

CRIMSON FORCE™

OUR BRAND

Crimson Force™ tools are the last tools you'll ever have to buy. Strong and durable enough to handle your big projects, Crimson Force™ won't let you down when it counts. And with a lifetime warranty, we'll replace your tool with no questions asked.

FONTS

TITILIUM WEB BOLD
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

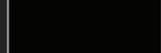
EXO MEDIUM
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

EXO REGULAR
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

COLORS



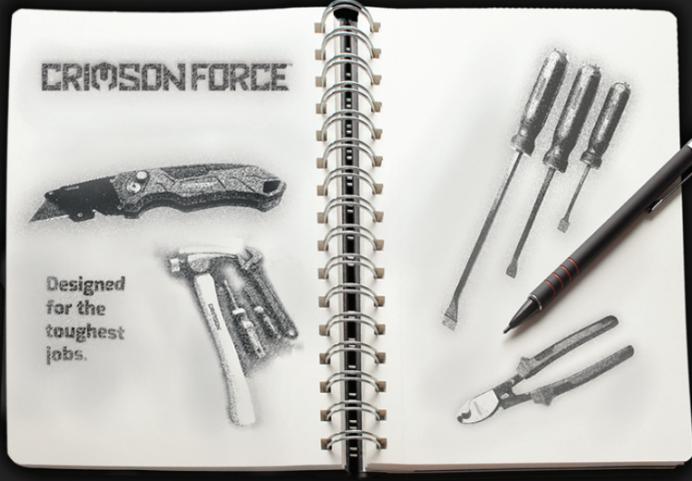
PANTONE 187C



BLACK



WHITE



PACKAGING

Crimson Force™ packaging should be designed following all of the guidelines. A big feature on a lot of our tools is that most tools have a lifetime warranty. If this applies to the product, packaging should feature a red "Lifetime Warranty" bar. If the product doesn't have a lifetime warranty, you can replace that info with our tagline, "Trade. Farm. Home."

Key features in Crimson Force™ packaging that should be consistent:

- Product title should be in ALL CAPS Titillium Web Bold font.
- Bullet points should be in the Exo Medium Font and have a white icon when possible. (Refer to the section on iconography for more info.)
- Body copy that goes into specifics needs to be with the Exo Regular font.
- Hexagonal red background must be on all designs.
- Red Lifetime Warranty part must be on all packaging in which it applies to.
- Barcodes must be shown on all sides of packaging if possible.



LOGO USAGE

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way. Its orientation, color, and composition should remain as shown below.



Correct Use

The Crimson Force™ white text logo is our primary logo colorway and should be used on dark backgrounds.

Correct Use

The Crimson Force™ black text logo is used on light backgrounds instances where the white text logo is not possible.



NO
Do not change the logo color.



NO
Do not distort or warp the logo in any way.



NO
Do not outline or create a keyline around the logo.



NO
Do not rotate the logo.

ICONOGRAPHY

Icons and their usage principles are designed to communicate quickly and effectively across all touchpoints. (from product to marketing).

Please follow a similar look to the below icons.

The icons should feature a white illustration with a red background.

- 32 Ton Splitting Force
- 13.5 Second Cycle Time
- 250 Cubic Centimeter Engine
- Dual Filtration System
- Used for a variety of applications with multi-purpose organizers
- Easy to clean
- Anti-static silicone protects surfaces from damage and scratching
- Anti slip bottom, easy to attach to the surface

PRODUCT DISPLAY

Crimson Force™ Tools should have an experience of its own. The shelving unit should include a red backdrop on the pegboard and product should hang from straight hooks when possible. The bottom of the shelving unit should have an attached sign that calls out the lifetime warranty on our tools.

Products shown are not true to scale. Products on unit may vary and are not true to the photo shown.

