

# BALDWIN®

BRAND  
GUIDELINES

MARCH 2010



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**FOR OVER 60 YEARS** the Baldwin brand has stood for the highest traditions of quality and craftsmanship.

Cleanly designed with a sophisticated flair, our new brand mark reflects the best of everything we have to offer. As with all corporate personalities, our brand is made up of many parts – packaging, advertising, store displays, and the internet which all impact the way customers view our brand. After all, each item that carries our name is part of our image. It's up to each one of us to make sure that our image clearly sets us apart from the competition and that our brand positioning maintains our high standards.

This standards manual has the information you need to ensure the Baldwin brand is expressed consistently. The core elements outlined in this manual are the backbone of the Baldwin identity and must be used as defined in all Baldwin communications, both internal and external, to ensure the correct impression is being made at all times. Over time, consistent use of the Baldwin brand will strengthen our brand equity, and that will be priceless to all of us.

Our good name is in your hands.

Baldwin Hardware Corporation is the world-leader in traditional brass door hardware, but also offers an extensive suite of products for a wide range of architectural styles. Baldwin is working hard to promote a brand presence that expands beyond old stereotypes.

“Baldwin Brass” should not be used in relation to our brand. Please use ‘Baldwin’ or ‘Baldwin Hardware’ at all times when referring to our company.



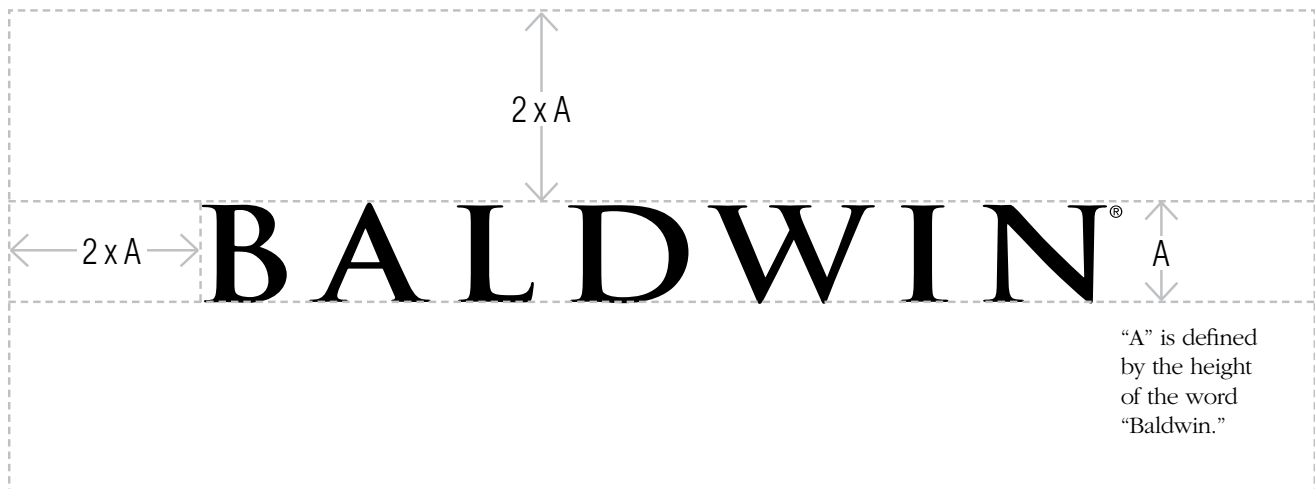
“Baldwin Hardware Corporation” or “Baldwin Hardware” are the proper corporate names for our company. These names should be used in all instances referencing our company and our products. For ease of reference, the name may be shortened to “Baldwin”. NOTE: This guideline also includes website references.

The word “brass”, when linked to Baldwin, may only be used to describe a finish or material and is therefore not capitalized. It is not part of our proper name.

The following examples are NOT correct ways to reference our company and products:

- > Baldwin Brass – Our proper name is Baldwin Hardware Corporation or a variant as noted above. The word “brass” may only be used as a descriptor of finish or material.
- > Baldwin Locks – The product category of “locks” should not be capitalized, or used as part of our proper name.

(Always keep an open space of 2A around the logo.)



