

CCP Direct

Brand Identity Guidelines

DRAFT 12.3.24



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DRAFT 12.3.24

Welcome

Introducing CCP Direct.

We've created this guide to help introduce the CCP Direct brand and all of its products, services, and solutions that we provide. This guide is engineered to help us apply the CCP Direct brand visual and messaging elements consistently and efficiently across various channels — both online and offline. The information and examples contained in these guidelines will provide you with a solid understanding of the CCP Direct brand and help you bring it to life both visually and verbally.

In addition, this guide is designed to help protect our brand from misrepresentation or misuse. To safeguard the integrity of our image, all new and revamped external-facing communications will need to be reviewed and approved by the brand leadership team.

We hope this book helps you to implement and extend our brand in ways that elevate the prestige, value, and effectiveness of all communications.

What good VBLs do for businesses

- Ensure that visual and physical aspects of a brand align with its aspirations
- Enable meaningful connections between product, brand, and user
- Strong visual consistency provides a foundation for differentiation
- Strong and consistent visual identities establish a unique and valued relationship between brand and end-user audiences

Brand Narrative



We know.

Here's a short list of the things we know: We know you. We know your business.

We know you want choices in how to communicate.

We also know our products.

And we know how to use all this knowledge to help you succeed.

In business, relationships still matter. We start by getting to know you – really know you – and your business.

YOU decide how you want to interact with us. Online. Through field reps. On the phone with one of our in-house, on-location representatives. Via text chat. It's entirely up to you.

Obviously, we know our product inside and out. Put it all together, and we know how to put you in touch with the products you need to help your business grow. And we know it better than anyone.

Sounds pretty great, doesn't it? We know.

Brand Narrative



We know is a colloquial and gettable affirmation of being both friendly *and* smart. We're using the promise of our speech bubble to literally tell our customers that "we know" their businesses, challenges, and needs. Inherent is our pledge to get to know them even more intimately – which implies the communication we bring to every sale. And the choices available in communication type because, again, we know they have their own preferences and we are here to meet them wherever they are.

"We know" can also be mined for endless messaging about product support, empathy and understanding about the demands of today's business environment, industry and application expertise, interpersonal "soft" skills often lacking in competitors, and product knowledge that adds value to our customers' operations.

Why would customers deal with competitors who might NOT know all this? Because they don't have to...

CCP Direct is right here and **We know**.

Brand Personality Traits

Helpful

Smart

Dependable

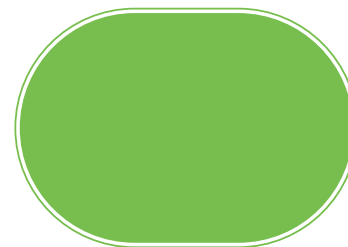
Accessible

The Logo

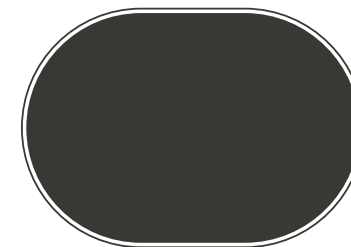
Our accessibility is what sets CCP Direct apart from its competitors. We're easy to reach. We're easy to deal with. And we make it easy to find what you need. Establishing and keeping an open line of communication with customers is the idea behind this logo. It's a deceptively simple mark, made up of a stylized C and P, which together also make up the shape of a speech bubble. It indicates how CCP Direct is always open, with a direct line of communication to customers.



Primary Color Logo



CCP Green: Pantone 360
R97 G194 B80
C63 / M0 / Y92 / K0
HEX#61C250



CCP Rich Grey: Pantone 447
R55 G58 B54
C69 / M59 / Y64 / K54
HEX#373A36



White
R255 G255 B255
C0 / M0 / Y0 / K0
HEX#ffffff

Logo Usage

Primary Logo usage

The four-color version of the logo should be used wherever possible when representing CCP Direct. The logo can be reproduced on a white background or reversed on a darker background or dark image.



Primary Color Logo on white



Primary Color Logo on a dark background



Primary Color Logo on a dark image

Logo Usage

Secondary Logo usage

These logos should be used when production only allows for a single color or printing situations where black is preferred, such as cardboard packaging.



Secondary Logo Rich Grey



Secondary Logo Black



Secondary Logo White on dark background



Secondary Logo Black on cardboard

Logo Usage

Submark

This is **not** the primary logo, but this submark should be used in situations where space is at a premium, or where space is more vertical than horizontal. This may also be ideal for the CCP Direct company profile logo for Social Media.



Submark 4/c



Submark Rich Grey



Submark Black



Submark Green and White on dark background



Submark White on dark background



Submark White on dark shirt

Logo Usage

CCP Direct Icon

The “talk bubble” icon is a creative asset from the primary logo. It is **not** to be used in place of the CCP Direct logo, but can be used as a supportive visual design element for the brand.



CCP Direct Icon Green



CCP Direct Icon Black



CCP Direct Icon White on dark background



CCP Direct Icon White on dark image



CCP Direct Icon White with emboss effect on dark image

Logo Usage

Clear Space

The clear space defines the minimum breathing room around the CCP Direct logo, and the minimum distance between the logo and the edge of a printed piece.

The minimum clear space that must surround the logo is equivalent to a square that is the exact cap height of the type in the logo.

Minimum Size

In print, the logo should never appear smaller than 1.6". On screen, it should appear at least 153 pixels wide.



Clear Space



Square = cap height

Minimum Size



Print: 1.6"

Screen: 153 pixels

Incorrect Logo Usage

Any modification to the CCP Direct logo confuses its meaning and diminishes its impact, so as such is not allowed. Precise artwork has been created to accommodate any usage needed. Never redraw, translate, or otherwise later our logo in any way. Presented here are examples of incorrect usages that must be avoided to maintain the integrity of the CCP Direct brand.



