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# BRAND GUIDELINES

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Identity Manual for All Things Spectrum

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# WHO WE ARE



Spectrum Industries, a leading US-based manufacturer, designs furniture for esports arenas, active learning, agile and collaborative classrooms, makerspaces, and libraries. Our solutions range from specialty desks and chairs to adjustable display stands, teacher's desks and audio-visual lecterns; from chromebook, tablet and virtual reality charging carts and lockers to completely customized solutions.

# OUR VISION

QUALITY SOLUTIONS by design

We maximize our design and manufacturing capabilities with a passion for finding the best solutions for the way our world works and learns.



# OUR MISSION

Deliver high quality products and services when our customers need them.

Develop employees' potential and ability to meet new and existing challenges.

Be an ethical and community minded corporate citizen through sustainable practices that balance economic, environmental, and social needs of our stakeholders.



# OUR VALUES

**RESPECT** ◦ We will utilize good judgment in company, community, and customer activities, and then accept responsibility for those decisions.

**SAFETY** ◦ We will protect the safety, health, and well-being of our employees, community, and environment.

**INTEGRITY** ◦ We will build trust by being honest, fair, and lawful in all that we do, and we expect the same from others.

**QUALITY** ◦ We will meet or exceed all quality expectations and continually improve in all that we do.

**INNOVATION** ◦ We will find the best solutions for the way our world works and learns.



# OUR LOGO

The Spectrum logo is our most important asset. It's the unique signature that encompasses who we are and what we represent. To preserve its integrity, the Brandmark section of this manual provides simple guidelines for usage. If you have any questions or want to make any alterations, please contact:

Kari Braun  
Brand Manager  
kbraun@spectrumfurniture.com

Logo without Tagline

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Logo with Tagline

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# LOGO USAGE DON'TS



Don't use logos with the "tail" on the right of the triangles.



Don't use logos with "TM". Use logo with "®" only.



Don't change the colors or make additions to the logo.



Don't fill in the triangles on the white or black logos.



Don't use the color logo over any background image. Only use white logos on dark images or black logos on light images.



Don't add a stroke to the outside of the logo.



Don't stretch or rotate the logo in any direction. Keep sizing proportionate.



Don't use the white logo on light backgrounds or the black logo on dark backgrounds.



# CLEAR SPACE

Leave half the height of the logo in clear space around all sides of the logo, with or without the tagline. This will preserve its integrity and readability of the logo, and keep consistency between all materials.



# SIZING GUIDE

## Printed Logo Minimums\*

The minimum printed size requirement for using our logo is 1.25" without the tagline or 2" with the tagline.



## Digital Logo Minimums\*

The minimum digital size requirement for using our logo is 125px wide without the tagline and 150px wide with the tagline.



## Note

There is no maximum limit when printed, as long as a vector-based (ai or Illustrator pdf) logo is used. Printed raster (png or jpg) logos must be placed at a minimum of 300 dpi and be a minimum of 72 ppi for any digital format.

\*Logos shown at 250% actual size.

# COLOR ITERATIONS

## RECOMMENDED LOGO & COLOR COMBINATIONS



Use white logo on Spectrum blue or dark colored backgrounds.

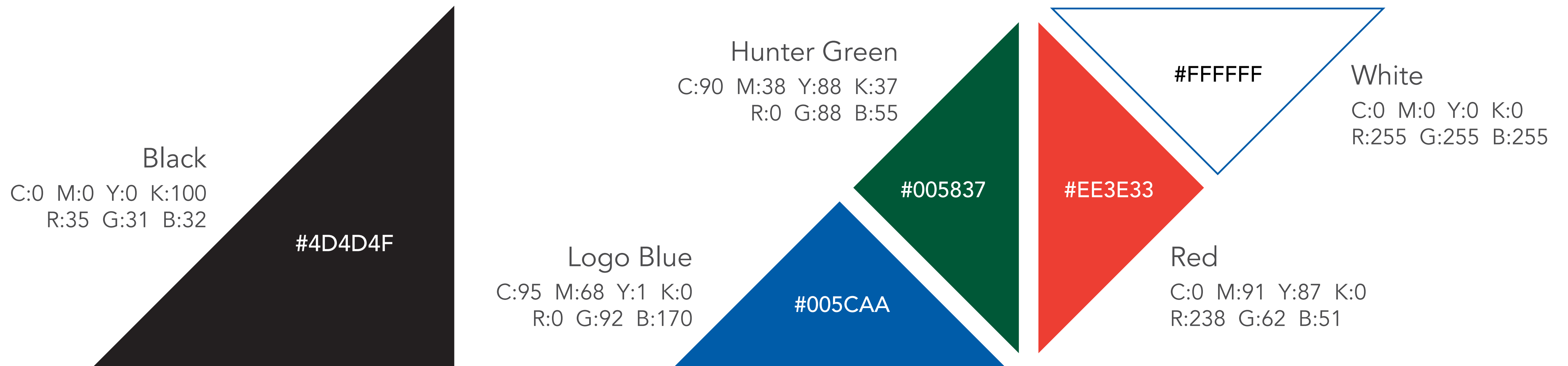


Use colored logo on white backgrounds only.



Use black logo on Spectrum green or light colored backgrounds.

# LOGGO COLORS



# BRAND COLORS

PRIMARY COLOR

SECONDARY COLORS



BRAND

TYPOGRAPHY

Primary Header Font

**Avenir LT Std 95 Black**

**AaBbCcDdEeFfGg  
HhIiJjKkLlMmNn  
OoPpQqRrSsTtUu  
VvWwXxYyZz  
1234567890**

Primary Body Font

Avenir LT Std 45 Book

AaBbCcDdEeFfGg  
HhIiJjKkLlMmNn  
OoPpQqRrSsTtUu  
VvWwXxYyZz  
1234567890

Secondary Font Choices

*35 Light* | *35 Light Oblique* | *45 Book Oblique* | 55 Roman | 65 Medium | **85 Heavy**

# EMAIL TYPOGRAPHY

Not all software has Avenir installed as a selection. In those cases, Arial Bold and Regular are used as a substitute.

Primary Header Font

**Arial Bold**

**AaBbCcDdEeFfGg  
HhIiJjKkLlMmNn  
OoPpQqRrSsTtUu  
VvWwXxYyZz  
1234567890**

Primary Body Font

Arial Regular

AaBbCcDdEeFfGg  
HhIiJjKkLlMmNn  
OoPpQqRrSsTtUu  
VvWwXxYyZz  
1234567890

