

**Therma-Tru® Doors**  
**Brand Standards and Guidelines**  
2012 Edition



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# The Brand: Introduction

In order to most effectively and successfully communicate the Therma-Tru® brand promise to our associates, customers and homeowners, we present our corporate brand standards and guidelines.

Our goal is to provide a framework for applying the Therma-Tru corporate identity to a wide range of branded communications. These guidelines present a unified and graphically appealing brand and, therefore, require the consistent use of name, logo, typography and color. Please refer to these guidelines often to ensure that our graphic elements are used properly.

If you have any questions about the guidelines, please contact the Marketing Department at (419) 891-7400 or 1-800-THERMATRU (843-7628).

# The Brand: Philosophy

## Our **Vision:**

To be the premier entry door company in North America known for beautiful and high-performance door systems, an easy purchase experience and the expertise of our associates and business partners.

Inspirational.

## Our **Mission:**

To outperform the North American residential entry door market by serving all four of our customer segments – builders, remodelers, dealers and homeowners – with unique knowledge and capability; by delivering the best product offering in the industry through close collaboration with our industry-leading fabricator network and, above all, by creating a Therma-Tru® that is “easy-to-buy-from” with clear and simple business practices and an exceptional supply chain. To accomplish this mission, we will develop an organization of confident and capable associates, ready for the competitive challenge.

Real simple.

## Our **Red Door Promise:**

The Therma-Tru Red Door Promise – brought to you by the inventor of the fiberglass door – is our commitment to providing the easiest solutions that enable us, our partners and homeowners to . . .

Always make a great entrance.

# The Brand: Trademark Usage

When referring to Therma-Tru® trademarks, please follow these guidelines to ensure they are protected. Please note the difference between the ™ or ® symbol below. Also, wherever possible, all trademarks should be used as an adjective with a noun immediately following; e.g., AccuGrain® technology or Same-Day® stain. The appropriate symbol is placed immediately after the trademark in subscript font, aligning at the baseline of the word to which it applies ( ™ or ® ). If the specific characters are not available, then use the symbols in parenthetical form [(TM) or (R)]. This rule applies for the first and most prominent usage on a particular page.

## COMPANY BRANDS

Therma-Tru® Doors  
TT Technologies™

## TECHNOLOGY

AccuGrain® technology  
Thru-N-Tru® technology  
TNT® technology

## PHRASES

The Most Preferred Brand in the Business™  
National Home Valuation Study™  
The “Steelbeater” Fiberglass Door™

## ENERGY STAR®

When referring to the ENERGY STAR® program, the words should always be in capital letters followed by a superscript registered mark. For additional guidelines, visit [www.energystar.gov](http://www.energystar.gov).

## COPYRIGHT INFORMATION

Please include the following line at the bottom of all literature:

©2012 Therma-Tru Corp. All rights reserved. THERMA-TRU and the Therma-Tru logo are trademarks of Therma-Tru Corp. Therma-Tru Corp. is an operating company of Fortune Brands Home & Security, Inc. [Month Year]

## PRODUCT BRANDS

Adjusta-Fit® frame  
Adjusta-Trim® frame  
Classic-Craft® door systems  
Classic-Craft® American Style Collection™  
Classic-Craft® Mahogany Collection™  
Classic-Craft® Rustic Collection™  
Classic-Craft® Oak Collection™  
Classic-Craft® Canvas Collection™  
Fiber-Classic® door systems  
Fiber-Classic® Mahogany Collection™  
Fiber-Classic® Oak Collection™  
Flush-Fit™ frame  
PDF® hinged patio door systems  
Picture Perfect™ Virtual Designer  
Profiles™ steel door systems  
Same-Day® stain  
Smooth-Star® door systems  
Traditions steel door systems  
Tru-Defense® door systems  
Vinyl patio door systems

## GLASS DESIGNS

Arcadia™	Maple Park®
Ashurst™	Frosted Images®
Augustine®	Hazelton™
Avonlea™	Homeward™
Bella™	Kensington™
Bevelline™	Keystone™
Blackstone®	Longford™
Brookside	Provincial™
Cambridge™	Salinas®
Camino®	Saratoga™
Central Park	Savannah™
Concorde™	Sedona
Contemporary	Texas Star
Crystal Diamonds™	Villager™
Crystalline™	Wellesley™
Element	

**EXAMPLES OF ACCEPTABLE NOUNS TO USE FOLLOWING THESE TRADEMARKS INCLUDE GLASS, GLASS DESIGN AND GLASS FAMILY.**

# Creative Elements: Color Usage

## BRAND COLORS

The Therma-Tru® brand logo colors are red and gray. No tints, shades or other variations should be used.

