

Brand Guidelines

Version 1 – July 2024

UNDERITAL

Navigating our brand.

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Start here, with our *brand* DNA.

Visual, spoken, written, and inferred – how UnderItAll is showing up in the world is right here at your fingertips.

The purpose of this guide is to enable you to effectively apply our brand to communication materials. Following it will create consistency – driving awareness, aiding recognition across channels and touch points, establishing credibility and trust, and unifying the experience of all who encounter our brand.

It is essential that anyone tasked with creating tactics for the UnderItAll brand thoroughly review this document before commencing any design work. Doing so ensures that each concept aligns seamlessly with our brand identity, from the treatment of logos to the incorporation of brand elements.

READY. READ. GO!



The core values and beliefs.

WE PROMISE

Commitment that runs deep.

We lay down truth as the foundation for everything that comes next. We seek it, share it, and expect it in return. Transparency isn't a buzz word, it's how we roll.

WE CONNECT

Aspiration that flies high.

We connect rugs to floors (duh). We connect dots in new ways to elevate experiences, improve quality, boost performance, streamline processes, and rocket results. We connect people—customers, employees, partners, communities—to make everything we do meaningful.

WE VENTURE

A future that shines bright.

We venture toward what's next, because settling for the status quo isn't our style. Unbounded imagination, unbiased listening, and unfazed planning are how—and why—we deliver the “wow” of unexpected solutions.

The brand positioning.

The UnderItAll brand has been distilled down to three key pillars that differentiate the business in the mind of its customers. These pillars create the foundation where all branding decisions should be made before moving forward.

Elevated experience.

UnderItAll is the rug pad provider that elevates each rug pad experience.

Perforated rug pads.

Only UnderItAll brings designer-quality pads and a patent-pending scissorless install.

For interior designers.

We're to-the-trade only, with a closed website accessible to designers, architects and specifiers able to provide appropriate credentialing. Customers enjoy peace of mind and time back to make other vital design decisions—or simply to take a deep breath.

The brand mission + promise.

The mission statement lays out our purpose, intentions and overall objectives. It guides our every move as our brand grows.

The brand promise is our commitment to customers about the consistent quality, reliability, and experience they can expect from us. Delivering against it consistently builds trust and loyalty.

A pad for
every rug.

Custom rug pads for every rug and every designer, whenever they need it.

BRAND MISSION

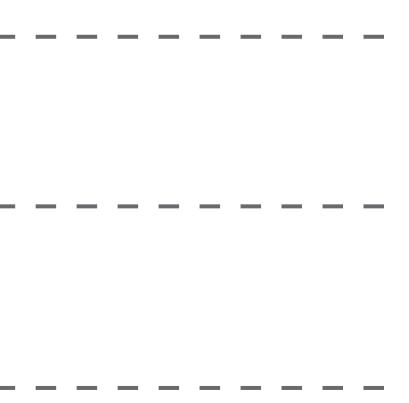
Elevate
each rug pad
experience.

BRAND PROMISE

The brand essence.

This is a curated list of keywords that embody the essence of the UnderItAll brand. Use these descriptors as a guide when devising new strategies, ensuring everything from our design to our writing style and marketing approach resonates with the core personality of the brand.

Confident
Open
Venturous



Forthright
Engaging
Unconventional

BRAND PERSONALITY

BRAND TONE OF VOICE

The brand archetype.

Benevolent Outlaw.

We are adventurers by nature, always questioning the status quo rather than clinging to the notion of tradition for tradition's sake.

Embracing change with a clear purpose in mind and constantly thinking about how things can be done better. We are driven by our strong conviction to improve our industry with surprising innovative solutions that prioritize simplicity, efficiency, and genuine utility.

We venture toward new ideas. New products. New processes. New markets. New partnerships. New communities. Because not venturing would be settling for what we have today, and that's not an option for us or for our customers.



Finally, a rug pad with a scissorless install.

Custom cut with perforated edges to achieve a perfect fit. Fast, easy, and oddly satisfying.

UNDERITALL

The target audience.



Creator Kate INTERIOR DESIGNER

AGE/GENDER:

40-55 84% female

EDUCATION:

57% bachelors

25% have associates or some college

CAREER:

Working independently,
with a practice, or within retail.

PERSONALITY:

Creative, detail oriented, “ADHD” and easily distracted, juggle a ton of details and people at once, bold, decisive, great visualizers, good at negotiation and getting the “yes”, they love to have their “stamp” on a project, enjoy a happy customer and often seek acknowledgment. They love exclusivity and uniqueness in products and don't want what everyone else can get easily.

The messaging.

Tone + manner.

The tone of the brand messaging is forthright, engaging and unconventional. It positions UnderItAll as a leader in innovation within the rug pad industry while addressing the practical needs of designers.

The headlines emphasize reinvention and ease of use, suggesting a departure from traditional methods with phrases like "never been easier" and "reinvented." We also aim to highlight unique features within supporting copy such as perforated edges for a scissorless installation, to underscore simplicity and user-friendliness.

PRIMARY HEADLINE MESSAGES

Rug pads have *never* been easier.

Rug pads *reinvented*.

Perforated rugs pads for a *scissorless* install.

SECONDARY HEADLINE MESSAGES

Custom perforated rug pads. Made for *designers*.

A *brilliant* new standard in rug pads.

Finally, a rug pad with a *scissorless* install

SUPPORTING COPY

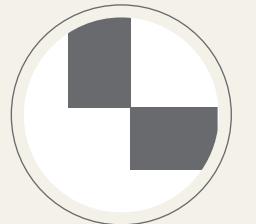
Custom cut with perforated edges
for a precise, scissorless install.
Made for designers.

Custom cut with perforated edges to
achieve a perfect fit. Fast, easy, and
oddly satisfying.

The logo.

Symbolism + intended use.

The main logo for UnderItAll uses a customized modern industrial-style typeface tailored to appeal to trade designers. The felt gray lettering mirrors the color of our rug pads. A few significant letters incorporate a subtle perforated accent, reminiscent of our product's innovative perforated edges. The felt gray logo is intended to be the primary logo used across all branded materials and placed on top of white or greige. The cream color variation of the logo is for secondary use.



Perforated letter accent

UNDERITALL

PRIMARY LOGO



SECONDARY LOGO

The logo breakdown.

UNDER IT ALL

Unconventional.

UnderItAll challenges the industry norm with a new way of doing things, introducing new ideas that simplify and streamline the job of designers.

Dependable.

UnderItAll consistently provides reliable products and services, ensuring designers can count on them whenever needed.

Low-Impact.

As part of our commitment to sustainability, our rug pads are made from 100% recycled felted material minimizing the environmental impact.

The logo guidelines.

Minimum size + exclusion zone

In every application of the logo the safe area should be considered to ensure it is not crowded from other elements or boundaries. This can be determined by using the 'U' within the logo to measure distance when scaling. The general minimum size for the logo should not be any smaller than 1" in length to ensure legibility.



The *tagline* logo.

Intended use.

