BRAND GUIDELINES

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Brand Essence

Brand Belief

We believe we can help eliminate the threat of skin cancer through information and prevention. We believe that we can more powerfully change the world for the better when our efforts are combined with those of like-minded companies.

Differentiation

We are the industry leader for sun-protective hats, recognized for our pro-active designs, authenticity and transparency. Our B Corp status represents our commitment to using business to reflect our values. We respect our employees and are active members in our local community.

Brand Promise

We promise to craft high-quality, fashionable and functional hats that make you look and feel great, while providing maximum sun protection.

Brand Character

We are inspirational, passionate, optimistic, stylish and ready for adventure.

Preferred Logos

Without "Boulder ~ Colorado"

The oval logo will be used for any printed item that has the address written out anywhere on the piece. Examples: catalog, website, promotional brochures and postcards.

With "Boulder ~ Colorado"

The oval logo with the type below it will be used for any application where the full address does not appear. For example, print, web ads or posters.

The preferred logo can be used on white, Wallaroo periwinkle blue or over a background photograph. When used over a background, it should have a white outline around the outside.

Each element and their relationships to one another are fixed and must never be altered.

PREFERRED LOGO – NO CITY

PREFERRED LOGO – WITH CITY

Alternate Logos

One Color

The one color logo is to be used minimally when the production process does not allow for multiple colors.

Type Only – Horizontal

The type only logo should be used ONLY when available vertical space is limited.

Type Only – Vertical

The type only logo should be used ONLY when available space is very narrow.

All of these logos may be printed or reversed out in Wallaroo periwinkle blue or black. Each element and their relationships to one another are fixed and must never be altered.

ONE-COLOR LOGO

WALLAROO HAT COMPANY

TYPE ONLY – HORIZONTAL

WALLAROO HAT COMPANY

TYPE ONLY – VERTICAL

Correct

Incorrect

Correct

✔

WALLAROO HAT COMPANY

✔ WALLAROO
HAT COMPANY

Incorrect

✘

WALLAROO HAT CO

✘ WALLAROO
HAT COMPANY

Copywriting Guidelines

Body Copy

When writing product descriptions or paragraph copy, these are words and phrases that are encouraged and define the brand.

sun protection	care
sun-protective	travel-friendly
UPF 50+	effective UV protectant
Skin Cancer Foundation	fun
recommended by the Skin Cancer Foundation	sophisticated
wide-brimmed	unique
packable	adventure
shade	commitment
crushable	smart
classic	functional
effective	colorful
stylish protection	fashion-forward

Headlines

When writing titles or headlines, these are words and phrases that are encouraged and define the brand.

It's a sunny life. Wear your hat.®	We've got you covered.
Sunsational	Protect your skin.
Protect yourself	Seriously stylish sun protection.
You're covered	Life is meant to be lived.
Wallaroo's got you covered.	Travel-friendly

Graphic Elements

It's a sunny life. Wear your hat.®

It's a sunny life. Wear your hat.®

This logo is to be used whenever possible at the footer of web pages and the bottom of documents or letters. It should never be used next to the Wallaroo oval logo but should be placed in an opposite position. This is a registered trademark and should always have a ® in the upper right corner.

Background Pattern

This pattern is to be used with a periwinkle blue gradient background and should be a subtle background element. The placement must be done with care to avoid tangents or odd shapes.
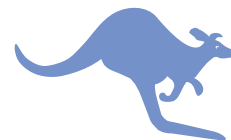
Graphic Elements

UPF Sun Logos

These logos are to be used to identify those hats that qualify for UPF 30+ and UPF 50+ sun protection. Do not use them when picturing a hat that does not qualify.

UPF 30+

UPF 50+

Typography

Body Font

For body copy, use the Avenir Next font family and set the type to sentence case. When using this typeface for headlines and subheads, be sure to use appropriate size and weight to distinguish information hierarchy.

Aa

AaBbCc123456789

AVENIR NEXT REGULAR

AaBbCc123456789

AVENIR NEXT DEMI BOLD

AaBbCc123456789

AVENIR NEXT BOLD

Typography

Title Font

For headlines, use Slimbach Bold Italic and set the type to sentence case.

Aa

AaBbCc123456789
ITC SLIMBACH BOLD ITALIC

Web Fonts

Avenir Next and Slimbach Bold Italic should be uploaded to the web for usage on the website. For default fonts when these are not compatible with a browser or computer, substitute Georgia Bold Italic for headers and Arial for text.

Aa

AaBbCc123456789
GEORGIA

AaBbCc123456789
ARIAL

Colors

Color Palette

The Wallaroo Hat color palette is soft and distinctive. Each color should always be used as a solid flat color. A gradient of periwinkle blue to white is only acceptable when used with the graphic background element. Tints are not acceptable. If a four-color process equivalent is needed for uncoated stock, use the builds listed on this page.

**PRIMARY:
WALLAROO BLUE**

PMS 7452C
C56 **M**37 **Y**0 **K**0
R116 **G**146 **B**203
HEX 7492CB

PMS 7401C
C0 **M**2 **Y**13 **K**0
R255 **G**247 **B**223
HEX FFF7DF

PMS 1215C
C0 **M**7 **Y**52 **K**0
R255 **G**232 **B**1424
HEX FFE890

ACCENT COLOR

PMS 715C
C0 **M**46 **Y**85 **K**0
R246 **G**146 **B**64
HEX F69240

PMS 5787C
C11 **M**0 **Y**36 **K**14
R200 **G**208 **B**161
HEX C8D0A1

PMS 5777C
C15 **M**0 **Y**47 **K**18
R185 **G**197 **B**137
HEX B9C589

Photography

Lifestyle

Photography should be inspirational and natural. People should always feel real and immediate, never staged. Ideally, they will be shown in the act of moving or authentic action.

Hat Only

Still life photographs of the hat should capture the warmth of sunshine and nature. They should be in a setting where a hat would normally be worn. When photographed in a studio, the light should be even and the hat should be turned to a 3/4 angle, showing the front, back and side clearly.

Styling & Props

Props should be kept to a minimum so the focus is on the hat. Clothing should be casual, yet sophisticated and fashionable. Jewelry and shoes should be interesting and casual. Everything should complement, not outstage, the hat.

Light

Bright or diffused sunlight is ideal. Hat shadows can be tricky – use reflectors to lighten up shadows on the face.

Settings

A variety of scenic, simple settings and backgrounds is ideal. Avoid busy, cluttered areas so the hat stands out clearly from the background. Sharp focus on the foreground with a softly focused background is preferred. A distinctive element – such as a wall mural – may be used if it complements the hat in color and/or style.

LIFESTYLE PHOTOGRAPHY – DISTINCTIVE BACKGROUND

LIFESTYLE PHOTOGRAPHY – NATURAL SETTING

PRODUCT PHOTOGRAPHY – NATURAL SETTING

PRODUCT PHOTOGRAPHY – STUDIO

For more information:

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