

Bright Solutions®

the smart way to clean!



STYLE GUIDE * 2019

Contents

Logo Description.....	1
Logo Sheet	2
Logo Usage.....	3
Video Use	4
Sub Brands	5
Iconography.....	6
Product Category Color Guide.....	7
Font Standards.....	8
Product Labeling	9
Marketing Collateral	10
Photography	11
Website	12
Social Media, Online & Print	13
Assets.....	14

Logo Description

Branding is important. Our goal is to maintain a professional, clean image across all our product branding to let our customers know we can be trusted with their business.

Following are the current brand standards for **Bright Solutions**.



Logo Sheet



(On Black)

Process CMYK / RGB / Hex Colors / PMS



Blue

C80 / M5 / Y5 / K0
R0 / G178 / B226
Hex # 00b2e2
PMS 306c



Yellow

C0 / M12 / Y100 / K0
R254 / G217 / B37
Hex # fed925
PMS 115c



Grey

C0 / M0 / Y0 / K40
R162 / G169 / B173
Hex # a2a9ad
PMS 429c



Black & Grey Values



Black 100%



Black 40%



(On Black)



Solid Black used at smaller sizes or where screens are not available.



(On Black)

Tagline to be removed when it would reproduce below 6 point in size.

Logo Usage

- * Logo should **ALWAYS be scaled proportionately** to fit the allocated space.
- * The logo should always have at least the width of the **B** (in Bright) distance as clear space on all sides.
- * The background for the logo needs to be white whenever possible.
- * The logo should only be used in the specified colors. In the case of restricted color use, solid black or PMS 306c blue is acceptable.

Avoid the following:

- * Modifying the logo.
- * Skewing the logo disproportionately to fit a space.
- * Changing the color of specific parts of the logo.
- * Using another font in the logo.
- * Making the logo a color other than what is specified in the logo sheet of this document.
- * Using graphic effects on the logo such as a 'glow' or 'shadow.'

Correct logo use:



Do not use the logo in any manner that would tarnish, deceive or misrepresent the reputation of Bright Solutions. You must have prior approval from Bright Solutions to use the logo in any printed or web materials.



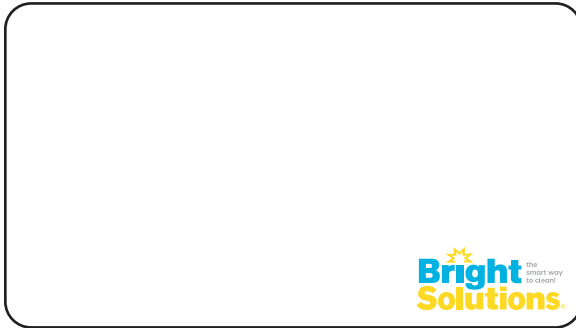
Logo Use In Video

For use in video, the **Bright Solutions** logo should appear center screen in the opening or closing frame. It can also be used at bottom right as an identifying branding element. Either white or dark backdrop is acceptable, but it should never be used over a busy or complex background that would obscure or reduce logo legibility.

..... Examples



For opening or closing credits



For identifying and branding purposes during video content



DO NOT USE over busy or complex imagery

Sub Brands

Various sub brands based on the **Bright Solutions** brand have been developed to address specific needs.

Any additional sub brands based on the **Bright Solutions** brand may only be developed and must be authorized by Midlab for **Bright Solutions**.

..... Examples



Sub Brand for paper towels & toilet paper



Sub Brand for trash bags

Iconography

Various icons have been developed to represent industries served and are used on the **Bright Solutions** website. These are available on request for use in marketing materials.

Icons have also been developed as part of the **PLUS Label System**. These icons are trademarked and can only be used with the express permission of **Bright Solutions**. Upon approval, files can be retrieved through online access.

