

The logo for Stevens is displayed in a bold, sans-serif font. The word "STEVENS" is rendered in dark blue. The letter "E" is replaced by three horizontal green bars. The letter "V" is replaced by a blue water droplet shape. The letters "S", "T", "N", and "S" are in the standard dark blue color.

STEVENS

STEVENS

Brand Guidelines

The logo must maintain adequate contrast and visibility in all applications (e.g. avoid using the logo on a patterned or brightly coloured background that would conflict or clash with the colour or legibility). The full colour version should be the first choice for most applications but alternative versions are also provided to maximize legibility in greyscale/newsprint and on darker backgrounds.

FULL COLOUR

Should be the first choice for most applications (website, business cards, etc).



FULL COLOUR REVERSE

For use on dark backgrounds



GREYSCALE

For use in greyscale printing/newsprint



ONE COLOUR WHITE

For use in greyscale printing/newsprint on a dark background



ONE COLOUR BLACK

For use in greyscale or one colour printing in black



The tagline for Stevens is “Measurements to Mind”. The tagline version of the logo is provided in all the same formats as the standard version (as seen below.)

FULL COLOUR

Should be the first choice for most applications (website, business cards, etc).



FULL COLOUR REVERSE

For use on dark backgrounds



GREYSCALE

For use in greyscale printing/newsprint



ONE COLOUR WHITE

For use in greyscale printing/newsprint on a dark background



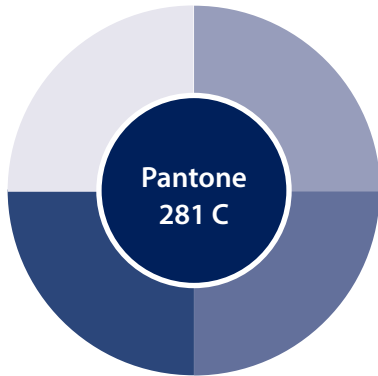
ONE COLOUR BLACK

For use in greyscale or one colour printing in black

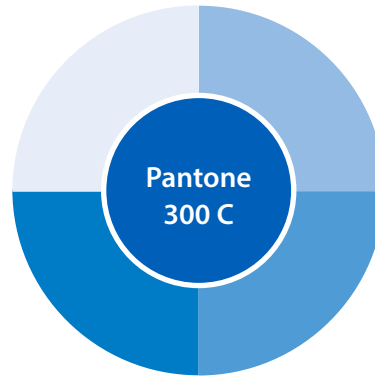


COLOURS

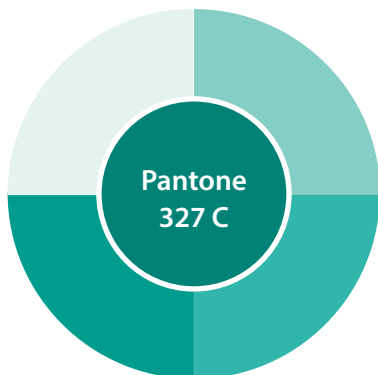
The colour palette consists of four main colours (Pantone colour values for Pantone, CMYK, RGB and HEX are shown below).



CMYK 100 - 90 - 31 - 34
RGB 6 - 31 - 91
HEX # 001F5B



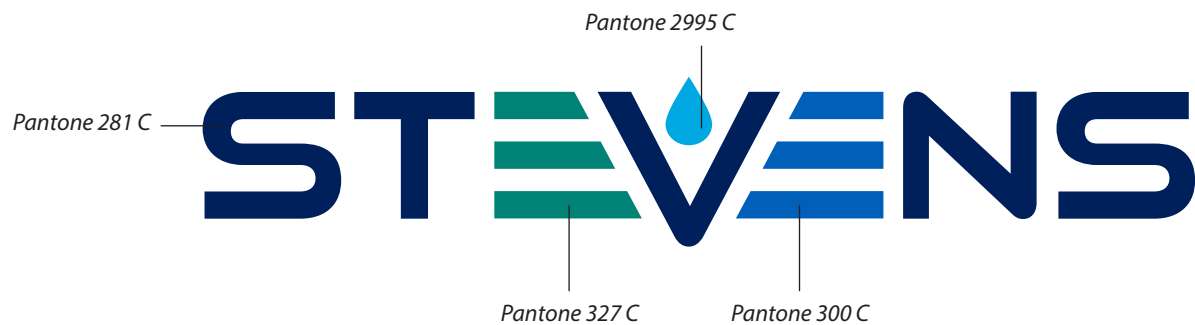
CMYK 100 - 62 - 6 - 0
RGB 0 - 92 - 185
HEX # 005CB9



