



# **TUFFCOAT**®

RUBBERIZED *NON-SKID* COATINGS

## **BRAND & STYLE GUIDELINES**

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[WWW.TUFFCOAT.NET](http://WWW.TUFFCOAT.NET)



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## LOGO

The Tuff Coat logo must always be legible and maintain the integrity of its form. To help achieve this, there are two variants of the logo: A logo for use on light backgrounds and a logo for use on dark backgrounds.

### LIGHT BACKGROUND VARIANT



### DARK BACKGROUND VARIANT



#### BLACK

|     |         |         |            |
|-----|---------|---------|------------|
| HEX | #000000 | CYMK    | 0 0 0 100% |
| RGB | 0 0 0   | PANTONE | Black C    |



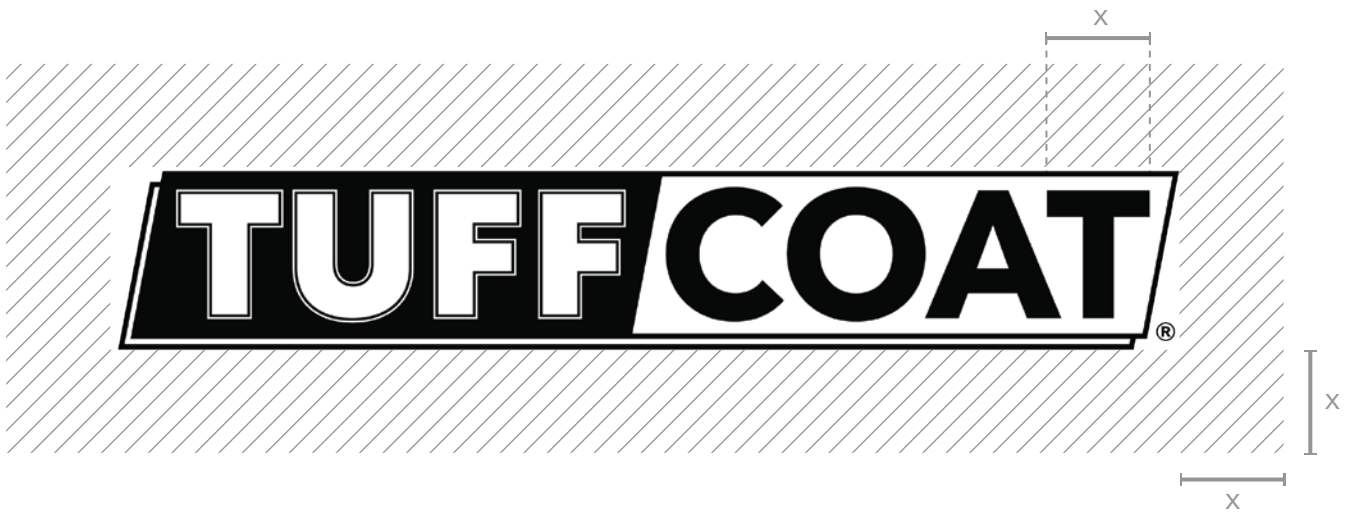
#### WHITE

|     |             |      |          |
|-----|-------------|------|----------|
| HEX | #FFFFFF     | CYMK | 0 0 0 0% |
| RGB | 255 255 255 |      |          |



## LOGO EXCLUSION ZONES

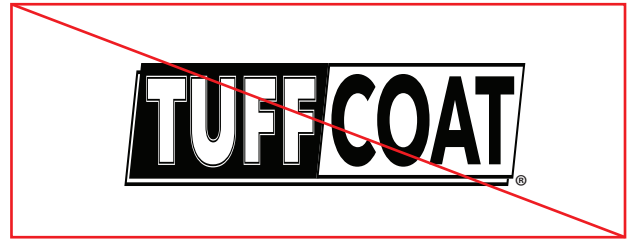
The 'exclusion zone' refers to the area around the logo which must remain free from other copy to ensure that the logo is not obscured. As the diagram below indicates, the 'exclusion zone' is equal to that of the top line of the letter "T" in the Tuff Coat logo.



