



BRAND & IDENTITY

GUIDELINES

When Guy and Stéphane Brochu founded Alu-Rex in 2001, it was because they believed there was a smarter, more reliable way to protect homes from the elements. But just as importantly, they believed there was a better way to build a business — through innovation, trust, and genuine care for their customers and partners.

From a small family venture in Quebec to a North American leader, Alu-Rex has grown by constantly challenging conventions, pushing technology forward, and raising the bar for performance and durability.

More than 25 years later, our products, people, and purpose continue to evolve — but our commitment to doing things right remains unchanged.

At Alu-Rex, innovation is what we build.

Trust is what we stand on.

HOW TO USE

These brand guidelines go beyond logos and colors — they define how we express who we are. Rooted in innovation, reliability, and strong partnerships, they help us communicate the Alu-Rex story with clarity and consistency.

By applying these principles every day, we speak with one voice and present a unified, confident Alu-Rex brand to the world.

Use this guide to:

- Ensure all marketing and communication materials reflect our brand identity.
- Align supplier and partner content with our visual and verbal standards.
- Strengthen recognition of Alu-Rex across every touchpoint.

TABLE OF CONTENTS

Our Story 5

BRAND FOUNDATION

Brand Idea 9

Our Mission 10

Our Vision 11

Our Values 12

Product Architecture 13

LOGOS

Our logo 15

Variations 16

Clear Space & Minimum Size 17

Incorrect Usage 18

Product Logos..... 19

COLOR PALETTE

Primary & Secondary Colors..... 26

Color Usage..... 27

TYPOGRAPHY

Fonts..... 29

Hierachy & Usage..... 31

Alternate Font 32

BRAND ELEMENTS

Product Photography 34

Iconography 37

OUR STORY

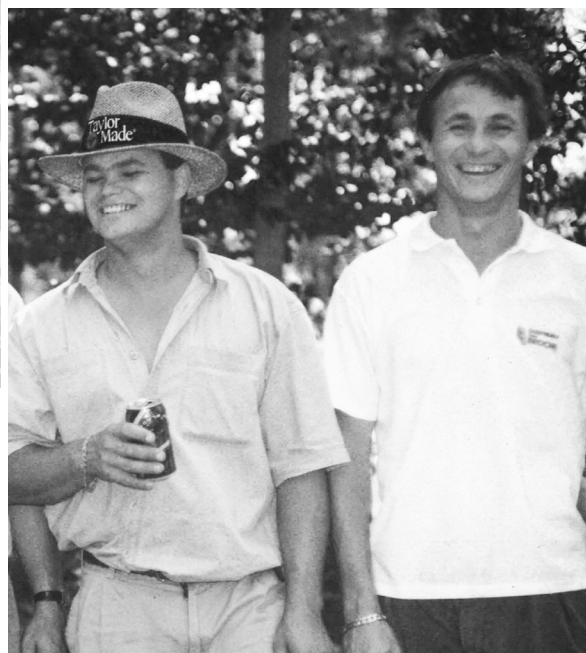
From a small family venture to an industry leader, these milestones tell our story.

In 1979, Guy and Stéphane Brochu, with their father and two brothers, launched a family business in Quebec, building a strong reputation in gutter installation and sales. By 1985, they had taken over the company and introduced the high-profile gutter, a unique product that set them apart in a competitive market.

From the start, innovation was in their DNA. Refusing to install ineffective “chicken wire” screens, the brothers created the industry’s first rigid aluminum gutter guard in 1990, custom-cut by hand for each home. Even during the early '90s recession, they expanded beyond Quebec, offering premium leaf guard systems that homeowners could trust.

In 1999, driven by a bold vision, Guy and Stéphane sold their installation business to focus entirely on developing the machinery and tools to produce their gutter protection on a large scale. They set up operations in the historic La Rotonde building in Charny, where the company still thrives today.





After two years of relentless research, Alu-Rex was born in 2001 with the launch of the Gutter Clean Pro®. The following year, Stéphane introduced the world's first continuous hanger, the T-Rex®, setting a new standard for strength and durability in gutter systems.

By 2003, Alu-Rex was growing over 200% annually in Canada and entered the U.S. market through a strategic partnership with Alcoa. International expansion followed in 2007 with distribution in Europe. Innovation extended beyond products: in 2008, the company introduced a unique business model, supporting installers with turnkey marketing tools and resources to help them grow.

