

# Brand Identity **Standards**

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# 01

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## Intellectual Property

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The Carlisle SynTec Systems logo and the Carlisle SynTec Systems brand are part of the “intellectual property” or image maintained by Carlisle. The Carlisle image is important to its various audiences, including the financial community and potential consumers of Carlisle's products or services.

Carlisle SynTec Systems’ valuable corporate identity assets should be applied consistently, and properly protected through adherence to clearly delineated application specifications and proper legal registrations.

The Carlisle SynTec Systems corporate identity is secured by various legal protective mechanisms, such as trademark registration, which includes brand names which identify goods manufactured by Carlisle SynTec Systems.

Rights in trademarks may be established merely by using the marks on or in connection with goods. Trademark use consists of “affixation” of the mark to goods. Affixation necessitates the placement of the mark on the goods, labels applied to the goods, and/or packaging for the goods. In addition, use of the mark on trade show and point-of-purchase displays is considered trademark use.

When using the Carlisle SynTec Systems trademark, the ® symbol should be used in connection with the mark. It is not necessary that the symbol be used every time that the mark appears. For example, in an advertisement, print ad, or a label, the notice need only appear with the first and/or most prominent use of the mark. It is not necessary to repeat the symbol each time the mark is used. Use of the ® symbol is optional where difficult to apply such as embroidered apparel, etc.

It is important to apply Carlisle SynTec Systems’ identity standards to electronic media applications such as the Internet. Carlisle SynTec Systems logo-related use in those mediums should also adhere to instructions provided in this document regarding relative size, color, and positioning.

# 02 Brand Strategy & Voice

Carlisle SynTec Systems has adopted a master brand strategy. The Carlisle SynTec Systems name represents high-performance products, superior quality, and innovation driven by engineering and process expertise.

A strong corporate brand ensures market clarity, reinforces positioning, builds customer loyalty, and promotes a unified message.

Figure 1.1 outlines the brand voice and tone, offering clear guidelines for consistent, effective communication. Each brand voice characteristic reflects the brand's values and leadership in the commercial roofing industry and includes key dos and don'ts to help create messaging that is confident, professional, and aligned with Carlisle's trusted reputation.

