

BRAND & STYLE GUIDELINES



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TABLE OF CONTENTS

LOGO

History & Logo	2
Logo Colors	3
Single Color Version	4
Example of Logo Placement	5
Examples of Incorrect Logo Usage	6

FONT

Style & Usage	7
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PRODUCTS & BRANDING

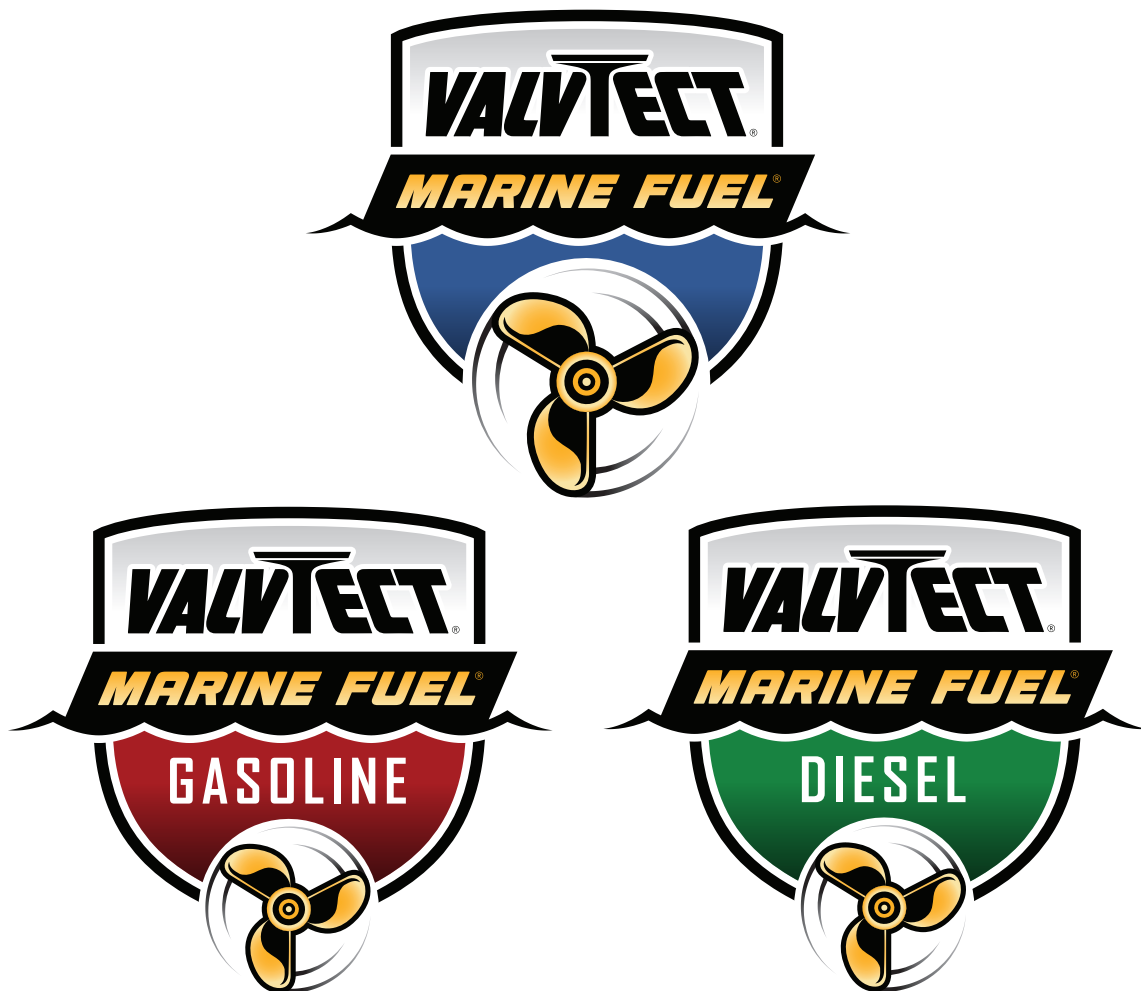
Composition	8
Incorrect Product Photo Usage	9
Are You Up-to-Date?	10



HISTORY & LOGO

ValvTect specializes in fuel solutions for on-the-water. These solutions are collectively known as ValvTect Marine Fuel, or VMF. Within VMF, we offer ValvTect Marine Gasoline (VMG) and ValvTect Marine Diesel (VMD).

These products are well known within the marina and boating world. As such, we have logos dedicated to these products specifically.



LOGO USAGE

The blue VMF logo should be used when discussing ValvTect Marine Fuel in the general sense. If discussing either our gasoline or diesel marine fuel products, their respective, specific logos should be used for brand reinforcement.

LOGO COLORS

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).



HEX #FCB025
 CYMK 0,35,95,100%
 RGB 252,176,37
 PANTONE 1235 C



HEX #335993
 CYMK 89,70,16,3%
 RGB 51,89,147
 PANTONE 7684 C



HEX #A71F24
 CYMK 23,100,99,17%
 RGB 167,31,36
 PANTONE 1805 C



HEX #218341
 CYMK 85,25,99,11%
 RGB 33,131,65
 PANTONE 7731 C

LOGO (SINGLE COLOR)

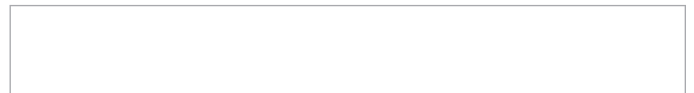
A single color version of the ValvTect logos are provided in black and white. The single color version chosen is dependent on the background it will be placed on.

