Brand Guidelines

Version 1.0

Effective 01 January 2012

VECTOR

WINDOWS SINCE 1995

Table of Contents

1.0 Introduction

2.0 Brand Elements

- 2.1 Positioning Statement
- 2.2 Brand Pyramid
- 2.3 Tagline

3.0 Logo Elements

- 3.1 Chevron Icon
- 3.2 Wordmark
- 3.3 Descriptor
- 3.4 Complete Logo
- 3.5 Logo in Color
- 3.6 Minimum Size
- 3.7 Clear Space
- 3.8 Approved Variations
- 3.9 Unacceptable Usage

4.0 Color Palette

- 4.1 Primary Palette
- 4.2 Secondary Palette

5.0 Graphic Elements

- 5.1 Technical Lines
- 5.2 Arrows

6.0 Typography

- 6.1 Primary
- 6.2 Secondary
- 6.3 Tertiary

7.0 Photography Styles

- 7.1 Manufacturing
- 7.2 Products
- 7.3 Job Sites

8.0 Copy Considerations

- 8.1 Writing Style
- 8.2 Company Name
- 8.3 Signoff
- 8.4 Copyright

© 2012 Vector. All Rights Reserved.

1.0 Introduction

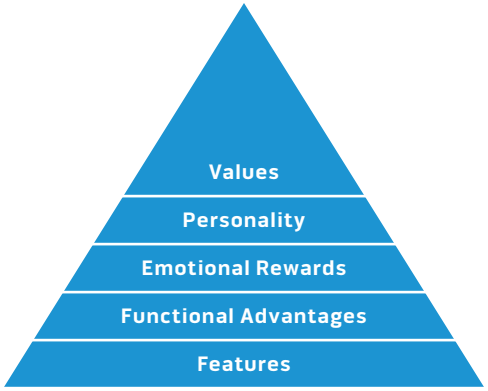
The assertive yet responsive nature of the Vector brand and the business value of our work requires communicating in ways that are straight-forward, masculine and relevant. This is the tone and personality that should be conveyed in all communications. A graphic system has been developed to consistently portray our personable and professional image to our customers. This system is comprised of a logo, color palette, graphic elements, typefaces, photography and writing style. Applying these guidelines to all electronic and printed communications materials will help to promote the Vector brand both internally and externally.

In order to maintain a strong brand, Vector must always be presented in a uniform way. All of the visual components outlined in this guide were created to reinforce Vector's brand and help support Vector's desired image. It includes directions on how to use the brand elements in a way that will help the Vector brand to grow and prosper. To obtain artwork, templates, or for more information about Vector's brand, please contact Andrew Miller.

Contact

Andrew Miller
Chief Financial Officer

PHONE 218.531.9008
FAX 218.736.0236
EMAIL AndrewM@VectorWindows.com



2.1 Positioning Statement

Vector is an advocate for builders and contractors, and our priorities align with those of our customers. In all of our processes, we focus on the business value of our high-quality craftsmanship, reliable delivery and exceptional service. Vector is a masculine brand, and our windows and doors are coveted for being easy to work with and impressively high-tech. Above all else, we listen to our customers and provide personal attention and customized support to ensure their satisfaction.

2.2 Brand Pyramid

The concept of a brand can be thought of as a pyramid consisting of different layers of meaning and involvement. At its lowest level, the brand talks about the features of Vector products and services. As you move up the pyramid, messages become more about the functional advantages and emotional rewards of purchasing from Vector. At the top, every communication should convey the personality and values of the brand, in order to clearly explain Vector's commitment to builders & lumber yards.

