

BRAND GUIDE

Updated 4.23



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Signatures
- Symbol Use
- DO NOT “shame on you”
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WHY A ROCKET?

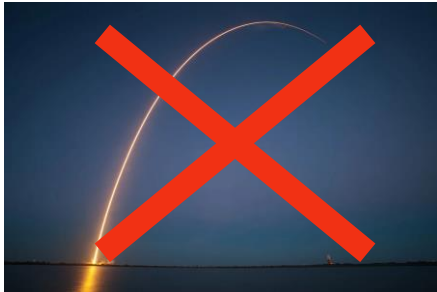


Our rocket represents exploration, discovery, adaptability, being brave, intelligence, pioneering and embracing challenges.

WHY A ROCKET?



Our rocket **does not** represent space, aliens or even an actual rocket.



OUR IDENTITY

Signature Logo + Symbol

Brand Fuel has two logo versions for use: The full logo and the symbol. All versions must have a registration mark. The Brand Fuel logo has precise colors and spacing specifications and should not be modified.

The Brand Fuel Wordmark uses Bell Gothic and is restricted to its use.

Typography that is used in our communications can be found on pages 29 through 31.

FULL COLOR SIGNATURE



SYMBOL



OUR IDENTITY

Logo Sizing & Clearspace

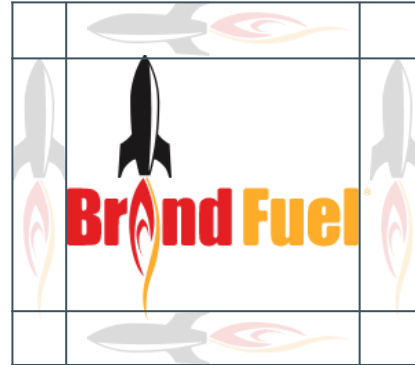
To ensure maximum visibility and legibility, a clear area and reproduction requirements should be maintained. This clear area should be at least the same distance as the width of the rocket.

MINIMUM SIZE

.75"



CLEARSPACE



OUR IDENTITY

Primary Logo Usage



FULL COLOR LOGO CAN BE USED ON LIGHT
BACKGROUNDS



ALTERNATE FULL COLOR LOGO CAN BE USED ON DARK
BACKGROUNDS

OUR IDENTITY

Spot Color Logo



The only approved solid color versions of the logo are black, white, Red PMS 1795C and Silver PMS 877C. In any of these cases, the rocket window should be white but can also become the color of the background material. The logo must have the registration symbol.

