

RAMUC[®]
SPECIALTY AQUATIC COATINGS



BRAND & STYLE GUIDELINES

TABLE OF CONTENTS

LOGO

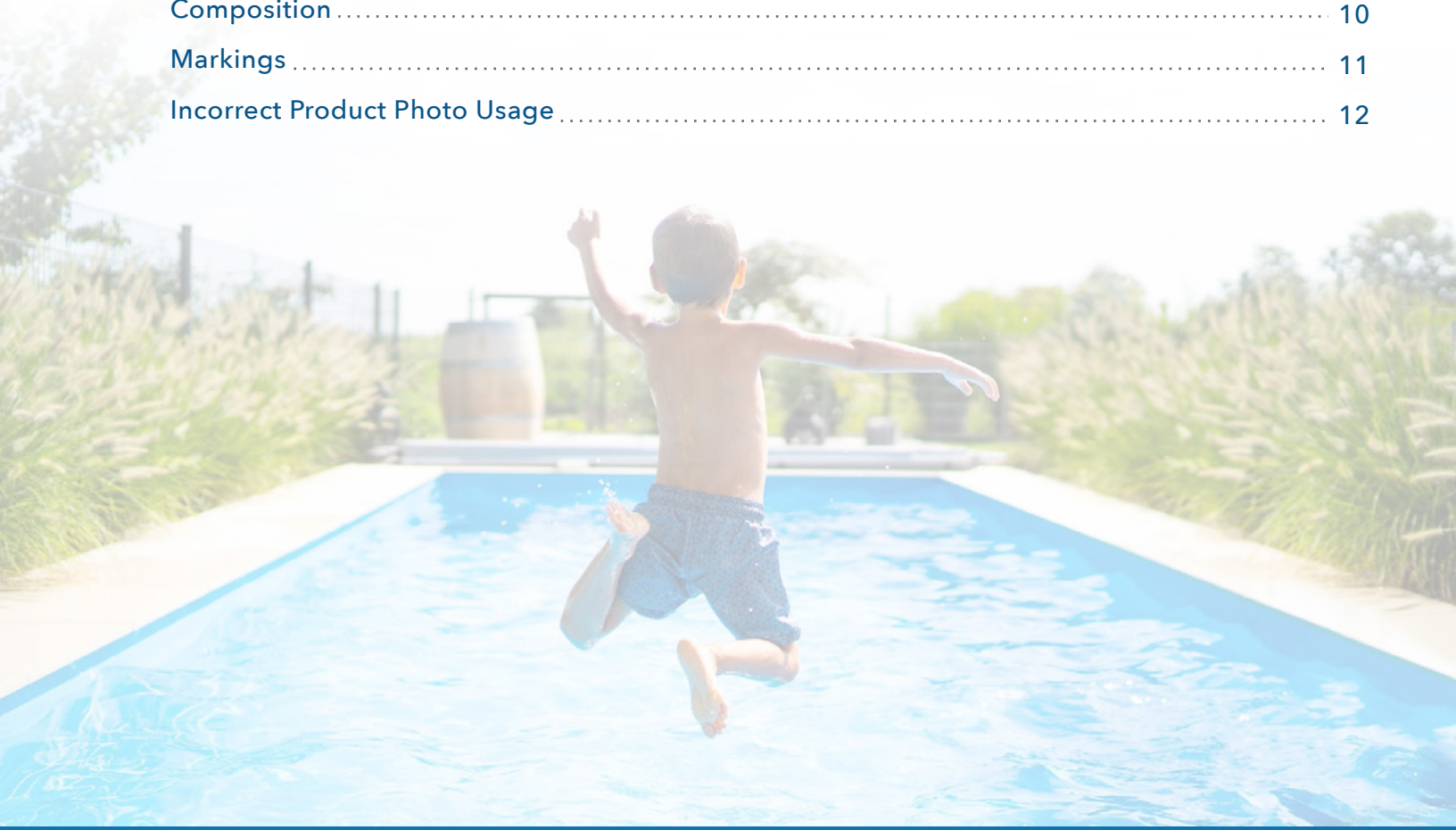
History & Logo	2
Full Color Version	3
Single Color Version	4
Exclusion Zone & Sizing	5
Examples of Logo Placement	6
Examples of Incorrect Logo Usage	7

FONT

Style & Usage	8
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PRODUCTS & BRANDING

Drop Shadows (Products)	9
Composition	10
Markings	11
Incorrect Product Photo Usage	12



HISTORY & LOGO

BRIEF HISTORY OF RAMUC

For almost 90 years Ramuc Specialty Aquatics Coatings has been dedicated to formulating the finest aquatics coatings for the backyard pool to the water park, wave pool and everything in-between. Ramuc's quality products protect your investment and recapture the original beauty of your pool or commercial water attraction with proven protective coating systems.



LOGO (FULL COLOR)

The logo must always be legible and maintain the integrity of their forms.



ORIENT

HEX #005487
RGB 2 85 135



SAN MARINO

HEX #3F74A0
RGB 62 116 160



SHIP COVE

HEX #7294B6
RGB 114 148 182



ROCK BLUE

HEX #A2B6CD
RGB 162 182 205



JUMBO

HEX #818285
RGB 129 130 133

LOGO (SINGLE COLOR)

A single color version of the Ramuc logo is provided in white and black. 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.