In 2012, a loyalty program further strengthened partnerships, offering points redeemable for customized marketing services. The family legacy continued in 2016 as the second generation, Kevin and Tommy Brochu, joined the company, ensuring a seamless transition while staying true to the founding values.

Innovation never slowed. In 2020, Alu-Rex launched the DoublePro®, a dual-layer gutter guard delivering unmatched durability and lifetime clog-free protection. By 2023, the company took direct control of its U.S. operations, solidifying its vision for long-term growth. The next year, HoverMC introduced patented FloatingMC technology, allowing gutters to expand and contract freely while maintaining structural integrity.

In 2025, Alu-Rex celebrated installer expertise with a three-tier certification program—Certified, Elite, and Master Elite—and pushed gutter protection further with the Gutter Clean Pro®, a microfiltration system designed to keep gutters debris-free at all times.

As Alu-Rex celebrates 25 years in 2026, it continues to innovate, grow, and build strong partnerships across North America—remaining committed to delivering the best products and supporting the professionals who install them every day.



BRAND FOUNDATION

BRAND IDEA

TRUST. Alu-Rex products are built on decades of expertise. Installers and homeowners alike can rely on our solutions — dependable, durable, and backed by a company with a proven track record.

YOUR. The “your” is personal. It speaks to the installer who works with our products every day and the homeowner who chooses gutters they can count on. It’s about making confident choices.

GUTTERS. Clear and descriptive. It tells people exactly what we do — protecting homes with smart, high-quality solutions.

TRUST YOUR GUTTERS

TRUST YOUR GUTTERS is more than a slogan — it’s a promise. A promise that every product, every partner, and every installer carries the same commitment to excellence and to building strong, lasting relationships.

OUR MISSION

**Raising the standards of our industry
to drive our partners' success and
protect every building we touch.**

What it means for Alu-Rex:

Our mission is the reason we exist every day. We are committed to improving the gutter industry through superior products, exceptional service, and solutions that truly protect buildings. It's not just about making gutters — it's about enabling our partners to succeed and giving homeowners confidence in the safety and longevity of their homes.

OUR VISION

To become North America's go-to reference for gutters, powered by Alu-Rex innovation and expertise.

What it means for Alu-Rex:

Our vision sets the direction for the future. It reminds us that every product, installation, and partnership should reflect our goal of being the most trusted, innovative, and expert name in gutters across North America. Innovation and expertise are not just words — they are the core of how we grow and differentiate ourselves.

OUR VALUES

Innovation

Thinking differently. Imagining new ways.

Excellence

Every detail matters.

Commitment

Fully investing ourselves, with authenticity

Pleasure

The pleasure of doing things right.
The pleasure of working together.

Compassion

Understanding and helping our
partners grow and succeed.

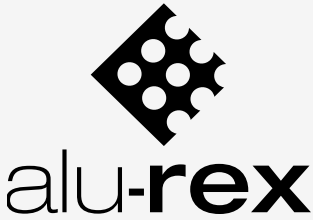
What it means for Alu-Rex:

Our values define how we act and make decisions every day. They shape our relationships with customers, partners, employees, and communities. Innovation pushes us to improve constantly, excellence ensures quality in everything we do, commitment reflects our dedication, joy keeps our culture energized, and kindness strengthens our partnerships.

PRODUCT ARCHITECTURE

Alu-Rex is home to a diverse family of products, each designed to meet the unique needs of installers and homeowners. A clear and consistent product architecture helps build equity for the Alu-Rex brand while giving each product its own identity

By organizing our product lines thoughtfully, we make it easier for customers to understand their options, choose the right solution, and feel confident in their selection. Each product carries its own logo and personality while remaining unmistakably part of the Alu-Rex family.



double  **pro**®

t **rex**®

gutter **clean**
pro

gutter **clean**
SYSTEMS®

hover.
pro

hover.

LOGOS

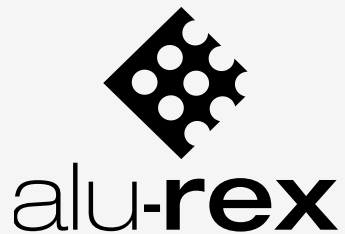
OUR LOGO

Since 2006, our logo has represented the strength, reliability, and innovation that define Alu-Rex. The central perforated diamond reflects our flagship gutter guard technology and serves as a distinctive symbol of our expertise.

The name combines “**Alu**” (aluminum) and “**Rex**” (king), while the black and white palette reinforces a bold, professional image. Every letter reflects durability, echoing the protection our products provide in even the harshest conditions.



