



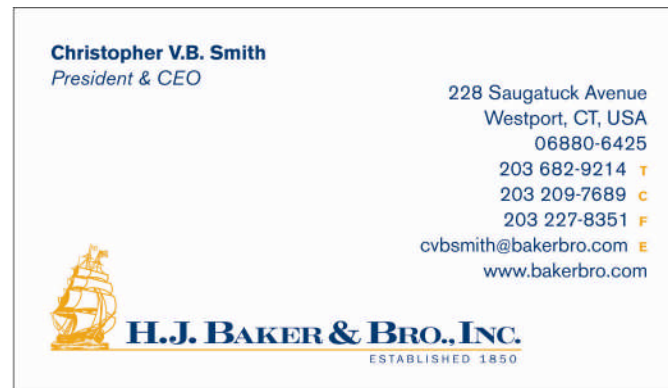
**H.J. BAKER & BRO., INC.**

ESTABLISHED 1850

# STYLE SHEET

## To Achieve Collective Strength

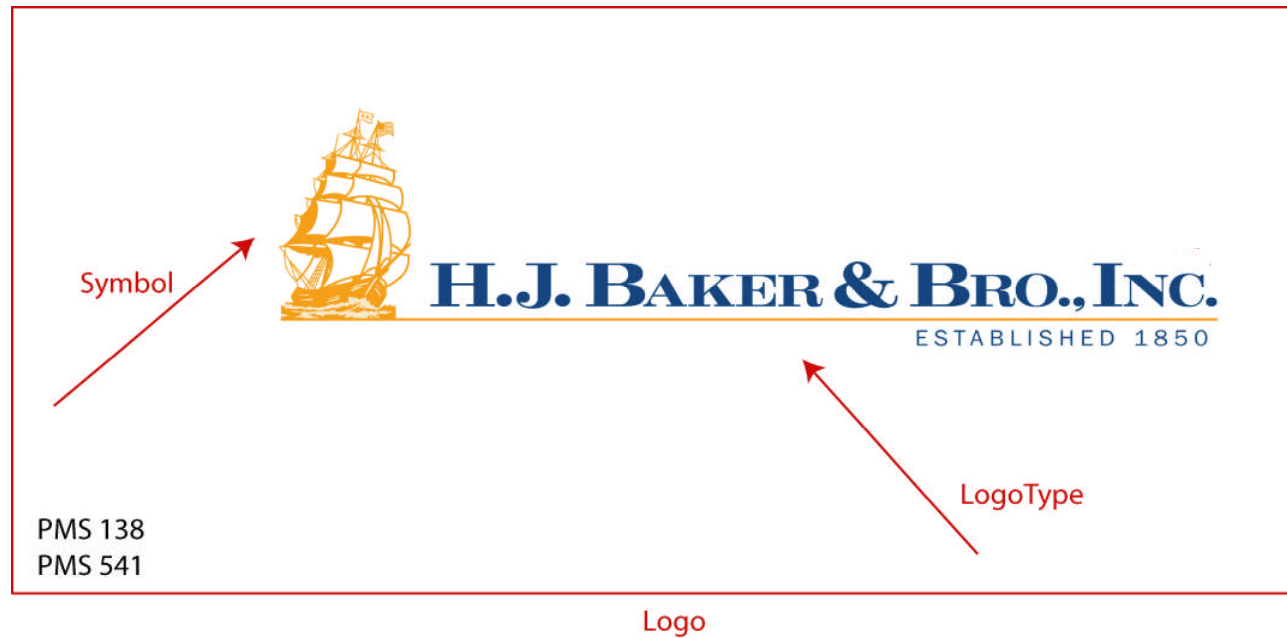
By creating graphic standards and adhering to them, we can strengthen our public impression. This guide will provide you with a basic knowledge of the graphic standards for using the H.J. Baker & Bro. logo and graphics. Using the contents of this guide is crucial for anyone working with company graphics.



approved version

## The H.J. Baker & Bro., Inc. Look

Our graphic style is created using H. J. Baker & Bro.'s logo and logotype. When required, the Trade Mark ™ or Registration Mark ® should also be a component that appears in a locked relationship with the other elements. These elements are locked together and should never be separated. Several formats have been created to accommodate various needs. No other formats should be created. The graphic style components should never be rearranged or altered in any way. Always use approved electronic logo artwork which can be found on the website.



## H.J. Baker & Bro., Inc. Optional Logo Formats

To accommodate various needs, various logo formats have been created. The guidelines below show each format. These are the only formats allowed. No other format may be created without approval by the H.J. Baker & Bro. Corporate Communications. The logo color must be applied, as demonstrated here. The background to which the logo is applied must have an acceptable range of contrast, void of any distracting or competing visual activity. The examples here demonstrate the accepted positive and reverse color options. Always use approved artwork for positive or reverse logos. Use the two-color positive, and one-color reverse logos whenever possible. No other colors should be used in the logo. These color options apply to all formats of the logo.

