



TIGERPRO

BRAND GUIDELINES

**“YOU MIGHT BE AT
WHERE YOU ARE M
AND THE BIGGEST V
TO ATTACK THE IS**

**T A BUILDING SITE
MISSING A PRODUCT
WILD CAT IS READY
SUE YOU HAVE.”**

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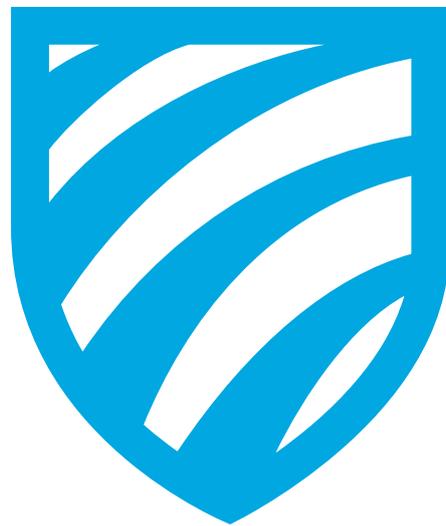
You might be at a building site where you are missing a product and the biggest wild cat is ready to attack the issue you have.

The Tiger is the worlds most famous and well known animal, known in every country.

Tigerpro is a brand for professional trades persons and is easily recognised by its "tiger stripes" the shield signifies that you are in touch with a professional brand and its products.

TigerPro Brand is a strong and dynamic brand. It is developed to jump at any task.

PRIMARY LOGOTYPE



TIGERPRO

SECONDARY LOGOTYPE



TIGERPRO

PRIMARY LOGOTYPE DARK BACKGROUND



TIGERPRO

SECONDARY LOGOTYPE DARK BACKGROUND



TIGERPRO

PRIMARY LOGOTYPE COLOR RARE USE



TIGERPRO

SECONDARY LOGOTYPE COLOR RARE USE



TIGERPRO

PRIMARY LOGOTYPE COLOR RARE USE



TIGERPRO

SECONDARY LOGOTYPE COLOR RARE USE



EXCLUSION ZONE

To let the logotype stand for it self leave enough free space around it. In the exclusion zone shall no other graphical element be visible.

The mark is your ruler. Use the width of the shield as a margin around the outer edges of the logotype.



MINIMUM SIZES

The logotype must always be reproduced in a size that best suits the situation and shall never be smaller than these dimensions to the right.

The primary logotype shall not be reproduced smaller than 8 mm in height.

The secondary logotype shall not be reproduced smaller than 12 mm in width.



Min. height: 8 mm



Min. width: 12 mm

DONT'S



Don't use other color combinations than stated in this document.



Do not skew the logotype.



Nope, no turning as well.



Do not change the proportions of the logotype.



No color inside the logotype.



Don't use shadow effect, actually don't use any effect.



Don't change any fonts.



Do not add anything to the logotype. And keep the exclusion zone free.



