



greenfiber[®]
blow-in insulation

Table Of Contents

Logos	4
Logo Usage	5
Logo Misusage	6
Logo Application	7
Color Palette	9
Typography	12
Photography	14
Brand Examples	16
Contact Information	17

LOGOS

Greenfiber Logo

Logos are available in the Greenfiber toolbox:
greenfiber.com/retailers/retailer-toolbox

Primary Logo

The Greenfiber logo is our most valuable asset. Simple yet boldly distinguishable, the primary logo consists of the Greenfiber word mark, the leaf icon and the product description text.



Secondary Logo

The secondary logo consists of the Greenfiber word mark and leaf icon and should only be used in instances where the product description text is too small to easily read (at least 6 pt).



Outlined logo

The outlined logo should be used on any color or photographic background, making sure the logo colors are distinguishable from the background.



Reversed logo

The white logo should be used when not printing in color and placed on a background or photo with a value of 60% black or more.



Black logo

The black logo should be used when not printing in color and placed on a light background or photo with a value of 30% black or less.



Logo Usage

Minimum Size Requirements

The minimum recommended sizes for each Greenfiber logo are shown below.

Any reproduction of the logo must remain legible regardless of size, usage or production.

To make sure product description text is legible, “blow-in insulation” should be no smaller than 0.06” tall.

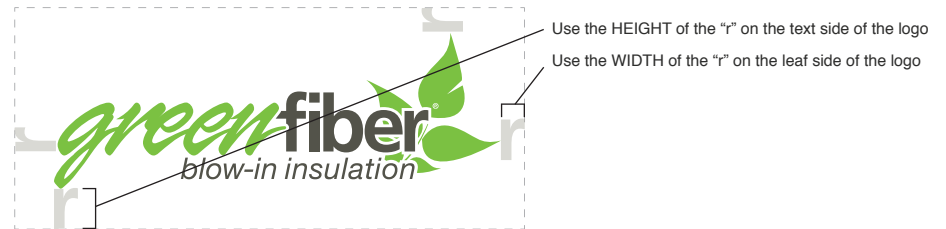
0.06 inch
minimum height



Clear Space

Adherence to the clear space standards provides a consistent look to the Greenfiber logo, protecting its proprietary nature and defending against unauthorized use.

Below are specifications to determine the minimum distance between the Greenfiber logo and other visual elements.



When determining the appropriate amount of clear space, the “r” in the Greenfiber logo should be used as a guide, surrounding the identity and preventing other visual elements from intruding.

The height of the “r” should be used to determine spacing on the text side of the logo. The width of the “r” should be used to determine spacing on the leaf side.

Logo Misusage



The word logo cannot be separated from leaf icon.



The Greenfiber logo should never be angled within a composition.



The Greenfiber logo should never be stretched.



Other design elements should never invade the space of the Greenfiber logo.



The Greenfiber logo should never be skewed.



The Greenfiber logo should never include a drop shadow.

Logo Application

The logo should be legible when placed on top of a photo or busy background. When working with a busy background, it is important to find or create an area that contrasts with the imagery so that the logo is easily read.

