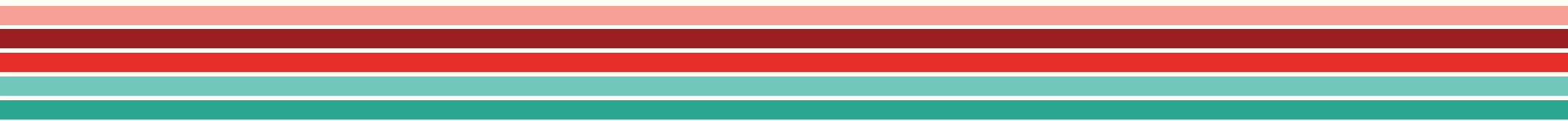




DURADECOR BRAND GUIDELINES



Keep it Classy

The purpose of this brand guide is to introduce you to DuraDecor, as well as to provide tips and information that will help you remain consistent and professional as you go out and share the brand with the world. All the details you'll need regarding brand voice, proper logo usage, color palettes and more are now at your fingertips—make us look good! ;)

Vinyl flooring has come a long way since grandma's kitchen in the '80s. We remember because we were there. ;)

Our **roots** in vinyl are deep—we've been a pioneer in the flooring industry since 1984. Our branches—well, **they're in vinyl, too**. Our singular focus on manufacturing vinyl products positions us as **the expert** in **quality** and **sustainability**, and our endless **innovation** means we're always ahead of the game when it comes to **style**. Put simply,

we do vinyl best.

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Not Your Grandma's Vinyl

We strive to inspire our customers to make home their haven through quality, trend-forward products designed for every job.



A top-down photograph of a wooden table. A peach-colored fabric is draped across the table. In the upper right, there is a brass trivet. In the center right, there is a square wooden tray. In the lower right, there are several stems of baby's breath flowers. The background is a plain white wall.

FUN + FRESH ORIGINAL + CONFIDENT EARTH-FRIENDLY QUALITY OBSESSED

Who We Are

DuraDecor's portfolio of vinyl products is made with DIYers and weekend warriors in mind. We offer flooring products in an array of styles, colors, and installation methods so she can choose one that's a perfect fit for her needs and budget. Our fashion focus and quality-obsession mean that our products aren't just gorgeous—they're made to last, too.

Who are we serving?

Our primary audience is female ranging from 25-45 years old. She is a savvy online shopper with an eye for style and might be purchasing her first home or renovating her current home to be more stylish and/or suited to her family's changing needs.

As a digital native, she is comfortable making large purchases online, and appreciates the convenience of products shipped to her door. Her aesthetic ranges from trend-forward to modern-traditional. Our goal is to help her to feel empowered enough to tackle flooring installation herself, and to equip her with all the information she needs to do it with confidence and pride.

COLLECTIONS

classychic

When in doubt, go classic! DuraDecor's Classy Chic collection is made to look gorgeous now, and 20 years from now, providing the ultimate in both traditional beauty and durability. Protected by a 12-mil wear layer and lifetime residential warranty, the planks and stone-inspired tiles in this collection look and feel just like the real thing, minus the price tag. Bonus points for being easy to install, easy to maintain, and ideal for high traffic households. Oh yeah, did we mention eco-friendly, too? Each style is GREENGUARD Gold, FloorScore® and ASSURE CERTIFIED™. You're welcome.

modernmaven

Ready to find your 'sole' mate? Designed to lighten and brighten, Modern Maven's organic blonde and light brown tones add effortless beauty and fashion-forward style to any space. This laid-back, Pacific-coast inspired collection isn't just pretty to look at, though—it's tough, too! With a 20-mil wear layer and easy 'click and lock' application, you'll have a new look in no time, and **no worries** over spills, scratches, stains, or dents. Plus, it's GREENGUARD Gold, FloorScore® and ASSURE CERTIFIED™. Fresh, stylish, and sustainable? Yes, please.

polishedpro

Is your space a shop? Salon? Residential home? Multi-family building? We're not worried. With DuraDecor's Polished Pro collection, there's a floor for every space. Choose from 6 classic colors in one of 3 specifications—2.0 mm glue down, 2.5 mm glue down, or 5.0 mm 'click and lock' floating floor with foam underlayment. Durable, versatile, and sustainable (GREENGUARD Gold, FloorScore® and ASSURE™ certified), Polished Pro is the perfect fit for your every need and function. Whether you're a DIYer completing your first home reno, or you are a flooring professional with experience under your belt, we've got you covered.

weekendwarrior

You've got style to 'DIY' for, girl!

