**STINGER
CHEMICAL
LLC.**

LOGO &
BRAND
IDENTITY
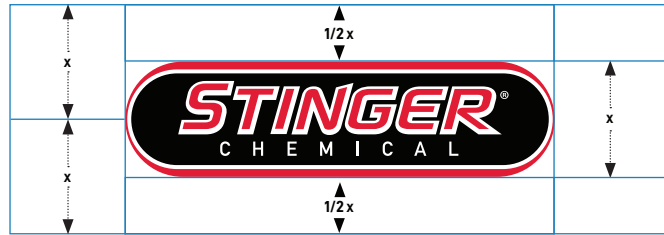# GUIDELINES

STINGER®
CHEMICAL

01 LOGO SPECIFICS

LOGO SAFE RANGE AREA

The (X) area indicates the "SAFE RANGE AREA". Other graphics and visual elements can be safely positioned up to the adjoining (X) area.

The (X) area indicates clear space. It must be kept free of all other graphics and visual elements.

The minimum required safe range space is defined by the height of the logo itself (X=height of the outside oval).

ICON SAFE RANGE AREA

The (X) area indicates the "SAFE RANGE AREA". Other graphics and visual elements can be safely positioned up to the adjoining (X) area. Similar to the LOGO, it must be kept free of all other graphics and visual elements.

The minimum required safe range space is defined by the height of the wordmark, "Since 1988". (X=height of the "S").

ICON CONSTRUCTION

Blue line indicates overall proportions for the icon. Height of (Z) equals to the height of wordmark "Since 1988".

Magenta (ovals) indicate various item alignments and intersects. For example, the center of the icon figure meets the 45 degree intersection from the baseline that intersects the wordmark "Since 1988" establishing (Y).

(X) is established as the length of the wordmark "Since 1988". Additionally, that length is equal to the distance from the top (Z) line to the top of icon. (W) is defined at 1/3 of the distance from top of (X) and the base of wordmark.
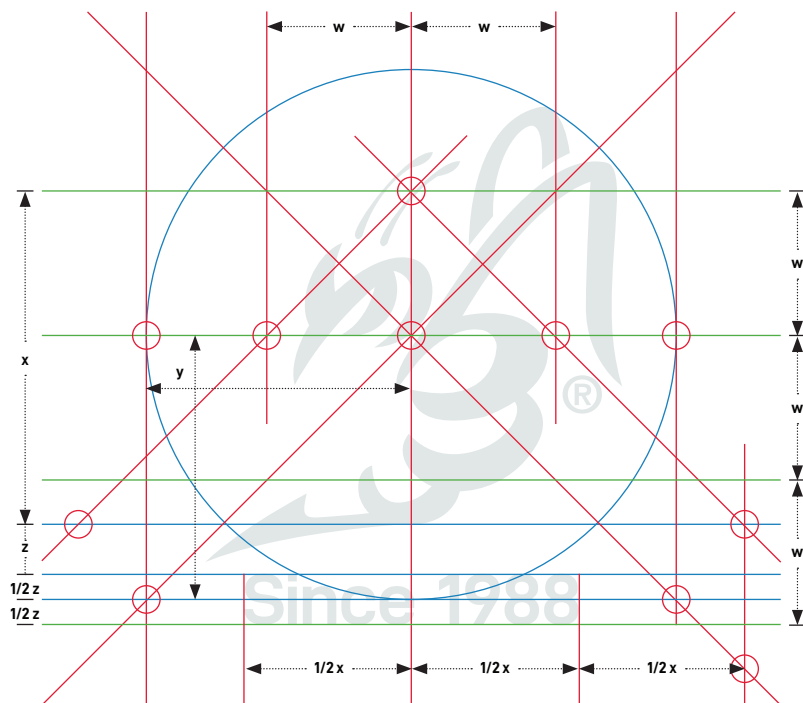
02 COLOR SPECIFICATIONS

PRIMARY COLORS

Full tone colors used on the main logo and icon.

SECONDARY COLORS

Supporting colors used to accent backgrounds, key headlines or body text.

TERTIARY COLORS

Third round of colors that are used to accent backgrounds, but not before the application of the secondary colors. The application of these colors can be most often seen in graphs, charts, and infographics only after the use of the primary and secondary colors.

