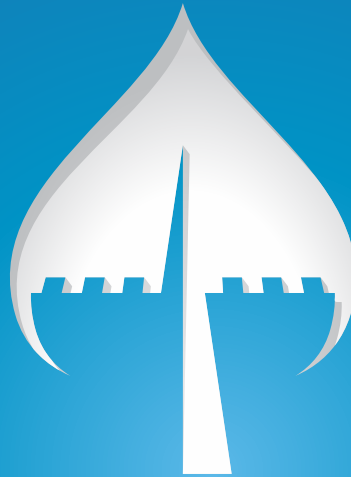


R E D A C T E D



# GARRISON

GUTTER GUARDS

BRAND BOOKLET

*V.1.0 prepared by Graeme J. Friesen at Ironjet Promotions Inc.*

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## GENERAL OVERVIEW

This document contains information relating to Garrison Gutter Guards' (hereafter referred to as "Garrison") Brand discovery, analysis, positioning, visual identity, and implementation. It is not exhaustive, and represents a "snapshot" of the business at a particular point in time.

It is necessary that the business adapts to its environment at a local, national, and virtual level, and that the Brand evolves to reflect those adaptations.

## PURPOSE

In the fall of 2018, the company owners secured the rights to be the exclusive Canadian seller of Valor Gutter Guards. They desired to create an entirely new Brand that would appeal to the untapped market, but maintain equity in the existing Valor Brand. This document outlines that journey.

Adherence to these guidelines will ensure consistency across the Brand. Any deviation may cause Garrison's clientele or employees to become confused, and will weaken the strength of the Brand.

*Looking inwards...*



# Brand Discovery, Interpretation, and Positioning

BRAND POSITIONING:

“the act of designing the company’s offering and image to occupy a distinctive place in the mind of the target market”

– Philip Kotler, *American marketing author, consultant, and professor*



## COMPETITORS & COLLABORATORS



There are dozens of products, dozens of review sites & articles, and it seems to be a highly competitive, cutthroat industry. Customer education is paramount to the success of Garrison's product, and it would be advisable to enlist trusted voices and influencers to endorse the product.



## KEYWORDS RESEARCH

Keyword / phrase	Volume/Month	CPC	Competition	Relevance	Paid Value	Org. Value
	60500	4.14	1		594.44	705
	8100	5.63	1		146.32	181
	4400	6.14	1		117.36	144
	2400	6.04	1		153.47	124
	2400	1.85	1		98.73	124
	7400	6.33	1		141.37	109
	590	1.48	1		86.95	105.9
	480	5.95	1		63.75	104.8
	5400	13.45	0.48		88.96	104
	390	5.46	1		55.23	103.9
	320	14.45	0.7		63.63	103.2
	320	9.99	1		103.51	103.2
	210	3.74	1		77.01	102.1
	390	9.27	0.64		50.81	93.9
	1600	12.25	1		53.11	86
	4400	10.46	0.92		93.62	69
	880	1.14	1		55.11	58.8
	2900	4.44	1		45.88	39
	2400	2.27	1		33.64	29
	2400	2.39	1		35.85	29
	1300	1.86	1		15.05	23
	750	9.49	0.93		30.32	22.5
	720	1.19	1		19.26	17.2
	320	2.7	1		16.97	13.2
	210	1.55	1		8.95	12.1
	210	7.29	1		4.69	7.1
	200	8.92	1		5.91	7

*About the algorithm:*

- Volume/Month, CPC, and Competition stats are provided by our Google-integrated feedback tool
- Relevance is scored by the researcher(s) & business/service owner(s)
- Paid Value assumes that CPC and Competition are equally weighted (50:50) and incorporates the Organic Value

Nothing too unexpected here, except that some of the high volume searches are so specific ("gutter guards for leaves"). Paid advertising is highly competitive in this industry, and careful attention should be shown to how the website copy is written so that it achieves high organic ranking. Using the "Org. Value" to optimize SEO is recommended.



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## BRAND PURPOSE

Garrison endeavors to give peace of mind to its customers, particularly those who are elderly home owners. It aims to provide its installers and salespeople with a fair wage for their labor and, for the owners, it ventures to provide a sizeable return on investment and a steady revenue stream.

