pacvac

Pacvac branding guidelines

Complete branding and marketing guidelines for Pacvac's Authorised Distributors.

How to use this guide

To ensure the Pacvac brand stays strong and our assets are delivered consistently, we've provided you with this branding guide.

These guidelines introduce the tools and different types of marketing campaigns you can use to let customers know about Pacvac products and your services. They'll help you magnify your partnership with Pacvac while creating communications that highlight your unique business proposition. Key design principles are included to help you get the most out of each campaign.

Pacvac provides a library of marketing collateral for every campaign, product launch, product refresh, and key seasonal communication. These materials are available to you through our communications and upon request.

When developing your own communications featuring Pacvac products, follow these guidelines.

How to submit your work for approval

All artwork containing or featuring the Pacvac logo needs formal approval from the Pacvac Marketing team.

Please submit your design files for approval through marketing@pacvac.com. If your submission contains multiple files, please compress them into a zip file.

01.

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02. # The logo

Primary logo

Pacvac logo marks are recognised and respected symbols and should always be used correctly. This section explains how to incorporate these marks into your communications.

White logo

The white Pacvac logo is available as an alternative colour to ensure brand consistency is maintained. The Pacvac blue background is for collateral and merchandise only.

The logo construction

Our look is playful, contemporary, elegant and caring by putting the customer at the centre of our focus. We have built the logo with rounded kerning on the fonts while keeping simple geometric construction shapes.

The story of our logomark

The main blue circle represents our planet and how important it is to take care of it. The inner lines represent transformation and development through movement and fluidity, and the middle circle signifies our customers – the ones who are transforming the world into a cleaner place by using Pacvac products.
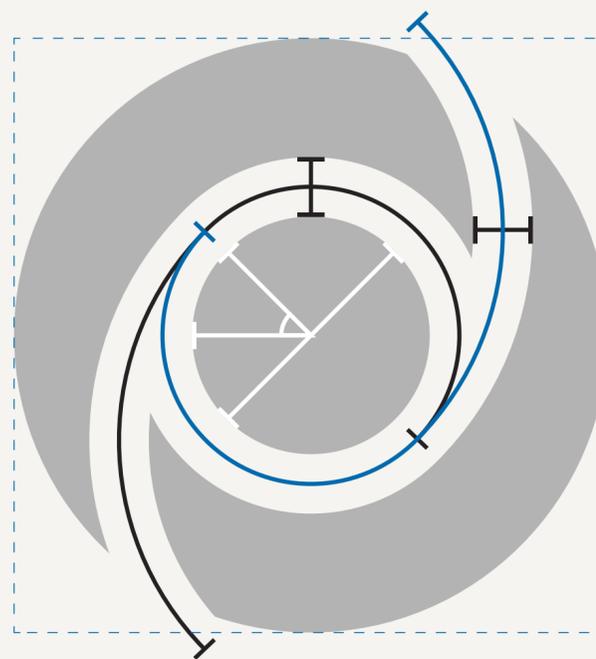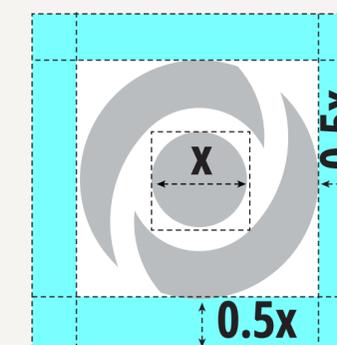
Safe zone

The Pacvac logo must follow the clear space guidelines illustrated; therefore, no other copy, photography, logos, or graphics can be placed within this area.

The amount of clear space is determined by measuring the x-height of the Pacvac logo.

Full logo

Logo mark

03.

Misuse

Misuse

A strong brand is applied consistently, which means that it is important that the Pacvac brand mark is never changed. Avoid the common misuses illustrated here.

do not - apply
outlines

do not - apply
dropshadows

do not - apply apply
gradients

do not -
skew, stretch

do not - change
orientation

do not - place over a
distracting pattern or
photo

do not -
mix colours

do not - use as an
image mask

do not - contain
in shape
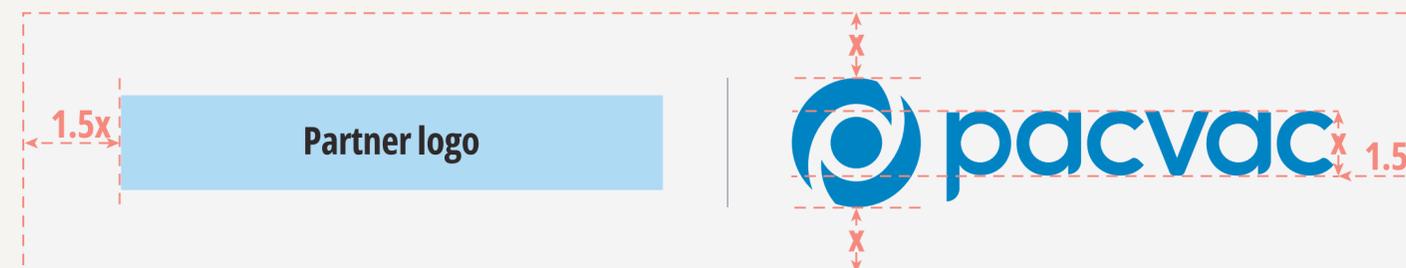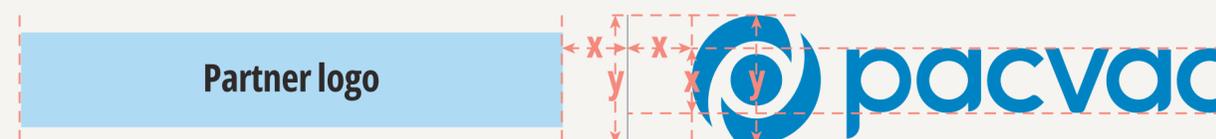
04.

