

BRANDING USAGE GUIDE



www.shakeproofgroup.com

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SIGNATURE ELEMENTS & SIZE

COMPONENTS

The Shakeproof Group signature consists of the icon, the logotype (the name Shakeproof Group), and the descriptor.



CLEAR SPACE

For maximum impact keep the space around the Shakeproof Group signature free of other text and graphics. The clear space on each side of the signature should be equal to or greater than x-height as illustrated above, and never less than 0.25".



MINIMUM SIZE




The minimum size for the signature is 2 inches wide, as shown.

COLOR PALETTE



Shakeproof group

TW BEE • LEITZKE • MELLOWES • SHAKEPROOF

			
CMYK	C0 M0 Y0 K100	c100 M0 Y28 K0	c100 M0 Y59 K0
PANTONE®	PANTONE Black	PANTONE 3005	PANTONE 3278
RGB	R0 G0 B0	R0 G140 B209	R0 G168 B143

Consult current PANTONE guides for accurate color comparisons. PANTONE® is the property of Pantone, Inc.

ALTERNATE USAGE

SPGLogo_Primary1C

For use in any application that is limited to 1 color.



SPGLogo_AltNOtag4C

For use as a second reference or when logo must be reproduced at less than 2 inches in width.



SPGLogo_AltNOtag1C

For use as a second reference or when logo must be reproduced at less than 2 inches in width, and is limited to 1 color.



SPGLogo_Icon4C

For use in as design element after signature mark has been established.



SPGLogo_Secondary4C

For use in any application where the primary logo will not fit space



SPGLogo_Secondary1C

For use in any application where the primary logo will not fit space, and is limited to 1 color.



SPGLogo_Icon1C

For use in as design element after signature mark has been established, and is limited to 1 color.



IMPROPER USAGE

The the Shakeproof Group signature must be reproduced properly and consistently at all times.



Do not substitute signature colors.



Do not change size relationship between icon, logotype, and descriptor.



Never use the signature without the icon.



Avoid placing the signature on a high contrast patterned or photographic background.



Do not remove the "ITW" logo.

TYPOGRAPHIC FAMILIES

PRIMARY TYPEFACE

Universe 57 Condensed Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SECONDARY TYPEFACES

Universe 47 Light Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Universe 67 Bold Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

E-MAIL SIGNATURE

Employee Name — Arial Bold 14pt

Employee Title

Office: 123.456.7891

Cell: 123.456.7891

www.shakeproofgroup.com

— Arial 10pt



Shakeproofgroup
ITW BEE • LEITZKE • MELLOWES • SHAKEPROOF

NOTE

Monitors set at different resolutions will display text differently. If you need to adjust the size of your signature text for readability please do so in equal increments. Size the Shakeproof logo proportionally to the Shakeproof URL.