



# Brand guidelines

2023 | v1.0

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# Who we are

### Our brand

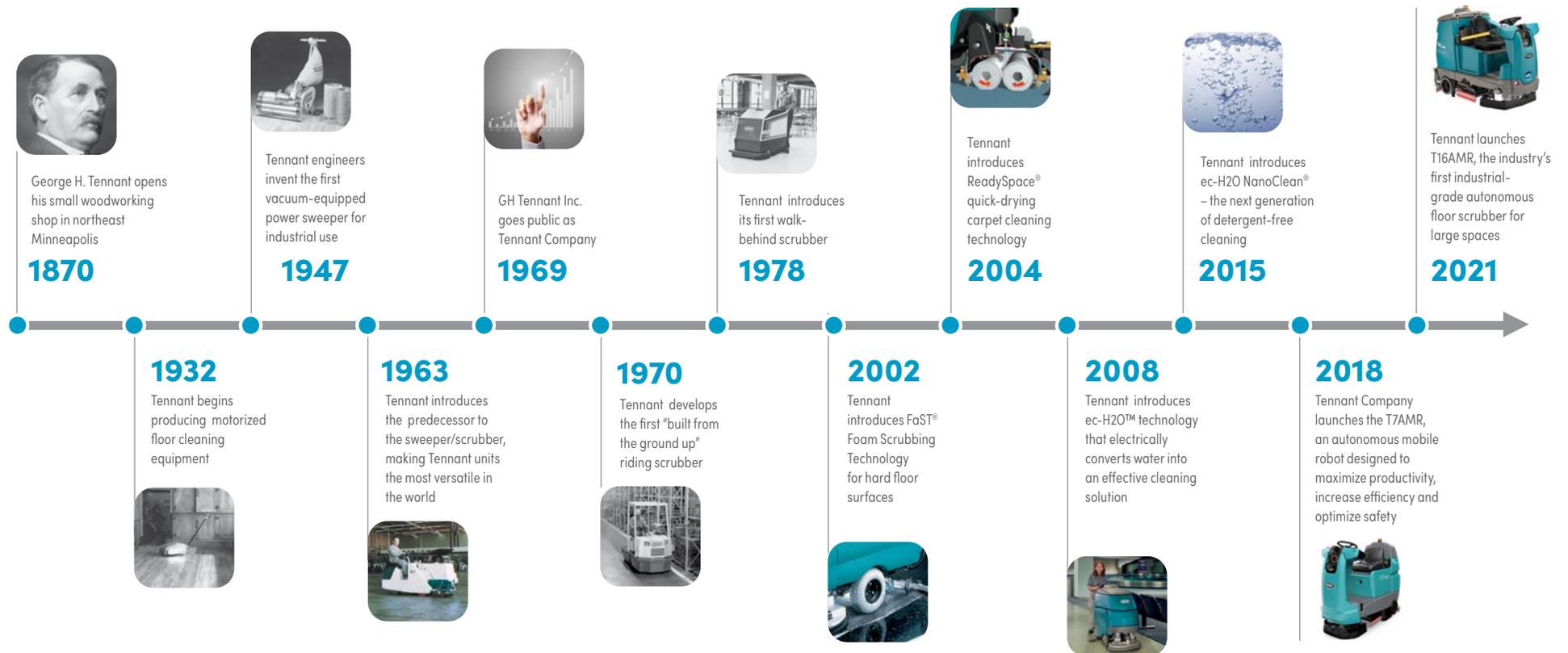
**As a global leader in the cleaning industry, Tennant Company reinvents how the world cleans, solving problems for our customers and creating opportunities for our employees and partners. We apply our passion for innovation, our commitment to stewardship, and our engagement with our communities to help everyone thrive by achieving our vision of creating a cleaner, safer, healthier world.**

## Who we are

### Company history

Founded in 1870 by George H. Tennant, Tennant Company began as a one-man woodworking business, evolved into a successful wood flooring and wood products company, and eventually into a manufacturer of floor cleaning equipment.

Throughout its history, Tennant has remained focused on advancing its industry by aggressively pursuing new technologies and creating a culture that celebrates innovation. Today, Tennant is a global leader in designing, manufacturing and marketing solutions that help create a cleaner, safer, healthier world.



## Who we are

### Enterprise brand structure

Tennant Company leverages a hybrid brand strategy focusing our enterprise investment in two global brands, while allowing flexibility to serve the unique needs of regions or specialized product offerings.

While product brands can leverage Tennant Company's established brand to provide credibility, unique customer value proposition and distinct attributes must be protected. Each brand must have clear and logical positioning and business objectives in the markets the company chooses to serve.



# Tennant Company logo

## Tennant Company logo

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### Primary logo

The Tennant Company logo should be used in pieces for internal company or investor communications, or where the entire brand portfolio is represented. The primary logo should only appear in full color, black, or white.

On dark backgrounds, the logo can be Tennant Teal and white or all white, depending on which one has better contrast against the background.



## Tennant Company logo

---

### Logo variations

The primary Tennant Company logo in full color should only be used on white, light gray, or cool gray backgrounds. For any other background color, the black or white version should be used.

The Tennant Company logo may also appear in black where appropriate, such as on single-color pieces or for the sake of accessibility.

When choosing between black and white or full color and white, select the option that has the greatest contrast.



**TENNANT**<sup>®</sup>  
COMPANY



**TENNANT**<sup>®</sup>  
COMPANY



**TENNANT**<sup>®</sup>  
COMPANY



**TENNANT**<sup>®</sup>  
COMPANY



**TENNANT**<sup>®</sup>  
COMPANY



**TENNANT**<sup>®</sup>  
COMPANY



**TENNANT**<sup>®</sup>  
COMPANY



**TENNANT**<sup>®</sup>  
COMPANY



**TENNANT**<sup>®</sup>  
COMPANY

## Tennant Company logo

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### Minimum size

No version of the Tennant Company logo should ever appear smaller than the established minimum height specifications (0.28" minimum height), as shown on this page. Any smaller and the logo becomes difficult to read or recognize.



### Clear zone

No graphic elements or type should appear in close proximity to the logo's boundaries. At any scale, the size of the clear zone should be equal to the width of the "N" in the Tennant logo (as shown).



# Tennant Company logo

## Logo misuse

People recognize the Tennant Company logo as a mark of quality and reliability.

These rules have been established to uphold brand consistency and the integrity of the mark.



DO NOT condense or stretch



DO NOT change color



DO NOT add shadow



DO NOT outline



DO NOT change typeface



DO NOT change size of elements



DO NOT colorize specific elements



DO NOT embellish



DO NOT rotate



DO NOT delete elements

# Tennant Company logo

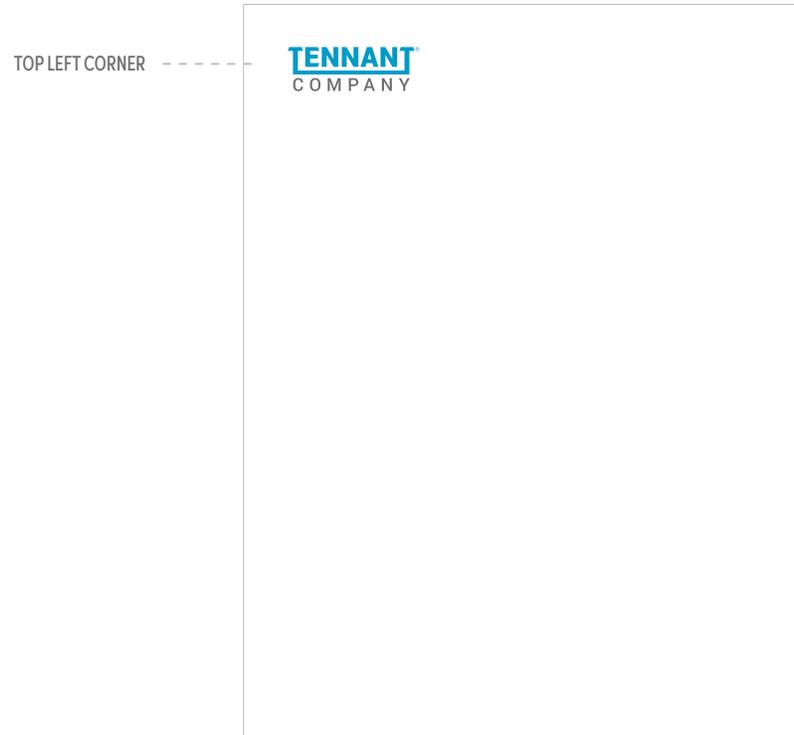
---

## Placement

The preferred placement of the Tennant Company logo is in the top left corner.

If the logo can't be placed in the top left, it should be placed in the top right or another corner. There will be exceptions to the rule where you will have to use your best judgment; for example, PowerPoint templates and narrow ads.

There may be limited scenarios where the company logo is shown with product brand logos. In those instances, please contact Marketing for proper logo placement.



# Color palette

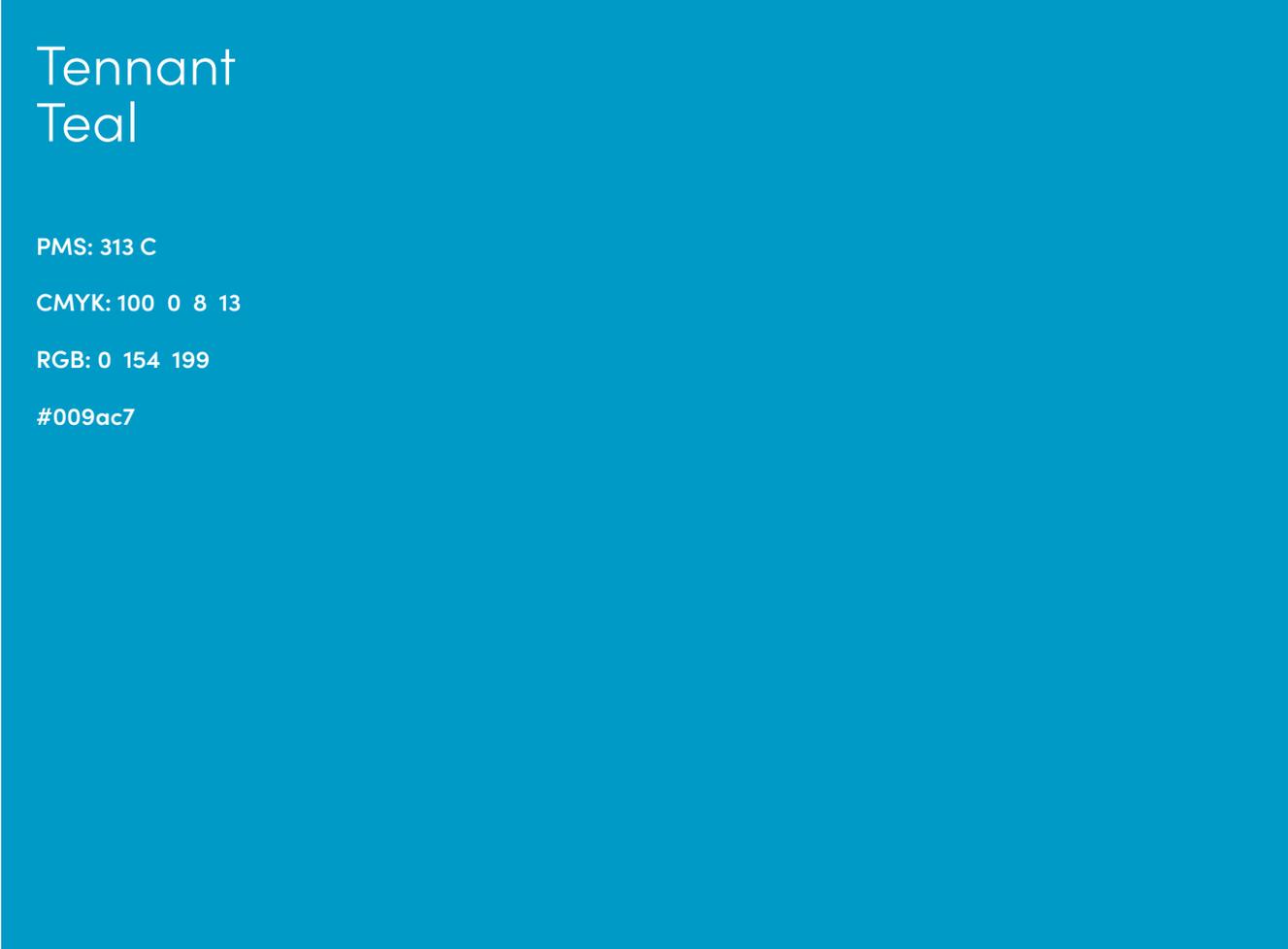
## Color palette

---

### Primary color

The primary Tennant Company color is Tennant Teal (PMS 313 C). Positioned between the calming associations of light blue and the smart, stalwart undertones of dark blue, Tennant Teal is our way of presenting both the strength and responsiveness of the Tennant brand to the world.

Please see web accessibility section for guidelines for using Tennant Teal on the web.



Tennant  
Teal

PMS: 313 C

CMYK: 100 0 8 13

RGB: 0 154 199

#009ac7

## Color palette

### Secondary colors

The secondary colors expand our palette and provide a smooth, natural complement to Tennant Teal.

Using black and dark, cool, and light gray for a secondary palette allows Tennant Teal to stand out as the primary brand color.

Dark blue, lime, and orange are accent colors to be used sparingly – only to highlight or direct a reader’s attention to CTA buttons, etc.

Secondary colors can be used at different opacities in infographics as needed; use your best judgment.

See web design and web accessibility guidelines if designing for the web.

Black	PMS: Black CMYK: 0 0 0 100 RGB: 0 0 0 #000000	
Dark gray	PMS: Cool Gray 8 C CMYK: 49 40 38 3 RGB: 137 139 142 #898b8e	
Cool gray	PMS: Cool Gray 6 C CMYK: 36 29 28 0 RGB: 168 168 170 #a8a8aa	
Light gray	PMS: N/A CMYK: 0 0 0 5 RGB: 241 242 242 #f1f2f2	
Dark blue	PMS: 7708 C CMYK: 100 59 40 20	RGB: 1 85 112 #015570
Lime	PMS: 376 C CMYK: 50 0 100 0	RGB: 141 198 63 #8dc63f
Orange	PMS: 152 C CMYK: 0 64 95 0	RGB: 244 123 41 #f47b29

# Typography

# Typography

## Fonts

**Sofia Pro** is our primary font family and should be used for all marketing communications and collateral.

The condensed version can be used when space is limited or for translated copy that is longer than the original amount of text.

Sofia Pro is a free Adobe font that works across platforms and is available here:

<https://fonts.adobe.com/fonts/sofia>

## Primary font

### Sofia Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#%&\*()

Sofia Pro Light  
*Sofia Pro Light Italic*  
Sofia Pro Regular  
*Sofia Pro Regular Italic*  
Sofia Pro Medium  
*Sofia Pro Medium Italic*  
Sofia Pro Semi Bold  
*Sofia Pro Semi Bold Italic*  
Sofia Pro Bold  
*Sofia Pro Bold Italic*  
Sofia Pro Black  
*Sofia Pro Black Italic*

### Sofia Pro Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#%&\*()

Sofia Pro Condensed Light  
*Sofia Pro Condensed Light Italic*  
Sofia Pro Condensed Regular  
*Sofia Pro Condensed Regular Italic*  
Sofia Pro Condensed Medium  
*Sofia Pro Condensed Medium Italic*  
Sofia Pro Condensed Semi Bold  
*Sofia Pro Condensed Semi Bold Italic*  
Sofia Pro Condensed Bold  
*Sofia Pro Condensed Bold Italic*  
Sofia Pro Condensed Black  
*Sofia Pro Condensed Black Italic*

## Digital font

### Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#%&\*()

Open Sans Light  
*Open Sans Light Italic*  
Open Sans Regular  
*Open Sans Italic*  
Open Sans Semibold  
*Open Sans Semibold Italic*  
Open Sans Bold  
*Open Sans Bold Italic*  
Open Sans Extrabold  
*Open Sans Extrabold Italic*

Microsoft Office Applications font

### Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#%&\*()

Arial Regular  
*Arial Italic*  
Arial Bold  
*Arial Bold Italic*

# Design elements

## Design elements

### Graphics and shapes

**The Tennant Company triangle** has been developed as a design element that can be used to create a consistent look in a variety of collateral. It follows the angle of the T's in the Tennant Company logo.

The triangle can be rotated in 90 degree increments, cropped, and overlapped, but the angle should never be changed. While teal is preferred, it can be any color in the Tennant Company color palette and can have effects, such as screen or multiply. Do not use colors outside of the Tennant Company color palette.



#### Tennant Company triangle

The angle follows the angle in the T of the logo.



#### Do's

The triangle can be rotated in 90 degree increments, overlapped and shown in different colors within the palette.



#### Don'ts

Do not change the angle or use colors outside the Tennant color palette.

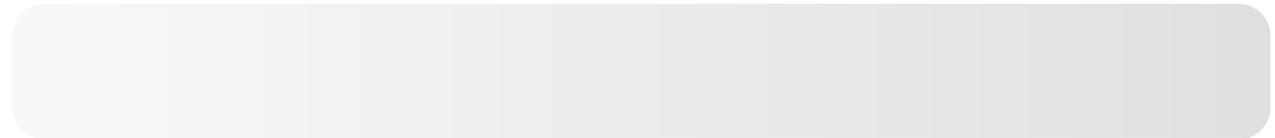
## Design elements

### Graphics and shapes

The subtle gradient can be used to call out certain text blocks or on the edge of a page to add interest and dimension.

Rounded rectangles and circles should be used for buttons and other design elements. Rounded shapes are much friendlier than polygons for encompassing images. Because they tend to *invite* viewers into their *completeness*, circles exhibit a strong sense of community.

Rounded rectangles and circles can be any color or a tint of a color within the Tennant Company palette. However, please see the Tennant product web page guidelines section when designing for screen viewing to meet AA criteria for contrast.



#### Subtle gradient

Gradients can be used with or without rounded corners. If used, the corner radius is .25 inches.  
Gradient: light gray to cool gray at 50%



#### Rounded rectangles and circles

Outlined or solid.  
Corner radius is .25 inches.

# Design applications

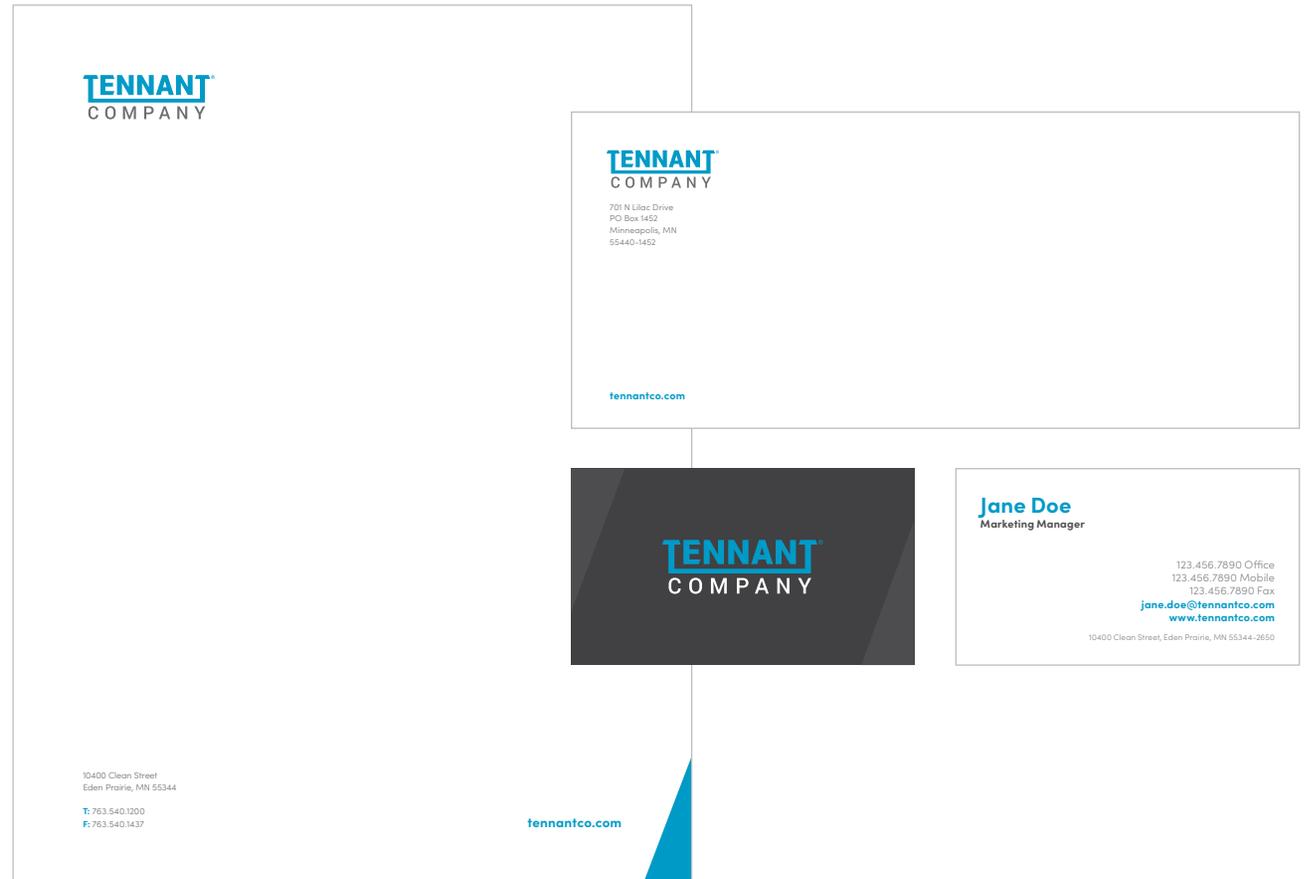
## Design applications

### Stationery

Please only use the pre-approved templates for company communications. Letterhead is provided on pre-printed stock or in a Word document for emailing. Business cards are customizable to suit the needs of all product brands and job positions.

### Email signature

Email signatures can be customized with names and contact information easily in Outlook. In order to maintain a consistent brand image, please do not add any additional images or change the fonts. Approved email signatures are available on the HUB.



Firstname Lastname | Job Title  
T: +1.123.456.7890 | C: +1.123.456.7890 | F: +1.123.456.7890  
[tennantco.com](http://tennantco.com)

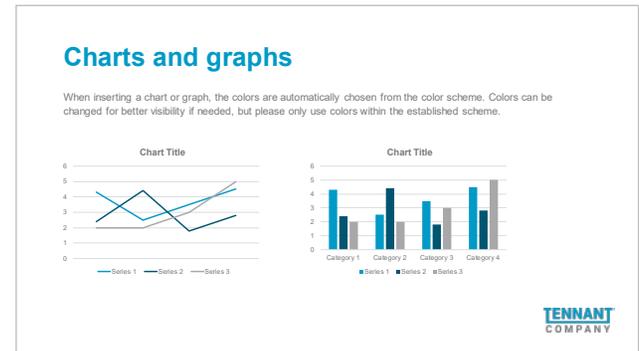
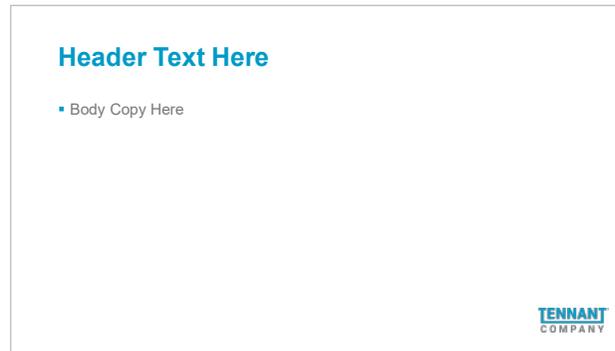
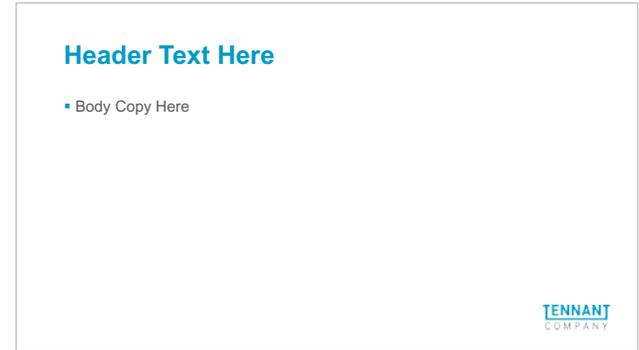


## Design applications

### PowerPoint

The Tennant Company PowerPoint template has been already set up with the correct layout, colors, and font family. It can be downloaded on the HUB. Please only use the preset slide layouts and do not change the colors or fonts.

When bringing in slides from other templates, please make sure they match the Tennant Company template. You can easily copy and paste slides from other presentations into this presentation. When pasting, please select **“Use Destination Theme”** so they take on the styling of this presentation. You still may have to do some manual formatting depending on how the slide was originally created.



## Design applications

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### Premium items

Premium items such as shirts, hats, bags and coffee mugs should ideally be one of the colors from the approved palette. Choose the color logo with the most contrast from the item color. The logo should not be any smaller than the minimum size specified in the logo section. If the ® is too small to be legible on embroidered or imprinted items, it may be removed.





**Tennant**  
**product brand**

A decorative graphic on the left side of the page consisting of several concentric, curved lines that sweep from the bottom left towards the top right, creating a sense of depth and movement.

# Who we are

### Our brand

**As a global leader, Tennant is the partner of choice for industrial and commercial cleaning applications. We continually innovate and educate the industry to improve how organizations clean, help them advance their businesses, and provide superior customer experiences.**

#### **Brand purpose**

To create a cleaner, safer, healthier world so every person can thrive.

#### **Brand archetype**

THE CATALYST  
We make things happen.

#### **Unifying idea**

POWERED BY PROGRESS  
Tennant is focused on innovating for the customers we serve and the businesses we support. We do it by aggressively pursuing a better way with new technologies, valued services, and transformative methods to deliver upon our purpose – all powered by progress.

### Our promised experience

**To leave you feeling emboldened**

**Em•bold•en /əm'böldən/**

**Verb: Give (someone) the courage or confidence to do something or behave in a certain way.**

At every touch point – from our service professionals to our sales teams, through our communications and the experience of our products – our customers and partners will feel emboldened by their experience with Tennant.

### Our core attributes

#### **We provide insight**

*Insight* is the foundation of innovation, moving beyond knowledge and data to deeper understanding that illuminates latent, unstated needs. It is the key to pushing boundaries and helping our customers manage and improve the effectiveness of their cleaning resources, investments, and operations.

