



An ALGECO SCOTSMAN Company

2012 Williams Scotsman Logo Standards And Guidelines

In order to build brand equity, the following guide has been created to outline Williams Scotsman's logo usage for authorized users. This document includes specific instructions on how the logo can and cannot be used. Use of the Williams Scotsman logo must be used in strict accordance to these guidelines.

To receive authorization to use the Williams Scotsman logo and be provided the appropriate files, please contact our Marketing Communications team: **Marketing-Communications@as.willscot.com**

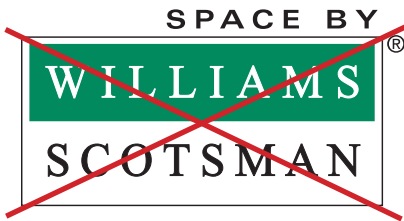
Colors & Applications



An ALGECO SCOTSMAN Company

THE WILLIAMS SCOTSMAN LOGO

Use wherever possible. Most usage will be for applications such as web or print. It is reproduced in CMYK or RGB. Always choose the right artwork for your medium.



DO NOT USE THE OLD WILLIAMS SCOTSMAN LOGO

No new material should use the previous existing logo with the serif typeface. Please substitute with the new logo for consistency.

CMYK COLOR



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Used for print applications where full color is available. It is reproduced in **PMS 3415c, 425 Grey and Black.**

RGB COLOR



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Used for web applications. It is reproduced in **R0 G138 B95 425 Grey and Black.**

BLACK & WHITE



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Used for print applications where full color is not available. Use for anything that will be faxed or scanned.

REVERSED LOGO



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Should only be used over a solid color for visibility.

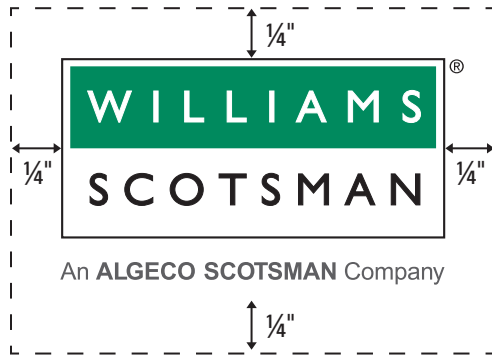
LOGO WITH TAG



An ALGECO SCOTSMAN Company

800.782.1500
www.willscot.com

Spacing & Sizing



MARGINS

The Williams Scotsman logo should always have an open barrier around it. In print situations there should be at least a 1/4" barrier surrounding the logo. When used on the web there should be a barrier of 20px.



MINIMUM SIZE OF LOGO

The Williams Scotsman logo should never be smaller than 1.0" x 0.51". When used on the web the minimum size of the logo should be 80px x 41px.

RECOMMENDED SIZES

It is important to appropriately size the logo to match the size of ads and collateral. An oversized logo takes up too much space and an undersized one inhibits readability. Here are a few standard options.

US A PAGE (8.5" X 11")



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Recommended size:
1.5" x 0.77"

US B PAGE (11" X 17")



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Recommended size:
2" x 1.03"

Incorrect Usage Of The Logo

CAN I DO WHAT I WANT WITH THE LOGO?

No, the logo must remain the same at all times. Variations or treatments are not permitted. Here are a few examples of what you cannot do.



Never rotate the logo, it must always be horizontal.



Never distort the logo, it must always have the correct proportions.



Never alter the color of the logo.



Never change the elements or redraw the logo.



Never make the logo clear.



Never crop the logo.



Never reverse the colors of the logo. Williams should be contained in color, Scotsman should be in white.



Never reduce the opacity of the logo.

Incorporating Non Williams Scotsman Identities

WHAT ARE NON WILLIAMS SCOTSMAN IDENTITIES?

Any graphic or logo belonging to someone other than Williams Scotsman.

HOW CLOSE SHOULD OTHER IDENTITIES BE TO THE LOGO?

The identities must be at least 1/4" away from the Williams Scotsman logo.

WHAT SHOULD THE RELATIVE SIZE OF A NON WILLIAMS SCOTSMAN LOGO BE?

It is important that other identities do not dominate the Williams Scotsman logo. Other identities are centered either to the side or below the logo. No identity should be taller or larger than the Williams Scotsman logo.



SIZE

Other identities should never be taller than the height of the Williams Scotsman logo, but they do not always need to be to the maximum height.

POSITION

Other identities are always aligned to the left, right, or below the Williams Scotsman logo. They should never appear above it.

Brand Identity Elements

WILLIAMS SCOTSMAN STANDARD FONTS


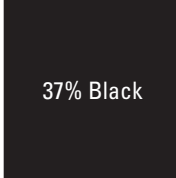
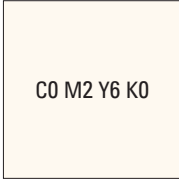
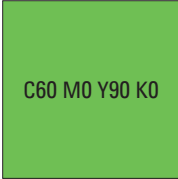





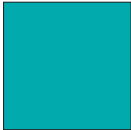

Humanist 521 BT Roman – Used for headings

Univers Light Condensed – Used for body copy in tight space situations.

Univers Condensed – Used for standard body copy

Univers Bold Condensed – Used for subheadings

WILLIAMS SCOTSMAN STANDARD COLOR PALLETE

MAIN COLORS	 PMS 3415 C	 10% Black	 37% Black	 37% Black	
ACCENT COLORS	 C0 M2 Y6 K0	 C60 M0 Y90 K0	 C100 M70 Y0 K0	 C100 M85 Y5 K10	
ADDITIONAL APPROVED COLORS	 PMS DS 18-1 C	 PMS DS 111-1 C	 PMS DS 302-1 C	 PMS DS 250-1 C	 C25 M0 Y100 K0