

FLATIRON | DRAGADOS BRAND IDENTITY STYLE GUIDE





BRAND LOGOS

The cornerstone of Flatiron|Dragados visual identity is the logo. Instantly recognizable yet simple and clean. It's construction is as contemporary and modern expression of both our heritage and our future.

The preferred use for the logo is the - primary standard logo. It should be used, without alteration, to officially brand items. Be sure to review the following pages for specific usage guidelines for each logo version.

Preferred



Primary Standard Logo

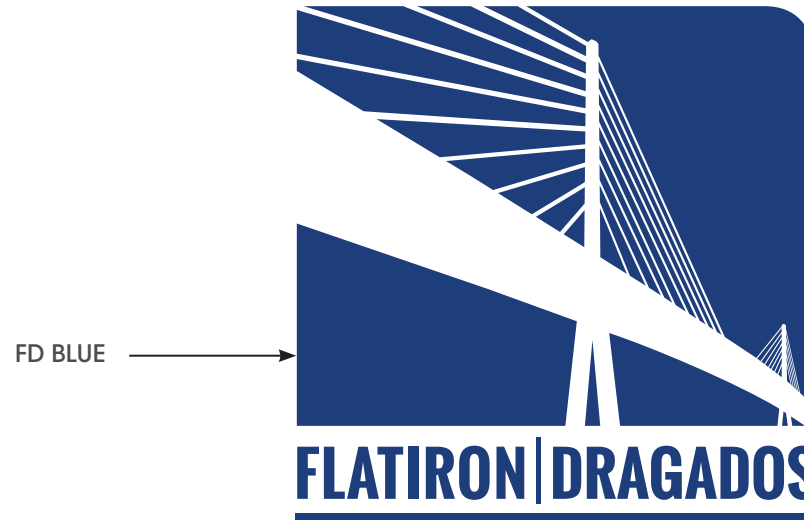




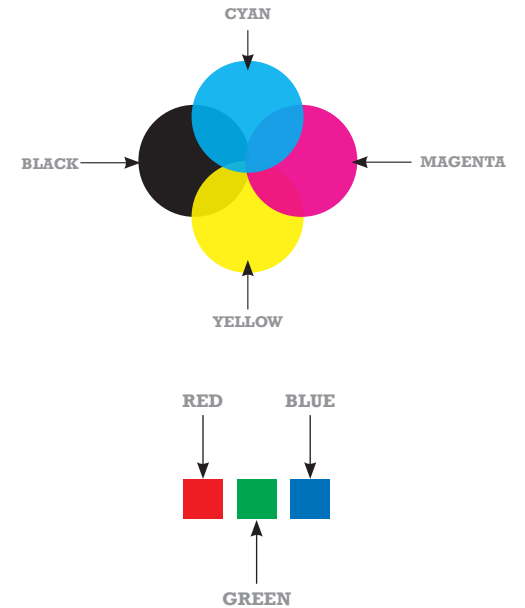
COLOR SPECIFICATIONS


The logo is based on a core set color. Additional colors are not available for this logo. If you need to order a product with a logo imprint, follow the guidelines and relative color found in this style guide.

Color



Primary Standard Logo



COLOR:	PANTONE	C	M	Y	K	R	G	B	HEX#
FD BLUE 	287 C	100%	87%	20%	10%	32	61	124	203d7c



GRAYSCALE SPECIFICATIONS

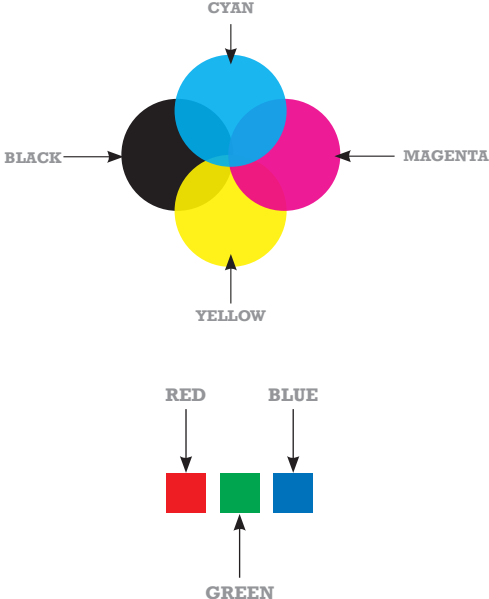
The logo is based on a core set color. Additional colors are not available for this logo. If you need to order a product with a logo imprint, follow the guidelines and relative color found in this style guide.


