



# BALDWIN®

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BRAND GUIDELINES 2014



BALDWIN

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Exceptions to guidelines must be approved by Brand Marketing. Any changes to these guidelines are at the discretion of Brand Marketing.

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# BALDWIN®

Baldwin hardware is so much more than a timeless and trustworthy brand that creates a charismatic presence in any home. Baldwin is about creating a signature look that seamlessly blends Baldwin hardware with the personality of its owner. No limits. No boundaries. Baldwin is about more than just having something special, it's about owning it and showing the world what true luxury is really worth.

When people say it's lonely at the top, they're definitely not talking about Baldwin **Estate**. This impressive top of-the-line portfolio comes with plenty of company; everyone wants it. Estate includes seemingly infinite possibilities, elegant finishes and exclusive, custom styles. Our master craftsmen take their time to create each piece by hand and with the utmost care so you can create your own signature look. And with options so beautiful, tasteful, well made, and inviting, it's no surprise that Estate is the crowned jewel of the Baldwin brand. Estate is quality that feels custommade, because it is.

The **Reserve** portfolio is for people who want more. They're looking for more ways to express themselves with the distinctive look of Baldwin and find value in a company with more years of experience and a bona fide commitment to greater quality. Far beyond just a lock in a box, Reserve opens the door to a customizable world flowing with inspiration. And it's all ready to go whenever inspiration strikes because it's ready to ship in just 7 days. Reserve may be our mid-level portfolio, but we definitely don't see it as middle-of-the-road. Instead, we see it as the best of both worlds: accessibility and artful appeal. Leave a lasting impression with Reserve. Available in 8 finishes; 4 are custom finishes for Reserve.

**Prestige Series** is a way to bring the legendary excellence of Baldwin into more homes and more hands. With the affordable luxury of Prestige Series, any homeowner can instantly create an atmosphere of confidence from the moment someone knocks on the door.

There is a way for every home to "OWN IT" with Baldwin. From our Prestige Series that offers affordable luxury to Reserve, which opens the door to customizable products that deliver lasting impressions, to Estate, our crown jewel that creates your own signature look, "OWN IT" with the best of Baldwin.



# CORPORATE NAME

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“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.

## Our Corporate Address

Baldwin Hardware  
19701 DaVinci  
Lake Forest, CA 92610

Toll-Free Phone: (800) 437-7448



# BALDWIN PRODUCT PORTFOLIOS

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We recognize the need to present different categories of product, and therefore offer our product portfolios through three general categories: Estate™, Reserve™, and the Prestige Series™. Estate is our showroom line with the best that Baldwin has to offer. Reserve is specifically geared towards the Builders and complete home renovations. The Prestige Series is our retail line sold in retail hardware stores.

## BALDWIN®

*Product Portfolios*



BALDWIN

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LOGOS

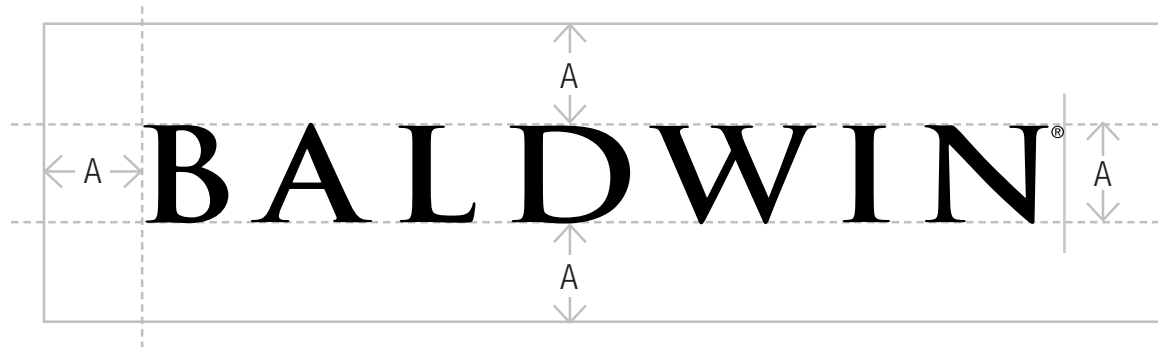
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# THE BALDWIN LOGO

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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.

