

Brand Guidelines

Clayton



Golden West

NORRIS

CMH
MANUFACTURING

Berkshire

Karsten
HOMES

The Oakwood logo features a stylized blue circular icon with a white shape inside, resembling a house or a letter 'O'.
OAKWOOD



Marlette





Brand Guidelines

Table of Contents

Branding Defined3
Our Mission:5

Clayton Corporate

History and Overview: CC-1
Logo Usage and Guidelines CC-2
Approved Logo Usage. CC-4
Logo Color CC-5
Logo Environment CC-6
Clayton Corporate Style Guide. CC-7

CMH Manufacturing, Inc.

History and Overview: CMH-1
Logo Usage and Guidelines CMH-2
Approved Logo Usage. CMH-4
Logo Color CMH-5
Logo Environment CMH-6
CMH Manufacturing Style Guide. CMH-7

Clayton

History and Overview: C-1
Logo Usage and Guidelines C-2
Approved Logo Usage. C-4
Logo Color C-5

Logo Environment C-6
Plant Specific Logos. C-7
Plant Specific Color Assignments . . . C-9
Clayton Style Guide C-15

Crest Homes

History and Overview: CH-1
Logo Usage and Guidelines CH-2
Approved Logo Usage. CH-4
Logo Color CH-5
Logo Environment CH-6
Plant Specific Logos. CH-7
Plant Specific Color Assignments . . CH-9
Crest Homes Style Guide CH-11

Golden West

History and Overview: GW-1
Logo Usage and Guidelines GW-2
Approved Logo Usage. GW-4
Logo Color GW-5
Logo Environment GW-6
Plant Specific Logos. GW-7
Plant Specific Color Assignments . . GW-9
Golden West Style Guide GW-11

Table of Contents

continued

Karsten Homes

- History and Overview: KH-1
- Logo Usage and Guidelines KH-2
- Approved Logo Usage. KH-4
- Logo Color KH-5
- Logo Environment KH-6
- Plant Specific Logos. KH-7
- Plant Specific Color Assignments . . KH-9
- Karsten Homes Style Guide KH-11

Marlette

- History and Overview: M-1
- Logo Usage and Guidelines M-2
- Approved Logo Usage. M-4
- Logo Color M-5
- Logo Environment M-6
- Plant Specific Logos. M-7
- Plant Specific Color Assignments . . M-9
- Marlette Style Guide. M-11

Norris

- History and Overview:N-1
- Logo Usage and GuidelinesN-2
- Approved Logo Usage.N-4
- Logo ColorN-5
- Logo EnvironmentN-6
- Plant Specific Logos.N-7
- Plant Specific Color Assignments . . .N-9
- Norris Style GuideN-12

Oakwood

- History and Overview: O-1
- Logo Usage and Guidelines O-2
- Approved Logo Usage. O-4
- Logo Color O-5
- Logo Environment O-6
- Plant Specific Logos. O-7
- Plant Specific Color Assignments . . O-9
- Oakwood Style Guide O-13

Schult

- History and Overview:S-1
- Logo Usage and GuidelinesS-2
- Approved Logo Usage.S-4
- Logo ColorS-5
- Logo EnvironmentS-6
- Plant Specific Logos.S-7
- Plant Specific Color Assignments . . .S-9
- Schult Style Guide. S-17

Technical Definitions

- Communicating with Design
and Print Vendors. TD-1
- PDF Terminology and
File Type Extensions. TD-2
- Design Terminology. TD-3
- Print Terminology TD-7

Branding Defined

What is Branding? Why is it important to Clayton?

The Clayton brand and all other brands in the CMH Manufacturing family are much more than a logo. Our brands are our image. Our brands are the reputation we've spent years building. They are some of the most valuable assets we have and should be managed carefully.

What's in a brand? Power. The power to separate our company from the competition. We are refocusing on identity for our brands with the conviction to stand apart. Get noticed. Be admired. The "brand experience" happens every time our company touches a prospect, retailer, builder, developer, new applicant or team member. Branding is a collection of perceptions and expectations. These are derived along many paths — in publications, in advertising, on signage, in newsletters, in person — but each contact is an opportunity to make the right statement.



Branding Defined

continued

With this manual we are unleashing the power of our brand(s). By consistently following these guidelines we will build a strong, unified image for each brand in the arsenal. Although we are a company comprised of many plants in many areas of the country with different opportunities and challenges, collectively we are one brand. However, each product-specific brand has one face and must speak with one voice. Adopting an individual branded “look” is about setting high standards. It helps us ensure that all communications are polished and professional - a true reflection of the outstanding company we have been recognized to be.

We are all keepers of our brand(s). The outstanding work delivered daily makes each brand flourish, but there is still more to be done. By following the guidelines in this book, we’ll be protecting and strengthening the Clayton, CMH Manufacturing and most importantly, the individual product brands. Enclosed are simple directions on how to use our visual identity correctly, while capturing our unique company spirit and culture.

Our Mission:

To create and market high-value products and services for the benefit of Clayton customers.



Clayton

Clayton Corporate Brand Guidelines





History and Overview:

Since its first home sold in 1966, Clayton Homes has grown into a nationally recognized, vertically integrated provider of affordable housing. In 2002, the company was acquired by Warren Buffet and Berkshire Hathaway, Inc. Today Clayton builds, sells, finances and insures homes to thousands of Americans from coast to coast. CMH Manufacturing, the home building arm of Clayton, builds and distributes homes to over 1600 retailers nationwide including 1200 independently-owned retail sales locations and an additional 442 model home centers owned by the company's retail outlet, CMH Homes, Inc. Vanderbilt Mortgage and Finance and 21st Mortgage Corporation comprise the finance segment of the company, servicing 330,000 existing loans while continually originating new home loans sold through the company's distribution network. The company's insurance provider, Home First, insures over 160,000 family homes with a variety of home owner protection products.



Logo Usage and Guidelines

2-color .eps and 1-color .eps

The logo pictured here was developed uniquely for Clayton Homes, Inc., and is the accepted version.

This .eps version of the Clayton Homes, Inc., logo is contained in a PC or Macintosh formatted file. The file is appropriate for commercial applications like printing, signage, embossing, or for multi-

color silk screen applications. The document should be archived and provided to competent graphics service providers. It is a vector file.

Creative solutions, screened logos, etc., must be approved by home office marketing.

This Illustrator .eps logo may be reproduced in:
2-color or 1-color



2-color option is:



PMS 2727 blue



PMS 375 green



1-color option is:



Black

Logo Usage and Guidelines

Tif and jpeg for Word and PowerPoint

The logo pictured here was developed uniquely for Clayton Homes, Inc., and is the accepted version.

The 100 PPI tif logo is the appropriate selection for an image imported into the Microsoft suite of products. The Microsoft products are designed to output to 72 PPI desktop printers or color copiers. This logo should NOT be used for commercial printing applications.

Production quality will suffer if the image is enlarged, but will improve if the image is reduced. Tif is supported by Microsoft Word and Microsoft

PowerPoint, and the file can be imported, cropped, and re-sized through the picture import function of each program. Instructions can be found through the index of the Microsoft Word manual under the heading "insert" and then the subhead "graphic objects into documents."

300 PPI jpeg files are also available.

Important: The logo will become distorted if not proportionally re-sized. This may be done by holding the "shift" key when re-sizing images.



100 PPI tif or 300 PPI jpeg



100 PPI tif or 300 PPI jpeg

Approved Logo Usage

We have two approved Clayton corporate logos: Our 2-color logo and our 1-color logo. The 2-color logo is the preferred logo to use the majority of the time, however, the black logo may also be used when printing requires only 1-color.

Important: The logo should never be used as part of a sentence. In marketing and advertising copy, letters, memos, etc., Clayton should be written in plain text.

The logo by itself should be used in business communication relating to Clayton as a whole. It is also the preferred logo for all internal communication.



Logo Color

The 2-color Clayton corporate logo should always be printed using the selected spot colors which are PMS 2727 blue and PMS 375 green. These colors should be matched exactly. If the logo is to be printed as 4-color process, the CMYK equivalent of the PMS colors should be used.

Full Color: on a solid white background (preferred) or light-color background. If a light-color background is to be used, the logo must meet all logo guidelines and be readable and sharp. The 2-color logo should not be used on dark backgrounds.

Solid White: for use on dark backgrounds and 1-color applications.

Solid Black: for use on light backgrounds and 1-color or black and white applications.



Logo Environment

For our logo to work effectively as a strong brand identifier, the logo should always be seen in its entirety and should never be partially hidden by text or art. Always place the logo in an uncompetitive environment with ample breathing space around it.

The logo should never be placed on a heavily patterned background, nor should any design elements (lines, patterns, art) intrude upon, touch or compete with the logo.

Never place the logo over a divided color background, or place the logo over a busy photograph. Choose a photograph or an area of the photograph that is less competitive with the logo and has consistent color tone. You may choose to fade, or ghost the image back in order to protect the logo's dominance.

Important: Never box-in, alter or add design elements to the logo. Any design alterations such as screened logos, drop shadows, outer glows, etc., must be approved by home office marketing.



Clayton Corporate Style Guide

Internal and External Communications Materials

Properly presenting the Clayton corporate logo is just one part of maintaining our brand in communications materials. It is equally important to maintain consistency in everything from body text timesteps to color choices. Even the width of your margins plays an important role. If a potential customer, media representative, or other person receives Clayton Corporate documents from

several different locations and those documents do not appear consistent, then the brand message may be weakened. All documents should have a consistent appearance and style. They may contain different information — some may have graphics and some may not. They may also serve different purposes, however, it is important that the overall style and guidelines remain consistent.

Corporate Style Guide

Font Usage and Color Palette

Typeface: Helvetica Neue is the typeface of choice for all communications materials. It may be purchased from Adobe, Inc. We have provided font usage guidelines in order to maintain consistency with all materials. Special attention should be paid to font size and leading as well as font weights.




Color Palette: The official home office colors are PMS 2727 blue, PMS 375 green, black and white. The majority of our materials use these colors. But, occasionally, you may create documents or presentations that require more colors. Please contact home office marketing to work out the best solution.

Adobe Postscript Font:

Helvetica Neue: Helvetica Neue 45 Light

Helvetica Neue: Helvetica Neue 65 Medium

Helvetica Neue: Helvetica Neue 85 Heavy

Color Name Pantone Spot	Color Name Pantone Process	Process Color Breakdown			
		C	M	Y	K
 PMS 2727	PMS 2727	91	52	0	0
 PMS 375	PMS 375	41	0	78	0
 Black	Black	0	0	0	100

Note: The colors in this book are 4-color representations of PMS colors. Please use a Pantone book for exact color for coated and uncoated paper.

Corporate Style Guide

Business Cards

The designs presented on this page were produced in the page layout program InDesign. It is recommended that production of these materials be executed by competent graphics service providers who are proficient with the wide array of graphic software applications.

The native InDesign files and .eps vector files of the Clayton logos are available from Clayton Corporate Communications. Exact reproductions or interpretations of these designs is permitted but must be approved by Clayton Corporate Communications.

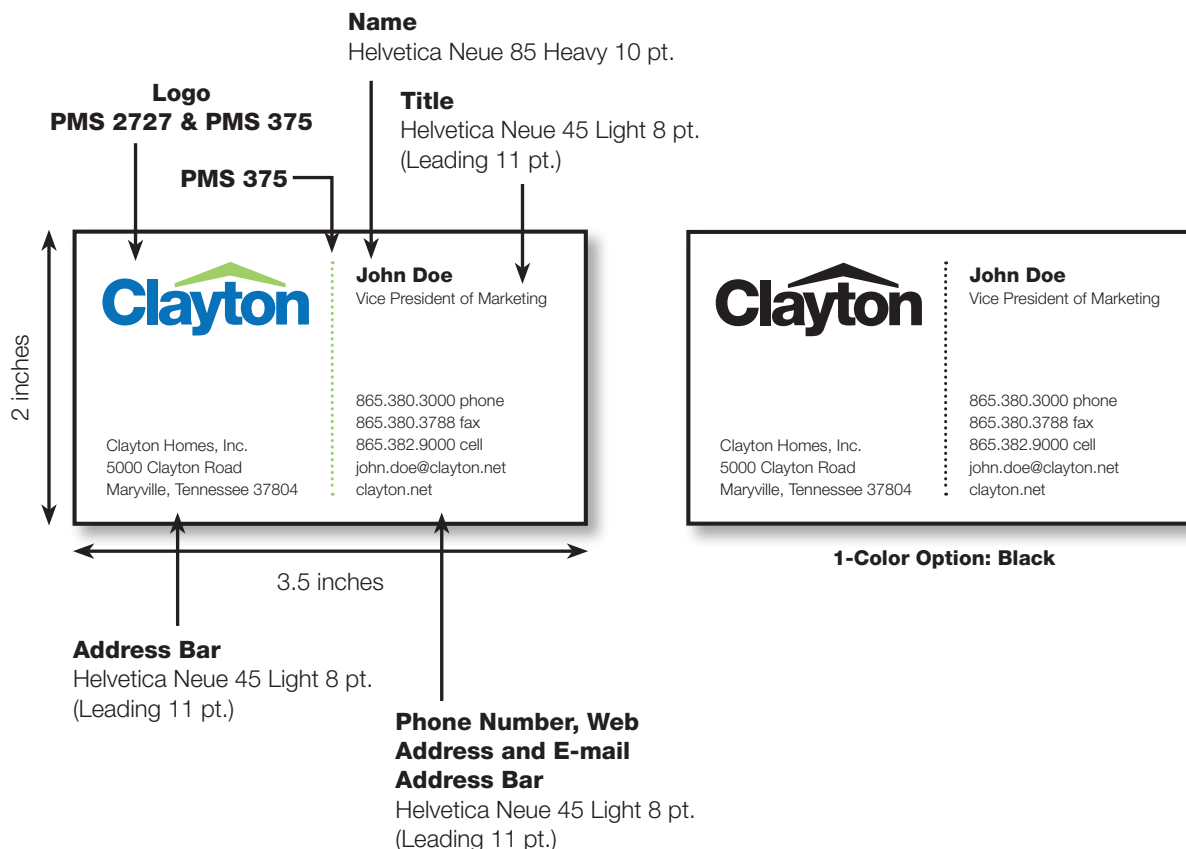
Smooth, white only, coated and uncoated paper stocks are permitted for all Clayton printed products. Weights, manufacturers, and printing vendors will be collaboratively selected by CMH Manufacturing, Inc., representatives based on appropriateness and expense.

This business card is reproduced in 3-colors:

- PMS 2727 blue
- PMS 375 green
- Black

1-Color Option:

- Black



Corporate Style Guide

Standard 8.5 x 11 Stationery

The designs presented on this page were produced in the page layout program InDesign. It is recommended that production of these materials be executed by competent graphics service providers who are proficient with the wide array of graphic software applications.

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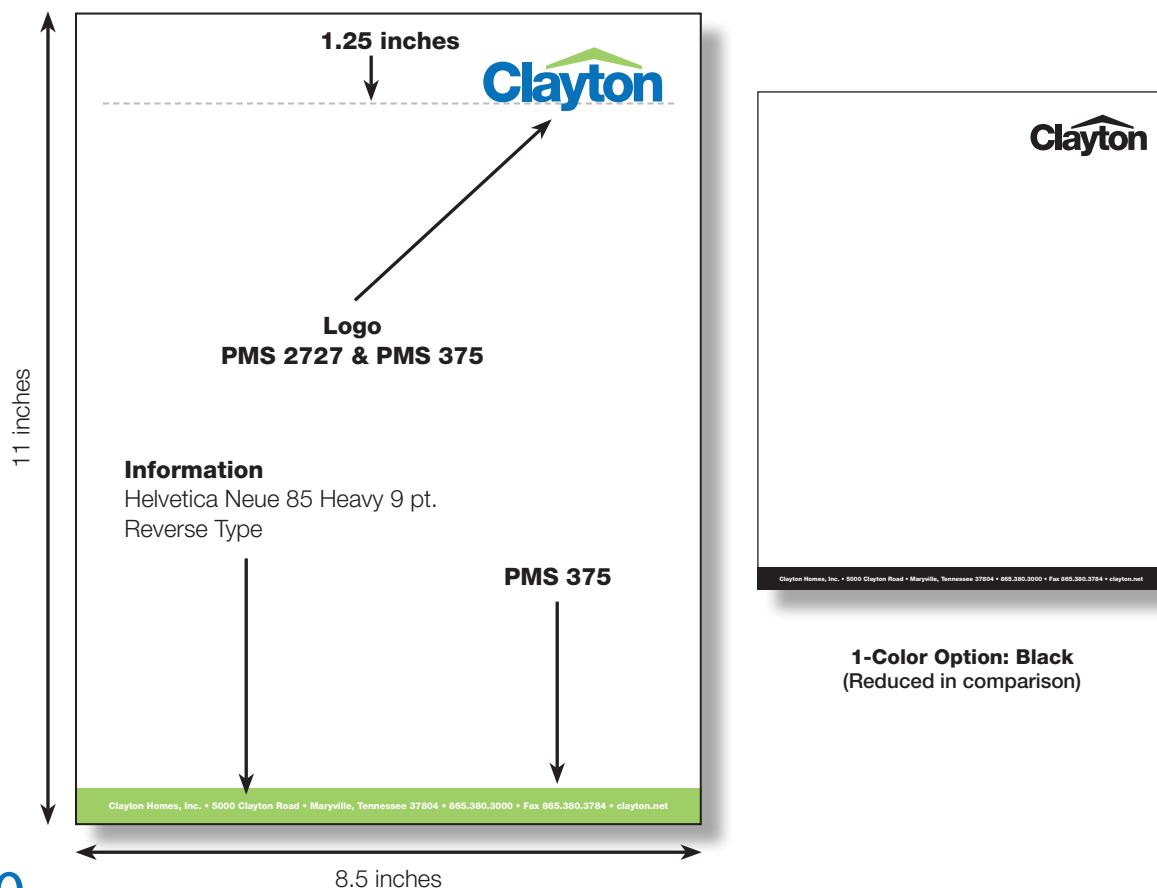
Smooth, white only, coated and uncoated paper stocks are permitted for all Clayton printed products. Weights, manufacturers, and printing vendors will be collaboratively selected by CMH Manufacturing, Inc., representatives based on appropriateness and expense.

This stationery is reproduced in 2-colors:

- PMS 2727 blue
- PMS 375 green

1-Color Option:

- Black



Corporate Style Guide

Standard #10 Envelope

The designs presented on this page were produced in the page layout program InDesign. It is recommended that production of these materials be executed by competent graphics service providers who are proficient with the wide array of graphic software applications.

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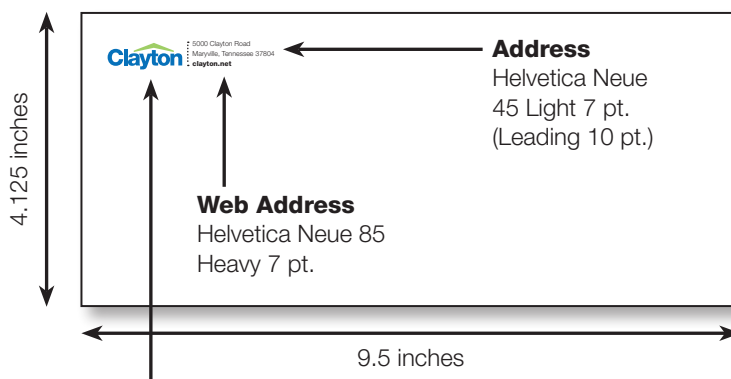
Smooth, white only, coated and uncoated paper stocks are permitted for all Clayton printed products. Weights, manufacturers, and printing vendors will be collaboratively selected by CMH Manufacturing, Inc., representatives based on appropriateness and expense.

This envelope is reproduced in 3-colors:

- PMS 2727 blue
- PMS 375 green
- Black

1-Color Option:

- Black



Logo
PMS 2727 & PMS 375



1-Color Option: Black

Corporate Style Guide

Standard Note Card

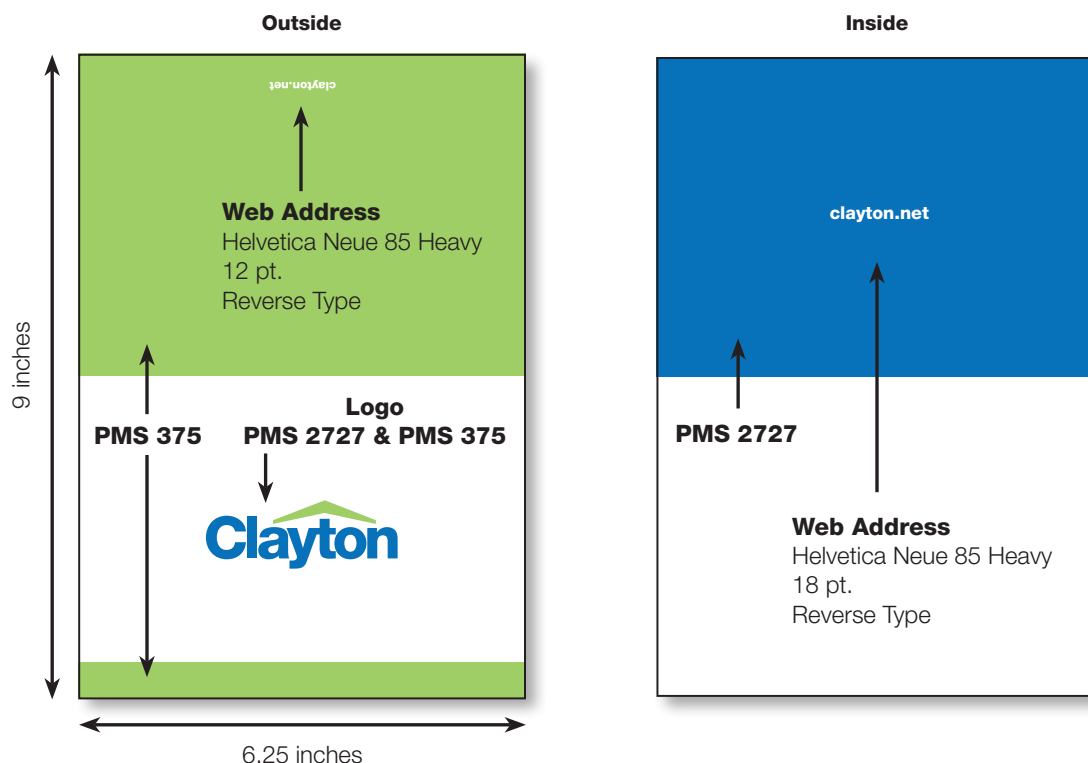
The designs presented on this page were produced in the page layout program InDesign. It is recommended that production of these materials be executed by competent graphics service providers who are proficient with the wide array of graphic software applications.

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Smooth, white only, coated and uncoated paper stocks are permitted for all Clayton printed products. Weights, manufacturers, and printing vendors will be collaboratively selected by CMH Manufacturing, Inc., representatives based on appropriateness and expense.

This note card is reproduced in 2-colors:

- PMS 2727 blue
- PMS 375 green



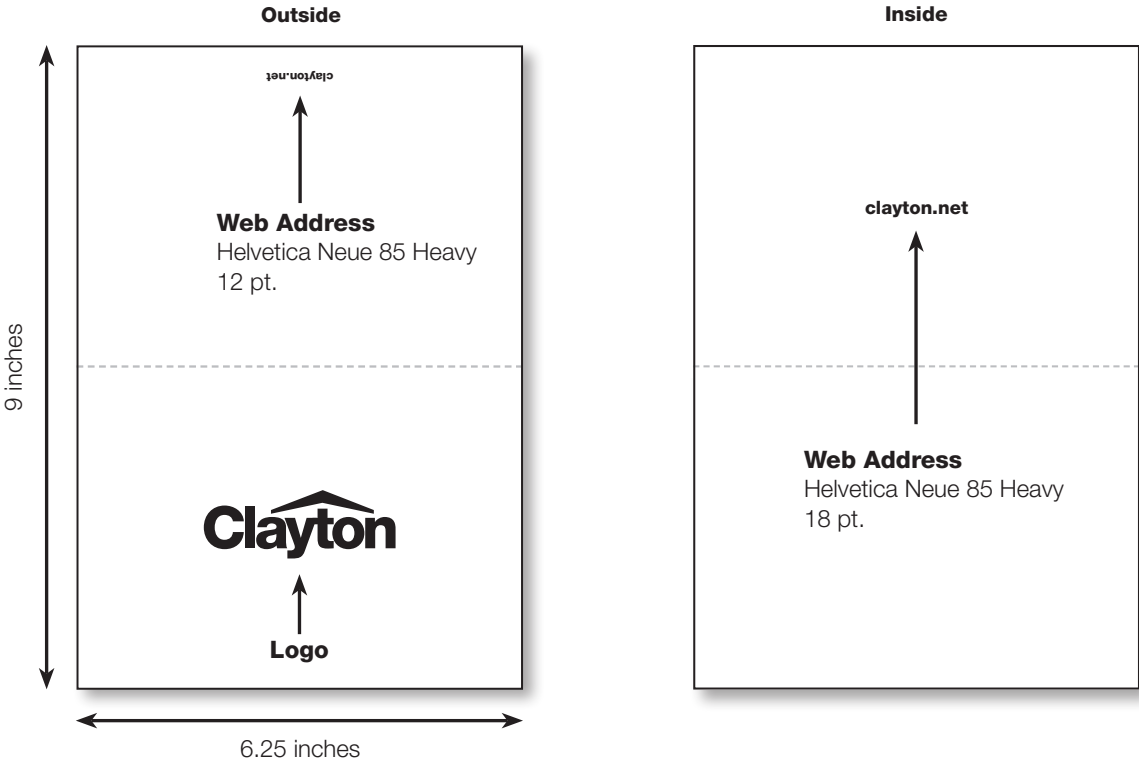
Corporate Style Guide

Standard Note Card: 1-Color Option

The 2-color note card is the preferred method of printing for the materials the majority of the time. However, if the materials are to be printed as 1-color, that color must be black.

This note card is reproduced in 1-color:

- Black



1-Color Option: Black

Corporate Style Guide

Standard Note Card Envelope

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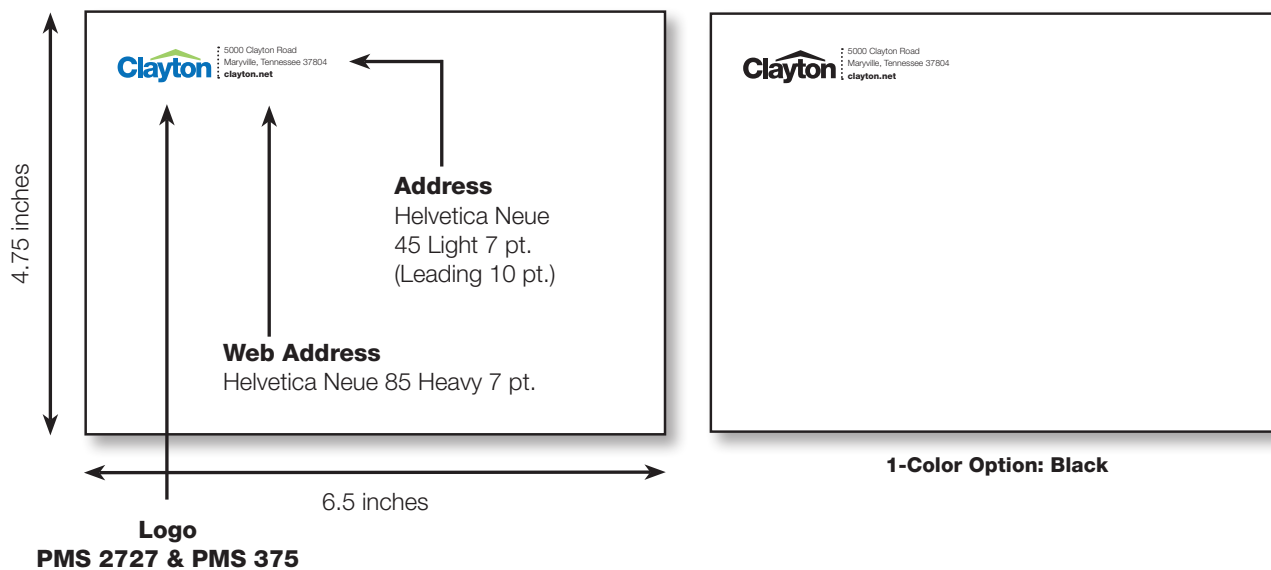
Smooth, white only, coated and uncoated paper stocks are permitted for all Clayton printed products. Weights, manufacturers, and printing vendors will be collaboratively selected by CMH Manufacturing, Inc., representatives based on appropriateness and expense.

This note card envelope is reproduced in 3-colors:

- PMS 2727 blue
- PMS 375 green
- Black

1-Color Option:

- Black



Corporate Style Guide

Presentation Folder

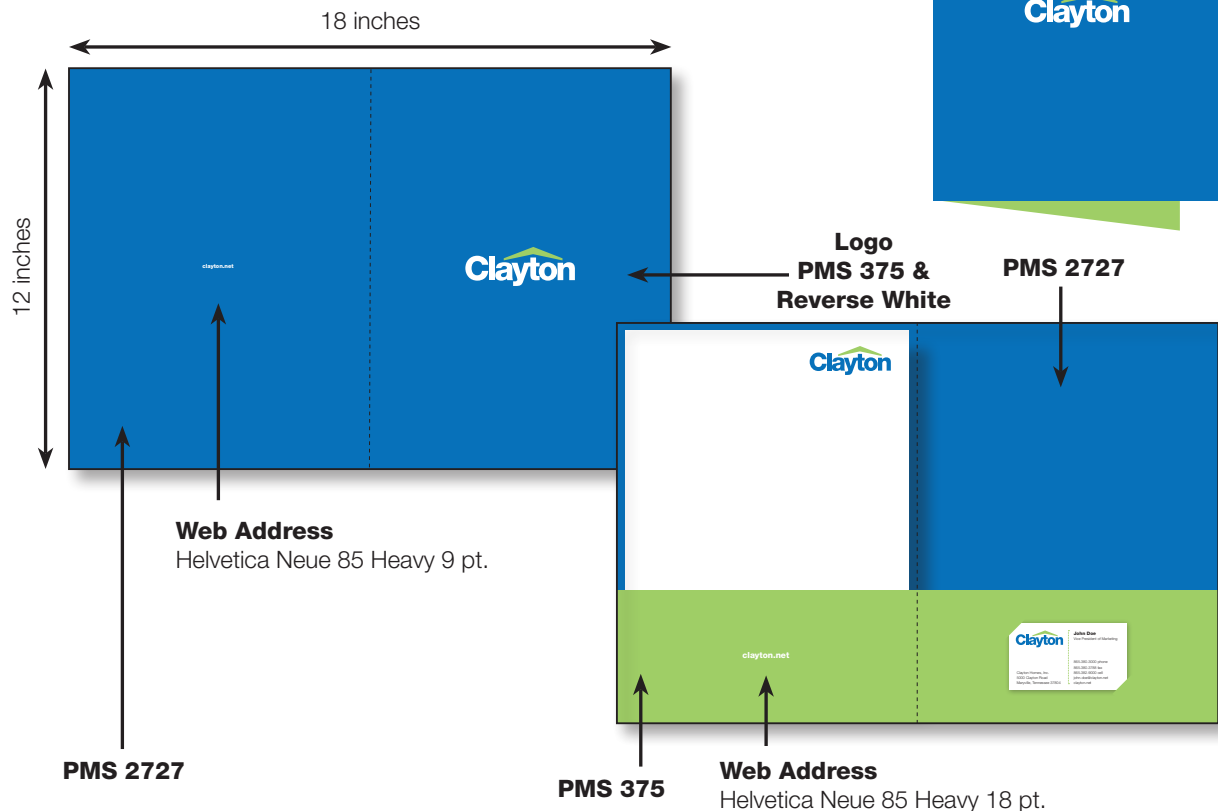
The designs presented on this page were produced in the page layout program InDesign. It is recommended that production of these materials be executed by competent graphics service providers who are proficient with the wide array of graphic software applications.

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Smooth, white only, coated and uncoated paper stocks are permitted for all Clayton printed products. Weights, manufacturers, and printing vendors will be collaboratively selected by CMH Manufacturing, Inc., representatives based on appropriateness and expense.

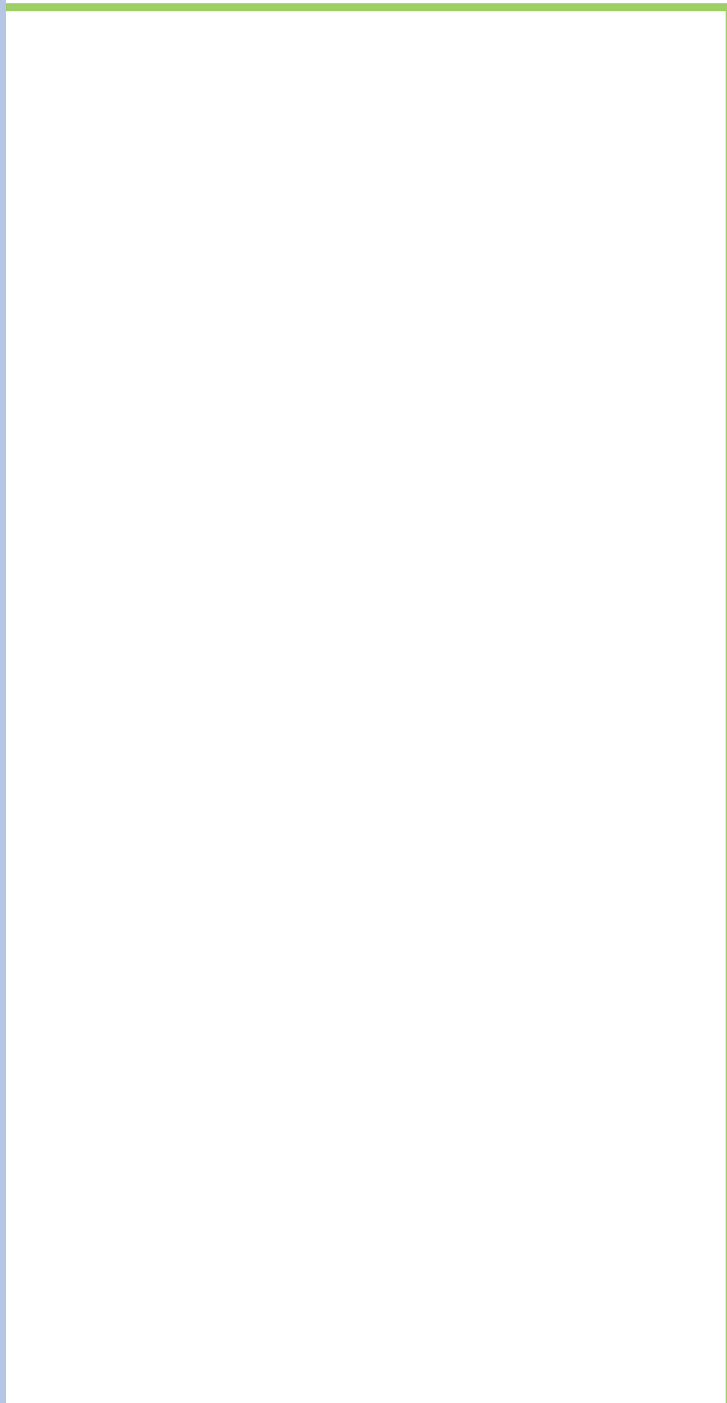
This folder is reproduced in 2-colors:

- PMS 2727 blue
- PMS 375 green



CMH Manufacturing, Inc.

Brand Guidelines



History and Overview:

Since its first home sold in 1966, Clayton Homes has grown into a nationally recognized, vertically integrated provider of affordable housing. In 2002, the company was acquired by Warren Buffet and Berkshire Hathaway, Inc. Today Clayton builds, sells, finances and insures homes to thousands of Americans from coast to coast. CMH Manufacturing, the home building arm of Clayton, builds and distributes homes to over 1600 retailers nationwide including 1200 independently-owned retail sales locations and an additional 442 model home centers owned by the company's retail outlet, CMH Homes, Inc. Vanderbilt Mortgage and Finance and 21st Mortgage Corporation comprise



the finance segment of the company, servicing 330,000 existing loans while continually originating new home loans sold through the company's distribution network. The company's insurance provider, Home First, insures over 160,000 family homes with a variety of home owner protection products.



Logo Usage and Guidelines

1-color blue .eps and 1-color black .eps

The logo pictured here was developed uniquely for CMH Manufacturing, Inc., and is the accepted version.

This .eps version of the CMH Manufacturing, Inc., logo is contained in a PC or Macintosh formatted file. The file is appropriate for commercial applications like printing, signage, embossing, or

for multi-color silk screen applications. The document should be archived and provided to competent graphics service providers. It is a vector file.

Creative solutions, screened logos, etc., must be approved by home office marketing.

This illustrator .eps logo may be reproduced in two 1-color options:

PMS 294 blue and black

CMH
MANUFACTURING

CMH
MANUFACTURING

Option #1 is:



PMS 294 blue

Option #2 is:



Black

Logo Usage and Guidelines

Tif and jpeg for Word and PowerPoint

The logo pictured here was developed uniquely for CMH Manufacturing, Inc., and is the accepted version.

The 100 PPI tif logo is the appropriate selection for an image imported into the Microsoft suite of products. The Microsoft products are designed to output to 72 PPI desktop printers or color copiers. This logo should NOT be used for commercial printing applications.

Production quality will suffer if the image is enlarged, but will improve if the image is reduced.

Tif is supported by Microsoft Word and Microsoft PowerPoint, and the file can be imported, cropped, and re-sized through the picture import function of each program. Instructions can be found through the index of the Microsoft Word manual under the heading "insert" and then the subhead "graphic objects into documents."

300 PPI jpeg files are also available.

Important: The logo will become distorted if not proportionally re-sized. This may be done by holding the "shift" key when re-sizing images.



CMH
MANUFACTURING

100 PPI tif or 300 PPI jpeg



CMH
MANUFACTURING

100 PPI tif or 300 PPI jpeg

Approved Logo Usage

We have two approved CMH Manufacturing, Inc., logos: Our PMS 294 blue logo and our black logo. The PMS 294 blue logo is the preferred logo to use the majority of the time, however, it is usually accompanied by black text, making this a 2-color piece. The black logo must be used when printing requires only 1-color. The black logo must be accompanied by black or grayscale elements. At no time should the PMS 294 logo be used as a 1-color piece with blue text or graphics.

The logo by itself should be used in business communication relating to CMH Manufacturing, Inc., as a whole. It is also the preferred logo for all internal communication.

At this time no tagline for CMH Manufacturing, Inc., exists. Therefore, no tagline or slogan should ever accompany the logo without the direct approval of home office marketing. In addition, the logo consists of "CMH" and the word "Manufacturing" centered directly under it, and should always be treated as a single unit. At no time should "CMH" appear without the word "Manufacturing", nor should the word "Manufacturing" ever be positioned to the side of "CMH".

Important: The logo should never be used as part of a sentence. In marketing and advertising copy, letters, memos, etc., CMH Manufacturing should be written in plain text.



~~CMH MANUFACTURING is the home building arm for Clayton.~~

Logo Color

The CMH Manufacturing, Inc., logo should always be printed using the selected spot color which is PMS 294 blue. This color should be matched exactly. If the logo is to be printed as 4-color process, the CMYK equivalent of the PMS color should be used.

Full Color: on a solid white background (preferred) or light-color background. If a light-color background is to be used, the logo must meet all logo guidelines and be readable and sharp. The logo should not be used on dark backgrounds.

Solid White: for use on dark backgrounds and 1-color applications.

Solid Black: for use on light backgrounds and 1-color or black and white applications.



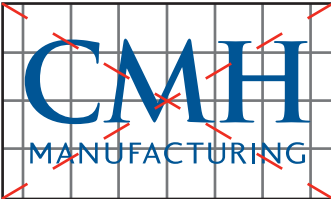
Logo Environment

For our logo to work effectively as a strong brand identifier, the logo should always be seen in its entirety and should never be partially hidden by text or art. Always place the logo in an uncompetitive environment with ample breathing space around it.

The logo should never be placed on a heavily patterned background, nor should any design elements (lines, patterns, art) intrude upon, touch or compete with the logo.

Never place the logo over a divided color background, or place the logo over a busy photograph. Choose a photograph or an area of the photograph that is less competitive with the logo and has consistent color tone. You may choose to fade, or ghost the image back in order to protect the logo's dominance.

Important: Never box-in, alter or add design elements to the logo. Any design alterations such as screened logos, drop shadows, outline strokes, outer glows, etc., must be approved by home office marketing.



CMH Manufacturing Style Guide

Internal and External Communications Materials

Properly presenting the CMH Manufacturing, Inc., logo is just one part of maintaining our brand in communications materials. It is equally important to maintain consistency in everything from body text timesteps to color choices. Even the width of your margins plays an important role. If a potential customer, media representative, or other person receives CMH Manufacturing documents from

several different locations and those documents do not appear consistent, then the brand message may be weakened. All our documents should have a consistent appearance and style. They may contain different information — some may have graphics and some may not. They may also serve different purposes, however, it is important that the overall style and guidelines remain consistent.

CMH Style Guide

Font Usage and Color Palette

Typeface: Helvetica Neue is the typeface of choice for all communications materials. It may be purchased from Adobe, Inc. We have provided font usage guidelines in order to maintain consistency with all materials. Special attention should be paid to font size and leading as well as font weights.



Color Palette: The official CMH Manufacturing, Inc., colors are PMS 294 blue, black and white. The majority of our materials use these colors. But, occasionally, you may create documents or presentations that require more colors. Please contact home office marketing to work out the best solution.

Adobe Postscript Font:

Helvetica Neue: Helvetica Neue 45 Light

Helvetica Neue: Helvetica Neue 65 Medium

Helvetica Neue: Helvetica Neue 85 Heavy

Color Name Pantone Spot	Color Name Pantone Process	Process Color Breakdown			
		C	M	Y	K
 PMS 294	PMS 294	100	56	0	18
 Black	Black	0	0	0	100

Note: The colors in this book are 4-color representations of PMS colors. Please use a Pantone book for exact color for coated and uncoated paper.

CMH Style Guide

Business Cards

The designs presented on this page were produced in the page layout program InDesign. It is recommended that production of these materials be executed by competent graphics service providers who are proficient with the wide array of graphic software applications.

The native InDesign files and .eps vector files of the CMH Manufacturing, Inc., logos are available from home office marketing. Exact reproductions or interpretations of these designs is permitted but must be approved by home office marketing.

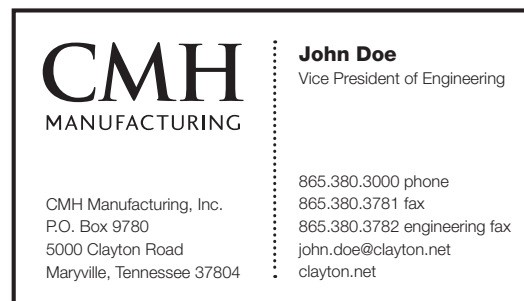
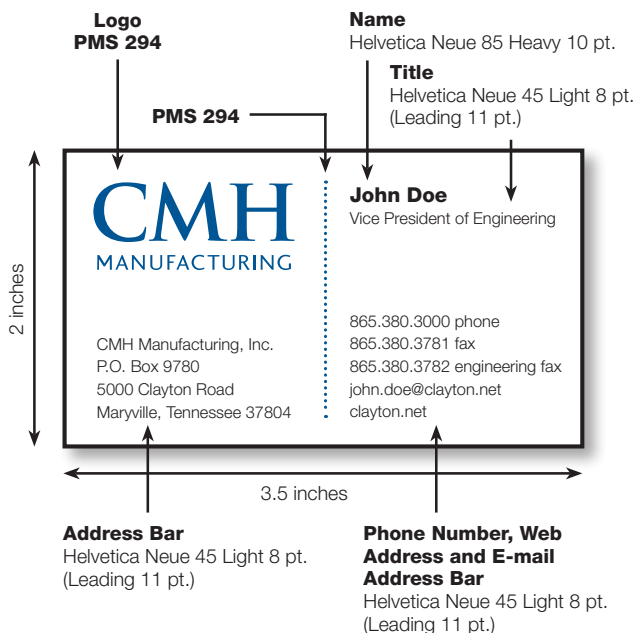
Smooth, white only, coated and uncoated paper stocks are permitted for all CMH Manufacturing, Inc., printed products. Weights, manufacturers, and printing vendors will be collaboratively selected by CMH Manufacturing, Inc., representatives based on appropriateness and expense.