Secondary logo



Secondary logo

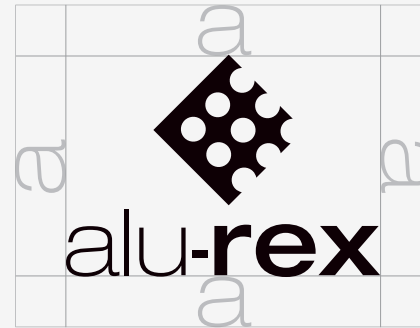
LOGO VARIATIONS



CLEAR SPACE & MINIMUM SIZE

Clear Space

The Alu-Rex logo deserves room to stand out. The minimum clear space around the logo is defined by the height of the lowercase “a” in the wordmark. No other elements should enter this space, ensuring the logo remains visible, strong, and uncompromised in every application.



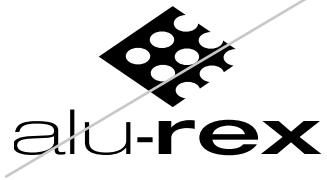
Minimum Size

To ensure the Alu-Rex logo always looks strong and legible, the **height of the diamond should never be smaller than 0.25 in**, whether the logo is horizontal or vertical, and with or without the slogan.



INCORRECT USAGE

Do not stretch or skew.



Do not rotate, tilt, reflect or tile the logo.



Do not resize or modify elements.



Do not use unspecified colors.



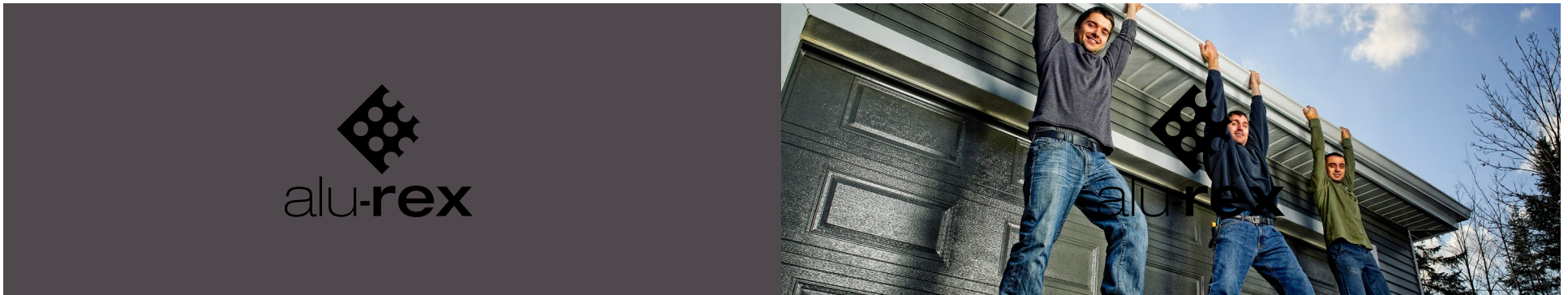
Do not use unspecified colors.



Do not outline elements.



Do not attempt to reproduce on dark, or busy background.



PRODUCT LOGOS

DOUBLE PRO®

Variations

The official product description may be embedded within the logo as shown. When the description is not used alongside the logo, write “**Double Pro®**” in full, or “**Double Pro®**” when a shortened version is acceptable. Always include the appropriate trademark symbols.


Clear Space

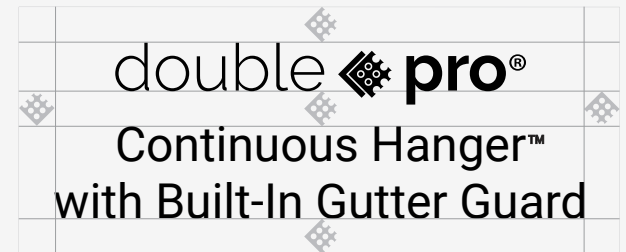
The minimum clear space around the product logo is defined by the height of the **diamond**.

