

NAPOLEON

BRAND STANDARDS GUIDE

BUILDING BLOCKS FOR **THE BRAND**
Effective: January 2016





BUILDING BLOCKS FOR **THE BRAND**

A brand is a living entity—and it is enriched or undermined cumulatively over time, the product of a thousand small gestures.”

- Michael Eisner

Former Chief Executive Officer

Walt Disney

TABLE OF CONTENTS

Why Napoleon	3
Why A Brand Standards Guide	4
Logo Color Breakdown	5
Corporate Color Palette	6
Logo Construction	7
Proper Logo Usage	8
Improper Logo Usage	9
Typefaces	10
Admats & Dealer Logo.....	11-12
Product Placement	13
Internal Business Documents	14
Advertising Policy, Terms & Conditions	15

WHY NAPOLEON

At Napoleon, we blend artisanship with craftsmanship to create products that are at the center of the most meaningful moments people enjoy in and around their homes.

Our indoor and outdoor fireplaces draw people in with their beauty, creating a warm, relaxing place to unwind after a long day. Our grills come equipped with the innovative features, precise control, and quality that even the most experienced cooks demand to create unforgettable meals. And our heating and cooling systems are engineered to such a high level, are so quiet and efficient, all you'll notice is how comfortable you are every day of the year.

We're committed to the families we serve, because we are a family business. Since 1976, the Schroeter family has guided our company with a clear vision of uncompromising quality, superior technology and designer features. To this day, we continue to earn our customers' trust by standing behind every Napoleon product.

To ensure that every customer has the best possible experience, we partner with a network of over 4,000 independent dealers. Each dealer is equipped with the professional training and experienced technical support staff necessary to offer unparalleled customer service.

Take a look at our carefully crafted home products and you'll see why coming home to a Napoleon makes every welcome warmer.

NAPOLEON

1983



1984



1994



2000



2004
(Special Edition)



TODAY - 2015

WHY A BRAND STANDARDS GUIDE

The purpose of The Napoleon Brand Standards Guide is to assist our partners both internal and external in maintaining a uniform brand message when using the Napoleon name. This ensures audiences have a consistent, clear vision of the Napoleon brand at all times.

Napoleon's brand is defined by our ability to create intimate spaces and enhance the family experience; it is how we identify ourselves in the global marketplace.

By adopting the established standards as outlined in this guide, you are equipping yourself to reflect the high standards of Napoleon artisanship and craftsmanship. Consumers will associate your business with the trusted Napoleon brand.

4-Color (CMYK)

Napoleon Red
CMYK: 0 / 100 / 100 / 4

Black
CMYK: 0 / 0 / 0 / 96

4-COLOR LOGO

This logo is built to be used in typical printing (CMYK) and online applications



2-Color (Spot Color)

Napoleon Red
Pantone: PMS186c

Black
96% Black

2-COLOR LOGO

This logo is built to be used when an exact print color match is required.



1-Color Logo

Black
96% Black

1-COLOR LOGO

This logo is used for 1-color printing processes such as silk screening or watermarking.



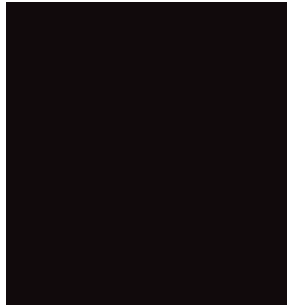
LOGO COLOR BREAKDOWN

The color breakdown applies to all of the Napoleon logos and should be provided to your marketing / printing contact. All logos are available in JPEG, TIFF, PNG, PDF or EPS formats.



Napoleon Red

Pantone®: PMS186c
CMYK: 0 / 100 / 100 / 4
RGB: 195 / 33 / 39
LAB: 49 / 72 / 52
Hex: #c32127



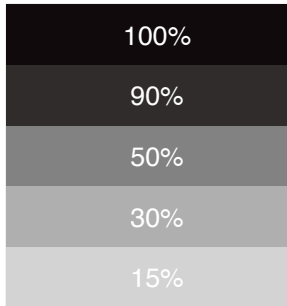
Rich Black

Pantone®: Black 6c
CMYK: 20 / 20 / 20 / 100
RGB: 24 / 20 / 21
LAB: 4 / 3 / 0
Hex: #181415



Napoleon Grey

Pantone®: N/A
CMYK: 0 / 0 / 0 / 50
RGB: 146 / 148 / 150
LAB: 62 / 0 / -2
Hex: #929496

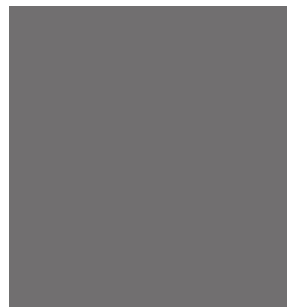


Tints can be used with the "Napoleon Grey".
Recommended tint values: 90%, 50%, 30% and 15%.



