



MASTERGRAIN™
REDEFINING THE ENTRY DOOR

Branding Guidelines

06/09/2016

FONTS - Headlines:

FONTS - Body copy/titles:

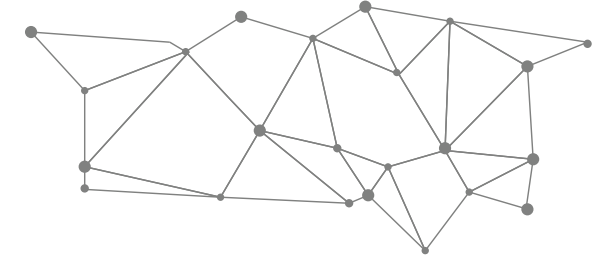
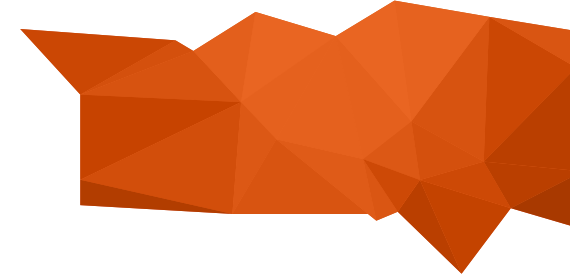
FONTS - Body copy/titles:

Design style elements

Gotham Book
Gotham Medium
Gotham Black

Gotham Condensed Book
Gotham Narrow Ultra

Gotham Narrow Book
Gotham Narrow Bold
Gotham Narrow Ultra



Colours: Grey, Orange

Black background:

Spacing: Based on thickness of the icon lines

CMYK
57, 49, 46.5, 15

CMYK
3, 73, 99, 0

PMS 10U

PMS 021U

PMS 10U

CMYK
3, 73, 99, 0

x1



x2



x3



Vertical: Poly icon (icon up + shadow 70%)



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Vertical: Poly icon on top of text NO SHADOW



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Vertical: Flat icon on top of text



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Horizontal: Poly icon left of text (shadow 70%)

Horizontal: Poly icon left of text - NO SHADOW

Horizontal: Flat icon left of text





MASTERGRAINTM
REDEFINING THE ENTRY DOOR



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MASTERGRAINTM



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MASTERGRAINTM

Reverse white logo on black



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MASTERGRAIN™



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MASTERGRAIN™

Black logo on white



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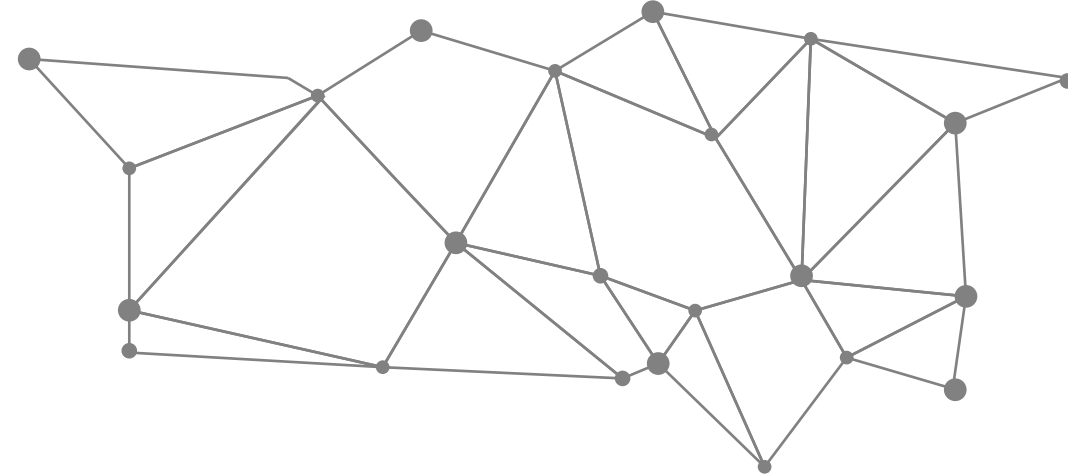
MasterGrain Logo Options for promotional products: Solid White or Solid Black - NO Tag-line or MOVE Tag-line another location





MASTERGRAIN™
REDEFINING THE ENTRY DOOR

EDGE





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i.e.) "Fiberglass [door/frame/component] images provided courtesy of MasterGrain.", linking to our website www.MasterGrain.com wherever possible

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