Logo Standards Guide

LSM

nine10

Logo Symbolism

Symbolism:

- LSM icon in each logo represents Lee's Sheet Metal which is the company that started it all.
- The red colour paired with these logos is well known to represent Lee's Sheet Metal and it's group of companies.

Official Logo Versions - Horizontal

The logos displayed below are the only approved versions of our logo. No other version may be used under any circumstance and the files should not be altered in any way. Using the right colour of logo on the right background is important to maintain the legibility of the design.

COLOUR - LIGHT BACKGROUNDS ONLY

GRAYSCALE

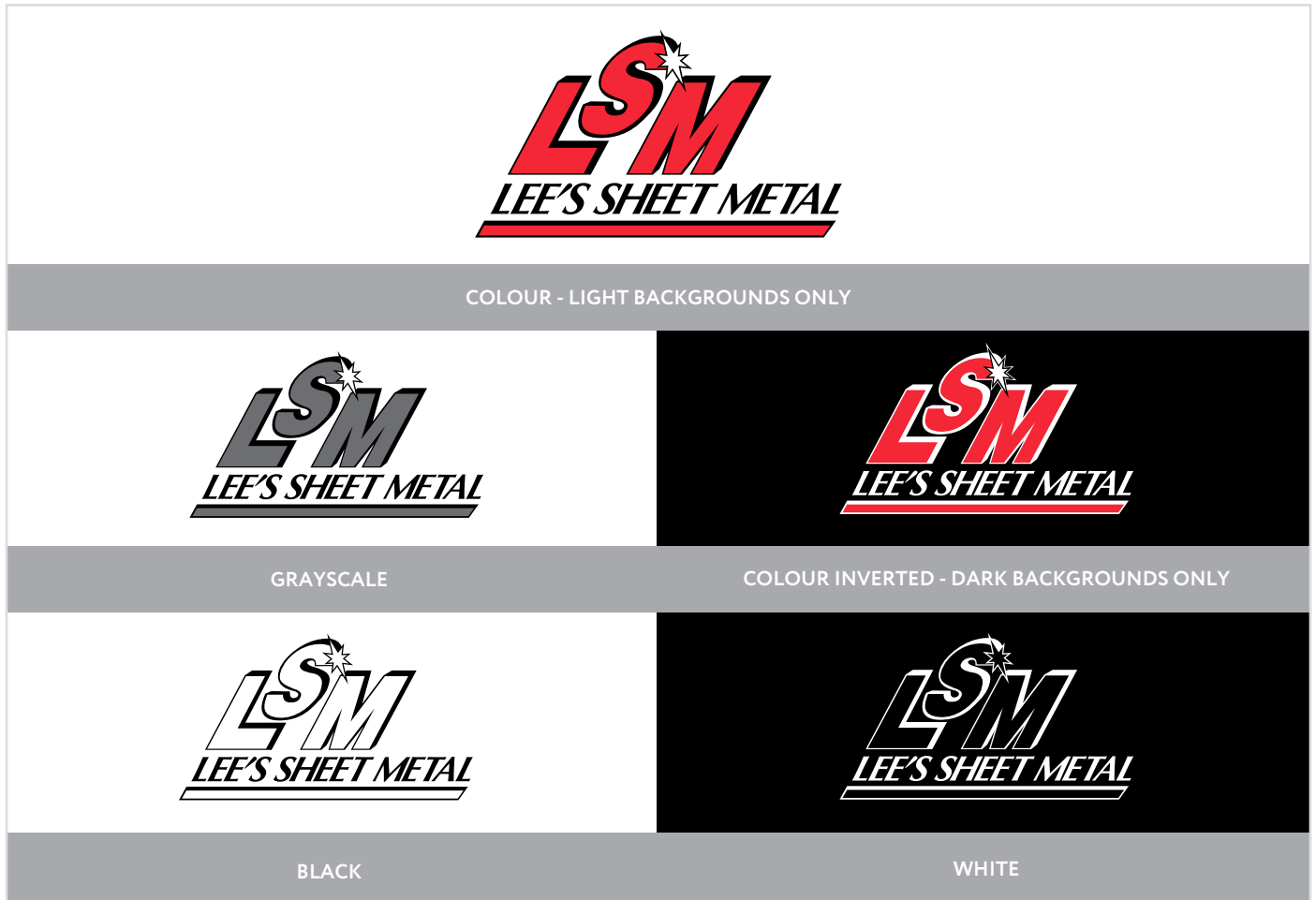COLOUR INVERTED - DARK BACKGROUNDS ONLY

BLACK

WHITE

A Note About Backgrounds