*Always keep a minimum open space of A around the logo.*



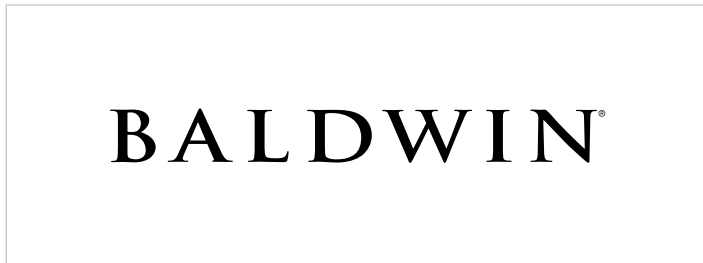
*"A" is defined by the height of the word "Baldwin."*



# THE BALDWIN LOGO

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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.



*White and light backgrounds use black logo.*



*Dark backgrounds use the logo reversed out in white.*

# LOGO REPRODUCTION

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.



*Do not change the typeface of the logotype.*



*Do not change the color of the logotype.*



*Do not use an old logotype.*



*Do not crowd the logotype with any text or imagery.*

# PRODUCT PORTFOLIO LOGOS

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The Baldwin product portfolio logos in their respective representations on light and dark background applications.



*White and light backgrounds use black logo.*



*Dark backgrounds use the logo reversed out in white.*



*Prestige Series may also use Pantone 139C on light backgrounds.*



# PRODUCT PORTFOLIO LOGO POSITIONING

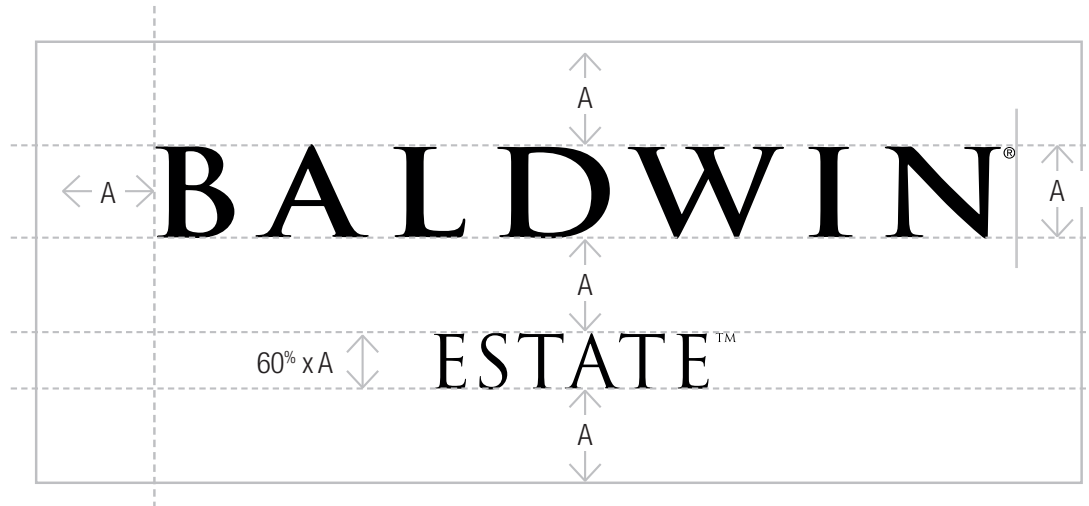
The Estate and Reserve product portfolio logos should appear at the bottom center or corner of the page/document area. There should be about a 0.25" distance vertically from the bottom of the page if center aligned or 0.25" vertically and horizontally for corner placement. This ensures a consistent place for product portfolios to be differentiated.



*Permitting, there should be a minimum distance of 0.25" vertically and/or horizontally from the bottom.*

# ALTERNATE LOGO - VERTICAL

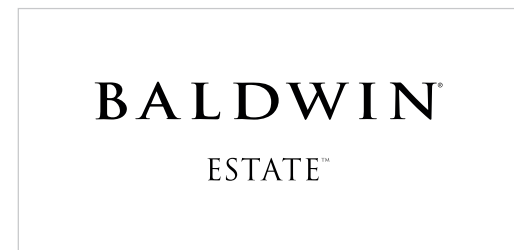
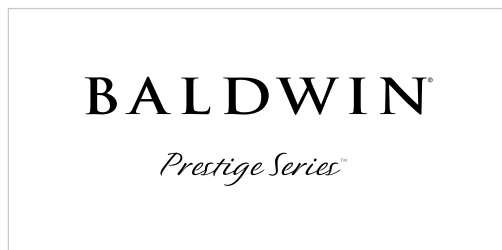
When the Baldwin logo and portfolio logo need to exist together, the portfolio name should be centered underneath the Baldwin logo with a distance of "A" defined as the height of the Baldwin logo.



