



SPIRIT
OF
CONSTRUCTION

BRAND STANDARDS GUIDE

TYPOGRAPHY

TIMES NEW ROMAN

A classic, easily recognizable font with a rich history.

SMALL CAPS

Aids legibility at smaller rendering sizes and gives more weight while not needing to resort to bold variants.

ABCDEFGHIJKLM

abcdefghijklmnopq

123456789?&%\$!*

ABCDEFGHIJKLM

abcdefghijklmnopq

*123456789?&%\$!**

ABCDEFGHIJKLM

abcdefghijklmnopq

123456789?&%\$!*

ABCDEFGHIJKLM

abcdefghijklmnopq

123456789?&%\$!*

COLOR

LOGO COLORS

The Spirit of Construction color palette reinforces the elegance of the formal event and classiness of the brand.



SoC YELLOW

| CMYK | | RGB | | SPOT |
|------|-----|-----|-----|----------------------|
| C | 0 | R | 255 | 7406 C |
| M | 20 | G | 203 | Pantone Solid Coated |
| Y | 100 | B | 5 | |
| K | 0 | | | |



SoC BLACK

| CMYK | | RGB | | SPOT |
|------|-----|-----|---|----------------------|
| C | 0 | R | 0 | Process Black C |
| M | 0 | G | 0 | Pantone Solid Coated |
| Y | 0 | B | 0 | |
| K | 100 | | | |

COLOR

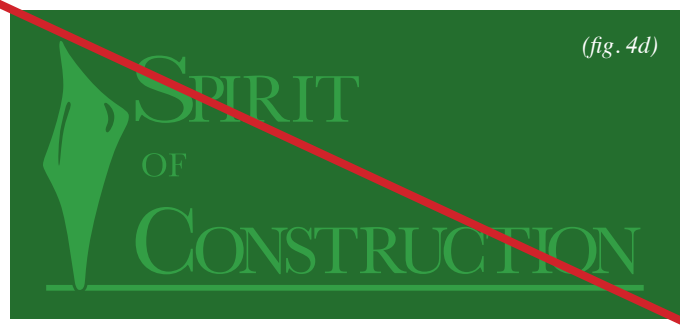
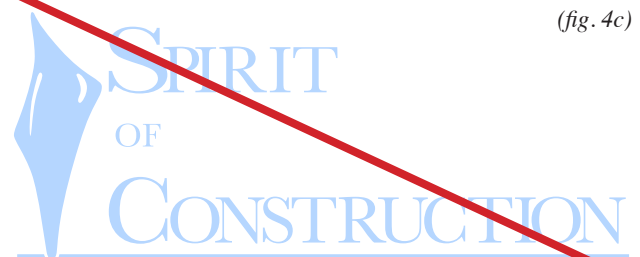
SUBSTITUTIONS

Spot colors listed for 2-color print runs. Metallic gold pigment can be substituted for SoC Yellow if desired. White can be substituted for SoC Black in reverse contrast situations (fig. 4a).



VARIATIONS

Logo may be printed as a single color of any high saturation color (fig. 4b); ie. no pastels or faded colors (fig. 4c). Color must mesh with the scheme of the document it is used in and have an adequate level of contrast with the background (fig. 4d).



USAGE

VARIATIONS

Acceptable variations are an abbreviated “S of C” version (*fig. 5a*) for conservation of space or the “Trophy” logomark individually (*fig. 5b*).



fig. 5a



fig. 5b

SPACING

The Spirit of Construction logo should always be surrounded by a clear space. The clear space may be white, the color of the background or a simple area of a photo. The clear space should never be cropped or infringed upon in any way.

The clear space ratio is related to the height and width of the entire logo. The clear space should ALWAYS be half (0.5) of the height of the logo (*fig. 5c*).

| | | |
|------|---|------|
| 0.5A | | 0.5A |
| A |  | A |
| 0.5A | | 0.5A |

fig. 5c

SIZE

The minimum size that the Spirit of Construction logo can appear is 1 inch in height (*fig. 5d*). “S of C” (*fig. 5e*) and “Trophy” (*fig. 5f*) variants may be 0.5 inches in height.



fig. 5d

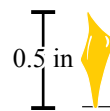


fig. 5e

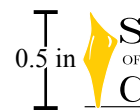


fig. 5f