



## BRAND STANDARDS GUIDE

# TABLE *of* CONTENTS

---

LOGO USAGE .....	3-6
COLORS .....	7
TYPOGRAPHY .....	8-9



**Quality  
& Service**  
*Since 1935*



# LOGO USAGE

---

## Sargent Upholstery's logo suite provides many file formats that suit a variety of uses:

- **AI: Adobe Illustrator** – This is the native file type that we used to create your logo, and it is saved in the most current version of Adobe Illustrator. Because Illustrator saves the artwork as vector, it can be reproduced at any size without becoming pixelated.
- **EPS: Encapsulated Postscript** – This is another widely-used vector file format for reproducing your logo at any size without deteriorating the quality. It is saved down to be compatible with Adobe Illustrator as far back as version CS4 (2008).
- **PDF: Portable Document Format** – This file format features the benefits of vector artwork, but unlike AI and EPS files, it requires no expensive design software to open and view. This file format may be viewed with the free Adobe Reader app available at: [get.adobe.com/reader/](http://get.adobe.com/reader/).
- **JPG: Joint Photographic Experts Group** – This is the most common file format used on the web, and it is perfect for use on social media or in Microsoft Office documents. Because this file format is raster and not vector, it should never be used for high-quality print production or enlargements. If this file is sized larger than 3.6" wide, it will pixelate. For printing larger than 3.6" wide, one of the vector formats (AI, EPS, or PDF) should be used.
- **PNG: Portable Network Graphics** – This is another file format that is widely used on the web. The benefit of the PNG file format over JPG is that it supports transparency, so if the logo is placed over another image it will not have a white box around the logo. Because this file format is raster and not vector, it should never be used for high-quality print production or enlargements. If this file is sized larger than 3.6" wide, it will pixelate. For printing larger than 3.6" wide, one of the vector formats (AI, EPS, or PDF) should be used.

# LOGO USAGE

Sargent Upholstery's brand is meant to exude a bold, vintage look while maintaining a playful simplicity. The striking color palette of blue and red is eye-catching, timeless, and patriotic.

The following are footnotes and rules for using the Sargent Upholstery logo:

- A. This is the primary logo. Unless there is a conflict with other rules on this list, this logo should be used by default.
- B. This is the secondary word-only logo. It can be used in place of the primary logo in rare occasions which must be approved by Sargent Upholstery.
- C. The secondary "Quality & Service" logo is often shown with the primary logo, usually as an accent element. On rare occasions it is shown by itself.
- D. Use the "Q" of the logo at any scale to guide you in correct spacing around the logo mark.

A.



D.



B.



C.



# LOGO USAGE

These are the acceptable ways to display the Sargent Upholstery logo:

- A. **CMYK** – When displayed on a white background, it is best to show the primary logo.
- B. **BLACK** – In instances where the logo cannot be shown or printed in color, it is acceptable to display the logo as all black.
- C. **WHITE ON BLACK** – The logo may also be shown completely white against a black background.
- D. **RED** – In instances where the logo can only be printed in one color, it is acceptable to display the logo as all red.
- E. **BLUE** – In instances where the logo can only be printed in one color, it is acceptable to display the logo as all blue.
- F. **OVER PHOTOGRAPHY** – The white, black, or full color logo may be shown over photographs if the placement of the logo is over a section that isn't too complex.



# LOGO USAGE

In addition to rules of acceptable usage, there are also guidelines for how the logo should not be used. Here are the colors and applications that should be avoided:

- A. **DO NOT** change the logo colors.
- B. **DO NOT** place the black or dark logo on a dark background, or the light or white logo on a light background.
- C. **DO NOT** place the logo on a photo if it is too complex.
- D. **DO NOT** distort or stretch the logo.
- E. **DO NOT** place the logo over colors that are not part of the approved brand color palette.
- F. **DO NOT** place graphics or text within the clear space of the logo.
- G. **DO NOT** alter the logo font.
- H. **DO NOT** rotate the logo at any other angle other than 90°.

✗ A.



✗ B.



✗ C.



✗ D.



✗ E.



✗ F.



This text is too close

✗ G.

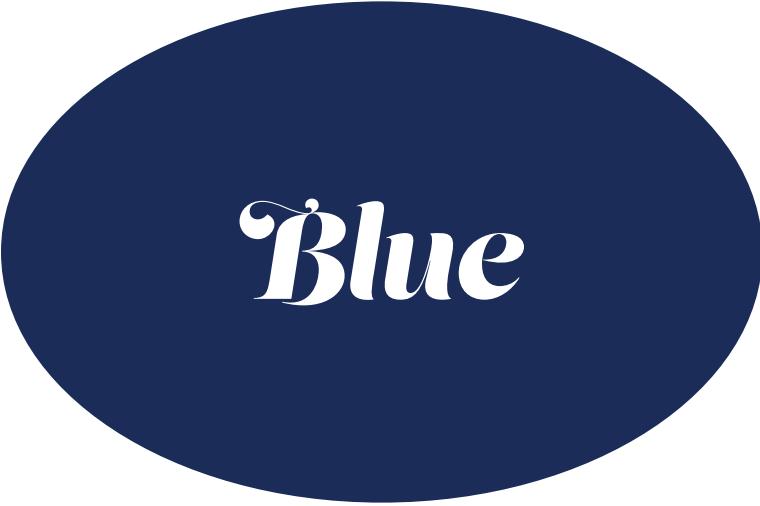


✗ H.



# COLORS

---



*Blue*

Pantone: 534 C

CMYK: 100, 89, 37, 31

RGB: 27, 45, 88

Hex: #1B2D58



*Red*

Pantone: 185 C

CMYK: 1, 99, 97, 0

RGB: 236, 28, 36

Hex: #EC1C24

# TYPOGRAPHY

---

## PRIMARY FONT

Work Sans is the primary font used in the Sargent Upholstery brand:

- A. **Work Sans Bold** – This font is typically used in headlines, subheads, and other titles (displayed in ALL CAPS or Title Case). It can also be used in body copy to highlight particular text.
- B. **Work Sans Medium** – This font is typically used in headlines, subheads, and other titles (displayed in ALL CAPS).
- C. **Work Sans Regular** – This font is used in body text and call-outs (displayed in Sentence case).
- D. **Lust Script Regular** – This font is used in the logo, and should be used sparingly for design accents.

### A. Work Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### B. Work Sans SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### c. Work Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### D. Lust Script Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

# TYPOGRAPHY

---

## SUBSTITUTE FONT

In instances where Work Sans cannot be used, such as emails, and Microsoft Word documents, it is acceptable to use Century Gothic as a substitute.

This font should ONLY be used if Work Sans is not available in that particular media:

**A. Century Gothic Bold** – This font is typically used in headlines, subheads, and other titles (displayed in ALL CAPS or Title Case). It can also be used in body copy to highlight particular text.

**B. Century Gothic Regular** – This font is used in body text and call-outs (displayed in Sentence case).

If Work Sans and Century Gothic are unavailable, use Arial.

### A. Century Gothic Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### B. Century Gothic Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz