SURVIVAL FROG®

BrandBook

2016

SURVIVAL FROG®

Corporate Mission Statement

Survival Frog is the largest and most trusted source for survival and preparedness products online. From its start with info-products in 2009, our company has evolved into one of the largest suppliers of survival gear anywhere.

From beginners to experts, we cater to all types of people and organizations. Our mission is to educate those who are ready to protect their families and to provide them with the most advanced survival gear at affordable prices. We believe it is everyone's responsibility to prepare for potential threats with at least a 72-hour supply of the essentials.

Our motto is "Preparing Made Easy" and we work hard to give you an amazing buying experience every time you visit or call us.

Customer Service Statement

Survival Frog strives to make your buying experience

amazing in every way possible.

From our 6-month "any reason" refund guarantee to our low price

guarantee, you can know you're getting the right gear at the best

price. Otherwise, just send your product back in any condition –

used or broken – for a full refund.

We promise you'll be happy with your purchase, or we'll make it

right. That includes fast, reliable delivery of your products.

We care, and it shows every day.

BRAND PERSONALITY

What is brand personality? Brand personality is a set of emotional and associative characteristics connected to a company or brand name. These things shape how people feel about and interact with a company. Often a brand's personality mirrors that of the target customer base.

promise
We listen, we care, and we work hard to offer an amazing buying experience.

value
We educate and provide the best survival gear at affordable prices.

self-reliant
We're proud, we work hard, and we don't believe in relying on the government's help.

prepared
We see our world changing. We are concerned. We are prepared.

Brand Identity

What's a "Survival Frog?" Despite their fragile appearance, frogs are resilient survivalists known for adapting to the harshest of climates. Found in tropical rain forests, deserts, and even the Arctic Circle, frogs use countless strategies to survive and prosper.

Preparing Made Easy™ isn't just a slogan – it's our belief that preparing doesn't have to be complicated or difficult. For those who are ready to take the important steps in protecting their families, we offer the best tools at the best prices and provide an easy plan of action.

stationery

SURVIVAL FROG®
Preparing Made Easy

Business Card — Lyle Yarbrough

Lyle Yarbrough
Co-Founder

4155 E. Jewell Ave., Suite 900
Denver, CO 80222

800 773 7737
Lyle@SurvivalFrog.com
Survival-Frog.com

SURVIVAL FROG®
Preparing Made Easy

SURVIVAL FROG®
4155 E. Jewell Ave., Suite 900
Denver, CO 80222

Letterhead footer
00.773.7737   **E:** Support@SurvivalFrog.com   **W:** SurvivalFrog.com

LETTERHEAD

Font to use is Roboto Regular and size should be between 8pts and 11pts.

Limited pre-printed letterhead stationary is available for in-house letter printing. A word template is available to use on DropBox.

SURVIVAL FROG.
Preparing Made Easy.

