

Brand Guide

Design & Brand Essentials for Resellers

For a seamless and visually appealing integration that highlights our partnership.

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Brand Guide

01.01. Partnership

Welcome to our brand guide and user manual for re-sellers. This guide serves as support for our resellers in delivering a consistent and cohesive brand experience. It outlines the key design principles, visual elements, and usage guidelines essential for maintaining the integrity of our brand across all touchpoints.

Our goal is to provide you with clear and practical instructions to help you align your materials with our brand identity. By adhering to these guidelines, you'll ensure that our shared message is communicated effectively and professionally, strengthening the overall impact and recognition of our brand in the marketplace.

We appreciate your partnership and commitment to upholding these standards, and we're here to support you every step of the way. Let's work together to create a seamless and memorable experience for our customers.

Brand Guide **Brand Guide** 01.01. Partnership

Guidelines are
our roadmap;
partnership is
the journey we
take together.

Brand Elements

01.02. Using CCS brand elements with reseller branding

When combining our brand elements with your own corporate identity, it’s essential to strike a balance that respects both brands while maintaining clarity and consistency. The goal is to create a seamless and visually appealing integration that highlights our partnership without compromising the integrity of either brand.

Brand Guide Brand Elements 01.02. Using CCS brand elements with reseller branding

Key Guidelines

Logo Placement:

Our logo should always be placed in a way that maintains its visibility and prominence, but without overshadowing your own brand logo. Ideally, position the logos side by side, with a reasonable amount of space between them, to signify the partnership clearly. Always respect the clear space around our logo to avoid clutter.

Size and Proportion:

Ensure that both logos are sized proportionally to one another, maintaining a balanced visual hierarchy. Neither logo should appear significantly larger than the other to keep the focus on both brands as equal partners.

Color Compatibility: Use our brand color (red) alongside your own in a way that complements rather than competes. If possible, integrate neutral tones or secondary colors to create harmony between the two identities without diluting the distinct look of each brand.

Typography Consistency:

When using text elements, such as taglines or product descriptions, stick to our approved typography for any messaging directly related to our brand. For your brand’s messaging, continue using your corporate fonts to keep both identities clear.

Visual Elements:

Incorporate our brand’s icons and other visual elements in a subtle way that enhances the overall design without overwhelming your own branding. These elements should blend naturally into the design, reinforcing the brand connection without dominating the visual space.

Logo

02.01. Primary logo & secondary logo

As a vital part of our brand identity, properly using our logos is essential for maintaining consistency and recognition across all marketing materials. We offer both primary and secondary logos, each designed for specific contexts. This guide provides clear instructions on when and how to use these logos effectively.

Having both, primary and secondary logos, allows for flexibility in design and ensures that our branding remains effective across various mediums.

Download the logo pack here:
<https://fabricframe.de/reseller> or scan QR-Code.



Brand Guide Logo 02.01. Primary logo & secondary logo

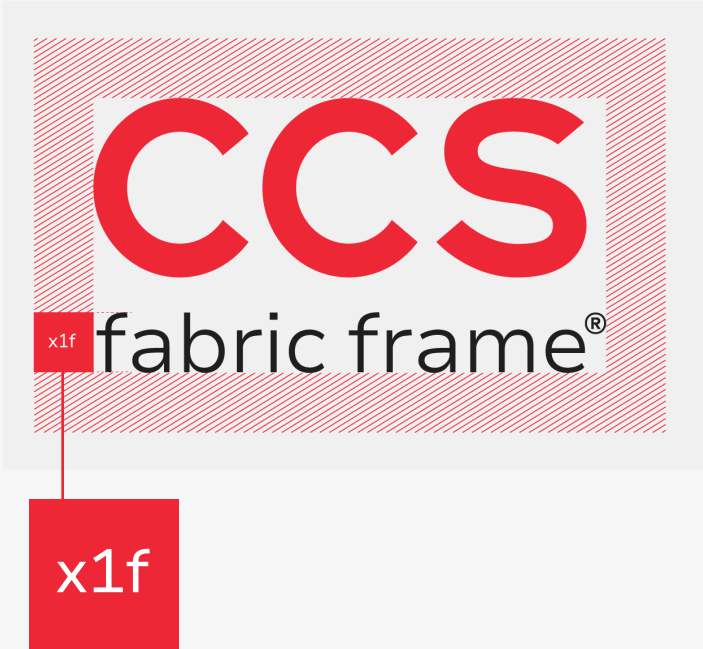
Primary Logo

Design: The primary logo features „CCS“ in red, positioned above the words „fabric frame“ in black. This stacked configuration emphasizes our brand name while ensuring clarity.

Usage: The primary logo is ideal for most promotional materials, including brochures, catalogues, flyers, etc. It provides a strong brand presence where visibility is crucial.



Protection area: The clear zone around the primary logo must be at least the height of the ‘f’ of fabric frame.



Secondary Logo

Design: The secondary logo presents „CCS“ and „fabric frame“ in a single row, maintaining the same color scheme. By ensuring that all parts of the logo are the same size, we also enhance readability in a context where the logo can be placed very small.

Usage: This logo is best suited for contexts where space is limited or where a horizontal layout is more appropriate, such as website headers or when there is limited space for a logo placement and flexibility is key.



