



CORPORATE IDENTITY GUIDELINES
FEBRUARY 2006

The CMI Logo

CMI can be expressed in two ways: Horizontal & Stacked.



1. CMI: Horizontal Logo



2. CMI: Stacked Logo

The mark is a solid, weighty block composed of a capital "C", a capital "M" and a lowercase "i". The dot over the "i" is red. Pantone 032.
The lettering font is Interstate Black.

A note on file formats:

1. **Mac EPS.** Macintosh Encapsulated Postscript. A high resolution professional print/vector format. Vector graphics can be scaled to any size without degradation.
2. **AI.** Adobe Illustrator 7.x. Another common cross platform vector format. Often preferred by vinyl sign makers and embroiderers.
3. **JPEG.** Joint Photographic Experts Group. A bitmap format, good for e-mail & web... not so good for printing. If you scale this graphic beyond its natural limits it will become gritty or blurry.

CMI Logo Variations: Horizontal & Stacked

Horizontal



Two Color : Black + PMS 032



Greyscale : Black/40% Black



Single Color Black : Single Color Red



Stacked



Two Color : Black + PMS 032



Greyscale : Black/40% Black



Single Color Black : Single Color Red



Incorrect Usage

Stretched.

One might be tempted to increase the height the logo so it will better fill the available space. Don't.

Whenever you digitally resize the CMI logo, hold the shift key while dragging to preserve the proportions.



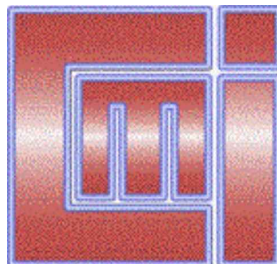
Squashed.



Deprecated. The CMI mark must not appear as a haphazard collection of red sticks followed by a non-compliant font.



Creative. Save it for your art gallery opening. Don't mess with the corporate color... or introduce a gritty pattern.



CMI: A Gibraltar Industries Company



A GIBRALTAR INDUSTRIES COMPANY 



**CONSTRUCTION
METALS INC.**

A GIBRALTAR INDUSTRIES COMPANY 

See Gibraltar Industries *GSM_Concept_5* for details and restrictions regarding the use of the GI Company Line.

Business Cards

Name: 8 pt. Interstate-Bold website: 8 pt. Interstate-Bold
Title: 8 pt. Interstate-Regular
<Space>
Regional Identifier: 8 pt. Interstate-Bold
Address: 8 pt. Interstate-Regular
Phone, (most likely contact, bold); Office: (reception or voice mail); Fax.
e-mail address

Note: The abbreviation for Telephone is Ph (no period,
no comma); the abbreviation for Fax is Fx.
The website does not use "www." or "http://www."