"A brand is a person's gut feeling about a product, service or company."

- Marty Neumeier, The Brand Gap

"A brand purpose is the reason for an organization's activities. It is based on what a company strongly believes in, and what difference it can make in the world."

- thebrandingjournal.com

EXAMPLES:

"Create a world where beauty is a source of confidence, not anxiety."

- Dove

"To inspire and nurture the human spirit one person, one cup, and on neighborhood at a time."

- Starbucks Coffee

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## BRAND PROMISE

You'll never clean your eavestrough again, and will have peace of mind even during the heaviest of storms.

"Benefits and experiences that marketing campaigns try to associate with a product in its current and prospective consumers' minds."

- brand promise. BusinessDictionary.com.

WebFinance, Inc.

<http://www.businessdictionary.com/definition/brand-promise.html>



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## CORE BRAND VALUES

- Ease of use - our guards ensure that our customers will never have to clean their eaves again. No more shaky ladders, wasps nests, or slippery roofs.
- Performance - our guards outperform any other guard on the market. The guards keep debris out and let water in, breaking even the heaviest rainfall and managing water flow away from the roof and foundation. The guards remain firmly fixed to the home in the strongest winds.
- Durability - two warranties are offered on our guards: a 20 year transferrable product warranty that our product is free from material or workmanship defects and that the finish will not chip under ordinary conditions; and a performance warranty that our guard will never allow the customer's gutters to clog or overflow due to debris accumulation in the interior of the gutter. Our guards have an A-class fire rating.
- Integrity - our installers are meticulous, demanding the highest quality from their product, their work, and themselves.
- Beauty - our guards have an aesthetically-pleasing design and use materials that blend seamlessly with the existing gutters for a finished result that arguably looks better than without the guards.

“A principle that guides an organization's internal conduct as well as its relationship with the external world. Core values are usually summarized in the mission statement or in a statement of core values.”

- core values. BusinessDictionary.com.  
WebFinance, Inc.  
<http://www.businessdictionary.com/definition/core-values.html>





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## VISION STATEMENT

To outfit every eavestrough in Canada with a Garrison Gutter Guard.

“An aspirational description of what an organization would like to achieve or accomplish in the mid-term or long-term future. It is intended to serve as a clear guide for choosing current and future courses of action. See also mission statement.”

– vision statement. BusinessDictionary.com. WebFinance, Inc.  
<http://www.businessdictionary.com/definition/vision-statement.html>

---

## MISSION STATEMENT

Our salespeople use time-honored techniques, leveraging both traditional and modern tools (such as social media) to educate home owners about the benefits of our product.

Our installers will unobtrusively, quickly, and meticulously install the product on our customers' buildings while promoting an environment of trust and safety.

“A written declaration of an organization's core purpose and focus that normally remains unchanged over time. Properly crafted mission statements (1) serve as filters to separate what is important from what is not, (2) clearly state which markets will be served and how, and (3) communicate a sense of intended direction to the entire organization.

A mission is different from a vision in that the former is the cause and the latter is the effect; a mission is something to be accomplished whereas a vision is something to be pursued for that accomplishment. Also called company mission, corporate mission, or corporate purpose.

– mission statement. BusinessDictionary.com. WebFinance, Inc.  
<http://www.businessdictionary.com/definition/mission-statement.html>



# BRAND STRATEGY

The company will focus on [redacted] in two large centers: starting with [redacted] then expanding outwards, and in [redacted] then expanding outwards. The brand will eventually move into [redacted], and, last of all, [redacted]

## Sales Strategy

Leads are generated through [redacted]. If the conversion is not immediate, [redacted]

*If the sales call is made in person:*

- Make the sales call and pitch using [redacted]
- If there is a successful sale or the lead seems warm/hot, [redacted]
- In two weeks, [redacted]

## Product Estimate Strategy

Our installers will do on site assessments and estimates.

