



Brand Guide – V3

Logo

The Basics

Here are some guidelines on how to use our logo.

- * Only show the logo in TouchUpDirect green.
- * Don't rotate or modify the logo.
- * Don't accessorize the logo.
- * Always leave clear space around the logo.



Pantone 368 U
CMYK: 63.88, 0, 98.64, 0
RGB: 99, 188, 70
HEX: #63BC46

Pantone 362 U
CMYK: 70, 14, 90, 5
RGB: 81, 145, 66
HEX: #519145

Logo

Clear Space

When you're using the logo with other graphic elements, make sure you give it some room to breathe.

The empty space around the logo should be at least 130% of the width of the logo.

The logo should never be smaller than 70px in digital.



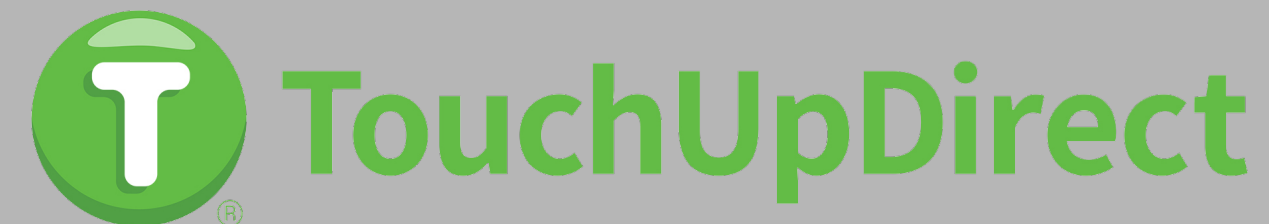
70px : Logo minimum size in digital

Logo

Color

The TouchUpDirect green logo on white is our primary colorway. When placing the logo on any other colors it should be legible and the T in the logo mark should always be white. Never pick a background color that is similar in hue as the logo.

When placing the logo on a busy image, use the white or black version. If the image has a plain background use the green logo.



NO



Logo

Black & White



Logo

Misuse



TouchUpDirect

Do not -
Change orientation



Do not -
Rotate



Do not -
Add drop shadows or
any other special effects



Do not -
Skew or stretch



Do not -
Add decorative elements



Do not -
Add mascots

Color

Brand Color

Pantone 368 U (Uncoated)
HEX: #68AD45
RGB: 99 188 70

Functional Colors

#373737
Pantone 6 U

#555551
Pantone 430 U

#555551
Pantone 1 U

#F0EEE7
Pantone 7527 U

Accent Colors

#0081CB
Pantone 801 U

#40AFD8
Pantone 305 U

#FA6400
Pantone 021 U

#F7B500
Pantone 7406 U

Background Colors

#DCEED2
Pantone 2253 U

#D7E9E9
Pantone 317 U

#E6EBEE
Pantone 649 U

#F8F3BD
Pantone 0131 U

Typography

Roboto

Roboto is frequently used for our email campaign. For more expressive moments we modify Roboto Black.

Roboto

Great for headlines and for expressive moments

Thin
Light
Regular
Medium
Bold
Black

<https://fonts.google.com/specimen/Roboto>

GIVEAWAY

THE **NEW**
BRUSH

Typography

Lato Bold

Lato is what we use for our website.

Lato Bold

Bold

<https://fonts.google.com/specimen/Lato>

Mascots

Characteristics

TUD mascots:, Larry, Scratchy, Chippie, Fixie and Cornwallis Winston Thatcher.

They each represent one of our great touch up paint applicators. They were definitely created by an advertising team and not by a mad scientist that lives under our factory. There is no secret laboratory under our factory.

We use our mascots to promote new products, sales and educational content.



Larry
Combo

Vehicle of Choice: AMC Gremlin
Likes: Everyone and everything
Dislikes: Getting arrested for writing love messages in touch up paint on your window.



