

ANZA PRO BRAND GUIDELINES

VERSION 1.1
SEPTEMBER 2022



ANZA PRO

THE BRAND FOR PROFESSIONAL PAINTERS

As the name implies, Anza Pro is aimed solely at professional painters. To distinguish Anza Pro from Anza, the brand has its own graphic style, imagery and typography, as well as its own tagline — “We know what it takes.”

It is important to know that Anza Pro has three levels of communication, called Emotional, Functional and Product. See page 5 for more information.

WE KNOW WHAT IT TAKES

Our tagline communicates that we understand what it takes to be a professional painter, and what it takes to create the best painting tools for them. Economics, efficiency and ergonomics are always at the top of their minds. As a supplier of painting tools, we need to keep developing our products to make their job easier. With our extensive research, our R&D and our focused design efforts, we will always be working to prove that our tagline is true.

A PLATFORM FOR ALL COMMUNICATION

The brand guidelines exist to strengthen Anza Pro and keep the brand consistent in all communication. A brand offering high-quality products should also keep a high quality in its visual appearance and messaging. On the following pages, you will find rules on how to use our logotype, tagline, colours, images and more. The rules are simple but important, as they are the platform for all our communication.

THREE LEVELS OF COMMUNICATION

Emotional. In our Emotional communication, we pay tribute to the professional painters by showing that we are close to them and that we understand their everyday challenges. The Emotional level is used purely for brand-building.

Functional. Our Functional communication shows our focused efforts to support the painters. Research, product development and design are all parts of our hard work to earn a place in their toolbox. The Functional level shows why Anza exists and positions us as a premium brand on the market.

Product. The Product level communicates the individual Anza Pro products and their use. This level is where most our marketing material belongs, like POS material, advertising and campaigns.

ANZA PRO BRAND MANUAL

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01. LOGOTYPE

PRIMARY LOGOTYPE

The logotype is designed to make a strong and serious impression. It is also easily recognizable in any size and surroundings.

The logo uses the original Anza logo with the word Pro added to create a balanced, confident and timeless whole.

A horizontal orientation of the logo is preferred. Its colour should always be white on dark backgrounds, and black on light backgrounds.



SECONDARY LOGOTYPE

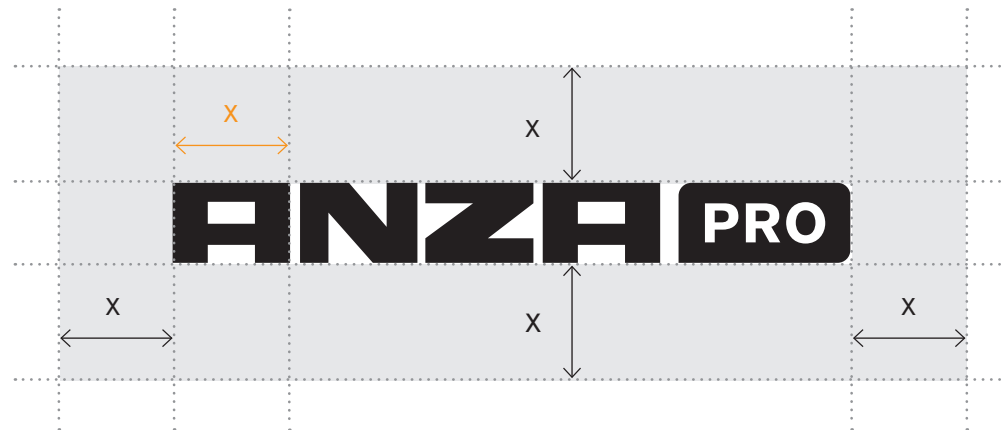
The vertical logo is to be used only in special cases, i.e. when the horizontal space is limited. Make sure that the size is big enough to make the word "Pro" readable.



FREE SPACE

The logo needs to be surrounded by some free space to have the best appearance and to function as a clear means of communication. Regardless of size, the free space in every direction should be at least as large as the letter A in the logo.

Always aim for placing the logo in the lower right corner in advertising, POS material, etc. (See examples on the following pages.)



LOGO WITH BRAND PROMISE

Sometimes the logo needs to serve as the sole messenger. In those cases, we can still communicate our identity and target group by using the logo that includes our brand promise. The guidelines for its use, including free space, are the same as for the primary logotype.


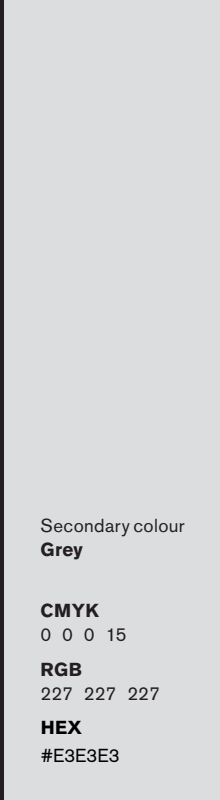
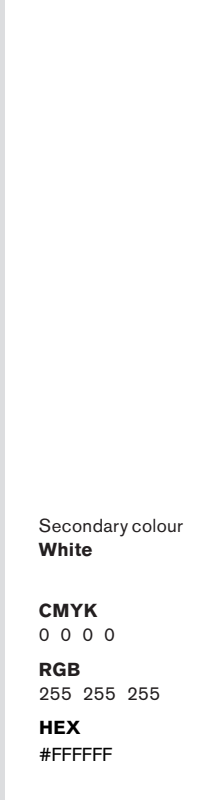



Use this smaller version when the width of the logo needs to be less than 50 mm.