Protection area: The clear zone around the secondary logo must be at least half the height of the ‘C’ of CCS.



Logo

02.02. CCS logo

Dos & Dont's

In this section of the brand guidelines, we have provided a brief summary outlining the Dos and Dont's for using of our CCS fabric frame® logos. Here you will find the key principles for their proper usage.

Please ensure that you always adhere to these fundamental guidelines for logo usage.

Brand Guide **Logo** 02.02. CCS logo Dos & Dont's



Dos

- Maintain Contrast**
Always prioritize contrast between the logo and its background to enhance visibility. If the background is busy or colorful, choose the logo version that stands out best.
- Respect Clear Space**
Ensure adequate clear space around the logo to prevent it from being crowded by other design elements. This enhances its impact and legibility.
- Use High-Resolution Files**
Always utilize high-resolution logo files for print materials to avoid pixelation. For digital applications, ensure the resolution is appropriate for web use.

Dont's

- Don't Alter the Logo**
Never change the colors, fonts, or proportions of the logo. This includes stretching, skewing, or adding effects.
- Avoid Complicated Backgrounds**
Refrain from placing the logo on overly complex or distracting backgrounds that reduce its visibility.
- No Misuse**
Do not incorporate the logo into other graphics or designs that may dilute its identity. The logo should stand alone as a recognizable symbol of our brand.

Logo

02.03. Using the CCS logo with the reseller logo

As a valued reseller partner, your ability to represent both our brand and your own through co-branding efforts is essential. This partnership not only enhances visibility but also builds trust and recognition among customers.

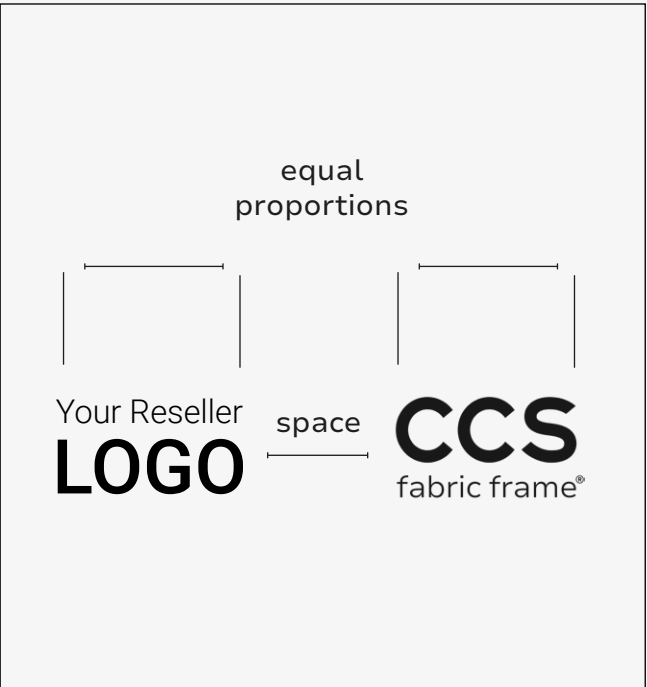
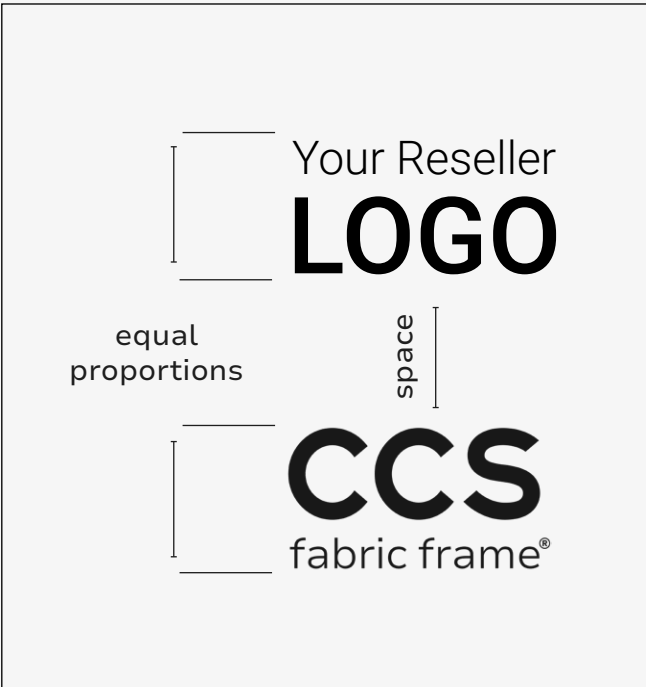
The use of logos is a powerful way to convey our shared values and commitment to quality. By following the established guidelines for logo usage, we ensure that both brands are presented cohesively and professionally. This guide will provide you with the necessary principles for integrating our logos into your marketing materials, promotional campaigns, and customer communications.

In partnership, we embody our brand; through guidelines, we communicate it effectively.

Brand Guide **Logo** 02.03. Using the CCS logo with the reseller logo

Dos

Dont's



Brand Colors

03.01. Using CCS color in a reseller branding context

Our key brand color is red, which embodies our energy, passion, and commitment to excellence. This part provides clear instructions on how to effectively use our red color in your marketing materials while adhering to our brand standards.

