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## THE LOGO

This is the logo for use in all branding materials or communications from or about C&L Ward. Examples include letterhead, business cards, print ads, collateral, internal documents, direct mail, television commercials, videos, websites and more. Guidelines for how to use this version have been established to maintain consistency and are detailed in the following pages.

A logo is the face and signature of a brand. It connects the brand to all forms of communication. The more consistent a logo looks and is used – the more likely it will be remembered and make an impact.

### Minimum Margins



### FORMATS

The logo should be positioned at a minimum of one quarter of one inch away from the edges of all page trims, framed images, text boxes, or fields of color. On screen this equates to a minimum of 18 pixels.

The logo should never be presented at less than one inch wide in any printed material or 72 pixels wide on screen.

### Minimum Scale





**CORRECT USAGE** ✓

On a White background

On an Orange background

On a Light Blue background

On a Light Blue background with a drop shadow

On a Grey background with a drop shadow

Over a simple image with a drop shadow

\*Colors referred to are to be our brand colors only.





**INCORRECT USAGE** ✖

- DO NOT alter the colors or opacity of the logo
- DO NOT put the logo in a solid or outlined box
- DO NOT alter or remove the logo's white outline

- DO NOT scale the logo to make it taller or thinner
- DO NOT scale the logo to make it shorter or wider
- DO NOT alter any of the fonts in the logo

- DO NOT use a drop shadow on a White background



Greyscale



2 Color



Black Only



### ALTERNATE LOGOS

The Greyscale and Black Only logos are to be used only when printing in color is not available. Use of the 2 Color logo is limited to 2 spot color jobs.

For apparel, the logo has been simplified, removing shadows and shortening the incorporated subtitle to be more readable when embroidered.

The Type-only logo can also be used in circumstances of having very limited ad space or extreme orientation.

For Embroidery



2 Color Embroidery



1 Color Embroidery



### INCORRECT USAGE ✗

DO NOT use the type-only logo on black, white, or dark colored backgrounds.

DO NOT apply a drop shadow to the type-only logo.

Type-only Apparel / Small Space





**Open Your Door to a Job Well Done.**



**OPEN YOUR DOOR TO  
A JOB WELL DONE**



*Open Your Door to a Job Well Done.*



## TAGLINE

The color of the tagline text is limited to the Primary Palette of colors. When the tagline is White on an approved background color, a drop shadow may be applied. When the tagline is on a White background, it should not have a drop shadow.

Any of the placements shown are acceptable. When stacked in two lines below the logo, the width of the tagline should be approximately equal to the width of the logo including the logo's white border. When the tagline is on one line, the font size should be approximately equal to the font size of the logo and the baseline should align with the "C" in C&L Ward.

To us "Open Your Door to a Job Well Done" is more than a tagline, it's a promise to our customers.

Primary Palette



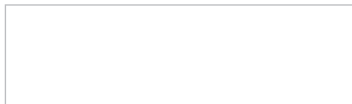
**ORANGE**  
(243, 121, 62)  
#FE793E  
0 65 83 0



**BLUE**  
(36, 126, 153)  
#247E99  
65 5 5 40



**BLACK**  
(0, 0, 0)  
#000000  
0 0 0 100



**WHITE**  
(255,255, 255)  
#FFFFFF  
0 0 0 0

Support Palette



**GREY**  
(187, 189, 192)  
#BBBDC0  
0 0 0 30



**LIGHT BLUE**  
(168, 198, 213)  
#A8C6D5  
33 12 11 0



**MEDIUM BLUE**  
(148, 186, 203)  
#94BACB  
42 16 14 0



**DARK BLUE**  
(12, 89, 110)  
#0C596E  
65 5 5 65



**DARK ORANGE**  
(201, 93, 58)  
#C95D3A  
15 75 85 5

Insulation Palette



**PINK**  
(255, 217, 235)  
#FFD9EB  
0 15 0 0

**DARK PINK**  
(242, 145, 182)  
#F291B6  
0 50 0 0

COLOR PALETTE

Values shown are RGB, Hex Code, then CMYK.

