

BRAND GUIDE

BRAND GUIDELINES

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DATE CREATED :

January 04, 2023

CREATED FOR :

SpecChem

SEC 01

CORE VALUES

COMPANY VALUES :

Trust, Leadership, Respect, Quality

CUSTOMER VALUES :

Commitment, Profitability, Loyalty, Best In Class

TEAM VALUES :

Fun, Passion, Community, Honesty, Accountability, Commitment

MISSION STATEMENT :

Best in product, service, and dependability.

VISION STATEMENT :

To be recognized and respected as the premier concrete construction chemical company.

SEC 02

BRAND PERSONALITY

BRAND CHARACTERISTIC :

Quality, Trust, Commitment, & Friendly

BRAND STORY :

SpecChem is a Kansas City-based manufacturer supplying the concrete distributor network with high quality, industry-leading concrete construction materials. Founded in 2006.

OUR AUDIENCE :

1. Distributor, Architect, Supplier.
2. Male age 20-50 years old.
3. Blue Collar.

SEC 03

LOGO VARIANT



PRIMARY LOGO

This logo is used for designs with a neutral color. Do not place onto blue or yellow.



LOGO ALTERNATIVE 1

This logo is used for designs that require a different logo than our primary.



LOGO ALTERNATIVE 2

This logo is used for designs that don't allow for the primary logo or logo alternative 1. Used a lot on blue and yellow.

SEC 04

TYPOGRAPHY

TYPOGRAPHY USAGE

Using the same font consistently helps to create a cohesive visual identity and establish brand recognition. It is important for a company to use its primary font consistently in order to maintain a professional and consistent image.

Secondary Font is used for use as
lorem doluptatint aliquid ut il id quam ut
volorion pernatusdam
volor reratem anisimintem idunte.

[Download The Font :](#)
[fonts.adobe.com](#)

PRIMARY FONT

Futura PT

Capital :

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z

Regular :

a b c d e f g h i j k l m n o p q
r s t u v w x y z

Figures :

1 2 3 4 5 6 7 8 9 0

Special Characters :

! @ # \$ % ^ & * () - +

SECONDARY FONT

AdelleSans

Capital :

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z

Regular :

a b c d e f g h i j k l m n o p q
r s t u v w x y z

Figures :

1 2 3 4 5 6 7 8 9 0

Special Characters :

! @ # \$ % ^ & * () - +

SEC 05

PRIMARY COLORS

Used consistently across all branding materials. These colors can help to create a cohesive and recognisable visual identity for the company. The primary colors should be used consistently in all marketing materials, such as brochures, business cards, and social media graphics.

BRAND COLORS



SPECICHEM BLUE

CMYK COLOR CODE : 100 , 80 , 0 , 26

RGB COLOR CODE : 1 , 58 , 129

WEB COLOR CODE : #013A81

PANTONE : 287 C



SPECICHEM YELLOW

CMYK COLOR CODE : 0 , 18 , 100 , 15

RGB COLOR CODE : 222 , 180 , 8

WEB COLOR CODE : #DEB408

PANTONE : 110 C

SECONDARY COLORS

Used to add variety and visual interest to their branding materials while still maintaining a cohesive look and feel.



DARK BLUE

CMYK COLOR CODE : 98 , 93 , 34 , 58

RGB COLOR CODE : 2 , 7 , 71

WEB COLOR CODE : #020747

PANTONE : 282 C



COOL GREY

CMYK COLOR CODE : 47 , 40 , 42 , 4

RGB COLOR CODE : 141 , 138 , 136

WEB COLOR CODE : #8D8A88

PANTONE : 877 C

SEC 06

STATIONERY USAGE

Letterheads are used as the header or top part of a business letter or other formal document. They typically include the company's name, address, and contact information, and may also include a logo or other branding elements. Letterheads are used to provide a professional and consistent look to business communications, and help to establish the company's identity and branding.

Business cards are used to exchange contact information with other professionals and potential clients. They typically include the person's name, job title, company name, phone number, email address, and physical address.