Correct



Incorrect



Correct



Incorrect



Correct



Incorrect



COLOR

Color Palette

Primary

Green



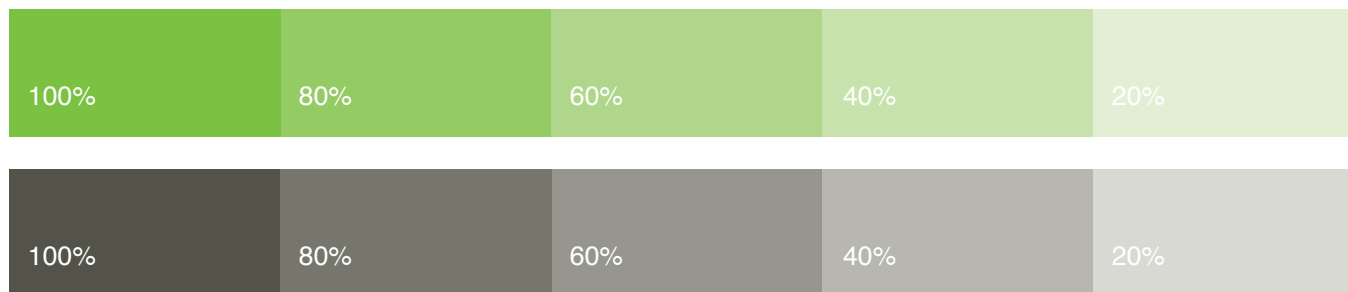
PANTONE® 368 C
CMYK: 60 00 100 00
RGB: 114 191 68
HEX: 72bf44

Black



PANTONE Black 7 C
CMYK: 65 61 64 54
RGB: 61 57 53
HEX: 3d3935

Tints of both brand colors may be used when appropriate.

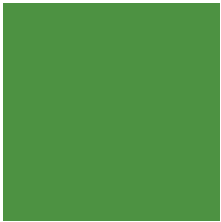


Color Palette

Secondary

Secondary colors are mainly used in supplemental marketing and presentation materials and are best used when creating charts, graphs or other infographics.

Medium Green



CMYK: 74 21 100 06
RGB: 77 145 42
HEX: 4d912a

Light Green



CMYK: 68 09 100 00
RGB: 94 172 54
HEX: 5eac36

Dark Green



CMYK: 81 36 100 29
RGB: 47 101 47
HEX: 2f652f

Orange



CMYK: 03 77 96 00
RGB: 234 95 41
HEX: ea5f29

Blue



CMYK: 70 10 30 00
RGB: 61 174 181
HEX: 44b0b5

Violet



CMYK: 70 60 20 00
RGB: 100 110 153
HEX: 646e99

Tints of both brand colors may be used when appropriate.

100%	80%	60%	40%	20%
100%	80%	60%	40%	20%
100%	80%	60%	40%	20%

100%	80%	60%	40%	20%
100%	80%	60%	40%	20%
100%	80%	60%	40%	20%

TYPOGRAPHY

Typography

Headline Copy

For any main headline or message,
Chalet-NewYorkNineteenSixty must be used.

Subhead Copy

Any headline of lesser importance or subhead should
be in Chalet-NewYorkNineteenSixty.

Body Copy

For all other body copy, Chalet-LondonNineteenSixty
in sentence case will be used.

Caption Title Copy

For all caption titles, Hand of Sean can be used.

Powerpoint Presentation Copy

For all titles, subtitles, Arial can be used.
Headings: Arial Bold - 25 pt
Subheads: Arial Bold - 18 pt
Body / bullet points: Arial Regular - 18 pt

Fonts are available in the Greenfiber toolbox:

greenfiber.com/retailers/retailer-toolbox

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
0123456789

Chalet-NewYorkNineteenSixty - Headline Copy

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
0123456789

Chalet-NewYorkNineteenSixty - Subhead Copy

Sample copy:

Our blow-in insulation products easily fill every gap and void.
In addition, certain products are specifically designed for wet spray
applications such as walls and some attics. We recommend using a
professional contractor for wet spray applications.

Chalet-LondonNineteenSixty - Body Copy

Blow-In vs. Fiberglass

See what makes Greenfiber insulation better:
greenfiber.com/install.

Hand of Sean - Caption Title Copy

Sample Heading

Our blow-in insulation products easily fill every gap and void.
In addition, certain products are specifically designed...

Arial - Powerpoint Presentation Copy

PHOTOGRAPHY

Photography

Photography provides not just a quick representation of Greenfiber, but serves as a powerful catalyst for a better understanding of the company and its products.

Greenfiber's photography showcases the ease of installation in buildings along with the benefit and joy the consumer gets from using Greenfiber products.

