SFS

SMITH FIRE SYSTEMS

VALUE | SERVICE | INTEGRITY

BRANDGUIDELINES

V. 1   MARCH 2021

CORPORATE LOGO

CORPORATE LOGO WITH TAGLINE

Full Color

One Color

Black

SFS
SMITH FIRE SYSTEMS

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When reversing the full color logo, do not deviate from these color specifications.

PRIMARY COLORS

CMYK
c 100
m 60
y 0
k 75

RGB
r 0
g 28
b 72

HEX
001c48

SPOT
pms 295

CMYK
c 21
m 100
y 95
k 13

RGB
r 177
g 32
b 41

HEX
b12029

SPOT
pms 7621

ACCENT COLORS

CMYK
c 96
m 77
y 0
k 0

RGB
r 21
g 85
b 166

HEX
1555a6

SPOT
pms 2728

CMYK
c 27
m 16
y 8
k 0

RGB
r 185
g 198
b 215

HEX
b9c6d7

SPOT
pms 537

CMYK
c 56
m 46
y 44
k 10

RGB
r 118
g 119
b 122

HEX
76777a

SPOT
pantone cool grey 8

MYRIAD VARIABLE CONCEPT CONDENSED

Myriad is a humanist sans-serif typeface designed by Robert Slimbach and Carol Twombly for Adobe Systems. Myriad was intended as a neutral, general-purpose typeface that could fulfill a range of uses and have a form easily expandable by computer-aided design to a large range of weights and widths.

Myriad Variable Concept Condensed Light
0123456789
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Myriad Variable Concept Condensed
0123456789
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Myriad Variable Concept Condensed Light Italic
0123456789
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Myriad Variable Concept Condensed Italic
0123456789
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Myriad Variable Concept Condensed SemiBold
0123456789
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Myriad Variable Concept Condensed Bold
0123456789
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Myriad Variable Concept Condensed SemiBold Italic
0123456789
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Myriad Variable Concept Condensed Bold Italic
0123456789
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

WHITE
SPACE
is our friend.

In order for the logo to looks its very best, you need to give it a little space to breathe. Use "SMITH" as your minimum clearance reference, but remember this is the minimum clearance. The more space, the better.

Do not deviate from designated colors.

Do not place logo over busy background.

Do not rotate logo.

Do not place a drop shadow behind
(or second outline around) the logo.