



MARVIN + DEALER BRAND PARTNERSHIP GUIDELINES



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LOGO

ONE BRAND

We are one brand

- **Marvin should be referred to only as Marvin.**

The Marvin Windows and Doors and Integrity Windows and Doors brands were retired in 2019; They were combined under one brand: **Marvin**

GROWING AN ICONIC BRAND:**WHY THE YELLOW ROSE**

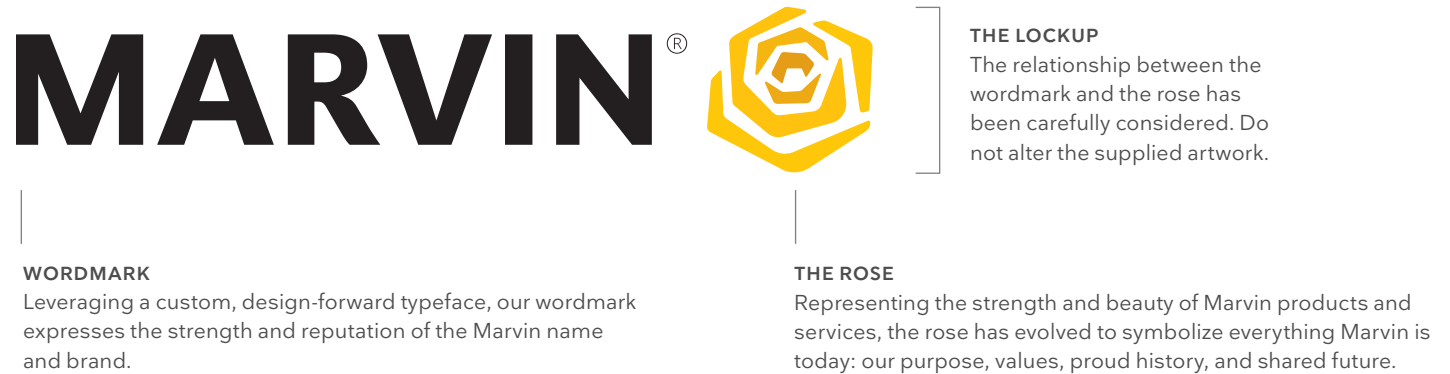
In 1968, Marvin was just a small company with the right idea. Looking forward, second generation leader Bill Marvin enlisted the company's first branding agency to create a unique theme with a distinctive symbol to "sell the difference." The name Marvin Windows replaced Marvin Millwork and a stacked MW graced by a yellow rose became the new logo. The branding also gave rise to a new slogan, "Built for northern winters and southern charm." The rationale was a yellow rose cannot flourish without an ideal environment, and the wood and insulating glass of Marvin windows would provide the perfect environment the rose needed. And as Bill said, "It adds a touch of class."

Marvin's yellow rose has remained from its inception and continues to represent the strength and beauty provided by Marvin windows and doors. Current CEO Paul Marvin reflects, "Through the passage of time, the rose has become synonymous with Marvin. It's a singular symbol that embodies everything Marvin stands for today – our shared purpose, strong values, proud history, and collective future."



LOGO

The Marvin logo is comprised of two elements: the wordmark and the rose. The wordmark is crafted from a customized typeface and must not be recreated using other typefaces. Similarly, the rose should not be altered or recreated in any way.



MINIMUM

CLEAR SPACE

The logo should **always** be surrounded by a clear space that is **at least** half of the size of the rose ($\frac{1}{2}X$ with the rose = X). If available, more clear space is encouraged. To protect our identity, do not place other logos, type, imagery, or other graphical elements within the boundaries of the minimum clear space.



ALIGNMENT

WITH OTHER

ELEMENTS

When aligning the logo beside other elements, like type or imagery, always align with the baseline or cap-height of the Marvin wordmark.

BASELINE ALIGNMENT



Modern.

we've considered every detail.
windows and doors that pairs pure
category-leading energy performance.

[com/modern.](#)



CAP-HEIGHT ALIGNMENT



CO-BRANDING

When co-branding with the Marvin logo, special attention is required.