Please be sure to use the appropriate logo for the background that it will be placed on. Use the full colour edition on light backgrounds, and the full colour inverted edition on dark backgrounds when colour printing is available. Use the grayscale version for non-colour printing. The white edition may be used on dark backgrounds in a colour print, or for dark backgrounds in non-colour printing. Do not print the colour logo(s) as grayscale. Use the grayscale version instead.

Official Logo Versions - Vertical

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COLOUR - LIGHT BACKGROUNDS ONLY

GRAYSCALE

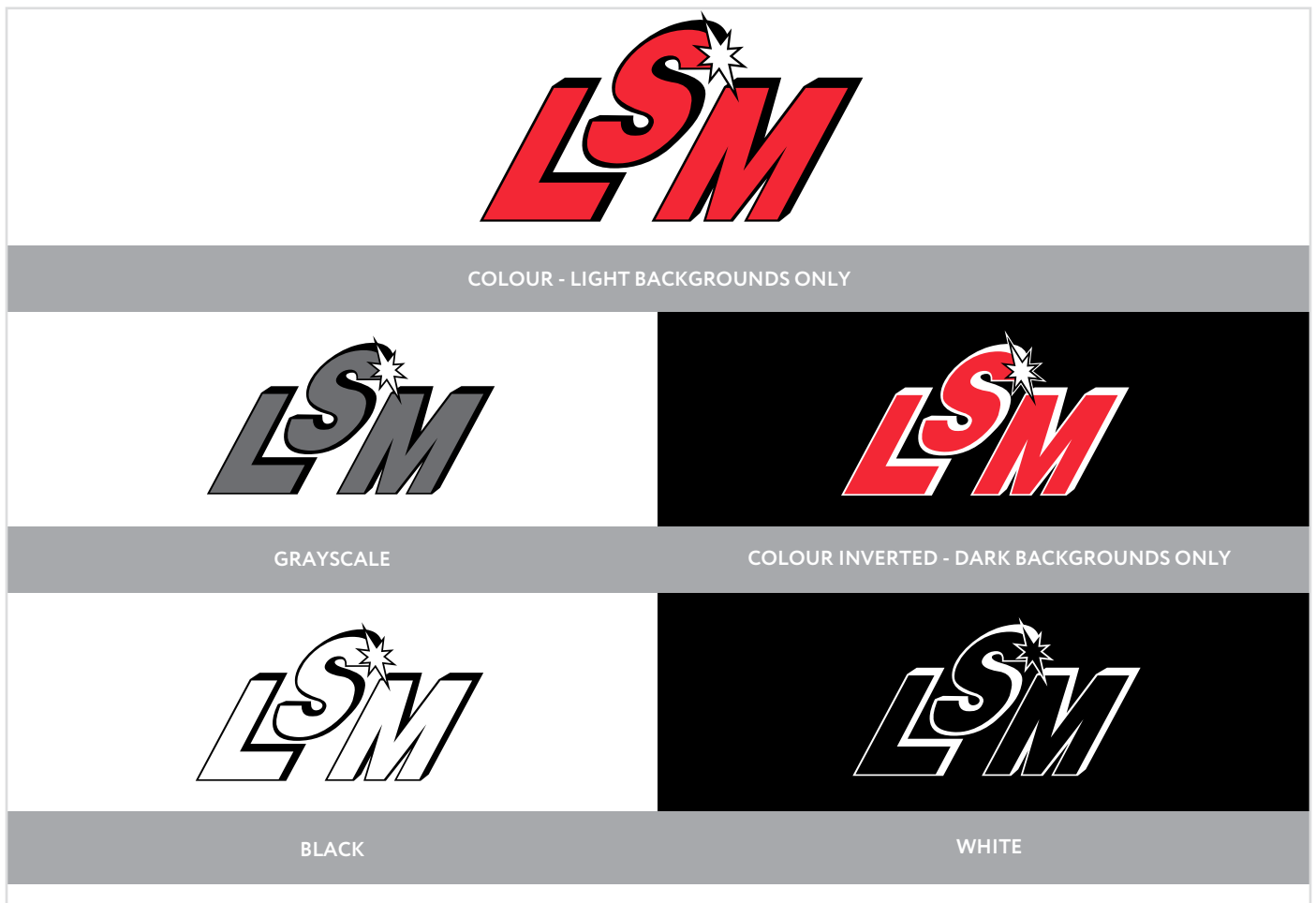COLOUR INVERTED - DARK BACKGROUNDS ONLY

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Official Logo Versions - Icon

