BRAND GUIDE

DUSTBANE

DUSTBANE
Give Meaning To Your Cleaning

INTRODUCTION

These guidelines are based on the Communications, Marketing, and Stakeholder Relations Strategic Plan, aiming to:

Supporting Sustainable Growth for Businesses and the Planet

Providing Modern Cleaning Solutions for Canadians

Streamlining Logistics for Greater Growth

CUSTOMER INTIMATE

Meet customer expectations.

EXECUTE

Deliver results.

GROWTH

Be a high growth company where staff also grow professionally.

RESPECTFUL & INCLUSIVE

Show all stakeholders respect. Communicate effectively and listen to learn from others.

MEANING

Positively impact people and the planet.

Sustainability

We promote long-term growth by offering transparent and sustainable solutions that benefit businesses and the environment.

Growth

We simplify workplace cleaning, enabling business owners to focus on what truly matter: their business.

Canadian

We help Canadians focus less on cleaning concerns with safe, cost-effective solutions that work.

AS CANADA'S LEADER IN SUSTAINABLE CLEANING SOLUTIONS, WE HELP CUSTOMERS LOWER THEIR TOTAL COST OF OWNERSHIP, ALLOWING THEM TO FOCUS ON ACHIEVING THEIR BUSINESS GOALS AND OBJECTIVES.

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1. BRAND LOOK, FEEL, AND VOICE

LOOK, FEEL, AND VOICE

Our brand is committed to upholding our core company values while focusing on our purpose: continuously improving the customer experience through our people, products, and processes, all while making a positive impact on society and the environment.

Through our brand's look, feel, and voice:

• We equip our team with a modern and approachable identity. Our brand is accessible and responsive, providing customers with complete solutions for their cleaning needs, built on reliability and consistency.

• We build trust with our customers by demonstrating long-term commitment to sustainability, investing in the development of new products and technologies that support a sustainable economy.

• We engage our customers by highlighting our dedication to ecologically sustainable, eco-certified products. These efforts inspire customers to contribute to a greener future.

Deodorizer / Air Freshener

• Mask odours
• Do not remove smell permanently

AQUASCENT RTU

OUR EARTH, OUR FUTURE

DUSTBANE
Give Meaning To Your Cleaning

DUSTBANE
Give Meaning To Your Cleaning

STAINLESS STEEL WIPES
LINGETTES POUR ACIER INOXYDABLE

Did you know?

Dustbane's Stainless Steel Wipes are pre-moisted with a water-based, streak-free formula

2. DUSTBANE LOGO

LOGO

The Dustbane logo represents our long-standing tradition and commitment to progress. Our signature 'D' symbolizes trust and stability, while the vibrant leaf embodies growth, diversity, and sustainability. Together, these elements form a modern, dynamic symbol that bridges our heritage with our future.

SYMBOL   WORDMARK

TAGLINE

DUSTBANE SIGNATURE

Principal Version

SYMBOL

WORDMARK

TAGLINE

DUSTBANE SIGNATURE

Reduced Version

SYMBOL

Our logo has been designed to offer versatility and flexibility across various platforms, with different versions available depending on the application, all while maintaining consistency and brand integrity.

In situations where it is challenging to maintain a clean and visually appealing digital presence due to limited space, the Secondary Logo may be a better fit than the Primary Logo. The Reduced Version can be used when the Primary Logo has already appeared in a larger, related piece.

Secondary Version

SYMBOL

WORDMARK

TAGLINE

CLEAR SPACE

To maintain the logo's visual integrity, it is essential to provide sufficient clear space around it. This ensures that the logo remains clear, legible, and impactful in all applications.

The clear space is defined by the height of the letter "D" in the logo.
This space should be maintained on all sides of the logo to prevent any other elements, such as text or images, from encroaching too closely.

The same clear space rules apply to all versions of the logo: Principal, Secondary, and Reduced.

Always ensure this minimum space is respected to uphold brand consistency and ensure maximum visibility.
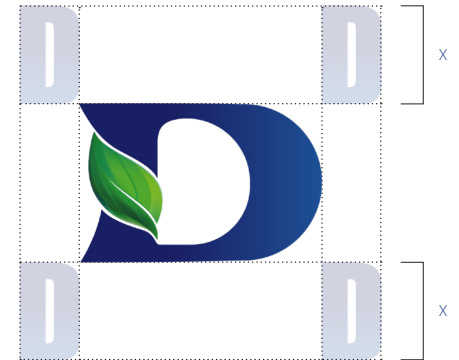
Principal Version

Secondary Version

Reduced Version

	Principal Version	Secondary Version	Reduced Version
Digital	50 px	50 px	13 px
Printing	0.8 in	0.8 in	0.3 in

To maintain the clarity and visibility of our logo, we have established minimum size requirements for digital and print applications.