Minimum Size

The product logo should never be smaller than **0.25 in** in height (measured from the tail of the “d” to the tail of the “p”). If the available space is too small to fit the logo, write the product name in letters instead: “**Double Pro® Continuous Hanger™ with Built-In Gutter Guard**”. If there’s a risk of the registered symbol (®) filling in during printing, it may be removed.

double  pro®

double  pro®
Continuous Hanger™
with Built-In Gutter Guard



0.25 in | double  pro®

double  pro®
Continuous Hanger™
0.18 in | with Built-In Gutter Guard

PRODUCT LOGOS

T-REX®

Variations

The official product description may be embedded within the logo as shown. When the description is not used alongside the logo, write “**T-Rex®**” in full, or “**T-Rex®**” when a shortened version is acceptable. Always include the appropriate trademark symbols.

Clear Space

The minimum clear space around the product logo is defined by the height of the **diamond**.

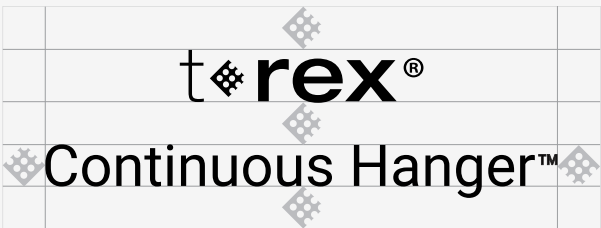
Minimum Size

The product logo should never be smaller than **0.18 in** in height (measured from the tail of the “**t**” to the base line). If the available space is too small to fit the logo, write the product name in letters instead: “**T-Rex® Continuous Hanger™**”. If there’s a risk of the registered symbol (®) filling in during printing, it may be removed.

t♦rex®

t♦rex®

Continuous Hanger™



0.18 in | t♦rex®

t♦rex®

0.18 in | Continuous Hanger™

PRODUCT LOGOS

HOVER PRO™

Variations

The official product description may be embedded within the logo as shown. When the description is not used alongside the logo, write “**Hover Pro™**” in full, or “**Hover Pro™**” when a shortened version is acceptable. Always include the appropriate trademark symbols. The official tagline may be added directly to the logo design if needed.

Clear Space

The minimum clear space around the product logo is defined by the height of the “o”.

Minimum Size

The product logo, without the slogan, should never be smaller than **0.25 in** in height (measured from the tail of the “h” to the baseline). If the available space is too small to fit the logo, write the product name in letters instead: “**Hover Pro™ Floating Continuous Hanger™ with Built-In Gutter Guard**”. If there’s a risk of the trademark symbol (™) filling in during printing, it may be removed.

hover.[™]
pro

hover.[™]
pro
—————> Welcome beyond

hover.
pro

Floating Continuous Hanger™
with Built-In Gutter Guard



0.25 in | hover.
pro

0.18 in | hover.
pro
0.18 in | Floating Continuous Hanger™
with Built-In Gutter Guard

PRODUCT LOGOS

HOVER™

Variations

The official product description may be embedded within the logo as shown. When the description is not used alongside the logo, write “**Hover™ Floating Continuous Hanger™**” in full, or “**Hover™**” when a shortened version is acceptable. Always include the appropriate trademark symbols. The official tagline may be added directly to the logo design if needed.

Clear Space

The minimum clear space around the product logo is defined by the height of the “o”.

Minimum Size

The product logo, without the slogan, should never be smaller than **0.25 in** in height (measured from the tail of the “h” to the baseline). If the available space is too small to fit the logo, write the product name in letters instead: “**Hover™ Floating Continuous Hanger™**”. If there’s a risk of the trademark symbol (™) filling in during printing, it may be removed.

hover.™

hover.™
—————> Welcome beyond

hover.

Floating Continuous Hanger™



0.25 in | hover.™

0.18 in | hover.
Floating Continuous Hanger™

PRODUCT LOGOS

GUTTER CLEAN PRO®

Variations

The official product description may be embedded within the logo as shown. When the description is not used alongside the logo, write “**Gutter Clean Pro® Retrofit Dual-Layer Microfiltration Gutter Protection**” in full, or “**Gutter Clean Pro®**” when a shortened version is acceptable. Always include the appropriate trademark symbols. The tagline should be on white letters and words highlighted in **Pantone 116 C** on dark background only.

Clear Space

The minimum clear space around the product logo is defined by the height of the **diamond**.

Minimum Size

The product logo’s first line, Gutter Clean Pro, should never be smaller than **0.25 in** in height. If the available space is too small to fit the logo, write the product name in letters instead: “**Gutter Clean Pro® Retrofit Dual-Layer Microfiltration Gutter Protection**”. If there’s a risk of the registered symbol (®) filling in during printing, it may be removed.

