



Brand Guidelines 2025





LOGO

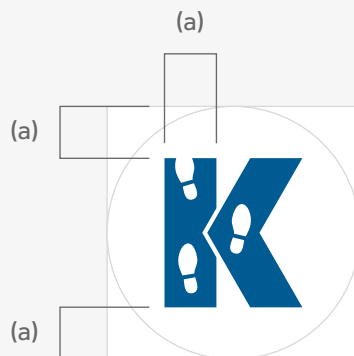
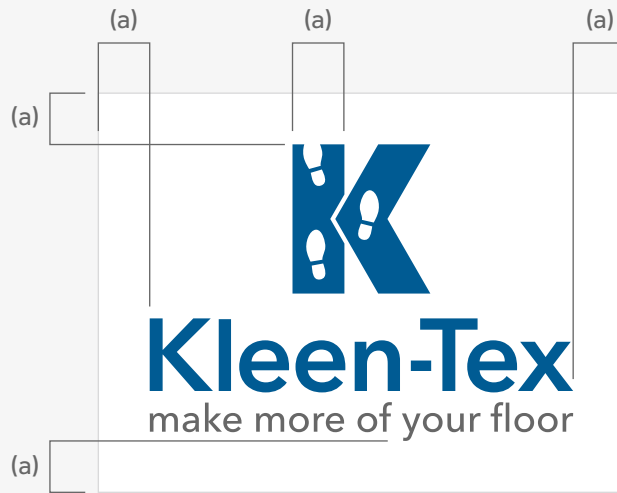
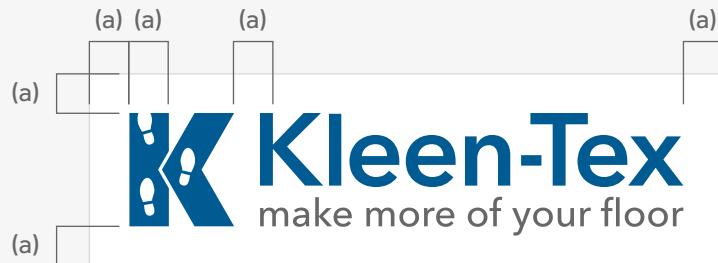
Brand Guidelines 2025

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V02.0



VARIANTS



SPACING

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Do not stretch or squash



Do not rotate



Do not change the transparency



Do not distort



Do not change the colours



Do not skew



Do not change element size



Do not transform or warp



Do not apply shadows or other effects



Do not outline or contour



DO NOT'S

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Kleen-Tex Brand



301C	C	C	C
100 50 5 25	55 45 45 36	11 8 9 0	0 0 0 5
6 88 156	103 103 103	230 230 230	245 245 245
#06589C	#676767	#E6E6E6	#F5F5F5

Segmentation Categories



301C	187C	281C	2587C	1655C	2925C	424C
100 50 5 25	7 97 100 32	100 91 9 44	58 72 0 0	0 75 100 1	76 20 0 0	30 20 19 60
6 88 156	166 41 33	42 46 93	133 94 163	234 94 32	0 160 221	102 102 102
#06589C	#A62921	#2A2E5D	#855EA3	#EA5E20	#00A0DD	#666666

Divisions



301C	187C	226C	126C	368C
100 50 5 25	7 97 100 32	1 100 6 4	9 37 100 44	70 0 100 0
6 88 156	166 41 33	220 16 120	150 111 0	85 184 21
#06589C	#A62921	#DC1078	#966F00	#55B815

Core Fundamentals



-	-	-	-	-
79 31 11 0	3 64 97 0	18 36 78 1	25 87 90 19	58 21 91 4
30 143 190	238 121 39	208 161 84	162 60 45	121 157 75
#1E8FBE	#EE7927	#DOA154	#A23C2D	#799D4B





Avenir LT Std 55 Roman Bold: **Kleen-Tex**

Avenir LT Std 55 Roman: make more of your floor

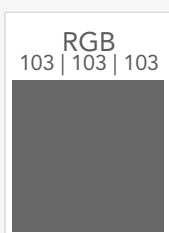
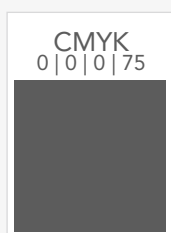
Effra Light: ABCDEFGHIJKLMNOPQRSTUVWXYZ Alternative
abcdefghijklmnopqrstuvwxyz 0123456789

