

CERAMIC PRO®

Brand Guidelines

Welcome

This is a guide outlining the brand identity of Ceramic Pro. It will help you get to know us a little better and learn more on how to properly use the Ceramic Pro brand in all communication materials to ensure consistency throughout all collaterals.





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Logo & Usage

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Brand Image Rules

As an installer you will be representing the Ceramic Pro brand, so we ask that you do so responsibly, especially when it comes to brand image and logos.

When utilizing the Ceramic Pro and Trademarks please follow the recommendations we have outlined in this guide.

Please use the logos we have provided for you in this style guide as well as those available in your Box folder.

If you need to make alterations to any logos, we ask that you please send it to us for approval prior to using it!



Primary Logo

The primary version of our logo should be used wherever possible. Additional logo versions are available for restricted formats and specific uses.

The size and position of these elements are fixed and should never be redrawn or altered in any way. The logotypes are all Registered Trademarks, which means Ceramic Pro only have the rights to use these.

Under no circumstances can the trademark be altered, amended or abused to reflect the brand in an unfavorable manner. Adding text, names or locations to the trademarks other than according to this brand book is not appropriate and is considered misuse.

Using the ®

The registered logo can be used on any material. It adds an element of genuineness and is especially beneficial when the Typography is used on its own.



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Primary Logo

Use the white version on black and dark backgrounds.



Primary Logo (Monotone Version)

Used when the primary and secondary versions are restricted – and there is a need for a solid simple version, for example, embossing, engraving black and white prints.



Secondary Logo

Our secondary logo is the stacked Ceramic Pro wordmark.

The size and position of these elements are fixed and should never be redrawn or altered in any way.

Use the white version on black or dark backgrounds and the black version on white or light backgrounds.

The secondary logo consists of the words "CER", "AMIC", and "PRO" stacked vertically in a bold, sans-serif font. In this version, the text is black and centered on a light gray background.

CER
AMIC
PRO

The secondary logo consists of the words "CER", "AMIC", and "PRO" stacked vertically in a bold, sans-serif font. In this version, the text is white and centered on a black background.

CER
AMIC
PRO

Alternative Logos

There are alternative versions of the logo; These versions are available so the logo gets its prominence and clearance of its visibility on items.

1. The Ceramic Pro word mark + Nanoceramic Coatings & Films tagline can be used when we want to clarify what we do. The tagline is not a stand alone element.
2. Ceramic Pro trademark logo consist of 3 elements; the icon, the typography logo and a tagline. This version can be used when space allows or when it fits the purpose. The tagline is not a stand alone element.



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NANOCERAMIC COATINGS & FILMS



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NANOCERAMIC COATINGS & FILMS




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NANOCERAMIC TECHNOLOGY




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NANOCERAMIC TECHNOLOGY

Lettermarks & Symbol

The Ceramic Pro Lettermark has a strong brand recognition and should be used as an identifying monogram on marketing material.

It can be used as a standalone lettermark to emphasize the brand as well as being a design element.

It can also be combined with the Kavaca symbol to represent the full Ceramic Pro product line.



Logo Exclusion Zone & Minimum Size

To give the logo maximum prominence and legibility, there is an exclusion zone that should always be kept free from other graphic elements such as type and imagery. This exclusion zone is the minimum, and should be increased whenever possible.

The exclusion zone is based on the height of the letter C.

The minimum size of the width of the logo is 27 mm. Do not go any smaller or the logo will not be readable and lose its prominence.



Do Not Do This

The relationship between the logo's elements, colors, overall size and shape of the visual identity is set. To maintain brand integrity, the logo must not be altered in any way other than the described options found in this guidelines manual.

Above are some common misuse of the logo to avoid:

1. Do not stretch, skew or bend the logo in anyway.
2. Do not rotate or tilt the logo
3. Do not re-arrange the logo
4. Do not crop the logo
5. Do not use any other colors than those specified in this document
6. Do not remove elements of the logo

01



CERAMIC PRO[®]

02



CERAMIC PRO[®]

03



CERAMIC
PRO[®]

04



CERAMIC PRO[®]

05



CERAMIC PRO[®]

06



CERAMIC PRO

Relationship To Other Logos

The Ceramic Pro logo should always be positioned first when it is placed with other logos. The logos should be equally prominent and have at least the space of the exclusion zone X2 between them.

