This is the verbal, visual and tonal blueprint of the Belgard® brand. From our purpose and positioning, to the tools we use to communicate consistently, the elements of how our brand works together in a deliberate way. This book will help you bring our brand to life.
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Belgard has always been a brand of proficiency. We pride ourselves in being the best in the business and in helping our industry partners succeed.

But as the market and the needs of our customers evolve, so must we.

Today’s consumers aim high, looking to lead fulfilling lives with meaningful experiences that enrich their everyday.

A luxe lifestyle is no longer about scrimping on needs and splurging on wants. It’s about creating a sense of happiness and affluence on their terms.
Belgard is both aspirational and inspirational. More than a beautiful, timeless and durable product—we will be synonymous with outdoor living.
Only Belgard designs dependable, personalized products and services—turning creativity and craftsmanship into lasting outdoor spaces.

The following six characteristics define us as individuals and as a brand. They are the qualities our customers use to describe our work.
UTILITARIAN
Because customers shouldn’t have to choose between pretty and practical.

APPROACHABLE
Any project, anywhere, we make it easy to work together.
IMAGINATIVE
We have the creativity to realize any vision however unique.

ENDURING
Our products are as long-lasting as our partner relationships.
AUTHENTIC
Never superficial, our products and people are real to core.

HUMBLE
We let our work do the talking.
We believe that outdoor living is essential to the human spirit.
FOR SOME, THE OUTDOORS IS AN escape.
A PLACE TO unwind.
AN OPPORTUNITY to get your hands dirty.
AN OUTLET FOR self-expression
To realize A VISION.
FOR OTHERS, THE OUTDOORS ARE to be shared.
A CANVAS to create.
A PLACE TO celebrate.
TO FEEL welcoming.
AND TO make believe.
Our purpose is to make outdoor living effortless.
We are the go-to place, to so many. Our every word and every action should embody the smart, innovative and proficient brand we are. This is how we bring the Belgard brand to life.
The following guidelines provide an overview of the essential elements of our brand, and instructions on how to apply them consistently. The guide describes how to use these elements across all types of communication. Following these guidelines will create continuity, and strengthen our brand equity.
Identity Elements

The proper combination of the identity elements reinforces the brand foundation. It portrays the innovative nature of our products, inspires our employees, and captures the imagination of our dealers, contractors and consumers.
The Belgard Logo

The Belgard logo is the centerpiece of our communications. Bold and simple, the logo is rooted in the heritage of our products, yet feels contemporary for a modern audience. Symbolically, it represents the combination of hardscape products and the feeling of a constructed design. More literally, it is simply a “B,” an abbreviation for Belgard.

The visual and emotional representation of our brand.

A contemporary type treatment that feels modern and forward thinking.
Logo Forms and Application

The Belgard logo is extremely versatile in its form and application. It can be applied in the outline form for a more technical feeling, or as a solid form for a bolder, modern look. It may appear on white or light colors or reversed out of darker tones. The logo also works well over photography, or as a window to reveal product.

**SOLID** Use the solid logo at smaller sizes, for a bolder impression, in place of the outline form.

**OUTLINE** This treatment should be the most common application of the logo on light backgrounds.

**WINDOW** This treatment can work well as a diecut or graphic to showcase product or texture.

**REVERSE OUTLINE** The balance of positive and negative forms creates a striking presence on solid colors.

**REVERSE SOLID** Create a bolder, simpler statement on color with the solid treatment of the logo.

**OUTLINE OVER IMAGE** At large and medium sizes, this treatment works well to showcase the image.

**SOLID OVER IMAGE** At smaller sizes, this treatment makes a bold impression on photography.

**TRANSPARENCY** Subtle shifts in transparency can help lift the logo off the photo for a more dimensional feeling.
THE BELGARD “B” SYMBOL

The logo symbol is such a strong design element that it can be separated from the wordmark to create a more dynamic visual presence on a variety of applications. However, both the symbol and the wordmark must be present in the same application if the symbol is being separated from the logo.
THE WORDMARK

The wordmark also works very well on its own for an elegant, sophisticated feel in its execution. The wordmark by itself should only be used in more premium applications. The symbol does not have to appear with the wordmark, but may be included as a sign-off or secondary element.
Clear Space

Protecting the integrity of the mark is critical to building consistency within the brand. No copy or other graphics should appear in the clear space. The “®” and “™” can be scaled down when the workmark, or logo, appears at a size greater than 4” wide or 3” tall.