Values	» Responsiveness » Innovation	» Craftsmanship
Personality	» Masculine » Precise	» Down-to-Earth » Value-Oriented
Emotional Rewards	» Feel Like My Needs Are Addressed » Confidence in Performance	» Highly Desirable Products » Attentive Partner
Functional Advantages	» Reduced Call-Backs » Reliable Delivery Time » Innovative Solutions	» Hand-Crafted Details » Commitment to Customer's Success
Features	» Energy Star Compliant » LoE and Argon Fillings » Integrated J-Channel	» Color-Coordinated Grilles » Custom Ordering » Minnesota-Based

2.3 Tagline

The tagline is a succinct way of communicating Vector's brand strategy. It consists of one simple sentence: "**Builders Know the Difference.**" The tagline directly references our target audience and conveys the distinction of Vector's products and service offering. It indicates that a competent builder will prefer Vector over the competition.

© 2012 Vector. All Rights Reserved.

3.0 Logo Elements

Vector's central brand element is its logomark. It is comprised of three separate components: the chevron icon, the wordmark, and the descriptor. Together, they form a cohesive unit. For maximum impact of the Vector brand, please maintain the look, color and proportions of the logomark as outlined in this document.

3.1 Chevron Icon

The illustrated portion of the logomark consists of a downward facing chevron, bisected and shaded to imply a three-dimensional structure. No texture should ever be shown within the chevron. When the application calls for it, the icon can be used as a separate art element. When used separately, this element and the complete logomark will not appear on the same page.

Chevron Icon

3.2 Wordmark

The wordmark for Vector is always set in caps and sits underneath the icon. The wordmark should never appear by itself. It must always be used jointly with the icon.

Logomark (Icon with Wordmark)

3.3 Descriptor

This preferred version of the Vector logo is comprised of the icon, the wordmark and the descriptor, "**Windows Since 1995**". The descriptor communicates the company's significant history and experience. This version is approved for use in all communications pieces and should be used unless the scale of the mark is smaller than acceptable or on occasions where the descriptor is not appropriate or its use is redundant. In these cases, use the logomark without the descriptor.

Logomark with Descriptor

3.4 Complete Logo

The complete logo, when used at an appropriate size, will also include the tagline as described in section 2.3. These elements are stacked one on top of the other, first the icon, then the wordmark, the descriptor, and finally the tagline. These are sized so that they form a triangle, from the top of the icon to the base of the tagline.

Logomark with Tagline

Full-Color Logomark

Grayscale Logomark

Black Logomark

White Logomark

3.5 Logo in Color

Using the Vector logo in its full-color version will provide the most brand reinforcement and recognition. In print, when Process or Pantone colors are available, please use the color logo. Otherwise, use the grayscale, black or white version, whichever is appropriate for the piece.

The preferred version of the Vector logo is the three-color version printed in slate blue (PMS 7461), dark blue (PMS 7462) and gray (PMS 425). In the full-color version, the icon and tagline should always be in blue and the wordmark in gray. The Vector logo should never appear in a color other than the approved blues and gray. This logo is approved for use on a white or light-colored background.

The official Vector logo art has been created as vector (AI, EPS) and bitmap images (JPG) and should not be re-created or modified in any way. There are multiple logo files available for use in a variety of formats, including 4-color, 3-color, 2-color and 1-color applications. These files should meet all usage requirements for printed and electronic documents. The files are available upon request.

© 2012 Vector. All Rights Reserved.

3.6 Minimum Size

The following are general guidelines for some common print formats. These are only suggested sizes and care should be taken so that the Vector logo fits proportionately and aesthetically into each printed and electronic document. The files for the logomark have been built at 1" in icon height. The percentage of scale equals the height of the icon (e.g. 50% = ½"). In most cases, the size of the icon will fall between ⅜" and ½" tall.

» Minimum size for the icon without the descriptor is 12.5% or ⅛" tall.

» Minimum size for the icon without the tagline is 25% or ¼" tall.

» Minimum size for the icon with the tagline is 31.25% or 5/16" tall.

3.7 Clear Space

The Vector logomark should always stand out from other elements in the layout. Surrounding the Vector logo on all sides is space which should be clear of any text or images. This is referred to as the "clear space" and is equal to one-half the height of the icon. This space is illustrated on the right by the blue rectangle. The dotted box in the example defines this minimum clearance area. Using this clear space ensures legibility and prominence of the logo. All of the logomark files have been built with this clear space added.