Effra: ABCDEFGHIJKLMNOPQRSTUVWXYZ Main Copy
abcdefghijklmnopqrstuvwxyz 0123456789

Effra Medium: ABCDEFGHIJKLMNOPQRSTUVWXYZ Title 3
abcdefghijklmnopqrstuvwxyz 0123456789

Effra Medium Bold: ABCDEFGHIJKLMNOPQRSTUVWXYZ Title 2
abcdefghijklmnopqrstuvwxyz 0123456789

Effra Heavy: ABCDEFGHIJKLMNOPQRSTUVWXYZ Title 1
abcdefghijklmnopqrstuvwxyz 0123456789



Kleen-Foam
 Kleen-Comfort
 Kleen-Comfort Safety
 Kleen-Comfort Design
 Kleen-Comfort Office
 Kleen-Comfort Soft
 Kleen-Cushion
 Kleen-Scrape
 Kleen-Sticky Mat
 Kleen-Sticky Mat Frame
 Kleen-Thru Plus
 Kleen-Tile
 Kleen-Wave
 Kleen-Cable Mat
 Kleen-Cable Mat EV
 Kleen-Cable Mat Rubber
 Kleen-Coil
 Kleen-Cooler Mat

Kleen-Fit System
 Kleen-Fit Concourse Tile
 Kleen-Fit Guard
 Kleen-Fit Guard Eco
 Kleen-Fit Matrix Tile

Jet-Print Light
 Jet-Print
 Jet-Print Plus
 Jet-Print Eco
 Jet-Print Velour
 Jet-Print Vision
 Jet-Print Big Size
 Jet-Print Event
 Jet-Print Horizon
 Jet-Print Outdoor
 Jet-Print Patio
 Jet-Print Hi-Vis

Ad-Mat
 Bar-Mat
 Counter Mat
 Desk Planner Mat
 Keyboard Runner

Iron-Horse Light
 Iron-Horse
 Iron-Horse XL
 Iron-Horse Eco
 Iron-Horse XL Eco
 Monotone
 Monotone Eco
 Green-Horse
 EcoAbsorb
 PolyCotton
 Super-Mat
 Entrance
 Water-Horse
 Moss-Mat

Ox Entrance Mat
 Coir-Mat
 Brush-Mat
 Centurion Matting
 Parking Mat
 Fork Lift Mat

Turtle Mat®
 wash+dry® Design
 wash+dry® Decor
 wash+dry® Mono
 wash+dry® Trend Colour
 Dirt Trapper
 MATSMITHS®
 KLEEN-CAR®
 CASANETA®
 CapeCod®
 Dune
 Eco Revive
 Mud Hog

Naming Logic

Brand Prefix	Product	Variant	Extension	Reasoning
[Prefix]	[Name]	-	-	Standard
[Prefix]	[Name]	Light	-	Less material
[Prefix]	[Name]	Plus	-	More material
[Prefix]	[Name]	Scrape	-	Monofilament added
[Prefix]	[Name]	Outdoor	-	Designed for outdoor use
[Prefix]	[Name]	Tile	Eco	Eco credentials (to be removed at a later date)
Kleen-	[Name]	-	-	
Kleen-Fit	[Name]	-	-	
Jet-Print	[Name]	-	-	
Iron-Horse	[Name]	-	-	
Kleen-Car	[Name]	-	-	
	[Name]	-	-	



Dear Customer,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex

ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occ

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. aecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in est laborum.

