

HunterDouglas 

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Every organization has a specific visual identity, and each element of its communications contributes to the overall impression people have of it. Hunter Douglas is known and admired for our products and reputation. There is no better way to leverage that recognition than through the projection of a clear, unified visual standard.

These guidelines have been created to help define and standardize the Hunter Douglas visual identity. The pages that follow explain the essential elements of the identity system and demonstrate their correct use across a broad sampling of applications and media.

Many of the standards depend on relative size, proportion and position. These have been developed through careful consideration of many factors, both functional and aesthetic. Adhering to the spirit of these graphic design standards will ensure continuity, a high standard of quality, and a clear, consistent visual identity for Hunter Douglas among its varied audiences.

1 Basic Elements

Logo

Preferred Horizontal Logo

The logo is the combination of the Hunter Douglas symbol and wordmark in a horizontal arrangement. This preferred logo should be used whenever possible. The symbol always appears to the right of the wordmark, achieving a balance with the boldness of the “H” in the wordmark.

Never alter any elements of the preferred horizontal logo. Always use the original and approved art.



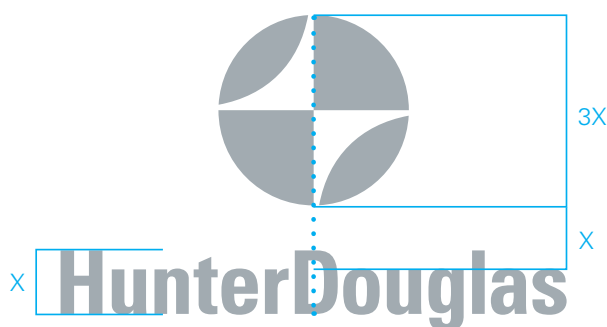
Vertical Logo

The vertical logo is the combination of the Hunter Douglas symbol and wordmark in a vertical arrangement. Use this logo when the design or space is not adequate to use the preferred horizontal logo, and where a larger wordmark is appropriate.

Never alter any elements of the vertical logo. Always use the original and approved art.



HunterDouglas



Clear Space and Minimum Size

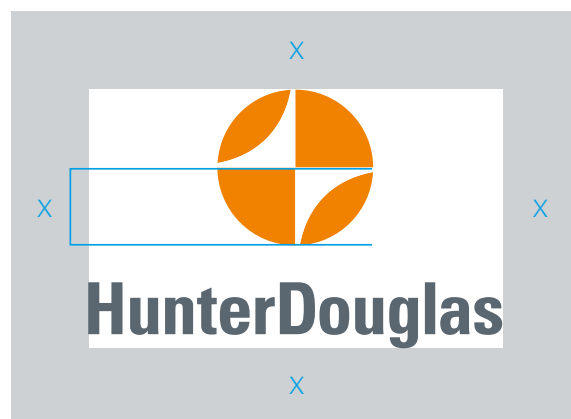
The Hunter Douglas logo should be displayed prominently and clearly to maximize its impact. Allow the logo to breathe by preserving a clear space area around all four sides. The diagrams below show, in grey, the minimum space that should be free and clear of other elements.

The logo should also be displayed above a minimum size to avoid illegibility and reproduction limitations. When producing the logo on materials such as leather, plastic, or metal, the minimum size should be carefully considered due to differences in production methods.

Clear Space

The minimum clear space is equal to “X” (marked on the diagrams shown to the right) for each specific logo. The logos must be surrounded on all sides by the space shown.

Use the clear space area between the logo and any other graphic elements such as type, images, or other logos to ensure that the Hunter Douglas logo retains a strong presence wherever it appears.



Minimum Size

On typical print communications, the logo should never be displayed smaller than 32 mm in width for the horizontal logo, and 19 mm for each vertical logo.

On the web and screens, because of pixelation, the minimum width of the horizontal logo is 135px, and 100px for each vertical logo.



Incorrect Logo Use

For maximum impact and overall consistency, it is important to protect the integrity of the Hunter Douglas logo. Always reproduce the logo from original artwork without any distortion. Shown below are examples of what not to do.

The examples shown apply to Hunter Douglas logos.



Do not stretch or distort



Do not make into outlines



Do not rotate or reverse the symbol



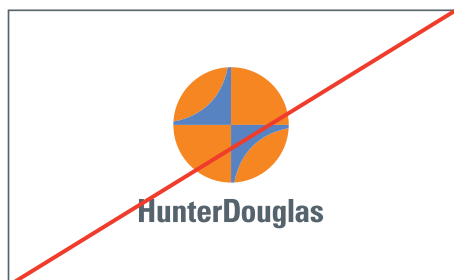
Do not change the position or size relationship of logo elements



Do not change font in wordmark



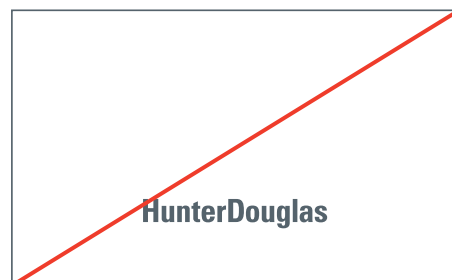
Do not add other words to the logo



Do not fill the symbol with a colour



Do not change the logo colours



Do not add a gradient or fade



Do not place photos inside of the logo



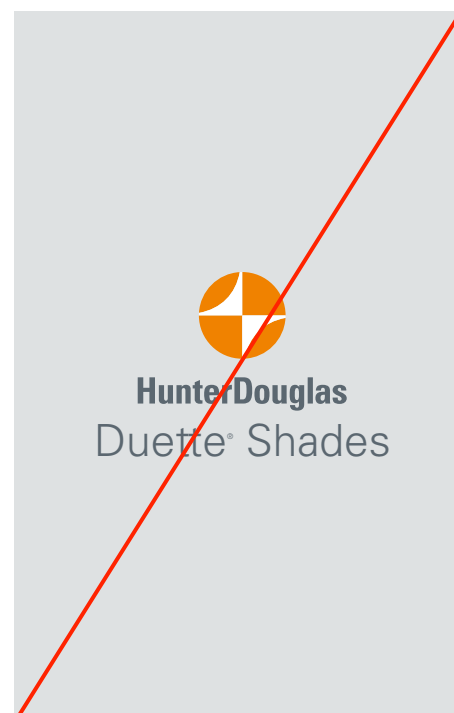
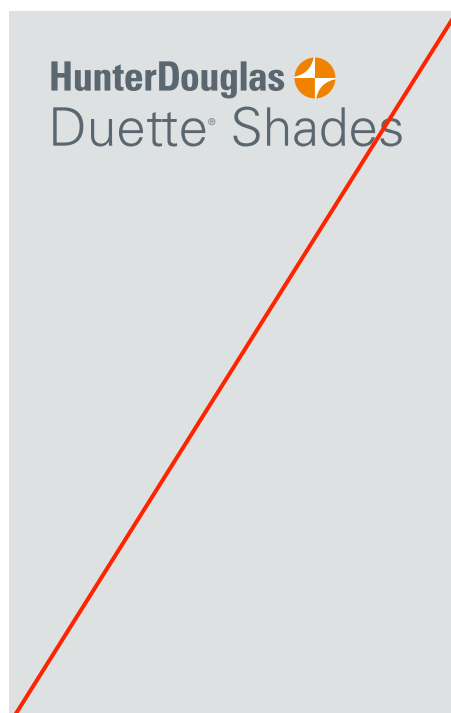
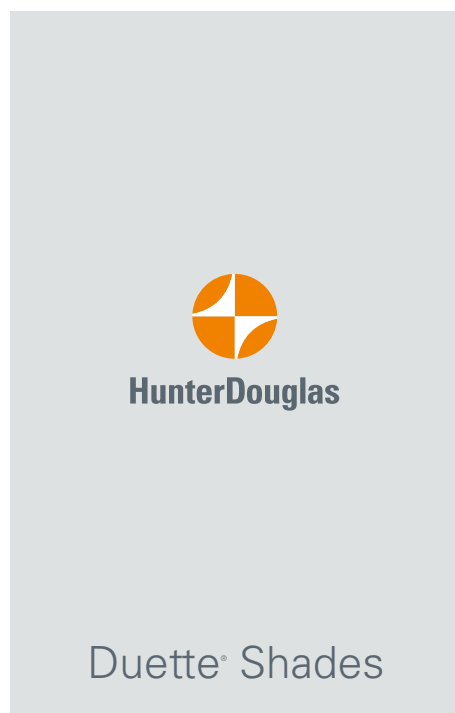
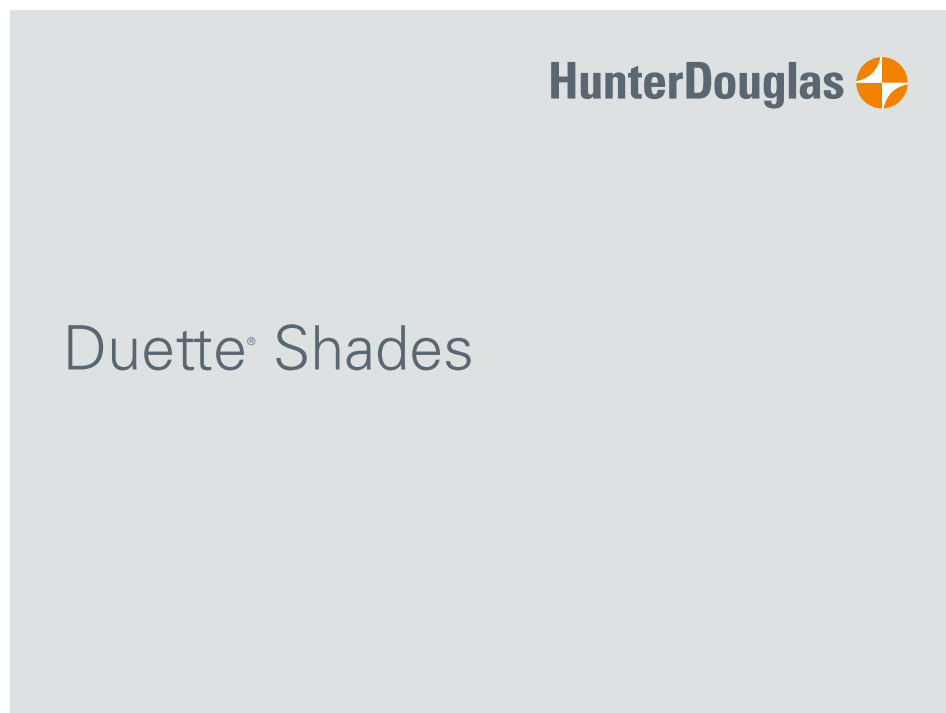
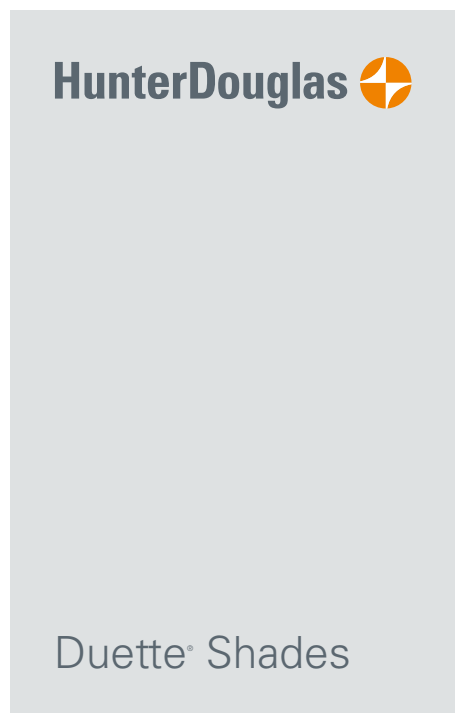
Do not put the logo inside a shape



Do not add highlights and 3D effects in print
(use in motion graphics and video subject to approval)

Layout Examples

The position of the product name is flexible. However, it should always appear separately from the Hunter Douglas logo, as demonstrated in these examples.



1 Basic Elements

Colour

Logo Colour

The distinctive use of colour is a key element of the Hunter Douglas visual identity. The primary logo colours are a specially selected orange and gray, plus white. These make up the symbol and wordmark colours and should be used whenever possible.

Pantone® spot colours, as well as 4/C process colours, are specified for print use. RGB specifications are for use with on-screen and web applications, and are provided for a consistent appearance between different media.

Pantone® Spot Colours



4/C Process Colours



Preferred Full-Colour Logo

The full-colour version of the logo should be used whenever possible. When used on white or light coloured backgrounds, the wordmark appears in HD gray. When used on black or dark coloured backgrounds, the wordmark can be reversed to white. The negative space within the symbol always remain solid white when using the full-colour logo.



Secondary Single Colour Logo

When it is not possible to use the full-colour version of the logo because of background colour, material, or production method, the logo can be produced as a single colour in all-white or all-black. In both cases, the negative space within the symbol is knocked-out to reveal the background colour.



Logo Use on Coloured Backgrounds

Shown are examples of the correct way to use the logo on coloured backgrounds. The full-colour logo should be used whenever possible. Always make sure that the colour of the logo is in sufficient contrast to the background to ensure visibility.

When used on special communication materials such as invitations or announcements, the logo may be produced in silver or gold foils and inks. The logo may also be produced as a blind image when embossing/debossing onto materials such as paper, fabric, leather, metal, or plastic.

