

Superior Walls™

**Corporate
Communications
Standards**

why?
Why?
Why?
Why?
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Why?

The success of Superior Walls of America rests in the ability of our corporate identity to speak for us in the marketplace. The guidelines in this manual are extremely important in establishing consistent brand recognition and preference.

Our corporate identity is our face to the world. Like a person's signature, our logo is an expression of our personality. Used properly, it communicates everything Superior Walls of America stands for and reinforces our position as leaders.

Not only does our corporate identity represent us to the world, it is a symbol of pride for employees. Like a flag, it must always be treated with respect. It lets people know that we are a unified organization.

Proper use of our corporate identity communicates our commitment to quality and attention to detail in everything we do. It presents an appealing image and serves as a tool for increasing business.

This standards manual has been designed as a reference and resource guide for understanding and using our corporate identity correctly.

QUALITY MARK USE

COLORS:

PROCESS BLACK

BLUE: PMS 300

GRAY: 30% PROCESS BLACK



ONE COLOR
VERSION WITH SCREEN
OF 30% BLACK

ONE COLOR VERSION

IF USED ON A BACKGROUND OTHER
THAN WHITE, USE GOOD JUDGEMENT AS TO
CHOICE OF WHITE OR BLACK LETTERING
FOR BEST CONTRAST



HORIZONTAL FULL COLOR

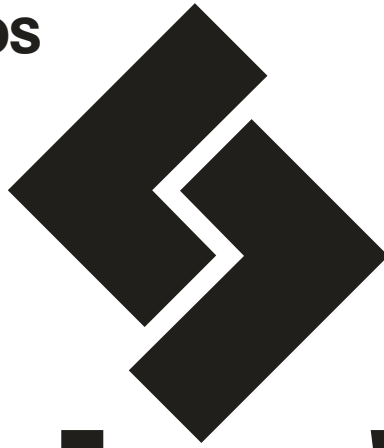


HORIZONTAL ONE COLOR WITH SCREEN



CAMERA READY LOGOS

(AVAILABLE ON CD
IN VARIOUS FORMATS)



Superior Walls™



Superior Walls™



Superior Walls™



Superior Walls™



Superior Walls™



Superior Walls™

FRANCHISE / AFFILIATE USE

CCI Concrete Contractors, Inc.

A Certified Manufacturer of  **Superior Walls™**

AFFILIATION OPTIONS

Certified Sales and Installation of  **Superior Walls™**

A Certified Manufacturer of  **Superior Walls™**

 **Superior Walls™**
of Greater Chicago

PRODUCT IDENTIFICATION

**X-TRA INSULATION**

 **Superior Walls™**
 **X-TRA INSULATION**

SECONDARY LINE USE



Superior Walls™

Fujiyama Extra Bold
For Web Address

www.superiorwalls.com



Superior Walls™

www.superiorwalls.com



Haettenschweiler
Slanted For Additional
Information

Superior Walls™ of America

TYPESTYLES:

HAETTENSCHWEILER
(Uses: Headlines, Corporate Tag Lines
used in conjunction with SWA Corp. logo.)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz!@#%&()?123456789

FUJIYAMA EXTRA BOLD
(Headlines For Print Advertising)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz!@#%&()?123456789

SWISS 721 LIGHT
(HELVETICA)
(alternate text type for print use)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz!@#%&()?123456789

SWISS 721 MEDIUM
(HELVETICA)
(alternate text type for print use, signage)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz!@#%&()?123456789

SWISS 721 HEAVY
(HELVETICA)
(alternate headline type for print use, signage)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz!@#%&()?123456789

TIMES NEW ROMAN ITALIC
(Body Text Option)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz!@#%&()?123456789

