

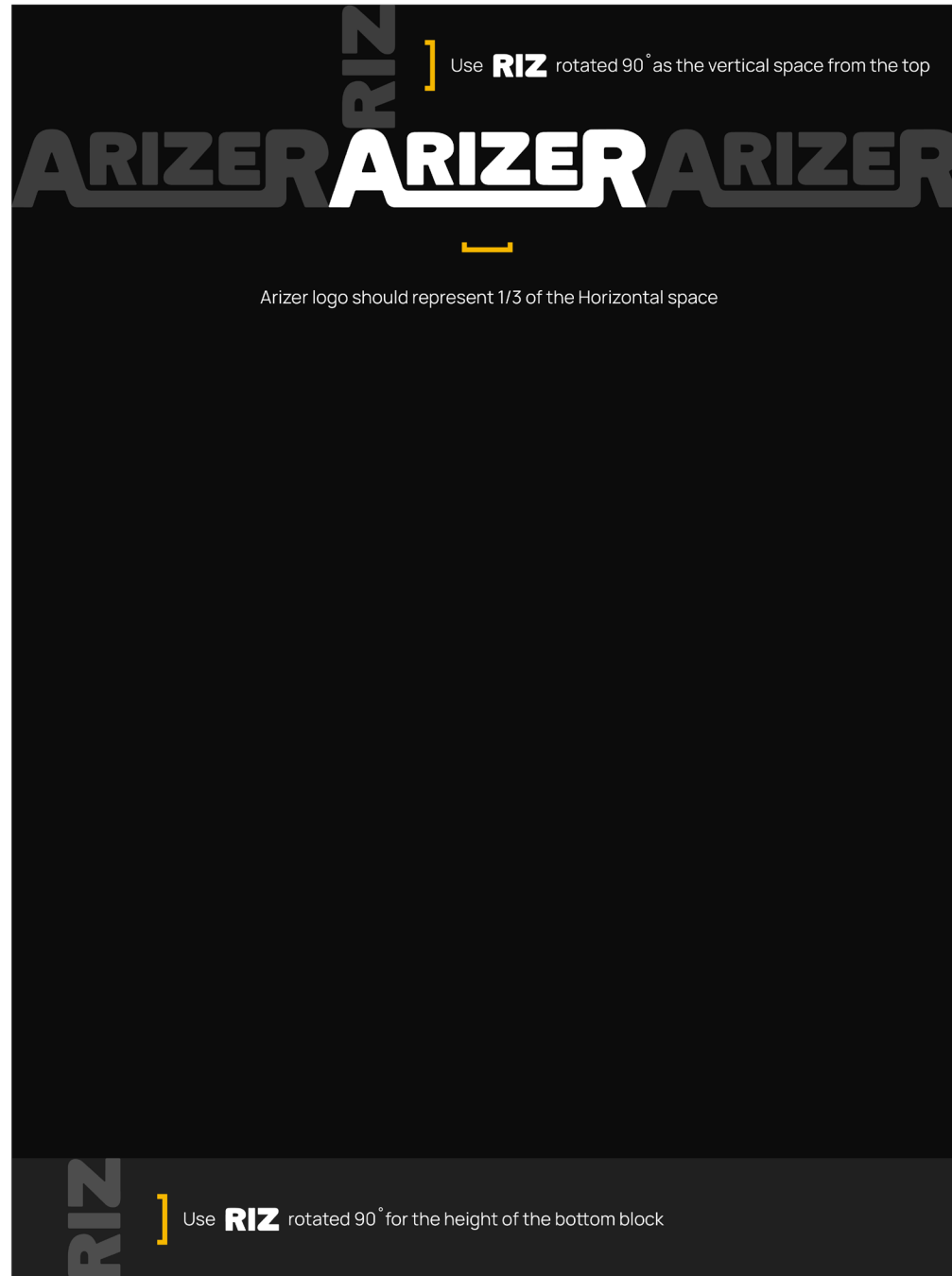
# ARIZER

BRAND MANUAL

THE ARIZER WAY  
DURABLE AND DEPENDABLE, METICULOUSLY DESIGNED  
WITH THE HIGHEST QUALITY COMPONENTS

THIS IS OUR **BRANDING** GUIDE  
THESE RULES WILL NOT BE APPLICABLE 100% OF THE TIME.  
PLEASE USE THIS GUIDE WHEN APPROPRIATE.