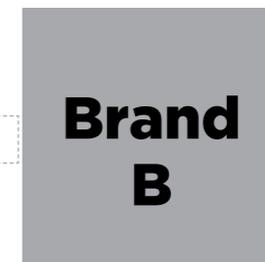
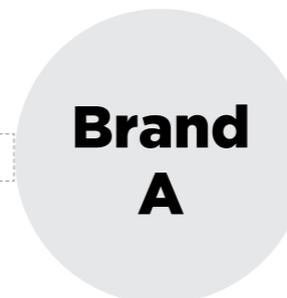
Equal Relationship Vertical

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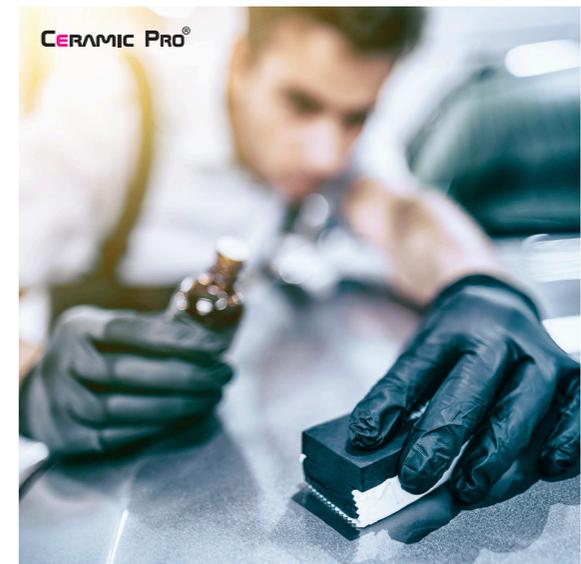
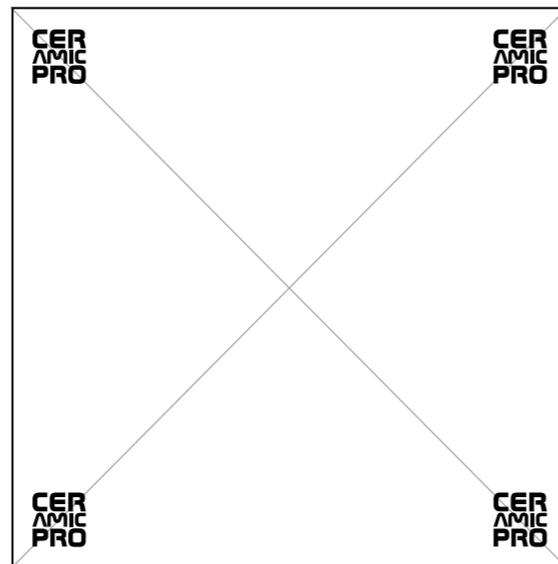
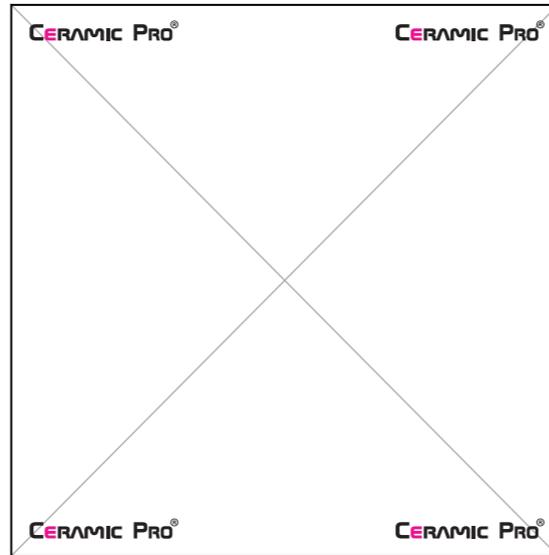
Equal Relationship Horizontal

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Logo on photography

When the logo is used on a photographic background ensure that the legibility is good. Place the logo on the most contrasted and less crowded area of the photo. The diagram shows the correct logo placement on a photograph.



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PILATUS

**CER
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02.

Typography

CERAMIC PRO®

Typography

The Gotham typography family is our official font that is used for all purposes.

Gotham Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@£\$%^&*()

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@£\$%^&*()

Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@£\$%^&*()

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@£\$%^&*()

Gotham

Typography Usage

Gotham Black

Gotham Black is a very bold font that we use when we want to grab attention, it stands out and makes the message clear and in focus. Gotham Black is used for headlines and strong statements.

Gotham Bold

Gotham Bold is a sharp, medium bold weight font, ideal for document headlines.

