

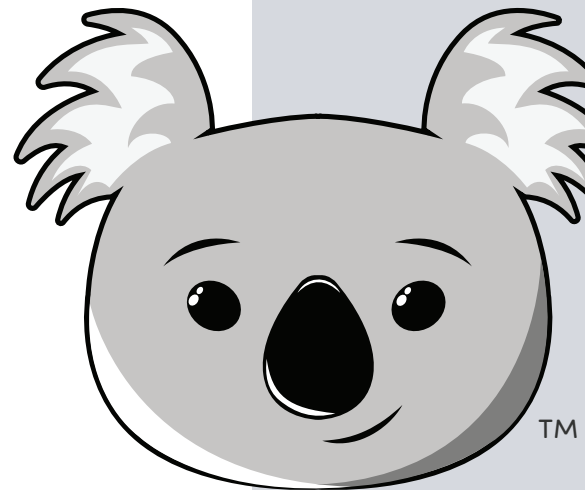




TM

Contents

03	Our Brand Book
04	Core Messaging
08	Core Visuals
13	Colors
14	Typography
16	Sample Collateral



Our Brand Book

The guidelines in this book represent the entire Koala Insulation identity and reflect our commitment to quality, consistency, and style. Our name, logo, and other elements such as color, type, and graphics work to send a strong, consistent message of who we are as a brand.

The Koala Insulation brand, including the logo, name, colors, and identifying elements are valuable company assets. Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of the Koala Insulation name and marks.



Our Brand Vision

Delivering efficiency. Improving comfort.

Our Brand Mission

Koala Insulation delivers efficiency and improves comfort by addressing customer priorities, with expertise and simplicity, for an ultimately painless process.

Our Brand Promise

To efficiency-conscious customers, Koala Insulation delivers overall best-value comfort.

To contractors, Koala Insulation provides versatility and value by meeting requirements through an ultimately painless process.

Expertise

Customers and business owners are better able to choose the ideal solution for their environment with the help of an expert – we invest in expanding knowledge throughout the company to reinforce our status as an expert resource.

Productive Communication

Proactive and clear communication is the most productive – we discuss expectations up front with customers, team members, and vendors and use easily understood alternatives to technical terms.

Courtesy

Courtesy is not an old-fashioned practice, it's just the right way to conduct business. We commit to caring for our customers' homes and businesses as if they are our own. We will clean up after ourselves and deliver white-glove service because it's what we would expect if we were the customer.

Trust

We Trust is created when customers are treated with honesty and respect. We connect with customers through transparency – saying what we will do and doing what we say – forming relationships where customers rely on us as their advocate.

Efficiency

Efficiency is an essential creator of value – we commit to making the most of our time as individuals and as a company in order to provide greater value to our customers.

Accountability

Accountability leads to quality work. We commit to follow through, leaving no loose ends with our customers. Our accountability doesn't end with the completion of the project – we stand behind our work, period.

Visualization

Koala Insulation looks minimalist, polished, and cheerful.

Personality

Koala Insulation's personality can be described as dedicated, down-to-earth, and organized. The brand takes responsibility seriously, while tending to give others the benefit of the doubt. It's proud of its accomplishments without being cocky.

Tonality

Koala Insulation sounds authoritative, authentic, and approachable – telling it like it is. The brand conveys a knowledgeable and trustworthy tone.



