

Logo Standards



THE SHIMMICK LOGO

At the center of our brand and our visual identity is our logo. **It is the single strongest visual element used to promote our name and our organization.** Therefore, it must be used correctly and consistently to reinforce its legal protection as our identity. Our logo must be applied to all materials in accordance with the standards and Standards developed to ensure maximum consistency and visibility is achieved with each and every brand touchpoint.

Our logo is composed of two elements. These elements, detailed here, should never be altered, redrawn or repositioned in any way. Always use the approved electronic artwork when reproducing our logo. Electronic artwork is available in the required file formats and in all approved color formats. Please contact the Shimmick Marketing Department to obtain the necessary files and Standards.

Our preferred logo format should be used 99.99% of the time. It will work in most all space and reproduction scenarios. If you have a logo need that the preferred logo format will not work for, please contact the Shimmick Marketing Department.

PREFERRED LOGO FORMAT

The Shimmick S -
Represents our history, while abstractly reinforcing some of the services we provide



The Shimmick Brand Name
Our logotype is uppercase and bold,
our name is strong and full of heritage

LOGO CLEAR SPACE

The presentation of our logo is maximized by guaranteeing that a minimum amount of clear space surrounds the entire logo. This clear space relies on a proportional relationship based on the height of the “S” in our logotype.

Violation of the clear space by other elements such as imagery, illustration, graphics, typography*, page edge, folds or other visual components will inhibit legibility and diminish the impact of our logo.

Whenever possible, maintain a minimum 1S area of clear space around the logo. More white space surrounding the logo is always encouraged. This rule applies to all logo formats.

*Please be aware that there are exceptions, which may include signage, social media graphics or promotional items.



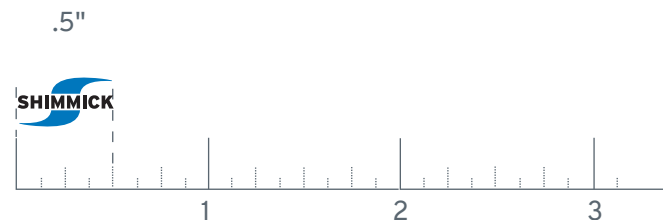
LOGO SIZING

For a cohesive look among high-visibility applications, our logo should be consistently sized from one application to the next. The logo size is determined by measuring the width of the logo. To maintain quality and legibility in all applications, sizes less than approved minimum shown here should never be used. This is the smallest size recommended for clear logo reproduction. When space is so limited that the minimum size will not fit, use the Shimmick name typeset in our approved system font Overpass Black.



Logo Size

Logo size is determined by the width of the logo



Minimum Logo Size

The logo may not be reproduced smaller than the size specified here.

LOGO STAGING

An organized layout adds greatly to the image that we project through our many brand touchpoints. This sense of organization can be enhanced when the logo is consistently positioned relative to other elements, including headlines, messaging, address blocks, web address, copy, photography, illustrations and other graphic components. Using the alignment options shown here will create an integrated logo appearance in a variety of scenarios.

A Preferred Vertical Alignment

Imagery or typography may align flush left with the left edge of our logo.

B Optional Vertical Alignment

Imagery or typography may align centered with our logo.