The tagline version of the UnderItAll logo should be used to reinforce our value proposition. This is particularly useful in marketing materials, advertisements, or contexts where clarity about our offering is crucial.

On the other hand, the primary version of the logo (without the tagline) is suitable for more general or minimalist applications where simplicity and recognition are prioritized, such as on products, signage, or social media profiles.



PRIMARY TAGLINE LOGO

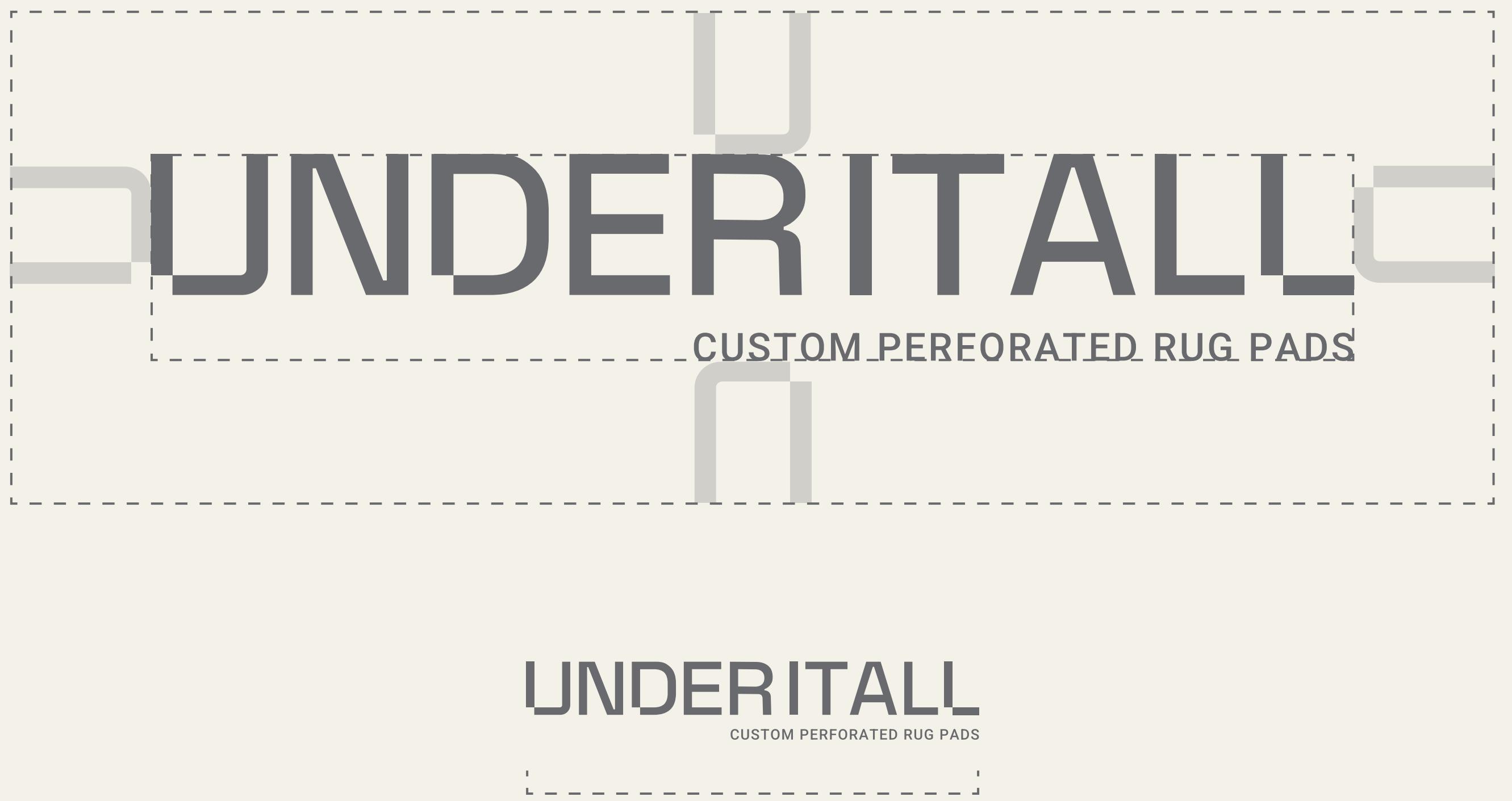


SECONDARY TAGLINE LOGO

The tagline logo guidelines.

Minimum size + exclusion zone

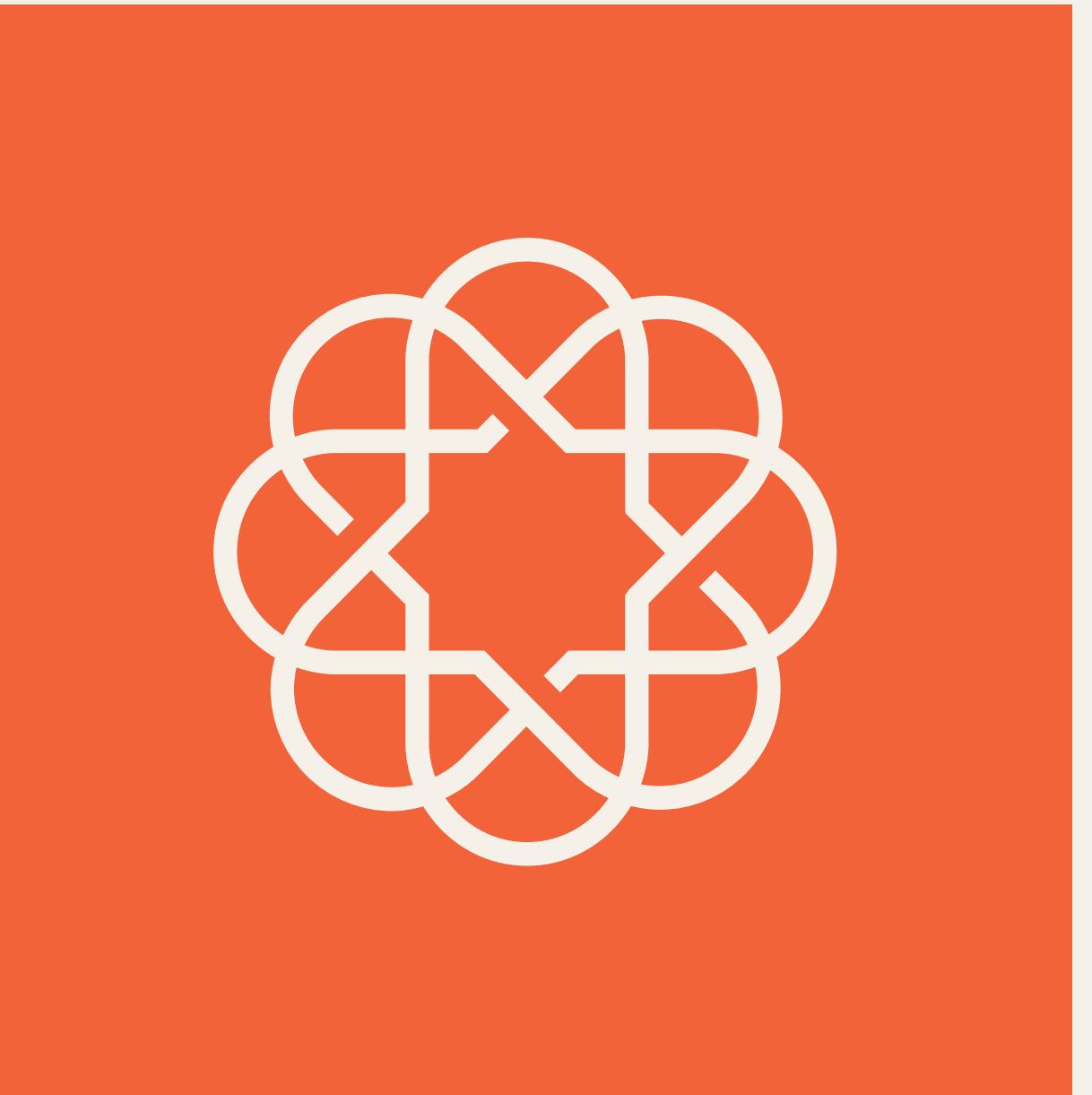
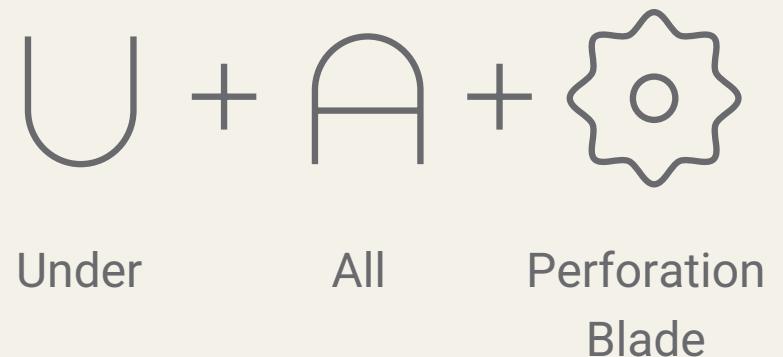
In every application of the tagline logo the safe area should be considered to ensure it is not crowded from other elements or boundaries. This can be determined by using the 'U' within the logo to measure distance when scaling. The general minimum size for the tagline logo should not be any smaller than 1.5" in length to ensure legibility of the tagline.



