



...expand your space

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environmental excellence



Lower Mainland

Homes

HELPING YOU FIND THE KEYS TO YOUR DREAM HOME

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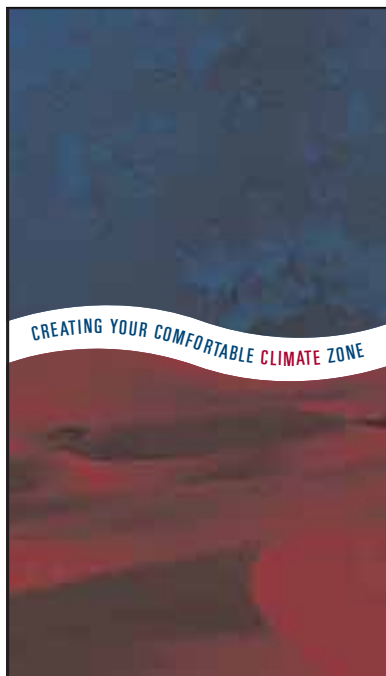


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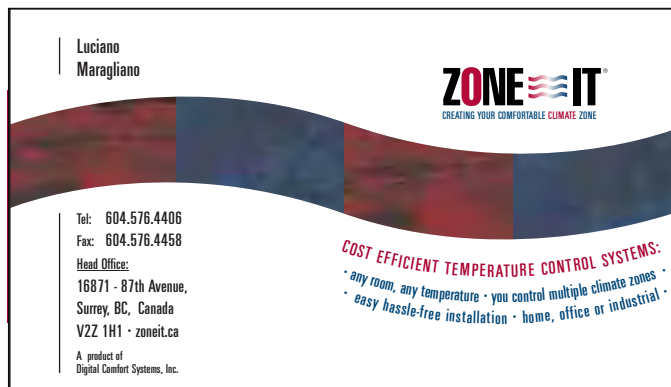
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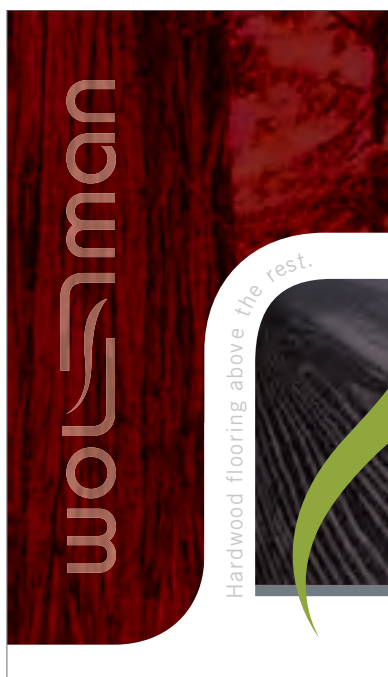


Business Card - FRONT - Vertical
4C gloss



Business Card - BACK - Horizontal
4C gloss

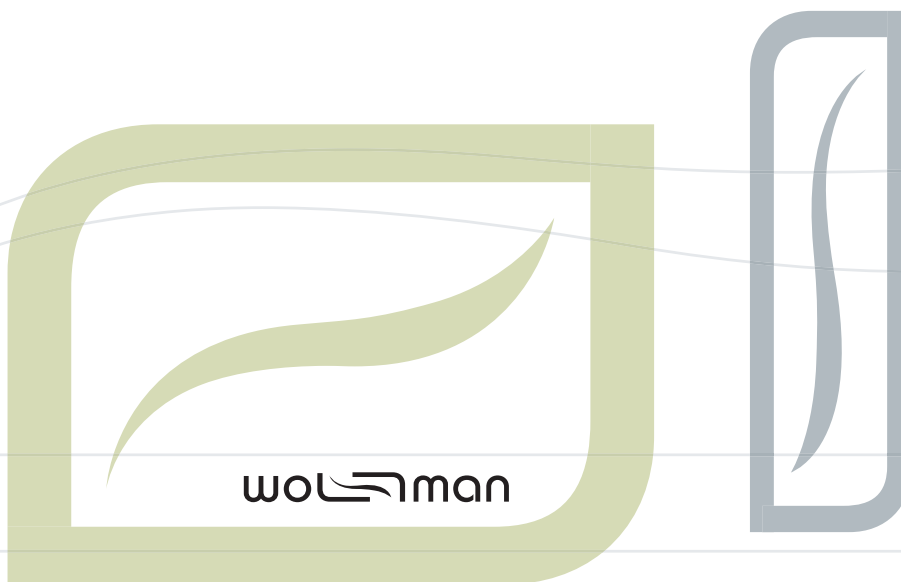
wollman



Business Card - FRONT - Vertical
4C gloss



Business Card - BACK - Horizontal
4C gloss



Leaf Icon - Short: headers, banners, backgrounds



Leaf Icon - Long:
headers, banners,
backgrounds

Outlined Icons:
backgrounds

WOLLMAN ENTERPRISES INC. BRANDING & LOGO USAGE GUIDE

WOLLMAN ENTERPRISES INC. conceptualizes modern contemporary hardwood flooring aimed at the high end consumer with discerning tastes.

KEYWORDS: Nature, excellence, quality, comfort, openness, freedom, fresh, clean, simple, foundational, fresh beginnings and core stability.

Placement and application of graphic elements utilizes subliminal suggestions of: planks, wooden grain, environmental appeal, organic, natural, and trees. Shapes and alignment also represent the tongue & groove effect of flooring, floor level, and hints of the modern 'w'.

LOGOTYPE WORDMARK:

- used as a stand-alone for most layouts and applications, or screened vertically over graphics
- FONT: Bauhaus medium

FULL CORPORATE COMPANY NAME:

- WOLLMAN ENTERPRISES INC. used for official documentation and web address/forms contact info
- Not necessary for branding products, cataloguing, and display usage

TAG LINES/BODY COPY:

- Targeted to senses, earthy feeling, quality & excellence, longevity, core foundation appeal
- FONTS: Trade Gothic Medium / Avante Garde Gothic Book & Bold / Bank Gothic BT

ICONS/GRAPHIC ELEMENTS:

SPACED LEAF WITHIN WORDMARK:

- Long juxtaposed "L" shapes represents the end profile of a wooden plank
- spacing of the "L"s is for connectivity of hardwood boards clicking together
- Long leaf representing tall trees/hardwood/natural material; swoosh can also be seen as wood grain

ICON VARIATIONS:

- Rectangular Short & Long Leaf Icons, Outlined Icons, and Nature swoosh - all may be used to interplay the feeling of earthen wood meeting sky in shapes & scapes that subliminally represent flooring

COLOURS:

- Redwood Burgundy (100m60y55k)
- Gray (30c60k)
- Olive Green (50c21m100y) - use only as accent

Wood Pattern: backgrounds, borders

Vertically positioned logo

BRANDING PROPOSAL

USAGE...

- Logo stands alone in each piece but visually ties together in positioning as eye flow connects the various elements
- Grid and convergence lines are positioned along the edge and bottom of various applications
- Photo circles are connected along the ellipse line and do not deviate from this position. Can be used vertically or horizontally. Runs along edge of any given application. Images can be substituted for any applicable piece
- Arrow elements are counter facing where space allows

Presentation Folder (9"x12")



outside



inside



16TH ANNUAL

BEST OF THE BEST

MEET THE ACHIEVERS
THAT MADE THE MARK
OF EXCELLENCE
IN OUR COMMUNITY...

LANGLEY'S FAVOURITE BUSINESSES SELECTED BY THE READERS OF

HITTING THE TARGET

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