

BRAND GUIDELINES

FOR BULLDOG ABRASIVES SOUTHERN AFRICA (PTY) LTD AND SUPPLIERS



Address

4 Andries Street South
Wynberg, Johannesburg
2090



Contact

Phone: 011 786 5991
Email: marketing@bulldogabrasives.co.za
Website: www.bulldogabrasives.co.za



THE CONTENTS

03 About Bulldog Abrasives

04 How To Use This Guide

05 Bulldog Abrasives Logo Application

08 Bulldog Abrasives Sign Writing Guidelines

10 Bulldog Abrasives Colour Palette

12 Bulldog Abrasives Typeface

15 Supplier Logo Application

78 All External Guidelines

ABOUT BULLDOG ABRASIVES

Since 1995, Bulldog Abrasives Southern Africa (Pty) Ltd has established itself as the leading manufacturer and supplier of abrasives to the automotive, marine, DIY, metal, woodworking, aeronautical and composite industries. They supply a broad range of thousands of products meticulously sourced from 35 international suppliers and offer complete solutions to end-users.

HOW TO USE THIS GUIDE

A strong brand presence is only achieved if the brand is consistent throughout all platforms and institutions. This manual sets out the brand application rules as well as the logotypes, colour guides and usage rules, and detailed specifications.

This document is aimed to guide you when any advertising or marketing item is created concerning the Bulldog Abrasives brand and/or suppliers.

LOGO DEVELOPMENT

A company logo is a vital component of a brand identity. As such, it needs to be used appropriately and consistently across all printed and on-screen applications.

CORRECT LOGO PLACEMENT

The Bulldog Abrasives logo is a key element for all of our brand communication. It is available to you as a vector image. The proportions and position of the symbol to the logotype should never be altered or manipulated. The tagline is aligned in the middle, edge to edge of the Bulldog Abrasives logo.

The amount of negative space protected around the logo is determined by the width of the first letter in the logo, this will allow an adequate amount of negative space. The minimum logo size in any application is 30 mm in width.



CORRECT LOGO APPLICATION

For full colour application, the Bulldog Abrasives original logo should be used on either a white or light background depending on the artwork. When making use of the logo on a dark background, use the negative colour logo in order to increase contrast between the background and the logo.

Avoid solid colour backgrounds of 40-60% tint that wash out the logo. When placing the logo on a photographic background, the background would need to provide sufficient contrast to the logo without heavy textures.

Alternative greyscale logos are shown on the right as an option if colour printing is not available. If you are in need of the Bulldog Abrasives logo, please contact our marketing department.



Full Colour Logo



Negative Colour Logo



Greyscale On White



Greyscale On Black

BULLDOG ABRASIVES SIGN WRITING GUIDELINES

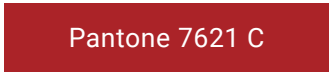
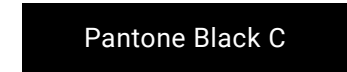
Signwriting not only helps to create clear communication with your audience, but it also helps to further your branding and generate sales.

Consistent signwriting will also further increase the number of times a person sees your logo, keeping your brand at top-of-mind. Therefore, all colours, typography and graphic elements of your brand should be the same throughout all signwriting.

BULLDOG ABRASIVES SIGN WRITING GUIDELINES

The primary colour palette used within the brand's logo should strictly be adhered to. These colours should never be altered unless stated in this guidebook. To use the Bulldog Abrasives logo for signwriting, please make use of the Pantone colours specified in this guide.

The amount of negative space protected around the logo is determined by the width of the first letter in the logo, this will allow an adequate amount of negative space. The minimum logo size in signwriting should be no less than 600 mm in width.



COLOUR PALETTE

All brand graphic colours should strictly adhere to the primary set of colours. Secondary colours are mainly used to complement the main colour palette that is being used for the main graphics in brand communication.

BULLDOG ABRASIVES COLOUR PALETTE

Maroon red and black are the corporate colours of Bulldog Abrasives and it is important to use the exact colours provided to create a consistent brand identity across all platforms. These colours should never be altered unless mentioned in this guidebook.

The primary colour palette is used within the brand's logo and should strictly be adhered to. These colours should never be altered unless stated in this guidebook. The secondary colour palette shown below the primary colour palette can be used for various graphical elements which will support the main colours and highlight design accents suitable to the main image in the communication. These colours range from light to medium grey.

#9C1F29	75	#231F20	75
C25 M99 Y88 K22	50	C70 M67 Y64 K74	50
R156 G31 B41	20	R35 G31 B32	20

Maroon Red

Black

C0 M0 Y0 K0	#FFFFFF	R255 G255 B255
-------------	---------	----------------

White

#DDDDDD	75	#5F5F5F	75
C12 M9 Y10 K0	50	C12 M9 Y10 K0	50
R221 G221 B221	20	R95 G95 B95	20

Light Grey

Medium Grey

TYPEFACE

Type setting is one of the most important elements to pay attention to in these guidelines. A systematic approach to typography will create a consistent and clear visual hierarchy.

Please pay attention to the fonts that are specific to each application in the following guidelines.

BULLDOG ABRASIVES TYPEFACE GUIDELINES

Print And Website:

Bulldog Abrasives makes use of the Trebuchet MS typeface family which represents the brand's identity throughout our website. This typeface family has a variety of different styles which can be used for diverse applications. Examples of the various weights used are shown to the right.

In some instances, where it is not possible to use the Trebuchet MS typeface - one must make use of Arial Regular for body text and Arial Bold for headlines. Arial is a universal font. Restraint needs to be exercised when combining different type of weights in a single execution.

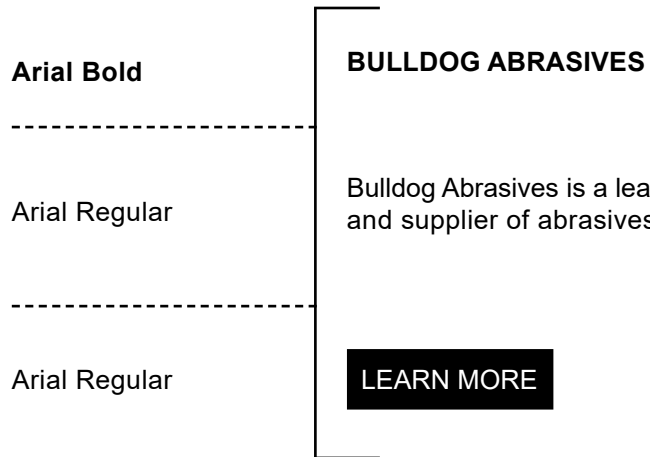


BULLDOG ABRASIVES TYPEFACE GUIDELINES

Presentation:

It is important that all Bulldog Abrasives presentations are consistent across all communications in order to create a memorable brand. Arial is a universal typeface family that is available on all computers therefore it can be used for all company and group presentations. Examples of the various weights used are shown to the right. Restraint needs to be exercised when combining different type weights in a single execution.

The font size minimum is 10 pt. The space between letters in a proportional font ranges between a minimum of 0 pt and a maximum of 20 pt. The leading (the space between lines of type) ranges from a minimum of 12 pt and the maximum will depend on the size increase of the font.



SUPPLIER LOGO APPLICATION

Bulldog Abrasives is the leading distributor of many incredible suppliers world wide. When making use of supplier imagery and logos in digital or print applications, always make use of their main colour palette to create a connection with the brand and maximise product recognition.

We have created a clear guideline on how to make use of our supplier logos on the following pages. All digital and print media for Bulldog Abrasives and our suppliers is done and checked throughout our marketing department, if you need specific design guidelines please contact us.

BULLDOG HOMEGROWN LOGO APPLICATION

Bulldog Abrasives Southern Africa (Pty) Ltd has spent the last 25 years sourcing a comprehensive range of “Homegrown” products to suit our customers’ needs. Our range consists of an array of products, covering the Automotive, Industrial, Woodworking and D.I.Y. industry sectors.

CORRECT LOGO PLACEMENT

The Bulldog Homegrown logo is similar to the Bulldog Abrasives logo except for the distinct feature of the “Homegrown Products” text in the logo. The Expect More tagline is alligned in the middle, edge to edge of the Bulldog Homegrown logo. The Bulldog Homegrown logo is available to you as a vector image in specific colours and alternative logo options as shown in the guidebook. Please contact our marketing department if you are in need of the logos.

The amount of negative space protected around the logo is determined by the width of the first letter in the logo, this will allow an adequate amount of negative space. The minimum logo size in any application is 30 mm in width.



CORRECT LOGO APPLICATION

For full colour application, the Bulldog Homegrown logo should be used on either a white or light background depending on the artwork. When making use of the logo on a dark background, use the negative colour logo in order to increase contrast between the background and the logo.

Avoid solid colour backgrounds of 40-60% tint that wash out the logo. When placing the logo on a photographic background, the background would need to provide sufficient contrast to the logo without heavy textures.

Alternative greyscale logos are shown on the right as an option if colour printing is not available. If you are in need of the Bulldog Homegrown logo, please contact our marketing department.



Full Colour Logo



Negative Colour Logo



Greyscale On White



Greyscale On Black

BULLDOG HOMEGROWN SIGN WRITING GUIDELINES

The primary colour palette used within the brand's logo should strictly be adhered to. These colours should never be altered unless stated in this guidebook. To use the Bulldog Homegrown logo for signwriting, please make use of the Pantone colours specified in this guide.

The amount of negative space protected around the logo is determined by the width of the first letter in the logo, this will allow an adequate amount of negative space. Do not allow any copy, patterns or design elements to clutter the clear space. The minimum logo size in signwriting should be no less than 600 mm in width.



Pantone Black 6 C

Pantone 7627 C

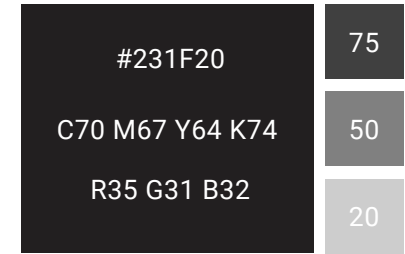
BULLDOG HOMEGROWN COLOUR PALETTE

Maroon red and black are the corporate colours of Bulldog Abrasives and Bulldog Homegrown and it is important to use the exact colours provided to create a consistent brand identity across all platforms. These colours should never be altered unless mentioned in this guidebook.