The brand icon.

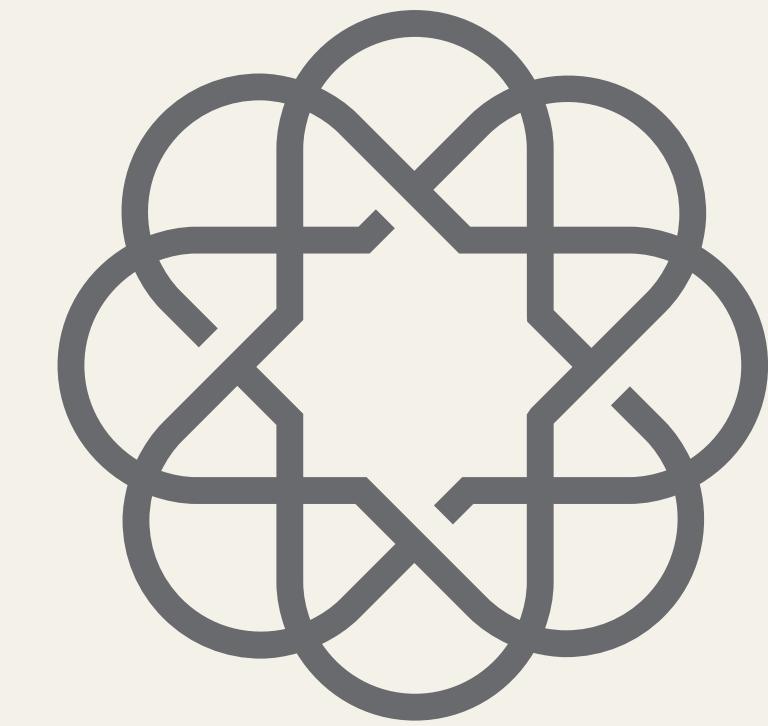
Symbolism + intended use.

The brand icon for UnderItAll cleverly integrates the letters 'U' and 'A', forming a cohesive and memorable symbol. This interior shape formed by this unique composition pays homage to the custom blades that perforate our rug pad edges. The lines feature deliberate cuts (perforations), emphasizing our commitment to innovative details.



PRIMARY ICON

This tag icon treatment is the primary brand icon to be used across brand material.



SECONDARY ICON

The felt gray icon is intended for secondary use.

The brand icon.

Applications + intended use.

