



BRAND GUIDELINES

2024

VALUES

We are an equal opportunity employer that values respect and integrity. A small business making big business moves with teamwork at every level, we lead the drywall taping and finishing supply industry by never settling on our journey for product knowledge, community events, and new ideas. Our customers always come back for our informative service with a smile.



SLOGAN

- Drywall Finishing Superstore
- For the Professional, for the homeowner, for the DIYer.

BRAND

- Casual
- Cool
- Informative
- Community-driven
- Industrial
- Relatable
- Reliable
- Leaders

TARGET AUDIENCE



PROFESSIONAL: Framers, hangers, tapers, finishers, handypeople.

AMATEUR: Homeowners, DIYers.

FOLLOWER STATS (INSTAGRAM):

Age range

All Men Women



Top locations

Cities CaumHas



Gender

86.3%
Men



13.6%
Women

LOGOS

Logo variations (including single colour) acceptable for holidays and certain promotions.

Maple leaf is sometimes omitted for international applications.

PRIMARY LOGO:



VARIATIONS:



Minimum clear space is the height of logo including the red line.

EXCEPTION: text can be placed directly under the logo for titles.

COLOURS

PRIMARY COLOURS:



RGB:
235, 33, 39
CMYK:
1, 99, 97, 0



RGB:
0, 0, 0
CMYK:
60, 40, 40, 100



RGB:
224, 225, 223
CMYK:
11, 7, 9, 0

SECONDARY COLOURS:



RGB:
174, 31, 35
CMYK:
21, 100, 100, 15



RGB:
31, 31, 31
CMYK:
72, 66, 65, 75



RGB:
62, 62, 62
CMYK:
68, 61, 60, 49

Use low contrast gradients for backgrounds.



7883 Keele St, Unit 7, Concord, Ontario, L4K 1Y6

Tel: (905) 761-1002 • Toll Free: 1-800-930-9685 • csrbuilding.com

GRAPHICS

- Geometric shapes (bars, triangles, hexagons)
- 3D (metal textures)
- Realism-ish
- Drop shadows and soft gradients
- Photographed Textures (plaster, concrete, metal, mud, tape, grain)
- Stacking titles and discounts
- Memes get a black edge to fit required size



FONTS *Aa*

PRIMARY FONTS:

Neuzeit Grotesk - Headers and body copy

BEBAS NEUE - Headers

Proxima Nova - Use this " %" instead of Neuzeit's; body copy

VARIATIONS FOR DESIGN NEEDS:

Impact - Memes and headers (all caps)

SHOCKWAVE - Display font

EVER LOOSER - Display font

WEBSITE FONTS:

Titillium Web Bold - Headers

Roboto - Body copy

EXAMPLES:

PROMOTIONAL INSERTS

CSR MARCH MADNESS
DEALS THAT'LL DRIVE YOU MAD
MARCH 1ST - 31ST, 2024

WE ARE DRYWALL
From three guys with a dream, CSR has grown to become the largest drywall finishing operation in Canada. With over 70 years experience, we take pride in excellent customer service that you can rely on.
Browse thousands of products from over a hundred brands you know and trust at www.csrdirect.com

@csrbuildingsupplies
 @csrdirectsupplies
 @csrdirectsupplies

1-800-441-1001
 1-800-441-1001
 1-800-441-1001

CSR

SIGN UP FOR SMS & GET FREE SHIPPING**

SCRATCH 'N' SAVE up to 20% and more when you shop!

MEME REEL

WHEN YOUR CSR PACKAGE ARRIVES

SALE POST

HAPPY HALLOWEEN SALE
20% OFF
NEVER STOPS
CIRCLEK BRAND

KLAVIYO BANNERS

DeWALT
20V MAX CORDLESS DRYWALL SANDER (TOOL ONLY)
NOW \$469 REG. \$599

20% OFF SELECT SETS
10% OFF SELECT TOOLS
30% OFF THE TACTICAL SET

CSR BARRIE GRAND OPENING

HEY, BIG SAVER
You have unused points!
GET REWARDED

Hot or cold stay cool in CSR Swag.

