

brand guidelines





Let life inTM

JELD-WEN products represent so much more than light sources and entryways. They can let in a scent, a sound, a day, a night. A familiar view or a sneak peek. A gentle breeze, a warming ray, a grand entrance, a friendly face. An invitation, an unexpected guest, a wave hello, a welcome back. A moment, a lifetime, a family, a home. The JELD-WEN brand, like all of its products, is meticulously crafted with a single purpose in mind. Let life inTM.





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voice

Inspiring yet sensible, the JELD-WEN voice speaks of brilliant design that stands the test of time. Confident yet restrained, it encourages bold choices while enabling the customer to play the role of conductor, with technical guidance when necessary.





SPEAK FREELY

Like our windows and doors, our tone should make the reader feel right at home.

THE WAY WE SOUND

Communications are aimed at homeowners with custom doors handcrafted of the finest wood. They are also aimed at contractors who install windows in an apartment building. In any case, the communications speak the same language. It's one of knowledge and support, respect and encouragement, excitement and reassurance. Our goal is to instill in the reader a feeling of confidence in both the JELD-WEN product and the company.

TO CONSUMERS

The new Siteline® collection offers inspiration and performance like no other. Multiple styles, colors and options enable you to create a classic or modern look, while AuraLast® wood provides protection from moisture.

As always, energy-efficient glass keeps the comfort on the proper side of the pane. It's all designed to Let life in™ to your home.

SAMPLE TEXT FOR CONSUMERS

TO DEALERS

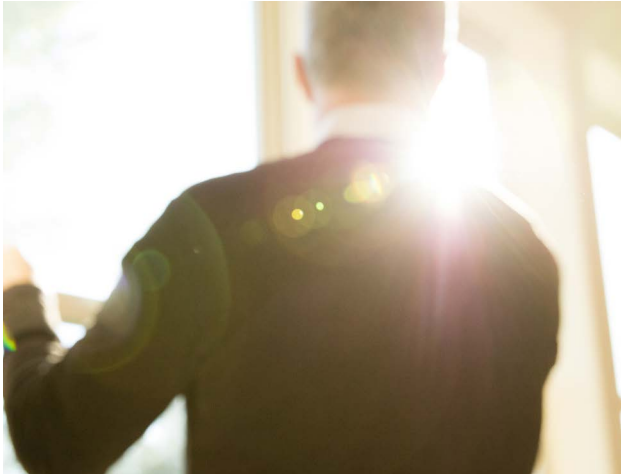
The new Siteline® collection offers your customers inspiration and performance like no other. Multiple styles, colors and options enable you to satisfy any job from classic to modern, while AuraLast® wood provides protection against rot. As an ENERGY STAR® partner, JELD-WEN offers energy-saving options to keep homes comfortable and efficient, helping you Let life in™ to your customers' homes.

SAMPLE TEXT FOR DEALERS

photos

Let life in™ is the guiding principle for JELD-WEN communications, including photography. It's a positive outlook that shines light on products and people alike, showcasing lifestyle and energy as well as quality and craftsmanship.





LIFESTYLE PHOTOGRAPHY

Authenticity, or an unstaged quality is most important in lifestyle photography. Settings should feel real and believable. A personal connection is made with the viewer as if they are witnessing real life in which the product takes a back seat. True focus is placed on the moment and how people of diverse backgrounds and personalities engage with their surroundings. There is a warmth that comes through in the imagery, achieved by natural light. It is also preferred that subjects aren't looking at the camera.



PRODUCT PHOTOGRAPHY

Product photography should feel honest and genuine. Imagery should not look as if it were shot in a studio or manipulated in postproduction. Shadows and reflections should feel real and accurate. Natural light is preferred and even interior scenes should be lit by exterior sunlight rather than by artificial light when possible. Props and decorative elements should be in a current style with colors that are clean, fresh and light. An excess of decorative elements should be avoided, and an uncluttered, open aesthetic is optimal.

logos

More than just a company name, the logo represents a brand's signature. As it is the most recognizable and repeated element of the brand, it is crucial to ensure that the logo is treated with care and respect, and is consistently given the proper hierarchy and placement across all communications.



LOGO ELEMENTS

The logo consists of the JELD-WEN icon, the JELD-WEN logotype, the category descriptor, the JELD-WEN swoosh and the registered trademark symbol. As shown, the category descriptor “WINDOWS & DOORS” should always reside at the baseline of the logotype and should not be removed unless approved by either the director of marketing communications or the vice president of marketing. The registered trademark symbol may only be removed in approved applications (e.g., merchandise).



THE ICON

JELD-WEN BLUE



JELD-WEN
LOGOTYPE

JELD-WEN BLUE

CATEGORY
DESCRIPTOR

JELD-WEN BLUE

JELD-WEN
SWOOSH

SWOOSH BLUE

REGISTERED
TRADEMARK

JELD-WEN BLUE



LOGO COLOR

The JELD-WEN logo has four main colorways. The preferred option is the full-color logo, using both JELD-WEN blue and swoosh blue. One-color logos include all blue, all black or lastly, white reversed on a blue background. A white background must be used for the positive options, while the reversed option can only be placed on a JELD-WEN blue background.

TWO-COLOR SPOT OR FOUR-COLOR CMYK



BLACK



ONE COLOR



REVERSED



BACKGROUND COLOR

Please make sure the logo has enough contrast to stand out from the background. The preferred background color for the logo is white. On dark backgrounds, it's best to use the reversed version of the logo. Reverse a white logo out of a 100 percent JELD-WEN blue background.

LOGO USAGE

When using the JELD-WEN logo, make sure it is at least 1 1/2 inches wide. To ensure legibility, high-quality printing is mandatory when the logo is this small. The icon and logotype lockup should generally be placed with the clear space as shown. Other elements are not to encroach into this area. Maintain a minimum clear space of at least the height of the icon, with the preferred space being the width of the icon.



PROHIBITED LOGO USAGE



LOGO DON'TS

DO NOT stretch or skew the logo in any way. DO NOT place the logo over photos, heavily textured backgrounds or gradations. The logo should not be used as a masthead or formal title of a document. DO NOT rotate or screen back the logo. DO NOT spell out "&" to read "and" (WINDOWS AND DOORS).

JELD-WEN STACKED LOGO

In the rare instances when the full JELD-WEN logo is not an option, the JELD-WEN stacked logo is the next best thing. This logo may be considered when it is not possible to print the full JELD-WEN logo at a large-enough size for readability.



ONE COLOR



BLACK



REVERSED



STACKED LOGO COLOR

Like the full JELD-WEN logo, the stacked logo has three colorways. The preferred option is the one-color JELD-WEN blue. There is also an all-black version and white reversed on a blue background. A white background must be used for the positive options, while the reversed option can only be placed on a JELD-WEN blue background.

STACKED LOGO USAGE

The stacked JELD-WEN logo should always consist of the “JW” icon above “JELD-WEN WINDOWS & DOORS.” Each element should be the same width. The stacked logo should have a minimum distance around it that is equal to the height of the “W,” while the preferred distance is the height of the “J.” The minimum size for the JELD-WEN icon is 1 inch wide.