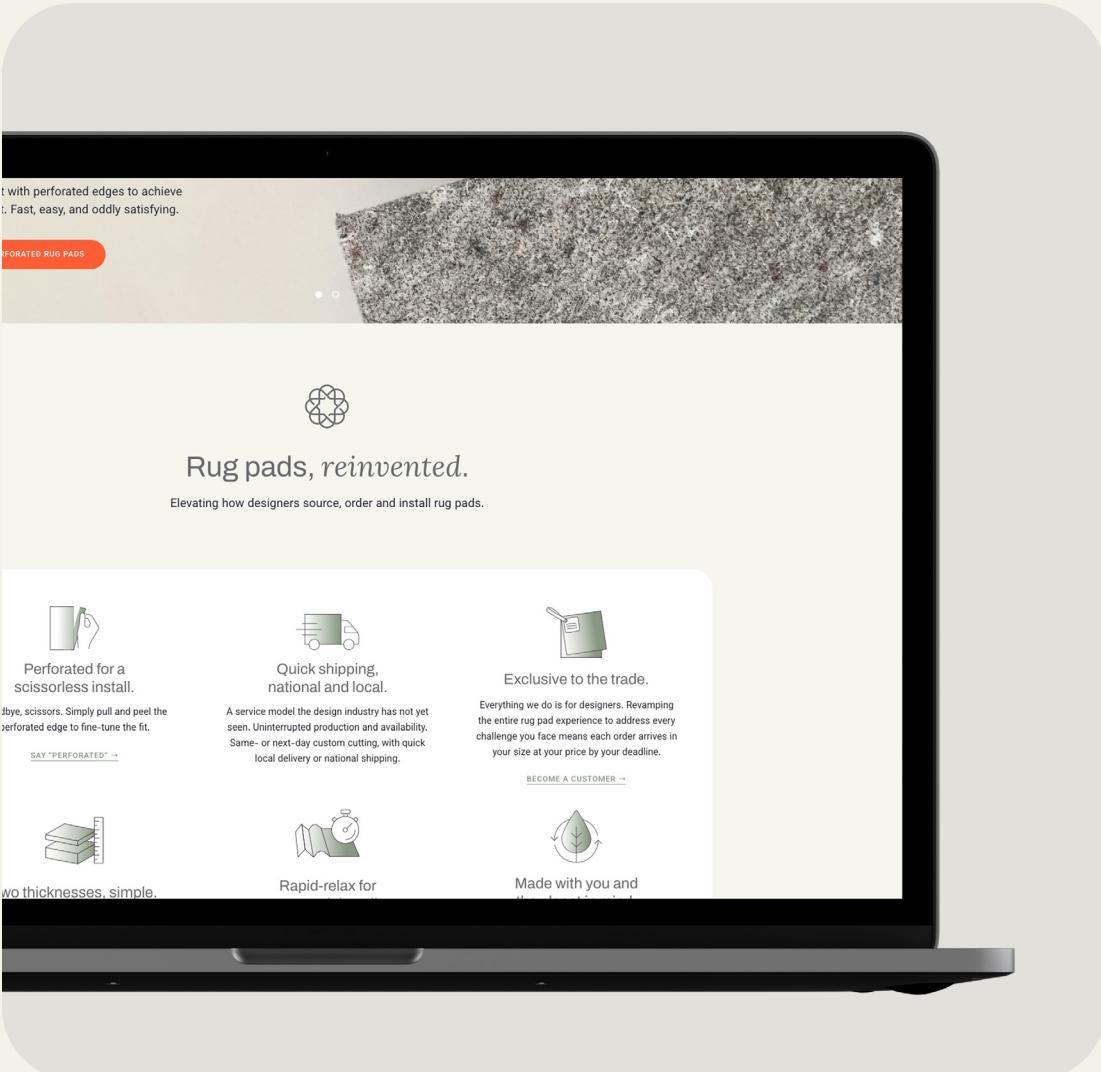
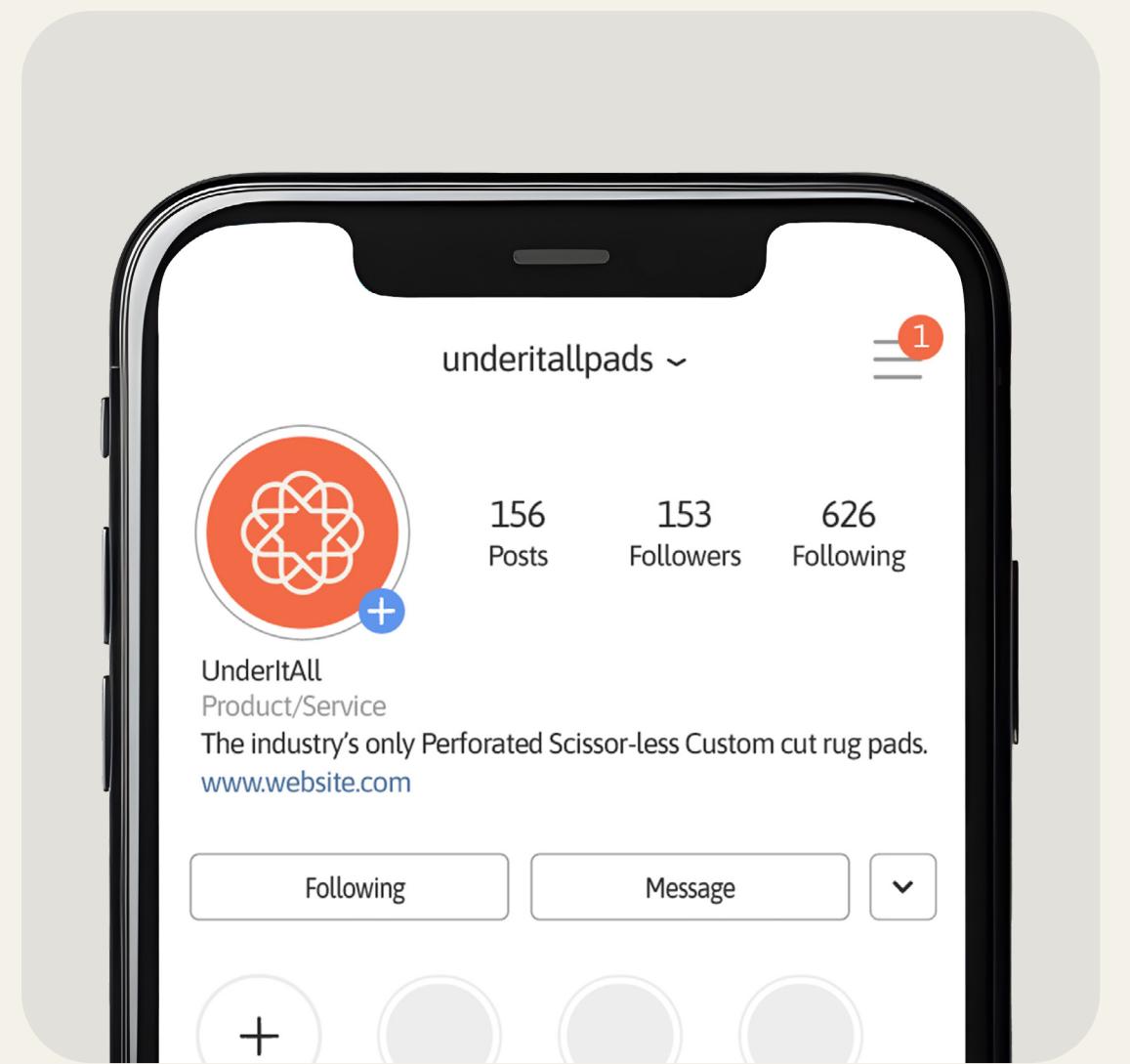
PRIMARY ICON

The tag icon is intended to be placed in the very corner of the frame of the application, touching both edges. (ex: top left corner or bottom right corner)

This is also the preferred icon for social media profile images or any applications where the icon is placed within a circle

