



# WASHING WARRIORS

BRANDING SLIDESHOW

# COLOR

SHOWCASES DIFFERENT COLORS AND WHERE THEY ARE PERMITTED TO BE USED

**#F0F8FF**

**#8499B1**

**#2B3A64**

**#B8D9BB**

**#BBD2DD**

**#0E1B37**

# #F0F8FF

#F0F8FF OR "SNOW BLUE" SHOULD BE USED ONLY IN THE CASE OF A BACKGROUND, BEHIND TEXT OR IMAGES. CAN BE PAIRED WITH ANY COLOR IN PALETTE

This is an Example of how text will look on this color for a backdrop

**This is an Example of how text will look on this color for a backdrop**

This is an Example of how text will look on this color for a backdrop



#BBD2DD OR "POWDER BLUE" SHOULD BE USED IN THE CASE OF A LESS VISIBLE BACKGROUND, BEHIND GRAPHICS, LOGOS, OR IMAGES CAN BE PAIRED WITH ANY COLOR IN PALETTE EXCEPT FOR #B8D9BB

# #BBD2DD

#8499B1



#8499B1 OR "SLATE BLUE"  
SHOULD BE USED IN THE CASE OF LOGOS, GRAPHICS, OR OTHER DESIGN  
ELEMENTS. #8499B1 SHOULD NEVER BE USED AS TEXT OR BACKGROUND

#2B3A64 OR "MIDNIGHT BLUE" SHOULD BE USED IN THE CASE OF SOME GRAPHIC  
ELEMENTS, LOGOS, OR TEXT. #2B3A64 SHOULD NEVER BE USED IN THE CONTEXT  
OF A BACKGROUND APART FROM PARTICULAR CIRCUMSTANCES WITH LIGHTER  
TEXT AND NOT BE THE MAIN FOCUS OF MOST GRAPHIC DESIGNS



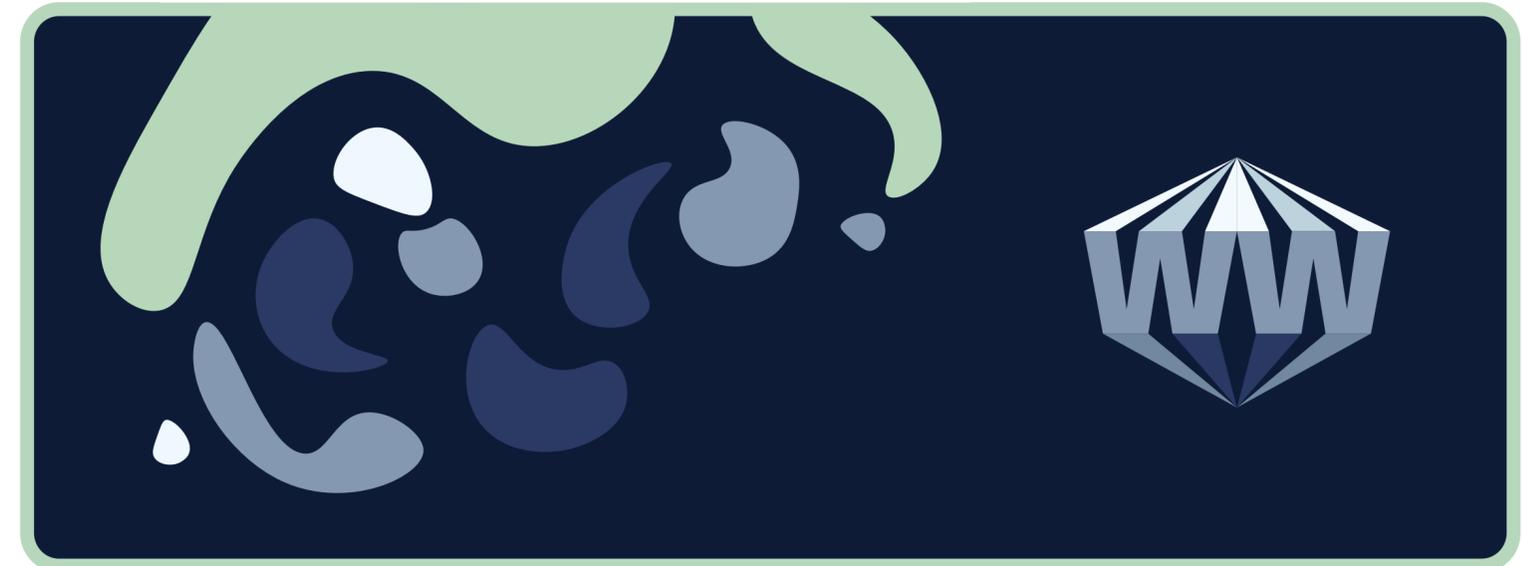
This is an example of how text will look in  
this color

**This is an example of how text will  
look in this color**

#2B3A64

**#B8D9BB**

#B8D9BB OR "LAMINA" SHOULD BE USED IN THE CASE OF SOME GRAPHIC ELEMENTS, OR ASPECTS OF A LOGO. #B8D9BB SHOULD NEVER BE USED IN THE CONTEXT OF ANY BACKGROUND OR TEXT ELEMENT.



#0E1B37 OR "NOCTURN" SHOULD BE USED IN THE CASE OF FEW GRAPHIC ELEMENTS, OR BACKGROUND ELEMENTS. #0E1B37 SHOULD NEVER BE USED IN THE CONTEXT OF A MAIN BACKGROUND OR MAIN GRAPHIC ELEMENT.