PROHIBITED STACKED LOGO USAGE



STACKED LOGO DON'TS

DO NOT place the JW icon anywhere but above "JELD-WEN WINDOWS & DOORS." DO NOT vary the width of each element in relation to each other; they should remain the same width at all times. DO NOT vary the distance between the elements, always maintain the height of the ampersand between them. DO NOT tilt, angle or distort the stacked logo. DO NOT use colors other than those specified.

JELD-WEN ICON

The full JELD-WEN logo should be used in all applications when possible. In very rare instances, however, the JELD-WEN icon may be used alone. Exceptions may be considered when it is not possible to print the JELD-WEN logo at a large-enough size for readability, and only then with the prior permission of the marketing team.



ONE COLOR



BLACK



REVERSED

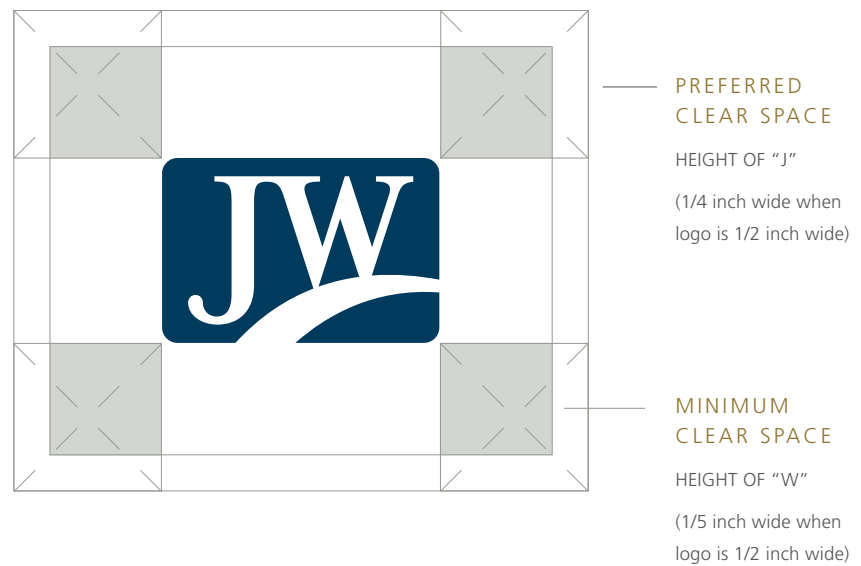


ICON COLOR

The JELD-WEN icon has three colorways. The preferred option is the one-color JELD-WEN blue. There is also an all-black version and white reversed on a blue background. A white background must be used for the positive options, while the reversed option can only be placed on a JELD-WEN blue background.

ICON USAGE

The icon should have a minimum distance around it that is equal to the height of the “W,” while the preferred distance is the height of the “J.” The minimum size for the JELD-WEN icon is 1/2 inch wide.



PROHIBITED ICON USAGE



ICON DON'TS

When using the stand-alone JELD-WEN icon, DO NOT tilt, angle or distort the icon. DO NOT use colors other than those specified.

AuraLast[®] guidelines

A key product differentiator for JELD-WEN is AuraLast® pine. This patented wood product provides unrivaled protection against wood rot, water damage and termites.

LOGO ELEMENTS

A new AuraLast® logotype has been created and will replace the previous marks. The Auralast® logo consists of the inverted triangle shield and trademarked AuraLast™ name. The shield mark and logotype should not be separated or modified in any way. The trademark symbol may only be removed in approved applications (e.g., merchandise).



PREVIOUS
MARKS
DO NOT USE





THE SHIELD

PMS 5483
CMYK 42 | 10 | 16 | 31

LOGOTYPE

PMS 432
CMYK 47 | 24 | 14 | 75

LOGOTYPE

PMS 5483
CMYK 42 | 10 | 16 | 31

TRADEMARK

PMS 5483
CMYK 42 | 10 | 16 | 31

TWO-COLOR SPOT



FOUR-COLOR CMYK



BLACK



REVERSED



BACKGROUND COLOR

Please make sure the logo has enough contrast to stand out from the background. The preferred background color for the logo is white. On dark backgrounds, it's best to use the reversed version of the logo. Reverse a white logo out of a 100 percent JELD-WEN blue background or black when necessary. DO NOT use the logo over images or heavily textured backgrounds.

LOGO USAGE

When using the AuraLast® logo, make sure it is at least 1 1/2 inches wide. To ensure legibility, high-quality printing is mandatory when the logo is this small. The icon and logotype lockup should generally be placed with the clear space as shown. Other elements are not to encroach into this area. Maintain a minimum clear space of at least the height of the inverted triangle element.



PROHIBITED LOGO USAGE



LOGO DON'TS

DO NOT stretch or skew the logo in any way. DO NOT place the logo over photos, heavily textured backgrounds or gradations. The logo should not be used as a masthead or formal title of a document. DO NOT rotate or screen back the logo. DO NOT separate elements of the logo.

PREAPPROVED COPY

AURALAST® COPY

In addition to the logotype is new AuraLast® boilerplate copy. This preapproved copy should be used to describe the product and its benefits.

PLEASE NOTE

When used in copy or text form, the AuraLast® name should include a registered trademark (e.g., AuraLast®). The AuraLast® logo is currently shown with a standard trademark symbol (e.g., AuraLast™) until further notice.

AuraLast® pine is a patented wood product that provides protection against wood rot, water damage and termites. This water-based process fortifies wood all the way to the core, providing an exclusive level of protection you'll only find through JELD-WEN.

EDUGRAPHIC

An “edugraphic” has been created to fully describe AuraLast®. This graphic is comprised of three elements: a leaf, an umbrella and a shield, each with corresponding, preapproved copy. Please note that the edugraphic should never be the first mention of AuraLast®. Instead, the AuraLast® logo should introduce this specially treated wood, with the edugraphic providing supplemental information.



WITH AURALAST® LOGOTYPE

Most cases will call for use of the edugraphic WITH logotype. Maintain a minimum of 1 inch width for legibility of logotype.



WITHOUT AURALAST® LOGOTYPE

Instances of the edugraphic without logotype should only be used with the preapproved elements and key benefits copy as shown to the right.

MINIMUM SIZE

1 INCH WIDE



KEY BENEFITS WITH DESCRIPTION

EASY ON THE ENVIRONMENT

Water-based treatment releases up to 96 percent fewer volatile organic compounds (VOCs) during the manufacturing process than traditional solvent-based methods.

WET WEATHER PROTECTION

Whatever the climate, AuraLast® protects against water damage and rot like no other. Whether it's humidity, storms or dampness, AuraLast® pine stands up to the rigors of wet weather.

TERMITE PROTECTION

Termites can be devastating to windows and doors, but not to those built with AuraLast® pine. It safely and effectively repels termites, preserving the beauty of your investment.

GUIDELINES

All of these elements should be used together as shown, including preapproved copy, with some design latitude based on layout. The AuraLast® logo and copy should introduce the product, followed, if desired, by the edugraphic and copy.



AuraLast® pine is a patented wood product that provides protection against wood rot, water damage and termites. This water-based process fortifies wood all the way to the core, providing an exclusive level of protection you'll only find through JELD-WEN.

PRIMARY USAGE

LOGOTYPE AND COPY

The AuraLast® logo, logotype and copy should be used as the primary source of information for AuraLast®. When space is limited use the logotype and preapproved copy as a primary information source.



