



Graphic Standards Guide

PROFESSIONAL
NETWORK

The purpose of this guide is to ensure adherence to Alu-Rex's visual identity standards as well as integrated, uniform, effective use of its image. It is therefore crucial that its visual identity be used consistently, in compliance with established standards, without modification, improvisation, or interpretation.

Alu-Rex creates, manufactures, imports, and markets gutter fastening systems, gutter accessories, and many other innovative products designed to simplify the lives of professional installers and homeowners in Canada and abroad. Founded by professionals, Alu-Rex stands out for its in-depth—knowledge of the industry. At Alu-Rex, our long-term vision is to become one of the largest creators, manufacturers, distributors, and marketers of superior-quality, value-added products in the home building and maintenance markets.

Our high-quality products, teamwork, and innovative marketing strategies have made us the industry leader.

Visual Identity

The creative concept developed to graphically identify Alu-Rex is based on two graphic elements: the perforated diamond that represents products manufactured by Alu-Rex and the blue colour that is reminiscent of divinity in all mythologies.

The “Alu” in Alu-Rex refers to aluminum, while “Rex” means king in Latin. The selected typeface is upright, simple, and bold. It calls to mind the solidity, strength, and robustness of Alu-Rex products. The grey colour symbolizes aluminum, the raw material the company uses to manufacture its products.



Buffer Zone

A buffer zone must be left around the entire logo to guarantee its impact.

The “e” in the Alu-Rex signature is the size that has been selected to provide an appropriate amount of space around the logo.

No graphic or typographic element may appear in this buffer zone.



Typography

To ensure the consistency of Alu-Rex's visual identity while optimizing readability and the quality of all print communications and promotions, we recommend the use of Helvetica Neue typeface, as per the Alu-Rex logo.

Helvetica Neue

ABCDEFGHIJKLMNOPQRSTUVWXYZ

STUVWXYZ1234567890

abcdefghijklmnopqrstuvwxyz

Helvetica Neue (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

STUVWXYZ1234567890

abcdefghijklmnopqrstuvwxyz

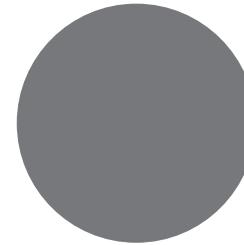
Pantone, CMYK, and RGB Colours

The Alu-Rex logo is made up of two Pantone colours. It can be printed on a black or white background.

For proper reproduction of the Alu-Rex logo, the chart opposite provides standard combinations of the selected colours.

The colours are shown with their Pantone numbers and their four-colour printing (CMYK) and RGB equivalents. The other colour systems must be adjusted according to the specifications indicated.

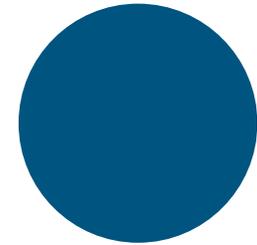
No colour may be modified or changed.



65 % Black

**C0
M0
Y0
K65**

**R35
G31
B32**



Pantone 302

**C100
M25
Y0
K50**

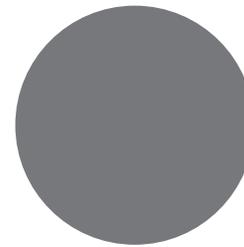
**R0
G84
B128**

Black and White

For proper reproduction of the Alu-Rex logo, colours are printed in screened black. The logo can be printed on a white background.

The chart opposite provides the selected black screens.

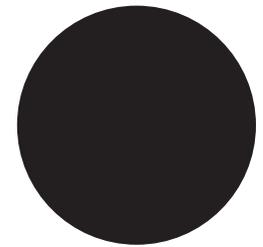
Using a reverse (white) logo on a solid dark background is also allowed.



65 % Black

**C58
M51
Y51
K20**

**R104
G104
B102**



Black

**C100
M25
Y0
K50**

**R0
G84
B128**

Different Versions

Whatever version is used, the visual identity must be reproduced to optimize readability. The background must therefore provide sufficient contrast.

The following examples illustrate the colour intensity of the background on which each version of Alu-Rex's visual identity can be used.

Colour logo on a light background



White logo on a dark background



Black logo on a light background



Incorrect Uses

The following are examples of uses that should be avoided.

When situations not covered by this guide arise, it is important to utilize good judgment and taste. If in doubt, contact our Marketing Department.



Never change the placement of the symbol or typographic signature.



Never modify the font.



Never reverse the official colours of the symbol and typographic signature.



Never use the visual identity on an insufficiently contrasting background.

Visual Identity

The creative concept developed to graphically identify the Alu-Rex Pro Series is based on two graphic elements that cannot be separated: the perforated diamond that represents products manufactured by Alu-Rex and the blue colour that is reminiscent of divinity in all mythologies.

The “Alu” in Alu-Rex refers to aluminum, while “Rex” means king in Latin. The selected typeface is upright, simple, and bold. It calls to mind the solidity, strength, and robustness of Alu-Rex products. The grey colour symbolizes aluminum, the raw material the company uses to manufacture its products.

The Alu-Rex Pro Series features two product lines that are specially manufactured for professional installers. The brand is highly respected and sought after for its quality.



Buffer Zone

A buffer zone must be left around the entire logo to guarantee its impact.

The “e” in the Alu-Rex signature is the size that has been selected to provide an appropriate amount of space around the logo.

No graphic or typographic element may appear in this buffer zone.



Typography

To ensure the consistency of the Alu-Rex Pro Series visual identity while optimizing readability and the quality of all print communications and promotions, we recommend the use of Helvetica Neue typeface, as per the Alu-Rex logo.

The NeverSayDie font adds an appealing professional dynamic to the Pro Series line.

Helvetica Neue

ABCDEFGHIJKLMNOPQRSTUVWXYZ

STUVWXYZ1234567890

abcdefghijklmnopqrstuvwxy

Helvetica Neue (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

STUVWXYZ1234567890

abcdefghijklmnopqrstuvwxy

NeverSayDie

ABCDEFGHIJKLMNOPQR

STUVWXYZ

abcdefghijklmnopqr

stuvwxyz

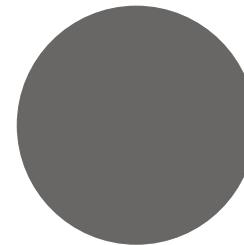
Pantone, CMYK, and RGB Colours

The Alu-Rex Pro Series logo is made up of two Pantone colours. It can be printed on a black or white background.

For proper reproduction of the Alu-Rex Pro Series logo, the chart opposite provides standard combinations of the selected colours.

The colours are shown with their Pantone numbers and their four-colour printing (CMYK) and RGB equivalents. The other colour systems must be adjusted according to the specifications indicated.

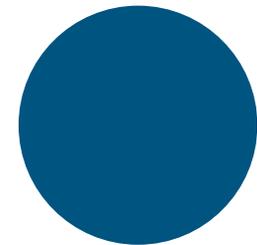
No colour may be modified or changed.



**Pantone
(metallic) 8402**

**C58
M51
Y51
K20**

**R104
G104
B102**



Pantone 302

**C100
M25
Y0
K50**

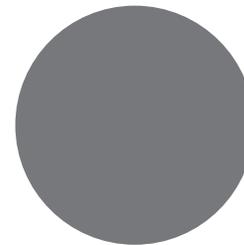
**R0
G84
B128**

Black and White

For proper reproduction of the Alu-Rex Pro Series logo, colours are printed in screened black. The logo can be printed on a white background.

The chart opposite provides the selected black screens.

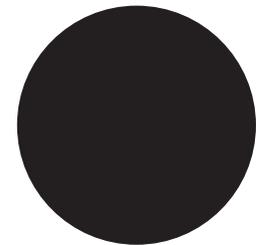
Using a reverse (white) logo on a solid dark background is also allowed.



65% Black

**C58
M51
Y51
K20**

**R104
G104
B102**



Black

**C100
M25
Y0
K50**

**R0
G84
B128**

Different Versions

Whatever version is used, the visual identity must be reproduced to optimize readability. The background must therefore provide sufficient contrast.

The following examples illustrate the colour intensity of the background on which each version of the Alu-Rex Pro Series's visual identity can be used.

Colour logo on a light background



White logo on a dark background



Black logo on a light background



Incorrect Uses

The following are examples of uses that should be avoided.

When situations not covered by this guide arise, it is important to utilize good judgment and taste. If in doubt, contact our Marketing Department.



Never change the placement of the symbol or typographic signature.



Never modify the font.



Never reverse the official colours of the symbol and typographic signature.



Never use the visual identity on an insufficiently contrasting background.

Visual Identity

The T-Rex and Gutter Clean System lines feature products for gutter professionals. For maximum impact, the originals must always be used. The examples opposite illustrate the only acceptable versions of the logos.

In the colour version of the logos, grey (80% black) is used, and in the black and white version, 100% black is used.

t  **rex**®

gutter  **clean**®

Typography

To ensure the consistency of the T-Rex and Gutter Clean System lines' visual identity while optimizing readability and the quality of all print communications and promotions, we recommend the use of Helvetica Neue typeface, as per the T-Rex and Gutter Clean System logos.