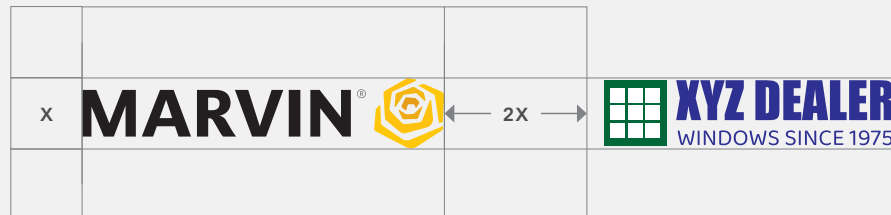
Follow these rules when placing the Marvin logo in context with another logo.

- The Marvin logo should be visually equal in size and importance amongst any other logos
- The full-color version is preferred, but one-color options are also acceptable
- Utilize the minimum established clear space; **2X beside and 1X above/below**
- X = height of the rose

EXAMPLE OF CORRECT LOGO PLACEMENT



PARTNER LOGO BESIDE MINIMUM CLEAR SPACE = 2X



PARTNER LOGO BELOW MINIMUM CLEAR SPACE = 1X

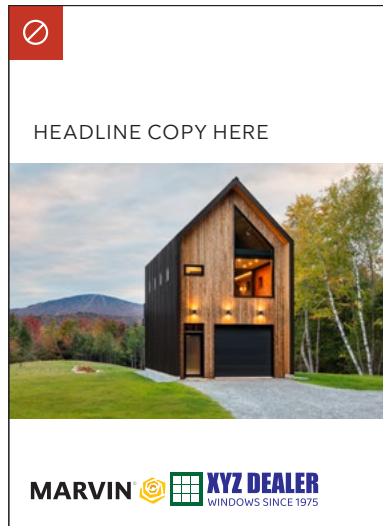


INCORRECT

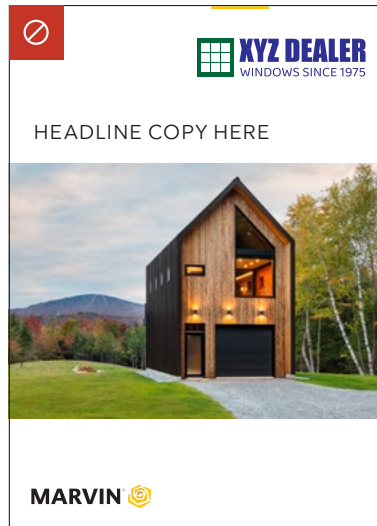
CO-BRANDING

The Marvin logo should be given adequate clear space, be visually equal in size and not altered in any way.

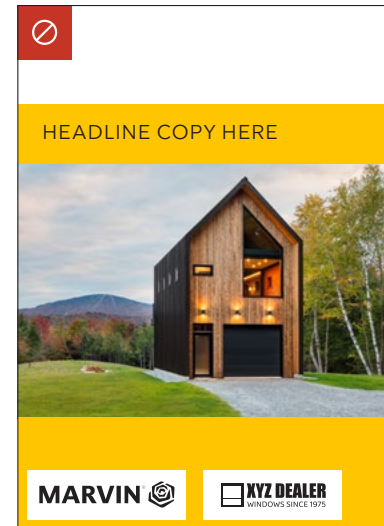
NOT ENOUGH CLEAR SPACE



NOT EQUAL IN SIZE



NOT USING TRANSPARENT BACKGROUNDS



USING THE ROSE ALONE



CO-BRANDING

VEHICLES / OUTDOOR

When using the Marvin logo in large format placements such as billboards or vehicle graphics, please be mindful to adhere to all brand guidelines, with a focus on white space or clearance around the Marvin logo. This will ensure a polished, uncluttered look, as shown here.



COLOR

POSITIVE

The Marvin logo has been thoughtfully created with specific colors in the rose to provide optimal reproduction. The logo in its positive form reproduces well over our light backgrounds and light-colored imagery.

