

LARSON · JUHL®



Brand Style Guide

DECEMBER 2018

CONTENT  
*pages*

LOGO

COLOR

TYPOGRAPHY

*Style*

INFOGRAPHIC

TEMPLATE

MARKETING



The Larson-Juhl logo has been in existence for over thirty years and has only been modified slightly during that time. Preserving the look of the Larson-Juhl logo in all applications is important to the brand's image and corporate identity.

The Larson-Juhl logo should always appear with the minimum area of clear space around the logo. The minimum clear space measures 1/2 the height of the logo. It is essential that the logo-type stand alone within the space where it is placed without any additional graphics, taglines or logos crossing or overlapping the type or required clear space.

PMS	4505
HEX	#998543
RGB	153-133-67
CMYK	38-40-86-11



# Do's & Don'ts

Please follow these guidelines when using the Larson-Juhl logo. These guidelines apply to all print collateral, presentations, corporate identity, packaging, labels, digital applications, and all other situations where the Larson-Juhl logo is used.



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## Logo Color and Placement

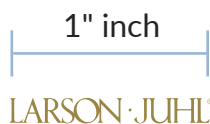
LJ color should always follow the PMS 4505 Gold and b/w. Allowed to be used as a tint for LJ Gold and b/w. Cannot be replaced with any other color. White reversed can be placed in any color background. Logo should be placed in a clear and simple background for clarity and never on a busy background with distractions.

## Alterations and Distortions

When using the logo, ensure the image is not altered or distorted when you place it in your application. If you need to increase or decrease the size, it should have the original proportions.

## Clear Space

The Larson-Juhl logo should always appear with the minimum area of clear space around the logo. The minimum clear space measures 1/2 the height of the logo. It is essential that the logotype stand alone within the space where it is placed without any additional graphics, taglines or logos crossing or overlapping the type or required clear space.



## Minimum size

In order to ensure legibility and visual prominence, Larson-Juhl logo should never appear smaller than the minimum size, 1 inch width.

LOGO  
*tagline*

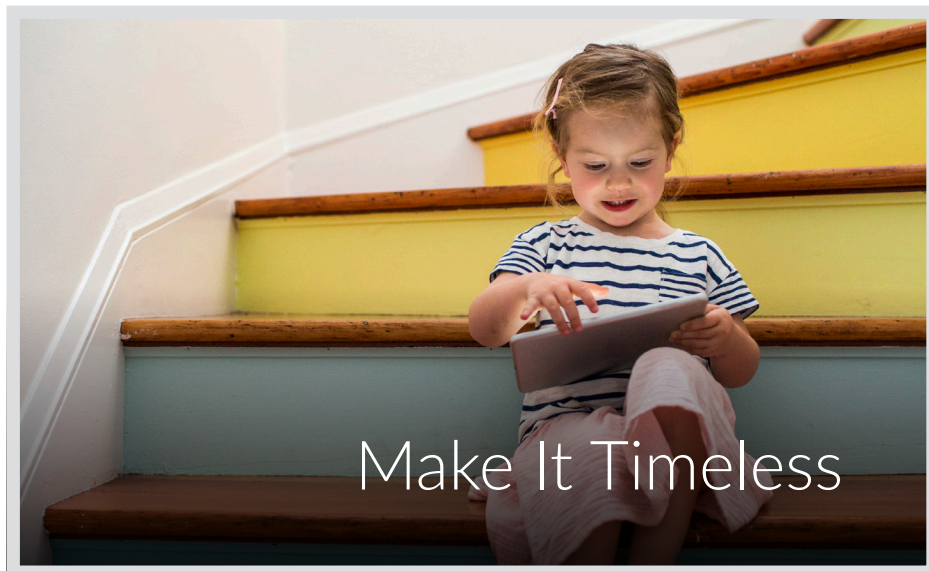
The Larson-Juhl tagline is a phrase that represents our brand. It sets the tone for who we are. It can be used as a part of the standard Larson-Juhl logo and as a standalone item.

STANDARD

LARSON · JUHL®

Make It Timeless

STANDALONE



LOGO

*mission statement*

Our mission statement defines us and what we do as the leader in our industry. It summarizes our values as a company and can be used in presentations and with other visuals as needed.

