



BRAND GUIDELINES

REVISED ON SEPTEMBER 9, 2022



INTRODUCTION

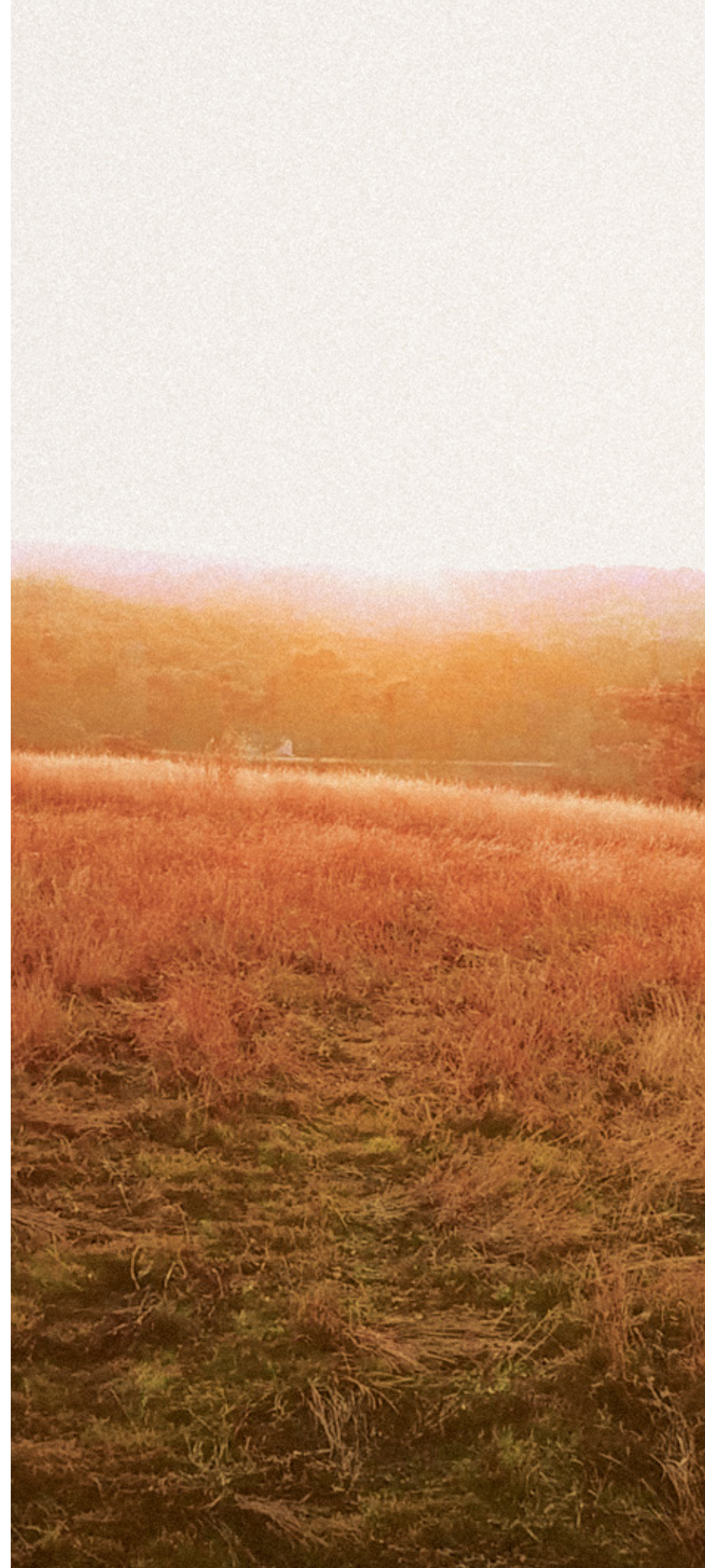
The IronCraft brand is more than just an idea on paper; it is the embodiment of our company, encompassing all of the experiences and expectations that people associate with us. To protect the integrity of the visual and verbal expression of the IronCraft brand, it is critical to follow the guidelines outlined.

This comprehensive communication system includes all of the elements you may need—logos, typefaces, colors, and more—to create a consistent tone, look, and feel for IronCraft’s communication materials. We invite you to absorb this information and reference it often to become an informed keeper of the brand.

Forging Ahead

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TONE OF VOICE

Tone of voice is how we come across in the words that we write; the distinctive way that we express ourselves. It defines more than just our services, but also our personality. If we all use the same tone of voice, it will help make communication across the brand consistent and engaging.

IronCraft's tone of voice is:

AUTHENTIC
KNOWLEDGEABLE
COURAGEOUS
VISIONARY
ENABLING





We want to be **authentic** and **knowledgeable** in how we talk to people. That means even though we are leaders in the industry, we don't want to come across as pompous or pretentious. It's important to talk to humans like they are humans, never trying to go over their head. We want to be both the best at what we do and the best at communicating what we do.

We want to be **courageous** and **visionary**, because as a leader and hero brand we must be unafraid to take chances. We need to seem as determined to meet and exceed our goals, which means helping our customers meet and exceed their goals. This also means we want to come across as **enabling**.