#### **We deliver performance**

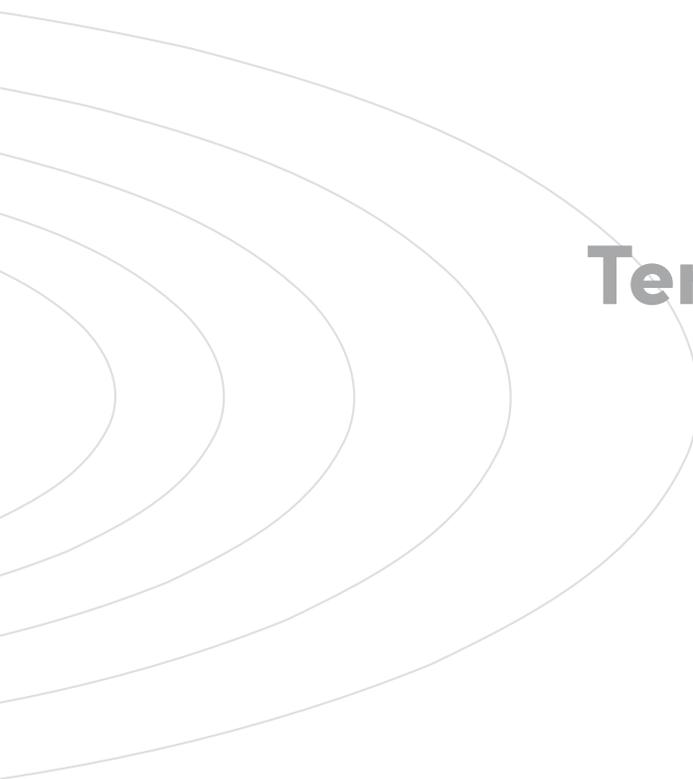
*Performance* is about great machines and great service to meet our customers' specific needs. It also means consistently delivering what we say we're going to deliver over time.

#### **We are an ally to our customers**

*Ally* describes the relations we have with our customers – encompassing partnership, commitment, collaboration, support, and alignment.

### The Tennant expression

- WE** **Simple:** Clean, effective and easy to understand.
- LOOK** **Disciplined:** Judicious in keeping design relevant to the concept.  
**Creative:** Fresh, engaging visuals that draw the audience in.
- OUR** **Devoted:** Committed to our customers' success.
- TONE** **Innovative:** Ahead of our customers' needs—leading the industry.  
**Deliberate:** Reliable consistency that inspires confidence.
- WE** **Persuasive:** A trusted expert, sharing insight.
- FEEL** **Confident:** The bold assurance of hard-earned experience.  
**Inspiring:** Motivating our customers to capture opportunity.

A decorative graphic on the left side of the page, consisting of several concentric, light gray ovals that curve from the left edge towards the center.

**Tennant product logo**

## Tennant product logo

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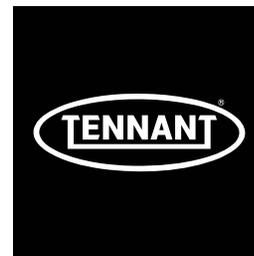
### Primary logo

The Tennant product logo should be used in any pieces where Tennant equipment is featured. If a piece also features other Tennant endorsed brands the logos should be of equal visual size. The primary logo should only appear in Tennant Teal (Pantone 313 C), black, or white. Do not place this logo in any sort of colored box on top of a photo, please use the secondary logo if needed (see below).



### Secondary logo

The square variation of the logo is considered the secondary logo and should only be used against a busy background where the primary logo is at risk of getting *lost* among the other elements of the image. The secondary logo should only appear in Tennant Teal or black. Do not change the proportion of the teal square.



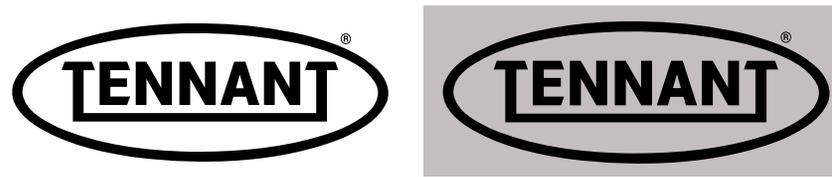
## Tennant product logo

### Logo variations

The primary Tennant logo in Tennant Teal should only be used on white, light gray, or cool gray backgrounds. For any other background color, the black or white version should be used.



The Tennant logo may also appear in black where appropriate, such as on single-color pieces or for the sake of accessibility.



When choosing between black and white, select the option that has the greatest contrast.



# Tennant product logo

## Minimum size

No version of the Tennant product logo should ever appear smaller than the established minimum height specifications (0.28" minimum height for the oval logo and 0.9" minimum height for the square variant), as shown in examples on this page. Any smaller and the logo becomes difficult to read or recognize.

## Clear zone

No graphic elements or type should appear in close proximity to the logo's boundaries. At any scale, the size of the clear zone should be equal to the width of the "N" in the Tennant logo (as shown).

While the square variation of the logo doesn't need a clear zone, no graphic elements should ever overlap or invade the square box.

## Primary logo



## Secondary logo



# Tennant product logo

## Logo misuse

People recognize the Tennant logo as a mark of quality and reliability. It's earned a reputation alongside the brand by appearing consistently and cleanly across products and collateral for decades.

These rules have been established to uphold brand consistency and the integrity of the mark.



DO NOT condense or stretch



DO NOT change color



DO NOT add shadow



DO NOT outline



DO NOT change typeface



DO NOT change size of elements



DO NOT colorize specific elements



DO NOT crop



DO NOT rotate



DO NOT change color of square logo



DO NOT embellish



DO NOT delete elements

## Tennant product logo

### Placement

The preferred placement of the Tennant product brand logo is in the top left corner.

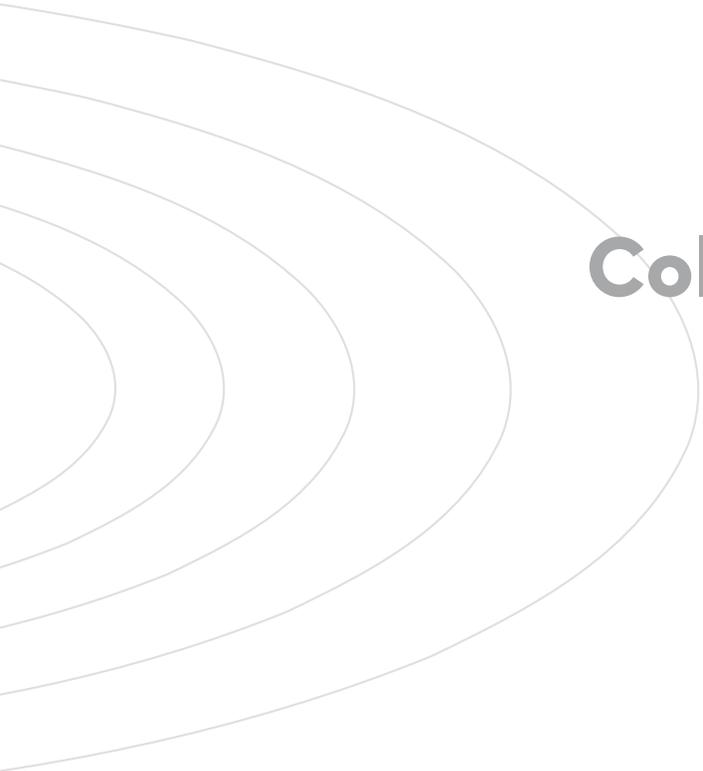
If the logo can't be placed in the top left, it should be placed in the top right or another corner. There will be exceptions to the rule where you will have to use your best judgment; for example, PowerPoint templates and narrow ads.

### Partner logos

The preferred placement of a Tennant partner logo is in the bottom left corner. If layout prevents that, the bottom right is acceptable.

Reminder: Partner logos may only be used with the partner's permission and for the approved purposes.



A decorative graphic consisting of several concentric, light gray oval lines that curve from the left edge of the page towards the center, creating a sense of depth and movement.

# Color palette

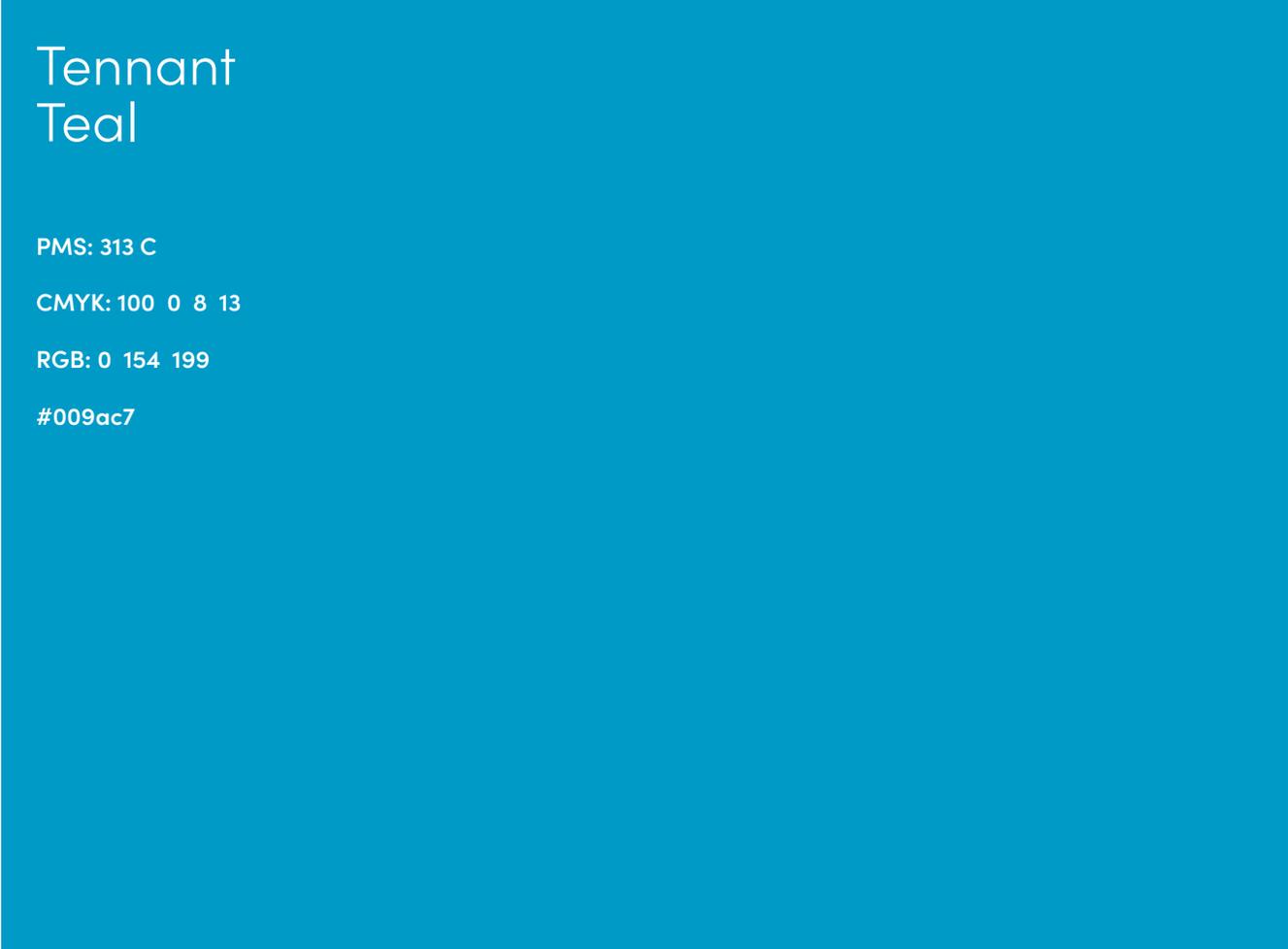
## Color palette

---

### Primary color

The primary Tennant brand color is Tennant Teal (PMS 313 C). Positioned between the calming associations of light blue and the smart, stalwart undertones of dark blue, Tennant Teal is our way of presenting both the strength and responsiveness of the Tennant brand to the world.

Please see web accessibility section for guidelines for using Tennant Teal on the web.



Tennant  
Teal

PMS: 313 C

CMYK: 100 0 8 13

RGB: 0 154 199

#009ac7

## Color palette

### Secondary colors

The secondary colors expand our palette and provide a smooth, natural complement to Tennant Teal.

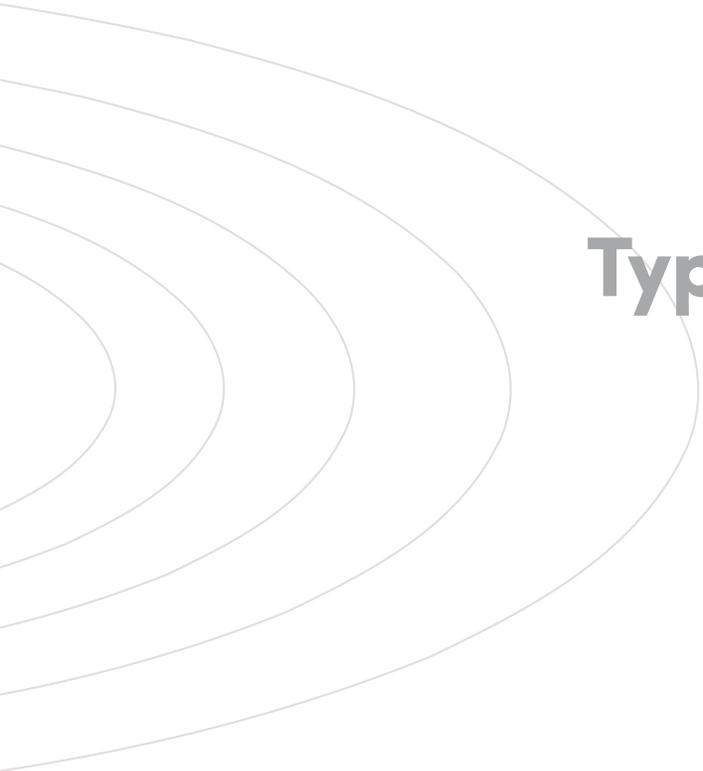
Using black and dark, cool, and light gray for a secondary palette allows Tennant Teal to stand out as the primary brand color.

Dark blue, lime, and orange are accent colors to be used sparingly — only to highlight or direct a reader's attention to CTA buttons, etc.

Secondary colors can be used at different opacities in infographics as needed; use your best judgment.

See web design and web accessibility guidelines if designing for the web.

Black	PMS: Black CMYK: 0 0 0 100 RGB: 0 0 0 #000000	
Dark gray	PMS: Cool Gray 8 C CMYK: 49 40 38 3 RGB: 137 139 142 #898b8e	
Cool gray	PMS: Cool Gray 6 C CMYK: 36 29 28 0 RGB: 168 168 170 #a8a8aa	
Light gray	PMS: N/A CMYK: 0 0 0 5 RGB: 241 242 242 #f1f2f2	
Dark blue	PMS: 7708 C CMYK: 100 59 40 20	RGB: 1 85 112 #015570
Lime	PMS: 376 C CMYK: 50 0 100 0	RGB: 141 198 63 #8dc63f
Orange	PMS: 152 C CMYK: 0 64 95 0	RGB: 244 123 41 #f47b29

A decorative graphic on the left side of the page consisting of several concentric, light gray ovals that curve from the left edge towards the center.

# Typography

# Typography

## Fonts

**Sofia Pro** is our primary font family and should be used for all marketing communications and collateral.

The condensed version can be used when space is limited or for translated copy that is longer than the original amount of text.

Sofia Pro is a free Adobe font that works across platforms and is available here:

<https://fonts.adobe.com/fonts/sofia>

## Primary font

### Sofia Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#%&\*()

Sofia Pro Light  
*Sofia Pro Light Italic*  
Sofia Pro Regular  
*Sofia Pro Regular Italic*  
Sofia Pro Medium  
*Sofia Pro Medium Italic*  
Sofia Pro Semi Bold  
*Sofia Pro Semi Bold Italic*  
Sofia Pro Bold  
*Sofia Pro Bold Italic*  
Sofia Pro Black  
*Sofia Pro Black Italic*

### Sofia Pro Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#%&\*()

Sofia Pro Condensed Light  
*Sofia Pro Condensed Light Italic*  
Sofia Pro Condensed Regular  
*Sofia Pro Condensed Regular Italic*  
Sofia Pro Condensed Medium  
*Sofia Pro Condensed Medium Italic*  
Sofia Pro Condensed Semi Bold  
*Sofia Pro Condensed Semi Bold Italic*  
Sofia Pro Condensed Bold  
*Sofia Pro Condensed Bold Italic*  
Sofia Pro Condensed Black  
*Sofia Pro Condensed Black Italic*

## Digital font

### Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#%&\*()

Open Sans Light  
*Open Sans Light Italic*  
Open Sans Regular  
*Open Sans Italic*  
Open Sans Semibold  
*Open Sans Semibold Italic*  
Open Sans Bold  
*Open Sans Bold Italic*  
Open Sans Extrabold  
*Open Sans Extrabold Italic*

Microsoft Office Applications font

### Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#%&\*()

Arial Regular  
*Arial Italic*  
Arial Bold  
*Arial Bold Italic*

# Typography

## Hierarchy

All marketing communications should follow these guidelines for typographical styling to ensure readability and consistency across communications.

**Headlines** are the largest of the type hierarchy and should always be set in bold. Write headlines in sentence case, capitalizing only where required (proper nouns, product names, etc.).

**Sub-headlines** are smaller than the headline. Like headlines, sub-headlines should always be set in bold and written in sentence case.

**Body copy** is the smallest of the standard typographical hierarchy. Body copy can be italicized or bolded to emphasize key words.

**TENNANT**

REINVENT HOW THE WORLD CLEANS

# CS5

## Compact series micro-scrubber

**Powerful levels of clean**  
Stop the mopping and experience the powerful cleaning abilities of the entry-level CS5 micro-scrubber. The small size and portable design make it as convenient as a mop and bucket, but it cleans and dries faster and avoids the use of dirty water for a more effective result.

**Available technologies**

- Lithium-ion batteries
- Reverse dry system

**Forward and reverse drying**  
With a two-squeegee system design, drying can be done in forward and reverse eliminating the need to turn allowing for cleaning in tight spaces.

**Maximize runtime**  
The lightweight and compact lithium-ion battery provides 50 minutes of run time (75 minutes with optional battery) and can be easily swapped out to extend run time.

**Compact size & lightweight**  
Easy to operate in tight spaces and store in crowded storage rooms. Weighing fewer than 44 pounds makes it easy to maneuver and transport.

# CS5

Product name example shown:  
Sofia Pro Bold, black  
Size 50pt (minimum 32 pt)

# Headline

Example shown:  
Sofia Pro Medium, Cool Gray 6c  
Size 25pt

## Subhead

Example shown:  
Sofia Pro Bold, Tennant Teal  
Size 10pt

## Body copy

Example shown:  
Sofia Pro Light, black  
Size 10pt

A decorative graphic on the left side of the page consisting of several concentric, curved lines that sweep from the bottom left towards the top right, creating a sense of depth and movement.

# Design elements

## Design elements

### Icons

Icons can be used to communicate information quickly or to convey complex information in a simple way. They should always be used to accentuate or explain vital information — never to replace it.

The proportion of colors in an icon should be roughly 70% black and 30% Tennant Teal.

Our brand icons can be uncontained or contained inside a circle. Choose the icon with the best visibility on the background, but stay consistent with the style throughout the design.

An existing icon library is available through Marketing Operations. If new icons are created, they should be drawn on a 72x72px pasteboard, with a 2px stroke width for outlines. In cases where the icon is contained inside a circle, the diameter is 62x62px. Icons should be optically centered within the container.

Please contact Marketing Operations for final approval on any new icon designs not created in-house.



Black with Tennant Teal icons on white, no circle border



Black with Tennant Teal icons with circle border on white



White with Tennant Teal icons on dark background, no circle border



White with Tennant Teal icons with circle border on dark background

# Design elements

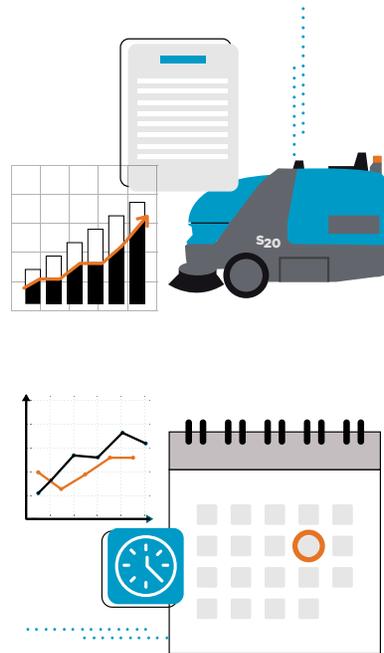
## Illustrations and infographics

**Illustrations** can be used to communicate concepts or tell stories that can't be portrayed in a single icon, like "the impact of Tennant products on efficiency," or "how better cleaning solutions save time and improve productivity." When creating illustrations, use imagery relevant to the concept. They should be simple, clean, effective, and easy to understand. Use whitespace as a design element when appropriate. Avoid whimsical illustrations.

An **infographic** is a collection of imagery, data visualizations like pie charts and bar graphs, and minimal text that gives an easy-to-understand overview of a topic. Infographics use striking, engaging visuals to communicate information quickly and clearly.

The proportion of colors in both illustrations and infographics should be comprised of 70% to 80% Tennant Teal, black, cool gray, and/or light gray; and 20% to 30% of accent colors.

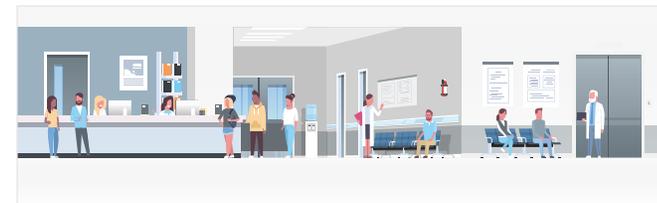
### Illustration



### Don't



### Infographic



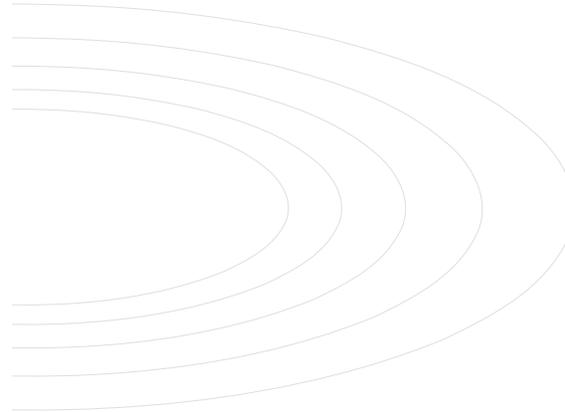
## Design elements

### Textures and shapes

**Textures** can add dimension or evoke a tactile feeling in otherwise empty space. Tennant guidelines use a variety of circular and rounded **shapes** to add texture or background where appropriate.

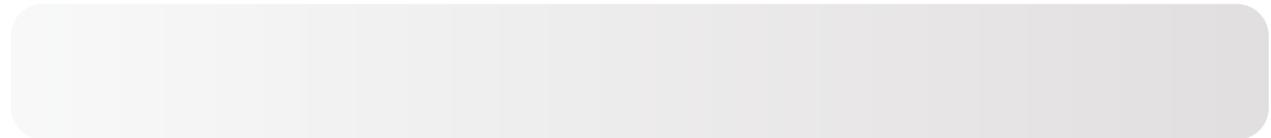
As borders or frames, circles and ovals represent both unity and protection. Lacking sharp or jagged edges, circles are a much friendlier shape than polygons for encompassing images. Because they tend to *invite* viewers into their *completeness*, circles exhibit a strong sense of community.

As decorative shapes, like background decoration or building blocks in other images, circles are playful and graceful and put viewers at ease. Circles never stop — just like Tennant products. They can be any color or a tint of a color within the Tennant product palette. However, please see the web page guidelines section when designing for screen viewing to meet AA criteria for contrast.



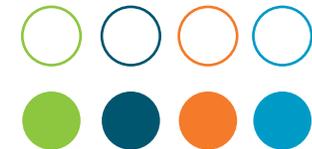
#### Orbit of ovals

A maximum of half an oval should be shown. Ovals should appear in cool gray and can be a tint (shown at 50% saturation).



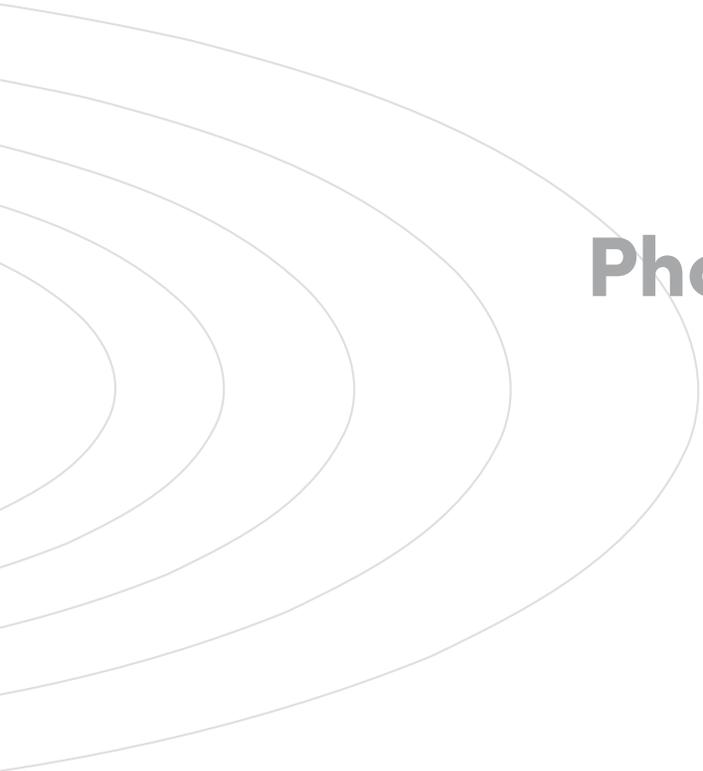
#### Subtle gradient

Gradients can be used with or without rounded corners. If used, the corner radius is .25 inches. Gradient: light gray to cool gray at 50%



#### Rounded rectangles and circles

Outlined or solid. Corner radius is .25 inches.

A decorative graphic on the left side of the page consisting of several concentric, light gray ovals that curve from the left edge towards the center.

# Photography and video

## Photography and video

### Product photography

All Tennant products should be captured in these views at product launch. These views will be used for product brochures, demand generation campaigns, and the website. Images will include the standard views along with close-ups to call out key features or design options.

Product photos will be done using CGI for use in a variety of materials, including digital collateral and large tradeshow graphics.

Product photos should be created with a separate shadow layer in the file that can be turned on or off as needed. Products can be shown with or without shadows.



STRAIGHT ON



BACK SIDE



RIGHT SIDE



FROM ABOVE



3/4 VIEW LEFT



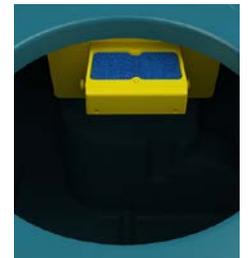
3/4 VIEW LEFT



DETAIL 1



DETAIL 2



DETAIL 3

## Photography and video

### In-environment product photography

Photography featuring the product in an environment—school, office building, retail store, grocery, warehouse, manufacturing, etc. — allows a user to see the scale and function in a familiar environment.

Environmental photography should depict modern, clean, and simple locations that are primarily white or gray with limited accent colors.

Environments should be representative of real-world applications and the Tennant product should always be the primary focal point.

For product launches and new environments, utilize CGI to place the product within the image to reduce the appearance of incorrect scale and or angles. This will reduce launch cost and provide a more consistent look in corporate imagery.

A desaturated image with black and white overlay should be applied to the environmental background to reduce accent colors. Tennant products should always be full color. Use judgment in application and maintain a realistic, modern, and simple look.



## Photography and video

### Non-product photography

Photography without products (for blog, social, campaigns, etc.) should also depict modern, clean, and bright locations. Use images with natural lighting, not overly dark or saturated.

Any people shown in the image should be natural and not posed.

All photography must be appropriately licensed before using.

