



BRAND GUIDELINES

This document was created to help guide and inspire designers and content creators. Inside, you'll find an overview of our brand, who we are, and our visual identity, which are the foundational elements of bringing our refreshed brand to life.

By following these guidelines, you are helping to build a brand that has endured and is committed to creating a world of possibilities.

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OUR BRAND

The Brand

For more than 135 years, Issaquah Lumber has been a Pacific Northwest building products supplier. We are committed to exceptional customer service, which has made us the trusted choice for professionals and homeowners throughout the region and worldwide.

We've built a reputation on trust, quality, and a deep understanding of our customers' needs. Today, that same commitment fuels our global reach, bringing premium wood products and knowledge to customers worldwide.

Brand Promise

Rooted in our community, we craft possibilities, delivering quality wood products and solutions, unmatched expertise, and exceptional service anywhere. We ensure our customers' success and build lasting partnerships.

Brand Statement

Local wood experts. Building a world of possibilities.

Personality

We are forward-thinking, approachable, trusted, and responsive.



PRIMARY BRAND LOGO

The building block behind everything. At Issaquah Lumber, our company logo comprises a symbol and a wordmark. The emblem evolved from its origin to a polished, reliable, and familiar mark.

The company logo is a crucial and valued graphic element that must be used consistently and appropriately. Even minor deviations can weaken and damage the brand's image. Always use the master artwork for reproducing any logo design; it should never be recreated or altered. Ensure you are using the correct artwork for each application. Only the original high-resolution or vector graphic files should be used when reproducing any logo elements.



STACKED BRAND LOGO

The secondary logo option is a flexible alternative to the primary logo and is designed to fit various contexts and applications when the primary logo may not be suitable. Despite its secondary status, it remains a critical element of our brand identity and must be used with the same care and consistency as our primary logo.



LOGO COLOR VERSIONS

The logo should be used in the primary version whenever possible. We must always consider legibility when applying color treatments to the logo. Therefore, when applying the logo to a background, you may use the reverse if it increases legibility.

The logos are available in 4-color process (CMYK), spot, and RGB to accommodate most color applications. Only use logos from our asset suite.



SUB BRAND LOGO

Sub-brand logos are integral to our overall brand strategy, differentiating a product line by creating a unique identity and enhancing the value of the collective product offering. As such, they must be used consistently and adhere to the brand guidelines.

primary



secondary



stacked



SUB BRAND LOGO VERSIONS

The logo should be used in the primary version whenever possible. We must always consider legibility when applying color treatments to the logo. Therefore, when applying the logo to a background, you may use the reverse if it increases legibility.



COLOR PALETTE

Our color palette is an essential element of our brand identity and reflects our personality traits: forward-thinking, approachable, trusted, and responsive, and ensures consistency and recognition across all materials. All colors in our palette have precise print, online, and on-screen color references, as shown on this page. Always use the exact color values listed here, and do not use color references or values from files converted automatically between color modes. Keep in mind some software programs do not consistently make accurate color conversions.

Please note that slight variances in color may occur when printed or reproduced in different media. When matching our colors outside of the color modes listed here (e.g., embroidery applications), use the appropriate Pantone number as a target. Ask your printer for assistance when needed, and always request a proof before going into production.



CMYK
64, 52, 75, 47

RGB
68, 72, 53

PANTONE
5747 C

HEX
#444835



CMYK
54, 40, 64, 15

RGB
117, 123, 89

PANTONE
7762 U

HEX
#757a61



CMYK
37, 23, 50, 0

RGB
168, 175, 141

PANTONE
5783 C

HEX
#a7af8c

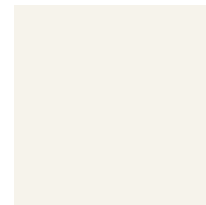


CMYK
22, 21, 36, 0

RGB
201, 190, 165

PANTONE
2323 U

HEX
#c9bda4



CMYK
3, 3, 7, 0

RGB
245, 241, 233

PANTONE
9043 U

HEX
#f4f1e9



TYPOGRAPHY

We believe in the importance of collaboration, relationships, and customer-centricity. Our approach to typography was carefully selected to reflect our brand image best and must be used consistently, especially in the logo.

Well-defined, simple type hierarchies help support consistent communication of our key messages.



PRIMARY TYPOGRAPHY

Avenir Next should be the default choice for essential brand messages in headlines and display copy, as it offers various weights and italics.

