

Corporate Identity GUIDE

Branding
Logo Usage
Photo Usage
Trademarks
Copyright
Terminology

Photo: Assassini Productions

HOPE'S[®]
Windows, Inc.

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**ALL PROMOTIONAL AND NON-PROMOTIONAL MEDIA MUST BE REVIEWED AND APPROVED BY
THE MARKETING DEPARTMENT BEFORE PUBLICATION AND/OR DISTRIBUTION.**

Introduction

This guide is intended for anyone producing communications for Hope's Windows, Inc. and outlines the different elements that make up our corporate identity.

The purpose of this guide is to ensure that all of our work embodies Hope's brand attributes and expresses them correctly and consistently across all media.

Although some rules are fixed, the guidelines are not intended to be limiting, and there is plenty of scope for creative expression.

The following pages provide the building blocks for supporting Hope's corporate identity program. We ask that you help us by properly using and crediting Hope's trademarks in accordance with these guidelines.

All promotional and non-promotional media must be reviewed and approved by the Marketing Department before publication and/or distribution.

If you have questions about style issues related to Hope's branding, please contact:

Heather Oberg Fagan
Director of Marketing
716.665.5124 ext. 335
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Brand Attributes

The Hope's® brand is one of the company's most valuable assets. It is a set of values, attributes and artwork that reflect the spirit of our company - an organization that is high-end, sophisticated and professional. Proper and consistent use of the brand will reinforce this image.

- Ensure that the Hope's brand, identity and specifications meet the highest professional standards and reflect corporate values at all times.
- Ensure that the Hope's brand is applied to all promotional and non-promotional media.
- Ensure that the Hope's brand is applied to all internal and external communications.
- Ensure that corporate and product brand trademarks are added to all promotional and non-promotional literature.
- Ensure all graphics and photographs belonging to external sources have copyright acknowledgments.
- Ensure all promotional and non-promotional media is signed off by our Marketing Department.
- The Marketing Department will provide advice and issue guidelines on the use of the Hope's brand.
- The Marketing Department will maintain effective communication links with other departments to improve understanding of the importance of the Hope's brand, its development, protection and relationship to product brands.
- The Marketing Department will develop and standardize templates and instructions for documentation.
- For variations on the use of the corporate brand, please consult with the Marketing Department before implementation.

Corporate Description

Hope's® Windows, Inc. is the world's preeminent manufacturer of custom steel and bronze windows and doors. Each window and door Hope's creates is proudly handcrafted to meet an owner's, architect's and builder's most exacting and demanding requirements.

PRESS BOILERPLATE

Hope's® Windows, Inc., based in Jamestown, NY, is the nation's leading and most experienced manufacturer of custom designed, solid hot-rolled steel and solid bronze window and door systems, specializing in historic preservation, cultural, institutional, commercial and luxury residential applications. Hope's windows and doors help architects achieve even the most technically challenging design visions with unlimited shapes and sizes. Hope's advanced finishing system ensures that all Hope's steel windows and doors last longer than any other available, even under the most extreme environmental conditions.

COMPANY OVERVIEW

Throughout its long history, Hope's windows and doors have been synonymous with longevity and quality. From the development of truly visionary design concepts through an unparalleled finishing process, Hope's is the first choice in premium quality steel and bronze windows and doors.

Hope's windows and doors are custom designed and handcrafted to help architects achieve even the most demanding and technically challenging design visions—with unlimited shapes, sizes, finishes and profiles. Hope's solid steel windows are strong enough to afford minimized frame size and maximized glass area, offering the best views. Hope's advanced coating process ensures that all Hope's steel windows and doors last longer than another available, even under the most extreme environmental conditions.

With Hope's patented Thermal Evolution™ technology, the company maintains all the proven characteristics of traditional fully welded solid hot-rolled steel windows and that of old-world craftsmanship, while offering a greater degree of thermal efficiency.

In addition to architectural products, Hope's offers a full line of windows and doors for correctional and blast resistant applications, including up to 120-minute fire rated wall systems.

SOCIAL MEDIA TAGLINE

Hope's – makers of the world's finest handcrafted solid steel and bronze windows and doors for over a century. #BeyondLuxury

MISSION STATEMENT

Our mission is to design, make and deliver products and provide services to satisfy the unique needs of each customer.

