

Version 1.0

# Brand Guidelines



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# Brand

Brand  
**Essence**



TownSteel understands the importance of providing superior service and staying committed to our customers. Innovation, tenacity, and experience have helped build our high-quality products that consistently meet and exceed industry testing standards.

**Prominent. Prevalent. Constructive.**

After decades of leadership in mortise locks, cylindrical locks, and ligature-resistant locks, we have built a foundation of trust within the industry. Our customer reach now extends beyond the mental health industry into other sectors such as hospitals, and senior care facilities.

**Authentic. Transparent. Exemplary.**

Today, TownSteel's team is a convergence of some of the industry's most experienced professionals. Our company is equipped to work with door hardware specifiers and security consultants on large-scale projects.

**Trust. Innovation. Experience.**

We offer innovative hardware solutions and are proud to have achieved BHMA Grade 1 certification for many of our products. TownSteel continues to supply hardware that meets our customers' exacting specifications

Brand  
Personality

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We have built our company around the promise of creating durable hardware solutions for your projects. Our complete product line is the result of decades of determined engineering. This allows TownSteel to provide you with the right product to meet your exacting specifications. With end-to-end customer support, you will find that TownSteel is the ideal company for you to partner with.

Unparalleled  
Trustworthy  
Friendly  
Innovative  
Experienced

Logo

Logo  
Primary Logo

The TownSteel logo consists of the symbol and the wordmark. It is our primary logo and a major representation of our brand. It has a vital role in establishing brand awareness and therefore should be used in all our communications in proper, approved forms.



The Symbol

**TownSteel**  
PERFECTION IN PROTECTION

The Wordmark

The Logo

## Logo The Symbol

The TownSteel symbol is shorthand for the brand. The symbol is symmetrical and balanced in harmony. Often it is the first image to introduce the brand, in use cases such as our App Icon or our Social Media Avatars.

Our identity is a persistent evolution of our brand and its services. The symbol represents the relationship between our brand and customers.





## Logo Safe Zone

To ensure the logo maintains a high level of visibility it is important that it is surrounded by a minimum amount of clear space. No other graphic elements should encroach within this area. The safe zone is equal to the height of the logotype above, below and at both sides. It creates a boundary around the logo.

To preserve the readability of the logo it should never be sized below certain dimensions. The minimum length is 1.0 in / 25.4 mm when used in print environments.



1.0 in / 25.4 mm

## Logo Incorrect Usage

The logo must always be reproduced in its original state and according to the guidelines. These examples illustrate modifications that must be avoided.



Do not alter the color of the brand mark



Do not use the logo with low contrast



Do not stretch, rotate or skew the logo



Do not use the logo as an outline



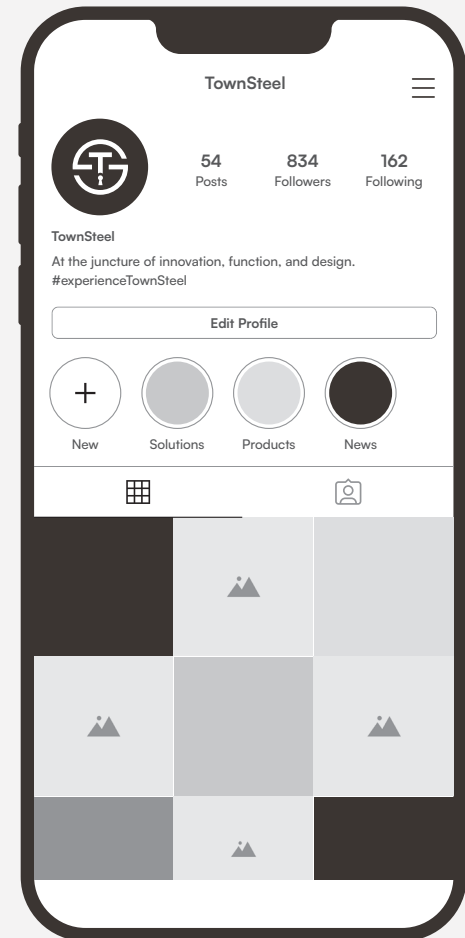
Do not add any effects on the logo



Do not combine with other graphic elements

## Logo Social Icon

For optimal use on social channels, a profile icon version of the logo is provided. By using the landmark, we maximize our space and take away any issues relating to legibility. The clearspace is adjusted to secure maximize impact.