EASY ON THE ENVIRONMENT

Water-based treatment releases up to 96 percent fewer volatile organic compounds (VOCs) during the manufacturing process than traditional solvent-based methods.

WET WEATHER PROTECTION

Whatever the climate, AuraLast® protects against water damage and rot like no other. Whether it's humidity, storms or dampness, AuraLast® pine stands up to the rigors of wet weather.

TERMITE PROTECTION

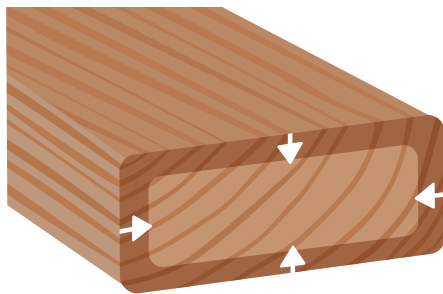
Termites can be devastating to windows and doors, but not to those built with AuraLast® pine. It safely and effectively repels termites, preserving the beauty of your investment.

SUPPLEMENTAL USAGE

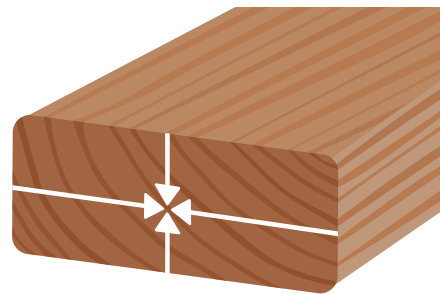
EDUGRAPHIC AND KEY BENEFITS

The edugraphic, its three elements and copy should only be used as supplemental information. Do not use the edugraphic or elements without key benefits copy.

TRADITIONAL TREATMENT



SURFACE ONLY



SURFACE TO CORE

TECHNICAL GRAPHIC

The technical graphic was designed to illustrate the key difference between us and our competition. This graphic should only be used in combination with the logo, logotype and preapproved copy. It should never be used on its own. Do not attempt to separate or modify the graphic in any way.

BROCHURE APPLICATION



BROCHURE TEMPLATE

Shown at right is an example utilizing each of the AuraLast® elements correctly. The logo is provided ample space and is shown at legible size directly above the preapproved copy. The edugraphic and technical graphic are prominently displayed while not drawing too much attention away from the logo and messaging.

DIGITAL APPLICATION



JELD-WEN.COM/
AURALAST

Shown at left is an example of digital implementation of the AuraLast® elements. The digital medium lends itself to creative activation methods, as well as additional avenues for providing information and/or training.

SELL SHEETS APPLICATION

BEAUTIFUL WOOD WINDOWS AND PATIO DOORS, NOW AVAILABLE WITH IMPACTGARD® GLASS

The Siteliner® collection of wood and clad-wood windows and patio doors offers your customers a wide range of affordable styles, colors and finishes. With the addition of ImpactGard® glass as an available option, customers living in coastal climates can enjoy the peace of mind that this protective glass offers from windborne debris.



Available ImpactGard® laminated glass, which can withstand harsh coastal conditions, including a nine-pound piece of lumber at 24 mph.



Glass
Interlayer
Glass



Swinging patio doors



Segment or radius top rail window



Double-hung window

FEATURES

- Energy efficient LoE®-366* and Heat® glass come standard
- Wide range of window and door styles
- 20 year general warranty & lifetime limited warranty against rot and termites
- Meets or exceeds ENERGY STAR® requirements

For more information, visit www.jeld-wen.com.



AuraLast® pine is a patented wood product that provides protection against wood rot, water damage and termites. The water-based process fortifies wood all the way to the core, providing an exclusive level of protection you'll only find through JELD-WEN.





JELD-WEN® WINDOW & PATIO DOOR LIMITED WARRANTY

JELD-WEN products create lasting value for your home. We are so confident that you will be pleased with our Shiloh wood windows and patio doors that each one carries our industry-leading warranty. For a complete copy of the current warranty, see your sales associate or refer to www.jeld-wen.com.

20-YEAR LIMITED WARRANTY

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SELL SHEETS

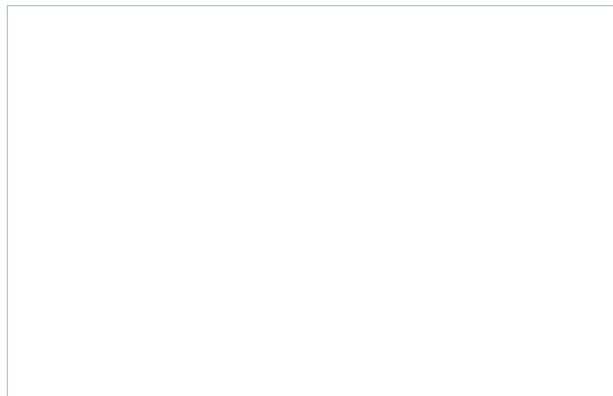
Some marketing materials will require that the AuraLast® message be minimized to allow space for other product information. At left is an approved layout detailing correct sizing and placement of the AuraLast® brand message and applicable elements.

color

Nothing affects the look and feel of a brand quite like color. Even subtle adjustments can completely alter mood and personality. The JELD-WEN colors strengthen brand recognition, echoing the spirit of the modern home and adding an overall sophistication to the brand.



PRIMARY COLORS



WHITE
CMYK 0 | 0 | 0 | 0
RGB 255 | 255 | 255
HEX FFFFFFFF



JELD-WEN BLUE
PMS 302
CMYK 100 | 36 | 0 | 59
RGB 29 | 68 | 107
HEX 1D446B



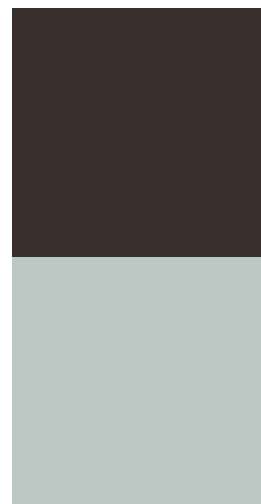
ARC BLUE
PMS 7459
CMYK 52 | 6 | 0 | 25
RGB 111 | 154 | 187
HEX 6F9ABB

WHEN TO USE PRIMARY COLORS

The JELD-WEN primary color palette upholds the brand's identity and should be used in any and all materials that are purely brand related. Any color that is adjacent to or in close relation to the JELD-WEN logo or icon should be a primary color. Proportion is important and white is the primary color in all communications.

COLOR JUXTAPOSITION

To further create more “breathing room,” it is recommended that fields of differing colors should not touch one another, but should be separated by an area of white (shown at right). This improves clarity and enables the content to be read quickly and easily.

