ELEVATE STRUCTURES

A CENTRAL STATES COMPANY

LOGO GUIDELINES

CONTENTS

Document Usage	2
Primary Logo	3
Horizontal Logo	4
Emblem	5
Color Palette Variants	6 - 9
Safe Space, Minimum Size and Logo Pairing	10
Logo Without Endorsement	11
Color	12
Typography	13
Embossing and Debossing Logo	14
Examples of Logo Misuse	15
Production Terms	16

USING THIS DOCUMENT

This document provides guidance for using the the Elevate Structures logo. This document should be referred to by outside vendors, internal staff and anyone planning to use the Elevate Strucutres logo and/or its logo iterations, in any physically printed or digital deliverables.

PRIMARY FULL COLOR

The lockup is the primary logo of Elevate Structures

The preferred use of the Elevate Structures logo is the full-color lockup. The one-color black and reverse logos include limited use.

ONE COLOR BLACK

ONE COLOR REVERSE

Can Do Blue	Structures Gray	White
PMS 303 C	PMS 428 C	RGB: 255/255/255
RGB: 0/42/58	RGB: 193/198/200	HEX: #FFFFFF
HEX: #002A3A	HEX: #C1C5C8	CMYK: 0/0/0/0
CMYK: 97/55/3/58	CMYK: 20/14/13/0	

HORIZONTAL FULL COLOR

The lockup is the primary logo of Elevate Structures

The use of the Elevate Structures horizontal logo should be used sparingly. The one-color black and reverse logos include limited use.

ONE COLOR BLACK

ONE COLOR REVERSE

Can Do Blue	Structures Gray	White
PMS 303 C RGB: 0/42/58 HEX: #002A3A CMYK: 97/55/3/58	PMS 428 C RGB: 193/198/200 HEX: #C1C5C8 CMYK: 20/14/13/0	RGB: 255/255/255 HEX: #FFFFFF CMYK: 0/0/0/0

PRIMARY FULL COLOR

HORIZONTAL LOGO COLOR

This emblem is reserved for unique applications and other specific branding opportunities

Examples include website favicon, social icons, small embroidery, select merchandise and apparel.

ONE COLOR BLACK

ONE COLOR REVERSE

This stand alone emblem should only be used for specific applications.

Approval is required to use this mark.

Please contact Jennifer Davis at jennifer.davis@centralstatesmfg.com

PRIMARY FULL COLOR LOGO

This version of the logo should be used whenever possible; however, additional marks are provided for situations where One Color and Black & White versions are needed for production.

PRIMARY ONE COLOR LOGO

This version of the logo should be used only be used in simple, low-profile applications where printing costs are a significant factor.

HORIZONTAL FULL COLOR LOGO

This version of the logo should be used whenever possible; however, additional marks are provided for situations where One Color and Black & White versions are needed for production.

HORIZONTAL ONE COLOR LOGO

This version of the logo should be used only be used in simple, low-profile applications where printing costs are a significant factor.

SAFE SPACE

Two times the cap height of the "E" determines the safe space around the logo.
No logos or words should fall within this safe area.

All elements should be outside this area.

MINIMUM SIZE - ICON

Five-sixteenths of an inch diameter is the smallest allowable size for the icon.

MINIMUM SIZE - ELEVATE STRUCTURES PRIMARY

For embroidery and merchandise applications, the Elevate Structures Logo should be reduced no smaller than 1.75" high.

For digital and print applications, the Elevate Structures Logo than 100 pixels high.

1.75"

100 PX

ELEVATE STRUCTURES AND OTHER LOGOS

External groups include affiliates or entities outside of Elevate Structures. Internal groups are comprised of internal Elevate Structures staff members.

Use two times the cap height of the "E" to measure distance between icon, dividing rule and entity logo.

ELEVATE
STRUCTURES

This lockup should only be used for specific applications.
Approval is required to use this mark without the endorsement branding.

Please contact Jennifer Davis at jennifer.davis@centralstatesmfg.com

We started evaluating our current portfolio of companies and products.

We began implementing an endorsed brand strategy, using the words “A Central States Company.” This was primarily motivated by a desire to grow our Central States brand awareness around key stakeholder audiences.

For specific applications, the endorsement brand can be removed (i.e. embrodiery and small reproduction).

ELEVATE
STRUCTURES

ONE COLOR BLACK

ELEVATE
STRUCTURES

ONE COLOR REVERSE

PRIMARY COLOR PALETTE

CAN DO BLUE
PMS 303 C

RGB: 0/42/58
HEX: #002A3A
CMYK: 97/55/3/58

STRUCTURES GRAY
PMS 428 C

RGB: 193/198/200
HEX: #C1C5C8
CMYK: 20/14/13/0

BLACK

RGB: 0/0/0
HEX: #000000
CMYK: 0/0/0/100

WHITE

RGB: 255/255/255
HEX: #FFFFFF
CMYK: 0/0/0/0

The Elevate Structures primary colors are listed in the chart to the left. Color chips are presented in Pantone, CMYK, RGB & Web.