## FULL SIZE



## BANNERS

320 x 38



300 x 50



320 x 50



468 x 60



486 x 60



728 x 90



970 x 90



970 x 250



## BADGE



300 x 250



300 x 200



300 x 160



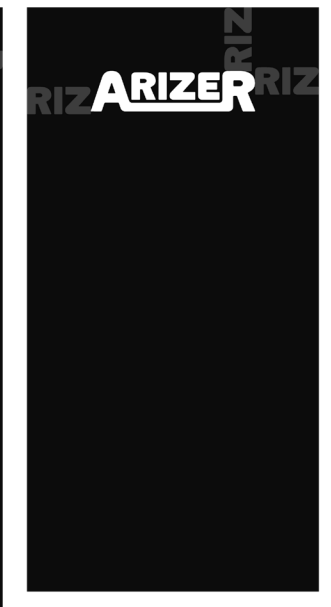
300 x 600



160 x 600



290 x 580



## 1.4 Clear Space

Always maintain clear space around the Arizer logo to protect it from distracting graphics or typography. Using the Arizer logo, it should represent 1/3 of the horizontal space. Use the RIZ to determine placement. Never allow typography or other elements to invade the logo.

**ENRICHED BLACK** 60 40 40 100  
USE ENRICHED BLACK FOR ALL PRINT AD WITH A BLACK BACKGROUND

**DEEP BLACK** 0c0c0c / 67 64 66 85  
USE DEEP BLACK FOR ALL DIGITAL ADS AND PACKAGING, AS WELL AS LOGO AND TEXT ON WHITE BACKGROUND

**DARK GREY** 2E2E2E / 70 54 63 63

**MID GREY** 515151 / 65 57 56 34

**CLASSIC BLUE** 165bad / 92 69 0 0  
CLASSIC BLUE IS USED AS A HIGHLIGHT COLOUR PREDOMINANTLY WITH WHITE BACKGROUNDS

**HEATED YELLOW** f5b700 / 4 29 100 0  
HEATED YELLOW IS USED AS A HIGHLIGHT COLOUR PREDOMINANTLY WITH BLACK BACKGROUNDS

**POWER RED** ed2127 / 0 99 97 0

**LIGHT GREY** dcdcdc / 12 9 10 0

**WHITE** ffffff / 0 0 0 0  
USE WHITE FOR LOGO AND TEXT ON ANY BLACK BACKGROUND, AND AS A BACKGROUND COLOUR

## 1.5 The Palette

Along with the core logo, our core palette is a key element of the brand. Applying the core logo in the core brand palette consistently is essential to executing our visual brand effectively, and as a result, the guidelines around the execution of the core logo colours are fairly strict.



LOGO SHOULD ONLY BE USED IN WHITE, ENRICHED BLACK AND DEEP BLACK

EXTRA LIGHT 0123456789  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

LIGHT 0123456789  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

REGULAR 0123456789  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

MEDIUM 0123456789  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

SEMI BOLD 0123456789  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

BOLD 0123456789  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

EXTRA BOLD 0123456789  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

LARGE TEXT SHOULD BE SET IN MANROPE REGULAR USING SENTENCE CASE AND 25 TRACKING. KEY WORDS SHOULD BE CALLED OUT USING EITHER HEATED YELLOW OR CLASSIC BLUE

SUPPORT TEXT SHOULD BE SET IN MANROPE LIGHT USING 50 TRACKING AND WHITE TEXT

When  
— portability  
matters

— THE ORIGINAL GLASS  
POD SYSTEM

## 1.7 Typography

Our Manrope font was chosen to be impactful while also easily accessible across platforms and for different uses. Manrope is a Google font which makes it easily accessible and display properly across multiple platforms and file formats.