While our red is a significant element of our logo, we encourage you to focus on finding complementary colors for your marketing efforts. The goal is to create a cohesive and appealing visual experience without relying on red for calls to action or highlights.

Brand Guide Brand Colors 03.01. Using CCS color in a reseller branding context

Dos

- Choose Complementary Colors**
Select colors that work well with our red to enhance your designs. Consider using shades like gray, white, black, or muted tones to create a balanced palette that allows the red to shine in its intended context.
- Use Correct Color Codes**
Always utilize the specified color codes provided for both print and digital applications. This ensures that the red in our logo remains consistent and recognizable across all platforms.
- Focus on Brand Identity**
Integrate complementary colors into your marketing materials while ensuring the overall design aligns with our brand’s professional image.
- Maintain Consistency**
Ensure that your use of color remains consistent throughout all promotional materials to reinforce brand recognition.

CCS Spot Red

CMYK
C0 M100 Y75 K0

Pantone
1788 C

RGB
R238 G39 B55

HEX
#ee2737



Dont’s

- Avoid Overuse**
Do not use red as the dominant color in your designs. Excessive use can dilute its impact and detract from the brand’s professional image. Also, it will overwhelm your own brand identity.
- Don’t Alter Color Codes**
Stick to the provided color codes for red and other complementary colors. Modifying these codes can lead to inconsistency in brand representation.
- Inconsistent Pairings**
Refrain from pairing red with clashing or overly bright colors that can disrupt the visual harmony of your materials.
- Neglecting Guidelines**
Ensure you adhere to these guidelines in all your marketing efforts. Inconsistency can weaken brand perception and recognition.

Iconography

04.01. Colors & usage




Iconography is crucial in reinforcing our brand identity and enhancing communication across various platforms. We have developed a set of icons specifically designed to represent our brand and products. To maintain visual consistency, please use only the approved icons provided in the link we share with you.

These icons are available for download and include both general brand icons and product-specific ones. Be sure to choose icons that best fit the context of your content, always keeping them clear, recognizable, and aligned with the guidelines in this design guide. Properly using these icons will help create a unified look, making it easier for customers to engage with and understand our offerings.

Download the icon pack here:
<https://fabricframe.de/reseller> or scan QR-Code.



Brand Guide Iconography 04.01. Colors & usage

		
<div><div>Black</div><div></div></div>	<div><div>White</div><div></div></div>	<div><div>Red</div><div></div></div>

Images

05.01. Product cases & visuals

Our images are vital in presenting our brand and showcasing our solutions to the B2C market. We offer a selection of visuals, including real-life product cases from our clients and high-quality images we have created in-house. These photos are specifically chosen to resonate with our target audience, highlighting our products' practical applications and benefits.

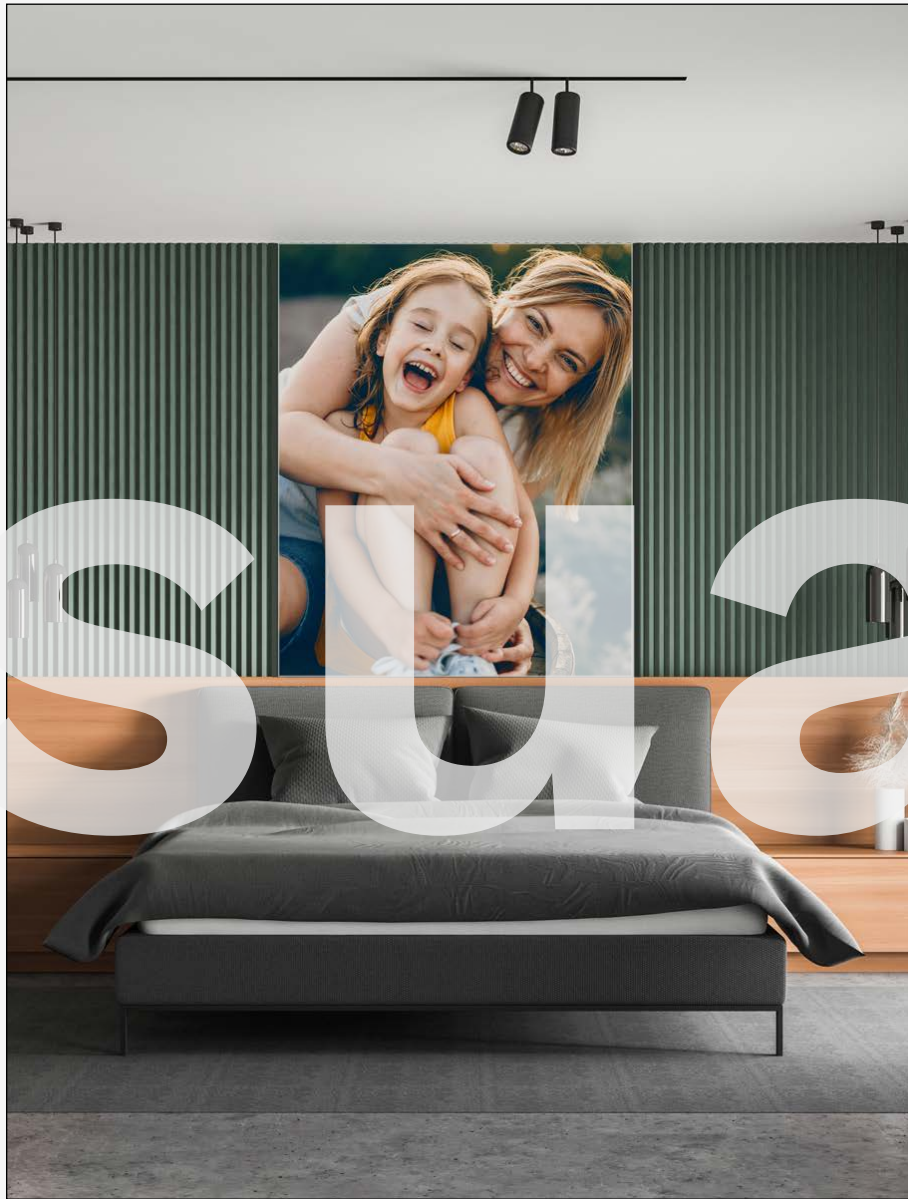
The provided photos are already formatted in different ratio, making them suitable for all standard media sizes. Additionally, we have created various visuals, including alternative versions of the depicted motifs. This offers you greater flexibility in selecting the right image for the appropriate purpose of your outreach, while also showcasing the functionality of the product – precisely, its easily interchangeable designs.