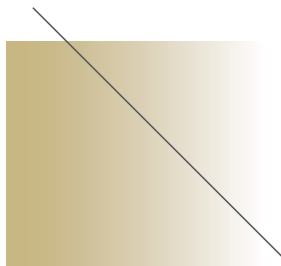


AVOID DIFFERENT COLOR
SHAPES TOUCHING



ALLOW FOR WHITE SPACE
BETWEEN COLOR SHAPES

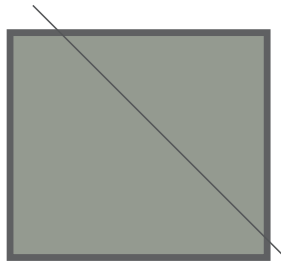
COLOR BEST PRACTICES



AVOID GRADIENT FILLS



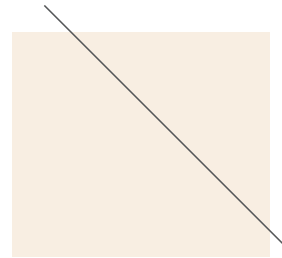
USE SOLID FILLS



AVOID SHAPES WITH RULES



USE SHAPES WITHOUT RULES



AVOID "ALMOND" COLOR

TRUE COLORS

Avoiding gradient fills and outlines around fields of color will emphasize a cleaner edge to graphic elements, echoing the bold, fresh and refined qualities toward which the brand is evolving. As part of that evolution, the "almond" color that has been used in JELD-WEN ads and catalogs in the past has been phased out. This color does not demonstrate the clean and crisp look that the brand is adopting.

type

With the right type, even a nonsensical combination of letters and numbers can speak volumes about a brand. Our type choices are simple and elegant as well as respected for their utility. They raise the level of the everyday, everywhere.



TYPEFACE FAMILIES

Typographic elements help convey a range of personalities and emotions through just a few weights and styles. For our purposes, “Frutiger” will be the primary type choice. “Minion” will now be the secondary typeface. Elegant and refined, “Minion” will portray the new progressive, modern qualities of the JELD-WEN brand. Tertiary fonts “Arial” and “Palatino” should be used for PowerPoint presentations, emails, press releases and body copy in websites, memos and Word documents.

PRIMARY TYPEFACE

Frutiger Lt Std Light

SECONDARY TYPEFACE

Minion Pro Regular

DIGITAL APPLICATION TYPEFACES

Arial Regular
Palatino

PRIMARY TYPEFACE

Frutiger Lt Std Light

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890\$%&(.,:;#!?)

PREFERRED WEIGHTS

FRUTIGER 45 LIGHT

FRUTIGER 46 LIGHT ITALICS

FRUTIGER 55 ROMAN

FRUTIGER 56 ITALICS

FRUTIGER 65 BOLD

SECONDARY TYPEFACE

Minion Pro Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890\$%&(>,:#!?)

PREFERRED WEIGHTS

Minion Pro Regular
Minion Pro Italic
Minion Pro Bold

DIGITAL APPLICATION TYPEFACES

Arial Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890\$%&(.,;:#!?)

PREFERRED
WEIGHTS

Arial Regular
Arial Italic
Arial Bold

Palatino

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890\$%&(.,;:#!?)

PREFERRED
WEIGHTS

Palatino Regular
Palatino Italic
Palatino Bold

TYPE TREATMENT

A headline and paragraph of text should be thought of not only as the lines of text themselves, but also as the space in between those lines and letters. Allowing enough space around these elements makes it easier for the content to be read and understood, as well as establishes visual hierarchy to easily distinguish different sets of information. The overall look has a subtle, important influence that reflects the qualities and characteristics of the brand.



TYPE BEST PRACTICES

- When using full-justified type, adjust tracking in order to avoid any rivers or noticeable holes in text blocks.
- Avoid hyphenation and loose rags whenever possible, particularly with the JELD-WEN name.
- Avoid the use of multiple type treatments in the same header, headline or subhead whenever possible.
- Attempt to make the space between graphic items such as colors, glass options or grille patterns and their related callouts or descriptions consistent across the entire document.



GENEROUS AND CONSISTENT MARGIN PROPORTION

TEXT IN CONTAINED AREA

Additionally, sufficient space around text elements is needed when text is contained within an area such as a field of color. Careful attention must be given to the preservation of a generous amount of space around the text block.

layout

We believe our logo is just as powerful as our company name, as it represents JELD-WEN visually across all communications. As the most recognizable and repeated element of the brand, it is crucial to ensure that the logo is treated with care and respect across all platforms.



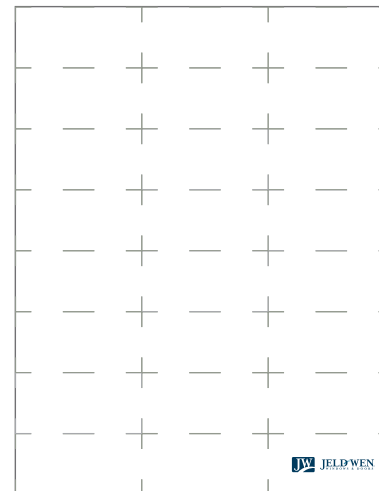
ROOM TO BREATHE

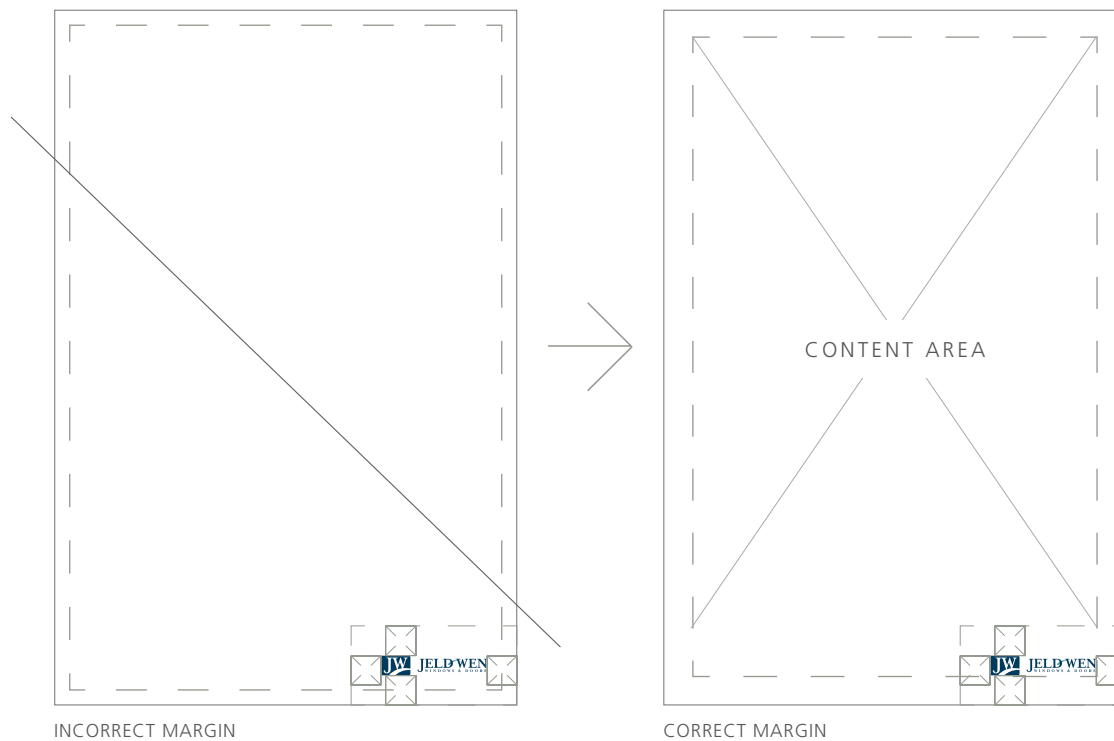
As a direct reflection of the brand's integrity, the logo must be given prime positioning whenever it is used. When mapping out a floor plan for the logo and surrounding area, there is now a minimum reserved area around the logo, as well as a larger preferred area.



