STEVE SILVER

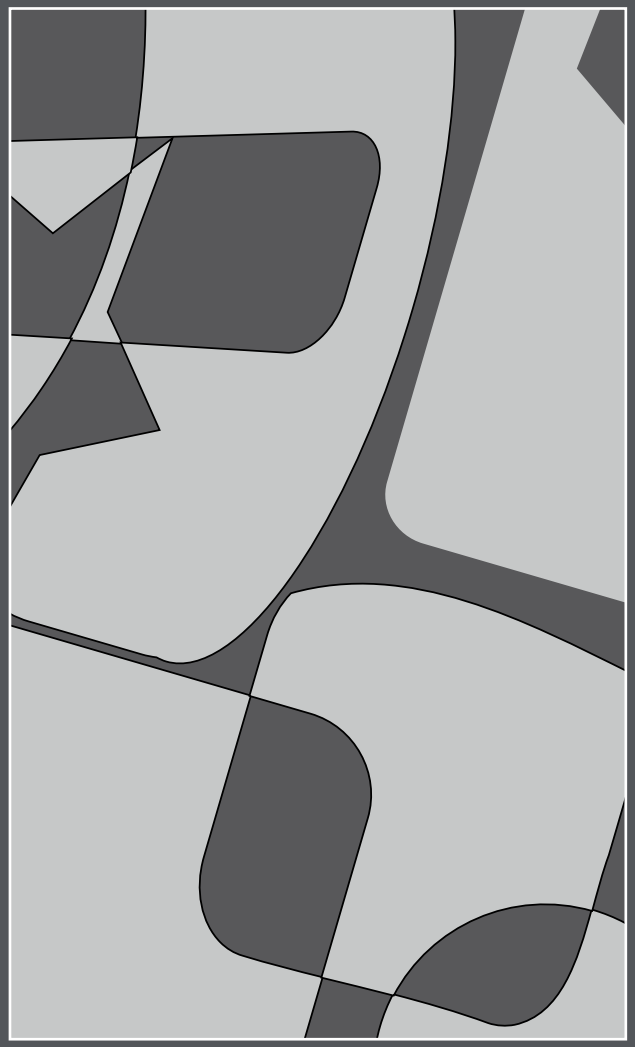
FURNITURE

Brand Guidelines

www.stevesilver.com

The purpose of our brand identity is to build brand recognition and consistency in our communications.

Use this pamphlet as a general guide for using our Steve Silver Company brand identity elements. To download logos, visit stevesilver.imagesolutions.com
E-mail mailmarketing@silver.com if you have additional questions.



COOL GRAY 11

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01 LOGO

PLACEMENT SECTION

Using the correct logo and placement is critical to developing and maintaining brand consistency. Follow the following guidelines when creating or maintaining brand materials and point-of-purchase materials.

The logo

The Steve Silver Furniture logo should only appear in the colors included in the primary palette.

Preferred color treatments:

STEVE SILVER
FURNITURE

100% BLACK
R0 G0 B0
C0 M0 Y0 K100
#231F20

STEVE SILVER
FURNITURE

PANTONE 4144
R58 G58 B89
C79 M72 Y17 K43
#353B60

Color alternatives:

STEVE SILVER
FURNITURE

PANTONE 4131
R72 G75 B93
C71 M60 Y30 K38
#484850

STEVE SILVER
FURNITURE

COOL GRAY 11
R83 G86 B90
C63 M52 Y44 K33
#53565A

Whenever possible, the Steve Silver Furniture logo should be used by itself. To enhance legibility and presentation, it is sometimes necessary to use a background image. In those instances, these are the preferred logos.

STEVE SILVER
FURNITURE

100% BLACK
R0 G0 B0
C0 M0 Y0 K100
#231F20

STEVE SILVER
FURNITURE

PANTONE 4144
R58 G58 B89
C79 M72 Y17 K43
#353B60

LOGO PLACEMENT

Size: For multi-page documents,
preferred size of the logo should equal at least 1/6 of the total width of the page.

Spacing: A two vertical “S” size should always be the minimum between page edge and any elements. Background block should retain a one vertical “S” size from the logo letters, as well as the standard two “S” distance from elements.

Incorrect Logo Usage

Use the logo as provided. Do not attempt to recreate the logo or use fonts in place of the artwork.

X STEVE SILVER
FURNITURE

X STEVE SILVER
FURNITURE

X STEVE SILVER
FURNITURE

X STEVE SILVER
FURNITURE

02 TYPOGRAPHY

PLACEMENT SECTION

A critical component is font consistency throughout our marketing materials. The following pages show the preferred set and touch upon intended usage.

