

2011

BRAND STANDARDS MANUAL

REVISION 12/09/2010



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TIGER-ROCK BRAND MANAGEMENT

In adopting the new brand identity together, we can present a common, uniform identity to the community. By doing so we begin the process of raising awareness of Tiger-Rock and its' programs. The brand identity is just one element in the whole marketing strategy. We have gathered best thinking and best practices from the field and we offer them in this guide to uphold the integrity of the Tiger-Rock brand.

There is a key Communications Objective:

To communicate consistent branding and key messages to convey the vision of the Tiger-Rock.

The communications plan is part of the Marketing plan. It looks at internal and external communications.

Internal communications concentrates on controlling and unifying the use of the brand and recommendations are made for guidelines which will cover image, brand expression, language and tone for any internal communications. This strategy will develop over the years as plans develop, and it will support activities to be found in other areas of work.

External communications concentrates on the way Tiger-Rock is presented to all external audiences. PR strategy is one element of this communication as well as the external marketing and advertising reaching the public and Tiger-Rock's target audiences. This plan will develop and evolve in line with other work.

The Creative Brief Background

Approval has been given to implement a strategic marketing and advertising plan for the future development of the Tiger-Rock. Part of this strategy involves reviewing all communication materials and through adopting overall design guidelines, achieving a new look for Tiger-Rock reflecting the leadership aspirations for the future and retaining the logo guidelines laid down by the marketing team.

The Brief

The designs retain the clarity of the Tiger-Rock logo but are capable of being used across all media to illustrate the desired personality of the Tiger-Rock. The aim is to give a fresh new look for the Tiger-Rock, which is strong and powerful, but keeps with its current and future role as the leader in martial arts in the country. The personality of this brand has the following characteristics: it is bold, powerful and implies strength. It reflects discipline and inner strength as well a physical strength.



BRANDSTANDARDS**Brandmark Guidelines**

This guide has been produced to ensure that the Tiger-Rock identity in its various forms is used consistently across all facilities to achieve uniform visual branding. It is important to maintain a high level of consistency with the Tiger Rock's brandmark and treat it with the utmost respect.

Do not distort, crop or recolor the company's brandmark. When resizing the brandmark, maintain its proportions. Do not reproduce the brandmark using other fonts. Do not add extra wording or graphics to the brandmark.

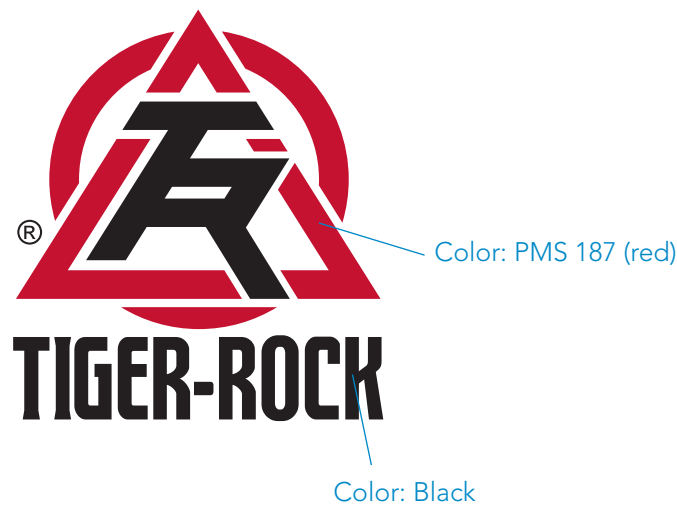


APPROVED BRANDMARK - CORPORATE COLORS

The Tiger-Rock brandmark is central to the facilities' identity. The brandmark is a symbol that the audience and franchisees can rally around as well as proof of its presence within the community.

Brandmark Corporate colors must be handled with a precise fashion.

Brandmark



APPROVED BRANDMARK - GRAYSCALE AND BLACK/WHITE VARIATIONS

When the usage of color is not an option, the Tiger-Rock brandmark must be handled utilizing either the fully Black/White version or the Grayscale version as seen below.

Brandmark- Black/White Version



Brandmark- Grayscale Version



APPROVED BRANDMARK - BACKGROUND USAGE

The Tiger-Rock brandmark is a powerful representation of the organization that should always be clearly visible against the background.

All colored versions of the Tiger-Rock brandmark should only appear on a white background. When placed on a colored or photographic background, the Tiger-Rock brandmark text and “TR” in the mark must be reversed out to white. See sample below.

