



Ganahl Lumber

A Branding & Style Guide

The following is a complete set of design guidelines to ensure consistency in visual representation of the Ganahl Lumber brand. Design elements are the essential visual elements of our brand – our logo, color palette, typography, imagery, and graphics.

Brand Definition

- A Market Leading, Contractor-Focused Lumberyard
 - Anyone serious about construction or wood projects, loves buying from Ganahl
 - Helpful, Knowledgeable, Friendly Staff
 - Drive-Thru Lumber Pickup & Loading
 - Product Focus:
 - Lumber
 - Contractor Grade Tools
 - Doors & Windows
 - Paint (Benjamin Moore)
 - Molding & Hardwoods
 - Construction Hardware (Simpson Strong-Tie)
 - General Hardware
 - DIY Friendly, *if* Homeowners Are Experienced Key Differentiators
-
- Delivery Services and a Fleet of Trucks Other Qualities
 - An Array of Contractor Services*
 - High-quality Products
 - Not the least expensive, but competitively priced
 - Consistent offering of special buys and sale items
 - Serving Southern California Since 1884
 - A Family-Owned Business

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If you have questions about appropriate use of the Ganahl Lumber brand elements or need assistance, please contact Tyndale Advisors LLC.

Primary Logo

There are three different Ganahl logos, vertical, horizontal, and type based. The vertical version you see here is preferred; use it whenever possible. Don't separate or rearrange the logotype or symbol.





Horizontal Logo

The horizontal version you see here is the preferred logo when it's not practical to use the vertical logo. The same rules apply: Do not separate, resize, add to or rearrange the logotype or the symbol.

GANAHL LUMBER

**GANAHL
LUMBER**

Flat & Stacked Logo Types

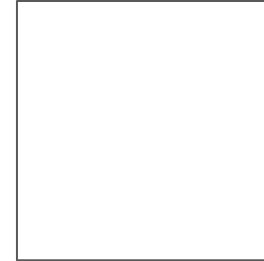
These versions of the Ganahl brandmark should be used only when the application requires it. The type should not be added to or arranged in other formats.



PMS 7620 C
#BE302A
C18 M95 Y95 K8



Black
#000000
C0 M0 Y0 K100



White
#FFFFFF
C0 M0 Y0 K0

Ganahl Logo Colors

Any implementation of the Ganahl Lumber Company brandmark should be practiced using one of these colors for maximum consistency.

- The appearance of colors will differ from spot color to a four-color process. There may be slight color variances when printing on different paper types.
- Maximize color consistency by matching PANTONE® color swatches.
- Ask the printer to adjust the four-color process formula to the paper.

Logo Usage

Logos should be used over a solid background color. Do not use combinations of colors in the background. Allow enough space around the logo so that it is visually separated from surrounding text and other visual elements.

- The red logo should be used on a white background or very light neutral colors.
- The white (or reversed) logo should only be used on dark-colored backgrounds where good contrast is achieved; i.e. red or black.
- The black version should be used when printing grayscale or when placed on a white, light- to medium background.

If you have questions about logo use please contact Tyndale Advisors LLC.

