



Branding Guidelines

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Intro

Welcome to the Sherwin Williams branding style guide. Sherwin Williams is a global company that is renowned for its commitment to quality, reliability, and competency. As a brand, Sherwin Williams is essential to many industries and is trusted by professionals and consumers. From its humble beginnings in 1866, Sherwin Williams has grown to become a leader in the paint and coating industry, with a presence in over 120 countries worldwide. This guide has been designed to help you understand and apply the Sherwin Williams brand personality consistently across all communication channels. By following these guidelines, you can help to maintain the brand's global reputation for excellence and ensure that it continues to be an essential choice for customers around the world.



Primary Logo

LOGO 1.1



Secondary Logo

LOGO 1.2



Clear Space Primary

LOGO1.3

Clear Space Secondary

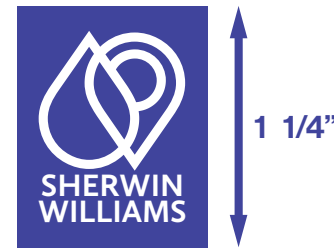
LOGO1.4



Minimum Reproduction Size

LOGO 1.5

Whenever scaling the logos and backgrounds, particular attention should be paid to the quality and clarity of the end result. The Sherwin-Williams logo is designed for use in a variety of sizes. Never distort the logo when increasing or decreasing its overall size. The minimum size limitation ensures the format always remains legible.



Rules For Logo Usage

LOGO 1.6

Never disproportionately scale the logo



Never skew the logo



Never alter the relationship between the logomark and wordmark



Never alter the scale between the logomark and the wordmark



Rules For Logo Usage

LOGO1.7

Never use an outline of the logo



Never add a stroke to the logo



Never alter the logo colors



Never use a gradient on the logo



Rules For Logo Usage

LOGO1.8

Never fill in the shapes of the logomark



Never use the color logo on color backgrounds



Never place the logo on a non-solid background



Never rotate the logo



Logo Background Color

COLOR 1.1

The following formats should only be used on white or grey backgrounds



The following formats should only be used on color backgrounds



Color Pallet

COLOR 1.2

Primary Color



HEX #41449B
RGB (65, 68, 155)
CMYK 89, 87, 0, 0
Pantone: Ref Blue U

Secondary Color's

Tints used to establish hierarchy



Typography: Logo

Calluna Sans Bold
 Aa Bb Cc Dd Ee Ff Gg
 Hh Ii Jj Kk Ll Mm Nn Oo
 Pp Qq Rr Ss Tt Uu Vv
 Ww Xx Yy Zz

Typography: Headers and Body

Neue Haas Grotesque: All Weights

Weights used to distinguish hierarchy

black

black italic

medium

medium italic

light

light italic

thin

thin italic

bold

bold italic

roman

italic

extra light

extra light italic

ultra thin

ultra thin italic

Body set in Roman

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Eros donec ac odio tempor orci dapibus ultrices in iaculis. Sit amet consectetur adipiscing elit. Varius vel pharetra vel turpis nunc eget. Suspendisse sed nisi lacus sed viverra tellus in hac habitasse. Sed blandit libero volutpat sed cras ornare arcu dui vivamus. Feugiat nisl pretium fusce id. Morbi tincidunt augue interdum velit euismod in pellentesque massa. Tempus egestas sed sed risus. Ac placerat vestibulum lectus mauris ultrices. A pellentesque sit amet porttitor.

Risus nullam eget felis eget nunc. Vitae proin sagittis nisl rhoncus. Tempus urna et pharetra pharetra massa massa ultricies mi. Sit amet volutpat consequat mauris nunc congue nisi. Tincidunt arcu non sodales neque sodales ut. Ac orci phasellus egestas tellus rutrum tellus pellentesque eu tincidunt.

Imagery Rules

IMAGERY 1.1



Imagery should be well lit



Imagery should emphasize walls and color



Imagery should be simple and not overly complex



Imagery Rules

IMAGERY 1.2



Don't use colorless imagery



Don't use imagery with too much wall decoration



Don't use Imagery that focuses heavily on furniture



Stationery Guidelines: Business Cards

GUIDELINES 1.1

Logo is always placed in the top left corner.
Bottom of logo .565" from the top of the card

Name set in Neue Haas Grotesque bold 14 pt

Job title set in Neue Haas Grotesque thin italic 12 pt font

Baseline set 1" down from the top of the card

Phone number set in Neue Haas Grotesque medium italic 12 pt font

All type has **20 tracking** applied to it

.1875" margins around card



Stationery Guidelines: Letterhead

GUIDELINES 1.2

Logo is always placed in the top left corner

Half-inch margins around the document



Literary Guidelines

Primary Logo or Secondary Logo is allowed

Logo is placed in the top left corner

Primary Logo can take up the entire width of the page

Secondary Logo can take up to a quarter width of the page

Reverse text is allowed for headers but never for body copy



Literary Guidelines



Clothing Guidelines: Front

Horizontal logo format used on the front

Always aligned to left breast

Color logo format used on white and grey

White logo format used on color shirts



Clothing Guidelines: Back

Vertical logo format used on the back

Always centered on the back of the shirt

Color logo format used on white and grey

White logo format used on color shirts



Paint Chip



Signage



Digital Guidelines: Mobile

Logo is always placed in the top left corner.

