



BRAND & STYLE GUIDELINE



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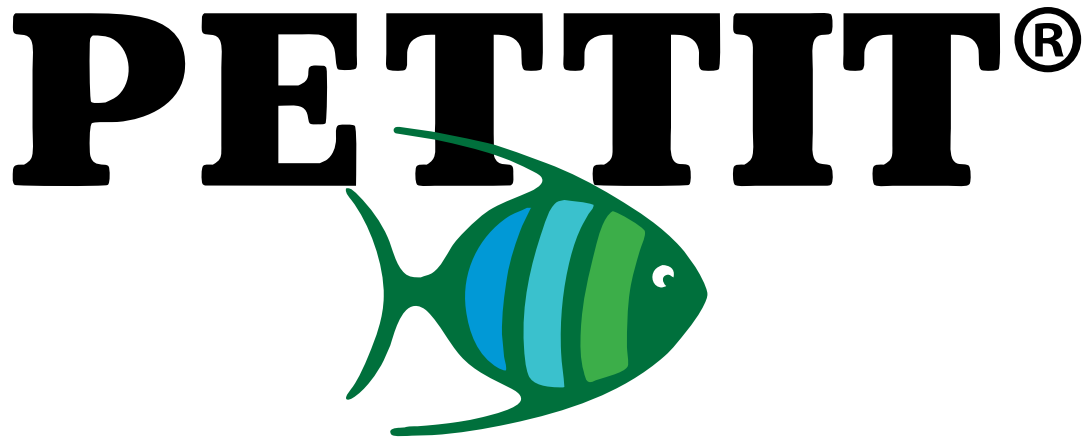
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LOGO & BRANDMARK

LOGO

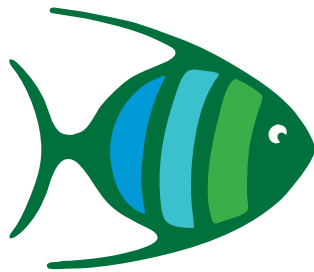


BRANDMARK



LOGO & BRANDMARK (FULL COLOR)

The 'light' version of the logo (right column) is shown with a dark background for illustration purposes. The logo and brandmark must always be legible and maintain the integrity of their forms.



BLACK (BLACK LOGO)

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



FUN GREEN (FISH BODY)

HEX #00703C CYMK 90 31 37 21%
 RGB 0 112 60 PANTONE 7733 C



WHITE (FISH EYE/WHITE LOGO)

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



CERULEAN (FISH STRIPE LEFT)

HEX #009ADE CYMK 77 25 0 0%
 RGB 0 154 222 PANTONE 2925 C



JAVA (FISH STRIPE MIDDLE)

HEX #1ECAD3 CYMK 66 0 21 0%
 RGB 30 202 211 PANTONE 319 C



APPLE (FISH STRIPE RIGHT)

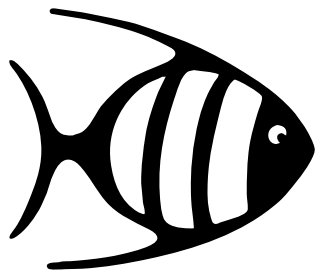
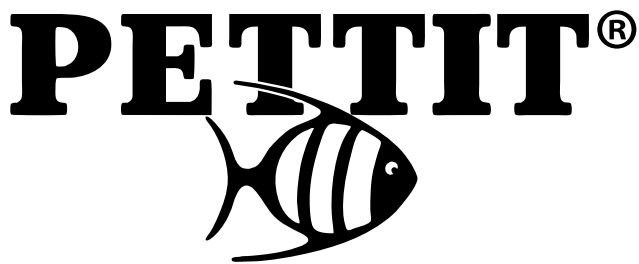
HEX #3DAE2B CYMK 76 4 100 0%
 RGB 61 174 43 PANTONE 361 C

LOGO & BRANDMARK (SINGLE COLOR)

A single color version of the Pettit logo and brandmark will typically be either of the color options shown below. The option chosen is dependent on the background it will be placed on.

The 'light' version of the designs (right column) are shown with a dark background for illustration purposes. Refer to the **Color Variations** section of this guide for exceptions to the color usage.

