



Brand guidelines

2023 | v1.0

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Who we are

Who we are

Our brand

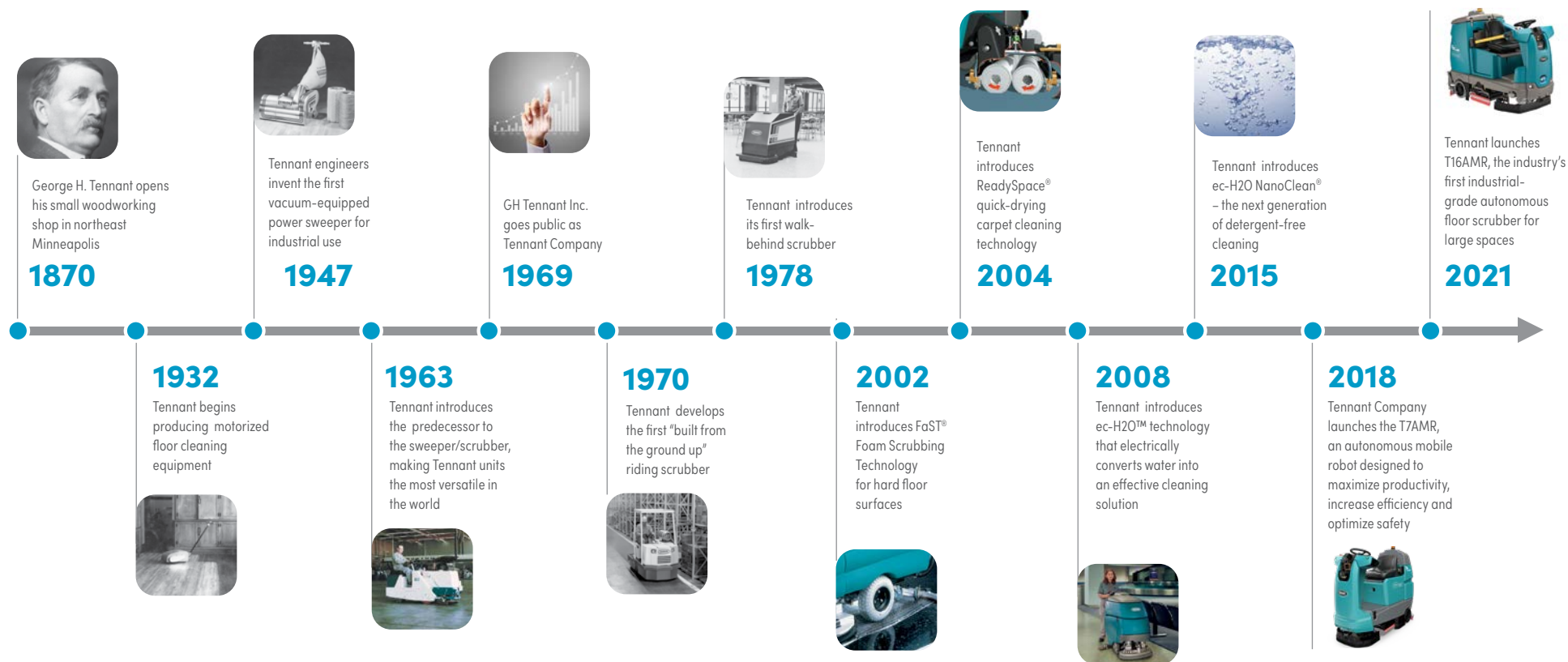
As a global leader in the cleaning industry, Tennant Company reinvents how the world cleans, solving problems for our customers and creating opportunities for our employees and partners. We apply our passion for innovation, our commitment to stewardship, and our engagement with our communities to help 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

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.



TENNANT[®]
COMPANY



TENNANT[®]
COMPANY



TENNANT[®]
COMPANY

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



TENNANT[®]
COMPANY



TENNANT[®]
COMPANY

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



TENNANT[®]
COMPANY



TENNANT[®]
COMPANY



TENNANT[®]
COMPANY



TENNANT[®]
COMPANY

Tennant Company logo

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

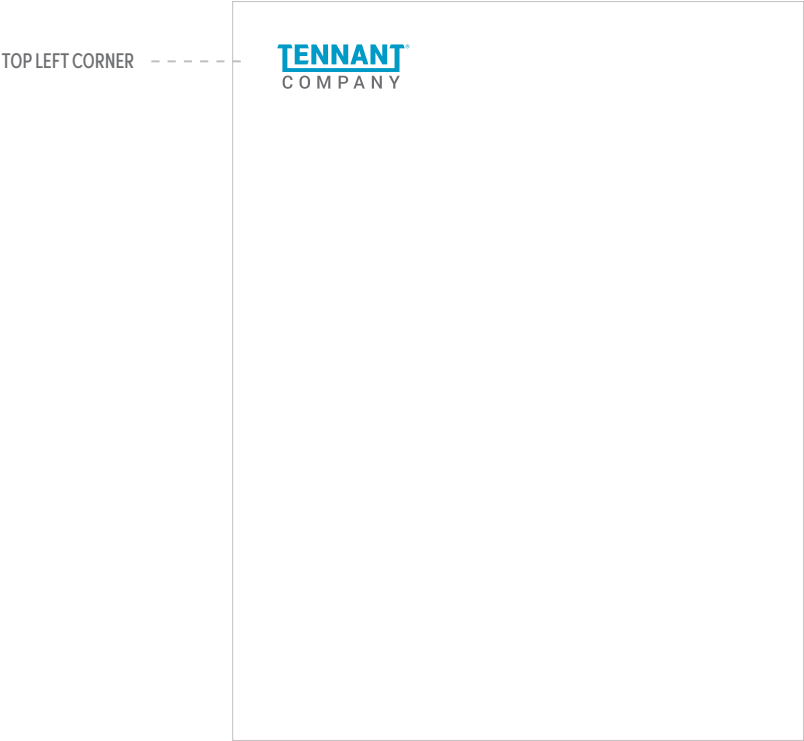
Tennant Company logo

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.

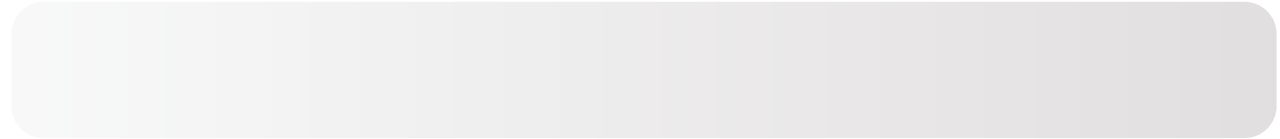
Design elements

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

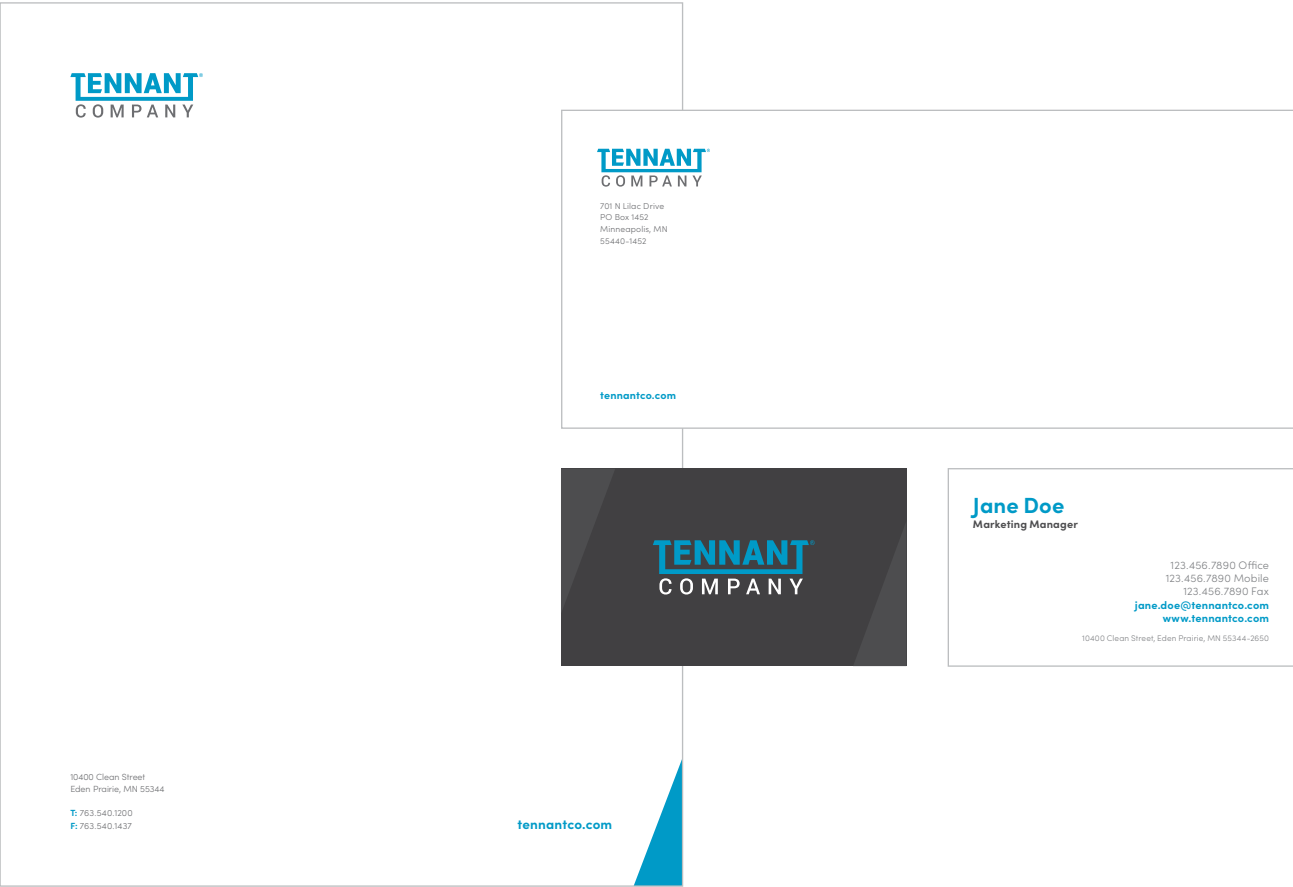
Design applications

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

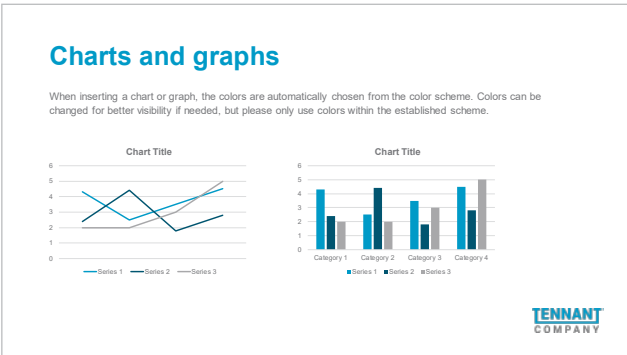
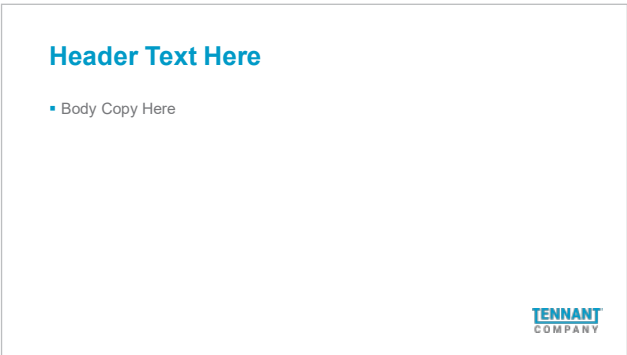
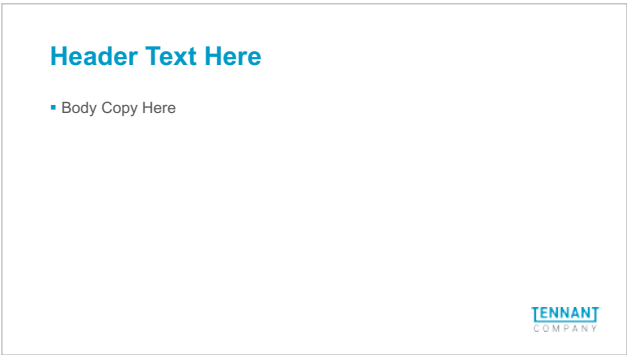
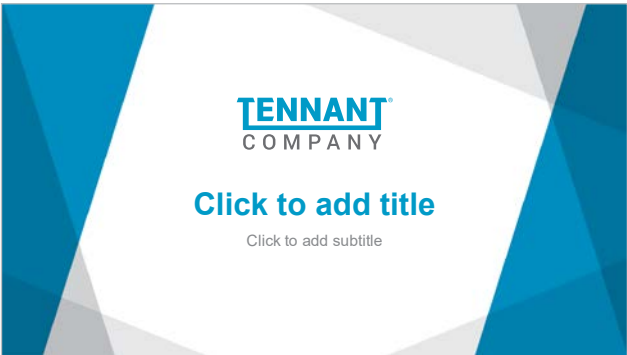


Design applications

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

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 series of concentric, light gray ellipses on the left side of the slide, 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 /ə'm'bōldən/

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 LOOK

Simple: Clean, effective and easy to understand.

