

Branding

Quickly build brand recognition and buy-in for the Envision line of products. Grab attention and assert quality.

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2**Info**

We set out to create a compelling, modern logo that evoked high-end home improvement with colors strategically chosen to stand out among the competition and skew toward a female audience. Our goal was to reassert the client's place as a top competitor within the composite decking industry.

3

Brand Proposal

2016



envision®
TAMKO

A brand proposal containing:

logo, print, digital, and screen media 2016—2017



A close-up photograph of a man and a woman smiling and laughing while playing guitars outdoors. The man on the left has curly brown hair and a beard, wearing a light-colored t-shirt. The woman on the right has long brown hair and is wearing a dark top. They are both holding acoustic guitars. The background is a bright, overexposed sky.

Envision
Making New Memories
on HD

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Section 1

Corporate Logo

Logo Introduction
Logotype

01

Logo Introduction

A logo is the capstone of a company's brand, the primary element of their visual identity. The signature aspect of this logo is a combination of the symbol itself with the company name – they have a fixed relationship that should never be changed in any way.

The Full Logotype

The proposed Envision Corporate Logo is comprised of two elements, the Logo Symbol and Logo Type. The Logo Symbol is an elegant icon that visually references decking boards and aligns the product with other modern, high-tech home improvement brands. Also included is the Tamko logo to clarify the corporate relationship between Envision and its parent.

The Logo Type has been carefully chosen for its modern, refined, highly legible style. The typeface is Proxima Nova, and was selected to compliment and balance the Logo Symbol.

The Corporate Logo is presented through the use of colour as well as shape and form. The corporate colours are Sea Breeze Blue and Black. It is a fresh and appealing blend of colours chosen for their striking combination - inviting - energizing - sophisticated.

The Colors are in accord with international standards as shown below and are easily implemented.

Logotype



1

- 1) The General Logo
The main logo is the dark logo used on white or colored background. For darker backgrounds you will find an alternative below.

Grayscale & Black Versions



3

White Versions



4



2

- 2) Product Logos
Includes the HD icon and tier designation to clearly communicate the product hierarchy. The imagery is complemented by an audience-targeted color scheme unique within the decking industry.

- 3) The Logo Dark Version
Would be used when using only one color on a white background.

- 4) The Logo Light Version
Would be used when using only one color on a dark background.

Recommended formats are:
.eps | .ai | .png | .jpg | .tiff

Attention:
Use of any stylized, animated, hand drawn, or unofficial version of the logo is not permitted. This undermines the logo system and brand consistency. Please consult with blu20 if you have any questions or need further help.

A color photograph of a woman, a young girl, and a young boy at a barbecue. The woman, with blonde curly hair, is smiling and wearing a blue cardigan over a patterned top. The girl, wearing a white tank top with a floral print, is looking down at the grill. The boy, with dark hair, is leaning in to look at the grill. They are standing around a barbecue grill with various food items cooking on it.

Envision
Grill Master Status
on HD

Section 2

Typography

Corporate Fonts
Headline Fonts
Content Fonts
Font Hierachy

02

The Corporate Fonts & Typography

The Corporate Typography

Typography plays an important role in communicating an overall tone of quality. Careful use of typography reinforces the brand personality and ensures clarity and harmony in all Envision communications. We have selected

Proxima Nova, which helps inject a skilled and modern professionalism into the entire Envision ecosystem, as the primary corporate typeface.

Headline Fonts

Primary Headline
Proxima Nova Extrabold

Proxima Nova Extrabold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * ()

Secondary Headline
Proxima Nova Light

Proxima Nova Light

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * ()

Content Fonts

Primary Content

Proxima Nova Semibold

Proxima Nova Semibold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * ()

Secondary Content

Proxima Nova Regular

Proxima Nova Regular

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * ()

Section 3

Color System

Primary Color System
Color Codes

03

The Primary Color System and Color Codes

The Color System

Color plays an important role in the Envision identity. The colors below are recommendations for various media. A palette of primary colors has been developed, which comprise the color scheme. Consistent use of these colors will

contribute to the cohesive and harmonious look of the brand identity across all relevant media. Check with your designer or printer when using the corporate colors so that they will be always be consistent.

