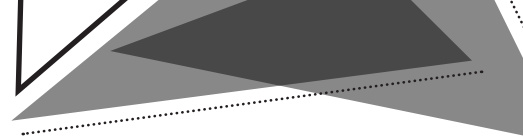


BRAND GUIDELINES REFERENCE PAGE



Branding establishes an identity and foundation for all aspects of a company's, or a brand's, business. It creates clear connection between any administrative, legal, financial or management materials that are used internally or externally. It creates clear connection between promotional materials and the destination for viewers, such as a webpage or other marketing collateral. It promotes opportunity to control the narrative, guide public perception, and foster a healthy reputation. Utilizing a uniform marketing approach with brand guidelines allows us to maintain consistency for maximum efficiency and optimal execution.

The **logos** below are referred to as the Nameplate Logo and include the tagline, "Build Better. Be Better." In some cases, the tagline can be removed depending on the medium. All approved variations are below. **Any manipulation or alteration of the logo is strictly prohibited.**

The primary "Nameplate Logo"
Black with Red Tagline



The official
McAbee Red:



The primary "Nameplate Logo"
White with Red Tagline*



Pantone 7621 C
#AB2328
CMYK: 0, 100, 87, 22
RGB: 171, 35, 40

The alternate "Nameplate Logo"
Black with Black Tagline



The alternate "Nameplate Logo"
White with White Tagline*



The primary "Nameplate Logo"
Black with no tagline



The primary "Nameplate Logo"
White with no tagline*



*These logos do not have a background. The background has been added for visibility in the brand guidelines. Any use of the logos with backgrounds is prohibited.

If you have any questions about the McAbee logo, need review or approval of logo use or need any assistance regarding the McAbee brand, please contact Doug Killough at dkillough@mcabeeinc.com.