Disciplined: Judicious in keeping design relevant to the concept.

Creative: Fresh, engaging visuals that draw the audience in.

OUR TONE

Devoted: Committed to our customers' success.

Innovative: Ahead of our customers' needs—leading the industry.

Deliberate: Reliable consistency that inspires confidence.

WE FEEL

Persuasive: A trusted expert, sharing insight.

Confident: The bold assurance of hard-earned experience.

Inspiring: Motivating our customers to capture opportunity.

A series of concentric, light gray ellipses on the left side of the slide, creating a sense of depth and movement.

Tennant product logo

Tennant product logo

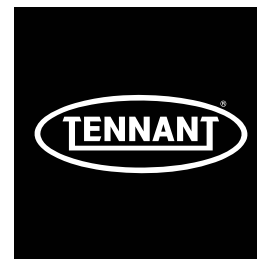
Primary logo

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.



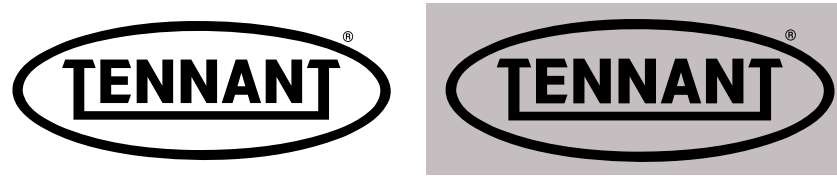
Tennant product logo

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 series of concentric, light gray ellipses on the left side of the page, 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 series of concentric, light gray ellipses on the left side of the page, creating a sense of depth and movement.

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.



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 series of concentric, light gray ellipses on the left side of the slide, creating a sense of depth and movement towards the right.

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

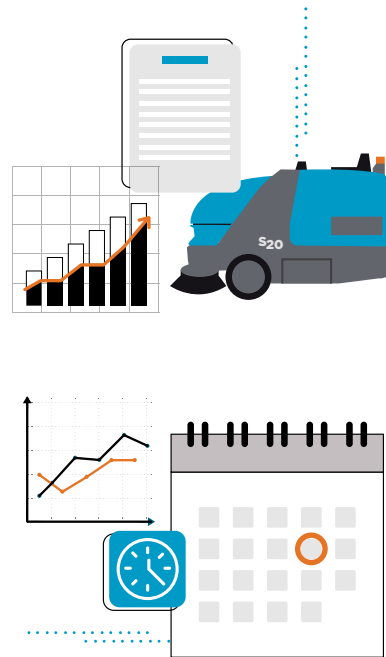
Illustrations and infographics

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.

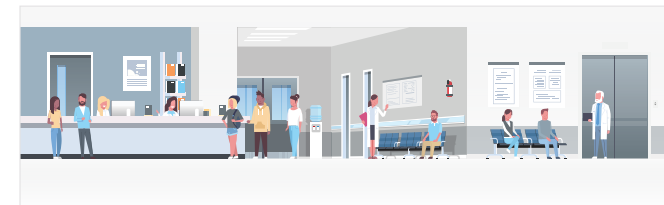
Illustration



Don't



Infographic



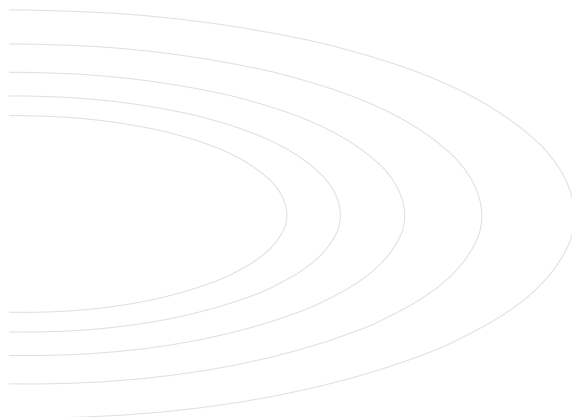
Design elements

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.

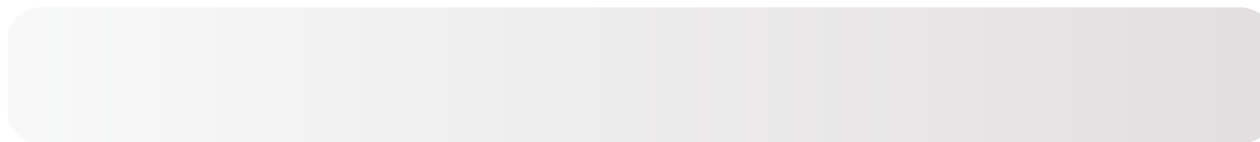
As borders or frames, circles and ovals represent both unity and protection. Lacking sharp or jagged edges, circles are a much friendlier shape than polygons for encompassing images. Because they tend to *invite* viewers into their *completeness*, circles exhibit a strong sense of community.

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 series of concentric, light gray ellipses on the left side of the slide, creating a sense of depth and movement.

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



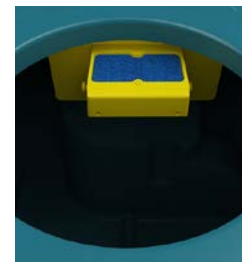
3/4 VIEW LEFT



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

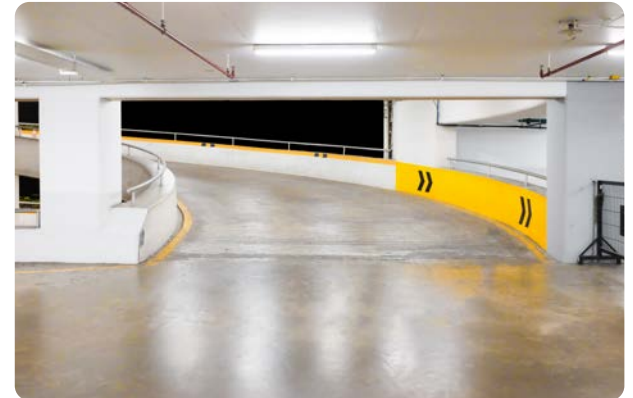
Non-product photography

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 |
|---------------------------|--|---|--|
| Video Intro Description | 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 |
| Video Closing Description | 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 |
| Best Used For | 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">• Sofia Pro• Sofia Pro Condensed <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.

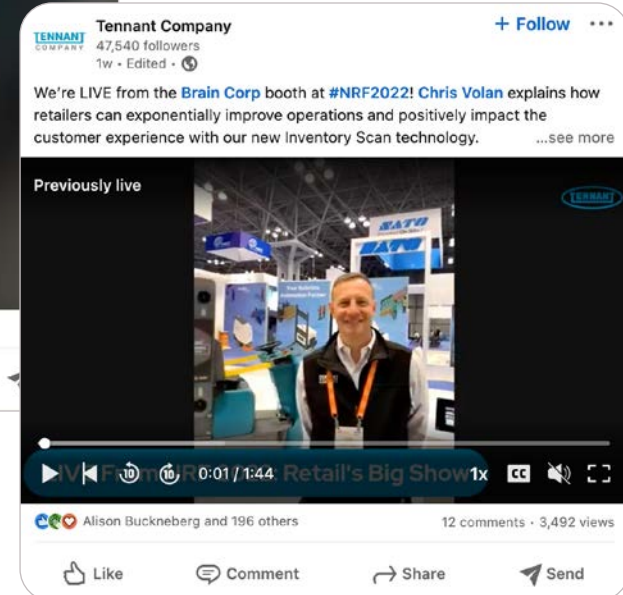
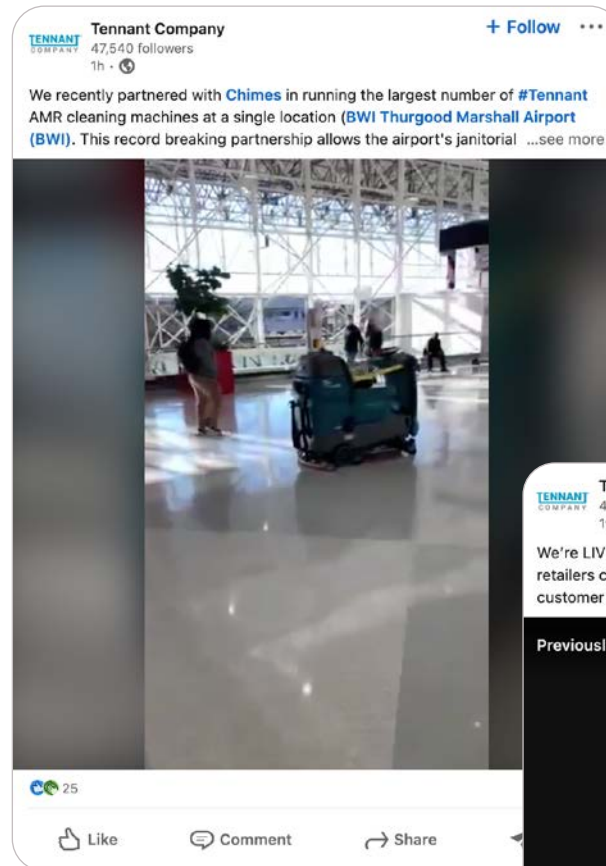
User-generated content should reinforce the Tennant brand promise and align with the brand archetype.

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 series of concentric, light gray ellipses on the left side of the slide, creating a sense of depth and movement.

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:

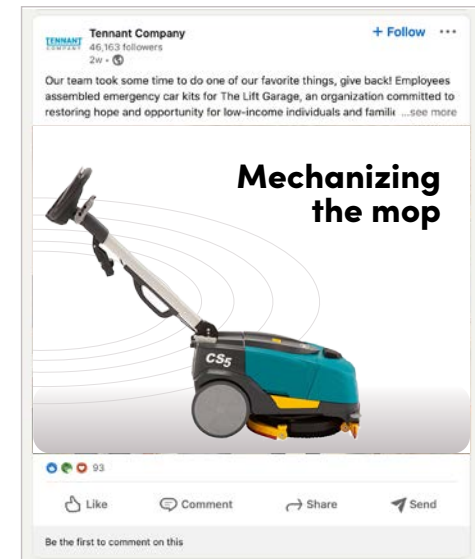
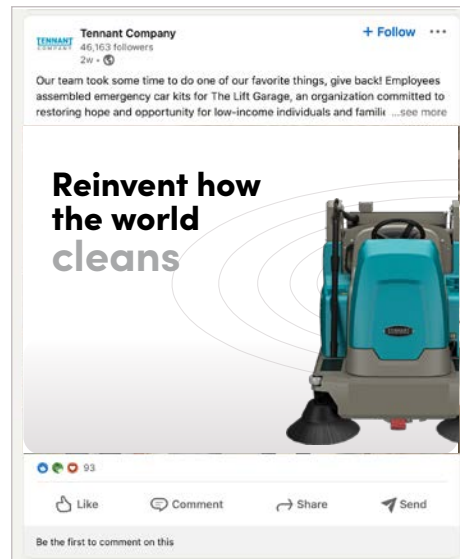
Facebook:

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

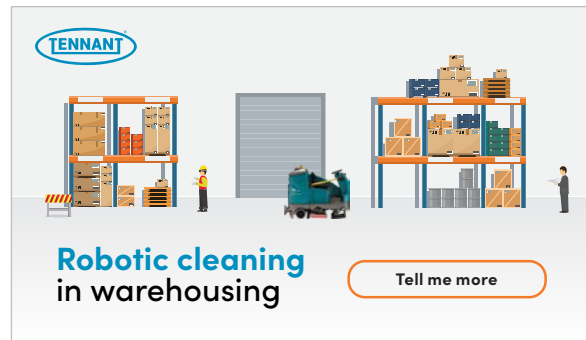
LinkedIn:

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

Social posts



Digital ad



Design applications

Campaigns

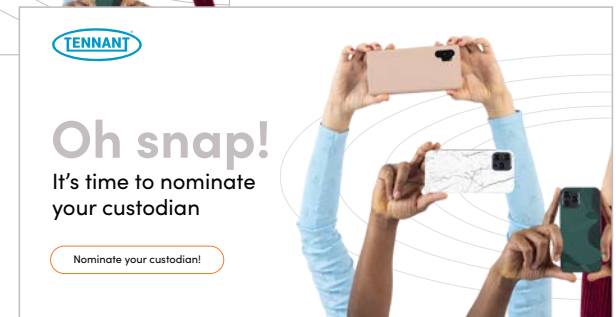
Creative campaigns and product launch campaigns consist of a variety of media, including website headers, social posts, email and landing page headers, and assets (ebooks, case studies, white papers, etc.).