CMYK 100 - 21 - 64 - 7
RGB 0 - 131 - 117
HEX # 008375



CMYK 80 - 12 - 1 - 0
RGB 0 - 168 - 225
HEX # 00A8E1



CLEAR SPACE

In order to maximize its visual presence the logo requires a surrounding area clear of any other graphic elements or text. The minimum clear space should be in relation to the height of the "S" in the logo. This will help maintain clarity and impact in relation to other elements.



MINIMUM SPACE

The logo must be clearly visible and reproduced consistently. For this reason a minimum size has been established. The size is .25" measured across the height of the logo.



Note: The logo must be enlarged or reduced proportionately – not stretched or distorted horizontally or vertically



The font used in the logo is Goodtimes and it reflects the modern and forward thinking aspects of the brand. Since it is a highly stylized font and only has one weight (and no lowercase set) it should be used sparingly on materials (for main titles and headlines only). The tagline in the logo is set in Etelka Pro which provides a nice contrast to Goodtimes and comes in a wide choice of weights and widths that work great for longer bodies of text as well as online copy.



Goodtimes

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 " " ! ? . ,

Etelka Pro

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
 a b c d e f g h i j k l m n o p q r s t u v w x y z
 1 2 3 4 5 6 7 8 9 " " ! ? . ,

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 " " ! ? . ,

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 " " ! ? . ,

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 " " ! ? . ,

The suggested typographical hierarchy is shown below, with Etelka used in the main body copy, subtitles and headlines and Goodtimes used sparingly for the main titles only.

MAIN TITLE — *Goodtimes - 32 pt*

Title Level 1 — *Etelka Medium Pro - 25 pt*

Title Level 2 — *Etelka Medium Pro - 20 pt*

Subtitle heading — *Etelka Medium Pro - 14 pt*

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque sed enim lorem. In placerat aliquet nisi in euismod. Vestibulum feugiat ipsum diam, at dignissim ante venenatis in. Phasellus vel tellus bibendum, fermentum tellus vel, maximus purus. Maecenas neque neque, interdum et metus non, volutpat condimentum ex. Phasellus interdum condimentum eros at molestie. Sed eget est bibendum, condimentum purus at, iaculis nulla.

Mauris tellus purus, malesuada a risus eget, sagittis interdum turpis. Vivamus tempor gravida est, nec auctor augue molestie consequat. Aenean vitae interdum eros. In imperdiet enim sit amet dictum ullamcorper. In hac habitasse platea dictumst. Praesent odio libero, volutpat quis dapibus vitae, sagittis nec arcu. Donec ultricies et ex at suscipit. Vestibulum dictum molestie neque ornare commodo. Nullam non dictum ante. Aliquam euismod, eros sed congue cursus, odio leo commodo ligula, sit amet facilisis urna sapien id turpis.

1. Donec vestibulum ultricies nisi, eget sollicitudin purus
2. Phasellus interdum condimentum eros at molestie.
3. Ivamus iaculis nibh tortor, vel bibendum ex interdum id.
4. Aenean vitae interdum eros. In imperdiet enim sit

*Etelka Light
10 pt*

The logo is provided in both JPG and AI (vector) file formats. The JPG is the standard for on screen viewing and web while the AI version is best for high resolution printing and large format graphics. The JPG formats provided are in both CMYK and RGB colour space. The AI formats are in Pantone and CMYK colour space.

The chart below provides a guide to choosing the best file for the application.

Format	Application
AI (Pantone colour space)	Offset printing Large format signage
AI (CMYK colour space)	Digital printing Large format signage
JPG (RGB colour space) 72 dpi	On-screen or online only
JPG (CMYK colour space) 300 dpi	Internal printing (laser printing)

Additional file formats are available upon request.