HunterDouglas 

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HunterDouglas 

Incorrect Colour and Photography Use

For maximum impact and overall consistency, it is important to protect the integrity of the Hunter Douglas logo. Always reproduce the logo from original artwork without any distortion. Shown below are examples of what not to do.

The examples shown apply to all Hunter Douglas logos.



Do not use a full-colour logo on a colour with insufficient contrast



Do not use the logo on a gradient with insufficient contrast



Do not place the full-colour logo on a photo with insufficient contrast



Do not place the logo over busy areas in photos



Avoid placing the logo directly over prominent product imagery (especially when another suitable space is available)



Do not use the logo over a busy texture or pattern



Do not add a box or shape behind the logo



Do not make the logo transparent

1 Basic Elements

Typography

Preferred Typography Printed Matters

Using a consistent family of typefaces visually reinforces the Hunter Douglas identity. Univers is the preferred typeface and should be used on all Hunter Douglas communications. Shown are the approved weights that may be used. Matching italics (obliques) are also available.

Univers is copyrighted and requires purchasing a license for use. An abundance of online font foundries offering Univers are available (i.e., *fonthaus.com* or *myfonts.com*). Use an “OpenType” font format as it is best for cross-platform (Mac and PC) applications.

Univers

Uses:
Product Names, Headlines, Titles

The width of the letters are always horizontally scaled to 90%. More information can be found on pages 1.15 and 2.2.

Univers 45 Light (90% Horizontal Scale)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%^&?*()

Uses:
Body Text, Captions

Univers 45 Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%^&?*()

Uses:
Titles, Subtitles, Body Text

Univers 65 Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%^&?*()

Uses:
Titles, Subtitles, Product Specifications

Only the capital letters are used.

UNIVERS 67 BOLD CONDENSED
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@#\$%^&?*()

Typography Use Univers

The preferred typeface for headlines, titles, and product names is Univers 45 Light, with a 90% horizontal scale. It is always used in upper and lower case form, as shown below. When used at smaller body text sizes, product names can be set in Univers 45 Light (standard width) and Univers 65 Bold. Univers 67 Bold Condensed, in all caps, is used for subtitles, product listings and charts.

Product Names, Headlines

Univers 45 Light (90% H. Scale)

Pleated Blinds

Univers 45 Light (90% H. Scale)

Pleated Blinds

A beautiful pleat for every window

Body Text, Titles, Subtitles

Univers 65 Bold / 45 Light

Roller Blinds

HunterDouglas® roller blinds with award-winning EOS® and EOS®500 hardware have been designed for easy mounting, smooth operation, reliability and exceptional durability. Our well designed shades make a stylish and functional statement in any interior, defining and controlling heat, light and privacy.

Univers 45 Light (90% H. Scale) / 45 Light

Premium, exclusive and sustainable beauty

A unique array of wood variations, exclusive natural wood grains, and the large range of stained colours make Hunter Douglas the perfect choice for Wood Venetian Blinds.

Univers 45 Light (90% H. Scale) /
67 Bold Condensed / 45 Light

View-Through DRAMATIC SOFTNESS

With no cords or tapes, the sheer facings allow you to view through the vanes to the outside, while maintaining a discreet level of privacy. For the most impactful view, choose our Quartette® 4" vane size.

Listings, Specifications

Univers 67 Bold Condensed / 45 Light

OPERATING SYSTEMS

- PowerView® Motorisation
- LiteRise®
- SmartCord®

Univers 45 Light / 65 Bold

Orientation **Horizontal**
Widths **6"–144"**
Heights **12"–136"**
Motorization Options **Yes**
Specialty Shapes **Yes**
Price **\$\$\$\$**

Univers 67 Bold Condensed

COLOURS

N37-331 HATTERAS

N37-332 SAGINAW

N37-333 BRADDOCK

N37-334 EDDYSTONE

Default Typeface

Arial

If Univers is not available, a default typeface, Arial, is recommended. Arial is a system font for both Macintosh and PC platforms and is consistent for cross-platform desktop applications.

When communicating primarily through Microsoft Office® products, always use the default font Arial. Arial should be used on internally produced documents, e.g. Word® documents, PowerPoint®, and the body of letters and memos. When communicating within Gmail, use the "Sans-Serif" font choice, as Arial is not available.

Product Names, Headlines

Arial Regular

Pleated Blinds

Arial Regular

Pleated Blinds

A beautiful pleat for every window

Body Text, Titles, Subtitles

Arial Bold / Arial Regular

Roller Blinds

HunterDouglas® roller blinds with award-winning EOS® and EOS®500 hardware have been designed for easy mounting, smooth operation, reliability and exceptional durability. Our well designed shades make a stylish and functional statement in any interior, defining and controlling heat, light and privacy.

Arial Regular

Premium, exclusive and sustainable beauty

A unique array of wood variations, exclusive natural wood grains, and the large range of stained colours make Hunter Douglas the perfect choice for Wood Venetian Blinds.

Arial Regular /
Arial Bold / Arial Regular

View-Through DRAMATIC SOFTNESS

With no cords or tapes, the sheer facings allow you to view through the vanes to the outside, while maintaining a discreet level of privacy. For the most impactful view, choose our Quartette® 4" vane size.

Listings, Specifications

Arial Bold / Arial Regular

OPERATING SYSTEMS

- PowerView® Motorisation
- LiteRise®
- SmartCord®

Arial Regular / Arial Bold

Orientation **Horizontal**
Widths **6 mm - 144 mm**
Heights **12 mm - 136 mm**
Motorization Options **Yes**
Specialty Shapes **Yes**
Price **€ 00.00**

Arial Bold

COLOURS

N37-331 HATTERAS

N37-332 SAGINAW

N37-333 BRADDOCK

N37-334 EDDYSTONE

Web Typeface

When used on websites and other web-based applications, a close alternative typeface called Acumin can be used in place of Univers. Shown are the approved weights that may be used. Matching italics are also available.

Acumin is copyrighted and requires purchasing a license for use. It is available for web use as part of the Adobe Typekit subscription service. More information can be found at typekit.com.

Acumin

Uses:

Product Names, Headlines, Titles

If screen legibility is an issue at smaller sizes, the **Acumin Pro SemiCondensed Regular** font weight may alternatively be used.

Acumin Pro SemiCondensed Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%^&?*()

Uses:

Body Text, Captions

If screen legibility is an issue at smaller sizes, the **Acumin Pro Regular** font weight may alternatively be used.

Acumin Pro Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%^&?*()

Uses:

Titles, Subtitles, Body Text

Acumin Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%^&?*()

Uses:

Titles, Subtitles, Product Specifications

Only the capital letters are used.

ACUMIN PRO CONDENSED BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@#\$%^&?*()

2 Applications

Print and
Digital



"Make yourself comfortable."
said the window treatments
as they lowered themselves
on a sunny day.

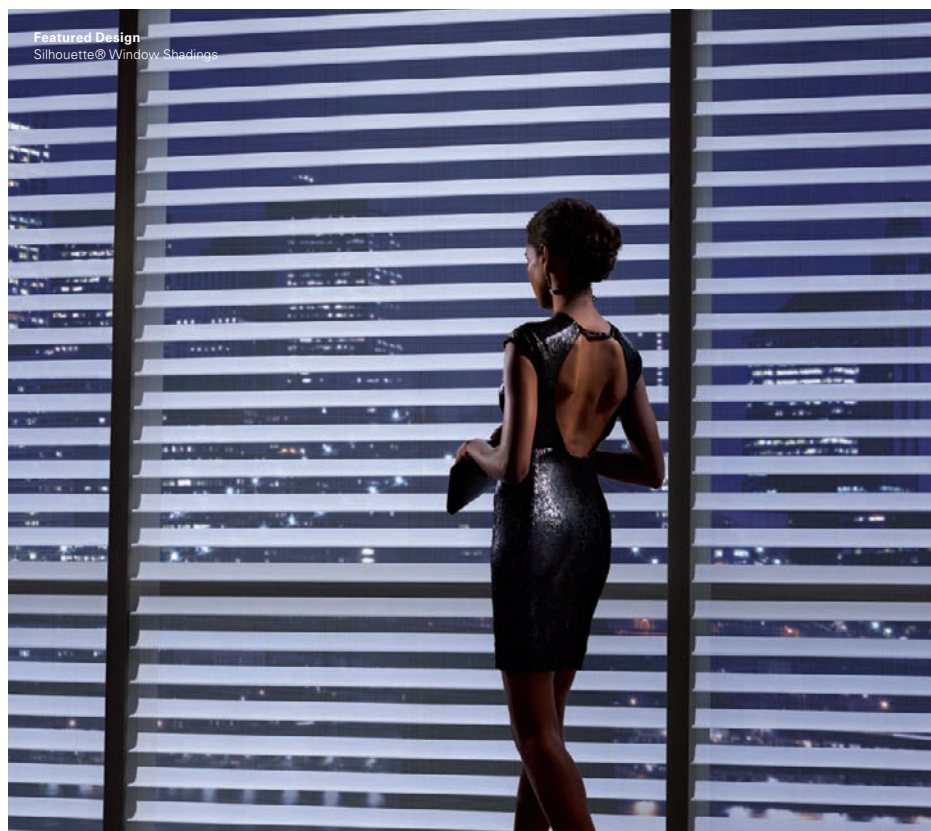


**Introducing PowerView®
Motorization from Hunter Douglas.**

A remarkable new system that automatically moves your shades throughout the day so you don't have to. Just program your daily personalized settings with your smartphone or tablet. You can even activate a pre-programmed setting with a touch of our brilliantly designed Pebble® Scene Controller, available in seven perfect pops of color. How smart-intelligent shades that simplify your life. To see PowerView® in motion, visit HunterDouglas.com

HunterDouglas 

Featured Design
Silhouette® Window Shadings



The Art of Window Dressing™

Well-designed window fashions do more than simply cover a window. At Hunter Douglas, form and function are inseparable. Great design is beautiful to live with, provides variable light control, insulates rooms against heat and cold, protects your furnishings from damaging UV rays, offers the added convenience of motorization, and even absorbs sound, improving the acoustics in a room. Now that's artful window dressing. Lifetime guarantee.

Visit the new iImagine™ Design Center at hunterdouglas.com, where you can now upload photos of your own window and virtually test drive hundreds of styles.

HunterDouglas 



Roller Blinds
Make the Modern Difference

HunterDouglas



HunterDouglas

Wood Blinds

Warm colours



Plissé
Shades
LiteRise®

New Operating Systems and Innovations to Lift Sales.

Hand-woven from versatile, light-filtering reeds, grasses and woods, LiteRise® Plissé Shades are known for their captivating, natural beauty and light-transforming qualities. Now, with new operating systems, design innovations and refreshed fabrics, there's even more to entice customers.

Introductions and Innovations

- LiteRise® operating system now available on Provenance Woven Wood Shades for enhanced safety, simplicity and convenience.
- Introducing Provenance with PowerView® Motorization Enhanced technology for the 21st Century home.
- The Modern Headrail offers superior engineering technology and improved light gap. Available with EasyRise™, UltraGlide® and LiteRise® operating systems, plus PowerView® Motorization.
- Refreshed fabric collection in fashion-forward colours and textures.
- Liner options include the newest Mono Colour liners with the same colour on the room-side and street-side. The Independent Operable Liner allows for precise light control and privacy.



LiteRise cordless system allows you to operate shades with an easy touch.

HunterDouglas



Duette®
Shades
Top Down/
Bottom up

More Than a Duette® Shade.

With its choice of styles and operating systems, streamlined good looks and lasting quality, Duette® Modern Roman shades bring impeccable design to any room in the home.

What Makes a Modern Duette® Shade?

- Versatile**
 - Three styles that roll, stack or traverse.
- Safe**
 - No exposed cords on the front or back of the shade..
- Beautiful**
 - 4" full folds or 6" flat folds retain consistent appearance with every use.
- Durable**
 - Finely crafted woven fabrics offer low maintenance and are easy to clean.
- Innovate**
 - Extensive, proprietary operating systems available only by Hunter Douglas.
- Quick**
 - Easy ordering and fast delivery.



HunterDouglas

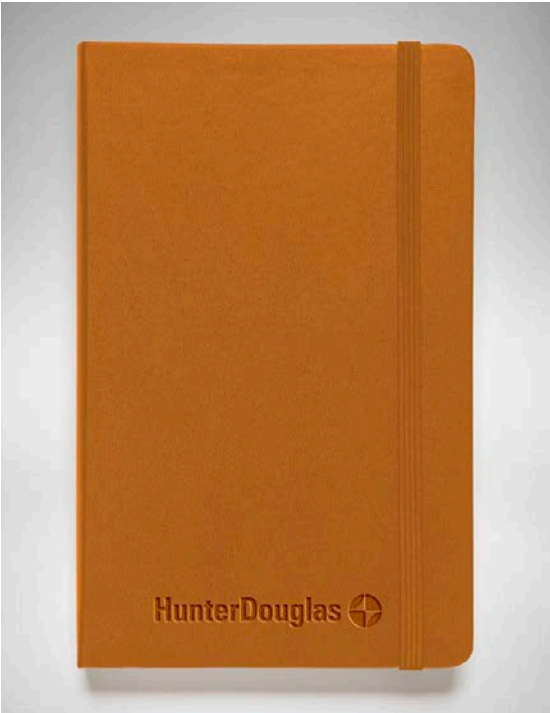
Promotional Items

Shown here and on the next page are examples demonstrating how the Hunter Douglas logo might be used on promotional items. Always make sure that the colour of the logo is in sufficient contrast to the background to ensure visibility. Note that there is always adequate clear space around the logo.