This business card is reproduced in 2-colors:

- PMS 294 blue
- Black

1-Color Option:

- Black



1-Color Option: Black

CMH Style Guide

Standard 8.5 x 11 Stationery

The designs presented on this page were produced in the page layout program InDesign. It is recommended that production of these materials be executed by competent graphics service providers who are proficient with the wide array of graphic software applications.

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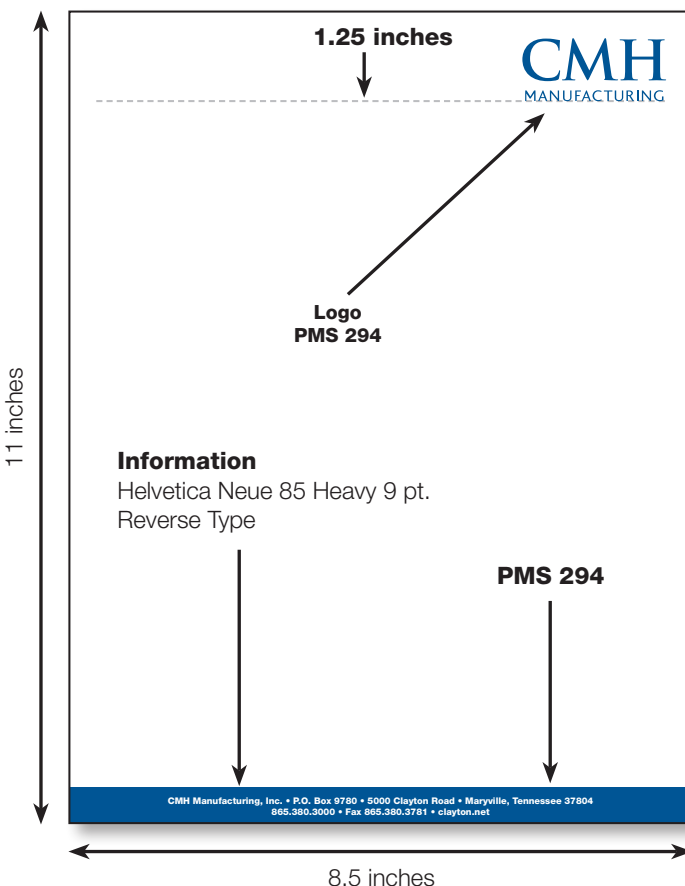
Smooth, white only, coated and uncoated paper stocks are permitted for all CMH Manufacturing, Inc., printed products. Weights, manufacturers, and printing vendors will be collaboratively selected by CMH Manufacturing, Inc., representatives based on appropriateness and expense.

This stationery is reproduced in 1-color:

- PMS 294 blue

1-Color Option #2:

- Black



1-Color Option #2: Black
(Reduced in comparison)

CMH Style Guide

Standard #10 Envelope

The designs presented on this page were produced in the page layout program InDesign. It is recommended that production of these materials be executed by competent graphics service providers who are proficient with the wide array of graphic software applications.

The native InDesign files and .eps vector files of the CMH Manufacturing, Inc., logos are available from home office manufacturing. Exact reproductions or interpretations of these designs is permitted but must be approved by home office manufacturing.

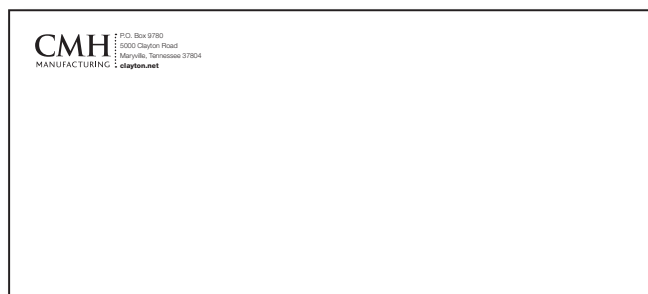
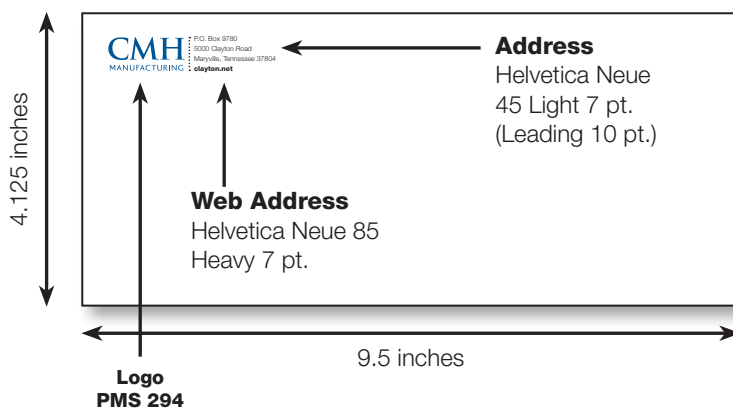
Smooth, white only, coated and uncoated paper stocks are permitted for all CMH Manufacturing, Inc., printed products. Weights, manufacturers, and printing vendors will be collaboratively selected by CMH Manufacturing, Inc., representatives based on appropriateness and expense.

This envelope is reproduced in 2-colors:

- PMS 294 blue
- Black

1-Color Option:

- Black



1-Color Option: Black

CMH Style Guide

Standard Note Card

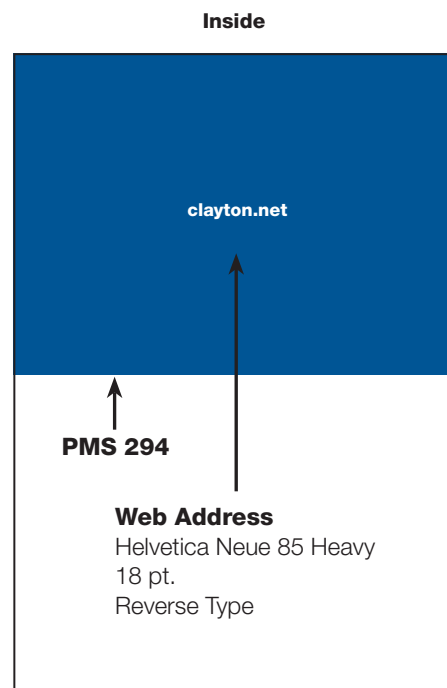
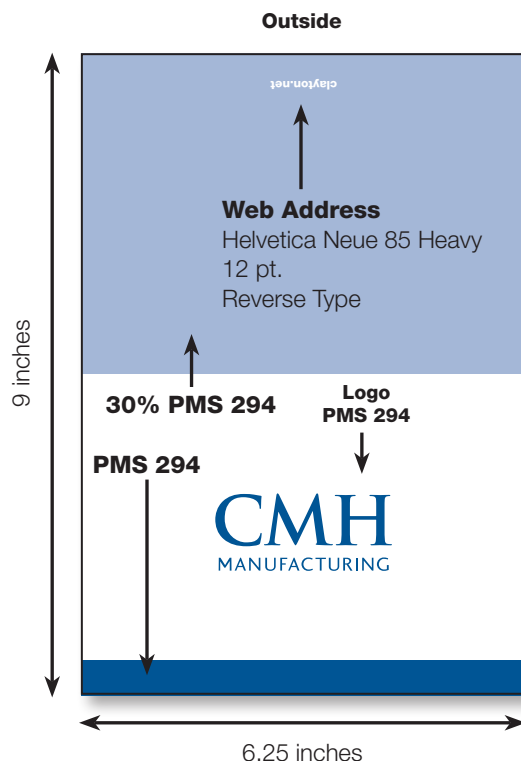
The designs presented on this page were produced in the page layout program InDesign. It is recommended that production of these materials be executed by competent graphics service providers who are proficient with the wide array of graphic software applications.

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Smooth, white only, coated and uncoated paper stocks are permitted for all CMH Manufacturing, Inc., printed products. Weights, manufacturers, and printing vendors will be collaboratively selected by CMH Manufacturing, Inc., representatives based on appropriateness and expense.

This note card is reproduced in 1-color:

- PMS 294 blue
- 30% PMS 294 blue



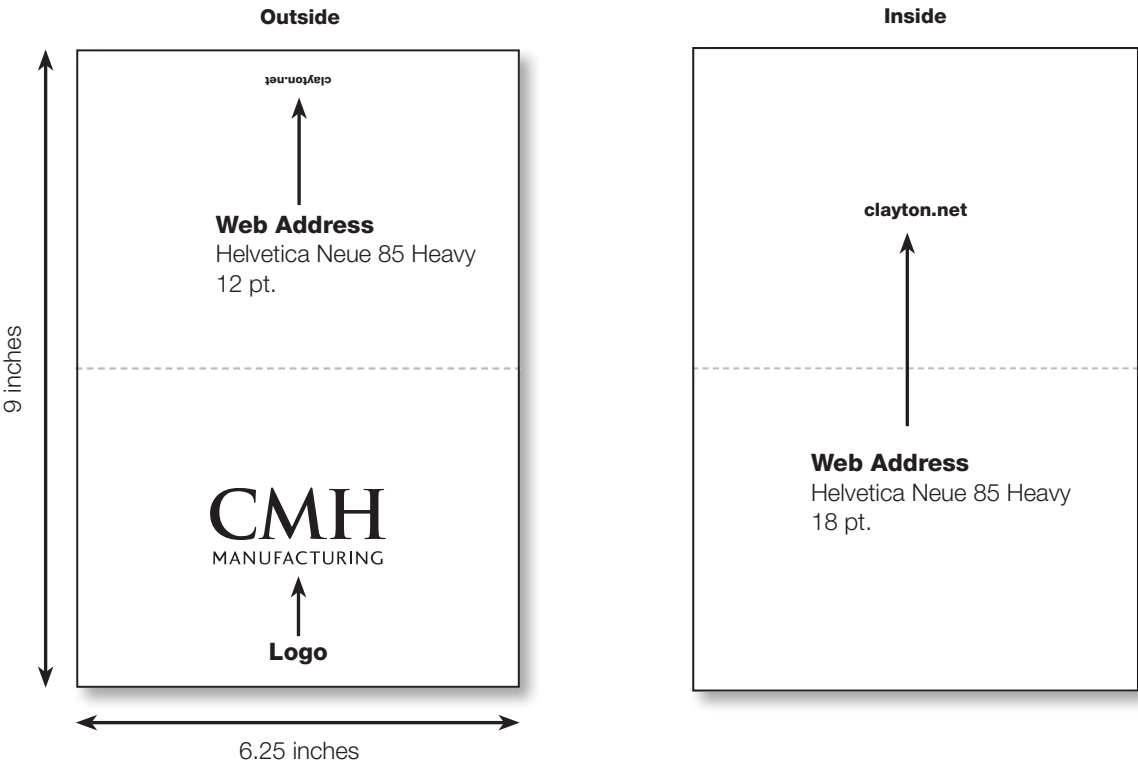
CMH Style Guide

Standard Note Card: 1-Color Option #2

The PMS 294 blue note card is the preferred method of printing for the materials the majority of the time. However, you may choose the second color option, which is black. No other colors may be used without direct approval from home office marketing.

1-Color Option #2:

- Black



1-Color Option #2: Black

CMH Style Guide

Standard Note Card Envelope

The designs presented on this page were produced in the page layout program InDesign. It is recommended that production of these materials be executed by competent graphics service providers who are proficient with the wide array of graphic software applications.

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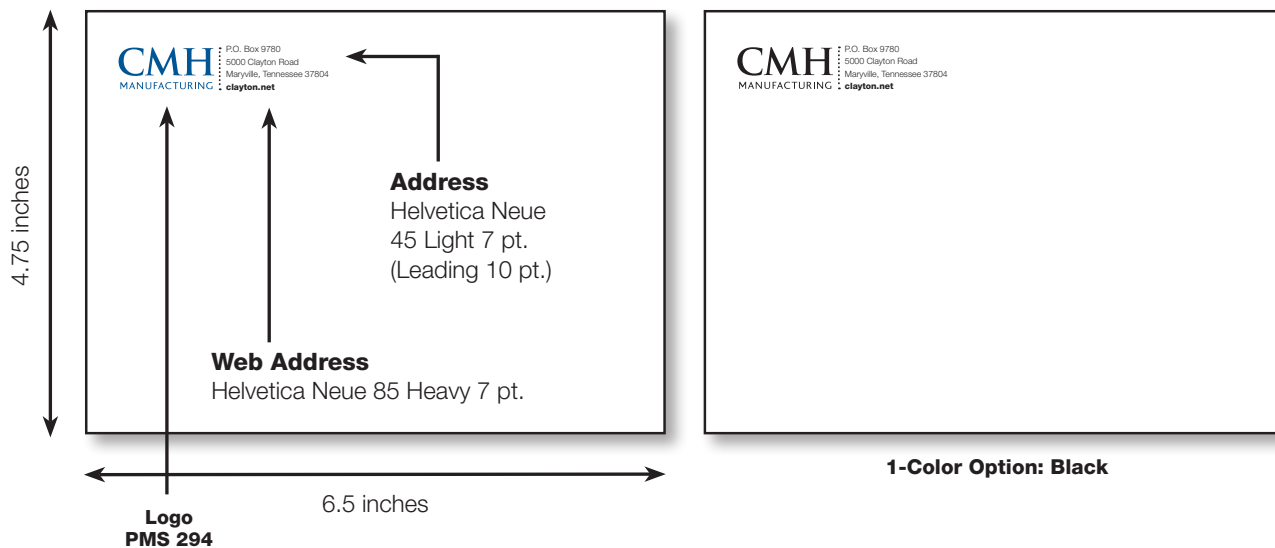
Smooth, white only, coated and uncoated paper stocks are permitted for all CMH Manufacturing, Inc., printed products. Weights, manufacturers, and printing vendors will be collaboratively selected by CMH Manufacturing, Inc., representatives based on appropriateness and expense.

This note card envelope is reproduced in 2-colors:

- PMS 294 blue
- Black

1-Color Option:

- Black



CMH Style Guide

Presentation Folder

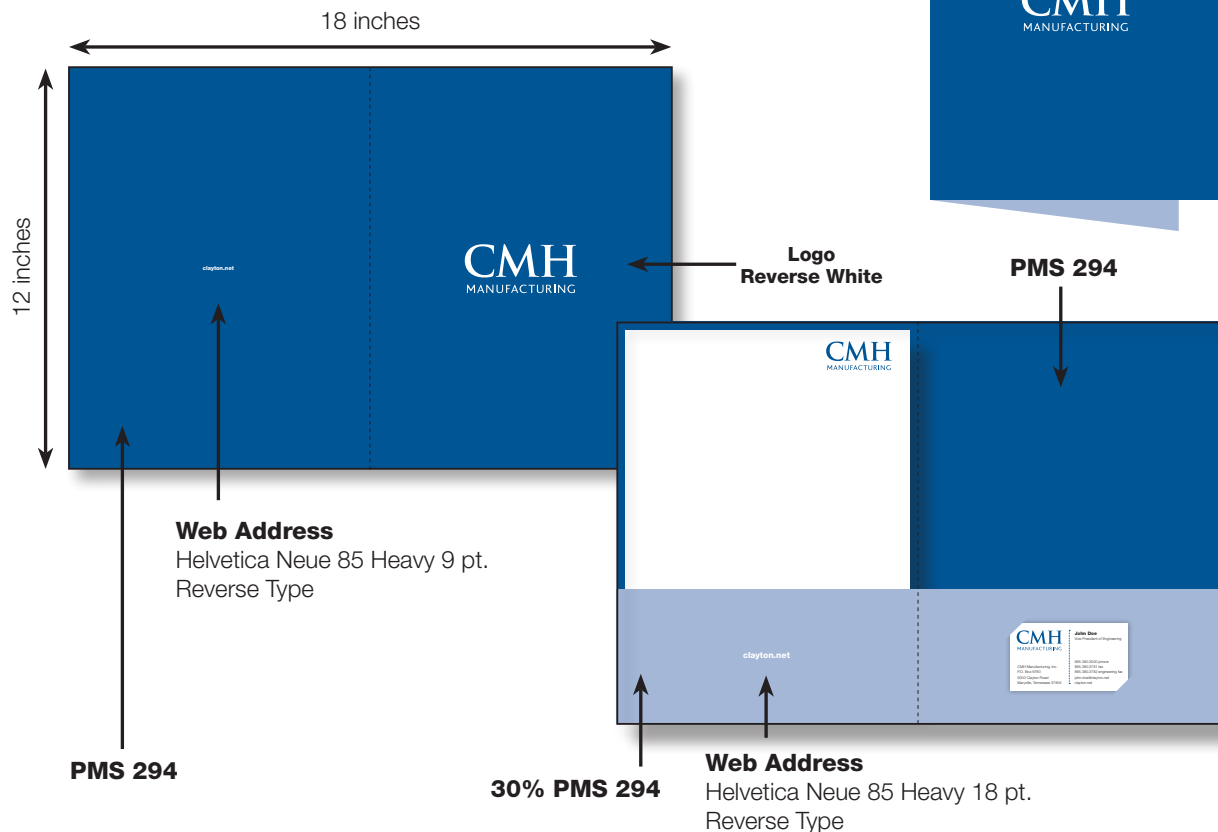
The designs presented on this page were produced in the page layout program InDesign. It is recommended that production of these materials be executed by competent graphics service providers who are proficient with the wide array of graphic software applications.

The native InDesign files and .eps vector files of the CMH Manufacturing, Inc., logos are available from home office marketing. Exact reproductions or interpretations of these designs is permitted but must be approved by home office marketing.

Smooth, white only, coated and uncoated paper stocks are permitted for all CMH Manufacturing, Inc., printed products. Weights, manufacturers, and printing vendors will be collaboratively selected by CMH Manufacturing, Inc., representatives based on appropriateness and expense..

This folder is reproduced in 1-color:

- PMS 294 blue
- 30% PMS 294 blue



Clayton

Brand Guidelines

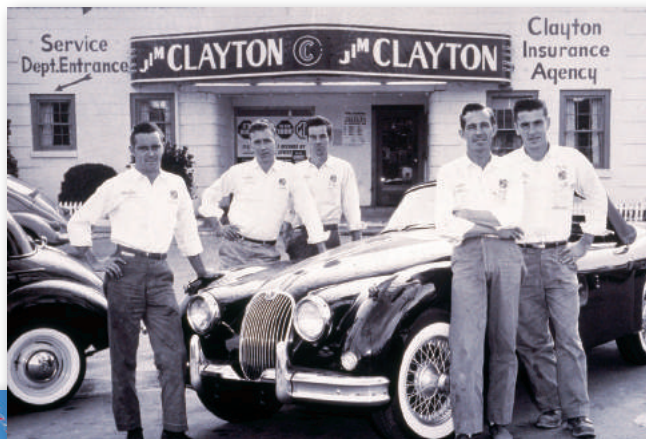




History and Overview:

Since its first home sold in 1966, Clayton has grown into a nationally recognized, vertically integrated provider of affordable housing. Clayton strives to build the best homes at the best affordable price through manufacturing systems excellence, product innovations and a continual focus on customer satisfaction.

“best home best price” summarizes Clayton’s commitment to becoming America’s low-cost provider of top-quality homes.



Logo Usage and Guidelines

1-color blue .eps and 1-color black .eps

The logo pictured here was developed uniquely for Clayton and is the accepted version.

This .eps version of the Clayton logo is contained in a PC or Macintosh formatted file. The file is appropriate for commercial applications like printing, signage, embossing, or for multi-color silk screen applications. The document should be

archived and provided to competent graphics service providers. It is a vector file.

Creative solutions, screened logos, etc., must be approved by home office marketing.

This illustrator .eps logo may be reproduced in two 1-color options:

PMS 294 blue and black

The Clayton logo in PMS 294 blue, featuring a stylized, italicized font with a double underline.The Clayton logo in black, featuring a stylized, italicized font with a double underline.

Option #1 is:



PMS 294 blue

Option #2 is:



Black

Logo Usage and Guidelines

Tif and jpeg for Word and PowerPoint

The logo pictured here was developed uniquely for Clayton and is the accepted version.

The 100 PPI tif logo is the appropriate selection for an image imported into the Microsoft suite of products. The Microsoft products are designed to output to 72 PPI desktop printers or color copiers. This logo should NOT be used for commercial printing applications.

Production quality will suffer if the image is enlarged, but will improve if the image is reduced.

Tif is supported by Microsoft Word and Microsoft PowerPoint, and the file can be imported, cropped, and re-sized through the picture import function of each program. Instructions can be found through the index of the Microsoft Word manual under the heading "insert" and then the subhead "graphic objects into documents."

300 PPI jpeg files are also available.

Important: The logo will become distorted if not proportionally re-sized. This may be done by holding the "shift" key when re-sizing images.



100 PPI tif or 300 PPI jpeg



100 PPI tif or 300 PPI jpeg

Approved Logo Usage

We have two approved Clayton logos: Our PMS 294 blue logo and our black logo. The PMS 294 blue logo is the preferred logo to use the majority of the time, however, it is usually accompanied by black text, making this a 2-color piece. The black logo must be used when printing requires only 1-color. The black logo must be accompanied by black or grayscale elements. At no time should the PMS 294 logo be used as a 1-color piece with blue text or graphics.

The logo by itself should be used in business communication relating to Clayton as a whole. It is also the preferred logo for all internal communication.

Clayton and Clayton Corporate share the same “best home best price” tagline. The logo may be used with or without the “best home best price” tagline. However, anytime the tagline is to accompany the logo, it is to be positioned under and flush right of the logo as shown below. The tagline should never be positioned to the side of the logo, nor should it ever overpower or compete with the logo. The tagline may be used as a stand-alone graphic, however, the logo must always be present within the design.

Important: The logo should never be used as part of a sentence. In marketing and advertising copy, letters, memos, etc., Clayton should be written in plain text.



best home best price



best home best price



best home best price



strives to build the best home at the best affordable price.

Logo Color

The Clayton logo should always be printed using the selected spot color which is PMS 294 blue. This color should be matched exactly. If the logo is to be printed as 4-color process, the CMYK equivalent of the PMS color should be used.

Full Color: on a solid white background (preferred) or light-color background. If a light-color background is to be used, the logo must meet all logo guidelines and be readable and sharp. The logo should not be used on dark backgrounds.

Solid White: for use on dark backgrounds and 1-color applications.

Solid Black: for use on light backgrounds and 1-color or black and white applications.



Logo Environment

For our logo to work effectively as a strong brand identifier, the logo should always be seen in its entirety and should never be partially hidden by text or art. Always place the logo in an uncompetitive environment with ample breathing space around it. The same guidelines apply when the tagline is to be included.

The logo should never be placed on a heavily patterned background, nor should any design elements (lines, patterns, art) intrude upon, touch or compete with the logo.

Never place the logo over a divided color background, or place the logo over a busy photograph. Choose a photograph or an area of the photograph that is less competitive with the logo and has consistent color tone. You may choose to fade, or ghost the image back in order to protect the logo's dominance.

Important: Never box-in, alter or add design elements to the logo. Any design alterations such as screened logos, drop shadows, outline strokes, outer glows, etc., must be approved by home office marketing.



Plant Specific Logos

Usage and Guidelines

The same usage and guidelines as previously illustrated and explained apply to the Clayton plant specific logos. The only exception would be when the “best home best price” tagline is included as part of the logo. In this case, the tagline should be centered under the logo rather than flush right.

These logos are primarily used by individual plants under the Clayton brand for internal and external communications materials, as well as sales literature and trade show items. Each logo contains the specific location of the individual plant. In this illustration, the Clayton Ardmore plant is used as an example.



best home best price



best home best price



Option #1 is: PMS 294 blue



Option #2 is: Black



Option #3 is:
Reverse white



Important: Never alter or add design elements to the logo. Any design alterations such as screened logos, drop shadows, outline strokes, outer glows, etc., must be approved by home office marketing. See blind embossed example above.

Plant Specific Logos

Current Plant Logo Examples

Shown below are examples of the plant specific logos listed in alphabetical order. These are the

current plants that fall under the brand name Clayton.

Clayton Plants



Plant Specific Color Assignments:

Another very important aspect of creating a brand is color selection and environment. The color swatches that are illustrated in this section were researched and carefully selected because of their modern-day appeal as well as being complimentary to each other. With the various individual brands and plants under the Clayton Manufacturing, Inc., umbrella, the color assignments are intended to create an individual identity for each brand, and individual plant.




Each plant has been assigned a primary color which, in most cases is the same color as the logo within that particular brand. Each plant within that particular brand will share the same primary color. In addition, a secondary color has been assigned to differentiate the various plants within the brand. A third color has been assigned as an optional accent color to be used as needed or desired. These colors will apply to most, if not all sales and trade show materials such as sales literature, silent sales kits, house and real estate signs, banners, trade show booths, etc. No other colors may be used or introduced without consultation or permission from home office marketing.

Note: The colors in this book are 4-color representations of PMS colors. Please use a Pantone book for exact color for coated and uncoated paper.




Plant Specific Color Assignment Swatches:

Clayton Plants




Appalachia

 Primary: PMS 294	 Secondary: PMS 7495	 Accent: English Khaki
--	---	---




Hodgenville

 Primary: PMS 294	 Secondary: Starfruit	 Accent: PMS 492
--	--	---




Ardmore

 Primary: PMS 294	 Secondary: Spring Leaf	 Accent: PMS 136
--	--	---




Maynardville

 Primary: PMS 294	 Secondary: PMS 1807	 Accent: PMS 556
--	---	---

Bonham

 Primary: PMS 294	 Secondary: Starfruit	 Accent: PMS 492
--	--	---




Oxford

 Primary: PMS 294	 Secondary: PMS 576	 Accent: PMS 5425
--	--	--




El Mirage

 Primary: PMS 294	 Secondary: PMS 7412	 Accent: PMS 7406
--	---	--




Richfield

 Primary: PMS 294	 Secondary: PMS 484	 Accent: PMS 122
--	--	---




Halls

 Primary: PMS 294	 Secondary: PMS 1797	 Accent: English Khaki
--	---	---

Rutledge

 Primary: PMS 294	 Secondary: PMS 5425	 Accent: PMS 1235
--	---	--

Henderson




 Primary: PMS 294	 Secondary: PMS 542	 Accent: Spring Leaf
--	--	---




Savannah I




 Primary: PMS 294	 Secondary: English Khaki	 Accent: PMS 5763
--	--	--




Plant Specific Color Assignment Swatches:




Clayton Plants continued




Savannah II		
 Primary: PMS 294	 Secondary: PMS 7412	 Accent: PMS 7406

Waco II		
 Primary: PMS 294	 Secondary: PMS 5425	 Accent: PMS 1235

Sulphur Springs		
 Primary: PMS 294	 Secondary: English Khaki	 Accent: PMS 5763


















Waycross		
 Primary: PMS 294	 Secondary: PMS 136	 Accent: Yew

Waco I		
 Primary: PMS 294	 Secondary: Yew	 Accent: PMS 136

White Pine		
 Primary: PMS 294	 Secondary: Yew	 Accent: PMS 7407


















Plant Specific

PMS Color Equivalent – CMYK (4-color process)

	Color Name Pantone Spot	Color Name Pantone Process	Process Color Breakdown			
			C	M	Y	K
	PMS 122	PMS 122	0	17	80	0
	PMS 136	PMS 136	0	27	76	0
	PMS 294	PMS 294	100	56	0	18
	PMS 484	PMS 484	0	95	100	29
	PMS 492	PMS 492	0	70	66	30
	PMS 542	PMS 542	62	22	0	3
	PMS 556	PMS 556	42	0	33	27
	PMS 576	PMS 576	49	0	100	39
	PMS 1235	PMS 1235	0	29	91	0
	PMS 1797	PMS 1797	0	100	99	4
	PMS 1807	PMS 1807	0	100	96	28
	PMS 5425	PMS 5425	34	0	0	38
	PMS 5763	PMS 5763	16	0	74	57
	PMS 7406	PMS 7406	0	18	100	0
	PMS 7407	PMS 7407	0	22	85	11
	PMS 7412	PMS 7412	0	42	100	7
	PMS 7495	PMS 7495	25	0	80	30

Plant Specific

PMS Color Equivalent – RGB (red, green, blue)





	Color Name Pantone Spot	Color Name Pantone Process	Red, Green, Blue Breakdown		
			R	G	B
	PMS 122	N/A	238	197	82
	PMS 136	N/A	230	175	85
	PMS 294	N/A	34	78	132
	PMS 484	N/A	141	42	22
	PMS 492	N/A	146	76	60
	PMS 542	N/A	105	145	195
	PMS 556	N/A	116	147	129
	PMS 576	N/A	96	121	45
	PMS 1235	N/A	228	171	61
	PMS 1797	N/A	184	40	29
	PMS 1807	N/A	141	32	26
	PMS 5425	N/A	110	136	153
	PMS 5763	N/A	104	108	55
	PMS 7406	N/A	237	193	43
	PMS 7407	N/A	207	166	68
	PMS 7412	N/A	203	138	40
	PMS 7495	N/A	137	149	72





Plant Specific

Custom-Built Colors – CMYK and RGB

All custom colors illustrated in this brand guideline were developed specifically for Clayton and all the

various brands and plants that fall within the CMH Manufacturing, Inc., family.

	Color Name 4-Color Process	Color Name Spot Color	Process Color Breakdown			
			C	M	Y	K
	English Khaki	N/A	30	30	60	0
	Spring Leaf	N/A	30	0	60	15
	Starfruit	N/A	10	15	75	10
	Yew	N/A	50	0	70	35

	Color Name	N/A	Red, Green, Blue Breakdown		
			R	G	B
	English Khaki	N/A	164	150	108
	Spring Leaf	N/A	154	175	111
	Starfruit	N/A	193	174	87
	Yew	N/A	98	127	80

Clayton Style Guide

Internal and External Communications Materials

Properly presenting the Clayton logo is just one part of maintaining our brand in communications materials. It is equally important to maintain consistency in everything from body text timesteps to color choices. Even the width of your margins plays an important role. If a potential customer, media representative, or other person receives Clayton documents from several different locations

and those documents do not appear consistent, then the brand message may be weakened. All our documents should have a consistent appearance and style. They may contain different information — some may have graphics and some may not. They may also serve different purposes, however, it is important that the overall style and guidelines remain consistent.

Clayton Style Guide

Font Usage and Color Palette

Typeface: Helvetica Neue is the typeface of choice for all communications materials. It may be purchased from Adobe, Inc. We have provided font usage guidelines in order to maintain consistency with all materials. Special attention should be paid to font size and leading as well as font weights.

Color Palette: The official Clayton colors are PMS 294 blue, black and white. The majority of our materials use these colors. But, occasionally, you may create documents or presentations that require more colors. Please contact home office marketing to work out the best solution.

Adobe Postscript Font:

Helvetica Neue: Helvetica Neue 45 Light



Helvetica Neue: Helvetica Neue 65 Medium

Helvetica Neue: Helvetica Neue 85 Heavy

Tagline Font:

Redford Bold: Lower Case

Redford Light: Lower Case

	Color Name Pantone Spot	Color Name Pantone Process	Process Color Breakdown			
			C	M	Y	K
	PMS 294	PMS 294	100	56	0	18
	Black	Black	0	0	0	100

Clayton Style Guide

Business Cards

The designs presented on this page were produced in the page layout program InDesign. It is recommended that production of these materials be executed by competent graphics service providers who are proficient with the wide array of graphic software applications.

The native InDesign files and .eps vector files of the Clayton logos are available from home office marketing. Exact reproductions or interpretations of these designs is permitted but must be approved by home office marketing.

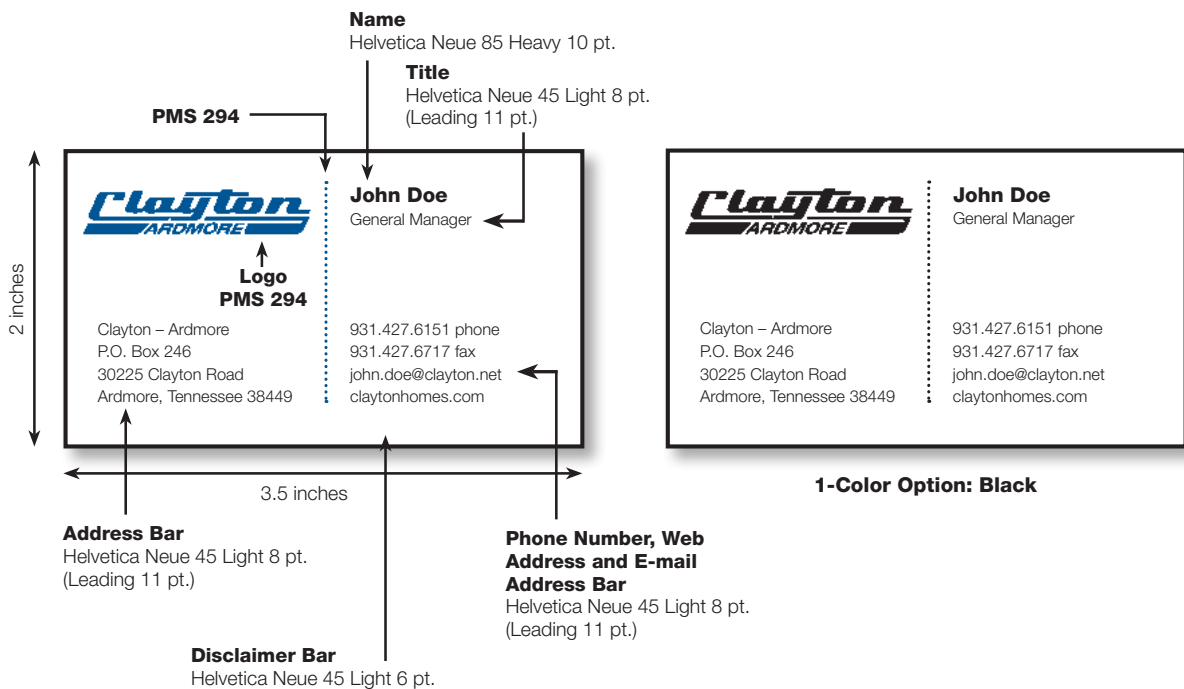
Smooth, white only, coated and uncoated paper stocks are permitted for all Clayton printed products. Weights, manufacturers, and printing vendors will be collaboratively selected by CMH Manufacturing, Inc., representatives based on appropriateness and expense.

This business card is reproduced in 2-colors:

- PMS 294 blue
- Black

1-Color Option:

- Black



Clayton Style Guide

Standard 8.5 x 11 Stationery

The designs presented on this page were produced in the page layout program InDesign. It is recommended that production of these materials be executed by competent graphics service providers who are proficient with the wide array of graphic software applications.

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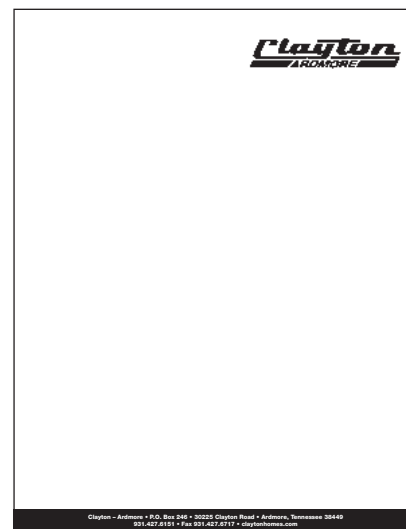
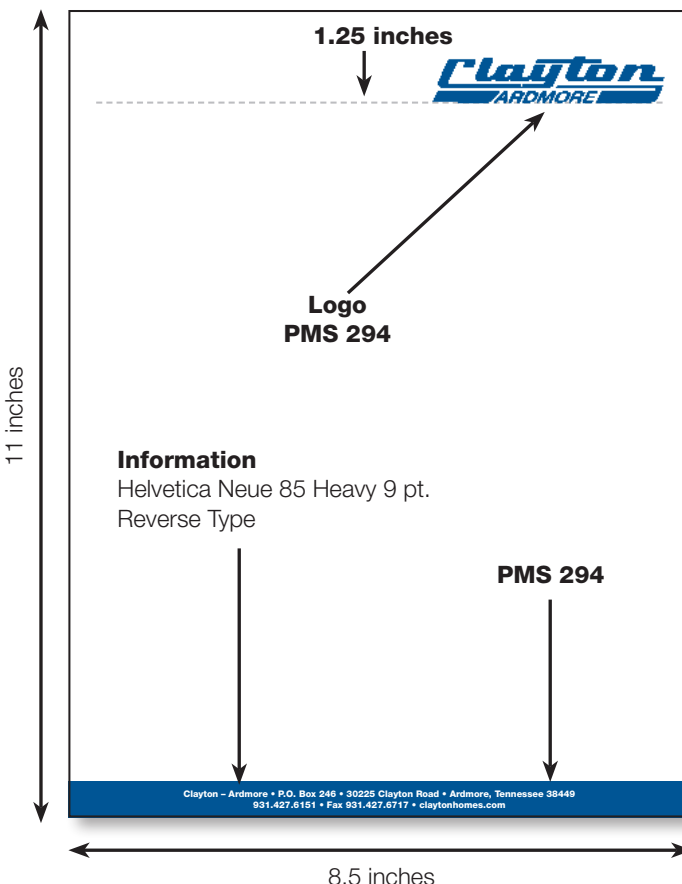
Smooth, white only, coated and uncoated paper stocks are permitted for all Clayton printed products. Weights, manufacturers, and printing vendors will be collaboratively selected by CMH Manufacturing, Inc., representatives based on appropriateness and expense.

This stationery is reproduced in 1-color:

- PMS 294 blue

1-Color Option #2:

- Black



1-Color Option #2: Black
(Reduced in comparison)

Clayton Style Guide

Standard #10 Envelope

The designs presented on this page were produced in the page layout program InDesign. It is recommended that production of these materials be executed by competent graphics service providers who are proficient with the wide array of graphic software applications.

The native InDesign files and .eps vector files of the Clayton logos are available from home office marketing. Exact reproductions or interpretations of these designs is permitted but must be approved by home office marketing.

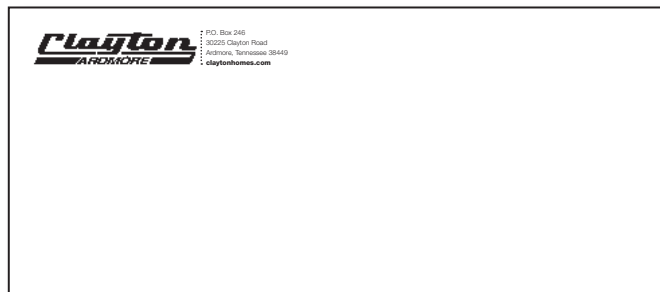
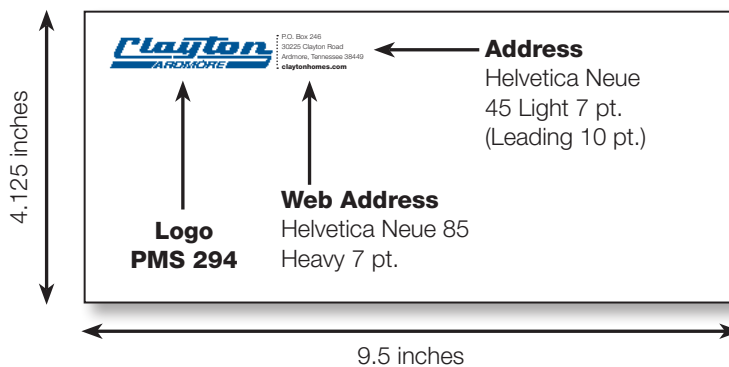
Smooth, white only, coated and uncoated paper stocks are permitted for all Clayton printed products. Weights, manufacturers, and printing vendors will be collaboratively selected by CMH Manufacturing, Inc., representatives based on appropriateness and expense.

This envelope is reproduced in 2-colors:

- PMS 294 blue
- Black

1-Color Option:

- Black



1-Color Option: Black

Clayton Style Guide

Standard Note Card

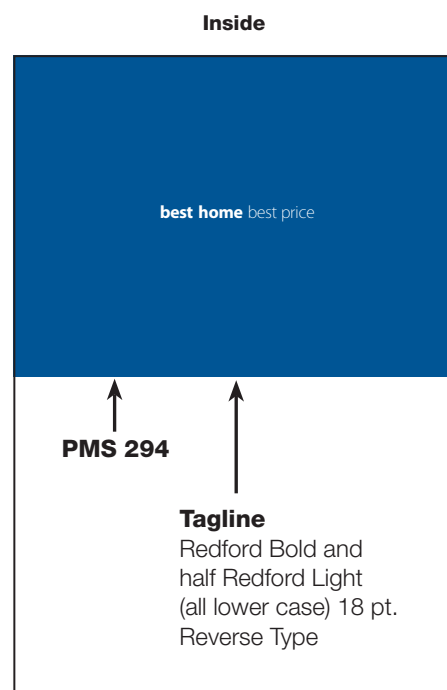
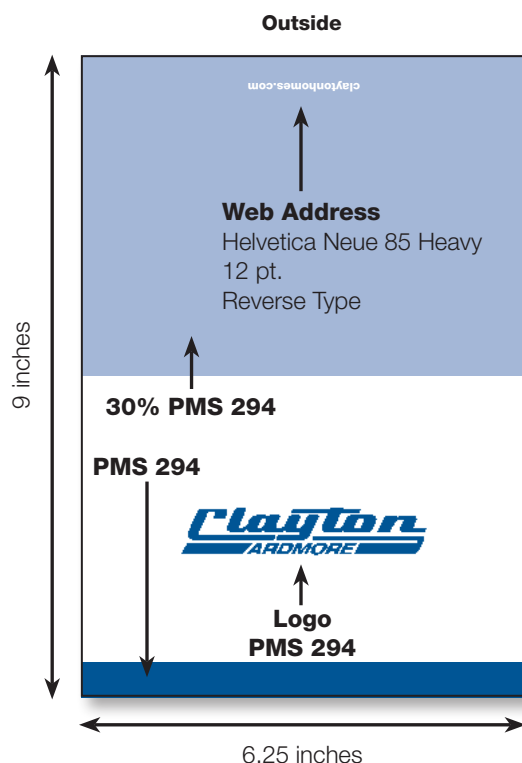
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The native InDesign files and .eps vector files of the Clayton logos are available from CMH Manufacturing Marketing. Exact reproductions or interpretations of these designs is permitted but must be approved by CMH Manufacturing Marketing.

Smooth, white only, coated and uncoated paper stocks are permitted for all Clayton printed products. Weights and manufacturers will be collaboratively selected by CMH Manufacturing, Inc., representatives and printing vendors based on appropriateness and expense.

