BRAND GUIDELINES 2022

THE CLEAR GUIDE

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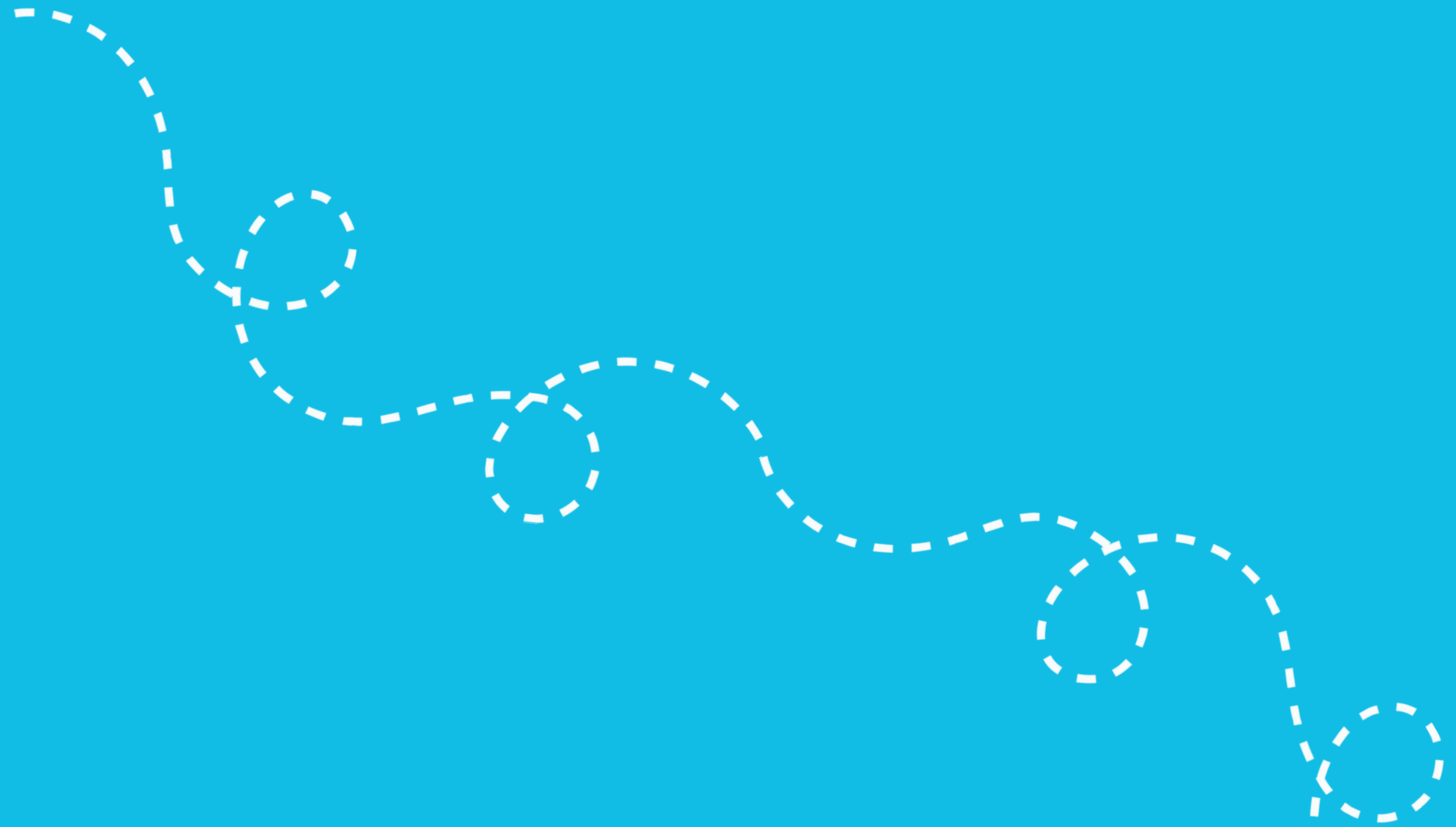
HOW TO USE THIS GUIDE

Our brand is more than our name or our logo. It's the sum total of everything we say and do. At ClearDefense, we set and achieve ambitious goals. The quality of our products and services reflects our identity. Our guidelines have been designed to ensure consistency within our brand, helping to create strong, recognizable, and innovative communications. The following pages demonstrate the flexibility within the identity and should be used to inspire and motivate creative expression.

