

STEELHAUS TECHNOLOGIES INC. • MASTER BRAND SYSTEM



THE IRON STANDARD.
FORGED IN CANADA.

A COMPLETE REFERENCE FOR HOW
THE STEELHAUS MASTER BRAND
LOOKS, SOUNDS, AND SHOWS UP
IN THE WORLD.

WHO WE ARE, IN PLAIN TERMS

WE BUILT THE FLOOR.

Steelhaus is a Calgary-born completions and manufacturing institution. From a 10-person shop to 1,000 people across 20 locations, we forge the iron, write the engineering, and run the field. The master brand carries that authority. Everything in this guide protects it.

1,000+

PEOPLE

Engineers, machinists, field hands, and operators across North America and the Middle East.

1M ft²

MANUFACTURING FOOTPRINT

In-house steel, plugs, screens, energetics, and shared infrastructure across the Steelhaus group.

600k+

STAGES COMPLETED

FracXion, ReacXion, Precision, and Ball Drop systems anchoring the most aggressive programs globally.

30+

COUNTRIES

From the Montney to the Middle East. One crest. One iron standard.

20

LOCATIONS

Manufacturing, R&D, and field operations.

10 yr

FROM 10 TO 1,000

A decade of compounding capability. The brand has to keep up.

PILLAR I

SCALE

Our footprint is your insurance. Bigger isn't bragging; it's certainty.

PILLAR II

CAPABILITY

We own the engineering, the forge, and the field. No outsourced answers.

PILLAR III

RELIABILITY

Built for the realities of a three-mile lateral. Field-proven, every time.

PILLAR IV

EDGE

We're a heavyweight that still pushes the envelope. That's why this works.

MASTER POSITIONING

Steelhaus is not a vendor. We are **the iron standard** the world's most complex wells depend on, and we earned that title the only way it counts: in the field, under load, when the pressure is on.

THE CREST IS THE CONTRACT

ONE MARK. ONE VOICE.

The master brand uses a single, untouched lockup: the Steelhaus crest (red and blue swirl in a steel ring) paired with the STEELHAUS wordmark. No descriptor underneath. No sub-text. No slogans crowded against it. This is the corporate signature.



PRIMARY LOCKUP

THE MASTER MARK

The crest sits left of the wordmark with a clear-space gap equal to the height of the crest's outer ring. This is the only configuration approved for master-brand use. Divisions extend; the master never adds a tagline beneath the crest.

RULE 01 • CLEAR SPACE

GIVE THE CREST AIR

Minimum clear space on all sides equals the height of the crest's outer ring (the cap-height of the letter S). Nothing (typography, photography, edges) enters that zone.

RULE 02 • MIN SIZE

DON'T SHRINK PAST LEGIBILITY

Print: crest no smaller than 12mm tall.
Digital: 32px height minimum. Below those, drop the wordmark and use the crest-only mark.

RULE 03 • INTEGRITY

LOGO IS SEALED

Per Shane's directive: no slogans, sub-text, or graphics above, below, or directly next to the crest. Campaign lockups live in headlines, not on the mark.

✓ DO

- Use the master mark on calm, controlled backgrounds: solid ink, charcoal, or paper.
- Reverse to all-white when placed on photography, video, or color fields.
- Lead with the color crest in print; reverse to white-on-black for cinematic contexts.
- Use the crest-only mark for app icons, social avatars, and embroidered apparel.

✗ DON'T

- Don't stretch, rotate, or recolor the crest. Red and cyan stay red and cyan.
- Don't add taglines, drop-shadows, or outlines to the master mark.
- Don't combine the master mark with a division wordmark in a single lockup.
- **For brand marks, use the logo file.** Don't recreate STEELHAUS in CSS or split its color. Inline mentions of Steelhaus in body copy or naming conventions are fine.

FORGED FROM IRON, LIT FROM THE INSIDE

RED. CYAN. IRON. FIRE.

The palette is built on duality: **Ignition Red** and **Precision Blue** live inside the crest. They sit on a foundation of matte midnight charcoal and raw iron greys. **Forge Orange** is the campaign accent: the spark, the heat, the proof.