This note card is reproduced in 1-color:

- PMS 294 blue
- 30% PMS 294



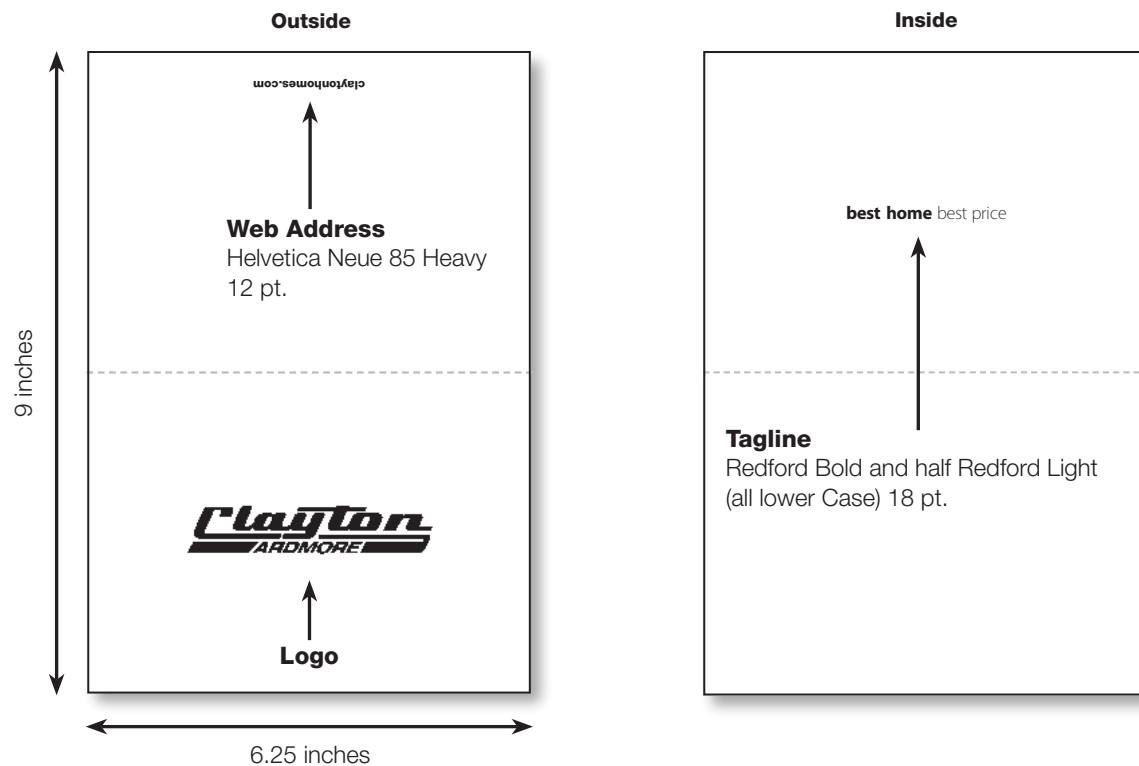
Clayton Style Guide

Standard Note Card: 1-Color Option #2

The PMS 294 blue note card is the preferred method of printing for the materials the majority of the time. However, you may choose the second color option, which is black. No other colors may be used without direct approval from home office marketing.

1-Color Option #2:

- Black



1-Color Option #2: Black

Clayton Style Guide

Standard Note Card Envelope

The designs presented on this page were produced in the page layout program InDesign. It is recommended that production of these materials be executed by competent graphics service providers who are proficient with the wide array of graphic software applications.

The native InDesign files and .eps vector files of the Clayton logos are available from home office marketing. Exact reproductions or interpretations of these designs is permitted but must be approved by home office marketing.

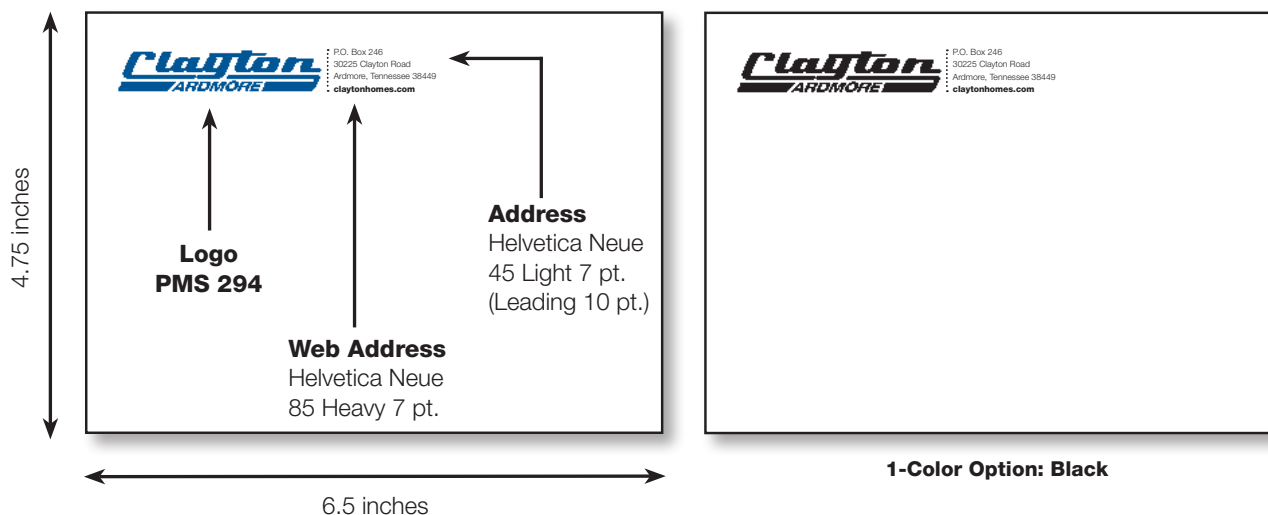
Smooth, white only, coated and uncoated paper stocks are permitted for all Clayton printed products. Weights, manufacturers, and printing vendors will be collaboratively selected by CMH Manufacturing, Inc., representatives based on appropriateness and expense.

This note card envelope is reproduced in 2-colors:

- PMS 294 blue
- Black

1-Color Option:

- Black



Clayton Style Guide

Presentation Folder

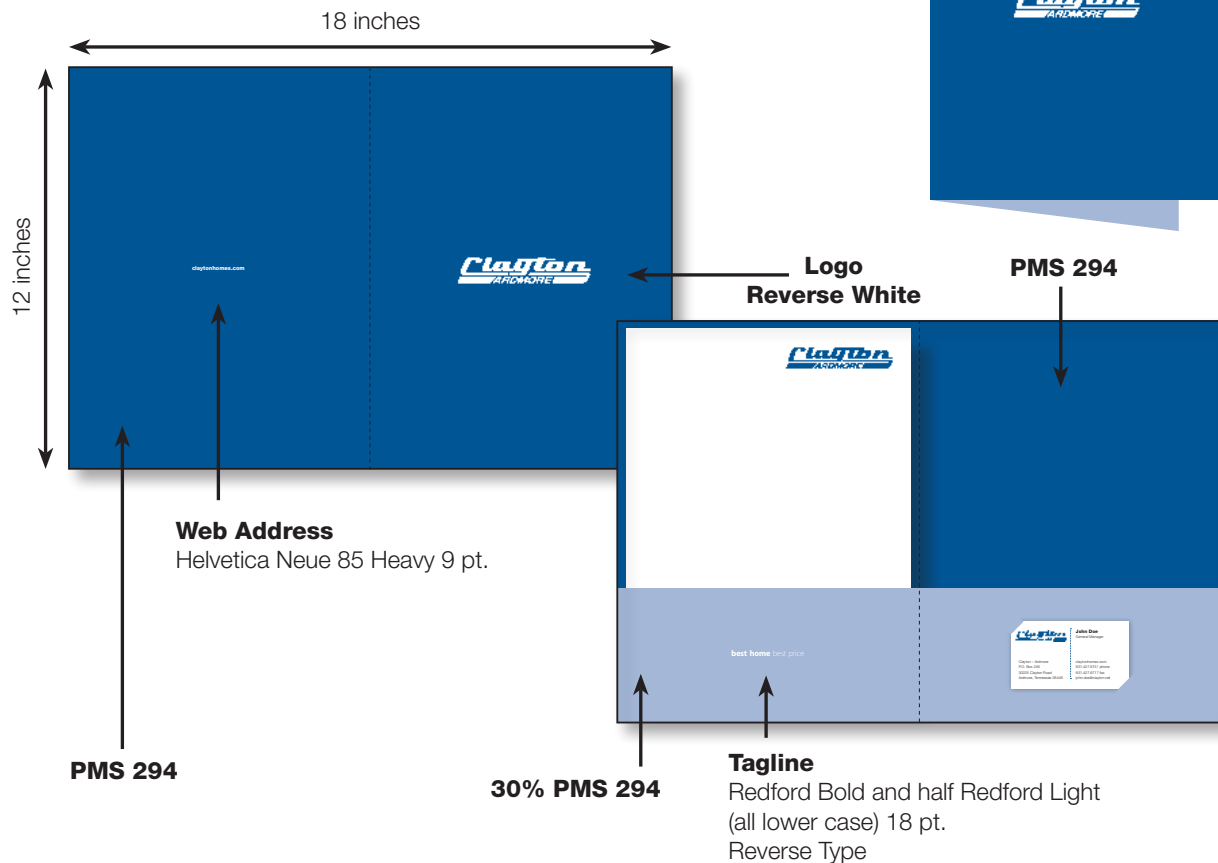
The designs presented on this page were produced in the page layout program InDesign. It is recommended that production of these materials be executed by competent graphics service providers who are proficient with the wide array of graphic software applications.

The native InDesign files and .eps vector files of the Clayton logos are available from home office marketing. Exact reproductions or interpretations of these designs is permitted but must be approved by home office marketing.

Smooth, white only, coated and uncoated paper stocks are permitted for all Clayton printed products. Weights, manufacturers, and printing vendors will be collaboratively selected by CMH Manufacturing, Inc., representatives based on appropriateness and expense.

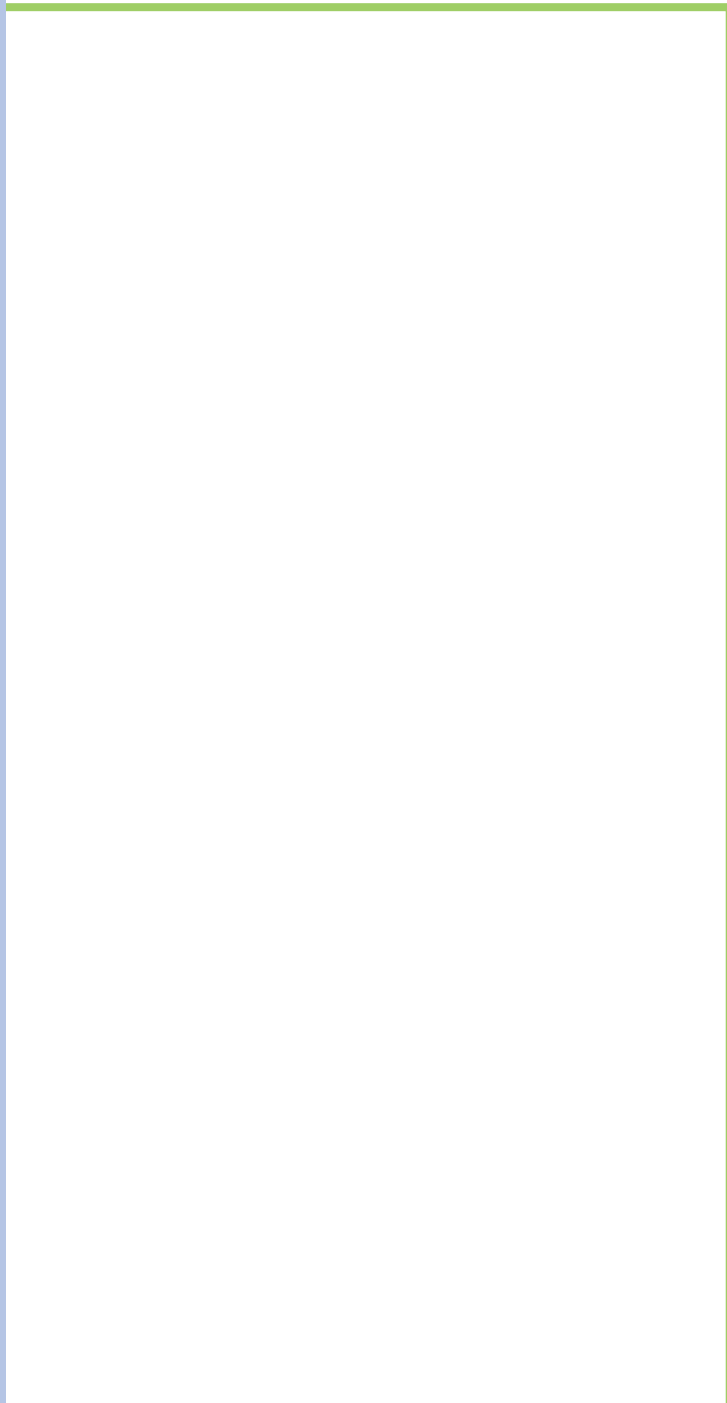
This folder is reproduced in 1-color:

- PMS 294 blue
- 30% PMS 294 blue



Crest Homes

Brand Guidelines





History and Overview:

Crest Homes is one of the top modular manufacturers in the United States and has been the home manufacturer of choice for more than 10,000 homeowners. Crest Homes are sold by builders throughout the Midwest, New England, Mid-Atlantic and the South Eastern states. The popularity of Crest Homes has been recognized by the industry with award-winning homes appearing on the covers of multiple trade publications. Crest builders have been equally recognized by winning "Best Home Awards" in home shows in Indiana, New Jersey, and Ohio.

When considering construction practices, one may realize that "site-built" homes are really not "built" but assembled. Builders purchase building components from local building supply houses or component manufacturers and ship these materials to the job-site for assembly. Crest, by contrast, purchases brand name materials direct from the manufacturer in large quantities and assembles them in the Crest factory under climate controlled conditions out of the weather. Using sophisticated cutting equipment, precision jigs to assemble components and by using the "right equipment to perform the right job," the Crest craftsmen and women have the benefit of building homes under ideal working conditions. Crest Homes is "Building it Better!"



Logo Usage and Guidelines

1-color blue .eps and 1-color black .eps

The logo pictured here was developed uniquely for Crest Homes and is the accepted version.

This .eps version of the Crest Homes logo is contained in a PC or Macintosh formatted file. The file is appropriate for commercial applications like printing, signage, embossing, or for multi-color silk screen applications. The document should

be archived and provided to competent graphics service providers. It is a vector file.

Creative solutions, screened logos, etc., must be approved by home office marketing.

This illustrator .eps logo may be reproduced in two 1-color options:

PMS 2768 blue and black



Option #1 is:



PMS 2768 blue



Option #2 is:



Black

Logo Usage and Guidelines

Tif and jpeg for Word and PowerPoint

The logo pictured here was developed uniquely for Crest Homes and is the accepted version.

The 100 PPI tif logo is the appropriate selection for an image imported into the Microsoft suite of products. The Microsoft products are designed to output to 72 PPI desktop printers or color copiers. This logo should NOT be used for commercial printing applications.

Production quality will suffer if the image is enlarged, but will improve if the image is reduced.

Tif is supported by Microsoft Word and Microsoft PowerPoint, and the file can be imported, cropped, and re-sized through the picture import function of each program. Instructions can be found through the index of the Microsoft Word manual under the heading "insert" and then the subhead "graphic objects into documents."

300 PPI jpeg files are also available.

Important: The logo will become distorted if not proportionally re-sized. This may be done by holding the "shift" key when re-sizing images.



100 PPI tif or 300 PPI jpeg



100 PPI tif or 300 PPI jpeg

Approved Logo Usage

We have two approved Crest Homes logos: Our PMS 2768 blue logo and our black logo. The PMS 2768 blue logo is the preferred logo to use the majority of the time, however, it is usually accompanied by black text, making this a 2-color piece. The black logo must be used when printing requires only 1-color.

The logo by itself should be used in business communication relating to Crest Homes as a whole. It is also the preferred logo for all internal communication.

The logo may also be used in combination with the "Building It Better" tagline. The tagline font is Times New Roman MT Condensed, used upper and lower case.

When including the tagline, it should always be centered directly under the logo with adequate spacing. The tagline should never be placed out to the side of the logo. When the tagline is included with the PMS 2768 logo, its color should be PMS 2768 blue. When combined with the black logo its color should be black. The tagline may also stand alone, however, it should be sized accordingly and should never overpower the logo.

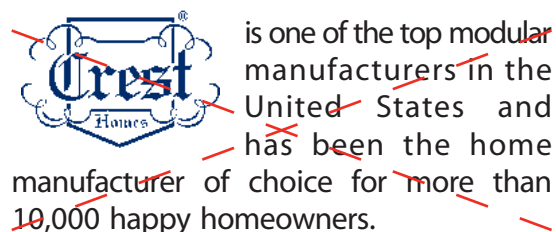
Important: The logo should never be used as part of a sentence or paragraph. In marketing and advertising copy, letters, memos, etc., Crest Homes should be written in plain text.



Building It Better!



Building It Better!



Logo Color

The Crest Homes logo should always be printed using the selected spot color which is PMS 2768 blue. This color should be matched exactly. If the logo is to be printed as 4-color process, the CMYK equivalent of the PMS color should be used.

Full Color: on a solid white background (preferred) or light-color background. If a light-color background is to be used, the logo must meet all logo guidelines and be readable and sharp. The logo should not be used on dark backgrounds.

Solid White: for use on dark backgrounds and 1-color applications.

Solid Black: for use on light backgrounds and 1-color or black and white applications.



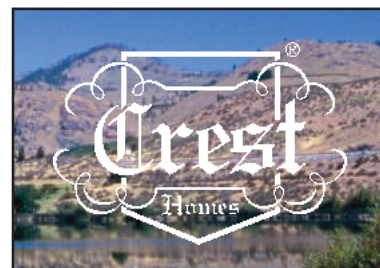
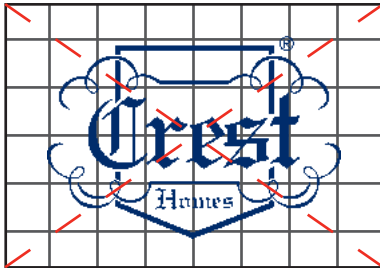
Logo Environment

For our logo to work effectively as a strong brand identifier, the logo should always be seen in its entirety and should never be partially hidden by text or art. Always place the logo in an uncompetitive environment with ample breathing space around it. The same guidelines apply when the tagline is to be included.

The logo should never be placed on a heavily patterned background, nor should any design elements (lines, patterns, art) intrude upon, touch or compete with the logo.

Never place the logo over a divided color background, or place the logo over a busy photograph. Choose a photograph or an area of the photograph that is less competitive with the logo and has consistent color tone. You may choose to fade, or ghost the image back in order to protect the logo's dominance.

Important: Never box-in, alter or add design elements to the logo. Any design alterations such as screened logos, drop shadows, outline strokes, outer glows, etc., must be approved by home office marketing.



Plant Specific Logos

Usage and Guidelines

The same usage and guidelines as previously illustrated and explained apply to the Crest Homes plant specific logos.

NOTE: The grayscale option is to be used on a clean, white background only.

These logos are primarily used by individual plants under the Crest Homes brand for internal and external communications materials, as well as sales literature and trade show items. Each logo contains the specific location of the individual plant. In this illustration, the Crest Homes Milton plant is used as an example.



Building It Better!

Building It Better!

Building It Better!



Option #1 is:
PMS 2768 blue



Option #2 is:
100% Black



Grayscale - Option #3:
100% and 20% Black



Option #4 is:
Reverse white

Important: Never alter or add design elements to the logo. Any design alterations such as screened logos, drop shadows, outline strokes, outer glows, etc., must be approved by home office marketing. See blind embossed example to the left.

Plant Specific Logos

Current Plant Logo Examples

Shown below are examples of the plant specific logos listed in alphabetical order. These are the current plants that fall under the brand name Crest Homes.



Plant Specific Color Assignments:

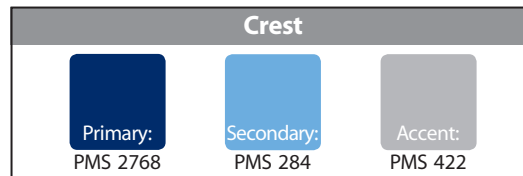
Another very important aspect of creating a brand is color selection and environment. The color swatches that are illustrated in this section were researched and carefully selected because of their modern-day appeal as well as being complimentary to each other. With the various individual brands and plants under the Clayton Manufacturing, Inc., umbrella, the color assignments are intended to create an individual identity for each brand, and individual plant.

Each plant has been assigned a primary color which, in most cases is the same color as the logo within that particular brand. Each plant within that particular brand will share the same primary color. In addition, a secondary color has been assigned to differentiate the various plants within the brand. A third color has been assigned as an optional accent color to be used as needed or desired. These colors will apply to most, if not all sales and trade show materials such as sales literature, silent sales kits, house and real estate signs, banners, trade show booths, etc. No other colors may be used or introduced without consultation or permission from home office marketing.




Note: The colors in this book are 4-color representations of PMS colors. Please use a Pantone book for exact color for coated and uncoated paper.

Plant Specific Color Assignment Swatches:




Crest Homes Plants



PMS Color Equivalent – CMYK (4-color process)

Color Name Pantone Spot	Color Name Pantone Process	Process Color Breakdown			
		C	M	Y	K
 PMS 284	PMS 284	100	78	0	44
 PMS 422	PMS 422	55	19	0	0
 PMS 2768	PMS 2768	0	0	0	33

PMS Color Equivalent – RGB (red, green, blue)

Color Name Pantone Spot	Color Name Pantone Process	Red, Green, Blue Breakdown		
		R	G	B
 PMS 284	N/A	27	41	87
 PMS 422	N/A	121	158	207
 PMS 2768	N/A	169	169	170

Crest Homes Style Guide

Internal and External Communications Materials

Properly presenting the Crest Homes logo is just one part of maintaining our brand in communications materials. It is equally important to maintain consistency in everything from body text timesteps to color choices. Even the width of your margins plays an important role. If a potential customer, media representative, or other person receives Crest Homes documents from several

different locations and those documents do not appear consistent, then the brand message may be weakened. All our documents should have a consistent appearance and style. They may contain different information — some may have graphics and some may not. They may also serve different purposes, however, it is important that the overall style and guidelines remain consistent.

Crest Homes Style Guide

Font Usage and Color Palette

Typeface: Helvetica Neue is the typeface of choice for all communications materials. It may be purchased from Adobe, Inc. We have provided font usage guidelines in order to maintain consistency with all materials. Special attention should be paid to font size and leading as well as font weights.

Color Palette: The official Crest Homes colors are PMS 2768 blue, black and white. The majority of our materials use these colors. But, occasionally, you may create documents or presentations that require more colors. Please contact home office marketing to work out the best solution.

Adobe Postscript Font:



Helvetica Neue: Helvetica Neue 45 Light

Helvetica Neue: Helvetica Neue 65 Medium

Helvetica Neue: Helvetica Neue 85 Heavy

Tagline Font:

Times New Roman MT Condensed: Upper and Lower Case

Color Name Pantone Spot	Color Name Pantone Process	Process Color Breakdown			
		C	M	Y	K
 PMS 2768	PMS 2768	100	78	0	44
 Black	Black	0	0	0	100

Crest Homes Style Guide

Business Cards

The designs presented on this page were produced in the page layout program InDesign. It is recommended that production of these materials be executed by competent graphics service providers who are proficient with the wide array of graphic software applications.

The native InDesign files and .eps vector files of the Crest Homes logos are available from home office marketing. Exact reproductions or interpretations of these designs is permitted but must be approved by home office marketing.

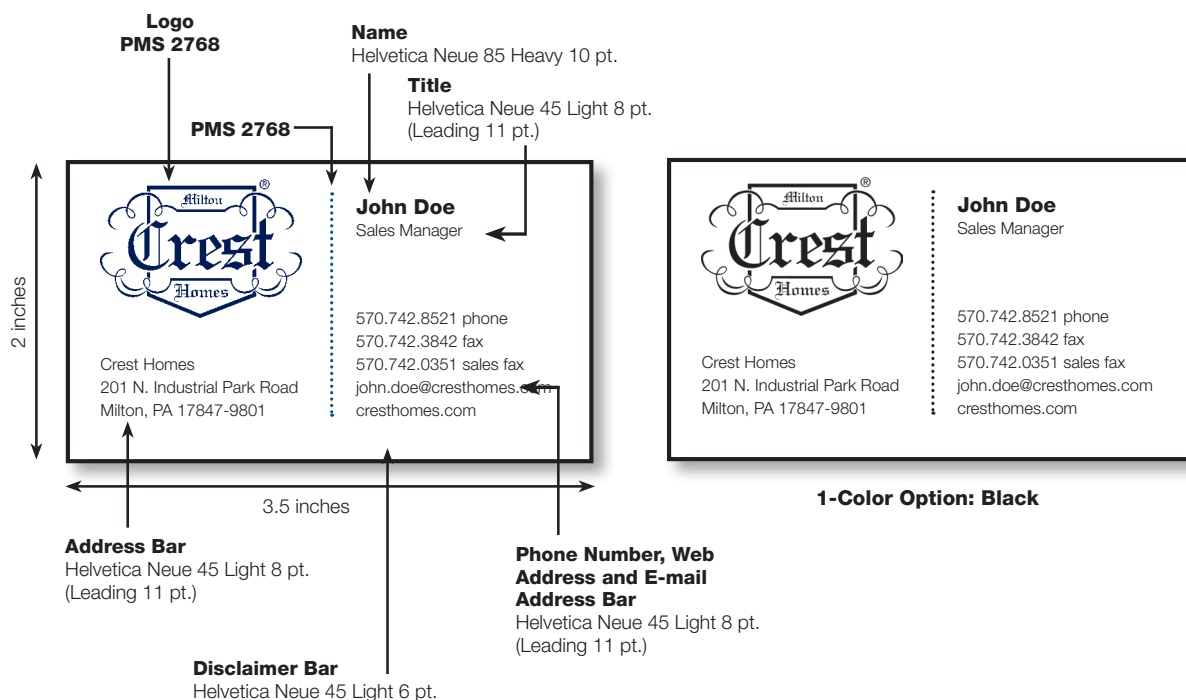
Smooth, white only, coated and uncoated paper stocks are permitted for all Crest Homes printed products. Weights, manufacturers, and printing vendors will be collaboratively selected by CMH Manufacturing, Inc., representatives based on appropriateness and expense.

This business card is reproduced in 2-colors:

- PMS 2768 blue
- Black

1-Color Option:

- Black



Crest Homes Style Guide

Standard 8.5 x 11 Stationery

The designs presented on this page were produced in the page layout program InDesign. It is recommended that production of these materials be executed by competent graphics service providers who are proficient with the wide array of graphic software applications.

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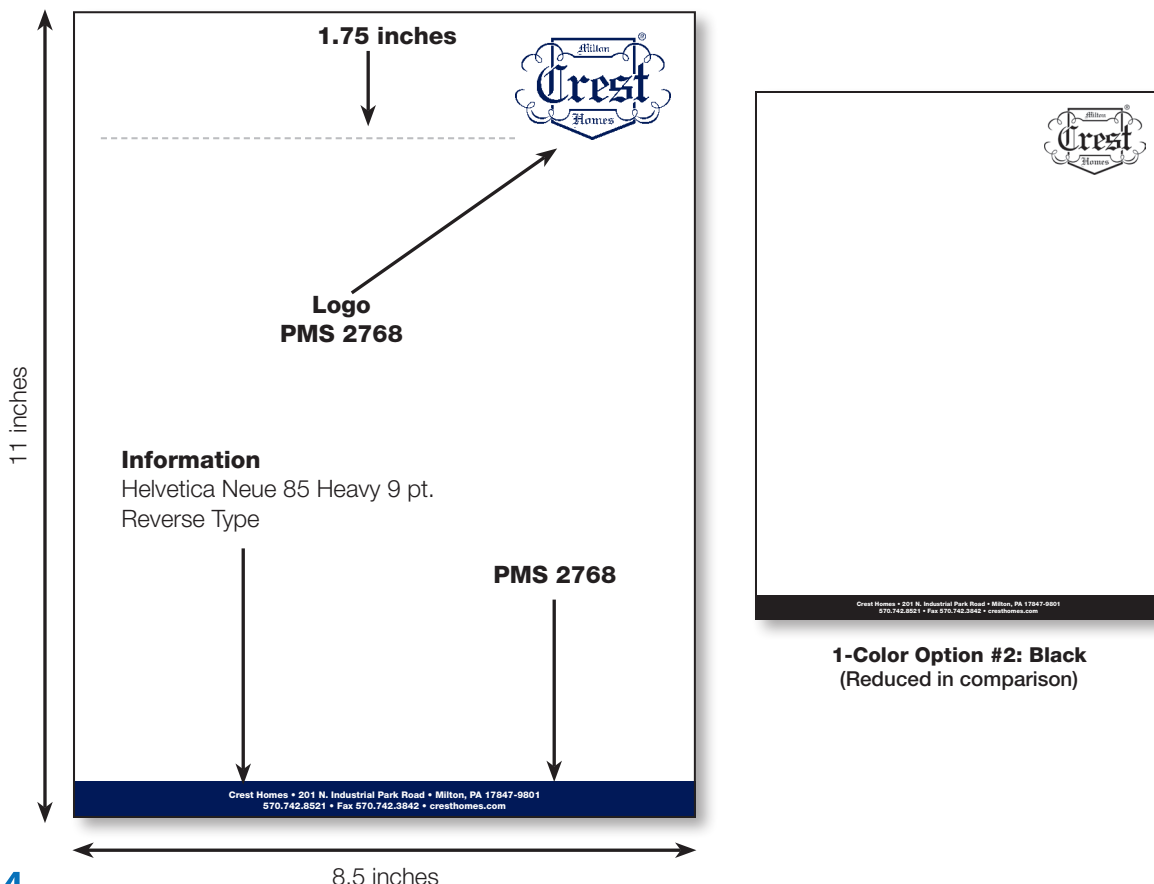
Smooth, white only, coated and uncoated paper stocks are permitted for all Crest Homes printed products. Weights, manufacturers, and printing vendors will be collaboratively selected by CMH Manufacturing, Inc., representatives based on appropriateness and expense.

This stationery is reproduced in 1-color:

- PMS 2768 blue

1-Color Option #2:

- Black



Crest Homes Style Guide

Standard #10 Envelope

The designs presented on this page were produced in the page layout program InDesign. It is recommended that production of these materials be executed by competent graphics service providers who are proficient with the wide array of graphic software applications.

The native InDesign files and .eps vector files of the Crest Homes logos are available from home office marketing. Exact reproductions or interpretations of these designs is permitted but must be approved by home office marketing.

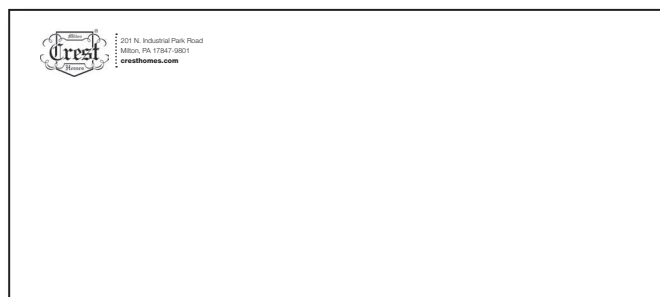
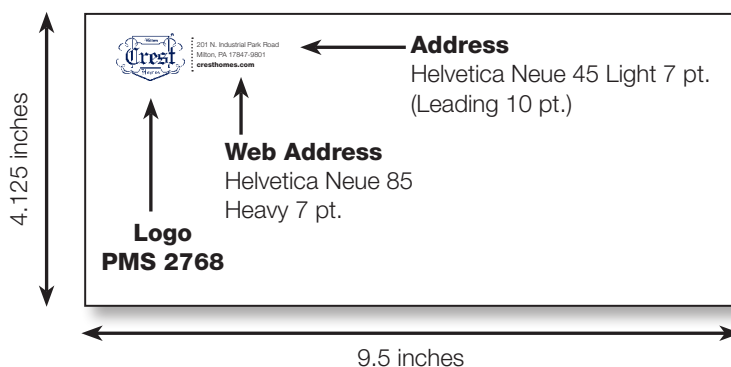
Smooth, white only, coated and uncoated paper stocks are permitted for all Crest Homes printed products. Weights, manufacturers, and printing vendors will be collaboratively selected by CMH Manufacturing, Inc., representatives based on appropriateness and expense.

This envelope is reproduced in 2-colors:

- PMS 2768 blue
- Black

1-Color Option:

- Black



1-Color Option: Black

Crest Homes Style Guide

Standard Note Card

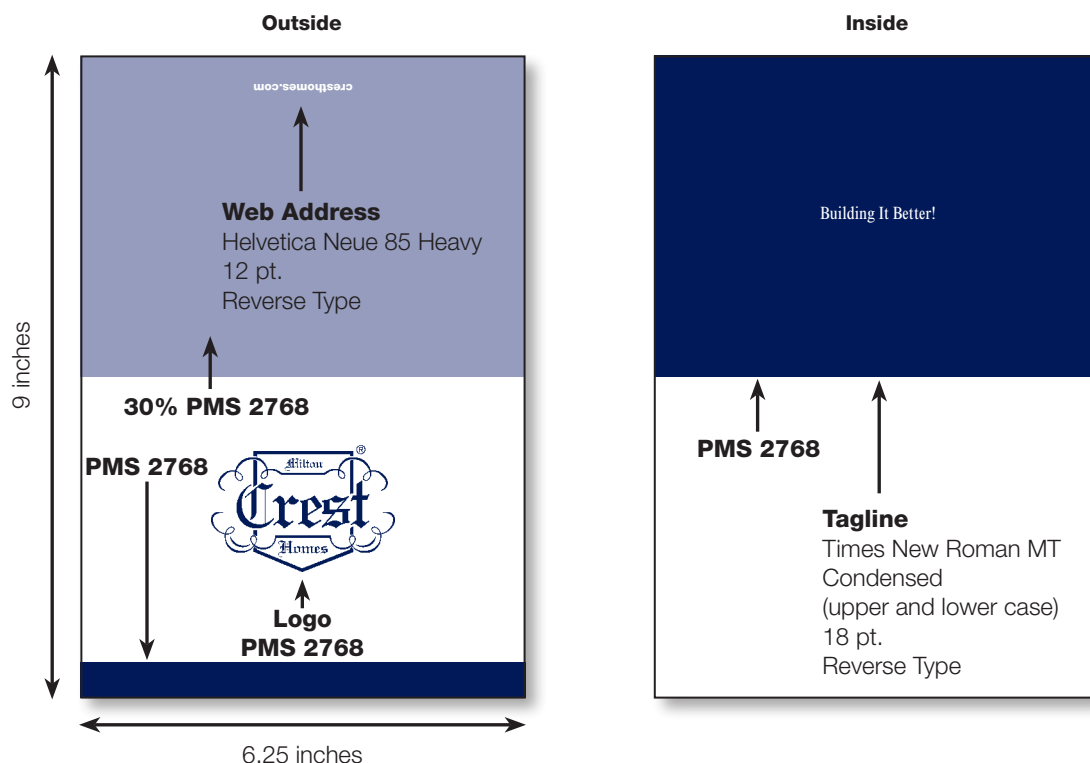
The designs presented on this page were produced in the page layout program InDesign. It is recommended that production of these materials be executed by competent graphics service providers who are proficient with the wide array of graphic software applications.

The native InDesign files and .eps vector files of the Crest Homes logos are available from home office marketing. Exact reproductions or interpretations of these designs is permitted but must be approved by home office marketing.

Smooth, white only, coated and uncoated paper stocks are permitted for all Crest Homes printed products. Weights, manufacturers, and printing vendors will be collaboratively selected by CMH Manufacturing, Inc., representatives based on appropriateness and expense.

This note card is reproduced in 1-color:

- PMS 2768 blue
- 30% PMS 2768 blue



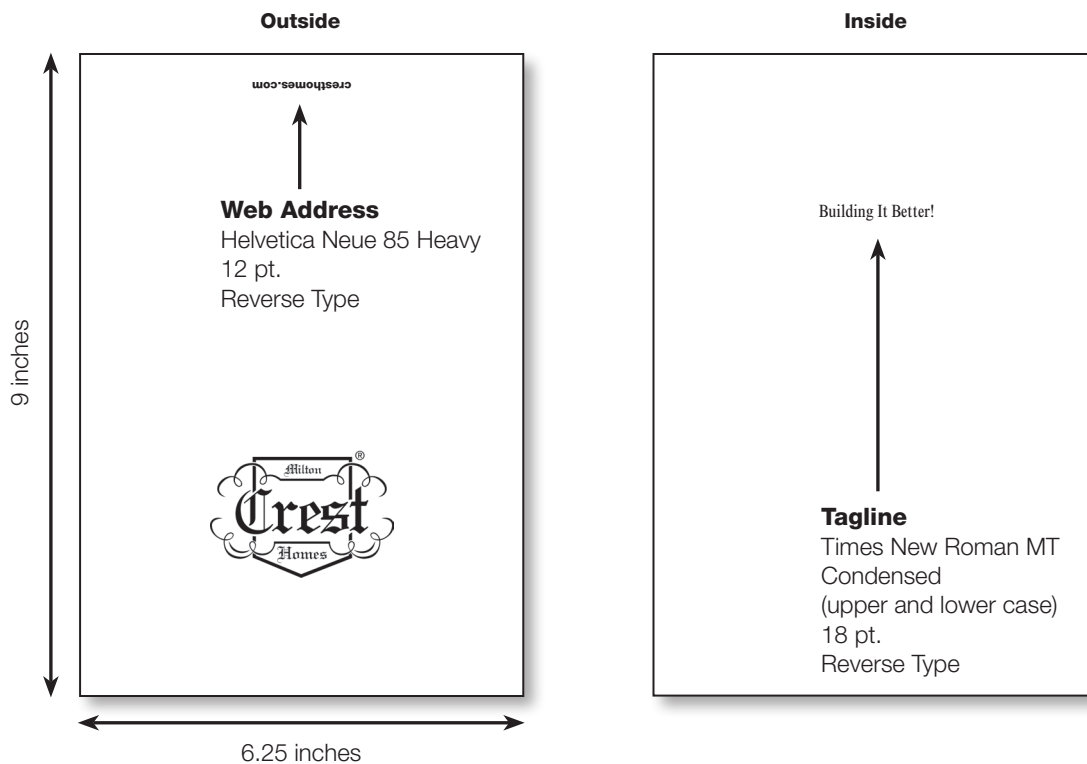
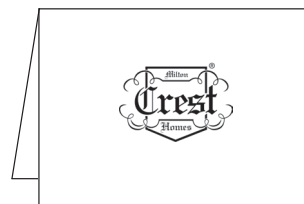
Crest Homes Style Guide

Standard Note Card: 1-Color Option #2

The PMS 2768 blue note card is the preferred method of printing for the materials the majority of the time. However, you may choose the second color option, which is black. No other colors may be used without direct approval from home office marketing.

1-Color Option #2:

- Black



1-Color Option #2: Black

Crest Homes Style Guide

Standard Note Card Envelope

The designs presented on this page were produced in the page layout program InDesign. It is recommended that production of these materials be executed by competent graphics service providers who are proficient with the wide array of graphic software applications.

The native InDesign files and .eps vector files of the Crest Homes logos are available from home office marketing. Exact reproductions or interpretations of these designs is permitted but must be approved by home office marketing.

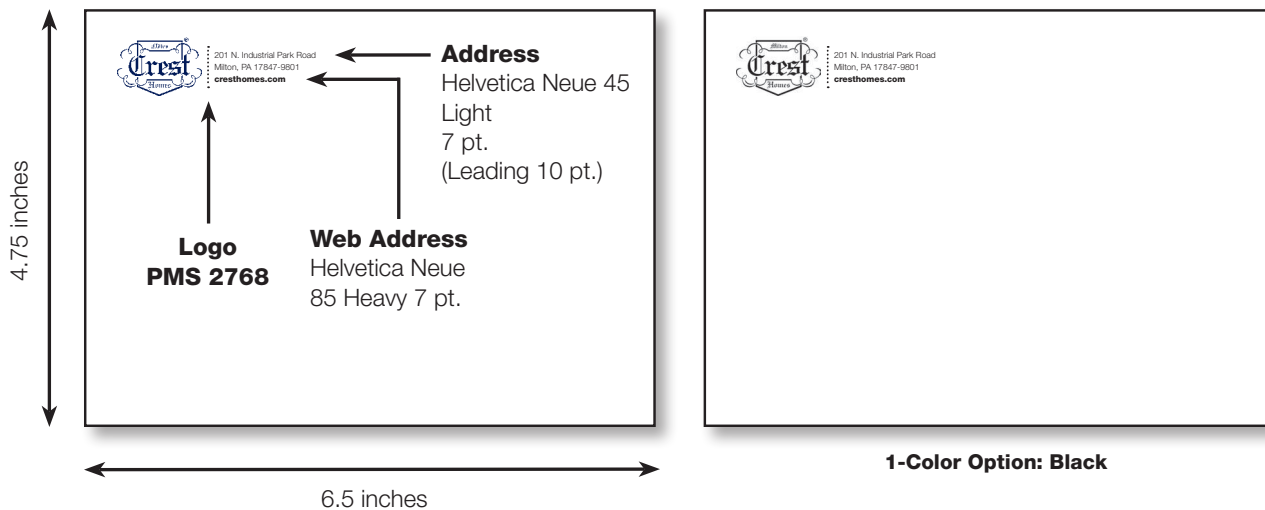
Smooth, white only, coated and uncoated paper stocks are permitted for all Crest Homes printed products. Weights, manufacturers, and printing vendors will be collaboratively selected by CMH Manufacturing, Inc., representatives based on appropriateness and expense.

This note card envelope is reproduced in 2-colors:

- PMS 2768 blue
- Black

1-Color Option:

- Black



Crest Homes Style Guide

Presentation Folder

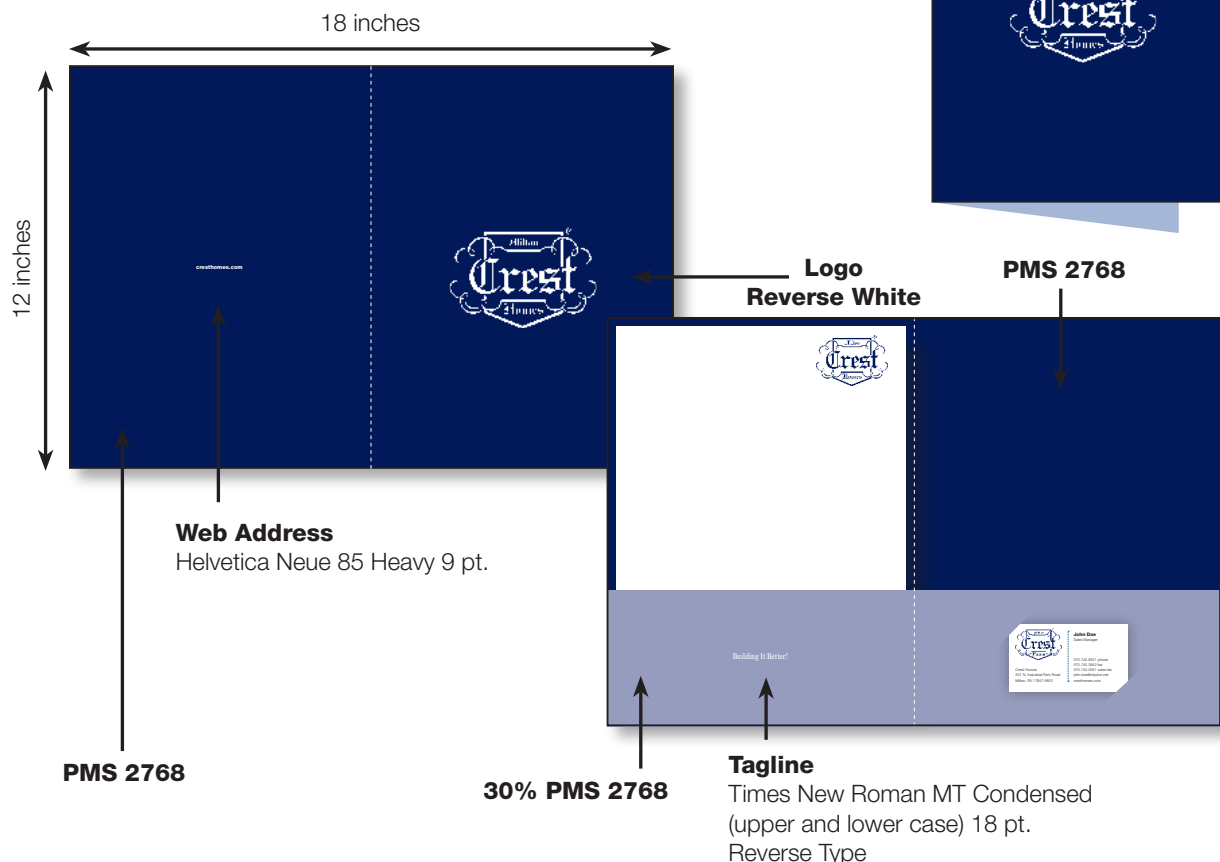
The designs presented on this page were produced in the page layout program InDesign. It is recommended that production of these materials be executed by competent graphics service providers who are proficient with the wide array of graphic software applications.

