Towne Storage

BRANDING GUIDE

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“We take pride in offering our customers safe, secure, clean and convenient locations for all their self-storage needs.”

Towne Storage Offers:

- Small, medium, and oversized units ranging from 5’x5’ to 15’x70’ (25 – 1050 sq ft)
- Indoor units
- Units with climate control
- RV and trailer storage
- Clean, professional setting
- State-of-the-art security and surveillance systems
- Boxes and packing supplies
- Gate entrances with personal access code
- Professional resident managers
- Extended access hours
- Truck rentals

Our Logo is our Visual Identity

Towne Storage is represented by a clean and controlled logo. It's dynamic use of slants and overlapping letters in an upward rise with bright colors help us stand out from the often messy and monochromatic logos of our competitors. Proper use of this logo and its variations helps maintain brand consistency.

Primary Logo

The primary logo should always be used, except under conditions listed.

Secondary or Channel Letter Logo

This logo is rarely used and is strictly reserved to the three-dimensional building signs at our properties.

Alternative Logo Designs

The Towne Storage logo should *always* be colored with the official color scheme, with very few exceptions.

Colorless Logos

Occasionally, a colorless, grayscale, or black and white logo is used. An example of an appropriate use of these logos is when an advertisement is only printed in black and white.

Using these logos will help retain the integrity of the original design and meet the criteria of colorless printing.

Special Occasion Logo

Some events may benefit from a combination logo. In the example to the left, Towne Storage was a sponsor in the Utah PGA program and only had a very small space to convey what the company is about.. It was therefore appropriate to add in a golfer and our website on this logo.*

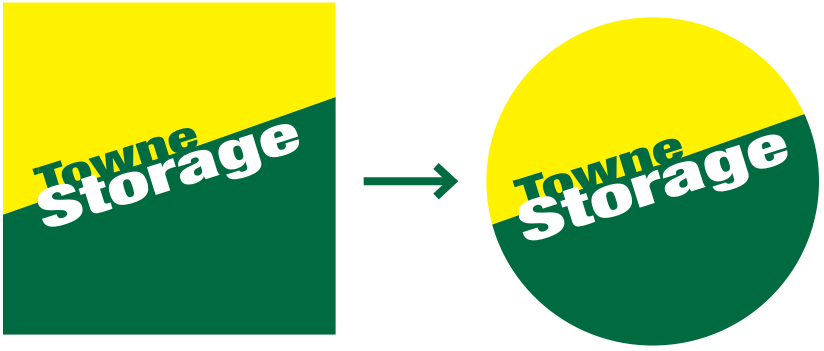
*Prior approval is required for any and all logo alterations.

Social Media Logo

To be used as the user photo on social media sites.

Primary Social Media Logo

This is our preferred logo for social media sites.



Secondary Social Media Logo

Please note that the square logo above is formatted with enough bleed that it will be adjustable within a circular format. The dividing line should be a little over halfway in the circle as shown above and only used when restricted to a shape that won't accommodate the primary logo.

Sizing

While this logo can be sized up and down, it is best to keep this rule in mind: If it’s unreadable or blurry it’s the incorrect size.

No matter the size of the project, the logo should always be among the larger assets and easily readable.

Color Palette

Towne Storage has a very straight forward color palette, consisting of two colors.

Green

Pantone 349
CMYK 96,0,47,58
RGB 4,106,56
Hex #046a38

Yellow

Pantone 108
CMYK 0,14,100,0
RGB 254,219,0
Hex #fedb00

Primary Typeface

Calibri is our typeface of choice whenever possible in company documents, forms, and other printed materials.

Calibri

Regular

0 1 2 3 4 5 6 7 8 9

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Italic

0 1 2 3 4 5 6 7 8 9

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Bold

0 1 2 3 4 5 6 7 8 9

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Bold Italic

0 1 2 3 4 5 6 7 8 9

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Light

0 1 2 3 4 5 6 7 8 9

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Secondary Typeface

Arial is our secondary typeface used mainly for social media and Online advertisements.

Arial

Regular

0 1 2 3 4 5 6 7 8 9

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Italic

0 1 2 3 4 5 6 7 8 9

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Bold

0 1 2 3 4 5 6 7 8 9

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Bold Italic

0 1 2 3 4 5 6 7 8 9

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Black

0 1 2 3 4 5 6 7 8 9

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Stationary

Letterhead Logo

The primary logo should be placed .5” from the top, centered, and no larger than .84” tall.

Company SWAG

Company Email Signatures

Towne Storage Manager
15403 S Camp Williams Rd.
Bluffdale, Utah 84065

801-601-1090
www.townestorage.com
bluffdale@townestorage.com

Digital - Constant Contact/Email Campaign

Heading

The heading section can be above the main image or within it.