With a controlled color palette focusing on green, Greenfiber's photography reinforces the idea of "Green goes with everything."

If your message is directed to contractors, you should use more technical photos, showing workers, jobsite prep or product installation. If your communication is targeting general public/consumers, you should use more lifestyle photography.

Images are available in the Greenfiber toolbox:
greenfiber.com/retailers/retailer-toolbox



Illustration

Spot illustration can be used secondarily to photography as an accent to help illustrate the topic being presented. Illustrations should not be used as the primary visual in general communication.



ASSETS

Brand Examples



Superior Comfort
Delivers superior comfort to keep your home warmer in the winter and cooler in the summer, and **reduce your energy bill by up to 22%***

85% Recycled
Fills every gap and void with recycled paper fiber without time-consuming cutting and fitting

greenfiber
blow-in insulation
Greenfiber.com

Trade Show Banner



GreenFiber Works 22% Better At Keeping Your Home Cooler In The Summer*

- Exceptional Noise Control**
Reduces 90% of all sounds — even thundering airplanes — offering superior peace and quiet
- Superior Comfort**
Guarantees superior comfort to keep your home warmer in the winter and cooler in the summer, and **reduce your energy bill by up to 22%***
- Unmatched Fire Resistance**
Helps slow the spreading of flames thanks to its strong glass fiber-reinforced cellulose, meeting specs of most walls & Class 1 fire rating

Learn how GreenFiber insulation is better at GreenFiber.com

Seasonal Promo Banner



Installation Is Easier

Because GreenFiber is blown in, it's much easier to install than fitting rolls of batts, which require cutting and fitting, up through an attic access hole. Plus, the blower machine can be rented from the place where you purchased your GreenFiber, and it's often provided free of charge.

GreenFiber has a higher R-value per inch than blown-in fiberglass so it doesn't have to be as thick. This is important in tight spaces like above outside walls. Plus, cellulose fiber doesn't have any glass fiber that can cause irritation when handling.

And when it comes to retrofitting a home, GreenFiber makes that easy as well. Simply blow the cellulose over and around your existing insulation and skip the step of removing the old. It will make any insulation you already have work better so you can reach the necessary R-value with ease.

EFFORTLESS

Product Catalog



It Won't Take Hot Weather To Heat Up Your Sales

GreenFiber | Good News from GreenFiber | March 2017

Great results are no sweat with the "Don't Lose Your Cool" event April 1-June 30, 2017

Spring is the perfect time to get ready for summer temps. And GreenFiber is a great choice for keeping homes cooler and **reducing energy bills by up to 22%***

DON'T LOSE YOUR COOL

- Approximately 90% of existing homes don't have enough insulation.
- The only home improvement project with first-year payback is attic insulation (18.9% ROI).
- In the summer, fiberglass loses two times more R-value than GreenFiber's cellulose, so GreenFiber cools homes more efficiently.*

The "Don't Lose Your Cool" event will sync up with GreenFiber's exposure in all the right places.

- On TV**
GreenFiber will be featured in "Designing Special" on Lifetime Network, March 26
- On The Web**
Our national ad campaign and new website both launch in April
- On Facebook & YouTube**
We'll engage consumers with posts and videos
- In Your Store**
Our sales associate handouts will help you tell customers our story

Stay tuned for updates.
Watch for our emails in the weeks ahead, and for information about our products at any time, visit GreenFiber.com.

LAUNCH SITE

CLASSIFIED UL Listed and Classified
LEED
California 01390 (VOC Emissions)
Energy Star

STAY CONNECTED TO GREENFIBER

Facebook **YouTube** **Twitter**

FIND AN INSTALLER | **CONTACT GREENFIBER**

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Email Graphics

Greenfiber Contact

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Images, logos, and other digital resources
are available in the Greenfiber toolbox:
greenfiber.com/retailers/retailer-toolbox