The native InDesign files and .eps vector files of the Crest Homes logos are available from home office marketing. Exact reproductions or interpretations of these designs is permitted but must be approved by home office marketing.

Smooth, white only, coated and uncoated paper stocks are permitted for all Crest Homes printed products. Weights, manufacturers, and printing vendors will be collaboratively selected by CMH Manufacturing, Inc., representatives based on appropriateness and expense.

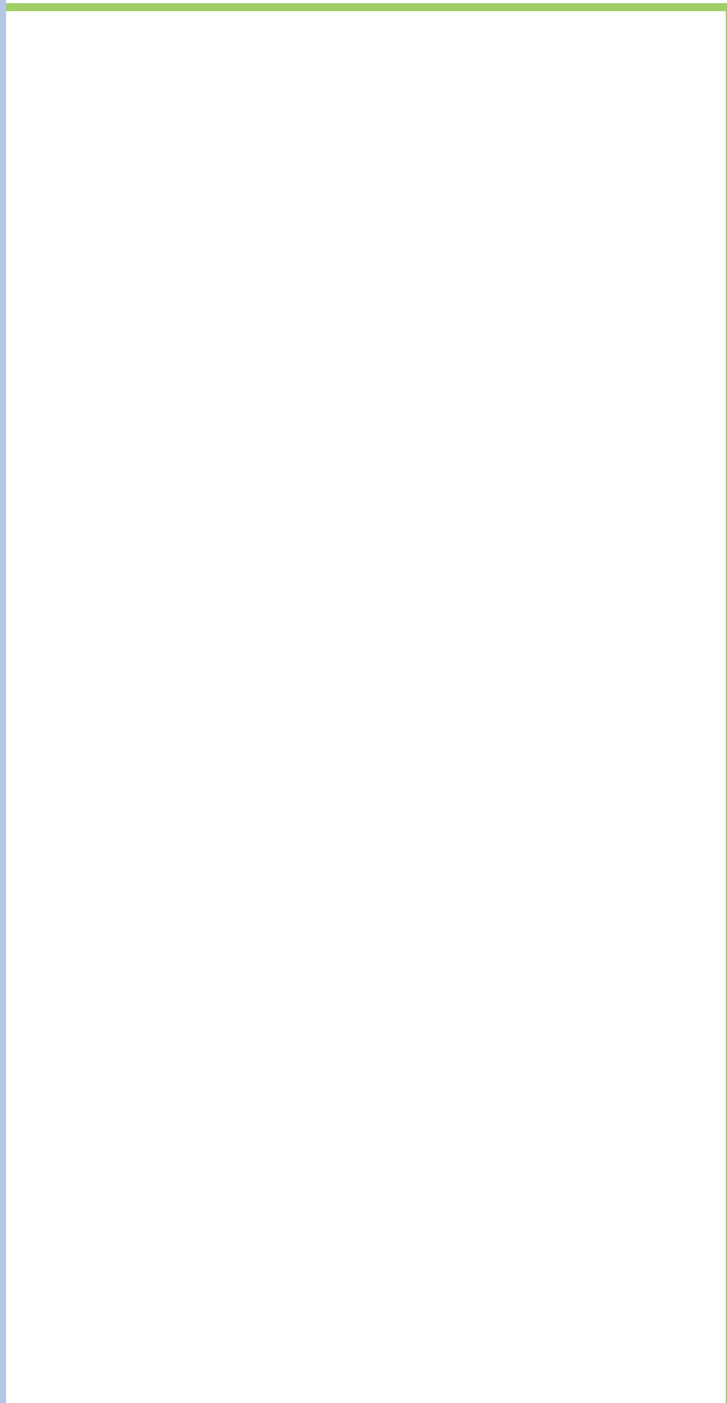
This folder is reproduced in 1-color:

- PMS 2768 blue
- 30% PMS 2768 blue



Golden West

Brand Guidelines





History and Overview:

Golden West is the most recognized name in the manufactured housing industry on the West Coast. From its very first home, built in 1965, Golden West's reputation for quality, design and value is evident in the more than 70,000 homes built with the Golden West name.

Today's new modern manufactured home subdivisions, long-term lease communities, and unique private property settings provide a variety of options for the location of Golden West homes. Customers are encouraged to visit the Golden West manufacturing facilities and personally tour new Golden West homes. Technology, innovation and teamwork form every home built. It is this respect for pride and workmanship that sets Golden West apart. Golden West is "Leading the Way!"



Logo Usage and Guidelines

2-color .eps and 1-color .eps

The logo pictured here was developed uniquely for Golden West and is the accepted version.

This .eps version of the Golden West logo is contained in a PC or Macintosh formatted file. The file is appropriate for commercial applications like printing, signage, embossing, or for multi-color silk screen applications. The document should be archived and provided to competent graphics service providers. It is a vector file.

Creative solutions, screened logos, etc., must be approved by home office marketing.

This illustrator .eps logo may be reproduced in two 2-color options:

• PMS 540 blue • PMS 110 golden yellow

1-Color option #1:

• Black

1-Color option #2:

• Black • 25% black

2-Color Option:



PMS 540



PMS 110

1-Color Option #1:



Black

1-Color Option #2:



Black



25% black

Logo Usage and Guidelines

Tif and jpeg for Word and PowerPoint

The logo pictured here was developed uniquely for Golden West and is the accepted version.

The 100 PPI tif logo is the appropriate selection for an image imported into the Microsoft suite of products. The Microsoft products are designed to output to 72 PPI desktop printers or color copiers. This logo should NOT be used for commercial printing applications.

Production quality will suffer if the image is enlarged, but will improve if the image is reduced.

Tif is supported by Microsoft Word and Microsoft PowerPoint, and the file can be imported, cropped, and re-sized through the picture import function of each program. Instructions can be found through the index of the Microsoft Word manual under the heading "insert" and then the subhead "graphic objects into documents."

300 PPI jpeg files are also available.

Important: The logo will become distorted if not proportionally re-sized. This may be done by holding the "shift" key when re-sizing images.



100 PPI tif or 300 PPI jpeg



100 PPI tif or 300 PPI jpeg



100 PPI tif or 300 PPI jpeg

Approved Logo Usage

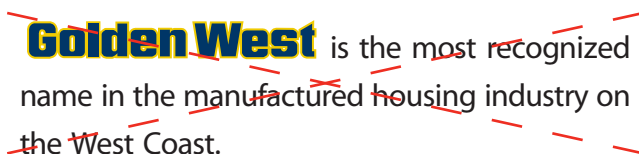
We have three approved Golden West logos: Our PMS 540 blue and PMS 110 golden yellow logo, our black logo, and our grayscale logo. The PMS 540 and PMS 110 logo is the preferred logo to use the majority of the time, however, it is usually accompanied by black text, making this a 3-color piece. The black or grayscale logo must be used when printing requires only 1-color.

The logo by itself should be used in business communication relating to Golden West as a whole. It is also the preferred logo for all internal communication.

The logo may also be used in combination with the "Leading The Way" tagline. The tagline font is Haettenschweller, upper and lower case.

When including the tagline, it should always be centered directly under the logo with adequate spacing. The tagline should never be placed out to the side of the logo. When the tagline is included with the 2-color logo its color should be PMS 540 blue. When combined with the black or grayscale logo its color should be black. The tagline may also stand alone, however, it should be sized accordingly and should never overpower the logo.

Important: The logo should never be used as part of a sentence. In marketing and advertising copy, letters, memos, etc., Golden West should be written in plain text. In addition, the logo should never be used without the icon.



Logo Color

The Golden West logo should always be printed using the selected spot colors which is PMS 540 blue and PMS 110 golden yellow. This color should be matched exactly. If the logo is to be printed as 4-color process, the CMYK equivalent of the PMS color should be used.

Full Color: on a solid white background (preferred) or light-color background. If a light-color background is to be used, the logo must meet all logo guidelines and be readable and sharp. The logo should not be used on dark backgrounds or dark, busy images. The only exception would be when the logo is placed over a background of PMS 540 blue. Please see the examples below.

White with Black Outline Stroke: this additional option is for use on medium or dark backgrounds. It is to be used for 1-color or 2-color applications. However, at times it may be used over full-color, non-busy images.

Black and White: for use on light or medium backgrounds and 1-color black and white or 2-color applications.

Grayscale: for use on a white background and 1-color, black and white applications only.



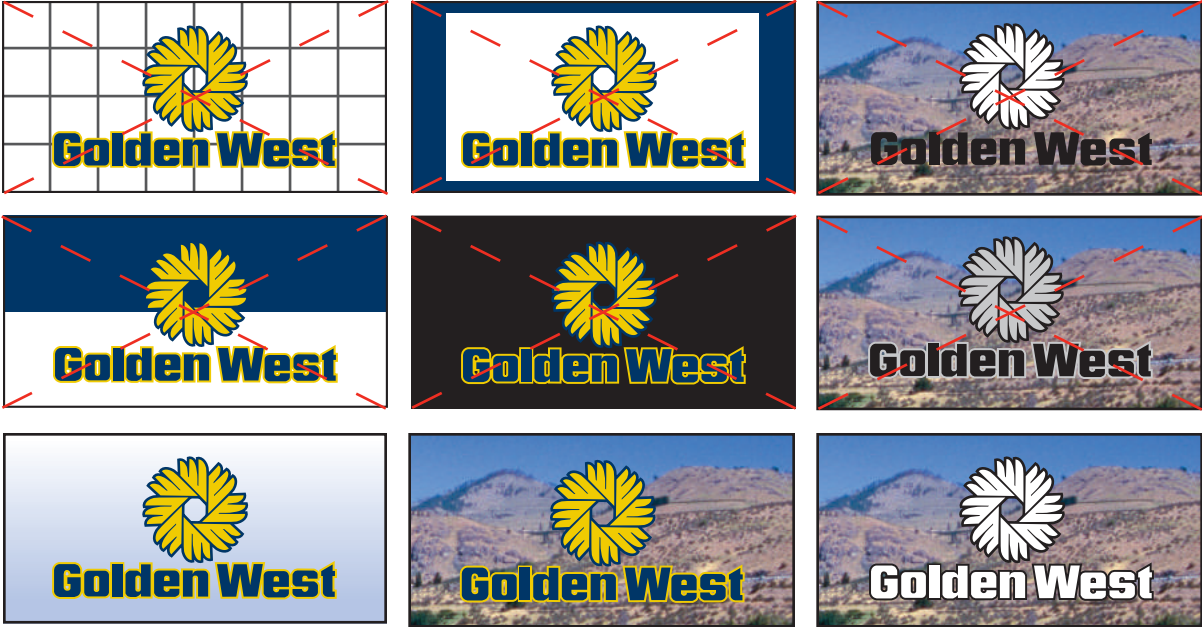
Logo Environment

For our logo to work effectively as a strong brand identifier, the logo should always be seen in its entirety and should never be partially hidden by text or art. Always place the logo in an uncompetitive environment with ample breathing space around it. The same guidelines apply when the tagline is to be included.

The logo should never be placed on a heavily patterned background, nor should any design elements (lines, patterns, art) intrude upon, touch or compete with the logo.

Never place the logo over a divided color background, or place the logo over a busy photograph. Choose a photograph or an area of the photograph that is less competitive with the logo and has consistent color tone. You may choose to fade, or ghost the image back in order to protect the logo's dominance.

Important: Never box-in, alter or add design elements to the logo. Any design alterations such as screened logos, drop shadows, outline strokes, outer glows, etc., must be approved by home office marketing.



Plant Specific Logos

Usage and Guidelines

The same usage and guidelines as previously illustrated and explained apply to the Golden West plant specific logos.

These logos are primarily used by individual plants under the Golden West brand for internal and external communications materials, as well as sales literature and trade show items. Each logo contains the specific location of the individual

plant. In this illustration, the Golden West Albany plant is used as an example.

Important: Never alter or add design elements to the logo. Any design alterations such as screened logos, drop shadows, outline strokes, outer glows, etc., must be approved by home office marketing. See blind embossed example below.



Option #1 is:
PMS 540
and PMS 110



Option #2 is:
Black and White



Option #3 is:
Black and
25% Black



Option #4 is:
White with a Black
outline stroke —
logo appears reverse
white on a
black background



Plant Specific Logos

Current Plant Logo Examples

Shown below are examples of the plant specific logos listed in alphabetical order. These are the

current plants that fall under the brand name Golden West.



Plant Specific Color Assignments:

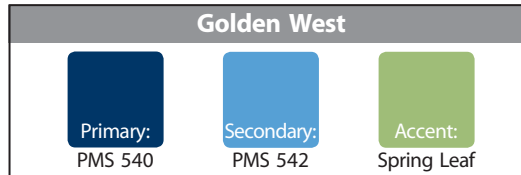
Another very important aspect of creating a brand is color selection and environment. The color swatches that are illustrated in this section were researched and carefully selected because of their modern-day appeal as well as being complimentary to each other. With the various individual brands and plants under the Clayton Manufacturing, Inc., umbrella, the color assignments are intended to create an individual identity for each brand, and individual plant.

Each plant has been assigned a primary color which, in most cases is the same color as the logo within that particular brand. Each plant within that particular brand will share the same primary color. In addition, a secondary color has been assigned to differentiate the various plants within the brand. A third color has been assigned as an optional accent color to be used as needed or desired. These colors will apply to most, if not all sales and trade show materials, such as sales literature, silent sales kits, house and real estate signs, banners, trade show booths, etc. No other colors may be used or introduced without consultation or permission from home office marketing.



Note: The colors in this book are 4-color representations of PMS colors. Please use a Pantone book for exact color for coated and uncoated paper.

Plant Specific Color Assignment Swatches:



Golden West Plants




PMS Color Equivalent – CMYK (4-color process)


Color Name Pantone Spot	Color Name Pantone Process	Process Color Breakdown			
		C	M	Y	K
 PMS 540	PMS 540	100	55	0	55
 PMS 542	PMS 542	62	22	0	3

PMS Color Equivalent – RGB (red, green, blue)

Color Name Pantone Spot	Color Name Pantone Process	Process Color Breakdown			
		C	M	Y	K
 PMS 540	N/A	16	50		85
 PMS 542	N/A	105	145		195

Custom-Built Colors – CMYK and RGB

Color Name 4-Color Process	Color Name Spot Color	Process Color Breakdown			
		C	M	Y	K
 Spring Leaf	N/A	30	0	60	15

Color Name	N/A	Red, Green, Blue Breakdown		
		R	G	B
 Spring Leaf	N/A	154	175	111

Golden West Style Guide

Internal and External Communications Materials

Properly presenting the Golden West logo is just one part of maintaining our brand in communications materials. It is equally important to maintain consistency in everything from body text timesteps to color choices. Even the width of your margins plays an important role. If a potential customer, media representative, or other person receives Golden West documents from several

different locations and those documents do not appear consistent, then the brand message may be weakened. All our documents should have a consistent appearance and style. They may contain different information — some may have graphics and some may not. They may also serve different purposes, however, it is important that the overall style and guidelines remain consistent.

Golden West Style Guide

Font Usage and Color Palette

Typeface: Helvetica Neue is the typeface of choice for all communications materials. It may be purchased from Adobe, Inc. We have provided font usage guidelines in order to maintain consistency with all materials. Special attention should be paid to font size and leading as well as font weights.

Color Palette: The official Golden West colors are PMS 540 blue, PMS 110 golden yellow, black and white. The majority of our materials use these colors. But, occasionally, you may create documents or presentations that require more colors. Please contact home office marketing to work out the best solution.

Adobe Postscript Font:




Helvetica Neue: Helvetica Neue 45 Light

Helvetica Neue: Helvetica Neue 65 Medium

Helvetica Neue: Helvetica Neue 85 Heavy

Tagline Font:

Haettenschweiler: 17 degree right slant – Upper and Lower Case

Color Name Pantone Spot	Color Name Pantone Process	Process Color Breakdown			
		C	M	Y	K
 PMS 540	PMS 540	100	55	0	55
 PMS 110	PMS 110	0	12	100	7
 Black	Black	0	0	0	100

Golden West Style Guide

Business Cards

The designs presented on this page were produced in the page layout program InDesign. It is recommended that production of these materials be executed by competent graphics service providers who are proficient with the wide array of graphic software applications.

The native InDesign files and .eps vector files of the Golden West logos are available from home office marketing. Exact reproductions or interpretations of these designs is permitted but must be approved by home office marketing.

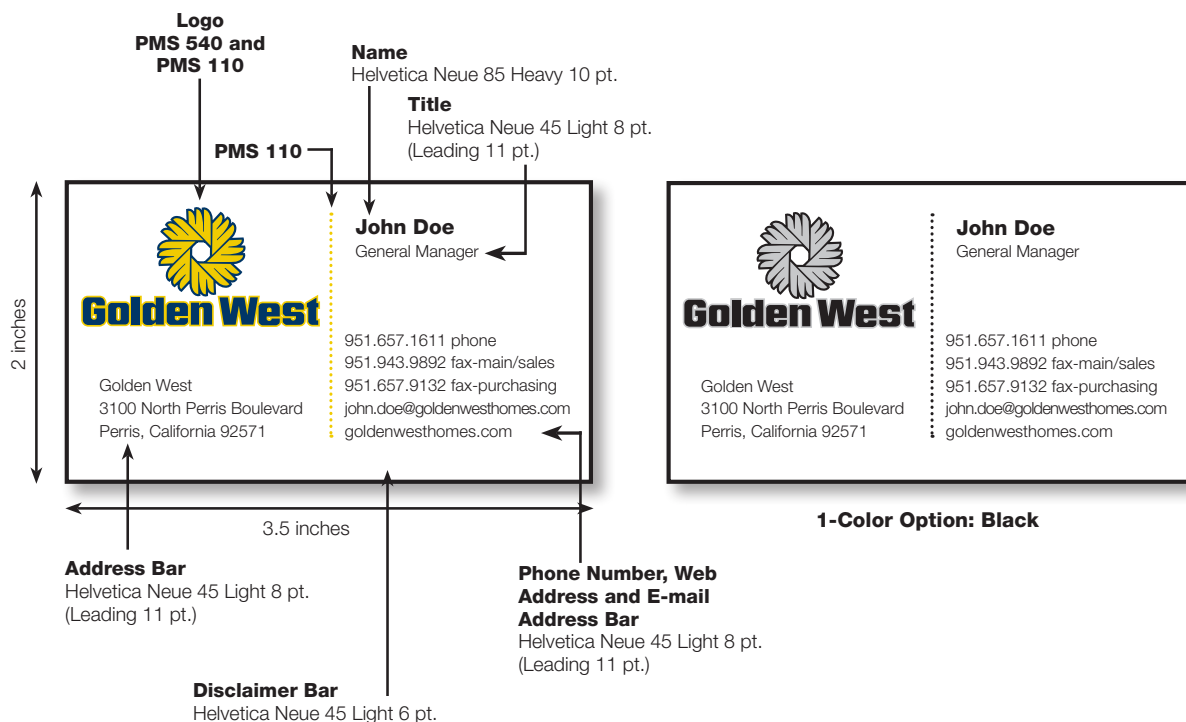
Smooth, white only, coated and uncoated paper stocks are permitted for all Golden West printed products. Weights, manufacturers, and printing vendors will be collaboratively selected by CMH Manufacturing, Inc., representatives based on appropriateness and expense.

This business card is reproduced in 3-colors:

- PMS 540 blue
- PMS 110 golden yellow
- Black

1-Color Option:

- Black



Golden West Style Guide

Standard 8.5 x 11 Stationery

The designs presented on this page were produced in the page layout program InDesign. It is recommended that production of these materials be executed by competent graphics service providers who are proficient with the wide array of graphic software applications.

The native InDesign files and .eps vector files of the Golden West logos are available from home office marketing. Exact reproductions or interpretations of these designs is permitted but must be approved by home office marketing.

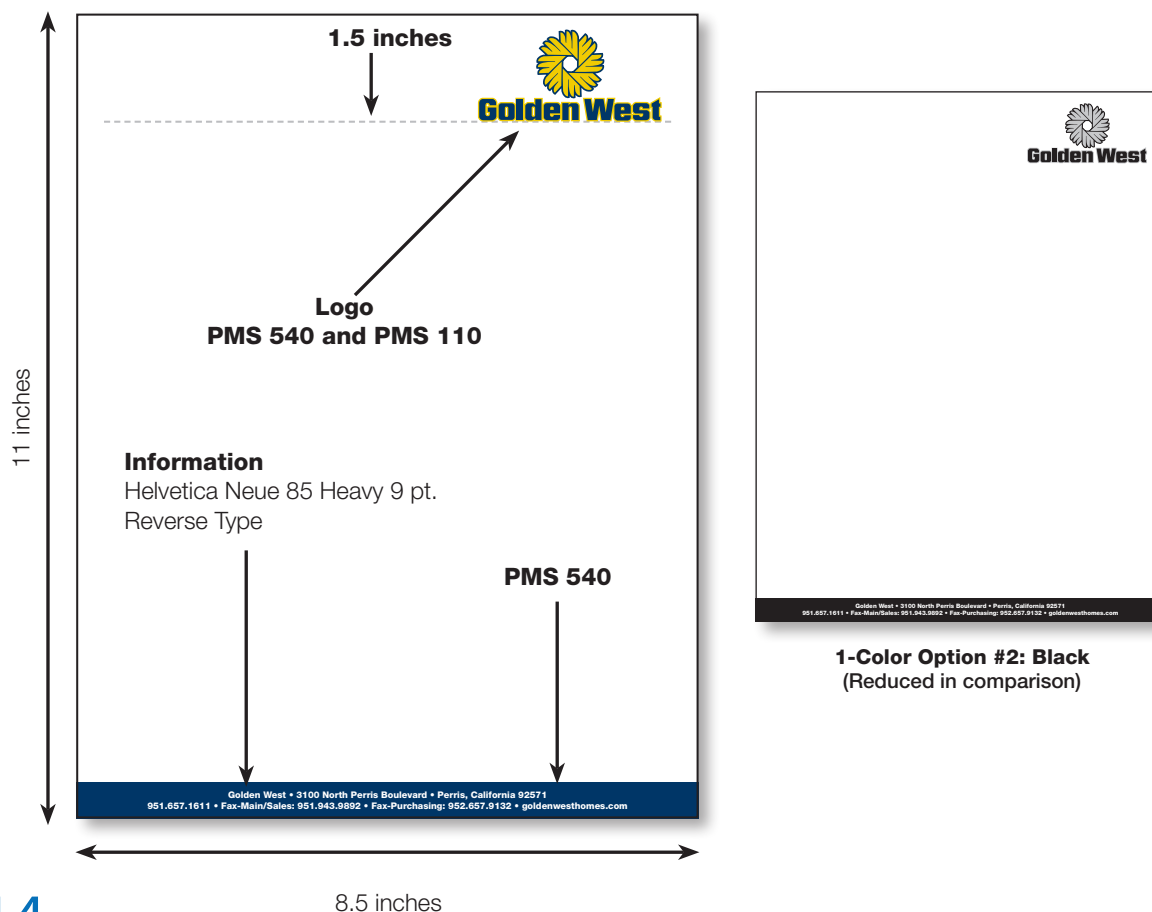
Smooth, white only, coated and uncoated paper stocks are permitted for all Golden West printed products. Weights, manufacturers, and printing vendors will be collaboratively selected by CMH Manufacturing, Inc., representatives based on appropriateness and expense.

This stationery is reproduced in 2-colors:

- PMS 540 blue
- PMS 110 golden yellow

1-Color Option #2:

- Black



Golden West Style Guide

Standard #10 Envelope

The designs presented on this page were produced in the page layout program InDesign. It is recommended that production of these materials be executed by competent graphics service providers who are proficient with the wide array of graphic software applications.

The native InDesign files and .eps vector files of the Golden West logos are available from home office marketing. Exact reproductions or interpretations of these designs is permitted but must be approved by home office marketing.

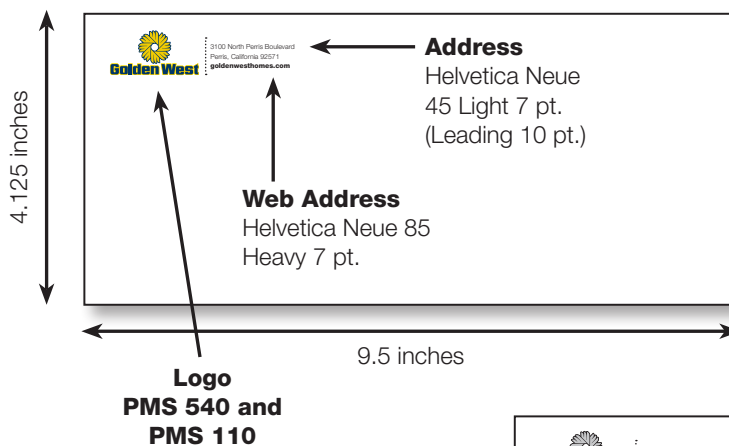
Smooth, white only, coated and uncoated paper stocks are permitted for all Golden West printed products. Weights, manufacturers, and printing vendors will be collaboratively selected by CMH Manufacturing, Inc., representatives based on appropriateness and expense.

This envelope is reproduced in 3-colors:

- PMS 540 blue
- PMS 110 golden yellow
- Black

1-Color Option:

- Black



1-Color Option: Black

Golden West Style Guide

Standard Note Card

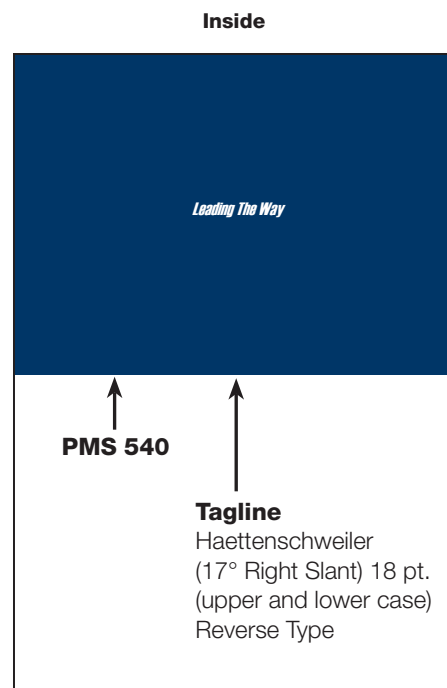
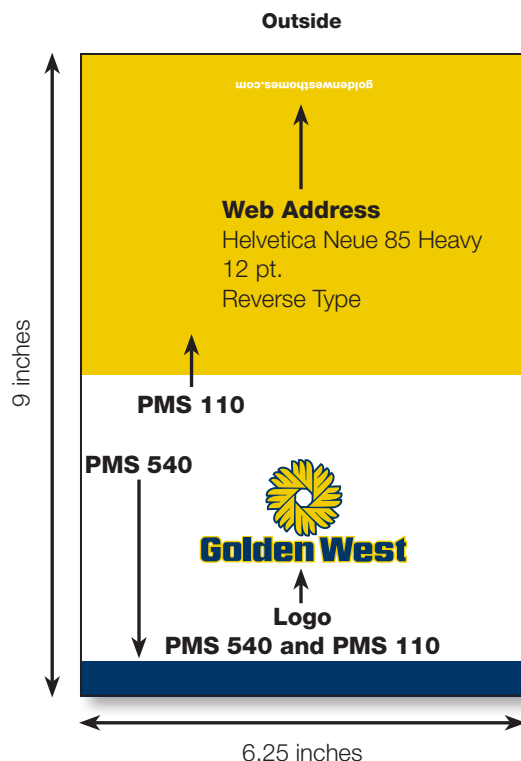
The designs presented on this page were produced in the page layout program InDesign. It is recommended that production of these materials be executed by competent graphics service providers who are proficient with the wide array of graphic software applications.

The native InDesign files and .eps vector files of the Golden West logos are available from home office marketing. Exact reproductions or interpretations of these designs is permitted but must be approved by home office marketing.

Smooth, white only, coated and uncoated paper stocks are permitted for all Golden West printed products. Weights, manufacturers, and printing vendors will be collaboratively selected by CMH Manufacturing, Inc., representatives based on appropriateness and expense.

This note card is reproduced in 2-colors:

- PMS 540 blue
- PMS 110 golden yellow



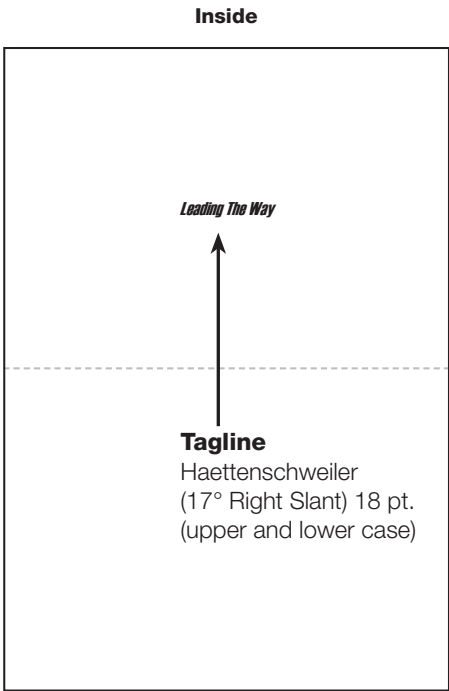
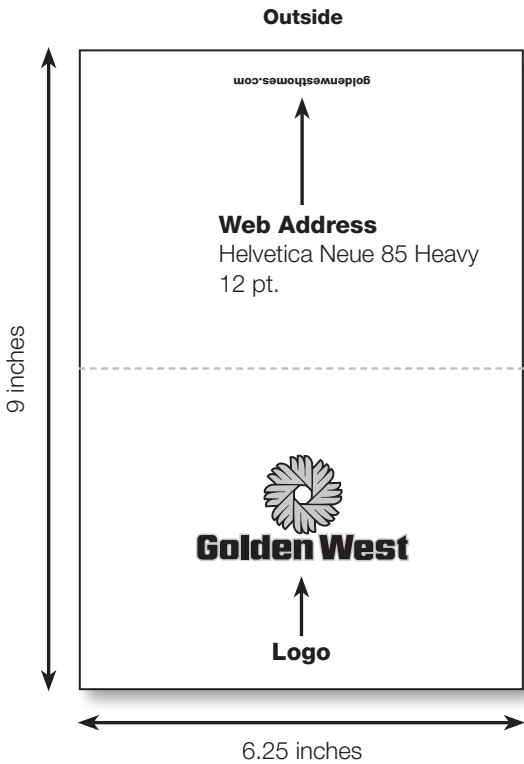
Golden West Style Guide

Standard Note Card: 1-Color Option #2

The PMS 540 blue and PMS 110 golden yellow note card is the preferred method of printing for the materials the majority of the time. However, you may choose the second color option, which is black. No other colors may be used without direct approval from home office marketing.

1-Color Option #2:

- Black



1-Color Option #2: Black

Golden West Style Guide

Standard Note Card Envelope

The designs presented on this page were produced in the page layout program InDesign. It is recommended that production of these materials be executed by competent graphics service providers who are proficient with the wide array of graphic software applications.

The native InDesign files and .eps vector files of the Golden West logos are available from home office marketing. Exact reproductions or interpretations of these designs is permitted but must be approved by home office marketing.

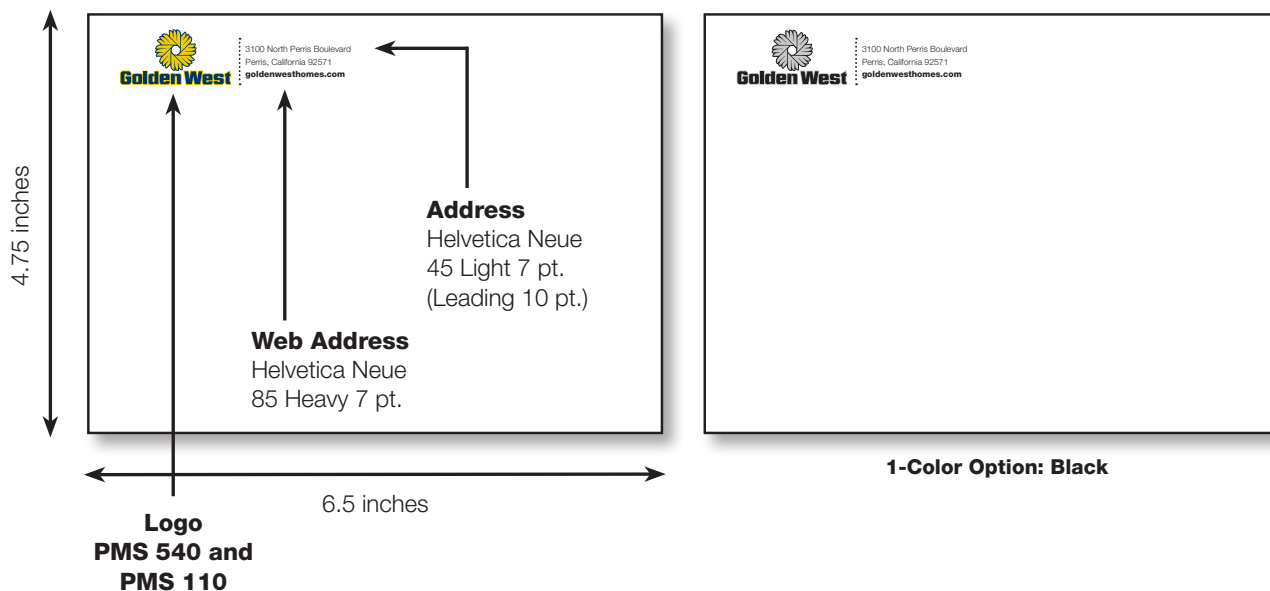
Smooth, white only, coated and uncoated paper stocks are permitted for all Golden West printed products. Weights, manufacturers, and printing vendors will be collaboratively selected by CMH Manufacturing, Inc., representatives based on appropriateness and expense.

This note card envelope is reproduced in 3-colors:

- PMS 540 blue
- PMS 110 golden yellow
- Black

1-Color Option:

- Black



Golden West Style Guide

Presentation Folder

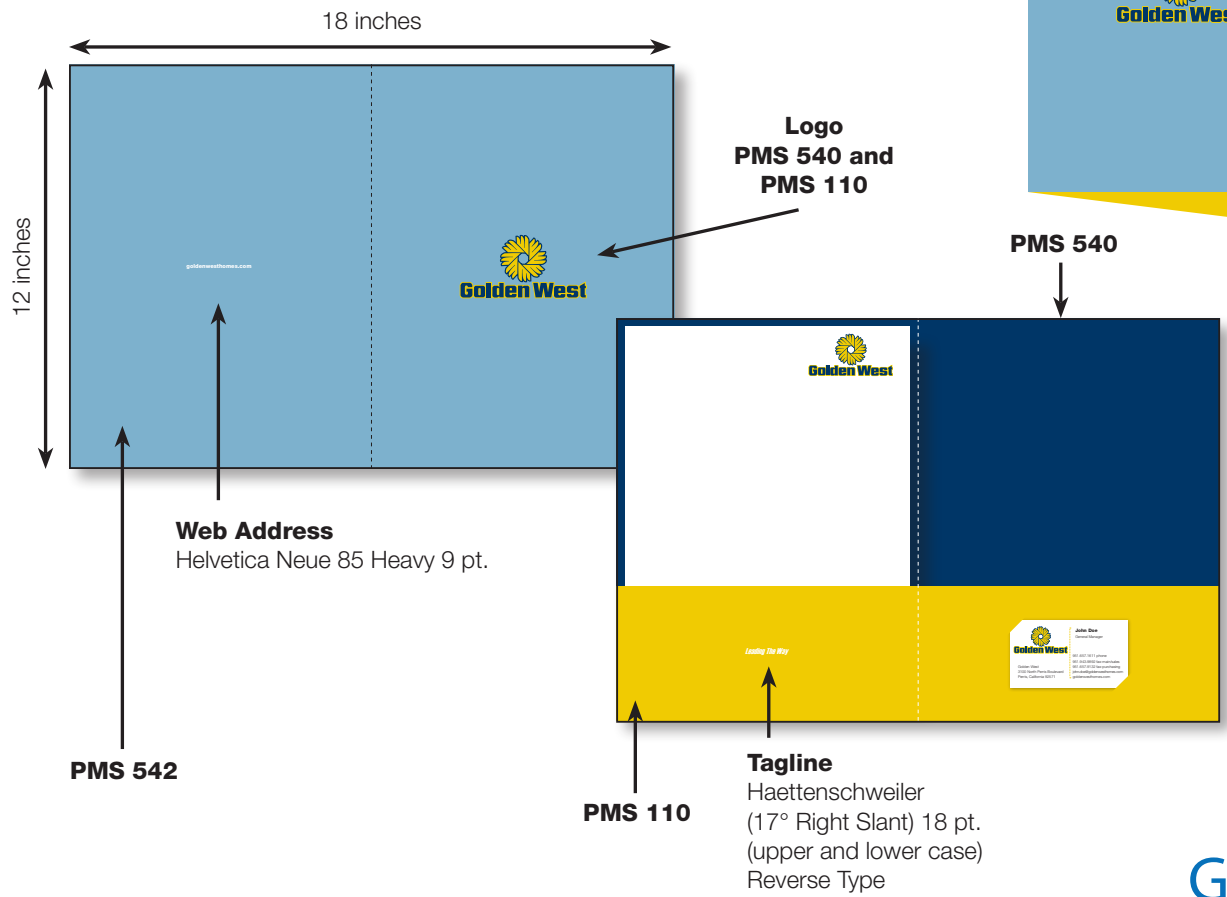
The designs presented on this page were produced in the page layout program InDesign. It is recommended that production of these materials be executed by competent graphics service providers who are proficient with the wide array of graphic software applications.

The native InDesign files and .eps vector files of the Golden West logos are available from home office marketing. Exact reproductions or interpretations of these designs is permitted but must be approved by home office marketing.

Smooth, white only, coated and uncoated paper stocks are permitted for all Golden West printed products. Weights, manufacturers, and printing vendors will be collaboratively selected by CMH Manufacturing, Inc., representatives based on appropriateness and expense.

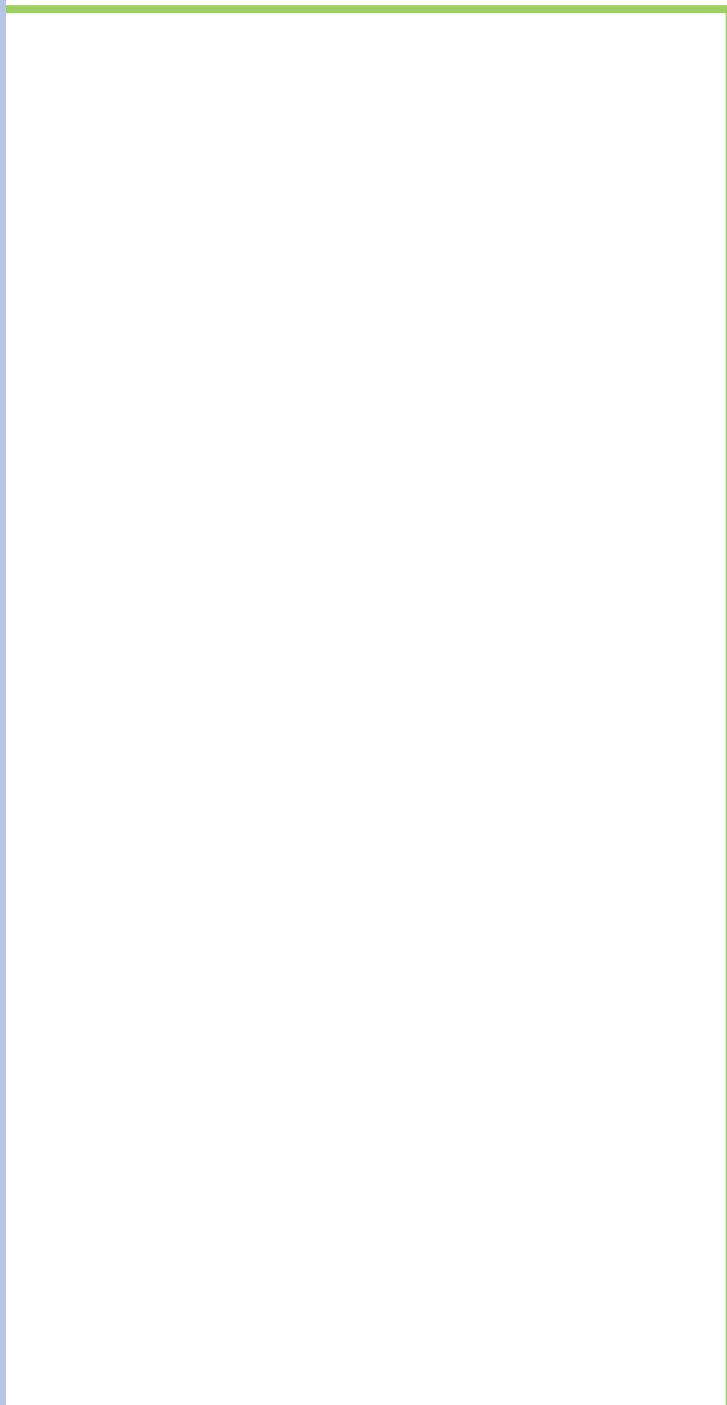
This folder is reproduced in 3-colors:

- PMS 540 blue
- PMS 110 golden yellow
- PMS 542 blue



Karsten Homes

Brand Guidelines





History and Overview:

Karsten Homes develops strong relationships by operating with integrity, providing product flexibility and exceeding customers' expectations. The company strives to continually improve quality via people, product and services. Karsten Homes passionately builds supportive relationships with customers, and embodies a focus on absolute customer satisfaction. The company is built on integrity, respect and flexibility. The customer always comes first. At Karsten Homes, "It's all about you!"



Logo Usage and Guidelines

2-color .eps and 1-color .eps

The logo pictured here was developed uniquely for Karsten Homes and is the accepted version.