Gotham Book

Gotham Book is a sleek font that is ideal for body copy. It makes the text clear, easy to read and prints well. Gotham Book can be used for both sub-headlines within the document as well as for all body copy.

Aa

“I AM A BLACK HEADLINE”

**“I Am A Pink
Headline”**

“I AM SUB HEADLINE”

“I am the body copy”

WEB FONT

Montserrat can be used for websites and other digital presence if Gotham is not available.

Aa

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Color Palette

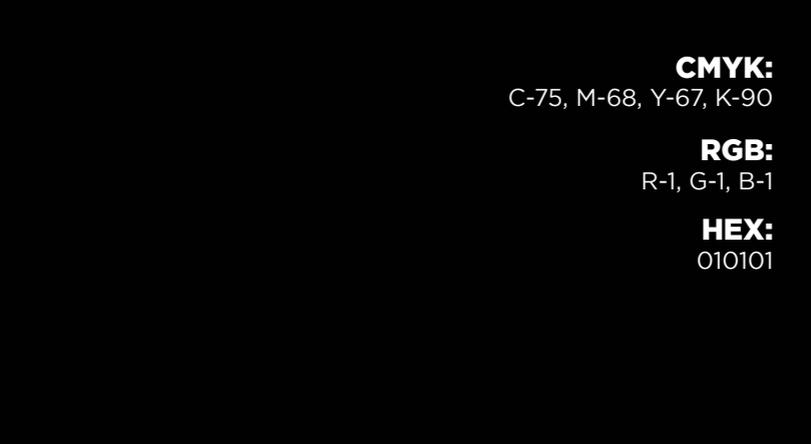
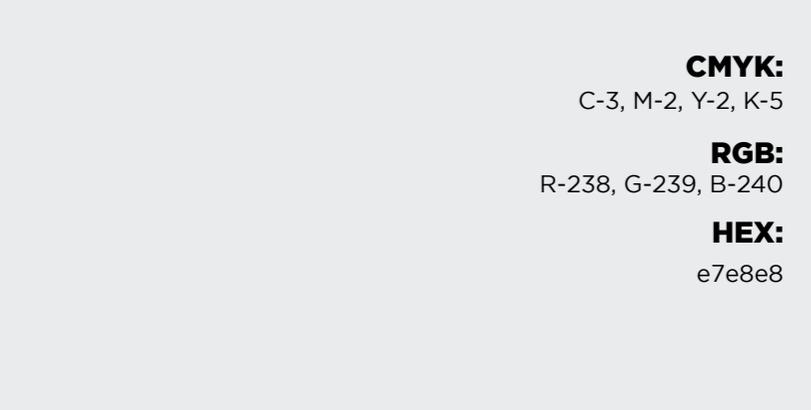
CERAMIC PRO®

Brand Colors

Our brand colors are Black, White, Pink and Grey's. These can be combined in a variety of ways. Efficient branding and communication is about balance.

The Ceramic Pro Pink has a powerful visual effect and strong brand recognition. It should therefore always have a presence, however sparingly, i.e. headings, details, logo etc. To avoid it overshadowing the message you try to convey.

Ceramic Pro Grey can also be slightly lighter or darker depending on where it is used.

	CMYK: C-1, M-97, Y-0, K-0 RGB: R-233, G-29, B-143 HEX: e91d8f		CMYK: C-75, M-68, Y-67, K-90 RGB: R-1, G-1, B-1 HEX: 010101
	CMYK: C-0, M-0, Y-0, K-0 RGB: R-255, G-255, B-255 HEX: ffffff		CMYK: C-62, M-58, Y-55, K-32 RGB: R-87, G-83, B-84 HEX: 575354
			CMYK: C-3, M-2, Y-2, K-5 RGB: R-238, G-239, B-240 HEX: e7e8e8

D4. □

Support Elements

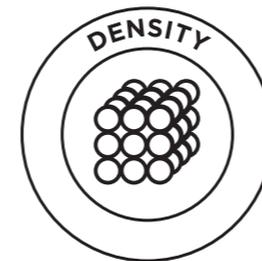
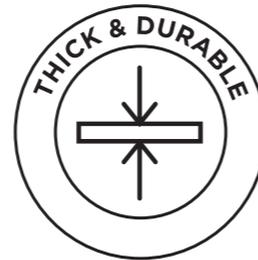
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Iconography

Using symbols and graphic elements is a great way to emphasize a certain feature or to make informative presentation material more visually appealing and therefore an easier read.

