

# **DIAMOND KOTE®**

Building Products



## **2018 BRANDING GUIDE**

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## Leading The Industry

Diamond Kote® Building Products is the #1 recognized brand of pre-finish on LP® SmartSide®. We use a proprietary paint technology providing lasting durability backed by a 30-Year No Fade Warranty.

Diamond Kote® Siding System hides nail heads, eliminates blemishes and offers a more efficient installation. The end result is a flawless finished product that protects your home with ultimate performance

**#1 RECOGNIZED BRAND  
OF PRE-FINISHED  
LP® SMARTSIDE®**





Quality matters to us as much as it matters to you. We invest in our technology and equipment to provide our customers with products that will last.





## Visual Identity

These guidelines outline how Diamond Kote® Building Products identity must be used to ensure consistency throughout all of our communications, while maximizing our marketing message.

The brand must work from the inside out to be truly effective and therefore we must learn to apply it with the following in mind.

## Virtual Identity

To expand our online presence and consistent brand recognition, marketing can provide web resources (logos/images) for customers to add to their websites.

Contact marketing for more information:  
[marketing@dksiding.com](mailto:marketing@dksiding.com)

# LOGO

## Diamond Kote® Logo

The Diamond Kote® logo should be treated as one object and should not be separated. The logo is never to be redrawn or modified in any way.

Available Logo Formats:

JPG: Compressed no-editable | standard

EPS: Encapsulated PostScript | vector based

AI: Adobe Illustrator | vector based

GIF: 72 dpi | web use only

PNG: image compression | web use only

*To request logos please send an e-mail to [marketing@dksiding.com](mailto:marketing@dksiding.com).*

**DIAMOND KOTE®**  
Building Products

## PROPER BRAND SPELLING

### Diamond Kote®

In text form, Diamond Kote® must always be typed with an upper case “D” and “K”. This promotes a consistent and unified presence for our brand.

In “formal” published documents, Diamond Kote® must have a registration ® symbol. The unpublished spelling is Diamond Kote.

#### Acceptable:

Diamond Kote®

Diamond Kote (unpublished)

#### Unacceptable:

diamond kote

Diamond Cote

Diamondcote

Diamond coat

Diamondkote

Diamond-Kote

Diamond koat

# PROPER SPELLING OF PRODUCTS

## Diamond Kote® Pre-finish Colors

<b>TIMELESS NEUTRALS</b>	<b>NATURE INSPIRED</b>	<b>DRAMATIC BOLDS</b>	<b>DUOBLEND PREMIUM</b>
White	Clay	Terra Bronze	Bedrock
Biscuit	Platinum	Pelican	Elkhorn
Sand	Pewter Green	Smoky Ash	Canyon
Tan*	Seal	Coffee	Grizzly
Oyster Shell	Olive	Cinnabar	Mahogany
Light Gray	French Gray	Chocolate*	Chestnut
	Mountain Lake		

\*\*Tan and Chocolate will be discontinued on February 1, 2019. Orders for these colors will be subject to custom charges after that date. Bungalow has been discontinued from inventory as of June 1st, 2018. Orders for Bungalow are now subject to custom color charges.

## Diamond Kote® Siding System

Lap Siding

RigidStack™ Siding

### DECORATIVE SHAKES

RigidShake™ Straight Edge

RigidShake™ Staggered Edge

### HISTORIC COLLECTION

Octagon

Scallop

### PANEL SIDING

Vertical Siding

Board & Batten

Grooved Paneling

Soffit & Fascia

Soffit Channel

### PROTECTIVE TRIM SYSTEM

Nail Fin Trim

Nail Fin Outside Corner

Nail Fin Inside Corner

Arch Trim

Starter Board

### RIGIDMOUNTS

UL Electrical RigidMount™

Receptacle RigidMount™

Universal RigidMount™

Split Block RigidMount™

Oversized RigidMount™

Blank Horizontal RigidMount™

Personalized RigidMount™

### WEATHER PROOFING PACKAGE

H-Moldings

Drip Cap & Z-Flash

J-Channel

## Diamond Kote® Exterior Accents

Pro-Post Wrap™

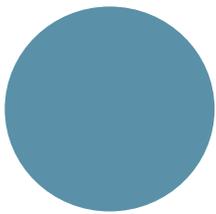
Personalized RigidMount™

Rosettes

# BRAND COLORS

## Color System

These colors are the Diamond Kote® brand's primary colors. Robin Egg is used for highlighting specific information like a tagline, headings, and websites. Midnight is used for main body text. Silver, Charcoal, Teal, Deep Royal and Warm Gold are mostly used for design elements.