All promotional items must be reviewed and approved before production.
Please contact Marketing Communication Department. mcdwcp@hde.nl



Promotional Items,
continued



PowerPoint Presentations

Shown here and on the following page are examples of various PowerPoint slide formats/templates. On a cover title slide the horizontal logo is isolated in a prominent position, usually at the top right as shown here. On all other slides the horizontal logo appears in the footer isolated on the bottom right.

The layouts are for reference only and should be adjusted to best suit the content. Templates available via mcdwcp@hde.nl. Image and department name can be changed in the Masterslide.

Cover title slide examples



PowerPoint Presentations, continued

Use the appropriate logo colour to provide maximum contrast with the background. Adhere to the approved colour palette when choosing background colours, creating graphics and charts, or adding emphasis to text.

Because Univers is not a standard system font it should not be used as part of PowerPoint documents, Arial and Arial bold have been substituted.

Text layout examples

Text layout example

This layout can be used for large quantities of text. This layout can be used for large quantities of text. This layout can be used for large quantities of text. This layout can be used for large quantities of text. This layout can be used for large quantities of text.

This is an example of secondary text. This is an example of secondary text. This is an example of secondary text. This is an example of secondary text. This is an example of secondary text. This is an example of secondary text. This is an example of secondary text. This is an example of secondary text.

This is an example of secondary text. This is an example of secondary text. This is an example of secondary text. This is an example of secondary text. This is an example of secondary text. This is an example of secondary text. This is an example of secondary text. This is an example of secondary text.

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Department Name

HunterDouglas

Text layout example

This layout can be used for large quantities of text. This layout can be used for large quantities of text. This layout can be used for large quantities of text. This layout can be used for large quantities of text. This layout can be used for large quantities of text.

This is an example of secondary text. This is an example of secondary text. This is an example of secondary text. This is an example of secondary text. This is an example of secondary text. This is an example of secondary text. This is an example of secondary text. This is an example of secondary text.

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This is an example of secondary text. This is an example of secondary text. This is an example of secondary text. This is an example of secondary text. This is an example of secondary text. This is an example of secondary text. This is an example of secondary text. This is an example of secondary text.


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Department Name

HunterDouglas


Image layout example

Image layout example




Second level text.

- Third level text.
- Third level text.
- Third level text.



Second level text.

- Third level text.
- Third level text.
- Third level text.



Second level text.

- Third level text.
- Third level text.
- Third level text.

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Department Name

HunterDouglas

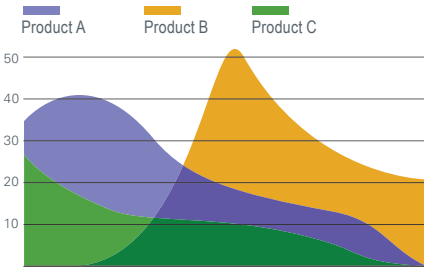
Chart layout example

Chart layout example

Product A

Product B

Product C



Body copy goes here. Quiamust porem et autaque pro bea se ate omnistem volorem qui ipsae et accusdam fugitius eum natium et etur, enim cumquamusdae veni cum et acerum serunti blantustiis.

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Department Name

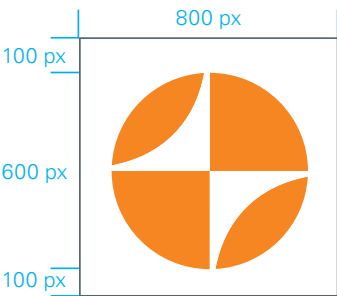
HunterDouglas

Social Media and App Icons

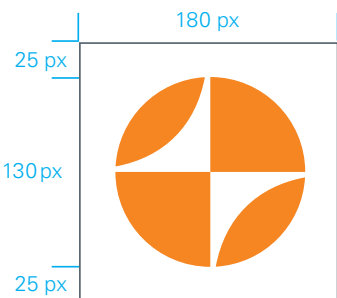
When creating artwork for a social media and mobile applications, follow the respective specifications for each platform. The majority of platforms require a square or circle formatted icon for identification. Shown are examples based on Facebook and iPhone® specifications.

The symbol should appear in full-colour. Leave some clear space around the symbol, it should not touch or bleed to the edge of the allowed space. The symbol should always be used alone, do not incorporate the Hunter Douglas wordmark when creating icons.

Facebook Icon Example



iPhone App Icon Example

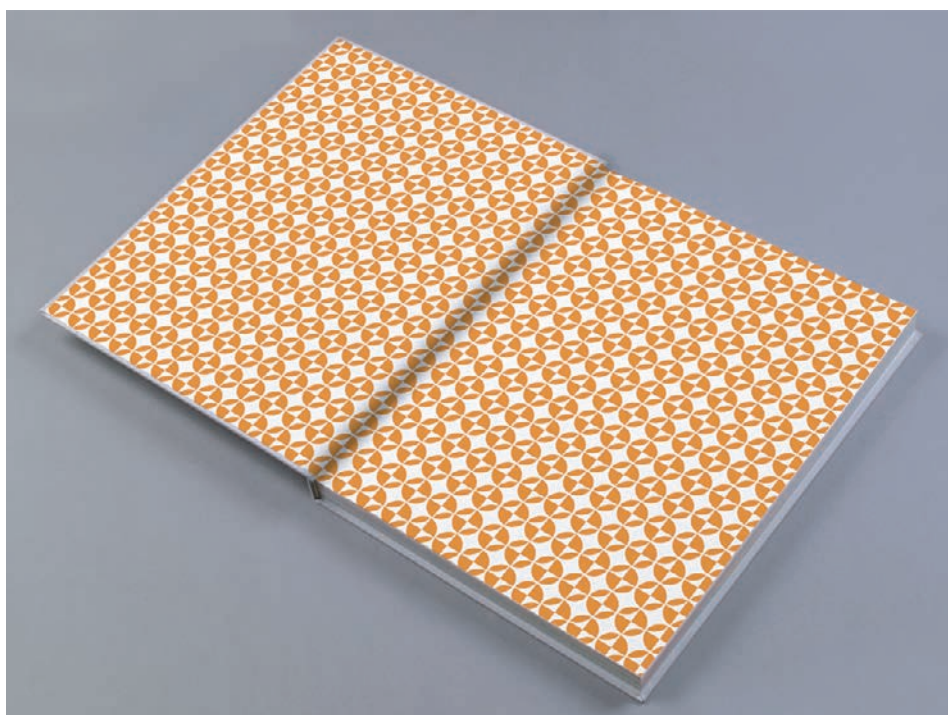
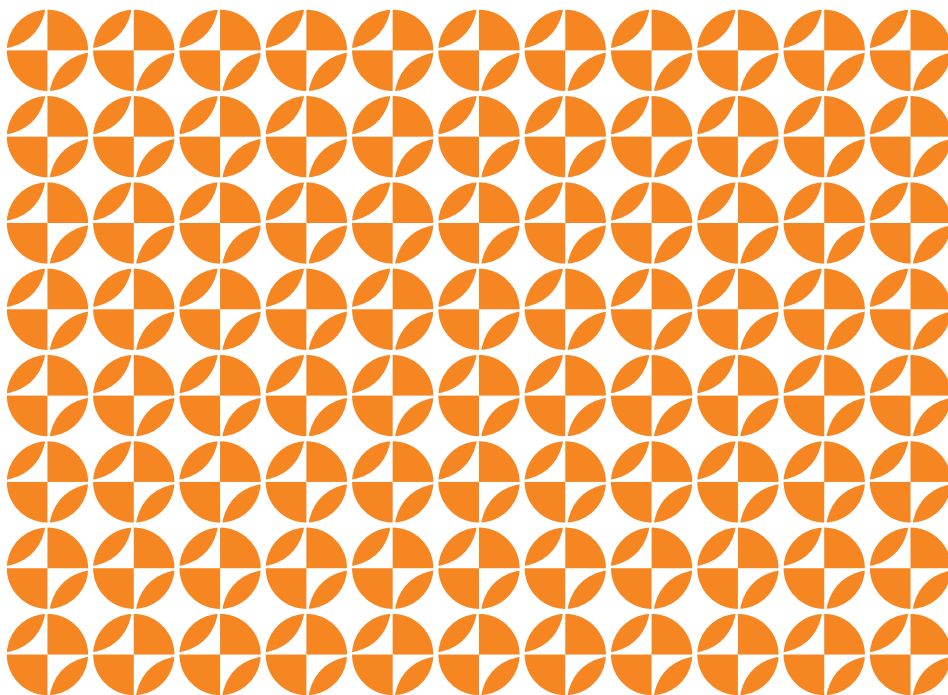


Symbol as a Pattern

The symbol may be isolated from the logo when used as a pattern. The pattern may appear on materials such as sample book linings or promotional items. Follow the guidelines on logo colour as described on page 1.6 when applying the pattern.

Pattern Construction

The symbol is arranged in a grid, consisting of equally spaced columns and rows. The amount of space between each symbol should be kept minimal, but will need to be adjusted depending on the scale of the pattern and production method.



Logo Use

The Hunter Douglas logo's are available in different versions, each for his own specific application. The different logo's and specific application are provided for a consistant appearance between different media.

Different logo's

HD_Logo_FC_c.eps
Full colour printing on coated paper



HD_Logo_WHITE_FC_c.eps
Full colour printing on coated paper on coloured backgrounds



HD_Logo_FC_u.eps
Full colour printing on uncoated paper



HD_Logo_WHITE_FC_u.eps
Full colour printing on uncoated paper on coloured backgrounds



HD_Logo_PMS_c.eps
Two colour printing on coated paper



HD_Logo_WHITE_PMS_c.eps
Two colour printing on coated paper



HD_Logo_PMS_u.eps
Two colour printing on uncoated paper



HD_Logo_WHITE_PMS_u.eps
Two colour printing on uncoated paper



HD_Logo_BLACK.eps
Single colour in all-black



HD_Logo_WHITE.eps
Single colour in all-white



HD_Logo_RGB.png
For use with on-screen and web applications



HD_Logo_WHITE_RGB.png
For use with on-screen and web applications



2 Applications

External
Materials

Signage: Building-Mounted

A building-Mounted dimensional logo is used to identify a Hunter Douglas facility on the building's facade. The illustration on this page shows the application of the logo to a typical building structure.

As a general rule, the depth (thickness) of the letters should be approximately 1/8 the height of "H" in the logo shown below. No other wording is to be used for building-mounted identification signs.

Sign Placement

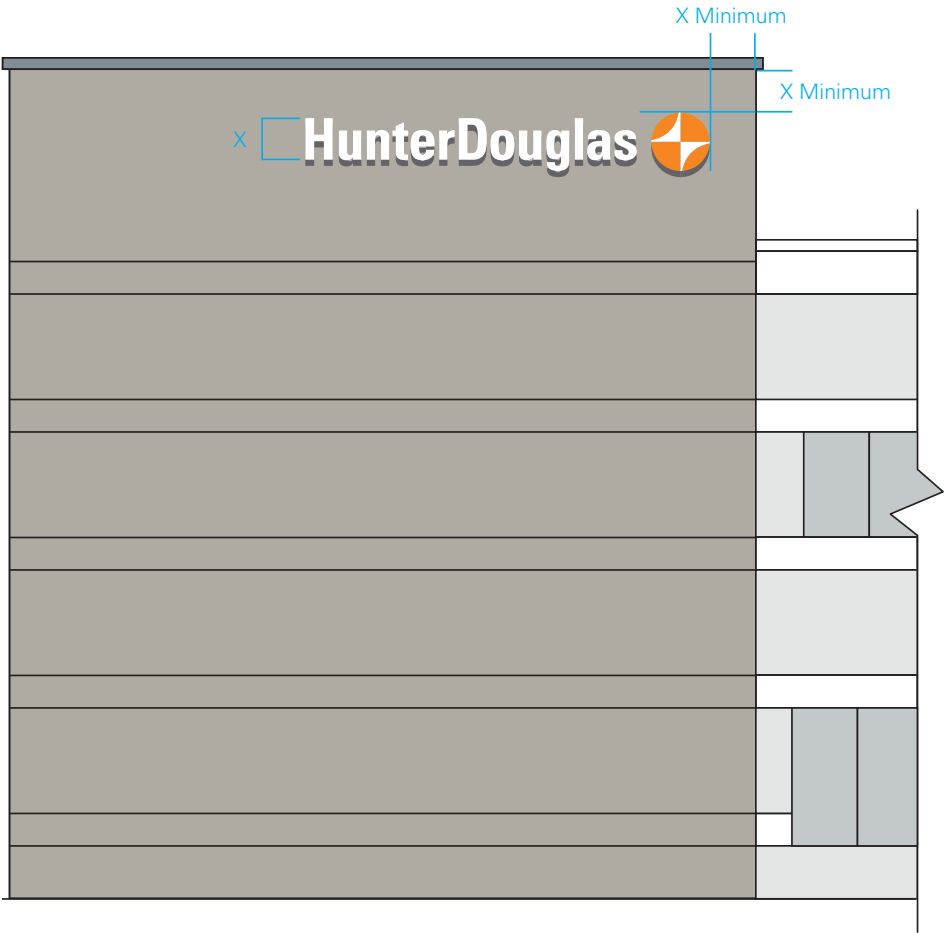
Typically, building signs are located near the main entrance, visible to approaching vehicles and pedestrians. Building signs are never placed on the roof or penthouse unless no clear wall area is available.

