

Brand Guideline 2016

AJW

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1.0 Introduction

-
- 1.01 Overview
 - 1.02 The AJW Brand
 - 1.03 Brand Attributes
 - 1.04 The Guideline
 - 1.05 The Tool Kit

From as far back as the time of our first product, we've always had one thing at the heart of our company - our mission to serve our customers through quality products.

We don't just manufacture; we listen, we serve, we solve. We are a company Focused on Service. And it's time to let the AJW brand shine.

The brand guideline is created to ensure that our brand is the same across all the touchpoints where people interact with our brand. When you follow these guidelines, you are helping to make the AJW brand stronger.

For over 50 years our products and services have created a strong and trusted AJW brand. **Focused on Service** is not a tag line; it's what truly drives our organization.

The AJW brand today is shaped by a number of elements:

American Manufacturing

With manufacturing facilities in America, AJW can respond with agility and precision to even the most complex initiatives. From high-style custom projects to a demanding scope of work, AJW has the infrastructure to deliver results customers can be confident in.

Vertically Integrated

At AJW, the supply chain is highly integrated, This allows us to keep our legacy partners responsive and reliable while ensuring only the best suppliers in the world make it onto the AJW team. This structure supports our ability to win.

Quality Customer Service

AJW always puts our customers at the first place. We listen to our customers and provide the best service they can get.

The following characteristics shape the AJW visual style, and are reflected in different aspects of the design system outlined by these guidelines.

Reliable

We are the trustworthy partner of our customers. Our customers can always trust us with their businesses.

Attentive

We are proud of our outstanding customer services. We listen carefully to our customers and are willing to understand what they really need.

American

We are powerful and confident in our products.

This visual toolkit provides marketers the graphic elements for creating a wide range of AJW communications materials. It outlines the fundamental elements of our system and the basic rules for using them.

Because each of us shares the responsibility for protecting and reinforcing the AJW brand, it's important that you take the time to understand not only how to use these guidelines, but also the rationale behind them.

These guidelines are divided into sections to help you find the information for your particular marketing or design project.

Templates for most applications are also available for download. The defining characteristics of AJW are reflected in different aspects of the visual system outlined by these guidelines.

No guide can cover every thing eventually. If you have questions or suggestions for improvement, please contact the Branding team at: contact@nightowlinteractive.com

1.05 Introduction: The Tool Kit

The AJW Brand Guideline outlines the basic rules for using the AJW brand elements to create consistent materials for the organization nationally, and across business units.

The brand elements complement and enhance each other and, when used together, create a harmonious, distinctive impression for AJW.

Logo

The logo consists of the letters 'AJW' in a bold, blue, sans-serif font. The letters are closely spaced and have a slight shadow effect.

Color Palette



Typography

Helvetica
Neue

Photography



2.0 Brand Architecture

2.01 Overview

2.02 Level 1: Parent Company

2.03 Level 2: AJW and Major Brands

2.04 Level 3: AJW Product Lines

AJW is more than a manufacturer and supplier of architectural products. We are a trusted partner to our customers. For nearly 50 years we have achieved this trust by focusing on the things that are most important to you: personalized service, quality products and a competitive advantage.

2.01 Brand Architecture: Overview

Level 1: Parent Company

Level 1 is the parent company of AJW: Fifty Door Partners.



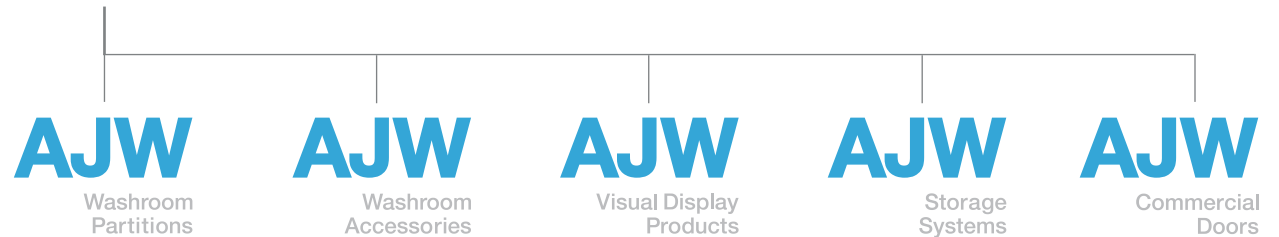
Level 2: AJW and Major Brands

Level 2 are the brands providing the products and services. Brand names must appear in every branded application and communication.