PRIMARY

PMS 185C

RGB	R:224	G:0	B:52
CMYK	C:6	M:100	Y:84	K:1
HEX	#E00034		

PMS P PROCESS BLACK C

RGB	R:0	G:0	B:0
CMYK	C:65	M:53	Y:51	K:100
HEX	#000000		

SECONDARY

PMS 432C

RGB	R:49	G:54	B:58
CMYK	C:16	M:7	Y:0	K:77
HEX	#31363A		

PMS 428C

RGB	R:184	G:192	B:195
CMYK	C:6	M:2	Y:0	K:24
HEX	#B8C0C3		
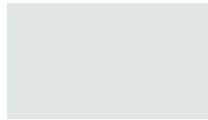
PMS 7541C

RGB	R:225	G:230	B:230
CMYK	C:2	M:0	Y:0	K:10
HEX	#E1E6E6		

TERTIARY

PMS 1225C

RGB	R:245	G:203	B:85
CMYK	C:0	M:17	Y:65	K:4
HEX	#F5CB55		

PMS 164C

RGB	R:247	G:133	B:64
CMYK	C:0	M:46	Y:74	K:3
HEX	#F78540		

PMS 188C

RGB	R:104	G:32	B:41
CMYK	C:0	M:69	Y:61	K:59
HEX	#682029		

PMS 2766C

RGB	R:0	G:13	B:70
CMYK	C:100	M:81	Y:0	K:73
HEX	#000D46		

03 TYPEFACE DETAILS

Only two font styles are used for the logo, and they are both from the typeface family D-DIN and ITC Avant Garde Gothic.

The D-DIN family consists of several fonts styles: Regular, Italic, Bold, Condensed Regular, and Condensed Bold. The ITC Avant Garde consists of Book, Medium, and Bold.

APPLICATION

The principal font used for the logotype. It's the primary font used for principal body text for print, website, and any other form of general correspondence.

The condensed version of the font is specifically used to emphasize headlines or titles and should be avoided for standard body text.

D-DIN Exp (Regular, *Italic*, **Bold**)

ABCDEF abcd1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890!@$%^&*()

D-DIN Condensed(TT) (Regular, **Bold**)

ABCDEF abcd1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890!@$%^&*()

APPLICATION

The secondary font used for all forms of general correspondence.

ITC Avant Garde Gothic Pro (Book, **Medium**, **Bold**)

ABCDEF abcd1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890!@$%^&*()

04 LOGO STYLES

PRIMARY FULL COLOR

The primary logo for application should utilize the primary colors as depicted in this style guide. The minimum size for use should not exceed .75 in. (19mm).

Effects such as drop shadows or glows are permitted but should be avoided. It is preferred that the flat color version be used in all environments to provide a cleaner aesthetic.

GREYSCALE

The greyscale version can be used for environments that only utilize b/w print reproduction. The grey color replaces only the red areas on the main logo. In environments that reproduce only halftones, use 50% black at a minimum file size of .75 in. (19mm).

SOLID BLACK (SINGLE COLOR)

The solid black version (single color) is to be used for fax or any form of black/white commercial printing or single colored labels.

In the event the single color logo needs to be used on a dark or black surface, contact the communications team for an alternate version for application.
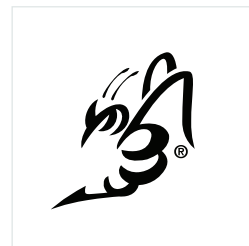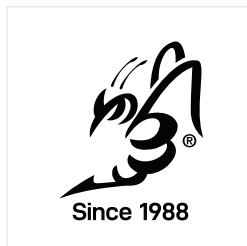

BEE ICON (SINGLE COLOR)

There are two versions of the BEE icon that can be used on different colored backgrounds. The icon itself should only appear in black (on light backgrounds) or white (on dark backgrounds). The icon can be used with or without the "Since 1988" sub-header.

05 LOGO BEST PRACTICES

To ensure brand identity is consistent and not a victim of aesthetic vandalism, the general rule to abide by is: DO NOT CHANGE, ALTER, OR MODIFY ANY PART OF THE LOGO.

Examples of misuse are shown below.

WORDMARK

Do not alter, resize or change the position of the wordmark.

FONT

Do not replace or use another font for the logo wordmark or icon sub-header.

SIZING

Avoid distorting the logo or icon when resizing. Any resizing must be proportional.

COLOR

Do not change or alter the color of the logo or icon even for a similar color. Use the official color specifications detailed in the guidelines.

Incorrect red.

Never replace a designated color.

06 SECONDARY DESIGN ELEMENTS

Secondary design elements are available to support the brand identity. These elements can be used through every communication point like a visual constant. They help in holding together the entire look and feel of the design.

The honeycomb image/pattern represents strength in tension. The hexagonal shapes provide the least-perimeter way to enclose infinitely many unit areas in a plane, also dubbed "the honeycomb conjecture". Stacked together also provide structures of high compression strength. Pertaining to our products, this is analogous to the molecular bond our products provide to strengthen and protect surfaces.