3.8 Approved Variations

There is one acceptable variation of the Vector logo — a badge version without the tagline.

Badge Logomark

Minimum Logo Size Without Descriptor

Minimum Logo Size Without Tagline

Minimum Logo Size With Tagline

Icon Clear Space

Logomark Clear Space

3.9 Unacceptable Usage

The Vector logo is designed to be flexible and accommodate every need. Based on the application, there are some specific guidelines to follow. The Vector logo should never be tilted or placed on its side. It should always be used in an upright position. It cannot be stretched, skewed or distorted in any way. The logo may be printed on a photographic background as long as the image is light enough not to interfere with the legibility of the logo. On dark backgrounds that do not offer enough contrast for the positive version, the reversed (white) logomark should be used.

Do Not Distort or Change the Logomark Proportions

Do Not Reorganize the Elements of the Logomark

Do Not Flip or Rotate the Logomark

Do Not Place Full-Color Logomark Over a Busy Photo

Do Not Place Full-Color Logomark Over a Dark Color

© 2012 Vector. All Rights Reserved.

4.0 Color Palette

To help reflect the minimal and muscular image of Vector, a palette of crisp colors was developed for use on printed and electronic materials. These colors are used to complement photography and provide a consistent and dependable look to every project that is produced. The Vector color palette creates a masculine look, builds brand recognition and differentiates the company in the marketplace. Colors outside of this palette and tints of the fully-saturated hues should be avoided.

Our palette includes the three primary logo colors and two secondary colors to be used mostly for accents. Each color swatch is listed with the matching Pantone® (PMS), Process (CMYK), Electronic (RGB) and Web (Hexadecimal) equivalents. When printing, and whenever possible, Pantone colors are preferred over Process. If Pantone colors are unavailable, CMYK simulations may be substituted. These simulations provide an approximation of the approved colors, but due to their inherent limitations, do not match the colors precisely. Colors may also shift based on the type of coated or uncoated paper stock used. Take care to keep these colors within acceptable tolerances.

Color Palette 4.0

Slate Blue

Gray Dark Blue

Gold Rich Black

4.1 Primary Color Palette

These are the colors used to establish the look for most Vector communications pieces. They consist of the slate blue (PMS 7461), gray (PMS 425) and dark blue (PMS 7462) used in the Vector logo. When using color in large areas, use slate blue instead of gray.

Name	Pantone	CMYK				RGB			Web
Slate Blue	7461	C98%	M24%	Y1%	K3%	R000	G131	B190	#0083BE
Gray	425	C38%	M28%	Y21%	K63%	R086	G090	B092	#565A5C
Dark Blue	7462	C100%	M45%	Y6%	K27%	R000	G090	B139	#005A8B

4.2 Secondary Color Palette

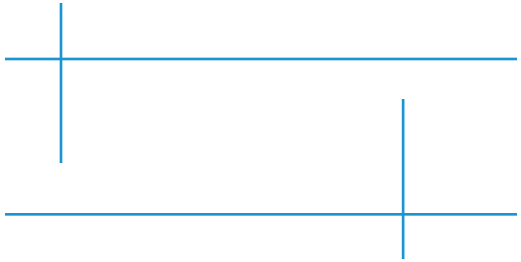
Choose colors from this palette to appear throughout a printed piece when an accent of color is desired. The colors of the secondary palette can be used occasionally for relief from heavy copy, imagery or too much usage of blue or gray on the page. Take care not to overuse them in a way that dominates the primary slate blue color.

Name	Pantone	CMYK				RGB			Web
Gold	136	C00%	M28%	Y87%	K00%	R255	G188	B061	#FFBC3D
Rich Black	426	C91%	M74%	Y51%	K93%	R025	G029	B031	#191D1F

© 2012 Vector. All Rights Reserved.

