



Shurtape®

TRUE TO YOUR WORK®

BRAND STANDARDS



AT SHURTAPE®, WE MAKE RELENTLESSLY RELIABLE TAPES FOR THOSE WITH THE ABSOLUTE HIGHEST STANDARDS.

WE MAKE TAPE FOR CRAFTSMEN.

FROM DESIGN AND DEVELOPMENT TO MANUFACTURING AND DISTRIBUTION, WE DEMAND ATTENTION TO EVERY DETAIL. SO WHETHER IT'S FOR PAINTING AND PACKAGING OR HVAC AND TRANSPORTATION, WE NEVER STOP STRIVING TO IMPROVE EVERY ROLL OF TAPE. AND OUR COMMITMENT TO COMMUNICATIONS AND CUSTOMER SERVICE IS EQUALLY INTENSE.

IN OTHER WORDS, OUR APPROACH TO OUR BUSINESS IS AS UNCOMPROMISING AS THE CRAFTSMEN WHO PROUDLY APPLY OUR TAPE.

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People have come to expect Shurtape to be of the absolute highest quality and they depend on our products as a critical “tool” to getting the job done. That’s why our brand is positioned as “The Modern Craftsman’s Choice.” These craftsmen are exceptionally proud of their work and they continually strive to do better. They are true pros who expect the same quality in their “tools” as in their work. Our brand position is reflected in all touchpoints, exuding confidence, competence, ruggedness and reliability.

BRAND POSITIONING Shurtape brand is:

A tool for a job well done



NOT a commodity

For the craftsman



NOT for those who just don’t care

Rugged, competent



NOT flowery or feminine

Confident, approachable



NOT arrogant or cold

This Brand Guidelines book contains tools and information to ensure Shurtape brand is accurately and consistently represented at all touchpoints.

The Shurtape brand is much more than a logo or letterhead. It's the representation of our company in its entirety – from our products and sales representatives to our advertising and digital footprint. It's our promise to be of the absolute highest quality. In order to protect and preserve the equity of the Shurtape brand, the following offers guidelines for managing our brand:

CONSISTENT POSITIONING

Craftsmen choose Shurtape brand because of the quality, value and dedication to their craft it represents. Every product and marketing element for Shurtape brand shall be consistent with the Brand Position: The Modern Craftsman's Choice.

CONSISTENT BRAND IDENTITY

Consistent treatment of the Shurtape brand identity across all packaging, displays, advertising and other marketing materials will ensure our brand is easily recognized in the U.S. and beyond.

USE OF SUB-BRANDS

Any sub-brand related to the Shurtape master brand should be consistent with the brand positioning and voice. ShurSEAL® is an example of a sub-brand

CONTENT CREATION

To ensure consistency, all Shurtape brand materials, including packaging, advertising, publicity materials, marketing copy, etc., shall be developed and/or reviewed and approved by the Shurtape Brand Stewards team.

All Shurtape brand retail items shall be created by The Consumer and Craftsman Group following the established process, with review and approval by the Shurtape Brand Team.

LOGO AND USAGE – BRANDMARKS

The bold rectangle of our logo is symbolic of tape and adds strength, masculinity and visual weight. The word “tape” reversed out of the rectangle highlights and reinforces the fact that tape is all we make. The separation of “Shur” and “tape” aids in the correct reading and pronunciation of our name. The overall simplicity works well with other heritage graphic elements.

Shurtape Logo with tagline – Preferred logo for all Shurtape branding



Shurtape Logo – Secondary logo, used when the tagline will be too small against standards



NOTE: Although used previously as a corporate logo, the below corporate logo should be used as appropriate



LOGO AND USAGE – BRANDMARKS

Examples of acceptable Shurtape logo usage. Blue is the preferred logo color, but white can be used over darker background colors if necessary. The black logo should only be used in one-color printing applications.