The primary colour palette is used within the brand's logo and should strictly be adhered to. These colours should never be altered unless stated in this guidebook. The secondary colour palette shown below the primary colour palette can be used for various graphical elements which will support the main colours and highlight design accents suitable to the main image in the communication. These colours range from light to medium grey.



Maroon Red



Black



White



Light Grey



Medium Grey

MIRKA LOGO APPLICATION

Mirka Ltd is a world leader in abrasives technology innovation. They offer a range of technically superior, high-quality abrasives, innovatively designed tools and complete sanding systems. The wide range of micro finishing products offers optimised engineered surface finishing processes and a full range of polishing compounds as well as advanced sanding and polishing machines that provide outstanding ergonomic and functional benefits that suit users every need.



CORRECT LOGO PLACEMENT

Mirka's logo is the most important element of the Mirka brand. It consists of the name, Mirka, which is typed with specifically designed letters. In most applications, the logo also includes a yellow rectangle.

The Mirka logo should never be altered with or manipulated. The Mirka logo is available to you as a vector image. Please contact our marketing department if you are in need of the full colour and greyscale logos.

The amount of negative space protected around the logo is determined by the width of the first letter in the logo, this will allow an adequate amount of negative space. The minimum logo size in any application is 30 mm in width

CORRECT LOGO APPLICATION

For full colour application, the Mirka logo is placed in a rectangle for majority of the branded communication. The rectangle will either be yellow or black depending on the background colour.

Alternative greyscale logos are shown on the right as an option if colour printing is not available. If you are in need of the Mirka logos, please contact our marketing department.



Full Colour Logo



Negative Colour Logo



Greyscale On White

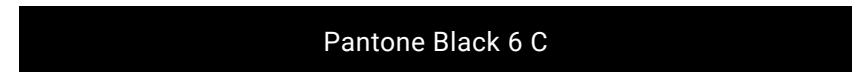
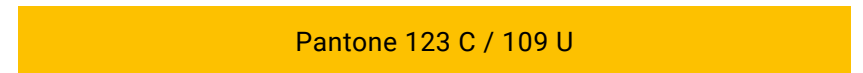


Greyscale On Black

MIRKA SIGN WRITING GUIDELINES

The primary colour palette used within the brand's logo should strictly be adhered to. These colours should never be altered unless stated in this guidebook. To use the Mirka logo for sign writing, please make use of the Pantone colours specified in this guide.

The amount of negative space protected around the logo is determined by the width of the first letter in the logo, this will allow an adequate amount of negative space. The minimum logo size in sign writing should be no less than 600 mm in width.



MIRKA COLOUR PALETTE

The Mirka primary brand colours consist of their signature yellow and black, forming the main colour scheme in all Mirka communication materials. The primary colour palette is used within the brand's logo and should strictly be adhered to. These colours should never be altered unless stated in this guidebook.

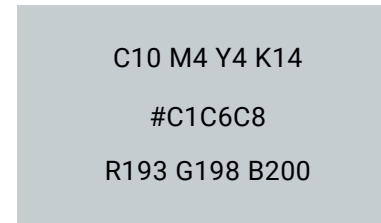
The secondary colour palette shown below the primary colour palette can be used for various graphical elements such as tables and diagrams as well as covers and labels which will support the main colours and highlight design accents suitable to the main image in the communication.



Mirka Yellow



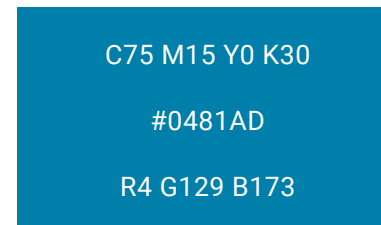
Black



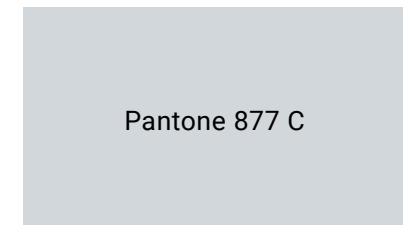
Mirka Light Grey



Mirka Dark Grey



Mirka Blue



Silver

CARSYSTEM LOGO APPLICATION

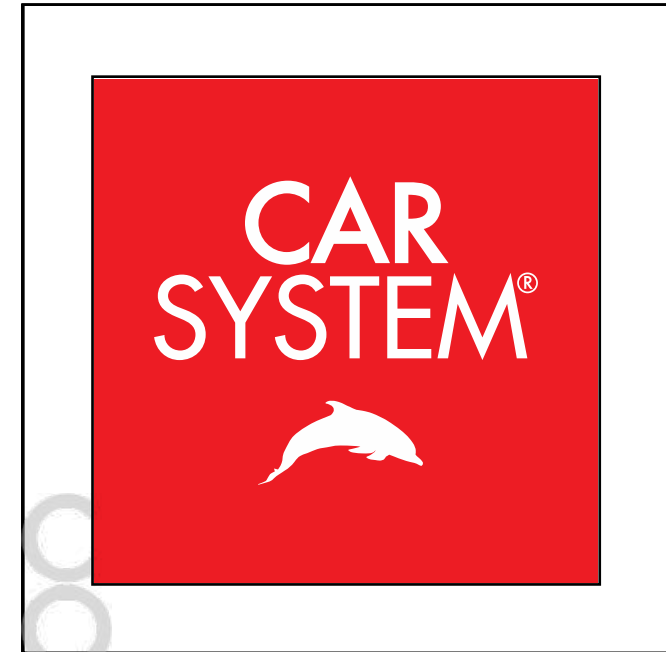
Carsystem boasts 62 partners in 64 countries and a product range exceeding over 2 000 products. They have been distributing products for the field of professional finishes since the Carsystem brand was first introduced in 1994.

Vosschemie GmbH was a forerunner and standard-setter in the production of polyester filling compounds and over the years, they have become a well known brand that distributes its products worldwide.

CORRECT LOGO PLACEMENT

The Carsystem logo shown on the right should be used in all Carsystem brand communication unless otherwise stated. Various logo options are shown on the following pages to guide you with application.

All Carsystem logo options should be used in their specified form and should never be altered or manipulated. The amount of negative space protected around the logo is determined by the width of the first letter in the logo, this will allow an adequate amount of negative space. The minimum logo size in any application is 30 mm in width.



CORRECT LOGO APPLICATION

For full colour application, the Carsystem original logo can be used on either a white, light or black background depending on the artwork. When making use of the logo on a red background, use the white logo in order to increase contrast between the background and the logo.

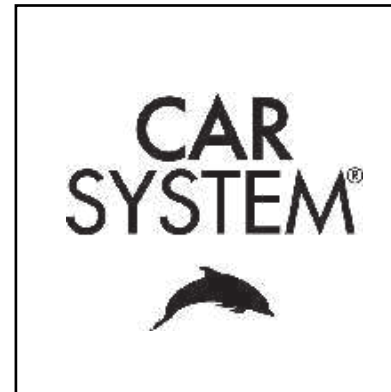
Alternative greyscale logos are shown on the bottom right. If you are in need of the Carsystem logos, please contact our marketing department.



Full Colour Logo



Negative Colour Logo



Greyscale On White



Greyscale On Black

CARSYSTEM SIGN WRITING GUIDELINES

The primary colour palette used within the brand's logo should strictly be adhered to. These colours should never be altered unless stated in this guidebook. To use the Carsystem logo for signwriting, please make use of the Pantone colours specified in this guide.

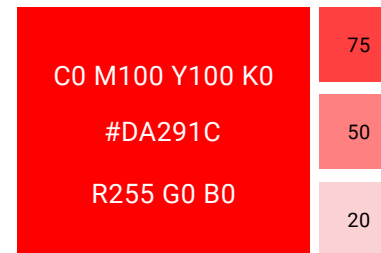
The amount of negative space protected around the logo is determined by the width of the first letter in the logo, this will allow an adequate amount of negative space. Do not allow any copy, patterns or design elements to clutter the clear space. The minimum logo size in signwriting should be no less than 600 mm in width.



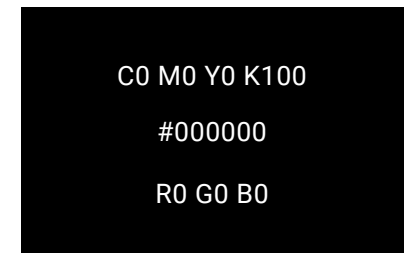
CARSYSTEM COLOUR PALETTE

In the Carsystem brand communication, the corporate colours of red, black and grey are used throughout to create a strong brand recognition. The primary colour palette is used within the brand's logo and should strictly be adhered to. These colours should never be altered unless stated in this guidebook.

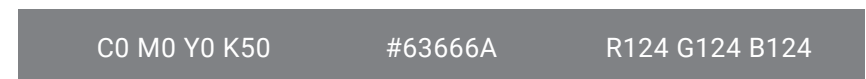
The secondary colour palette shown below the primary colour palette can be used for various graphical elements and to highlight design accents suitable to the main image in the communication.



Pantone 485 C



Pantone Black



Pantone Cool Grey 10 C

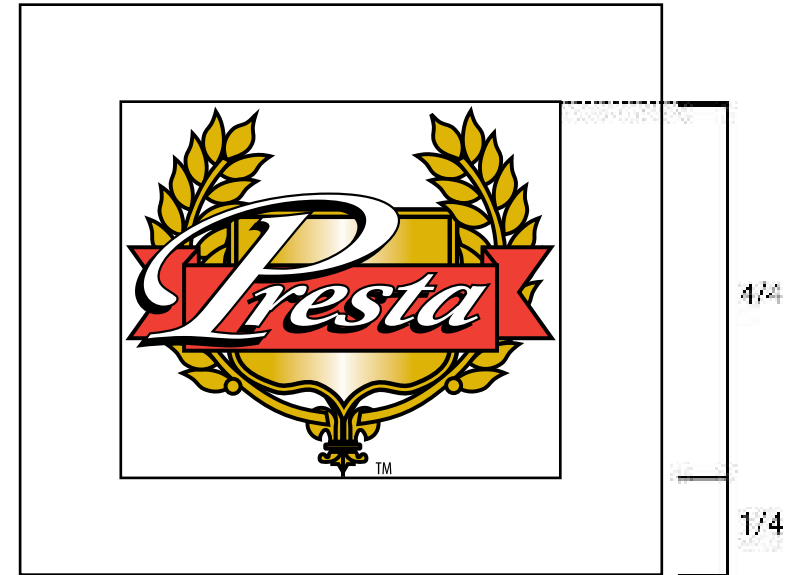
PRESTA LOGO APPLICATION

Presta offers a comprehensive line of high-quality, high-performing, speciality finishing and detailing products such as buffing compounds, polishes and accessories for the professional automotive, marine, aviation and industrial markets around the globe.