That all sounds pretty serious, but it doesn't mean you can't have fun with copy every once in a while. Readers like to be entertained, so if you can keep it lighthearted (but not wacky!) while still communicating what you need to communicate, go for it.





HERO MARKS

This section covers construction and usage of the IronCraft logos, plus sizing and logo variations. If you have any specific questions, reach out to your IronCraft contact.

HERO ICON

PRIMARY LOGOS

SECONDARY LOGOS

CLEAR SPACE

MINIMUM SIZING

COLOR VARIATIONS

INAPPROPRIATE USAGE

HERO ICON

IronCraft's hero icon draws inspiration from machinery throughout the history of the agricultural industry. It is a simple yet strong mark, representing the strength, quality and the connective nature of IronCraft's attachments.

Following the rules for the hero icon and logos outlined in this document ensures consistency in use, which further strengthens our brand.

HERO ICON

COLOR /// PANTONE 421 / FORGE GREY

BCKGRD COLOR /// PANTONE 432 / GROWTH GREY



Primary **LOGOS**

The primary logos feature the hero icon along with the IronCraft wordmark. The frame around the logos provides a layer of protective clearance around the marks which makes them ideal as labels for the IronCraft product lines.

ENCLOSED STACKED

The two primary logos can be used interchangeably depending on placement and background color, but if you are trying to choose, Enclosed Stacked should take priority. For most cases, use the Enclosed Stacked logo in Forge Grey

ENCLOSED ATTACHED

If the logo placement area is too wide and/or short, defer to the Enclosed Attached logo.

(Pages 20 and 21 detail how to determine the right logo color for best contrast.)

ENCLOSED STACKED

COLOR /// PANTONE 421 / FORGE GREY

BCKGRD COLOR /// PANTONE 432 / GROWTH GREY



ENCLOSED ATTACHED

COLOR /// PANTONE 432 / GROWTH GREY

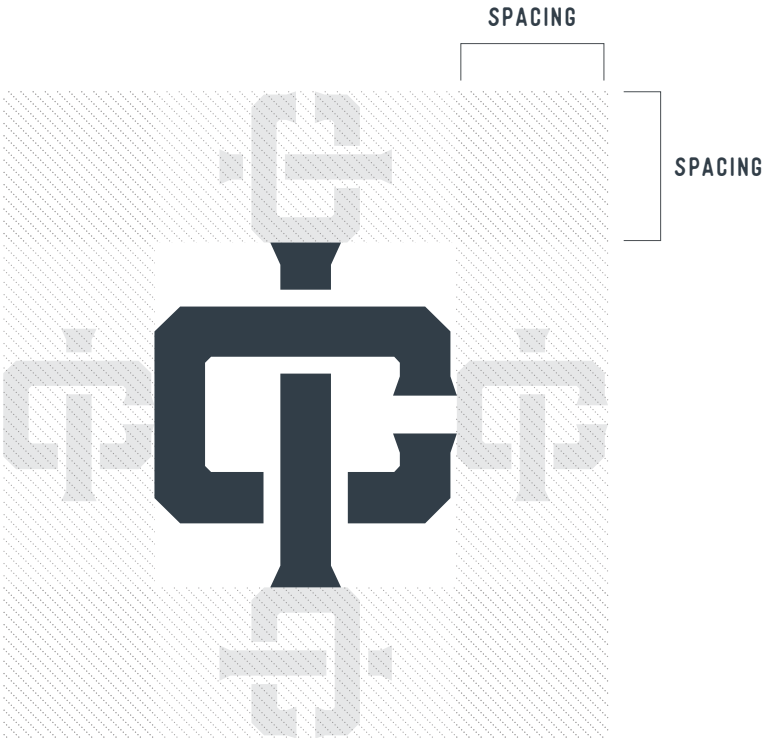
BCKGRD COLOR /// PANTONE 421 / FORGE GREY



CLEAR SPACE

Leaving enough whitespace around brand elements is incredibly important. It adds clarity and helps keep the visual messaging from becoming too busy. These visuals are used to define minimum space, but you can add more whitespace depending on the situation.

For all marks, the minimum clear space allowance should be equal to half the size of the "IC" icon, respectively. Repeat the scale of the mark around it, regardless of the scale per circumstance.



HERO ICON



ENCLOSED STACKED



ENCLOSED ATTACHED

MINIMUM SIZE

Pay close attention to the scale of the logo to make sure it's readable.

HERO ICON

The mark can be reduced down to favicon size (16px by 16px).
In print and other use cases it's recommended to not reduce below 1/2 ”.



24PX

ENCLOSED STACKED

This lockup should never be reduced below 50 pixels wide.



50PX

ENCLOSED ATTACHED

This lockup should never be reduced below 90 pixels wide.



90PX

STACKED

COLOR /// PANTONE 432 / GROWTH GREY

BCKGRD COLOR /// PANTONE 421 / FORGE GREY



ATTACHED

COLOR /// PANTONE 421 / FORGE GREY

BCKGRD COLOR /// PANTONE 432 / GROWTH GREY



Secondary **LOGOS**

The secondary logos are available for use in less restrictive situations. They are simplified versions of the enclosed primary logos without the rectangular frames.

