

SUPERIOR COMPLETIONS BRAND GUIDE



PRIMARY LOGO

The Superior Completions logo has been developed to provide the greatest visibility and harmony for its elements. Never recreate, rescale, or rearrange its elements under any circumstance. Always use the master logos supplied. Whenever possible, use the full color logo on a white background.



LOGO COLOR USAGE

PREFERRED FULL COLOR LOGO

Always use the master logos supplied. Whenever possible, use the full color logo on a white background.



ALTERNATE ONE-COLOR LOGO

When it is not possible to use the full color logo, the one color black signature may be used.



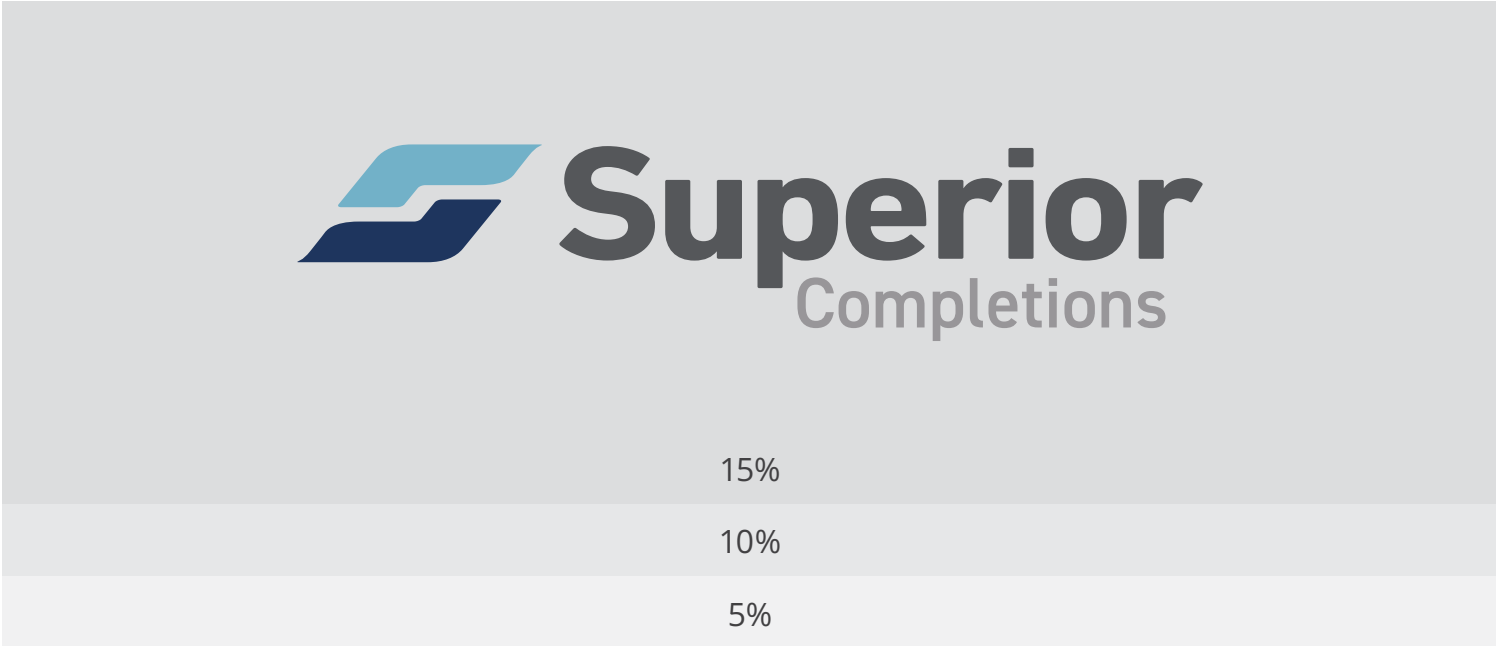
PREFERRED REVERSE LOGO

In situations where using the logo on white isn't possible, it is preferred to use the one-color white logo on a blue background.