Width: 600 px
Export: JPG or PNG
Resolution: 300 dpi

Body

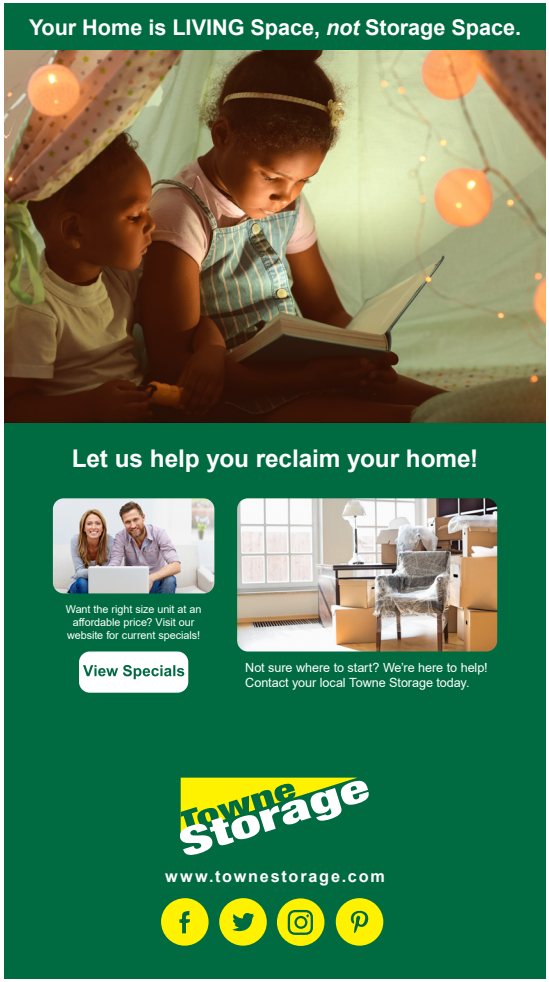
There should always be a call-to-action within the email, even if it's a notice. Links that lead to the website are preferred, but can also include a link to the blog.

Logo

Logo with website address

Social Media Links

Facebook, Twitter, Instagram, and Pinterest.



Incorporate green and yellow where you can – but don't limit yourself to a two color scheme all the time either.

Social Media Posts

Facebook
Size: 1080x1080 px;
Export: PNG, JPEG
Resolution: 300 dpi

Instagram
Size: 1080x1080 px
Export: JPEG
Resolution: 300 dpi

Twitter
Size: 1080x1080 px
Export: JPEG
Resolution: 300 dpi

Pinterest
Size: 1080x1080 px
Export: JPEG
Resolution: 300 dpi

Hashtags
Instagram and Facebook limit the number of hashtags that can be attached to each post (usually around 20-30). Hashtags should match the posts message and purpose. Each post must have hashtags in order to keep attention coming to our pages.

Required Tags
#TowneStorage
#StorageFacility
#StorageUnit
#Storage
#SelfStorage

Specific Tags – Contests Example
#Contest
#FreeContest
Hashtag the prize (ex. #Kindle)

01

Headline

Each headline should be clear, concise and relate to the photo/illustration. Headlines hould also relate to storage even if the photo is not directly associated with storage.

02

Photo/Illustration

The illustration should be professional and reflect the message of the post.

03

Logo

The logo should be placed in any corner of the post, though lower is preferred.

04

Website

Our website should be listed on each post. When space is available, the website should be listed with the “www” in front.

Holiday Posts

Holiday posts are a great way to connect with our audience. They should still follow the guidelines of regular posts, but with a slight twist.

Relates to the holiday →

Holiday posts should always have something that *relates to the holiday*, such as an appropriate phrase, followed up by a sentence on how **storage ties in** to that phrase.

Storage ties in →

Online Advertising

Sizes:
300x250 px
728x90 px
160x600 px
300x50 px
320x50 px
Resolution: 72 dpi
Export: JPG

Email Mailer for Online Advertising

Size: 600 px
Resolution: 300 dpi
Export: PNG or PDF
Click thru URL (links): should lead to the website
Email "From" line: should always be from Towne Storage
Email Subject line with strong CTA (Less than 50 characters):
Example: "Towne Storage Opening in Salt Lake City - Reserve Your Unit Today!"
Header Text: Example "New Location in Salt Lake City - Now Taking Reservations"
Send date/time: include date/time that emails should be sent
Logo: Attach the eps file for the primary logo

Display Signs

Display signs use the primary logo and are used for notices and unit numbering at facilities.

Unit Numbering Specs

Size 5”x2”
Typeface Arial Black
Font Size 100 pt - 125 pt

Unit Numbering - Green*

Unit numbering for white or light colored unit doors.

*Actual Size

Unit Numbering - Yellow

Unit numbering for green or dark colored unit doors.

www.townestorage.com
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