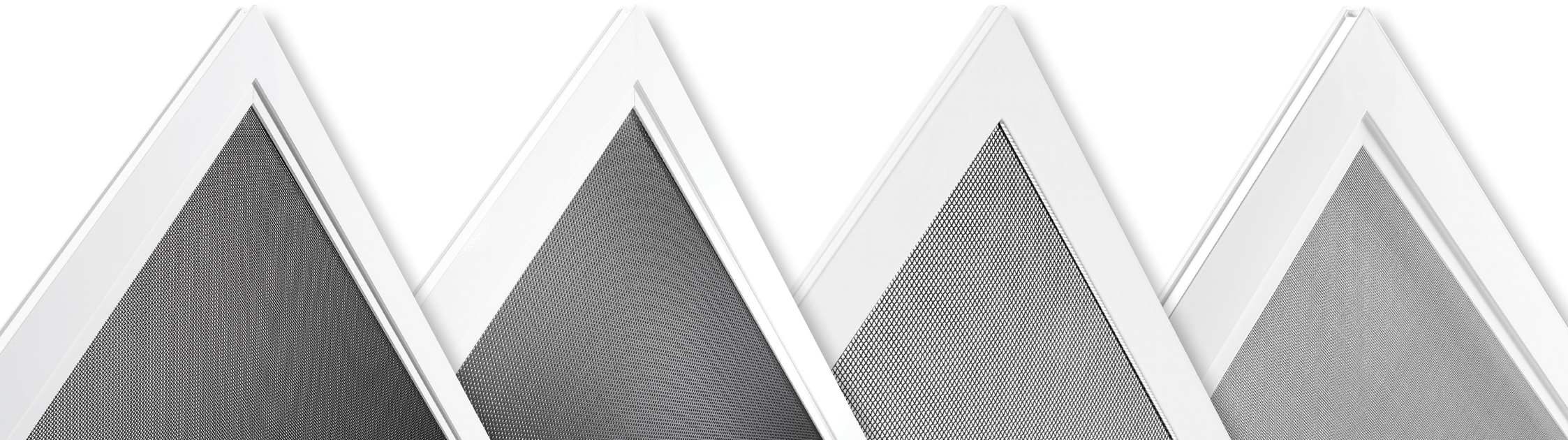




# Brand identity guidelines for Prowler Proof branded clothing



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

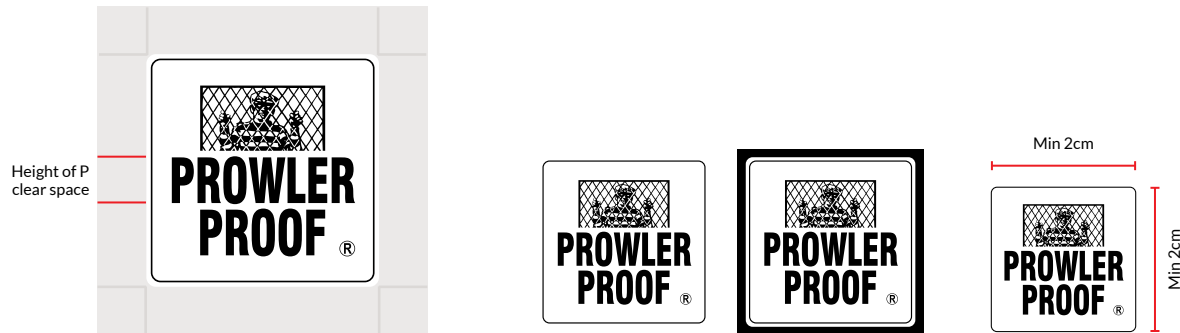
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# Primary logo use

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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.

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# Logo & tagline use

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## Logo formats

When using the Prowler Proof 'creating a safer place®' logo with tagline there are only 2 different styles that are available. These are the only way the Prowler Proof tagline can be used, the tagline **cannot** be used on it's own, without the accompanying Prowler Proof primary logo.

~~Creating a safer place®~~  
~~creating a safer place®~~

## What not to do

As per the previous page, this tagline is not to have its colour changed, reversed or tinted. It must not be stretched in any way or have any element removed (including the registered trademark). It cannot have its font or characters changed or be used in isolation, it must always be accompanied by the Prowler Proof primary logo.