Scratchy
Brush

Vehicle of Choice: Wants a Ford F-150 but currently has a 2015 Nissan Leaf.
Likes: Demolition derbies
Dislikes: The anger management class we made him go to



Chippie
Pen

Vehicle of Choice: A Tesla. What kind doesn't matter. Won't shut up about it.
Likes: Hot dogs, letter writing, coffee gambling
Dislikes: Tea, not gambling



Fixie
Aerosol

Vehicle of Choice: 2020 Harley Davidson Fatboy
Likes: Solitude
Dislikes: Your questions



Cornwallis Winston Thatcher
Dog

Vehicle of Choice: Whatever car has the best window he can stick his head out of. He is currently accepting suggestions.
Likes: The poems of Rumi and Hafez, scratches behind the ear.
Dislikes: Postmen

Mascots

In Use

The mascots bring playfulness and creativity while still conveying the core message.




Mascots

In Use

The mascots bring playfulness and creativity while still conveying the core message.

BLACK FRIDAY SALE BLACK FRIDAY SALE BLACK FRIDAY



**READY, SET
SHOP**

**25% OFF
Orders \$75+**

**10% OFF
SITEWIDE**

+ FREE SHIPPING



Our customers are raving
about our new Brush Tool



"Touch up direct was able to promptly determine the exact color of my 1994 F-150 I just purchased, thanks" - Gary



"Fantastic service! So rare to find these days! Great job guys!" - Stephen W

[FIND MY COLOR](#)

NEW FEATURES

1

SLEEK DESIGN

Our sleek new container is easier to hold while you touch up your vehicles.

2

BETTER BRUSH

We've improved the brush tip for precise application.

3

NO MORE SPILLS

Finally, the container has been re-designed to spill less if accidentally knocked over.

Mascots

Design

The design elements of the mascots should be consistent. This helps the brand to be more cohesive and recognizable.

Follow the mascots-style-guide.psd when creating the mascots. The thickness of the arm, size of the mouth and eyes should not change widely. The hands only appear when they are holding an object. The hands are more like a blob rather than a realistic hand.

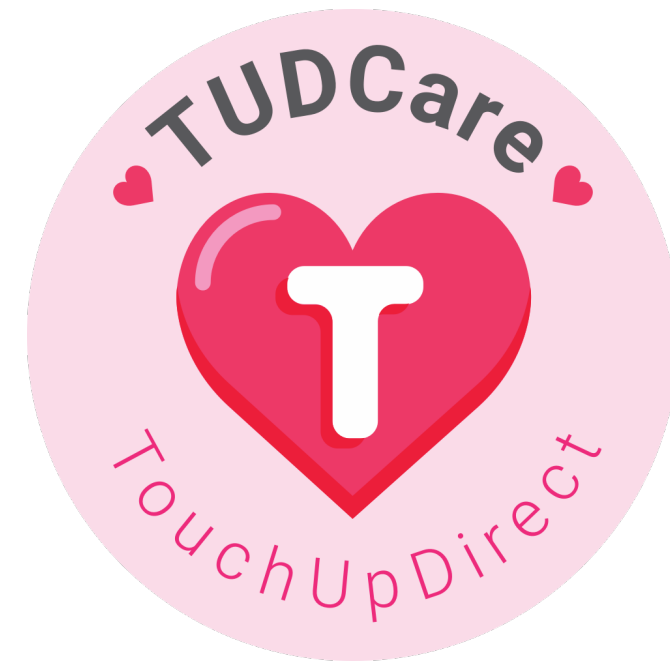
They do not have: legs, eyelashes, eyebrows or fingernails.



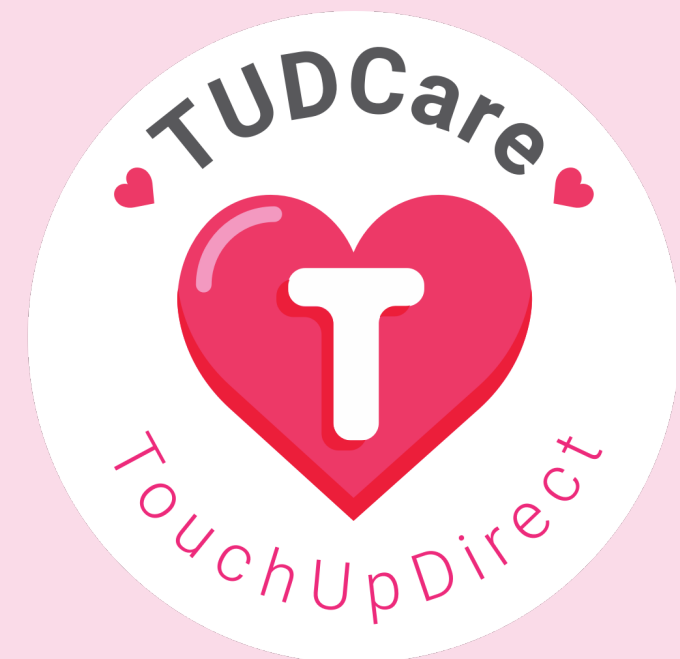
TUDCare

Design

The pink heart is the logo mark for TUDCare. Use pink (#FADBE8) as an accent color across all platform for consistency.