Blue logo on white



Blue logo on textured image



Black logo on white



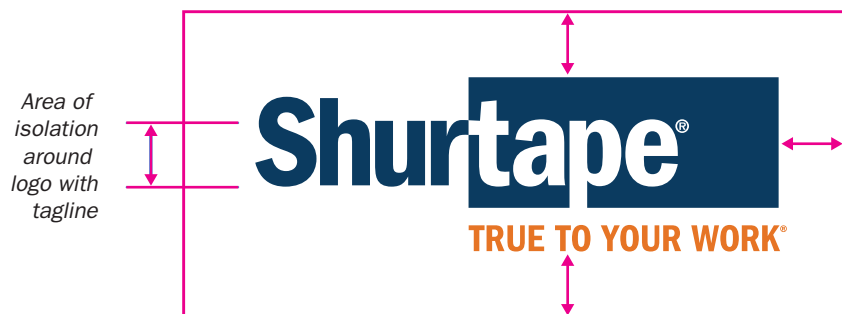
White logo on dark image



White logo on blue

LOGO AND USAGE – AREA OF ISOLATION

It is important to keep the logo isolated from other distracting elements to give it prominence. It gives the logo breathing room. At minimum, there should be a blank area equal to the x-height of the Shurtape logotype. (The x-height refers to the height of the lowercase letterforms in the logo.)



Avoid using logo with tagline smaller than 1.25" wide

LOGO AND USAGE – INCORRECT

Examples of incorrect Shurtape logo usage.

These examples represent some, but not all alterations to the brand that constitute improper use



DO NOT create a Shurtape logo



DO NOT distort the logo in any way



DO NOT add effects to the logo



DO NOT change the color of the logo



DO NOT place graphics in front or behind logo



DO NOT alter tagline color or copy



DO NOT re-orientate or shorten the logo

LOGO AND TAGLINE

Our tagline, “True To Your Work®,” reflects the Shurtape brand position. It is important to use it in the correct way. The tagline has been designed as a lockup with the Shurtape logo. The lockup version is for use in advertising, sales materials and packaging.

In corporate communications, the tagline can be separated from the logo, but if separated, it cannot appear near the logo in any other configuration.



*Advertising, sales materials
and packaging*

The lockup logo



Specialty Applications

The tagline can be separated from the logo, but if separated, it cannot appear near the logo in any other configuration

SHURTAPE COLORS

These colors are equivalent to the Pantone numbers listed below. For 4-color process printing, refer to the CMYK values shown. For on-screen applications, refer to the RGB values specified.



Shurtape Blue

PANTONE
2955
CMYK
100/55/10/48
RGB
0/60/105

Shurtape Orange

PANTONE
152
CMYK
0/62/100/0
RGB
225/112/0

LOGO OVERVIEW

Preferred marks for print

Use the preferred 2-color version of the logo whenever possible



shurtape(R) logo+tag 2cPMS.eps
(Preferred 2-color PMS 2955 + PMS 152)

Do not use color logos for reverse background printing.

Use the preferred 4-color version of the logo when only CMYK printing is available



shurtape(R) logo+tag cmyk.eps
(Preferred 2-color CMYK)

Alternate marks for print

Use the 1-color blue version when a simplified mark is required for small sizes, premium items, silkscreen, etc.



shurtape(R) logo PMS 2955.eps
(Alternate 1-color PMS 2955)

Use the 1-color black version when the 1-color blue version cannot be used



shurtape(R) logo blk.eps
(Alternate 1-color Black)

Use the 1-color white version for all reverse background printing



shurtape(R) logo white.eps
(Alternate 1-color White)

Screen

Use the RGB version of the artwork on screen and in digital applications. JPEG versions are for use in Microsoft applications such as Word, Excel and PowerPoint.



shurtape(R) logo+tag RGB.jpg
(Primary RGB/Screen)



shurtape(R) logo+tag RGB.jpg
(Primary RGB/Screen)



shurtape(R) logo+tag RGB.png
(Primary RGB/Screen)



shurtape(R) logo+tag RGB.png
(Primary RGB/Screen)

ADDITIONAL LOGOS AND ICONS



TRADEMARKS

Trademarks are important business assets and should be treated with care. Companies rely on their trademarks to identify their products and distinguish them from those of the competitors. A trademark can be a word, symbol, logo, design or color — or any combination of these.

How to use our trademark

The Shurtape name and select Shurtape product names are registered with the U.S. Patent Office. The Shurtape name and product names (where appropriate) should always feature the ® registered trademark symbol or if the name is pending, the ™ designation. In lengthy copy about Shurtape or a trademarked product, the ® or ™ symbol should be included with the first reference to the company or product. Further repetitive references to the company or product do not need the symbol.