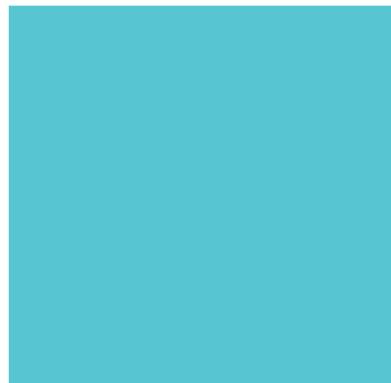
Primary Color System

Explanation:

Envision® has four official colors: Sea Breeze Blue, Navy, Spring Green, and Black. These colors are a recognizable identifier for the company.

Usage:

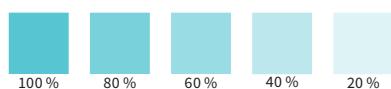
Use them as the dominant color palette for all internal and external visual presentations of the company.



Primary Color Sea Breeze Blue

Color Codes

CMYK : C059 M000 Y018 K000
Pantone : 3115 CP
RGB : R88 G198 B211
Web : #58c6d3



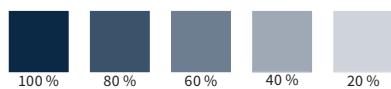
Color Tones



Primary Color Navy

Color Codes

CMYK : C100 M063 Y012 K067
Pantone : 7463 CP
RGB : R000 G037 B074
Web : #00254a



Color Tones

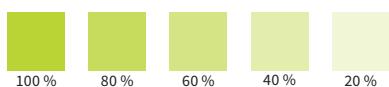
Primary Color System (Continued)



Primary Color Spring Green

Color Codes

CMYK : C027 M000 Y100 K003
Pantone : 390 CP
RGB : R191 G210 B043
Web : #bfd22b



Color Tones



Primary Color Black

Color Codes

CMYK : C000 M000 Y000 K100
Pantone : Process Black
RGB : R035 G031 B032
Web : #231F20