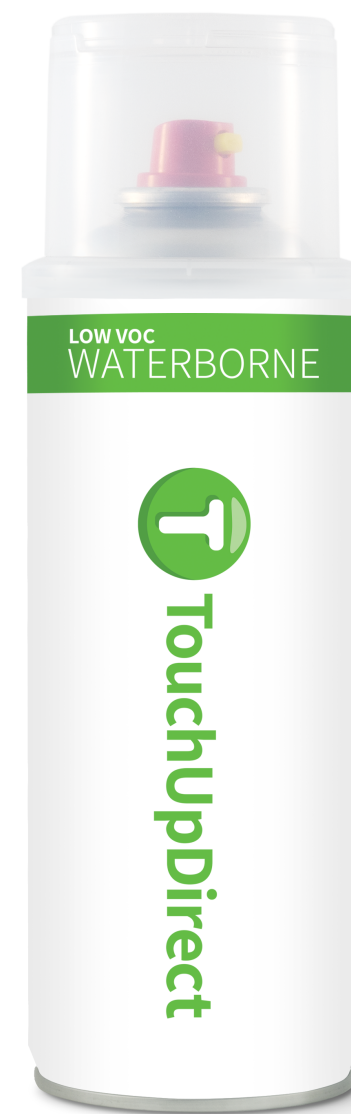
#FADBE8



Photography

Product

Product photography lives in a modular system where the products can be easily swapped.



Photography

Studio

Studio photography should be creative and fun. Any props and styling should complement the focal point, not overshadow it.



