

A GUIDE TO LOGO USAGE AND CORPORATE STYLES

A HANDBOOK FOR VENDORS



THE LOGO AND ITS VARIATIONS

Logo elements

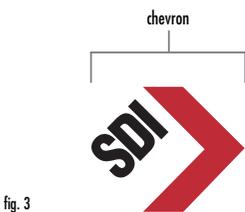
The Steel Dynamics logo is a unique piece of artwork that was designed specifically for SDI (figure 1). It consists of two elements, the chevron and the wordmark. The chevron is red PMS 187 with the black “SDI” aligned inside to suggest the shape of a perfect cube. The wordmark is one-third the height of the chevron and always appears to its right. The wordmark must never be used without the chevron.

The SDI logo is a registered trademark of Steel Dynamics, Inc. As such, it should always appear with the registration symbol, in the position and proportions you see here.

There are two alternate registered versions of the Steel Dynamics logo. Figure 2 shows the version without the “Inc.” This version has restricted usage; please ask your SDI representative for details. For situations where space is limited, a chevron-only version may be used (figure 3). Rules regarding this logo can be found on the next page.

It is essential that the logo and its variations are never re-created or altered in any way.

Do not try to reconstruct the logo. For information on obtaining digital versions, see “Where to get it” on the next page.





Colors

The full-color version of the SDI logo uses black and one Pantone® (or PMS) color: red PMS 187 (figure 4). The logo should only be placed on approved colors, which are shown on page 5.

A four-color ink mix (C0 M91 Y72 K23) of the PMS color may be used when necessary. When circumstances restrict color usage to only one color, the logo should be reproduced in black only (figure 5). The logo may also be reversed, or “knocked out,” of a field of 100% black for limited-color applications (figures 6 and 7).

Minimum sizes

The logo should not be used under 2" in width (figure 8), as its elements lose clarity at smaller sizes.

Minimum surrounding clear space

Always leave at least a minimum amount of clear space around the logo on all four sides. The clear space should be equal to that of the height of the capital “D” in the logo (figure 9).

Alternate version

The alternate version of the logo (figure 10) should only be used when horizontal space is restricted and using the preferred logo would make it too small. The minimum size for the alternate version of the logo is 1/4". Usage at such a size should be avoided if at all possible.

Where to get it

To obtain digital versions of the logo, access the CD at the back of this guide, contact your SDI representative, or contact Nichols & Company at (260) 422-6800 or art@nichols-co.com. For corporate typefaces, contact your SDI representative or Nichols & Company

Division logos

Please note that there are several division-specific versions of the Steel Dynamics logo that are not displayed here. Be certain to verify with your SDI representative exactly which mark should be used on any given project.

Principal colors

At right are the three colors used in the logo: 100% black, red PMS 187, and white.



Use with black or white backgrounds

The logo can also be used with any solid shade of black from 10% to 100% (shown here are 50% and 100% black), or white. For any shade of black greater than 50%, the reversed version of the logo should be used. As previously explained (page 4), always maintain at least the minimum clear space around the logo.



Use with secondary colors

Approved colors to use with the logo include the following PMS colors at 100%: PMS Cool Gray 5, dark blue PMS 654, and tan PMS 7502. Shades less than 100% of these colors are not acceptable. These secondary colors (shown below) complement the

principal colors of the logo and, as such, are preferred for background colors against which the company logo is displayed. They are also preferred for various page elements, such as color captions, borders, and so on.



INCORRECT LOGO USAGE



fig. 11



fig. 12



fig. 13



fig. 14



fig. 15



fig. 16

Incorrect usage samples

Following are samples of incorrect logo usage. For reference, the correct logo is shown in figure 11.

Competitive backgrounds: Never place the logo against a patterned image (figure 12). This “muddies” the logo and confuses the eye. Place the logo only in its intended format, without interference from other images.

Confining shape: Confining the logo (figure 13) within a shape or border cramps the clear space surrounding the logo (see page 4), changes its original characteristics, and creates the illusion that the shape is actually a component of the logo.

Drop shadow: Never apply a drop shadow to the logo or any of its components (figure 14).

Improper proportions: Always maintain the correct proportions for the various elements of the logo. Increasing or decreasing the size of one component relative to the others throws the logo out of balance (figure 15).

Positioning of SDI within chevron:

The initials “SDI” must always appear in the same position relative to the chevron. Align the top edges of the letters at a right angle to the upper left corner of the chevron (see figure 11). The letters should not “float,” as in figure 16.

Incorrect usage samples (continued)

Stretching/compression: The logo should never be altered horizontally or vertically (figure 17). Stretching and compression distort the mark. Use the logo only at its proper proportions.

Incorrect color use: Do not assign other colors—even approved corporate colors—to the logo elements, as shown in figure 18. Follow the color guidelines on page 4.

Incorrect angles: The logo maintains its integrity only when displayed horizontally. Never skew the logo (figure 19).

Incorrect type: No typeface should be substituted for the logo type (figure 20). Use only the artwork provided on the CD at the back of this guide or available at art@nichols-co.com. You can also call Nichols & Company at (260) 422-6800.

Improper reverse/outline usage: Do not reverse the logo from a field of gray or a screen of black of less than 50% (figure 21a). Also, it is never permissible to outline the logo, as in figure 21b.

Combining with other elements: Never combine the logo, or any of its parts, with other, unapproved elements to form a hybrid mark (figure 22).