OUR IDENTITY

One-Color Black Logo



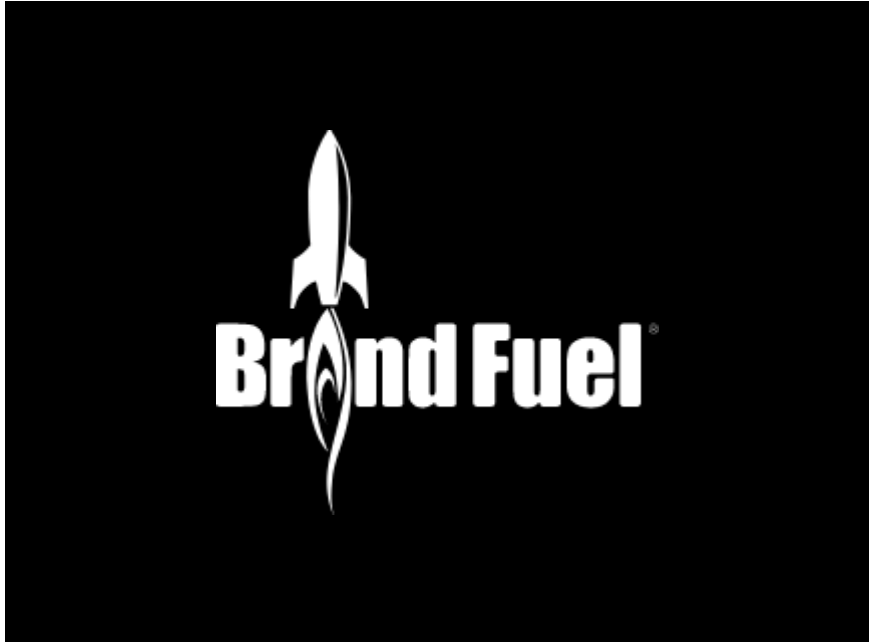
BLACK LOGO ON WHITE BACKGROUND



BLACK LOGO ON 30% GRAY BACKGROUND AND LIGHTER

OUR IDENTITY

One-Color White Logo



WHITE LOGO ON DARK BACKGROUND



WHITE LOGO ON DARK BACKGROUND IMAGE

OUR IDENTITY

Spot Color Logo White



BACKGROUND MATERIAL COLOR ILLUSTRATED



BACKGROUND MATERIAL COLOR ILLUSTRATED

OUR IDENTITY

Spot Color Logo Red PMS 1795C

PREFERRED



ALTERNATE WHITE HIGHLIGHT



BACKGROUND MATERIAL COLOR ILLUSTRATED

OUR IDENTITY

Spot Color Logo Silver PMS 877C

PREFERRED



ALTERNATE WHITE HIGHLIGHT



BACKGROUND MATERIAL COLOR ILLUSTRATED

OUR IDENTITY

Alternate Signatures uses with URL

Signatures presented here can be reproduced in the approved solid colors black, white, Red PMS 1795C and Silver PMS 877C.



FULL COLOR LOGO WITH URL ON DARK COLORS



FULL COLOR LOGO WITH URL ON LIGHT COLORS

OUR IDENTITY

Restricted Use Campaign Signatures

Any campaign logo that does not say Brand Fuel in the logo design **MUST** have the URL. Signatures presented here can be reproduced in the approved solid colors black, white, Red PMS 1795C and Silver PMS 877C.



FULL COLOR LOGO BRAND FUEL EXPERIENCES CAMPAIGN



FULL COLOR LOGO ROCKET SHOPS CAMPAIGN

OUR IDENTITY

Restricted Use Campaign Signatures

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FULL COLOR LOGO BE BRAVE CAMPAIGN WITH URL



FULL COLOR LOGO BRAND GOOD CAMPAIGN WITH URL

OUR IDENTITY

Restricted Use Campaign Signatures

Any campaign logo that does not say Brand Fuel in the logo design **MUST** have the URL. Signatures presented here can be reproduced in the approved solid colors black, white, Red PMS 1795C and Silver PMS 877C.



FULL COLOR LOGO BE ACTIVE CAMPAIGN



FULL COLOR LOGO VIRTUAL SWAG CAMPAIGN

OUR IDENTITY

Rocket Symbol Use

The rocket symbol can be used separately from the logotype as long as it stands alone and is oriented at 90 degrees. The logo must have the registration symbol. The rocket must always point up. The only exception is when printing on a pen per the example below.



Position the logo so that it is facing upward (rocket can never point downward).



OUR IDENTITY

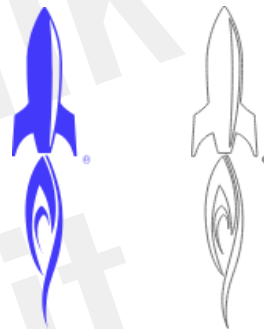
DO NOT

The Brand Fuel brand is its most valuable asset. The brand signature and rocket symbol should **ONLY** be presented in versions approved. Here are a few examples that **NOT APPROVED**. If we could use a shock collar with their use, we would.

DO NOT CHANGE THE ROCKET SYMBOLS ORIENTATION. SHOULD BE ALWAYS POINTED VERTICAL UP



DO NOT CHANGE THE ROCKET SYMBOL



DO NOT USE THE BRAND FUEL WORDMARK SEPARATED FROM SYMBOL



DO NOT USE WWW. WITH THE URL

www brandfuel com

OUR IDENTITY
On Great Promo



OUR IDENTITY

Not So Much

No, don't even
think about it



OUR IDENTITY

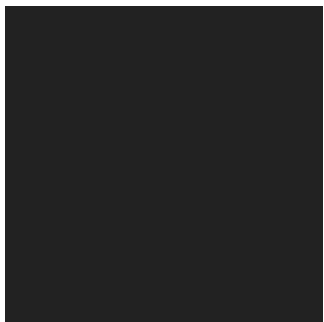
+ Music (45 adapters)



OUR LOGO IDENTITY

Color Palette

PRIMARY >50%



BLACK
PMS Black
C00 M00 Y00 K100
HEX #000000
OR OG 0B

SECONDARY <30%

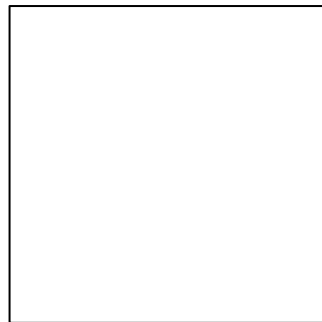


RED
PMS 1795
C00 M94 Y100 K00
HEX #F13114
R238 G52 B36

TERTIARY <10%



YELLOW
PMS 130
C00 M27 Y100 K00
HEX #FEBE10
254R 190G 16B



WHITE
PMS White
C00 M00 Y00 K00
HEX #FFFFFF
255R 255G 255B

TYPOGRAPHY

SUPRIA + MERRIWEATHER SANS

The Brand Fuel typefaces are Supria and Merriweather Sans. Supria is bold and gives a modern rock n' roll feel. It comes in a wide variety of weights and offers flexibility of use. When Supria is unavailable, Montserrat can be used as an alternative.

**BOLD,
CLEAR,
MODERN**

Merriweather is a simple, friendly humanist typeface that is highly legible and great for body copy. Consistent usage of this typeface reinforces our brand.

Supria is used for headlines and subheads. Large headlines are usually in all caps.

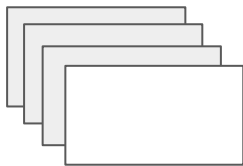
Body copy uses Merriweather, an open source humanist typeface that is friendly and easy to read. Merriweather is optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.



Brand Fuel

Messaging & Visual
Style Guide

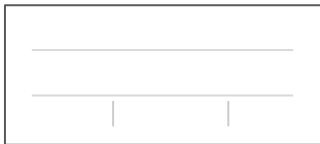
1



Brand story v3.0

Our **brand story** reflects our purpose-driven mentality

2



Messaging architecture v3.0

Our **messaging architecture** attracts clients that share our values

3



Visual toolkit v2.0

This **visual toolkit** evolves Brand Fuel's look and feel

Context

WHO ARE WE TRYING TO REACH? Our target customers typically fit into one of three archetypes



DESIRED
OUTCOMES

Values/brand differentiation, Team alignment & identity, talent acquisition, employer branding, local presence, employee retention

Brand awareness, company presence/loyalty/affinity

Generate qualified leads, promote products, spark conversations, referrals

PRECIPITATING
EVENTS

Internal rewards, company acquisition, team events, external fairs, online recruitment

Brand celebration, rebranding, product launch, reveals, ecommerce store

Industry trade shows/events, product launch, online lead transactions, leave behinds

VALUES

Quality, long-term utility, cultural meaning, sustainability, education

Alignment to brand values, visibility to generate exposure, education

Ability to attract attention, higher volume, lower cost, education

3 Stages of Brand Fueling

AUDIENCES

MINDSET

OUTCOME

OUR GOAL

3

**Values
Champion**

**Branded merch
as a force for good**

Authentic branded experience and a tangible business outcome with a values-stand. Expressing values as a business differentiator.

A world where branded experiences are strategic, ethically sourced, and memorably fun.

2

**Brand +
Culture
Builder**

**Branded merch
as business strategy**

Authentic branded experience and a tangible business outcome. Hopefully with trackable ROI included.

Move from creating stuff that simply says something about our clients to creating symbols that make their audience the hero

1

**Promo
Purchaser
/ Procurer**

**Branded merch
as promotions**

Often times, Brandfill. Prioritizing quantity and price over quality and meaning.

Open their eyes to the possibilities. Inspire thought about strategy and ROI.

Visual Toolkit

VISUAL ORGANIZING PRINCIPLE

Fuel your brand. Propel your purpose.