Color Tones

Section 4

Brand in Action

Brand Identity



Type

Identity

Use

Stationary

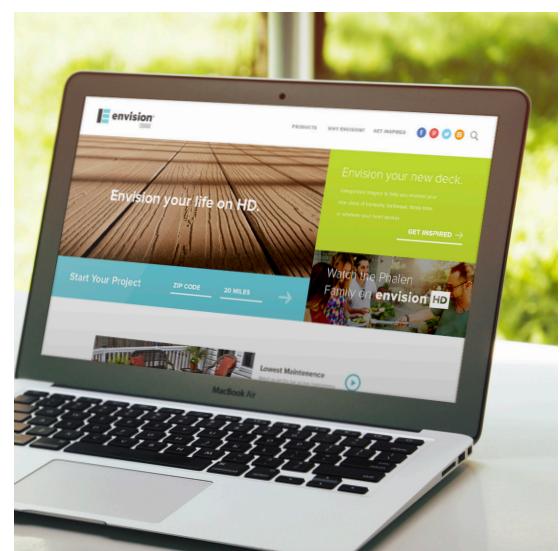
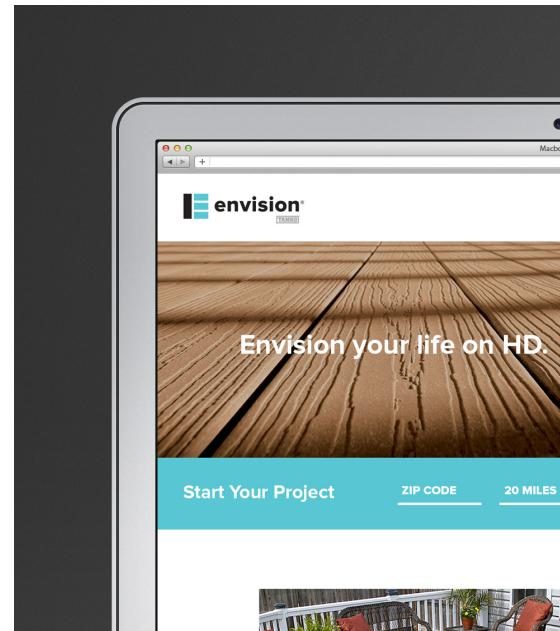
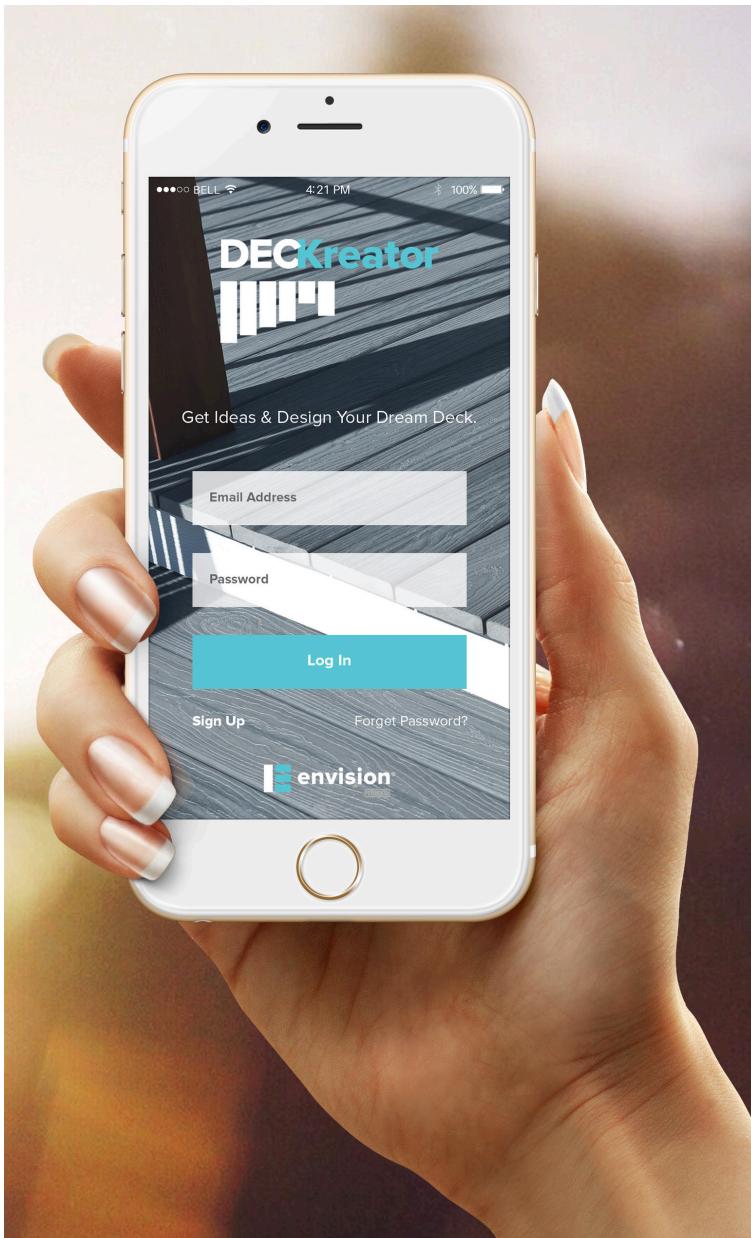
Concept Description

This is an example of a stationary package and interactive element utilizing your new branding.

Brand Proposal

014

Brand Identity



Type

Digital

Use

Web

Concept Description

These are examples of what some print collateral pieces might look like for your brand.

A photograph of a man and a woman from behind, looking out over a scenic landscape of rolling hills and mountains under a clear sky. The man has his arm around the woman. They are wearing casual clothing: a light blue button-down shirt and a dark blue polka-dot dress.

Envision
The Perfect View
on HD

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