HERE ARE A FEW SIMPLE RULES TO IMPLEMENT A STRONG BRAND AND AVOID CONFUSION

SHATTER PROOF ™

CONTENTS

Note:
To use or own third-party material, you must purchase rights separately.

01.
OUR
LOGO

OUR LOGO
USAGE PRINCIPLES

The Shatterproof logo is a uniquely crafted typographic wordmark incorporating a strike through graphic —communicating the simple idea of 'shatter proofing' against addiction.

To ensure creative flexibility and maximum standout on light and dark colored backgrounds, the Shatterproof logo may appear in the following variants as demonstrated below.

The Shatterproof logo works best in full color against high contrast backgrounds. The two color version of the logo is the preferred version and should be used wherever possible.

In those instances in which good quality reproduction cannot be guaranteed or where specialist finishing techniques are employed, the black and white version of the logo may be used.

Note: Always use the electronic artwork provided—never attempt to redraw or recreate the Shatterproof logo.

Shatterproof logo variants for use on white or light colored backgrounds

Single color	Two color	Single color, no tagline	Black	Black, no tagline

Shatterproof logo variants for use on black or dark colored backgrounds

Single color	Two color, reversed tagline	Single color, no tagline	White reversed	White reversed, no tagline

OUR LOGO
CLEAR SPACE & MINIMUM SIZE

The Shatterproof logo should always be surrounded by an area of clear space known as an 'area of isolation' to ensure no text, images or graphic elements overpower it.

The area of isolation is calculated using an 'X' value, 'X' being equal to the width of the 'S' letterform in the Shatterproof logo. The minimum area of isolation is equal to 1 'X' all around the logo. This is a minimum specification and should be increased wherever possible.

A minimum size at which the Shatterproof logo may be reproduced has been determined to ensure the logo retains its integrity and legibility at small sizes. The minimum size for reproducing the logo (with tagline) in print is .875" and for screen is 117px. Reproducing the logo (without tagline) in print is .625" and for screen is 90px. Measurements are based on the width.

Area of isolation

Minimum size for print with tagline

Minimum size for screen with tagline
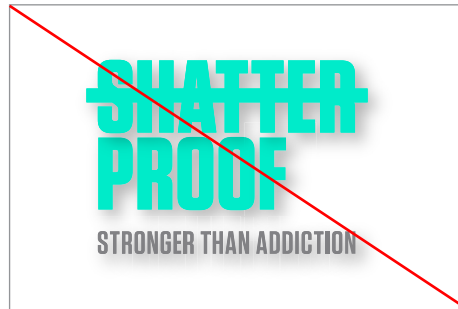

Minimum size for print without tagline

Minimum size for screen without tagline

OUR LOGO
MISUSE

The examples below demonstrate the more common mistakes made when implementing the Shatterproof logo and should be avoided at all cost.

Do not recreate the logo in a different font or alter the font of the tagline.

Do not add effects or treatments to the logo.

Do not distort the logo.
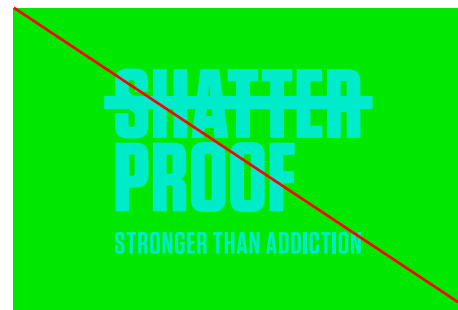

Do not set the logo or tagline in a color other than those specified.

Do not remove the strike through graphic from the logo.

Do not place the logo on a busy or heavily textured background.

Do not place the logo on a background color that compromises legibility.

Do not alter the orientation of the elements of the logo.

02.
OUR IDENTITY COMPONENTS

OUR IDENTITY COMPONENTS
COLORS

Fresh, bright and bold, our colors—Shatterproof Green, Shatterproof Grey and Shatterproof Orange—have been specifically selected to reflect the positive and supportive character of the Shatterproof brand.

When designing communications incorporating flat areas of solid color, it is recommended to implement Shatterproof Green as the dominant color to help build recognition and equity in our brand. Shatterproof Orange should only be used sparingly as a tertiary colour. If there is no need for its inclusion do not feel obligated to use it.

The specifications below have been determined to ensure accurate color matches between screen and print based media. Please note however that color will differ between mediums as a result of their method of reproduction.

