BRAND GUIDELINES
version 1.0

What is a Brand?

A brand is more than a logo. It's a promise—a promise that needs to be upheld at every touchpoint, from everything the customer sees to everything they experience. The key to reinforcing that brand promise is consistency. In this guide, you'll find tools to strengthen our brand through consistency.

What Are Brand Guidelines?

The purpose of the brand guidelines is to provide uniformity and clarity for American WeatherStar's marketing and communication efforts. It also serves as a guide for those unfamiliar with the company's brand and an easy-to-use reference manual for those who implement it.

How Should I Use the Brand Guidelines?

Whether ordering uniforms or advertising to customers through direct mail, use this guide to ensure consistent use of our brand including logo, colors, fonts and more.

If you are new to our organization, please read this book in its entirety before creating any materials representing American WeatherStar.

BRAND STORY
MISSION, VISION, & VALUES

About American WeatherStar

Founded in Mobile, Alabama in 2004, American WeatherStar is an industry-leading manufacturer and supplier of fluid-applied roof restoration solutions. Our systems are proven to stop leaks, reduce energy costs, cool building interiors, and improve sustainability. We offer long-term warranties for virtually all commercial flat and metal roof substrates. Our fluid-applied systems are only installed by professional contractors that have been specially approved by American WeatherStar.

Mission

To provide commercial roofing professionals with high-quality and effective solutions through product development, customer service, technical support, training and education, and marketing programs.

Vision

To be the leading manufacturer of fluid-applied roof restoration solutions for the commercial roofing industry.

Core Values

FAMILY — emphasize priority on family and work-life balance

INTEGRITY — build trust through honest and exceptional customer service

GROWTH — nurture innovation and knowledge both professionally and personally

ACCOUNTABILITY — promote personal responsibility and customer trust

FOLLOW-THROUGH — execute tasks, no matter how small, from start to finish

TEAMWORK — improve and achieve more together

COLORS
PRINT & DIGITAL

Colors

Use CMYK logo for print applications. Use RGB logo for digital applications. For instances in which using Pantone is necessary, such as for signage or uniforms, match the spot color to Pantone coated swatches.

PRIMARY PALETTE	PANTONE	CMYK	HEX
AWS RED	PMS 186	00 / 100 / 77 / 11	#CE0E2D
AWS BLUE	PMS 289	99 / 84 / 45 / 51	#0A233F

TYPOGRAPHY
PRINT & DIGITAL

Typography

The primary typeface for printed collateral is Bio Sans. American WeatherStar brand headlines are set in DIN Next LT Pro - Bold. The secondary and body copy face can also be DIN Next LT Pro. Use the licensed fontkit version (Adobe CC) or the Google Fonts version.

Bio Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 12134567890!@#$%^&*()_+?

DIN Next LT Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 12134567890!@#$%^&*()_+?

LOGOMARK
PRINT & DIGITAL

Logomark

The mark and typography shown below are the approved ways to use the American WeatherStar logo.

In order to maintain a consistent brand appearance, it is extremely important that every individual creating materials to represent American WeatherStar® adheres to the logo usage outlined here in the brand guidelines.

The primary application of the logo is on a White background.

By request, light and dark versions are avaiable.

When only one color is allowed, the logo may be displayed in solid white or black.

To request artwork files for each version of the logo, contact:

Marketing Department
800.771.6643
marketing@weatherstar.net

Logo Usage

Size

The minimum size of the horizontal logo is 1.75 inches and the vertical logo is 1.125 inches (measured horizontally from side to side). There is no size limit when enlarging the logo.

1.75"

1.125"

Proximity to Other Elements

No other graphic elements or type can come closer to the logo than the boundary shown below. The boundary is constructed using the height of the logo to determine how close other graphic elements and type can come to the logo.
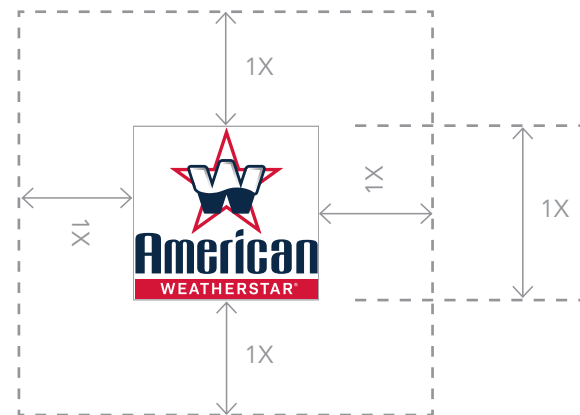
Incorrect Usage of Logo

Altering the logo in any manner reduces the integrity of our brand.
The logo should never be manipulated or changed. What follows are
examples of incorrect applications of the logo.

DO NOT alter the logo colors.

DO NOT deviate from approved background colors.

DO NOT apply any outlines to the logo.

DO NOT apply a drop shadow to the logo.

DO NOT stretch or alter the proportions of the logo.

DO NOT rotate the logo.