



# Corporate Identity

Brand Style Guide

Version  
1.0

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WICKHAM FLOORING

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# 01. Introduction

Hello and welcome to our Brand Style Guide.

This document is intended for anyone who will be called upon to use or distribute the Wickham Flooring brand image. The directives in this guide enable us to ensure that our brand image stays consistent.

# 02. Brand DNA

Wickham Flooring has manufactured hardwood and engineered floors since 1989. Thanks to trusted partners, both suppliers and distributors, we proudly make the nobility of wood accessible to all.

An array of colors, species, widths and finishes, and affordable prices, contribute to democratizing the nobility of wood as a floor covering. Regardless of preference, consumers are sure to find a Wickham Flooring product that meets their expectations.

All Wickham floors are 100% wood, designed in North America and respectful of the environment. We value and respect sustainable forestry development requirements, a conscious choice that enables us to offer natural products, while safeguarding the environment for future generations.

We believe that a strong brand image will solidify our corporate positioning as a Canadian and sustainable company whose products are present across North and South America.

Wickham Flooring is an ambassador of noble and affordable wood floor products, in addition to being an environmentally and socially responsible company.

The Wickham Flooring brand is synonymous with a guarantee of quality and genuine values. Consequently, we ask our partners to proudly represent our brand so that its distinct and coherent story, based on conviviality, flexibility, commitment, audacity, innovation, performance and distinctiveness, persists.

# 03. Visual Brand Identity

## Primary logo

This version is Wickham Flooring's primary logo. In most cases, it should be used as is.

It is favoured when the logo is placed on a very pale background or image.

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### FRENCH



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### ENGLISH



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### BILINGUAL



# Primary logo reversed

The reversed version is chosen when the logo is placed on a dark background or image.

In this instance, make sure that the contrast is optimal.

## FRENCH



## ENGLISH



## BILINGUAL



## Secondary logo

This version is ideal when the logo is too small to be legible, or online.

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### FRENCH



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### ENGLISH



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### BILINGUAL





## Secondary logo reversed

This version is favoured when the logo is too small to be legible, or online.

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### FRENCH



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### ENGLISH



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### BILINGUAL



## Protected area

The protected area must always be respected; this allows the brand image to stand out in the space and against any surrounding elements.

The minimum required protected area is three times the height of the maple leaf, as shown in the illustration.



## Minimum size

To be legible on different platforms and products, the logo must always be a minimal size. It should never be smaller than illustrated opposite.



2,25 in  
57,15 mm



0,98 in  
25 mm

# Restrictions

To ensure consistency of Wickham Flooring's visual signature, it is important to maintain its integrity. The examples shown illustrate incorrect uses of the logo.

The logo must always be replicated from the electronic file provided and must never be altered. Therefore, never:

1. Tilt or change the angle.
2. Stretch or compress the logo.
3. Move items.
4. Change colors.
5. Add visual effects to the logo.
6. Contour line.

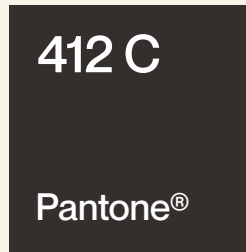
When in doubt about applications and requirements mentioned in this style guide, do not hesitate to contact the Communications Service.



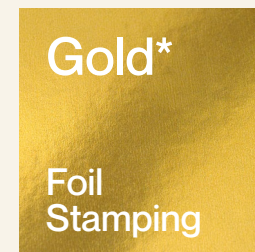
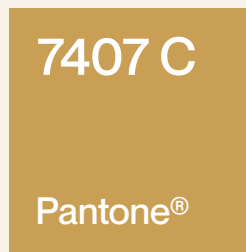
# Colors

In addition to the logo, the Wickham Flooring colors are the most recognizable aspect of the corporate image. Correctly using these colors is the easiest way to ensure that our documentation is coherent, and create brand familiarity.

The harmonious combination of dark brown and golden beige is at the heart of the brand identity. Respecting this color palette contributes to brand integrity across all channels.



C61 M66 Y72 K72  
R47 G36 B29  
#2F241D

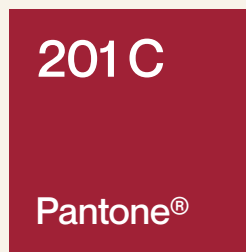


C20 M35 Y80 K0  
R206 G160 B82  
#CEA052

*\*In certain cases where printed applications may require more elegance, this color can be replaced by gold stamping foil.*



C0 M0 Y0 K0  
R255 G255 B255  
#FFFFFF



C7 M100 Y68 K32  
R152 G 30 B50  
#981E32

## Official typography

Typography is essential to maintaining continuity and coherence in communication tools. The typography chosen for the brand is Neue Montreal, a sans-serif typeface.