For in-environment photos, permission of the location owner is required. Take care to limit including signage or other identifying features in non-public spaces as well as individuals.



## Photography and video

### Videos

#### How to use the Tennant product logo: video intro & closing

For a consistent experience when creating videos, all videos should utilize the approved logo animation and placement recommendations based on these guidelines:

	Use Case 1: Logo at Start	Use Case 2: Delayed Logo Use	Use Case 3: No Intro Logo
<b>Video Intro Description</b>	Video opens with animated Tennant product oval logo Followed by the video title	Video opens right into the content and messaging After intro (15-25 seconds in) animated Tennant product oval logo will show	No logo use at the intro
<b>Video Closing Description</b>	Video closes with static Tennant Products logo With optional website URL or CTA	Video closes with static Tennant Products logo With optional website URL or CTA	Video closes with animated Tennant product oval logo With optional website URL or CTA after animated logo
<b>Best Used For</b>	Product Hero/Demo videos Tutorial videos Product brand videos	Case study videos Customer testimonial Insight videos Event teaser	Social media teaser videos Social media stories Videos under 30 seconds

# Photography and video

## Videos

### Video design elements

For a consistent experience when creating videos, all videos should follow approved guidelines for design and music choices:

Font and Text	Color and Background	Music
<p>Title: Bold Sofia Pro in all caps</p> <p>Headline: Bold Sofia Pro in sentence case</p> <p>Body Copy:</p> <ul style="list-style-type: none"><li>• Sofia Pro</li><li>• Sofia Pro Condensed</li></ul> <p>Ensure text readability with font size and contrast to background</p> <p>Use blurred backgrounds or color overlays when needed for text readability</p>	<p>Utilize white backgrounds for text summaries and transitions</p> <p>Use Tennant Teal text and as a background color only to highlight benefits, features or key messages</p> <p>Leverage design elements to enhance visual appeal – but be careful not to overuse and distract from the message of the video</p> <p>Use b-roll to support the message – not merely for filler</p>	<p>Music should evoke a feeling of confidence – leaving the viewer feeling encouraged and emboldened</p> <p>Music should fit the video mood, content and style</p> <p>Ensure music does not distract from voiceover</p> <p>Background music should always be instrumental</p>

### Keys to success with video

End on a strong note & include a strong call to action

Make sure that the viewer knows what to do next

# Photography and video

## Videos

### Product hero/demo video structure

The objective of the hero and demo videos is to bring the product to life, highlight the key differentiators (not everything), and reinforce the Tennant product brand story. Videos should show the product in use and demonstrate the cleaning path provided by the machine.

For a consistent experience when creating product hero/demo videos, follow the structure shown here.



#### Intro scene 1

Video will start with the approved animated Tennant product logo

- Tennant Teal background
- White Tennant product logo



#### Intro scene 2

Following the logo, the video title/machine name will come on screen

- Title will not be on the screen at the same time as the logo
- Use all-caps text
- Tennant Teal background transitioning to white text over machine on white background

Title/machine name will stay on screen as the main section of the hero/demo video begins with the machine behind the Title



#### Body of hero/demo video

CGI video of the machine

White or environmental background

Use white or black text depending on the background color for optimal contrast

Utilize all-caps text for customer benefits and key messages

Use title case for machine features

Only use Tennant Teal text or background color to highlight customer benefits and key messages

Voice over may be used in addition to the on-screen text when appropriate



#### Closing scene 1

Video title/machine name

Use all-caps text

Tennant Teal background color



#### Closing scene 2

Following the title/machine name, a static Tennant Products logo will come on screen

- Tennant Teal background
- White Tennant product logo

White text for CTA: "Learn more at tennantco.com"

# Photography and video

## Videos

### Product tutorial and operator videos

For a consistent experience when creating product tutorial/how-to videos, follow the guidelines below.

Tutorial and how-to videos should be shot on a clean white background. The video's focus should be on the machine and on demonstrating working with the machine. Utilize close-ups when appropriate.

Tutorial videos should have on-screen text that guides the viewer through the action. The on-screen text should be concise and clear.

Voice over may be used in addition to the on-screen text when appropriate. However, models in the video should not talk on screen.

Group scenes in sections of similar actions such as machine set-up, pre-operation, operation, and post-operation. Breaking up the video will allow for user self-direction if needed. On-screen graphics or callouts may be used to clearly identify product parts, buttons, etc.



All video must be appropriately licensed before using.

All videos must depict use of the equipment in compliance with its manual and with operators using proper PPE.

## Photography and video

### User-generated content

User-generated content, including videos and photography can often be used on social media or within blogs.

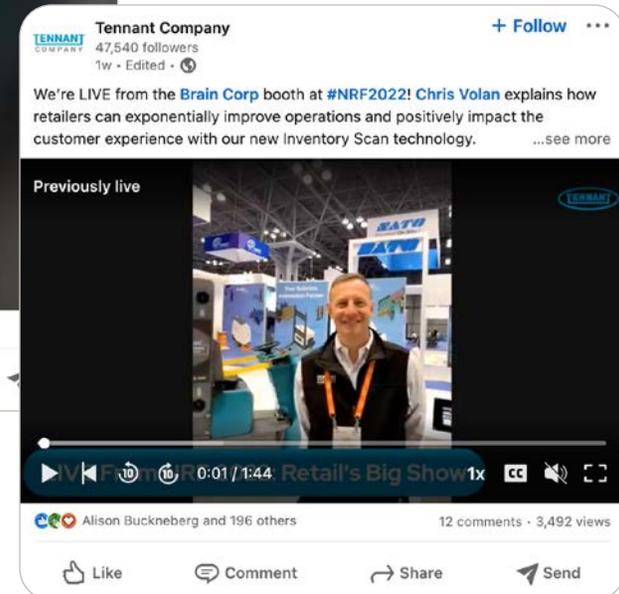
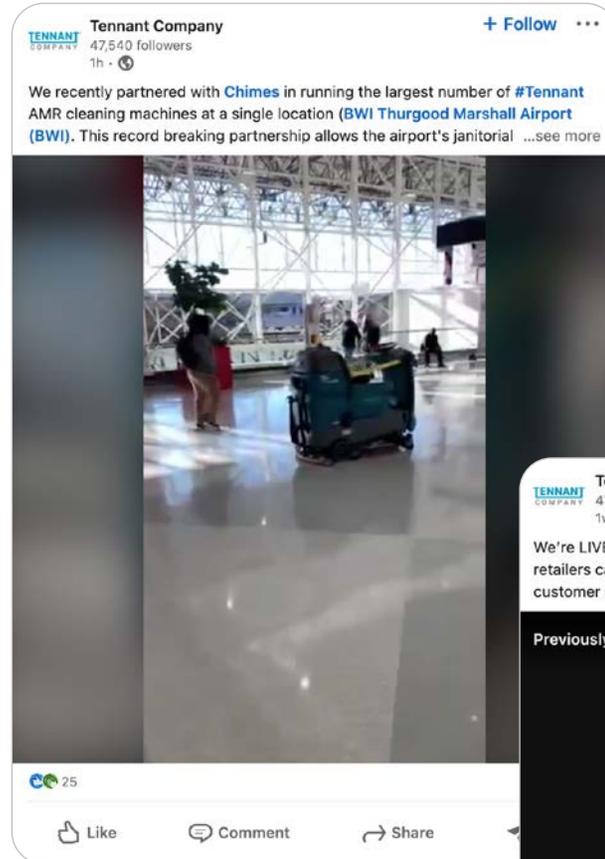
User-generated content should reinforce the Tennant brand promise and align with the brand archetype.

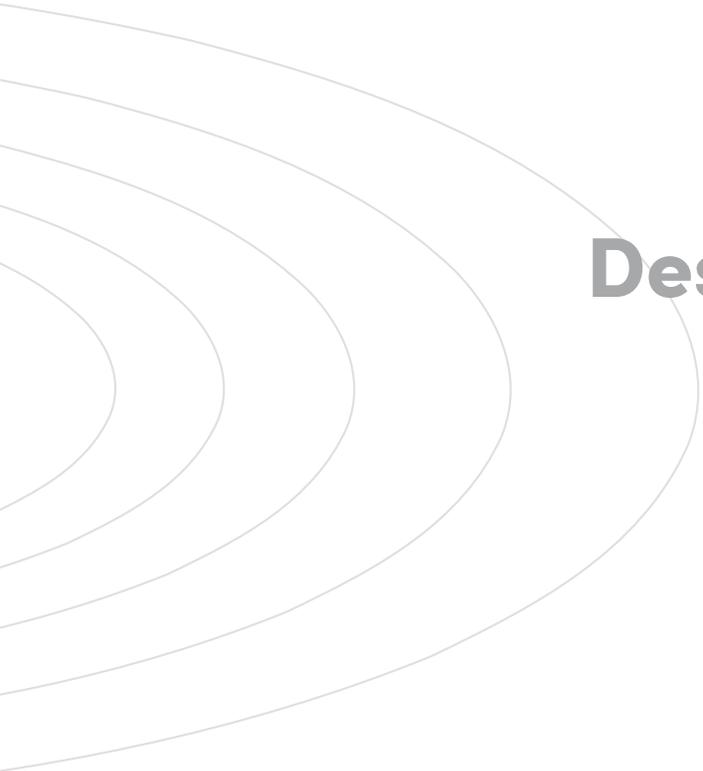
Ensure that appropriate approvals are obtained and credit the original creator.

Do not show videos demonstrating product misuse or any form that conflicts with recommended application. All videos must depict use of the equipment in compliance with its manual and with operators using proper PPE.

Permission of the location owner is required. Take care to limit including signage or other identifying features in non-public spaces as well as individuals.

Any complaints about the use of the content must be immediately escalated to decide on an appropriate response.



A decorative graphic on the left side of the page consisting of several concentric, light gray ovals that curve from the left edge towards the center.

# Design applications



## Design applications

### Advertising and social

Since advertising and social media posts can be smaller in size, keep the design simple, yet eye-catching so they stand out among all the other ads. Utilize design elements such as the ovals and gradients, while allowing the machine image to be the focal point.

For images using illustrations, follow the guidelines in the illustrations and infographics section of this guide.

Call-to-action buttons should be rounded rectangles and any text should be in sentence case (see web page section for color combination options).

Below are design guidelines for frequently used platforms:

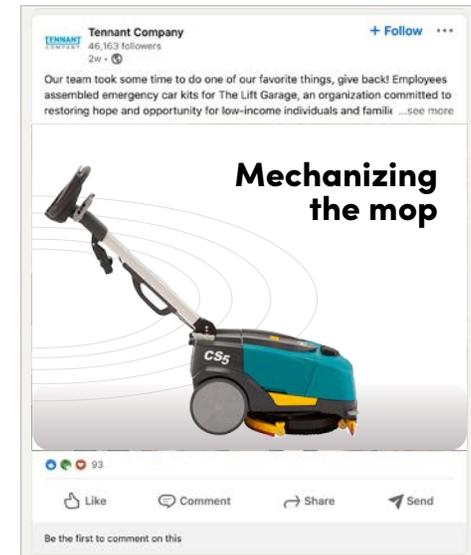
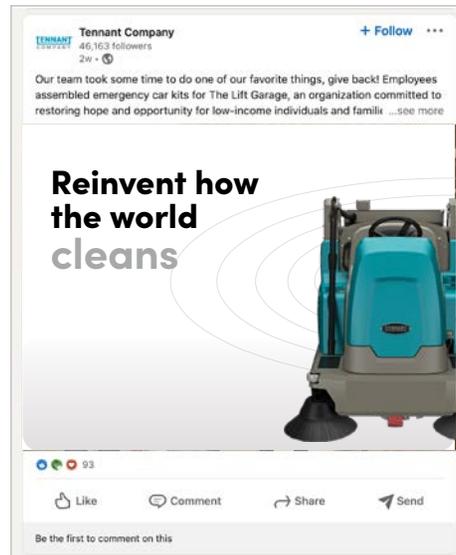
Facebook:

<https://www.facebook.com/business/ads-guide>

LinkedIn:

<https://business.linkedin.com/marketing-solutions/cx/21/11/ads-guide>

### Social posts



### Digital ad



## Design applications

### Campaigns

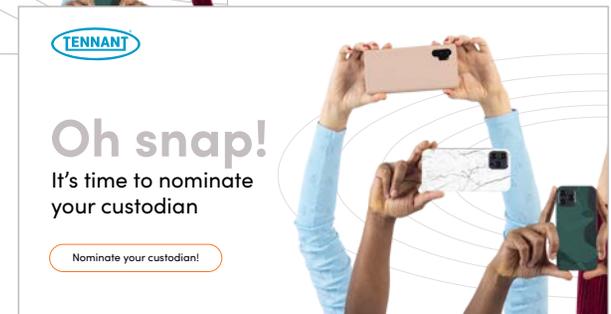
Creative campaigns and product launch campaigns consist of a variety of media, including website headers, social posts, email and landing page headers, and assets (ebooks, case studies, white papers, etc.).

A consistent look should be presented across all media, using similar imagery and design elements. Creative campaigns may or may not feature product imagery, so make sure to select images that follow the photography guidelines.

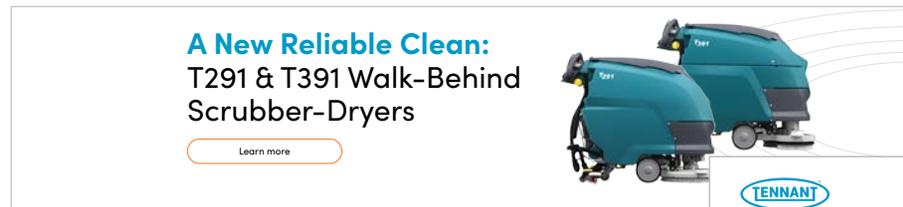
When designing for the web, see the web guidelines section for web-specific color palettes and accessibility considerations.



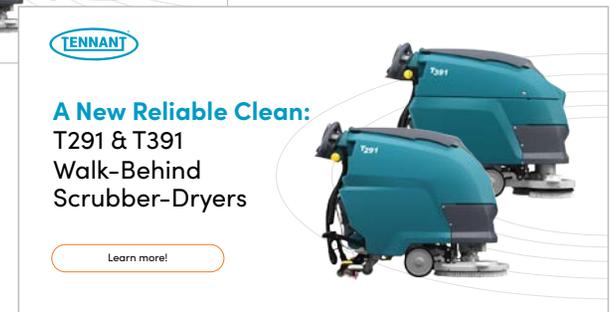
Creative campaign - web header



Creative campaign - social post



Launch campaign - web header



Launch campaign - social post

# Design applications

## Asset design

Case studies/testimonials, white papers and ebooks are commonly designed assets for campaigns. Use the template and layout that best matches the content.

Case studies and testimonials usually have a smaller amount of content and minimal graphics. White papers and ebooks contain more information and should utilize design elements to break up the content. If using vector illustrations, please refer to the illustrations and infographics section in this guide to determine if they are the appropriate look and feel.

**Title of case study or testimonial goes here**  
Location of Case study or testimonial

**BACKGROUND**  
Many schools have increased the importance of STEM topics like robotics. But in one K-12 school near Rochester, New York, robotics has been elevated from classroom to reality. To help students build interest and skills in science, technology and engineering, the Churchill-CHS Central School District has a state-of-the-art robotic program that incorporates STEM Robotics Concepts into classroom learning.

In 2019, enthusiasm for robotics spilled over to the operations and maintenance side of the district as the district's self-driving robots have increased on the high school's grounds. To increase productivity and efficiency and free up staff for more traditional work, the district turned to Tennant's autonomous floor cleaning robot to clean the school's floors.

**CHALLENGE**  
Churchill-CHS Central School District has approximately 4,000 junior school students and 800 staff teaching and working throughout a 4.5 building. These of the six schools in the Churchill-CHS Central School District are connected, spanning nearly a half mile of campus hallway. The Assistant Director of Buildings and Grounds, Jim Ryan, oversees a staff of 20 who clean the hallway and classroom floors every night to ensure they are ready and safe for the start of the next school day.

**SOLUTION**  
Ryan had identified a few trade shows to learn about new robots that could make floor cleaning safer and easier for his time-strapped cleaning crew. He learned about the new Tennant TM400 classic floor scrubber powered by BrainOS<sup>®</sup> advanced vision-based artificial intelligence (AI) system.

Tennant's flagship autonomous scrubber, the TM400 is designed to work safely and efficiently alongside employees when they attend to other tasks. The robotic floor scrubber requires minimal training and has easy-to-understand controls, which Ryan operators get up to speed quickly.

Jim Ryan, Assistant Director of Buildings and Grounds, said: "I've seen Tennant's robotic mops because they have been so well known around town in the market for years," said Ryan. "It's also very simple to use and train on."

To accomplish their nightly cleaning mission, they had two 20,000 sq-ft floor cleaning machines, cleaning the floor cleaning machines were together and time-consuming — taking time away from other time-sensitive work such as cleaning high-touch areas like bathrooms, classrooms and gym handrails, as well as helping classrooms.

Since full-time staff can be difficult to find, the building and grounds department routinely relies on substitute cleaners to provide additional cleaning capacity. But as jobs tend to come and go, the time required to train each temporary worker provided less return on investment.

In 2020, after Ryan was planning to purchase a new robotic floor scrubber, he contacted Jim Ryan, Assistant Director of Buildings and Grounds, to see if he could help with the purchase. After Ryan was up and running with the TM400, he just like they'd mentioned. If the robot or obstacle the classic barrier is obstructed, it is alerted to cleaning staff, so they can run the machine.

As an innovator in robotic technology for the Rochester area, Churchill-CHS Central School District continues to use the space for other schools. Students interested in robotics are motivated by seeing these technologies in action inside and outside their buildings. In turn, grounds keeping and floor cleaning has become faster, more productive and efficient — making the workplace a more rewarding environment.

It's a good fit for us, said Ryan. "It's also very simple to use and train on."

© 2022 Tennant Company

Case study/testimonial

## Mechanizing the mop

How modernized floor cleaning techniques are delivery powerful competitive advantages.

**costs keep rising**

It's been one of the biggest expenses in most businesses. When it comes to cleaning and maintenance, labor can sometimes be over half of the budget. It's fairly no surprise that 75% of what's increasing labor productivity is a new industry.

Or pressure is nothing new to most businesses. These pressures are seeing quite a cost to hire, train and keep employees a higher than ever — and keep going up.

<b>2.4% INCREASE</b> in the cost of labor in 2022*	<b>Business to 20 states will see INCREASED MINIMUM WAGE</b> in 2022*
<b>NEW OVERTIME RULES</b> went into effect in 2022*	<b>\$1,000</b> Average cost to train a new employee*

**less complement — not replace — employees**

It's not a matter of either/or of an investment for manual labor. Yes, automated floor cleaning is a great way to modernize floor cleaning. It's a huge saving of the potential value. An facility cleaning steps in the morning, businesses use more frequent cleaning, more deep cleaning, more detailed cleaning (edge-down, deep-cleaning) and the "mop" can't be mechanized. But the no-operations value of floor cleaning is that it makes employees more efficient in completing routine floor cleaning — getting them more time to focus on the growing list of facility cleaning responsibilities.

© 2022 Tennant Company

White paper

## The path to autonomous floor cleaning

How robotic technologies drive cleaning performance in healthcare facilities

© 2022 Tennant Company

eBook

## Facility Cleaning is More Critical Than Ever for Hospitals and Clinics

Cleanliness has always been essential in healthcare, but today, the confluence of rising risks, rising expectations and rising standards make the cleanliness of spaces and surfaces more critical than ever for healthcare organizations.

- Clean Facilities Help Protect Patient Safety**  
The emergence of highly resistant "superbugs" makes the right capital healthcare equipment choices (HCE) even more challenging. Several studies have demonstrated a strong correlation between consistent facility cleaning protocols and reduced infection risk, and the CDC has published best practices that describe how autonomous cleaning can help prevent transmission.\*
- Clean Facilities Help Drive Patient Satisfaction & Loyalty**  
Patients are more apt to select risks within hospitals and clinics, and are seeking out facilities that demonstrate a strong commitment to cleanliness and infection prevention. Research shows a strong correlation between patient\* and overall facility cleanliness and HCEs. Strongly correlated measures of healthcare providers and systems indicators of patient loyalty\*.
- COVID-19 Crisis Intensifies Importance of Clean Facilities**  
The recent COVID-19 pandemic highlights the rising value of facility cleaning in the healthcare world. The pandemic created concerns around facility cleaning and infection control for protecting the health and safety of both patients and staff in hospitals and clinics.

**Robots Supporting — Not Replacing — Existing Staff**

BrainOS directly addresses the supply-demand imbalance generated by rising cleaning demands and limited labor resources, doing cleaning work that the working alongside human employees to make cleaning teams more efficient. These "no-robot" jobs focus on more complex, strategic cleaning initiatives.

**cleaning fleets achieve higher productivity**  
jumper/patient satisfaction

© 2022 Tennant Company

## Design applications

### Click Dimensions email and landing pages

Tennant uses pre-approved Click Dimensions email and landing page templates for consistency and to ensure best practices. The only graphic elements that need to be designed are the headers and call-to-action icon. Forms and buttons are created in the system. Header specifications are below (your Tennant contact can provide you with a template if needed).

Please use the color palette specified in the web guidelines section, as these are viewed on-screen.

#### Emails

Maximum width:	600px
Height:	Variable
Header size:	600px x 180px
Header font:	Sofia Pro Bold
Logo size:	78px wide
CTA icon size:	153px wide, variable height
Minimum font size:	13px
Image resolution:	72dpi

#### Landing pages

Site width:	960px
Site height:	Variable
Header size:	960px x 250px
Header font:	Sofia Pro Bold/Regular
Logo size:	115px wide
Minimum form width:	300px
Image resolution:	72dpi



Email header - product launch



Landing page header - product launch



Email header - campaign



Landing page header - campaign

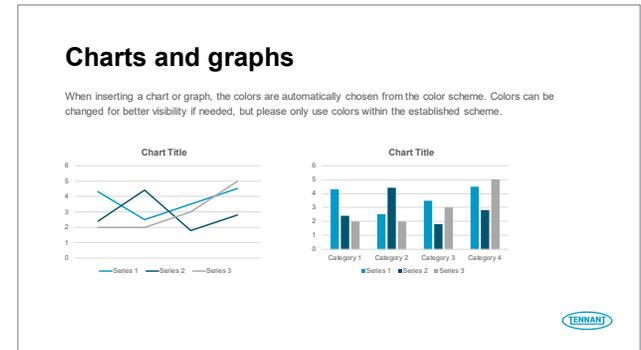
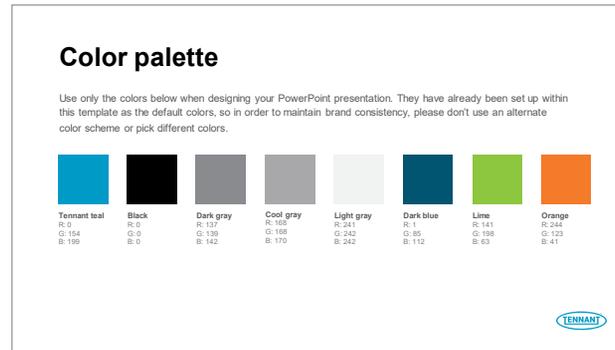
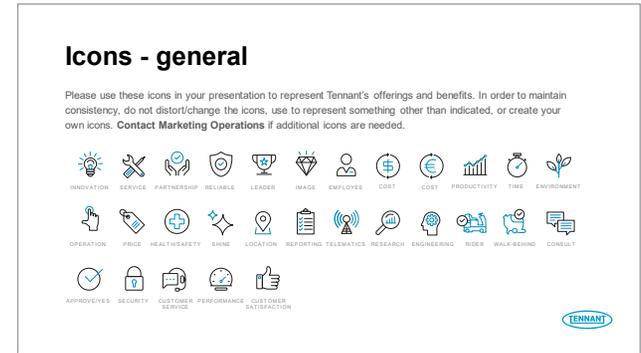
# Design applications

## PowerPoint presentations

The PowerPoint template contains a guide to help create presentations that adhere to brand guidelines. It can be downloaded on the HUB. Please do not modify the template or slide masters in any way.

The template includes information and graphics for the following:

- Color palette
- Fonts
- Logo usage
- Icons
- Charts and graphs
- Additional graphic elements
- Content guidelines
- How to use slide layouts
- Slide layout examples



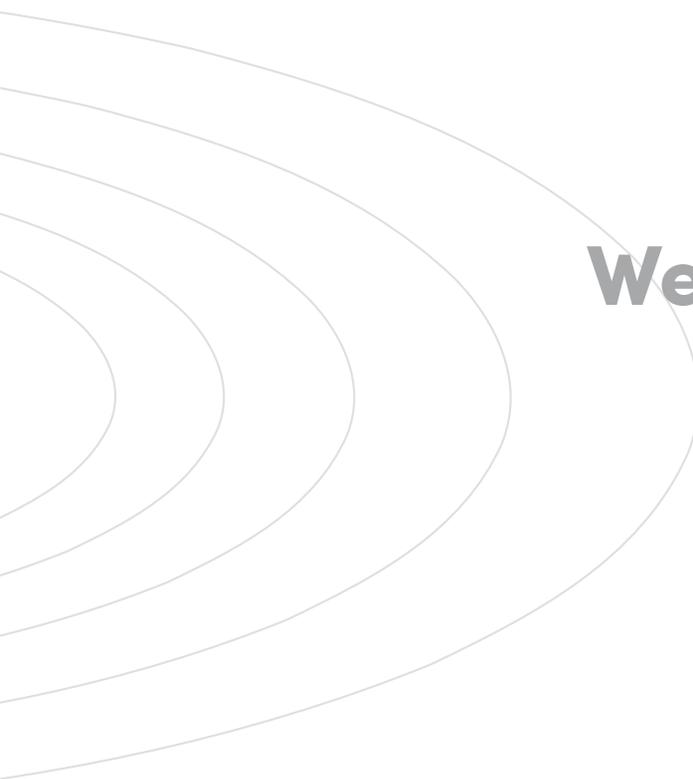
## Design applications

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### Premium items

Premium items such as shirts, hats, bags and coffee mugs should ideally be one of the colors from the approved palette. Choose the color logo with the most contrast from the item color. The logo should not be any smaller than the minimum size specified in the logo section. If the ® is too small to be legible on embroidered or imprinted items, it may be removed.



A decorative graphic on the left side of the page consisting of several concentric, light gray ovals that curve from the left edge towards the center.

# Web page guidelines

# Web page guidelines

## Typography for web

**Open Sans** is our primary web font family and should be used for all web pages. Open Sans is a free Adobe or Google font that works across platforms and is available online. Font size guidelines are below.

Desktop:	Mobile:
h1 {font-size: 40px}	h1 {font-size: 32px}
h2 {font-size: 30px}	h2 {font-size: 28px}
h3 {font-size: 24px}	h3 {font-size: 24px}
h4 {font-size: 20px}	h4 {font-size: 20px}
h5 {font-size: 18px}	h5 {font-size: 18px}
h6 {font-size: 16px}	h6 {font-size: 16px}
p {font-size: 14px}	p {font-size: 14px}

## Colors

The website color palette is based on the Tennant product brand colors, but includes additional colors designed to meet accessibility requirements. See web accessibility guide for more information.

## Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#%&^\*()

Open Sans Light  
*Open Sans Light Italic*  
Open Sans Regular  
*Open Sans Italic*  
Open Sans Semibold  
*Open Sans Semibold Italic*  
**Open Sans Bold**  
***Open Sans Bold Italic***  
**Open Sans Extrabold**  
***Open Sans Extrabold Italic***

## Font color (on light background)

#333333	RGB: 51, 51, 51
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## Primary website colors

#009AC7	RGB: 0, 154, 199
#007B9F	RGB 0, 123, 159
#73AFB6	RGB: 115, 175, 182
#454F57	RGB: 69, 79, 87

## Secondary website colors

#333333	RGB 51, 51, 51
#A8A8AA	RGB: 168, 168, 170
#DDE4E8	RGB: 221, 228, 232
#F1F2F2	RGB: 241, 242, 242

## Accent colors

#F47B29	RGB: 244, 123, 41
#8DC63F	RGB: 141, 198, 63

# Web page guidelines

## Web accessibility

In order to adhere to the parameters of the Web Content Accessibility Guidelines (WCAG), we must meet AA criteria for contrast to ensure web content is more accessible.

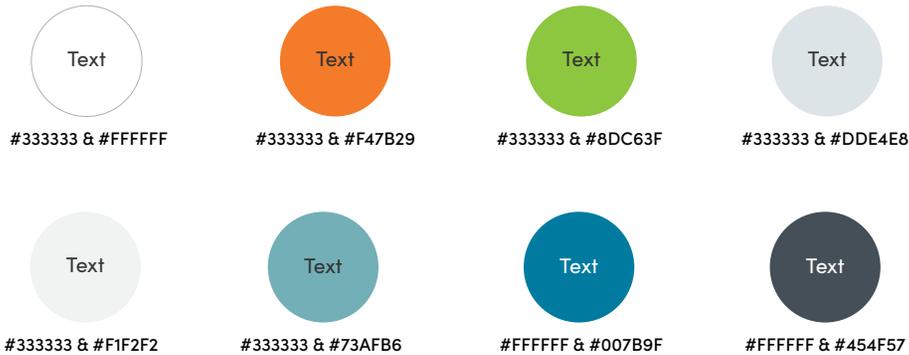
The visual presentation of text and images of text must have a contrast ratio of at least 4.5:1, except for the following:

- Large Text: 18.66px (14 point) bold or larger, or 24px (18 point) or larger. Large-scale text and images of large-scale text may have a contrast ratio of at least 3:1.
- Incidental: Text or images of text that are part of an interactive user interface component, that are pure decoration, that are not visible to anyone, or that are part of a picture that contains significant other visual content, have no contrast requirement. Infographics and charts need to meet web accessibility requirements.

To see if your colors are accessible, visit <https://webaim.org/resources/contrastchecker/>

## WCAG AA-compliant color combinations

### WCAG Accessible for Normal Text



### Additional combinations that are available for Large Text 3:1 ratio



# Web page guidelines

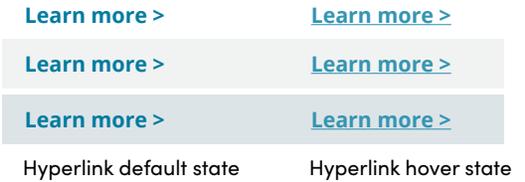
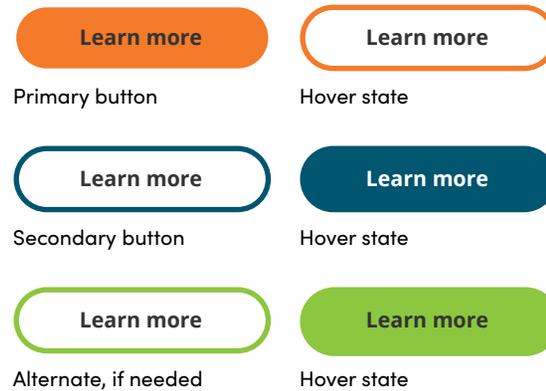
## Buttons

Spec height: 24px  
Stroke weight: 2px  
Corner radius: 18px  
Padding: 12px

### Hyperlink button:

Text only with >  
Hover state underlined

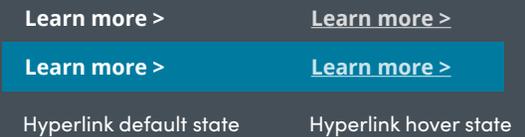
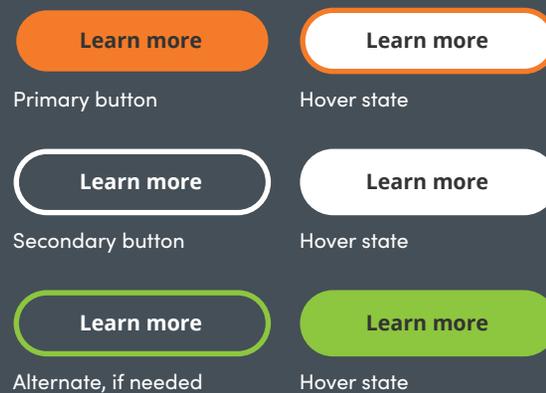
### Buttons on a Light Background



### Example:



### Buttons on a Dark Background



### Example:



## Web page guidelines

### Design considerations

Homepage and landing page banners should follow the same design guidelines as on previous pages. Below are sizing and design specifications.

### Homepage banner:

- 1100px x 443px
- Text and button should not be included, but ample space should be left clear in the design so it can be added by the web author

### Web/landing page banner:

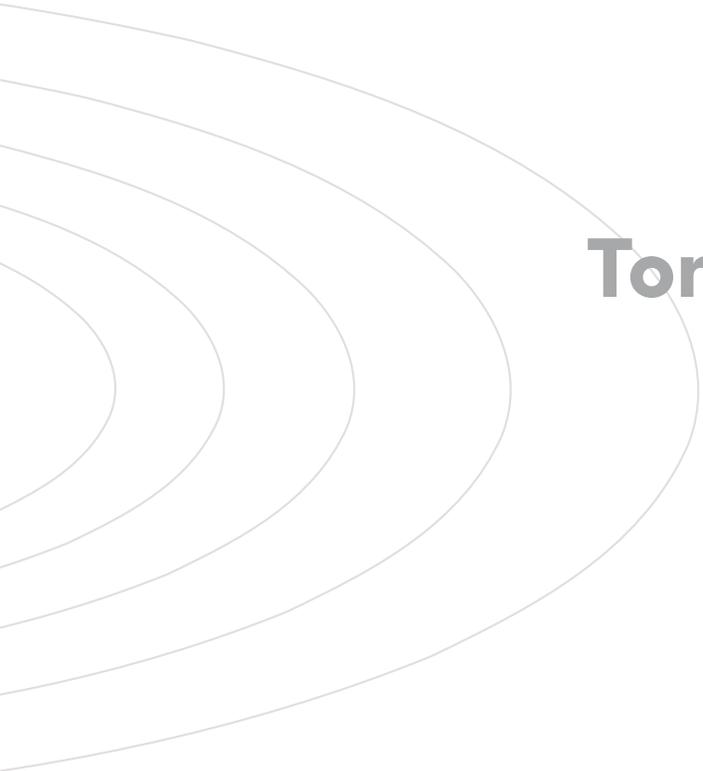
- 1920px x 222px
- Only include text if the page is specific to a single language campaign and does not need to be translated
- If text is included, keep within center 1100 pixels of banner



AEM homepage banner



AEM landing page banner

A decorative graphic on the left side of the slide consisting of several concentric, light gray ovals that curve from the left edge towards the center.

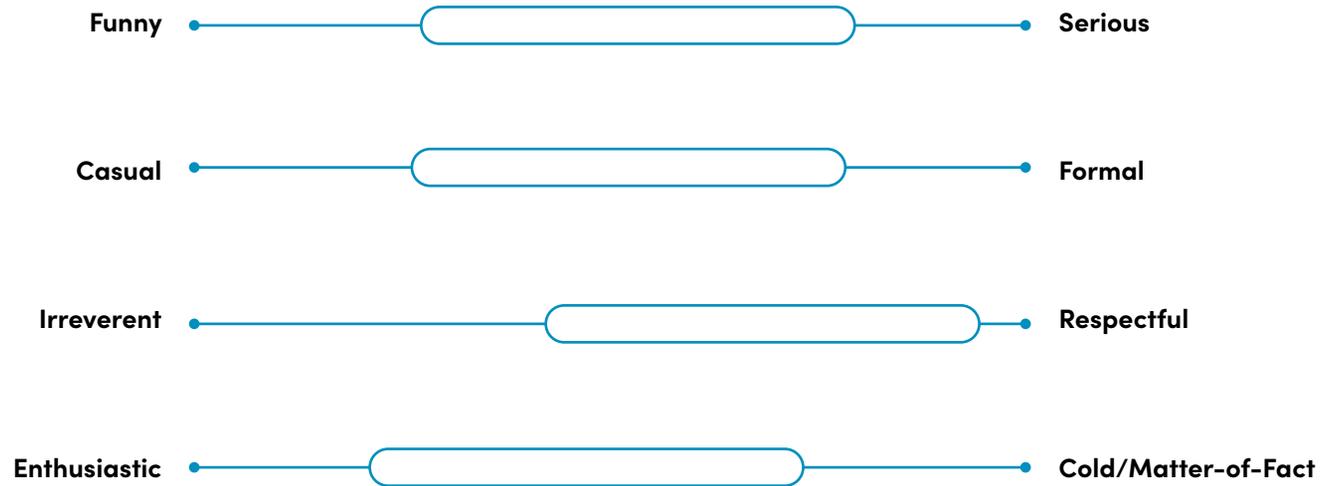
# Tone and voice

## Tone and voice

---

### Tone

While our voice stays consistent, our tone will change based on the communication type and channel. And this is okay. Product specs and brochures will lean serious and formal, while social media and headlines can be more humorous and casual. Stay focused on your message and how you want to leave the customer feeling emboldened.



## Tone and voice

---

### Voice

Our messaging embodies our brand promise to **leave people feeling emboldened** when they engage with Tennant. Our customers are prepared with the tools, knowledge and support to make the right decision for their business.

Our voice conveys our devotion, innovation, and deliberation across all of our communications and customer touch points.

#### DEVOTED

We are committed to our customers' success and display an awareness of the issues and challenges they face. Share real customer stories and how we've helped.

##### Devoted Do's

- Use strong verbs
- Be champions for the industry
- Be passionate about helping customers

##### Devoted Don'ts

- Be dull or robotic
- Talk about how great Tennant is
- Use passive voice
- Be lukewarm or wishy-washy

#### INNOVATIVE

Across all channels, messaging should position Tennant as a brand partner that can evolve in a response to, and ahead of, customers' needs.

##### Innovative Do's

- Be original
- Be creative in how we present new ideas and solve problems
- Look to the future and educate on what is coming next
- Cite reputable sources

##### Innovative Don'ts

- Be condescending and/or make assumptions
- Be elitist or oversell capabilities
- Be impractical with recommendations

#### DELIBERATE

Our messaging should convey consistency and confidence.

##### Deliberate Do's

- Be clear, direct, and to the point
- Be confident and optimistic
- Be consistent and engaging

##### Deliberate Don'ts

- Use jargon or superlatives
- Lose sight of the audience and core message
- Be verbose

# Tone and voice

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## Channels

The spectrum of our tone and voice

Mild

Punchy



Tech specs and quick reference guides, how-to guides

Product literature and blogs

Website and sales material

Infographics, promotional videos

Advertising and organic social

### What is the difference?

**Mild** is when we're helping someone with a task or to solve a problem. We are straightforward and clear without being verbose, but know that some extra details may be required.

**Punchy** is concise and compelling. When we have only seconds to get our point across, we can't have wasted words, boring sentences, and walls of text. It is not in your face, controversial, offensive, or crazy.

### Rules and guidelines

#### Technical rules and general guidelines of our messaging

##### Technical rules

- Use the serial comma (ex. scrubber, sweeper, and vacuum)
- Use sentence case for headlines, CTAs, and subheads (exceptions may be made for creative ads, social media, banners, infographics, and alternative sub-heading using all caps)
- Headlines and CTAs do not get punctuation (exception for the occasional headline that is either multiple sentences or ends in a question mark or an exclamation point)
- Bulleted or numbered lists should not have punctuation (exception for multiple sentences that cannot be made into one)
  - When one of the list items are punctuated all in the list should have punctuation
- Spell out “and” and avoid & use (exceptions for infographics, and tables)
- Spell out numbers under 10 and use numerals for all others (exception can be made for headlines and infographics)
- Em dashes should have a space before and after them – along with ellipses ...

##### General guidelines

- Don't use acronyms unless they are more common than the complete term or phrase
- Avoid the use of passive language
- Be concise, but don't sacrifice clarity for brevity
- Provide a link whenever you're referring to a source, website, and relevant content
- Write as if you were speaking directly to your audience (readers)
- Use the first person (I and we), and address the reader directly using the second person (you and your)
- Keep sentences and structure simple
- Contractions are okay and encouraged to be more casual (it's, doesn't, etc.)
- Using footnotes or an appendix may be used if suitable for longer pieces, such as white papers or case studies.



**IPC**

BY TENNANT COMPANY

# IPC product brand



**IPC**

BY TENNANT COMPANY

# Who we are

### Our brand

**IPC by Tennant Company designs and manufactures a broad array of products that deliver proven performance and unmatched value to distributors and resellers of professional cleaning equipment. We obsess over simplicity, flexibility and responsiveness. All in service to our customers.**

#### **Brand purpose**

To create a cleaner, safer, healthier world so every person can thrive.

#### **Brand archetype**

THE LOVER  
You're the only one.

#### **Unifying idea**

FOR YOU.  
The voice of our customers — their critical needs, tough challenges and bold ideas — powers our innovation, product enhancements and efficiency improvements.  
Everything we do is *for you*.

### Our promised experience

**To leave you feeling cared for**

#### **Care /ker/**

**Verb: Look after and provide for the needs of.**

We serve you with passion, doing everything we can to provide the flexibility, responsiveness, and value you need to achieve your business goals. From providing expert technical advice, to agility in designing creative solutions to your professional cleaning challenges, we strive to achieve one goal in all that we do: To leave you feeling cared for.

### Our core attributes

#### **Simple**

*We value simplicity.*

*Simple* is a lofty goal. We strive to simplify everything we do so that we can make doing business easier for our customers.

#### **Flexible**

*We empower our customers with flexibility.*

We strive to be *flexible* in designing our technologies – and partnering with our customers. We build versatile cleaning equipment that expands ROI through greater utility. We offer a broad portfolio that allows customers to find the right products for their needs. And we work as a trusted extension of our customers' teams to help them build right-sized solutions to specific challenges and goals.

#### **Responsive**

*We are responsive above all else.*

We are *responsive* in all aspects of our business. The voice of our customers – their needs, concerns and ideas – powers our innovation and product enhancements. And we take tremendous pride in surrounding our customers with responsive support at every phase of our relationship – from the first sales contact to unparalleled ongoing customer care.

### The IPC expression

**WE** **Modern:** Visual style that reflects our innovative technology.  
**LOOK** **Sophisticated:** A refined take on clean and simple.  
**Fresh:** The right pop of creativity to capture the eye.

**OUR** **Refreshing:** Candid and empathetic—without the business buzzwords and innuendos.  
**TONE** **Optimistic:** Seeing challenges as opportunities to build advantage.  
**Determined:** Resolute confidence that success is within reach.

**WE** **Polished:** A premium experience.  
**FEEL** **Simple:** Focused on adding value—no fluff, no frills.  
**Helpful:** A partner that goes above and beyond.



**IPC**

BY TENNANT COMPANY

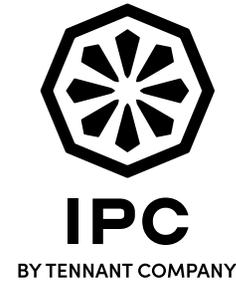


**IPC product logo**

## IPC product logo

### Primary logo

The IPC product logo should be used in any pieces where IPC equipment is featured. If a piece also features other Tennant Company endorsed brands the logos should be of equal visual size. The primary logo should only appear in IPC Green, black, or white.



The IPC product logo has two variations, stacked and horizontal. Use the version that fits best in the space.



## IPC product logo

### Logo variations

When using the IPC green logo, the background must always be whitish. The logo can be placed in the bleed area or inside the Lime Box (see rules on page 85).

Use the flat white version with colored backgrounds, whether part of the palette or a non-corporate color. Always make sure that the brand is sufficiently in contrast with the background.

In extreme cases, such as special materials or limited printing options, the use of the logo in black is allowed.

When choosing between black and white, select the option that has the greatest contrast.

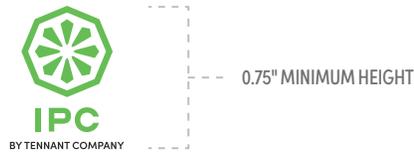


# IPC product logo

## Minimum size

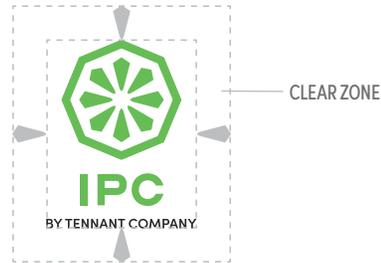
No version of the IPC product logo should ever appear smaller than the established minimum height and width specifications, as shown in example on this page. Any smaller and the logo becomes difficult to read or recognize.

## Primary logo



## Clear zone

To maintain the visual impact of the IPC logo, it needs to always have a clear zone around it, as shown. It should be the size of the inner lime section. No other logos, symbols, icons or texts should invade the clear zone.



# IPC product logo

## Logo misuse

Our logo depicts a lime fruit, a metaphor for cleanliness, freshness and naturalness. Its design is clear and sharp, iconic and distinctive, simple and powerful, dynamic and functional, capable of giving the brand newfound energy.

These rules have been established to uphold brand consistency and the integrity of the mark.



DO NOT condense or stretch



DO NOT change color



DO NOT add shadow



DO NOT create a pattern



DO NOT change typeface



DO NOT change size of elements



DO NOT colorize specific elements



DO NOT crop



DO NOT rotate



DO NOT use on a patterned background



DO NOT embellish



DO NOT delete elements

## IPC product logo

### Lime box

When the color of the background is not sufficiently in contrast with the logo, the “Lime Box” must be used. The Lime Box is obtained by enlarging a slice of the lime octagon. The logo must be centered in the rectangle obtained from the central edge of the slice.

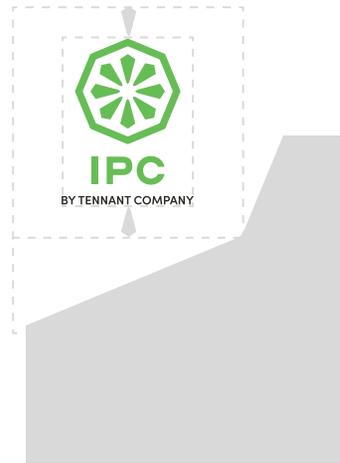
### Lime box proportion

In the landscape format, the Lime Box cannot be larger than 1/4 of the width of the media. In the vertical format, it cannot be larger than 1/3 of the width of the media.

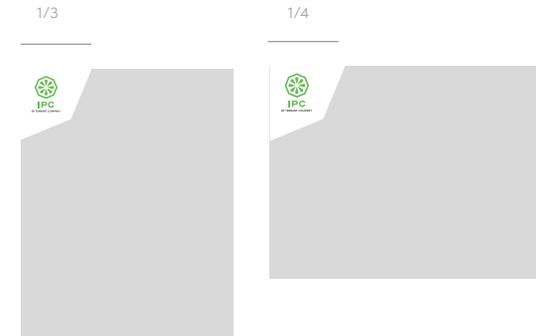
### Lime box placement

In the landscape format, the Lime Box cannot be larger than 1/4 of the width of the media. In the vertical format, it cannot be larger than 1/3 of the width of the media.

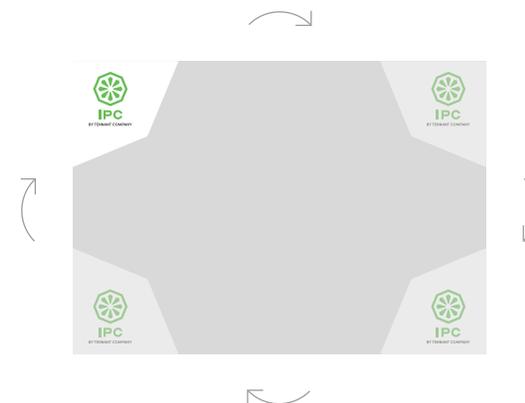
### Lime box



### Lime box proportion



### Lime box placement



## Additional logos

### Extended and ICA logos

For all packaging operations, an “Extended version” of the logo may be used in order to optimize production costs. The name IPC will be replaced by “Integrated Professional Cleaning”. All the rules of use remain the same as for the IPC logo, which are described in the previous pages, with the exception of the minimum size.

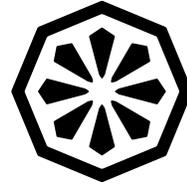
For the French product brand, the name changes from IPC to ICA. All the rules of use of the logo remain the same as for the IPC logo, which are described in the previous pages.

### Extended logo



Integrated  
Professional  
Cleaning

BY TENNANT COMPANY



Integrated  
Professional  
Cleaning

BY TENNANT COMPANY



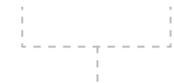
Integrated  
Professional  
Cleaning

BY TENNANT COMPANY



Integrated  
Professional  
Cleaning

BY TENNANT COMPANY



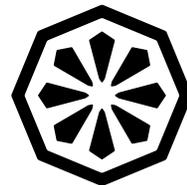
0.79" MINIMUM WIDTH

### ICA logo



Integrated  
Professional  
Cleaning

BY TENNANT COMPANY



Integrated  
Professional  
Cleaning

BY TENNANT COMPANY



Integrated  
Professional  
Cleaning

BY TENNANT COMPANY



**IPC**

BY TENNANT COMPANY

# Color palette

## Color palette

---

### Primary color

The primary IPC brand color is IPC Green (PMS 7488 C). The primary color is a powerful, pure and bold green.

IPC  
Green

PMS: 7488 C

CMYK: 63 0 90 0

RGB: 102 212 61

#66d43d

## Color palette

### Secondary colors

The secondary colors expand our palette and provide a smooth, natural complement to IPC green.

Using shades of black for a secondary palette allows IPC Green to stand out as the primary brand color.

The shades of black can be used for alternative backgrounds, data visualization, key innovations, and special keywords.

The color ratio for most applications is 40% white, 30% IPC Green, 20% black, and 10% grays.

Iron gray can be used for the range of grays when a Pantone color is needed for printing.

95% Black	CMYK: 0 0 0 95 RGB: 0 0 0 #272727
70% Black	CMYK: 0 0 0 70 RGB: 109 111 113 #6d6f71
50% Black	CMYK: 0 0 0 50 RGB: 147 149 150 #939596
30% Black	CMYK: 0 0 0 30 RGB: 188 190 192 #bcbec0
10% Black	CMYK: 0 0 0 10 RGB: 230 231 232 #e6e7e8
White	CMYK: 0 0 0 0 RGB: 255 255 255 #ffffff
Iron Gray	PMS: 430 C CMYK: 33 18 13 40 RGB: 124 135 142 #7c878e



**IPC**

BY TENNANT COMPANY

# Typography

# Typography

---

## Fonts

Typography is a key element to communicate IPC’s personality. We have the option of choosing from two families of fonts to be used in different situations. Both have the task of providing consistency and visual power to communication.

**Gibson SemiBold** should be used for headlines, and **Gibson SemiBold Italic** for keywords. **DIN Round Pro** is used for body copy. Light is preferred for the majority of body copy, but to emphasize information, use the Medium weight. These fonts are also to be used on the website.

Arial can be used in Microsoft Office Applications and for those who do not have a font license for Gibson or FF DIN Round.

## Headlines/Keywords

### Gibson SemiBold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**123456789!@#%&\*()**

### Gibson SemiBold

***Gibson SemiBold Italic***

## Body Copy

### DIN Round Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#%&\*()

FF DIN Round Light

FF DIN Round Regular

FF DIN Round Medium

## Microsoft Office Applications font

### Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#%&\*()

Arial Regular

*Arial Italic*

**Arial Bold**

***Arial Bold Italic***

# Typography

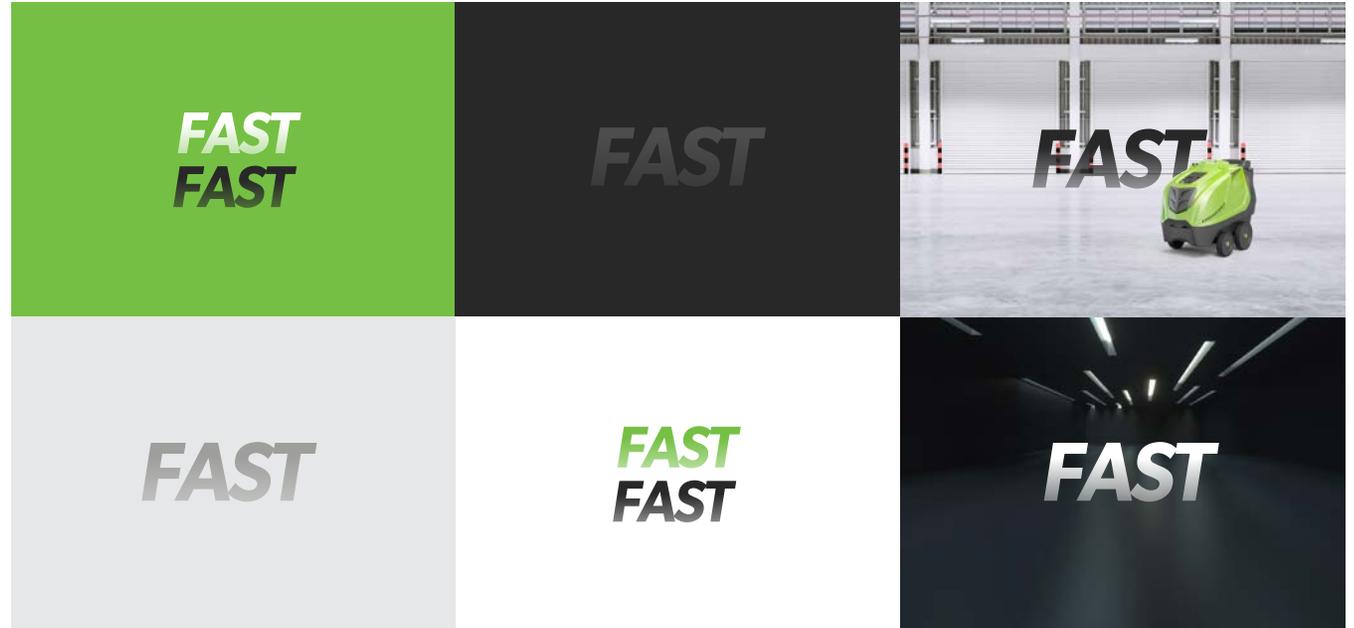
## Keywords

Our keywords are our most powerful visuals. Be bold, be creative, be pioneers. Our keywords must be simple, direct and high-impact, yet we are open to more daring graphic solutions with a superior visual output, provided that the readability of the text is never compromised.

The combinations to the right show examples of how to design keywords on different colored backgrounds or on top of photography.

Do not use any other colors for the keywords than the approved examples shown. Make sure to provide enough contrast when placing on top of images. Patterned backgrounds may not be used.

## Keyword Examples – Do’s



## Don'ts



# Typography

## Hierarchy and leading/tracking

All marketing communications should follow these guidelines for typographical styling to ensure readability and consistency across communications.