Primary
Shatterproof Green

C 60
M 0
Y 40
K 0

R 0
G 235
B 202

PMS 333 C
HEX 00EBCA

Secondary
Shatterproof Grey

C 0
M 0
Y 0
K 50

R 129
G 129
B 129

HEX 808080

Tertiary
Shatterproof Orange

C 0
M 60
Y 100
K 0

R 255
G 115
B 0

PMS 151 C
HEX FF6600

OUR IDENTITY COMPONENTS
TYPOGRAPHY

Both primary and secondary typefaces have been selected for use in Shatterproof brand communications.

Bold and confident—our primary typeface Tungsten Bold—should be used for setting headline copy in uppercase letterforms only.

Arvo —our secondary font— has been selected for its calm and factual character to be used for setting body copy. To create informational hierarchies, both Regular and Bold weights are permitted.

Primary typeface:
Tungsten Bold

OUR PRIMARY TYPEFACE IS TUNGSTEN BOLD. IT REFLECTS A POWERFUL AND CONFIDENT SPIRIT.

Secondary typeface:
Arvo Regular

Our secondary font is Arvo.
It has been selected for its calm and factual character.

Arvo Bold

**Our secondary font is Arvo.
It has been selected for its calm and factual character.**

Note: To use or own third-party fonts, you must purchase rights separately.

OUR IDENTITY COMPONENTS
STRIKE THROUGH GRAPHIC

A key component of our brand expression are our top-line messages —confident, powerful phrases that capture the spirit and reflect the ethos of the Shatterproof brand.

The strike through graphic, to be used in top-line messaging and headlines only, is an integral component of our identity. It has been specifically developed as a creative expression to reinforce the concept of 'shatter proofing' against addiction.

The weight of the strike through graphic is based on an 'X' value. In all instances, 'X' is equal to the width of the horizontal stroke in the 'E' letterform when set at the same size as any given headline or title.

UNHAPPY E
x

OUR IDENTITY COMPONENTS STRIKE THROUGH EFFECT

When implementing the strike through graphic on words within headlines or titles containing the letterforms 'C', 'G' and 'B'—to ensure maximum legibility—the letterforms should be refined as demonstrated below.

Note: When implementing the strike through graphic, always ensure the specifications for determining its weight and horizontal placement are adhered to as specified on page 10 of these guidelines.

Enhanced letterforms

C → C   G → G   B → B
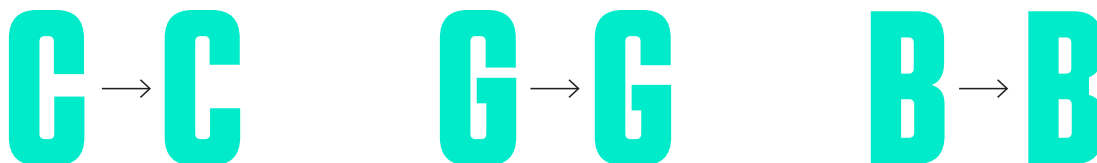
Example of original setting

ADDICTION

Example of adjusted setting

ADDICTION

OUR IDENTITY COMPONENTS
PHOTOGRAPHY STYLE

Photography is a key communications tool of the Shatterproof brand. When selecting photography, the following principles should be considered in terms of content, context and stylistic approach:

– Reportage style photography, capturing the moment, authentic situations and real life contexts should be incorporated
– Studio photography, over styling, staged scenarios, use of models and archetypal behavior should be avoided

– Facial expressions should be natural and portray candid attitudes
– Subjects should evoke honest, genuine emotion.
– Overly saturated color and applied color effects should be avoided to enhance overall authenticity

Note: To use or own third-party photography, you must purchase rights separately.

03.
OUR
COMMUNICATIONS

OUR COMMUNICATIONS LITERATURE

The example below demonstrates a typical double page spread in our brand communications and showcases the effective implementation of our proprietary identity components.

Key design features include:
– The headline set in Tungsten Bold, uppercase only as a hero message
– Implementation of the strike though graphic as a structural element on the base grid effectively linking the message and image

– Use of the strike through graphic to reinforce key messages and 'shatter proofing' against addiction
– Use of our primary typeface Tungsten Bold for setting headlines whilst body copy, captions and factual information are set in our secondary typeface, A2 Typewriter

01

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?

LET'S STOP COUNTING THE DAYS

"ADDICTION CAN BE CURED. I'VE SEEN IT HAPPEN."

Martha McCain

Types of addiction affecting under-20's in the US

Opiates
Prescription drugs
Alcohol

OUR COMMUNICATIONS OUTDOOR ADVERTISING

The examples below demonstrate the flexible application of the strike through graphic on outdoor advertising media.