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.

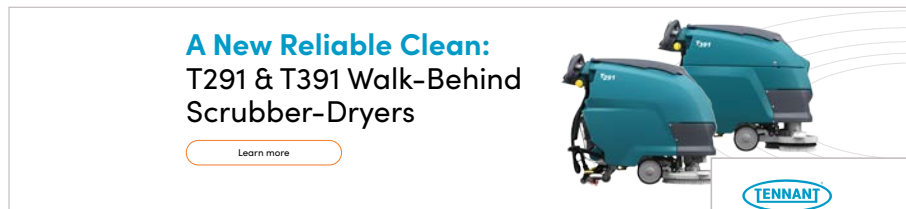
When designing for the web, see the web guidelines section for web-specific color palettes and accessibility considerations.



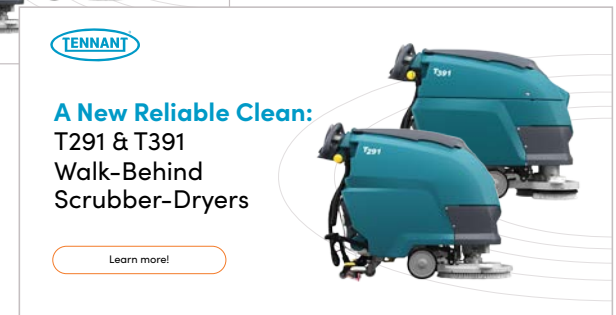
Creative campaign - web header



Creative campaign - social post



Launch campaign - web header



Launch campaign - social post

Design applications

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

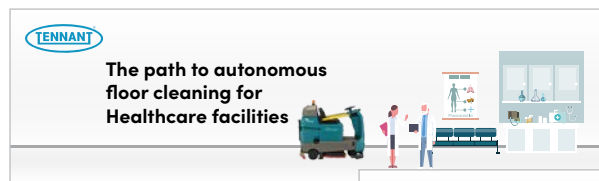
| | |
|---------------------|------------------------|
| Site width: | 960px |
| Site height: | Variable |
| Header size: | 960px x 250px |
| Header font: | Sofia Pro Bold/Regular |
| Logo size: | 115px wide |
| Minimum form width: | 300px |
| Image resolution: | 72dpi |



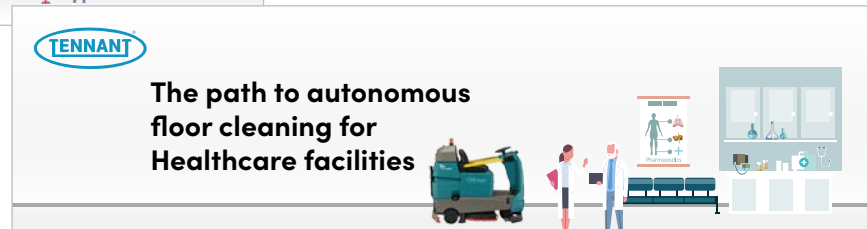
Email header - product launch



Landing page header - product launch



Email header - campaign



Landing page header - campaign

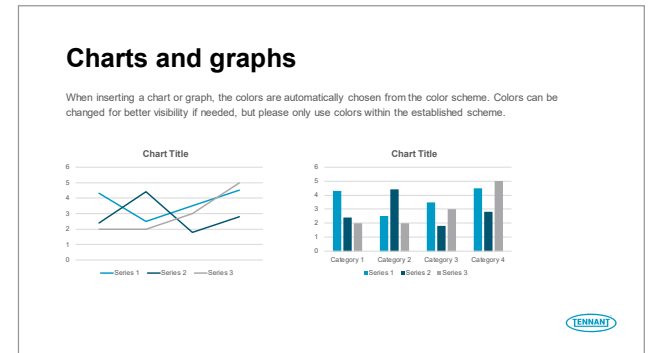
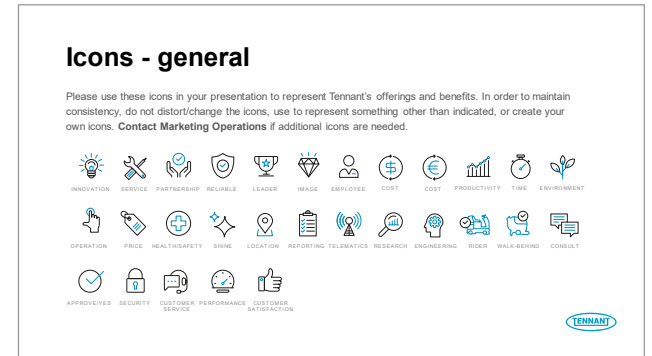
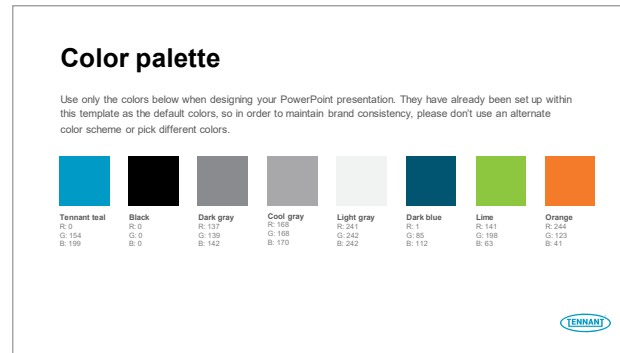
Design applications

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

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 series of concentric, light gray ellipses on the left side of the page, creating a sense of depth and movement.

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 |
|---------|-----------------|

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.

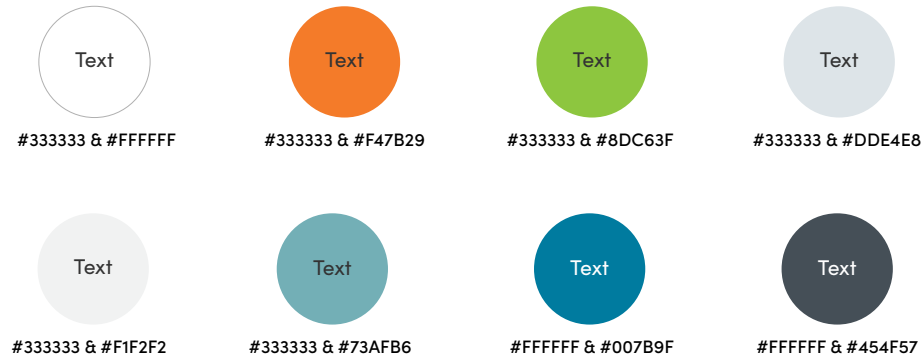
The visual presentation of text and images of text must have a contrast ratio of at least 4.5:1, except for the following:

- 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.

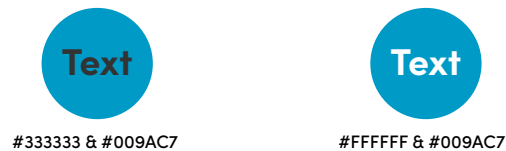
To see if your colors are accessible, visit <https://webaim.org/resources/contrastchecker/>

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

Learn more

Primary button

Learn more

Hover state

Learn more

Secondary button

Learn more

Hover state

Learn more

Alternate, if needed

Learn more

Hover state

Learn more >

Learn more >

Learn more >

Learn more >

Learn more >

Learn more >

Hyperlink default state

Hyperlink hover state

Example:

Why Tennant?

Overview

Buttons on a Dark Background

Learn more

Primary button

Learn more

Hover state

Learn more

Secondary button

Learn more

Hover state

Learn more

Alternate, if needed

Learn more

Hover state

Learn more >

Learn more >

Learn more >

Learn more >

Hyperlink default state

Hyperlink hover state

Example:

Why Tennant?

Overview

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:

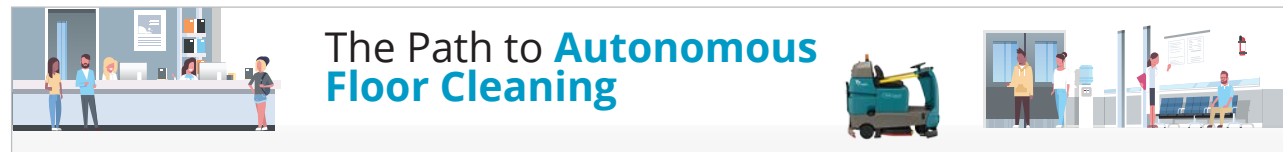
- 1100px x 443px
- Text and button should not be included, but ample space should be left clear in the design so it can be added by the web author

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



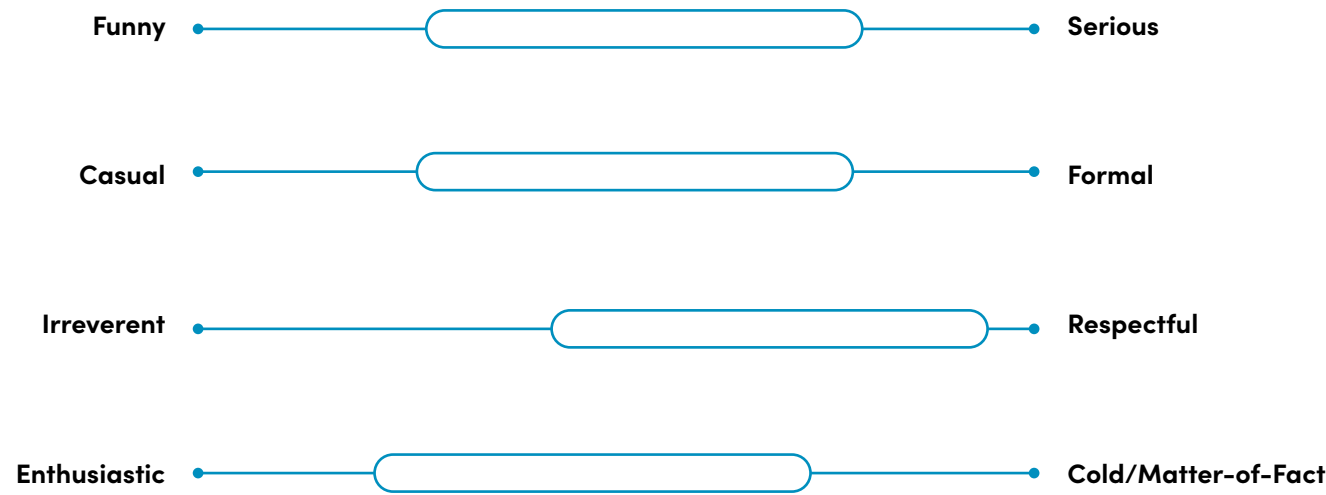
AEM landing page banner

A series of concentric, light gray ellipses on the left side of the slide, creating a sense of depth and movement.

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.



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

Channels

The spectrum of our tone and voice



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*.

Who we are

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 LOOK

Modern: Visual style that reflects our innovative technology.

Sophisticated: A refined take on clean and simple.

Fresh: The right pop of creativity to capture the eye.

OUR TONE

Refreshing: Candid and empathetic—without the business buzzwords and innuendos.

Optimistic: Seeing challenges as opportunities to build advantage.

Determined: Resolute confidence that success is within reach.

WE FEEL

Polished: A premium experience.

Simple: Focused on adding value—no fluff, no frills.

Helpful: A partner that goes above and beyond.

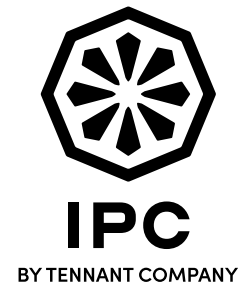


IPC product logo

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

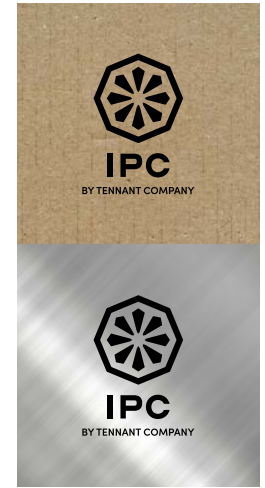
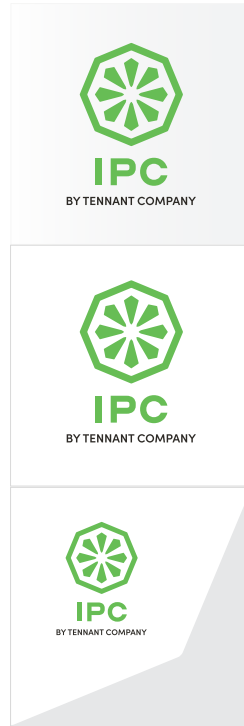
Logo variations

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

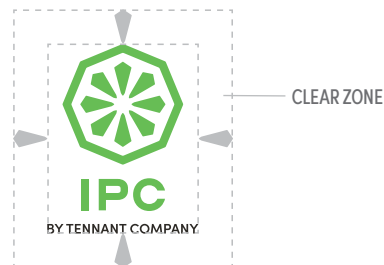
No version of the IPC product logo should ever appear smaller than the established minimum height and width specifications, as shown in example on this page. Any smaller and the logo becomes difficult to read or recognize.