.1875 in. margin

2 in. horizontal logo



Fred Nurkes
Regional Sales Manager

constructionmetals.com

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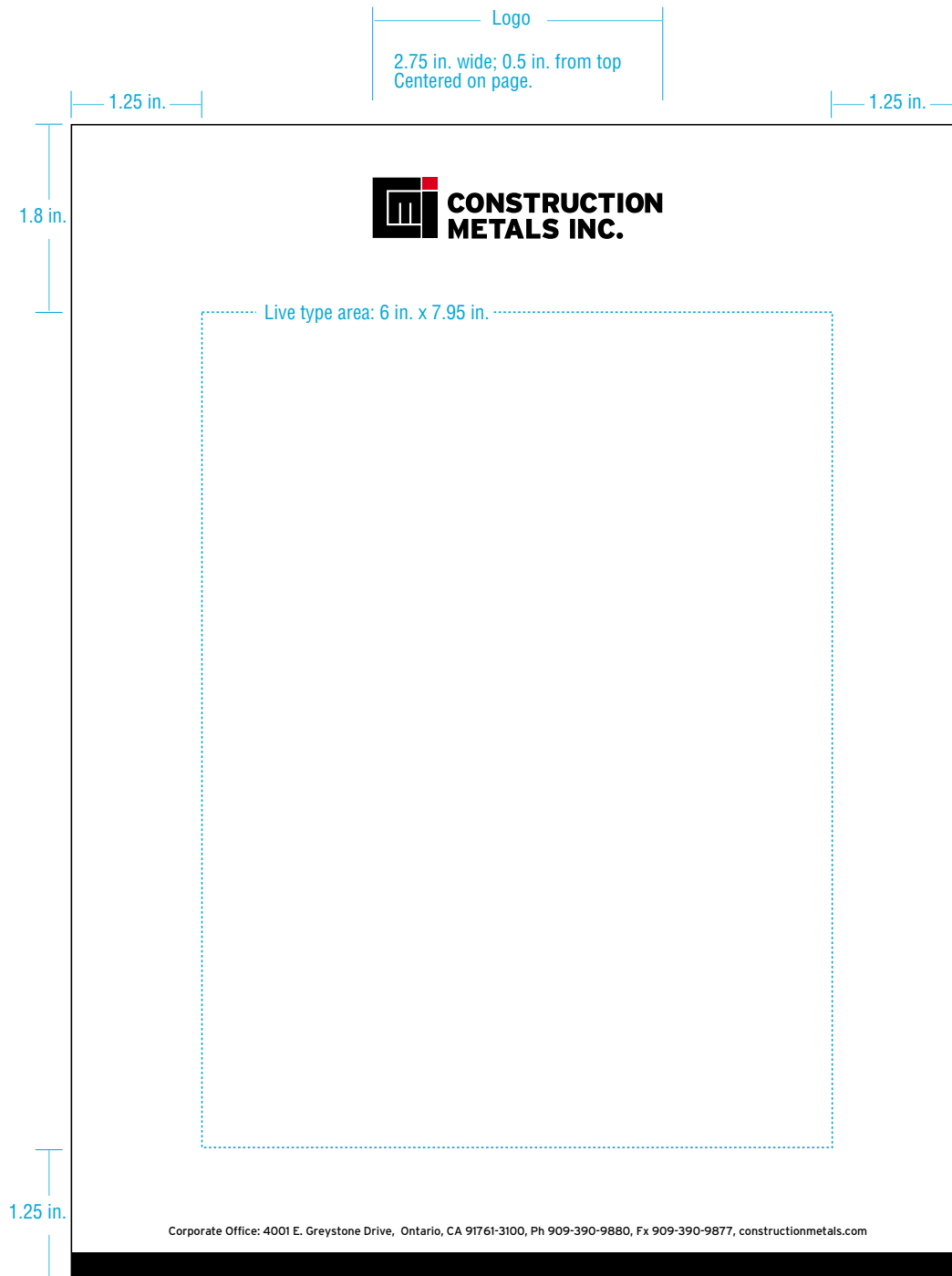
.1875 in. margin

.25 in. bar

A GIBRALTAR INDUSTRIES COMPANY 

Letterhead

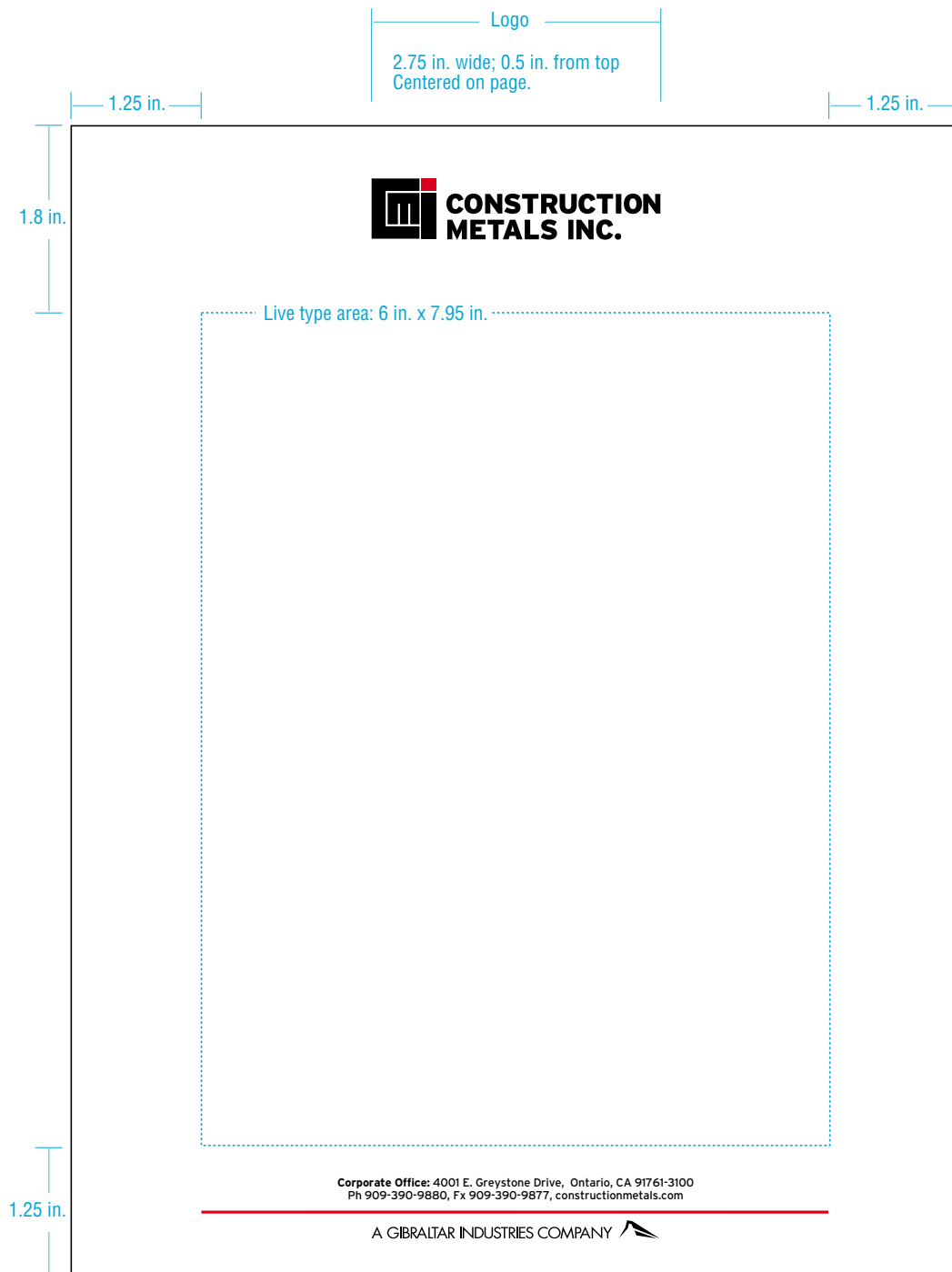
This is the layout for PRE PRINTED letterhead. Because this design requires edge-to-edge printing, it cannot be used for digital stationery or faxes.