Helvetica Neue

ABCDEFGHIJKLMNOPQRSTUVWXYZ

STUVWXYZ1234567890

abcdefghijklmnopqrstuvwxyz

Helvetica Neue (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

STUVWXYZ1234567890

abcdefghijklmnopqrstuvwxyz

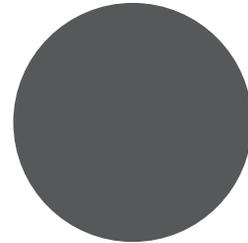
CMYK Colour

The logos are made up of grey. They can be printed on a black or white background.

For proper reproduction of the T-Rex and Gutter Clean System logos, the chart opposite provides standard combinations of the selected colours.

The colour is shown with its four-colour printing (CMYK) numbers. The other colour systems must be adjusted according to the specifications indicated.

No colour may be modified or changed.



Grey

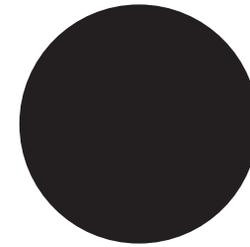
**C0
M0
Y0
K80**

Black and White

For proper reproduction of the T-Rex and Gutter Clean System logos, colours must be printed in opaque black. They can be printed on a white background.

The chart opposite provides the selected black screen.

Using reverse (white) logos on a solid dark background is also allowed.



Black

**C0
M0
Y0
K100**

Different Versions

Whatever version is used, the visual identity must be reproduced to optimize readability. The background must therefore provide sufficient contrast.

The following examples illustrate the colour intensity of the background on which each version of the T-Rex and Gutter Clean System logos can be used.

Colour logo on a light background



White logo on a dark background



Black logo on a light background



Incorrect Uses

The following are examples of uses that should be avoided.

When situations not covered by this guide arise, it is important to utilize good judgment and taste. If in doubt, contact our Marketing Department.



Never change the placement of the symbol or typographic signature.



Never modify the font.



Never change the official colours of the symbol and typographic signature.



Never use the visual identity on an insufficiently contrasting background.

Old Logos

To ensure uniformity in the visual identity of the T-Rex and Gutter Clean System lines and guarantee consumer recognition, the new logos should be used. The previous versions shown here are no longer used.



t rex®
gutter clean®

Current versions



t rex
gutter clean^{MD}
SYSTEM

Previous versions

Corporate Photos

These photos are for the exclusive use of the Alu-Rex Pro Series. They remain the property of the company and may in no case be used by installers, distributors, or customers.





Photo of Three Men Hanging by Their Arms

This photo of three men hanging by their arms is a good illustration of the solidity of T-Rex. It may be used by professional installers to supplement their marketing documents.

For proper reproduction, we recommend using the photo as is, with no colour adjustments. If the photo needs to be cropped, it is important to utilize good judgment and taste. You may request our Marketing Department's opinion at any time.

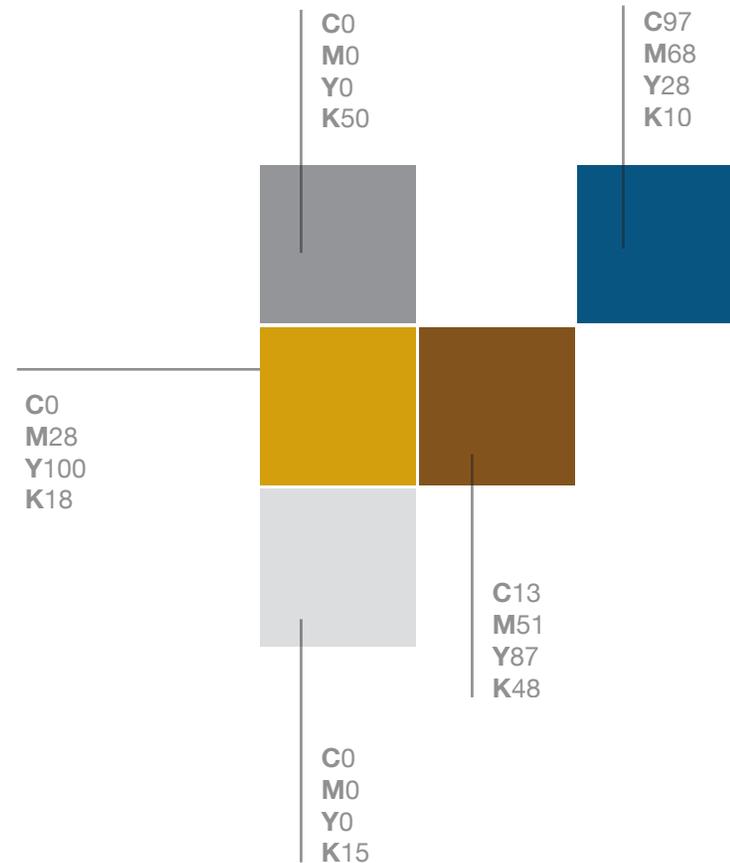


Graphic Elements

The squares are a key element of all graphic communications aimed exclusively at professional installers.