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.



HEX #000000
RGB 0 0 0

CYMK 0 0 0 100%
PANTONE Black C



HEX #FFFFFF
RGB 255 255 255

CYMK 0 0 0 0%

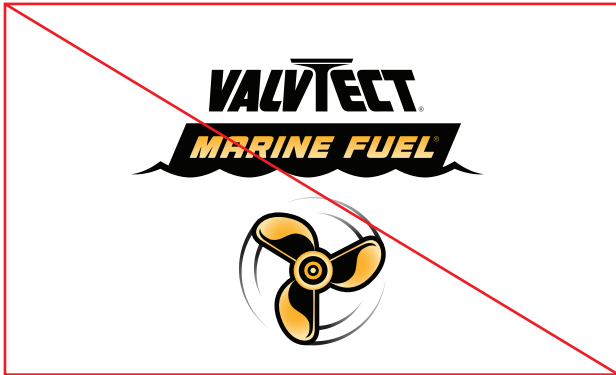
EXAMPLE OF LOGO PLACEMENT

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



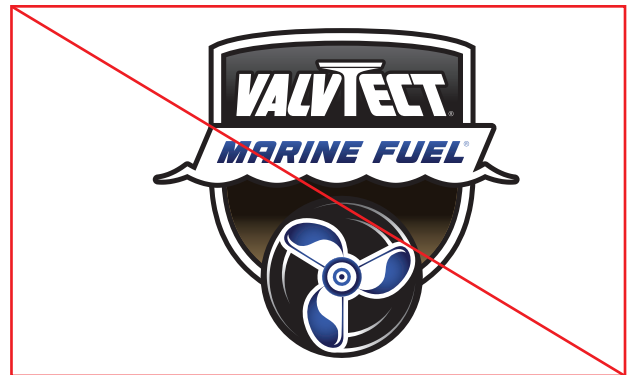
DO NOT remove the logo container.



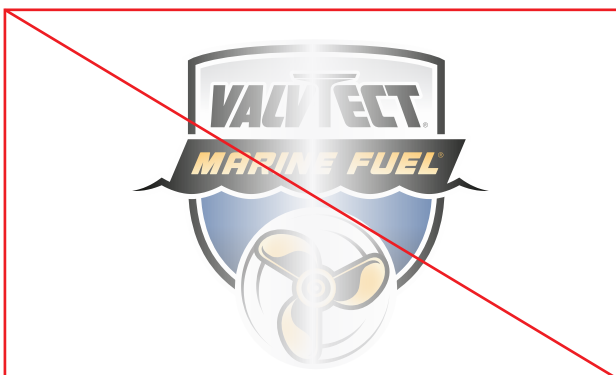
DO NOT change the relative size of the logo elements.



DO NOT distort the logo elements.



DO NOT change or invert the specified logo colors.

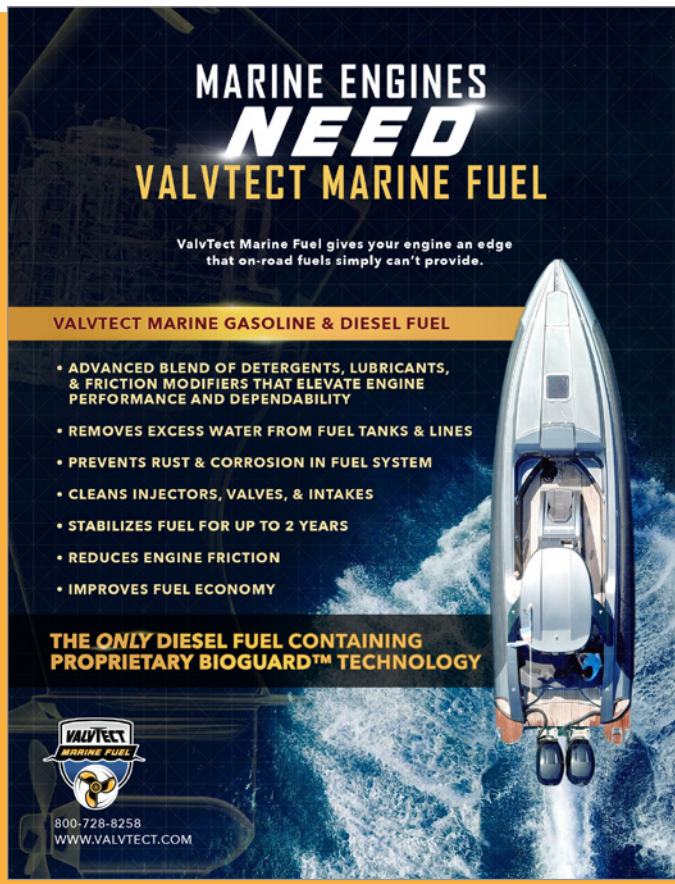


DO NOT include additional gradients/effects to the logo.



DO NOT place the logo on an angle.

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

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, 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 costumers 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