# got mold?®

## Real Science, Real Simple™

"To know even one life has breathed easier because you have lived; this is to have succeeded."

~Emerson

# I. Positioning

# Brand Promise

By providing solid science and accurate information, GOT MOLD?® stands out as a leader in quality and honesty within the industry. Our mission is to improve the lives of everyone we touch, by providing easy and affordable access to the tools and knowledge people need to protect their family, health and home.

**To improve the quality of indoor air, and the lives of those we touch, through effective and innovative solutions.**

# Position and Voice

All brand touch points need to convey seriousness of purpose, authenticity of science, and an overriding concern for the health and well-being of the consumer.

Our brand personality traits describe how we want our audience to perceive our company.

See Brand Traits below.

**GOT MOLD? is the trusted voice of the industry.**

**We come from a place of experience, authenticity, and compassion. We are in the indoor air quality business, but our product is peace of mind. We're here to help.**

**Brand Trait #1**

# Caring

We're caring, not cold. Though we adhere to scientific logic, our overriding concern is for the health and well-being of our customers. We are here to answer questions and support their decision making process.

**Brand Trait #2**

Genuine. Human. Reliable. Open. Our actions match our words, and our promise is kept at every interaction. Authenticity is how we build trust.
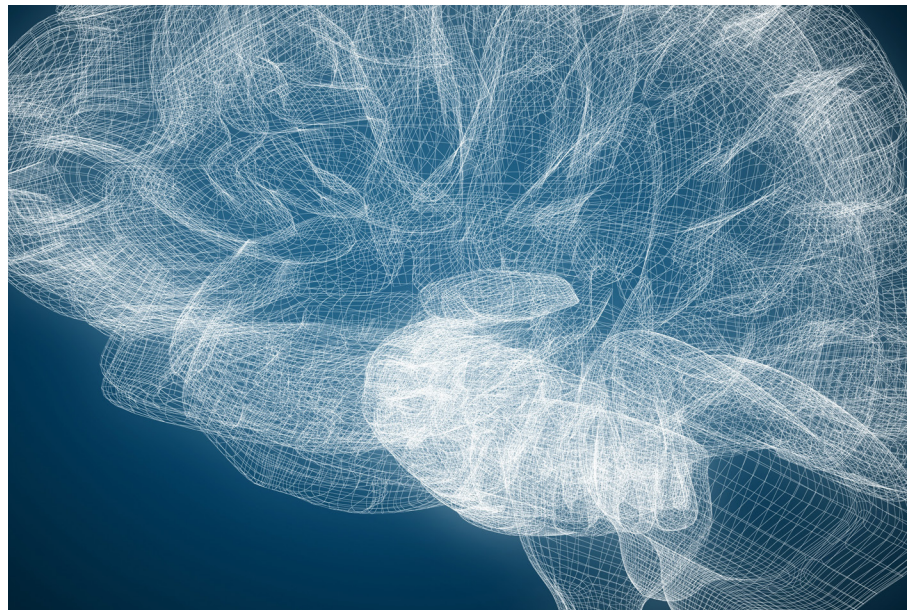
# Trustworthy

**Brand Trait #3**

Our product and services are based in real science. They are precise and effective. By providing consumers with highly qualified information and technical expertise, we help solidify our position as leader in this field.

# Innovative

**Brand Trait #4**

Our knowledge stems from well-informed, highly researched resources. Our network includes a wide spectrum of industry professionals and experts.

# Intelligent

**Brand Trait #5**

Our optimism is grounded in our belief that we can help our customers achieve their goal. It is a contagious energy that instills customer confidence.

# Optimistic

# II. Core Identity

# GOT MOLD? Logo

The core of the visual identity is the logo. The logo is based on the font Haettenschweiler with slight modifications. Its setting is critical and it should not be altered in any way. It is comprised entirely of GOT MOLD? blue, and should always include the question mark and registered symbol.

got mold?®

# Test Kit Logo Lockup

The test kit logo lockup utilizes the refined GOT MOLD? logo with "Real Science, Real Simple™" in the standard font for all communication (TT Norms — see Typography).

Everything is the GOT MOLD? blue, with the exception of the tag line Real Science, Real Simple™ which is in GOT MOLD?'s gray (see Color Palette).

