

• TRUSTED QUALITY SINCE 1921 •

RUST-OLEUM®

CUSTOM

BRAND GUIDELINES



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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 **CUSTOM** 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 **CUSTOM** 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. **CUSTOM** 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 **CUSTOM** 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.

LOGO STANDARDS AND RULES

The **CUSTOM** logo can be used, as presented on this page, with the preferred logo treatment on the right. The registered trademark symbol must always accompany the Rust-Oleum® logo.

These are the recommended uses for **CUSTOM**. The application for the logo will determine which logo to use. The suggested logo applications are listed below each logo.

For additional logo uses, please see Brand Manager for clarification.

Acceptable logo uses:

- Label/packaging
- Literature/POP/Displays
- Product videos
- Rustoleum.com
- Customer websites
- Press releases



PREFERRED LOGOS

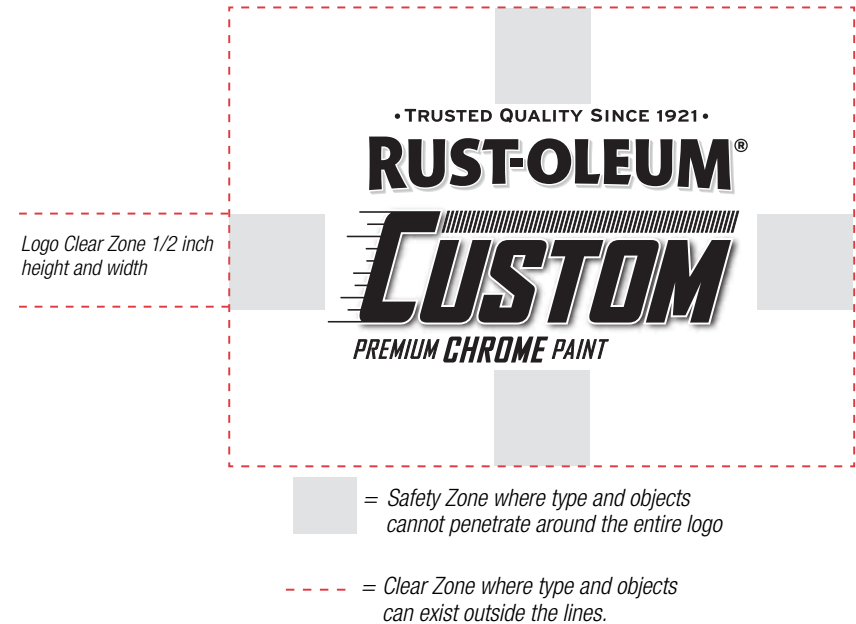
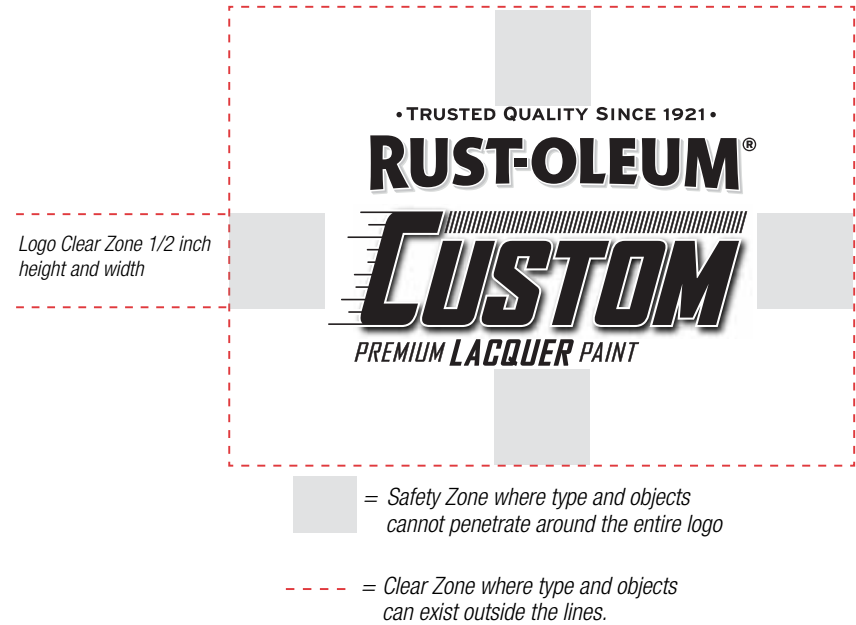
100 percent black when it is representing the Custom Premium Lacquer & Chrome Paint product.

