



BRAND GUIDELINES

UPDATED: FEB 2018

All trademarks, product names, brand names, service marks, trade names, logos, slogans, and other identifying marks (collectively "Marks") are the sole and exclusive property of Jelmar, LLC ("Jelmar"). You may not copy or use any of Jelmar's Marks or any marks confusingly similar to the Jelmar Marks without the prior written consent of Jelmar. See page 9 of this guide for proper usage of trademarks.



The following pages provide an overview of the CLR®, Tarn-X® and Jelmar brands visual identity system, applicable to both print and online uses. Use it as your tool to determine what to do and not to do as you present Jelmar®, CLR®, and Tarn-X® brand material internally or externally. No logos or brand identities that carry the name of the Jelmar®, CLR®, or Tarn-X® brands may be created without adhering to the system outlined in this guide.

For further information or questions please contact:

Adrienne Czech Gibbons

Marketing Director

Adrienne@jelmar.com | 847-983-1635



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JELMAR LOGO VARIATIONS



LOGO AT LARGE SIZE, NO PRODUCT BRANDS



LOGO : REVERSE



LOGO AT LARGE SIZE



SMALL LOGO SIZE



LOGO : GRAYSCALE



SMALL LOGO : BLACK

LOGOS: CLR RETAIL

VECTOR (.ai) GRADIANT

Used for print publications, trade show, apparel, etc.



VECTOR (.ai) - WHITE

Used for print publications on dark backgrounds



VECTOR (.ai) FLAT

Used for print publications, trade show, apparel, with low line-screens



TRANSPARENT PNG- WHITE

Used for online presentations and website on dark backgrounds



JPEG (RGB)

Used for Microsoft files and PowerPoint and website



TRANSPARENT PNG

Used for online presentations and website when placed over a background



Used for online presentations and website when placed over a background

GREYSCALE VECTOR (.ai)

Used in 1-color print applications



VECTOR (.ai) - VERTICAL

Used for applications requiring a vertical format.



GREYSCALE VECTOR (.ai)

Used in 1-color print applications



LOGOS: CLR PRO

VECTOR (.ai) GRADIENT

Used for print publications,
trade show, apparel, etc.



VECTOR (.ai) FLAT

Used for print publications,
trade show, apparel, with
low line-screens



JPEG (RGB)

Used for Microsoft files
and PowerPoint
and website



GREYSCALE (.ai) GRADIENT

Used in 1-color print
applications



GREYSCALE (.ai) FLAT

Used in 1-color
print applications



BLACK (.ai)

Used in 1-color print
applications



- Black
- Behind "L" = 37% Gray
- Behind "R" = 21% Gray
- Black
- Behind "L" = 37% Gray
- Behind "R" = 21% Gray

LOGOS: TARN-X (RETAIL & PRO)

RETAIL

VECTOR (.ai) GRADIANT
*Used for print publications,
trade show, apparel, etc.*



VECTOR (.ai) FLAT
*Used for print publications,
trade show, apparel, with
low line-screens*



PNG (RGB)
*Used for Microsoft files
and PowerPoint
and website*



PRO

VECTOR (.ai)
*Used for print publications,
trade show, apparel, etc.*



JPEG (CMYK)
*Used for Microsoft files
and PowerPoint
and website*



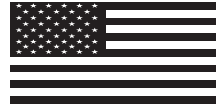
JPEG (RGB)
*Used for Microsoft files
and PowerPoint
and website*



LOGOS: MISCELLANEOUS



Made in USA



Made in USA



BRAND RELATIONSHIP

The relationship between Jelmar and the CLR and Tarn-X logos depends on the context of the application.



CLR RETAIL - HORIZONTAL



CLR RETAIL - STACKED

CORPORATE TRADEMARKS

All trademarks, product names, brand names, service marks, trade names, logos, slogans, and other identifying marks (collectively “Marks”) are the sole and exclusive property of Jelmar, LLC (“Jelmar”). You may not copy or use any of Jelmar’s Marks or any marks confusingly similar to the Jelmar Marks without the prior written consent of Jelmar. All other trademarks not owned by Jelmar are the property of the respective owners.

USEAGE

In written documents, i.e., articles, press releases, presentations, ads and other promotional materials, it is only necessary to use a symbol with the first instance of the mark, or with the most prominent placement of the mark.

