

FOL-DA-TANK™



Brand Manual

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Brand Guidelines



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INTRODUCTION

What is the “brand experience?” It’s more than you may think.

Any time a person interacts with FOL-DA-TANK™ in any way – from receiving a business card, to reading a brochure, to speaking to us on the phone – they experience the FOL-DA-TANK™ brand. They come away with a gut feeling about who we are and what it is like to work with us. Our goal is to project a focused, friendly and approachable brand experience.

That’s why we put together this brand style guide – to help all of us who represent FOL-DA-TANK™ present a clear, consistent brand for our company. By using these guidelines, you’ll help protect the integrity of our brand, make a clear distinction from other portable containment system companies and help us communicate that our services and products are among the best available.



THE FULL LOGOTYPE

Logotype Visual Basics

First off, how do we know what logo to use?

Our logo is one of the most important tools we have to visually convey our brand name and identity. It should be used in all communications we produce. The guidelines that follow will ensure the FOL-DA-TANK™ brand is presented consistently.

Our logo is built with a combination of a workmark, tagline, icon or icon circle. A horizontal, vertical and stamp version are available in the logo suite and can be used when appropriate depending on the environment the logo will appear. The logo has standard elements that can be used in various layouts giving our brand a fluid but cohesive look. The name FOL-DA-TANK™ is the trademark process and should always appear in upper-case letters, hyphenated and with the superscript TM registered trademark symbol. Be creative but within the guidelines.

It is recommended that the full color primary or a secondary logo be used for all communications; however, if circumstances require a single color, the grayscale or black logo is acceptable.



Icon



Icon Circle

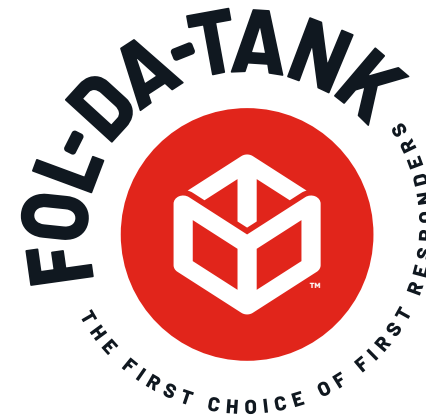
FOL-DA-TANK™
THE FIRST CHOICE OF FIRST RESPONDERS

Wordmark and Tagline



FOL-DA-TANK™

THE FIRST CHOICE OF FIRST RESPONDERS



LOGO CONSTRUCTION & CLEARSPACE

Logotype Visual Basics

Which file format do I use?

FOL-DA-TANK® logos are available in a number of file formats. For commercial printing, silk screened items and signage, a vector-based file is usually preferred. Choose the Illustrator .eps format for this purpose. Logos in jpeg format are preferred for PowerPoint and Word documents. The logo has also been converted to .png format for web applications.

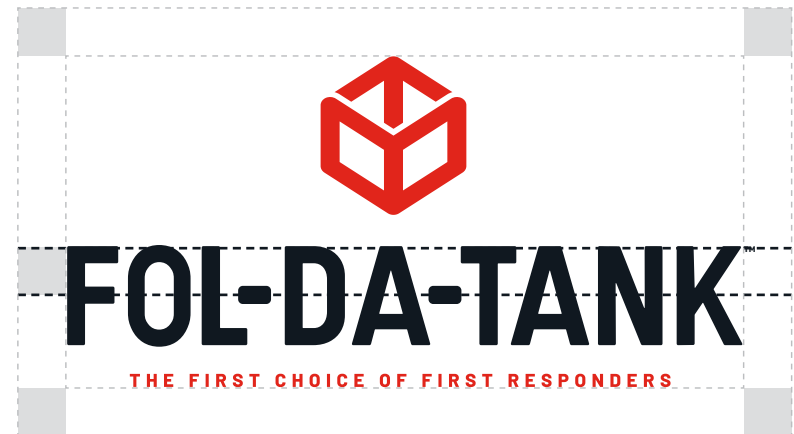
MINIMUM SIZE

When sizing our logo in printed materials, a general rule is to be sure it isn't so small that it looks too weak or so large that it is too dominant – stealing visual power from the text or photos. The recommended minimum size of 1 inch is the smallest the logo should be reproduced when not using a tagline.