Grayscale

FD GRAYSCALE →



Primary Standard Grayscale Logo



COLOR:	PANTONE	C	M	Y	K	R	G	B	HEX#
FD GRAYSCALE 	Cool Gray 9 C	0%	0%	0%	70%	109	111	113	6d6f71



TYPOGRAPHY:

FONTS/TYPEFACES

The preferred typeface or font used with the Flatiron|Dragados logo in any communication piece is Sans-serif font called "Oswald Bold".

Oswald Bold should be used in subheads, section headings, and product descriptions. Short headlines or labels can be all caps, otherwise headlines and subheads are sentence case. For internal documents, such as Power Point presentations, Word documents, and e-mails, the typeface Helvetica Bold may be substituted for Oswald Bold.

Typography



Oswald Bold Font

Primary Standard Logo

Oswald Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890
 =~!@#\$%^&*()+{}|:;:'<>?.,/**



CORRECT USE OF LOGO:

Color, Grayscale, B&W Lineart

The primary use for the logo is the standard logo version - Color. When color or printing requirements prohibit this, it may be used in all black or reversed out to white. The registration mark should be black or white, not any other color.

The logo can appear on color, illustration, or photographic backgrounds, as long as the legibility and integrity of the logo are not diminished.

Logo may be used by third parties, under license only (partner communications, co-marketing, sponsorships, etc.).

Color



Primary Standard Logo

Preferred Color



Preferred Grayscale



Preferred B&W





CORRECT USE OF LOGO:

On Backgrounds

The primary use for the logo is the standard logo version - Color. When color or printing requirements prohibit this, it may be used in all black or reversed out to white. The registration mark should be black or white, not any other color.

The logo can appear on color, illustration, or photographic backgrounds, as long as the legibility and integrity of the logo are not diminished.

Logo may be used by third parties, under license only (partner communications, co-marketing, sponsorships, etc.).

Backgrounds



Primary Standard Logo

Gray Background



White Background



Black Background



Blue Background





CORRECT USE OF LOGO:

On Apparel/ Merchandise

Flatiron|Dragados logo should, be used primarily for construction apparel such as: Hard Hats, shirts, caps, patches, embroidery, screen-printing, etc.

Logo may be used by third parties, under license only (partner communications, co-marketing, sponsorships, etc.).

Apparel



Primary Standard Logo

Examples of the primary standard logo usage on construction apparel



Construction Hard Hat



Construction Safety Vest



Cap



Polo Shirt



INCORRECT USE OF LOGO:

Do not alter the Flatiron | Dragados logo in anyway.

- Do not animate, color, rotate, skew, or apply any effects to the Flatiron | Dragados logo.
- Do not separate the elements. Never attempt to create the logo yourself, change the font, or alter the size or proportions of logo.
- Do not attempt to stage the logo yourself on a tag or alter the space between the the graphic element and the "Flatiron | Dragados" text of the logo.

Incorrect Use



Primary Standard Logo

Do not: Stretch, Skew, Rotate, Flip or Distort Logo in anyway.



Stretch



Skew



Rotate



Flip



Distort



USE RESTRICTIONS:

To ensure the prominence, clarity and visual impact of Flatiron|Dragados brand mark, please adhere to the following guidelines regarding acceptable clear space and size.

Incorrect Use

Minimum Clear Space



x = half of logo circle from outer edge

To maintain the visual impact of the Flatiron|Dragados brand, never place any graphic or typographic element closer to the brand mark than the minimum clear space indicated above.

When reproducing the Flatiron|Dragados brand using the best reproduction process available (e.g., offset printing) never present the logo any smaller than the minimum 0.32 inch (8mm) width indicated here for color use, 0.35 in (8.9mm) for full-color use. To maintain legibility of the identity's elements, this minimum size may need to be increased depending on the type of reproduction process being utilized.