Level 3: AJW Products

Level 3 are the products of AJW. Use of the Level 3 names is optional and should be confirmed with your Marketing leader. It is acceptable to use both the Level 2 and Level 3 names together.



2.02 Brand Architecture:

Level 1: Parent Company

Logo of Fifty Door Partners

The logo of Fifty Door Partners should never appear on any marketing materials of level 2 brands.



Logo of Fifty Door Partner Company

When the marketers of level 2 brands feel the need of getting the attention of FDP investors, they should use the logo of 'A Fifty Door Partner Company' instead. When this logo is used, it should be smaller than the logo of level 2 brands.



2.03 Brand Architecture:

Level 2: AJW and Major Brands

Apart from AJW, there are four other major brands that are owned by Fifty Door Partners: AJW Logistics, WinRE Real Estate, WinRE Construction, and TIPI Enterprise.

All the five Level 2 brands are essentially different brands, but they should follow the same design style as AJW. From now on, we will focus on the branding and style guide of AJW, so that marketers from other level 2 brands can follow this guide in order to create the same style for all the level 2 brands.

AJW

AJW

Logistics

WinRE

Real Estate

WinRE

Construction

TIPI

Enterprise

2.04 Brand Architecture:

AJW Product Lines

Currently, there are five product lines under the AJW brand: AJW Washroom Accessories, AJW Washroom Partitions, AJW Visual Display Products, AJW Storage Systems, and AJW Commercial Doors. Since each of the product lines carries a wide variety of products, they can be considered as small individual brands. Yet, the marketing and branding materials should all follow the design of AJW, and the logo of AJW should always be used.

Logo 1



Washroom
Partitions



Washroom
Accessories



Visual Display
Products



Storage
Systems



Commercial
Doors

Logo 2



Washroom
Partitions



Washroom
Accessories



Visual Display
Products



Storage
Systems



Commercial
Doors

3.0 AJW Logotype

3.01 Overview

3.02 Company Name and AJW Logotype

3.03 Position

3.04 Color

3.05 Clear Space and Minimum Size

3.06 Improper Use

3.01 AJW Logotype: Overview

The AJW Logotype reflects our heritage, and lays a solid foundation for our future. Its consistent look across all applications embraces a strict color palette, and reflects our customer-centric philosophy of being friendly, open, approachable and a part of the world we live in.

The Logotype is the key element in the brand expression system. Regardless of region, local language, or language of the application (brochure, advertising, stationery), never translate the “AJW” letterforms into another language. Do not recreate it.

There is only one version of artwork for the Logotype. Use it for both positive and negative applications.

Artwork is supplied as an Encapsulated PostScript file (EPS), and can be downloaded in black, white and all the colors of our palette. Do not change or modify the Logotype.

➤ *Contact the AJW Branding team for additional information about logo use:*
contact@nightowlinteractive.com



AJW

3.02 AJW Logotype:

Company Name and AJW Logotype

Marketers have the flexibility to use both Logotype and company names to support the AJW Brand experience in communication and to ensure the target clearly understands who the communication is from. This can be applied on any component as deemed appropriate for creating response and growing brand awareness.

The combination of the Logotype and company names is called the company name lock-up, appearing in a fixed-size and position relationship that does not change. The company name lock-up always appears in black and blue, i.e., the company name in black and AJW in blue.

The Logotype can also be used with or without company names based on what best supports a higher response rate. But, if the company name is used, then the Logotype must also be used.

The logo for Newline by AJW. The word "Newline" is in a large, bold, black sans-serif font. Below it, the word "by" is in a smaller, blue sans-serif font, followed by "AJW" in a larger, bold, blue sans-serif font.The logo for Ampco by AJW. The word "Ampco" is in a large, bold, black sans-serif font. Below it, the word "by" is in a smaller, blue sans-serif font, followed by "AJW" in a larger, bold, blue sans-serif font.

3.02 AJW Logotype:

Company Name and AJW Logotype

Company Name and AJW Logotype Lock-up must follow the design rules.