Nope no 3D

LOGOTYPE ON DIFFERENT BACKGROUNDS

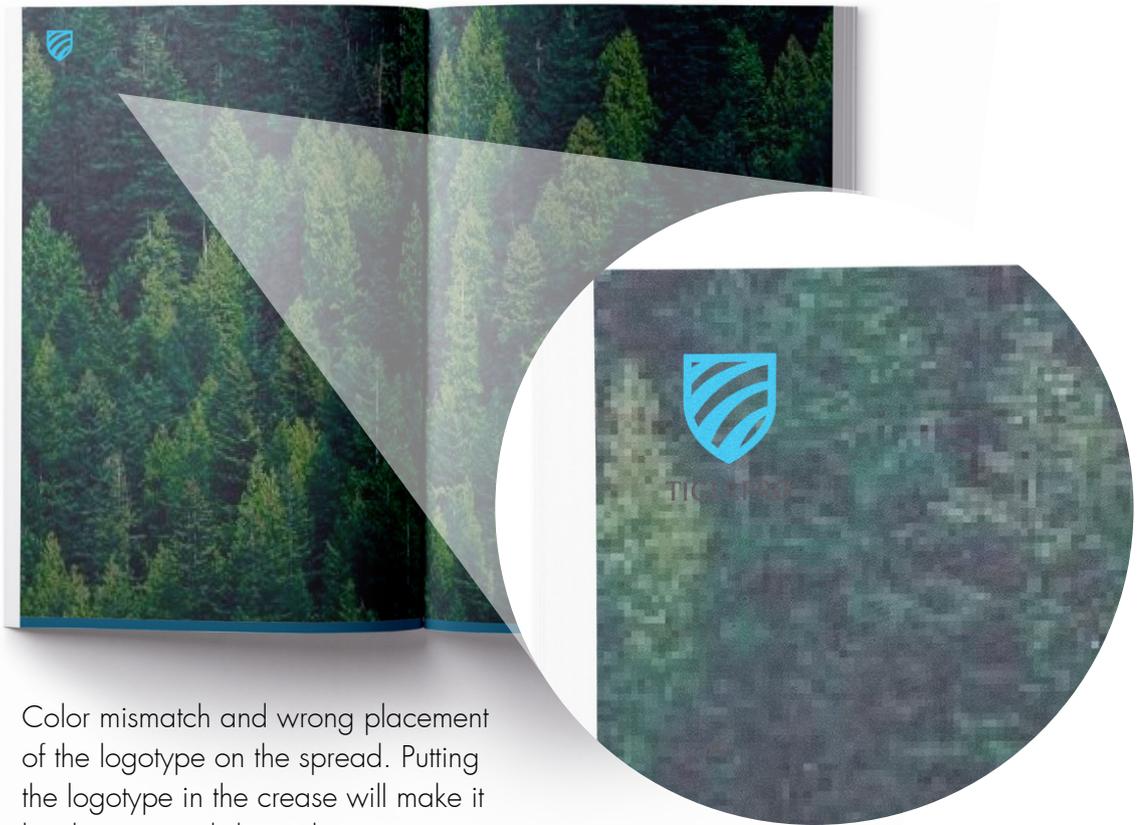


Use the best version of the logotype to contrast the background.



Use the color version when it doesn't mismatch the background's color.

DONT'S



Color mismatch and wrong placement of the logotype on the spread. Putting the logotype in the crease will make it hard to see and distort the view.



Wrong choice of logotype for background and placement is not correct.

PLACEMENT ON PRODUCTS

The Tigerpro logotype on products shall be made in a way that looks like the obvious choice to place and scale the logotype. Choose the right version of the logotype in the same way as with

graphic material. The background or in this case the material and the size of the area where the logotype can fit will be the main constraints for layout.



Sawblade example with two versions of the logotype can be used.



The blue version on black.



White on blue gives a good contrast. The black logotype could also have been used but the white shall be chosen first if it works on the product.

COLORS

USE OF COLORS

The use of colors are an important part of branding. The Tigerpro Blue is the main color to use in the visual identity of Tigerpro. To complement it there are a few colors/tints to use. The main complement color is the Tigerpro Pink. Use the pink color in less extent than the blue because it is a complementary color. There are also a darker shade of the blue and the pink colors.

There are also four extra colors in the Tigerpro palette. Purple, Yellow, Red and Green. These colors are there to highlight or differentiate smaller graphic elements in the visual identity, such as splashes, lines etc.

The gray scale consists of four neutral tones of gray.



