CENTRAL STATES
100% EMPLOYEE OWNED

Central States | Brand Guidelines

These guidelines aim to inspire your creativity — not limit it. We want to unleash Central States. These pages give you the tools to do it.

The guidelines help make our branded communications effective and consistent. They explain the various elements that make up our identity – what they are, how they fit together, and why it is vital that we use them in the right way.

If we don’t follow the rules, we confuse our audiences and devalue the Central States brand. Please refer to these guidelines when you are creating brand communications and Central States-branded materials.

1.0 Brand Strategy

Our brand is crucial to our corporate value. To grow in new markets, we must enhance awareness and appreciation for our brand and what we do. This involves giving clients and potential buyers a closer look at our unique operations and highlighting what makes us stand out. By doing this, we aim to inspire them to see us as an attractive potential partner.

1.1
Brand Strategy

Central States brand story begins with the fundamental question of “why do we exist?” The answer to this question lies partly within the incredible material we use to produce a premium product, metal. A material that has been and continues to be the backbone and an essential part of American life. There are parallels between our quality metal products and ourselves. Our metal has integrity, resilience, is great to work with and is dutifully reliable, much like us. And to further reinforce our proposition we made our employees owners in the company. This has galvanized us as a team and makes us more resourceful and competitive because we all have a stake and it matters more. This is why we get it Right. On Time. Every Time.

To provide well being and financial freedom to our employee owners and their families.

We achieve this by providing high quality metal products, exceptional customer service, and innovation to our customers.

The benefits of metal.
The benefits of metal buildings.

TO WHOM

We seek to work, live, and give back in our communities.

2.0 Core Elements

Central State's new visual identity has been designed to reflect who we are as a company and what we do, as well as to help us stand out in a highly competitive market. Our logotype, colors, typography, imagery and graphics have a big impact on the way our brand is perceived. It is a tool for bringing us together and for effectively communicating to a global audience.

2.1 Logos Primary

Our logo stands as the foremost representation of our identity, instantly recognizable through its distinctive form and color. We apply it consistently and confidently across all our communications, events, and products.

It consists of three components in a fixed relationship to one another — the icon, the logotype and strapline. The logo can be used in the below colorways depending on the background it sits on.

2.2 Logos Primary Specification

Clear space
Ensure there's enough room around the logo; give it space to breathe. Do not place text or graphics within it. Do not combine the logo with words, phrases or images, to create a 'lock-up'.

Minimum size
Do not reproduce the logo in a smaller width than 35mm for print or 100px for screen.

Min Size: Print – 35mm

Min Size: Screen – 100px

2.3 Logos Primary Size restriction

In circumstances where there are restrictions of production size, the logo may be required to be used at a size smaller than that of the recommended minimum size.

In these cases the below version of the logo is permitted but only in this scenario. Do not reproduce the logo in a smaller width than 25mm for print or 80px for screen.

Min Size: Print – 25mm

Min Size: Screen – 80px

2.4 Logos Primary Misuse

The inconsistent application of the Central States logo diminishes our brand recognition. You must never distort or modify the logo in any way.

The logo must never be distorted or modified in any way:

- Never move the icon
- Never stack the logotype and strapline differently
- Never rotate or angle the logo
- Never apply a drop shadow
- Never add additional colors
- Never stretch or distort the brand mark

2.5 Logos Primary Positioning

Positioning in various media
The primary logo can be placed in a variety of ways depending on the content of layouts. The corners of communications are the preferred position.

2.6 Logos The icon

The icon serves as a prominent key visual element suitable for both printed and digital platforms. While it enhances brand recognition, it should be employed sparingly but purposefully to avoid overshadowing our primary brand logo. The brand mark is limited to one instance per surface, always accompanied by the primary logo for consistency.

The color combinations are shown below with additional options identified by the colored dots. The icon can also be cropped, up to a maximum of 40% of its surface and can be used in solid color or to house imagery.