When using these images, please ensure that they are displayed in their original form.

Download images here: <https://fabricframe.de/reseller> or scan QR-Code.



Brand Guide Images 05.01. Product cases & visuals



Sales Training Manual

06.01. Presentation

To assist you in successfully selling our products, we have developed a comprehensive presentation that outlines all the essential points for closing sales effectively. This presentation serves as a guide to help you market our products optimally and engage your customers more effectively.

It includes information on our recommended approach – as well as detailed insights about our products. Additionally, it highlights critical aspects of our sales strategy and emphasizes what we consider essential when showcasing our product features.

Download the manual here:
<https://fabricframe.de/reseller> or scan QR-Code.



Brand Guide Marketing 06.01. Presentation

The aim of marketing is to know and understand the customer so well the product fits him and sells itself.

Marketing

07.01. Newsletter

Integrating Our Brand into Your Newsletter

When featuring our brand in your newsletter, it’s important to seamlessly blend our visual identity with your own, creating a cohesive look that clearly communicates the partnership between both brands. Here are some guidelines on how to integrate our brand elements effectively into your email marketing while maintaining your own corporate identity.

We have created a best practice example for the structure of a partner newsletter. This serves as a foundation for creating a newsletter showcasing our brand and our products. It includes points that are important to us in terms of presentation by our partners.

So please feel free to use it as inspiration to create outstanding marketing emails.

Brand Guide Marketing 07.01. Newsletter



CCS Logo Placement

Our logo should ideally be placed on the images of our products or photos in the form of product cases. More information regarding the application and position can be found on the previous pages.

Graphics & Images

Include high-quality images of our products or relevant visuals that align with the newsletter’s content. If you feature client case studies or our brand assets, ensure they fit naturally within your newsletter’s layout while maintaining our visual style.

Call-to-Actions (CTAs)

Placement of Clear and Engaging Call-to-Actions: Incorporate clear and appealing call-to-actions, such as buttons, to encourage readers to take desired actions, such as visiting a website or downloading a document. Make sure that call-to-action (CTA) buttons or links associated with our products or promotions are visually distinct but still harmonize with your overall newsletter design.

Tone and Messaging Alignment

Ensure that the tone of the content remains consistent with our brand voice when discussing our products or initiatives – while still flowing naturally within your overall communication style. This approach helps create a unified message that speaks authentically to your audience, reflecting both brands’ values and strengths.

Marketing

07.02. Social Media

Instagram

Presenting Our Brand on Your Instagram

When showcasing our brand on your Instagram, it’s essential to create content that aligns with your audience’s interests and stays true to our brand’s identity. Instagram offers a variety of content formats, including posts, reels, and stories, each with its own best practices and size requirements. Following our guidelines will ensure a cohesive and professional representation of our brand that resonates with your followers.

Brand Consistency:

When posting about our products make sure you always use our approved logos, colors, icons, and images across all posts to maintain a unified brand image. This does not apply to reposting or repurposing UGC.