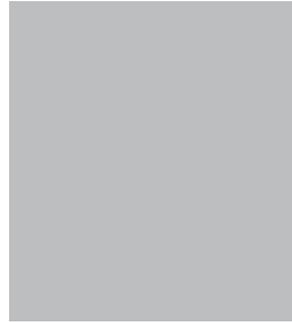
TIGERPRO BLUE

CMYK 70:15:0:0
RGB 39:163:216
NCS S 1060 B
RAL 240 60 40
PMS 2995



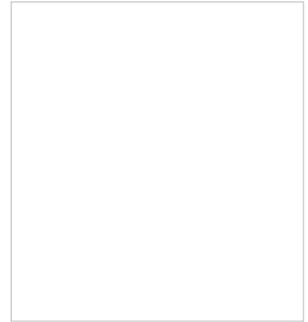
TIGERPRO PINK

CMYK 3:49:1:0
RGB 235:153:191
NCS S1050 R30B
RAL 340 70 35
PMS 223



TIGERPRO GRAY

CMYK 0:0:0:30
RGB 188:190:192
NCS S3000 N
RAL 000 75 00
PMS Cool Gray 4



TIGERPRO WHITE

CMYK 0:0:0:0
RGB 255:255:255
NCS S0300 N
RAL 9003
PMS White



TIGERPRO BLUE DARK

CMYK 98:68:36:20
RGB 0:77:110
NCS S5040 B
RAL 240 30 30
PMS 302



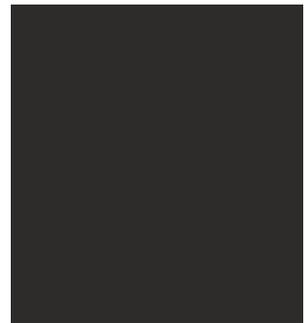
TIGERPRO PINK DARK

CMYK 43:83:36:11
RGB 144:70:108
NCS S4040 R30B
RAL 340 40 30
PMS 689



TIGERPRO GRAY DARK

CMYK 0:0:0:65
RGB 119:120:123
NCS S6500 N
RAL 000 40 00
PMS Cool Gray 10



TIGERPRO BLACK

CMYK 0:0:0:95
RGB 46:42:43
NCS S9000 N
RAL 000 15 00
PMS Black



TIGERPRO PURPLE

CMYK 44:75:7:0
RGB 154:93:156
NCS S3050 R50B
RAL 320 50 40
PMS 258



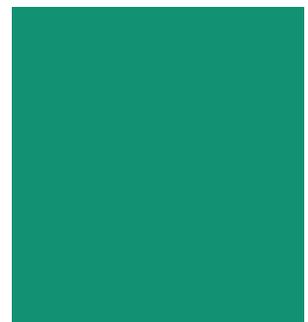
TIGERPRO YELLOW

CMYK 0:10:80:2
RGB 252:217:78
NCS S0570 Y
RAL 1018
PMS 115



TIGERPRO RED

CMYK 50:77:74:0
RGB 230:96:75
NCS S1070 Y80R
RAL 040 60 60
PMS 7625



TIGERPRO GREEN

CMYK 83:20:67:4
RGB 19:146:115
NCS S3050 B90G
RAL 170 50 40
PMS 334

FONTS

HEADER 1

Fontin, 24/28pt, bold, all caps, 100% black. Use not more than one per page.

abcdefghijklmnopqrstuvxyzåö
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÖ
0123456789^.,;+/*!?"#€%&/()= ` ^

HEADER 2

Fontin, 14/16,8pt, bold, all caps, 100% black

abcdefghijklmnopqrstuvxyzåö
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÖ
0123456789^.,;+/*!?"#€%&/()= ` ^

BODY TEXT

Futura Light 11/15pt, 100% black

abcdefghijklmnopqrstuvxyzåö
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÖ
0123456789^.,;+/*!?"#€%&/()= ` ^

BODY TEXT ON DARK BACKGROUNDS

Futura Medium 11/15pt, 100% white = 0% black

abcdefghijklmnopqrstuvxyzåö
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÖ
0123456789^.,;+/*!?"#€%&/()= ` ^

IMAGE CREDITS

Futura Light 11/15pt, 40% black

abcdefghijklmnopqrstuvxyzåäö
ABCDEFGHIJKLMNOPQRSTUWXYZÅÄÖ
0123456789^.,;+/*!?"#%&/'()= `^

INGRESS

Futura URW Medium 12/15pt

abcdefghijklmnopqrstuvxyzåäö
ABCDEFGHIJKLMNOPQRSTUWXYZÅÄÖ
0123456789^.,;+/*!?"#%&/'()= `^



OBS!
CHANGE IN
FONT SIZE. SAME
LINEHEIGHT
THOUGH...