INK HEX #050608 • RGB 5 6 8 • CMYK 75 68 67 90 • Role: Master canvas		IGNITION RED HEX #C8102E • RGB 200 16 46 • CMYK 15 100 90 5 • PMS 186 C	
RAW IRON HEX #1F2329 • RGB 31 35 41	PRECISION BLUE HEX #00A7C4 • PMS 313 C	FORGE ORANGE HEX #E84E1B • PMS 172 C	
STEEL #5A6068	DEEP RED #7E0F1C	DEEP CYAN #006B82	BONE #D6D7D9
		PAPER #F2F2F0	PRINT INK #1A1A1A

USAGE RATIO • 60 / 25 / 10 / 5

INK + IRON		60%
STEEL + BONE		25%
IGNITION RED		8%
PRECISION BLUE		5%
FORGE ORANGE		2%

Color carries authority. Dominant ink and iron neutrals frame everything. Red is the trigger, used for headline emphasis, callouts, and brand moments. Cyan signals engineering precision. Forge orange is reserved for Authority-of-Iron campaign work. Never let accents exceed 15% of a layout.

TWO FACES. ONE LOCKED LOGOTYPE.

HEAVY ON TOP. HONEST BELOW.

Barlow Condensed is the master brand's title font. Nine weights, condensed industrial character, open-source license. Use it for every headline, section title, and tactical lockup. **Univers Next Pro Condensed** carries everything else: body, specs, captions. Condensed variants only. **Magistral Black** is reserved exclusively for the STEELHAUS logotype. It lives inside the logo and nowhere else.

PRIMARY DISPLAY • HEADLINES &
TITLES

BARLOW CONDENSED

JEREMY TRIBBY • GOOGLE FONTS • SIL OPEN FONT
LICENSEABCDEFGHIJKLMNOPQRSTUVWXYZ 0
123456789

EXTRALIGHT • 200

REGULAR • 400

MEDIUM • 500

SEMIBOLD • 600

BOLD • 700

EXTRABOLD • 800

SECONDARY TEXT • BODY & SPECS

Univers Next Pro Condensed

LINOTYPE • FRUTIGER / KOBAYASHI • CONDENSED
FAMILY ONLY • LIGHT / REGULAR / BOLDABCDEFGHIJKLMNOPQRSTUVWXYZ 0
123456789

Light • large body, editorial

Regular • running body copy

Bold • call-outs, key terms

LOGOTYPE ONLY • DO NOT
TYPESET**STEELHAUS**

MAGISTRAL BLACK • PARATYPE

Magistral Black is the typeface inside the STEELHAUS wordmark. It belongs to the logo and nowhere else. **Do not** set headlines, body, captions, or any live text in Magistral Black. For all headline work, use **Barlow Condensed**.

HOW STEELHAUS SOUNDS OUT LOUD

BRAZEN. SPECIFIC. REAL.

We speak like a company that already leads the market, because we do. No begging. No buzzwords. No em dashes. Every claim is anchored to something measurable. Every sentence pulls weight.

01 AUTHORITY OVER PROMOTION

Speak as the company that sets the standard, not one trying to be considered. Replace "we strive to" with "built to" and "engineered for."

02 CLARITY OVER COMPLEXITY

Short, sharp, structured. Lead with impact, not background. Cut every word that isn't pulling weight.

03 STRENGTH OVER SOFTNESS

Active voice. Strong verbs. Concrete nouns. Never passive, never hedged.

04 REAL CAPABILITY OVER HYPE

Numbers, locations, names, results. "Revolutionary" and "game-changing" are banned unless we can prove it on the floor.

USE • HEAVYWEIGHT	AVOID • MID-WEIGHT
Rank • Authority • Standard	Size • Big • Leader
Fortress • Platform • Infrastructure	Facilities • Shop • Operation
Insurance • Certainty • Anchor	Solutions • Services • Offerings
Forged • Mastered • Built from the floor	Created • Developed • Provided
The Iron Standard	Quality products
Command the field	Field support
Engineered for the extremes	Designed to perform well

MASTER BRAND, DIVISION EXTENSIONS

ONE HOUSE. MANY SPECIALISTS.

