

# SPIDERLATH™





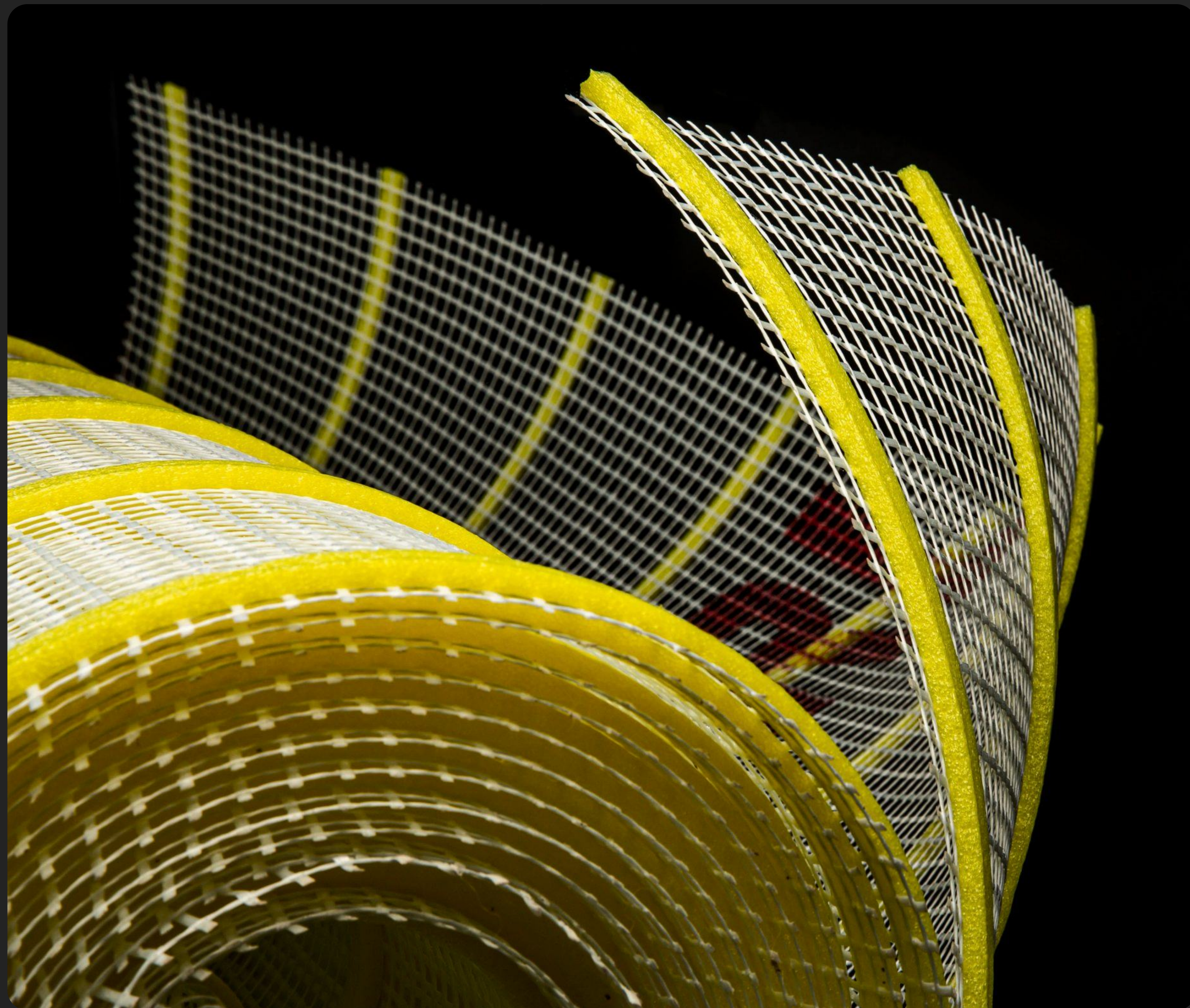
# SPIDER LATH™



## Brand Guide

### Introduction

Our brand is more than just a logo—it's the personality behind everything we do. These guidelines help keep our message consistent across all content, from ads to merchandise, ensuring everyone understands what SpiderLath is all about. Remember, our brand is our strongest asset, blending playful fun, clear simplicity, and innovative reliability.