Minimum Size





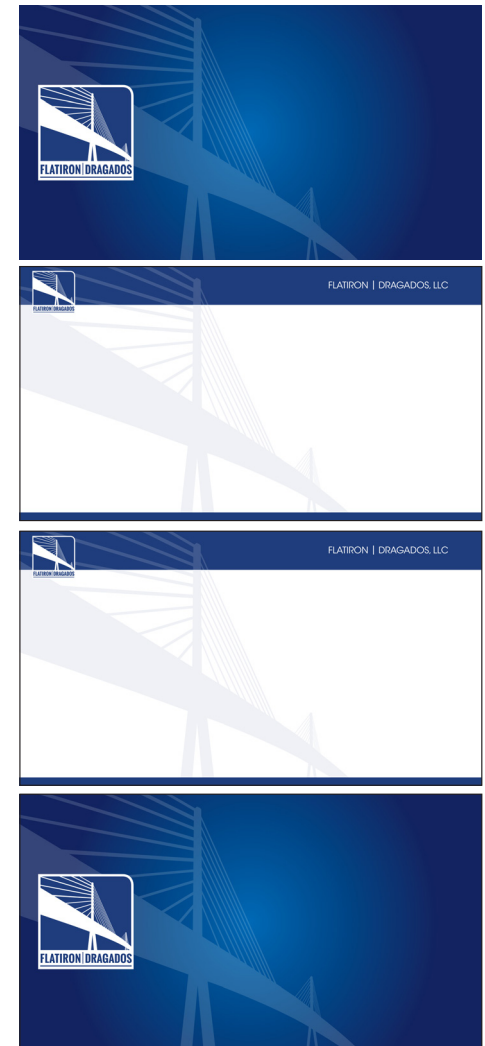
POWERPOINT PRESENTATION TEMPLATE:

To ensure the prominence, clarity and visual impact of Flatiron|Dragados brand mark, please utilize only approved presentation templates included in this guide.

Powerpoint Slides Version1



Powerpoint Slides Version2

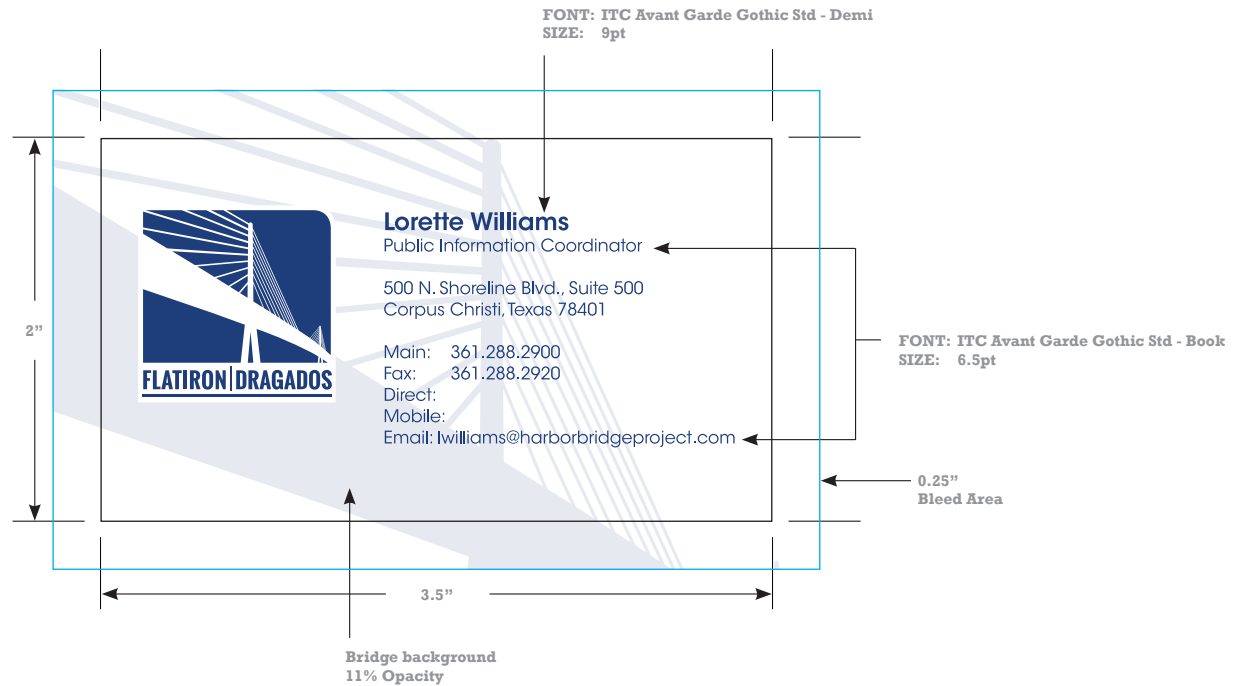




BUSINESS CARD TEMPLATE:

To ensure the prominence, clarity and visual impact of Flatiron|Dragados brand mark, please adhere to the following guidelines when printing standard business cards.