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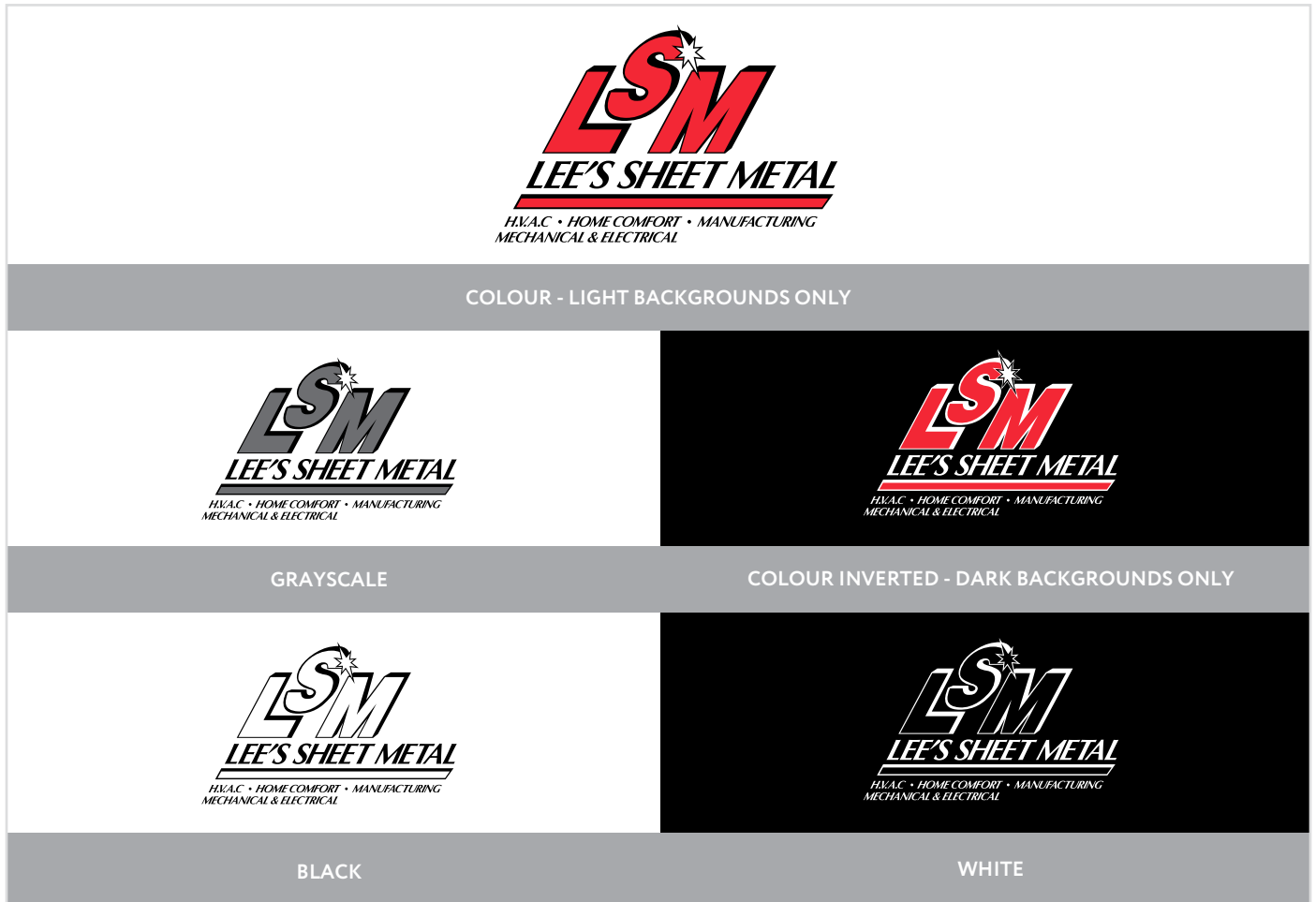GRAYSCALE