STACKED

The secondary logos can be used interchangeably, often determined by placement and background color. For most cases, defer to the stacked version first.

ATTACHED

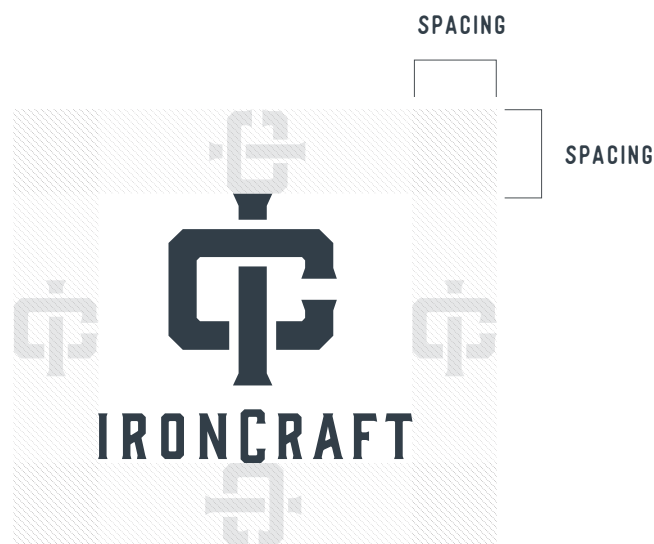
If the logo placement area is too wide and short, defer to the attached logo.

(Pages 20 and 21 detail how to determine the right logo color for best contrast.)

CLEAR SPACE

Leaving enough whitespace around brand elements is incredibly important. It adds clarity and helps keep the visual messaging from becoming too busy. These visuals are used to define minimum space, but you can add more whitespace depending on the situation.

For all marks, the minimum clear space allowance should be equal to half the size of the "IC" icon, respectively. Repeat the scale of the mark around it, regardless of the scale per circumstance.



STACKED



ATTACHED

MINIMUM SIZE

Pay close attention to the scale of the logo to make sure it's readable.

STACKED

This lockup should never be reduced below 50 pixels wide.



ATTACHED

This lockup should never be reduced below 90 pixels wide.



Logo Color Variations **ON BACKGROUNDS**

For readability, it is important to maintain substantial contrast in color for wherever the IronCraft logos are used. For all logos, defer to the primary color first, Forge Grey. For situations that do not provide enough contrast, defer to any of the alternate colors: Growth Grey, Black or White.

See examples of this on the following page.

PRIMARY COLOR

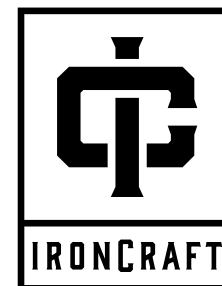


FORGE GREY //PMS 421

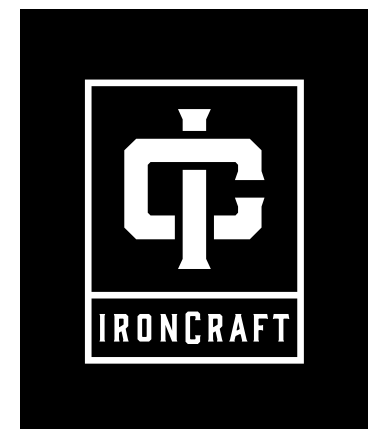
ALTERNATE COLORS



GROWTH GREY //PMS 432



BLACK



WHITE



FORGE GREY LOGO
ON GROWTH GREY BACKGROUND



GROWTH GREY LOGO
ON LIGHTER BACKGROUND IMAGE



GROWTH GREY LOGO
ON FORGE GREY BACKGROUND



WHITE LOGO
ON TERRA BROWN BACKGROUND



FORGE GREY LOGO
ON IRON BLACK BACKGROUND



WHITE LOGO
ON DARKER BACKGROUND IMAGE

HERE, YOU CAN SEE FORGE GREY BEING USED ON VARIOUS MACHINERY COLOR OPTIONS AVAILABLE AT IRONCRAFT.



INAPPROPRIATE USAGE

An important part of correct logo usage is to avoid altering it in an way not mentioned in the style guide. Some examples of what not to do are outlined on this page, but it is not a complete list. Reach out to your IronCraft contact if you have specific questions about logo usage.