FULL COLOR VERSION

FULL LOGO



WORDMARK



BLACK VERSION

FULL LOGO



WORDMARK



WHITE VERSION

FULL LOGO



WORDMARK

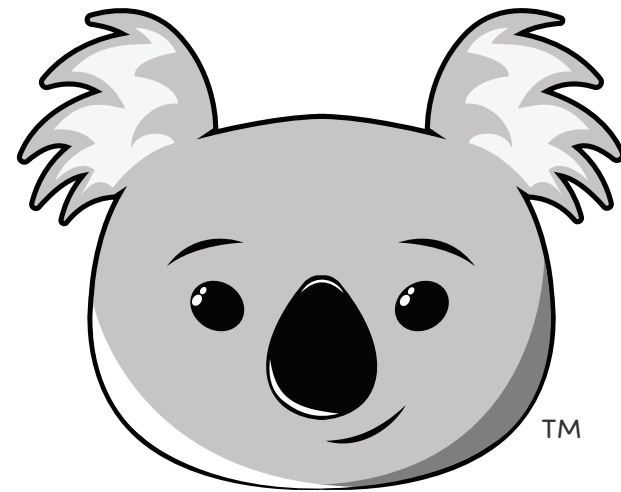


The core visual identity is the visual presentation of our organization to the world. Our brand is represented by our logo.

The wordmark is the distinct typographic treatment of our company name. The wordmark and emblem should NEVER be used together in a different formation than the official logo.

The full color version of our logo is preferred. The other color versions will be used depending on the background color or application. Consider the application when choosing which logo color version and file type to use.

Brand Mascot



The brand mascot is the representation of Koala Insulation's distinct personality. The primary purpose of a mascot is to help build and strengthen brand identity.

Consider the application when choosing which mascot and file type to use.

Clearspace and Minimum Sizing


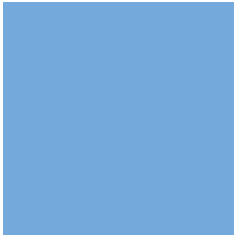








Our logo deserves breathing room. We make sure to leave a fair margin between the logo and any additional surrounding elements or content. This makes our logo stand out and prevents it from getting lost in clutter. Our logo and its elements should not be reproduced smaller than the recommended sizes or we risk losing brand impact.

<p>DO NOT MOVE THE TAGLINE</p> 	<p>DO NOT PLACE ON A BUSY BACKGROUND</p> 	<p>DO NOT CHANGE THE LOGO FONTS</p> 	<p>DO NOT CROP THE LOGO</p> 
<p>DO NOT CHANGE THE LOGO COLORS</p> 	<p>DO NOT DISTORT THE LOGO</p> 	<p>DO NOT ADD EFFECTS TO THE LOGO</p> 	<p>DO NOT CHANGE OR MANIPULATE THE LOGO EMBLEM</p> 

Repeat this pledge...I love my new logo, I love my brand, I will not abuse this priceless masterpiece. We have invested time and effort to construct this logo, it's important we all treat it with the respect it deserves.

When using our logo, please observe these guidelines. Be sure to use the most appropriate file for the project. This will ensure our logo stays crisp, clean, and awesome! Do not do any of the following to our logo as it will tarnish our brand consistency and our logo.

<p>Koala Leaf Geen Pantone 14-0452 TPG CMYK 47, 0, 100, 0 RGB 149, 201, 61 HEX #95C93D</p> 	<p>Koala Sky Blue Pantone 284 CP CMYK 53, 22, 0, 0 RGB 115, 170, 220 HEX #73AADC</p> 	<p>Koala Foot Black Pantone Black 7 CP CMYK 69, 63, 62, 58 RGB 51, 51, 51 HEX #333333</p> 		
<p>Pantone 3591 C CMYK 100, 96, 19, 13 RGB 8, 26, 124 HEX #081A7C</p> 	<p>Pantone 7703 CP CMYK 78, 26, 16, 0 RGB 26, 150, 188 HEX #1A96BC</p> 	<p>Pantone 9480 U CMYK 24, 0, 7, 0 RGB 178, 255, 251 HEX #B2FFFB</p> 	<p>Pantone P 172-15 C CMYK 65, 58, 57, 37 RGB 77, 77, 77 HEX #4d4d4d</p> 	<p>Pantone 16-1320 TPG Nougat CMYK 29, 34, 48, 1 RGB 185, 161, 135 HEX #B9A187</p> 

Our colors were chosen to help us stand out from other brands. It is important for us to represent Koala Insulation in our branded colors to ensure a consistent brand presence. The color values used for our brand are specified on this page. Both our primary and secondary colors are listed.