LOGO



Clear Guidelines

MASTER LOGO

Our logo is simple, clean, and stylish. The shield represents our commitment and confidence in protecting homes against damaging and dirty pests. The logo is available for use in color, black, and white in all instances where the logo is used on its own. Overall style - modern and professional.

BRAND STRATEGY

BRAND POSITIONING STATEMENT

ClearDefense provides cutting edge pest control service to homeowners who value long-term innovative solutions to stay ahead of the problem

DIFFERENTIATORS

- Customer Experience
- Environment, Pet, and Child-Safe Products
- Innovative Pest Control Technology
- Product Effectiveness

TONE WORDS

DEPENDABLE | PROFESSIONAL | INNOVATIVE | PRESERVATIONISTS | NEIGHBORLY | PROACTIVE

BRAND SPECTRUM

CLEARDEFENSE

CLEARDEFENSE

CLEARDEFENSE

CLEARDEFENSE

CLEARDEFENSE

CLEARDEFENSE

COPY & TONE OF VOICE

The ClearDefense pest control service offers innovative solutions to residential pest control problems as if they were our own family or neighbor, and the brand voice should reflect that. While we are confident and bold in our approach, the way we say it should be warm and caring. The voice must convey confidence and our pro-active approach that speaks to our customers who are already busy with their family and careers. But, it should be able to speak conversationally, as if to a family member or neighbor who was about to watch your house while you were away.

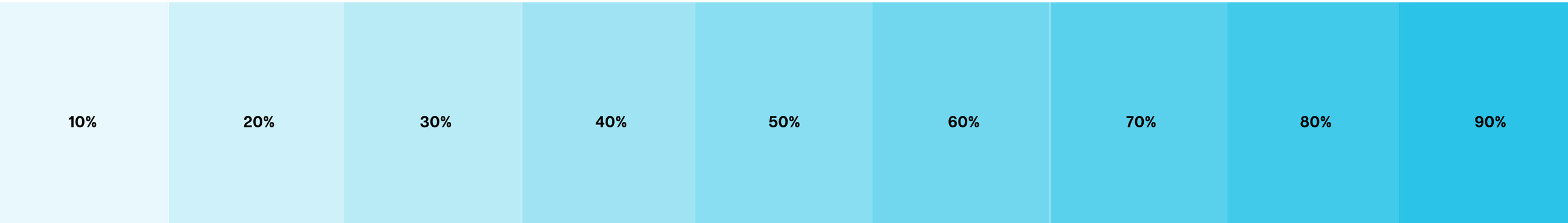
THE COAST IS CLEAR

COLOR PALETTE

COASTAL BLUE

Costal blue is bold. It's a color that works best at 100%. If there is an occasion when you need to create contrast without adding extra colors, you can use this color in incremental tints. Avoid using any other tints. Color is a key element of this design, therefore it is important that CMYK is used for printing and RGB is used for screens.

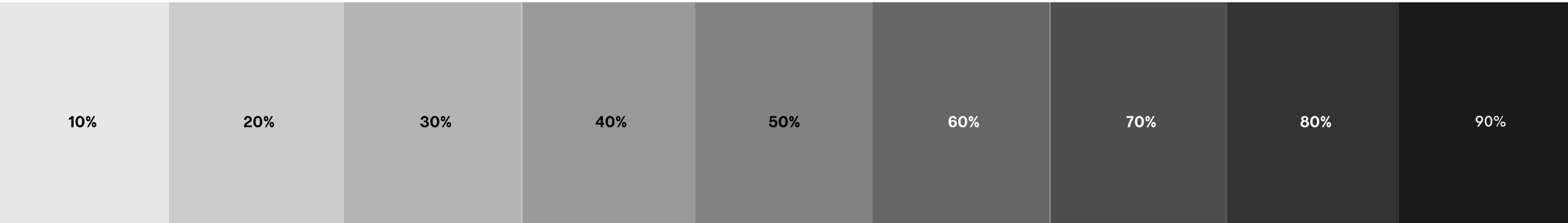
CMYK	RGB	HEX
92, 17, 0, 10	18, 189, 229	#12BDE5