This .eps version of the Karsten Homes logo is contained in a PC or Macintosh formatted file. The file is appropriate for commercial applications like printing, signage, embossing, or for multi-color silk screen applications. The document should be archived and provided to competent graphic service providers. It is a vector file.

Creative solutions, screened logos, etc., must be approved by home office marketing.

This illustrator .eps logo may be reproduced in two color options:

- PMS 186 red
- Black

1- Color option:

- Black

2-Color Option:



PMS 186



Black

1-Color Option:



Black

Logo Usage and Guidelines

Tif and jpeg for Word and PowerPoint

The logo pictured here was developed uniquely for Karsten Homes and is the accepted version.

The 100 PPI tif logo is the appropriate selection for an image imported into the Microsoft suite of products. The Microsoft products are designed to output to 72 PPI desktop printers or color copiers. This logo should NOT be used for commercial printing applications.

Production quality will suffer if the image is enlarged, but will improve if the image is reduced.

Tif is supported by Microsoft Word and Microsoft PowerPoint, and the file can be imported, cropped, and re-sized through the picture import function of each program. Instructions can be found through the index of the Microsoft Word manual under the heading "insert" and then the subhead "graphic objects into documents."

300 PPI jpeg files are also available.

Important: The logo will become distorted if not proportionally re-sized. This may be done by holding the "shift" key when re-sizing images.



100 PPI tif or 300 PPI jpeg



100 PPI tif or 300 PPI jpeg

Approved Logo Usage

We have two approved Karsten Homes logos in three variations each: Our PMS 186 red and black logos, and our black logo. The PMS 186 and black logo is the preferred logo to use the majority of the time, however, it is usually accompanied by black text, making this a 2-color piece. The black logo must be used when printing requires only 1-color.

The logo by itself should be used in business communication relating to Karsten Homes as a whole. It is also the preferred logo for all internal communication.

The logo may also be used in combination with the "It's All About You!" tagline. The tagline font is Mistral Roman, used upper and lower case.

When including the tagline, it should always appear as illustrated below. Logos containing the tagline as well as the CMH Manufacturing, Inc, disclaimer are available through home office marketing. The tagline should never be placed out to the side or under the logo. When the tagline is included with the 2-color or 1-color logo it should always be black, never red. The tagline may also stand alone on one text line, however, it should be sized accordingly and should never overpower the logo. Please see the example below.

Important: The logo should never be used as part of a sentence. In marketing and advertising copy, letters, memos, etc., Karsten Homes should be written in plain text.



It's All... About You!

Tagline as it should appear as a stand alone element. It should always be on one text line.



~~Karsten~~ develops strong relationships by operating with integrity, providing product flexibility and exceeding customers' expectations. The company strives to continually improve quality via people, product and services.

Logo Color

The Karsten Homes logo should always be printed using the selected spot color, which is PMS 186 red, and black. This color should be matched exactly. If the logo is to be printed as 4-color process, the CMYK equivalent of the PMS color should be used.

Full Color: on a solid white background (preferred) or light-color background. If a light-color background is to be used, the logo must meet all logo guidelines and be readable and sharp. The logo should not be used on dark backgrounds or dark, busy images. Please see the examples below.

White with Black Hard Shadow: this additional option is for use on medium or dark backgrounds. It is to be used for 1-color or 2-color applications. However, at times it may be used over full-color, non-busy images.

White: for use on dark backgrounds. It is to be used for 1-color or 2-color applications. It may also be used over dark, full-color images.

Black: for use on light or medium backgrounds and 1-color black and white applications.



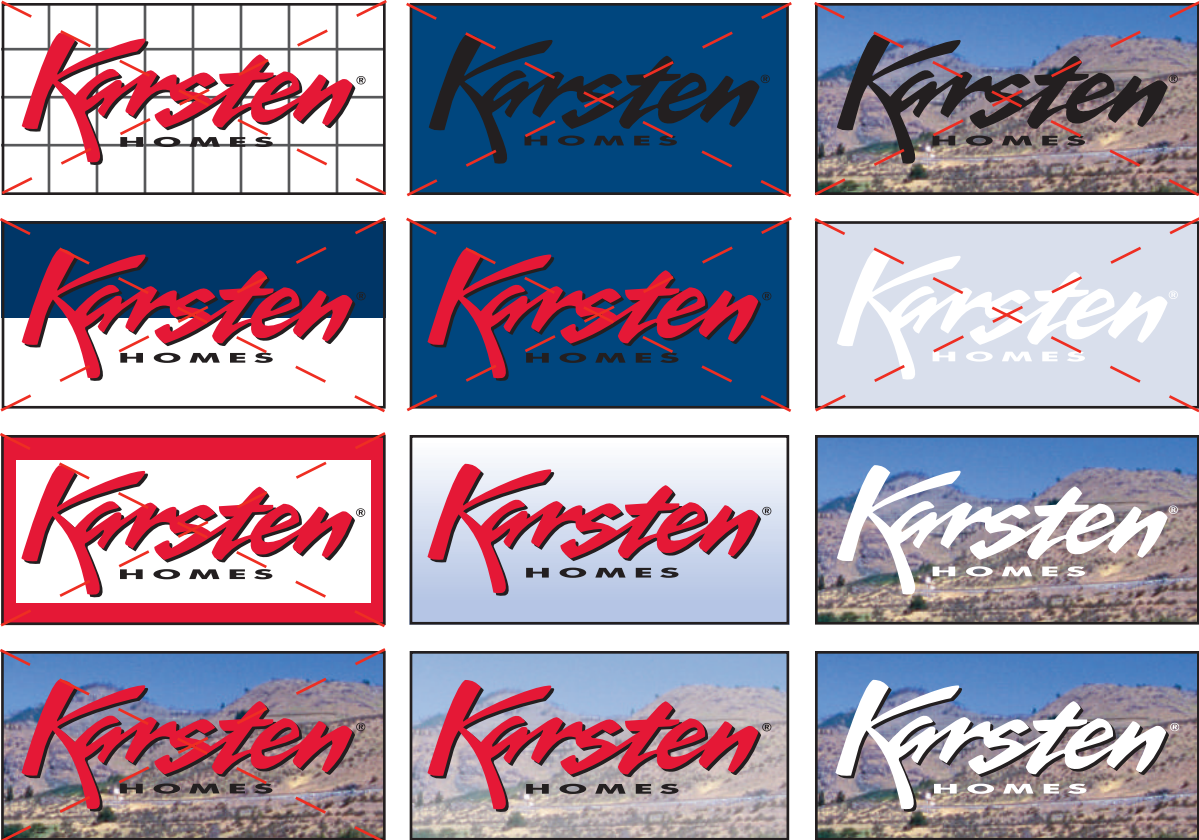
Logo Environment

For our logo to work effectively as a strong brand identifier, the logo should always be seen in its entirety and should never be partially hidden by text or art. Always place the logo in an uncompetitive environment with ample breathing space around it. The same guidelines apply when the tagline is to be included.

The logo should never be placed on a heavily patterned background, nor should any design elements (lines, patterns, art) intrude upon, touch or compete with the logo.

Never place the logo over a divided color background, or place the logo over a busy photograph. Choose a photograph or an area of the photograph that is less competitive with the logo and has consistent color tone. You may choose to fade, or ghost the image back in order to protect the logo's dominance.

Important: Never box-in, alter or add design elements to the logo. Any design alterations such as screened logos, drop shadows, outline strokes, outer glows, etc., must be approved by home office marketing.



Plant Specific Logos

Usage and Guidelines

The same usage and guidelines as previously illustrated and explained apply to the Karsten Homes plant specific logos.

These logos are primarily used by individual plants under the Karsten Homes brand for internal and external communications materials, as well as sales literature and trade show items. Each logo contains the specific location of the individual

plant. In this illustration, the Karsten Breckenridge plant is used as an example.

Important: Never alter or add design elements to the logo. Any design alterations such as screened logos, drop shadows, outline strokes, outer glows, etc., must be approved by home office marketing. See blind embossed example below.



Option #1 is: PMS 186 and Black



Option #2 is: Black



Option #3 is: Reverse White



Option #4 is: White with a Black Hard Shadow



Plant Specific Logos

Current Plant Logo Examples

Shown below are examples of the plant specific logos listed in alphabetical order. These are the

current plants that fall under the brand name Karsten Homes.



Plant Specific Color Assignments:

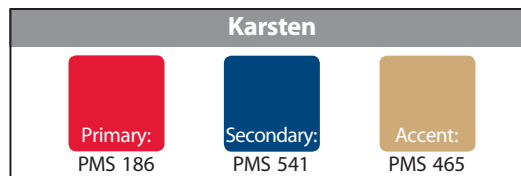
Another very important aspect of creating a brand is color selection and environment. The color swatches that are illustrated in this section were researched and carefully selected because of their modern-day appeal as well as being complimentary to each other. With the various individual brands and plants under the Clayton Manufacturing, Inc., umbrella, the color assignments are intended to create an individual identity for each brand, and individual plant.

Each plant has been assigned a primary color which, in most cases is the same color as the logo within that particular brand. Each plant within that particular brand will share the same primary color. In addition, a secondary color has been assigned to differentiate the various plants within the brand. A third color has been assigned as an optional accent color to be used as needed or desired. These colors will apply to most, if not all sales and trade show materials such as sales literature, silent sales kits, house and real estate signs, banners, trade show booths, etc. No other colors may be used or introduced without consultation or permission from home office marketing.




Note: The colors in this book are 4-color representations of PMS colors. Please use a Pantone book for exact color for coated and uncoated paper.

Plant Specific Color Assignment Swatches:




Karsten Homes Plants



PMS Color Equivalent – CMYK (4-color process)

Color Name Pantone Spot	Color Name Pantone Process	Process Color Breakdown			
		C	M	Y	K
 PMS 186	PMS 186	0	100	81	4
 PMS 541	PMS 541	100	57	0	38
 PMS 465	PMS 465	20	32	58	0

PMS Color Equivalent – RGB (red, green, blue)

Color Name Pantone Spot	Color Name Pantone Process	Red, Green, Blue Breakdown		
		R	G	B
 PMS 186	N/A	184	40	49
 PMS 541	N/A	26	62	106
 PMS 465	N/A	183	153	109

Karsten Homes Style Guide

Internal and External Communications Materials

Properly presenting the Karsten Homes logo is just one part of maintaining our brand in communications materials. It is equally important to maintain consistency in everything from body text timesteps to color choices. Even the width of your margins plays an important role. If a potential customer, media representative, or other person receives Karsten Homes documents from several

different locations and those documents do not appear consistent, then the brand message may be weakened. All our documents should have a consistent appearance and style. They may contain different information — some may have graphics and some may not. They may also serve different purposes, however, it is important that the overall style and guidelines remain consistent.

Karsten Homes Style Guide

Font Usage and Color Palette

Typeface: Helvetica Neue is the typeface of choice for all communications materials. It may be purchased from Adobe, Inc. We have provided font usage guidelines in order to maintain consistency with all materials. Special attention should be paid to font size and leading as well as font weights.

Color Palette: The official Karsten Homes colors are PMS 186 red, black and white. The majority of our materials use these colors. But, occasionally, you may create documents or presentations that require more colors. Please contact home office marketing to work out the best solution.

Adobe Postscript Font:



Helvetica Neue: Helvetica Neue 45 Light

Helvetica Neue: Helvetica Neue 65 Medium

Helvetica Neue: Helvetica Neue 85 Heavy

Tagline Font:

Mistral: Roman - Upper and Lower Case

Color Name Pantone Spot	Color Name Pantone Process	Process Color Breakdown			
		C	M	Y	K
 PMS 186	PMS 186	0	100	81	4
 Black	Black	0	0	0	100

Karsten Homes Style Guide

Business Cards

The designs presented on this page were produced in the page layout program InDesign. It is recommended that production of these materials be executed by competent graphics service providers who are proficient with the wide array of graphic software applications.

The native InDesign files and .eps vector files of the Karsten Homes logos are available from home office marketing. Exact reproductions or interpretations of these designs is permitted but must be approved by home office marketing.

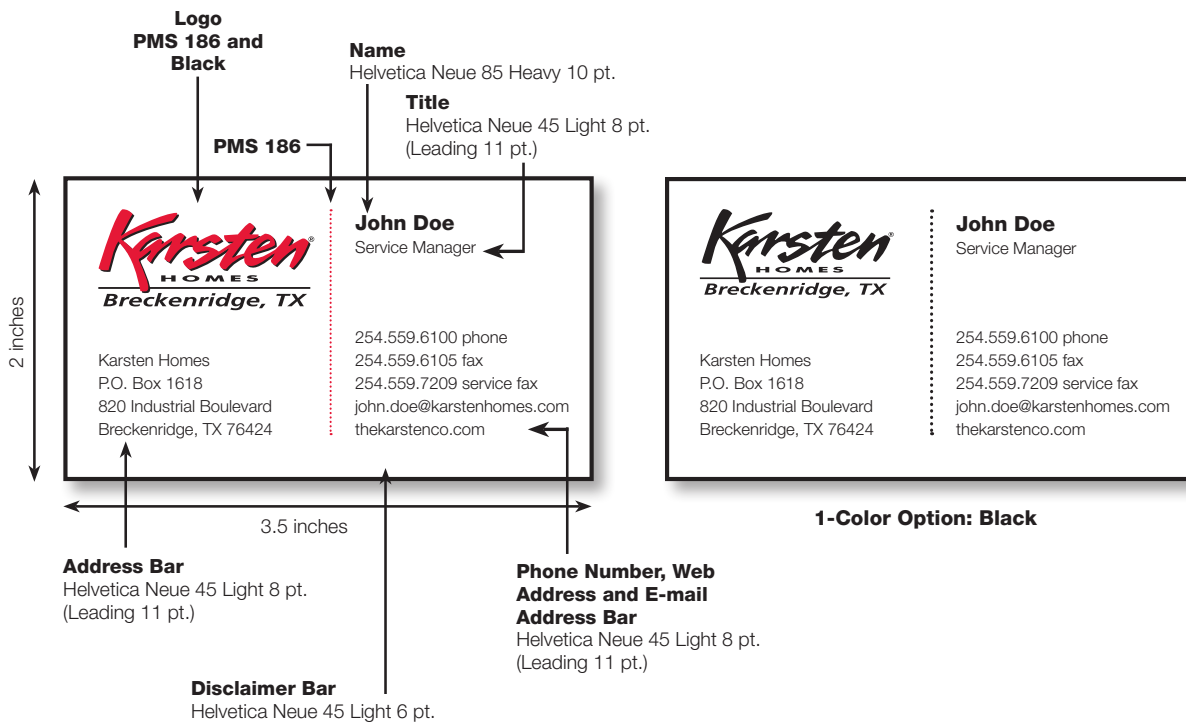
Smooth, white only, coated and uncoated paper stocks are permitted for all Karsten Homes printed products. Weights, manufacturers, and printing vendors will be collaboratively selected by CMH Manufacturing, Inc., representatives based on appropriateness and expense.

This business card is reproduced in 2-colors:

- PMS 186 red
- Black

1-Color Option:

- Black



Karsten Homes Style Guide

Standard 8.5 x 11 Stationery

The designs presented on this page were produced in the page layout program InDesign. It is recommended that production of these materials be executed by competent graphics service providers who are proficient with the wide array of graphic software applications.

The native InDesign files and .eps vector files of the Karsten Homes logos are available from home office marketing. Exact reproductions or interpretations of these designs is permitted but must be approved by home office marketing.

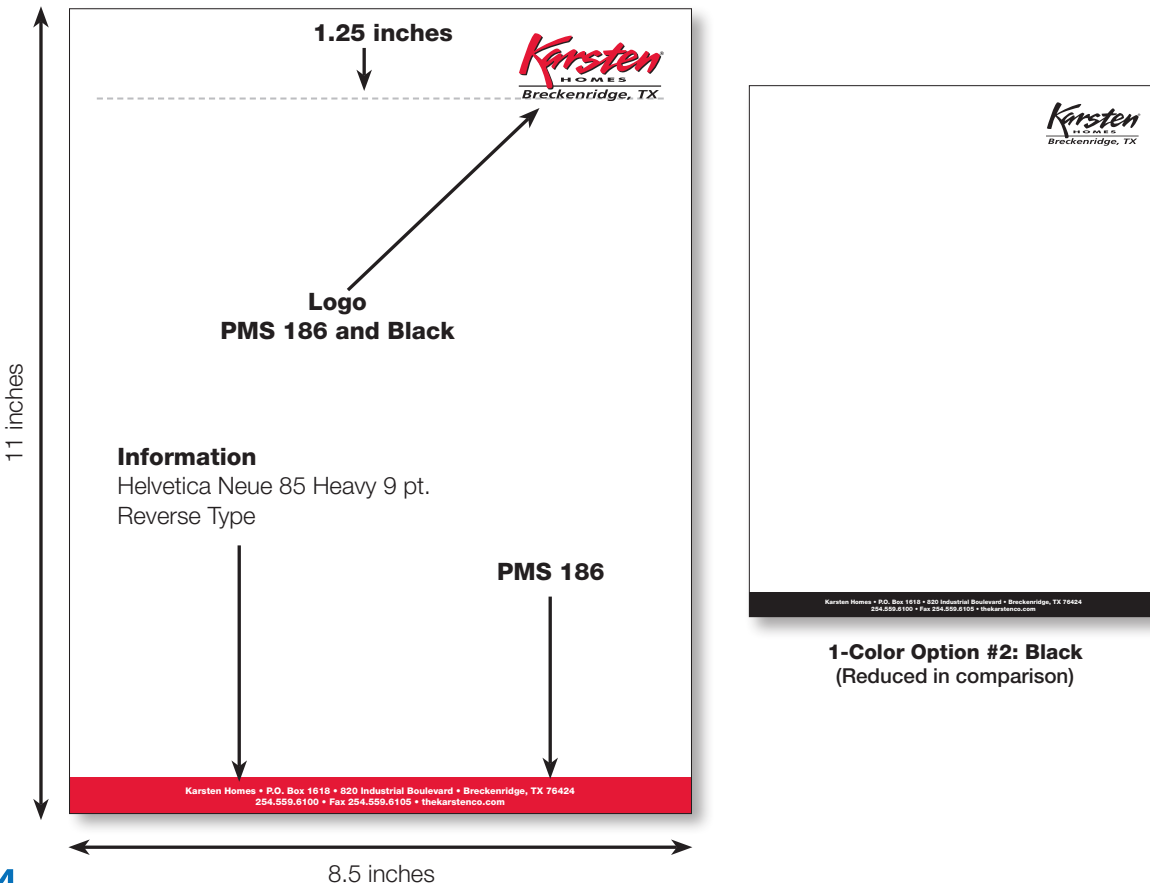
Smooth, white only, coated and uncoated paper stocks are permitted for all Karsten Homes printed products. Weights, manufacturers, and printing vendors will be collaboratively selected by CMH Manufacturing, Inc., representatives based on appropriateness and expense.

This stationery is reproduced in 2-colors:

- PMS 186 red
- Black

1-Color Option #2:

- Black



Karsten Homes Style Guide

Standard #10 Envelope

The designs presented on this page were produced in the page layout program InDesign. It is recommended that production of these materials be executed by competent graphics service providers who are proficient with the wide array of graphic software applications.

The native InDesign files and .eps vector files of the Karsten Homes logos are available from home office marketing. Exact reproductions or interpretations of these designs is permitted but must be approved by home office marketing. Smooth, white only, coated and uncoated paper

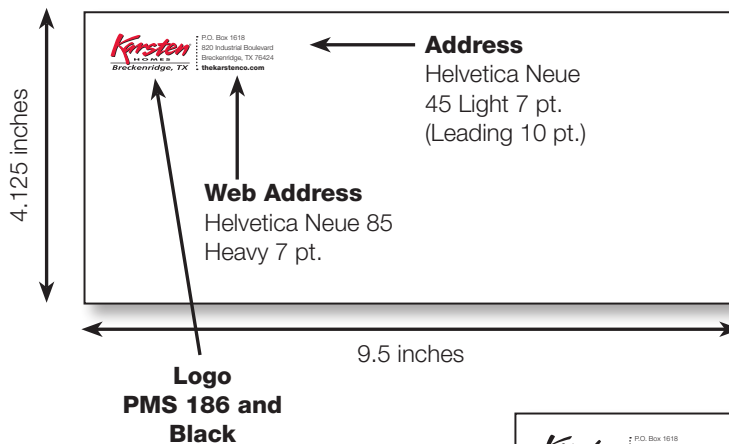
stocks are permitted for all Karsten Homes printed products. Weights, manufacturers, and printing vendors will be collaboratively selected by CMH Manufacturing, Inc., representatives based on appropriateness and expense.

This envelope is reproduced in 2-colors:

- PMS 186 red
- Black

1-Color Option:

- Black



1-Color Option: Black

Karsten Homes Style Guide

Standard Note Card

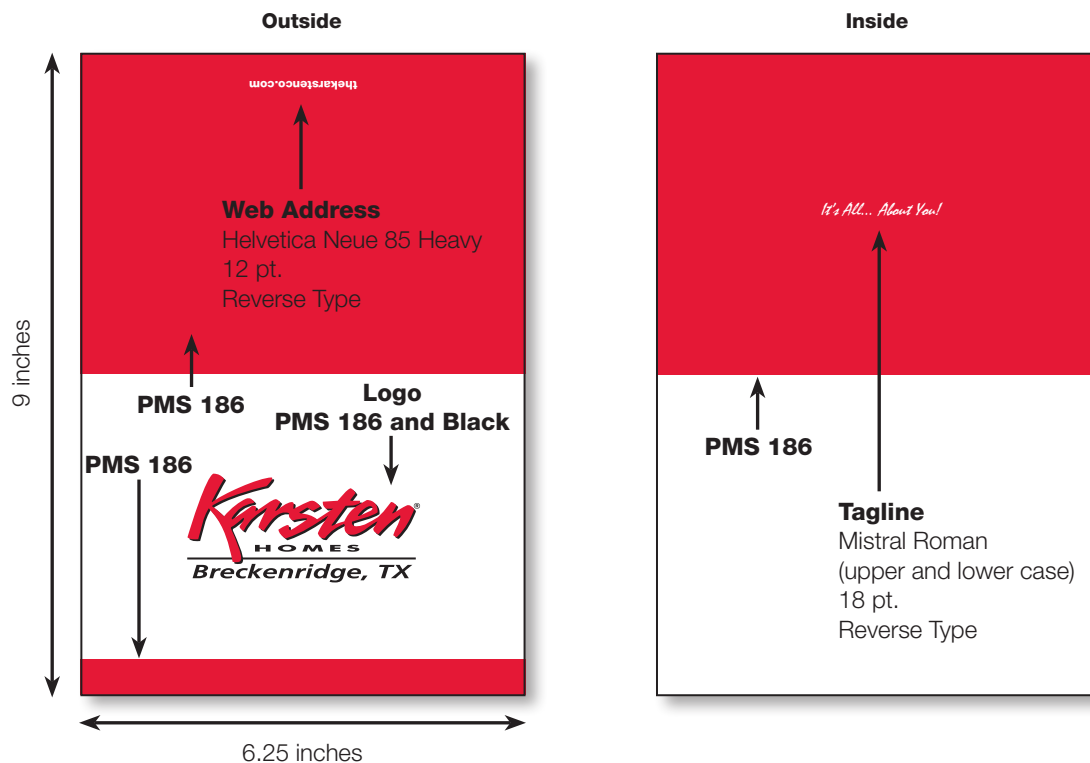
The designs presented on this page were produced in the page layout program InDesign. It is recommended that production of these materials be executed by competent graphics service providers who are proficient with the wide array of graphic software applications.

The native InDesign files and .eps vector files of the Karsten Homes logos are available from home office marketing. Exact reproductions or interpretations of these designs is permitted but must be approved by home office marketing.

Smooth, white only, coated and uncoated paper stocks are permitted for all Karsten Homes printed products. Weights, manufacturers, and printing vendors will be collaboratively selected by CMH Manufacturing, Inc., representatives based on appropriateness and expense.

This note card is reproduced in 2-colors:

- PMS 186
- Black



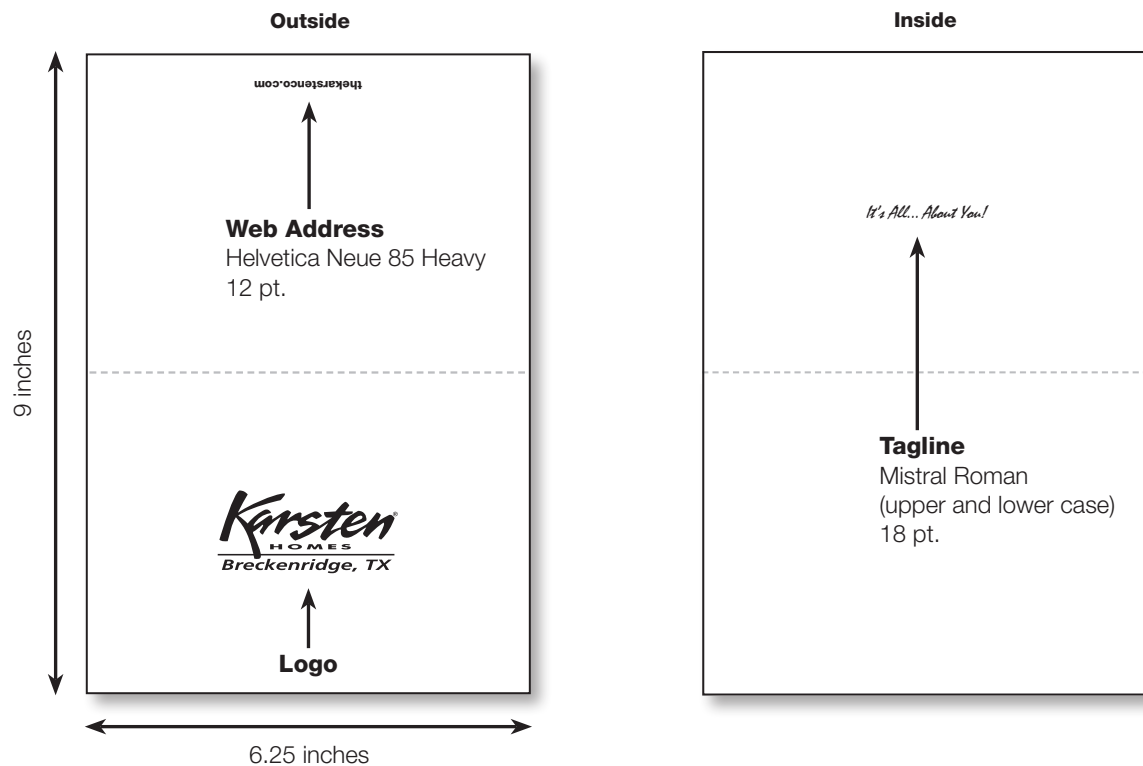
Karsten Homes Style Guide

Standard Note Card: 1-Color Option #2

The PMS 186 and black note card is the preferred method of printing for the materials the majority of the time. However, you may choose the second color option, which is black. No other colors may be used without direct approval from home office marketing.

1-Color Option #2:

- Black



1-Color Option #2: Black

Karsten Homes Style Guide

Standard Note Card Envelope

The designs presented on this page were produced in the page layout program InDesign. It is recommended that production of these materials be executed by competent graphics service providers who are proficient with the wide array of graphic software applications.

The native InDesign files and .eps vector files of the Karsten Homes logos are available from home office marketing. Exact reproductions or interpretations of these designs is permitted but must be approved by home office marketing.

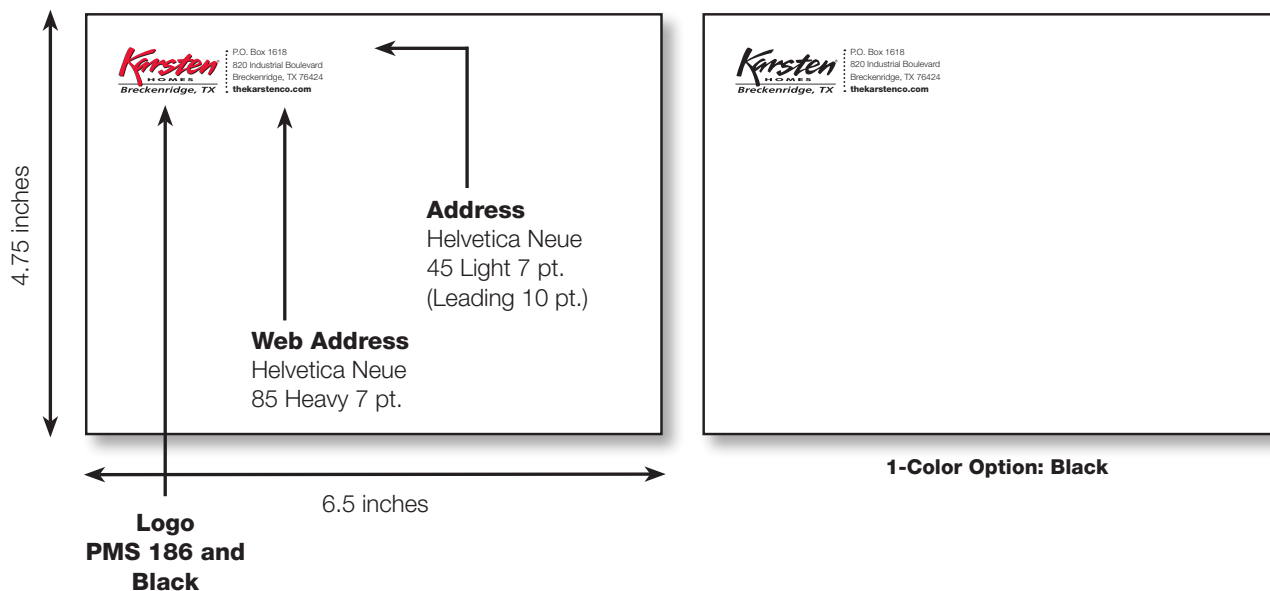
Smooth, white only, coated and uncoated paper stocks are permitted for all Karsten Homes printed products. Weights, manufacturers, and printing vendors will be collaboratively selected by CMH Manufacturing, Inc., representatives based on appropriateness and expense.

This note card envelope is reproduced in 2-colors:

- PMS 186 red
- Black

1-Color Option:

- Black



Karsten Homes Style Guide

Presentation Folder

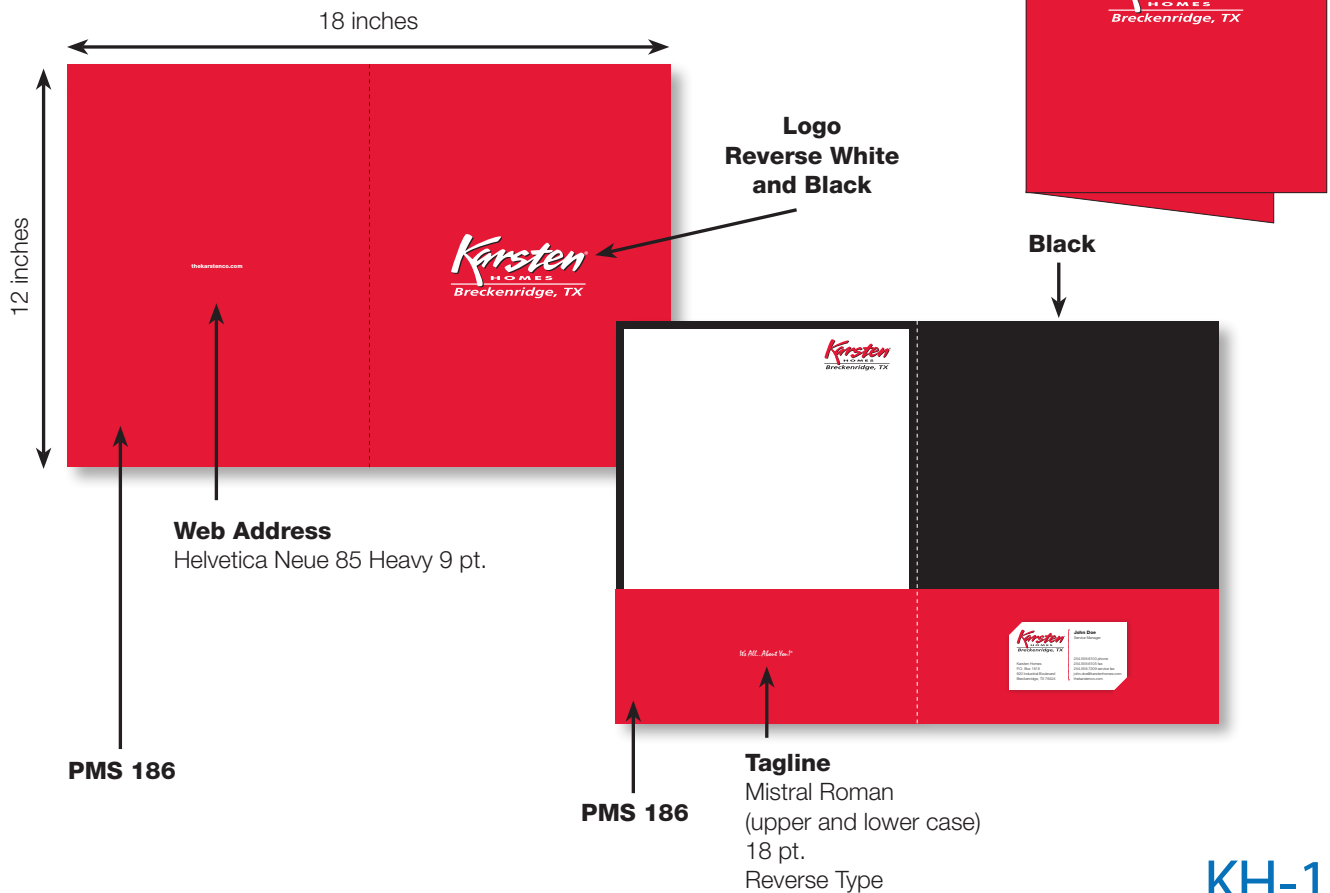
The designs presented on this page were produced in the page layout program InDesign. It is recommended that production of these materials be executed by competent graphics service providers who are proficient with the wide array of graphic software applications.

The native InDesign files and .eps vector files of the Karsten Homes logos are available from home office marketing. Exact reproductions or interpretations of these designs is permitted but must be approved by home office marketing.

Smooth, white only, coated and uncoated paper stocks are permitted for all Karsten Homes printed products. Weights, manufacturers, and printing vendors will be collaboratively selected by CMH Manufacturing, Inc., representatives based on appropriateness and expense.

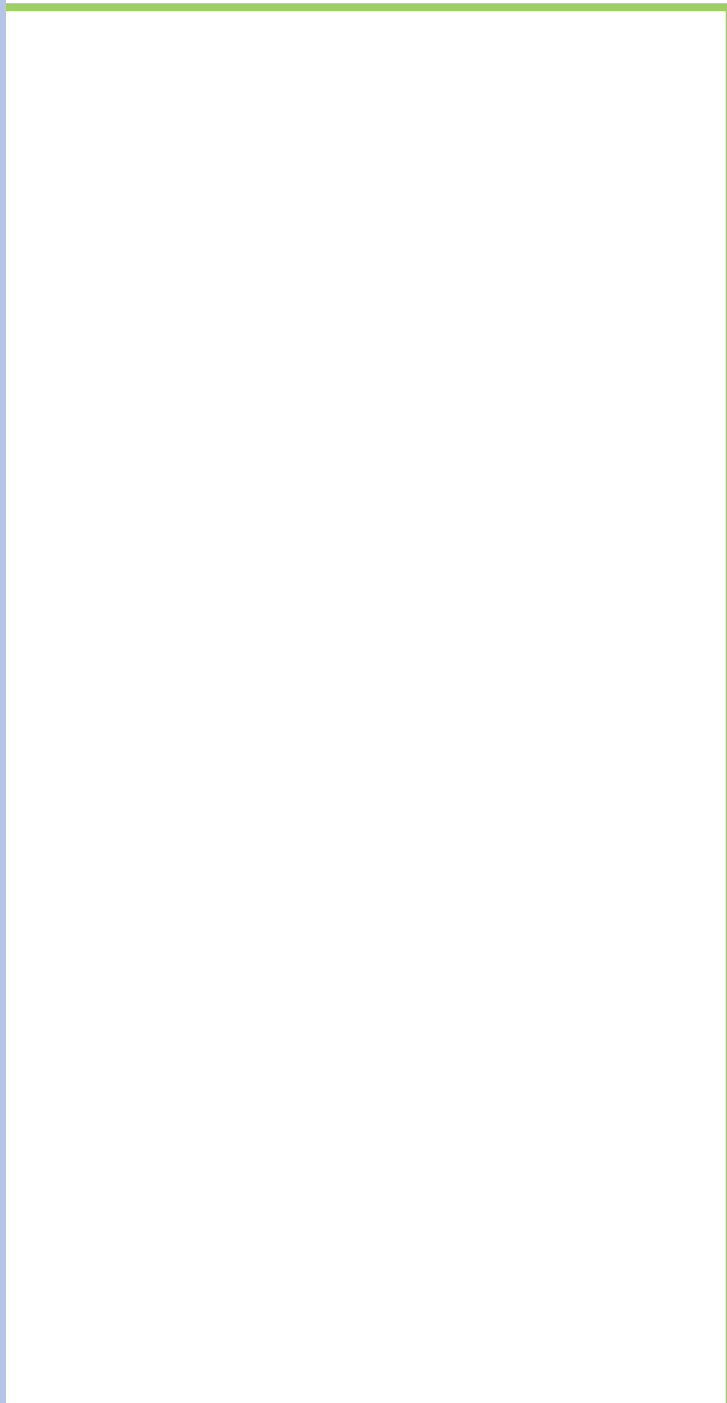
This folder is reproduced in 2-colors:

- PMS 186 red
- Black



Marlette

Brand Guidelines





History and Overview:

Marlette has manufactured affordable, innovative and energy-efficient homes for over 40 years. With Marlette leading the industry in innovations such as steel frames, forced-air heating and interior plumbing, it did not take long for its reputation of being a pioneer in the industry to set it apart from the competition. Company history inspires pride in its team members and is expressed not only in the quality homes built, but also in their longevity of service. A majority of retail outlets are long-term partners and have contributed greatly to establishing Marlette as a home "Designed for Living. Built for Life."



Logo Usage and Guidelines

1-color blue .eps and 1-color black .eps

The logo pictured here was developed uniquely for Marlette and is the accepted version.

This .eps version of the Marlette logo is contained in a PC or Macintosh formatted file. The file is appropriate for commercial applications like printing, signage, embossing, or for multi-color silk screen applications. The document should be archived and provided to competent graphics service providers. It is a vector file.

Creative solutions, screened logos, etc., must be approved by home office marketing.

This illustrator .eps logo may be reproduced in two 1-color options:

- PMS 2768 blue

1- Color option:

- Black

1-Color Option #1:



The Marlette logo is displayed in a dark blue color, specifically PMS 2768. The logo is written in a cursive, script font with a registered trademark symbol (®) at the end.



PMS 2768

1-Color Option #2:



The Marlette logo is displayed in black. The logo is written in a cursive, script font with a registered trademark symbol (®) at the end.



Black

Logo Usage and Guidelines

Tif and jpeg for Word and PowerPoint

The logo pictured here was developed uniquely for Marlette and is the accepted version.

The 100 PPI tif logo is the appropriate selection for an image imported into the Microsoft suite of products. The Microsoft products are designed to output to 72 PPI desktop printers or color copiers. This logo should NOT be used for commercial printing applications.

Production quality will suffer if the image is enlarged, but will improve if the image is reduced.

Tif is supported by Microsoft Word and Microsoft PowerPoint, and the file can be imported, cropped, and re-sized through the picture import function of each program. Instructions can be found through the index of the Microsoft Word manual under the heading "insert" and then the subhead "graphic objects into documents."

300 PPI jpeg files are also available.

Important: The logo will become distorted if not proportionally re-sized. This may be done by holding the "shift" key when re-sizing images.



Marlette®

100 PPI tif or 300 PPI jpeg



Marlette®

100 PPI tif or 300 PPI jpeg

Approved Logo Usage

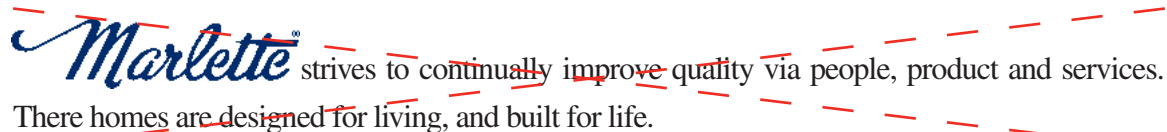
We have two approved Marlette logos: Our PMS 2768 blue logo, and our black logo. The PMS 2768 logo is the preferred logo to use the majority of the time, however, it is usually accompanied by black text, making this a 2-color piece. The black logo must be used when printing requires only 1-color.

The logo by itself should be used in business communication relating to Marlette as a whole. It is also the preferred logo for all internal communication.

The logo may also be used in combination with the "Designed For Living, Built For Life" tagline. The tagline font is Avante Garde Gothic BT Medium, used upper and lower case.

When including the tagline, it should always include the divider bar as shown below and fall directly under the logo with adequate spacing. The tagline should never be placed out to the side of the logo. When the tagline is included with the PMS 2768 blue logo its color should be PMS 2768 blue. When combined with the black logo its color should be black. The tagline may also stand alone, however, it should be sized accordingly and should never overpower the logo.

Important: The logo should never be used as part of a sentence. In marketing and advertising copy, letters, memos, etc., Marlette should be written in plain text.



Logo Color

The Marlette color logo should always be printed using the selected spot color which is PMS 2768 blue. This color should be matched exactly. If the logo is to be printed as 4-color process, the CMYK equivalent of the PMS color should be used.

Full Color: on a solid white background (preferred) or light-color background. If a light-color background is to be used, the logo must meet all logo guidelines and be readable and sharp. The logo should not be used on dark backgrounds or dark, busy images. Please see the examples below.

White: for use on dark backgrounds. It is to be used for 1-color or 2-color applications. It may also be used over dark, full-color images.

Black: for use on light or medium backgrounds and 1-color black and white applications.



Logo Environment

For our logo to work effectively as a strong brand identifier, the logo should always be seen in its entirety and should never be partially hidden by text or art. Always place the logo in an uncompetitive environment with ample breathing space around it. The same guidelines apply when the tagline is to be included.

The logo should never be placed on a heavily patterned background, nor should any design elements (lines, patterns, art) intrude upon, touch or compete with the logo.

Never place the logo over a divided color background, or place the logo over a busy photograph. Choose a photograph or an area of the photograph that is less competitive with the logo and has consistent color tone. You may choose to fade, or ghost the image back in order to protect the logo's dominance.

Important: Never box-in, alter or add design elements to the logo. Any design alterations such as screened logos, drop shadows, outline strokes, outer glows, etc., must be approved by home office marketing.



Plant Specific Logos

Usage and Guidelines

The same usage and guidelines as previously illustrated and explained apply to the Marlette plant specific logos.

These logos are primarily used by individual plants under the Marlette brand for internal and external communications materials, as well as sales literature and trade show items. Each logo contains the specific location of the individual

plant. In this illustration, the Marlette Hermiston plant is used as an example.

Important: Never alter or add design elements to the logo. Any design alterations such as screened logos, drop shadows, outline strokes, outer glows, etc., must be approved by home office marketing. See blind embossed example below.



Option #1 is: PMS 2768



Option #2 is: Black



Option #3 is: Reverse White



Plant Specific Logos

Current Plant Logo Examples

Shown below are examples of the plant specific logos listed in alphabetical order. These are

the current plants that fall under the brand name Marlette.