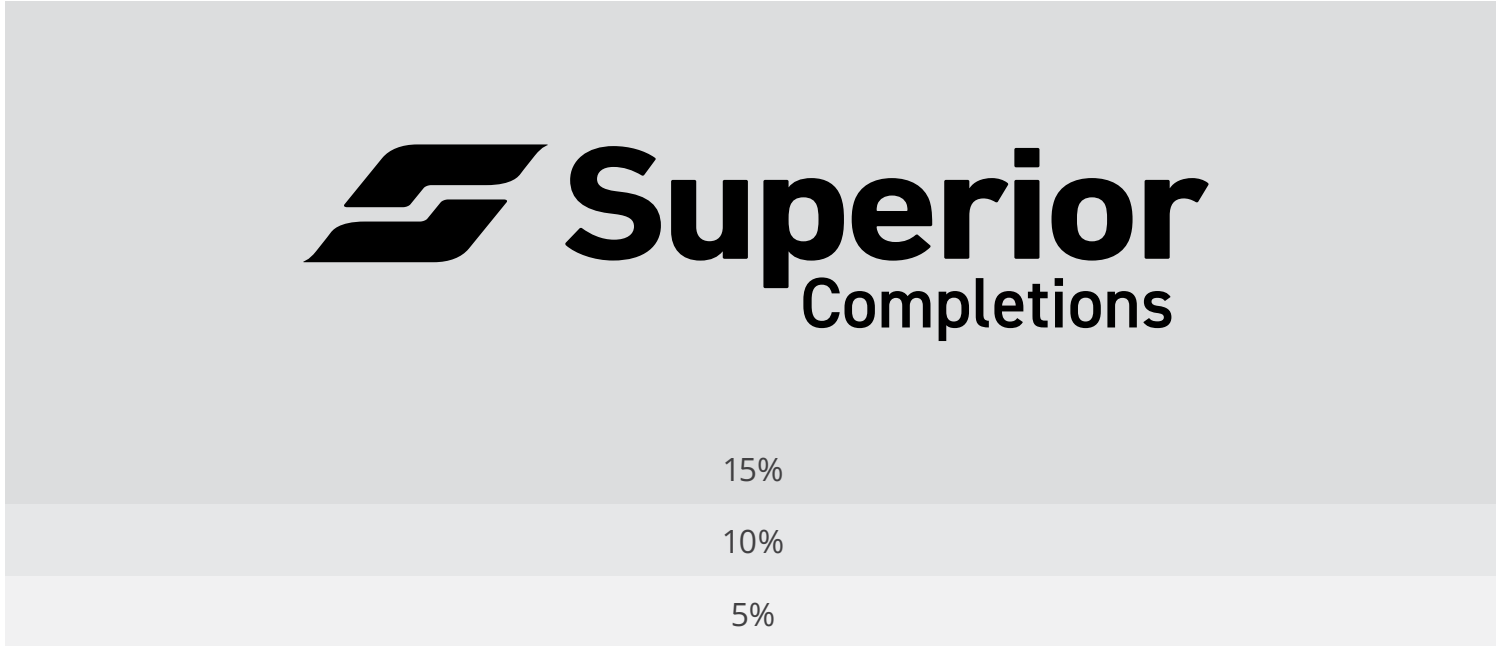


When positioning the logo on a colored background, the value of the background determines how the logo is used. The logo is available in full color, black, or white. Use the full color and black logo on backgrounds that are 15% black or lighter. Use the white logo on backgrounds that are 60% black or darker.

