



OUR
brand
set in stone

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THE BRAND

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the brand



Our brand is not just a logo.

Our brand is our promise to the world about the quality, service and corporate values that can be expected when doing business with us. This goes beyond the mark of our logo and into every aspect of the company and ourselves. As such, we take seriously the affect which every point of contact has on the perception of Shouldice Designer Stone.

Each time we connect with the world we must endeavor to maintain a consistent image and message. This will reflect our history of ethics and customer satisfaction as an industry leading force in manufactured stone and brick products.



Shouldice Designer Stone is a family owned, Canadian manufacturer of premium stone products, with a valued reputation for quality, service, and innovation. The company is technologically advanced, producing a product range that routinely satisfies the requirements of residential and ICI construction projects with standard and custom offerings in traditional and contemporary designs and colours.

The brand embodies our goals and moral position in the community. Shouldice Designer Stone is recognized as a preferred employer that retains the best people in the industry in a respectful, professional, diverse, accepting and safe environment which promotes growth with an expectation of excellence.

the brand identity

parent brand

The parent brand is Shouldice Designer Stone. In the first instance, in all official communication, it should be referenced as such. For second and subsequent instances “Shouldice” only is acceptable.

The accompanying are the only correct representations of the brand. Digital references should be accompanied wherever practicable with the complete parent brand name or the primary logo.

Trademark Registration Status
Unregistered

Commercial Name
Shouldice Designer Stone Inc.

Legal Trade Name
Shouldice Designer Stone

Official Domain
<http://www.shouldice.ca>

Social Media Handles
facebook : shouldicestone
linkedin : shouldice-designer-stone

Primary Logo



residential lines

These are the only correct names for our residential product lines.

Trademark Registration Status

Unregistered

Antique Stone

Colour Variant Names:
Aberdeen, Almond, Amabel,
Cambria, Rideau, Silverado, Sterling

Estate Stone

Colour Variant Names:
Aberdeen, Almond, Amabel,
Cambria, Rideau, Silverado, Sterling

Metro Brick & Stone

Colour Variant Names:
Pearl White, Galaxy

MJ Stone

Colour Variant Names:
Aberdeen, Almond, Amabel,
Cambria, Colby, Rideau, Silverado,
Sterling

Newport Stone

Colour Variant Names:
Aberdeen, Almond, Amabel,
Cambria, Rideau, Silverado, Sterling

Q Stone

Colour Variant Names:
Aberdeen, Almond, Amabel, Belmont,
Cambria, Rideau, Silverado, Sterling

Saratoga Brick

Colour Variant Names:
Bradford, Brockton, Frontenac,
Hampton, Kingston, Laurier, Norton,
Warton

Shale Stone

Colour Variant Names:
Hudson, Sedona, Slate, Tundra

architectural lines

These are the only correct names for our commercial product lines.

Trademark Registration Status

Unregistered

Rock-Stone

Tapestry Stone

Tex-Stone

Eco Stone

Colour Variant Names:

Antique Bronze, Balon, Briar, Cambria, Chamois, Chestnut, Colby, Coral, Crystal White, Desert Buff, Dover, Executive Grey, Galaxy, Latté, Moss, Nordic, Pearl White, Pewter, Prairie, Silverado, Sonoma, Suede, Tulsa, Ultra White

product lines representation

The consistent representation of each product line will ensure that they are promoted effectively and, when coupled with the parent brand guidelines, that the maximum equity is developed within the parent brand.

As such, the line brand must always appear with a capitalized first letter at the beginning of each word of the name.

Example : Antique Stone

The product line colour names should always appear with a capitalized letter at the beginning of each word of the name and with the product line name prefacing it for the first instance on a surface (page) such as “Antique Stone - Aberdeen”. Colour names should be compounded with a single line preface such as “Antique Stone - Aberdeen, Almond, Amabel, Cambria, Rideau, Silverado, Sterling” when multiple colours are being communicated. They may appear without the line preface beyond the first instance such as “Aberdeen” or “ Aberdeen, Almond, Amabel, Cambria, Rideau, Silverado, Sterling”.

Charington line

Charington is the Shouldice Designer Stone sub-brand of functional and cosmetic accessories.