Yours sincerely



J. Bloggs
Sales Manager



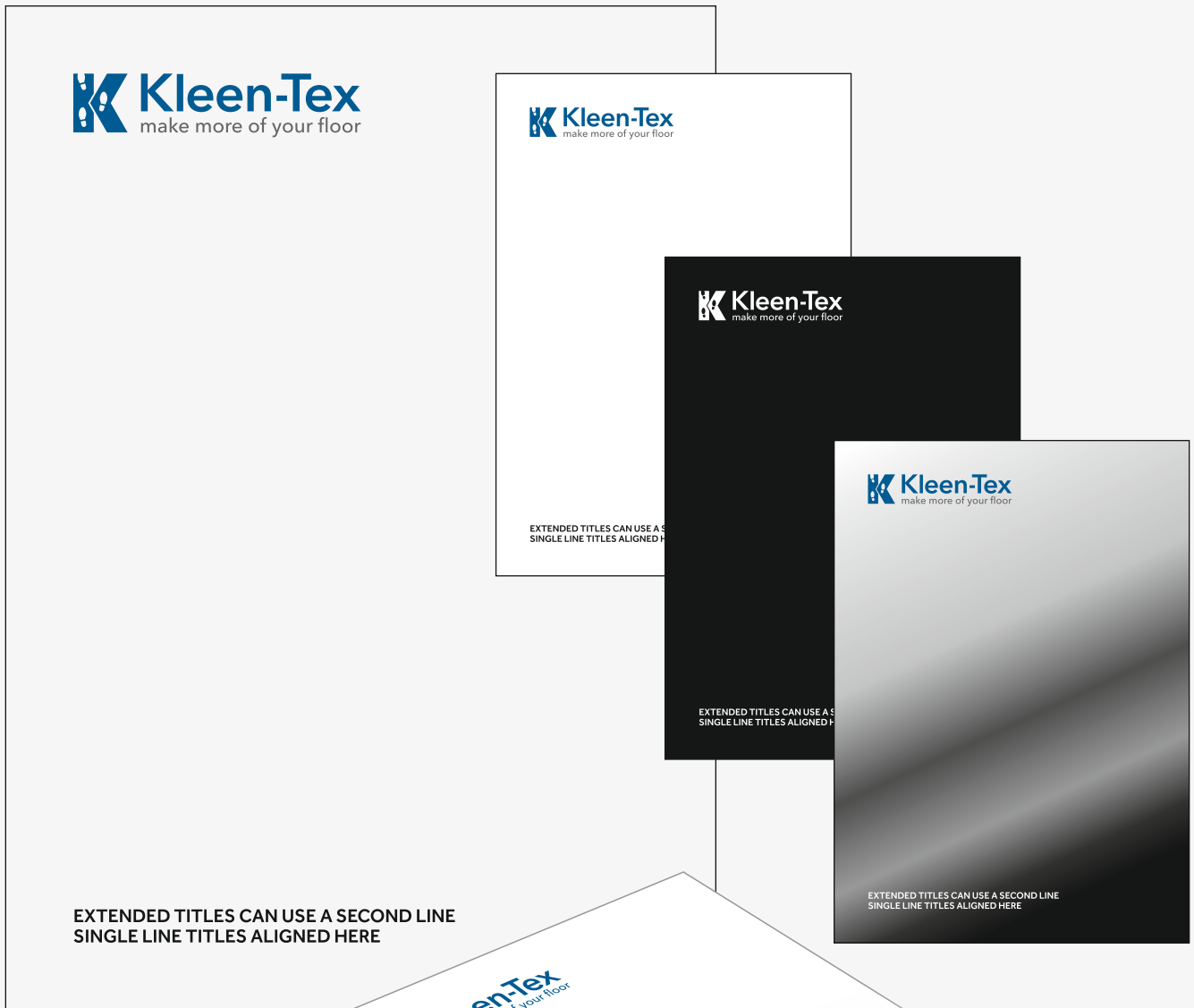


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www.kleen-tex.co.uk





EXTENDED TITLES CAN USE A SECOND LINE
SINGLE LINE TITLES ALIGNED HERE

EXTENDED TITLES CAN USE A SECOND LINE
SINGLE LINE TITLES ALIGNED HERE

EXTENDED TITLES CAN USE A SECOND LINE
SINGLE LINE TITLES ALIGNED HERE

EXTENDED TITLES CAN USE A SECOND LINE
SINGLE LINE TITLES ALIGNED HERE



Kleen-Tex Home Product Guide 2025

20mm

Front

Spine



Kleen-Tex Commercial Product Guide 2025

← Brochure Top

Effra Regular Normal - Minimum 8pt - Title Case

Brochure Bottom →



20mm

85mm

20mm



Kleen-Tex
make more of your floor

20mm

Text / Title area 170 x 177mm

Image area 210 x 297mm

A4 Cover Page Layout

Effra Medium, 16pt, Capitals, Align Left, 17pt Line Spacing

EXTENDED TITLES CAN USE A SECOND LINE
SINGLE LINE TITLES ALIGNED HERE

20mm

20mm

20mm

20mm

20mm

Logo size: no change



A5 Cover Page Layout

Text / Title area 90 x 108.5mm

Image area 148.5 x 210mm

Effra Medium, 12pt, Capitals, Align Left, 13pt Line Spacing

**EXTENDED TITLES CAN USE A SECOND LINE
SINGLE LINE TITLES ALIGNED HERE**

20mm

20mm

SAY NO TO TRACKED IN DIRT

- Bullet point here
- Bullet point here
- Bullet point here
- Bullet point here
- Bullet point here


>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur mi orci, efficitur at mollis in, consectetur ut nibh. Curabitur non nulla vel ligula gravida porttitor at vitae ex. Nullam sollicitudin ullamcorper turpis, sed mollis ex semper ut. Nullam commodo at velit ultricies imperdiet. Praesent lobortis tortor ac dul tincidunt, et vestibulum risus feugiat. Proin elit nisi, ultrices et ligula sit amet, feugiat sollicitudin sem. Cras libero elit, hendrerit eu, dul eget, tempus accumsan nulla. Curabitur bibendum arcu a nunc bibendum tincidunt. Nullam quis lectus porttitor, viverra magna eget, vehicula nisi.


Nulla libero sapien, eleifend non elit sit amet, euismod consequat nulla. Morbi dapibus pulvinar quam at convallis. Aenean.

Iron-Horse

Professional Entrance Matting




make more of your floor



Words
Words
Words


Big Title Here

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occ

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum aecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in est laborum.




Small title here

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Button

short statement or strap line here



Small title here **Small title here**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.


Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Button **Button**

Button with description

+43 (0)5372 61 380
orders@kleen-tex.eu

make more of your floor



○ ○ ○ ○ ○



1200 px

Overlay
50% transparency



120 px

120 px

1200 px



120 px

10% image width