**CREATE CUSTOMER LOYALTY**  
AND LONG TERM RELATIONSHIPS  
BY DELIVERING **A WORLD CLASS**  
**EXPERIENCE TO EVERY CUSTOMER,**  
THROUGH EVERY PRODUCT AND  
SERVICE, **IN EVERY INTERACTION,**  
IN **ALL MARKETS GLOBALLY.**

---

LARSON · JUHL®

**CREATE CUSTOMER LOYALTY** AND LONG TERM RELATIONSHIPS  
BY DELIVERING **A WORLD CLASS EXPERIENCE TO EVERY CUSTOMER,**  
THROUGH EVERY PRODUCT AND SERVICE, **IN EVERY INTERACTION,**  
IN **ALL MARKETS GLOBALLY.**

LARSON · JUHL®

## LOGO

### *country branding*

The standard Larson-Juhl logo is our core identity that will be used throughout our branding materials. As we transform the company into one global brand identity, country branding may continue to be used to drive awareness. Individual country logos will be used as needed.

LARSON · JUHL®  
UK

LARSON · JUHL®  
CZECH REPUBLIC

LARSON · JUHL®  
UK

LARSON · JUHL®  
CZECH REPUBLIC

LARSON · JUHL®  
AUSTRALIA

LARSON · JUHL®  
NEW ZEALAND

LARSON · JUHL®  
AUSTRALIA

LARSON · JUHL®  
NEW ZEALAND

LARSON · JUHL®  
QINGDAO

LARSON · JUHL®  
CHINA

LARSON · JUHL®  
QINGDAO

LARSON · JUHL®  
CHINA

LARSON · JUHL®  
UK

LARSON · JUHL®  
CZECH REPUBLIC

LARSON · JUHL®  
UK

LARSON · JUHL®  
CZECH REPUBLIC

LARSON · JUHL®  
AUSTRALIA

LARSON · JUHL®  
NEW ZEALAND

LARSON · JUHL®  
AUSTRALIA

LARSON · JUHL®  
NEW ZEALAND

LARSON · JUHL®  
QINGDAO

LARSON · JUHL®  
CHINA

LARSON · JUHL®  
QINGDAO

LARSON · JUHL®  
CHINA

LOGO

*product branding*

Our product segmentation distinguishes opening, mid, and high price point products to the marketplace. Branded products will be segmented as follows:

**Good**

LJ Essentials

*opening price point,  
basics, value moulding*



**Better**

Larson-Juhl Collections

*mid-price point,  
the core of our brand*

LARSON-JUHL

**ALLOY**

LARSON-JUHL

**CUMBERLAND II**

**Lancaster II Collection**

**Best**

Larson-Juhl Signature

*high price point,  
premium and high design*





LOGO

*email signature*

Signature on company emails is another part of branding that functions as a digital business card. This communicates the branding consistently throughout the organization.

- Line 1. **Name in Bold text** | *Your Title within the company in Italics*
- Line 2. Address of the company | country location with zip or postal code
- Line 3. Office number and/or cell number
- Line 4. Fax or Customer Service Number (option)
- Last Line could have your email address (option)

Each section is divided by “ | ” vertical bar symbol  
All other information is in Regular font other than your profile  
Use email fonts such as Calibri if Lato font is not installed

**First Last Name** | *Your Company Title*  
3900 Steve Reynolds Blvd. | Norcross, GA 30093  
Office: 770-279-5364

**LARSON · JUHL**<sup>®</sup>  
[larsonjuhl.com](http://larsonjuhl.com) | *a Berkshire Hathaway Company*

Option to have social media icons beside Larson-Juhl logo

**First Last Name** | *Your Company Title*  
3900 Steve Reynolds Blvd. | Norcross, GA 30093  
Office: 770-279-5364

**LARSON · JUHL**<sup>®</sup>       
[larsonjuhl.com](http://larsonjuhl.com) | *a Berkshire Hathaway Company*

Use this confidential message after your signature in 8pt. text

This email and any files transmitted with it are confidential and intended solely for the use of the individual or entity to whom they are addressed. This message contains confidential information and is intended only for the individual named. If you are not the named addressee you should not disseminate, distribute or copy this e-mail. Please notify the sender immediately by e-mail if you have received this e-mail by mistake and delete this e-mail from your system. If you are not the intended recipient you are notified that disclosing, copying, distributing or taking any action in reliance on the contents of this information is strictly prohibited.

