

BRAND MANUAL

SLINGERLAND DRUM COMPANY

Slingerland[®]

No. 1012006

Design Guidelines

Our design guidelines emphasize a blend of modern simplicity and timeless appeal. These visual elements should be used thoughtfully to enhance clarity and maintain a consistent look across all platforms. By adhering to these guidelines, we ensure our visual identity remains strong, recognizable, and true to our core values.

Logo Usage

Our branding utilizes two distinct logos to serve different purposes effectively. The company logo, a core element of our identity, will be prominently featured across all marketing materials to ensure consistency and recognition of our brand.

In contrast, the product logo is specifically designed for use on our products and can be applied selectively on marketing materials where relevant.

This approach allows us to maintain a strong, unified brand presence while also highlighting individual products in a way that complements our overall marketing strategy.

Company Logo

The company logo, a core element of our identity, will be prominently featured across all marketing materials to ensure consistency and recognition of our brand.

The logo is displayed in white on a solid black rectangular background. It consists of the word "SLINGERLAND" in a large, bold, sans-serif font, with the word "DRUM COMPANY" in a smaller, similar font directly beneath it. The letters are closely spaced and have a slightly irregular, hand-drawn quality.The logo is displayed in black on a light beige, textured background. It consists of the word "SLINGERLAND" in a large, bold, sans-serif font, with the word "DRUM COMPANY" in a smaller, similar font directly beneath it. The letters are closely spaced and have a slightly irregular, hand-drawn quality.

Size & Clearance

The fixed space and minimum margins to be provided around the corporate logotype are specified as shown in the following illustrations. A minimum size is also specified for the corporate logotypes; do not use them any smaller than the defined size.



MINIMUM MARGIN



MINIMUM SIZE 0.5"

Prohibited Use

The logotype must be used effectively, accurately and consistently. Examples of incorrect forms are illustrated to the right.

The Slingerland Drum Company logo is shown rotated diagonally, which is prohibited. A red diagonal line is drawn over the logo.

SLINGERLAND
DRUM COMPANY

DO NOT ROTATE

The Slingerland Drum Company logo is shown skewed, which is prohibited. A red diagonal line is drawn over the logo.

SLINGERLAND
DRUM COMPANY

DO NOT SKEW

The Slingerland Drum Company logo is shown with a reflection effect, which is prohibited. A red diagonal line is drawn over the logo.

SLINGERLAND
DRUM COMPANY

DO NOT USE EFFECTS

The Slingerland Drum Company logo is shown with a shadow effect, which is prohibited. A red diagonal line is drawn over the logo.

SLINGERLAND
DRUM COMPANY

DO NOT USE SHADOWS

The Slingerland Drum Company logo is shown with a reflection effect, which is prohibited. A red diagonal line is drawn over the logo.

SLINGERLAND
DRUM COMPANY

DO NOT USE EFFECTS

Approved Usage

BRAND WEBSITE:

Display prominently on the homepage and other key pages (e.g., About Us, Contact).

SOCIAL MEDIA PROFILES:

As the profile picture on social media platforms, and in cover images where applicable.

MARKETING MATERIALS:

Include on brochures, flyers, advertisements, business cards, and any other promotional materials.

CORPORATE COMMUNICATIONS:

Use on official documents, presentations, email signatures, and internal communications.

EVENT BRANDING:

Display at events, conferences, and exhibitions.

Script Logo

The product logo is specifically designed for use on our products and can be applied selectively on marketing materials where relevant.

The Slingerland logo in a white script font, set against a solid black rectangular background.The Slingerland logo in a black script font, set against a light beige background.

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Slingerland

DO NOT ROTATE



Slingerland

DO NOT SKEW



Slingerland

DO NOT USE EFFECTS



Slingerland

DO NOT USE SHADOWS



Slingerland

DO NOT USE EFFECTS

Approved Usage

PRODUCT LABELS AND PACKAGING:

Display on the packaging of all branded products, ensuring visibility and legibility.

