



BRAND

GUIDELINES

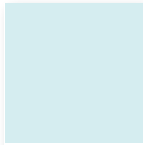
BRAND COLORS

CMYK & RGB COLORS

To retain brand continuity across all usages we have established official brand colors for your brand.

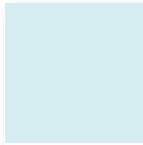


CMYK COLORS

						
C 83 M 70 Y 57 K 68	C 81 M 62 Y 53 K 43	C 65 M 10 Y 30 K 0	C 15 M 0 Y 5 K 0	C 5 M 65 Y 64 K 0	C 5 M 40 Y 60 K 0	WHITE

FILE TYPES: AI, PDF, JPG

RGB COLORS

						
RGB HEX # 18222B	RGB HEX # 2D4049	RGB HEX # 53B2B6	RGB HEX # D6EEF0	RGB HEX # E8785D	RGB HEX # EDA571	WHITE

FILE TYPES: PNG



PRIMARY BRAND GRAPHICS

PROCESS COLOR LOGO FILES

Full color logo files should be used for all off-set printed or digitally printed pieces done in full color. You can use it for collateral like stationery, brochures, mailers, flyers, signage, trade show banners, magnets, or stickers, etc. It can also be used to create web or on-screen graphics as well.

FULL COLOR

PRIMARY BRAND GRAPHICS

FULL COLOR LOGO FILES

FULL COLOR FORMATS:



FORMAT 1
Files: **WCLOGO_FC_1**



FORMAT 2
File: **WCLOGO_FC_2**



FORMAT 3
File: **WCLOGO_FC_3**



FORMAT 4
File: **WCLOGO_FC_4**



FORMAT 5
File: **WCLOGO_FC_5**



PRIMARY BRAND GRAPHICS

B&W LOGO FILES

3 color logo files should be used for all off-set, screen printed, or digitally printed pieces done in 3 color only. An example usage would be shirts, yard signs, promotional items.

3 COLOR

PRIMARY BRAND GRAPHICS

3 COLOR LOGO FILES

3 COLOR FORMATS:



FORMAT 1
Files: **WCLOGO_3C_1**



FORMAT 2
File: **WCLOGO_3C_2**



FORMAT 3
File: **WCLOGO_3C_3**



FORMAT 4
File: **WCLOGO_3C_4**



FORMAT 4
File: **WCLOGO_3C_5**



PRIMARY BRAND GRAPHICS

B&W LOGO FILES

Black and white logo files should be used for all off-set, screen printed, or digitally printed pieces done in one color only. An example usage would be a simple flyer, form, fax cover sheet, etc.

BLACK/WHITE

PRIMARY BRAND GRAPHICS

1 COLOR LOGO FILES

1 COLOR FORMATS:



FORMAT 1

Files: **WCLOGO_1C_1**



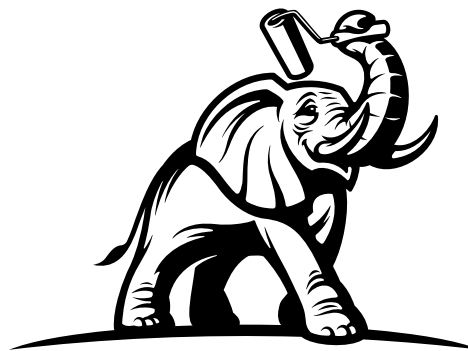
FORMAT 2

File: **WCLOGO_1C_2**

WISE
COATINGS

FORMAT 3

File: **WCLOGO_1C_3**



FORMAT 4

File: **WCLOGO_1C_4**



FORMAT 4

File: **WCLOGO_1C_5**



PRIMARY BRAND GRAPHICS

PROCESS COLOR LOGO FILES

Reversed logo files should be used to knock-out the logo from a colored, black or dark background, or photograph.

Reversed full color logo files should be used for all online, or printed pieces done in full color on dark backgrounds.

FULL COLOR REVERSED

PRIMARY BRAND GRAPHICS

FULL COLOR LOGO FILES

REVERSED FULL COLOR FORMATS:



FORMAT 1
Files: **WCLOGO_FC_1R**



FORMAT 2
File: **WCLOGO_FC_2R**



FORMAT 3
File: **WCLOGO_FC_3R**



PRIMARY BRAND GRAPHICS

B&W LOGO FILES

Reversed logo files should be used to knock-out the logo from a colored, black or dark background, or photograph.