EXPLORATION BROUGHT TO LIFE THROUGH

COLOR STRATEGY

IMAGE STRATEGY

TYPE STRATEGY

LAUNCH
PALETTE

THE
ARC

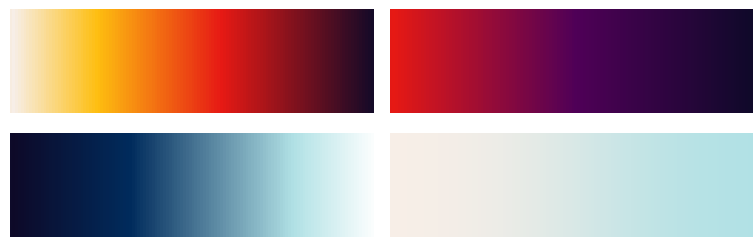
ROCK 'N ROLL
TYPE

BRAND OVERVIEW

Color



Gradients



Typography

**FUEL YOUR
BRAND.**

PROPEL YOUR
PURPOSE.

What if you had branded merch that not only helps you stand out, but fuels your brand and inspires action?

What if the experience was so thoughtfully designed, sourced, and delivered that it promotes your purpose to the world?

Image Strategy



COLOR PALETTE

For flexibility and variety, the Brand Fuel color palette is a broad spectrum of colors.

EXPLOR
E

NEBULA PURPLE
PANTONE 2617 C
C 3, M 34, Y 0, K 66
R 79, G 0, B 87
#4F0057

SPACE BLUE
PANTONE 648 C
C 36, M 19, Y 0, K 64
R 0, G 43, B 92
#002B5C

DEEP PURPLE
PANTONE 276 C
C 11, M 12, Y 0, K 84
R 13, G 9, B 40
#0D0928

LAUNCH

RED
PANTONE 185 C
C 0, M 80, Y 82, K 10
R 230, G 25, B 20
#E61914

COPPER
PANTONE 173 C
C 0, M 46, Y 60, K 21
R 201, G 84, B 49
#C95431

GOLD
PANTONE 7548 C
C 0, M 25, Y 93, K 0
R 254, G 190, B 16
#FEBE10

GROUN
D

SKY BLUE
PANTONE 317 C
C 20, M 2, Y 0, K 10
R 177, G 225, B 229
#B1E1E5

SUNLIGHT
PANTONE 7507 C
C 0, M 13, Y 32, K 2
R 250, G 217, B 168
#FAD9A8

TRAIL MIST
PANTONE 475 C, 40%
tint
C 0, M 4, Y 6, K 3
R 247, G 238, B 231
#F7EEE7

NEBULA – Red > Nebula Purple > Deep Purple

THRUSTERS – Trail Mist > Gold > Red > Deep Purple

ATMOSPHERE – Deep Purple > Space Blue > Sky Blue > White

CLOUD – Trail Mist > Sky Blue

EARTH – Trail Mist > Sunlight > Copper

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**BOLD,
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MODERN**

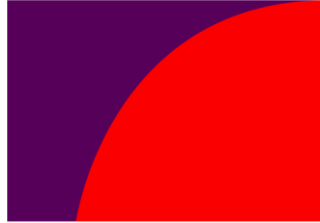
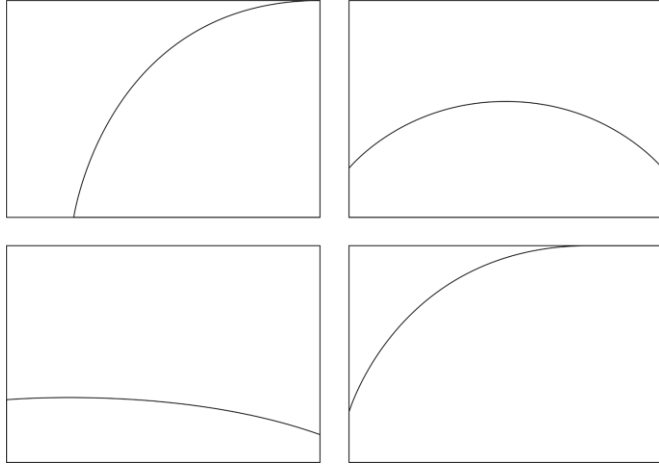
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THE ARC

The arc references the trajectory of the rocket escaping the atmosphere and the view of the earth's curvature as we explore the unknown. This shape can be expressed in multiple ways to add depth and interest to our layout.