## Paragraph rules

The paragraph rule below must have a thickness of 0.75 pt, offset 6mm in the color IPC green (see example below).

---

Lorem Ipsum

## Hierarchy

### Same size point, different weights

LOREM

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, seddiam nonumy eirmod tempor invidunt utlabore.

### Different size point, same weights

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, seddiam nonumy eirmoda invidunt utlabore et dolore magnaret.

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, seddiam nonumy eirmod tempor invidunt utlabore.

### Different type, different size point

## LOREM IPSUM

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, seddiam nonumy eirmod tempor invidunt utlabore et dolore magnaaliqyam erat, sed diam voluptua.

## Leading/tracking

DIN ROUND PRO LIGHT 9PT. / LEADING: 14PT. / TRACKING: -5

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, seddiam nonumy eirmod tempor invidunt utlabore et dolore magnaaliqyam erat, sed diam voluptua.

DIN ROUND PRO LIGHT 10PT. / LEADING: 15PT. / TRACKING: -5

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, seddiam nonumy eirmoda tempor invidunt utlabore et dolore magnaret.

DIN ROUND PRO LIGHT 20PT. / LEADING: 25PT. / TRACKING: -5

Lorem ipsum dolor sit consetetur sadipscing elitr, seddiam nonumy

GIBSON SEMIBOLD 14PT. / LEADING: 18PT. / TRACKING: 100

**LOREM IPSUM DOLOR SIT  
CONSETETUR SADIPSCING  
ELITR, SEDDIAM NONUMY**



**IPC**

BY TENNANT COMPANY

# Design elements

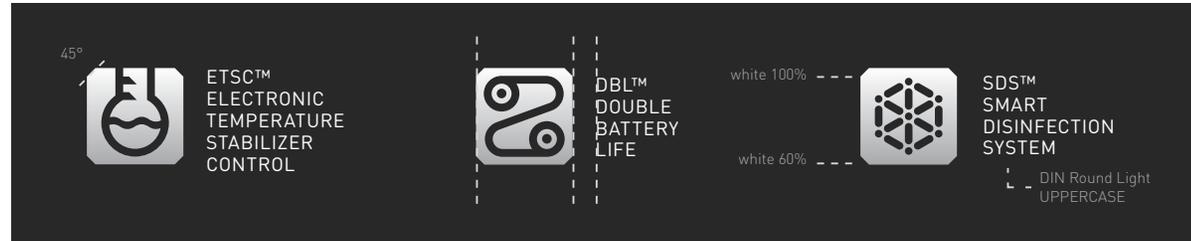
# Design elements

## Innovation & technology marks

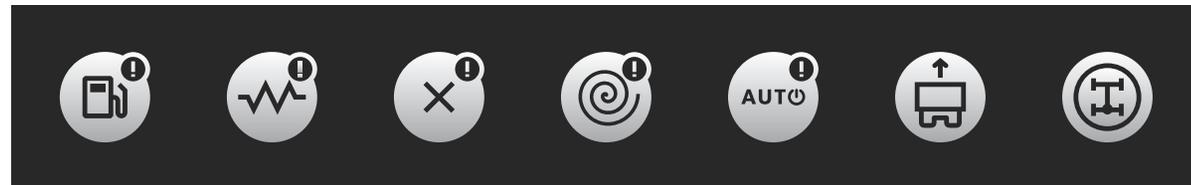
All IPC patented technologies will have their own specific mark. The main feature of that technology must be depicted in summary form in the logo. The mark will be placed inside a square with the corners cut at 45°. Only black and white should be used. The name of the technology must always appear next to the mark.

Non-patented IPC technologies will be depicted in icon form inside a full circle in which the main characteristic of the technology will be represented in summary form. For indicator lights and LEDs, there will be an exclamation point in the top right corner. The technology icons must be used exclusively in black and white.

## Innovation marks



## Technology marks



## Design elements

### Main features & innovation icons

The main features of the products or of any minor innovations will be represented by means of an icon. The icon must be drawn through an outline. The icons of the main features will consist of a mix of lines 100% IPC Green and 50% IPC Green. The icons of the minor innovations will be monochromatic and will not have the mix of lines. The use of shapes with solid colors is not allowed for these icons.

The system of IPC icons will be simple and easy to read. The icons are a mix of outlined shapes and solid shapes and are always two-colored. The icons are assigned the task of accompanying data and figures; they must always play a secondary role and have reduced dimensions. They must never be blown up in large scale or used as visuals.

### Main features



### Icon system

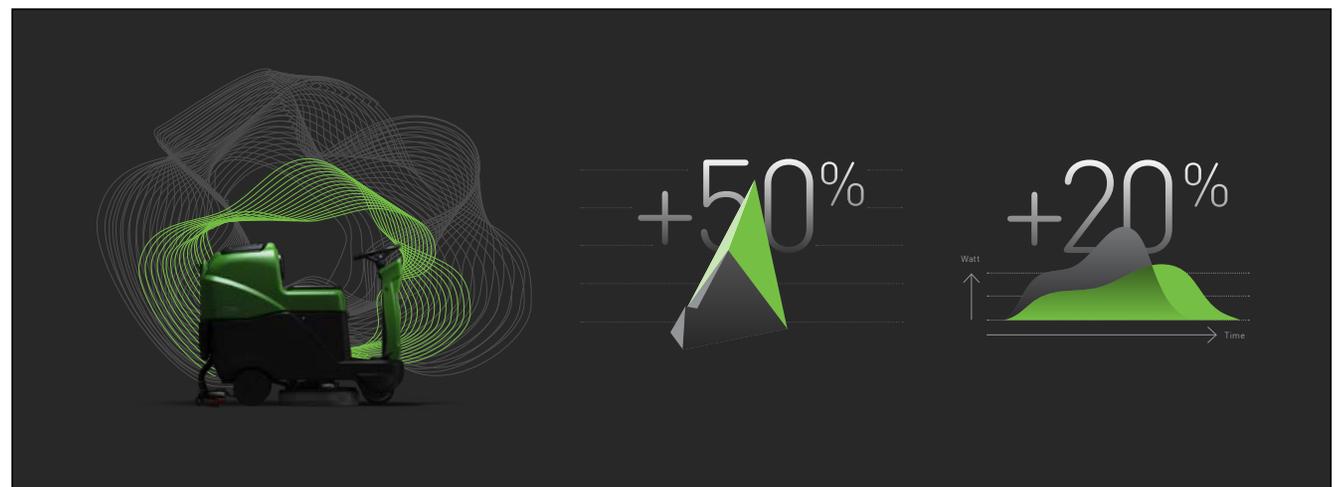
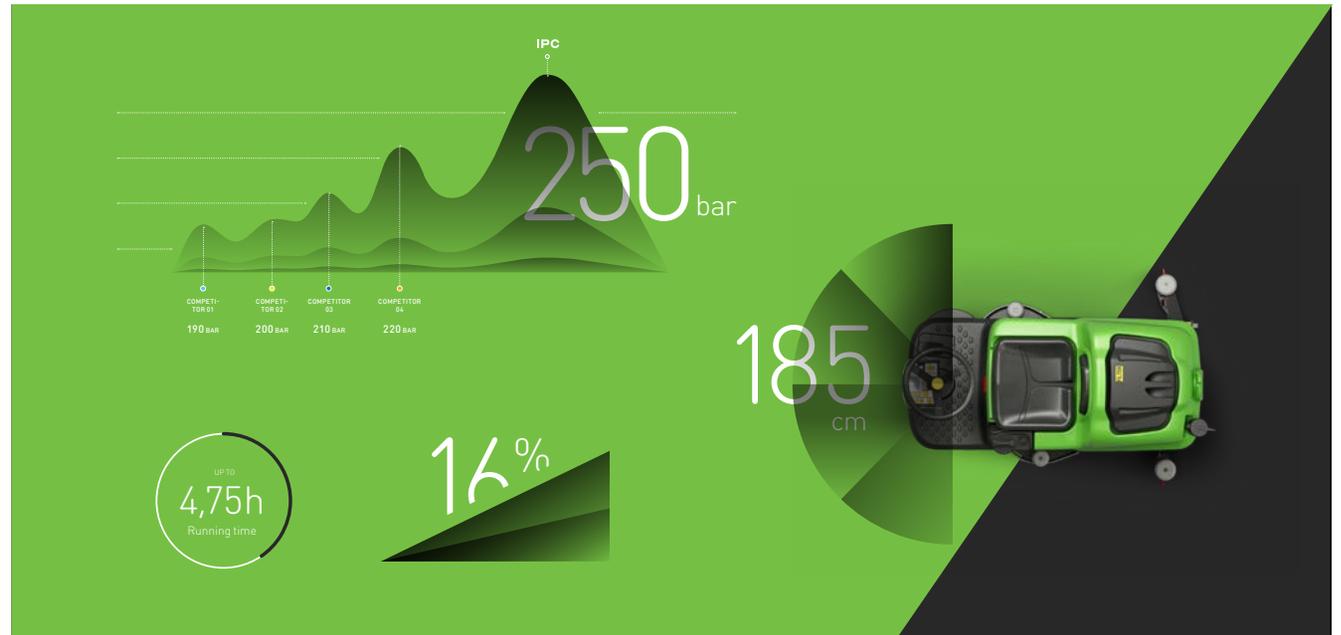


## Design elements

### Graphic data and visualizations

IPC is proud of its performance. The technical data is the heart of the IPC Brand experience. Important numbers will be blown up, leaving the secondary ones in small size. We will create histograms with dynamic and fluid shapes. We will present interesting tables that will not bore the audience, and develop powerful graphics.

Technical data will be current, accurate and supported and, when advisable, the source or methodology will be made available to the reader to instill confidence in our message.



## Design elements

---

### Shapes and gradients

IPC guidelines use a variety of shapes and gradients to add texture or interest to the background where appropriate.



### Lime box

The box used to contain the logo may also be used as a design element to call out an important section or separate elements from a busy or colored background.



### Gradients

Gradients in IPC Green to Black and Black to Gray can be used in materials to create a more dynamic background.



**IPC**

BY TENNANT COMPANY

# Photography and video

## Photography and video

### Product photography

Product images are made using computer-generated imagery (CGI) against a neutral background (white/gray/black) or against the IPC green background. There will be 6 angles: front, side, 3/4 right, 3/4 left, from the top and profile. For exploded views, it is advisable to use an isometric angle at 45°.

If it is not possible to create CGI, the product must be photographed on a white background, trying to simulate the lighting and shots shown here.



FRONT



EXPLODED VIEW



3/4 RIGHT



TOP



FEATURE CLOSE-UP

## Photography and video

### Environmental renders

Products in real-life settings are also made using CGI. If it is not possible to create CGI, the product must be photographed on a white background, trying to simulate the lighting and environments shown here.

For in-environment photos, permission of the location owner is required. Take care to limit including signage or other identifying features in non-public spaces as well as individuals.

All photography must be appropriately licensed before using.



# Photography and video

## Subject matter & style

Non-product photography should be modern with natural lighting and bright tones. Abstract architecture and green can be used to add interest, as long as it's clean and airy.

Do not use photography that is dark or too saturated. Subjects should be natural, not posed. Do not use photos with products in real-life settings.

All photography and video must be appropriately licensed before using.

For in-environment photos, permission of the location owner is required. Take care to limit including signage or other identifying features in non-public spaces as well as individuals.

## Photography – Do's



## Don'ts



# Photography and video

## Videos

### Showcase

The showcase video should show the main features and technologies with bold, eye-catching type and concise wording. Introduction screens should be in the IPC Green gradient overlay, while sections in between on a white background.



Showcase



### In action & tutorial

In action videos show the machine with an operator cleaning in real-life environments. They can also show everyday tasks, such as filling the machine. They should feature a variety of environments that match best with the type and size of machine.



Tutorial videos should show tasks such as unboxing and maintenance. They should be filmed with an operator and against a simple background.



All videos must depict use of the equipment in compliance with its manual and with operators using proper PPE.

All video must be appropriately licensed before using.

In action & tutorial



**IPC**

BY TENNANT COMPANY

# Design applications

# Design applications

## Product leaflet

The IPC product leaflet should include the logo in the top left and model number. Relevant data goes underneath, along with the product image. Below the product image, the most frequent verticals should be listed on the left and innovations and specs on the right.

The back page features the technical data, accessories, and consumables.

**SCRUBBER DRYERS - WALK BEHIND**

**CT5**

**MAX PRODUCTIVITY** 900 m<sup>2</sup>/h

**BATTERIES RUNNING TIME** standard 50 min. optional 75 min.

**WATER TANK RUNNING TIME** 25' working session

**ECO SELECT**

**LI-ION BATTERY**

**RDS REVERSE DRY SYSTEM**

**TECHNICAL DATA**

	CT5 B28
Code EUROPE	LP18B165
Code UK	LP18B170
Code USA	LP18B174
Code JAPAN	LP18B177
Code CHINA	LP18B178
Code BRAZIL	LP18B179
Code KOREA	LP18B171
PERFORMANCE	
Max theoretical productivity	m <sup>2</sup> /h 900
Cleaning path	mm 280
Water tank capacity (including recovery)	l 5-5
Max running time	min 50/75
Voltage	V 36
Installed power	W 220
Brush pressure	kg 10
Sweepage width	mm 220
Max speed	km/h 19.8 with standard battery
Weight	kg 230
Dimension (LxWxH)	mm 758x276x392

**STANDARD ACCESSORIES**

	CT5 B28
BRUSH	SPW0238
PPL medium	
SQUEEGEE BLADES	
Latex Straight squeegee Front blade	MPW12207
Latex Straight squeegee Rear blade	MPW12208
Latex Parabolic squeegee Front blade	MPW12209
Latex Parabolic squeegee Rear blade	MPW12210

**CONSUMABLES (Codes available on price list)**

BRUSHES      PADS/SUPER PADS      SQUEEGEE BLADES

**OPTIONAL ACCESSORIES**

CODE: PRCH0578  
BIO-SAN WAXPAC 8W (30PCS/300A93)

BATTERIES	N°	CHARACTERISTICS	DIMENSION	RUNNING TIME	BATTERY CHARGERS
LI-ION Standard battery (Shipment by sea or truck)	1	36V 5.5 AH	170x166x141	50 min.	Battery charger BACA0263
LI-ION Standard battery (Shipment by air)	1	36V 5.5 AH	170x166x141	50 min.	Battery charger BACA0263
LI-ION Optional Battery (Shipment by sea or truck)	1	36V 8.2 AH	170x166x141	75 min.	Battery charger BACA0263
LI-ION Optional Battery (Shipment by air)	1	36V 8.2 AH	170x166x141	75 min.	Battery charger BACA0263

\* RECOMMENDED TO CONTACT OUR BACK OFFICE FOR SHIPMENT INFORMATION

RECOMMENDED BATTERIES AND BATTERY CHARGER

**MOST FREQUENTLY USE**

**INNOVATIONS**

**SPEC**

**DRY REVERSE SYSTEM**  
THE RDS ALLOWS TO WASH AND DRY EASILY EVEN IN POINTS WHERE OTHER MACHINES DO NOT REACH

**RECHARGEABLE LITHIUM-ION BATTERY BOTH ON BOARD THE MACHINE AND EXTERNALLY**

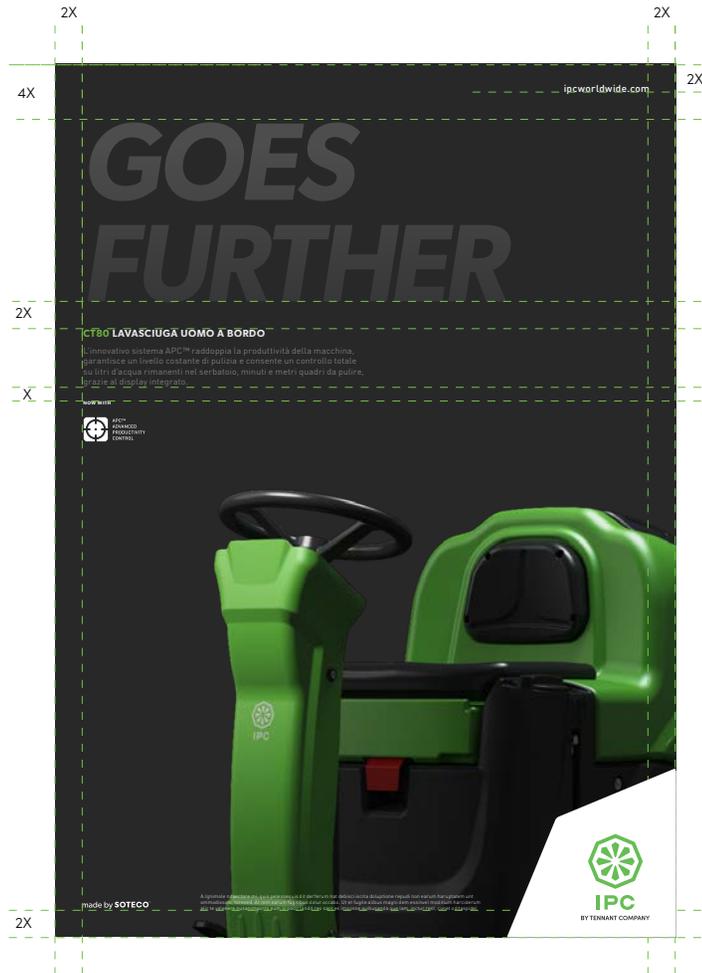
**CT5 CAN BE STORED, TRANSPORTED AND PARKED IN EVERY SPACE IN JUST FEW SECONDS**

## Design applications

### Advertising

Advertising should have a flat background and large title set in Gibson SemiBold Italic. Keyword typography styling guidelines should be used for titles.

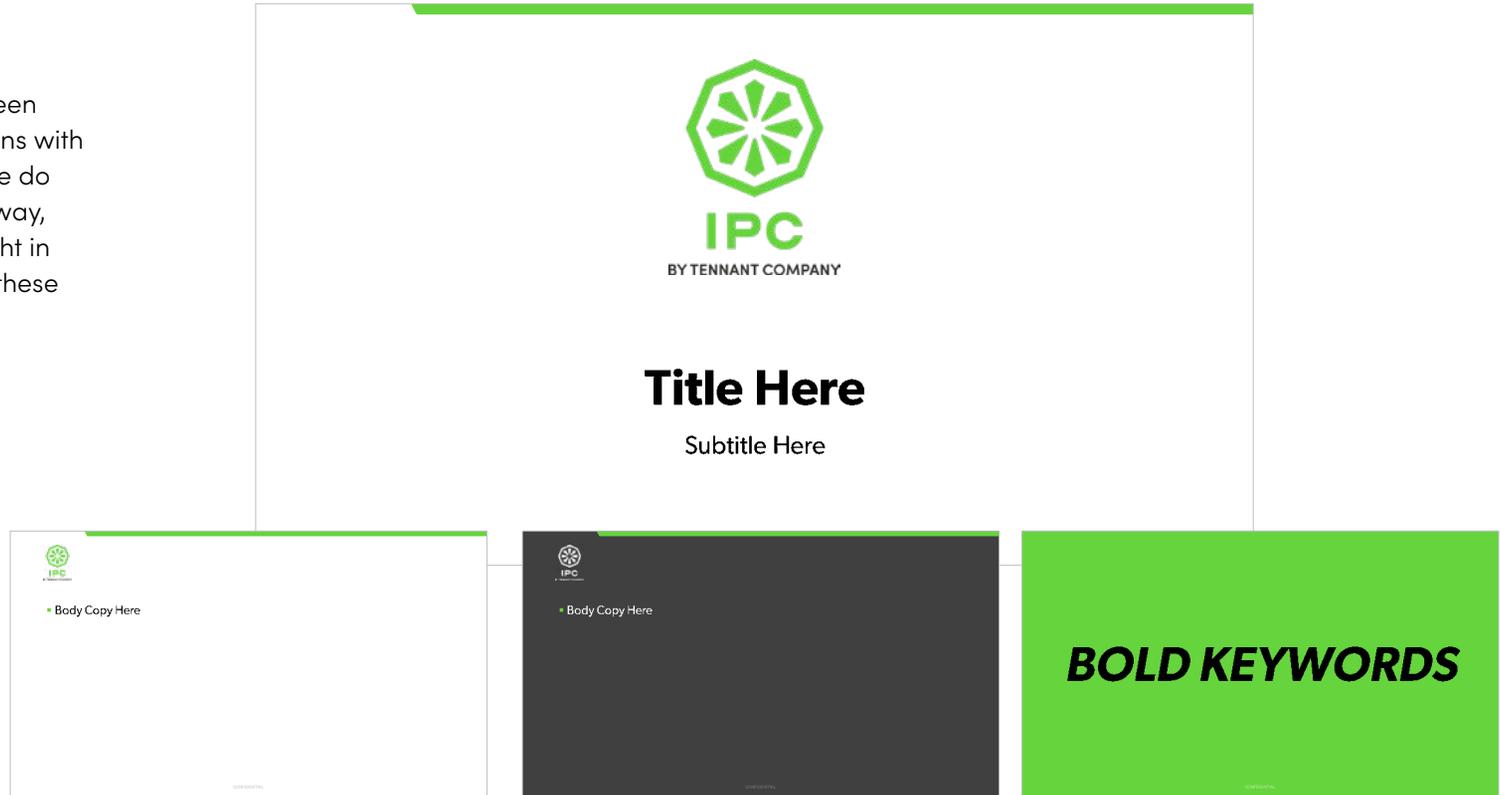
The lime box can be used if needed to contain the logo for greater contrast on background colors.



## Design applications

### PowerPoint presentations

The PowerPoint template has been developed to create presentations with a consistent look and feel. Please do not modify the template in any way, and make sure any slides brought in from other presentations utilize these slide layouts.

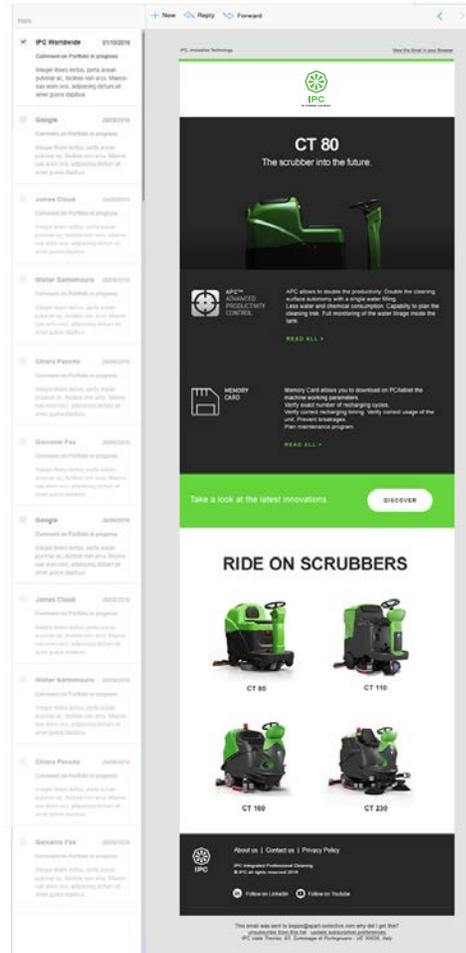


# Design applications

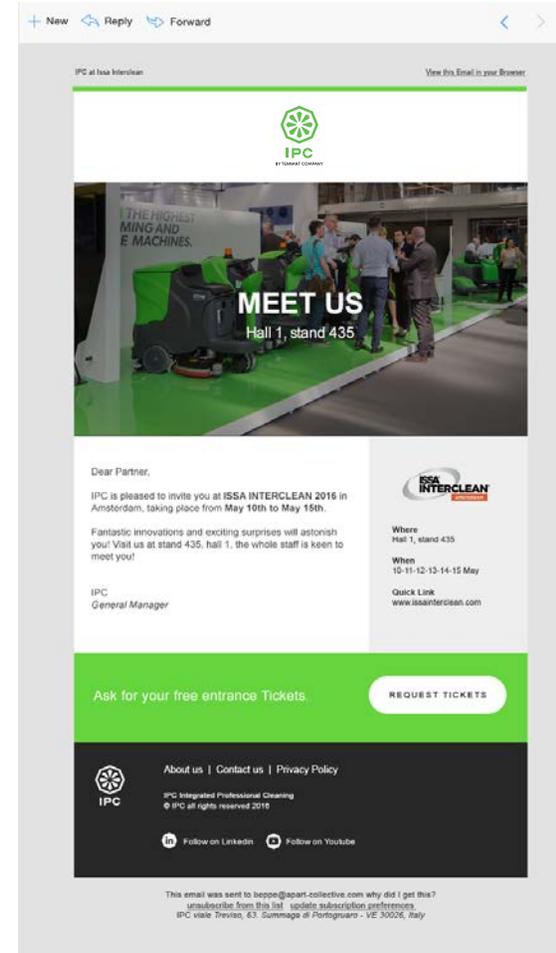
## Emails

Users receive many unsolicited commercial communications via email, so it is important to maintain strong brand recognition. Comply with the tone of voice of the brand in the subject line of e-mails and in the text. Remember that many e-mails are read from mobile devices.

Product email



Event email



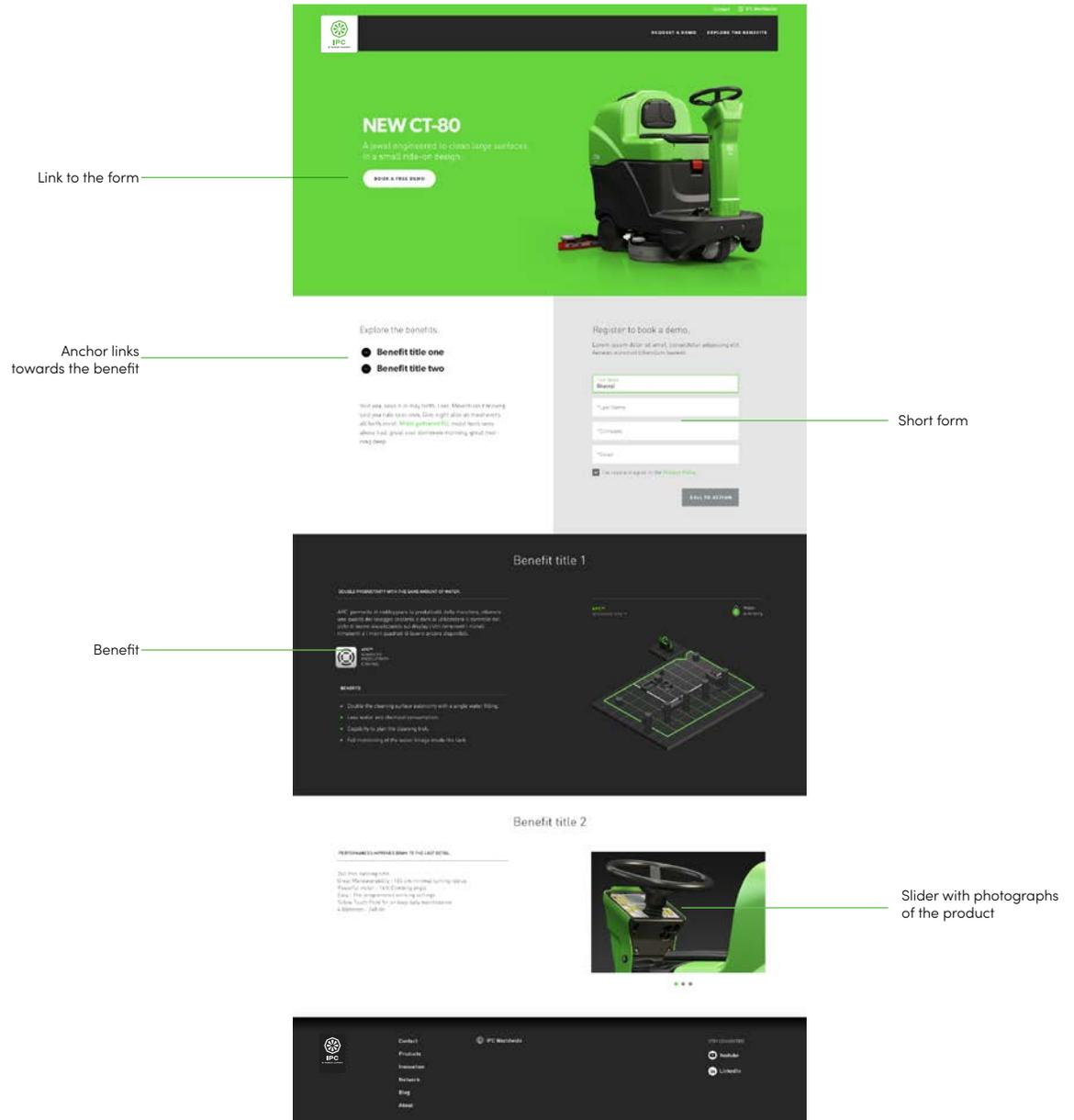
Event email mobile



# Design applications

## Landing pages

In a landing page, the user must understand the purpose, content, and call to action as soon as it lands on the page. The registration forms must have a minimum number of fields. Use bullets and clear, concise titles to describe the offer. Insert anchor links that facilitate users in the use of the contents, especially from a mobile device.





