



BRANDING GUIDELINES

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OUR LOGO OVERVIEW



PREFERRED USE

Great care, consideration and thought were invested in the refinement of the C.F.F. Stainless Steels company logo.

Our mission is to be the leading North American Distributor and value-added processor of stainless steel products. By delivering superior customer service, product diversity and innovative in-house processing capabilities to meet the changing needs of our customers, we will be successful.

With our mission in mind, we wanted the C.F.F. Stainless Steels brand to evolve with the company and better reflect our streamlined, full-service approach.



The goal was to keep the logo recognizable to our loyal customers while refining it to integrate the icon into the company name wordmark. Thus creating a logo that is clean, professional and streamlined. The refined logo includes the original blue and teal colours which are also used throughout the C.F.F. Stainless Steels website.

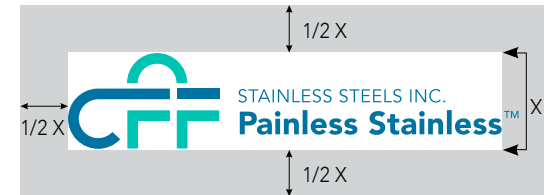
Furthermore, the logo is scalable, so it will be recognizable large or very small. The logo also defaults to black without losing its definition and it is reproducible in many formats. Additionally, the new logo will reproduce well in all forms of traditional and digital media. The horizontal format is preferred and the TM must accompany the Painless Stainless tagline in all uses.

LOGO USAGE

Safety Area

The CFF Stainless Steels logo should occupy its own space. Always maintain a generous "safe" area equal to 1/2 the height of the logo.

Note the clearly defined space around the logo in the example.



Sizing

Follow the guidelines below when sizing the logo. A consistent size helps maintain the brand integrity.

The minimum application size for the CFF Stainless Steels logo is 1.5 inches, measured horizontally end to end. Use this size for collateral requiring a small imprint such as business cards and small advertising.

The medium application size for the CFF Stainless Steels logo is 2.5 inches, measured horizontally end to end.

The large application size for the CFF Stainless Steels logo is 4 inches, measured horizontally end to end. Use this for large ads and print collateral.



IMPROPER USAGE

Do's & Dont's

Do not modify the CFF Stainless Steels logo in any way whatsoever. Below are examples of what NOT to do when using the logo.



CORRECT LOGO



DO NOT scale the logo disproportionately.



DO NOT alter the size relationship between the elements.



DO NOT distort the logo.



DO NOT change the colour of the logo. Except for approved variations.



DO NOT place the logo on a busy or complicated background.

BRAND COLOUR

Corporate Colours



CFF Stainless Steels Blue

Spot Colour PMS 307
RGB 0, 120, 174
CMYK 100, 16, 0, 27
HEX #0078ae



CFF Stainless Steels Teal

Spot Colour PMS 3265k
RGB 54, 189, 178
CMYK 69, 0, 37, 0
HEX #36bdb2

Colour Options

The logo comes in six colour models. Each one has specific use suggestions.



CMYK Version
Ideal for Print applications utilizing the CMYK process printing method.



RGB
Ideal for online and digital applications.



Spot Colours
Ideal for Print applications utilizing the Pantone® printing method.



One Colour
Ideal for Print applications where colours or grays will not reproduce effectively.



Gray Scale
Ideal for Print applications where colours are not available or will not reproduce effectively.



Knock Out
Ideal for Print applications where the logo will be printed on a dark background.

TYPOGRAPHY

The CFF Stainless Steels brand consists of one font family: Avenir. In all marketing materials use the Avenir font family. When using the logo for print materials (brochures, flyers, etc.) use an approved vector file. For digital applications, use an image file ie. jpg, png, etc.

Avenir Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Avenir Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Avenir Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

APPLICATIONS

Signage

Backlit Signs/Large Format Signs

For large signage, please place the CFF Stainless Steels logo on a white background where possible. The CFF Stainless Steels logo must fit proportionally within the sign and must allow a safe area indicated on page 4.



Apparel

Use an approved vector file for embroidery or silk screen uses.



CONTACT INFORMATION

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All the branding guidelines are available for download online.
Use the URL below to visit the online branding guidelines and download the logo files.

www.cffstainless.com/branding-guidelines