Reversed full color logo files should be used for all online, or printed pieces done in 3 color only on dark backgrounds.

3 COLOR REVERSED

PRIMARY BRAND GRAPHICS

3 COLOR LOGO FILES

REVERSED 3 COLOR FORMATS:



FORMAT 1
Files: **WCLOGO_3C_1R**



FORMAT 2
File: **OCLOGO_3C_2R**



FORMAT 3
File: **WCLOGO_3C_3R**



PRIMARY BRAND GRAPHICS

B&W LOGO FILES

Reversed logo files should be used to knock-out the logo from a colored, black or dark background, or photograph.

Reversed black/white logo files should be used for all printed pieces done in one color only on dark backgrounds.

BLACK/WHITE REVERSED

PRIMARY BRAND GRAPHICS

1 COLOR LOGO FILES

REVERSED 1 COLOR FORMATS:



FORMAT 1
Files: **WCLOGO_1C_1R**



FORMAT 2
File: **WCLOGO_1C_2R**

WISE
COATINGS

FORMAT 3
File: **WCLOGO_1C_3R**



FORMAT 4
File: **WCLOGO_1C_4R**



FORMAT 4
File: **WCLOGO_1C_5R**



IMPROPER USAGE OF BRAND GRAPHICS

WHAT NOT TO DO

Your brand graphics are very flexible, however there are still instances in which graphic treatments are considered inappropriate and should be considered a violation of brand styling.

These examples will help you avoid miss use and keep your brand aesthetic consistent moving forward and apply to all graphic assets documented in this document

DESIGN RULES

IMPROPER USAGE OF BRAND GRAPHICS

WHAT NOT TO DO

The guidelines within this document will help to ensure that your new brand assets remain consistent across all media. Please refer to this document whenever you are creating new printed material or merchandise. These simple rules apply to all brand assets showcased in this document.



CLEAR SPACE

As a design rule of thumb, keep a buffer of space around brand graphics.



EFFECTS

Never use drop shadows, glows, or other effects on any brand graphic asset.



OBSTRUCTION

Never add too or cover a brand graphic asset with another object.



COLORS

Never alter the color of any brand graphic asset.



TRANSPARENCY

Never apply transparency to any brand asset.



DISTORTION

Never distort any brand graphic asset. Size all brand assets proportionately.



ADDED TYPE

Never add any additional text to a brand asset.



ALTERATIONS

Never alter existing brand assets by adding outlines or applying more color.



ORIENTATION

Never rotate any brand asset from its original orientation.



EDITING

Never delete or change any elements within a brand graphic.

BRAND TYPEFACES

FONT USAGE

All typefaces used in your new brand character designs are shown below. Utilize these brand approved fonts when creating your printed material to retain continuity over time and build brand equity.



For display or subtitle usage.

Tactic Sans Exd Blk

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
1234567890

Purchase Font:

<https://www.myfonts.com/fonts/millertype/tactic-sans/extended-black/>

For headline or title usage.

Frutiger 95 Ultra Black

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
1234567890

Purchase Font:

<https://www.myfonts.com/fonts/linotype/frutiger/pro-95-ultra-black-2/>

For body copy text only.

Sans Beam Body Family

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
1234567890

Purchase Font:

<https://www.myfonts.com/fonts/stawix/sans-beam/>

For secondary design use only.

Sans Beam Head Family

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
1234567890

Purchase Font:

