“The heart of our brand is possibility.”

PAUL MARVIN CEO
IDENTITY

IDENTITY

MARVIN® BRAND EXPRESSION GUIDELINES. VERSION 1.0. MARCH 2019.
We are one master brand.

• We have retired the Marvin Windows and Doors and Integrity Windows and Doors brands. They are now combined under one brand: Marvin

• Marvin should be referred to only as Marvin, not Marvin Windows and Doors or Marvin Family of Brands

• We no longer use a tagline
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.

The update to a lighter typeface represents our drive to be a more human-centered design company while retaining the strength and reputation of our name.

An evolution of the rose, our new symbol reflects our progressive, design-forward future and our heritage of optimism and hospitality.

The relationship between the wordmark and the rose has been carefully considered. Do not alter the supplied artwork.
The logo should always be surrounded by a clear space that is at least half of the size of the rose (½X 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.

MINIMUM CLEAR SPACE = 1/2 X
For consistency across all hand-held collateral—larger than a business card, and up to tabloid size—the logo art should be placed at 100% and not scaled larger or smaller.
The logo has been created to be used at 100% scale. This size was determined to be the optimal size for most hand-held applications. Do not scale the logo for any common applications up to 11" x 17". This will provide consistency across our collateral.
Some smaller applications are intended to be viewed at close range. Scaling the logo to 75% is suitable for these instances.
Applications intended to be viewed at farther distances require a larger logo. For large format applications, like posters, we’ve established these minimum-size parameters to be used across larger applications.

“\nWe are not afraid to create our future.\n”

SUSAN MARVIN

FOR POSTERS UP TO 24" X 36" THE MINIMUM LOGO SCALE IS 300%

FOR POSTERS SIZED 11" X 17" THE MINIMUM LOGO SCALE IS 150%
For larger-scale applications intended to be viewed at great distances, please consult the Marvin Marketing Graphic Design Services team for size guidance.
The Marvin logo is an important design element and it should be thoughtfully considered when being placed in layout. Because the logo begins with type, it aligns well with copy aligned flush-left. This is our preferred alignment.

Introducing Marvin Modern.
With Marvin Modern, we’ve considered every detail. The result is a line of windows and doors that pairs pure modern design with category-leading energy performance.
Discover it at marvin.com/modern.
In some cases it may be desired to place the logo on the right. This is an acceptable solution.
Though not preferred, in some cases it may be more appropriate for the Marvin logo to align in the center of a layout. Centered placements are ideal for applications that are formal, customarily centered, or when there’s a need to accommodate multiple elements. Centering the logo should be done only when necessary.
When aligning the logo beside other elements, like type or imagery, always align with the cap height or baseline of the Marvin wordmark.
The Marvin logo should always be displayed upright and preferably horizontal. In cases where a vertical orientation is necessary, the logo can be rotated 90° clockwise. It should display from top down, starting with the type, and ending with the rose.
When using the Marvin logo in conjunction with other brands, special attention is required. Follow these rules when placing the Marvin logo in context with another logo.

• The Marvin logo should always be displayed first, if possible
• It 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

**PARTNER LOGO BESIDE**
MINIMUM CLEAR SPACE = 2X

**PARTNER LOGO BELOW**
MINIMUM CLEAR SPACE = 1X
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.
The logo in its reversed form reproduces well over our darker backgrounds and dark-colored imagery.
For any applications that have limited color reproduction opportunities, it may be necessary to reproduce the logo as a single color. While black or white are most common, other non-color techniques (embossing, etching, varnishing, etc.) are encouraged.
If there is a desire to use the logo with our Marvin yellow as a background, utilize the one-color black logo for the most contrast. You may also use the four-color white version if desired. These should be used sparingly, and only in specific applications approved by the Marvin Marketing Graphic Design Services team.

If you can’t print the four-color white version, you may also use the one-color logo in white.
In certain applications it may be necessary to specify Pantone colors for the facets of the rose. We have selected a Pantone color for every yellow within our rose.

<table>
<thead>
<tr>
<th>PANTONE</th>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td>131</td>
<td>C 0 M 38 Y 100 K 9</td>
</tr>
<tr>
<td>7550</td>
<td>C 0 M 32 Y 100 K 6</td>
</tr>
<tr>
<td>124</td>
<td>C 0 M 28 Y 100 K 3</td>
</tr>
<tr>
<td>7548</td>
<td>C 0 M 22 Y 100 K 0</td>
</tr>
</tbody>
</table>
The rose **should not** be used without the wordmark (or vice versa) outside of the company. There may be exceptions made for internal communications with special permission. Please consult the Marvin Marketing Graphic Design Services team for guidance.
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.