The squares are used to attract attention, structure content, create layouts, frame images, and serve as bullet points in lists.

The colour of the squares is identical in all documents.



Visual Communication

The following pages contain several examples of layouts from previously published visual communication pieces. These pieces were graphically designed using the elements presented in this document to ensure the consistency and strength of the Alu-Rex image.

If you have questions or would like more information, don't hesitate to contact our Marketing Department.



Win
2 iPads
à gagner



Register to our new **Alu-Rex Pro Series Loyalty program** and get the chance to win an iPad, visit www.alu-rex.com/loyalty

More points earned, more chances to win!

- 1st draw: among all participants
- 2nd draw: 1 participation for each 5000 points

Inscrivez-vous à notre **Programme de fidélité Alu-Rex Pro Series** et courez la chance de gagner un iPad, visitez www.alu-rex.com/fidelite

Plus de points accumulés, plus de chances de gagner!

- 1^{er} tirage : parmi tous les participants
- 2^{ème} tirage : 1 participation par tranche de 5000 points



*The draw will take place in January, 2013.
*Le tirage sera effectué en janvier 2013.

By participating in the program, you acknowledge and accept the terms and conditions available at www.alu-rex.com/loyalty.
En participant au programme, vous reconnaissez et acceptez les termes et conditions disponibles sur le site www.alu-rex.com/loyalty.

Loyalty program launch

RAIN GUTTER SOLUTIONS POUR GOUTTIÈRES




alu-rex
PRO SERIES

Ad

PROGRAMME DE FIDÉLITÉ ALU-REX PRO SERIES

Alu-Rex récompense ses installateurs
fidèles avec des **BOÎTES GRATUITES**



Un coupon valant 350 points est inséré dans chacune des boîtes de produit ; ceci représente une valeur d'échange approximative de **10\$*** sur une grande sélection de récompenses. (Produits, vestes, publicité, lettre de camion et plus encore)

Inscrivez-vous au programme et courez la chance de gagner un iPad**

- 1^{er} iPad : parmi tous les participants
- 2^{ème} iPad : 1 participation par tranche de 5000 points accumulés



Visitez www.alu-rex.com/fidelite pour plus d'information

*La valeur peut varier selon la récompense choisie.
**Les règlements du concours sont disponibles chez Alu-Rex, le tirage sera effectué en janvier 2013.



Large-format poster



REWARDS **RÉCOMPENSES**
INSIDE À L'INTÉRIEUR

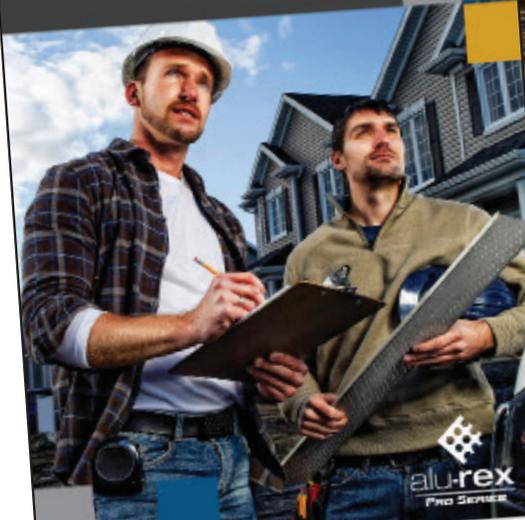


Label on product boxes

Insert

VOUS VOULEZ PROTÉGER VOS GOUTTIÈRES EXISTANTES?

BESOIN DE NOUVELLES GOUTTIÈRES?




Faites la demande du **crochet continu le plus durable sur le marché, le T-Rex^{PRO} d'Alu-Rex.**

AVANTAGES :

- Augmente la solidité de vos gouttières, prévenant les dommages causés par la neige et la glace.
- Avec un pare-feuilles intégré, les feuilles et les débris ne peuvent obstruer la gouttière.
- Prévient les débordements qui peuvent causer des infiltrations d'eau dans vos fondations.

demande du pare-feuilles le Gutter Clean System^{MD}.

S :

es feuilles et les débris vos gouttières, garantie

es débordements s infiltrations d'eau à ons.

dommages causés par la glace.

www.alu-rex.com

Other Logos

alu  **perf**TM

flex  **seal**

winter  **shield**^{MC}

dura  **shield**^{MC}

roll  **back**^{MC}

auto  **clip**^{MC}

Slogans

Once and for all . . . It's the right choice!

The Mighty Gutter Fastener



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Phone: 418-832-7632 • Toll free : 1-855-5-ALU-REX (1-855-525-8739)
www.alu-rex.com