

## Media kit

Basic rules for guidance in creating supporting collateral for Windsor Plywood stores and partners.



Wordmark, Logo and Tagline files are available as 4-color-process and 1-color black vector art (Adobe Illustrator) and high resolution (300 dpi) pdf suitable for offset or digital printing. All graphics are trademarked and subject to copyright law. Our tag line "The Experts You Need To Know" is a registered trademark.

All marketing & advertising materials require approval by Head Office before publication.  
For additional guidance and a copy of graphics in this guide, contact:



Windsor Plywood, Head Office  
Advertising Dept  
20039 - 96th Ave., Langley, BC, Canada V1M 3C6  
advertising@windsorplywood.com  
Tel: 604-455-9663 • Fax: 604-881-2575

<http://windsorplywood.com/>  
Social Media Channels:  
Blog: <http://mywindsorproject.com/>  
Twitter: [https://twitter.com/WindsorPlywood\\_](https://twitter.com/WindsorPlywood_)  
Facebook: <https://www.facebook.com/windsorplywoodstores>  
Google+: <https://plus.google.com/+windsorplywood>  
Youtube: <http://www.youtube.com/user/WindsorPlywood/featured/>  
Houzz: <http://www.houzz.com/pro/windsor-plywood>



Wordmark, Logo, Logotype, Tagline

Any of the configurations shown here are acceptable for use. Alterations, alternative fonts or colours are not authorized.

The full name “Windsor Plywood” must always be visible and not abbreviated or shortened.

When using the “W” logo, always include either our full name underneath or the corporate website: windsorplywood.com

Cooper (Black Italic) is the official font for the wordmark, in upper and lower case as shown (full uppercase is not acceptable).

For 1-colour application other than black, use PMS Blue 072. White can also be used but only against black or PMS 072.

When running process for blue, use: 100% cyan, 90% magenta, 10% yellow.

For Vinyl signage, use: Avery Royal Blue #6583. When working online use #002C72.

**Windsor Plywood** **Windsor Plywood**  
**Windsor Plywood** **Windsor Plywood**

**Windsor Windsor**  
**Plywood Plywood**

Whenever possible the wordmark should appear in one line.  
However in situations where this would require it to be sized down  
resulting in the lose of visual impact, it is permissible to “stack” the  
two words.

The Logo and tagline utilizes two colours: PMS Blue 072 and PMS Red 032. (When running process for red use: 100% yellow, 100% magenta.

For vinyl signage, use: Avery Red #6340. For online use #E52324). For 1-colour plus black use PMS 032 for the big “W” and black for “Windsor”.

White can also be used but only against black or PMS 072. .

The tagline is “the experts you need to know” and is a registered trademark (the “R” symbol must be visible).

The corporate website address “www.windsorplywood.com” should be included with any graphics or use the hashtag #windsorplywood



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the *experts* you need to know!®

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## Mascot Graphics

The official mascot of Windsor Plywood is the cartoon character “Woody Wall”.

“Woody” is available in a variety of poses illustrating a number of activities. He is carefully drawn to facilitate printing and should not be altered.

“Wendy” is another character that is used on occasion to create dialogue with “Woody” to highlight a product, service, or impart information.

This character is not to be used in place of “Woody”.

Black & White or Color art is available upon request.

Here are a few examples:

