



BRAND GUIDELINES 2021

TABLE OF CONTENTS

About Us	2
Logo	3
Clear Space	4
Do & Don't	5
Fonts	6
Colors	7
Brand Elements.	8
Additional Seal	9



ABOUT US

At Bulldog Security Screens, we have been preventing break-ins for decades. We know alarm systems only tell you when your home is being broken into and do nothing to prevent it from happening in the first place. That's why we use our screens to turn your home into a modern day fortress.

Like our product, our branding needs to show strength and project confidence to our customers before they even reach out to us.

LOGO

The logo is the most important design aspect for any company. It is the face of Bulldog Security Screens and it is what customers remember most right after our industry leading products.

The horizontal logo is the primary logo and should be used over the vertical logo where applicable.

The logo comes in versions for both dark and light backgrounds as well as single color logos. The single color logos are specifically for single color prints, embroidery, and if the logo must absolutely be used over a busy background (*though attempts to avoid this should be made before using this version as a last resort*).

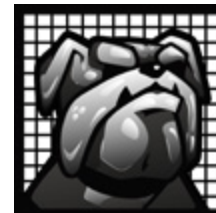
Vertical Logos



Horizontal Logos



Favicon & Social Icon



CLEAR SPACE

When designing anything for Bulldog Security Screens, it is critical that the logos clear space rule is adhered to and respected. This is because encroaching upon that clear space causes the logo to hold less importance, which should never be allowed to happen to the face of the brand. Adhering to the clear space rules also allows for the logo to be more prominent and therefore easier for brand recognition.

The JPG, PNG, EPS, & SVG files already have the clear space added to the file. These files should not be altered in any way.

Horizontal Clear Space



Vertical Clear Space



DON'T

As the face of Bulldog Security Screens, it's important to make sure that the logo is always consistent and easily recognizable. For this reason, the logo should NEVER be altered. Below is a short list of examples of what not to do with the logo.

Don't Add Strokes or Effects



Don't Add Shrink Elements Separately



Don't Skew or Warp



Don't Add or Remove Elements



Don't Recolor



Don't Crop



FONTS

Whether you realize it or not, font's are very closely associated with a brand. Any time that font is changed, people notice that something feels off about the brand. For this reason it is very important to use the brand font on all print and digital materials.

Headline & Title Font

Barlow Condensed ABCDEFGHIJKLMNOPQRSTUVWXYZ
Bold abcdefghijklmnopqrstuvwxyz
0123456789

Body Copy

Roboto Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Subheads & Bold Copy

Roboto Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Emphasized Copy

Roboto Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

COLORS



Sturdy Frame

CMYK 0, 0, 0, 100
RGB 0, 0, 0
HEX #000000



Clear View

CMYK 0, 0, 0, 0
RGB 255, 255, 255
HEX #FFFFFF



Fresh Steel

CMYK 26, 18, 18, 1
RGB 195, 195, 195
HEX #C3C3C3



Cherry Red

CMYK 0, 86, 96, 0
RGB 255, 0, 0
HEX #FF0000



Dog Collar Red

CMYK 19, 92, 100, 8
RGB 156, 50, 41
HEX #9B0F09



Smokey Steel

CMYK 59, 51, 51, 60
RGB 60, 59, 57
HEX #3D3B39



BRANDING ELEMENTS

To compliment the logo and brand colors, are brand elements like the mesh (seen around the borders of this document). The mesh in these specific shapes should be used on all brand stationery.

The repeating mesh pattern is also available as an Illustrator file. The mesh pattern is precisely sized to print true to size with the actual mesh of the product. For this reason, please ensure *transform patterns* is turned off when designing with this pattern swatch. This pattern should be used as an accent in print materials as well as the website.

ADDITIONAL SEAL

To pair nicely with our logo, we have created an additional seal to be used on the website and in print pieces to help boost brand credibility.

No Break-in Guarantee Seal