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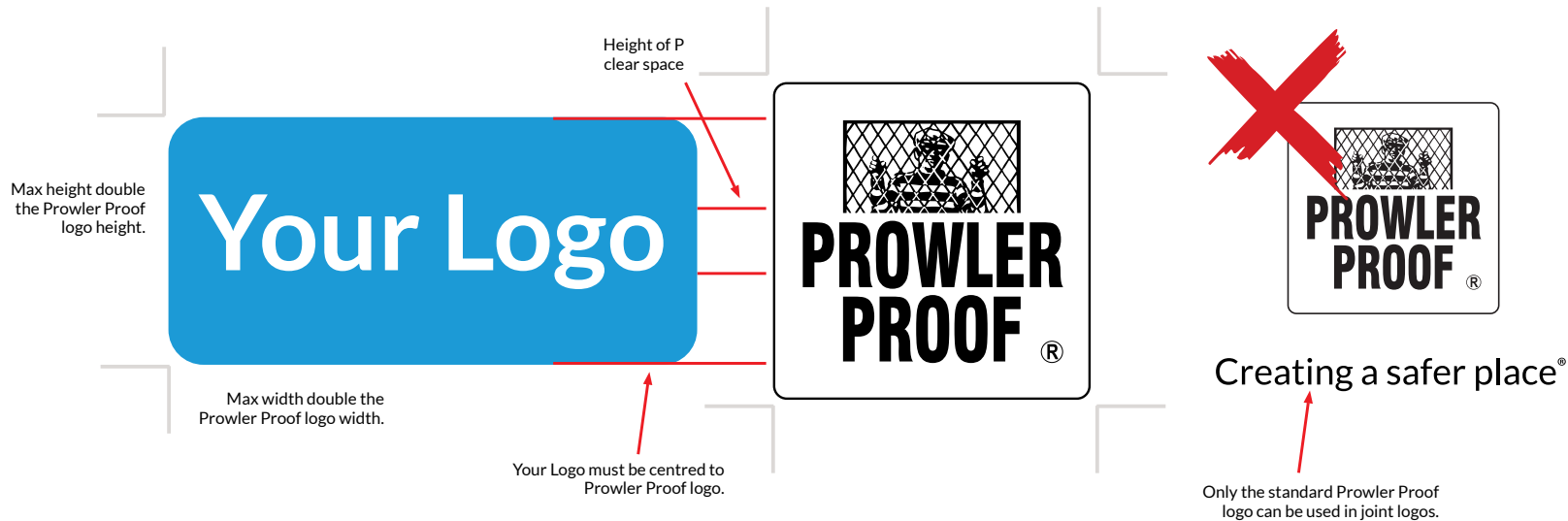
## Exclusion zone

To ensure maximum impact and clarity, we insist that the logo and tagline is surrounded by plenty of clear space. At the very minimum the height of the prowler illustration is to be left around the logo, as pictured above.

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# 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](mailto: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.



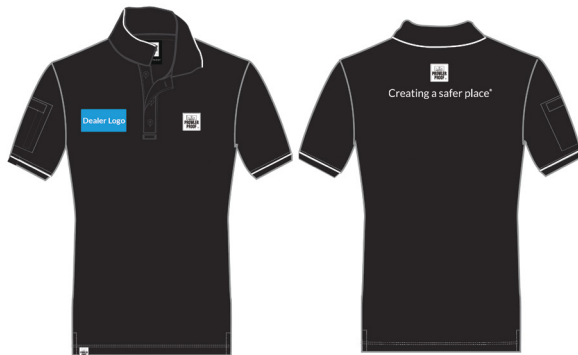
## Heat transfers

Heat transferred 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 transferred logo on a Prowler Proof polo shirt.

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# Clothing types

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## Prowler Proof Hoodie

The Prowler Proof designed hoodie has a number of specifications. The hoodie is made of 100% cotton with grey fleece used on the inside of the hood. The front and back logos are both screen printed. There is also white piping on the hood, cuffs and front pocket.

For further information about the hoodie design please contact [marketing@prowlerproof.com.au](mailto:marketing@prowlerproof.com.au)

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