



Brand Guidelines



Brand Strategy

- Order is Elevator Pitch
- Positioning Statement
- Brand Pillars
- Our Tagline

1

Elevator Pitch



THE SIDING INDUSTRY IS OVERDUE FOR A TRANSFORMATION.

Today, the exterior of your home showcases your personality just as much as the interior. However, homeowners and contractors are limited by the same old designs and antiquated product solutions.

That's why we're changing the game with the next-generation Diamond Kote® Siding System.

AFTER A DECADE OF RESEARCH AND DEVELOPMENT, WE REIMAGINED WHAT EXTERIOR SIDING CAN ACHIEVE.

The result? A beautiful, low-maintenance exterior for your forever home. And we won't stop there: every day, we seek out new innovations and materials to raise the bar.

Thanks to Diamond Kote®, homeowners are limited only by their imaginations, and contractors have reliable solutions — in any situation — to bring their vision to life.

Positioning Statement



Introducing

Diamond Kote® Siding System

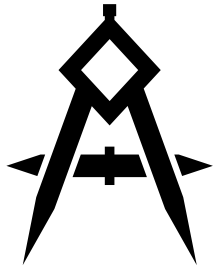
For trendsetters seeking a more brilliant future for their home, Diamond Kote's next-generation Siding System delivers the exterior transformation they deserve to level up the neighborhood standard.

EXTERNAL POSITIONING STATEMENT:

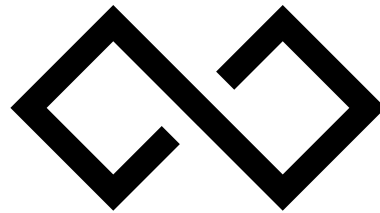
Diamond Kote® is the next generation Siding System that delivers a brilliant home transformation, guaranteed to stand the test of time.

Brand Pillars

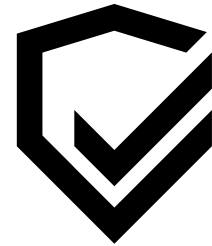




Architectural
Craftsmanship



Limitless
Customization



Superior
Durability

Our Tagline

A brilliant future for
your home, today.



Message Maps

- Key Messages
- Homeowner
- Contractor

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How to use Message Maps

Message maps are crucial tools for establishing a brand. They provide go-to phrases and descriptions of common products and services Diamond Kote® provides.

They also help you understand the hierarchy of messaging. The more detail you need, the further down the map you should go.

When a message you seek to write is NOT on the message map, be sure to follow the voice guide from section 2 of this document.



	Problem + Solution	Benefit	Brand Pillars
Architectural Craftsmanship	<p>There are thousands of details required in the construction or remodel of your home. Unfortunately, most homeowners don't know about these "little" things until the job is done and their perfect design doesn't quite look up to their standards. Necessary things like caulking, nail holes, exhaust exit points and flashing can look unsightly, but not with Diamond Kote® Siding System.</p>	<p>Captivate your neighbors with striking details that look architect-built. Every inch of our Siding System is meticulously crafted to bring visual harmony to your home.</p>	<ul style="list-style-type: none">• Cedar graining and texture for the most authentic real wood look• Blemish-free, hidden fastening systems that hide nail heads• Accessories to finish the look of exhaust pipes and other protrusions on your home• Precision color-matched trims/flashing/mounts/caulk blend in seamlessly• Expertly applied factory finishes for clean, beautiful, and consistent coverage
Limitless Customization	<p>You aren't cookie cutter, and your home shouldn't have to be either — but siding manufacturers make you pick from the same limited range of styles and colors that everyone else has. Diamond Kote® Siding System gives you options for thousands of combinations so your design can be uniquely yours.</p>	<p>Unleash your imagination and create the home you've always envisioned. Our Siding System is the only exterior solution that provides you with multiple mix-and-match siding materials, styles and colors.</p>	<ul style="list-style-type: none">• Siding styles like board & batten, lap, vertical, panel, and shake for any home style you can envision• Designer curated palettes, coordinating with PVC, stone, and metal brands to add dimension and interest• Traditional to modern trim packages to complete your customized look• 28 colors in painted and wood stain so you can create designs from classic, to modern, and everything in-between• Custom colors available to match existing siding or for your own unique, signature look• Tools like home visualizers, design guides and free samples to help bring your vision to life
Superior Durability	<p>You want your home to look as good as the day the siding was put up — but maintaining it is a big job that can take a lot of time and money. Diamond Kote® Siding System uses best-in-class materials that stand the test of time without requiring special care, repainting or replacing.</p>	<p>Savor precious time enjoying your home, not maintaining it. Every element of our time-tested Siding System works in unison to protect your investment for a generation.</p>	<ul style="list-style-type: none">• Expertly applied finishes made of metal oxide pigments that keep the colors looking sharp and fresh, with a 30-Year No Fade Warranty• Proprietary finish resists the buildup of dirt and grime and provides protection against impacts like flying rocks and debris• Patented materials designed to resist rot, decay, hail, termites, and delamination — backed by a 50-year Limited Warranty• Weatherproofing and moisture management system prevents warp and rot of your home