SURVIVAL FROG.
4155 E. Jewell Ave., Suite 900
Denver, CO 80222

4155 E. Jewell Ave., Suite 900, Denver, CO 80222 | 800.773.7737 | Support@SurvivalFrog.com | SurvivalFrog.com
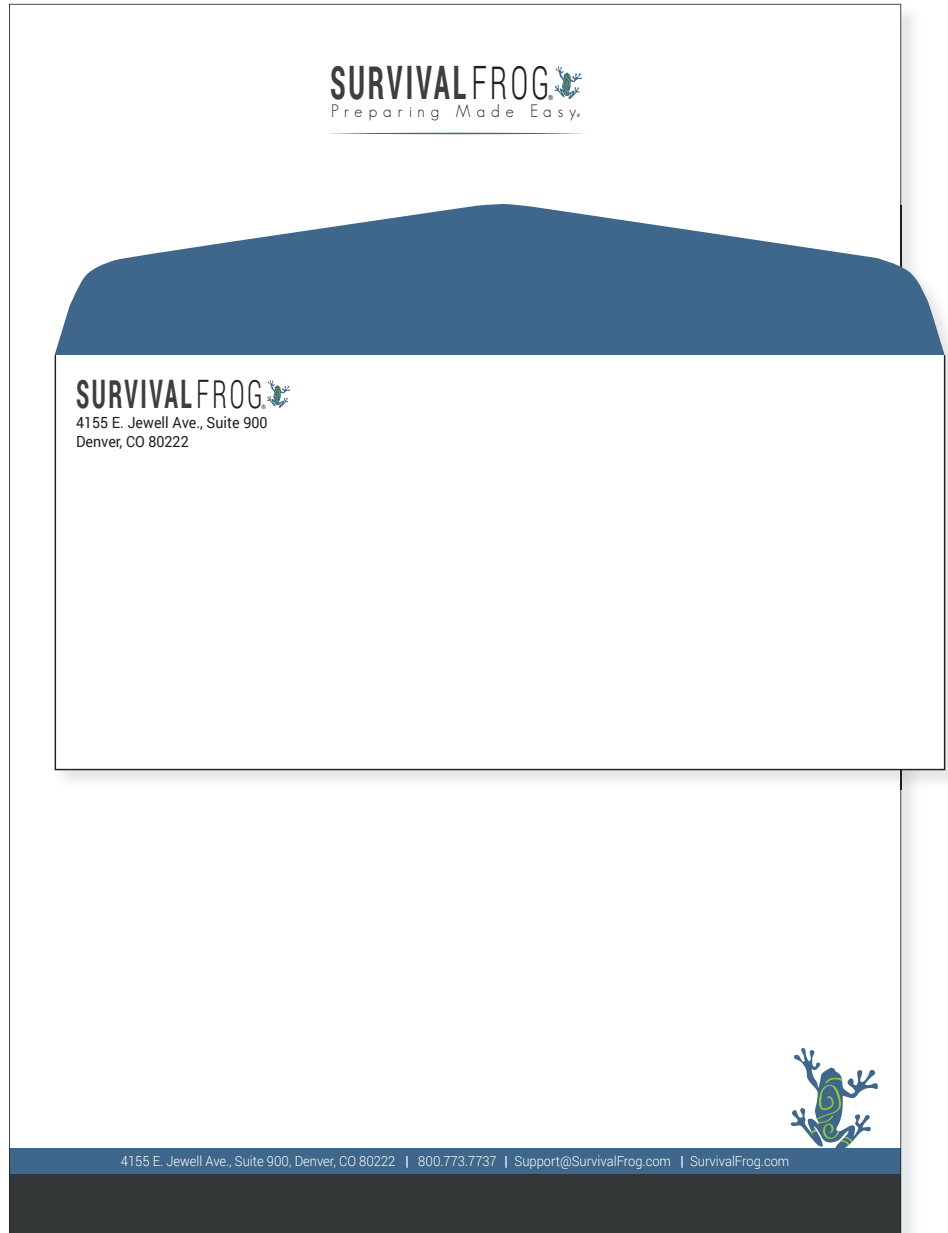
BUSINESS CARDS

On the backside of the card, Roboto Light at 7.5pts was used.

First name is Roboto Black at 10pts and last name is Roboto thin 10pts.

The title is Roboto light at 7.5 pts and in SF Blue color.

SURVIVAL FROG
Preparing Made Easy.

Lyle Yarbrough
Co-Founder

4155 E. Jewell Ave., Suite 900
Denver, CO 80222

800.773.7737
Lyle@SurvivalFrog.com
SurvivalFrog.com

logo usage

SURVIVAL**FROG**®

LOGO USAGE

SQUARE FORMAT OPTIONS

SURVIVAL FROG®

SURVIVAL FROG®
SurvivalFrog.com

SURVIVAL FROG®
Preparing Made Easy®

Fonts used were Roboto Condensed Bold for "SURVIVAL" and Roboto Condensed Light for "FROG". The font was then altered and condensed horizontally even further. Tagline font is GeosansLight.

Either square or rectangle format can be used depending on the best fit for the design situation. The tagline or URL format may be necessary or useful.

We are using a Safety Blue and SF Green in the frog. See our colors page for the exact colors.

RECTANGLE FORMAT OPTIONS

SURVIVAL**FROG**®

SURVIVAL**FROG**®
SurvivalFrog.com

SURVIVAL**FROG**®
Preparing Made Easy®

LOGO USAGE

Use the registered trademark symbol after "SURVIVAL FROG" every time. Enlarge symbol if needed. Should be recognizable. Also use the registered trademark after the tagline.

When determining the minimum size for the logo, consider legibility of the text.

Logo with Tagline/URL
When using the logo with the tagline or URL, the font is smaller and therefore should NOT be sized down too small.

Logo without Tagline/URL
Using the logo without the tagline/URL will allow you to size the logo down smaller.

REGISTERED TRADEMARK USAGE

LOGO MINIMUM SIZE

WITH TAGLINE/URL

Width no less than 1.5 inches

Width no less than .8 inches

WITHOUT TAGLINE/URL

Width no less than 1 inch

Width no less than .5 inches

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LOGO USAGE

BLACK & WHITE LOGO USAGE

REVERSED LOGO USAGE

In the black and white version of the logo the lines in the frog are transparent so a white or colored background will show thru.

If logo is going to be reversed out in white or a light color then the background needs to be dark enough for the all the text to be legible.

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LOGO MISUSE

The following logo examples are ways the logo should never be used or altered.

Orientation: Do not rotate or change the orientation of the logo.

Drop Shadow: Do not add a shadow behind any part of the logo.