Naming and Trademarks

The legal name of the corporation is Hope's® Windows, Inc. The first reference in a document should be to "Hope's® Windows, Inc.", and as "Hope's Windows" or "Hope's" in all following references.

Apply the trademark symbol the first time you reference one of our trademarked terms (see below) in a printed piece. Subsequent trademarks in the same document are not required.

Product Names

Jamestown175™ Series
Landmark175™ Series
One55™ Series
University Series™
Hopkins Series™
5000 Series™

Product Descriptors

Empire Bronze™
Thermal Evolution™ Technology

Hope's® Windows, Inc.

Hope's® Correctional Window Systems
Dayton Metal Products

Product Descriptors are used to further describe a product series, and are generally not used on their own. For example, "Empire Bronze™ Jamestown175™ Series" describes a specific profile or section shape made from bronze instead of steel.

No trademark is required when referencing one of Hope's signature hardware collections.

Signature Residential Hardware Collections

Hope's One Collection Hope's Two Collection

Proper use of trademarked terms:

Trademarks should always be used as a proper adjective (an adjective modifying a noun).
A trademark is always singular.
A trademark is never possessive.

Examples:

YES - Hope's Jamestown175™ Series steel windows and doors are manufactured...

NO - Hope's Jamestown175™ Series is manufactured...

To produce the trademark symbol (™) on a PC, press and hold the Alt key while typing "0153" on the numeric keypad. On a Mac, press and hold Option + 2.

To produce the registered trademark symbol (®) on a PC, press and hold the Alt key while typing "0174" on the numeric keypad. On a Mac, press and hold Option + R.

Standard Copyright Statement

The standard corporate copyright information is as follows:

Copyright © 2019 Hope's Windows, Inc. All rights reserved. Hope's is a registered trademark of Hope's Windows, Inc. Jamestown175, Landmark175, One55, University Series, 5000 Series, Hopkins Series, Empire Bronze, and Thermal Evolution are trademarks of Hope's Windows, Inc. The names and logos of other companies mentioned herein may be trademarks of their respective owners. This document is for informational purposes only. Hope's Windows, Inc. makes no warranties, expressed or implied, in this document.

It is not necessary to use the names of all Hope's products in every usage of this copyright information. Only the names of the products or technologies that are mentioned in the piece should be used in the copyright notice.

To produce the copyright symbol (©) on a PC, press and hold the Alt key while typing "0169" on the numeric keypad. On a Mac, press and hold Option + G.

Key Graphic Elements

Our visual branding is made up of several key graphic elements.

Corporate Mark

Comprises the stylized HOPE'S namestyle and the registered trademark symbol. The Corporate Mark is specially created artwork and cannot be substituted using a font.

Hope's Logos

Hope's Corporate Mark is used in the Corporate Logo, Correctional Window Systems and Recycled Steel logos. See page 8 for variations.

Dayton Metal Products Logo

The stylized DAYTON namestyle is specially created artwork and cannot be recreated using a font. The logo always includes "division of Hope's® Windows, Inc." beneath a horizontal divider.

Colors

Hope's Blue (Pantone® 287) is the corporate color.

Logos

The logos in this section are the primary graphic elements of the Hope's brand. Consistent application and precise production of the logos will identify and reinforce public awareness of Hope's and its products. When the logos are used properly with the other elements of the corporate identity program, a unique and effective visual style can be established, protecting both Hope's and its brand.

Each logo is a piece of custom-designed artwork. Use only approved artwork obtained from the Marketing Department.

Hope's Corporate Mark:



Hope's Corporate Logo:



All versions of the logo are available in a variety of file formats. See page 9 for guidelines on selecting the correct format for your application.

To obtain an electronic version contact:

Heather Oberg Fagan
Director of Marketing
716.665.5124 ext. 335
hfagan@hopeswindows.com

Logos are also available on the Hope's file server in G:\Logo

Hope's Correctional Logo:



Dayton Metal Products Logo:



File Naming Conventions and What They Mean

CL = Corporate Logo
CM = Corporate Mark
CWS = Correctional Window Systems
RecSteel = Recycled Steel
TS = Turnkey Solution

CMYK = printer colors: Cyan, Magenta, Yellow, Black
RGB = screen pixel colors: Red, Green, Blue
4C = CMYK; 4-colors intended for print
2C = 2-colors for press, may include Pantone ink
1C = 1-color for press, may include Pantone ink
pms = Pantone Matching System

blue = logo in all Hope's blue
black = logo in all black
white = logo in all white
standard = official logo in standard Hope's blue/grey or Hope's blue/black color combination

Selecting the Correct File Format

High Resolution for Print

TIFF format is ideal for creating documents for print.