FLAT COLOR

GRADIENT

IMAGERY

Brand Story 3.0

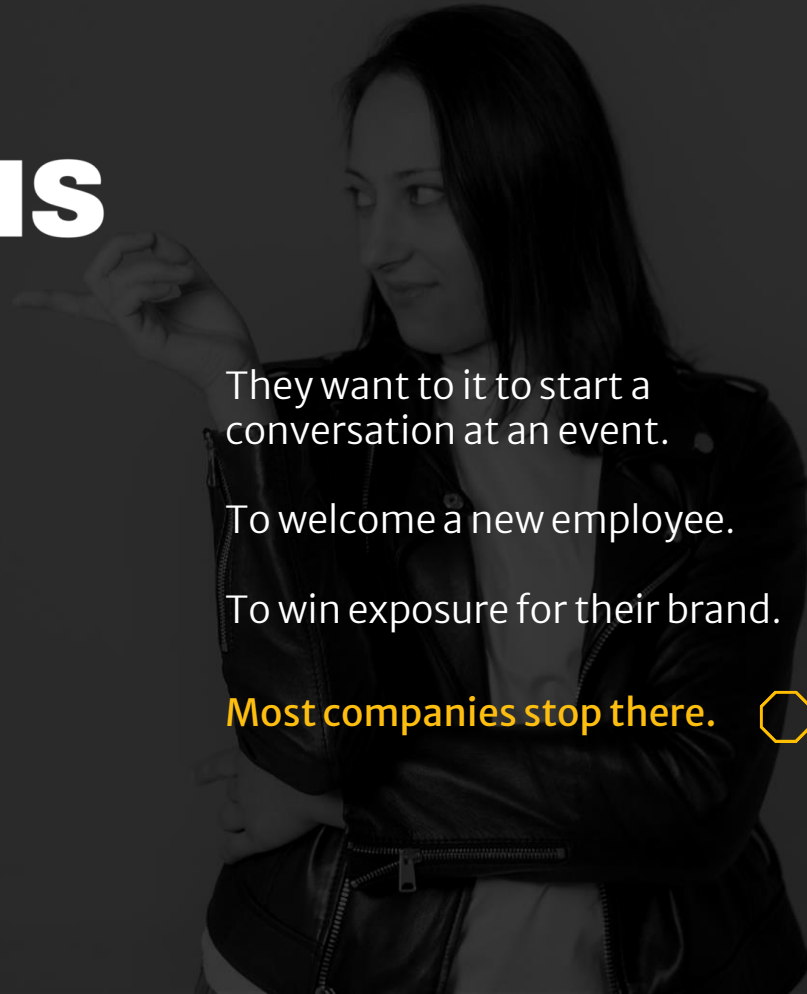
ORGANIZATIONS USE BRANDED MERCHANDISE TO STAY TOP OF MIND.

They want to it to start a conversation at an event.

To welcome a new employee.

To win exposure for their brand.

Most companies stop there. 



THESE ORGANIZATIONS NOT ONLY LIMIT THEIR ABILITY
TO CONNECT—THEY CAN EVEN SOMETIMES CREATE

BRANDFILL

UNINVITED AND EXPENDABLE BRANDED SWAG

Organizations that spend years on their identity spend
seconds on the objects it's printed on.

They're branding stuff bound for landfills.

WHAT IF YOUR BRANDED MERCH COULD

**CREATE A MORE
VALUABLE
RELATIONSHIP?**

WHAT IF YOUR BRANDED MERCH
NOT ONLY HELPS YOU STAND OUT, BUT

FUELS YOUR BRAND
AND INSPIRES ACTION

WHAT IF THE EXPERIENCE WAS SO THOUGHTFULLY
DESIGNED, SOURCED, AND DELIVERED THAT IT

**PROMOTES YOUR
PURPOSE TO THE
WORLD**

WHAT IF

**BRANDED
MERCH**

WAS A FORCE FOR
GOOD?

Certified



Corporation

BRAND FUEL CREATES BRANDED MERCHANDISE

THAT DOESN'T DIE IN THE LANDFILL

WE DON'T MAKE STUFF. WE BRING YOUR BRAND TO LIFE.