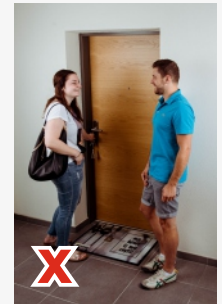


When taking a product photo, ensure the angle is elevated enough to see the product clearly.



With the central area set correctly, framing the product as the focus of the shot, at a suitable angle and elevation the photographer must then pan backwards to include more of the surrounding scene. This will allow marketing the freedom to crop the image to landscape, portrait or square depending on it's application.

Avoid boring straight angle shots.



Choose models with diversity in mind where possible.

Remember, you are taking a photo of a mat, the scene and models are secondary.




The photographer must resist the urge to add effects or edit the colours in any way marketing needs clean clear images so they may decide on the creative depending on the application.

+43 5372 61380 | info@kleen-tex.eu


All categories ▾ What are you looking for?

Our Range ▾ Search By ▾ Our Story ▾ Info Hub ▾ Contact

Home ▾ Printed Indoor ▾ Jet-Print




Click to expand



Jet-Print

Custom logo mats and printed messages for a great first impression, combined with excellent dirt catching abilities.




[Ask a Question](#) [Download Datasheet](#)

Why Choose Jet-Print?

- Custom designs
- Excellent dirt catching performance
- Slip-resistant
- Washable at 30°C to 60°C
- Light-fast
- 5 year Manufacturers Guarantee
- 2 year under industrial laundry conditions Guarantee
- EN 13501-1 tested
- Made in Europe

Colours: Paletted



Dimensions ▾

Applications ▾

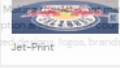
Care Instructions ▾

Technical Information ▾

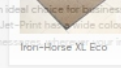
+43 5372 61380
info@kleen-tex.eu

Jet-Print

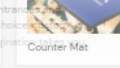
The Jet-Print mat performs two functions simultaneously: bright coloured printed logos and messages make it an excellent eye-catcher and high-tech nylon fibres make it perform perfectly as a washable dust control entrance mat. It is an ideal choice for business entrances, reception areas and more. Jet-Print has a wide colour choice and can be printed with logos, brands, messages and more. [Imagination is the only limit.](#)




Jet-Print




Iron-Horse XL Eco



Counter Mat



make more of your floor



Company

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- [Contact](#)
- [Become a Reseller](#)
- [Meet the Team](#)
- [Careers](#)
- [Sustainability](#)
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Follow us

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Austria

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info@kleen-tex.eu

Office hours:
Monday to Friday, 8 am to 4 pm

Indoor

Jet-Print

KLEEN-TEX COMMERCIAL PRODUCT RANGE | CUSTOM PRINTED MATS



For all mats we reserve the right of production-related tolerance of +/- 3% in size. Colours are subject to commercial tolerance.