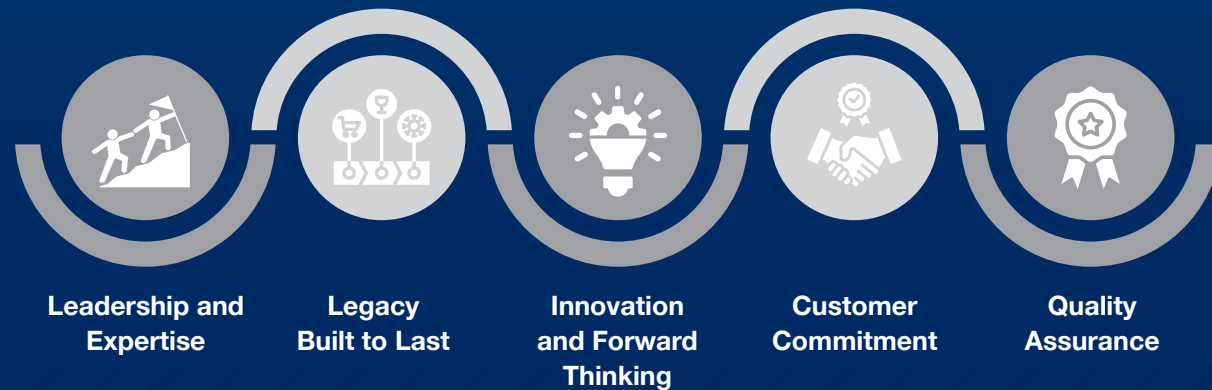


FIGURE 1.2

Voice Characteristic	✓ Do	✗ Don't
 <p><b>Leadership and Expertise</b> – This pillar emphasizes Carlisle SynTec Systems as an authority in the commercial roofing industry, showcasing the company's extensive knowledge, experience, and track record of success. The messaging should position the brand as a trusted leader that others look to for guidance and solutions.</p>	Use assertive, confident language that reflects industry leadership.	<ul style="list-style-type: none"> <li>» Use weak or hesitant language; never undermine Carlisle's established position in the industry.</li> <li>» Make exaggerated or unfounded claims about the company's achievements; stick to facts that reinforce credibility.</li> </ul>
 <p><b>Legacy Built to Last</b> – This pillar speaks to the deep-rooted history and enduring quality of Carlisle products. Messaging should emphasize durability, dependability, and trustworthiness, ensuring customers understand that Carlisle products are built for long-term performance. The tone should reflect respect for tradition while reinforcing the brand's ability to adapt and innovate.</p>	Maintain a formal, professional tone that reflects the serious nature of the commercial roofing industry. Messaging should reflect durability, trust, and a sense of timeless quality.	<ul style="list-style-type: none"> <li>» Use overly casual or trendy language that undermines the timelessness and durability of the products.</li> <li>» Present the brand as "flashy" or focused on short-term trends that could diminish its heritage.</li> </ul>
 <p><b>Innovation and Forward Thinking</b> – Innovation is at the core of Carlisle SynTec Systems' identity, with the brand positioned as a forward-thinking leader in roofing solutions. This pillar highlights the company's commitment to staying ahead of industry needs, investing in new technologies, and driving progress through product development. The messaging should emphasize the future of roofing and how Carlisle continues to lead the way in technological advancements.</p>	Highlight innovative features and developments, positioning Carlisle as a pioneer in roofing technology.	<ul style="list-style-type: none"> <li>» Be vague or overly abstract when discussing innovation; customers need to see tangible, practical benefits.</li> <li>» Overstate innovation at the cost of acknowledging the proven quality and reliability of existing products.</li> </ul>
 <p><b>Customer Commitment</b> – Carlisle SynTec Systems' dedication to customer satisfaction is a fundamental aspect of the brand. This pillar emphasizes the importance of building strong, lasting relationships with customers, providing exceptional service, and being there for them throughout the entire lifecycle of the product. Messaging should reassure customers that they are always supported and that their needs are the brand's top priority.</p>	Reinforce customer service and support as a key differentiator, ensuring customers feel valued and supported.	<ul style="list-style-type: none"> <li>» Come across as overly self-congratulatory about customer service, let customer experiences speak for themselves.</li> <li>» Use language that could be perceived as impersonal or indifferent to customers' needs.</li> </ul>
 <p><b>Quality Assurance</b> – Quality assurance is integral to the Carlisle brand, with every product designed to meet the highest standards. This pillar underscores the company's commitment to manufacturing durable, reliable, and top-performing products. Messaging should reassure customers that they are getting exceptional value and that quality is built into every aspect of the product's design and performance.</p>	Consistently refer to quality and durability, making it clear that Carlisle products are built to last.	<ul style="list-style-type: none"> <li>» Use vague statements about product quality; be clear, specific, and factual.</li> </ul>

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# 03

## Logo Specifics

The Carlisle SynTec Systems logo is Carlisle's signature, very much like your personal signature. It is used to identify Carlisle SynTec Systems to our customers, suppliers, agents, and communities.

Consistent use of our logo communicates corporate integrity, reliability, and trust to those we interact with every day.

While the primary logo is white within blue frame, the Carlisle SynTec Systems logo may be used in four correct applications (figure 1.1). The application is determined by the logo's clarity, legibility, and aesthetic appeal.

### Logo Integrity

The trademark registration symbol ®, the Carlisle SynTec Systems custom font, division name font, and logo frame should not be altered. The ® symbol (trademark registration) should always appear with the logo, appropriately placed in the position shown (figure 1.2) except that use of the ® symbol may be optional due to size limitations or where difficult to apply such as embroidered apparel, etc.

The overall proportions of the Carlisle SynTec Systems logo may not be skewed or altered in any way.

### Placement and Spatial Requirements

Maintain unobstructed space around the Carlisle SynTec Systems logo for maximum impact and legibility (figure 1.3). This space should be free of copy or other graphic elements and should always be at least half the height of the logo from the top edge to the bottom of the logo elements and frame. In order to ensure logo integrity, it is not permissible to attach iconography or competing graphic elements to the Carlisle master brand logo (figure 1.4).

### Size Guidelines

The size of the Carlisle SynTec Systems logo should be determined by design clarity, legibility, and aesthetic appeal.

The Carlisle SynTec Systems logo is no smaller than 1.5 inches in width for printing reproduction (figure 1.5), 200 pixels wide for web applications, and 3.5 inches in width for embroidery. See page 16 for more information on branded apparel and promotional items.

