

# Turtle<sup>®</sup> Mat

EST. 1994





# The Original Machine Washable Doormat

## Keeping dirt at the door since 1994

Turtle Mat is a distinguished brand renowned for its exceptional quality and luxurious offerings in the realm of doormats. With an unwavering commitment to craftsmanship and attention to detail, Turtle Mat has solidified its position as a premium choice for discerning customers across the UK.

In 1994, our journey began when James Turtle discovered an absorbent cotton doormat that provided the ultimate protection for floors against dirt, dust and moisture. James was so impressed with the product that he was happy to put his name to it and the Turtle Mat company was born.

We have established bold and exciting partnerships with acclaimed design houses such as Sanderson Design Group and talented artists including Dee Hardwicke, working hard to infuse their artistic flair with our notorious practicality. Today, Turtle Mat is a household name within the doormat sector.

This document establishes the fundamental principles of the revitalised Turtle Mat brand identity, outlining its intended applications and providing guidance on how to effectively apply it across a diverse range of media platforms.



# Customer Profile

Typically Turtle Mat customers tend to be female. Sales from men only make up 21% of total sales.

Generationally, they normally come from either Baby Boomers, Gen X or Millennial brackets. This is further supported by data showing that 72% of Turtle Mat customers are between 45-74 years old. They are most likely to be Empty-Nesters' with either older children or a late teenager living at home.

Coming from an affluent social status, our patrons live in country or suburban areas. Quality and luxury is high on their agenda when making a purchase and once invested, loyalty to quality brands is common.

Our customers take pride in their home and in their spare time gardening or keeping active with a dog remains a common passtime.

Analysis has found that this mature demographic means that our customers are less likely to be social engaged. We have found that of the platforms that we have a social media presence on, Facebook is our most likely route to success. The younger segments of our audience do engage with us on Instagram and Pinterest however they make up a significantly smaller portion of our customer demographic.

## At A Glance

- Female (over 79%)
- Baby Boomer, Gen X or Millennial
- 72% are between 45-74 years old
- Empty nesters - most likely to have older children or teenagers at home
- Live in country or suburban areas
- Affluent
- Value quality and luxury
- Loyal to quality brands
- Pet-owners
- Gardeners
- Most likely to be found on Facebook





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## 2 | Logo

### Turtle Mat Wordmark

As the Turtle Mat brand has expanded into new media, the requirement for a streamlined logo has grown exponentially.

By removing overcomplicated detail, we're transitioning to a wordmark that will better translate across different sizes, formats, media and applications ensuring optimal visibility and legibility across both print and digital mediums.

In some instances of use, particularly in smaller applications, the use of a secondary version of the Turtle Mat logo may be required. This version has the Established date removed as beyond certain scales, this text would become illegible.

### Primary Logo



### Secondary Logo



**Important Note**

Secondary logo is only to be used in applications where logo width will be under 25mm.

### Favicon



**Important Note**

The Turtle Mat Favicon is only to be used for web use.



## Turtle Mat Logo Misuse

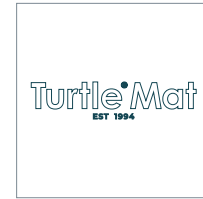
We have some basic ground rules to maintain brand standards when using the Turtle Mat wordmark. Additionally, please ensure that the Turtle Mat wordmark is used in a clear and legible manner, avoiding any alterations or distortions. Consistency in its application across all platforms is key to upholding our brand identity effectively.



Do not crop the logo



Do not change the size of elements



Do not outline the logo



Do not change the transparency



Do not distort the logo



Do not rotate the logo



Do not change the colour

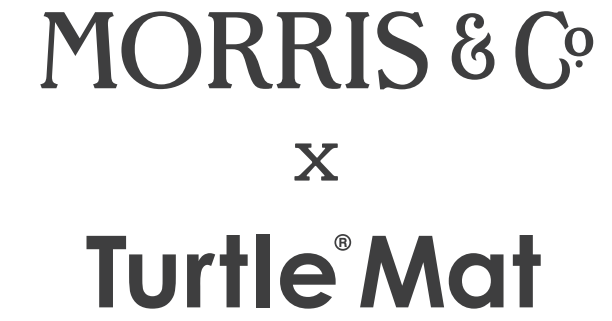


Do not apply a drop shadow or similar effects

## Logo Lockups

We have a very strong relationship with our license partners and our process to create new designs is very much a collaborative one. With this in mind, we have the need to utilise logo lock ups featuring the marks of our partners on swing tags and other point of sale.

