

METAL WORKS

STYLE GUIDE AT A GLANCE

Link to all downloadable logo files in high resolution .jpg and .png formats:
www.iamolympicsteel.com/our-brand

LOGO OPTIONS



QUESTIONS

Please direct any questions concerning usage to Olympic Steel's Corporate Communications & Marketing team.

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Communications & Marketing
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COLOR PALETTE

CMYK
6 | 98 | 100 | 0

RGB
225 | 37 | 27

HEX
E1251B

Pantone
485

CMYK
0 | 0 | 0 | 100

RGB
0 | 0 | 0

HEX
000000

Pantone
Black

CMYK
5 | 0 | 0 | 45

RGB
148 | 156 | 161

HEX
949CA1

Pantone
430

PRIMARY COLORS

BACKGROUND & ACCENT

FONT FAMILY - ARIAL

Aa Arial Narrow
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa Arial Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa Arial Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa Arial Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789