### Format B - optional



This format should be used only when one color is available

The H. J. Baker Logo in one color should always be in blue or, if necessary, black. When using the H.J. Baker & Bro., Inc. name in graphic or logo format and one color is necessary, it should always appear in either black, PMS blue 541 or white. The first reference in copy should always be H.J. Baker & Bro., Inc. The shorter term of H.J. Baker may be used in text and body copy after the first instance full name has been used. In cases where H.J. Baker & Bro., Inc. is used in body copy, it should always appear with an & (not the word “and”). Both H.J. Baker & Bro., Inc. and H.J. Baker should appear in the same font used for the rest of the body copy. The words H.J. Baker & Bro., Inc. should never be used in lieu of the preferred logo, or by itself as a primary identifier.

### Format C - optional



This format should be used when entire piece background is solid

### Format D - optional



This format should be used when entire piece background is solid

When applying the logo, it is important to leave a measured amount of clear space around the logo to maintain optimum legibility. Always maintain a minimum of white space around the logo. Keep this area clear of other elements such as text, rule lines, page edges, etc. More space is always preferred. The white space should be proportional, relative to the size of the logo by the height of the symbol. This clear area standard applies to all the logo formats.

YES



NO



## H.J. Baker & Bro., Inc. Logo Placement

An organized layout adds greatly to the image H.J. Baker projects. This sense of organization can be enhanced when the H.J. Baker logo is consistently positioned to align with other imagery including headlines, text, photography, illustrations and other graphic components. Using such alignment options will provide an integrated appearance between the logo and other layout elements.

YES



NO



To help achieve consistency in high-visibility print applications, the logo sizes provided via electronic medium are specified as standard sizes for their respective applications. The logo may be resized as needed in proportion only to the original size. Resizing which is not in proportion results in logos which have an unprofessional look and feel and may not be used.

Preferred Proportions  
Publication and Collateral

**YES**



Incorrect Proportions  
Too Wide

**NO**



Incorrect Proportion  
Too Tall

**NO**



## H.J. Baker & Bro., Inc. Logo Color

Shown here are specifications for reproducing the logo colors. To establish the H.J. Baker colors as a recognizable brand identity element, these colors should appear the same whether they are created for ink, vinyl film, paint; fabric or thread, video monitor screen, etc. The preferred logo is used in two-color.

		CMYK	RGB	Websafe
<b>HJ Baker Blue</b>	PANTONE Process 541 PANTONE Process 541U	Cyan 95% Magenta 68% Yellow 27% Black 15%	Red 4 Green 43 Blue 97	003366
<b>HJ Baker Orange</b>	PANTONE Orange 138 PANTONE Orange 138U	Cyan 3% Magenta 42% Yellow 93% Black 0%	Red 252 Green 146 Blue 0	FF9900

## H.J. Baker & Bro., Inc. Other Logo Options

Consistent logo appearance is important in maintaining the strength of H.J. Baker & Bro., Inc.'s identity. There are publications and opportunities to use the symbol within the logo as a stand alone graphic. Under these circumstances the same care to ensure consistency should be taken. The ship symbol should not appear more than once as a series and should not be cropped or rotated.

**YES**



**NO**



**YES**



**NO**



## H.J. Baker & Bro., Inc. Typography

Berthold Akzidenz Grotesk and Belizio are recommended for use as support typography for advertising and marketing publications, signage, etc. They have been chosen for their compatibility with the H.J. Baker & Bro., Inc. logo. All weights, (regular, bold) and styles (condensed, expanded, italic) may be used. The consistent use of these recommended fonts helps establish typography as a recognizable brand identity element while reinforcing a unified family appearance among communication material. In the event that these are unavailable, Franklin Gothic may be used.

### **Support type for design layout**

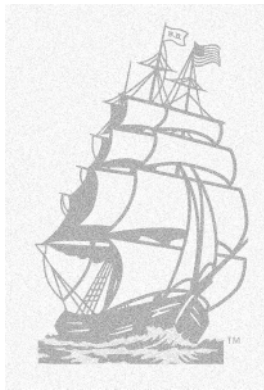
The typeface used for support type is Berthold Akzidenz Grotesk. It is the typeface which should be used for the print material. It will not be used for the website because a default typeface (Arial) for use with html.

The typeface Belizio should be used for print and web. It is the bolder font used for the title on the secondary pages.

Franklin Gothic and Arial may be used when necessary.

## H.J. Baker & Bro., Inc. Logo Misuse

The H.J. Baker & Bro., Inc. logo is the most commonly used component of the company's identity system and therefore is the most vulnerable to misuse. Many times, a well-intentioned use of the logo can be categorized as a misuse. This usually occurs simply due to lack of awareness of correct logo use standards. The H.J. Baker logo should not be used as a component of a specialty service or program logo. Consistent and accurate presentation of the logo will reinforce awareness of the brand and ensure the legal protectability of the trademark. To avoid logo misuse, use only approved electronic logo artwork available through the H.J. Baker website or Corporate Communications.



**Do Not** scan or allow poor quality reproduction



**Do Not** allow the logo to become distorted due to improper scaling



**Do Not** allow the logo to be reproduced in unapproved colors

## H.J. Baker & Bro., Inc. Logo Electronic File Use

Use only the eps version if the logo must be enlarged. The jpeg and tiff files should be used at actual size or smaller.

Preferred Proportional Use for Enlarging

Incorrect for Enlarging

Incorrect for Enlarging

<b>YES</b>	<b>NO</b>	<b>NO</b>
EPS	JPEG	TIFF