

Drexel™

BUILDING SUPPLY

Logo & Brand
Identity Guidelines

Supply. Happiness.



Contents

1.0	Contents
2.0	Logo Specifics
3.0	Typography Details
4.0	Color Specifics
5.0	Logo Styles (Building Supply)
5.1	Logo Styles (Oval)
5.2	Logo Styles (Supply. Happiness.)
6.0	Logo Practices

Logo Specifics



Logo Clear Space

Grey stripped area indicates Safe Zone. Other graphical and visual elements can be safely positioned up to the adjoining Blue area.

Blue indicates Clear Space. The blue area must be kept free of all other graphical and visual elements.

The minimum required Clear Space is defined by the measurement equal to the height of the uppercase "B" of "Building Supply."

Typography Details

Raleway (Extra Bold)

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 1 2 3 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 0 ! @ # \$ % ^ & * () ?

COPPERPLATE GOTHIC (REGULAR)

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 1 2 3 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 0 ! @ # \$ % ^ & * () ?

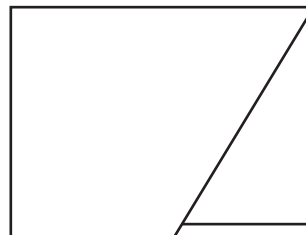
Color Specifics

Primary Colors



Pantone Reflex Blue

PROCESS C100 M95 Y13 K9.5
SCREEN R0 G29 B135
WEB HTML001D87



White

PROCESS Co Mo Yo Ko
SCREEN R255 G255 B255
WEB HTMLFFFFFF

Secondary Colors



Pantone 2388

PROCESS C100 M74 Y0 K0
SCREEN R43 G86 B163
WEB HTML2B56A3



Pantone 297

PROCESS C65.6 M0 Y6 K0
SCREEN R114 G193 B228
WEB HTML72C1E4



Pantone 2013

PROCESS Co M49.5 Y100 K0
SCREEN R224 G147 B47
WEB HTML E0932F



To Match Sherwin-Williams SW6517 Regatta

PROCESS C97.6 M88.6 Y52.2 K3.9
Only to be used for interior wall graphics

Logo Styles (lock-ups)



Logo & Brand Identity Guidelines

Logo Styles (Drexel - Building Supply)



On Reflex Blue

Use White on a
Reflex Blue Background



On White

Use Reflex Blue on a
White Background



On Black

Use White on a
Black Background



In Black

If Reflex Blue is not
Appealing use Black on a
Light Colored Background



In White

If Reflex Blue is not
Appealing use White on a
Dark Colored Background

Logo Styles (lock-ups)



Logo & Brand Identity Guidelines

Logo Styles (Drexel - Oval)



In Reflex Blue Oval
Use White for Logo and Stripe



In White Oval
Use Reflex Blue for Logo and Stripe



In Reflex Blue Shape
Use White for Logo



In White Shape
Use Reflex Blue for Logo and Add a Stripe

Logo Styles (lock-ups)



Logo & Brand Identity Guidelines

Logo Styles (Drexel - Supply. Happiness.)



On White

Use Reflex Blue on a White Background



On Reflex Blue

Use White on a Reflex Blue Background



On Black

Use White on a Black Background



In Black

If Reflex Blue is not Appealing use Black on a Light Colored Background



In White

If Reflex Blue is not Appealing use White on a Dark Colored Background

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Tag Line

You can use the Tag Line alone. Follow above color restrictions.

Supply. Happiness.

Tag Line

Use CMYK color match to Sherwin-Williams SW6517 Regatta for interior wall graphics only.

PROCESS C97.6 M88.6 Y52.2 K3.9

Supply. Happiness.

5.2



Logo Practices





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