

The background features several abstract, organic shapes in two shades of blue. A large, dark blue shape on the left side curves upwards and to the right. A lighter blue shape is in the top right corner. Another dark blue shape is at the bottom left. The text is positioned on the right side of the page.

SCHULTZ & SONS
PLUMBING
BRAND
GUIDE



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SCHULTZ & SONS

Schultz and Sons Plumbing was created in 2000. Since then they have striven to become one of the most trusted plumbers in Lincoln, Nebraska. They strive to give you an exceptional service, with great communication, and at affordable prices!

www.schultzandsonsplumbing.com

CONTACT:

 (402) 304-9909

 1812 Prospect Street
Lincoln, NE 68502
United States



PRIMARY LOGO



The **primary logo** for Schultz & Sons Plumbing appears with the water drop left-aligned to the text. The negative space within the water drop represents the Schultz & Sons name, strengthening the brand

SECONDARY LOGOS



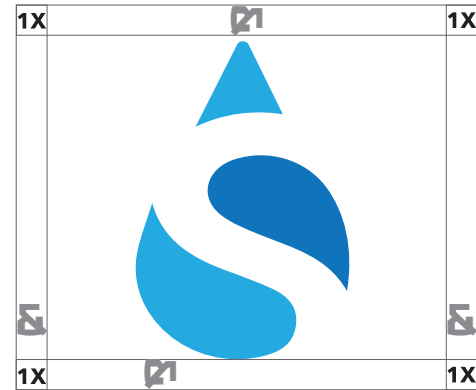
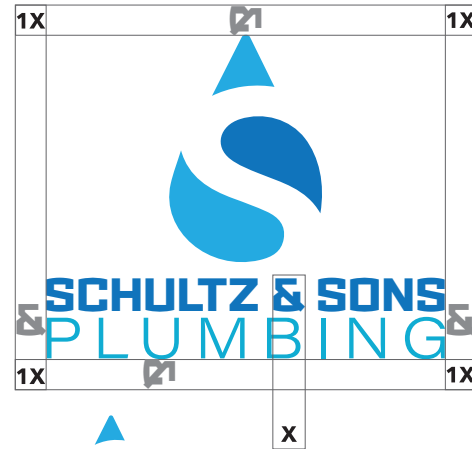
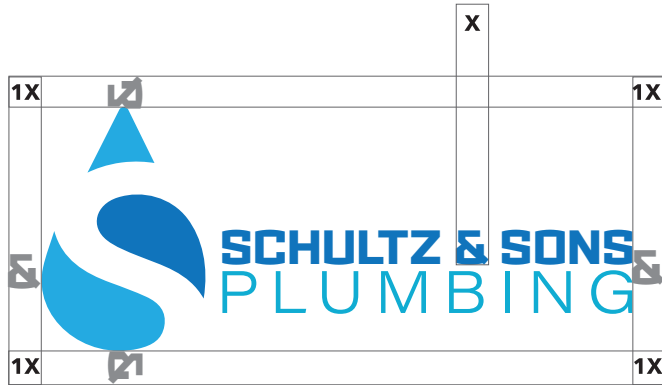
The **secondary logo** for Schultz & Sons Plumbing appears with the water drop center-aligned above the text.

The **secondary logos** are meant to be used throughout the branding in order to add a variety to the usage. Above are the only approved secondary marks, and are only to be used in the color palette of this brand.



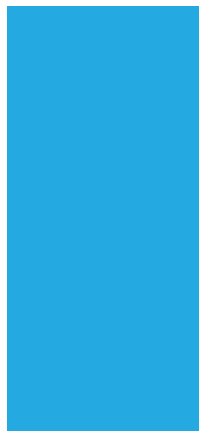
The **icon** for Schultz & Sons Plumbing appears as the water drop, stand-alone.

SPACING



Protective spacing around the mark is to ensure no additional elements are used in conjunction with the logo. The minimum size each of the logo variations can appear in is one inch by its longest side. The icon can appear at 0.5 inches in height at its smallest size.

COLORS



Pantone: 297 C

C: 70%
M: 15%
Y: 0%
K: 0%

R: 39
G: 170
B: 225

HEX: #27aae1



Pantone: 3005 C

C: 85%
M: 50%
Y: 0%
K: 0%

R: 27
G: 117
B: 188

HEX: #1b75bc



Pantone: White

C: 0%
M: 0%
Y: 0%
K: 0%

R: 225
G: 225
B: 225

HEX: #ffffff



Pantone: Black

C: 0%
M: 0%
Y: 0%
K: 100%

R: 0
G: 0
B: 0

HEX: #000000

CORRECT

Logo can be displayed on white, black, and colored backgrounds. If on white, the logo will be in full color. If on black, the logo will also be in full color, but can appear in white or gray-scale if added legibility is needed. If on a like-colored background, the logo will change to gray-scale, white, or black to help with legibility.



all rules apply to primary logo, secondary logo, and the icon.



INCORRECT



Logo shall not have a drop shadow



Logo cannot appear in any color other than the approved color palette



Logo cannot appear on a bias



Logo cannot be shrunk vertically or horizontally



Logo cannot be shrunk vertically or horizontally



Logo cannot appear as a hollow stroke



Logo cannot appear with any colored stroke



Logo cannot appear on a gradient

IRONSTRIKE

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Ironstrike is a display typeface that gives the logo a strong industrial feel. This typeface is used for when emphasis in a design is needed. Ironstrike is only to appear only to appear in all caps.

These two typefaces work together to provide a needed contrast between industrial and modern for the brand.

Acumin Variable Concept Wide

Acumin Variable Concept is a sans serif, clean font that is used for the body copy and balancing designs.

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



SCHULTZ & SONS
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