Expressing what your
people stand united to do

Showcasing your
differentiation and values

Inspiring those
ready to join your cause

WE SOLVE CHALLENGES

**Branded experiences
that blend the physical
and digital**

**Kits designed to
delight on delivery**

**Online shops that we
handle end-to-end**

**Partnerships with
nonprofits that help
your brand help
others**

THIS ISN'T A DRIVE THRU WINDOW

**WE DON'T
JUST TAKE
YOUR ORDER,**

**WE TAKE
ON YOUR
CHALLENGE.**

IT'S A PROCESS PILOTED BY PROFESSIONALS THAT CHALLENGE YOU,
THINK CREATIVELY, AND GUIDE YOUR EXPERIENCE FROM IDEA TO DOORSTEP.

WE CREATE CONNECTION

**So you can instill pride in your organization's purpose,
get the most from your investment, and spark a
reaction that radiates across your entire brand.**

**FUEL YOUR BRAND
PROPEL YOUR
PURPOSE**



Messaging architecture



BIG BRAND
MESSAGE
[PEOPLE BENEFIT]

SERVICE MESSAGE
[SOLUTION BENEFIT]

PILLARS
[THEMES OUR
POSITION IS BUILT ON]

PILLAR SUPPORT
MESSAGES

KEY PROOF POINTS

Fuel your brand. Propel your purpose.

With ethically sourced products and branded experiences



Strategy first. Product second. Products that don't end up in the landfill. The most responsibly sourced products.

ROI tracking, ethical sourcing metrics



Digitally savvy. Innovator of online, end-to-end, corporate stores. Phygital: Physical products + digital experiences. But also great at the nuts and bolts.

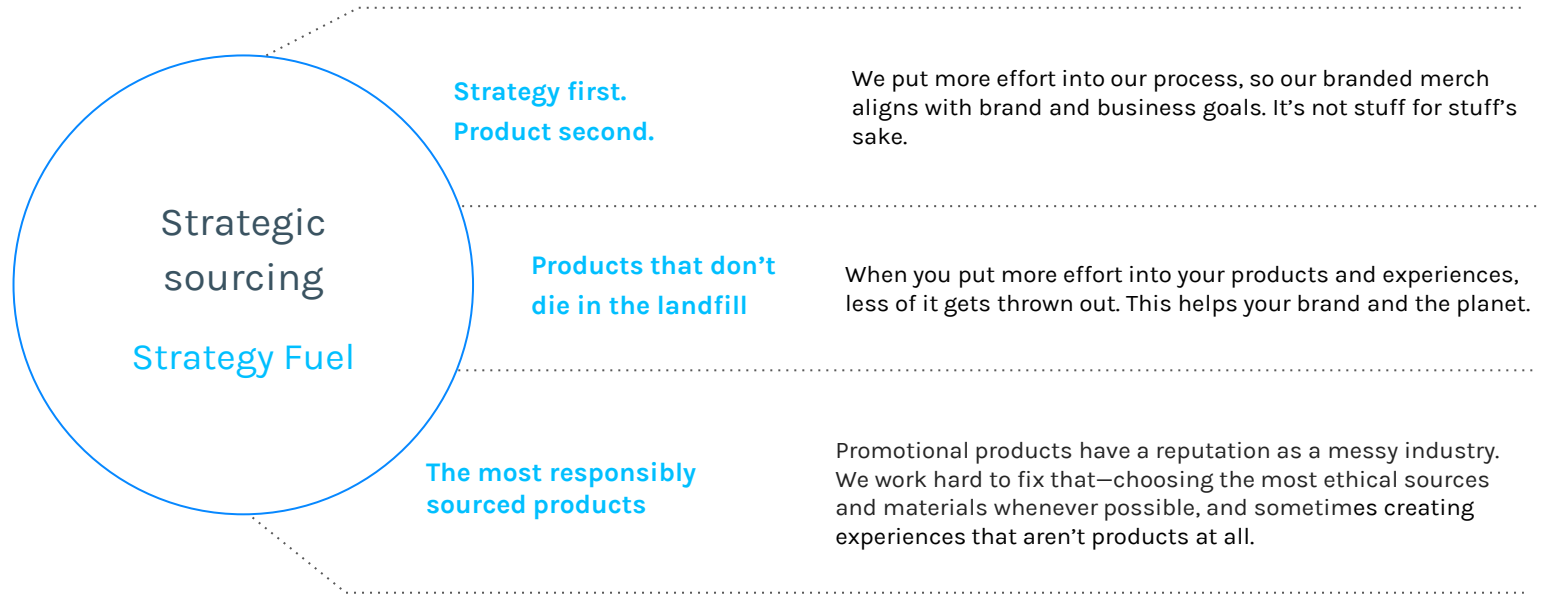
Customer satisfaction, product innovation



A global producer of fun with purpose. Combining social responsibility commitment, corporate giving. And we're also a lot of fun to work with.

