alu-rex

Graphic Standards Guide

PROFESSIONAL NETWORK

The purpose of this guide is to ensure adherence to Alu-Rex's visual identity standards as well as integrated, uniform, effective use of its image. It is therefore crucial that its visual identity be used consistently, in compliance with established standards, without modification, improvisation, or interpretation.

Alu-Rex creates, manufactures, imports, and markets gutter fastening systems, gutter accessories, and many other innovative products designed to simplify the lives of professional installers and homeowners in Canada and abroad. Founded by professionals, Alu-Rex stands out for its in-depth —knowledge of the industry. At Alu-Rex, our long-term vision is to become one of the largest creators, manufacturers, distributors, and marketers of superior-quality, value-added products in the home building and maintenance markets.

Our high-quality products, teamwork, and innovative marketing strategies have made us the industry leader.

Visual Identity

The creative concept developed to graphically identify Alu-Rex is based on two graphic elements: the perforated diamond that represents products manufactured by Alu-Rex and the blue colour that is reminiscent of divinity in all mythologies.

The “Alu” in Alu-Rex refers to aluminum, while “Rex” means king in Latin. The selected typeface is upright, simple, and bold. It calls to mind the solidity, strength, and robustness of Alu-Rex products. The grey colour symbolizes aluminum, the raw material the company uses to manufacture its products.

Buffer Zone

A buffer zone must be left around the entire logo to guarantee its impact.

The “e” in the Alu-Rex signature is the size that has been selected to provide an appropriate amount of space around the logo.

No graphic or typographic element may appear in this buffer zone.

Typography

To ensure the consistency of Alu-Rex's visual identity while optimizing readability and the quality of all print communications and promotions, we recommend the use of Helvetica Neue typeface, as per the Alu-Rex logo.

Helvetica Neue

ABCDEFGHIJKLMNOPQR
STUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz

Helvetica Neue (Bold)

ABCDEFGHJKLNOPQR
STUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz

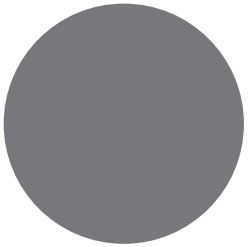
Pantone, CMYK, and RGB Colours

The Alu-Rex logo is made up of two Pantone colours. It can be printed on a black or white background.

For proper reproduction of the Alu-Rex logo, the chart opposite provides standard combinations of the selected colours.

The colours are shown with their Pantone numbers and their four-colour printing (CMYK) and RGB equivalents. The other colour systems must be adjusted according to the specifications indicated.

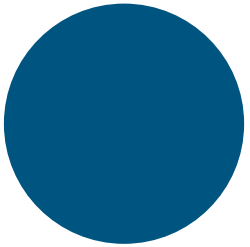
No colour may be modified or changed.



65 % Black

C0
M0
Y0
K65

R35
G31
B32



Pantone 302

C100
M25
Y0
K50

R0
G84
B128

Black and White

For proper reproduction of the Alu-Rex logo, colours are printed in screened black. The logo can be printed on a white background.

The chart opposite provides the selected black screens.

Using a reverse (white) logo on a solid dark background is also allowed.

65 % Black	Black
C58	**C**100
M51	**M**25
Y51	**Y**0
K20	**K**50
R104	**R**0
G104	**G**84
B102	**B**128

Different Versions

Whatever version is used, the visual identity must be reproduced to optimize readability. The background must therefore provide sufficient contrast.

The following examples illustrate the colour intensity of the background on which each version of Alu-Rex's visual identity can be used.

Colour logo on a light background

White logo on a dark background

Black logo on a light background

Incorrect Uses

The following are examples of uses that should be avoided.

When situations not covered by this guide arise, it is important to utilize good judgment and taste. If in doubt, contact our Marketing Department.

Never change the placement of the symbol or typographic signature.

Never modify the font.

Never reverse the official colours of the symbol and typographic signature.

Never use the visual identity on an insufficiently contrasting background.

Visual Identity

The creative concept developed to graphically identify the Alu-Rex Pro Series is based on two graphic elements that cannot be separated: the perforated diamond that represents products manufactured by Alu-Rex and the blue colour that is reminiscent of divinity in all mythologies.

The “Alu” in Alu-Rex refers to aluminum, while “Rex” means king in Latin. The selected typeface is upright, simple, and bold. It calls to mind the solidity, strength, and robustness of Alu-Rex products. The grey colour symbolizes aluminum, the raw material the company uses to manufacture its products.

The Alu-Rex Pro Series features two product lines that are specially manufactured for professional installers. The brand is highly respected and sought after for its quality.

alu-rex
PRO SERIES

Buffer Zone

A buffer zone must be left around the entire logo to guarantee its impact.

The “e” in the Alu-Rex signature is the size that has been selected to provide an appropriate amount of space around the logo.