The URL (www.gotmold.com) should be included, though it is not essential if the URL is prominently displayed elsewhere in the same environment.

**got mold?**® **test kit**

**Real Science, Real Simple**™

**www.gotmold.com**

## GOT MOLD? in Text

Even though the logo is stylized as lower case, when used in print, it's written in all caps in order to distinguish it from common language.

When referring to the test kit itself, the words "Test Kit" are in inital caps, for example GOT MOLD? Test Kit.

# GOT MOLD?

## GOT MOLD?

GOT MOLD?

# Color Palette

The core color is blue, along with a supporting color of gray. The gray is comprised of CMYK rather than just black, which gives it some life.

There are additional colors to be used in smaller proportions. Overall, the palette is contemporary, vibrant, and bright.

See the breakouts below for Pantone, CMYK, RGB, and HTML use.

## Primary Brand Colors

**GOT MOLD? Blue**

| Pantone | 300 |
| --- | --- |
| CMYK | 100 57 0 2 |
| RGB | 0 94 184 |
| HTML | 005EB8 |

**Neutral Gray**

| Pantone | 7543 |
| --- | --- |
| CMYK | 24 9 8 22 |
| RGB | 152 164 174 |
| HTML | 98A4AE |

**Medium Gray**

| Pantone | 431 |
| --- | --- |
| CMYK | 24 12 6 60 |
| RGB | 100 118 133 |
| HTML | 616A74 |

**Charcoal Gray**

| Pantone | 7545 |
| --- | --- |
| CMYK | 48 42 40 75 |
| RGB | 51 51 51 |
| HTML | 333333 |

## Accent Brand Colors

**Sun Yellow**

| Pantone | 136 |
| --- | --- |
| CMYK | 0 30 85 0 |
| RGB | 241 180 52 |
| HTML | F1B434 |
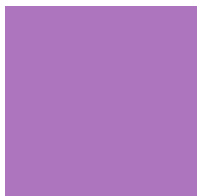
**Heather**

| Pantone | 3520 |
| --- | --- |
| CMYK | 33 55 0 0 |
| RGB | 172 117 189 |
| HTML | AC75BD |

**Caribbean Blue**

| Pantone | 2199 |
| --- | --- |
| CMYK | 75 0 15 0 |
| RGB | 0 187 220 |
| HTML | 00BBDC |

**Garden Green**

| Pantone | 361 |
| --- | --- |
| CMYK | 68 0 100 0 |
| RGB | 67 176 42 |
| HTML | 43B02A |

**Orange**

| Pantone | 144 |
| --- | --- |
| CMYK | 0 52 100 0 |
| RGB | 242 138 51 |
| HTML | F28A33 |

**Rose Red**

| Pantone | 192 |
| --- | --- |
| CMYK | 0 90 60 0 |
| RGB | 225 14 73 |
| HTML | E10E49 |

Rose Red should be used in the least amount proportionately, and be reserved to communicate urgency or cases of extreme harm only.

# Typography

## TT Norms

**Regular**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#$%&!?

**Medium**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#$%&!?

**Bold**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#$%&!?

The use of typography, other than the logo, relies on one font and its various weights. That font is TT Norms, which shares the neutrality of the previously used Gotham, but is not as common. There is no longer a need for multiple sans serif fonts.

TT Norms can be obtained at MyFonts.com. For web use, Proxima Nova would be acceptable if TT Norms can not be obtained.

