



Sterling Bay Logo Guide

Logos

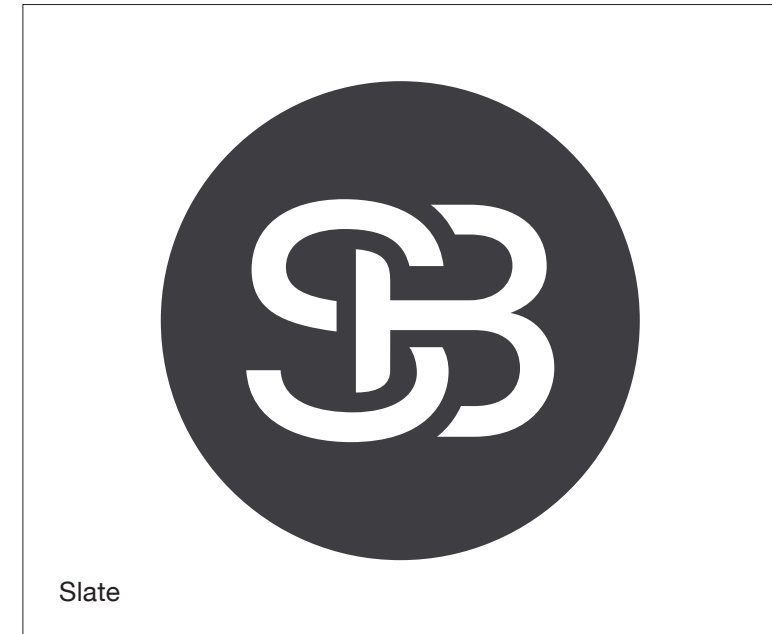
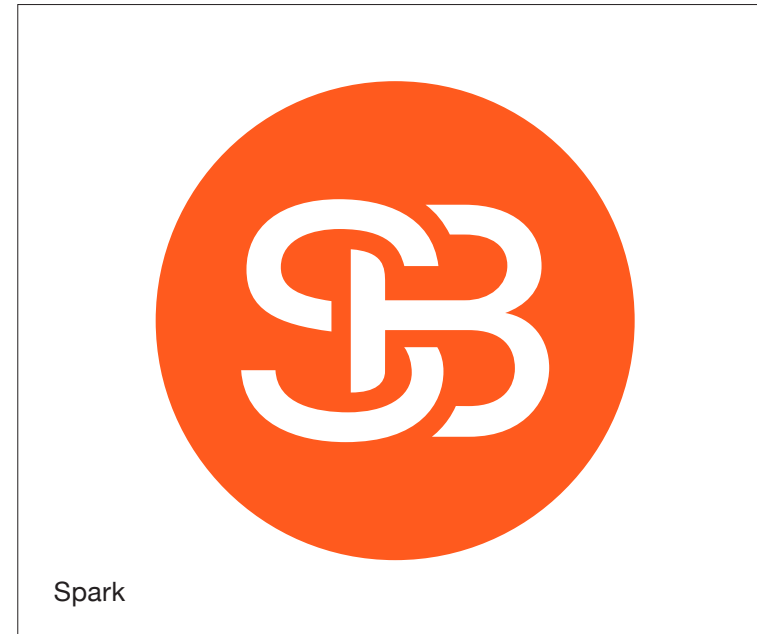
Emblem

The emblem logo is a core element of the Sterling Bay brand system. Using it consistently will help build brand strength. This core brand element is known as a monogram: a pairing of two letterforms. It represents the strong connection we have with our partners and our drive to deepen those meaningful relationships.

Our emblem logo should be used in as many applications as possible. Always keep a sufficient amount of clear space at the top, bottom, right and left of the emblem logo.

