**Table of Contents**

<table>
<thead>
<tr>
<th>Page</th>
<th>Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>4-5</td>
<td>Who Is This Book For?</td>
</tr>
<tr>
<td>6-17</td>
<td>01 Positioning / Brand Story</td>
</tr>
<tr>
<td>8-9</td>
<td>Introduction</td>
</tr>
<tr>
<td>10</td>
<td>Brand Foundation (Mission &amp; Vision)</td>
</tr>
<tr>
<td>11</td>
<td>Brand Positioning (Brand Values)</td>
</tr>
<tr>
<td>12-17</td>
<td>02 Brand Architecture</td>
</tr>
<tr>
<td>14</td>
<td>Branding Architecture</td>
</tr>
<tr>
<td>15</td>
<td>Organization Chart</td>
</tr>
<tr>
<td>16-17</td>
<td>Division Summary</td>
</tr>
<tr>
<td>18-27</td>
<td>03 Communication Manual</td>
</tr>
<tr>
<td>20</td>
<td>Communication Objectives</td>
</tr>
<tr>
<td>21</td>
<td>Brand Personality</td>
</tr>
<tr>
<td>22</td>
<td>Brand Voice</td>
</tr>
<tr>
<td>23</td>
<td>Tone vs. Voice</td>
</tr>
<tr>
<td>24</td>
<td>Brand Voice Guidelines</td>
</tr>
<tr>
<td>25</td>
<td>25. Brand Tone Guidelines</td>
</tr>
<tr>
<td>26</td>
<td>Communication Standards</td>
</tr>
<tr>
<td>27</td>
<td>Brand Values</td>
</tr>
<tr>
<td>28</td>
<td>Voice Sample</td>
</tr>
<tr>
<td>29</td>
<td>Taglines</td>
</tr>
<tr>
<td>30-105</td>
<td>04 Style &amp; Standards Manual</td>
</tr>
<tr>
<td>32-79</td>
<td>Corporate Brand Identity</td>
</tr>
<tr>
<td>36-43</td>
<td>Primary Mark</td>
</tr>
<tr>
<td>44-47</td>
<td>Usage (Size, Clear Space, Background, etc)</td>
</tr>
<tr>
<td>48-51</td>
<td>Color Palette/Usage</td>
</tr>
<tr>
<td>52-54</td>
<td>Primary Type</td>
</tr>
<tr>
<td>55</td>
<td>Secondary Type</td>
</tr>
<tr>
<td>55</td>
<td>Type Hierarchy</td>
</tr>
<tr>
<td>56-79</td>
<td>Photos / Graphic Elements</td>
</tr>
<tr>
<td>80-93</td>
<td>Division Brand Identity</td>
</tr>
<tr>
<td>82</td>
<td>Primary Mark (Structure)</td>
</tr>
<tr>
<td>83-85</td>
<td>Usage (Size, Clear Space, Background, etc)</td>
</tr>
<tr>
<td>86</td>
<td>Primary Type</td>
</tr>
<tr>
<td>87</td>
<td>Secondary Type</td>
</tr>
<tr>
<td>88</td>
<td>Type Hierarchy</td>
</tr>
<tr>
<td>89</td>
<td>Photos / Graphic Elements</td>
</tr>
<tr>
<td>90-93</td>
<td>Individual Division Styles</td>
</tr>
<tr>
<td>94-105</td>
<td>Product Line Identity</td>
</tr>
<tr>
<td>96</td>
<td>Primary Mark (Structure)</td>
</tr>
<tr>
<td>97-99</td>
<td>Usage (Size, Clear Space, Background, etc)</td>
</tr>
<tr>
<td>100</td>
<td>Primary Type</td>
</tr>
<tr>
<td>101-102</td>
<td>Secondary Type</td>
</tr>
<tr>
<td>103-104</td>
<td>Type Hierarchy</td>
</tr>
<tr>
<td>105</td>
<td>Individual Product Styles</td>
</tr>
<tr>
<td>105</td>
<td>Styling Hierarchy</td>
</tr>
<tr>
<td>105</td>
<td>Corporate</td>
</tr>
<tr>
<td>105</td>
<td>Division</td>
</tr>
<tr>
<td>105</td>
<td>Product</td>
</tr>
<tr>
<td>106-139</td>
<td>05 Mixed Media Standards</td>
</tr>
<tr>
<td>108-131</td>
<td>Corporate</td>
</tr>
<tr>
<td>108-121</td>
<td>Print</td>
</tr>
<tr>
<td>122-127</td>
<td>Web (Front-End)</td>
</tr>
<tr>
<td>128-139</td>
<td>Division</td>
</tr>
<tr>
<td>130-131</td>
<td>Print</td>
</tr>
<tr>
<td>132-139</td>
<td>Web (Front-End)</td>
</tr>
</tbody>
</table>
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.

