



BRAND STANDARDS GUIDE

TABLE OF CONTENTS

Brand Messaging	03
Primary Logo Anatomy	04
Primary Logo Clearance Specifications	05
Secondary Logo Clearance Specifications	06
Unauthorized Logo Usage	07
Color Matching Standards	08
Primary Typographic Usage	09
Label Anatomy	10
Product Anatomy	11
Color Applications	12
Branding Exceptions	13

BRAND MESSAGING

UnionTools has provided well-built traditional agricultural tools that generations have valued since 1907.



PRIMARY LOGO ANATOMY AND ASPECT RATIO

A Breakdown of the Anatomy of the UnionTools Logo

UnionTools Logo



PRIMARY LOGO CLEARANCE SPECIFICATIONS

UnionTools Primary Full Color Logo Mark on Green Background



Letterform
0.5 X-Height

UnionTools Logo



The green background may be reduced to no less than 0.25 x-height of the "U" in the logo. The surrounding sacred space must still be adhered to.

SECONDARY LOGO CLEARANCE SPECIFICATIONS

UnionTools Secondary Logo Marks



Letterform
0.5 X-Height

UnionTools Logo



Full Color on White



Green on Light
Background



Black on Light
Background



White on Dark
Background

UnionTools Word Mark



The word mark should only be used when the full logo mark cannot be used.

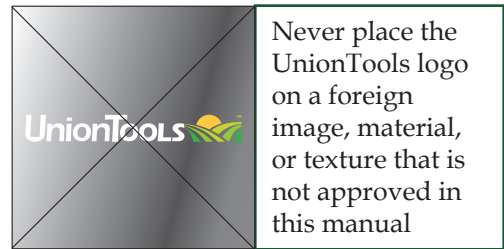
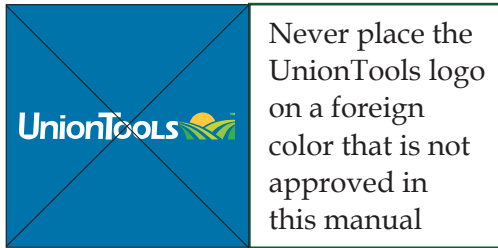


Black on Light
Background



White on Dark
Background

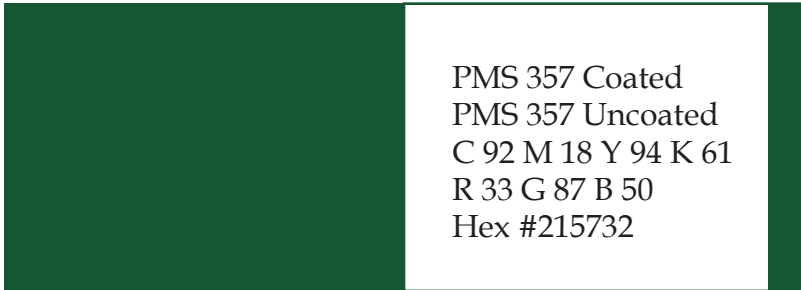
UNAUTHORIZED USAGE OF THE UNIONTOOLS LOGO



COLOR SYSTEMS AND COLOR MATCHING STANDARDS

PMS Coated, PMS Uncoated, CMYK, RGB, and Web

Primary Color



The primary color matching standard by which the UnionTools brand shall be enforced is through PMS 357 C. It is highly recommended that all brochure, catalog and marketing materials be printed on coated paper stocks for more accurate product color reproduction. Coated paper stocks are also more durable and tend to have a longer shelf life.

An uncoated color matching standard has been formulated for all primary corporate collateral materials and forms. These materials include all internal documents such as letterhead and administrative forms.

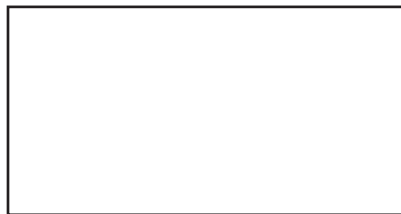
For product, signage and plastic substrate applications, use coated PMS standards where possible for accurate color reproduction.

Note: Colors shown are for reference only. Use actual PMS color chips or Pantone electronic color matching system.