## Approachable
## Versatile
## Modern

# III. Imagery

# Spore Icon

The spore icon is the first level of graphic to indicate GOT MOLD?. It can be used singularly or in multiples. With the spore icon, the air circles play a supportive role and should not carry different colors. The spore icon can appear as blue or white on blue.
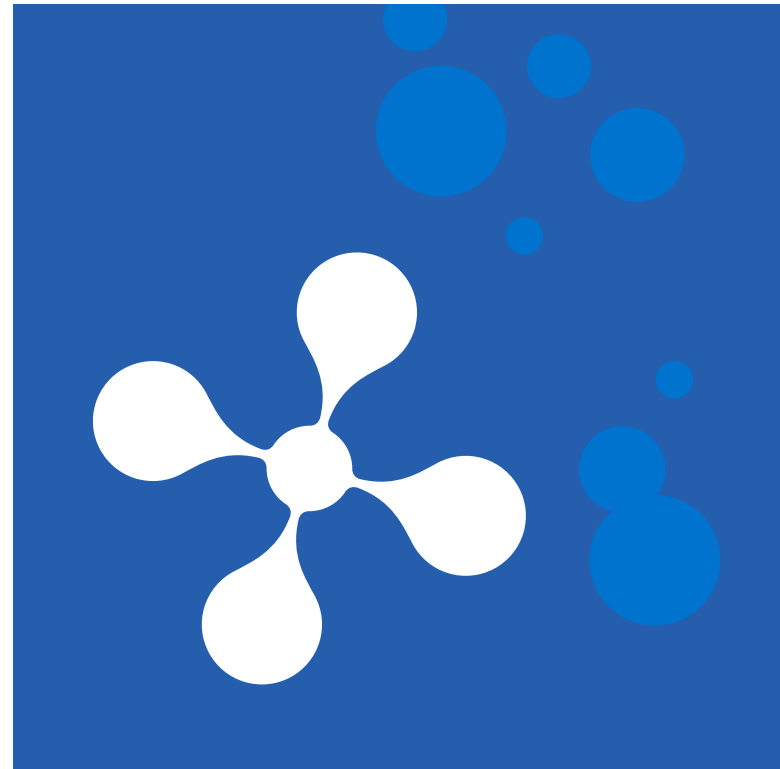
# Spore Pattern

The spore pattern is for decorative purposes. It was created for the test kit packaging tissue wrap, but could be extended to other areas of like intent.
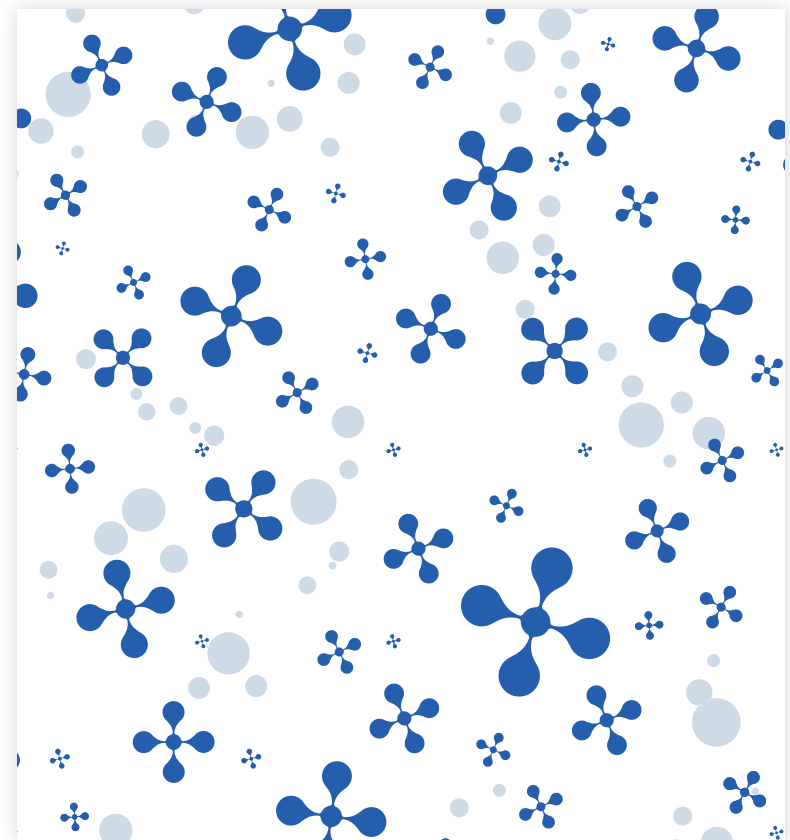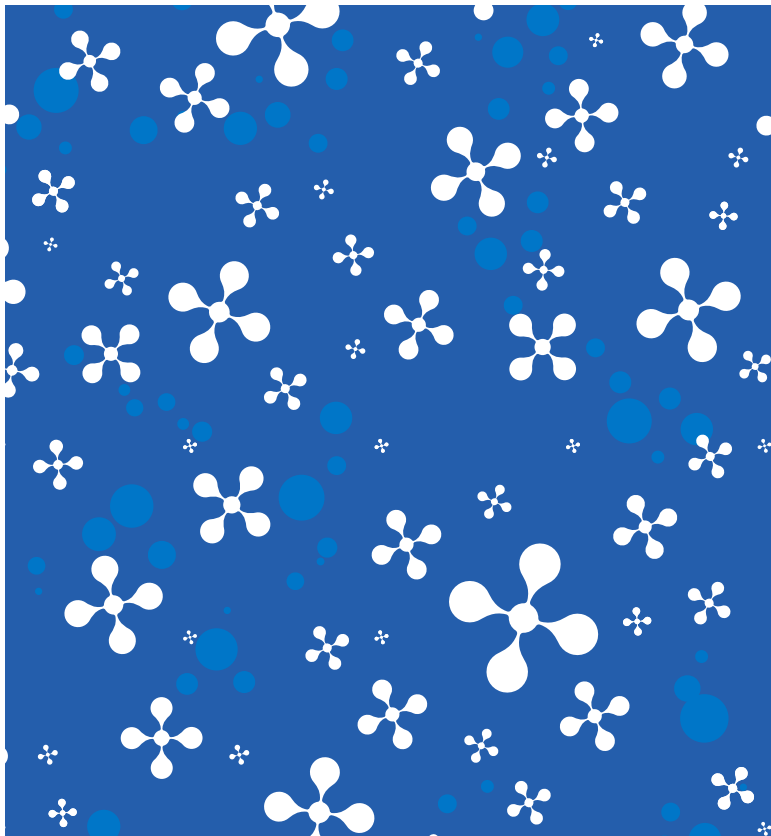
# Air Circles

