

# TYPOGRAPHY

The Steelwrist corporate typeface is Helvetica Neue LT. Helvetica Neue LT Black should be used mainly for display text such as in signage and headlines in publications. Body copy in print publications should be set in Helvetica Neue LT Roman. In stationary templates Arial Black and Arial Regular is used.

Helvetica Neue LT 55 Roman

Helvetica Neue LT 56 Light

**Helvetica Neue LT 95 Black**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**!?"#%&/()@=?™~><;,. 0123456789**

Arial Regular

**Arial Black**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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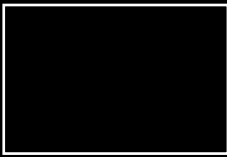
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

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# COLOURS

## Standard Colours



**Black**

C 0% M 0% Y 0% K 100%

R 0 G 0 B 0

HEX: 000000



**White**

C 0% M 0% Y 0% K 0%

R 255 G 255 B 255

HEX: FFFFFFFF

## Accent Colours



**Green**

PANTONE 361C

R67, G176, B42

CMYK 77/0/100/0



**Gray**

PANTONE Cool Gray 6

C 0% M 0% Y 0% K 50%

R 150 G 150 B 150

HEX: 969696

# FREE SPACE

The space around the logo shall be like this:

In order to distinguish the mark from the environment/background should always the distance between the outer edges of the label surrounding elements being at least equal to the height due cross of the versal I (i) in STEELWRIST.



**STEELWRIST** X  
EARTHMOVING EFFICIENCY