LOGO CLEARSPACE

To ensure that the logo is not compromised, an area of "clear" space has been established. No other text or logo is to appear within this area. The minimum area of clear space around the logo is equal to half the height from the middle to the top of the business name, as shown here.

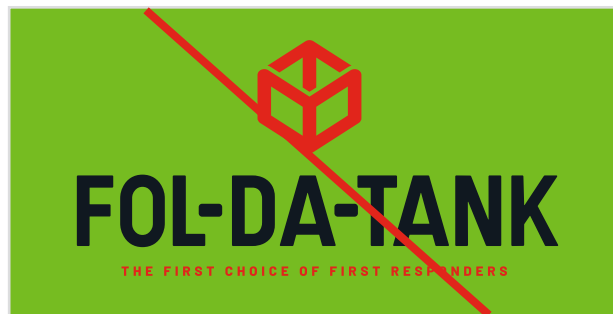
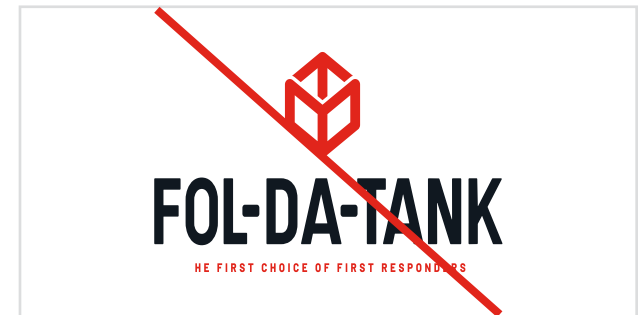
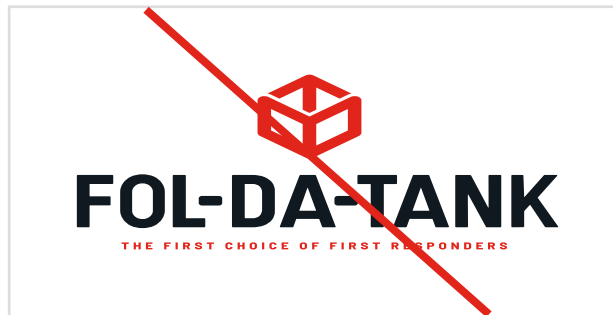
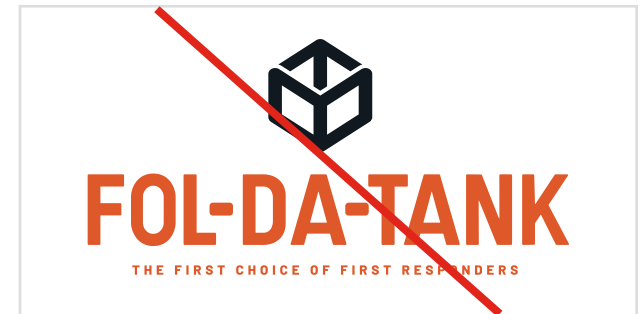
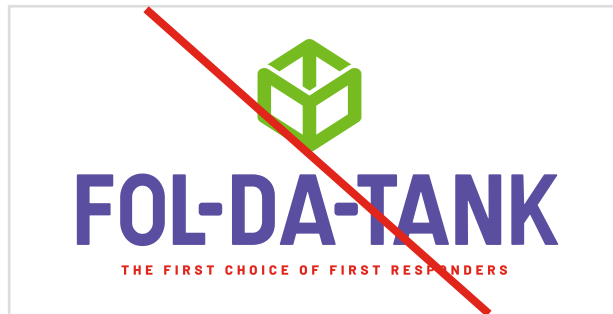


INCORRECT LOGO APPLICATION

Logotype Visual Basics

This is not such a good idea!

- Logo colors must not be changed from the colors shown in this guide.
- The logo must never be stretched or distorted in any way.
- Avoid using backgrounds other than colors within the brand color palette. Other colors, patterns or images can greatly reduce legibility.