The approved background images (Fig. 01A, Fig. 01B) of the honeycomb pattern are available in JPG format. Alterations in tone or color are to be avoided. The hexagon shape that makes up the pattern can also be used individually (Fig. 02) as a supporting design element.
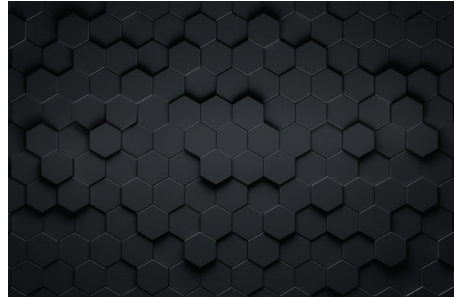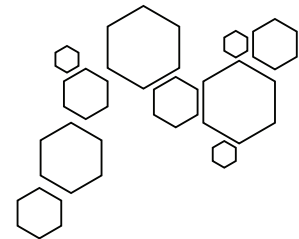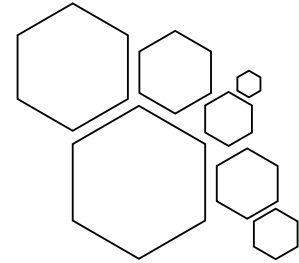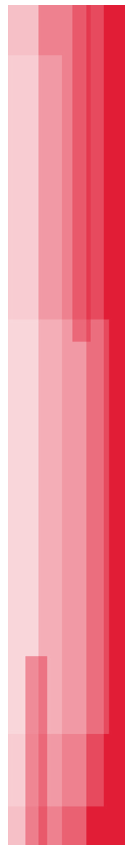
Fig. 01A

Fig. 01B

Fig. 02

The "RED column" graphic (Fig. 03) is another design element that can be used for presentations, print, and/or video material. The main function for the column is to provide a visual eyeline to the Stinger logo for cover pages or title treatments.

The bar is available in PNG format to support transparent application. It should only be in red as designated in this style guide. It can be resized for print (Fig. 04 and Fig. 05) but with a width no less than half of the size of the logo in use and always in conjuntion with the main Stinger logo. Additionally, it can be used in motion for video presentations.

Fig. 03

Fig. 04

Fig. 05

07

BRAND IN ACTION

TRANSPORTATION

Several vehicle wraps have been developed for multiple types of commercial trucks and SUV's. To keep consistent with the brand guidelines. and company quality standards, it's suggested that only vendors approved by marketing/ communications oversees production.

Additionally, a new Stinger logo has been developed specifically for vehicle wraps.

NOTE: The examples shown are only concepts depicting possible uses of the corporate brand. The actual design is subject to change depending on the model and color of vehicle and/or method of application. The design team will work directly with selected vendors to ensure quality control standards.

BRAND IN ACTION

MERCHANDISE & APPAREL

The company logo and BEE icon can be used together or independently on multiple promotional items. All rules concerning the use of the logo and BEE icon should be followed as defined by these guidelines.

NOTE: The examples shown are just concept designs illustrating the proper application of the corporate brand on random pieces of promotional materials. The brand can also be used on solid white or black garments. Additionally, the single color version of the logo can be used if there are limitations on colors or if there are budget constraints. All items should be reviewed and approved by the marketing/design team to ensure consistency and quality control.

STINGER GEAR

In an effort to broaden brand awareness, the company has began production on several t-shirt designs. These "vintage design style" shirts are used for promotional giveaways, and/or for sale during tradeshows and special events.

08 VIDEO PRODUCTION

Video production includes (but not limited to):
• Corporate videos
• Product demonstrations
• Customer testimonials
• Social meda ads
• Tradeshow presentations

In order to keep the brand identity consistent, an introduction (Fig. 01) and closing video (Fig. 03) were developed which consist of animated renditions of the hexagon background, red column and company logo. Additionally, approved audio fx is included and should not be altered in any way. All audio should also be checked for continuity with the content of the video.
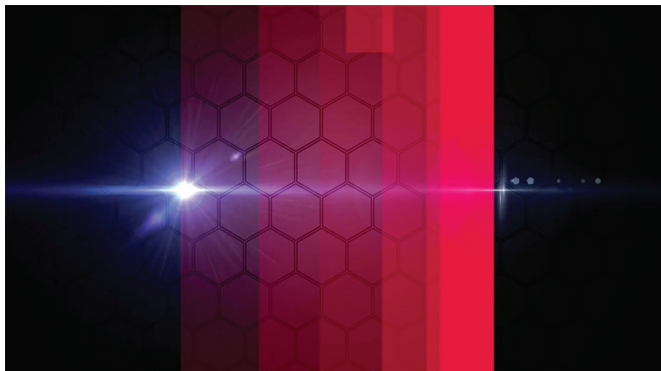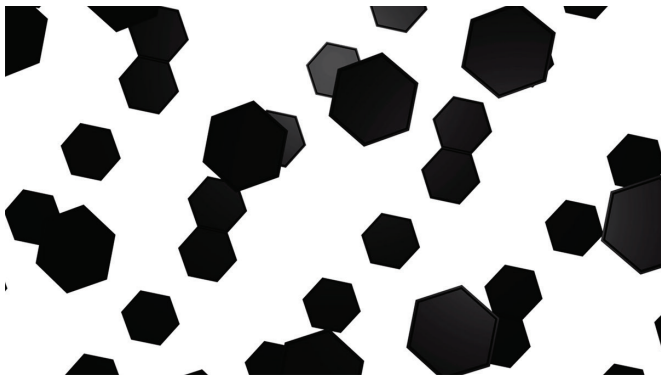
Fig. 01: Introduction sequence