Who Is This Book For?
Section 01
Positioning / Brand Story

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

**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
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.
Section 03
Communication Manual

20 Communication Objectives
21 Brand Personality
22 Brand Voice
23 Tone vs. Voice
24 Brand Voice Guidelines
25 25. Brand Tone Guidelines
26 Communication Standards
27 Brand Values
28 Voice Sample
29 Taglines
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.

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.

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.

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.

### Personality

<table>
<thead>
<tr>
<th>WHAT WE ARE</th>
<th>WHAT WE ARE NOT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Honest</td>
<td>Credible</td>
</tr>
<tr>
<td>Forthright</td>
<td>Customer Focused</td>
</tr>
<tr>
<td>Enterprising</td>
<td>Inspirational</td>
</tr>
<tr>
<td>Positive</td>
<td>Insightful</td>
</tr>
<tr>
<td>Passionate</td>
<td></td>
</tr>
</tbody>
</table>

- 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.
Communication Manual
| Brand Voice Guidelines

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.

Communication Manual
| Brand Tone Guidelines

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 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.

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.

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.

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.

INSIGHT

INNOVATION

INTEGRITY

ATTENTIVENESS
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)
48-51 Color Palette/Usage
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
(TIER-1 BRANDING)
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.
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.
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.
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.
Here are a few examples of practices to avoid.

 DON'T USE WITH NO WIRES GRAPHIC
 DON'T STRETCH, CONDENSE OR CHANGE THE DIMENSIONS OF THE IDENTITY.
 DON'T USE DROP SHADOWS OR OTHER VISUAL EFFECTS.
 DON'T USE STROKES.
 DON'T USE OTHER COLORS.
 DON'T USE ANOTHER WIRES GRAPHIC.
 DON'T USE OTHER FONTS.
 DON'T ROTATE THE IDENTITY.
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*

<table>
<thead>
<tr>
<th>Color Palette, Primary</th>
<th>Color Palette, Secondary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paige</td>
<td>Paige</td>
</tr>
<tr>
<td><strong>LIGHT BURST</strong></td>
<td><strong>FULL BLACK</strong></td>
</tr>
<tr>
<td>C M Y K</td>
<td>0% 0% 5% 5%</td>
</tr>
<tr>
<td>HEX</td>
<td>#F1F2F2</td>
</tr>
<tr>
<td>R G B</td>
<td>242 242 242</td>
</tr>
<tr>
<td>Paige</td>
<td>Paige</td>
</tr>
<tr>
<td><strong>METAL GRAY</strong></td>
<td><strong>CLEAR BLUE</strong></td>
</tr>
<tr>
<td>C M Y K</td>
<td>0% 0% 20% 100%</td>
</tr>
<tr>
<td>HEX</td>
<td>#D1D3D4</td>
</tr>
<tr>
<td>R G B</td>
<td>209 211 212</td>
</tr>
<tr>
<td>Paige</td>
<td>Paige</td>
</tr>
<tr>
<td><strong>GRAPHITE GRAY</strong></td>
<td><strong>NAVY BLUE</strong></td>
</tr>
<tr>
<td>C M Y K</td>
<td>0% 0% 80% 30%</td>
</tr>
<tr>
<td>HEX</td>
<td>#58595B</td>
</tr>
<tr>
<td>R G B</td>
<td>88 89 91</td>
</tr>
<tr>
<td>Paige</td>
<td>Paige</td>
</tr>
<tr>
<td><em><strong>METAL GRAY</strong></em></td>
<td><em><strong>CLEAR BLUE</strong></em></td>
</tr>
<tr>
<td>C M Y K</td>
<td>100% 100% 20% 0%</td>
</tr>
<tr>
<td>HEX</td>
<td>#043D5D</td>
</tr>
<tr>
<td>R G B</td>
<td>4 61 91</td>
</tr>
<tr>
<td>Paige</td>
<td>Paige</td>
</tr>
<tr>
<td><strong>GRAPHITE GRAY</strong></td>
<td><strong>NAVY BLUE</strong></td>
</tr>
<tr>
<td>C M Y K</td>
<td>100% 100% 80% 0%</td>
</tr>
<tr>
<td>HEX</td>
<td>#043D5D</td>
</tr>
<tr>
<td>R G B</td>
<td>4 61 91</td>
</tr>
</tbody>
</table>