The Primary Palette consists of Orange, Blue, Black, and White; the colors in the logo.

The Support Palette can be used for call-outs, backgrounds (in some cases), or solid fields of color.

The Insulation Palette should be used when promoting Owens Corning Pink Panther products.

Tints of the same color may be layered to form gradients for dramatic effect.





### **Avenir Next Heavy**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
012356789.,"!%&\$@\*()-/**

### **Avenir Next Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
012356789.,"!%&\$@\*()-/**

### Avenir Next Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
012356789.,"!%&\$@\*()-/

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### **Avenir Next Condensed Heavy**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
012356789.,"!%&\$@\*()-/**

### **Avenir Next Condensed Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
012356789.,"!%&\$@\*()-/**

### **Avenir Next Condensed Demi Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
012356789.,"!%&\$@\*()-/**

### Avenir Next Condensed Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
012356789.,"!%&\$@\*()-/

## FONTS

Avenir Next Heavy and Bold should primarily be used for Upper and Title Case headings and prices.

Avenir Next Condensed Heavy and Bold should primarily be used for Upper and Title Case headings and call-outs. Condensed Bold is to be used for contact information.

Avenir Next Condensed Demi Bold may be used for headings and to add emphasis in body copy.

Avenir Next Condensed Regular is the preferred typeface for body copy set in Black between 9pt and 14pt. Avenir Next Regular may be used for long body copy should Avenir Next Condensed Regular cause visual stress.

When text is White on an approved background color, a drop shadow may be applied.

The Avenir Next font family is the primary typeface for the C&L Ward brand. The structure of the typeface is simple so it's easy to read, but it maintains a modern feel that adds sophistication to the design. It contains a full system of fonts, including a Condensed family, with a range of weights for almost any typographical need.

### CLEARFACE GOTHIC BLACK

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 5 6 7 8 9 . , “ ! ? % & \$ @ \* ( ) - /

### *Satisfy Regular*

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 5 6 7 8 9 . , “ ! ? % & \$ @ \* ( ) - /

### COMPLIMENTARY FONTS

Clearface Gothic Black should only be used in Uppercase. It's application is limited to headlines, large headings, and prices/pricing information.

Satisfy Regular should only be used in Title Case in 'short and sweet' instances such as a call to action or the most important word in a phrase. Since it is a delicate typeface, a stroke may be applied to add weight. This formula is to use a .25pt stroke on 18pt font then resize accordingly. Never use at smaller than 12pt.

Clearface Gothic Black is strong and solid, like a house. It is simple, sending a clear message, but also has slight curves and flair adding a touch of character.

Satisfy is a modern brush script with a timeless presence. It brings with it a vintage feeling, an homage to our nostalgic past as a family company from a small town.



## PHOTOGRAPHY STYLES ✓

Photography that appears in any C&L Ward materials and web communications should have a modern look, simple content and clearly showcase the quality and beauty of the product(s). Color should be bright with adequate contrast (avoid dull or muted color with low contrast). Professional or stock photography should be used whenever possible.

The tone of the imagery should convey a calm and comfortable setting. The setting should resemble the homes of our target audience, established upper middle to high class homeowners.

All photography that will be printed should be 300 dpi at the actual size it will be displayed. Increasing the scale of a photo reduces its resolution, so this should be avoided. For quality control, print the photo at actual size to make sure it is not pixelated.





### PHOTOGRAPHY TO AVOID ❌

Photography less than 300 dpi at actual printed size should not be used. Images with low or bad lighting and/or high glare on reflective surfaces should not be used. Do not use photography that looks washed out, dull, dated, or drab. Photography should never be scaled disproportionately.

Avoid imagery with busy surroundings or an excess of dark, distracting shadows. Avoid vehicles, power lines, telephone poles, and un-manicured lawns or landscaping in exterior shots. Do not use photos where the setting is clearly not in Michigan.

