

# Brand Guidelines

**Logo usage**  
**Color palette**  
**Typography**

**Prepared by Mazzella  
Companies Corporate Marketing**

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## LOGO USAGE

### SHEFFIELD METALS LOGO



Our logo may only be used in full-color, black, or white variations, which can be downloaded on our website. The full-color and black logos should be used on white or light-colored backgrounds, and the white logo should be used on dark-colored backgrounds. The black logo is primarily intended for embroidery.



We also provide a secondary stacked version of the logo for circumstances in which it needs to be placed in a square working area. If you think you may have a use case for the stacked logo, please contact Mazzella Companies Corporate Marketing.

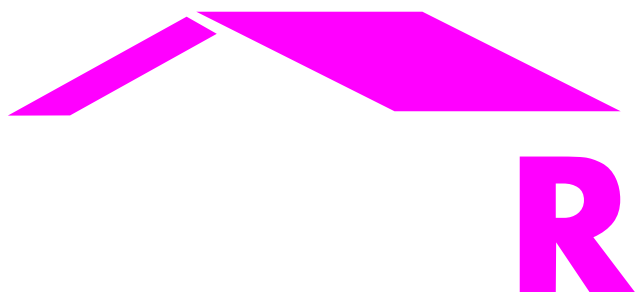


### NEGATIVE SPACE



Ample negative space should surround the logo at all times. Spacing around all sides of the logo must be (at least) equivalent to the width of the capital letter S in "Sheffield Metals International." The size of the S used for reference shall be determined by the scale at which the logo is placed.

### COOLR LOGO



COOLR® is a family of sustainable, energy-efficient roofing products that meet ENERGY STAR® and LEED 2009 compliance in many of the paint finishes. COOLR products come in a wide variety of colors, gauges, widths, and substrates for low and steep slope applications.

Uses for the COOLR logo include color cards, data sheets, and other product-centric content. It may only be placed on a white or light-colored background. The same negative space rules from the Sheffield Metals logo also apply to placement of the COOLR logo.

# LOGO USAGE

Any unauthorized alteration or modification is strictly prohibited. Examples of how NOT to use the Sheffield Metals International logo are shown below.

## LOGO MISUSE EXAMPLES



The color of the logo may not be changed. A black version is available for special circumstances.



No part of the logo may be scaled in such a way that distorts the original size ratio.



Drop shadows or outlines may not be added to the logo.



The logo may not be used without the "A Mazzella Company" tagline.



No typefaces on the logo may be changed or altered.



The full-color or black logo may not be used on a dark-colored background.



The white logo may not be used on a light-colored background.



When placing the logo inside a shape, make sure it is surrounded by ample negative space.



Do not use the wordmark without the icon.

# COLOR PALETTE

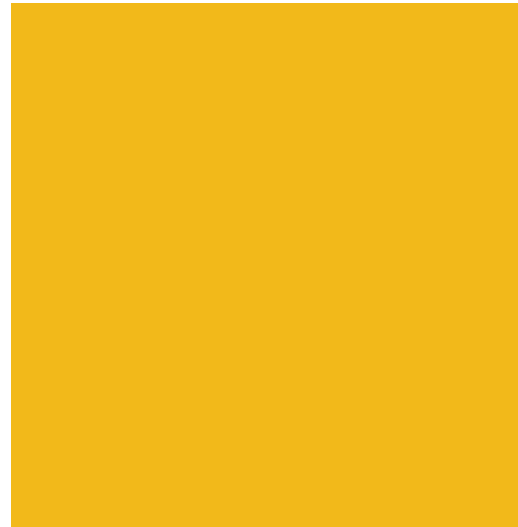
Our brand colors are Sheffield Blue and Sheffield Orange, which symbolize trust and enthusiasm. The use of any shade or tint of Sheffield Blue or Sheffield Orange is permitted. These two colors may be used in conjunction with white and any tint of black.

## PRIMARY COLORS



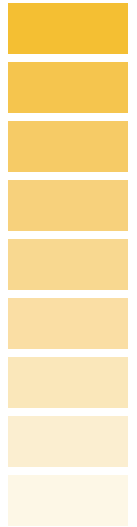
### SHEFFIELD BLUE

PANTONE 2935 C  
**C** 78 **M** 36 **Y** 0 **K** 0  
**R** 39 **G** 138 **B** 202  
#268aca



### SHEFFIELD ORANGE

PANTONE 137 C  
**C** 5 **M** 28 **Y** 100 **K** 0  
**R** 241 **G** 184 **B** 27  
#f1b81b



## SECONDARY & TERTIARY COLORS



### ACCENT GREEN

PANTONE 7489 C  
**C** 58 **M** 15 **Y** 100 **K** 1  
**R** 123 **G** 169 **B** 64  
#7aa722



### MAZZELLA RED\*

PANTONE 185 C  
**C** 0 **M** 91 **Y** 76 **K** 0  
**R** 255 **G** 0 **B** 0  
#ff0000



### COOLR GREEN\*

PANTONE 361 C  
**C** 70 **M** 2 **Y** 96 **K** 0  
**R** 82 **G** 180 **B** 77  
#53b44c



\* Brand colors. To be used in reference to Mazzella Companies and Coolr brands only.

# TYPOGRAPHY

Sheffield Metals International's typeface is Futura PT, which can be found on [Adobe Fonts](#). Access to this typeface is free with any Adobe Creative Cloud subscription. In the instance you are not able to obtain Futura PT (and for web purposes), Arial, a default system font, may be substituted. For exceptional cases that require usage of other fonts, please contact Mazzella Companies Corporate Marketing.

## FUTURA PT — PREFERRED

### BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#%&\*!?

### MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#%&\*!?

### DEMI

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#%&\*!?

### CONDENSED MEDIUM (SPECIAL CASES ONLY)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#%&\*!?

### HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#%&\*!?

### BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#%&\*!?

### EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#%&\*!?

### CONDENSED BOLD (SPECIAL CASES ONLY)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#%&\*!?

## ARIAL — ACCEPTED

### REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#%&\*!?

### BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#%&\*!?

### NARROW BOLD (SPECIAL CASES ONLY)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#%&\*!?

### BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#%&\*!?

### NARROW (SPECIAL CASES ONLY)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#%&\*!?