Secondary Colors



PMS 382 Coated
PMS 380 Uncoated
C 30 M 1 Y 100 K 0
R 196 G 214 B 0
Hex #C4D600



White - Paper
C 0 M 0 Y 0 K 0
R 255 G 255 B 255
Hex #FFFFFF

Tertiary Colors



PMS 1225 Coated
PMS 115 Uncoated
C 0 M 22 Y 84 K 0
R 255 G 200 B 69
Hex #FFC845



PMS 375 Coated
PMS 374 Uncoated
C 47 M 0 Y 100 K 0
R 151 G 215 B 0
Hex #97D700



PMS 361 Coated
PMS 7488 Uncoated
C 76 M 4 Y 100 K 0
R 67 G 176 B 42
Hex #43B02A



Black
C 0 M 0 Y 0 K 100
R 0 G 0 B 0
Hex #000000

PRIMARY TYPOGRAPHIC USAGE

UnionTools Primary Typeface Families for Body Copy, Headers, and Subheads

Headlines

Eras Bold ITC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789!@#\$%^&*()+=[]{}|\|<>?/"/";

Eras Bold ITC used on labels for product name and warranty year

Subheads & Call Outs

Eras Demi ITC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789!@#\$%^&*()+=[]{}|\|<>?/"/";

Eras Demi ITC used on labels for feature text and "warranty"

Emphasis (Use Sparingly)

Baskerville Old Face

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789!@#\$%^&*()+=[]{}|\|<>?/"/";

Baskerville Old Face used on labels for "USA MADE" and "EST. 1907"

Primary Body Copy

Book Antiqua Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789!@#\$%^&*()+=[]{}|\|<>?/"/";

Web Font, if needed:
Zeitung from Adobe Fonts

PRIMARY PACKAGING LABEL ANATOMY

Blade Label Example



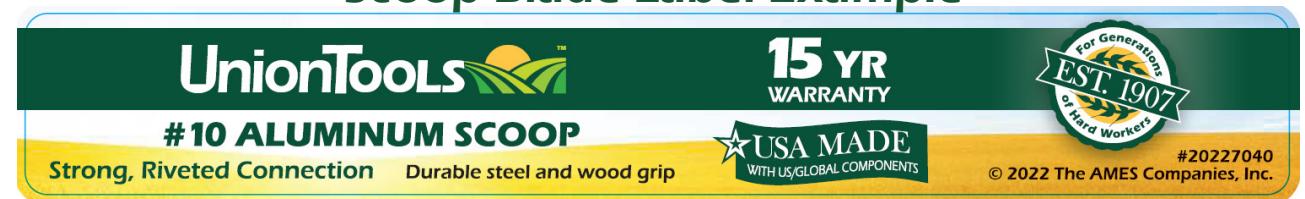
“Fiberglass Handle” treatment where applicable



Handle Label Example



Scoop Blade Label Example



USA MADE Icon
(where applicable)

