



SHIP 2 SHORE[®]
CORROSION PREVENTIVE SOLUTIONS

Brand guidelines

Brand guidelines

About

Ship 2 Shore is the world's leading manufacturer of sustainable anti-corrosion solutions. Our mission is to be an innovative leader in the formulation of premium corrosion preventive solutions that extend asset life cycles, improve operational readiness, and reduce total cost of ownership without harming the environment.

Slogan



Tough on Rust!
Gentle on the Environment.®

Head Office

35002 Cooper Rd
Brookshire, TX 77423
USA



Primary logo

Ship 2 Shore's primary logo is red, white and blue on a tightly cropped, white background. Red symbolizes rust and blue symbolizes the ocean or, more broadly, water.

Please refer to page 10 for the color codes.

There are three parts to the primary logo:

Line 1 is the S2S registered trademark;

Line 2 is the full name of the company;

Line 3 describes Ship 2 Shore's purpose.

The use of the term "solutions" in line 3 has a dual meaning in that Ship 2 Shore manufactures wet film anti-corrosion solutions, AND our expert team provides customer centered solutions. Ship 2 Shore uses science and technology to continually develop new and innovative solutions to help our customers win their battle against corrosion. We are committed to developing premium, sustainable products.



Wherever possible, the primary logo should be used.

Alternate logos with white background

When creating marketing material where you have limited space, or where you believe a simple statement will have more impact, you may choose to use one of the following alternate logos. These alternate logos all have a tightly cropped, white background.



S2S logo-1 line-white background



S2S logo-2 lines-white background

Alternate logos with opaque background

In marketing material where the logo will be depicted on a light colored backdrop, such as a lightly colored shirt, you may choose to use one of the versions shown below, which have opaque backgrounds.



S2S primary logo-opaque



S2S logo-2 lines-opaque



S2S logo-1 line-opaque

Logo Usage



Please allow adequate spacing at all times.



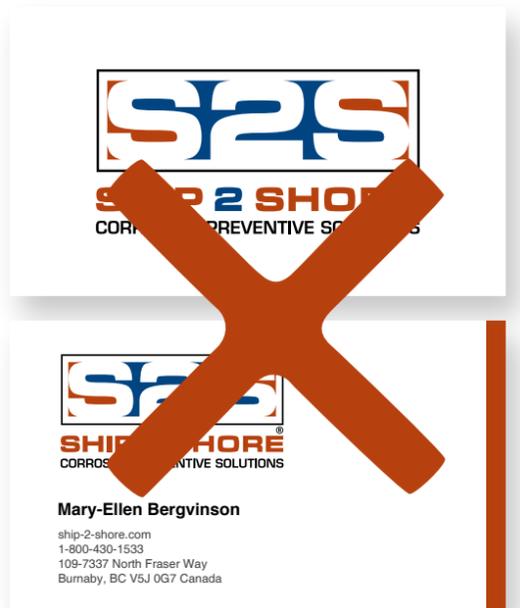
Letterhead example



Photography example



Business card example



Primary armed forces logo

The Ship 2 Shore armed forces logo is available in marine blue, army green and dark army green on a tightly cropped white background.
For the color codes, please refer to page 10.

There are three parts to the primary armed forces logo:

Line 1 is the S2S registered trademark;

Line 2 indicates the target market;

Line 3 describes Ship 2 Shore's purpose.

The use of the term "solutions" in line 3 has a dual meaning in that Ship 2 Shore manufactures wet film anti-corrosion solutions, AND our expert team provides customer centered solutions. Ship 2 Shore uses science and technology to continually develop new and innovative solutions to help the armed forces win the war on corrosion. We are committed to developing premium, sustainable products.



S2S AF logo-3 lines-white background-BL



S2S AF logo-3 lines-white background-GR



S2S AF logo-3 lines-white background-DkGR

Alternate armed forces logos with white background

When creating marketing material for the armed forces where you have limited space, or where you believe a simple statement will have more impact, you may choose to use one of the following alternate logos. These alternate logos all have a tightly cropped, white background.



