

# Brand

*A brand mark is one of the most crucial customer facing touchpoints a brand possesses. Because of this, great care should be taken to ensure that consistency is maintained every time the brand mark is used.*

*The following pages will help make informed decisions when working with the Stahlin brand mark and it's elements.*

# Use this...

*This is the primary Stahlin brand mark. Whenever possible, this mark should be used, unless space issues dictate an alternative.*

*Contact the marketing department to obtain the appropriate electronic files, and if you have any questions about the proper usage of the brand mark. Reverse (knock-out) versions are also available. Do not attempt to recreate the brand mark.*



# and this...

*If the brand mark is used on a background that does not provide sufficient contrast for the primary brand mark, this reversed version should be used.*

*“A Robroy Enclosures™ Brand” can be displayed in gray or white depending on required contrast.*

*Contact the marketing department to obtain the appropriate electronic files, and if you have any questions about the proper usage of the brand mark. Do not attempt to recreate the brand mark.*



# and these.

*This alternate vertical, or stacked, version of the brand mark is provided for use when space and format issues prohibit the primary brand mark from being used.*

*Contact the marketing department to obtain the appropriate electronic files, and if you have any questions about the proper usage of the brand mark. Do not attempt to recreate the brand mark.*



# These are useful too.

*The “Block S” brand mark may also be used by it self. If it is, care should be taken to ensure the full brand mark is used elsewhere in the composition, so that the Stahlin brand is properly represented.*

*Contact the marketing department to obtain the appropriate electronic files, and if you have any questions about the proper usage of the brand mark. Do not attempt to recreate the brand mark.*



# At times use these.

*Some applications will require a single color version of the brand mark. In those instances these files should be used.*

*Note there are slight variations between the positive and reverse (knock-out) versions.*

*Contact the marketing department to obtain the appropriate electronic files, and if you have any questions about the proper usage of the brand mark. Do not attempt to recreate the brand mark.*



# Alignment.

*The alignment and proportions of the brand mark are very important to maintaining consistency. The examples to the right illustrate how the elements of the brand mark relate to each other.*

*Contact the marketing department to obtain the appropriate electronic files, and if you have any questions about the proper usage of the brand mark. Do not attempt to recreate the brand mark.*



# Don't do this, please.

The Stahlin brand mark is carefully crafted. When using the brand mark, no alterations should ever be made. This page illustrates some common mistakes that should always be avoided.

Contact the marketing department to obtain the appropriate electronic files, and if you have any questions about the proper usage of the brand mark. Do not attempt to recreate the brand mark.



**X** Do not change the brand mark's colors



**X** Do not change the brand mark's proportions



**X** Do not expand or condense the brand mark vertically or horizontally



**X** Do not change the brand mark's typography



**X** Do not rearrange the brand mark's elements



**X** Do not outline the brand mark's elements



**X** Do not use versions of the brand mark that lack sufficient contrast to the background



**X** Do not use on distracting backgrounds



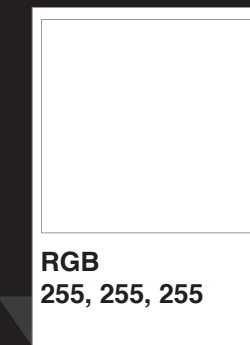
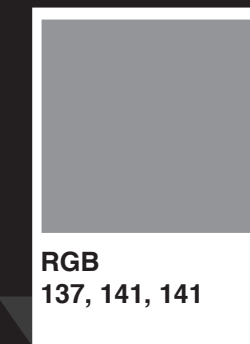
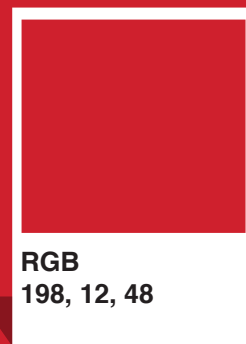
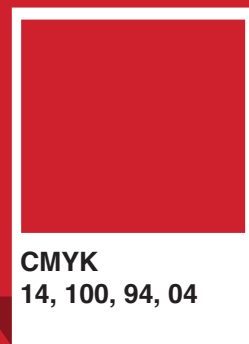
# Palette

*Accurate reproduction of Stahlin's brand colors is imperative. The following page lists the ink and color specifications that should be implemented when using the brand mark in printed or digital applications.*

*When using solid inks, use the PMS colors specified. For process printing, such as magazine ads, use the CMYK color combinations. For web and digital, use either the RGB or hexadecimal color models.*

# Use these colors...

# and these too.



# Type

*Typography (the combination of fonts, faces, weights, and styles) is an essential means for consistently communicating the Stahlin brand. Wherever possible, use the approved font for display and text in printed or digital communication and collateral.*

*These typefaces are also available for online use. For instructions on implementing these typefaces on the web, please contact the marketing department.*

# Use these...

Fira Sans Light  
*Fira Sans Light Italic*

Fira Sans Regular  
*Fira Sans Regular Italic*

Fira Sans Medium  
*Fira Sans Medium Italic*

# and these.

**Fira Sans Bold**  
***Fira Sans Bold Italic***

**Fira Sans Extra Bold**  
***Fira Sans Regular Italic***

**Fira Sans Black**  
***Fira Sans Black Italic***

# A Robroy Enclosures<sup>TM</sup> Brand

*Robroy Enclosures should always be called out in any print or digital publication as the parent brand of Stahlin<sup>®</sup> Non-Metallic Enclosures. Whenever possible, the Robroy Enclosures brand mark, seen right, should be displayed on all printed and digital marketing or promotional materials.*



# Questions?

*The guidelines presented in this document are intended to provide direction as to the approved best practices for working with the Stahlin brand and its elements. If you have specific questions please contact:*

**Robroy Enclosures Marketing Department**

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