..... Examples

Icons for industries served



Contractors

Education

Government

Healthcare

Hospitality

Industrial

Food Service

Icons from the PLUS Label System



Dilute
Diluir

Timer
Cronómetro

Flush
Halar la cadena

Polish
Pulir

Spray
Espray

Rinse
Enjuagar

Wipe / Dry
Secar con trapo

Wipe / Clean
Limpiar con trapo

Squeegee
Espátula limpiacristales

Mop
Trapeador

Apply To Bowl Mop
Aplicar al cepillo del inodoro

Spray On Cloth
Rociar en un trapo














Toilet Brush
Cepillo limpiainodoro

Pour
Verter

Clean With Brush
Limpiar con cepillo

Product Category Color Guide

For general use on packaging and in marketing collateral:

	PMS 2597c	Air Care
	PMS 279c	Laundry
	PMS 254c	Degreaser
	PMS 219c	Hand Care
	PMS 199c	General Cleaning
	PMS 648c	Disinfectant
	PMS 166c	Specialty
	PMS 356c	Restroom Care
	PMS 2577c	Carpet Care
	PMS 3272c	Transportation
	PMS 298c	Kitchen
	PMS 5415c	Floor Care
	PMS 376c	Environmentally Responsible

..... Example



..... Floor Care product using PMS 5415c

Font Standards

For general use on packaging and in marketing collateral:

LFT Etica is the font family preferred for use with the **Bright Solutions** brand. It's an Adobe font available through Creative Cloud subscriptions. The family is composed of four sections: LFT Etica, LFT Etica Condensed, LFT Etica Compressed, and LFT Etica Display. Each section has a complete variety of weights, from light to extra bold, in both regular and italic.

In general use, text should be justified left with additional spacing between paragraphs for proper separation. Text should never drop below 6 point in size.

Most common usage will be Book or Regular weight for general text, Semibold for subheads, and Bold or Extra Bold for headlines.

Headline copy in Extra Bold

Headline copy in Bold

Subhead in Semibold *and Semibold Italic*

Body copy in regular weight flush left lorem ipsum dolor sit amet, consectetur adipiscing elit, sed nonummy nibh tincidunt ut dolore magna aliquam erat volutpat.

Body copy in book weight flush left lorem ipsum dolor sit amet, consectetur adipiscing elit, sed nonummy nibh tincidunt ut dolore magna aliquam erat volutpat.

LFT Etica:	LFT Etica Display:	LFT Etica Condensed:	LFT Etica Compressed:
Light	Thin	Light	Light
<i>Light Italic</i>	<i>Thin Italic</i>	<i>Light Italic</i>	<i>Light Italic</i>
Book	Heavy	Book	Book
<i>Book Italic</i>	<i>Heavy Italic</i>	<i>Book Italic</i>	<i>Book Italic</i>
Regular		Regular	Regular
<i>Italic</i>		<i>Italic</i>	<i>Italic</i>
Semibold		Semibold	Semibold
<i>Semibold Italic</i>		<i>Semibold Italic</i>	<i>Semibold Italic</i>
Bold		Bold	Bold
<i>Bold Italic</i>		<i>Bold Italic</i>	<i>Bold Italic</i>
Extra Bold		Extra Bold	Extra Bold
<i>Extra Bold Italic</i>		<i>Extra Bold Italic</i>	<i>Extra Bold Italic</i>

Product Labeling

Bright Solutions products now incorporate the **PLUS Label System** across the product line. All product labeling must adhere to the brand standards as regards to logo placement and font use.

Below are examples of current labeling implementing the **PLUS Label System**.