C Optional Horizontal Alignment

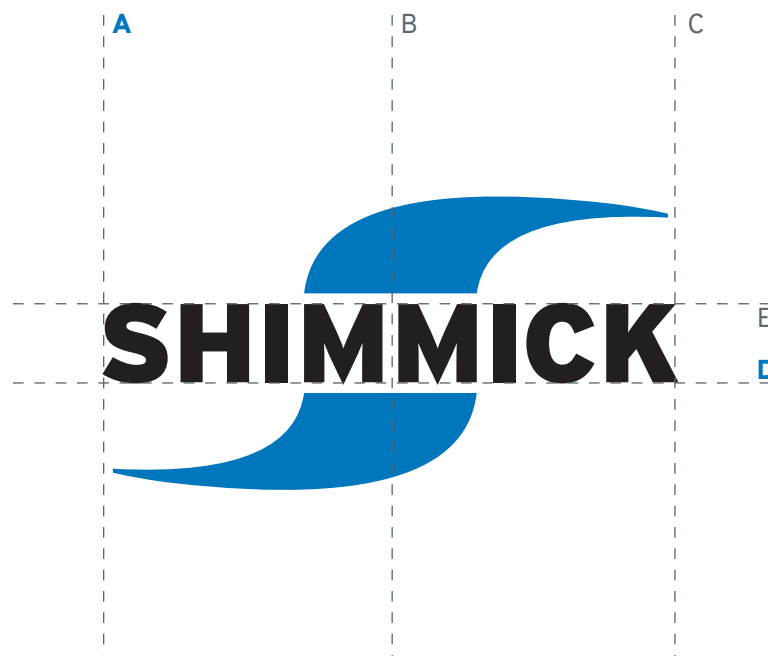
Imagery or typography may align flush right with the right edge of our logo.

D Preferred Horizontal Alignment

Imagery or typography may align flush with the baseline of our brand name.

E Optional Horizontal Alignment

Imagery or typography may align flush with the top of our brand name.



Preferred Alignments



LOGO COLOR

Shown here are specifications for reproducing our logo colors. When reproducing these colors always visually match approved colors. These colors should appear the same regardless of whether they are created for ink, vinyl, film, paint, fabric, thread, video, monitor screen, etc. Careful attention must be paid to correct color matches, ink densities and ink coverage in all forms of reproduction. A rich reproduction promotes the professional attributes we wish to convey, while conversely, washed out colors may promote a less than professional image.

PANTONE is a registered trademark of Pantone, Inc. PANTONE is Pantone, Inc.'s check-standard trademark for color reproduction and color reproduction materials. The colors throughout this document may not match the PANTONE color standards. Refer to the current edition of the PANTONE Color Formula Guide for accurate hue and density match.

SHIMMICK BLUE

PRINT

Pantone 3005
CMYK 100 | 31 | 0 | 0

SCREEN

RGB 0 | 136 | 206
HTML #0088CE

EMBROIDERY

Ackermann Isacord
3901
or comparable

SIGNAGE

Vinyl and Paint
It is recommended
that a custom color
be printed/mixed to match
the PMS 3005 standard

Standard Color
3M Olympic Blue

SHIMMICK BLACK

PRINT

Black
CMYK 0 | 0 | 0 | 100

SCREEN

RGB 0 | 0 | 0
HTML #000000

EMBROIDERY

Ackermann Isacord
0020
or comparable

SIGNAGE

Vinyl and Paint
Black

LOGO COLOR OPTIONS

Consistent logo appearance is important in maintaining the strength of our identity. The logo color must be applied as demonstrated here. The background to which the logo is applied must have an acceptable range of contrast, void of any distracting or competing visual activity. The examples here demonstrate the only accepted positive and reverse color options. Always use approved artwork.

Preferred Two-Color Treatment

Use the preferred two-color positive and reverse logos, whenever possible.

Optional Color Treatments

The one-color option may be used when etching the logo on glass, crystal or metal and when blind embossing the logo on paper or leather. It may also be used when producing a tone-on-tone treatment for embroidery, which is an acceptable treatment of the logo. The logo may also be displayed in foil, metallic ink or actual metal, such as steel or brushed aluminum.