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



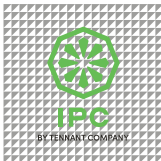
DO NOT colorize specific elements



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.

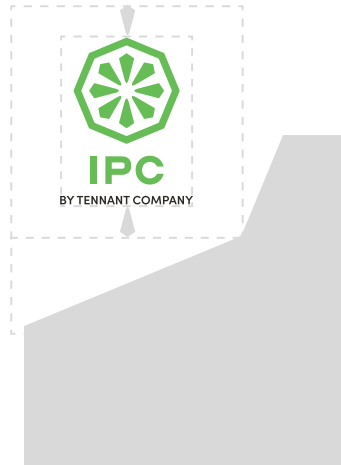
Lime box proportion

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.

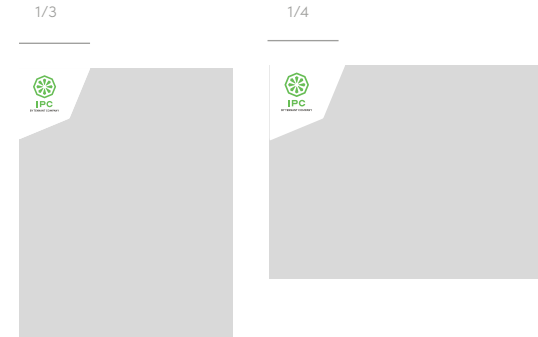
Lime box placement

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.

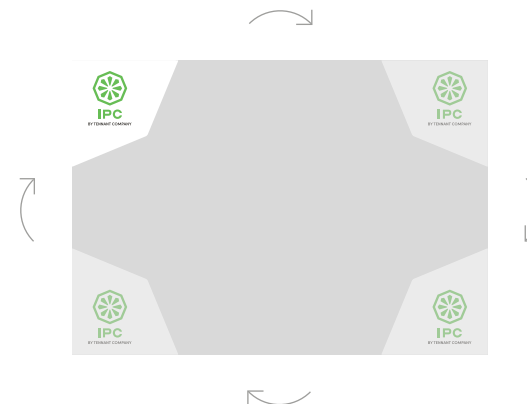
Lime box



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



ICA logo





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 |



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

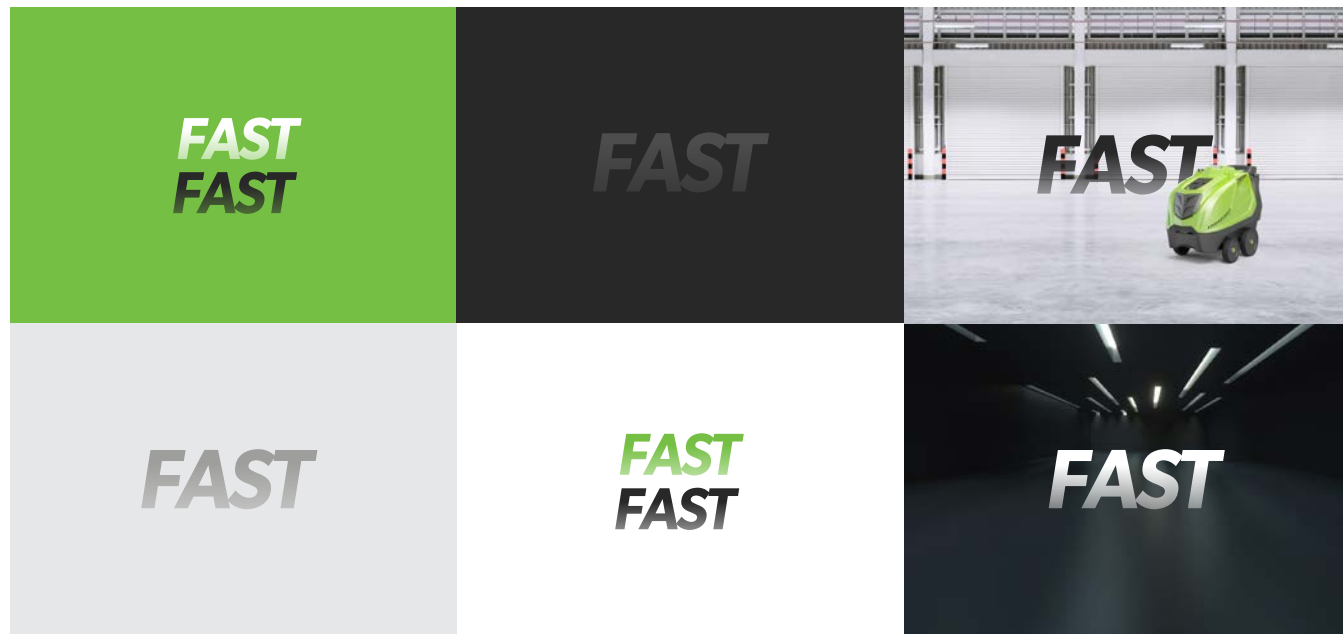
Keywords

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**



Design elements

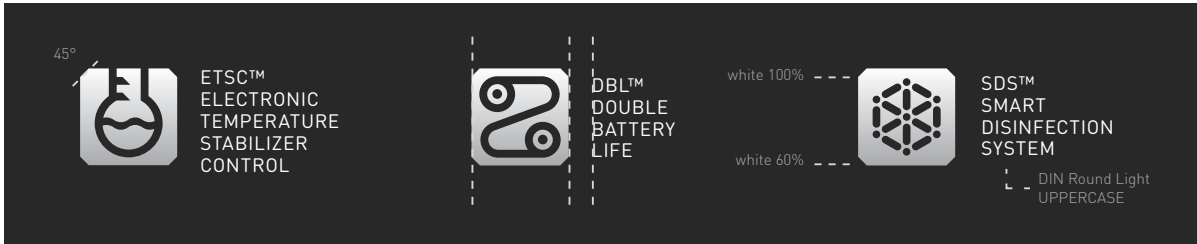
Design elements

Innovation & technology marks

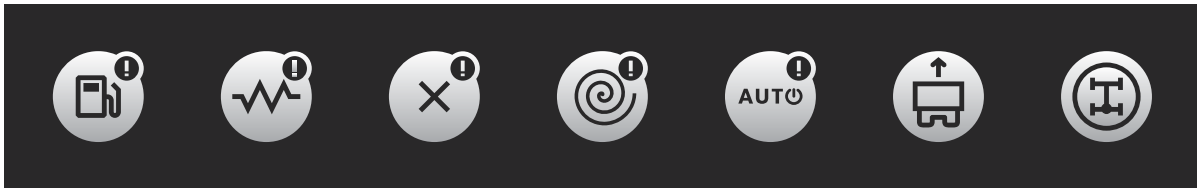
All IPC patented technologies will have their own specific mark. The main feature of that technology must be depicted in summary form in the logo. The mark will be placed inside a square with the corners cut at 45°. Only black and white should be used. The name of the technology must always appear next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



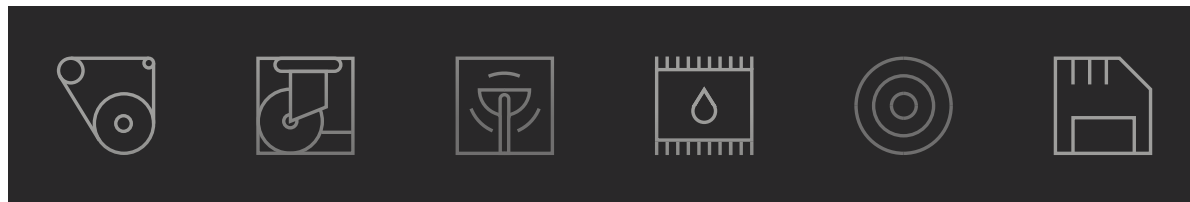
Design elements

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

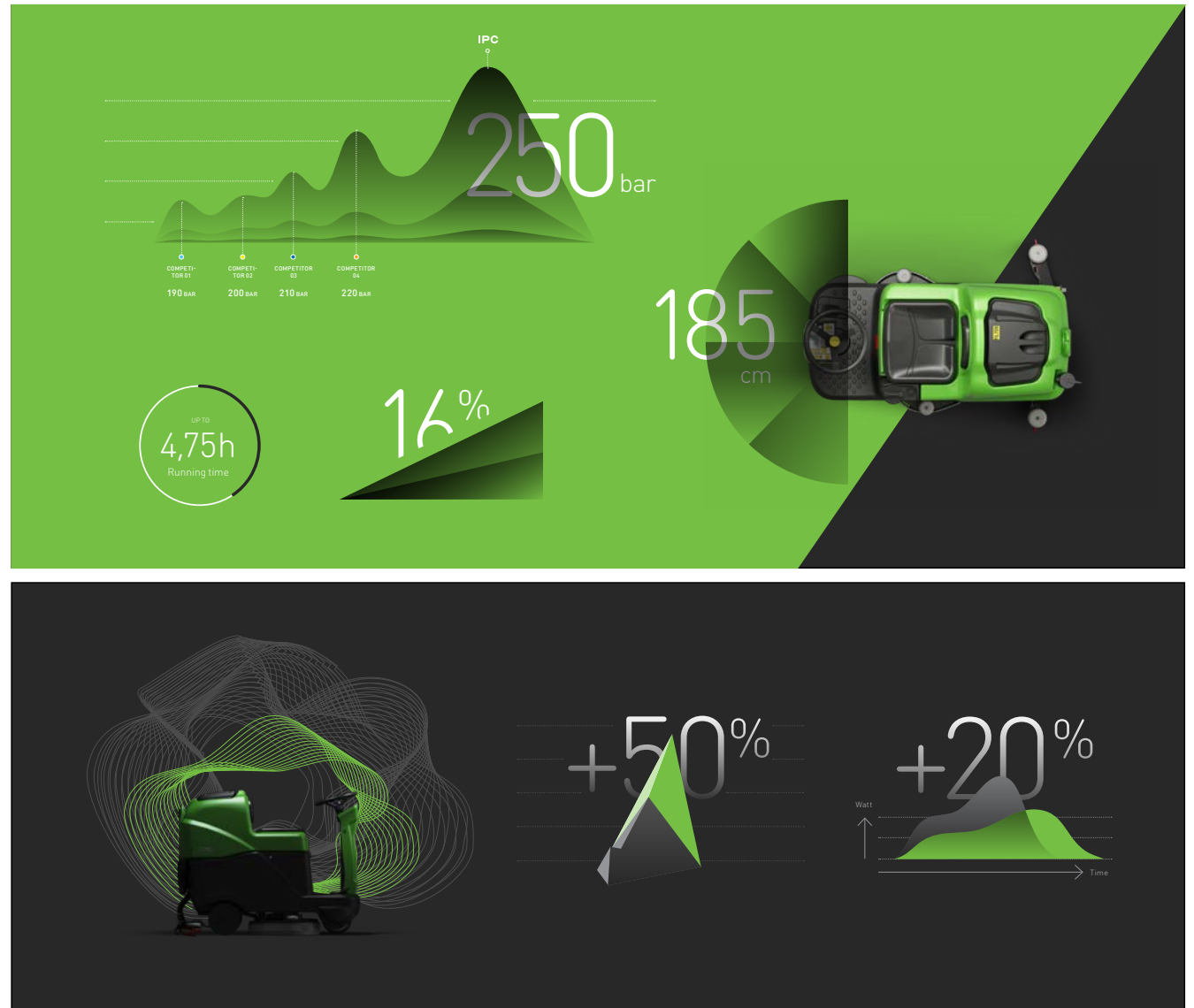


Design elements

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.