COLOR  
*tones*

LJ GOLD & SILVER

PMS	4505	#262626
HEX	#998543	38-38-38
RGB	153-133-67	71-65-64-69
CMYK	38-40-86-11	
	TINT 50%	TINT 50%
	TINT 20%	TINT 20%

LJ ACCENT

HEX	#20324e	#1e406b	#98b8d6
RGB	32-50-78	30-64-107	152-184-214
CMYK	92-79-43-40	97-79-33-19	39-18-6-0
	TINT 50%	TINT 50%	TINT 50%
	TINT 20%	TINT 20%	TINT 20%

# TYPOGRAPHY

## fonts

### Lato

Lato is a humanist sanserif typeface family designed in the Summer 2010 by Warsaw-based designer Łukasz Dziedzic (“Lato” means “Summer” in Polish).

Lato Light

*Lato Light Italic*

Lato Regular

*Lato talic*

**Lato Bold**

***Lato Bold Italic***

**Lato Black**

***Lato Black Italic***

ABCĆDEFGHIJKLMNOPQRSŠTUVWXYZŽ

abcćdefghijklmnopqrsštuvwxyzž

1234567890‘?’“!”(%)[#]{@}/&\<-+÷×=>®©\$€£¥¢;:,.\*

### Larson-Juhl, *a Berkshire Hathaway Company*

is a manufacturer and distributor of timeless and innovative custom picture frame mouldings.

Our designers and manufacturing teams work hand-in-hand to create

**ENDURING FRAME DESIGNS** IN ALL OF THE POPULAR HOME FURNISHING STYLES,

CREATIVITY **INSPIRED.**

---

### Libre Baskerville

Libre Baskerville is an open-source serif typeface designed by Pablo Impallari and based off of a version of Baskerville by American Type Founders from 1941.

Libre Baskerville Regular

*Libre Baskerville Italic*

**Libre Baskerville Bold**

ABCĆDEFGHIJKLMNOPQRSŠTUVWXYZŽ

abcćdefghijklmnopqrsštuvwxyzž

1234567890‘?’“!”(%)[#]{@}/&\<-+÷×=>®©\$€£¥¢;:,.\*

*a Berkshire Hathaway Company*

# STYLE *guide*

Derived from what Larson-Juhl represents as a company. A manufacturer and distributor of timeless and innovative custom picture frame mouldings. Trendy year after year and yet timeless.

## Representation

- Picture Frame
- Square Border

## Expansion

- Transparency
- Layered Shadow
- Juxtaposition



Title Page Cover  
Subtitle will go here

STYLE  
*product guide*

Product branding is used in various styles to differentiate how the segmentation can be used across a wide range of marketing materials.



Inspiration

*Playing with metallics and wood, this collection incorporates two contrasting elements to create interesting views from every angle.*

**Alloy Collection**

AUGUST 2018

**Substrate:** Paper  
**Glass:** Tru Vue Conservation Clear  
**Moulding 1:** Item #274113  
**Moulding 2:** Item #294112



Cumberland II comes to market with new finishes following success of Cumberland

Inspiration

*Inspired by the successful Cumberland launch, Cumberland II features two new finishes that complement the existing line, while matching the current 'refined rustic' trend in furniture design. Handcrafted in Ashland, Wisconsin, our American factory.*

LARSON-JUHL

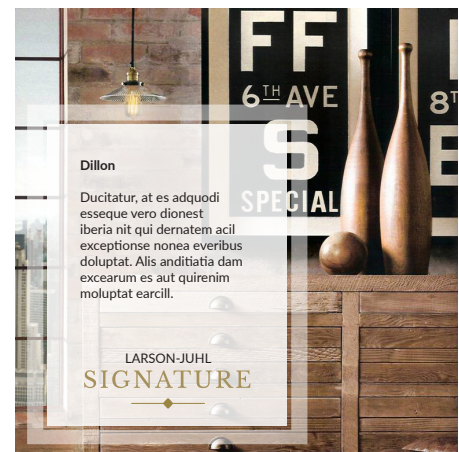
**CUMBERLAND II**



LARSON-JUHL  
**SIGNATURE**



LARSON-JUHL  
**SIGNATURE**  
**COLOSSEUM**



Dillon

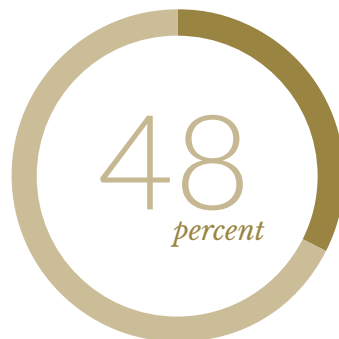
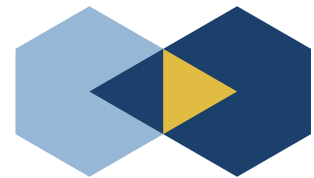
*Ducitatur, at es adquodi esseque vero dionest iberia nit qui dernatem acil exceptionse nonea everibus doluptat. Alis anditiatia dam excearum es aut quirenim moluptat earcill.*

