



# Brand Manual

**SC Fastening Systems**

February 2019



The SC Fastening Systems brand is a bold, rigid and literal representation of quality hardware sales and service.

Create

# Table of contents

Create	2
Manifesto	4
Type	6
Color	10
Logo	14
Color Value Chart	18
Document logo placement	19
Imagery	21
Summary	25
Contact	26

The brand intention is to always appear clean, *with* impact and placed in a concise and recognizable manner.

# Manife

# Manifesto



## Intention

The intention of this guide is to educate and inform recipients and users of this brand's assets on proper usage without error.

With any brand, there is a sometimes slight technique for keeping the brand's original representation intact throughout the many uses available to designers, advertisers and even business people who have the harmless plan of designating a document or property with this creative label.

The "slight" method is sometimes so slight or inconsequential that the unintended result becomes

## Method

With the ultimate objective of ensuring pattern repetition with a given audience, proper brand deployment is possible with the application of a few easy-to-follow rules.

Given that these rules are reasonable and within perspective, this document does not make exception for exceptions, so to speak. The gray areas are not covered. Proper brand and style guidelines are binary, and the execution of a brand, somewhere between slight, in terms of method, and erroneous in execution, is simply a must-do sort of system. That said, new technologies and previously uninvented ideas do come along. Please

sto

# Avenir

## Avenir Light

abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890?!\*+(.,)

## Avenir Roman

abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890?!\*+(.,)

## Avenir Medium

abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890?!\*+(.,)

## Avenir Black

abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890?!\*+(.,)

## Avenir Oblique

abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890?!\*+(.,)

Type

## Main font

### Using Avenir

The brand's sole font (excluding its logotype) is Avenir. The full width Avenir is preferred but Avenir Condensed, used with the weights given here, is also suitable for large formats.

Avenir is a clean geometric sans-serif font with nearly unlimited application potential and a certain "tool-belt" feel suitable for this brand.

Light

Roman

Medium

Black

*Italic*

# Avenir Condensed

Avenir Condensed UltraLight

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890?!\*+(.,)

Avenir Condensed Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890?!\*+(.,)

Avenir Condensed Medium

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890?!\*+(.,)

Avenir Condensed Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890?!\*+(.,)

Avenir Condensed Heavy

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890?!\*+(.,)

Type



## Alternate font

Using Avenir Condensed

All caps are preferred for this alternate font. It works best in headlines or ad copy.

ULTRA LIGHT

REGULAR

MEDIUM

BOLD

HEAVY

Primary brand colors couple the prestige of a strong kelly green with the literal “metal” representation of a cool gray.

# Color

# The primary color system

Color system

Pantone colors are used in print applications (usually on hard goods such as booklets or signage. RGB colors are intended for screens. The HEX/HTML values given here are for digital designers working with a screen-based audience, and the CMYK values are for a specific group of hard goods printers as well as softline printers (apparel, etc.).

SC Fastening Green

PANTONE 7739  
RGB 0 158 88  
HEX/HTML 009e58  
CMYK 84 11 89 1



Black

RGB 35 31 32  
HEX/HTML 231f20  
CMYK 70 67 64 74



Dark Grey

RGB 147 149 152  
HEX/HTML 939598  
CMYK 45 36 35 1



Light Gray

PANTONE 427  
RGB 209 210 212  
HEX/HTML d1d2d4  
CMYK 17 13 12 0



White

RGB 0 0 0  
HEX/HTML FFFFFFFF  
CMYK 0 0 0 0



Secondary brand colors exude the fresh optimism of a citrus gold and the deep expertise and experience captured by a cool slate blue.

# The secondary color system

## Secondary color system

In order to maintain flexibility and flair, a secondary color system is available for accent or other purposes. Specific to this brand, the availability of a color that lies adjacent on the color wheel allows for instant “pop” and a “clean” feeling when all put together.

Where darker shades are needed an additional accent is available for working with photos, interfaces, or applications where lower contrast or less energy is required.

