



graphic standards

adopted May 2007



Gord Wiebe
President & CEO

Dear All Weather Windows Colleague,

The All Weather Windows brand and product are valuable company assets. Brands that are recognized and respected help, attract, and retain customers.

Having a well-defined brand is essential to effective Sales and Marketing, because it makes it easier for us to enter new markets and sell more products. Our brand is a powerful tool to help us find and keep the best employees.

One way to build and protect our brand is to use our name and logotype correctly and consistently. All employees, suppliers, and partners are responsible for complying with these identity standards.

A major branding initiative includes eliminating our tag line from the logo to ensure a consistent and powerful position in the marketplace.

A brand is more than logotypes, colours, and trademarks. It is the product of different factors that create an overall impression in people's minds. Our brand image is the way that people think, feel, and respond when they

hear the name "All Weather Windows." We, including our products and services, have to act and perform consistently with this image.

Every All Weather Windows employee is a brand ambassador. With every customer contact, and whenever we represent All Weather Windows, we have the opportunity either to strengthen or weaken our brand.

All Weather Windows employees have built our powerful brands with their hard work, spirit of innovation, passion for quality, and commitment to customers. I am counting on every All Weather Windows employee to continue that legacy as we strive to keep our brand promise and build a better product for an always changing world.



A stylized, handwritten signature in black ink, consisting of a large 'B' and 'S' intertwined.

Bill Scott
VP Sales & Marketing

The All Weather Windows brand sets us apart from other companies. It is shaped by the total experience people have when they interact with our company and see first-hand how our products and services perform. It is also defined by the way people think, feel and respond on an emotional level when they hear our name. Our brand embodies what All Weather Windows is all about for the people who matter most to us – our employees, customers, potential customers, partners and suppliers, investors, and neighbours in the community.

This Graphic Standards guide ensures that everyone at All Weather Windows has the information and tools to effectively and consistently communicate our brand correctly. Great brands are not born – they're built, one step at time.

That's why it's important to create a consistent experience for our customers and everyone else who interacts with our brand. Our communications programs are a critical element of creating a consistent All Weather Windows brand experience. These guidelines will help you create communications that support and build the All Weather Windows brand.

These guidelines will ensure that All Weather Windows communications media, such as advertising, company literature, etc., are consistent in theme, style and appearance. At the same time, our guidelines allow for great flexibility to meet specific market needs and promote creativity.

Use of this Graphics Standards guide is mandatory for all organizations that do business under the All Weather Windows banner.

Establishing a distinctive All Weather Windows
brand look and feel for all our communications

A FOUNDATION

These are the basic building blocks for creating communications in the All Weather Windows visual style. When we use them, we will consistently capture our spirit and express our distinctive look.

The All Weather Windows Logo

The All Weather Windows Bar

The All Weather Windows Typographic System

The All Weather Windows Colour Palette

LOGO USAGE

The All Weather Windows logo is our company's primary identifier. Regardless of where the logo is being used, there is only one approved way to use it.

The All Weather Windows logo may be reproduced in specified corporate colours or in black.

A clear zone, or control field, must always surround the freestanding logotype. No graphic elements of any kind should intrude into this field.

The All Weather Windows logo should always be positioned on the right hand side of an advertising design, whether it is used at the top or bottom of the page.

Vertical Logo

The width and height of the control field is determined by a measure equal to the height of the text "WINDOWS" in the vertical logo.

Horizontal Logo

Use the height of the text "ALL WEATHER" to determine the size of the control field.



Vertical Logo



The former pay off line "Clear Beauty & Innovation" has been discontinued



Horizontal Logo

LOGO SIZE

The All Weather Windows logo must be applied in a way that takes into account the logo size, reproduction method and the materials used. The logo must be clearly defined.

The minimum size of the vertical logo must be ½ inch in width.

The minimum size of the horizontal logo be no less than 1 inch in width.