## COLOR SPECIFICATIONS

For the red door in the logo, and in any other instance where red will be used, always use the Therma-Tru Red. The value for this color is PMS 485. For printing 4-color, it is CMYK: C-0, M-100, Y-100, K-0. For Internet, it is Web-safe: ff3300 or RGB: R-237, G-28, B-36.

For Microsoft Word, PowerPoint and other on-screen applications, use JPEG files. When printing high-resolution, use EPS files.

For the Therma-Tru letter forms, always use the Therma-Tru Gray. The value for this color is PMS 423. For printing 4-color, it is CMYK: C-0, M-0, Y-0, K-60. For Internet, it is Web-safe: 666666 or RGB: R-102, G-102, B-102.

## WHY GRAY?

Gray pushes the red door portion of the logo forward – keeping in step with our brand strategy and the Red Door Promise. This treatment visually elevates the red door symbol within the logo.

**THERMA TRU**  
DOORS



Therma-Tru® Red

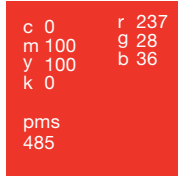


Therma-Tru® Gray

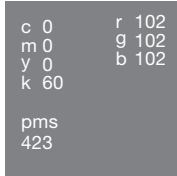
	Therma-Tru® Red	Therma-Tru® Gray
Pantone®	PMS 485	PMS 423
4-Color Process	100 cyan 100 magenta	60% black
R	237	102
G	28	102
B	36	102
Web-Safe RGB	ff3300	666666
Unrestricted RGB	ed1c24	6a6565

# Creative Elements: Color Usage (continued)

## BRAND COLOR PALETTE:



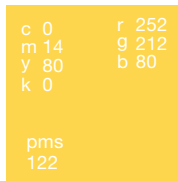
Therma-Tru® Red



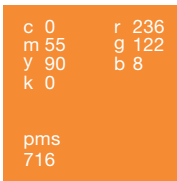
Therma-Tru® Gray

The colors identified on this page are to be used as accent colors in Therma-Tru® branded communications. Using these colors helps to quickly and visually distinguish Therma-Tru product lines. Bold solid color is not recommended for background use. The 90% black must be used for all body copy with the exception of point sizes smaller than 7pt – or 9pt for 12 Ultra Light Extended or 27 Ultra Light Condensed – for which 100% black must be used.

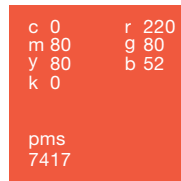
## PRODUCT SPECIFIC AND ACCENT COLORS:



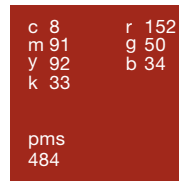
Light Yellow  
Back of Book Tabs



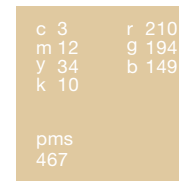
Moderate Orange  
Classic-Craft®



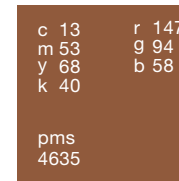
Dark Reddish Orange  
Fire Doors



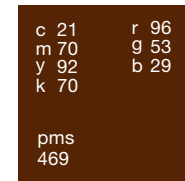
Dark Red  
Profiles™ & Traditions



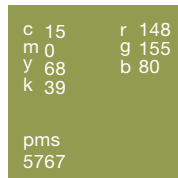
Light Tan  
Accent Color



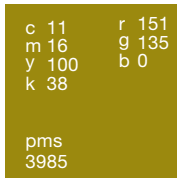
Light Brown  
System Components



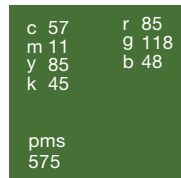
Dark Brown  
Options Palette,  
Accent Color



