

EXCELSIOR

STYLE GUIDE



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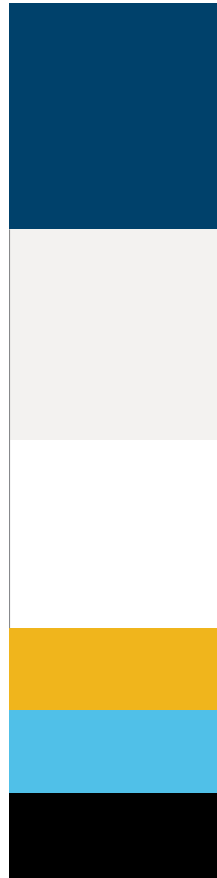
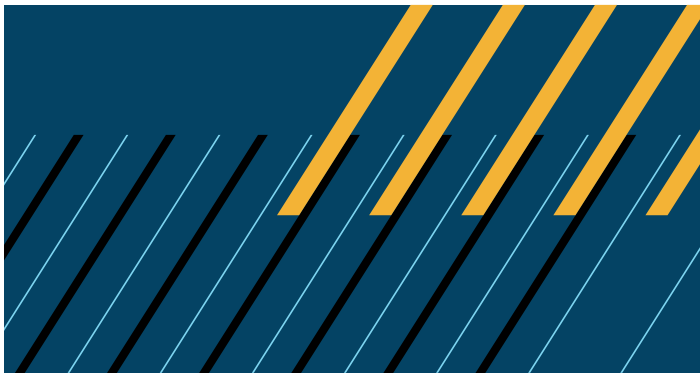
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BRAND OVERVIEW

EXCELSIOR

AaBbCcDd
Aa Bb Cc Dd



LOGOS

The Excelsior logo and ticker lockup files should never be recreated or modified. To maintain consistency, legibility, and brand integrity, use only the files supplied.

PRIMARY
LOGO



EXCELSIOR

TICKER
LOCKUP



EXCELSIOR
FMCX

PRIMARY
LOGO



EXCELSIOR

TICKER
LOCKUP



EXCELSIOR
FMCX

CLEAR SPACE AND MINIMUM SIZES

CLEAR SPACE



MINIMUM SIZE: PRINT PRIMARY LOGO

0.1875 in
(3/16")



EXCELSIOR

MINIMUM SIZE: PRINT TICKER LOCKUP

0.3125 in
(5/16")



EXCELSIOR
FMCX

MINIMUM SIZE: DIGITAL PRIMARY LOGO

18px



EXCELSIOR

MINIMUM SIZE: DIGITAL TICKER LOCKUP

22.5px



EXCELSIOR
FMCX

Always use the amount of clear space shown. The letter “E” in the logo defines the clear space. Don’t crowd the logo by positioning any text, graphic elements, or other visual marks inside the recommended clear space. Do not place the logo on a visually complicated background.

The ticker abbreviation within the ticker lockup will change for each ETF.

The Excelsior logo may be scaled to a minimum size of 0.1875" high for print applications and 18px high for digital applications.

The ticker lockup may be scaled to a minimum size of 0.3125" high for print applications and 22.5px high for digital applications.

Always maintain the artwork’s aspect ratio when scaling.

LOGO DON'TS



- 1 Do not use the logo in colors that are not provided.
- 2 Do not add a shadow to the logo.
- 3 Do not distort, stretch, or alter the logo in any way.
- 4 Do not reorient, realign, or stack the logo in ways not provided.
- 5 Do not crop the logo.
- 6 Do not skew the logo.
- 7 Do not outline the logo.
- 8 Do not retype or redraw the logo.

LOCKUP DON'TS



- 1 Do not use the logo in colors that are not provided.
- 2 Do not add a shadow to the logo.
- 3 Do not distort, stretch, or alter the logo in any way.
- 4 Do not reorient, realign, or stack the logo in ways not provided.
- 5 Do not crop the logo.
- 6 Do not skew the logo.
- 7 Do not outline the logo.
- 8 Do not retype or redraw the logo.

LOGO COLORWAYS

DARK
BACKGROUND



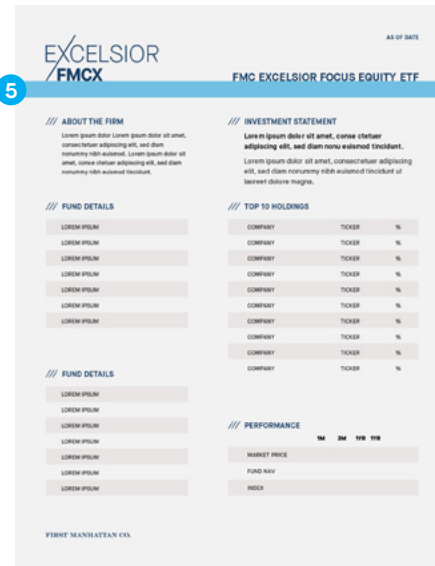
Use the Cream or White logo and lockup on a Black or FMC Blue background.