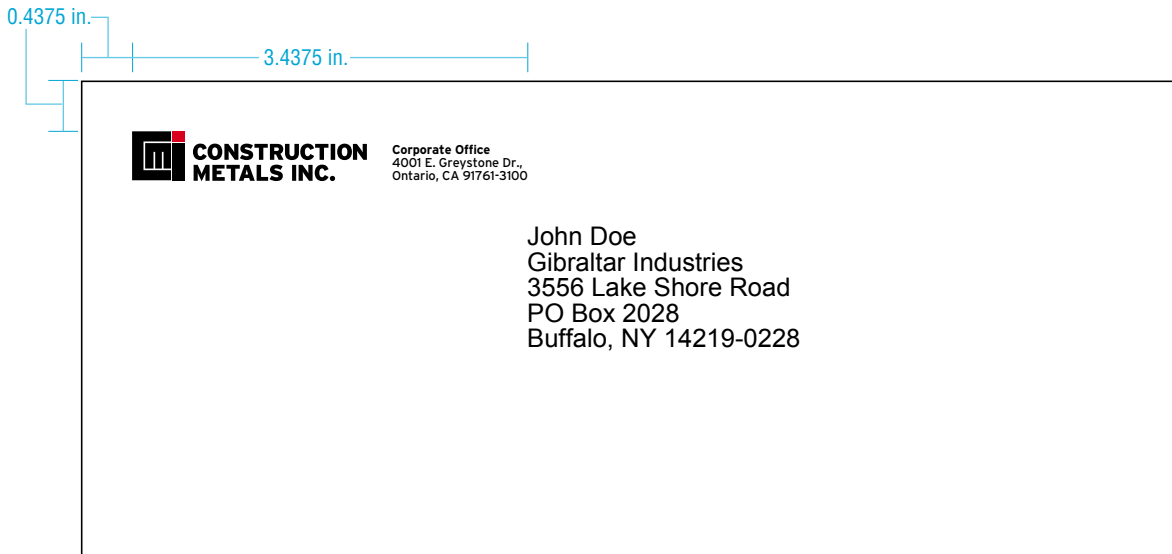
Digital Letterhead/Fax

This is a small, but necessary departure from the Gibraltar Style Manual. When 90% of the office printers and fax machines are capable of edge-to-edge printing, we will adopt the strict Gibraltar Industries guidelines.

Currently 0% of office printers and fax machines are edge-to-edge capable.



#10 Non-Windowed Envelope



Address at: 3.875 in. & 1.25 in. from Top Left Corner