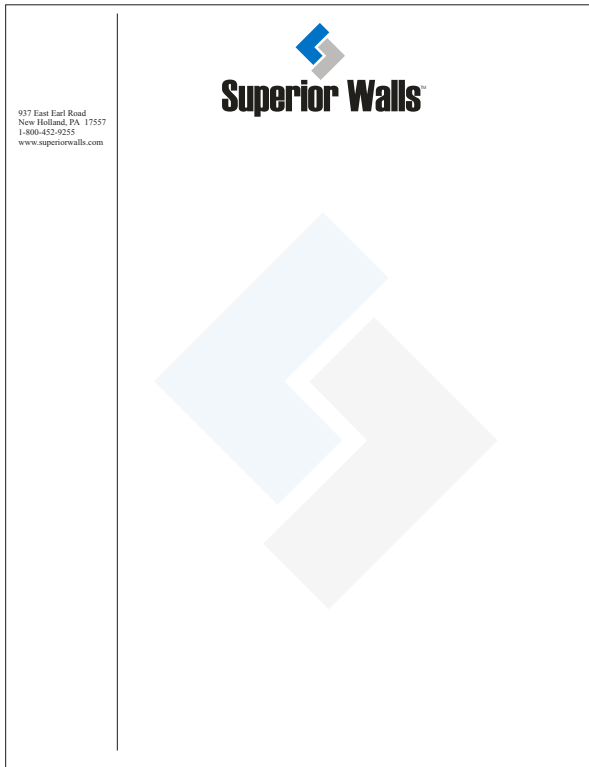
TIMES NEW ROMAN
(Standard Body Copy Type)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz!@#%&()?123456789

TIMES NEW ROMAN BOLD
(Headlines and Subheads)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz!@#%&()?123456789

CORPORATE DOCUMENTS (Headquarters)



Standard Letterhead



Standard Envelope



Business Card (actual size)

Proper logo placement on pre-printed stock forms

Superior Walls of America, Ltd.
937 East Earl Road
New Holland, PA 17557
www.superiorwalls.com

Superior Walls™

INVOICE

INVOICE: _____
 PO.#: _____
 DATE: _____
 SALES REP: _____

SOLD TO:

SHIP TO:

QUANTITY	DESCRIPTION	PRICE	TOTAL
SUBTOTAL			
SALES TAX			
TOTAL			

Typical stationery and document layouts. On stock forms that leave the office the logo should be preprinted in an appropriate area.

