Toaster Tubs

Brand Guidelines

Guide Contents

Toaster Tubs

01
Spacing of Name

SPACING OF NAME

When writing out the name of the company, "ToasterTubs," there should never be a space between "Toaster" and "Tubs."

Kerning should be set to zero and should not be adjusted unless the letters overlap.

❌ *Toaster Tubs*

❌ Toaster Tubs

❌ Toaster Tubs

✔ *ToasterTubs*

✔ ToasterTubs

✔ ToasterTubs

04

02
Logo

Logo Variations

A responsive logo system keeps the brand agile and allows for easy implementation. The primary mark is a stacked logotype, and the secondary logo lockup gives the brand an inline/horizontal option.

When space allows, try to use the primary stacked logo lockup. This could include website, PPT cover pages, and marketing materials. For more landscape applications with less height, use the inline secondary lockup. Landscape applications could include your banner ads and business cards.

Full color and gray scale options are available for the primary mark. Black, Seafoam and Cognac options are available for the secondary lockup. These allow for best application suitable upon the background color.

## PRIMARY LOCKUP

SECONDARY LOCKUP

Logo Variations

MASCOT "TOASTY"

A mascot is a living character that represents the company. Mascots can give your brand a personality and help humanize your company and connect with your customers.

The mascot logo, Toasty, is not selected due to best spacing reasoning, but best application. The mascot can be used on its own in certain, very specific situations when the context and association with ToasterTubs is clearly established.