Grills Blue

Pantone®: PMS 3005c
CMYK: 100 / 46 / 1.73 / .01
RGB: 0 / 117 / 201
LAB: 47 / -3 / -52
Hex: #2274bb



Grills Grey

Pantone®: N/A
CMYK: 0 / 0 / 0 / 80
RGB: 35 / 31 / 32
LAB: 12 / 1 / 0
Hex: #4f4c4c
Opacity: 80%

CORPORATE COLOR PALETTE

Do not calculate color breakdowns from Pantone® colors in a program such as Adobe Photoshop or Adobe Illustrator. Use color breakdowns supplied in this guide instead.

Appearance of colors will vary depending on monitor calibration and printer used. If a specific color match is required, please use the Pantone® color palette.

GRILLS COLOR PALETTE

The grills color palette is available to use in addition to the corporate color palette for grills advertising only.



3/4 inch
 19 mm
 100 pixels
 (Actual Minimum Logo Size)

LOGO CONSTRUCTION

PROTECTED SPACE

Please observe the space around the logo. The space designated around the logo is created using the height of a letter character from the logo-mark. Nothing can intrude this space.

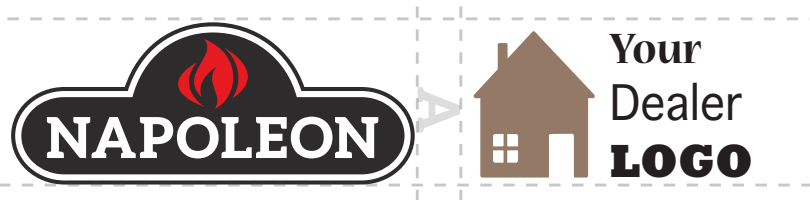
MINIMUM LOGO SIZE

The Napoleon logo must never be set less than 19mm or 3/4" in a horizontal measure for print and 100px for online usage.

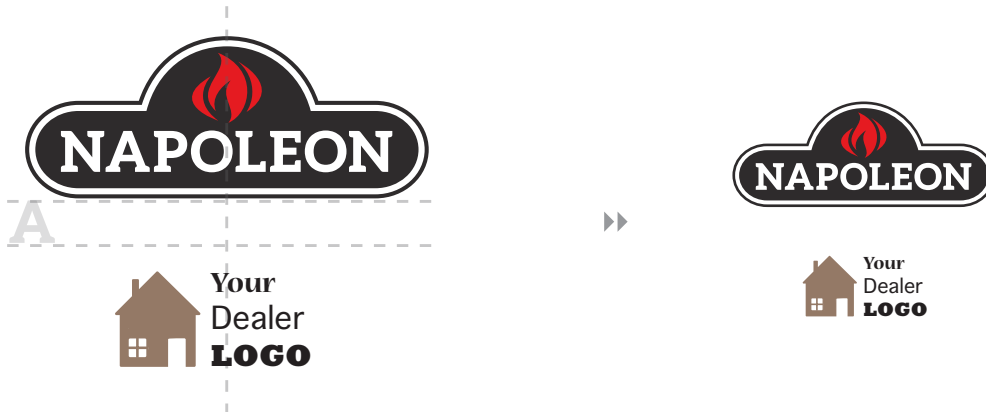
LOGO LOCK-IN

The Napoleon Logo must always sit to the left of the other logo or the Napoleon Logo must sit above the other logo with spacing equivalent to the height of a letter character from the logo-mark.

HORIZONTAL LOCK-IN



VERTICAL LOCK-IN





Logo on white background



Logo Silhouette on metal



Logo on dark background



Black and white logo on dark background



Black and white logo on white background



Logo on Color background

PROPER LOGO USAGE

The Napoleon logo embodies our ability to honor the tradition of quality as we embrace innovative change. Always use good judgment with the Napoleon logo and use it respectfully. The logo is the one visual constant in every communication involving the Napoleon brand.

As a Napoleon dealer, you are required to ensure any usage of the Napoleon logo is current. Using unapproved and outdated logos affect your future co-op claims.

1.



2.



3.



4.



5.



6.



7.



8.



9.



IMPROPER LOGO USAGE

DO NOT

1. Change the logo's orientation.
2. Add any effects or animate the logo.
3. Place the logo on a busy background.
4. Change the logo colors.
5. Change the typeface of the logo.
6. Scale the logo unproportionately.
7. Reverse the logo.
8. Cut a portion of the logo off.
9. Place the logo too close to the edge of a document or to another object.

TRADE GOTHIC LT STD -CONDENSED NO. 18
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

TRADE GOTHIC LT STD - BOLD CONDENSED NO.20
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

TRADE GOTHIC LT STD - REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

TRADE GOTHIC LT STD - BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

HELVETICA - REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

HELVETICA - OBLIQUE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

HELVETICA - LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

HELVETICA - BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

VERDANA - REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

VERDANA - BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

9 pts Example

Text should never be smaller than 9 pts and lines should not be too close together to assure legibility.