PROMOTIONAL FLYER

CSR BOXING WEEK
TREAT YOURSELF TO BIG DEALS THIS HOLIDAY SEASON
DEC 14-31

UP TO 40% OFF ON SELECT CAN-AM CLEARANCE ITEMS

- Now \$1106.49 Reg. \$1580 Can-Am Qual-Cor Compact Tool Kit with Bonus Items and Hard Hat (P195)
- Now \$70.98 Reg. \$45 Can-Am 19-Cor Drywall Corner Finishing + 39W Corner Starter Bundle (P509-2120)
- Now \$637.00 Reg. \$1010 Can-Am Starter Kit (P50)
- Now \$763.45 Reg. \$1090 Can-Am 19-Cor Hand-Itc with Bonus Items (P504)

LEVELS

- Now \$3718.28 Reg. \$5511 Level 5 LST Pro Mega Taping Tool Set with Extension Handles and Bonus Hand Tool Set #403P
- Now \$4767.53 Reg. 6810 DeWalt Pro Analog Automatic Taping & Finishing Set with Bonus Hand Tool Set 2-465P

UP TO 30% OFF ON SELECT LEVEL 5 & DeWALT TAPING TOOLS

- Now \$1151.33 Reg. \$1649 Level 5 LST Flat Box Combo with Extension Handle #460
- Now \$1422.91 Reg. \$2029 DeWalt MEGA Flat Box Combo with Extension Handle 2-619
- Now \$1570 DeWalt DCS808 19V Max Cordless Drywall Sander (Tool Only)
- Now \$1570 DeWalt DCS809 19V Max Cordless Drywall Sander with Charger and Free Batteries Combo Package

FREE STANDARD SHIPPING ACROSS CANADA AND USA ON MOST ORDERS OVER \$500

*Some restrictions apply. Prices are subject to change without notice. We are not responsible for typographical or photographic errors. We reserve the right to limit quantities. Offers cannot be applied to prior purchases. CSR Boxing Week Sale Flyer valid from December 14th, 2022 to December 31st, 2022. Online purchases only. Offer restrictions may apply. Please read T&Cs.

PHOTOS

- Crisp, clear images in good lighting.
- Job site photos
- Tools
- Workers
- No children (if necessary, use stock photography or have parent permission).

PRODUCT PHOTOS

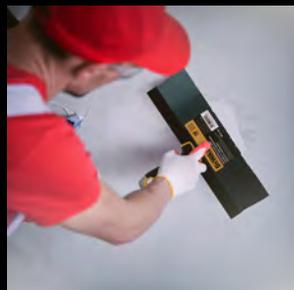
- White background
- 2000px x 2000px @ 300 dpi (5000px x 5000px max on Shopify)
- Minimum 100px margin all around
- Edit tool imperfections (scratches, dents, discolourations)
- Image cropped out of background; no shadows
- Photos in focus

CAMERA SETTINGS:

SONY A6400

- ISO 100
- F-Stop 13
- Shutter 1/10

JOBSITE PHOTOS:



PRODUCT PHOTOS:

RAW IMAGE



EDITED IMAGE



BANNERS

WEB: 1800px (w) x 600px (h)

MOBILE: 750px (w) x 1100px (h)

KLAVIYO*: 1600px (w) x 800px (h)

REEL: 1080px (w) x 1920px (h)

AD: 1200px (w) x 628px (h)

SQUARE: 1200px (w) x 1200px (h)

LINKEDIN: 1200px (w) x 627px (h)

Export at 150 dpi for web viewing.

*Banner height can vary in email templates; all body banners should be shorter than the header and the same size as each other; footer banner should be shorter than body banners.

