



DURO-*LAST*®
THE WORLD'S BEST ROOF®

**VISUAL IDENTITY
STANDARDS 2022**



At Duro-Last® we understand that creating a strong and consistent image for the company can have a huge impact on how our customers perceive who we are. This guide — the symbols, logos, typefaces, and colors we use to represent Duro-Last visually — is an important tool to help all of us show others that we are a solid unit.

Consistent and thoughtful use of Duro-Last's visual symbols helps convey the company's distinctive look and reputation. These guidelines are for all Duro-Last departments to use. The goal of this document is to be used as a resource when creating letters, presentations, or other items when representing the company.

What does the brand initiative aim to accomplish?

The goal of the brand initiative is to develop cohesive messages and a consistent visual identity for Duro-Last. Defining our brand provides a road map that will be a resource for our employees, vendors, and others. Having a defined brand will improve each person's ability to communicate the brand to the appropriate target audience at the appropriate time.

Why does having an integrated brand image matter?

To achieve brand recognition, Duro-Last must provide a distinct, consistent, and memorable experience that is articulated through compelling messaging and a consistent visual identity. Integrating the brand ensures that the audiences will have a consistent experience, no matter where in the company that individual or group engages. An integrated brand also ensures that appropriate and timely messages are communicated and reinforced. Over time, this will translate into increased brand loyalty and understanding from all key audiences.

How will this affect my department?

This will affect individual departments differently depending on how far along it is in understanding and communicating its specific brand experience. Adopting consistent messaging and strong visual identity standards will align your department more effectively with the Duro-Last core brand, making its extension of the brand richer, stronger, more relevant, and more recognizable.

Is there ever a time when my department can develop symbols, icons, images, type treatments, marks, or logos?

There are times when departments will want to create a theme for a special event, tour, season, or anniversary celebration. The creation of marks such as these will require collaboration and approval from Duro-Last's Marketing Department.

DURO-LAST LOGOS

Pantone 361

Pantone 293



Formats



Full or 4-Color



Black



Grayscale



Pantone 293 Blue



White/Reversed (shown on black background)



White / Green Pantone 361 Green
(shown on black background)

Colors

Color formulas



Pantone® 293
R: 0 G: 61 B: 166
C: 100 M: 80 Y: 12 K: 3
Hex: 003DA6



Pantone® 361
R: 63 G: 174 B: 73
C: 75 M: 4 Y: 100 K: 0
Hex: 3FAE49



Pantone® 877
R: 140 G: 144 B: 145
C: 47 M: 39 Y: 38 K: 2
Hex: 8C9091

Fonts

DURO-LAST®
Eurostile Bold Extended
(Font manually skewed)

THE WORLD'S BEST ROOF®
Univers Bold Oblique 65

Both fonts should be in all CAPS. The registered "®" must always be used and in subscript. The registered "R" may be enlarged for more difficult printing situations such as business cards or use in silkscreens.

Vertical Logos



Full or 4-Color



Grayscale



Black



Pantone 293 Blue



White/Reversed
(shown on black background)



White / Green Pantone 361 Green
(shown on black background)



1. Logo can never be altered, modified, or combined with another company logo. There must be at least a 1/4" in space surrounding the logo when appearing with other logos.
2. Only the colors shown will be allowed. Any special logo variant must be approved by the Duro-Last Marketing Manager.
3. Electronic Usage - Buttons/banners/image links of 150 pixels or less must use the Vertical logo minus the words The World's Best Roof. The horizontal version of the logo can only be used down to a minimum of 175 pixels in width.

Unacceptable Logo Uses

It is very important that the logo and other branding elements retain their identity and remain unchanged in order to build a strong, consistent and cohesive brand image that our customers know and trust. These usages represented below are common examples of what should never occur. Please contact the Duro-Last Marketing Team for authorization for any usage that is not clearly outlined in this document. When it doubt, ask.



The logo is comprised of two distinct colors. It should never be reproduced in any other color.



The logo should never be vertically altered in any way.



The logo should never be horizontally altered in any way.



The logo should never be re-created or approximated, fonts can not be substituted - use an approved logo file.



The color logo should never be placed on top of a color image. For these instances, the all white Duro-Last logo is approved for this use.

APPROVED INDUSTRY/CODE LOGOS



MASTER, ELITE, AND PLATINUM CONTRACTOR LOGOS



REGISTERED LOGOS AND TRADEMARKS



*Tuff Stuff is a registered trademark owned by Duro-Last Roofing, Inc.