LARSON-JUHL  
**SIGNATURE**

# INFOGRAPHIC *elements*

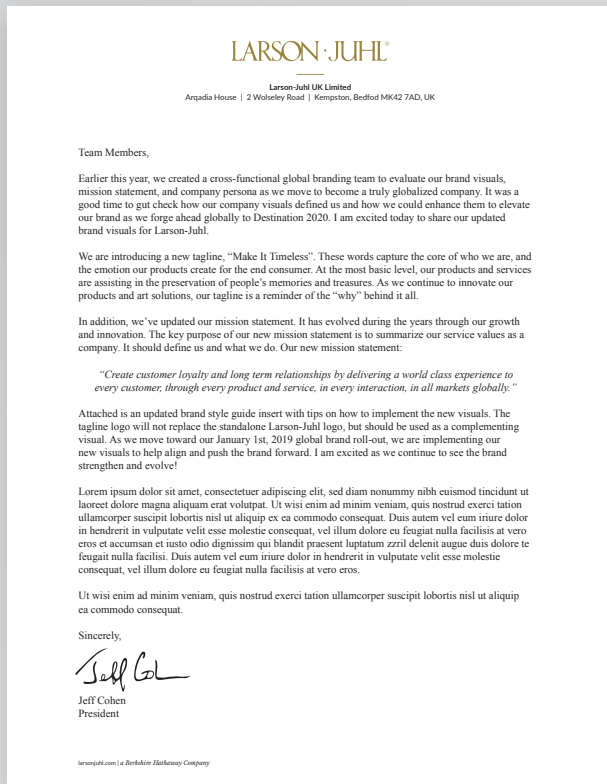
Follow the clean cut shapes with rounded elements to complement the fonts used for the brand. These are just a few of the many progressions to show complimenting visuals.

- Transparency with overlap play on typography
- Cutout from a shape
- Dark to Light create depth
- Shadow shape
- Complementary colors other than LJ Colors for visual impact



# TEMPLATE design

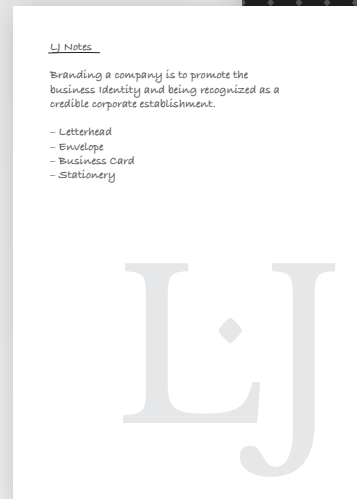
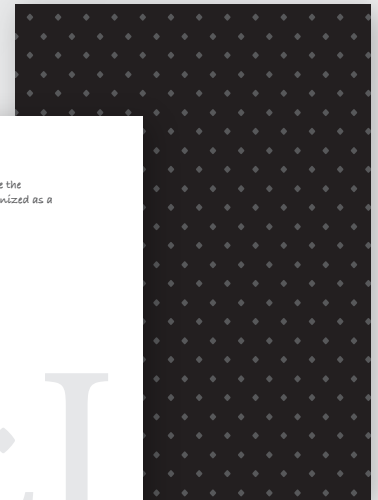
The template design for letterhead, business card, and stationery identifies the company's image and is an effective marketing tool for establishing a professional identity to the business.