Full color and gray scale options are available for the mascot.
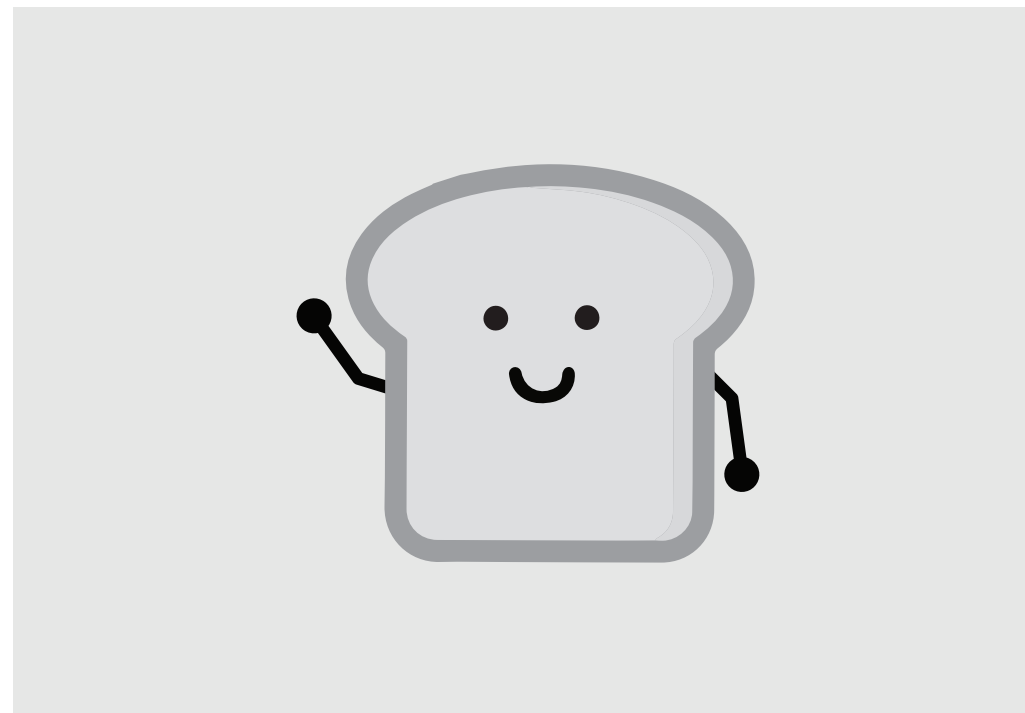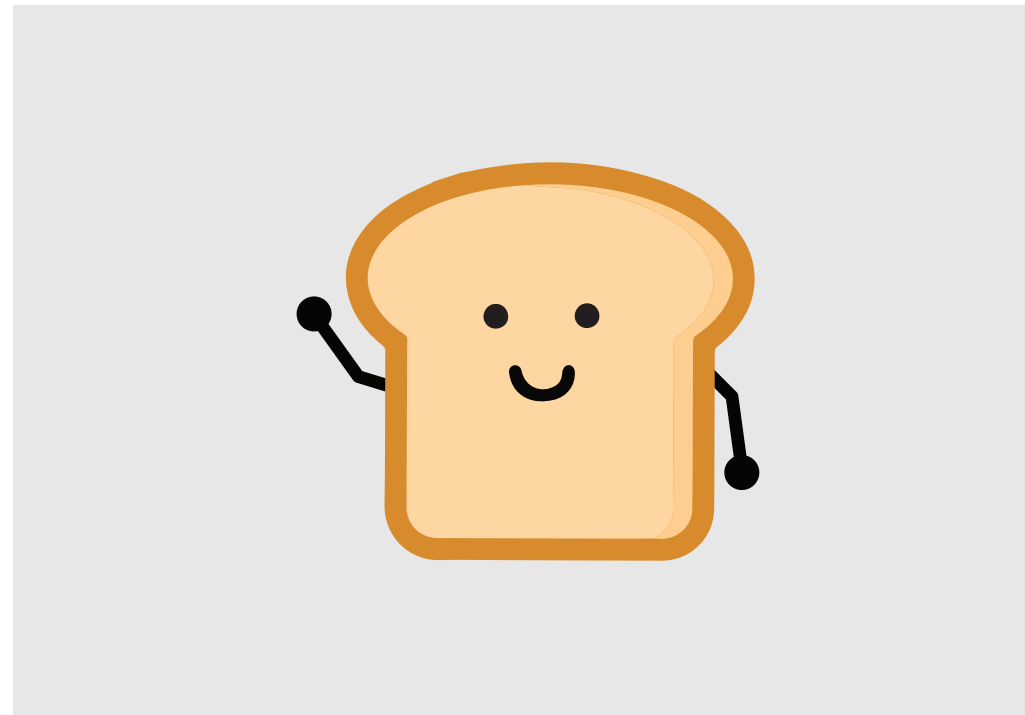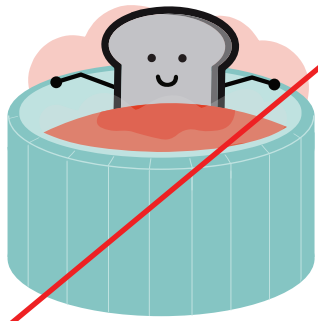
Toaster Tubs

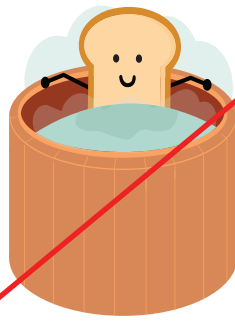Never change the color of the logo
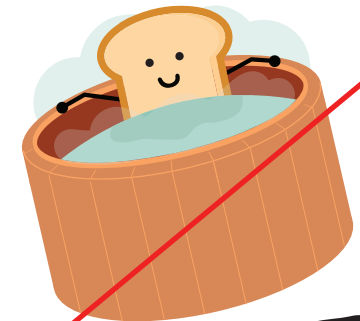