THE LOGO AS A BUILDING BLOCK

By utilizing this singular unit, including the logo and the space around it, one can easily arrive at the correct size and positioning within the composition. The logo block can be scaled to fit depending on the surface area of the page or branded field. Adhering to the reserved space around the logo ensures that the logo will have enough room, no matter what size it is.





MARGINS BASED ON LOGO BLOCK

The logo block (logo with space around it) can be a useful tool in establishing margins. As shown to the right, the correct margin is based on the space around the logo, and the content area aligns with the outer edge of the logo. Note that the main content area extends down only to the top of the space around the logo (logo block).

DIVIDING LINES

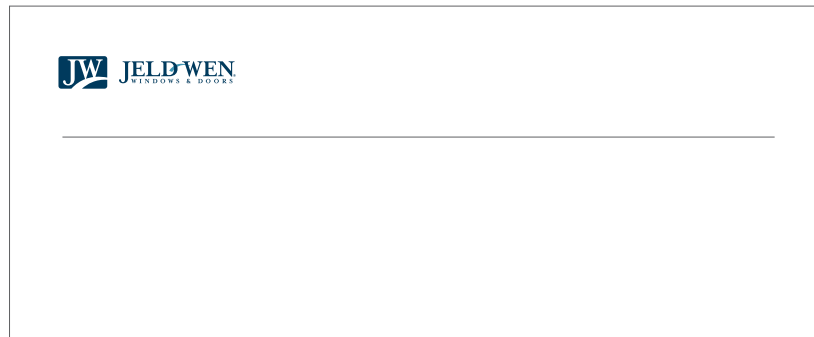


HUMAN RESOURCES

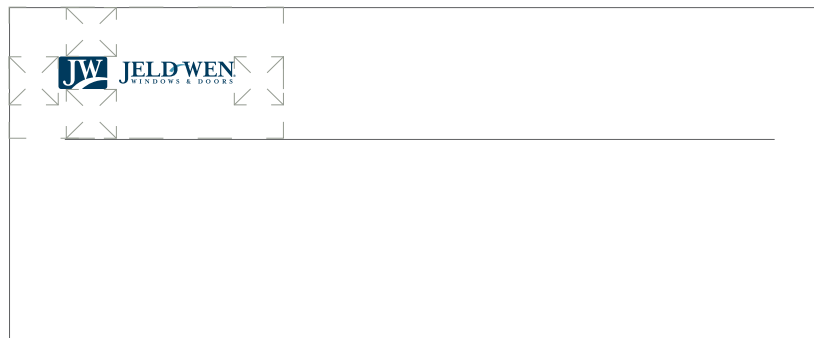


LOGO WITH DIVIDING LINE

When a title, department or division must be linked with the logo, the logo block comes into play again. The minimum space around the logo (inner frame) becomes the distance from the logo to a dividing line, and from that dividing line to the text. The text is tracked to 150. The divider is a .5 point line when the logo is between 1 1/2 and 2 1/2 inches. At a larger size, the line is then scaled with the logo.



.5 POINT DIVIDER LINE



LOGO BLOCK DETERMINES PLACEMENT OF LOGO AND LINE

HORIZONTAL DIVIDING LINE

When a dividing element is needed, a thin .5 point line may be used as long as it does not violate the space around the logo or the margins established by the logo block. This is shown to the left, both with and without the logo block measurements.

LOGO PLACEMENT



LOGO ON AN IMAGE

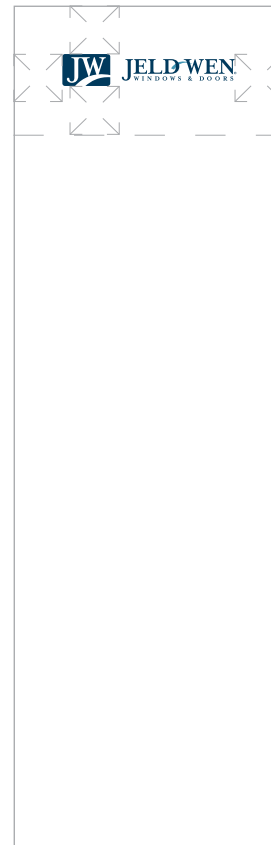
In the case of a full-bleed image area, either place a positive logo within a white area. The logo block (including the preferred space around it) serves as the perfect-sized color area. As long as the color area is fixed to one of the sides of the image, its position can be varied to maximize the impact of the image and to avoid obscuring critical portions of it. The color area that the logo is placed on can be larger but should not be a “bar” of color; that is, a rectangular shape with a width of at least double its height. However, the logo may reside in a white “bar” across the top of the image.



INCORRECT LOGO SIGNAGE APPLICATION



CORRECT LOGO SIGNAGE APPLICATION



LOGO APPLICATION ON
EVENT PANEL

LOGO ON SIGNAGE

The logo block comes in handy with a signage layout as well. Shown to the left are two correct signage layouts and an incorrect layout. In the incorrect layout, the logo is too close to the edge of the sign area, and the preferred space around the logo is not preserved. In the correct layouts, there is sufficient space around the logo, and any other graphic elements or text fall outside of that boundary.



WHITE SIGNAGE LAYOUT EXAMPLE



BLUE SIGNAGE LAYOUT EXAMPLE

LOGO ON SIGNAGE

Clean and simple is the goal here. Be sure to provide ample space around the logo. Use the preferred space around the logo if possible. Any additional information should be placed outside of the logo block area.

GRAPHIC ELEMENTS

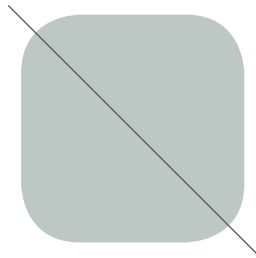


DISCONTINUING THE BLUE BAR

As previously mentioned, the blue bar has been a graphic element in JELD-WEN communications in the past. With the evolution of the brand, the blue bar will no longer be used. A “bar” is defined as any shape or field with a width of at least double its height.



UNAPPROVED SHAPE



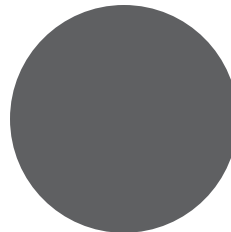
SHAPE WITH
ROUNDED CORNERS



APPROVED SHAPES



RECTANGULAR SHAPE



TRUE CIRCLE



PILL SHAPE

APPROVED SHAPES FOR GRAPHICS

The types of shapes used for graphic elements help create a clean edge in keeping with the new design. Rectangular shapes and true circles are preferred. Extended circular (pill) shapes are also allowed on occasion, mainly for web use as buttons. Other shapes with rounded corners are discouraged, as they are too similar to the JELD-WEN icon and lessen its impact as a branded mark.



applications

No matter where it lives, the JELD-WEN brand should always be properly represented. Logo placement on all items, from printed business collateral to textiles and fleet vehicles, must strictly adhere to the JELD-WEN brand identity guidelines to ensure consistency wherever the name is displayed.