- Firstly, the installer will [redacted] If there are existing gutter guards, [redacted]
- Secondly, the installer will [redacted]
- Thirdly, the installer will [redacted]
- Lastly, the installer will [redacted]

The quote will contain [redacted]

## Digital Strategy

Social media ads will be focused on [redacted] because of [redacted] Any social media landing pages will also [redacted] focusing on [redacted]

[redacted] as defined in our website's Privacy Policy, and will be used for [redacted]

## ADS

The ads themselves will focus on promoting [redacted] using [redacted] and relevant headlines such as [redacted] or [redacted]

Once a quarter, everyone who orders the product & install will be [redacted] on the website and on social media pages. This recurring [redacted]

“Long-term marketing support for a brand, based on the definition of the characteristics of the target consumers. It includes understanding of their preferences, and expectations from the brand.”

- brand strategy. BusinessDictionary.com. WebFinance, Inc. <http://www.businessdictionary.com/definition/brand-strategy.html>



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## BRAND HIERARCHY

There is a link between Garrison and Valor, the US company which provides the products to Garrison, though the link only relates [REDACTED]

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

“A brand hierarchy is a means of summarizing the branding strategy by displaying the number and nature of common and distinctive brand elements across the firm’s products, revealing the explicit ordering of brand elements.”

- mbaknol.com/marketing-management/brand-hierarchy

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## BRAND EQUITY

Garrison will capitalize on [REDACTED] using verbage such as [REDACTED]

[REDACTED]

“A brand’s power derived from the goodwill and name recognition that it has earned over time, which translates into higher sales volume and higher profit margins against competing brands.”

- brand equity. BusinessDictionary.com. WebFinance, Inc. <http://www.businessdictionary.com/definition/brand-equity.html>



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## DIFFERENTIATION & RELEVANCE

- Patent-pending design that outperforms other products on the market
- Ranked #1 in the US by the NCR Consumer Advocacy Group
- Superior materials and warranty

## WHO ARE OUR CUSTOMERS?

Garrison's customers consist primarily of [REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED] They have limited [REDACTED]  
[REDACTED] They are looking  
for a product that offers them [REDACTED]  
[REDACTED]  
[REDACTED]



## BRAND PERSONALITY

The Brand Personality is reliable, stable, and calm in the midst of the storm. He is practical and knowledgeable, and likes to help people fix problems. He is not overbearing or exuberant, but projects confidence in himself and his product.

His voice is clear and strong, but not obnoxious or like a “used car salesman”. People know he is a straight-shooter, and that he doesn’t have any secrets. He is authoritative and has a wealth of knowledge – decisive and able to take charge at a moment’s notice.

“Human traits or characteristics associated with a specific brand name. Common characteristics or traits represented include uniqueness, sincerity, intellectualism, competence, excitement and sophistication. The brand personalities gives consumers something with which they can relate, effectively increasing brand awareness and popularity.”

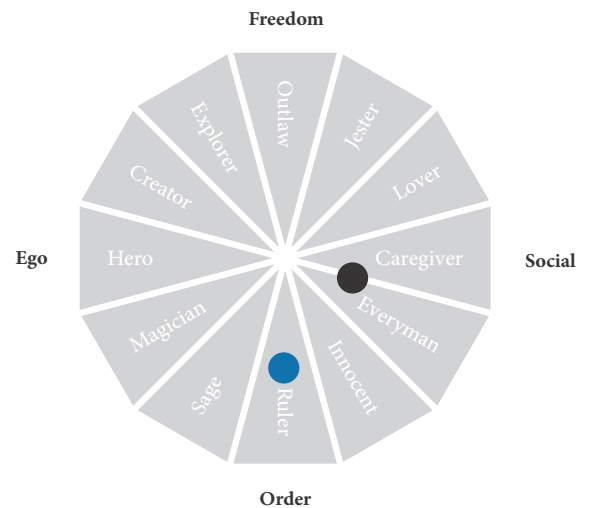
– brand personality.  
BusinessDictionary.com. WebFinance, Inc.  
<http://www.businessdictionary.com/definition/brand-personality.html>

## ARCHETYPES

Competitors do not have clearly defined archetypes, [REDACTED] Garrison will set itself apart by fully embracing the Ruler archetype, which is in the same [REDACTED]

Garrison fits the Ruler archetype well. The emphasis is on stability and order, with a neutral stance between ego or social leanings. The Brand is for kings and queens - rulers who desire peace of mind by protecting their empires through passive management of their soldiers.