Marlette[®]
Buckeye



Marlette[®]
Hermiston



Marlette[®]
Lewistown

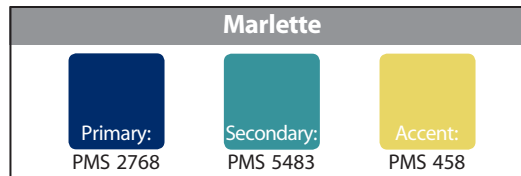
Plant Specific Color Assignments:

Another very important aspect of creating a brand is color selection and environment. The color swatches that are illustrated in this section were researched and carefully selected because of their modern-day appeal as well as being complimentary to each other. With the various individual brands and plants under the Clayton Manufacturing, Inc., umbrella, the color assignments are intended to create an individual identity for each brand, and individual plant.




Each plant has been assigned a primary color which, in most cases is the same color as the logo within that particular brand. Each plant within that particular brand will share the same primary color. In addition, a secondary color has been assigned to differentiate the various plants within the brand. A third color has been assigned as an optional accent color to be used as needed or desired. These colors will apply to most, if not all sales and trade show materials such as sales literature, silent sales kits, house and real estate signs, banners, trade show booths, etc. No other colors may be used or introduced without consultation or permission from home office marketing.

Plant Specific Color Assignment Swatches:




Marlette Plants



PMS Color Equivalent – CMYK (4-color process)

Color Name Pantone Spot	Color Name Pantone Process	Process Color Breakdown			
		C	M	Y	K
 PMS 2768	PMS 2768	100	78	0	44
 PMS 5483	PMS 5483	62	0	21	31
 PMS 458	PMS 458	10	10	73	0

PMS Color Equivalent – RGB (red, green, blue)

Color Name Pantone Spot	Color Name Pantone Process	Red, Green, Blue Breakdown		
		R	G	B
 PMS 2768	N/A	27	41	87
 PMS 5483	N/A	84	131	136
 PMS 458	N/A	218	202	98

Marlette Style Guide

Internal and External Communications Materials

Properly presenting the Marlette logo is just one part of maintaining our brand in communications materials. It is equally important to maintain consistency in everything from body text timesteps to color choices. Even the width of your margins plays an important role. If a potential customer, media representative, or other person receives Marlette documents from several different locations

and those documents do not appear consistent, then the brand message may be weakened. All our documents should have a consistent appearance and style. They may contain different information — some may have graphics and some may not. They may also serve different purposes, however, it is important that the overall style and guidelines remain consistent.

Marlette Style Guide

Font Usage and Color Palette

Typeface: Helvetica Neue is the typeface of choice for all communications materials. It may be purchased from Adobe, Inc. We have provided font usage guidelines in order to maintain consistency with all materials. Special attention should be paid to font size and leading as well as font weights.

Color Palette: The official Marlette colors are PMS 2768 blue, black and white. The majority of our materials use these colors. But, occasionally, you may create documents or presentations that require more colors. Please contact home office marketing to work out the best solution.

Adobe Postscript Font:



Helvetica Neue: Helvetica Neue 45 Light

Helvetica Neue: Helvetica Neue 65 Medium

Helvetica Neue: Helvetica Neue 85 Heavy

Tagline Font:

Avante Garde Gothic BT: Medium -
Upper and Lower Case

Color Name Pantone Spot	Color Name Pantone Process	Process Color Breakdown			
		C	M	Y	K
 PMS 2768	PMS 2768	100	78	0	44
 Black	Black	0	0	0	100

Marlette Style Guide

Business Cards

The designs presented on this page were produced in the page layout program InDesign. It is recommended that production of these materials be executed by competent graphics service providers who are proficient with the wide array of graphic software applications.

The native InDesign files and .eps vector files of the Marlette logos are available from home office marketing. Exact reproductions or interpretations of these designs is permitted but must be approved by home office marketing.

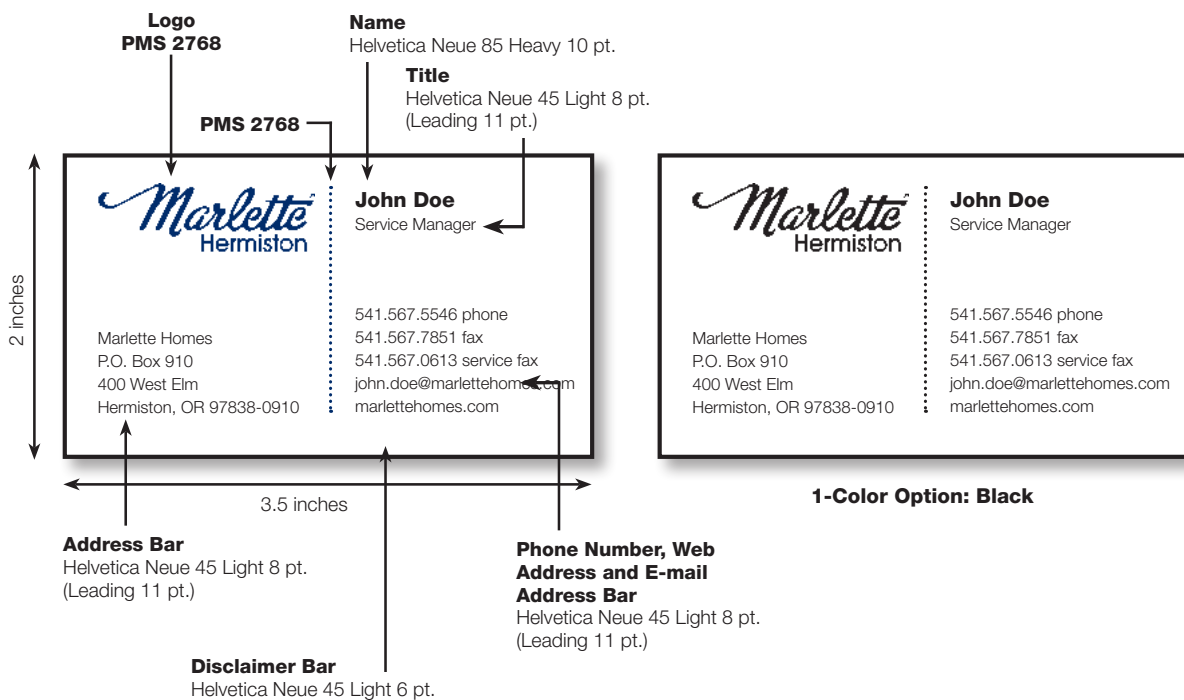
Smooth, white only, coated and uncoated paper stocks are permitted for all Marlette printed products. Weights, manufacturers, and printing vendors will be collaboratively selected by CMH Manufacturing, Inc., representatives based on appropriateness and expense.

This business card is reproduced in 2-colors:

- PMS 2768 blue
- Black

1-Color Option:

- Black



Marlette Style Guide

Standard 8.5 x 11 Stationery

The designs presented on this page were produced in the page layout program InDesign. It is recommended that production of these materials be executed by competent graphics service providers who are proficient with the wide array of graphic software applications.

The native InDesign files and .eps vector files of the Marlette logos are available from home office marketing. Exact reproductions or interpretations of these designs is permitted but must be approved by home office marketing.

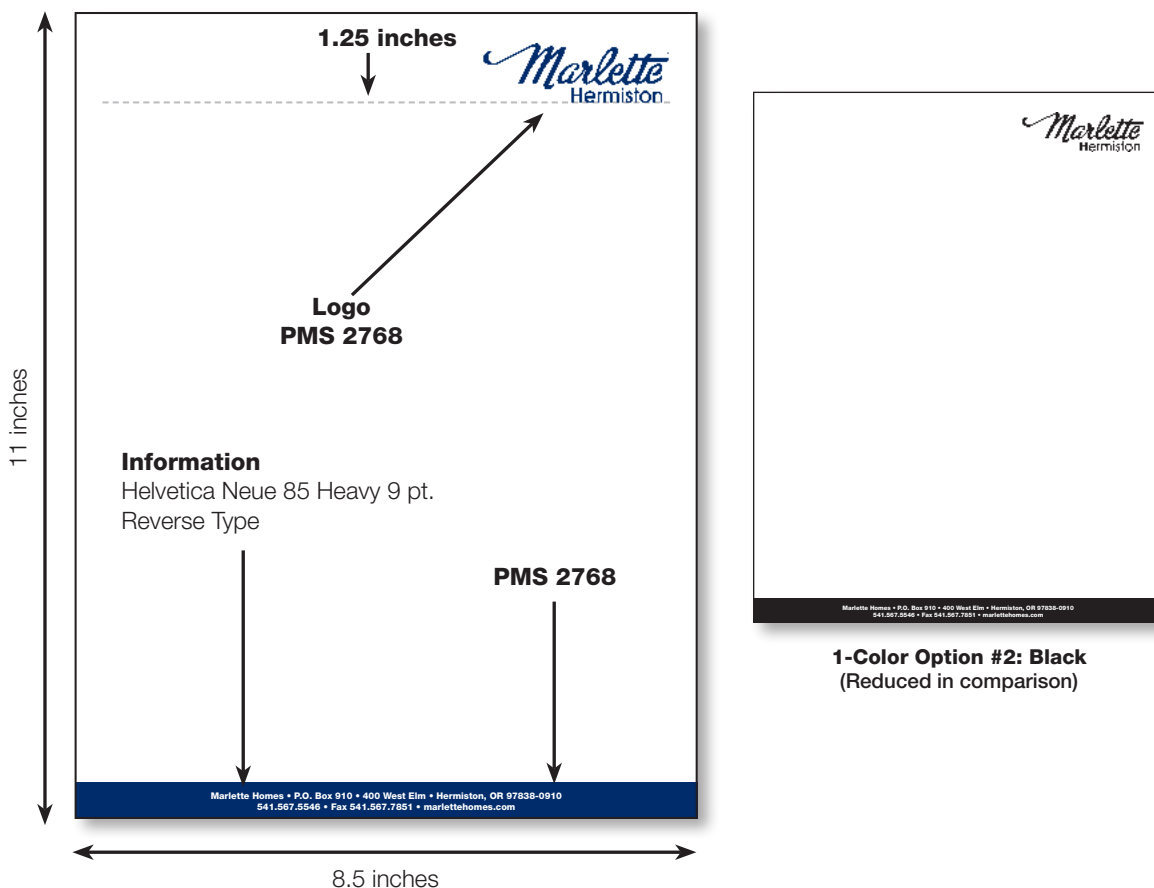
Smooth, white only, coated and uncoated paper stocks are permitted for all Marlette printed products. Weights, manufacturers, and printing vendors will be collaboratively selected by CMH Manufacturing, Inc., representatives based on appropriateness and expense.

This stationery is reproduced in 1-color:

- PMS 2768 blue

1-Color Option #2:

- Black



Marlette Style Guide

Standard #10 Envelope

The designs presented on this page were produced in the page layout program InDesign. It is recommended that production of these materials be executed by competent graphics service providers who are proficient with the wide array of graphic software applications.

The native InDesign files and .eps vector files of the Marlette logos are available from home office marketing. Exact reproductions or interpretations of these designs is permitted but must be approved by home office marketing.

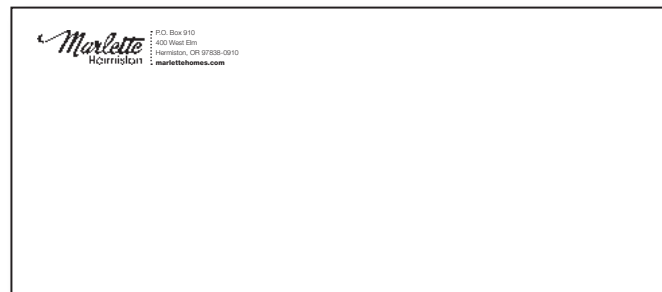
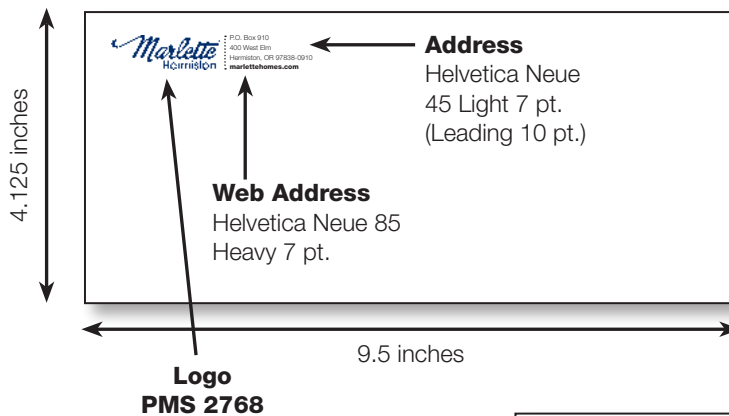
Smooth, white only, coated and uncoated paper stocks are permitted for all Marlette printed products. Weights, manufacturers, and printing vendors will be collaboratively selected by CMH Manufacturing, Inc., representatives based on appropriateness and expense.

This envelope is reproduced in 2-colors:

- PMS 2768 blue
- Black

1-Color Option:

- Black



1-Color Option: Black

Marlette Style Guide

Standard Note Card

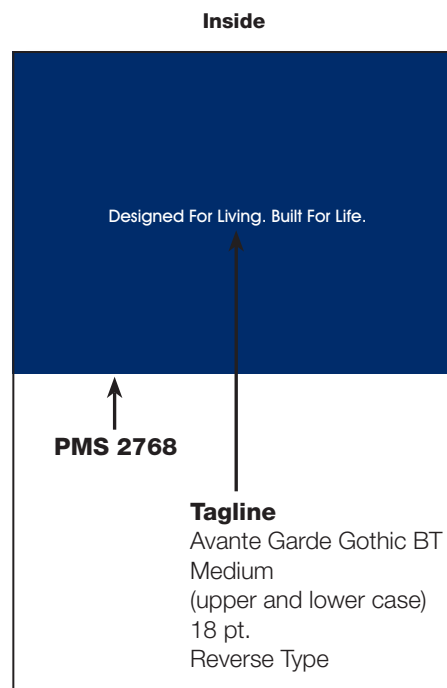
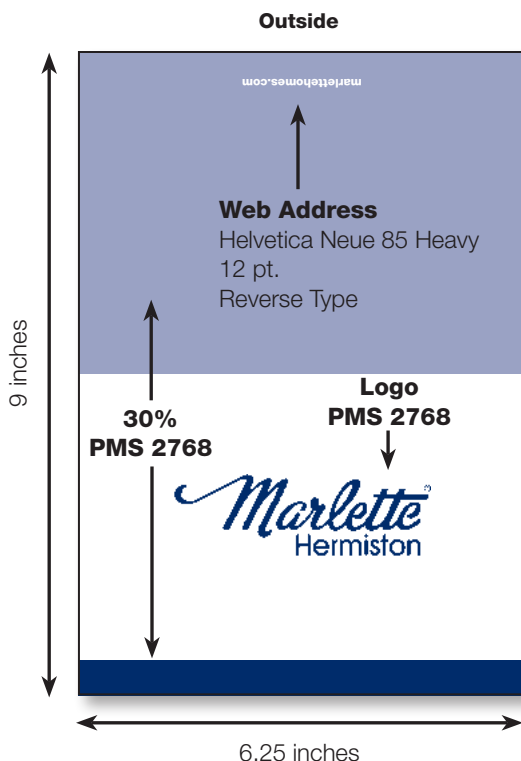
The designs presented on this page were produced in the page layout program InDesign. It is recommended that production of these materials be executed by competent graphics service providers who are proficient with the wide array of graphic software applications.

The native InDesign files and .eps vector files of the Marlette logos are available from home office marketing. Exact reproductions or interpretations of these designs is permitted but must be approved by home office marketing.

Smooth, white only, coated and uncoated paper stocks are permitted for all Marlette printed products. Weights, manufacturers, and printing vendors will be collaboratively selected by CMH Manufacturing, Inc., representatives based on appropriateness and expense.

This note card is reproduced in 1-color:

- PMS 2768
- 30% PMS 2768



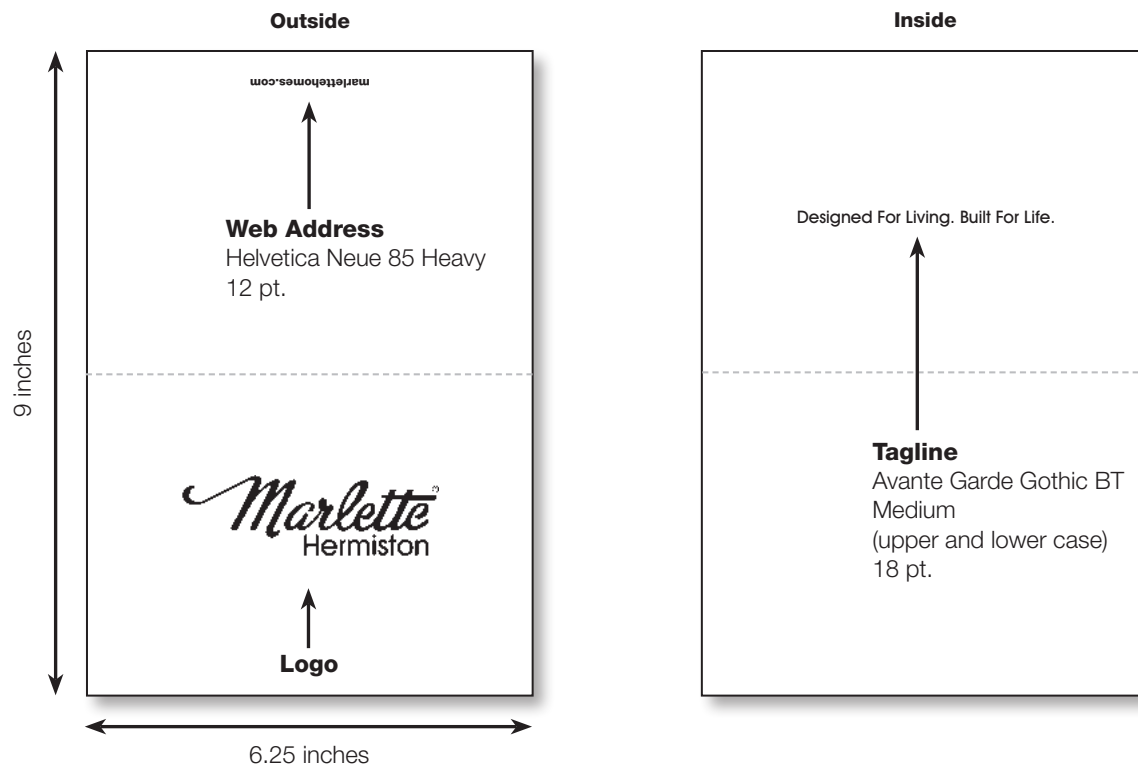
Marlette Style Guide

Standard Note Card: 1-Color Option #2

The PMS 2768 blue note card is the preferred method of printing for the materials the majority of the time. However, you may choose the second color option, which is black. No other colors may be used without direct approval from home office marketing.

1-Color Option #2:

- Black



1-Color Option #2: Black

Marlette Style Guide

Standard Note Card Envelope

The designs presented on this page were produced in the page layout program InDesign. It is recommended that production of these materials be executed by competent graphics service providers who are proficient with the wide array of graphic software applications.

The native InDesign files and .eps vector files of the Marlette logos are available from home office marketing. Exact reproductions or interpretations of these designs is permitted but must be approved by home office marketing.

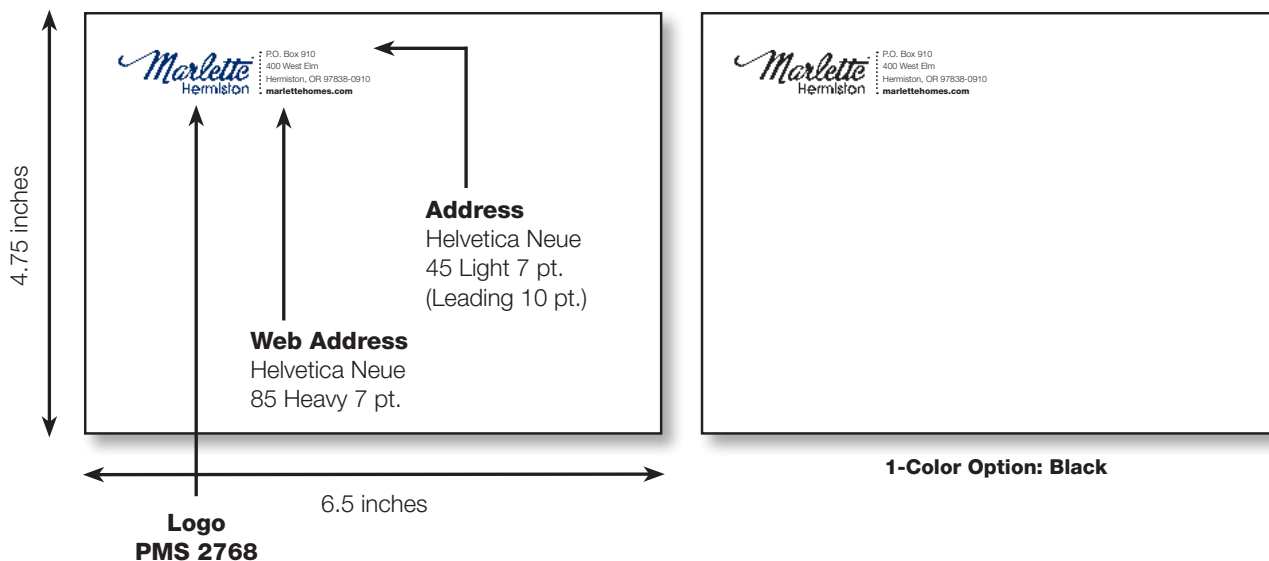
Smooth, white only, coated and uncoated paper stocks are permitted for all Marlette printed products. Weights, manufacturers, and printing vendors will be collaboratively selected by CMH Manufacturing, Inc., representatives based on appropriateness and expense.

This note card envelope is reproduced in 2-colors:

- PMS 2768 blue
- Black

1-Color Option:

- Black



Marlette Style Guide

Presentation Folder

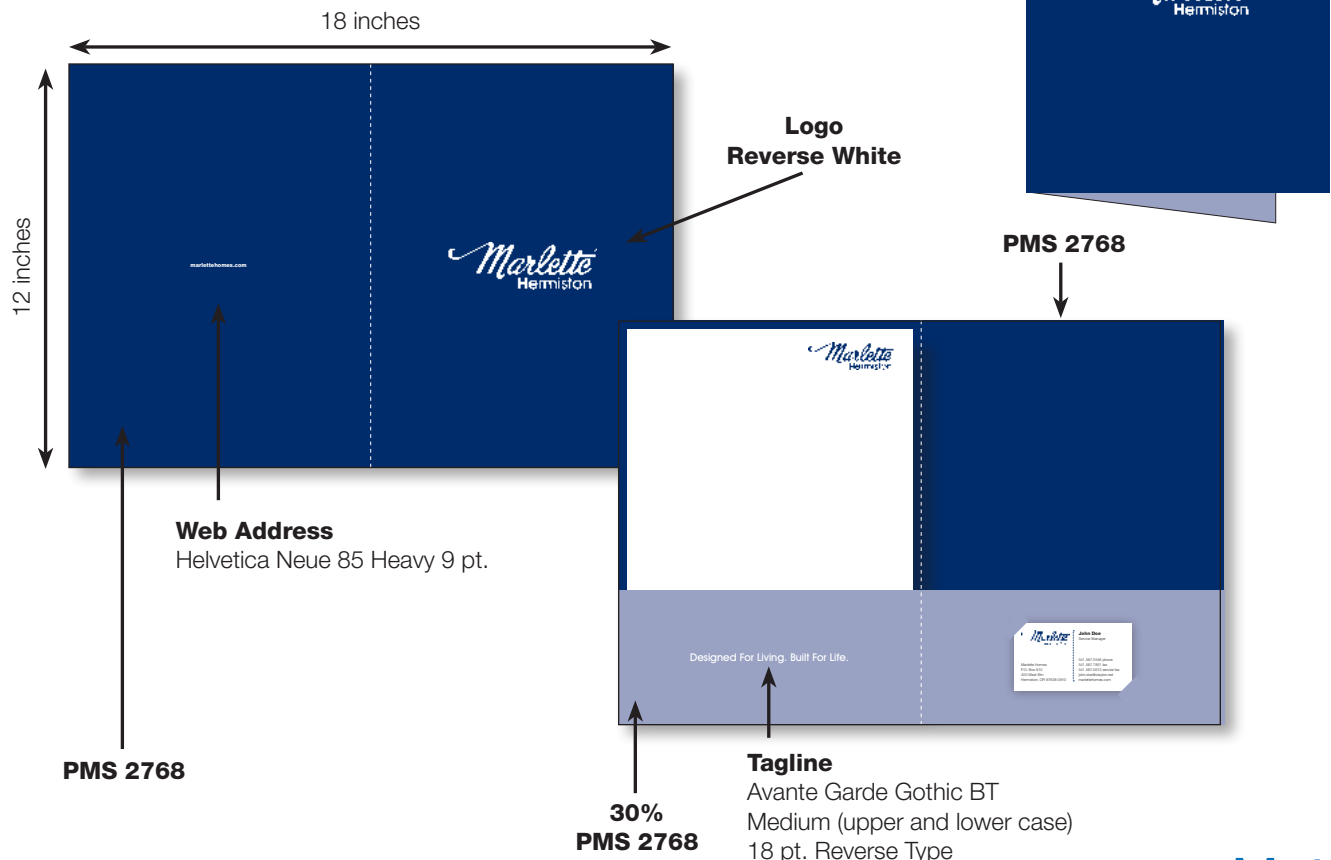
The designs presented on this page were produced in the page layout program InDesign. It is recommended that production of these materials be executed by competent graphics service providers who are proficient with the wide array of graphic software applications.

The native InDesign files and .eps vector files of the Marlette logos are available from home office marketing. Exact reproductions or interpretations of these designs is permitted but must be approved by home office marketing.

Smooth, white only, coated and uncoated paper stocks are permitted for all Marlette printed products. Weights, manufacturers, and printing vendors will be collaboratively selected by CMH Manufacturing, Inc., representatives based on appropriateness and expense.

This folder is reproduced in 1-color:

- PMS 2768 blue
- 30% PMS 2768 blue



Norris

Brand Guidelines



NORRIS

History and Overview:

Norris endeavors to provide the right products, services and support in the market. The team responds quickly to retailers, home owners and market needs. By satisfying the desires of retailers' and homeowners' expectations and the needs of dedicated team members, the Norris team is able to live up to the reputation it has carved out for itself over many years. Stated simply, Norris crafts, "Superbly Built Homes!"



Logo Usage and Guidelines

1-color black .eps and reverse white .eps

The logo pictured here was developed uniquely for Norris and is the accepted version.

This .eps version of the Norris logo is contained in a PC or Macintosh formatted file. The file is appropriate for commercial applications like printing, signage, embossing, or for multi-color silk screen applications. The document should be archived and provided to competent graphics service providers. It is a vector file.

Creative solutions, screened logos, etc., must be approved by home office marketing.

This illustrator .eps logo may be reproduced in two 1-color options:

- Black

Reverse option:

- White

Black Option:

The Norris logo is displayed in a bold, italicized, sans-serif font. The letter 'N' is significantly larger than the other letters, which are all in the same weight and style.

Black

Reverse White Option:



White

Note: The black background box is shown only as an example. It is not part of the logo.

Logo Usage and Guidelines

Tif and jpeg for Word and PowerPoint

The logo pictured here was developed uniquely for Norris and is the accepted version.

The 100 PPI tif logo is the appropriate selection for an image imported into the Microsoft suite of products. The Microsoft products are designed to output to 72 PPI desktop printers or color copiers. This logo should NOT be used for commercial printing applications.

Production quality will suffer if the image is enlarged, but will improve if the image is reduced.

Tif is supported by Microsoft Word and Microsoft PowerPoint, and the file can be imported, cropped, and re-sized through the picture import function of each program. Instructions can be found through the index of the Microsoft Word manual under the heading "insert" and then the subhead "graphic objects into documents."

300 PPI jpeg files are also available.

Important: The logo will become distorted if not proportionally re-sized. This may be done by holding the "shift" key when re-sizing images.



NORRIS

100 PPI tif or 300 PPI jpeg



NORRIS

100 PPI tif or 300 PPI jpeg

Approved Logo Usage

We have two approved Norris logos: Our 100% black, and our reversed white logo. The black logo is the preferred logo to use the majority of the time, particularly on communication materials. However, the reverse white logo is preferred for printing on black or dark 4-color backgrounds. Either logo may be used when printing requires only 1-color.

The logo by itself should be used in business communication relating to Norris as a whole. It is also the preferred logo for all internal communication.

The logo may also be used in combination with the “superbly built homes” tagline. The tagline font is Myriad Bold and Myriad Roman, used all lower case.

When including the tagline, it should always be positioned as shown below. The tagline should never be placed out to the side or centered directly under the logo. When combined with the black logo its color should be black. When combined with the white logo its color should be white. The tagline may also stand alone, however, it should be sized accordingly and should never overpower the logo.

Important: The logo should never be used as part of a sentence. In marketing and advertising copy, letters, memos, etc., Norris should be written in plain text.



NORRIS



NORRIS



NORRIS
superbly built homes



NORRIS
superbly built homes



~~**NORRIS** superbly built homes~~



~~**NORRIS**
superbly built homes~~



~~**NORRIS** endeavors to
provide the right products, services
and support in the market.~~

Logo Color

The Norris black logo should always be printed on a white or light-color background. The reverse white logo should be used on dark solid backgrounds, or over dark non-busy images. Any alternative colors for backgrounds must be approved by home office marketing. The preferred background color is a custom-built color called stacked black. This color consists of: 20% Cyan, 20% Magenta, 20% Yellow, and 100% Black (CMYK).

Black: on a solid white background (preferred) or light-color background. If a light-color background is to be used, the logo must meet all logo guidelines and be readable and sharp. The logo should not be used on dark backgrounds or dark, busy images.

White: for use on dark backgrounds. It is generally the logo of choice for placing over dark or full-color images.



Logo Environment

For our logo to work effectively as a strong brand identifier, the logo should always be seen in its entirety and should never be partially hidden by text or art. Always place the logo in an uncompetitive environment with ample breathing space around it. The same guidelines apply when the tagline is to be included.

The logo should never be placed on a heavily patterned background, nor should any design elements (lines, patterns, art) intrude upon, touch or compete with the logo.

Never place the logo over a divided color background, or place the logo over a busy photograph. Choose a photograph or an area of the photograph that is less competitive with the logo and has consistent color tone. You may choose to fade, or ghost the image back in order to protect the logo's dominance.

Important: Never box-in, alter or add design elements to the logo. Any design alterations such as screened logos, drop shadows, outline strokes, outer glows, etc., must be approved by home office marketing.



Plant Specific Logos

Usage and Guidelines

The same usage and guidelines as previously illustrated and explained apply to the Norris plant specific logos.

Norris homes are built at one plant. Norris, Elkmont, and LeConte each have their own unique logos, however, they remain a part of the Norris brand. Please see the examples below.

Important: Never alter or add design elements to the logo. Any design alterations such as screened logos, drop shadows, outline strokes, outer glows, etc., must be approved by home office marketing. See blind embossed example below.



Note: Because of the file nature and the application which created the LeConte logo, it can only be printed as 4-color process. However, for 1-color applications you may use the grayscale logo.



Elkmont Spot Color: PMS 3435



Plant Specific Logos

Current Plant Logo Examples

Shown below are examples of the plant specific product line logos. These logos represented

have been created for each product line but remain a part of the Norris brand.

NORRIS

**Elkmont**
by ***NORRIS***

**LeConte**
by ***NORRIS***

Plant Specific Color Assignments:

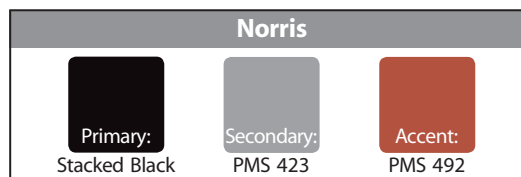
Another very important aspect of creating a brand is color selection and environment. The color swatches that are illustrated in this section were researched and carefully selected because of their modern-day appeal as well as being complimentary to each other. With the various individual brands and plants under the Clayton Manufacturing, Inc., umbrella, the color assignments are intended to create an individual identity for each brand, and individual plant.

Each plant has been assigned a primary color which, in most cases is the same color as the logo within that particular brand. Each plant within that particular brand will share the same primary color. In addition, a secondary color has been assigned to differentiate the various plants within the brand. A third color has been assigned as an optional accent color to be used as needed or desired. These colors will apply to most, if not all sales and trade show materials such as sales literature, silent sales kits, house and real estate signs, banners, trade show booths, etc. No other colors may be used or introduced without consultation or permission from home office marketing.



Note: The colors in this book are 4-color representations of PMS colors. Please use a Pantone book for exact color for coated and uncoated paper.

Plant Specific Color Assignment Swatches:



Norris




PMS Color Equivalent – CMYK (4-color process)


Color Name Pantone Spot	Color Name Pantone Process	Process Color Breakdown			
		C	M	Y	K
 PMS 423	PMS 423	0	0	0	44
 PMS 492	PMS 492	0	70	66	30

PMS Color Equivalent – RGB (red, green, blue)

Color Name Pantone Spot	Color Name Pantone Process	Red, Green, Blue Breakdown		
		R	G	B
 PMS 423	N/A	145	146	146
 PMS 492	N/A	146	76	60

Custom-Built Color – CMYK and RGB

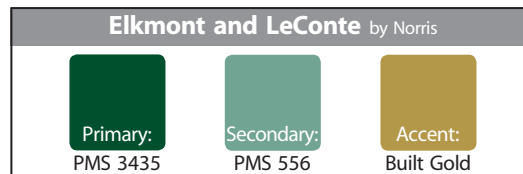
Color Name 4-Color Process	Color Name Spot Color	Process Color Breakdown			
		C	M	Y	K
 Stacked Black	N/A	20	20	20	100

Color Name	N/A	Red, Green, Blue Breakdown		
		R	G	B
 Stacked Black	N/A	21	18	15



All custom colors illustrated in this brand guideline were developed specifically for Norris and all the various brands and plants that fall within the CMH Manufacturing, Inc., family.

Plant Specific Color Assignment Swatches:



Elkmont and LeConte




PMS Color Equivalent – CMYK (4-color process)


Color Name Pantone Spot	Color Name Pantone Process	Process Color Breakdown			
		C	M	Y	K
 PMS 3435	PMS 3435	100	0	81	66
 PMS 556	PMS 556	42	0	33	27

PMS Color Equivalent – RGB (red, green, blue)

Color Name Pantone Spot	Color Name Pantone Process	Red, Green, Blue Breakdown		
		R	G	B
 PMS 3435	N/A	10	69	43
 PMS 556	N/A	116	147	129

Custom-Built Color – CMYK and RGB

Color Name 4-Color Process	Color Name Spot Color	Process Color Breakdown			
		C	M	Y	K
 Built Gold	N/A	0	15	70	35

Color Name	N/A	Red, Green, Blue Breakdown		
		R	G	B
 Built Gold	N/A	158	137	73

All custom colors illustrated in this brand guideline were developed specifically for Norris and all the various brands and plants that fall within the CMH Manufacturing, Inc., family.

Norris Style Guide

Internal and External Communications Materials

Properly presenting the Norris logo is just one part of maintaining our brand in communications materials. It is equally important to maintain consistency in everything from body text timesteps to color choices. Even the width of your margins plays an important role. If a potential customer, media representative, or other person receives Norris documents from several different locations

and those documents do not appear consistent, then the brand message may be weakened. All our documents should have a consistent appearance and style. They may contain different information — some may have graphics and some may not. They may also serve different purposes, however, it is important that the overall style and guidelines remain consistent.

Norris Style Guide

Font Usage and Color Palette

Typeface: Helvetica Neue is the typeface of choice for all communications materials. It may be purchased from Adobe, Inc. We have provided font usage guidelines in order to maintain consistency with all materials. Special attention should be paid to font size and leading as well as font weights.

Color Palette: The Norris logo is black, therefore the following materials are 1-color black. When printing. When printing, occasionally, you may create documents or presentations that require more colors. Please contact home office marketing to work out the best solution. This must be approved.

Adobe Postscript Font:

Helvetica Neue: Helvetica Neue 45 Light



Helvetica Neue: Helvetica Neue 65 Medium

Helvetica Neue: Helvetica Neue 85 Heavy

Tagline Font:

Myriad: Bold - All Lower Case

Myriad: Roman - All Lower Case

Color Name CMYK – Process	N/A	Process Color Breakdown			
		C	M	Y	K
 Black	N/A	0	0	0	100
 White	N/A	0	0	0	0

Norris Style Guide

Business Cards

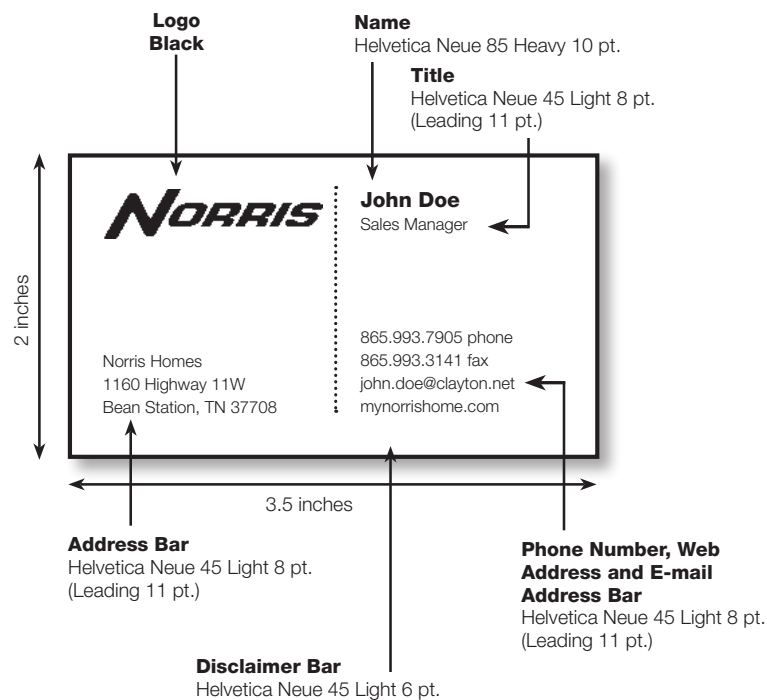
The designs presented on this page were produced in the page layout program InDesign. It is recommended that production of these materials be executed by competent graphics service providers who are proficient with the wide array of graphic software applications.

The native InDesign files and .eps vector files of the Norris logos are available from home office marketing. Exact reproductions or interpretations of these designs is permitted but must be approved by home office marketing.

Smooth, white only, coated and uncoated paper stocks are permitted for all Norris printed products. Weights, manufacturers, and printing vendors will be collaboratively selected by CMH Manufacturing, Inc., representatives based on appropriateness and expense.

This business card is reproduced in 1-color:

- Black



Norris Style Guide

Standard 8.5 x 11 Stationery

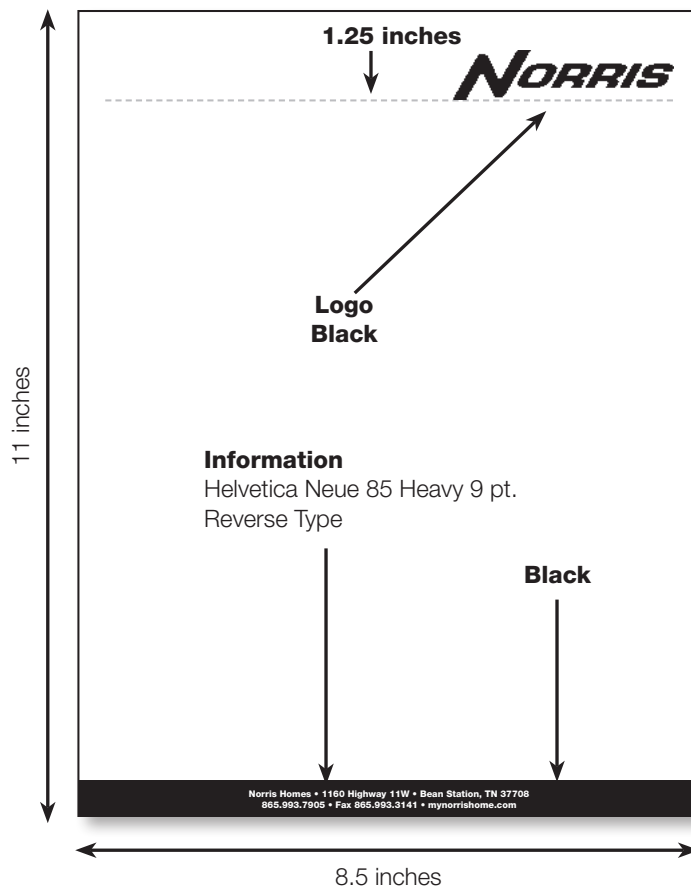
The designs presented on this page were produced in the page layout program InDesign. It is recommended that production of these materials be executed by competent graphics service providers who are proficient with the wide array of graphic software applications.

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Smooth, white only, coated and uncoated paper stocks are permitted for all Norris printed products. Weights, manufacturers, and printing vendors will be collaboratively selected by CMH Manufacturing, Inc., representatives based on appropriateness and expense.

This stationery is reproduced in 1-color:

- Black



Norris Style Guide

Standard #10 Envelope

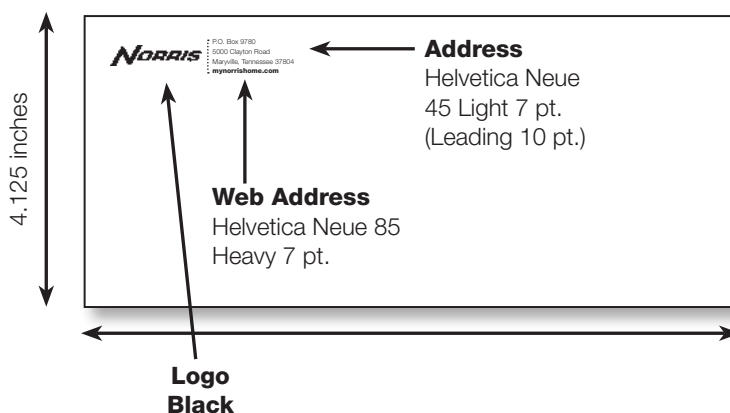
The designs presented on this page were produced in the page layout program InDesign. It is recommended that production of these materials be executed by competent graphics service providers who are proficient with the wide array of graphic software applications.

The native InDesign files and .eps vector files of the Norris logos are available from home office marketing. Exact reproductions or interpretations of these designs is permitted but must be approved by home office marketing.

Smooth, white only, coated and uncoated paper stocks are permitted for all Norris printed products. Weights, manufacturers, and printing vendors will be collaboratively selected by CMH Manufacturing, Inc., representatives based on appropriateness and expense.

