



# BRAND STANDARDS & GUIDELINES

- EXTERNAL AUDIENCE -



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# LOGO USE



Minimum Size



Minimum Size



Full logo to be used in publications  
with national/broad audience

# LOGO USE

Minimum Clear Space  
= width of the "O"



B&W Options



Note: the white logo option is not preferred. Please try to use either the color or black logo for your publication(s).

# LOGO USE

These are examples of what **NOT** to do with any of the OrePac logos.

## DO NOT:

- X Distort
- X Rotate
- X Outline
- X Alter colors
- X Remove lettering
- X Remove trees
- X Apply effects:
  - i.e. gradients*
  - glows*
  - drop shadows*
  - textures*
  - transparencies*



# COLOR

## Primary



**PANTONE** 3435 C

**CMYK** 93 | 24 | 85 | 68

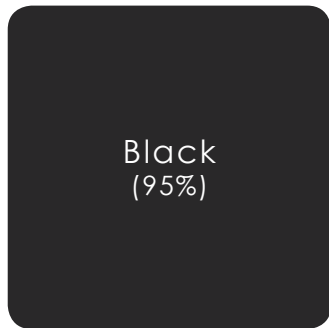
**RGB** 21 | 71 | 52

**HEX** #154734

25%

50%

75%



**CMYK** 0 | 0 | 0 | 95

**RGB** 40 | 40 | 41

**HEX** #282829

K | 25

K | 50

K | 75

## Secondary



**CMYK** 30 | 87 | 100 | 36

**RGB** 128 | 46 | 6

**HEX** #802E06

25%

50%

75%

# TYPOGRAPHY

## Primary

Headlines | Sub-Heads | Body Copy

Lato

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

! @ # \$ % ^ & \*

Lato Hairline

*Lato Italic*

Lato Thin

**Lato Bold**

Lato Regular

Lato Semibold

Lato Medium

**Lato Black**

## Secondary

Sub-Heads | Body Copy

Century Gothic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

! @ # \$ % ^ & \*

Century Gothic Regular

**Century Gothic Bold**






*Century Gothic Italic*

**Century Gothic Bold Italic**

# BRAND LOGOS – Builders Choice®



## Colors

	<b>CMYK</b> 0   0   0   80 <b>RGB</b> 88   89   91 <b>HEX</b> #58595B
	<b>CMYK</b> 0   0   0   50 <b>RGB</b> 147   149   152 <b>HEX</b> #939598
	<b>CMYK</b> 51   35   38   2 <b>RGB</b> 133   146   146 <b>HEX</b> #849292
	<b>CMYK</b> 24   23   44   0 <b>RGB</b> 196   184   150 <b>HEX</b> #c4b895
	<b>CMYK</b> 1   2   6   0 <b>RGB</b> 251   246   237 <b>HEX</b> #fbf5ec

## Minimum Size



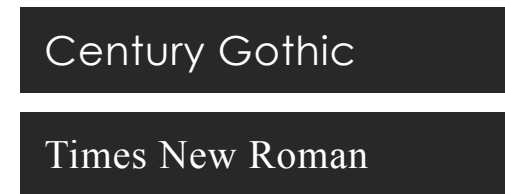
Minimum Clear Space  
= height of the "B"



## B&W Options



## Typography







# BRAND LOGOS – FinishKote™

## FINISHKOTE™ PAINT & STAIN COLLECTION

### Colors

 **CMYK** 0 | 0 | 0 | 90  
**RGB** 65 | 64 | 66  
**HEX** #404041

 **CMYK** 0 | 0 | 0 | 70  
**RGB** 109 | 110 | 113  
**HEX** #6d6e71

 **CMYK** 45 | 15 | 32 | 0  
**RGB** 145 | 183 | 175  
**HEX** #90b7af

### Minimum Size

**FINISHKOTE™**  
PAINT & STAIN COLLECTION  
2"

**Minimum Clear Space**  
= height of the "I"

**FINISHKOTE™**  
PAINT & STAIN COLLECTION

### B&W Options

**FINISHKOTE™**  
PAINT & STAIN COLLECTION

**FINISHKOTE™**  
PAINT & STAIN COLLECTION

**FINISHKOTE™**  
PAINT & STAIN COLLECTION

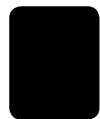
### Typography

Century Gothic

# BRAND LOGOS – Reborn™



## Colors



**CMYK** 0 | 0 | 0 | 100  
**RGB** 35 | 31 | 32  
**HEX** #231F20

### PANTONE 349 C



**CMYK** 90 | 12 | 95 | 40  
**RGB** 4 | 106 | 56  
**HEX** #046A38

### PANTONE 3278 C



**CMYK** 99 | 0 | 69 | 0  
**RGB** 0 | 155 | 119  
**HEX** #009B77

### PANTONE 376 C



**CMYK** 54 | 0 | 100 | 0  
**RGB** 132 | 189 | 0  
**HEX** #84BD00

## Minimum Size



**Minimum Clear Space**  
 = height of the "b"



## B&W Options



## Typography





OrePac Building Products | 877-4-OrePac | [www.orepac.com](http://www.orepac.com)