■ Spacing = 25% Company Name Cap Height

Company Name and AJW Logotype Lock-up

3.03 AJW Logotype: Position

Logotype can be set either top left, or bottom right on any printed material.

Logotype can be placed only once per side, per piece and on either the front or the back (only as appropriate) of material.

Do not use the Logotype more than once on any application surface/ spread. This includes printed material with detachable sections.

AJW		AJW Architectural Products 509 Temple Hill Road New Windsor, NY 12553	T 845-562-3332 F 845-562-3391 E orders@ajw.com	Quote # 141086 Date: 1/19/2016 Page: 1 of 1	
Quote To:	Quote Test Account 509 Temple Hill Rd New Windsor NY 12553 USA	Project Name	Sun's Motorcycle Shop New York, NY (FFA) Destination		
	P 845-562-3332 F 845-562-3391	Freight Estimated To	7.73		
		Estimated Weight	7.73		
		Quote By	tom.butler		
		CustID: 511699			
Notes / Qualifications Notes section Quoted standard material Sun YI files a drone better than you do					
Line	Part Number	Description	Quantity	Unit Price	Ext Price
1	UG3X-A18	18" Concealed Snap Flange, 1.5" Diameter Grab Bar Peened	5	14.96	74.80
2	UG3X-A36	36" Concealed Snap Flange, 1.5" Diameter Grab Bar, Peened	5	17.82	89.10
3	U180	C-fold/Multifold Towel Dispenser - Surface Mounted	5	21.76	108.80
4	U120PC	12 oz Soap Dispenser, 4" Spout - Vanity Mounted	10	16.18	161.80
5	U840	Dual Hooded Toilet Tissue Dispenser w/Auto Reserve - Surface	12	27.20	326.40
				Line Subtotal	790.90
				Boxing Charges	10.00
				Freight Out	11.58
				Total	782.48
				Add \$50 for peened grab bars	
				Add \$250 for delivery and install	
<small>This quote is valid for 90 days from the date of origin or last revised revision, pending delivery within 120 days after receipt of purchase order. Pricing is based on current costs of material and labor, and if labor delivery is required, an escalation may apply to cover costs prevailing at the time of release. Quote is based on quantities and specifications provided. AJW is not responsible for typographical or cross referencing errors in specifications. Please double check specifications and plans for accuracy. In the quote to complete of products we consider a competitive equivalent to those specified. Any revision made to this quote in terms of quantity or product may result in adjustment of quoted amount and pricing. DELIVERY, INSTALLATION AND MAINTENANCE CHARGES: There is a \$5.00 fee per foot for shipping for mirrors via UPS/FedEx Ground (\$7.00 per box for load of mirrors, or mirrors with integral shelves). Mirror-to-order and custom fabricated items cannot be returned or cancelled once ordered. These items are subject to change in AJW's discretion without formal notice.</small>					

AJW Quote

3.04 AJW Logotype: Color

When possible, apply the Logotype in color on white background. When it's neither practical or cost effective, apply the Logotype in black on white background or in white on an approved AJW colored background.

Refer to the [Color](#) section for additional information about AJW logo color.

Color Logo



Black Logo



Reverse Logo



3.05 AJW Logotype:

Clear Space & Minimum Size

Clear Space

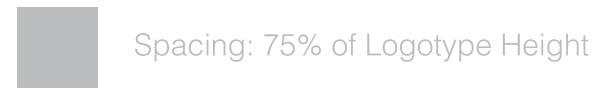
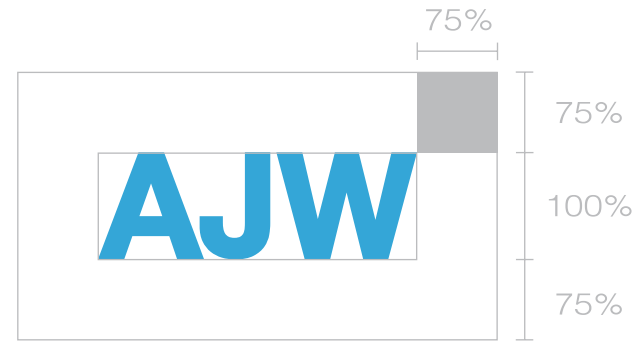
A specific clear area around the AJW logo prevents any other copy, secondary graphics or illustrative/photographic elements from interfering with its impact.

