

INTRODUCTION:

This document 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. Please run all logo inquiries and brand guideline questions through **Steffes Marketing at marketing@steffes.com**.

LOGO BASICS:

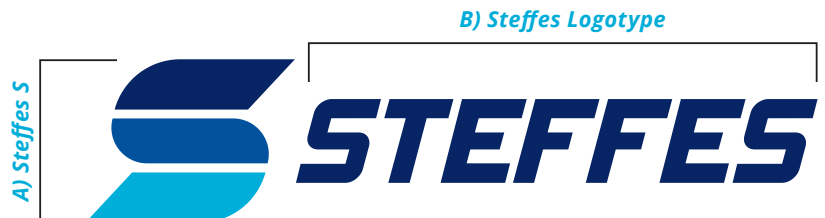
IMPORTANCE OF IDENTITY

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 includes two parts: **A)** the Steffes S, a unique “S” shaped icon that is used to represent the company and its brand promise statement and **B)** the Steffes logotype, the standardized typographical treatment of the company name.

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 the vector logo to ensure high-quality reproduction whenever possible.

PRIMARY LOGO



The primary logo is the preferred logo and should be used whenever possible.

SECONDARY LOGO



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

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, navy or grey.

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.

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 should be at least 0.5" high to ensure legibility. The minimum size of the secondary logo should be at least 0.9" high to ensure legibility.



Exceptions can be made for these size requirements but must be approved by Steffes Marketing at 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 rotate the logo.
- Do not lighten the logo.
- Do not compress, stretch, or distort.
- Do not remove any logo elements.
- Do not add graphic elements.

BRAND COLORS:

The official Steffes' logo colors are unique and distinctive as it utilizes three spot colors: dark blue, royal blue and turquoise. 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.

LOGO AND PRIMARY PALETTE COLORS

| COLOR (Primary) | PRINT (Four-Color Process) | DIGITAL (Web or video usage) | SIGNAGE (Pantone Matching System) |
|---------------------------|--------------------------------------|--|---|
| Dark Blue | CMYK: 100 83 3 45 | RGB: 11 50 107 HEX: #0B326B | PMS: 294C |
| Royal Blue | CMYK: 100 70 0 9 | RGB: 0 86 179 HEX: #0056B3 | PMS: 2935C |
| Turquoise | CMYK: 83 5 10 0 | RGB: 0 174 215 HEX: #00AED7 | PMS: 638C |

SECONDARY PALETTE COLORS

When you need to add variation but want to remain loyal to the brand, use the secondary palette in the colors listed below.

| COLOR (Secondary) | PRINT (Four-Color Process) | DIGITAL (Web or video usage) | SIGNAGE (Pantone Matching System) |
|-----------------------------|--------------------------------------|--|---|
| Red | CMYK: 22 100 92 14 | RGB: 174 31 43 HEX: #AE1F2B | PMS: 187C |
| Orange | CMYK: 6 75 100 1 | RGB: 225 98 37 HEX: #E16225 | PMS: 1595C |
| Yellow | CMYK: 2 8 80 0 | RGB: 253 224 82 HEX: #FDE052 | PMS: 113C |
| Dark Green | CMYK: 96 26 100 15 | RGB: 0 120 51 HEX: #007833 | PMS: 356C |
| Light Green | CMYK: 90 0 96 0 | RGB: 0 181 81 HEX: #00B551 | PMS: 7481C |
| Dark Grey | CMYK: 66 52 45 17 | RGB: 92 102 111 HEX: #5C666F | PMS: 431C |
| Grey | CMYK: 31 24 25 0 | RGB: 177 180 179 HEX: #B1B4B3 | PMS: 421C |
| Light Grey | CMYK: 8 6 6 0 | RGB: 232 232 232 HEX: #E8E8E8 | PMS: 649C |

FONTS

The Steffes' fonts consist of two typefaces: Open Sans and Arial. Both typefaces come in a variety of weights and styles that are used throughout the brand allowing versatility and flexibility. These fonts can be bold and strong, but can also be quieter, more restrained and classical, depending on the selected weight and use of italics, caps, small caps, and swashes. Choose according to what best suits the message.

Steffes also includes specialty font styles Bebas Neue and Oswald. These specialty fonts 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!@#%&*&()

Other options in Open Sans Font includes light, *light italic*, **semibold** and *semibold italic*.

SPECIALTY FONTS FOR HEADERS (Bold all caps)

BEBAS NEUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%&*&()

SECONDARY

ARIAL – BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*&()

ARIAL – REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*&()

ARIAL – BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*&()

ARIAL – ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*&()

OSWALD – BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%&*&()



QUESTIONS

Contact the Steffes Marketing Department

701-483-5400 | marketing@steffes.com