



SPARTAN CHEMICAL **BRAND GUIDELINES**

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OUR MISSION

To proactively provide services, chemicals and system solutions in a cost-effective manner.





LOGO USAGE

It is preferred, when utilizing the Block “S” logo, that it be in Spartan Blue (Pantone® 3005C) and placed on a plain white background. If Spartan Blue is not an option, then the Black or White version of the logo should be used (see next page).

Minimum print size: 0.55” x 0.65”

Minimum web size: 68 x 90

The alternate “WMCS” (We Make Clean Simple) logo can be used to communicate both the logo and corporate tagline.

Minimum print size: 1.0” x 0.65”

Minimum web size: 138 x 90

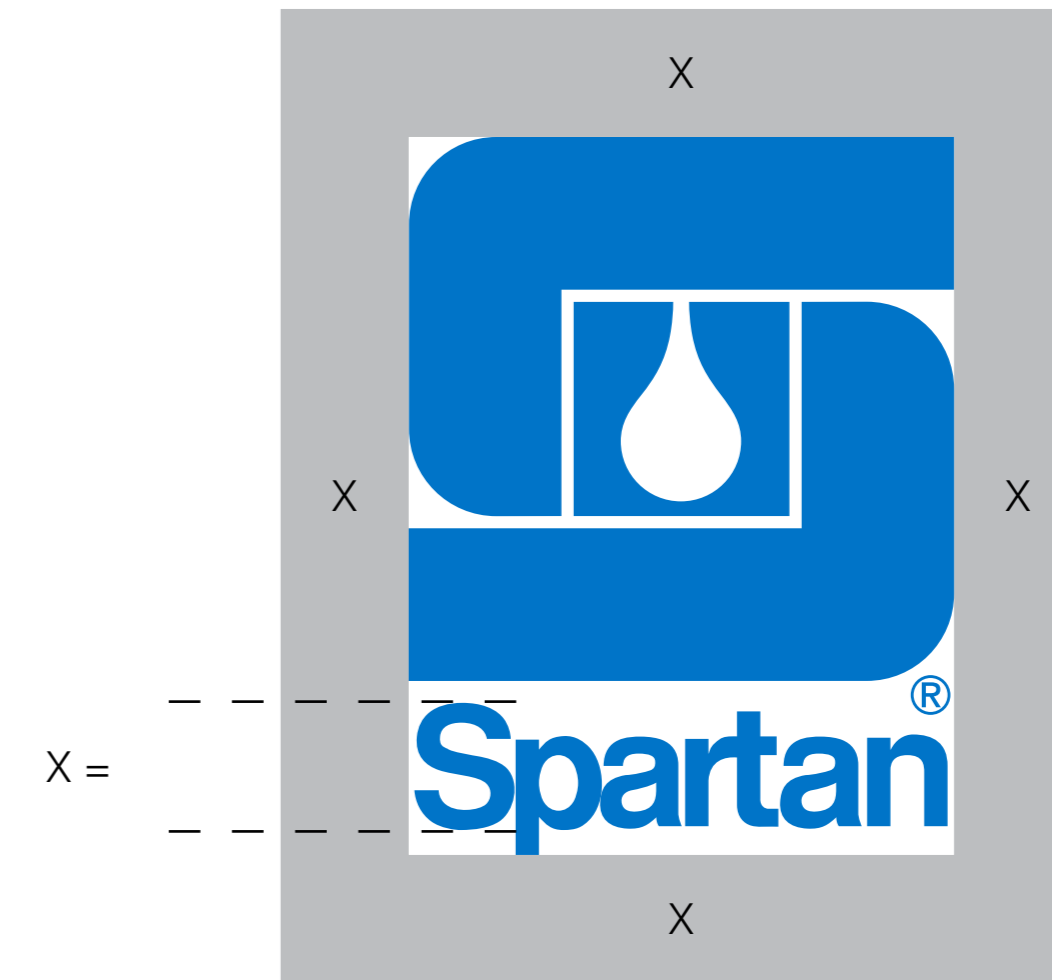
Primary “Block S” logo:



Alternate “WMCS” logo:





Clear space zone:




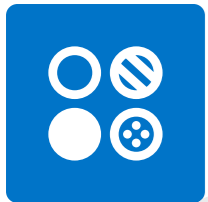
Clear space zone:



 *The gray area indicates clear space. This area must be kept free of all other visual elements.*

 *The minimum required clear space is defined by the measurement 'X' (width is equal to height).*

 *When used alongside another logo, the Spartan logo should be similar in size.*



LOGO VARIATIONS

Click to download the logo file.

