STEWART TITLE LOGO STANDARDS

Stewart Title logo guidelines
Stewart Title logo sizing, spacing and alignment
Clear space around the logo
Logo color palette
Logo don’ts
Stewart Title logo guidelines

The Stewart brand-identity logo consists of the logotype and the Sanctity of Contract icon. The Sanctity of Contract icon cannot be used on its own without the logotype.
Stewart Title logo guidelines (continued)

Our logo is valuable. We must treat it as a significant asset and, therefore, with respect. Always use the master artwork and specifications for the Stewart logos.

Variations of the logo have been created for flexibility. The logotype can be used with or without the icon, but the icon may not be used without the logotype.

- Don’t re-create, manipulate or alter the logo in any way, or place the logo on non-specified backgrounds.
- Don’t alter the logo or substitute another typeface. Please submit a logo request form through stewartmarketing.com.
- The acceptable configurations for the Stewart logo elements are featured to the right.
- Please refer to “Stewart Title logo sizing, spacing and alignment”, page 9, for exact size relationships and position.
Stewart Title logo sizing, spacing and alignment

A. The standard unit of measure (x) is the height of the “w” in the logotype.
B. The height of the icon is twice the height (2x) of the “w” in the logotype.
C. The distance between the logotype and the icon is equal to 1x.
D. The base of the figures in the icon aligns with the base of the logotype.
Clear space around the logo

The space around the logotype with the icon is no less than 1/2x above and below The Sanctity of Contract icon, and no less than 1x to the left and right.

The space around the logotype only is no less than 1x above, below, and to the left and right.
Logo color palette

The color for the “stewart title” logotype is PMS 877 (metallic silver) or Pantone 429 C (non-metallic grey). For four-color print jobs, you may use the following CMYK breakdown in place of Pantone 429, 3% cyan, 0% magenta, 0% yellow and 32% black. The signature may also appear in solid black, or white on black.

The following treatments can also be used: blind embossing, foil stamping (match Astor Universal M900), metallic surfaces and etched in stone.

Stewart Title
Logotype and icon: 100% Pantone 877 Metallic C

Stewart Title
Logotype and icon: 100% Pantone 429 C (non-metallic gray) or C:3, M:0, Y:0, K:32

Stewart Title
Logotype and icon: Foil Stamp #PG105 or equivalent

Stewart Title
Logotype and icon: 100% Black

Stewart Title
Logotype and icon: White
**Logo don’ts**

- Don’t alter the relationship between the “stewart title” logotype and the icon.
- Don’t re-create the logo or use other fonts.
- Don’t distort the logo.

If you have questions or you are unsure of the correct logo usage, please contact your region marketing account executive whom you can find in the Contact Information section of this guide.