Do not recreate, retype or redraw our logo.



Do not stretch or alter our logo in any way.



Do not change the color of our logo in any way.



Do not use graphic effects (drop shadows, etc.).



Do not place our logo on backgrounds with high contrast or backgrounds that limit legibility.



Do not place our logo on backgrounds with low contrast or backgrounds that limit legibility.



Do not add outlines or strokes around the logo.



Do not place our logo near objects without the defined clear space.



Do not place our logo on colors that limit or hamper legibility.

Brand Name



Correct usage of the brand name:

The correct usage of the brand is “**CCP Direct.**”

It should always be referred to in text as “**CCP Direct**”.

It should **not** be referred to as “CCP” or “CCPD” or any other variations.

The letters **CCP** and **D** in CCP Direct should always be capitalized in text, never lower case. Do not mix the sentence case in text. There should always be one space between “CCP” and “Direct.”

Incorrect usage of the brand name:

~~CCP direct~~

~~CCPDirect~~

~~CCPDIRECT~~

~~ccpdirect~~

~~CCP~~

Color Palette

Primary Colors

The two primary colors of the CCP Direct logo are a bright, clean green paired with a rich grey. The green evokes a sense of balance and calm, while having a strong connection to safety.



CCP Green



CCP Green: Pantone 360
R97 G194 B80
C63 M0 Y92 K0
HEX#61C250

CCP Rich Grey



CCP Rich Grey: Pantone 447
R55 G58 B54
C69 M59 Y64 K54
HEX#373A36

Color Palette

Primary Colors

The three primary colors are born from the CCP Direct logo. The CCP Green and Rich Grey are the two foundational brand colors and should be used most often in creative executions. The Rich Grey is ideal for backgrounds and type.

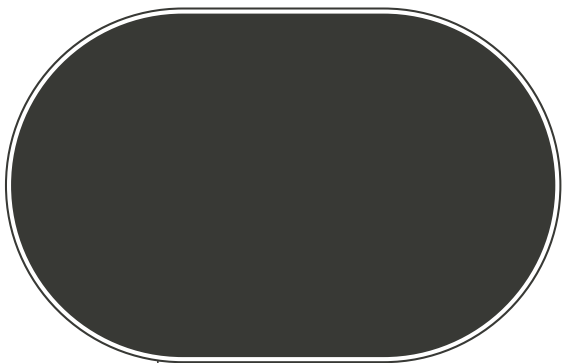
Secondary Colors

The secondary color palette provides vibrant accents to the primary colors, and allows for opportunities to create variations for backgrounds and type in creative executions.

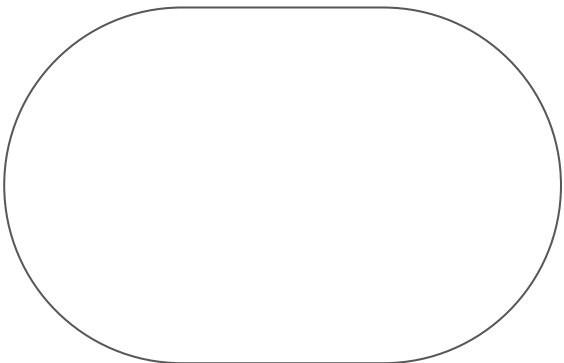
Primary colors



CCP Green: Pantone 360
R97 G194 B80
C63 M0 Y92 K0
HEX#61C250

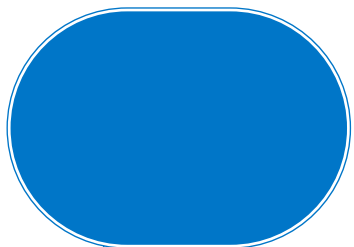


CCP Rich Grey: Pantone 447
R55 G58 B54
C69 M59 Y64 K54
HEX#373A36



White
R255 G255 B255
C0 M0 Y0 K0
HEX#ffffff

Secondary colors



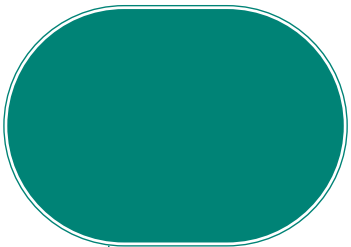
Pantone 3005
R0 G122 B201
C100 M28 Y0 K0
HEX#007AC9