"A" is defined by the height of the word "Baldwin."

Height of the portfolio name is defined as 60% of A.

Always keep a minimum open space of A around the logo.



# AUXILIARY LOGOS

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Baldwin also offers specific logos for dealer showroom programs and technologies used in our products. If your showroom participates as a Preferred Showroom Partner, the logo shown is 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.



PREFERRED PARTNER

*Baldwin Preferred Partner logo*



*Baldwin technology logos*



# BALDWIN DESIGN SIGN OFF

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Where feasible, the following design sign off should be used at the end of all printed pieces. This is the final brand touch point that our customers see. This is included in the Baldwin asset kit.

**BALDWIN®**

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19701 DA VINCI · LAKE FOREST · CALIFORNIA 92610

800.437.7448

BALDWINHARDWARE.COM

BALDWIN<sup>®</sup>

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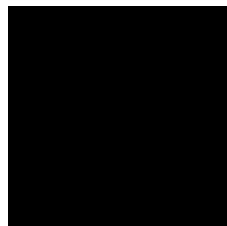
COLORS & TYPE

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# COLOR PALETTE

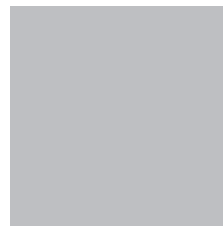
As the Baldwin brand has evolved, our color palette has as well. Rich Black, Cool Gray, and Ivory White are our primary colors for representing the Baldwin brand. Estate and Reserve closely follow this color palette in all brand representations. In addition, Estate, has multiple splashes of color to all brand collateral.

For secondary colors, Baldwin Merlot (Pantone 209) and Baldwin Gold (Pantone 139) may be used minimally. However, for the Baldwin Prestige Series, these colors are the primary palette.



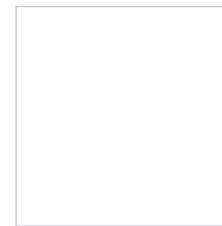
*Baldwin Rich Black*  
Pantone Black C

C.50 M.50 Y.50 K.100  
R.0 G.0 B.0



*Baldwin Cool Gray*  
Pantone Cool Gray 5C

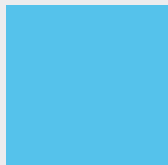
C.0 M.0 Y.0 K.29  
R.190 G.192 B.194



*Baldwin Ivory White*  
Pantone White C

C.0 M.0 Y.0 K.0  
R.255 G.255 B.255

*For Baldwin Estate ONLY*



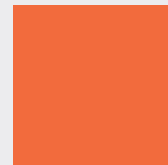
*Baldwin Blue*  
Pantone 2985 C

C.58 M.4 Y.2 K.0  
R.88 G.193 B.233



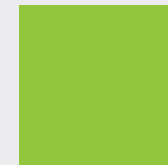
*Baldwin Red*  
Pantone 711 C

C.12 M.98 Y.92 K.2  
R.209 G.40 B.47



*Baldwin Orange*  
Pantone 209 C

C.0 M.100 Y.34 K.53  
R.153 G.51 B.51



*Baldwin Green*  
Pantone P 157-58 C

C.48 M.0 Y.100 K.0  
R.146 G.200 B.62



*Baldwin Merlot*  
Pantone 209 C

C.0 M.100 Y.34 K.53  
R.153 G.51 B.51



*Baldwin Gold*  
Pantone 139 C

C.0 M.37 Y.100 K.23  
R.200 G.153 B.0



# FONTS & TYPOGRAPHY

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It is extremely important that each time we reach the customer, it is with one consistent voice. To accomplish this, we use consistent fonts for communications to our customers, associates, and partners. This ensures a visual consistency with the Baldwin brand.