COLOR SCHEME (White, Green and Rust)



BRAND PRODUCT/COMPANY NAMES

CORPORATE:

JELMAR®

CLR®

TARN-X®

CLR PRO®

CLR PROLINE™

PROLINE PRODUCTS:

CLR PRO® Calcium Lime and Rust Remover

CLR PRO® Heavy-Duty Cleaner

CLR PRO® Septic Treatment

CLR PRO® Bath Cleaner

CLR PRO® Kitchen Cleaner

CLR PRO® Grease Magnet

CLR® Mold & Mildew Stain Remover

CLR PRO® Commercial Drain Line & Grease Trap Treatment

CLR PRO® Metal Cleaner

CLR PRO® Power Plumber

CLR® Stone Cleaner

TARNX PRO®

Tarn-X® PRO Tarnish Remover

RETAIL PRODUCTS:

CLR® Calcium, Lime, & Rust Remover

CLR® Bath & Kitchen Cleaner

CLR® BBQ Grill Cleaner

CLR® Build Up Remover

CLR® Metal Clear

CLR® Mold & Mildew Stain Remover

CLR® Outdoor Furniture Cleaner

CLR® Power Plumber®

CLR® Garbage Disposal Cleaner

CLR® Septic System Treatment

CLR® Stone Cleaner

CLR® Stainless Steel Cleaner

Grease Magnet®

Stain Magnet®

Tarn-X® Tarnish Remover

Tarn-X® Silver Polish

CLR® Sun Ray

PROMOTIONAL TAG LINES

ALL KINDS OF DIRTY, ONE KIND OF CLEAN®

THERE IS NO CLEAN LIKE CLR® CLEAN®

TRUST YOUR CLEAN TO CLR®

TUFF ON YUK, GENTLE ON EVERYTHING ELSE®

WE MAKE CLEANING CLEANER®

WE CLEAN MORE THAN YOU THINK®

GREENVIENT®

CHORE WARS®

CLR® CHORE WARS®

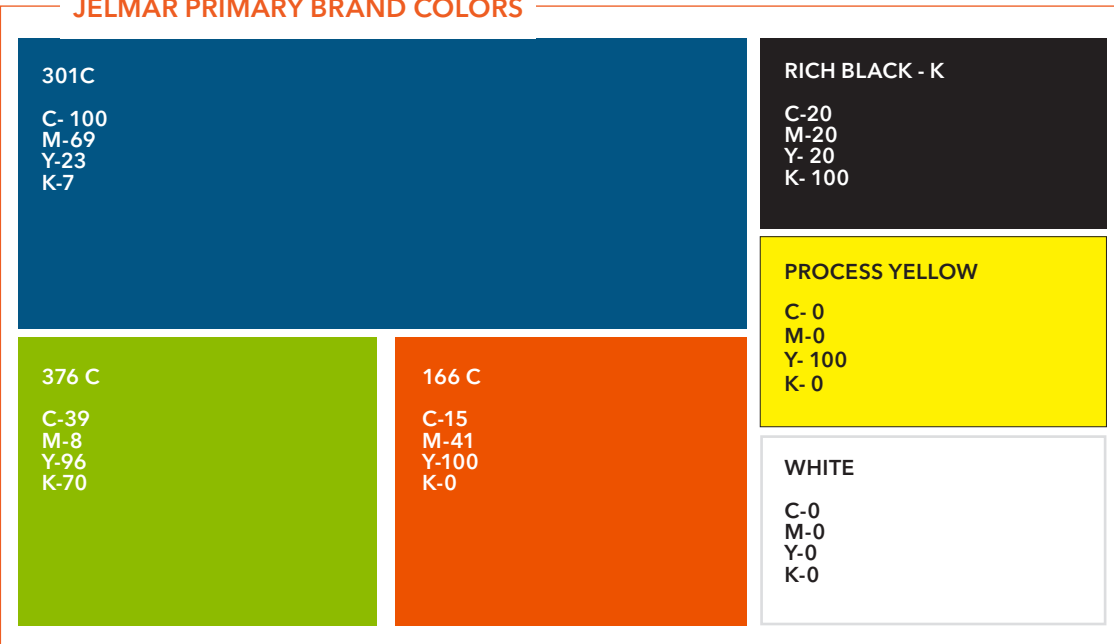
CLR® NUMBER ONE FOR A REASON®

COLORS : PRINT

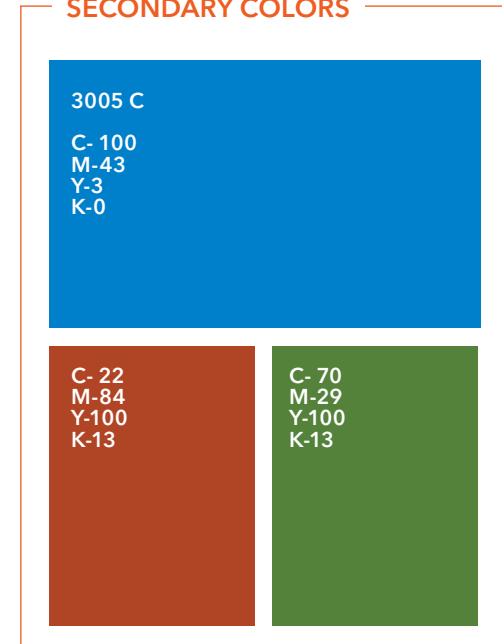
PRINT APPLICATIONS:

PANTONE® and CMYK are the two most commonly used color matching systems.

