



BRAND & STYLE GUIDELINES



800-728-8258

WWW.VALVTECT.COM

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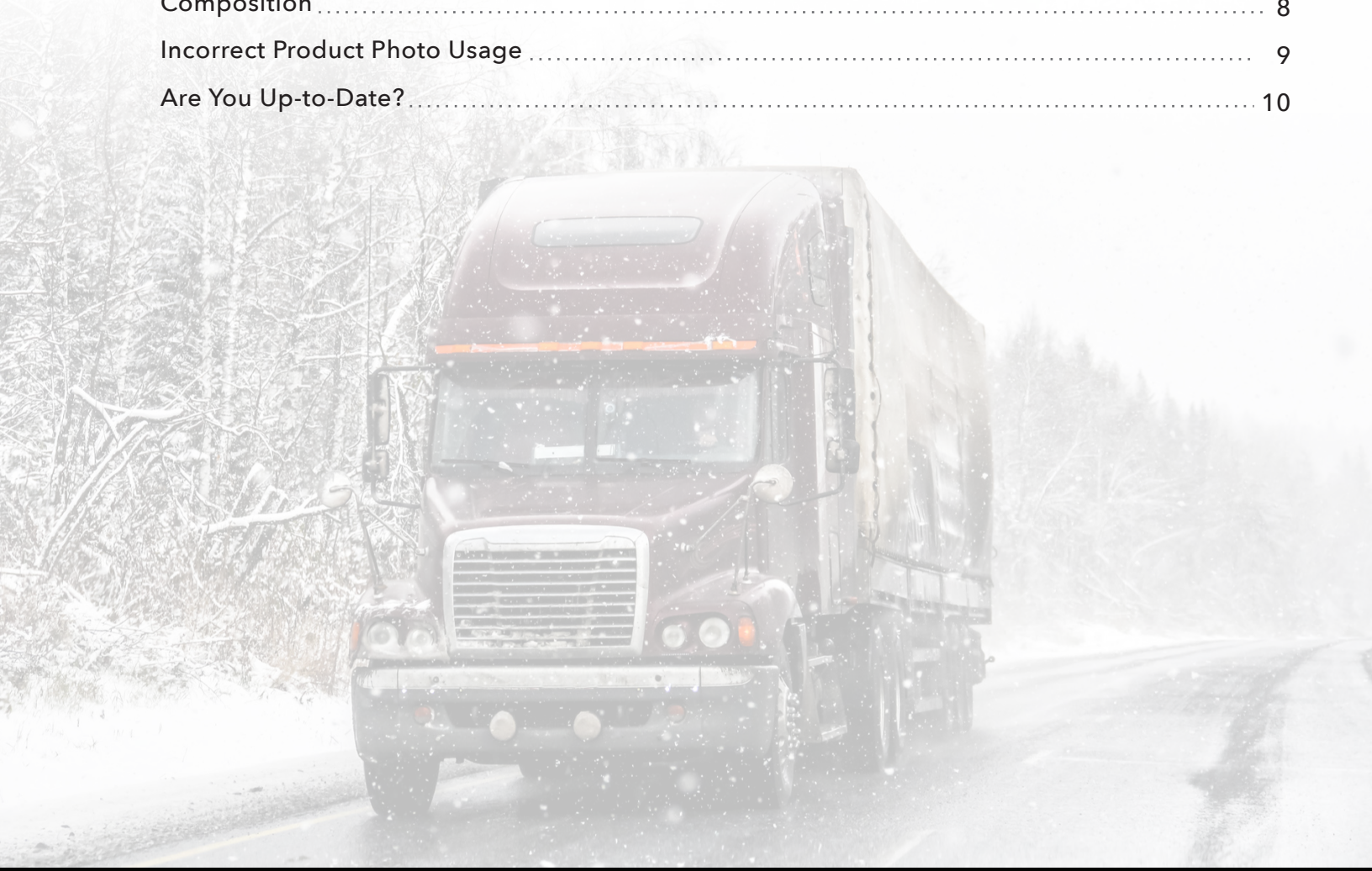
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HISTORY & LOGO

ValvTect supplies High Performance Diesel and Gasoline additives to Fuel Distributors, Truck Stops, Fleets, Marinas, Railroads, Terminals and Refiners nationwide. We specialize in providing solutions to fuel problems at an economical cost.

LOGO USAGE

The logo must always be legible and maintain the integrity of their forms.

