

# **TRUTECH**<sup>®</sup>

**WILDLIFE SERVICE**

## **STYLE GUIDE**

# Core Values & Mission Statement

**Seek Inclusion**

**Communicate  
with Purpose**

**Safety Focused**

**Be the Hero**

**Be Professional**

**Commitment to  
Continuous  
Improvement**

**"To empower our teammates to serve our  
community...with a smile!"**

# Uniform



# Uniform



**Trutech Polo Tucked In**



**Trutech Hat (optional)**



**Khaki Pants with Belt**



**Approved Work Boots**

# The Logo

As the flagship for our identity system, the full-color version of the Trutech® logo serves as the primary brandmark. Whenever possible, the logo should be reproduced using PMS spot colors or the 4-color process equivalent.



## SECONDARY LOGO

Secondary mark to be used when other logo is present (exa. on hat when logo is on shirt)

## LOGO SIZE

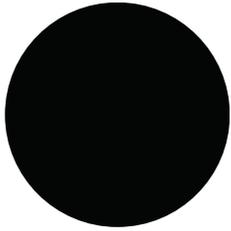
The Trutech logo should not be used in any circumstance where the logo type is less than 1 1/8" wide. Producing the logo at a size smaller than this will jeopardize the integrity of the Trutech brand.

## APPROPRIATE CLEARANCE

In order to give the Trutech logo maximum legibility and exposure, please allow for an area of clearance around the entire logo. The distance of clearance should be equal to the height of the center "T." This will give the logo prominence and ensures that it will not be obscured or diminished by other elements.



# Color Palette

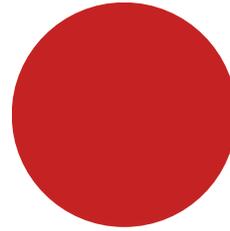


PANTONE BLACK

CMYK = 0% C | 0% M | 0% Y | 100% K

RGB = 0 R | 0 G | 0 B

HEX = #000000

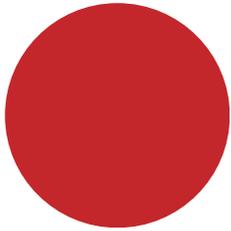


PMS = 187

CMYK = 0% C | 82% M | 82% Y | 23% K

RGB = 197 R | 35 G | 35 B

HEX = #C52323



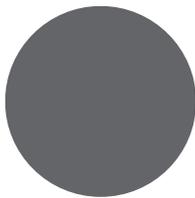
PMS = 186

CMYK = 0% C | 80% M | 78% Y | 24% K

RGB = 195 R | 39 G | 43 B

HEX = #C3272B

## COMPLIMENTARY COLORS

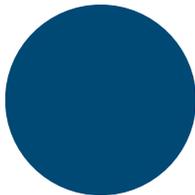


COOL GRAY 10

CMYK = 5% C | 4% M | 0% Y | 59% K

RGB = 100 R | 101 G | 105 B

HEX = #646569



PMS = 7693

CMYK = 100% C | 38% M | 0% Y | 54% K

RGB = 0 R | 73 G | 117 B

HEX = #004975

Note: The PANTONE colors shown in this document are not 100% accurate as they were not printed with actual PANTONE inks. Please refer to a PANTONE Color Formula Guide for an accurate color representation. PANTONE® is a registered trademark of PANTONE, Inc.

# Typography

Typography is an essential part of the Trutech® identity. Over time and through consistent use, the typography will help to strengthen the Trutech brand in the marketplace.

## HEADLINE FONT

The Oswald family is the primary font to use for the Trutech identity. The Oswald Bold face should be used for headlines in ALL CAPS, Oswald Regular should be used for subheaders.

### OSWALD REGULAR

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

### OSWALD BOLD

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

## SECONDARY FONT

The Open Sans family is the secondary font to use for the Trutech identity. It can be used in place of the Oswald font. It is good for large blocks of copy.

### Open Sans Light

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

### Open Sans Regular

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

### Open Sans Semibold

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

### Open Sans Bold

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

## UNIVERSAL FONTS

The Arial family should be used for programs like PowerPoint or Word, where universal font options are necessary.

