



**LOGO STANDARDS
MANUAL**

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The Amsted Rail logo should almost always appear as it does in Sample 1.

The words “Amsted Rail” should be 100% black and set in the typeface Berthold Imago Extra Bold Italic.

The three swoosh lines below the words “Amsted Rail” should use the color Pantone 321. From left to right the percentages of the gradient fill should be 20% to 100%.

In some cases, where the logo is severely reduced, it may be best to fill the left side of the gradient to 100%.

When using the logo in CMYK printing, the proper conversion for Pantone 321 is:

C = 100%

M = 0%

Y = 31%

K = 23%

In cases where the logo is on top of a dark background, the words “Amsted Rail” should be converted to white as in Sample 2. If the background color happens to be similar to the swoosh color and blends together, please use Sample 5 for maximum legibility.

Sample 3 should be used when only one color and grayscale tones are available. In this case, the three swoosh lines below the words “Amsted Rail” should use, from left to right, the percentages 10% to 60%.

Sample 4 is a 100% black version that is to be used for lower quality applications like packaging or casting. Sample 5 can be used in the same manner when a negative version is needed.

Amsted Rail

1.

Amsted Rail

2.

Amsted Rail

3.

Amsted Rail

4.

Amsted Rail

5.

The person's name is set in 10pt Berthold Imago Medium. The person's title is set in 9pt Berthold Imago Book Italic. The spacing used is 10pt leading.

The name and title are 100% Black. The baseline of the person's name is 7/16" from the top of the card. The left edge of the name and title are a 1/4" from the left edge of the card.

All address and contact information is set in 9pt Berthold Imago Book. The spacing used is 10pt leading.

All information is 100% Black, except for the person's e-mail address. The e-mail address is 100% Pantone 321 and is always the last line of the information copy block.

The baseline of the copy block is 1/4" from the bottom of the card. The left edge of the copy block is a 1/4" from the left edge of the card.

The web address is set in 8pt Berthold Imago Book Italic.

It is a 50% screen of Pantone 321. The baseline is 7/16" from the top of the card. The right edge of the "m" is 3/8" from the right edge of the card.

The logo's right edge is 1/4" from the right edge of the card. The bottom of the logo is 1/4" from the bottom of the card.

When cards are needed for entity companies, the company name should appear below the person's title. The company name should be set in 9pt Berthold Imago Book, 100% black.

The entity company names should always appear as below:

ASF-Keystone, Inc.
Brenco Inc.
Griffin Wheel Company, Inc.

3.5"	
Stephen R. Smith <i>President</i> 200 W. Monroe St., Suite 2300 Chicago, IL 60606 (312) 853-5713 tel (312) 525-2751 fax ssmith@amstedrail.com	www.amstedrail.com Amsted Rail
2"	
Brian L. Lynch <i>Director—Marketing</i> ASF-Keystone, Inc. 1700 Walnut Street Granite City, IL 62040 (618) 225-6463 tel blynch@amstedrail.com	www.amstedrail.com Amsted Rail
Lisa Hubbard <i>Assistant Marketing Manager</i> Brenco Inc. P.O. Box 389 Petersburg, VA 23804 (804) 863-1713 tel lhubbard@amstedrail.com	www.amstedrail.com Amsted Rail
Jerry W. Gura <i>General Marketing Manager</i> Griffin Wheel Company, Inc. 200 W. Monroe St. Chicago, IL 60606 (312) 853-5697 tel jgura@griffinwheel.com	www.amstedrail.com Amsted Rail