These lock ups have been signed off by both parties and must not be altered from the way they are displayed on this page other than the occasional need for a reversed out colourway.





# Primary Colour Palette

## Timeless Colour Combination

The Turtle Mat colour palette has been carefully selected to create a collection of colours that portray the heritage and prestige of the Turtle Mat brand.

The core colours are the most bold in the palette with each one having 5 sub tints increasing in softness, chosen to be used in specific applications dependent on message, range of products, tone or context.

Occasionally, additional colours not stipulated within our colour palette may need to be utilised; for instance when working with license partners. The final decision on additional colour usage lies with the Turtle Mat brand manager along with the creative team.

A full breakdown of each colour value can be found on the next spread.

*Colour palettes.*

Imperial Palm



Xanadu



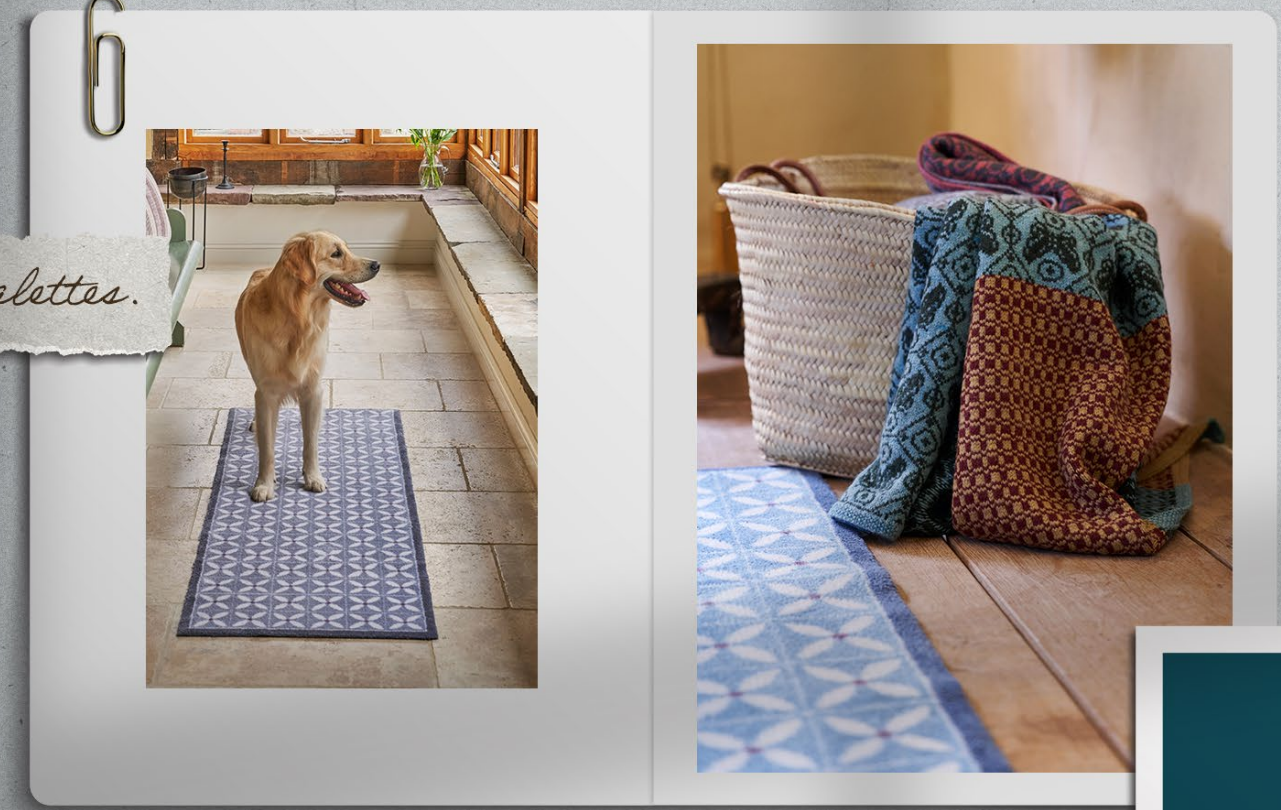
Pewter



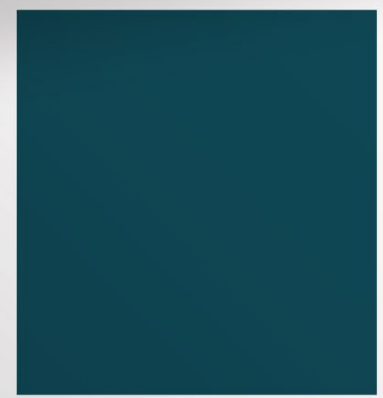
Pumice



**TM Greens**  
Green Palette



**TM Blues**  
Blue Palette



**COLOR SWATCH**  
#0F4754  
Sultan's Silk



**Turtle Mat**  
EST 1994

**WASHABLE DOORMAT**

HIGHLY ABSORBENT,  
DIRT-TRAPPING  
COTTON MAT




















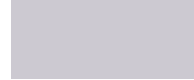
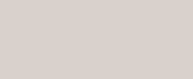
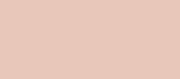
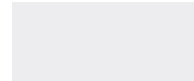
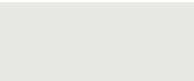
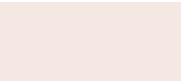

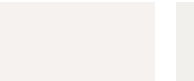
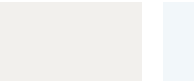