**LOGO CLEAR SPACE**
The clear space for the logo is .25X, where X is the height of the logo.

**SYMBOL CLEAR SPACE**
The clear space for the symbol is .5X, where X is the height of the symbol.

**WORDMARK CLEAR SPACE**
The clear space for the wordmark is 1.25X, where X is the height of the wordmark.
Logo

Minimum Sizes

The following sizes have been established to provide a measure of consistency and legibility in standard print and digital applications. While there is no maximum size, the logo should be prominent but not overbearing. Remember to maintain the defined clear space.
Unauthorized Logo Usage

Do not change the scale or spatial relationships on any part of the logo.

Do not change typefaces within the logo or lockup anything with the logo.

Do not change the color relationships of the approved logos.

Do not add gradients, drop shadows or unnecessary effects to the logo.

Do not skew, bend, rotate, warp, distort wrap or crop the logo.

Do not outline any part of the logo when used as an identifier.

Do not flip, reflect or reverse any part of the logo.

Do not place the logo on confusing or overly-busy backgrounds.
Icon Brand Extensions

The icon brand extensions help codify divisions within Belgard. They should be treated with the same integrity as the Belgard logo. These brand extensions represent four categories: marketing, design, finance and education. They also denote certified Belgard contractors and dealers, with an added color system for silver, gold and platinum.

These brand extensions may be shown together in a series, but should never be locked up with the Belgard logo or wordmark. Please follow the recommended clear space and minimum sizes.
Typographic Brand Extensions

Premium brand extensions receive a unique typographic treatment of the wordmark. The Belgard Design Center is an example of this form of treatment. This brand extension has been created specifically for the design center to work in collateral and environmental signage. Future typographic brand extensions should follow these spatial and sizing relationships.

Belgard Wordmark: Use only the approved Belgard wordmark in typographic brand extensions.

Typographic Identifier: The identifier should be set in Din Next Medium, all caps, at .35X, where X is the height of the Belgard wordmark. The identifier should be spaced below the wordmark .50X. The tracking for these characters should be set at 240.
Brand Color Palette

Our color palette is sophisticated and modern. The diversity of hues are inspired by the outdoor world in which the brand lives, providing a wide range of possibilities. It feels aspirational and premium.

Use the PMS colors whenever possible in print applications. The CMYK colors can be used as an alternative to the PMS color in print. RGB values are for use in digital applications.

Primary Colors: Navy, cream and a silver/gray form the foundation for the Belgard brand.

Secondary Colors: Neutral earth tones create a natural feel and warmth in our applications.

Accent Colors: Brighter tertiary colors reflect the variety of hues found in outdoor living. These colors should be used sparingly as accents within an application.
The primary color application to the logo should always be the Belgard navy and gray/silver. This same color principle applies to instances when the icon and the wordmark are separated from each other in the same application.
Reverse Logos on Color

The Belgard logo can also be reversed out of the primary blue and gray, and the secondary colors. Reverse logos on the secondary colors should be used sparingly and follow the appropriate clear space. Do not reverse the logo out of the cream in the primary palette.
Brand Typography

**Primary Typeface:** Cargan is a transitional serif typeface that works well for large headlines, body copy and certain small details in layout. Its geometric look, variety of weights and approachable feeling make it the perfect pairing to the Belgard logo and will set the tone for all Belgard communications.

**Secondary Typeface:** Din Next is a very structured, geometric typeface. It is flexible for large sizes, and small details. It also works well for body copy and numbers. Din Next is a secondary support typeface to Cargan and should never be the leading typeface in our consumer facing applications.

**Accent Typeface:** Din Next Condensed feels bolder and more technical than its parent typeface. It should be used for accents and very small details as a companion to Din Next to give our applications more texture and help in navigation.
MAKE OUTSIDE YOUR KIND OF BEAUTIFUL.
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