With DuraDecor's Weekend Warrior collection of peel and stick vinyl planks, you can upgrade your walls, floors (and every space in between) on a budget. Easily customize your floors with a look that's all your own or create a bold accent wall in a snap—because we know you've got places to go, people to see! Installation options are endless, ranging from traditional to trendy chevron, parquet, and herringbone patterns. Our easy-to-clean planks feature a realistic wood texture, and are resistant to scratches, stains, and spills.

P.S. No messy glues or adhesives needed, just peel and stick! ;)



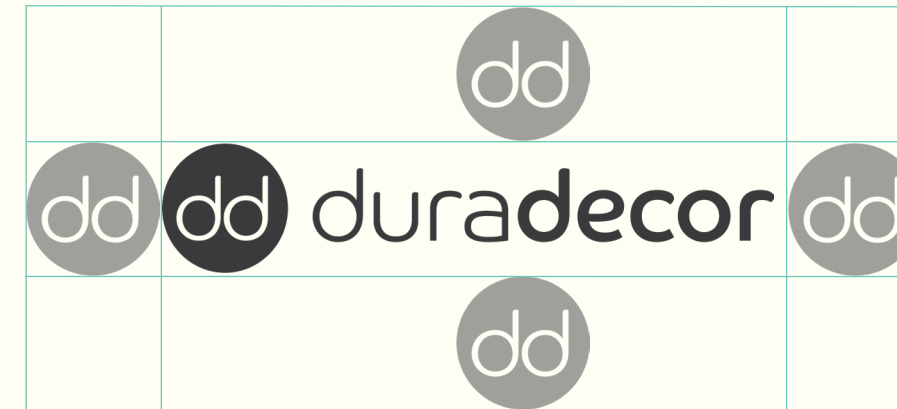
LOGO + USAGE

PRIMARY LOGO

This is the main logo that will be used across primary brand applications. Our logo helps audiences identify DuraDecor's products, digital presence, ads, and other materials, and enhances and professionalism of the brand. It is essential that this logo always be applied with care and respect in every application according to these guidelines.

The DuraDecor brand name in the logo should always be presented in the shown uppercase/lowercase letters.

A white or black logo can be used in instances when the primary deep red logo is not aesthetically pleasing or when placed on a photo background.

