



HOWDENS

Using our brand

06/04/2021 V1.2

Our logo

Our primary trade logo - stacked

Our logo encapsulates all that our brand stands for. It is the most visual element of our identity, it is direct, decisive and clear.



The size of the red block is determined by placing a full height H around the logo as shown above.



We use our logos in single colour. The red block logo is used to talk to the TRADE.



This logo can also be used when talking to the TRADE. It should only be used when the red logo clashes with the rest of the application.

Logos available on the Brand page of Rooster Coop

Our secondary trade logo - linear

Our logos are flexible enough to maintain clarity across various applications. When there are space or height restrictions, it is possible to use the below horizontal logos.

Just like the stacked logos, the horizontal logos are in a single colour.



The size of the red block is determined by placing a full height H around the logo as shown above.



We use our logos in single colour. The red block logo is used to talk to the TRADE.



This logo can also be used when talking to the TRADE. It should only be used when the red logo clashes with the rest of the application.

Logos available on the Brand page of Rooster Coop

Our primary logo

Our logo encapsulates all that our brand stands for. It is the most visual element of our identity, it is soft and engaging. Use it when you are not talking to the TRADE i.e internal stakeholders, consumers and for general use.



This logo is used in a single colour, primarily in black but can be used in white on dark backgrounds.



This logo is used in a single colour, primarily in black but can be used in white on dark backgrounds.

Digital logo size 140 pixels and below

Our digital platforms will display the Howdens logo in the below formats.

The Rooster has a reduced number of feathers in order to provide clarity on screen. The logo is also used in a single colour to ensure brand consistency between our different platforms, including print. This version of the logo should only be used for digital applications when used small below 140 pixels wide. Above 140 pixels the standard Howdens logo should be used at all times.

Rooster Variations



Standard Rooster
Detailed version



Below 140 pixels
Simplified version

How we use our logos on our social channels



The background colour is only to demonstrate the white logo



Width 140 pixels or below



Width 140 pixels or below



40 pixels or below

Logo don'ts

Our logos and Rooster icon have been carefully crafted to be a unique signature of our brand. As a result, our logos should not be altered in any way. See below some of the common mistakes.



Do not use the rooster by itself
It is only acceptable on digital platforms



Do not alter any part of the logo



Do not distort the logo



Do not change the size, scale or position
of the rooster



Do not change the font



Do not use the logo without the rooster



Do not place the logo at an angle



Ensure the logo stands out properly



Do not use against multiple colours, stick
to a single colour behind the logo



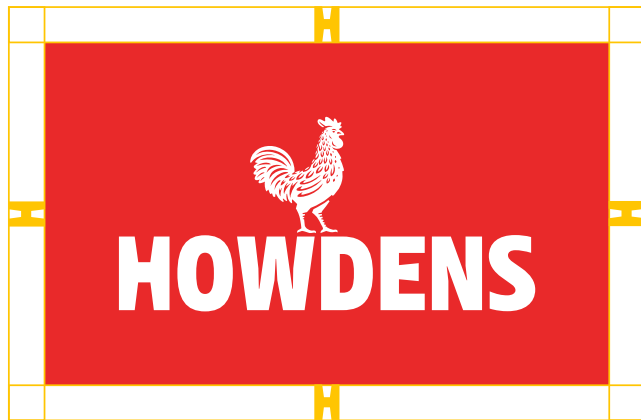
Do not use on an image unless the red
block logo is used

Logo exclusion zone

An exclusion zone surrounds the logo to protect the clarity and visual integrity of our identity. Half (50%) of the 'H' cap height of the Howdens logo is used to form the exclusion zone.

$$H \left[\frac{H}{2} \right] = 50\%$$

Exclusion Zone



Minimum scaling

To maintain clarity and visual integrity the logo should not be reduced or appear any smaller than the below sizes.

Minimum Sizing



Other logo uses

Only by approval from the Marketing team

Certain areas and sub-divisions of the business require the addition of a strapline. Please see how to create them below. All logos are subject to approval by the Marketing team at brand@howdens.com.

H **H** | = 50%



Rooster Regular Font Centralised

Use a letter with an ascender and a descender (d and p) to work out the correct height of the strapline



Rooster Regular Font Centralised

Use a letter with an ascender and a descender (d and p) to work out the correct height of the strapline

Corporate subdivisions logos

To ensure brand consistency, logos would be aligned to the main Howdens logo.

Primarily use stacked logos unless there are space or height restrictions, in which case, the horizontal logo can be used.

Should a depot name need to be added to the logo, please follow this guide. This will ensure brand consistency across the business.