9 pts - Perfect size

7 pts Example

Text should never be smaller than 9pt and lines should not be too close together to assure legibility.

7 pts - Text is too small and line spacing makes it difficult to read.

TYPEFACES

The Napoleon Corporate Typefaces are the designated fonts for all Napoleon print and digital materials.

TRADE GOTHIC

For use as marketing headline titles in all divisions, as well as any type that needs to be smaller than 9 pts.

HELVETICA

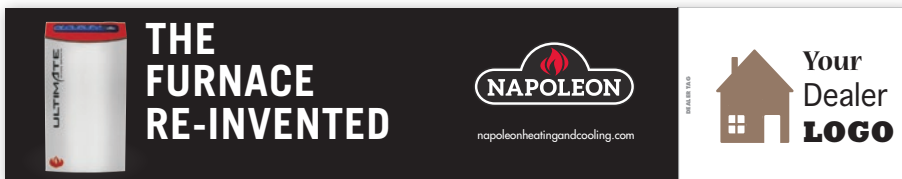
For use as body copy in all corporate communications.

VERDANA

Available to use if recommended typefaces are not available to use.



Designated
Dealer logo
spaces



ADMATS AND DEALER LOGO

Napoleon Admats include designated **Dealer logo spaces**. Dealer logo and contact information are not permitted to appear anywhere outside the 30% of designated space where they may encroach on the advertisement design.

CO-OP: All advertising materials that are eligible for co-op dollars must adhere to the Napoleon Brand Guide standards and the co-op regulations. See Napoleon Co-op Guidelines for more information.



Napoleon 9600 Competitors Furnace



Napoleon 9600 Competitors Furnace



Ascent™ BL36 Competitors Fireplace



Ascent™ BL36

Competitors Fireplace



Napoleon Prestige® 500

Competitors Grill



Napoleon Prestige® 500

Competitors Grill

PRODUCT PLACEMENT

When advertising a variety of Napoleon products, a product image should never over-lap a Napoleon product. There should be a visible space between each product to distinguish Napoleon products from a competitor.



Your Dealer LOGO



Competitors Grill




Ascent™ BL36



Competitors Furnace



Napoleon Prestige® 500



Competitors Fireplace



Napoleon 9600

HUGE SALE



Your Dealer LOGO



Napoleon Prestige® 500



Competitors Grill



Ascent™ BL36



Napoleon 9600



Competitors Fireplace



Competitors Furnace

HUGE SALE

PRODUCT PLACEMENT

When advertising a variety of Napoleon products, ensure all Napoleon products are grouped together to distinguish them from competitor's products.

INTERNAL BUSINESS DOCUMENTS

CREATING A STANDARD

It is important to uphold the brand standards when creating any internal or external business documents. These materials should reflect the brand identity.

Internal documents, invoices, order confirmation, etc. must have the Napoleon logo at the top left of the page. Please contact the Marketing Assistant for any questions or help you may need adjusting or creating a document.

APPROVAL PROCESS

Please obtain approval from the Marketing Assistant if you have a unique situation requiring an exception to any of these guidelines prior to production. All communications & marketing materials in any medium must be submitted to the Marketing Assistant for approval.

ADVERTISING POLICY, TERMS & CONDITIONS

These Napoleon Brand Standards define consistent standards for using the names, logos and imagery ascribed to the Napoleon products and services and applies to all advertising and promotional materials.

Wolf Steel Ltd. owns and controls the Napoleon brand, ads, trademarks and copyrighted materials. Only Authorized Napoleon Dealers / Distributors who have received written or verbal approval to advertise our products are permitted to use the Napoleon branded ads, trademarks and copyrighted materials.

Wolf Steel Ltd. will permit Authorized Napoleon Dealers / Distributors use of copyrighted materials such as images, copy and advertising aids for the use of promoting the Napoleon brand. These materials will be provided by either a designated sales representative, Napoleon's Marketing department or accessed from the **MyNapoleon** Dealer Portal.

All Authorized Reseller's advertisements must comply with Napoleon Brand Standards Guide. Wolf Steel Ltd. reserves the right to revoke permissions for use of the Napoleon brand, ads, trademarks and copyright materials at any time.

The Minimum Advertising Price (MAP) policy applies to all advertising where pricing is shown. Authorized Napoleon Dealers /Distributors are responsible for any and all business conducted and will take responsibility for violations of advertising, security and privacy of inaccurate and inappropriate material.

Should Wolf Steel Ltd. terminate its relationship with an Authorized Napoleon Dealer / Distributor, the Dealer / Distributor must cease the use of all Napoleon brands, trademarks and copyrighted materials.

NAPOLEON CELEBRATING OVER 40 YEARS OF HOME COMFORT PRODUCTS



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24 Napoleon Road, Barrie, Ontario, Canada L4M 0G8
103 Miller Drive, Crittenden, Kentucky, USA 41030

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