Partner logo lock-ups

Lock-up rules
Horizontal logo

Give equal visual weight to Partner and Pacvac logos.

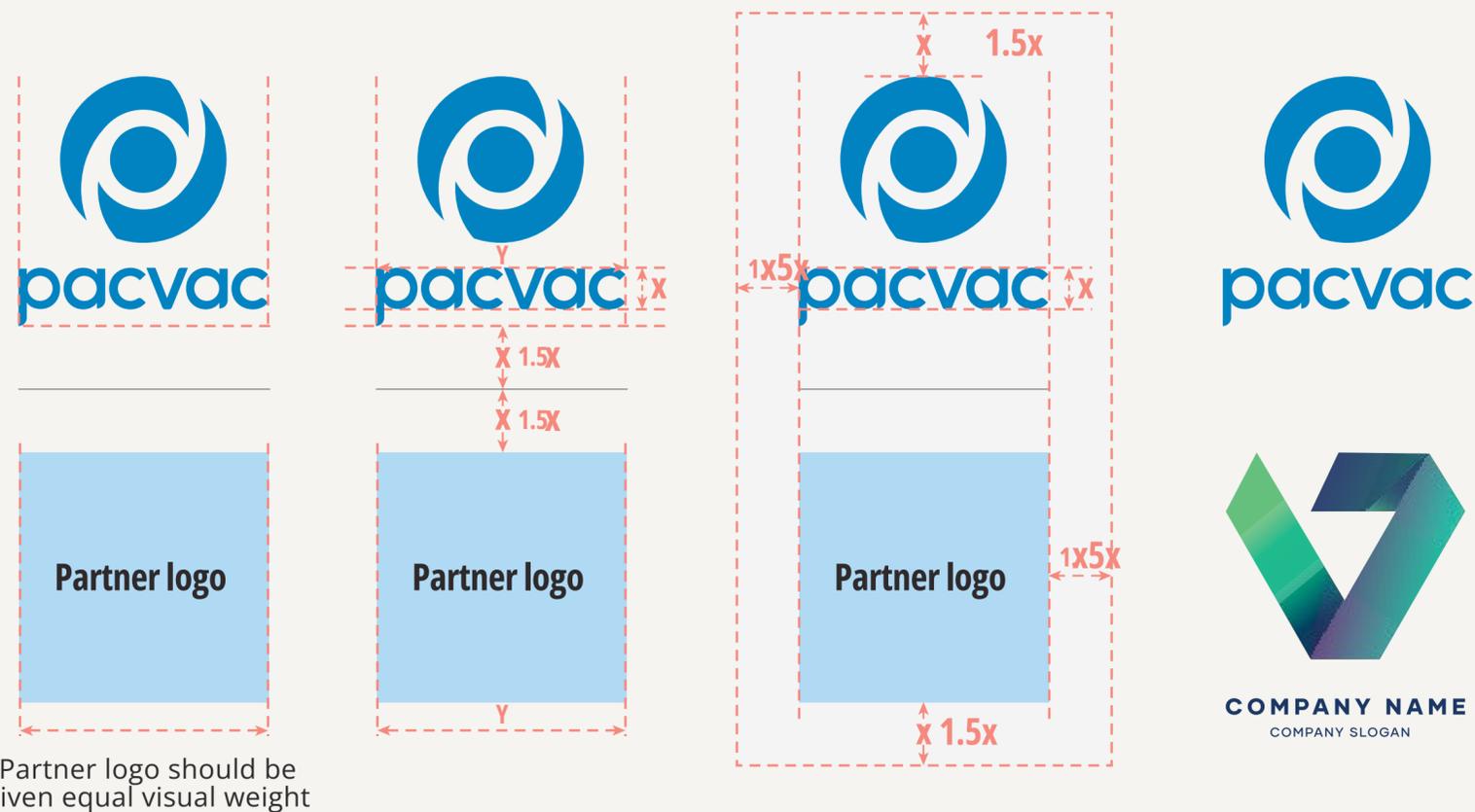Clear space around the partner logo lock-up should be maintained at all times.
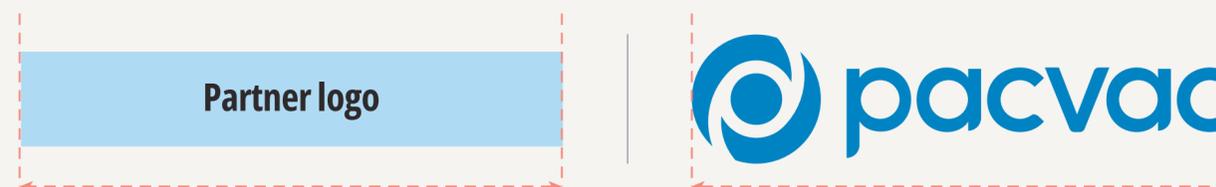
Partner logo should be given equal visual weight

Lock-up rules
Stacked logo

Give equal visual weight to Partner and Pacvac logos.