CORRECT LOGO PLACEMENT

The Presta logo is the key element of all their brand communication. It is available to you as a vector image in specific colours as shown in the guidebook. This logo should be used in the specified form and should never be altered or manipulated. The registered-trademark TM symbol should always be included in the logo.

This logo does not have stand alone text, in this case, the amount of negative space protected around the logo is determined by a quarter of the height of the Presta logo. 1/4 of the logo should be measured around the logo to allow an adequate amount of negative space.



CORRECT LOGO APPLICATION

For the full colour application, the Presta logo can be used on both light and dark backgrounds depending on the artwork. The logo should always be applied as a whole with the trademark symbol included. The logo is available as a vector image. If you are in need of the Presta logos, please contact our marketing department.

Alternative greyscale logos are shown on the right as an option if colour printing is not available. These do not include a gradient and would be applied in either a solid black or white.



Full Colour Logo



Negative Colour Logo



Greyscale On White

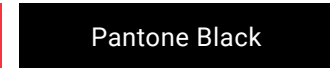


Greyscale On Black

PRESTA SIGN WRITING GUIDELINES

The primary colour palette used within the brand's logo should strictly be adhered to. These colours should never be altered unless stated in this guidebook. To use the Presta logo for signwriting, please make use of the Pantone colours specified in this guide.

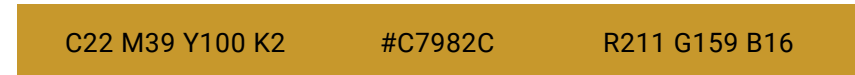
This logo does not have stand alone text, in this case, the amount of negative space protected around the logo is determined by a quarter of the height of the Presta logo. 1/4 of the logo should be measured around the logo to allow an adequate amount of negative space. The minimum logo size in signwriting should be no less than 600 mm in width.



PRESTA COLOUR PALETTE

The Presta primary brand colours consist of their signature Red, Black and Gold with a gradient, forming the main colour scheme in the Presta logo and in all Presta communication materials in order to keep the brand consistent. These colours should never be altered unless stated in this guidebook.

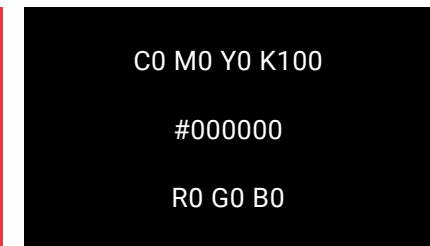
These colours represent Presta's high quality products. The gold gradient colour can be used in various graphical elements which will support the main colours and highlight design accents suitable to the main image in the communication.



Presta Gold



Presta Red



Black

KARBOSAN LOGO APPLICATION

Karbosan is the first Turkish company to be elected to be a member of FEPA (Federation of European Producers of Abrasives). The business started production in the abrasive product industry with 40 workers at its 9000 m2 covered area factory in Halkali, Istanbul.

Karbosan is the first company in Turkey that produces vitrified, resin, and magnesite bonded abrasive products.

CORRECT LOGO PLACEMENT

The Karbosan logo and icon represents the brand as a whole. The logo is kept simple, striking and convincing. To communicate the Karbosan brand positioning, the logo should appear in combination with the icon. The proportion in distance between the logo and the icon are fixed and cannot be modified. There are two logo options. The preferred logo is the wide logo with the icon on the left.

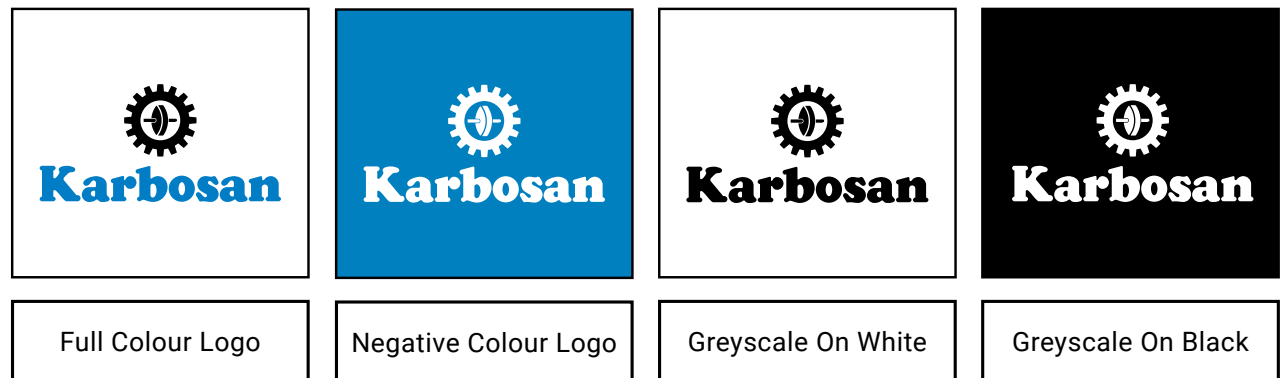
The minimum width of the logo with the claim for printing and inscriptions is 30 mm. The amount of negative space protected around the logo, including the icon, is determined by the width of the first letter in the logo, this will allow an adequate amount of negative space.



CORRECT LOGO APPLICATION

For full colour application, the Karbosan original logo should be used on backgrounds that can read the blue. If the background cannot read the blue, the negative colour logo should be used in order to increase contrast between the background and the logo icon.

Alternative greyscale logos are shown on the below as well as the narrow logo options shown on the right. The greyscale logos should be used if colour printing is not available. If you are in need of the Karbosan logos, please contact our marketing department.



KARBOSAN SIGN WRITING GUIDELINES

The primary colour palette used within the brand's logo should strictly be adhered to. These colours should never be altered unless stated in this guidebook. To use the Karbosan logo for sign writing, please make use of the Pantone colours specified in this guide.

The amount of negative space protected around the logo is determined by the width of the first letter in the logo, this will allow an adequate amount of negative space. The minimum logo size in sign writing should be no less than 600 mm in width.



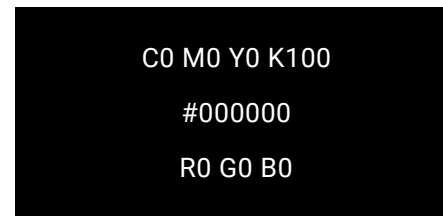
KARBOSAN COLOUR PALETTE

The Karbosan primary brand colour is their signature blue, forming the main colour scheme in the Karbosan logo and in all Karbosan communication materials in order to keep the brand consistent.

These colours should never be altered unless stated in this guidebook. The black and white can be used in various graphical elements to support the main brand colours and highlight design accents suitable to the main image in the communication.



Karbosan Blue



Black



White



Karbosan Yellow



Karbosan Primary Dark

SATA LOGO APPLICATION

The SATA GmbH & Co. KG holds a leading position worldwide in the field of wet paint technologies. RSB is a distribution partner of SATA and their technologically outstanding SATA spray guns, cup systems, breathing protection systems and compressed air technology supplies our customers in the vehicle, industrial and paint industry.

CORRECT LOGO PLACEMENT

The SATA logo and the slogan represents the SATA brand as a whole. The logo is kept simple, striking and convincing. To communicate the SATA brand positioning, the logo should appear in combination with the claim “German Engineering” and must always be used in English. It should not be translated into other languages.

The proportion in distance between the logo and the claim are fixed and cannot be modified. On dark backgrounds, the claim must be set in white letters below the logo. The minimum width of the logo with the claim for printing and inscriptions is 30 mm. The amount of negative space protected around the logo, including the claim, is determined by the width of the first letter in the logo, this will allow an adequate amount of negative space.



CORRECT LOGO APPLICATION

For full colour application, the SATA original logo should be used on light backgrounds. On darker backgrounds, the negative colour logo should be used. On darker backgrounds, the claim is set in white letters below the logo to increase contrast with the background.

Alternative greyscale logos are shown on the bottom right as an option if colour printing is not available. If you are in need of the SATA logos, please contact our marketing department.



Full Colour Logo



Negative Colour Logo



Greyscale On White

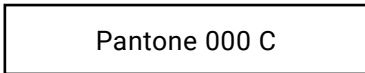


Greyscale On Black

SATA SIGN WRITING GUIDELINES

The primary colour palette used within the brand's logo should strictly be adhered to. These colours should never be altered unless stated in this guidebook. To use the SATA logo for signwriting, please make use of the Pantone colours specified in this guide.

The amount of negative space protected around the logo is determined by the width of the first letter in the logo, this will allow an adequate amount of negative space. The minimum logo size in signwriting should be no less than 600 mm in width.

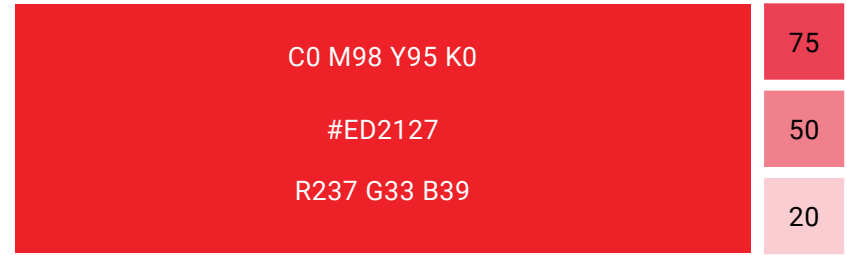


SATA COLOUR PALETTE

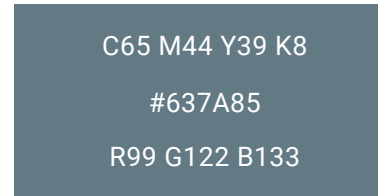
The SATA corporate colour is the main primary colour in their colour palette guide. The primary colour palette is used within the brand's logo and should strictly be adhered to. The corporate colour SATA-Red must only be used with 100% opacity.

