



AMERICAN
STRUCTUREPOINT
INC.

CORPORATE STYLE GUIDE

VERSION 3.1, UPDATED JUNE 2019

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BRAND

The American Structurepoint brand is one of the company's most valuable assets. Because the first formal contact one has with American Structurepoint is often through printed and online communications, it is vitally important that graphic and brand standards be followed closely. By following a set of written standards for our brand and its visual representation, we can ensure consistency in visual presentation.

This manual includes a description of the logo and guidelines for its use, including recommended colors and typefaces, as well as appropriate uses of the logo. When used according to these guidelines, the elements will work together to give all American Structurepoint communications a unique and cohesive appearance.



PRIMARY LOGO

The brand consists of two elements: the logomark (A) and the wordmark (B). You may not use component A by itself. You may use A and B together or B on its own.

You may see some exceptions to these rules on our pre-printed marketing materials. These deviations have been approved for marketing purposes only.

The usage of the full logo (elements A and B) should never be smaller than 1.75 inches in overall width. If the area where you want to place the logo is not large enough to accommodate the minimum space requirement of 1.75 inches, you should use element 'B' by itself (the name only).

In order to protect the strength and integrity of the logo, it should always be surrounded by white or clear space, free of competing visual elements. In the example to the right, the grey boxes represent the clear space around the logo, which should always be equal in size all the way around the logo (minimum .25 inch).



MINIMUM SIZE

The logo should never be less than 1.75" wide



CLEAR SPACE

The logo should always maintain a minimum of .25" on all sides

FULL COLOR



FULL COLOR



BLACK



REVERSE



COLOR USAGE

There are ten distinct colors that comprise the color logo, and they should always be used at 100 percent (no shading) in the logo. Whenever possible, the color logo should be used. When color cannot be used, the black or reverse logos are the alternative.



Pantone 467 M
C 9, M 15, Y 34, K 0
R 231, G 210, B 173
#e7d2ad



Pantone 7472 M
C 52, M 0, Y 25, K 0
R 116, G 203, B 200
#74cbc8



Pantone 158 M
C 0, M 61, Y 97, K 0
R 245, G 128, B 37
#f58025



Pantone 7421 M
C 0, M 100, Y 30, K 61
R 120, G 0, B 50
#780032



Pantone 2935 M
C 100, M 46, Y 0, K 0
R 0, G 118, B 192
#0076c0



Pantone 584 M
C 12, M 0, Y 79, K 6
R 217, G 218, B 86
#d9da56



Pantone 1795 M
C 0, M 94, Y 100, K 0
R 238, G 52, B 36
#ee3424



Pantone 640 M
C 100, M 0, Y 0, K 22
R 0, G 143, B 197
#008fc5



Pantone 1265 M
C 0, M 27, Y 100, K 51
R 145, G 109, B 0
#916d00



Pantone Black M
C 0, M 13, Y 49, K 98
R 20, G 16, B 6
#140f06

A NOTE ABOUT COLOR

Color choice will appear differently on each computer monitor, and will vary from monitor to printed piece. To ensure print material color consistency, be sure to use the CMYK color formulas presented to the left. For web color consistency, use the RGB or HEX formulas.

COLOR LINGO

We specify colors in several different ways, depending on the intended use. Use the definitions below to help you navigate the color vernacular so you can choose the correct color formulas for your materials.

PMS An acronym for Pantone Matching System®, this color system is also often referred to as “spot” colors. This color system is for print jobs when an exact color match is necessary.

CMYK (or “process”) refers to the four ink colors that are used to create every other color of the rainbow. Those colors are cyan (C), magenta (M), yellow (Y), and black (K). This is the color system used for print pieces, and both solid colors and photographs should be converted to CMYK color for printing.

RGB (red, green, blue) refers to colors used on screen only (web, phone, video, etc.). Photos and solid colors should be in RGB when intended for on-screen viewing.

HEX refers to the hexadecimal number assigned to solid colors for use on the web. Hex formulas will appear as #xxxxxx.



PHOTO USAGE

When using the logo with a photo or image, the logo should always be placed in a spot with maximum visibility. If the full color logo is not visible enough on the photo (colored blocks blend in with the background), use the all-white version of the logo.

UNACCEPTABLE LOGO USAGE

To ensure logos are consistently used and are of the best reproduction quality possible, always use a logo from the approved electronic files (L:\Graphics\Logos\Structurepoint Logo). The EPS versions of the logo are vector files that can be easily scaled up or down in size. TIFs and JPEGs are not scalable and will pixelate when enlarged beyond 100 percent.

DO

- » Use the logo in full color whenever possible.
- » Place the full-color logo on white background and not over pictures where the legibility will be decreased.
- » Use the black or reverse versions when placing the logo over a photo.

DON'T

- » Reproduce the logo from anything except official electronic artwork. For example, do not scan, download, or 'copy and paste' the logo from previously printed materials.
- » Substitute new colors for the logo.
- » Distort size or proportions of logo. Always scale evenly.
- » Enlarge a TIF-formatted logo due to pixelation.
- » Use the JPG-formatted logo for anything other than web or PowerPoint applications (no print usage).
- » Print the logo in any color except those that are approved.
- » Change direction of logo. Always use horizontally.
- » Separate the logo components (A and B) or scale the two items separately.



AMERICAN
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Don't change colors



AMERICAN
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Don't distort size



AMERICAN
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INC.

Don't change colors



Don't separate and use only
the colored part of logo



AMERICAN
STRUCTUREPOINT
INC.

Don't distort size



AMERICAN
STRUCTUREPOINT
INC.

Don't scale the logo
components separately

TYPOGRAPHY

The corporate font is the Proxima Nova family. This font family is used for all marketing and branding pieces.

PROXIMA NOVA THIN
PROXIMA NOVA LIGHT
PROXIMA NOVA REGULAR
PROXIMA NOVA MEDIUM
PROXIMA NOVA SEMIBOLD
PROXIMA NOVA BOLD
PROXIMA NOVA EXTRA BOLD
PROXIMA NOVA BLACK

PROXIMA NOVA CONDENSED THIN
PROXIMA NOVA CONDENSED LIGHT
PROXIMA NOVA CONDENSED REGULAR
PROXIMA NOVA CONDENSED SEMIBOLD
PROXIMA NOVA CONDENSED BOLD
PROXIMA NOVA CONDENSED EXTRA BOLD
PROXIMA NOVA CONDENSED BLACK

EXTRA BOLD

THIN

CONDENSED BOLD
REGULAR

BOLD

CONDENSED REGULAR

HEADER

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SUBHEAD

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- Ut hit eum quas as excestiur, consequi nim
- Aut harum et quia acitas recaturi nem
- Harchicidit, ut eos plamus sum, autestianis

www.structurepoint.com