S2S AF logo-1 line-white background-BL



S2S AF logo-1 line-white background-GR



S2S AF logo-1 line-white background-DkGR



S2S AF logo-2 lines-white background-BL



S2S AF logo-2 lines-white background-GR



S2S AF logo-2 lines-white background-DkGR

Alternate armed forces logos with opaque background

In marketing material where the armed forces logo will be depicted on a light colored backdrop, such as a lightly colored shirt, you may choose to use one of the versions shown below, which have opaque backgrounds.



S2S AF logo-3 lines-opaque-BL



S2S AF logo-3 lines-opaque-GR



S2S AF logo-3 lines-opaque-DkGR



S2S AF logo-2 lines-opaque-BL



S2S AF logo-2 lines-opaque-GR



S2S AF logo-2 lines-opaque-DkGR



S2S AF logo-1 line-opaque-BL



S2S AF logo-1 line-opaque-GR



S2S AF logo-1 line-opaque-DkGR

Logo Usage



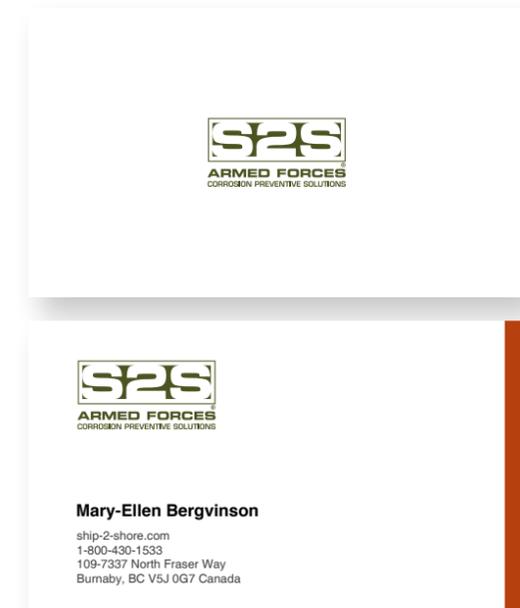
Please allow adequate spacing at all times.