### Arial

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

### Arial Bold

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

## DIGITAL FONTS

Proxima Nova Light should be used for all digital-use body text (web, HTML, email, etc.)

### Proxima Nova Light

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

# Truck Decal Kit



# Incorrect Use of Logos



## Frames

Do not position the logo within encapsulations or frames. To ensure clarity when placing



To ensure clarity when placing the logo on an image, the logo should always be white on a dark or busy image.



Do not position the logo on backgrounds with insufficient contrast



## Effects

The logo should not with effects such as drop shadows or outlines.



The ratio of the logo should never be stretched vertically or horizontally.



Do not attempt to recreate the logo, for example, by using a typeface.

# TRUTECH WILDLIFE SERVICE 100% SATISFACTION GUARANTEED SEAL



### 3-SPOT COLOR SEAL

- PMS 187C Red
  - PMS 186C Red
  - Black
- Wildlife Service 80% Screen of Black



### 2-SPOT COLOR SEAL

- PMS 187C Red
  - Black
- Wildlife Service 80% Screen of Black



### 4-COLOR PROCESS SEAL



### 1-COLOR SEAL

- PMS 187C Red



### 1-COLOR SEAL

- Black



### 1-COLOR SEAL, REVERSED



### APPROPRIATE CLEARANCE

In order to give the 100% Satisfaction Guaranteed seal maximum legibility and exposure, please allow for an area of clearance around the logo. The distance should be equal to 1/2 the height of the "E" in TRUTECH. This ensures it will not be obscured or diminished by other elements.