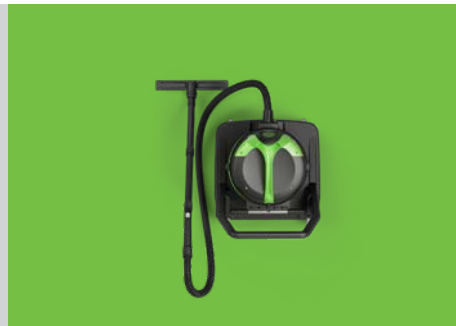
FRONT



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

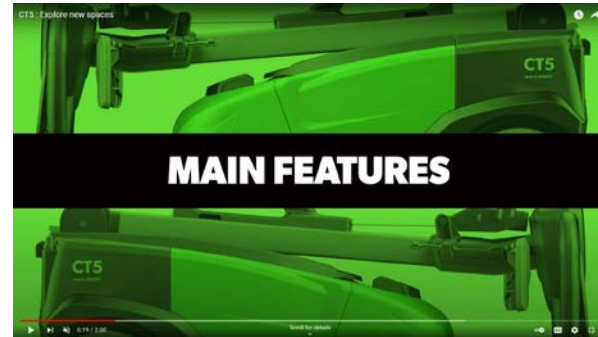


Photography and video

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

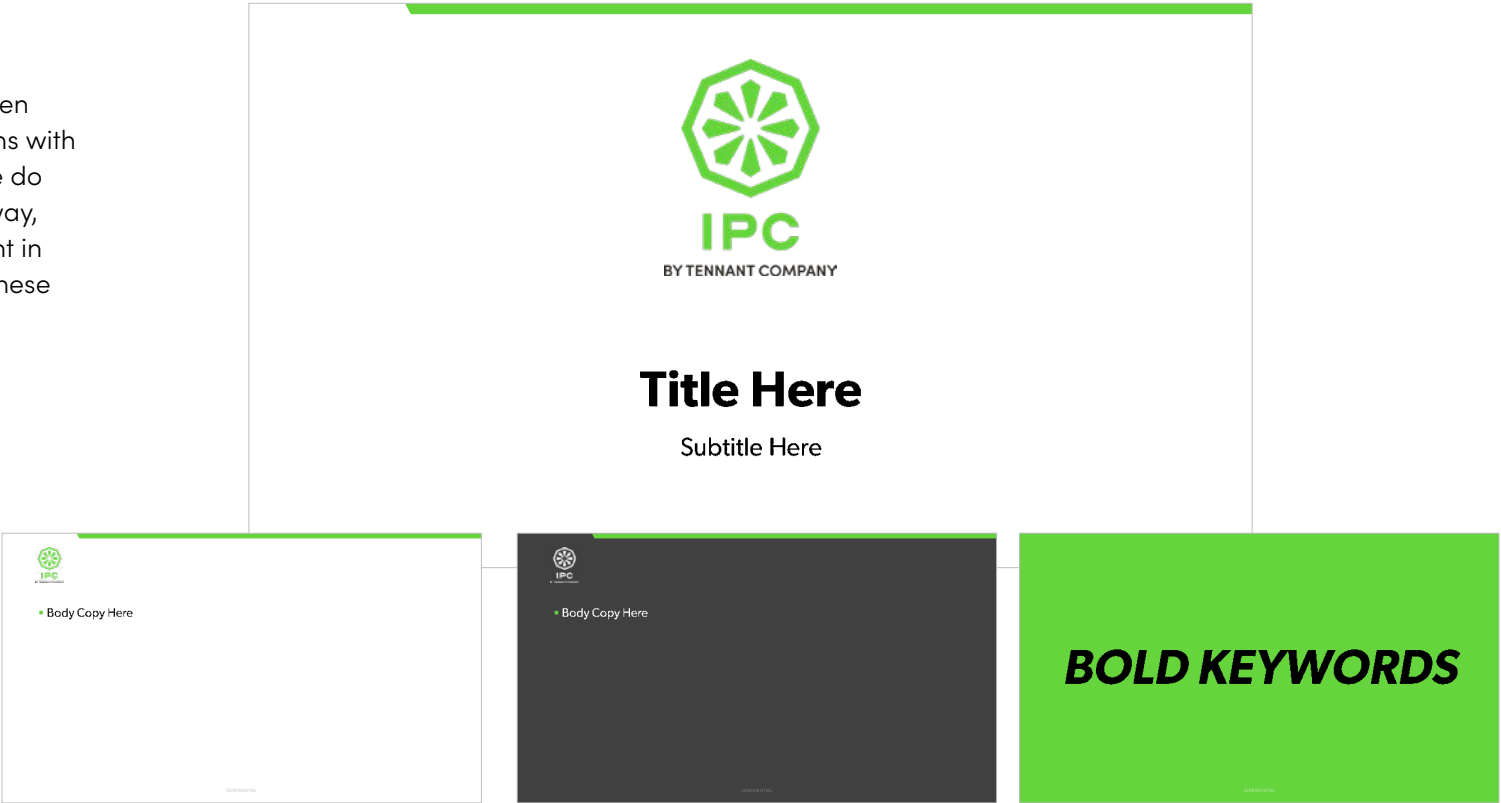
BY TENNANT COMPANY

Design applications

Design applications

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.

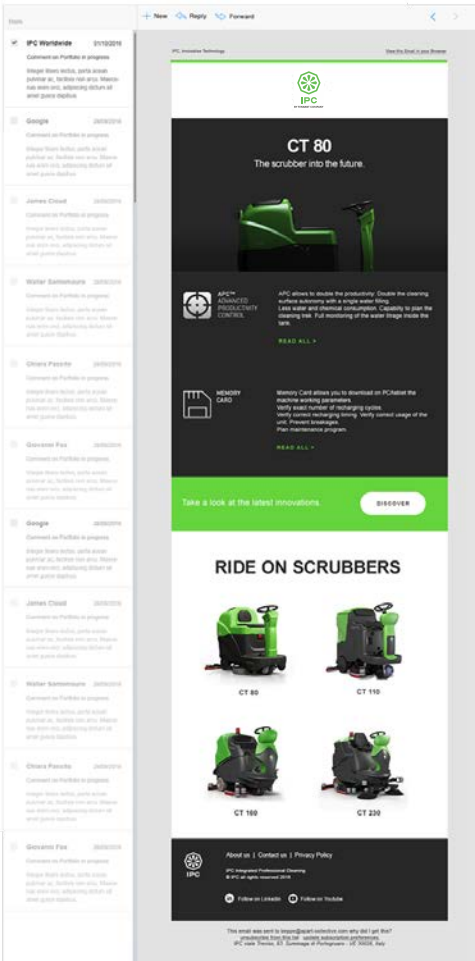


Design applications

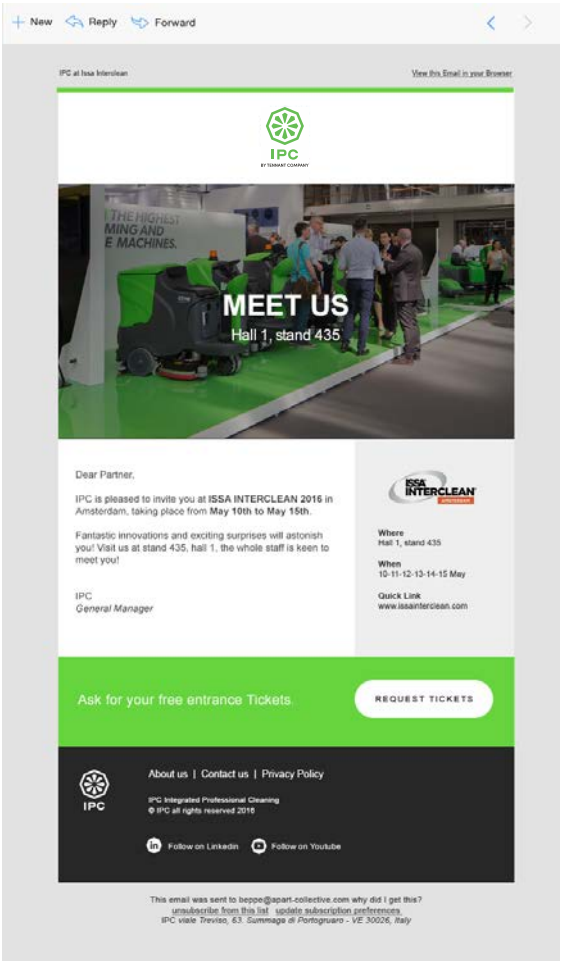
Emails

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



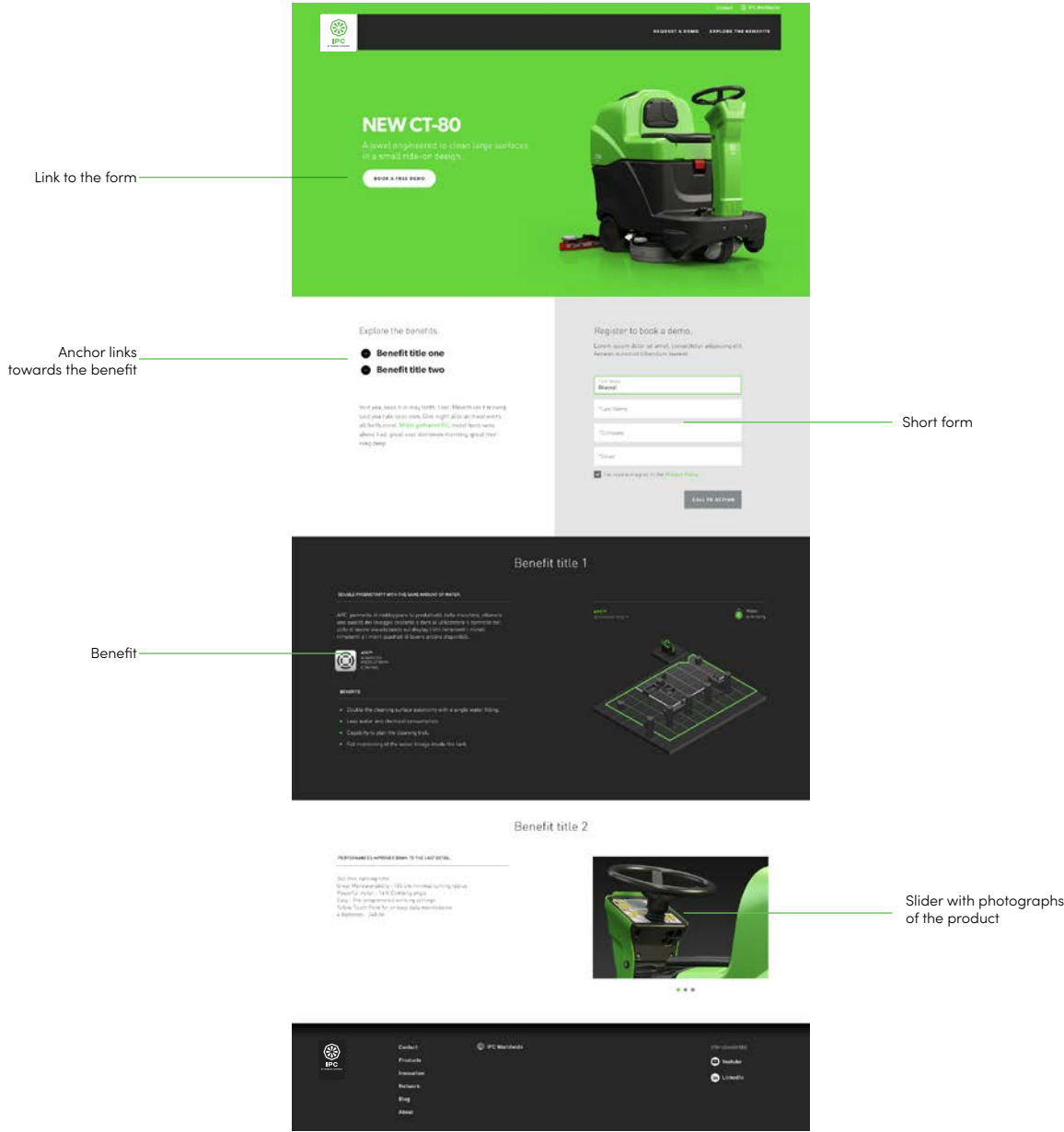
Event email mobile



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.