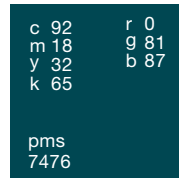
ICON Green  
Classic-Craft®  
Icon Collection™



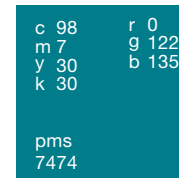
Sage  
Patio Doors



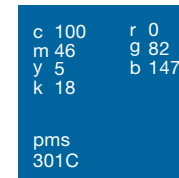
Green  
Accent Color



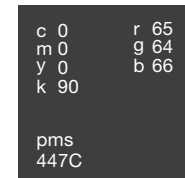
Dark Aqua  
Tru-Defense®



Light Aqua  
Accent Color



Cerulean Blue  
Fiber-Classic® &  
Smooth-Star®



90% Screen Black  
Text

# Creative Elements: Logo Usage

## CORRECT OPTIONS FOR THERMA-TRU® LOGO:

4-Color Logo



1-Color Logo  
on solid background



4-Color Logo  
reversed on black



1-Color Logo



Logos are a key visual component to a brand's identity. They are unique and designed to complement a company's name and its products. The Therma-Tru® logo has two basic elements – the custom typeface and the red door symbol between *Therma* and *Tru*. The gray typefaced logo with red door is our primary identity and should be used whenever possible, especially on core Therma-Tru communications. The reverse typeface logo in white should be used only when applied on a dark-colored background.

### Size Guidelines

The Therma-Tru logo should appear large enough to be clearly identified.

**Print:** Minimum size is ¾" wide.

**Online:** Minimum size is 125 pixels wide.

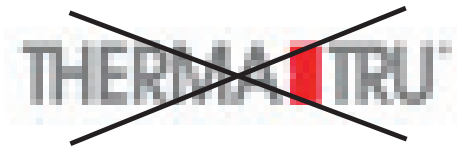
# Creative Elements: Logo Usage (continued)

## INCORRECT USAGES FOR THERMA-TRU® LOGO:

DO NOT  
Stretch the logo horizontally to  
fit in a particular space.



DO NOT  
Increase the scale of a  
low-resolution logo that  
will result in pixelation.



DO NOT  
Stretch the logo vertically to  
fit in a particular space.



DO NOT  
Enclose the logo within  
a holding shape.



DO NOT  
Change the color  
of the logo.



DO NOT  
Change the font  
within the logo.



DO NOT  
Use the positive version of the  
logo against dark backgrounds.



DO NOT  
Use the logo without all  
of its components.



DO NOT  
Rearrange the components  
within the logo.



DO NOT  
Use the reverse 4-color  
version of the logo against  
backgrounds where  
elements will blend.



# Creative Elements: Logo Usage (continued)

## THERMA-TRU® ACCUGRAIN® TECHNOLOGY

4-Color Logo



1-Color Logo on solid background



1-Color Logo



### Exclusively for the Classic-Craft® Product Line

The AccuGrain® logo symbolizes our leading-edge graining technology. It is, therefore, imperative that the AccuGrain logo is used as illustrated in this document. Use the AccuGrain logos as shown here without alterations. The ® symbol must always appear at legible size and will always be positioned outside of the circle on the lower right-hand corner.

### Color Specifications

For a 2-color version of the logo, print in these two colors: Black and PMS 485. The logo's outer circle, the "A" and the "G," and the word "TECHNOLOGY" will all appear in PMS 485. All other elements are to be reproduced in black. The 1-color version of the AccuGrain logo will always print in black as a solid or as black with accent tints at 65%. Reversing to a white background is allowable on dark-colored backgrounds. For any instance where red will be used, always use the Therma-Tru Red. The value for this color is PMS 485. For printing 4-color, it is CMYK: C-0, M-100, Y-100, K-0. For Internet, it is Web-safe: ff3300 or RGB: R-237, G-28, B-36.

### Size Guidelines

The AccuGrain logo should appear large enough to be clearly identified. If you cannot read the word "TECHNOLOGY," the logo has been reproduced too small.

