HairExtensionTape.com

Brand Guidelines

About Brand Guidelines

Our brand is one of our most important assets. It is essential that everyone understands the value of the brand and knows how to use it.

The overall goal of brand guidelines is to protect the strength of our brand so that it continues to create value for our company.

Guidelines ensure that our brand message is communicated consistently across all marketing channels and customer touchpoints and have a unified look and feel in every new piece of collateral and marketing material that we develop.

Brand guidelines play an important role in managing perceptions of our company. Every time we communicate with customers, suppliers, employees, investors and the community, it is essential to build and reinforce a consistent perception of our company.

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Walker Tape Core Values

INTEGRITY
We are honest, open-minded and respectful.

EQUALITY
We are all valued equally.

HUMILITY
We are humble in our success and always looking for ways to improve.

TEAMWORK
We are a positive team with family values.

QUALITY
We have the highest standards of quality for our people, service and product.

ACCOUNTABILITY
We are accountable to ourselves and our team.

FUN
We have fun while working. Be a team maker not a team breaker.

INNOVATION
We have an innovative spirit. There is no such thing as a bad idea, **ever!**

DEBATE
We encourage respectful debate as a way to create a better solution.

TRUST
We will uphold our values and follow through on our commitments.

OVERVIEW

Walker Tape started out of curiosity. After years of working in the hair replacement industry, founder Brent Bonham had a question. Was there a better way to produce innovative products by building custom machinery? Over the past 30 years, this question has been answered over and over again with a resounding, "Yes!"

Like most successful companies, Walker Tape started very small. In 1985, the journey began by producing products in Brent's basement. It didn't take very long for Brent to start thinking of and building new machinery, making very manual processes completely automated. It also didn't take long for Walker Tape to outgrow the basement and become established in the industry.

In 2007, Walker Tape began also manufacturing products specifically for hair extensions. They have developed innovative products that are changing the tape in hair extension industry. This commitment to excellence has led to shipping products to customers all over the world. The confidence and loyalty that customers show is not taken lightly. Quality in products, people and processes has always been a top priority and remains a key part of the Walker Tape core values.

Under the direction of Brent's grandson and current CEO, Shane Stott, Walker Tape has also developed innovative products in other niche markets. As the company continues to grow, so does the desire to create the very best products and customer service possible. You are invited to try our products today and find out for yourself why Walker Tape is the leader in specialty tapes and adhesives.

TONE AND PERSONALITY

Using a consistent and distinct tone can help clients and customers identify with the Hair Extension Tape brand and create an association with what our brand stands for. Our voice is driven by our personality, an element of our overall brand identity.

Hair Extension Tape brand's tone and voice will be used on all written copy, including website, social media messags, emails and packaging. It should reflect our core values of being honest, trustworthy, accountable, quality-oriented, open-minded, innovative and hard-working using an informative, yet friendly conversational tone with a softer, feminine feel.

COPY

Our written communications should be clear, straightforward, concise, honest and open, without jargon or wordiness. The words we use should demonstrate and support our principles and values.

If you are writing on behalf of Walker Tape Company make sure your material is personal and direct, and be conscious of contributing to our good reputation. Does what we say add to or detract from the confidence people have in us?

Think about the audience: Is price, service or reputation important to them? How can you be as simple as possible without losing impact?

Plan your key messages and action points before you create the content. Stick to one theme at a time.

Keep in mind that when you are writing for the web or e-mail, your copy is doing triple duty: it must be entertaining, informative and functional within a technical framework.

IMPORTANT NOTE:

If you have relied on published sources other than Walker Tape Company documents, you should credit those sources in a bibliography.

Don't over complicate. Tell it like it is, be direct and get to the point. Look for the simplest way to say what you want.

AVOID: cultural biases and stereotypes.

AVOID: overly-technical language and use words instead of acronyms.

AVOID: future tense whenever possible.

AVOID: cliches and overused metaphors - they will dilute your voice.

AVOID: gender-specific language when possible. Use pronouns "they" instead of "he" or "she".

Use first and second-person language ("we" and "you") and contractions when appropriate, and an "active" voice, instead of "passive" (third-person).

FORMATTING

Numbers:

1 - 9 always use words. For numbers 10 and up use figures. When there is a mixture of the two in the same sentence, use all numbers.

Dates:

For communications use this format: January 1, 2015. For labeling or naming documents use this format: mm-dd-yyyy.