Please contact the Shurtape Brand Stewards team for a current list of trademarks.

TYPOGRAPHY

Shurtape has a specially designed type font for use in large headline messages. It's called LL Rubber Grotesque and helps give communications a feeling of being hand-crafted. It should only be used for short-phrase headlines and graphic elements. It is not intended to be used as the primary font in presentations or other long documents. Please use this font in uppercase only.

LLRubberGrotesque_demi_clean

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

Impact_Regular – for packaging use only

**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890**

For all other applications, use the Franklin Gothic family of fonts. Franklin Gothic remains our core font for most PowerPoint presentations and heavy copy literature. Franklin Gothic is versatile and complements our headline font well. Din Black Regular is for use on Technical Data Sheets.

ITC Franklin Gothic Book

**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890**

ITC Franklin Gothic Book Oblique

**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890**

ITC Franklin Gothic Demi

**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890**

ITC Franklin Gothic Demi Oblique

**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890**

ITC Franklin Gothic Heavy

**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890**

ITC Franklin Gothic Heavy Oblique

**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890**

Din Black Regular – for use on Technical Data Sheets only

**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890**

BRANDING IMAGERY

Shurtape branding photography features imagery of the daily life of a craftsman. The images should be tightly focused on the details of the work that makes them proud. Hands, tools of the trade and our product all come together to create an homage to craftsmanship.

Our product shouldn't be the main focus; rather, the work should be the focus. The imagery should always lead to being "True To Your Work."



1) Lighting

- Use natural light or the appearance of natural light.
- Emphasize shadow and highlight.



2) Composition

- Focus on the hands doing the work or the work being done.
- Use a short depth of field to add a sense of authenticity.
- Should look like a workplace environment: professional but not too pristine, slightly worn work clothes, gloves, tools, etc.



3) Color

- Color should be desaturated to evoke a feeling of timelessness.

Note: All photography must be coordinated through the Marketing Communications team and taken by an approved photographer; Shurtape brand retail photography shall follow the established process.

PRODUCT IMAGERY

This imagery shows our products in the best light possible. Quality is part of our value proposition and so our products should be photographed in such a manner. The background should be crisp and clean; the packaging, product and core should be perfect.



1) Lighting

- Use soft light to eliminate harsh shadows and highlights.
- Choose directional lighting that highlights the texture of the tape.
- Light product so core and text are not obscured by shadows and are readable.

Note: All photography must be coordinated through the Marketing Communications team and taken by an approved photographer; Shurtape brand retail photography shall follow the established process.

2) Composition

Two-roll shots

- Arrange foreground roll so it is shot straight on and the other is at a 3/4 angle, slightly behind.
- Shoot slightly above so top surface of roll is visible.
- Make sure disc label is clearly visible.
- Shoot with packaging and without.



Single-roll or multi-pack shots

- Arrange roll so it is shot straight on.
- Shoot slightly above so top surface of roll is visible.
- Shoot with English facing out or disc label clearly visible.
- Shoot with packaging and without.
- Shoot on or edit in a white background.

Group shots

- Arrange rolls in a visually appealing manner.
- Shoot slightly above so top surface of roll is visible.
- Shoot with packaging and without.



3) Color

- Colors on product shots should be as close to the actual product as possible.
- No harsh highlights or shadows.

E2B IMAGERY

E2B photography will consist of single roll shots, one packaged (when applicable) and one unpackaged. Our brand should be represented with the following photography formats as shown below. This imagery shows our products in the best light possible. Quality is part of our value proposition and so our products should be photographed in such a manner. The background should be white; the packaging, product and core should be perfect. Final images should have a clipping path as well.

Vertical-Unpackaged



Unpackaged roll standing up on its side at an angle.

Horizontal-Packaged



Packaged roll (when applicable) shot horizontally so disc and/or roll wrap is clearly visible.

Multi-Pack



Packaging shot vertical facing to the right. Label should be clear and legible.

APPLICATION IMAGERY

This imagery shows the place where a craftsman works. The images should be focused on how our product is part of the big picture of how their work gets done. These environments should look and feel as real and “lived in” as possible. It is also important to give a sense of humanity, either through showing people or the everyday items people use in their workday life.

