



got mold?[®]

Real Science, Real Simple[™]

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

~ Emerson

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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

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.

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.

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.

Authentic



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.

The logo consists of the words "got mold?" in a bold, blue, sans-serif font. The word "got" is in lowercase, while "mold?" is in lowercase with a question mark. A registered trademark symbol (®) is located at the top right of the question mark.

Test Kit Logo Lockup

got mold?[®]
test kit

Real Science, Real Simple[™]

www.gotmold.com

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? 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 initial caps, for example GOT MOLD? Test Kit.

GOT MOLD?

GOT MOLD?

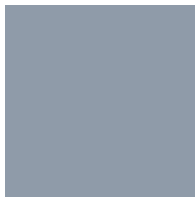
GOT MOLD?

Color Palette



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

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.

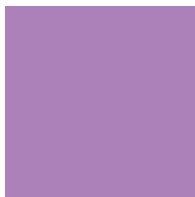
There are additional colors to be used in smaller proportions. Overall, the palette is contemporary, vibrant, and bright.

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



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.

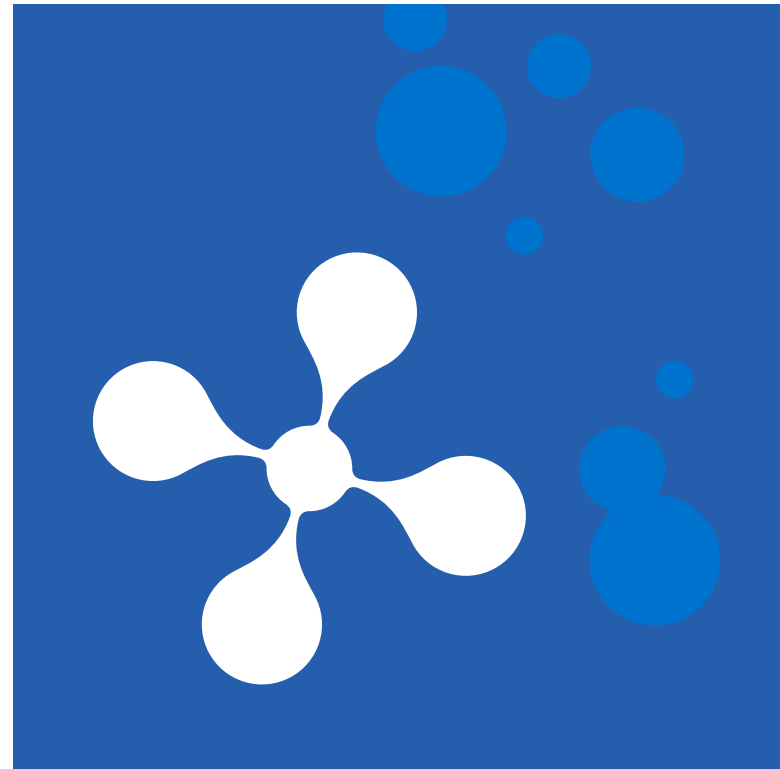
TT Norms can be obtained at MyFonts.com. For web use, Proxima Nova would be acceptable if TT Norms can not be obtained.

