

• TRUSTED QUALITY SINCE 1921 •

**RUST-OLEUM®**

**WIPE  
NEW®**

**BRAND GUIDELINES**

## **BRAND VALUES**

- 1** Rust-Oleum Principles
- 2** Basic Rules

## **VISUAL IDENTITY**

- 3** Logo Standards & Rules
- 4** Clear Space
- 5** Logo Scaling
- 6** Logo Color
- 7** Color Palette
- 8** Typography

## **Rust-Oleum Principles**

Rust-Oleum was founded on the principle of providing innovative products that protect surfaces from the elements.

Solving challenges is the very foundation of who we are. After all, in the beginning, our founder, sea captain Robert Fergusson, didn't particularly care about paint.

He just wanted to keep his ship intact. That's why, when he noticed that an accidental splash of fish oil had stopped the relentless spread of corrosion on his rusty metal deck, he immediately recognized it for what it was. A valuable solution.

The same passion that drove the Captain to spend his next few years creating the world's first rust-preventative paint still drives us today. When we see a problem, we work diligently until we've perfected a solution which has led to some of the most cutting edge, durable and innovative products in the industry.

If you've got a surface you need to protect or a look you want to transform, you've come to the right place. We have a coating for every surface.

Welcome to Rust-Oleum, home of trusted quality – and powerful solutions – since 1921.

Rust-Oleum Corporation is a subsidiary of RPM International, Inc.

## Basic Rules

The **WIPE NEW**<sup>®</sup> logos in this guide are unique and should not be altered in any way. They must be reproduced only in ways specified in this guide. Rust-Oleum grants users with limited permission to use logos and images in connection with advertising, marketing and promotion provided that the user agrees to abide by these usage guidelines.

By downloading and/or using the **WIPE NEW**<sup>®</sup> logos you agree not to use the logos in any manner that may disparage or impair the validity, scope, title or goodwill of Rust-Oleum. **WIPE NEW**<sup>®</sup> logos and images shall not be modified to infringe the copyright, trademark or common law rights of any person or entity; and that nothing contained in material produced by you that incorporates the **WIPE NEW**<sup>®</sup> logos and Images will constitute a libel or slander against, or violate or infringe upon any right, common law or otherwise, of any kind or nature whatsoever, of any person or entity, including, without limitation, any right of privacy or publicity.



*PREFERRED LOGO*  
Color logo for general use

## Logo Standards and Rules

The registered trademark symbol must always accompany the Rust-Oleum® logo and the **WIPE NEW®** logo.

The logo treatment on the right, can be used for general use applications, such as a website, for representing the family of WIPE NEW products. Below are the recommended uses for **WIPE NEW®**.

### Acceptable logo uses:

- Label/packaging [requires halo behind it]
- Literature/POP/Displays [requires halo behind it]
- Product videos
- Rustoleum.com
- Customer websites
- Press releases

The logo with the halo must be used when using colored backgrounds. For additional logo uses, please see Brand Manager for clarification.



**LOGO WITHOUT HALO**  
Color logo for general use  
on a white background



**LOGO WITH HALO**  
Color logo white halo behind it, for use on  
colored backgrounds such as packaging.

## Clear Space



In order to properly isolate the **WIPE NEW**<sup>®</sup> logo, it must be provided with a safety zone equal to the a minimum of 1/2 inch around the logo. No copy or art may penetrate this area around the entire logo.

Translucent grey area indicates the safe zone. Other graphics and text may be positioned up to the adjoining red box.

Red indicates Clear Space. No other graphics or text may violate this area.





*Safety Zone is 1/2  
inch around the logo*

-  = Safety Zone where type and objects cannot penetrate around the entire logo
-  = Clear Zone where type and objects can exist outside the lines.



*Safety Zone is 1/2  
inch around the logo*

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-  = Clear Zone where type and objects can exist outside the lines.

## Logo Scaling

While the size of the **WIPE NEW**<sup>®</sup> logo has some flexibility, it cannot be distorted or used any smaller than \_\_\_\_\_ (on anything other than packaging), and must be avoided whenever possible.

The **WIPE NEW**<sup>®</sup> logo should always be scaled proportionately, never stretched vertically or horizontally.



MINIMUM SIZE: 1.5" WIDE X 1.25" HIGH



NO VERTICAL SCALING / DISTORTION



NO HORIZONTAL SCALING / DISTORTION

## Logo Color

Always use the colors described here for the **WIPE NEW**® logo.

The **WIPE NEW**® color logo on the right can be used for most applications, such as product packaging, website, and other media.

## Reverse Logo Usage

Need an example here, if applicable.

Check with the Rust-Oleum Creative Services Dept. for other questions on logo usage.

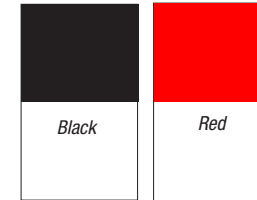
## ACCEPTABLE LOGOS



BLACK LOGO



COLOR LOGO



LOGO ON COLORED BACKGROUND



LOGO ON PATTERN BACKGROUND OF HEADLIGHT RESTORE PRODUCT



## Color Palette

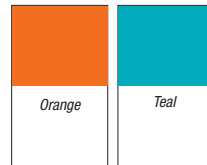
There are 3 different **WIPE NEW**® product logos used. Refer to the chart on the right to determine which logo should be used for each product. The matching brand colors for that product logo appear underneath each logo.

The logos with multiple colors are intended for use on colorful backgrounds for each product brands under the **WIPE NEW**® product family. For example, the **WIPE NEW**® Rainbrella and Recolor products have their own custom product logo, which includes the white halo behind it.

Headlight Restore



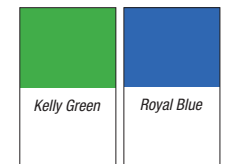
Rainbrella



Trim Restore



Wipelt Recolor



## Typography

WIPE NEW® uses 1 primary font family on all labels, advertisements, brochures and sales materials: Avenir. These are the acceptable fonts for the WIPE NEW® Brand Family.

Avenir Roman and Medium are used primarily for body text in all marketing materials.

Medium/Medium Oblique, Black/Black Oblique, and Heavy are used primarily for headlines or copy needing a bolded effect [such as the Warning label text]. Use auto leading and line spacing.

For all labels, a minimum of 6pt type or larger is required.

### Avenir Font Family

Roman

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890

Medium

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890

*Medium Oblique*

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890*

**Heavy**

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890**

**Black**

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890**

***Black Oblique***

***AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890***