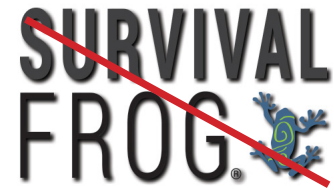**Bevel & Emboss:** Do not add a bevel or any kind of texture to any part of the logo.

Outside Stroke: Do not add an outside stroke to the logo.

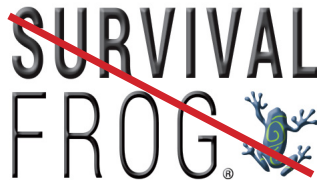**Gradients:** Do not add a gradient color pattern to any part of the logo.

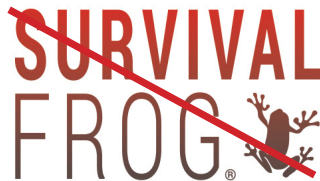**Outlines:** Do not outline the logo with a colored stroke.
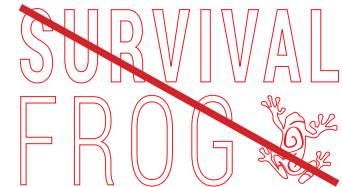
ORIENTATION

DROP SHADOW

BEVEL & EMBOSS

OUTSIDE STROKE

GRADIENTS

OUTLINES

SURVIVALFROG®

LOGO MISUSE

STRETCH

SQUEEZE

WHITE
BACKGROUND/BOX

BUSY BACKGROUNDS

FORMAT ALTERATIONS

PIXELATED/
LOW RESOLUTION

The following logo examples are ways the logo should never be used or altered.

Stretch and Squeeze:
Do not resize the image vertically or horizontally in one direction causing a distortion.

White Background/box
Behind Logo:
Do not leave a white background behind the logo when on top of a colored background. Use a transparent or reversed out version instead.

Busy Backgrounds:
Do not place logo on a busy design or photograph where the logo is hard to read.

Format Alterations:
Do not rearrange any elements of the logo not demonstrated in this standards document.

Pixelated/Low Resolution:
Do not use a low resolution or pixelated image.

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CLEARSPACE

Use the height of the "S" in Survival to figure out how much minimum space to leave around the logo. This will help with the logo not becoming crowed with other design elements.

colors
fonts
signatures

COLOR PALATTE

The blue and green are the two colors that make up the Survival Frog logo. The light and dark gray is extra accent colors and should be used sparingly.

Avoid tinting or using less than 100% of the color.

Safety Blue
C: 59 **M:** 27 **Y:** 0 **K:** 44
R: 64 **G:** 103 **B:** 139
Web: #40668b
Pantone (Coated):
653 C

SF Green
C: 49 **M:** 0 **Y:** 100 **K:** 0
R: 143 **G:** 199 **B:** 62
Web: #8fc73e
Pantone (Coated):
376 C

Dark Gray
C: 0 **M:** 0 **Y:** 0 **K:** 90
R: 65 **G:** 64 **B:** 66
Web: #404041
Pantone (Coated):
Black 7 C

Light Gray
C: 0 **M:** 0 **Y:** 0 **K:** 62
R: 124 **G:** 123 **B:** 125
Web: #7b7b7c
Pantone (Coated):
Cool Gray 7 C

SAFETY BLUE

LIGHT GRAY

SF GREEN

DARK GRAY

We are using the sans serif font Roboto for our branding. This font family has a nice range of light to heavy type.

Download and install this free font from online or request the files from Survival Frog.

For emails use Verdana for the text in emails and the signature.

Roboto Thin
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSUVWXYZ
1234567890

Roboto Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSUVWXYZ
1234567890

Roboto Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSUVWXYZ
1234567890

Roboto Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSUVWXYZ
1234567890

Roboto Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSUVWXYZ
1234567890

Roboto Black
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSUVWXYZ
1234567890

Roboto Condensed Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSUVWXYZ
1234567890

Roboto Condensed Light Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSUVWXYZ
1234567890

Roboto Condensed Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSUVWXYZ
1234567890

Roboto Condensed Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSUVWXYZ
1234567890

Roboto Condensed Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSUVWXYZ
1234567890

Roboto Condensed Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSUVWXYZ
1234567890

Verdana
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSUVWXYZ
1234567890

Verdana Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSU
VWXYZ
1234567890

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EMAIL SIGNATURES

Please keep the same format and then customize your information. No resizing or stretching the logo.

Font used is Verdana 11pts in black color. Also change the fonts for new, replying, forwarding and plain text messages of your emails to use Verdana 11pts in black color.

Don't add any quotes, slogans, stationary backgrounds or additional graphics to your email signature.

To find the Email Signature word document, go to Content and Video folder on Dropbox. The logo file is also there.

YOUR NAME
Your Position
Office: 800.773.7737
Cell: {OPTIONAL}
Skype: NameSkype
Email: Name@SurvivalFrog.com
Web: SurvivalFrog.com

SURVIVAL FROG®
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