



American Hardwoods

Treasured for Generations™

Identity Guidelines | March, 2011

Introduction

We are excited to introduce to you the new global look of American Hardwoods.

The following document is meant to guide you in creating and evaluating work developed with the Unified Hardwood Promotion project's new identity. Its purpose is to ensure consistency in the application of all communications and marketing materials.

Symbolism



The logo is simple. It's a collection of three common hardwood leaves: Maple, Oak and Hickory.

The colors have been chosen to represent three different leaf pigments and to create a contemporary look for the industry.

Color



SINGLE COLOR LOGO



Black 100%

PANTONE SOLID COLOR



PANTONE 390

PANTONE 350

PANTONE 209

PANTONE PROCESS COLOR

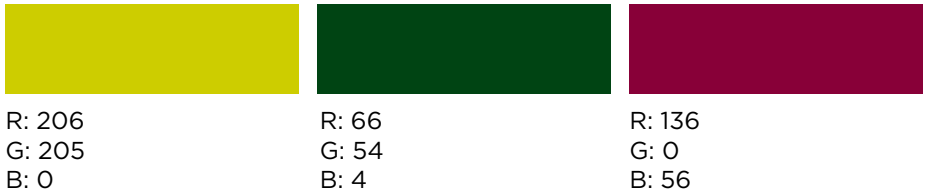


C: 27
M: 6
Y: 96
K: 0

C: 79
M: 0
Y: 100
K: 75

C: 33
M: 100
Y: 57
K: 31

DIGITAL COLOR CONVERSION



R: 206
G: 205
B: 0

R: 66
G: 54
B: 4

R: 136
G: 0
B: 56

The color formula differs per medium.

- Pantone solid for collateral material that allows for solid ink runs.
- Four color process for standard four color ink jobs.
- RGB for digital and broadcast.

Typography



Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



The logo font was developed from the typeface Gotham Medium by Hoefler & Frere-Jones. The lighter weight Gotham Book is the proper weight for the tagline and is recommended for body copy.



Gendae labor minciis et mos es nulpā venimi,
odignati re nimus, sequi doles pror aut ulpa
aligen dentio totatem faceaque nobis mossin
pere as volupta dolores earumquam andunt
volorion possitionet hil.



Photo courtesy of Armstrong Hardwood Flooring.

Logo and Tagline

The preference is that the tagline be used in conjunction with the logo, but the logo does not necessarily need to be used alongside the tagline.

There are two variations of the logo; border and no border. The border version was created to be used on packaging and materials that may not have a white background and when appearing in conjunction with industry logos.

The no border version should be used as the official signature.



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Logo Architecture (No-Box)

The distance between the tagline and the logo box has been determined by 2x the cap height of the tagline and overall pt. size of the tagline has been determined by 2/3 Cap Height of logo Type.



The TM is a legal requirement and must always appear with the logo.

Logo Architecture (Box)

The logo is built symmetrically

Distances have been designed to center the objects in the logo both vertically and horizontally.

The outer line weight is based on the thickness of the logo typeface.

The distance between the tagline and the logo box has been determined by 3x the cap height of the tagline and overall size of the tagline has been determined by the line length of name in the logo.



Usage (space)

As a rule, the logo should maintain ample white buffer and margin space on all sides. The minimum safety zone is defined by the size of the maple leaf.



Usage (single color)

The logo has been designed to not only look great in color, but to stand out as a graphic in a single color as well.

In most cases it's ideal to use the single color logo as 100% black. However, there are many cases where the logo can act as an embossment, burn or single color printing.