Toaster Tubs

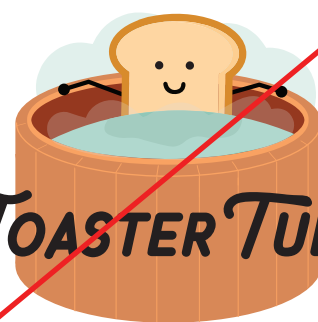Never squish the logo
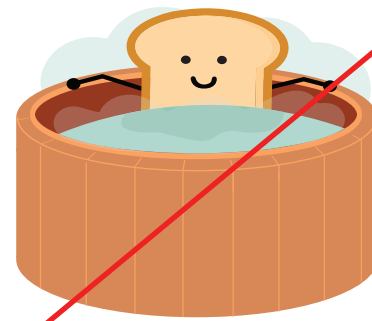
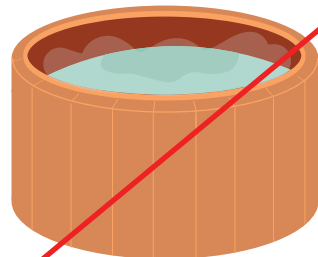**Toaster Tubs**

Never stretch the logo

Toaster Tubs

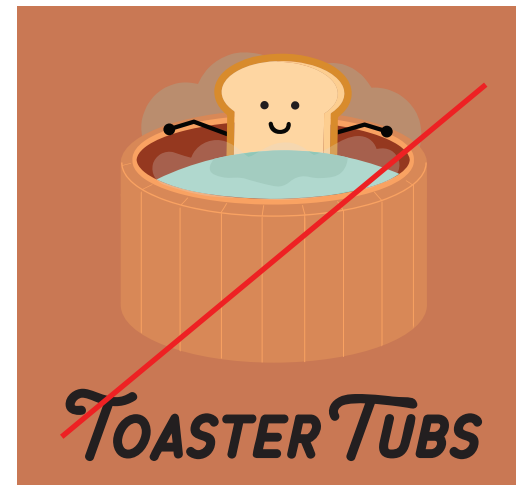Never change the angle of the logo

Toaster Tubs

Never move elements of the logo

Toaster Tubs

Never remove elements of the logo

Toaster Tubs

Do not place the logo on conflicting color floods
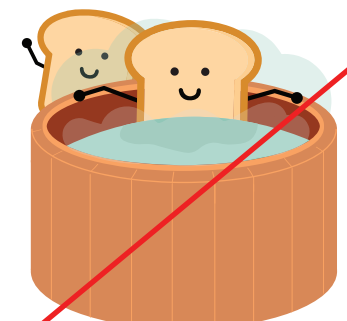
Toaster Tubs

Never include more than one Toasty in the logo

Logo Clearspace

The clearspace is used to prevent from placing other elements near the logo that may distort the perception of the design.
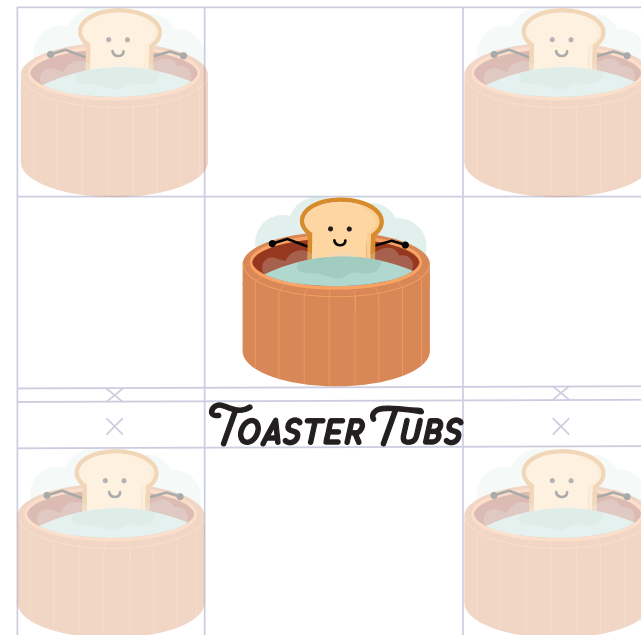
Spacing — Primary

A healthy amount of clear space around the logo creates proper brand awareness and ensures consistency. When possible, ensure that the logo has a margin equal to the width and height of Toasty sitting in the ToasterTub on all sides.

