



WOODCRAFT[®]
Helping You Make Wood Work[®]

Corporate Identification Standards Manual

Corporate Identification Standards And Why We Need Them

Graphic Standards outline the proper uses of the Woodcraft Supply Corp. mark every time they are reproduced.

We use our mark to convey quality and professionalism to our consumers and industry. When used consistently and properly, this image is reinforced. Inconsistent or improper use of our mark dilutes its impact and value.

How To Use The Corporate Identity System Standards

Our standards fall into two categories: designs that do not vary and those that leave room for creativity.

For example, business cards must look alike: trade ads look related. This manual will help

you determine the difference.

If you see an improper use of our corporate mark or a violation of

any of the guidelines provided in this manual, please


notify the Corporate Marketing Department at 304-422-5412.

Each of us has the opportunity, as well as the responsibility, of consistently projecting a visual image of quality and commitment.



WOODCRAFT[®]
Helping You Make Wood Work[®]

The value and effectiveness of the Woodcraft Supply Corp. corporate image rely on two very important elements:

1. The legal protection of our identity. The highest level of attention must always be given to legal protection for our identities and brand name. Comprehensive guidelines are provided in this manual regarding trademark and copyright usage which, if used consistently, will guarantee that they remain our exclusive property.
2. The Woodcraft Supply Corp. mark elements, which include the corporate trademark “*Helping You Make Wood Work™*”, registered “crossed  Woodcraft mark”, and registered “The First American Woodworker” mark. Proper construction and management of the element family is essential in presenting a cohesive image to our customers and the general public.

All Woodcraft Supply Corp. employees and franchisees charged with the responsibility of implementation, reproduction, and management of the Woodcraft Supply Corp. identity should develop a working knowledge of the Woodcraft Supply Corp. Corporate Identity System in order to guarantee that a proper and consistent image is always projected.

Copyrights ©:

Copyright law protects original advertising work from copying. Copyright protects the specific form of the message, but not the message itself, e.g. dialogue, copy, photography, or other actual expressions used in the promotional format can be protected by a copyright.


For maximum protection of all Woodcraft Supply Corp. materials, we should include proper copyright notice on all external advertising, promotional, and print collateral materials. To indicate copyright in print material, use a © symbol, year of publication, and name of the owner.

For example: © 1998 Woodcraft Supply Corp.

This line can be placed anywhere on the application, preferably in the closing, and in any minimum legible size.

Trademarks:

A trademark is a name, symbol, or other device used to identify or distinguish a company and/or its products and services from those of others. Properly used, a trademark can become and remain the property of the user and cannot be used by others in a manner which will cause confusion. Improper use will damage a trademark by diluting its recognition and protectability, as well as open the door to competitors to draw from or degrade the equity of a well established product or service name.

Woodcraft Supply Corp. trademark's are “The First American Woodworker” image, “crossed  Woodcraft” mark and “*Helping You Make Wood Work®*”. These marks must always be properly applied and managed to remain our exclusive property.

A complete understanding of the basic identity standards is essential to the successful implementation of the Woodcraft Supply Corp. Corporate Identity System.


Whether the trademark is displayed as part of the Woodcraft Supply Corp. mark, or merely in copy form, it must be identified as our trademark with the ® symbol in order to maintain maximum protection. This manual will also specify other applications of the ® symbol.

The following general guidelines should be followed when using our trademarks:

1. Give notice of each mark's status (®) at least once in each advertisement or document, preferably the first and most prominent time that it appears.
2. Whenever possible, applications using Woodcraft Supply Corp. marks should include a trademark notice, e.g. “*Helping You Make Wood Work®* is a registered trademark of Woodcraft Supply Corp.” This copy can be placed anywhere on the application, preferably in the closing, and in any minimum legible size. On copyrighted material, this copy should follow the copyright notice.

Any questions regarding trademark or copyright application criteria, guidelines, or enforcement should be directed to the Corporate Marketing Director.