Approachable
Versatile
Modern

III. Imagery

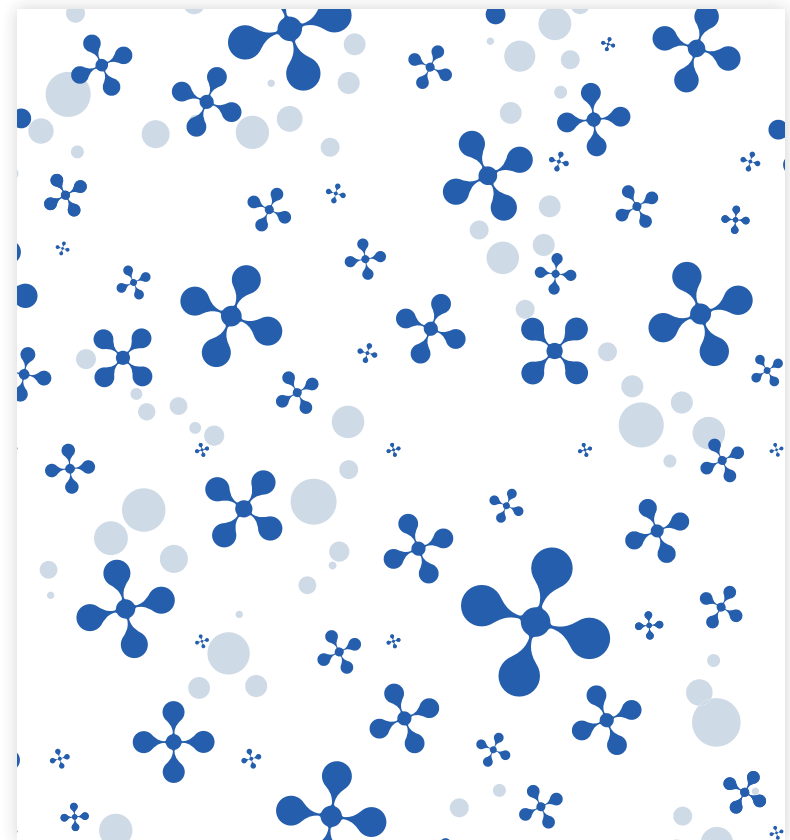
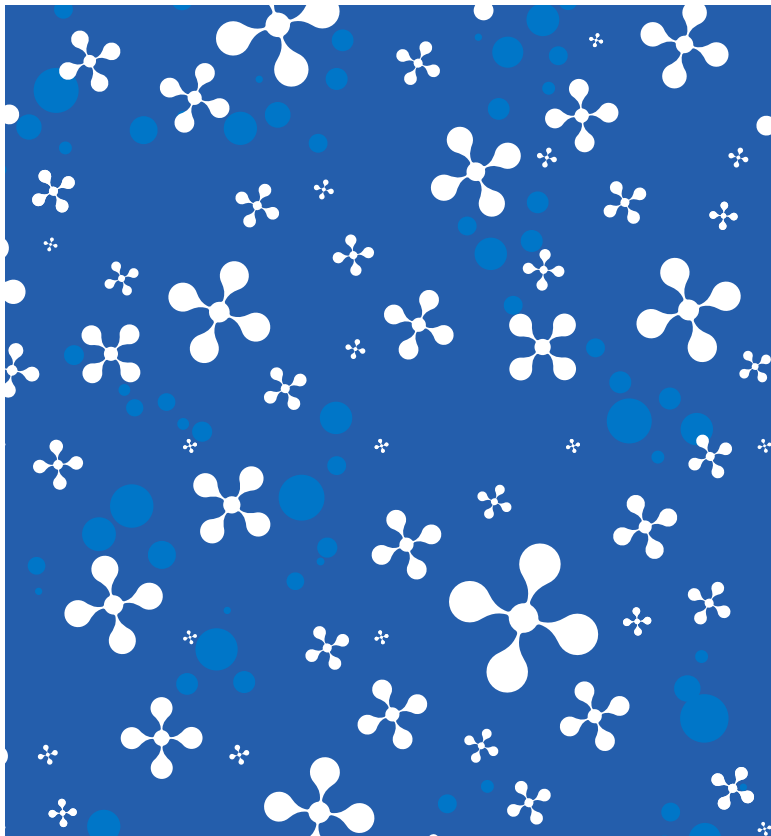
Spore Icon

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.

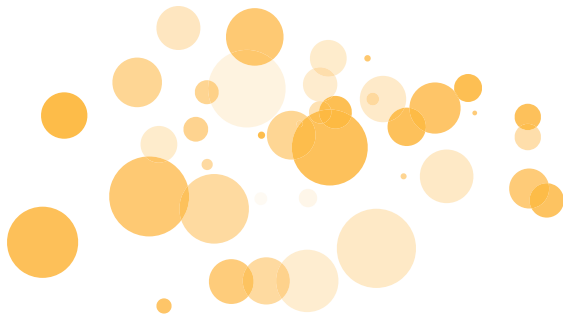
Though not literally mold or spores, the air circles reference the subject matter. The flow of the circles in open white space suggests movement. The circles are intended to be visually pleasing and optimistic. They can be rearranged into other shapes depending on space and need.



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.