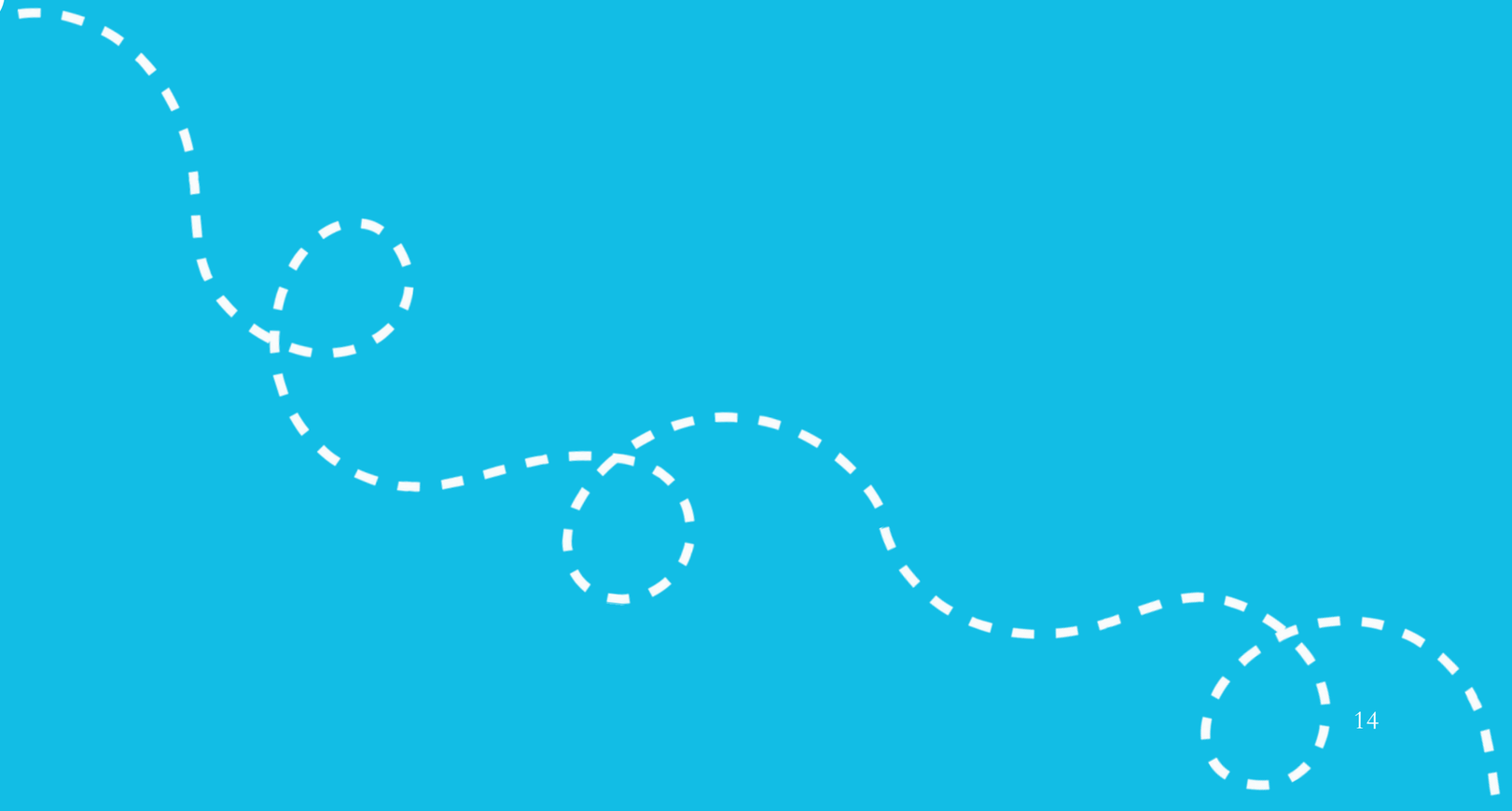
TARANTULA BLACK

Tarantula Black is heavy. It's a color that can be used to add contrast without overwhelming the Coastal Blue. Color is a key element of this design, therefore it is important that CMYK is used for printing and RGB is used for screens.