MARK USAGE

The Woodcraft Supply Corp. mark family consists of three distinct elements which include the corporate registered trademark “*Helping You Make Wood Work*®”, registered “crossed  Woodcraft Mark”, and registered “The First American Woodworker” mark. Proper construction and management of the element family is essential in presenting a cohesive image to our customers and the general public.

The applications on page 5 are our Primary Usage Marks. All advertising, promotional, and print collateral materials, as well as internal documents should contain this mark. No permission is necessary in order to reproduce a correctly applied Primary Usage Mark.

Because this identity element is integral to the identification of all Woodcraft Supply Corp. activities, the Woodcraft Supply Corp. Primary Usage Mark should never be modified or used improperly. Always use approved reproduction slicks or electronic signature artwork templates that are available from the Woodcraft Supply Corp. Marketing Department.



The Primary Usage Corporate Mark _____

MARK USAGE

Primary Usage

Two versions of the Primary Usage mark have been prepared for reproduction. The positive artwork version is used for all positive applications (see example 1). A negative version has also been prepared for reverse applications (see example 2). These versions should never be reproduced smaller than two inches, measuring from the left most edge of the First American Woodworker to the right most edge of the registration mark. Any use of the Woodcraft Supply Corp. mark in an application smaller than two inches should utilize the Small Reproduction Marks on page 6. All advertising, promotional, and print collateral materials, as well as internal documents should contain this mark.

A positive application is one defined as a dark color on a medium to light color background, while reverse is defined by a light reproduction on a dark background.

Approved color reproductions are as follows:

1. Positive. Presentation of the corporate mark in black is recommended whenever possible. The positive version may also be reproduced in Woodcraft Green (Pantone 349) on a pre-approved light background that does not clash with the Woodcraft Green.

2. Reverse. Use the special reverse version (for dark backgrounds) for this technique. On medium to dark backgrounds, white may be used to create a strong contrast. The corporate beige color (Pantone 4685) may also be used with a pre-approved dark color that does not clash with the Woodcraft Beige.

All Woodcraft Supply Corp. marks will be prepared and distributed by Corporate Marketing. The Primary Usage mark shown here is not intended to encourage individual creation of Woodcraft Supply Corp. marks, but only as a reference to be used in verifying correct usage. The ® should never be omitted from the logo, nor added to the “First American Indian” portion of the Logo, in these applications. Any version of the Primary Usage mark may not be condensed, compressed or altered in any way.



1 Primary usage (Preferred)



2 Primary usage (reversed application)

MARK USAGE

Small Reproduction

Three versions of the Small Reproduction mark have been prepared for reproduction. The positive artwork version is used for all positive applications (see example 1). A negative version has also been prepared for reverse applications (see example 2). These versions should never be reproduced larger than two inches, or smaller than one and one quarter inches measuring from the left most edge of the "W" to the right most edge of the registration mark. Any use of the Woodcraft Supply Corp. mark in an application smaller than one and one quarter inches should utilize version 3 or 4.

A positive application is one defined as a dark color on a medium to light color background, while reverse is defined by a light reproduction on a dark background.

Approved color reproductions are as follows:

Usage of corporate mark at 1¼" to 2"

1. Positive. Presentation of the corporate mark in black is recommended whenever possible. The positive version may also be reproduced in Woodcraft Green (Pantone 349) on a pre-approved light background that does not clash with the Woodcraft Green.

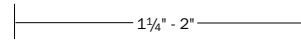
2. Reverse. Use the special reverse version (for dark backgrounds) for this technique. On medium to dark printed backgrounds, white may be used to create a strong contrast. The corporate beige color (Pantone 4685) may also be used with a pre-approved dark color that does not clash with the Woodcraft Beige.