### 3 | Colour

The darkest section (Line 1) of the colour palette has been designed for use in backgrounds, particularly where text is to be overlaid. White text positioned over all of these colours will ensure a strong contrast with clear legibility.

Line 3 is the lightest selection of tints that we would allow white text and the white Turtle Mat wordmark to be placed upon. Any lighter than this and legibility begins to become compromised.

The lightest section (Line 6) of the colour palette has been curated for use online, particularly for website backgrounds.

PRIMARY COLOUR PALETTE					
	A	B	C	D	E
1	 R15 G71 B84 C92 M60 Y51 K36 #0F4754	 R89 G104 B88 C64 M44 Y64 K24 #596858	 R56 G56 B56 C0 M0 Y0 K78 #383838	 R181 G135 B74 C27 M46 Y82 K6 #B5874A	 R107 G5 B5 C33 M99 Y100 K49 #6B0505
2	 R52 G98 B112 C82 M51 Y44 K19 #346270	 R117 G130 B117 C56 M38 Y53 K10 #758275	 R97 G97 B97 C61 M53 Y52 K23 #616161	 R204 G158 B89 C20 M38 Y76 K1 #CC9E59	 R130 G41 B41 C31 M91 Y83 K34 #822929
3	 R130 G158 B168 C52 M29 Y29 K0 #829EA8	 R158 G168 B158 C41 M27 Y37 K0 #9EA89E	 R148 G148 B148 C44 M36 Y37 K2 #949494	 R214 G178 B122 C16 M29 Y59 K0 #D6B27A	 R153 G79 B79 C31 M75 Y62 K18 #994F4F
4	 R163 G184 B191 C37 M19 Y20 K0 #A3B8BF	 R196 G207 B196 C23 M12 Y22 K0 #C4CFC4	 R191 G191 B194 C25 M20 Y19 K0 #BFBFC2	 R227 G201 B163 C11 M19 Y38 K0 #E3C9A3	 R173 G117 B117 C31 M58 Y46 K5 #AD7575
5	 R96 G209 B214 C22 M11 Y11 K0 #C4D1D6	 R222 G227 B222 C12 M6 Y11 K0 #DEE3DE	 R219 G219 B222 C13 M10 Y9 K0 #DBDBDE	 R242 G227 B209 C4 M9 Y16 K0 #F2E3D1	 R209 G173 B173 C18 M33 Y24 K0 #D1ADAD
6	 R229 G237 B237 C9 M3 Y5 K0 #E5EDED	 R237 G242 B237 C6 M1 Y5 K0 #EDF2ED	 R245 G245 B245 C3 M2 Y2 K0 #F5F5F5	 R250 G245 B235 C1 M2 Y7 K0 #FAF5EB	 R242 G232 B230 C4 M8 Y6 K0 #F2E8E6

