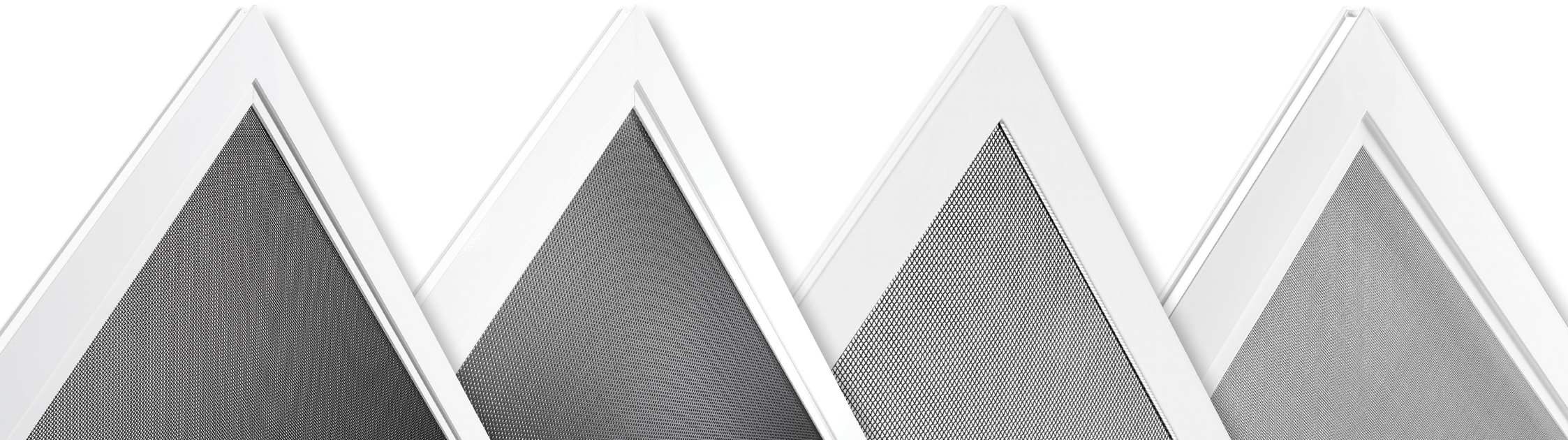




Brand identity guidelines for Prowler Proof branded clothing



w e l d e d s e c u r i t y d o o r s & w i n d o w s c r e e n s

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Our story

Prowler Proof is an Australian family owned and run business that has manufactured high quality security doors and window screens since 1984. Initially a retail manufacturer of security screens, Tasman Henry had big plans for Prowler Proof when he purchased the business in 1991 - these plans would transform the business.

In 1995 Prowler proof launched it's Welded Diamond security screen product. It was - and - still is - Australia's only fully welded security screen. Always on the cutting edge, online ordering was introduced in 1996 and welding robots in 1998.

This century saw us introduce the paperless factory and ForceField the strongest and best looking security screen on the market. In 2008 we were a double finalist in the Telstra Business Awards and in 2012 we achieved a World Class ranking on the PROBE Manufacturing Global Benchmark.

Prowler Proof still remains a 100% Australian owned and operated family business, with Tasman's son Michael Henry, running the business with his family since 2005.



Creating a safer place[®]

Brand identity

The Prowler Proof brand reflects who we are and how we want people to feel when they are selling and installing our brand, using our products, or working within the company. It is the unique combination of our vision, purpose, mission and values that drive our promise to create a safer place for our partners, customers, and employees.

Reliable and trustworthy

Prowler Proof prides itself in quality and are extremely detail driven in everything we do. When we make a promise, we stick to it. Our design standards follow the same ethos, and should be consistent and unwavering.