LIGHT BACKGROUNDS



LIGHT-COLORED IMAGERY



LOGO

REVERSED

The logo in its reversed form reproduces well over darker backgrounds and dark-colored imagery.

DARK BACKGROUNDS



DARK-COLORED IMAGERY



INCORRECT

LOGO USAGE

To maintain brand clarity and consistency, do not alter the logo, or use it in any way that violates these guidelines. Below are some instances that are not approved for use.

WHITE LOGO ON LIGHT BACKGROUND



BLACK LOGO ON DARK BACKGROUND



CHANGING THE COLOR OF THE LOGO



REPOSITIONING THE LOGO ELEMENTS



USING THE ROSE AS A STAND-ALONE ELEMENT



STRETCHING THE LOGO + NO CLEAR SPACE



MERCHANDISE

INTRODUCTION

OVERVIEW

You and Marvin: A Brand Partnership

As a valued Marvin partner, we know you share our commitment to creating superior customer experiences and maintaining the highest standards of quality. You also understand the importance and value of a brand.

We're excited to add a new dimension to our partnership by creating a thoughtfully curated selection of high-quality co-brandable apparel and other merchandise. These items are offered exclusively through Marvin and available exclusively to Marvin partners.

This guide is designed to make it easy for you to create co-branding opportunities that deliver a premium experience while showcasing your business and the Marvin brand. As you'll see, some of the guidelines specific to merchandise differ from the guidelines we've established for other uses of our logo in marketing and promotional materials. Please note that the logo guidelines for co-branded merchandise apply only to apparel and other gear.

For co-branded merchandise or additional inquiries, please contact your Regional Marketing Manager.

Making Marvin Merchandise Work For You

Exclusive Curated Selection

Creating consistency within merchandise catalogs allows us to create pre-approved options that align with our brand and streamline the process. We're pleased to offer a selection of our most popular and in-demand items to outfit your team.

The Marvin Logo

For Co-Branded Merchandise, your logo and the Marvin logo must appear on each item. To ensure a consistent, premium appearance and visual harmony, we've established specific live areas for customizable items in our catalog. Please see page 15 and 16 for specific guidelines or making your logo primary and the Marvin logo secondary.

The Marvin Rose

The iconic Marvin rose must always be locked to the Marvin wordmark to sustain brand equity.

Artwork and Lead Times

Artwork requirements and production lead times vary by item. Please consult the **Co-Branded Merchandise Offerings** for details, and make sure to allow ample time for your items to be produced and shipped to you.

We've determined specific live areas to be customized with your logo for each Marvin branded merchandise item.

View the full **Co-Branded Merchandise offerings**.

CO-BRANDED

MERCHANDISE



APPLICATION TECHNIQUES

- Screenprint/Transfer
- Embroidery

CO-BRANDED

MERCHANDISE

If you'd like to make your logo primary and the Marvin logo secondary for your Co-Branded Merchandise, we've established these live areas.

Please note that you must use a one-color Marvin logo on Co-Branded Merchandise in colors other than black, white, or grey.



APPLICATION TECHNIQUES

- Screenprint/Transfer
- Embroidery

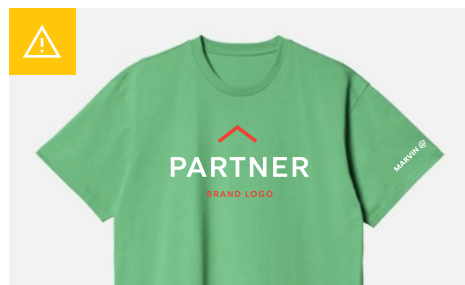
We've developed specific guidelines for the use of the Marvin logo, including required clear space, color use, and other graphic standards.

Please contact your Regional Marketing Manager with any questions about using our brand color palettes.