WARM GRAY 9

PRIMARY BODY & SUBHEAD FONT

Our corporate typeface is Avenir or Avenir Next. Use this on all Steve Silver company materials.

Aa

Avenir Next Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!*+(.,)

Avenir Next Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!*+(.,)

Avenir Next Condensed Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!*+(.,)

HEADLINE FONT

A suitable alternative for web and electronic use is Open Sans. Download Open Sans for free from Fonts.google.com.

Aa

Open Sans Bold
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890?!*+(.,)

Open Sans Regular
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890?!*+(.,)

Open Sans Light
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890?!*+(.,)

Open Sans Regular Condensed Light
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890?!*+(.,)

DEFAULT FONT

Arial is acceptable for electronic communications in corss-platform environments. Should only be used when other alternatives are not acceptable.

Microsoft PowerPoint:
On the Home tab, in the Editing group,
select Replace and then select Replace Fonts.
In the Replace Font dialog box, in the Replace field,
select the font that you want to replace.
In the With field, select the font that you want to use, select Replace, and then select Close.

Microsoft Word:
On the Word menu, click Preferences.
Under Output and Sharing, click Compatibility.
Click Font Substitution.
Under Font substitutions, select the font that you want to replace.
On the Substituted font pop-up menu, click the font that you want to use for the substitution.

Aa

Arial Regular
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890?!*+(.,)

Arial Bold
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890?!*+(.,)

Reminder: To only to be used when fonts Avenir and Open Sans are not available.