Pantone 431
R91 G102 B112
C67 M52 Y44 K17
HEX#5B6770



Pantone 165
R241 G93 B34
C0 M79 Y98 K0
HEX#F15D22



Pantone 327
R0 G133 B104
C86 M25 Y70 K90
HEX#008568

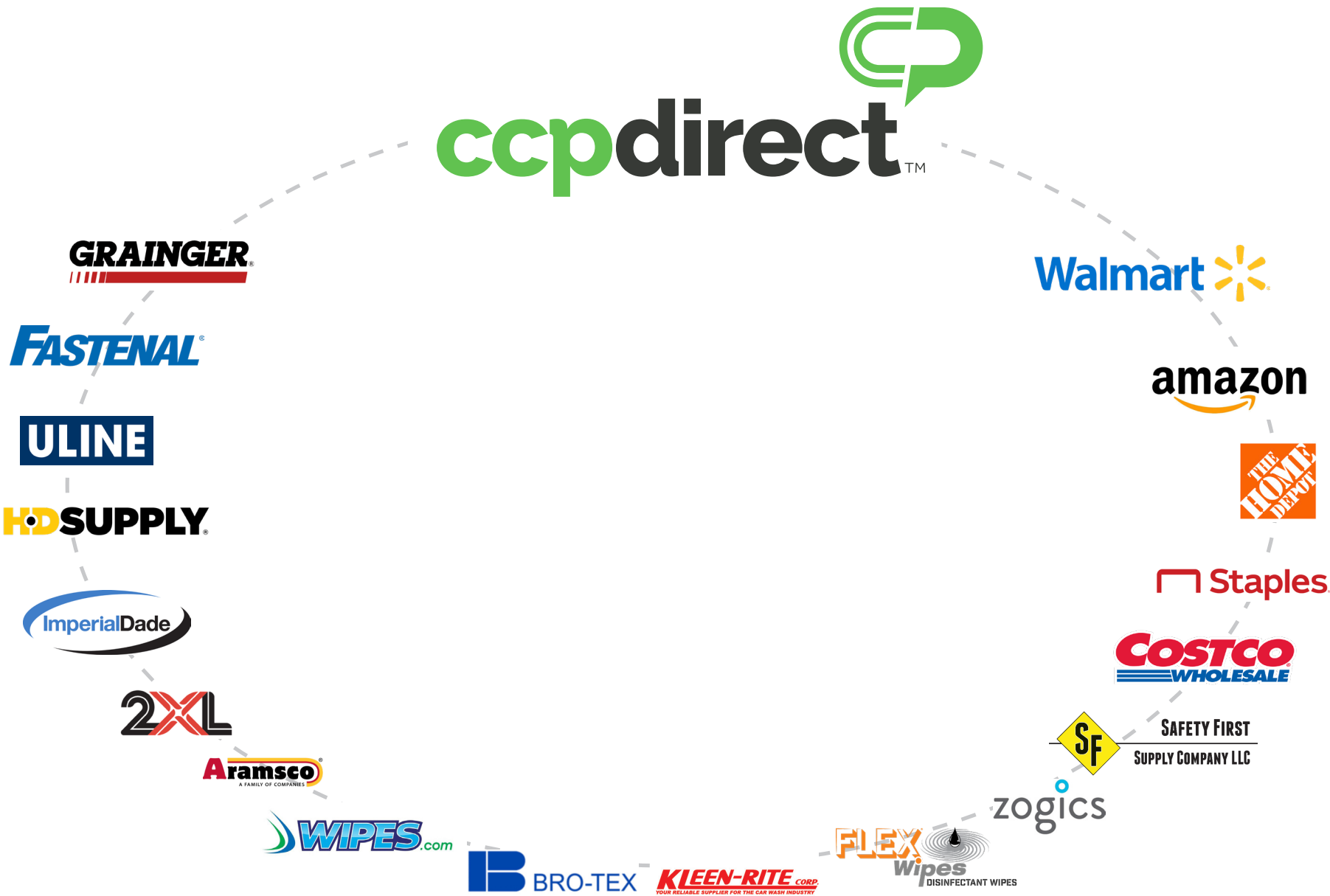


Pantone 137
R243 G162 B25
C0 M40 Y100 K2
HEX#F3A219

Color Palette

The Competetive Landscape

The distinct logo colors and strong, clean font allow for the CCP Direct brand to stand out among the competition.



Typography

Our **primary** brand typeface is Effra CC.

The sans serif Effra CC font family features smooth, even lines and open shapes for a very clean and modern look. Effra offers a wide variety of weights, which provides maximum flexibility with type choices for creative executions. The light and regular weights are ideal for body copy, while headlines can be set in various bold weights, from medium to extra bold and black. As our PRIMARY typeface, Effra should be used wherever possible.

Effra CC

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%&"*+={/>

Hairline

Hairline Italic

Thin

Thin Italic

Light

Light Italic

Regular

Regular Italic

Medium

Medium Italic

SemiBold

SemiBold Italic

Bold

Bold Italic

XBold

XBold Italic

Black

Black Italic

We know.

We know how pros work.

Typography

Our **secondary** brand typeface is Roboto.

In situations where Effra is not available, the
alternative font to use is Roboto.

Roboto

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%&"*+={/>

Thin

Thin Italic

Light

Light Italic

Regular

Regular Italic

Medium

Medium Italic

Bold

Bold Italic

Black

Black Italic

We know.

We know how pros work.

Photography

Application Photos:

In product application photos, the goal is to capture the product being used in its natural environment as realistically as possible by everyday people. The goal is to bring as much humanity into images as possible. An effort should be made to keep the CCP Direct product being used front and center and in focus, with the rest falling off to softer focus.



Photography

Creative usage of images: Cropping and Gradients

The right corners of the photos should be rounded, creating a curved edge to the right side of the image.

We then lay the oval line graphic element over the image, matching the height and curve of the photo. The oval should be 50% transparent.

Lastly, we also add a soft gradient to each image, flowing from left to right, and on a slight angle. The colors for each should come from our brand color palette, and should pick up on colors contained in the photo. They will give a rich feel to the images and help direct the viewer's eye to our product.



Creating the image: 1) Round the right top and right bottom corners of the image box. 2) Lay the curved line graphic over the photo, cropping the top and bottom to match the top and bottom height of photo. Make transparency 50%. 3) Lay an angled gradient on top, using a color from our brand palette.



Other examples

Photography

Creative usage of images:

Integrating Type

We can also utilize a double curved line graphic element over the middle part of a photo to create an area for type/headlines. The inside curved line is 100% white, the outside line is 50%.

Headlines should be centered in the height of the photo, and flush left.



Utilizing the curved line graphic with the photo.