Any additional alterations to the logo outside of what is shown in figure 1.4 must be approved by marketing and graphic design managers.

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FIGURE 1.1



Full color on light colored background.



Full color on dark colored background.



Black and white on dark colored background.



Black and white on light colored background.

FIGURE 1.2



FIGURE 1.3



FIGURE 1.4



FIGURE 1.5



# 04

## Color Guidelines

The approved primary logo colors for Carlisle SynTec Systems are **PMS 661**, **PMS 423**, and **white** (figure 4.1). These colors are foundational to the brand's visual identity and should be applied consistently across all materials to maintain a unified look and feel.

To ensure color accuracy in **spot-color printing**, always use the PANTONE® Matching System. PMS 661 and PMS 423 are widely recognized by commercial printers, designers, and sign manufacturers, making them reliable choices for consistent reproduction.

For **four-color process (CMYK) printing**, refer to the specified breakdowns shown in figure 4.2. In most cases, white is achieved by utilizing the paper stock itself rather than applying ink.

Color accuracy may vary depending on paper stock, printing method, and application. It is the responsibility of Carlisle's design team and approved vendors to ensure fidelity to brand colors across all formats.

The **standard color theme** (figure 4.2) illustrates how to maintain visual balance. Larger swatches represent dominant brand colors, while smaller swatches indicate recommended ratios for supporting and secondary colors.

\*NOTE: Pantone, Inc. adjusted their color conversion values with the introduction of the PMS Color Bridge system. To assure the most consistent color reproduction please utilize the color conversion values listed in this document (above).

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FIGURE 4.1



FIGURE 4.2 - STANDARD THEME



# 04

## Color Palettes

Color is an important tool for brand recognition. It helps shape how people see Carlisle SynTec Systems at every interaction. The **standard color palette** (figure 4.3) showcases the company’s heritage while also highlighting its focus on the future. It balances tradition and innovation.

### Primary Colors

The primary colors are **Carlisle Blue**, **Carlisle Gray**, and **White**. **Carlisle Blue** is the dominant brand color, supported by subtle use of **Carlisle Gray**. Adequate white space should always be maintained for a clean, professional appearance.

### Secondary Colors

Secondary colors include **Carlisle Dark Blue**, **Carlisle Light Blue**, **Carlisle Light Gray**, **Carlisle Mid Gray**, and **Carlisle Dark Gray**. These shades complement the primary colors and add depth and flexibility to design applications.

### Accent Product Line Colors

Each of Carlisle’s four core membrane product lines, Sure-Seal, Sure-Weld, Sure-Flex, and FleeceBACK, has a designated accent color. These should be used sparingly to support product-specific branding. Refer to the “Product Lines” section on page 24 for more details.

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FIGURE 4.3

### Primary Colors

<b>Carlisle Blue</b>	C: 100 M: 75 Y: 0 K: 5 R: 0 G: 80 B: 158 #00509e
<b>White</b>	C: 0 M: 0 Y: 0 K: 0 R: 255 G: 255 B: 255 #ffffff
<b>Carlisle Gray</b>	C: 0 M: 0 Y: 0 K: 44 R: 159 G: 161 B: 164 #9fa1a4

### Secondary Colors

<b>Carlisle Dark Blue</b>	C: 100 M: 75 Y: 0 K: 50 R: 0 G: 43 B: 100 #002b64
<b>Carlisle Light Blue</b>	C: 21 M: 14 Y: 14 K: 38 R: 159 G: 161 B: 164 #0070b9
<b>Carlisle Light Gray</b>	C: 0 M: 0 Y: 0 K: 10 R: 230 G: 231 B: 232 #e6e7e8
<b>Carlisle Mid Gray</b>	C: 100 M: 75 Y: 0 K: 5 R: 0 G: 80 B: 158 #00509e
<b>Carlisle Dark Gray</b>	C: 0 M: 0 Y: 0 K: 85 R: 77 G: 77 B: 79 #4d4d4f

### Accent Product Line Colors

<b>Sure-Seal EPDM Cyan</b>	C: 0 M: 0 Y: 0 K: 100 R: 0 G: 174 B: 230 #00aeef
<b>Sure-Weld TPO Red</b>	C: 16 M: 100 Y: 87 K: 7 R: 193 G: 2 B: 48 #c10230
<b>Sure-Flex PVC Purple</b>	C: 38 M: 100 Y: 2 K: 0 R: 168 G: 27 B: 141 #a81b8d
<b>FleeceBACK Green</b>	C: 100 M: 36 Y: 64 K: 23 R: 0 G: 102 B: 94 #00665e

# 05

## Typography

Carlisle SynTec Systems' corporate font is Helvetica Neue LT Pro, which should be used across all printed collateral and advertisements.