For digital use, the Primary and Secondary Logos must be at least 50 pixels wide. For print, the minimum width is 0.8 inches.

For the reduced version of the logo, the minimum width is 13 pixels for digital and 0.3 inches for print.

COLOUR VARIANTS

Every effort must be made to use the Principal, full-colour version of the logo to maintain brand consistency and impact.

However, in situations where the full-colour logo is not appropriate due to background colours or specific design requirements, alternate versions may be used to ensure legibility and contrast.

Regardless of the variant used, always ensure the logo retains its visibility, legibility, and visual integrity in all applications.

Principal Version

Gradient Variant

Grayscale Variant

Secondary Variants

Black & White Variants

Grayscale Secondary Variants

PHOTOGRAPHIC APPLICATIONS

Adhering to the guidelines for logo usage on photographic backgrounds is essential for maintaining brand consistency across all platforms.

Ensure the logo remains clear and legible by selecting appropriate contrast between the image and the logo.
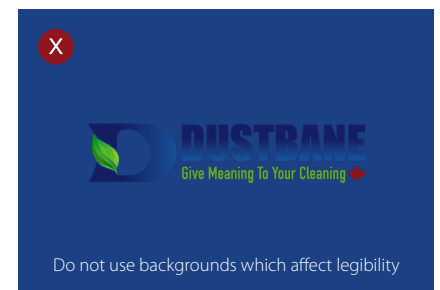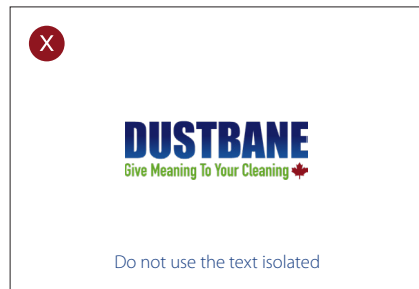
Follow the do's and avoid the don'ts to protect the integrity of the Dustbane brand when applying the logo to photographic materials.

LOGO DO'S & DON'TS

Every brand guide needs a set of rules, and while we encourage creativity, our logos are our most important brand identifiers.

To ensure they remain easily recognizable, it's crucial to follow these simple guidelines. Adhering to the do's and avoiding the don'ts helps maintain brand consistency and protects the integrity of the Dustbane brand across all platforms.

Do not change the scale or proportions

Do not use any colors out of the palette

Do not change the orientation

Do not add any effects or drop shadows

Do not remove parts of the logo

Do not change the layout

Do not use the text isolated

Do not use different gradients

Do not crop the logo in any way

Do not change the typeface

Do not contain the logo in a shape

Do not use backgrounds which affect legibility

3. IDENTITY ASSETS

COLOR PALETTE

Our color palette reflects Dustbane's core values of trust, sustainability, and innovation. The primary palette, dominated by the blue and green featured in our logo, forms the foundation of our brand's identity.

In addition to these primary colors, five secondary colors have been selected for use across various applications. Adhering to this palette ensures brand consistency and reinforces our visual identity across all platforms.

Primary Color Palette

Pantone 7687 C — Dustbane Blue

RGB	R:27 G:65 B:132
CMYK	C:100 M:86 Y:18 K:5
#Hex	1b4184

Pantone 7492 C — Dustbane Green

RGB	R:99 G:165 B:41
CMYK	C:67 M:10 Y:100 K:0
#Hex	63a529

Secondary Color Palette

Pantone 2767 C — Dustbane Dark Blue

RGB	R:37 G:39 B:89
CMYK	C:98 M:95 Y:35 K:29
#Hex	252759

Pantone 2418 C — Dustbane Dark Green

RGB	R:27 G:135 B:59
CMYK	C:85 M:23 Y:100 K:9
#Hex	1b873b

Pantone 7628 C — Dustbane Red

RGB	R:143 G:21 B:31
CMYK	C:27 M:100 Y:96 K:28
#Hex	8f151f

Pantone 447 C — Dustbane Dark Grey

RGB	R:58 G:58 B:58
CMYK	C:0 M:0 Y:0 K:91
#Hex	3a3938

Pantone 427 C — Dustbane Light Grey

RGB	R:144 G:144 B:144
CMYK	C:0 M:0 Y:0 K:56
#Hex	909090

GRADIENTS

Horizontal Gradient

∡ 0°

Vertical Gradient

∡ -90°

These gradients are designed to enhance the brand's look and feel across various applications, adding depth and dimension while maintaining consistency with Dustbane's core colour palette.

