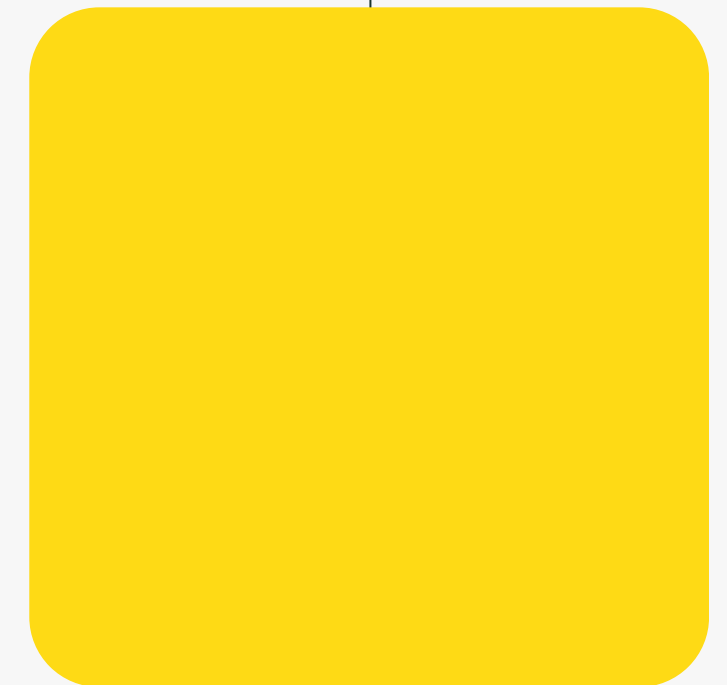
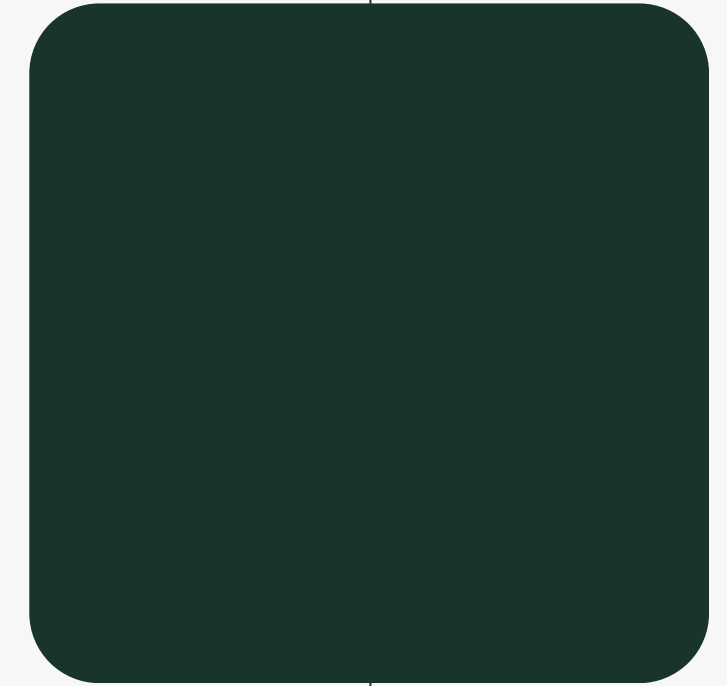