Color: Preferred for use in all media. Place on white or light gray backgrounds. Do not place over photo or textures.

Black: For use when color quality may be compromised due to limited production methods or color availability. Place on white or light gray backgrounds. Do not place within very complex photos or textures.

White/Reverse: For use when color quality may be compromised due to limited production methods or color availability. Only use on simple, dark backgrounds so the logo will stand out. Do not place within very complex photos or textures.

Color



Black



White (reverse)



Color



Black



White (reverse)



When using a Spartan logo on a background or solid color you must use either a PNG, TIF, or PDF logo file. This will ensure that transparent elements of the logo remain transparent.



LOGO BEST PRACTICES

To ensure our brand logo is not the victim of aesthetic vandalism, **modifications are prohibited.** This includes:

1. Do not resize/reposition/remove any element.
2. Do not change the font.
3. Do not use the white/reverse logo on backgrounds that are cluttered or too light.
4. Do not squish or squash the logo.
5. Do not recolor the logo.
6. Do not put the logo on top of colors that are not complimentary.
7. Do not rotate the logo.
8. Do not add graphic treatments to the logo.
9. Do not use a low-resolution logo file.

Spartan



#1



#2



#3



#4



#5



#6



#7



#8



#9



*These standards apply to all logos owned by Spartan Chemical.
(Lite 'n Foamy®, Clothesline Fresh®, foamyQ®, etc.)*

FONTS

Gotham (Bold)/(Black)

Used for headers, usually in all caps.

Helvetica LT Std (Light)

Used primarily for body copy.

Helvetica LT Std (Roman)

Used for body copy if “Light” is unavailable.

Helvetica LT Std (Bold)

Used for emphasis within body copy. If Gotham is unavailable, it can be used as a header.

Header

Gotham (Bold)

ABCDEF
abcdef

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890!@#%[^]&*()

Gotham (Black)

ABCDEF
abcdef

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890!@#%[^]&*()

Body

Helvetica LT Std (Light)

ABCDEF
abcdef

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890!@#%[^]&*()

Helvetica LT Std (Roman)

ABCDEF
abcdef

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890!@#%[^]&*()

Helvetica LT Std (Bold)

ABCDEF
abcdef

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890!@#%[^]&*()



If these fonts are unavailable, then Arial should be used.



COLOR PALETTE

Our primary color is “Spartan Blue”, consisting of the values shown to the right. This should not typically be used for body copy, but can be used for emphasis, hierarchy, visual identity, etc. Anytime Spartan is represented using the color blue, these exact values should be used.

Our secondary color is Light Gray, consisting of the values shown to the right. This should be used primarily for subheaders and as a way to draw attention to non-critical information. Whenever this color is used with type, the typeface should be Bold or Black. Do not use Light Gray unless it is on a contrasting background.