## Tone of Voice

Logo

Color

Typography

## Tone of Voice

It's important to write with a recognizable tone of voice that represents the SpiderLath brand. At SpiderLath, we aim to make masonry work enjoyable and efficient. Our tone is both playful and professional, adding a lighthearted touch to serious projects while ensuring clarity through straightforward language. Rooted in innovation and reliability, SpiderLath uses a confident, knowledgeable voice that users can trust.

### ToV Principle One

## Playfully Professional

SpiderLath blends ease with professional quality. Our friendly, approachable tone, sprinkled with humor, makes even serious projects feel enjoyable. Whether the job is crafting a grand fireplace or a whimsical amusement park dinosaur, we're here to add a smile to masonry work.

### ToV Principle Two

## Straightforward & Simple

SpiderLath speaks clearly and directly, avoiding jargon and complexity. Our messages are concise and to the point, making it easy to understand the unique benefits of SpiderLath. With us, it's all about lighter, faster, easier – no beating around the bush.

### ToV Principle Three

## Innovative & Trustworthy

SpiderLath stands for innovation and reliability. Our confident and knowledgeable tone assures our modern solutions and expert quality. From coastal homes to creative projects, trust us to provide durable, cutting-edge products your granddad wished he had.



Tone of Voice

**Logo**

Color

Typography

## Our Logo

Our logo, a bold and unique yellow spiderweb, captures the essence of SpiderLath perfectly.

It's a symbol of our playful yet professional spirit. To ensure maximum impact, please use it consistently across all channels, following the provided guidelines.

# SPIDERLATH™



Vertical



Vertical + Tagline



Horizontal



Horizontal + Tagline





Tone of Voice

**Logo**

Color

Typography

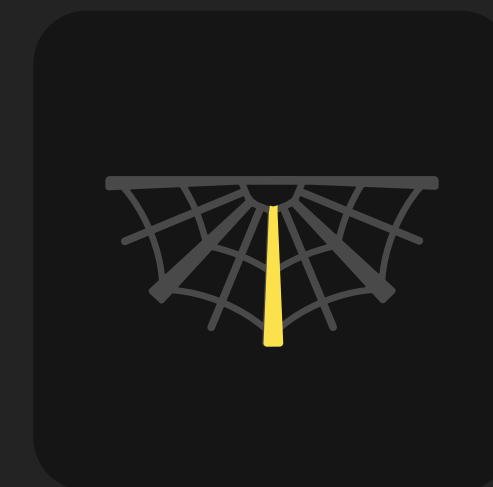
## Logo Deconstruction

Our logo is truly unique to us. It features a striking grid lathing pattern, a vibrant pop of yellow from the lath strip, and three key descriptors. This design captures the true spirit of SpiderLath, making a bold and memorable impact. It's instantly recognizable, helping people connect with our brand wherever they see it.

# SPIDER LATH™



Grid Lathing Pattern



Spider Lath Strips



3 Key Descriptors



Tone of Voice

**Logo**

Color

Typography

## Color Pairings

For the best visibility, pair our logo with the recommended colors. Use the black logo on light backgrounds and the white or yellow logo on dark backgrounds. When placing the logo over photography, choose a one-color version that stands out and is easy to read.