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
GIBSON SEMIBOLD
GIBSON SEMIBOLD

GIBSON SEMIBOLD

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

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

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

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

Din Round Pro Light
Din Round Pro Light

Din Round Pro Light

Din Round Pro Light

Din Round Pro Light

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

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

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

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

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

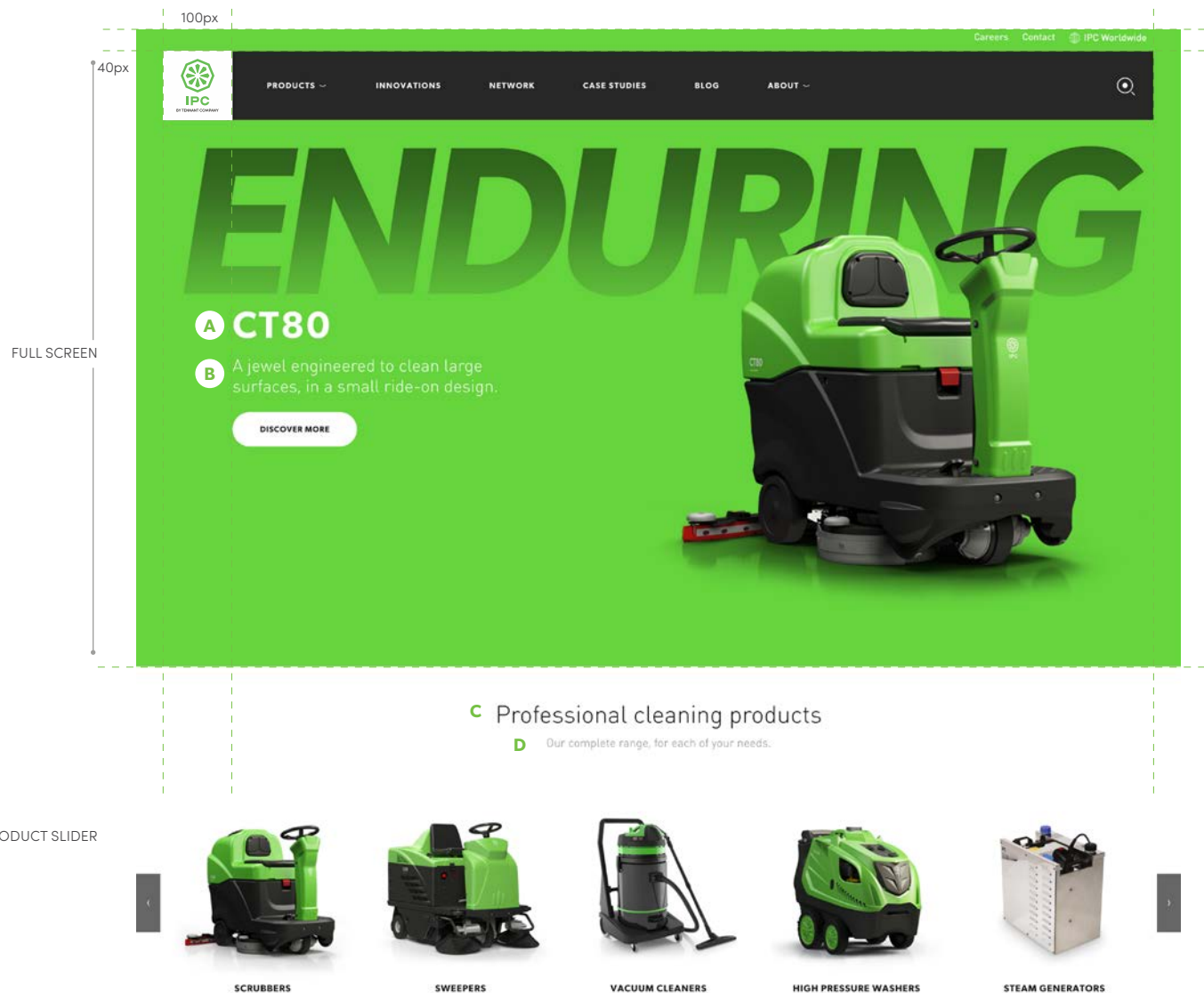
D/Section title description

Font-family: DINRoundPro-Light

Size: 17px

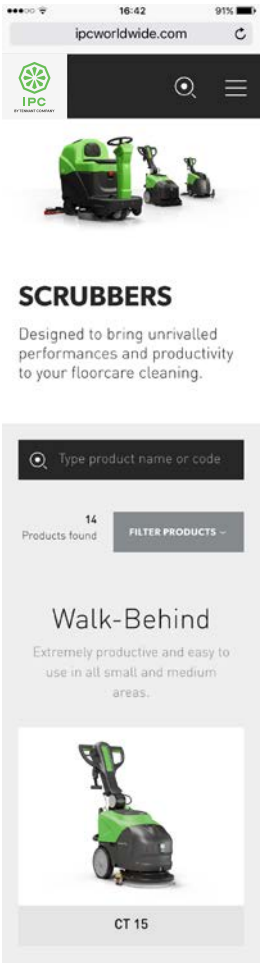
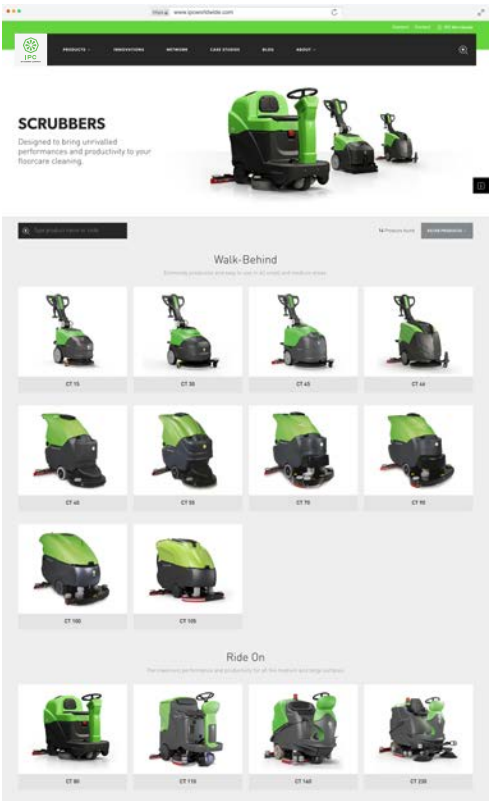
Tracking: 25px

Leading: 0



Web page guidelines

Category page

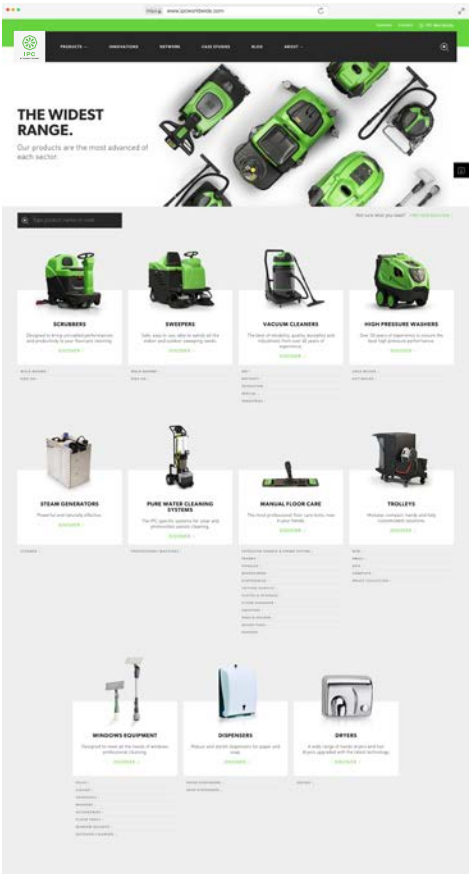


Hero product page

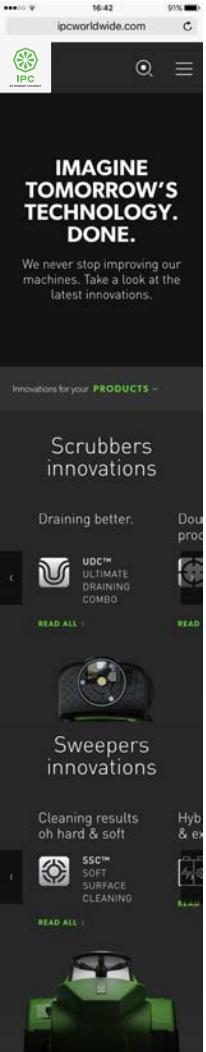
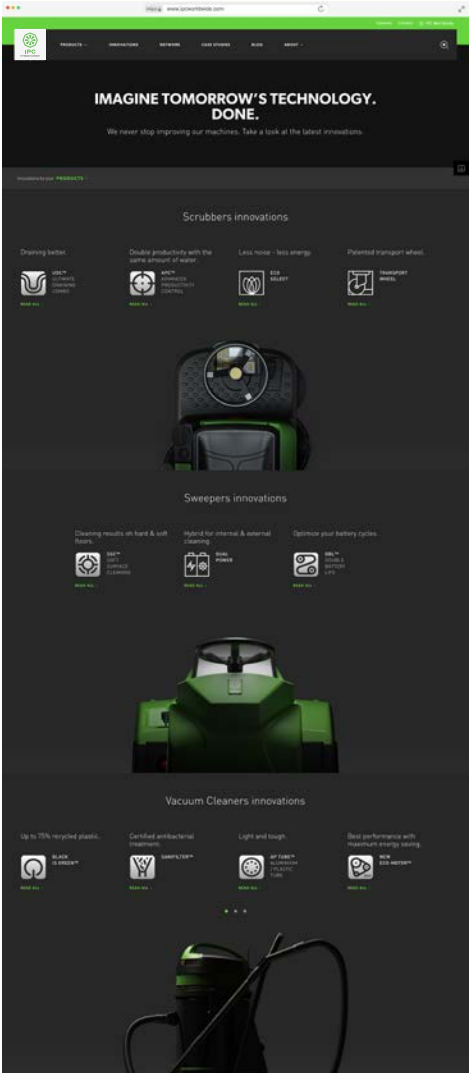


Web page guidelines

All products page

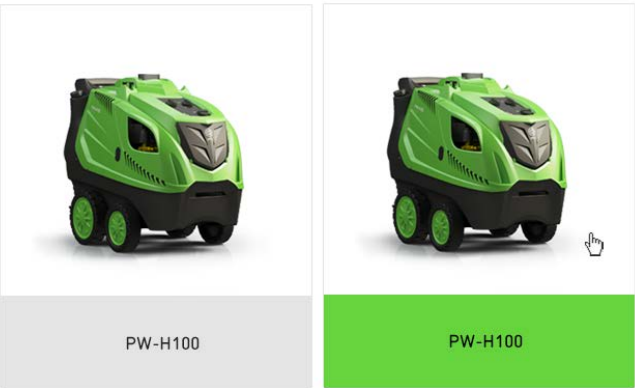


Innovations page



Web page guidelines

UI elements



Buttons and links

Sector

Sector

Ceo

Buyer

Technical director

Emplyee

First Name
Giusepl

*Last Namei

*Email

INPUT FIELDS AND DROPDOWN

SECTOR

☒ Automotive

☐ Community

☐ Construction

SUB SEGMENT

☒ Small

☐ Medium

☒ Large

TYPE OF DIRT

☐ Light

☐ Medium

☒ Tough

LOADING

CHECKBOX AND RADIO BUTTON



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

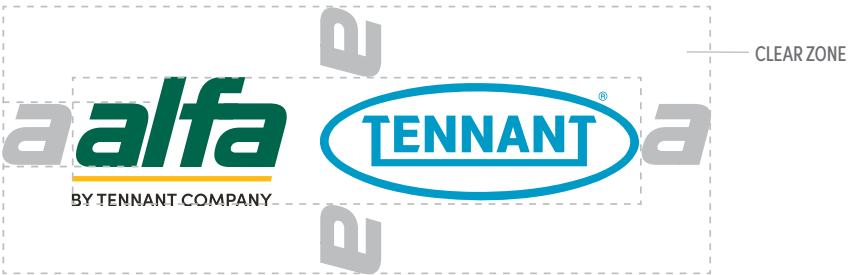
No graphic elements or type should appear in close proximity to the logo's boundaries. At any scale, the size of the clear zone should be equal to the width of the "a" in the Alfa logo (as shown).



Alfa product logo

Co-branding

When creating documents that feature both Alfa and Tennant product brands, an approved lock-up has been developed. Do not change the size of either logo in relation to the other. Minimum sizing and clear zones should be as specified on the previous page of this guide.



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.



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.



DE 12 A 60 MESES

Empresa preserve capital de giro, transforme um custo em investimento. Com o foco na terceirização da administração e manutenção da limpeza, o equipamento, treinamento operacional, atendimento técnico, telemetria, peças e itens de desgaste.

CONDICIONADAS

Se estimular a mecanização da limpeza criou a linha condicionadas. Máquinas **RECON** com preços acessíveis para saber mais detalhes!

MENTÁNEA

As máquinas **ec-H2O™** não utilizam detergentes e economizam também a produtividade do operador. É uma solução que limpa eficientemente a água em uma solução que limpa o chão e outros recursos como água, detergente, o impacto ambiental em comparação com produtos 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 máquina.