AVENIR

TITLE

SUBTITLE

description

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890
!@£\$%^&*()¡¢#¤¥¦§¨ª«¬®¯°±²³´µ¶·¸¹º»¼½¾¿
À Á Â Ã Ä Å Æ Ç È É Ê Ë Ì Í Î Ï Ñ Ò Ó Ô Õ Ö × Ø Ù Ú Û Ü Ý Þ ß à á â ã



SECONDARY TYPOGRAPHY

In some instances, including MS Office and online applications, Avenir Next may not be available. For these applications, Helvetica font should be used as a substitute and as a complementary, secondary option.

HELVETICA

TITLE

SUBTITLE

description

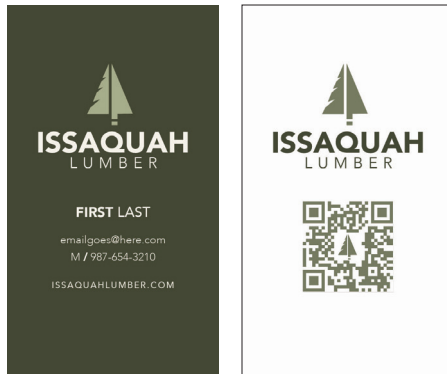
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@£\$%^&*()¡¢#¤¥¦§¨ª«¬®¯°±²³´µ¶·¸¹º»¼½¾¿
À Á Â Ã Ä Å Æ Ç È É Ê Ë Ì Í Î Ï Ñ Ò Ó Ô Õ Ö × Ø Ù Ú Û Ü Ý Þ ß à á â ã



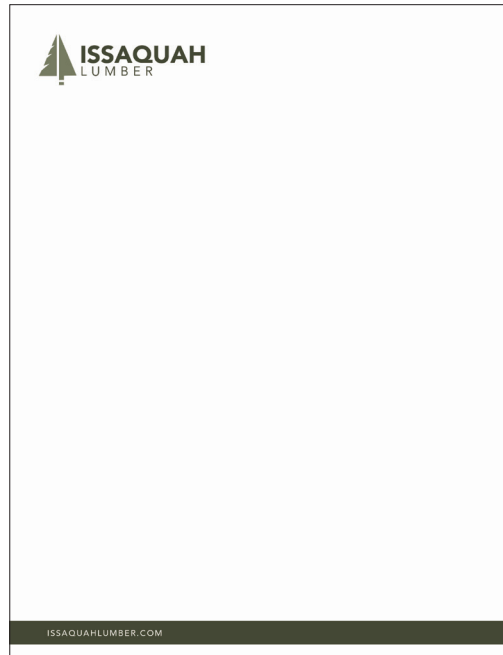
VISUAL IDENTITY AND APPLICATION

All the elements in our visual system work to create proprietary and recognizable communications. On the following pages, you'll see our visual identity showcased in various materials and templates that provide general visual direction for graphics and practical application.

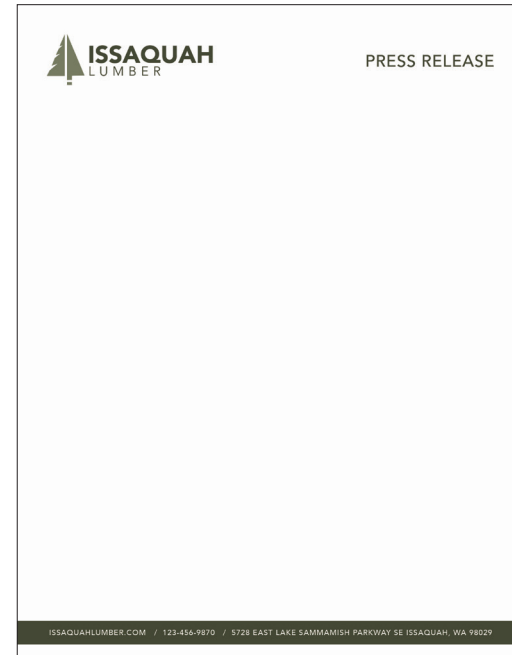
BUSINESS CARD



LETTERHEAD



PRESS RELEASE



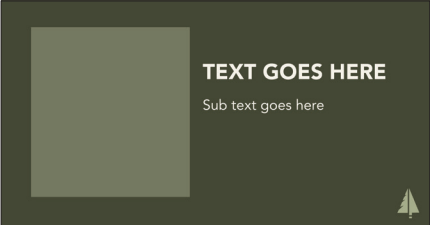
EMAIL SIGNATURE



VISUAL IDENTITY AND APPLICATION

All the elements in our visual system work to create proprietary and recognizable communications.

SOCIAL MEDIA



LARGE SCALE GRAPHICS