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



BLACK

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



WHITE

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

LOGO & BRANDMARK VARIATIONS (SINGLE COLOR)

The **single color version** of the Pettit logo and brandmark can use colors other than black and white under special circumstances. For example: If the logo is placed in a design that uses dark blue as its accent color, or if the primary text in the design uses a color such as dark blue, then the logo can also share the use of this color.

The color variations that can be used for the single color Pettit logo and brandmark are limited mostly to the blue range in the color space, however. Because of our nautical roots and boat-focused products, color variations are kept in the blue range for this reason.

EXAMPLE OF SINGLE COLOR LOGO/BRANDMARK VARIATION



Because the main text of this ad is grey-blue, and the Pettit logo is placed on a light part of the background, we use the same grey-blue color on the Pettit logo itself to better harmonize the piece.



EBONY CLAY

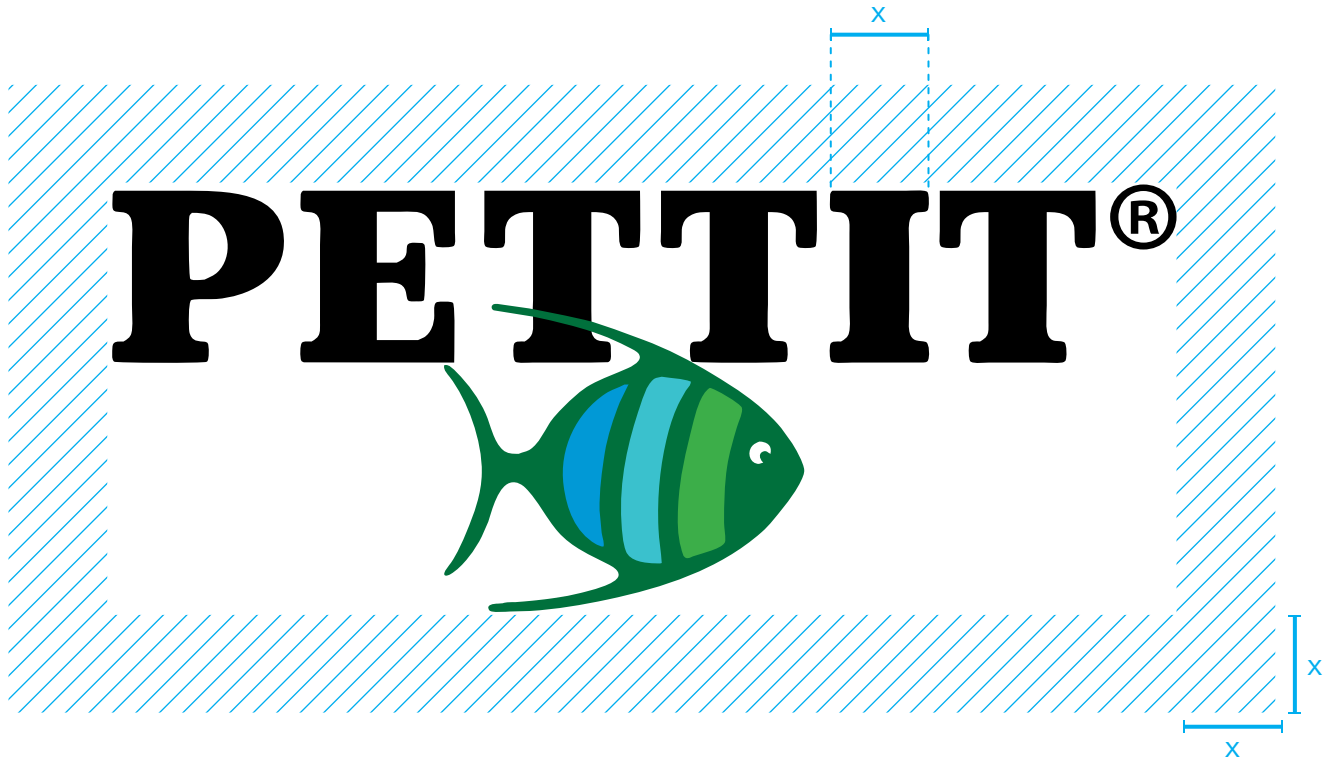
HEX	#2C3546	CYMK	83 72 49 46%
RGB	44 53 70	PANTONE	2380 C

It is important to note again that the color variations that can be applied to the logo and brandmark are almost always limited to visually pleasing blues.