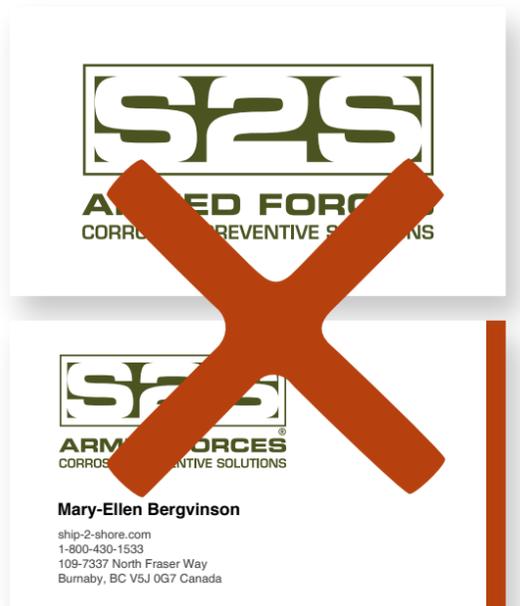
Letterhead example



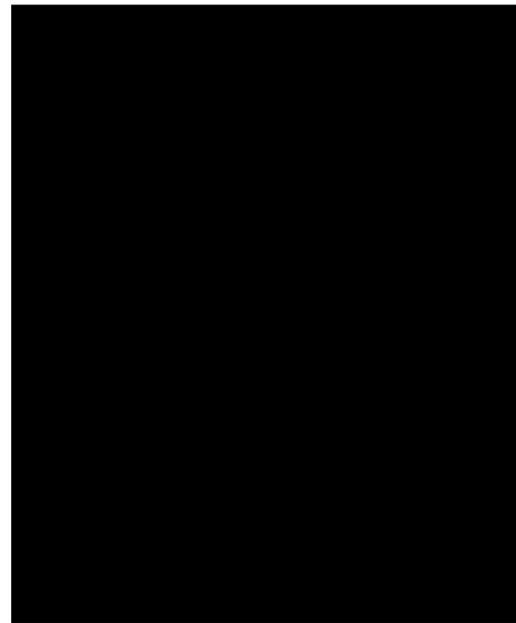
Photography example



Business card example



Color



HEX 000000
R0 G0 B0
C100 M100 Y100 K100



HEX 004481
R0 G68 B129
C100 M82 Y22 K7
PANTONE 7687 C



HEX B7410E
R182 G65 B14
C20 M85 Y100 K11
PANTONE 1675 C



HEX 4B5320
R75 G83 B32
C64 M47 Y100 K40
PANTONE 371 C



HEX 383C10
R57 G60 B16
C65 M52 Y96 K57
PANTONE 5747 C

URW DIN

Headline font

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Paragraph font

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Headline font **URW DIN BOLD**

Paragraph font URW DIN REGULAR

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Artisan blog retro neutra.**

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Headline font **HELVETICA BOLD**

Paragraph font HELVETICA

**Semiotics aesthetic freegan pour-over
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CALIBRI

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Headline font **CALIBRI BOLD**

Paragraph font CALIBRI

**Semiotics aesthetic freegan pour-over jianbing.
Artisan blog retro neutra.**

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Glossary

RGB

(Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ad and any other design created for electronic use.

Raster

Raster images are made up of a set grid of dots called pixels, where each pixel is assigned a color value. Unlike a vector image, raster images are resolution dependent. When you change the size of a raster image, you shrink or stretch the pixels themselves, which can result in a significant loss of clarity and produce very blurry images.

CMYK

(Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print.

Lossless

Lossless image formats capture all of the data of your original file. Nothing from the original file, photo, or piece of art is lost—hence the term “lossless.” The file may still be compressed, but all lossless formats will be able to reconstruct your image to its original state.

Vector

Vector images are made up of points, lines, and curves that can be infinitely scaled without any loss in image quality.

Lossy

Lossy image formats approximate what your original image looks like. For example, a lossy image might reduce the amount of colors in your image or analyze the image for any unnecessary data. These clever technical tricks will typically reduce the file size, though they may reduce the quality of your image.

Glossary

JPEG/JPG

JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graphics and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously, but increases artifacts or pixelation the more the image is compressed.

AI

AI is a proprietary vector image format that stands for Adobe Illustrator. The format is based on both the EPS and PDF standards developed by Adobe. Like those formats, AI files are primarily a vector-based format, though they can also include embedded or linked raster images. AI files can be exported to both PDF and EPS files (for easy reviewing and printing), and also JPEG, PNG, GIF, TIFF and PSD (for web use and further editing).

EPS

EPS is an image format that stands for Encapsulated PostScript. Although it is used primarily as a vector format, an EPS file can include both vector and raster image data. Typically, an EPS file includes a single design element that can be used in a larger design.

PDF

PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly, no matter the device, application, operating system or web browser. At its core, PDF files have a powerful vector graphics foundation, but can also display everything from raster graphics to form fields to spreadsheets. Because it is a near universal standard, PDF files are often the file format requested by printers to send a final design into production. Both Adobe Photoshop and Illustrator can export straight to PDF, making it easy to start your design and get it ready for printing.

PNG

PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors. PNGs are a web standard and are quickly becoming one of the most common image formats used online.

Lossy

TIFF is a lossless raster format that stands for Tagged Image File Format. Because of its extremely high quality, the format is primarily used in photography and desktop publishing. You'll likely encounter TIFF files when you scan a document or take a photo with a professional digital camera. Do note that TIFF files can also be used as a "container" for JPEG images. These files will be much smaller than traditional TIFF files, which are typically very large.



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www.ship-2-shore.com

1-800-430-1533

sales@ship-2-shore.com