The imagery should always lead to being “True To Your Work.”



1) Lighting

- Use natural light or the appearance of natural light.
- Emphasize shadow and highlight.



2) Composition

- Use a short depth of field to add a sense of authenticity.
- Should look like a workplace environment: professional but not too pristine, slightly worn work clothes, gloves, tools, etc.
- These images should feel narrative, visually telling the story of the work that goes on in the different environments.
- Viewer should feel like they're in the environment.



3) Color

- Color should be desaturated to evoke a feeling of timelessness.

Note: All photography must be coordinated through the Marketing Communications team and taken by an approved photographer; Shurtape brand retail photography shall follow the established process.

STATIONERY

Letterhead

Colors: 3 color: PMS 2955 + PMS 152 + Black

Size: 8.5" x 11"

When printed from a Word file, the orange band will not print flush to the edge - there will be a 1/8" gap.



POWERPOINT Colors: Full Color Size: 10" x 7.5"

The approved PowerPoint template uses Franklin Gothic for both the header and body text. The custom font, LL Rubber Grotesque, can be used for the headline text when the content calls for it. See the examples below showing approved font usage.



Title Page

*Cover:
Image can be changed based on Channel*

*Body Copy:
ITC Franklin Gothic Demi –
Upper Case*



Title Page

*Alternate Cover:
For use in multi-brand
deck*

*Body Copy:
ITC Franklin Gothic Demi –
Upper Case*



Additional Slides – Including alternate content pages.

*Powerpoint template is
available for download on
ShurNet.*

SALES SHEETS

Colors: 4 Color CMYK
Size: 8.5" x 11"

This template uses pre-assembled photographic backgrounds as a framework for the design. There are six backgrounds (next page), one for each of the major categories of tape, plus a generic template for non-category specific products. A large application image should be used on the front, while a chart of related products and an application photo should appear on the back (if space allows).

Front

Franklin Gothic Condensed 12 point

LL Rubber Grotesque 45 point

Product description: ITC Franklin Gothic Demi 11 point with 19 leading

IMPORTANT:

Logo, phone number and URL should not be moved or changed in size

Type and logos should have a .75" margin on the sides and .5" margin on the top and bottom

Textured Background

Textured Background With application image multiplied over top.

Related Products

Flex area for application image (bleed off bottom) if not needed for product information. or optional co-brand logo and contact information

Back

Textured Background

Textured Background With application image multiplied over top.

Related Products

Flex area for application image (bleed off bottom) if not needed for product information. or optional co-brand logo and contact information

TECHNICAL SPECIFICATIONS

	Tensile	Adhesion to Stainless Steel	Thickness	Elongation	Service Temperature Range	Application Temperature Range
AP 15	Label protection acrylic packaging tape for protecting labels and printed surfaces during shipment.	20 lbs/in width	19 mils width	1.6 mils	150%	-20 - 180 F
AP 101®	General purpose grade acrylic packaging tape for closure of lightweight cartons.	20 lbs/in width	18 mils width	1.6 mils	150%	-20 - 180 F
AP 180®	Production grade acrylic packaging tape for lightweight cartons.	20 lbs/in width	21 mils width	1.8 mils	150%	-20 - 180 F
AP 201®	Production grade acrylic packaging tape for light to medium weight cartons.	24 lbs/in width	22 mils width	2.0 mils	150%	-20 - 180 F
AP 301®	Performance grade acrylic packaging tape for medium weight cartons in extreme temperature environments or subjected to handling stress.	27 lbs/in width	25 mils width	2.2 mils	150%	-20 - 180 F
AP 401®	High performance grade acrylic packaging tape for heavy duty sealing of cartons exposed to rough handling and load stress.	30 lbs/in width	27 mils width	2.5 mils	150%	-20 - 180 F

SHURTAPE.COM 1.888.442.TAPE

Shurtape
TRUE TO YOUR WORK™

ISO 9001 CERTIFIED QUALITY SYSTEM © 2018 Shurtape Technologies, LLC
Printed in USA on recycled paper. Print 425-457Series 02/21 1219-1219

SALES SHEETS

Colors: 4 Color CMYK
Size: 8.5" x 11"

Pre-assembled photographic backgrounds for use on sales sheets.