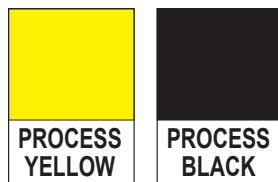
JELMAR PRIMARY BRAND COLORS



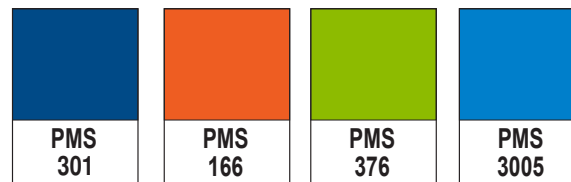
SECONDARY COLORS



PROCESS COLORS



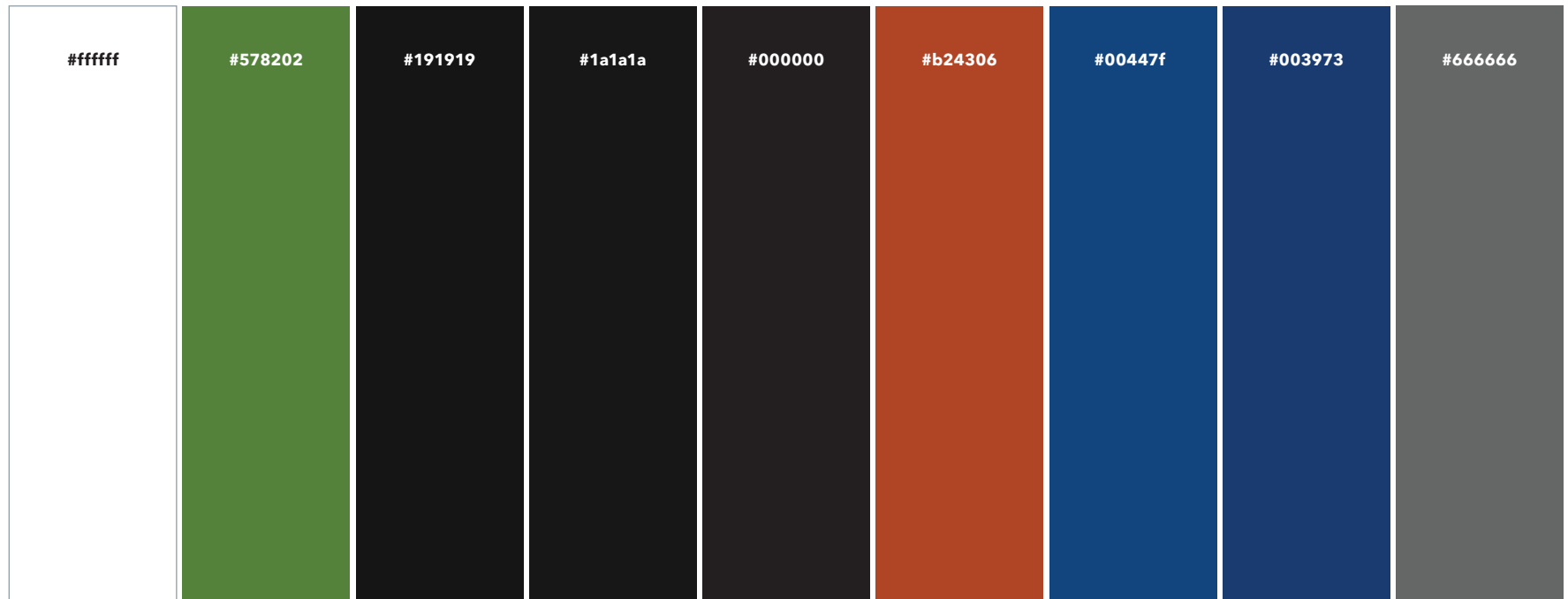
PMS COLORS



COLORS : WEB

SCREEN PRESENTATION APPLICATIONS:

RGB and HEX may be used for on-screen presentations. i.e., Powerpoint



All White text: #ffffff

Navigation Green : #578202

All Kinds of Dirty Brown: #578202

How Do I... Black: #191919

Video Title Black + Body Copy Black: #1a1a1a

See More How To's Black : #000000

Explore All CLR Household Products Brown: #b24306

FEATURED PRODUCTS Gray: #666666

Featured Products Link Blue + Learn More Link Blue:
#00447f

Footer Links Blue: #003973

TYPOGRAPHY : PRINT

Consistent typography is an important component of an organization's brand image and graphic identity. Avenir Next Pro were chosen for legibility and their clean and contemporary look.

Avenir Next Pro Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Avenir Next Pro Bold Condensed

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Avenir Next Pro Demi

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Avenir Next Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Next Pro Light Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Next Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Next Pro Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