SECONDARY ICON

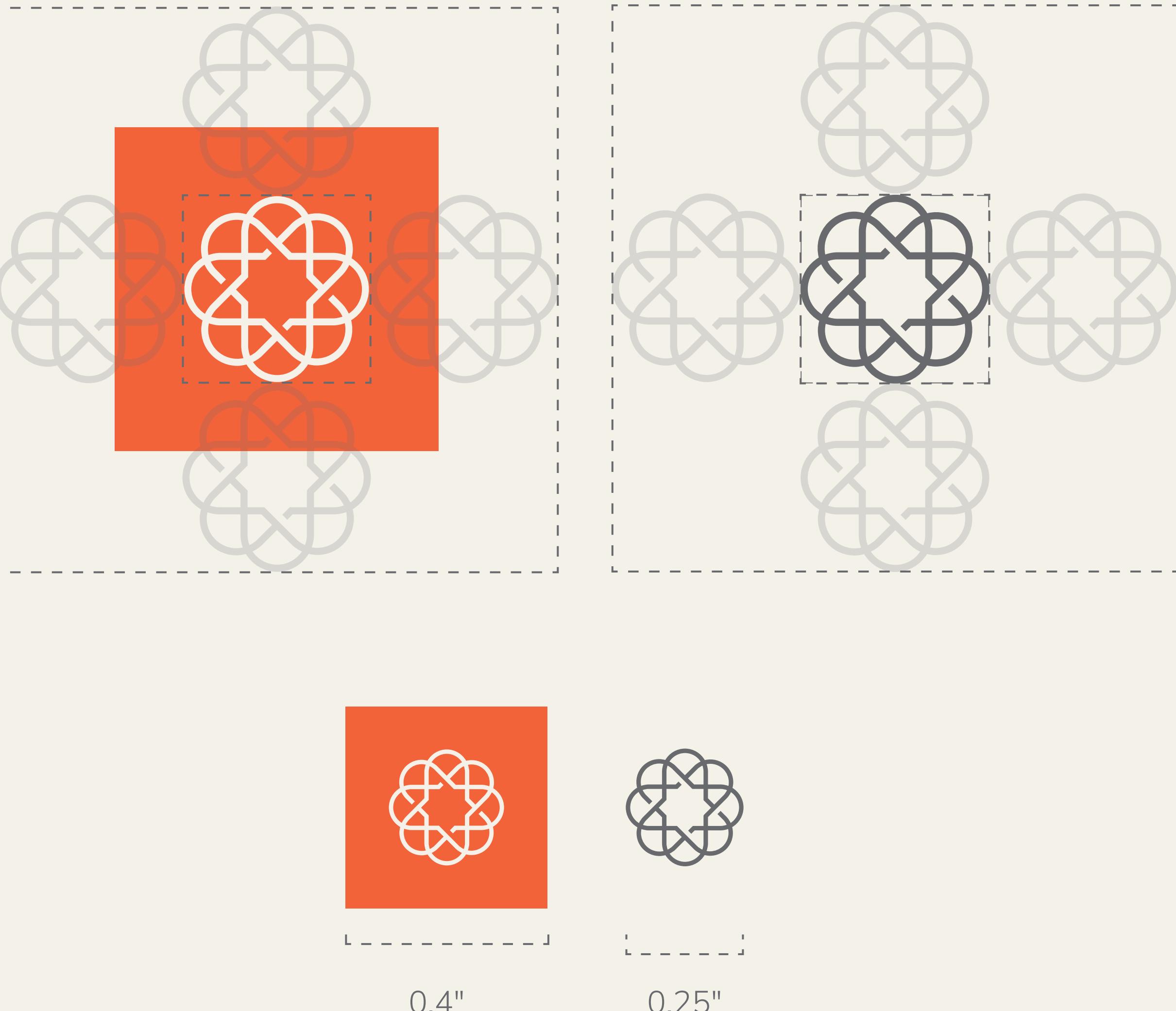
The felt gray icon is intended for secondary use, or when a corner application is not possible. (ex: on a website page or amongst other company logos)



The *brand icon* guidelines.

Minimum size + exclusion zone

In every application of the primary and secondary brand icon, the safe area should be considered to ensure it is not crowded from other elements or boundaries. This can be determined by using the symbol to measure distance when scaling. The general minimum size for the primary tag icon should not be any smaller than 0.4". The minimum size for the secondary icon is 0.25" in width to ensure legibility.



The brand typefaces.

UnderItAll uses three different font families for both print and web applications. Headlines are composed of Archivo Regular with Lora Italic as the accent words. Vazirmatn is used for body copy and the uppercase h3 text styling.



HEADLINES + SUB HEADLINES

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz 1234567890

KERNING

0pts

LEADING

4pts greater than font size

DEFAULT FONT

Arial Regular



HEADLINE ACCENT WORDS

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz 1234567890

KERNING

0pts

LEADING

4pts greater than font size

DEFAULT FONT

Georgia Italic



BODY COPY + H3 TEXT STYLE

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz 1234567890

KERNING

0pts body copy
80pt eyebrow text

LEADING

14pts greater than font size

DEFAULT FONT

Arial + Arial Bold

The brand typography.

When pairing the UnderItAll fonts together there are a few guidelines to follow to ensure visual consistency across branded materials wherever possible. When using a h1 headline that consists of Archivo Regular and Lora Italic, it should be 3X the size of the body copy. In the example shown here, the headline is 60pt, the body copy is 20pt.

STYLING NOTES

Left-aligned text is the preferred formatting for typographic layouts within the UnderItAll brand. Consistency in left alignment maintains brand clarity and readability.

Center-aligned text may be used for emphasis or specific design needs, ensuring it complements rather than dominates. Center-aligned text should be used sparingly.

VAZIRMATN REGULAR: 18pts
LEADING 32pts KERNING 80pts

ARCHIVO REGULAR + LORA ITALIC: 60pts
LEADING 64pts KERNING 0pts

ARCHIVO REGULAR: 32pts
LEADING 36pts KERNING 0pts

VAZIRMATN REGULAR: 20pts
LEADING 34pts KERNING 0pts

VAZIRMATN BOLD: 20pts
LEADING 34pts KERNING 0pts

EXAMPLE H3 TEXT STYLE

Example h1 headline style.

Example of a h2 subheadline.

This is an example of how the body copy should be styled for the UnderItAll brand.

