

identity style guide

SCHMIDT CONSULTING GROUP INC.



The Schmidt Consulting Group corporate logo is an important visual element that represents our company identity. The logo's value lies in the equity that is generated as it becomes associated with our business and our standards of quality. Through consistent visual representation, a positive and distinct image of Schmidt Consulting Group will form in the minds of our audience.

Continued success in marketing Schmidt Consulting Group requires consistent use of our logo, every time, with no exceptions. Used properly, it raises market awareness and recognition. No matter how complex the job, we have to use this identity properly. Every time it is used, whether on a memo or in a major advertisement, it should project a clear, consistent and positive statement about the company's quality and personality. Adhering to the guidelines set forth in this style guide will help:

1. Build a consistent visual image of the company that distinguishes us from our competitors.
2. Communicate our identity in a consistent manner, rather than letting nicknames and inconsistencies take over.
3. Provide the flexibility to respond to changing markets and products, assuring long term consistency.
4. Create maximum impact in all media, from stationery, to signage, to advertising.
5. Minimize costs and streamline the process of implementation through the standardization of elements.

Maintaining consistent use of the logo is critical. Any deviation from the approved look results in a misrepresentation of our company and our brand identity.

Approved Logo
[2 color]



Approved Logo
[1 color]



DO NOT place the logo on a busy or competing background, or on a background that does not provide enough contrast.



DO NOT use colors other than those specified for the approved versions of the logo or modify the shape of the logo disproportionately.



To maintain its visual integrity, the logo should never appear to be crowded by other elements such as text, titles, photographs or other symbols. The logo should always be surrounded by a sufficient amount of clear space. In most cases, allowing additional clear space than recommended in the diagram will enhance the appearance of the logo.



Pantone Color

Pantone® Matching System, an ink system for printing in spot colors.

CMYK

Acronym for Cyan, Magenta, Yellow and Black, the primary ink colors used in 4 color process printing.



Pantone 547U
C:100 M:19 Y:0 K:75



Pantone 291U
C:33 M:3 Y:0 K:0

To promote maximum impact and recognizability, we have limited the color applications of the logo. Generally, the logo should print in uncoated Pantone® spot colors whenever possible. These Pantone colors are the official Schmidt dark blue and cool blue. When four color process (CMYK) is used on promotional items such as coupons, cost constraints may require printing the logo in CMYK. The side bar contains CMYK ink formulas for printing the color logo on a white background on uncoated paper stocks.



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