Brand Archetypes<sup>1</sup>



<sup>1</sup>“The Hero and the Outlaw: Building Extraordinary Brands Through the Power of Archetypes”, Mark & Pearson (2001)



## BRAND NAME

“*Garrison Gutter Guards*” is descriptive, easy to pronounce, and alliterative (which is enjoyable for people to say). The word “garrison” alludes to the idea of having an outpost (or outposts) stationed around a territory (the building) which turns away attackers. The ability of an empire to repel an outside threat is only as good as the strength of its garrisons.

The word “gutter” is an informal way of saying “eavestroughs”, and the word “guards” is commonly used within the industry.

“Word(s) that identify not only a product but also its manufacturer or producer, such as Apple, Coca Cola, IBM, Mercedes, Shell, Sony, Toyota.”

– brand name. BusinessDictionary.com.  
WebFinance, Inc.  
<http://www.businessdictionary.com/definition/brand-name.html>

## BRANDLINE (SLOGAN)

“*Break the storm. Deny the debris.*”

This phrase sums up the two main promises that come with the product: water flow will be diverted and debris will not accumulate. It also reinforces the Ruler brand archetype with strong, authoritative wording and a “won’t back down” attitude. It evokes imagery of an army cutting through enemy lines with ease.

“Simple and catchy phrase accompanying a logo or brand, that encapsulates a product’s appeal or the mission of a firm and makes it more memorable. And which (when used consistently over a long period), becomes an important component of its identification or image. Also called catch line, strap line, or tag line.”

– slogan. BusinessDictionary.com.  
WebFinance, Inc.  
<http://www.businessdictionary.com/definition/slogan.html>

*Looking outwards...*



# Brand Visualization & Implementation

BRAND POSITIONING:

“the act of designing the company’s offering and image to occupy a distinctive place in the mind of the target market”

– Philip Kotler, *American marketing author, consultant, and professor*



# Visual Identity

The following pages outline basic guidelines for the Visual Identity which includes the logo, typographic elements, colour palette, imagery, textures, and other icons or symbols. The visual identity lets the viewer know what Brand they're looking at even if the logo is missing.

## VISUAL IDENTITY:

“Visible elements of a brand, such as color, form, and shape, which encapsulate and convey the symbolic meanings that cannot be imparted through words alone. In a broader (corporate) sense, it may include elements such as building architecture, color schemes, and dress code.”

– visual identity. BusinessDictionary.com. WebFinance, Inc.  
<http://www.businessdictionary.com/definition/visual-identity.html>



Keeps gutters clear of leaves and debris



Diverts even the heaviest rainfall

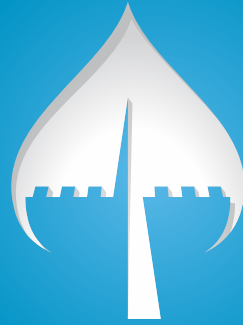


A-class fire rating



Withstands even the strongest winds





# GARRISON

## GUTTER GUARDS

## The Logo

The Logo is the distillation of the entire Brand into a single unique, simple, and memorable graphic mark.

Garrison's logo combines simple, technical line work with graceful and flowing contours, symbolic of how the technology works to control its organic adversary.

The symbol is comprised of a turreted wall and tower, encapsulated within a leaf, which also looks like a rain drop. The rampart is seen from below, offering a perspective of defiance and strength.

“Recognizable and distinctive graphic design, stylized name, unique symbol, or other device for identifying an organization. It is affixed, included, or printed on all advertising, buildings, communications, literature, products, stationery, and vehicles. Not to be confused with a brand, which identifies a product or family of products...”