GRADIENT (PRIMARY LOGO)

If using the gradient logo in vector-based software, enable "Scale Stroke & Effects" to ensure the logo's drop shadow effect remains proportionally correct/preserved for any logo resizing.



SOLID COLOR

This alternative, solid color logo should **only** be used if the gradient version cannot be used, such as for apparel (embroidery, screenprinting, etc).



CREAM CAN

HEX #F4C468 CYMK 4 23 70 0%
RGB 244 196 104 PANTONE 2008 C



DARK TAN

HEX #6B0F17 CYMK 33 99 89 48%
RGB 107 15 23 PANTONE 4101 C



CEDAR

HEX #3B1213 CYMK 47 84 73 73%
RGB 59 18 19 PANTONE 4975 C

LOGO (SINGLE COLOR)

A single color version of the ValvTect logos are provided in black and white. The single color version chosen is dependent on the background it will be placed on.

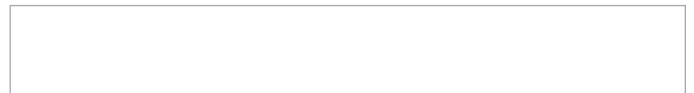
The single color version of the logo should only be used in special cases, such as in print jobs where only black ink is being used.



BLACK

HEX #000000
RGB 0 0 0

CYMK 0 0 0 100%
PANTONE Black C



WHITE

HEX #FFFFFF
RGB 255 255 255

CYMK 0 0 0 0%

EXAMPLE OF LOGO PLACEMENT

Typically, for ad work, the ValvTect logo is placed near the corner of the ad. Regardless of position, it is important that the logo isn't visually "lost" due to a busy, competing background.



In the example above, the ValvTect logo is placed in a good location. Thanks to the relative lack of texture and color variations used in that area of the images, the logo is not competing for attention in this region of the designs.

EXAMPLES OF INCORRECT LOGO USAGE



DO NOT remove the logo container.



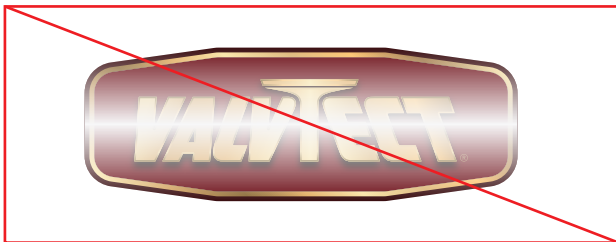
DO NOT change the relative size of the logo elements.



DO NOT distort the logo elements.



DO NOT change the shape of the logo container.



DO NOT include additional gradients/effects to the logo.



DO NOT fill the logo with patterns.



DO NOT place the logo on an angle.



DO NOT stroke or outline the logo.



DO NOT add elements to the logo.



DO NOT change or invert the specified logo colors.

FONT STYLE & USAGE



Font usage is important to ValvTect 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

DROPSHADOWS (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, especially the name/logo on the product.

GENERAL DROP SHADOW

The majority of ValvTect’s products are packaged in pour containers.

If a general, non-descript drop shadow is desired for the product, the shadow should typically be centered to the product, as if the light is positioned directly above and in front of it.

On the rare chance the product is shot at an angle, the shadow should be casted opposite and relative to the angle of the product. So if the product is angled to the right, its shadow should be casted behind it and to the left.



PRODUCT COMPOSITION

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. Products are shot straight-on with gentle, evenly lit lighting.
2. The sides of product are vertically straight.
3. For more flat-shaped products, such as pour containers, there is very little depth influence.

INCORRECT PRODUCT PHOTO USAGE

It is important to use the latest ValvTect product photos on your store page to ensure ValvTect 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 customers when searching for ValvTect products on your storefront.
- Using the latest product photos ensures ValvTect's branding is correctly presented.



Incorrect: Do not use old/outdated photos of ValvTect products.

Correct: Use the newest/latest photos of ValvTect products.

ARE YOU UP-TO-DATE?

ARE YOU UP-TO-DATE WITH VALVTECT'S BRANDING?

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

- Are you using the latest ValvTect product photos?
The latest product photos can be found on each product page at www.valvtect.com
- Are you using the latest ValvTect product descriptions?
The latest product descriptions can be found on each product page at www.valvtect.com

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

NAME

DATE





For more information or additional assistance email marketing@valvtect.com