



STRATALAM[™]
NZ ENGINEERED GLULAM



BRAND GUIDELINES





Index

Why this guide is important	4
How to use this guide	5
Why we have the Stratalam brand	6
Who is responsible for protecting the brand	6
Legal considerations	7
Our Logo	7
Logo clear space	8
Minimum size	9
Colour reproduction	10
Black and white reproduction	11
Typography	12
Advertising tips	13
Signage	14

Why this guide is important

We have invested a considerable amount of time and effort to create our distinctive Stratalam Glulam brand. The brand is a key asset. It is a valuable property and it must be protected and its use must be managed carefully to increase its value over time.

To achieve this it is vital the Stratalam brand's visual identity is used correctly and consistently. Incorrect use will diminish its value and our ability to legally protect the Stratalam identity.

The use of the Stratalam visual identity requires care and attention at all times. Whenever the Stratalam brand identity is used it is governed by the guidelines in the following pages.

As you can see the application of these guidelines must be exact right down to details like the typefaces and colours so they convey a consistent message to our customers, the same attention to consistency they expect from the Stratalam product itself. The Stratalam name and image will also remind our customers of all the unique benefits of Stratalam glulam.

If we don't take care our Stratalam name can develop in unexpected ways. Imagine the confusion if every 'Stratalam' production plant decided to use their favourite colour for our logo.

How to use this guide

The management of the 'Stratalam' brand is an ongoing task. Every one of us is responsible for managing the brand correctly. The key is to follow the guidelines set out in detail in this manual. If a situation arises that is not covered in the manual or you need advice on any aspect of Stratalam promotional material, please contact our Marketing Consultants, Y&R, on 09 308 5334.

Why we have the Stratalam brand

The Stratalam brand is more than just a name and a logotype. Like all brands, it works as a kind of shorthand to remind everybody associated with the building industry the unique Stratalam points of difference and the product qualities.

The Stratalam brand instantly communicates all the special benefits specifiers, builders and customers expect from our product and are essential to create a climate of trust and dependability.

Who is responsible for protecting the Brand

Everybody who has the authority to make decisions involving the use of application of the Stratalam brand is responsible. They must become familiar with the guidelines set out in this manual. It's important that the key visual identity elements are familiar and the way they are to be used in any promotional activity such as sponsorships, local advertising, signs and displays is clearly understood. If in doubt, ask for advice.

The Legal Considerations

We have registered the Stratalam trademark to protect the identity of our name. This gives us exclusive rights to use the name and 'look' of the Stratalam brand and distinguishes our brand from other glulam manufacturers. This trademark is a commercial asset and has its own value like any other business asset.

But we need to be vigilant. Our Stratalam registered trademark must be used only in its correct form. Improper use will dilute its value to us and make it more difficult to recognise, but most importantly of all, it may affect our ability to legally protect the Stratalam brand. It is important to report any misuse to our Marketing Consultants.

Our logo

This is our Stratalam logo, and it must be reproduced in exactly this way, in its entirety. The name 'Stratalam' and the descriptor line 'New Zealand Engineered Glulam' and the 'wings' must always be the same proportions to each other. The spaces between those elements must not be altered in any way and must always appear together.



Logo Clearspace

Clearspace is space around the logo that separates it from the surrounding pictorial and written material. It ensures that the logo is easily seen and recognised. It avoids the risk of the logo being lost amongst visual clutter.

We have indicated the minimum clear space which must be allowed around the logo. We have used the "S" in the logo to indicate this space. Simply use the "S" in the logo, in the size you intend to reproduce the logo and this will give you the minimum clear space to be allowed around the logo.



Minimum Size

The minimum size the Stratalam logo can be used is 30mm in width.



Colour Reproduction

To ensure maximum legibility there should be as much contrast between the logotype and any background as possible. The ideal background colour is white. The Pantone matching system is the preferred way to match the Stratalam brand logo colours.

On a light or white background colour use:



Stratalam Grey Wording is **Pantone Cool Gray 11**

CMYK breakdown: C 0 M 2 Y 0 K 68

Stratalam Green is **Pantone 376**

CMYK breakdown: C 50 M 0 Y 100 K 0

On a dark background colour use:



The word 'Stratalam' is white

The Grey words "NZ ENGINEERED GLULAM" is **Pantone Cool Gray 7**

CMYK breakdown: C 0 M 0 Y 0 K 37

Stratalam Green is **Pantone 376**

CMYK breakdown: C 50 M 0 Y 100 K 0

Black and White Reproduction

The Stratalam brand logos can be reversed in reproduction. It must always be reproduced as white text on a dark background and black text on a white background.

Black and white reproduction on a light background:



Black and white reproduction on a dark background:



Typography

These are the typefaces that have been selected for use with the Stratalam brand material. Their use will also assist in projecting a consistent image.

Myriad Bold is the font to be used for major headings over 14 pt in size.

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz1234567890

Myriad Bold is the font to be used for title headings over 14 pt in size.

