

**Imperial Sprinkler Supply**  
1485 N. Manassero  
Anaheim, CA 92807  
[imperialsprinklersupply.com](http://imperialsprinklersupply.com)



# BRAND GUIDELINES



≪≪≪ **ICON**

IMPERIAL SPRINKLER SUPPLY OFFERS LANDSCAPE, IRRIGATION, AND SYNTHETIC TURF PRODUCT SOLUTIONS TO HELP LANDSCAPE PROFESSIONALS, CONTRACTORS, AND ARCHITECTS THROUGHOUT CALIFORNIA GROW THEIR BUSINESSES.

THE ISS, ITS, AND IST BRAND GUIDELINES EXIST TO ENSURE VISUAL AND BRAND CONSISTENCY ACROSS VARIOUS PRINT AND WEB MATERIALS. THE GUIDELINES WITHIN, COVER THE TREATMENT OF THESE ASSETS INCLUDING THE COMPANY NAME, BRAND VISION, MISSION, IDENTITY, LOGOS, COLORS, AND TYPOGRAPHY. PLEASE ADHERE TO THESE GUIDELINES TO MAINTAIN A BRAND IMAGE THAT IS CONSISTENT.

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# BRAND VALUES



## OUR VISION

Cultivate a company culture that values relationships between employees, customers, and vendors founded on a servanthood work ethic.

## OUR MISSION

To be the industry leader of high standards of service in all areas; to exceed our customer's expectations of service through a staff that has product knowledge, integrity, authentic work ethics and willingness to serve others.

## CUSTOMER ASSURANCE

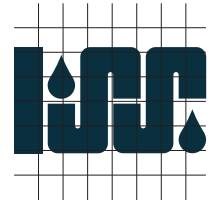
Consider It Done.



# LOGO SYSTEM

**A BRAND ISN'T A LOGO  
A BRAND IS ABOUT PEOPLE**

A logo is a graphic mark, emblem, symbol, or stylized name used to identify a company.



Logo Icon



Logo Title



Full Logo



# LOGO LIMITATIONS

All forms of the logo must have a designated amount of clear space on all sides unoccupied by other elements. This is to ensure the logo's visual clarity and effectiveness.



# LOGO VARIATIONS



# COLOR PALETTE

# ISS



Primary Color Palette

#00303f • #5d5c61 • #1f488f • #aaacb8



Secondary Color Palette

#567a95 • #369683 • #b1a196 • #2f9cca

# IST



Primary Color Palette - IST

#96c14b • #ffffff • #f488f • #ed6826

# ITS



Primary Color Palette - ITS

#b1a196 • #231f20 • #f488f • #aaacb8



Secondary Color Palette - IST

#00303f • #5d5c61 • #231f20 • #d1d3d4

# CORPORATE IDENTITY >>>

## Email Signature

Send To: Abe Lincoln  
Cc: \_\_\_\_\_

Dear Abe,

Email Body Copy

**Mandy Page**  
Marketing Specialist  
1485 N. Manassero Street  
Anaheim, CA 92807  
Office: 714.616.2222/928244  
www.imperial sprinklersupply.com

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"Consider it Done"

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## Letterhead/Memos

Dear Customer

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore fe feugiat nulla facilisis.

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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore fe feugiat nulla facilisis.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Yours sincerely,

Abe Lincoln  
Branch Manager - Anytown

Imperial Sprinkler Supply • 1485 N. Manassero Street, Anaheim, CA 92807 • imperialsprinklersupply.com

## Business Cards

**Imperial**  
SPRINKLER SUPPLY

Abe Lincoln  
Branch Manager

P. 714.792.5555  
abe@imperialsprinkler.com  
1485 N. Manassero Street  
Anaheim, CA 92807

Helvetica Neue 67 Medium Condensed  
Helvetica Neue 47 Light Condensed

imperialsprinklersupply.com

Century Gothic  
Century Gothic Bold

## Envelopes

Imperial  
SPRINKLER SUPPLY

1485 N. Manassero Street  
Anaheim, CA 92807

# Helvetica Neue 67 Medium Condensed

font-family: helvetica neue, sans-serif;  
font-style: condensed; medium;  
font-weight: 500;

# Helvetica Neue 47 Light Condensed

font-family: helvetica neue, sans-serif;  
font-style: condensed; light;  
font-weight: 200;

# *Helvetica Neue 47 Light Condensed Oblique*

font-family: helvetica neue, sans-serif;  
font-style: condensed; light; oblique;  
font-weight: 200;

# BEBAS NEUE

font-family: bebas neue, sans-serif;  
font-style: medium;  
font-weight: 400;

# BEBAS NEUE BOOK

font-family: bebas neue, sans-serif;  
font-style: light;  
font-weight: 200;

# Century Gothic

font-family: century gothic, sans-serif;  
font-style: regular;  
font-weight: 400;

# Century Gothic Bold

font-family: century gothic, sans-serif;  
font-style: bold;  
font-weight: 700;



# TYPO GRAPHY

Pairing Fonts



# Playfair Display

font-family: playfair display, serif;  
font-style: regular;  
font-weight: 400;

# *Playfair Display Italic*

font-family: playfair display, serif;  
font-style: regular; oblique;  
font-weight: 400;

Web Fonts



# Roboto Regular

font-family: roboto, sans-serif;  
font-style: regular;  
font-weight: 400;

# Raleway Medium

font-family: raleway, sans-serif;  
font-style: medium;  
font-weight: 400;