# Colors

### Colors Palette: Primary

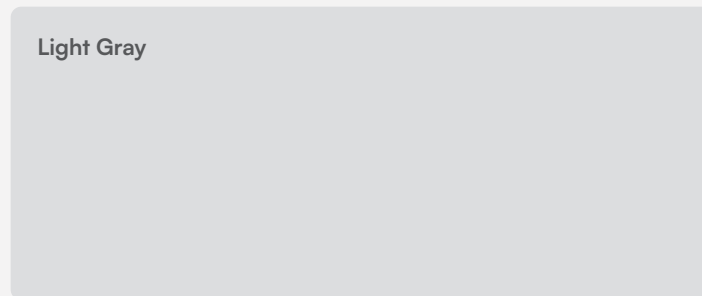
Our brand iconic colors are the Dark Red and Black color which create a recognisable combination. Light Gray works as a neutral base highlighting the simplicity of the brand, giving a sense of clarity to brand assets. For flexibility there is an additional Dark Gray color defined.



Pantone **P 7623 C**  
CMYK **27 / 98 / 100 / 28**  
RGB **144 / 29 / 19**  
HEX **#901D13**



Pantone **P Black C**  
CMYK **0 / 0 / 0 / 100**  
RGB **0 / 0 / 0**  
HEX **#000000**



Pantone **P Cool Gray 1 C**  
CMYK **0 / 0 / 0 / 15**  
RGB **220 / 221 / 222**  
HEX **#DCDDDE**



Pantone **P 7540 C**  
CMYK **0 / 0 / 0 / 71**  
RGB **75 / 75 / 75**  
HEX **#4B4B4B**

### Colors Palette: Secondary

In addition to the Primary color palette, a Secondary color palette can be used as an accent color in a limited capacity. The Primary Dark Red color is shown to visualize how the Secondary palette compliments the Primary color palette.



Pantone **P 7623 C**  
CMYK **27 / 98 / 100 / 28**  
RGB **144 / 29 / 19**  
HEX **#901D13**



Pantone **P 1935 C**  
CMYK **17 / 100 / 80 / 7**  
RGB **192 / 6 / 55**  
HEX **#C00637**



Pantone **P 1495 C**  
CMYK **2 / 54 / 100 / 0**  
RGB **242 / 139 / 11**  
HEX **#F28B0B**



Pantone **P 482 C**  
CMYK **15 / 21 / 27 / 0**  
RGB **216 / 197 / 180**  
HEX **#D8C5B4**

### Colors Combining

These examples demonstrate the correct versions to use in specific cases according to color and contrast. Using the following specified color combinations guarantees that content will be legible and recognizable. These combinations apply both to the wordmark, and to any other text application. Do not use any color combinations outside of these scenarios.



White on Dark Gray



White on Dark Red



Black on White



Black on Light Gray

## Colors Proportions

It's important to follow the rules of these proportions when creating any brand communication in order to maintain brand consistency and remain accessible for everyone.

The primary colors: Dark Red and Black should be used in all cases when communicating on behalf of the brand. White, Light Gray and Dark Gray are supporting colors to be used sparingly. This graphic shows a suggested balance of the colors for brand communication.

A 60-30-10 rule should be applied to a color scheme: 60% of the dominant color. 30% of the supporting color. 10% of the accent color.

Light Gray can also be used as a background wash.

The Secondary color palette can also be used as accent colors to be used sparingly.