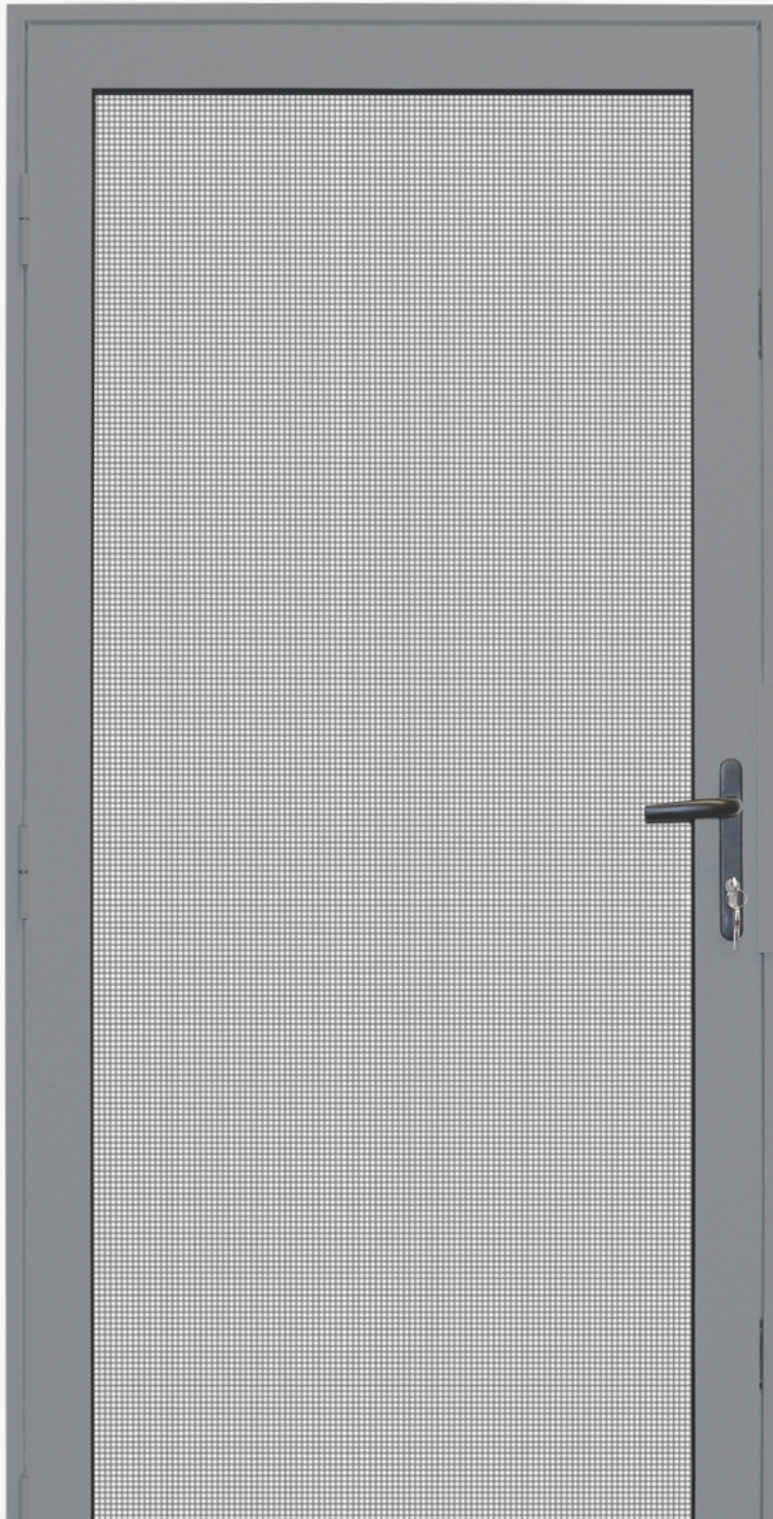