**IPC**

BY TENNANT COMPANY

# Web page guidelines

## Web page guidelines

### Typography for web

**Gibson Semibold** and **Din Round Pro Light** are our primary web font families and should be used for all web pages.

**GIBSON SEMIBOLD**

Font-family: Gibson-SemiBold  
Size: 62px Tracking: 50px Leading: 0

**GIBSON SEMIBOLD**

Font-family: Gibson-SemiBold  
Size: 55px Tracking: 48px Leading: 2

**GIBSON SEMIBOLD**

Font-family: Gibson-SemiBold  
Size: 35px Tracking: 35px Leading: 1

**GIBSON SEMIBOLD**

Font-family: Gibson-SemiBold  
Size: 12px Tracking: 20px Leading: 0

Din Round Pro Light

Font-family: DINRoundPro-Light  
Size: 35px Tracking: 35px Leading: 0

Din Round Pro Light

Font-family: DINRoundPro-Light  
Size: 25px Tracking: 25px Leading: 0

Din Round Pro Light

Font-family: DINRoundPro-Light  
Size: 17px Tracking: 17px Leading: 0

Din Round Pro Light

Font-family: DINRoundPro-Light  
Size: 15px Tracking: 15px Leading: 0

Din Round Pro Light

Font-family: DINRoundPro-Light  
Size: 12px Tracking: 12px Leading: 0

## Web page guidelines

### Homepage font guidelines

#### A/Title

Font-family: Gibson-SemiBold  
Size: 55px  
Tracking: 55px  
Leading: 2

#### B/Title description

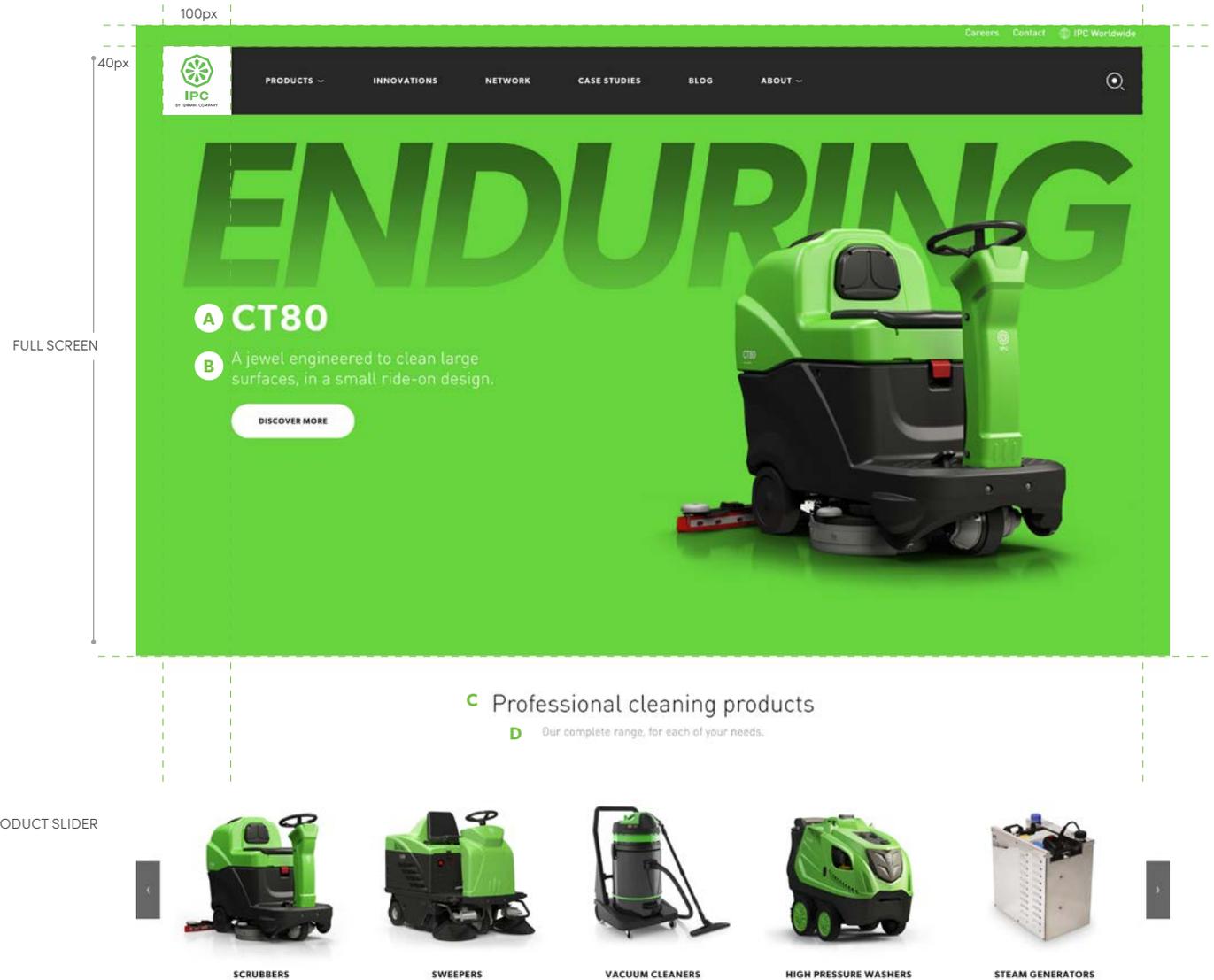
Font-family: DINRoundPro-Light  
Size: 25px  
Tracking: 30px  
Leading: 0

#### C/Section title

Font-family: DINRoundPro-Light  
Size: 35px  
Tracking: 35px  
Leading: 0

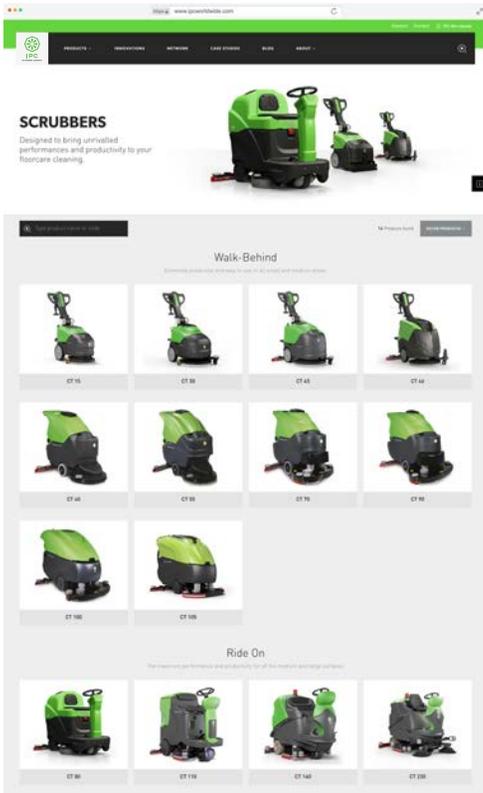
#### D/Section title description

Font-family: DINRoundPro-Light  
Size: 17px  
Tracking: 25px  
Leading: 0



# Web page guidelines

## Category page



## SCRUBBERS

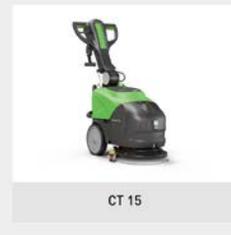
Designed to bring unrivalled performance and productivity to your floorcare cleaning.

Type product name or code

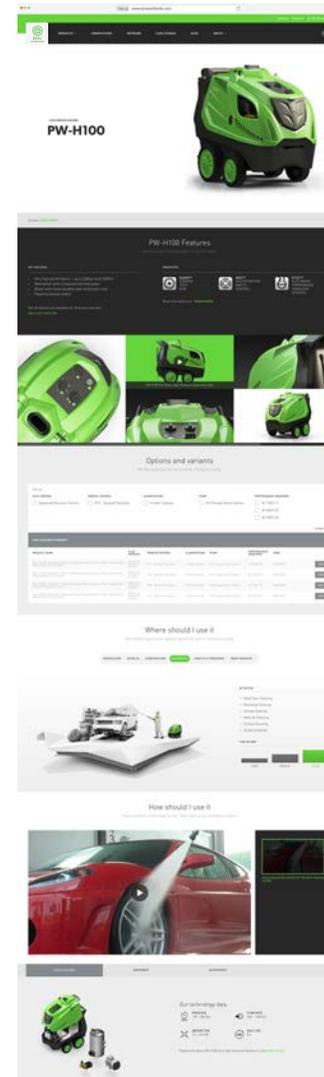
14 Products found **FILTER PRODUCTS**

### Walk-Behind

Extremely productive and easy to use in all small and medium areas.



## Hero product page



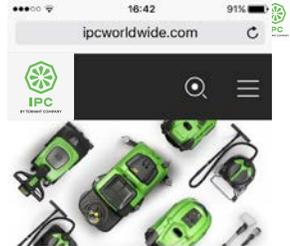
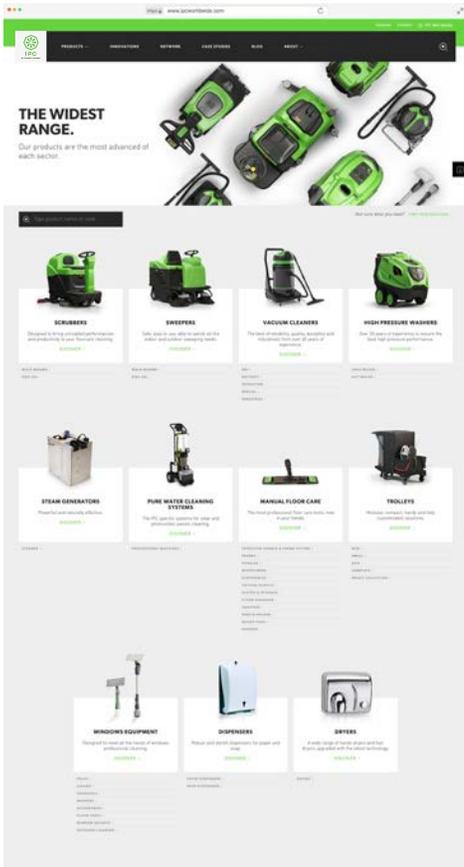
### Options and variants

We have a product for every needs. Find yours easily.



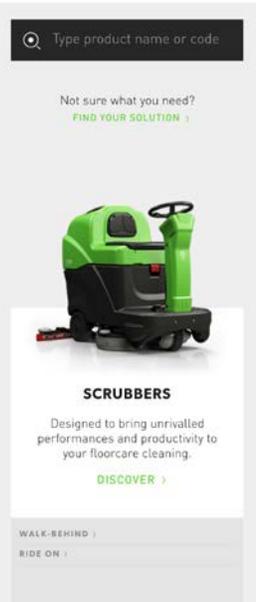
# Web page guidelines

## All products page

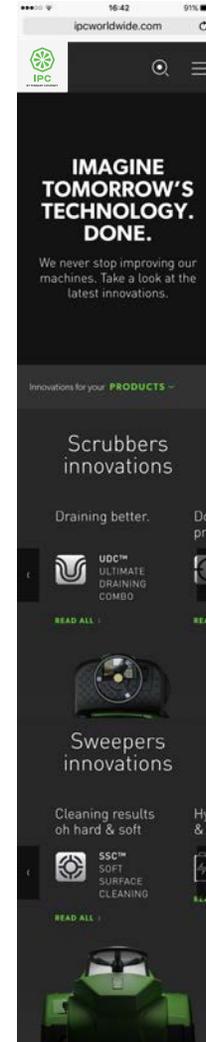
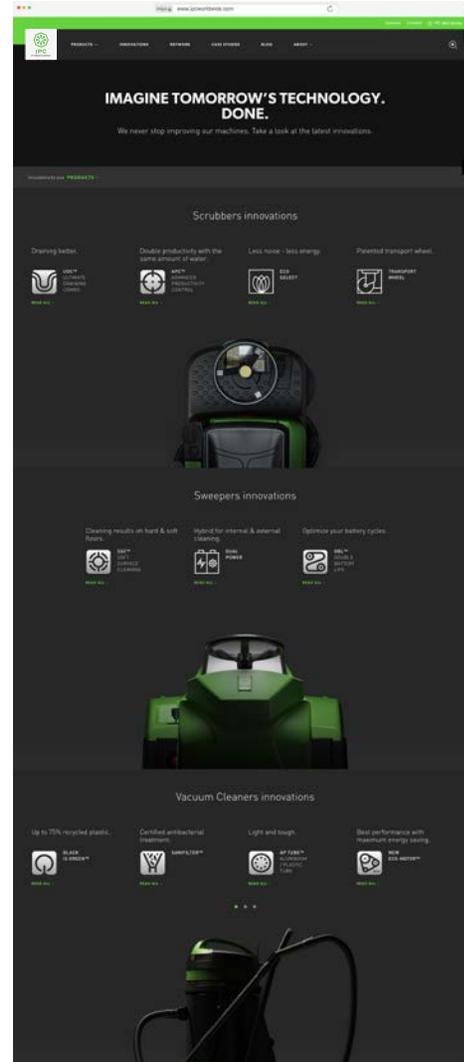


### THE WIDEST RANGE.

Our products are the most advanced of each sector.



## Innovations page



# Web page guidelines

## UI elements



## Buttons and links

CHECKBOX AND RADIO BUTTON

INPUT FIELDS AND DROPDOWN



# Alfa product brand



# Who we are

### Our brand

**Alfa by Tennant Company is built upon the understanding that cleaning professionals who are independent, demanding, and skeptical want an efficient, familiar brand that provides effective cleaning equipment with features that deliver efficient performance.**

### Our brand promise

The trusted choice for reliable machines and consistent results.

#### Brand purpose

Offer professional cleaning equipment, local service, and support for our customers.

#### Brand attributes

Reliable  
Regional  
Results

#### Unifying idea

Built with pride for demanding customers.

# Alfa product logo

# Alfa product logo

---

## Primary logo

The Alfa product logo should be used in any pieces where Alfa equipment is featured. If a piece also features other Tennant Company endorsed brands the logos should be of equal visual size. The primary logo should only appear in full color, black, or white.



## Alfa product logo

---

### Logo variations

The primary Alfa logo in color should only be used on white or very light colored backgrounds. For other background colors, the black or white version should be used.

The preferred background color for the white logo is Pantone 342 C, 362 C or black.

When choosing between black and white, select the option that has the greatest contrast.



## Alfa product logo

---

### Minimum size

No version of the Alfa product logo should ever appear smaller than the established minimum height specifications (0.625" minimum width), as shown in the example on this page. Any smaller and the logo becomes difficult to read or recognize.



### Clear zone

No graphic elements or type should appear in close proximity to the logo's boundaries. At any scale, the size of the clear zone should be equal to the width of the "a" in the Alfa logo (as shown).





## Alfa product logo

### Logo misuse

People recognize the Alfa logo as a mark of quality and reliability. It's earned a reputation alongside the brand by appearing consistently and cleanly across products and collateral for decades.

These rules have been established to uphold brand consistency and the integrity of the mark.



BY TENNANT COMPANY

DO NOT condense or stretch



BY TENNANT COMPANY

DO NOT change color



BY TENNANT COMPANY

DO NOT add shadow



BY TENNANT COMPANY

DO NOT outline



BY TENNANT COMPANY

DO NOT change typeface



BY TENNANT COMPANY

DO NOT change size of elements



BY TENNANT COMPANY

DO NOT colorize specific elements



TENNANT COMPA

DO NOT crop



BY TENNANT COMPANY

DO NOT rotate



BY TENNANT COMPANY

DO NOT embellish



DO NOT delete elements



# Color palette

## Color palette

---

### Primary color

The primary Alfa brand color is Pantone 342 C, as used in the logo.

Pantone 342 C

CMYK: 100 0 71 43

RGB: 0 111 81

#006f51

## Color palette

### Secondary colors

The Alfa product color palette has been developed to reflect the colors used in the logos and compliment and enhance the images and logos. The primary colors should be dominant in materials, while the secondary colors can be used for highlighting or accent graphics.

See web design and web accessibility guidelines if designing for the web.

Green	PMS: 362 C CMYK: 75 15 100 2 RGB: 75 159 70 #4b9f46	
Black	PMS: Black CMYK: 0 0 0 100 RGB: 0 0 0 #000000	
White	CMYK: 0 0 0 0 RGB: 255 255 255 #ffffff	
Yellow	PMS: 143 C CMYK: 0 28 100 0	RGB: 254 189 17 #febd11
Orange	PMS: 144 C CMYK: 0 54 100 0	RGB: 246 131 30 #f6831e
Blue	PMS: 286 C CMYK: 100 70 0 0	RGB: 0 90 171 #0059ab
Gray	PMS: 7543 C CMYK: 44 29 25 0	RGB: 150 163 174 #96a3ae

# Typography

# Typography

## Fonts

**Gotham** is our primary font family and should be used for all marketing communications and collateral. Use Gotham Bold or Gotham Medium for the main message or title, or to add emphasis to words. Gotham Book or Gotham Light is appropriate for body copy.

Eurostile Bold Extended 2 is the suggested typeface for machine names.

When using fonts in multimedia environments in which the Gotham font is not available, use the Century Gothic typeface in the same manner as the Gotham fonts.

## Primary font

### Gotham

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**123456789!@#%^&\*()**

Gotham Extra Light  
Gotham Light  
*Gotham Light Italic*  
Gotham Book  
*Gotham Book Italic*  
Gotham Medium  
*Gotham Medium Italic*  
Gotham Bold  
*Gotham Bold Italic*  
Gotham Black

## Machine name font

### Eurostile Bold Extended 2

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**123456789!@#%^&\*()**

## Digital font

### Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#%^&\*()

Open Sans Light  
*Open Sans Light Italic*  
Open Sans Regular  
*Open Sans Italic*  
Open Sans Semibold  
*Open Sans Semibold Italic*  
Open Sans Bold  
*Open Sans Bold Italic*  
Open Sans Extrabold  
*Open Sans Extrabold Italic*

## Microsoft Office Applications font

### Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#%^&\*()

Arial Regular  
*Arial Italic*  
Arial Bold  
*Arial Bold Italic*



# Design elements

## Design elements

### Triangles

**Triangles** are used in various ways to add dimension and dynamic energy to a layout. Triangles are familiar, strong, and reliable, just like the Alfa product brand. They represent how Alfa products are built with pride for our customers.

They can be filled or outlined, but must be within the Alfa color palette. Tennant teal can also be used sparingly when co-branding, but the Alfa colors should still be dominant. Different sizes of triangles can be grouped together or overlapped to form patterns. Light gray triangles can be used as a background element.

Triangles can also be used as a frame for photography to create a focal point. Make sure no essential parts of the photo, such as a machine, is cut off within the triangle frame.



**Triangle pattern**



**Photos within triangles**



**Background gray triangle pattern**



# Photography

# Photography

## Product photography

Alfa has an extensive library of product and in-environment photos to maintain a consistent look.

Our products are photographed from a variety of different angles with a white background, as well as in actual environments with operators.

For in-environment photos, permission of the location owner is required. Take care to limit including signage or other identifying features in non-public spaces as well as individuals.

All photography and video must be appropriately licensed before using.



INDIVIDUAL PRODUCT PHOTOS



IN-ENVIRONMENT PHOTOS



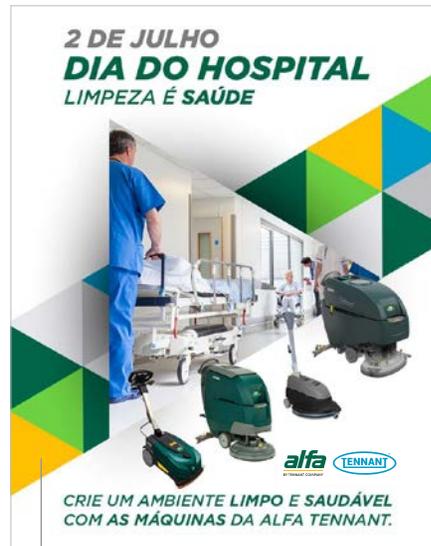
# Design applications

## Design applications

### Advertisement

The proceeding examples give further clarification on proper usage of the Alfa residual branding elements in common applications. Alfa layouts should include a rich color palette.

The **triangles** can be used to contain photos, as well as create patterns to draw in the viewer and add movement. They can be colored with any color in the approved palette, or grayed out and used as a background element.



Triangle pattern



Background grayed triangles



Triangle with photo

# Design applications

## Product catalog

These examples show the design elements in a product catalog application.

**Triangles** can contain photos to create focal points on the cover. They can also be filled with colors from the approved palette and placed throughout the layout to add interest. Grayed out variations are used in the background to help break up white space.



### GUIA GERAL DE PRODUTOS

Uma linha completa de máquinas para limpeza de pisos, superfícies e carpetes.



criando um mundo mais limpo, seguro e saudável.

Background grayed triangles

#### DE 12 A 60 MESES

Para que a empresa preserve capital de giro, transforme um custo em investimento, seu foco ao terceirizar a administração e manutenção da limpeza deve ser o equipamento, treinamento operacional, atendimento técnico, telemetria, peças e itens de desgaste.

#### RECONDICIONADAS

Para estimular a mecanização da limpeza criou a linha de máquinas RECON. A disponibilidade, máquinas RECON com preços acessíveis e garantia para saber mais detalhes!

#### ECOLOGICAMENTE SUSTENTÁVEL

As máquinas ec-H2O™ não utilizam detergentes e economizam água, além de serem também a produtividade do operador. Elas utilizam apenas água em uma solução que limpa eficientemente e outros recursos como água, detergente, e outros produtos, o impacto ambiental em comparação com produtos tradicionais de uso diário.

#### PÓS-VENDA

##### TREINAMENTO E CONHECIMENTO

Conte com nossa equipe de especialistas, que está preparada para realizar:

- Treinamento Técnico
- Treinamento Operacional
- Entrega Técnica

Importante: as máquinas para limpeza de piso utilizam insumos e necessitam de revisões periódicas. Em média este custo representa cerca de 2% ao mês do valor da aquisição da mesma.

#### PEÇAS E CONSUMÍVEIS

##### PROTEJA SEU INVESTIMENTO COM PEÇAS ORIGINAIS ALFA TENNANT

As peças originais Alfa Tennant garantem um ajuste de precisão que permite ampliar a vida útil de sua máquina com o máximo de performance. Possuímos uma variedade de peças e consumíveis para garantir o funcionamento e manutenção rápida de seus equipamentos. Adquirir através da Alfa Tennant ou dos nossos distribuidores com o recebimento de suas peças e consumíveis quando mais precisar.

## LAVADORAS E LAVADORA-VARREDEIRA



Modelo	2000	2100	2200	2300	2400	2500	2600	2700	2800	2900	3000	3100	3200	3300	3400	3500	3600	3700	3800	3900	4000	4100	4200	4300	4400	4500	4600	4700	4800	4900	5000	5100	5200	5300	5400	5500	5600	5700	5800	5900	6000					
Capacidade (L)	100	120	140	160	180	200	220	240	260	280	300	320	340	360	380	400	420	440	460	480	500	520	540	560	580	600	620	640	660	680	700	720	740	760	780	800	820	840	860	880	900	920	940	960	980	1000
Velocidade (km/h)	1.5	1.8	2.1	2.4	2.7	3.0	3.3	3.6	3.9	4.2	4.5	4.8	5.1	5.4	5.7	6.0	6.3	6.6	6.9	7.2	7.5	7.8	8.1	8.4	8.7	9.0	9.3	9.6	9.9	10.2	10.5	10.8	11.1	11.4	11.7	12.0	12.3	12.6	12.9	13.2	13.5	13.8	14.1	14.4	14.7	15.0

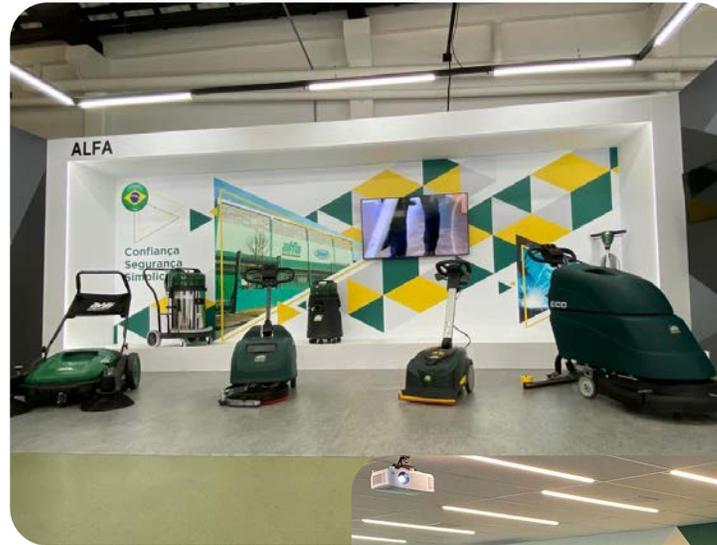
Triangle with photo

## Design applications

### Environmental graphics

These examples show the design elements for tradeshows or other spaces.

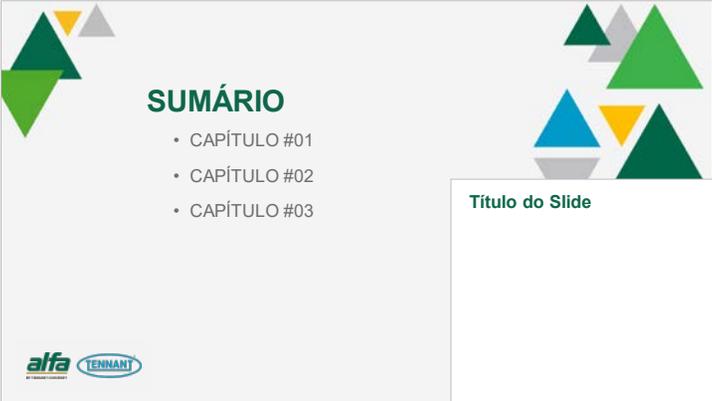
**Triangles** colored in the bold Alfa palette can be used in patterns to draw attention to the space and create energy and movement. For special wall applications, the triangles may vary in size and angle. See the design elements section of this guide for more information on how to use the triangles.