**Print:** Minimum size is  $\frac{3}{4}$ " wide.

**Online:** The minimum logo size is 75 pixels wide. NOTE: The ® will need to be large enough to be read clearly.

# Creative Elements: Tagline Usage

## CORRECT OPTIONS FOR THERMA-TRU® TAGLINE:

The Therma-Tru® approved tagline is:

*The Most Preferred Brand in the Business™ = 33 Thin Extended Oblique, 15pt*

This font face should only be used on point sizes greater than 12pt.

***The Most Preferred Brand in the Business™ = 63 Medium Extended Oblique, 15pt***

This font face must be used on point sizes less than 12pt, but can be also be used as an alternate font face for point sizes larger than 12pt.

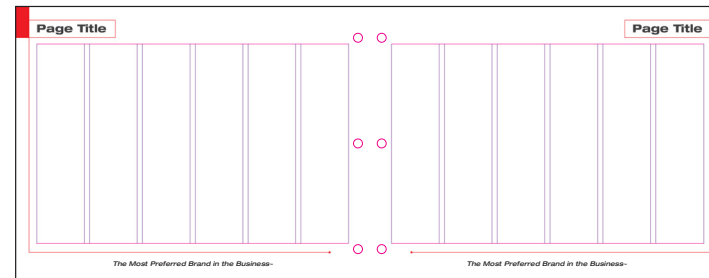
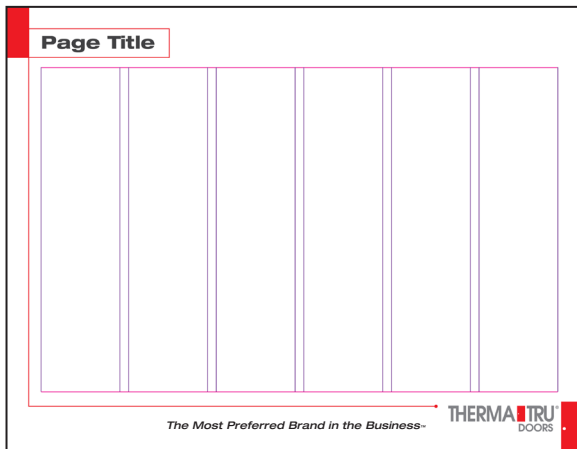
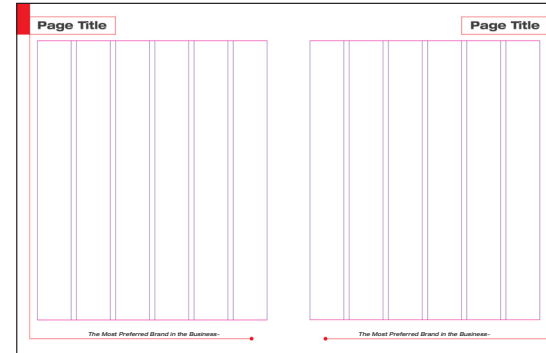
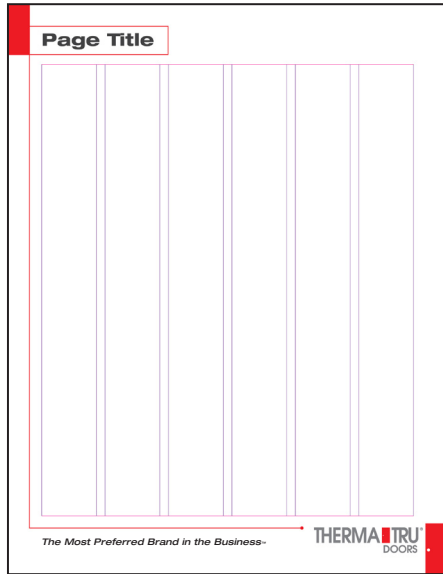
The tagline is to be used in advertising, Web and literature when deemed appropriate. The tagline is not part of the Therma-Tru logo and must be placed away from the Therma-Tru logo. Refer to page 12 for examples of placement. Recommended font faces are as listed in above examples. Recommended color is 90% black.



The tagline CANNOT be placed below the logo.