	Problem + Solution	Benefit	Brand Pillars
Architectural Craftsmanship	<p>You won't compromise on your standards but getting experienced crews to deliver the same quality is getting tougher and tougher. Diamond Kote® Siding System has built in fail-safes to deliver superior craftsmanship every time, on time.</p>	<p>Achieve excellence right out of the box with pre-engineered components that make any crew look good. Built-in craftsmanship allows you to rest easy knowing the job is done right — every time.</p>	<ul style="list-style-type: none"> • Blemish-free, hidden fastening systems that hide nail heads, reducing touchups • RigidStack™ spline for a consistent reveal without clamps or gauges • Longer siding lengths speed up install with fewer seams • Rabbeted trim and corners that eliminate precision cutting and caulk • Prebent, color-matched flashing and accessories for a clean and precise finish • Warranty-backed, prefinished components eliminate the need for on-site painting, and allow for year-round install • Siding Specialist ready for job site starts to ensure proper installation
Limitless Customization	<p>Every job is different — from the house, to the client, to your crew. You need to balance these variables to assure your build can both live up to your high standards and is still profitable. Unlike other brands, Diamond Kote® Siding System gives you choices that allow you to control how much labor you want to devote to each job.</p>	<p>Become your homeowner's hero and deliver the home they really want. When you work within our Siding System, you have ultimate flexibility and control to make the right decision in any situation.</p>	<ul style="list-style-type: none"> • Lap Siding options — with or without RigidStack™ — let you decide how much effort your crew needs to do on the jobsite • Corner and trim timesavers (prefabricated or built on site) with fastener-hiding nail flanges and rabbets, as well as drip capped mounting blocks • Premium add-ons like wood stain looks, custom colors, mounting blocks, and custom arches add more value in less effort • Everything to complete even the most complex job all under one warranty — without having to search for color-matched, compatible accessories • Resources like samples, literature, and siding specialists at your disposal to help answer every homeowner question to win the job • Coordination with other branded substrate materials like PVC, stone, and metal to work together in any situation
Superior Durability	<p>Using inferior materials can cost you more work, more time, and more money. Diamond Kote® Siding System provides the highest quality materials, packaged to withstand the harsh conditions during transport and on the jobsite. Once installed, they stand the test of time, so you won't have to come back to correct product failures.</p>	<p>The unparalleled strength of our Siding System protects your reputation, during install by saving you time and money — as well as after, by reducing homeowner callbacks.</p>	<ul style="list-style-type: none"> • Fabricated in state-of-the-art facilities, a controlled environment that assures high quality precision on every product, every time • Best in class packaging, including slip sheet, shrink wrap, and shroud to provide maximum protection until you are ready to install • Lightweight yet strong composition withstands the rigors of the jobsite without breaking or requiring extra crew for install • High quality materials like our finishes, built to last and backed by industry leading warranties, ensure enduring, complaint-free customers



Style Guide

- Logos
- Typography
- Color
- Warranty Badges
- Iconography

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Logo

This is the preferred logo at all times, with rare exceptions pending Brand Manager approval.