Helvetica Neue LT Pro is available in different weights and italic options as outlined here (figure 5.1). Most templates provided by the Carlisle SynTec Systems' marketing department will have pre-programmed styles within InDesign to help provide direction as to how and when to use each font weight and style.

Do not confuse Helvetica Neue LT Pro Condensed with Helvetica Condensed or Helvetica. Where necessary, a similar font may be used.

### How to Use the Corporate Font

When preparing a piece of collateral, Helvetica Neue LT Pro should be used for all content scenarios – headings, subheads, body copy, and captions. It should also be used in charts and graphs.

Each supplied template will contain pre-programmed styles for all usage scenarios.

Internal communication pieces are created using Arial, Arial Narrow, or Aptos (figure 3.2).

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FIGURE 5.1

### External Applications

Use the following standards for basic application of typography.

#### Helvetica Neue LT Pro LT Pro Condensed

Carlisle SynTec Systems provides its customers with superior roofing systems through a select network of manufacturer's representatives, distributors, and applicators.

#### Helvetica Neue LT Pro Condensed Oblique

*Carlisle SynTec Systems provides its customers with superior roofing systems through a select network of manufacturer's representatives, distributors, and applicators.*

#### Helvetica Neue LT Pro Medium Condensed

Carlisle SynTec Systems provides its customers with superior roofing systems through a select network of manufacturer's representatives, distributors, and applicators.

#### Helvetica Neue LT Pro Medium Condensed Oblique

*Carlisle SynTec Systems provides its customers with superior roofing systems through a select network of manufacturer's representatives, distributors, and applicators.*

#### Helvetica Neue LT Pro Bold Condensed

**Carlisle SynTec Systems provides its customers with superior roofing systems through a select network of manufacturer's representatives, distributors, and applicators.**

#### Helvetica Neue LT Pro Bold Condensed Oblique

***Carlisle SynTec Systems provides its customers with superior roofing systems through a select network of manufacturer's representatives, distributors, and applicators.***

#### Helvetica Neue LT Pro Bold

**Carlisle SynTec Systems provides its customers with superior roofing systems through a select network of manufacturer's representatives, distributors, and applicators.**

#### Helvetica Neue LT Pro Heavy

**Carlisle SynTec Systems provides its customers with superior roofing systems through a select network of manufacturer's representatives, distributors, and applicators.**

FIGURE 5.2

### Internal Applications

Use for internal applications such as Microsoft Word, PowerPoint, or Outlook.

#### Arial Font Family

Carlisle SynTec Systems provides its customers with superior roofing systems through a select network of manufacturer's representatives, distributors, and applicators.

*Carlisle SynTec Systems provides its customers with superior roofing systems through a select network of manufacturer's representatives, distributors, and applicators.*

**Carlisle SynTec Systems provides its customers with superior roofing systems through a select network of manufacturer's representatives, distributors, and applicators.**

***Carlisle SynTec Systems provides its customers with superior roofing systems through a select network of manufacturer's representatives, distributors, and applicators.***

#### Aptos Font Family

Carlisle SynTec Systems provides its customers with superior roofing systems through a select network of manufacturer's representatives, distributors, and applicators.

*Carlisle SynTec Systems provides its customers with superior roofing systems through a select network of manufacturer's representatives, distributors, and applicators.*

**Carlisle SynTec Systems provides its customers with superior roofing systems through a select network of manufacturer's representatives, distributors, and applicators.**

***Carlisle SynTec Systems provides its customers with superior roofing systems through a select network of manufacturer's representatives, distributors, and applicators.***

# 06

## Visual Elements

### Use of Angles

Angular design elements are a defining feature of the Carlisle SynTec Systems design system. Their use is inspired by the precise **17.5% angle** embedded in the Carlisle SynTec Systems logo (figure 6.1). This distinctive angle serves as a visual anchor and is consistently applied across brand materials to reinforce identity and cohesion.

### Use of Gradient and Texture

Gradients play a key role in creating visual dynamism within the design system. A signature gradient transitions from **Carlisle Light Blue** to **Carlisle Dark Blue**, establishing a sense of movement and unity. Additionally, angled textures may be incorporated to add depth and visual interest, complementing the angular motif (figure 6.2).