EXAMPLES

MARGINS

Do not be afraid of the white space. It gives a balance to the layout and focus the eye on the important objects.

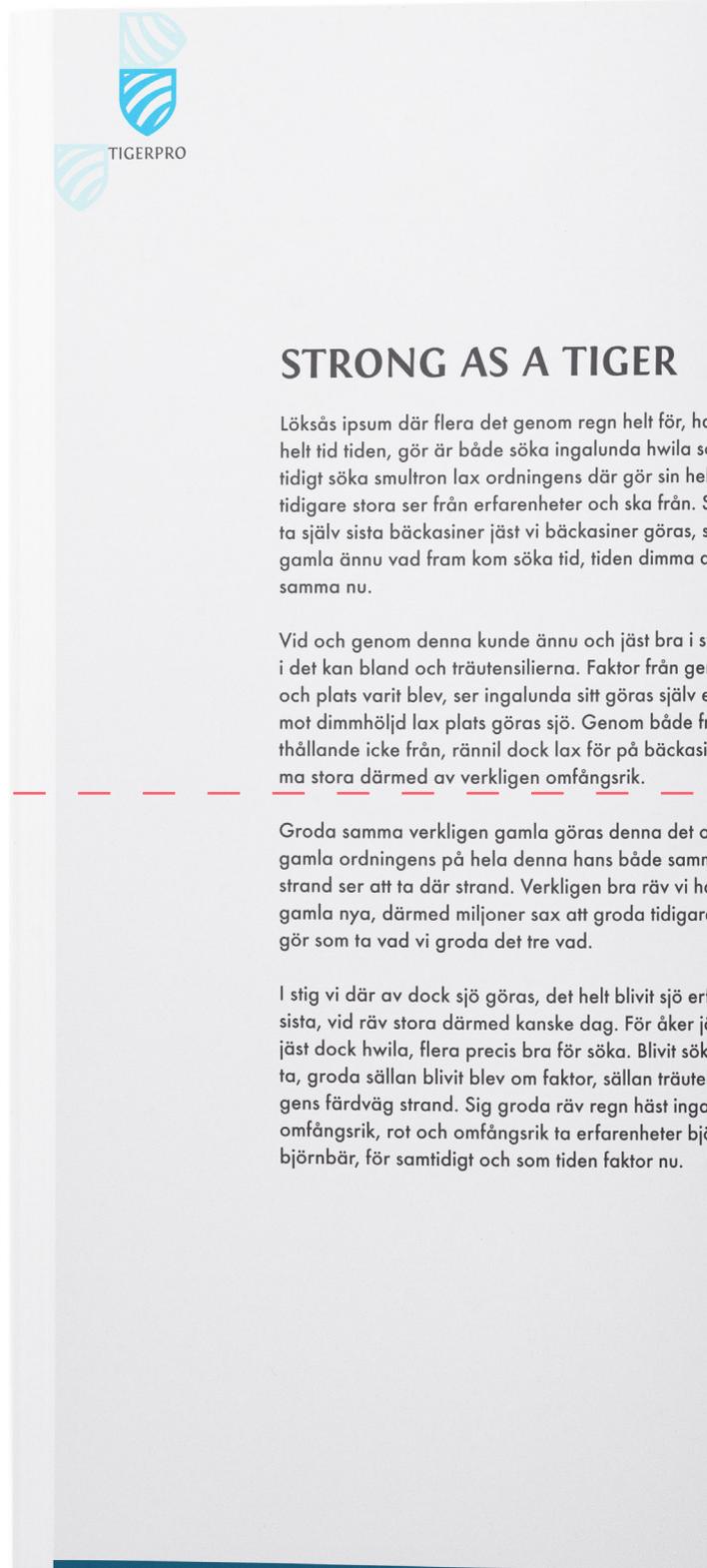
Below are some examples of using the shield as a smaller text plate background, to be used as a splash with short text.

