

BRAND STYLE GUIDE



STERLING
WIRE & CABLE

LOGO CONSTRUCTION



Please leave a blank space (safe space) around the logo, free from other elements

LOGO VARIATIONS



FULL COLOR



GRAY SCALE



WHITE ON DARK BACKGROUND

LOGO MISUSE



Avoid changing the colors or saturation of the logo



Avoid stretching or compressing the logo.



Avoid adding effects like shadows and outlines to the logo.

TYPOGRAPHY

Primary

Kepler Bold

Kepler is a Modern serif designed by Robert Slimbach and released through Adobe. Kepler is named after German astronomer Johannes Kepler and was inspired by classic Modern eighteenth century typefaces. The Kepler font family has an insane amount of variations, including condensed, semi-condensed and extended, as well as display, subhead and caption styles.

Aa

Aa	Bb	Cc	Dd	Ee	Ff	Gg	Hh	Ii
Jj	Kk	Ll	Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx	Yy	Zz	
01	02	03	04	05	06	07	08	09

Secondary

Work Sans

Work Sans is a typeface family based loosely on early Grotesques, such as those by Stephenson Blake, Miller & Richard and Bauerschen Giesserei. The fonts closer to the extreme weights are designed more for display use both on the web and in print. Overall, features are simplified and optimized for screen resolutions; for example, diacritic marks are larger than how they would be in print. A version optimized for desktop applications is available from the [Work Sans github project page](#).

Light

Light Italic

Regular

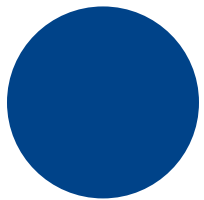
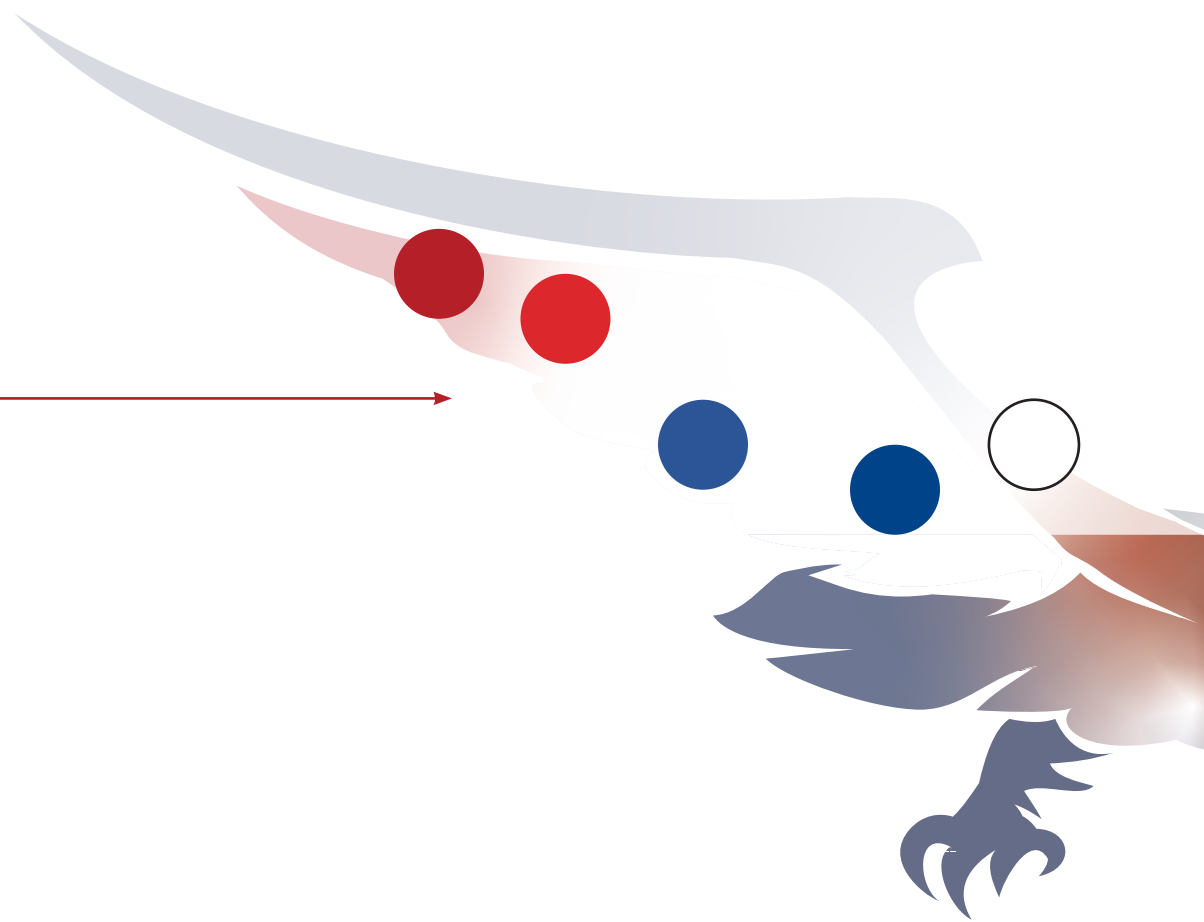
Italic