Create this area by measuring the height of the AJW Logotype.

The minimum amount of clear space is equal to 75% of the diameter of the Logotype you use, as shown on the right. Do not place any other text or secondary graphics in this area.

Minimum Size

The minimum height of the Logotype in any print application is 0.3 inches.



























Clear Space



Minimum Size

3.06 AJW Logotype: Improper Use

Please note that the current AJW Brand expression does not permit use of the previous version of the Logotype. Therefore, do not use any reverse or dynamic versions of the Logotype.

 	 	 	 	 	 
<p>Don't place the solid positive logo on a dark background.</p>	<p>Don't use the logo over busy, high-contrast imagery.</p>	<p>Don't apply any visual effects to the Logotype in print.</p>	<p>Don't crop the Logotype.</p>	<p>Don't create any typography that simulates the Logotype.</p>	<p>Don't create a multi-colored version of the Logotype.</p>
 	 	 	 	 	 
<p>Don't use the Logotype more than once per piece.</p>	<p>Don't outline the Logotype.</p>	<p>Don't adjust kerning or tracking in the Logotype.</p>	<p>Don't rotate the Logotype.</p>	<p>Don't change the colors of the company name and logotype lock-up.</p>	<p>Don't use company name without the logotype.</p>

4.0 Color

-
- 4.01 Overview
 - 4.02 Color Palette
 - 4.05 Color Stocks

Color is an essential component of the AJW design system and plays an important role in our brand recognition.


The AJW brand expression embraces a color palette which reflects our philosophy of being the trusted partner of our customers. A primary objective of our brand expression is to create a strong impression of AJW, and our color philosophy calls for using the official colors consistently throughout all of our communications.

4.02 Color: Color Palette


The AJW corporate colors are blue, white, and black. Whenever the application method or the medium itself permits it, the logo should appear blue and black on white. If blue is not available, the logo may be black. Noted that contrast must always be sufficient.

Special situations may arise where the logo is used in a more commercial context and a background other than a solid colour is permitted. Any such departure from the corporate colors must, however, be justified, and will be decided upon case by case by your marketing director.

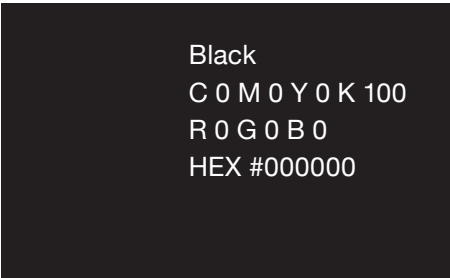
Dominate Colors



AJW Blue
Pantone 2925 U
C 67 M 12 Y 0 K 0
R 64 G 151 B 219
HEX # 4097DB



White
C 0 M 0 Y 0 K 0
R 255 G 255 B 255
HEX #FFFFFF




Black
C 0 M 0 Y 0 K 100
R 0 G 0 B 0
HEX #000000


Supporting Neutral Colors



Light Gray
C 0 M 0 Y 0 K 30
R 178 G 178 B 178
HEX # B2B2B2



Medium Gray
C 0 M 0 Y 0 K 60
R 102 G 102 B 102
HEX #666666



Dark Gray
C 0 M 0 Y 0 K 90
R 25 G 25 B 25
HEX #191919

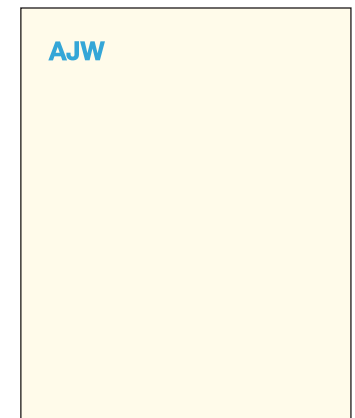
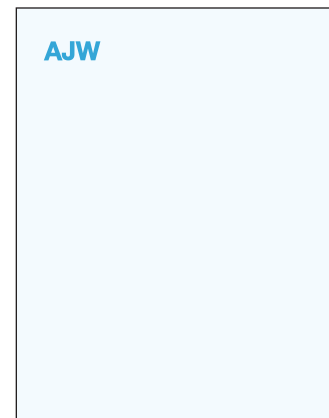
4.03 Color: Color Stocks

As white space is a key element in our brand expression, the selection of white stock for letterhead and other direct marketing components is an important consideration. Marketers have extensive flexibility to select white stocks with budgeting and printing processes in mind.