Spacing — Secondary

A healthy amount of clear space around the logo creates proper brand awareness and ensures consistency. When possible, ensure that the logo has a margin equal to at least the full width and height of the "T" element of the logotype on all sides.

03
Colors

COLOR PROFILES

Brands and color are inextricably linked because color offers an instantaneous method for conveying meaning and message without words. Color increases brand recognition by up to 80 percent.

PRIMARY COLORS
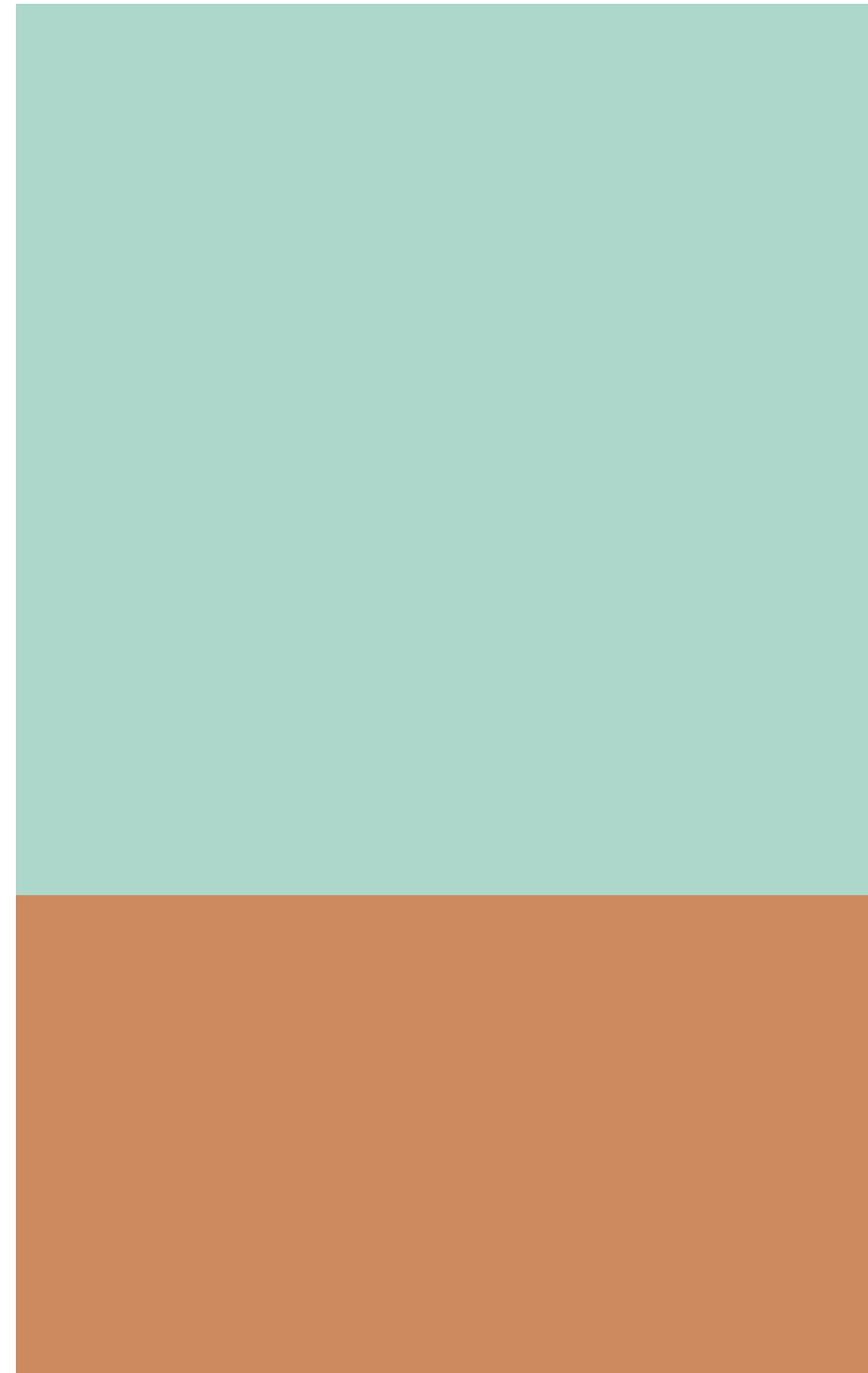
SECONDARY COLORS
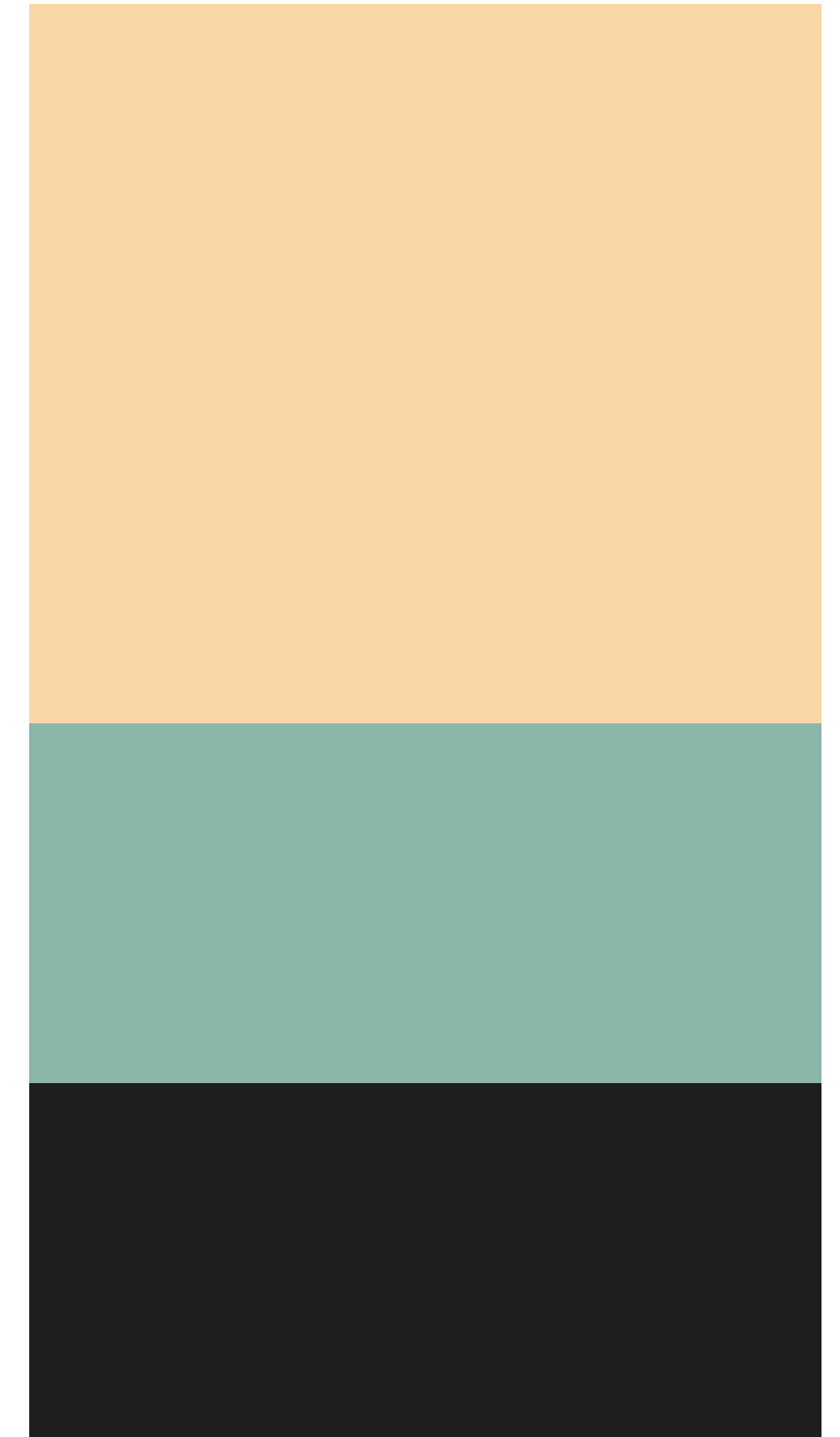
COLOR PROFILES

Color profiles are divided into two applications: print and screen. The print color profiles are CMYK. The screen color profiles for web use are rgb and Hex values.

