

Brand Style Guide

Ask any business owner:
Branding is **EVERYTHING!**

Your brand is influential,
not only to get customers
interested in you, but also
to keep them loyal.

We at The FAT Paint
Company work hard to
strengthen and retain
brand recognition with our
customers. So, what does
this mean for you?

We put together this style
guide for all things FAT,
including the dos and
don'ts, how to use our
logo and some helpful
photography tips.



We ask you to familiarize yourself with these guidelines and use them when promoting FAT Paint in any capacity. This presents a unified, cohesive and recognizable image of our company and product line, ensuring our customers keep coming back to YOU, the retailer, for their FAT Paint needs!



BASIC GUIDELINES

Some simple, but key things to remember:

- We are The FAT Paint Company. We *make* FAT Paint but we aren't one-trick ponies. When talking about the company, please refer to us as **The FAT Paint Company** or TFPC.
- TFPC makes artisan *chalk-style* paint, NOT chalk paint. We won't bore you with the details, but this rule is in place due to legal/copyright issues.



- FAT Paint has low VOCs. We are not bad for the environment, but please don't say we're "eco-friendly".
- We like things BIG and **bold**. **Always capitalize the FAT**, whether it's on Facebook, Twitter, Pinterest, Instagram or your company's website.
- Capitalize FAT and other key words in our products as well: **FAT Wax, CLEAR Top Coat, Extra FAT and FAT Specialty Glazes**.
- The same rules apply to **#hashtags** as they do to our name. #FATHashtagsrock

- When sharing FAT Paint branded photos or related content on social media, make sure to **tag our company page or use our handle** in the comment section. This helps extend our reach by broadening our audience, and yours at the same time.
- Use our **branded hashtags—#FATpaint, #FATpaintretailer, #FATpaintartisan, #inFATuated and #FATfun**—on Twitter and Instagram. These hashtags help us stand out from the crowd and makes searching our content much easier.
- From time to time, we generate new branded hashtags for specific marketing campaigns. We encourage you to jump on board with these when relevant to your post. **#FATwashere**
- We're **inFATuated** with sticking FAT in words. It's **FAT-tastic!** It fills us with **gratiFATation** when our retailers do the same. Make up some of your own and share them with us.

USING THE FAT PAINT LOGO

As part of our marketing strategy, we invested in some pretty fancy graphic design for our FAT logo. Feel free to use it whenever and wherever you like; we mind as well get our money's worth! Remember though, our logo is the heart and soul of TFPC. We're trusting you with our baby, so take good care of it and be extra cautious of your design considerations.

A few rules around FAT logo use:

- Keep it clean and simple. White space is your friend.
- When placing our logo on a design, keep it horizontal or vertical. No diagonals, please!
- If you do want to specifically use our fonts for any FAT Paint marketing you do, that's great! They are Poplar STD and Blair ITC Medium.



We don't expect you to go out and buy our fonts.

That's why we're sharing a version of our FAT logo that has a transparent background, making it easy to incorporate the logo cleanly with any background.

You can download it on the [FAT Paint Retailer's Marketing Page](#) or directly from our [Dropbox](#) link.

When using our logo, please be sure to adhere to the guides outlined above.

If you have any concerns, send your draft to our Communications Manager at media@fatpaint.ca to check over.

PHOTOGRAPHY TIPS

Our main goal (other than spreading FAT love across the globe!) is to highlight you, your shop and the FAT-tabulous work you do. To do that, we regularly pull content from your social media feeds and website to share with our followers.



In the age of social media, visuals are king. While it's not required of you to be a superstar photographer, we will only re-post pictures that adhere to our style guidelines. They must be bright, in-focus, engaging to the viewer and adhere to our branding guidelines.

Put in a little extra time and effort into your images; it will be incredibly beneficial in the long run. And you don't need a fancy camera to do it! All of the examples below were taken with an iPhone.

Here are some basic photography tips that will take your images to the next level.

Always light your subject from the front, not the back or side. Simply turning the piece around to face the light will drastically improve your image.

Front Lighting



Side Lighting



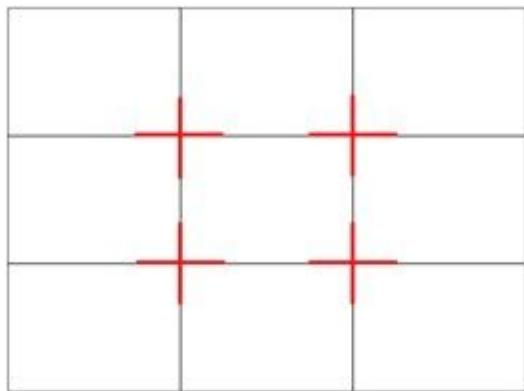
Back Lighting



Brand Style Guide

Avoid hard light, such as your flash. As you can see in the Back Lighting photo, it comes across as pretty harsh. If you need the light, diffuse your flash with a piece of paper towel. Use a piece of tape to hold it in place.

Be mindful of angles. When shooting a piece of furniture, keep it straight on or at a slight angle to keep it looking its best. Don't shoot it from above as that creates awkward angles.



Follow the Rule of Thirds. Imagine breaking an image down into thirds (both horizontally and vertically) so that you have 9 parts. This identifies four important parts you should consider placing points of interest in.

These intersections make creates a more balanced photo, enabling the viewer to interact with it more naturally. Studies have shown that people's eyes naturally go to the intersection points rather than the centre of the frame.

Don't take the focus away from your hard work. **Keep your background clean and simple.**

Backgrounds present both opportunities and challenges. They can put a subject in context and make it stand out, but often they will overwhelm subjects, distracting





Brand Style Guide

from them. That's why we generally recommend keeping this easy and simple.