slipgrips®

SLIP-RESISTANT FOOTWEAR

STYLE GUIDE

SLIP-RESISTANT FOOTWEAR

LOGO
SLIPGRIPS
PRIMARY

The 3-color primary logo is the preferred logo for uses across all mediums. It can be used on light or dark backgrounds.

For print, 2-color and 1-color options are available. The 2-color logo should be used on light backgrounds no greater than 50% black only. The 1-color can be reversed to white when used on darker backgrounds greater than 50% black.

3-COLOR:

2-COLOR:

1-COLOR:

LOGO
DRAGONGRIP PRIMARY

The 3-color primary logo is the preferred logo for uses across all mediums. It can be used on light or dark backgrounds.

For print, 2-color and 1-color options are available. The 2-color logo should be used on light backgrounds no greater than 50% black only. The 1-color can be reversed to white when used on darker backgrounds greater than 50% black.

3-COLOR:

2-COLOR:

1-COLOR:

slipgrips®

SLIP-RESISTANT FOOTWEAR

LOGO
MINIMUM SIZE

To make sure logos are always effective and ledgible a minimum size is established and enforced.

Neither the SlipGrips or DragonGrip logo should scale down below .7 inches or 50 pixels wide in all instances across all mediums.

.7-INCH

slipgrips®

SLIPGRIPS PRIMARY

.7-INCH

DragonGrip

DRAGONGRIP PRIMARY

.7-INCH

slipgrips®

SLIPGRIPS PRIMARY Reverse

.7-INCH

DragonGrip

DRAGONGRIP PRIMARY Reverse

LOGO
COLORS

PRINT:

CMYK: Used for 4-color process job

PMS: Used when color matching is required or in 1-, 2- or 3-color specific jobs
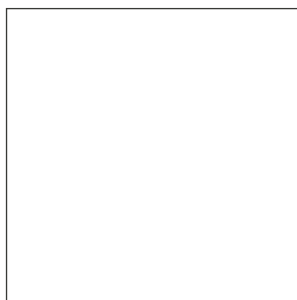
WEB:

RGB:

HEX:

CMYK: 10/100/78/2
PMS: 199
RGB: 214/8/59
HEX: d6083b

CMYK: 70/61/64/56
PMS: 447
RGB: 52/55/53
HEX: 343735

CMYK: 0/0/0/0
PMS: White
RGB: 255/255/255
HEX: ffffff

TYPOGRAPHY

By adhering to typo-graphic conventions, we guarantee that our digital communications are clean, professional and consistent.

For all headers and titles, use Gotham Black or Bold font.

For all paragraph ansd small text copy, use the Gotham Medium or Book font.

SLIPGIPS
WORK THE FLOOR
Slip-resistant footwear that keeps you on your feet.

AA

GOTHAM BLACK
Headers

AA

GOTHAM BOLD
Sub-Headers

AA

GOTHAM MEDIUM
Paragraph

AA

GOTHAM BOOK
Paragraph