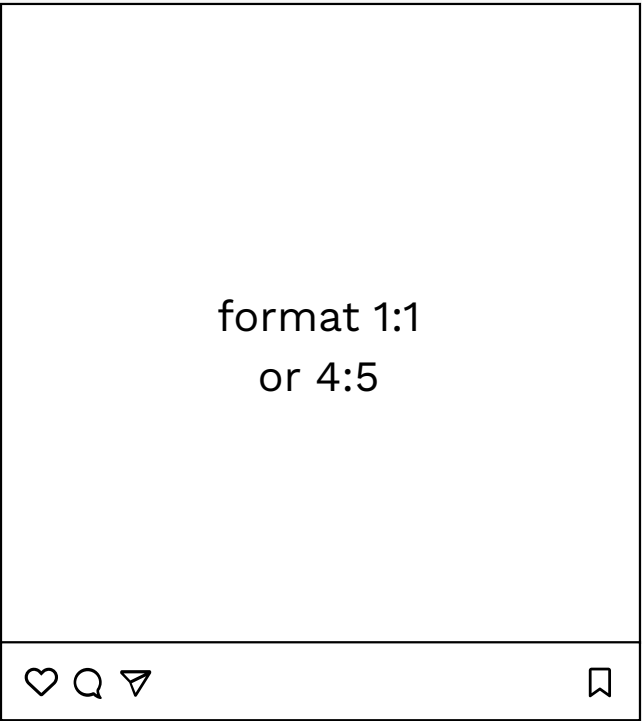
Hashtags and Tags:

Tag our official account and use branded hashtags where appropriate to increase visibility and connect your content to our broader community.

Visual Quality:

Ensure all images and videos are high-resolution and adequately formatted to avoid pixelation or distortion.

Brand Guide Marketing 07.02 Social Media Instagram

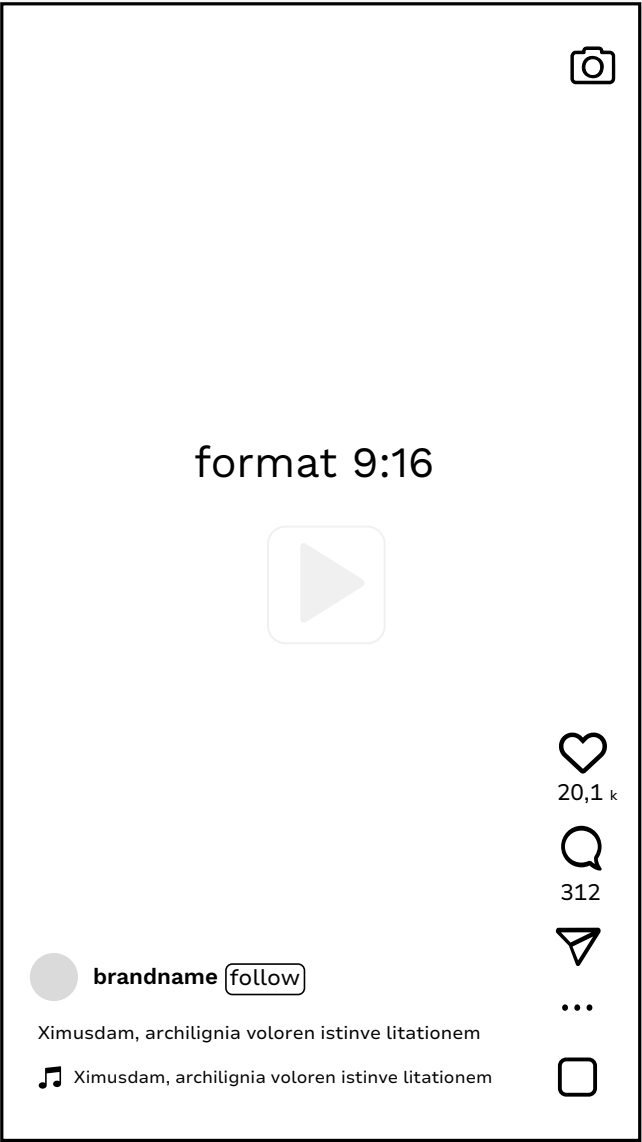


Post

Visual Style: Use high-quality product images, client cases, and life-style shots that reflect our brand’s personality and values.

Aspect Ratio: Aim for square images 1:1 or portrait formats 4:5 to maximize screen space and engagement.

Captions: Write clear, engaging captions highlighting our products' benefits using a consistent brand voice. Include relevant hashtags.

