed with a light blue transparency. A diagonal line is drawn across the logo to indicate it is incorrect.

DO NOT add transparency to the logo.



DO NOT place logo on a busy pattern or background.



EMPIRE
OFFICE

The logo is displayed with a blue-to-white gradient. A diagonal line is drawn across the logo to indicate it is incorrect.

DO NOT add a gradient to the logo.



EMPIRE
OFFICE

The logo is displayed with 'EMPIRE' and 'OFFICE' on separate lines, but the spacing and proportions are not standard. A diagonal line is drawn across the logo to indicate it is incorrect.

DO NOT rearrange or change proportions of the logo.