



Brand Standards

Welcome to UltiMate Tool Systems Brand Guidelines

These guidelines will instruct you on how to use our brand identity effectively to make all brand communications look and sound their best.

This document will walk you through 5 sections including sales messaging, logo, color, typography, and assets which all come together to make the UltiMate brand.

MESSAGING 02

LOGO 04

COLOR PALETTE 09

TYPOGRAPHY 11

ASSETS 13

Messaging

GET ORGANIZED. GET DONE.

ULTIMATE
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TAGLINE

Get Organized. Get Done.

SALES MESSAGING

Our messaging speaks to both professional contractors and passionate DIYers, offering them a solution that not only organizes their tools but also their workflow. Our communication focuses on the power of organization and the impact it can have on productivity. With UltiMate Tool Systems, you're not just selling a product; you're selling a revolution in the way people work.

BRAND VOICE

Efficient, solution-oriented, and empowering, with a touch of revolution. The voice of UltiMate Tool Systems is all about transforming everyday chaos into streamlined productivity.

The tone is confident and assertive, yet approachable, promising a game-changing experience that will redefine efficiency. When writing for this brand, focus on the power of organization and the impact it can have on productivity. Highlight the versatility and high-quality design of the products, and always tie it back to the benefits for the user—saving time, reducing frustration, and unlocking their full potential.

THE CZARNIECKI WAY

At Czarniecki Innovations, we are truly a solution-based operation. For every challenge that comes up, we have a solution. UltiMate Tool Systems exemplifies our dedication to efficiency.

Logo

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DARK MODE



LIGHT MODE



OUR LOGO

Our logo is our brand's most important element. It is a unique and bold signifier of the UltiMate brand and should be used in all communications. The following guidance will instruct you on how to most effectively use our logo.

CHROME LOGO

Our chrome logo is the primary logo and should be used over all other iterations of the logo when possible. It is full color and should always be on either a predominantly black or white background for optimal viewing.

3 COLOR



2 COLOR



1 COLOR LIGHT MODE



1 COLOR DARK MODE



DIMENSIONAL LOGO

Our dimensional logo is an alternative to our chrome logo to allow for clear visibility for printing and viewing when full-color is not an option. The 3 color version is the preferred logo.

3 COLOR



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1 COLOR



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FLAT LOGO

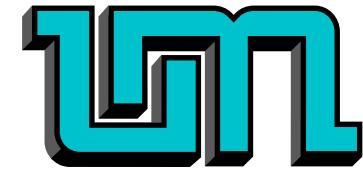
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ULTIMATE
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WORDMARK



ICON

This version is best used for favicons and profile pictures for social media.

X	X X X X X	X
X		X
X		X
X		X
X	X X X X X	X

Don't distort or rotate the logo.



Don't change the logo colors to colors other than those in the UltiMate branding (page 10) or other non-branded colors.



Don't apply any effect to the logo (such as drop shadow or blur).



Don't reduce opacity on the logo.



LOGO SAFE ZONE

The Safe Zone is the area around the logo in which no text or other graphic elements can be placed as not to take away from the logo or make the logo illegible. The Safe Zone of the logo is equal to half of its width.

LOGO MISUSES

Above are some examples of logo misuses to avoid when representing the UltiMate brand in media.

Color Palette

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DARK MODE

PURE BLACK
#000000
RGB: 0, 0, 0
CMYK: 60, 40, 40, 100

WHITE
#FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

T-800 TEAL
#00C2CC
RGB: 0, 194, 204
CMYK: 70, 0, 23, 0

ENGINEER GRAY
#595959
RGB: 89, 89, 89
CMYK: 63, 55, 54, 28

**ENGINEER
LIGHT GRAY**
#BEBEBE
RGB: 142, 142, 142
CMYK: 47, 39, 39, 3

T-1000 TEAL
#06F9FB
RGB: 6, 249, 249
CMYK: 52, 0, 14, 0

COLOR PALETTE & HIERARCHY

Typography

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HEADLINE:
ARCHIVO EXTRABOLD
GOOGLE

SUB-HEAD:
SPORTY PRO LIGHT
ADobe
TRACKING +150

BODY:
ARCHIVO MEDIUM
GOOGLE

TYPOGRAPHY

These are general typography guidelines for brand consistency. These specifications are to be used in representing UltiMate in different forms of media including advertisements, print, and web collateral.