Lighting

Building-Mounted signs are often internally-illuminated, rear-illuminated, or flood lit, depending on the specific conditions. Provide sufficient contrast for both daytime and nighttime viewing conditions. For internally-illuminated signs, this may require the wordmark in the logo to appear dark gray during the day and appear white at night. This can be achieved by using materials such as perforated vinyl or a Casocryl® product.

Colours

The logo sign should be in a colour that contrasts with the wall background, and is in a material that is compatible with the architecture. Preferred full-colour logo or white wordmark with orange symbol or natural finishes such as stainless steel, bronze, etc.



Building-Mounted sign during the day



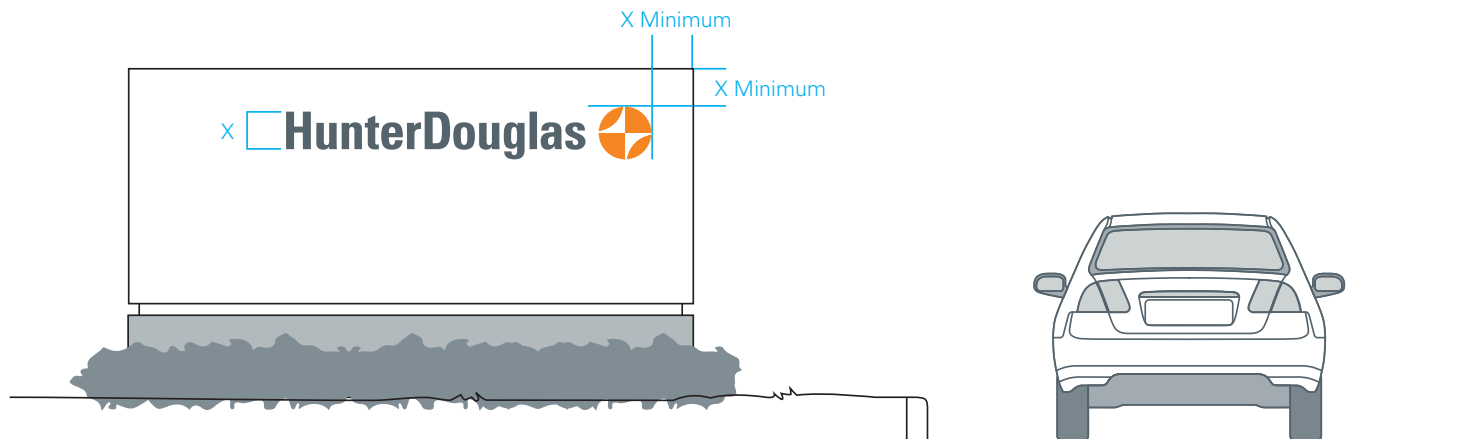
Internally-illuminated sign at night



Signage: Monument Signs

Monument signs are freestanding signs meant to identify Hunter Douglas facilities at their entrances. Shown here are typical formats for monument signs. Each style can be constructed in a number of different materials.

The address shown here in HD Gray is optional. If the address is included, it should be limited to two lines, occupying the lower left corner, or centered on the bottom, and at least the height of a capital letter away from the sign edges.



Sign placement

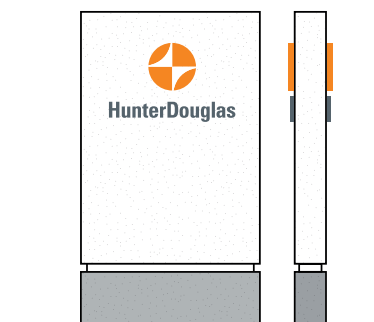
The monument is ideally located at a point of maximum visibility from the nearest public access road. If the sign is two-sided, it should be placed perpendicular to the road. The sign should not obstruct a motorist's view of approaching vehicles or site elements such as driveways or traffic signs and signals.

Lighting

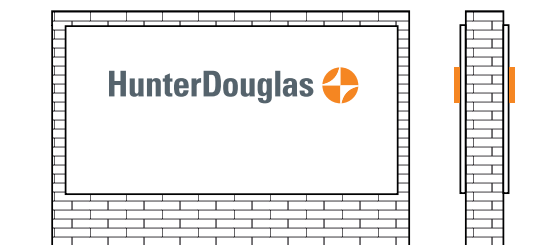
When required, sign faces are to be evenly lighted with tungsten or quartz flood lights (mercury-vapor lamps are not recommended). Lights are placed near the ground, well in front of the sign face.

Materials

The style of the architecture, terrain, visibility, local building codes, etc. must all be considered when developing a sign for a building. A variety of materials and finishes may be used. Typical materials are poured concrete, masonry, painted and anodized aluminum, oxidized bronze, stainless steel, and "Cor-Ten" steel.



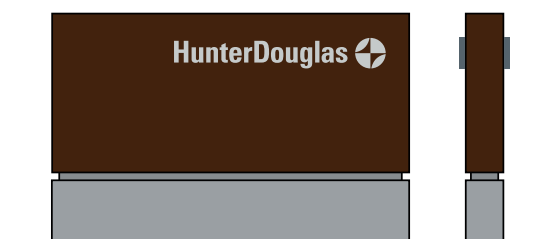
Cast Concrete



Masonry



Aluminum / Steel Structural Tubing



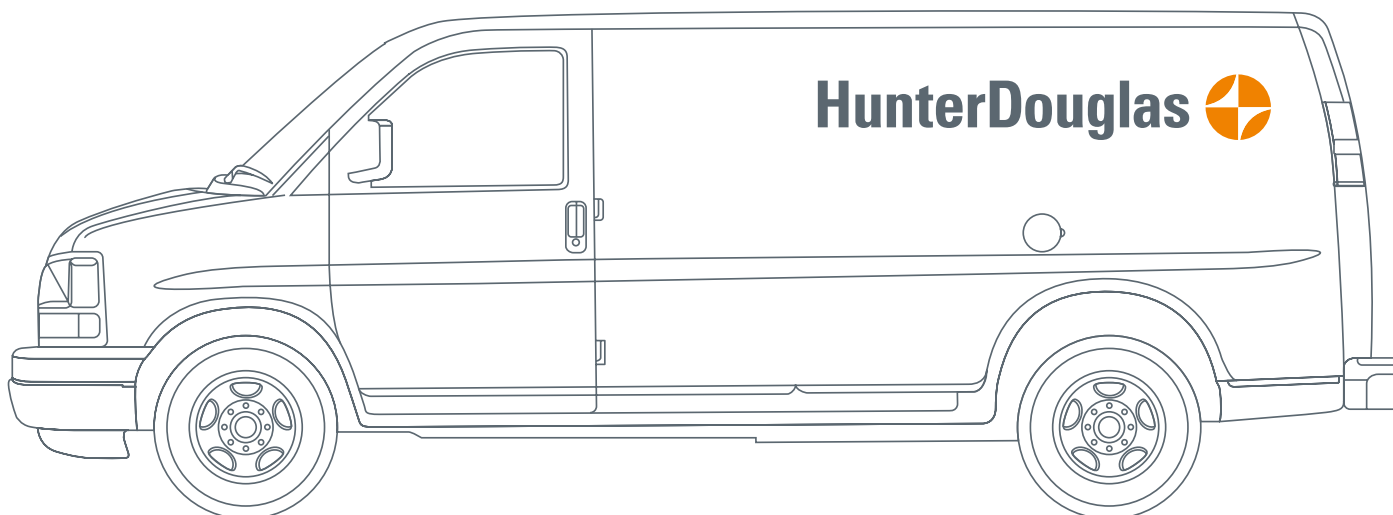
"Cor-Ten" Steel

Vehicle Identification

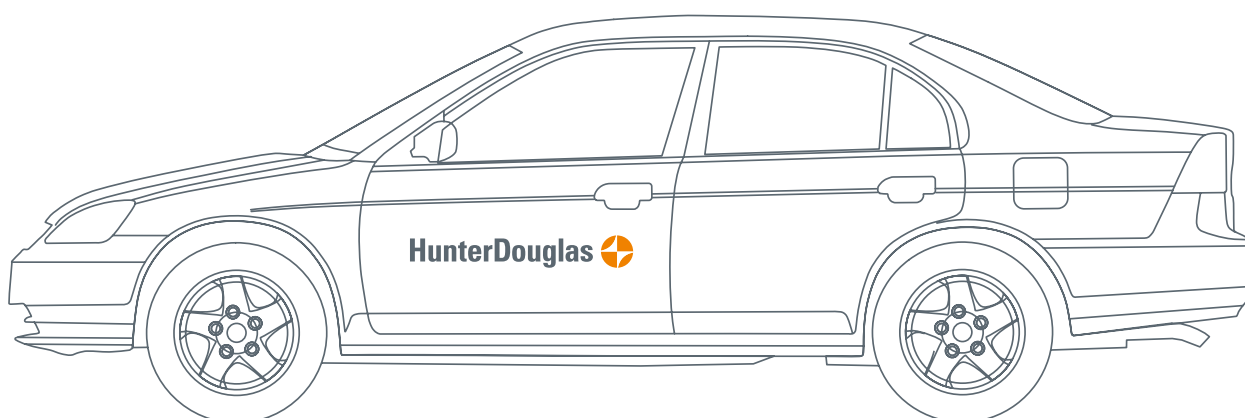
When applying the logo to vehicles, use the full-colour horizontal logo and follow the guidelines for clear space. The clear space is only invaded when contours of the door or panel are very close to the logo. The logo should not be placed in a location where door handles, moldings, and other elements are within the clear space.

Designs can be created to fit your specific needs. Please contact Marketing Communication Department via mcdwcp@hde.nl

Delivery Van

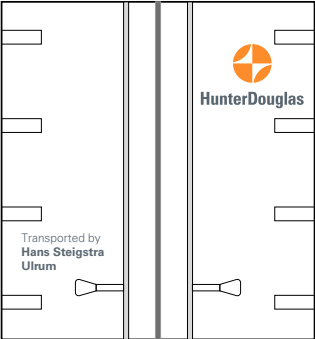
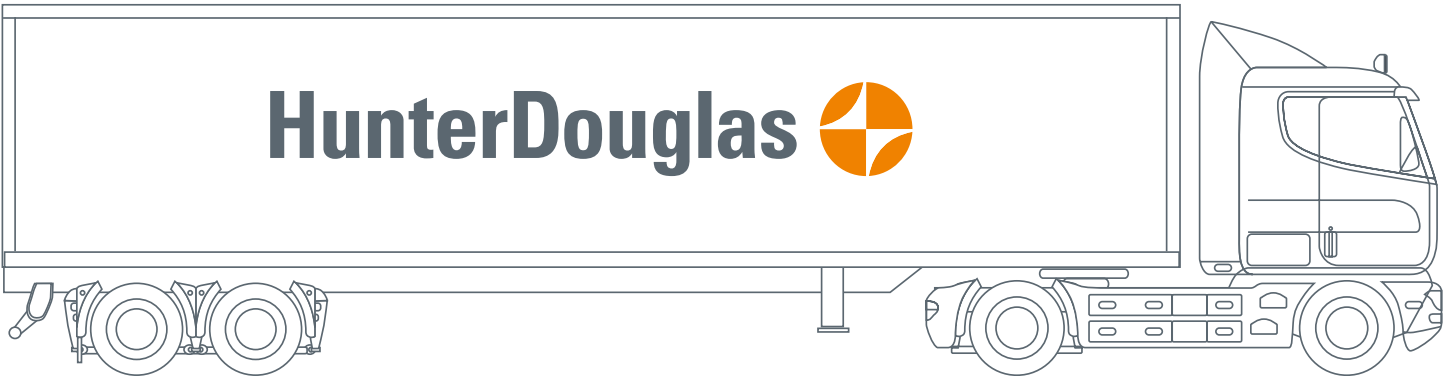
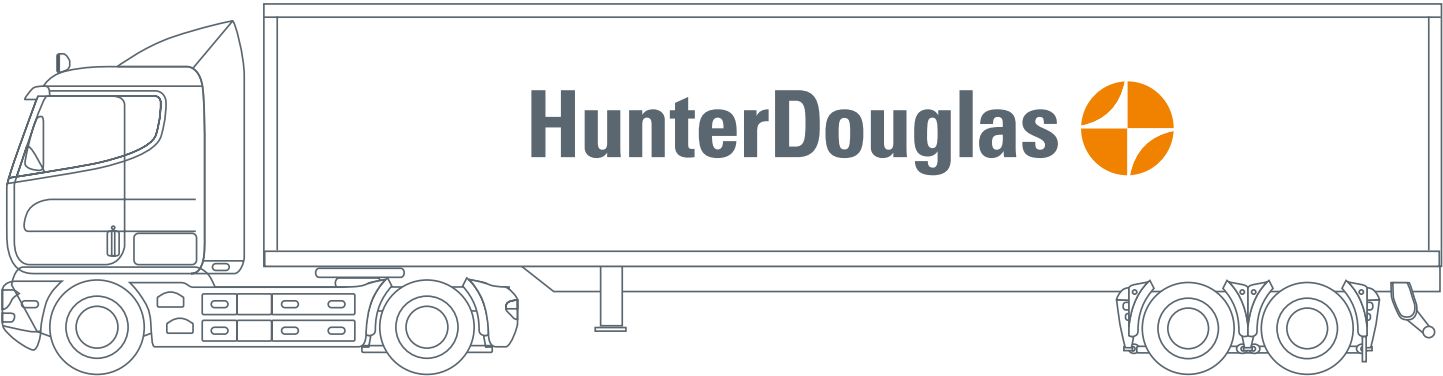