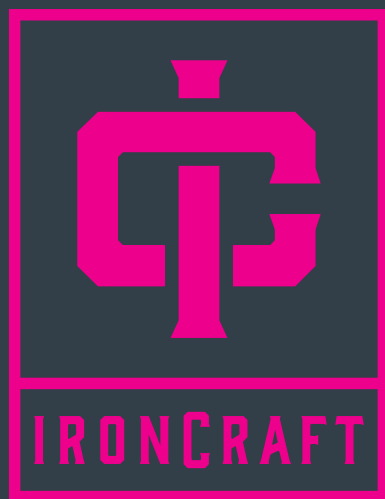
A. CHANGE THE ORIENTATION OF THE MARK



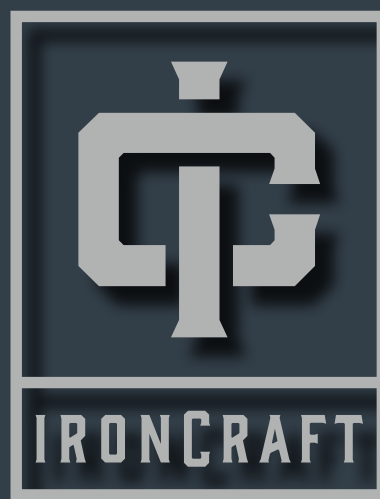
B. STRETCH FORMS TO FILL SPACE



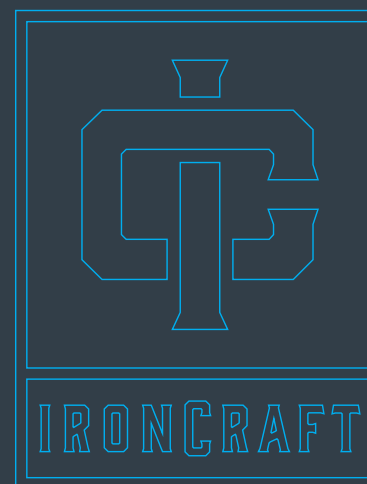
C. ROTATE THE MARK



D. CHANGE THE COLOR OF THE MARK



E. PUT "FUN" LAYER EFFECTS ON ANY VISUAL BRAND MATERIALS



F. OUTLINE THE LOGOTYPE



COLOR

This section covers the usage of our color system, the print and web specifications, and some simple visual guides. If you need something further defined please reach out to your IronCraft contact.

CORE COLOR PALETTE SUPPORT COLORS & SHADES

Core

COLOR PALETTE

IronCraft's core color palette is anchored in the greys of the metal machinery we manufacture, and co-exist with the earthy tones and sunlit accents to represent the environment where our attachments work.

The core colors should be used proportionately as follows:

FORGE GREY /// 35%

GROWTH GREY /// 35%

TERRA BROWN /// 10%

SUN GLOW /// 10%

SANDSTONE /// 10%

PMS 421
CMYK 31, 24, 25, 0
RGB 177, 180, 179
HEX B1B4B3

FORGE GREY

PMS 432
CMYK 79, 64, 52, 43
RGB 50, 62, 72
HEX 323E48

GROWTH GREY

PMS 7526
CMYK 29, 83, 100, 29
RGB 140, 59, 26
HEX 8C3B1A

TERRA BROWN

PMS 7510
CMYK 20, 48, 89, 3
RGB 199, 138, 62
HEX C78A3E

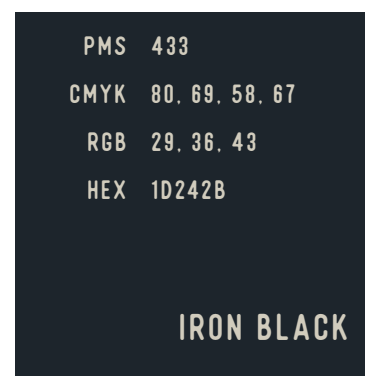
SUN GLOW

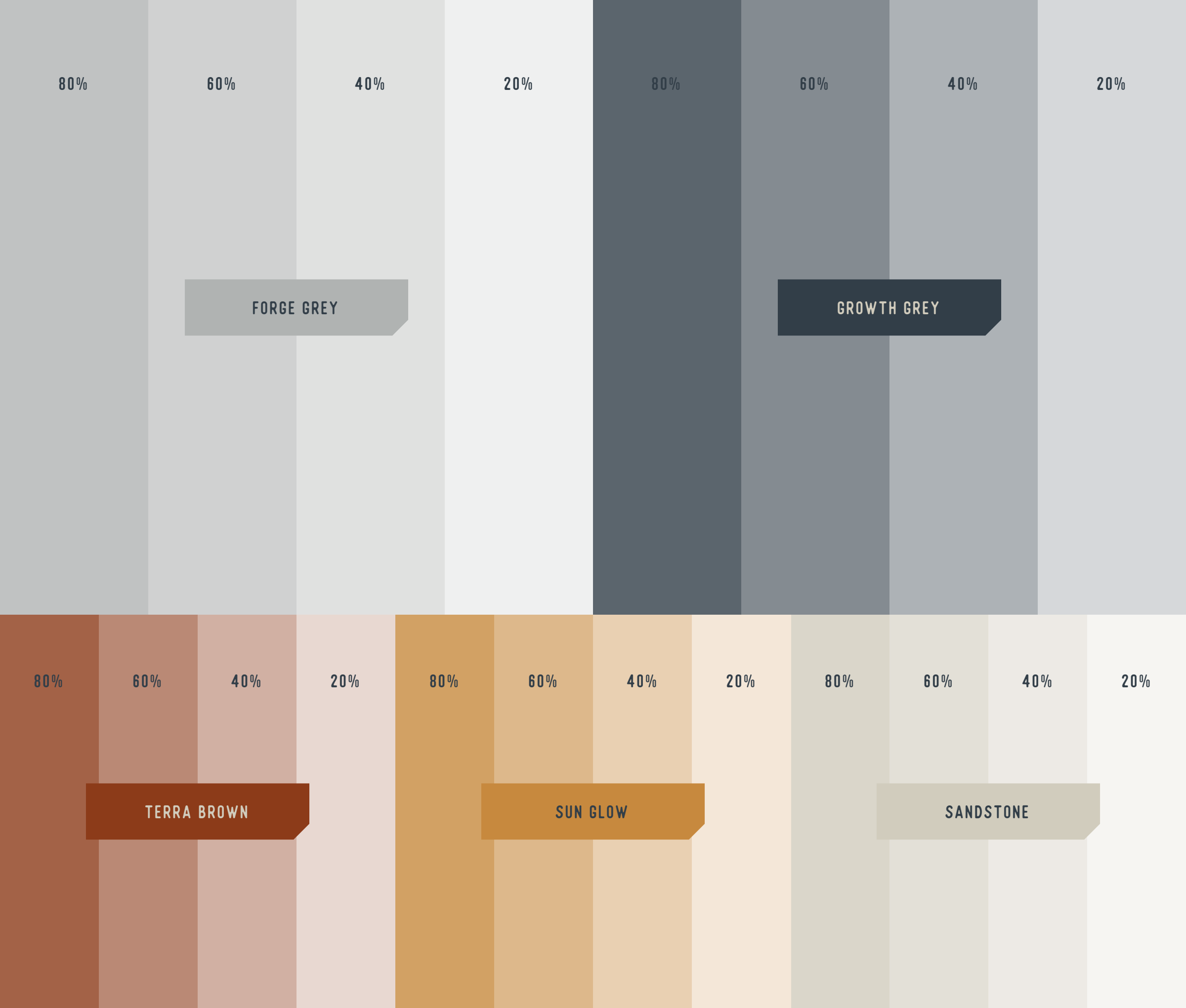
PMS 7534
CMYK 20, 48, 89, 3
RGB 199, 138, 62
HEX C78A3E

SANDSTONE

Support COLORS & SHADES

To support the core color palette, use lighter shades of each of the core colors along with the additional colors listed below. This will help maintain contrast for various executions like supportive graphics and to maintain ADA compliance for digital and web collateral.





TYPOGRAPHY

This section covers the usage of our typography system. Type plays an important role in representing the strength and craft quality of our brand. If you need something further defined please reach out to your contact.

BRAND FONTS

TYPOGRAPHIC STYLES





WE ARE
FIELD
PROVEN



BRAND FONTS

GIN

A vintage display font, Gin exudes power and strength. Tall and stout, Gin is only available in All Caps, which works well for headline copy, product names and is the typeface used for the IronCraft wordmark.

Heritage & HERITAGE SANS

Heritage comes in two styles: script and sans. Both represent the vintage and historic style of the IronCraft brand.

The script version works well as an accent display font and should be used sparingly and for short, simple sentences.

The sans version works well for subheadlines and supportive informational caption copy, and only comes in All Caps.

Noto Serif

Noto Serif is serif typeface and is to be used for all long and descriptive paragraph copy. It works well in small sizes and includes over 3,000+ glyphs.

Aa

AABBCDEFGHHIJK
AABBCDEFGHHIJK

Aa

ABCDEFGHIJK

Aa

AaBbCcDdEeFfGgHhIiJjKk

Aa

AaBbCcDdEeFfGgHhIiJjKk
AaBbCcDdEeFfGgHhIiJjKk
AaBbCcDdEeFfGgHhIiJjKk
AaBbCcDdEeFfGgHhIiJjKk

Available in All Caps, **Gin** has multiple styles, including Regular, Rounded, Rough and Lines, all of which are available as Oblique. Features include stylistic alternates and multiple language support.

Heritage is available in upper and lower cases, numerals, punctuation & symbols, and has many stylistic alternates and ligatures to choose from.

Heritage Sans is available in All Caps and also has stylistic alternates.

Noto Serif is available in four styles: Regular, Italic, Bold and Bold Italic. With 3,256 glyphs, it is a global font and can support nearly every language.

TYPOGRAPHIC STYLES

The IronCraft brand utilizes multiple typefaces, so it is important to use all of them properly and in proportion to one another. The hierarchy to the right contains the recommended sizes and weights to be used for all copy.

Gin should be used for both large and small headlines as well as a hero display type. If a situation calls for additional display copy (to accentuate and add flourish to a headline) use Heritage.

For sub-headline or sub-category copy, Heritage Sans should be used, followed by Noto Serif for all subsequent descriptive and long copy.