Genuine and family orientated

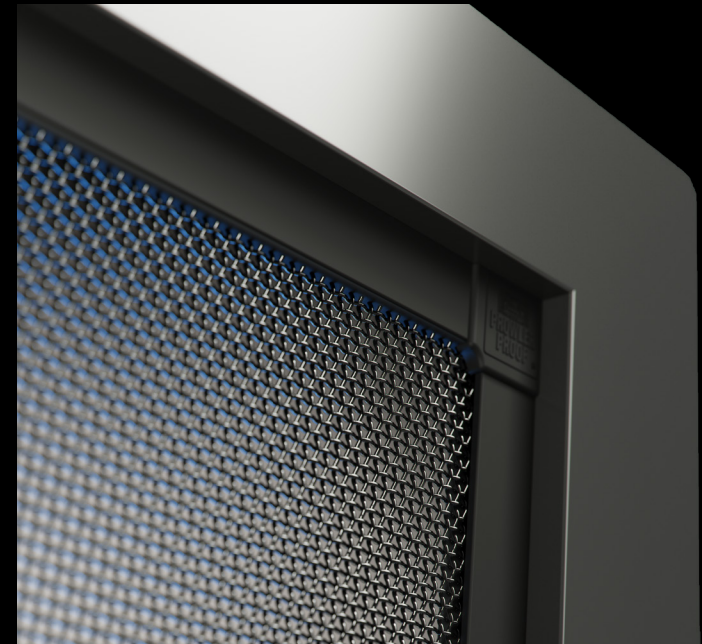
Prowler Proof is a second generation family business that has been around for 30+ years. We are genuine in our communication and our design and imagery should reflect this and our family values.

Sophisticated and quality driven

With welded corners, creating a clean appearance, Prowler Proof prides ourselves in aesthetics. This translates into our brand guidelines, with clean modern design.

Innovative, design-thinkers

Prowler Proof products are made with the needs of the customer in mind. We are a design-thinking centric business and our verbal and non verbal communication should be easy to follow and leave the customer empowered with knowledge of the product and business.



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Vision

We are striving for zero harm of people, or property, in their home.

You should feel safe in your home, whether that's feeling safe from unwanted intruders - like burglars or insects, or knowing your children are safe from the risks of falling out of windows.

Our vision is about reducing the number of people that are harmed in their home, or property that is lost or damaged, due to uncontrolled entrances or exits.



Purpose

We believe you, and your loved ones, should be safe in your home.

Prowler Proof is working to have a positive impact on safety every day.

Every day in Australia unlawful entries to properties are reported. That means that every day Australian families experience this devastating event. Security screens and doors installed onto a home significantly reduce the risk of unlawful entry, as the opportunistic burglar loses the chance to simply enter through an open window or door.

Australian children fall from windows or balconies in their homes every week. Some of these falls are fatal. A home that installs compliant screens to windows reduces the risk of a child falling from that window by 100%!

Every year in Australia people contract mosquito borne diseases from infected mosquitoes. A home fitted with screens reduces the opportunity for these mosquitoes to enter and bite family members.



Creating a safer place[®]

Mission

We design and produce products and services that make it easier to create a safer home.

All of our product and service solution development is driven by our mission. The Prowler Proof team are constantly working on ways to help you in creating a safer place.



Values

LEADER

SAFER

BETTER

FASTER



Leader

We take the lead. We own action, and are empowered to make our vision a reality.



Safer

We always look for a safer way. We put safety first in everything we do.



Better

We challenge the status quo. We seek out improved ways and we encourage others to do the same. We're not afraid to try new things.



Faster

We are determined to deliver. We seek out efficiencies in everything that we do, to help us achieve our vision sooner.



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Logos

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Primary logo

The primary logo is the main identifying mark for Prowler Proof and it's communications.



Warranty logo

The warranty logo is used as a descriptor logo for one of the brands most unique selling propositions.



QR code logo

The QR code logo is used in instances where you would like the consumer to learn more about the business via the website.



Descriptor logo

The descriptor logo is used in situations where more description is needed, for example on dual-branding purposes.

ProwlerProof®

Wordmark

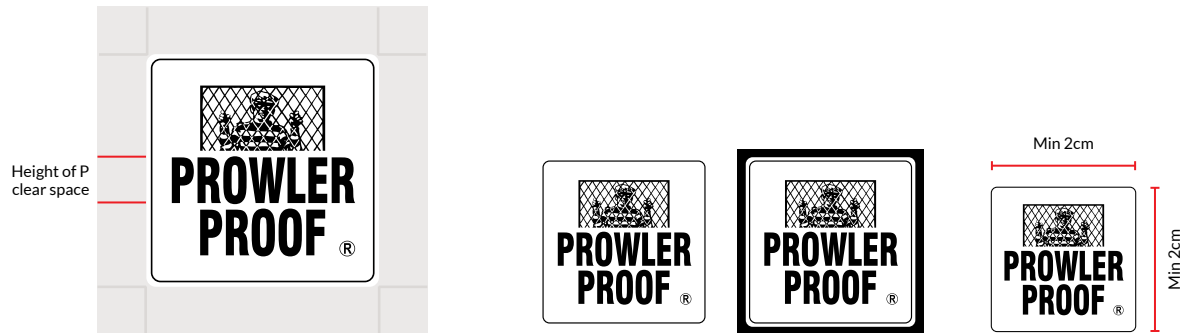
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Tagline

