



Brand Standards

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01 introduction

We will slay the spill and protect thy castle.

There are one thing and one thing only that Perma-Guard does better than anybody else. We know how to *slay the spill*. We offer top quality stain protection/stain removal and upholstery cleaning services for fabric, carpet and leather in Malibu, LA, and OC since 1987. Just like our potent solution to *slay the spill*, our brand demands careful attention to detail.

O2 brand strategy

Brand Strategy

We realize that we serve our customers with top quality services, so we demand a top quality branding. We are more than the sum of the services we provide. We are a brand that will be stand out and be remembered.

Our new look created to separate ourselves from competitors. We are different, and we want to be perceived differently.

O2 brand strategy

Mission Statement

We walk in to your place with one thing in mind - we will *slay the spill*. It is our mantra. Whether you want to protect or clean, we will be ready to *slay the spill*.

Vision Statement

We strive to become the best stain protection andn cleaning brand in the U.S.

03 brand voice

Brand Voice

Communication is a very important aspect of our brand. The way we communicate with our clients sets the tone and let them know who we really are. With a consistent message, our customers will have a clear idea of what Perma-Guard stands for, and they will be able to easily connect to our brand.

Slay the Spill is our battle cry. It is our voice. All of our communication starts with our battle cry in mind. We wake up in the morning and ready for the battle against the spill. We are determined to protect your home from the nasty spills. We are ready to battle.

Brand Personality

All of our headline in our marketing efforts have a recognizable voice. We are the brave knight and the spill is an ugly dragon we slay everyday. It's our personality. It's who we are.



And then the wine spill covered up its ugly wings before it fell silent to the mighty power of Perma-Guard's potent solution.

Till our dying breath, we will slay the spill & protect thy beloved contemporary on a hill.

The monster spill that had terrorised thy beloved furniture now lay slain by this knight's wicked permanent solution.
No more would it scorch thy cape cod.

Many epically failed at the breath of this monstrous spill, now one brave knight with the ultimate permanent solution would soon end this reign of terror at your bungalow.

Tagline

A clear tagline is important to complement an easily recognizable brand. By showcasing exactly what we sell, our customers have no doubt about what we offer. It is also easy to make the connection with our passion.

Slay the Spill

Logo Symbolism

Our logo has specific meanings.
It symbolizes who we are and what we do.



04 brand visuals

Standard Logo

Our new logo signifies our value. Its proper usage is critical to our brand and our to brand awareness. These are the approved logo variables.



Main

Use this version in these situations:

- Small sizes.
- Publication usage.
- On clean & solid backgrounds.
- Vehicles



Main Alternate (Bred 1)

Use this version in these situations:

- Small sizes
- On a textured backgrounds.
- On a light backgrounds

04 brand visuals

Alternate Logo

These are the approved alternate logo variables.



Grayscale



Bred 2



On A Primary Background 1



On A Primary Background 2

04 brand visuals

Web logo

This is an approved logo for a digital medium.



3D logo

Use this version in these situations:

- Website
- Email Marketing
- Email Signature

04 brand visuals

Clearspace

These are the approved alternate logo variables.



04 brand visuals

Knight Usage

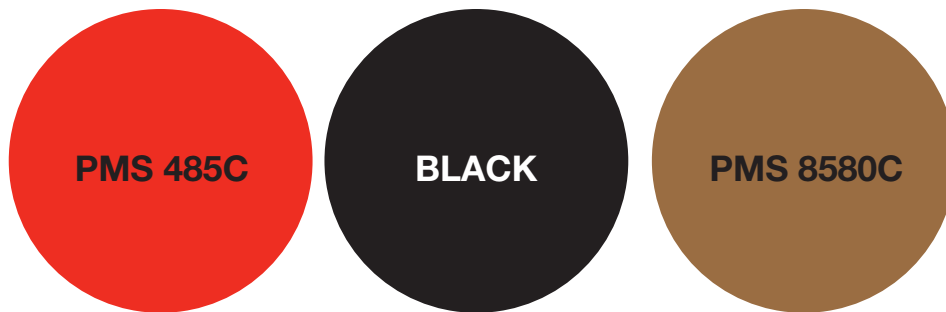
Knight can be used as a graphic element.



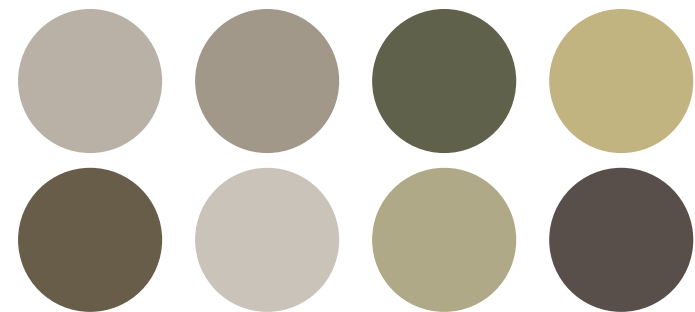
04 brand visuals

Color

Consistent usage of our brand colors keeps us to deliver a clear message. The brand colors should be utilized across all messaging mediums.



Primary Colors



Secondary colors

04 brand visuals

Typeface

Primary typeface is not limited to Helvetica Neue. It should be a clean and modern sans-serif fonts. Secondary typefaces should be used as main heading.

Primary Font

Helvetica Neue 55 roman

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890

Helvetica Neue 75 bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOP**QRSTUVWXYZ**
1234567890

Other Primary Font Choices

Calibri
Franklin Gothic
Gotham
Monotype Grottesque
News Gothic
Tahoma
Trade Gothic
Univers

Secondary Fonts

Adobe Garamond

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890

Old English Text AT

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890

Other Secondary Font Choices

Bodoni
Courier New
Georgia
Officina Serif
Rockwell
Times New Roman
Vag Round

04 brand visuals

Logo Don'ts

Perma-Guard logo should never be modified and always be used in an approved format. Changing the logo weakens the consistent message we try to convey. Here are examples of what not to do with the logo.



Don't change colors



Don't move the knight's position



Don't remove the ribbon



Don't change the position of name



Don't use all white logo



Don't place logo on an unapproved background



Don't change the typeface



Don't use the name alone



Don't stack the logo



Don't change the knight's color



Don't place logo on a picture



Don't use outline