



Benjamin Moore®

Brand Standards

The Benjamin Moore Logo

Introduction

In 1883, Benjamin Moore and his brother, William, launched the business that would eventually become Benjamin Moore & Co. Benjamin Moore understood that his own strong values would provide the foundation for a successful company and a respected brand. He believed the company should pursue “the application of intelligence to industry based upon integrity.” Intelligence, industry and integrity—also known as the three “I”s—provide the basis for our triangle “M” symbol, developed in 1925 by Benjamin’s nephew and first successor, L.P. Moore.

Benjamin Moore’s portfolio features several different brands, but the following content outlines how we use the Benjamin Moore logo as our corporate and product brand identity.

The Benjamin Moore Logo

The Benjamin Moore logo (triangle “M” symbol) is our brand mark for both Benjamin Moore corporate and Benjamin Moore brand. It consists of the Benjamin Moore wordmark with the triangle “M” centered above. The Benjamin Moore name is always followed by a registration mark.



Note: The registration mark for the Canadian French logo is a superscript “MD”.  **Benjamin Moore^{MD}**

Color Palette

Correct and consistent use of color is a key factor in establishing brand recognition. The colors in this palette are specific to the Benjamin Moore Logo. The following pages illustrate how our colors are used throughout our logo suite and their criteria for usage. No other color should be used unless approved by our brand strategy or creative services departments.



Logo Options

The primary logo should be used as often as possible on all Benjamin Moore brand communications.

All Benjamin Moore logos must be used in their current arrangement, as seen in this guide.

Do not reconfigure, scale, skew, rotate or change the color of the logo for any reason.

This logo treatment is identical for both corporate and brand usage.

PRIMARY LOGO



HORIZONTAL LOGO



LIMITED-USE LOGO



Color Variations

The Benjamin Moore logo suite is available in the color variations illustrated here.

Detailed guidelines for use can be found on pages 7 - 10.

FULL-COLOR LOGO



REVERSE LOGO



GRAY LOGO



WHITE LOGO



BLACK LOGO



Varying Color Backgrounds: Full-Color and Black

The full-color logo should always be the leading selection when choosing which logo to use. It may appear on a white or light-colored background where the tone is equivalent to 30% black or lighter to allow for clear legibility of the logo.

The black logo may appear on light-colored backgrounds when the full-color logo is not suitable, for example when the full-color logo does not harmonize with the colors in a communication, or if the overarching focus of the communication is about the color or design story.

FULL-COLOR LOGO



BLACK LOGO



Clear Space

To protect its integrity, the Benjamin Moore logo and triangle “M” symbol must be surrounded by an adequate amount of clear space. For the primary logo, the clear space must be equal to the width of the capital M in “Moore” on the top, right and left sides, and equal to twice the width of the M on the bottom. For the secondary logo, the space should be equal to the width of the capital M on all sides.

PRIMARY LOGO



HORIZONTAL LOGO



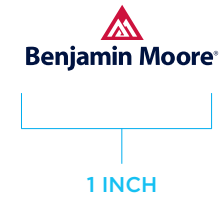
LIMITED-USE LOGO



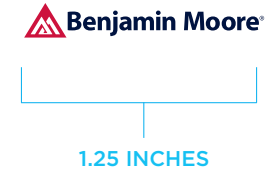
Minimum Size

To protect the integrity, legibility and impact of the Benjamin Moore logo, it should never appear smaller than it is able to be successfully reproduced. Each logo exhibited here is rendered at its minimum size. If the logo is set within a block of color, the minimum size still refers to the logo itself.

PRIMARY LOGO



HORIZONTAL LOGO



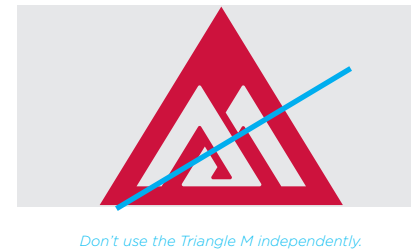
LIMITED-USE LOGO



Misuse

Always use approved digital logo files provided by our brand strategy or creative services departments to ensure correct reproduction. Do not alter the logo or stray from the guidelines outlined in this document. Pictured are examples of misuses to avoid.

Note: Logos with the word “paints” are discontinued throughout North America and only appear in certain international markets.



