

LOGO USEAGE

PRIMARY LOGO

SECONDARY LOGO

LOGO MARK

Use the primary logo whenever space allows.

Choose an approved secondary signature or brandmark only when the format calls for a more compact option and the company is already clearly identified.

Use supplied artwork unchanged, preserving its proportions, colors, clear space, and legibility.

COLOR PALETTE

Use the palette consistently across digital and print materials.

Let Safety Red draw attention; use steel, moonlight, and canine white to create contrast, structure, and breathing room.

Maintain readability across backgrounds, and confirm Pantone matches with a physical swatch before printing.

ALPHA BLACK
HEX
#000000
RGB
0, 0, 0
CMYK
75, 68, 67, 90
PANTONE
PROCESS BLACK C

SAFETY RED
HEX
#BD2024
RGB
189, 32, 36
CMYK
0, 83, 81, 26
PANTONE
3546 C

STEEL
HEX
#737476
RGB
115, 116, 118
CMYK
3, 2, 0, 54
PANTONE
424 C

MOONLIGHT
HEX
#D0D3D4
RGB
208, 211, 212
CMYK
2, 1, 0, 17
PANTONE
427 C

CANINE WHITE
HEX
#F4F3EF
RGB
244, 243, 239
CMYK
0, 0, 2, 4
PANTONE
9043 C

TYPOGRAPHY

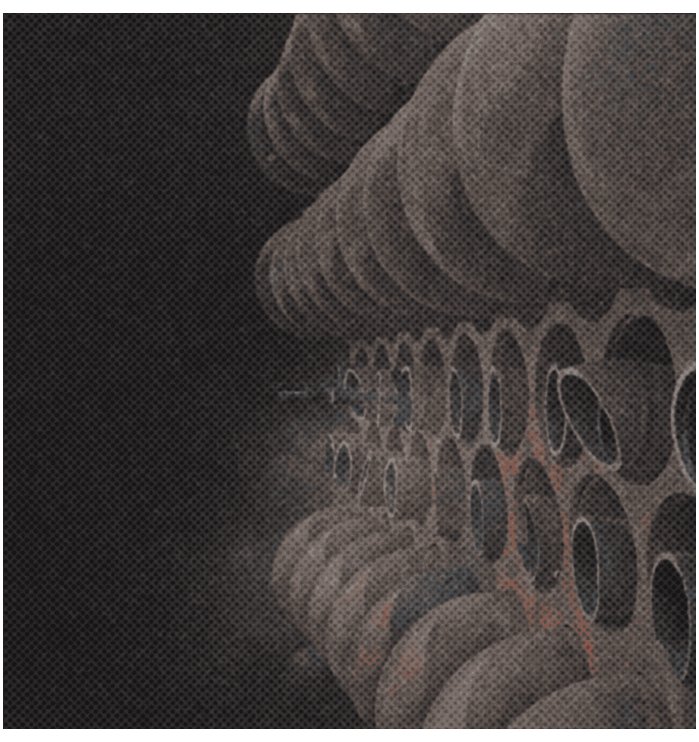
PRIMARY FONT	SECONDARY FONT	PARAGRAPH STYLE
SHUTTLEBLOCK CONDENSED PRO	**MONTSERRAT EXTRA BOLD**	MONTSERRAT REGULAR
Use for main headings, titles, and specialty callouts. Its condensed, bold form gives key messages a strong, unmistakable presence.	Use for subheadings and supporting emphasis. It reinforces hierarchy while keeping layouts clear and consistent.	Use for body copy and longer text. Its clean, readable style keeps information easy to follow across brand materials.

BRAND ASSETS & IMAGERY STYLE

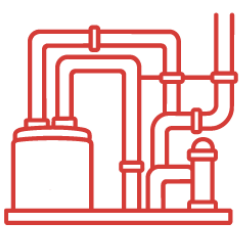












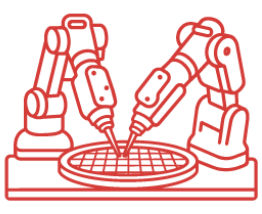
PIPEFITTING FUNDAMENTALS



ORBITAL WELDING



THERMOPLASTIC WELDING



CLEANROOM INSTALLATION



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