

WAUDENA®



BRAND STANDARDS

WAUDENA® *brand standards*



Waudena® is an industry leading manufacturer of quality entrance systems that provide solutions to builders and homeowners. In the past 25+ years, Waudena has been an innovative leader in state-of-the-art production technologies and prefinishing. For more information about Waudena®, visit waudena.com.

VISUAL IDENTITY

These guidelines outline how Waudena® identity must be used to ensure consistency throughout all of our communications, while maximizing our marketing message. The brand must work from the inside out to be truly effective and therefore we must learn to apply it with the following in mind.

VIRTUAL IDENTITY

To expand our digital presence and consistent brand recognition, Waudena® marketing can provide digital resources (logos/images) for customers to add to their websites and social media platforms.

Waudena® marketing:
marketing@waudena.com

BRAND LOGO

Waudena® invites you into their home with their logo design. The concept of an inswing door is the basis of the design, showcasing a different color for the frame & panel of the door. The icon of a door helps to identify who Waudena® is as a brand.

The logo was designed to be used both horizontally and vertically, along with or without the product name shown. The logo is also available in all black or white.



NOTE: The Waudena® logo should be treated as one object and should not be separated. The logo is never to be redrawn or modified in any way.

AVAILABLE LOGO FORMATS:

JPG: Compressed no-editable // standard
EPS: Encapsulated PostScript // vector based
PNG: image compression // web use only

LOGO WITH PRODUCT NAME

Shown in horizontal format; also available vertically.



BRAND NAME

In text form, Waudena must be typed with an upper case “W”.

In published documents, Waudena® must include a registered trademark symbol of ®.

The unpublished version is Waudena.

BRAND TYPOGRAPHY

The Waudena® brand utilizes a combination of following font styles. The Work Sans and Montserrat font families can be downloaded from [fontsquirrel.com](https://www.fontsquirrel.com).

Taglines, highlighted text:

SOUTH COAST – a cool and confident brush font designed to deliver refreshing script lettering to a range of design projects.

Home is an expression of who you are.

Body text in Light, Regular or Italics:

WORK SANS – a modern, san-serif font. It's clean and sleek, and very legible at smaller sizes.

Craftsman style houses are most well-known for their low-pitched overhanging roofs and column-heavy front porches. When it comes to craftsman design style, it is all about the details. Featuring statement fireplaces, built in bookcases and thick trim and molding, this style truly stands the test of time.

Headers and Subheadings in Bold or SemiBold:

MONTSERRAT – a bold & modern geometric font comprised of simple shapes. With its versatility and simplicity, and works well with any design project.

NOVUS
SMOOTH FIBERGLASS

BRAND COLORS

The colors chosen are a powerful combination of modern and traditional design, they reflect on today's home trends, our brand, and the future of our industry.

Black is used for main body text. All colors are used for design elements, taglines, and headings.



INDIGO DYE

R0, G65, B107
C100, M77, Y34, K21
HEX# 00416b
Pantone 7694C

CREAMY WHITE

R234, G232, B227
C7, M6, Y8, K0
HEX# eae7e3

SKY GRAY

R167, G168, B169
C33, M24, Y20, K2
HEX# a7a8a9
Pantone Cool Gray 6C

BLACK

R35, G31, B32
C0, M0, Y0, K100
HEX# 231f20

DUSTY GRAY

R83, G89, B89
C66, M54, Y54, K29
HEX# 535859

YELLOW GOLD

R211, G178, B98
C17, M27, Y72, K1
HEX# d3b162

SLATE BLUE

R65, G83, B100
C78, M60, Y44, K25
HEX# 415364
Pantone 7545C

SAND DRIFT

R196, G190, B182
C24, M21, Y26, K0
HEX# c4beb6
Pantone 400C