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Primary logo use

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Exclusion zone

To ensure maximum impact and clarity, we insist that our logo is surrounded by plenty of clear space. At the very minimum the height of the letter "P" is to be left around the logo, as pictured below.

Appearance

Above are examples of how the logo should appear on both white and coloured backgrounds. Please note, the white goes beyond the black border line. It is not to be reversed and should always have this white background.

Size

The minimum size the logo should appear at is 2cm x 2cm.



What not to do

The logo is not to have its colour changed, reversed, be stretched, have any element removed, be tinted in anyway, or have its white background or black border line removed when placed on backgrounds.

Clothing colour palette

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Primary Palette



Black

CMYK
0 | 0 | 0 | 100
RGB
0 | 0 | 0
HEX
#000000



White

CMYK
0 | 0 | 0 | 0
RGB
255 | 255 | 255
HEX
#ffffff

The primary palette consists of Black and White. Where needed the secondary and tertiary palettes can be used.

Secondary Palette



Ocean

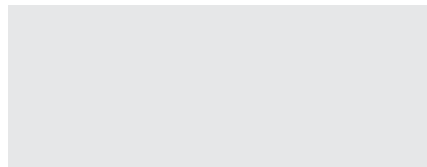
CMYK
75 | 25 | 00 | 00
RGB
000 | 155 | 223
HEX
#009bdf

The secondary palette is to be used primarily for actionable items.

Business colour palette

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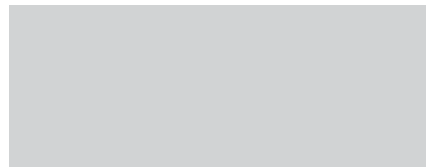
Tertiary Palette