SECONDARY COLOUR PALETTE							STAPLE COLOURS	
	AA	BB	CC	DD	EE	FF	GG	
1	 R74 G61 B89 C73 M77 Y41 K31 #4A3D59	 R84 G28 B23 C39 M86 Y81 K60 #541C17	 R163 G79 B46 C26 M76 Y92 K17 #A34F2E	 R92 G89 B56 C56 M49 Y82 K35 #B5874A	 R148 G135 B117 C42 M41 Y53 K7 #948775	 R122 G99 B87 C47 M55 Y61 K22 #7A6357	 R115 G156 B166 C58 M28 Y30 K1 #739CA6	 R0 G0 B0 C0 M0 Y0 K100 #000000
2	 R107 G97 B120 C62 M61 Y36 K13 #6B6178	 R120 G77 B69 C41 M68 Y65 K31 #784D45	 R181 G110 B79 C24 M62 Y73 K8 #B56E4F	 R128 G128 B94 C50 M39 Y68 K13 #80805E	 R173 G163 B145 C34 M31 Y43 K1 #ADA391	 R158 G129 B118 C38 M47 Y50 K7 #9E8176	 R150 G176 B186 C42 M22 Y22 K0 #96B0BA	
3	 R140 G130 B148 C48 M47 Y30 K2 #8C8294	 R153 G122 B117 C39 M51 Y48 K8 #997A75	 R199 G140 B112 C21 M49 Y57 K1 #C78C70	 R166 G163 B133 C37 M29 Y52 K1 #D6B27A	 R199 G189 B171 C23 M22 Y32 K0 #C7BDAB	 R189 G173 B166 C27 M29 Y31 K0 #BDADA6	 R163 G191 B204 C36 M15 Y14 K0 #A3BFCC	
4	 R163 G184 B191 C37 M19 Y20 K0 #A3B8BF	 R196 G207 B196 C23 M12 Y22 K0 #C4CFC4	 R217 G168 B145 C14 M36 Y41 K0 #D9A891	 R227 G201 B163 C11 M19 Y38 K0 #E3C9A3	 R212 G204 B191 C17 M16 Y23 K0 #D4CCBF	 R214 G204 B196 C15 M16 Y19 K0 #D6CCC4	 R194 G217 B224 C23 M6 Y8 K0 #C2D9E0	
5	 R204 G201 B209 C19 M17 Y11 K0 #CCC9D1	 R217 G209 B204 C14 M14 Y16 K0 #D9D1CC	 R232 G199 B186 C7 M22 Y22 K0 #E8C7BA	 R222 G222 B204 C13 M8 Y20 K0 #DEDECC	 R233 G228 B222 C8 M8 Y10 K0 #E9E4DE	 R232 G227 B222 C8 M8 Y10 K0 #E8E3DE	 R222 G237 B240 C12 M1 Y4 K0 #DEEDF0	
6	 R237 G237 B240 C6 M4 Y3 K0 #EDEDFO	 R232 G232 B229 C8 M5 Y7 K0 #E8E8E5	 R245 G232 B227 C3 M8 Y8 K0 #F5E8E3	 R245 G245 B237 C3 M2 Y6 K0 #F5F5ED	 R245 G242 B240 C3 M3 Y3 K0 #F5F2F0	 R242 G240 B237 C4 M3 Y4 K0 #F2F0ED	 R242 G247 B250 C4 M1 Y1 K0 #F2F7FA	 R255 G255 B255 C0 M0 Y0 K0 #FFFFFF



We've carefully selected our brand fonts to ensure clarity, consistency and to strengthen the Turtle Mat brand identity. These fonts play a crucial role in our visual communication, conveying the essence, personality, and values of Turtle Mat to our customers.