TYPOGRAPHY : PACKAGING

Consistent typography is an important component of an organization's brand image and graphic identity.

DIN Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

DIN 1251 Engschrift

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Trade Gothic Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Trade Gothic Regular Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Conduit ITC Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TYPOGRAPHY : WEB

Consistent typography is an important component of an organization's brand image and graphic identity.

TEKO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TEKO SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TEKO MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TEKO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TEKO LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

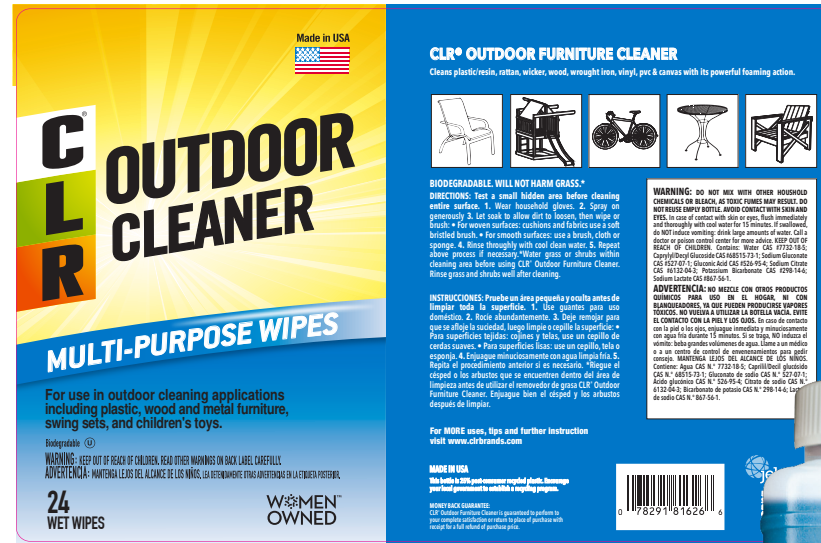
Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PACKAGING LABELS : RETAIL



Trigger Spray



Canister / Wipes



Handle

PRODUCT NAME:
TRADE GOTHIC BOLD CONDENSED

DESCRIPTION 1:
TRADE GOTHIC REGULAR CONDENSED

DESCRIPTION 2:
CONDUIT ITC BOLD

COPY:
Helvetica

WARNING:
DIN CONDENSED BOLD

PACKAGING : TEXT SIZE REQUIREMENTS

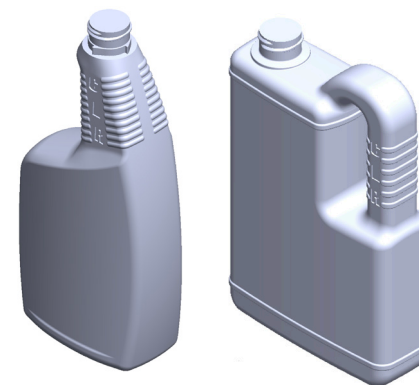
REQUIRED MINIMUM TEXT SIZES

1/8" = "WARNING" (*front and back*)

