



# Graphic Standards Guideline

## DEFINING OUR IDENTITY

The **CRSI Graphic Standards Design Guideline** was developed to help you communicate our CRSI Brand Identity in a way that ensures consistent, coherent and meaningful public recognition and branding.

Look to this guideline for incorporating the Concrete Reinforcing Steel Institute (CRSI) corporate graphic identity brand into any piece of visual communication you create, both in print and on the web. It will be required that all official CRSI materials be produced in a manner consistent with the standards set forth in this Guideline.

Master files for many of the graphic elements shown in this guide can be downloaded from <http://www.crsi.org>.

Members can access CRSI Member versions by visiting <http://www.myCRSI.org>.

If you have any questions please contact:

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## GENERAL INFORMATION

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## ABOUT THE LOGO

The CRSI logo should be used consistently. Do not attempt to recreate or manipulate the logo. Always use the original digital files provided by CRSI. The official CRSI logo may be used in three variations or styles. Each variation consists of the three elements that make up the logo; the initials, icon and typography.

The Initials – CRSI (the Association's letters)

The Icon – the arch element

The Typography – Concrete Reinforcing Steel Institute  
(the Association's name)



*Preferred logo variation shown.*

## LOGO COLOR PALETTE

The official **CRSI Corporate Color** is **(Pantone) PMS 3015 blue**. The logo (graphic) can appear in PMS 3015 blue, black or white. The logo can also appear in a 2-color format, with the Initials in PMS 3015 blue and the arch element in either 35% black or PMS Cool Gray 6 (when possible). Please refer to the logo examples on page 5 for exact representations.

All CRSI corporate materials such as letterhead, business cards, envelopes, etc., must print in (Pantone) PMS 3015 and black on white stock (or the CMYK equivalent of PMS 3015).

When the opportunity arises, the CRSI logo may be used as an all black or an all white image. Examples on pages 5 & 6.

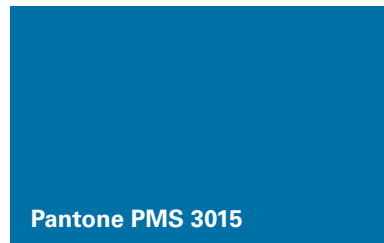
***The color CRSI logo is preferred over the black and white version.***

### Keep in Mind the End Use/Application

Commercial Printing: For projects requiring high-resolution imagery (logo), use 4-color (CMYK), 1-color and 2-color versions (EPS, TIF or AI file type).

Inkjet and Laser Printing: For projects requiring a mid to low-resolution (logo) imagery, use the RGB version (JPG file format).

Other Applications: For Websites and PowerPoint™ presentations which require low-resolution (logo) imagery and are intended for viewing on a screen, use the RGB version (JPG file format).



**Pantone PMS 3015**

**CMYK Equivalent:** 100.31.5.20

**RGB Equivalent:** 0.102.161

**HEX/HTML:** 0066A1



**Pantone Cool Gray 6**

**CMYK Equivalent:** 18.11.8.23

**RGB Equivalent:** 173.175.175

**35% K (black)** can be substituted

**HEX/HTML:** ADAFAF

## ACCEPTED LOGO VARIATIONS

1. **Initials and Icon** – stacked  
**Type** – 2 lines stacked, right

*This is the preferred variation.*



2. **Initials and Icon** – stacked  
**Type** – single line, right



3. **Initials and Icon** – stacked  
**Type** – four lines stacked, right



4. **Initials and Icon** – stacked  
**Type** – two lines stacked, below



5. **Initials and Icon\*** (only)



### Other CRSI Logo Considerations:

- Always use the original electronic logo.
- The logo may not deviate from the official corporate colors.
- The logo's shape must never be distorted in any manner.
- The logo should be kept at a minimum distance of 1/4 inch (clear zone) from competing text or imagery.
- The smallest acceptable reduction size for the logo (without type) is 5/8 of an inch (0.625 decimal) wide.
- Unapproved CRSI tag lines, phrases, or graphics positioned as part of the logo are not permitted.

