

The background features a large, stylized circular graphic. It consists of a dark teal outer ring and a lighter teal inner ring. A thick, light teal curved band sweeps across the upper left portion of the design, partially overlapping the teal rings.

valspar
Rewards

Style guide

Logos.

Brand logos currently in rotation.



Dark variation

Black
50% Grey



Light variation

White

Brand fonts.

Co Headline

To be used for major headings. Use weights **Bold**. Available for download on Adobe TypeKit. Body copy tracking to stay between -50 & 0.

Open Sans

To be used for all basic copy. Use weights **Bold**, **Regular** & **Light** where applicable. Available for download on Adobe TypeKit. Body copy tracking to stay between -20 & 0.

Arial

To be set as the backup font on all digital communication. Use weights **Bold** & **Regular**. Available as part of Microsoft software. Body copy tracking to stay between -50 & 0.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Heading.

Sub-heading.

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



Image copy

Sub-heading 2.

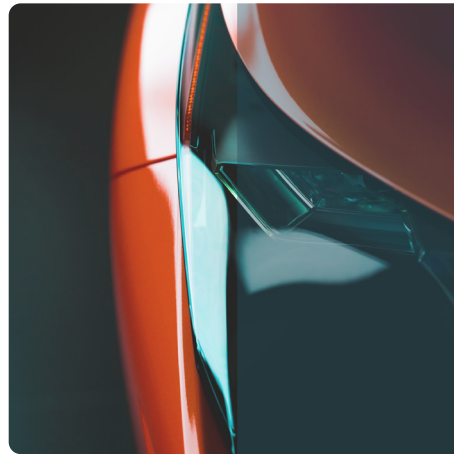
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Uty.

Examples of appropriate use on a standard a4 flyer mockup.

Imagery.

Types of imagery.

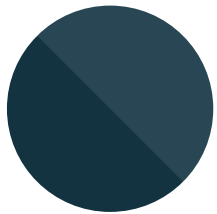
With all assets we try to use images that will our target audience can identify and respond to which is automotive paint. In the examples below, note the focus on the paint.



Brand colours.

Brand colours currently in rotation.

Base colours



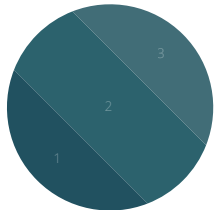
Valspar Navy

C 92 | M 68 | Y 53 | K 49

R 16 | G 52 | B 66

Key #103442

10% White variation



Valspar Dark Teal

Variant 1

C 88 | M 58 | Y 47 | K 28

R 35 | G 81 | B 96

Key #235160

Variant 2

C 83 | M 49 | Y 46 | K 20

R 50 | G 98 | B 110

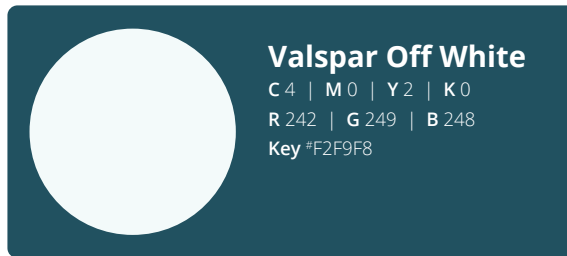
Key #32626E

Variant 3

C 77 | M 46 | Y 44 | K 14

R 67 | G 109 | B 119

Key #436d77

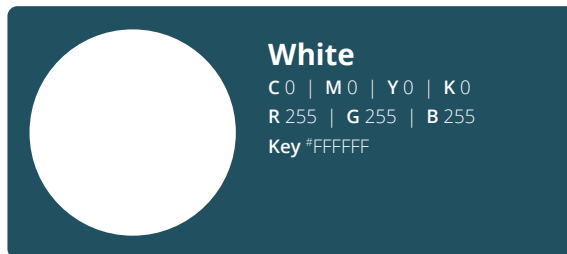


Valspar Off White

C 4 | M 0 | Y 2 | K 0

R 242 | G 249 | B 248

Key #F2F9F8



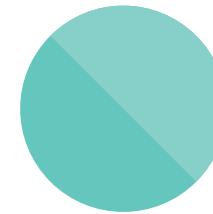
White

C 0 | M 0 | Y 0 | K 0

R 255 | G 255 | B 255

Key #FFFFFF

Feature colours



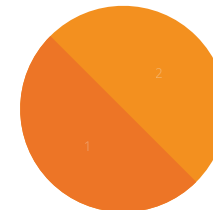
Valspar Viking Blue

C 57 | M 0 | Y 31 | K 0

R 99 | G 201 | B 191

Key #63C9BF

25% White variation



Valspar Tango Orange

Variant 1

C 3 | M 66 | Y 99 | K 0

R 236 | G 117 | B 37

Key #EC7525

Variant 2

C 2 | M 51 | Y 100 | K 0

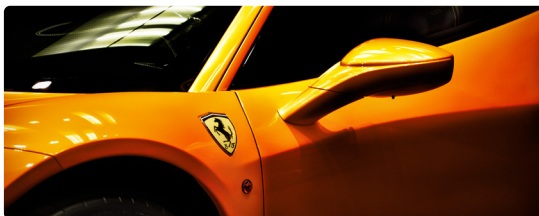
R 242 | G 144 | B 32

Key #F29020

Brand elements.