The Steelhaus crest is the constant. Divisions extend the master mark by adding their wordmark beneath. Never beside, never in place of. The crest is shared property. Division typography and accent treatments belong to the division. The corporate voice belongs to Steelhaus Technologies Inc.

MASTER BRAND



DIVISION • 01

STEELHAUS THERMAL

High-temperature completions for SAGD, CSS, and thermal-recovery plays.



DIVISION • 02

STEELHAUS ENERGETICS

Shaped charges, perforating, and downhole energetics.



DIVISION • 03

STEELHAUS TRYTON

Frac sleeves, packers, and Canadian completion systems.



PARENT COMPANY

STEELHAUS TECHNOLOGIES INC.

Corporate face. Brochures, capability decks, investor materials.

- Master mark = crest + STEELHAUS only. No descriptor. Used for corporate, capability, investor, and Authority-of-Iron contexts.
- Division marks = crest + STEELHAUS + division wordmark beneath, separated by the wordmark baseline. Treat the division wordmark like a chapter title, not a tagline.
- Never combine two division marks in a single lockup. If a piece spans divisions, default to the master mark and reference the divisions in body copy.
- Division accents (Thermal haze, Energetics spark, Tryton maple) belong only to division creative. Master-brand pieces use the core palette only.

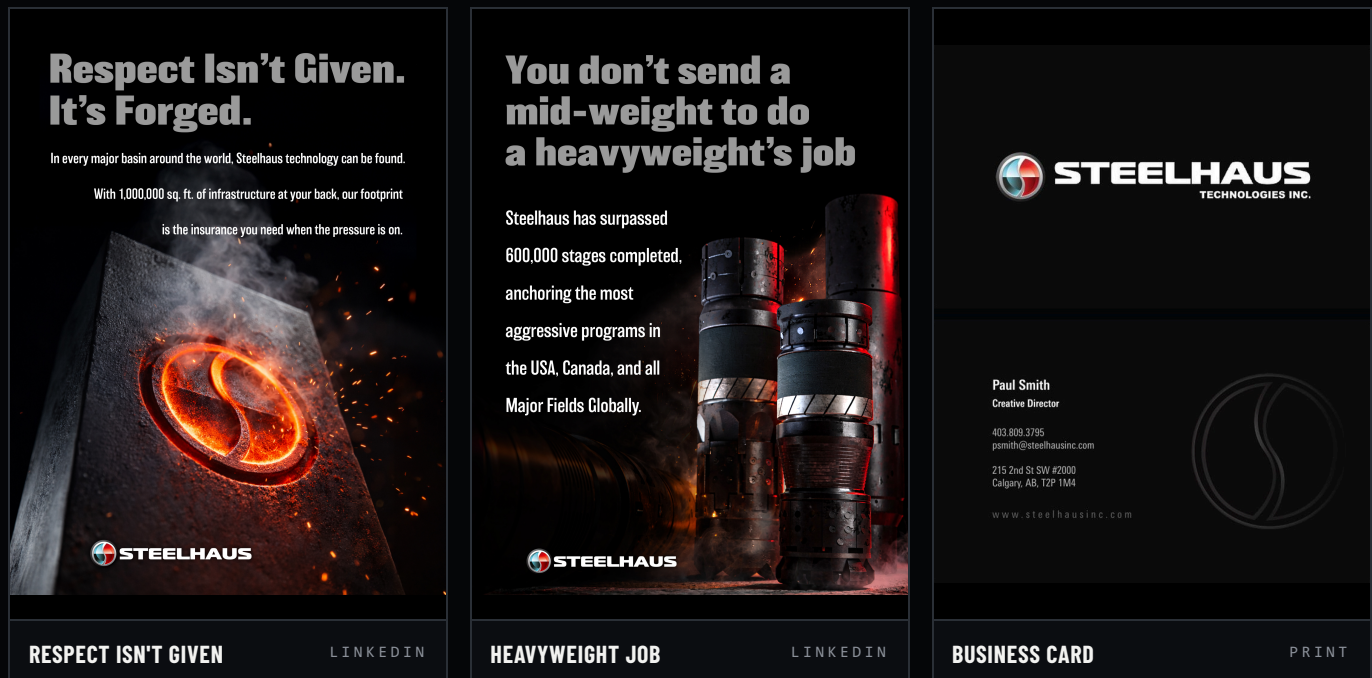
SHANE'S LOGO INTEGRITY RULE

The Steelhaus logo remains untouched. No slogans, sub-text, or graphics above, below, or directly next to the crest. Campaign lockups (e.g. "THE AUTHORITY OF IRON") live in the layout. Never welded to the mark.

