



# Windsor Windows & Doors Brand Identity Guidelines



**WINDSOR**  
WINDOWS & DOORS  
A Woodgrain Millwork Company

Excellent Choice

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# Brand Identity Guidelines

## Primary Logo



## Brand Overview

**Our Brand consists of key identity elements that, when used consistently, at every point of contact with our customers, help build recognition of the Windsor Windows & Doors brand.**

The purpose of these standards is to clearly define the look and feel of the Windsor Windows identity and to establish parameters for acceptable use and application. The value of strong brand equity is priceless. How we apply our identity elements to communications, collateral and promotional items sets us apart from the competition and influences how we are perceived by those who come in contact with us. Creating materials that support the Windsor brand requires solid commitment and watchfulness to guarantee that the image we present to the public looks the same every time.

## Secondary Logo



## Logo

Two orientations of the Windsor Windows & Doors logo, designated as the Primary (Vertical) and Secondary (Horizontal) logos, are both available for use as outlined here:

- **Primary (Vertical)** – This orientation should be considered the primary logo and used in most cases.
- **Secondary (Horizontal)** – Use this secondary orientation when space cannot accommodate the primary (vertical) logo in a way that portrays the logo clearly. See Page 10 for an example of proper use of the secondary logo. As you can see, the pen uses the horizontal logo because its orientation best fits the space.

The Windsor Windows & Doors logo must appear on all communications and be used in compliance with the standards shown here. Do not distort or change the logo in any way by moving, adding or removing elements, or by extending or condensing. Whenever possible, include the tagline with the logo and use it only as displayed in this guide. Use only artwork of the logo and tagline provided by Windsor Windows Marketing Department. Do not re-set the type in the logo or tagline or change the positioning or size relationship of the logo and tagline to each other.

# Brand Identity Guidelines

## Primary Logo



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## Secondary Logo



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## Tagline

The tagline reinforces Windsor's commitment to potential and current customers as true partners, and reflects our goal of earning their business as the provider of choice. It promotes Windsor as the Excellent Choice for distributors, builders and architects because we provide:

**Quality** – Providing a complete array of quality, energy-efficient products

**Service** – Delivering the best possible support services in the industry

**Responsiveness** – Responding quickly and creatively to specialized needs

**Value** – Offering competitive and fair pricing results in real value for customers

The primary use of the tagline is as a unit with the logo. If used as a design element, Excellent Choice should be set in upper and lower case in Gill Sans, Gill Sans Bold or Gill Sans Light and never in italics.

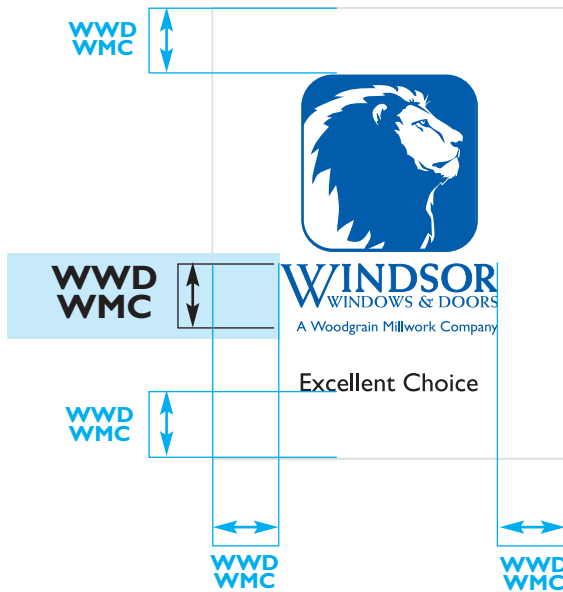
# Brand Identity Guidelines

## Logo Clear Space

To ensure that the Windsor Windows logo is quickly and easily identified, it is important to keep the logo area clear of distracting visual elements such as type, illustration or photography. When the logo overprints a photograph or color, make sure the contrast against the background is great enough for the logo to read clearly.

## Primary Vertical Logo

A clear area must surround the logo. This clear area should equal the height of the stacked text "Windsor Windows & Doors" and "A Woodgrain Millwork Company" (as illustrated in blue shaded box).



## Secondary Horizontal Logo

A clear area must surround the logo. This clear area should equal the height of the text "Windsor Windows & Doors" (as illustrated in blue shaded box).



# Brand Identity Guidelines

## Gill Sans Light

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqr  
stuvwxyz | 23456890

## Gill Sans

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqr  
stuvwxyz | 23456890

## Gill Sans Bold

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopq  
rstuvwxyz | 23456890

## Typography

Typography on all communications should be simple, clean and readable. Layouts should be open, airy and convey professionalism, quality and sophistication. Windsor has selected the Gill Sans font for exclusive use to give a recognizable look to all communication materials. This font is flexible enough to work across all media. If you are working on a PC and Gill Sans is unavailable, Arial is acceptable.