The logo is comprised of 3 parts

- The “dk” symbol
- The DIAMOND KOTE® name
- and SIDING SYSTEM



Clear Space

Maintain the integrity of the Diamond Kote® logo by giving it visual distance from other elements. Our unit of measure for this padding is the width of the mark's ascender.

For most of the logo, this clear space is 1.5x the width of the ascender EXCEPT for the ascender itself, which only needs .5.

WIDTH OF THE VERTICAL STEM OF THE LOGO MARK = 1



Horizontal

Maintain the integrity of the Diamond Kote® logo by giving it visual distance from other elements. Our unit of measure for this padding is the width of the mark's ascender.

For most of the logo, this clear space is 1.5x the width of the ascender EXCEPT for the ascender itself, which only needs .5

In some rare cases the wordmark may be used alone on a single line. This is only for limited space situations and requires the full logo and mark to be used elsewhere in the materials.



Hero Logo
Horizontal
Logo in color
on white



Horizontal
Logo in black
on white



Horizontal
Logo in color
on black

DIAMOND KOTE

Single line
wordmark
(situational)

Vertical

When sizing restrictions would force the horizontal logo to appear too small, opt for the vertical lock up.



Vertical Logo
in color on white



Vertical Logo
in black on white

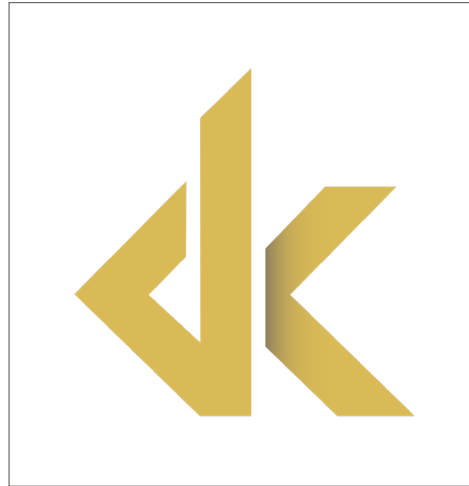


Vertical Logo
in color on black

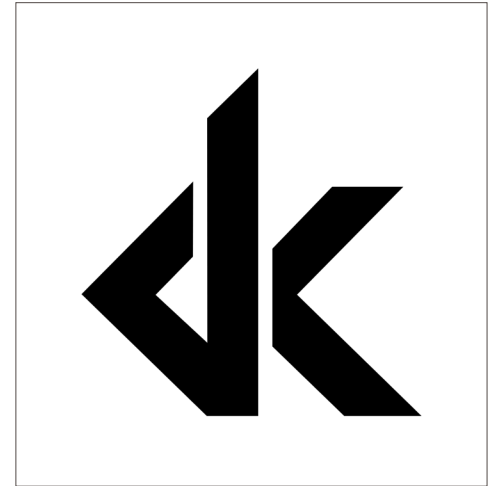
Symbol

In some instances you may use the dk symbol alone. This includes scenarios where the full logo already has a presence on the page, as a design element like a corner watermark in a photo for example, or when space is extremely limited, like a favicon.

dk symbol
in color on white



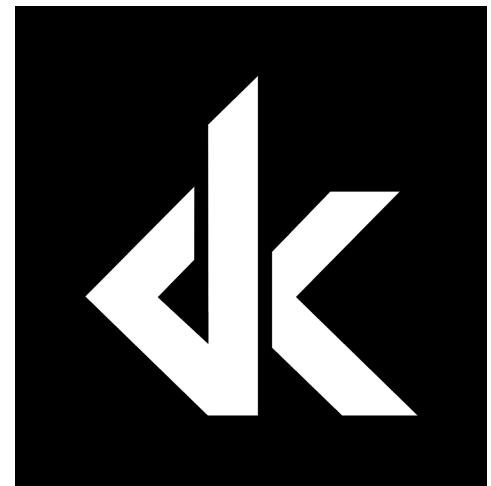
dk symbol
in black on white



dk symbol
in color on black



dk symbol
reversed on black



Logo don'ts

Our Diamond Kote logo is created with custom shaped lettering to showcase Diamond Kote's unique combination of style and durability.

