

SILVERFOX



BRAND GUIDELINES

SEP 2016

BEAUTIFUL BACKYARDS

1 Tone Of Voice

2 Brand Identity

3 Video Layouts

4 Color

5 Typography

MEET SILVERFOX

He's slick, suave, and handsome.

He's in his mid-40s, the silver is starting to show in his hair. It's not a sign of age, but one of wisdom. And after being in the industry for 35 years, he's learnt a thing or two.

Like how important it is to be down in the trenches with his men for every single project, even after all these years. It took him years of very hard work to get this good. And he wouldn't have done it if he didn't love what he did. He's proud of what he has accomplished, but he hasn't forgotten his roots. His voice is sincere. Direct. Truthful. Experienced. Assertive.

Softened with a dry sense of humour. He knows what he is doing because he's been doing it for many, many years. He's the epitome of what every other pool and landscaping company aspires to be. He is a leader.

TONE OF VOICE

WISE, ASSERTIVE, CONFIDENT, HUMBLE AND HARDWORKING

What we would say

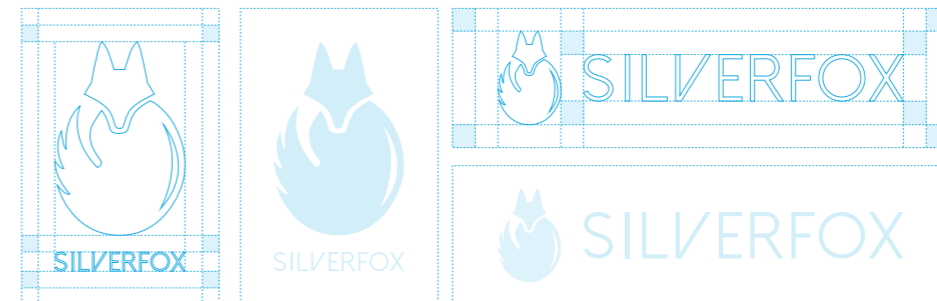
"Building a pool is easy. All you need is the right tools, and just three decades of experience."

What we wouldn't say

"We have been in the swimming pool and landscaping business for 35 years. We strive to give our clients the best experience possible."

BRAND IDENTITY

1/GUIDELINES



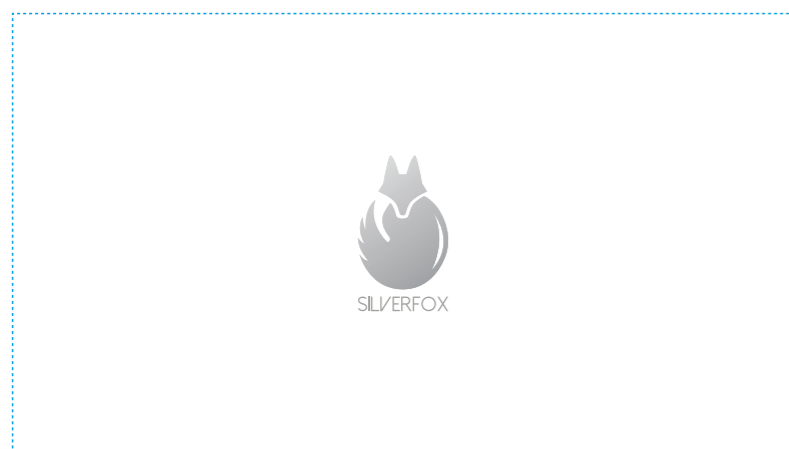
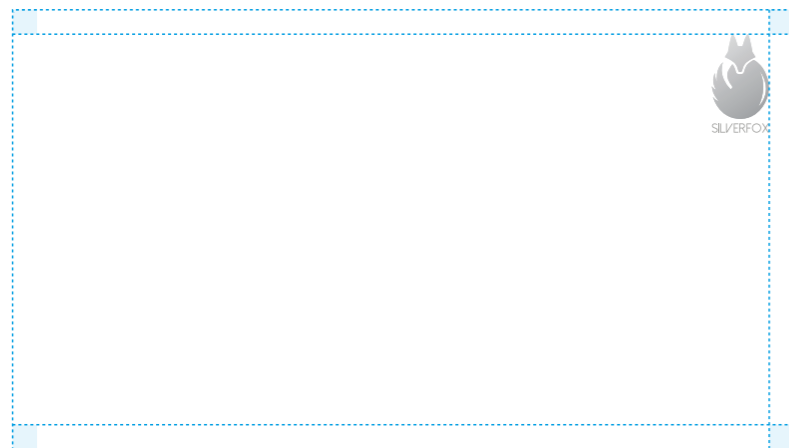
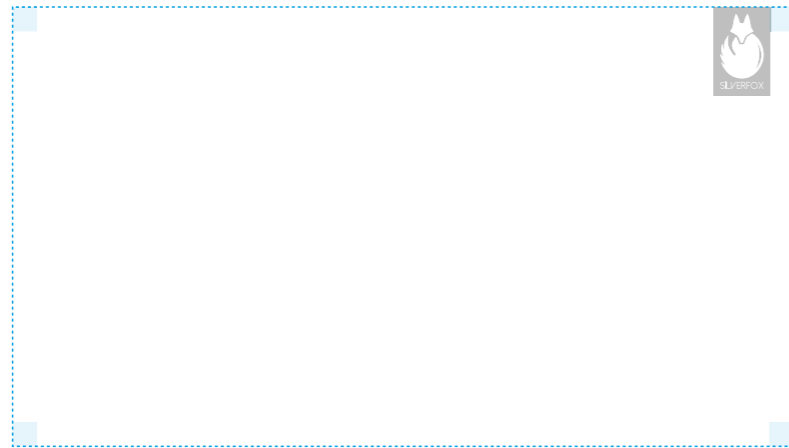
2/STANDARD LOGO