Clear space around the partner logo lock-up should be maintained at all times.

Partner logo should be given equal visual weight

Partner logo

1.5x

x

X 1.5X
X 1.5X

Partner logo

Y

1x5x

x

x 1.5x

1x5x

Partner logo

1.5x

x

COMPANY NAME
COMPANY SLOGAN

05.

Naming conventions

Brand naming

Correctly naming Pacvac and Pacvac products is vital to sustaining the integrity and consistency of our brand.

Business and consumer-facing communications should refer to the brand as Pacvac.

Always do this

Pacvac

Don't do this

pacvac

pac vac

PacVac

Pac Vac

Pac vac

pac.vac

pac-vac

Product naming

Pacvac product names are not prefaced with the company name. Refer to this guide when using Pacvac product names in business and consumer- facing communications. Never translate a Pacvac product name.

Note that sentence casing should be applied at all times.

Backpack vacuums

Superpro

Superpro go

Velo

Velo go

Micron

Thrift

Duo

Canister vacuums

Glide

Hush

Other product examples

Dual-purpose wing brush

Combination floor tool

Microfibre floor tool fitting

06.

Typography for print

Print typography

Pacvac uses two typeface for print - Gilmer and Mr Eaves Mod. To maintain consistency, these two typefaces should be used on all communications, advertising, packaging and sales materials for our products and services. They are simple yet distinctive and work well together.

All logos, fonts and media files are available for downloading at helpdesk.pacvac.com.

Gilmer   Mr Eaves

Header font

Gilmer

Gilmer font has great weight distribution and therefore, it is the typeface to be used in the following applications:

• packaging design,
• headings and titles in print collateral and website,
• text in videos.

Display Pro - 75 Medium

Gilmer Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*

Header font

Gilmer variations

Display Pro - 75 Medium

Gilmer Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*

Display Pro - 75 Medium

Gilmer Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*

Display Pro - 75 Medium

Gilmer Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*

Body font

Mr Eaves

Mr Eaves Mod is the typeface to be used in the following application:

• body copy in print collateral.

Mod OT Reg
Mr Eaves Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*

Body font

Mr Eaves variations

Mod OT Reg

Mr Eaves Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*

Mod OT Reg

Mr Eaves Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*

Mod OT Reg

Mr Eaves Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*

07.

Typography for web

Body font

Open Sans

Open Sans is easy to read, web-friendly and multi- platform compatible. It is the typeface we use in the following application:

• body copy on Pacvac websites.

Open Sans is an open source font by Google and available on https://fonts.google.com/specimen/ Open+Sans

Open Sans

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*

08.

Social media

Social icons

The Pacvac logomark is used as our key profile picture across all social media accounts. The logomark is centred with equal white space around it and away from the edges.
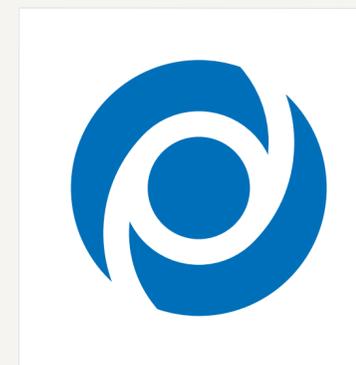
Social icons

We encourage you to be a part of our social network. Pacvac can be found on the platforms listed here:

Facebook
Instagram
LinkedIn
YouTube
Twitter
Pinterest
Tik Tok
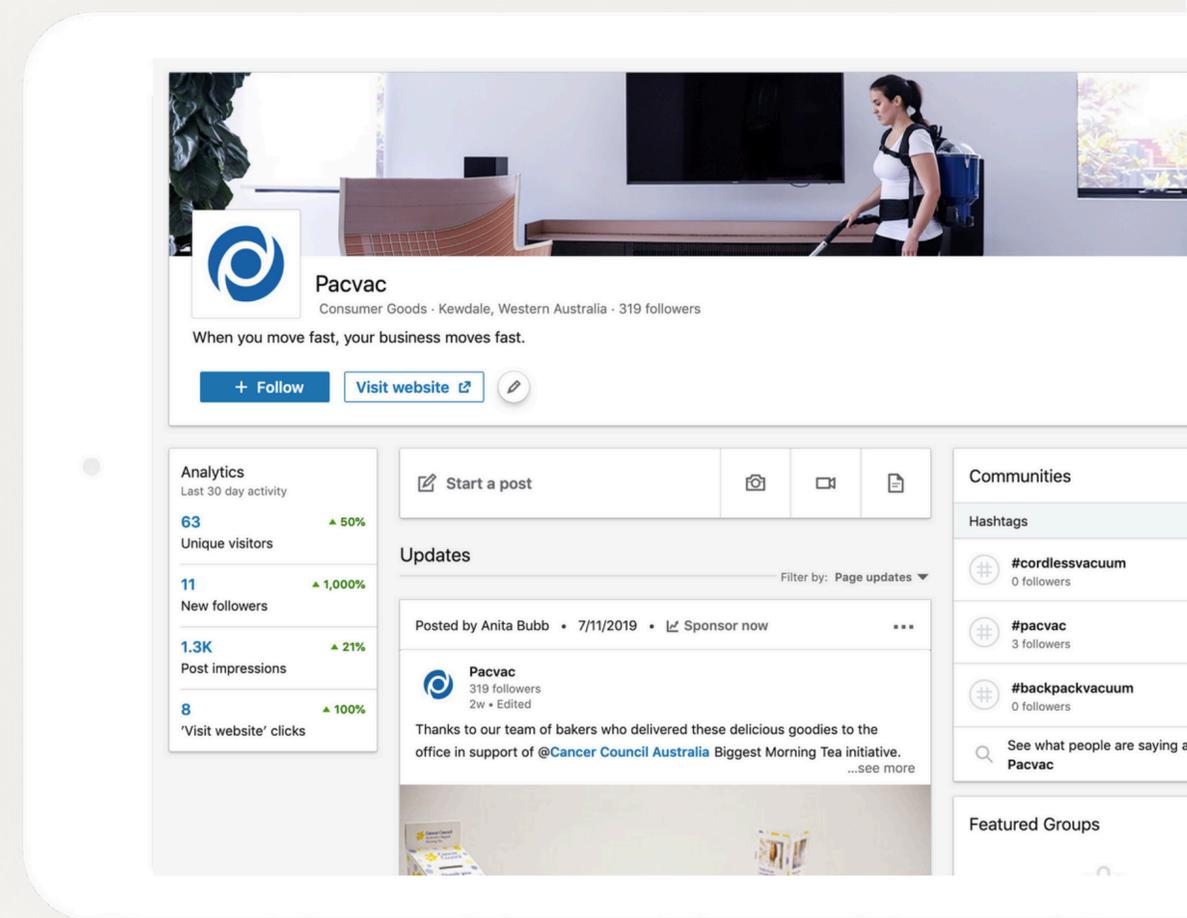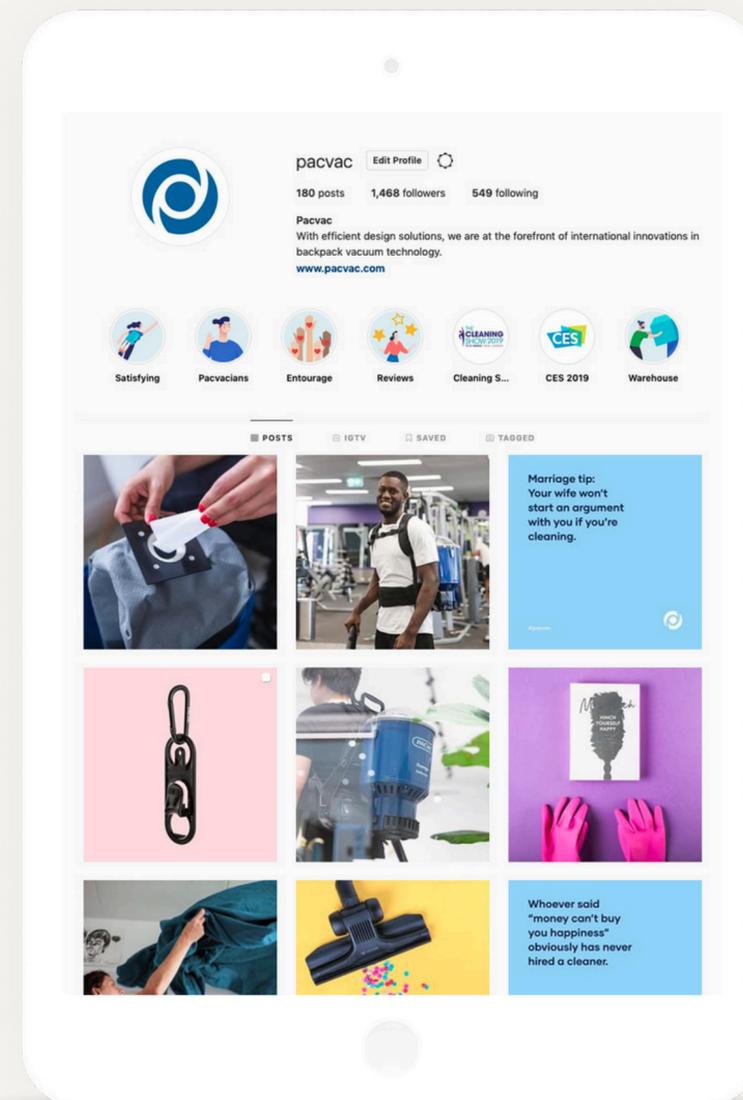
Social posts
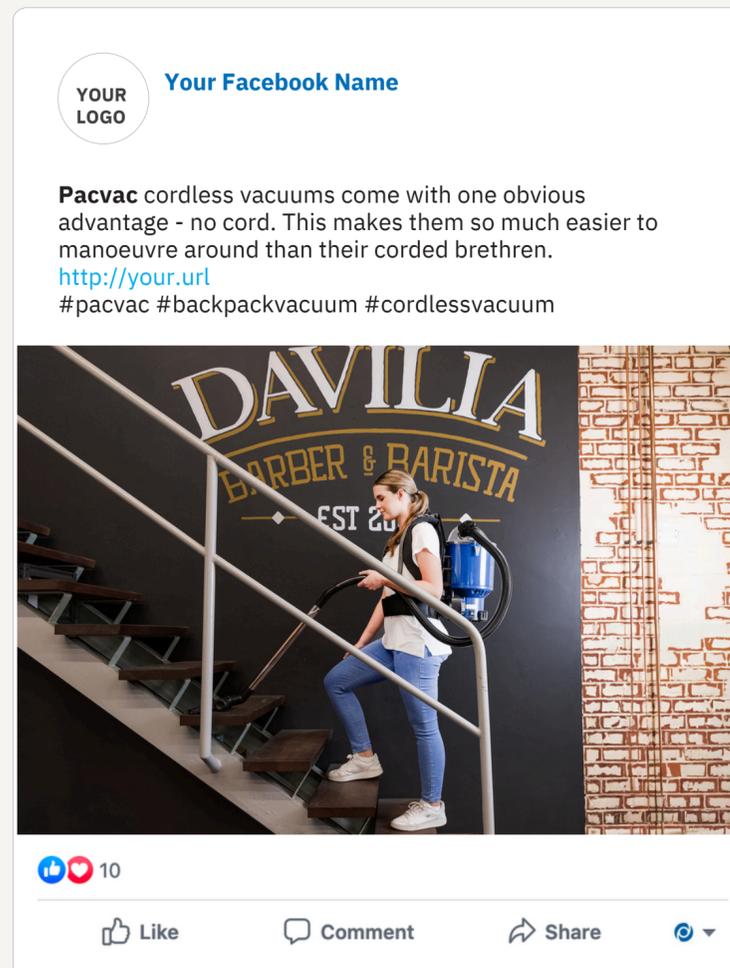