DISPLAY

HERITAGE

SIZE: 36 PT

LEADING: 43 PT

TRACKING: 0

HEADING 1

GIN

SIZE: 62 PT

LEADING: 62 PT

TRACKING: 25

HEADING 2

GIN

SIZE: 26 PT

LEADING: 30 PT

TRACKING: 50

SUB-HEAD 3

HERITAGE SANS

SIZE: 25 PT

LEADING: 30 PT

TRACKING: 75

PARAGRAPH

NOTO SERIF

SIZE: 11 PT

LEADING: 18 PT

TRACKING: 0

Iquatum asperunt eaquatis

LOREM IPSUM CONET FUGIT LANDUCIL INCTO EUMQUI

SED UT PERSPICIATIS UNDE OMNIS ISTE NATUS ERROR SIT VOLUPTATEM ACCUSANTIUM DOLOREMQUE LAUDANTIUM, TOTAM REM APERIAM.

QUO COMMOVID C. AD

Ignam inus, tecum nossit que aut faccatquas et expererspel illa dolest et la dolo tore acil ilic te dolorryum ut aut volores suntiisqui ab ius.

Atatibe rchictur, ute vit, volenimin reped utae.

Nam, as sam, si nobit odia natquia speria qui cor ratur, sandiciisima sum quae nissint, es molore, optat optassed modigen imodiscid quatur autempora consendio. Uga. Lique volutenis net volo eatio modia alia dolorumetur?

CAEQUE ATUS, NOCTAM

Ex excestios aligendae volo bearum quam fugitib eatur? Ficiae voluptatum et vel illupti ametur aliti con reicim intem rectius rernat volo berunde mpelis et am, omnis min pra sitint dolupti non conse volent ligent faccumque rem quam fuga. Git ipidi dolupta natinctatem qui cuptatem vitiisciet ad utatur? Lo qui cullendi volestio. Et es sequass itiostrum idici nihicid elitet hillia nobis que nectatae plab ipis inverum voluptio volor.

Supporting **GRAPHICS**

ICONS | BADGES | LOCKUPS

IronCraft has a toolkit of supporting graphics including various icons, vintage badge designs and word lockups. These graphics are reflective of vintage agricultural branding.

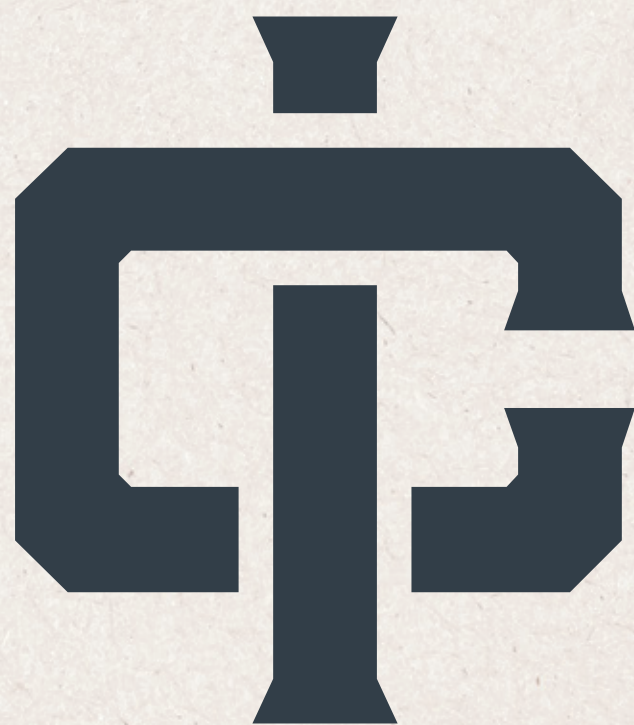
Although all marks are brand approved, they should never be used as replacement for primary or secondary logos, but instead in conjunction with proper logos on materials.

Function-driven supporting graphics like the social media icons and color option icons for various IronCraft products are also available for your use.





Forging Ahead



IRONCRAFT

Forging Ahead

Made in the U.S.A.

