



BRAND REFRESH

BRAND GUIDELINES





BOLD.

Out of our initial exploration, the “A Bit Bolder” style was where we were all leaning the most. This took the initial “Racing Bold” look and blew it out with even bigger typography, outlines and layers.

Now we’re going to dive deeper with this style and apply it not just in a way that works with an automotive-focused market, but can evolve and change for an events market as well.

Before we get to the visuals though, it’s important that we begin with the foundation of the Swisstrax brand: its promise. The next few pages will explain and explore the brand promise, positioning statement, archetype and brand pillars.





01.

BRAND PROMISE



AN OVERVIEW

In order to create a brand that stands for something, an organization needs a clearly distilled statement of purpose to relate to its community, both internally and externally. In other words, **a brand is a promise**. At its core, the brand promise should define the business and touch every aspect of your company.

To that end, a brand promise is a value or experience your company's customers can expect to receive every single time they interact with Swisstrax. The more you can deliver on that promise, the stronger the brand value in the mind of customers and employees.

Your brand promise should connect your purpose, your positioning, your strategy, your people and your customer experience. This will enable Swisstrax to deliver its brand in a way that connects emotionally with your customers and differentiates you.

Examples of brand promises:

"To inspire moments of optimism and uplift."
Coca-Cola

"The Ultimate Driving Machine"
BMW

"To bring inspiration and innovation to every athlete in the world."
Nike

"Think Different."
Apple

"Simple, easy enjoyment"
McDonald's

"Ladies and gentlemen serving ladies and gentlemen."
Ritz-Carlton

5 elements to a strong brand promise:

1. Simple
2. Credible
3. Differentiating
4. Memorable
5. Inspiring



THE SWISSTRAX BRAND PROMISE

A brand promise is a clearly distilled statement of purpose that relates to your community, both internally and externally. In other words, it's a unique promise of value you make to your target market that your brand will fulfill. Quite simply, "This is what we will deliver to you" or "What you do for whom."

OPTIONS:

Elevate your space, from the ground up.

Laying the foundation for a bold environment.

Modular flooring with a modern flair.



02.

POSITIONING STATEMENT



SWISSTRAX BRAND POSITIONING STATEMENT

Swisstrax modular flooring provides superior-quality, customizable tiles used by car enthusiasts, car vendors (showrooms and dealerships), tradeshow and event planners. A leader in the industry, Swisstrax products elevate the look and feel of a room, enhancing the overall environment. Swisstrax's expertise, workmanship and customer service inspire confidence and create lasting relationships with clients.





KEY MESSAGES BY AUDIENCE

Car Enthusiasts

- Cover flooring imperfections with ease
- Design your dream garage
- Customize your colors with 19 variations
- Low maintenance luxury
- Chemical and moisture resistant
- Slip resistant
- 15-year warranty

Showrooms/Dealerships

- Cover flooring imperfections with ease
- Customize flooring by adding logo and color designs
- 19 different color variations
- Positively transform and distinguish your dealership
- Chemical and moisture resistant
- Slip resistant
- 15-year warranty

Tradeshow Exhibits & Events

- Cover flooring imperfections with ease
- Customize flooring by adding logo and color designs
- 19 different color variations
- Highlight your product
- Easy assembly and maintenance
- Durable and cost effective
- Chemical and moisture resistant
- Slip resistant
- 15-year warranty



03.

ARCHETYPES



AN OVERVIEW

In marketing, a brand archetype is a genre you assign to your brand, based upon symbolism. The idea behind using brand archetypes is to anchor your brand against something iconic—something already embedded within the conscious and subconscious of humanity. In the minds of both the brand owner and the public, aligning with a brand archetype makes the brand easier to identify.

All successful brands have a strong sense of identity, one that mirrors the hopes and aspirations of their customers. Finding your voice can be difficult. By identifying your brand archetype, it will connect you instantly to your audience.

In addition to formulating an identity, archetypes creatively and intuitively resolve brand inconsistencies. They can help focus communications initiatives, facilitate corporate cultural integrity and bridge conversations stuck between right and left brains.

They also can enhance trust with users by helping create a congruent brand story and value journey, facilitate a holistic perspective that is experienced as authentic and transparent, and ignite intuitive and emotional understandings of the brand—internally and externally.