5.0 Graphic Elements

The graphic elements described here help convey the critical emotional messages of the Vector brand. These should be used consistently from application to application, in order to build familiarity in the minds of our customers. More than just visual appeal, the elements should convey to our customers—even if it's only at the subconscious level—something about the nature of the brand.



Technical Lines

5.1 Technical Lines

Throughout Vector communications, thin technical lines should be used in slate blue or white to create borders and divisions. These lines should always be reminiscent of blueprints and other technical drawings. They express the technical precision associated with Vector products. Take care that intersecting lines do not come to resemble a religious cross.

Arrows

5.2 Arrows

For buttons and bullet points, use small double arrow elements like the ones shown on the left. These are similar to the Chevron icon if it was turned on its side. They are bold & authoritative, and further indicate the forward-moving nature of the brand.

© 2012 Vector. All Rights Reserved.

6.0 Typography

In addition to the logo, color palette and graphic elements, a consistent use of typography adds unity to communications materials. The primary typeface family used in Vector's brand is Pill Gothic. This sans serif font walks the tightrope between a heads down, hard-working, utilitarian typeface and something that stands out from the traditional turf of sans serif types. The numerous weights and styles allow for a variety of options while maintaining a family look. An alternate typeface (e.g., Arial or Calibri) can be used when the primary typeface is not available. These alternate typefaces are preferred when writing email. Care should be taken so that Vector's customers and prospects do not receive an electronic document that requires a typeface which they do not have on their computer.

Pill Gothic 900 Light

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQgRrSsTtUuVvWwXxYy
Zz1234567890?!$%&#©®™

Pill Gothic 900 Regular

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQgRrSsTtUuVvWwXxYy
Zz1234567890?!$%&#©®™

Pill Gothic 900 Bold

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQgRrSsTtUuVvWwXxYy
Zz1234567890?!$%&#©®™

Pill Gothic 600 Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QgRrSsTtUuVvWwXxYyZz1234567890?!
$%&#©®™

Pill Gothic 600 Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QgRrSsTtUuVvWwXxYyZz1234567890?!
$%&#©®™

Pill Gothic 600 Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QgRrSsTtUuVvWwXxYyZz1234567890?!
$%&#©®™

Monocle Bold

AABBCCDDEEFFGGHHIIJJKKLLMMNN
OOPPQGRRSSTTUUVVWWXXYYZZ123
4567890?!$%&#©®™

6.1 Primary – Pill Gothic 900 (Extended)

The Vector brand promotes using oversized headlines (as shown on this cover) to complement the imagery and provide added visual interest on interior pages which may be heavy on body copy. Pill Gothic 900 is used mainly for headlines, subheads and callouts. The lighter weight typeface is preferred over regular or bold weights. If large display headlines are used, they should be set in title case and printed in a color other than black.

6.2 Secondary – Pill Gothic 600

Pill Gothic 600 is used primarily for body copy, bullets and charts. There are numerous weights and styles available, although light, regular, and bold are the most commonly utilized. If possible, body copy should be set between 8–10 points to ensure legibility. A minimum of 12-point leading/line spacing is desirable. Content set in Pill Gothic 600 should use standard mixed-case formatting.

6.3 Special Use – Monocle Bold

For charts, graphs and fractions, use Monocle Bold, a clean and contemporary monospaced geometric sans that excels in data and numerical settings due to its clear and systematic design. The numbers are reminiscent of Pill Gothic, but will align properly in graphs. Do not use Monocle for text outside of charts or when using them to display fractions.

When setting fractions, use the OpenType Fraction Ligature settings that will automatically apply super- & sub-script settings and denominator bars. Be sure to also set inch and feet tick marks in Monocle. For example, $9^{13}/_{16}$" not 9-13/16".

© 2012 Vector. All Rights Reserved.