The Helvetica Neue Family is Baldwin's primary font. Helvetica Neue 35 Thin and 55 Roman should always be used in all caps for headlines and subheads. Helvetica Neue 45 Light should be used for body copy that is at or above 7 pt. Finally, other weights and styles of the Helvetica Neue font family are to be used in tables, descriptions, and any body copy below 7 pt. font sizes.

HELVETICA NEUE  
35 THIN

HELVETICA NEUE  
55 ROMAN

*Helvetica Neue 35 Thin and  
55 Roman used in all caps for  
headlines and subheads.*

Helvetica Neue  
45 Light

*Helvetica Neue 45 Light for subheads  
and body copy above 7 pt.*

Helvetica Neue  
47 Light Condensed

*Helvetica Neue  
47 Light Condensed Oblique*

**Helvetica Neue  
77 Bold Condensed**

*Helvetica for tables, descriptions  
& small body copy.*

BALDWIN<sup>®</sup>

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LOOK & FEEL

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# PHOTOGRAPHY - VIGNETTES

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Some photography samples for the look and feel of the Baldwin brand.



# PHOTOGRAPHY - CLIPPED

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Some photography samples for the look and feel of the Baldwin brand.



# PHOTOGRAPHY - LIFESTYLE

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Some lifestyle photography samples for the look and feel of the Baldwin brand used only for Estate.





# PHOTOGRAPHY - MISC

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Some photography samples for the look and feel of the Baldwin brand.



# PHOTOGRAPHY - TEXTURES

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Some texture samples for the look and feel of the Baldwin brand.





# DESIGN SAMPLES

Some design samples for the look and feel of the Baldwin brand.





BALDWIN

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# AD STANDARDS

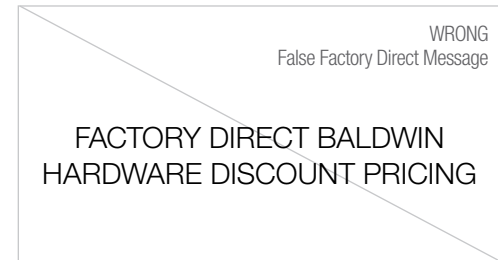
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# RETAILER ADVERTISING OF BALDWIN

Statements implying a special or unique relationship between Baldwin and the retailer are prohibited except when authorized by Baldwin Hardware Corporation. Additionally, phrases of any nature which imply a discount level for any category of Baldwin products are considered brand violations.

Examples include:

- ❖ “Certified Baldwin Expert”
- ❖ “Baldwin Top Recommended Dealers”
- ❖ “Baldwin Certified Showroom”
- ❖ “Factory Direct Prices”
- ❖ “Baldwin Leading Online Dealer”
- ❖ “40% Off Baldwin”

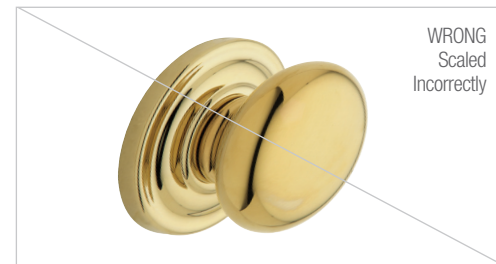
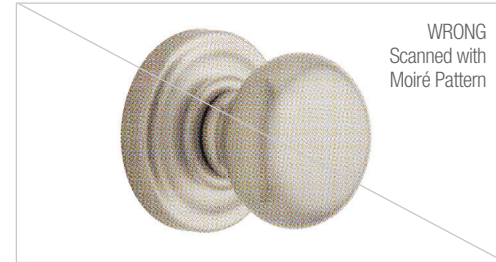
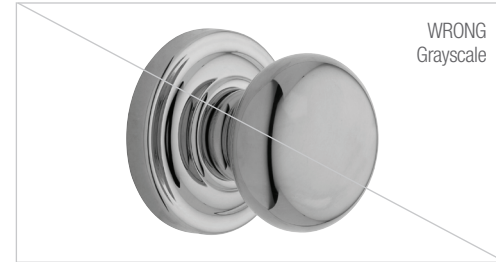


# PRODUCT PHOTOGRAPHY

Use current product photography in proper proportions. All photography is available from Baldwin. Please contact your sales representative.



*Good photography, both clipped silhouette and vignette shots are acceptable.*



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800.437.7448

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