
AS STEEL

Branding Book

Brand Manual
& Color Guideline



Logo construction and clear space



AS STEEL

Application on a background



The primary color system

The Logo color system

The secondary color system

Color

The primary color system SPOT & TRIGRAM

PANTONE
534 C

PANTONE
534 C

PANTONE
653 C

PANTONE
653 C

CMYK
99 82 35 27

CMYK
99 82 35 27

CMYK
85 59 19 4

CMYK
85 59 19 4

PANTONE
877 C

CMYK
46 34 35 14

PANTONE
BLACK

CMYK
50 30 30 100

Corporate font

Main font

Secondary font

Font

Corporate font

Muli

Muli Regular

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890?!*+(.,)

Montserrat Bold

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890?!*+(.,)

Muli Italic

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890?!+(.,)*

Montserrat

Montserrat Light

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN OPQRSTUVWXYZ

1234567890?!*+(.,)

Montserrat Regular

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN OPQRSTUVWXYZ

1234567890?!*+(.,)

Montserrat Medium

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN OPQRSTUVWXYZ

1234567890?!*+(.,)

Montserrat Bold

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN OPQRSTUVWXYZ

1234567890?!*+(.,)

Montserrat Italic

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN OPQRSTUVWXYZ

1234567890?!+(.,)*

Main font

Light

Regular

Medium

Bold

Italic

Rubik

Rubik Light

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890?!*+(.,)

Rubik Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890?!*+(.,)

Rubik Medium

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890?!*+(.,)

Rubik Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890?!*+(.,)

Rubik Italic

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890?!*+(.,)

Secondary font

Light

Regular

Medium

Bold

Italic



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