



# AMERICAN OLEAN®

## PROVEN IN TILE

### BRAND POSITIONING

For commercial architects, interior designers and contractors whose reputations depend on the relentless pursuit of excellence and relevancy in both form and function, American Olean is the indisputable brand of choice—known and trusted nearly a century for its incomparable commercial heritage and expertise, outstanding tile and stone products, and unsurpassed service and distribution.

### PRIMARY COLOR PALETTE

PANTONE 7694C

PANTONE 5425C

BLACK

### SECONDARY / ACCENT COLOR PALETTE

PANTONE 7493C  
PORCELAIN

PANTONE 5763C  
CERAMIC

PANTONE 452C  
ACCENTS

WARM GRAY 9  
NATURAL STONE

### TONE OF VOICE

Professional, genuine and committed, the AO brand voice reflects our authenticity and relentless dedication to coming through for our customers and consistently delivering great results. A caring quality to the tone makes it clear that customers are always our first priority. Our straightforward approach and clearly communicated expertise remind audiences why AO is the brand that's truly proven in tile.

### FONTS

Brandon Grotesque

1234567890 !@£\$%^&\*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Brandon Grotesque Light

1234567890 !@£\$%^&\*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz



WITH TAGLINE

PANTONE 5425C  
VERTICAL



PANTONE 5425C  
HORIZONTAL



WITHOUT TAGLINE

PANTONE 5425C  
VERTICAL



PANTONE 5425C  
HORIZONTAL



REVERSED



## LOGO & TAGLINE SIZE PARAMETERS

The American Olean logo and tagline must be clear of any obstacles. Use the height of the logomark as reference for amount of undisturbed space.



The tagline is shown as part of the primary logo at all times with the exception of small size restrictions (smaller than .3") or otherwise approved occasions.



## TAGLINE RELATIONSHIP TO LOGO

The horizontal x height between the logomark and logotype must match the tagline x height. The left edge of the tagline must line up with the left edge of the "R," while the right side of the tagline must line up with the left edge of the "E." Always display the tagline centrally as shown beneath the American Olean logo.



## TAGLINE USAGE

1. Memos and forms will use the American Olean logo with tagline.
2. All merchandising tools will use the American Olean logo with tagline.
3. Signage will use the American Olean logo without tagline.