BUSINESS PAPERS

	NAME Title
	Office 541.850.2606 Mobile 541.331.3968 Fax 541.331.3968 xxx@jeldwen.com
JELD-WEN, Inc. Address Line 1 City, State Zip Code, USA	

JELD-WEN. Striving to serve you is at the heart of our values.

AS ONE GLOBAL TEAM, WE...

- Build Businesses Ethically and Safely
- Invest in People
- Inspire Customers Through Innovation
- Deliver on our Promises
- Improve Every Day

jeld-wen.com

BUSINESS CARD

The JELD-WEN business card is 3.5 inch x 2 inch, 110 pound Classic Crest Solar White Cover (or equal). Personal information should be placed to the right of the stacked logo block. The logo block should be centered top and bottom, with the distance established between the logo and the info area, as well as a margin around the outer edge of the card. If you have any questions, please contact the JELD-WEN marketing department.



LETTERHEAD AND ENVELOPE

JELD-WEN letterhead and memorandum paper, both 8.5 inch x 11 inch, and business envelope, 9.5 inch x 4.125 inch. The body of the letter features left-justified text with a 1.5-inch margin on the left. Line spacing should be at 12 point and leading at 13 point. Memorandum header should follow the boundary guidelines of the logo block. The business envelope is a standard #10 size at 9.5 inch x 4.125 inch. All papers are offset printed on 24 pound Classic Crest Solar White (or equal).

EMAIL APPLICATION

USE JELD-WEN BLUE PMS 302
RGB 29 | 68 | 107

USE PMS COOL GRAY 11
RGB 112 | 113 | 115

10 POINT ARIAL
ALL CAPS

9 POINT ARIAL

JANE DOE | DIRECTOR OF MARKETING COMMUNICATIONS

JELD-WEN, Inc.
440 S. Church Street, Suite 400
Charlotte, NC 28202 USA
Office: 704.378.5801 Ext: XXXX
Mobile: 704.877.4302
Email: xxx@jeldwen.com

Please consider the environment before printing this email

CORPORATE STANDARD VERSION

JANE DOE | DIRECTOR OF MARKETING COMMUNICATIONS

JELD-WEN, Inc.
Office: 704.378.5801 Ext: XXXX
Mobile: 704.877.4302
Email: xxx@jeldwen.com

Please consider the environment before printing this email

SALES VERSION

JANE DOE | DIRECTOR OF MARKETING COMMUNICATIONS

JELD-WEN, Inc.
440 S. Church Street, Suite 400
Charlotte, NC 28202 USA
Office: +1.704.378.5801 (Include International Dialing Code)
Mobile: 704.877.4302
Email: xxx@jeldwen.com

Please consider the environment before printing this email

INTERNATIONAL CORPORATE STANDARD VERSION

EMAIL SIGNATURE

To maintain a consistent brand look, personal information in the email signatures should follow the preapproved guidelines. See examples for sizing requirements.

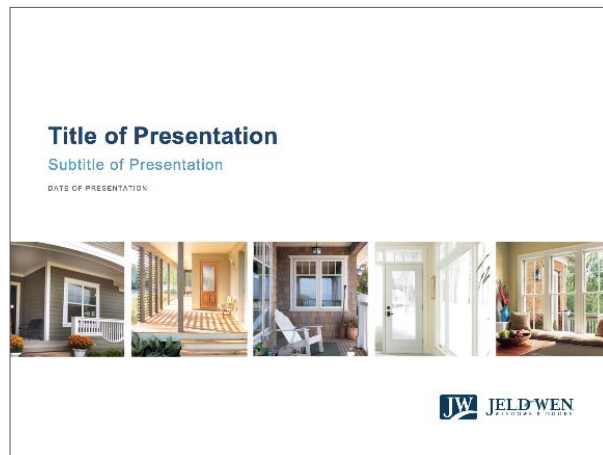
EMAIL APPLICATION DON'TS



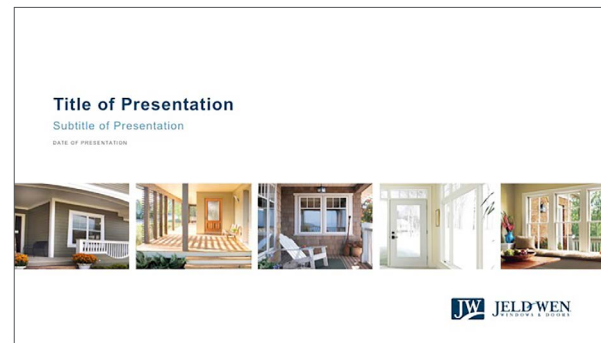
EMAIL SIGNATURE DON'TS

DO NOT add logos or taglines in any way. DO NOT change the color of the signature. DO NOT place the signature over photos, heavily textured backgrounds or gradations.

LOGO PLACEMENT



POWERPOINT COVER SLIDE MASTER



WIDESCREEN POWERPOINT COVER SLIDE MASTER

POWERPOINT PRESENTATION

To ensure that both internal and external PowerPoint presentations maintain a consistent and professional look, a template has been created. The cover has preselected images and logo, while the title, subtitle and date are customizable. Internal pages provide several intuitive options to help you create an engaging presentation.

POWERPOINT


JELD-WEN Overview

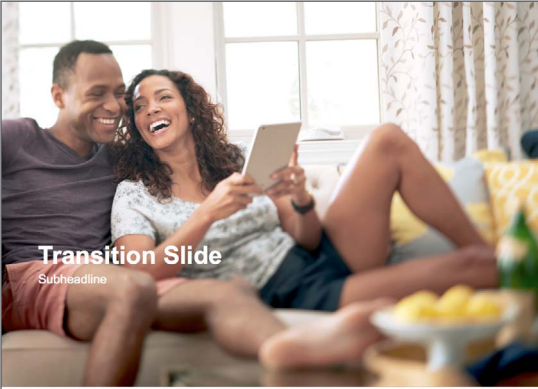
TIMELINE

- Founded in 1960
- \$3.5 billion global door and window manufacturer, specializing in repair and remodel and new construction markets
- Full line of interior and exterior doors and wood, vinyl and aluminum windows – unique portfolio
- 90 manufacturing facilities in 18 countries
- Approximately 50% of sales generated from outside the U.S.
- 19,960 employees
- Significant opportunity to grow in existing and adjacent spaces
- Majority-owned (80%) by Onex Partners and affiliates

GLOBAL MARKET LEADER WITH SIZE AND SCALE

3 JELD-WEN CUSTOMER OVERVIEW | 07.16.2015
PRIVILEGED AND CONFIDENTIAL

POWERPOINT CONTENT SLIDE MASTER



Transition Slide

Subheadline

4 TITLE OF PRESENTATION | 06.20.2015
PRIVILEGED AND CONFIDENTIAL

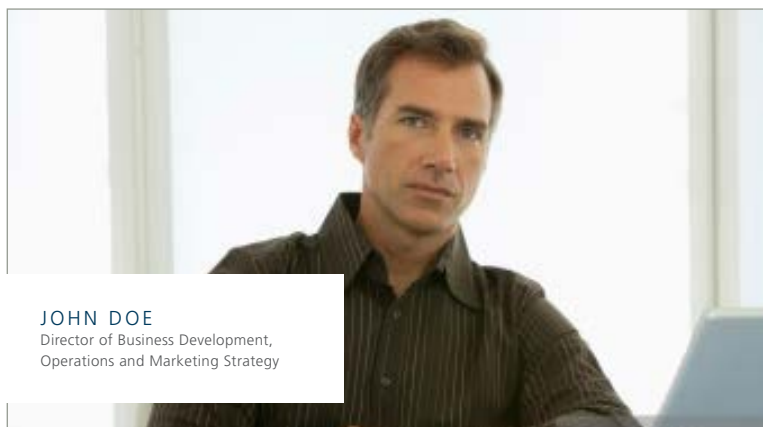
POWERPOINT TRANSITION SLIDE MASTER

POWERPOINT CONTENT MASTER

For the master slide template, the logo is placed at a smaller size in the upper left corner, still with the preferred space around it. Again, this creates an overall margin for the page and allows for the easy placement of other elements.



