

LUDOWICI®



BRAND GUIDELINES

CONTENTS

INTRODUCTION..... 3

Brand Positioning..... 4

Brand Promise 5

Brand Drivers 6

Brand Personality..... 7

Brand Umbrella 8

VISUAL IDENTITY..... 9

Logo + Tagline 10

Logo: Variations11

Logo: Safe Area..... 12

Logo: Sizing..... 13

Logo: Incorrect Usage 14

Color Palette 15

Typography 16

Typography: System Safe Fonts....17

Typography: Application 18

Photography..... 19

Photography: Shot Types 20

Photography: Project Types..... 21

Photography: Grid 22

Photography: Type and Image.... 23

Badges: Warranties 24

Badges: Authorized Vendors..... 25

LEGAL GUIDELINES 26

Company Names..... 27

Trademarks 28

APPLICATION 29

Stationary and Business Card 30

Literature 31

PowerPoint Template..... 32

Tradeshaw Booths 33

Design Centers..... 34

Electronic Communications 35

CONTACT US 35



INTRODUCTION

BRAND POSITIONING

Ludowici is the premier choice for high-end architects, homeowners, commercial buildings, universities, government agencies and historic renovation projects seeking uniquely beautiful, architectural terra cotta products that stand the test of time.

BRAND PROMISE

Ludowici delivers uniquely beautiful architectural terra cotta products that stand the test of time.