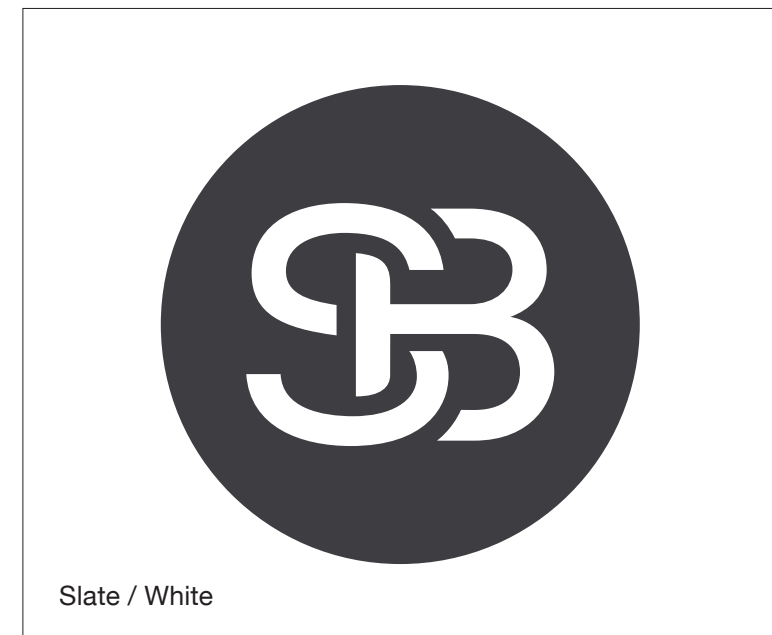
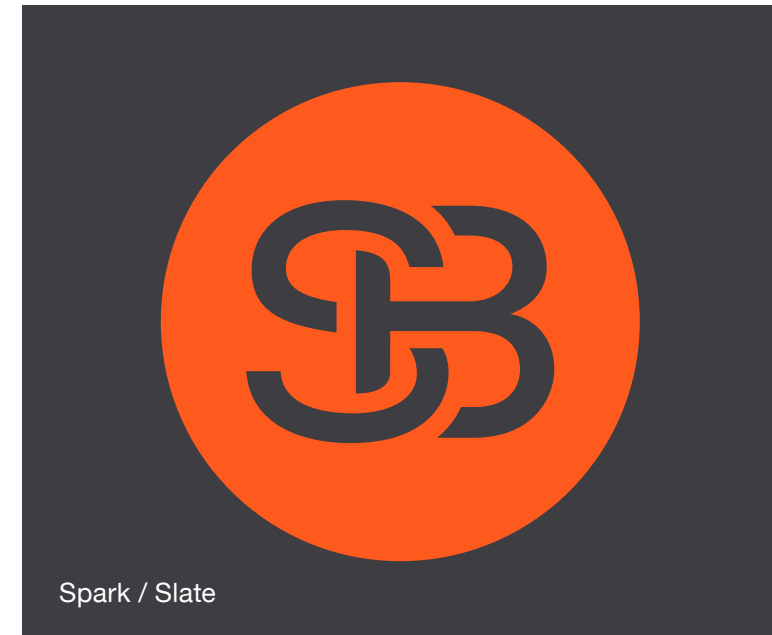


Emblem Color



Whenever possible, our emblem should be in Spark or reversed out against a color field. In situations where legibility becomes an issue, or color options are limited, using Slate is acceptable.