Usage of corporate mark at 1¼" or less

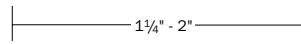
3. Positive. Presentation of the corporate mark in black is recommended whenever possible. This version may also be reproduced in Woodcraft Green (Pantone 349) on a pre-approved light background that does not clash with the Woodcraft Green.

4. Reverse. The same version may also be reversed. On medium to dark backgrounds, white may be used to create a strong contrast (example 4). The corporate beige color (Pantone 4685) may also be used with a pre-approved dark color that does not clash with the Woodcraft Beige.

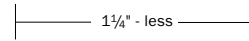
All Woodcraft Supply Corp. marks will be prepared and distributed by Corporate Marketing. The Small Reproduction mark shown here is not intended to encourage individual creation of Woodcraft Supply Corp. marks, but only as a reference to be used in verifying correct usage. The ® should never be omitted from the logo in these applications. Any version of the Small Reproduction mark may not be condensed, compressed or altered in any way.



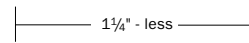
1. Primary small reproduction mark (Preferred)



2. Preferred small reproduction mark (reversed application)



3. Small reproduction mark for applications 1¼" or less (positive application)



4. Small reproduction mark for applications 1¼" or less (reverse application)

1 3/4" - 2 1/2"



1. Primary Return Address Mark (Preferred)



2.



3.

Return Address

The Return Address mark should only be applied in a return address scenario on envelopes. The positive artwork mark is used for all positive applications (see example 1). This mark should never be reproduced larger than two and one half inches, or smaller than one and three quarter inches measuring from the left most edge of the "W" to the right most edge of the registration mark. Spacing for the address in relation to the Return Address mark should be defined as shown in example 2. The spacing of the Return Address mark relative to the envelope or card should be defined as shown in example 3. The return address should always be typeset with the FC Franklin Gothic (book) type face (available from the Corporate Marketing Department).

A positive application is one defined as a dark color on a lighter color background.

Approved color reproductions are as follows:

1 Positive. Presentation of the Return Address mark in black is recommended whenever possible. The positive version may also be reproduced in Woodcraft Green (Pantone 349) on a pre-approved light background that does not clash with the Woodcraft Green.

All Woodcraft Supply Corp. marks will be prepared and distributed by Corporate Marketing. The Return Address mark shown here is not intended to encourage individual creation of Woodcraft Supply Corp. marks, but only as a reference to be used in verifying correct usage. The ® should never be omitted from the logo in these applications. Any version of the Return Address mark may not be condensed, compressed or altered in any way.

MARK USAGE

In-Line

Two versions of the In-Line mark have been prepared for reproduction. The positive artwork version is used for all positive applications (see example 1). A negative version has also been prepared for reverse applications (see example 2). This mark's primary use is for retail store signage and billboards, where overall height of an external sign is restricted. This mark should never be reproduced smaller than three inches measuring from the left most edge of the First American Woodworker to the right most edge of the registration mark. In any application of this, other than that of retail store signage, the Primary Usage mark (see page 3) should also appear, in the same presentation, in a manner that does not conflict with this mark.

In an In-Line application the logo is 18% larger than the "D" in "WOODCRAFT." It should be placed so that 9.75% is above the "D" and 8.25% is below the "D."

Note: Special permission is required from the Corporate Marketing Department before use of this mark can be granted.

A positive application is one defined as a dark color on a medium to light color background, while reverse is defined by a light reproduction on a dark background.

Approved color reproductions are as follows:

1. Positive. Presentation of the in-line mark in black. The positive version may also be reproduced in Woodcraft Green (Pantone 349) on a pre-approved light background that does not clash with the Woodcraft Green.

2. Reverse. Use the special reverse version (for dark backgrounds) for this technique. On medium to dark backgrounds, white may be used to create a strong contrast. The corporate beige color (Pantone 4685) may also be used with a pre-approved dark color that does not clash with the Woodcraft Beige.

