

MURPHY GRAPHIC STANDARD GUIDELINES

The Murphy graphic and text logotypes are important elements of our company's identity. These elements influence people's perceptions of Enovation Controls. Consistent adherence to our graphic standard guidelines is vital in promoting and protecting our identity.

Graphic Logotype: The major visual identifier of the Murphy logo is the bright swoosh and type configuration. The graphic logo should appear with the positioning line or corporate tag line representing a version of the Enovation Controls graphic.

Text Logotype: The type configuration is based on the Eurostile LT STD bold typeface all capital letters followed by the registered mark (circle R). The text logo might be applied when use of the graphic logo is not practical.

The Registered Mark : The circle R should be placed at the end of the Graphic or Text logos and sized to no more than 1/4 of their height (refer to Graphic Logotype Staging on next page).

The Graphic and Text logotypes are available online or upon request from the Marketing Communications department. The logotypes are available as vector-based or rasterized graphic files. Always use these versions – do not try to duplicate them using standard typefaces. There are specific requirements involved in using the graphic logo correctly:

Color Logo
Reproduction:



PREFERRED: Logotype Black/Swoosh Red on a white background.



ACCEPTABLE: Logotype Black/Swoosh Red on a neutral or off-white background.

Logo on Solid
Color Background:



PREFERRED: Logotype Reversed/Swoosh Red on a solid black background.



ACCEPTABLE: Logotype Reversed/Swoosh Red on a solid background.

One Color Logo
Reproduction:



PREFERRED: Logotype Reversed on a solid black background.

ACCEPTABLE: Logotype Reversed on a dark background.



PREFERRED: Logotype Black on a solid white background.

ACCEPTABLE: Logotype Black on a neutral or off-white background.

One Color Logo on
Solid Red Background:



PREFERRED: Logotype Black on a solid red background.



PREFERRED: Logotype Reversed on a solid red background.

Graphic Logotype Staging:



Graphic Logotype Reproduction

The logotype stands out most clearly when it is surrounded by adequate white (or in the case of a solid background, adequate negative space). To prevent distracting visual elements from encroaching upon this staging space, these minimum spacing parameters have been established.

When sizing the logo as vectorized artwork in Illustrator, Select All and Group. Next, go to Object > Transform > Scale and under Scale Options turn on Scale Stroke & Effect.

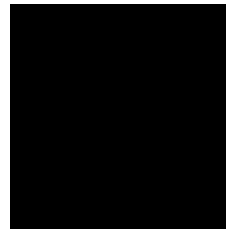
When sizing the logo as a rastered image in any Microsoft® Office applications, Select the complete image, hold down the Shift key and drag on corner of the image box at the same time to resize the image proportionally. On specialty items, the logo can appear no smaller than one inch wide.

Murphy Brand Colors:



Process Color:
C= 0%
M= 95%
Y= 100%
K= 0%

Pantone® PMS 485 CVU



Process Color:
C= 0%
M= 0%
Y= 0%
K= 100%

Pantone® PMS Black

What Not To Do:

The Murphy logotype has been carefully crafted with these proportions and colors for consistency and strength. Don't stretch or squeeze the logotype so its proportions change. Spacing the letters out or reproducing it in colors not shown above is not allowed.



While these rules may seem convoluted and arbitrary, there is a basic logic to them. The most important aspect is the shape/proportion of the logotype. Additionally, the color palette is intentionally limited to maintain consistency while remaining flexible for different applications.

Text (Font) Logotype Reproduction:

Text: When using the company name in text, it should be referred to as MURPHY® by Enovation Controls (as shown below). The typeface to be used for the logo is Eurostile LT Std Extended 2. This typeface is also recommended for headlines on print ads and for headers on product catalogs and corporate brochures. The typeface should not be stretched or condensed. The typeface can be bolded in a headline treatment.

“MURPHY® by Enovation Controls”