Connect with Pacvac on social media. Every post, like, share and comment helps the Pacvac community and your business grow.
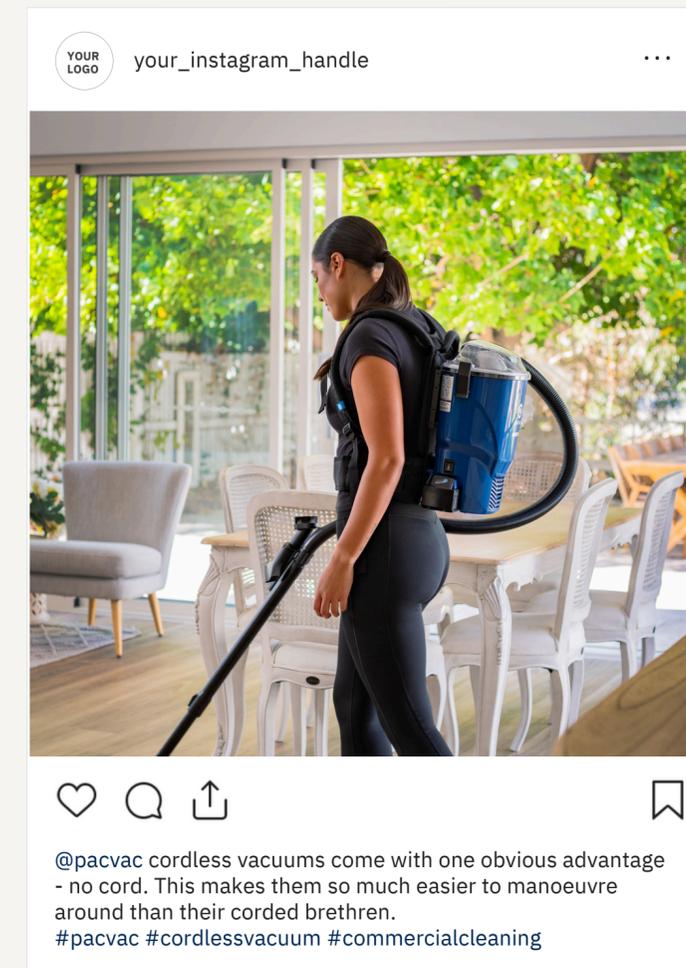
Always include the #pacvac hashtag and tag **@pacvac** in your social media messaging.