CMYK is preferred when printing our branded collateral. When creating digital or web graphics RGB should be used. We only use Pantone colors when true Pantone inks are being used for print.

HONEY LIPS

*Honey Lips should be used for main headings
and smaller bodies of text.*

BOLT ROUNDED

Bolt Rounded should be used for
body copy or larger bodies of text.

Honey Lips *ABCDEFGHIJKLMNOPQRSTUVWXYZ*
abcdefghijklmnopqrstuvwxyz
0123456789L\$?!<>{}#¢

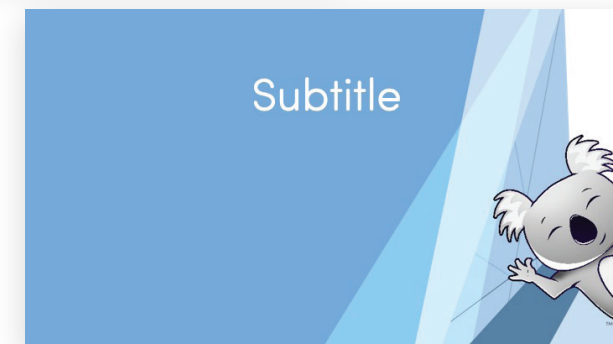
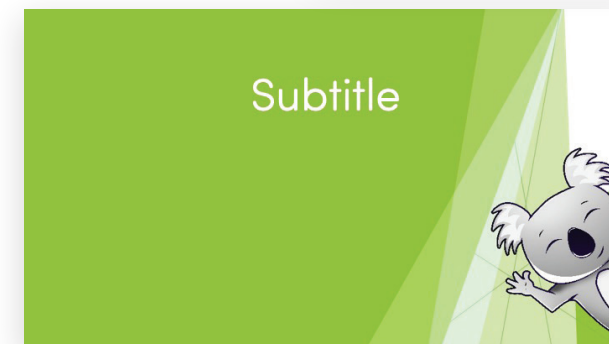
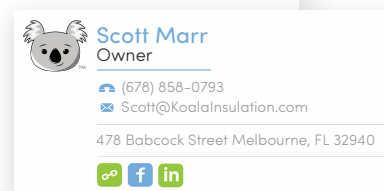
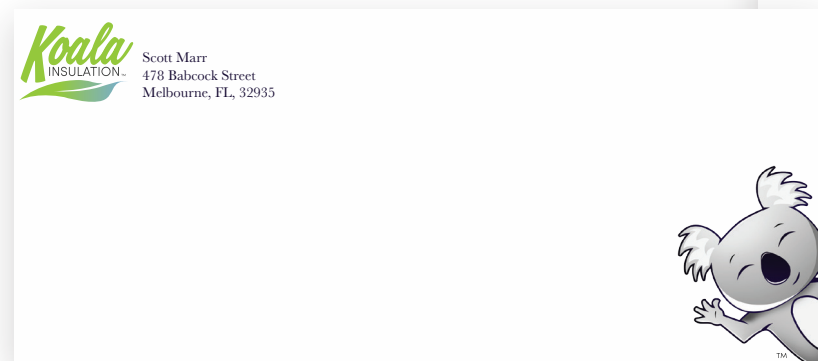
Bolt Rounded

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz.,
0123456789\$?!<>{[]}#

There are many things to consider when choosing fonts to represent a brand. Serif, sans serif, script, handwritten, and display fonts all say something about the brand. Selecting regular, bold, narrow, italic or all caps is another method of adding style and uniqueness.

The above fonts were chosen after combining our preferences with our strategic vision for our brand. Our marketing is more effective, and our brand more recognizable, when we consistently use these simple details.

Sample Collateral





TM