Business Card 3.5"x2"

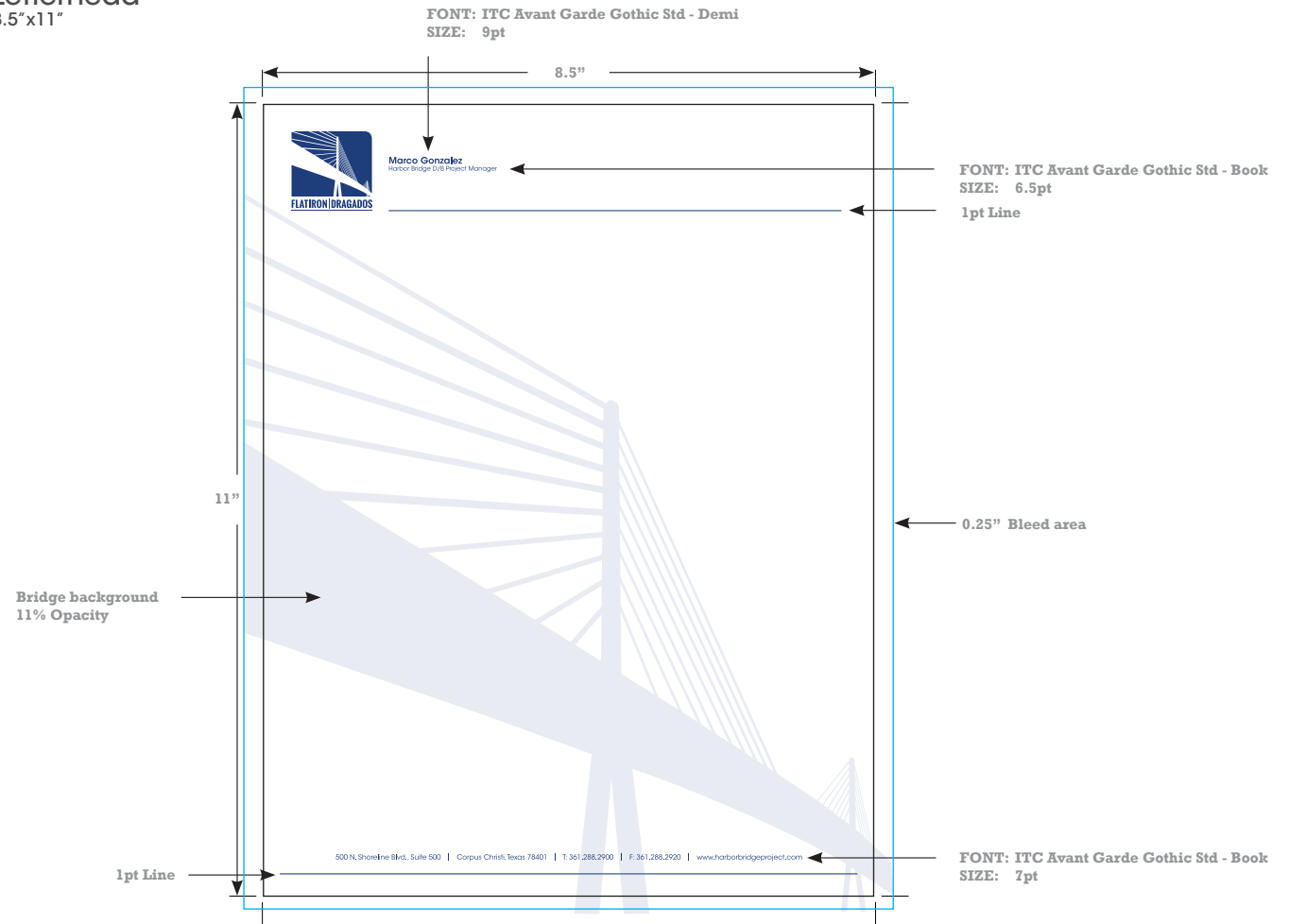




STATIONERY LETTERHEAD TEMPLATE:

To ensure the prominence, clarity and visual impact of Flatiron|Dragados brand mark, please utilize only approved letterhead templates included in this guide.