Never use the wordmark alone, unless in very specific circumstances.*

Never alter the size, color, or position of the logo's components.

Never recreate it using a typical font.



**DIAMOND
KOTE[®]** SIDING
SYSTEM

Never use the wordmark alone*



 **DIAMOND
KOTE[®]** SIDING
SYSTEM

Never move siding system



 **DIAMOND
KOTE[®]** SIDING
SYSTEM

Never mismatch colors



**DIAMOND
KOTE**

Never try to recreate the wordmark

Typography

The Diamond Kote® typography is based primarily on the GOTHAM font family.

Just like our brand balances detail and durability, GOTHAM flexes well to both bold and light weights while retaining its premium feel.

Gotham Bold

The default font to be used for most headlines and CTA buttons, especially where impact and legibility are crucial.

Gotham Light

To be used for titles (as used in this guide) and subheads. Also for especially large headlines where Gotham Bold would be too dominant.

Gotham Book

To be used for all body copy.

Gotham Bold

Main headlines, headers, CTA Buttons

Gotham Light

Subheads and headline option

Gotham Book

Primary body copy

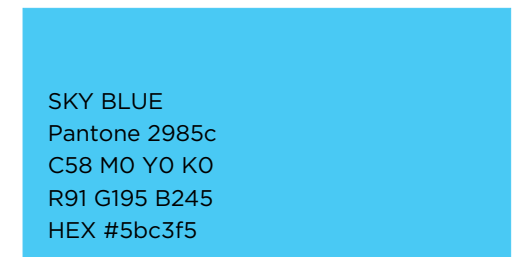
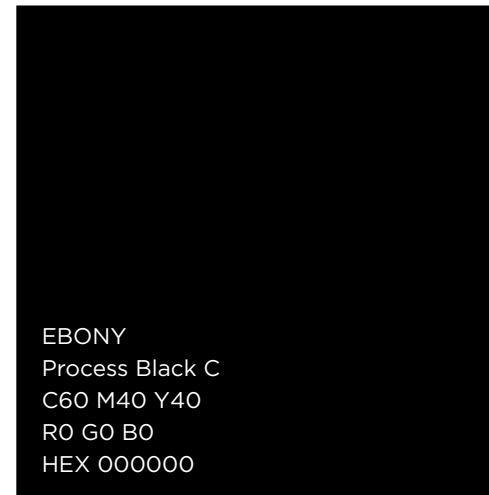
Bold and Light

Gotham Bold and Gotham Light can be combined in one headline when it is too long or select words should be emphasized.

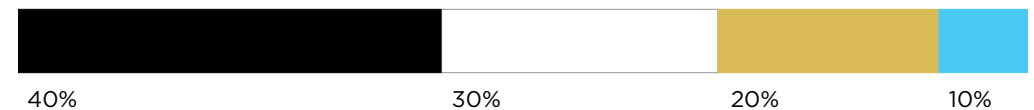
Color

Our palette is primarily neutral white and black to let the colors in our photography and product line shine.

PRIMARY BRAND COLOR PALETTE



COLOR PROPORTION



SCREENED APPLICATIONS

For use as an accent, as a background or an overlay

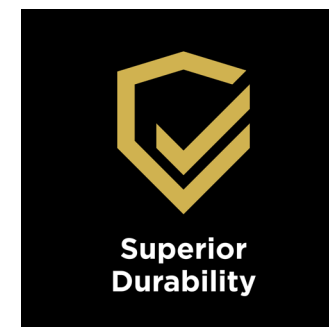


Icons

Our icon family utilizes our brand colors and chevron elements of the logo to reinforce the memory structures of Diamond Kote®. Abstraction and realism are balanced for a more premium feel. A bold, thick stroke is used to convey strength and durability.

Preferred application is on a black background.

Always pair the symbol with title as shown here.



Warranty Badges

Our warranty badge carries over the visual aesthetics and of our icons. A bold shield-shaped badge with a thick stroked border conveys premium quality and protection with our 'dk' logo as a crest along the top.

Preferred application is on a black background.