LFT Etica font usage

Logo on white

Colors conform to category color guide



Bright Solutions

Reflection
Neutral Floor Cleaner
Limpiador Limon Neutro de Pisos

- 1** **Wear safety glasses & gloves**
Usar gafas de seguridad y guantes
- 2** **Dust mop or sweep area**
Pase la mopa o barra el área
- 3** **Use 2 oz of product per 1 gallon of water**
Escorra la mopa hasta que quede húmeda
- 4** **Wring mop until damp**
Secar con un trapo o enjuagar con agua limpia
- 5** **Mop onto surface in a pattern and allow to air dry**
Pase la mopa sobre la superficie siguiendo un patrón y deje secar al aire

For detailed instructions and safety information, refer to side panels.
Net Contents: One U.S. Gallon (3.78 Liters)

Horizontal use of logo **ONLY** when mandated by size constraints

Logo on white

LFT Etica font usage

Colors conform to category color guide



Bright Solutions

Green X
Cleaner / Degreaser *Limpiador y Desengrasante Superconcentrado*

- 1** **Wear safety glasses & gloves**
Usar gafas de seguridad y guantes
- 2** **Remove shipping security rings**
Retire los anillos de seguridad del embalaje
- 3** **Connect hose to nozzle with quick connect**
Conecte la manguera a la boquilla con el dispositivo de conexión rápida
- 4** **Press button to select bucket or bottle**
Prestone el botón para seleccionar el balde o la botella
- 5** **Dispense product into bucket or bottle**
Dispense el producto en un balde o una botella
- 6** **Apply to surface**
Aplicar a la superficie
- 7** **Scrub as needed**
Fregar según sea necesario
- 8** **Wipe or rinse clean**
Limpiar con un trapo o enjuagar

Net Contents: 3 Liters | For detailed instructions and safety info, refer to side panels.

Marketing Collateral

Bright Solutions marketing materials should maintain the brand look. Prominent use of white and adherence to brand color and font guidelines will maintain a cohesive appearance.

Below are examples of current materials developed for use.

Bright Solutions the smart way to clean! **PLUS** LABEL SYSTEM

Use any cleaner quickly and correctly each time!

Simply look at the front of your label and identify four key parts.

¡Siempre use cualquier limpiador rápidamente y correctamente!

Simplemente mire el frente de la etiqueta e identifique las cuatro partes claves.

- 1**  **Product Type**
This will indicate what the cleaning product is for.
Tipo de producto
Esto le indicará para qué es el producto de limpieza.
- 2**  **Numbered Steps**
Simply follow the numbered steps from top to bottom.
Pasos numerados
Simplemente siga los pasos numerados de arriba hacia abajo.
- 3**  **Icons**
The visual icons will show you what to do in each step.
Simbolos
Los símbolos visuales le enseñarán qué hacer en cada paso.
- 4**  **Icon Descriptor**
Text explaining what to do will be found next to each icon if needed.
Descripción de Símbolos
Si es necesario el texto explicando qué hacer se encuentra al lado de cada símbolo.

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Photography

Photography for **Bright Solutions** marketing should be bright and clean in appearance to reinforce the “clean” look of the brand. Images that are dark or messy **DO NOT** reflect our brand’s values.

When choosing images, always make sure the image is of sufficient resolution to reproduce in its intended use. For social media, that means at least 1,200 pixels in width. For print use, images should be no smaller than 2,000 pixels in either width or height.

Stock images are acceptable for use. Custom imagery should be professionally sourced. Cell phone photos are **NOT** acceptable for use.

Images of **Bright Solutions** products are available for use and can be retrieved online. Contact Bright Solutions for availability.

..... Examples

Acceptable Images sourced from stock photography



Bright Solutions product images available for use



Website

The **Bright Solutions** website and any associated landing pages should follow the same design format. Basic font use and color schemes are highlighted below.

- Color palette is based on:
- Blue (various tints & shades)
 - Yellow (various tints & shades)
 - Green (blue & yellow combined, various tints & shades)
 - Grey (various tints & shades)