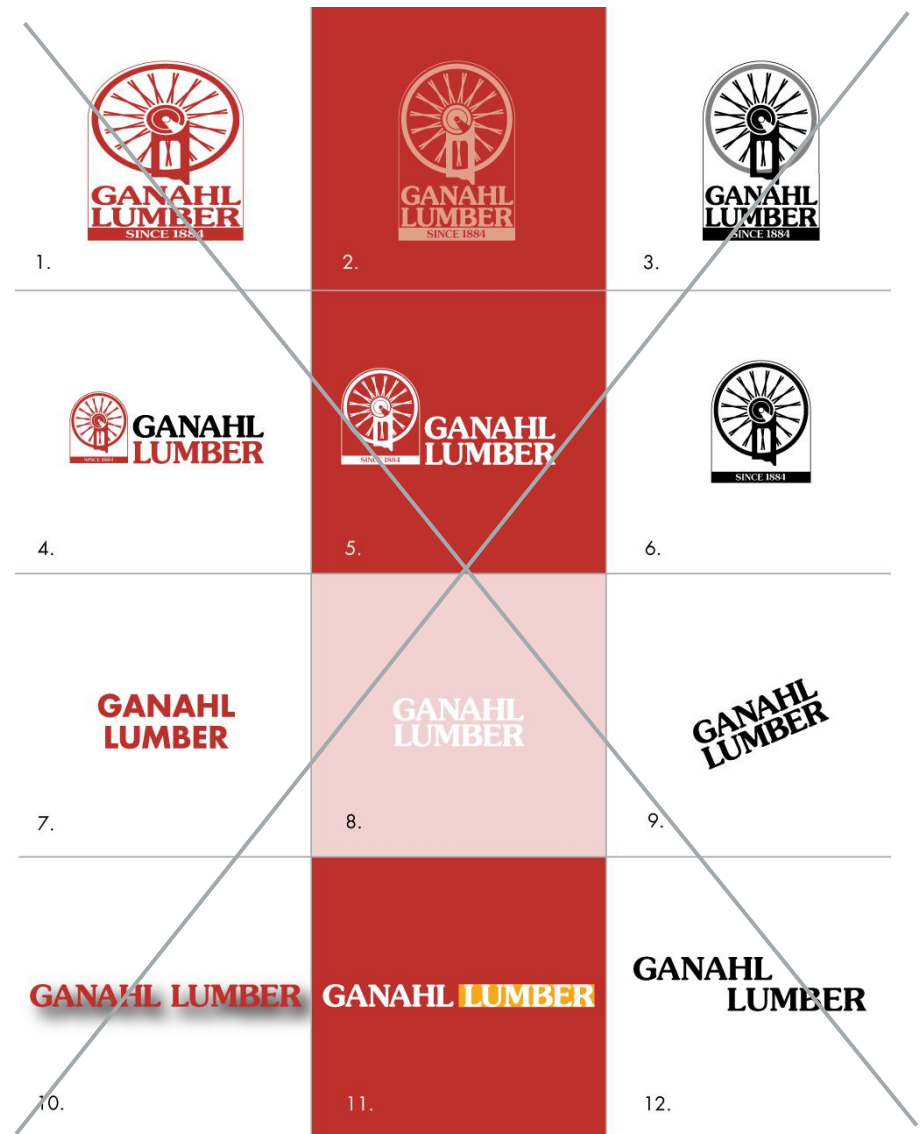


Incorrect Logo Usage

The following are incorrect ways of reproducing the Ganahl Lumber Logo.

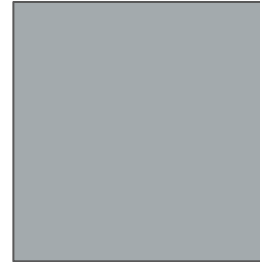
1. Distort Logo
2. Tint or screen on dark background
3. Color elements of the logo
4. Combination of text colors
5. Scale pieces separately
6. Remove elements
7. Substitute fonts for the logo
8. White logo on light background
9. Rotate or warp logo
10. Apply effects; i.e. drop shadow, glow
11. Have multiple background colors
12. Move pieces of the logo around

If you have questions about logo use please contact Tyndale Advisors LLC.





PMS 7700 C
#1C5A7D
C92 M62 Y32 K13



PMS 429 C
#A3AAAD
C38 M27 Y27 K0

Ganahl Complementary Colors

Complementary colors are to be used in conjunction with the main Ganahl Lumber colors (PMS 7620, Black, and White). These accent colors do not replace the main colors, but are meant to add variety and brand cohesiveness to web and print content.

Fonts & Typefaces

Due to usage rights, Tyndale Advisors is only allowed to provide these fonts to commercial printers and vendors. However, we can direct you to a reputable font purchase/download site.