The latter is offered in a large variety of character weights, which ensures flexibility and consistency when producing designs meeting Wickham Flooring style guidelines.

In cases where Neue Montreal is not be available, the replacement is Arial.

# Neue Montreal

<https://pangrampangram.com/products/neue-montreal>

Light

*Light Italic*

Regular

*Italic*

Medium

*Medium Italic*

**Bold**

***Bold Italic***

0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

## Canadian stamp

Proudly manufacturing wood floors from our Canadian forests, Wickham Flooring created a stamp to highlight this distinctive characteristic.

This stamp is also used on the company's website. The stamp is recommended when the words "Proudly made in Canada" already appear several times throughout a company document. (e.g.: see the letterhead on page 16).

The two stamps must not be altered in any way; this includes proportions. The colors used in the stamp are gold (7407 C) and red (201 C).



## Proudly made in Canada

Must only be used in documents that refer to Wickham Flooring products.



## wickhamhardwood.com

Must only be used in documents that refer to the brand's notoriety.

# 04. Graphic Grid System

# Letterhead structure

To ensure uniformity, all letters must respect the grid and layout presented opposite.

## Grid

- This grid specifies the fixed positions for the logo, stamp and addresses.
- The logo is reproduced in its official color.
- Except for the tagline, all text must be in black.
- Take note that the left margin is always 4 cm (1.58 in) and the right margin is 2 cm (0.80 in) on the front and back.

## Addressing

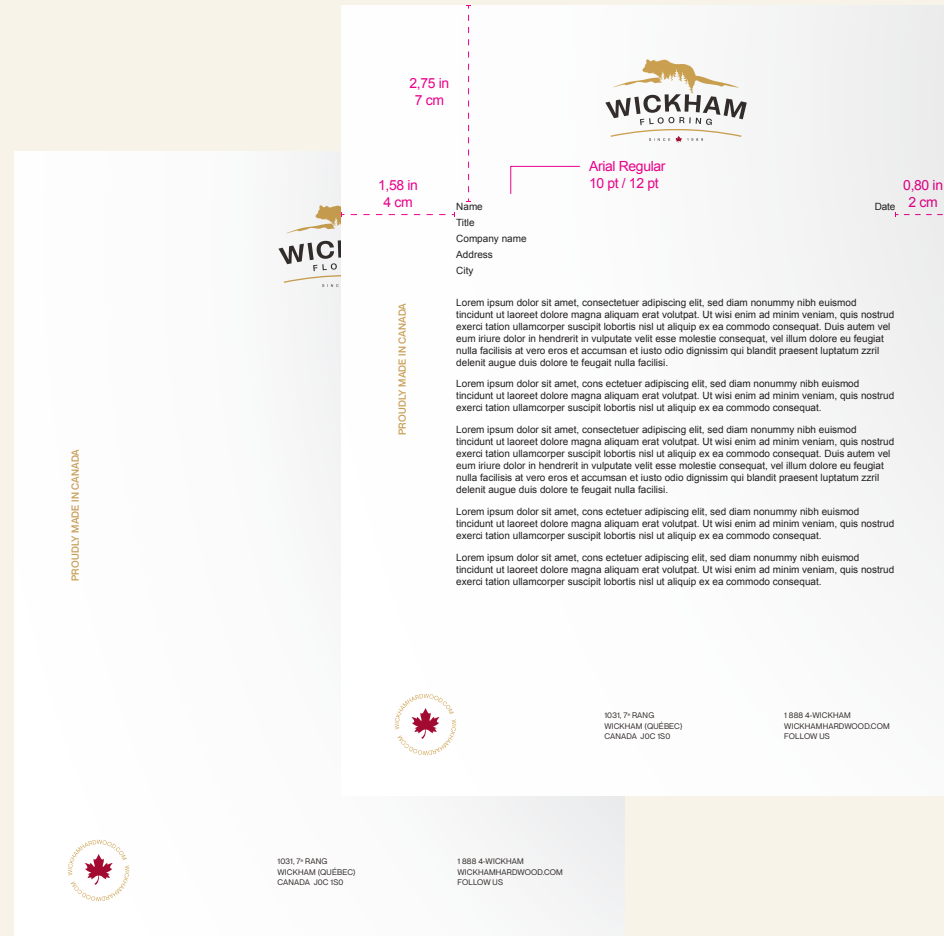
- Addressing must be 7 cm (2.75 in) from the top of the double-spaced page.
- The province must be in parentheses; leave two spaces between the country and the postal code.