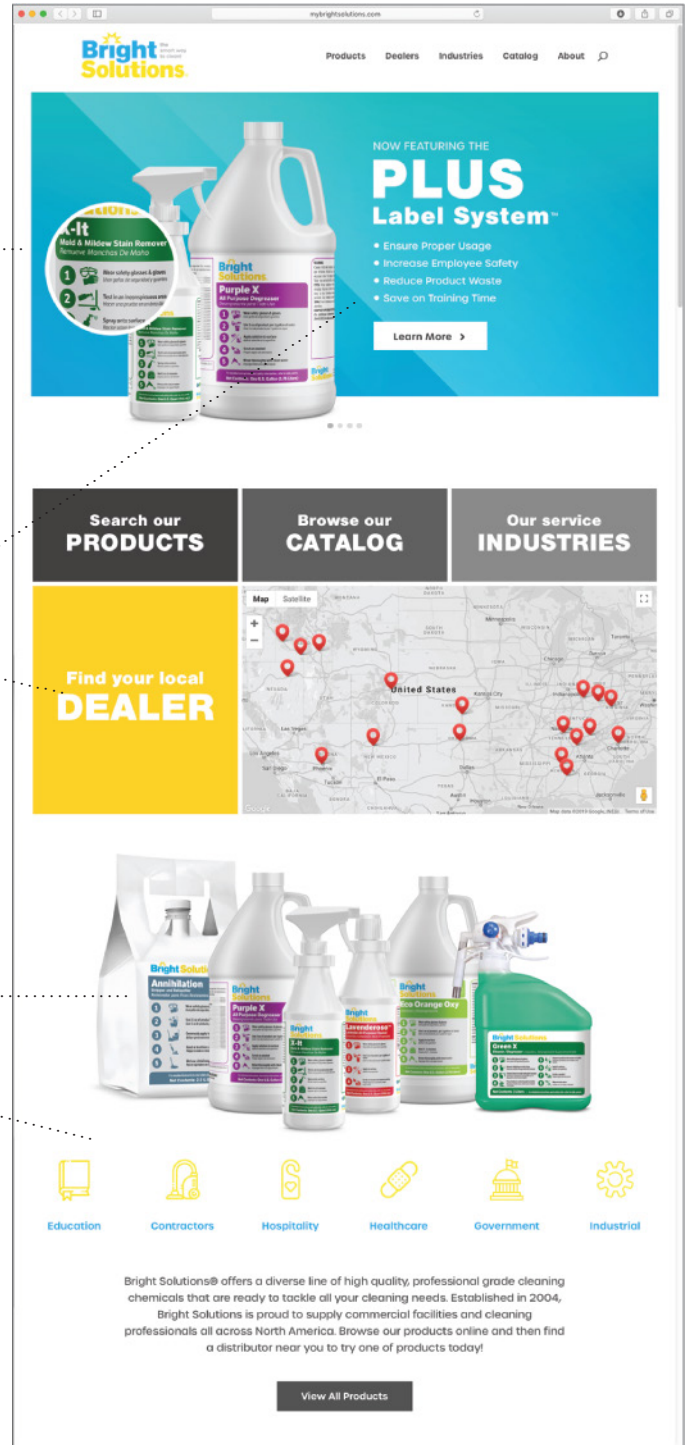
Lots of white space accents colors and gives a clean appearance.

Fonts used are the Adobe web fonts Nimbus Sans and Urbane, available through Creative Cloud subscriptions.

Large, bolder type is **Nimbus Sans**

Body text is Urbane

Industry icons, product photography, and other graphic resources are available via download from **Bright Solutions**.



Social Media, Online & Print Advertising

All posts and ads must conform to the **Bright Solutions** brand standards in regards to logo use, over-all design, and content. Approved graphics assets are available online from **Bright Solutions**.

Be sure to check and conform to the current mechanical requirements for graphics as these often change across various media and services.

Social media posts, online and print advertising can highlight either the brand, the products (and special offers), or illustrate a use/need for the product. Content should always be positive in nature. See samples below.

..... Examples

Post / Ad promoting both product and a special offer



Post / Ad promoting product and its use



Post / Ad promoting brand



Assets

Bright Solutions brand assets are available for use to help you properly promote products and increase sales. Available media include logo artwork, product imagery, sales collateral, training materials, and more.

Please contact **Judy Arnold**, Judy.Arnold@midlab.com for more information and to request materials access.