**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, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet.

**HEX** #043D5D
**PANTONE®** 302

**HEX** #58595B
**PANTONE®** P175-14

**HEX** #D1D3D4
**PANTONE®** 427

**HEX** #51
**PANTONE®** P179-1
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.
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.

Geometric 231 font family © by Rudolf Koch
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.
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.
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, consectetuer adipiscing elit, euismod tincidunt ut laoreet dolore. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sit amet, consectetuer, 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.
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.

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.
PRODUCTION
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.

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)

**Graphic Art Element**
The element is unique to each division and is intended 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.

**Separating Line**
Division name is displayed clearly below the mark, extending the full-width.

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

Samples (do not use separately)

---

**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 proportionately.
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.
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.

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.
THE QUICK BROWN FOX

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, euismod tincidunt.

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

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonumy natox eusmod tincidunt sit boreed dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

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.
### Division Brand Identity

#### Individual Division Styles

#### DIVISION LOGO

#### CONTRAST LOGO

#### DIVISION COLOR PALETTE

#### DIVISION TYPOGRAPHY

<table>
<thead>
<tr>
<th>Font #1</th>
<th>Font #2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Geometric 231 Heavy</td>
<td>TT Supermolot Regular</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Division</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Paige S.W.P.</strong></td>
<td>88% 27% 64% 13%</td>
<td>2 126 81</td>
<td>#007E51</td>
</tr>
<tr>
<td><strong>Paige S.W.P.</strong></td>
<td>7% 11% 76% 0%</td>
<td>249 218 92</td>
<td>#F9DA5C</td>
</tr>
<tr>
<td><strong>Paige S.W.P.</strong></td>
<td>0% 0% 0% 100%</td>
<td>0 0 0</td>
<td>#00000</td>
</tr>
</tbody>
</table>

### Division Brand Identity

#### Individual Division Styles
Product Line Identity
| Primary Mark (Structure)

DIVISION PRIMARY NAME

\[\text{Division Logo} \quad \text{Identity of the division offering the product line.}\]

Product Line Text Treatments

Trademark

Graphic Element
Optional

Product Line Identity
| Usage Size

100% Scale Usage
1 inches

70% Scale Usage
3.15 inches

50% Scale Usage
2.25 inches

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

<table>
<thead>
<tr>
<th>Product Line Identity</th>
<th>Usage, Clear Space</th>
</tr>
</thead>
<tbody>
<tr>
<td>30%</td>
<td>100%</td>
</tr>
<tr>
<td>30%</td>
<td>30%</td>
</tr>
<tr>
<td>30%</td>
<td></td>
</tr>
<tr>
<td>PgProduct</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Product Line Identity</th>
<th>Usage; Background &amp; Contextual Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>99</td>
<td>PgProduct</td>
</tr>
<tr>
<td>98</td>
<td>PgProduct</td>
</tr>
</tbody>
</table>
ABOUT GEOMETRIC 231 TYPEFACE: Kabel belongs to the “geometric” style of sans-serif, 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.

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 Italic.
ABOUT GOTHAM ROUNDED: Gotham was originally introduced with an italic as well as a range of width. 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 serif 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.”