# Design applications

## PowerPoint

The Alfa product PowerPoint design utilizes the same triangle shapes and color palette as other applications to create a consistent look. There are several layouts for title and content slides.



# Web page guidelines

# Web page guidelines

## Typography for web

**Open Sans** is our primary web font family and should be used for all web pages. Open Sans is a free Adobe or Google font that works across platforms and is available online. Font size guidelines are below.

Desktop:	Mobile:
h1 {font-size: 40px}	h1 {font-size: 32px}
h2 {font-size: 30px}	h2 {font-size: 28px}
h3 {font-size: 24px}	h3 {font-size: 24px}
h4 {font-size: 20px}	h4 {font-size: 20px}
h5 {font-size: 18px}	h5 {font-size: 18px}
h6 {font-size: 16px}	h6 {font-size: 16px}
p {font-size: 14px}	p {font-size: 14px}

## Colors

The website color palette is based on the Alfa product brand colors, but includes additional colors designed to meet accessibility requirements.

To see if your colors are accessible, visit <https://webaim.org/resources/contrastchecker/>

## Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#%&^\*()

Open Sans Light  
*Open Sans Light Italic*  
Open Sans Regular  
*Open Sans Italic*  
**Open Sans Semibold**  
*Open Sans Semibold Italic*  
**Open Sans Bold**  
*Open Sans Bold Italic*  
**Open Sans Extrabold**  
*Open Sans Extrabold Italic*

## Font color (on light background)

#333333	RGB: 51, 51, 51
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## Primary website colors

#006F51	RGB: 0, 111, 81
#4B9F46	RGB: 75, 159, 70
#FEBD11	RGB: 254, 189, 17
#454F57	RGB: 69, 79, 87

## Secondary website colors

#333333	RGB 51, 51, 51
#A8A8AA	RGB: 168, 168, 170
#DDE4E8	RGB: 221, 228, 232
#F1F2F2	RGB: 241, 242, 242

## Accent colors

#F47B29	RGB: 244, 123, 41
#7FABD5	RGB: 127, 171, 213

# Web page guidelines

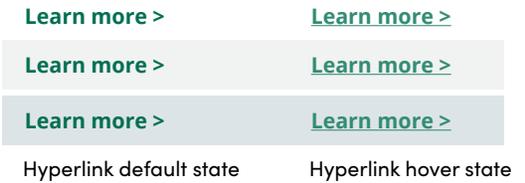
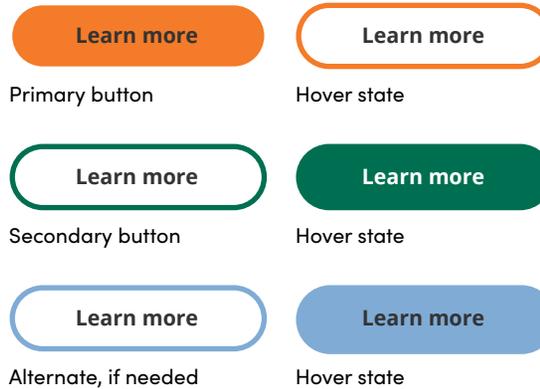
## Buttons

Spec height: 24px  
Stroke weight: 2px  
Corner radius: 18px  
Padding: 12px

### Hyperlink button:

Text only with >  
Hover state underlined

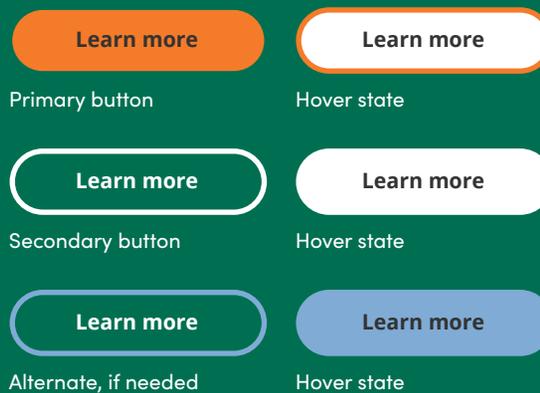
### Buttons on a Light Background



### Example:



### Buttons on a Dark Background



### Example:



## Web page guidelines

### Design considerations

Homepage and landing page banners should follow the same design guidelines as on previous pages. Below are sizing and design specifications.

### Homepage banner:

- 1100px x 443px
- Text and button should not be included, but ample space should be left clear in the design so it can be added by the web author

### Web/landing page banner:

- 1920px x 222px
- Only include text if the page is specific to a single language campaign and does not need to be translated
- If text is included, keep within center 1100 pixels of banner



AEM  
homepage  
banner



AEM landing page banner



**Nobles product  
brand**



## Who we are

### Our brand

**The Nobles by Tennant Company brand recognizes that cleaning professionals who are independent, demanding, and skeptical want an efficient, no-nonsense brand that provides highly effective cleaning equipment with features essential to great performance.**

### Our brand promise

The smart choice to get the job done right.

#### Brand purpose

Deliver reliable performance, easy-to-use operation, rugged construction and effective results.

#### Brand attributes

Rugged  
No-nonsense  
Results

#### Unifying idea

Built to be tough.  
Made to be easy.



## Nobles product logo

## Nobles product logo

### Primary logos

The Nobles product logo should be used in any pieces where Nobles equipment is featured. If a piece also features other Tennant Company endorsed brands the logos should be of equal visual size. The primary logo should only appear in Pantone 313 C, black, or white.

The Nobles product logo has two variations, stacked and horizontal. Use the version that fits best in the space.



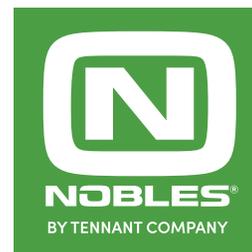
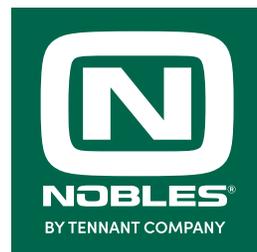
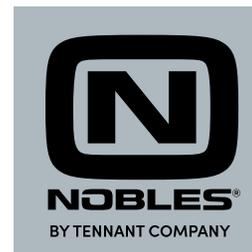
## Nobles product logo

### Logo variations

The primary color Nobles logo should only be used on white or light colored backgrounds. For any other background color, the black or white version should be used.

The Nobles logo may also appear in black where appropriate, such as on single-color pieces or for the sake of accessibility.

When choosing between black and white, select the option that has the greatest contrast.

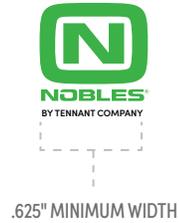


## Nobles product logo

### Minimum size

No version of the Nobles product logo should ever appear smaller than the established minimum height specifications (0.625" minimum width for the stacked logo and 1.25" minimum width for the horizontal variant), as shown in examples on this page. Any smaller and the logo becomes difficult to read or recognize.

### Stacked logo



### Horizontal logo



### Clear zone

No graphic elements or type should appear in close proximity to the logo's boundaries. At any scale, the size of the clear zone should be equal to the width of the "N" in the Tennant logo (as shown).



## Nobles product logo

### Logo misuse

People recognize the Nobles logo as a mark of durability and reliability. It's earned a reputation alongside the brand by appearing consistently and cleanly across products and collateral for decades.

These rules have been established to uphold brand consistency and the integrity of the mark.



DO NOT condense or stretch



DO NOT change color



DO NOT add shadow



DO NOT outline



DO NOT change typeface



DO NOT change size of elements



DO NOT colorize specific elements



DO NOT crop



DO NOT rotate



DO NOT embellish



DO NOT delete elements

## Nobles product logo

### Placement

The preferred placement of the Nobles product brand logo is in the top left corner.

If the logo can't be placed in the top left, it should be placed in the top right or another corner. There will be exceptions to the rule where you will have to use your best judgment; for example, PowerPoint templates and narrow ads.

### Partner logos

The preferred placement of a Nobles partner logo is in the bottom left corner. If layout prevents that, the bottom right is acceptable.

Reminder: Partner logos may only be used with the partner's permission and for the approved purposes.





# Color palette

## Color palette

---

### Primary color

The primary Nobles colors are Pantone 362 C and Pantone 3298 C. Pantone 362 C is a lighter green utilized in the logo and compliments Pantone 3298 C, which is the color of the actual machine rotomold. Both greens tie together the product branding.

Please see web accessibility section for guidelines for using primary colors on the web.

### Pantone 362 C

CMYK: 74 15 100 2

RGB: 75 159 70

#4b9f46

### Pantone 3298 C

CMYK: 100 0 70 50

RGB: 0 102 75

#00664b

## Color palette

---

### Secondary colors

The secondary colors expand our palette and provide a smooth, natural complement to the Nobles greens.

Using black, white, and Pantone 7543 C for a secondary palette allows Nobles greens to stand out as primary brand colors.

See web design and web accessibility guidelines if designing for the web.

Black

PMS: Black  
CMYK: 0 0 0 100  
RGB: 0 0 0  
#000000

White

CMYK: 0 0 0 0  
RGB: 255 255 255  
#ffffff

Pantone 7543 C

CMYK: 44 29 25 30  
RGB: 150 163 174  
#96a3ae

A large, light gray, stylized letter 'N' graphic that serves as a background element on the left side of the page. It has a thick, rounded top and a vertical stem on the right side.

# Typography

# Typography

## Fonts

**Gotham** is our primary font family and should be used for all marketing communications and collateral. Gotham Book or Gotham Light is most appropriate for body copy. Gotham Bold or Gotham Medium should be used for titles or headlines, or to add emphases to words.

When using fonts in multimedia environments in which the Gotham font is not available, use the Century Gothic typeface in the same manner as the Gotham fonts.

## Primary font

### Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#%^&\*()

Gotham Extra Light  
Gotham Light  
*Gotham Light Italic*  
Gotham Book  
*Gotham Book Italic*  
Gotham Medium  
*Gotham Medium Italic*  
Gotham Bold  
*Gotham Bold Italic*  
Gotham Black

## Digital font

### Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#%^&\*()

Open Sans Light  
*Open Sans Light Italic*  
Open Sans Regular  
*Open Sans Italic*  
Open Sans Semibold  
*Open Sans Semibold Italic*  
Open Sans Bold  
*Open Sans Bold Italic*  
Open Sans Extrabold  
*Open Sans Extrabold Italic*

## Microsoft Office Applications font

### Century Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#%^&\*()

Century Gothic Regular  
*Century Gothic Italic*  
Century Gothic Bold  
*Century Gothic Bold Italic*



# Design elements

## Design elements

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### Textures

Two textures are available as design elements for use in Nobles branding: brushed metal and green rotomold. These textures should be used sparingly as accents and not dominate the design.



**Brushed metal texture**



**Rotomold texture**



# Photography

## Photography and video

### Product photography

Nobles has an extensive library of product and in-environment photos to maintain a consistent look. Nobles' products are photographed from a variety of different angles with a white background, as well as in actual environments with operators.



PRODUCT PHOTOS

Individual product shots should be used in brochures and catalogs to maintain a clean look. Environment shots can be used in more creative market campaigns for different verticals, such as healthcare, manufacturing, retail, etc.

For in-environment photos, permission of the location owner is required. Take care to limit including signage or other identifying features in non-public spaces as well as individuals.



IN-ENVIRONMENT PHOTOS

All photography and video must be appropriately licensed before using.



# Design applications

# Design applications

## Product brochures

Nobles literature follows the clean design of the Tennant product brand, but uses the appropriate colors and fonts. The machine name and differentiating technologies/features are on the front, while a machine walk-around and specifications are on the back.


BUILT TO BE TOUGH. MADE TO BE EASY.

## V-LWU-13B Battery Light-Weight Upright Vacuum

**Combining an ultra-light vacuum with lithium ion technology.**  
An upright lightweight vacuum without cords! No more hassles with cords or looking for outlets with this lithium-ion powered vacuum.

**Included Technologies**

-  HEPA Filtration
-  Lithium Ion Technology





**Easy transportable**  
The 5kg vacuum easily maneuvers and transports to help minimize operator fatigue.



**Clean in more spaces**  
anytime without cords in the way of people and a low dBA rating below 70



**Interchangeable battery**  
allows operator to keep cleaning with ease.



**Impressive 50 min runtime**  
to maximize productivity.

### Inside the V-LWU-13B



- 1. Automatic Pile Height**  
Adapt to any floor type and reduce brush wear.
- 2. LED Light**  
Clean in hard-to-see dark places.
- 3. Another Feature**  
Am vendassima di hilaborum quias et ate exocperum ipsanimit pre perem quunt.
- 4. Another Feature**  
Am vendassima di hilaborum quias et ate exocperum ipsanimit pre perem quunt.
- 5. Another Feature**  
Am vendassima di hilaborum quias et ate exocperum ipsanimit pre perem quunt.

### V-LWU-13B Specifications

FEATURE	SPECIFICATION
Air/Floor air 2 in / 50 mm orifice, high speed	50 - 60 cfm / 1.4 - 1.7 m <sup>3</sup> /m
Velocity/motor watts	36/37
Vacuum/motor amps	Single stage, thermal protected, direct air
Brush belt description	Flat round drive belt
Brush type	13 in / 330 mm metal brush roll with white crimped bristles
Brush size	2.05 in / 53.2 mm in diameter
Brush height	Automatic, self-adjusting
Brush size	2.05 in / 53.2 mm in diameter
Brush height	Automatic, self-adjusting
Filtration system	HEPA paper bag
Filtration description	High efficiency (99.97%) at 0.3 micron
Vacuum bag capacity	Full design 168 qt / 16.125
Power Source	48VDC / 2.9 AH lithium ion battery
Interchangeable battery pack	Yes
Run time	Up to 50 minutes
Charge time	± 2 hours
Construction	Injection-molded ABS
Length	15 in / 380 mm
Width	10 in / 254 mm
Height	44.5 in / 1130.3 mm
Weight	11 lb / 4.99 kg
Sound level (at operator's ear)	± 70 dba
Appearance	1/3 (Green/Black)
Warranty	See your sales representative or authorized distributor for complete warranty details.

\*Specifications subject to change without notice and will vary throughout the operation of the machine; averages are shown. US does not rate these machines in amperage or wattage.

[www.nobles.com](http://www.nobles.com) | [info@nobles.com](mailto:info@nobles.com)

10022001-001 | 10022001-001 | 10022001-001

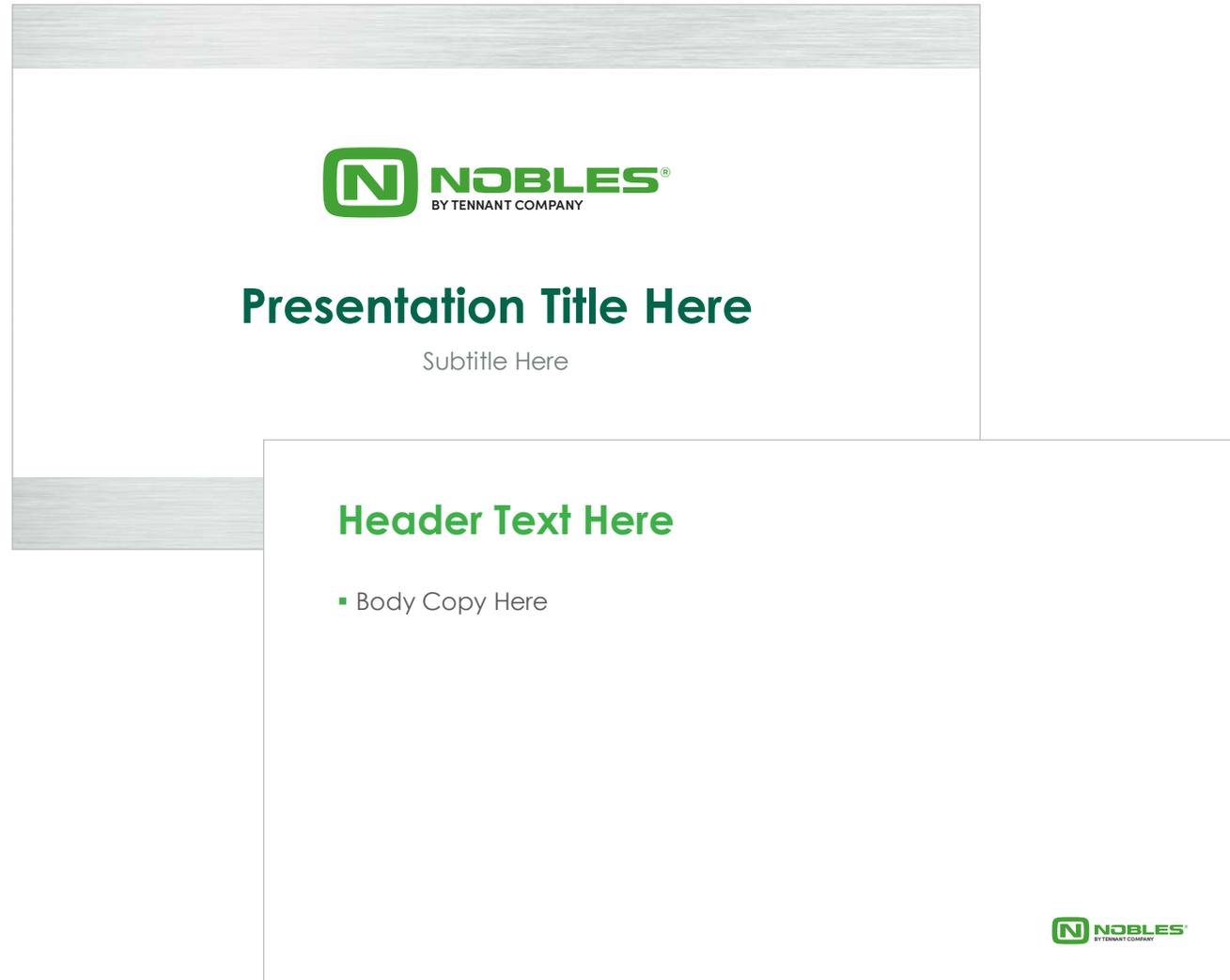
**Nobles**  
701 North Lake Drive | Minneapolis, MN 55424 USA  
USA/Canada: +1.800.553.8033 | Québec: +1.800.361.9050 | Overseas: +1.763.340.1316

## Design applications

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### PowerPoint presentations

The Nobles PowerPoint template should be used for all presentations featuring Nobles product brand machines. It can be downloaded on the HUB. Colors, font family and logo placement should not be altered.



## Design applications

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### Premium items

Premium items such as shirts, hats, bags and coffee mugs should ideally be one of the colors from the approved palette. Choose the color logo with the most contrast from the item color. The logo should not be any smaller than the minimum size specified in the logo section. If the ® is too small to be legible on embroidered or imprinted items, it may be removed.





# Web page guidelines

# Web page guidelines

## Typography for web

**Open Sans** is our primary web font family and should be used for all web pages. Open Sans is a free Adobe or Google font that works across platforms and is available online. Font size guidelines are below.

Desktop:	Mobile:
h1 {font-size: 40px}	h1 {font-size: 32px}
h2 {font-size: 30px}	h2 {font-size: 28px}
h3 {font-size: 24px}	h3 {font-size: 24px}
h4 {font-size: 20px}	h4 {font-size: 20px}
h5 {font-size: 18px}	h5 {font-size: 18px}
h6 {font-size: 16px}	h6 {font-size: 16px}
p {font-size: 14px}	p {font-size: 14px}

## Colors

The website color palette is based on the Nobles product brand colors, but includes additional colors designed to meet accessibility requirements.

To see if your colors are accessible, visit <https://webaim.org/resources/contrastchecker/>

## Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#%&^\*()

Open Sans Light  
*Open Sans Light Italic*  
Open Sans Regular  
*Open Sans Italic*  
Open Sans Semibold  
*Open Sans Semibold Italic*  
**Open Sans Bold**  
***Open Sans Bold Italic***  
**Open Sans Extrabold**  
***Open Sans Extrabold Italic***

### Font color (on light background)

#333333	RGB: 51, 51, 51
---------	-----------------

## Primary website colors

#4B9F46	RGB: 75, 159, 70
#00664B	RGB: 0, 102, 75
#95D87B	RGB: 149, 216, 123
#454F57	RGB: 69, 79, 87

## Secondary website colors

#2E2E2E	RGB: 46, 46, 46
#A8A8AA	RGB: 168, 168, 170
#DDE4E8	RGB: 221, 228, 232
#F1F2F2	RGB: 241, 242, 242

## Accent colors

#F47B29	RGB: 244, 123, 41
#7FABD5	RGB: 127, 171, 213

# Web page guidelines

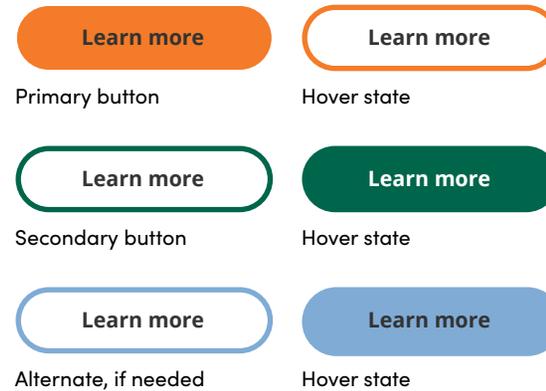
## Buttons

Spec height: 24px  
Stroke weight: 2px  
Corner radius: 18px  
Padding: 12px

### Hyperlink button:

Text only with >  
Hover state underlined

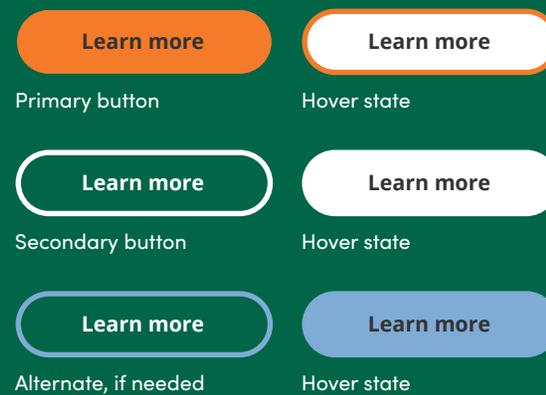
### Buttons on a Light Background



### Example:



### Buttons on a Dark Background



### Example:



## Web page guidelines

### Design considerations

Homepage and landing page banners should follow the same design guidelines as on previous pages. Below are sizing and design specifications.

### Homepage banner:

- 1100px x 443px
- Text and button should not be included, but ample space should be left clear in the design so it can be added by the web author

### Web/landing page banner:

- 1920px x 222px
- Only include text if the page is specific to a single language campaign and does not need to be translated
- If text is included, keep within center 1100 pixels of banner



AEM  
homepage  
banner



AEM landing page banner



**GAOMEI**<sup>®</sup>

BY TENNANT COMPANY

**Gaomei**  
**product brand**



# Who we are

## Who we are

---

### Our brand

**Gaomei by Tennant Company is committed to building a complete production system, focusing on creating intelligent systems and products that represent high-end specialization of the industry, realizing real-time and data-based scenes, personnel and equipment, enabling data to empower the enterprises and benefit the world by our brand.**

### Our brand promise

Gaomei innovates for you.

### Brand purpose

Provide professional cleaning solutions for various commercial or industrial areas.

### Brand attributes

Be meticulous in mind.  
Be committed in behavior.

### Unifying idea

Smart cleaning.  
Beautiful world.



**Gaomei product logo**

## Gaomei product logo

---

### Primary logo

The Gaomei product logo should be used in any pieces where Gaomei equipment is featured. If a piece also features other Tennant Company endorsed brands the logos should be of equal visual size. The primary logo should only appear in Gaomei red, gray, or white.



## Gaomei product logo

### Logo variations

The primary Gaomei color logo should only be used on white or light colored backgrounds. For any other background color, the gray or white version should be used.

The Gaomei logo may also appear in gray where appropriate, such as on single-color pieces or for the sake of accessibility.

When choosing between black and white, select the option that has the greatest contrast.



## Gaomei product logo

### Minimum size

No version of the Gaomei product logo should ever appear smaller than the established minimum height specifications (1" minimum width), as shown in examples on this page. Any smaller and the logo becomes difficult to read or recognize.



### Clear zone

No graphic elements or type should appear in close proximity to the logo's boundaries. At any scale, the size of the clear zone should be equal to 1/3 the height of the logo.



# Gaomei product logo

## Logo misuse

People recognize the Gaomei logo as a mark of professional floor cleaning equipment, so it is important to utilize it correctly. These rules have been established to uphold brand consistency and the integrity of the mark.



DO NOT condense or stretch



DO NOT change color



DO NOT add shadow



DO NOT outline



DO NOT change typeface



DO NOT change size of elements



DO NOT colorize specific elements



DO NOT crop



DO NOT rotate



DO NOT embellish



DO NOT delete elements



# Color palette

## Color palette

---

### Primary color palette

The primary Gaomei colors are red and black, as used in the logo. Light gray and white can be used as accents.

### Gaomei Red

CMYK: 10 100 100 15

RGB: 189 27 33

#bd1b21

### Black

CMYK: 0 0 0 100

RGB: 0 0 0

#000000

### Light Gray

CMYK: 0 0 0 10

RGB: 230 231 232  
#e6e7e8

### White

CMYK: 0 0 0 0

RGB: 255 255 255  
#ffffff



# Typography

# Typography

## Fonts

The preferred fonts are the **Lan Ting Zhong Hei** typeface from FounderType. Thin Black, Medium Simplified, Bold Simplified, and Quasi-Circle can be used for body copy. Small Standard Song or Daxi Simplified should be used for subheads. Big Song Simplified and Variety Simplified can be used for headlines or main titles.

### Gotham Pro and Roboto Condensed

are the primary English fonts and should be used for all marketing communications and collateral. Gotham Pro is used for introduction headlines and callouts. Roboto Condensed bold can be used for machine names and categories. Utilize Roboto Condensed light for body copy.