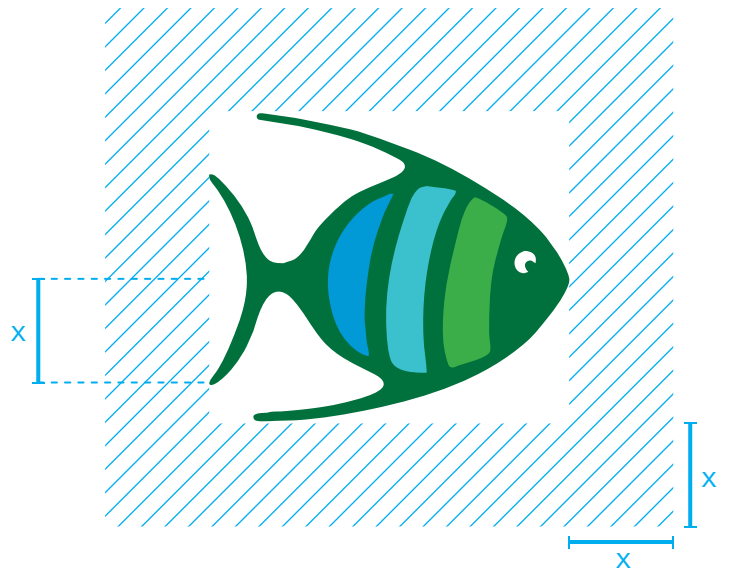


LOGO & BRANDMARK EXCLUSION ZONES

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 that of the top lip of the letter "l" in the Pettit logo.



As the diagram on the right indicates, when the brandmark is to be used independently then the 'exclusion zone' is equal to half the vertical length of the fish's tail fin.



EXAMPLES OF LOGO PLACEMENT

Typically, for ad work, the Pettit 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 the example to the right, the Pettit logo is placed in a good location.

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



You can alter the visuals of a design to ensure the Pettit logo or brandmark is properly visible. In this example, the background has been darkened to help make the logo stand out.



BEFORE



AFTER

And in this example, the background has been both darkened and blurred to soften its texture so as not to compete with the logo.



BEFORE



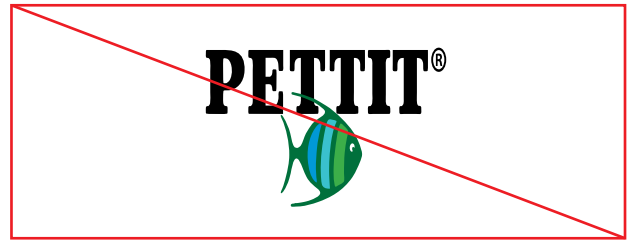
AFTER

EXAMPLES OF INCORRECT LOGO USAGE

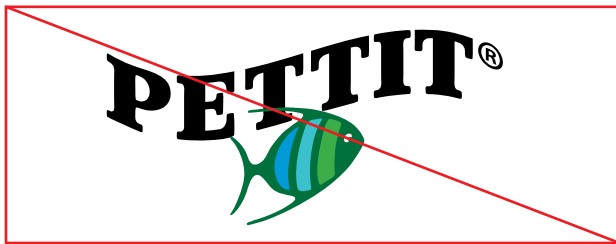
All rules of incorrect logo usage apply when the trademark is used alone.



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.



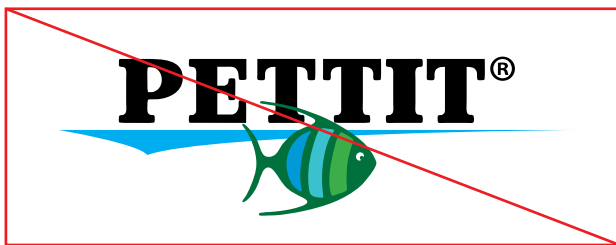
DO NOT place the logo on a strong-patterned background.



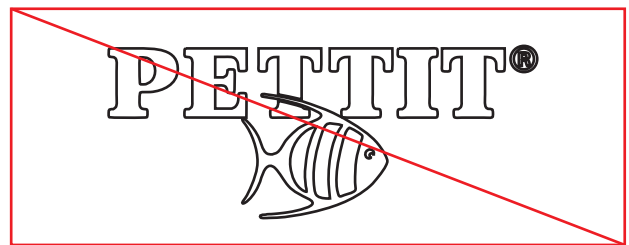
DO NOT add gradients to the logo.