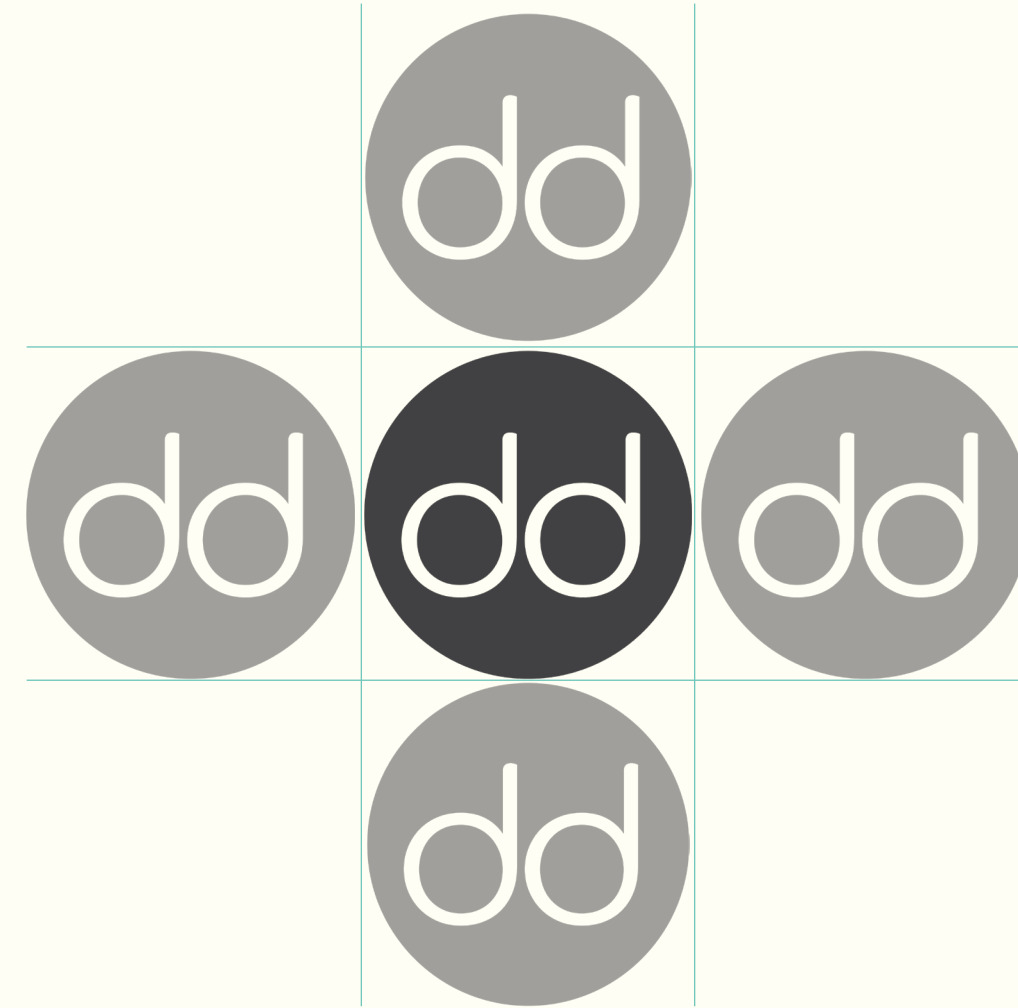


SECONDARY LOGO + USAGE

ALTERNATE MARK / SECONDARY LOGO

This logo will be used when the primary logo simply will not fit or would need to be altered due to space constraints. Its best use case is for social media purposes (in social profile photos, for example).

A white or black logo can be used in instances when the primary deep red logo is not aesthetically pleasing or when placed on a photo background.



COLLECTION LOGOS

Each of our four collections that fall under the DuraDecor umbrella have a unique color that we use to internally define them.



LOGO + PLACEMENT

There are a couple of ways the logo can be used on photographic backgrounds, but each option should be exercised with care, making sure the logo and type aren't obstructed by the image.

In most cases, you can use the solid white or gray logo on top of a background image.



UNACCEPTABLE LOGO USAGE

BRAND INTEGRITY

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The DuraDecor brand name in the logo should always be represented in the shown uppercase/lowercase letters.

A white or black logo can be used in instances when the primary deep red logo is not aesthetically pleasing or when placed on a photo background.

1. Do not rotate the logo.
2. Do not squash or stretch
3. Do not place lace elements in the logo's defined clear space
4. Do not resize any part
5. Do not use off-brand colors
6. Do not add drop shadows or other text styles
7. Do not contain the logo in a box when used on a photo background

1.



2.



3.



4.



5.



6.



7.





COLOR + USAGE

We are not too shy to make a splash.

The rosy pink in our palette represents creativity, joy, and femininity, while our rich red shades embody the boldness of our brand and the DIY customer. Turquoise and Jungle Green bring balance to the palette while still feeling fresh and serene—just how we like it.