3/MONOTONE



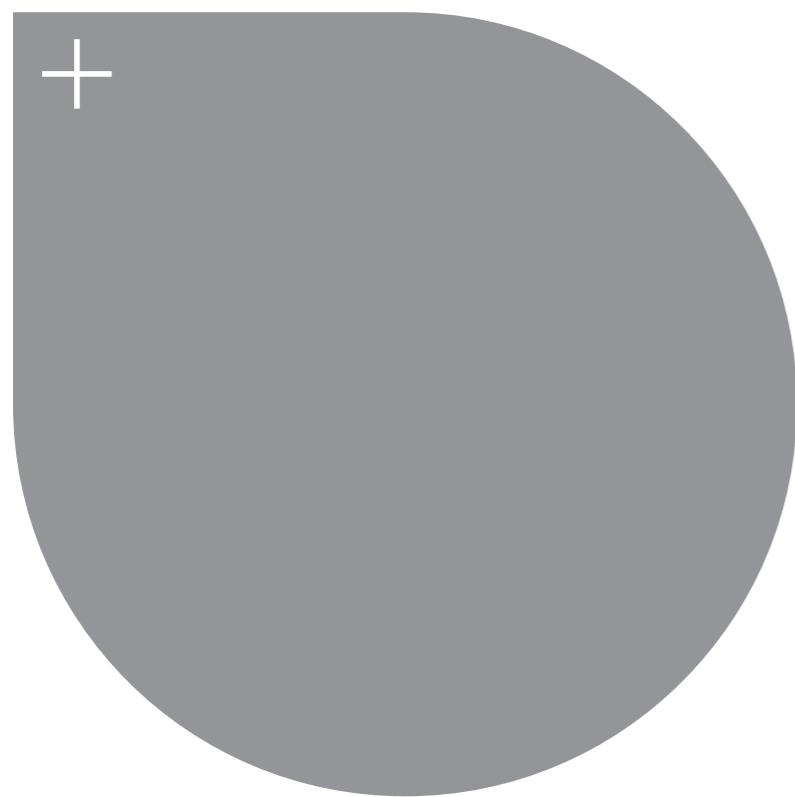
LOGO PLACEMENT



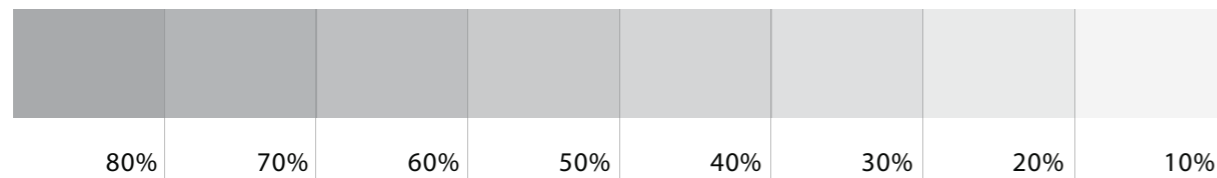
BACKGROUNDS



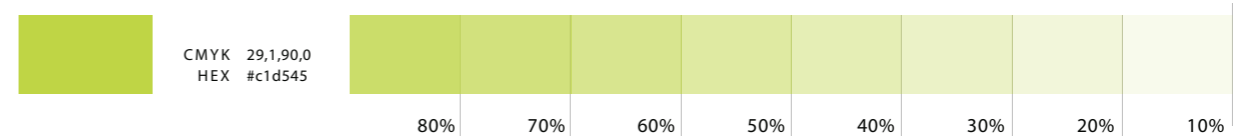
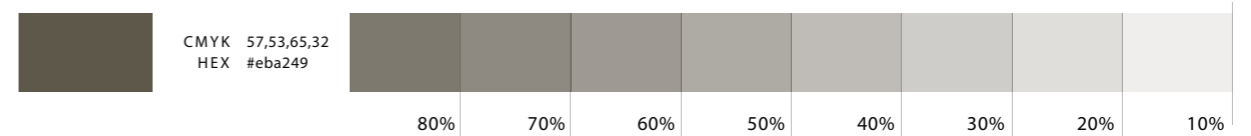
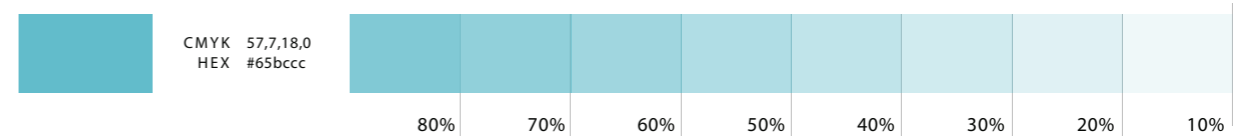
PRIMARY COLOURS



RGB 147,149,151
CMYK 0,0,0,50
HEX #939597



SECONDARY COLOURS



PRIMARY TYPE

BUILDING A
POOL IS EASY.
ALL YOU NEED IS
THE RIGHT TOOLS,
AND JUST THREE
DECADES OF
EXPERIENCE.

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=_+<>?/.,:"

Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=_+<>?/.,:"*

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=_+<>?/.,:"**

AVENIR

SECONDARY TYPE

BUILDING A
POOL IS EASY.
ALL YOU NEED IS
THE RIGHT TOOLS,
AND JUST THREE
DECADES OF
EXPERIENCE.

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=_+<>?/.,:"

Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=_+<>?/.,:"*

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=_+<>?/.,:"**

ARIAL



SILVERFOX

silverfox.net