Contact the Marvin Marketing Graphic Design Services team with any questions.
COLOR
Our primary palette consists of black, white and Marvin yellow. It is the color foundation of all our brand communications.
In general the brand should feel open, light and airy by leading with white and using accents of yellow and black.

**WHITE**
CMYK – 0 0 0 0  
RGB – 255 255 255  
Hex – #FFFFFF

**BLACK**
PANTONE Black C  
CMYK – 0 0 0 100  
RGB – 0 0 0  
Hex – #000000

**MARVIN YELLOW**
PANTONE 7548 C  
CMYK – 0 23 100 0  
RGB – 255 198 0  
Hex – #FFC600
Each product collection is color-coded to help with visual identity and navigation. The colors should be used in a graphic manner with the collection name.

**SIGNATURE / BLACK**
- PANTONE Black C
- CMYK — 75 68 67 90
- RGB — 0 0 0
- Hex — #000000

**ELEVATE / GRAY**
- PANTONE Cool Gray 4 C
- CMYK — 0 0 0 30
- RGB — 230 231 232
- Hex — #BBBDC0

**ESSENTIAL / WHITE**
- CMYK — 0 0 0 0
- RGB — 255 255 255
- Hex — #FFFFFF

**NOTE:**
This specific gray must only be used for Elevate Collection communications.
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**
PANTONE 9043 C  
CMYK – 8 7 11 0  
RGB – 232 230 223  
Hex – #E7E5DD

**LIGHT GRAY**
CMYK – 0 0 0 5  
RGB – 230 231 232  
Hex – #EEEEEE

**MEDIUM GRAY**
PANTONE Cool Gray 8 C  
CMYK – 0 0 0 60  
RGB – 128 130 133  
Hex – #808284

**DARK GRAY**
PANTONE Cool Gray 11 C  
CMYK – 0 0 0 85  
RGB – 77 77 79  
Hex – #4C4C4E
Here are several inspirational examples of how to use the Marvin grays or cream in layout:
At times it may be helpful to use colors beyond our Marvin yellow and neutral palettes. When choosing other accent colors do not use warm colors, or vibrant colors that would compete with the Marvin yellow.
To avoid vibrant colors, pick colors that are formulated with a mix of two or more CMYK values, and never use 100% of any CMYK value.

Here are some example colors to guide you:

**INDIGO**
- CMYK: 90 90 30 0
- RGB: 69 65 124
- Hex: #44417b

**DARK BLUE**
- CMYK: 90 70 30 10
- RGB: 47 84 125
- Hex: #2F537C

**LIGHT BLUE**
- CMYK: 30 10 0 10
- RGB: 158 188 216
- Hex: #9DBBD7

**SLATE GREEN**
- CMYK: 50 30 50 0
- RGB: 139 157 137
- Hex: #8B9D88

**SAGE GREEN**
- CMYK: 40 0 70 10
- RGB: 146 189 109
- Hex: #92BD6D

**OLIVE GREEN**
- CMYK: 50 10 80 20
- RGB: 115 153 81
- Hex: #739950
Using yellow in type can add visual interest, highlight information and reinforce the brand.

When using yellow type on colored backgrounds be sure there is sufficient contrast for readability. Adjust size and/or weight as needed.

**ULTIMATE BI-FOLD DOOR**

- Available in 2-panel configurations starting at 5 feet wide by 6 feet 8 inches high up to 10-panel configurations at 55 feet wide by 10 feet high
- Single active panel allows for convenient everyday use
- Wood-wood surface option available, ideal for dividing interior spaces

**MODERN PRINCIPLES**

**MARVIN INNOVATION**

Introducing Marvin Modern.

With Marvin Modern, we’ve considered every detail. The result is a line of windows and doors that pairs pure modern design with category-leading energy performance.

Discover it at marvin.com/modern.
When using a yellow background, black type is preferred.

When using white type on yellow backgrounds, be sure there is sufficient contrast for readability. Adjust size and/or weight as needed.

**Ultimate Bi-Fold Door**
- Available in 2-panel configurations starting at 5 feet wide by 6 feet 8 inches high up to 10-panel configurations at 55 feet wide by 10 feet high
- Single active panel allows for convenient everyday use
- Wood-wood surface option available, ideal for dividing interior spaces

**Introducing Marvin Modern.**
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Using color consistently is an important aspect of maintaining our brand expression. Do not use color in any way that violates these guidelines.

If you have any questions, contact the Marvin Marketing Graphic Design Services team for guidance.
For any questions or comments regarding these guidelines, or if you’re looking for something that isn’t covered within, please contact the Marvin Marketing Graphic Design Services team.