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Official Logo Versions - Horizontal with tagline

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Official Logo Versions

Horizontal - Energy Solutions

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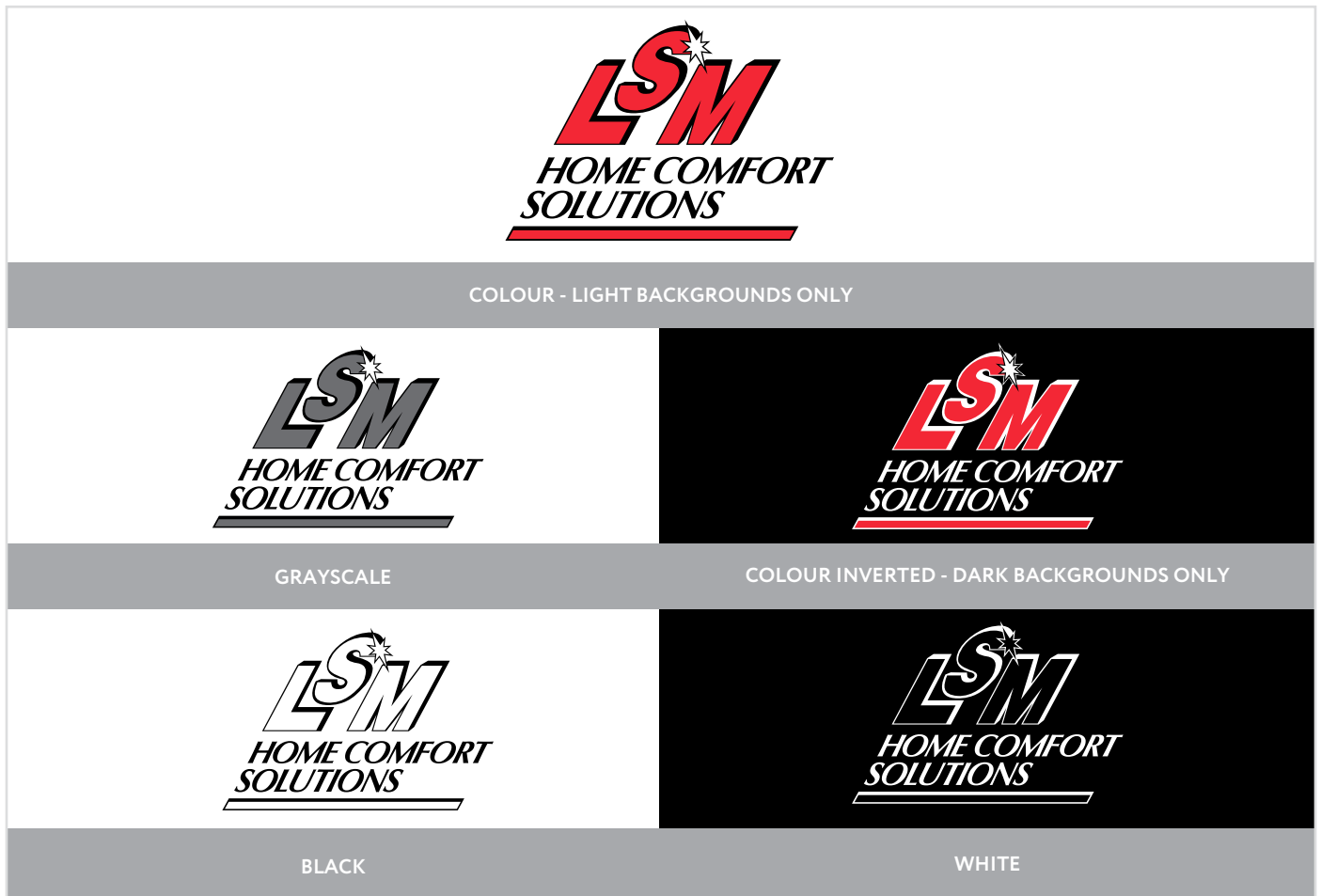