- Futura - This geometric sans-serif is easy to read and is used on all Ganahl Lumber printed materials.
 - Bold - Used for prices, titles, and headlines on content
 - Book - Used for descriptive copy and SKU numbers

- Optima - Versatile sans-serif gives a humanist and high grade feel.
 - Bold - Used to imbue value and quality in headlines

- ITC Souvenir - A serif typeface with rounded corners
 - Demi - To be used only on Ganahl Lumber landmark

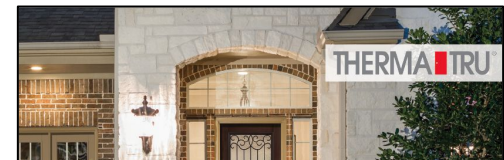


9.99

42pc Drill & Drive Set

4524234543 48-32-1551
 · Made of premium-grade S2 tool steel

GANAHL LUMBER



Font Rules

Futura is our primary typeface used on all communication materials

Futura Bold **ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789**

Futura Book ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Always

- Use font size and weight to establish a clear hierarchy
- Use only approved colors
- Work with only the approved Ganahl typefaces
- Always use type in easy-to-read formats

Never

- Distort the typefaces
- Change kerning when setting headlines or copy
- Substitute any other typeface except for internal communication
- Place special effects or strokes on type without consent

Font Rules Continued

Optima is used as a headline font with a combination of upper and lower case letters.

Optima Bold **ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789**

ITC Souvenir should not be used without permission and is listed here only for reference purposes.

ITC Souvenir Demi **ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789**

Imagery

Imagery used in association or conjunction with the Ganahl Lumber brandmark should be:

- High quality
- Pertain to the Southern California market
- Support the key areas of the brand:
 - Helpful, Knowledgeable, Friendly Staff
 - Drive-Thru Lumber Pickup & Loading
 - Contractor Grade Tools
 - Doors & Windows
 - Paint & Molding
 - Lumber & Construction
 - General Hardware



Ganahl Statement Stuffers: Stuffers

Monthly Statement Stuffers delivered to current customers. These are four pages printed at 14" x 8.5" and folded in half.

- 8-12 products on each page, 30-36 total
- Header on page one contains logo in upper left
- Grey and red blocks throughout

integrity
Windows and Doors
Built to perform.

Designs that Inspire. Built to Last.

FEBRUARY SPECIALS

169.99 (was 199.99) **3/8" x 50' Rubber Air Hose w/Kit** (was \$39.99)

37/8" Round Head Framing Nailer
Lightweight at 2.5 lbs and well balanced

349.99 (was 399.99) **8 1/2" Compound Miter Saw**
10.5A motor with soft start and variable RPM
Diablo Blade 8 1/2" 60T \$45.99 (was \$59.99)

399.99 (was 449.99) **M18 4pc 18V Combo Kit** (was \$499.99)

9.99 (was 14.99) **42pc Drill & Drive Set**
42pc set with 42 bits
Made of premium grade S2 tool steel

14.99 (was 17.99) **29pc Shockwave Impact Bit Set**
29pc set with 29 bits
Engineered for extreme durability

17.99 (was 19.99) **55pc Drill & Driver Set**
55pc set with 55 bits
Patented all-steel chuck

19.99 (was 24.99) **12pc Sawzall Blade Kit**
12pc set with 12 blades
4542101R 4542101P

24.99 (was 29.99) **3/4" x 50' Commercial Hose**
3/4" x 50' Commercial Hose

29.99 (was 34.99) **Square Or Round Shovel**
100% American made
Close head, welded frame construction

139.99 (was 149.99) **M12 3/8" Hammer Drill Kit**
M12 3/8" Hammer Drill Kit

M12 1/4" Impact Driver - Tool Only \$79.99

QUALITY TOOLS AT GREAT PRICES

DECEMBER

149.99 (was 199.99) **12V MAX Infrared Thermometer Kit**
Infrared thermometer with 1/4" laser pointer

199.99 (was 249.99) **20V MAX Cordless Brushless Blower**
20V MAX Cordless Brushless Blower