Hashtag #pacvac
Instagram handle @pacvac
Twitter handle @wearepacvac

YOUR LOGO

Your Facebook Name

Pacvac cordless vacuums come with one obvious advantage - no cord. This makes them so much easier to manoeuvre around than their corded brethren.
http://your.url
#pacvac #backpackvacuum #cordlessvacuum

👍❤️ 10

👍 Like   💬 Comment   ↪ Share

Exhibit A - Facebook
When creating your own posts, tag Pacvac in the copy and on the image. Add a direct link to drive users to your Pacvac product page. Use hashtags in context to your content. If sharing a post from Pacvac's page, adding some copy above the shared content will give your post more authenticity.

YOUR LOGO   your_instagram_handle   ···

@pacvac cordless vacuums come with one obvious advantage - no cord. This makes them so much easier to manoeuvre around than their corded brethren.
#pacvac #cordlessvacuum #commercialcleaning

Exhibit B - Instagram
When creating your own posts, tag Pacvac in the copy and on the image. Do not add links to your copy on instagram as they are not redirectable. Use hashtags in context to your content to reach the broader audience.

09. **Colour guide**

Brand colours

Our brand colours are an essential part of our journey and form the cornerstone of the Pacvac design. We will use these colours in a meaningful way to express our brand.

Primary

Pacvac Blue

R0 G105 B173   C95 M53 Y0 K0
HEX #0069AD   PANTONE 2144CP

Secondary

Oxford Blue

R7 G32 B82   C91 M60 Y0 K67
HEX #072052

French Grey

R119 G126 B131   C9 M4 Y0 K49
HEX # 777E83

Winter Wizard

R159 G212 B253
HEX #9FD4FD
C37 M16 Y0 K1

Pale Turquoise

R255 G255 B255
HEX #FFFFFF
C8 M2 Y0 K4

Secondary colours

Our secondary palette contains a variety of colours to keep our brand and promotion trendy and elegant. We lean on these colours with the brand to create a higher awareness. We use this colour palette for calls to action and to compliment our primary colours where appropriate.
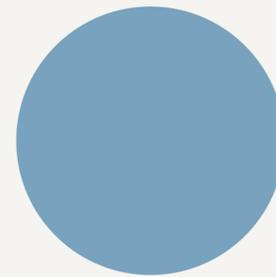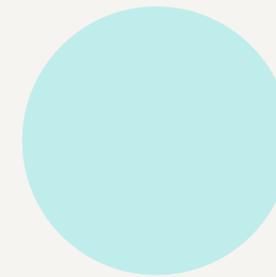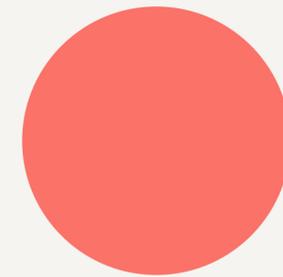
HEX #78A2BD
RGB 120,162,189
CMYK 37,14,0,26
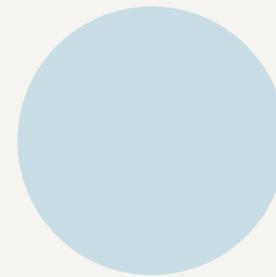
HEX #C8DDE5
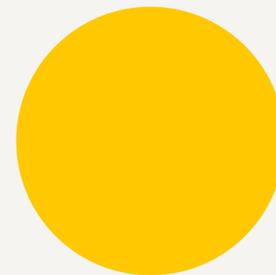RGB 200,221,229
CMYK 13,3,0,10
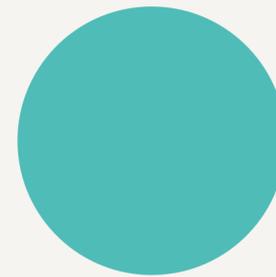
HEX #4FBCB8
RGB 79,188,184
CMYK 58,0,2,26

HEX #BEEDEB
RBG 190,237,235
CMYK 20,0,1,7

HEX #FA7268 RGB
250,114,104
CMYK 0,54,58,2

HEX #FFC800 RGB
255,200,0 CMYK
0,22,100,0

HEX #FBE489
RGB 251,228,137
CMYK 0,9,45,2

HEX #A9D05C
RGB 169,208,92
CMYK 19,0,56,18

HEX #DDF5AE
RGB 221,245,174
CMYK 10,0,29,4

HEX #FFE0E0 RGB
255,224,224 CMYK
0,12,12,0

10. Design

General guidance

This section provides you with a guide for creating your own communications, using the lifestyle and product images provided by Pacvac.

For custom marketing opportunities such as advertising, contact your Pacvac marketing representative.

When designing your communications, please be sure to include a brief headline, message, and the logo.

So, how much faster is cleaning with a backpack vacuum?

Cordless backpack vacuums are proven to clean over 4 x faster*.

If you were cleaning an area the size of a standard football pitch (7,140m2), it would take 23 hours and 30 minutes less time if you were using a cordless backpack vacuum, compared to a corded tub vac! To translate that to your daily tasks, if your average day consists of four hours of vacuuming with a tub vac, you could reduce this to under one hour by using a backpack vacuum!

* The Official ISSA 612 Cleaning Times & Tasks; The Worldwide Cleaning Association.

pacvac.com

pacvac

Print design

When creating print collateral, always make sure there is enough clear space around the Pacvac logo. Always ensure no copy or logo overlays busy background images.

For best content practice, we encourage the use of a lifestyle image with a product image. The product image can overlap a lifestyle image but never entirely.

Here are a couple of templates you can reference when creating your own print marketing on Pacvac products.