# Headings utilise Tiffin Latin VF

Body Copy utilises Montserrat. These fonts work harmoniously to characterise the authoritative but friendly nature of Turtle Mat.





## Print Fonts

Our print fonts encapsulate our brand essence with distinctive style and clarity. Chosen to complement Turtle Mat's quality and functionality, we feel that Tiffin and Montserrat work well to convey an aura of authority in the field along with effortless legibility.

### Headings use Tiffin Latin VF

Tiffin Latin Book                      The Original Washable Doormat  
**Tiffin Latin Medium**                      **The Original Washable Doormat**

Tiffin Latin, a modern take on the traditional serif font. Its usage as a primary font, particular to be used in headings, perfectly compliments our 'original' tone of voice.

### Body copy uses Montserrat

Montserrat Regular                      The Original Washable Doormat  
**Montserrat Medium**                      **The Original Washable Doormat**  
**Montserrat SemiBold**                      **The Original Washable Doormat**

Montserrat is a versatile font recognised for its elegant simplicity, making it easily legible at most sizes. It is commonly used for body copy and some sub-headings, offering a fresh and calming compliment to Tiffin.

### Occasional use font uses *White Oleander*

*White Oleander Upright*                      *The Original Washable Doormat*

Occasionally our messaging warrants the use of a softer, more handwritten font. White Oleander's natural imperfections give it an authentic aura which complements our 'crafted' ethos.

## Default Fonts

In instances where font choice is limited to default fonts, such as internal documents or marketing emails, a combination of Georgia and Verdana must be used. Georgia closely resembles Tiffin and Verdana is a similar sans serif alternative to Montserrat. These fonts are only to be used when Tiffin and Montserrat aren't available.

### Web headings utilise Georgia

Georgia Regular                      The Original Washable Doormat

Georgia, designed for clarity on digital displays, offers a warm sense of friendliness when our primary font choice isn't available. The bold font weight should only be used in exceptional circumstances due to its unusual thickness.

### Web copy utilises Verdana

Verdana Regular                      The Original Washable Doormat

Consciously designed with digital displays in mind, Verdana's simple curves and large letterforms make it a strong alternative for when Montserrat isn't available.



## Text Alignment

Body copy can be either aligned left or centre however it should never be aligned right. Fully justified text should never be used as the unified line lengths can lead to unpleasant rivers making text less legible.

Hyphenation between lines should also not be used. This is to help improve overall readability.

## Keyword Depiction

Body copy should generally utilise lighter font weights such as Montserrat Regular. However when used in bold brand statements, key words and in particular, our unique selling points, can be picked out using a more prominent weight (such as Montserrat Medium). This naturally draws more emphasis to these proclamations.

For example;