Direct marketers may wish to create a different tone when developing elegant invitation style creative executions. In these instances, marketers may use a variety of weight and textured stocks within the range of white stock. Selection of off-white and other color-toned stocks (e.g., pastels) is discouraged and white stock should be used as the default for printed communications. See next page for examples.

In-Market Testing

In select test markets where color toned stock has potential to influence the impression of the communication, the use of cream-toned or silver/grey toned stock is appropriate in small test quantities where results of the isolated variable can be compared.



5.0 Typography

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- 5.01 Introduction
 - 5.02 Overview
 - 5.03 Typeface
 - 5.04 Special Characters
 - 5.05 Usage
 - 5.06 Headline
 - 5.07 Body Copy
 - 5.08 Improper Use

Typography is one of the most important visual elements of the AJW brand. It is clean, classic, and highly legible. It plays a critical role in AJW's visual identity system, and over time it will become a memorable expression of our brand.

5.02 Typography: Overview

Typography plays an important role in our new brand expression in advertising, direct response and literature. The widely used sans-serif typeface, Helvetica, is the typeface that we will use globally in all media.

Helvetica is precise and modern, reflecting our brand attributes. Over time, it will become highly recognizable and contribute to the memorability of our brand.

Helvetica Neue is the only typeface used in AJW communications. There is no secondary or serif typeface.

Scale

Scaling typography size appropriately will help to clarify communications, provide emphasis and enhance visual effect.



TOILET PARTITIONS CATALOG 2016

Ampco
by AJW

5.03 Typography: Typeface

Helvetica Neue family

Helvetica Neue is a classic typeface that builds on our heritage, conveys a contemporary look and feel and is suitable for a wide range of communications.

Use Helvetica Neue in all print communications. Do not substitute any other typeface.

The different weights of Helvetica Neue provide versatility, flexibility and personality. Limiting the number of Helvetica Neue weights ensures continued recognition for our communications.

Helvetica Neue is installed firm-wide and is the default typeface.

For email, intranet, Internet and other applications where Helvetica Neue is not available, Arial is the default typeface. When sending files using Helvetica Neue externally, remember that not all recipients will have these typefaces on their systems and the text may not display accurately.

Helvetica Neue Bold

Use for headlines, subheads, highlights and graphs

Helvetica Neue Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica Neue Regular

Use for body copy

Helvetica Neue Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica Neue Light

Use for body copy

Helvetica Neue Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

5.04 Typography: Special Characters

For Microsoft® PC Windows users:

In Word, Excel and PowerPoint, select characters by pressing “Insert / Symbol.”

For Mac users:

Select characters either by using the PopChar software or, in InDesign, via the “Glyphs” window.

5.05 Typography: Usage

Use type size and weight to establish a clear hierarchy of information.

In general, all type is set flush left, ragged right. Do not use justified text. In certain layouts, headline and subhead type may be set flush right, ragged left.

- 1 **Headlines**
Always set in Helvetica Neue Bold.
- 2 **Highlight**
Use the AJW blue to emphasize text.
- 3 **Subheads**
Always set in Helvetica Neue Bold.
- 4 **Body copy**
In general, set body copy in Helvetica Neue Regular. Avoid hyphenation.

MATERIALS 1

Evergreen™ 3

Evergreen face sheets are treated under heat and high pressure to plasticize non-impregnated kraft paper sheets. All exposed edge compartments are solid color throughout, chambered and free of milling marks. Popular in high traffic public buildings, schools and institutional facilities, Evergreen is virtually indestructible, has a graffiti resistant finish and is suitable for wet or high moisture environments.