Note that Microsoft Office products such as Word and Excel work in the RGB (red, green, blue) color space typical of on-screen display, so be sure to choose the RGB version. Most other desktop publishing software works in the print standard color space of CMYK or 4C (4-color; cyan, magenta, yellow, black).

Vector for Print & Signage

EPS, AI, and SVG vector formats are ideal for large signage, vinyl cut-outs (such as truck lettering) and promotional materials (such as hats, pens, etc.). Vector graphics can be enlarged to any size without losing quality. Vectors are also ideal for professionally designed brochures, business cards or other print items.

(Special design software is required to open and view some vector file formats.)

Multi-purpose PDF

PDF format is very versatile. It can be used in place of vector files for signage, business cards, etc. and can be opened on any computer, tablet or device without special design software.

Large for On-Screen Viewing

PNG format is ideal for web and on-screen viewing programs such as PowerPoint. Unlike JPEG, the PNG format is lossless (does not lose quality when saved) and allows aliased edges and transparent backgrounds so that graphics can be placed on top of any background color.

Small for Web & Email










JPEG format and the small file size is ideal for email signatures or other occasions where a small logo will be viewed on a computer screen.

Logo Guidelines

Size and Orientation

In print applications, the logo should be at least 1 1/2" wide. However, in exceptional cases such as printing on promotional items such as pencils or pens, the width can be decreased to 3/4". In electronic applications, the minimum width is 150 pixels.

- In all applications, the logo should be the same size as, or larger than, the logos of other companies appearing on the same page.
- The logo must be resized proportionally. If the logo is resized vertically, it must be resized horizontally by the same percentage.
- The logo should not be rotated or inverted. (In special cases, the Corporate Mark may be rotated 90°. For variations on the use of the Corporate Mark, please consult with the Marketing Department before implementation.)
- The logo must not be modified to remove or reduce the HOPE'S or DAYTON namestyle proportion. In addition, the horizontal divider element and "division of Hope's® Windows, Inc." must not be removed from the Dayton Metal Products logo.
- The spacing of text within the logo must not be modified.

Correct Usage:	Incorrect Usage:
	 X The logo is resized disproportionately
	 X The HOPE'S namestyle proportion has been reduced
	 X The spacing of "Windows, Inc." has been modified.
	 X The logo is rotated
	 X The horizontal divider and "division of Hope's® Windows, Inc." has been removed.

Logo Guidelines

Sizing the Registration Mark

The registered service mark symbol - ® - is attached to the Corporate Mark. The symbol should never be smaller than its preferred size which is 5 points diameter. It is positioned at the top right of the Corporate Mark at a distance equal to 1/4 its diameter.



Logo Guidelines

Protection Zone

Proper spacing should be allowed between the logo and other page elements. The logo must be surrounded by negative space called a protection zone. In all cases, the minimum protection zone around the logo is equivalent to one-quarter the height of the HOPE'S or DAYTON namestyle element.

No text, rules, picture edges, trim or folds should encroach into this space.






Logo Guidelines

Two-Color Logos

- The Hope's Corporate logo and Dayton Metal Products logo include two colors: Hope's Blue (Pantone® 287) and Black.
- The Hope's Correctional Window Systems logo include two colors: Hope's Blue (Pantone® 287) and 50% Black.

No other color should be substituted for these colors. (In special cases, use of other colors must be approved the Marketing Department before implementation.)

Swatch	Color Name	PMS Color	CMYK Color	RGB Color	Hex Color
	Hope's Blue	Pantone 287	C:100 M:68 Y:0 K:12	R:0 G:83 B:155	# 00539b
	Grey	50% Black	C:0 M:0 Y:0 K:50	R:147 G:149 B:152	# 939598
	Black	100% Black	C:0 M:0 Y:0 K:100	R:0 G:0 B:0	# 000000

Correct Usage:



Incorrect Usage:



✗ The standard Correctional Window Systems logo uses Hope's Grey, not black



✗ The Correctional Window Systems logo color values are correct, but misplaced



✗ One of the logo colors has been substituted

Logo Guidelines

One-Color Logos

- If the logo is presented in one color, that color should be Hope's Blue (Pantone® 287).
- If the logo is presented in greyscale, the logo should be 100% Black or White.
- Never convert the color logo to greyscale.