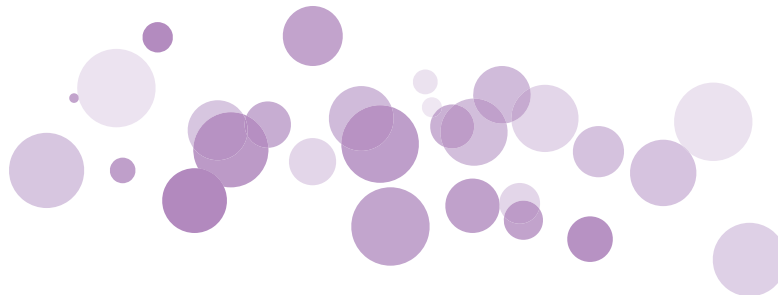
Sun Yellow group



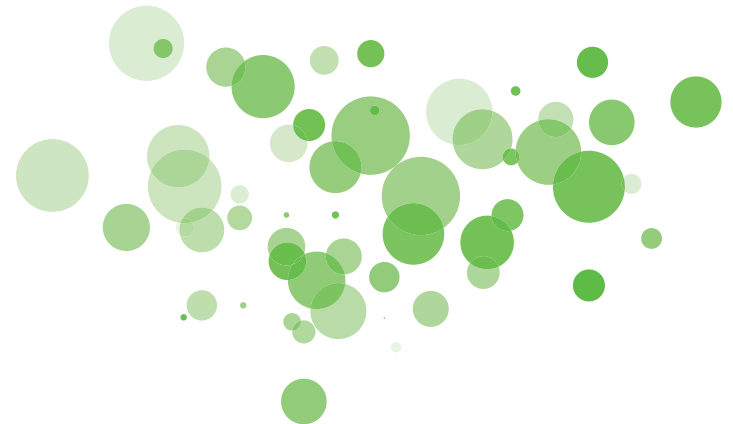
Caribbean Blue group



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

Below is a composed image of the BioVac™ Air Sampler in a home setting. The device should stand in the foreground, and the overall image should convey a positive feeling.



III. Copy

Tone

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

Caring and Authentic

While we are serious about what we do and the science behind it, our main concern is the health and well-being of our customers and their families.

We are genuine and open, and our actions support our words. We use simple language to talk to consumers, rather than trying to prove our superiority with technical jargon. We build trust through authenticity.

Innovative and Intelligent

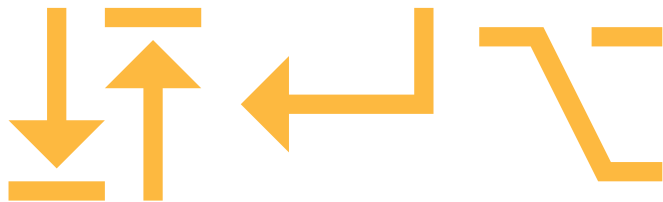
Our product and services are based in science, and we provide our customers with technical expertise and up-to-date information.

Our information comes from well-informed resources, including a wide range of industry professionals and experts. As a writer, it's your job to share that information in a way readers will understand and be able to connect with.

Optimistic

We can help our customers achieve their goal of protecting themselves and their families. Our optimism is a contagious energy that we spread to our customers, instilling customers with confidence in us.

Copy Specifics



Grammar and Spelling

Use proper grammar, but remember that you're not writing an English essay.

Please use American English spelling and punctuation.

Contractions are our friends. They make us sound like actual, approachable human beings.

If an **acronym** is not part of the common vernacular, spell it out the first time and follow it with the acronym in parentheses.

Headlines

Headlines should not have punctuation at the end.

Use initial caps for main headlines (Every Word Is Capitalized).

For sub-headers within articles, use sentence case (Only capitalize the first word), but do not include ending punctuation unless it is posed as a question.

Lists

Use numbered lists only for items that need to be completed in a specific order or are listed in order of importance.

Use bulleted lists for general lists of items/ideas.

Be consistent in terms of items being full sentences or phrases. If they are full sentences, use a period at the end. If they are phrases, there should be no punctuation at the end.

Punctuation



Quotation Marks

We use American English, so commas within text and ending punctuation go inside quotation marks.

Use double quotation marks unless they're used around words that are already within quotation marks; in that case, they should be single.

En-Dashes, and Em-Dashes

Use an en-dash between numbers that span a period of time or something similar (24–48 hours). There are no spaces around en-dashes.

Use an em-dash to set off a phrase within a sentence or where you might use parentheses (While most homeowners can come across similar issues, mold can present a unique — and sometimes complex — challenge.). Use a space before and after an em-dash.

