



Bye-Bye Rags Branding Guidelines

Developed by Design Interface Inc.



The Bye-Bye Rags Brand Logo

The Bye-Bye Rags logo consists of three main components:

1. The logo type, which is Myriad Pro Bold for Bye-Bye and Myriad Pro Black for Rags;
2. The Red Background with Yellow Outline;
3. A tagline: The Ultimate Cleaning Tool, which is set in Myriad Pro Condensed. Colors yellow type with blue outline.

This is the only acceptable configuration of the full Bye-Bye Rags logo. The Bye-Bye Rags logo should always include a TM as positioned.



The Bye-Bye Rags logo

Using The Bye-Bye Rags Tagline

The Bye-Bye Rags tagline is "The Ultimate Cleaning Tool."

The tagline should be used with the logo on packaging, advertisements, brochures, emails, and other promotional materials.

The tagline should not be used without the logo. The logo can stand alone, but the tagline should not.



The Bye-Bye Rags logo with tagline

The Brand Colors

The Bye-Bye Rags branding uses two primary colors, red and yellow.

Logo: 4-Color Process (CYMK)

Red: c15, m100, y90, k10

Yellow: c0, m0, y100, k0

Additional Color for Tagline:

Yellow: c0, m0, y100, k0

Blue outline: c100, m100, y0, k0

Color Specification

Red



c15, m100, y90, k10

Yellow



c0, m0, y100, k0

Blue



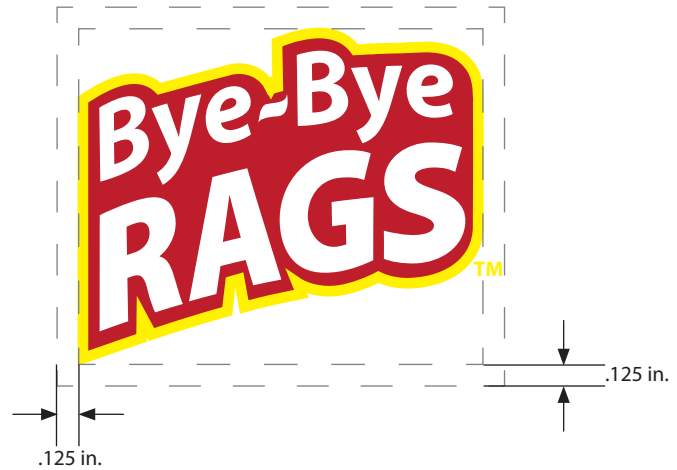
c100, m100, y100, k0

Using The Bye-Bye Rags Logo

The proportion, style, spacing, and color should not be altered in any way.

Area of Isolation

As a general rule, there should be a minimum .125 in. clear space around the logo. This area of isolation adjusts proportionately according to the size of the logo used.



Improper Use Of Logo



Do NOT stretch the logo out of proportion.



Do NOT alter the colors used in the logo



Do NOT take type out of background and change to a color.

Reproduction Options and File Formats

The Bye-Bye Rags logo is available in a number of different file types with these general usage guidelines:

.eps

Encapsulated Postscript – Vector file. Best quality for printing, but may require a postscript printer. EPS files can be enlarged to any size without loss of image quality.

.jpg & .png (CMYK & RGB)

CMYK file formats are intended for print-based uses, such as letterhead or envelopes that are printed in-house or through a professional printer.

RGB file formats are intended for web-based uses, such as on your website, on social media platforms.



Four-Color Process

CYMK file format



Reverse

The logo can be reversed out of a dark background when the background color is dark enough for the logo to read clearly.

Minimum Print Size

Whenever printing the different identity assets, adhere to these minimum sizing requirements.

The primary logo should never appear smaller than 1.25".



Business Card Logo 1.25 in.

Logo Type Fonts



Logo Fonts

Myriad Pro Bold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Myriad Pro Black

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Tagline Font

Myriad Pro Condensed Bold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Print Fonts

To help in creating a consistent look across the Bye-Bye Rags marketing materials, we have chosen a versatile typeface with a diverse set of styles within its font family. This selection grants us the flexibility to craft distinct styles while creating packaging, print advertisements, brochures, and various promotional materials.

Myriad Pro Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Myriad Pro Italic

*ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890*

Myriad Pro Semibold

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890**

Myriad Pro Semibold Italic

***ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890***

Myriad Pro Bold

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890**

Myriad Pro Bold Italic

***ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890***

Myriad Pro Black

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890**

Myriad Pro Black Italic

***ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890***

Bye-Bye Rags Packaging



Bye-Bye Rag Pole Attachment

Bye-Bye Rag can easily remove mistakes without a ladder or bending. Simply attach device to any extension pole or broom with adapter before any project. Assists in cleaning while working to save time.

Bye-Bye Rag 2 Replacement Socks

- Microfiber cleans Dust, Drips & Spills
- Attach to Pole
- Price of Bye-Bye Rag is comparable to bag of rags or brush



Bye-Bye Rag Sanding Block and Scrubby

- 4 - Medium grit sanding pads
- 1-Scrubby Pad
- Attaches to Bye-Bye Rag Attachment

Collateral and Additional Recommendations

Post Card—8.5 x 5.5"



Front



Back

Stickers



3" x 5"



3" x 4"

T-Shirt



Front



Back



www.byebyerags.com