**SPIDER  
LATH™**



White, Yellow + Black

**SPIDER  
LATH™**



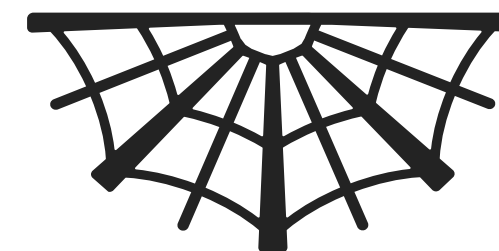
Yellow + Black

**SPIDER  
LATH™**



Black + Yellow

**SPIDER  
LATH™**



Black + White

**SPIDER  
LATH™**





Tone of Voice

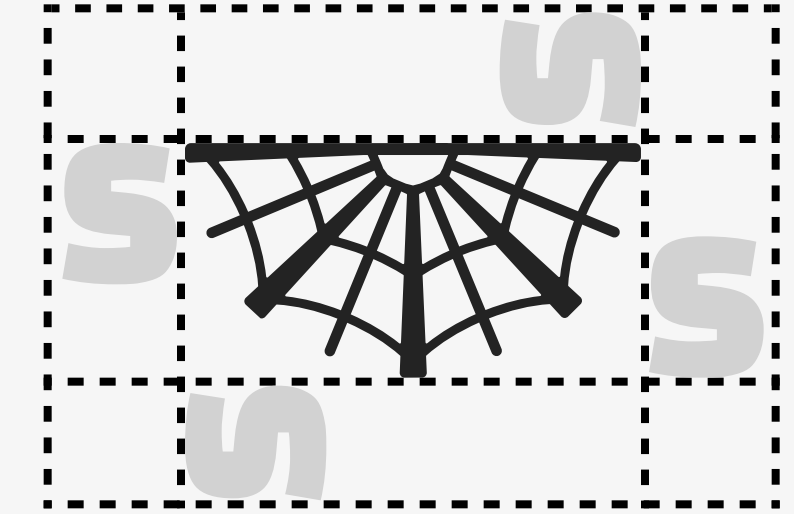
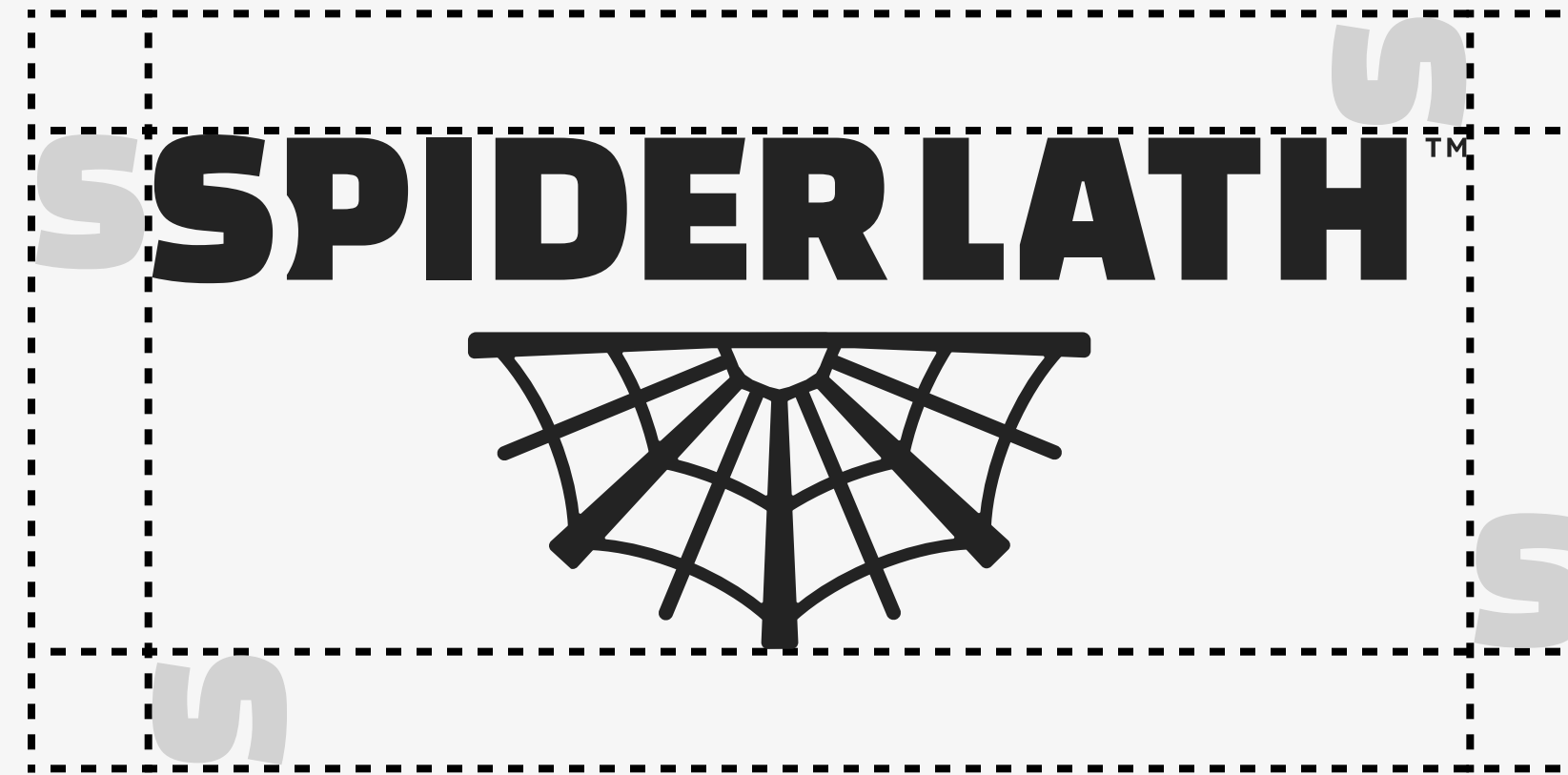
Logo

Color

Typography

## Clearspace

To shine its brightest, our logo needs room to breathe. We've set clear parameters to ensure no other elements crowd this space, keeping our logo distinct and impactful.