### Dark Red

Pantone 7623  
CMYK 27 / 98 / 100 / 28  
RGB 144 / 29 / 19  
HEX #901D13

### Black

Pantone BLACK  
CMYK 0 / 0 / 0 / 100  
RGB 0 / 0 / 0  
HEX #000000

### White

CMYK 0 / 0 / 0 / 0  
RGB 255 / 255 / 255  
HEX #FFFFFF

### Light Gray

Pantone Cool Gray 1  
CMYK 0 / 0 / 0 / 15  
RGB 220 / 221 / 222  
HEX #DCDDDE

### Dark Gray

Pantone 7540  
CMYK 0 / 0 / 0 / 71  
RGB 75 / 75 / 75  
HEX #4B4B4B



# Typography

## Typography Brand Typeface

Our brand typeface is Open Sans. It's elegant and sophisticated, yet modern and offers an excellent reading experience with superior typographic range. It's approachable and characterful, making it perfect for a more expressive form of application.

Although Open Sans typeface is available in a variety of weights and styles, in order to maintain brand consistency, we suggest restricting font use to forthcoming brand use outlines.

The three weights each have their own functionality and uses, meaning that headlines, body copy, and supporting typographic detail are all accounted for.

# AaBbCc123 Open Sans

### Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ÁÂÃÄÅÆÉÊËËÌÍÎÏÓÔÕÖØÙÚÛÜÝ  
abcdefghijklmnopqrstuvwxyz  
áâãäåæéêëëìíîïóôõöøéúûüý  
:;...!/?\*#\ (){}[]--\_'" ""''''''\$€£+-=%@&| ;  
1234567890

### Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ÁÂÃÄÅÆÉÊËËÌÍÎÏÓÔÕÖØÙÚÛÜÝ  
abcdefghijklmnopqrstuvwxyz  
áâãäåæéêëëìíîïóôõöøéúûüý  
:;...!/?\*#\ (){}[]--\_'" ""''''''\$€£+-=%@&| ;  
1234567890

### Open Sans ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ÁÂÃÄÅÆÉÊËËÌÍÎÏÓÔÕÖØÙÚÛÜÝ  
abcdefghijklmnopqrstuvwxyz  
áâãäåæéêëëìíîïóôõöøéúûüý  
:;...!/?\*#\ (){}[]--\_'" ""''''''\$€£+-=%@&| ;  
1234567890

## Typography Usage

Open Sans ExtraBold is intended for display typography, headlines, and titles. It can also be used as a way of highlighting smaller texts, but its predominant usage is for hero messaging.

Open Sans Regular is used for all areas of body copy and smaller text. It's the most effective of the three weights for legibility, and as such, is best used when trying to communicate information clearly and practically.

Open Sans Bold is used to provide typographic contrast and is often paired with Open Sans Regular. It is most commonly used for pull-quotes, or areas of text that are being highlighted within a larger typographic composition.

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Display Typography Example

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Body Copy Typography Example

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Supporting Typography Example

# Trusted hardware solutions serving a global market

With over three decades of experience and multiple patents behind our name, we continue to develop innovative designs for commercial and residential projects. From entrance hardware to custom design hardware, the TownSteel team works to meet your architectural and security requirements. Our products consistently meet and exceed strict industry standards for durability, strength, and performance.

**“Our position has shifted from operating as a third-party manufacturer to serving you through our direct sales representatives.”**

## Typography Common Sizes

Various text styles should always appear in the same relation across applications. The following explanation applies both to web and print scenarios. Across both print and digital touchpoints, our point and pixel sizes follow the same system.

At larger sizes, it's best practice to reduce the leading (space between the lines) and the tracking (space between the letters) to achieve the correct visual expression.

At smaller sizes, the leading often proportionately increases to maximize legibility and create a more apt expression for body copy.