WITH U.S. & IMPORTED PARTS





Forging

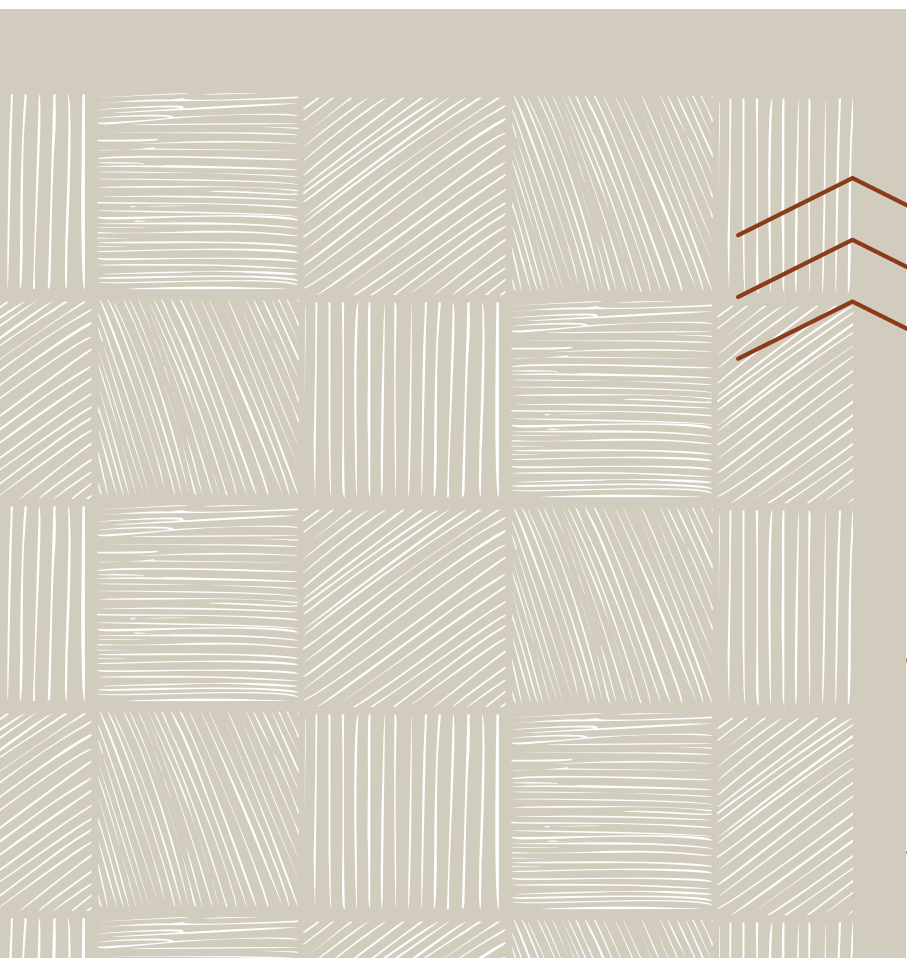
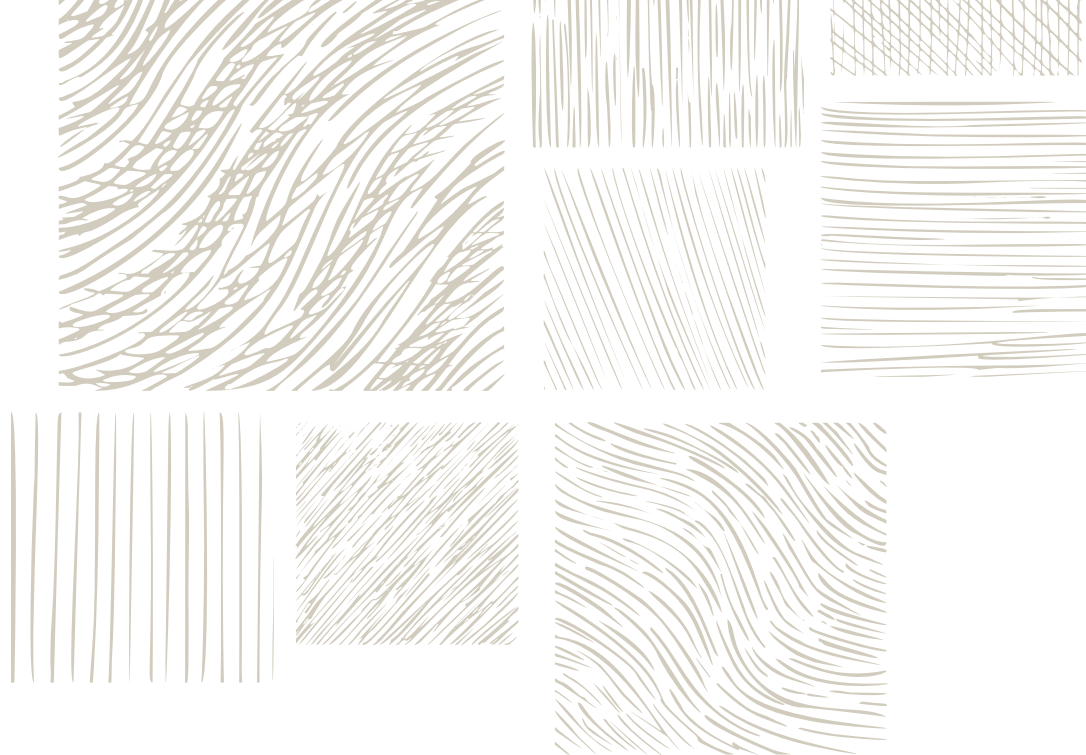
IRONCLAD