Car



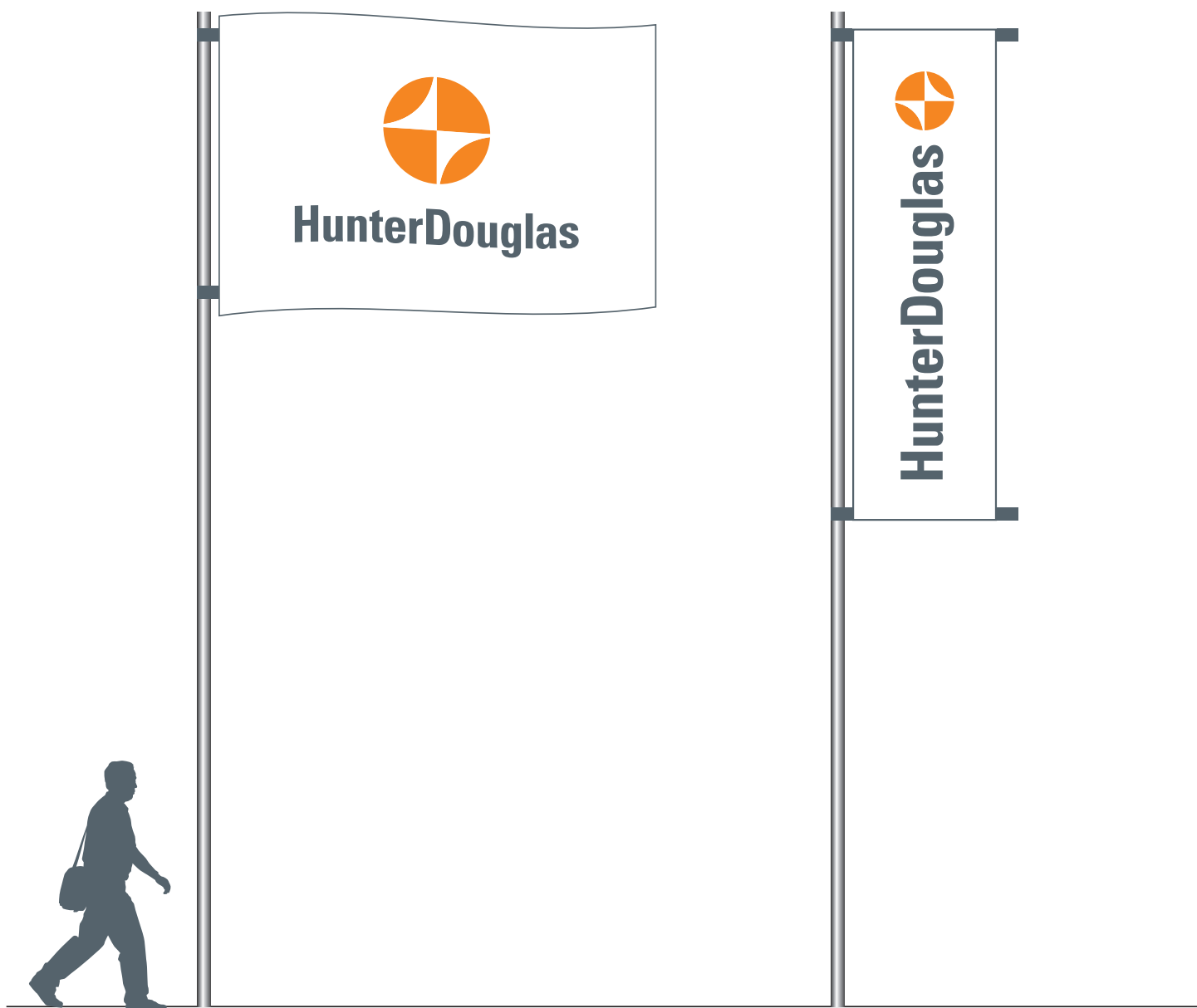
Vehicle Identification

Trucks



Flags and Banners

The examples shown here demonstrate how the Hunter Douglas logo might be used for typical flags and banners. The vertical logo should be used on flags, while the preferred horizontal logo can be used vertically on banners. Always maintain adequate clear space around the logo.



3 Stationery

Stationery Materials

Hunter Douglas has entered into an exclusive relationship with her printing company. They will provide all Hunter Douglas stationery items. Please order your required quantities of the different stationary items at: mcdwcp@hde.nl

All stationery items must be reviewed and approved before production at mcdwcp@hde.nl

Available Materials:

- Business Cards
- Letterhead (1st and 2nd page)
- Envelopes
- Compliment slips
- Mailing Label
- Memo
- Fax
- E-mail Signature
- Business Cards
Companies/Trademarks



T +31 (0)10 486 99 11 / 484 44 44
F +31 (0)10 484 79 10 / 484 76 77
www.hunterdouglasgroup.com

HunterDouglas 



Nan Schlepp
Account Specialist,
Product Brand Services

T +31 (0)10 000 00 00
M +31 (0)6 000 00 000
n.schlepp@hde.nl

Hunter Douglas Europe B.V.
Piekstraat 2
P.O. Box 5072 - 3008 AB Rotterdam
The Netherlands



Hunter Douglas Europe B.V., Piekstraat 2 P.O. Box 5072 3008 AB Rotterdam The Netherlands

Optional Window

Handelsregister Rotterdam 240832180000 BTW NL006330642B03 ABN-AMRO 449723690

Business Cards

Centrally produced

Hunter Douglas has entered into an exclusive relationship with her printing company. They will provide all Hunter Douglas stationery items. Please order your required quantities of the different stationery items at: mcdwcp@hde.nl

Type Specifications

Name: Univers 65 Bold, 9/10pt

Title and Contact Information:
Univers 45 Light, 7.5/9pt

Color Specifications

Pantone 144U
Pantone 431U

Paper Specifications

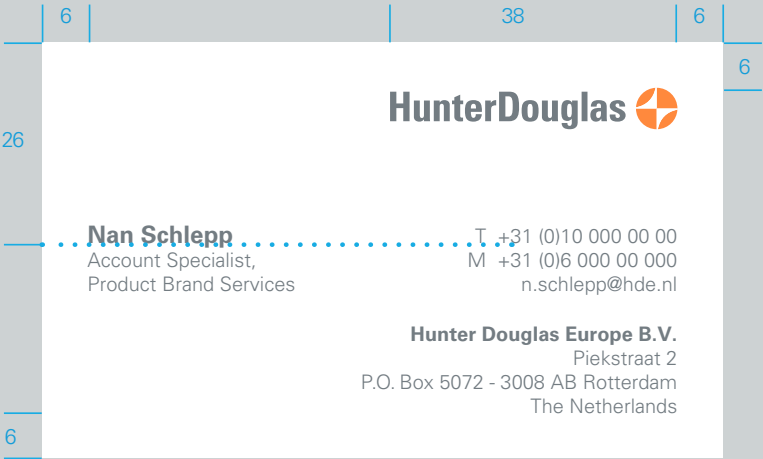
Gmund Cotton Max White
300 g/m², Max white

Business Card Note

The Hunter Douglas logo is produced using a special printing process called engraving. Engraving raises the logo from the paper surface, offering a subtle tactile quality that has long been associated with distinction and prestige. The remaining text is produced in Pantone 431 as flat offset printing.

The business card measures 90 x 55 mm and is shown at 100% scale.

The individual's name is always placed with the baseline 26 mm from the top and 6 mm from the left edge. The address is bottom-aligned with the baseline 6 mm from the bottom edge.



Letterhead

The letterhead measures 210 x 297 mm.
The office address and information are always placed 12.5 mm from the top and 30 mm from the left edge. The horizontal Hunter Douglas logo is always placed 31 mm from the top and 19 mm from the right edge. The body copy is set in Arial Regular, 10/12pt with the date top-aligned at 60 mm from the top edge.

Type Specifications

Office Title:
Univers 65 Bold, 7.5/8pt

Contact Information:
Univers 45 Light, 6.5/8pt

Body Text:
Arial Regular, 10/12pt

Color Specifications

Pantone 144U
Pantone 431U

Paper Specifications

Recommended paper is
On Business - 90 g/m²
On Business paper is
distributed in Europe by
Paperlinx (www.paperlinx.com)

Address Examples:

Hunter Douglas Europe
Piekstraat 2, 3071 EL Rotterdam
The Netherlands

**Hunter Douglas Kadan
Fabrication Division**
Tusimice c. 15, 432 01 Kadan
Czechia

30	10	57	19
----	----	----	----

Hunter Douglas Europe B.V.
Piekstraat 2 3071 EL Rotterdam
P.O. Box 5072 3008 AB Rotterdam
The Netherlands

T +31 (0)10 486 99 11 / 484 44 44
F +31 (0)10 484 79 10 / 484 76 77
www.hunterdouglasgroup.com

HunterDouglas

Date

Addressee's Name
Company or Office
Address
City, State zip

Salutation:


This letter demonstrates the recommended typing format for all correspondence and is an integral part of the letterhead design.

The date is top-aligned at 2.5 inches from the top edge of the page and 1.25 inches from the left, setting the margin for the entire letter. The addressee's name is positioned flush left, one space below the date. Title, company name, etc. are positioned flush left under the addressee's name. The salutation appears three spaces below the address.

The body of the letter begins two spaces below the salutation, using single spacing between lines and double spacing between paragraphs. There are no indentations. The maximum line length should not exceed 5.75 inches.

A double space separates the body of the letter from the complimentary close, with four spaces to the name of the sender and the title.

Complimentary close,



Name of sender
Title

Handelsregister Rotterdam 240832180000 BTW NL006330642B03 ABN-AMRO 449723690

12.5

Letterhead, Second Page

The second page for the letterhead includes a smaller horizontal Hunter Douglas logo in the upper right corner, always placed 12.5 mm from the top and 19 mm from the right edge. Address and contact information does not appear on the second page. The body copy is top-aligned at 31 mm from the top edge.

Color Specifications

Pantone 144U
Pantone 431U

Paper Specifications

Recommended paper is
On Business - 90 g/m²
On Business paper is
distributed in Europe by
Paperlinx (www.paperlinx.com)

30

12.5

31

38

19

HunterDouglas

This letter demonstrates the recommended typing format for all subsequent pages and is an integral part of the letterhead design.

The body text is top-aligned at 1.5 inches from the top edge of the page and 1.25 inches from the left, using single spacing between lines and double spacing between paragraphs. There are no indentations. The maximum line length should not exceed 5.75 inches.

A double space separates the body of the letter from the complimentary close, with four spaces to the name of the sender and the title.

Complimentary close,

Name of sender
Title

Envelope

The envelope measures 220 x 110/156 mm.
It is commonly referred to as an EA5/6 and EA5 envelope and features a commercial flap with an optional window.

The horizontal Hunter Douglas logo is always placed 12.5 mm from the top and 12.5 mm from the left edge. The office address is set as a single line placed 22 mm from the top.