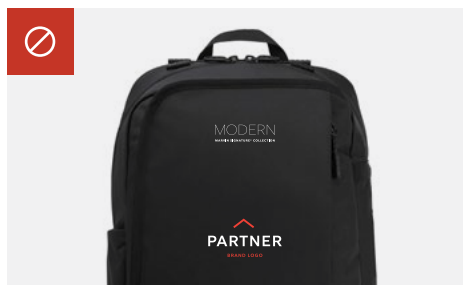
INCORRECT

IDENTITY EXAMPLES

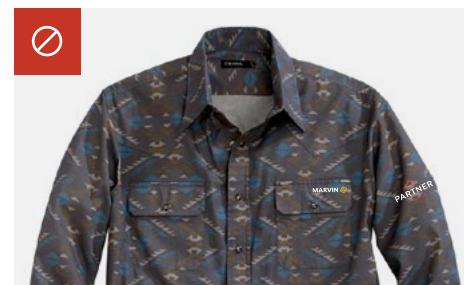
OFF-BRAND COLORS ¹



PRODUCT-SPECIFIC MESSAGING



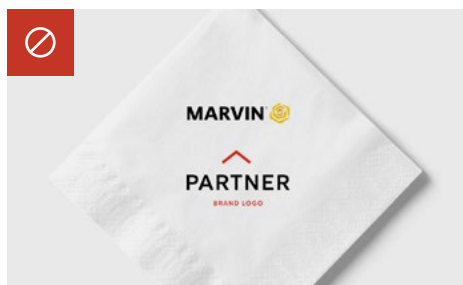
UNAPPROVED PATTERNS



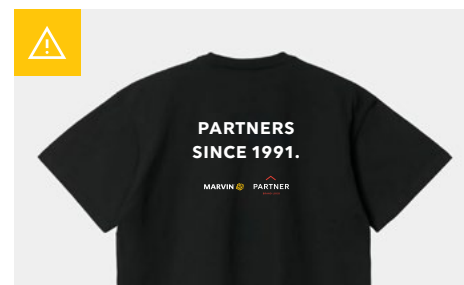
STACKING LOGOS/LOCKUPS ²



NO PRINTING ON DISPOSABLES ³



ADDING MESSAGING OR SLOGANS ⁴



¹You must use a one-color Marvin logo on Co-Branded Merchandise in colors other than black, white, or grey.

²See the last tile as an additional lockup example.

³Includes coffee mugs, paper plates, and disposable water bottles.

⁴Any slogans or messaging that appear on Co-Branded Merchandise must be approved via the standard GDP process.

PROCESS

Collaborative Co-Branding Made Easy

Thank you for your continued partnership and your interest in extending that partnership through co-branding. Our goal is to make it as simple as possible for you to create dynamic, locally relevant brand experiences that amplify your brand and ours, and that adhere to our established brand guidelines.

By incorporating Marvin brand elements thoughtfully and consistently alongside your brand, you'll reinforce trust, strengthen customer relationships, and build your business as well as ours.

For guidance on best practices, co-branding options, or custom merchandise requests for events, please contact your Regional Marketing Manager.

LANGUAGE

LANGUAGE

USAGE

Guidance for using the Marvin name

Incorrect: Marvin Windows / Marvin Windows and Doors

Correct: Marvin

Although our brand name no longer includes “Windows” or “Windows and Doors,” these words still can be used as a description of our offerings. For example, “Marvin windows and doors.”

To allow for flexibility of messaging, consider other ways to describe the product portfolio:

- Marvin’s window and door portfolio
- Marvin window and door products
- The Marvin product portfolio
- Marvin solutions

When using windows and doors as a description, these words should always be lowercase unless appearing in a headline.

For example:

Our Windows and Doors

Marvin windows are available in limitless options, and Marvin doors can be designed to pair seamlessly with the overall aesthetic of your home.

LEGAL MARKS +

SOCIAL TAGS

In this section, we've listed common legal notices. These trademarks and service marks protect the brand. Your proper use of these legal notices is an important part of your role as a trusted partner.

©2025 Marvin® Lumber and Cedar Co., LLC. All rights reserved.
®Registered trademark of Marvin Lumber and Cedar Co., LLC.

The first use of a trademark or service mark, on any page, should be followed by the appropriate designation. Subsequent uses on the same page would not require the designation.