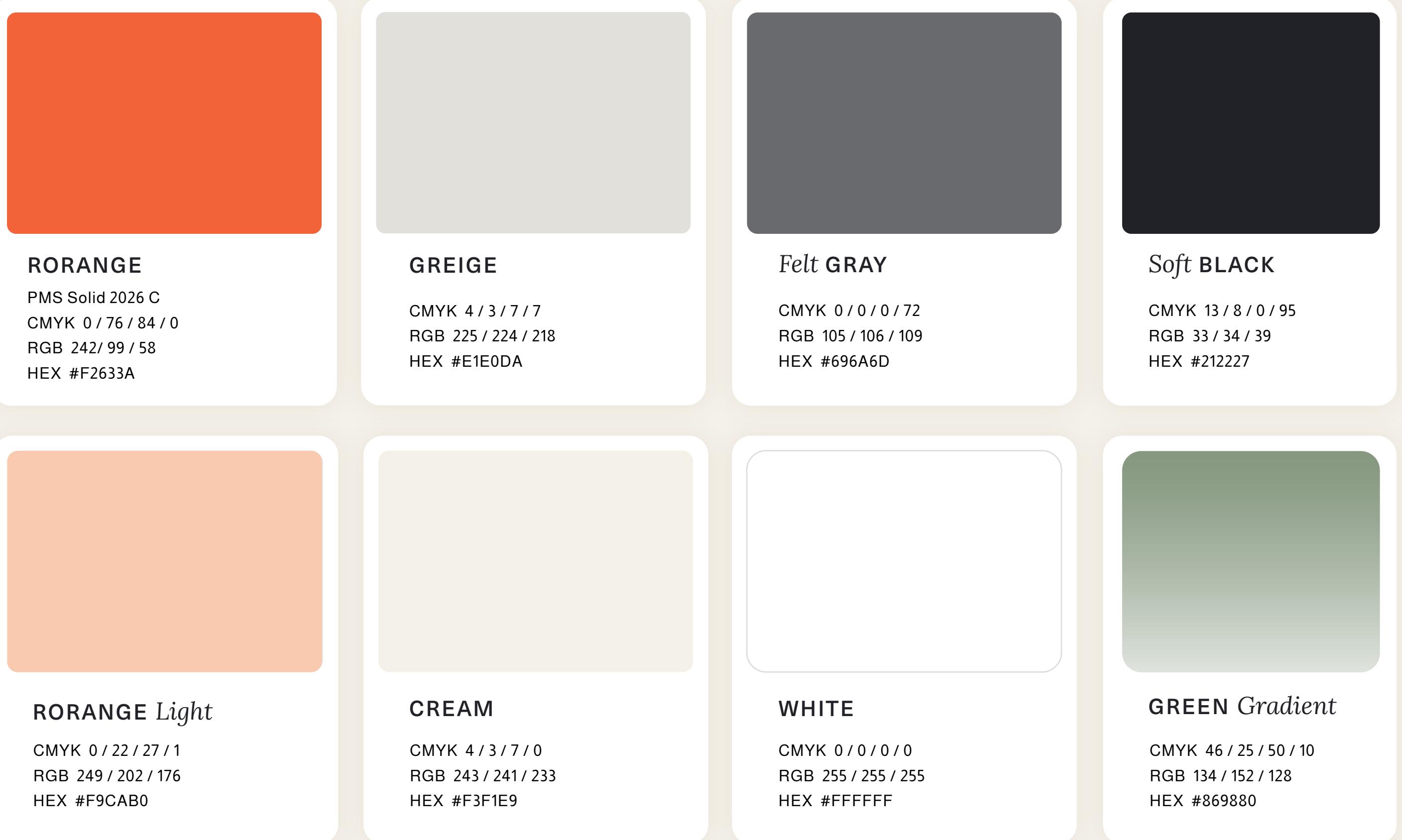
The primary text layout across all applications and marketing materials is left-aligned.

The text box of the body copy rarely extends past the text box of the headline and should be avoided wherever possible.

Sometimes, a bolder weight is required to emphasize or call out body copy within a paragraph. Vazirmatn bold is to be used in these instances.

The color palette.

The color palette for UnderItAll combines vibrant energy with grounded sophistication. A bold mix of red and orange, 'Rorange' infuses the brand with passion and liveliness. Greige and Felt Gray are warm neutrals that complement the natural tones of the rug pad felt. The Green Gradient, to be used sparingly, speaks to the eco story of the brand.



The *imagery* moodboard.

Warm, airy + organic.

This photography style embodies a warm, light, and airy ambiance. Rug pads are shot in a minimally decorated, natural lit room or studio setting that utilizes a neutral palette with wooden accents and greenery. All of which evokes a sense of sustainability, simplicity and approachability. Many images will feature people or hands interacting with the rug pads wearing timeless, neutral attire. To soften the overall aesthetic, round corner image boxes.





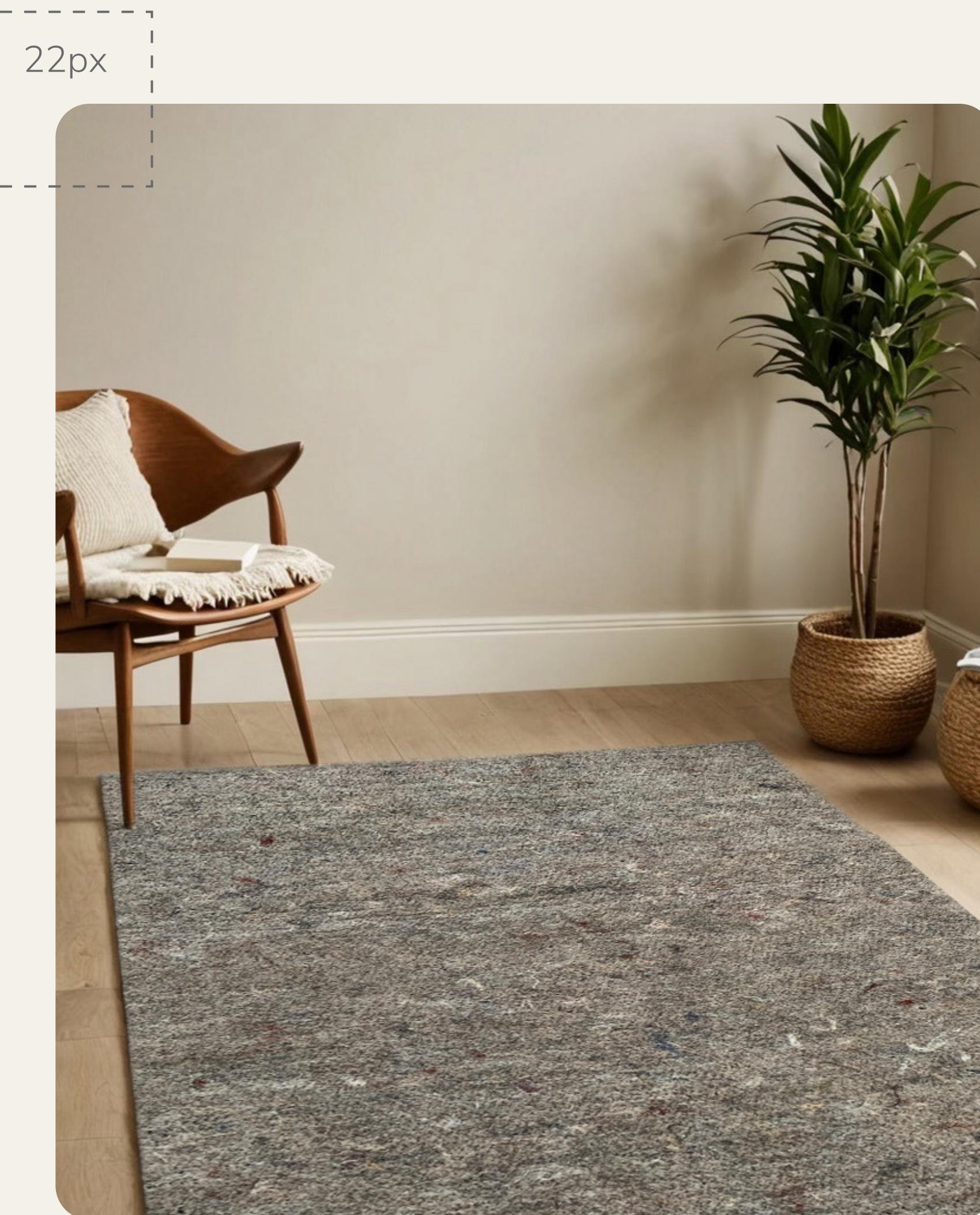
Styling the brand images.