PRIMARY COLORS
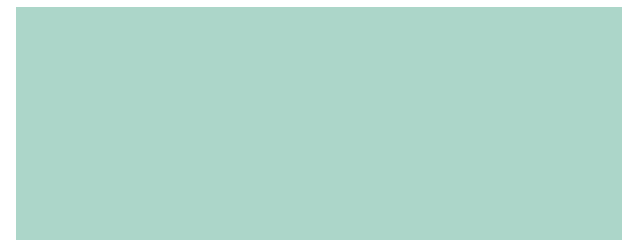
SEAFOAM
#ACD5C9

R:172
G:213
B:201

C:33
M:2
Y:24
K:0

COGNAC
#CC895F

R:204
G:137
B:95

C:18
M:50
Y:68
K:2

SECONDARY COLORS

CHAMPAGNE
#F8D8A9

R:248
G:216
B:169

C:2
M:15
Y:36
K:0

DARK SEAFOAM
#89B6A8

R:137
G:182
B:168

C:48
M:14
Y:37
K:0

BLACK
#221F20

R:34
G:31
B:32

C:71
M:67
Y:64
K:74

COLOR PAIRINGS TO AVOID

When pairing colors — especially in the context of a series of brown and blue/green hues and tints — creating a hierarchy is paramount. Selecting the correct logo color variation is crucial. The goal is to have the logomark standout the most regardless of any color background without clashing or changing the feel of the brand.
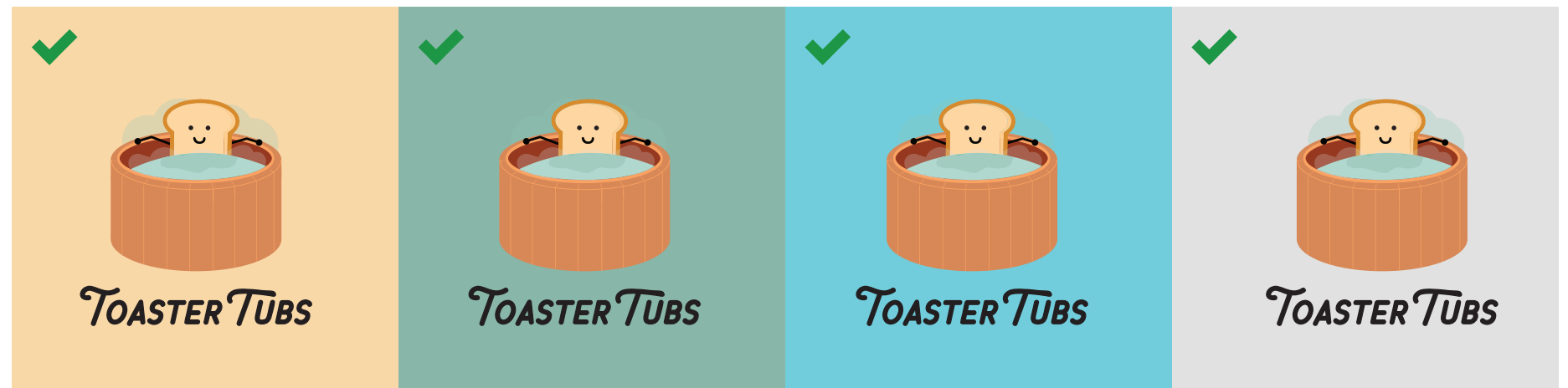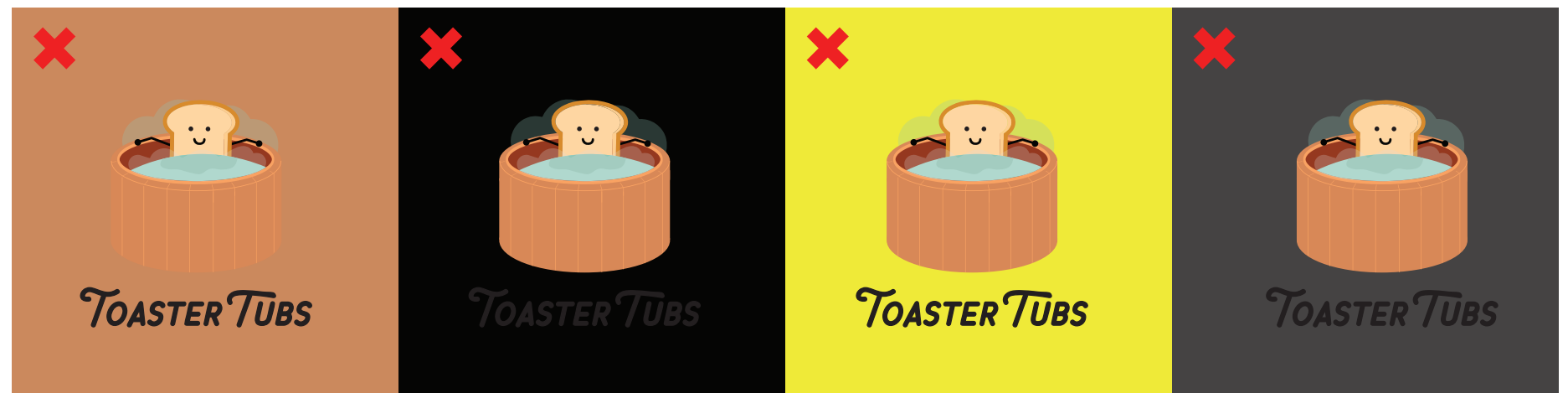
04
Typography

