rain·X®

Brand Standards
& Packaging
Style Guide

OUT**SMART** THE ELEMENTS™

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Introduction

Brand Position
For the last 40 years, Rain-X® has provided drivers with products to help them outsmart the elements. With Original Glass Treatment water beading technology, Wiper Blades and Glass Cleaners; Rain-X® leads the automotive aftermarket in glass care.

Brand Character
Ingenious, trusted ally, reliable, proactive, approachable, solution-provider, confident.

Product Attributes
Rain-X® is the leader in glass care. All Rain-X® products are backed by scientific testing and research to ensure every product meets consumer expectations, with much of the Rain-X® portfolio competing in a premium position in the marketplace.

Key Messaging
Outsmart the Elements™

Target Audience
Rain-X® targets adults 25-54, with a heavier male skew. These consumers serve as both the wiper blade and appearance chemicals target. They believe that while certain things (weather/elements) are inevitable, they are smart enough to know what they can prepare for, and they proactively take the steps to minimize the impact of weather/elements on their driving experience.

Style Guide Uses
This style guide is intended to detail the design elements for Rain-X® packaging and print promotional materials as well as outline the packaging system for the brand. The style guide outlines the essential components with respect to the brand identity, label design and corresponding promotional materials.

This document is not intended to limit future application, but to channel design efforts in a way which will best serve Rain-X® products, promotional and collateral materials.

Rain-X® Logo - APPROVED USAGE

4 COLOR PROCESS + 2-SPOT COLOR Packaging - used for packaging

For use on packaging when number of plates allows for a 4 color process + 2 spot color logo

YELLOW:
PMS 109

Shadow:
15% BLACK

DOT: white to 37% Black
RADIAL gradient
OVERPRINTS
white to PMS 3005
RADIAL gradient

62	100
white	K: 37%

17	60
white	PMS 3005

C: 0%
M: 80%
Y: 0%
K: 80%

White

0	33	80

M: 61%

LETTERS: Above Gradient blend
OVERPRINTS PMS 3005 below

4 COLOR PROCESS + 1-SPOT COLOR Packaging - used for packaging

For use on packaging when number of plates allows for a 1 spot color logo

YELLOW:
PMS 109

DOT: 4 color
RADIAL gradation
matches specifications
to the right:

17	41	100
C: 0%	C: 80%	C: 100%
M: 0%	M: 20%	M: 75%
Y: 0%	Y: 0%	Y: 10%
K: 0%	K: 0%	K: 5%

LETTERS: 4 color specification
matches gradation below:

0	27	80
C: 100%	C: 100%	C: 100%
M: 43%	M: 90%	M: 90%
Y: 0%	Y: 10%	Y: 10%
K: 0%	K: 0%	K: 100%

4 COLOR PROCESS Print promotions - used primarily for print

For use on print promotions

YELLOW: 4 color
specifications:
C: 0%
M: 10%
Y: 100%
K: 0%

Shadow:
15% BLACK

DOT: see 4 color specifications in logo above

LETTERS:
See 4 color
specifications
in logo above

Rain-X® Logo - APPROVED USAGE

Full-Color Application on Colored Background

The approved Rain-X® logo letters should always have the approved 4 color process
or PMS 109 yellow behind the letters

Simplified Applications

These versions of the Rain-X® identity should be used for special applications such as
embroidery and other small promotional pieces.

2 Color Applications

BLUE: PMS 3015   YELLOW: PMS 109   100% Black   YELLOW: PMS 109

1 Color Application

BLUE: PMS 3015   100% Black

In order to accomplish the objectives of this document, any questions concerning unusual
situations not covered should be directed to the Rain-X® brand manager at ITW Global Brands.

Rain-X® Logo - INCORRECT USAGE

If you attempt to alter the logo and it does not fall into this list please contact the Rain-X® brand manager at ITW Global Brands for approval before changing.

Do NOT crop the image.

Do NOT change the logo from its prescribed colors.

Do NOT alter proportions of the identity.

Do NOT embellish or distort the identity.

Never render the identity in outline form.
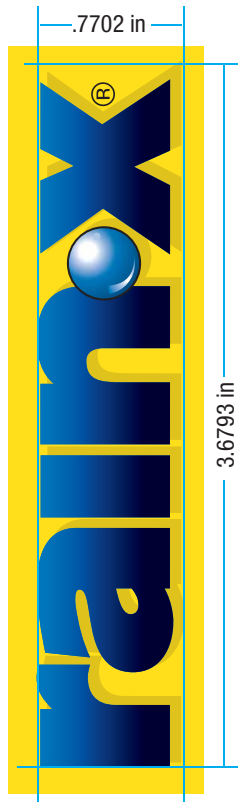
Do NOT screen the identity.

Do NOT rotate or tilt the identity.

Packaging - WIPER BLADES

Wiper Blade design elements

The guidelines listed here apply to all wiper blades packaging.