100% recyclable





Recyclable pens



A5 note pads



10cm coasters



Mouse mat

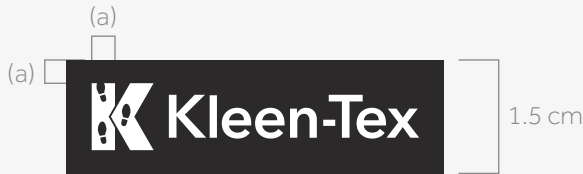


Mugs

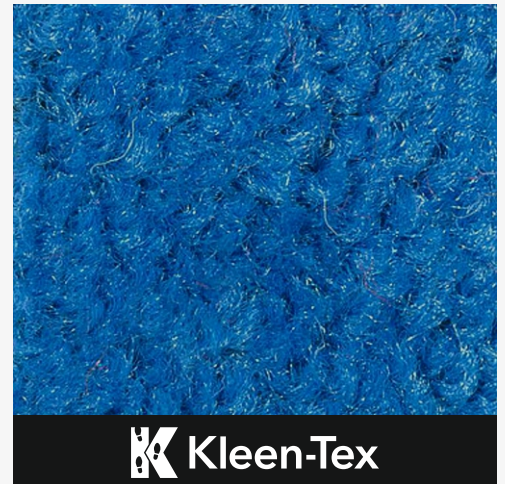
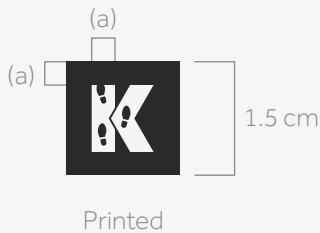
Portobello Tote Bag - Cotton recyclable



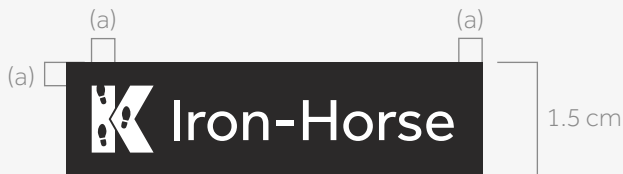
1 - Use wherever possible



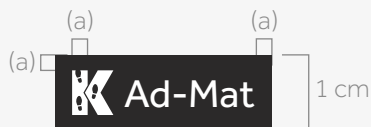
2 - Use whenever #1 isn't possible



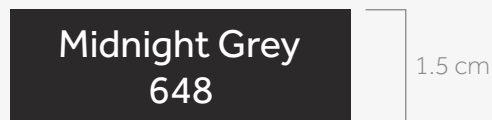
3 - Swatch / Sample Labels 1.5 - 2 cm Borders