**Note:** The colored air circles are ideally suited for marketing opportunities beyond core packaging. They should express a flow of motion and color interest on a macro level, as opposed to the micro level spore.

Though not literally mold or spores, the air circles reference the subject matter. The flow of the circles in open white space suggests movement. The circles are intended to be visually pleasing and optimistic. They can be rearranged into other shapes depending on space and need.

# Air Circle Groups

Each color group can be used on its own as a smaller set of circles, with or without color. The shape of the group may determine use. Again, if the circles are used with the primary spore graphic, they should be a shade of blue or gray.

**Sun Yellow group**
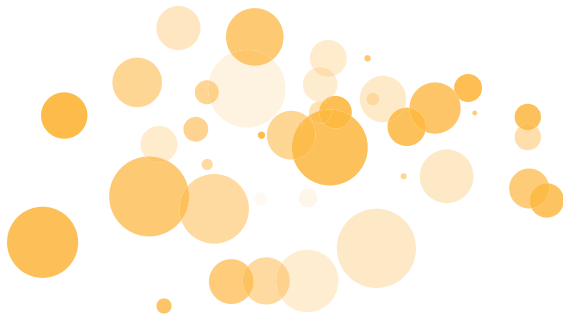
**Caribbean Blue group**

**Heather group**
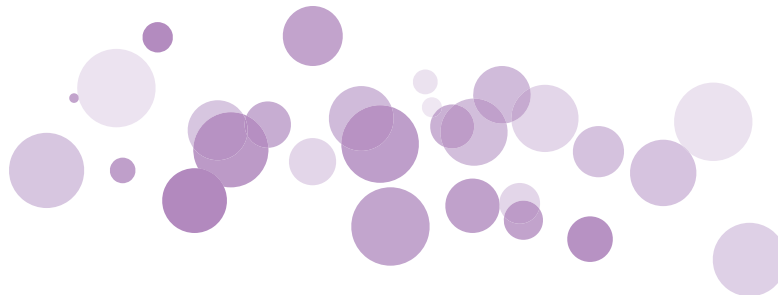
**Garden Green group**
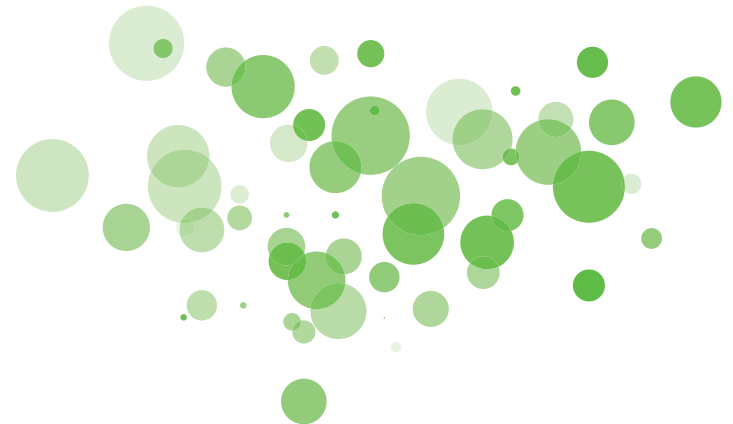
# Iconography