BRAND DRIVERS

Unmatched Durability

Exceptional Quality

Affordable Luxury

Custom Craftsmanship

Personal Service

World-class Warranty

Domestically Produced

Legacy since 1888

BRAND PERSONALITY

Honorable

Conscientious

Hardworking

Innovative

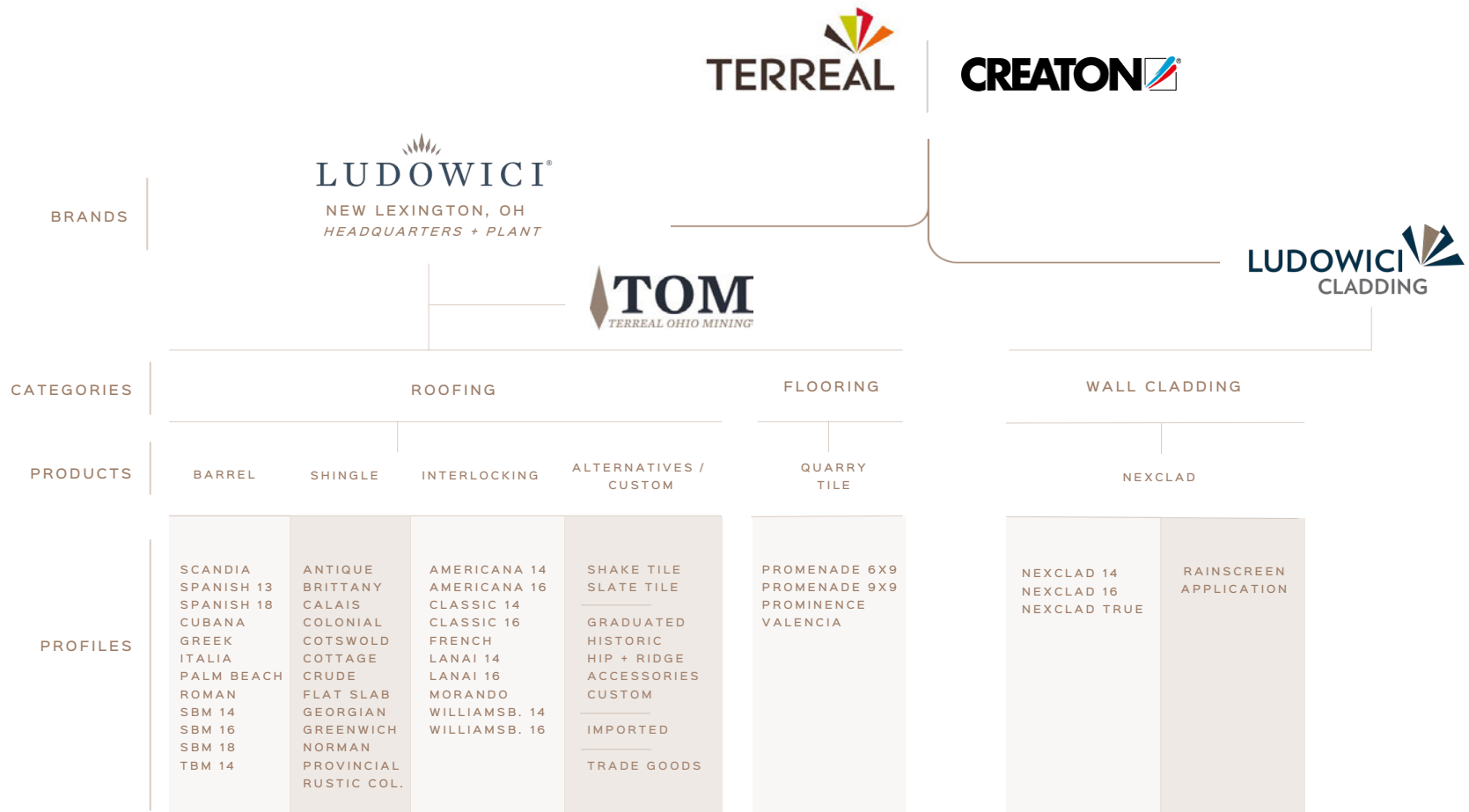
Friendly

Balanced

Meticulous

Problem Solving

BRAND UMBRELLA



ALL TERRA COTTA PRODUCTS



VISUAL IDENTITY

LOGO + TAGLINE

WITH TAGLINE



NO TAGLINE



LOGO: VARIATIONS



PRIMARY - TWO COLOR



KNOCKOUT - 2 COLOR



KNOCKOUT - WHITE



BLACK

LOGO: SAFE AREA

It is important to give the mark room to shine.

Safe area is determined by the height of the 'O'.



LOGO: SIZING

To maintain legibility and the integrity of the mark, it should never be sized smaller than the following measurements:

PRINT: MINIMUM SIZE



DIGITAL: MINIMUM SIZE



LOGO: INCORRECT USAGE

Don't stretch or squish the mark.



Don't move elements.



Don't remove elements.



Don't add elements.



Don't reverse colors.



Don't use the crown by itself.
(unless permission granted by Ludowici.)



COLOR PALETTE

LUDOWICI BLUE



BLUE - PMS 2965

CMYK

C = 96

M = 47

Y = 18

K = 70

RGB

R = 0

G = 43

B = 69

HEX VALUE

#002B45

LUDOWICI PEWTER



PEWTER - PANTONE 8004

CMYK

C = 43

M = 47

Y = 59

K = 13

RGB

R = 140

G = 121

B = 101

HEX VALUE

#8C7965

LUDOWICI GRAY



GRAY - PANTONE COOL GRAY 11

CMYK

C = 61

M = 53

Y = 48

K = 19

RGB

R = 113

G = 112

B = 115

HEX VALUE

#4D4E53

TYPOGRAPHY

VERLAG

Verlag is the primary typeface for headlines, subheadlines, and tertiary call-outs and captions.

Verlag Light

Verlag Light Italic

Verlag Book

Verlag Book Italic

Verlag Bold

Verlag Black

Verlag Black Italic

MERCURY TEXT (GRADE 1)

Mercury is the primary typeface for body copy, call-outs and quotes.

Mercury Roman

Mercury Roman Italic

Mercury Semibold

Mercury Semibold Italic

Mercury Bold

Mercury Bold Italic



OPENTYPE SETTINGS:

By default, Verlag will render text as *Default Figure Style*. This must be changed to ***Proportional Lining***. This makes typed numbers the same size as the font.

TYPOGRAPHY: SYSTEM SAFE FONTS

When Verlag and/or Mercury Text cannot be loaded, the following system safe fonts should be used in their absence.

CENTURY GOTHIC

Replaces instances of Verlag.

Century Gothic Regular

Century Gothic Regular Italic

Century Gothic Bold

Century Gothic Bold Italic

PALATINO LINOTYPE

Replaces instances of Mercury Text.

Palatino Regular

Palatino Regular Italic

Palatino Bold

Palatino Bold Italic

TYPOGRAPHY: APPLICATION

HEADLINES

Verlag Bold
All Caps
Kerning: Optical
Tracking: 25

HEADLINE

Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Duis mollis, est non commodo luctus, nisi erat porttito ligula, eget lacinia odio sem nec elit. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Aenean eu leo quam.