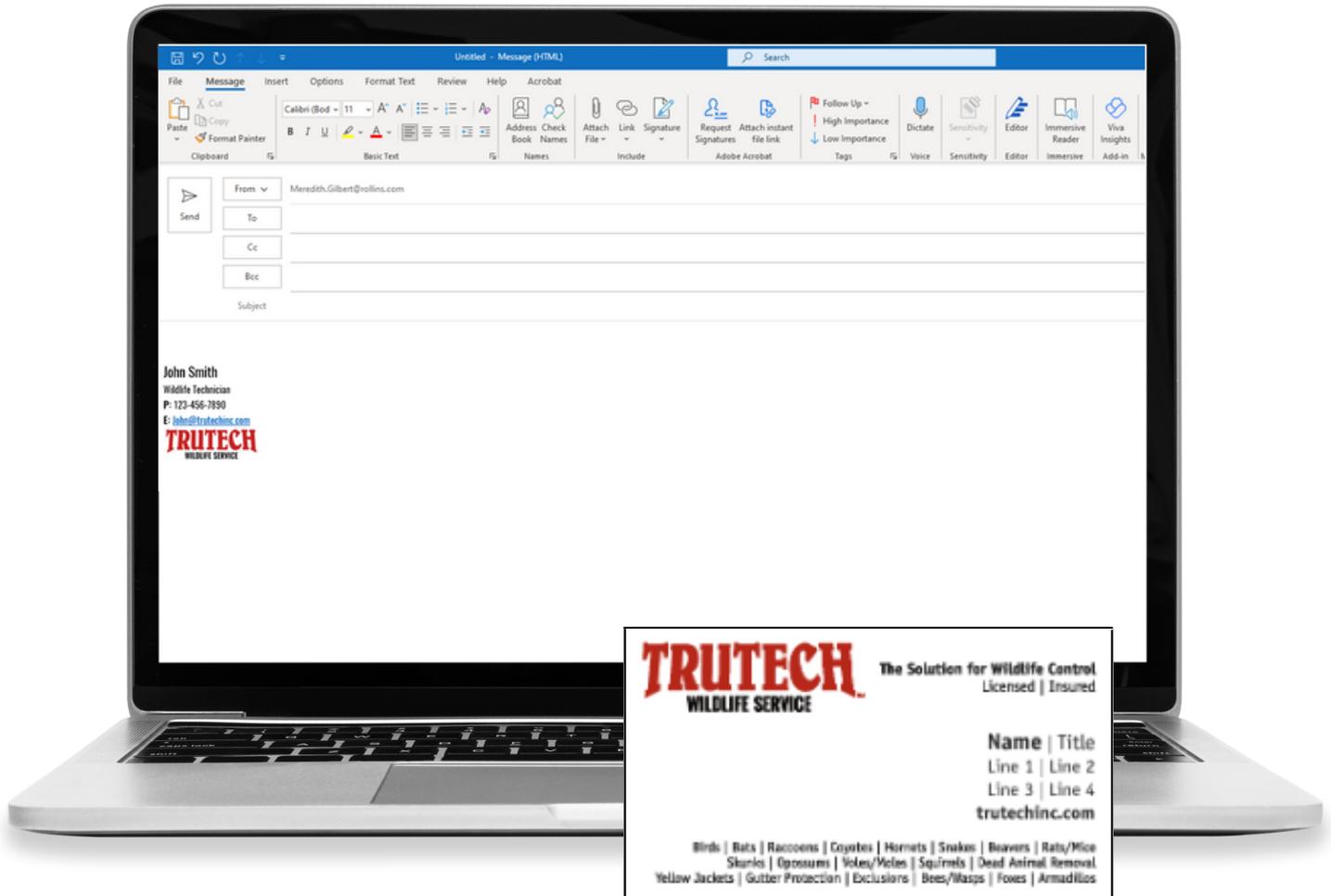


3/4"

### LOGO SIZE

The 100% Satisfaction Guaranteed seal should not be used in any circumstance where the logo is less than 3/4" in width. Producing the logo at a smaller size than this will jeopardize the integrity of the 100% Satisfaction Guaranteed seal.

# Business Cards & Email Signature



Email Signature

**John Smith**

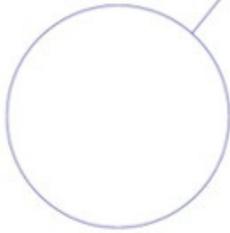
Wildlife Technician

**P: 123-456-7890**

**E: [John@trutechinc.com](mailto:John@trutechinc.com)**

**TRUTECH**  
WILDLIFE SERVICE

# Door Hangers



## Sorry

### We Missed You!

- We completed the requested work.
- See notes on the back.
- We will await a call from you.

Local Number: \_\_\_\_\_

Faced with other problems?  
Trutech has the solution for:

Armadillos • Bats • Beavers • Bees • Birds  
Chipmunks • Coyotes • Dead Animal Removal  
Exclusion Work • Foxes • Hornets • Mice  
Moles • Muskrats • Opossums • Raccoons  
Rats • Sanitation • Snakes • Squirrels • Wasps

Technician: \_\_\_\_\_

**Thank You!**

**TRUTECH**  
WILDLIFE SERVICE

trutechinc.com  
800-842-7296

DH1052 (Rev 04.20)



Is your home safe  
from wildlife?

Trutech protects your home from  
wildlife for the long haul.

Call now to claim your  
free inspection!

**800-842-7296**

trutechinc.com

# Information Brochure

## Are Noises Keeping You Up At Night?

Trutech removes unwanted wildlife from your property, it's important to keep them out.

This means identifying points of entry where nuisance animals can enter your home, and sealing, capping, plugging or closing them up to prevent animals from returning.

Our wildlife exclusion service includes a variety of methods to keep unwanted animals out of your:

- ✓ Chimneys
- ✓ Plumbing vents
- ✓ Roof and fascia spaces
- ✓ Roof vents
- ✓ Oven and bathroom exhaust vents
- ✓ Roof and soffit intersections
- ✓ Siding
- ✓ Porches and decks
- ✓ Trees and landscaping

## SAFE AND HUMANE REMOVAL

## WE'RE JUST A PHONE CALL AWAY

### 800-842-7296

Dangerous or bothersome animals will continue to be a nuisance until stopped. Controlling wildlife in and around your home or business is what we do every day. Along with our wildlife removal service, we also offer:\*

- ✓ Dead animal removal
- ✓ Wildlife entry prevention
- ✓ Wildlife damage repair, including attic and insulation restoration and repair\*, and chimney caps and repairs

- ✓ Pest control and prevention

\*Services offered vary by location.