EXPENSE REPORT

EXPENSE ACCOUNT OF: _____

DATE: _____

TO: _____

SIGNATURE OF CLAIMANT: _____

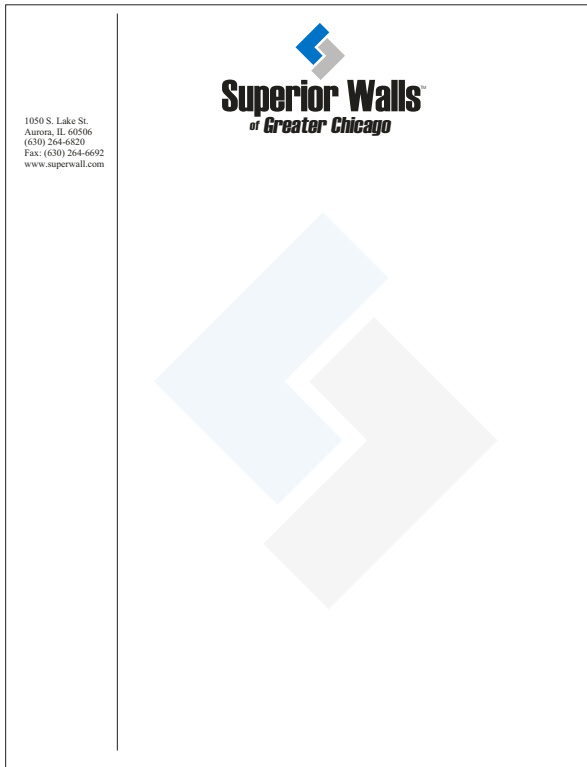
APPROVED BY: _____

DATE: _____

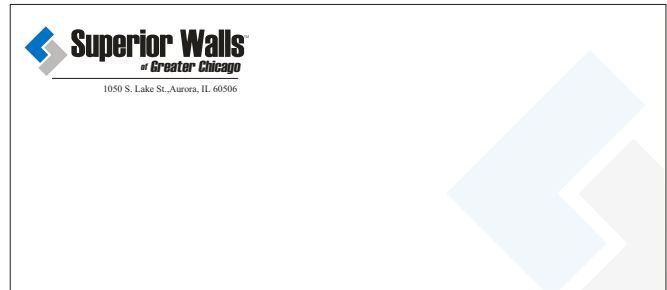
Superior Walls™

DATE	TRAVELLED		MILEAGE	TRANSPORT	HOTEL	MEALS			PHONE	PARKING	MISCELLANEOUS EXPLAIN BELOW*	DAILY TOTAL	
	FROM	TO				RESTAURANT	LOBBY	OTHER					
BUSINESS MILES-KILOMETERS ELAPSED: _____						TOTAL EXPENSE: _____		CREDIT CARD BILLS: _____		*EXPLANATION: _____			
Prepaid Mile: _____				Late Return: _____				Current Week: _____		Balance: _____			
Total to Date: _____				Obligated		Refunded							
MILES-KILOMETERS													

CORPORATE DOCUMENTS (Franchise)



Standard Letterhead




Standard Envelope



Business Card (actual size)

Proper logo placement on pre-printed stock forms

1050 S. Lake St.
Aurora, IL 60506
(630) 264-6820
Fax: (630) 264-6692
www.superwall.com



INVOICE


INVOICE: _____
P.O.#: _____
DATE: _____
SALES REP: _____

SOLD TO: SHIP TO:

QUANTITY	DESCRIPTION	PRICE	TOTAL
SUBTOTAL			
SALES TAX			
TOTAL			

Typical stationery and document layouts. On stock forms that leave the office the logo should be preprinted in an appropriate area.

EXPENSE REPORT



EXPENSE ACCOUNT OF: _____
DATE: _____
TO: _____
SIGNATURE OF CLAIMANT: _____
APPROVED BY: _____
DATE: _____

DATE	TRAVELLED		MIL/KM	TRANSPORT	HOTEL	MEALS			PHONE	PARKING	MISCELLANEOUS EXPLAIN BELOW*	DAILY TOTAL
	FROM	TO				BREAKFAST	LUNCH	DINNER				
BUSINESS MILES-KILOMETERS CLASPED:						TOTAL EXPENSE:	CREDIT CARD BILLS:		*EXPLANATION:			
Prepaid Mile: _____						Less Refund: _____	Balance: _____					
Current Week: _____												
Total to Date: _____												
MILES-KILOMETERS												

SIGNAGE

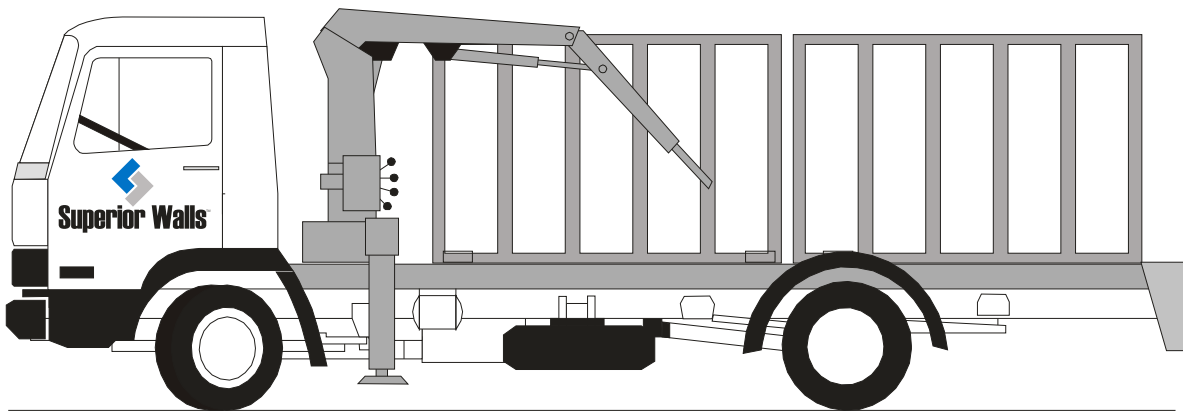
Typical suggestions for signage. Present this manual to sign company before design process begins.