### Use of Tagline

The tagline “**Experience the Carlisle Difference**” encapsulates the essence of Carlisle SynTec Systems. It communicates the brand’s promise, values, and approach in a concise and memorable way. The tagline is prominently featured across communications to reinforce brand recognition and messaging (figure 6.3).

### Examples of Visual Elements

The design examples in this section demonstrate consistent application of the brand’s core visual elements (figure 6.4).

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FIGURE 6.1 – USE OF ANGLES



FIGURE 6.2 – USE OF GRADIENT AND TEXTURE



FIGURE 6.3 – USE OF TAGLINE

**EXPERIENCE THE CARLISLE DIFFERENCE**

**EXPERIENCE THE CARLISLE DIFFERENCE**

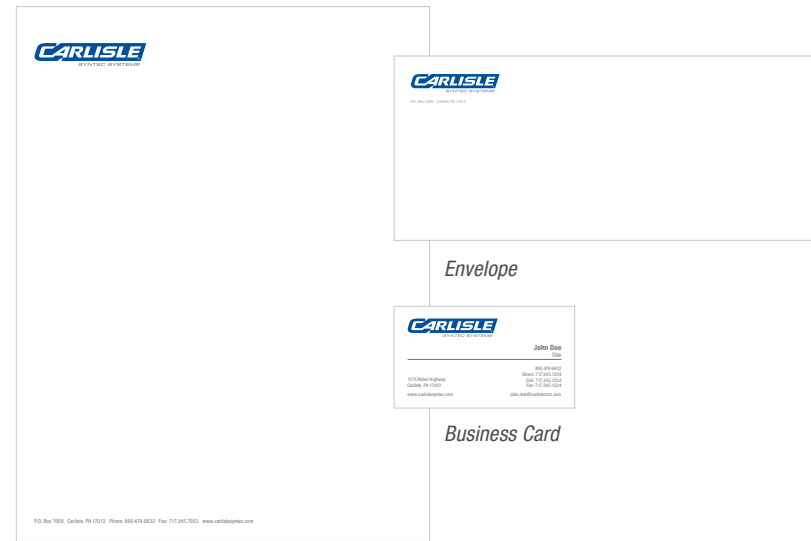


FIGURE 6.1 – EXAMPLES OF VISUAL ELEMENTS

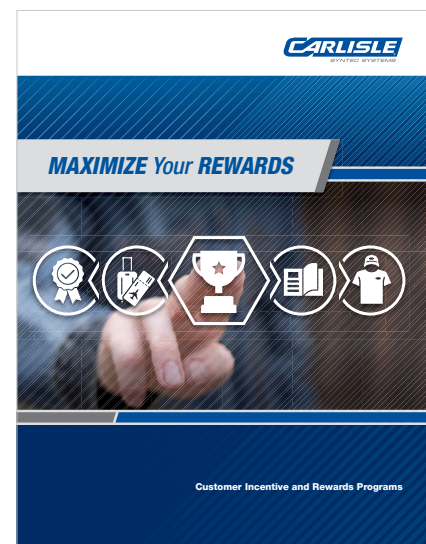
Carlisle SynTec Systems' collateral materials are designed to uphold brand consistency while offering flexibility to meet the unique needs of individual business units. To support the master brand identity across diverse applications, a comprehensive set of guidelines and templates has been developed. These resources cover a wide range of materials, including:

- » Stationery
- » Standard literature
- » Product packaging
- » Presentations
- » Print and digital advertisements
- » Social media graphics
- » Trade show displays

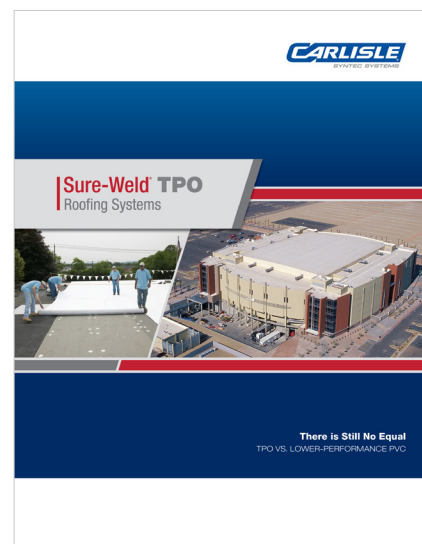
By following these standards, teams can ensure that all collateral aligns with Carlisle SynTec Systems' brand values while allowing for tailored execution across different channels and audiences.