CHARACTER LIMITS

BUTTON SIZE:

WEB: 227.28px (w) x 55.07px (h)
corners rounded to 11.15px

MOBILE: 308.98px (w) x 75.1px (h)
corners rounded to 10.89px

SHOP NOW

SHOP NOW

PUSH NOTIFICATIONS

HEADLINE: 40 characters

MESSAGE: 178 characters

SMS

160 characters



WEB



KLAVIYO



GOOGLE AD



LINKEDIN



MOBILE



SQUARE



REEL

SOCIAL MEDIA

HASHTAGS:

PRIMARY

#drywall #taping #finishing #sanding #construction #placo

SECONDARY

#bluecollar #entrepreneur #trades #homereno #diy #drywallrepair #drywallfinisher
#drywallpro #contractor #homeimprovement #csrbuildingsupplies #tools #outils #cloisonsec

POSTS/REELS:

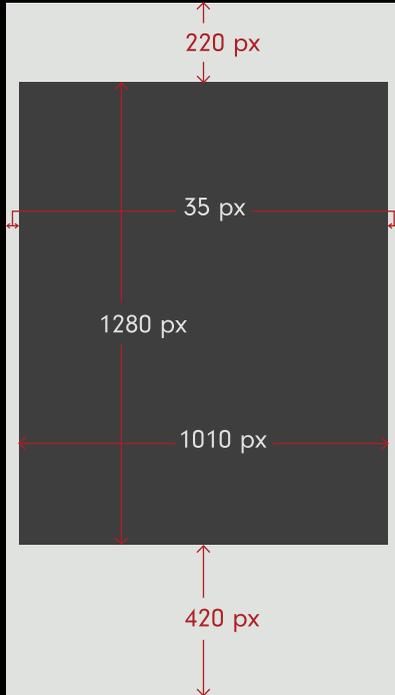
- Tag people, companies, and products
- Use categories (home improvement, interior design, entrepreneur)
- acknowledge reposts using #repost and tagging original creator

STORIES:

- Tag people, companies, and products
- Share positive stories from customers especially ones that feature:
 - drywall material deliveries
 - store walkthroughs and pictures
 - delivered packages
 - unboxing
 - featuring merch and/or tools bought from us

When resharing someone's story, be sure to add something to it (gif, caption, emoji, etc.)

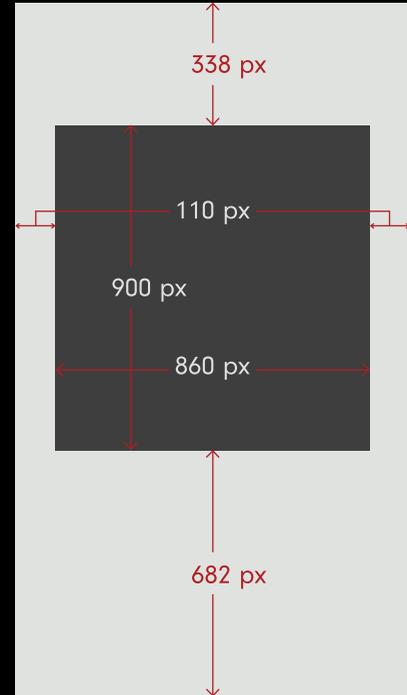
SAFE ZONES:



META REELS



META STORIES



TIKTOK

CONT'D.

DO NOT SHARE STORIES THAT FEATURE:

- negativity
- discrimination
- discount codes
- politics
- controversy
- competitor branding

SPECIAL CASES:

- reels/stories that have competitors tagged along with us - cover the tag with new text or a sticker
- packages with visible shipping information - cover with text or a sticker

AIM FOR VIEWS BY:

- using trending audio
- using trending and relevant hashtags
- tagging brands and influencers
- sharing posts and reels to stories
- good hook at the beginning of captions
- using interesting covers

AIM FOR ENGAGEMENT BY:

- using polls
- using quizzes
- asking questions in captions
- appealing to ego for comments in caption
- interacting with other accounts for a few minutes after posting (comments, likes)
- use clickable links

MUSIC

Medium and fast paced tracks

Exciting, largely instrumental music with the exception of meme/trending audio and seasonal variations such as holiday music.