Email Campaign

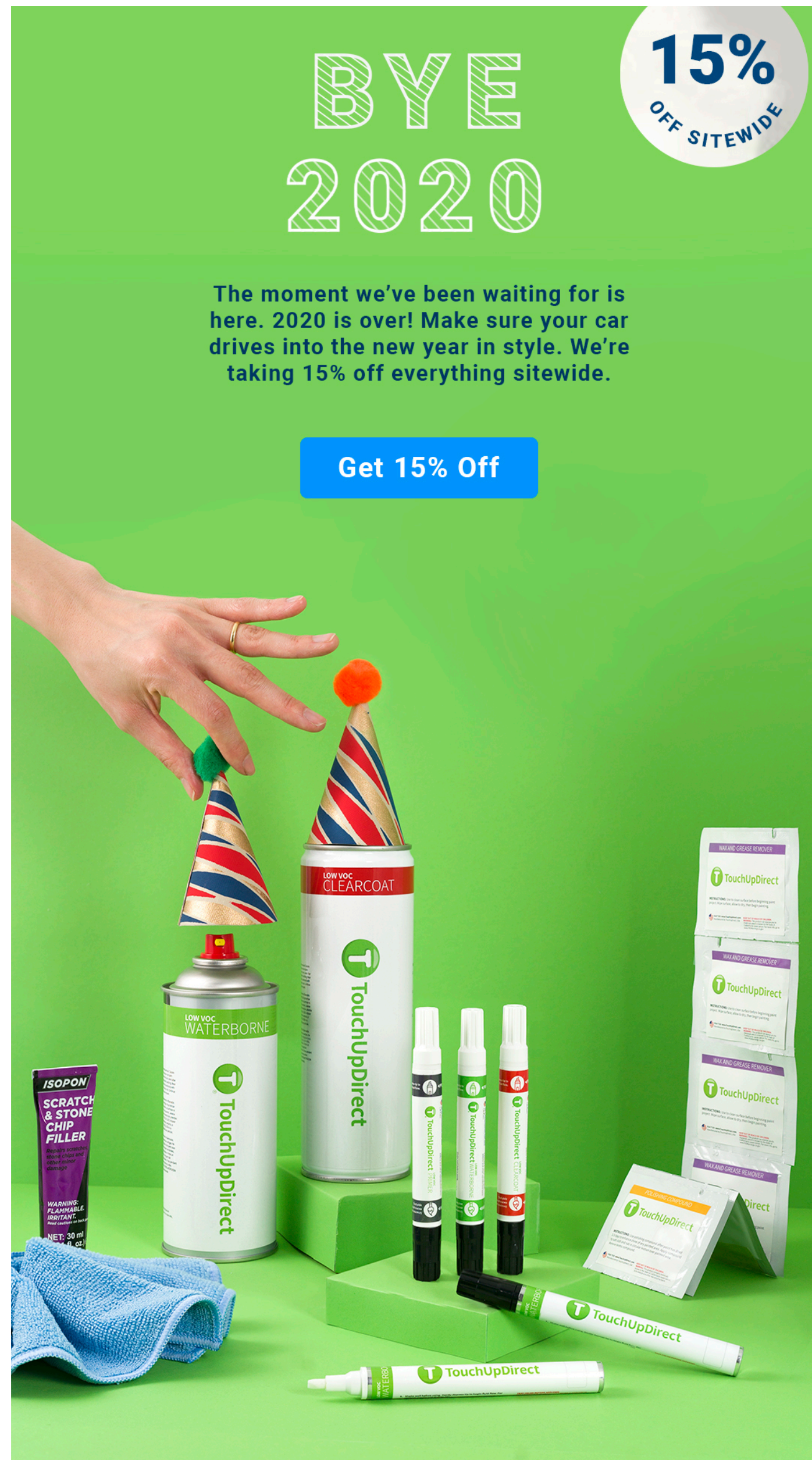
The Basics

- Less is more. Keep design clean and simple with tighter focus.
- If you need to use GIFs, keep the file size small.
- Compress all images using a tool such as JPEGmini.
- If you are designing for dark mode use png with transparent background.
- Keep total size under 102kb to avoid Gmail clipping issues.
- It depends on the content but ideally we want the CTA to appear above the fold.
- Keep text as HTML wherever possible. If you're embedding text in an image only use a few words. Long text will render too small to read on mobile devices.
- The subject and preview texts should be short and punchy. Promotional content should be mentioned in the subject line.

JPG

HTML text

JPG



Big sale badge on the top

CTA above the fold

Clean design with one CTA.

Large negative space helps to focus the user's attention on the copy and CTA.

Email Campaign

GIF

There are many ways to compress GIFs but one tip is to crop the image and only save the animated section as a GIF and the rest as JPG. That way you can create large image based email like this one without compromising the quality of the image.



JPG

GIF



JPG

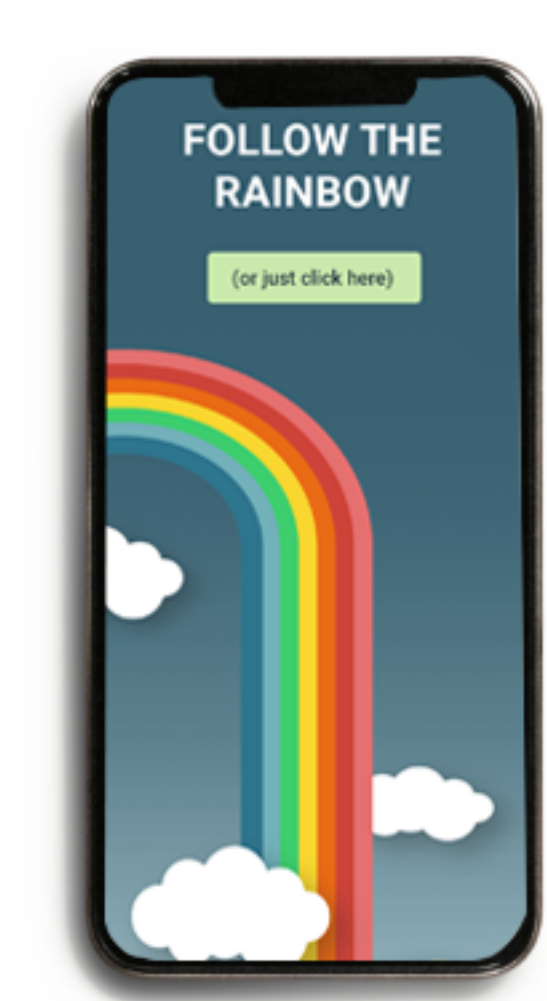
Email Campaign

Creative

This is the second email we sent for the St. Patricks Day sale. We used the scrolling motion as an inspiration and came up with an idea of “Follow the Rainbow”.