The Charington brand does not have its own logotype, palette or typefaces and is simply represented through the spelling “Charington” in all cases beginning with a capital “C”.

Trademark Registration Status
Unregistered

The Charington product line includes:

- Sills
- Keystones
- Cornerstones
- Headers & Surrounds
- Ovals
- Rosettes & Chicklets
- Shoes
- Springers
- Stencil Stones
- Winks
- Candles

Charington line representation

As with the product lines, consistency is a key part of correctly communicating the Charington brand.

The Charington products must always appear with a capitalized first letter at the beginning of each word of the name.

Example : Cornerstones

The Charington product names should always appear with the Charington line name prefacing it for the first instance on a surface (page) such as “Charington Cornerstones”. Product names should be compounded with a single line preface such as “Charington Cornerstones, Sills, Winks, Keystones” when multiple products are being communicated. They may appear without the line preface beyond the first instance such as “Cornerstones” or “Cornerstones, Sills, Winks, Keystones”.

Logo type
& symbols

logotype

The logotype of Shouldice Designer Stone is emphasized by a capital “S” representing the family roots which make up the foundation of the company. It includes a maple leaf demonstrating pride in being 100% Canadian, family owned and operated. The logo must conform to the following specifications:

- The logo will not be cropped, rotated, stretched, inverted or typographed in any other way
- The interior cavities of the “S”, the “Designer Stone” and the 2 backdrop blocks must always appear as 100% opaque white
- The logo will not be used in the flow of body copy
- The logo will not be obscured on any surface to which it is applied unless it is represented intact elsewhere on the same surface
- The logo, in original form (see exceptions), will not be reproduced smaller than 1” wide



exceptions

There are 3 exceptions in which the logo for Shouldice Designer Stone may be altered.

- 1 In situations where the surface to which the parent brand logo is being applied is a severely horizontal shape, such as that of a carpenter pencil, causing the text of the logo to become illegible, the logo may be broken apart so that the “Shouldice” portion of the logo is used alone. This would mean removing the “S”, “Designer Stone” and the “Est. 1947” tag. In the case of this use of the logo the colour may be changed to any of the palette colours with preference always given to black.
- 2 In situations where the surface to which the parent brand logo is being applied is very small as to cause the “Est. 1947” tag to become illegible and/or of poor production quality, the tag may be removed. This may be the case with promotional items and/or embroidery as an example.

SHOULDICE



exceptions

3 The logo and exceptions mentioned on the previous page may be used as graphic elements to create texture within a design under the following conditions:

- If the logo is being used to create a graphic texture or treatment, the intact logo which conforms to the balance of this brand guide must appear elsewhere on the same surface
- The visual weight of the intact logo must exceed the weight of the total of all other applications
- Where the opacity is being changed to create a “watermark” style graphic, the opacity will not drop below 7% or exceed 30%
- All structural, content and proportional guidelines with regards to representation of the brand must be observed

SHOULDICE

clearance

The closest proximity that any piece of content should be to the logo is equivalent to the relative size of the "O" in the Shoudlice name where it is measured from both the horizontal and vertical centre of the logo and where the horizontal clearance is no less than two widths of the "O" and the vertical clearance is no less than one height of the "O" as exhibited in this example.



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logotype overlays

The logo can be used in six ways.
These are:

Colour, black, blocked colour, blocked black, colour white outline and black white outline. The correct version depends on legibility relative to the background and production requirements with respect to colour use. Preference is always towards the colour (non-blocked and non white outline) version. When backgrounds create legibility difficulty a blocked or outline version is required (see following page).



logotype overlay errors



Acceptable



UNACCEPTABLE : Est tag not legible



UNACCEPTABLE : Est tag not legible



UNACCEPTABLE : Est tag not legible



Acceptable



UNACCEPTABLE : Colour too close



UNACCEPTABLE : Colour vibration



UNACCEPTABLE : Colour vibration



UNACCEPTABLE : Colour vibration



Acceptable



UNACCEPTABLE : Est tag not legible



UNACCEPTABLE : Content too close



UNACCEPTABLE : Too complex



UNACCEPTABLE : Colour too close



Acceptable

Tonal

Colour

Texture

the tagline

The official tagline for Shouldice Designer Stone is “The natural choice in stone”. It is used under the following specifications:

- The text is always to appear using the Coolvetica typeface and conform to the specifications for its use
- The tagline is secondary to the logo but should appear on all materials if space is available without interrupting the logo
- The tagline may only appear in the brand palette colours
- The tagline should only be displayed in the two below variances

Trademark Registration Status

Unregistered

The natural choice in stone

A singular line of text

**The natural
choice in stone**

Stacked and left justified

colour
palette

colour palette

Primary Palette

TEAL

Coated Spot : PMS321C
Uncoated Spot : PMS320U
CMYK : 100/22/38/2
RGB : 0/137/150
Hex : #008996

BLACK

Spot : PMS Black
CMYK : 15/15/15/100
RGB : 0, 0, 0
Hex : #000000

WHITE

Spot : Null
CMYK : 0/0/0/0
RGB : 255, 255, 255
Hex : #ffffff

Secondary Palette

ORANGE

Coated Spot : PMS166C
Uncoated Spot : PMS166U
CMYK : 4/71/100/0
RGB : 231/83/0
Hex : #e75300

GREY TEXT

CMYK : 0/0/0/60
RGB : 128, 130, 133
Hex : #808285

GREY ACCENTS

CMYK : 0/0/0/20
RGB : 209, 211, 212
Hex : #d1d3d4

guy
frites

typefaces

Coolvetica

Weight : Regular

Leading : +10%

Tracking : +10

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890,.,':;"()!@#\$%&

Helvetica Neue

Weight : All except Ultra Light

Leading : +10%

Tracking : 0

Note : Thin weight shown

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890,.,':;"()!@#\$%&

Helvetica

Weight : Regular

Leading : +10%

Tracking : 0

Note : Regular weight shown

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890,.,':;"()!@#\$%&

uses of typefaces

Coolvetica

The use of Coolvetica is to be limited to headline / title and accent text only. The text using this typeface should never appear below 14pt in height. It should only be used in the “regular” face weight.

The upper case “G”, “Q” and lower case “q” have an undesirable drop and should be replaced with the corresponding letters from Helvetica Neue Bold.

Helvetica Neue & Helvetica

Helvetica Neue is the type face which is to be used for all applications with the exception of titling where Coolvetica may be used. For applications where a native web font is required, Helvetica Regular is used in place of Helvetica Neue.

It should never appear smaller than 12pt in Light and Thin weights and below 7pt in Regular, Medium and Bold weights. The Black weight can be used sparingly for subtitles or accents and should not appear below 12pt.

graphic
elements

accent bar

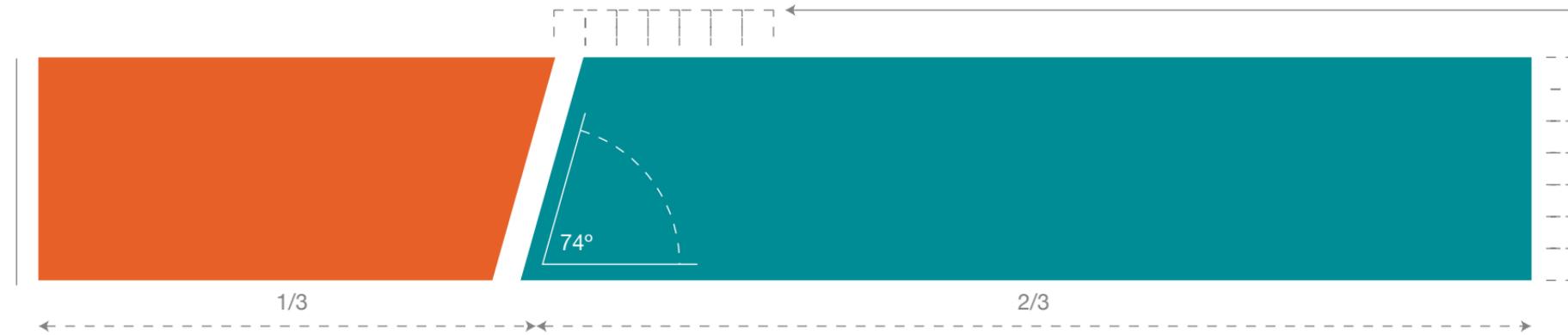


The accent bars are used to draw a consistent element into most Shouldice materials. The teal and orange are the highest contrast of temperature in the

Shouldice colour palette and when coupled with the split and split angle create a visual tension point which adds a dramatic affect when used correctly.

