SCHUFF STEEL

Media Kit

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For approved uses, we're happy to provide the Schuff Steel logo. Please review our guidelines for use below prior to including our brand in application.
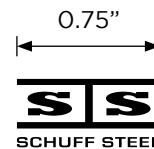
Space and Sizing

CLEAR SPACE AND MINIMUM SIZE

Always maintain clear space around the Schuff Steel logo to protect it from distracting graphics or typography.

A good rule of thumb is to measure clear space by the height of the 'S' in the logo.

The Schuff Steel logo reproduces well at almost any size. Going too small, however, can damage the logo's integrity and effectiveness.

Minimum size:

Measures 0.75" wide

Logo Colors

On a white background, always use the primary logo. If the background of your application doesn't allow the primary logo to be legible, you may opt for the white reversed Schuff Steel logo.

Primary logo on white
background

White reversed logo on black
background

White reversed logo on dark
background

Logo Application

Schuff Steel logos are available in PNG format for digital and print applications.

The logos can be proportionally resized according to user guidelines for all digital needs, and accommodate printed materials up to 7" wide.

If you have questions or require additional file formats or sizes that are not included in our media kit, please contact us at **brand@schuff.com.**

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Guidelines for Use

To maintain the integrity of our brand in every application, we ask that you follow these simple guidelines for use.

This example is correct.

INCORRECT LOGO USE

Do not place the logo with a white background on top of a colored or image background.

Do not alter the proportions of the logo.

Do not change the location of the elements.

Do not recreate the logo in a different font.

Do not angle the logo.

Do not change the color of the logo.

Do not put the logo in a holding shape.

Do not alter the proportions of the elements of the logo.

Do not use any element of the logo on its own.