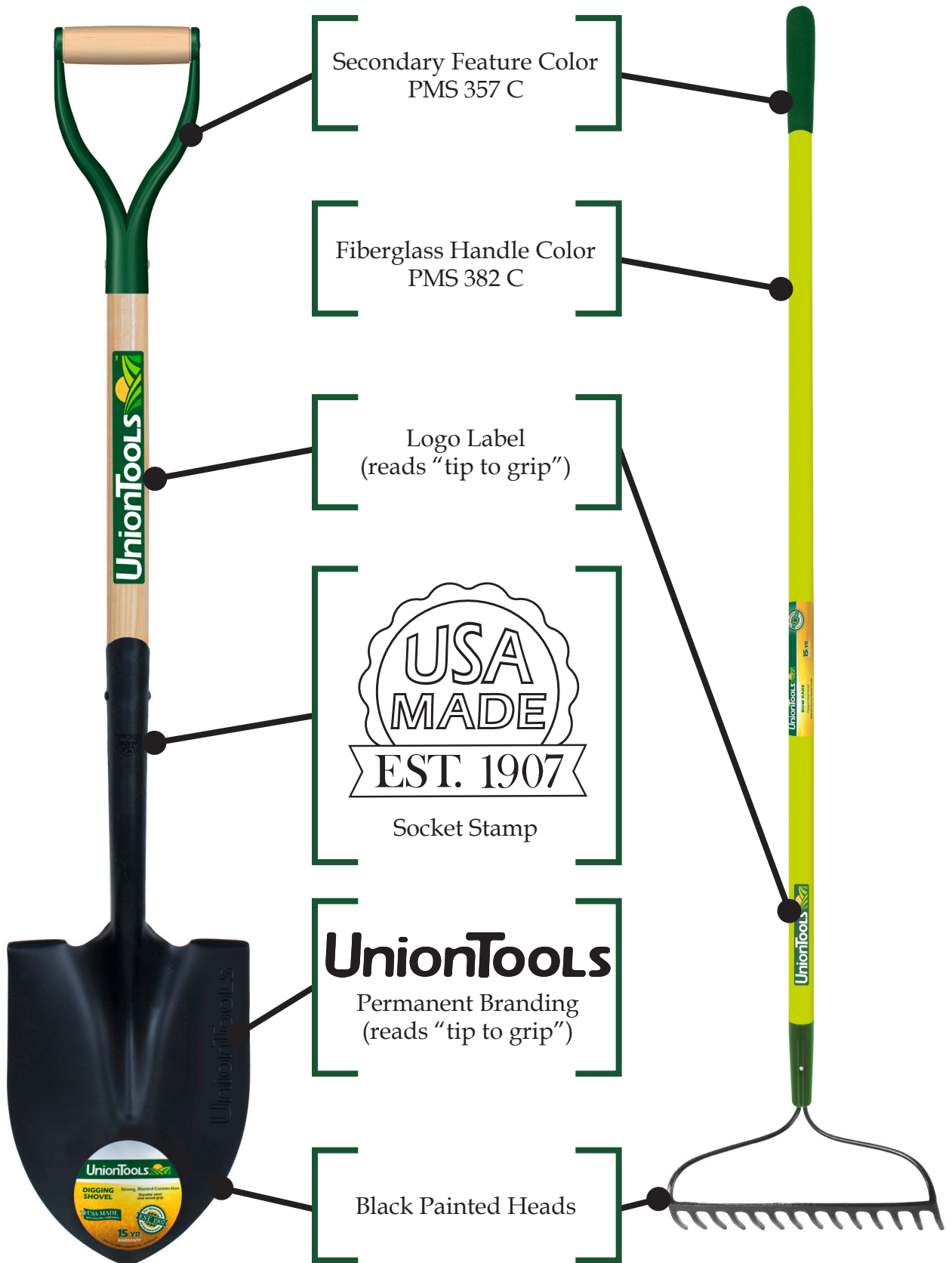


EST. 1907 Seal



4 Color Process + One Spot

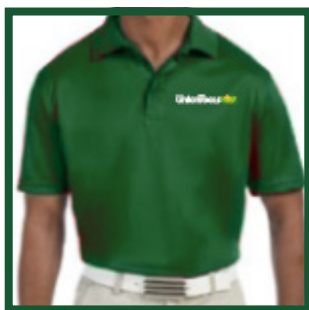
PRODUCT ANATOMY



SUGGESTED COLOR APPLICATIONS

For UnionTools Apparel and Promotional Products

Green, Black, &
Dark Gray Backgrounds



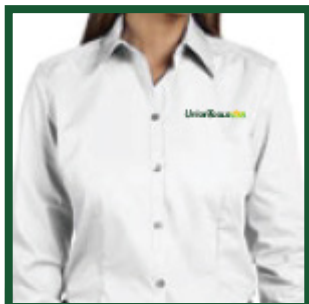
Full Color Logo

or



White Logo

Bright Green &
White Backgrounds



Full Color Logo
with Green Brand

or



Black Logo

BRANDING EXCEPTIONS

5 Year Warranty Items



Unpainted Heads

Black Pad Print

No Secondary Colors,
Added Features, or Labels

Snow Tools



No Secondary Colors,
Added Features, or Labels

Black Pad Print
(Reads Grip to Tip)

Black or Unpainted Heads



BRAND STANDARDS GUIDE

**For Print and Product
Design Applications**

13485 Veterans Way
Orlando, FL 32827
800-393-1846

Copyright © 2022 The AMES Companies, Inc.
All rights reserved