Min Size: Print – 6.5mm

Min Size: Screen – 25px

2.7 Logos The icon Misuse

The icon must never be distorted or modified in any way:

- Never rotate or angle the icon
- The icon can be cropped but never crop too severely
- Never apply a drop shadow
- Never stretch or distort the icon
- Never add a gradient
- Never two tone the colorways

2.8 Logos The tab logo

The tab logo is designed to give flexibility to the application of the Central States brand. It is made up of the primary logo centred on a tab filled with the brand carpenter red.

The tab logo allows us to establish a recognisable amount of the Central States core colorway on communications that are minimal in styling. The below colorway is the only one permitted for usage.

The Central States tab

The primary logo white out

2.9 Logos The tab logo Specification

Creation
The tab logo is created as below, the icon is used to create a consistent size, this ratio allows for a measured area for the primary logo to sit within.

Minimum size
Do not reproduce the logo in a smaller width than 35mm for print or 100px for screen.
This will dictate the minimum size of the tab logo.

Min Size: Print – 35mm

Min Size: Screen – 100px

2.10
Logos
The tab logo
Misuse

The tab logo must never be distorted or modified in any way:

- Never adjust the relationship of the elements
- Never stretch or distort the tab logo
- Never crop the tab logo
- Never rotate or angle the tab logo
- Never change the color of elements
- Never apply a drop shadow

2.11 Logos The tab logo Positioning

Positioning in various media
The tab logo is best positioned centrally with the content of the communication dictating whether it should bleed of the top or bottom of the space.

2.12 Logos Usage

We apply our logo variants consistently and confidently across all our communications, events, and products.

The below establishes a set of guidelines for the usage of the specific logos.

Institutional brand usage

- Signage and formal identification
- Stationery templates
- PowerPoint templates
- Annual reports
- Business cards
- Technical sheets

20%+ color coverage

- 20% color coverage

2.13 Typography Corporate font

Gotham is the typeface family used in our visual identity system. The typeface should be used across all print and digital experiences.

Gotham has a clean, precise feel, it's a highly legible typeface that is easy to read whether used for large displays or small text applications.

To complement Gotham, we utilize the sans-serif typeface Arial, which is universally accessible as a system font on both Windows and Mac computers.

Aa

Gotham XLight
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789-=!@#$%^&*( )_+

Gotham Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789-=!@#$%^&*( )_+

Gotham Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789-=!@#$%^&*( )_+

Gotham Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789-=!@#$%^&*( )_+

Gotham Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789-=!@#$%^&*( )_+

Aa

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789-=!@#$%^&*( )_+

2.14 Typography Corporate font Hierarchy

To keep our documents consistent, we follow a few principles when using typography in layouts. We've developed a type hierarchy to ensure that our information has the greatest clarity and impact.

Headline set in Gotham XLight or Light (content depending) sentence case

Intro paragraph set in Gotham Book sentence case

Sub-titles set in Gotham Bold sentence case
Body copy in Gotham Light sentence case ervm fugit quistis simus dus delesenihit vidi dolessed molorro comniet offici sequi ad qui omnisqui vidernatur repro volorepel et iditemporepe et volor sanias eatusdam dolorem poreri nationsequia sumenda alitasinvel molo int, sequi invore numque.

Secondary body copy (info and short texts) set in Gotham Medium sentence case. Em fugit quistis simus dus delesenihit vidi dolsed molorro comniet offici sequi ad qui omnisqui vidernatur repro volorepel et iditem porepe.

2.15 Typography Display font

Elza Black is designed for maximum impact and recognition, reserved exclusively for campaigns with bold, concise statements and carefully chosen messages. Avoid using Elza Black for body copy, lengthy headings, or detailed information.

Aa

Elza Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789-=!@#$%^&*( )_+

2.16 Typography Display font Usage

To echo the stature and impact of the brand campaign headlines in our display font are set in full caps with tight leading as shown below.