No graphic or typographic element may appear in this buffer zone.

Typography

To ensure the consistency of the Alu-Rex Pro Series visual identity while optimizing readability and the quality of all print communications and promotions, we recommend the use of Helvetica Neue typeface, as per the Alu-Rex logo.

The NeverSayDie font adds an appealing professional dynamic to the Pro Series line.

Helvetica Neue

ABCDEFGHIJKLMNOPQR
STUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz

Helvetica Neue (Bold)

ABCDEFGHJKLMNOPQR
STUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz

NeverSayDie

ABCDEFGHJKLMNOPQR
STUVWXYZ
abcdefghijklmnopqr
stuvwxyz

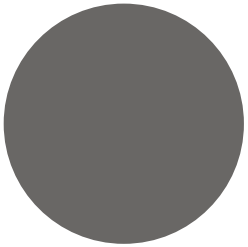
Pantone, CMYK, and RGB Colours

The Alu-Rex Pro Series logo is made up of two Pantone colours. It can be printed on a black or white background.

For proper reproduction of the Alu-Rex Pro Series logo, the chart opposite provides standard combinations of the selected colours.

The colours are shown with their Pantone numbers and their four-colour printing (CMYK) and RGB equivalents. The other colour systems must be adjusted according to the specifications indicated.

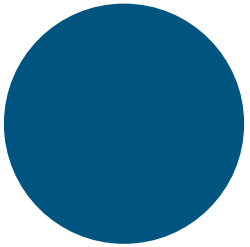
No colour may be modified or changed.



Pantone (metallic) 8402

C58
M51
Y51
K20

R104
G104
B102



Pantone 302

C100
M25
Y0
K50

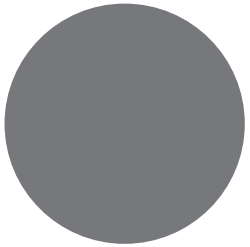
R0
G84
B128

Black and White

For proper reproduction of the Alu-Rex Pro Series logo, colours are printed in screened black. The logo can be printed on a white background.

The chart opposite provides the selected black screens.

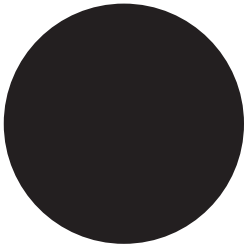
Using a reverse (white) logo on a solid dark background is also allowed.



65% Black

C58
M51
Y51
K20

R104
G104
B102



Black

C100
M25
Y0
K50

R0
G84
B128

Different Versions

Whatever version is used, the visual identity must be reproduced to optimize readability. The background must therefore provide sufficient contrast.

The following examples illustrate the colour intensity of the background on which each version of the Alu-Rex Pro Series's visual identity can be used.

Colour logo on a light background

White logo on a dark background

Black logo on a light background

Incorrect Uses

The following are examples of uses that should be avoided.

When situations not covered by this guide arise, it is important to utilize good judgment and taste. If in doubt, contact our Marketing Department.

Never change the placement of the symbol or typographic signature.

Never modify the font.

Never reverse the official colours of the symbol and typographic signature.

Never use the visual identity on an insufficiently contrasting background.

Visual Identity

The T-Rex and Gutter Clean System lines feature products for gutter professionals. For maximum impact, the originals must always be used. The examples opposite illustrate the only acceptable versions of the logos.

In the colour version of the logos, grey (80% black) is used, and in the black and white version, 100% black is used.

t rex®

gutter clean®

Typography

To ensure the consistency of the T-Rex and Gutter Clean System lines' visual identity while optimizing readability and the quality of all print communications and promotions, we recommend the use of Helvetica Neue typeface, as per the T-Rex and Gutter Clean System logos.

Helvetica Neue

ABCDEFGHIJKLMNOPQR
STUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz

Helvetica Neue (Bold)

ABCDEFGHJKLNOPQR
STUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz

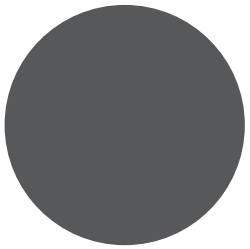
CMYK Colour

The logos are made up of grey. They can be printed on a black or white background.

For proper reproduction of the T-Rex and Gutter Clean System logos, the chart opposite provides standard combinations of the selected colours.

The colour is shown with its four-colour printing (CMYK) numbers. The other colour systems must be adjusted according to the specifications indicated.

No colour may be modified or changed.



Grey

C0
M0
Y0
K80

Black and White

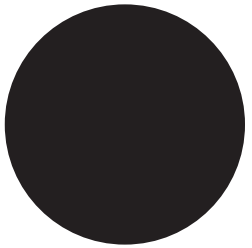
For proper reproduction of the T-Rex and Gutter Clean System logos, colours must be printed in opaque black. They can be printed on a white background.