Typography

Aa

Chippewa Falls

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

Aa

Acre - Medium

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Aa

Acre - Light

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

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Typography
– Print & Website

1   Headers are set in Chippewa Falls in any of the colors from the primary or secondary color palette depending on background color. For hierarchy and prominence, the heading font color should have the highest contrast with the background color.

2   Subheads are set in Acre Medium in any of the colors from the primary or secondary color palette depending on background color. They should be about half the size of the headline font.

3   For paragraphs of body copy, Acre Light should be used primarily. If body copy is smaller in size, Acre Medium should be used. The default body font color should be the brand's black.

Toaster Tubs –
Soak Your Stress Away

Hot Tip: Add bubbles to deepen the benefits of Hydrotherapy to treat physical and mental health

There are only three steps you need to know to set up your ToasterTub – plug in your toaster, add water, and submerge yourself into full-body relaxation. Turn up the turbo jets to massage away muscle spasms and stiffness through the natural healing power of ToasterTubs.

05
Pattern

Brand Pattern

A brand pattern plays an important role in creating depth to your visual identity. Patterns add texture to your designs and help enforce a memorable brand experience.

The pattern can be used over color blocks or images to add additional branding and visual interest without using the logo.

Patterns can be used to reinforce the branding on marketing graphics, website banner images, social media posts, and print materials and packaging.

The pattern may be used at a lower opacity and/or made smaller or larger for best application. The color of the pattern should not be altered.

