

BREIT BOYS & TOW SKIM

Marketing Guidelines 2014

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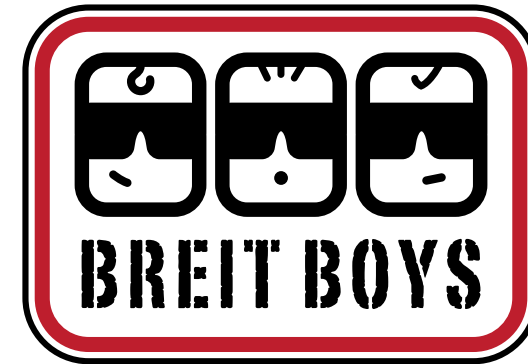
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Introduction

The Briet Boys and Tow Skim logos have been developed to encapsulate our company ethos: Innovative, bright and fun.

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Towskim Taglines, URL and Hashtag

Tagline

DON'T GET PUSHED AROUND...
GET PULLED!

The tagline can be used with the logo (see page 1). It can also be used separately in a logotype format (above) or it can be used as plain text in single colour or using the colours shown in this example.

Hashtag

i'd rather #towskim

The hashtag must be immediately before the word 'towskim' with no spaces. The hashtag can be used in a logotype format (above) or it can be used as plain text in single colour or using the colours shown in this example.

All logo and tagline artworks may be obtained from markbriet@towskim.com

URL

 TOWSKIM.COM

The URL can be used in a logotype format (above) or it can be used as plain text in single colour or using the colours shown in this example.

Improper Usage



~~DON'T GET PUSHED AROUND...
GET PULLED!~~

~~ TOWSKIM.COM~~

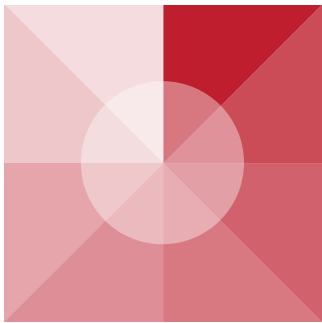
~~ TOWSKIM.COM~~

~~ TOWSKIM.COM~~

Please do not place any tagline, url or hashtag over complicated backgrounds. Please do not alter the colours of the logotypes, distort or add effects.

