



# Stewart Locksmiths

Brand Guidelines

## About

This PDF includes basic rules how to use logotype, colours, fonts and etc. These rules will help to make all corporate materilas in one key. Please read it carefully.

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Brand Overview



## Brand overview

### 1.1 Corporate logotype

Stewart Locksmiths logotype has 2 parts: icon and name.

The icon be used as a stand alone element, but the name must be used only with icon.



The icon

**STEWART.**  
**Locksmiths**

Logotype

Colours



## Colours

### 2.1 Fullcolour or Onecolour

Fullcolour version may be used anywhere. If you cannot print the logotype in many colours you need to use onecolour version.

The logo consists of the word "STEWART." in a bold, black, sans-serif font, positioned above the word "Locksmiths" in a larger, bold, black, sans-serif font. The letter "O" in "Locksmiths" is a solid green color, while the rest of the text is black.

Fullcolour version

The logo is identical in structure to the fullcolour version, but the entire text, including the "O" in "Locksmiths", is rendered in a solid green color.

Onecolour – Green

The logo is identical in structure to the previous versions, but the entire text is rendered in a solid black color.

Onecolour – Black

## 2.2 Primary colours

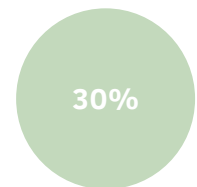
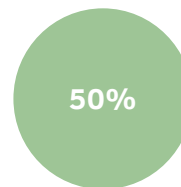
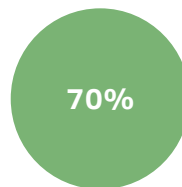
The Brand Signature is reproduced in three colors:

- Green
- Grey
- Dark Grey



**For print:**  
Pantone 7739C  
C 80 M 15 Y 100 K 0

**For web:**  
R 52 G 158 B 73  
HEX #349e49

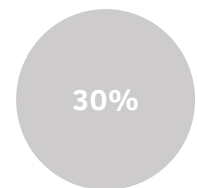
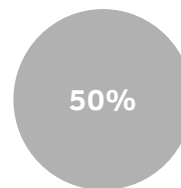
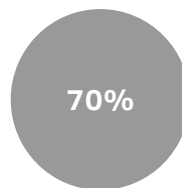


Colour shades



**For print:**  
Pantone CoolGrey 9C  
C 54 M 45 Y 45 K 10

**For web:**  
R 122 G 122 B 122  
HEX #7a7a7a

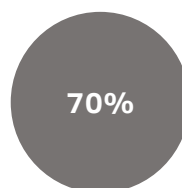


Colour shades



**For print:**  
Pantone 7540C  
C 65 M 58 Y 57 K 36

**For web:**  
R 79 G 78 B 78  
HEX #4f4e4e



Colour shades

## Colours

### 2.3 Secondary colour

The secondary colour may be used for stationery design (text, shapes and etc.).It should be used for logotype.



**For print:**

Pantone Black C  
C O M O Y O K 100

**For web:**

R O G O B O  
HEX #000000

Usage

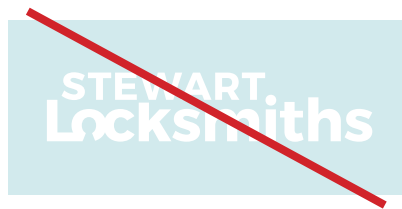


## Usage

### 3.1 Background colours

Do not apply non-brand colours.

Always use approved digital master files with brand colours.



*Unreadable on light backgrounds*



*Unreadable on dark backgrounds*

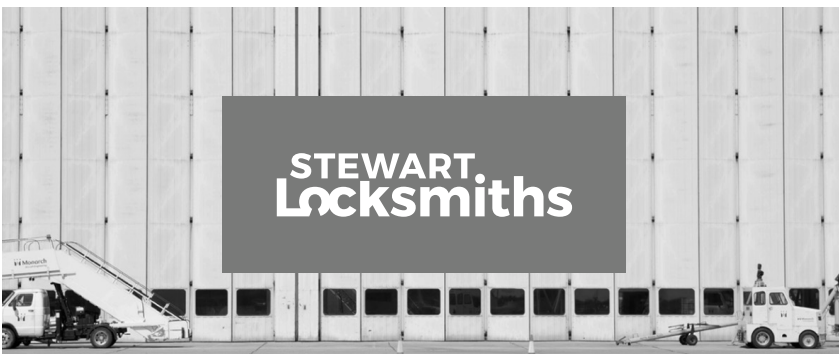


*Unreadable on contrast backgrounds*

## Usage

### 3.2 Photo backgrounds

Use logotype only on solid colour shade for all photo backgrounds.



## Usage

### 3.3 Free space

The logotype must have free space around it.

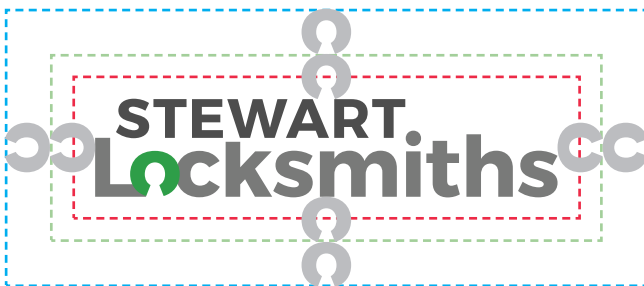
Do not put any graphic elements or any text in the restricted area (indicated above by the red line).



• — *Minimum space*



• — *Recommended space*



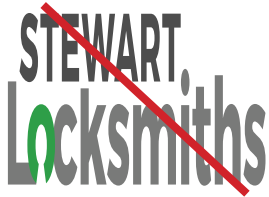
• — *The best free space*

Usage

### 3.4 Proportions

Do not change any proportions of logotype.

Always use approved digital master files with brand colours.



Usage

### 3.3 Typography

The primary font is Montserrat. It comes in two weight.

It is recommended to use Montserrat Bold for headlines, sub-heads, captions and call-outs.

#### Montserrat Regular

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890,«»,,“:;!@#\$%&\*()

#### Montserrat Bold

**abcdefghijklmnopqrstuvwxy**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**1234567890,«»,,“:;!@#\$%&\*()**

For other type of text is recommended to use Arial font family.

#### Arial Regular

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890,«»,,“:;!@#\$%&\*()

#### Arial Bold

**abcdefghijklmnopqrstuvwxy**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**1234567890,«»,,“:;!@#\$%&\*()**



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Australia

DESIGN BY  
ALEKSEYBELYALOV

2016