We utilize two specific gradient styles: Horizontal and Vertical, each with its own defined structure and application guidelines.

TYPE:	Linear
ANGLE:	0°
LOCATIONS:	Left 38 %	Center 50 %	Right 100 %
COLORS:	Left Dustbane Dark Blue	Right Dustbane Blue

| TYPE:	Linear
ANGLE:	-90°
LOCATIONS:	Left 38 %	Center 50 %	Right 90 %
COLORS:	Top Dustbane Dark Blue	Bottom Dustbane Blue

OVERLAYS

To balance lifestyle imagery with our brand colours, overlays can be applied.
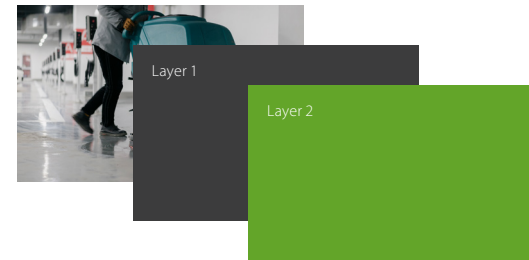
We use two colour overlays and a monochromatic version.

Ensure to follow the respective effect colours to maintain a polished look aligned with our brand identity.

Colour Overlay
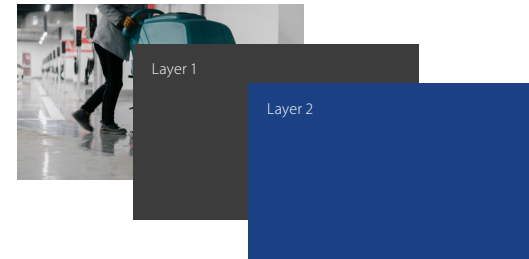
LAYER 1:   Color Dustbane Dark Grey | Effect Colour 100 %
LAYER 2:   Color Dustbane Blue | Effect Multiply 100 %

LAYER 1:   Color Dustbane Dark Grey | Effect Colour 100 %
LAYER 2:   Color Dustbane Green | Effect Multiply 100 %
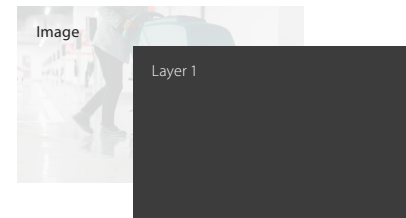
Monocromatic Overlay

IMAGE: Opacity 15 %
LAYER 1:   Color Dustbane Dark Grey | Effect Colour 100 %

Primary Typefaces

IMPACT
HEADERS

A B C D

E F G H I J K L M N O P Q R S T
U V W X Y Z 0 1 2 3 4 5 6 7 8 9
@.,:()?¿¡!$%&/+-^*

MYRIAD PRO

LIGHT
A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z 0 1 2 3 4 5 6 7 8 9
@.,:()?¿¡!$%&/+-^*

REGULAR
A B C D E F G H I J K L M N O P Q R
S T U V W X Y Z 0 1 2 3 4 5 6 7 8 9
@.,:()?¿¡!$%&/+-^*

SEMIBOLD
A B C D E F G H I J K L M N O P Q R
S T U V W X Y Z 0 1 2 3 4 5 6 7 8 9
@.,:()?¿¡!$%&/+-^*

DIN CONDENSED BOLD
SUBHEADERS

A B C D

E F G H I J K L M N O P Q R S T
U V W X Y Z 0 1 2 3 4 5 6 7 8 9
@.,:()?¿¡!$%&/+-^*

Secondary Typeface

LATO
BODY TEXTS

LIGHT
A B C D E F G H I J K L M N O P Q R
S T U V W X Y Z 0 1 2 3 4 5 6 7 8 9
@.,:()?¿¡!$%&/+-^*

REGULAR
A B C D E F G H I J K L M N O P Q R
S T U V W X Y Z 0 1 2 3 4 5 6 7 8 9
@.,:()?¿¡!$%&/+-^*

BOLD
A B C D E F G H I J K L M N O P Q R
S T U V W X Y Z 0 1 2 3 4 5 6 7 8 9
@.,:()?¿¡!$%&/+-^*

Our typography is selected to ensure clarity, professionalism, and consistency across all communications. Each font plays a unique role in conveying our brand's message while maintaining a clean, approachable aesthetic.