Construction Features

- 1/4" (18mm) edges and doors
- 1/2" (12mm) thick panels and panels
- Class I Low Flaming ASTM F113

Optional Features

- Euroline hardware
- Optional 3/4" (19mm) thick panels
- Class A Low Flaming ASTM F113

Special Features

- Non-glossing graffiti removal
- Wave Resistant
- Solid color throughout
- Stainless steel hardware
- Finished hardware to comply with ANSI A117 and Title I-IV of the Americans with Disabilities Act (ADA)
- 15 year fire rating
- 25 year limited warranty
- Euroline™ hardware (See page 19)

STRENGTHS 2

- Durable Material
- Good Moisture Resistance
- Solid Color Throughout

12 Materials - Evergreen Ampco by AJW 2016 Toilet Partitions Catalog

*Slight material color variations will occur from batch to batch.

5.06 Typography: Headline

The bold graphic typography of the Helvetica Neue design system is important to the brand.

Optimize headline text to create a cohesive, clean, graphic look.

All headlines should be set in the same point and leading sizes. However, there may be exceptions where leading may be optically adjusted for the appearance of balanced spacing between lines.

- 1 Leading is set tight, leaving a small space between descenders and ascenders.
- 2 Kern between words and letter forms to achieve the correct optical spacing.

1

2

**Set the
Headline
in Bold**

5.07 Typography: Body Copy

In general, all type is set flush left, ragged right.

When setting body copy, ensure that the line length is an appropriate measure for optimum legibility (40 to 70 characters for a single column is ideal).

Avoid hyphenation.


1 Subhead 1
14/20 pt
Helvetica Neue Bold

2 Subhead 2
10/16 pt
Helvetica Neue Bold

3 Body copy
10/16
Helvetica Neue Regular


CONSTRUCTION STYLE

1 Standard Construction Style




Design Rationale
The construction style is a simple, clean, and functional design. It uses a neutral color palette and a simple, rectangular form. The panels are arranged in a row, creating a sense of order and structure.

2 Panel Construction Style




Design Rationale
The panel construction style is a more complex design. It uses a neutral color palette and a simple, rectangular form. The panels are arranged in a row, with a central panel slightly offset, creating a sense of depth and structure.

3 Panel Construction Style




Design Rationale
The panel construction style is a more complex design. It uses a neutral color palette and a simple, rectangular form. The panels are arranged in a row, with a central panel slightly offset, creating a sense of depth and structure.

4 Panel Construction Style



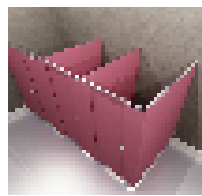
Design Rationale
The panel construction style is a more complex design. It uses a neutral color palette and a simple, rectangular form. The panels are arranged in a row, with a central panel slightly offset, creating a sense of depth and structure.

5 Panel Construction Style



Design Rationale
The panel construction style is a more complex design. It uses a neutral color palette and a simple, rectangular form. The panels are arranged in a row, with a central panel slightly offset, creating a sense of depth and structure.

6 Panel Construction Style



Design Rationale
The panel construction style is a more complex design. It uses a neutral color palette and a simple, rectangular form. The panels are arranged in a row, with a central panel slightly offset, creating a sense of depth and structure.

5.08 Typography: Improper Use



Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.

1. Don't use any typesize smaller than 9pt. except for legal or mice type.



Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet

2. Don't use full justification.



Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam sed diam voluptua. At vero eos et accusam et justo duo

3. Don't center all text.



Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam sed diam voluptua.

4. Don't indent paragraphs in body copy of letters.



Healine
Headline
Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod

5. Don't use Helvetica Light for headlines.



Healine
Subheadline
Lorem ipsum dolor siam nodoloram voluptua.
Subheadline

6. Don't use more than 2 font styles in subheads.

6.0 Imagery

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- 6.01 Overview
 - 6.02 Style
 - 6.03 Categories
 - People
 - Facilities
 - Products
 - 6.04 Improper Use

Photography is an important visual elements of the AJW brand. The photography style reflects our brand attributes (reliable, attentive, American) and positioning.

6.02 Imagery: Style

The AJW photography style has three key components: lively color, balanced composition and sharp resolution. All AJW photography must incorporate the three elements of style.

When setting up compositions and concepts for a custom photo shoot, or when choosing stock images, make sure to meet these key criteria.