3/32" = OTHER CAPITALIZED WORDS (*front and back*)

5/64" = Address block and Warning Paragraph (*back*)

**TRIGGERS, and
28 oz. HANDLE**

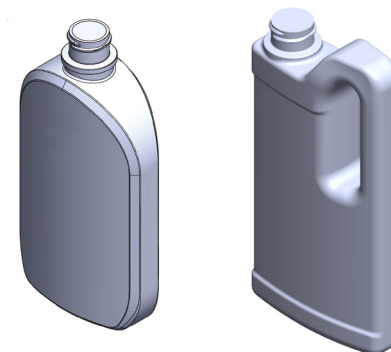


7/64" = "WARNING" (*front and back*)

3/32" = OTHER CAPITALIZED WORDS (*front and back*)

1/16" = Address block and Warning Paragraph (*back*)

**OBLONGS and
14 oz. SMALL HANDLE**



5/32" = "WARNING" (*front and back*)

7/64" = OTHER CAPITALIZED WORDS (*front and back*)

3/32" = Address block and Warning Paragraph (*back*)

**POUCH, and
128 oz. LARGE
HANDLE**



PACKAGING : TEXT SIZE REQUIREMENTS

EXAMPLE OF LABEL BACK : SECONDARY TRIGGERS

3/32"
Other warning
language

5/64"
The rest of the
language and
address



CUSTOMER FILLED BOTTLE
BOTELLAS LLENADAS POR EL CLIENTE

Calcium, Lime & Rust Remover

Covered under one or more of U.S. Pat. #s 7,094,742; 7,368,417; 8,569,220; 9,228,159

IF ON SKIN: Wash with plenty of soap and water. If skin irritation or rash occurs: Get medical advice/attention. Do not eat, drink or smoke when using this product. **IF IN EYES:** Rinse cautiously with water for several minutes. Remove contact lenses, if present and easy to do. Continue rinsing. If eye irritation persists: Get medical advice. Wear protective gloves. **IF SWALLOWED:** Call a POISON CENTER or doctor/ physician if you feel unwell.

DO NOT MIX WITH BLEACH OR ANY OTHER CLEANERS. KEEP OUT OF REACH OF CHILDREN. Avoid breathing fumes.

In Case of Fire, use water fog, dry chemical, CO₂, or "alcohol" foam. See Safety Data Sheet for further details regarding safe use of this product. Contains: Water CAS #7732-18-5, Lactic Acid CAS #79-33-4, Gluconic Acid CAS #526-95-4, Lauramine Oxide CAS #1643-20-5, Tripropylene Glycol n-Butyl Ether CAS #55934-93-5, Blue 1 CAS #3844-45-9, Yellow 5 CAS #1934-21-0

WARNING
Causes eye irritation.
May cause mild skin irritation.

Todas las instrucciones y advertencias aparecen en español en la etiqueta principal del producto que se encuentra en la botella, el cubo o el tambor.




32 FL. OZ
0.95 L

Made in USA

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All rights reserved.

DIRECTIONS FOR USE:

1. Wear protective gloves, and full-face shield. If using in poorly ventilated work area, use NIOSH-approved self-contained breathing apparatus.
2. Avoid spilling CLR PRO® on ground; surface may be slippery.
3. **TUBS, TOILET BOWLS, SINKS, PORCELAIN, CEMENT, STUCCO, and BRICK:** Mix equal amounts of CLR PRO® and warm water. Apply directly to calcium, lime or rust with brush, cloth or sponge. Rinse promptly with cold water. If stain does not disappear, use CLR PRO® full strength, wipe and rinse thoroughly.
4. **COFFEE MAKERS:** Mix 1 part CLR PRO® to 8 parts water. Run through automatic machine as if making coffee. Rinse thoroughly by running 4 full pots of clean cold water through complete cycles. Do not use CLR PRO® in coffee makers that hold water permanently.
5. **COFFEE POTS, PANS, TEA KETTLES and HUMIDIFIERS:** Pour enough CLR PRO® to cover bottom and use brush or sponge to wipe away stains. Add hot water and allow mixture to

soak for 2 minutes. Rinse thoroughly with clean cold water.