IMPACT is used for headers because of its bold, commanding presence. Its strong and assertive nature captures attention immediately, making it ideal for important titles or announcements.

For subheaders, DIN Condensed Bold adds structure and clarity to the content. Its clean, modern lines keep the layout organized while guiding readers through the flow of information.

MYRIAD PRO is our primary typeface for general text due to its versatility and legibility.

For body text, LATO serves as our secondary typeface. Known for its modern and humanistic design, LATO offers a friendly, welcoming feel that complements our brand tone.

If you regularly produce brand assets, you must have these fonts installed on your computer. For situations where these fonts can't be used, you can substitute them with the following alternatives to maintain a similar look and feel: Arial Black for Impact, Roboto Condensed for DIN Condensed Bold, Helvetica Neue for Myriad Pro, and Open Sans for Lato.

VISUAL ELEMENTS

Our visual elements complement and enhance the Dustbane brand.

Use these elements as needed to support and enrich our visual language across different materials.
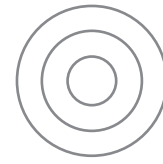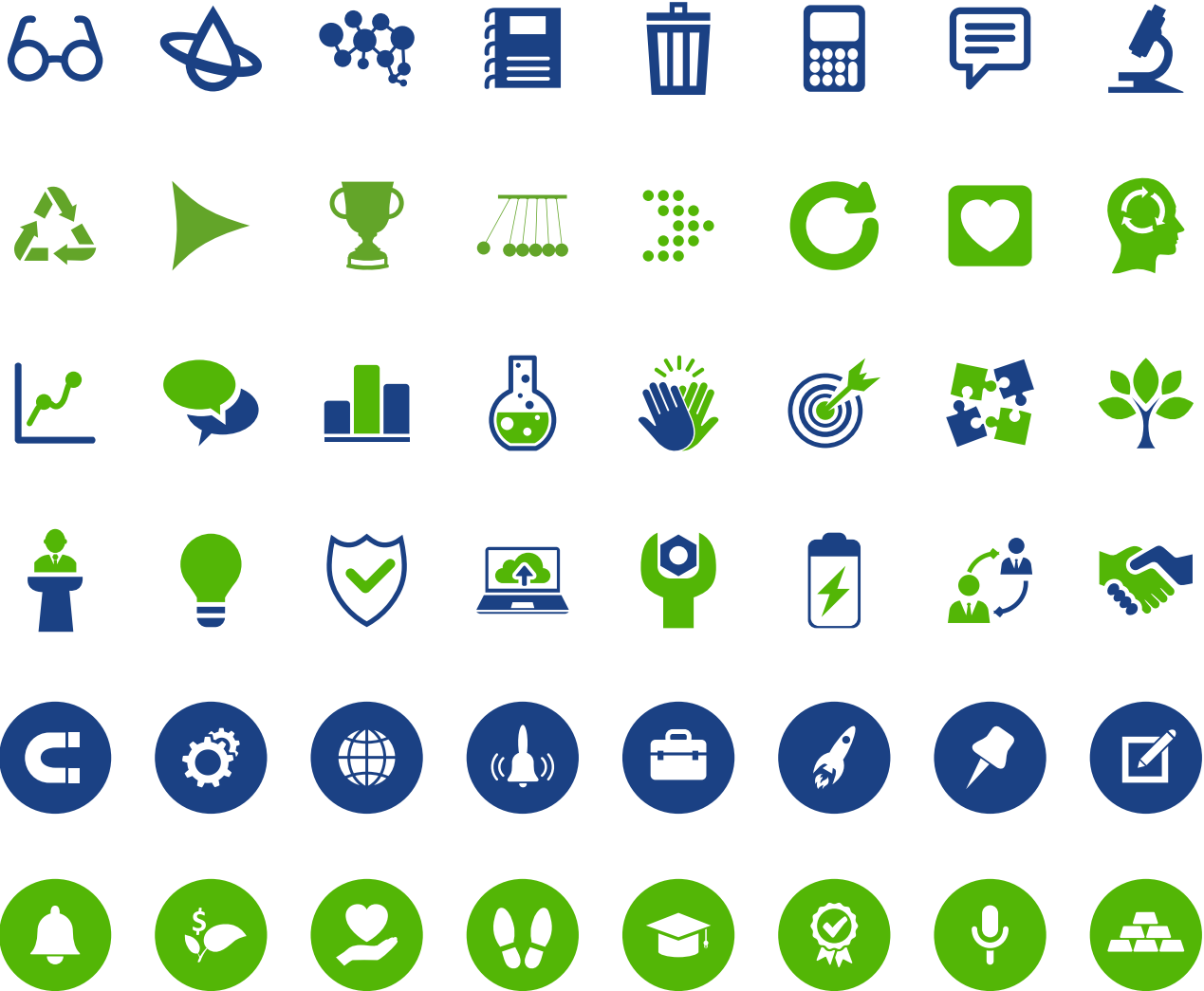
Icons are used to provide a visual shorthand for conveying information without relying on text. Our selection of icons represents key concepts and actions clearly and efficiently.