# Creative Elements: Tagline Usage (continued)

## CORRECT OPTIONS FOR THERMA-TRU® TAGLINE:



# Creative Elements: Font Usage

## HELVETICA NEUE LT STD

Easy-to-read and cleanly simple in style, the Helvetica Neue LT Std font is the chosen visual ambassador for the Therma-Tru® brand. As such, it plays an important role in helping to project the company's messages of ease, simplicity and inspiration. The Extended family of the font endows this traditionally popular typeface with a contemporary flair.

### PREFERRED TYPE WEIGHTS:

23 Ultra Light Extended *ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*

33 Thin Extended *ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*

43 Light Extended *ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*

53 Extended *ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*

53 Extended Oblique *ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*

63 Medium Extended **ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

73 Bold Extended **ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

57 Condensed *ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*

77 Bold Condensed Oblique ***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***

Other Helvetica Neue LT Std weight options may be used only when necessary to accommodate certain space restrictions or unique applications, such as signage or Internet use.

# Creative Elements: Font Usage (continued)

## EXAMPLES FOR A PRINTED PAGE

Titles,  
73 Bold Extended

# Title

Main Headings,  
73 Bold Extended

## Main Heading

Subheads,  
63 Medium Extended

### Subhead

Lead-In Headings,  
75 Bold Extended

**Bold Lead-in** Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci

Bullets,  
53 Extended

■ **Bullets** Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat.

Product Names,  
53 Extended Oblique

Dignissim qui blandit praesent luptatum. *“Product Brand Name”* Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat.

Numbers,  
53 Extended

**1. Numbers** facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo.

Body Copy,  
43 Light Extended

Captions: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim.

Captions, 57 Condensed

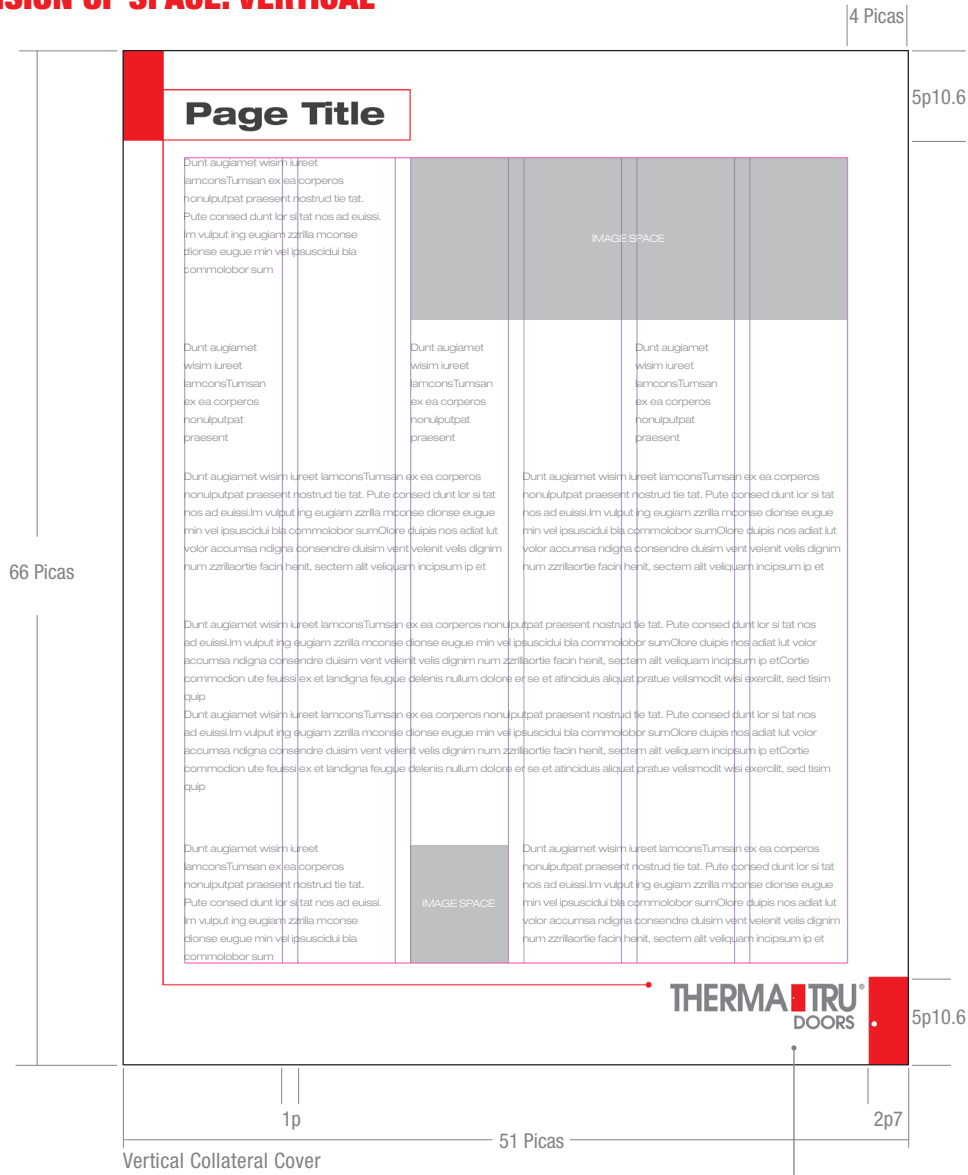
*Quotes – “Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.”*