BODY TEXT

Mercury Text Roman
Kerning: Metrics

SUBHEADLINES

Verlag Bold
All Caps
Kerning: Optical
Tracking: 25

SUBHEADLINE

Maecenas sed diam eget risus varius blandit sit amet non magna. Vestibulum id ligula porta felis euismod semper. Praesent commodo cursus magna, vel scelerisque nisl consectetur et.

*“Quote all-out Maecenas sed diam
eget risus varius blandit sit amet non.
Vestibulum id ligula porta felis euismod
semper scelerisque nisl con ventus sectetur.”*

QUOTE/CALL-OUTS

Mercury Text Roman Italic
Kerning: Metrics



CALL-OUT SUBHEADLINE

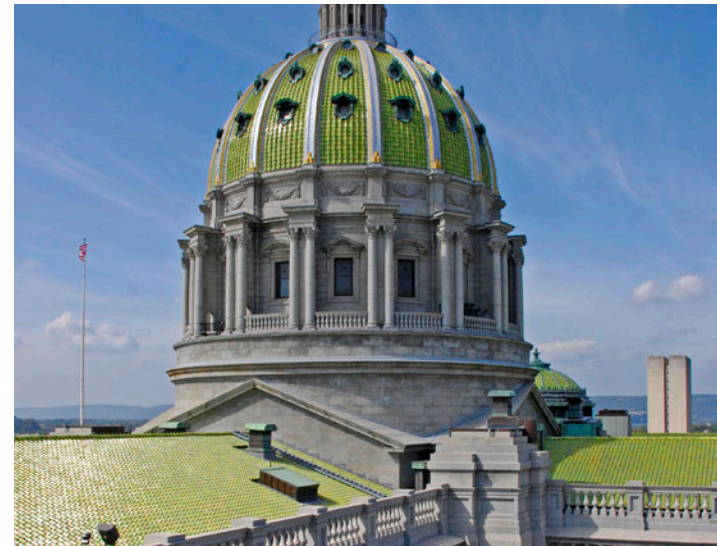
Praesent commodo cursus magna, vel scelerisque nisl consectetur et. Cras justo odio, dapibus ac facilisis in, egestas eget quam. Fusce dapibus, tellus ac cursus commodo, tortor mauris.

CAPTIONS/TERTIARY CALL-OUTS


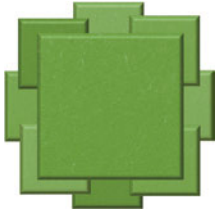





Verlag Book
Kerning: Metrics

PHOTOGRAPHY

One of the most distinguishing elements of the Ludowici brand is the photography. It has ability to communicate Ludowici's beauty and history on its own. Ludowici is always looking to procure additional project photography, whether it be for new or existing jobs.



PHOTOGRAPHY: SHOT TYPES

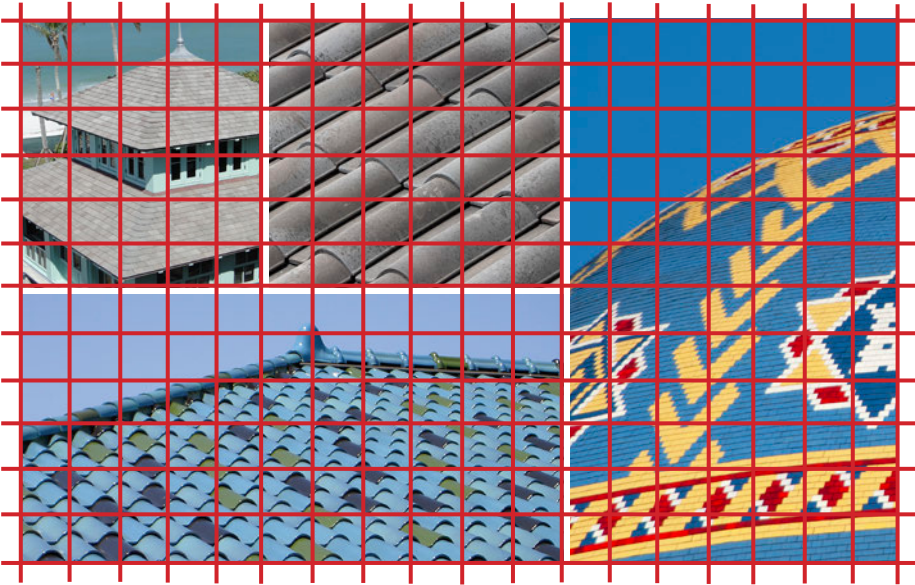
TYPE	PRODUCTS	COLOR	PEOPLE
<p>ISOLATED</p> <p>Images isolated on white can be overlaid on washes of brand colors or white.</p>			<p>N/A</p>
<p>DETAIL</p> <p>Intended to show the texture and arrangement more intimately.</p>			
<p>APPLICATION</p> <p>Intended to show the texture and arrangement more intimately.</p>			<p>N/A</p>