Key design features include:
– Headlines set in Tungsten Bold, uppercase only as hero messages
– Use of the strike through graphic to reinforce key messages and 'shatter proofing' against addiction

– Use of our primary typeface Tungsten Bold for setting headlines whilst body copy, captions and factual information are set in our secondary typeface, A2 Typewriter
– Creative application of the strike through graphic to obscure the identity of the photographic subject (see fig.1)

– Implementation of the strike through graphic in its simplest and most immediate form i.e. cancelling out a negative association (see fig.2)
– Implementation of the strike through graphic in any approved color—including black & white— to ensure maximum standout against the primary message
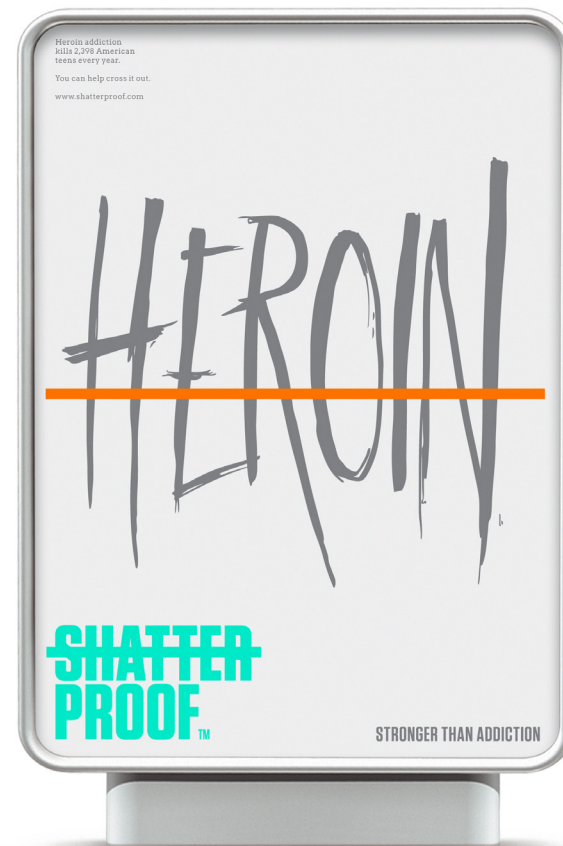

fig. 1

fig. 2

OUR COMMUNICATIONS OUTDOOR ADVERTISING

The Jumbotron application demonstrated below effectively illustrates the implementation of Shatterproof identity components on large format digital media.

Key design features include:
– 'Activation' (animation) of the strike through graphic to reinforce primary messages
– Flexible application of the strike through graphic to inform data visualization when creating simple, eye-catching info graphics
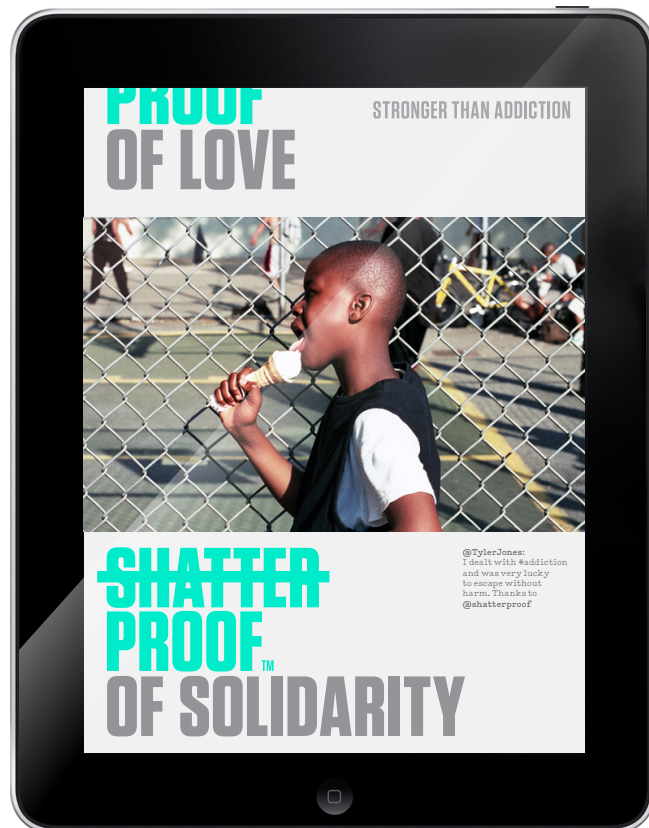
OUR COMMUNICATIONS
DIGITAL & MERCHANDISING

The examples below demonstrate the effective use of Shatterproof identity components on digital media and branded merchandise.