### Forest Green

PANTONE 362  
RGB 34 139 34  
HEX/HTML 228b22  
CMYK 84 21 100 8



### Iron Gray

PANTONE 414  
RGB 170 167 159  
HEX/HTML aaa79f  
CMYK 35 29 35 1



### Green Blend

Blend by mixing SC Fas-  
tening Green and Forest  
Green



### Gray Blend

Blend by mixing Light  
Gray and Dark Gray



### Silver

PANTONE 877  
RGB 155 155 156  
HEX/HTML 9b9b9c  
CMYK 0 0 0 40



### Red

PANTONE 877  
RGB 255 0 0  
HEX/HTML ff0000  
CMYK 0 99 100 0



The logo itself is, at all times, a tool in service to brand recall and business description.

# Logo

# Logo introduction

## Concept

The risk and payoff of a semi-realistic logo like the one used for SC Fastening Systems is a concept tied entirely to the brand ethos: real people drive this brand and the products in its catalog of business.

The SC Fastening Systems logo is technically many colors/shades but only three stand out: the two colors used for its primary palette as well as a full black designed to give impact and contrast to the start of the brand name.

Careful use of this logo will yield clean, professional results in many situations as it benefits from full color display which, in today's day and age, is much more common than monochromatic applications.

## Shape

The SC Fastening Systems logo is a literal representation of tools. It is a hex nut and two fasteners or a hex nut alone.

## Symbol

The hex nut symbol is easily a hexagon container for the abbreviated brand name or it becomes a product of the brand's business.



## Logo

The full logo utilizes both primary brand colors as well as gradated shades, an uncommon technique for corporate brands yielding a semi-realistic effect.



## Text Styling

When use of a graphical logo is not possible, stylization of the brand name should consistently spell out the full brand rather than omit works or abbreviate.

# SC Fastening Systems

#### Without color

In situations where full color or a limited palette of colors are not an option, a full black logo is available to deliver maximum contrast.

#### Occasion

This logo variation should only be used when technical limitations require it. This is not a logo intended for everyday or occasional use.

#### Logo / black

The black logo minimizes white space within its bounds, relying in sheer impact to maintain pattern interruption.



#### Symbol

A similarly designed symbol logo is available for minimal use applications.





## Applications on a background



### Green

The full logo should never be placed on a "green" or white-bordered background (box) or a back-ground closely matching its green Pantone.

### Background

When a background is needed, designers and advertisers should either place the logo directly onto the photo or application surface or rely on a background color. Full black or the brand's secondary dark shade are suitable.

## Logo application guidelines

### Logo

The full logo will only scale so far until it becomes unreadable. At too small sizes, default to the symbol logo.