This envelope is reproduced in 1-color:

- Black



Norris Style Guide

Standard Note Card

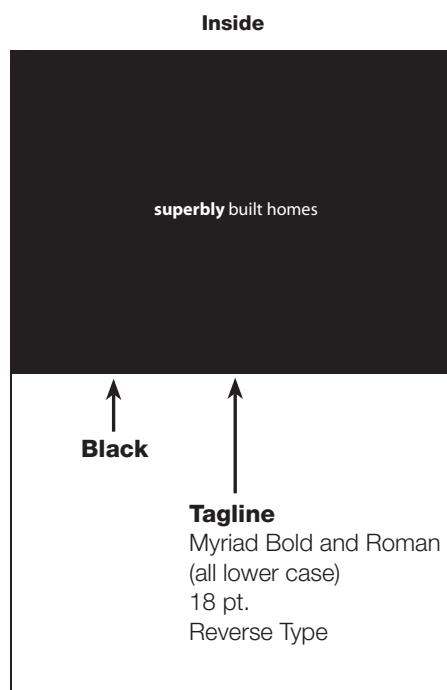
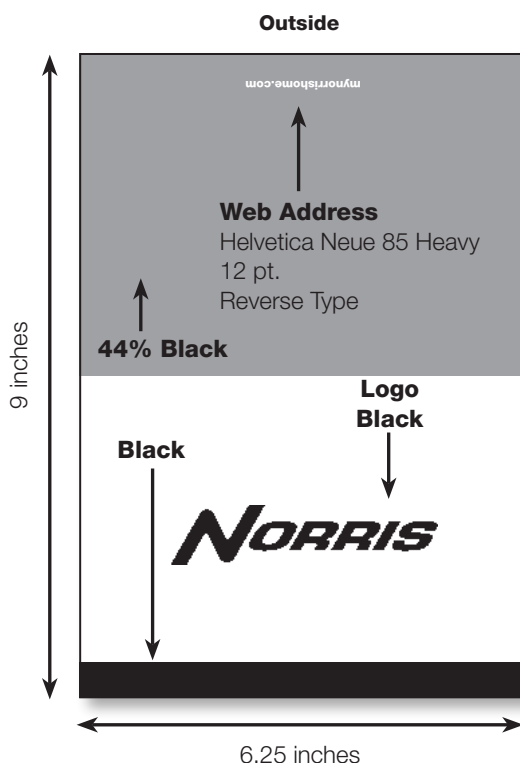
The designs presented on this page were produced in the page layout program InDesign. It is recommended that production of these materials be executed by competent graphics service providers who are proficient with the wide array of graphic software applications.

The native InDesign files and .eps vector files of the Norris logos are available from home office marketing. Exact reproductions or interpretations of these designs is permitted but must be approved by home office marketing.

Smooth, white only, coated and uncoated paper stocks are permitted for all Norris printed products. Weights, manufacturers, and printing vendors will be collaboratively selected by CMH Manufacturing, Inc., representatives based on appropriateness and expense.

This note card is reproduced in 1-color:

- Black



Norris Style Guide

Standard Note Card Envelope

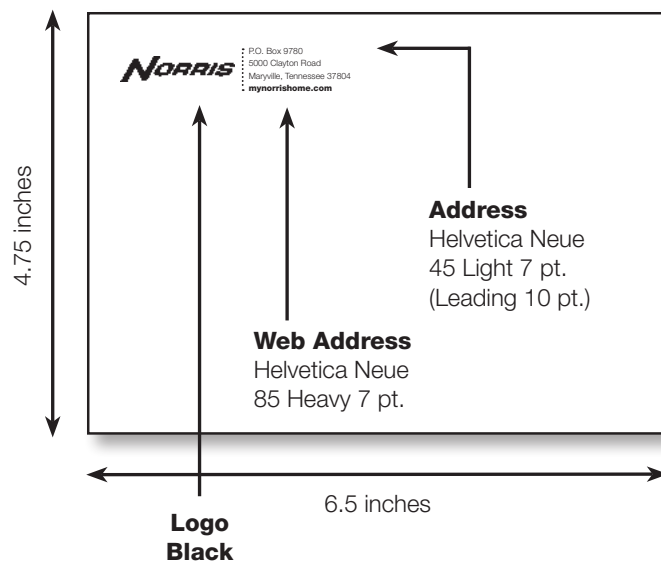
The designs presented on this page were produced in the page layout program InDesign. It is recommended that production of these materials be executed by competent graphics service providers who are proficient with the wide array of graphic software applications.

The native InDesign files and .eps vector files of the Norris logos are available from home office marketing. Exact reproductions or interpretations of these designs is permitted but must be approved by home office marketing.

Smooth, white only, coated and uncoated paper stocks are permitted for all Norris printed products. Weights, manufacturers, and printing vendors will be collaboratively selected by CMH Manufacturing, Inc., representatives based on appropriateness and expense.

This note card envelope is reproduced in 1-color:

- Black



Norris Style Guide

Presentation Folder

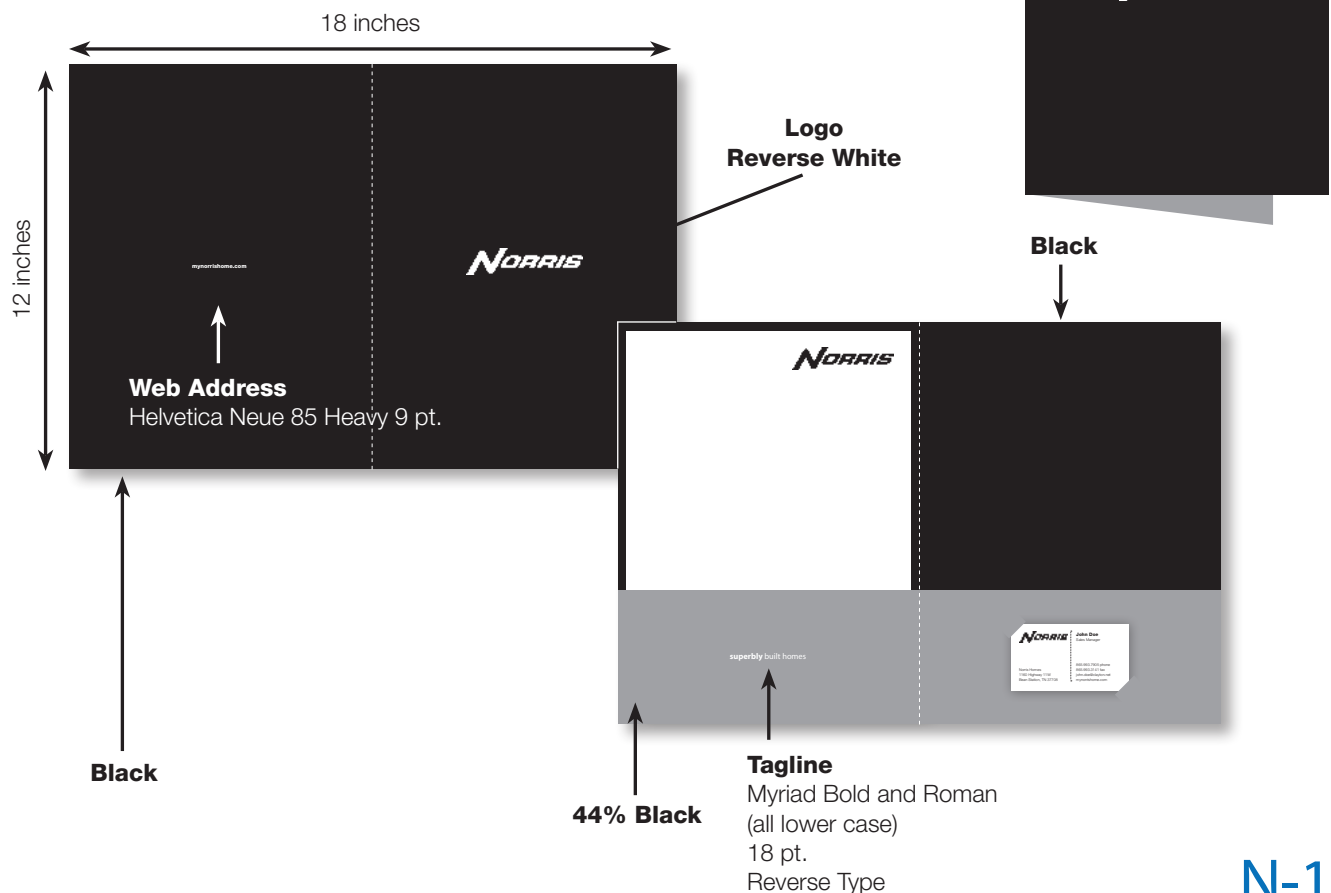
The designs presented on this page were produced in the page layout program InDesign. It is recommended that production of these materials be executed by competent graphics service providers who are proficient with the wide array of graphic software applications.

The native InDesign files and .eps vector files of the Norris logos are available from home office marketing. Exact reproductions or interpretations of these designs is permitted but must be approved by home office marketing.

Smooth, white only, coated and uncoated paper stocks are permitted for all Norris printed products. Weights, manufacturers, and printing vendors will be collaboratively selected by CMH Manufacturing, Inc., representatives based on appropriateness and expense.

This folder is reproduced in 1-color:

- Black
- 44% Black



Oakwood

Brand Guidelines





History and Overview:

Oakwood takes pride in addressing all the factors that influence a customer's home buying decision. From product features and design, quality of materials and workmanship, to service after every sale, buyers benefit from a range of experience when they choose Oakwood. Oakwood is "Building Dreams!"



Logo Usage and Guidelines

1-color blue .eps and black .eps

The logo pictured here was developed uniquely for Oakwood and is the accepted version.

This .eps version of the Oakwood logo is contained in a PC or Macintosh formatted file. The file is appropriate for commercial applications like printing, signage, embossing, or for multi-color silk screen applications. The document should be archived and provided to competent graphics service providers. It is a vector file.

Creative solutions, screened logos, etc., must be approved by home office marketing.

This illustrator .eps logo may be reproduced in two 2-color options:

- PMS 280 blue

Option #2:

- Black

Option #1:



PMS 280

Option #2:



Black

Logo Usage and Guidelines

Tif and jpeg for Word and PowerPoint

The logo pictured here was developed uniquely for Oakwood and is the accepted version.

The 100 PPI tif logo is the appropriate selection for an image imported into the Microsoft suite of products. The Microsoft products are designed to output to 72 PPI desktop printers or color copiers. This logo should NOT be used for commercial printing applications.

Production quality will suffer if the image is enlarged, but will improve if the image is reduced.

Tif is supported by Microsoft Word and Microsoft PowerPoint, and the file can be imported, cropped, and re-sized through the picture import function of each program. Instructions can be found through the index of the Microsoft Word manual under the heading "insert" and then the subhead "graphic objects into documents."

300 PPI jpeg files are also available.

Important: The logo will become distorted if not proportionally re-sized. This may be done by holding the "shift" key when re-sizing images.



100 PPI tif or 300 PPI jpeg



100 PPI tif or 300 PPI jpeg

Approved Logo Usage

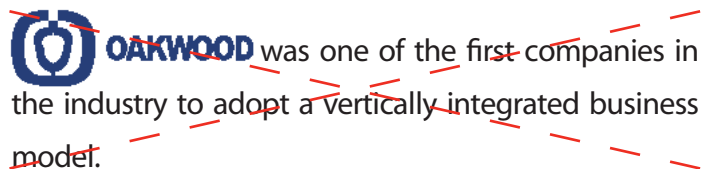
We have two approved Oakwood logos: Our PMS 280 blue, and our black logo. The PMS 280 blue logo is the preferred logo to use the majority of the time, particularly in communication materials. The blue logo is always accompanied by black text, making this a 2-color piece. The black logo is to be used when printing requires only 1-color.

The logo by itself should be used in business communication relating to Oakwood as a whole. It is also the preferred logo for all internal communication.

The logo may also be used in combination with the "building dreams" tagline. The tagline font is Arial Bold Italic, used all lower case.

When including the tagline, it should always be positioned as shown below. The words "building dreams" is centered under the brand name "Oakwood." The tagline should never be placed out to the side of the logo, nor should the icon be altered from its original position. When combined with the PMS 280 blue logo its color should be PMS 280 blue. When combined with the black logo its color should be black. The tagline may also stand alone, however, it should be sized accordingly and should never over power the logo.

Important: The logo should never be used as part of a sentence. In marketing and advertising copy, letters, memos, etc., Oakwood should be written in plain text.



Logo Color

The Oakwood PMS 280 blue logo and the black logo should always be printed on a white or light-color background. A reversed white logo is available as a third option that should be used on dark solid backgrounds, or over dark non-busy images. Any alternative colors for backgrounds must be approved by home office marketing.

Full Color: on a solid white background (preferred) or light-color background. If a light-color background is to be used, the logo must meet all logo guidelines and be readable and sharp. The logo should not be used on dark backgrounds or dark, busy images.

Black: on a solid white background (preferred) or light-color background. If a light-color background is to be used, the logo must meet all logo guidelines and be readable and sharp. The logo should not be used on dark backgrounds or dark, busy images.

White: for use on dark backgrounds. It is generally the logo of choice for placing over dark or full-color images.



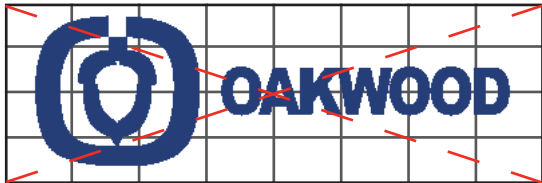
Logo Environment

For our logo to work effectively as a strong brand identifier, the logo should always be seen in its entirety and should never be partially hidden by text or art. Always place the logo in an uncompetitive environment with ample breathing space around it. The same guidelines apply when the tagline is to be included.

The logo should never be placed on a heavily patterned background, nor should any design elements (lines, patterns, art) intrude upon, touch or compete with the logo.

Never place the logo over a divided color background, or place the logo over a busy photograph. Choose a photograph or an area of the photograph that is less competitive with the logo and has consistent color tone. You may choose to fade, or ghost the image back in order to protect the logo's dominance.

Important: Never box-in, alter or add design elements to the logo. Any design alterations such as screened logos, drop shadows, outline strokes, outer glows, etc., must be approved by home office marketing.



Plant Specific Logos

Usage and Guidelines

The same usage and guidelines as previously illustrated and explained apply to the Oakwood plant specific logos. However, there is one exception. When including the tagline with a plant specific logo, the tagline should be centered with the Oakwood name and fall under the plant name as shown below.



PMS 280



Reverse White

These logos are primarily used by individual plants under the Oakwood brand for internal and external communications materials, as well as sales literature and trade show items. Each logo contains the specific location of the individual plant. In this illustration, the Oakwood Rockwell plant is used as an example.

Important: Never alter or add design elements to the logo. Any design alterations such as screened logos, drop shadows, outline strokes, outer glows, etc., must be approved by home office marketing. See blind embossed example below.



Black



Plant Specific Logos

Current Plant Logo Examples

Shown below are examples of the plant specific logos listed in alphabetical order.

These are the current plants that fall under the brand name Oakwood.



Plant Specific Color Assignments:

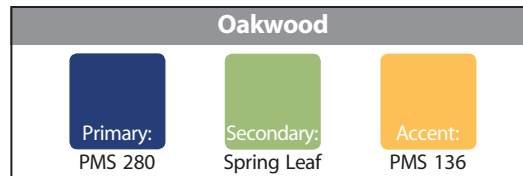
Another very important aspect of creating a brand is color selection and environment. The color swatches that are illustrated in this section were researched and carefully selected because of their modern-day appeal as well as being complimentary to each other. With the various individual brands and plants under the Clayton Manufacturing, Inc., umbrella, the color assignments are intended to create an individual identity for each brand, and individual plant.

Each plant has been assigned a primary color which, in most cases is the same color as the logo within that particular brand. Each plant within that particular brand will share the same primary color. In addition, a secondary color has been assigned to differentiate the various plants within the brand. A third color has been assigned as an optional accent color to be used as needed or desired. These colors will apply to most, if not all sales and trade show materials such as sales literature, silent sales kits, house and real estate signs, banners, trade show booths, etc. No other colors may be used or introduced without consultation or permission from home office marketing.



Note: The colors in this book are 4-color representations of PMS colors. Please use a Pantone book for exact color for coated and uncoated paper.

Plant Specific Color Assignment Swatches:



Oakwood Plants



PMS Color Equivalent – CMYK (4-color process)

Color Name Pantone Spot	Color Name Pantone Process	Process Color Breakdown			
		C	M	Y	K
 PMS 280	PMS 280	100	72	0	18
 PMS 136	PMS 136	0	27	76	0

PMS Color Equivalent – RGB (red, green, blue)



Color Name Pantone Spot	Color Name Pantone Process	Red, Green, Blue Breakdown		
		R	G	B
 PMS 280	N/A	38	62	120
 PMS 136	N/A	230	175	85

Plant Specific Color Assignment Swatches:



Oakwood Rockwell



PMS Color Equivalent – CMYK (4-color process)

Color Name Pantone Spot	Color Name Pantone Process	Process Color Breakdown			
		C	M	Y	K
 PMS 280	PMS 280	100	72	0	18
 PMS 506	PMS 506	45	100	100	15

PMS Color Equivalent – RGB (red, green, blue)

Color Name Pantone Spot	Color Name Pantone Process	Red, Green, Blue Breakdown		
		R	G	B
 PMS 280	N/A	38	62	120
 PMS 506	N/A	107	35	32


Plant Specific Color Assignment Swatches:


All custom colors illustrated in this brand guideline were developed specifically for Oakwood and all

the various brands and plants that fall within the CMH Manufacturing, Inc., family.


Custom-Built Color – CMYK and RGB


Oakwood

	Color Name 4-Color Process	Color Name Spot Color	Process Color Breakdown			
			C	M	Y	K
	Spring Leaf	N/A	30	0	60	15

	Color Name	N/A	Red, Green, Blue Breakdown		
			R	G	B
	Spring Leaf	N/A	154	175	111

Oakwood Rockwell

	Color Name 4-Color Process	Color Name Spot Color	Process Color Breakdown			
			C	M	Y	K
	English Khaki	N/A	30	30	60	0

	Color Name	N/A	Red, Green, Blue Breakdown		
			R	G	B
	English Khaki	N/A	164	150	108

Oakwood Style Guide

Internal and External Communications Materials

Properly presenting the Oakwood logo is just one part of maintaining our brand in communications materials. It is equally important to maintain consistency in everything from body text typestyles to color choices. Even the width of your margins plays an important role. If a potential customer, media representative, or other person receives Oakwood documents from several

different locations and those documents do not appear consistent, then the brand message may be weakened. All our documents should have a consistent appearance and style. They may contain different information — some may have graphics and some may not. They may also serve different purposes, however, it is important that the overall style and guidelines remain consistent.

Oakwood Style Guide

Font Usage and Color Palette

Typeface: Helvetica Neue is the typeface of choice for all communications materials. It may be purchased from Adobe, Inc. We have provided font usage guidelines in order to maintain consistency with all materials. Special attention should be paid to font size and leading as well as font weights.

Color Palette: The official Oakwood colors are PMS 280 blue, black and white. The majority of our materials use these colors. But, occasionally, you may create documents or presentations that require more colors. Please contact home office marketing to work out the best solution.

Adobe Postscript Font:



Helvetica Neue: Helvetica Neue 45 Light

Helvetica Neue: Helvetica Neue 65 Medium

Helvetica Neue: Helvetica Neue 85 Heavy

Tagline Font:

Arial Bold Italic: All Lower Case

Color Name Pantone Spot	Color Name Pantone Process	Process Color Breakdown			
		C	M	Y	K
 PMS 280	PMS 280	100	72	0	18
 Black	Black	0	0	0	100

Oakwood Style Guide

Business Cards

The designs presented on this page were produced in the page layout program InDesign. It is recommended that production of these materials be executed by competent graphics service providers who are proficient with the wide array of graphic software applications.

The native InDesign files and .eps vector files of the Oakwood logos are available from home office marketing. Exact reproductions or interpretations of these designs is permitted but must be approved by home office marketing.

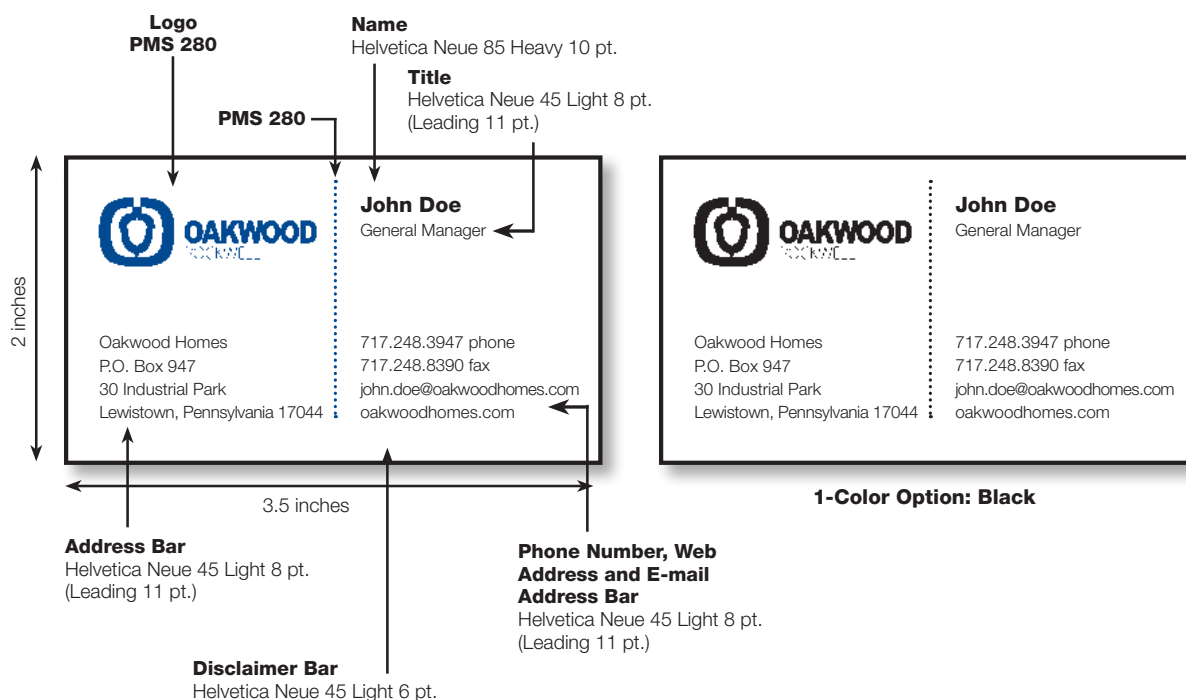
Smooth, white only, coated and uncoated paper stocks are permitted for all Oakwood printed products. Weights, manufacturers, and printing vendors will be collaboratively selected by CMH Manufacturing, Inc., representatives based on appropriateness and expense.

This business card is reproduced in 2-colors:

- PMS 280 blue
- Black

1-Color Option:

- Black



Oakwood Style Guide

Standard 8.5 x 11 Stationery

The designs presented on this page were produced in the page layout program InDesign. It is recommended that production of these materials be executed by competent graphics service providers who are proficient with the wide array of graphic software applications.

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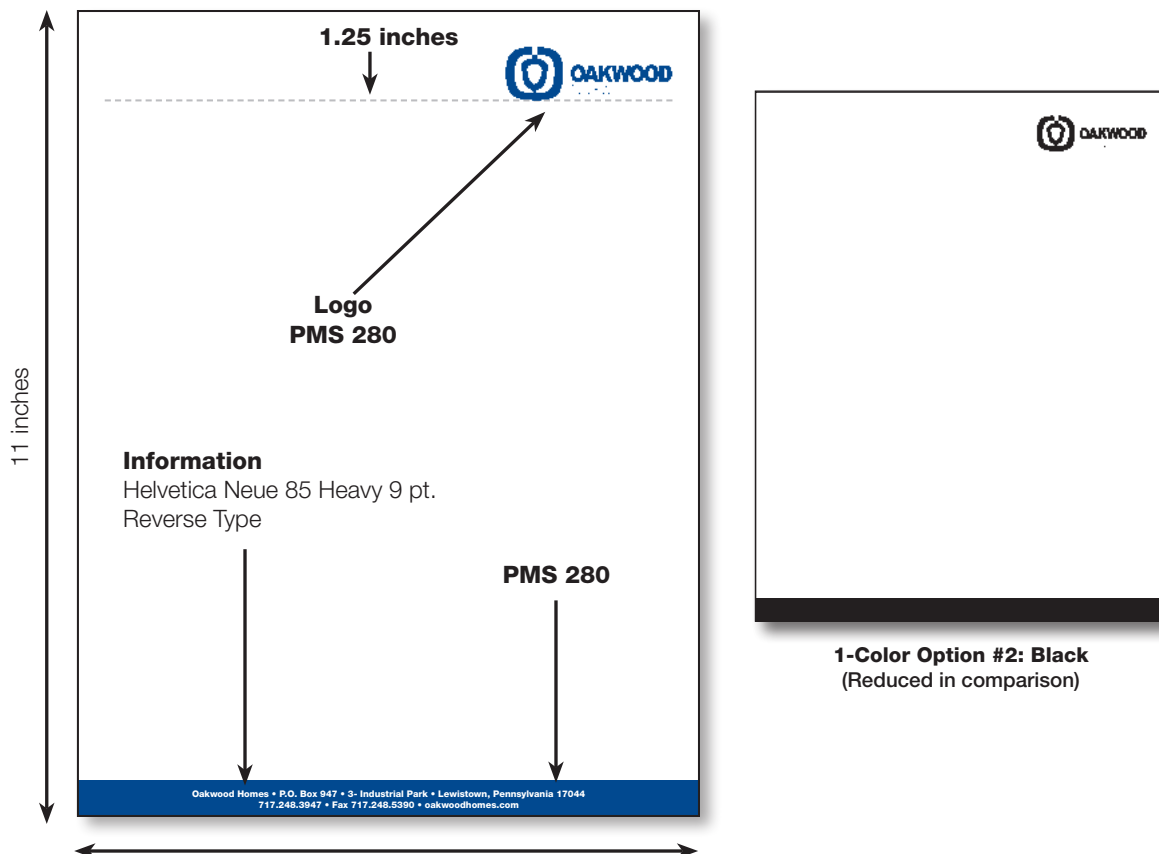
Smooth, white only, coated and uncoated paper stocks are permitted for all Oakwood printed products. Weights, manufacturers, and printing vendors will be collaboratively selected by CMH Manufacturing, Inc., representatives based on appropriateness and expense.

This stationery is reproduced in 1-color:

- PMS 280 blue

1-Color Option #2:

- Black



Oakwood Style Guide

Standard #10 Envelope

The designs presented on this page were produced in the page layout program InDesign. It is recommended that production of these materials be executed by competent graphics service providers who are proficient with the wide array of graphic software applications.

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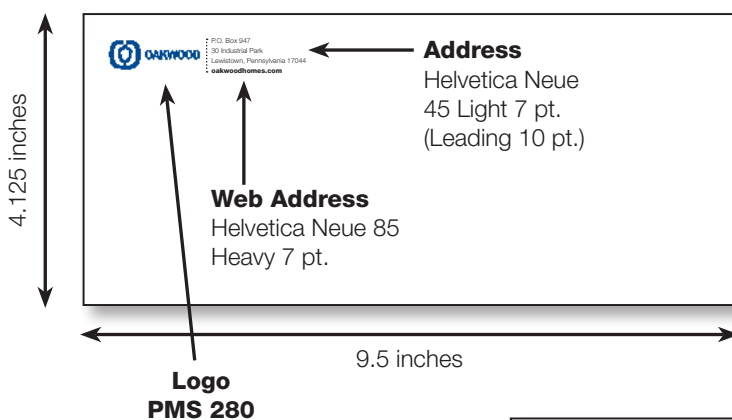
Smooth, white only, coated and uncoated paper stocks are permitted for all Oakwood printed products. Weights, manufacturers, and printing vendors will be collaboratively selected by CMH Manufacturing, Inc., representatives based on appropriateness and expense.

This envelope is reproduced in 2-colors:

- PMS 280 blue
- Black

1-Color Option:

- Black



1-Color Option: Black

Oakwood Style Guide

Standard Note Card

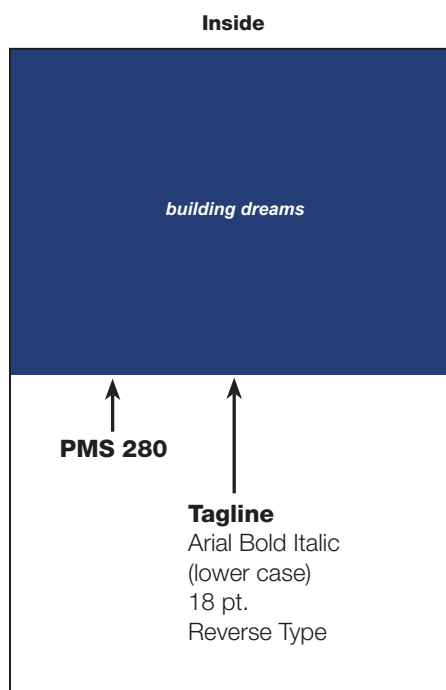
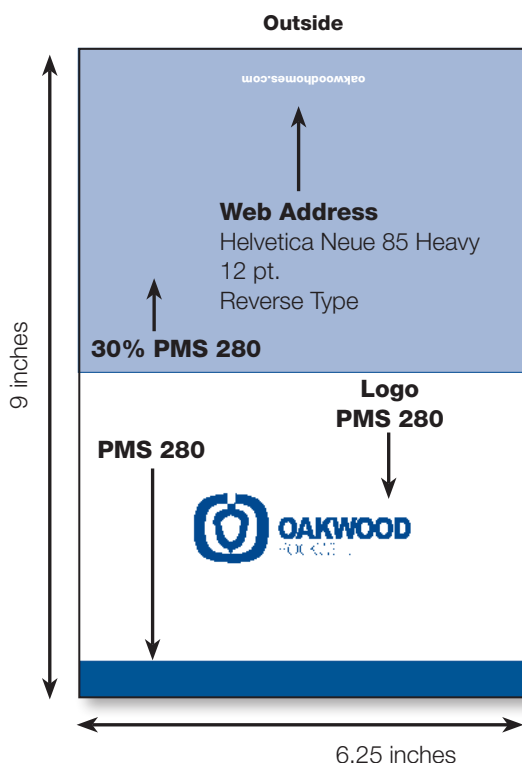
The designs presented on this page were produced in the page layout program InDesign. It is recommended that production of these materials be executed by competent graphics service providers who are proficient with the wide array of graphic software applications.

The native InDesign files and .eps vector files of the Oakwood logos are available from home office marketing. Exact reproductions or interpretations of these designs is permitted but must be approved by home office marketing.

Smooth, white only, coated and uncoated paper stocks are permitted for all Oakwood printed products. Weights, manufacturers, and printing vendors will be collaboratively selected by CMH Manufacturing, Inc., representatives based on appropriateness and expense.

This note card is reproduced in 1-color:

- PMS 280 blue



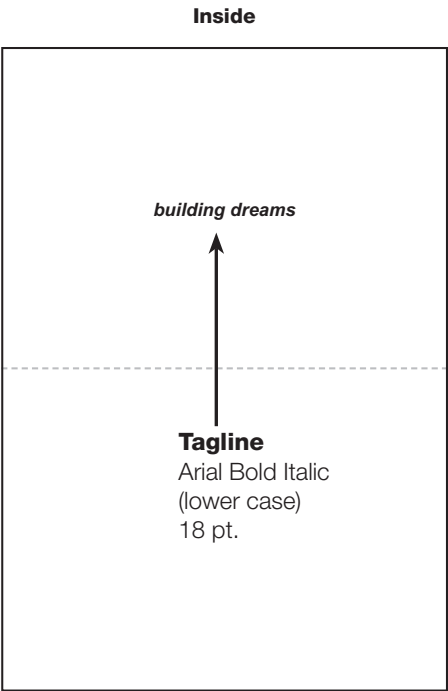
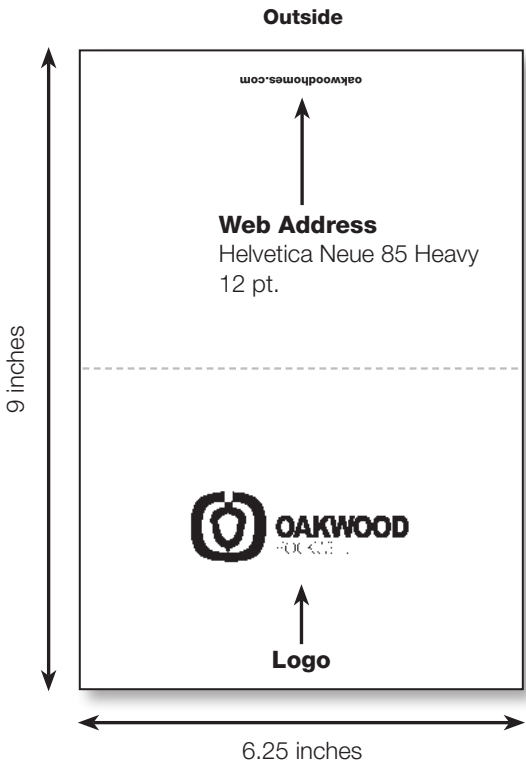
Oakwood Style Guide

Standard Note Card: 1-Color Option #2

The PMS 280 blue note card is the preferred method of printing for the materials the majority of the time. However, you may choose the second color option, which is black. No other colors may be used without direct approval from home office marketing.

1-Color Option #2:

- Black



1-Color Option #2: Black

Oakwood Style Guide

Standard Note Card Envelope

The designs presented on this page were produced in the page layout program InDesign. It is recommended that production of these materials be executed by competent graphics service providers who are proficient with the wide array of graphic software applications.

The native InDesign files and .eps vector files of the Oakwood logos are available from home office marketing. Exact reproductions or interpretations of these designs is permitted but must be approved by home office marketing.

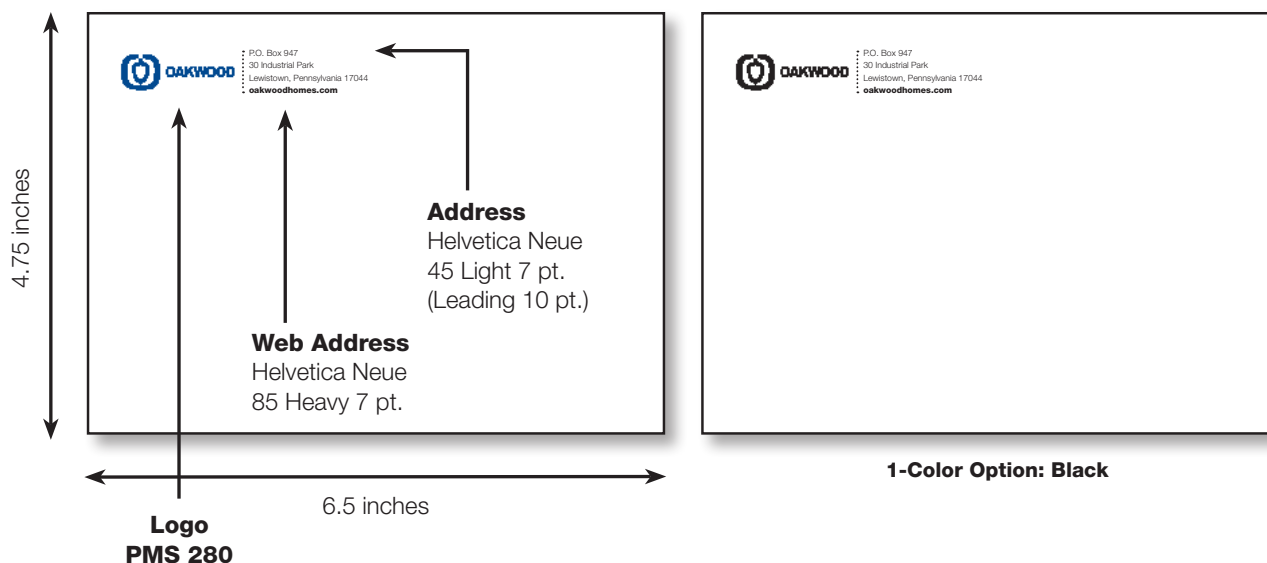
Smooth, white only, coated and uncoated paper stocks are permitted for all Oakwood printed products. Weights, manufacturers, and printing vendors will be collaboratively selected by CMH Manufacturing, Inc., representatives based on appropriateness and expense.

This note card envelope is reproduced in 2-colors:

- PMS 280 blue
- Black

1-Color Option:

- Black



Oakwood Style Guide

Presentation Folder

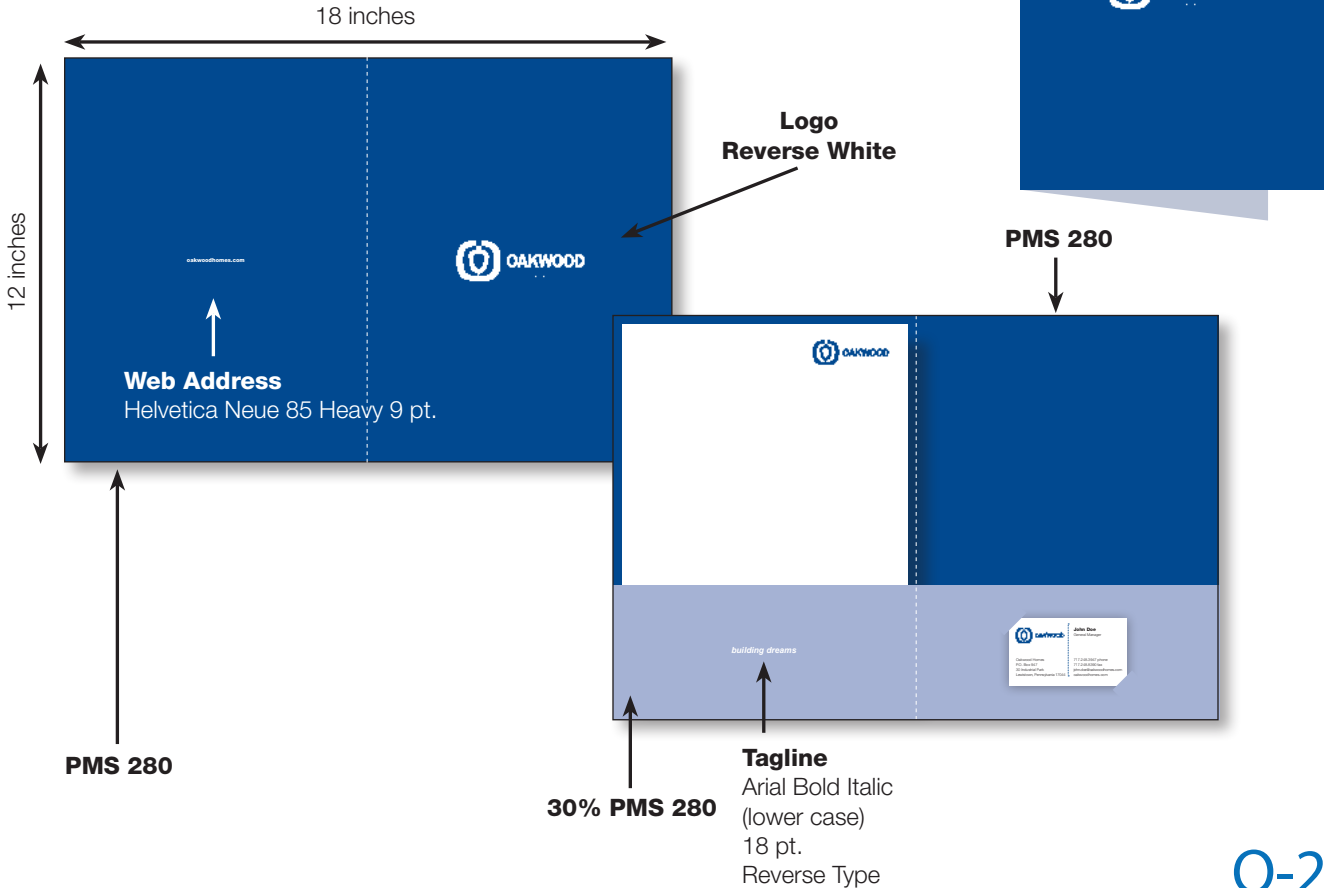
The designs presented on this page were produced in the page layout program InDesign. It is recommended that production of these materials be executed by competent graphics service providers who are proficient with the wide array of graphic software applications.

The native InDesign files and .eps vector files of the Oakwood logos are available from home office marketing. Exact reproductions or interpretations of these designs is permitted but must be approved by home office marketing.

Smooth, white only, coated and uncoated paper stocks are permitted for all Oakwood printed products. Weights, manufacturers, and printing vendors will be collaboratively selected by CMH Manufacturing, Inc., representatives based on appropriateness and expense.

This folder is reproduced in 1-color:

- PMS 280 blue
- 30% PMS 280 blue



Schult

Brand Guidelines





History and Overview:

Since the first home was built in 1934, the Schult brand has stood for high quality, affordability and integrity. Today the brand is not only the oldest, but also one of the most respected in manufactured housing. Throughout the years, the Schult has been and continues to be a catalyst for industry progress.

The early Schult models, built in the 1930s, were more practical than plush, containing such necessities as coal heating stoves, portable water tanks, sofa beds and dinette chairs. By the 1940s, more luxury models were produced including a 50-foot portable home produced for the King of Egypt. Schult led the industry in revolutionary designs. Steel frames, forced-air heating, built-in electrical appliances, and complete interior plumbing all appeared first in a Schult home. When the U.S. Government needed emergency housing during World War II,

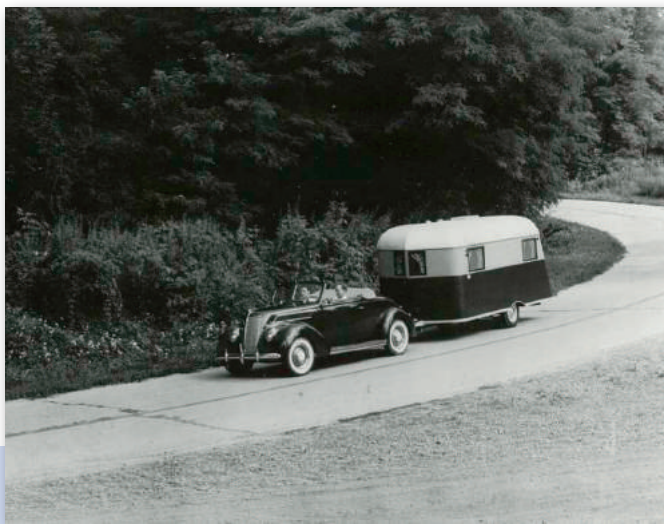




History and Overview: continued

Schult was the brand of choice. Out of necessity, a new product was born — the sectional home. More than 2,000 of these homes were provided for the Tennessee Valley Authority. After the war young families and retirees searching for affordable housing began to discover the convenience of living in a Schult home.

Over time, pioneering advances made Schult homes competitive with site-built homes in both appearance and construction standards. Schult emphasized maintenance-free features and energy-saving designs. Schult was at the leading edge of such developments as tape and textured painted drywall, natural wood cabinetry, architectural windows, and modular housing. A wide variety



of spacious floor plans, cathedral ceilings, and solid construction all helped to continue the strength of the Schult name and reputation throughout the nineties.



History and Overview: continued

Today, Schult homes continue to be expertly designed with customers in mind. Current homes feature walk-in closets, efficient kitchens, luxury baths and functional living areas.

Designs have changed over the years, but one thing has remained the same — the name Schult is still synonymous with quality, affordability and integrity. Whether referring to the reliability of the team members and their business practices, or to the structural fortitude of the homes built, Schult is “The Home of Integrity!”



Logo Usage and Guidelines

1-color blue .eps and 1-color black .eps

The logo pictured here was developed uniquely for Schult and is the accepted version.

This .eps version of the Schult logo is contained in a PC or Macintosh formatted file. The file is appropriate for commercial applications like printing, signage, embossing, or for multi-color silk screen applications. The document should be

archived and provided to competent graphics service providers. It is a vector file.