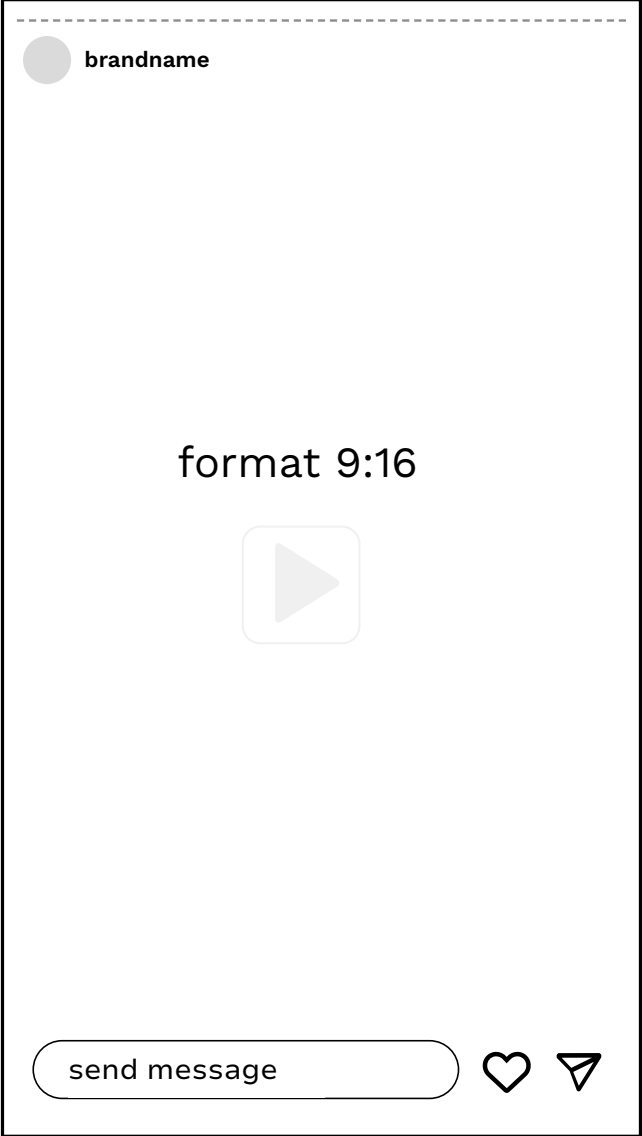


Reel

Reels are a great way to bring brands to life with dynamic content. Focus on short, engaging videos that showcase product features, client stories, or creative ways to use our products.

Aspect Ratio: Use the full-screen vertical format 9:16 to make the most of the viewing experience.

Tone: Reels offer a chance to connect on a more personal level, so consider using music, voiceovers, or trending sounds that match the brand’s vibe.



Story

Content: Stories are perfect for sharing quick updates, product highlights, and behind-the-scenes moments. Utilize this format for limited-time promotions or to drive traffic to your website or posts.

Aspect Ratio: Always create vertical content 9:16 and full-screen display.

Interactive Elements: Use stickers, polls, and questions to engage with your audience and drive interaction while maintaining the brand’s visual style.

Marketing

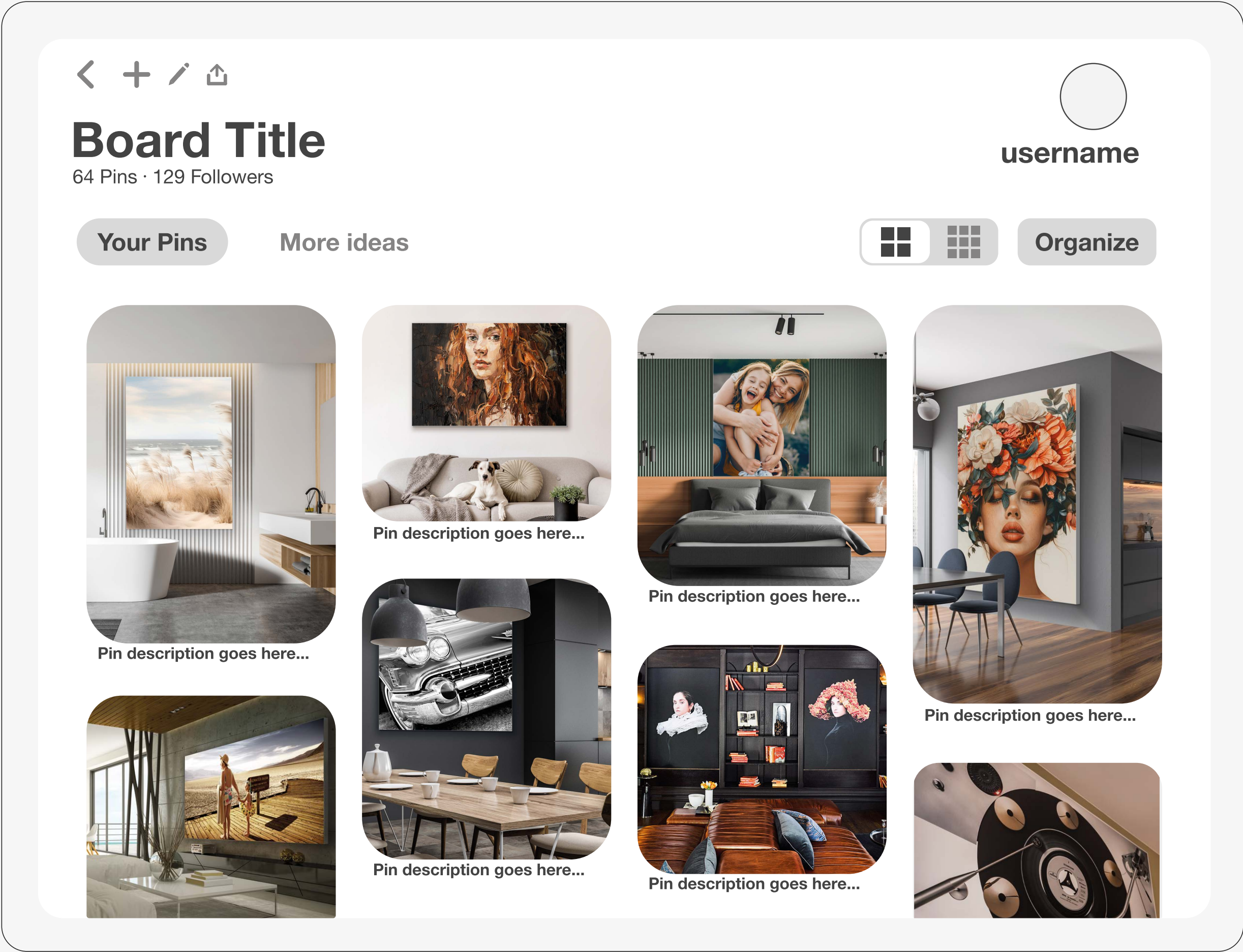
07.03. Social Media

Pinterest

Pinterest is a valuable platform for showcasing our brand’s visual identity and design inspiration. When using Pinterest to promote our products, ensure all content aligns with the imagery style to reflect the brand’s personality.