AllTerm™
 Cleat Plate®
 DL®
 Duro-Blue®
 Duro-Bond® and DB®
 Duro-Caulk®
 Duro-Caulk® Plus
 Duro-Fleece® System
 Duro-Fleece® Adhesive
 Duro-Fleece® Membrane
 Duro-Fleece Plus®
 Duro-Fold®
 Duro-Grip®
 Duro-Guard® (for insulation and for metal edge structures)
 Duro-Last®

Duro-Light™
 Duro-Mastic®
 Duro-Roof®
 Duro-Shield® Coatings
 Duro-Tech®
 Duro-Tuff®
 Edge-to-Edge & Deck-to-Sky™
 High Profile®
 Proven Performer®
 Quick-Check®
 Quick-Pull®
 ROOF-TRAK®
 Time Off the Roof™
 “World’s Best Roof”®
 “World’s Coolest Roof”®

Membrane Sample Color Chart

Membrane Type Color	Ink Color
Duro-Last White	Blue
Duro-Last Tan	Blue
Duro-Last Gray	Blue
Duro-Last Dark Gray	Blue
Duro-Last Terra Cotta	Blue
Duro-Tuff White	Green
Duro-Tuff Light Tan	Black
Duro-Tuff Copper	Black
Duro-Tuff Light Gray	Black
Duro-Tuff Patina	Black
Duro-Tuff Green	White
Duro-Tuff Charcoal	White
Duro-Tuff Blue	White
Duro-Fleece White	Green
Duro-Fleece Light Tan	Black
Duro-Fleece Copper	Black
Duro-Fleece Light Gray	Black
Duro-Fleece Patina	Black
Duro-Fleece Green	White
Duro-Fleece Charcoal	White
Duro-Fleece Blue	White
Duro-Last EV	Black
Duro-Fleece Plus	Blue

APPROVED LANGUAGE

Warranty Language 10/12/20

High-performance roofs require high-performance protection. Duro-Last warranties offer unparalleled security for building owners because we control more of the end result.

Our 15-Year No Dollar Limit (NDL) Supreme Warranty is transferable, has no exclusions for ponding water, and provides coverage against consequential damages that result from material defects and the authorized contractor's installation of Duro-Last membrane. We were the first manufacturer to offer a warranty that expressly covers consequential damages.

We also offer 20-year warranties, as well as extended 25- and 30-year warranty options and warranties for installations in hail and/or high-wind areas.

Made In The USA

The Duro-Last Roofing System is proudly manufactured in the United States of America.

Registered Signature

"Duro-Last" and the "World's Best Roof" are registered marks owned by Duro-Last, Inc.

Use of Custom-Fabricated

When referring to the Duro-Last Roofing System and Duro-Last membrane accessories, we will ALWAYS use the terms "custom-fabricated" or "custom-fabrication".

MARKETING TOOLS

Websites

A connected group of pages on the World Wide Web regarded as a single entity, usually maintained by one person or organization and devoted to a single topic or several closely related topics. Duro-Last offers website a template program for contractors looking to develop a new site, which is AMP-Up eligible.

Banners

Ads placed on other websites with links that connect to your own. Banner sizes and costs are determined by the advertiser.

Landing Pages

A location on the web where a customer goes when clicking on a link/banner from another website, or visited when typing a specific address seen on a variety of printed mediums. It is highly trackable and usually has a custom message.

A landing page has 3 components:

1. Title
2. Content (text and photos)
3. Related electronic literature

Duro-Last landing pages always have a contact form and visits to them are tracked.

Tradeshaw Graphics

Large and small printed screens used at tradeshaws to attract customer attention. Contractors can acquire pre-approved Duro-Last tradeshow banners by going to the Duro-Last Storefront.

If you are making a custom design for a booth and want to qualify for AMP-Up, the Duro-Last logo must be located somewhere in the art and final designs must be approved by the DL Marketing department.

Powerpoint Template Available for 2021

To maintain a consistent look for DL presentations, please use our standard template.



Title Slide

Body Copy Slide

Exit Slide

MARKETING TOOLS

Email Signatures

Font to be used: Arial Bold

Size: 9 pt.

Signatures on emails are to start with employee name, then title, then JRB Enterprises & Duro-Last, Inc. On a new line below that list the email, then office phone number along with employee extension, then Fax, then the website. Every item in the signature is separated by a vertical bar.