HEX: f5a197

RGB: 245 161 151

CMYK: 0 45 32 0

HEX: 981f21

RGB: 152 31 33

CMYK: 26 98 96 24

HEX: e92f29

RGB: 233 47 41

CMYK: 2 95 95 0

HEX: 71c7b9

RGB: 113 199 185

CMYK: 54 0 33 0

HEX: 2ca58f

RGB: 44 165 143

CMYK: 77 12 53 0

HEX: 404042

RGB: 65 64 66

CMYK: 68 62 58 46

HEX: 6d6e71

RGB: 109 110 113

CMYK: 58 49 46 15

PRIMARY TYPEFACE – CO HEADLINE

Typography is an important and powerful element of any brand when used consistently. This set of typefaces best represent DuraDecor and should be used across all print and web applications.

Co Headline

THE QUICK BROWN FOX
JUMPS OVER THE LAZY DOG
the quick brown fox jumps
over the lazy dog

Co Headline Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Co Headline Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Co Headline Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

SECONDARY TYPEFACE – FUTURA

Futura is to be used as a secondary typeface in instances when Co Headline would not be as effective. Futura yields a generous family of fonts, and is available in more variations than what is shown. It is the discretion of the designer to choose the best fit for various mediums.

Futura

THE QUICK BROWN FOX JUMPS
OVER THE LAZY DOG
the quick brown fox jumps over
the lazy dog

Futura Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Futura Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Futura Bold
**ABCDEFGHIJKLMNOPQRSTUVWXYZ-
VWXYZ 0123456789**

GORGEOUS AND GREEN

Long before sustainability was a focus in the industry, we were innovating new ways to make our products earth-friendly. Today, we're proud to continue leading the way in sustainable manufacturing practices, as well as certifications for indoor air quality, material transparency, and environmental impact.

- DuraDecor products are rigorously tested to meet the highest indoor air quality standards through FloorScore® testing for VOCs (volatile organic compounds). Our certifications include GREENGUARD Gold and Indoor Advantage Gold Standard
- Our products are 100% phthalates-free
- We offer complete manufacturing transparency through Environmental Product Declaration (EPD), Health Product Declaration (HPD) and Declare labeling (products' contents are voluntarily disclosed to 0.01%)
- Flooring is produced in a zero-landfill manufacturing facility, where all processing water and production waste are 100% recycled in a closed loop system
- Novalis® uses 100% natural gas for its manufacturing – the cleanest fossil fuel energy available in the world today
- Over 85% of Novalis® raw materials are sourced within 500 miles of our factory in China, with the goal of 100%
- DuraDecor luxury vinyl flooring is 100% recyclable. After the product life span, it can be recycled to make new flooring, without pollution or waste production