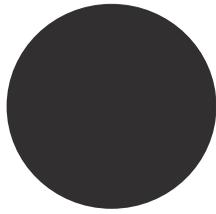


**Robin Egg**  
#5A92AA

RGB  
90, 146, 170

CMYK  
67, 31, 24, 1

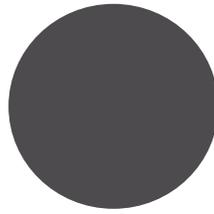
Pantone  
7696 C



**Midnight**  
#000000

RGB  
0, 0, 0

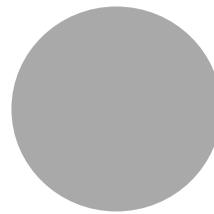
CMYK  
0, 0, 0, 0



**Charcoal**  
#4D4C4F

RGB  
77, 76, 79

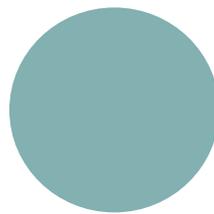
CMYK  
66, 59, 55, 36



**Silver**  
#AAA8AA

RGB  
170, 168, 170

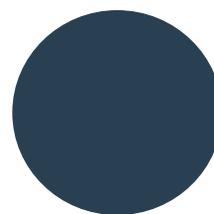
CMYK  
35, 29, 28, 0



**Teal**  
#83b0b1

RGB  
131, 176, 177

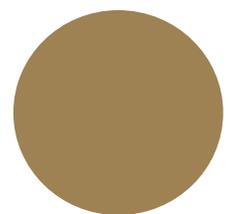
CMYK  
50, 18, 29, 0



**Deep Royal**  
#283f51

RGB  
41, 64, 82

CMYK  
86, 67, 47, 38



**Warm Gold**  
#9e8254

RGB  
158, 130, 84

CMYK  
36, 44, 74, 10

# TYPOGRAPHY

## Font Styles

The main brand typeface for Diamond Kote® is Clear Sans. Use Clear Sans Light for all body copy. Clear Sans Bold is used for a heading or sub heading option. OswaldDemiBold and Demi-Bold Italic can be used for headings or taglines with proper spacing.

### Styles

Clear Sans Light DESKTOP

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(,;:?!\$&\*)

Clear Sans Light Regular  
Weight: 300  
Style: normal

Clear Sans DESKTOP

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(,;:?!\$&\*)

Clear Sans Regular  
Weight: 400  
Style: normal

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(,;:?!\$&\*)

Clear Sans Bold  
Weight: 700  
Style: normal

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**Oswald DemiBold AaBbCcDdEeFfGgHhIiJjKkLl**

Oswald DemiBold | 558 Glyphs

***Oswald DemiBold Italic AaBbCcDdEeFfGgHhIi***

Oswald DemiBold Italic | 557 Glyphs

# ASSETS

## 30-Year No Fade Warranty Logo

The 30-Year No Fade Limited Warranty logo has been created to draw attention to our No Fade Warranty. This is to be used in addition with the Diamond Kote® logo.

Logo:



# ASSETS

## Siding Systems Warranty Logo

The 50-Year Siding System Limited Warranty logo has been created to draw attention to our substrate Warranty. This is to be used in addition with the Diamond Kote® logo.

Logo:



# ASSETS

## Built On: LP® SmartSide®

The Built On: LP® SmartSide® logo has been created to draw attention to the substrate. This is to be used with the addition of Diamond Kote® logo.

Logo:



## Preferred Prefinisher

The Preferred Prefinisher logo was given to us to use by LP® to signify that we are one of their preferred prefinishers. This is to be used with the addition with the Diamond Kote® and LP® SmartSide® co-branded logo.

Logo:



# CO-BRANDING

## LP® SmartSide® + Diamond Kote®

The co-branded logo should be treated as one object and should not be separated. The co-branded logo is never to be redrawn or modified in any way.

Available Logo Formats:

JPG: Compressed no-editable | standard

EPS: Encapsulated PostScript | vector based

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GIF: 72 dpi | web use only

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**Plus Logo:**



**No Plus Logo:**



# CONTENT

## Homeowner Taglines

#1 recognized brand of pre-finished LP® SmartSide®

Choose a product that lasts

Invest Today, Save Tomorrow

Siding with lasting protection

Create your forever home.

Home is where the heart is.

Ignite creativity.

Diamond Kote® Difference

## Brand Description

Diamond Kote® Building Products leads the industry as the #1 brand of pre-finished LP® SmartSide®, backed by a 30-Year No Fade Warranty. Our products are exclusively built on LP® SmartSide® and treated with a SmartGuard® process to withstand extreme temperatures, high humidity, freeze/thaws, fungal decay, and termites. Our complete siding system is designed to hide nail heads, eliminate blemishes and provide a more efficient installation. The 5/50-Year Limited Warranty provides peace-of-mind protection for decades to come.

## Contractor Taglines

#1 recognized brand of pre-finished LP® SmartSide®

RigidStack, Siding with a backbone™

Do more in a day with RigidStack™

Designed with the Installer in Mind

Imagine Installing Siding Faster.

## Brand Description

Create jobsite efficiency with labor saving siding products with blind nail application. Diamond Kote® products are pre-finished and built on: LP® SmartSide®, an engineered wood product. Do more in a day with a complete siding system backed by a 30-Year No Fade and 5/50-Year Substrate Warranty.