Symbols should always be designed as flat icons, showcasing the feature in a simplistic and clear manner. Ideally black, white or grey.

These icons and many more can be find in your Dropbox folder.



05. □

Tone of voice

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Tone of Voice

Effective Communication Part 1

Effective communication for any brand is articulated through all media platforms. From your website content, social media postings, advertising, email marketing, or customer communication – Elite Dealers must maintain a consistent tone.

Tone of voice is essentially the personality of our brand and how we communicate with our customers. It governs what we say, how we say it, and when we say it.

The content and style of communication, in any setting and on any channel – consistently and incorporates four elements.

Confident

Ceramic Pro installers are proud of who they are, what they do, and the expertise and value they bring to their clients. We tell the truth, don't need fluff to support our claims, and articulate a matter of fact tone of voice. However, we are not offensive, overly arrogant, or engage with competition. These are attributes within a confident tone of voice.

Passionate

Passion is infectious – especially with a business owner. We love what we do and want to share our passion with those we serve. We can articulate passion by including descriptive words that highlight interpersonal skills, including delivering superior customer service, dedicated to quality, and being transparent.

Expertise

We are experts in our field, we know what we are talking about. Make sure the customer does as well. Keep informative texts brief, to the point and not excessively technical. Make it interesting and easy to understand.

Conversational

We are formal, but still approachable. This is known as a conversational tone. When you write content, read it aloud. If it sounds like a normal conversation would, you've conveyed expertise, professionalism, and passion. A conversational tone also stimulates the engagement of readers.

Helpful Hints

Effective Communication Part 2

The examples show how we can be confident, display passion, showcase expertise, with a conversational tone with communication to current and future customers.

	Describe	Do	Don't
Confident	<ul style="list-style-type: none"> We offer complete protective services We use the best techniques We use the highest-quality materials and products 	<ul style="list-style-type: none"> Speak with authority Use short, punchy sentences Make provable claims 	<ul style="list-style-type: none"> Express uncertainty Make arrogant or unproven claims Use offensive or arrogant language
Passionate	<ul style="list-style-type: none"> We love what we do. We provide superior service. Our team strives for perfection. 	<ul style="list-style-type: none"> Use descriptive words Use positive language Maintain a positive tone 	<ul style="list-style-type: none"> Use aggressive language Be demeaning towards other brands
Expertise	<ul style="list-style-type: none"> We exclusively offer Ceramic Pro products Our team is factory certified to install ALL Ceramic Pro products We strive to exceed your expectations. 	<ul style="list-style-type: none"> Think - TEAM first Use WE instead of ME Focus on Facts vs. Fiction 	<ul style="list-style-type: none"> Use hyperbole Use exaggerated claims
Conversational	<ul style="list-style-type: none"> We value the input from our customers We craft custom solutions We want to earn your business 	<ul style="list-style-type: none"> Use short, relaxed language Maintain a positive attitude 	<ul style="list-style-type: none"> Use hostile language Use overly technical language Be overly formal

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Imagery Style

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Photography

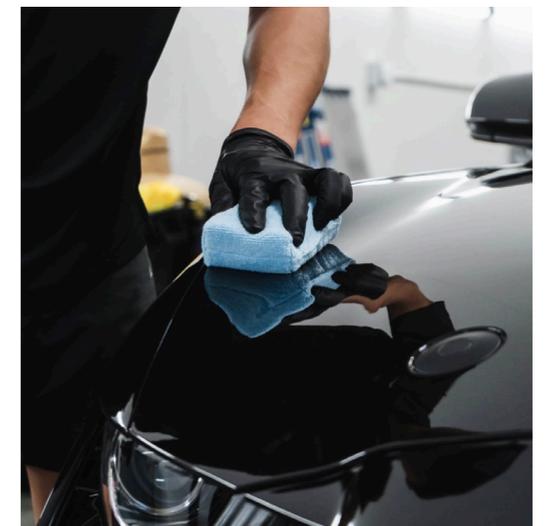
Photography is a powerful and dynamic tool that reflects our brand. Our personality, values and style should be reflected in the images we use, they should communicate professionalism, quality and approachability.

Overall the photography used should be of high quality, inspiring and engaging.

Photography of people should be authentic. The people should always be smiling and engaged with our products and staff without looking fake. Never crop people faces or use stock photos.

