INDUSTRIAL FINISHES

Automotive and Industrial Coatings
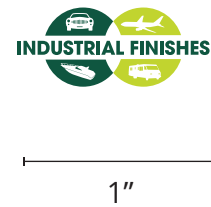
LOGO USAGE | BRANDING
STYLE GUIDE

Logo Clear Space Requirements

"Breathing room", or surrounding clear space, is an essential part of Industrial Finishes brand presentation. When the logotype is placed in an area that is cluttered, it can become lost and will not effectively communicate our brand identity. To ensure that there is enough 'breathing room,' the minimum clearance between the logo and other elements should be equal to the height of the "X" height of the division line and letters in "INDUSTRIAL FINISHES".

Size Requirement

Minimum size of logo reproduction in printed applications the logo should never appear below a minimum size of 1.75" wide with tagline and 1" wide without tagline.

1.75"

1"

Integrity of the logo

Do not skew or scale the width or height.

Not acceptable

Not acceptable

Logo Color Use

Color options for reproduction of the logo.

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When using PMS 2 color coated

PMS 343   PMS 382

When using 4 color process coated

C88 M76   C30 M0
Y12 K70   Y100 K0

Web Safe Colors

Hex #   Hex #
185641   c2d501

Logo options and usage

All logos can be downloaded for usage at: https://industrialfinishes.com/media

IF LOGO COLOR
To be used on white or light colored backgrounds

IF LOGO GREY
Can be used when printing in 1 color
and you prefer 2 toned image

IF LOGO BLACK
Can be used when printing in 1 color
or on light colored solid background

IF LOGO COLOR OUTLINE
To be used on colored or complex backgrounds,
including photos or gradations

IF LOGO BLACK OUTLINE
To be used on colored or complex backgrounds,
including photos or gradations. As well as 1 color
print applications

IF LOGO REVERSE
To be used on dark backgrounds when reversal is
more appropriate. Revering on more complex
backgrounds or images and 1 color printing

Logo samples of usage
All logos can be downloaded for usage at: https://industrialfinishes.com/media

Typography

Support fonts to be used when producing colateral, presentations and signage

Option 1 - Open Sans

https://fonts.google.com/specimen/Open+Sans
Preferred for body copy and headers

Light
Light Italic
Regular
Regular Italic
Semi-Bold
Semi-Bold Italic
Bold
Bold Italic
Extra-Bold
Extra-Bold Italic

Option 2 - Gill Sans

Requires License
Preferred for body copy and headers

Light
Light Italic
Regular
Regular Italic
Semi-Bold
Semi-Bold Italic
Bold
Bold Italic

Option 3 - Eurostile

Requires License
Preferred for headers and callouts

Medium
Demi
Demi Oblique
Bold
Bold Oblique
Extended
Bold Extendend

Option 4 - Impact

Standard on most computers
Preferred for headers and callouts

Regular