HEADLINE SET IN ELZA BLACK ALL CAPS

2.17 Brand Colors

Our brand colors are robust and focused, deliberately limited to create a powerful brand identity, especially emphasizing our distinctive Carpenter Red to enhance a strong brand association.

Our colors are created by using precise formulas that are specified for each color system we use: PANTONE, CMYK, RGB or Hex. The exact formulas for each color in each system are shown below. Always use the color formulas listed. Do not adjust them or use values resulting from converting from one color system to another.

Carpenter Red

R	135
G	22
B	43
C	10
M	97
Y	61
K	48
HEX	#87162a
PMS	202 C + U

Black

R	0
G	0
B	0
C	0
M	0
Y	0
K	100
HEX	#000000
PMS	N/A

80%

60%

40%

20%

10%

White

R	255
G	255
B	255
C	0
M	0
Y	0
K	0
HEX	#ffffff
PMS	N/A

2.18 Complimentary Colors

This palette has been developed to complement our brand colors. It provides versatility in situations where many colors are needed, e.g., to create graphs and charts.

Can Do Blue

R	0
G	43
B	60
C	100
M	33
Y	6
K	84
HEX	#002B3C
PMS	303 C + U

Steel Blue

R	180
G	203
B	226
C	34
M	14
Y	6
K	0
HEX	#A6BCD6
PMS	5435 C + U

Wellbeing Orange

R	235
G	97
B	47
C	0
M	73
Y	85
K	0
HEX	#eb612f
PMS	2027 C + U

Structures Gray

R	193
G	198
B	200
C	20
M	14
Y	13
K	0
HEX	#CIC5C8
PMS	428 C + U

2.19 Colors Copy legibility

When using the colors in communications it is important to consider legibility of type. The below illustrates the variety of possible background colors and the color of type to be adhered to.

White Background
–
Copy
80% black

Headline copy example

Intro paragraph copy example

Sub-titles copy example
Body copy example ervm fugit quistis simus dus delesenihit vidi dolessed molorro comniet offici sequi ad qui omnisqui.

Carpenter Red
–
Copy
White out

Headline copy example

Intro paragraph copy example

Sub-titles copy example
Body copy example ervm fugit quistis simus dus delesenihit vidi dolessed molorro comniet offici sequi ad qui omnisqui.

Can Do Blue
–
Copy
White out

Headline copy example

Intro paragraph copy example

Sub-titles copy example
Body copy example ervm fugit quistis simus dus delesenihit vidi dolessed molorro comniet offici sequi ad qui omnisqui.

Steel Blue
–
Copy
100% black

Headline copy example

Intro paragraph copy example

Sub-titles copy example
Body copy example ervm fugit quistis simus dus delesenihit vidi dolessed molorro comniet offici sequi ad qui omnisqui.

Wellbeing Orange
–
Copy
White out

Headline copy example

Intro paragraph copy example

Sub-titles copy example
Body copy example ervm fugit quistis simus dus delesenihit vidi dolessed molorro comniet offici sequi ad qui omnisqui.

Structures Gray
–
Copy
100% black

Headline copy example

Intro paragraph copy example

Sub-titles copy example
Body copy example ervm fugit quistis simus dus delesenihit vidi dolessed molorro comniet offici sequi ad qui omnisqui.

2.20 Colors Color block usage

To maintain a consistent use of color across all communications and to ensure our brand color remains prevalent, the below formulas have been created to help in determining color choice in relation to design style.

Under 20% coverage color options:

Over 20% coverage color options:

Over 20% coverage exception: Steel Blue – but it must be accompanied by an equal or greater amount of Carpenter Red

2.21
Colors
Color balance frameworks

The color balance frameworks were crafted to streamline the process of designing layouts, charts, and graphs. They impose constraints on the number of colors employed in each communication piece. The examples below show possible color combinations not the percentage of color to be used.