<https://www.myfonts.com/fonts/stawix/sans-beam/>



BRAND ASSETS

& COLLATERAL

BACKGROUNDS



BACKGROUND

Files: **WC_BG_1**

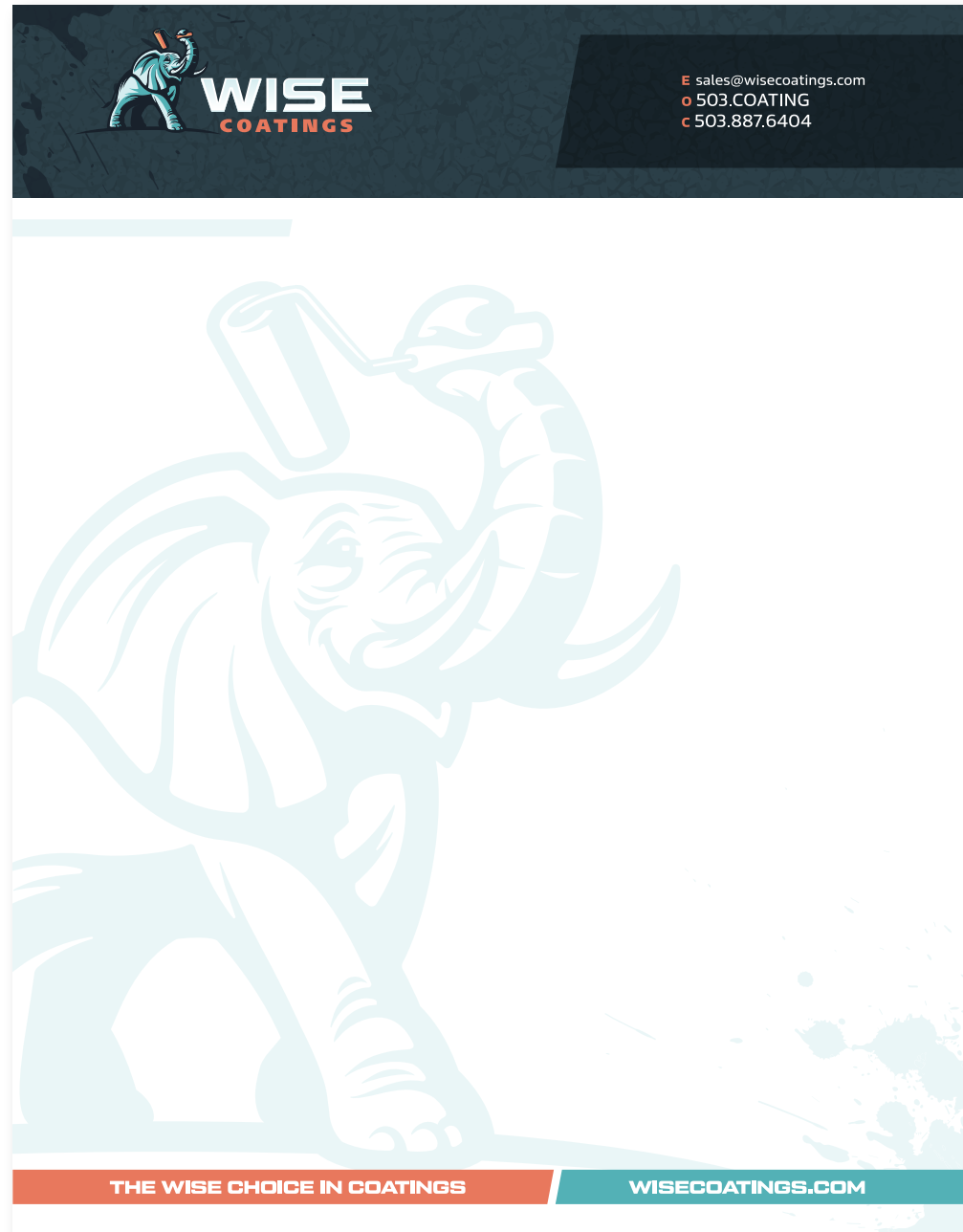


SPLATTER

Files: **WC_BG_2**

STATIONERY

BUSINESS CARD & LETTERHEAD

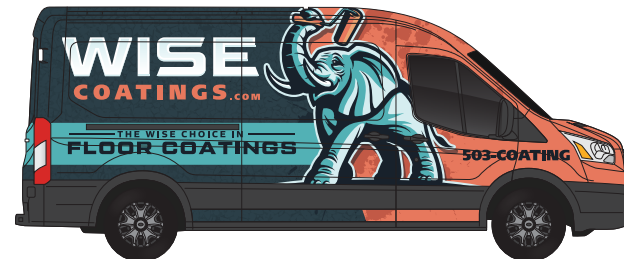


VEHICLE WRAP DESIGN

EXAMPLE VEHICLE DESIGN



Designed By
PROLIFIC





WISE
COATINGS

Brand, Character & Design By
ProlificBrandDesign.com



WISE COATINGS
503.262.8464
WISECOATINGS.COM