

# BRAND GUIDE

Schneider Building Company

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# Logos and Usage

## MAIN LOGO



NEGATIVE VERSION



DARK VERSION



LIGHT VERSION



ALTERNATE LOGOS

SBC

Connect • Collaborate • Construct

SBC

NEGATIVE VERSION



DARK VERSION



LIGHT VERSION



LOGO CLEARSPACE



INCORRECT LOGO USE



Stretched



Incorrect size and proportions



Sheared or italics



Incorrect colors and low contrast

# Typography

---

PRIMARY FONT

---

**Times**

**Aa**

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ**

**abcdefghijklmno  
pqrstuvwxyz**

**1234567890**

**!@#\$%^&\*()**

---

SECONDARY FONT

---

Montserrat

Aa

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

abcdefghijklmno  
pqrstuvwxyz

1234567890

!@#\$%^&\*()

## TYPE HIERARCHY

# TITLE

Times Bold  
60 pt  
All caps

## Header

Times Regular  
45 pt  
Title case

### HEADLINE

Montserrat Bold  
18 pt  
All caps

*Subtitle*

Montserrat SemiBold Italic  
12 pt  
Title case

Contents

Montserrat Regular  
9 pt  
Sentence case

# TITLE

## Header

### HEADLINE

*Subtitle*

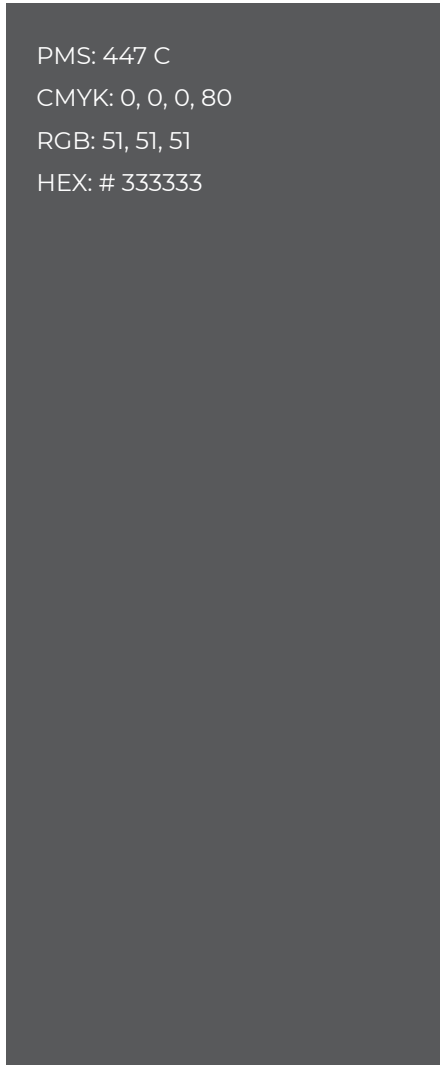
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Vul illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

# Color Palette

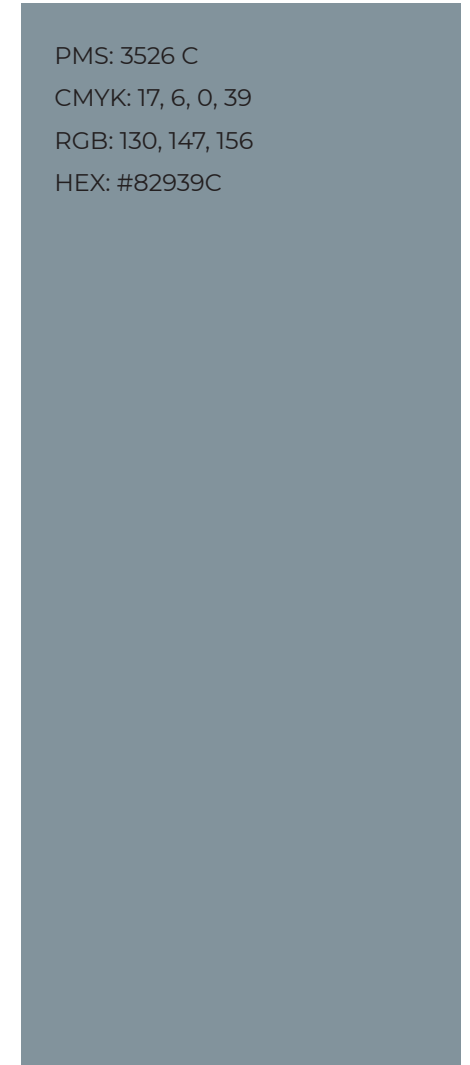
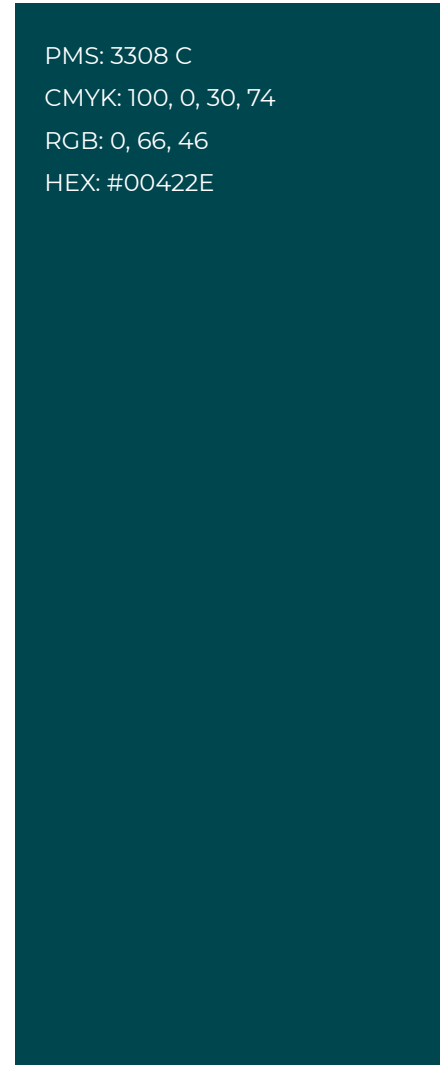
## Primary



## Secondary



## Tertiary





# Mood Board



# Brand In Use