.7702 in

3.6793 in

Rain-X® Logo
Logo should be treated consistently across all wiper blade sets:
1. Logo should always appear with approved Rain-X yellow background (see logos pg. 5).
2. Logo should always be rotated 90°.
3. Logo should always appear in proximity to other graphics as shown.
4. Logo dimensions: should be consistent with other blade design sets-see dimensions as indicated to left

**Blade size treatment
FONT:**
Eurostile Bold Extended 2
SIZE:
44 pt.; horiz scale: 75%
COLOR:
Should contrast with color behind the blade size for maximum visibility

Top portion dimensions
Front panel Image area should not exceed 10 inches in height to be visible in most store display racks

Sub brand size relationship to the Rain-X Logo
Use sample shown on left to visually match size and proximity in proportion to the Rain-X Logo.

Wiper blade window
(For transparent substrates) When possible allow an area to be used as a "window" to view the actual wiper blade inside the package.

**New! and special claim callouts:
FONTS:** *Helvetica family-CONDENSED:
regular, regular italic, bold, bold italic*
COLOR: White with drop shadow to contrast with red (100 yellow / 100 magenta) behind the text for maximum visibility

Additional call outs
Use bottom area of package for other claims that are of lesser importance than the claims in the top portion of the wiper blade package.

Packaging - WIPER BLADES - products

Retail Wiper Blade product lines

Retail Wiper Blades

Rain-X
Latitude®
Beam
wiper blades

Rain-X®
Fusion™
Hybrid
wiper blades

Rain-X®
Weatherbeater®
Conventional
wiper blades

Packaging - TRADITIONAL DESIGN

Traditional design elements

The guidelines listed here apply to all "Traditional" packaging. See Traditional design products pg. 10 for reference samples.

New! and special claim callouts: FONTS: *Helvetica family-CONDENSED: regular, regular italic, bold, bold italic* **COLOR:** White with drop shadow to contrast with red (100 yellow / 100 magenta) behind the text for maximum visibility

Product descriptor FONTS:
Fonts should be used for maximum visual impact from the font families listed below:
Ocean Sans:
(bold and bold Italic)
Impact: (Italicized)
COLOR:
White with drop shadow to contrast with color behind the text for maximum visibility

Gradient
Yellow block behind logo should gradate to blue above logo

Rain-X® Logo
Logo should be treated consistently across all traditional design packaging:
1. Logo should always appear with approved Rain-X yellow background (see logos pg. 5).
2. Logo should always be rotated 90°.
3. Logo should always appear in proximity to other graphics as shown.

Background color
Background color should always be variations of Rain-X blue and should have PMS 3005 incorporated into the art or photo image if possible. The only exception to this rules for the Rain-X® Anti-Fog product in where black is used in place of the blue. (see pg. 10 for reference samples)

Claims and product component text FONTS:
Claims text appears just below the product descriptor. Fonts used:
Ocean Sans family:
(regular, bold and bold Italic)
Helvetica family-CONDENSED:
regular, regular italic, bold, bold italic
COLOR:
White or yellow with drop shadow to contrast with color behind the text for maximum visibility

Usage imagery
Usage and "Treated / Untreated" imagery should be placed on package in this general vicinity usually just after the claims text

NEW
Deep Cleaning Windshield
KIT

For the Deepest Clean Achieved Using Clay Bar Technology*

BONUS:
Rain-X® Original Glass Treatment Included

CAUTION: FLAMMABLE. MAY CAUSE EYE IRRITATION. THIS KIT CONTAINS CHEMICALS THAT MAY BE HARMFUL IF MISUSED.
Read carefully other cautions on side of box.

Packaging - TRADITIONAL DESIGN - products

Rain-X® 600001
Windshield Repair Kit

Rain-X® 620024
Perfect Dose Car Wash 15 ct.

Rain-X® 630005
Deep Cleaning Windshield Kit

Rain-X® 800001809
Headlight Restoration Kit

Rain-X® 800002243
Original Glass Treatment 7 oz.

Rain-X® 800002242
Original Glass Treatment 3.5 oz.

Rain-X® 800002250
Original Glass Treatment 16 oz.

Rain-X® AF21106D
Interior Glass Anti-Fog 3.5 oz.

Rain-X® AF21212
Interior Glass Anti-Fog 7 oz.

Rain-X® RX11314
Washer Fluid Additive 10 oz.

Rain-X® RX11806D
Washer Fluid Additive 16.9 oz.

Rain-X® RX53617
Fast Wax 16 oz.

Packaging - MODERN DESIGN

Modern design elements

The guidelines listed here apply to all "Modern" packaging. See Modern design products pg. 12 for reference samples.

New! and special claim callouts:
FONTS: *Helvetica family-CONDENSED:*
regular, regular italic, bold, bold italic
COLOR: White with drop shadow to contrast with red (100 yellow / 100 magenta) behind the text for maximum visibility

Rain-X® Logo
Logo should be treated consistently across all modern design packaging:
1. Logo should always appear with approved Rain-X yellow background (see logos pg. 5).
2. Logo should always be right reading as shown
3. Logo should always appear in proximity to other graphics as shown.