PRIMARY ARCHETYPE:

MAVERICK

The Maverick is an **independent thinker**. Defined by a “don’t fence me in” mentality, the Maverick rejects labels, boxes or any other constraining idea. Social mores do not hinder this archetype’s action or thoughts. The Maverick might be **at the leading edge of change** and seen as being ahead of one’s time. Characterized as **smart, creative, unconventional and full of piss and vinegar**, the Maverick has moxie and nerve. With tenacious courage and relentless aggression, it will do, think and feel things that do not reflect conventional wisdom. The Maverick is motivated to protect freedom and willing to employ disruptive tactics to effect change.

The Maverick doesn’t play by society’s rules and generally feels that rules are made to be broken. Forgiveness is easier to ask for than permission.

This archetype does ascribe to rules, however; but they must be self-generated, self-imposed and self-punished in order for the Maverick to accept responsibility for consequences.

The Maverick is the definition of audacity, demonstrating **a fearless willingness to plunge into the unknown** and the different. But as much as this archetype values individualism, the Maverick cannot exist in isolation, needing something to push against, to compare or contrast with, for self-definition. Generally operating as a lone wolf, the Maverick identifies with being alone against the world and is willing to take a stand apart from popular views.



PRIMARY ARCHETYPE:

MAVERICK

Correlating personality traits:

Independent	Smart
Nonconformist	Creative
Original	Unconventional
Quirky	Tenacious
Fearless	



SECONDARY ARCHETYPE:

ENGINEER

The Engineer is curious and **looks to find solutions to everyday problems**. Satisfaction is found by exploring how things work. Known to have a knack for fixing things and solving problems, the Engineer is **results driven** and **delivery oriented**.

Eminently practical, this archetype converts creative energy into practical expression and manifests a talent for addressing issues ranging from everyday dilemmas to large-scale visions. At its core, the Engineer is **a systems specialist**.

This archetype is interested in patterns and demonstrates the value of **a structured approach to problem solving**. It prefers to work methodically, or stay calm and to avoid intuitive

leaps. The Engineer is **a good team player** who places high value on collective work that is focused toward an outcome, and it is satisfied by adding a specific piece to the whole. The Engineer is internally motivated, often unsung and behind the scenes.

The Engineer demonstrates a devotion to making things work and is characterized as orderly, strategic, patient, sensible, honest, grounded, reliable and practical. While remaining **accountable**, the Engineer does not carry around the weight of the world, accepting instead that things take time and that the world is messy and complicated.



SECONDARY ARCHETYPE:

ENGINEER

Correlating personality traits:

Consistent	Experienced
Tailored	Detail-oriented
Responsible	High quality
Customer-oriented	Efficient
Tactical	Professional
Focused	



04.

BRAND PILLARS



BRAND PILLARS

(ORGANIZATIONAL ATTRIBUTES, PERSONALITY, ARCHETYPES)

Swisstrax's personality is:



Original (Innovative)



Responsive/Can-Do (Nimble)



Self-assured (Experienced)



Versatile (Diverse)



Authentic (Trusted Advisor)



05.

BRAND VOICE



COPY TONALITY

Brand voice is more than just the company logo or tagline. It's the Swisstrax personality. The soul of the brand. The message communicated to clients and partners. It's everything Swisstrax stands for and everything it delivers—the verbal expression of your brand's unique identity.

It's the tangible elements, the products, services and physical evidence that demonstrate how the brand fulfills its promise to clients. It's proof that Swisstrax provides its clients with superior-quality, snap-in-place flooring tiles.

It's in the intangible elements, too—how Swisstrax humanizes itself with a distinctive character, giving clients an experience that communicates something larger about the brand and its values.

It's the attitude. The vibe. It's the way Swisstrax operates, creating a deeper bond with each customer.

To build a successful brand voice, Swisstrax must excel in both tangible and intangible ways. Swisstrax must speak and behave in the same style and manner at each point of contact. The more consistently the voice is communicated, the more clients will be able to identify what makes the Swisstrax brand different and better.



SWISSTRAX VERBAL PERSONALITY

When talking to customers, it's important to speak in the language they speak. Swisstrax needs to engage them in such a way that shows the brand understands who they are and what they need.