- 6. **DISHWASHERS and WASHING MACHINES:** Run empty machine without detergent up to main wash cycle. Stop machine and add one-half cup CLR PRO®. Finish cycle. Run one additional full cycle (wash and rinse) with cold water to rinse machine fully.
- 7. **SHOWER HEADS:** Mix equal amounts of CLR PRO® and hot water. Submerge shower head for 2 minutes. Rinse thoroughly with cold water. Repeat process if necessary. **IMPORTANT:** Do Not Use on natural stone, marble, terrazzo, colored grout, painted or metal glazed surface, plastic laminate, Formica®, pewter, aluminum, brass, zinc, steam irons, refinished tubs or any damaged or cracked surface. May etch older sinks, tubs, and tiles. CLR PRO® may return older cement to its original white appearance. Avoid contact with wood, clothing, wallpaper, and carpeting. **ALWAYS TEST ALL SURFACES IN A SMALL HIDDEN AREA BEFORE USE.**



www.jelmar.com/proline

5550 W. Touhy Ave.
Skokie, IL 60077-3254, United States

5/64"
The rest of the
language and
address

PROLINE: GRAPHICS



PROLINE - HORIZONTAL CONFIGURATION



PROLINE - STACKED



THE POWER OF PRO



CLEANING SOLUTIONS FOR THE PRO

CLR® and Tarn-X® are a couple of the most recognized consumer cleaning brands in the world. Jelmar, the maker of these brands, proudly introduces CLR PRO® Heavy Duty Cleaner, a ready-to-use, multi-surface, industrial strength cleaner. It's the newest member in the CLR® PROLINE family of products. Every product in the CLR® PROLINE is designed with the needs of the professional in mind.

PERFORMANCE:
You need products that consistently work, the first time. For more than 50 years, Jelmar has been formulating the star cleaning products for a wide variety of applications. Don't settle for poor performing products that cost your company time and money.

AVAILABILITY:
You need products when you want them, where you need them. All of Jelmar's PROLINE products have broad distribution and are available in a number of different container sizes. Manufactured in the U.S., with a comprehensive North American distribution network to serve your specific needs.

SAFETY:
CLR® CLR® Drain Line, CLR® Grease Magnet, and CLR® Stainless Steel compounds are NSF marked under the non-food compounds category to be used in food processing, food storage and food service facilities. Many of the CLR® PROLINE formulations are also part of the EPA's Safer Choice Program.



PROLINE: MESSAGING

**THE POWER OF
PRO**

**SOLUTIONS FOR THE ESPECIALLY TOUGH,
HARD-TO-SOLVE FACILITY CLEANING JOBS.**

CLEANING SOLUTIONS FOR THE PRO

CLR® and Tarn-X® are a couple of the most recognized consumer cleaning brands in the world. Jelmar, the maker of these brands, proudly introduces CLR PRO® Heavy Duty Cleaner, a ready-to-use, multi-surface, industrial strength cleaner. It's the newest member in the CLR® PROLINE family of products. Every product in the CLR® PROLINE is designed with the needs of the professional in mind.

PERFORMANCE:

You need products that consistently work... the first time. For more than 50 years, Jelmar has been formulating five-star cleaning products for a wide variety of applications. Don't settle for poor performing products that cost your company time and money.

AVAILABILITY:

You need products when you want them, where you need them. All of Jelmar's PROLINE products have broad distribution and are available in a number of different container sizes. Manufactured in the U.S., with a comprehensive North American distribution network to serve your specific needs.

SAFETY:

CLR®, CLR® Drain Line, CLR® Grease Magnet, and CLR®, Stainless Steel earned the NSF mark under the non-food compounds category to be used in food processing, food storage and food service facilities. Many of the CLR® PROLINE formulations are also part of the EPA's Safer Choice Program.

PROLINE: PACKAGING



PRODUCT NAME:
DIN CONDENSED BOLD

DESCRIPTION 1:
DIN 1451 ENGSCHRIFT

WARNING:
DIN CONDENSED BOLD

