SynSisal®

SISAL WITHOUT LIMITS

BRAND GUIDE

Curran
WORLDWIDE, B.V.

INTRODUCING SYNSISAL®

We are a proud family-owned business with more than 30 years of experience in the flooring industry. Inspired by the timeless beauty of natural fibers, we offer a collection of premium natural-look floor coverings suitable for use in commercial and hospitality spaces.

Located in Seattle, New York, and The Netherlands, we support our global customers to elevate their projects with our exclusive assortment of made-to-size area rugs and carpets.

In this helpful guide, you will find design resources for positioning SynSisal® as a global luxury brand.

For support, please contact our marketing team at marketing@synsisal.com

BRAND VISION & KEY MESSAGE

Tagline: Sisal Without Limits

    Message 1: Residential look, commercial grade
    Message 2: Beauty and durability
    Message 2: Superior strength with softness underfoot

Vision:

The SynSisal® look and feel is focused on quality and high design. Across all marketing touchpoints, SynSisal® is represented with high quality, aspirational photography featuring the product in true-to-life settings.

The SynSisal® logo and fonts are modern and practical, but also artistic. Logos or insignia are attached to many beauty images, but are also included in a way so as not to detract from the image itself.

Voice:

The SynSisal® language and tone of voice is characterized as:

    Elevated
    Confident
    Educated
    Natural
    Artistic

Registration mark '®' is required with any use of the SynSisal® logo or SynSisal® brand name in written text.

BRAND COLORS | PRINT & WEB

The following brand colors are to be used to represent SynSisal® across all marketing collateral. Examples of collateral include but are not limited to business cards, postcards, flyers, packaging, labels, email signatures, promotional email, social media posts, paid media and website features.

PRINT: cmyk 0/19/91/0   PMS 1225C | 115U

HEX: FFCD2E

RGB: 255/205/46

PRINT: cmyk 56/46/44/15   PMS 425C | 425U

HEX: 717376
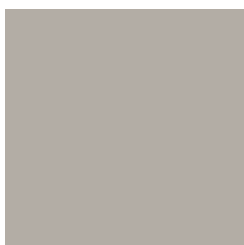
RGB: 13/115/118

PRINT: cmyk 41/32/32/0   PMS 422C | 422U

HEX: 9EA0A2

RGB: 158/160/162

PRINT: cmyk 15/15/20/20   PMS warm gray 7C | warm gray 6U

HEX: B3ADA5

RGB: 179/173/165

LOGO & USAGE

Under no circumstances should the logo in part or entirety be recreated. All logo formats and styles will be supplied by Curran sisalcarpet.com and should NOT be amended or altered.

PRIMARY LOGO

These 3 color versions are to be used as our first choice against a white or light background. There must be enough contrast between background color and the 3 colors present in these primary logos. Please use the version with the tagline as much as possible.

WITH TAGLINE

Horizontal

SynSisal®

SISAL WITHOUT LIMITS

Vertical

SynSisal®

SISAL WITHOUT LIMITS

WITHOUT TAGLINE

Horizontal

SynSisal®

Vertical

SynSisal®

SECONDARY LOGO

These reversed 2-color logos are only to be used against dark backgrounds or simple images. There must be enough contrast between background color and the two colors, yellow and white. Please use the version with the tagline as much as possible.

WITH TAGLINE

WITHOUT TAGLINE

LIMITED USE VERSIONS

These limited 1 and 2 color versions are only to be for print use when there is limited ink color options.

ALL BLACK

ALL YELLOW

2 COLOR TYPE

SYNSISAL® INFINITY INSIGNIA ALONE

These SynSisal® infinity icons are used in instances such as placing the brand on an image, as a simple brand identifier.

FONTS

Butler Bold

Untitled Sans Regular

MINIMUM SIZE

To ensure legibility of all typographic components, the logo should never be reduced below the width sizes illustrated below and the tagline, 'Sisal Without Limits' should always be at a size that is legible. For prominence, a protective zone of free space must be left all the way round the logo equal to the height of the logo itself.

Print: 45mm or 1.75" wide

Web: 235 pixels wide

Print: 38mm or 1.5" wide

Web: 160 pixels wide

Print: 38mm or .5" wide

USAGE RULES: DO'S

1. Use the logo on white background or reversed out in white or grey according to the the approved logo color formulas

2. Always allow a minimum space similar to the height of the logo around all sides of the logo. This preservation of white space will allow the brand to speak and not get cluttered.

3. Do not make certain versions of the logo too small, especially when using the reversed versions of the logo. If logos are reduced too much, readability will be affected. Always use the minimum size guidelines outline on page 9.

Print: 45mm or 1.75" wide

Web: 235 pixels wide

Print: 38mm or 1.5" wide

Web: 160 pixels wide

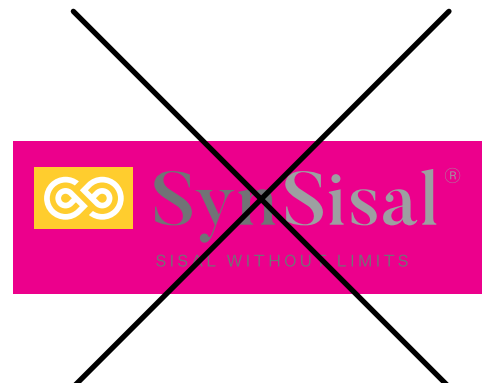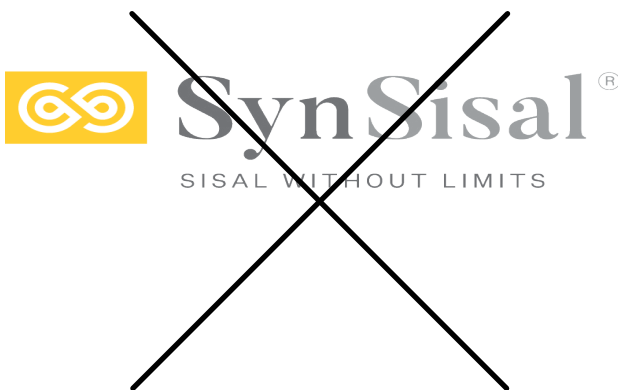Print: 38mm or .5" wide

Web: 48 pixels wide

4. When placing the logo on top of beauty images, place in an area without extraneous 'noise' in which the logo maintains legibility

USAGE RULES: DONT'S

1. Do not squish, stretch, rotate, or warp the logotype in any way. Preserve the aspect ratio at all times.

2. Do not use an unnatural color or a busy image as a background.

3. Do not use an unnatural color or a busy image as a background Do not use the SynSisal brand name or logo in conjunction with an image or video that is not SynSisal.

4. Do not use the SynSisal brand name or logo in conjunction with an image or video that is not SynSisal.