Minimum Size
1/2 inch

Vertical Logo



Do Not use the vertical logo
under 1/2 inch in width



Minimum Size
1 inch

Horizontal Logo



Do Not use the horizontal
logo under 1 inch in width

UNACCEPTABLE LOGO TREATMENTS

The logo should always be scaled proportionately, and never skewed.

Do not place the logo on a:

- competing background
- coloured background



Acceptable
Logo Treatment

Vertical Logo



Unacceptable
Logo Treatment



Unacceptable
Logo Treatment



Unacceptable
Logo Treatment



Unacceptable
Logo Treatment



Unacceptable
Logo Treatment

ANCHOR BAR USAGE

A distinctive feature of the All Weather Windows graphic language is the Anchor Bar. It has been created as a unifying graphic element to be used across all communications.

The Anchor Bar represents the solid foundation on which our company was built. This unique treatment will become instantly recognizable as All Weather Windows. Use of the Anchor Bar is preferred in all communications.

Orientation is horizontal, never vertical. Position the Anchor Bar so that it bleeds off the left and right margins, as well as the bottom. The Anchor Bar must always be a ½ inch in height.

Never place text inside the Anchor Bar. On the right is an illustration of ratio and colour usage.

2/3 Ratio for blue portion of bar

1/3 Ratio for red portion of bar

All Weather Windows "Anchor Bar"
Anchor Bar is to be 2/3 blue to 1/3 red ratio.



TOP BAR USAGE

The Top Bar is used to secure the logo graphically when the logo is positioned in the top right corner of an ad.

Position the Top Bar horizontally, never vertically. The dimensions of the Top Bar are the same as those of the Anchor Bar i.e. 2/3 blue and 1/3 red.

The Top Bar is only 2/3 of the width of the page, so that there is sufficient space for the All Weather Windows logo.

Never place text inside the top bar.
On the right is an illustration of ratio and colour usage.

2/3 Ratio for blue portion of bar

1/3 Ratio for red portion of bar



All Weather Windows "Top Bar"
Top Bar is to be 2/3 blue to 1/3 red ratio.

Because it is what's inside your home that matters

That's why we make windows that count. Our energy efficient windows will provide the very best comfort for your family and will save you money on your energy bills all year round. So you can concentrate on giving your family the things that matter most.

ALL WEATHER WINDOWS

All Canadian made for all Canadian weather
Visit www.allweatherwindows.com to find a dealer near you

Environment Canada's Energy Star Program
All Weather Windows is a LEED Certified Manufacturer
All Weather Windows is a GreenSource Certified Manufacturer

If our windows can keep his home warm, imagine what they can do for yours.

The average home loses up to 25% of its heat through the windows, which is why people rely on windows and doors from All Weather Windows to insulate and protect their homes.

Our energy efficient design will save you money on your energy bills all year round. We offer a wide selection of colours and finishes, and our complete line is durable, stylish, and easy to maintain.

ALL WEATHER WINDOWS

All Canadian made for all Canadian weather
Visit www.allweatherwindows.com to find a dealer near you

Environment Canada's Energy Star Program
All Weather Windows is a LEED Certified Manufacturer
All Weather Windows is a GreenSource Certified Manufacturer

COLOUR SYSTEM

Building strong colour equity for the All Weather Windows brand is critical to strengthening brand awareness. Used consistently over time, colours become associated with companies and recognizable to customers.

The All Weather Windows logo must follow a strict colour system. The colour system consists of Pantone Coated, Pantone UnCoated, CMYK and Grayscale depending on the paper stock used. On the right is a full explanation of what colours to use for each system.

Pantone Colour Coated

Pantone Reflex Blue



Pantone Red 199



Pantone Colour UnCoated

Pantone Reflex Blue



Pantone Red 199



Four Colour Process - CMYK

Blue - C: 100, M: 73, Y: 0, K: 2



Red - C: 0, M: 100, Y: 62, K: 0



Grayscale

Blue - Black 100%



Red - Black 50%