Quotes,  
77 Bold Condensed Oblique

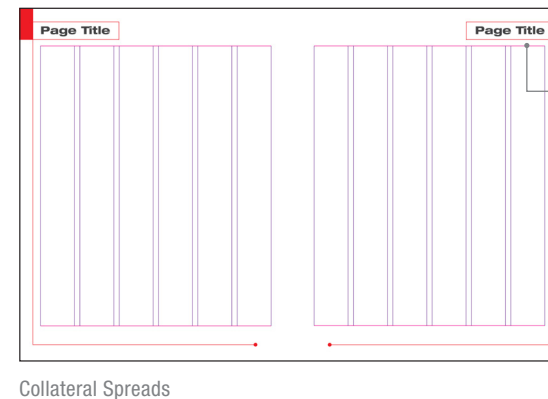
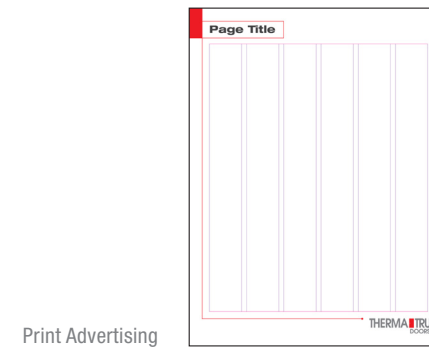
These bullet points are representative of our red door used throughout the brand standards and guidelines. Using this image reiterates our brand symbol and provides consistency. These bullet points must remain proportionate to the red door in the Therma-Tru® logo.