Let It **Rain**. Let It **Fall**. We’ve Got You **Covered**.

gutter  **clean**
pro

gutter  **clean**
pro

Retrofit Dual-Layer
Microfiltration Gutter Protection



0.25 in [gutter  **clean**
pro

gutter  **clean**
pro

Retrofit Dual-Layer
0.18 in [Microfiltration Gutter Protection

PRODUCT LOGOS

GUTTER CLEAN SYSTEM®

Variations

The official product description may be embedded within the logo as shown. When the description is not used alongside the logo, write “**Gutter Clean®**” in full, or “**Gutter Clean®**” when a shortened version is acceptable. Always include the appropriate trademark symbols. The official tagline may be added directly to the logo design if needed.

Clear Space

The minimum clear space around the product logo is defined by the height of the **diamond**.

Minimum Size

The product logo, without the slogan, should never be smaller than **0.25 in** in height (measured from the tail of the “g” to the tail of the “l”). If the available space is too small to fit the logo, write the product name in letters instead: “**Gutter Clean® Retrofit Rain Gutter Protection**”. If there’s a risk of the registered symbol (®) filling in during printing, it may be removed.

gutter❖clean®

gutter❖clean®
Retrofit Rain Gutter Protection



0.25 in | gutter❖clean®

gutter❖clean®
0.18 in | Retrofit Rain Gutter Protection

COLOR PALETTE

PRIMARY & SECONDARY COLORS

Our palette relies primarily on **black**, **white**, and **gray**, creating a clean and timeless look that reflects Alu-Rex's reliability and strength. **Yellow** is used as an accent to highlight key details and bring warmth to our communications, preferably on black backgrounds to ensure strong contrast. When used on white backgrounds, ensure sufficient contrast for readability. Blue is reserved exclusively for **Hover®**, **HoverPro®**, and **25-Year Anniversary** materials.



Yellow

PMS 116 C
CMYK 0/18/100/0
RGB 255/205/0
HEX #FFCD00

Deep Black

PMS Black 6 C
CMYK large areas 20/20/20/100
CMYK small text 0/0/0/100
RGB 0/0/0
HEX #000000