The secondary colour palette shown below the primary colour is used as a guide for the five product categories which will support the main colour and highlight design accents suitable to the main image in the communication. These colours should always be used in a reduced and discreet way to ensure a uniform SATA look in all categories.

The two colours on the far right are used to highlight the differences between the HVLP and RP technology.



SATA Corporate Colour



Spray Guns



HVLP



Cup Systems



RP



Breathing Protection

HB BODY LOGO APPLICATION

HB BODY was established in 1982 to produce and distribute products for the automotive refinishing industry. The company is based in Sindos in Thessaloniki. 90% of its production is exported to 75 countries across the world, whilst holding the lead position in the Greek market.



CORRECT LOGO PLACEMENT

The HB Body logo is the key element of all their brand communication. It is available to you as a vector image in specific colours and alternative logo options as shown in the guidebook.

The HB Body logo should be used in the specified form and should never be altered or manipulated. The amount of negative space protected around the logo is determined by the width of the first letter in the logo, this will allow an adequate amount of negative space. The minimum logo size in any application is 30 mm in width.

CORRECT LOGO APPLICATION

For full colour application, the HB Body original logo should be used on either a white or black background depending on the artwork. The logo should always be applied as a whole with the signature HB letter icon included.

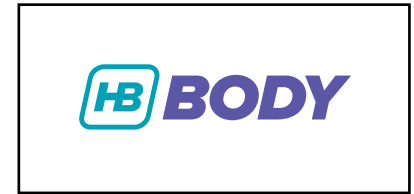
The alternative logo can be used when it is not possible to add the company strapline. These alternative logos should be used in the signature colours if applied on a light background or it can be used in white when applied on a purple, turquoise or dark background.

The logo is available as a vector image. If you are in need of the HB Body logos, please contact our marketing department.

Alternative greyscale logos are shown on the right as an option if colour printing is not available. These do not include a gradient and would be applied in either a solid black or white.



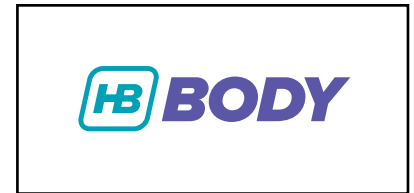
Full Colour Logo



Alternative Colour Logo



Alternative Logo On Dark



Alternative Logo On Light



Greyscale On Black

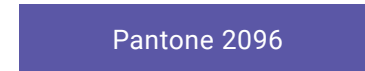


Greyscale On White

HB BODY SIGN WRITING GUIDELINES

The primary colour palette used within the brand's logo should strictly be adhered to. These colours should never be altered unless stated in this guidebook. To use the HB Body logo for sign writing, please make use of the Pantone colours specified in this guide.

The amount of negative space protected around the logo is determined by the width of the first letter in the logo, this will allow an adequate amount of negative space. The minimum logo size in sign writing should be no less than 600 mm in width.



HB BODY COLOUR PALETTE

The HB Body primary brand colours consist of their signature purple, turquoise and white, forming the main colour scheme in all HB Body communication materials in order to keep the brand consistent. These colours should never be altered unless stated in this guidebook.

These colours represent HB Body's internationally recognised brand. The colours can be used in various graphical elements which will highlight the brand in different communications.

C75 M75 Y0 K0	75	C90 M5 Y25 K5	75
#5B57A6	50	#00A1B7	50
R91 G87 B166	20	R0 G161 B183	20

HB Body Purple

HB Body Turquoise

C0 M0 Y0 K0	#FFFFFF	R255 G255 B255
-------------	---------	----------------

White

GARRYSON LOGO APPLICATION

Garryson is committed to being the leading manufacturer and supplier of carbide burs in the world. Through continuous development of new and innovative products and services, using state-of-the-art technology, and skilled, motivated people, Garryson strives to provide its customers with the most cost-effective solutions and the technical support needed to customers need to increase their competitiveness.



CORRECT LOGO PLACEMENT

The logotype represents the Garryson brand and should always include the “an ata company” strapline. The logo is kept simple, striking and convincing. To communicate the brand positioning, the logo should never be altered or manipulated. The proportion in distance between the letters are fixed and cannot be modified. The logo does not need to be copied individually. It is available to you as a vector image and should always be used in the specified form shown.

The amount of negative space protected around the logo is determined by the width of the first letter in the logo, this will allow an adequate amount of negative space. The minimum logo size in any application is 30 mm in width.

CORRECT LOGO APPLICATION

For full colour application, the Garryson original logo should be used on either a white or black background depending on the artwork. When making use of the Garryson logo on a dark background, use the negative colour logo in order to increase contrast between the background and the logo.

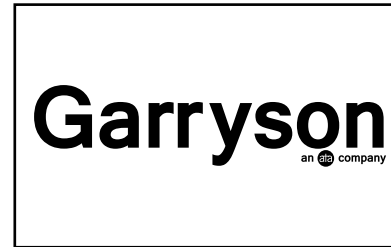
Alternative greyscale logos are shown on the bottom right as an option if colour printing is not available. If you are in need of the Garryson logos, please contact our marketing department.



Full Colour Logo



Negative Colour Logo



Greyscale On White

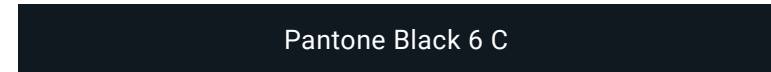


Greyscale On Black

GARRYSON SIGN WRITING GUIDELINES

The primary colour palette used within the brand's logo should strictly be adhered to. These colours should never be altered unless stated in this guidebook. To use the Garryson logo for signwriting, please make use of the Pantone colours specified in this guide.

The amount of negative space protected around the logo is determined by the width of the first letter in the logo, this will allow an adequate amount of negative space. Do not allow any copy, patterns or design elements to clutter the clear pace. The minimum logo size in signwriting should be no less than 600 mm in width.

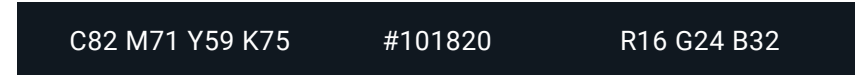


Pantone Black 6 C

GARRYSON COLOUR PALETTE

In the Garryson brand communication, the corporate colours of black, white and ATA Blue are used throughout to create strong brand recognition. The primary colour palette is used within the brand's logo and should strictly be adhered to. These colours should never be altered unless stated in this guidebook.

The secondary colour palette can be used for various graphical elements which will support the main colours and highlight design accents suitable to the main image in the communication.



C82 M71 Y59 K75

#101820

R16 G24 B32

Black



C0 M0 Y0 K0

#FFFFFF

R255 G255 B255

White

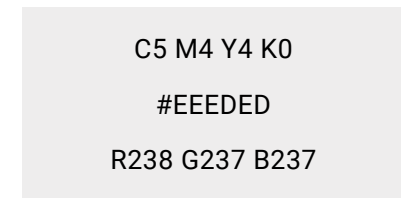


C83 M69 Y0 K0

#0D4DFF

R13 G77 B255

ATA Blue



C5 M4 Y4 K0

#EEEEED

R238 G237 B237

Light Grey

GERSON LOGO APPLICATION

Gerson is a prime manufacturer of a full range of air-purifying respirators, from filtering face pieces, half-mask to full-face respirators with all products boasting outstanding design and value. In addition to respirators and face filters - Gerson produces paint strainers and tack cloths on their proprietary automated equipment to stringent quality standards.



CORRECT LOGO PLACEMENT

Both the name and logo represent the Gerson brand. The logo is kept simple, striking and convincing. To communicate the brand positioning, the logo should always be in english and should always include the registered trademark ® symbol.

The logo does not need to be copied individually. It is available to you as a vector image and should always be used in the specified form shown. The logo should never be altered or manipulated. The proportion in distance between the letters are fixed and cannot be modified.

The amount of negative space protected around the logo is determined by the width of the first letter in the logo, this will allow an adequate amount of negative space. The minimum logo size in any application is 30 mm in width.

CORRECT LOGO APPLICATION

The red logo in the white block is the preferred logo and colour scheme. It should always be used on documentation dedicated to Gerson communication. Where it is not possible to use the red logo, please make use of the white logo with the fixed red block around it. If you are in need of the logo variations, please contact our marketing department.

No shadows or effects may be applied to the logo. If needed, for specific reasons, the logos can be used in white or black. This only applies for conditions when colour printing is not available.



Full Colour Logo



Negative Colour Logo



Greyscale On White



Greyscale On Black

GERSON SIGN WRITING GUIDELINES

The primary colour palette used within the brand's logo should strictly be adhered to. These colours should never be altered unless stated in this guidebook. To use the Gerson logo for signwriting, please make use of the Pantone colours specified in this guide.

The amount of negative space protected around the logo is determined by the width of the first letter in the logo, this will allow an adequate amount of negative space. Do not allow any copy, patterns or design elements to clutter the clear pace. The minimum logo size in signwriting should be no less than 600 mm in width.



GERSON COLOUR PALETTE

In the Gerson brand communication, the corporate colours of red, white and black are used throughout to create a strong brand recognition. The primary colour palette is used within the brand's logo and should strictly be adhered to. These colours should never be altered unless stated in this guidebook.

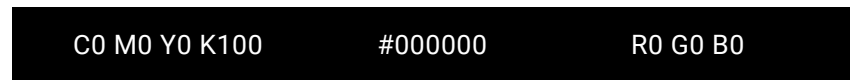
The secondary colour palette shown below the primary colour palette can be used for various graphical elements which will support the main colours and highlight design accents suitable to the main image in the communication. These colours range from light to medium grey.