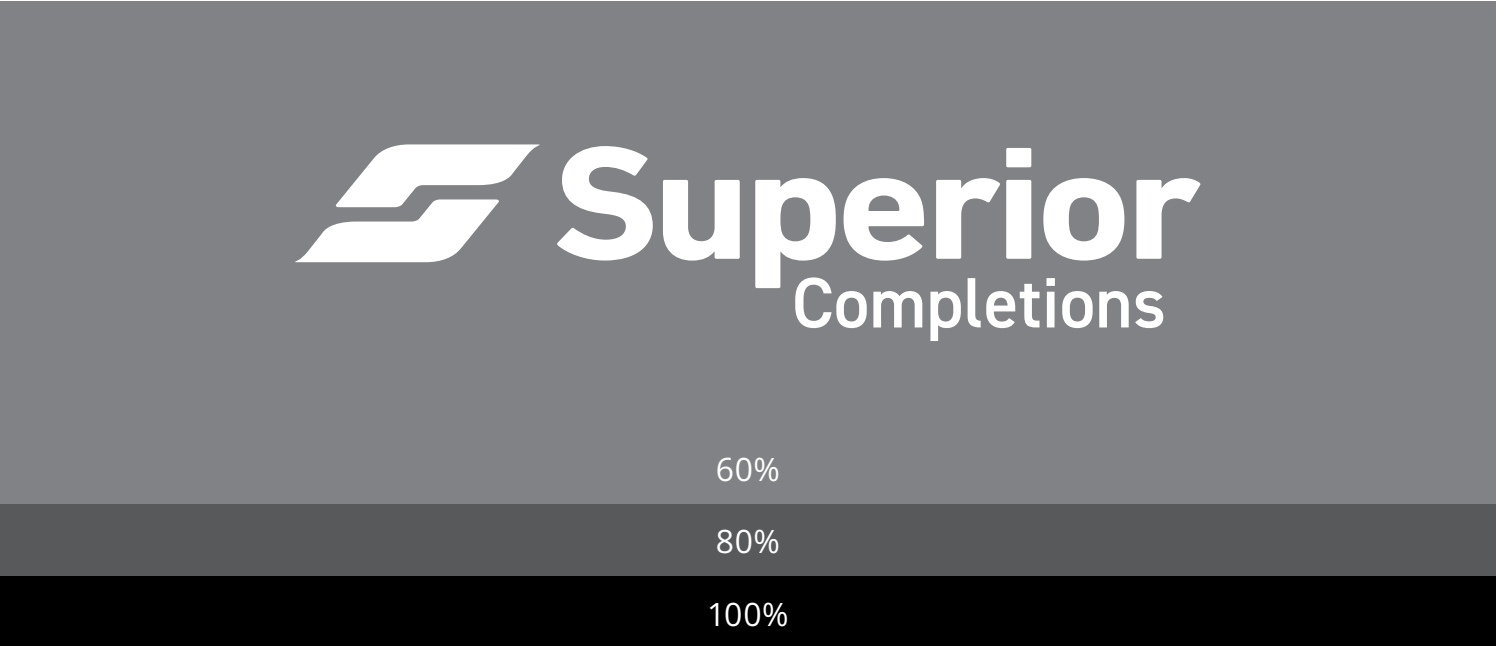
FULL COLOR



BLACK



WHITE



COLOR PALETTE

Consistent color usage ensures maximum brand recognition. Our company color palette contains a range of colors that have been organized into a primary and secondary palette structure to create the optimal level of contrast and flexibility.

SUPERIOR COMPLETIONS COLORS

Primary Blue 80% 60% 40% 20%		Secondary Blue 80% 60% 40% 20%		Steel Grey 80% 60% 40% 20%		Innovation Yellow 80% 60% 40% 20%	
Pantone	534C	Pantone	7458C	Pantone	425C	Pantone	109C
C M Y K	98, 85, 36, 27	C M Y K	55, 16, 15, 0	C M Y K	65, 56, 53, 29	C M Y K	1, 16, 100, 0
R G B	31, 53, 94	R G B	114, 177, 200	R G B	85, 87, 89	R G B	254, 209, 3
HEX	#1f355e	HEX	#72b1c8	HEX	#555759	HEX	#FED100

NOTE:

For professional printing, colors are defined by the Pantone Matching System (PMS) and 4-color process build (CMYK).

For web and digital usage, colors are defined by RGB and HEX values.

TYPOGRAPHY

Primary Typeface

The primary typeface is CeraPro.

When creating a Superior Completions branded asset choose one of the weights shown below. These fonts should be used for producing branded materials such as; Brochures, mailers, posters, business cards, PPT presentations, Microsoft Office Documents etc.

Headlines – CeraPro, Black (all caps)

LOREM IPSUM

Subheads – CeraPro, Black

Lorem Ipsum

Body Copy – CeraPro, Black and Medium

Lorem Ipsum – dolor sit amet, contetur adipiscing elit. Aliquam iaculis velit tempor diam convallis rutrum. Fusce pellentesque sapien interdum, ullamcorper dui interdum, tincidunt ante. Nula eget felis ut mauris viverra pretium sed at tellus. Curabitur nec ante eget nisi rhoncus fermentum. Etiam porta porttitor enim, bibendum efficitur tortor malesuada quis. Fusce faucibus erat dignissim, mattis massa quis, efficitur nisl.

TYPOGRAPHY

Secondary Typeface

The secondary typeface is Aktiv Grotesk.

When creating a Superior Completions branded asset choose one of the weights shown below. These fonts should be used for producing branded materials such as; Brochures, mailers, posters, business cards, PPT presentations, Microsoft Office Documents etc.

Headlines – Aktiv Grotesk, Bold (all caps)

LOREM IPSUM

Subheads – Aktiv Grotesk, Bold

Lorem Ipsum

Body Copy – Aktiv Grotesk, Bold and Regular

Lorem Ipsum – dolor sit amet, contetur adipiscing elit. Aliquam iaculis velit tempor diam convallis rutrum. Fusce pellentesque sapien interdum, ullamcorper dui interdum, tincidunt ante. Nula eget felis ut mauris viverra pretium sed at tellus. Curabitur nec ante eget nisi rhoncus fermentum. Etiam porta porttitor enim, bibendum efficitur tortor malesuada quis. Fusce faucibus erat dignissim, mattis massa quis, efficitur nisl.



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