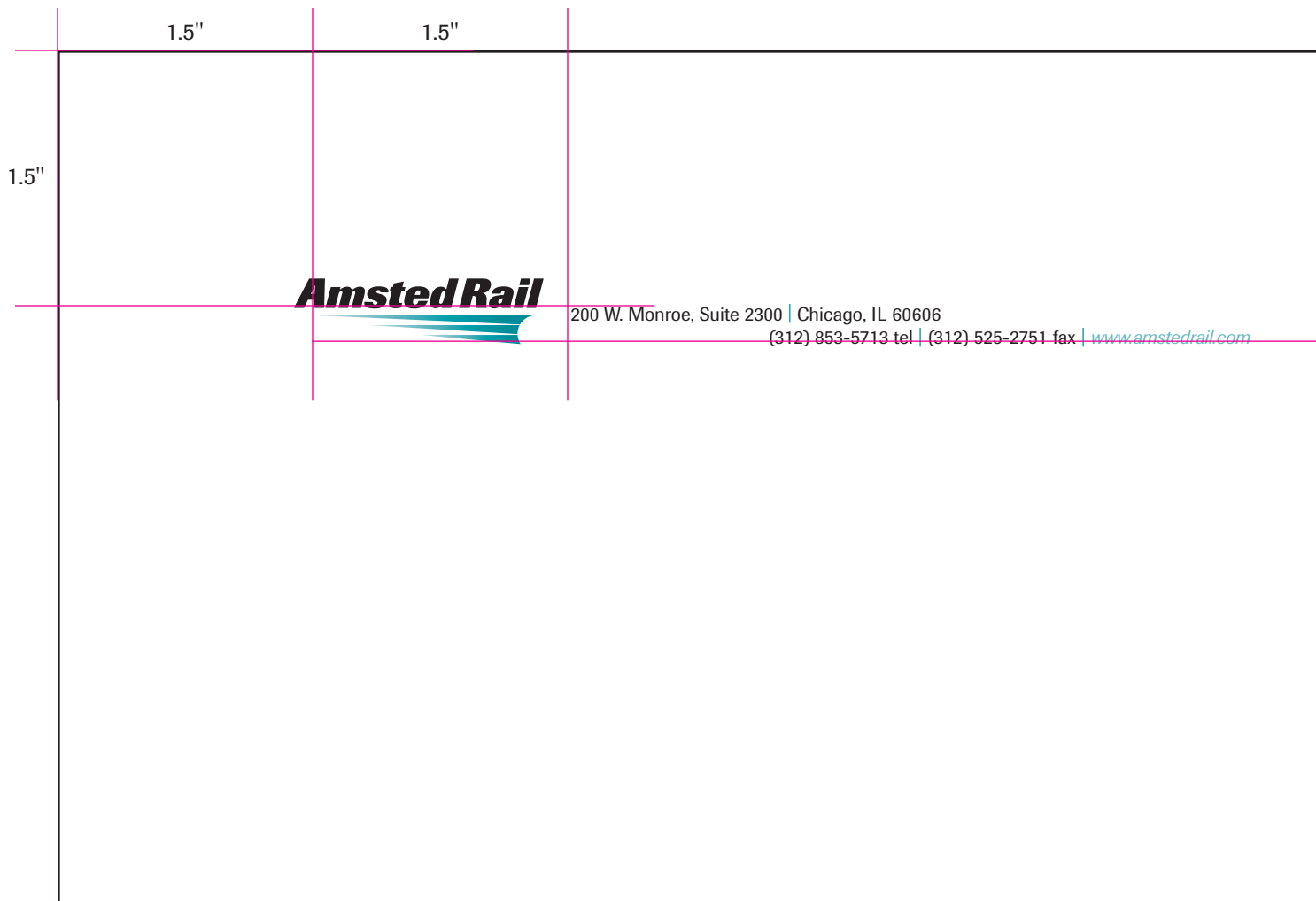
The Amsted Rail letterhead is formatted for standard 8.5" x 11" paper and uses 2 colors, Pantone 321 and black.

The total width of the Amsted Rail logo is 1.46". To align the logo, the baseline of the words "Amsted Rail" should be 1.5" from the top of the page. The left point of the top swoosh should be 1.5" from the left edge of the page.

The address information is set in black, 8pt, Berthold Imago Book with 10pt leading. Each separating "|" is colored with Pantone 321. The web address is set in Berthold Imago Book Italic, 8pt and is colored 50% Pantone 321. The bottom of the second line should align with the bottom of the swoosh.



