



Brand Guide

LOGO VERSIONS



COLORED BLACK LOGO - NO TAGLINE

This is the main SRW Products logo and should be used whenever possible.



COLORED BLACK LOGO - WITH TAGLINE

This is the second most prominent logo to be used when the tagline is to be included on light colored backgrounds.



BLACK LOGO - NO TAGLINE

The all black logo should be used when the logo can only be printed in one color on a light background



BLACK LOGO - WITH TAGLINE

The all black logo is to be used when the logo can only be printed in one color when the tagline is to be included.



WHITE LOGO - NO TAGLINE

The all white logo is the preferred option for use of the logo on a dark background.



WHITE LOGO - WITH TAGLINE

The all white logo is the preferred option for use of the logo on a dark background when the tagline is needed.



COLORED WHITE LOGO - NO TAGLINE

The colored white logo is a secondary option for use of the logo on a dark background.



COLORED WHITE LOGO - WITH TAGLINE

The colored white logo with the tagline is a secondary option for use of the logo on a dark background when the tagline is needed.

LOGO USAGE

Correct Usage



Use the colored black logo on light backgrounds.



The reverse/white version of the logo should be used on dark backgrounds.



The logo contrasts with the background image and is easy to read.



There is adequate clear space around the logo (see page 4) for details.



Logo is always larger than 125 px wide.

Incorrect Usage



Do not add or change the colors of the logo.



Do not rearrange or remove elements of the logo, including the registered trademark or tagline.



Do not place the logo over a distracting background.



Do not put a tight border or background behind the logo.



Do not skew, warp or distort the logo.



Do not change the direction of the logo.



Do not outline any aspect of the logo



Do not place the colored black logo on top of any of the core brand colors.

LOGO, TAGLINE, & SPACING



LOGO - NO TAGLINE

For everyday, generic use. Use this logo when you want or need to promote our products.



LOGO - WITH TAGLINE

When you want to describe who SRW Products is and what we do, use the tag line to emphasize our uniqueness.

Make sure there is adequate clear space around the logo at all times. Logo should always be larger than .5" (150 px) wide and have the same spacing as the middle (maroon) block space surrounding i.e. current size 2" wide with .22" space surrounding.

CORE BRAND COLORS

Our primary brand color represents the distinctiveness of our brand and stands out from more traditional palettes.

SRW Red

CMYK: 10, 97, 61, 48

RGB: 131, 11, 44

Hex: 830b2c

PMS: 202

SRW Grey

CMYK: (0, 0, 0, 60

RGB: 128, 130, 133

Hex: 808284

Black

CMYK: 0, 0, 0, 100

RGB: 0, 0, 0

Hex: 000000

BRAND TERMINOLOGY

Product Names & Abbreviations

Whenever possible, full product names should be used, whether in writing or spoken. It is important to consistently refer to products by their full name to avoid confusion. Identifying a product with the name consistently aids in brand and product awareness.

ADHESIVES

Superior Strength Solvent-Based™ Adhesive
Rapid-Set Polyurethane™ Adhesive
Vertical Instant Lock™ Adhesive
SF-8™ Adhesive

Add-On's

Premium Caulking Gun
Standard Caulking Gun
Economy Caulking Gun
SF-8™ Dispenser Gun
Premium SF-8™ Dispenser Gun
SF-8™ Cleaner

JOINTING SAND

Pavermate Z3™
X-treme™
WetLok™
SimplyTough™

EDGING

Universal Paver Rail™
Low Profile Paver Rail™
Flex Paver Rail™
Crete-Rail™

CLEANERS

General Clean

PW Paver Wash™
DW Dual Wash™

Specialty Clean

EF Efflorescence Remover™
M3C Mold, Moss & Mildew Cleaner™
CDX Cleaner & Degreaser X-treme™
OC Organic Stain Cleaner™
RE Rust Eliminator™

XY Xylene Solvent™
SS Sealer Stripper™

SEALERS

Paver Seal

PS Penetrating™
LG Low Gloss™
HG High Gloss™

Premium Seal

PSX Penetrating X-treme™
LGX Low Gloss X-treme™
HGX High Gloss X-treme™
DG Dual Gaurd™

Specialty Seal

PRX Paver Restore X-treme™
SGX Stain Gaurd X-treme™
JS Joint Stabilizer™
CG Counter Gaurd™
S-PS Penetrating™

Add-On's

SRW Slit Foam Roller™
SRW Slit Foam Roller X-treme™
SR Slip-Resist™
Heavy-Duty Construction Sprayer

DIAMOND BLADES

Hard Material

General Purpose

Abrasive Material

All Purpose

Turbo Cup Wheel

Single Turbo Cup Wheel
Double Turbo Cup Wheel

FABRIC

General Landscape • Spunbond

SB2
SB3
Silver
Silver Elite

Weed Control • Polyspun

PS1.5
PS2
PS3

Premium Landscape • Pro Plus

Pro Plus IV™
Pro Plus V™

Ground Cover

GC3™
GC Pro™

Woven

Pearmeable 350™
SS5
SS6
SRW 270HP™
SRW 370HP™
SRW 570HP™
SRW MM402™
SRW MM403™
SRW MM700™