03 COLOR SYSTEM

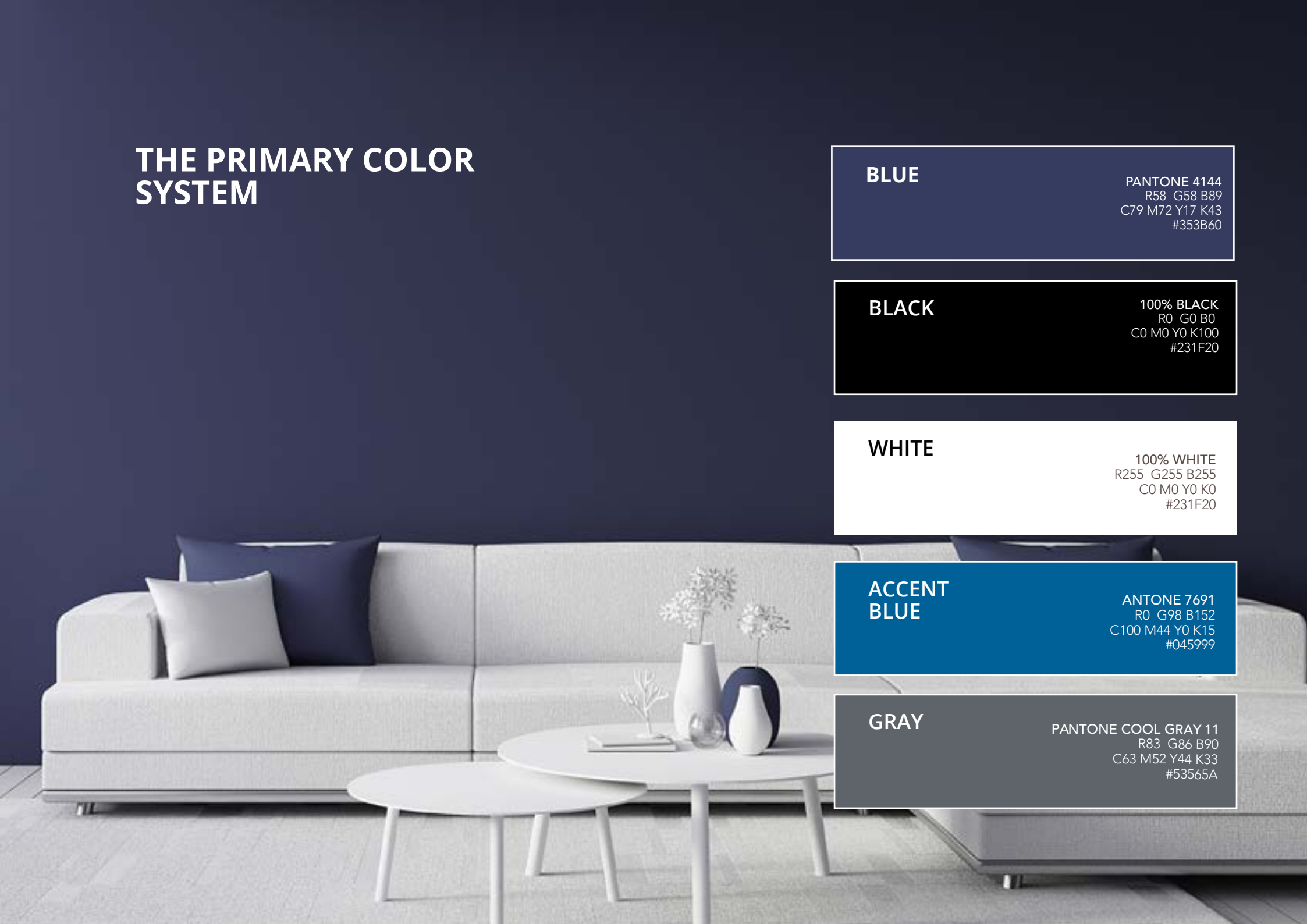
COLOR SECTION

Colors are a vital component of the identity system to convey the look and feel of any brand message we are sending out.

A full palette of complementary colors enhance and augment the brand message.

COOL:GRAY 9

THE PRIMARY COLOR SYSTEM



BLUE

PANTONE 4144
R58 G58 B89
C79 M72 Y17 K43
#353B60

BLACK

100% BLACK
R0 G0 B0
C0 M0 Y0 K100
#231F20

WHITE

100% WHITE
R255 G255 B255
C0 M0 Y0 K0
#231F20

ACCENT BLUE

ANTONE 7691
R0 G98 B152
C100 M44 Y0 K15
#045999

GRAY

PANTONE COOL GRAY 11
R83 G86 B90
C63 M52 Y44 K33
#53565A

THE COMPLETE COLOR SYSTEM

THE COLOR SYSTEM

PRIMARY

PANTONE 4144
R58 G58 B89
C79 M72 Y17 K43
#353B60

COOL GRAY 11
R83 G86 B90
C63 M52 Y44 K33
#53565A

100% BLACK
R0 G0 B0
C0 M0 Y0 K100
#231F20

100% WHITE
R255 G255 B255
C0 M0 Y0 K0
#231F20

PANTONE 7691
R0 G98 B152
C100 M44 Y0 K15
#045999

SECONDARY

PANTONE 4256
R173 G147 B113
C32 M39 Y60 K4
#AD9371

PANTONE 4021
R172 G147 B60
C33 M36 Y92 K5
#AC933C

PANTONE XXX
R150 G154 B55
C45 M28 Y100 K5
#969A37

PANTONE 4098
R98 G72 B63
C49 M63Y66 K40
#62483F

PANTONE 4141
R79 G92 B169
C79 71 Y0 K0
#4F5CA9

PANTONE XXX
R84 G24 B217
C64 M24 Y0 K0
#54A1D9

PANTONE 17-5104 TPG
R150 G153 B156

WARM GRAY 9
R114 G99 B93
C23 M32 Y34 K51
#72635D

EXPRESSIVE

PANTONE DARK BLUE
R0 G36 B156
C100 M86 Y0 K10
#033B66

PANTONE 2070
R143 G26 B149
C52 M99 Y0 K0
#8F1A95

PANTONE XXX
R204 G84 B39
C13 M80 Y100 K4
#CC5427

PANTONE 7427
R151 G27 B47
C0 M100 Y68 K35
#971B2F

PANTONE 7684
R240 G179 B35
C0 M27 Y92 K0
#F0B323

PANTONE TBD
R66 G989 B46
C73 M39 Y100 K32
#42622E

04 THE SHAPES OF HOME

These graphical elements can be found throughout Steve Silver Company materials in a variety of sizes. These reflect the importance of home as represented in this graphic element.

Usages

Report covers, accents and divider pages.

Possible colors:

