

Frog Hollow Corp Brand Guidelines

Chad Quail | Frog Hollow Corp | Brand Guidelines



Table of Contents

Frog Hollow Corp Intro.....	3	Typography.....	8
Identity System Usage Guidelines..	4	Acceptable Usage.....	9
The Logo.....	5	Dont's.....	10
Logo Evolution.....	6	Minimum Size.....	11
Logo Colors.....	7	Clear Space.....	12

Frog Hollow Corp Intro

Frog Hollow Corp is a construction, farming, and road construction equipment repair company. Frog Hollow Corp specializes in highway and heavy equipment repair, transmission repair and torque converts. They have been open since 1999 under two owners and one co-ownership and is located in West Seattle. The new Frog Hollow Corp signature shows the strength and stability of the company. The orange color represents safety and caution needed in equipment repair. The bold type face gives it a sense of trust.



Frog Hollow Corporation Identity System Usage Guidelines

The purpose of this document is to help you apply the new identity system correctly and consistently when creating advertising and other marketing communication materials. This identity system is a valuable brand asset; it needs to be handled with care and consideration. By following the guidelines provided here, you will help to reinforce the unified visual impression the identity system was designed to produce. Using this identity in the system incorrectly or inconsistently will dilute that impression and lessen its effectiveness.



The Logo

Frog Hollow Corporation logo is made up of two components: the symbol and the logotype. This logo is the most important element of the brand identity system. They have been carefully designed to present the organization in a strong and credible way. It is important to apply the logo properly and consistently across all media.



Logo Evolution



1999



2013

Logo Colors

Primary	Pantone	CMYK	RGB	HTML
	173U	C11 M87 Y100 K2	R121 G69 B79	D3441C
	44-16U	C50 M60 Y57 K60	R72 G55 B53	473734
Secondary				
	Pro BlackU	C0 M0 Y0 K100	R30 G30 B30	000000
	Black 2U	C55 M51 Y64 K28	R102 G96 B81	655F50
	7537U	C29 M22 Y24 K0	R181 G184 B182	B4B8B6

Typography

Blue Highway
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*

Blue Highway
Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*

Frog Hollow Corporation Logo- Acceptable Usage

We understand that there are many ways symbols need to be applied to other elements. Sometimes the original symbol cannot possibly work. Here are ways that are acceptable usages.

1. Using original design
2. Using original icon with company name
3. Making entire symbol solid black
4. Using entire symbol name without icon
5. Using a solid white symbol on black background
6. Using a solid black symbol on light grey background
7. Using a solid black symbol on dark grey background
8. Using a solid white symbol on pantone 173U background



Frog Hollow Corporation Logo- Dont's

The integrity of the logo must be respected at all times. We value our logo and the time and effort that was put into the creation of it. It is essential that you become familiar with the correct uses of the logo.

1. Don't use condensed type
2. Don't change font family
3. Don't rearrange symbol
4. Don't Change color of symbol
5. Don't put a filter or texture on symbol
6. Don't stretch or compress symbol
7. Don't scale icon and name out of proportion
8. Don't put with any gradient



Minimum Size

It is important that all parts of the logo can be read easily in every application. For this reason, the logo should not be used at size any smaller than that specified in the diagram. Individual logo must be at least .375" height and 2.1" width.



Clear Space

How much space do I need to leave between the logo lockup and other elements on the page? Minimum clear space is equal to 100% of the height of the "F" letterform.