Icons are still under development, but the style and line weight below is indicative of how icons will appear.

## Icons from the GOT MOLD? Test Kit

Quick Start Guide

Air Pump

gotmold.com

Submit Samples

Summary Report

## New Icons

Smell

Sight

Science

Water

Fresh Air

Breathing

Sick

# Blue Sky

The blue sky image is used to suggest fresh outdoor air and a step toward resolution. Hence, it is often the initial background when opening a box or like experience.

# Blue Sky Alternatives

When space is limited with regard to the blue sky, alternative configurations may be selected. Note the two cases below, which present either a very shallow depth, or corner use only.

# Photography

Images should reflect the world of the consumer with a clean and precise look. The content should be true to the decision making process and the science behind GOT MOLD?. Colors are vivid and optimistic, and the subject matter should be about real life, not flowers and nature.
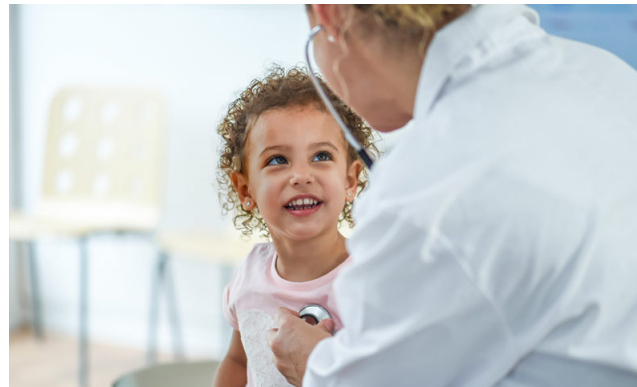
The images shown here are for example only. A full library of images is being researched and will be made available when ready.

# Product Photography

Below are the select images to be used for product photography. Each file is available as a layered PSD file with a transparent background and drop shadow.

BioVac™ Air Sampler

Box #2 with One Indoor Sample

Box #2 with Two Indoor Samples

Box #2 with Three Indoor Samples

Outer Box

Outer Box Alternative

All Together

# Group Product Photography

Below are composed images of the product group. These can be used when a free-standing image is needed, or especially in a silhouetted situation when put against the aforementioned sky image.

# BioVac™ in Setting

The BioVac™ Air Sampler can be in the home setting. There can be human interaction with the device, and the overall image should convey a positive feeling.

# IV. Marketer & Affiliate Guide

# Tone

## DO:

**Upbeat, caring, optimistic**

Our main concern is the health and well-being of our customers and their families.

The more optimism we can spread, the more confidence our customers will have in us.

**Science-based**

Lean into the science.

We provide our customers with technical expertise and well-informed, thought-provoking information.

Cite specific sources for research, ideas that are not our own, and direct quotes.

**When in doubt, be brief**

We try to use simple, engaging language to talk to consumers.

Trust through authenticity and transparency.

**Humorous**

Pithy humor is encouraged here and there.

**Questioning**

Use questions, when possible, to frame the content.

We want to tap into the specific experiences or concerns of our customers.

Is someone in your home suffering from a mysterious ailment?

**Conversational**

Speak directly to the reader when appropriate, utilizing pronouns like "you," "your," "we," "our," etc.

Ever tried testing your home with an off-the-shelf kit from the hardware store? Odds are you walked away dissatisfied.