Primary Logo



HOWDENS

Retirement Savings Plan



HOWDENS

Academy



HOWDENS

Rooster Coop



HOWDENS

Apprenticeships

Secondary Logo



HOWDENS

Retirement Savings Plan



HOWDENS

Academy



HOWDENS

Rooster Coop



HOWDENS

Apprenticeships

The Royal Warrant

Any use of the warrant must be approved by marketing

Not for use at depot level

Howdens was awarded a Royal Warrant in 2015 and again in 2018. The Royal Arms crest is to be used in combination with the Howdens logo. It should be used sparingly, not as a marketing tool but as a badge of quality.

All representations of the Royal Arms must be proportionate in their context and in good taste. It should have a strong relationship with the Howdens logo whilst not overpowering it.

All applications must be approved by Marketing at brand@howdens.com.

Maximum Sizing



Minimum Sizing



The Royal Warrant should only ever be used on a plain background. There are different colour versions of the Warrant for use on different coloured backgrounds, please speak to the Marketing team.

Our typeface

Primary font weights

Our Rooster font has been exclusively developed for us to visually reference joinery and is 'no nonsense'. Please use the below fonts as a priority.

Rooster **Black**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Rooster **Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Rooster **Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Rooster **Light**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Secondary font weights

We have developed secondary fonts as per the below. These should be used sparingly and are to be used on non-general applications such as the website.

Rooster **Black Italic**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Rooster **Italic**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Rooster **Condensed Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Rooster **Condensed Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Rooster **Condensed Regular Italic**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Using the right font weight

Use this useful guide to understand when to use the different type of fonts.



The advertisement features a red logo with a rooster icon and the word "HOWDENS" in white. The main headline is in large, bold red font. A worker in a yellow high-visibility vest and a dog are illustrated. The text "We're looking after the trade." is in a smaller red font. The opening hours are listed in a regular black font. A small URL is provided at the bottom.

HOWDENS

TRADE ONLY

**“Howdens
are open,
stocked
and
safe.”**

**We're looking
after the
trade.**

Open from 7:30am Monday-Friday,
and from 8am Saturday

For information and guidance on what we are doing to keep safe, visit [howdens.com/2020coronavirus](https://www.howdens.com/2020coronavirus)

Howdens.com

Rooster Black Font

Use the Rooster Black font on headlines.

Rooster Bold Font

Use the Rooster Bold font on secondary headings. These headings are used to complement the headline.

Rooster Regular Font

Use the Rooster Regular font on any other text.

Our colour palette

Our colour palette

Our core colour palette forms the visual base of our brand. These colours bring our communications and marketing materials to life, ensuring the aesthetic result is undoubtedly Howdens and will ensure instant brand recognition across our different platforms.

Primary

RED

RAL 3020
PANTONE 1795
C0 M96 Y93 K2
R210 G38 B48

BLACK

C0 M0 Y0 K100
R0 G0 B0

GREY

C0 M0 Y0 K75
R100 G99 B99

WHITE

C0 M0 Y0 K0
R255 G255 B255

Use red on headline and main titles. It creates urgency and impact so it is best used sparingly.

Use black as the main colour for text.

Use grey as a background colour. It can also be used as a text colour when using a white background.

Use white as a background colour. It can also be used as a text colour when using a dark background.

Secondary

CREAM

PANTONE 7500 30%
C8 M7 Y16 K0
R245 G240 B227

Use cream as a background colour when talking to builders. This colour marries well with illustrations as well as kitchen images.

BLUE

C82 M63 Y52 K58
R40 G52 B60

Use blue as a background colour when talking to consumers, this colour marries well with kitchen images. Do not use illustrations with this colour.

Our icons

Our icons

Icons are effective visual elements that help improve visual interest and grab the user's attention. They can be powerful at communicating a brand, product, or message, without the need for any words.

We have developed several icons, unique to Howdens, that you can use throughout your marketing. Use sparingly as the overuse of icons can make for a more difficult user journey.



The strapline can be changed to white if the logo is used on a dark background



Many of our products come with great guarantees, this is why we have developed many guarantee icons

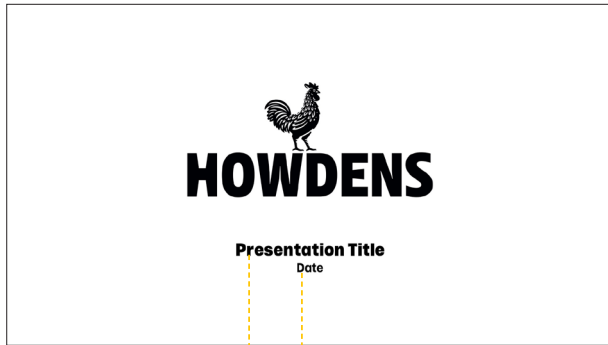


Use our new rectangular logo to denote products NEW to the business. This aligns with the website to provide brand consistency