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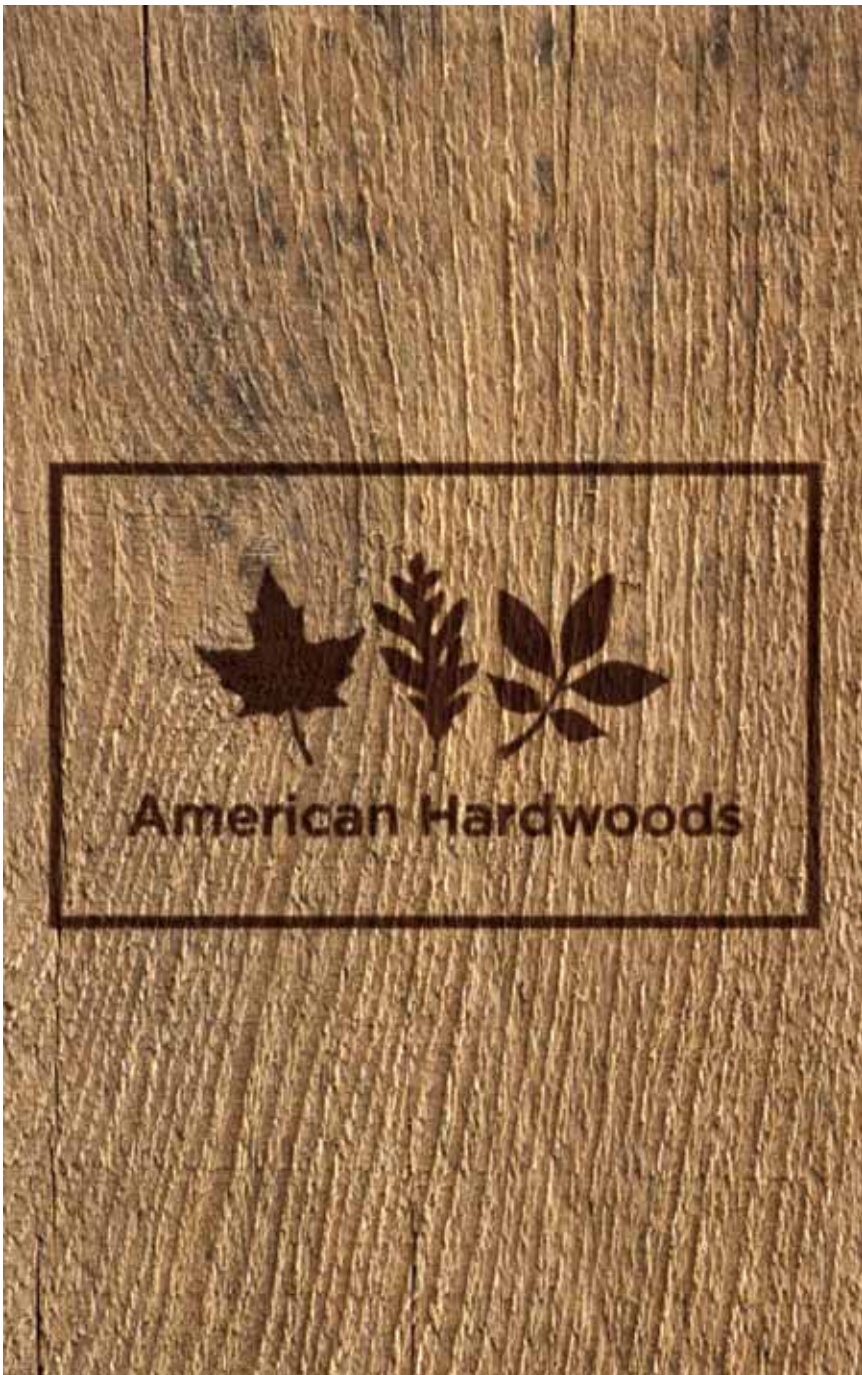


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Usage (negative)

It is not recommended to use the logo as a negative. If it becomes necessary, use a white logo only. The color logo is designed to be a positive graphic only.



Usage (size)

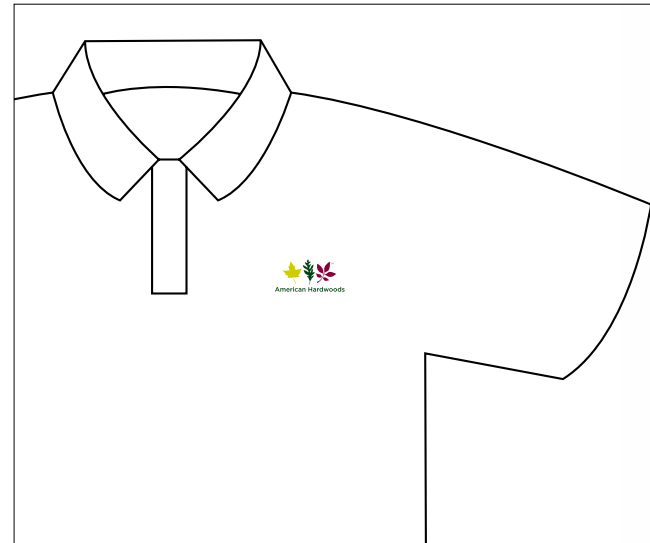
The logo has been designed to work at all sizes. As a rule, the logo should not be used so small that American Hardwoods is no longer legible.

At extremely small sizes the tagline should be dropped and it is advised to print logo 100% black on four color jobs.



Usage (signage)

The logo has been designed to live within whitespace. This ensures the brand look is modern, clean and simple.



Gear



Retailer window sticker



Equipment