Fig. 02

Fig. 02 : Entering screen left

Concerning content, the edit, audio and any FX are subject to the function/purpose of the video. However, a title animation was developed for title cards (Fig. 02) when a introduction is required. Two animated designs are available to enter from either screen left or screen right depending on the composition of the shot.

Fig. 02: Entering screen right

Fig. 03

The closing video clip (Fig. 03) is optional depending on the subject matter or purpose of the video. It also includes animated renditions of the design elements and is placed added to the end of a video. It's primary goal is to elicit viewers to visit the website and can include any additional closing information or call-to-actions.

BUSINESS CARDS

A good business card represents the first step in making a good impression. For many potential customers, it's the first interaction with the company brand.

New business card designs have been created incorporating the new brand design elements.

All business cards should include the following information.
- company logo/tagline
- name/title
- email
- company website/social media icons
- company address

Any additional information can be added upon approval from Marketing Communications. The goal is to provide a professional, clean source of information for customers and garner traffic to the company's website and social media outlets. A cluttered business card comes across as unprofessional.

SPECIFICATIONS
- Size: standard 2"x3.5" / 1/4" (4)round corners
- Color: 4/4 (color on both sides)
- Orientation: Horizontal
- Stock: 14pt C2S
- Aqueous coating

STINGER CHEMICAL

PROFESSIONAL AUTOMOTIVE CHEMISTRY

WWW.STINGERCHEMICALS.COM

JONATHON DOE
NATIONAL SALES MANAGER

T: 713.227.1340 x 1222
C: 832.555.2345

name@stingerchemicals.com

www.stingerchemicals.com

1100 Pleasantville Dr. � Houston, TX � 77029

1100 Pleasantville Dr.   I   Houston, TX.   I   77029
Local (Houston): 713.227.1340   I   Toll-free: 1.888.784.6448 (1-888-STING-IT)

National Carwash Solutions
Attention: John Do
1500 SE 37th St.
Grimes, IA 50111

January 21, 2020

Dear John Do,

So glad we got to meet at the event. I checked out your website afterward and loved your take on creating high-performance teams. Have you tried using the recommendation? I use that framework with my team and it has been incredibly successful.

Happy to chat more about it or send over some templates and examples if you're interested.

Again, it was great meeting you at ICA, and I hope to see you again soon.

Sincerely,

Jane Doe
Senior Sales Manager
Stinger Chemical

www.stingerchemicals.com

LETTERHEAD

Official corporate letterhead is available in an MS Word file for use. It is recommended to maintain the text and paragraph formatting that is pre-programmed in the digital file, but not mandatory.

10 SIGNAGE

OUTDOOR

The rules that govern the use of the Stinger logo in print and digital also apply for signage. Designated PMS colors should be used as well as the application of the safe range area as depicted on Sec. 01 of this manual.

Materials can range depending on location of sign. All designs should be reviewed and approved by Marketing Communications.

INDOOR

The rules that govern the use of the Stinger logo in print and digital also apply for signage. Designated PMS colors should be used as well as the application of the safe range area as depicted on Sec. 01 of this manual.

Additionally, the Stinger brand can also be represented in the decor for our office space. Sherwin Williams paint selections have been selected as a comporable replacement for the company colors. Additional colors can be selected upond approval from Marketing Communications.

SW 6525 Rarified Air

SW 6992 Inkwell

SW 6247 Krypton

SW 6868 Real Red

OFFICE NAME PLATES

Office name plates have been updated to a new size (2.25"x8.5") and will have the employee name on two lines in D-DIN Condensed, 70 pt. (**BOLD** for first name on top and REGULAR for surname on the second line.

8.5"

2.25"

MARCUS
RODRIGUEZ