

BUILT TO OUTLAST YOU

**BRAND
GUIDELINES**



Mission Statement:

- At Tackform, our mission is to transform the ordinary into the extraordinary by designing innovative, user-centric mounts that improve the user experience. We're dedicated to enhancing people's relationships with technology by focusing on the small details while educating our users of those details.

Vision Statement:

- At Tackform, our vision is to become the global leader in mounting solutions. We strive to create a future where mounting technology is seamlessly integrated into everyday life, by providing quality, innovation, and user education.

Values:

- At Tackform, our core values shape our identity and drive our commitment to excellence:
- **Innovation:** We constantly pursue groundbreaking ideas and solutions that push the boundaries of the mounting industry. Our desire is to carefully learn our customers' needs and create one-of-a-kind solutions.
- **Quality:** We are devoted to creating best-in-class products with meticulous attention to detail, ensuring durability, functionality, and exceptional user experience.
- **User Education:** We support our customers through knowledge, providing comprehensive resources and guidance to help them make informed decisions and get the most from our products.
- **Customer Centric:** We place our customers at the heart of everything we do, listening to their needs and tailoring our products to enhance their overall experience.
- **Passion:** We approach our work with enthusiasm and commitment, driven by a genuine desire to make a difference in the mounting technology industry while inspiring others to do the same.
- **Integrity:** Great businesses are built on trust and integrity, and at our company, we take that very seriously. We believe in honesty and transparency, holding ourselves accountable to the highest standards of excellence. We're always striving to do better, to innovate, and to exceed expectations.
- **Collaboration:** We embrace teamwork and open communication, raising a culture of support, growth, and mutual success within our Tackform family.