- 1 Lively Color**
Images incorporate pops of bright, saturated color.
- 2 Balanced Composition**
Images have a graphic quality through the use of straight-on perspective, ample amounts of negative space and a simple organization of subjects or elements.
- 3 Sharp Resolution**
All elements within the image are sharp and in focus.



6.03 Imagery:

Categories: People, Facilities, Products

There are three categories of photography used to represent the AJW brand: people, facilities, and products. The particular categories of photography is determined by the purpose of a particular communication.

People



Facilities



Products



6.08 Improper Use



1. Do not use imagery that is overly dark.



2. Do not use imagery that is blurry or unclear.

7.0 Tone of Voice

-
- 7.01 Overview
 - 7.02 AJW Tone of Voice
 - 7.03 Example Letter
 - 7.04 Improper Use

Throughout our communications we want to express our care for our customer. We want to be the most reliable, trusted friend of our customers; therefore, AJW's tone of voice should be **precise, confident, and personal.**

7.02 Tone of Voice: AJW Tone of Voice

Precise

Efficiency is key to our manufacturing process, organization and our business partners. Just as we use lean manufacturing principles on the shop floor, we use clear, simple language to communicate our message with transparency and authenticity.

Confident

We have risen from humble beginnings to market leaders through innovation and customer-driven focus. We are proud of our roots, our capabilities and the efforts it has taken to get where we are today. We know our strengths in the marketplace and are poised for exponential growth in the years to come. We are confident and professional in our communication, as we are in our business dealings.

Personal

We are laser-focused on the needs of our business partners and customers. It's this focus on providing best-in-class service that has fueled our growth as a manufacturer. And we know that our success is a direct product of the relationships we build. That's why we speak directly to our audience and keep their needs in mind as we develop content. Yes, it's business. But for us, that's personal.

7.03 Tone of Voice: Example Letter

January 15, 2016

Dear <AJW Customer>,

This is an exciting time for our team. On December 31, Ampco officially became part of the AJW family of companies. They will now be known as Ampco by AJW.

As one of our most valued customers, I wanted to communicate this exciting news to you personally. You may have questions about the acquisition, how Ampco will be integrated into AJW and what you can expect during the transition.

Right now, everything is business as usual. But we're confident that this acquisition will help us serve you better in the future. With our combined product lines, we will be a one-stop-shop for all of your washroom accessory, partition, commercial door, visual display product and commercial door needs. The broader manufacturing and distribution footprint will allow us to make and ship our products from one of five locations across the country, thus saving you time and money on the delivery end. At the same time, we'll continue to offer the best in class customer service you've come to know and appreciate.

Our team will be working hard to ensure the transition is a smooth one. If you have any questions, please don't hesitate to contact me at <_____>.

Thank you for your continued support and business.

My best,

<_____>

7.04 Tone of Voice: Improper Use

1. Don't use any play on words or sentences with the "Focused on Service." tagline in DR copy.
2. Don't use "negative" imagery or negative selling copy to drive response.

8.0 Brand Identity Components

-
- 8.01 Business Card
 - 8.02 Envelope
 - 8.03 Letterhead
 - 8.04 Email Signature

8.01 Brand Identity Components: Business Card

Standard Business Card

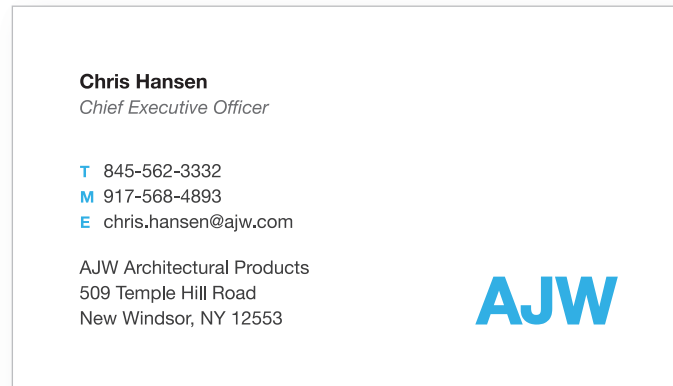
Size:

Width: 3.5 inch

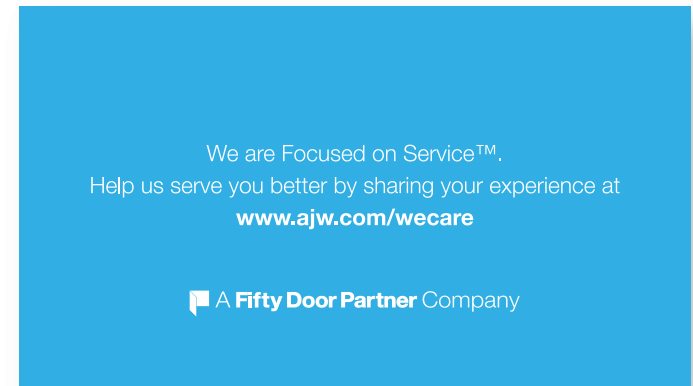
Height: 2 inch

› *Template is available at*
[AJW Corporate Identity Folder](#)

Front



Back



8.02 Brand Identity Components: Envelope

Envelope #10 with window

Size: 4.125 x 9.5 inch

› *Template is available at*
[AJW Corporate Identity Folder](#)



8.03 Brand Identity Components: Letterhead

> *Template is available at*
AJW Corporate Identity Folder

	AJW Corporate Headquarters 509 Temple Hill Road New Windsor, NY 12553	T 845-562-3332 F 845-562-3391 E orders@ajw.com
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Mr. Recipient's Name, Recipient's Title, Recipient's Address City, Zip Code	Dear Mr. Smith,
--	-----------------

MM/DD/YYYY	<p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla posuere nunc id lobortis pretium. In sit amet est dignissim, hendrerit nisi id, elementum diam. Aliquam erat volutpat. Vivamus lacinia, odio in aliquam accumsan, felis est elementum dui, in dignissim est lorem at tellus. Nulla facilisi. Nam sit amet tellus dictum, condimentum augue nec, gravida dui. Aenean sodales tellus pharetra, pulvinar lectus non, ullamcorper risus.</p> <p>Ut ut convallis lorem, non consectetur ex. In pharetra velit ut varius molestie. Praesent id metus sed ligula commodo consectetur. Etiam viverra enim et velit pharetra facilisis ut a libero. Sed malesuada quam tortor, non aliquam elit commodo a. Nunc lobortis ex quis enim tempor, eu lobortis sapien blandit. Phasellus interdum nisi sed ipsum viverra, id elementum mi luctus. Curabitur dictum non nisi sed accumsan. Quisque convallis dapibus velit laoreet pretium. Integer ac placerat mauris.</p> <p>Ut suscipit lobortis nibh, eu lacinia tortor. Aliquam scelerisque, ligula non scelerisque fringilla, felis ante varius enim, non tempor nulla sem ut sapien. Vestibulum ullamcorper a tellus id congue. Donec interdum erat sit amet enim tristique, vitae aliquet neque euismod. Sed sed fermentum urna, euismod egestas ex. Vivamus semper elementum augue, sit amet rhoncus felis venenatis a. Proin vitae lobortis leo. Integer posuere metus quis lobortis tristique. Integer malesuada, urna nec tempor tincidunt, velit massa scelerisque nisi, nec aliquet risus augue non eros. Cras rutrum dui quis nunc mollis tempor.</p>
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	Best Regards,
--	---------------

8.04 Brand Identity Components: Email Signature

Chris Hansen

CEO | [AJW](#) Architectural Products

T 845-562-3332

[www.ajw.com](#)

Shao-Jo Lin

To: Shao-Jo Lin

Test 123

Today at 3:08 PM

SL

Shao,

Hi, lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam nec facilisis diam. Quisque sodales in risuravida lectus augue sed magna.

Ut in ante non tellus tempus bibendum quis eu magna. Vestibulum ultrices placerat magna, in semper libero interdum sit amet. Duis rhoncus augue felis, eget rhoncus erat condimentum quis.

Nunc nibh urna, mattis a dolor non, pellentesque tristique neque. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices poss vel dolor tortor. Nullam sodales eros non sagittis maximus. Duis interdum et leo ut rhoncus. Integer rutrum malesuada justo. Etiam commodo sed sapien a placerat.

Thanks!

Chris Hansen

CEO | [AJW](#) Architectural Products

T 845-562-3332

[www.ajw.com](#)