## DON'T:

**Don't sell fear or panic**

When it comes to mold and indoor air quality, fear and panic often foster inaction.

We are selling trust and peace of mind—not saving people from the bogeyman.

**Avoid hyperbole and unrealistic claims**

We are not a one-stop solution to mold and indoor air quality, so please don't claim otherwise. We are a superior first step towards peace of mind and a healthier lifestyle.

We HATE terms and phrases like:
- "mold-free"
- "rid your home of mold"
- "Jane's podcast answers all of your mold and indoor air quality questions."
- "The GOT MOLD? Test Kit guarantees a happy and healthy life!"

## Our brand traits set the tone for the company, and they should guide your writing.

# Copy Specifics

## Company Name

Capitalize the entire company name and always include the question mark when writing copy, headlines, subheads, etc.

*This April, GOT MOLD? will begin rolling out a new feature for....*

Generally speaking, the only time we don't fully capitalize the company name is for the logo, which is all lowercase.

*Use headline capitalization for "Test Kit(s)" and "Refill(s)" when used with the company name.*

*GOT MOLD? Test Kit; GOT MOLD? Refill*

Use headline capitalization when specifically referring to the number of rooms in a test kit or refill, with or without the company name.

*2-Room Test Kit; 3-Room Refill; 2-Room GOT MOLD? Test Kit; 3-Room GOT MOLD? Refill*

Do not capitalize "test kits" and "refills" and "room" when not associated with the company name and/or the size of the kit/refill. Write them as you normally would.

*Our test kits are...*

*To retest for less, purchase refills from our online...*

*GOT MOLD? offers state-of-the-art test kits*

## Hyphenation

Use an en-dash (-) and capitalize the first letter of "Room" to denote the number of rooms in our test kits or refills.

*To purchase a 2-Room Test Kit...*

Use em-dashes (—) and a space on each side when offsetting emphasized information or where you might use parentheses.

*All indoor mold growth — regardless of color, smell or texture — is potentially hazardous to your health.*

Use a single em-dash (—) and no spaces when summing up a sentence or emphasizing additional information.

*Jason Earle has emerged as an influential voice in the world of indoor air quality—a status bolstered by his creation of the GOT MOLD? Test Kit.*

## Commas

Use the Oxford comma in most scenarios.

*Today at the park we played basketball, ate ice cream, and gazed at the trees.*

## Numbers/Dates

Except for headlines and when talking about the number of rooms in a test kit or refill, spell out whole numbers one through nine.

*Zero, one, seven, 10, 96, 104*

Don't use ordinals in dates

*January 9, not January 9th*

## Abbreviations and Special Characters

Use % symbol, not "percent," when dealing with percentages.

*50%*

## Acronyms

Spell out uncommon acronyms the first time and follow it with the acronym in parentheses.

*The American Society of Composers, Authors and Publishers (ASCAP)*

# Images & Design

**Image Selection**

**DO:**

Use images that are clean and thoughtful

Use images that are accurate and natural

Use images with simple composition (not overly cluttered)

Use images that appear upbeat and hopeful

Use images that relate to brand colors where possible

**DON'T:**

Use images that promote fear or doom

Use images that are exaggerated in subject matter

Use images that show heavy mold growth

Use images that are dark or somber

Show distressed or overly negative expressions

**Design/Layout**

**DO:**

Use primary brand colors wherever possible

Use the brand font — TT Norms throughout

Use only regular, medium, and bold weights

Follow the design precedents established on gotmold.com

Use strategic use of white space to keep things open

Use only approved GOT MOLD? sky images as large hero

Make round corners on images or text boxes

Make the logo either knockout white of blue sky or brand blue

**DON'T:**

Use the GOT MOLD? accent colors in a dominate way

Use graphics or designs inconsistent with this guide

Over crowd layout as to make difficult to read

Forget brand vision and purpose

Crowd the logo. It should be clear of other elements or photography

Place the logo on bottom of page / preferably the top

# GOT MOLD? Principles

## 1. Start With Awareness

Everything begins with seeing clearly. We reveal what is hidden—mold, moisture, misinformation, and fear—because awareness is the first step to transformation.

## 2. Real Science, Real Simple

We ground everything in evidence and communicate with clarity and humility. We make the complex understandable without fear, hype, or pretense.