Other examples

Creative Example Gallery

Sell Sheets:

Product sell sheets utilize the double curved line graphic element over the application photo to create an area for the product name, and guide the eye directly down to the photo of the product.

Secondary colors are used to create visual interest and to allow for certain area of information to stand out, such as Industries.

Product Name

Product name set in caps, descriptor in u/lc
White
Effra Bold
30 pt. / 32 pt., flush left

TASKBrand® Wash + Dry Prep Cloth

We know cleaning and detailing.

Temperes sitatque aut odii beanipsum doluptate enierat aut accus velent quo i fus dolorpo rectum di aut quis ducietus aut liquidebit ut vel maximo refero refero eversipid qui vel ipsunibus quo blatis et landiorehent allatp erroro eesed ut et pilipat aptibee volupta asumusto dolesumque solo vente derum.doluptatum, volior ate volior sunt odipsum. Usam, nam qui illicet inilium nobis et enem andipsum ut hilaabo.

Automotive / Transportation / Marine / Manufacturing / Healthcare and Laboratories

Key Features

- Made from natural rubber latex
- Examination grade
- Non-sterile
- Beaded cuff, standard length
- Double chlorinated; provides excellent donning
- Textured fingers for a better grip
- Excellent comfort, fit, and feel

Applications

- Vehicle and equipment repair
- Auto body work
- Inspections
- Woodworking
- Cleaning and sanitation
- Any general purpose or industrial application

Standard
Meets ASTM D5578-05

Glove Thickness
Palm: 6.5 mil Finger: 7.5 mil

Item #	Description	Color	Size	Glove Length	Glove Width	Selling Unit
GL15G5F	Powder Free	Natural	Small	240 mm	84 +/- 3 mm	100/bx 30/bags
GL15G5F	Powder Free	Natural	Medium	240 mm	94 +/- 3 mm	100/bx 30/bags
GL15G5F	Powder Free	Natural	Large	240 mm	105 +/- 3 mm	100/bx 30/bags
GL15G5F	Powder Free	Natural	X-Large	240 mm	121 +/- 3 mm	100/bx 30/bags

Questions? Call us.

26301 Curtis-Wright Parkway, Cleveland, OH 44143
p: 800.321.2840 / f: 800.445.8366 / ccpdirect.com

Anchor elements

CCP Direct logo and "Questions? Call us." and address are permanent elements for all sell sheets.

Band of color

Secondary color

Industries

Effra XBold
9 pt.
Set in secondary color

HAND ARMOR® GEOTEX GRIP™ Nitrile Gloves

We know grip is just as important as protection.

Alere smugnum, essa dolorem. Et et officium quodiam re sunt ea dolupta tamsuodam figh, ad uni, officet esseam quislo nemesius ne vel que noapicet rei. Lorem Cetera etitas dolere voluptum quae quai tem. Ut officio. Ro. Labo. Nem exsistat evium, et acestem ligemus assustiat ut vellam estin cum moliri omni volupta ipici occum voluptat.

Automotive / Industrial / Construction / Transport / Oil & Gas / Repair / Cleaning & Sanitation

Key Features

- Heavyweight industrial glove
- Not for medical use
- Made from synthetic rubber or butadiene
- Latex free
- Available in orange and black; or orange enhances visibility
- Standard length; beaded cuff
- Palm and finger textured; bead textured for better gripping in both wet and dry applications

GEOTEX GRIP Texture
Bead textured for better gripping
in both wet and dry applications

Applications

- Vehicle and equipment repair
- Auto body work
- Inspections
- Woodworking
- Cleaning and sanitation
- Any general purpose or industrial application

Standard

Meets ASTM D6319 for physical properties.

Meets FDA CFR Title 21 Indirect Food Additive Regulations Part 174-178

Glove Thickness

Palm 8.5 mil* Finger 9 mil* Cuff: 5 mil

Item #	Description	Color	Size	Glove Length	Glove Width	Glove Weight	Selling Unit
GA20TDSM	Powder free	Orange	Medium	235 mm	90 mm	8.1 x 0.5 g	100/bx 50/bx/cs
GA20TDSL	Powder free	Orange	Large	235 mm	103 mm	8.9 x 0.5 g	100/bx 50/bx/cs
GA20TDSXL	Powder free	Orange	X Large	235 mm	108 mm	9.7 x 0.5 g	100/bx 50/bx/cs
GA20TDSK	Powder free	Orange	XX Large	235 mm	117 mm	10.2 x 0.5 g	100/bx 50/bx/cs
GA20TDSM	Powder free	Black	Medium	235 mm	90 mm	8.1 x 0.5 g	100/bx 50/bx/cs
GA20TDSL	Powder free	Black	Large	235 mm	103 mm	8.9 x 0.5 g	100/bx 50/bx/cs

Questions? Call us.

2630 Carlson-Wright Parkway, Cleveland, OH 44143
p: 800.321.2840 / t: 800.446.8566 / e: cccp@cccpdirect.com

Headline

Utilize the idea of “We know...”
Set “We know” in secondary brand color,
the rest in Rich Grey.
Effra Bold, 24 pt. (size can vary dep. on
headline length)

Body Copy

Effra Regular, 9/13
Black

PROWORKS® Total Grip Latex Gloves

We know how pros work.

A favorite with automotive and industrial accounts, our Total Grip heavy duty gloves are designed to provide superior protection when used in wet, dry or oily environments. The textured fingers enhance grip for assembly and inspection work or when handling wet or slippery objects. Total Grip gloves are double chrominated to provide easy donning and increased resistance to solvents.

