



MAKE ANYTHING UNMISSABLE.

OFFICIAL BRAND BOOK

Identity, voice, production rules, and applied graphic standards.

WRAP. PRINT. CUT. INSTALL.

BUILT FOR MOVING BUSINESS ASSETS.

St. Croix Wraps & Graphics turns vehicles, trailers, machines, walls, windows, and shipped kits into visible systems. The brand must feel capable enough for a fleet, specific enough for a one-panel replacement, and honest enough to explain when a construction will not work.

01

VISIBLE

Read fast. Lead with name, service, and one useful action.

02

EXACT

Map the actual object before art approval or production.

03

DURABLE

Match film, laminate, ink, prep, and install to the job.

04

ACCOUNTABLE

Our production error is our cost. Scope changes are written.

THE ST. CROIX S.



STANDALONE SIGNATURE

One angular S ties the wraps division to St. Croix Holdings and St. Croix Trailers without adding a badge or enclosure.

ANGULAR CONSTRUCTION

The cut corners and forward lean feel engineered, durable, and legible at speed while keeping the icon unmistakably simple.

CUT ACCENT

The orange fold and split-color X are the wraps division cues: a controlled cut, lifted edge, and high-visibility signal.

THREE APPROVED LOGO FORMS.



PRIMARY HORIZONTAL

Use on warm stock, white, and other quiet light fields.



REVERSED HORIZONTAL

Use on shop black, dark photography, and black vehicle panels.



STANDALONE S

Use when the full name is already nearby or the space is genuinely small.

GIVE THE S ROOM TO WORK.



MINIMUM CLEAR SPACE = HALF THE MARK HEIGHT

NON-NEGOTIABLES

- 01 Do not stretch, condense, tilt, outline, or add a shadow.
- 02 Do not recolor or redraw the S, remove its fold, or replace the cut X.
- 03 Do not place the wordmark over a busy or low-contrast image.
- 04 Do not let seams, handles, windows, or trim destroy the name.
- 05 Below 1.5 inches or 180 pixels, use the standalone S alone.

INDUSTRIAL. WARM. LOUD ON PURPOSE.

SHOP BLACK

#0B0D0C

ACID SIGNAL

#CAFF26

SAFETY ORANGE

#FF5A1F

WARM STOCK

#F2EFE6

STEEL

#667068

USE ACID AND ORANGE AS SIGNALS. LET BLACK AND WARM STOCK CARRY THE SYSTEM.

READ IT AT 60 MPH.

Display face: Liberation Sans Narrow Bold in this guide; Impact, Arial Black, or an approved condensed heavy face in production. Use all caps, tight line spacing, and short statements.

WORKING TYPE

Arial / Helvetica

Plain language, strong labels, generous leading, and enough contrast for pricing, scope, policies, instructions, and technical notes.

HIERARCHY

01

HEADLINE

One idea. Four to eight words.

02

SECTION LABEL

Small, tracked, and specific.

03

BODY

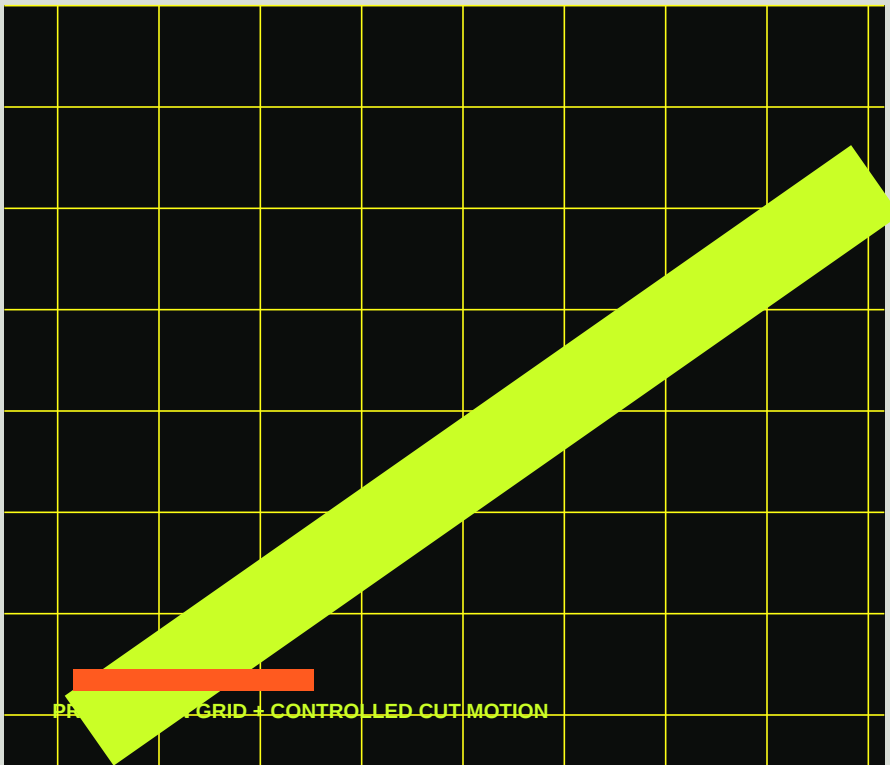
Explain the decision in plain language.

04

CTA

Use a verb and a real next step.

CUT PATHS, GRIDS, PROOF MARKS.



CUT ANGLE

Use one controlled angle to direct the eye or reveal a field. Never scatter diagonals as noise.

GRID

Reference production measurement, panel maps, and shop precision.

STAMP

Use sparingly for proof status, location, material, or a made-here statement.

NUMBERING

Sequence process, panels, units, and pricing so the system is easy to follow.

CONFIDENT WITHOUT THE SHOP THEATER.

Sound like the person who measured the unit, ran the printer, and will answer when the panel hits the surface.

SAY THIS

Our production error is our cost.

The construction decides the film.

Send the actual unit. Lock the scope.

NOT THIS

Cheapest wraps guaranteed.

Any vinyl works on anything.

Perfect color from your phone screen.

REAL WORK. REAL SCALE.

Show the surface, the craft, and the finished business asset. Avoid generic stock cars, impossible mockups, fake certifications, and beauty shots that hide seams or installation reality.



01 / SCALE

Include enough of the unit or space to show what the graphics accomplish.

02 / CRAFT

Use clean closeups of alignment, edges, lamination, cuts, and real material.

03 / PROOF

Capture every side after completion for portfolio and replacement reference.

DESIGN FOR MOTION, NOT THE MONITOR.



01 NAME FIRST

The business name owns the largest clean zone.

02 SERVICE SECOND

Use one category customers understand at speed.

03 ACTION THIRD

Phone, URL, or QR - not all three at equal weight.

04 PROTECT STRUCTURE

Keep critical copy away from openings and seams.



BUILD IT LOUD. SCOPE IT CLEARLY.

PRIMARY LINE

MAKE ANYTHING UNMISSABLE.

PROCESS LINE

WRAP. PRINT. CUT. INSTALL.

PRIMARY COLORS

#0B0D0C / #CAFF26 / #FF5A1F

BODY COLORS

#F2EFE6 / #667068

DISPLAY

CONDENSED HEAVY / ALL CAPS / SHORT

BODY

ARIAL / HELVETICA / PLAIN LANGUAGE

LOGO MINIMUM

1.5 INCHES PRINT / 180 PIXELS SCREEN

PRODUCTION RULE

MAP THE ACTUAL OBJECT BEFORE APPROVAL

STCROIXWRAPS.COM

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