Letterhead



Brochure



Brochure



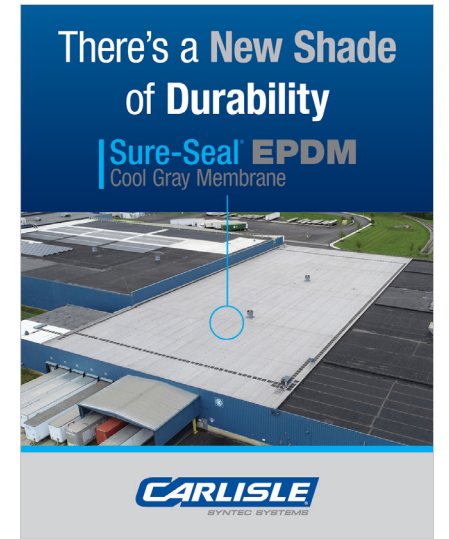
Bannerstand



Print Ad



Digital Ad



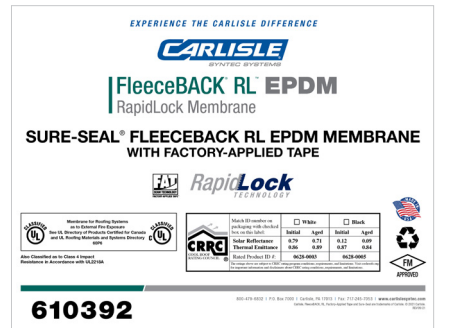
Social Media Graphic



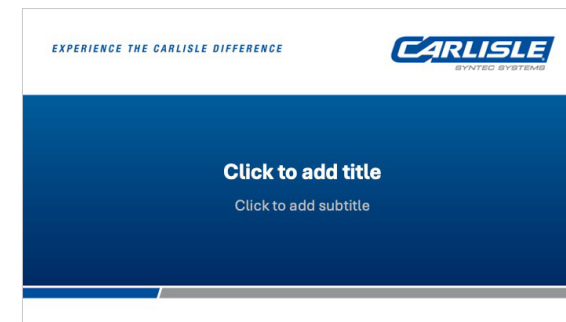
Sell Sheet



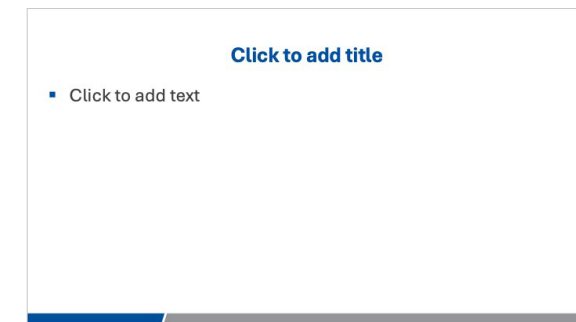
Product Data Sheet



Product Label



PowerPoint Template



# 07

## Iconography

Iconography is a powerful visual tool that enhances communication by conveying ideas quickly, clearly, and across language barriers. Icons can simplify complex information and improve usability, making them ideal for directional signage, digital navigation, highlighting features and benefits, and supplementing or replacing photography when images are unavailable.

When used consistently, icons support a strong, unified brand experience and contribute to Carlisle SynTec Systems' recognizable visual identity.

### Style

All icons should use a **solid style** to reflect the strength and boldness of the Carlisle SynTec Systems brand. Solid icons offer greater visibility, especially at smaller sizes, and align visually with the Carlisle logo (figure 7.1).

Icons should represent real-world objects or actions and maintain a consistent look, proportion, and composition to create a unified and professional appearance across all applications.

### Color Usage

Icons should primarily use **Carlisle Blue** to maintain brand alignment. Designers may incorporate secondary or brand accent colors for added flexibility and clarity, but restraint is key to ensure a clean, professional appearance (figure 7.2).

### Application

Designers may apply their preferred layout style when incorporating icons, as long as brand consistency is maintained. For simple feature and benefit lists, two preferred icon styles are shown in figure 7.3. Include the descriptive text using **Helvetica Neue LT Pro Bold Condensed** (all caps) in **Carlisle Blue**.