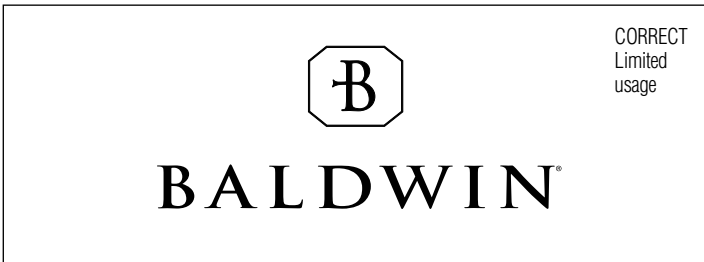
The integrity of the Baldwin logo should be guarded and protected at all costs. It represents the entire company - from ads, brochures, packaging to powerpoint presentations. The logo is not just a sign-off. It is the most important thing on the page. It should be given first consideration in layout, even before headline and photography. The positioning of the piece of communication is what gives us our distinction, but the Logo is what confirms it.



White and light backgrounds use Black or Merlot logotype



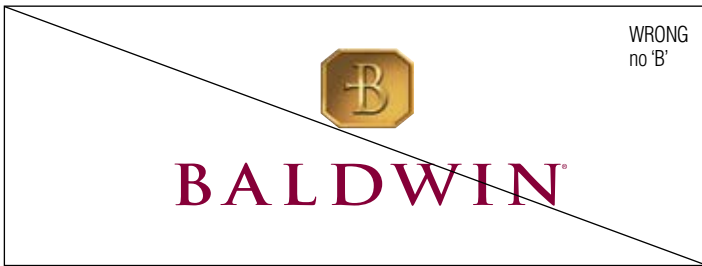
Merlot or Black backgrounds use White logotype



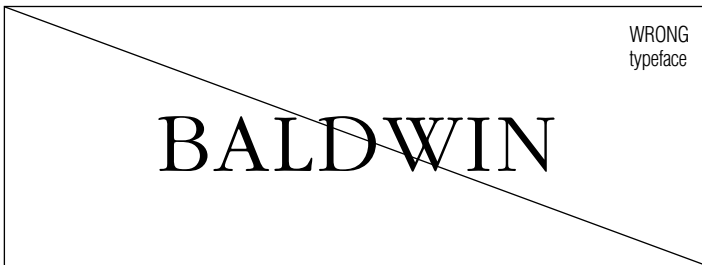
The Baldwin 'B' has limited usage on packaging and some signage.  
Please contact Baldwin's Brand Manager, Rob Empfield, before using this mark.

The Baldwin logo is more than just the name of the company - its treatment represents the image that our products and our company stand for. It is a visual representation of what we want to communicate as a coherent brand. Therefore, strict adherence to its usage guidelines will only add to its integrity. The Baldwin logo should never be reproduced manually. An electronic version is available from your sales representative or Baldwin Customer Service at 800-437-7448.

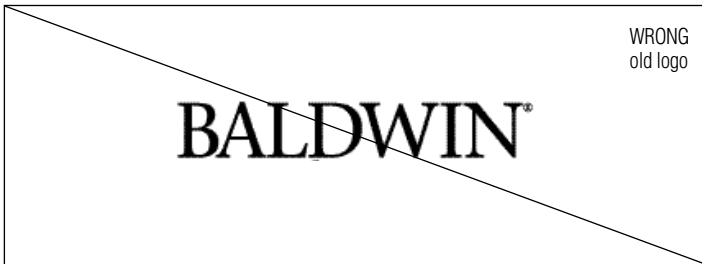
The Baldwin 'B' is being phased out slowly. Our market research showed that the brass 'B' was limiting, reminding only of Baldwin's brass heritage and didn't have the flexibility to accurately represent the new Baldwin. The outlined 'B' still has limited usage on specific packaging, the Baldwin key and other applications.



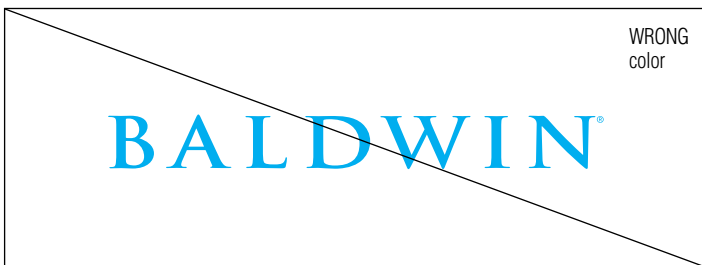
Baldwin is phasing out the brass tone 'B', please use the logotype without 'B'.



Do not change the typefont of the logotype.



Do not use an old logotype.



Do not change the color of the logotype.



Do not crowd the logotype with any text or imagery.