Automotive / Transportation / Marine / Manufacturing / Healthcare and Laboratories

Key Features

- Made from natural rubber latex
- Examination grade
- Non-sterile
- Beaded cuff, standard length
- Double chrominated, provides excellent donning
- Textured fingers for a better grip
- Excellent comfort, fit, and feel

Applications

- Vehicle and equipment repair
- Auto body work
- Inspections
- Woodworking
- Cleaning and sanitation
- Any general purpose or industrial application


Standard
Meets ASTM D3578-05

Glove Thickness
Palm: 6.5 mil Finger: 7.5 mil

Item #	Description	Color	Size	Glove Length	Glove Width	Selling Unit
GL1485FS	Powder Free	Natural	Small	240 mm	84 +/- 3 mm	100/pa-10/bags/cs
GL1485FM	Powder Free	Natural	Medium	240 mm	94 +/- 3 mm	100/pa-10/bags/cs
GL1485FL	Powder Free	Natural	Large	240 mm	104 +/- 3 mm	100/pa-10/bags/cs
GL1485FX	Powder Free	Natural	X-Large	240 mm	113 +/- 3 mm	100/pa-10/bags/cs

Questions? Call us.

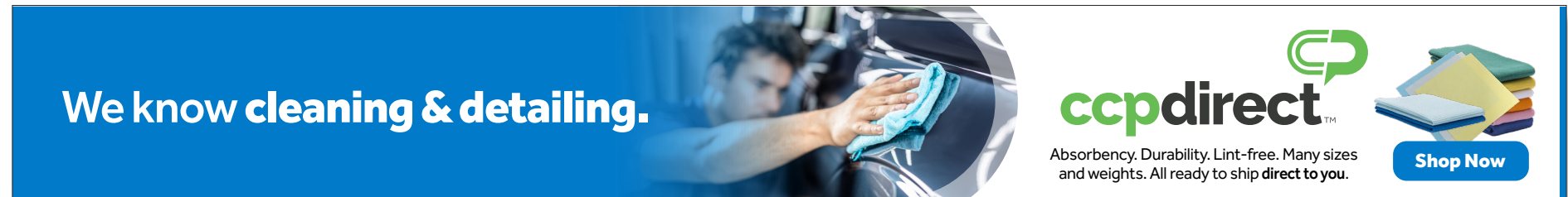
26101 Curious-Wright Parkway, Cleveland, OH 44143
p: 800.321.2840 / f: 800.445.8366 / ccppdirect.com


ccpdirect™

Creative Example Gallery

Digital Ads


Our horizontal digital ads take advantage of our unique curved cropping on the right side, leading the eye directly from the headline to the application photo to our logo.



Creative Example Gallery


Print Ads

Our print ads utilize the main application photo and secondary color to create a cohesive brand feel across a series of ads. A small representative group of products leading to the CCp Direct logo anchors the bottom of the ads.




We know cleaning and detailing.

We know how important speed and choice are to the car wash industry. CCP Direct has what you need. Absorbency. Durability. Lint-free. Many sizes and weights. All ready to ship direct to you!




ccpdirect™
800.321.2840 / ccpind.com




We know grip is just as important as protection.

Atem simusam, eosa dolendae. Et et officin quo oditiam re sunt ea dolupta tamusdandam fugit, ad unt, officid esectern. Nem essinctis eiusam, et acestem lgenimus assustisit ut vellam estin. All ready to ship direct to you!




ccpdirect™
800.321.2840 / ccpind.com



We know how pros work.