Key design features include:
– Implementation of the Shatterproof logo as a hero graphic on home pages of websites and digital applications
– Use of the Shatterproof logo as the starting point for an overall message

– The creative, unexpected and playful contexts in which the strike through graphic may be implemented on single words to create tension and interest as shown below

PROOF OF LOVE

STRONGER THAN ADDICTION

@TylerJones:
I dealt with #addiction and was very lucky to escape without harm. Thanks to @shatterproof

SHATTER PROOF™ OF SOLIDARITY

LIAR

Addiction can transform people.
For the worse.
Become Shatterproof.

04.
OUR
ASSETS

OUR ASSETS
LOGO ARTWORK

Our identity components are proprietary assets which must be implemented seamlessly and consistently across all Shatterproof brand communications.

For print, use either the CMYK.eps or, for spot color printing, use PMS.eps. For screen, use either the RGB.ai or RGB.png.
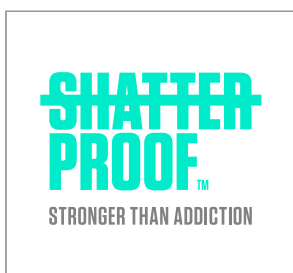
Never attempt to recreate Shatterproof identity artwork assets—always use the electronic artwork provided as shown below.

Shatterproof logo variants for use on white or light colored backgrounds
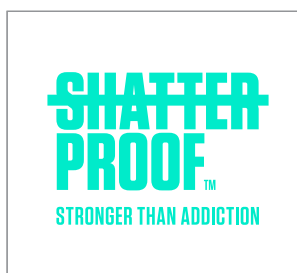
Single color

SP-Logo+Tag+TM-1col-CMYK.eps
SP-Logo+Tag+TM-1col-PMS.eps
SP-Logo+Tag+TM-1col-RGB.ai
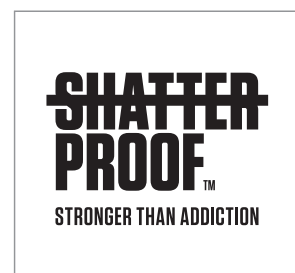SP-Logo+Tag+TM-1col-RGB.png

Two color

SP-Logo+Tag+TM-2col-pos-CMYK.eps
SP-Logo+Tag+TM-2col-pos-PMS.eps
SP-Logo+Tag+TM-2col-pos-RGB.ai
SP-Logo+Tag+TM-2col-pos-RGB.png

Single color, no tagline

SP-Logo-NoTag+TM-1col-CMYK.eps
SP-Logo-NoTag+TM-1col-PMS.eps
SP-Logo-NoTag+TM-1col-RGB.ai
SP-Logo-NoTag+TM-1col-RGB.png

Black

SP-Logo+Tag+TM-1col-pos-black-CMYK.eps

Black, no tagline

SP-Logo-NoTag+TM-1col-pos-black-CMYK.eps

Shatterproof logo variants for use on black or dark colored backgrounds

Single color

SP-Logo+Tag+TM-1col-CMYK.eps
SP-Logo+Tag+TM-1col-PMS.eps
SP-Logo+Tag+TM-1col-RGB.ai
SP-Logo+Tag+TM-1col-RGB.png

Two color, reversed tagline

SP-Logo+Tag-2col-rev-CMYK.eps
SP-Logo+Tag-2col-rev-PMS.eps
SP-Logo+Tag-2col-rev-RGB.ai
SP-Logo+Tag-2col-rev-RGB.png

Single color, no tagline

SP-Logo-NoTag+TM-1col-CMYK.eps
SP-Logo-NoTag+TM-1col-PMS.eps
SP-Logo-NoTag+TM-1col-RGB.ai
SP-Logo-NoTag+TM-1col-RGB.png

White reversed

SP-Logo+Tag+TM-1col-rev-white-CMYK.eps
SP-Logo+Tag+TM-1col-rev-white-RGB.ai
SP-Logo+Tag+TM-1col-rev-white-RGB.png

White reversed, no tagline

SP-Logo-NoTag+TM-1col-rev-white-CMYK.eps
SP-Logo-NoTag+TM-1col-rev-white-RGB.ai
SP-Logo-NoTag+TM-1col-rev-white-RGB.png

05.
CONTACT US

CONTACT US
GUIDANCE

FOR FURTHER GUIDANCE RELATING TO IMPLEMENTATION OF THE SHATTERPROOF BRAND IDENTITY AND ASSOCIATED ASSETS, PLEASE CONTACT SHATTERPROOF'S BRAND TEAM.

TOGETHER.
STRONGER THAN
ADDICTION.

SHATTER
PROOF ™