Baldwin is moving forward with a sleek look and phasing out the brass tone 'B'. You will still see a solid version used on some packaging, POP, etc., but the 'BALDWIN' logotype without 'B' should be what you use now and in the future.

The use of outdated, modified, or poor quality Baldwin logos is considered a brand violation. This includes logos scanned from printed materials or historical logos no longer in use. Please contact the Baldwin Brand Marketing team for updated Baldwin logo files at 949-672-4386 or [rob.empfield@bdhhi.com](mailto:rob.empfield@bdhhi.com).

## ARCHETYPES

*Chateau*      *Craftsman*      *Villa*

Archetypes hardware logotypes

## ESTATE

Estate bath and lock hardware logotype

## IMAGES

Images bath and lock hardware logotype

We recognize the need to present different categories of product, and therefore offer our exterior product lines through three general categories. Images is our broad range of made-to-stock items. Estate represents our premium line of exterior lock products. Archetypes is our elite range of cast bronze styles.

While each represents a distinct product line within the Baldwin portfolio, the strength of the Baldwin brand lies in a consistent presentation of our product. For each category, the focus of any materials should be compelling product imagery.

Baldwin also offers several specific logos for dealer showroom programs. If your showroom participates as a Preferred Online Partner or Preferred Showroom Partner, the logos shown are available to you through your Baldwin Sales Representative.

When creating materials reflecting any specific Baldwin program, please contact Baldwin for electronic files of logotypes, photos, or other required tools.



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Preferred Showroom Partner logo

Preferred Online Partner logo



#1 Quality Icon



Baldwin Merlot  
PMS 209  
C - 0      Web:  
M - 100    R - 153  
Y - 34      G - 51  
K - 53      B - 51



Baldwin Mustard  
PMS 139  
C - 0      Web:  
M - 37      R - 200  
Y - 100     G - 153  
K - 23      B - 0



Baldwin Black  
Process Black  
C - 0      Web:  
M - 0      R - 0  
Y - 0      G - 0  
K - 100    B - 0



Baldwin Grey  
PMS Cool Gray 5  
C - 0      Web:  
M - 0      R - 204  
Y - 0      G - 204  
K - 29     B - 204

These are the Baldwin brand colors. This is the available color palette for ALL communications with the customer. Any deviation from this color palette is a direct violation of Baldwin graphic standards.

As the Baldwin brand has evolved our color palette has as well. We still utilize the Baldwin Merlot, but we have transitioned from a 'bright gold' color to a more muted mustard tone (PMS 139) and we have eliminated the Linen color often used as a background in the past. Cool Gray and especially Black have been used in the past, but they officially have been added to the Baldwin color palette

**Typography helps to establish a distinctive look for Baldwin.**

***The Trajan Family***

To be used in all headlines and in all-cap situations, specifically when dealing with brand communication (i.e. packaging, advertising).

TRAJAN  
 ABCDEFGHIJKLMNOPQR

TRAJAN BOLD  
 ABCDEFGHIJKLMNOPQR

***The Garamond Family***

The typefont Garamond (all versions shown) has been approved for all communication uses. To be used for all body copy. Do not use Garamond in all-caps for headlines (use Trajan). Do not use Garamond for small copy below 7 pt. (use Helvetica Condensed).

Garamond Light  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTU

*Garamond Light Italic*  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTU

**Garamond Bold**  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTU

***Garamond Bold Italic***  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTU

***The Helvetica Condensed Family***

To be used for small descriptive copy and pricing grids. Do not use for any copy above 8 pt. size (use Garamond)

Helvetica Light Condensed  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

**Helvetica Bold Condensed**  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

***Sweepy script***

To be used for brand advertising.

*Sweepy*  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

Baldwin has a limited number of resources or avenues to communicate with the potential consumer. That is why it is extremely important that each time we do reach the customer, it must be with one consistent voice. The voice that we use is visual brand identity, and the elements of that voice are consistency of color, design, and typeface selection.

The Baldwin brand ads utilize Futura Light in all caps to compliment the line drawings and Sweepy script (tagline font) as an accent for the subhead. These fonts are only for brand advertising, not for wider creative usage. Please contact your sales representative or Baldwin Customer Service at 800-437-7448 with any questions.

Any deviation from the approved colors and typefaces must be accepted by Baldwin.

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FOR MORE INFORMATION, PLEASE CONTACT:  
ROB EMPFIELD, BRAND MANAGER  
949-672-4386 – ROB.EMPFIELD@BDHHI.COM

**BALDWIN**