Times:

Use the 12-hour clock (11:00 a.m. - 2:00 p.m.)

Bulleting

- When a list consists of complete sentences,
- punctuate each sentence as though it stands alone.
- When a list consists of sentence fragments or
- phrases, do not use a period or semicolon at the
- end of each entry, including the concluding entry.

Caption Styles

Be consistent in caption style throughout a document or publication. Use either full sentences with punctuation or phrases without punctuation, but do not mix the two.

Column and Line Breaks

Don't break a word that appears in a hyphenated phrase. For example:

In the phrase "concentration-year", "concentration" should not be hyphenated to accommodate a line break. Break the line after the hyphen or before "concentration".

- - Hyphens - -

Don't leave a line or a paragraph with a single or hyphenated word. Don't hyphenate the last word in a bulleted list.

H E A D L I N E S

Do not capitalize the following unless they are the first or last words of the headline:

- articles (a, an, the)
- coordinating conjunctions and prepositions of fewer than four letters
- the infinitive marker (to)

Lowercase type is preferred in headlines because it is easier to read. Uppercase can be used if it is appropriate to the design of a piece, however, lowercase should be used in headlines with four or more decks.

Logo Design/Usage

The Hair Extension Tape logo is designed for specific uses to maintain consistency and the integrity of our brand. Our logo is the most visible component of the Hair Extension Tape brand.

Please follow the design requirements included with each file download carefully when applying the logo to websites, blogs, marketing materials, advertising, presentations, etc.

The Hair Extension Tape logo has been specially designed as a unit and must not be recreated.

All business collateral, packaging and signage must feature a company logo.

If the subheader print is too small to read for the application, then it is okay to remove it. See example.

Make sure to leave enough white space around the logo so that other elements don't interfere with the logo.

Logo Misuse

DON'T: change the colors, size or placement of elements, crop, bevel, emboss or add image effects, place the logo on "busy" or vibrating color backgrounds, or stretch or squeeze the logo to distort the proportions.

LOGOS

HairExtensionTape
Supplies for the Hair Extension Industry since 2007

HairExtensionTape.com
Supplies for the Hair Extension Industry since 2007

Example of logo without subheader:

HairExtensionTape

TYPOGRAPHY & FONTS

The Hair Extension Tape brand uses the same fonts for print and web.

Default typeface in the event the company fonts are not available on a specific computer:

Myriad Pro Font Family

HAIR EXTENSION TAPE FONTS	FONT USAGE:
Exo-Bold	**Headers and Sub-Headers**
Exo-Bold-Italic	**Sub-Headers**
Exo-Regular Italic	**Headers**
Open Sans - Regular	**Body Text, Price Tables**

EXO-BOLD:
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#$%ˆ&*()

EXO-BOLD-ITALIC:
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#$%ˆ&*()

EXO-REGULAR-ITALIC:
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#$%ˆ&()*

OPEN SANS-REGULAR:
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#$%^&*()

COLOR

If colors other than the guide colors are used, these are general color guidelines:

Choosing Colors for Women

Blue - Like men, women like blue the best.

Purple - Chosen almost exclusively by women as a favorite color but is strongly disliked by men.

Green - A favored color of both men and women.

Turquoise - Women favor blue-green (known as turquoise) more than men.

Lavender - Women prefer soft colors which could include soft shades of pink, lavender, and other pastels.

Female Top 3 Favorite Colors: Blue, Purple, Green (women prefer cool colors)

Female Top 3 Least Favorite Colors: Orange, Brown, Gray (warm & neutral colors except black)

Choosing Colors for Men

Blue - A favorite color of both men and women of all ages, but men have a much stronger preference.

Green - Green is a distant second to blue.

Black - Men favor the color black only slightly more than women.

Male Top 3 Favorite Colors: Blue, Green, Black (two cool and one neutral color). Men prefer brighter shades although they still show a preference for cool colors such as blue & green.

Male Top 3 Least Favorite Colors: Brown, Orange, Purple (neutral, warm, mixed colors)

	PANTONE	CMYK	RGB
Background Colors			
Silver Gradient	Product Photo Background		
Chrome Gradient	Product Photo Background		
Light Pink	7436c	4.44 15.44 0 0	238 217 234
Maroon	683c	43.62 95 42.34 22.76	128 39 84
Price Table Colors			
Light Blue	297c	51.61 4.71 2.58 0	110 196 233
Light Green	390c	34.31 12.39 100 0.03	182 189 0
Light Gray	420c	20.52 16.74 17.14 0	202 200 200
Med Gray	422c	39.85 31.53 32 0.32	160 161 162
Black	Black C	0 0 0 100	0 0 0

IMAGES

All images must be high-quality and professional looking.