Breit Boys Logo

Colours



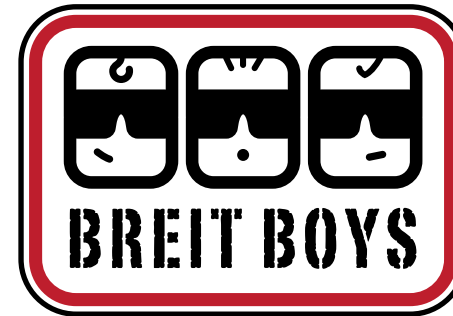
Breit Boys Red

C: 15 M: 100 Y: 90 K: 10

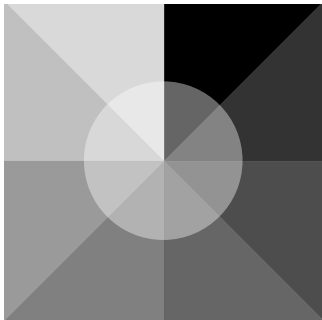
Pantone: 7621 C

R: 190 G: 30 B: 45

Hex: BE1E2D



Colour logo



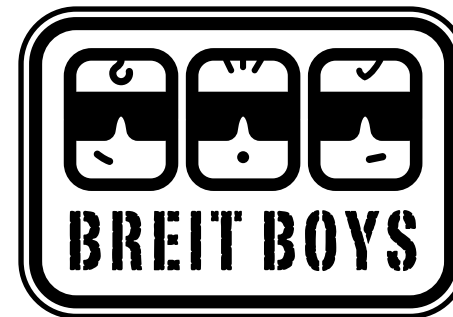
Breit Boys Black

C: 0 M: 0 Y: 0 K: 100

Pantone: Proc Black C

R: 0 G: 0 B: 0

Hex: 000000



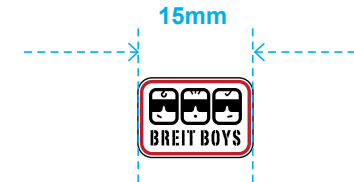
Mono logo

Breit Boys Logo

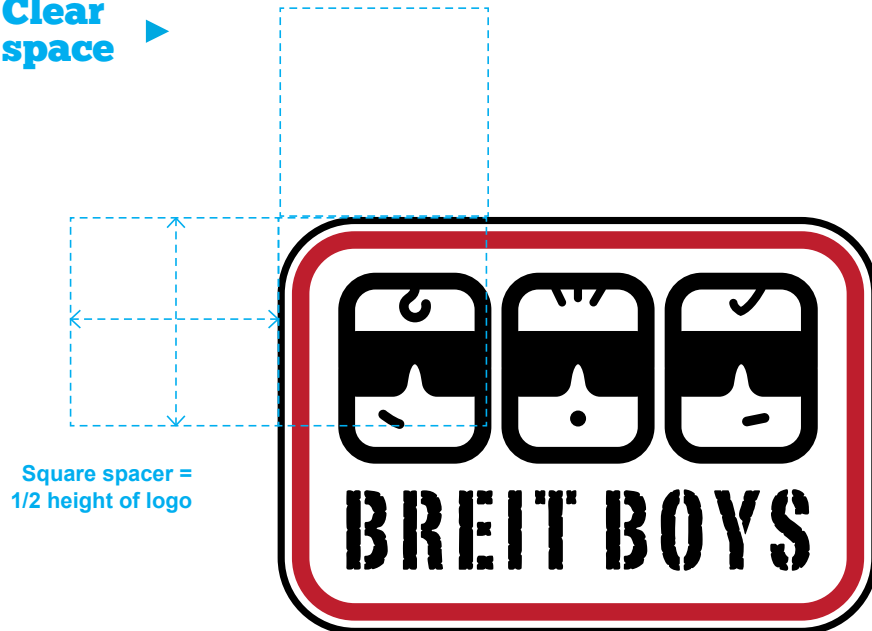
Minimum size and clear space

Minimum Size

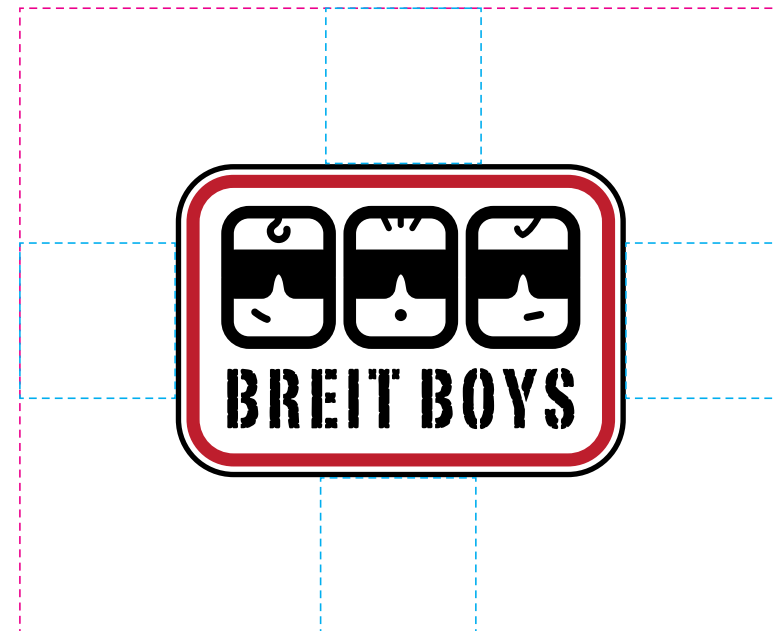
Logo should not feature any smaller than 15mm width



Clear space



Square spacer = 1/2 height of logo



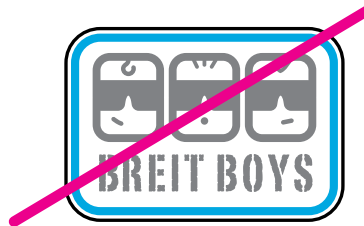
Use the calculated spacers around the outside of the logo to determine the clear space.