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



MÁQUINAS AUTÔNOMAS



| Modelo | 1200 | 1500 | 1800 | 2100 | 2400 | 2700 | 3000 | 3300 | 3600 | 3900 | 4200 | 4500 | 4800 | 5100 | 5400 | 5700 | 6000 | 6300 | 6600 | 6900 | 7200 | 7500 | 7800 | 8100 | 8400 | 8700 | 9000 | 9300 | 9600 | 9900 | 10200 | 10500 | 10800 | 11100 | 11400 | 11700 | 12000 |
|---------------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|-------|-------|-------|
| Capacidade (litros) | 1200 | 1500 | 1800 | 2100 | 2400 | 2700 | 3000 | 3300 | 3600 | 3900 | 4200 | 4500 | 4800 | 5100 | 5400 | 5700 | 6000 | 6300 | 6600 | 6900 | 7200 | 7500 | 7800 | 8100 | 8400 | 8700 | 9000 | 9300 | 9600 | 9900 | 10200 | 10500 | 10800 | 11100 | 11400 | 11700 | 12000 |
| 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 | |
| Consumo (litros/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 | |
| Autonomia (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 | |
| Capacidade (kg) | 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 | |
| Capacidade (m³) | 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 | |

Background grayed triangles

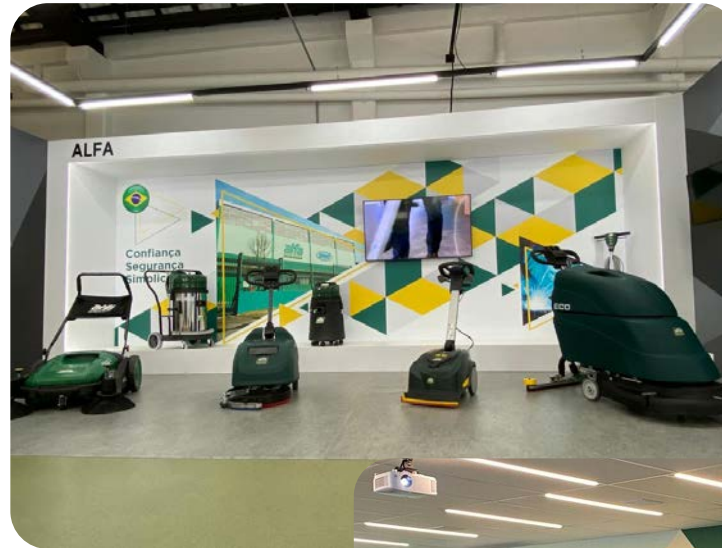
Triangle with photo

Design applications

Environmental graphics

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

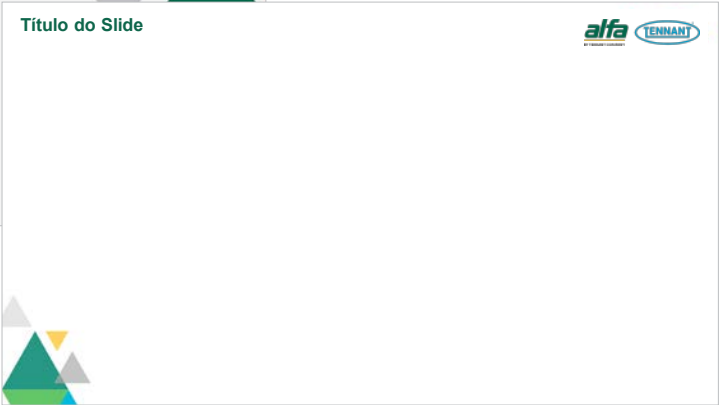
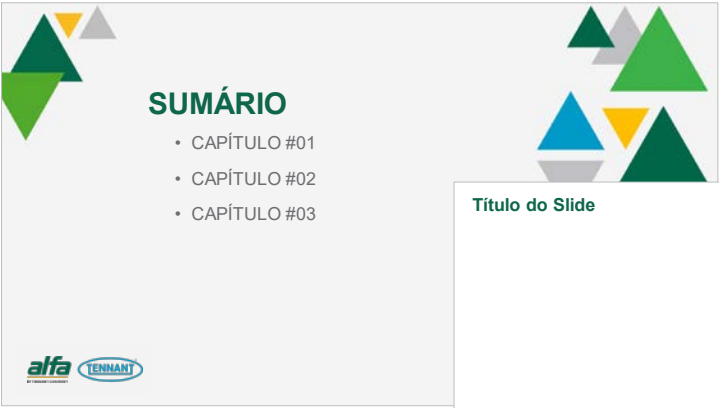
Triangles colored in the bold Alfa palette can be used in patterns to draw attention to the space and create energy and movement. For special wall applications, the triangles may vary in size and angle. See the design elements section of this guide for more information on how to use the triangles.



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 |
|---------|-----------------|

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

Learn more

Primary button

Learn more

Hover state

Learn more

Secondary button

Learn more

Hover state

Learn more

Alternate, if needed

Learn more

Hover state

Learn more >

Learn more >

Learn more >

Learn more >

Learn more >

Learn more >

Hyperlink default state

Hyperlink hover state

Example:

Why Alfa?

Overview

Buttons on a Dark Background

Learn more

Primary button

Learn more

Hover state

Learn more

Secondary button

Learn more

Hover state

Learn more

Alternate, if needed

Learn more

Hover state

Learn more >

Learn more >

Learn more >

Learn more >

Hyperlink default state

Hyperlink hover state

Example:

Why Alfa?

Overview

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.



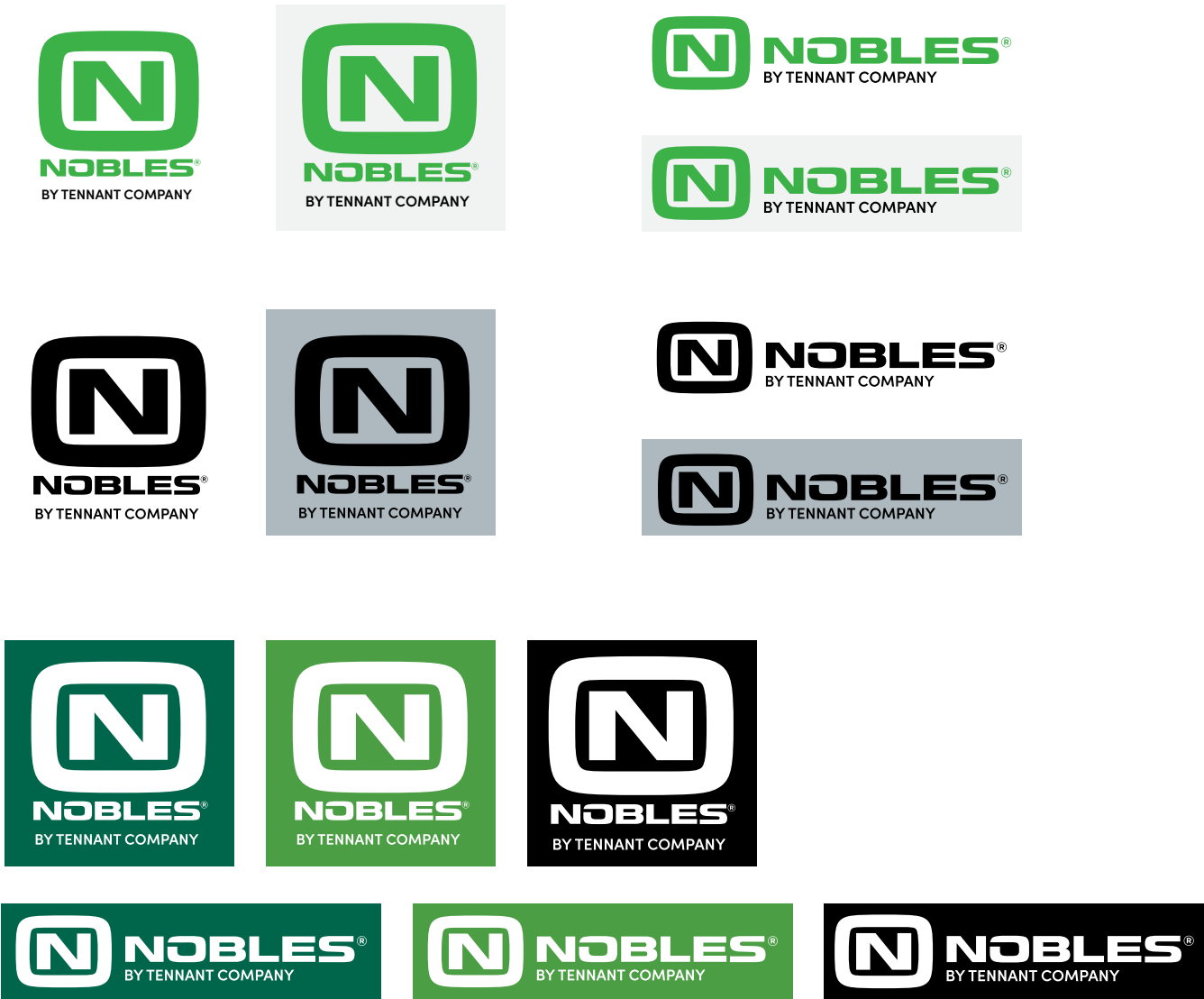
Nobles product logo

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.

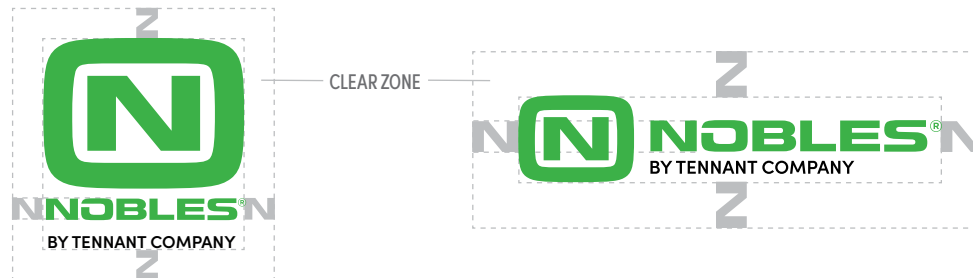
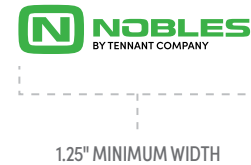
Clear zone

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).

Stacked logo



Horizontal logo



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.



TOP LEFT CORNER



BOTTOM LEFT CORNER



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 |

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

A large, light gray, stylized letter 'N' that serves as a background element on the left side of the slide. It has a thick, rounded stroke.

Design elements

Design elements

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.

A large, light gray, stylized letter 'N' that serves as a background graphic on the left side of the slide.

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.

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 vendessima dit hiliarorum quies et ate excopterrum ipsanimit pre perem quunt.

4. Another Feature
Am vendessima dit hiliarorum quies et ate excopterrum ipsanimit pre perem quunt.

5. Another Feature
Am vendessima dit hiliarorum quies et ate excopterrum ipsanimit pre perem quunt.



V-LWU-13B Specifications

| FEATURE | SPECIFICATION |
|---|--|
| Airflow at 2 in / 50 mm orifice, high speed | 50 - 60 cfm / 1.4 - 1.7 m³/min |
| Vacuum motor watts | 163W |
| Vacuum motor type | Single stage, thermal protected, direct air |
| Vacuum motor amps | 3.5A |
| 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, 166 qt / 15.725 |
| Power Source | 44VDC / 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 | 13 in / 330 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 | US (Canada/US) |
| 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 | info@nobles.com

1800.222.0000 | 1800.222.0000 Cell Order: 0/10
©2019 The Tennant Company

Nobles
701 North Linc Drive | Minneapolis, MN 55422 USA
USA/Canada: +1.800.553.8033 | Quebec: +1.800.361.9050 | Overseas: +1.763.540.1315

Nobles product brand

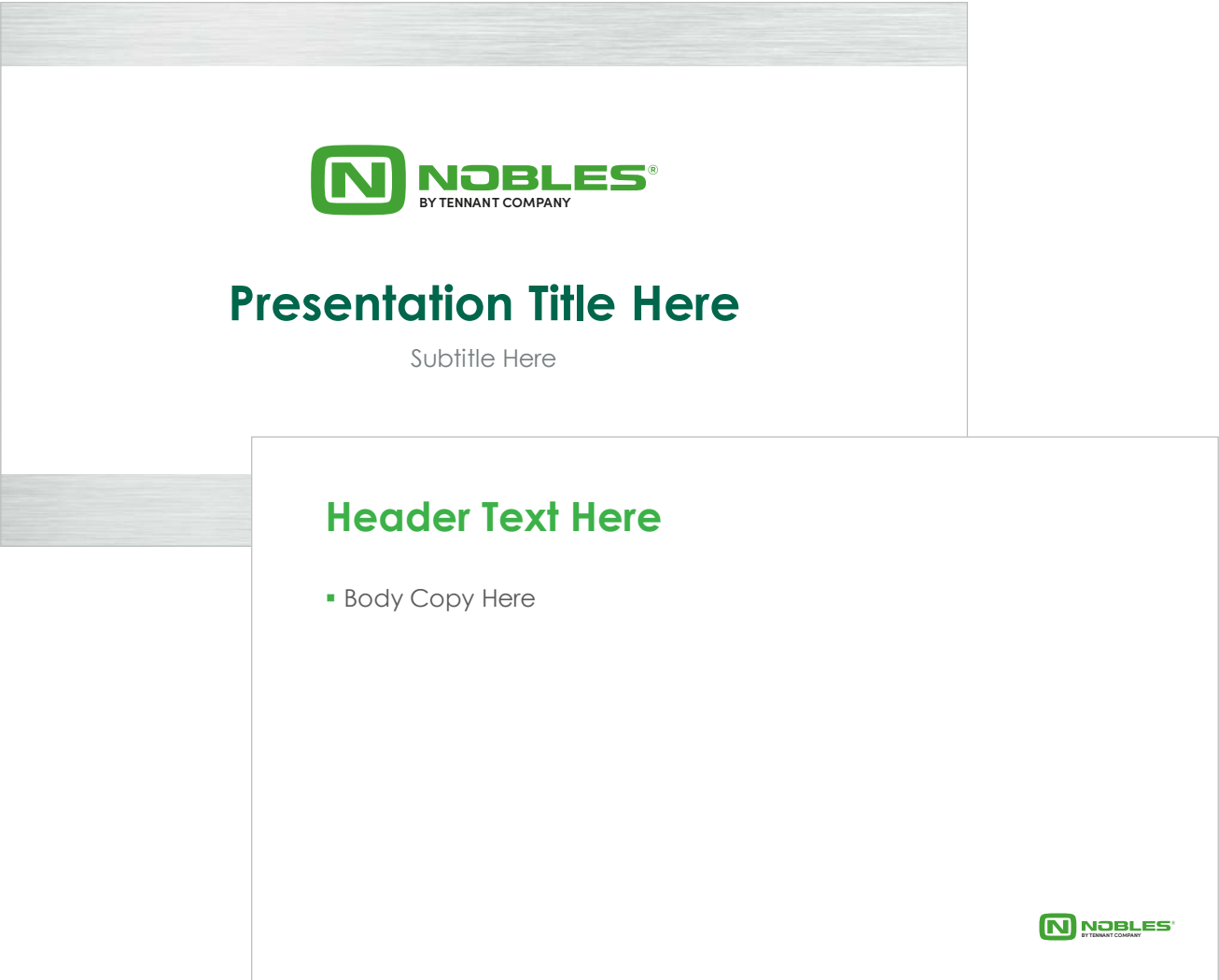
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Design applications

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

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

Learn more

Primary button

Learn more

Hover state

Learn more

Secondary button

Learn more

Hover state

Learn more

Alternate, if needed

Learn more

Hover state

Learn more >

Learn more >

Learn more >

Learn more >

Learn more >

Learn more >

Hyperlink default state

Hyperlink hover state

Example:

Why Nobles?