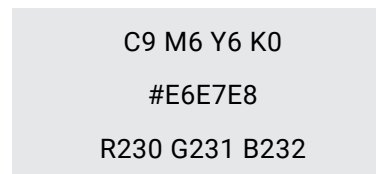
Gerson Red



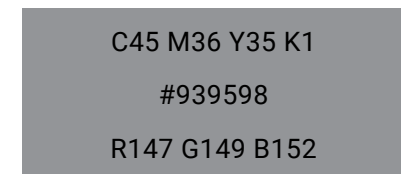
White



Black



Light Grey



Medium Grey

ATLAS TAPES LOGO APPLICATION

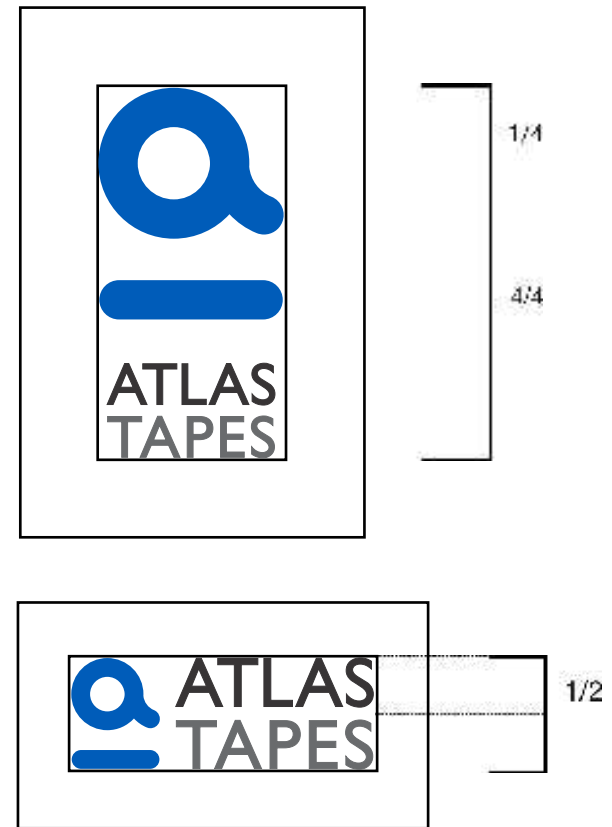
Bulldog Abrasives' range of Masking Tapes is proudly manufactured by Atlas Tapes, a vertically integrated manufacturer of self-adhesive tapes, based in Atalanti Greece. The product line includes packaging tape, masking tapes and stationery tapes that are manufactured under a covered area of 40 000m².

CORRECT LOGO PLACEMENT

The Atlas Tapes logo is the key element of their brand communication. The logo does not need to be copied individually. It is available to you as a vector image in specific colours and layouts shown in the following guide. This logo should be used in the specified form and should never be altered or manipulated.

The name and logo mark is a fixed identity and should never be removed or changed. This logo does not have stand alone text, in this case, the amount of negative space protected around the narrow logo is determined by a quarter of the height of the logo.

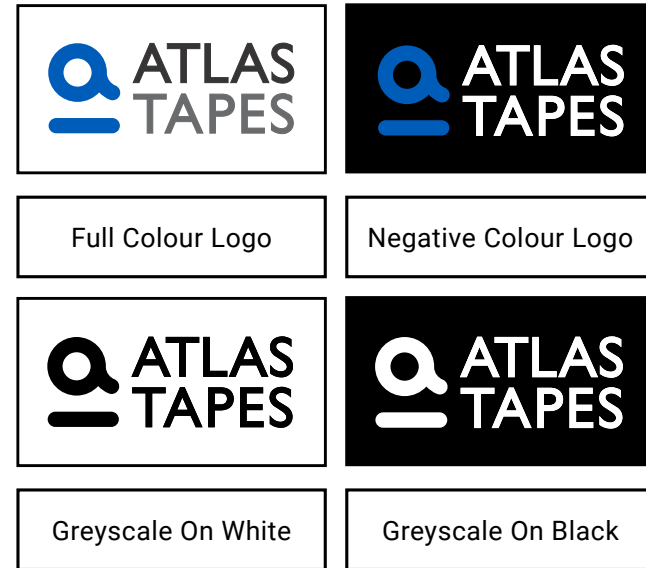
The amount of negative space protected around the wide logo is determined by half of the height of the logo. 1/2 of the logo should be measured around the logo to allow an adequate amount of negative space. The minimum logo size in any application is 30 mm in width.



CORRECT LOGO APPLICATION

For the full colour application, the Atlas Tapes logo should be used on either a white or light background depending on the artwork. The full colour logo can either be applied as a narrow logo with the name underneath or a wide logo with the name on the right side of the icon.

When making use of the logo on a dark background, use the negative colour logo in order to increase contrast between the background and the logo. The blue in the logo is the most important element of the logo and should always be used unless otherwise stated. Alternative greyscale logos are shown on the right as an option if colour printing is not available. If you are in need of the Atlas Tapes logos, please contact our marketing department.



ATLAS TAPES SIGN WRITING GUIDELINES

The primary colour palette used within the brand's logo should strictly be adhered to. These colours should never be altered unless stated in this guidebook. To use the Atlas Tapes logo for signwriting, please make use of narrow logo as well as the Pantone colours specified in this guide.

This logo does not have stand alone text, in this case, the amount of negative space protected around the narrow logo is determined by a quarter of the height of the logo. The minimum logo size in signwriting should be no less than 600 mm in width.



Pantone 2945 C

Pantone Black 6 C

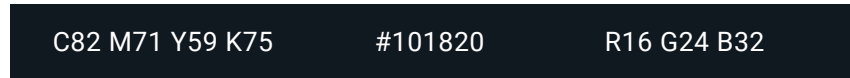
ATLAS TAPES COLOUR PALETTE

In the Atlas Tapes brand communication, the corporate colours of blue, black and light grey are used throughout to create a strong brand recognition. The primary colour palette is used within the brand's logo and should strictly be adhered to. These colours should never be altered unless stated in this guidebook.

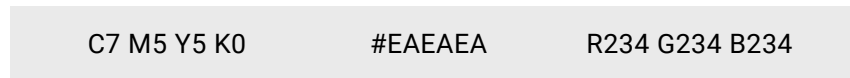
The secondary colour palette shown below the primary colour palette can be used for various graphical elements such as tables and diagrams as well as covers and labels which will support the main colours and highlight design accents suitable to the main image in the communication.



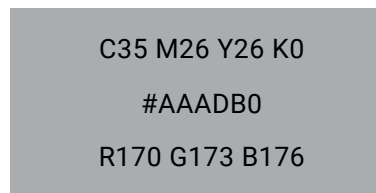
Atlas Blue



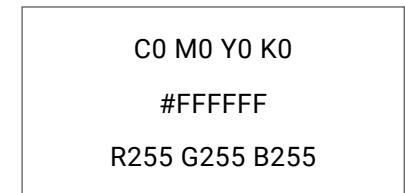
Black



Grey



Light Grey



White

HSUTECH LOGO APPLICATION

With over 27 years of experience in professional markets, HSUTECH benefits from strong support from industrial tool manufacturers, enabling the provision of high-quality tools at highly competitive prices—a top priority for the company.

CORRECT LOGO PLACEMENT

The HSUTECH logo is the key element of their brand communication. The logo does not need to be copied individually. It is available to you as a vector image in specific colours and layouts shown in the following guide. This logo should be used in the specified form and should never be altered or manipulated. The wide logo is the preferred logo that we make use of. The narrow logo is only used in small and narrow applications.

The name, icon and strapline is a fixed logo and elements should never be removed or changed. This logo does not have stand alone text, in this case, the amount of negative space protected around the narrow logo is determined by half of the height of the logo. 1/2 of the logo should be measured around the logo to allow an adequate amount of negative space. The minimum logo size in any application is 30 mm in width.



CORRECT LOGO APPLICATION

For the full colour application, the HSUTECH logo should be used on either a light or dark background depending on the artwork. When making use of the logo on a blue background, use the negative colour logo in order to increase contrast between the background and the logo.

Alternative greyscale logos are shown on the right as an option if colour printing is not available. If you are in need of the HSUTECH logos, please contact our marketing department.



HSUTECH SIGN WRITING GUIDELINES

The primary colour palette used within the brand's logo should strictly be adhered to. These colours should never be altered unless stated in this guidebook. To use the HSUTECH logo for signwriting, please make use of the orange pantone code specified for the logo strapline. The logo artwork is done in a gradient colour that is fixed and cannot be altered. Please contact our marketing department for the print ready logo.

This logo does not have stand alone text, in this case, the amount of negative space protected around the narrow logo is determined by half of the height of the logo. The minimum logo size in signwriting should be no less than 600 mm in width.



Pantone Orange 021 C

Pantone 320 C

HSUTECH COLOUR PALETTE

In the HSUTECH brand communication, the corporate colours of blue and orange are used throughout to create strong brand recognition. The primary colour palette is used within the brand's logo and should strictly be adhered to. These colours should never be altered unless stated in this guidebook.

The secondary colour palette consists of lighter colours from the primary colour palette. These colours are used for various graphical elements on their website and it supports the main colour palette without detracting from the main colours and the brand imagery.

C80 M17 Y33 K0

#00A0AB

R0 G160 B171

Blue

C3 M80 Y98 K0

#EC731F

R241 G90 B47

Orange

C0 M0 Y0 K0

#FFFFFF

R255 G255 B255

White

C5 M0 Y2 K0

#EFF8F8

R239 G248 B248

Light Blue

C1 M1 Y2 K0

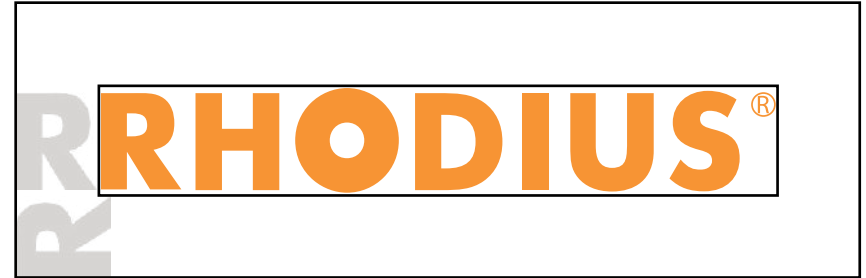
#FCF9F7

R252 G249 B247

Light Orange

RHODIUS LOGO APPLICATION

Rhodium is a family-run business that has been producing professional tools of the highest quality for over 60 years. Rhodium is a customer-centric business where every effort is taken to deliver downstream benefits to its customer base. This is achieved through the combination of qualified advice, exemplary service and traditional values.



CORRECT LOGO PLACEMENT

The Rhodium logo is the main element of the brand. It is made up of a clear design with a striking colour. The logo does not need to be copied individually. It is available to you as a vector image and should always be used in the specified form shown. The logo should never be altered or manipulated. The proportion in distance between the letters are fixed and cannot be modified.

The amount of negative space protected around the logo is determined by the width of the first letter in the logo, this will allow an adequate amount of negative space. The minimum logo size in any application is 30 mm in width.