PANTONE 4144
R58 G58 B89
C79 M72 Y17 K43
#353B60

COOL GRAY 11
R83 G86 B90
C63 M52 Y44 K33
#53565A

PANTONE 7691
R0 G98 B152
C100 M44 Y0 K15
#045999

PANTONE 17-5104 TPG
R150 G153 B156

05 STATIONERY, BUSINESS CARDS, ENVELOPES AND E-MAIL SIGNATURES

MATERIALS SECTION

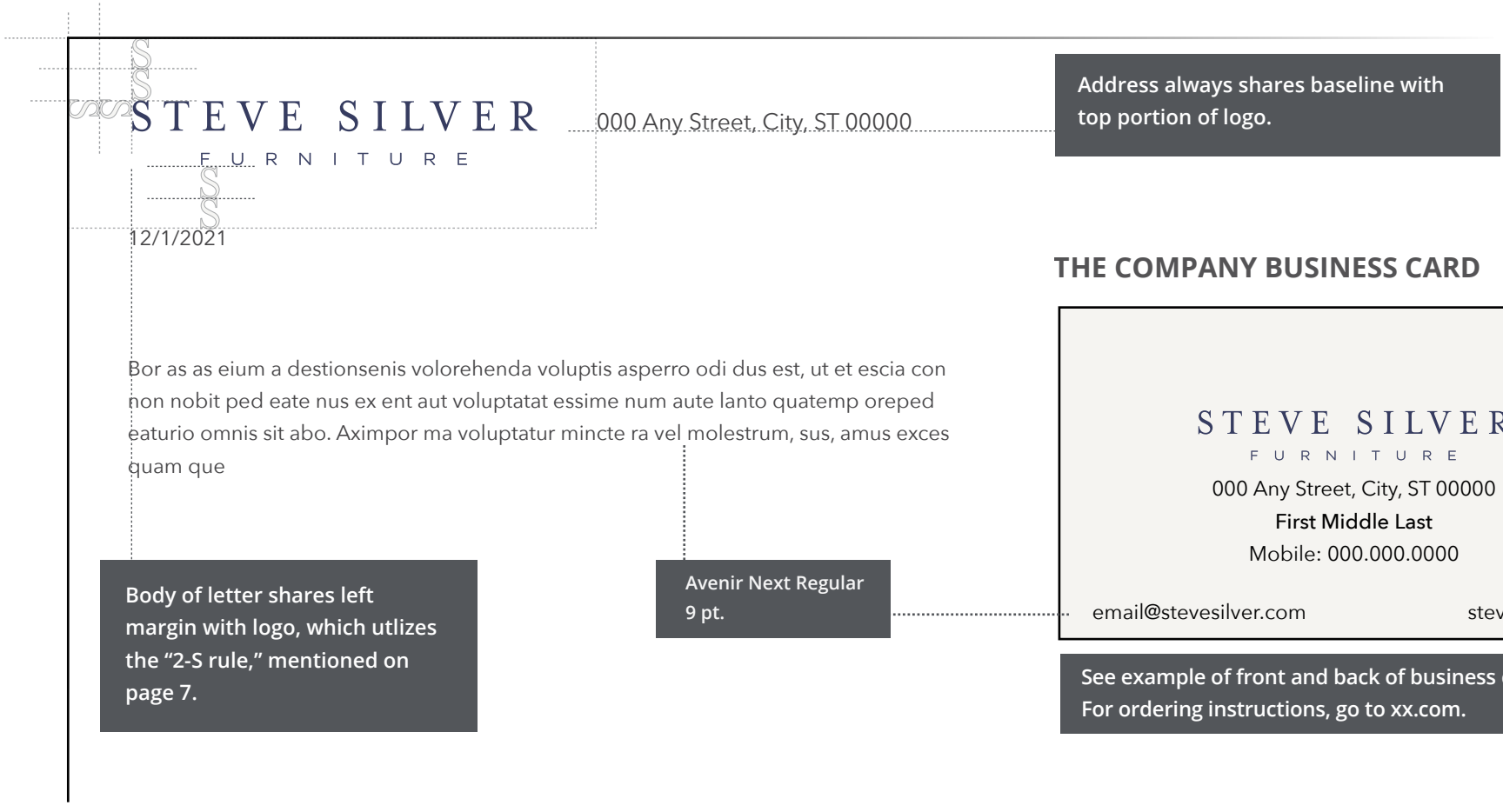
We will strive to have tight consistency between all of our clien-facing materials. In order to meet this goal, we will show examples of documents used primarily for correpsondence, both internal and external.

100% BLACK

THE CORPORATE STATIONERY GUIDELINES

THE COMPANY LETTERHEAD

While pre-printed stationery is available, we realize there are times when you will be placing the logo and home address on stationery. Please note the following placement.



THE COMPANY BUSINESS CARD

See example of front and back of business card page 21.
For ordering instructions, go to xx.com.

06 ADDITIONAL EXAMPLES

SAMPLE SECTION

Examples of other uses of the font in collateral materials throughout the organization

Os imi, istibusam aut voluptur, quam restia volore et dolupta tquiae. Pa solorionseri venihicidi dolessin excesequate dipis dolenti veliqui dios invel es aut platiustem es volessimaio officiunt.
Is dolo coratia sit asit ma nonsedigni as autatempero quos accus ratiam et occusci debit, te alit odit,

COOL GRAY 11

E-mail signature
Instructions on how to install (to come)

Coffee cup

Notebook

Business card (front and back)