BLACK

HEX #000000
RGB 0 0 0
CYMK 0 0 0 100%
PANTONE Black C



WHITE

HEX #FFFFFF
RGB 255 255 255
CYMK 0 0 0 0%

LOGO EXCLUSION ZONE & SIZING

LOGO EXCLUSION ZONE

The 'exclusion zone' refers to the area around the logo which must remain free from other copy to ensure that the logo is not obscured. As the diagram below indicates, the 'exclusion zone' is equal to the upper length of the crossbar on the letter "A".



LOGO SIZING

For use over 25.4mm (1 inch) wide as a whole unit.



EXAMPLES OF LOGO PLACEMENT

Typically, for ad work, the Ramuc logo is placed near the corner of the ad, most often at the top right or bottom left. Regardless of position, it is important that the logo isn't visually "lost" due to a busy, competing background.

In this example, the Ramuc logo is placed in a good location.

Thanks to the relative lack of texture and color variations used on the bottom portion of the image, the logo is not competing for attention in this region of the design.



You can alter the visuals of a design to ensure the Ramuc logo is properly visible. In this example, the background has been lightened and blurred so the logo better becomes the main focal point.



BEFORE



AFTER

EXAMPLES OF INCORRECT LOGO USAGE



DO NOT change the type spacing of the logo.



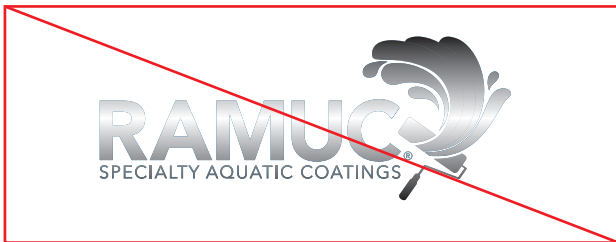
DO NOT change the relative size of the logo elements.



DO NOT distort the logo elements.



DO NOT place the logo on a strong-patterned background.



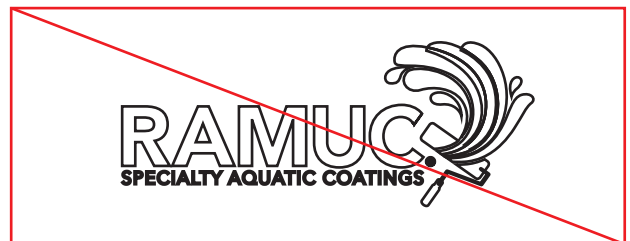
DO NOT add gradients to the logo.



DO NOT fill the logo with patterns.



DO NOT place the logo on an angle.



DO NOT stroke or outline the logo.



DO NOT place the logo on a background with insufficient contrast.



DO NOT change or invert the specified logo colors.

FONT STYLE & USAGE



Font usage is important to Ramuc 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, italicized or regular.

Body Text: Standard type, 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

DROPSHADOWS (PRODUCTS)

Depending on the design, a drop shadow may be added to a product to help give the product “weight” and dimensionality. This is especially true if the product is meant to be placed and blended into a composition’s environment.

ENVIRONMENT SHADOW CASTING

If the product is meant to be blended into a design’s environment, then the shadow casted by the product must match the same direction, opacity, length, etc as the other elements’ shadows in the composition, in relation to the environment’s light source(s).

However, the product should never be hidden or obscured by a shadow, especially the name/logo on the product.

GENERAL DROP SHADOW

The majority of Ramuc’s products are packaged in cans and pour containers.

If a general, non-descript drop shadow is desired for the product, the shadow should typically be centered to the product, as if the light is positioned directly above and in front of it.

On the rare chance the product is shot at an angle, the shadow should be casted to the left, as if the light is positioned above and to the right of it.



PRODUCT COMPOSITION

The majority of Ramuc's products are packaged in cans and pour containers. 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.

CAN PRODUCTS



1. Top lip is parallel or near-parallel horizontally. If there is a curve, it is slight and going upwards. You should never see the top plate of the can.
2. The product should have subtle, gentle, vertical level gradients to help accentuate the roundness of the product to give it extra dimensionality.
3. Vertical sides of product are straight.
4. Bottom lip has a moderate curve that is going downwards.

PRODUCT MARKINGS

The labeling for Ramuc's products should be presented in the simplest, clearest manner possible when used in digital and printed designs/ads. The intent is to only show design/text that is completely relevant to the branding of the product.

To achieve this, we remove superfluous markings on the packaging, such as barcodes, product weight/size, and country/region specific statements when the product's photo is used for advertisement purposes.

In addition to this, if a product has multiple options, such as for color choices, any markings that indicate a specific color on the label are also removed when using just a single product to represent that product's whole lineup.



BEFORE



AFTER

INCORRECT PRODUCT PHOTO USAGE

It is important to use the latest Ramuc product photos on your store page to ensure Ramuc 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 customers when searching for Ramuc products on your storefront.
- Using the latest product photos ensures Ramuc's branding is correctly presented.



Incorrect: Do not use old/outdated photos of Ramuc products.



Correct: Use the newest/latest photos of Ramuc products.

ARE YOU UP-TO-DATE WITH RAMUC'S BRANDING?

Here is a quick checklist to help see if you are up-to-date with Ramuc's branding.

- Are you using the latest Ramuc product photos?
The latest product photos can be found at www.ramucpaint.com/gallery/
- Are you using the latest Ramuc product descriptions?
The latest product descriptions can be found on each product page at www.ramucpaint.com

I have read, acknowledged, and will implement all Ramuc brand standards.

NAME

DATE



For more information or additional assistance email
info@ramucpaint.com