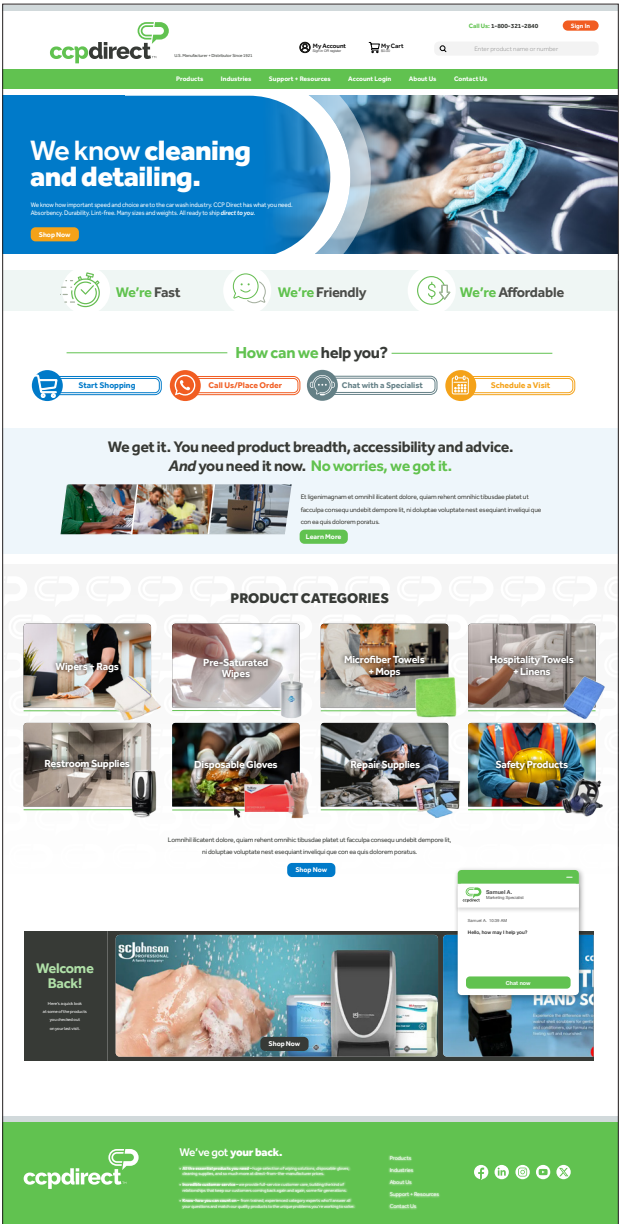
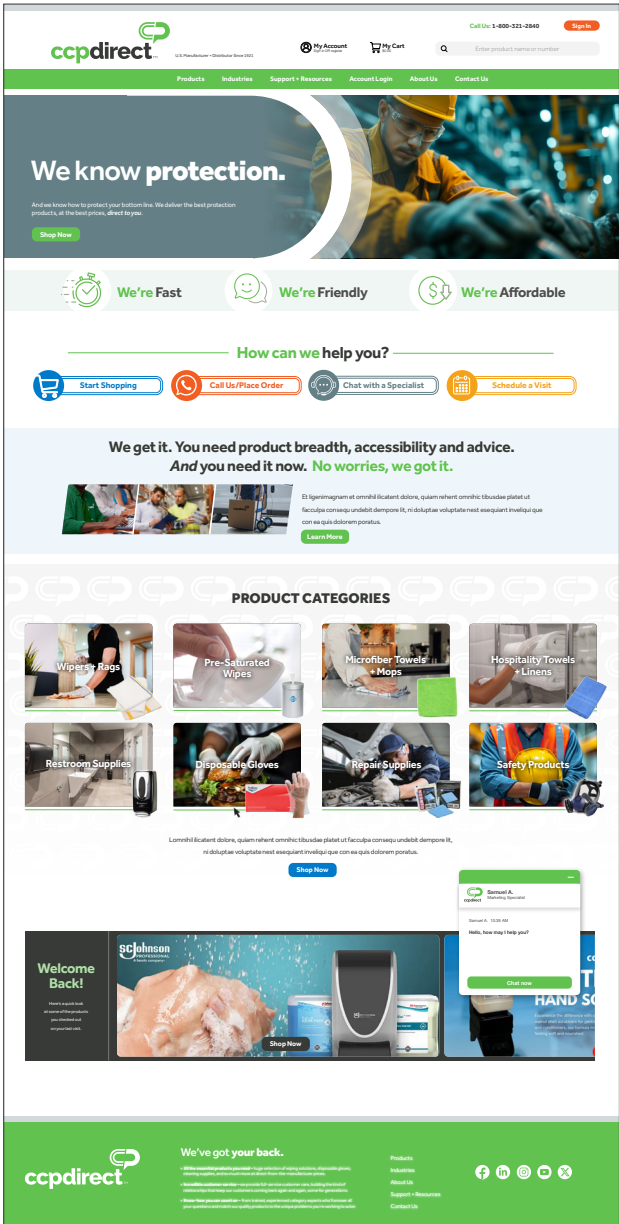
Let's keep it clean in there. And everywhere else cleaning has to happen. We've got the supplies, support, and shipping you need. All ready to ship direct to you!