# Templates: Grid Systems

## DIVISION OF SPACE: VERTICAL

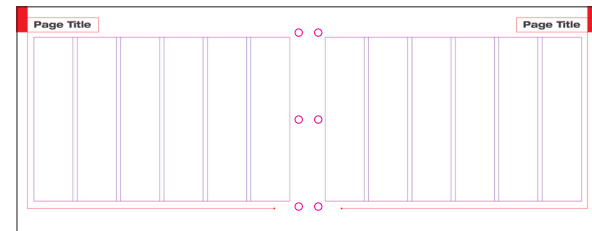
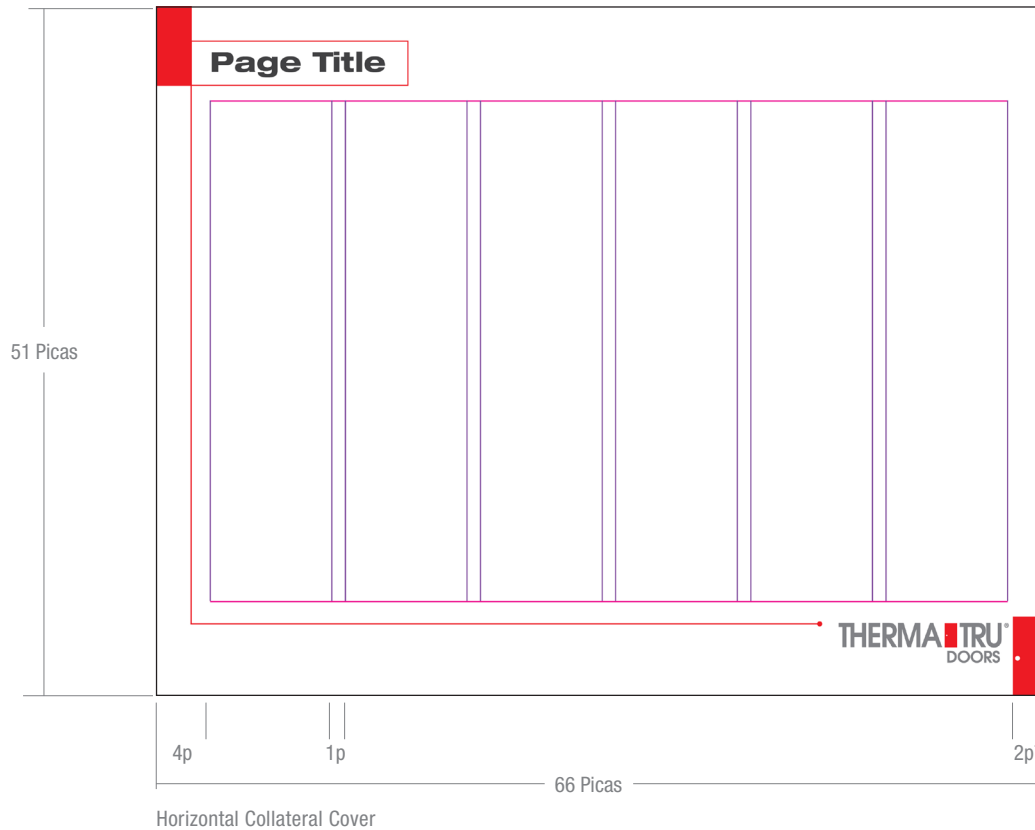


A simple grid system allows for flexibility within a layout. This structure can accommodate a variety of column widths and formats to help organize information on a page. All Therma-Tru® communication pieces are to follow a 6-column grid system.

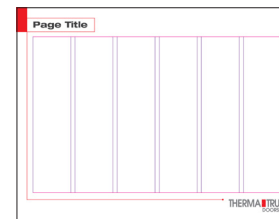


# Templates: Grid Systems (continued)

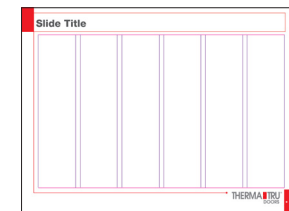
## DIVISION OF SPACE: HORIZONTAL



Horizontal Colateral



Web



PowerPoint

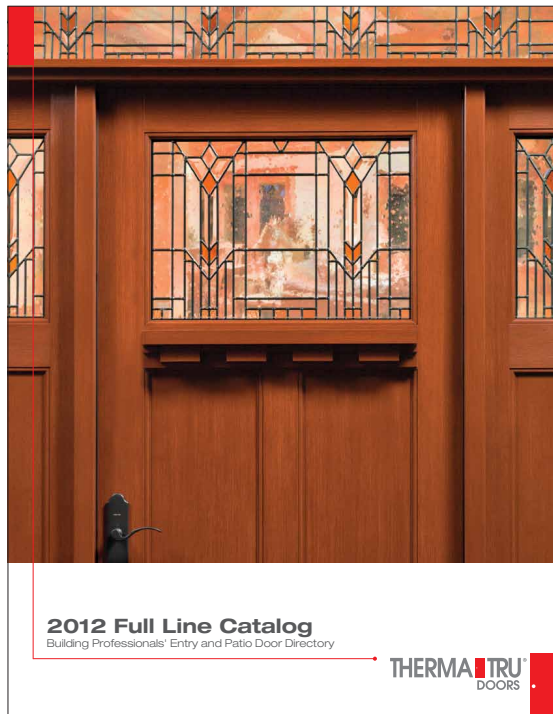
5p10.6

# Templates: Red Door Device

## DIVISION OF SPACE: HORIZONTAL

The red door device is incorporated into branded communications as a visual depiction of Therma-Tru® Doors. It is to be shown in Therma-Tru Red, positioned in the lower right-hand corner of a page layout, and leveraged in the following manner:

- Print Advertising
- Collateral Front Covers
- PowerPoint



## Logo Cropping



Correct

The red door must remain proportionate to the red door in the logo.