All Woodcraft Supply Corp. marks will be prepared and distributed by Corporate Marketing. The In-Line mark shown here is not intended to encourage individual creation of Woodcraft Supply Corp. marks, but only as a reference to be used in verifying correct usage. The ® should never be omitted from the logo, nor added to the "First American Indian" portion of the Logo, in these applications. Any version of this mark may not be condensed, compressed or altered in any way.



1 In-line mark (positive application)



2 In-line mark (reverse application)



1. First American Woodworker mark (positive application)



2. First American Woodworker mark (positive application)

First American Woodworker

Two versions of the First American Woodworker mark have been prepared for reproduction. The positive artwork version is used for all positive applications (see example 1). A negative version has also been prepared for reverse applications (see example 2). These versions should never be reproduced smaller than three - eighths of one inch diameter. The First American Woodworker mark may be used in a graphically supporting role. In any application of this, the Primary Usage mark (see page 3) should also appear in a visually dominant area, in a manner that does not conflict with this mark.

Note: Special permission is required from the Corporate Marketing Department before use of this mark can be granted.

A positive application is one defined as a dark color on a medium to light color background, while reverse is defined by a light reproduction on a dark background.

Approved color reproductions are as follows:

1. Positive. Presentation of the corporate mark in black is recommended whenever possible. The positive version may also be reproduced in Woodcraft Green (Pantone 349) on a pre-approved light background that does not clash with the Woodcraft Green.

2. Reverse. Use the special reverse version (for dark backgrounds) for this technique. On medium to dark backgrounds, white may be used to create a strong contrast. The corporate beige color (Pantone 4685) may also be used with a pre-approved dark color that does not clash with the Woodcraft Beige.

3. Positive Screening. The positive version may be screened to a lighter color percentage if the mark is used as a graphic element. Screened percentages are to be determined based on the balance of legibility of the mark and the legibility of type or other overlaying elements. The positive screening version may be reproduced in black, Woodcraft Green (Pantone 349) on a pre-approved light background that does not clash with the Woodcraft Green or (Pantone 4685) on a background color that is lighter and does not clash with the Woodcraft Beige.

All Woodcraft Supply Corp. marks will be prepared and distributed by Corporate Marketing. The First American Woodworker mark shown here is not intended to encourage individual creation of Woodcraft Supply Corp. marks, but only as a reference to be used in verifying correct usage. The ® should never be omitted from the logo in these applications. Any version of the First American Indian mark may not be condensed, compressed or altered in any way.

MARK USAGE

Display

To maximize the effectiveness of Woodcraft Supply Corp. marks, they should be properly displayed within the design application. This means that the mark should be properly sized, positioned for clear recognition, and provided a reasonable clear zone around its perimeter to visually set it apart from any surrounding typography and design elements.

Establishing a clear zone around the mark is very important. If crowded, the identity will appear hidden.

The diagrams to the right illustrate the recommended minimum clear zones for all corporate marks. The clear zone is based on a percentage of the marks overall height, calculated after the mark has been properly sized for the application.

Do not oversize the marks. A slightly understated size, sensitively positioned with a reasonable clear zone will be much more effective than an overstatement.



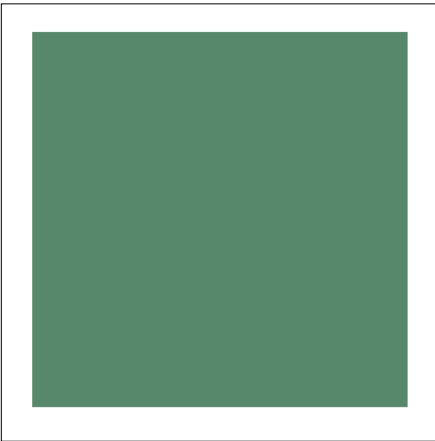
Corporate Colors

Color plays an important role in establishing a consistent and recognizable image for any corporate identity system. Black, green and beige are established as our corporate colors.