Countries



USA



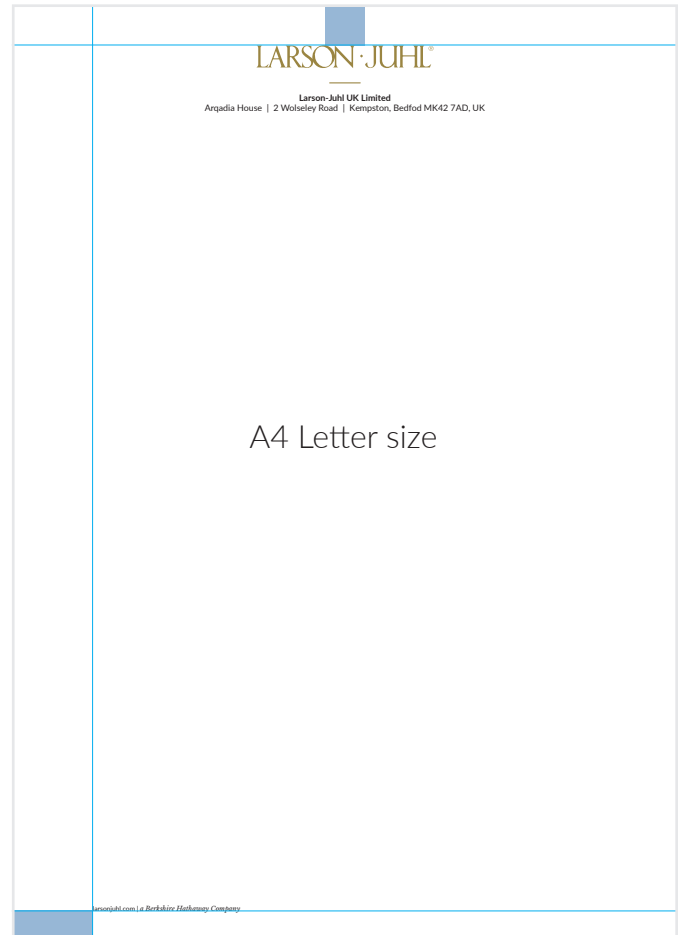
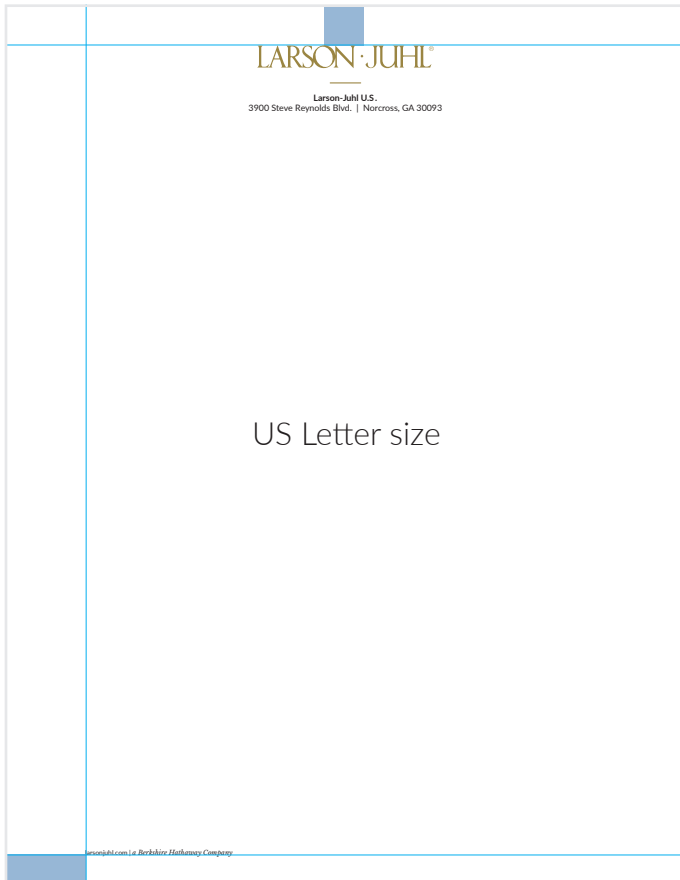
# TEMPLATE *design*

## Letterhead & Business Card

The brand placement will follow these guidelines across all countries.