ccpdirect™
800.321.2840 / ccpind.com

Creative Example Gallery

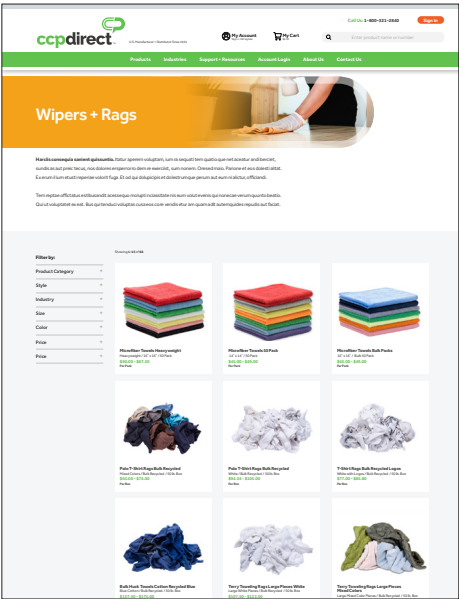
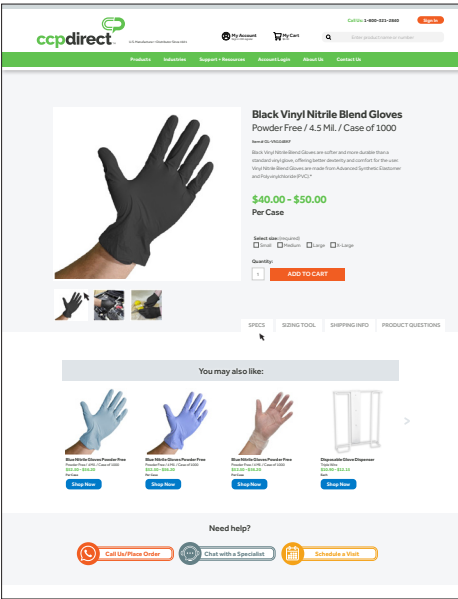
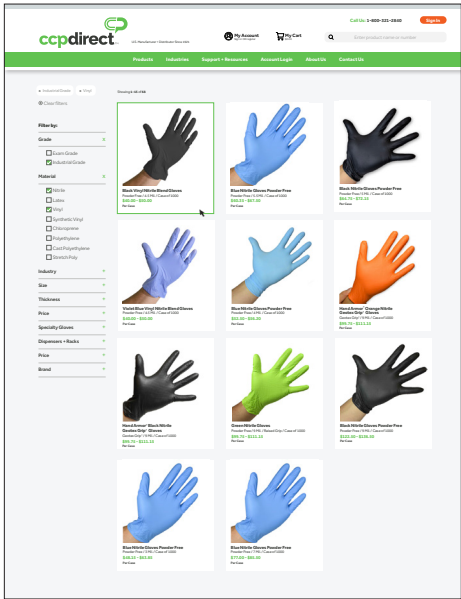
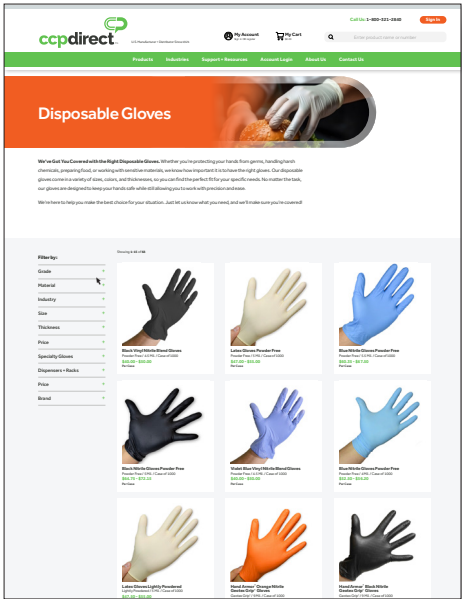
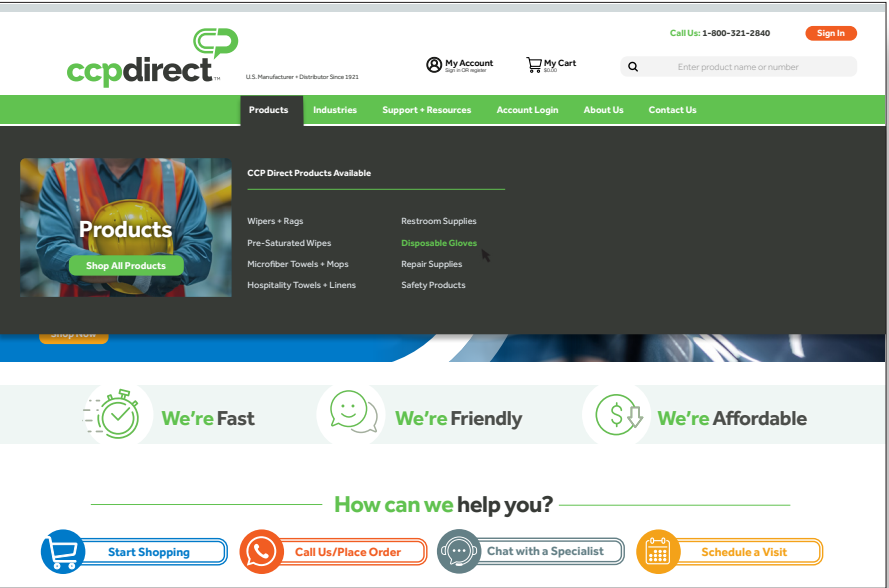
Website: Homepage



Creative Example Gallery

Website: Navigation & Drill Down to Product Pages examples

We know visitors are here primarily for products. We know modern web is driven by smart navigation. This type of navigation dropdown menu allow visitors maximum access with ease.

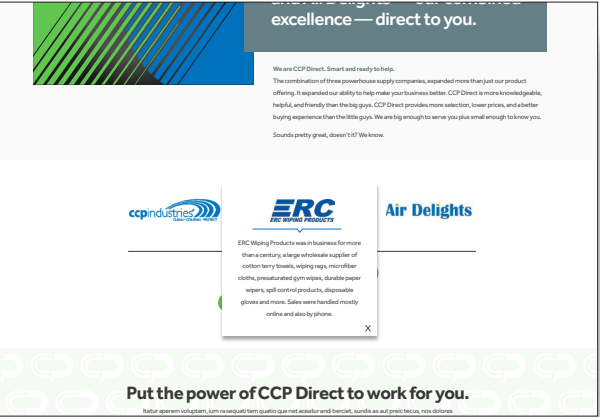
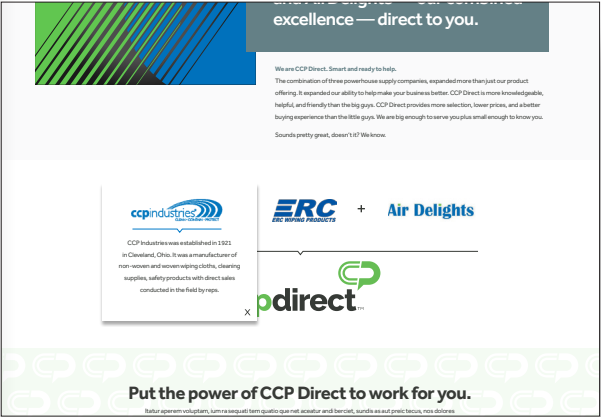