Brand Guidelines

TITAN
Security Doors and Window Screens





Brand Introduction

Titan Security Doors & Window Screens protects homes with strength, style, and precision. Our brand stands for proven performance, lasting quality, and modern design. Every Titan product combines advanced engineering with architectural appeal, delivering security without compromise.

This Brand Kit defines how Titan looks, sounds, and communicates—so every touchpoint reflects the same strength, confidence, and consistency that our customers trust.



Brand Identity

Our brand identity is rooted in a profound philosophy of innovation and excellence.

Every aspect, from our logo to our color palette, embodies our vision and fundamental values.



Brand Positioning

Our brand identity is grounded in strength, trust, and innovation. Every detail—from our logo and typography to our messaging and imagery—reflects Titan’s promise of security without compromise. We protect homes with products that combine durability, design, and peace of mind.



Brand Personality

Confident. Reliable. Modern. Titan speaks with authority, backed by proven performance and genuine care for homeowners’ safety and comfort.



Target Market

Homeowners, builders, and remodelers who value both security and design. Our customers seek lasting quality, low maintenance, and products that enhance their home’s appearance while providing protection and peace of mind.

Logo Usage

Our logo serves as a visual embodiment of our brand identity and should be utilized in adherence to predefined guidelines, encompassing appropriate color usage, scaling, and maintaining adequate white space around it.

T I T A N
Security Doors and Window Screens

T I T A N
Security Doors & Window Screens

T I T A N
Security Doors and Window Screens



Headline Over Images

Sub-Headline Over Images

Color Palette

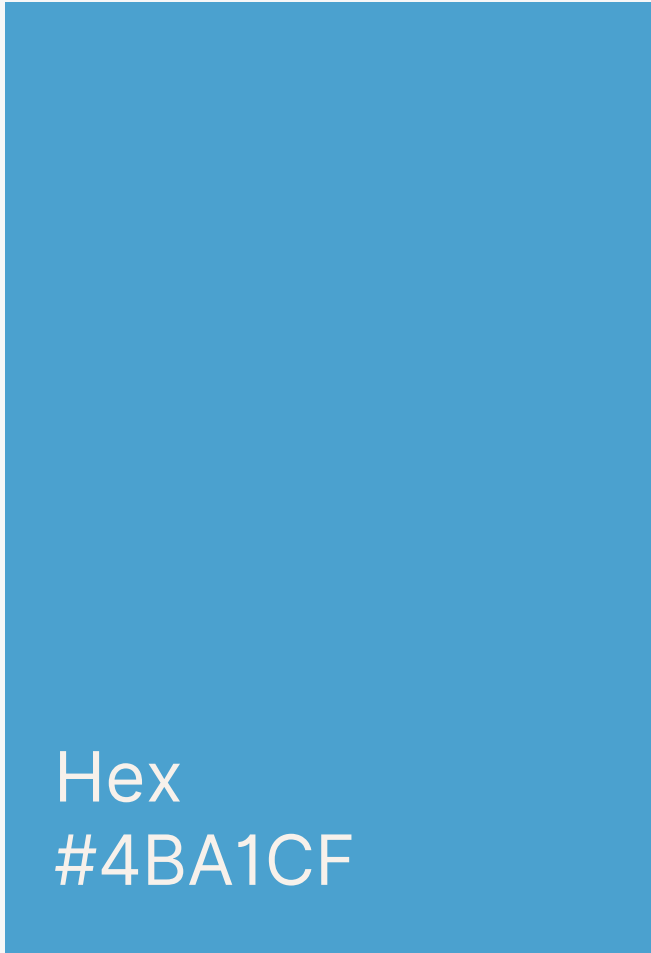
Our color palette draws inspiration from nature, infusing a fresh and vibrant aesthetic. Consistent utilization of these colors across all media platforms is imperative to uphold brand cohesion.