Use **Century Gothic** and **Arial** in Microsoft Office applications in the same manner as Gotham Prof and Roboto Condensed

## Primary fonts

### Lan Ting Zhong Hei

BOLD SIMPLIFIED

#### 专用中文印刷字体

黑体简体  
适用于各种信函和文件的内文、地址、宣传文案等小型文字。

THIN BLACK

#### 专用中文印刷字体

细黑简体  
适用于各种信函和文件的内文、地址、宣传文案等小型文字。

SMALL STANDARD SONG

#### 专用中文印刷字体

中宋简体（小标宋）  
适用于各种信函和文件的小标题、中标题等中小型文字。

BIG SONG SIMPLIFIED

#### 专用中文印刷字体

大宋简体  
适用于各种信函和文件的题目、大标题等中型文字。

MEDIUM SIMPLIFIED

#### 专用中文印刷字体

中等线简体  
适用于所属机构名称、户外广告的大型文字、和各种信函和文件的内文、地址、宣传文案等小型文字，以及需要反白的文字。

DAXI SIMPLIFIED

#### 专用中文印刷字体

大黑简体  
适用于所属机构名称、户外广告的大型文字、室内指示牌、标语和各种信函和文件的题目、中标题等小型文字，以及需要反白的文字。

VARIETY SIMPLIFIED

#### 专用中文印刷字体

综艺简体  
适用于所属机构名称、户外广告的大型文字、室内指示牌、标语和各种信函和文件的题目、大标题等大中型文字，以及需要反白的文字。

QUASI-CIRCLE

#### 专用中文印刷字体

准圆简体  
适用于各种信函和文件的内文、宣传文案等小型文字。

## Microsoft Office Applications fonts

### Century Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#%&^\*()

Century Gothic Regular  
*Century Gothic Italic*  
**Century Gothic Bold**  
***Century Gothic Bold Italic***

### Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#%&^\*()

Arial Regular  
*Arial Italic*  
**Arial Bold**  
***Arial Bold Italic***

## Primary English fonts

### Gotham Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#%&^\*()

Gotham Light  
*Gotham Light Italic*  
Gotham Book  
*Gotham Book Italic*  
Gotham Medium  
*Gotham Medium Italic*  
**Gotham Bold**  
***Gotham Bold Italic***  
**Gotham Black**

### Roboto Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#%&^\*()

Roboto Condensed Light  
*Roboto Condensed Light Italic*  
Roboto Condensed Regular  
*Roboto Condensed Italic*  
**Roboto Condensed Bold**  
***Roboto Condensed Bold Italic***



# Photography

# Photography

## Product photography

Gaomei products are photographed from a variety of different angles against a white background, as well as in actual environments with operators. Composite photos of the product portfolio are available if needed to show the entire range of products.

For in-environment photos, permission of the location owner is required. Take care to limit including signage or other identifying features in non-public spaces as well as individuals.

All photography and video must be appropriately licensed before using.



PRODUCT PHOTO



IN-ENVIRONMENT PHOTOS



PRODUCT PORTFOLIO

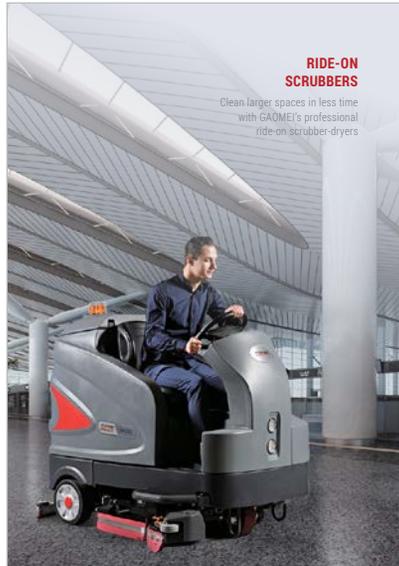


# Design applications

# Design applications

## Product catalog

Gaomei product brochures should follow the logo, font, and color palette guidelines on previous pages. The design should be clean and easy to read, and show a mix of product and in-environment photography.



### RIDE-ON SCRUBBERS

Clean larger spaces in less time with GAOMEI's professional ride-on scrubber-dryers

#### GM-AC MICRO RIDER SCRUBBER

The GM-AC 'Micro' ride-on scrubber-dryer is a dual brush scrubber perfect for cleaning small-to-medium sized spaces (2,000sq' - up to 5,000sq') and different floor types. The small size, turning radius and maneuverability of the GM-AC allows it to work in tight spaces and narrow aisles.

##### Features

- Single cleaning disc brush improves cleaning efficiency and reduce cleaning management cost
- 500mm cleaning path with single disc pad/brush options
- 60L capacity tank
- Quiet operation (86 dBA) ideal for sites such as hospitals and schools to retail spaces, etc.
- Membrane instrument panel for easy one-touch operation
- Maintenance free battery (120Ah) means continuous run times of up to 3.5 hours
- Powerful (550W) H.M. drive motor for ramp climb capability - up to 22% probability
- Engineered MHW squeegee design with a 3 stage AMETEK rated vacuum motor for touch-dry water pick-up results
- Quality rotary MAUSHI braded brush - perfect for uneven floor surfaces



#### GM-MINI RIDER FLOOR SCRUBBER

The GM-MINI ride-on scrubber-dryer is designed for cleaning medium sized spaces (up to 4,500sq') and different floor types including hard, resin, and porcelain tiles.

##### Features

- Double-brush, double cleaning disc brushes, improving cleaning efficiency and reducing cleaning management cost
- Inuitive buttons on panel, easy operation without any special training
- 750mm cleaning path with single disc pad/brush options
- 70L capacity (recovery) tank
- Quiet operation (88dBA) ideal for sites such as hospitals, schools and retail spaces, etc.
- Membrane instrument panel for easy one-touch operation
- Maintenance free battery (120Ah) means continuous run times of up to 3.5 hours
- Powerful (600W) H.M. drive motor for ramp climb capability
- Engineered MHW squeegee design with a 3 stage AMETEK rated vacuum motor for touch-dry water pick-up results
- Quality rotary MAUSHI braded brush - perfect for uneven floor surfaces



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### A SMARTER CLEAN, A BETTER WORLD

GAOMEI professional floor cleaning solutions for your commercial and industrial applications



### Professional Floor Cleaning Equipment

Discover GAOMEI floor cleaning equipment for your every place and space



8 Scrubbers - Walk Behind

12 Scrubbers - Ride On



16 Combination Sweeper-Scrubbers

18 Sweepers

### Commercial Cleaning Equipment & Accessories

Explore a range of equipment for both your soft and hard floor cleaning needs.



20 Single Disc Machines

22 SINGLE DISC MACHINES

24 Carpet Extractors

### SINGLE DISC MACHINES

Solve your floor care challenges quickly and efficiently with GAOMEI's price competitive line of multi-functional, single disc cleaners for intermediate to deep cleaning applications

#### FB1517/MF10

A low speed machine with a 46 cm brush/pad diameter designed for medium-duty usage across both hard and soft floor applications.

##### Features

- Quality and performance for less money
- Polishing, scrubbing and stripping for standard cleaning applications of hard floor types (such as parquet, marble, stone)
- Pick up worn in dirt, stains and wax without residue across a range of soft flooring surfaces with an available foaming generator for rapid-dry cleaning of carpets and soft textiles (optional)
- 10L single solution tank included
- Quiet operation (86 dBA) ideal for hospitals, offices, hotels and public spaces
- All metal casing & disc design
- Detachable base for convenience
- Low maintenance
- Patented drive motor design
- Standard accessories: foam brush, floor brush, pad holder available

#### FB-2017B/MF10

A low speed machine with a 46 cm brush/pad diameter and max cleaning power designed for both professional wet & dry cleaning applications.

##### Features

- Quality and performance for less money
- Professional polishing, scrubbing and stripping of hard floor surfaces
- High torque motor and gearbox drive for heavier duty cleaning jobs
- 10L single solution tank included
- Available foaming generator for rapid-dry cleaning of carpets and soft textiles (optional)
- All metal casing & disc design
- Detachable base for convenience
- Low maintenance
- Patented drive motor design
- Take your machine to the cleaning task at hand with a range of available brush and pad accessories

#### FC2517

More cleaning power designed for industrial wet & dry cleaning applications.

##### Features

- Quality and performance for less money
- A heavy-duty single-disc machine for industrial polishing, scrubbing and stripping of hard floor surfaces
- High torque motor and gearbox drive for heavier-duty cleaning jobs
- 10L single solution tank included
- All metal casing & disc design
- Detachable base for convenience
- Low maintenance
- Patented drive motor design
- Take your machine to the cleaning task at hand with a range of available brush and pad accessories

#### FC1517 MULTI-FUNCTION FLOOR MACHINE

Designed as a multi-function floor machine for hard and soft flooring, the FC1517 is a great tool for floor waxing, buffing, and polishing hard floors. When used with the dry-powered shampoo brush tool (optional), it doubles as a portable carpet cleaner as well

##### Features

- Ergonomically designed controls
- An 1100W motor delivers 150 RPM
- 10L solution tank capacity
- Low speed (600RPM) option
- 1200 power cord included

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## Design applications

### Product brochure

Gaomei product brochures should follow the clean look of the catalog.



**COMPACT, EFFICIENT AND USER-FRIENDLY**



**NEW GM45B WALK-BEHIND SCRUBBER**

**FEATURE & BENEFITS**

- 470mm cleaning path with a 45L wide-angle recovery tank combination
- Single disc pad / brush machine
- Maintenance-free battery (100Ah) means continuous run times of up to 3.5 hours
- Quiet Mode – 62.72 dBA operation reduces noise levels allowing for easy cleaning without disruption
- Wide angle recovery tank outlet for easy daily cleaning and maintenance
- Engineered squeegee design for touch-dry water pick-up results
- No tools 'quick-release' system for squeegee changeover
- Splash guard floating skirt included

**TECHNICAL SPECIFICATIONS**

Voltage/traction	24VDC	Squeegee width	770mm
Brush motor/vacuum motor	400W/400W	Productivity	1850m <sup>2</sup> /h
Solution tank/recovery tank	40L/45L	Weight	140kg
Cleaning path	470mm	Dimension(mm)	L1250* W520* H1090
Standard accessories	charger x1, battery x2, floor brush x1, pad holder x1		







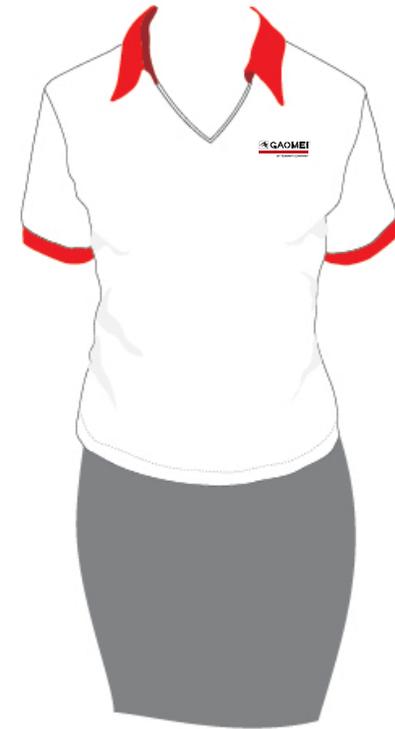



chinagaomei.com

## Design applications

### Premium items

Premium items such as shirts, hats, bags and coffee mugs should ideally be one of the colors from the approved palette. Choose the color logo with the most contrast from the item color. The logo should not be any smaller than the minimum size specified in the logo section. If the ® is too small to be legible on embroidered or imprinted items, it may be removed.





# Web page guidelines

## Web page guidelines

### Typography for web

**Alibaba Pratt & Whitney (Chinese)** and **Alibaba Sans (English)** are our main web font families that are used on all web pages. It is the first free commercial font released by a Chinese company that can be used in all scenarios. Font size guidelines are below.

Desktop:	Mobile:
h1 {font-size: 40px}	h1 {font-size: 32px}
h2 {font-size: 30px}	h2 {font-size: 28px}
h3 {font-size: 24px}	h3 {font-size: 24px}
h4 {font-size: 20px}	h4 {font-size: 20px}
h5 {font-size: 18px}	h5 {font-size: 18px}
h6 {font-size: 16px}	h6 {font-size: 16px}

### Colors

The website colors follow the Gaomei brand colors, but also utilize some additional colors to better suit screen viewing. To see if your colors are accessible, visit <https://webaim.org/resources/contrastchecker/>

阿里巴巴普惠体 Alibaba Pratt & Whitney

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#%&^\*()

阿里巴巴普惠体 Light  
阿里巴巴普惠体 Regular  
阿里巴巴普惠体 Medium  
阿里巴巴普惠体 Bold  
阿里巴巴普惠体 Heavy

### Alibaba Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#%&^\*()

Alibaba Sans Light  
*Alibaba Sans Light Italic*  
Alibaba Sans Regular  
*Alibaba Sans Italic*  
Alibaba Sans Medium  
*Alibaba Sans Medium Italic*  
Alibaba Sans Bold  
*Alibaba Sans Bold Italic*  
Alibaba Sans Heavy  
*Alibaba Sans Heavy Italic*  
Alibaba Sans Black

### Primary website color

#B31D2B RGB: 179, 29, 43

### Secondary website colors

#C20813 RGB: 194, 8, 19

#0D6FB8 RGB: 13, 111, 184

#8BA8D7 RGB: 139, 168, 215

### Font colors

#333333 RGB: 48, 51, 51

#555555 RGB: 85, 85, 85

#666666 RGB: 102, 102, 102

#999999 RGB: 153, 153, 153

### Dividing lines

#CCCCCC RGB: 204, 204, 204

#EEEEEE RGB: 238, 238, 238

### Light background color

#F9F9F9 RGB: 249, 249, 249

## Web page guidelines

### Design considerations

The maximum display resolution is 1920px, and some graphics need to be 1920px wide to have the best visual effect. The implementation method of the narrow version is adaptive (the wide version is reduced in the same proportion).

### Homepage carousel:

- 1920px x 650px



Homepage carousel

### Secondary page banner:

- 1920px x 318px



Secondary page banner

### Page navigation:

- 60px and 35px x 35px



Page navigation



Icon



**Rongen**  
**product brand**

A large, light gray, stylized graphic of the letter 'W' is positioned on the left side of the page. It is composed of four thick, parallel diagonal strokes that intersect to form the letter's shape. The strokes are slightly offset from each other, creating a sense of depth and movement.

# Who we are

### Our brand

**Rongen by Tennant Company is committed to the building of R&D team, the improvement of production system, the innovation of management concept and the construction of brand service, and has become a benchmark enterprise and a representative of high-quality brands in the cleaning equipment industry.**

### Our brand promise

Customer satisfaction is our success.

### Brand purpose

With a global vision and brand-new life concept, we lead the cleaning trend, upgrade the cleaning experience, and realize the brand value and development dream.

### Brand attributes

Professional  
Innovation  
Cooperation  
Service

### Unifying idea

Make cleaning simple and economical.



**Rongen product logo**

## Rongen product logo

---

### Primary logo

The Rongen product logo should be used in any pieces where Rongen equipment is featured. If a piece also features other Tennant Company endorsed brands the logos should be of equal visual size. The primary logo should only appear in Rongen blue or white.



## Rongen product logo

### Logo variations

The primary Rongen color logo should only be used on white or light colored backgrounds. For any darker background color, the white version should be used.

When choosing between the color and white logo, select the option that has the greatest contrast.



## Rongen product logo

### Minimum size

No version of the Rongen product logo should ever appear smaller than the established minimum height specifications (1" minimum width), as shown in examples on this page. Any smaller and the logo becomes difficult to read or recognize.



### Clear zone

No graphic elements or type should appear in close proximity to the logo's boundaries. At any scale, the size of the clear zone is equal to 1/3 the height of the entire logo.



## Rongen product logo

### Logo misuse

People recognize the Rongen logo as a mark of professional floor cleaning equipment, so it is important to utilize it correctly. These rules have been established to uphold brand consistency and the integrity of the mark.



DO NOT condense or stretch



DO NOT change color



DO NOT add shadow



DO NOT outline



DO NOT change typeface



DO NOT change size of elements



DO NOT colorize specific elements



DO NOT crop



DO NOT rotate



DO NOT embellish



DO NOT delete elements



# Color palette

## Color palette

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### Primary color

The primary Rongen brand color is Rongen Blue, as used in the logo. Tints may be used as shown below.

## Rongen Blue

CMYK: 100 30 0 0

RGB: 0 137 207

#0089cf

90%

80%

70%

60%

50%

40%

30%

20%

10%

## Color palette

### Secondary colors

The secondary colors expand our palette and provide a smooth, natural complement to Rongen blue.

Use the secondary colors to highlight or direct a reader's attention to CTA buttons, etc. or in infographics or illustrations. Tints of these colors can also be used to expand the palette.

Dark blue	CMYK: 100 80 0 0	RGB: 3 78 162 #034ea2
Light blue	CMYK: 50 0 0 0	RGB: 109 207 246 #6dcff6
Gold	CMYK: 16 25 71 0	RGB: 218 184 102 #015570
Orange	CMYK: 0 40 100 0	RGB: 250 166 26 #faa61a
Yellow	CMYK: 0 0 100 0	RGB: 252 238 29 #fcee1d
Purple	CMYK: 40 100 0 0	RGB: 163 35 142 #a3238e
Gray	PMS: 428 C CMYK: 24 17 17 0	RGB: 194 197 199 #c2c5c7

A large, light gray, stylized graphic of the letter 'W' is positioned on the left side of the page. It is composed of four thick, slanted bars that meet at sharp points, creating a modern, geometric look. The bars are arranged in a way that they appear to be overlapping or connected at the top and bottom, forming a continuous shape.

# Typography

# Typography

## Fonts

### Gotham Pro and Roboto

**Condensed** are the primary English fonts and should be used for all marketing communications and collateral. Gotham Pro is used for introduction headlines and callouts. Roboto Condensed bold can be used for machine names and categories. Utilize Roboto Condensed light for body copy.

Use **Century Gothic** and **Arial** in Microsoft Office applications in the same manner as Gotham Prof and Roboto Condensed

## Primary English fonts

### Gotham Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#%&^\*()

Gotham Light

*Gotham Light Italic*

Gotham Book

*Gotham Book Italic*

### Gotham Medium

*Gotham Medium Italic*

### Gotham Bold

*Gotham Bold Italic*

### Gotham Black

### Roboto Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#%&^\*()

Roboto Condensed Light

*Roboto Condensed Light Italic*

Roboto Condensed Regular

*Roboto Condensed Italic*

### Roboto Condensed Bold

*Roboto Condensed Bold Italic*

## Microsoft Office Applications fonts

### Century Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#%&^\*()

Century Gothic Regular

*Century Gothic Italic*

### Century Gothic Bold

*Century Gothic Bold Italic*

### Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#%&^\*()

Arial Regular

*Arial Italic*

### Arial Bold

*Arial Bold Italic*



# Design elements

## Design elements

### Zhenzheng and curves

These design elements can be used to enhance and add interest to designs.

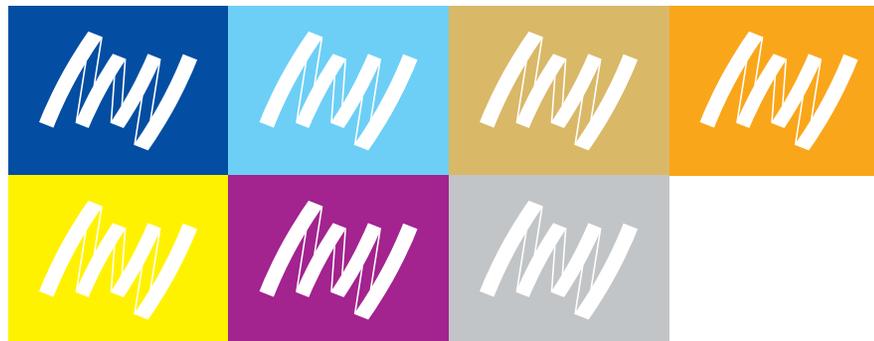
As with the logo, the Zhenzheng should not be modified or distorted in any way (see logo misuse section). It can appear in Rongen blue or white. Choose the color with the most contrast against the background.

The curves should be in dark blue, light blue, and gray only. They should not be altered or distorted. Scale them proportionately; do not stretch horizontally or vertically.



#### Zhenzheng

The primary Zhenzheng color should be Rongen blue, but it can also be in white on colored backgrounds. Only use colors from the approved palette.



#### Blue and gray curves

Dark blue, light blue, and gray

A large, light gray, stylized graphic of the letter 'W' is positioned on the left side of the page. It is composed of four thick, parallel diagonal strokes that meet at the top and bottom, creating a modern, geometric look.

# Photography

# Photography

## Product photography

Rongen products are photographed from a variety of different angles against a white background, as well as in actual environments with operators. Composite photos of the product portfolio are available if needed to show the entire range of products.



PRODUCT PHOTOGRAPHY

For in-environment photos, permission of the location owner is required. Take care to limit including signage or other identifying features in non-public spaces as well as individuals.

All photography and video must be appropriately licensed before using.



IN-ENVIRONMENT PHOTOGRAPHY



# Design applications

# Design applications

## Product catalog

Rongen literature is clean and easy to read. Rongen blue should be used in headlines or to call attention to product names. A mix of in-environment and product photos are featured in the catalogs.



**WALK-BEHIND SCRUBBERS**

**NEW R45B WALK-BEHIND SCRUBBER**

The R45B is a small sized walk behind scrubber dryer designed for quick & easy operation. Its compact design makes it suitable for floor cleaning in small indoor spaces (up to 1500ft<sup>2</sup>) such as retail outlets, hospitals, offices and schools.

**Features**

- 470mm cleaning path with 4-CL wide-angle recovery tank combination
- Single disc pad / 614ish machine
- Maintenance free battery (100Ah) means continuous run times of up to 3.5 hours
- Quiet Mode - 62.72 dBA operation reduces noise levels allowing for easy cleaning without disruption
- Wide angle recovery tank outlet for easy daily cleaning and maintenance
- Engineered squeegee design for touch-dry water pick-up results
- No touch back-release system for squeegee charger
- Split guard floaty skirt included

**R70BT DUAL-BRUSH WALK-BEHIND SCRUBBER**

The R70BT is a dual disc pad/brush self-propelled scrubber dryer for professional use in medium to large spaces such as retail/grocery stores to warehouses (2000-3000ft<sup>2</sup>).

A combined wide cleaning path and large (7L) recovery tank guarantees productivity making it possible to clean more surface in less time. R60BT's high-quality motor also ensures touch dry water pick-up results.

**Features**

- Intuitive buttons on panel, easy operation without any special training
- A 700mm cleaning path and large 7L recovery tank combination for enhanced productivity
- High-quality rotary MALDEN branded brush
- Maintenance free battery (120Ah) means continuous run times of up to 3.8 hours
- Separate (hot & cold) motor air ducts help enhance service life of the motor

**MAKE CLEANING EASIER AND ECONOMICAL**

**R50 (corded)/R50B/R56B/R56BT WALK-BEHIND SCRUBBERS**

An affordable range of simple to use, high performance single disc pad/brush scrubber dryers perfect for any commercial application (500-1500ft<sup>2</sup>).

**R50** **R50B** **R56B** **R56BT**

**Features**

- Separate (hot & cold) motor air ducts, enhance service life of the motor
- Powerful (400W) 16M drive motor (R56BT)
- Engineered squeegee design with an AMETEK rated vacuum motor for touch-dry water pick-up results
- No touch back release system for squeegee charger
- 600mm cleaning path / 15L recovery tank combination
- High-quality rotary MALDEN branded brush
- Quiet Mode - 62.72 dBA operation reduces noise levels allowing for easy cleaning without disruption
- Maintenance free battery (100Ah) means continuous run times of up to 3.5 hours

**WALK-BEHIND SCRUBBERS**

**R658BT CYLINDRICAL BRUSH WALK-BEHIND SCRUBBER**

The R658BT cylindrical brush walk behind scrubber delivers a combination of self-applied sweeping and scrubbing for application specific surfaces across public spaces, warehouse and distribution centres to industrial manufacturing and processing sites.

**Features**

- 650mm cylindrical brush cleaning path delivers productivity of up to 2350ft<sup>2</sup>/h
- 25L capacity recovery tank + 4L debris tray
- High speed brush (650 RPM) for cleaning performance
- Powerful AMETEK vacuum motor for touch-dry water pick-up results
- Operator panel include battery & run time indicator
- Maintenance free battery (120Ah) means continuous run times of up to 3.8 hours
- Powerful (550W) 16M drive motor for ramp climb capability
- Easy access to brush and housing for maintenance & servicing

## Design applications

### Product brochure

Rongen product brochures should follow the clean look of the catalog.



**COMPACT, EFFICIENT AND USER-FRIENDLY**



**NEW**

## R45B WALK-BEHIND SCRUBBER

The R45B is a small-sized walk-behind scrubber dryer designed for quick & easy operation. Its compact design makes it suitable for floor cleaning mid-sized indoor spaces (up to 1,850m<sup>2</sup>/h) such as retail outlets, hospitals, offices and schools.

**NEW** **R45B WALK-BEHIND SCRUBBER**

**FEATURE & BENEFITS**

- ✓ 470mm cleaning path with a 45L wide-angle recovery tank combination
- ✓ Single disc pad / brush machine
- ✓ Maintenance-free battery (100Ah) means continuous run times of up to 3.5 hours
- ✓ Quiet Mode - 62.72 dBA operation reduces noise levels allowing for easy cleaning without disruption
- ✓ Wide angle recovery tank outlet for easy daily cleaning and maintenance
- ✓ Engineered squeegee design for touch-dry water pick-up results
- ✓ No tools 'quick-release' system for squeegee changeover
- ✓ Splash guard floating skirt included

**TECHNICAL SPECIFICATIONS**

Voltage/traction	24VDC	Squeegee width	770mm
Brush plate/dirt suction motor	40W/400W	Work efficiency	1850m <sup>2</sup> /h
Solution tank/recovery tank	40L/45L	Weight	140kg
Scrubbing width	470mm	Dimension(mm)	L1250* W520* H1090
Standard accessories	charger x1, battery x2, floor brush x1, pad holder x1		










rongenclean.com

# Web page guidelines

## Web page guidelines

### Typography for web

**Alibaba Pratt & Whitney (Chinese)** and **Alibaba Sans (English)** are our main web font families that are used on all web pages. It is the first free commercial font released by a Chinese company that can be used in all scenarios. Font size guidelines are below.

Desktop:	Mobile:
h1 {font-size: 40px}	h1 {font-size: 32px}
h2 {font-size: 30px}	h2 {font-size: 28px}
h3 {font-size: 24px}	h3 {font-size: 24px}
h4 {font-size: 20px}	h4 {font-size: 20px}
h5 {font-size: 18px}	h5 {font-size: 18px}
h6 {font-size: 16px}	h6 {font-size: 16px}

### Colors

The website colors follow the Rongen brand colors, but also utilize some additional colors to better suit screen viewing. To see if your colors are accessible, visit <https://webaim.org/resources/contrastchecker/>

阿里巴巴普惠体 Alibaba Pratt & Whitney

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#%&^\*()

阿里巴巴普惠体 Light  
阿里巴巴普惠体 Regular  
阿里巴巴普惠体 Medium  
阿里巴巴普惠体 Bold  
阿里巴巴普惠体 Heavy

### Alibaba Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#%&^\*()

Alibaba Sans Light  
*Alibaba Sans Light Italic*  
Alibaba Sans Regular  
*Alibaba Sans Italic*  
Alibaba Sans Medium  
*Alibaba Sans Medium Italic*  
Alibaba Sans Bold  
*Alibaba Sans Bold Italic*  
Alibaba Sans Heavy  
*Alibaba Sans Heavy Italic*  
Alibaba Sans Black

### Primary website color

#0081CC RGB: 0, 129, 204

### Secondary website colors

#57B9E2 RGB: 87, 185, 226

#F5EE5E RGB: 245, 238, 94

#B5B5C1 RGB: 193, 203, 208

### Font colors

#333333 RGB: 48, 51, 51

#555555 RGB: 85, 85, 85

#666666 RGB: 102, 102, 102

### Dividing line

#CCCCCC RGB: 204, 204, 204

### Light background color

#F9F9F9 RGB: 249, 249, 249

## Web page guidelines

### Design considerations

Homepage and landing page banners should follow the same design guidelines as the previous pages. Below are the dimensions and design specifications.

### Homepage carousel:

- 1920px x 893px

### Secondary page banner:

- 1920px x 219px

### Page navigation:

- 60px and 35px x 35px

### Icon:

- 90px x 90px



Homepage carousel



Secondary page banner



Page navigation



Icon

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## Questions?

For any branding or setup questions, please contact  
[marketing@tenantco.com](mailto:marketing@tenantco.com)