Arch element
FONTS:
Arch should always be placed symetrically and is used to separate the logo from the product descriptor, claims and background imagery

Product descriptor
FONTS:
Fonts should be used for maximum visual impact from the font families listed below:
Ocean Sans:
(bold and bold Italic)
Impact: (Italicized)
COLOR:
White with drop shadow to contrast with color behind the text for maximum visibility

Claims text
FONTS:
Claims text appears just below the product descriptor. Fonts used:
Ocean Sans family:
(regular, bold and bold Italic)
Helvetica family-
CONDENSED:
regular, regular italic, bold, bold italic
COLOR:
White or yellow with drop shadow to contrast with color behind the text for maximum visibility

Background color
Background color should always be variations of Rain-X blue and should have PMS 3005 incorporated into the art or photo image if possible.

OUTPERFORMS
Leading Auto Glass Cleaners
at removing tough bug residue!

Automotive
Glass Cleaner
Cleans to a streak-free shine
Safe for tinted windows

CAUTION: COMBUSTIBLE.
MAY CAUSE EYE IRRITATION.
Read carefully other cautions on back.
23 FL OZ
(1 PT 7 OZ) 680 mL

Usage imagery
Usage and "Treated / Untreated" imagery should be placed on package label in this general vintity in conjunction with the claims text

Packaging - MODERN DESIGN - products

Rain-X® 630001
Auto Glass Cleaner 18 oz.

Rain-X® 630006 2-in-1 Glass Cleaner + Rain Repellent 16oz.

Rain-X® 630018
Auto Glass Cleaner 23 oz.

Rain-X® 630019
Auto Glass Cleaner 32 oz.

Rain-X® 630020
Auto Glass Cleaner wipes 25 ct.

Rain-X® 5071268 2-in-1 Glass Cleaner + Rain Repellent 23 oz.

Rain-X® 5080217
X-treme Clean 12 oz.

Rain-X® 5080233 2-in-1 Glass Cleaner + Rain Repellent 18 oz.

Rain-X® 800001810
Headlight Restorer 5 oz.

Rain-X® De-Icer*
De-Icing Spray 15 oz.

Rain-X® De-Icer*
De-Icing Spray 32 oz.

*Example for De-Icers is for label design only. The preferred bottle / can colors are:
Clear - so that product shows through
Rain-X® yellow - PMS 109
Rain-X® blue - PMS 3005

Packaging - OTHER DESIGNS - products

Rain-X® 5067042
Bug & Tar Pre Wash
Gel 23 oz.

Rain-X® 5067818
Bug & Tar Pre Wash Gel
16 oz.

Rain-X® 800002244
Original Glass Treatment
Wipes 25 ct.

Rain-X® 5077368
Class Cleaner with Anti-Fog
Wipes 25 ct.

Rain-X® 5072084
Foaming Car Wash 100 oz.

Rain-X® 5077557
Wash & Wax 64 oz.

Rain-X® RX51820D
Wash & Wax 20 oz.

Rain-X® Windshield
Wash Booster 32 oz.

Rain-X® All Season
Windshield Washer Fluid 1 Gal.

Rain-X® 2-in-1
Windshield Washer Fluid 1 Gal.

Rain-X® De-Icer
Windshield Washer Fluid 1 Gal.

Rain-X® Bug Remover
Windshield Washer Fluid 1 Gal.

For products referencing bug removal and protection green color is approved.

Print Promotions and Web - Best Practices

Key Messaging:
Outsmart the Elements™
for wiper blades: Change Your Blades Today!

Graphics:
Approved Rain-X yellow and blue must be incorporated into design.

Product image usage:
Promoted product images should be incorporated into print promotions and web graphics when possible

FONTS:
Headlines: Font Families:
Eurostile / Helvetica / Impact / Frutiger / Ocean Sans
Body Text: Font Families:
Eurostile / Helvetica / Frutiger / Ocean Sans

Tag Line: "Outsmart the Elements™"
Use of this tag line is optional.

Clings / Posters

Copyright: Should be included on all POP "© / Year / ITW Global Brands. All rights reserved."

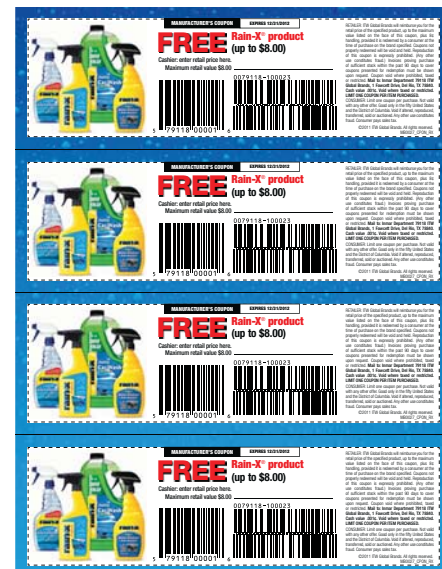# Print Promotions and Web - Best Practices

Header Cards

Eblasts

Banners

Necker Coupons

Tearpads

Coupons

Websites