– logo. BusinessDictionary.com. WebFinance, Inc.  
<http://www.businessdictionary.com/definition/logo.html>



## THE LOGO – VERTICAL (STACKED)

Full Colour | Light Backgrounds



Full Colour | Dark Backgrounds



Grayscale | Light Backgrounds



Spot Colour | Light Backgrounds



Spot Colour | Dark Backgrounds



Grayscale | Dark Backgrounds



One Colour | Light Backgrounds



One Colour | Dark Backgrounds



\*Default orientation



## THE LOGO – VERTICAL (STACKED)

Full Colour | Light Backgrounds



Full Colour | Light Backgrounds



Full Colour | Light Backgrounds



Full Colour | Light Backgrounds



Full Colour | Light Backgrounds



Full Colour | Light Backgrounds



Full Colour | Light Backgrounds



Full Colour | Light Backgrounds





## THE LOGO – PROXIMITY

Proximity is defined as “nearness in place, time, order, occurrence, or relation” or, in the case of design, how close one element is to another.

### Horizontal Layout



### Vertical (stacked) Layout



It is vitally important to give a logo adequate breathing room, partly to prevent a layout from becoming cluttered, and partly to ensure that the logo retains its distinct form and is not obscured in any way.

The Garrison logo has fairly straightforward proximity rules: the logo must be padded on every side by the height of the word “Garrison”.

Of course, as the logo is scaled up, this padding scales with it. No other graphic element should enter this space and it is, in fact, a minimum which is specified here; that is, larger amounts of space may be used.

*One exception is the usage of very subtle texture lines in the background. Any such texture should be very low contrast with itself, and very high contrast with the logo which appears on top of it. The placement of texture lines (and where they intersect the logo) should also be considered so that it doesn't detract from the logo itself. All such usages must be cleared with the Brand Guardian.*



## THE LOGO – SIZING

There are minimum sizes which, if the logo is reduce too far, it will be difficult or impossible to reproduce the logo. Those minimum sizes vary depending on the production method. Therefore, the logo should only be used at sizes larger or the same as the specified minimum size:

### HORIZONTAL

PRINT

1.00” wide

WEB

300 pixels wide

VINYL CUT

13.00” wide (16.00” or more is ideal)

EMBROIDERY

3.50” wide (smaller text must be thickened)

PAD PRINTING

4.00” wide (smaller text must be thickened)

SCREEN PRINTING

2.00” wide

### VERTICAL

PRINT

0.50” wide

WEB

150 pixels wide

VINYL CUT

6.50” wide (8.00” or more is ideal)

EMBROIDERY

1.75” wide (smaller text must be thickened)

PAD PRINTING

2.00” wide (smaller text must be thickened)

SCREEN PRINTING

1.00” wide

### COMMON STROKE WIDTHS

Vinyl cut  
& Heat Press  
(comfortable)

Vinyl cut  
& Heat Press  
(minimum)

Embroidery  
Satin Stitch  
(minimum)

Pad Print  
(minimum)

Screen Print\*  
(minimum)



\*May need 300 LPI screen for this size. Larger sizes are recommended with lower resolution screens.



## THE LOGO – VARIANTS

In general, the components of the Logo (Icon and Wordmark) may not appear in any spatial relationship other than the standard layouts shown in this booklet.



However, there may be times where the Leaf Symbol will be used on its own apart from the Wordmark, or vice versa. They may even be used on the same product, but with a few restrictions: the rule of thumb is that the Leaf Symbol and Wordmark should never appear on the same face or application surface.

For instance, the Icon could appear on the nape of a shirt, while the Wordmark appears on the sleeve; or the Icon could be used on the left chest, while the Wordmark appears by itself on the nape. An example of improper usage, is that they cannot appear on the nape and lower back because both locations are on the same face of the product. If Icon and Wordmark appear on the same face of a product, they *must* use one of the previously defined standard spatial relationships.

In very small spaces, the smaller text may be dropped entirely as long as the other elements remain center-aligned with each other.

*All variant usages should be cleared with the Brand Guardian before moving forward.*



## THE LOGO – UNACCEPTABLE USAGE

While there are dozens of ways to use the Logo correctly, there are ten thousand ways to use it incorrectly. This page will explore a few of them.

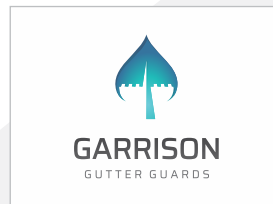
Every Logo (and Brand) has a certain “personality”. As viewers become familiar with it, they will start to recognize improper Logo use. They may not know why, but they’ll know “something’s off”. It’s as if another Logo has dressed up in an Ironjet outfit and is screaming “Look at me, I’m Ironjet!”. The more established the Logo, the quicker people will see through the disguise. We must make every effort not to look like a cheap knock-off of our own Brand.

