



BRAND GUIDELINES

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LOGO

METALLIC



MULTICOLOR



WHITE



METALLIC



MULTICOLOR



WHITE



COLOR

White

RGBA 255,255,255
CMYK 100,100,100,100
HEX #ffffff

Light Gray

RGBA 149,149,155
CMYK 44,37,33,1
HEX #95959b

Gray

RGBA 69,68,74
CMYK 69,63,54,41
HEX #45444a

Black

RGBA 0,0,0
CMYK 0,0,0,100
HEX #0000

Print Typeface

Source Sans Variable

Source Sans Variable

Source Sans Variable

Web Typeface

Open Sans

Open Sans

Open Sans

Taglines + Titles

BOXED SUBTITLES

SUBTITLES

Emphasized text within paragraphs. Paragraph text.
Lorem ipsum dolor sit amet, consectetur adipiscing elit,
sed diam nonummy nibh euismod tincidunt ut laoreet
dolore magna

Taglines + Titles

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dolore magna

IMAGES

MACHINES



DMLS®

PRODUCTS



Turning

IMAGE GRID

Images when grouped together will include titles with trailing dotted lines to the end of the photo. Longer descriptions will be contained within 100% width paragraph text.



Aerospace



Medical



Defense



Space Exploration



Transportation



Semiconductor



Recreation



Energy



Automotive

Main Title.

Subheader text, white on darkened images with 60% overlay. 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 iriure dolor in hendrerit.

Dark Button

Light Button



GEN-EL-MEC



ERA INDUSTRIES



I3D MFG



AEROSPACE
TECHNIQUES



A-1 JAY'S



ADDISON
PRECISION



BU COMPANY



ANOTHER BU



A LONG NAME
BUSINESS UNIT



BU



BUSINESS UNIT

PRINT

BUSINESS CARDS

BTX business cards are printed with premium soft-touch matte stock, in standard size.



APPAREL

Branded apparel with embroidery will use a single color BTX logo. USA reverse flag logos can be used when multiple print areas are available.



SALES COLLATERAL

Printed booklets with multiple pages TBD



ERA INDUSTRIES LLC CNC MACHINING-ENGINEERING-FABRICATION

ERA brings 5 Axis and Horizontal milling with multi pallets for dedicated set ups and lights out machining capabilities, offering turning, milling, brazing, EDM, assembly and grinding.

Current Operations

ERA Industries LLC is a leading contract manufacturer specializing in precision machining and assemblies for the Aerospace, Space, Defense, Medical, Semiconductor, and Transportation industries. Operating out of a state-of-the-art 92,000 square foot facility in Elk Grove Village, IL, they utilize advanced technologies including 5 Axis milling, turning with mill/turn capabilities, EDM, Aluminum Vacuum Brazing, Grinding, Waterjet, and assembly services. Their primary goal is to meet customers' needs by delivering high-quality products on time.

Capabilities and Commitment

ERA Industries offers comprehensive manufacturing solutions, focusing on precision and innovation. Their expertise spans precision machined components, advanced milling and turning, EDM, and specialized processes such as Aluminum Vacuum Brazing and multi-axis machining. With a strategic emphasis on expanding capabilities and investing in cutting-edge technology, ERA Industries ensures optimal performance and customer satisfaction.

Vision and Service

Dedicated to excellence, ERA Industries continuously strives to enhance their capabilities and expand their team of skilled professionals. By fostering a customer-centric approach and maintaining a relentless focus on quality and precision, they aim to serve a diverse customer base effectively and efficiently.



BUSINESS UNITS

BTX

ORIGINAL BRAND

Individual business units will retain their original branding. A solidified, iconized version of the logo will be used when Business Units are displayed in a row for simplicity. A singular color will be highlighted and used to differentiate Business Units from one another. Like colors will use tones that compliment the original brand design.



SIMPLIFIED

Icons or primary shapes from the original brand will be used when multiple Business Units are displayed in a row. The flattened icon will not include gradients or details, in the Business Unit's designated color.



WITH SUBSCRIPT

When the full branded logo is used for an individual business unit with no obvious BTX branding, a BTX Precision Company will be added under the logo.



*Show subtext brand within embroidery or other difficult prints

*Add gem and i3d to this section

WEBSITE CO-BRANDING

Business unit websites, when provided will be incorporated into the brand umbrella with a BTX subtext and a consistent BTX footer.

The screenshot shows the top of a website for ERA Industries Inc. The header includes the company logo (ERA INDUSTRIES INC. CNC MACHINING-ENGINEERING-FABRICATION) and a navigation menu with links: About Us, Capabilities, Industries Served, Gallery, Quality, Careers, and Contact Us. Below the navigation is a dark bar with the text "a BTX Precision Company". The main hero section features a large image of a military helicopter in flight. Overlaid on the image is the word "MILITARY" in large white letters, followed by a dark box containing the text "Quality products to support and keep our troops safe" and a blue "Learn More" button.



[BTX Precision]
Family of Companies
Services

BTX Precision is a private equity sponsored precision manufacturing platform focused squarely on the corners of the supply chain which demand the most sophisticated and capable development and production partners.

CO-BRANDED APPAREL

Jackets, polos and other apparel with multiple print areas will include the Business Unit logo prominently displayed on the back and left chest, with BTX and USA logos on sleeves. When only one print area is available, the subtext will be required.

