

°STELPRO

360 comfort

Short form graphic standards guide

# Logo

## Symbolic

The logo draws on the following characteristics:

360° comfort, strength, leadership, superior quality, efficiency, expertise

The degree symbol in the logo is suggestive of temperature, air and heating. It evokes the very nature of our offering.

The circle of the degree symbol also evokes the idea of a complete offering and a global solution: a 360-degree solution.

In short, Stelpro covers all aspects of comfort.

The degree symbol can also designate an offering that's of a superior degree. Combined, the S and degree symbol become our seal of quality, the Stelpro quality seal: °S

There is no bilingual version of the logo. In a bilingual context, use the unsigned version on page 3.



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Official version



°S

STELPRO

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Secondary version

## Version without a tagline

The version without a tagline should be used for signage, advertisements and promotional items.

The unsigned version is also used in any bilingual context.



## Protection zone

The logo must be surrounded by a protection zone at least equivalent to the height of the "O" of the word "STELPRO" to increase its visual impact. This protection zone must always remain free of any visual element of a typographical, graphic or other nature.



## Minimum size

The minimum size of the logotype has been established for legibility. Regardless of type of measurement used or where it is to be applied, the logotype must never be smaller than the width indicated - 1.3 in (3.3 cm) wide for the horizontal and 0.7 in (1.8 cm) wide for the vertical version.

If you absolutely need to use the logo at a smaller size, the logo without the tagline is to be used, follow the graphic standards.

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1.3 po / 3.3 cm



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0.7 po / 1.8 cm

Minimum size of logo with tagline

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0.7 po / 1.8 cm



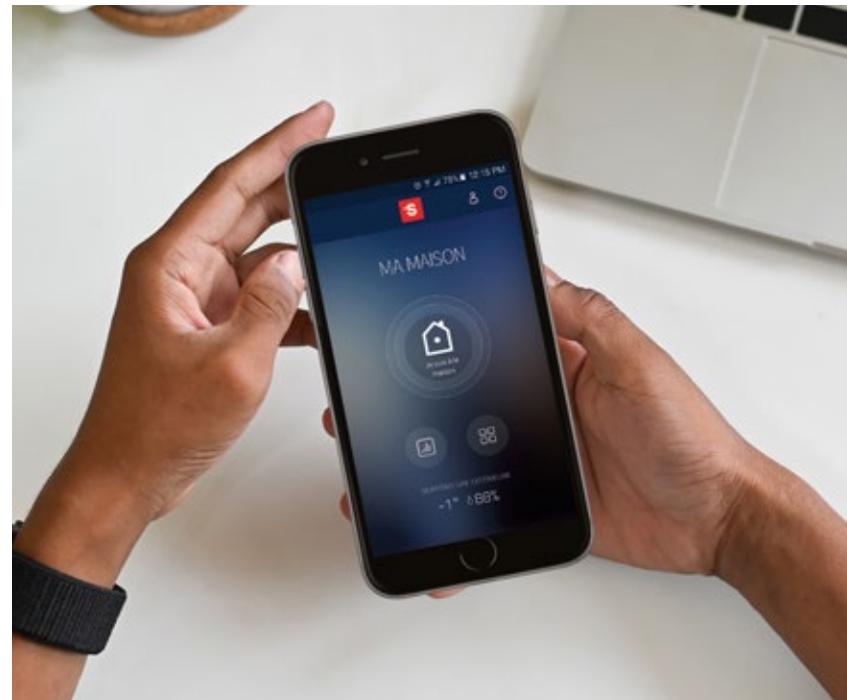
0.3 po / 0.8 cm

Minimum size of logo without tagline

## Symbol only

The °S logo is used on its own when space is limited, such as in an app.

It can also be used as a graphic element, particularly on communication, advertising, promotional and web tools, or when the design needs to be simplified for manufacturing technical reasons (embroidery, prints, pins, etc.). Moreover, the logo must not be used to make a pattern.



## Reversed

The reversed red and black versions can be used.

Never place the logo inside a shape other than a rectangle or square. Clearance zones must be respected.

The same rules apply for vertical versions.



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## Misuse

Misuse of the logo compromises its integrity and effectiveness.

Uses that do not promote a clear and optimal presentation of the logo should be avoided. The logos shown below are good examples of misuse. Discernment and good taste must be exercised when using the logo.

- A** The logo must not be distorted. If the logo is enlarged or reduced, the proportion of the height and width must remain the same.
- B** When there is insufficient contrast between the logo and the background, using the reversed version is preferable. A uniform background ensures good visibility.
- C** The protection zone must be respected to make the best possible impact. It is preferable to reduce the size of the logotype rather than squeezing it into the available space.
- D** The colours of the logo must not be altered in any way. The logo can only be in colour, black and reversed (white).
- E** The typography of the logo must not be modified in any way. Use only the official logo (the tagline must not be added manually).
- F** The logo should not be placed on a pattern that is too bright.
- G** The tagline should never be replaced by a slogan or a title.
- H** Never place the logotype inside a shape other than a rectangle or square.



# Colour theme

Please note that the colour may vary depending on the printing method and paper type.

## Main colour



## Secondary colour

The secondary colours, used in combination with the main colour, allow for a wide range of possibilities for the presentation of visual elements.



## Product identification

These two colour codes must be used to identify product voltages and powers.

### Heating units

Identification of heating unit voltages.

Without a thermostat

With a thermostat

120 V C61 - M22 - Y21 - K2	120 V C0 - M50 - Y100 - K0
208 V C91 - M49 - Y0 - K0	208 V C0 - M67 - Y84 - K0
240 V C100 - M58 - Y30 - K47	240 V C18 - M77 - Y85 - K7

### Thermostats

Identification of thermostats wattages.

2000 W C0 - M15 - Y100 - K0	2500 W C65 - M0 - Y100 - K0
3600 W C0 - M83 - Y100 - K0	3000 W C74 - M0 - Y16 - K28
4000 W C88 - M76 - Y18 - K16	5750 W C100 - M58 - Y30 - K48

# Typography

The font used in all communications is **Aktiv Grotesk**.

## Web fonts

To use this font on a website, apply the following CSS:

```
font-family : aktiv-grotesk, sans-serif ;
font-style : normal ;
font-weight: 200 ; (hairline)
300 ; (light)
400 ; (regular)
500 ; (medium)
700 ; (bold)
800 ; (Xbold)
900 ; (black)
```

## Alternate font

For all Microsoft Word, Excel and PowerPoint documents, use the Arial font.

Aktiv Grotesk Light

0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

**Aktiv Grotesk Regular**

**0123456789**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**Aktiv Grotesk Bold**

**0123456789**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**