



**Custom Service Hardware® Brand  
Identity and Trademark Guidelines**

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## CONTACT INFORMATION

For questions about using the Custom Service Hardware logo, branding and trademarks, please contact the following contacts:

[marketingadmin@cshardware.com](mailto:marketingadmin@cshardware.com)

Attn: Marketing Department  
N169W21008 Meadow Ln.  
Jackson, WI 53037 USA

## PROTECTING OUR BRANDING

Since 1977, Custom Service Hardware® (CSH) has grown from a small operation in a Wisconsin barn to a national distributor of specialty hardware, cabinet solutions, rolling ladders, barn doors, organizers, and more. What started with a simple catalog sheet has evolved into a trusted brand offering over 50,000 products, including exclusive systems like QuietGlide® and InvisiDoor™.

Over time, CSH has expanded its reach through continuous innovation and a commitment to quality. We began importing and manufacturing furniture and cabinet hardware in the early 1990s. We launched our own line of competitively priced ready-to-assemble cabinets, and we've continued to expand into new categories that support builders, remodelers, designers, and homeowners alike. In 2021, we proudly acquired Putnam Rolling Ladder, a heritage brand known for handcrafted ladders made in the USA, further reinforcing our dedication to quality.

Our brand is more than just a logo. It represents the care we put into every detail, from our packaging to our catalogs to the way we communicate with customers. When applied consistently, our visual and written identity reinforces who we are and what we stand for.

The CSH logo is a protected brand asset. Every mark, every product label, every headline, and every digital experience should reflect the quality and reliability people associate with our name. Whether in print, online, or in person, we want every touchpoint to feel trustworthy, modern, and helpful.

By following these brand guidelines, you help preserve the strength of our identity, support our reputation, and ensure consistency across every channel. Every accurate use of our branding helps reinforce the confidence our customers have in us—and reminds them why they chose CSH.

Thank you for helping us carry that legacy forward.

# Custom Service Hardware®



## STAGING

To protect design integrity, Custom Service Hardware has established standards to keep a clear area around logos. Allow the height of the 'C' (from the logo) to be clear around all sides of the logo. No typography or elements may be placed within this area.

## LOGO COLORS



## LOGO MARK

Custom Service Hardware —  
Small-Scale Logo (Min. Use  
Version)  
Designed for print/digital use  
under 0.75 in / 1.905 cm  
diagonally.



Hex  
#ca2831

Hex  
#333235



## IMPROPER USE



Do not use the full sized logo for applications that are under 1.75" measured diagonally or 4.45 cm printed or digital.



Never distort the logo ratios by stretching or compressing.



Do not modify the official logo colors.



Do not overlay the logo on top of other graphics or text that could distort or obscure it.

Logos placed over an image must be the full colorized version of the logo. Avoid placing any background elements that interfere with the transparent logo version.

Avoid decorative effects like shadows, glows, or filters on or around the logo.

Logos must remain in the approved colors.



## APPROVED USE

Logos placed over an image must be the full colorized version of the logo.

Remember to keep logo staging area consistent and away from edges of the photo.

If print or digital size is under 0.75 in / 1.905 cm diagonally - switch to Small Scale logo.



Need help with logo usage?

Email:  
[marketingadmin@cshardware.com](mailto:marketingadmin@cshardware.com)

# TYPOGRAPHY SPECIFICATIONS

Typography is a key element of our visual identity and helps communicate the character of the Custom Service Hardware® brand. Whenever possible, use the specified fonts to maintain consistency and strengthen the visual presence of our brand across all platforms.

## Heading

Mryiad Variable Concept  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

**Tw Cen MT Condensed Bold**  
**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**

## Subtext

MINION VARIABLE CONCEPT REGULAR  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

## TRADEMARK USAGE:

### UNDERSTANDING THE ® SYMBOL

The ® symbol indicates that Custom Service Hardware® is a registered trademark with the United States Patent and Trademark Office. This registration legally protects our brand name from unauthorized use and reinforces our reputation for quality and authenticity.

Use the ® symbol the first time the Custom Service Hardware name appears in:

- Printed and digital catalogs
- Marketing materials
- Website content
- Product packaging
- Promotional or instructional documents

You do not need to repeat the ® symbol every time the brand name is mentioned within the same document or design. Once per major section, page, or layout is sufficient.

Please reach out to [marketingadmin@cshardware.com](mailto:marketingadmin@cshardware.com) for further clarification or questions.



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