Letterhead 8.5"x11"





EMAIL SIGNATURE TEMPLATE:

To ensure the prominence, clarity and visual impact of Flatiron|Dragados brand mark, please utilize the approved email signature template included in this guide.

Email Signature 700 pixels x 185 pixels

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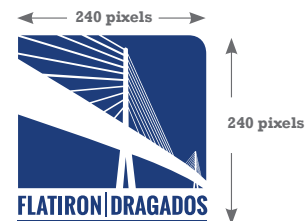
SOCIAL MEDIA:

To ensure the prominence, clarity and visual impact of Flatiron|Dragados brand mark, the following logos are approved for use via social media channels.

Social Media Twitter



Twitter/Profile Photo

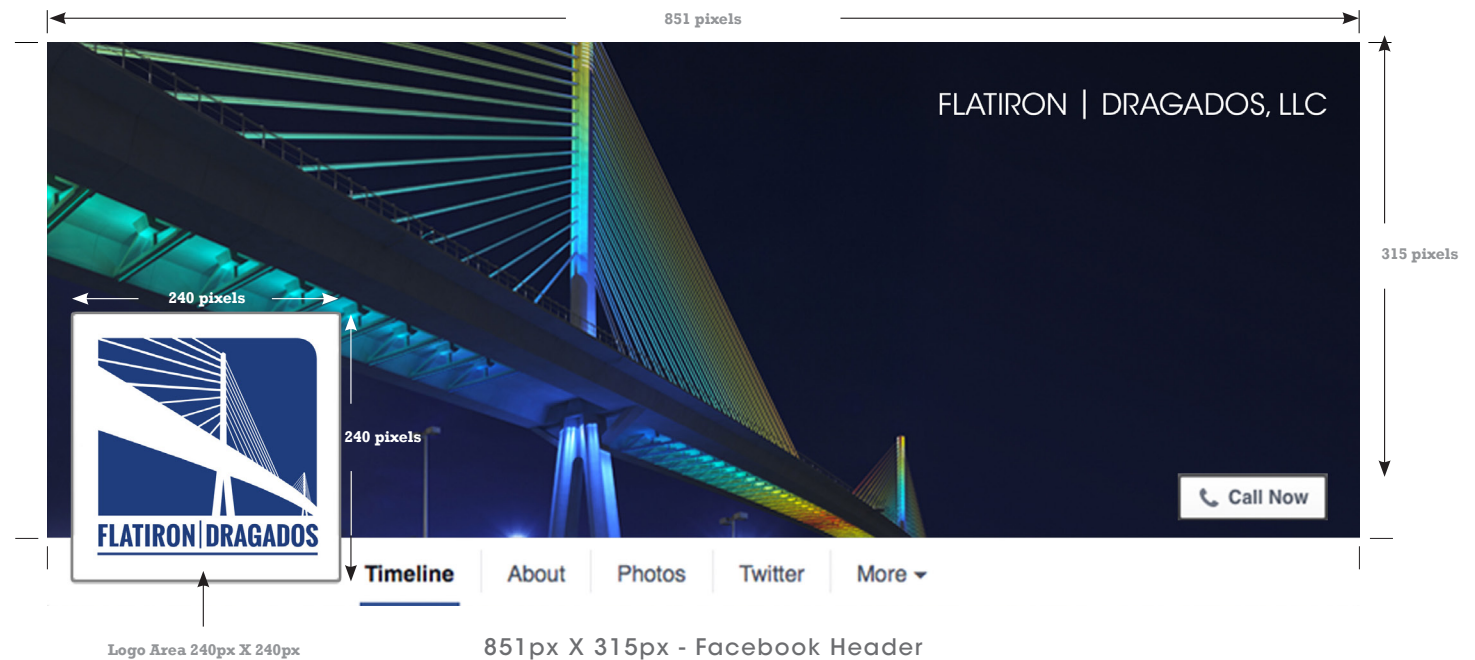




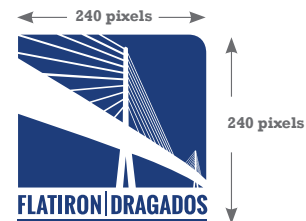
SOCIAL MEDIA:

To ensure the prominence, clarity and visual impact of Flatiron|Dragados brand mark, the following logos are approved for use via social media channels.

Social Media Facebook



Facebook/Profile Photo





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