Type Specifications

Office Title:
Univers 65 Bold, 7.5pt

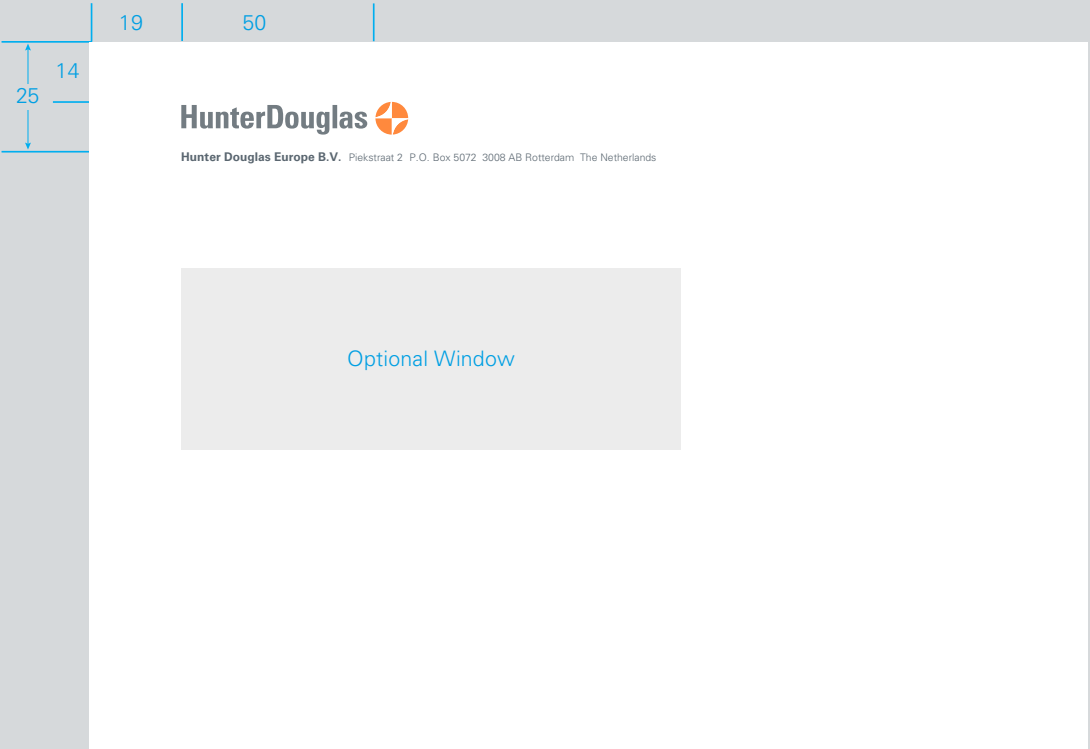
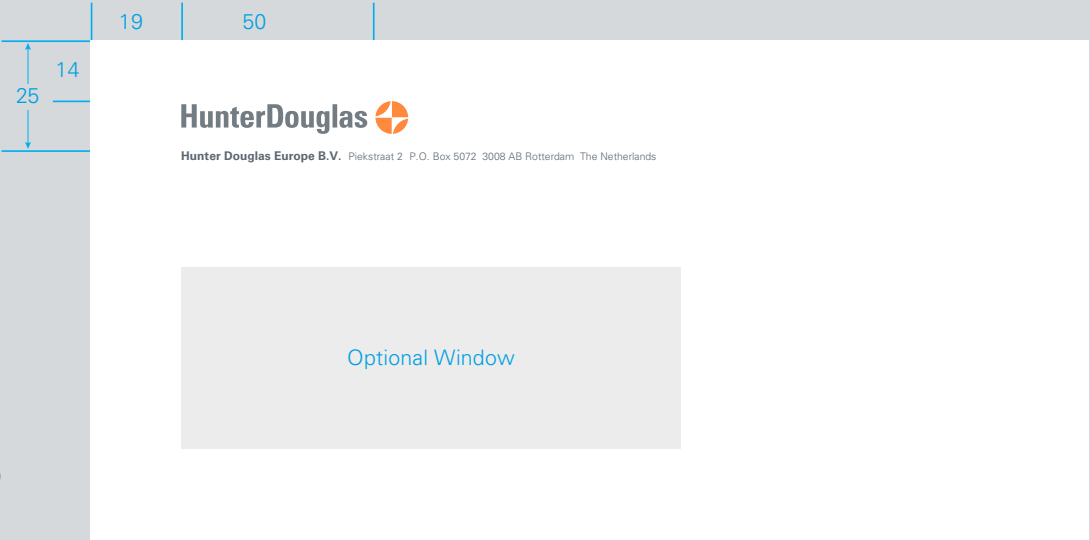
Contact Information:
Univers 45 Light, 6.5pt

Color Specifications

Pantone 144U
Pantone 431U

Paper Specifications

Recommended paper is
On Business - 90 g/m²
On Business paper is
distributed in Europe by
Paperlinx (www.paperlinx.com)



Compliment slips

The compliment slips measures 210 x 105 mm.
The office address is always placed 12.5 mm from the top and 12.5 mm from the left edge.

The horizontal Hunter Douglas logo is always placed 12.5 mm from the top and 19 mm from the right edge.

The recipient address is set in Arial Regular, 10/12pt.

Type Specifications

Office Title:
Univers 65 Bold, 7.5/8pt

Contact Information:
Univers 45 Light, 6.5/8pt

Color Specifications

Pantone 144U
Pantone 431U

Paper Specifications

Recommended paper is
On Business - 250 g/m²
On Business paper is
distributed in Europe by
Paperlinx (www.paperlinx.com)



Mailing Label

The mailing label measures 148 x 105 mm.
The office address is always placed 10 mm from the top and 10 mm from the left edge.

The horizontal Hunter Douglas logo is always placed 10 mm from the top and 10 mm from the right edge. The recipient address is set in Arial Regular, 10/12pt, with the first line top-aligned at 50 mm from the top edge.

Type Specifications

Office Title:
Univers 65 Bold, 7.5/8pt


Contact Information:
Univers 45 Light, 6.5/8pt

Color Specifications

Pantone 144U
Pantone 431U

Paper Specifications

Recommended paper is
Jac script permanent - 80 g/m²

10	50	10
7	Addressee - Geadresseerde - Empfänger - Destinataire	
40	Recipient Name Company or Office Address City State Zip	
7	Hunter Douglas Europe B.V. Plekstraat 2 3071 EL Rotterdam P.O. Box 5072 3008 AB Rotterdam The Netherlands	
	HunterDouglas 	

Memo

The memo measures 210 x 297 mm.

The office address and information are always placed 14 mm from the top and 25 mm from the left edge.

The horizontal Hunter Douglas logo is always placed 14 mm from the top and 19 mm from the right edge. The memo information and body copy are set in Arial Regular, 10/12 pt.

Type Specifications

Office Title:
Univers 65 Bold, 7.5/8pt

Contact Information:
Univers 45 Light, 6.5/8pt

Header:
Univers 65 Bold, 16pt

Color Specifications

The colour of the logo on this memo is in Hunter Douglas grey and orange.

All text is in solid black

Fax

The Fax measures 210 x 297 mm.
The office address and information are always placed 14 mm from the top and 25 mm from the left edge.

The horizontal Hunter Douglas logo is always placed 14 mm from the top and 19 mm from the right edge. The fax information and body copy are set in Arial Regular, 10/12pt.

Type Specifications

Office Title:
Univers 65 Bold, 7.5/8pt

Contact Information:
Univers 45 Light, 6.5/8pt

Header:
Univers 65 Bold, 16pt

Color Specifications

Black

Press information

The Press information measures 210 x 297 mm.
The office address and information are always placed 14 mm from the top and 25 mm from the left edge.

The horizontal Hunter Douglas logo is always placed 14 mm from the top and 19 mm from the right edge. The fax information and body copy are set in Arial Regular, 10/12pt.

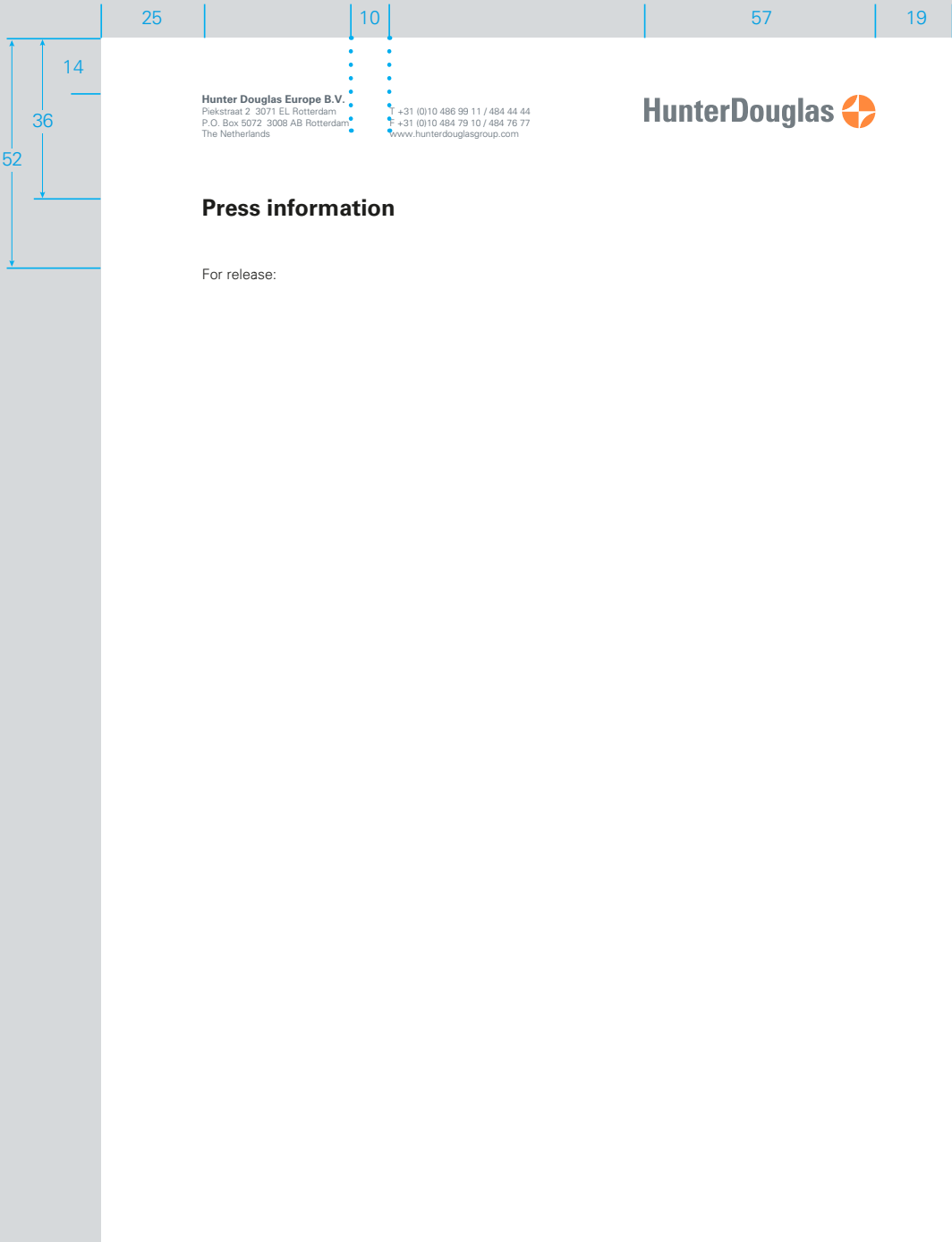
Type Specifications

Office Title:
Univers 65 Bold, 7.5/8pt

Contact Information:
Univers 45 Light, 6.5/8pt

Header:
Univers 65 Bold, 16pt

Color Specifications
Black



E-mail Signature

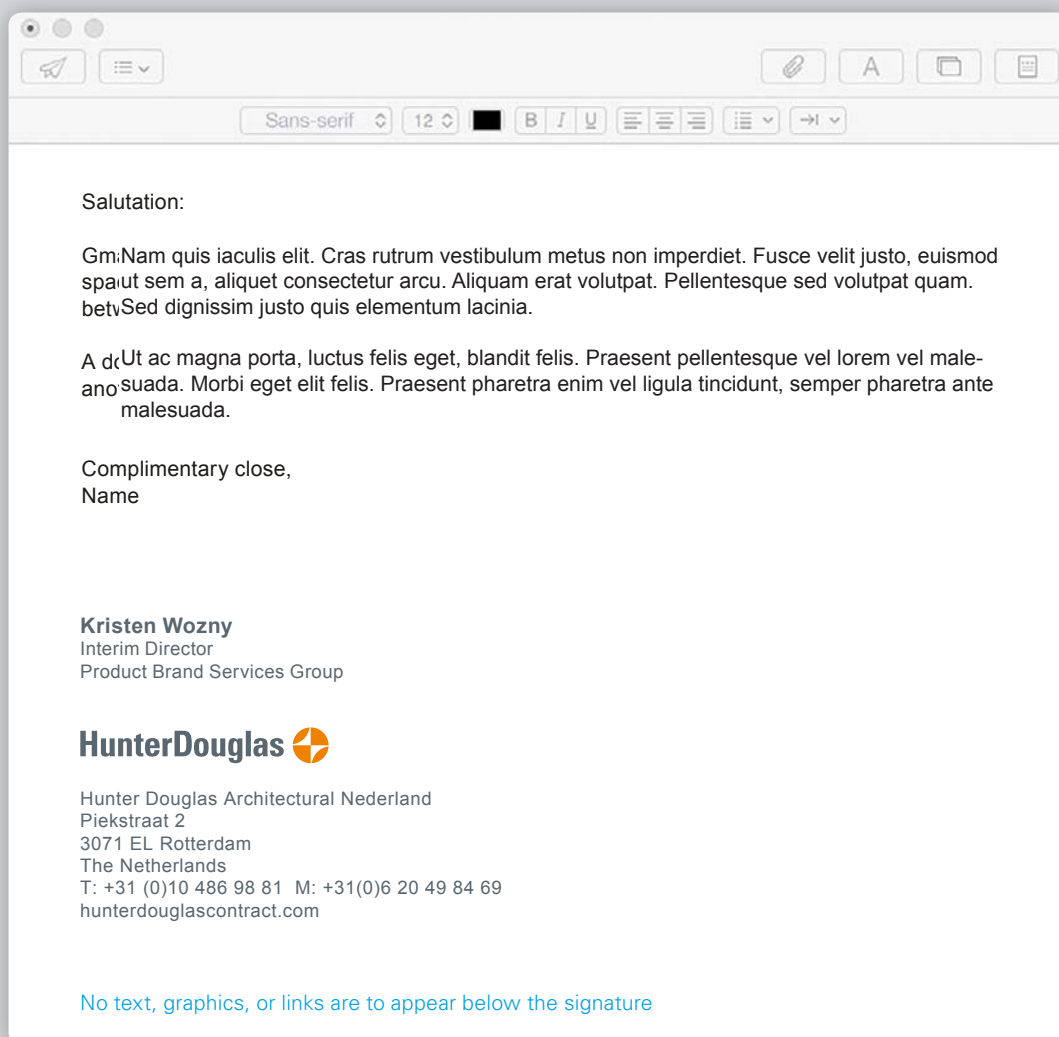
The e-mail signature appears below the body of all e-mail correspondence.

