Brand Guidelines

A strong brand is evident in a uniform appearance across all communication measures. The Super Products brand identity is the basis of communication; both internal and external target groups.

To achieve real content and design consistency, everyone involved in the creation of any communication measures has to be consistent.

You can contribute your part to this team effort and we can create a distinctive brand image together.

- The Badge and the brand name should be kept together on one line
- Logo must be kept proportionally sized; stretching, squeezing or pulling the logo to fit is not permitted
- The full correct brand name should be used at all times
    - example: Supersucker not Super Sucker
    - example: SuperJet does not have a space

Official Brands

Super Products has branded each of the truck product lines. In order to increase our company brand awareness and stay current with market trends, we have made some slight adjustments that will help our overall brand equity.

Brand Name	Description
Super Products	Company Brand
Mud Dog	Vacuum Excavator
Supersucker	Industrial Vacuum Loader
Camel	Sewer & Catch Basin Cleaner
SuperJet	Truck Mounted Jetter
Durasucker	Liquid Vacuum Truck

Official Logos

The logo consists of the Badge (the tricolored yin/yang) and the company name or truck brand name. Any logos other than these are not permitted unless otherwise approved by Super Products marketing.

NOTE: Current logos in .png format can be accessed at S:\Marketing_Logos
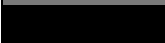
Logos Background

The logo should be clearly legible; there should be sufficient contrast with the background.

Official Fonts

Univers	-	SUPER PRODUCTS super products
Univers Condensend	-	SUPER PRODUCTS super products
ARIAL	-	SUPER PRODUCTS super products
Arial Narrow	-	SUPER PRODUCTS super products

Official Colors

Color	Name	CMYK	RGB	HEX	Pantone
	Red	12/100/91/3	218/0/22	#DA0016	186C
	White	0/0/0/0	255/255/255	#FFFFFF	
	Gray	0/0/0/50	121/121/121		Cool Gray 6C
	Black	10/10/10/100	0/0/0	#000000	