LIGHT
BACKGROUND



Use the Black or FMC Blue logo and lockup on a White or Cream background.

STYLING TYPOGRAPHY

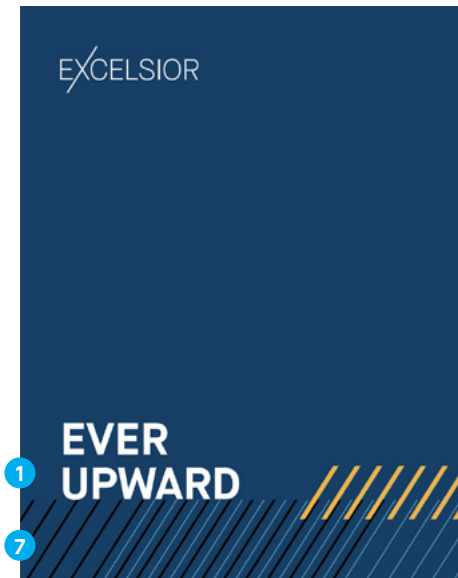


Excelsior layouts use bold headlines and ample clear space. Typography, photography, and graphic elements align to a grid system to create and maintain a coherent, unified look across the visual identity system.

For full typeface and typography guidelines, see page 7 of the First Manhattan Co.'s style guide.

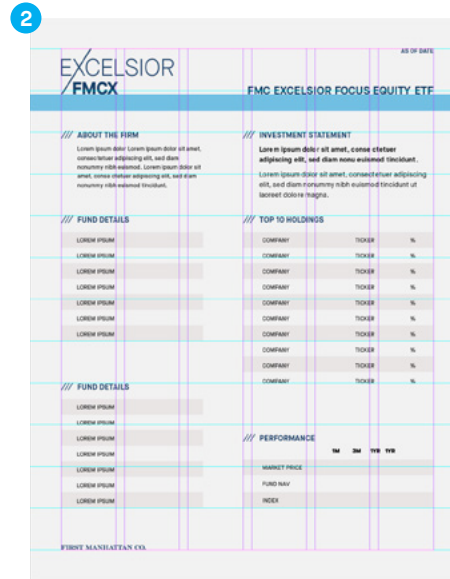
Left align all text in layout to the grid. Place the Excelsior logo in a corner of the layout or to align with the diagonal graphic element.

The graphic element may be anchored to text to highlight copy or to create visual connections.



- 1 Headlines: Maison Neue Bold
 - All caps
 - Leading matches point size
 - FMC Blue, White, Cream, or Black
- 2 Subhead: Maison Neue Bold
 - All caps
 - Leading matches point size
 - Black or FMC Blue
- 3 Body Copy: Le Monde Livre Std
 - Sentence case
 - Black or FMC Blue
- 4 Callouts: Maison Neue Book
 - Sentence case
 - FMC Blue
- 5 Graphic element is anchored to text and horizontally fills page width
- 6 Graphic element and photo are anchored to page corner
- 7 Graphic element is anchored to text

GRID SYSTEM



Excelsior's layouts are based on a flexible grid system.

For 11" x 17" horizontal layouts use these specs:

- 1**
- Margins:
 - 1" margins top and bottom
 - 0.625" margins left and right
 - Columns:
 - 6 columns per page
 - Gutters:
 - 0.25" column gutter
 - 0" row gutter

For 8.5" x 11" vertical layouts use these specs:

- 2**
- Margins:
 - 0.625" margins top and bottom
 - 0.625" margins left and right
 - Columns:
 - 6 columns per page
 - Gutters:
 - 0.25" column gutter
 - 0" row gutter

For 4:3 horizontal PPT layouts use these specs:

- 3**
- Margins:
 - 0.5" margins top and bottom
 - 0.5" margins left and right
 - Columns:
 - 7 columns per page
 - Gutters:
 - 0.25" column gutter
 - 0" row gutter

For 7" x 9" vertical layouts use these specs:

- 4**
- Margins:
 - 0.625" margins top and bottom
 - 0.625" margins left and right
 - Columns:
 - 6 columns per page
 - Gutters:
 - 0.25" column gutter
 - 0" row gutter



COLOR SPECIFICATIONS

PRIMARY COLORS

FMC BLUE

PMS 7694 C
PMS 2187 U

CMYK 100, 57, 9, 52

RGB 6, 66, 100
HEX 064264

A balanced proportion of Excelsior's colors used across its visual system establishes a distinct and consistent brand look and feel.