BRAND IN THE WILD

IN ADS. ON TRUCKS. ON HARD HATS.

Three reference applications of the master brand. Two are tactical ads from the 2026 Authority of Iron campaign, paired with a current Steelhaus business card to show the corporate identity at print scale. Each shows the master brand operating with discipline: matte-black canvas, condensed headline, master mark anchored without taglines or sub-text.



A 1

BUSINESS CARDS

Matte black stock. STEELHAUS + Technologies Inc. lockup centered front. Contact details with watermark crest back.

A 5

LETTERHEAD & TECH SHEETS

Master mark top-left. Univers Next Pro body. Footer carries division mark + ISO statement.

A 2

VEHICLES & DECALS

Crest-only on door panels. Full lockup on tailgate. White-on-black or color-on-white.

A 6

SIGNAGE

Brushed aluminum substrate, deep-cut Barlow Condensed wordmark, illuminated crest.

A 3

APPAREL & PPE

Embroidered crest on chest. Wordmark on back / sleeve. Hard hats: vermillion shell + crest decal.

A 7

TRADE SHOW

Black backdrop, oversized crest, headline at eye height. Forge-orange permitted for booth lighting only.

A 4

SOCIAL & DIGITAL

LinkedIn 1080×1080 / 1080×1350. Barlow Condensed headline, matte-black canvas. Avatar = crest only.

A 8

EMAIL SIGNATURE

Crest only - 40px height. Name in Inter SemiBold 14px. Title in Inter Regular 11px steel-grey.

WHO OWNS WHAT, WHERE IT LIVES

ASSET INDEX & CONTACTS.

This guide is the source of truth. Production files live alongside it under **X:\CoWork\Projects\Steelhaus Brand**. Below is the where-to-find-it index and the people who hold the keys.

FILE MAP

MASTER CREST	Logos/Steelhaus Technologies Inc/Crest outlines.ai (vector source)
MASTER LOCKUP	Logos/Master Brand/Steelhaus Primary Brand Logo.ai · .png (color, for light backgrounds)
REVERSED WHITE	Logos/Master Brand/Steelhaus Primary Brand Logo White.ai · .png (for dark backgrounds and photography)
DIVISION MARKS	Logos/Steelhaus Thermal · Logos/Steelhaus Energetics · Logos/Steelhaus Tryton
IRON CAMPAIGN	Campaigns/2026 The Authority of Iron/ (full asset set + master campaign brief)
BUSINESS CARDS	Business Cards/{Division}/ (production PDFs + InDesign templates per division)
SALES COLLATERAL	Sales Collateral/ (tech sheets and brochures for sales use)
FONTS	Barlow Condensed (Google Fonts SIL OFL) · Univers Next Pro Condensed (embedded local, condensed family only) · Magistral Black (LOGOTYPE ONLY, do not typeset)
BACKGROUND PLATES	Logos/{Division}/Background (letterhead + tech-sheet backgrounds, per division)

CONTACTS

PRESIDENT & CEO	Mike George · mgeorge@steelhausinc.com · strategic positioning sign-off, master brand authority.
CREATIVE DIRECTOR	Paul Smith · PSmith@steelhausinc.com · brand custodian, final approval on all master-brand work.
MARKETING COORDINATOR	Hannah Walter · hwalter@steelhausinc.com · asset requests, production traffic.
SOCIAL MEDIA COORDINATOR	Gabriel Jukes · gjukes@steelhausinc.com · LinkedIn, social channels, content scheduling.
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VERSION

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