Non-Woven

LS3™
NW 4
NW 4.5
NW6
NW7
EC8™
NW10
NW 12
NW 16

GEOGRID

Retaining Wall Geogrid

Universal Geogrid™
3 Series Geogrid™
5 Series Geogrid™
7 Series Geogrid™
8 Series Geogrid™
9 Series Geogrid™
10 Series Geogrid™
11 Series Geogrid™

Road Base Geogrid

Type 1
Type 2
3D Grid T™
3D Grid HT™
3D Grid XL™

WALL SYSTEMS & ENGINEERING

Sleeve-It®
Earthworks™
Wall Drain Pro®
American Wick Drain

TURF ACCESSORIES

Turf Nails
Seams Right™ Turf Tape
Seams Right™ Adhesive

BASE REPLACEMENT

HexaBase™
Ultra Drive 3D™

EROSION & IRRIGATION CONTROL

Silt Fence & Stakes

Drainfield

DF1.5™
DF2™
Jute Mesh

Dandy Products®

Dandy Curb Sack®
Dandy Curb Bag®
Dandy Sack®
Dandy Bag®
Dandy Dewatering Bag®
Rock Log
Silt Sock

Straw Wattles

Single Sided
Double Sided
Tree Watering Bags
Tree Watering Rings

Coconut Blankets

CS-3
CC-4
Turf Reinforcement Mat

ACCESSORIES

Mulch Stabilizer™
SRW Path Stabilizer™
StringAlong™
StringAlong™ Stakes
Stretch Wrap
Spikes
Landscape Staples
Irrigation Staples
Round Top Pins
Pin Pounder
Staple Setter
6 Mil. Poly Sheeting

TYPOGRAPHY

Our typography aligns with our brand personality. Please use Industry for headlines and Avenir for copy whenever possible. When these fonts are not available to you, please move on to our secondary fonts that are easily accessible.

PRIMARY

Industry

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Avenir
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Thin
Thin Italic
Light
Light Italic
Book
Book Italic
Medium
Medium Italic

Demi
Black Italic
Bold
Bold Italic
Black
Black Italic
Ultra
Ultra italic

Light
Light Oblique
Book
Roman
Book Oblique
Oblique
Medium
Medium Oblique

Black
Black Oblique
Heavy
Heavy Oblique

SECONDARY

Nimbus Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Light
Light Italic
Regular
Regular Italic
Bold
Bold Italic
Black
Black Italic
NIMBUS SANS CONDENSED L REGULAR
NIMBUS SANS CONDENSED **Bold**
NIMBUS SANS CONDENSED L **BLACK**
Nimbus Sans Extended LIGHT
Nimbus Sans Extended REGULAR
Nimbus Sans Extended **BOLD**
Nimbus Sans Extended **BLACK**

Regular
Italic
Bold
Bold Italic

Blakestone
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

TERTIARY

ReklameScript
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Regular
Medium
Bold
Black

Helvetica
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Light
Light Oblique
Regular
Oblique
Bold
Oblique

Icons

Please use any one of the complete line style variations for all company footers, be it for digital or print. When using the footer social icons for digital, please use the following links to connect to:

- Website** <http://SRWProducts.com>
- Facebook** <http://www.facebook.com/SRWproducts/>
- Instagram** <https://www.instagram.com/srwproducts/>
- LinkedIn** <https://www.linkedin.com/company/srw-products/>
- Twitter** <https://twitter.com/SRWPRODUCTS>
- YouTube** <https://www.youtube.com/user/SRWproducts>
- TikTok** <https://www.tiktok.com/@srwproducts?lang=en>

Stay
CONNECTED!



CO-BRANDING

We love to co-brand with our partners whenever possible, knowing that each instance will be unique in it's design and use.

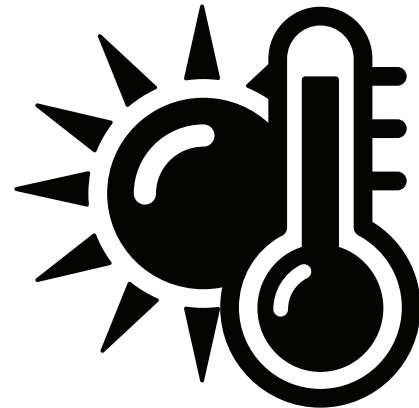
We will, whenever possible, keep the same visual size and weight with our SRW Products logo as our partners, sharing the space equally.

REQUESTING CUSTOM ARTWORK

✗ Raster Artwork [Low Resolution]
jpeg or png



✓ Vector Artwork [High Resolution]
ai, eps, or svg



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- Vector files are the best way for you to submit artwork, **ai**, **eps**, **PDF**, or **svg** are best; flatten files like *jpeg*, or *PNG* will require more work, time, and interpretation.
 - Don't have an **ai**, **eps**, **PDF**, or **svg** of your logo? Use this website:
<https://www.vectordesign.us/jpg-to-vector-conversion/>
 - High resolution is best 300 dpi or more, please do not simply increase the resolution or re-save a jpeg or png as a PDF. This will result in a very blurry, pixelated image.
 - Does your logo have a font? If so, please provide the name of the font.
 - Pulling logos off a website will not be high enough resolution and will be flat. Please avoid this and contact your marketing team, if available, for vector artwork.