Product photography should be rich in colors and look professional, avoid using dull, low-quality images. The image should always be focused on the product and have as few distractions as possible around it. Use blurry background to maximize the focus on the product and minimize the clutter around it.

Here are examples of the kind of imagery that fit within the general style guideline, it captures the spirit and personality of a Ceramic Pro Installer.



Backgrounds

Clean backgrounds are always more appealing and communicates the message without distractions.

Shop

Make sure the shop looks clutter free and professional. No competitor brands should be visible.

Quality

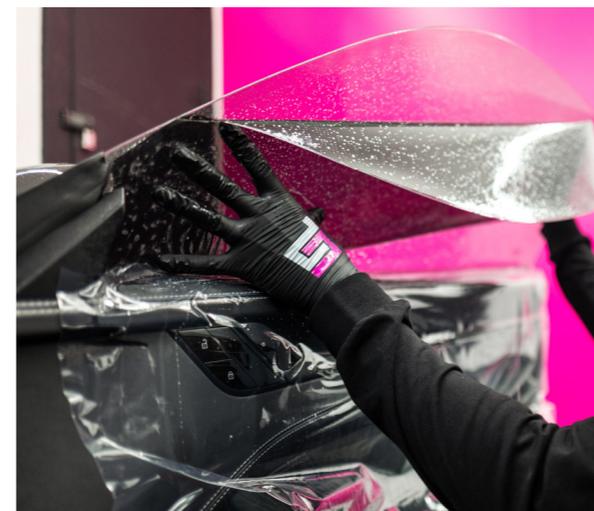
Always represent the quality of the brand through the quality of the images. High quality, well presented images reflect the superior quality of our products.

Relevance

Use relevant images to boost the message.

Employees/Customers

Customers and/or employees should be represented in an authentic way and always look representable and professional. Employees should be dressed in branded clothes.



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Stationery Design

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Stationery

A letterhead template and Business card template is available in illustrator, InDesign and word files. The size and position of elements must not be altered and the master artwork should always be used.

Examples are shown here, the templates should not be adjusted.



E-mail signature

A good email signature is essential for businesses because it adds professionalism, reinforces branding, provides contact information, enhances credibility, offers marketing opportunities, ensures legal compliance, and improves efficiency in communication.

It serves as a virtual business card, leaving a positive impression and facilitating effective interactions with customers and others.

Noted below are a few best practices for creating your email signature.

Include

1. Your Full Name
2. Your Job Title
3. Your Location
4. Your Best Contact Number
5. Put a direct link to your Ceramic Pro branded website



Example

08 □

Social Media

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Social Media - Brand Voice

Instagram, Facebook, and YouTube are powerful and extremely successful platforms to engage with an audience, showcase your work, but most importantly find customers for your business. The look and voice need to stay consistent with our brand image to portray quality, professionalism, and accuracy.

Use our Brand Voice Guideline to define how to interact and engage on your social media channels. Whether it be through post captions, comments, replies, or direct messages.

Don't do the following:

- Act disrespectful
- Avoid political views & personal opinions
- Do not argue or create conflict with other pages