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz1234567890

Myriad Roman is the font to be used for body copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz1234567890

Ideal point size is 9pt with 11pt leading between lines. Minimum size is 6pt with 8pt leading. If these fonts are unavailable the recommended alternative is Arial.

This font is commonly available however the recommended fonts are to be used wherever possible.

Advertising tips

Advertising plays an important role in communicating the personality of the brand to our customers. The following guidelines will assist to produce more effective advertising material that will protect the Stratalam brand.

Imagery

Graphics or photography should be of the highest quality.

Typography

Copy should be easy to read. Typographic elements should not interfere with the communication. For typeface guidance see page 12.

Tone and manner

Copy plays an important role in delivering the message. The tone of the copy should be factual, accurate and precise. Avoid slang and exaggerated product claims.

Brand signatures

The product logo should appear where possible in the bottom right hand corner of the advertisement or in another prominent place using the clear space guidelines.

Colours

The dominant colour, when producing an advertisement should be the Stratalam brand colours. Other colours may be used as highlight colours but care must be taken to ensure that they complement rather than detract from the brand colour.

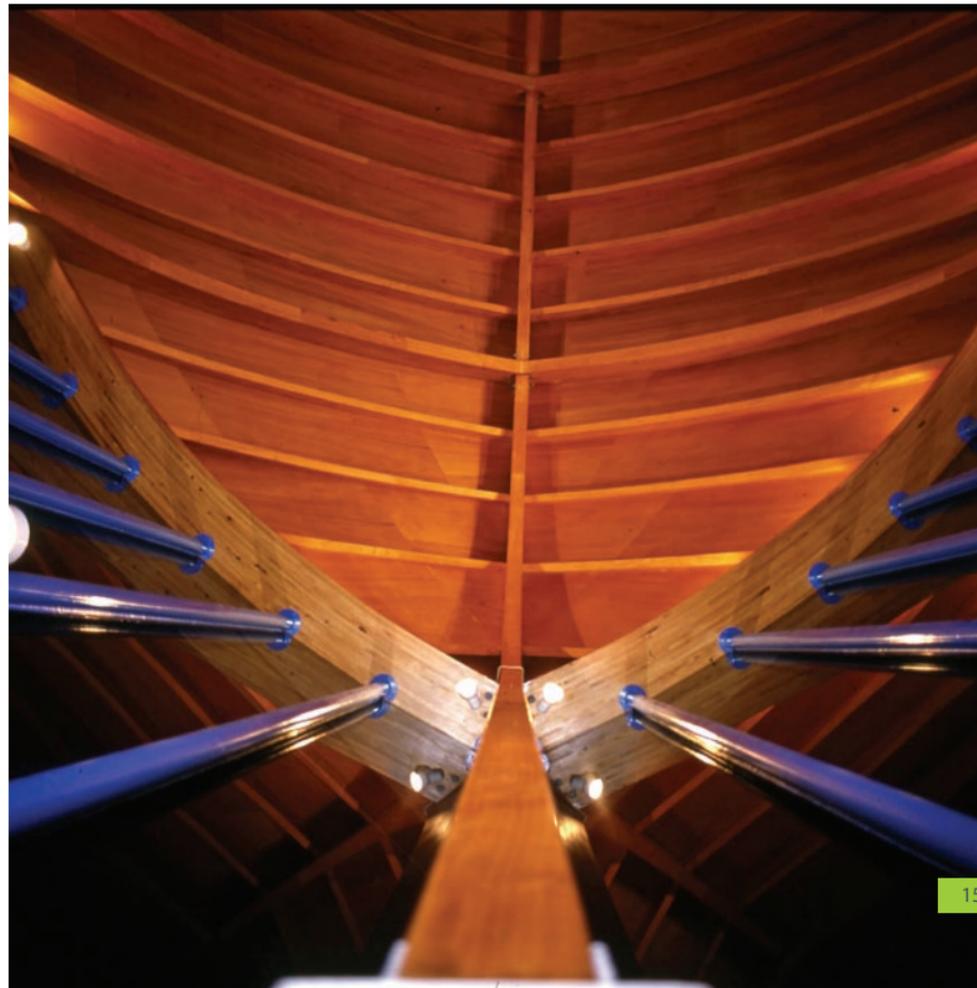
Signage

Any signs of any size should always feature the full Stratalam logo in its correct colours, or simply in black and white. Clear space is important to allow the logo and any messages to be seen and understood against busy backgrounds. Use few words for maximum impact.

Provide the sign writer with the names of the approved typeface and provide colour samples or the technical colour details of the Stratalam logo elements using the information from this guide

The Stratalam logo must not be distorted, expanded or contracted in any way.

DO NOT:



STRATALAM™
NZ ENGINEERED GLULAM



New Zealand Enquiries
Freephone:
0800 NZ Strata (0800 697 8728)

Offshore Enquiries
www.Stratalam.co.nz