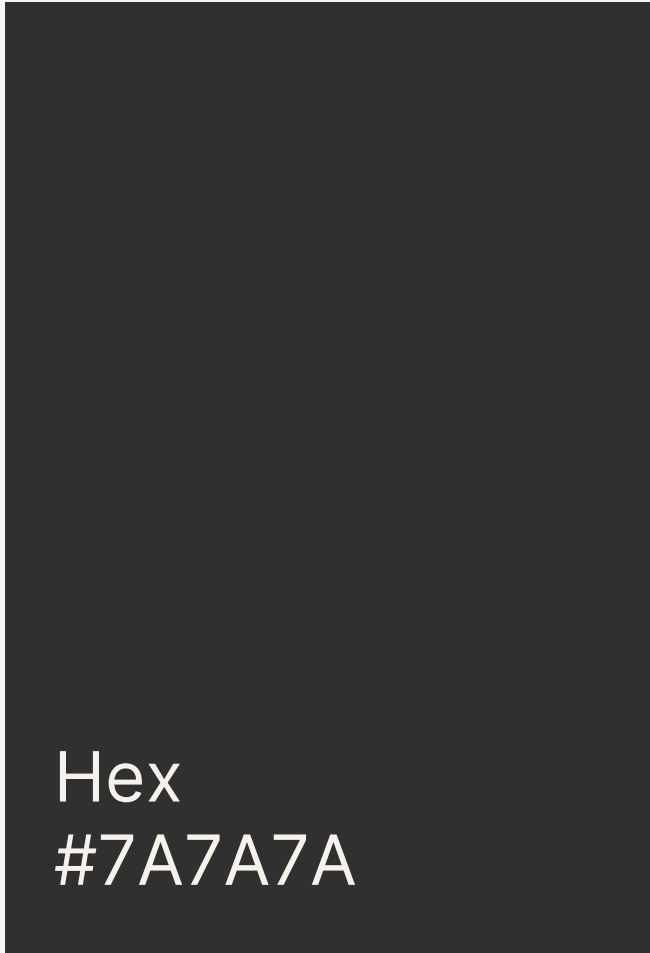
Hex
#19342D



Hex
#FEDA15



Hex
#4BA1CF



Hex
#7A7A7A

Typography

We utilize **Inter Tight** for all headlines, sub-headlines, and body copy.

This is a custom font meticulously chosen for its readability and elegance. This typographical choice serves to bolster our brand identity and should be consistently applied across all communication channels.

Inter Tight	
Aa	abcdefghijklmnopqrstuvwxyz12345 &%\$#@!~
Italic	abcdefghijklmnopqrstuvwxyz
Reguler	abcdefghijklmnopqrstuvwxyz
Bold	abcdefghijklmnopqrstuvwxyz