Two-Color Positive



Etched, Embossed or Tone-on-Tone



Two-Color Black Reverse



Metal or Foil



One-Color Black



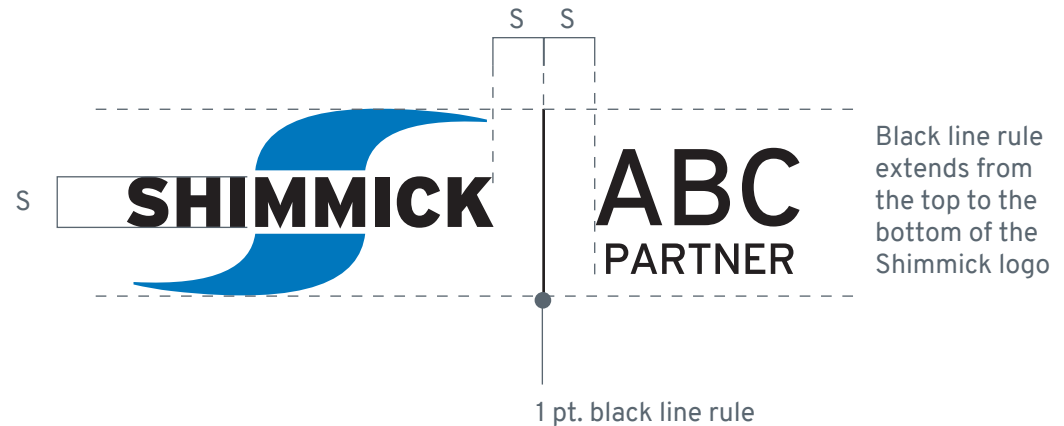
One-Color White

JOINT VENTURE OR PARTNERSHIP LOGO LOCKUP

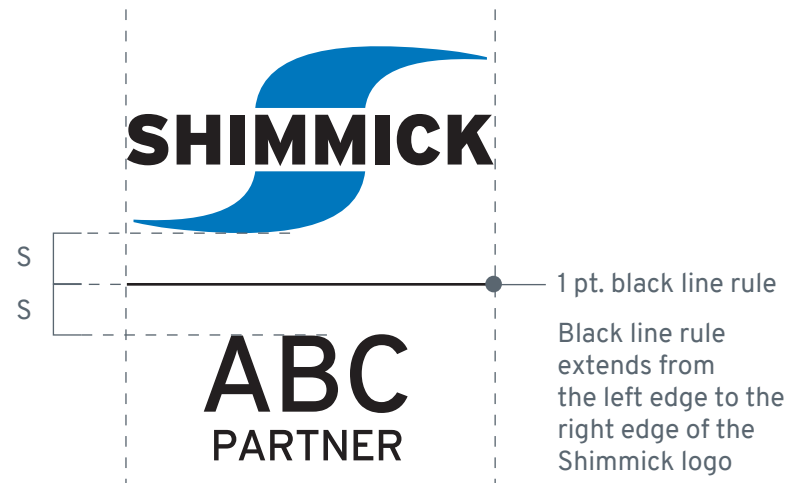
In certain cases or joint venture situations, Shimmick will partner with other companies in a project related relationship. To maintain the Shimmick brand, our logo must remain intact for any logo lockup and follow the layout formats shown here. The Shimmick logo should always be placed in the lead position if we are leading the joint venture. If more than two companies need to be in the lockup follow the spacing and line rule specifications shown here.

In rare cases, there may be a reason to create a new logo for these partnerships. In this case, please contact the Shimmick Marketing Department.

Side by Side Format



Stacked Format



Scale the partner logo to feel optically similar in size

LOGO MISUSE

Due to the broad range of application requirements, our logo is vulnerable to misuse. Many times, a well-intentioned treatment of the logo can be categorized as a misuse. This usually occurs simply due to lack of awareness of correct logo use standards. A consistent and accurate presentation of the logo will reinforce awareness of our brand and ensure the legal protectability of our identity is not compromised in any way. To help avoid logo misuse, use only approved electronic artwork. Never recreate or attempt to redraw the logo.



Do not alter the logo colors or use unapproved logo color formats.



Do not outline the logo.



Do not scan the logo or allow poor quality reproduction. Do not capture the logo from our website and use it for print.



Do not allow the logo to become distorted due to improper scaling. When placing or inserting logo files into applications, such as Word or PowerPoint, the vertical scale must always match the horizontal scale.



Do not allow the logo to be placed upon a background that is overly busy or that does not provide adequate contrast.



Do not rearrange the components, re-typeset the font or re-create the logo.



Do not apply heavy-handed drop shadows to the logo.



Do not permit the logo to appear within an expressed shape, so as to be interpreted in total as the logo.