Gray

PMS Cool Gray 11 C
CMYK 0/0/0/85
RGB 50/50/50
HEX #323232

White

PMS N/A (Paper White)
CMYK 0/0/0/0
RGB 255/255/255
HEX #FFFFFF

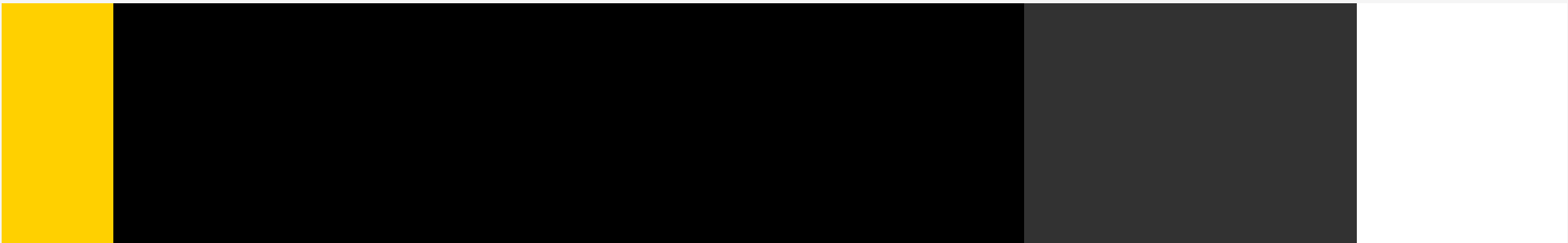
Blue

PMS 300 C
CMYK 100/62/7/0
RGB 0/94/184
HEX #005EB8

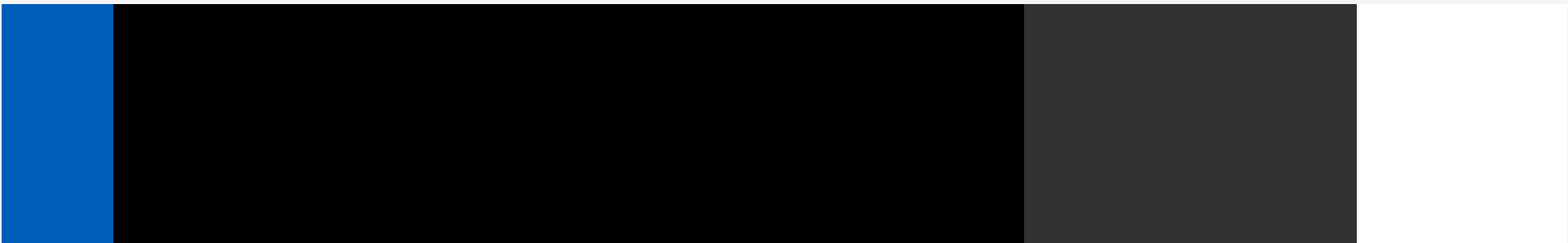
COLOR USAGE

To maintain a cohesive brand presence, colors should be applied in the specific proportions illustrated below. This distribution ensures our primary palette remains dominant while accent colors provide the necessary contrast.

Alu-Rex's Color Palette



Exclusive Color Palette for Hover®, HoverPro®, and 25-Year Anniversary Materials



TYPOGRAPHY

FONTS

INDUSTRY

Headlines are set in **Industry**, a bold and confident typeface that reflects the strength and precision of Alu-Rex. Use **Optical kerning** and **0 tracking** to maintain clean, balanced spacing. Headlines should always appear in **all caps** to reinforce impact and consistency across materials.

In presentation software, use Industry consistently for headlines to ensure a cohesive visual identity across all materials. Industry is a Google Font, freely available at fonts.google.com/specimen/Industry.

Aa

Industry Ultra

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Aa

Industry Book

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

FONTS

ROBOTO

Roboto is used for subheadlines and body text, offering a clean, modern, and highly legible complement to Industry. All text should be set in sentence case to maintain an approachable and professional tone. Use **Optical kerning** and **0 tracking** for optimal readability across print and digital applications.

Consistent use of Roboto ensures clarity and cohesion in every piece of communication, from technical documents to marketing materials. Roboto is a Google Font, freely available at fonts.google.com/specimen/Roboto.

Aa

Roboto Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Aa

Roboto Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

HIERACHY & USAGE

Industry 33 Ultra

Roboto 14 bold

Roboto 10 regular

Industry 20 Book

Roboto 10 regular

MAIN HEADLINE

Subheadline

Proin lobortis augue in molestie blandit. Maecenas pulvinar a orci et finibus. Duis finibus at sapien et malesuada. Vestibulum aliquet orci molestie ex suscipit, eget finibus dolor rutrum. In sit amet ipsum suscipit, accumsan neque ac, faucibus purus. In tincidunt metus nec nulla eleifend hendrerit.

SECONDARY HEADLINE

Proin lobortis augue in molestie blandit. Maecenas pulvinar a orci et finibus. Duis finibus at sapien et malesuada. Vestibulum aliquet orci molestie ex suscipit, eget finibus dolor rutrum. In sit amet ipsum suscipit, accumsan neque ac, faucibus purus. In tincidunt metus nec nulla eleifend hendrerit. Cras sollicitudin nulla eget ante elementum, ac varius magna luctus. Nam mattis magna odio, placerat posuere turpis fermentum sed. Proin at enim aliquam, suscipit erat sit amet, volutpat magna.

Vivamus semper pretium purus, convallis pellentesque justo consectetur id. Pellentesque nec justo et purus congue dictum. Nullam tempor, arcu eget commodo aliquam, metus dolor vulputate elit, et fringilla nibh nibh et ante. Curabitur a convallis felis. In convallis quis lorem consectetur hendrerit. Vestibulum luctus sapien urna. Morbi sit amet felis sapien. Nulla tincidunt risus sed ante iaculis lobortis.

ALTERNATE FONT

MICROSOFT OFFICE ONLY

Roboto should be used whenever possible, including in web applications. When Roboto is unavailable, use **Arial** in comparable weights. Arial is a default font within **Microsoft programs on both Mac and PC**, making it the best alternative to maintain visual consistency across documents.

