



**BEISSE**  
LUMBER COMPANY

# LOGO STYLE GUIDE

2019

The purpose of this guide is intended to be used as a reference. It is our goal to maintain a consistent use of our logo and company colors on all materials.

# PRIMARY LOGO

The Beisser logo is constructed of two main elements, the “B” symbol and the company name. While the symbol can be used on its own as a secondary logo, the company name should always be combined with the “B” symbol.

The “B” symbol is a mash up of the letters “B” and “L”. The diagonal cut implies the precision woodwork done by our company.

Primary Logo



Secondary “B”  
only symbol



# ALTERNATE LOGOS

In the case where our primary logo can not be used in its full color version, we have alternate one-color options available. See below.

1 Color Green



1 Color Black

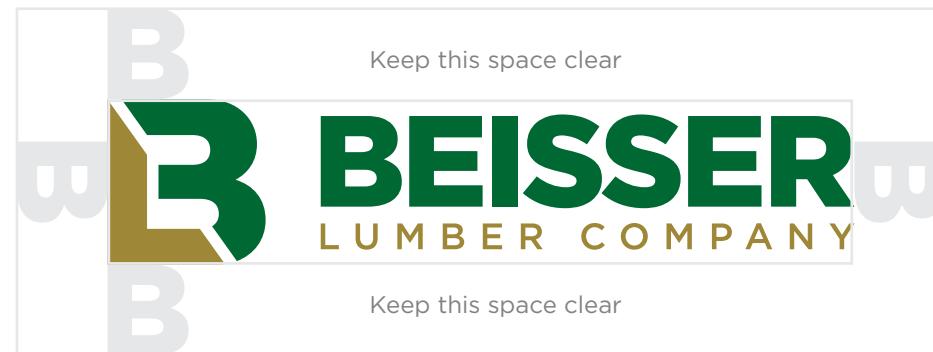


Reversed White



# LOGO USE

In order to maintain a proper consistent brand it is important that our logo be used correctly. This means to allow proper space around the logo and to use at appropriate sizes to keep clear legibility.



Ensure that the logo is not used at a size where the height is less than 0.375" (3/8").



# INCORRECT USE

While we encourage creativity with our brand, there are particular things we do not allow with the use of our logo. The following are examples of how NOT to use or treat our logo.

Do NOT change the colors in our logo.



Do NOT change the proportions or distort the logo.



Do NOT apply a drop shadow or any other shading treatments to the logo.



Do NOT change the angle of the logo.



Do NOT use the logo on a busy background pattern or texture.



Do NOT rearrange the elements of the logo from its intended layout.



# LOGO COLORS

Our primary brand colors are forest green and brown to reflect the material we work with and the “blue collar” mentality they portray.



Green:  
CMYK: 90 / 30 / 100 / 300  
RGB: 0 / 104 / 52  
Pantone: PMS 349 C  
((006834))



Brown:  
CMYK: 41 / 43 / 100 / 4  
RGB: 158 / 134 / 53  
Pantone: PMS 7754 C  
(9E8635)

# LOGO FONT

The font used to create the logo is Gotham. While the variant within the font family used for the logo is Gotham Black and Gotham Medium, the entire font family can be used within the brand materials.

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Gotham Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Gotham Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890