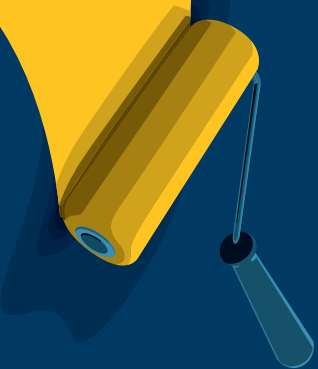


Pro-Fast Painting

Brand Guide



v1.0



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Introduction

It's simple! Pro-Fast Painting's brand derives their meaning from the quality professional services that Pro-Fast Painting delivers. It is the company's attention to value that keeps Pro-Fast Painting ingrained in customer minds and builds positive associations with the company logo and brand.

Pro-Fast Painting's brand attaches a visible mark (logo) and coherent stylistic identity to what people already know about Pro-Fast Painting. For this reason, it is important that users of the brand be attentive to the graphic and stylistic standards outlined in this guide. Consistent and thoughtful use of these elements will allow Pro-Fast Painting to be recognizable in the increasingly crowded wall covering market.

This brief and user-friendly guide covers Pro-Fast Painting's Key Messages, colors, logo and how it is used, and typography. Should a use not addressed in this style guide be encountered, just ask, and a solution will be provided.

Key Messages

Pro-Fast Painting's Key Messages are central to client and franchisee focused marketing initiatives. They will:

- identify the messaging guidelines and aesthetic criteria central to building a living and growing brand,
- serve as a muse to ongoing marketing endeavors by keeping all parties on message,
- emphasize Pro-Fast Painting's value proposition when compared to competitor franchisors, as well as large and small painting contractors,
- and provide for a core set of beliefs, bringing definition and clarity to Pro-Fast Painting's decision making process.

Thoughtful use of these key messages will help potential and existing franchisees and clients understand what Pro-Fast Painting does for them.



Key Messages: Clientele

How does Pro-Fast Painting help its clientele?

Pro-Fast Painting is a professional painting company—experienced, clean, timely, attentive, focused, and fully insured.

Pro-Fast Painting knows that good working relationships are the key to project success—accessibility, personalized service, and delivering on promises.

Pro-Fast Painting's reputation is based on value—quality products that last longer, customer satisfaction, and experienced professional painters.



Key Messages: Franchisees

How does Pro-Fast Painting help its franchisees?

Pro-Fast Painting is deeply vested in franchisee success. We work with franchisees to implement a proven scalable business plan, while providing the training and coaching necessary to make that plan successful.

Pro-Fast Painting's sales model is focused on finding the right customers and projects from jump street, closing the deal, and earning repeat business and referrals.

Pro-Fast Painting uses results-driven integrated marketing to generate leads—targeted, engaging, and Web savvy.

Pro-Fast Painting's brand attracts business for franchisees through positive association.

Pro-Fast Painting's centralized assistance converts leads to happy customers—24/7 call center, follow through, and scheduling.

Pro-Fast Painting's no limits attitude is focused on finding new opportunities that our competitors don't even know exist.



Logo

The Pro-Fast Painting logo is the most identifiable part of the brand, therefore it should always appear on Pro-Fast Painting's vehicles, apparel, signage, advertising, Web site, and marketing collateral. The logo is the only mark that Pro-Fast Painting uses to identify itself. Its appearance should never be altered. Uniform use of the logo expresses a professional image and builds recognition over time.



Print- and Web-based applications call for logos in a variety of file formats. Information regarding file type and color format can be found on page ?? of this guide and will ensure that the logo reproduces cleanly in the chosen media.

Primary Colors

Pro-Fast Painting's primary colors are yellow and blue. They represent the Pro-Fast Painting brand at its most rudimentary level. The logo will always appear in yellow and blue when used in color. The exception is black and white.



Pro-Fast Painting Blue

Pantone® Equivalent (*Spot*): PMS 2965 C
CMYK (*Process*): C-100 M-38 Y-0 K-64
RGB (*Monitor*): R-0 G-58 B-99
HEX (*Web*): 003A63



Pro-Fast Painting Yellow

Pantone® Equivalent (*Spot*): PMS 123 C
CMYK (*Process*): C-0 M-24 Y-94 K-0
RGB (*Monitor*): R-255 G-196 B-37
HEX (*Web*): FFC425

Expanded Palette

The expanded palette allows variability in branded communications with regard to audience and service differentiation.