## Minimum Size

To ensure clarity in both digital and print applications, our logo should never be reproduced smaller than the provided guidelines. Keeping our logo clear and legible is key to maintaining its impact.

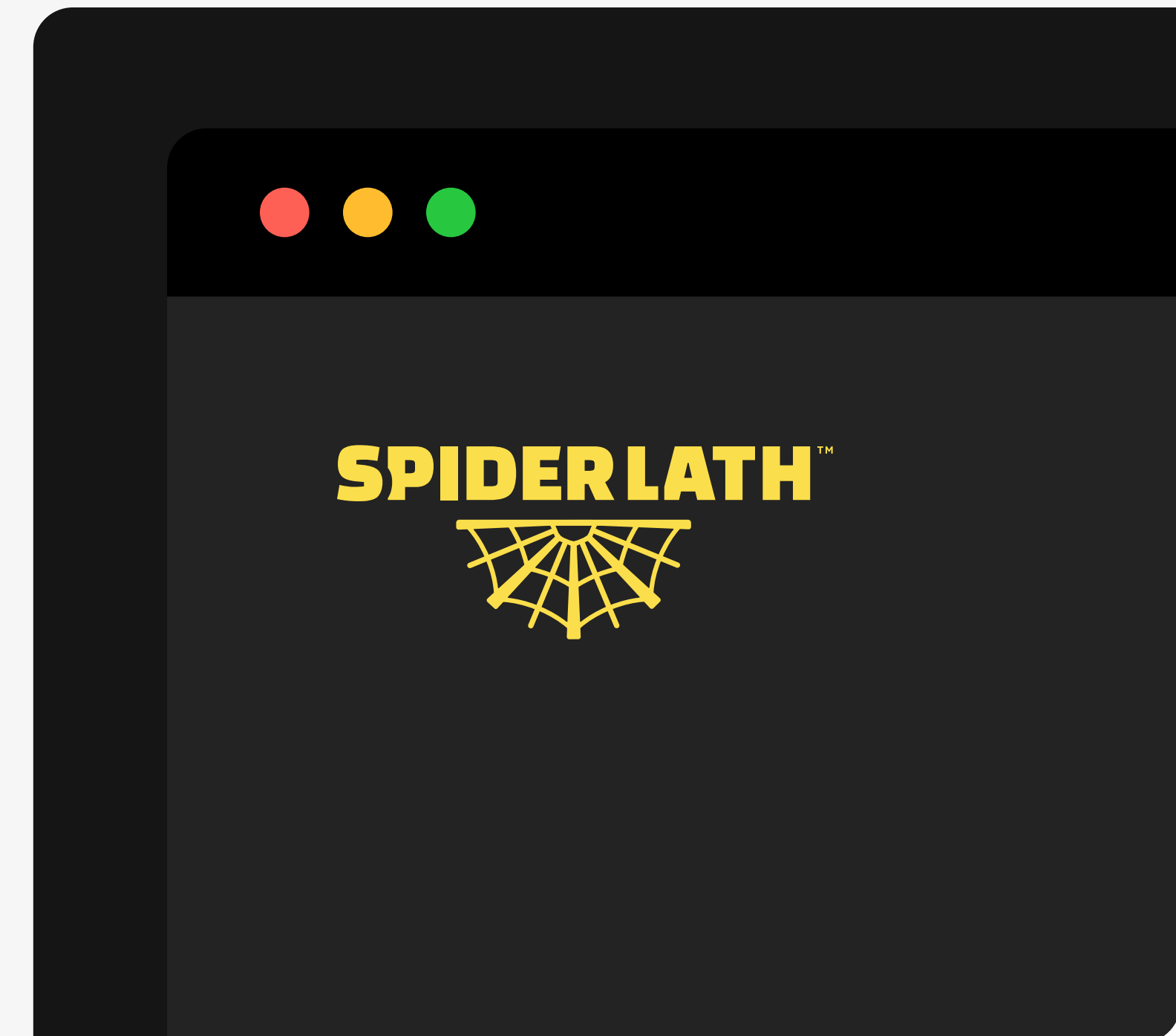
40 pt



75 pt



55 pt







Tone of Voice

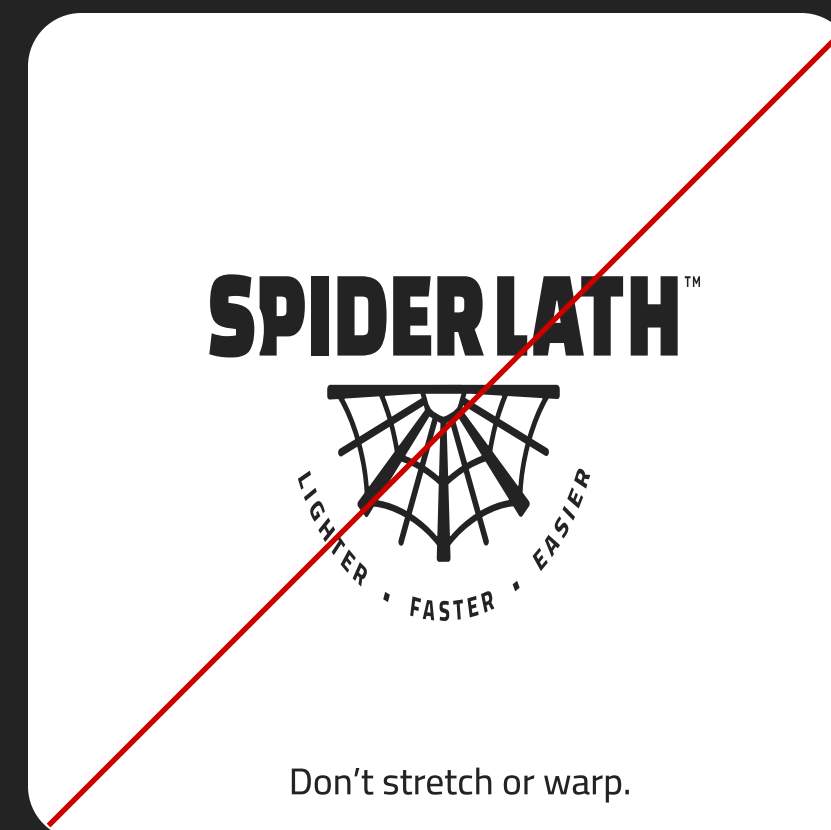
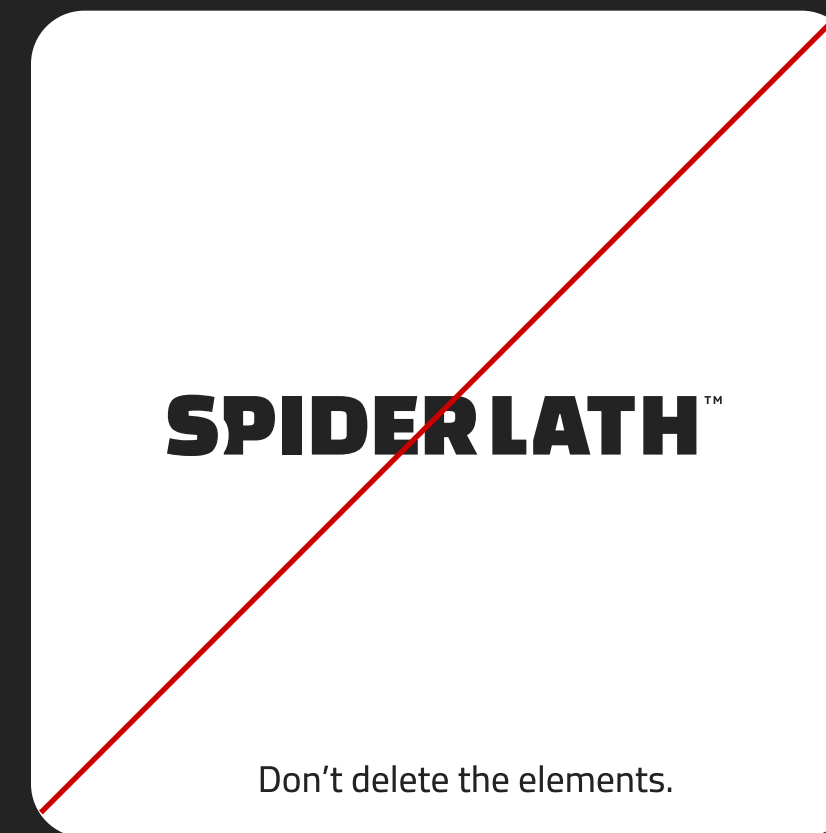
**Logo**

Color

Typography

## Our Logo

To keep our logo looking its best, avoid making any changes to its design. This includes not creating new colors, altering brand colors, adding strokes, or tampering with the tagline. Don't delete or move any elements, stretch or warp the logo, rotate it, or make it 3D. Consistency is key to maintaining our brand's integrity.