PMS 3005c

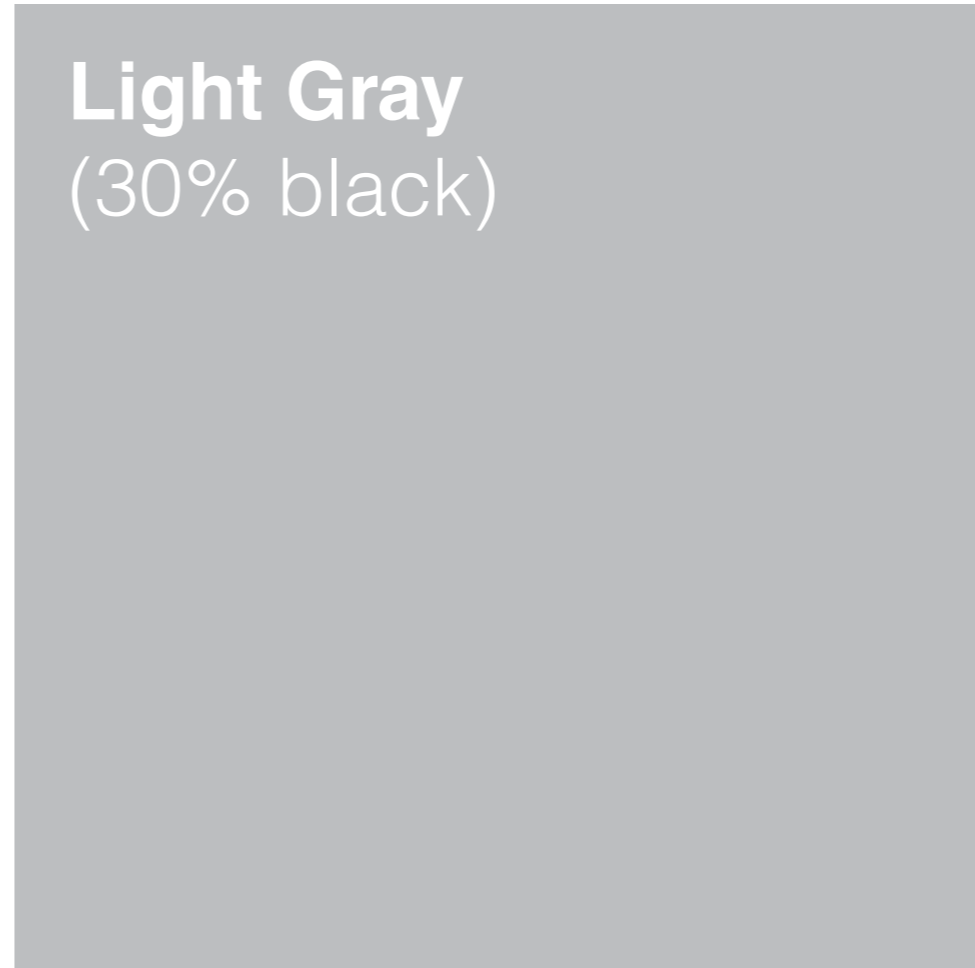


HEX/HTML: 0077C8

RGB: 0 119 200

CMYK: 100 35 0 2

Light Gray (30% black)