Front Background Graphics



Paper



Cloth



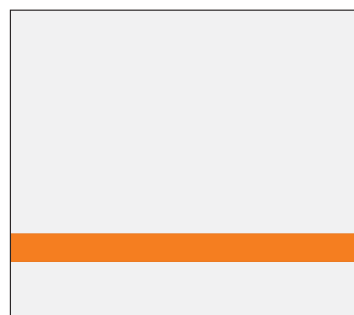
Packaging



Double-coated

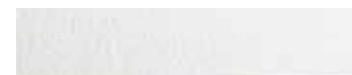


Foil/Film



Generic

Back Header Graphics



Paper



Double-coated



Cloth



Foil/Film



Packaging



Generic

TECHNICAL DATA SHEETS

Colors: 4 Color CMYK
Size: 8.5" x 11"

This template uses pre-assembled photographic backgrounds as a framework for the design. There are six backgrounds (next page), one for each of the major categories of tape, plus a generic template for non-category specific products.


Product name or number
LL Rubber Grotesque
62 point

Product description
Din Black
23 point

Product Application Image

Product technical data:
Subheads-
Din Black, 10 point,
11 point leading,
100 point tracking
Body
Trade Gothic Cond. No 18
10 point, 11 point leading,
10 point tracking

PC 618 COLORS



Shurtape logo should not be moved

PERFORMANCE GRADE, COLORED CLOTH DUCT TAPE



Background

TYPICAL APPLICATIONS

- For holding, securing, seaming, repairing, bundling, splicing, packaging and masking in HVAC, industrial, commercial, utilities, trucking and automotive applications
- Can also be used as a condensation barrier in appliance assemblies

PRODUCT FEATURES

- Excellent tack, conformability and holding power
- Easy to unwind and tear

CONSTRUCTION

Overall Grade/Function: Performance
Backing: Waterproof polyethylene film with a cloth carrier
Adhesive: Natural rubber

STANDARD WIDTH(S)

48 mm 72 mm

STANDARD LENGTH(S)

55 m
Contact your Shurtape sales representative for other available sizes




APPLICABLE STANDARDS

Tested in accordance with UL 723; FSI 15/SDI 25

STORAGE AND USAGE CONDITIONS

Tape should be stored in its original packaging in a cool, dry area away from direct sunlight and should be used within 12 months of date of shipment. Surfaces to which tape is applied should be clean, dry and free of grease, oil or other contaminants.

COLOR(S)

 BLACK (BLK)	 BROWN (BRN)	 RED (RED)	 YELLOW (YEL)
 WHITE (WHI)	 ORANGE (ORG)	 GREEN (GRN)	 BLUE (BLU)
 PURPLE (PRP)	 BEIGE (BEI)	 OLIVE (OLV)	 BURGUNDY (BRG)

PHYSICAL PROPERTIES

Tensile Strength 30 lbs/in width

Adhesion to Stainless Steel 55 oz/in width

Thickness 10 mils

Elongation 24%

Service Temperature Range 40 F to 200 F

STANDARD

Tensile Strength 52.5 N/10 mm

Adhesion to Stainless Steel 6.02 N/10 mm

Thickness 0.25 mm

Elongation 24%

Service Temperature Range 4 C to 93 C

METRIC

Tensile Strength 52.5 N/10 mm

Adhesion to Stainless Steel 6.02 N/10 mm

Thickness 0.25 mm

Elongation 24%

Service Temperature Range 4 C to 93 C

Physical and performance characteristics shown above are obtained from tests recommended by PSTC, ASTM, government agencies or Shurtape Technologies, LLC. Quality Assurance and Technical Service departments and do not represent a guarantee of product performance. Individual rolls may vary slightly from these averages. The user should determine whether the product is fit for a particular purpose and is suitable for the user's method of application before use.



Product image

Shurtape Technologies, LLC | PO BOX 1530 Hickory, NC 28603-1530 USA | Phone 1.888.442.TAPE (8273) | Fax 800.335.7651 | shurtape.com

ISO 9001 CERTIFIED QUALITY SYSTEM

BRAND STANDARDS GUIDE | 21

TECHNICAL DATA SHEETS

Colors: 4 Color CMYK
Size: 8.5" x 11"

Pre-assembled photographic backgrounds for use on technical data sheets.