Bold

Bold Italic

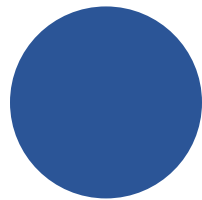
COLORS

FREEFORM GRADIENT



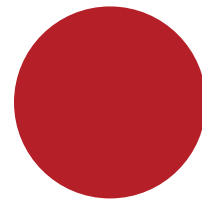
PANTONE 7687C

R: 26 G: 66 B: 138
C: 100 M: 86 Y: 15 K: 3



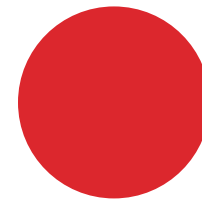
PANTONE 7685C

R: 43 G: 85 B: 151
C: 92 M: 73 Y: 11 K: 1



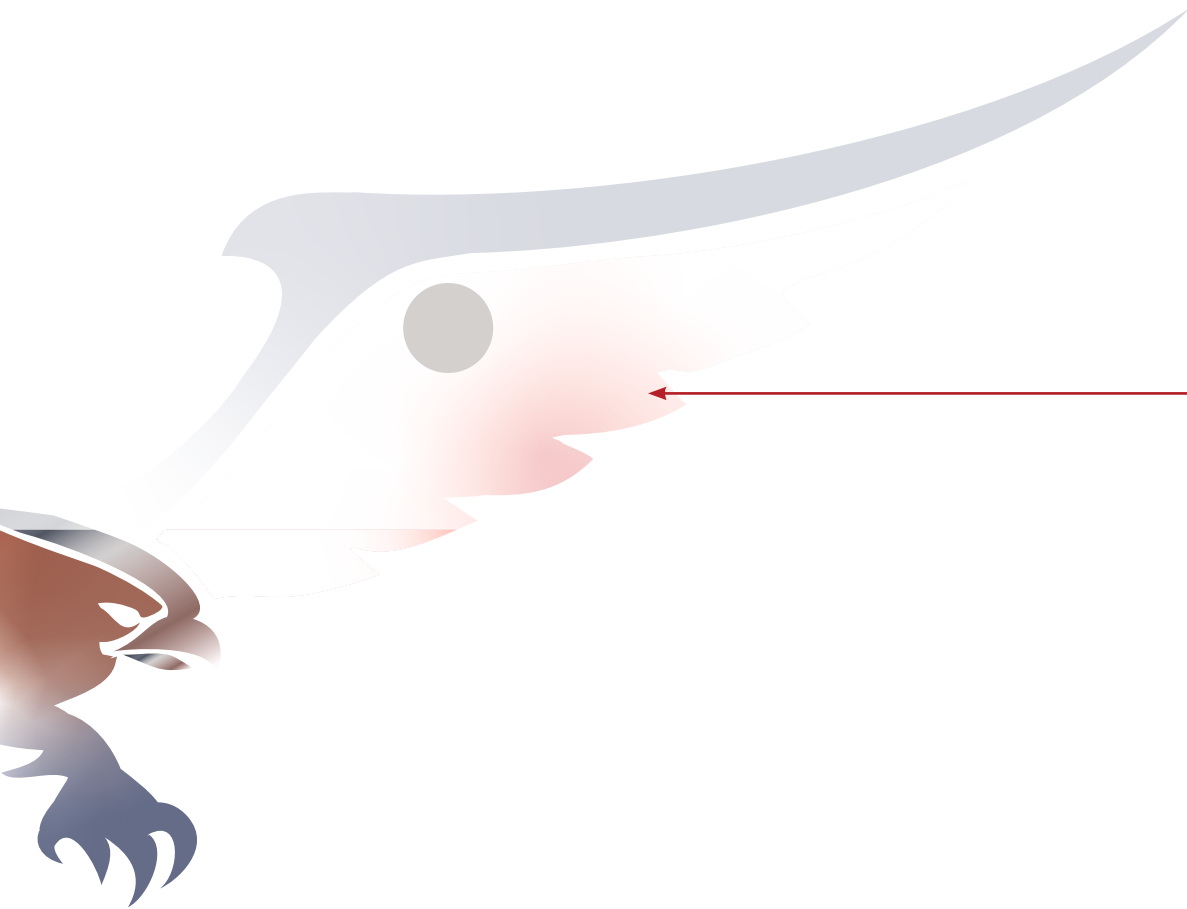
PANTONE 7621C

R: 177 G: 32 B: 40
C: 21 M: 100 Y: 95 K: 13

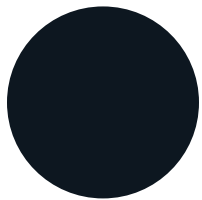


PANTONE 1795C

R: 215 G: 40 B: 47
C: 10 M: 98 Y: 93 K: 1

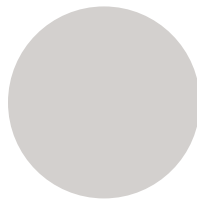


25% OPACITY



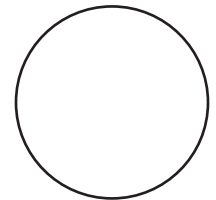
PANTONE BLACK 6 C

R: 16 G: 24 B: 32
C: 82 M: 71 Y: 59 K: 75



PANTONE COOL GRAY 2C

R: 208 G: 207 B: 205
C: 18 M: 14 Y: 15 K: 0



WHITE

R: 255 G: 255 B: 255
C: 0 M: 0 Y: 0 K: 0