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SUB-HEAD

Tired of rummaging through cluttered drawers and toolboxes, only to come up empty-handed when you need that essential tool? Introducing the UltiMate Tool Caddy—the game-changing caddy that will transform the way you work.

This robust, meticulously designed system is your ticket to effortless organization and unparalleled productivity. With its sleek, modular design, you can customize the layout to suit your unique needs, whether you're a professional contractor or a passionate DIYer.

This is more than just a tool caddy—it's a testament to the power of organization. Streamline your workflow, save time, and unleash your full potential with the UltiMate Tool Caddy. Experience the difference that order and efficiency can make in your work, and take your productivity to new heights.

[CONTACT US](#)

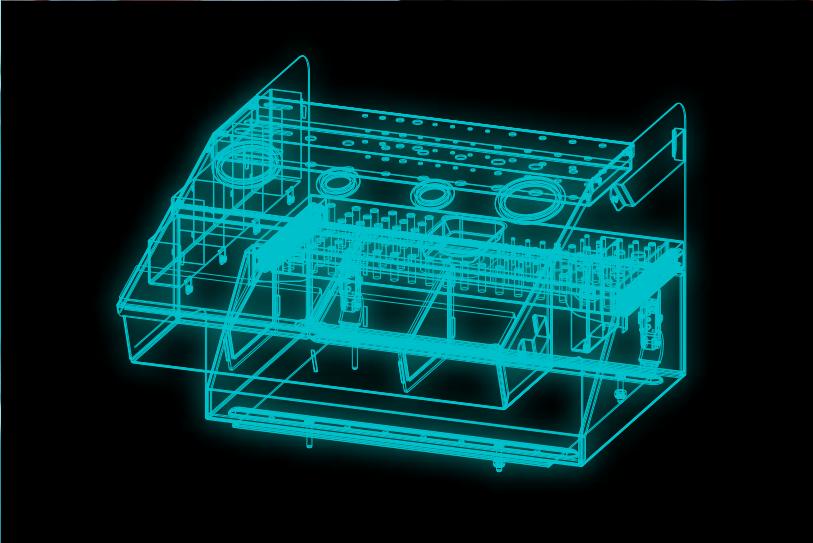
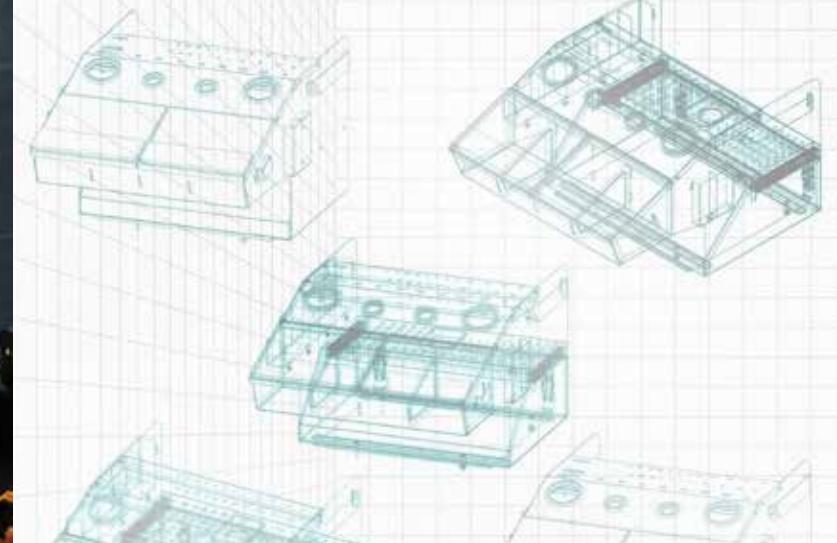
Assets