PHOTOGRAPHY: PROJECT TYPES



PHOTOGRAPHY: GRID

Ludowici's photography has the ability to tell a story. Using a modular grid, images can be arranged to create a visual narrative.



MARGINS

Vertical and horizontal margins should always be at least 1/6 the width of a single module.



PHOTOGRAPHY: TYPE AND IMAGE

GRID

Within a grid of photography, supporting text can be inserted by introducing a block of the pewter color and inseting type within it.



The LUDOWICI DIFFERENCE

- ◆ *Unmatched Durability*
- ◆ *Exceptional Quality*
- ◆ *Affordable Luxury*
- ◆ *Custom Craftsmanship*
- ◆ *Personal Service*
- ◆ *World-class Warranty*
- ◆ *Domestically Produced*
- ◆ *Legacy since 1888*

OVERLAY

White overlay boxes can have type inset within them.



INFINITELY CUSTOM DETAILS

Ludowici's custom tile capabilities are unsurpassed by any other manufacturer in the world. Using samples from an existing roof, we can create patterns and molds to press out new replacement tiles. Or we can bring new patterns to life from an architect's drawings.

BADGES: WARRANTIES

Ludowici offers a world-class, 75-year material warranty on the majority of its products and offers optional, extended warranty options. To identify these products, the following badges should be used:

75-YEAR MATERIAL WARRANTY

CMYK



1 COLOR



KNOCKOUT - WHITE



WIDE APPLICATION

When square application does not fit, use this wide version:

CMYK



KNOCKOUT - WHITE



BADGES: AUTHORIZED INSTALLERS

Ludowici authorizes skilled roofers through a variety of training programs and categories. To help identify these trusted vendors, the following badges should be used:

TYPE	F.I.T. TRAINING	AUTHORIZED CROWN ROOFER	AUTHORIZED ELITE CROWN ROOFER
<p>BADGE</p> <p>For use on print collateral, magnets, stickers, etc.</p>	 	 	 
<p>TYPE LOCK-UP</p> <p>For use on clothing.</p>	<p>N/A</p>	 <p>(or use badges above)</p>	

MINIMUM SIZING

To maintain optimal legibility, badges should maintain the following sizing specifications:





LEGAL GUIDELINES

COMPANY NAMES

LUDOWICI

When referring to the companies in the Ludowici umbrella, please follow these guidelines:

PRIMARY USE (for all building signage and marketing communications):

Ludowici

SECONDARY USE (for all legal references):

Ludowici Roof Tile, Inc.

INCORRECT:

Ludowici Roof Tile
Ludowici Terra Cotta
Ludowici Roofing

TRADEMARKS

LUDOWICI: WRITTEN FORM

The Ludowici name and logo are registered trademarks. Ludowici should have the registration mark associated with it on the first usage of a document or communication.

Ludowici® is the premier supplier of architectural terra cotta products. Ludowici offers high-quality roof tile, floor tile and wall cladding to the most discerning clientele.

LUDOWICI: LOGO

The logo should include the ‘®’ when used in communications. The registration mark is not necessary on promotion items such as clothing, pens, etc. as it will be too small to be visible.



TAGLINE

Ludowici has a registered trademark for the tagline: Trusted. Timeless. Terra Cotta. When used as text in marketing communications, always add the trademark at the end.

Trusted. Timeless. Terra Cotta.™

PRODUCTS AND COLLECTIONS

Ludowici is also working to obtain registered trademarks for the following collections and products:

- Impressionist Series™
- LudoSlate™
- LudoShake™
- Century Shake™
- NeXclad™
- NeXclad True™

The trademark ‘™’ should be used the first time the product or collection appears in a communication. If the trademarked name is used in a header, the ‘™’ should appear both on the first header and the first instance in the body copy.

LudoSlate™ Color Blends

LudoSlate™ is lightweight interlocking terra cotta tile featuring the chiseled edges and texture of natural slate.