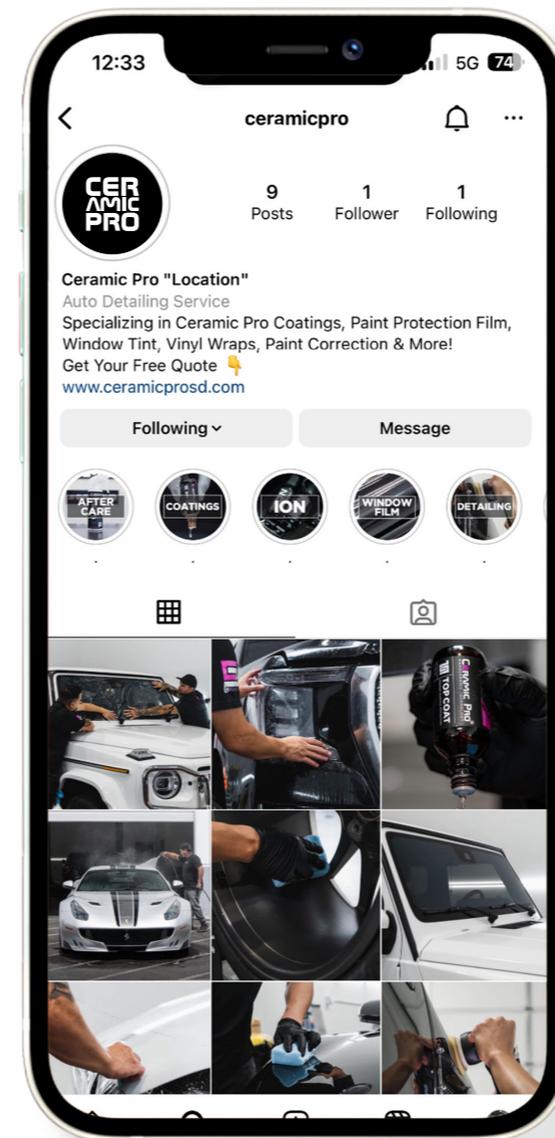


Social Media - Brand Image

Social Media is highly visual and is essentially the online real estate of your business! It's essential that the look and feel are consistent across the board. We have to think about the images and graphics and what sort of message and feel we want it to convey. Always use our brand colors and fonts when creating ads. Profile icons are available in the Elite Dealer Dropbox folder.

IMAGERY STYLE

- Have a consistent photo editing style
- Always post high-quality photos & videos
- Make sure you frame the image well
- Don't post cluttered images or images that showcase the shop poorly
- Don't over filter your images to degrade the quality or take away from the content
- Make sure the lighting is good
- Ensure the image is focused on what is being explained or sold
- Product Performance shots are encouraged