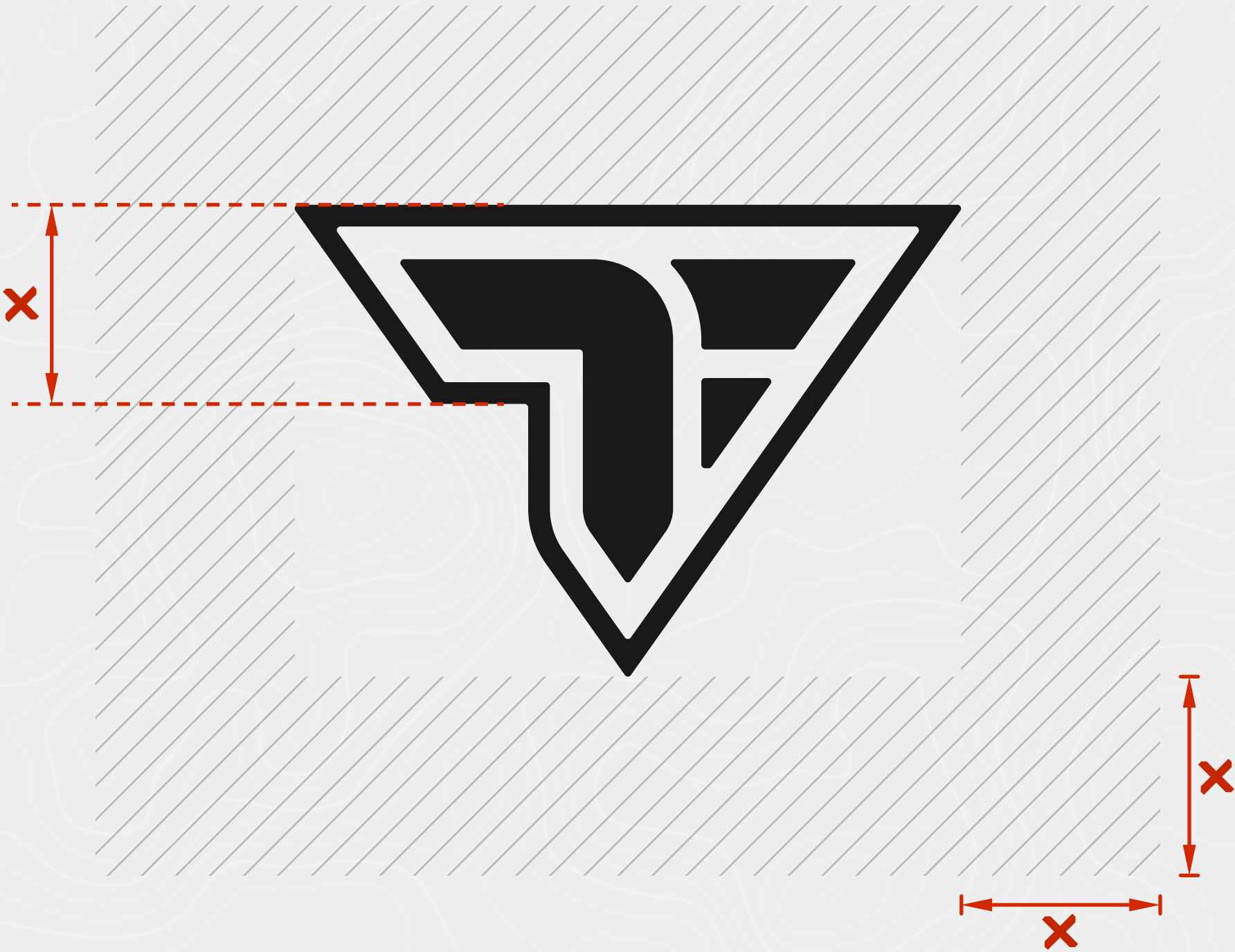


TACKFORM

LOGO VARIATIONS







Stack Icon Above Wordmark



Stack Wordmark



Shift Logo Alignment



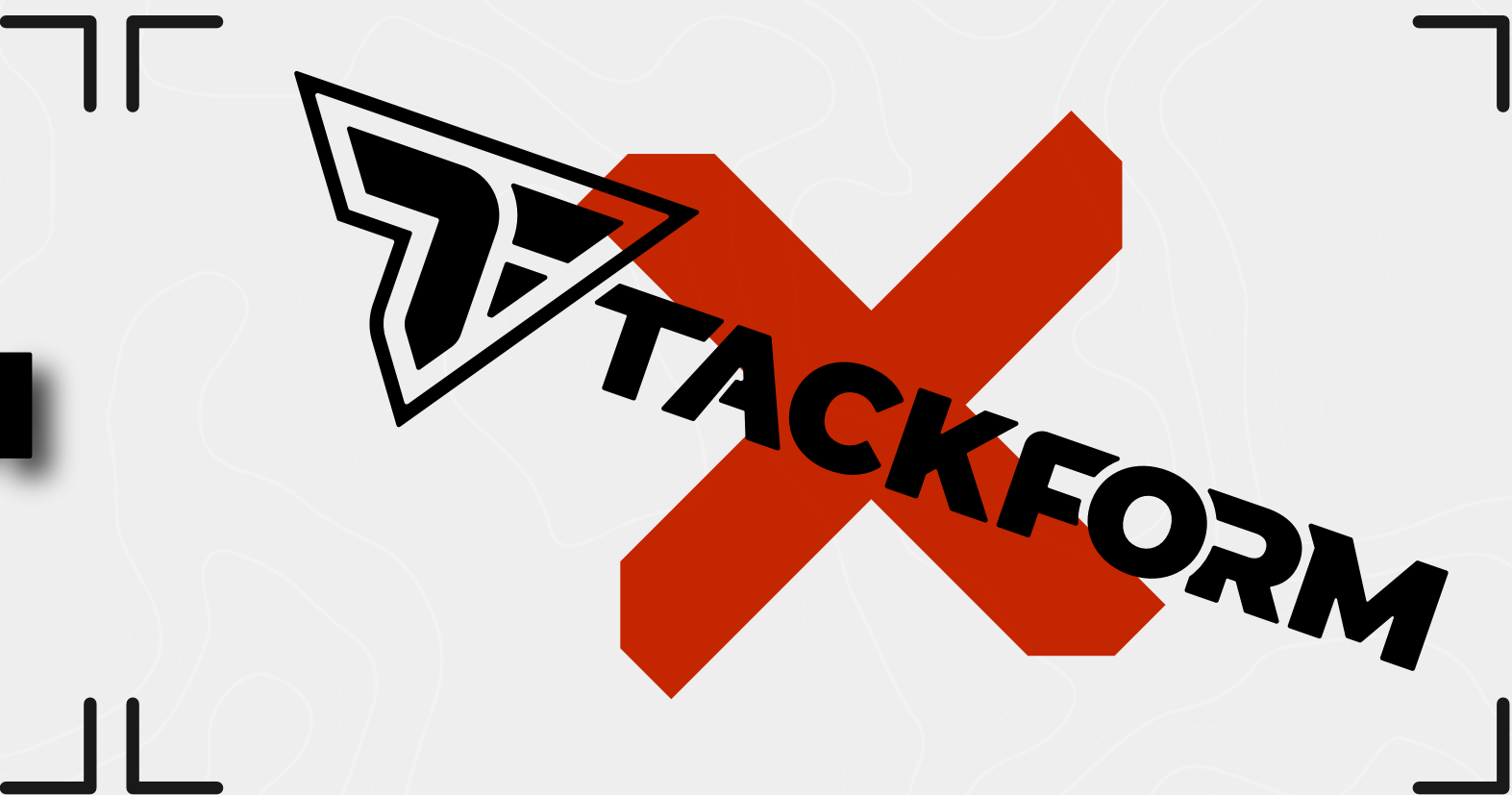
Place Black Logo On Dark Background



Adding Dropshadow



Rotating Logo



LOGO WEB SCALE GUIDE

These are the parameters set for our logos under the web usage. Please make sure to scale each logo proportionally to the minimum and maximum heights described.



Tackform Icon web scale.
Minimun Height: 35px
Max: 90px



Tackform Logo web scale.
Minimun Height: 35px
Max: 90px



Tackform Wordmark web scale.
Minimun Height: 20px
Max: 45px



Tackform Submark web scale.
Minimun Height: 30px
Max: 35px

LOGO MOBILE SCALE GUIDE

These are the parameters set for our logos under the mobile usage. Please make sure to scale each logo proportionally to the minimum and maximum heights described.



Tackform Icon mobile scale.
Minimun Height: 15px
Max: 30px



Tackform Logo mobile scale.
Minimun Height: 15px
Max: 30px



Tackform Wordmark mobile scale.
