

SP≡NSALL®

Precision Machined Solutions

VISUAL REFERENCE GUIDE

COLOR PALETTE

PRIMARY



BLACK
C: 0% | M: 0% | Y: 0% | K: 100%
R: 35 | G: 31 | B: 32
Web (Screen): #231F20



Red (PMS: 186)
C: 15% | M: 97% | Y: 86% | K: 5%
R: 199 | G: 42 | B: 52
Web (Screen): #C72A34



WHITE
C: 0% | M: 0% | Y: 0% | K: 0%
R: 255 | G: 255 | B: 255
Web (Screen): #FFFFFF

SECONDARY



Dk. Gray (80% Black)
C: 0% | M: 0% | Y: 0% | K: 80%
R: 88 | G: 89 | B: 91
Web (Screen): #58595B



Lt. Gray (PMS: 40% Black)
C: 0% | M: 0% | Y: 0% | K: 40%
R: 167 | G: 169 | B: 172
Web (Screen): #A7A9AC

*Note: The angled accent shape that is used with this brand is 85% black when on a **Dk. Gray** background. And it is 5% black, when used on a **White** background.

LOGOS

PRIMARY - COLOR

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SECONDARY - 1-COLOR

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ICON & HEADMARKING

ICON



HEADMARKING



LOGO CLEARANCE & USAGE

CLEARANCE / SAFETY ZONE



TYPOGRAPHY

Futura – Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789.:,;(:*!?)

Futura – Book

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789.:,;(:*!?)

Futura – Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789.:,;(:*!?)

Futura – Heavy

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789.:,;(:*!?)

** Note: All corresponding Oblique, Italic, or Condensed font styles may be used as well. **

Alternate Typeface Usage

Although Futura is a very traditional typeface, it doesn't always come pre-installed on a computer. That said, there are several other acceptable typeface alternatives allowed.

Centurty Gothic: Typically used as an alternate font option for Power Point presentations and Word documents due to its similarities and generally being installed on most computers.

Open Sans: Only used as an alternate typeface for web related projects (specifically for live text, not ads or graphics therein).

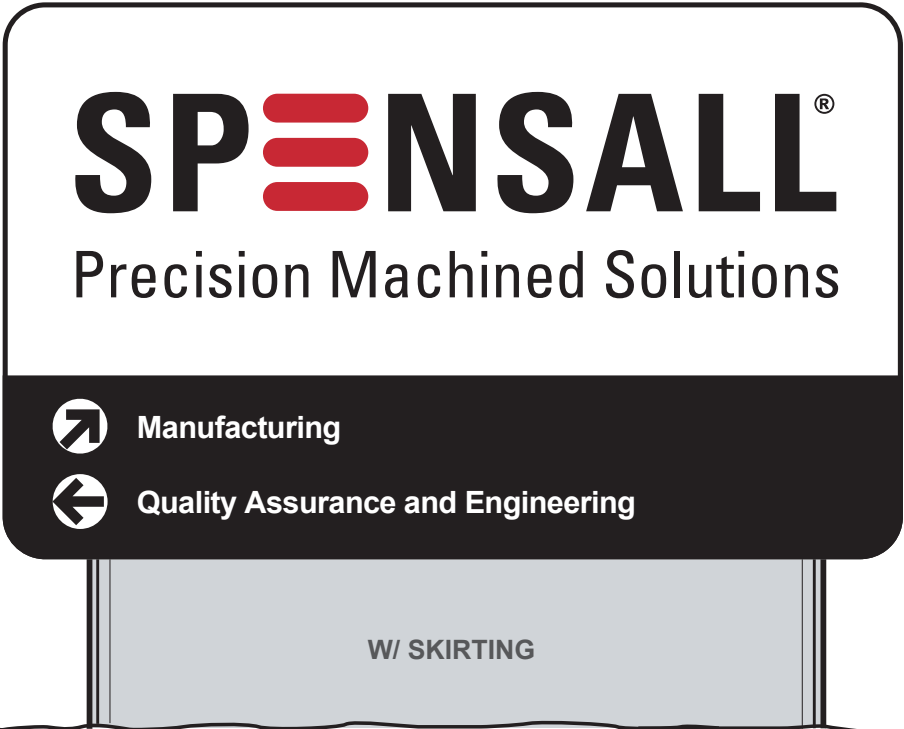
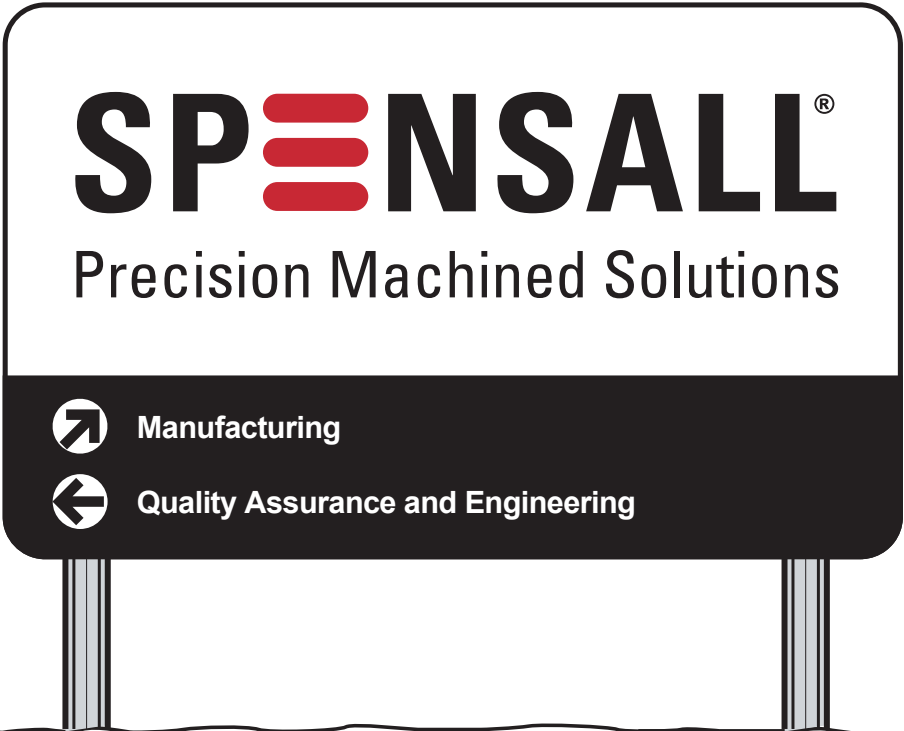
Note: If one of these alternative fonts is used, then it should be used uniformly throughout the project. If more than one typeface is preferred for a project, it should never exceed more than two different fonts.