7.0 Photography

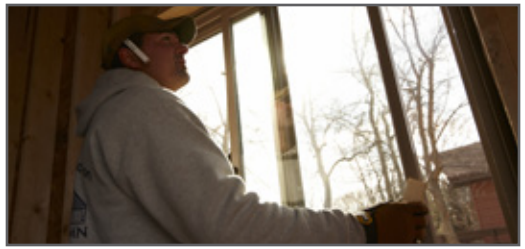
Photography plays an important role in Vector's graphic design system. The images should concentrate on communicating the tone and emotional rewards described in the top levels of the brand pyramid. The content of the photography should focus either on people within Vector's manufacturing facility, products or job sites, and should be taken with bright, natural lighting. Imagery should be clean, sharp and color-balanced. Composition and color tonality are important elements to consider when using photography in Vector branded materials. If it's composed and cropped well, the photography can be effective and dramatic.

The majority of the images used should be chosen from our specified library of images. Adding new imagery to the library and making it available upon request will help keep communications pieces fresh and current. It is recommended that the use of stock photography be limited only to rare cases where existing imagery will not work and it is not possible to shoot new photography.

Photography 7.0

Manufacturing Photo

Product Photo



Job Site Photo

7.1 Manufacturing

This style of photography emphasizes an authentic, real-life, editorial feel over more posed, "slick" imagery. In most cases, the people shown will be Vector employees within the manufacturing facility. Using images of people involved with Vector products and service helps to put the message into context. Close-up portraits of faces help the viewer connect with our message. All extraneous and distracting elements should be cropped out so the focus is on the main subject. In addition, throwing the background and unnecessary elements out of focus will help draw the viewer's eye to the subject matter.

7.2 Products

Photos of Vector windows and doors should primarily come from images of job sites (see below), in order to highlight their value to building professionals. However, some applications will call for the creation of informational graphics that use callouts to describe important product features. In these cases, use photography that has isolated the product on a white background, using soft lighting and studio conditions. Whenever possible, use imagery that shows the product at an angle. This will provide more visual interest.

7.3 Job Sites

Documentation of job sites should show the products being installed and adjusted by professional builders. These images should always show unfinished buildings and homes, never shots of completed spaces with window treatments. For both interior and exterior spaces, choosing a clearly defined focal point will draw the viewer into the image.

© 2012 Vector. All Rights Reserved.

8.0 Copy Considerations

8.1 Writing Style

The style of writing in Vector communications should reflect the brand. We want to be informative in a clear, approachable and professional way. This is particularly important in publications targeted at current customers. In documents aimed at potential customers, copy should be easy to comprehend but also reflect Vector's business value, customer service and experience. As with imagery, copy should concentrate on communicating the brand tone and emotional rewards described in the top levels of the brand pyramid. Short, compelling information is preferable to filling every space with content.

8.2 Company Name

To build a clear identity for the organization, it is important to use consistent language when referring to Vector. While the legal name of the company is "**Vinylite Windows, LLC**", use the name "**Vector**" in all cases other than first reference in legal documents. When referencing the company's products—as opposed to the company name—do not capitalize the word "windows". Do not use acronyms.

8.3 Signoff

Every printed piece should include the legal signoff and the address of the Vector office, as shown to the right. The signoff should appear on the back or bottom of each offset printed piece or on the last page in an electronic document. An email address and website must always be included.

8.4 Copyright

Printed or electronic materials, such as reports and proposals, must feature the copyright as shown to the right. The line should be placed in a bottom corner and should not directly interfere or obstruct any image, graphic or text.

Vector

1020 International Drive
Fergus Falls, MN 56537

PHONE 800.739.9899
FAX 888.739.9799
EMAIL Support@VectorWindows.com

VectorWindows.com

© 2012 Vector. All Rights Reserved.

VECTOR

WINDOWS SINCE 1995

Vector

1020 International Drive

Fergus Falls, MN 56537

PHONE 800.739.9899

FAX 888.739.9799

EMAIL Support@VectorWindows.com

VectorWindows.com

© 2012 Vector. All Rights Reserved.