[www.trutechinc.com](http://www.trutechinc.com)

BR1088 (rev 02.21)



## WILDLIFE EXCLUSION



# TRUTECH

WILDLIFE SERVICE

Nuisance animals like to eat, breed, and nest in your home. That is why they will return again and again. If you have a nuisance wildlife problem, it is important to have a plan to get them out and keep them from coming back.

## CREATING A PLAN OF DEFENSE

After Trutech wildlife professionals remove nuisance animals from your property, we highly recommend our animal exclusion service to prevent wildlife from coming back. Available exclusively in conjunction with our wildlife control service, our animal exclusion service identifies entry points and creates barriers to intrusion, reducing the chance of future animal infestation and damage.

Of course, exclusion techniques for your property will depend on the nature, intelligence and habits of the targeted animal species. Trutech professionals will tailor an exclusion and prevention plan specifically for the unwelcome animals on your property.

## WILDLIFE CONTROL

# We Understand Wildlife Behavior

### MINOR REPAIRS PREVENT MAJOR DAMAGE

A small hole in your fascia, attic vent, former gap or gable vent is an invitation for bats, squirrels, mice, rats, and other pests. Let a Trutech wildlife exclusion specialist inspect your home and property and plug these entry points to prevent animals from returning.

We use a variety of prevention strategies to reduce the likelihood of recurrent wildlife invasion, including durable screening, vent caps, and repairing and reinforcing gaps and holes. We cover all areas, from construction gaps to crawlspaces, exhaust vents to chimneys, limiting access to food, water and shelter for the target species.

Call for a fast and free inspection today

### 800-842-7296

## WHY CHOOSE TRUTECH?

### RESPONSIBLE

- ▶ Humane and environmentally sustainable removal techniques

### INNOVATIVE

- ▶ Innovative removal methods to solve your unique wildlife situation

### PROFESSIONAL

- ▶ Skilled and educated professional staff including certified wildlife specialists

# Information Brochure

## FAST & EFFICIENT SERVICE

If you are finding rodent damage or droppings, or seeing or hearing rodents, you have a rodent problem.

Rodents with their sharp teeth and claws, are gifted climbers and burrowers – and they like nesting in the comfort of your home, office, warehouse or yard.

Consider these rodents facts:

- ✓ Mice feed up to 20 times a day, and rats will eat just about anything.
- ✓ A mouse produces between 40 and 100 droppings per day, and a rat produces 25 to 50 droppings per day.
- ✓ Each year, rats contaminate and destroy enough food worldwide to feed 200 million people.

## SAFE AND HUMANE REMOVAL

## WE'RE JUST A PHONE CALL AWAY

# 800-842-7296

Dangerous or bothersome animals will continue to be a nuisance until stopped. Controlling wildlife in and around your home or business is what we do every day. Along with our wildlife removal service, we also offer:\*

- ✓ Dead animal removal
- ✓ Wildlife entry prevention
- ✓ Wildlife damage repair, including attic and insulation restoration and repair, and chimney caps and repairs
- ✓ Pest control and prevention

\*Services offered vary by location.

[www.trutechinc.com](http://www.trutechinc.com)

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# TRUTECH

WILDLIFE SERVICE



## RODENTS

Don't Deal With Rodents  
Any Longer-Call Us Today



## Eliminate Rodents from Your Home or Business – Now

Wild and domestic rodents are known to harbor and spread more than 200 human pathogens.

Rats and mice are more than just a nuisance. They are also responsible for the spread of more than 35 diseases, either directly through the contamination of human food with their urine or feces, or indirectly by way of rodent fleas and mites.

They also do costly damage. With their sharp teeth and powerful jaws, they can chew through lead, aluminum sheeting, wood, rubber, vinyl and even damage concrete. Their tendency to nibble through the plastic coating on wires and cables poses a fire hazard and can cause electrical problems and outages.

