paintenance

BRAND GUIDELINES

BRAND ETHOS

WELCOME TO THE PAINTENENCE BRAND

These guidelines have been created to help you understand the Paintenence identity and how it should be used. From using the right logo in the right color, to using the right font and typeface, this guide will help you know what to do and what not to do.

By using and applying them correctly, you can help make sure that all communications are consistent, clear and easily recognizable.

If you have any questions please contact Chris Jimenez.

WHO WE ARE

MISSION

Paintenance strives to become the industry leader in paint maintenance services and the most sought after paint company by proactively addressing customer needs and thereby establishing long term value.

OUR PURPOSE

The beauty of any place comes from its aesthetic appeal. The design of an interior and exterior effects how people experience the space. It can create a powerful, and essential, part of our daily lives because design affects how we live, work, play, and even heal. Visual elements, like colors, can have an influence on occupants/visitor behaviors, productivity levels, moods and attitudes.

Paintenance aims to keep homes, workplaces and public spaces comfortable, functional, beautiful and pristine for lasting occupant or visitor enjoyment.

CORE BRAND
ELEMENTS

THE LOGO

The logo is unique to Paintenence and has been specially designed to express the company's core values.

The icon and logotype be used in isolation, with our tagline or in combination.

1. P Logo Isolated

2. Logotype Isolated

3. P Logo with tagline

4. Logotype with tagline

5. Combination Horizontal Orientation

6. Combination Vertical Orientation (Primary Usage)

(1)

(2)

(3)

KEEPING WALLS PRISTINE

(4)

KEEPING WALLS PRISTINE

(5)

KEEPING WALLS PRISTINE

(6)

KEEPING WALLS PRISTINE

THE LOGO SPACING

SPACING

To make sure the logo retains its impact, keep it prominent and clearly visible by placing it within a clear space area. The clear space area defines the minimum area of clear space around the logo. It must always be kept free of any type or graphic elements.

The clear space area is equivalent to the height of the 'a' in the logo as indicated here on the right.

MINIMUM SIZE

The logo has no maximum size but its minimum size is .75" edge-to-edge horizontally for all applications. The tagline should be omitted when producing the logo at a small scale.

.3"

.75"

THE LOGO DON'TS

NEVER stretch or distort the logo

NEVER change the colors of the logo

NEVER alter the logo

KEEPING WALLS PRISTINE

THE COLOR PALETTE

The dominant brand colors are blue, green and a mix of the 2. This combination should always be used whenever possible.

The secondary palette acts as accent colors. These can be used carefully in certain applications.

PRINTING GUIDANCE

When reproducing print, it's very important that the paper or material being printed on to is taken into consideration.

Printing on a 'coated' stock or material (which is less absorbent) will result in a brighter, more vivid color than printing on an 'uncoated' stock or material (which is more absorbent) – this is due to the differing porousness of the surfaces.

With this in mind, a different value of all colors has been specified for coated and uncoated stocks, so as to achieve a more consistent color across different materials.

PRIMARY COLORS

PRINT COATED STOCK
PANTONE: 3005C
PROCESS: C100 M50 Y0 K0

PRINT UNCOATED STOCK
PANTONE: 3005 U
PROCESS: C90 M50 Y0 K0

DIGITAL
RGB: R0 G114 B188
HEX: 0072BC

PRINT COATED STOCK
PANTONE: 7481C
PROCESS: C80 M0 Y100 K0

PRINT UNCOATED STOCK
PANTONE: 7481U
PROCESS: C80 M0 Y90 K0

DIGITAL
RGB: R13 G177 B75
HEX: 0DB14B

PRINT COATED STOCK
PANTONE: 3285C
PROCESS: C90 M20 Y60 K0

PRINT UNCOATED STOCK
PANTONE: 3285U
PROCESS: C86 M22 Y55 K0

DIGITAL
RGB: R0 G149 B130
HEX: 009582

SECONDARY COLORS

PRINT
PANTONE: Black C
PANTONE: Black 6 U
PROCESS: C0 M0 Y0 K100

DIGITAL
RGB: R0 G0 B0
HEX: 000000

PRINT
PANTONE: Cool Gray 7 C
PANTONE: Cool Gray 8 U
PROCESS: C0 M0 Y0 K50

DIGITAL
RGB: R147 G149 B152
HEX: 939598

LOGO COLOR VARIATIONS

Always try to use the full color logo whenever possible. However, use this guide for single color and gray applications.

SINGLE COLOR APPLICATIONS

FONTS

The font is called Gotham and it is to be used for all applications. It has been specially selected for the brand to expresses elegance and style whilst conveying clarity and legibility.

Gotham comes in a variety of weights for greater flexibility. It is to be used exclusively and no other typeface should be used unless permission has been sought by the brand guardians.

Type can be set in blue, green, black, gray or white.

GOTHAM LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

GOTHAM BOOK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

GOTHAM MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

GOTHAM BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

BRAND SUPPORT
DESIGN ELEMENTS

BUSINESS CARD DESIGN

CHRIS JIMENEZ
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painters on demand

855.77.PAINT
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FLEET DESIGN

KEEPING
WALLS
PRISTINE

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UNIFORM DESIGN

EMAIL SIGNATURE

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www.paintersondemand.net   Toll Free Number: 855-70-PAINT
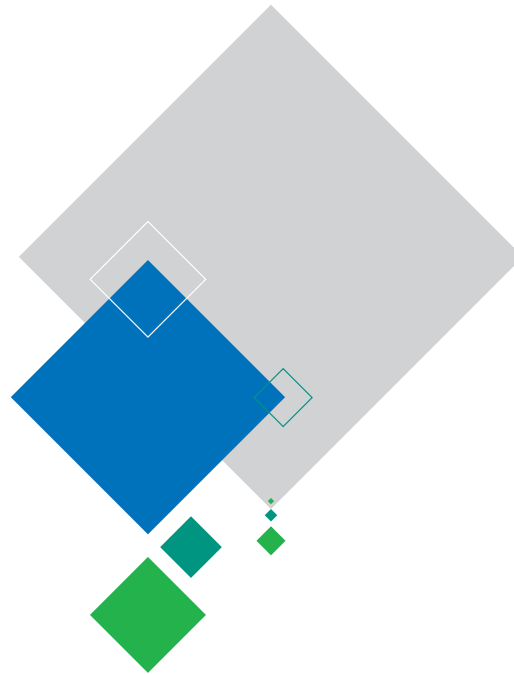
DESIGN ELEMENTS

Utilize clean graphics for emphasis and pop. Use various areas (gray areas) as windows to display interior design imagery with wall appeal.

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