As always, if in doubt, contact the Brand Guardian.



**WHY NOT?**

The standard Logo uses a well-planned visual hierarchy which must be kept to promote maximum familiarity in the viewer’s memory.



**WHY NOT?**

In Branding, colour is of utmost important. It registers in the human mind even before language and form. Different colours evoke different emotions and have different cultural significance. Be extremely picky about colour.



**WHY NOT?**

This changes the relationship between the Icon and Wordmark. It has a different “personality” than the true logo.



**WHY NOT?**

This is not Garrison, it is an imposter dressed up as Garrison. Green is the colour of our competitors, and will register as such in the viewer’s mind, causing confusion.



**WHY NOT?**

Stretching the logo makes it more difficult to read, and also weakens the familiar forms in the viewer’s mind. Consistency is key, even regarding aspect ratio.



**WHY NOT?**

This one’s a bit trickier as it uses official colours. However, the Colour Ratio is out of balance and the colours chosen are very low contrast. There may be very rare exceptions cleared by the Brand Guardian. Review the Colour Palette page for more details.



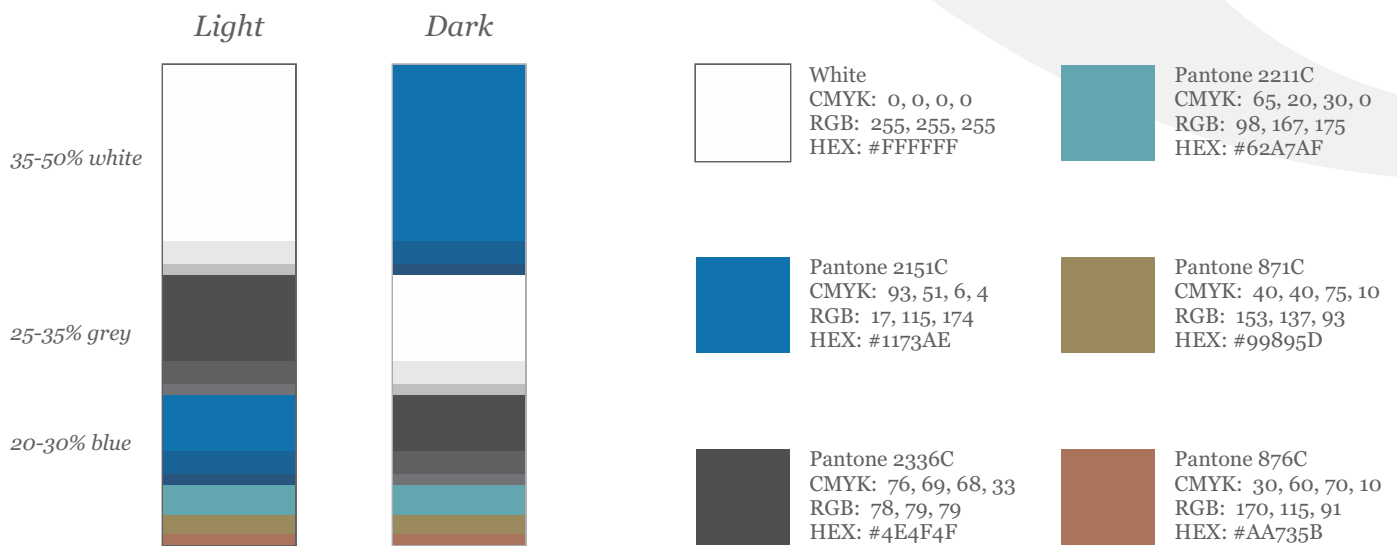
## COLOUR PALETTE

Color is a powerful tool that has the ability to powerfully shape the emotions of the viewer. Judicious use of color is a vital part of any memorable brand.

The Garrison visual identity works best with a white base, but may also use a blue base, particularly in documents where the contrast is desirable to highlight specific pages, headlines, or other important visual information.