Pro-Fast Painting Light Blue

Pantone® Equivalent (*Spot*): PMS 2965 C

CMYK (*Process*): C-59 M-7 Y-0 K-0

RGB (*Monitor*): R-84 G-188 B-235

HEX (*Web*): 54BCEB



Pro-Fast Painting Red

Pantone® Equivalent (*Spot*): PMS 185 C

CMYK (*Process*): C-0 M-91 Y-76 K-0

RGB (*Monitor*): R-239 G-62 B-66

HEX (*Web*): EF3E42



Pro-Fast Painting Gray

Pantone® Equivalent (*Spot*): PMS 429 C

CMYK (*Process*): C-3 M-0 Y-0 K-32

RGB (*Monitor*): R-176 G-183 B-188

HEX (*Web*): B0B7BC



Color Reproduction: Positive

The logo has three possible color variations when reproduced on a white background.



4-Color Process or 2-Color Spot

In a 4-color process or 2-color spot layout the logo should appear in Pro-Fast Painting Blue and Yellow.



1-Color Spot

In a 1-color spot layout the logo should appear in Pro-Fast Painting Blue.



Grayscale

In a grayscale layout the logo should appear in Black.



Color Reproduction: Reverse

The logo has three possible color variations when reproduced on a dark background.



4-Color Process or 2-Color Spot

In a 4-color process or 2-color spot layout with a Pro-Fast Painting Blue Background the logo should appear in Pro-Fast Painting Yellow and White.



1-Color Spot

In a 1-color spot layout with a Pro-Fast Painting Blue background the logo should appear in White



Grayscale

In a grayscale layout with a Black background the logo should appear in White.



Logo Usage Guidelines

Logo usage guidelines have been established to assure that the Pro-Fast Painting logo is used correctly. Correct use of the logo helps to build a recognizable brand, maintain a professional image, and set an example of proper usage for others.



Staging

To ensure consistency and legibility, a minimum clear space zone equal to the height of the letter "O" in the word "Pro-Fast" must be observed around the perimeter of the logo. This space should be free of text, borders, design elements, or the edges of a screen or page layout.



Minimum Size

The minimum size for proportional reproduction of the logo is 1.375" wide.

Incorrect Logo Usage

To aid in the explanation of correct logo usage, the following illustrations provide models of **incorrect logo usage**. These and any other adaptations of incorrect usage not found in this section, and that fall outside of the defined Logo Usage Guidelines on page 11 in this guide are not permitted.

Altering the logo in any manner impairs Pro-Fast Painting's ability to build its brand.



 ***Do not separate the logo elements.***



 ***Do not use the logo as a part of copy.***


continued on next page



Incorrect Logo Usage

continued from previous page



-  **Do not substitute the colors.**
Refer to the Color Reproduction section of this guide.



-  **Do not add information to the logo.**



-  **Do not add elements to the logo.**

continued on next page



Incorrect Logo Usage

continued from previous page



 **Do not substitute the fonts.**



 **Do not stretch the logo.**



 **Do not rotate the logo.**
Maintain a 0° angle of reproduction.

continued on next page

Incorrect Logo Usage

continued from previous page



Do not use logos obtained from inferior sources.

Do not use logos obtained from the Web or from scanning previously printed materials.



Do not put the logo on photographs or busy backgrounds.



Do not use the logo as a part of a pattern.

continued on next page

Incorrect Logo Usage

continued from previous page



 ***Do not isolate elements of the logo.***



 ***Do not add a drop shadow to the logo.***

Typography

Pro-Fast Painting uses Futura as its typeface of preference. Known for its readability and versatility, it comes in a variety of weights and styles. It should be used in marketing collateral, advertising, signage, and all other communications.

Futura Book

abcfghijo 0123456789 ABCFGHIJO

Futura Book Oblique

abcfghijo 0123456789 ABCFGHIJO

Futura Bold

abcfghijo 0123456789 ABCFGHIJO

Futura Bold Oblique

abcfghijo 0123456789 ABCFGHIJO

Futura Medium Condensed

abcfghijo 0123456789 ABCFGHIJO

Futura Medium Condensed Oblique

abcfghijo 0123456789 ABCFGHIJO

Futura Bold Condensed

abcfghijo 0123456789 ABCFGHIJO

Futura Bold Condensed Oblique

abcfghijo 0123456789 ABCFGHIJO



Stationery

To maintain a uniform and professional identity, Pro-Fast Painting has standardized its business stationery including business cards, letterhead, and envelopes. All Pro-Fast Painting franchisees and business units are required to use the stationery described in this section and may not design their own.

Pro-Fast Painting franchisees must obtain personalized stationery through the Pro-Fast Painting corporate office.

