



The Decking Solutions Company

2009 Graphic Standards Guide

# Graphic Standards

## The Logo

The new logo which represents Fiberon appears here. To maintain a consistent level of quality in the reproduction of this mark, always use the electronic art provided. Do not attempt to recreate the logo on your own. Always enlarge and reduce the logo proportionally. Please note the minimum allowable size restriction and minimum amount of clear space allowable around the logo. Please refer to color sections for further color usage.

### **The Proportions of The Logo**

The proportions of the logo are not to be altered.

### **Minimum Clear Space**

For greatest impact, we require that the Fiberon's logo be printed with a minimum amount of clear space around all four sides. By doing so it will not be crowded or violated by typography and other graphic elements. The unit of measurement you should use for determining the minimum amount of clear space allowable is shown here as "X". We have defined "X" as the height of the Fiberon logo. A minimum of 1 "X" of clear space must remain around the logo at all times. This rule applies regardless of the size of the logo. There is no maximum clear space allowance. This logo works best with plenty of space around it, feel free to give it lots of room whenever you can.



### **Minimum Size Requirements**

The reproduction artwork posted on the Fiberon web site media center can be used to reproduce the Fiberon logo in a variety of sizes. To ensure the logo's integrity, clarity and impact, never reproduce it smaller than 1.125" (2.857cm) wide.



## Color Usage

Color plays an important role in the Fiberon identity, giving it more impact and consumer recognition. Whenever possible, use the three suggested spot colors for the logo. When three spot colors are not available, the next preference is four-color process. At times spot colors will not be used; these instances will be when placing full color ads in magazines or perhaps in other print materials where full color photography is being used. When printing in four-color process, CMYK equivalents of the Fiberon colors must be used. Always specify the highest available line screen for four-color process.

### Spot Colors

The spot color palette consists of two colors. The logo consists of Black and Red (PMS 485).



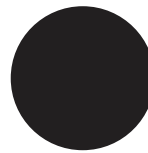
*Black*



*PMS 485*

### Four-Color Process Colors

Please use the following CMYK formulas when printing in four-color process.



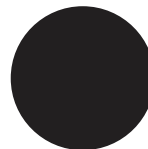
*C100 M100 Y100 K100*



*C10 M93 Y100 K2*

### Web Colors

The following Hexadecimal formulas should be used when using the logo for web applications.



*000000*



*B93819*

### RGB Colors

With the exception of web applications, the following RGB form should be used whenever the logo is to be viewed on-screen.



*R0 G0 B0*



*R185 B56 G25*

## Spot Color Usage: Logo Examples

The Fiberon logo should appear in two colors. If two colors are not available, a black and white application is provided.

### **Two Color Logo Applications**

Two colors are preferred for the Fiberon logo. Fiberon's colors are Black and PMS 485. The logo may also reverse out of a large field of black. The background field must be large enough so that it does not appear to be part of the logo.



### **Black & White Logo Application**

The logo should only be printed in black when there are no more colors available.



## Advertising and Promotional Creative Requirements

1. All ads must contain the Fiberon brand logo available online at [www.fiberondecking.com](http://www.fiberondecking.com) and used in strict accordance with the “Logo Usage and Guidelines” presented in this document.
2. The sole use of Fiberon logo and/or trademarks does not qualify advertising for Co-Marketing reimbursement.
3. All Distributor or Retailer-created ads must represent Fiber Composites and its products in a fair and ethical manner. All advertising must comply with U.S. Federal Trade Commission guidelines along with state and local laws.

## Brand



## Brand Category Logo Usage

1. Fiberon is the brand category designated for distributors of Fiber Composites building products.
2. The Fiberon logo may be used by itself without the tagline, “The Decking Solutions Company” only when tagline is too small to read on embroidered apparel.

## Trademarked Sub-brands

Fiberon requires the use of the appropriate trademark symbol when using the following sub-brands:



## Descriptive Phrases

### **Attributes:**

The following attributes may be applied to any description of any Fiberon product.

### **ACCEPTABLE:**

strong, enduring, high quality, durable, beautiful, long lasting, aesthetically pleasing. Synonyms of these adjectives and phrases are allowed.

### **ACCEPTABLE:**

“Easy maintenance”, “Low Maintenance” and “Requires Little Maintenance” may be used to describe any Fiberon product.

### **NOT ACCEPTABLE:**

“No maintenance”, “virtually no maintenance”, “maintenance free” or other similar phrases are not acceptable.

### **RESTRICTED:**

“The look of freshly painted wood.” May be used only for Fiberon Horizon Plus™ Railing.

## Warranty

### **ACCEPTABLE:**

The use of “warranted” is acceptable as in, “Fiberon Railing and Decking are warranted for 20-years.”

### **NOT ACCEPTABLE:**

The use of “guaranteed” is unacceptable as in, “Fiberon Railing and Decking are guaranteed to last for 20-years.

### **REQUIRED:**

When making any reference to the warranty, the word “limited” must proceed the word “warranty” as in: 20-year limited warranty.





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