It is important that the colour bar be used in a consistent manner to ensure a positive effect on the brand.

accent bar specifications



Colour Area Ratio

The area ratio is to be an approximate 1/3 : 2/3 split with the orange representing the 1/3 and positioned to the left.

Split Size

The width of the channel of the split is equal to 1/7 of the height of the bar.

Split Angle

The angle of the split is 74° from horizontal.

accent bar errors

The following are some of the instances of INCORRECT use of the accent bars



UNACCEPTABLE
Vertical



UNACCEPTABLE
Incorrect Use of Colour



UNACCEPTABLE
Black and White



UNACCEPTABLE
Outlined



UNACCEPTABLE
Flipped Graphic



UNACCEPTABLE
Inverted Colour



UNACCEPTABLE
Incorrect Angle



UNACCEPTABLE
Incorrect Field Ratio



UNACCEPTABLE
Incorrect Gap Ratio



UNACCEPTABLE
Incorrect Tone or Opacity

the stoneman



This series of contemporary illustrations represents the Shouldice Designer Stone mascot - The Stoneman.

The Stoneman is to be used wherever possible to bring a sense of friendly connection to the viewer and tie the viewer to Shouldice's company culture and family history roots.

The Stoneman should never be altered from its original illustrations in terms of proportion and colour and should never be illustrated to be participating in an action which conflicts with Shouldice Designer Stone company values.



product photography

Product photography will be professionally taken to show the product in the best possible way. All photography should be a minimum of 15 megapixels of real resolution.

Any photography which presents Shouldice Designer Stone in a less than favourable way should be destroyed to prevent incorrect use in the future.



accent photography

Accent photography should:

- be positive in message
- not have colours which conflict or devalue the Shouldice brand palette
- not be of a subject matter which is sensitive in political or social nature
- feel natural and unstaged
- not have content showing a competitor's product



content
elements

element formats

Consistent formatting and syntax of standard content elements is an important detail that contributes to a sense of professionalism and the Shouldice Designer Stone brand's culture of product quality, high degree of service and approachable, friendly staff.

Phone Numbers

- Do not include 1 at beginning
- Separated by periods, no spaces
- Always include area code or toll free code
- Example : 000.000.0000

Primary Website URL

- Always include "www" as the prefix
- Should never appear below 7pt in size on any surface
- Should always be the closest piece of content to the logo
- Incorrect : shouldice.ca
- Correct : www.shouldice.ca

Promotional Website URL

- Always include "www" as the prefix
- Should never appear below 7pt in size on any surface
- Should always be the closest piece of content to the logo if the primary URL is not being used
- Should always be a simple directory address
- Incorrect : shouldice.ca/this_url_isfartoolong_and?20%confusing_tothe_user/
- Correct : www.shouldice.ca/promoname

element formats

Addresses

- The correct format for all addresses related to Shouldice Designer Stone is:

Corporate Office (Optional)
281227 Shouldice Block Road,
Shallow Lake, Ontario N0H 2K0, Canada (Country Optional)

- The address should not use short forms for words (e.g. Rd., CAN, ON)
- The address should use title case where every first word is capitalized

a final word

The health of the Shouldice Designer Stone brand is the responsibility of all of our stakeholders. From our staff to our network, to our suppliers and even the communities in which we do business.

If the brand standards and expectations around the use, communication and respect of the brand are not set through the proper use of this document the health of the brand, well-being of the company and success of the stakeholders will suffer.

This document is a tool which was built to help us drive the brand forward successfully and must be used properly and maintained with diligence in order to build and protect the brand. This is a part of everything we do and must be engrained into our culture.



this is Shouldice

Website : www.shouldice.ca
Email : designer@shouldice.ca

Toll Free : 800.265.3174
Toll Free Fax : 800.211.6060

281227 Shouldice Block Road,
Shallow Lake, Ontario N0H 2K0