## WILDLIFE CONTROL

# We Understand Rodents Behavior

Our rodent control specialists know exactly what to look for to determine the nature and scope of your rodent problem. Using a combination of lethal and non-lethal techniques as appropriate – including exclusion, trapping and rodenticides –

### WE CAN HELP ELIMINATE YOUR RODENTS PROBLEM BY:

- ✓ Removing existing rodents and their nests
- ✓ Cleaning up the nesting area
- ✓ Repairing or suggesting repair options for rodent damage
- ✓ Locating points of entry and reventing recurrent rodent invasions
- ✓ Advising you on how to rodent-proof your home and garden
- ✓ A recurring population control service

## WHY CHOOSE TRUTECH?

### RESPONSIBLE

- ✓ Humane and environmentally sustainable removal techniques

### INNOVATIVE

- ✓ Custom removal methods to solve your unique wildlife situation

### PROFESSIONAL

- ✓ Skilled and educated staff including certified wildlife specialists

Call for a fast and free phone estimate today

# 800-842-7296

# Common FAQ's & Terminology

## **Which logo should I use if I am creating an ad, banner or other customer-facing materials that will be seen by someone who may not be familiar with Trutech Wildlife?**

When creating any external facing advertising or marketing materials, please use the primary logo that includes the full name. This should always be your first choice when choosing a logo to use for customer-facing materials.

## **When should I use the secondary mark?**

The secondary mark with only the Trutech Wildlife T can be used to reference the Trutech Wildlife brand when the primary logo has already been used. It should only be used on materials that are the property of Trutech Wildlife. This can include trucks, uniforms, and other similar items.

## **FILE FORMAT:**

### **What is high-resolution?**

A high-resolution (high-res) file is typically a file that is 300 dpi at 100% of the image size needed. In general, it's better to have a file that is too big rather than too small because you can reduce a file but not enlarge it. For instance, if you have an image that is 300 dpi, but only 0.5 inches wide by 0.5 inches high, and you need to enlarge it to six inches by six inches, the pixels won't hold and the image will become blurry.

### **What is a vector file?**

A vector file is something that has been physically drawn on a computer with the use of points, lines and curves (think logo design). It's the opposite of a raster file which is composed entirely of pixels (think photo). The advantage of a vector file is that it can be reduced or enlarged to any size and still retain a sharp, crisp appearance. A raster file will eventually pixelate and become blurry when it is enlarged too much.

**EPS:** A vector-based, editable file format created with Adobe Illustrator.

**AI:** A vector-based, editable file format created with Adobe Illustrator.

**JPG:** A compressed raster image format primarily used for on-screen display. Cannot scale up arbitrarily without loss of quality or be re-edited.

**GIF:** A raster image format that is limited to 256 colors. Suitable for storing graphics with few colors, such as simple diagrams and shapes. Cannot scale up arbitrarily without loss of quality or be re-edited.

**PNG:** Similar to a GIF but it supports 16 million colors and allows for the display of transparent backgrounds. It is a raster format that cannot scale up arbitrarily without loss of quality or be re-edited.

# Terminology

## When to use which file?

**EPS and AI:** The best choice for anything being printed. Also good for web based graphics.

**JPG:** Great for Web use, as well as Word, PowerPoint and Prezi

**GIF:** Great for Web and email use as the file size is small

**PNG:** Great for Web use, as well as Word, PowerPoint and Prezi (this file format is capable of having a transparent background which can come in handy sometimes)

## COLOR FORMAT:

**CMYK:** (Cyan, Magenta, Yellow, Black) - Think photograph or full-color magazine. Referred to as process color or four color, it is used in most color printing. Most digital printing, including our in-house copiers, use a CMYK format for color reproduction. CMYK can also be used for traditional offset printing.

**RGB:** (Red, Green, Blue) - Think Web/digital. This is the representation of color for display of images in electronic systems such as TVs and computers.

**Pantone Matching System:** (PMS) - Think business card or brochure. Pantone is an industry-standard system of inks developed so that a printer using Pantone 871 for menus produces the same color as a printer using Pantone 871 for signage. PMS colors are primarily used in traditional offset printing.