Stationery: Business Cards

The business card format shown below is the standard design used for all Pro-Fast Painting business units and franchisees.

Pro-Fast Painting franchisees must obtain business cards through the Pro-Fast Painting corporate office.



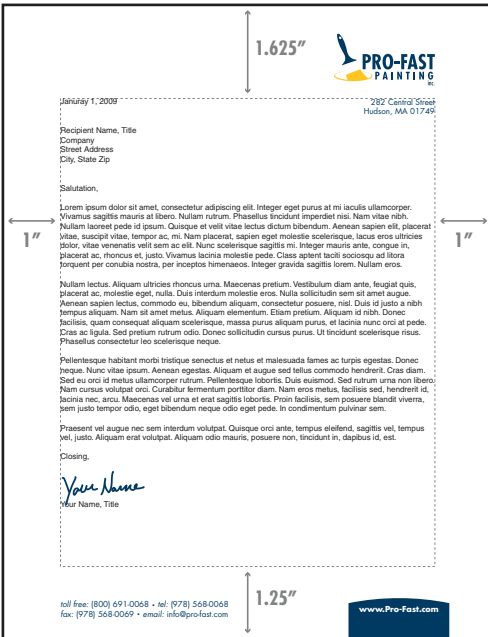
Business Card

Actual size. Note: the back of the card is solid Pro-Fast Painting Yellow.


Stationery: Letterhead

The letterhead format shown below is the standard design used for all Pro-Fast Painting business units and franchisees.

Pro-Fast Painting franchisees must obtain letterhead through the Pro-Fast Painting corporate office.



1.625"


 2827 Central Street
 Hudson, MA 01749

Jahrúáý 1, 2009

Recipient Name, Title
 Company
 Street Address
 City, State Zip

Salutation,

1" ←

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer eget purus at mi iaculis ullamcorper. Vivamus sagittis mauris at libero. Nullam rutrum. Phasellus incididunt imperdiet nisi. Nam vitae nibh. Nullam laoreet pede id ipsum. Quisque et velit vitae lectus dictum bibendum. Aenean sapien elit, placerat vitae, suscipit vitae, tempor ac, mi. Nam placerat, sapien eget molestie scelerisque, lacus eros ultricies dolor, vitae venenatis velit sem ac elit. Nunc scelerisque sagittis mi. Integer mauris ante, congue in, placerat ac, rhoncus et, justo. Vivamus lacinia molestie pede. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Integer gravida sagittis lorem. Nullam eros.

Nullam lectus. Aliquam ultricies rhoncus urna. Maecenas pretium. Vestibulum diam ante, feugiat quis, placerat ac, molestie eget, nulla. Duis interdum molestie eros. Nulla sollicitudin sem sit amet augue. Aenean sapien lectus, commodo eu, bibendum aliquam, consectetur posuere, nisi. Duis id justo a nibh tempus aliquam. Nam sit amet melius. Aliquam elementum. Etiam pretium. Aliquam id nibh. Donec facilisis, quam consequat aliquam scelerisque, massa purus aliquam purus, et lacinia nunc orci at pede. Cras ac ligula. Sed pretium rutrum odio. Donec sollicitudin cursus purus. Ut incididunt scelerisque risus. Phasellus consectetur leo scelerisque neque.

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Donec neque. Nunc vitae ipsum. Aenean egestas. Aliquam et augue sed tellus commodo hendrerit. Cras diam. Sed eu orci id metus ullamcorper rutrum. Pellentesque lobortis. Duis euismod. Sed rutrum urna non libero. Nam cursus volutpat orci. Curabitur fermentum porttitor diam. Nam eros metus, facilisis sed, hendrerit id, lacinia nec, arcu. Maecenas vel urna et erat sagittis lobortis. Proin facilisis, sem posuere blandit viverra, sem justo tempor odio, eget bibendum neque odio eget pede. In condimentum pulvinar sem.

Praesent vel augue nec sem interdum volutpat. Quisque orci ante, tempus eleifend, sagittis vel, tempus vel, justo. Aliquam erat volutpat. Aliquam odio mauris, posuere non, tincidunt in, dapibus id, est.

Closing,

Your Name
 Your Name, Title

1.25"

toll free: (800) 691.0068 • tel: (978) 568.0068
 fax: (978) 568.0069 • email: info@pro-fast.com

www.Pro-Fast.com

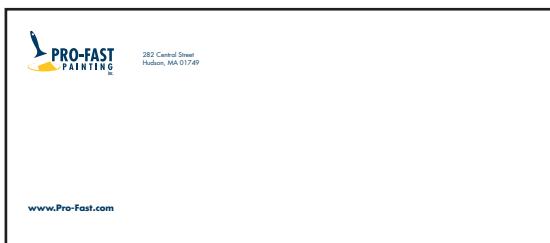
Letterhead

32% actual size. Observe the specified margins and use a 12 pt. sans serif font for correspondence.