399.99 (was 499.99) **M18 1/2" Hammer Drill and 1/4" Impact Driver Combo Kit**
M18 1/2" Hammer Drill and 1/4" Impact Driver Combo Kit

39.99 (was 49.99) **Adjustable Folding Sawhorse Table**
Adjustable Folding Sawhorse Table

159.99 (was 199.99) **18V LXT 4 1/2" Brushless Grinder**
18V LXT 4 1/2" Brushless Grinder

349.99 (was 399.99) **8 1/2" Compound Miter Saw**
8 1/2" Compound Miter Saw

629.99 (was 699.99) **400PSI 8 1/2" Framing Coil Nailer**
400PSI 8 1/2" Framing Coil Nailer

899.99 (was 999.99) **400PSI High Pressure Compressor**
400PSI High Pressure Compressor

NOVEMBER SPECIALS

79.99 (was 99.99) **Compact Reciprocating Saw**
Compact Reciprocating Saw

79.99 (was 99.99) **M12 Bluetooth Speaker Kit**
M12 Bluetooth Speaker Kit

399.99 (was 449.99) **20V MAX Compound Saw w/Battery and Charger**
20V MAX Compound Saw w/Battery and Charger

159.99 (was 199.99) **18V LXT 4 1/2" Brushless Grinder**
18V LXT 4 1/2" Brushless Grinder

349.99 (was 399.99) **8 1/2" Compound Miter Saw**
8 1/2" Compound Miter Saw

629.99 (was 699.99) **400PSI 8 1/2" Framing Coil Nailer**
400PSI 8 1/2" Framing Coil Nailer

899.99 (was 999.99) **400PSI High Pressure Compressor**
400PSI High Pressure Compressor

JANUARY SPECIALS

119.99 (was 149.99) **18V LXT Lithium-Ion 3.0Ah Batteries 2pk**
18V LXT Lithium-Ion 3.0Ah Batteries 2pk

199.99 (was 249.99) **30V LXT Lithium-Ion Cordless 7 1/2" Circular Saw**
30V LXT Lithium-Ion Cordless 7 1/2" Circular Saw

269.99 (was 319.99) **20V MAX Brushless Screwgun**
20V MAX Brushless Screwgun

399.99 (was 449.99) **20V MAX Compound Saw w/Battery and Charger**
20V MAX Compound Saw w/Battery and Charger

499.99 (was 599.99) **30V LXT Lithium-Ion Cordless 7 1/2" Circular Saw**
30V LXT Lithium-Ion Cordless 7 1/2" Circular Saw

TAKE THE JOBSITE ANYWHERE

Your Choice - \$99.99 - Tool Only

18V Jigsaw (was 249.99) **18V LXT Reciprocating Saw** (was 249.99) **18V LXT Reciprocating Saw** (was 249.99)

18V 1/2" Hammer Drill (was 149.99) **6 1/2" 18V Circular Saw** (was 149.99) **18V 4 1/2" Grinder** (was 149.99)

20V MAX Battery (was 249.99) **18V XRP Battery 2pk** (was 149.99) **18V LXT Lithium-Ion 3.0Ah Batteries 2pk** (was 149.99)

399.99 (was 449.99) **20V MAX Brushless Hammer Drill/Impact Kit**
20V MAX Brushless Hammer Drill/Impact Kit

319.99 (was 369.99) **32 Watt (125W) Spiral CFL Bulb**
32 Watt (125W) Spiral CFL Bulb

129.99 (was 149.99) **Tool Only**

HOME REMODELING ESSENTIALS

3.89 (was 4.99) **Home Seal Minimum Expanding Foam Sealant 12 oz**
Home Seal Minimum Expanding Foam Sealant 12 oz

5.49 (was 6.99) **Max Fill Triple Expanding Foam Sealant 12 oz 34.99**
Max Fill Triple Expanding Foam Sealant 12 oz 34.99

12.99 (was 14.99) **2.5" XL-Glide Angled Sash Brush**
2.5" XL-Glide Angled Sash Brush