The Swisstrax verbal style reflects a sense of authentic confidence, borne from its heritage and experience. Its focus should always be on customers, giving them just what they require and nothing to overwhelm them. The verbal personality must reflect that Swisstrax understands and respects their needs, and is committed to helping them avoid unnecessary detail, sidestep distraction and operate above it all.

When communicating to this customer, the Swisstrax verbal style should be concise, edited of excess and crafted from language that is bold, honest and meaningful.





SWISSTRAX **VERBAL PERSONALITY**

Swisstrax's unique brand personality comes to life through its verbal style and voice. Because Swisstrax understands that its customers desire superior-quality, custom-tailored, easy-to-assemble flooring, the Swisstrax verbal style should always be:

BOLD

Fearless

Adventurous

Audacious

SUBSTANTIVE

Relevant

Knowledgeable

Authentic

CONFIDENT

Experienced

Secure

Efficient

SMART

Astute

Clever

Fresh

The verbal style should never be:

Pretentious—self-important or smug

Flowery—overly descriptive

Overbearing—providing too much attention or information

Cliché—Overused, overly clever



SWISSTRAX **VERBAL PERSONALITY**

BEFORE

Swisstrax is the World's Finest Modular Flooring and leader in garage and hangar transformations. With over 20 years of innovation, 10 styles, 5 hardwood grains, 19 colors, maximum resistance to oils and a full 15-year warranty, Swisstrax tiles have been engineered for you.

AFTER

Swisstrax isn't simply flooring. It lays the foundation for the finest [automotive engineering/showrooms/eventscapes] in the world. Engineered to assemble in a snap, modular Swisstrax tiles can be configured to feature your logo and custom color combinations. Best of all, it's durable, easy to maintain and comes with a full, 15-year warranty. Transform your space today. You'll be floored.



SWISSTRAX TAGLINE OPTIONS

1. Superior quality, underfoot.
2. Groundbreaking.
3. A step above.



SWISSTRAX HEADLINE OPTIONS

Garage / Automotive

- 1. Accelerate your street cred.**
- 2. Style, accelerated.**
- 3. What all the big wheels have.**

Tradeshows

- 1. Exhibit greatness.**
- 2. Flooring that invites more foot traffic.**

Residential

- 1. Step up your remodeling.**
- 2. Not just surface beauty.**



06.

BRAND VISUALS

GET FLOORED

Ibusandandis expellaut que voluten imaginimus. Fugiti verere nimolupti coria nis eos exped molup-tium eatia sa qui iliquo ommollorum reru blacid ut volorruptam esequi nesciam solorep rovitatibust eici odit molorroris dolorio.

swisstrax.com



LEAVE EPOXY IN THE DUST

swisstrax.com

LEAVE EPOXY IN THE DUST

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LEAVE EPOXY IN THE DUST

Swiss designed. American built. Il eaquiasperis velique earchic torrum nonet voleseq uaspedit apictur eperiandis volorum es ipitius a volore lacculparum quiasimet facepta volore pa ella-nimil est ut labor sunt unt a.



Do it yourself. Ximilitas ium experum eos etur asperis earum qui.



Chemical resistant. Si ad maio qui tem venienimi, odipsum is sam.



Quick install. Si ad maio qui tem venienimi, odipsum is sam.

Swisstrax+

swisstrax.com

STYLE, ACCELERATED.

Ibusandandis expellaut que voluten imaginus. Fugiti verere nimolupti coria nis
eos exped moluptium eatia sa qui iliquo ommollorum rero blacid ut volorruptam
esequi nesciam solorep rovitatibust eici odit molorroris dolorio.

swisstrax.com



Do it yourself. Ximilitas
ium experum eos etur
asperis earum qui.



Chemical resistant.
Si ad maio qui tem
venienimi, odipsum is sam.



Quick install.
Si ad maio qui tem
venienimi, odipsum is sam.

