



# **2019** **Brand Guidelines**

PRESENTED BY FLOOD MARKETING



# Introduction

**The GLIDE XPRESS visual brand highlights our ability to be both smooth and fast—uncompromising when it comes to quality, speed, and budget. We should appeal to audiences both young and old, as well as new and established car wash users. Instead of providing the car wash industry with another “sleek and shiny” brand, we’ve worked to develop a bright, professionally modern brand that depicts some of GLIDE XPRESS’ structural values as much as it does the straightforward, personable character that can be seen throughout our organization.**

## Why Brand Standards?

A brand should be strongest from the inside out. To consistently deliver our message, improve process, and to deliver quality, our administration, leadership team, as well as every other member of our organization should all know and understand how the Glide Xpress brand functions.

This understanding includes knowing how to represent the company, what tools to use when working towards a sale, and how to create both internal and external marketing material — as well as recognize when material is inaccurate or created without brand integrity.

These standards should apply to all printed materials, website applications, signage, representation of Glide Xpress in any publications or other types of marketing materials, and all product solutions produced by our company.

Developing consistent messaging, tools & resources, visuals, and other brand materials means Glide Xpress will have a deliberate, all-encompassing presence in the minds of our employees, current customers, and our future customers.

# 01. Logo

An official logo should be used on all company marketing materials, including printed pieces, internal and external presentations, advertising, and any material that may represent Glide Xpress within external audiences.

## Quality

The logo should be reproduced from an original vector-based file (.PDF, .AI, or .EPS). To obtain the proper working files, consult the provided logo database to retrieve the desired format.

## Color

Screen-based applications (websites, video, presentations, etc.) should utilize an RGB color mode, while printed applications should use a CMYK or PANTONE® color mode.



MAIN LOGO MARK // FULL COLOR



**Glide**  
**»»XPRESS**  
**RIDE THE GLIDE.**

MAIN LOGO MARK (VERTICAL) // FULL COLOR

**Glide»»XPRESS**  
**RIDE THE GLIDE.**

MAIN LOGO (WORDMARK) // FULL COLOR

**Glide**  
**»»XPRESS**  
**RIDE THE GLIDE.**

MAIN LOGO MARK // KNOCKOUT

**Glide**  
**»»XPRESS**  
**RIDE THE GLIDE.**

MAIN LOGO MARK (VERTICAL) // KNOCKOUT

**Glide»»XPRESS**  
**RIDE THE GLIDE.**

MAIN LOGO (WORDMARK) // KNOCKOUT

## 02. Logo Anatomy

### Stingray Icon

Encompasses the idea of being smooth and fast—two components that are integral to Glide Xpress' wash model.



### Modified Type

The “Glide” wordmark has been slightly modified to fit the visual needs of the logo—making it unique to Glide Xpress.

### Arrows

Pay moving homage to the glide conveyor system, and also act as a visual stand-in for the absent “E”.

### Colors

The colors of Glide Xpress were inspired by a familiar, modern palette and reflect the idea of seascape and water.

### Variations

The main logo for Glide Xpress has been developed for multiple applications—horizontal or vertical orientation, as well as full, limited, or single color.

### 03. Additional Marks



ICON // FULL COLOR



ICON // KNOCKOUT



MONOGRAM // FULL COLOR



MONOGRAM // KNOCKOUT

## 04. Logo Usage



**Do not** stretch, skew, or otherwise alter the logo. Always preserve the original height and width proportions.



**Do not** apply bevels, large shadows, or other text effects to the logo.

*\*Exceptions to this may be occasional applications such as signage or other non-traditional uses.*



**Do not** use differing colors for elements of the logo or icon that are not already specified.



**Do not** place logo over noisy/detailed backgrounds. Please ensure contrast is high for legibility.



**Do not** re-size individual logo



**Do not** use low-resolution reproductions of the logo or icon to avoid pixelation or blurry image quality.



**Do not** include border or other surrounding elements that may crowd the logo or icon.



**Do not** use the logo or icon on a background that may affect legibility. Ensure proper contrast is present.



**Do** use the logo in full color or its white or knockout variations where necessary. Do make certain that the design is legible at all times. Ensure high contrast when placing atop a photo or pattern.



## 05. Color

The Glide Xpress brand uses a color palette that reflects a bright, modern attitude inspired by water and seascape. This page provides a general suggestion for the distribution of colors within the Glide Xpress color palette for any given design application. An emphasis is placed on negative white space, followed by brand colors to establish a consistent, clear representation of Glide Xpress.

At times, this “negative space” may not be white, but simply another full color within the Glide Xpress brand. Emphasis should always be placed on the use of negative space against bold imagery, patterns, and text elements.



## Carbon

#636466

C: 00 M: 00 Y: 00 K: 75

PANTONE 7540 C\*

## Slate

#414042

C: 00 M: 00 Y: 00 K: 90

PANTONE BLACK C\*

## Marble

#FFFFFF

C: 00 M: 00 Y: 00 K: 00

PANTONE N/A\*

## Steel

#C7C8CA

C: 00 M: 00 Y: 00 K: 25

PANTONE COOL GRAY 3 C\*

## Current

#105772

C: 93 M: 59 Y: 38 K: 19

PANTONE 7701 C\*

## Tidal

#548C8F

C: 70 M: 31 Y: 41 K: 04

PANTONE 2234 C\*

## Depth

#14234B

C: 100 M: 90 Y: 38 K: 42

PANTONE BLACK 2766 C\*

## Kelp

#8AC640

C: 51 M: 00 Y: 100 K: 00

PANTONE 2286 C\*

## 06. Typography

These fonts and respective stylings have been chosen for Glide Xpress' web and print materials to accentuate the logo variations and icon marks available within the brand.

### Kelson Extrabold

for header and occasional emphasis or highlighting

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### Inter UI Bold

for subheaders and occasional emphasis, callouts, or highlighting

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### Inter UI Regular/Medium

for body copy, captions, and general use

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

*Mr. Dafoe*

for occasional special use and accents

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

All fonts are housed within final brand deliverables.

## 07. Typography Sample

**RIDE  
THE  
GLIDE**

KELSON EXTRABOLD

*Contact us today to  
learn more!*

MR. DAFOE

**Ready for  
a new kind of  
car wash?**

INTER UI BOLD

**Glide XPRESS™ is proud to offer a new, fully-  
automated exterior car wash experience.**

Featuring industry-leading glide conveyors, friendly staff, and wider tunnels, choosing quality, speed, or price is no longer a requirement—you can have it all.

INTER UI BOLD/REGULAR

**SEE ATTACHED FOR MORE DETAILS.**

INTER UI MEDIUM ITALIC

## 08. Usage: Stationery

**GlideXPRESS**






1010 10th Street & National | Waco, TX 87654

#10 ENVELOPE



**David Edwards**

Partner/Owner

 [dave@glidexpress.com](mailto:dave@glidexpress.com)  
 (123) 456-7890  
 [glidexpress.com](http://glidexpress.com)  
 1010 10th Street | Houston, TX 87654  
 @glidexpresscarwash

BUSINESS CARD



(123) 456-7890  
[WWW.GLIDEXPRESS.COM](http://WWW.GLIDEXPRESS.COM)  
1010 10th Street & National | Waco, TX 87654

LETTERHEAD



## 09. Usage: Collateral



Developed by



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**307.763.1515**

237 N. MAIN ST.  
SHERIDAN, WY 82801

MARKETING@FLOODSOCIAL.COM

*FLOODSOCIAL.COM*