Pin only high-quality visuals that represent our products and services accurately. By curating boards that tell a cohesive story, you’ll help strengthen the product’s presence and appeal to a broader audience.

Brand Guide Marketing 07.03. Social Media Pinterest



Marketing

07.04. Ready-to-Use Marketing Material – Flyer

We've created a flyer specifically designed to help you effectively promote our brand to your clients. The flyer includes striking product images and key messages highlighting our offerings' benefits, explicitly tailored to appeal to the B2C market. This flyer is available for download and can be used in both print and digital formats, making it a versatile tool to support your marketing efforts.

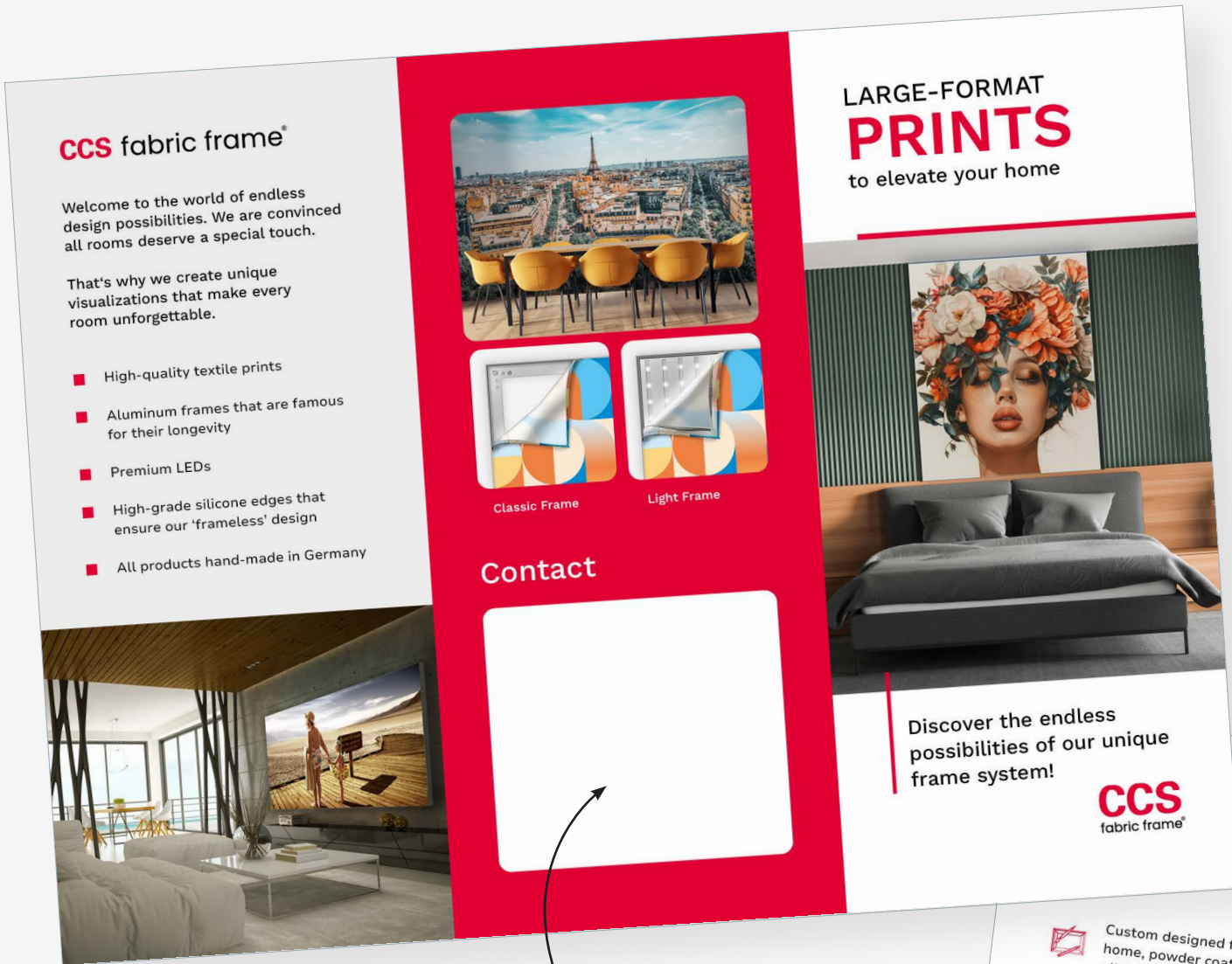
Brand Alignment: The flyer has been designed to align with our brand guidelines, featuring our approved colors, typography, and imagery.