4.49 (was 5.99) **Golden Eagle 9" x 1/2" High-Density Roller Cover**
Golden Eagle 9" x 1/2" High-Density Roller Cover

9.99 (was 11.99) **Contractor 1st 4-Piece Roller Kit**
Contractor 1st 4-Piece Roller Kit

35.99 (was 49.99) **2" Heavy Duty Aluminum Step Ladder**
2" Heavy Duty Aluminum Step Ladder

119.99 (was 149.99) **3" Fiberglass Podium Ladder**
3" Fiberglass Podium Ladder

119.99 (was 149.99) **4" Fiberglass Podium Ladder**
4" Fiberglass Podium Ladder

119.99 (was 149.99) **4" Fiberglass Podium Ladder**
4" Fiberglass Podium Ladder

119.99 (was 149.99) **4" Fiberglass Podium Ladder**
4" Fiberglass Podium Ladder

119.99 (was 149.99) **4" Fiberglass Podium Ladder**
4" Fiberglass Podium Ladder

Ganahl Statement Stuffers: Signage

Each product from the monthly product list and stuffer is applied to a large and small sign. Prices should remain in the lower left corner with a prominent product image offset to the right. Product brand logos and titles should accompany the product image as well.

- Large Signs
 - 26" x 14.3"
 - 5/8" White Space around paper's edge

- Small Signs
 - 6" x 11"





2' Heavy Duty Aluminum Step Ladder

LAD150B 150B T-1A

- Industrial grade, lightweight and sturdy
- Type IA heavy duty industrial rating 300 lb.

35.99

#1317 February Specials *Prices in effect through 2/29/2016





18V LXT Lithium-Ion Impact & Hammer Drill Kit

8838109342 LXT218

- Includes: 2 18V LXT lithium-ion batteries, charger, and case

319.99

#1317 February Specials *Prices in effect through 2/29/2016

Home Owner Inserts

Inserts are distributed in the RedPlum (by Valassis) and in local newspapers to the Southern California market area. These typically feature products that are relevant to both homeowners and contractors. They serve to drive new customers to all locations of Ganahl Lumber. Inserts are printed in color front and back at 10.875" x 12.25".

NOVEMBER SPECIALS

The Right Tools For Your Project



4 1/2" Grinder & Case
89.99 - 20.00
69.99



Compact Reciprocating Saw
129.99 - 50.00
79.99



Reciprocating Saw 82 1 1/2" Stroke 12A
99.99



4 1/2" Drill & Drive Set
9.99



10" Miter Saw
119.99



M12 Bluetooth Speaker Kit
79.99



30V MAX Cordless Brushless Blower
199.99



10" Compound Miter Saw
34.99



18V Lithium-Ion Chains & LOP Hedge Trimmer
79.99



6 Gal Oil-Free Pancake Compressor
139.99



Pro Jobsite Organizer
29.99



3 1/8" x 50" Rubber Air Hose w/Kit
79.99



18GA 2" Brad Nailer
139.99



6 Gal Oil-Free Pancake Compressor
139.99

THE TOOLS YOU NEED - THE SAVINGS YOU DESERVE



24.99
Stainless Steel 12" Claw Bar



69.99
16 oz Titanium Poly-Fiberglass Framing Hammer



14.99
Your Choice of Apocalypse OR Diamond Plate Safety Sunglasses



24.99
48" Pro Box Level w/Bonus



19.99
16" Tape Opener & Can Coolers




7.99
Superior 8pc Large Project Roller Kit



39.99
Adjustable Folding Sawhorse Table



\$19.99
Gorilla Grip Panel Carrier



8.99
11-in-1 Screwdriver



1.99
7pc Forstner Bit Set



8.88
14pc Titanium Drill Bit Set



19.99
1" x 12" Blue Webbing Ratchet Tie-Down Strap 6pk

GREAT DEALS ON THE TOOLS YOU NEED & ENERGY EFFICIENT BULBS AT GREAT PRICES! DISCOUNTED BULB PRICES IS COURTESY OF



16.99
3 Watt LED Tactical Flashlight



99¢
18 Watt (75W) A-Lamp CFL Bulb



2.99
12 Watt (60W) Dimmable LED A-Lamp



45.99
10 Year Lithium Smoke / CO Detector



20.99
5 Watt LED Tactical Flashlight



49¢
23 Watt (100W) R38 CFL Bulb



2.99
10 Watt (60W) Dimmable LED A-Lamp

ADVERTISED ITEMS POLICY: This ad is based on lowest prices in our area. For the best prices, we reserve the right to limit quantities available for in-store and online. If we find ourselves out of stock, we will be happy to issue a rain check whenever possible. Expiration may differ from actual product. Some items may not be available at all locations. No double pricing. Available percentages based on original retail price.

Pasadena
3003 S. Calabasas Blvd.
Pasadena, CA
(626) 993-2100
Open 7 Days a Week

Leguna Beach
1765 Laguna Cpy. Rd.
Laguna Beach, CA
(949) 494-6338
Open 7 Days a Week

Costa Mesa
1275 S. Bristol
Costa Mesa, CA
(949) 534-1500
Open 7 Days a Week

Lake Forest
23152 Orange Ave.
Lake Forest, CA
(949) 826-3600
Open Mon-Sat Closed Sun

Los Alamitos
10742 Los Alamitos Blvd.
Los Alamitos, CA
(714) 337-3183
Open 7 Days a Week

Anaheim
1220 E. 8th St.
Anaheim, CA
(714) 773-5444
Open Mon-Sat Closed Sun

Brea Park
6096 Brea Blvd.
Brea, CA
(714) 523-2844
Open Mon-Sat Closed Sun

Capistrano Beach
54162 Delaney Park Rd.
Capistrano Beach, CA
(951) 378-4000
Open Mon-Sat Closed Sun

Corona
100 W. Main St.
Corona, CA
(951) 378-4000
Open Mon-Sat Closed Sun

Fullerton
100 W. Main St.
Fullerton, CA
(714) 378-4000
Open Mon-Sat Closed Sun

Like Us on Facebook
www.facebook.com/ganahlumberco

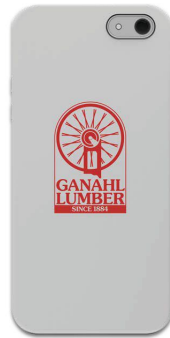
Potential Printed Materials

These are examples of potential letterhead and stationery items containing the Ganahl Lumber brandmark. Special care should be taken to adhere to the brandmark rules on all printed items.



Potential Swag

Promotional Items with the Ganahl Lumber logo on them should be of good quality and maintain professional design standards. When possible, the primary logo should be used. However, print and size restrictions will dictate if other logo variations must be used.



The Ganahl Voice

Messages should always be customer-driven, focusing on the solutions offered to its customers needs.

Tone should be professional yet simple and conversational. It should read like you're talking directly to the customer.

It should be positive, promising high quality, wide variety, and professional support.

Standard Copy Conventions

Numbers:

Fractions

In headlines, only shrink compound fractions.

Ex: Correct 2- $\frac{4}{8}$ " Correct 4/5" Wrong 2-4/5" Wrong $\frac{4}{8}$ "

In body copy, use same font size (do not shrink).

Ex: Correct 2-4/5" Wrong 2- $\frac{4}{8}$ "

Units of Measurement and acronyms:

"	Inches (use straight quotes, NOT curly)
'	Feet (use straight quotes, NOT curly)
A	Ampere (no period)
V	Volt (no period)
cc	Cubic centimeters (lowercase); no space between ref. # and "cc"
HP	Horse Power (uppercase); space between ref. # and "HP"
GA	Gauge (no period)
lb	Weight pound (no period)
oz	Ounce (no period)
Gal	Gallon (Should always have ref. # before it; no period)
qt	Quart (no period)
pc	Piece (no period)
pk	Pack (no period)



GANAHL
LUMBER
SINCE 1884