YOUR LOGO

Key messaging here.
Support copy here support copy here support copy here support copy here support copy here.

pacvac

YOUR LOGO

Key messaging here

Support copy here support copy here, support copy here.

pacvac

Email design

When creating email newsletters, it is important to have your key messaging above the fold on screen as well as mobile and tablet devices.

Here are a couple of templates you can reference when creating your own email communication about Pacvac products to your mailing list.

Your message and offer goes here

Support copy here support copy here, support copy here.

Duo

Pacvac's most popular backpack vacuum, used widely for all-purpose cleaning in a variety of environments.

SHOP NOW

Duo

Pacvac's most popular backpack vacuum, used widely for all-purpose cleaning in a variety of environments.

SHOP NOW

Duo

Pacvac's most popular backpack vacuum, used widely for all-purpose

Your message and offer goes here

Support copy here support copy here, support copy here.

SHOP NOW

Duo
$XXX.XX
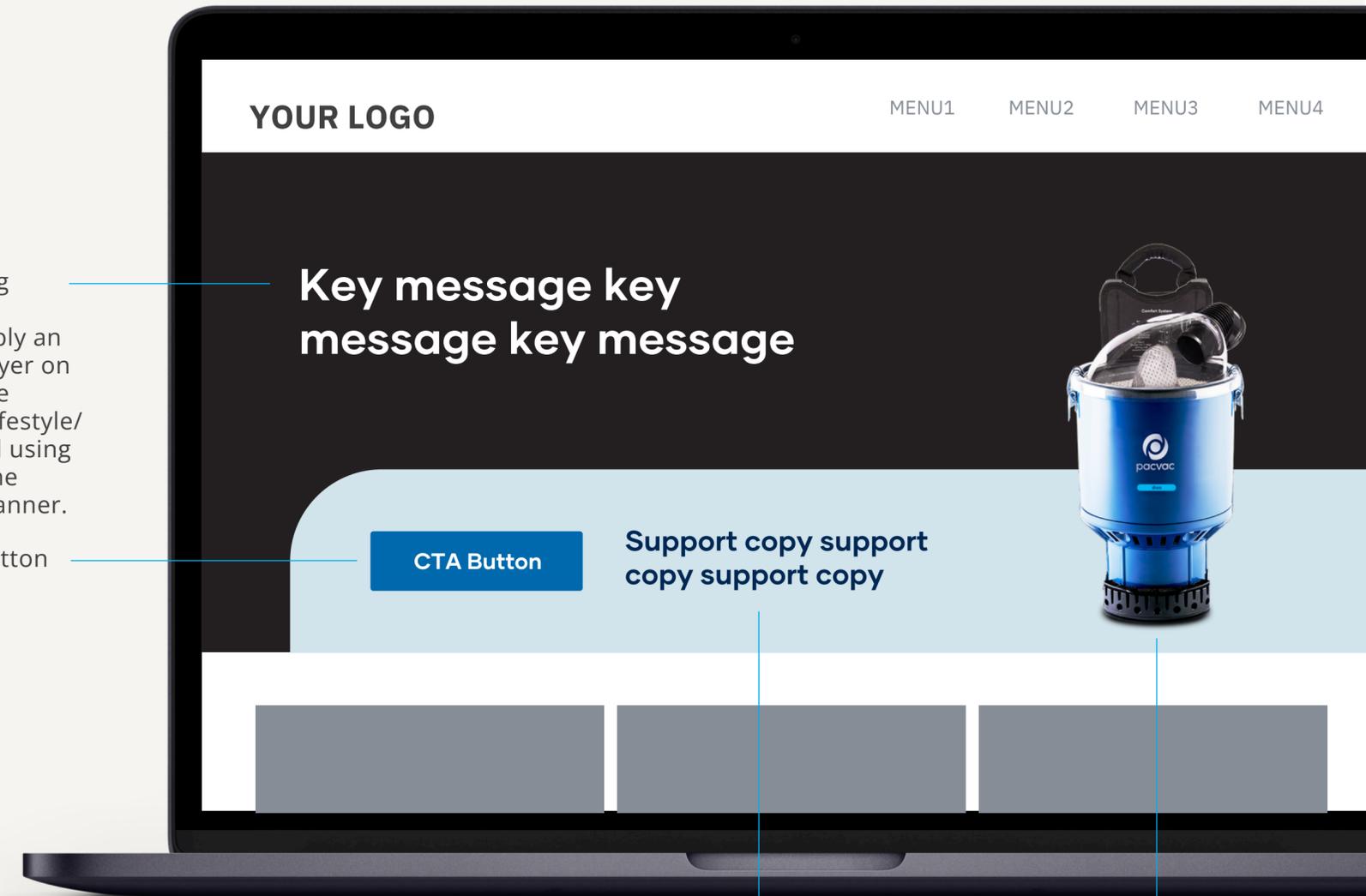
SHOP NOW

Duo
$XXX.XX

SHOP NOW

Website banners

This reference provides guidance for creating your own website banner, communicating Pacvac products with images provided by Pacvac.

If you have rotating banners on your website, we recommend using no more than three slides, or make the banner static but swap-on-refresh.