Example:

Name | Title | JRB Enterprises & Duro-Last, Inc.

name@duro-last.com | office: 800-248-0280 Ext. 1234 | fax: 800.432.9331 | www.duro-last.com

Business Cards



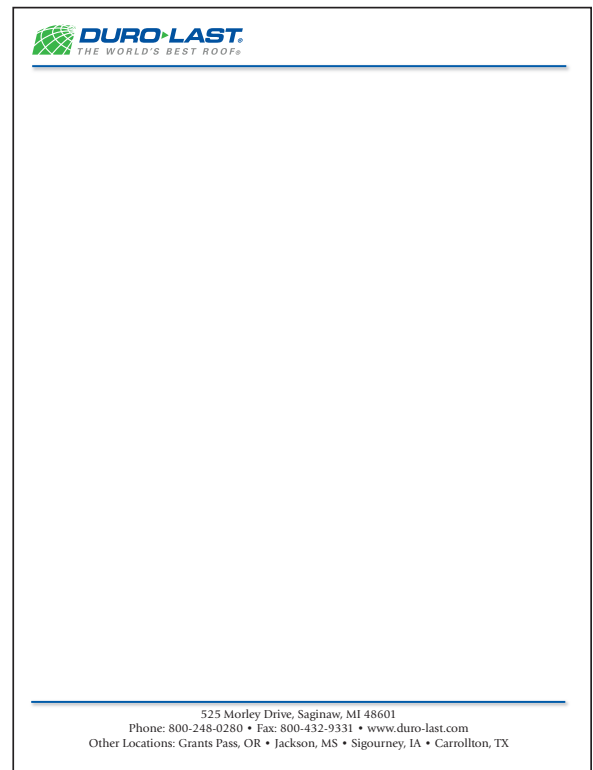
The following information is included on our business cards:

- Name
- Title
- Phone Number
- Cell Number
- Fax
- Email
- Address
- Website
- Plant Locations

Letterhead

The main objective of Duro-Last letterhead is to communicate with a client or customer. It is used to further distribute a company logo to increase brand awareness and identity. The following information is included on our letterhead:

- Logo
- Address
- Phone Number
- Fax
- Website
- Plant Locations



STOREFRONT LITERATURE

A selection of customizable literature is available on the Duro-Last Storefront and features a designated space for contractor's logo and contact information. All Duro-Last literature uses two standard fonts: Univers and Avenir. All body copy fonts should never go below a 10 point font size.

Mailers

Tri-folds with a panel reserved for mailing information. Standard layout size: 11.375"w x 8.5"h.

Flyers

Flyers are one sided versions of the mailers. Standard size: 8.5" x 11"

Postcards

Postcards are smaller 2-sided versions of the mailers. These direct mail pieces are an affordable option for any campaign.

Booklets / Catalogs

Saddle-stitched with a minimum of 8 pages. Comes in many sizes.

Brochures

Publication consisting of one page with multiple folds, not stitched.

Case Studies/Testimonials

Documented study of a specific real-life situation, used as a training tool for a variety of audiences, including industry professionals, schools and firms. Standard size: 8.5" x 11"

Business Cards

The standard Duro-Last business card is 2" x 3.5" and displays contact information for a specific employee. Business cards typically include a person's name, e-mail address, phone number, website, and company name.

Sheets

Two sided handouts. Standard size: 8.5" x 11"

Presentation Folders

A kind of folder that holds loose papers or documents together for organization and protection. The Duro-Last standard is usually 9x12.

TEXT USAGE AND BRAND VOICE

I. Company Reference and Taglines

Consistency in how we refer to ourselves is critical. If we are not able to maintain that consistency it sends a message to customers calling into question our attention to detail.

Any and all references to Duro-Last's custom products (both membrane and accessories) should be referred to as custom-fabricated/custom-fabrication. The term "prefabricated" is no longer used by Duro-Last and creates confusion.

- a. EXAMPLE: When you install a custom-fabricated Duro-Last® Roofing System, up to 85% of the seams can be completed in our factory-controlled environment.

Duro-Last employs a variety of taglines that have been trademarked for use in reference to both the company and products. These taglines must be used with the appropriate capitalizations and their designated registration marks upon first use within a document to avoid confusion. **NOTE: registration marks need only be used on the first use in a document. Any subsequent uses of a trademarked name or phrase within that document do not need to include the registration mark again.**

- a. Duro-Last® Roofing Systems – refers to the roofing system solutions offered by Duro-Last. Must include registration mark after "Duro-Last" and "Roofing Systems" must be capitalized.
 - EXAMPLE: Duro-Last® Roofing Systems are known for their bright white finish and comprehensive warranty options.
- b. "World's Best Roof®" – refers to the flagship custom-fabricated Duro-Last membrane. Each word must be capitalized, appear in quotations, and include the registration mark.
 - EXAMPLE: Known as the "World's Best Roof®", the Duro-Last membrane can be custom-fabricated to meet any roof dimensions.
- c. Edge-to-Edge & Deck-to-Sky™ - refers to the full line of roofing system products offered by Duro-Last. Words must be capitalized and an ampersand symbol must be used, along with the TM registration mark.
 - EXAMPLE: Offering Edge-to-Edge & Deck-to-Sky™ solutions, Duro-Last® Roofing Systems provide a single source for your commercial roofing needs.