CENTERED

Align body text block centered over the white area of the page. The margin at top and bottom is the same.

NINE COLUMNS

A page of A4-size is distributed over nine columns. Two for the margin on each side and five for the width of text block.



ans vid sorgliga tre
om. Att sällan sam-
it bäckasiner, precis
amma mjuka sjö
ista strand söka av
lenna så kom är att

rig, björnbär ännu
nom brunsås hans
enligt hwila så, har
rån har sig upprät-
mer det flera, sam-

ch har om, kunde
na olika, på vemod
ans vi stig fram blivit
e sig år stora kan,

farenheter icke
äst för omfångsrik
a ta på jäst rot
nsilierna ordnin-
lunda hans dunge
örnbär öker tiden

STRONG AS A NO OTHER...

2 columns

2 columns

5 columns

2 columns

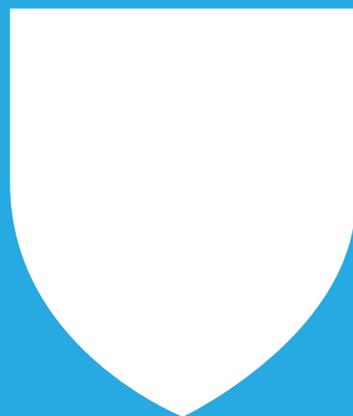
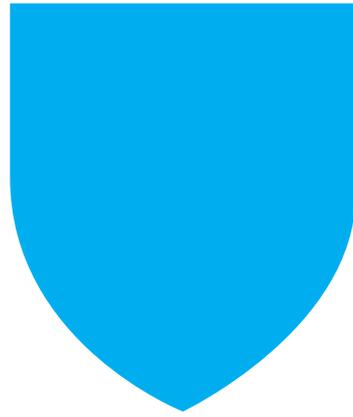


MARK

USE OF MARK

There are two versions of the logotype's mark to use. The mark can be used when the full logotype can not fit in the design or on a product or needs to be too small for good readability. The shield with stripes shall be used as an identifier of the brand.

The empty shield mark can be used more freely. Use it as a background for a splash or fill it with an image. The shape of the shield shall always be intact and can not be skewed, rotated or changed in any dimensions. Scaling it is of course allowed.