Stationery: Envelopes

The envelope format shown below is the standard design used for all Pro-Fast Painting business units and franchisees.

Pro-Fast Painting franchisees must obtain envelopes through the Pro-Fast Painting corporate office.



Envelope

30% actual size.

Promotional Products

Promotional products can be defined as wares and goods that display the Pro-Fast Painting logo. Promotional products create the greatest reproduction challenges for a standardized brand because of the variety of surfaces, shapes, processes, colors, and materials used.

Stringent adherence to the color reproduction and usage guidelines in this guide must be observed when designing and producing promotional products. Logos are available, and can be used for a number of processes, including: offset printing, screen printing, decals, vinyl, dye-sublimation printing, color copying, embroidery, and engraving. These logos cannot be altered in any way.

Examples of logo use on t-shirts and hat can be found on the following pages of this guide.

Pro-Fast Painting franchisees must obtain promotional products through the Pro-Fast Painting corporate office.

Promotional Products



Baseball Cap, front



Baseball Cap, back

Promotional Products



T-shirt, front

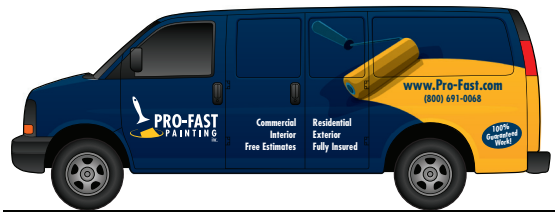


T-shirt, back

Vehicle Signage

The van shown below is an example of a vehicle exhibiting Pro-Fast Painting's branded signage. Vehicles are challenging design projects because of the variety of makes and models. Stringent adherence to the color reproduction and usage guidelines in this guide must be observed when designing and producing vehicle signage.

Pro-Fast Painting franchisees must contact the Pro-Fast Painting corporate office to obtain vehicle signage. Our design team will work with a franchisees's local vendor to outfit their vehicle.





Obtaining Electronic Logos

Electronic versions of the Pro-Fast Painting logo can be obtained in a variety of file types and color formats described on the following pages of this guide. Work with your vendor or consult with your software application's help section to establish which file format will work best for your desired use. Contact Ovoo Creative by e-mailing support@ovoocreative.com with the details of your request.

Pro-Fast Painting franchisees must work through the Pro-Fast Painting corporate office in the development of print and Web marketing collateral, signage, and advertising.

File Types

TIFF (*Tag Image File Format*) files of the logo are pixel-based resolution dependent files that are provided in CMYK, RGB, and grayscale color formats. These files are appropriate for use in the creation of Web graphics and in print. The logos can be used in a variety of applications, so long as the appropriate color formats are observed, and the files are not enlarged.

GIF (*Graphics Interchange Format*) files of the logo are pixel-based files that are in indexed color format. These files are appropriate for use on the Web, and should never be used for print applications.

AI (*Adobe Illustrator*) and **EPS** (*Encapsulated PostScript*) files of the logo are vector-based files that can be provided in CMYK, spot color, and grayscale formats. Vector files can be reduced and enlarged without any loss of quality, and can only be placed in professional publishing software like Adobe Indesign or opened in the software with which they were produced, such as Adobe Illustrator.

Color Formats

Pro-Fast Painting logos are provided in a variety of color formats that should be considered when creating a document.

Printing

CMYK (*process or full color*) is used in documents that will be printed in full color.

Spot (*PMS*) color is used in documents that will be printed in three or four ink colors.

Grayscale (*Black*) is used in documents that are printed with black ink.

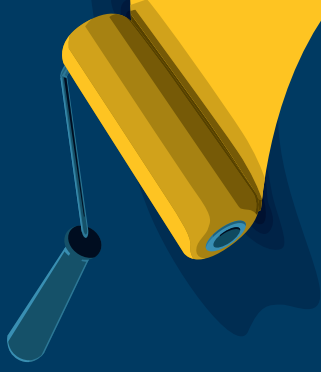
Monitor

RGB (*monitor color*) is used in documents that will be viewed on a monitor or Web page.

Indexed color is used by GIF files to narrow down a file's colors to a small number of colors to reduce file size on the Web.



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