



The Finishing Corporation

8241 Harborview Rd.

Blaine, WA 98230

Toll Free: 1-866-359-1709

STYLE GUIDE

INTRODUCTION

The purpose of this style guide is to document decisions made while developing an identity system for The Finishing Corporation. By creating this system, we are ensuring that any knowledgeable designer can create official documents for The Finishing Corporation which will match the look and feel of work completed to this point. In this guide, we will discuss:

- Color schemes
- Typography
- Logo treatments



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COLOR

The base color is: 

Hexadecimal: f0e4ca

Use Pantone 7499M and black for two color prints.

Cyan: 5%

Magenta: 8%

Yellow: 21%

Black: 0%

Red: 240

Green: 228

Blue: 202

All other colors are variations of the base with black added:

Cyan: 5%

Magenta: 8%

Yellow: 21%

Black 25% 

Black 50% 

Black 75% 

Since the colors are very light, documents for The Finishing Corporation should only be printed on white paper.



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TYPOGRAPHY

PRINT

All printed documents produced for The Finishing Corporation must follow these guidelines:

THE BASIC PARAGRAPH STYLE

font family: Univers

font style: 45 light

font size: minimum 8pt / maximum 10pt

leading: 14pt

tracking: 10pt

H1

font style: 67 Bold Condensed / All Caps

font size: 14pt

H2

font style: 67 Bold Condensed / All Caps

font size: 12pt

H3

font style: 67 Bold Condensed

font size 8pt - 10pt depending on basic paragraph

LABEL

font style: 45 light / All Caps

font size: 6pt

○ bullet

font style: Zaph Dingbats / character: m

Headings should generally be in all caps, however for heading 3, lower case characters are allowed. Text and headings should always use a variation of the base color with 75% Black. 50% Black is allowed, though not encouraged. 100% Black is not allowed.



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TYPOGRAPHY

WEB

The web site was created using a combination of Flash and XHTML / CSS. This is a record of the style sheet:

```
* {margin:0; padding:0}
```

```
h1 {font-family: Arial, Helvetica, sans-serif; font-size:14pt; color: #333333}  
h2 {font-family: Arial, Helvetica, sans-serif; font-size:12pt; color: #666666; line-height:24pt}  
h3 {font-family: Arial, Helvetica, sans-serif; font-size:10pt; color: #333333; line-height:20pt}  
h4 {font-family: Arial, Helvetica, sans-serif; font-size:10pt; color: #666666; line-height:20pt}  
h5 {font-family: Arial, Helvetica, sans-serif; font-size:12pt; color: #003366; line-height:24pt}
```

```
body { font-family: "Times New Roman", Times, serif; font-size: 10pt; color: #999999; line-height:20px}  
ul {list-style: none; line-height:14pt}
```

```
#movie { height: 590px; width:1000px}  
#text1 {position: absolute; width:242px; height:406px; top:109px; left:127px;}  
#list {position: absolute; width:234px; height:406px; top:126px; left:488px;}  
#viewer {width:880px; height:520px; position:absolute; left:120px; top:0px;}  
#sidenav {width:120px; height:520px; position:absolute; left:0px; top:0px;}  
#floor {width:1000px; height:70px; position:absolute; left:0px; top:520px;}  
#window {width:880px; height:520px; position:absolute; left:120px; top:0px;}  
#viewer2 {width:680px; height:520px; position:absolute; left:320px; top:0px;}  
#sidenav2 {width:120px; height:520px; position:absolute; left:0px; top:0px;}  
#sidenavb {width:120px; height:520px; position:absolute; left:0px; top:0px;}  
#floor2 {width:1000px; height:70px; position:absolute; left:0px; top:520px;}
```

```
a:link {color: #CC9900; text-decoration: none;}  
a:visited {text-decoration: none; color: #CC9900;}  
a:hover {text-decoration: none; color: #996600;}  
a:active {text-decoration: none; color: #FF9900;}
```



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LOGO TREATMENT

The logo should appear 4.5 picas (3/4 inch) from the left of the page, and 6 picas from the top. The font is Univers 63 Bold Extended. It should never appear smaller than 3 / 4 inch ensuring that the text is readable at 7pt type. Since the colors used for the Identity system are very light, documents should always be printed on white paper.



STANDARD

text: base plus 50% black
logo: base color / base color plus 50% black



INVERSE

text: base plus 50% black
base color / base color plus 50% black



BLACK AND WHITE

text: base plus 50% black
logo: 20% black / 60% black