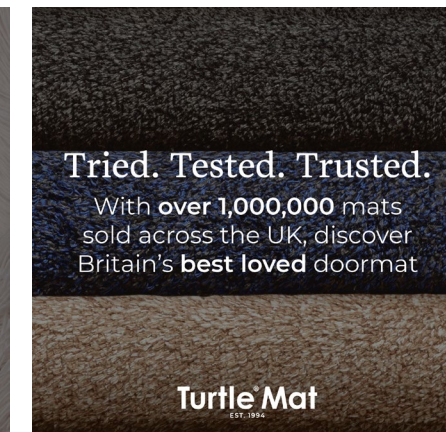
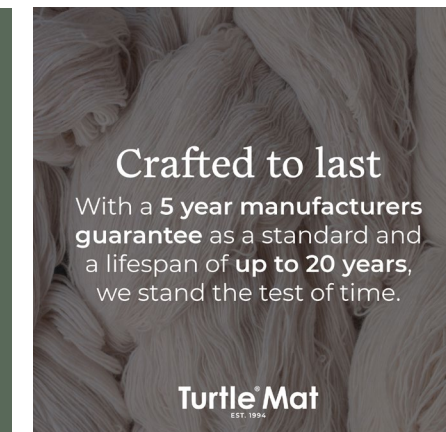
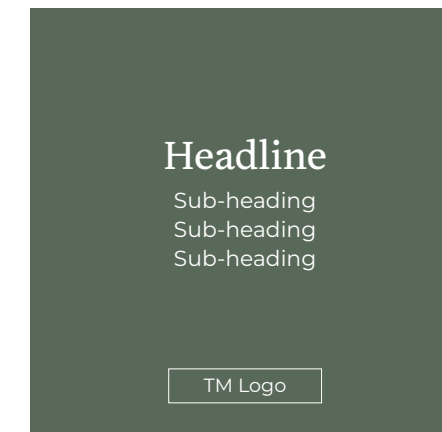
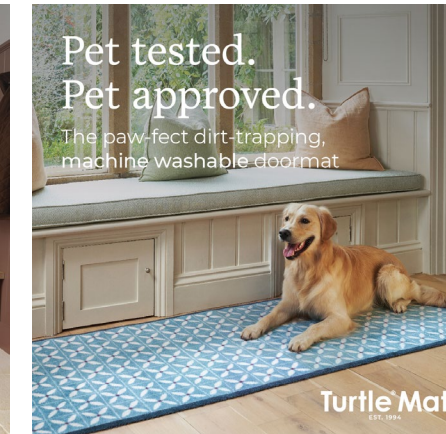
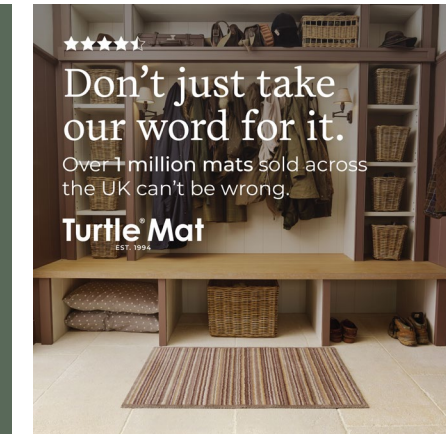
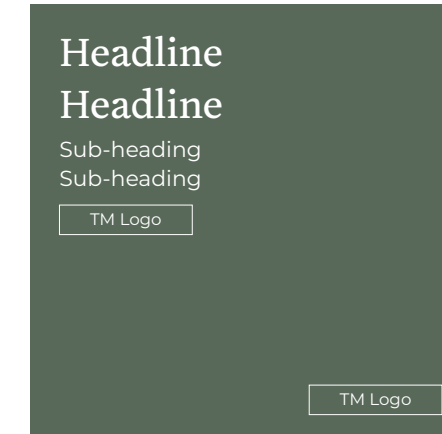
- *With a 5 year manufacturers guarantee as a standard and a lifespan of up to 20 years, Turtle Mats stand the test of time.*
- *With over 1 million mats sold across the UK, Turtle Mat are the nations most loved washable doormat.*



## Social Media Text Templates

We have preset templates for use when creating social media posts that require text. These templates have been consciously set up to best utilise text with imagery but also to maintain brand standards. You can download these social media templates [here](#).

Should you wish to use an alternative layout for a Turtle Mat social media post, please consult the Brand Manager or Creative Team first.





## Tone of Voice

Turtle Mat's tone of voice is warm and friendly but speaks with a sense of knowledge and specialism in our area and in interiors, a voice you can trust and also the voice of a premium brand. A good example of this would be Monty Don – Gardener's World lead presenter, an expert in his field but also very friendly.

Turtle Mat's customers are overwhelmingly UK based females, aged 40+ so tone of voice should be considered to appeal to this audience and UK English spellings used at all times. Consider expressive language which is inviting and interiors led – talking about the style of homes; as well as the USPs of our product.