Arial Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Arial Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Arial Bold Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Arial Italic

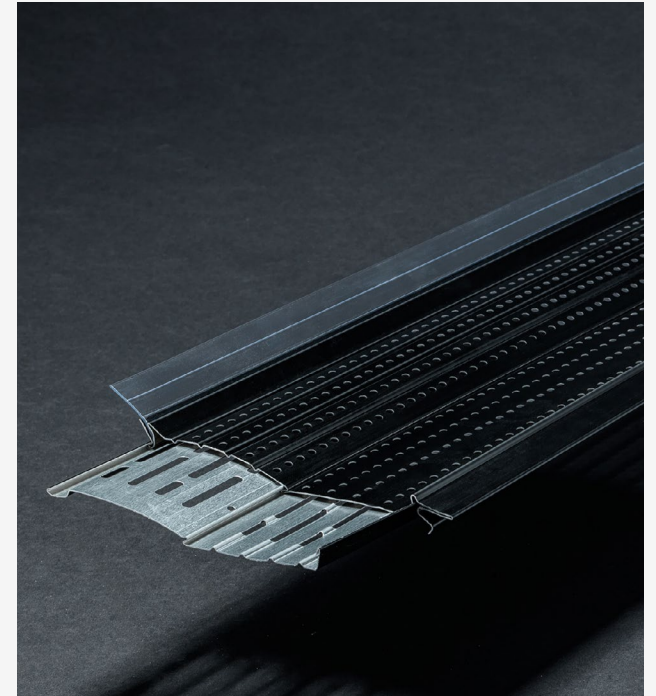
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

BRAND ELEMENTS

PHOTOGRAPHY

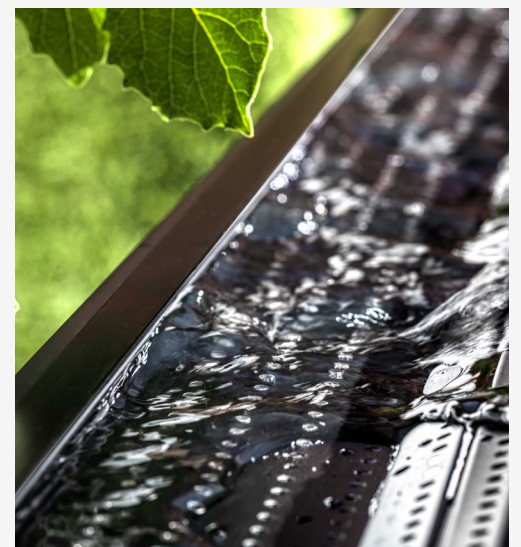
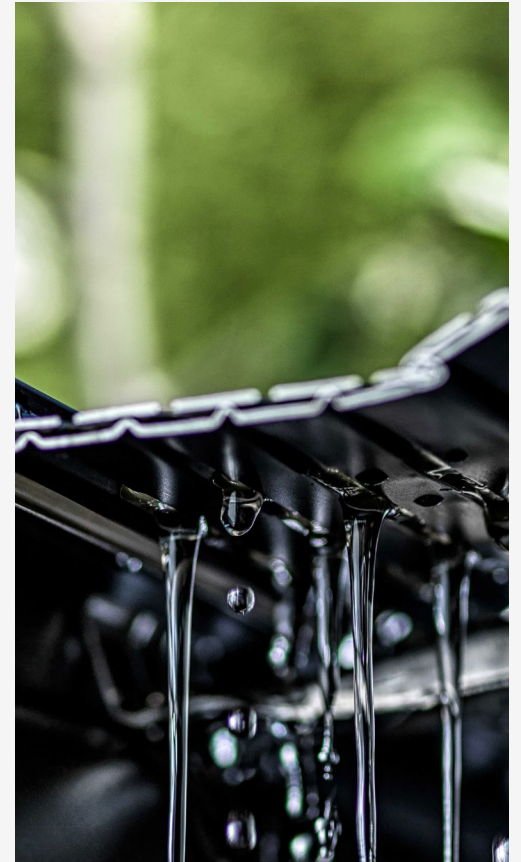
PRODUCT BEAUTY SHOTS

Our product images feature black gutter guards on black backgrounds with high contrast to highlight precision, texture, and durability. This sleek, modern style is used across our website, installer assets, trade shows, and marketing materials for a consistent visual identity.