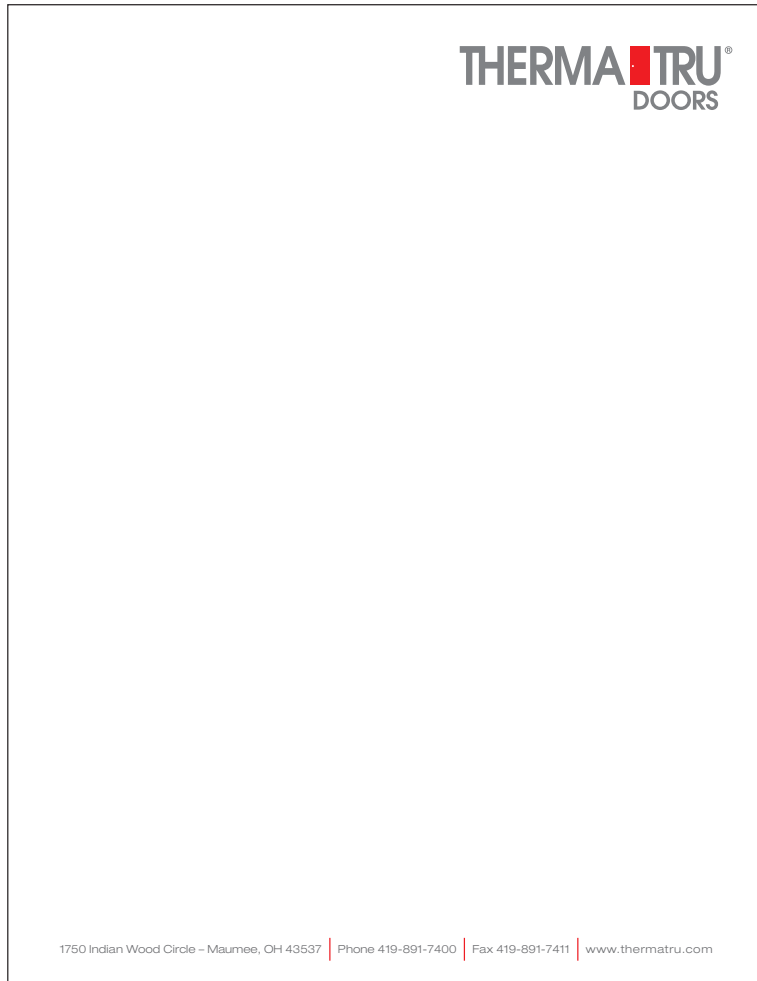
Incorrect



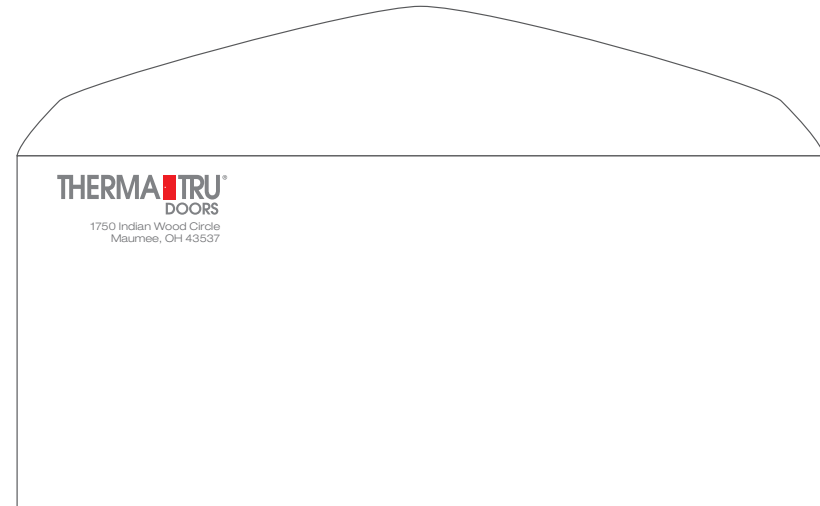
Incorrect

**THERMA TRU**  
DOORS

# Templates: Stationery



Letterhead



Envelope



Business Card