The logo should not be delivered as an attachment to any end user's device, instead, the logo should be rendered within the e-mail signature via HTML/CSS. The text should be kept live for ease of copying and the enabling of active hyperlinks for phone numbers and other website links.

No images, text or other competing graphics should be placed below the signature area.

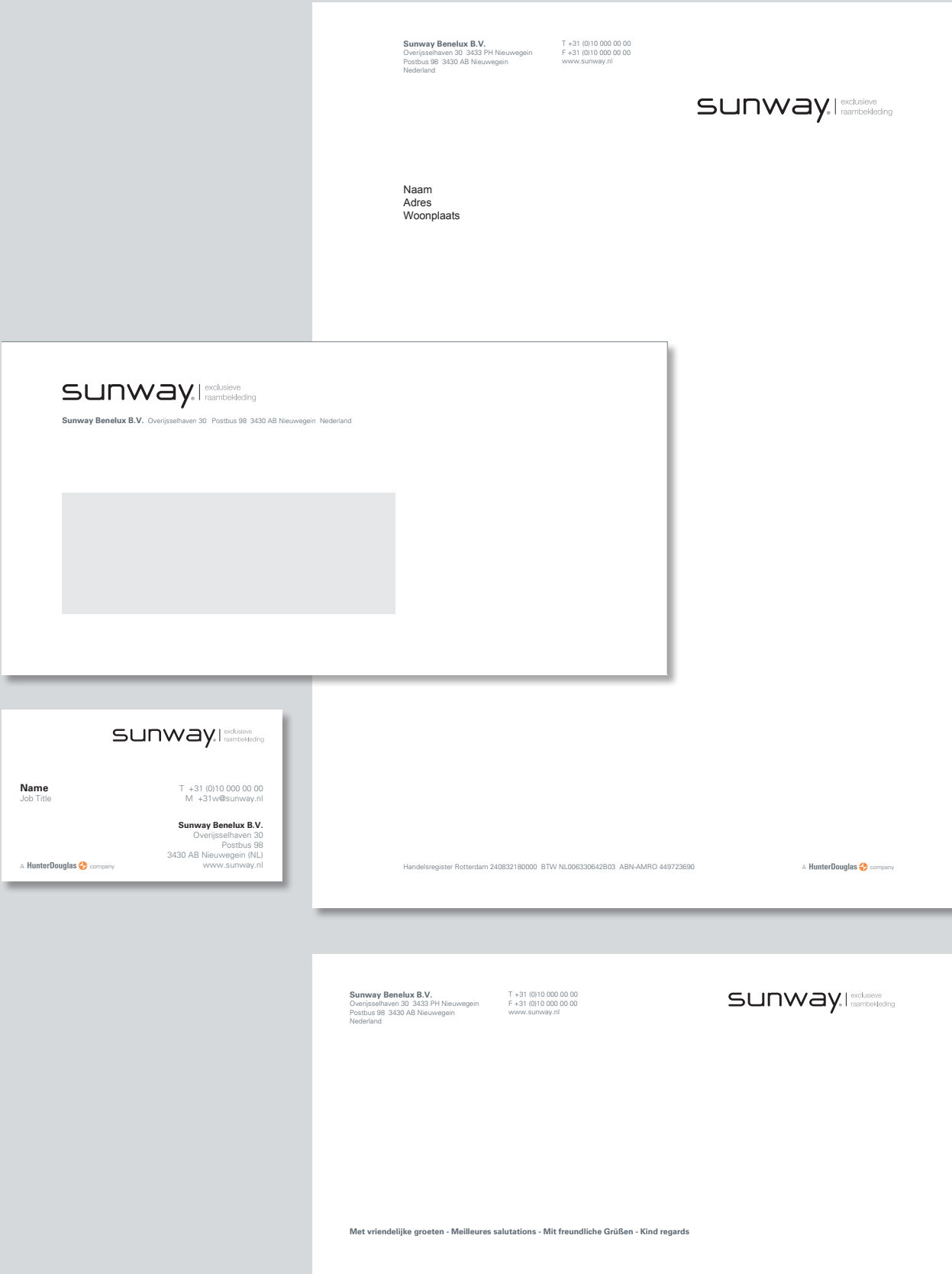
Type Specifications

Name:
Arial, 12pt



4 Stationary for Companies/ Trademarks

Stationary for Companies/Trademarks



Business Cards for Companies/Trademarks



Nan Schlepp
General Manager

T +31 (0)10 000 00 00
M +31 (0)6 000 00 000
n.schlepp@hde.nl

Luxaflex Nederland B.V.
Hakgriend 22
Postbus 129
3370 AC Hardinxveld-Giessendam
www.luxaflex.nl


A **HunterDouglas**  company



Name
Job Title

T +31 (0)10 000 00 00
M +31w@sunway.nl

Sunway Benelux B.V.
Overijsselhaven 30
Postbus 98
3430 AB Nieuwegein (NL)
www.sunway.nl

A **HunterDouglas**  company



Name
Job Title

T +31 (0)10 000 00 00
M +31 (0)6 000 00 000
name@amoblinds.co.uk

AMO Blinds
Unit 102 BMK Industrial Estate
Wakefield road
Liversedge West Yorkshire WF15 6BS
www.amoblinds.co.uk

A **HunterDouglas**  company



Name
Job Title

T +31 (0)10 000 00 00
M +31 (0)6 000 00 000
name@nedal.com

Nedal Aluminium B.V.
Groenewoudsedijk 1
P.O. Box 2020
3500 GA Utrecht (NL)
www.nedal.com

A **HunterDouglas**  company

5 Supplement

HunterDouglas Architectural

Basic Elements

Applications

Preferred Horizontal Architectural Logo

Only for MARCOM items

The logo is the combination of the Hunter Douglas symbol and the Hunter Douglas Architectural wordmark in a horizontal arrangement. This preferred logo should be used whenever possible. The symbol always appears to the right of the wordmark, achieving a balance with the boldness of the "H" in the wordmark.

Never alter any elements of the preferred horizontal logo. Always use the original and approved art.



Vertical Architectural Logo

Only for MARCOM items

The vertical logo is the combination of the Hunter Douglas symbol and the Hunter Douglas Architectural wordmark in a vertical arrangement. Use this logo when the design or space is not adequate to use the preferred horizontal logo, or where a larger symbol is appropriate, as with product binder spines for example.

Never alter any elements of the vertical logo. Always use the original and approved art.



HunterDouglas
Architectural



Clear Space and Minimum Size

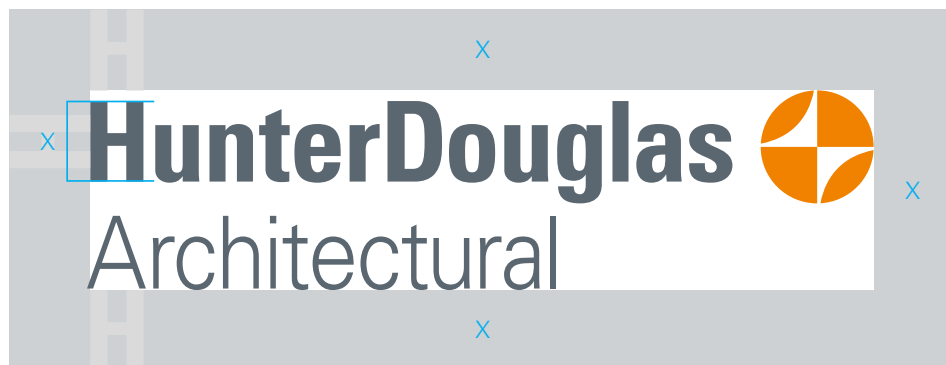
Clear Space

The minimum clear space is equal to "X" (marked on the diagrams shown to the right) for each specific logo. The logos must be surrounded on all sides by the space shown.

Use the clear space area between the logo and any other graphic elements such as type, images, or other logos to ensure that the Hunter Douglas Architectural logo retains a strong presence wherever it appears.

The Hunter Douglas Architectural logo should be displayed prominently and clearly to maximize its impact. Allow the logo to breathe by preserving a clear space area around all four sides. The diagrams below show, in gray, the minimum space that should be free and clear of other elements.

The logo should also be displayed above a minimum size to avoid illegibility and reproduction limitations. When producing the logo on materials such as leather, plastic, or metal, the minimum size should be carefully considered due to differences in production methods.



Minimum Size

On typical print communications, the logo should never be displayed smaller than 32 mm in width for the horizontal logo, and 19 mm for the vertical logo.

On the web and screens, because of pixelation, the minimum width of the horizontal logo is 135px, and 100px for the vertical logo.

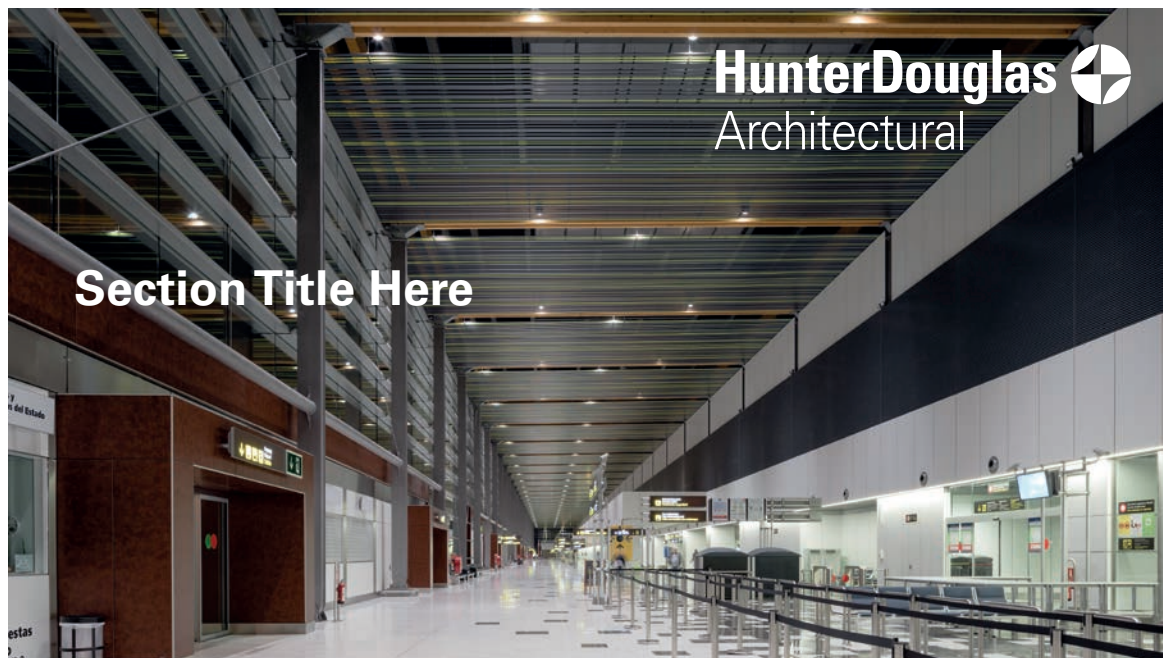


PowerPoint Presentations

Shown here and on the following page are examples of various PowerPoint slide formats/templates. On a cover title slide the horizontal logo is isolated in a prominent position, usually at the top right as shown here. On all other slides the horizontal logo appears in the footer isolated on the bottom right.

The layouts are for reference only and should be adjusted to best suit the content. Templates available via mcdwcp@hde.nl. Image and department name can be changed in the Masterslide.

Cover title slide examples



Designed to work for you






De ondergrondse perrons van station Delft zijn voorzien van HunterDouglas® baffie plafonds. De geïnstalleerde verlichting, in samenwerking met de uitzonderlijk hoge glansgraad van het baffie plafond, geeft de reiziger een veilig gevoel. De geperforeerde en gezette baffies, in combinatie met geluidsabsorberende platen, zorgen voor een sterke reductie van de nagalmtijd.

www.hunterdouglas.nl

HunterDouglas
Architectural

Designed to work for you






De ondergrondse perrons van station Delft zijn voorzien van HunterDouglas® baffie plafonds. De geïnstalleerde verlichting, in samenwerking met de uitzonderlijk hoge glansgraad van het baffie plafond, geeft de reiziger een veilig gevoel. De geperforeerde en gezette baffies, in combinatie met geluidsabsorberende platen, zorgen voor een sterke reductie van de nagalmtijd.




www.hunterdouglas.nl

HunterDouglas
Architectural

© Copyright Hunter Douglas 2018.
® Gegegetveerd handelsmerk - een HunterDouglas® product.