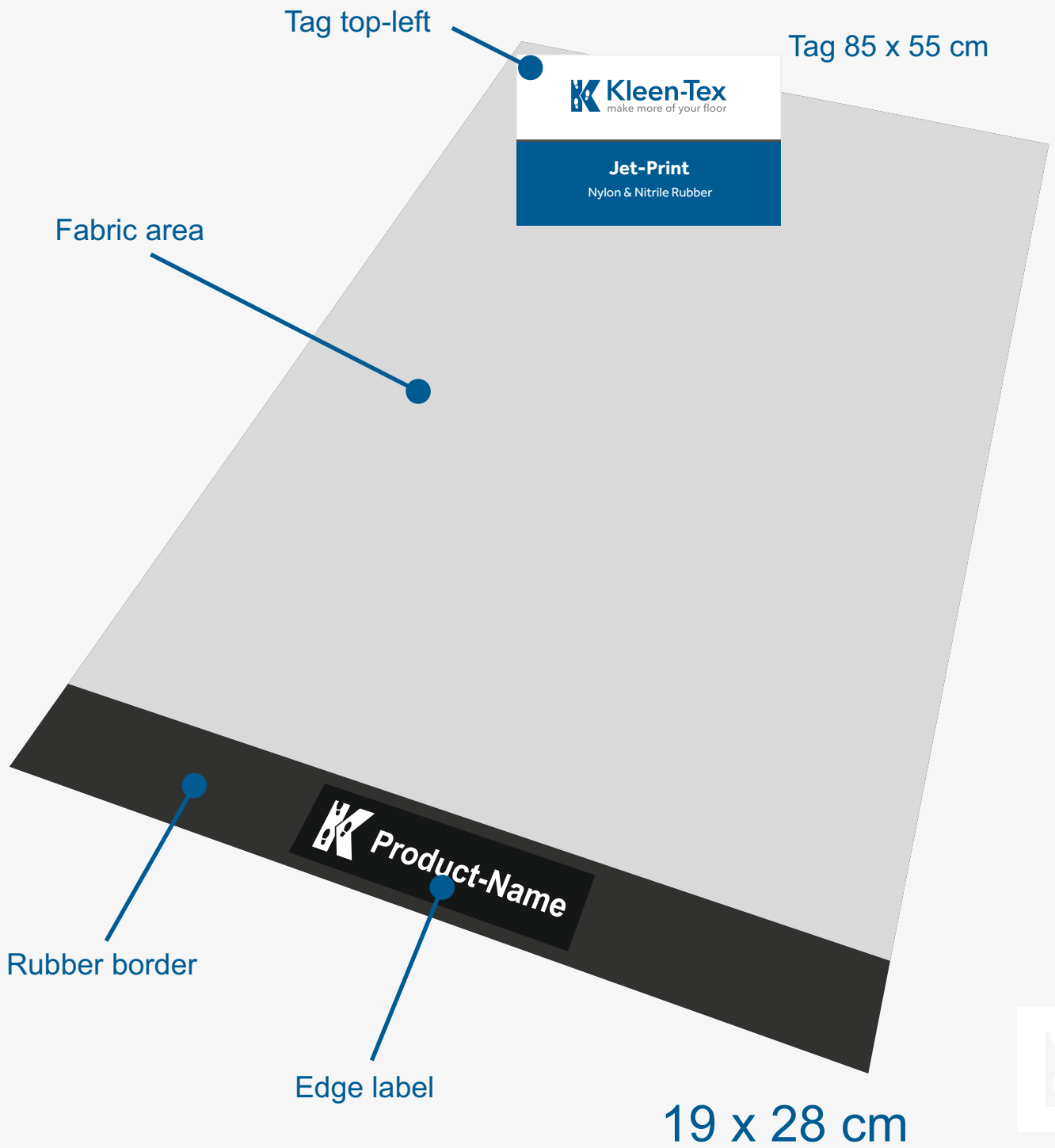


4 - Swatch / Sample Labels 1 cm Borders



5 - Swatch Colour Name Labels





SAMPLE SET



Jet-Print

Nylon & Nitrile Rubber



Jet-Print Horizon

Nylon & PVC



Jet-Print Outdoor

Nylon & Nitrile Rubber

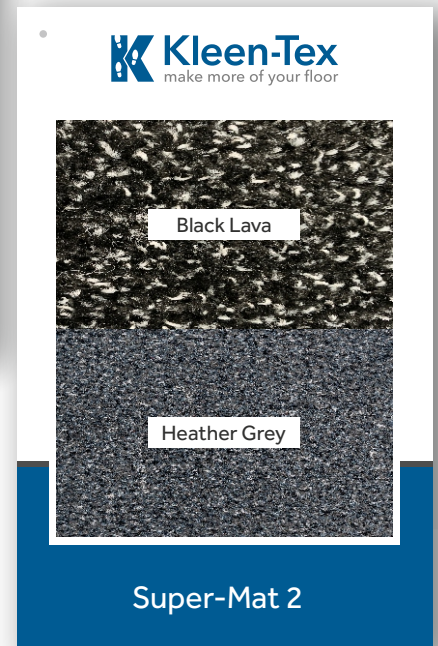
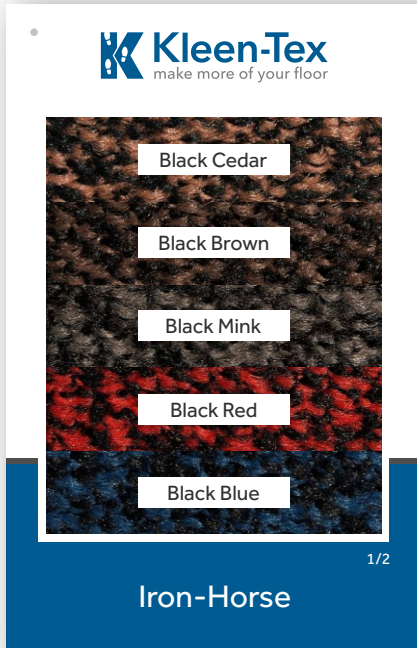