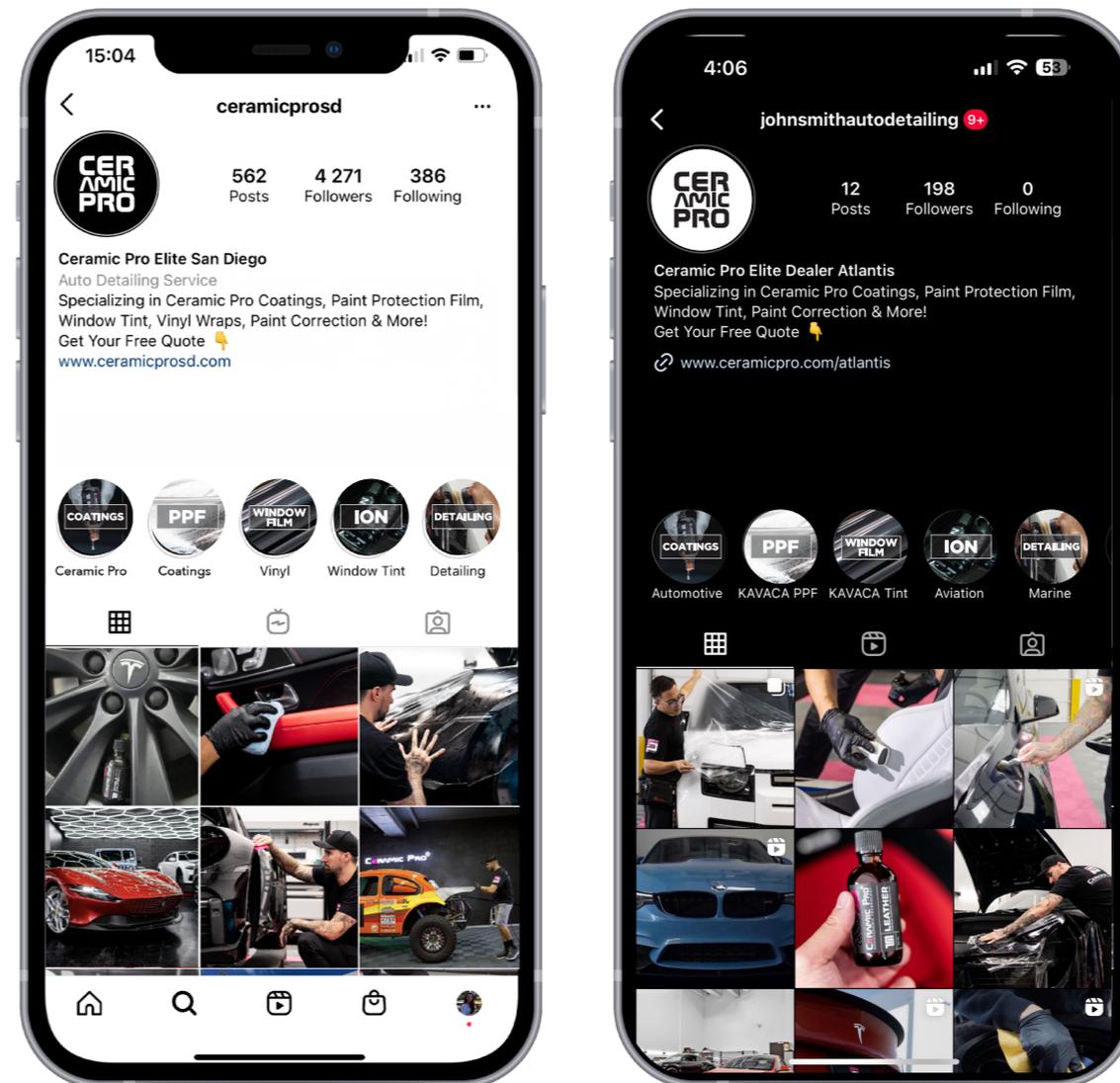


How to Co-Brand - Social media

Co-branding your social media channels involves partnering with another company or brand to create a joint social media presence that leverages the strengths of both brands. Here are some steps to follow to co-brand your social media channels:

- Mention in your pages Bio, About, etc. that you are Ceramic Pro Installer
- For profile pic/thumbnaill use the Ceramic Pro Logo
- Use the IG Highlights we have made
- Make sure your bio conveys the services you offer. Use CeramicProSD text as example for Instagram & Facebook

Remember to communicate effectively throughout the co-branding process to ensure that both brands are aligned and that the joint social media presence is a success. If you feel they need to be separate, feel free to do so.



Social Media - Story Highlight Icons

Instagram Story Highlights





Website

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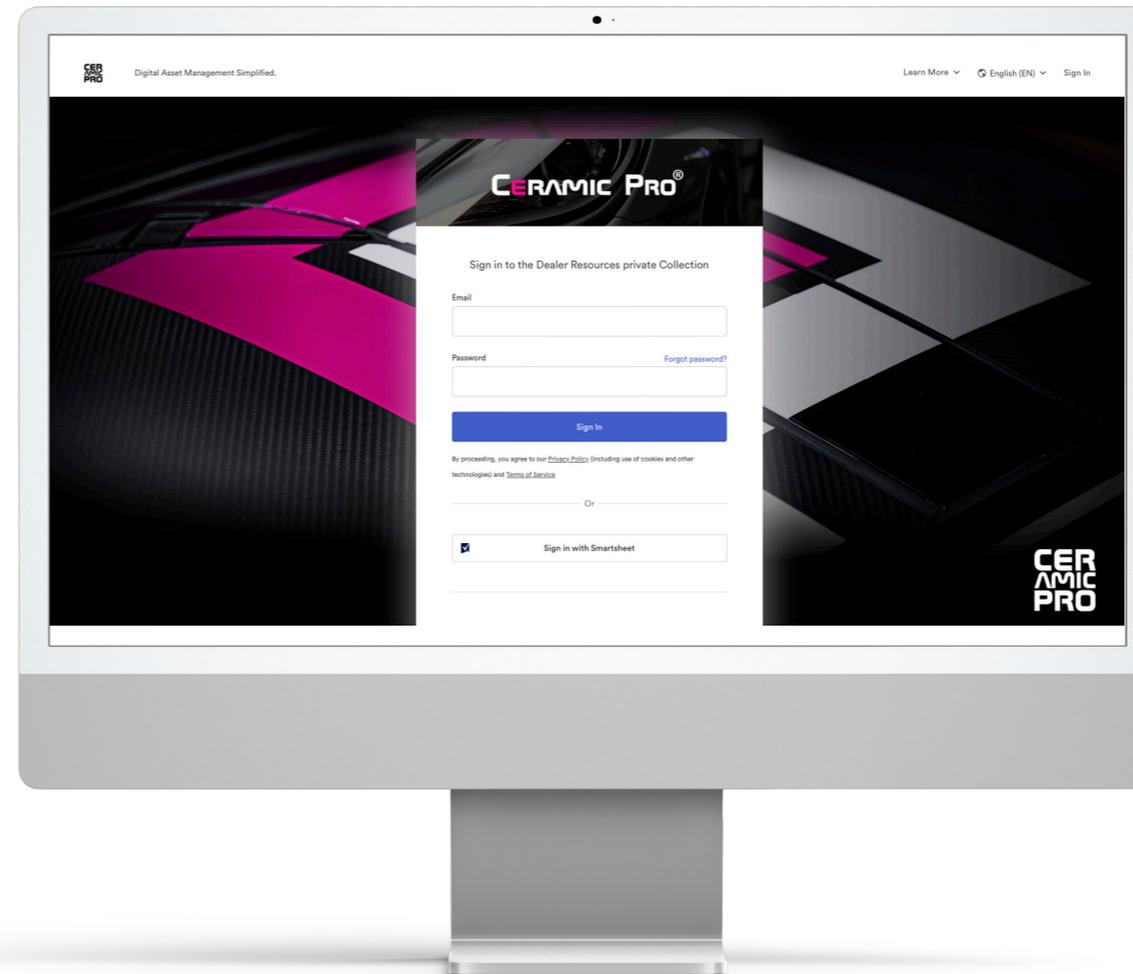
Dealer Resource Portal