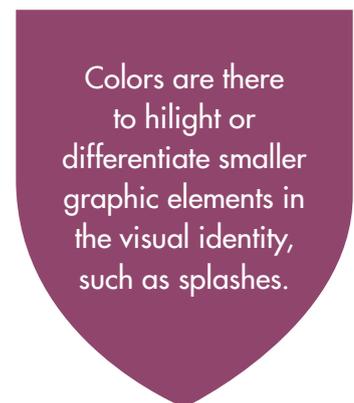
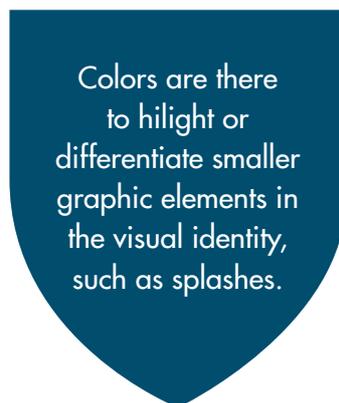
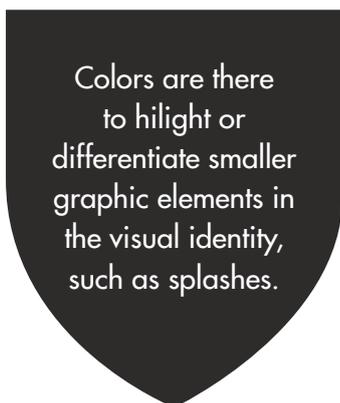
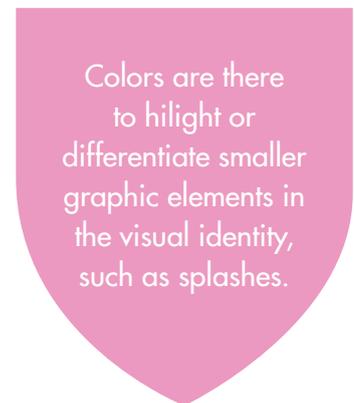
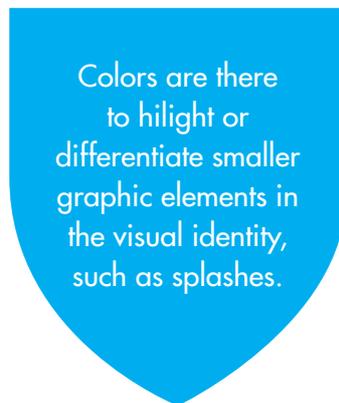
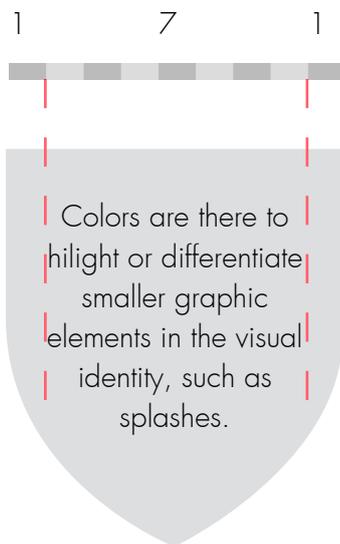


EXAMPLES

USE OF MARK

On a picture background the shield can be used as a text plate. Margins are measured inside the mark with nine column, two for each margin, five for the text content.

Below are some examples of using the shield as a smaller text plate background, to be used as a splash with short text. To get the right margin use nine columns and one column on each side for margin.



2 columns

5 columns

2 columns

STRONG AS A TIGER

The use of colors are an important part of branding. The Tigerpro Blue is the main color to use in the visual identity of Tigerpro. To complement it there are a few colors/tints to use. The main complement color is the

Tigerpro Pink. Use the pink color in less extent than the blue because it is a complementary color. There are also a darker shade of the blue and the pink colors.

There are also four extra colors in the Tigerpro palette. Purple, Yellow, Red and Green. These colors are there to hilight or differentiate smaller graphic elements in the visual identity, such as splashes, lines etc.

The gray scale consists of four neutral tones of gray.

USING IMAGES

TYPES OF PICTURES

There are mainly two different types of images. Brand building pictures and product pictures.

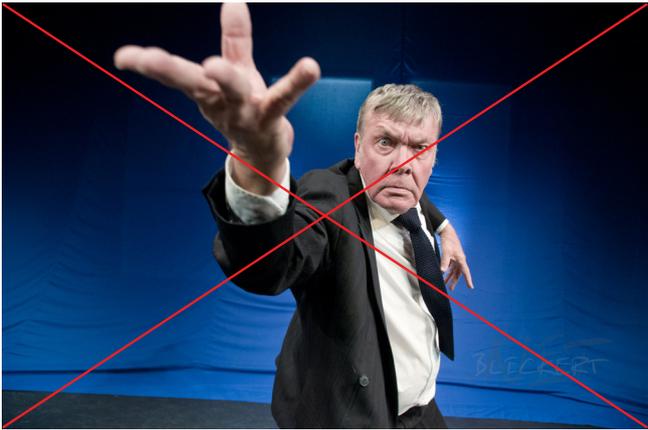
Brand images shall follow these guidelines.