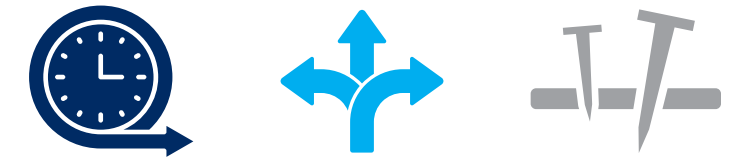
When icons are paired with supporting copy or expanded explanations, the layout shown in figure 7.4 is recommended for optimal readability and visual balance.

If you have any questions regarding iconography, please reach out to the Graphic Design Manager.

FIGURE 7.1

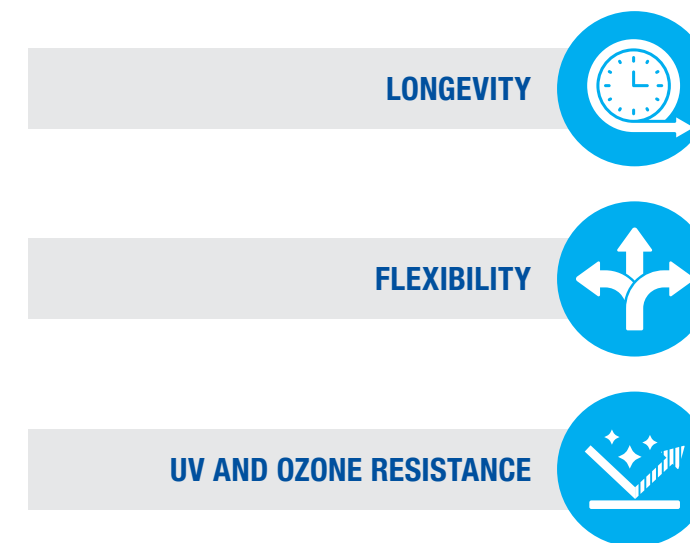


FIGURE 7.2

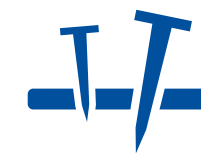


*Incorporation of secondary and brand accent colors, when appropriate.*

FIGURE 7.3



**LONG-TERM  
PERFORMANCE**



**PUNCTURE  
RESISTANT**

FIGURE 7.4



### LONGEVITY AND DURABILITY

The longer a roofing material lasts, the less frequently it needs to be replaced, resulting in fewer resources used over time and less waste generated.



### RECYCLABILITY

EPDM can be efficiently recycled and repurposed, maintaining its unique properties after recycling better than other single-ply membranes.

# 08

## Web Standards

Web design standards are norms and models for web page layouts and UX features that are used by marketers and web designers in comparative evaluations. They are guidelines for usability.

Pure blue (#008ce6 – figure 8.1) is used as the primary CTA color for all buttons and links (figure 4.2). Secondary gray colors may be used as accents alongside the primary blue.

### Use of Heading

When using typography (figure 8.3), we have two standards: the header styles (figure 8.4) and body copy styling (figure 8.5). When using the dark blue (#002b64) as a background color, then white should be used as the copy text. When using a white background, then dark gray (#343434) should be used as the copy text.

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FIGURE 8.1

### Colors

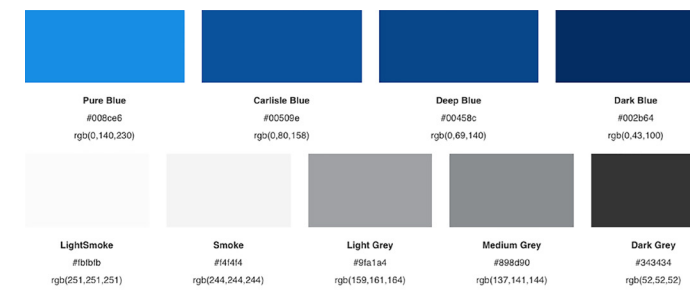


FIGURE 8.3

### Typefaces

Carlisle SynTec Systems uses two rather similar typefaces.

Helvetica



Arial



FIGURE 8.5

### Paragraph Styles

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.

Example of body copy on light background

FIGURE 8.2

### Buttons



### Links

[Secondary CTA >](#)

Secondary CTA

FIGURE 8.4

### Character styles

The following are heading styles:

# Display Text

## Heading 1

### Heading 2

#### Heading 3

##### Heading 4

###### HEADING 5

###### Heading 6

###### HEADING 7

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.