Logo Usage - White Background



Reversed Logo Usage
- Black Background



BRANDMARK - MINIMUM SPACE REQUIREMENTS

The Tiger-Rock brandmark is central to the facilities' identity. Brandmark spacing requirements must be handled in a precise fashion. It is ideal to maintain at least 0.25" around all sides of the brandmark.



APPROVED CORPORATE FONTS

The Tiger-Rock corporate fonts are central to the brand identity. Font usage requirements must be handled in a precise fashion to maintain consistency across the brand.

Approved - Font Usage

FonTS used within the brandmark:

Nar2 Strategy

(brandmark font "Tiger-Rock")


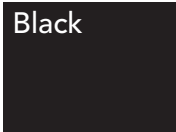
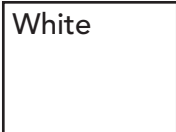
Humanist 521 - Roman

(brandmark font "Martial Arts")



BRAND COLOR PALETTE

The color palette is based on the brand personality and identity of the academies. The personality of this brand has the following characteristics: it is bold, powerful and implies strength.

	Cyan.....	22	Red.....	173
	Magenta	98	Green.....	38
	Yellow	89	Blue	46
	Black	14		
	Cyan.....	0	Red.....	35
	Magenta	0	Green.....	31
	Yellow	0	Blue	32
	Black	100		
	Cyan.....	0	Red.....	255
	Magenta	0	Green.....	255
	Yellow	0	Blue	255
	Black	0		

TIGER-ROCK EMAIL SIGNATURE GUIDE (PC)

Copy font size should be 10 point and the color blackand red as defined in the Tiger-Rock corporate colors. (RGB values shown below).

Verdana Bold 10pt
Color: Red

Verdana Bold 10pt
Color: Black

Verdana Bold 10pt
Color: Black

Verdana Bold 10pt Color:
Black on Tiger-Rock

John Doe

Instructor / 4th Degree Black Belt

john.doe@tiger-rock.com

555.000.1010

1234 S. Main Ave.

Anywhere, ST 50000-0000

605.367.7397 **phone**

605.367.7399 **fax**

www.tiger-rock.com

Verdana Bold 10pt
Color: Red
on phone, fax

Verdana Bold 10pt
Color: 80% Black
on www. and .org



Choose Define Custom Colors and input the custom colors.

Red:
R=184 G=31 B=54

Black:
R=35 G=31 B=32

TIGER-ROCK EMAIL SIGNATURE GUIDE (MACINTOSH)

Copy font size should be 10 point and the color black, purple and orange as defined in the Tiger-Rock corporate colors. (RGB values shown below).

Verdana Bold 10pt
Color: Red

Verdana Bold 10pt
Color: Black

Verdana Bold 10pt
Color: Black

Verdana Bold 10pt Color:
Black on Tiger-Rock

John Doe

Instructor / 4th Degree Black Belt

john.doe@tiger-rock.com

555.000.1010

1234 S. Main Ave.

Anywhere, ST 50000-0000

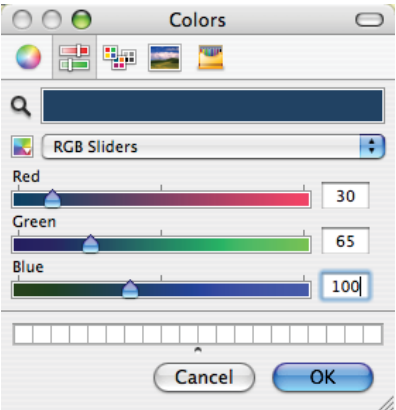
605.367.7397 **phone**

605.367.7399 **fax**

www.tiger-rock.com

Verdana Bold 10pt
Color: Red
on phone, fax

Verdana Bold 10pt
Color: 80% Black
on www. and .org



Choose Colors and input the custom colors.

Red:
R=184 G=31 B=54

Black:
R=35 G=31 B=32



APPROVED PHOTO USAGE

The Tiger-Rock should visually be represented in a clean and uncomplicated graphic treatment. The use of negative space is valued and utilized within the marketing materials. Tiger-Rock's photographic imagery has been developed to have a strong impact of the sense of community.

Each photo reflects the different ages, personalities and interests of the audience that attends the Pavilion. The frame represents the tie that binds all of us together and brings us center to the Pavilion.

Only approved photos may be used in Tiger-Rock marketing materials in order to keep the message and visual identity of Tiger-Rock consistent and directed. Samples of the approved photography are shown below.

[Samples Coming Soon]