No other color should be substituted for these colors. (In special cases, use of other colors must be approved the Marketing Department before implementation.)

Correct Usage:

HOPE'S®
Windows, Inc.

HOPE'S®
Windows, Inc.

HOPE'S®
Windows, Inc.

HOPE'S®

HOPE'S®

HOPE'S®

HOPE'S®
CORRECTIONAL
WINDOW SYSTEMS

HOPE'S®
CORRECTIONAL
WINDOW SYSTEMS

HOPE'S®
CORRECTIONAL
WINDOW SYSTEMS

DAYTON
METAL PRODUCTS
division of Hope's® Windows, Inc.

DAYTON
METAL PRODUCTS
division of Hope's® Windows, Inc.

DAYTON
METAL PRODUCTS
division of Hope's® Windows, Inc.

Incorrect Usage:

HOPE'S®

✗ The logo color has been changed

DAYTON
METAL PRODUCTS
division of Hope's® Windows, Inc.

✗ The greyscale logo is not 100% Black or White

HOPE'S®
CORRECTIONAL
WINDOW SYSTEMS

✗ The color logo was converted resulting in shades of grey

Logo Guidelines

Pre-Printed Materials

Where the logo appears on materials that are pre-printed or without a solid background, such as a photograph, a one-color version of the logo should be used. A two-color logo may be used if the logo area is blocked out.

Correct Usage:



Incorrect Usage:

✗ *The logo is in multiple colors on a photographic background*



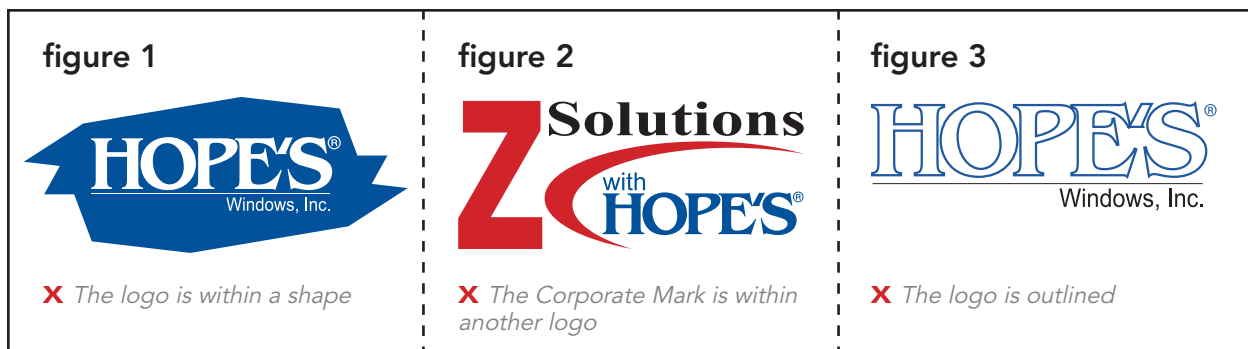
Private Residence, Naples, FL
Architect: Kukk Architecture and Design
Photographer: IMG_INK

Logo Guidelines

Incorrect Usage

The logo may only appear in the versions specified earlier. Some examples of incorrect uses are shown here.

- Do not scale the logo less than 1 1/2" wide or 150 pixels wide in electronic applications (page 10).
- Do not resize the logo disproportionately (page 10).
- Do not modify the logo by rotating or inverting (page 10).
- Do not reconfigure the spacing or graphic placement within the logo (page 10).
- Do not let any text, rules, shapes, picture edges, trim or folds appear within the protection zone (page 12).
- Do not use color configurations other than those specified (pages 13-14).
- Do not use Rich Black (i.e. C:63, M:52, Y:51, K:100) or Registration Black (C:100, M:100, Y:100, K:100) in the logo. Always use 100% Black.
- Do not convert the logo to greyscale (page 14).
- Do not reproduce the logo in a distinctive box or shape (figure 1) or include the logo within another logo (figure 2).
- Do not outline, bevel or apply graphic filters to the logo (figure 3).
- Do not use any font - including Bangkok or ITC Benguiat Std® - in place of the logo.