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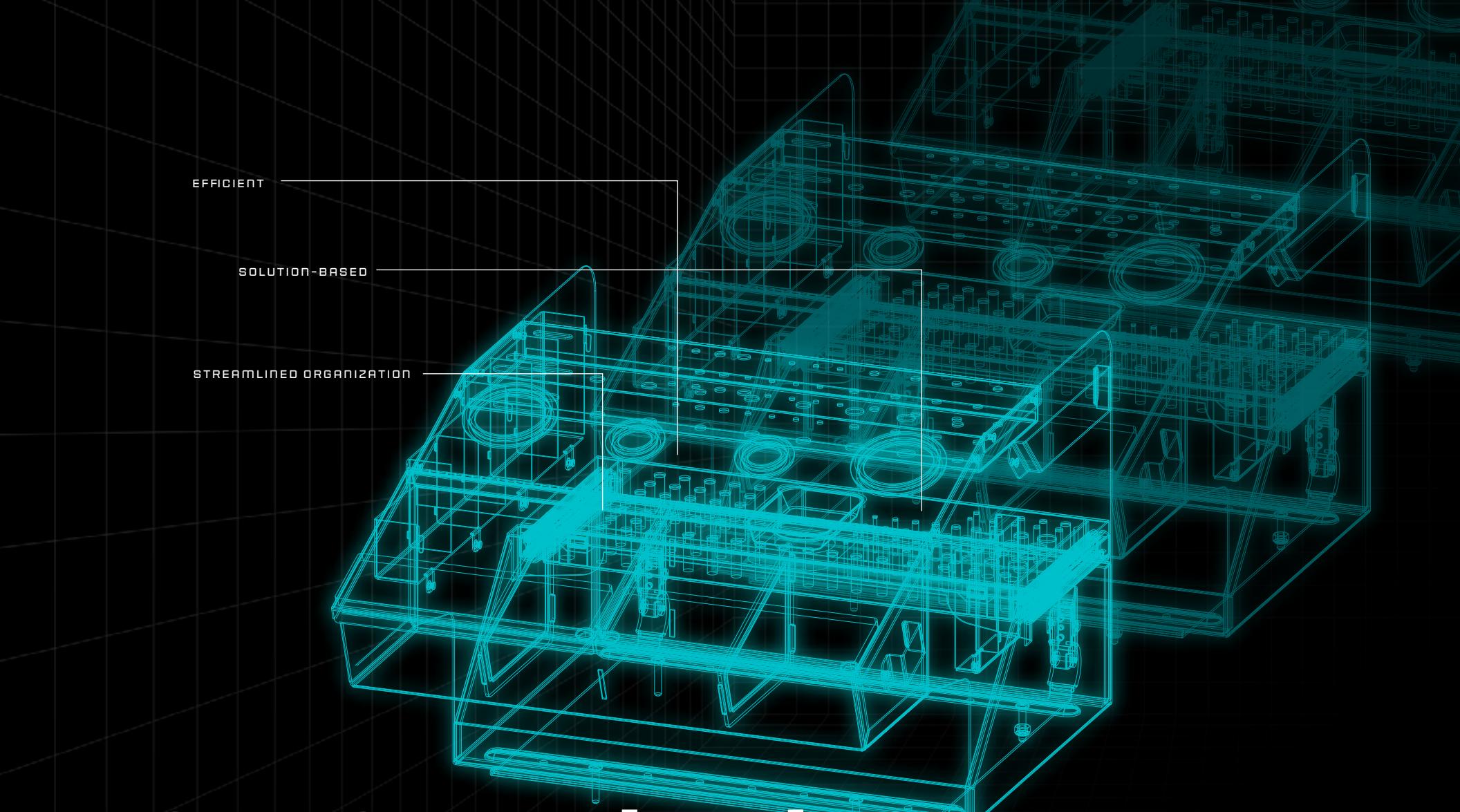
Get Done. Get Organized.



ASSETS

The following design assets and photography can be used on digital and print collateral. Assets will expand and evolve as the UltiMate brand grows its presence in the market and online. All assets should exhibit the same qualities of the UltiMate brand including high-caliber imagery and video, precise

illustration, and streamlined design. The feeling is modern, to-the-point, and innovative.



EFFICIENT

SOLUTION-BASED

STREAMLINED ORGANIZATION

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BRAND STANDARDS