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Official Logo Versions

Horizontal - Home Comfort Solutions

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Official Logo Versions

Horizontal - Manufacturing

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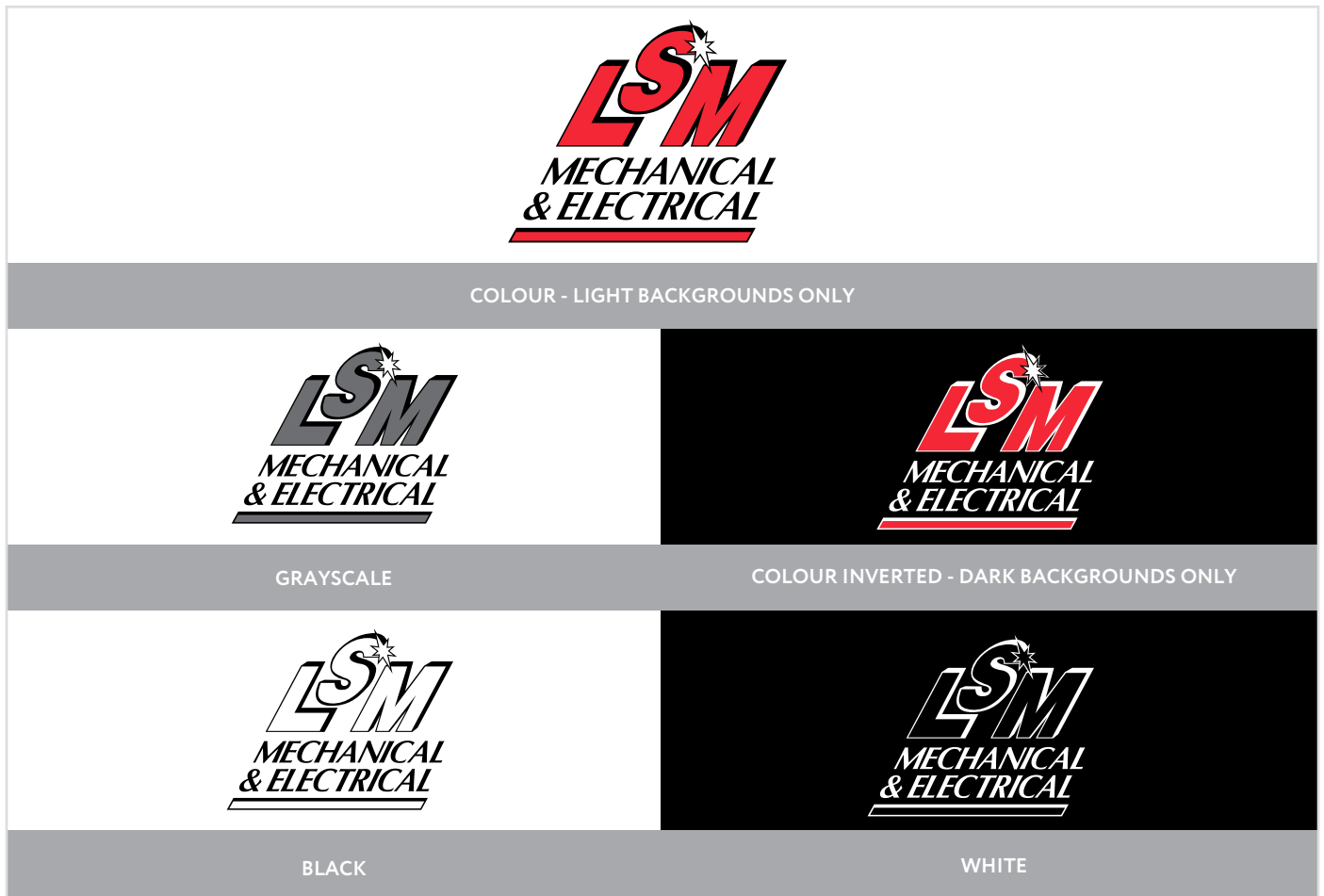
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Official Logo Versions
Horizontal - Mechanical & Electrical

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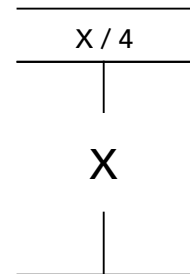COLOUR INVERTED - DARK BACKGROUNDS ONLY

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Official Logo Versions

Horizontal - Powder Coating

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Logo Spacing and Placement

When placing the logo into a document, there should always be a minimum space around the logo that is free of competing graphics or text. The space should be 1/4 of the total height of the logo.