The colours are clean, vibrant, and professional, and layouts should use pops of tertiary colours here and there to guide the viewer's eye through the wealth of information.

## COLOUR RATIOS



Colour ratios are meant as moderate guidelines and may vary from layout to layout.





## TYPOGRAPHY

Typography is essential for creating a consistent visual identity and for clear communication. Font selection is a large part of what gives a visual identity its unique look.

- Headers should use Lora or Saira in regular, medium, or light weights, and in title or sentence case. Header text should be at least 150% larger than sub-header text, and 200% larger than paragraph text. Kerning and leading should maintain their default values.
- Sub-headers should use the Saira family, regular or semicondensed, typically in uppercase.. Sub-headers should be at least 145% larger than paragraph text. Kerning and may be adjusted for wider spacing, but not more than an additional 100%.
- Paragraph text should be set in Lora, regular weight, sentence case. Body text should never be overwhelming, and will often appear at 10-12 pt. size. Italics may be used to emphasize words or phrases, but not more than three consecutive sentences. Leading may be adjusted between 100% and 115%, and paragraph spacing between 175% and 200%.

Saira Regular

**Saira Medium**

Saira Light

Saira Semicondensed Regular

**Saira Semicondensed Medium**

Saira Semicondensed Light

Lora Regular

**Lora Bold**

*Lora Italics*



## ICONOGRAPHY

Iconography helps flesh out the visual identity's style, as well as providing interesting focal points which break up monotonous layouts and strategically guide the viewer through the visual flow.



### #1 BADGE

The #1 Badge should be used wherever possible, but is a tertiary element in the visual hierarchy. It may be angled (not past 30 degrees) one way or the other to call attention to it, and should be used like a “stamp of approval”. It is a visual element that inspires confidence in the viewer, and should be one of the last things that lingers in their minds – visual flow should keep that in mind.



Keeps gutters clear of leaves and debris



A-class fire rating



Diverts even the heaviest rainfall



Withstands even the strongest winds

### ELEMENTAL ICONS

The elemental icons are meant to add a bit of spice to an otherwise wordy layout. They should be smaller than the headline and even the #1 Badge, and must always be grouped together. They may appear stacked vertically (as shown here), side by side, or in a 2x2 grid.

They must never be divided in such a way that there is one icon hanging by itself and, if used, *all* icons must be used. There may be cases where the icons will be used without the accompanying text, but such usage should be cleared with the Brand Executive.



## IMAGERY & TEXTURES

Images and textures further communicate the Brand's personality, and have the ability to communicate a great deal of information in a small space (as well catching the eye).



### GARRISON ORIGINALS

As the product is implemented, Garrison has been slowly gathering its own unique library of materials. These are ideal, so long as they have good composition, lighting, and are high enough resolution.



### VALOR MATERIALS

Valor has supplied images, videos, and other materials which may be used in Garrison's branding. These may include images of Valor's own gutter guards or images of a failed competitor's product.



### STOCK MATERIALS

Stock photos or artwork may be purchased and used for generic applications, such as showing someone cleaning their gutter or fixing their roof.





## IMPLEMENTATION

There are dozens of products that Garrison uses for various stages of a project, from client acquisition to post-installation follow up. Here are a few of the essentials.

## BUSINESS CARDS



Size: .....3.50 x 2.00”

Orientation: ...Landscape

Colour: .....Full colour, two-sided

Material: .....130 lb. coated card stock (or 16 pt. AQ semi-gloss)



## TRADE SHOW HARDWARE



### BACKDROP

Hardware: .....Hop Up Lite 10 ft. Straight

Size: .....122.00 x 93.00”  
(118.00 x 89.00 viewable)

Orientation: ...Landscape

Colour: .....Full colour, one-sided

Material: .....Tension fabric

Additional:.....Front graphic kit

### TABLE CLOTH

Material: .....Black or blue fabric

Decoration: ....Heat press logo (horizontal)  
white, 24.00 x 8.40”

### RETRACTABLE BANNERS

Hardware: .....BladeLite 850

Size: .....33.50 x 60.00”  
(33.50 x 66.50” viewable)