200 W. Monroe, Suite 2300 | Chicago, IL 60606
(312) 853-5713 tel | (312) 525-2751 fax | www.amstedrail.com



When creating letterhead for entity companies, the treatment of logo and address information is the same as on page 4.

The only difference is that before the address the entity's company name will appear first. The company name is set in 8pt, Berthold Imago Medium, 100% black.

Below are examples for:

ASF-Keystone, Inc.
Brenco Inc.
Griffin Wheel Company, Inc.



ASF-Keystone, Inc. | 1700 Walnut Street | Granite City, IL 62040
(800) 621-8442 tel | (618) 452-7155 fax | www.amstedrail.com



Brenco Inc. | P.O. Box 389 | Petersburg, VA 23804
(804) 732-0202 tel | (804) 732-4722 fax | www.amstedrail.com



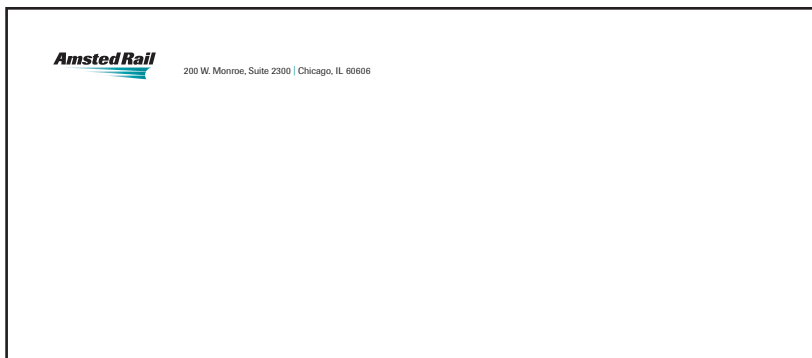
Griffin Wheel Company, Inc. | 200 W. Monroe St. | Chicago, IL 60606
(312) 346-3300 tel | (312) 346-3373 fax | www.amstedrail.com

The envelope shown is a standard #10 (9.5" x 4.125") and uses 2 colors, Pantone 321 and black. These instructions can be used for all mailing envelopes.

The total width of the Amsted Rail logo is 1.195". To align the logo, the top of the words "Amsted Rail" should be .5" from the top edge. The left point of the top swoosh should be .625" from the left edge of the envelope.

The address information is set in 100% black, 8pt, Berthold Imago Book. Each separating "|" is colored with Pantone 321. The web address is set in Berthold Imago Book Italic, 8pt and is colored 50% Pantone 321.

The address copy's horizontal alignment is 2-1/16" from the left edge of the envelope. Vertical alignment is achieved by aligning the top of the address copy with the top of the swoosh.



When creating envelopes for entity companies, the treatment of logo and address information is the same as on page 6.

The only difference is that before the address the entity's company name will appear first. The company name is set in 8pt, Berthold Imago Medium, 100% black.

Below are examples for:

ASF-Keystone, Inc.

Brenco Inc.

Griffin Wheel Company, Inc.



ASF-Keystone, Inc. | 1700 Walnut Street | Granite City, IL 62040



Brenco, Inc. | P.O. Box 389 | Petersburg, VA 23804



Griffin Wheel, Inc. | 200 W. Monroe St. | Chicago, IL 60606

When placing the Amsted Rail logo on its own, the only requirement is that it have the proper amount of space around the logo. This is achieved by making the total height of the logo “X”. Then using the measurement of “X”, make sure there is 1X of space on all sides of the logo.

On signage where the Amsted Rail logo appears with an entity company name, follow the measurements of “A” and “B”.

To establish the baseline of the entity name first measure the height between the baseline of “Amsted Rail” and the bottom of the swoosh. This measurement is “A”. By using the measurement of “A” from the bottom of the swoosh, you establish the baseline for the entity copy.

The height of the entity copy, “B”, is established by measuring the height of the top of the three swoosh lines. “B” establishes the height of the lower case letters. Which are always set in Berthold Imago Book, 100% black.

The right edge of the copy is always aligned with the right edge of the bottom swoosh.

When placing this arrangement on a sign, use the spacing of “X” off of the baseline of the entity name.