## 3. People First

People are the reason we exist. Behind every test, home, and dataset is a human being seeking clarity and relief. We listen before advising, lead with compassion, and ensure our work genuinely improves lives.

## 4. Earn Trust Every Day

Trust is our most valuable asset. We protect it through accuracy, honesty, integrity, and accountability—especially when it's difficult or costly.

## 5. Raise Standards for an Entire Industry

We challenge myths, expose pseudoscience, confront bad actors, and elevate the field of indoor air quality. We're here to lead, not to follow.

## 6. Build for Generations

We think in decades, not quarters. We design systems, products, partnerships, and culture that will endure long after we're gone.

## 7. Innovate With Purpose

Innovation must solve real problems and create meaningful value. We pursue depth over novelty and breakthrough insights over incremental noise.

## 8. Empower the Customer

We educate and equip people to take control of their environments and their health. We empower—not alarm, confuse, or coerce.

## 9. Sweat the Details

Excellence is craftsmanship. Precision in science, customer care, and product design sets us apart—and earns trust where others cut corners.

## 10. Act With Radical Responsibility

We take ownership for outcomes, communication, and commitments. No excuses, no blame—only solutions and stewardship.

## 11. Grow Through Curiosity

We favor questions over assumptions. We remain lifelong learners, open to new ideas, contrarian insights, and rigorous self-examination.

## 12. Lead With Love

We choose compassion over fear, service over ego, and connection over control. Love is our most powerful force for healing, creativity, and human progress.

# Affiliate Guidelines

**Affiliates MAY:**

- Share codes and links assigned by GOT MOLD? via email, social media, word-of-mouth, and in print
- Utilize SEO for promotion with relevant, pre-approved keywords
- Use pre-approved hashtags on social media platforms

**Affiliates MUST:**

- Comply with all applicable laws, regulations, and guidelines
- Include the word "REVIEW" in the title of any affiliate-created webpage, social media page or account
- Make clear that the affiliate is being compensated for a review

**Affiliates MAY NOT:**

- Include content that is fear mongering, deceptive, misleading, untruthful, unsubstantiated, etc.
- Gather customer email addresses
- Create customer incentives for purchasing GOT MOLD? (i.e., no bonusing)
- Use images or videos that they do not own in-house or are free/legal for public use
- Include imagery implying celebrity endorsement
- Create webpages, social media pages or accounts implying creation or ownership of GOT MOLD?
- Publish or distribute press releases about GOT MOLD?
- Create apps or products for sale or giveaway using GOT MOLD? brand
- Allow brand bidding
- Use the word "spam" or "scam"
- Utilize SMS

# V. Packaging

# Label

**A  KIT ID#**

The Kit ID# has the specific purpose of identifying the version, product, and sequence.