CMYK
00|00|00|10

RGB
230|231|232

HEX
#e6e7e8



CMYK
00|00|00|20

RGB
209|211|212

HEX
#d1d3d4



CMYK
00|00|00|30

RGB
188|190|192

HEX
#bcbec0



CMYK
00|00|00|40

RGB
167|169|172

HEX
#a7a9ac



CMYK
00|00|00|50

RGB
147|149|152

HEX
#939598



CMYK
00|00|00|60

RGB
128|130|133

HEX
#808285



CMYK
00|00|00|70

RGB
109|110|113

HEX
#6d6e71



CMYK
00|00|00|80

RGB
88|89|91

HEX
#58595b



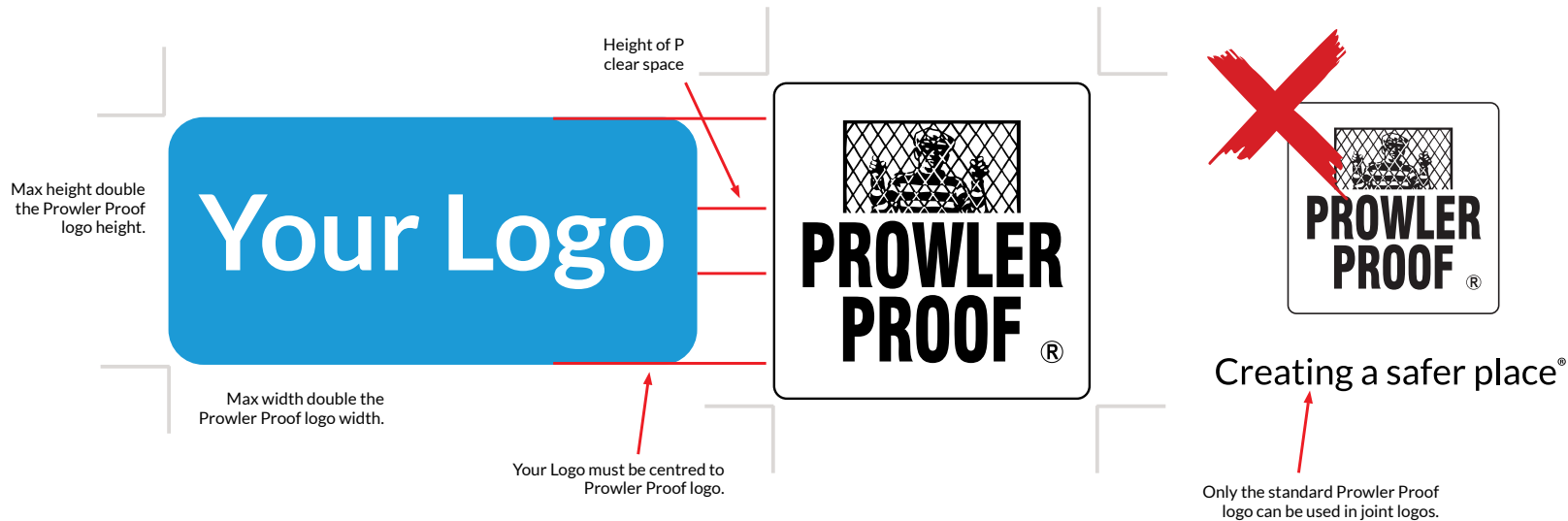
CMYK
00|00|00|90

RGB
65|64|66

HEX
#414042

Dual-branded logo

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Joint logos

In certain instances Prowler Proof can offer a joint dual-branded logo with your company logo. For this joint logo the Prowler Proof logo will always appear on the right side with the space between each logo being equal to the height of the first P in Prowler Proof. See examples above. The Prowler Proof standard logo is the only version that can be used in joint logos.

The max width of Your Logo is double the width of the Prowler Proof logo (e.g. if the Prowler Proof logo is 5cm in width Your Logo has a max width of 10cm). This is the same for the height of the logo but the logo must be centred to the Prowler Proof logo.

If you are interested in a dual-branded logo please email marketing@prowlerproof.com.au

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Dual-branded clothing

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Clothing

When the Prowler Proof logo is being used on any form of clothing, the logo must be placed on the left hand side of the garment. Please see the above example of how to brand Prowler Proof merchandise. The Prowler Proof logo is 5x5cm (no bigger, no smaller), max width for 'Your Logo' is 8cm. The front LHS logo has an exclusion zone of 30mm around, so no other text or logos can be placed or embroidered within this zone.

The Creating a safer place® logo on the back of the garment is 25cm in width and 5cm in height (no bigger, no smaller) and has an exclusion zone underneath of 50mm, so any other branding must be placed outside of this distance from the logo. These requirements are to be followed for all pieces of Prowler Proof, dual-branded clothing. These include polo shirts, t-shirts, hoodies and jackets.

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Clothing branding

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Logo embroidery

When the Prowler Proof logo is being embroidered on a piece of clothing the logo should be no bigger than 5cm x 5cm and will be placed on the LHS chest of the garment.



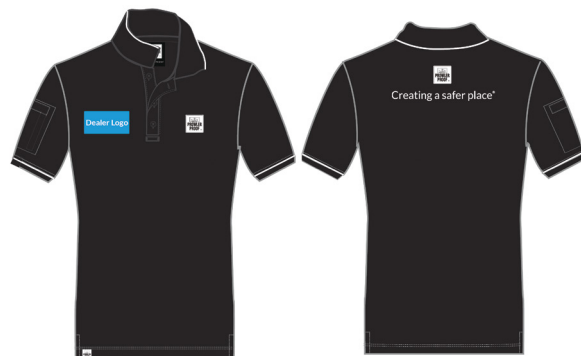
Heat transfers

Heat transfered logos are usually placed on the top, centre on the back of the clothing. This logo is specifically created for this placement and heat transfer. The top logo should be no bigger than 5cm x 5cm with the bottom text being 25cm in width and 2cm in height.



Screen print

Prowler Proof has some items of clothing with a screen printed logo and tagline. This is usually on the back of clothing such as hoodies. The top logo should be no bigger than 5cm x 5cm with the bottom text being 25cm in width and 2cm in height.



See example of correct placement for embroidered and heat transfered logo on a Prowler Proof polo shirt.

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