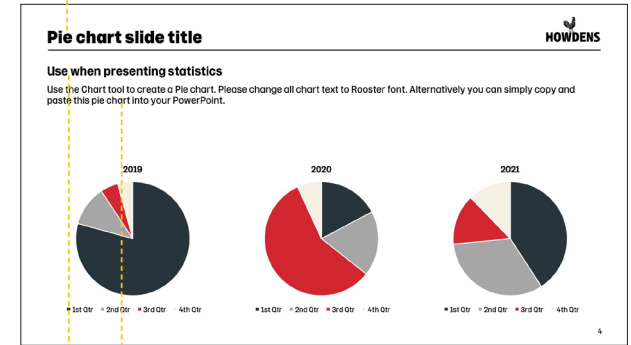
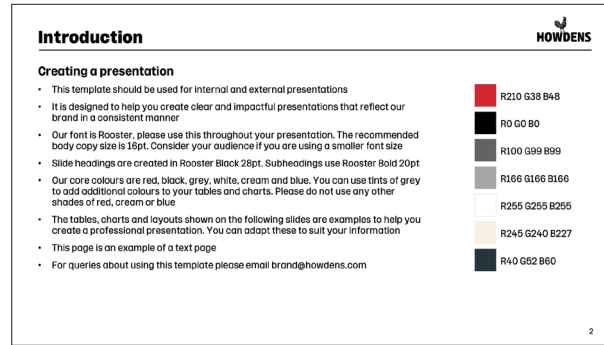
Template guides

PowerPoint presentations

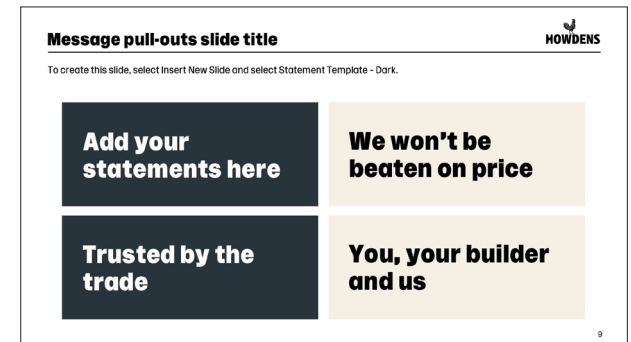
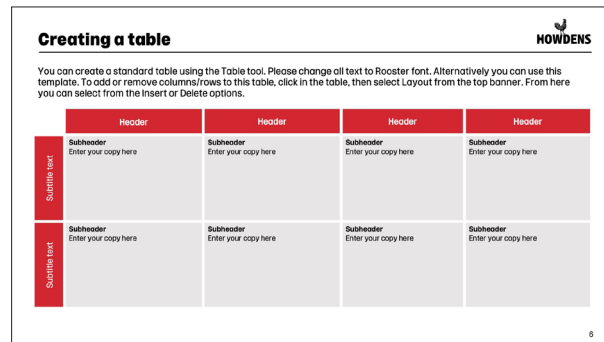
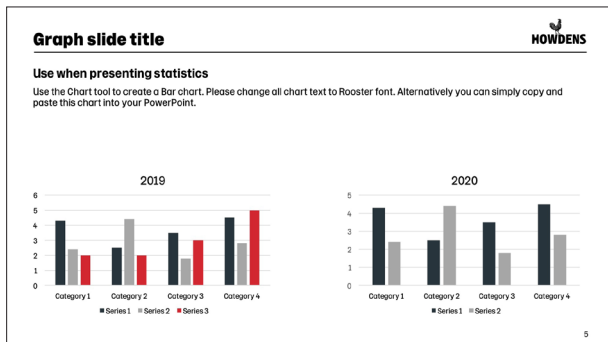
Our PowerPoint template should be used for external and internal presentations. It features our primary, single colour logo and shows you how to create tables, charts and text using our core colours and Rooster font.



Rooster Bold Font Centralised 20PT Size
Rooster Black Font Centralised 28PT Size



Rooster Regular Font 16PT Size
Rooster Bold Font 20PT Size



Copy sizes based on a 16:9 slide format.

Template available on the Brand page of Rooster Coop

Stationery

Business Cards

Business cards are available to order now from the Depot Support page on Rooster Coop.

Business Card



Local marketing style guides

Local marketing

The below example of billboard, poster and banner can be used when designing local marketing material.

Billboard



HOWDENS  **TRADE ONLY**

Okehampton

Kitchens for everyone

Autumn sales coming soon 5th - 31st Oct
Units 3 & 4, North Road Industrial Estate, EX20 1BQ Tel: 01837 659 679

Howdens.com



Poster



HOWDENS  **TRADE ONLY**

“Howdens are open, stocked and safe.”

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For information and guidance on what we are doing to help you, visit [howdens.com/2020coronavirus](https://www.howdens.com/2020coronavirus)

Howdens.com

Banner



HOWDENS  **TRADE ONLY**

Park Royal

Autumn Sales

7th September - 31st October

Tel: 020 8961 7904 Email: parkroyal@howdens.com



Howdens.com

For any questions
on how to use the
brand, contact the
Marketing team at
brand@howdens.com



HOWDENS