THE CORPORATE COLOR STRATEGY

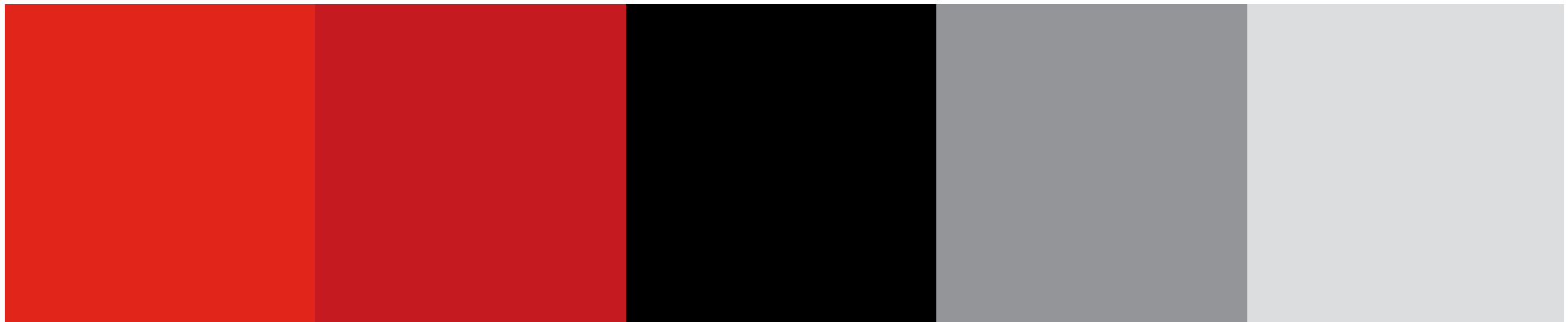
Corporate Colors

It is important that our colors be used consistently in all communications. Shown here are the approved colors for use in FOL-DA-TANK® materials and on the web. The logo is created in four-color process colors, as well as in colors from the Pantone Matching System (PMS). Pantone colors are to be used when screen printing apparel or for specialty items. For signage, always provide Pantone colors to the vendor for color matching purposes. Red and black are the primary colors and should be the more dominant colors in most designs.

NOTE: Printed colors will be affected by the paper stock on which they are printed.

When printed on a coated enamel paper, colors will appear cleaner and generally brighter than when printed on an uncoated paper.

Pantone colors that are converted to four-color process will also shift slightly, because they are built from four separate colors.



PRIMARY COLOR

HEX **#E22726**
RGB **226/39/38**
CMYK **6/98/100/0**
Pantone **485 C**

SECONDARY COLOR

HEX **#C51A20**
RGB **197/26/32**
CMYK **5/100/100/15**
Pantone **186 C**

BLACK COLOR

HEX **#000000**
RGB **0/0/0**
CMYK **100/100/100/100**
Pantone **Black 6 C**

DARK GRAY COLOR

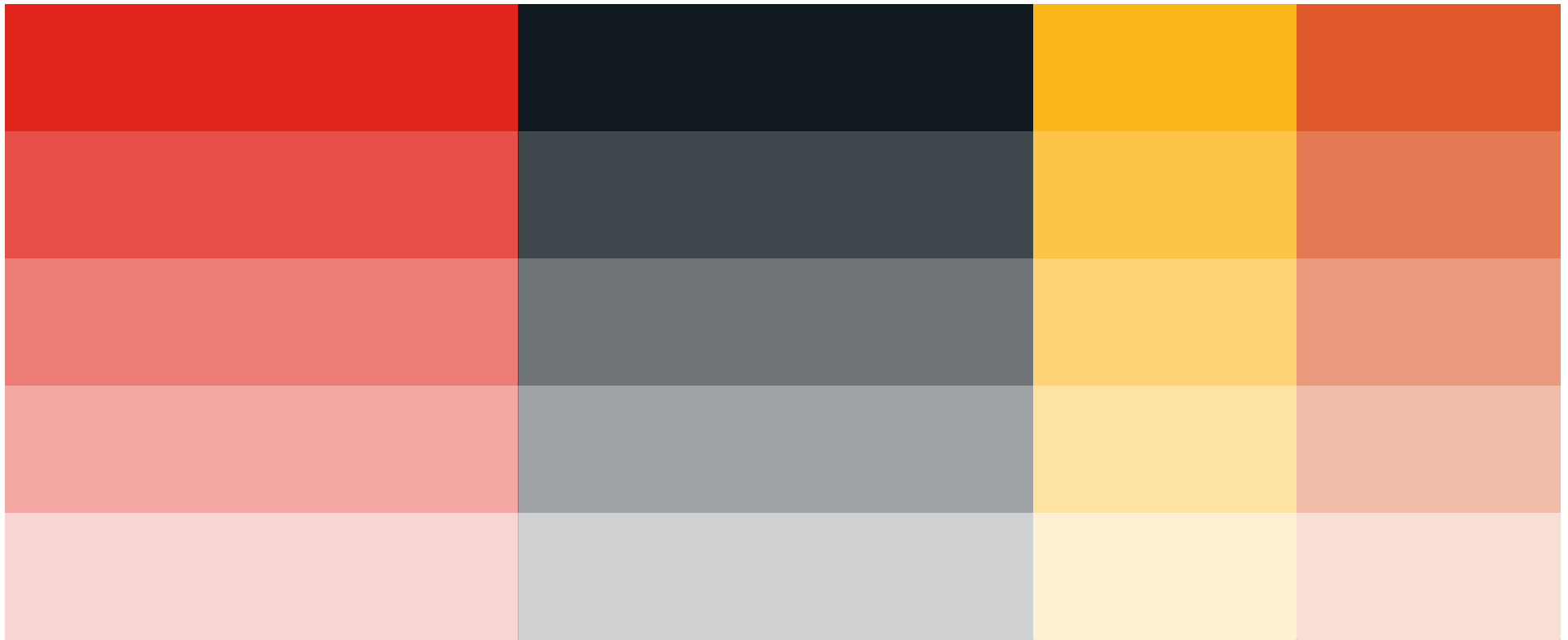
HEX **#949698**
RGB **148/150/152**
CMYK **45/36/35/1**
Pantone **Cool Gray 7 C**