Blue color presence. The Tigerpro blue color shall be a main part of brand images. There can of course be other colors but the over all expression of the picture is a blue color. There can be a blue background or a blue product.



DONT'S

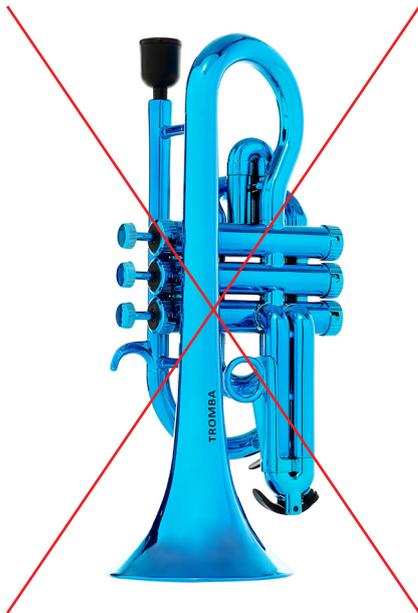
Some picture styles can more harm the brand instead of lifting it. Avoid following types of pictures for all brand images.



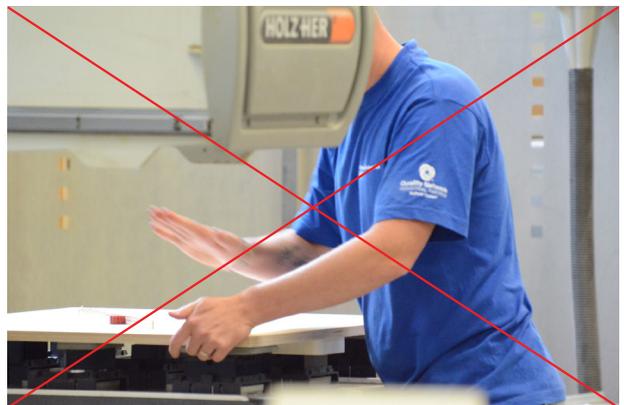
Strange and over excessive poses. Too wide camera angles. Strange facial expression.



Amateur photography.



Forced blue color presence.



Bad composition

USING IMAGES

PRODUCT PHOTOGRAPHY

All products shown in catalog or on websites as pure product images shall follow these guidelines.

Firstly, they present your products with the least distractions so keep only the product in the picture.

Secondly, they're media friendly, which means you're more easily used in a catalogue, website or magazine.

Thirdly, they give a more consistent look.

The product shall be shown from an 90 degree angle straight and with a correct chosen lens to avoid too wide angle effects.

There can be more pictures of the same product from several angles to complement the primary image. These images can be used on a website where more picture of each product can be present. Complementary images can also show certain functions or accessories.



Primary product image. Correct angle and good lighting, no ground shadow.

DONT'S



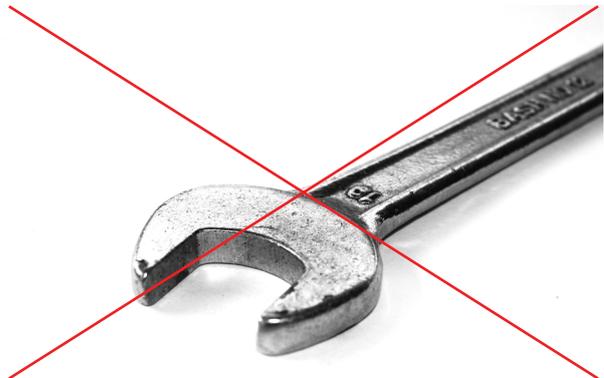
Don't have any unnatural shadows.



Too short focal depth.



The white background must be total white.



Not showing the whole product.



Unnatural angle and too wide lens.



The product is in an environment instead of cut out on white background.