LEAVE EPOXY IN THE DUST

swisstrax.com



LEAVE EPOXY IN THE DUST

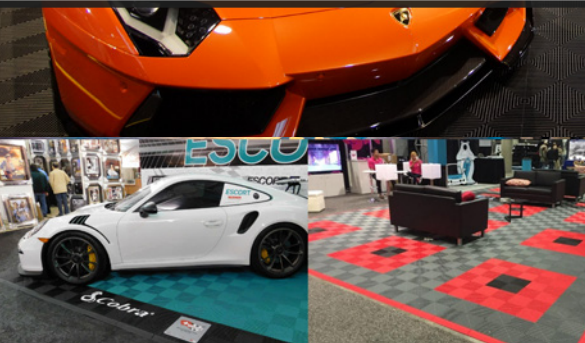
swisstrax.com



EXHIBIT GREATNESS.

Ibusandandis expellaut que voluten imagimus. Fugiti verere nimolupti coria nis
eos exped moluptium eatia sa qui iliquo ommollorum rero blacid ut volorruptam
esequi nesciam solorep rovitatibust eici odit molorroris dolorio.

swisstrax.com



Do it yourself. Ximilitas
ium experum eos etur
asperis earum qui.



Chemical resistant.
Si ad maio qui tem
venienimi, odipsum is sam.



Quick install.
Si ad maio qui tem
venienimi, odipsum is sam.

STAND OUT NOT IN

swisstrax.com

FLOORING THAT INVITES MORE FOOT TRAFFIC.

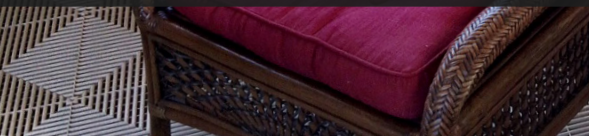
swisstrax.com



NOT JUST SURFACE BEAUTY

Ibusandandis expellaut que voluten imaginus. Fugiti verere nimolupti coria nis eos exped moluptium eatia sa qui iliquo ommollorum rero blacid ut volorruptam esequi nesciam solorep rovitatibust eici odit molorroris dolorio.

swisstrax.com



Do it yourself. Ximilitas ium experum eos etur asperis earum qui.



Chemical resistant. Si ad maio qui tem venienimi, odipsum is sam.



Quick install. Si ad maio qui tem venienimi, odipsum is sam.

SMART HOME SMART FLOORS

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STEP UP YOUR REMODEL

swisstrax.com





COLOR PALETTE

The main color palette is more clearly defined and versatile for the different audiences. Instead of always using red, black and white, the new palette shifts gears to red, gray and white with supporting secondary colors that provide more flexibility.

Each of the supporting colors are bright and bold to match the Swisstrax personality, as well as complement the boldness of the Swiss Red.

COLOR PALETTE (CURRENT)



Pantone 485 EC

C: 69.53 M: 67.19
Y: 63.67 K: 73.83

C: 0 M: 0 Y: 0 K: 0

C: 0 M: 0 Y: 0 K: 100



COLOR PALETTE (UPDATED) V2



Pantone 485 EC

C: 5 M: 85
Y: 99 K: 0

C: 72 M: 66
Y: 65 K: 73

C: 0 M: 0 Y: 0 K: 0

SECONDARY COLORS



C: 50 M: 50
Y: 50 K: 55

C: 40 M: 40
Y: 40 K: 45

C: 15 M: 15
Y: 15 K: 20

C: 5 M: 5
Y: 5 K: 10

SUPPORTING COLORS



Pantone 298 C
C: 100 M: 0
Y: 0 K: 0

Pantone 3955 C

Pantone 1375 C

Pantone 7726 C



TYPOGRAPHY

Swisstrax would move from Myriad Pro to a more modern and effective font: Source Sans Pro. Source Sans offers a range of weights including “Source Sans Pro Black” which is the heaviness we used in the headlines.

This typeface speaks to the strong heritage of the Swisstrax brand as well as the boldness of its audience, whether they’re looking to stand out in their neighborhood or at a trade show.

This Google font is widely available and doesn’t require paid licenses (it’s free).

Source Sans Pro

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()

Source Sans Pro Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()

Source Sans Pro Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()

Source Sans Pro Black Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()

Source Sans Pro Semibold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()

Source Sans Pro Black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()

Source Sans Pro Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()



PHOTOGRAPHY STYLE

The examples before show a mix of the current photography used and some ideal styles. This would look even better with a high contrast type of photography that had a boost in color. Vignette stylization could also play well with this concept.