Emblem Color Pairing



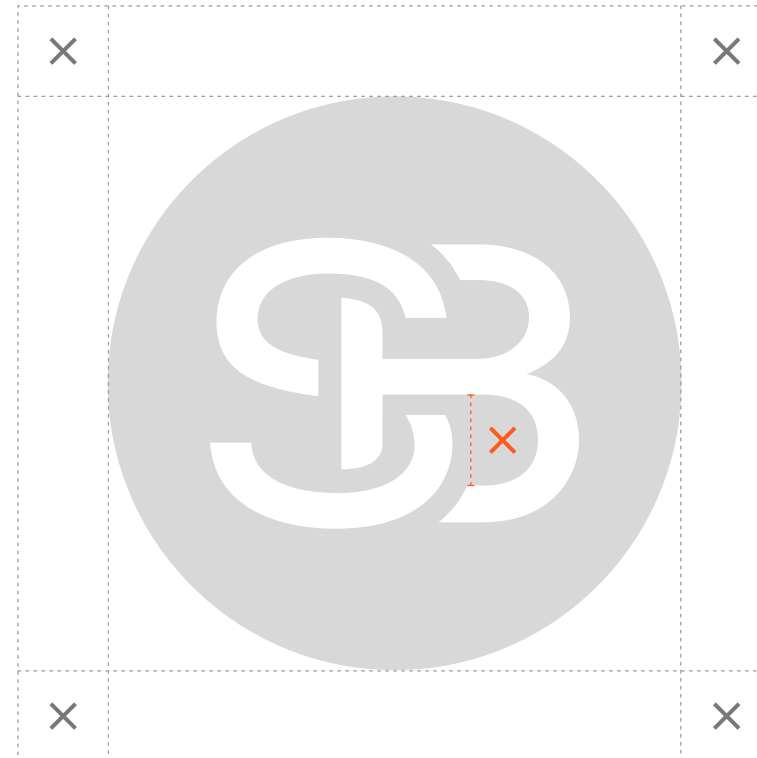
These are the approved color pairings using the brand color palette.

Emblem Spacing & Size

For clarity, it's important to keep a sufficient amount of clear space at the top, bottom, right and left of the logo. Use a minimum clearance space that's equal to the height of the "B" letterform counter.

Proper sizing ensures that our emblem logo remains legible in each application. The goal is to maintain a proportionate balance between the logo and its surface. In particular, we want to keep the logo readable at smaller sizes. Minimum sizing for the emblem logo should be 1/4 inch, or 20 pixels, in diameter.

3.4



1/4" or 20px

Wordmark

Sterling Bay

Our wordmark logo should be used in conjunction with the emblem logo in applications where Sterling Bay is not explicitly expressed through messaging. For example, the wordmark logo is not necessary in construction signage that mentions the Sterling Bay brand in messaging. However, it should always be used for sponsorship opportunities including, but not limited to, event signage/advertising and step and repeats.

Wordmark Color



Sterling Bay

Spark



Sterling Bay

Slate



Sterling Bay

White

Whenever possible, our wordmark logo should be in Spark or reversed out against a color field. In situations where legibility becomes an issue, or color options are limited, using Slate is acceptable.

Wordmark Color Pairing



Sterling Bay

Spark / White



Sterling Bay

Slate / White



Sterling Bay

White / Spark



Sterling Bay

White / Slate

These are the approved color pairings using the brand color palette.

Wordmark Spacing & Size



Sterling Bay

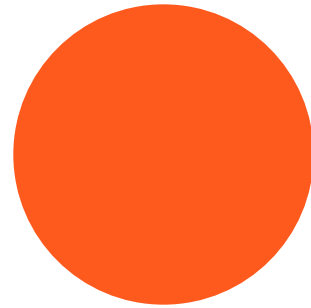
1/4" or 20px

For clarity, it's important to keep a sufficient amount of clear space at the top, bottom, right and left of the logo. Use a minimum clearance space that's equal to the cap height of the "B" letterform.

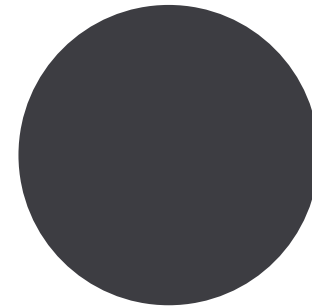
Proper sizing ensures our wordmark logo remains legible in any application. The goal is to maintain a proportionate balance between the logo and its surface. In particular, we want to keep the wordmark logo readable at smaller sizes. Minimum sizing for the wordmark logo should be 1/4 inch, or 20 pixels, in height.

Color

Values



Spark
R255 G90 B30
HEX FF5A1E
PMS 172C
C0 M80 Y100 K0



Slate
R61 G61 B66
HEX 3d3d42
PMS 4287C
C66 M62 Y55 K54

Our brand colors are key to our brand image. Consistent use of the approved brand color palette is crucial to maintaining brand integrity across all touch points. Color specifications to the right outline our color settings for print and web.

Contact

If you have any questions about this document or how to use any of the rules suggested within it, please contact:

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