MERCHANDISE:

Use on branded items such as apparel, accessories, and promotional merchandise.

PRODUCT TAGS:

Include on tags attached to physical products or embedded in digital product representations.

IN-PRODUCT BRANDING:

When appropriate, integrate the logo within the product design itself, such as embossing, engraving, or screen printing.

Color Palette

Our color palette is carefully crafted to honor the rich heritage of our brand while embracing a fresh, modern appeal. It draws on classic hues that have been integral to our identity, reflecting the timeless quality and history of our company. By blending these traditional colors with contemporary shades, we pay tribute to our past while signaling our forward-thinking vision. This palette not only reinforces our brand's legacy but also ensures a vibrant and cohesive visual identity that resonates with both long-time supporters and new audiences.








Color Palette

Our colors are a vital part of our brand identity and should be used consistently to maintain brand cohesion.

PRIMARY PALETTE

								
WHITE	RICH BLACK	PANTONE® 3035C	PANTONE® 7699C	PANTONE® 7464C	PANTONE® 5807C	PANTONE® 4525C	PANTONE® 7512C	PANTONE® 7512C
CMYK: 0/0/0/0 RGB: 255/255/255 HEX: FFFFFFFF	CMYK: 75/68/67/100 RGB: 0/0/0 HEX: 000000	CMYK: 100/66.58/47.56/28.21 RGB: 0/52/92 HEX: 003E52	CMYK: 83.95/53.92/35.16/12.25 RGB: 51/100/156 HEX: 33647E	CMYK: 54.46/0/53.47/0 RGB: 108/202/152 HEX: 6CCA98	CMYK: 19.23/11.03/36.74/0 RGB: 208/208/170 HEX: D0D0AA	CMYK: 24.08/23.48/55.59/06 RGB: 198/183/132 HEX: C6B789	CMYK: 27.31/63.3/100/14.58 RGB: 147/100/20 HEX: A7641A	CMYK: 39.37/73.14/98.37/48.7 RGB: 99/53/16 HEX: 633510

SECONDARY PALETTE

						
PANTONE® 7549C	PANTONE® 612C	PANTONE® 7495C	PANTONE® 346C	PANTONE® 487C	PANTONE® 021C	PANTONE® 1805C
CMYK: 0/30.97/100/0 RGB: 255/182/0 HEX: FFBA00	CMYK: 26.37/23.65/100/39 RGB: 197/174/0 HEX: C88000	CMYK: 47.25/27.1/96.12/5.19 RGB: 143/153/62 HEX: 8F993E	CMYK: 54.46/0/53.47/0 RGB: 108/202/152 HEX: 6CCA98	CMYK: 3.47/40.72/36.84/0 RGB: 23/166/147 HEX: E7A693	CMYK: 54.46/0/53.47/0 RGB: 108/202/152 HEX: 6CCA98	CMYK: 21.23/96.63/90.34/12.13 RGB: 178/41/46 HEX: B2292E

Typography

Our typography pays tribute to the rich heritage of our brand, seamlessly blending tradition with modernity. We use typefaces that honor our legacy while ensuring readability and contemporary appeal. Each font choice is carefully selected to reflect the brand's storied past and enduring values, combining classic elements with a fresh, current perspective.

PRIMARY FONT

Made Sunflower

abcdefghijklmnopqrstuvwxyz

1234567890!@\$%^&*()_+

BODY COPY

CH Typewriter 01

abcdefghijklmnopqrstuvwxyz

1234567890@\$\$%&*()_

WEB SAFE FONT

Futura Bold

abcdefghijklmnopqrstuvwxyz

1234567890!@\$%^&*()_+

DISPLAY FONT

EPILOGUE REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@\$%^&*()_+

BODY COPY

Goudy Old Style

abcdefghijklmnopqrstuvwxyz

1234567890@\$\$%&*()_