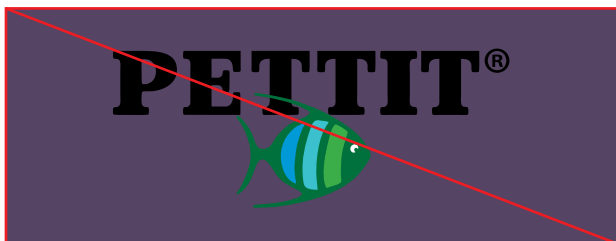
DO NOT fill the logo with patterns.



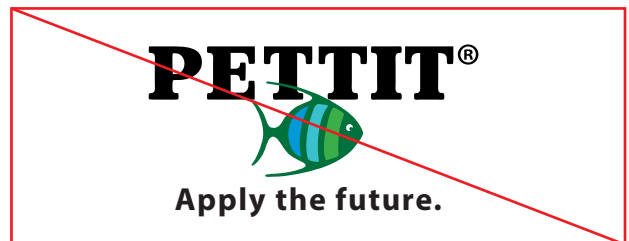
DO NOT add elements to the logo.



DO NOT stroke or outline the logo.



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



DO NOT use taglines with the logo.

FONT STYLE & USAGE



Font usage is important to Pettit 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.
- Body Text:** Standard type, regular weight.
- Category Titles:** All caps, italicized or regular, demibold or regular weight.

AVENIR NEXT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%^&*()

AVENIR NEXT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%^&*()

- 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

*The Verdana font family is an acceptable alternative if the Avenir Next font family is not available.

COLOR SWATCHES & DROP SHADOWS (TEXT)

COLOR SWATCHES

Pettit offers a wide variety of colors for its products. When displaying these color options as swatches, the shape of the swatch must have its vertical edges skewed to make them run diagonal, up and to the right. This “up and to the right” philosophy holds true for many of the design decisions made in our ads and brandwork.



OCEAN BLUE



ELECTRIC SAPPHIRE BLUE

With straight vertical being 90°, the diagonal slope of a swatch’s vertical edge is **70°**. The name of the color is placed below the swatch, left aligned from the bottom-left point of the swatch.

DROP SHADOWS FOR TEXT

Drop shadows should be used sparingly in any design. For text work, the drop shadow must be positioned to the bottom left of the element, to give the illusion that the element above it is rising up and to the right (which goes back to our “up and to the right” philosophy).

HYDROCOAT

HYDROCOAT

Incorrect: The drop shadow is positioned at the bottom right.

Correct: The drop shadow is positioned at the bottom left.

DROP SHADOWS (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.

GENERAL DROP SHADOW

If a general, non-descript drop shadow is desired for the product, the shadow must either be:

- Centered to the product, as if the light is positioned directly above and in front of it.
- Left of the product, as if the light is positioned to the right and in front of it.

For non-descript drop shadows, if the product is shot dead-center (such as can products) then the shadow can either be centered or to the left.

If the product is shot at an angle, the shadow should be to the left.



In this example of an angled product shot, the shadow is to the left of the product.



In this example of straight-on product shots, their shadows are centered to the products.

PRODUCT COMPOSITION

The majority of Pettit’s products are packaged in cans and boxes. 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.
3. Vertical sides of product are straight.
4. Bottom lip has a moderate curve that is going downwards.

BOX PRODUCTS

Box and square-shaped products are typically shot straight-on, but in some cases may be taken at an angle for added visual interest.

1. The top area of the product should never be shown. By doing this, it makes the products look strong and confident.
2. Vertical sides of product are straight.



PRODUCT MARKINGS

The labeling for Pettit’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

The latest product photos can be found at www.pettitpaint.com/press-room/

INCORRECT PRODUCT PHOTO USAGE

It is important to use the latest Pettit product photos on your store page to ensure Pettit 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 Pettit products on your storefront.
- Using the latest product photos ensures Pettit’s branding is correctly presented.



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



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

ARE YOU UP-TO-DATE WITH PETTIT’S BRANDING?

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

- Are you using the latest Pettit product photos?
The latest product photos can be found at www.pettitpaint.com/press-room/
- Are you using the latest Pettit product descriptions?
The latest product descriptions can be found on each product page at www.pettitpaint.com

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

NAME

DATE



PETTIT®



For more information or additional assistance email
marketing@pettitpaint.com

800.221.4466 | PettitPaint.com