HEX/HTML: BCBEC0

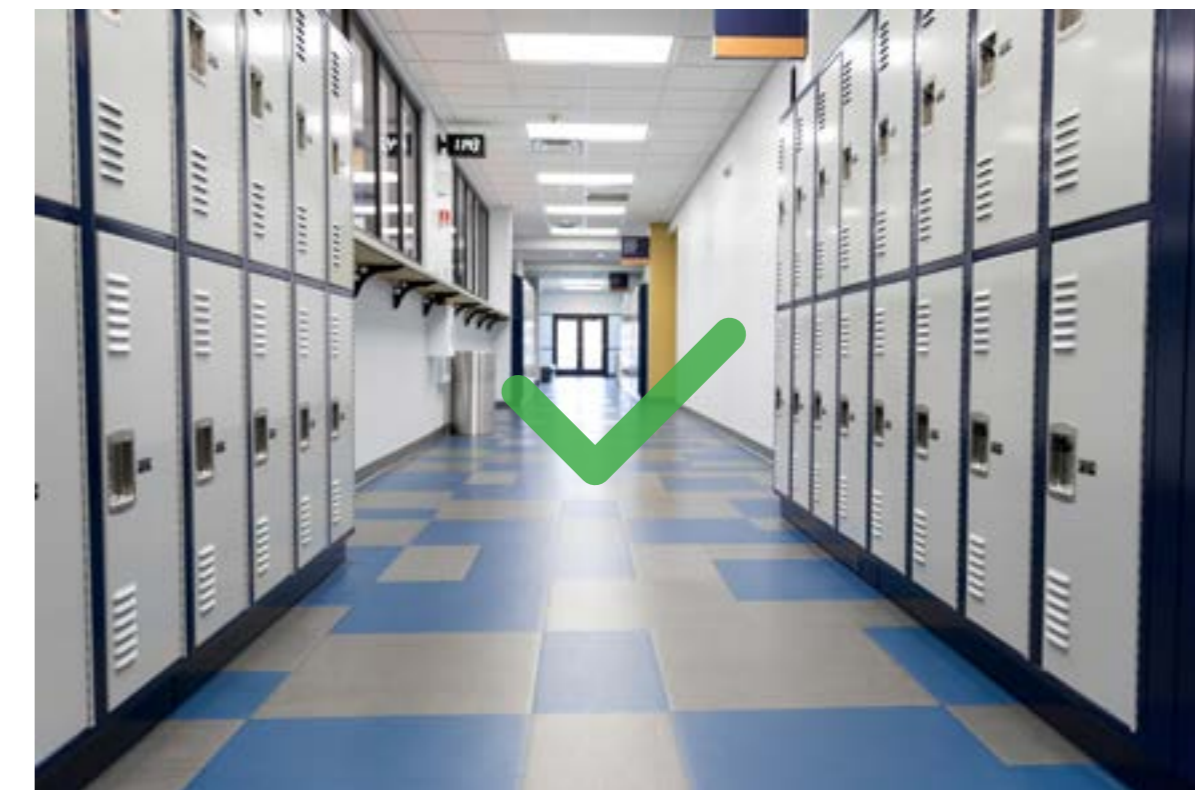
RGB: 188 190 192

CMYK: 0 0 0 30



IMAGERY

Always use high-resolution professional photos. Avoid using overly-complex or contrived compositions, and the use of clichéd or sensationalist images. Do not use photos that appear distorted, blurry, or low-resolution/pixelated.





ADDITIONAL SPARTAN-OWNED BRANDS

Click to download the logo file.

The logo for Airlift features the word "Airlift" in a black, sans-serif font. Below the text is a stylized blue wave graphic.

The logo for Clothesline FRESH includes a blue square icon with a white circular arrow and a clothesline. To the right, the word "Clothesline" is in a blue sans-serif font, and "FRESH" is in a larger, bold, blue sans-serif font.

The logo for foamyIQ features the word "foamy" in a grey, lowercase, sans-serif font with small circles under the 'o's, followed by "iQ" in a larger, bold, grey, lowercase, sans-serif font.

The logo for CompuClean features the word "CompuClean" in a black, sans-serif font. A blue circular arrow graphic is positioned behind the "u" and "C".

The logo for GREEN SOLUTIONS features the word "GREEN" in a large, bold, green, sans-serif font. Below it are five green tree icons, and the word "SOLUTIONS" is in a smaller, green, sans-serif font.

The logo for BIORENEWABLES features the word "BIORENEWABLES" in a yellow, sans-serif font. The "BIO" is enclosed in a yellow circular graphic.

The logo for Consume Nature's Way features the word "Consume" in a green, sans-serif font with a green leaf graphic above the "u". Below it, "Nature's Way" is in a smaller, black, sans-serif font.

The logo for Lite'n Foamy features the words "Lite'n Foamy" in a white, cursive, script font with a black outline.

The logo for CleanCheck TRAINING SYSTEM features the word "CleanCheck" in a blue, sans-serif font inside a blue rounded rectangle. Below it, "TRAINING SYSTEM" is in a smaller, white, sans-serif font.

The logo for CONTEMPO features the word "CONTEMPO" in a white, sans-serif font inside a purple rounded rectangle.

The logo for SparClean features the word "SparClean" in a black, sans-serif font. A red graphic of a fork and a brush is positioned to the right of the text.

The logo for CLEAN ON THE GO features the word "CLEAN" in a large, bold, black, sans-serif font. Below it, "ON THE GO" is in a smaller, black, sans-serif font.

The logo for ecore features the word "ecore" in a white, sans-serif font inside a blue rounded rectangle.

The logo for Xtreme features the word "Xtreme" in a bold, italicized, black, sans-serif font.



COPYRIGHTED MATERIALS

Spartan assigns permission to use copyrighted material to authorized Spartan distributors.

Contact your regional manager if you have questions about copyrighted material use and access.

Copyrighted material should not be altered in any way by assignee.

Copyrighted materials include but are not limited to: product photography, literature, digital assets, and logos. Improper use of copyrighted materials is enforceable by law and Spartan Chemical aggressively protects its intellectual property rights.