PATTERN
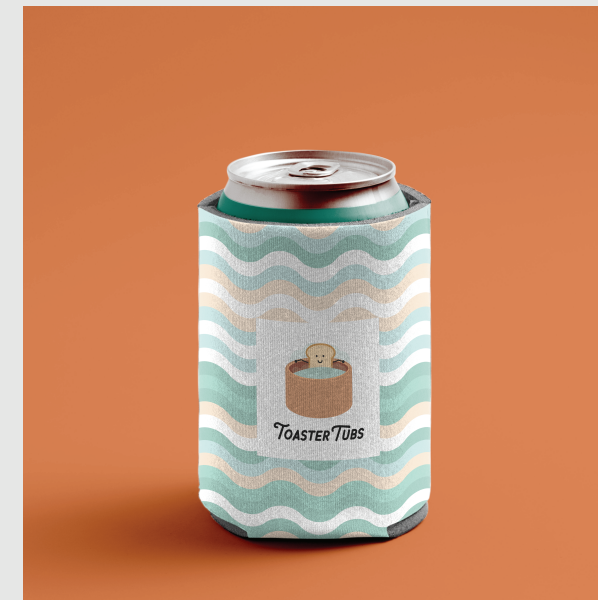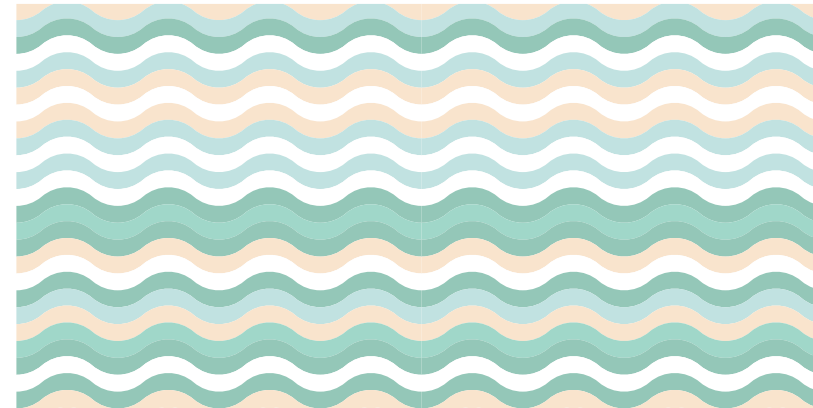
06
Photography

Photography
Color Overlay

There will be many instances when you'll want to use text over images. To ensure for the proper contrast, use a 70% opacity Seafoam color block over the image.

The text on the overlay should be Chippewa Falls font in white or black depending on the background image.
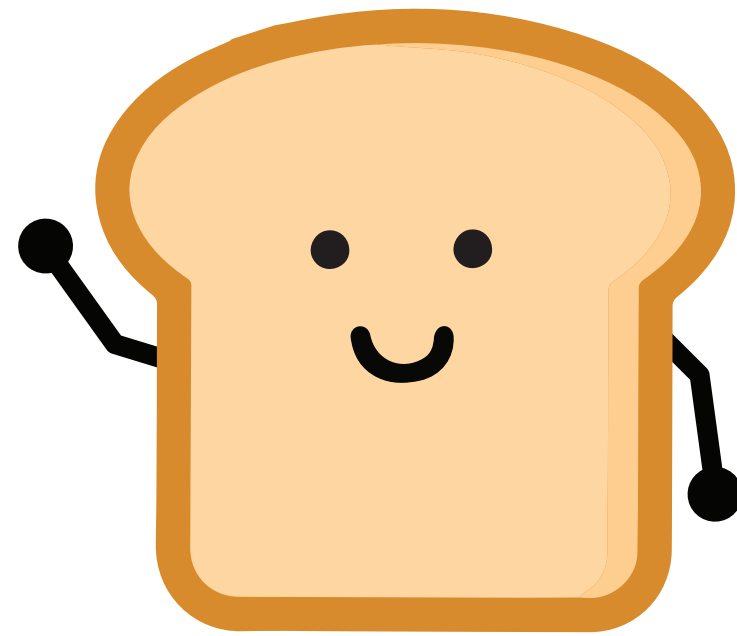

Text Over Image

SEAFOAM   R:172   C:33
#ACD5C9   G:213   M:2
                 B:201   Y:24
                                K:0

Opacity: 70%

ToasterTubs.com