THE QUICK BROWN FOX
Lorem ipsum dolor sit amet, consectetur adipiscing elit, euismod tincidunt ut
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonumy
tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit
Lorem ipsum dolor sit amet, consectetuer 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
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonumy
nibh euismod tincidunt ut laoreet dolore magna aliiquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit

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.
THE QUICK BROWN FOX

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

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

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonumy nisl euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

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

Typography 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.
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)
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.
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

Spec Sheets

Folder Color Tab
- Paige Light Burst
- Paige Metal Gray
- Paige Full Black
- Paige Graphite Gray
- Paige Navy Blue

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
Co-branded Event For Up To 100 People
Product Sample Budget
Discounted Training with BICSI & CNet
System Design Oversight / Review
Preferred Pricing
Co-branded Marketing Materials
Unlimited Co-branded Press Releases / Case Studies
Project Registration
Partner Portal Access

IT SHOULD SIMPLY WORK (AND SO SHOULD WE)
ENABLING YOUR SUCCESS
CONNECTING YOU TO MORE

Corporate
| Print / Line Card

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 Grey
- Paige Full Black
- Paige Graphite Grey
- Paige Navy Blue

PHOTOGRAPHY
- Industry
- Production
- Business

TYPOGRAPHY
- Montserrat Medium
- Montserrat Regular
- Lato Light

GRAPHIC ELEMENTS
- Structural Elements

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 Grey
- Paige Full Black
- Paige Graphite Grey
- Paige Navy Blue
- Paige Clear Blue

PHOTOGRAPHY
- Production

TYPOGRAPHY
- Montserrat Medium
- Montserrat Regular
- Lato Light

GRAPHIC ELEMENTS
- Structural Elements
THE PAIGE WALL BUSTER™
Through Wall Protector for CL2, protection device for use in Plenum applications

THE PAIGE WALL BUSTER™
1. EXTERIOR EXPOSURE:
1.1
Through Wall Protector for CL2,
protection device for use in Plenum applications

WALL BUSTER®
• for use with CL2
Driven Low Voltage

PAIGE ELECTRIC, WALL BUSTER®, P/N
WWW.PAIGESIGNWIRE.COM

50 Complete units per box
One end beveled and channeled to lock in
Length 14” and 30”

DOLLAR FOR DOLLAR LEAD REFERRAL MATCHING

Paige Electric: 888-687-7810
www.paigeelectric.com
email@paigeelectric.com

Case Study
Case study provides a formal structure for delivering instances of product success, in real working applications.

Paige Graphite Gray

Paige Metal Gray
Paige Full Black
Paige Graphite Gray
Paige Navy Blue
Paige Chry Blue

Paige Electric: 888-687-7810
www.paigeelectric.com
email@paigeelectric.com

Paige Electric: 888-687-7810
www.paigeelectric.com
email@paigeelectric.com

Paige Electric: 888-687-7810
www.paigeelectric.com
email@paigeelectric.com

Paige Electric: 888-687-7810
www.paigeelectric.com
email@paigeelectric.com

Paige Electric: 888-687-7810
www.paigeelectric.com
email@paigeelectric.com

Paige Electric: 888-687-7810
www.paigeelectric.com
email@paigeelectric.com

Paige Electric: 888-687-7810
www.paigeelectric.com
email@paigeelectric.com

Paige Electric: 888-687-7810
www.paigeelectric.com
email@paigeelectric.com

Paige Electric: 888-687-7810
www.paigeelectric.com
email@paigeelectric.com
**Corporate | Print / Quote**

**Quote #XXXX**

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
<th>Quantity</th>
<th>Price</th>
<th>Extended Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>71054303XX 3' CAT 5E PATCH CABLE XX = COLOR</td>
<td>100 EA</td>
<td>$1.00</td>
<td>$700.00</td>
</tr>
<tr>
<td>2</td>
<td>258330804 GAMECHANGER OSP UTP CM-LSZH 25,000 FT</td>
<td></td>
<td>$0.715</td>
<td>$14,000.00</td>
</tr>
</tbody>
</table>

**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*  

**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.

**Corporate | Print / Stationery**

**Quote #XXXX**

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
<th>Quantity</th>
<th>Price</th>
<th>Extended Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>71054303XX 3' CAT 5E PATCH CABLE XX = COLOR</td>
<td>100 EA</td>
<td>$1.00</td>
<td>$700.00</td>
</tr>
<tr>
<td>2</td>
<td>258330804 GAMECHANGER OSP UTP CM-LSZH 25,000 FT</td>
<td></td>
<td>$0.715</td>
<td>$14,000.00</td>
</tr>
</tbody>
</table>