The chart opposite provides the selected black screen.

Using reverse (white) logos on a solid dark background is also allowed.

t rex®

gutter clean®



Black

C0
M0
Y0
K100

Different Versions

Whatever version is used, the visual identity must be reproduced to optimize readability. The background must therefore provide sufficient contrast.

The following examples illustrate the colour intensity of the background on which each version of the T-Rex and Gutter Clean System logos can be used.

Colour logo on a light background

White logo on a dark background

Black logo on a light background

Incorrect Uses

The following are examples of uses that should be avoided.

When situations not covered by this guide arise, it is important to utilize good judgment and taste. If in doubt, contact our Marketing Department.

Never change the placement of the symbol or typographic signature.

Never modify the font.

Never change the official colours of the symbol and typographic signature.

Never use the visual identity on an insufficiently contrasting background.

Old Logos

To ensure uniformity in the visual identity of the T-Rex and Gutter Clean System lines and guarantee consumer recognition, the new logos should be used. The previous versions shown here are no longer used.

Current versions

Previous versions

Corporate Photos

These photos are for the exclusive use of the Alu-Rex Pro Series. They remain the property of the company and may in no case be used by installers, distributors, or customers.

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Photo of Three Men Hanging by Their Arms

This photo of three men hanging by their arms is a good illustration of the solidity of T-Rex. It may be used by professional installers to supplement their marketing documents.

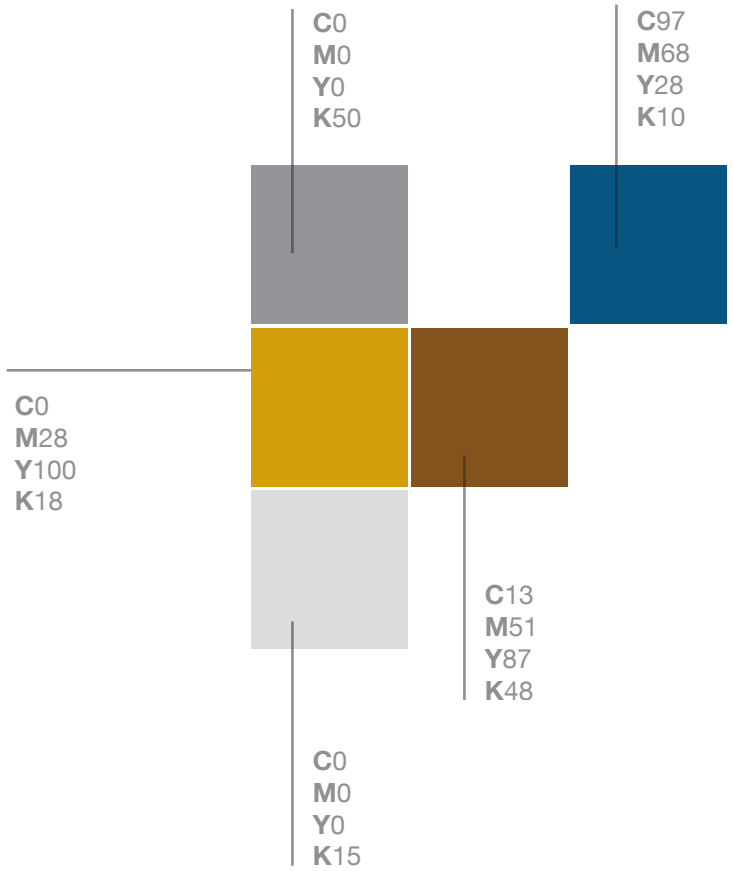
For proper reproduction, we recommend using the photo as is, with no colour adjustments. If the photo needs to be cropped, it is important to utilize good judgment and taste. You may request our Marketing Department's opinion at any time.

Graphic Elements

The squares are a key element of all graphic communications aimed exclusively at professional installers.

The squares are used to attract attention, structure content, create layouts, frame images, and serve as bullet points in lists.

The colour of the squares is identical in all documents.



Visual Communication

The following pages contain several examples of layouts from previously published visual communication pieces. These pieces were graphically designed using the elements presented in this document to ensure the consistency and strength of the Alu-Rex image.

If you have questions or would like more information, don't hesitate to contact our Marketing Department.

Loyalty program launch

Large-format poster

Ad

ALU-REX PRO SERIES LOYALTY PROGRAM
PROGRAMME DE FIDÉLITÉ ALU-REX PRO SERIES

REWARDS
INSIDE

RÉCOMPENSES
À L'INTÉRIEUR

alu-rex
Pro Series

Label on product boxes

Insert

Other Logos

alu**perf**™

flex **seal**

winter **shield**℠

dura**shield**℠

roll**back**℠

auto**clip**℠

Slogans

Once and for all . . . It’s the right choice!

The Mighty Gutter Fastener

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