When displaying information, try to use padded boxes where applicable. They ensure information is easily readable and segments the content nicely.

Boxes should be styled using the brand colours on the previous page. Also make sure to radius the edges of all boxes. Use your best judgement for the size but as a guideline, when viewed at 100%, the radius should be slightly visible. Examples below.



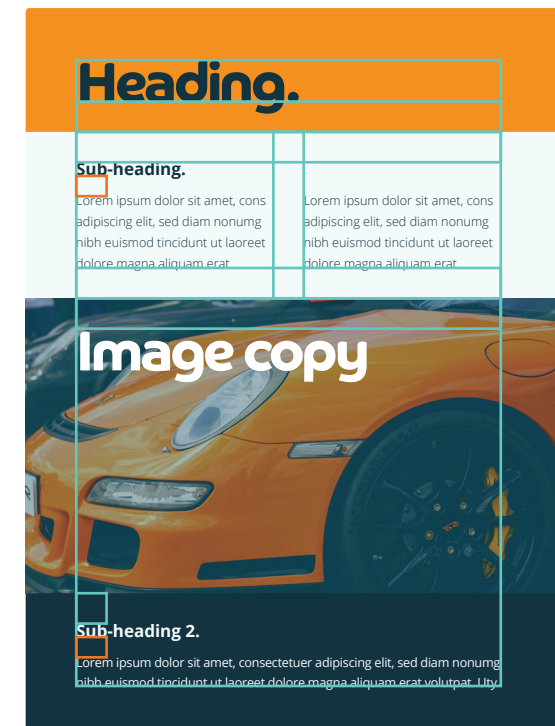
Background element

This element can be used for front covers and on certain feature pages (eg. power-point title pages). When working with text in a layer above the element, ensure the text is readable over the colours as they are quite intense. Refer to the front cover of the style guide for a reference point.

The element represents paint colour swatches.

Spacing

An important thing to remember is to be strict with the spacing of all elements. Maintain consistent margins on all documents. Ensure you keep spacing consistent vertically and horizontally. Examples below.



Improper use.



Stretched horizontally



Stretched vertically



Rotated



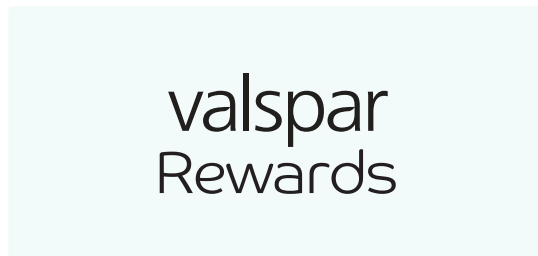
Warped



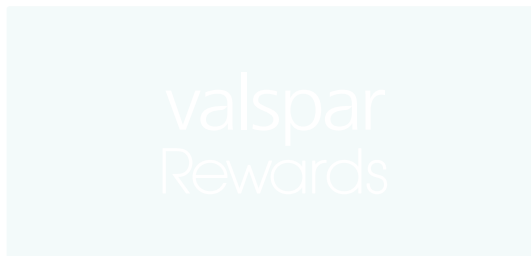
Pixelated



Incorrect colours



Incorrect font



Low contrast - light



Low contrast - dark

Brand Guidelines.



Valspar Points Icon Light



Valspar Points Icon Dark

Keep in mind.

'Valspar Points' is the new currency used by Valspar Rewards as of 1st July 2018. Valspar Rewards members earn 1 Valspar Point per AU \$1 (ex GST) spent on eligible products from participating distributors.

Correct referencing

When referring to Valspar Points, please use a capital 'V' for Valspar and capital 'P' for Points when the words appear together: **i.e. How to use your new Valspar Points.**

When referring to Valspar Points as points only please use a small 'p' for points. **i.e. How can I earn more points?**





If you have any questions
or want to request any
assets, contact us at
info@valsparrewards.com.au
or 1800 754 438

valspar
Rewards

valsparrewards.com.au