



Indow®  
windows

BRANDING STYLE GUIDE

## OUR MISSION

Indow Windows provides homeowners with comfort and quiet while helping them achieve financial and environmental harmony.



Indow®  
windows

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Brand Guidelines ensure that the visual design elements of Indow Windows are applied correctly in every application in which the Indow Windows logo is identified to create. These guidelines should be followed to give Indow Windows a uniform identity, greater visibility and strong marketing possibilities.



So shush it with Indow® Windows

### The **NEW** Alternative to Window Replacement

Indow Windows are hard to see but you'll notice the difference. In the summer months adding these nifty inserts to the inside of your current windows will **keep your house cooler and quieter**, with winter comes more warmth. Experience a 50% noise reduction with our Standard Indow Windows and up to 70% less noise with Acoustic Indow Windows.

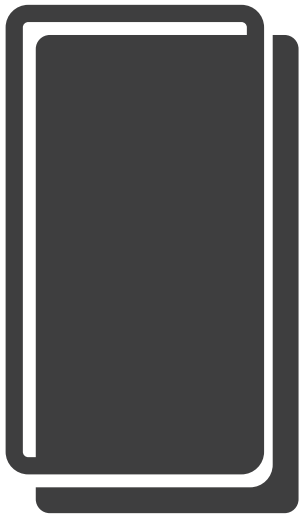


See video demonstrations and performance data at [indowwindows.com](http://indowwindows.com) then contact us for an estimate

503-284-2260 | [estimates@indowwindows.com](mailto:estimates@indowwindows.com)

# THE LOGO

The Indow Windows logo is central to all aspects of the company's graphic identity and should be used to identify all Indow Windows communication materials. The guidelines for how to use our logo have been established to maintain consistency and are detailed in the following pages.



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## Logo Usage

The logo can appear in 3 select colors, gray or white against a colored background. These options are available so you can choose how our logo best integrates with your company's color palette and marketing approach while allowing us to maintain brand consistency.

The Indow Window logo has been designed as a unit and must not be recreated. Variations of the logo are supplied with the official brand artwork.

The Indow Windows logo is comprised of 2 main elements:

1. Horizontal type in NeoGram Medium
2. Two overlapping rectangles







The Logo should appear on all packaging and collateral material.

When a color background is present the white logo should be used. The logo should not be bound by a small box of color. It should be placed against an expanse of color such as a band or full bleed.

It can be placed against a partner's color scheme as long as the logo is legible, both in size and contrast.

The color logo is used when there is no color background. In this case, the logo should not appear in a white box.

## Incorrect Usage of the Logo



A



C



D



B



E

**A** Logo should not be bound by a white box against a color surface

**B** Logo should not appear in any unauthorized colors

**C** White logo should not appear in a close cropped color box

**D** Color logo should not be used with a color background

**E** White logo should always appear legible in both size and contrast

## Space usage of the logo

The logo should always have a minimum clearance space around it, ensuring clarity and preventing the logo from becoming lost or crowded. The x-height is based on the height of the 's' in Windows, which provides a guide for the minimum space around the entire logo.



## Proportions

The rectangle and type should always be kept in proper proportion to maintain the integrity of the logo. Always use the approved logo files and use only vector files of the logo when printing. Never try to recreate the logos yourself, but if you need to scale the logo, always constrain proportions so the height and width are scaled together.

## Logo Color

The Indow Windows logo is a 1 color identity. White should be used whenever it is placed on a color background. It can also appear in one of the main colors below against a white background.

## Main Colors



**PMS** DS 326 – 1C

**C.** 90  
**M.** 75  
**Y.** 75  
**K.** 0

**RGB:**  
63, 86, 87

**HEX:**  
3F5657



**PMS** 7549 C

**C.** 2.35  
**M.** 26.27  
**Y.** 100  
**K.** 0

**RGB:**  
247, 189, 22

**HEX:**  
F7BD16



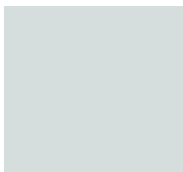
**PMS** 296 U

**C.** 100  
**M.** 46  
**Y.** 0  
**K.** 70

**RGB:**  
0, 45, 86

**HEX:**  
002D56

## Accent Colors



**PMS 5527 C**

**C.** 6  
**M.** 0  
**Y.** 4  
**K.** 11

**RGB:**  
213, 222, 220

**HEX:**  
D5DEDC



**PMS 485 C**

**C.** 0  
**M.** 95  
**Y.** 100  
**K.** 0

**RGB:**  
238, 49, 36

**HEX:**  
EE3124

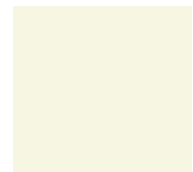


**PMS 296 U**

**C.** 30  
**M.** 0  
**Y.** 100  
**K.** 35

**RGB:**  
131, 152, 31

**HEX:**  
83981F



**PMS DS 2-9 C**

**C.** 0  
**M.** 0  
**Y.** 10  
**K.** 3

**RGB:**  
247, 244, 225

**HEX:**  
F7F4E1

# TYPEFACES

For continuity and simplicity, we use only two typefaces in our communications.

Headlines/ body copy

Trade Gothic STD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

*Keep the warmth inside*

Tag line

Grosvenor

## **IMAGERY**

Photographs and Illustrations make strong impressions on our audiences. They also play a significant role in conveying Indow Windows as the windows of choice. Images that show the benefits of Indow Windows should be used. Additionally, we should always be sensitive to our audiences and their cultures when selecting images for our communications.

# APPLICATION

Packaging and promotional materials should all display the Indow Windows logo as described on the subsequent pages of the brand book. The visual theme may or may not be added.

**SAVE YOUR HERITAGE**  
AND MONEY  
AND ENERGY  
AND SWEATERS  
AND THE PLANET

**AND SOCKS  
AND DID WE  
MENTION MONEY**

Indow  
windows  
Keep the warmth inside

**BUILDERS SUPPLY**  
1777 Marine Dr., Astoria, OR 97103 | 503-325-2675  
www.astoriabuildersupply.com  
astoriabuildersupply.com  
astoriabuildersupply.com

**Explore a NEW option for your windows**  
YOUR WHOLE HOUSE  
WILL THANK YOU

**KEEP THE WARMTH INSIDE**

**The award winning thermal window inserts**

Indow Windows are hard to see but you'll notice a difference right away. Simply press into the inside of your window frames for double pane performance at a fraction of the cost.

See video demonstrations and performance data at [indowwindows.com](http://indowwindows.com)

Contact Kurt at [NorthSound Energy & Remodel](http://NorthSound Energy & Remodel) for a free estimate.

**NorthSound Energy & Remodel**  
112 Ohio St., Ste. 214 Bellingham, WA 98225 | 360-650-1630  
[www.nsoundremodel.com](http://www.nsoundremodel.com) | WSRCA2015CE01152

Indow Windows are custom built in Portland, OR USA

**Indow windows**



# SUPPLIED FILES

## Artwork

The Indow Windows artwork files are available from the Marketing Department. Telephone: 503-284-2260, Email: warmer@indowwindows.com

## eps

The logo is also supplied in jpeg format for use in applications such as PowerPoint presentations and websites. EPS (Encapsulated Post Script) files are vector artwork and are the recommended format for printing because they are a very high resolution (800 dpi) and feature transparent background areas. These files have been saved as Adobe Illustrator EPS files compatible with version 5.0 to the most recent. They are both Macintosh and PC compatible.

## jpg

Jpeg versions of the logos and all imagery are supplied as high resolution jpegs - these must be used as a second preference to the eps logos supplied.



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