**At a more practical level, here are some useful guides:**

- puns as long as they are used in the right circumstances (i.e. enticing email subject lines) and pitched correctly (not crude but more mainstream/"grown-up") can be really impactful i.e. "Hop to it" to give a sense of urgency for an Easter Sale. But do use them sparingly and with purpose
- For the Turtle Mat brand "doormat" should be written in copy as one word
- Similarly, we would hyphenate "dirt-trapping"
- "machine washable" should be written as two words not hyphenated
- When talking about our guarantees we would say a "2-year guarantee" hyphenated when talking about it as a USP but if you were explaining the guarantee "the product is guaranteed for 2 years" this would not be hyphenated. We would however keep the two as a digit rather than written text

## Yes

- ✓ Friendly and warm
- ✓ Appealing to a 40+ female audience
- ✓ Knowledgeable and a specialist in our field
- ✓ Well-placed, well-pitched puns used sparingly in subject lines / headings

## No

- ✗ Slang or too informal
- ✗ Gen Z (words / tone)
- ✗ Suggestive, sassy or crude puns/language
- ✗ Very formal or corporate

## Accessible Typography

As a company with a diverse customer base, we have to be considerate with our design identity in order to exclude no-one. By implementing some basic fundamental design principles, we operate in a way that allows our communication to be accessible to all.

1. Set body copy at no smaller than 9pt and small print no smaller than 6pt wherever possible.
2. Font weight must ensure a strong contrast between text and background. Avoid using 'Light' font weights.
3. Refrain from using underlined text as letters can be come less recognisable.
4. Set body copy in sentence or title case, never all caps.
5. Text is to be set left aligned or centred, never right.
6. Text leading should always be over 1.5x font size. This ensures space between lines.
7. When using text over imagery, ensure a strong contrast between text and background.
8. Speak clearly. Do not leave statements open to ambiguity or interpretation.
9. When using text on a coloured background, ensure a strong colour contrast.



# Photography Usage

## The Role of Photography

Photography plays a key role in the way we portray our products to our customers. From close up macro shots showing the intricate tufting of the fibres to establishing editorial shots depicting a full entrance scene, photography and its use needs to be considered at all times.

With this rebrand document, we've made a conscious decision to move towards a photography style that should evoke an emotional response from our consumers. When selecting imagery, the thoughts of the end user should ought to be taken in to account - 'I love this styling', '...doesn't that look impressive?' and 'I want to achieve that aesthetic'.

## Animals in Photography

A large segment of our customer demographic is pet owners, specifically dog lovers. Multiple appearances at Crufts have helped to cement Turtle Mat as a staple brand within this demographic.

When using dogs in Turtle Mat photography, selection of breeds must be considered. Traditionally, we prefer to work with breeds from the hound, spaniel or retriever families however other breeds may also be considered. The final decision lies with the Turtle Mat Brand Manager and creative team.



“Don't shoot what it looks like. Shoot what it feels like.”

- David Alan Harvey



## Good vs. Bad Product Photography

We've taken a conscious shift towards an editorial style of lifestyle photography in the more recent Turtle Mat photoshoots. We feel that this shift will result in imagery that will resonate more with our target audience and offer a more desirable aesthetic.



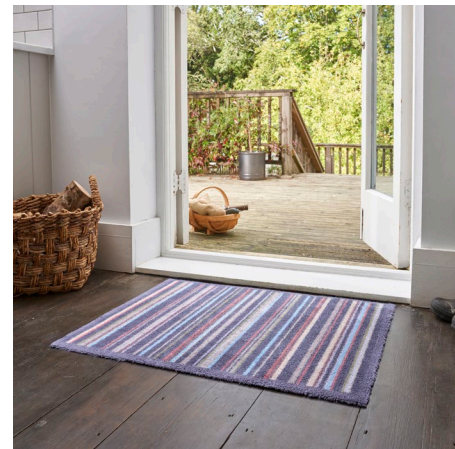
### Good

- ✓ Light and bright photo with lots of natural daylight
- ✓ Shows product being used in it's intended application
- ✓ Features a preferred dog breed with a defined smile



### Bad

- ✗ Photo has been taken at too shallow of an angle meaning the design on the mat is lost
- ✗ Product feels like an after thought in the frame
- ✗ Lighting of the photo feels inconsistent giving it a staged appearance



### Good

- ✓ Light and bright photo with lots of natural daylight
- ✓ Product is the focal point of the image
- ✓ Props frame the scene well without dominating the image



### Bad

- ✗ Mat is too small for the doorway and looks lost
- ✗ The lighting makes the image feel cold and uninviting
- ✗ The walls surrounding the porch make for an enclosed, intimidating kind of scene





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