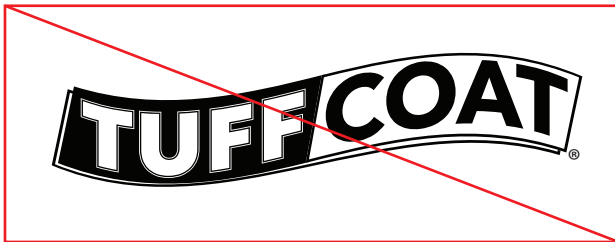
## EXAMPLES OF INCORRECT LOGO USAGE



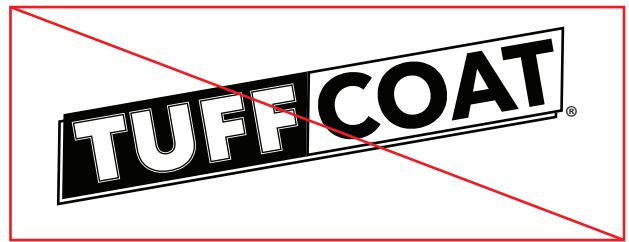
**DO NOT** change the type spacing of the logo.



**DO NOT** change the relative size of the logo elements.



**DO NOT** distort the logo elements.



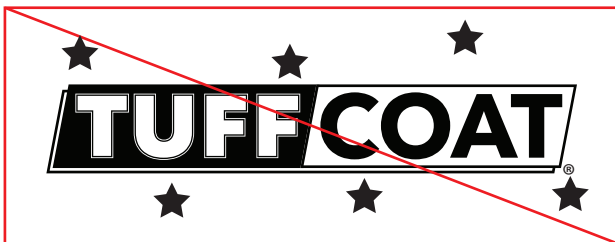
**DO NOT** place the logo on an angle.



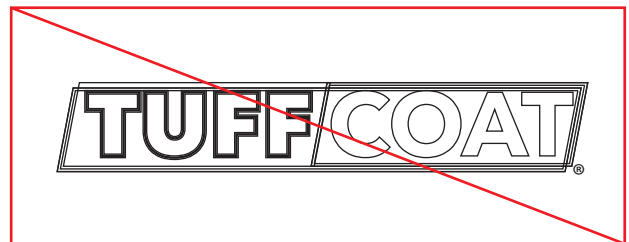
**DO NOT** add gradients to the logo.



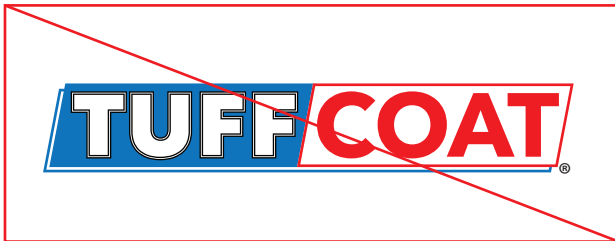
**DO NOT** fill the logo with patterns.



**DO NOT** add elements to the logo.



**DO NOT** stroke or outline the logo.



**DO NOT** modify the colors of the logo.



**DO NOT** use previous versions of the logo.



## FONT STYLE & USAGE



Font usage is important to Tuff Coat and its branding. Comprehensive font usage creates consistency and recognition to the brand. The information below discusses standard font and style practices.

### AVENIR NEXT

All fonts for general layouts use the Avenir Next font family.

The following is general font style usage when laying out text for brandwork and ads. The styling can differ to fit the needs of the design.

**Major Headlines:** All caps, bold or demibold weight.

**Sub-Heads:** All caps, smaller than major headline, demibold weight.

**Body Text:** Standard type, regular weight.

**Category Titles:** All caps, italicized or regular, demibold or regular weight.

### AVENIR NEXT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

### AVENIR NEXT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

\*The Verdana font family is an acceptable alternative if the Avenir Next font family is not available.