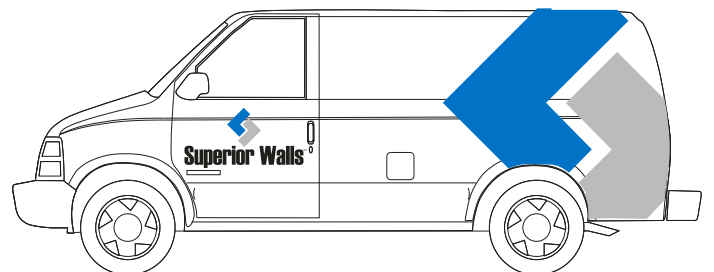
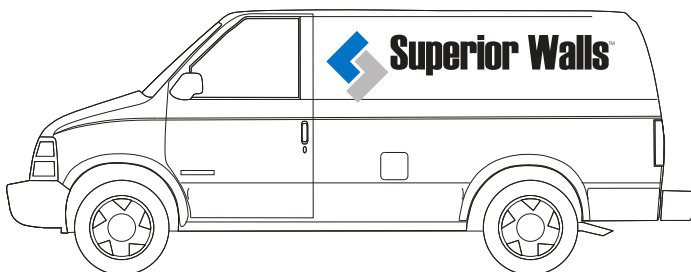
PRIMARY SITE SIGNS



SMALL FORMAT DIRECTIONAL SIGNS
ALL NON-ILLUMINATED SIGNS TO HAVE REFLECTIVE LETTERING



VEHICLE GRAPHIC SUGGESTIONS



General Program Requirements

Purpose

This program offers licenses/franchises of SWA cooperative advertising funding to encourage and support effective local advertising.

Program Requirements

- All ads must show the Superior Walls **name and logo** as stated within the guidelines of the Superior Walls Standards Manual.
- The Superior Walls logo must be present on the ad and equal to or larger than any other company logos or identities.
- All ads, special promotions, or printed materials must be reviewed by Superior Walls in advance of final production to be eligible for this program.

Eligibility

All licensees/franchisees are eligible for the Superior Walls co-op program. Seller-Installers and Independent Sales Contractors are not eligible for this program.

Co-Op Ad Allowance

Superior Walls co-op advertising program offers you a 50% reimbursement for the cost of your advertising, promotion and trade show events. The program allows you to earn up to a minimum of \$2,000 annually, per license/franchise territory or 2% of your net royalty payment. Program is based on Superior Walls fiscal year, July 1 through June 30 of any given year.

Unused Funds

Any earned co-op funds must be used before the completion of Superior Walls fiscal year, June 30. Unused fund will not roll-over.

Termination

SWA reserves the right to change or terminate any part of this program at any time upon thirty (30) days written notice.

Claim/Payment Procedure

• **A completed claim form, proof of payment, and copy of printed material (if applicable) must be submitted (faxed or mailed) within 60 days from date of publication, mailing or promotion. All submissions must be received by June 30 of the current year to qualify for this program**

- SWA will audit the claim and issue a credit to your account.

False Claims

Submission of false claims or invoices will result in forfeiture of all co-op funds and/or suspension from the program.

Assistance

For questions regarding the Superior Walls Standards Manual or assistance with your advertising, please contact Superior Walls marketing department at (800) 452-9255.



CO-OP Claim Form

-this form must be filled out-

Mail form to:

SWA Co-Op Claim

937 East Earl Road, New Holland PA 17557

License/Franchise Name _____

Address _____

City _____ **State** _____ **Zip Code** _____

Date of Request _____

(Note: To be eligible, date of request must be within sixty (60) days of the date of the ad; end-of-year ad campaigns must still be received by SWA on or before June 30 of the current year. Co-Op allowance does not carry over to the next year.)

Date of your advertisement _____

Type of Ad:

- **Magazine** _____
- **Newspaper** _____
- **Radio** _____
- **TV** _____
- **Billboard** _____
- **Direct Mail** _____
- **Model Home** _____
- **Ad Specialty** _____

(postage not applicable)

(describe) _____

1. Cost of your advertisement (invoice and ad materials required) \$ _____

2. Co-Op eligibility
(50% Co-Op, minimum \$2,000 per year or 2% net royalty) \$ _____

3. Payment requested \$ _____

REQUESTED BY:

(Signature) _____

Approved by SWA: _____



Superior Walls™

Superior Walls of America, Ltd.
937 East Earl Road, New Holland, PA 17557
800-452-9255
www.superiorwalls.com

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