The green, which will be referred to as Woodcraft Green is the primary corporate color. Regardless of the medium used, Woodcraft Green should always appear exactly the same each time it is reproduced.

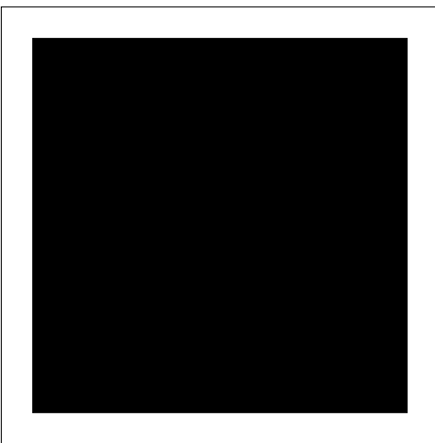
Black is also used as a primary color for the Woodcraft Supply Corp. identity system. Applications should always maintain a rich density.

The beige, which will be referred to as Woodcraft Beige is an important accent color as well as an acceptable color for reverse applications in the Woodcraft Supply Corp. identity system.



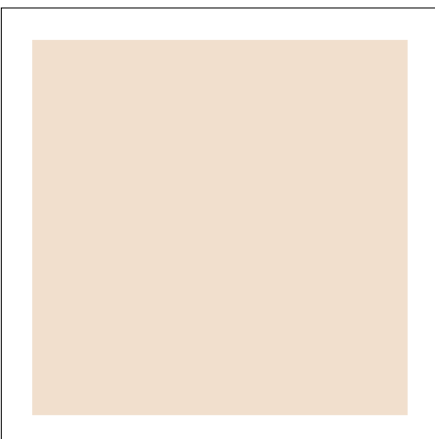
Woodcraft Green

You may use Pantone #349 to reproduce Woodcraft Green. The process color equivalent is 100% Cyan + 83% Yellow + 47% Black.



Black

You may use Pantone Black or Process Black.



Woodcraft Beige

You may use Pantone #4685 to reproduce Woodcraft Beige. The process color equivalent is 6% Magenta + 15% Yellow + 6% Black.

*Pantone is a registered trademark of Pantone, Inc. Pantone is Pantone, Inc.'s check-standard trademark for color reproduction and color reproduction material, the standard for which is as shown in the current editions of the Pantone Color Publications.

MARK USAGE

Misuse

Correct use of the Woodcraft family of marks is essential to the integrity of our corporate image. Marks should always appear exactly as they are supplied in approved artwork form. Modifying the marks will not only undermine our overall image, but may jeopardize our legal right to exclusive use of our corporate mark.

Illustrated on this page are typical misuses of Woodcraft Supply Corp. marks. This sampling is not inclusive, but will provide an indication of modifications that must be strictly avoided.

1 Do not reproduce the reverse versions dark on a light background.

2. Do not reproduce the positive versions light on a darker background.

3. Do not create your own versions of the Woodcraft Supply Corp. mark by combining the individual elements.

4. Do not compress or in any way distort.

5 - 6. Do not typeset any portion of the corporate mark.

7. Do not reverse a mark from a background color that is too light to provide adequate contrast.

8 - 9. Do not reproduce a mark outside of the size perimeters that are defined in this manual for that mark. Example 8 shows a Small Use mark reproduced too large; example 9 illustrates the Prime Use mark reproduced too small.

Never use an unapproved color for reproduction of any of the corporate marks.



1.



2.



3.

WOODCRAFT®



4.

WOODCRAFT®
Helping You Make Wood Work®



5.

WOODCRAFT®
HELPING YOU MAKE WOOD WORK®



6.

WOODCRAFT SUPPLY CORP.



7.

WOODCRAFT®
Helping You Make Wood Work®

8.

WOODCRAFT®
Helping You Make Wood Work®



9.

WOODCRAFT®
Helping You Make Wood Work®