Obsolete Logos

As Hope's has evolved over the years, our branding elements have evolved also. Some examples of obsolete elements are shown here.

Obsolete logos should not be used in favor of current versions. Some historical or nostalgic exceptions apply. All material should be approved by the Marketing Department if old or obsolete logos are to be used.



HOPE'S®



STEEL AND BRONZE | WINDOWS AND DOORS
HANDCRAFTED IN THE USA



Other Logos

The Turnkey Solution

The Turnkey Solution logo is for use within Correctional Window Systems.

- The Turnkey Solution logo must remain on the top layer of any piece, but there is no express protection zone. The logo may overlap rules or picture edges. The logo may not overlap text, trim or folds.
- The logo should be reproduced in Hope's Blue when possible.
- The logo should not be reversed.
- The minimum size of the logo is 1 inch in width.



Recycled Steel

The Recycled Steel logo is for use with hot-rolled steel products only.

- The Recycled Steel logo must remain on the top layer of any piece, but there is no express protection zone. The logo may overlap rules or picture edges. The logo may not overlap text, trim or folds.
- The logo may be reproduced in any color. The gradient tint in the globe is 40% to 100%.
- The logo should not be reversed. There is a white outline included for printing on a dark or colored background.
- The minimum size of the logo is 3/4 inch in width.



Other Logos

Outside Logos

Hope's Windows, Inc. has established relationships or gained accreditation with the following organizations:

Protective Glazing Council



Matthews Paint Company



Technical Glass Products



AIA Continuing Education System



PPG Industries



The Steel Window Institute



The names and logos of other companies and organizations mentioned herein may be trademarks of their respective owners. **Usage may be restricted. Inclusion on this page does not imply permission to use in print or electronic materials.** Permission must be granted by the respective owner and owner-supplied usage guidelines must be followed for each instance of use.

Common Mistakes

Terms, Phrases, Spelling & Punctuation

The following terms and phrases are commonly misspelled or punctuated incorrectly. Use the following as a guide to Hope's accepted terminology. If you have a question on a particular word or phrase, please contact the Marketing Department.

12 gauge	interior glazed	slide and fold
60 minute	integral groove	snap-in
arcweld	Jamestown175™ Series	springbolt
backweld	kickpanel	swing-in
blast resistant	Landmark175™ Series	swing-out
bullet resistant	life cycle	temperature rise
butt weld	lift and slide	thumbturn
electrocoat (e-coat)	lockbox	top hung
fire rated	multi-latching	true divided lite (TDL)
fire-protected mullion	multi-point	TDL muntin bar
flush bolt	One55™ Series	weather bar
French-style	exterior glazed	weatherseal
glassload	project-in	weatherstripping
handcrafted	project-out	windload
high-end	roll-formed	
hook bolt	screw-on	
hook-on	side hung	
hot-rolled	sidelite	
hung-in	sightglass	
hung-out	sightline	
hurricane resistant	simulated divided lite (SDL)	
impact approved	SDL muntin grid	
impact resistant	skylight	

Length Markers

Always use prime/double prime symbols (or straight quotes - ' and ") for feet and inches.

Do not use curly, smart or typographer quotes (' or ").

Example: **2' 1-3/4"**

Imagery and Photo Credits

Imagery

Professional photographs have usage restrictions including, but not limited to, duration, frequency and type of media. Always review the rights for specific images before using in print or electronic media.

Photographic images can be provided by the Marketing Department.

Photo Credits

All professional photography must credit the photographer. In some cases interior designers, architects and/or builders also require credit. See individual credit notes for specific images at www.hopesresource.com.

To protect customer privacy, "Private Residence" shall be used for residences if the location is stated. (See page 15 for photo credit example.)

For further information contact:

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Director of Marketing
716.665.5124 ext. 335
hfagan@hopeswindows.com

HOPE'S®

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ITC Benguiat Std® is a registered trademark of International Typeface Corporation or its subsidiaries.

Bangkok font is the property of Corel Corporation. Corel fonts are freely available for commercial use without a license.

PANTONE® is the property of Pantone, Inc.

Pantone produces numerous color matching systems for print and computer applications. The PMS® color-matching system is commonly used to represent 3,000 distinct colors through a numbering system. The colors on this page and throughout these guidelines have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE color standard. Consult current PANTONE Color Publications for accurate color.