PHOTOGRAPHY IN-CONTEXT PRODUCT

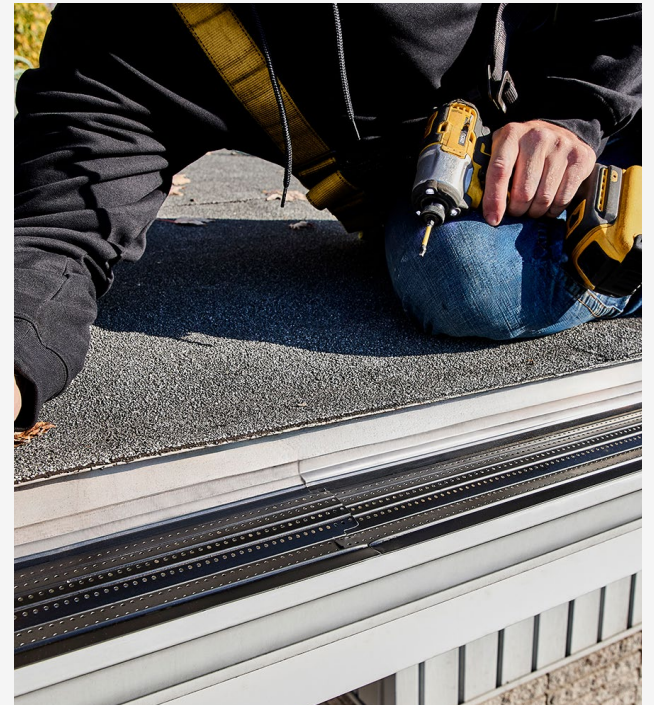
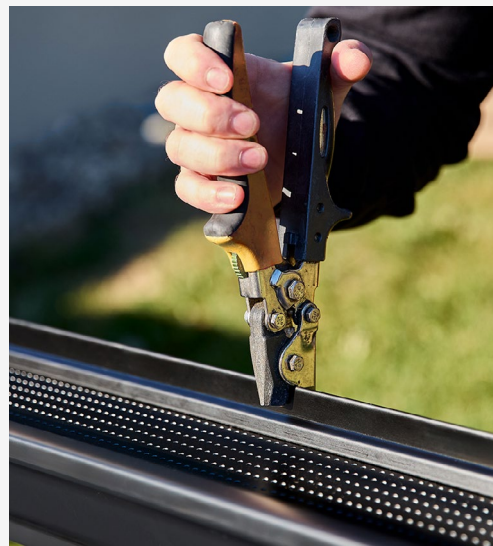
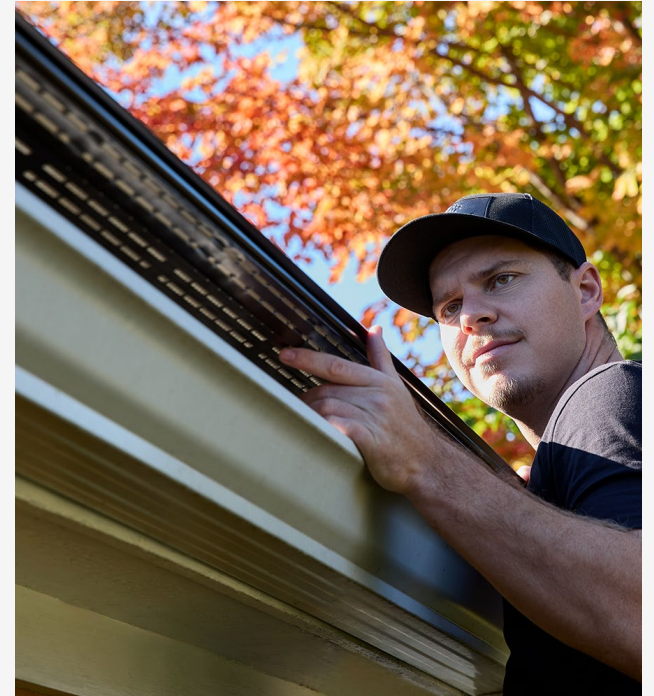
These images showcase Alu-Rex products in action, highlighting key technologies and features. Products are placed on realistic mock-ups with luminous backgrounds and minimal props to emphasize functionality without distraction. This style is used for social media, digital assets, and promotional materials, helping customers and installers clearly understand how the products perform in real-life situations.



PHOTOGRAPHY

LIFESTYLE / INSTALLER

Installer photography should feel bright, clean, and natural, prioritizing natural light wherever possible. Capture real work and genuine moments, avoiding forced poses, and show products in action. Alternate between technical close-ups and wide shots to convey both craftsmanship and context. This style is used for social media, digital assets, and promotional materials.



ICONOGRAPHY

Alu-Rex icons are designed to be bold, clear, and modern, reflecting the confidence and precision of our brand. They feature thick strokes and a touch of yellow for a distinctive, recognizable look. Our icons are primarily designed for dark backgrounds. When applied to light backgrounds, icons should feature solid black strokes to maintain optimal clarity.

As our icon library expands, consistent sizing, stroke weight, and proportions ensure a cohesive, polished appearance across all materials.