CORRECT LOGO APPLICATION

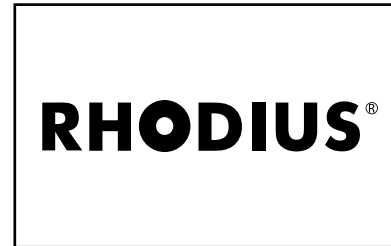
The Rhodius logo is only used in 100% orange colour or in greyscale if colour is not an option. Alternative greyscale logos are shown on the right as an option if colour printing is not available. If you are in need of the Rhodius logos, please contact our marketing department.



Full Colour Logo



Negative Colour Logo



Greyscale On White

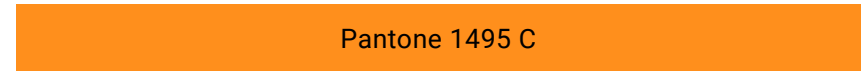


Greyscale On Black

RHODIUS SIGN WRITING GUIDELINES

The primary colour palette used within the brand's logo should strictly be adhered to. These colours should never be altered unless stated in this guidebook. To use the Rhodius logo for signwriting, please make use of the Orange Pantone code specified for the logo type.

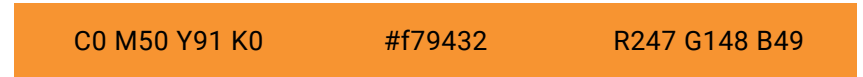
The amount of negative space protected around the logo is determined by the width of the first letter in the logo, this will allow an adequate amount of negative space. The minimum logo size in signwriting should be no less than 600 mm in width.



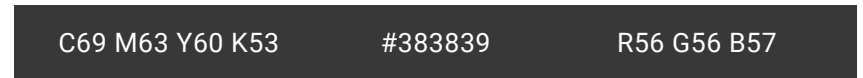
RHODIUS COLOUR PALETTE

In the Rhodius brand communication, the corporate colours of orange and grey are used throughout to create a strong brand recognition. The primary colour palette is used within the brand's logo and should strictly be adhered to. These colours should never be altered unless stated in this guidebook.

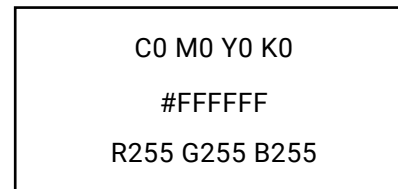
The secondary colour palette shown below the primary colour palette can be used for various graphical elements and to highlight design accents suitable to the main image in the communication.



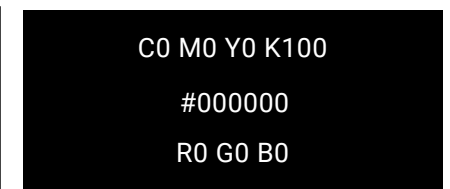
Orange



Dark Grey



White



Black

SCANGRIP LOGO APPLICATION

Scangrip provides the strongest and most comprehensive range of work lights designed to fit your needs. As Europe's leading manufacturer of innovative LED work lights, they always reach for that extra brightness, that extra operation time, those little touches that make a real difference when you need the best work light you can get.

CORRECT LOGO PLACEMENT

Both the name and logo represent the Scangrip brand. The logo is kept simple, striking and convincing. When-ever possible the logo must be used with the pay-off along with the trademark ® symbol. If the logo is less than 4,5 cm wide the logo must be displayed without pay-off but the trademark ® symbol should still be kept. The logo is available to you as a vector image and should always be used in the specified form shown. The logo should never be altered or manipulated.

The proportion in distance between the letters are fixed and cannot be modified. This logo does not have stand alone text, in this case, the amount of negative space protected around the logo is determined by half of the height of the logo. 1/2 of the logo should be measured around the logo to allow an adequate amount of negative space. The minimum logo size in any application is 30 mm in width.



CORRECT LOGO APPLICATION

For the full colour application, the Scangrip logo should be used on a white or light background. When making use of the logo on a dark background, the logo should be used on a white background of either a light gradient or white rectangle. The logo icon and pay-off are the most important elements of the logo and should always be used unless otherwise stated.

Greyscale printing of logos should be avoided. If this is not an option, please make use of the greyscale logos options.



Full Colour Logo



Negative Colour Logo



Greyscale On White



Greyscale On Black

SCANGRIP SIGN WRITING GUIDELINES

The primary colour palette used within the brand's logo should strictly be adhered to. These colours should never be altered unless stated in this guidebook. To use the Scangrip logo for signwriting, please make use of the specified colour guides for the logo type. The logo artwork is done in colours that are fixed and cannot be altered. Please contact our marketing department for the print ready logo.

This logo does not have stand alone text, in this case, the amount of negative space protected around the logo is determined by half of the height of the logo. 1/2 of the logo should be measured around the logo to allow an adequate amount of negative space. The minimum logo size in signwriting should be no less than 600 mm in width.



SCANGRIP COLOUR PALETTE

In the Scangrip brand communication, the corporate colours of red and grey are used throughout to create strong brand recognition. The primary colour palette is used within the brand's logo and should strictly be adhered to. These colours should never be altered unless stated in this guidebook.

The secondary colour palette shown below the primary colour palette can be used for various graphical elements such as product range brochures which will support the main colours and highlight design accents suitable to the main image in the communication.

C05 M96 Y76 K22

#B82233

R185 G30 B43

Pantone 1805

C63 M43 Y43 K10

#66797E

R107 G124 B129

Pantone 7544

C100 M77 Y41 K36

#112944

R17 G41 B68

Pantone 2767 C

C100 M0 Y11 K2

#00A8D5

R0 G168 B213

Pantone 313 C

C63 M43 Y43 K10

#6B7C81

R107 G124 B129

Pantone 7544

C0 M0 Y0 K90

#333333

R51 G51 B51

90% Black

C90 M48 Y0 K0

#0076bE

R0 G118 B190

Pantone 285 C

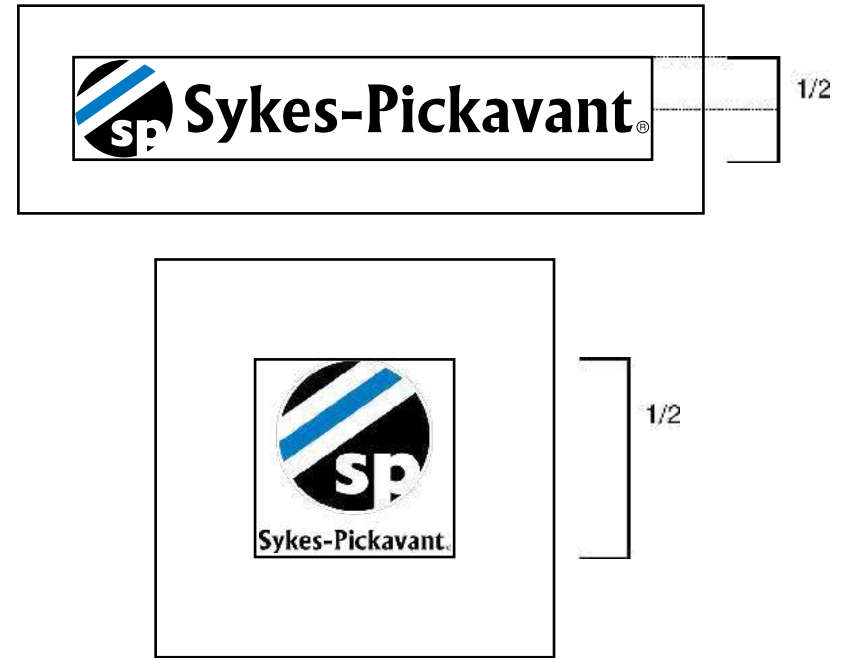
SYKES-PICKAVANT LOGO APPLICATION

Sykes-Pickavant is the market leader in the supply of specialist automotive and industrial tools, as well as electronic services and diagnostic equipment. Over ninety years on Sykes-Pickavant continues to innovate with new products while ensuring core ranges are modernised to stay at the forefront of technologies in vehicle and equipment design.

CORRECT LOGO PLACEMENT

The SP symbol, the Sykes-Pickavant name and the registered-trademark ® symbol should be included in the logo. It is available to you as a vector image and it should never be altered unless otherwise stated. The name and logo is a fixed identity and should never be removed or changed.

This logo does not have stand alone text, in this case, the amount of negative space protected around the logo is determined by half of the height of the logo. 1/2 of the logo should be measured around the logo to allow an adequate amount of negative space. The minimum logo size in any application is 30 mm in width.

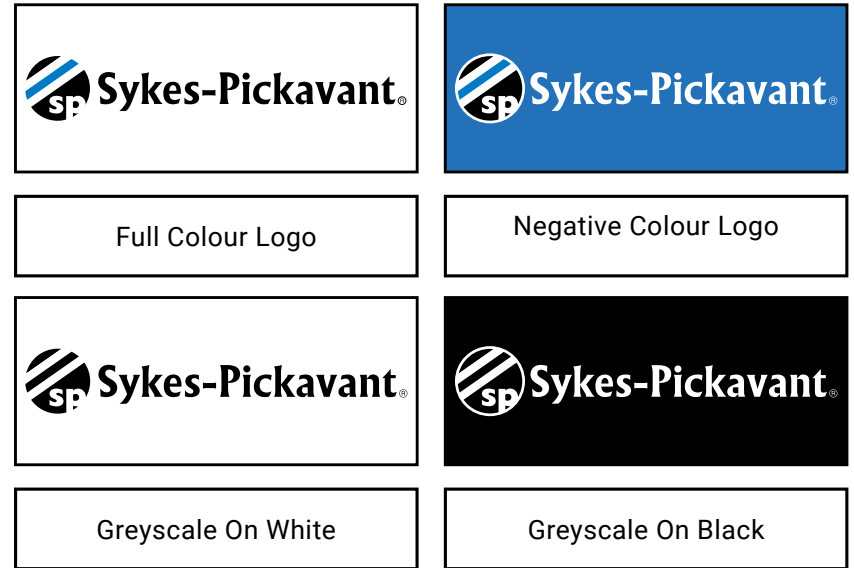


CORRECT LOGO APPLICATION

For the full colour application, the Sykes-Pickavant logo should be used on either a white or light background depending on the artwork. The full colour wide logo is the preferred logo but the narrow logo with the logotype underneath can be applied if needed.