### Logo and address

.5" from top centered



### Footer

1" from left

.375" from bottom

### Logo centered

at minimum .125" in all around



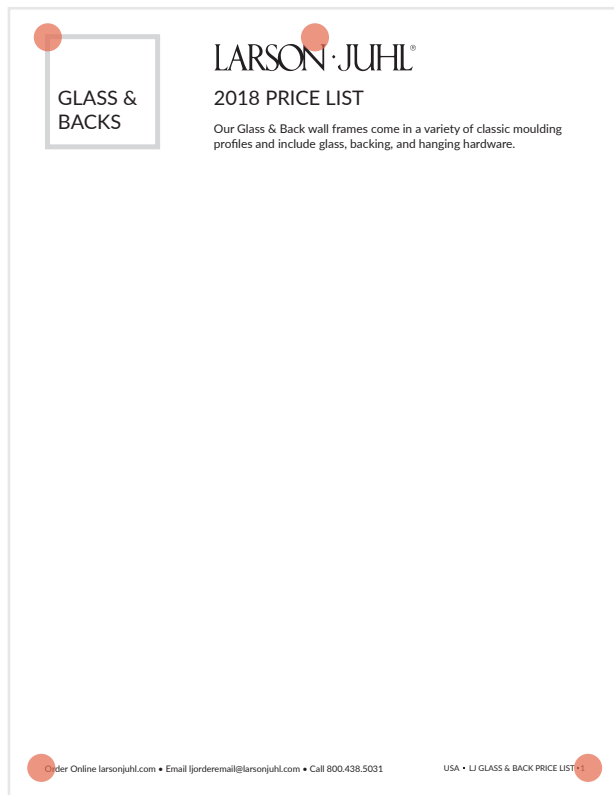


# TEMPLATE *formats*

The templates for various use of digital assets in both print and website is created to keep it consistent throughout all of the collateral materials used at Larson-Juhl. Following these formats is what makes Larson-Juhl a credible brand.

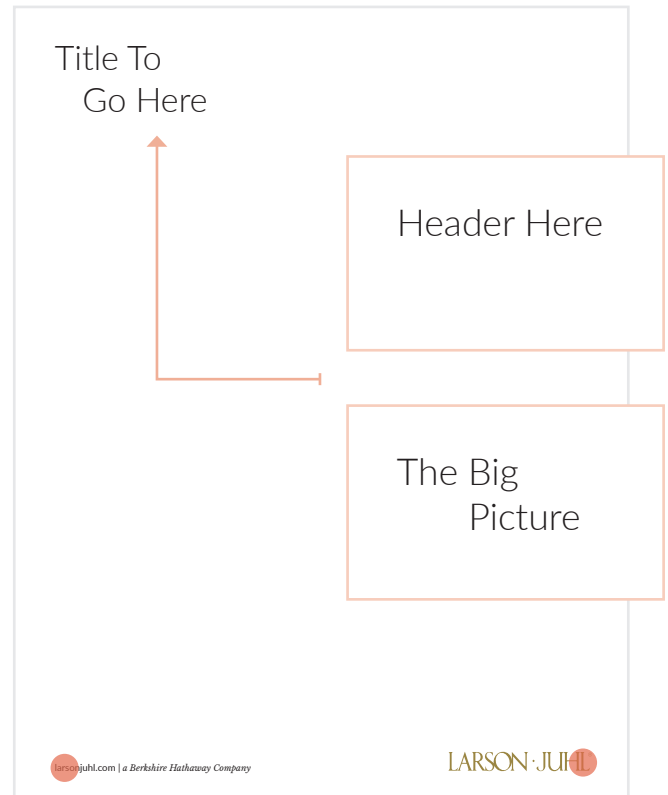
## Flyers - Price List Sheets

Only for price listing sheets, 1) Larson-Juhl b/w logo is placed at the top center bigger than generic materials. 2) Footer is placed bottom left corner and 3) Title with page no. on bottom right. 4) Style used is at 20% black 5 pt. weight borderline on top left.



## Generic Print Materials

General usage for prints, 1) Larson-Juhl logo in color PMS 4505 is placed bottom right corner at size 1.875" 2) Footer is at bottom left with text: Larson-Juhl.com | a Berkshire Hathaway Company 3) Title Header is placed in 1 and/or 2 lines with indentation choice depending on the Title Name.