## Text layout

- The text must be in Arial Regular, 10 or 12 pt; simple spacing. The text should be left aligned.
- Note: a 2.0 paragraph spacing is required for all text levels.

## Address layout

- Font and points: Neue Montreal - 8 pt / 10 pt





# Email signature structure

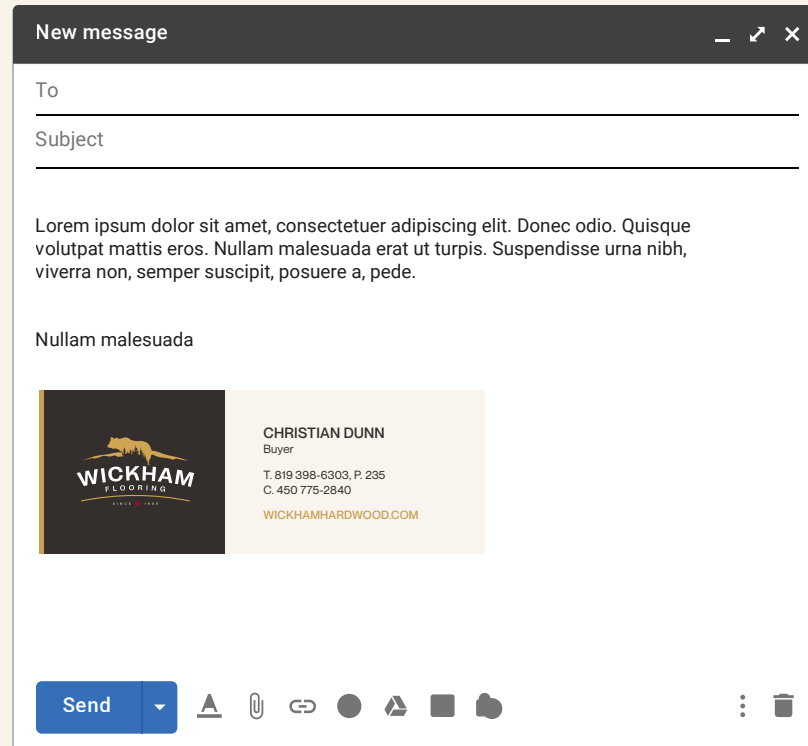
To ensure consistency, all email signatures must include the information detailed here and respect the grid and layout presented opposite.

## Grid

- The signature must use the colors, typographic size and weight presented on this page.

## Typographic indications

- Employee name  
Font and size: Neue Montreal Medium - 10 pt – Uppercase  
Color: #2F241D
- Employee title and contact details  
Font and size: Neue Montreal Regular - 8 pt  
Color: #2F241D
- Website  
Font and size: Neue Montreal Medium - 10 pt – Uppercase  
Color: #CEA052
- Abbreviations  
Telephone: T.  
Cellular: C.



# Business card structure

To ensure consistency, all business cards must respect the grid and layout presented opposite.

## Grid

- Front: the left and right margins are 2.1 cm (0.83 in.). The top and bottom margins are 1.15 cm (0.45 in).
- Back: the margin is 0.5 cm (0.2 in) all around.

## Typographic indications

- Employee information and contact details  
Font and size: Neue Montreal - 7 pt / 8.5 pt  
The province name must be in parentheses; two spaces must be left between the country and the postal code.
- Tagline  
Font and size: Neue Montreal - 13 pt  
Color: #CEA052



\* Gold foil stamping can be used on business cards.



# 05. Other Applications

# Promotional items

The promotional items presented here are for information purposes only.

Production of promotional items displaying the Wickham Flooring logo is subject to the approval by the Communications Service and Human Resources Service.

It is recommended to favour earth colors such as:

- Brown
- Beige
- White
- Black

Avoid the following colors:

- Red
- Pink foil
- Blue
- Yellow
- Orange
- Green



# 06. Contact Person

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SALES COORDINATOR

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