'Single level content' would constitute eg. static social posts, 2 page flyers or print adverts whereas 'multiple level content' are communications with a larger amount of content eg. brochures or websites.

Single level content frameworks:

Example 01

Example 02

Example 03

Example 04

Multiple level content frameworks:

Example 01

Example 02

Example 03

Example 04

2.22 Icons

Central States icons serve as visual aids to emphasize crucial information and activities. Whether applied in applications to enhance interaction or featured in marketing materials to promote a seamless experience, these icons play a guiding role for users or customers.

Prioritize simplicity, allow explanatory text to convey the primary information rather than attempting to incorporate all details into the icon itself. A single icon can serve various messages.

2.23 Photography Overview

A Human Approach
Our brand image style has been developed to unite the business through a consistent photographic expression. The photography elevates our business and products in an approachable, innovative, sustainable, professional and contemporary theme. People are at the core of it all. By sharing these moments of collaboration and interaction through human-centric photography, we breathe fresh life into our brand. Authenticity and unity defined through diversity, professionalism, collaboration, caring and warmth.

2.24 Photography Our People

Environmental
Our environmental shots should reflect the buzz, energy, warmth and expertise found in our offices and factories across the Central States, and showcase our hard-working teams that fill them.

The focus of these images lies in capturing people and their expression, genuine Central States employees in authentic environments. When showcasing our team, it's essential to consistently capture authenticity, diversity, and professionalism in naturally lit spaces. Best practice safety procedures and equipment should be observed.

2.25 Photography Our People Portraits

A brand is the very essence of a business – it's personality and character – visual or otherwise. And having professional business portrait photography always helps to communicate that personality.

When composing the background of the portraits it is important to consider the materials in shot, there should be no clear reference to other materials that Central States doesn't sell.

2.26 Photography Our Process

Expertise defined through innovation, precision, quality, safety and reliability. The look and feel is very much in the documentary style, the workforce at work, people will predominantly be the focus but the tasks they are perform or the machinery they are controlling can take center stage.

2.27 Photography Our Products

Structures
Our structure photography should showcase the scale and overall look of the finish of the projects as well as focusing on the details.

2.28 Photography Our Products

Raw Materials
The tangible raw material. Among the earth's most sustainable materials, infinitely recyclable with no degradation of quality. Our photography should be a celebration of the metal.

2.29 Photography Our Products

Profiles
The lighting, backdrop, finish and the detail of the product will be key in composing shots to best showcase the finished product.

3.0 Application

Within the subsequent pages, you'll discover additional inspiration on effectively integrating Central State's core elements across diverse assets. It's essential to recognize that these examples serve as inspiration, and alternative layouts and colors from our palette are equally viable for implementation.

3.1 Stationary Letterhead

3.2 Stationary Document Folio

3.3 Stationary Business Card

3.4 Stationary Envelope

3.5 Stationary Note Cards

3.6
Social Media
Social Posts

3.7 Social Media Instagram

Branded templates for use across multiple social media channels for a consistent brand look and feel.

3.8
Social Media
Social Header Banners

3.9
Print Collateral
Brochure Covers

3.10 Print Collateral Brochure Spreads

An example of brochure spreads that can be utilised across a range of categories.

3.11 Print Collateral Flyers

An example of flyer layouts that can be adapted across a range of categories and content.

3.12
Print Collateral
Event Banner

3.13
Print Collateral
Color Brochure

3.14
Paid Media
Instagram Advertisements

3.15
Paid Media
Magazine Advertisements

3.16 Paid Media Billboard

3.17 Paid Media Posters

When referring to materials we can use both 'steel' and 'metal' as descriptors.

3.18 Paid Media Posters

3.19 Digital Website

An example of web application which utilises the consistency and flexibility of the brand assets.

3.20 Digital Email Banners

3.21 Digital Email Signatures

Arial Bold

Arial Regular

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3.22 Digital Presentation