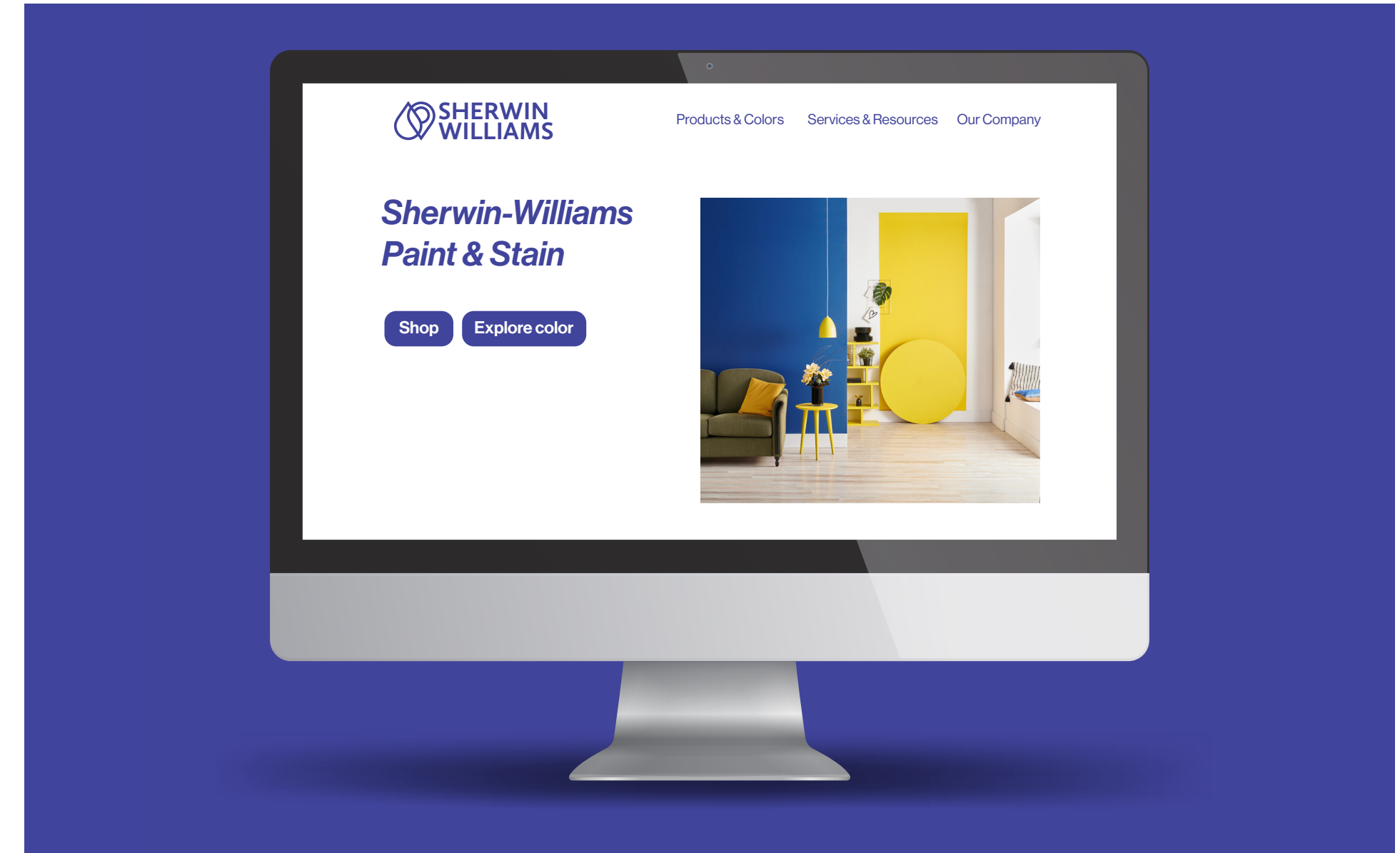
Primary Logo is always used in digital spaces

White Backgrounds with colored text

Use reverse text sparingly and never for body copy



Digital Guidelines: Web





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