



BRAND IDENTITY GUIDELINES



CONTENTS

LOGOS

3	Werkmaster
4-6	Machines
7-8	Chemicals
9	Other

TYPOGRAPHY

9	Typefaces
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COLOURS

10	Pantones
10	Hex

PRINT

11	Headers
12	Footers

1. Ultra Floor Systems

Written: Ultra Floor Systems & Solutions

Ultra Floor Systems & Solutions

2. Taking it to the Wall

Written: WerkMaster

Taking it to the Wall!

3. Octi-Disc Technology

Written: Octi-Disc Technology

with **Octi-Disc™** technology

4. Taking it to the Wall

Written: Taking it to the Wall!

Taking it to the Wall!

5. WerkMaster Stamp

Usage: For use online with Social Media and YouTube where a 1:1 aspect ratio is required.



1. Scarab

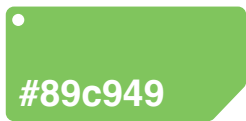
Written: Scarab



Scarab[™]
by WERKMASTER[™]

2. RASP

Written: RASP



RASP

**R
A
S
P**

3. The Boss

Written: The Boss



**The
BOSS**

**The
B
O
S
S**

4. The Edge

Written: The Edge



**The
EDGE**

**The
E
D
G
E**

5. Miroir

Written: Miroir

MIROIR

MIROIR

6. Titan XT

Written: Titan XT

#eed202

TITAN XT

TITAN XT

7. Colossos XT

Written: Colossos XT.

#ff6700

COLOSSOS XT

COLOSSOS XT

8. Magnum XTi

Written: Magnum XTi

#798285

MAGNUM
XTi

9. Challenger

Written: Challenger

#eed202

CHALLENGER

10. Raider XI5

Written: Raider XI5

#1b1b1b

RAIDER⁵XTi

RAIDER⁵XTi

11. Gator

Written: Gator by WerkMaster

#215c2e

Gator
by **WERKMASTER™**

1. ULTRAguard

Written: ULTRAguard

#0069a6

ULTRAguardTM

2. ULTRAguard Plus

Written: ULTRAguard Plus

#0069a6

ULTRAguardTM **plus**

3. ULTRAhard

Written: ULTRAhard

#d62b27

ULTRAhardTM

4. ULTRAhard Lithium

Written: ULTRAhard Lithium

#d62b27

ULTRAhardTM **Lithium**

1. ULTRAclean Hi-Lite

Written: ULTRAclean Hi-Lite

#00953a

ULTRAclean^{Hi-Lite}™

2. ULTRAprCut

Written: ULTRAprCut

#77bc43

ULTRAprCut™

3. ULTRAdensifil Lithium

Written: ULTRAdensifil Lithium

#d62b27

ULTRAdensifil^{Lithium}

4. ULTRaseal

Written: ULTRaseal

ULTRaseal™

1. Warranty Badge

Usage: For use with WerkMaster machines on digital or print media.



2. Warranty Badge

Usage: For use with WerkMaster machines on digital or print media.



2. SandPaperLess

Usage: For use when promoting the WerkMaster RASP

SandPaperLess
HARDWOOD REFINISHING SYSTEM

1. HELVETICA

Helvetica is the primary typeface for both print and digital design. It can be used for both titles and body text.

Any weight can be used.

ABCDEF
abcd1234

ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

2. OPEN SANS

Open Sans is used via Google fonts as the web alternative to Helvetica.

Any weight can be used.

ABCDEF
abcd1234

ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

3. OSWALD

Oswald is used for print, digital, and on the web via Google fonts. It is strictly for use with headers, titles, and short sentences. It is not to be used as a body font.

Any weight can be used.

ABCDEF
abcd1234

ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

4. KENYAN COFFEE

Kenyan Coffee is used for print and digital designs. It is strictly for use with headers, titles, and short sentences. It is not to be used as a body font.

Any weight can be used.

ABCDEF
abcd1234

ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

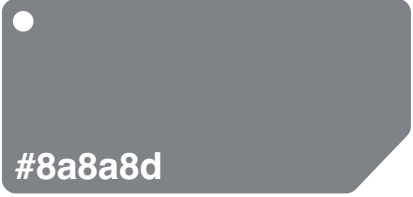
PANTONES

Print Colours

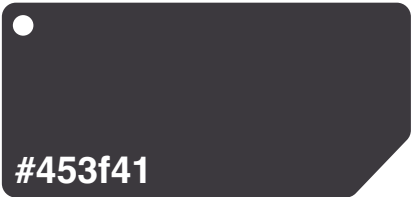
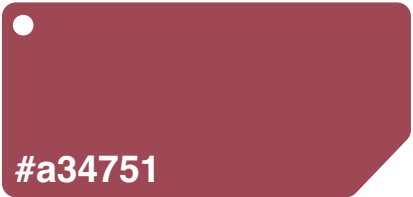


HEX

Primary Colours

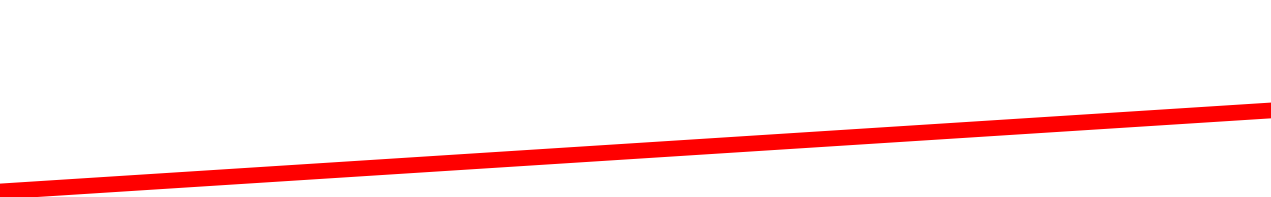


Secondary Colours



1. MARKETING HEADER

This is to be used on print documents with the exception of smaller ads and stationary.



2. STANDARD HEADER

This is to be used on non marketing print documents.



1. STANDARD FOOTER

This is to be used on print documents with the exception of smaller ads and stationary.

2. SMALL AD FOOTER

This is to be used on smaller ads where the larger footer can't be used.

2. SPECIFIC AD FOOTER

This footer is specific to the contact who marketing the ad. E.g. Hardwood

This is to be used on smaller ads where the larger footer can't be used.