When making use of the logo on a dark background, use the negative colour logo with the white logotype in order to increase contrast between the background and the logo. The logo icon is the most important element of the logo and should always be used unless otherwise stated.

Alternative greyscale logos are shown on the right as an option if colour printing is not available. If you are in need of the Sykes-Pickavant logos, please contact our marketing department.



SYKES-PICKAVANT SIGN WRITING GUIDELINES

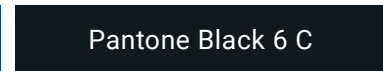
The primary colour palette used within the brand's logo should strictly be adhered to. These colours should never be altered unless stated in this guidebook. To use the Sykes-Pickavant logo for signwriting, please make use of the Pantone colours specified in this guide.

This logo does not have stand alone text, in this case, the amount of negative space protected around the logo is determined by half of the height of the logo. 1/2 of the logo should be measured around the logo to allow an adequate amount of negative space. The minimum logo size in signwriting should be no less than 600 mm in width.

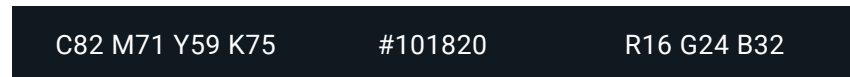
SYKES-PICKAVANT COLOUR PALETTE

In the Sykes-Pickavant brand communication, the blue corporate colour is used predominantly with black. The primary colour palette is used within the brand's logo and should strictly be adhered to. These colours should never be altered unless stated in this guidebook.

The secondary colour palette shown below the primary colour palette can be used to compliment the main colours and highlight design accents suitable to the main image in the communication. These colours range from blue to light grey.



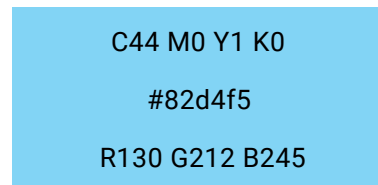
Sykes-Pickavant Blue



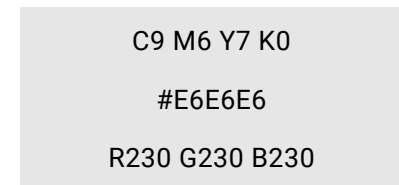
Black



White



Blue



Light Grey

HUBCO LOGO APPLICATION

Incorporated in 1994, HUBCO, Inc has quickly risen to become a leader in the manufacturing of professional grade polyurethane molded random orbital back-up pads. With sales in all the industrialized continents and into a variety of markets, including aerospace, automotive, and woodworking, they satisfy the leading world tool manufacturers and end users with their strong commitment to quality, performance, and consistency.



CORRECT LOGO PLACEMENT

The Hubco logo is the key component of their brand identity. It is available to you as a vector image and it should never be altered unless otherwise stated. The name and logo is a fixed identity and should never be removed or changed. The preferred background colour for the logo is white unless otherwise stated. Negative space should be kept around the logo. This means that no copy, patterns or design elements are allowed to clutter the negative space.

The amount of negative space protected around the logo is determined by the width of the first letter in the logo, this will allow an adequate amount of negative space. The minimum logo size in any application is 30 mm in width.

CORRECT LOGO APPLICATION

For full colour application, the Hubco logo should be used on either a white or light background depending on the artwork. When making use of the logo on a dark background, use the negative colour logo. The pink in the logo is the most important element of the logo and should always be used unless otherwise stated.

Alternative greyscale logos are shown on the right as an option if colour printing is not available. If you are in need of the Hubco logo, please contact our marketing department.



Full Colour Logo



Negative Colour Logo



Greyscale On White

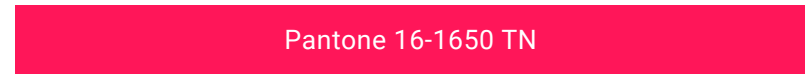


Greyscale On Black

HUBCO SIGN WRITING GUIDELINES

The primary colour palette used within the brand's logo should strictly be adhered to. These colours should never be altered unless stated in this guidebook. To use the Hubco logo for signwriting, please make use of the Pantone colours specified in this guide.

The amount of negative space protected around the logo is determined by the width of the first letter in the logo, this will allow an adequate amount of negative space. The minimum logo size in signwriting should be no less than 600 mm in width.



Pantone 16-1650 TN

HUBCO COLOUR PALETTE

In the Hubco brand communication, the corporate colours of pink and white are used throughout to create a strong brand recognition. The primary colour palette is used within the brand's logo and should strictly be adhered to. These colours should never be altered unless stated in this guidebook.

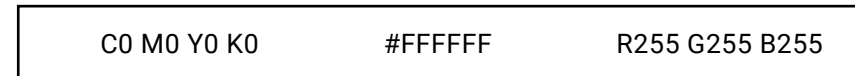


C0 M97 Y51 K0

#FF1659

R255 G22 B89

Diva Pink



C0 M0 Y0 K0

#FFFFFF

R255 G255 B255

White

STARCHEM LOGO APPLICATION

StarChem Ltd is a manufacturer of tack cloths and supplier of a vast array of paint refinishing products to car repair and manufacturing, aircraft maintenance, marine, and furniture manufacturing sectors. They have been trading for 47-years, and supply goods to over 60 countries across the globe.

CORRECT LOGO PLACEMENT

The Starchem logo is the key element of their brand communication. The logo does not need to be copied individually. It is available to you as a vector image in specific colours and layouts shown in the following guide. This logo should be used in the specified form and should never be altered or manipulated. The wide logo is the preferred logo that we make use of. The narrow logo is only used in small and narrow applications.

The amount of negative space protected around the wide logo is determined by half of the height of the logo. The amount of negative space protected around the narrow logo is determined by a quarter of the height of the logo. The minimum logo size in any application is 30 mm in width.



CORRECT LOGO APPLICATION

For the full colour application, the Starchem logo should be used on either a white or light background that does not clash with the logo. The logo colours should not be altered or over saturated. The logo shown on the right is the preferred logo, this is the wide logo with the name on the left side of the icon. The logo is provided to you as a vector image and should not be edited or altered in any way whatsoever. The only exception is the background of the logo which is all dependant on brand application.

The two logo options shown are the only logos that may be used for the application of the Starchem brand. Greyscale printing should be avoided as this washes out the brand presence. Please make sure to contact us if you are using the Starchem logo for signage so that we are able to hand over the print ready logo, true to size and colour.



Full Colour Logo



Negative Colour Logo



Greyscale On White



Greyscale On Black

STARCHEM SIGN WRITING GUIDELINES

The primary colour palette used within the brand's logo should strictly be adhered to. These colours should never be altered unless stated in this guidebook. The logo artwork is done in a gradient colour that is fixed and cannot be altered. Please contact our marketing department for the print ready logo.

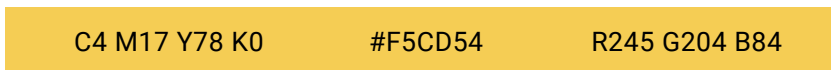
The amount of negative space protected around the logo is determined by half of the height of the Starchem logo. 1/2 of the logo should be measured around the logo to allow an adequate amount of negative space. The minimum logo size in signwriting should be no less than 600 mm in width.



STARCHEM COLOUR PALETTE

In the Starchem brand communication, the corporate colours of yellow, and white are used throughout to create a strong brand recognition. The primary colour palette is used within the brand's logo and should strictly be adhered to. These colours should never be altered unless stated in this guidebook.

The secondary colour palette shown below the primary colour palette can be used for various graphical elements which will support the main colours and highlight design accents suitable to the main image in the communication.



Yellow



White



Black



Light Grey

SUNNYPADS LOGO APPLICATION

Established in 2000, SunnyPads Co. has been in the field of producing all kinds of backing pads. With the goal of “Making the best backing pads in the world”, they have been devoted to research, invention and production.



CORRECT LOGO PLACEMENT

The SunnyPads logo is the key element of their brand communication. All elements on the right should be included in all logo applications. The SunnyPads logo is available to you as a vector image in specific colours and layouts shown in the following guide. The name and logo mark is a fixed identity and should never be removed, altered or manipulated.

This logo does not have stand alone text, in this case, the amount of negative space protected around the narrow logo is determined by half of the height of the logo. 1/2 of the logo should be measured around the logo to allow an adequate amount of negative space. The minimum logo size in any application is 30 mm in width.

CORRECT LOGO APPLICATION

For the full colour application, the Sunnypads logo should be used on either a white or light background depending on the artwork. When making use of the logo on a dark background, use the negative colour logo in order to increase contrast between the background and the logo.

Alternative greyscale logos are shown on the right as an option if colour printing is not available. If you are in need of the Sunnypads logo, please contact our marketing department.



Full Colour Logo



Negative Colour Logo



Greyscale On White



Greyscale On Black

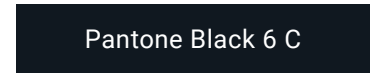
SUNNYPADS SIGN WRITING GUIDELINES

The primary colour palette used within the brand's logo should strictly be adhered to. These colours should never be altered unless stated in this guidebook. To use the SunnyPads logo for signwriting, please make use of logo shown on the right as well as the Pantone colours specified in this guide.

This logo does not have stand alone text, in this case, the amount of negative space protected around the narrow logo is determined by half of the height of the logo. The minimum logo size in signwriting should be no less than 600 mm in width.



Pantone 144 C



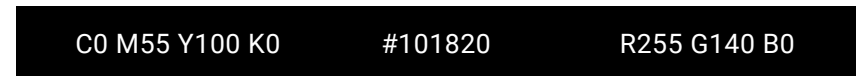
Pantone Black 6 C

SUNNYPADS COLOUR PALETTE

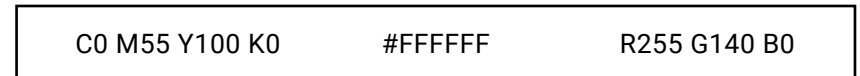
Orange and black are the corporate colours of SunnyPads and it is important to use the exact colours provided on the right to create a consistent brand identity across all platforms. These colours should never be altered unless mentioned in this guidebook. The primary colour palette is used within the brand's logo and should strictly be adhered to.