Use only the electronic files for reproduction and only the approved Pantone color specifications shown.

The Color Balance shown to the lower left represents the approximate ratio of color use for our complete identity. The overall visual output, as opposed to every produced item, should reflect this ratio.

CENTRAL STATES COLOR PALETTE

The Central States colors should be used sparingly (less than 5%).

CARPENTER RED

PMS: 202 C
RGB: 135/22/43
HEX: #87162A
CMYK: 10/97/61/48

WELLBEING ORANGE

PMS: 2027 C
RGB: 235/97/47
HEX: #EB612F
CMYK: 0/73/85/0

STEEL BLUE

PMS: 5435 C
RGB: 180/203/226
HEX: #A6BCD6
CMYK: 34/14/6/0

COLOR BALANCE

PRIMARY FONT

Presented to the left is Open Sans, the primary font for Elevate Structures. This font should be used for body copy in all forms of communication.

Aa

Open Sans Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Body Copy

Aa

Open Sans Semi Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Sub-Header

Aa

Open Sans Extra Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Headlines

EMBOSSING LOGO

Depth:
Aim for an embossing depth between 0.02 inches (0.5 mm) and 0.04 inches (1 mm). This ensures visibility without being too pronounced.

Line Thickness:
Maintain a minimum line thickness of 0.5 points to ensure clarity in the embossed details.

Material Thickness:
Choose materials with a thickness ranging from 80lb (approx. 0.2 mm) to 120lb (approx. 0.3 mm) for optimal embossing results.

Size:
Consider embossing on logos that are at least 1 inch (2.54 cm) in diameter or width for clear visibility of details.

Positioning:
Aim for the center or periphery to enhance the overall visual impact.

DEBOSSING LOGO

Depth:
Deboss to a depth between 0.02 inches (0.5 mm) and 0.04 inches (1 mm) for a tactile effect without compromising readability.

Line Thickness:
Maintain a minimum line thickness of 0.5 points to ensure the debossed details remain legible.

Material Thickness:
Opt for materials with a thickness ranging from 80lb (approx. 0.2 mm) to 120lb (approx. 0.3 mm) for optimal debossing results.

Size:
Consider debossing on logos that are at least 1 inch (2.54 cm) in diameter or width for clear visibility of details.

Positioning:
Aim for the center or periphery to enhance the overall visual impact.

Do not animate the logo

Do not skew, tilt or change the proportions of the logo.

Do not change the logo's color.

Do not place the logo on a low-contrast background.

Do not place on a distracting or busy background.

Do not outline or stroke the logo.

Do not crop the logo in any way.

Do not use at less than 100% opacity.

Do not change the logo proportions.

Do not add text or elements that impede on the safe space of the logo.

Do not add drop shadows.

Do not add gradients in any way.

Do not add effects or filters.

Do not use the logo as an outline.

Do not change color variants for backgrounds.

RGB (SCREEN)

RGB is a system for representing the colors to be used on a computer. Red, green, and blue can be combined in various proportions to obtain any color in the visible spectrum.

CMYK (PRINT)

CMYK is a scheme for combining primary pigments. The C stands for cyan (aqua), M stands for magenta (pink), Y for yellow, and K for Key.

SPOT COLOR

Colors created without screens or dots, such as those found in the Pantone Matching System®, are referred to in the industry as spot or solid colors.

PANTONE MATCHING SYSTEM (PMS)

PMS is a color standardization system that helps in color identification and matching. It uses the Pantone numbering system to identify colors, and through this numbering system, printer and other equipment manufacturers can match colors without having to contact one another.

VECTOR

Vector graphics are comprised of paths, which are defined by a start and end point, along with other points, curves, and angles along the way. A path can be a line, a square, a triangle, or a curved shape. Common vector formats include AI, EPS, SVG, and sometimes PDF.

RASTER

Raster graphics are bitmaps. A bitmap is a grid of individual pixels that collectively compose an image. Raster graphics render images as a collection of countless tiny squares. Each square, or pixel, is coded in a specific hue or shade. Common raster formats include JPEG, PNG, TIFF, GIF and BMP files.

ELEVATE STRUCTURES

A CENTRAL STATES COMPANY

ELEVATE STRUCUTRES

All questions concerning these brand guidelines can be directed to:

Shannon Conrady
Director of Marketing
sconrady@storagestructuresinc.com

Jennifer Davis
Chief Market Officer - Central States
jennifer.davis@centralstatesmfg.com