We can set certain styles for how the photos are applied. For instance, you may have noticed that some of the photos with the bold text overlay were desaturated a little. This is to allow the messaging to take center stage, but when there's a charcoal box or clear separation of photo and type, we can leave the boosted colors in the imagery.

(IMPORTANT NOTE: all photos from the examples in this guide that are not Swisstrax photography are for demonstration purposes only - do not use them in any public-facing materials)





ICONS

A refreshed icon language is also beneficial to provide a better relationship to the bolder styling.

The new icons (a few shown here) use thicker lines as well as some fill. Ideally, Swisstrax could use iconography beyond just the features and create an ever-expanding library to be used as support for manuals, ads, and packaging.





07.

LOGO USAGE



SWISSTRAX LOGO USAGE

There are three main ways that the Swisstrax logo has been used. It's important for consistency and respect for the brand that we continue to use the logos in this manner.

PRIMARY LOGO



WORDMARK



WORDMARK WITH CONTAINER



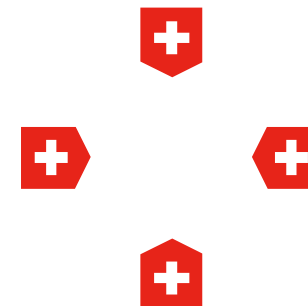
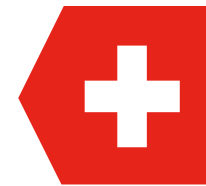


THE BADGE

Already seen throughout this guide is a new element that can be used as an accent to the brand: the badge.

The Swiss badge is taken right from the logo and rotated 90 degrees to allow four possible placements. Think of this as a signature on pieces that may need a little more brand recognition.

Using this badge and getting the Swisstrax audience familiar with it will also allow for an easier transition to the simplified wordmark logo, making either a conscious or subconscious connection to the identity.





NAMING CONSTRUCT

Right now there is a set style for the Swisstrax naming construct, but this style is also used for headlines and other word treatments in materials.

This would evolve the naming construct into a cleaner and more modern look by simply using the bold and semibold weights of Source Sans Pro. There would also be a clear visual division between headlines and product names.

RibtraxTM 



Rib**trax**TM



NAMING CONSTRUCT

Ribtrax™

Sporttrax™

Lightrax™

Diamondtrax™

Floortrax™

Logotrax™

Carpettrax™

Vinyltrax™

WorkMats

Turftrax™

Graphictrax™

Ribtrax™

Rubbertrax™



08.

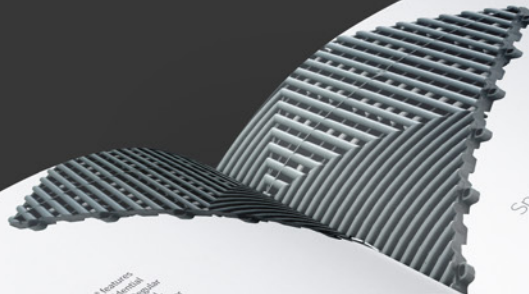
SAMPLE MATERIALS



RibtraxTM

Where form meets function.

The most popular take up to our collection overall, the Ribtrax features a revolutionary open profile design, ideal for a wide variety of residential and commercial applications. It can be used in domestic floors, shops, driveways and garages, all with ease. A Ribtrax floor is installed, clean and ready to use, with no need for any special treatment. The Ribtrax system is made from high quality, engineered polypropylene, which is resistant to staining, pressure, heat and a long life.



Dimensions



Specifications

The size
Height thickness
Installation method
Warranty

1.5m x 0.9m x 0.015m (5'0" x 3'0" x 0.015")
0.015m (0.6")
2.5m x 0.9m x 0.015m (8'2" x 3'0" x 0.015")
Polypropylene copolymer
10 years

Material type
Installation method
Warranty

Swiss flag
1.5m x 0.9m x 0.015m (5'0" x 3'0" x 0.015")
0.015m (0.6")
2.5m x 0.9m x 0.015m (8'2" x 3'0" x 0.015")
Polypropylene copolymer
10 years

Colors







STYLE, ACCELERATED.

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swisstrax.com