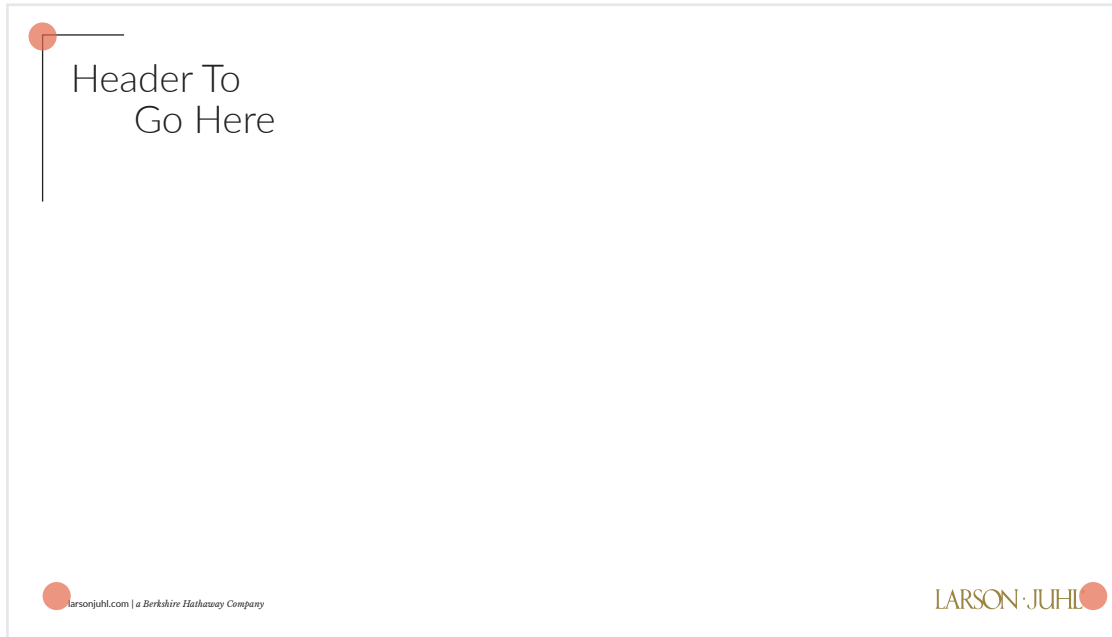


# TEMPLATE

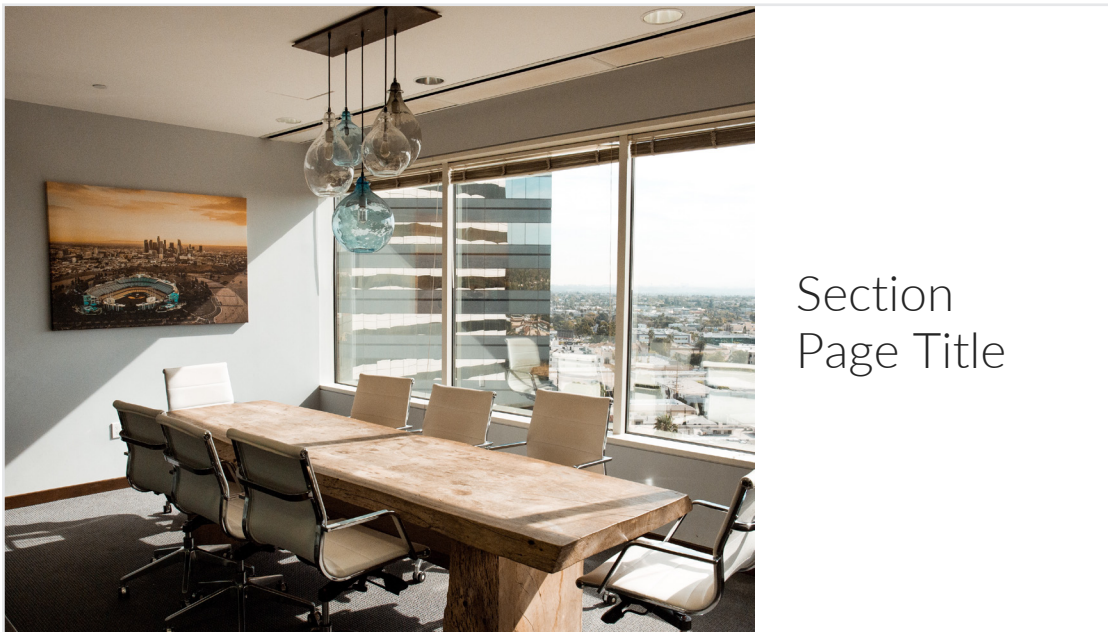
*formats*

## PowerPoint and/or Keynote

General pages other than the cover page, 1) Larson-Juhl color PMS 4505 logo on the bottom right corner. 2) Footer is placed bottom left corner and 3) Graphic line element on the top left corner.



Section pages will be placed with an image on the left and title case text to the right as an introduction for the following pages.



# MARKETING *promotional*

Promoting the Larshon-Juhl brand through products is an effective way for marketing brand awareness.

Recyclable  
Canvas Tote Bags



For example only.

MARKETING  
*promotional*

Pop Sockets



T-shirts



For example only.