Utilize the Ceramic Pro Dealer Resources Portal to access exclusive content for Ceramic Pro Installers.

Find logos, videos, content and more to use for your business. After receiving an invite to set up a log in, you will be able to easily search through all available installer content.

We ask that all branding materials be used responsibly and in accordance with our guidelines to maintain brand integrity. When using the Ceramic Pro Logos and Trademarks please follow the recommendations we have outlined in this guide.

Please reach out to your sales representative if you need assistance gaining access to the Dealer Resources Portal.



10. 

Ceramic Pro Apparel

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Apparel

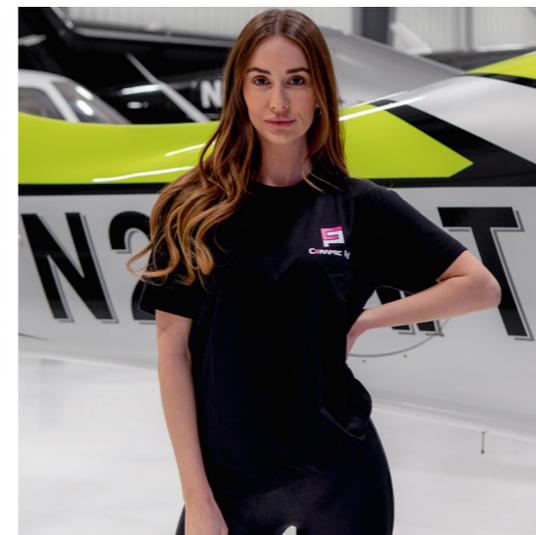
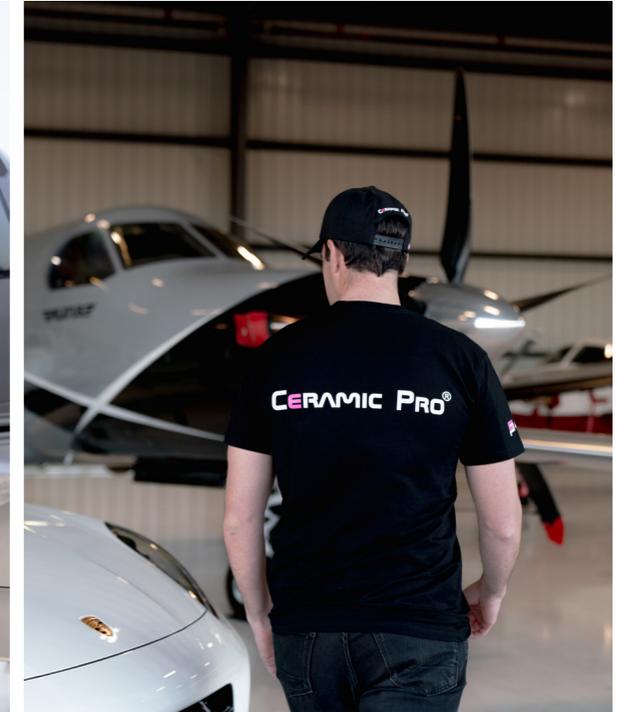
Equipping your employees and management with company-specific workwear not only cultivates a sense of unity among the team but also enhances brand recognition.

The attire your employees wear serves as a visual representation of your company, aiding customers in easily identifying staff members and reinforcing the image of professionalism associated with your brand.

The recommended uniform consists of black shorts or pants paired with a branded shirt. Additionally, employees have the option to wear a branded hat.

It is imperative that uniforms are clean, free of any rips, and that employees present themselves in a neat and professional manner, including appropriate grooming.

Explore the variety of branded apparel options available on Ceramic Pro Direct.



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