Specifications are provided for printing with PANTONE® inks (spot-color printing) on coated and uncoated paper stock, for four-color process printing (CMYK: cyan,

magenta, yellow, and black), and for screen use (RGB and hexadecimal equivalents).

The primary color palette is aligned with First Manhattan Co.'s primary color palette to ensure brand consistency.

The secondary color palette adds flexibility and range to Excelsior's color system. Always use the secondary color palette in a support capacity and never alone to represent the brand. Use the secondary colors to add richness to graphic elements, charts, graphs, illustrations, and to highlight information.

SECONDARY COLORS

CREAM

CMYK 3, 3, 5, 0

RGB 244, 242, 237
HEX F4F2ED

(FOR PRINT PROJECTS,
WHEN POSSIBLE, USE PAPER STOCK
NEENAH CLASSIC CREST;
AVALANCHE WHITE SMOOTH
OR SIMILAR)

WHITE

CMYK 0, 0, 0, 0

RGB 255, 255, 255
HEX FFFFFFFF

BLACK

CMYK 0, 0, 0, 100

RGB 0, 0, 0
HEX 000000

LT BLUE

PMS 2985 C
PMS 638 U

CMYK 60, 0, 0, 0

RGB 91, 194, 231
HEX 5BC2E7

GOLD

PMS 143 C

CMYK 3, 32, 91, 0

RGB 245, 179, 53
HEX F5B335

GRAPHIC ELEMENTS

1

3



2



3



Excelsior has three primary graphic elements, visually representing the multiplication and growth of assets.

This rhythm creates the sense of infinite growth and echoes the goal of the ETF.

Use colors Gold, Lt. Blue, FMC Blue, and Cream.

The height of the graphic can vary — depending on the size of the composition. Place headline text directly on the top of the pattern.

- 1 Diagonal Line Graphic**
It is used to highlight photography.

HOW TO USE

 - Only use with approved photography
 - Anchor entire composition (photo and graphic) in page corner
 - Use with any primary or secondary color that creates a high contrast against the background/substrate
 - Only use on Cream or White backgrounds

- 2 Dashed Lines Graphic**
It is used to draw attention to text.

HOW TO USE

 - Use in compositions that do not contain body copy, if body copy is present, use the Horizontal Blue Band.
 - Only use with headline text
 - Only use on FMC Blue backgrounds

- 3 Horizontal Blue Band**
It is used to draw attention to headline text. It can span across spreads or pages. It can be used over photography.

HOW TO USE

 - Use in compositions that contain body copy, if no body copy is present, use the Dashed Lines Graphic.
 - Only the first line of the type sits on top of the blue band
 - Fill the full width of the composition
 - Band height varies to fit text
 - Only use with Lt Blue
 - Use 90% transparency in MS PowerPoint
 - Use the Multiply effect in Adobe Illustrator

GRAPHIC ELEMENT DON'TS



- 1 Do not place the dashed lines graphic over text.
- 2 Do not use the dashed lines graphic vertically. Always use horizontally with the lines pointing to the top right.
- 3 Do not take apart the pattern.
- 4 Do not end the horizontal bar on the page. Do extend the horizontal bar to the page or composition edge.
- 5 Do not place any other line of type on the bar. Only place the first line of type on the horizontal bar,
- 6 Do not extend the photo above or below the diagonal line graphic.
- 7 Do not use another color for the horizontal. Always use Lt. Blue.
- 8 Do not use the diagonal line graphic as a repeating pattern. Always align the diagonal line graphic on the edge of the photo.

PHOTOGRAPHY



EXCELSIOR_SKYLINE.PNG

Excelsior's photography style celebrates FMC's New York roots.

This image is used by First Manhattan Co. Excelsior uses this photo as a nod to its parent brand.

Use this provided image for any and all compositions and publications. Use in full color. Cropping different views within this photo is encouraged. Use crops that focus on the Empire State Building.

Use this photo in conjunction with the Diagonal Line Graphic.

For additional photography guidelines, please see page 17.

EXCELSIOR

EVER
UPWARD

EVER
UPWARD

EVER
UPWARD

EXCELSIOR

EXCELSIOR

EXCELSIOR

EVER
UPWARD