For possessive, use Duro-Last's.

- a. EXAMPLE: Duro-Last's Saginaw facility is where your roofing system will be manufactured.

If you have an unexpected use case or any questions about referring to Duro-Last, please contact the Marketing Team for guidance or authorization to deviate from these guidelines.

II. Tone and Voice

The Duro-Last voice is straightforward, honest, and helpful. It is the voice of a knowledgeable and trusted partner, one who shares key information using professional language that is to-the-point without being dry. It's informative without using too much jargon.

GLOSSARY

EPS: Encapsulated PostScript language file, a file format used to transfer PostScript data within compatible applications. The industry standard for logo files.

Fonts: A typeface or a collection of all characters comprising the entire character set of a typeface.

GIF: Graphics Interchange Format, a compressed bitmap format created by CompuServe which is still the basic image format for online graphics.

Grayscale: An image printed in black and one or more shades of gray.

JPEG: A compressed bitmap format, developed by the Joint Photographic Experts Group of the International Standards Organization. JPEG is generally used to create files of photographic images.

Colors: Primary palette used in the current campaign.

Logo: A graphic representation of a company/organization.

Pantone or PMS(Pantone Matching System): Industry-standard matching system for specifying and matching precise ink colors.

PNG: Portable Network Graphics are not restricted to the 256 color limitation of GIF files, support better transparency options and have better compression but do not support the multiple frames and simple animation that GIF files have.

Registered trademark: A trademark that has been registered with the federal government at the U.S. Patent and Trademark.

Service mark: The same as a trademark, except that it identifies and distinguishes the source of a service rather than a product.

Signage: Graphic designs, as symbols, emblems, or words, used especially for identification or as a means of giving directions or warning.

TIFF: Tagged Image File Format, a file format for exchanging bitmapped images (usually scans) between applications. Retains full resolution unlike JPG's which lose information upon saving.

Unregistered Trademark: This mark serves as notice to the public that the words or symbols are not registered with the federal government. This trademark owner can append the mark with the letters "TM" (visualized by the trademark symbol TM).

Resolution: Refers to the number of dots per inch (dpi), or the amount of detail the image has. Most documents prepared for upload should be 300 dpi at 100% of the final print size. Higher resolution means a more detailed image, and also larger file and longer upload time.

CMYK vs. RGB: CMYK (Cyan, Magenta, Yellow and Black) are the colors used in the printing process, whereas RGB (Red, Green and Blue) are the colors used by screen displays such as your monitor. Please note that JPEG files are almost always in RGB.

Your document should be created in CMYK mode so that the colors that you see on the screen most closely match the final printed product. If you create your document in RGB, the colors in your printed product may vary slightly. Many of the bright values produced by your monitor cannot be reproduced in print.

Vector Images: Vector images use mathematical equations to define each component of an image. This allows vector images to retain their high-quality at any size. When possible, use vector graphics created in a desktop publishing program.

Digital Imaging: You may create printed products on our web site using digitized images from a variety of sources. Your designs, photos and images can come from a digital camera, scanner, or the web. Any image you plan to use must be saved at approximately 300-dpi at 100% output size for the very best printing results. It's helpful to know that shrinking an image on a product will increase its resolution. For example, an image captured at 600 x 900 pixels has 150-dpi at 4" x 6". However, it can be printed at 300-dpi by reducing its dimensions on the product to 2" x 3".

Images from a Digital Camera: If you wish to use images from a digital camera, before you snap pictures make sure the camera is set at a high enough resolution to result in 300 DPI at the intended photo print size. Most cameras have various settings for resolutions. The highest resolution for your camera depends on how many megapixels it has.

You cannot increase the resolution of a photo after it is taken, except by reducing its printed dimensions (after you upload the image). Be careful when cropping a photo after it is taken. Cropping will reduce the number of pixels in the final image.

Images from the Web: Images found on the web are typically at a resolution of 72-dpi. This resolution is much too low for quality printing. In addition, most images on the web are protected by copyright laws. For these reasons, we do not recommend using images from the web.



Marketing Contacts

Art Questions:

Mick McArt - mmcart@duro-last.com

Marketing Questions:

Andrea Fisher

afisher@duro-last.com