REGISTERED NAMES/PHRASES

- Marvin®
- Marvin Elevate®
- Ultrex®
- Marvin Essential®
- Marvin Signature®

Social media is excellent for sharing work, products, projects, and inspiration with our community. Be sure to accurately tag Marvin so we can reshare your posts and help grow our communities, together!

TAGGING IN SOCIAL MEDIA

- Use brand hashtag: **#Marvinbrand**
- Specify what products were used.
- Tag **@TheMarvinBrand**
- Include City / State

RESOURCES

PALETTE

PRIMARY

In general, the brand should feel open, light, and airy by leading with white and using accents of yellow and black.

WHITE

PRINT:

CMYK – 0 0 0 0

DIGITAL:

RGB – 255 255 255

Hex – #FFFFFF

BLACK

PRINT:

PANTONE Black C

CMYK – 0 0 0 100

DIGITAL:

RGB – 0 0 0

Hex – #000000

MARVIN YELLOW

PRINT:

PANTONE 7548 C

CMYK – 0 23 100 0

DIGITAL:

RGB – 255 198 0

Hex – #FFC600

PALETTE

SECONDARY

We have established a few grays and a cream color to help accent our brand expression. These colors can be used in backgrounds, graphic elements, or typography.

CREAM

PRINT:

PANTONE 9043 C

CMYK – 8 7 11 0

DIGITAL:

RGB – 231 229 221

Hex – #E7E5DD

LIGHT GRAY

PRINT:

PANTONE Cool Gray 4 C

at a tint of 20%

CMYK – 0 0 0 5

DIGITAL:

RGB – 241 241 241

Hex – #F1F1F1

MEDIUM GRAY

PRINT:

PANTONE Cool Gray 8 C

CMYK – 0 0 0 60

DIGITAL:

RGB – 128 130 133

Hex – #808285

DARK GRAY

PRINT:

PANTONE Cool Gray 11 C

CMYK – 0 0 0 85

DIGITAL:

RGB – 77 77 79

Hex – #4D4D4F

DOWNLOADS

LOGOS

FOR PRINT

To ensure consistency of our brand, we have specific logo versions for various applications. Use the artwork suitable for your application. Click [here](#) for available files.

LOGO: BLACK + CMYK



LOGO: 1C BLACK



PRINTING OUR LOGO
For anything printed using standard printing techniques, use these print-ready versions

LOGO: WHITE + CMYK



LOGO: 1C WHITE



DOWNLOADS

LOGOS

FOR DIGITAL

LOGO: BLACK + RGB



LOGO: WHITE + RGB



OUR LOGO ON SCREEN
For anything displayed in a digital format, use these screen-ready versions.

DOWNLOADS**TYPOGRAPHY**

If you'd like to use approved Marvin fonts of Nationale (primary font for headlines and body text (see next page)) and Tabac G2 (secondary font used more sparingly), you'll need your own license. The Marvin license is not transferable. Use the links below to download and purchase licensed brand fonts. When not using Marvin brand fonts, our recommendation is to utilize Arial or your own company assets, as appropriate.

NATIONALE

TABAC G2

PRIMARY

NATIONALE

Nationale is the primary type family for Marvin. It is highly legible and functions well for both body text and headlines.

EIGHT WEIGHTS

Seamlessly blend indoors and out with the Ultimate Multi-Slide door. Large expanses of glass offer panoramic views and an abundance of natural light. Flush sill options make transitions to the outdoors effortless. And exceptional performance allows you to feel a part of nature without being subject to it.

Happier,
Healthier
Living

Living better is in the details

! @ # % ^ & * (

POSSIBILITY

INTENTIONALLY
DESIGNED WITH FORM
AND FUNCTION IN MIND

Cultivate an
experience

Elevate Collection

DOUBLE HUNG

DOWNLOADS**ASSETS**

Click the Marvin Marketing Assets box below to access our library, hosted on Marvin Marketing Express (MME). Marvin Marketing Express offers access to literature, images, and downloadable collateral.

To request access to MME, visit assets.marvin.com and select "Register a new account"