Rounded corner radius + filters

Our imagery styling features rounded corners to maintain a modern and approachable aesthetic. A standard corner radius of 22px is applied to most elements within our applications.

For smaller boxes or elements, a reduced (-50%) corner radius of 11px is used to maintain consistency without overwhelming the design. Scale this corner radius as images become larger to achieve the same look.

Additionally, to ensure a cohesive look across all photography, regardless of source lighting, we often apply a warming filter. This filter adds a subtle warmth that enhances the visual appeal and brand identity. A multiplied overlay layer at 20% opacity with the color #8B5F29 ■ achieves this desired warmth, harmonizing our imagery across various contexts.



BEFORE WARMING FILTER:



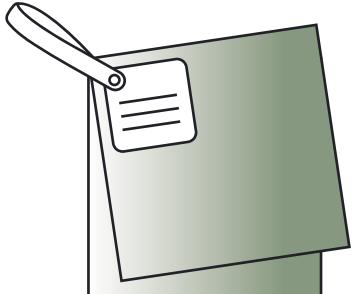
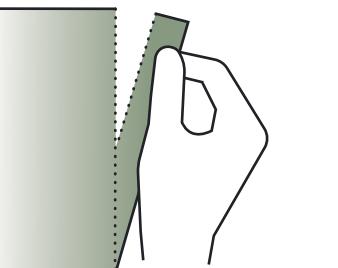
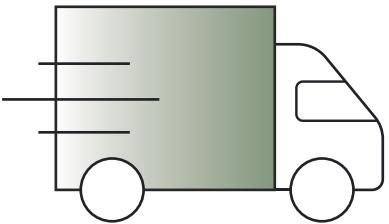
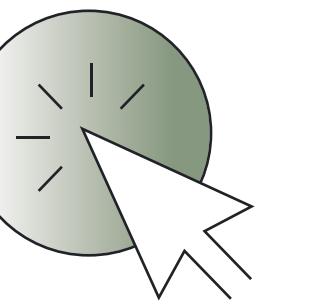
AFTER WARMING FILTER:



The feature icon style.

Customized simplicity.

Icons can be used as a way to call out the main features and benefits of our rug pads. The icon illustration style for UnderItAll captures simplicity and modernity through geometric line drawings, each uniquely customized for our brand. Featuring a distinctive olive green gradient filling a single element in each icon, the designs stand out with a contemporary and ownable aesthetic. These custom-drawn icons not only convey clarity and coherence but also reflect the brand's commitment to a fresh, distinctive visual identity.



STYLING NOTES

The largest element within the icon is to be filled with the green gradient.

Use icons on white backgrounds primarily.

Use the "Outlined Stroke" version of the icons to ensure the line weight scales properly.

The feature *pill* style.

Clear + informative.

When calling out features, they should be highlighted in a clear and informative manner, emphasizing sustainability, convenience, and innovation.

FEATURE CALL-OUT EXAMPLES

100% Recycled Felted Material

Rapid Relax for a Smooth Install

Perfectly Perforated Edges

Custom Cut

Same Day Shipping

Latex Free

STYLING NOTES

The key features are most often used within these pill shapes.

The green gradient is the primary styling for the feature call outs. The secondary styling would be a felt gray border stroke (0.5px) pill shape:

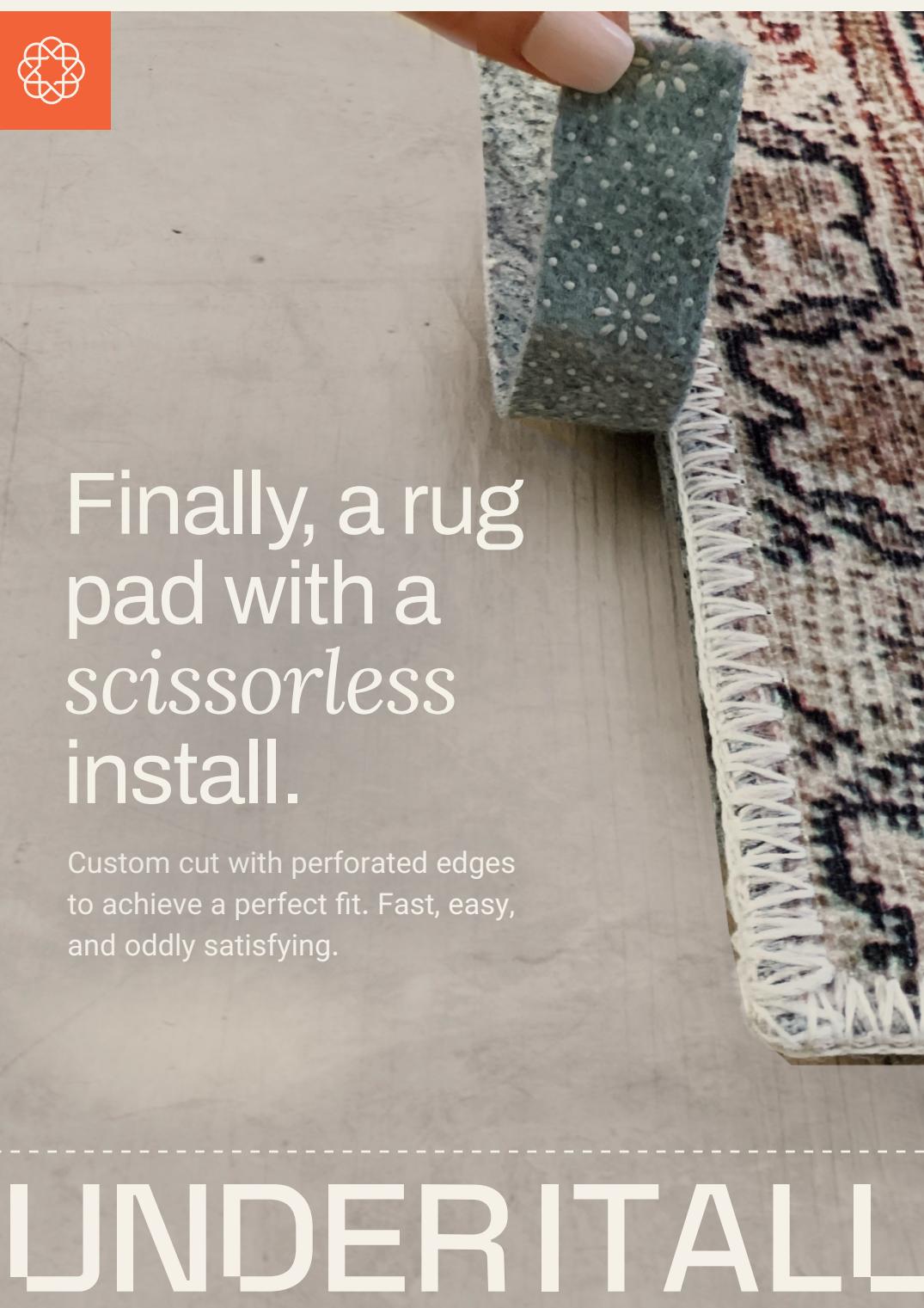
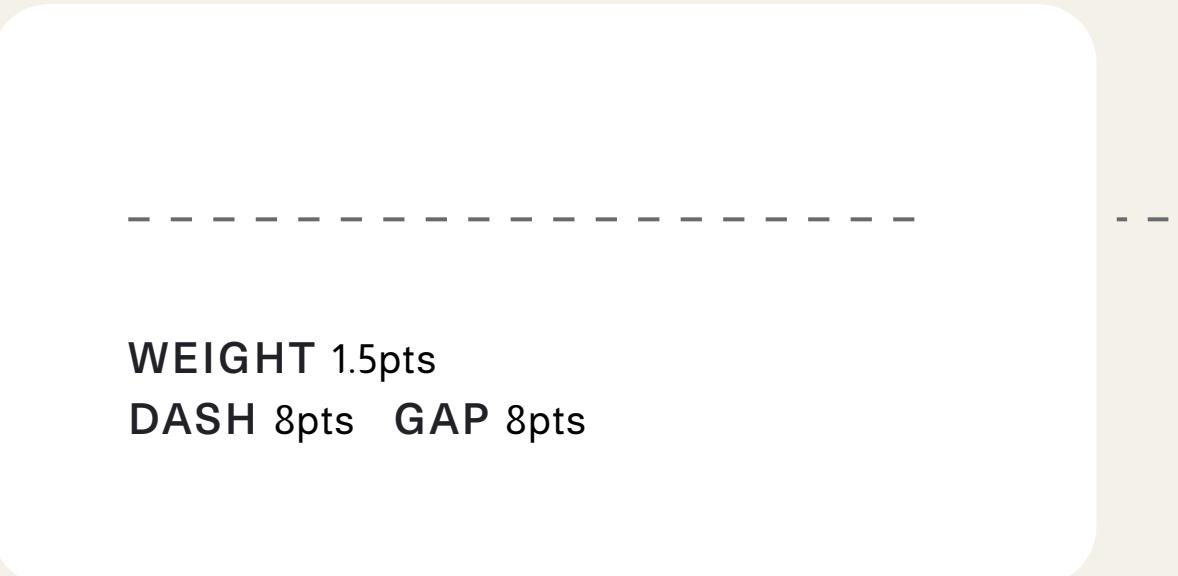
Latex Free