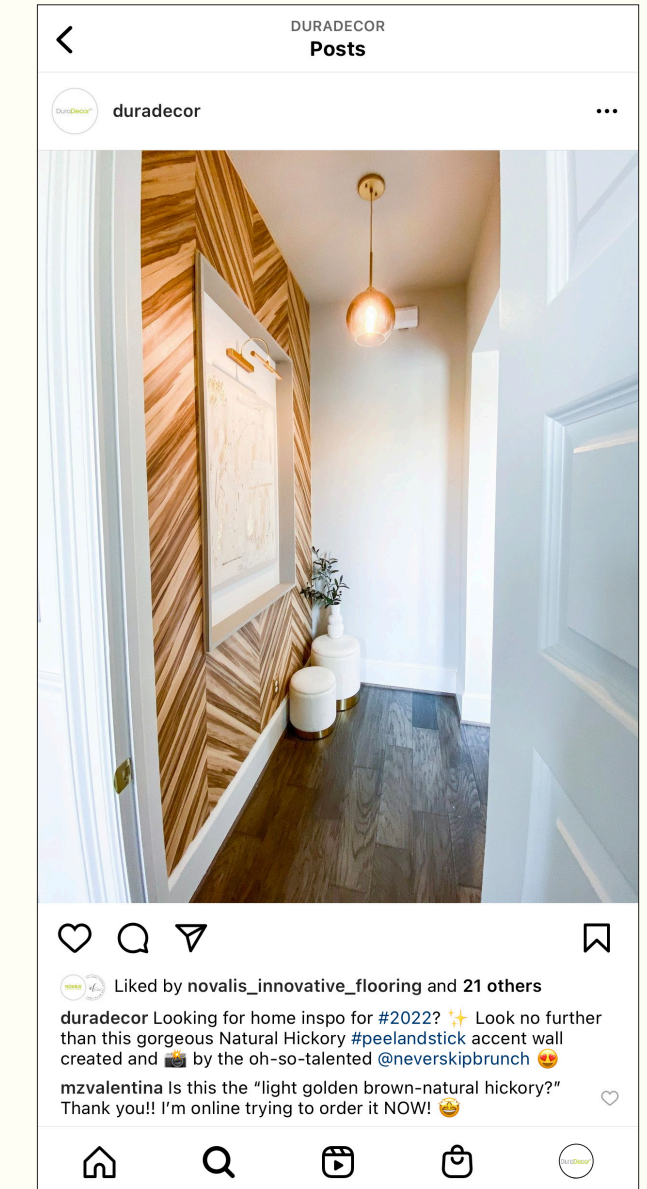
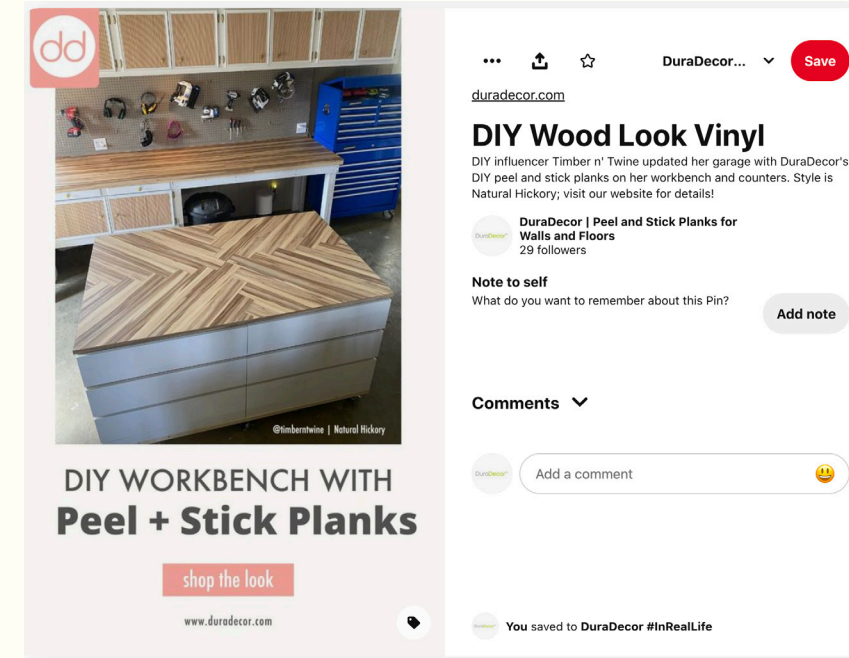


COPYRIGHT AND TRADEMARKS

COPYRIGHT / TRADEMARKS

The DuraDecor brand is legally copyrighted. DuraDecor collections are legally registered and trademarked in an effort to protect our brand and our exclusive rights to the product line names. The trademark and/or copyright symbols should be used in copy according to the guidelines set here:

- 1. Ad Copy (Print or Digital):** Include trademark/copyright symbol in the first instance of the trademarked/copyrighted brand or collection, then drop the symbol in subsequent instances.
- 2. Blogs/Digital Copy:** Include trademark/copyright symbol in the first instance of the trademarked/copyrighted brand or collection, then drop the symbol in subsequent instances.
- 3. Social Media Copy:** No trademark/copyright symbol should be used in an effort to promote clarity and clean visuals.



WHEN IN DOUBT

When in doubt, refer back to this guide or feel free to contact the marketing department directly at marketing@novalis-intl.com. These guidelines should allow for enough creative freedom to use your best judgement in making sure the brand looks its best across all applications.