SAMPLE TAGS

Brand Guidelines 2025

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V02.0



80 cm

Logo
W:40 cm

60 cm



10 cm

Clear Area
27 cm

180 cm

Eye level
160 cm
■■■■■



Content Area
143 cm

2 cm

5 cm

10 cm

6 cm

15 cm



www.kleen-tex.eu



www.kleen-tex.eu

Footer
40 cm
































































W:38 cm

BANNERS

Brand Guidelines 2025

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V02.0

- | | | | | | | | |
|--|------------------------|---|---|---|--------------------------------|---|-------------|
|  | Do not wash |  | Anti-slip |  | Recycleable |  | Facebook |
|  | Hand wash |  | Anti-microbial |  | Recycled |  | X |
|  | Limited 30°C wash |  | Anti-bacterial |  | Made from recycled PET plastic |  | Pinterest |
|  | 30°C maximum wash |  | Anti-static |  | Bio degradable |  | YouTube |
|  | 40°C maximum wash |  | Custom shapes |  | Phthalate Free |  | LinkedIn |
|  | 50°C maximum wash |  | Wet area |  | Eco friendly properties |  | Instagram |
|  | 60°C maximum wash |  | Light fast |  | 1 year guarantee |  | Xing |
|  | Vacuum clean |  | Colour fast |  | 2 year guarantee | | |
|  | Jet wash |  | Indoor use |  | 3 year guarantee |  | Information |
|  | Steam clean |  | Outdoor use |  | 5 year guarantee |  | Cart |
|  | Carpet cleaning |  | Suitable for use with under floor heating |  | 10 year guarantee |  | Enlarge |
|  | Do not bleach |  | Certified EN13501-1 |  | Made in Europe |  | PDF |
|  | Do not iron |  | Certified DOC-FF-1-70 | | |  | Video |
|  | Do not dryclean |  | Hi-traffic use |  | Telephone |  | Photo real |
|  | Do not tumble dry |  | Wheelchair friendly |  | Email |  | Map |
|  | Tumble dry on low heat |  | Custom designs |  | Website | | |
|  | Tumble dry on medium |  | No PVC | | | | |
|  | Lay flat to dry | | | | | | |







Recycled Materials



Greener Processes

Recycling Waste

Reducing Waste

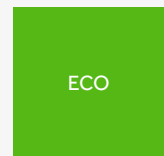


**PLEASE
RECYCLE**

Recyclable Packaging

Consolidated Shipments

Paperless Invoicing



368C
70|0|100|0
85|184|21
#55B815

A step in the right direction





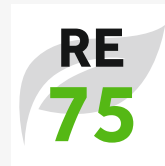
ECO Freindly

Use this symbol for all products with an environmental or ECO friendly element.



Renycle[®] 50

Use this symbol only for products made with Renycle™ 50 recycled yarn



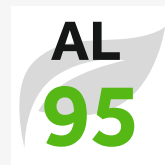
Renycle[®] 75

Use this symbol only for products made with Renycle™ 75 recycled yarn



Nitrile15

Use this symbol only for products made with 15% recycled nitrile rubber content.



Aluminium 95

Use this symbol only for products made with Aluminium 95% recycled source



100 ECONYL[®]

Use this symbol only for products made with 100% ECONYL[®] regenerated nylon



Cashmere 80

Use this symbol only for products made Cashmere 80% sustainable source



Recycled PET

Use this symbol only for products made with 100% Recycled PET plastics



Rubber 95

Use this symbol only for products made with 95% recycled rubber

A step in the right direction





www.kleen-tex.eu

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