TITLE BLOCK SLIDE—SINGLE LINE TITLE



TITLE BLOCK SLIDE—DOUBLE LINE TITLE



INTRO ANIMATION SLIDE



INTRO ANIMATION SLIDE



HOME SLIDE



TRANSITION TEXT SLIDE

VIDEO GRAPHICS

A clean, white background serves as the foundation for names, titles and other superimposed text. Dark blue is used for predominant information in the graphic while gray can be used for secondary information. The space around the graphic is consistent with that of logo spacing recommendations.

FLEET GRAPHICS

Logo placement and sizing on fleet vehicles is going to vary depending on the make and model of the vehicle. Let sizing be dictated by the preferred clear space established for the JELD-WEN logo. Take care to consider door handles, locks, mirrors and visibility windows when placing logo and United States Department of Transportation information.



TRACTOR DOOR

Center the logo and position as close to the top of the door as space allows. Secondary information should sit below space guidelines as well.

← 17" →
Klamath Falls, OR
USDOT 233339
GVW 30,000



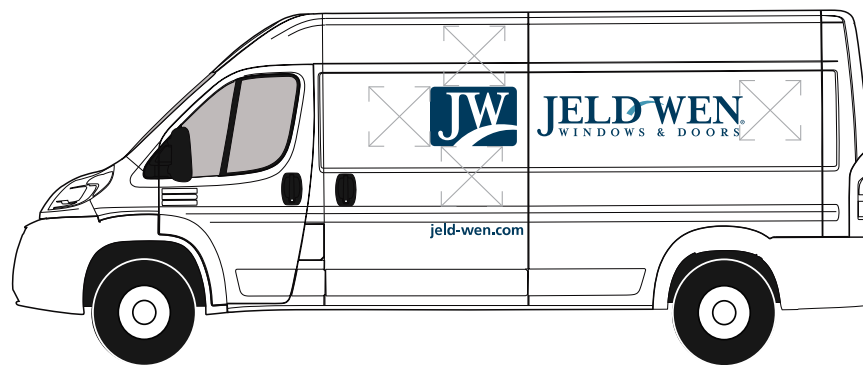
TRACTOR TRAILERS

Position the logo as close to the rear of the truck as guidelines allow, with the logo centered vertically. Depending on the size of the truck, this will allow room for the website to be positioned just outside of the logo block. If desired, the JW icon may be used in conjunction with the main logo. In such cases, the icon should be placed at the opposite end of the truck, filling the space from top to bottom, within guidelines of course.



MIDRANGE TRUCKS

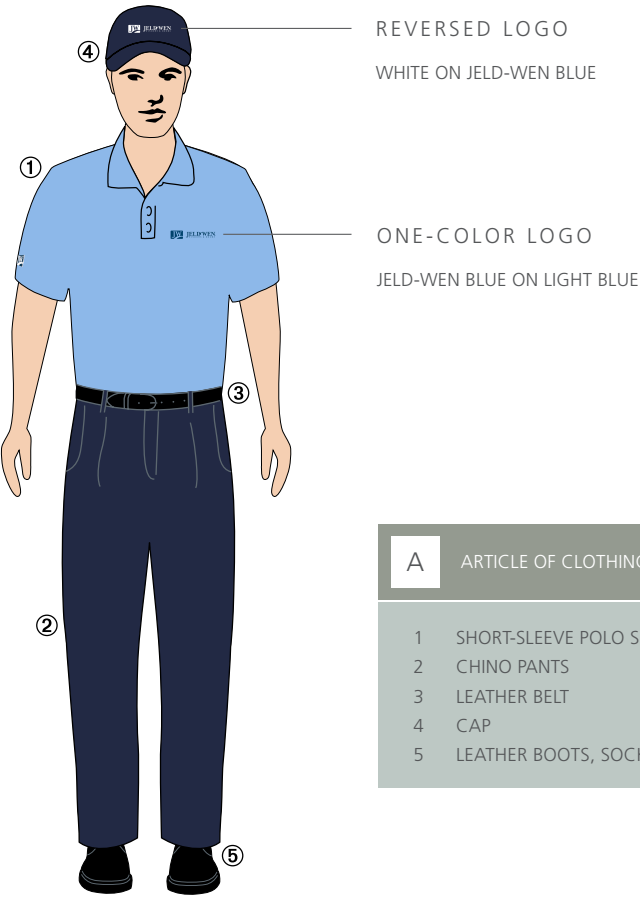
On the rear door, centering the stacked logo is the best option. The website may be printed as shown if space allows. Again, use the spacing guidelines as described on page 14. For logos on the side of midrange trucks, center the logo vertically and place as close to the rear of the truck as logo space requirements allow.



CARGO VANS

To determine logo placement on cargo vans, keep in mind the “J” space. On the side of a van, position the logo behind the driver or passenger door while leaving space above, below and to the right of the logo. Do not print the logo across double doors on the rear of the van. Instead, center the stacked logo on the widest available open space (e.g., opposite the door handle). The website may be printed as shown if space allows.

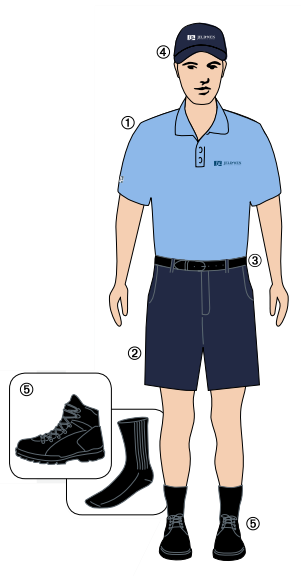
CORPORATE APPAREL



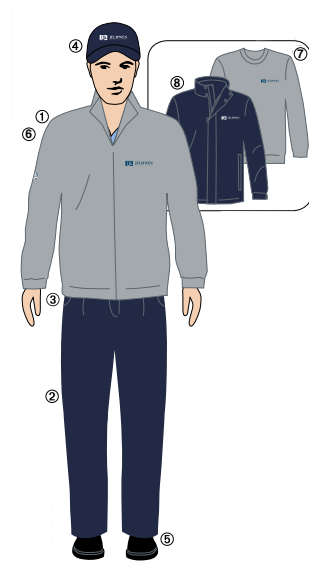
A	ARTICLE OF CLOTHING	COLOR
1	SHORT-SLEEVE POLO SHIRT	LIGHT BLUE
2	CHINO PANTS	NAVY BLUE
3	LEATHER BELT	BLACK
4	CAP	NAVY BLUE
5	LEATHER BOOTS, SOCKS	BLACK

JELD-WEN UNIFORMS

Uniformed employees have a variety of options, which all fall under brand guidelines. Shorts or pants, both in dark blue, can be matched with numerous tops, hats and accessories. Logos on hats, shirts and jackets complete the look.