Orientation: ...Portrait

Colour: .....Full colour, one-sided

Material: .....Premium vinyl



## DOOR HANGERS

Size: .....3.50 x 8.50”

Orientation: ...Portrait

Colour: .....Full colour, two-sided

Finishing: .....Die cut circle, 1.25” diameter  
Center 1.75” from left edge, and  
1.00” from top edge. Die cut slit  
from top of circle to top edge

Material: .....16 pt. AQ semi-gloss

Front

Back

## 500-200 OFF COUPONS

Size: .....8.50 x 6.00”

Orientation: ...Landscape

Colour: .....Full colour, two-sided

Material: .....10 pt. semi-gloss

\*NOTES: .....Update expiry dates.

Front

Back



## TRAILER DECALS



Size: .....Custom

Colour: .....Full colour

Material: .....ControlTac vinyl w/ outdoor laminate  
751 white (text overlay)

\*NOTES:.....Curved phone no. and website are too low in image above. The text should be above the curve by a distance equal to the height of the text itself.



## POLO SHIRTS



Product:.....M-DADE SS Polo (Olympic blue)

Decoration Method:.....Embroidery

Decoration Location:.....Left chest

Decoration Colour:.....White

Decoration Size:.....2.80" wide





## STANDARD 10' TENT KIT

(Full-Color Imprint, Four Locations)

Mockup



Actual – Front



- Tent Colour: Pantone 2728 (royal blue)
- Imprint Colour: White
- Imprint Locations: 4 locations, as shown

### Description/Feature

- Tent is 10' x 10' when set up
- Canopy is constructed of durable, weather-resistant 400 denier polyester
- Canopy available in eight colors
- Select your imprint locations using the "Choose Your Imprint Locations" tool above (you must be logged in to use the tool)
- Crank-up canopy creates a taut, clean peak
- Frame is constructed of 1 mm steel with a powder-coated finish
- Frame features ABS nylon joints
- Square-shaped legs are 1.125" x 1.125"
- Legs feature plastic push buttons for pinch-free height adjustment
- Easy-Glide Tent Feet (US Patent #D760857) allow the tent frame to slide on dirt and grass, preventing the legs from catching
- Easily collapses to fit inside the included soft case with wheels
- The tent can be secured to the ground with the included stake kit
- Frame must be secured to the ground to prevent wind damage (failure to secure the tent voids the warranty)
- Catalog Page: 86
- Imprint Method: Full-Color Imprint

### Product Dimensions

- Product Size: 118.5" W x 138.25" H x 118.5" D
- Collapsible Dimensions: 8.37" W x 62.75" H x 8.37" D
- Case Dimensions: 12.5" W x 56.25" H x 15.5" D
- Product Weight: 50 lbs
- Kit Includes
- 1: Hardware (Frame)
- 1: Canopy
- 1: Carry Case
- 4: Ground Stake
- 4: Rope

### Materials

- Hardware: ABS Nylon, Steel
- Canopy: 400 Denier Polyester

### Certifications

- Meets FR Rating Requirements

### Primary Usage

- Outdoor

### Warranty

- 1 year canopy and soft case warranty - Standard warranty is a parts and labor warranty which warrants product against defects in material and workmanship. It does not cover damage due to accidents, abuse, or normal wear and tear. Products found to be defective will be replaced or repaired at factory's discretion.



## ADDITIONAL ITEMS

- BIC grip roller pens
- Catalog case decal
- Canvas lead form tear sheet
- Contest tabletop display
- Demo display decals
- Digital ad strategy & social media marketing  
*Tracking integrated into website*
- Drum rollout close sheet
- Email marketing
- Employee forms  
*20 year product warranty, lead form, order sheet, prep form, price protection guarantee, quote sheet, order agreement, employee profile form, new employee package*
- Field manual
- Installer shirt
- Messaging  
*Elevator speech, phone script*
- Lip balm
- Now hiring / Canada / HomeStars decals
- Promo video storyboarding
- Sales presentation folders
- Thank you card
- Tote bag
- Waterfall wrap decals
- Website  
*Integrated with social media ad tracking, SEO*
- Yard signs



## CONTACT

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