To make key messaging standout over a busy background image, apply an opaque black colour layer on top without altering the colour of the original lifestyle/campaign image. Avoid using too many colours on the overall design of the banner.

Add a call-to-action button if your banner can be redirected.

YOUR LOGO

MENU1   MENU2   MENU3   MENU4

Key message key message key message

CTA Button

Support copy support copy support copy

Additional information about your offer or product details. The product fact tag or short copy could be used here.

Image of featured product can partially (never entirely) overlap a background image.

Display ads

Using lifestyle images

As a part of Pacvac's brand styling, we recommend using a mask with one round corner (refer to highlighted area) to contain a lifestyle or campaign image. Where the banner size is restrictive, adapt the artwork with product images.

Use these examples as a design reference to create your own display ads for Pacvac products. The artwork should include a logo, a call-to-action, and key messaging on clear spaces, making sure you don't position any text or graphic over a distracting background.

round corner

Display ads

Using product images

As a part of Pacvac's brand styling, we recommend placing a product image over a background colour with one round corner to respect the same style feature.

Use these examples as a design reference to create your own display ads for Pacvac products. The artwork should include a logo, a call-to-action, and key messaging on clear spaces, making sure you don't position any text or graphic over a distracting background.

11. Photography

Lifestyle photography

Align with the brand identity, Pacvac has established a photography composition guide - the aim is to use the rule of thirds in all of our photos, and overall authentic, optimistic and current. This is demonstrated through the choice of bright welcoming spaces and settings, as well as the general styling.

We portray "real" models as working professionals, going about their jobs using our products at various types of premises. We also place particular focus on our model's wardrobe to reflect a sense of comfort, practicality, and personality that is nonconforming.

Don't do this

Be sure to avoid the common photography-related mistakes like these.

Pacvac's helpdesk.pacvac.com is constantly updated with fresh new images, avoid using outdated resources for new content.
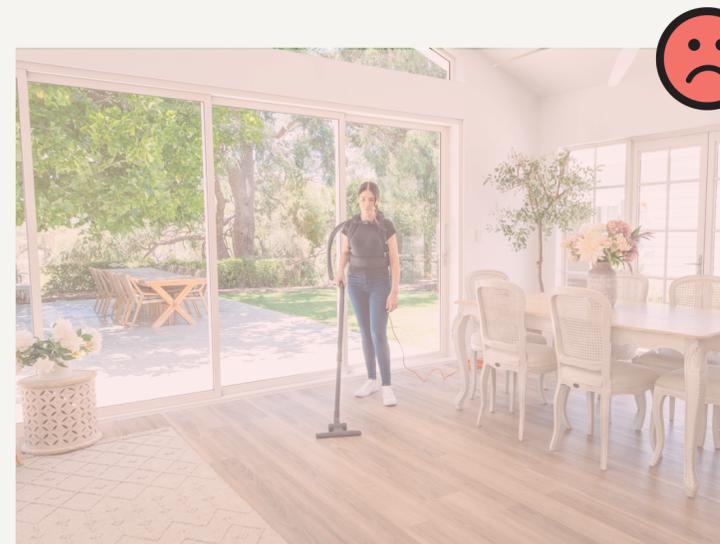
All photography used to advertise Pacvac products must be provided by Pacvac.

Do not overlay Pacvac and/or other logos over Pacvac images with distracting backgrounds.

Do not overlay Pacvac images with text or graphics that have distracting backgrounds.

Do not apply filters/effects on Pacvac images or alter the colours in any way.

Do not combine images together to make a collage.

Product photography

Pacvac provides product photography for each product taken from multiple angles. Pacvac product photography should only be used as provided, and never altered or manipulated in any way.

Never shoot your own product photography, unless approved by your Pacvac marketing representative.

Don't do this

Be sure to avoid the common photography-related mistakes like these.

Pacvac produces high quality product images that match our brand integrity. It is important that official Pacvac resources are always used in your communications when advertising Pacvac products. Never alter or reproduce your own photography.

Do not use distracting backgrounds or add any effects, such as drop-down shadow or outer glow to make the product standout from the background, under any circumstances.

Do not shoot your own product photography.

12. **Printing**

The right way to print

Follow the guidelines on this page when setting up print files. These guidelines can also be shared with your print vendor.

Images/print-ready files

Print-ready files are supplied as high-resolution PDF files. Product, campaign and lifestyle images are supplied as high-resolution JPEG or PNG files.

In most cases, we provide RGB and CMYK assets:

RGB files (with SCREEN in filenames) are used for web-based executions at 100% of actual size or smaller. Files are compressed to 72dpi for fast web loading.

CMYK files (with PRINT in filenames) are used for print projects at 100% of actual size or smaller. Files are compressed to 300dpi for best print quality. Official marketing collaterals are supplied with bleed and crop marks that are print-ready for the printers.

General guidelines for printing

The Pacvac standard features a satin or matte finish with high- grade materials. In general, avoid substrates with a glossy finish.

Please contact your Pacvac marketing representative to get further technical details on printing requirements and approvals.

Thank you

Access Pacvac resources at
helpdesk.pacvac.com.