



CLASSIC

— INDUSTRIAL SERVICES —

OCTOBER 2023

LOCATION

456 Highlandia Drive
Baton Rouge, LA 70810-5906

CONTACT

Mike Landes | President
Classic Industrial Services, Inc.
Mike.Landes@classicindustrial.us

MESSAGING

BRAND PROMISE

Our reputation for the highest levels of quality across multiple trades has kept customers coming back for over 30 years. It's what has earned us national recognition and annual national awards. It's what makes Classic Industrial distinctive and, just as importantly, exclusive.

INTERNAL PROMISE

EVERY MINUTE MATTERS. Let us reduce your risk and make you more successful.

BRAND MARK STORY

The new brand update was a progressive to retain the history and integrity of the brand. With the updated brand, we wanted to show the growth of the company into a high end commercial/industrial, that retains its personal attention to service.

The Mark itself was modernized to show a large industrial green "C" and the small gold "I".



BRAND SUMMARY

You want to know you've found the right partner, so you need to look for someone who reduces the risks of complex, time-sensitive projects. Someone who can easily manage what can feel like overwhelming risks and resources. One right partner per project - one. Because your reputation is on the line, and your time and budget are right there with it.

We're that partner. And we've proven it for more than 30 years - racking up national awards and recognition, while building a reputation for the highest levels of quality across multiple trades.

Here's how it works:

1. Give us a call.
2. We'll discuss your project requirements and determine the best course of action.
3. We'll present you with a plan/solution/estimate.

Call us anytime. Really, anytime. We can eliminate that risk and help make you more successful.



TYPOGRAPHY

HEADLINE

— **Archivo Black** UPPERCASE font for headlines

Sub Headlines

— **Proxima Nova** ExtraBold font for sub-headlines

Paragraphs

— **Proxima Nova** font for paragraphs / copy
Family includes ExtraBold, Medium, Regular and Light, Oblique

Optis ut volum in rate mil mos et aut plat. Udionseria comnimaio blam facium et explam, tempori rero quuntiatior sum ratempel mi, vel imus ad que perro mintem eic tem aliquе velest, omnimus ullest unt.

Optis ut volum in rate mil mos et aut plat. Udionseria comnimaio blam facium et explam, tempori rero quuntiatior sum ratempel mi, vel imus ad que perro mintem eic tem aliquе velest, omnimus ullest unt.

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COLOR USAGE

CLASSIC INDUSTRIAL SERVICES



CMYK: C-85, M-34, Y-71, K-20
PANTONE: 555 C
HEX: 00674E
RGB: R-0, G-103, B-78



CMYK: C-85, M-34, Y-71, K-20
PANTONE: 465 C
HEX: 00674E
RGB: R-207, G-171, B-122



CMYK: C-34, M-35, Y-35, K-1
PANTONE: 179-7 C
HEX: 979899
RGB: R-151, G-152, B-153

HTS BRAND



CMYK: C-0, M-78, Y-98, K-0
PANTONE: 021 C
HEX: F05E25
RGB: R-240, G-94, B-37



CMYK: C-34, M-35, Y-35, K-1
PANTONE: 179-7 C
HEX: 979899
RGB: R-151, G-152, B-153



LOGO USAGE

The Classic Industrial Services logo is the foundation of our brand identity and should never be recreated or typeset. Only official logo files should be used.

To access the approved Classic Industrial Services logo(s), please visit: <https://media.apigroupinc.com/logos/>

The preferred usage of the Classic Industrial Services logo is on a white or light background. However, in cases where there is a dark background, the reversed white logo may be used.



LOGO USAGE

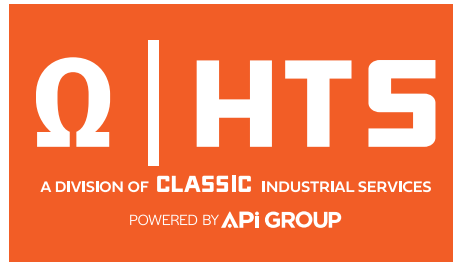
In 2020, APi Group rolled out a co-branding initiative, Powered By APi Group. All APi Group companies are to utilize their logo accompanied by the “Powered by APi Group” tagline.



HTS BRAND



Primary Usage



Powered By Usage



EMAIL SIGNATURE

Michael Landes | President | Classic Industrial Services, Inc.

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D: (225) 228-6033 | C: (303) 913-5407 | F: (225) 756-4667



POWERED BY **API GROUP**

To learn more about our companies, please visit

APIGROUPINC.COM or CLASSICINDUSTRIAL.COM

REPLY EMAIL SIGNATURE

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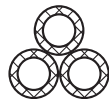
WE'RE HERE TO SERVE YOU



BOILER
OUTAGES



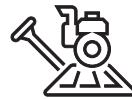
MAINTENANCE
& GENERAL CONDITION



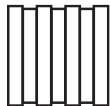
THERMAL INSULATION



SCAFFOLDING



FLOOR
COATINGS



SIDING &
ROOFING



HEAT TRACING &
WINTERIZATION



REFRACTORY



FIREPROOFING
& FIRE STOP
SYSTEMS



INDUSTRIAL /
COMMERCIAL COATINGS



OUR SERVICES IMAGE

These are to be used to show our services. These follow our brand guidelines. The PDF is available for use on the Classic Server.



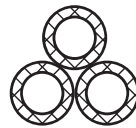
WE'RE HERE TO SERVE YOU



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OUTAGES



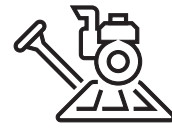
MAINTENANCE
& GENERAL CONDITION



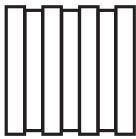
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BRAND EXAMPLES