Since this was a reminder email we weren’t too concerned about having all the information above the fold. Instead we wanted to try something more creative and interactive.

We put a CTA at the top just in case the users want to opt-out and go straight to the store. At the end of the rainbow is our (old) Brush in a pot of gold with a sale badge and another CTA that takes you to the store.



Interactive email campaign

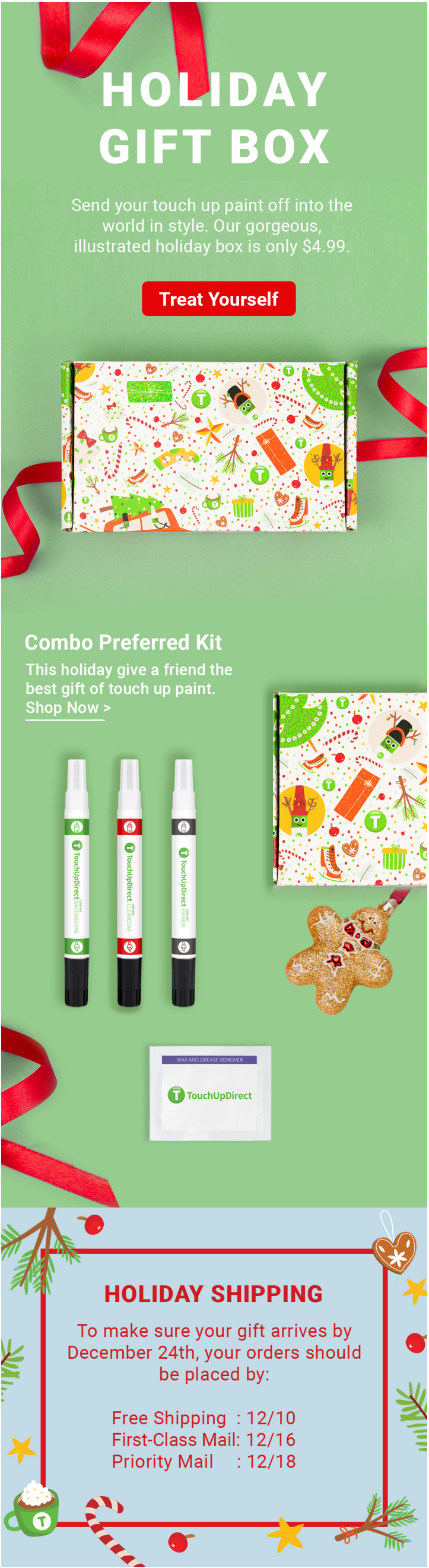
Email Campaign

Holiday

During the holiday season you can make the email campaign stand out by introducing fun layouts, new color schemes, and using holiday-specific photos.

CTA above the fold

GIF



Clean layout with large negative space.

Additional Accent and Background Colors for Christmas 2020



Email Campaign

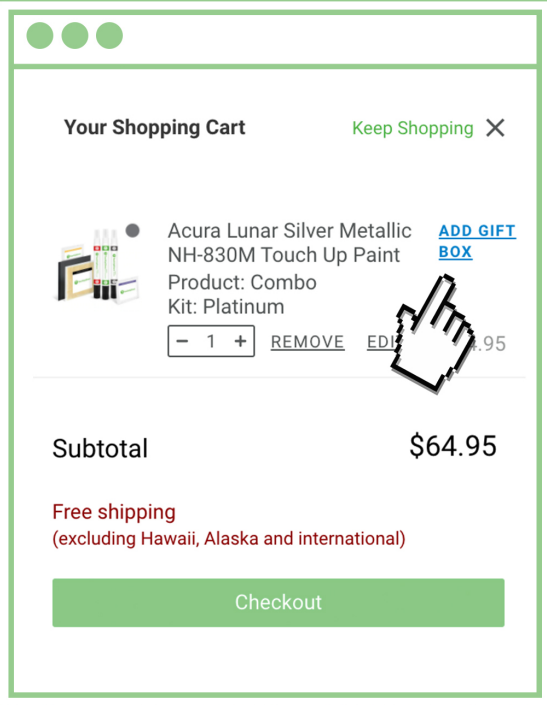
Holiday

Additional examples.



