

STYLE GUIDE



BRAND MARK

NEGATIVE SPACE

Guide for providing negative space around the logo.



PRIMARY BRAND COLORS



PANTONE 307
 RGB 0 105 167
 HEX 0069a7
 CMYK 100 50 19 3



PANTONE 368
 RGB 118 188 33
 HEX 76bc21
 CMYK 59 2 100 0

Full Color, Tagline



Full Color, No Tagline



Grayscale



Black & White



Special Use

The special use logo should only be used against photos and textured backgrounds, where contrast is insufficient.



BRAND FONT

AVENIR NEXT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Avenir Next
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Avenir Next
Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Avenir Next
Regular

All weights and italics of the Avenir Next family can be used if needed.

COLORS

PRIMARY BRAND COLORS



PANTONE 307
RGB 0 105 167
HEX 0069a7
CMYK 100 50 19 3



PANTONE 368
RGB 118 188 33
HEX 76bc21
CMYK 59 2 100 0

GRAYSCALE



BLACK
RGB 0 0 0
HEX 000000
CMYK 20 20 20 100
GRAYSCALE 100%



PANTONE 419
RGB 35 31 32
HEX 231f20
CMYK 76 65 66 90
GRAYSCALE 85%



PANTONE 417
RGB 101 102 92
HEX 65665c
CMYK 53 42 52 31
GRAYSCALE 55%



PANTONE 427
RGB 208 211 212
HEX d0d3d4
CMYK 4 5 6 12
GRAYSCALE 15%

SECONDARY / PRODUCT COLORS



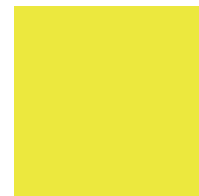
PANTONE 291
RGB 155 203 235
HEX 9bcbeb
CMYK 38 4 0 0



PANTONE 7690
RGB 26 125 184
HEX 1a7db8
CMYK 93 47 15 1



PANTONE 359
RGB 153 217 102
HEX 99d966
CMYK 40 0 64 0



PANTONE 394
RGB 232 238 74
HEX ece83a
CMYK 5 0 84 0



PANTONE 7577
RGB 228 135 69
HEX e38745
CMYK 0 57 81 1



PANTONE 7509
RGB 209 161 82
HEX d6a461
CMYK 18 41 79 5



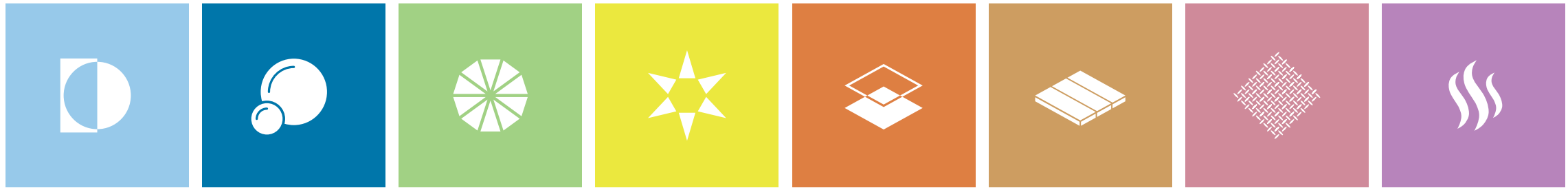
PANTONE 500
RGB 198 133 143
HEX c6858f
CMYK 12 50 21 5



PANTONE 2573
RGB 187 131 202
HEX bb83ca
CMYK 28 54 0 0

PRODUCT IDENTITY SYSTEM

ICON SYSTEM



SECONDARY / PRODUCT COLORS



PANTONE 291
RGB 155 203 235
HEX 9bcbeb
CMYK 38 4 0 0



PANTONE 7690
RGB 26 125 184
HEX 1a7db8
CMYK 93 47 15 1



PANTONE 359
RGB 153 217 102
HEX 99d966
CMYK 40 0 64 0



PANTONE 394
RGB 232 238 74
HEX ece83a
CMYK 5 0 84 0



PANTONE 7577
RGB 228 135 69
HEX e38745
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PANTONE 7509
RGB 209 161 82
HEX d6a461
CMYK 18 41 79 5










PANTONE 500
RGB 198 133 143
HEX c6858f
CMYK 12 50 21 5



PANTONE 2573
RGB 187 131 202
HEX bb83ca
CMYK 28 54 0 0

PRODUCT IDENTITY SYSTEM

COLUMNS

 KLARIFY™ GRAPHENE- ENHANCED GLASS CLEANER	 KLENZ™ MULTI-PURPOSE CLEANER	 CITRAPUR™ DISINFECTING WIPES	 FRESCH™ BOTANICAL DISINFECTANT	 PREVNT™ ACTIVE-BARRIER CLEANER	 FLOR™ ACTIVE FLOOR CLEANER	 FABRIK™ ACTIVE CARPET AND FABRIC CLEANER	 DLETE™ ACTIVE ODOR ELIMINATOR
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PRODUCT IDENTITY SYSTEM

ICONS BY PRODUCT



KLARIFY™



PREVNT™



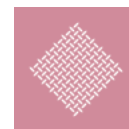
KLENZ™



FLOR™



CITRAPUR™



FABRIK™



FRESCH™



DLETE™

PRODUCT IDENTITY SYSTEM

LABELING