Client feedback, CSR policy, giving stats

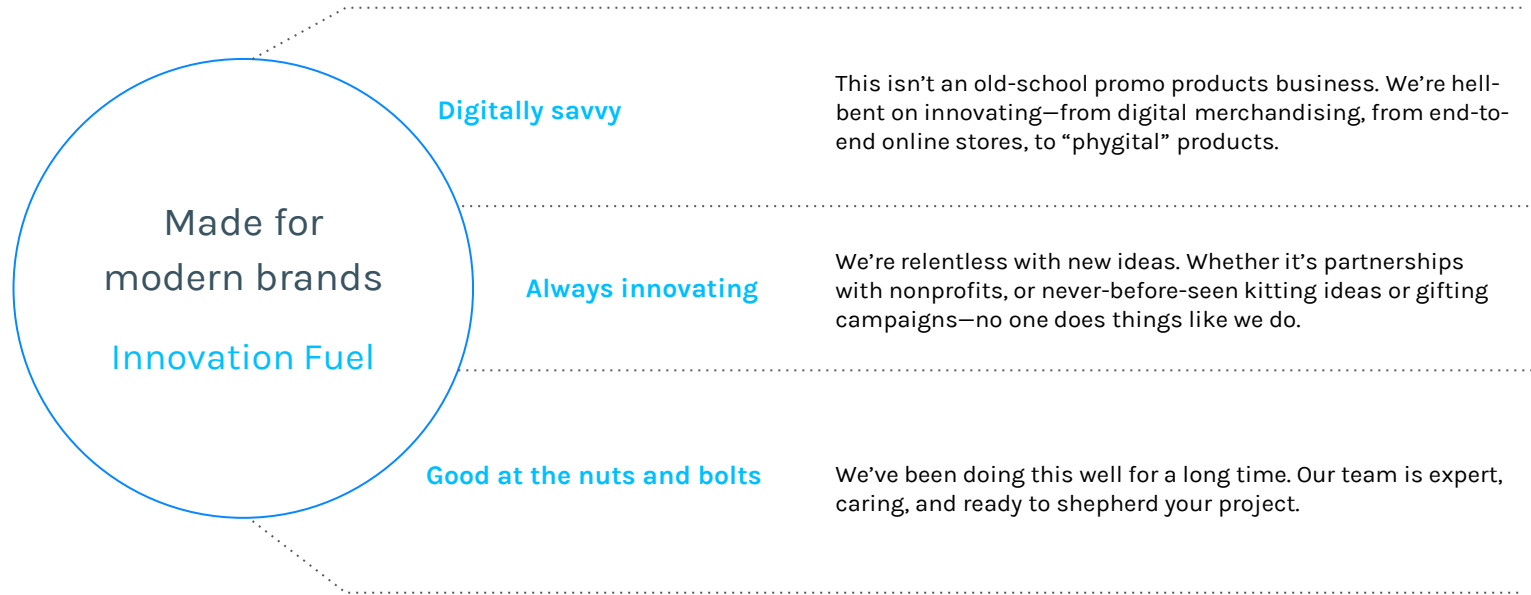
HOW IS OUR COMMITMENT TO **STRATEGIC SOURCING** DIFFERENTIATING?



Proof points: ROI tracking, ethical sourcing metrics



HOW IS OUR COMMITMENT TO BEING MADE FOR MODERN BRANDS DIFFERENTIATING?



Proof points: Consumer satisfaction, new product innovation



HOW IS OUR COMMITMENT TO BEING GLOBALLY FUN DIFFERENTIATING?



Proof points: Client feedback, CSR policy, giving statistics

THANK YOU