**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*  

**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.

---

**Business Card**

**Envelope**

**Letterhead**

---

**Corporate | Print / Stationery**

**Quote #XXXX**

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
<th>Quantity</th>
<th>Price</th>
<th>Extended Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>71054303XX 3' CAT 5E PATCH CABLE XX = COLOR</td>
<td>100 EA</td>
<td>$1.00</td>
<td>$700.00</td>
</tr>
<tr>
<td>2</td>
<td>258330804 GAMECHANGER OSP UTP CM-LSZH 25,000 FT</td>
<td></td>
<td>$0.715</td>
<td>$14,000.00</td>
</tr>
</tbody>
</table>

**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*  

**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.

---

**Business Card**

**Envelope**

**Letterhead**

---

**Corporate | Print / Stationery**

**Quote #XXXX**

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
<th>Quantity</th>
<th>Price</th>
<th>Extended Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>71054303XX 3' CAT 5E PATCH CABLE XX = COLOR</td>
<td>100 EA</td>
<td>$1.00</td>
<td>$700.00</td>
</tr>
<tr>
<td>2</td>
<td>258330804 GAMECHANGER OSP UTP CM-LSZH 25,000 FT</td>
<td></td>
<td>$0.715</td>
<td>$14,000.00</td>
</tr>
</tbody>
</table>

**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*  

**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.

---

**Business Card**

**Envelope**

**Letterhead**
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

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

PHOTOGRAPHY
- Industry
- Production

TYPOGRAPHY
- Montserrat Medium
- Montserrat Regular
- Lato Light

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 traditional medium, greatly increasing the capacity for messaging and crucial information.

ELEMENTS USED
COLOR
• Paige Navy Blue
• Paige Clear Blue

PHOTOGRAPHY
• Industry

TYPOGRAPHY
• Montserrat Medium
• Montserrat Regular
• Paige Clear Blue
• Paige Full Black
• Paige Metal Gray
• Paige Light Burst

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
THE QUICK BROWN FOX

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

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.

Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisi. At vero eos et accusam et justo duo dolores et ea aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Corporate Website Design
| Web | Color Palette

**HEADLINE**
Open Sans Bold 24pt

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

**BODY**
Open Sans Regular 10pt

**FULL BLACK**
#000000

**GRAPHITE GRAY**
#58595B

**METAL GRAY**
#D1D3D4

**LIGHT BIRST**
#F1F2F2

**NAVY BLUE**
#0A3263

**CLEAN BLUE**
#005A93

**WHITE**
#FFFFFF
Corporate Website Design | Web | Icons

ARROWS

STROKE

FILL

SOCIAL MEDIA

Corporate Website Design | Web | Input / Buttons

INPUT TEXT

BUTTONS
This package is designed to carry up to 45 lbs. Doesn’t backlash when pulled. Stops dispensing when you stop pulling. Doesn’t require a brake or extra person to prevent overruns.

Delivers 1 Gbps performance and PoE+ over 200 meters.
THE QUICK BROWN FOX

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

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonumy 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. Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugait nulla facilisi. At vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.
UI/UX Guidelines & Style Guide

| Web | Corporate Navigation

**Navigation Color - White**

- Used as a background color to highlight areas and buttons.

**Search Bar**

**Resources Navigation**

**Corporate Logo**

**Language Selector**

---

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

**Division Leader**

How can we help? We're here for you!

Type your message...
Listen.  Engineer.  Respond.

We understand the challenges your business faces. You explore the furthest reaches, digging and drilling into some of the most challenging resources our world needs to thrive and survive.

We Are Big in PumpWire

It’s our pleasure to announce the release of the new Paige PumpWire Website. Visit for product details, industry updates, and to stay in the loop on new Pump innovations.
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 inquiries, needs, or recommendations.

Paige, Marketing Department
1160 Springfield Rd.
Union, NJ 07083
carter@paigeelectric.com