



Graphics Identity

standards manual



SEAWOOD
BUILDERS



Manual Use

This document was prepared for graphic design professionals and printing facilities who will be using the Seawood Builders (Seawood) logo identity to produce print and online artwork.

If you have any questions about any information contained in this document, please contact:

























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Official Seawood Colors

These are the official colors of the Seawood Builders logo type.

The Seawood logo type is the keystone of it's visual identity and is to be used on all communication materials. Using it consistently will enhance the world's recognition of the Seawood Builders brand. This is the only approved set of colors for the Seawood logo type.

PMS	PMS	PMS	PMS	PMS	PMS
					
PANTONE® BLACK 7C	PANTONE® 415C	PANTONE® 420C	PANTONE® 1807C	PANTONE® 200C	PANTONE® 485C
CMYK	CMYK	CMYK	CMYK	CMYK	CMYK
					
C 61 M 58 Y 47 K 54	C 18 M 16 Y 24 K 34	C 6 M 6 Y 8 K 14	C 0 M 100 Y 100 K 30	C 0 M 100 Y 75 K 26	C 0 M 100 Y 100 K 10
RGB	RGB	RGB	RGB	RGB	RGB
					
R 65 G 61 B 67	R 149 G 146 B 137	R 207 G 204 B 201	R 177 G 17 B 22	R 185 G 14 B 48	R 215 G 25 B 32
WEB	WEB	WEB	WEB	WEB	WEB
					
#3d4143	#959289	#cfccc9	#b11116	#b90e30	#d71920



Primary Identity Color Set

The primary identity color for Seawood Builders is the official dark gray. When possible, dark gray should be used as the predominant color in printed and online communication materials. Ink percentages are acceptable uses of dark gray in this identity system.

Secondary Identity Color Set

In addition to the primary color, dark red may be used as a complementing color in the Seawood identity system. **Important:** Red ink percentages are not acceptable in this identity system. The official red colors are the only approved uses of red.

Basic Identity Colors

Black and white are the approved colors for copywriting and should be used in the body of professional and office documents. Both black and white may also be used as a substitute if none of the official colors are available. Nonetheless, it is always preferable to use one or more of the official colors.

CMYK 100%



C 61
M 58
Y 47
K 54

CMYK 50%



C 61
M 58
Y 47
K 54

CMYK 25%



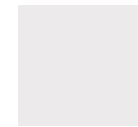
C 61
M 58
Y 47
K 54

CMYK 10%



C 61
M 58
Y 47
K 54

CMYK 5%



C 61
M 58
Y 47
K 54

CMYK 100%



C 0
M 100
Y 100
K 30

CMYK 100%



C 0
M 100
Y 75
K 26

CMYK 100%



C 0
M 100
Y 100
K 10

CMYK 100%



C 0
M 0
Y 0
K 100

CMYK 100%



C 0
M 0
Y 0
K 0



The Seawood Builders Logo

This is the official Seawood Builders logo. No attempt should be made to recreate the Seawood logo. The logo should be used only as supplied.





Logo Variations

The Seawood Builders logo is available in two variations: stacked and on the side. The preferred variation is on the side and should be used whenever possible.





Official Seawood Icon

This is the official shape and colors of the Seawood logo mark.

The Seawood Builders logo mark was created using carefully selected tones of gray and red. Using them consistently will enhance the world's recognition of the Seawood brand. This is the only approved set of colors for the Seawood Builders logo mark.

No attempt should be made to recreate the Seawood mark. The graphic should be used only as supplied.





Clear Zones

The Seawood logo mark and type have established clear zones. A clear zone is intended to maintain the logo's integrity and to avoid visual confusion. No other type or graphic element (including folds, trims, or edges) should fall within the clear zones.

The clear zone for the Seawood logo, as shown here, is equal to the height of the letter S in the Seawood logo type.

Maintain this minimum distance around the logo elements proportionately.



Color Variations

The Seawood logo may be reproduced in color, grayscale, reverse, white and black. This is also the order of preference. If none of the official colors (or their process color equivalents) is available, the Seawood logo may then be produced in the darkest non-official color available.

Dark or Complex Backgrounds

The Seawood logo should be used in the official reverse version whenever it is placed on a dark background. When using the logo on a complex background, it should be placed in all white to avoid confusion.



Color



Grayscale



Reverse



White



Violations

So that Seawood can maintain the design integrity of its brand equity, it is mandatory that all marks be applied as indicated in this manual without modification. The marks are not to be altered in any way.

Shown here are unacceptable uses of the Seawood Builders identity marks.



Never switch the mark colors



Never re-arrange the mark elements



Never change typefaces



Never use unapproved colors



Seawood Builders Font

The fonts used for SEAWOOD and BUILDERS in the logo type were custom-designed and no attempt should ever be made to replicate them.

Use only the approved supplied logo file for the Seawood logo type.

A large-scale rendering of the Seawood Builders logo type. The word "SEAWOOD" is in a very large, bold, black, sans-serif font. A thin horizontal line is positioned directly below "SEAWOOD". Below the line, the word "BUILDERS" is written in a smaller, grey, spaced-out, sans-serif font.

SEAWOOD
BUILDERS



Seawood Builders Typefaces

Two typefaces—a standard sans serif and a humanist sans serif—have been selected as the primary identification typefaces for the Seawood Builders brand identity.

When used in conjunction with the Seawood logo, they reinforce the company's visual identity system. Both typefaces are suitable for a variety of reproduction methods and materials.

Museo Sans is the primary font used in the Seawood Builders brand identity. Museo was chosen as a secondary font to complement Museo Sans and to allow for creative flexibility and enhanced readability. No substitutions are permitted.

Both fonts are licensed. The Museo Sans and Museo font families are available for both Windows and Mac OS platforms and are widely available for purchase or as part of Adobe TypeKit for use in Creative Cloud™.

Letters, memos, reports, and other materials created on personal computers should be developed using Calibri (no smaller than 6 point). This typeface is available as part of the Microsoft Office (2013 and later) suite.

Museo Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890?!@#\$%

Museo Sans is the brand's standard font and its approved weights for use with the Seawood Builders identity are: 100, **300**, **500**, and **700** in regular and *italic*. No other weights are permitted.

Museo

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890?!@#\$%

Museo is a humanist sans serif font and its approved weights for use with the Seawood brand identity are: 100, **300**, **500** and **700** in regular and *italic*. No other weights are permitted.



Additional Guidelines

Each time the Seawood Builders brand identity appears, it is a tangible reminder of the important role it plays in establishing Seawood as an industry leader.


Frequently, the first contact people have with Seawood Builders is through a business card, website visit, or advertisement bearing the brand logo. As symbols of the company, any graphic images must be used appropriately in both printed and electronic publications to ensure that Seawood is properly recognized and its reputation enhanced.

This graphics standards manual outlines how and when service bureaus may use the Seawood logo. These standards ensure that each time the logo is used, the public receives a clear and consistent message concerning the company's identity. A uniform presentation by all providers will help strengthen Seawood Builders' public perception as an innovator.

This manual covers most, but not all, instances of the logo's usage for print and digital. If you need further clarification, please contact BaxterMartin Advertising at 954.563.0602.



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