Commas

Embrace the power of the comma! We like the Oxford comma. Please use it.

Ampersand

Only use an ampersand (&) if it is part of a product or company name; if it's not, spell out the word "and."

Percent vs. %

Please use the % symbol.

Spacing

One space after a period (no matter what your word processing program might tell you).

Numbers

Spell out numbers one through nine unless they are indicating a percentage or are included in a headline or sub-header. If you must start a sentence with a number, spell it out, no matter what the number is.

Don't use ordinals in dates (January 9, not January 9th).

1, 2, 3... ten

IV. Packaging

Label

A KIT ID#

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

B Main Label

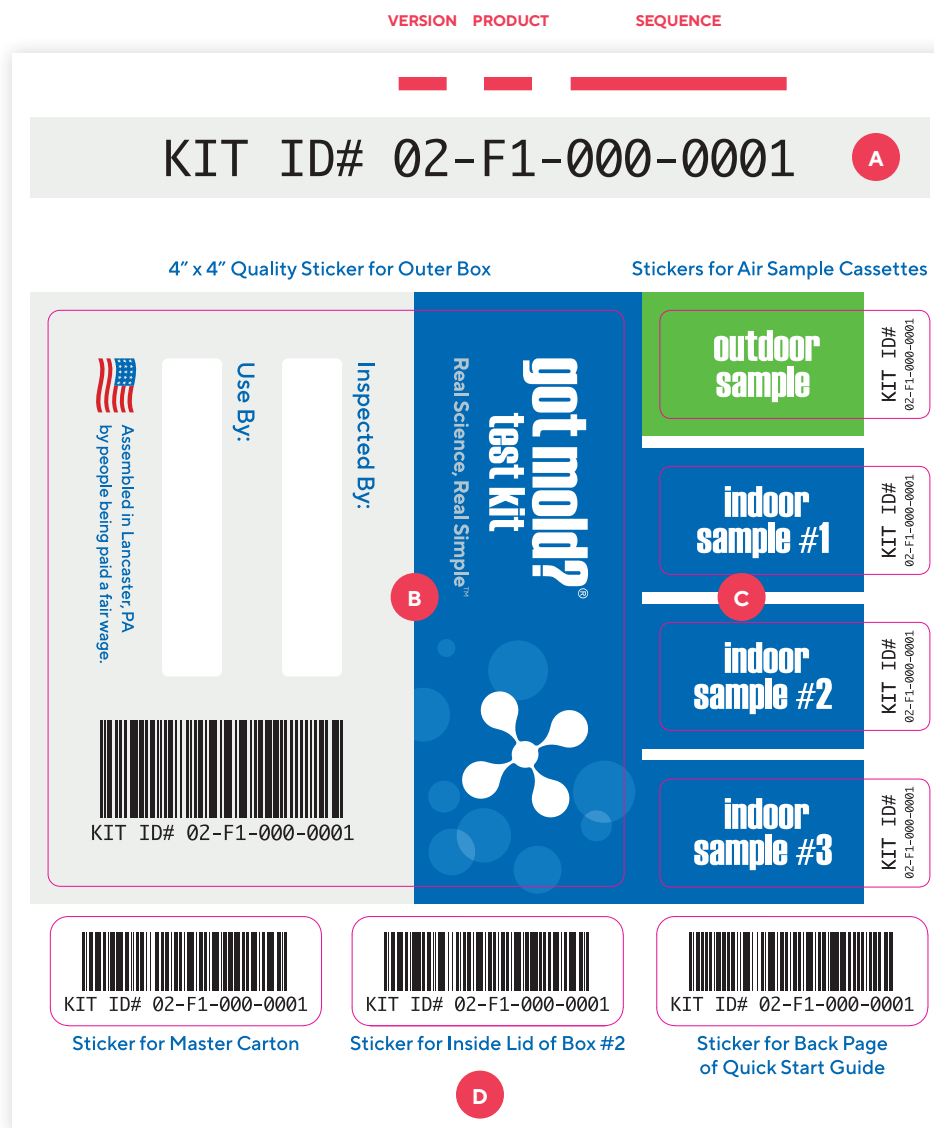
As the primary decorative label on the Test Kit, it identifies the overall kit and verifies quality controls.

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:

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.