Overview

Buttons on a Dark Background

Learn more

Primary button

Learn more

Hover state

Learn more

Secondary button

Learn more

Hover state

Learn more

Alternate, if needed

Learn more

Hover state

Learn more >

Learn more >

Learn more >

Learn more >

Hyperlink default state

Hyperlink hover state

Example:

Why Nobles?

Overview

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®

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小标题、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.



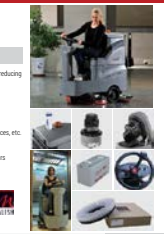
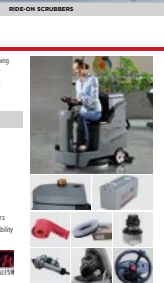
RIDE-ON SCRUBBERS

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



GAOMEI
BY TENNANT COMPANY

china.gaomei.com



GM-AC MICRO RIDER SCRUBBER

The GM-AC Micro rider-on scrubber-dryer is a dual brush scrubber perfect for cleaning small-to-medium sized spaces (2,000m² - up to 5,000m²) 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
- 160mm cleaning path with single disc pad finish options
- 60L capacity tank
- Quiet operation (88 dBA) ideal for sites such as hospitals and schools to retail spaces, etc.
- Membrane instrument panel for easy one touch operation
- Maintenance free battery (150AH) 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 MWR squeegee design with a 3 stage AMETEX rated vacuum motor for touch-dry water pick-up results
- Quality rotary MALDEN branded brush - perfect for various floor surfaces

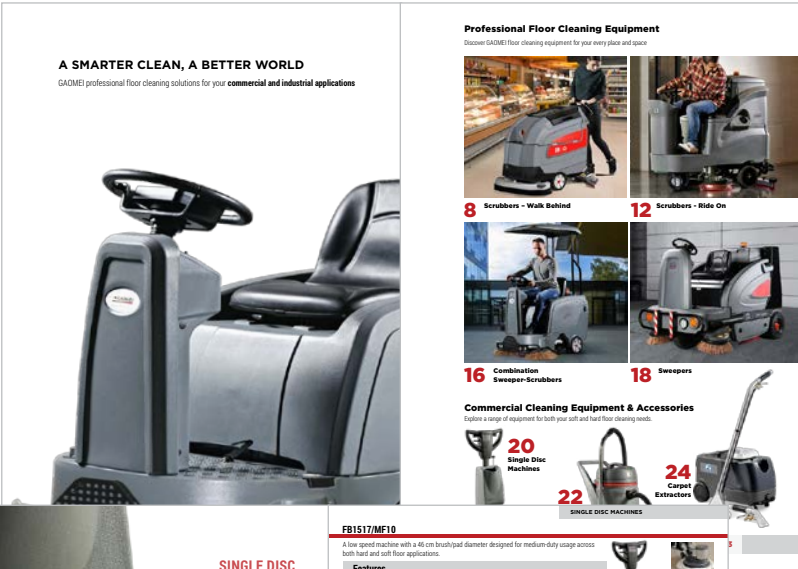
GM-MINI RIDER FLOOR SCRUBBER

The GM-MINI ride-on scrubber-dryer is designed for cleaning medium sized spaces (up to 4,000m²) 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
- Membrane instrument panel for easy one touch operation
- Inactive buttons on panel, easy operation without any special training
- 170mm cleaning path with single disc pad finish options
- 70L capacity (recovery) tank
- Quiet operation (88dBA) ideal for sites such as hospitals, schools and retail spaces, etc.
- Maintenance free battery (150AH) means continuous run times of up to 3.5 hours
- Powerful (600W) H.M drive motor for ramp climb capability
- Engineered MWR squeegee design with a 3 stage AMETEX rated vacuum motor for touch-dry water pick-up results
- Quality rotary MALDEN branded brush - perfect for various 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.



FB1517/MF10

A low speed machine with a 48 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 soils 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 (88 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 48 cm brush/pad diameter and more 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 noise 58dBA option
- 12m power cord included

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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:

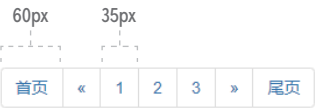
- 1920px x 318px



Secondary page banner

Page navigation:

- 60px and 35px x 35px



Page navigation

Icon:

- 110px x 140px



Icon



Rongen
product brand

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.

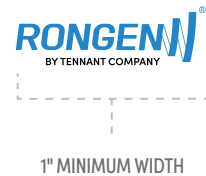
When choosing between the color and white logo, select the option that has the greatest contrast.



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



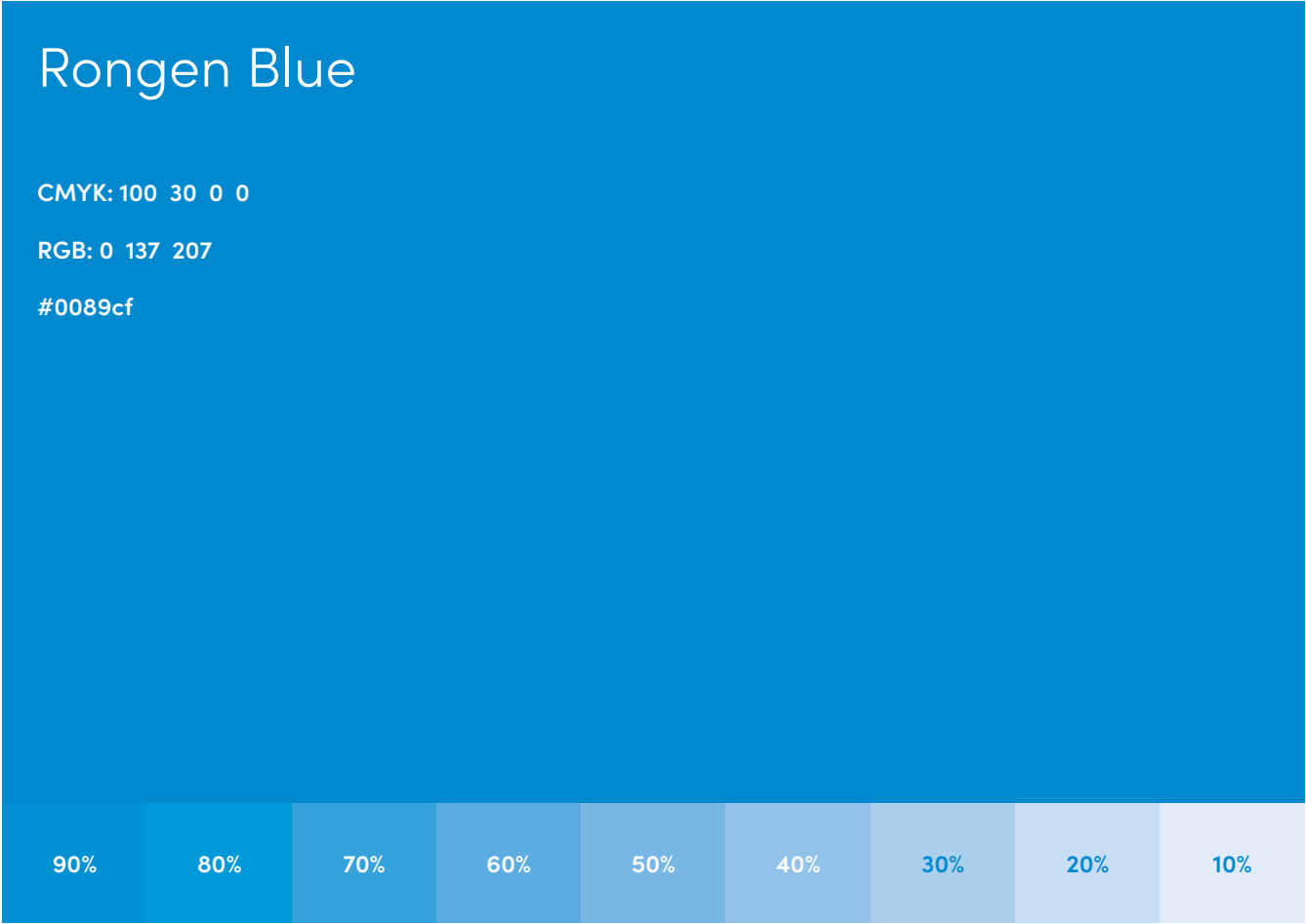
DO NOT delete elements

Color palette

Color palette

Primary color

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



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 |

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 Pro 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

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

A competitive line of affordable and easy-to-use walk-behind floor scrubbers, including cord-electric and battery walk-behind scrubbers.

NEW R460 WALK-BEHIND SCRUBBER

The R460 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 1,500sqm) such as retail outlets, hospitals, offices and schools.

Features

- ✓ 470mm cleaning path with a 4xL 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 touch back-release system for squeegee charger
- ✓ Splash guard floating skirt included

R708T DUAL-BRUSH WALK-BEHIND SCRUBBER

The R708T is a dual-disc padbrush self-propelled scrubber dryer for professional use in medium to large spaces such as retail/grocery stores & warehouses (2000-3000sqm).

A combined wide cleaning path and large 75L recovery tank guarantees productivity making it possible to clean more surface in less time. RONGEN's high-quality vacuum 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 75L recovery tank combination for enhanced productivity
- ✓ High-quality rotary MALDEN branded brush
- ✓ Maintenance-free battery (120Ah) means continuous run times of up to 3.5 hours
- ✓ Separate hot & cold motor air ducts help enhance service life of the motor



rongenclean.com



WHERE WE SHINE

RONGEN's state-of-the-art manufacturing facility includes two world-leading automated production lines, a dedicated R&D centre and approx. 200 local employees.

RONGEN is committed to Quality Management (QA/QC) and Traceability (IQC-FQC).

Vertically integrated, RONGEN produces up to 80% of equipment components in-house including sheet metal processing, rotational molding production, wire harnessing etc.

MAINTAINING EASIER AND ECONOMICAL

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

An affordable range of simple to use, high-performance single disc padbrush scrubber dryers perfect for any commercial application (500-1,500sqm).

R50

R50B

R56B

R56BT

Features

- ✓ Separate hot & cold motor air ducts, enhance service life of the motor
- ✓ Powerful 400W HLM drive motor(550BT)
- ✓ Engineered squeegee design with an AMETEK rated vacuum motor for touch-dry water pick-up results
- ✓ No touch back-release system for squeegee charger
- ✓ Bottom 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

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 2,500sqm/h
- ✓ 75L capacity recovery tank + 4L debris tray
- ✓ High-speed brush (550 RPM) for cleaning performance
- ✓ Powerful AMETEK vacuum motor for touch-dry water pick-up results
- ✓ Operator panel includes battery & run time indicator
- ✓ Maintenance-free battery (120Ah) means continuous run times of up to 3.5 hours
- ✓ Powerful (550W) HLM drive motor for ramp climb capability
- ✓ Easy access to brush and housing for maintenance & servicing

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:

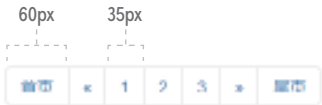
- 90px x 90px



Homepage carousel



Secondary page banner



Page navigation



Icon

Questions?

For any branding or setup questions, please contact
marketing@tenantco.com