

Brand Identity Manual



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Color Usage

Your vendor must be using **Pantone® Color Bridge® coated – released after 1/1/2008** for correct color reproduction. Colors may vary from your computer screen to the actual printout. Have your vendor verify that they have the correct Pantone colors and Pantone Color Bridge coated – post 1/1/2008. If your vendor has questions or needs clarification, direct them first to Handyman MattersSM Marketing Department – 866.808.8401.

Printing four-color process (PC) - CMYK build

Blue PMS 292PC - 58C, 11M, 0Y, 0K

Brown PMS 448PC - 30C, 35M, 62Y, 79K

C=58 M=11 Y=0 K=0	C=30 M=35 Y=62 K=79
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Printing spot color (C)

Blue: PMS 292 C

Brown: PMS 448 C

PMS 292 C	PMS 448 C
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Web safe colors

RGB values

Blue - R91, G183, B231

Brown - R62, G54, B33

Hexadecimal values

Blue - #5bb7e7

Brown - #3e3621

R=91 G=183 B=231 #5bb7e7	R=62 G=54 B=33 #3e3621
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Font Usage

Primary font options

The Handyman MattersSM typefaces are Insignia and ITC Kabel. These fonts should be used in all advertising materials. ITC Kabel Book should be used in body text. ITC Kabel Medium or Demi may be used for emphasis. Insignia Roman may also be used for emphasis in copy or in headlines.

Insignia Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ITC Kabel Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ITC Kabel Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ITC Kabel Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Secondary font options

In instances where it is not possible to use primary advertising fonts in all business communications, (i.e. general business documents, locally produced sales collateral or email correspondence), the Handyman Matters fonts are Arial or Helvetica and may be used with Regular and Bold weights as options.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Logo Options

Primary logo

The primary logo option may be printed in either spot or four-color process ink.



Black & white logo

This option may be used when placed in black & white printed materials.



Black logo

This option may be used when placed in black & white printed materials.



White logo

This option should be used when the logo needs to be placed on a colored background where either the brown or blue would be difficult to read. Changing the colors to white makes legibility possible in this situation.



Logo Options

Horizontal logo

This logo may be used when a horizontal logo would fill the allotted space better than the primary vertical logo. This logo option may be printed in either spot or four-color process ink.



Black & white horizontal logo

This option may be placed in black & white printed materials where a horizontal logo would fill the allotted space better than a vertical logo.



Black horizontal logo

This option may be placed in black & white printed materials where a horizontal logo would fill the allotted space better than a vertical logo.



White horizontal logo

This option should be used when the logo needs to be placed on a colored background where either the brown or blue would be difficult to read and where a horizontal logo would fill the allotted space better than a vertical logo. Changing the colors to white makes legibility possible in this situation.



Logo Clear Space

Minimum logo clear space

The clear space for the Handyman MattersSM logo is intended to prevent other visual elements from distracting or conflicting with the logo. The minimum clear space around the logo should be equal to the height of the capital "M" in the word "MATTERS" in the logo on all four sides at whatever size it is produced at. This will guarantee proper legibility of the Handyman Matters logo.



Minimum Logo Reproduction Sizes

Primary logo

The primary Handyman Matters logo should never be reproduced at a size less than 0.8125" tall to insure maximum legibility and crisp, clean reproduction every time it is printed.



Horizontal logo

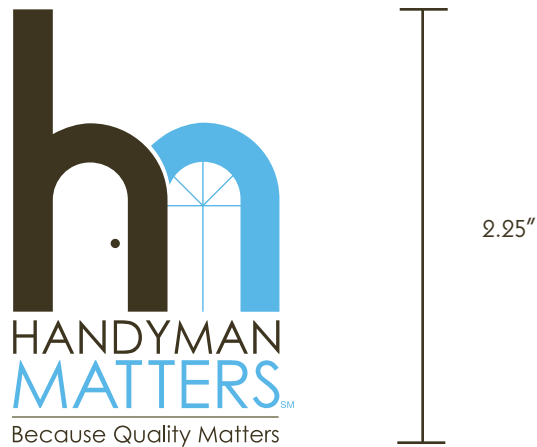
The horizontal Handyman Matters logo should never be reproduced at a size less than 0.5" tall to insure maximum legibility and crisp, clean reproduction every time it is printed.



Minimum Logo Reproduction Sizes

Logo with tagline

The tagline "Because Quality Matters" should be used with the primary logo when the reproduced size is at least 2.25" high or larger. This will insure maximum legibility and crisp, clean reproduction every time it is printed.



Horizontal logo with tagline

The tagline "Because Quality Matters" should be used with the horizontal logo when the reproduced size is at least 1" high or larger. This will insure maximum legibility and crisp, clean reproduction every time it is printed.



Incorrect Logo Usage

The guidelines on this page are critical to maintaining the integrity of the Handyman MattersSM logo. Logos must be used properly at all times in order to protect the integrity of the brand.

Examples of incorrect logo usage



Do not place lines, patterns, text or any graphic elements within the logo.



Do not add any different colors to any portion of the logo.



Do not use the logo at any alternate angle.



Do not change proportions of the logo in any way.



The logo should not be used in combination with any other brands, names or trademarks.



Do not change any of the fonts used in the logo.



Do not use the logo in outline form.



Tagline should not be used with primary logo when smaller than 4" tall.



Tagline should not be used with horizontal logo when smaller than 6" wide.



The logo should not be used without "SM".



Do not change proportions of the "SM" in any way.



Do not use the "HM" of the logo without the logotype.



Do not use the logotype without the rest of the logo.