FIELD PROVEN

Ahead

DRAFT

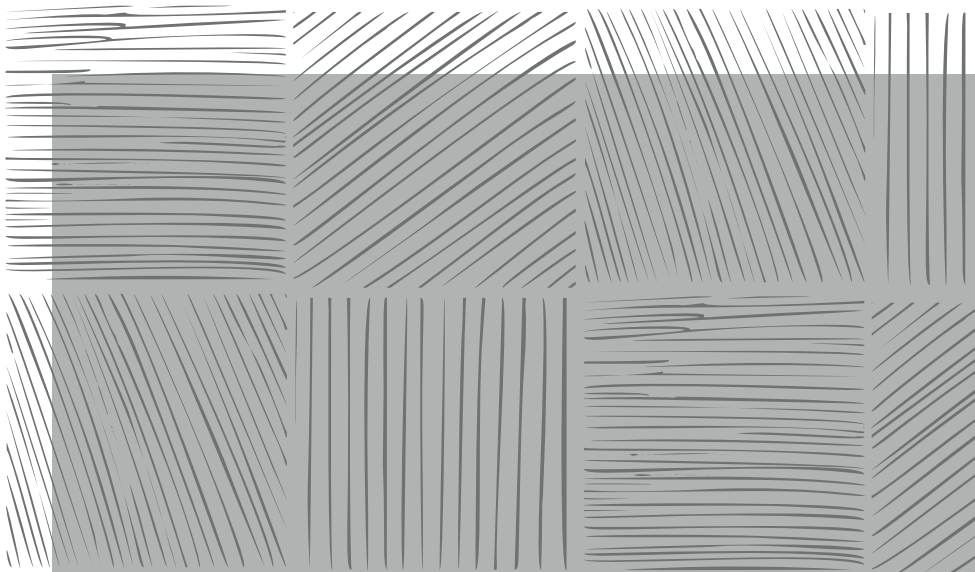
ATTACHMENTS



Visual **ELEMENTS**

IronCraft uses rustic, illustrative line art etchings to further align itself with the agricultural and landscape industry. Various hatch marks and etchings are available to be used as dividers, wayfinding, call-to-actions and background patterns.

Additionally, when framing buttons, images and dividers, we often use bevel corners, which is a design nod to the IronCraft implement shapes and the beveling of the IronCraft icon and wordmark.





PATTERNS & TEXTURES

IronCraft uses background patterns and textures that add a layer of grit, dirt and weathering that "grounds" all brand materials, and is reminiscent of the outdoors and our industry. Patterns are made of various supporting graphics and IronCraft color palettes.



The top right corner features two overlapping rectangular areas. The top area is a dark reddish-brown with a repeating pattern of faint, stylized text including 'CRAFT', 'IRONCRAFT', 'ATTACHMENTS', and 'Forging Ahead'. The bottom area is a lighter, golden-brown with a repeating pattern of faint, stylized text including 'CRAFT', 'IRONCRAFT', 'ATTACHMENTS', and 'Forging Ahead'.

FIELD PROVEN ATTACHMENTS

EST



2014

IRONCRAFT

Forging Ahead

CRAFTED & MANUFACTURED

PHOTOGRAPHY

Photography plays an incredibly important role in IronCraft's branding. Described as the "Heroic Heartland", the earth, sun and sky are the settings for most IronCraft product photography.





PRIMARY STYLE

From sunrise to sunset, the sun and its rays continually shine on IronCraft products and the field in which they work. Even for photography set indoors, colors should be warm, lightened, and have an added layer of grit that not only nods to the timeless nature of farming and manufacturing, but also hints at the hardworking grit of all IronCraft team members.









CONCLUSION

We know we can't possibly cover every branding use case. Therefore, this is a living, evolving document. If you have any questions that aren't covered here, please reach out to your IronCraft contact.

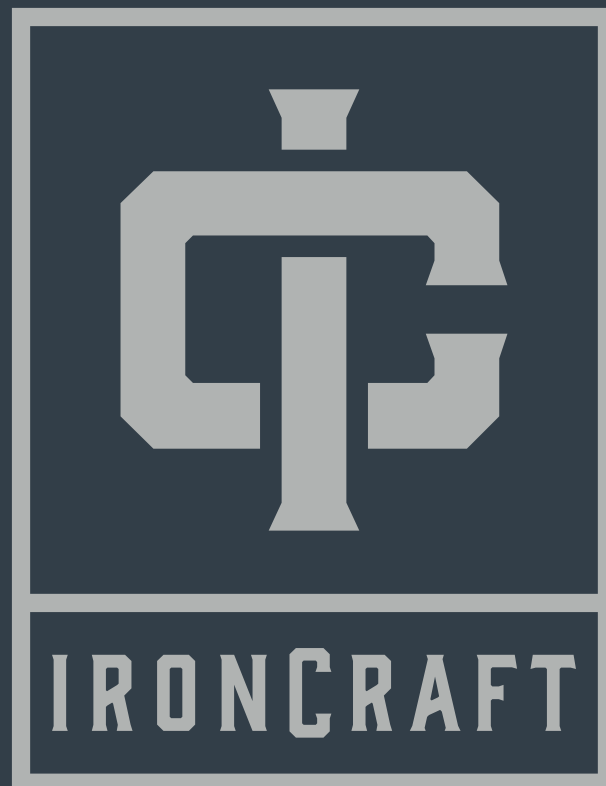
SUMMARY

This style guide outlines the color system, visual language, typography, and tone of the IronCraft brand. It is prohibited to explore outside the distinctions made within this document while designing under the name of IronCraft. The design of any extending collateral should also adhere to what is included in this guide.

INFORMATION

This document serves as a foundational guide to using this brand identity. It covers all the rules regarding color, alignment, artistic direction, and more. These guidelines are for the use of the IronCraft team and associated agencies only. If there is ever doubt, please refer back to this document. If you should have any questions, please contact: [\[contact@ironcraftco.com\]](mailto:contact@ironcraftco.com)

Thank You



Forging Ahead