Orange



Black



White

FANTASTICLEAN LOGO APPLICATION

Established with a passion for car cleanliness and environmental responsibility, FantastiCLEAN specializes in premium car cleaning products designed to meet customer demands while minimizing environmental impact. Our diverse range includes microfiber cloths, wash mitts, brushes, car care sets, sponges, gloves, cleaning tool bags, mop covers, and more. Committed to strict quality standards, we continuously optimize our product range and ensure only top-tier products are delivered to our customers. Dedicated to building long-term partnerships, FantastiCLEAN collaborates with customers to provide exceptional solutions, helping them capture market shares while promoting a cleaner, greener future. Let FantastiCLEAN be your trusted partner in car care.

CORRECT LOGO PLACEMENT

The FantastiCLEAN logo is the key component of their brand identity. The proportions and positioning of the logo to the slogan is well balanced and should never be altered or removed. This logo is to be used as given. There should be no removal or movement of signature elements in the logo.

The preferred background colour for the logo is white unless otherwise stated. Negative space should be kept around the logo. This means that no copy, patterns or design elements are allowed to clutter the negative space.

The amount of negative space protected around the logo is determined by the width of the letter "C" in the logo, this will allow an adequate amount of negative space. The minimum logo size in any application is 30 mm in width.



CORRECT LOGO APPLICATION

For the full colour application, the FantastiCLEAN logo should be used on either a white or light background depending on the artwork. When making use of the logo on a dark background, use the negative colour logo in order to increase contrast between the background and the logo.

Alternative greyscale logos are shown on the right as an option if colour printing is not available. If you are in need of the FantastiCLEAN logo, please contact our marketing department.



Full Colour Logo



Negative Colour Logo



Greyscale On White



Greyscale On Black

FANTASTICLEAN SIGN WRITING GUIDELINES

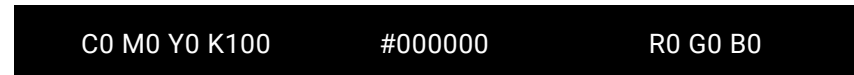
The primary colour palette used within the brand's logo should strictly be adhered to. These colours should never be altered unless stated in this guidebook. To use the FantastiCLEAN logo for signwriting, please make use of logo shown on the right as well as the Pantone colours specified in this guide.

This logo does not have stand alone text, in this case, the amount of negative space protected around the narrow logo is determined by half of the height of the logo. The minimum logo size in signwriting should be no less than 600 mm in width.



FANTASTI CLEAN COLOUR PALETTE

Black and White are the corporate colours of FantastiCLEAN and it is important to use the exact colours provided on the right to create a consistent brand identity across all platforms. These colours should never be altered unless mentioned in this guidebook. The primary colour palette is used within the brand's logo and should strictly be adhered to.



Black



White

AWUKO LOGO APPLICATION

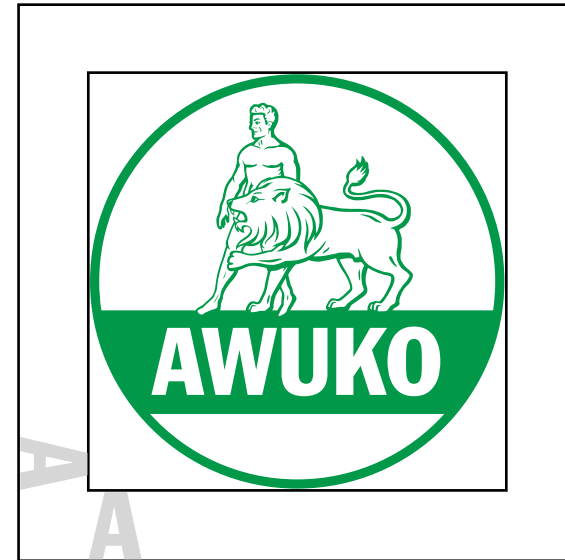
Established in 1900, AWUKO ABRASIVES Wandmacher GmbH & Co. KG has been a leading manufacturer of high-quality abrasives for over a century. With the vision of creating abrasives that are as “strong as a lion,” the company has focused on developing solutions that are durable, reliable, and capable of delivering flawless finishes for wood and leather applications. Certified under DIN EN ISO 9001, AWUKO ABRASIVES combines state-of-the-art production processes with a commitment to sustainability and customer-focused technical support.

CORRECT LOGO PLACEMENT

The Awuko logo is the key component of their brand identity. The proportions and positioning of the logo to the slogan is well balanced and should never be altered or removed. This logo is to be used as given. There should be no removal or movement of signature elements in the logo.

The preferred background colour for the logo is white unless otherwise stated. Negative space should be kept around the logo. This means that no copy, patterns or design elements are allowed to clutter the negative space.

The amount of negative space protected around the logo is determined by the width of the first letter in the logo, this will allow an adequate amount of negative space. The minimum logo size in any application is 30 mm in width.



CORRECT LOGO APPLICATION

For the full colour application, the Awuko logo should be used on either a white or light background depending on the artwork. When making use of the logo on a dark background, use the negative colour logo in order to increase contrast between the background and the logo.

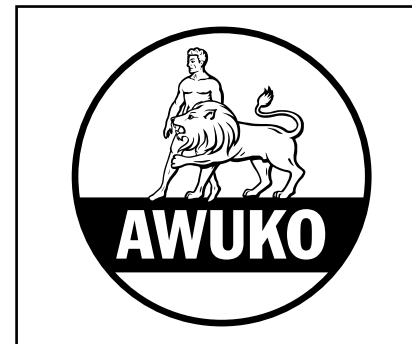
Alternative greyscale logos are shown on the right as an option if colour printing is not available. If you are in need of the Awuko logo, please contact our marketing department.



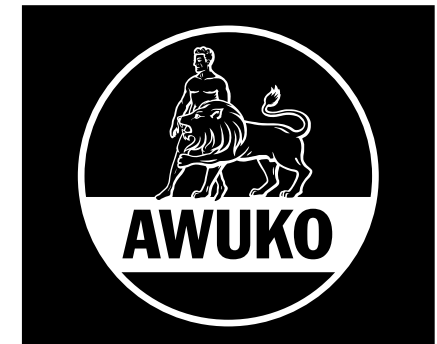
Full Colour Logo



Negative Colour Logo



Greyscale On White



Greyscale On Black

AWUKO SIGN WRITING GUIDELINES

The primary colour palette used within the brand's logo should strictly be adhered to. These colours should never be altered unless stated in this guidebook. To use the Awuko logo for signwriting, please make use of logo shown on the right as well as the Pantone colours specified in this guide.

This logo does not have stand alone text, in this case, the amount of negative space protected around the narrow logo is determined by half of the height of the logo. The minimum logo size in signwriting should be no less than 600 mm in width.



Pantone 144 C

Pantone 000 C

AWUKO CLEAN COLOUR PALETTE

Green and white are the corporate colours of Awuko and it is important to use the exact colours provided on the right to create a consistent brand identity across all platforms. These colours should never be altered unless mentioned in this guidebook. The primary colour palette is used within the brand's logo and should strictly be adhered to.

C85 M15 Y100 K2

#0C9848

R2 G152 B172

Green

C0 M0 Y0 K0

#FFFFFF

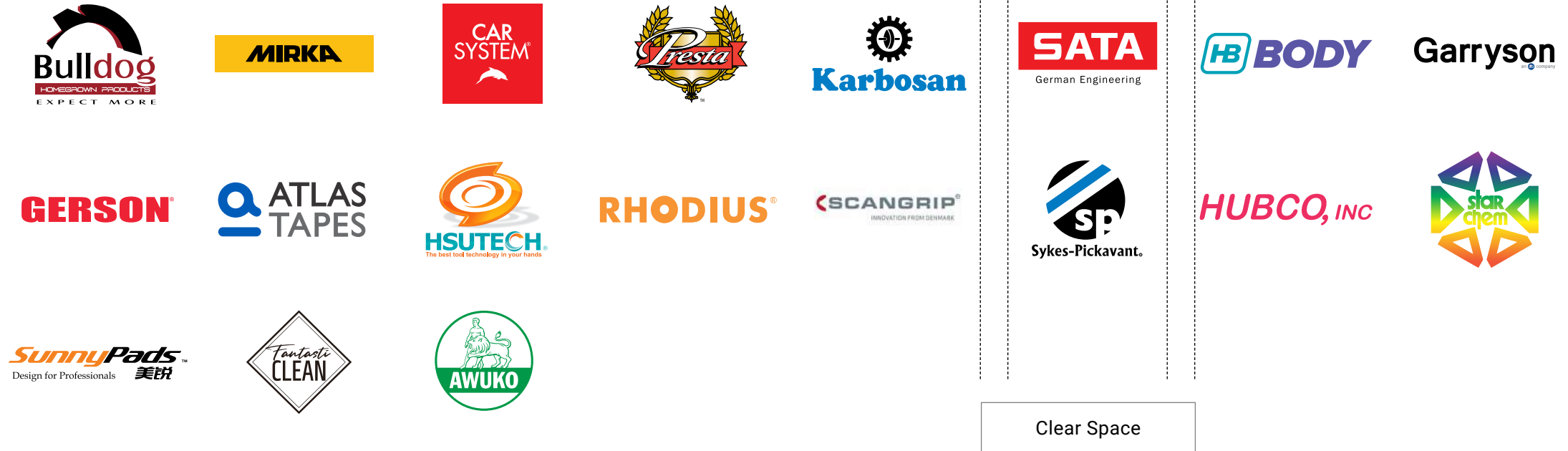
R255 G255 B255

White

EXTERNAL BRANDING GUIDELINES

To ensure consistency across all marketing touch points - an external elements guide is provided. This is specifically for body shops and customers of Bulldog Abrasives who choose to display our supplier branding.

As a result, all external and internal members of the team will have a universal understanding of how the branding should be displayed. If an external company is representing Bulldog Abrasives or products supplied by Bulldog Abrasives, the supplier branding must follow these guidelines and should be approved by our marketing department.



EXTERNAL SIGN WRITING GUIDELINES

It is important to be consistent when making use of supplier logos and branding. The logo artwork should never be altered with or manipulated. There should always be an equal hierarchical position when using more than one supplier in external branding applications.

Always use an adequate amount of clear space between logos as shown below. The space measured between the logos is relative to the size of the artwork.



4 Andries Street South . Wynberg . Johannesburg . Southern Africa

www.bulldogabrasives.co.za