Brand Style Guide

STRONGHOLD™

STRONGHOLD™

Logo

Use the above as the primary logo. The logo is preferrably used on a black background. When using the **STRONGHOLD**™ brand in text format, it should always be in all caps.

|1|

STRONGHOLD™

Spacing

Use the straight line from the "L" in **STRONGHOLD** as the measuring stick for the logo clear space. No artwork should impead this space.

|2|

Primary

PANTONE®	**PANTONE®** 7409 C	**PANTONE®** Process Black
WHITE	YELLOW	BLACK
CMYK - 0 0 0 0	CMYK - 0 30 100 0	CMYK - 0 0 0 100

Secondary

PANTONE® Cool Gray 8C
GRAY
CMYK - 0 0 0 45

Color

There are three primary colors used in the logo: **White, Black** (PMS Process K) and **Yellow** (PMS 7409 C) If a secondary color is needed, use **Gray** (Cool Gray 8C).

|3|

STRONGHOLD

Dark Background Use

STRONGHOLD

One Color Option 1

STRONGHOLD

Light Background Use

STRONGHOLD

One Color Option 2

Color

It is preffered to use the **STRONGHOLD** logo on a dark background but it can also be used on a lighter background. Keep the **STRONGHOLD** in yellow when possible. If the background does not make this possible, use the one color options.

|4|

Primary Headings

Helvetica Neue
Heavy

Primary Copy

Helvetica Neue
Roman

**Helvetica Neue
Bold**

Icon Text

Helvetica Neue
Condensed

**Helvetica Neue
Bold**

Typeface

There are three (3) primary typefaces used
on **STRONGHOLD** material.

|5|

STRONGHOLD™

CONTRACTOR GRADE PRODUCTS
FOR GENERAL PURPOSE APPLICATIONS

Descriptor

The descriptor line is always in Helvetica Neue Roman and should not extend past the "T" and the "L" in **STRONGHOLD**.

Use the same clearspace rules described on page 2.

|6|

STRONGHOLD™

⊗ Do not use logo without horizontal bars

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⊗ Do not reverse colors, white text with yellow bars

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⊗ Do not tilt logo

BE STRONG WITH STRONGHOLD™.

⊗ Do not use logo with any sentence

STRONGHOLD™

⊗ Do not use logo in grayscale

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⊗ Do not use product icons next to the logo

Misuse

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STRONGHOLD™

Cable Ties

Name of Piece

1/3

Regular Width Pieces

Preferrably use 1 hero image. If multiple images are used, follow layout below.

Main Image	Image 1
	Image 2
	Image 3

PANDUIT

Panduit logo appears in the bottom right corner. Reverse in white when necessary.

STRONGHOLD™

Cable Ties

Name of Piece

1/3

Narrow Width Pieces

| Image 1 |
| Image 2 |
| Image 3 |

PANDUIT

Print Material

STRONGHOLD branded collateral should look bold, strong and clean. Clutter such as added horizontal bars should be avoided as they detract from the brand. Follow the guidelines above to keep this look strong and uniform on all printed covers.

Offer Title

Offer Description

Image

Content

BONUS OFFER

PANDUIT

Offer is placed on yellow

Any BONUS is placed here.

Bar appears here on one page pieces.

1 Page Promo

Panduit logo appears in the bottom right corner a one page piece.

STRONGHOLD

PANDUIT

2 Page Promo

Bar appears here on here 2 page pieces.

If the piece is 2 or more pages, Panduit logo appears only on the last page.

Promotional

These examples reflect a distiguished way to extend special offers without making the brand appear as low quality / low value. There is a purposeful use of the word 'Bonus' as opposed to 'Free'. This guide can apply to print and banner ads.

STRONGHOLD™

STRONGHOLD™
CONTRACTOR GRADE PRODUCTS
FOR GENERAL PURPOSE APPLICATIONS

STRONGHOLD™ | Category Name

STRONGHOLD™
CONTRACTOR GRADE PRODUCTS
FOR GENERAL PURPOSE APPLICATIONS | Category Name

STRONGHOLD™
Category Name

STRONGHOLD™
CONTRACTOR GRADE PRODUCTS
FOR GENERAL PURPOSE APPLICATIONS
Category Name

Signage

Signage for the brand has a black background. If used with its Descriptor, text will be white Helvetica Neue Roman (see 'Descriptor' guidelines). When the brand is used with a category title (Point-of-Sale), there should be a separation by means of color block. Production companies should always submit proposed signage to an appointed Panduit representative for approval.

Promo Items

These examples reflect the guidelines stated on prior pages. Strong and clean brand representation with minimal distractions from the brand and its message

|11|

STRONGHOLD™

CONTRACTOR TRUSTED QUALITY™

Brand Statement

The **STRONGHOLD** brand positioning statement and tagline are the foundation for its reason-to-be.

The positioning statement drives our strategy and the tagline concisely communicates the core brand message to our user. Together, they have the job of conveying our entire brand and the basis of our brand strategy in just a few words.

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