Shop Gift

Wondering how to get our gorgeous holiday gift box for only \$4.99? Just select "Add Gift Box" at checkout!



HOLIDAY GIFT BOX

ONLY \$4.99



That gift would look awfully good in our exclusive holiday box. To get this exclusive illustrated package for only \$4.99, select "Add Gift Box" when you get to checkout. And because we want you to have the best experience possible, we'll be offering free shipping until December 10th.

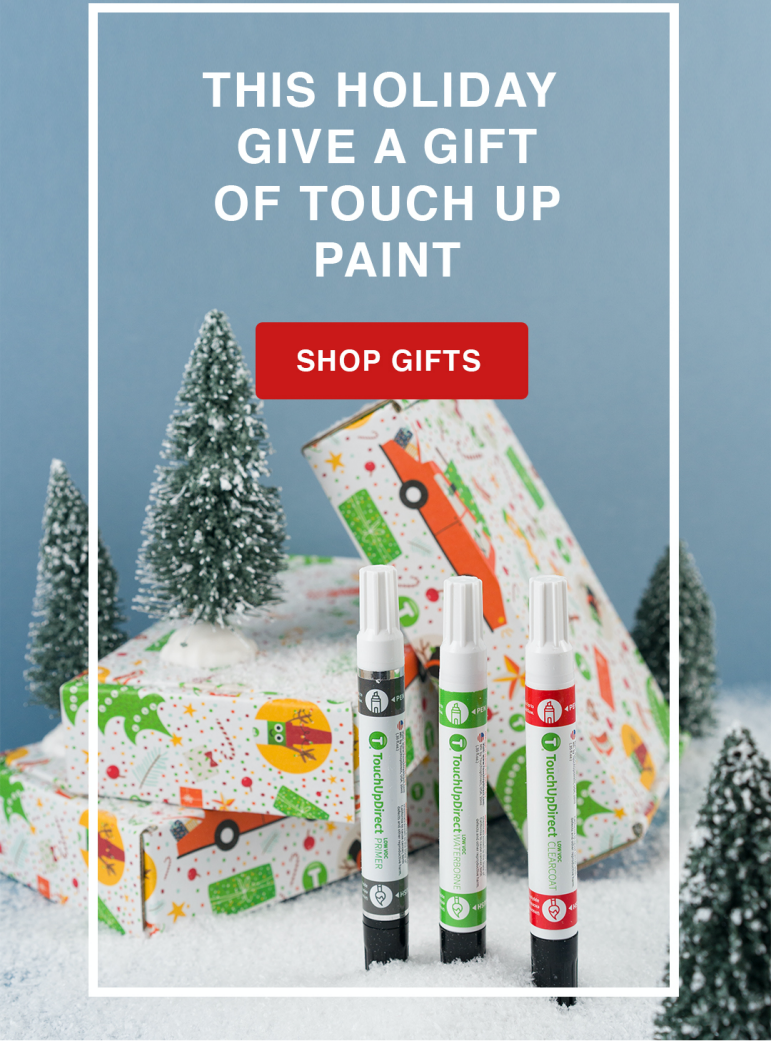
Shop Gifts



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

Enter on Instagram

Enter on Facebook



Nomenclature

TUD Nomenclature	Non TUD Spelling
TouchUpDirect	Touch Up Direct, Touchupdirect
Touch up, touch up	Touchup ,touchup, touch-up, Touch-Up
Kit	Package
Tricoat, tricoat	Tri-Coat, Tri coat, Tri Coat
Midcoat, midcoat	MidCoat, Mid Coat, mid-coat
Clearcoat, clearcoat	Clear-Coat, clear-coat, clear coat
Basecoat, basecoat	Base-coat, base coat, base color
Brush, brush	Jar
Pen, pen	
Combo	
Professional Size, professional size	Pro size, Pro Size
Half Pint, half pint	½ Pint
Pint, pint	
Quart, quart	
Color Match Guarantee	Color-match guarantee
Aerosol, aerosol	