The *perf* line.

Consistent + recognizable.

The dashed line isn't just a design choice—it's a symbolic element inspired by the perforation of our innovative rug pad edges. This perf line serves as a versatile and recognizable brand element.

The perf line can be used in a variety of ways such as along the bottom of an application, paired with our logo, separating text to enhance readability, or calling out key notes and information.



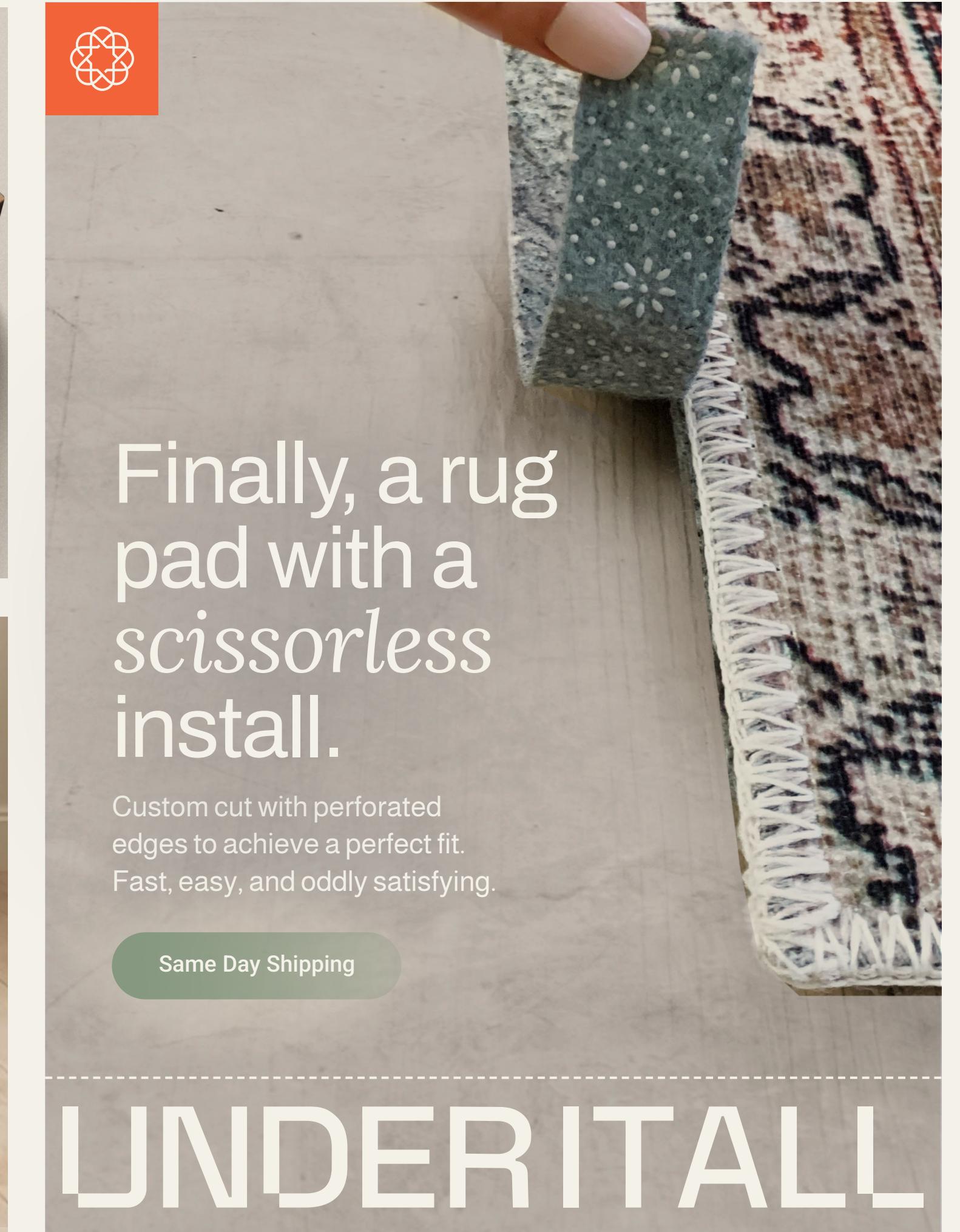
DIGITAL APPLICATIONS

On a standard screen size (1920px x1080px), the dashed stroke should be 1.5pt in weight. The dashed line settings should have 8pt dashes with 8pt gaps.

PRINT APPLICATIONS

For any print applications, it is recommended that the "outlined" version of the perf line is used to maintain visual consistency across the brand. A general guideline for a regular sized printed piece (i.e, postcard or one-pager) is a 0.5pt line weight with 2pt dashes and 2pt gaps.

Some creative examples.



Some social media examples.