BRAND STATIONERY

LETTERHEAD



BUSINESS CARD



SEC 07

BRAND ELEMENTS

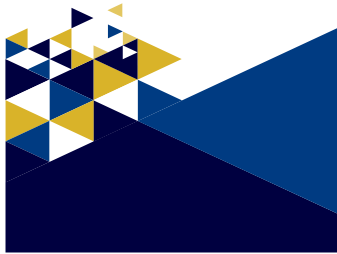
BRAND ICONS

Brand icons are used in a variety of contexts, including on websites, products, packaging, advertisements, and marketing materials. They are an important part of a company's overall brand identity and are designed to be immediately recognizable and memorable.



BRAND TEXTURES

Brand textures are used to help create a consistent brand identity and to differentiate the brand from competitors. They can be used in a variety of contexts, including on websites, products, packaging, advertisements, and marketing materials.



SEC 08

EMAIL SIGNATURE

SIGNATURE RULES

Brand textures are used to help create a consistent brand identity and to differentiate the brand from competitors. They can be used in a variety of contexts, including on websites, products, packaging, advertisements, and marketing materials.

By using the same email signature, a company can ensure that all of its communications have a consistent look and feel, which can help to strengthen the company's brand.



SEC 09

DIGITAL USAGE

Having a digital presence is important for any company in today's digital age. A digital presence allows a company to reach a wider audience, including customers and potential customers who may not be within easy physical reach of the company's brick-and-mortar location. A digital presence also allows a company to engage with customers and build relationships with them through social media and other online platforms. In addition, a digital presence can improve a company's search engine rankings and make it easier for customers to find and learn about the company and its products or services. Overall, having a strong digital presence is crucial for a company's success and can help it to grow and reach new audiences.

YOUTUBE THUMBNAILS



@SpecChemLLC



@SpecChemLLC



@SpecChemLLC

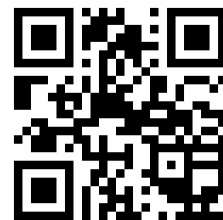


@SpecChem



@SpecChem

QR CODE TO WEBSITE



SEC 10

BRAND / MOOD BOARD



SEC 11

Admixtures & Miscellaneous

Curing Compounds and Cure & Sealers

Evaporation Retarders

Latex Bonding Agents

Repair Mortars

Waterproofing & Damp-Proofing

PRODUCT CATEGORIES

Bond Breakers

Decorative & Protective Sealers

Form Release Agents

Liquid Hardeners

Specialty Epoxies & Polyurea Products

Water Repellents

Cleaners, Strippers, & Misc. Chemicals

Dry Shake Hardeners & Toppings

Grouts & Anchoring Cements

Paving Curing Compounds

Surface Retarders

SEC 12

PACKAGING COLORS



#013A81



#DEB408



#DF3F46



SEC 13

PRODUCT NAMING CONVENTIONS

Admixtures & Miscellaneous

C-set	K-Set	SpecFlex
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Cleaners & Strippers

Berry Clean	Orange Peel	Sealer Renew
Solvent-100	SpecBlast	Xylene

Curing Compounds And Cure & Sealers

Crystal Rez	Cure Hard	Cure & Seal 25
Cure & Seal 25 UV	Cure & Seal 30	Cure & Seal EX
Cure & Seal 30 EX	Cure & Seal WB	Cure & Seal WB 25
Cure & Seal WB 30	Cure Shield	Cure Shield EX
Cure Shield WB	E-Cure	PolyCure
SC Cure 500	SpecRez	

Curing Compounds and Cure & Sealers	Decoratice & Protective Sealers	Dry Shake Hardeners & Toppings
Evaporation Retarders	Form Release Agents	Grouts & Anchoring Cements
Latex Bonding Agents	Liquid Hardeners	Paving Curing Compounds
Repair Mortars	Specialty Epoxies & Polyurea Products	Surface Retarders
Waterproofing & Damp-Proofing	Water Repellents	