Tone of Voice

Logo

**Color**

Typography

## Primary Colors

Our primary colors define the vibrant and bold personality of SpiderLath.

- **Strip Yellow:** This lively and energetic yellow represents our innovative spirit and adds a pop of brightness to our brand.
- **Web White:** Clean and clear, this white symbolizes simplicity and straightforwardness, ensuring our messaging is always easy to read.
- **Spider Black:** Strong and reliable, this black conveys professionalism and trust, grounding our playful elements with a touch of seriousness.

These colors work together to create a cohesive and recognizable brand identity.

### Strip Yellow

**RGB:** 251. 222. 75.

**HEX:** #FBDE4B

**CMYK:** 03. 09. 82. 00.

**PANTONE:** 7404 C

### Web White

**RGB:** 255. 255. 2555.

**HEX:** #FFFFFF

**CMYK:** 00. 00. 00. 00.

**PANTONE:** 000 C White

### Spider Black

**RGB:** 35. 35. 35.

**HEX:** #232323

**CMYK:** 71. 65. 64. 72.

**PANTONE:** Neutral Black C



Tone of Voice

Logo

Color

**Typography**

## Primary Type

For all our headlines, we use Changa One Regular. With its fine details, moderate contrast, and unique anatomy, this typeface can be a bold and proud hero or a humble supporting actor, fitting seamlessly into all sorts of designs. Its versatility ensures our messaging is both striking and clear

Changa One

**AaBbCc**

**Lath Easier**

**Regular**

**abcdefghijklmnopqrstuvwxyz**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**0123456789!@#\$%^&\***





Tone of Voice

Logo

Color

**Typography**

## Secondary Type

Our secondary typeface is Cairo, chosen for its clarity and readability in body copy.

While we primarily use Cairo to ensure our messages are clear and digestible, we occasionally highlight key words or phrases in Changa One for added emphasis.

Cairo

AaBbCc

Lath Easier

ExtraLight

abcdefghijklmnopqrstuvwx  
yz  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
0123456789!@#  
\$%^&\*

Regular

abcdefghijklmnopqrstuvwx  
yz  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
0123456789!@#  
\$%^&\*

**Bold**

**abcdefghijklmnopqrstuvwx  
yz  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
0123456789!@#  
\$%^&\***



Tone of Voice

Logo

Color

**Typography**

## Type Hierarchy

When we write and design copy, we ensure to use the following examples as guidance.

Headline: Changa One

# Transform Projects with SpiderLath

Subline: Cairo Bold

**The modern solution for easier, faster,  
and lighter masonry work.**

Body Copy: Cairo Regular

SpiderLath is revolutionizing the way you approach masonry projects. With our innovative fiberglass lath system, you'll enjoy a lightweight, rust-proof, and easy-to-handle alternative to traditional metal lath. Perfect for a variety of applications, from stucco and plaster to countertops and shower surrounds, SpiderLath ensures a strong, durable, and professional finish every time. Say goodbye to the hassles of old-fashioned lathing and embrace the future of masonry with SpiderLath – where quality meets convenience.

**Shop Now**





Tone of Voice

Logo

Color

**Typography**

## Type Color Pairings

When we write and design copy, we ensure to use the following examples as guidance.

**Lighter Lath.**

**Lighter Lath.**

**Lighter Lath.**

**Lighter Lath.**



Tone of Voice

Logo

Color

**Typography**

## Type Highlights

We sometimes use color to emphasize certain words on a page. The highlight color should be brighter than the rest of the sentence or paragraph, typically using our vibrant yellow for maximum impact.

**With SpiderLath,  
you'll experience  
an **easier** and  
**faster** way to  
handle all your  
masonry projects.**

**SPIDERLATH™**



**SpiderLath is not  
only **lightweight**  
but also **rust-  
proof**, making it  
perfect for any  
coastal project.**

**SPIDERLATH™**





**FASTER  
EASIER**  
Your Grandpas Lath.



Lathing  
shouldn't be  
**THIS  
EASY**  
spiderlath.com





Brand Guide | June 2024