### Symbol

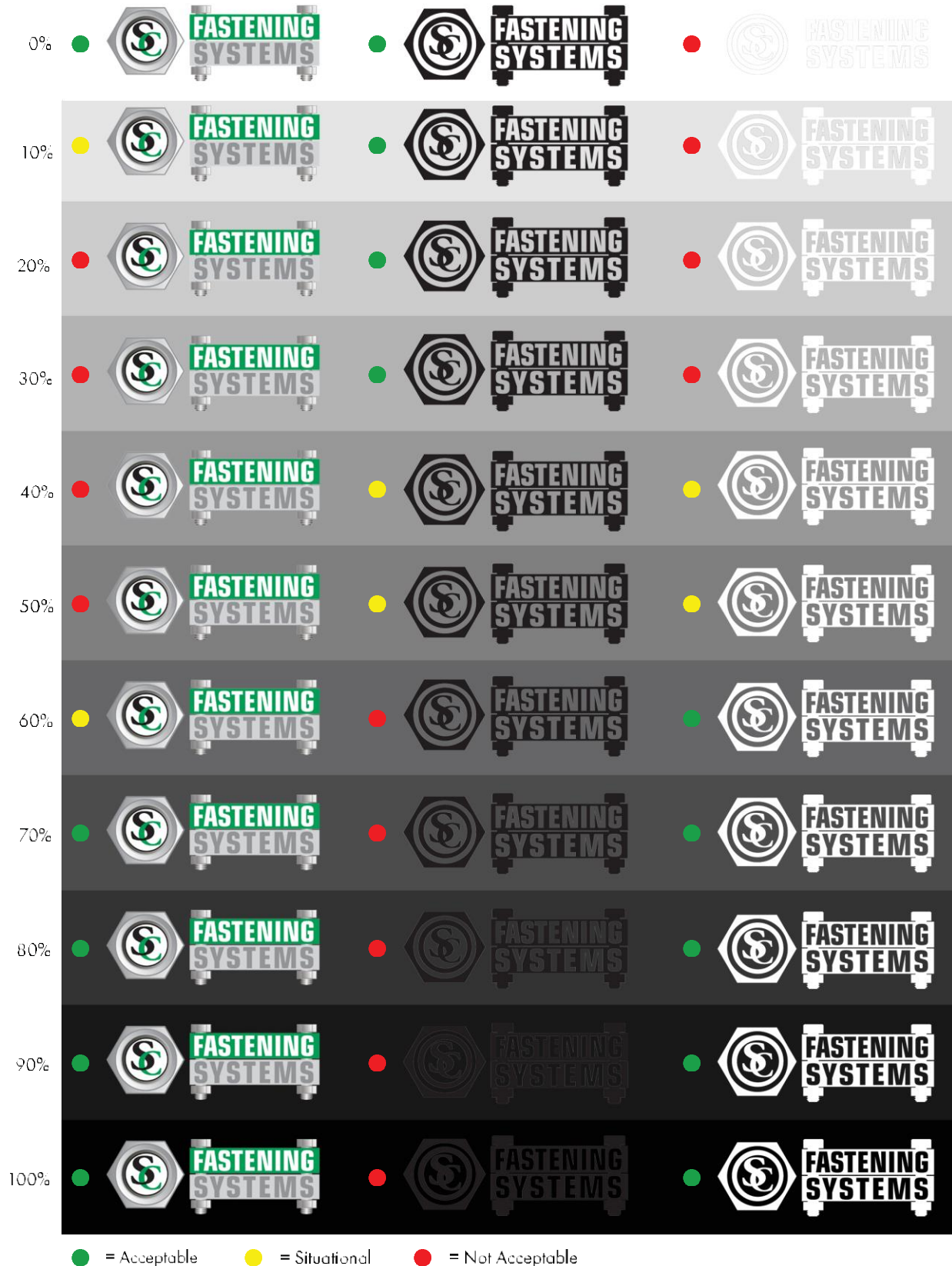
The symbol logo may be used at any size.



## Color value chart

### Logo Usage - Color Value Chart


This chart may be used to quickly identify the correct logo to use for maximum visibility. This chart is a gauge and can be used for other background colors other than white, gray, and black.




# Document logo placement

## Full logo

Full logo placement on a standard 8.5"x11" page (or similar to judgment) should be positioned in the upper left.