The Benjamin Moore Logo as a Corporate Brand

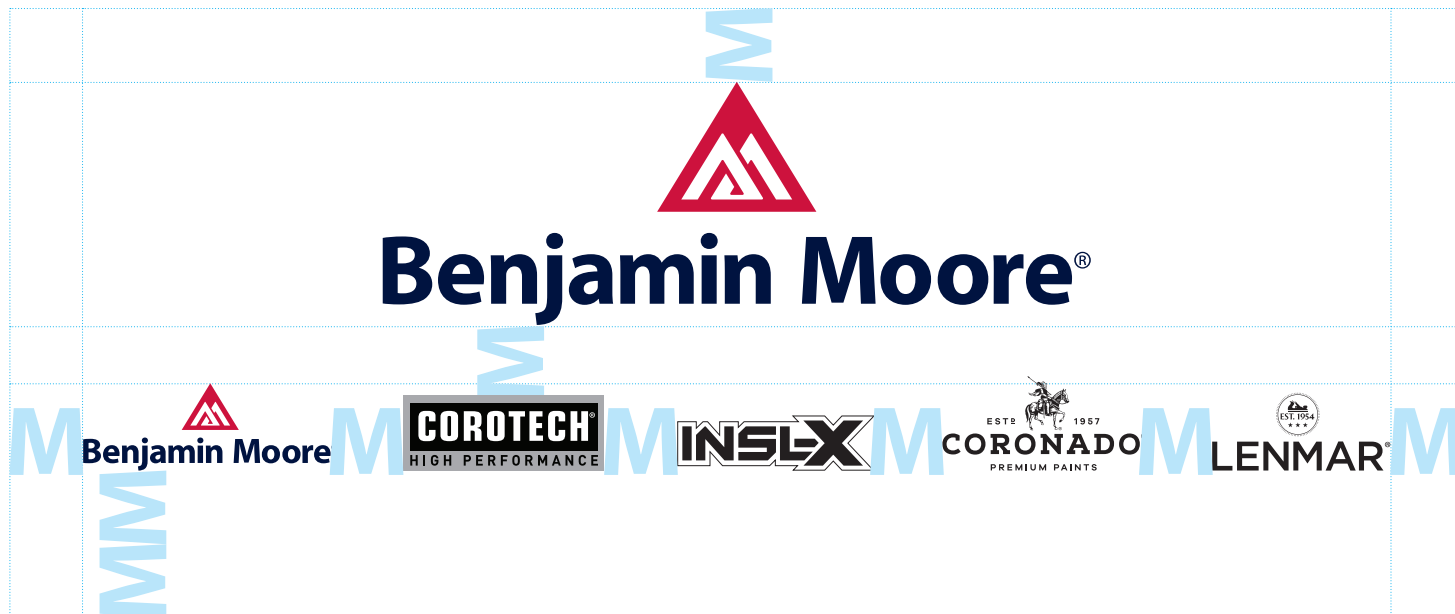
The Benjamin Moore logo represents the Benjamin Moore Family of Brands, including Coronado®, Corotech®, Insl-x® and Lenmar®. The Benjamin Moore logo always takes precedence when grouped with the entire Family of Brands logos.



Note: The “Benjamin Moore & Co. Since 1883” logo is discontinued.

Clear Space for Corporate Branding Logo Lockup

To protect its integrity, the Benjamin Moore corporate logo lockup must be surrounded by an adequate amount of clear space. The clear space must be equal to the width of the capital M in Moore on the top, right and left sides, and equal to twice the width of the M on the bottom. For the secondary logos, the space should be equal to the width of the capital M on all sides.



Typography

Consistent use of typography is key to maintaining our corporate brand logo and feel.

Gotham is our primary typeface. It may be used in all its forms, however, the Light and Regular weights should be used most often to maintain a clean, contemporary feel.

If Gotham will not work across certain cross-platform uses, you may substitute with Arial. However, do not substitute when Gotham will work.

Primary typeface - Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890
= ~ ! @ # \$ % ^ & * () + [] \ () | ; : ' " , . /

Gotham should be used primarily for extended running body copy in longer, multiple-page documents, such as brochures and datasheets. Avoid using weights other than Gotham Light or Book. Use Gotham Medium or Bold for emphasis when needed. Use standard numerals.

Gotham Light
Gotham Light Italic
Gotham Book
Gotham Book Italic

Gotham Medium
Gotham Medium Italic
Gotham Bold
Gotham Bold Italic

Secondary typeface - Adobe Garamond

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890
= ~ ! @ # \$ % ^ & * () + [] \ () | ; : ' " , . /