Example of body copy on dark background

# 09

## Branded Apparel & Promotional Items

Branded apparel and promotional items are important for representing Carlisle SynTec Systems in the field, at events, and during daily interactions. This section explains the approved guidelines to ensure all branded materials match our identity and support the values of the Carlisle SynTec Systems brand.

### Logo Sizing

To ensure legibility and brand consistency, the following logo sizing guidelines must be followed for embroidered items:

**Shirts and small items:** Preferred logo size is 3.5 inches wide. (figure 9.1).

**Bags and larger items:** Preferred logo size is 4 inches wide.

If the logo must be reduced below 3 inches, the secondary line “SynTec Systems” must be removed to maintain clarity and readability.

### Logo Placement

Proper placement of the Carlisle SynTec Systems logo is essential for maintaining brand visibility and consistency across all apparel and promotional items.

**Carlisle SynTec Systems logo only:** Preferred placements include the left or right chest, left or right bicep, and nape of the neck (figure 9.2).

**Carlisle SynTec Systems logo with a secondary logo or department name:** When multiple logos are used, each must be placed in a separate location. For example, one on the chest and the other on the bicep or nape of the neck. (figure 9.3).

### Logo Coloring

While the primary logo is white within blue frame, the Carlisle SynTec Systems logo may be used in these correct applications (figure 9.4). The application is determined by the logo’s clarity, legibility, and aesthetic appeal.

FIGURE 9.1



FIGURE 9.2



FIGURE 9.4



Full color on light colored background.

FIGURE 9.3



Full color on dark colored background.



White on colored background.

# 10

## Product Lines

Carlisle SynTec Systems' product line branding includes four core membranes: **Sure-Seal EPDM**, **Sure-Weld TPO**, **Sure-Flex PVC**, and **FleeceBACK**. Each membrane product line branding logo features a main **Product Accent Color** and **Carlisle Gray**. The product name is shown in a lighter font weight while the membrane type is shown in a heavier font weight to draw the focus to the membrane type at a glance. The membrane type can be quickly identified (figure 10.1).

While Carlisle SynTec Systems' core expertise lies in manufacturing high-performance commercial roofing membranes, the company also offers a diverse range of complementary products. These include insulation, adhesives, primers, and membrane cleaners, as well as metal roofing, coatings, sealants, vegetated roof components, skylights, pavers, and edge metal.

To maintain brand cohesion across this broader portfolio, the **non-membrane product line logos** utilize the same **Carlisle Blue** and **Carlisle Gray** as primary colors. These logos also feature a typographically consistent font treatment that mirrors the styling of the membrane product line logos (figure 10.2). This approach ensures visual harmony while allowing each product category to retain its distinct identity within the overarching Carlisle SynTec Systems brand.

FIGURE 10.1 – MEMBRANE PRODUCT LINE LOGOS

### EPDM Membrane

Pantone Process Cyan 60% Black  
**Sure-Seal<sup>®</sup> EPDM**  
Roofing Systems

**Sure-Tough<sup>™</sup> EPDM**  
Roofing Systems

**Sure-White<sup>®</sup> EPDM**  
Roofing Systems

### TPO Membrane

Pantone 200 C 60% Black  
**Sure-Weld<sup>®</sup> TPO**  
Roofing Systems

### PVC and KEE HP Membrane

Pantone 248 C 60% Black  
**Sure-Flex<sup>™</sup> PVC**  
Roofing Systems

**Sure-Flex<sup>™</sup> KEE HP**  
Roofing Systems

### FleeceBACK Membrane

Pantone 329 C 60% Black  
**FleeceBACK<sup>®</sup> EPDM**  
Roofing Systems

**FleeceBACK<sup>®</sup> TPO**  
Roofing Systems

**FleeceBACK<sup>®</sup> PVC**  
Roofing Systems

FIGURE 10.2 – NON-MEMBRANE PRODUCT LINE LOGO EXAMPLES

### Roof Garden

**ROOF GARDEN**  
Roofing Systems

### Air and Vapor Barrier

**VapAir Seal<sup>™</sup> MD**  
Metal Deck Air and Vapor Barrier

### Insulation

Carlisle Blue 60% Black  
**HP-H POLYISO**  
Insulation

**SecurShield<sup>™</sup> POLYISO**  
Insulation

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