These icons are designed to be intuitive and easily recognizable, ensuring consistency and clarity in our visual communications.

IMAGERY STYLE

Our imagery focuses on lifestyle images that showcase where our products are used and the industries they serve. By highlighting real-world applications, we aim to connect our products directly to their intended environments.

We prioritize visuals that emphasize the end-users, making it easy for viewers to relate to the product's practical applications.

Additionally, we use sustainable imagery to reflect our commitment to eco-friendly practices and showcase our dedication to sustainability. This approach ensures that our imagery not only represents our products effectively but also aligns with our environmental values.
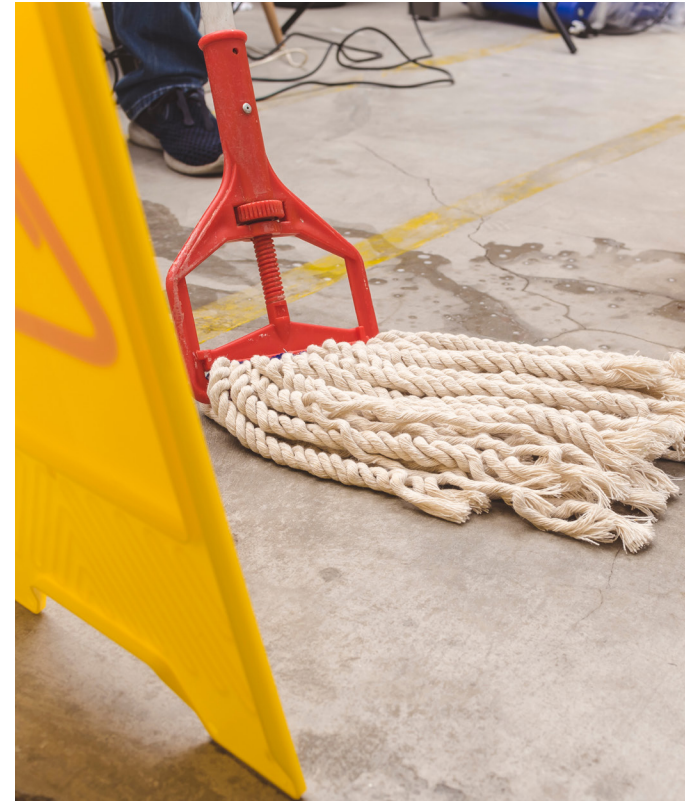
TIPS ON CHOOSING IMAGES

- Consider how our products and services enhance everyday life and make tasks easier. Our imagery should reflect how our solutions contribute to a more efficient and enjoyable experience.

- Each product and service we offer has a distinct emotional impact. Images should capture authentic moments that illustrate both the process and the benefits of our offerings.

- Select imagery that tells a compelling story. Ensure every element of the image—such as location, objects, actions, angles, and emotions—supports the viewer's connection with the scene and the experience it represents.

Showcase the real environments and diverse experiences of our customers. This approach builds trust by demonstrating that we understand and operate within their spaces, making our products a genuine part of their lives.

- People in our imagery should appear natural and relatable, not posed. If portraits are used, the subjects should seem to be interacting with the viewer as part of an authentic story.

- Incorporate imagery that reflects our commitment to sustainability. Use visuals such as trees, planet graphics, and leaves to highlight our ecological practices and reinforce our dedication to environmental responsibility.

To support brand consistency, artwork files are available upon request.

For inquiries, please reach out to:
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