02. COLOURS

COLOUR PALETTE

Black, grey and white are the primary colours for our graphic elements. Orange can be used as accent colours in presentations and marketing.

			
Primary colour Black	Secondary colour Grey	Secondary colour White	Accent colour Orange
CMYK 0 0 0 100	CMYK 0 0 0 15	CMYK 0 0 0 0	CMYK 0 50 100 0
RGB 0 0 0	RGB 227 227 227	RGB 255 255 255	RGB 243 146 0
HEX #000000	HEX #E3E3E3	HEX #FFFFFF	HEX #F39200

03. TYPOGRAPHY

TYPOGRAPHY

To further distinguish Anza Pro from Anza, we use a unique headline font. It is from the same font family that Anza uses, Akzidenz-Grotesk, but a condensed cut.

Text should ideally be in black or white, with highlights in orange if needed.

ABC 123

HEADLINE / **BEBAS NEUE**

**Being a painter is a balancing act.
On one hand you have to deliver
quality work on a tight schedule.
On the other hand you must be
careful not to wear yourself out.**

PREAMBLE / **AKZIDENZ GROTESK PRO MEDIUM**

BODY COPY / **AKZIDENZ GROTESK PRO REGULAR**

Being a painter is a balancing act. On one hand you have to deliver quality work on a tight schedule. On the other hand you must be careful not to wear yourself out.

You're the pro — and we work hard for our place in your toolbox. The economics and ergonomics of painting are always at the top of our minds.

During the workday, we want to be you prolonged arm. When the week is done, we want to be your well-preserved back, your soft wrist and your flexible shoulders.

Behind each new Anza Pro tool there are many hours of research, development, designing and testing — all helped along by the fact that many of us have been painters ourselves.

But like we said, you're the pro. That's why our tools are always tested in the field by experienced painters. It's only after their approval that we feel confident to pass it on. From our hands to yours.

From pro to pro.

SECONDARY FONTS

These typefaces are used when the typefaces on the previous page are not available. This is the case, for example, in Powerpoint presentations and internal communication.

Arial Narrow (for headlines) and Arial Regular are close to the look of Akzidenz and the fonts are included as standard on most computers.

ABC123

HEADLINE / **ARIAL NARROW**

Being a painter is a balancing act.
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quality work on a tight schedule.
On the other hand you must be
careful not to wear yourself out.

PREAMBLE / **ARIAL REGULAR**

BODY COPY / **ARIAL REGULAR**

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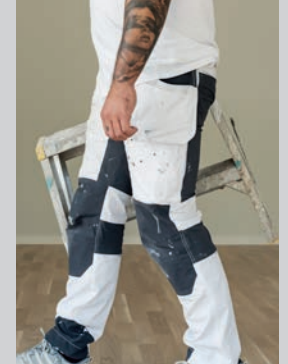
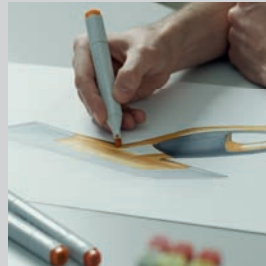
From pro to pro.

04. IMAGERY

ANZA PRO IMAGERY IN GENERAL

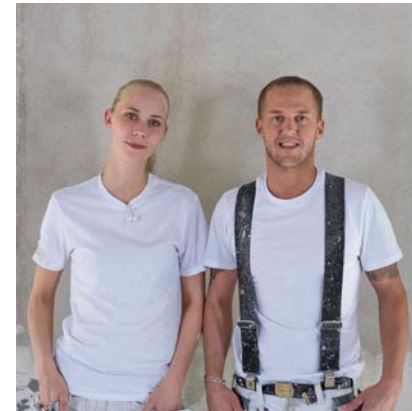
Images are an important part of our communication. Anza Pro is a high-quality brand for professionals, and this must be reflected by our images.

All images should be made by professional photographers and have sufficient resolution. Consistent lighting and grading are also crucial.



EMOTIONAL IMAGERY

With our Emotional images, we show that we know and understand the everyday life of professional painters as they work to deliver quality results on a tight schedule. Their work makes a difference for people and places. Their work requires persistence and dedication – but there is also a lot of pride in it.



FUNCTIONAL IMAGERY

Our Functional images show that all our products are made with a clear purpose in mind. We also want to express the many hours of research, development, testing and design that goes into each product.



PRODUCT IMAGERY

With the Product images, we bring attention to individual products and their use. We show our products as heroes against different backgrounds with careful lighting enhancing their quality and features. Product-in-use images should focus on clarity so the ergonomics, finish and smartness of the tools can be easily understood.



ANZA PRO

WE KNOW WHAT IT TAKES