STATIONARY (Envelopes)



EXTERIOR SIGNAGE

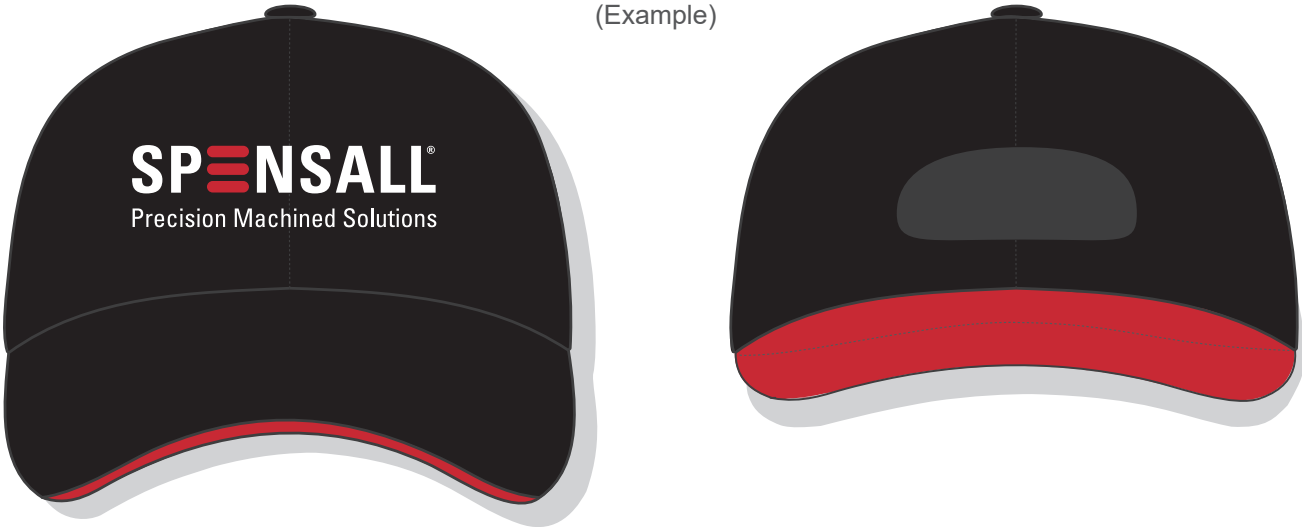


APPAREL

POLO SHIRT
(Example)



BASEBALL HAT
(Example)



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