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Large Sized Title

30 pt

---

Medium Sized Title

24 pt

---

Small Sized Title

14 pt

---

Subheading

10 pt

---

Body Copy

9 pt

---

Captions

7 pt

# Door Locks Reinvented

## Door Locks Reinvented

### Door Locks Reinvented

#### Door Locks Reinvented

Door Locks Reinvented

Door Locks Reinvented

# Imagery

## Imagery Direction

To capture the premium aesthetic of the brand our imagery follows a few simple principles to achieve a consistent style. Every image should contain natural light, avoiding direct sunshine. Shoots should appear natural and unposed and should contain colors that are calm and composed, without feeling curated. We captured the natural body movements of the models and kept post-production to a minimum to ensure a natural feel. This kind of directed imagery combined with our carefully crafted copywriting creates a warm and relatable tone on all our touchpoints.





## Imagery Product Shot Direction

It is important to capture the product in real and authentic scenarios. The product must always be visible and accurate in color. People can be part of the story with atmosphere, accessories, and fashion playing into the overall tonality. Light is an important brand asset. It is interesting, never simple, and always natural.

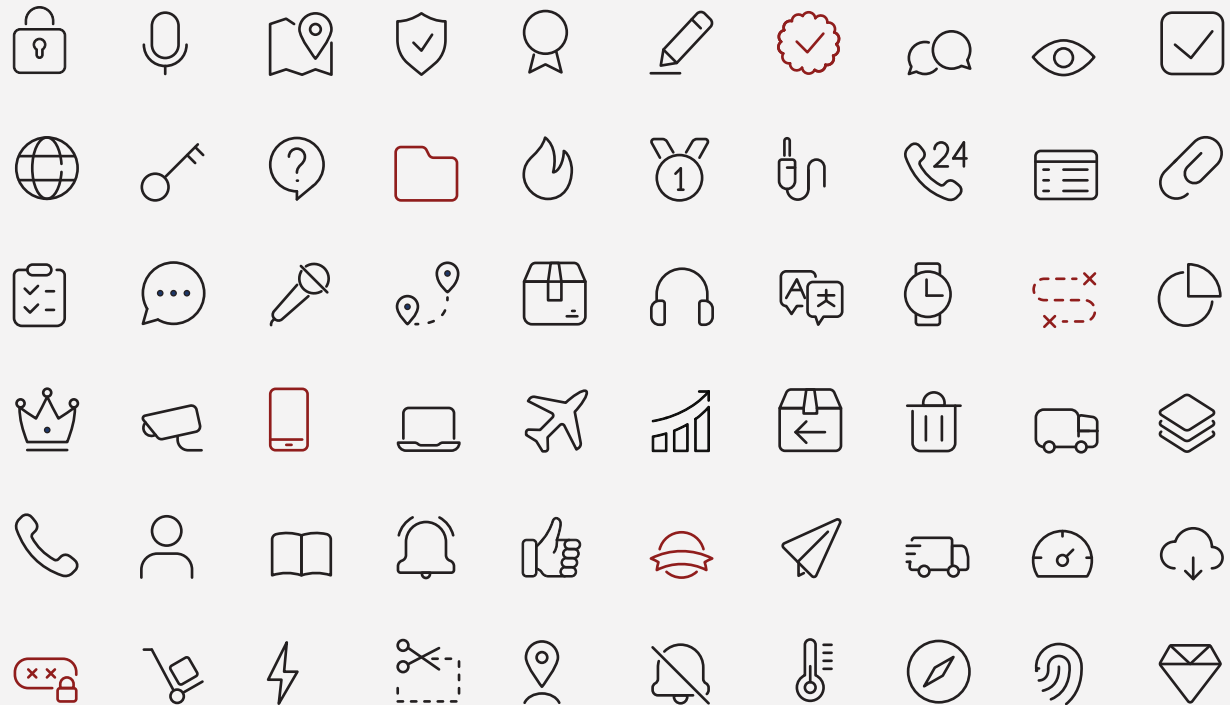


# Iconography



### Iconography Icon Set

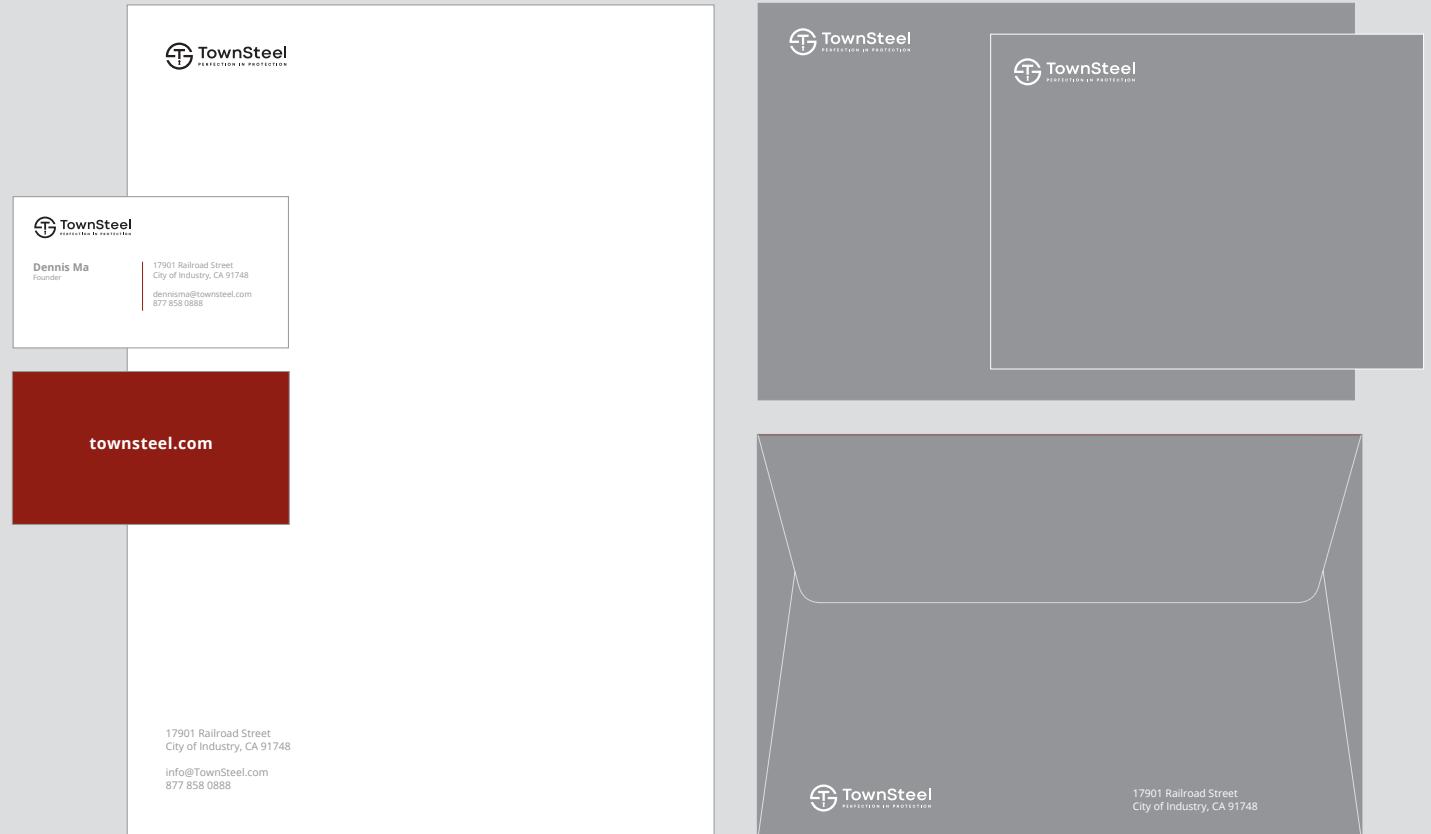
Iconography can help simplify complex ideas or translate messages quickly. Our iconography style is clean and minimal, with the design based on simple line art style icons. Every icon should share a similar style and structure to unify our communications and contribute to a consistent brand experience that is unique to TownSteel.