Minimun Height: 7px
Max: 15px



Tackform Submark mobile scale.
Minimun Height: 10px
Max: 15px

Tagline

BUILT TO OUTLAST YOU

EERIE BLACK

HEX: 191919
RGB: R: 25 G: 25 B: 25
CMYK: C:73% M:67% Y:65% K:79%
PANTONE: 419C

SINOPIA

HEX: D32902
RGB: R: 211 G: 41 B: 2
CMYK: C:11% M:96% Y:100% K:3%
PANTONE: P45-8U

ANTI-FLASH
WHITE

HEX: EEEEEEE
RGB: R: 238 G: 238 B: 238
CMYK: C:5% M:4% Y:4% K:0%
PANTONE: P134-9U

CHARCOAL

HEX: 273E47
RGB: R: 39 G: 62 B: 71
CMYK: C:84% M:62% Y:54% K:45%
PANTONE: P175-16U

PAYNE'S GRAY

HEX: 326273
RGB: R: 50 G: 98 B: 115
CMYK: C:83% M:52% Y:42% K:17%
PANTONE: P175-12U

MOONSTONE

HEX: 5C9EAD
RGB: R: 92 G: 158 B: 173
CMYK: C:66% M:24% Y:28% K:0%
PANTONE: P120-12U

Open Sans (Extra Bold)

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz**

Open Sans (Regular)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

Sol Pro Italic (Black)

***Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz***

THERE BRAT (REGULAR)

***AA BB CC DD EE FF GG HH II JJ KK LL
MM NN OO PP QQ RR SS TT UU VV WW XX YY
ZZ***