The logos should never be displayed smaller than 0.50" high in print, and no smaller than 150 pixels wide when displayed at 72 dpi on the web.

The only situations where the logo may be reproduced at a smaller size is when there is no way to physically fit the logo at the minimum size on the object being produced, such as a pencil; however, for all print and web applications where room is adequate, the logo must be the minimum size or larger. Please ask for approval if your design requires the use of a smaller logo.

Proper Logo Usage

The logo should be used exactly as provided in the logo file set. Do not alter, stretch, squish, or try to recreate the logo. The following examples illustrate common mistakes to avoid.

CORRECT USEAGE	DO NOT STRETCH	DO NOT SQUISH
DO NOT ROTATE	DO NOT RECOLOUR	DO NOT ADD GRADIENTS
DO NOT CHANGE FONTS	DO NOT MODIFY	DO NOT ADD SHADOW

Logo File Formats

The following chart shows the which format is best for a given situation. If you are producing materials professionally, it is recommended to provide your vendor with the full set of files regardless, as well as a copy of this guide.
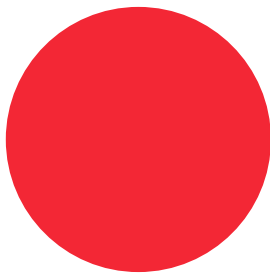
	.AI	.EPS	.PDF	.JPG	.PNG	.SVG	.WMF
Adobe Creative Suite	🔴	⚪					
Professional Printing & Signage	⚪	🔴	⚪				
Working with Professional Designer	⚪	🔴	⚪				
Print Advertising		🔴	⚪				
Merchandise		🔴					
Social Media				⚪	🔴		
Microsoft Word					⚪		🔴
Microsoft PowerPoint					🔴		
Microsoft Publisher		🔴			⚪		⚪
Working with Professional Website Designer	⚪	🔴			⚪		
DIY Website Design				⚪	🔴		
Web Animation & Multimedia		⚪			⚪	🔴	
Video Production		🔴			⚪		
3D Modelling & Drafting	⚪	🔴			⚪		

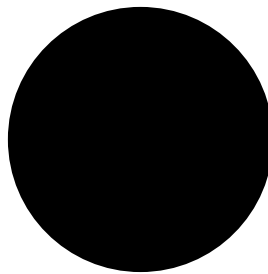🔴 Ideal Format　　⚪ Alternative / Sometimes Required

Colours

The following swatches represent the official colours of our brand. When reproducing the logo or developing any promotional materials, please use the exact colour specifications shown here. Avoid trying to approximate colours. Pantone and CMYK values will be suitable for most forms of printing. The RGB values are best for use on the web, and the HEX values are also good for use on the web, as well as for choosing colour values in programs such as Microsoft Office.
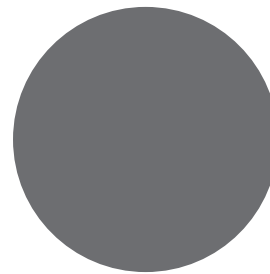
Official Colours

LSM Red

Pantone 1788 C
CMYK: 0-96-83-0
RGB: 243-39-53
HEX: #F32735

LSM Black

Pantone Neutral Black C
CMYK: 0-0-0-100
RGB: 35-31-32
HEX: #231F20

LSM Gray

Pantone 424 C
CMYK: 0-0-0-70
RGB: 109-110-113
HEX: #6D6E71

A Note About Colour Accuracy

Colour accuracy across mediums is notoriously difficult to guarantee due to the reality that different colour reproduction methods are used depending on medium. For example, CMYK colour values are used in most ink-based print processes, while RGB or HEX values are used to display colour on digital screens. Pantone inks represent the most accurate reproduction method, but only if true Pantone inks are used, often at a higher cost.

Logo Font

The font used in the LSM logo set is Optima (bold). While this font does have italic weights the font used in the logo is bold at a 15° angle.

Optima (Bold)

Cc

ABCDEFGHIGKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

A Note About Font Choice

The font used in the logo does not necessarily need to be the same font used through out all marketing materials. However if a different font is used it should be complimentary to the logo font and be used consistently throughout all materials. The below font (Fira Sans) is a good representation of a complimentary font.

Fira Sans

Cc

ABCDEFGHIGKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Questions?

Please contact nine10 Inc. for questions about this guide or to request logo files.

nine10

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