Customizable Space: The flyer includes a section where you can add your own text, logo, and contact information. This customization ensures your clients know how to reach you directly while showcasing our brand partnership.

Download the flyer here:
<https://fabricframe.de/reseller> or scan QR-Code.

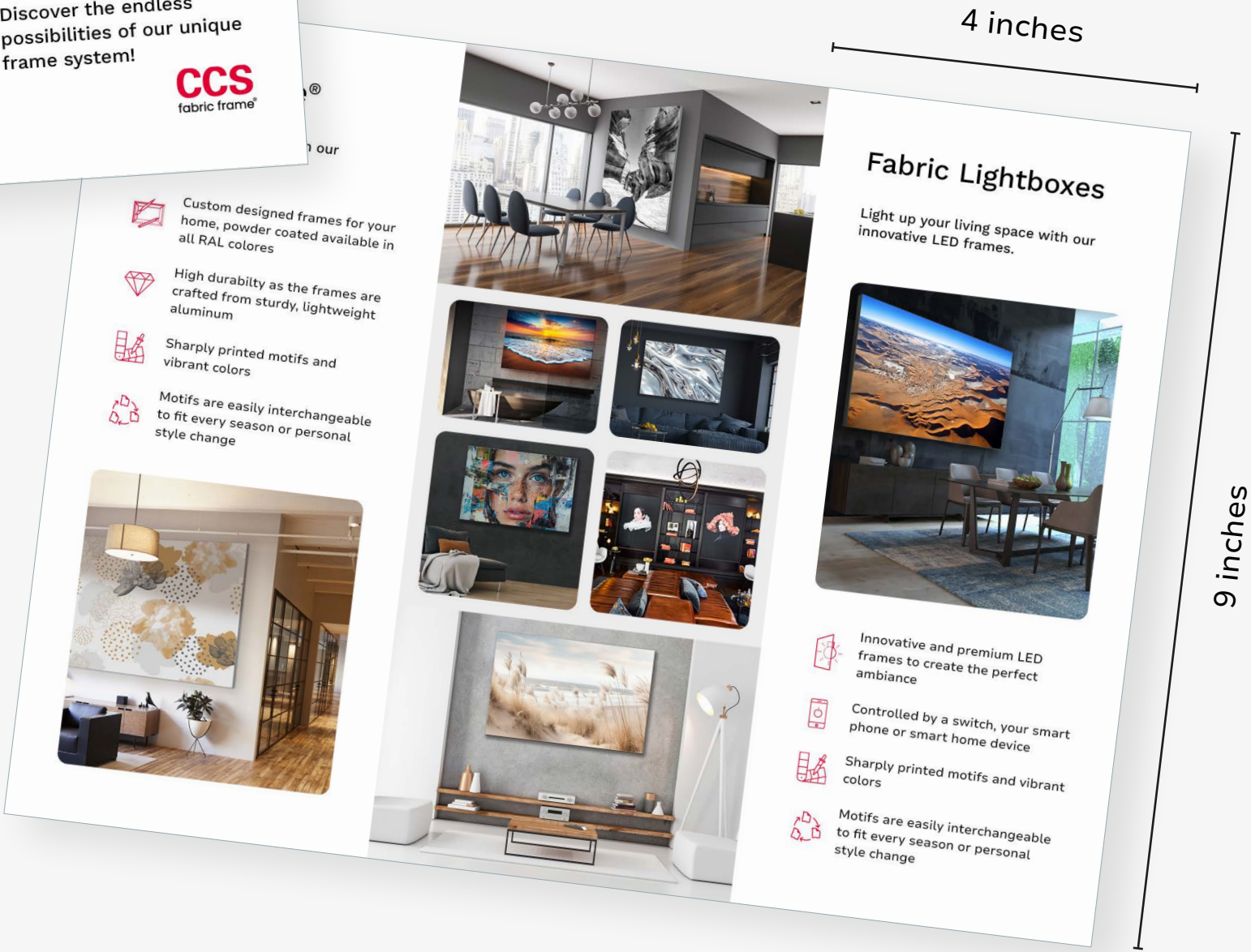


Brand Guide Marketing 07.04. Ready-to-Use Marketing Material -Flyer



Customizable Space
Enough space for your own text,
logo, and contact information.

US – Rack Card
For easy printing in the US
standard rack card size 4x9 inches.



Contact

Thank you for exploring
our Brand Guide.

We appreciate your dedication to representing our products and your partnership as a valued reseller. If you have any questions, need additional resources, or require assistance with brand-related materials, please don't hesitate to reach out.

Please visit our provided download links for access to additional resources, including logos, product images, and templates.

We appreciate your dedication to upholding our brand standards and look forward to collaborating with you to create a solid and unified brand presence in the market. We can achieve great things together and create meaningful connections with your clients.

Thank you for being an essential part of our community!

Brand Guide **Contact** Thank you for exploring our Brand Guide

Your Go-To for Guidelines & New Material. Need Guidance? Reach Out to Us!

CCS Brandingteam

General Inquiries

brandtastic@ccs-fabricframe.de

Reseller portal

ccs-fabricframe.de/reseller



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