- Rock
- Techno
- Pop
- Hip-Hop
- Trap

Volume should be between -20db and -6db with peaks no higher than 0db.

ESR June 7 8:40 AM
 Eminem · Houdini ·
 the.taping.queen

HOW DO YOU FEEL ABOUT

Stilts 🗑️🗑️🗑️	90%
Salts 🌈🌈🌈	10%

@circlebrandtools
 my favourite stilts for 8' ceilings the mini 12-18" stilts 🗑️🗑️

ESR June 6 7:17 AM
 Audio unavailable

Try the **REVOLUTIONARY** drywall additive

Muddskip™

Dries faster, no sanding, less labour.
GET A LEVEL 5 SMOOTH ALL IN ONE DAY.

🎨 MUDDSKIP LEVEL 5 SMOOTH 3-IN-1 DRYWALL ADDITIVE

NOW AVAILABLE

ESR June 7 8:44 AM
 The Beatles · Come Together

Fresco Training
 @fresco_harmony
 @csr_building
 -supplies

FRESCO HARMONY TRAINING - BARRIE

00:00:00
 hours minutes seconds

VOICE

- Friendly
- Business casual
- Cool
- Direct
- Relevant emojis and GIFs on social media, SMS, and email.
- Cheeky captions and campaign copy.

Frequently used emojis:          

EXAMPLES:

BOXING WEEK SALE EMAIL

Treat yourself this holiday season with huge savings on thousands of tools 

DM TO INFLUENCERS

Hi NAME, you're invited to an ✨ exclusive ✨ top secret preview of our new location! Please RSVP by Friday February 17th. We hope you'll join us and remember: MUD's the word.

COMMENT ON CUSTOMER POST

Thank you for your support! You're always welcome here 

VOCABULARY & GRAMMAR

ACCEPTABLE GREETINGS:

- Hey, (subject related noun)
"Hey, Big Saver"
- Hi, (name)/there
"Hi, John"

GRAMMAR:

- Oxford comma
- Canadian spelling



 Liked by [teek_interiors](#) and [others](#)
[nathansdrywall](#) In Celebration of ThrottleBox month, I've decided to take my horse, TB, out for a little trail ride.

TB loves going on trail rides. Especially after a long day of coating inside corners PERFECTLY.

If you're interested in adopting your own [@columbiatools](#) ThrottleBox so you can enjoy trail rides of your own, then mosey on down to [@csr_building_supplies](#) or log on to the interweb and order yours today.

[#drywallfinisher](#) [#drywall](#) [#drywallnation](#) [#drywalltools](#)
[#drywallnathan](#) [#niftyandneatocrew](#) [#trailride](#) [#country](#)
[#bonjovi](#) [#throttlebox](#) [#columbiatools](#) [#bossman](#)
[#entrepreneur](#) [#reels](#) [#funny](#)

June 27



[csr_building_supplies](#) 3w ·  by author
 Quit horsing around...said no one ever. 🤪
 This video was amazing thanks for making our Friday 🍌



2

Reply



[nathansdrywall](#) 3w · Author



Want to recommend for posterity...



[the.taping.queen](#) Just buttering that rock up 🤪🤪



13w



[csr_building_supplies](#) The definition of smooooth 🤪

13w



[uc_home_renovations](#) A morning run to [csr](#)
[#construction](#) [#3way](#) [#taping](#) [#dry...](#)



[csr_building_supplies](#) Thank you for your support! You're always welcome here 🤪

3w Appears on Facebook



[csr_building_supplies](#) RESTOCK ALERT 🚨 the CSR air fresheners are back in stock! Do your nose a favou...



9w



[brollysdadconstruction](#) Yes!!!!

9w



[csr_building_supplies](#) @brollysdadconstruction tell a friend 🤪🤪🤪

9w



[mudmandangray](#) So jealous of this Bromance 🤪🤪🤪

9w

LINKS:

csrbuilding.com

youtube.com/@csrbuildingsupplies

facebook.com/csr_building_supplies

instagram.com/csr_building_supplies

tiktok.com/csr_building_supplies