Unless otherwise specfied, all images will have a minimum resolution of 300ppi for print and maximum of 96ppi for web.

All images will be reviewed by the Creative Director for quality and appropriate use.

All images taken from the internet are assumed to be copyrighted, and therefore must have permissions or proper credits and the source should be documented.

If the main subject of a photograph is a person or multiple people, the photo should have a photojournalistic, candid feel: natural smiles, real interactions and movements.

Avoid overly staged photography whenever possible.

Social Media images need to be professional-looking.

Product images have a standardized silver or chrome gradient background.
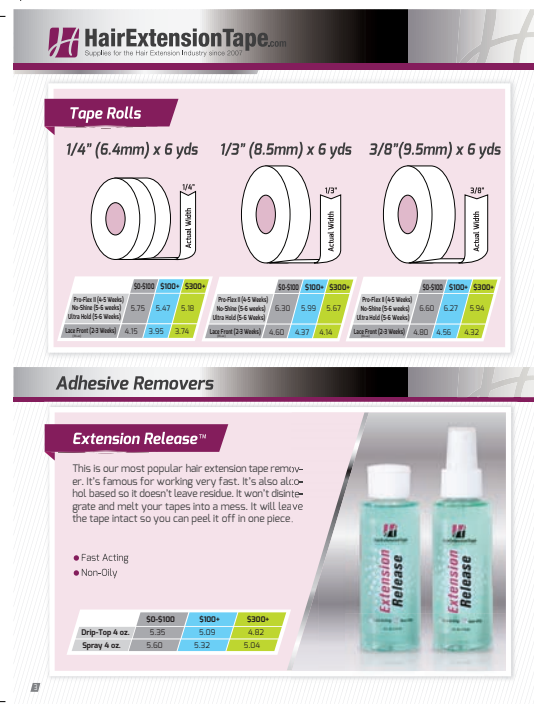
Examples:

DESIGN LAYOUTS

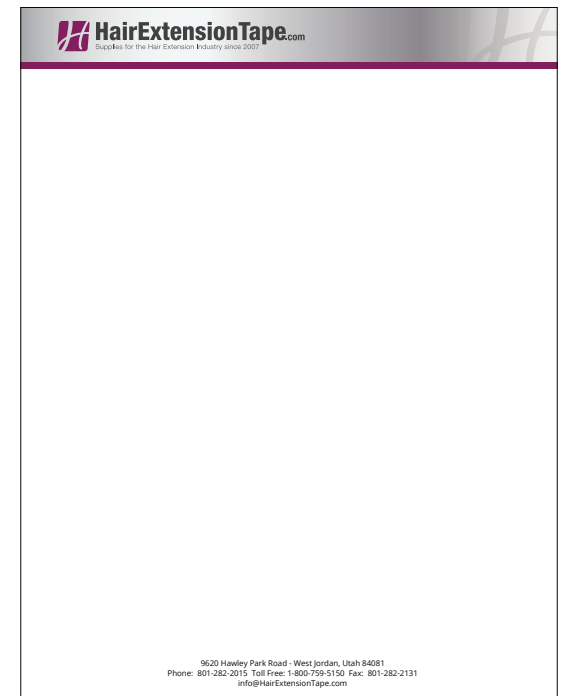Here are sample layouts for the Hair Extension Tape Business Card, Letterhead and Catalog Pages.

Business Card Layout Example

Catalog Page Layout Example

Letterhead Layout Example

PRODUCT LABEL DESIGN LAYOUTS

Element Requirements

1. Logo/Company Name
2. Street Address
3. Website Address
4. Product Name
5. Ingredients
6. Weight/Ounces/MIL
7. Directions
8. UPC/QR Codes
9. Flammable notice
10. Professional Use Only
11. Caution notices

EXAMPLES:

All official communications from Walker Tape Company need
to be reviewed and approved by the Creative Director.
These communications include:

Catalogs, Brochures, Labels, Packaging, Price Lists, Images,
Websites, Website Elements, Images, Blog Posts, Etc.

Tim Porter
tim@walkertapeco.com