LIGHT GRAY COLOR

HEX **#DCDDDE**
RGB **220/221/222**
CMYK **0/0/0/15**
Pantone **7541 C**

PRIMARY & SECONDARY COLORS & SHADES

Corporate Colors



LIGHT RED COLOR

HEX **#e22726**
RGB **226/39/38**
CMYK **6/98/100/0**
Pantone **485 C**

LIGHT GRAY COLOR

HEX **#000000**
RGB **0/0/0**
CMYK **100/100/100/100**
Pantone **Black 6 C**

LIGHT YELLOW COLOR

HEX **#FDB525**
RGB **253/181/37**
CMYK **0/32/95/0**
Pantone **1235 C**

LIGHT ORANGE COLOR

HEX **#DF5A29**
RGB **223/91/41**
CMYK **7/79/97/1**
Pantone **7579 C**

PRIMARY TYPEFACE

Corporate Typeface

What font do I use and where?

Barlow and Rubik are considered the primary corporate fonts. Using the approved fonts will bring a more uniform look to type as a brand element.

Rubik is a professional yet friendly sans-serif typeface. It is optimized for print, web and mobile interfaces, and is very legible. Rubik Light or Regular are recommended for all body copy. The medium and bold weights are recommended for subheads and special emphasis in long text. The wide range of weights adds flexibility when creating designs.

Barlow in the weights shown is recommended primarily for headlines. Barlow has a strong, blocky shape that projects the stable, reliable qualities of FOL-DA-TANK®. It can be used alone for simple display ads and signs, or in combination with Rubik to create a wide variety of designs while maintaining a consistent brand personality.

For situations when Barlow and Rubik is not available, Calibri is an acceptable replacement.

BARLOW

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklmno

pqrstuvwxyz

1234567890 ?!() * + ç ' / . , ; :

Rubik Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnpqrstuvwxyz

1234567890 ?!() * + ç ' / . , ; :

Rubik Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnpqrstuvwxyz

1234567890 ?!() * + ç ' / . , ; :

THE COMPANY BUSINESS CARD

Corporate Stationery Systems

General Info

Size: 2" (w) x 3.5" (h)
Paper: Extra-thick luxury paper 300 gsm
Printing: 4 col. digital printing - front and back
Finish: Uncoated matte finish

Front Side

Background: C0 M0 Y0 K0
Safe Space: .25"
Position: Center
Finish: Spot UV Water Drops

Back Side

Background: C6 M98 Y100 K0
Icon Circle Size: .65" (wide)
Safe Space: .25"
Position: Top Left
Wordmark Size: .225" (wide)
Safe Space: .25"
Position: Bottom right





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