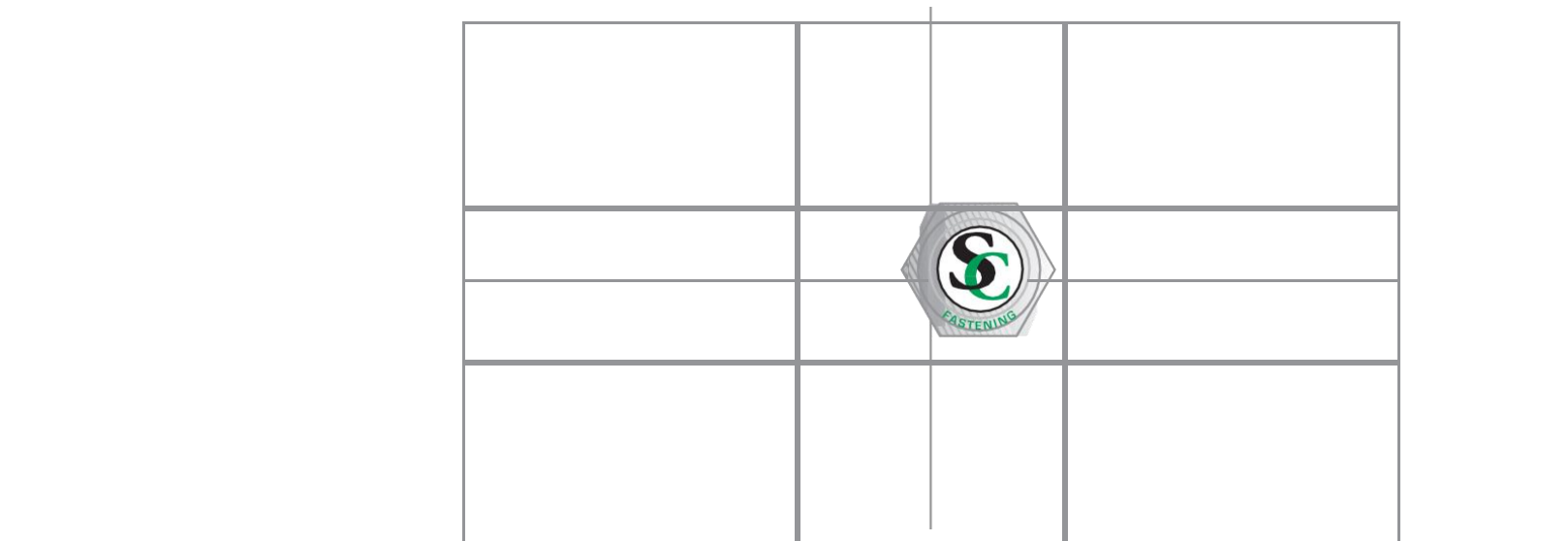
		

\_\_\_\_\_

Symbol logo placement on a similar page should fall in the lower right corner.

The two should never be positioned in opposing corners on the same page.



Brand imagery is  
always clean and  
communicative,  
slightly warm and  
never high contrast  
or gritty.

Imagery

# Brand imagery

## Continual vision

In order to keep a clear and continual focus on the brand's actual message (whether it be in advertising or simply decoration), a good set of judgment must be placed on the implementer in order to get a consistent "feel." Simply put, there is plenty of margin for error in this aspect of the brand, so great care (and the eye of multiple parties) should be utilized.

The brand's translation into imagery may use original or stock images and videos. However the composition and coloration of this media must always "check" the following boxes:

- The image should be slightly "warm" rather than cool (orange over blue)
- The image should not feel very "high contrast" or high impact—the brand logo satisfies this requirement on its own
- The image composition should feel near and welcome rather than distant and alienated.
- Images, like the logo, should have a literal tie to the brand's business.

### Lorem ipsum

Dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad mvoluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id.



### With text

Brand imagery scenarios where text is required or meant to be coupled should default to a "sidebar" style layout whenever the image has a ratio larger than 1:1.

The sidebar should be colored with a secondary brand color or full black.

The logo should not be needed in most cases. If the content is orphaned or kept away from other branding, the symbol may be used.

### Lorem ipsum

Dolor sit amet, consectetur adipisicing elit, sed do eiusmod magna aliqua. Ut enim ad mvoluptate velit esse cillum eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt anim id.



### Square with text

Images with 1:1 ratio may feature a lower third rather than a sidebar, colored similarly. If the content is orphaned, the symbol may be used in this size as well.



### Lorem ipsum

Dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt.



### Lorem ipsum

Dolor sit amet, adipisicing elit, sed do eiusmod incididunt.





## Corporate image



### Description

These images are examples of the descriptors "slightly warm," "low contrast," and "welcome."

Note the low black point of each image, where the "black" is not truly black.

## Blending modes for images



### Application

In the case of photos that clearly meet the brand imagery guidelines, the logo or symbol may actually be applied directly to the image or video.

If done so, the placement should be centered or low in terms of grid placement. Alignment should be centered.



# Summary

## Summary

The SC Fastening Brand is a great professional tool for advertising, design and actual business.

This document has been prepared with these applications in mind. Often scenarios arise where there is no clear answer as to how the brand should be applied.

In these cases, the solution should always lean toward pattern repetition.

---

# Summary

## Contact

# Contact

If a situation arises where there is contention over brand usage, please contact [info@scfastening.com](mailto:info@scfastening.com) and request contact with the the original authors of this document.

---

### Rights

Usage of the SC Fastening Systems logo is granted in all scenarios where positive connotation is given to the brand itself. Negative use, distorted use or any use where unplanned results may arise is strictly prohibited.