*\*NOTE: In most applications, the logo (with typography) must be used. The Logo (without typography) can be used only if it is to be used as a design graphic or an element for a publication cover or background design such as a print ad.*

*However, the official logo in its entirety (with typography) must also be used in a prominent position somewhere in the final design application.*

*Another exception is when it is used as a design element with a Special Interest Group of CRSI, as shown in the EIG Logo example above.*

# LOGO USAGE

## Logo and Background Contrast

Be sure to have adequate contrast between the CRSI logo and the background. The colored background examples shown below can be used as a simple guide to assist in the evaluation of which color logo variation to be used.



## Logo Clear Zone

The CRSI logo must have an adequate clear area or space surrounding the logo. As a rule of thumb, use a minimum of a 1/4 inch (.25 decimal) space around the entire logo.

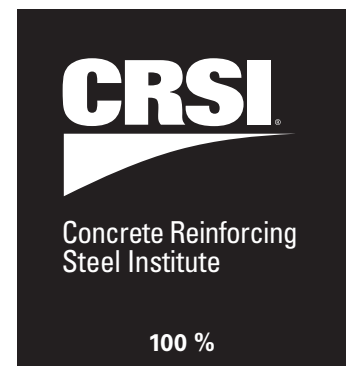
Maintain proper proportions at all times when enlarging or reducing logo.



Example of logo on blue.



Example of logo on black.



## LOGO USAGE (Cont.)

### Logo Signoff

When using the CRSI logo in conjunction with contact information, there are special rules that should apply. Generally for national advertising and print materials, the CRSI logo should have a separate call to action directing the audience to the website and/or phone number for more information.

For most materials, a more complete set of information may be necessary.

For a horizontal application: The horizontal logo with a two line contact should apply.

For a vertical application: The vertical logo and stacked contact information is ideal.

Again, the CRSI logo must have an adequate clear area or space surrounding the logo. See logo clear zone above for a more descriptive explanation.

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Steel Institute

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## TYPOGRAPHY

### Preferred Typeface Families

The use of consistent typography across a wide range of visual communications presents a unified branding of our association. The typeface families we utilize feature a variety of weights to assist in creating typographic hierarchies in all materials.

**Preferred Font Families:** Universe, Helvetica, and Arial.

For online requirements and PowerPoint™ presentations, a substitute of Times New Roman can be used in lieu of the preferred font families.

The usage of “bolding” and “italicizing” words, titles and subheads create a more easily read document for the end user. These attributes also enhance for “quicker reads” in getting our message across clearly.

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## OTHER APPLICATIONS

### Tradeshaw Graphics

Tradeshaws present an excellent opportunity for CRSI to display our brand to a wide audience through the use of large-format graphics. Some guidelines to remember when designing trade-show graphics:

- The CRSI logo, website address and/or screen capture should be displayed clearly and prominently.
- Graphics should communicate message in a simple, straightforward manner.
- Dynamics graphics and typography (our message) should create an opportunity for conversation, but should not overshadow CRSI branding.

### Digital Media

When incorporating the CRSI logo into a web page or other online/digital media, every effort should be taken to properly size the logo and maintain its proper dimensions. When possible, a background color should be set to “transparent” to make a seamless transition around the logo space and the web page.

## QUESTIONS/ASSISTANCE?

If your organization requires assistance when using the CRSI logo/logotype in printed materials or digital (web) media, please contact:

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## CRSI STAFF ONLY

### Standardized Templates

In creating a branded corporate identity, it is important for CRSI employees to use standardized templates for both internal and external communications. In doing so, it demonstrates to the outside world a cohesive unity within the organization.

Templates have been created for the more common types of communications. These templates include letterhead, memo, meeting minutes, agenda, general handout and PowerPoint, and can be downloaded from the CRSI Sharepoint site and saved locally to your computer for future use.

If you have any questions please contact:

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847-517-1200 (ext. 320); dmounce@crsi.org

CRSI staff can access all the files shown in this guide as well as staff-only files on the company intranet at :

**<http://sharepoint.crsi.org>**.

Files are housed in the “CRSI Standardized Templates” folder in the Shared Documents directory.

Templates include:

- Letterhead
- Memorandum
- Agenda
- Minutes
- Handout
- Attendance
- PowerPoint Slide



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