## Body Copy

In general, a range of 8 to 12 point type is recommended for body copy for all page format documents. Smaller or larger type sizes should be reserved for special uses such as legal footnotes, charts and display signage.

## Letterspacing

Letters should be spaced to provide maximum ease of readability. They should never be so tight that they crowd one another or so loose that words become difficult to read. Loose letterspacing on headlines is permitted to enhance the professional, sophisticated image.

## Text Leading

Leading is the distance between lines of type. A minimum of two points of leading between lines of body copy is recommended for ease of readability. For an enhanced level of sophistication, additional leading creates a light, airy feel.

# Brand Identity Guidelines

## Primary Color Palette

To build a consistent look into each Windsor Windows & Doors piece, the following colors should be used prominently for subheads and accents:



Windsor Blue  
(Pantone 286)  
100C-66M-0Y-2K



Black

## Secondary Color Palette

The Secondary Color Palette represents the individual product lines:



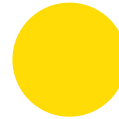
Pinnacle Purple  
(Pantone 268)  
82C-100M-0Y-12K



Next Dimension Red  
(Pantone 201)  
0C-100M-63Y-29K



Legend Green  
(Pantone 342)  
100C-0M-71Y-43K



Win-Pac Yellow  
(Pantone 7405)  
0C-10M-99Y-0K

# Brand Identity Guidelines

## Correct Logo and Tagline Usage of Vertical Logo

PMS 286 Blue and Black  
Two-Color



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PMS 286 Blue  
One-Color



Excellent Choice

Black  
One-Color



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In special circumstances – to ensure sufficient contrast and readability – the logo and the text “A Woodgrain Millwork Company” and “Excellent Choice” may be reversed to white text and the outline around also changed to white, as shown below.



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## Guideline for Logo Usage on Colored Backgrounds

### Examples on Colored Backgrounds:

The examples shown illustrate the proper use of the logo when colored backgrounds are utilized. The outer edge of the mane and face of the lion should **always** be shown in white regardless of the background color.



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# Brand Identity Guidelines

## Correct Logo and Tagline Usage of Horizontal Logo

PMS 286 Blue and Black  
Two-Color



Excellent Choice

PMS 286 Blue  
One-Color



Excellent Choice

Black  
One-Color



Excellent Choice

In special circumstances to ensure sufficient contrast and readability, the logo and the words "A Woodgrain Millwork Company" and "Excellent Choice" may be reversed to white text and the outline around also changed to white, as shown below.



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# Brand Identity Guidelines

## Promotional Specialty Items

For usage approval of promotional specialty items, please contact Windsor Marketing at 515-223-6660, ext 129.

### Polo Shirts

The Primary Regular and Primary Reversed logos were used on these items as follows:

- The white polo shows the Primary Regular logo sewn in white and blue threads.
- The blue polo shows the Primary Reversed logo with the text and outline around the lion embroidered in white and the mane, face and background behind the lion sewn in blue.



### Pen

The pen illustrates an example of using the Secondary (Horizontal) logo. The logo space available is more accommodating to use the horizontal orientation of the logo; thus, preserving the visual integrity of the logo. (See Page 3 for further explanation.)



### Cup

The cup is shown using the Primary (Vertical) Windsor Windows & Doors logo.



# Brand Identity Guidelines



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## Incorrect Vertical Logo and Tagline Usage

1. Logo must always appear complete and with the tagline centered beneath it.
2. Tagline font and positioning underneath the logo may not be altered. Do not re-set the type in the logo or tagline or change the positioning or size relationship of the logo and tagline to each other.
3. Logo and tagline elements may not be distorted or altered in any way by moving, adding or removing elements, or by extending or condensing.
4. Logo and tagline must appear in approved color schemes.
5. Maintain clear space around logo and tagline.

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*Excellent Choice*



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# Brand Identity Guidelines



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## Incorrect Horizontal Logo and Tagline Usage

1. Logo must always appear complete and with the tagline centered beneath it.
2. Tagline font and positioning underneath the logo may not be altered. Do not re-set the type in the logo or tagline or change the positioning or size relationship of the logo and tagline to each other.
3. Logo and tagline elements may not be distorted or altered in any way by moving, adding or removing elements, or by extending or condensing.
4. Logo and tagline must appear in approved color schemes.
5. Maintain clear space around logo and tagline.



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