CMYK	RGB	HEX
60, 60, 60, 100	0, 0, 0	#000000

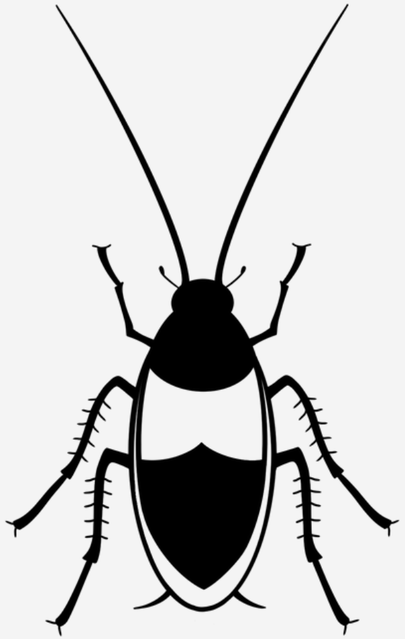


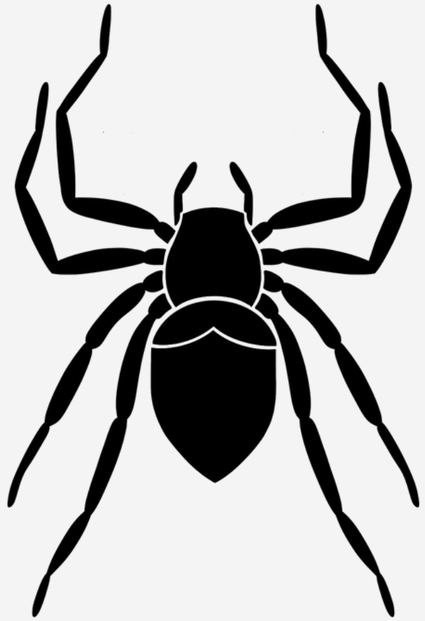
GRAPHIC ELEMENTS

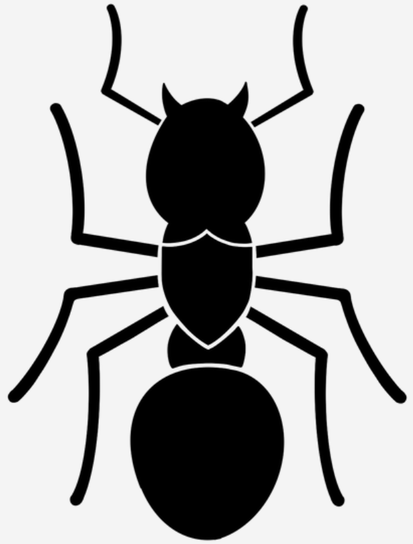


ILLUSTRATIONS AND PATTERNS

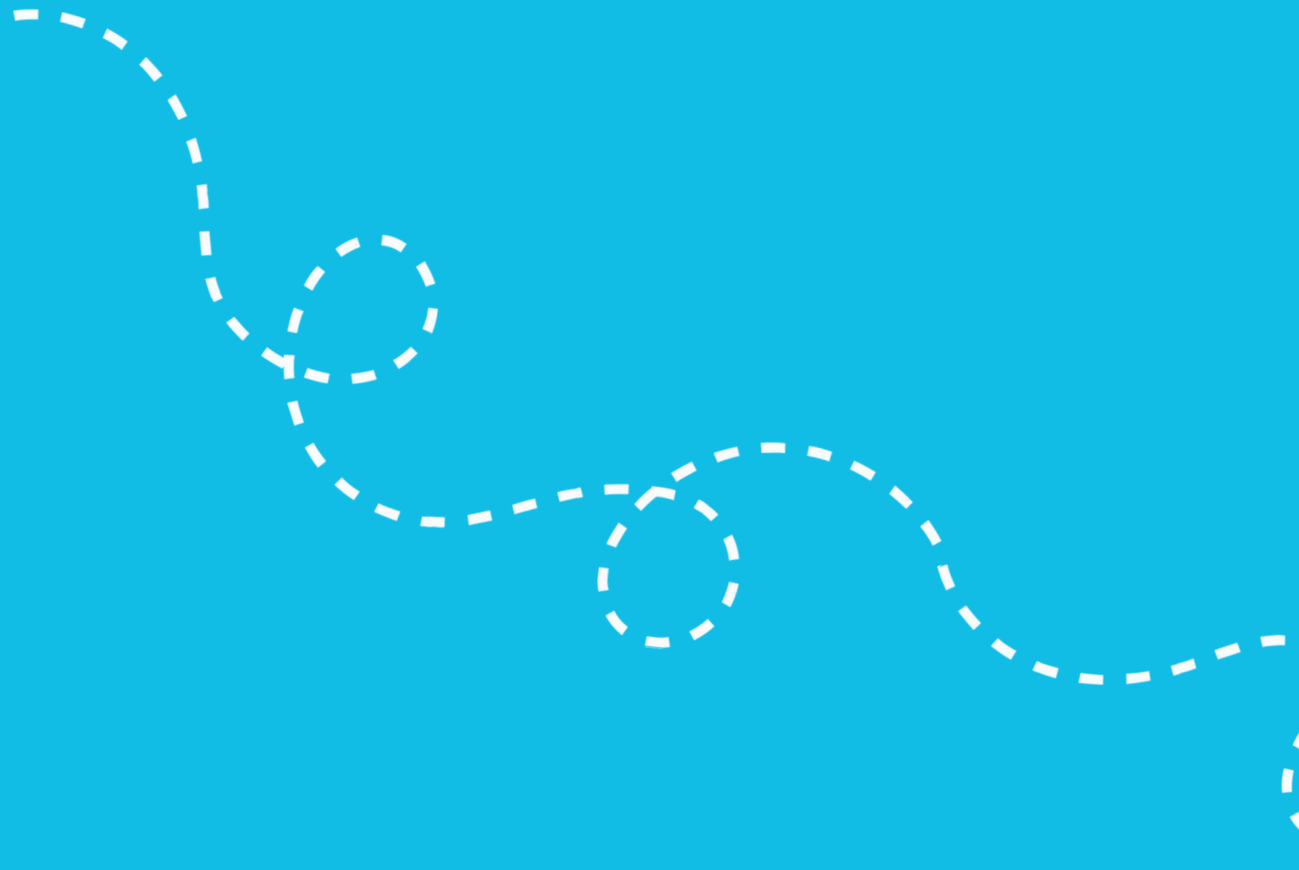
The illustrations/icons below all include the ClearDefense shield. These icons can be used for the Bug Blog and as an added graphical element to print and digital media. The "ant pattern" can be used to add depth to presentations, digital and other print resources.







TYPOGRAPHY



PRIMARY FONT

Futura PT Bold is our heading weight.

Futura PT Medium is used for sub-headings.

Futura PT Medium Italics is used for quotes and interviews.

SECONDARY FONT

Garamond Bold is used for captions and some bodies of text.

Garamond Regular is used for captions and some bodies of text.

Garamond Regular Italic is used for quotes and interviews.

PHOTOGRAPHY

WEBSITE AND SOCIAL MEDIA

This photographic style is for web advertisements, social media, and reports. It appears as light and clean which is how we want our customers to feel in their pest-free homes. Each picture should be adjusted to reflect the same brightness and contrast.

QUESTIONS

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