# 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.

## SINGERLAND SIRUMCOMPANY D

SINGERLAND SINGERLAND

#### 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.

Safe Area Width of "D"



**MINIMUM MARGIN** 

SINGERLAND SIRUM COMPANY D

MINIMUM SIZE 0.5"

#### **Prohibited Use**

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



DO NOT ROTATE



DO NOT SKEW



**DO NOT USE EFFECTS** 



DO NOT USE SHADOWS



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.

## Singerland

Singerland

#### 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.

Safe Area Height of "I"



MINIMUM MARGIN

Slingerland

MINIMUM SIZE 0.5"

#### **Prohibited Use**

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



DO NOT ROTATE



**DO NOT SKEW** 



**DO NOT USE EFFECTS** 



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.

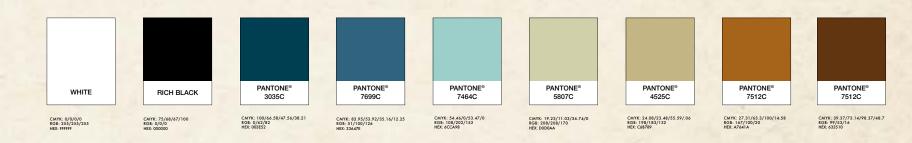
## Color Palette

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.

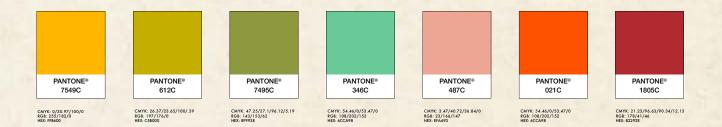
#### Color Palette

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

#### PRIMARY PALETTE



#### SECONDARY PALETTE



## 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@\$%&\*()\_ **DISPLAY FONT** 

#### **EPILOGUE REGULAR**

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

**BODY COPY** 

## Goudy Old Style

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

**WEB SAFE FONT** 

### **Futura Bold**

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