**#0E1B37**

# FONTS

SHOWCASES THE DIFFERENT FONTS AND WHERE THEY  
ARE PERMITTED TO BE USED

RIGHTEOUS

FUTURA PT

BARLOW

**RIGHTEOUS**

**RIGHTEOUS**

**RIGHTEOUS**

“RIGHTEOUS” SHOULD ONLY BE USED AS THE MAIN TEXT FOCUS OF THE SCENE, OR ACCOMPANYING A LOGO OR MASCOT OF ANY KIND. “RIGHTEOUS” SHOULD NOT BE USED AS TEXT IN A PARAGRAPH AND SHOULD NOT CONTAIN MORE THAN 8 WORDS

**FUTURA PT**

**FUTURA PT**

**FUTURA PT**

“FUTURA PT” SHOULD ONLY BE USED AS A HEADING OR MAIN POINT. FUTURA PT SHOULD VERY RARELY BE USED AS A PARAGRAPH OR LONG FORM OF TEXT.

**BARLOW**

**BARLOW**

**BARLOW**

“BARLOW” SHOULD ONLY BE USED AS A LONG FORM OF TEXT. IT’S BOLD VARIANTS MAY BE USED FOR HIGHLIGHTING CERTAIN POINTS OR IDEAS. “BARLOW” SHOULD NEVER BE USED AS A HEADER OR MAIN FOCUS OF A PAGE OR SCENE .

# LOGOS & MASCOT

SHOWCASES THE DIFFERENT LOGOS AND WHERE THEY ARE PERMITTED TO BE USED



# MAIN LOGO & FAVICON

SHOWCASES THE DIFFERENT LOGOS AND FAVICON  
AND HOW THEY SHOULD OR SHOULD NOT BE USED

## MAIN LOGO



"BLACK AND WHITE" MAIN LOGO SHOULD BE USED FOR LETTERHEADS, SIMPLE T-SHIRTS OR ANY BLACK AND WHITE ENVIRONMENT. THIS VERSION IS NOT PERMITTED TO BE USED IN ANY MAJOR OR OTHERWISE COLORFUL ADVERTISEMENTS.



"FULL COLOR" MAIN LOGO IS PERMITTED TO BE USED ANYWHERE UNLESS THE ENVIRONMENT COMPLETELY LACKS COLOR.



"DARK" MAIN LOGO IS PERMITTED TO BE USED IN DARKER ENVIRONMENT. IT IS NOT PERMITTED TO BE USED IN ENVIRONMENT WHERE COLOR IS THE FOCUS

## FAVICON

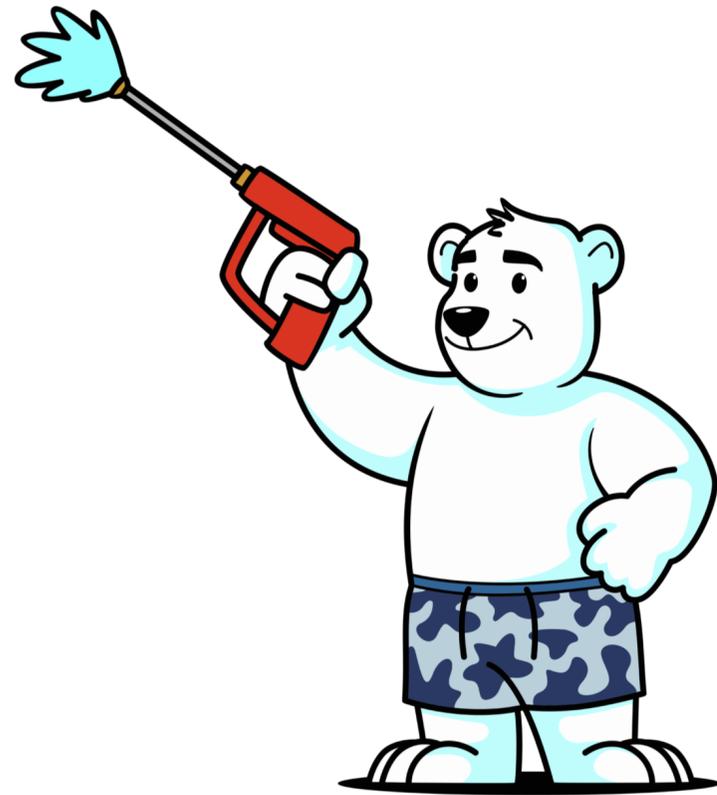


WASHING WARRIORS FAVICON SHALL BE USED AS A FAVICON OR AS A SMALLER SIDE BRANDING ELEMENT. RULES FOR "FULL COLOR" BLACK AND WHITE" AND "DARK" APPLY TO THEIR CORRESPONDING FAVICONS

# MASCOT

SHOWCASES THE DIFFERENT LOGOS AND FAVICON AND HOW THEY SHOULD OR SHOULD NOT BE USED

THE "POLAR BEAR MASCOT" SHOULD BE USED AS A SECOND LOGO. IT SHOULD APPEAR ON MOST EVERYTHING, IT IS A KEY BRAND ELEMENT.



MASCOT PNG SHOULD BE USED FOR PROMOTIONAL MATERIAL OR OTHER PLACES WHERE BRAND RECOGNITION IS MOST IMPORTANT. MASCOT PNG SHOULD NOT BE USED IN T-SHIRT OR "FREE FLOATING" DESIGNS.



MASCOT CUTOUT SHOULD BE USED AS A SECOND LOGO. ANYWHERE THE "FULL COLOR" FAVICON IS PERMITTED, MASCOT CUTOUT IS ALSO PERMITTED.



# Washing Warriors

MASCOT WORD LOGO SHOULD BE USED AS AN EXTENSION OF THE VARIATIONS OF THE MAIN LOGOS. THIS CAN BE USED ANYWHERE THE "FULL COLOR" LOGO CAN BE USED.