AVENIR NEXT ULTRA LIGHT

AVENIR NEXT ULTRA LIGHT ITALIC

AVENIR NEXT REGULAR

AVENIR NEXT ITALIC

AVENIR NEXT MEDIUM

AVENIR NEXT MEDIUM ITALIC

AVENIR NEXT DEMIBOLD

AVENIR NEXT DEMIBOLD ITALIC

AVENIR NEXT BOLD

AVENIR NEXT BOLD ITALIC

## PRODUCT MARKINGS & COMPOSITION

### PRODUCT COMPOSITION

The majority of Tuff Coat's products are packaged in cans. When using the products in a design or ad, it is important that the products are showcased at their best. To achieve this, the angle and lighting in which the products are shot is very important.



1. Top lip is parallel or near-parallel horizontally. If there is a curve, it is slight and going upwards. You should never see the top plate of the can.
2. The product should have subtle, gentle, vertical level gradients to help accentuate the roundness of the product.
3. Vertical sides of product are straight.
4. Bottom lip has a moderate curve that is going downwards.

### PRODUCT MARKINGS

The labeling for Tuff Coat's products should be presented in the simplest, clearest manner possible when used in digital and printed designs/ads. The intent is to only show design/text that is completely relevant to the branding of the product.

To achieve this, superfluous markings on the packaging are removed, such as barcodes, product weight/sizes, and country/region specific statements. If a specific product color is to be showcased, the color's name/code should be presented large and without any obfuscations for easy identification.



BEFORE



AFTER  
(Non-color Specific Packshot)



AFTER  
(Color Specific Packshot)



## SHADOWS ON PRODUCTS

Depending on the design, a drop shadow may be added to a product to help give the product “weight” and dimensionality. This is especially true if the product is meant to be placed and blended into a composition’s environment.

### ENVIRONMENT SHADOW CASTING

If the product is meant to be blended into a design’s environment, then the shadow casted by the product must match the same direction, opacity, length, etc as the other elements’ shadows in the composition, in relation to the environment’s light source(s).

However, the product should never be hidden or obscured by a shadow.

### GENERAL DROP SHADOW

If a general, non-descript drop shadow is desired for the product, the shadow must either be:

- Centered to the product, as if the light is positioned directly above and in front of it.
- Left of the product, as if the light is positioned to the right and in front of it.

For non-descript drop shadows, if the product is shot dead-center (such as can products) then the shadow can either be centered or to the left.

If the product is shot at an angle, the shadow should be to the left.



*In this example of straight-on product shots, their shadows are centered to the products.*



## INCORRECT PRODUCT PHOTO USAGE

It is important to use the latest Tuff Coat product photos on your store page to ensure Tuff Coat branding and marketing is up-to-date. Using the latest product photos has several benefits:

- Newer, more attractive photos will help increase sales of the product through your storefront.
- Using the latest product photos ensures a visual product consistency for costumers when searching for Tuff Coat products on your storefront.
- Using the latest product photos ensures Tuff Coat's branding is correctly presented.



**Incorrect:** Do not use old/outdated photos of Tuff Coat products.



**Correct:** Use the newest/latest photos of Tuff Coat products.

## ARE YOU UP-TO-DATE WITH TUFF COAT'S BRANDING?

Here is a quick checklist to help see if you are up-to-date with Tuff Coat's branding.

- Are you using the latest Tuff Coat product photos?  
*The latest product photos can be found at [www.tuffcoat.net/gallery](http://www.tuffcoat.net/gallery)*
- Are you using the latest Tuff Coat product descriptions?  
*The latest product descriptions can be found on each product page at [www.tuffcoat.net](http://www.tuffcoat.net)*

I have read, acknowledged, and will implement all Tuff Coat brand standards.

NAME

DATE





For more information or additional assistance email  
[marketing@tuffcoat.net](mailto:marketing@tuffcoat.net)