# Application

## Application Stationary

A sample preview of our stationary.



## Application Email Signature

Suggested direction when designing email signatures. With email a primary medium for communication, it is important that our brand is represented in a consistent style.

To

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Subject

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**Don Johnson**  
Sales Director

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17901 Railroad Street, City of Industry, CA 91748  
donj@townsteel.com  
877 858 0888  
townsteel.com

[facebook](#)  
[instagram](#)  
[twitter](#)  
[linkedin](#)

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## Application Social Content

Instagram templates are created to make sure they feel cohesive and give readers a similar brand experience. This is an example of how our branding would be best applied to maintain consistency of look and feel on digital applications.



## Application Vehicles

Shown are examples of applying the TownSteel brand color with the logo. Also shown is using imagery as a backdrop along with the TownSteel Symbol and Logo in combination.



# Resources

## Resources

### File Types

With all the different file types in this package, we've prepared a small guide to understand each file type and when to use them. The key difference between vector and image files comes down to utility. Image files are composed of a set number of pixels. Because of this set number, if image file is printed at a larger dimension than what it was designed for, it will appear visibly grainy and pixelated because the dots that compose the image are forced to grow larger as the medium they're printed on grows.

#### AI

##### Adobe Illustrator

AI is a proprietary vector—based file format by Adobe Systems. It is the standard source file for your logo. Some print shops will request this file when prepping a project for print.

#### PDF

##### Portable Document Format

Another editable vector—based file format. Its universal file format makes it extremely versatile. It's typically used for printing and easily sharing documents online.

#### SVG

##### Scalable Vector Graphic

SVGs are great for websites or apps to keep logos and icons sharp and are infinitely scalable without pixelation.

#### EPS

##### Encapsulated Post Script

Like a PDF, an EPS can be edited with any vector graphics program. Although it's becoming outdated, some print shops with older software will still request these files so they're good to have on hand.

#### JPEG

##### Joint Photographic Experts Group

A popular image format that is commonly used for photographs and web graphics. Its lossy compression allows for smaller file sizes than PNG, but does not support transparent backgrounds.

#### PNG

##### Portable Graphics Network

Another image file format that is great for web graphics and digital displays. Supporting transparent backgrounds is a key advantage over JPEG, but file sizes are typically larger.



## Resources

### Color Spaces

Color is an important part of our visual identity — it drives recognition and creates attachment to the brand. In order to create the same visual experience in digital, in printed matter we use different color values depending on the outcome.

When using color on screens and digital environments we use RGB / HEX color values. When printing applications there are two different values to use; CMYK or Pantone.

Our brand color palette is available as ASE files that can be opened with Adobe Creative Suite (e.g. Photoshop, Illustrator and InDesign).

#### RGB

##### Digital — Red, Green, Blue

The color space for digital displays. Red, Green, and Blue make up the color palette for RGB and is supported in all browsers. These files are used for the digital purposes such as web graphics or photographs. Printing RGB files can result in blurry images with inaccurate colours. Use CMYK or Pantone files for printing purposes.

#### HEX

A hexadecimal (HEX) color is specified with: #RRGGBB and is supported in all browsers.

#### CMYK

##### Print — Cyan, Magenta, Yellow, and Key (Black)

These are the four basic colours used for printing. CMYK files are for any project that will be physically printed such as business cards or brochures. They are not for screen use. This is the most common value in print material.

#### PANTONE/SPOT

##### Offset Print

Pantone Matching System® is a universal color matching system. Pantone codes differ depending if the paper is coated or uncoated. Pantone is a standardize system for colour. Unlike CMYK, A Pantone or spot colour is a single colour created from a precise mixture of inks. Their colour accuracy is superior to CMYK, but can become costly using more than three colours.

## Contact

If you have any questions, comments or suggestions regarding our brand guidelines, please contact:  
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