Creative Example Gallery

Website: About Us page example

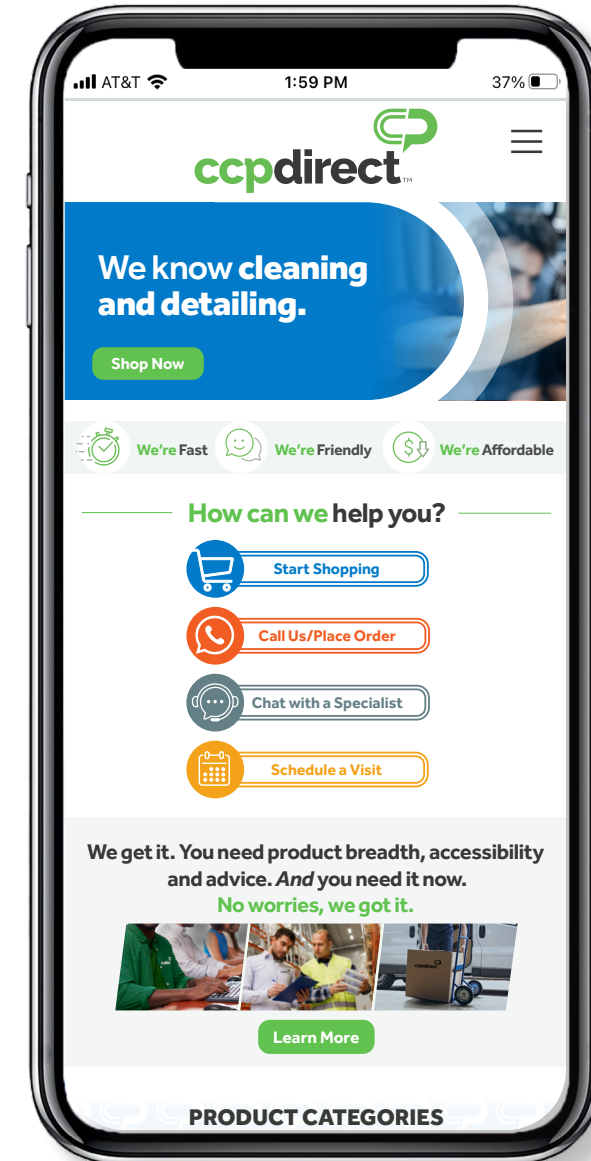
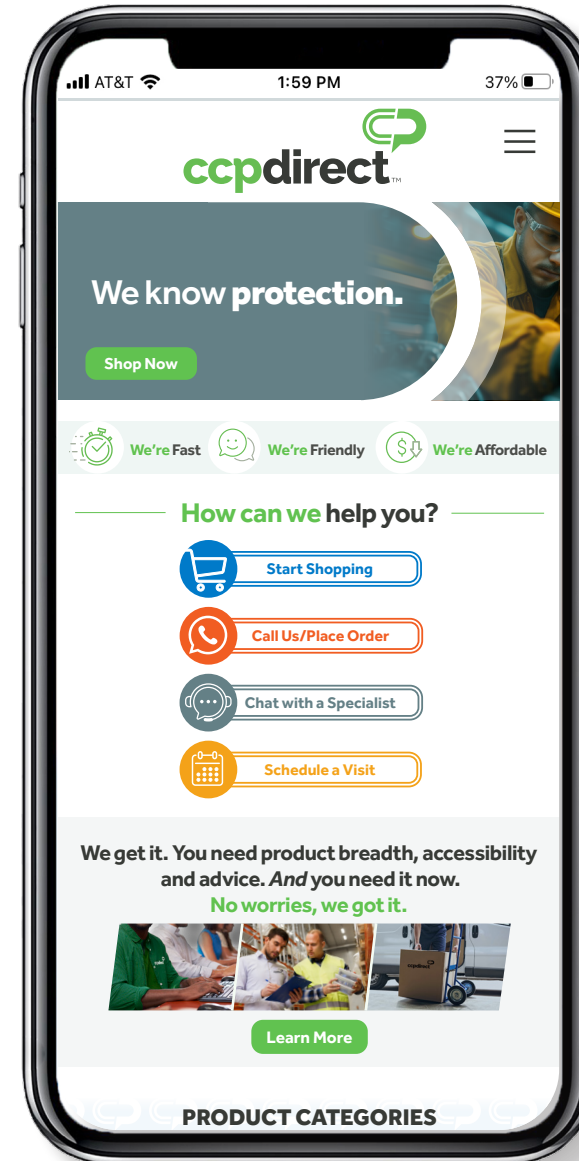
It's important to be proud of our history. We can inform new customers of our rich history, and putting existing customers minds at ease if they have any concerns about the new brand name and combining of the three companies.

Dropdown panels inform visitors about the three parent companies.



Creative Example Gallery

Website: Responsive Design



Creative Example Gallery

Sales Literature:



Cover Example

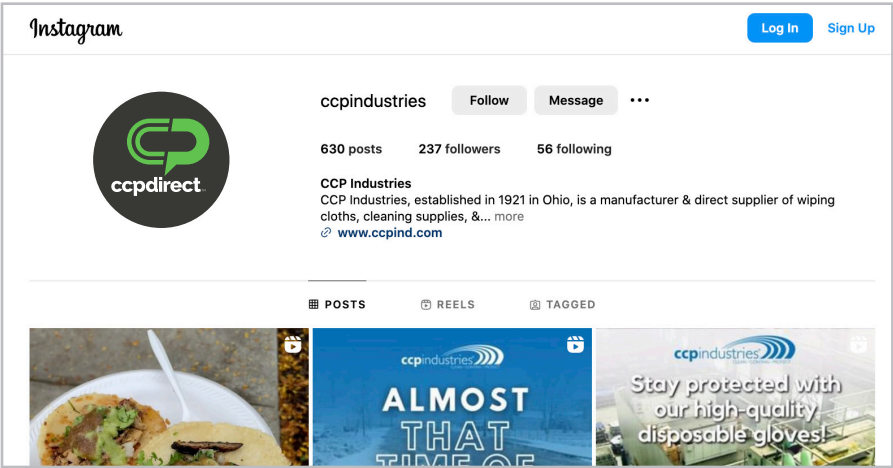


Inside Cover, Table of Contents Example

Creative Example Gallery

Social Media

The Submark logo can be ideal for Social Media company profile images, where company logos need to fit onto circles or squares.



Submark Green and White used as company profiles