APPLICATION

STATIONARY AND BUSINESS CARDS



BUSINESS CARD



STATIONARY

NOTE: These are examples of many office related items. Business cards are ordered through the Ludowici Marketing Department and Stationery and/or promotional items through the *Online Promotional Store*.

SALES LITERATURE



BROCHURES



PRODUCT DATASHEETS

POWERPOINT TEMPLATE

COLLECTION SPECIFICS



Lorem Ipsum Dolor Sit

- Lorem ipsum dolor site amet
- Maecenas faucibus mollis interdum.
- Maecenas faucibus mollis interdum.

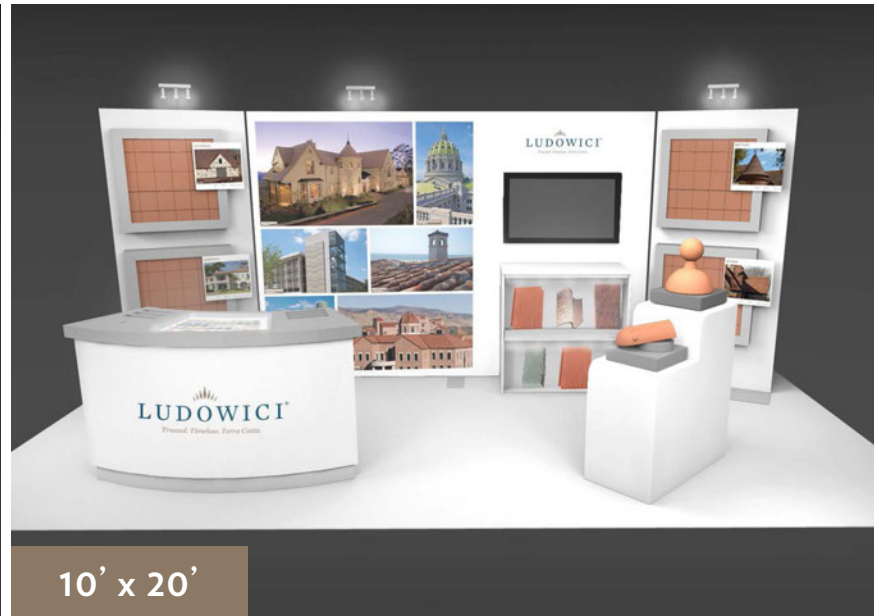
© LUDOWICI, 2015

LUDOWICI

26

NOTE: A Microsoft Office Powerpoint Template and instructions can be obtained through the Marketing Department.

TRADESHOW BOOTHS



DESIGN CENTERS

Below are examples in using local office space, partner spaces, and displays to showcase Ludowici product on a regional level. These design centers create opportunities for customers to view profiles, colors, and textures in person in a true personalized experience.



ELECTRONIC COMMUNICATIONS

EMAIL SIGNATURE

STANDARD, LONG-FORM

Below is an example of the text email signature that is required for all Ludowici employees:

Your Name
Your Title
P: 999-999-9999 | C: 999-999-9999
yourname@ludowici.com

LUDOWICI®
Trusted. Timeless. Terra Cotta.™
4757 Tile Plant Road, P.O. Box 69, New Lexington, OH 43764
ludowici.com | terrea.us | [facebook](https://www.facebook.com/ludowici) | [twitter](https://twitter.com/ludowici) | [linkedin](https://www.linkedin.com/company/ludowici) | [youtube](https://www.youtube.com/ludowici)
The information contained in this email and any attachments may be legally privileged and confidential.

STANDARD, SHORT-FORM

Should you wish to add a shorter email signature to replies and/or emails from your phone, you may use the one line version below:

Your Name | Your Title | Ludowici® | P: 999-999-9999 | C: 999-999-9999 | your.name@ludowici.com

NOTE: For assistance setting up your signature, please contact the Marketing Department.

VOICEMAIL

An effective voicemail greeting is brief, clear and upbeat. When recording your outgoing greeting, please make sure your message includes the following information:

Below is an example of the text email signature that is required for all Ludowici employees:

- The name of the company (Ludowici)
- Your name and position
- What information you'd like the caller to leave you (name, number, detailed message, etc.).
- For an extended absence, the date you will return.
- Instructions for the correct contact, if applicable. (For example: If you need assistance with shipping information, please contact NAME at PHONE NUMBER...)
- An upbeat closing. (For example: Thank you. Have a great day.)

CONTACT US

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