Creative solutions, screened logos, etc., must be approved by home office marketing.

This illustrator .eps logo may be reproduced in two 1-color options:

PMS 072 blue and black



Option #1 is:



PMS 072 blue



Option #2 is:



Black

Logo Usage and Guidelines

Tif and jpeg for Word and PowerPoint

The logo pictured here was developed uniquely for Schult and is the accepted version.

The 100 PPI tif logo is the appropriate selection for an image imported into the Microsoft suite of products. The Microsoft products are designed to output to 72 PPI desktop printers or color copiers. This logo should NOT be used for commercial printing applications.

Production quality will suffer if the image is enlarged, but will improve if the image is reduced.

Tif is supported by Microsoft Word and Microsoft PowerPoint, and the file can be imported, cropped, and re-sized through the picture import function of each program. Instructions can be found through the index of the Microsoft Word manual under the heading "insert" and then the subhead "graphic objects into documents."

300 PPI jpeg files are also available.

Important: The logo will become distorted if not proportionally re-sized. This may be done by holding the "shift" key when re-sizing images.



100 PPI tif or 300 PPI jpeg



100 PPI tif or 300 PPI jpeg

Approved Logo Usage

We have two approved Schult logos: Our PMS 072 blue logo and our black logo. The PMS 072 blue logo is the preferred logo to use the majority of the time, however, it is usually accompanied by black text, making this a 2-color piece. The black logo must be used when printing requires only 1-color. The black logo must be accompanied by black or grayscale elements. At no time should the PMS 072 logo be used as a 1-color piece with blue text or graphics.

The logo by itself should be used in business communication relating to Schult as a whole. It is also the preferred logo for all internal communication.

The Schult logo at times may be accompanied by the official tagline, "The Home of Integrity." The logo may be used with or without the tagline. However, anytime the tagline is to accompany the logo, it is to be directly centered under of the logo as shown below. The tagline should never be positioned to the side of the logo, nor should it ever overpower or compete with the logo. The tagline may be used as a stand-alone graphic, however, the logo must always be present within the design.

Important: The logo should never be used as part of a sentence. In marketing and advertising copy, letters, memos, etc., Schult should be written in plain text.



The Home of Integrity

The Home of Integrity



Logo Color

The Schult logo should always be printed using the selected spot color which is PMS 072 blue. This color should be matched exactly. If the logo is to be printed as 4-color process, the CMYK equivalent of the PMS color should be used.

Full Color: on a solid white background (preferred) or light-color background. If a light-color background is to be used, the logo must meet all logo guidelines and be readable and sharp. The logo should not be used on dark backgrounds.

Solid White: for use on dark backgrounds and 1-color applications.

Solid Black: for use on light backgrounds and 1-color or black and white applications.



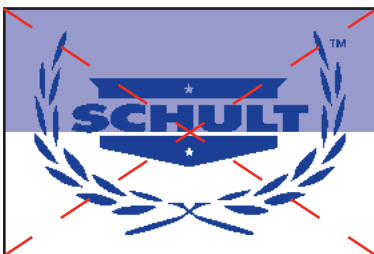
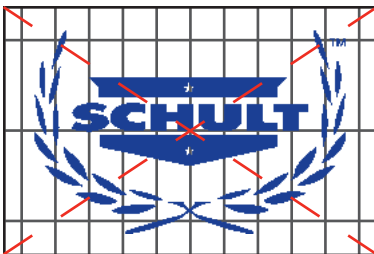
Logo Environment

For our logo to work effectively as a strong brand identifier, the logo should always be seen in its entirety and should never be partially hidden by text or art. Always place the logo in an uncompetitive environment with ample breathing space around it. The same guidelines apply when the tagline is to be included.

The logo should never be placed on a heavily patterned background, nor should any design elements (lines, patterns, art) intrude upon, touch or compete with the logo.

Never place the logo over a divided color background, or place the logo over a busy photograph. Choose a photograph or an area of the photograph that is less competitive with the logo and has consistent color tone. You may choose to fade, or ghost the image back in order to protect the logo's dominance.

Important: Never box-in, alter or add design elements to the logo. Any design alterations such as screened logos, drop shadows, outline strokes, outer glows, etc., must be approved by home office marketing.



Plant Specific Logos

Usage and Guidelines

The same usage and guidelines as previously illustrated and explained apply to the Schult plant specific logos.

These logos are primarily used by individual plants under the Schult brand for internal and external communications materials, as well as sales literature and trade show items. Each logo contains the specific location of the individual

plant. In this illustration, the Schult Hodgenville plant is used as an example.

Important: Never alter or add design elements to the logo. Any design alterations such as screened logos, drop shadows, outline strokes, outer glows, etc., must be approved by home office marketing. See blind embossed example below.



Option #1 is: PMS 072 blue



Option #2 is: Black



Option #3 is: Reverse white



Plant Specific Logos

Current Plant Logo Examples

Shown below are examples of the plant specific logos listed in alphabetical order. These are the

current plants that fall under the brand name Schult.



Plant Specific Color Assignments:




Another very important aspect of creating a brand is color selection and environment. The color swatches that are illustrated in this section were researched and carefully selected because of their modern-day appeal as well as being complimentary to each other. With the various individual brands and plants under the Clayton Manufacturing, Inc., umbrella, the color assignments are intended to create an individual identity for each brand, and individual plant.

Each plant has been assigned a primary color which, in most cases is the same color as the logo within that particular brand. Each plant within that particular brand will share the same primary color. In addition, a secondary color has been assigned to differentiate the various plants within the brand. A third color has been assigned as an optional accent color to be used as needed or desired. These colors will apply to most, if not all sales and trade show materials such as sales literature, silent sales kits, house and real estate signs, banners, trade show booths, etc. No other colors may be used or introduced without consultation or permission from home office marketing.




Plant Specific Color Assignment Swatches:

Schult Plants

Schult Buckeye

 Primary: PMS 072	 Secondary: PMS 1535	 Accent: PMS 4515
--	---	--

Schult Redwood Falls

 Primary: PMS 072	 Secondary: PMS 1797	 Accent: English Khaki
--	---	---




Schult Hodgenville

 Primary: PMS 072	 Secondary: Spring Leaf	 Accent: PMS 7407
--	--	--




Schult Richfield

 Primary: PMS 072	 Secondary: PMS Starfruit	 Accent: PMS 492
--	--	---




Schult Middlebury

 Primary: PMS 072	 Secondary: PMS 1807	 Accent: English Khaki
--	---	---




Schult Rockwell

 Primary: PMS 072	 Secondary: PMS 5763	 Accent: English Khaki
--	---	---

Schult Plainville












 Primary: PMS 072	 Secondary: PMS 5425	 Accent: PMS 1235
--	---	--

Schult Waco

 Primary: PMS 072	 Secondary: Yew	 Accent: PMS 136
--	--	---












Plant Specific

PMS Color Equivalent – CMYK (4-color process)

Color Name Pantone Spot	Color Name Pantone Process	Process Color Breakdown			
		C	M	Y	K
 PMS 072	PMS 072	100	88	0	5
 PMS 136	PMS 136	0	27	76	0
 PMS 492	PMS 492	0	70	66	30
 PMS 1235	PMS 1235	0	29	91	0
 PMS 1535	PMS 1535	0	53	100	38
 PMS 1797	PMS 1797	0	100	99	4
 PMS 1807	PMS 1807	0	100	96	28
 PMS 4515	PMS 4515	0	9	50	24
 PMS 5425	PMS 5425	30	4	0	31
 PMS 5763	PMS 5763	16	0	74	57
 PMS 7407	PMS 7407	0	22	85	11

Plant Specific

PMS Color Equivalent – RGB (red, green, blue)





	Color Name Pantone Spot	Color Name Pantone Process	Red, Green, Blue Breakdown		
			R	G	B
	PMS 072	N/A	46	50	123
	PMS 136	N/A	230	175	85
	PMS 492	N/A	146	76	60
	PMS 1235	N/A	228	171	61
	PMS 1535	N/A	137	88	28
	PMS 1797	N/A	184	40	29
	PMS 1807	N/A	141	32	26
	PMS 4515	N/A	185	168	108
	PMS 5425	N/A	124	145	164
	PMS 5763	N/A	104	108	55
	PMS 7407	N/A	207	166	68

Plant Specific

Custom-Built Colors – CMYK (4-color process)

All custom colors illustrated in this brand guideline were developed specifically for Schult and all the

various brands and plants that fall within the CMH Manufacturing, Inc., family.


	Color Name 4-Color Process	Color Name Spot Color	Process Color Breakdown			
			C	M	Y	K
	English Khaki	N/A	30	30	60	0
	Spring Leaf	N/A	30	0	60	15
	Starfruit	N/A	10	15	75	10
	Yew	N/A	50	0	70	35

Plant Specific

Custom-Built Colors – RGB (red, green, blue)

All custom colors illustrated in this brand guideline were developed specifically for Schult and all the

various brands and plants that fall within the CMH Manufacturing, Inc., family.

Color Name	N/A	Red, Green, Blue Breakdown		
		R	G	B
 English Khaki	N/A	164	150	108
 Spring Leaf	N/A	154	175	111
 Starfruit	N/A	193	174	87
 Yew	N/A	98	127	80

Schult Style Guide

Internal and External Communications Materials

Properly presenting the Schult logo is just one part of maintaining our brand in communications materials. It is equally important to maintain consistency in everything from body text timesteps to color choices. Even the width of your margins plays an important role. If a potential customer, media representative, or other person receives Schult documents from several different locations

and those documents do not appear consistent, then the brand message may be weakened. All our documents should have a consistent appearance and style. They may contain different information — some may have graphics and some may not. They may also serve different purposes, however, it is important that the overall style and guidelines remain consistent.

Schult Style Guide

Font Usage and Color Palette

Typeface: Helvetica Neue is the typeface of choice for all communications materials. It may be purchased from Adobe, Inc. We have provided font usage guidelines in order to maintain consistency with all materials. Special attention should be paid to font size and leading as well as font weights.

Color Palette: The official Schult colors are PMS 072 blue, black and white. The majority of our materials use these colors. But, occasionally, you may create documents or presentations that require more colors. Please contact home office marketing to work out the best solution.

Adobe Postscript Font:



Helvetica Neue: Helvetica Neue 45 Light

Helvetica Neue: Helvetica Neue 65 Medium

Helvetica Neue: Helvetica Neue 85 Heavy

Tagline Font:

Myriad Bold: Upper and Lower Case

Color Name Pantone Spot	Color Name Pantone Process	Process Color Breakdown			
		C	M	Y	K
 PMS 072	PMS 072	100	88	0	5
 Black	Black	0	0	0	100

Schult Style Guide

Business Cards

The designs presented on this page were produced in the page layout program InDesign. It is recommended that production of these materials be executed by competent graphics service providers who are proficient with the wide array of graphic software applications.

The native InDesign files and .eps vector files of the Schult logos are available from home office marketing. Exact reproductions or interpretations of these designs is permitted but must be approved by home office marketing.

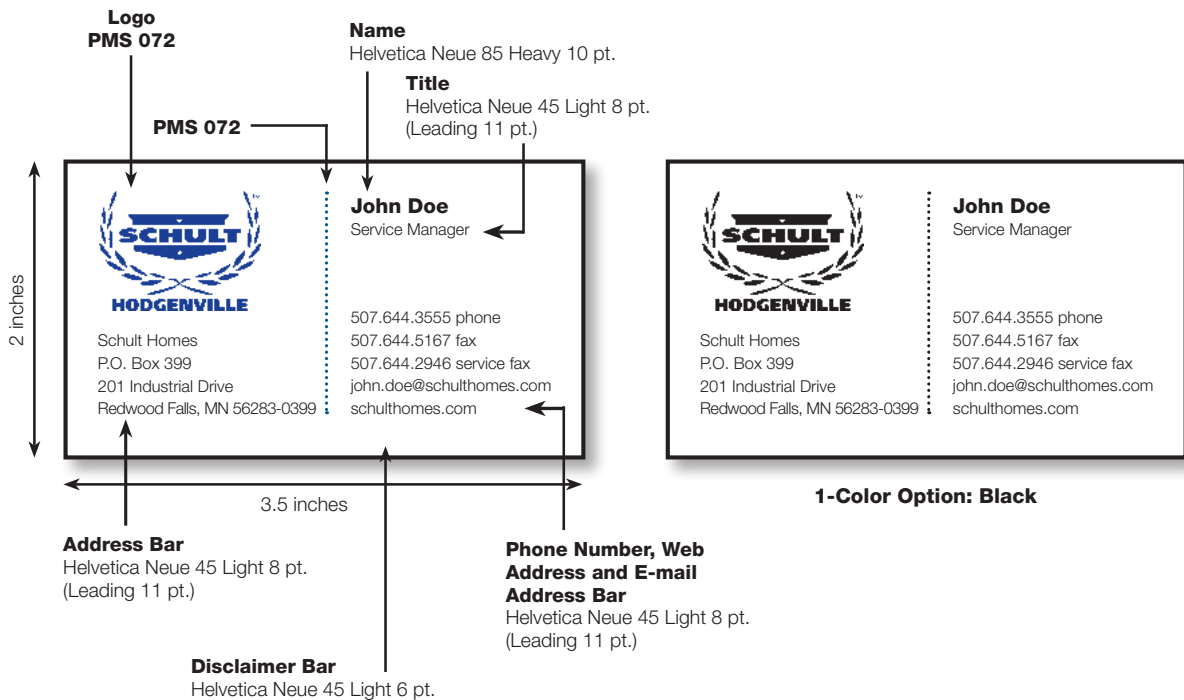
Smooth, white only, coated and uncoated paper stocks are permitted for all Schult printed products. Weights, manufacturers, and printing vendors will be collaboratively selected by CMH Manufacturing, Inc., representatives based on appropriateness and expense.

This business card is reproduced in 2-colors:

- PMS 072 blue
- Black

1-Color Option:

- Black



Schult Style Guide

Standard 8.5 x 11 Stationery

The designs presented on this page were produced in the page layout program InDesign. It is recommended that production of these materials be executed by competent graphics service providers who are proficient with the wide array of graphic software applications.

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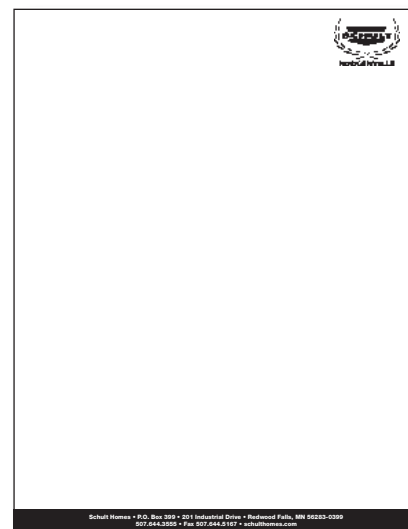
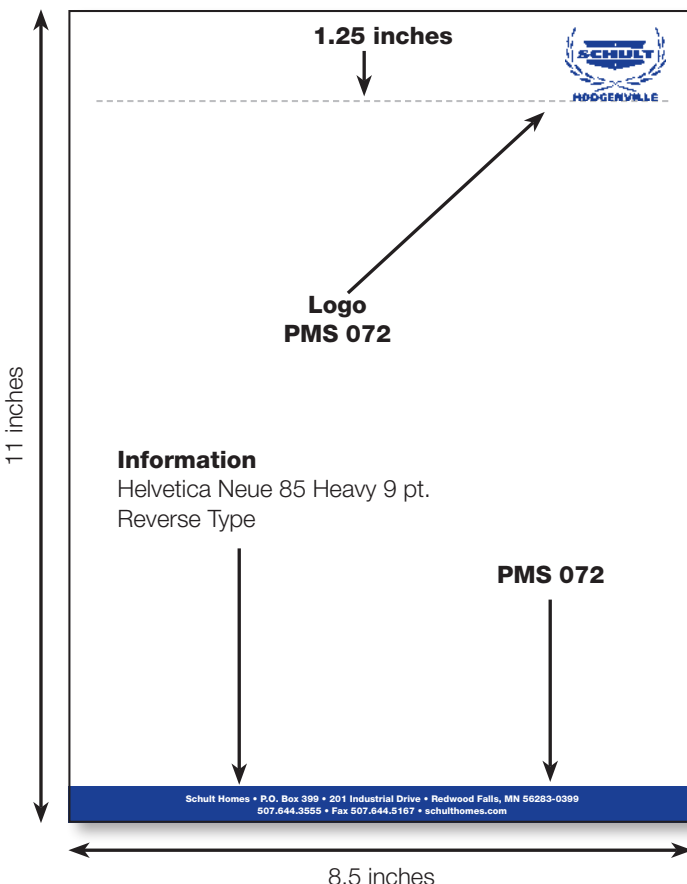
Smooth, white only, coated and uncoated paper stocks are permitted for all Schult printed products. Weights, manufacturers, and printing vendors will be collaboratively selected by CMH Manufacturing, Inc., representatives based on appropriateness and expense.

This stationery is reproduced in 1-color:

- PMS 072 blue

1-Color Option #2:

- Black



1-Color Option #2: Black
(Reduced in comparison)

Schult Style Guide

Standard #10 Envelope

The designs presented on this page were produced in the page layout program InDesign. It is recommended that production of these materials be executed by competent graphics service providers who are proficient with the wide array of graphic software applications.

The native InDesign files and .eps vector files of the Schult logos are available from home office marketing. Exact reproductions or interpretations of these designs is permitted but must be approved by home office marketing.

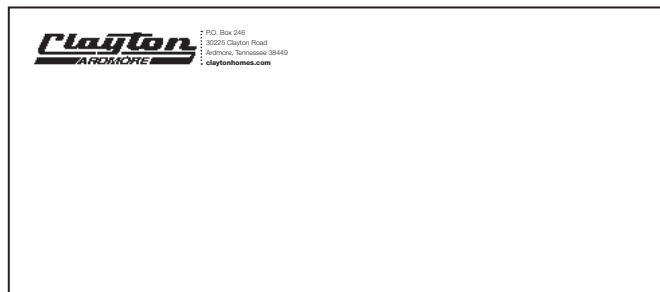
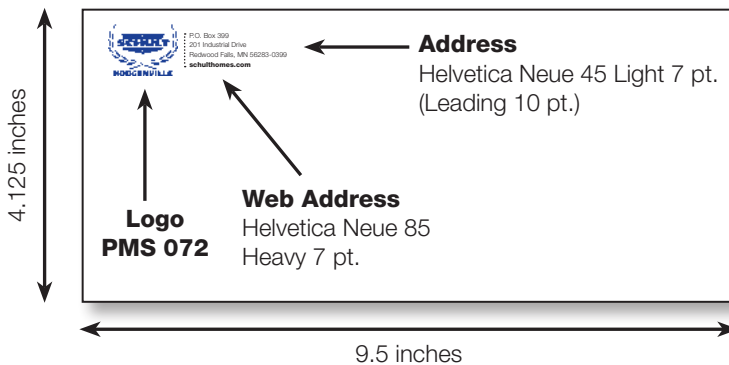
Smooth, white only, coated and uncoated paper stocks are permitted for all Schult printed products. Weights, manufacturers, and printing vendors will be collaboratively selected by CMH Manufacturing, Inc., representatives based on appropriateness and expense.

This envelope is reproduced in 2-colors:

- PMS 072 blue
- Black

1-Color Option:

- Black



1-Color Option: Black

Schult Style Guide

Standard Note Card

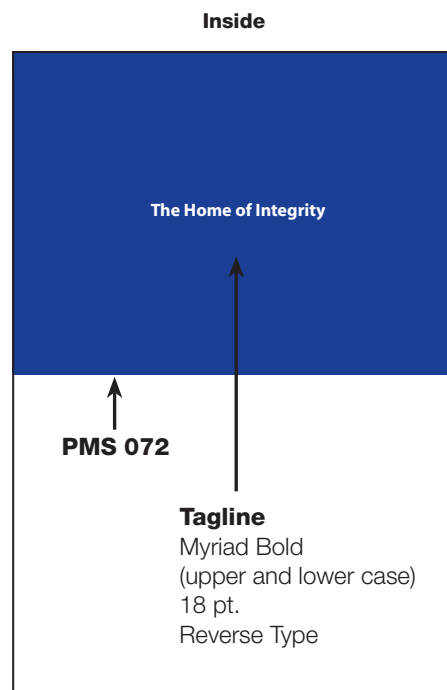
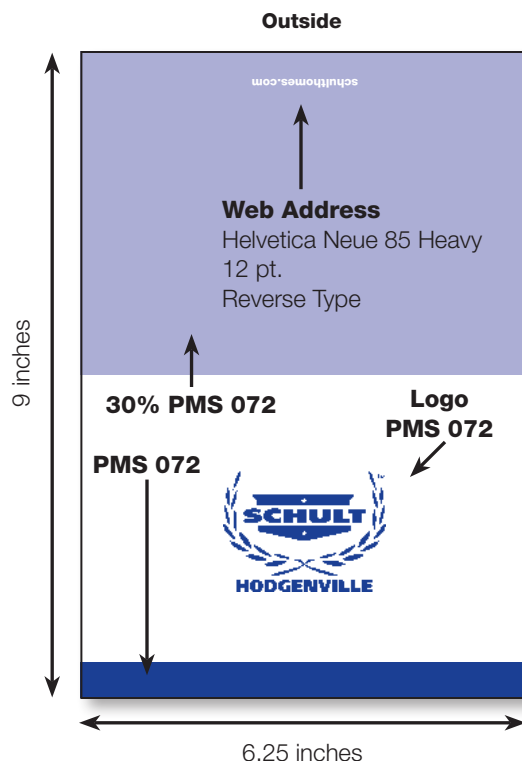
The designs presented on this page were produced in the page layout program InDesign. It is recommended that production of these materials be executed by competent graphics service providers who are proficient with the wide array of graphic software applications.

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Smooth, white only, coated and uncoated paper stocks are permitted for all Schult printed products. Weights, manufacturers, and printing vendors will be collaboratively selected by CMH Manufacturing, Inc., representatives based on appropriateness and expense.

This note card is reproduced in 1-color:

- PMS 072 blue
- 30% PMS 072 blue



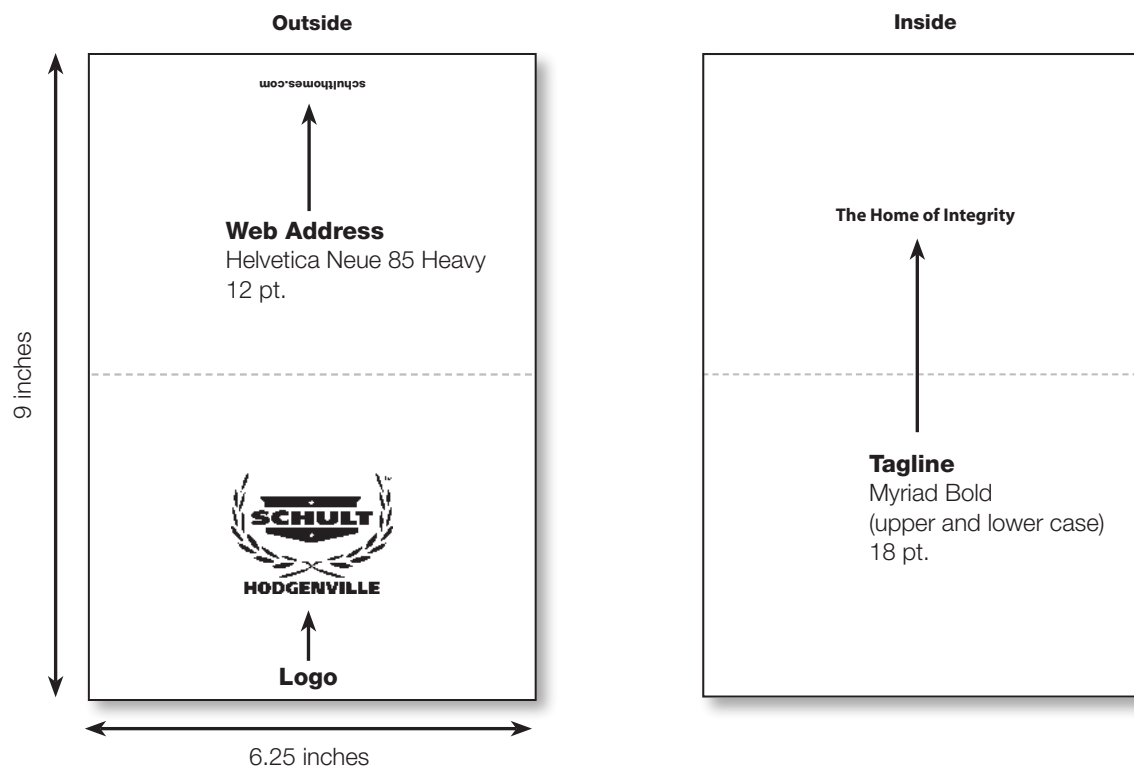
Schult Style Guide

Standard Note Card: 1-Color Option #2

The PMS 072 blue note card is the preferred method of printing for the materials the majority of the time. However, you may choose the second color option, which is black. No other colors may be used without direct approval from home office marketing.

1-Color Option #2:

- Black



1-Color Option #2: Black

Schult Style Guide

Standard Note Card Envelope

The designs presented on this page were produced in the page layout program InDesign. It is recommended that production of these materials be executed by competent graphics service providers who are proficient with the wide array of graphic software applications.

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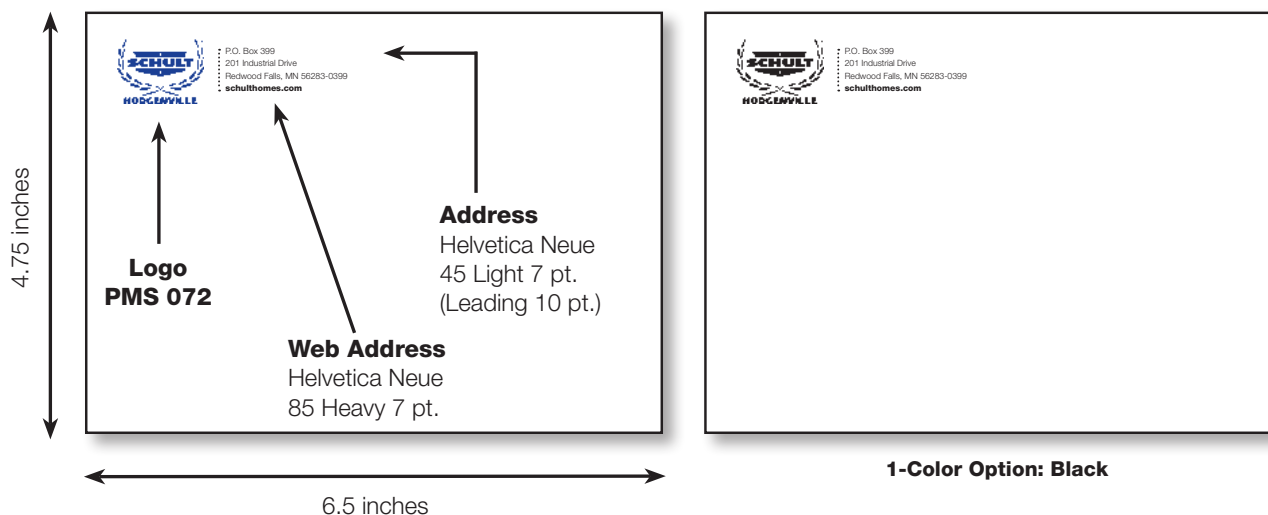
Smooth, white only, coated and uncoated paper stocks are permitted for all Schult printed products. Weights, manufacturers, and printing vendors will be collaboratively selected by CMH Manufacturing, Inc., representatives based on appropriateness and expense.

This note card envelope is reproduced in 2-colors:

- PMS 072 blue
- Black

1-Color Option:

- Black



Schult Style Guide

Presentation Folder

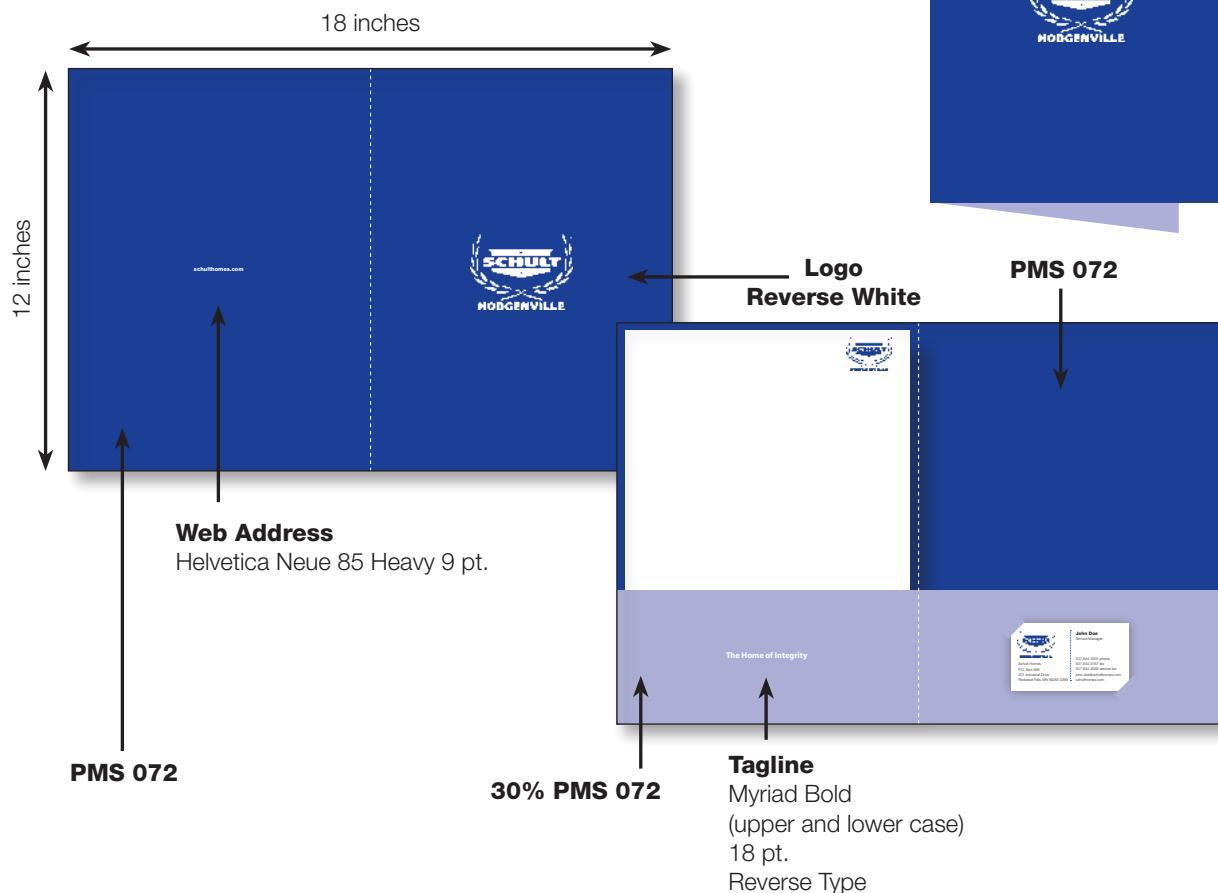
The designs presented on this page were produced in the page layout program InDesign. It is recommended that production of these materials be executed by competent graphics service providers who are proficient with the wide array of graphic software applications.

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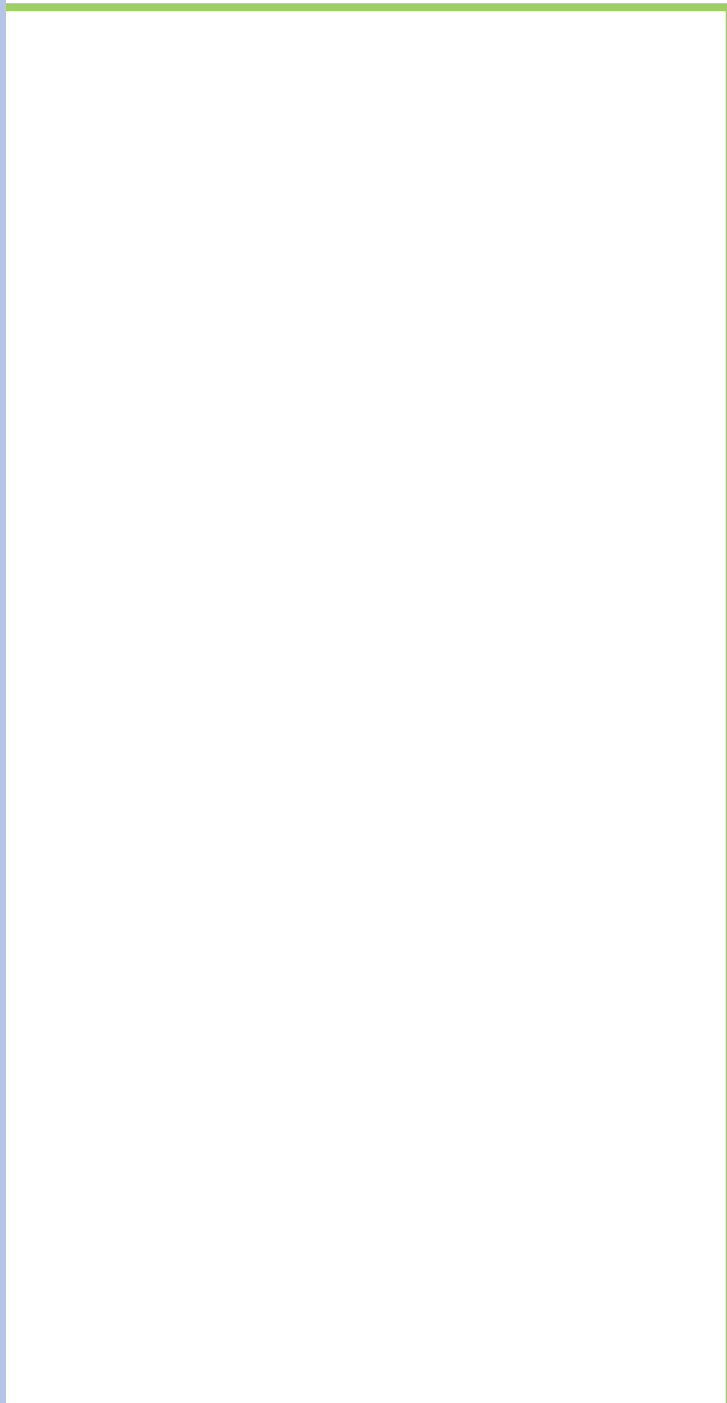
This folder is reproduced in 1-color:

- PMS 072 blue
- 30% PMS 072 blue



Technical Definitions

Brand Guidelines





Technical Definitions

Communicating with Design and Print Vendors:

With the world becoming more fascinated with and dependent on visual imagery and color, there are many options available to promote your product through design and printing.

With e-mail, proofs can be sent electronically (pdfs) to reduce the time and cost of viewing, changing and approving files. Once approved, the file goes to pre-press and then to the Press Department to be printed. After printing, the press sheets go to the Bindery Department where they are folded, trimmed and stitched, and boxed for shipping.

Listed in this section are some technical terms and definitions to help clarify some of the programs and processes used in design and printing.

Technical Definitions

PDF Terminology and File Type Extensions

Adobe® Portable Document Format (PDF) is the standard for electronic document distribution worldwide. Acrobat is not a program used to create original content, you can convert pre-existing documents into a format that can be viewed exactly as you intended. The audience only needs the free Acrobat Reader to view your document. This PDF can be attached to an e-mail for quick distribution. Acrobat PDF is one of the most important and most versatile of all file

formats. Most common uses include electronic replacement for a printed software manual, acting as the underlying medium for Web-based publications, downloadable eBooks, onscreen presentations, office collaboration, legally-binding document exchange, commercial print workflows and electronic archiving. PDF can even act as a graphic file standard for both bitmap photo-editing and vector drawing programs!

File type extensions:	
Adobe InDesign®	.indd
Adobe Photoshop®	.psd
Adobe Illustrator®	.ai
Adobe Acrobat®	.pdf
QuarkXPress®	.qxd
Macromedia FreeHand® MX	.fh
Microsoft Word®	.doc

Design Terminology

File Formats

TIF: TIFF (Tagged Image File Format) is a common format for exchanging raster graphics (bitmap) images between programs. It is created using Photoshop. One of the most common graphic image formats, TIFF files are commonly used in printing.

JPG: A JPEG (Joint Photographic Experts Group) image is a compressed file format commonly used in desktop publishing and on the World Wide Web. A JPEG is the standard for compression of continuous-tone images, and is created by choosing from a range of compression qualities. When you create a JPEG or convert an image from another format to a JPEG, you specify the quality of image. Because the highest quality results in the largest file, you can choose between image quality and file size.

EPS: An EPS (Encapsulated PostScript) file includes a PostScript code, allowing illustrations and pictures to be included with page layout information. Encapsulated PostScript (EPS) language file format can contain both vector and bitmap graphics and is supported by virtually all graphic, illustration, and page-layout programs. EPS format is used to transfer PostScript-language artwork between applications. When you open an EPS file containing vector graphics, Photoshop rasterizes the image, converting the vector graphics to pixels.

QXD, INDD: QXD is generated by Quark XPress and INDD is generated by Adobe InDesign. Quark XPress and Adobe InDesign are two different layout programs which are not compatible with each other. Converting a .qxd file to an .indd file and vice versa requires time. InDesign can, however, convert a Quark 4 file, but some changes may occur. Therefore, to avoid unnecessary time delays and cost increases, confirm with your printer what file format they require.

Microsoft Word®: Microsoft Word is an excellent program to supply text for printing. The text can be exported into Quark XPress or InDesign easily, and can save a lot of time for the graphic designer not having to key in text.

Design Terminology

Typography

Font: A font is the overall design for a set of characters. It describes the size, weight, and spacing of a character and should not be confused with a typeface. Computers display fonts in either a bitmap or a vector format. In a bitmapped font, each character is represented by an arrangement of dots. In a vector font system, the shape or outline of each character is defined geometrically. A vector font is scalable according to the defined outline. Currently, the most widely used vector font systems are PostScript and TrueType.

Typeface: Typeface refers to the overall design of a font's characters. Trade Gothic is a typeface; Trade Gothic 24-point is a font. There are two general categories of typefaces: serif and sans serif. Serif fonts have finishing strokes, flared or tapering ends, or have actual serified endings. Sans-serif fonts have stroke endings that are plain -- without any flaring, cross stroke, or other ornamentation.

Design Terminology

Color Options

PMS: The Pantone Matching System (PMS) is a popular system for printing inks. PMS colors are commonly referred to as “spot colors.” Spot color uses a matching system to create a shade. By specifying the official Pantone name or number, you can be sure the color will match when the file is printed.

CMYK: CMYK stands for Cyan, Magenta, Yellow and Black and is a color system used in the printing of full-color documents. Four-color printing uses Cyan, Magenta, Yellow and Black inks. One of the great problems has been matching colors between these two systems, i.e., taking a digital RGB image and making it look the same in print using CMYK.

Please note: Pantone and CMYK colors are not easily interchangeable. While you can convert a Pantone color to CMYK, the color WILL shift somewhat. With some Pantone colors the change is minimal, while others are quite drastic. If using a Pantone spot color is necessary, keep in mind that it is more expensive to print a 5-Color job (CMYK + Pantone), than a 4-Color job (CMYK).

RGB: The Red, Green and Blue (RGB) color system can represent a large portion of the color spectrum by mixing these three primary colors. Computer monitors display color with red, green and blue light, which is the color system of the Web. There are 216 RGB colors that appear without dithering (i.e., without varying the pattern of dots in an image) in browsers, often referred to as a Web-Safe Palette.

Grayscale: An image that contains more than just black and white, and includes actual shades of gray. In a grayscale image, each pixel has more bits of information encoded in it, allowing more shades to be recorded and shown. Eight-bit reproduces a photo-realistic 256 shades of gray. Color photos can be changed to grayscale using Photoshop.

Line Art: A type of single-bit image that is purely black and white, such as a pencil or ink sketch.

Design Terminology

Illustrations and Images: File Formats and their Applications

Adobe Photoshop® : Photoshop is a pixel-based image editing application, which is a graphic design industry standard. The Photoshop file extension for layered files is (.psd). All files created in Photoshop are resolution (dpi) dependent. Essentially, this means that these files can ONLY be used at 100% scale or less. If these images are scaled greater than 100%, image quality will be affected, unless the size is enlarged in Photoshop. A minimum of 300 dpi is required for final printer files; any number below 300 dpi is inadequate.

Adobe Illustrator® : Illustrator is a vector-based application, which is a graphic design industry standard. The Illustrator file extension is (.ai). All files created in Illustrator are resolution (dpi) independent. Essentially, this means that files created in Illustrator are made up of points and paths, and CAN be scaled up or down without losing any image quality. Logos are usually created in Illustrator. In using Illustrator to lay out design, it can import and embed non-vector Photoshop art.

Macromedia FreeHand® MX: FreeHand is the easy-to-use vector-based application for concept and design of visually rich graphics for print and web. A powerful collection of illustration and drawing tools lets designers realize maximum creative vision, while extensive editing, layout and publishing functions provide an open, streamlined workflow for multi-publishing design. All files created in FreeHand are also resolution (dpi) independent, and CAN be scaled up or down without losing any image quality.

Print Terminology

Printer Terms and their Definitions

Printing Terms: Listed below are some printing terms that may be helpful in working with designers and commercial printers.

4-color-process: The process of combining four basic colors to create a printed color picture or colors composed from the basic four colors.

Bleed: Printing that goes to the edge of the sheet after trimming.

Blind embossing: An image pressed into a sheet without ink or foil.

Copy: All furnished material or disc used in the production of a printed product.

Color bar: A quality control term regarding the 4-color spots of ink color on the tail of a sheet that can be compared to the 4-color percentages to make sure all printing on the sheet is the correct density of color.

Crop: To cut off parts of a picture or image.

Crop marks: Printed lines showing where to trim a printed sheet.

Crossover: Printing across the gutter or from one page to the facing page of a publication.

Density: The degree of color or darkness of an image or photograph.

Die cutting: Cutting images or unusual-shaped edges out of paper.

Print Terminology

Printer Terms and their Definitions continued

Direct To Plate: Direct To Plate is the process of sending images directly to plate without making film. The images are sent to a server which in turn burns the image directly on the plate using a laser light. The plate is then processed and a coating is put on it to protect it from any exposure to light. The plates are very light sensitive and must be protected until ready to go to press.

Dummy: A rough layout of a printed piece showing position and finished size.

Emboss: Pressing an image into paper so that it will create a raised relief.

Foil: A metallic or pigmented coating on plastic sheets or rolls used in foil stamping and foil embossing.

Foil emboss: Foil stamping and embossing an image on paper with a die.

Register marks: Cross-hair lines or marks on film, plates, and paper that guide strippers, platemakers, pressmen, and bindery personnel in processing a print order from start to finish.

Print Terminology

Printer Terms and their Definitions continued

Score: A crease put on paper to help it fold better.

Self-cover: Using the same paper as the text (inside pages) for the cover.

Signature: A large sheet printed with four or a multiple of four pages which, when folded, becomes a section of a book or publication.

Trim marks: Similar to crop or register marks. These marks show where to trim the printed sheet.

Trim size: The final size of one printed image after the last trim is made.

UV coating: Liquid laminate bonded and cured with ultraviolet light. Environmentally friendly.

Varnish: A liquid coating used by printers to enhance paper stock appearance by giving it a glossy, matte, or dull finish. By masking specific areas, or images, the varnish may be applied to just those areas. This is known as "spot varnishing".