Breit Boys Logo

Improper Usage



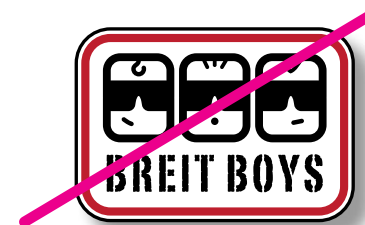
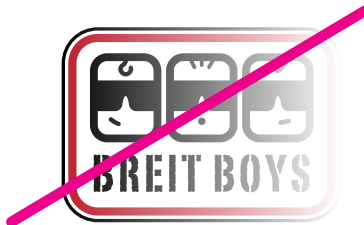
Do not place the logo over a complicated or patterned background.



▶ Do not change the approved colours of the logo.



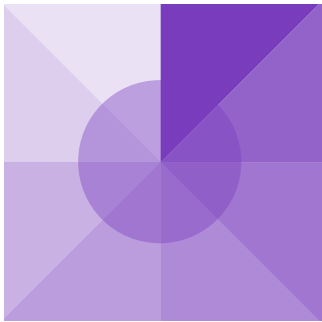
▶ Do not skew, rotate or distort the logo.



▶ Do not add lighting effects or drop shadows to the logo.

Tow Skim Logo

Colours



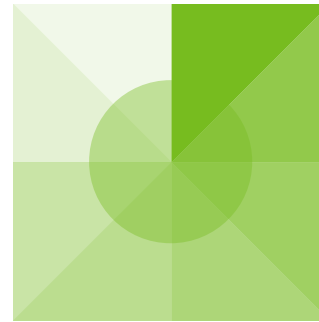
Tow Skim Purple

C: 66 M: 83 Y: 0 K: 0

Pantone: 266 C

R: 120 G: 60 B: 189

Hex: 783CBD



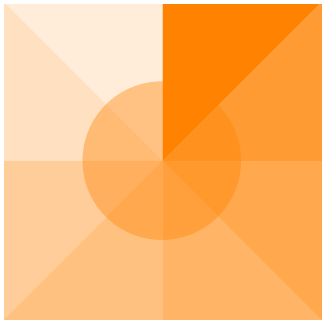
Tow Skim Green

C: 58 M: 0 Y: 100 K: 0

Pantone: 368 C

R: 119 G: 188 B: 31

Hex: 77BC1F



Tow Skim Orange

C: 0 M: 60 Y: 100 K: 0

Pantone: 151 C

R: 255 G: 131 B: 0

Hex: FF8300



Tow Skim Blue

C: 82 M: 12 Y: 0 K: 0

Pantone: 2995 C

R: 0 G: 168 B: 225

Hex: 00A8E1



Tow Skim Logo

Colours



Master logo



Master logo with tagline



Free Rider logo



Handle Rider logo



Knee Rider logo



Mono logo

Tow Skim Logo

Minimum size and clear space

Minimum Size

Logo should not feature any smaller than 40mm width



Clear space ▼



Use the calculated spacers around the outside of the logo to determine the clear space.

Tow Skim Logo

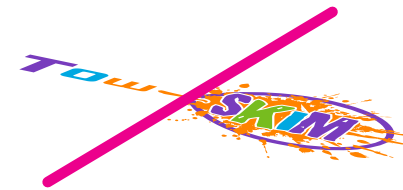
Improper Usage



Do not place the logo over a complicated or patterned background.



▶ Do not change the approved colours of the logo.



▶ Do not skew, rotate or distort the logo.



▶ Do not add lighting effects or drop shadows to the logo.

© Breit Boys 2014

**For further information on marketing and branding
for Breit Boys and Tow Skim please contact:**

Mark Breit, Global Tribe Chief at:
mark.breit@towskim.com

 **TOWSKIM.COM**