Headlines

Inter Tight | Extra Bold

Sub-Headlines

Inter Tight | Semi-Bold

Body

Inter Tight | Regular

Typeface: **Inter Tight**

Italic

abcdefghijklmnopqrstuvwxyz

Reguler

abcdefghijklmnopqrstuvwxyz

Bold

abcdefghijklmnopqrstuvwxyz

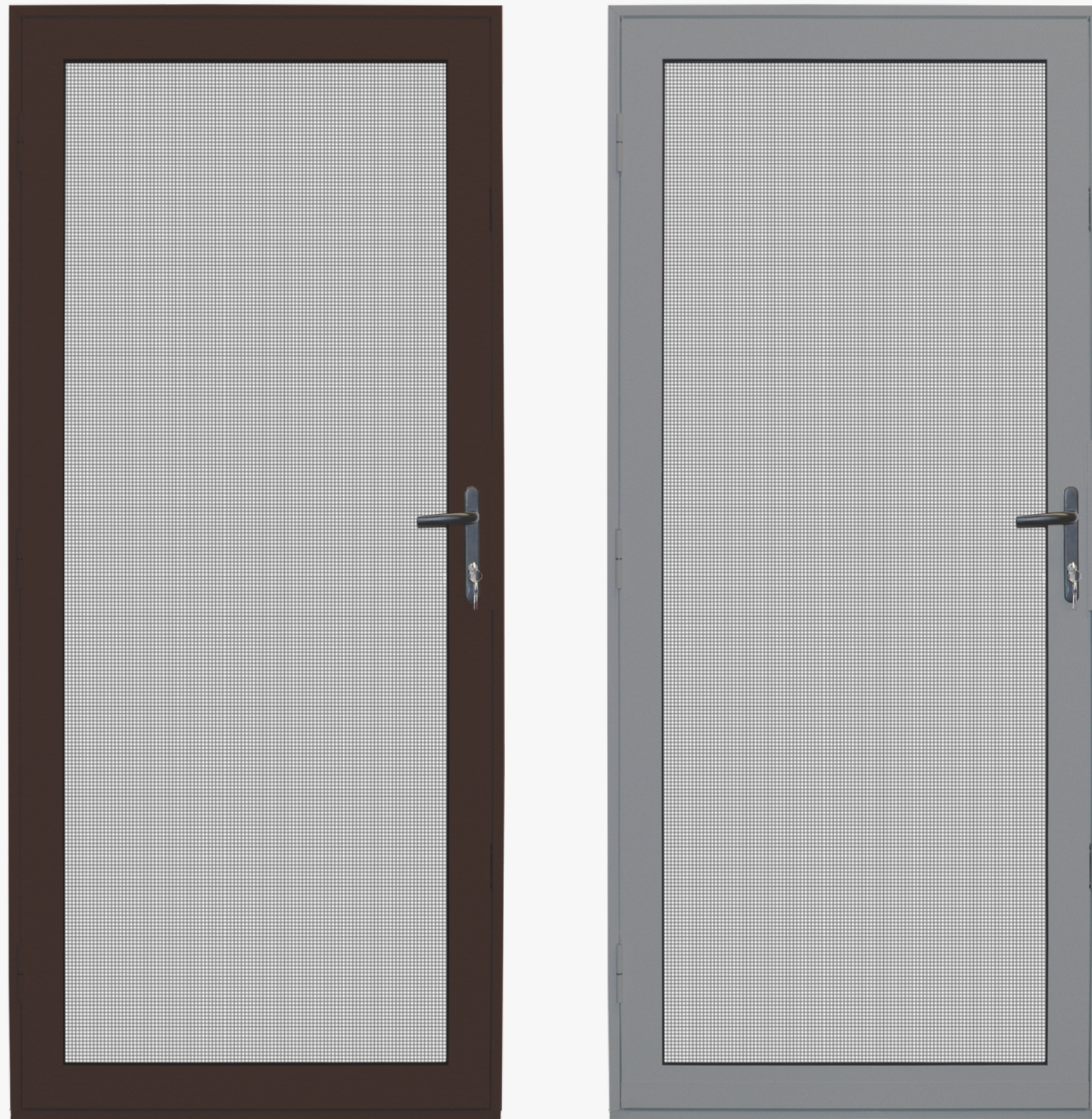


Imagery Style

Our imagery reflects real homes and real families, captured in natural light and authentic settings. Photos highlight Titan products in use—security doors, window screens, and entryways—showing how they protect without sacrificing style.

We feature parents, kids, and families enjoying comfort and peace of mind inside bright, welcoming spaces. Images should feel genuine, modern, and warm, emphasizing protection, connection, and confidence in the home.

All images feature rounded corners to maintain a soft, approachable, and contemporary visual style consistent with the Titan brand.



Product Imagery

Product images should present Titan security doors and window screens with clarity, precision, and realism. Each product must appear clean, well-lit, and free from visual distractions.

Use neutral or light backgrounds to highlight the product's form, color, and material detail. The focus should remain on craftsmanship, finish, and quality.

Images should be taken straight-on or at slight angles that show depth and proportion. Lighting must be even and natural to emphasize true color and texture.

All product images should feature rounded corners for consistency with the Titan visual style. Avoid heavy shadows, filters, or background elements that compete with the product.



Card Layout & Design

Design cards are used to organize content with clarity and consistency across Titan brand materials. Each card should maintain a clean layout, rounded corners, and balanced spacing to ensure readability and visual harmony.

Cards use Inter Tight Regular for body text and consistent padding around text elements. Background colors may vary by function or category but should always align with Titan's approved color palette.

Card Layout & Design

Use Inter Tight Regular for body text, boxes have rounded corners.

Card Layout & Design

Use Inter Tight Regular for body text, boxes have rounded corners.

Card Layout & Design

Use Inter Tight Regular for body text, boxes have rounded corners.

Do's



Use Official Color Palette

Please ensure the utilization of the brand's designated colors in all assets.



Typography Consistency

Make sure all written communication follows brand guidelines for fonts and styles.



Follow Imagery Style

Utilize photography and illustrations that align with the brand's aesthetic.



Consistent Messaging

Ensure that the conveyed message aligns with our brand values.

Don'ts



Modify the Logo

Please avoid changing logo colors without permission.



Misuse Design Elements

Avoid using the brand's graphic elements inconsistently with the guidelines.



Inappropriate Color Usage

Please avoid using colors outside the official brand palette for representation.



Conflicting Messages

Avoid communications that contradict or obscure our brand message.