**B  Main Label**

As the primary decorative label on the Test Kit, it identifies the overall kit and verifies quality controls.
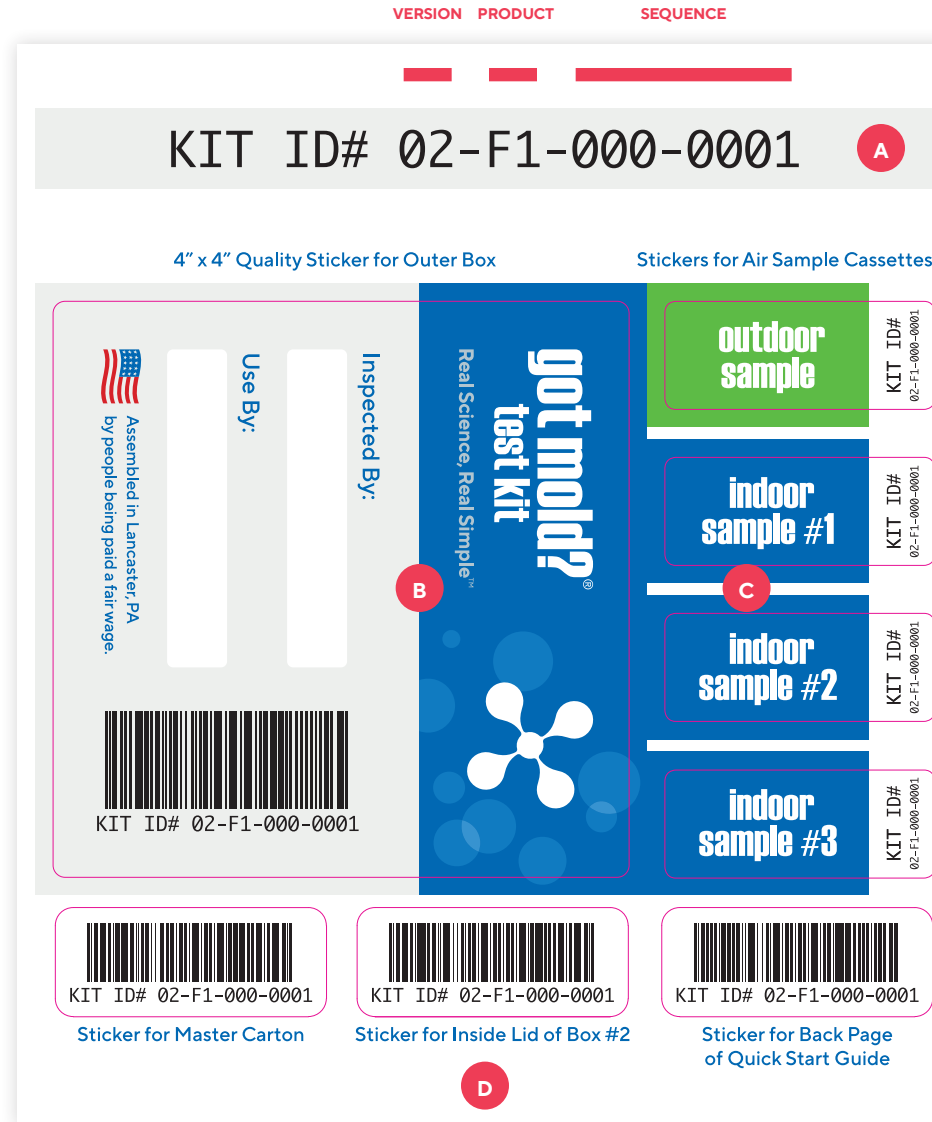
**C  Air Sample Stickers**

These are placed on the air traps to tie them to the kit order number and indicate the number of rooms or areas tested.

**D  Other Stickers**

These are used for various other uses, which is indicated with text next to each. They assure all outgoing and incoming kit elements carry the same ID#.

VERSION   PRODUCT        SEQUENCE

**KIT ID# 02-F1-000-0001**  A

4" x 4" Quality Sticker for Outer Box

Stickers for Air Sample Cassettes

Assembled in Lancaster, PA
by people being paid a fair wage.

Use By:

Inspected By:

**got mold? test kit**
Real Science, Real Simple™

B

**outdoor sample**  KIT ID# 02-F1-000-0001

**indoor sample #1**  KIT ID# 02-F1-000-0001

C

**indoor sample #2**  KIT ID# 02-F1-000-0001

**indoor sample #3**  KIT ID# 02-F1-000-0001

KIT ID# 02-F1-000-0001

KIT ID# 02-F1-000-0001
Sticker for Master Carton

KIT ID# 02-F1-000-0001
Sticker for Inside Lid of Box #2

KIT ID# 02-F1-000-0001
Sticker for Back Page of Quick Start Guide

D

**VERSION:**

As the product evolves, this number may be updated. The GOT MOLD? Test Kit is presently at version 2.

**PRODUCT:**

The first letter code identifies the type of product. Presently there are either full kits designated as "F", or refills, designated as "R". The number indicates the number of rooms or areas being tested.

F1   Full Kit / 1 Room
F2   Full Kit / 2 Room
F3   Full Kit / 3 Room

R1   Refills / 1 Room
R2   Refills / 2 Room
R3   Refills / 3 Room

**SEQUENCE:**

Each ID# is identified with a sequential number within like products.

# Oreo

Although she's no longer in the picture, she will always be in our heart, and without her, and the work we did together, we wouldn't be here today bringing our solutions to the masses.

When it came to style, she had more than anyone.