



## BRAND STANDARDS GUIDE



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Questions? Email them to [steffes@steffes.com](mailto:steffes@steffes.com).

## INTRODUCTION:

We hope by providing you with clear, simple guidelines for using the Steffes brand, it will eliminate confusion and make your job easier. Please run all logo inquiries and brand guideline questions through the Steffes Marketing Department at [steffes@steffes.com](mailto:steffes@steffes.com).

### WHY ARE BRAND STANDARDS IMPORTANT?

This manual provides guidelines to help ensure consistent application of the Steffes identity. Providing a unified visual identity involves more than simply creating and implementing a logo. Brand standards provide a sound, flexible structure for using logos, color, and typography - a graphic “vocabulary” unique to Steffes.

By consistently following these brand standards, Steffes’ visual identity will become established and recognized. Failure to properly use these elements reduces our ability to communicate with our many audiences and diminishes our identity’s value.

## LOGO BASICS:

### IMPORTANCE OF IDENTITY

A strong visual identity projects a distinctive look and creates a lasting impression. For any logo to be successful, it must be used repeatedly and consistently in all communications. A good brand identity is about consistency. It’s easier for people to understand, recognize, and embrace a brand when it looks, sounds and feels the same, no matter how or where it is encountered.

### ANATOMY OF THE STEFFES LOGO

The Steffes logo comprises three parts: **A)** the Steffes S, a unique “S” shaped icon that is used to represent the company and it’s brand promise statement, **B)** the Steffes logotype, the standardized typographical treatment of the company name, and **C)** the Steffes Brand Promise statement “Customer Focused. Solution Driven. Field Proven.”



*Except for approved applications created by the Steffes Marketing Department, the A) Steffes S should not be used as a stand-alone graphic element.*

## LOGO VARIATION & USAGE

The Steffes logo is the most visible component of the overall brand identity. There are two logo options - **primary and secondary**. The logo art should not be altered in any way, but used always as supplied.

Use original art to ensure high-quality reproduction. Use the *.eps* or *.ai* files provided by the Steffes Marketing Department to reduce or enlarge the logo without a notable loss in quality. Use the *.jpg* and *.png* files for Word and PowerPoint.

### PRIMARY LOGO

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The primary logo with brand promise is the preferred logo and should be used whenever possible. In certain situations when the brand promise is difficult to read, the primary logo without is to be used.

### SECONDARY LOGO

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The secondary logo option is when the primary logo does not fit well into the space provided.

## LOGO COLOR SPECIFICATIONS

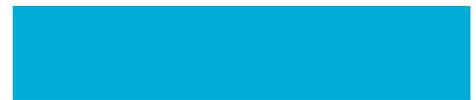
The official Steffes logo colors are unique and distinctive as it utilizes three spot colors: dark blue, royal blue and turquoise. The PMS (match colors) versions of the Steffes Logo is preferred for reproduction in all print materials and promotional materials. When 4-color offset (CMYK) printing is used for printed materials, the logo may be reproduced in the 4-color equivalents of the Pantone colors. RGB values are provided for on-screen (web and computer) usage ONLY.



PMS: 294C  
CMYK: 100 | 83 | 3 | 45  
RGB: 11 | 50 | 107



PMS: 2935C  
CMYK: 100 | 70 | 0 | 9  
RGB: 0 | 86 | 179



PMS: 638C  
CMYK: 83 | 5 | 10 | 0  
RGB: 0 | 174 | 215

*No other color variation of the Steffes logo is acceptable except black and white.*

## LOGO COLOR DISTINCTION

Consistent adherence to the color guidelines will help build visibility and recognition of the Steffes brand. The logo can be used in a variety of ways based on the application.

The full-color logo is the preferred version and should be used wherever possible.

The black and white logo should only be used when the full-color version cannot be reproduced accurately or legibly.

The white logo should be used if the layout uses a dark color such as black.

### FULL-COLOR LOGO



### ONE COLOR BLACK LOGO



### ONE COLOR WHITE LOGO



## MINIMUM SIZE REQUIREMENTS

Using common logo sizes across all applications can help establish a strong, cohesive and consistent identity system. Regardless of the communication, the Steffes Logo has size limitations when it comes to reduction. The minimum size limit differs for each logo type, depending on whether or not it reproduces with or without the respective brand promise. Logo size as referred to here is determined by measuring the total height of the logo with maintaining its aspect ratio.

The primary logo is the preferred logo for use. The primary logo with the brand promise should be at least 0.6" high to ensure legibility. The minimum size without the brand promise line 0.5" high.



The minimum size of the secondary logo with brand promise is 2.1" x 1.3". The minimum size of the secondary logo without the brand promise is 1.6" x .9".



Exceptions can be made for these size requirements. Approval for smaller logo sizes must be approved by the Steffes Marketing Department at [marketing@steffes.com](mailto:marketing@steffes.com).

## CLEAR SPACE REQUIREMENTS

A minimum amount of space must always surround the Steffes logo. Other graphic elements or text must not intrude. This minimum amount of space surrounding the logo must be equal to the one half the height (x) of the icon. The diagrams below illustrate the area of minimum clear space required.



## UNACCEPTABLE LOGO USE

Consistent use of the Steffes logo is essential. While the Steffes logo is encouraged for company use, employees may not distort, transform, skew, rotate, stylize, colorize or edit these logos in any way. Any modification of the logo confuses its meaning and diminishes its impact.

- Do not alter the colors.
- Do not compress, stretch, or distort.
- Do not rotate the logo.
- Do not remove any logo elements.
- Do not lighten the logo.
- Do not add graphic elements.

## COLOR PALETTE

The Steffes blues are considered the primary colors. They should be used in moderation for graphic elements and text. No variation of color is acceptable for use with the Steffes logo with exception the of black and white. When you need to add variation but want to remain loyal to the brand, use the secondary palette in the colors listed below.

	PMS: 294C CMYK: 100   83   3   45 RGB: 11   50   107		PMS: 2935C CMYK: 100   70   0   9 RGB: 0   86   179		PMS: 638C CMYK: 83   5   10   0 RGB: 0   174   215
	PMS: 187C CMYK: 22   100   92   14 RGB: 174   31   43		PMS: 431C CMYK: 66   52   45   17 RGB: 92   102   111		PMS: 356C CMYK: 96   26   100   15 RGB: 0   120   51
	PMS: 1595C CMYK: 6   75   100   1 RGB: 225   98   37		PMS: 421C CMYK: 31   24   25   0 RGB: 177   180   179		PMS: 7481C CMYK: 90   0   96   0 RGB: 0   181   81
	PMS: 113C CMYK: 2   8   80   0 RGB: 253   224   82		PMS: 649C CMYK: 8   6   6   0 RGB: 232   232   232		

## TYPEFACES

Open Sans is the designated font for the Steffes brand. Any of the various weights and styles within this font family may be used throughout Steffes' collateral. Special font styles Bebas Neue and Oswald can be used as special headings in materials and are used as primary headings on the Steffes website.

### PRIMARY

#### OPEN SANS – BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#%&\*&()

#### OPEN SANS – REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#%&\*&()

#### OPEN SANS – BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#%&\*&()

#### OPEN SANS – ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#%&\*&()

### SECONDARY

#### ARIAL – BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#%&\*&()

#### ARIAL – REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#%&\*&()

#### ARIAL – BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#%&\*&()

#### ARIAL – ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#%&\*&()

### SPECIAL FONTS FOR HEADERS (Bold all caps)

#### BEBAS NEUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789!@#%&\*&()

#### OSWALD – BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789!@#%&\*&()