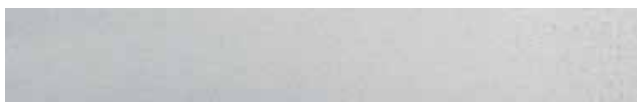
Paper



Cloth



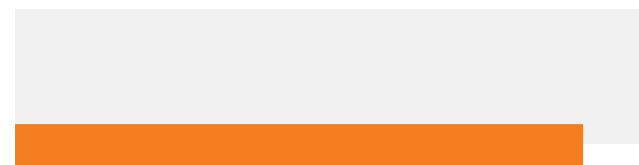
Packaging



Foil/Film



Double-coated



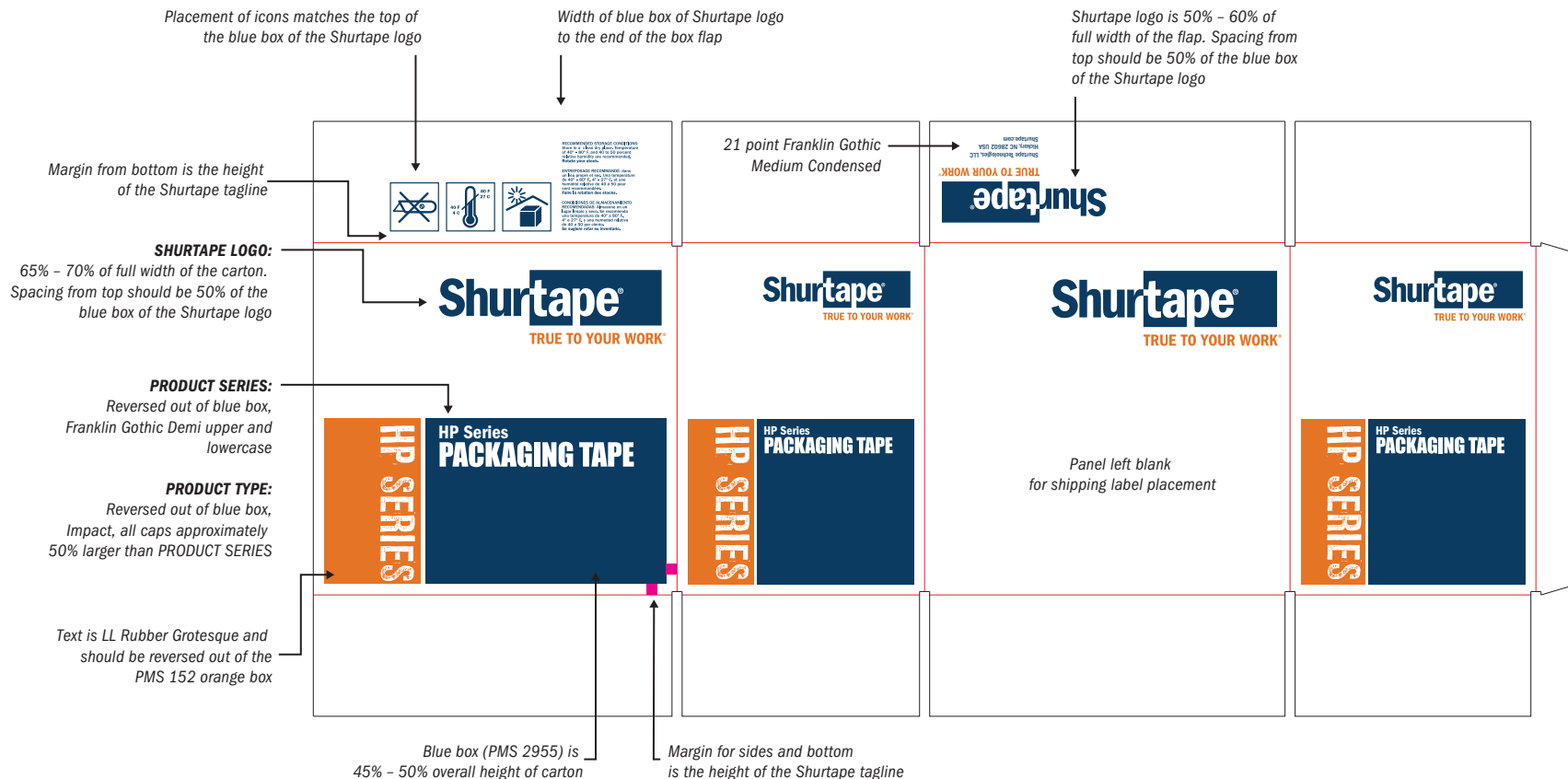
Generic

PC 618 COLORS

PERFORMANCE GRADE, COLORED CLOTH DUCT TAPE

CARTONS Colors: 2 Color: PMS 152 + PMS 2955

The design for Shurtape's cartons is bold with the product type and logos prominently visible on the panels. Our cartons can be produced in kraft or white depending on the product type. Fonts used are ITC Franklin Gothic Std, LL Rubber Grotesque and Impact. One panel is left blank for shipping label placement. Below is an example of a carton layout.



PRINTED DISC LABELS Colors: 4 Color CMYK + PMS 152 + PMS 2955

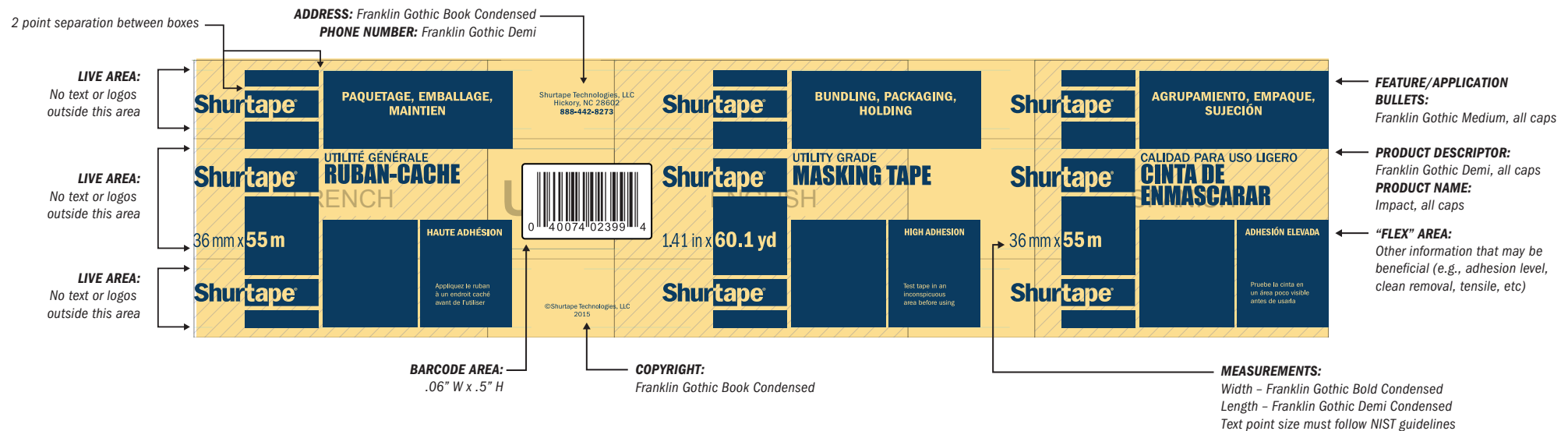
The design for Shurtape's disc labels is easy to read and calls out the key elements of the product to help the consumer make a buying decision.



PRINTED ROLL WRAPS Colors: Spot Color

Printed roll wraps are commonly used on single roll, jam pack and multi-pack applications. They are printed on heat-shrink film that conforms to the roll of tape. Roll wraps are built from dielines supplied by Shurtape and are typically trilingual (English, Spanish and French).

Below is an example of a roll wrap.



BRAND PRINTED CORES Colors: Spot Color


The tape core is the last remaining brand identifier on the tape once the outer packaging is removed. It keeps the Shurtape brand in view of the end-user through the life of the tape roll. Typically, all branded cores are created in-house. An example is shown below.



BRAND PRINT ADS

Colors: 4 Color CMYK
Size: Full page

This template uses a photographic background as a framework for the design. The backgrounds are completely assembled with an application image paired with a textural background for the body copy area. Headline should be centered over the photo using two fonts: LL Rubber Grotesque and Franklin Gothic Condensed in all caps. Phone/URL/Social Media lockup is required on all ads.