B	ARTICLE OF CLOTHING	COLOR
1	SHORT-SLEEVE POLO SHIRT	LIGHT BLUE
2	CHINO SHORTS	NAVY BLUE
3	LEATHER BELT	BLACK
4	CAP	NAVY BLUE
5	LEATHER BOOTS, SOCKS	BLACK



C	ARTICLE OF CLOTHING	COLOR
1	SHORT-SLEEVE POLO SHIRT	LIGHT BLUE
2	CHINO PANTS	NAVY BLUE
3	LEATHER BELT	BLACK
4	CAP	NAVY BLUE
5	LEATHER BOOT, SOCKS	BLACK
6	FULL-ZIP FLEECE JACKET	NAVY BLUE
7	CREW-NECK SWEATSHIRT	GRAY
8	RAIN JACKET	NAVY BLUE



D	ARTICLE OF CLOTHING	COLOR
1	SHORT-SLEEVE POLO SHIRT	LIGHT BLUE
2	CHINO PANTS	NAVY BLUE
3	LEATHER BELT	BLACK
4	LEATHER BOOT, SOCKS	BLACK
5	DRI DUCK JACKET	BLUE
6	BEANIE CAP	NAVY BLUE



onboarding brands

When acquisitions happen, it's important to bring those brands under the JELD-WEN umbrella in a consistent manner. Each company may present its own challenges, however—established guidelines on items such as letterhead and business cards will ease the transition.

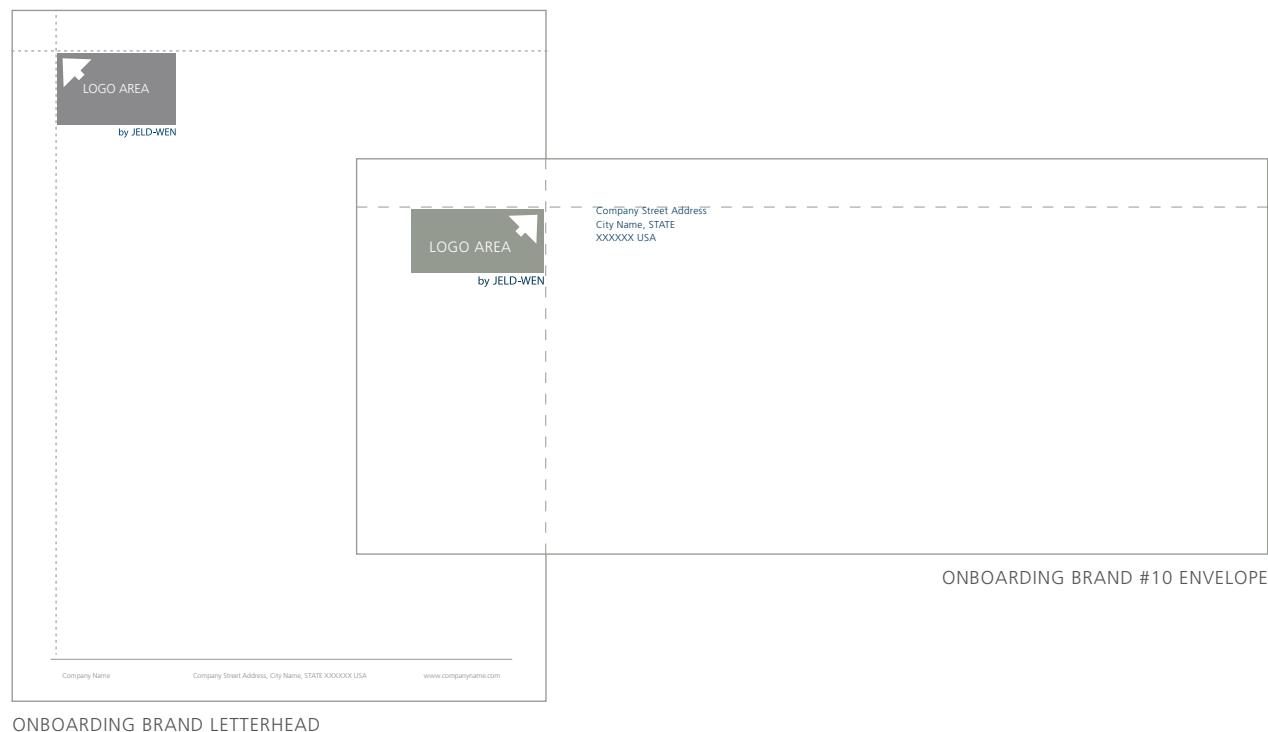
BUSINESS PAPERS



ONBOARDING
BUSINESS CARD

This card is 3.5 inch x 2 inch offset printed on 110 pound Classic Crest Solar White Cover (or equal). Personal information should be placed to the right of the stacked logo block, centered top and bottom, with the distance established between the logo and the info area, as well as a margin around the outer edge of the card. Please note the “by JELD-WEN” addition to the new company’s logo. The back of the business card is simply the JELD-WEN logo, as described on page 58.





ONBOARDING LETTERHEAD

Letterhead and memorandum paper are both 8.5 inch x 11 inch, and business envelope is 9.5 inch x 4.125 inch. The body of the letter features left-justified text with a 1.5 inch margin on the left. Approved fonts should be used when possible. Line spacing should be at 12 point and leading at 13 point. Memorandum header should follow the boundary of the logo block which, in this case, uses a generic logo space holder along with "by JELD-WEN." The business envelope is a standard #10 size at 9.5 inch x 4.125 inch. All papers are offset printed on 24 pound Classic Crest Solar White (or equal).

<p>LOGO AREA</p> <p>by JELD-WEN</p>	<p>MEMORANDUM</p>
<p>DATE:</p> <p>TO:</p> <p>FROM:</p> <p>REGARDING:</p>	<hr/>
<p>Karona, Inc.</p>	<p>4100 Karona Court, Caladonia, MI 49816 USA</p> <p>www.karonadoor.com</p>

ONBOARDING BRAND MEMORANDUM

<p>LOGO AREA</p> <p>by JELD-WEN</p>	<p>LOGO AREA</p> <p>by JELD-WEN</p>
<p>LOGO AREA</p> <p>by JELD-WEN</p>	<p>LOGO AREA</p> <p>by JELD-WEN</p>
<p>LOGO AREA</p> <p>by JELD-WEN</p>	<p>LOGO AREA</p> <p>by JELD-WEN</p>

ONBOARDING BRAND LABELS



live to inspire

Maintaining the lofty brand standards of JELD-WEN is no small task. But when done well, it appears effortless. It should leave viewers with a sense that JELD-WEN is a company rooted in simplicity, innovation and life, and that our products can open up imaginative, new possibilities for people and their homes.

CONTACT INFORMATION

For assistance about an application not covered in this guide please contact the JELD-WEN marketing department.

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