Designed to work for you





Onze plafondoplossingen geven architecten de mogelijkheid te ontwerpen met een verscheidenheid aan materialen. Door ons grote aanbod van systemen, kleuren en afwerkingen bieden onze plafonds veel vrijheid in design, functionaliteit en comfort aan gebouwen.

Voor meer informatie, bezoek onze website:
www.hunterdouglas.nl of neem contact op met ons verkoopkantoor: 010 - 496 22 22.

HunterDouglas
Architectural

Project : Wildlands, Emmen
Product : Single Skin 200F Exterior Ceiling
Architect : L&O VDO architecten
© Gegegetveerd handelsmerk - een HunterDouglas® product. © Copyright Hunter Douglas 2018.

Designed to work for you





QuadroClad® Façade systemen, bekend door de extreem strakke en vlakke bejvingen, kennen nu ook de mogelijkheid van een geventileerd, visueel gesloten gevelsysteem. QuadroClad® gevelpanelen beschermen het gebouw tegen atmosferische invloeden en verhogen hiermee de duurzame prestaties en het comfortniveau van het gebouw en haar gebruikers.

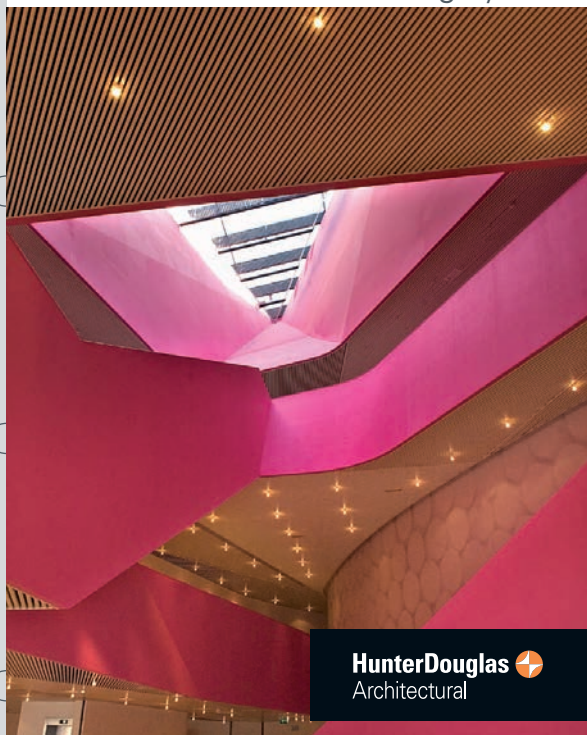
www.hunterdouglas.nl

HunterDouglas
Architectural

Project: Maastoren, Rotterdam - Architects: Dam & Partners / Studio Odile Deoq
© Gegegetveerd handelsmerk - een HunterDouglas® product. © Copyright Hunter Douglas 2018.

Designed to work for you

Ceiling systems



HunterDouglas 
Architectural

Plafonds Bois Massif Linéaire



HunterDouglas 
Architectural

Volets Escamotables

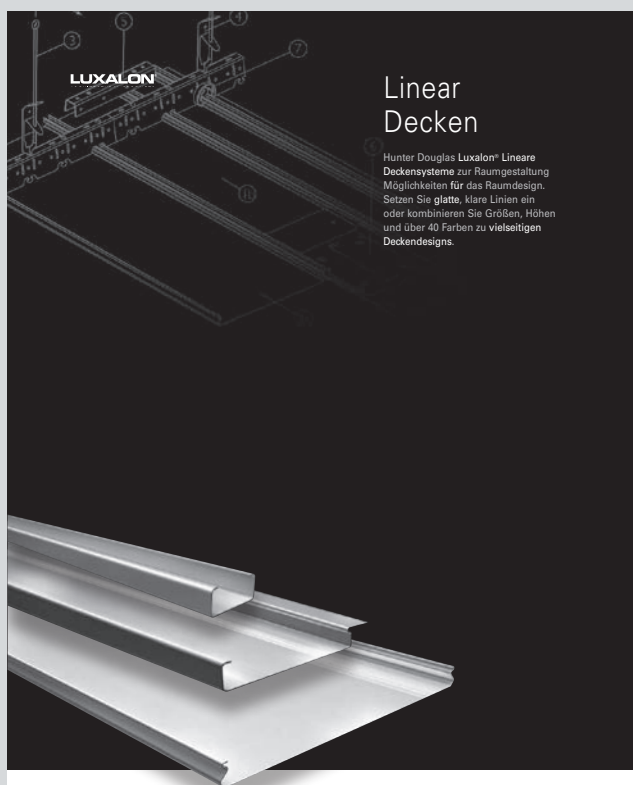
Le volet escamotable HunterDouglas® permet à l'architecte de donner au contrôle solaire une apparence dynamique. L'ouverture ou la fermeture des volets transformeront radicalement l'aspect de la façade. Tout en offrant une vue extérieure optimale en position ouverte, les volets contrôlent efficacement la chaleur et la diffusion de lumière lorsqu'ils sont en position fermée.



HunterDouglas 
Architectural

Linear Decken

Hunter Douglas Luxalon® Lineare Deckensysteme zur Raumgestaltung. Möglichkeiten für das Raumdesign. Setzen Sie glatte, klare Linien ein oder kombinieren Sie Größen, Höhen und über 40 Farben zu vielseitigen Deckendesigns.



HunterDouglas 
Architectural

Guides
Folders

Product brochures
Technical Brochures

6 Legal & Copy Guidelines

Trademark Use Guidelines

These guidelines have been established to ensure and protect the trademark integrity and exclusivity of the brands owned by Hunter Douglas. Any use of trademarks owned by Hunter Douglas or its affiliated companies that is inconsistent with these guidelines may impair the trademark rights of Hunter Douglas.

1. Always identify the registered Trademark with the ® symbol at its first or most prominent occurrence in any text in which the Trademark is used. The ® symbol must be repeated in all headings where the Trademark is used, in a headline of a text or where there are no headlines, at the first occurrence on a page.

If this is done, the ® symbol does not need to be repeated throughout the text. If in such case you do not use the ® symbol, always use the trademark in CAPITAL letters or quotation marks to distinguish the mark from the surrounding text. In cases of doubt, always use the ® symbol.

2. On all written material, catalogues, collection books, pricelists and Web pages, the following notice must appear at the bottom of the last page or on the inside of the cover page and in the case of Web pages in the footnotes:

® Registered trademark of
Hunter Douglas
™ Trademark of Hunter Douglas

3. In verbal or written promotions or other communications, including on the cover or inside of a collection book, the trademark must always be used as an adjective followed by the generic name of the product (product descriptor).

Correct:	Incorrect:
Luxaflex® blinds	LUXAFLEX are beautiful
Silhouette® shades	Silhouettes are beautiful
Duette® shades	Duette is energy efficient

4. Do not use the trademark in plurals.

Correct:	Incorrect:
Luxaflex® blinds	LUXAFLEX are beautiful

5. Do not use the trademark in the possessive form.

Correct:	Incorrect:
The quality of Duette® shades	Duette's quality

6. Do not change the spelling of the trademark. Do not abbreviate it or link it with another word.

Correct:	Incorrect:
Duette® Schades	Duetteplissee
Silhouette® shades	Silhouet shades

7. When using two trademarks together (such as for example "Luxaflex® Duette®") they should always be distinctly separated and each identified with the appropriate ® or ™ symbol as two separate trademarks.

8. The above use requirements do not apply where "Hunter Douglas" is used to identify the entity and not a product or product group.

Correct:
Hunter Douglas launches a new modular felt ceiling system

9. Do not use any trademark owned by Hunter Douglas in such close context with products or with a reference to products not originating from Hunter Douglas, which might lead to confusion as to the origin of the products.

10. Do not use a trademark or trade name of Hunter Douglas in a manner that would disparage Hunter Douglas, its affiliates, its products, or services or in any way harm the goodwill in respect of the trademarks.

Signoff Legal Copy


Signoff legal copy must appear on every piece of sampling, advertising and collateral produced by Hunter Douglas. It typically appears on the back and at the end or the bottom of your sampling or collateral piece. Adjust the copyright date to reflect the year of distribution and the appropriate legal statement.

Notes

The appropriate legal copy must be included on every piece of sampling and collateral produced by Hunter Douglas.

The following statement must always be included:

- © Year (e.g., 2016) Hunter Douglas. All rights reserved. All trademarks used herein are the property of Hunter Douglas or their respective owners.



Plissé
Shades
LiteRise®


New Operating Systems and Innovations to Lift Sales.

Hand-woven from versatile, light-filtering reeds, grasses and woods, LiteRise® Plissé Shades are known for their captivating, natural beauty and light-transforming qualities. Now, with new operating systems, design innovations and refreshed fabrics, there's even more to entice customers.

Introductions and Innovations


- LiteRise® operating system now available on Provenance Woven Wood Shades for enhanced safety, simplicity and convenience.
- Introducing Provenance with PowerView® Motorization. Enhanced technology for the 21st Century home.
- The Modern Headrail offers superior engineering technology and improved light gap. Available with EasyRise®, UltraSlide® and LiteRise® operating systems, plus PowerView® Motorization.
- Refreshed fabric collection in fashion-forward colours and textures.
- Liner options include the newest Micro Colour Liner with the same colour on the room-side and street-side. The Independent Operable Liner allows for precise light control and privacy.

© 2016 Hunter Douglas. All rights reserved. All trademarks used herein are the property of Hunter Douglas or their respective owners. 4/16


HunterDouglas 

with the same colour on the room-side and street-side. The Independent Operable Liner allows for precise light control and privacy.

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LiteRise cordless system allows you to operate shades with an easy touch.

HunterDouglas 

Name Search

For additional information, please contact the Hunter Douglas.
Trademark department at +41 (0) 414192718 or email: trademarks@hdml.ch

Whenever product groups have new offerings (product category, operating system, fabric, collection, etc.) and need to determine a new trademark/product name, certain procedures must be followed to identify and obtain trademarks that are legally safe. Remember that we have the strongest protection on trademarks/names that are distinctive and unique.

The first step of the trademark search procedure is a clearance search. Once the product group has chosen several (three to five) names to pursue, contact the Hunter Douglas Legal Department to conduct the search. Business units or divisions are not charged for these searches.

Trademarks/names should not be used until the clearance search is complete and has been analyzed by the legal department.

Even when a comprehensive search is conducted, the search may not find all uses of the desired trademark/name. Competitors and other companies may be using the trademark/name even though it doesn't show up in the search. For this reason, marketing and product groups should be aware of existing trademarks/names in the industry to avoid infringing upon others' marks, as well as to ensure Hunter Douglas marks are not being infringed upon. If you suspect any of our trademarks are being infringed upon, please contact the Hunter Douglas trademark department as soon as possible. It's helpful to get an example of the suspected infringement (magazine, brochure, etc.) and forward it to the legal department.

When the trademark clearance search is complete and clear, the trademark/name may then be used. Initially, the trademark/name should be identified with the TM symbol. The [®] symbol cannot be used until registration has been granted. Application for registration is not automatic; if desired, it must be requested through the department and approved by Aad Kuiper and/or David/Marco Sonnenberg before filing the application. Obtaining registration could take up to one or more years depending on the trademark/name and other factors.

Usage Tips

Numbers

Always spell out numbers at the beginning of sentences. Within a sentence, spell out numbers zero through nine and use numerals for numbers 10 and above.

- Nineteen shades were ordered for the entire house. Five shades were for the living room.
- Out of the entire order of 19 shades, five were for the living room.

Bullets (and use of periods within a bulleted list)

Bullets typically mark items in a vertical list. Items in the list do not include periods unless they are complete sentences. If only some items in a list are complete sentences, change the wording so all are consistent, whether it's to short phrases or complete sentences. (See also Periods on page 5.5)

Word Usage

When used in text, the words "Hunter Douglas" should never be split to two lines; "Hunter" should always appear with "Douglas."

A "widow" is a single word appearing by itself at the end of a paragraph. We attempt to avoid widows, but they are acceptable if the widow spans the combined width of the first and second words sitting directly above it.

Always use "window fashions, treatments or dressings" when the words directly follow Hunter Douglas or appear in the same sentence with Hunter Douglas. Using "window coverings" is more suitable when promoting energy efficiency benefits.

- HunterDouglas® window fashions offer a wide variety of styles, colors and designs.
- Consumers have many options to think about when choosing window coverings.

Child Safety

It is important to properly communicate any child safety statements made about Hunter Douglas products. Listed below are examples of acceptable language regarding child safety. Before publication, all statements should always be reviewed and approved by the Hunter Douglas Legal Department.

Acceptable Communication Examples

Do not use terms that imply every Hunter Douglas product is definitively child safe. Examples of unacceptable child-safe language include:

- All Hunter Douglas products are safe for children and pets.
- Hunter Douglas products and operating/lift systems provide safety for children and pets.

Instead, you must use language that is not definitive. Examples of acceptable child-safe language include:

- Hunter Douglas products provide enhanced safety for children and pets.
- Hunter Douglas operating systems offer enhanced safety for children and/or pets.
- Hunter Douglas products are designed to help reduce the risk of accidents.
- Making our window fashions safer for homes with infants, young children and pets is a top priority at Hunter Douglas.



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