**AIRTIGHT PERFORMANCE
NO MATTER THE JOB.**

FOIL, FILM AND COMPOSITE TAPES | HVAC DUCT TAPES

SHURTAPE.COM
1.888.442.TAPE

f t YouTube

Shurtape®
TRUE TO YOUR WORK

PSTC
RESPONSIBLE
TAP MANUFACTURER

© 2017 Shurtape Technologies, LLC



**STUCK IN A
TIGHT
SPOT?**

TRY AF 100 WITH EASYPEEL®
FOR A SEAMLESS APPLICATION

Dealing with a hard-to-start liner on a roll of HVAC tape while on the job can be frustrating — especially when working in a tight space. That's why Shurtape® enhanced its trusted AF 100 UL 181A-P/B-FX Listed aluminum foil tape with EasyPEEL®, an innovative split liner technology designed to help you get the job done quickly and hassle-free.

AF 100 with EasyPEEL is the same UL compliant tape that delivers airtight performance, now with a crack and peel liner that's easy to start — even in crawlspaces and other confined areas — to help save you time, money and frustration on the job.

Shurtape®
TRUE TO YOUR WORK

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1.888.442.TAPE

f t YouTube

LEARN MORE AT SHURTAPE.COM/EASYPEEL.

PRODUCT AD TEMPLATES Colors: 4 Color CMYK Size: Full page/half page

This template uses a photographic background as a framework for the design. The backgrounds are completely assembled with an application image paired with a textural background for the body copy area. Headline should be centered over the photo using two fonts: LL Rubber Grotesque and Franklin Gothic Condensed in all caps. Phone/URL/Social Media lockup is required on all ads.



BANNER ADS Colors: RGB

Digital ads should complement their associated print version. The Shurtape logo without tagline should be used, unless the creative size ensures the logo will not be under 1.25 inches. Headline should use LL Rubber Grotesque and Franklin Gothic Condensed should be used in any supporting copy. The call-to-action should always appear in an orange bubble with copy in all caps, white font.



MARKETING ASSETS/INFORMATION

To ensure the most accurate brand information is available, we use a digital management system to store and maintain our assets.



Salsify is managed by the Marketing Communications and e-commerce teams to ensure the most up-to-date information is readily available. Registration is required to gain access and is open to a limited number of internal users. Users can request content from this system by contacting Austin Rieley, Joe Hamann or Laura Pierce via email.

For questions, concerns or assistance, please contact Austin Rieley at 828.267.8136 or arieley@shurtape.com

Salsify –

This is a Product Information Management System (PIMS). Users can view and download all approved marketing copy and technical data for each Shurtape brand product. This system houses our active images, videos, infographics, technical data sheets and other product collateral. This system also provides the capabilities to build custom product catalogs and is our central repository for all information that feeds collateral, websites, customer requests, etc.

CONTENT CREATION POLICY

To ensure consistency of the brand across all channels and mediums, all Shurtape brand requests shall be developed and/or reviewed and approved by the Brand Stewards team:

BRAND AND COMMUNICATIONS

Laura Pierce

Director, Marketing Communications
828.267.8506
lpierce@shurtape.com

Bryan Turnmire

Senior Graphic Designer
828.267.8659
bturnmire@shurtape.com

All requests for content or creative related to Shurtape brand related items shall follow the established process.

CREATIVE BRIEF PROCESS

To initiate a project, a creative brief is required. We are now using Esko to input and track all jobs. A link to Esko can be found on ShurNet and must be submitted with the required information. All projects shall require a minimum of two weeks lead time for creation and approvals.

The screenshot shows the 'Create Project' form in the Esko system. The form is titled 'Create Project' and has a 'Project Information' section. It includes various dropdown menus and text input fields for project details. A prominent red warning message is displayed, stating that lead times will be determined based on request assets and that all information must be provided for review and approval.



GOT QUESTIONS? BRAND CONTACTS

This guide provides a roadmap to ensure consistency of our identity and image. For questions on use of our branding elements, please contact:

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Building a strong brand identity and protecting our image are the responsibilities of all Shurtape stakeholders. Thank you for helping us maintain consistency in communicating our brand promise.

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