CLEAR SPACE

In order to properly isolate the CUSTOM® logo, it must be provided with a staging area equal to the height of one “square” in the word. No copy or art may penetrate this area. The minimum required clear space is equal to one (1) square of the logotype.

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.



LOGO SCALING

While the size of the Custom logo has some flexibility, it cannot be distorted or used any smaller than 1.6 inches wide X 1 inch high (on anything other than packaging), and must be avoided whenever possible. The Custom logo should always be scaled proportionately, never stretched vertically or horizontally.



MINIMUM SIZE: 1.6" WIDE X 1" HIGH



MINIMUM SIZE: 1.6" WIDE X 1" HIGH



NO VERTICAL SCALING / DISTORTION



NO VERTICAL SCALING / DISTORTION



NO HORIZONTAL SCALING/ DISTORTION



NO HORIZONTAL SCALING/ DISTORTION

LOGO COLOR

Always use the colors described here for the **CUSTOM** logo.

Black Logo Usage

The CUSTOM black logo on the right can be used when referring to the Premium Lacquer Paint product line in general.

Reverse Logo Usage

Need an example here.

Color Logo Usage

Color logos should be used for products, such as an aerosol can. Since the CUSTOM brand was developed to provide premium lacquer custom paint colors, each product logo will have a different color in the slanted line above the words “CUSTOM.” It will match the color swatch of the aerosol product. Various “customized” color logos are represented on the right.

Either a 4-color swatch or PMS spot color can be used as a “placeholder” for the print vendor to color match the chosen color.

Spot color printing (PMS color) provides a more accurate color matching system. CMYK or 4-color printing uses four plates: Cyan, Magenta, Yellow and Black. If it takes more than 3 colors to achieve a print reproduction, then 4-color printing will probably be most economical. Check with the Rust-Oleum Creative Services Dept. or the printer you are working with for questions.



ACCEPTABLE BLACK LOGO



ACCEPTABLE REVERSED LOGO

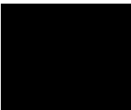






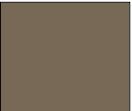




ACCEPTABLE COLORED LOGO BASED ON PRODUCT COLOR

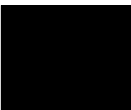





COLOR PALETTE

The colors for the Chrome and Lacquer brand logos change depending on the color of the product labels only.

LACQUER

				
Black Stainless Steel	Matte Racing Orange	Matte Electric Purple	Matte Emerald Green	Matte Red
				
Matte Clear	Matte Silver Gray	Metallic Gold	Gloss Brilliant Blue	Neon Green

CHROME

					
Black Chrome	Green Chrome	Blue Chrome	Red Chrome	Purple Chrome	White Chrome

TYPOGRAPHY

These are the acceptable fonts for the Custom Brand Family. Custom uses 2 primary font families on all labels, advertisements, brochures and sales materials: Agency FB and Helvetica Neue.

The Agency FB Regular font is used for the product logo elements such as “CUSTOM” and the underlying brand elements such as “Premium Lacquer Paint”.

Helvetica Neue LT Std family is used for headlines and body copy. Use auto leading and line spacing.

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

Agency FB

Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890

Helvetica Neue LT Std

45 Light Condensed

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890

57 Condensed

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890

77 Bold Condensed

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890