

BRAND IDENTITY FOR  
SELECT REMODELING CONTRACTORS

---



SIERRA  
PACIFIC

— WINDOWS —

SELECT REMODELER



# A LOGO AS IMPRESSIVE AS THE COMPANY BEHIND IT

As shown on this page, our logo is provided in several different formats for your use. It can be printed positive, or reversed out of a solid color or even out of a beautiful wood background. However, for brand consistency, please use the logo only as shown.



## IMPORTANT NOTES:

The Select Remodeler Program logo is a distinctive mark that includes the Sierra Pacific Windows logo, accompanied by the phrase 'Select Remodeler'. To maintain the integrity and uniqueness of this program, **using the Sierra Pacific Windows logo independently is not permitted.** Using the proper logo will ensure that the Select Remodeler Program is clearly identifiable and stands out as a special distinction within the industry.

All artwork using the Select Remodeler logo must be approved by the Select Remodeler Manager prior to publishing.

# APPROVED VERSIONS OF OUR LOGO

Our logo must be used exactly as supplied. Do not alter the shapes or relative sizes.



2-Solid colors



1-Reverse Solid color



Optional Background color  
C-40 M-80 Y-100 K-70



1-Solid color

Process color logo shown as overprinted or reversed.



2-Solid colors



1-Reverse Solid color



Optional Background color  
C-40 M-80 Y-100 K-70



1-Solid color

Our logo is available in both vertical and horizontal orientations. Choose the format that best fits your usage.

# LOGO COLOR

## THE ANATOMY OF OUR PINECONE LOGO

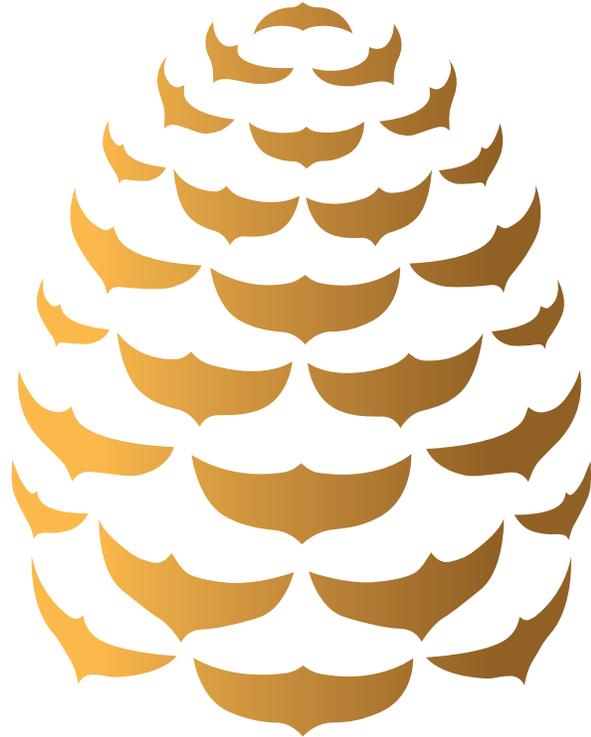


As a company rooted in sustainable forest management and environmental stewardship, we can think of no better logomark to represent us than a beautifully designed pinecone.

If you take a closer look, you may see a colony of flying gulls, or the flapping tail of a humpback whale integrated into the design. This is no accident, since our brand is responsible for windows and doors carefully designed and crafted to let the beauty of nature in.

In much the same way beautiful windows complete a room, these fractional images come together to form the larger mark.

With proper and widespread use, it's a brand that has become synonymous with world-class windows and doors.



CMYK GRADIENT



0% CYAN  
30% MAGENTA  
80% YELLOW  
0% BLACK

0% CYAN  
40% MAGENTA  
80% YELLOW  
50% BLACK

PMS GRADIENT



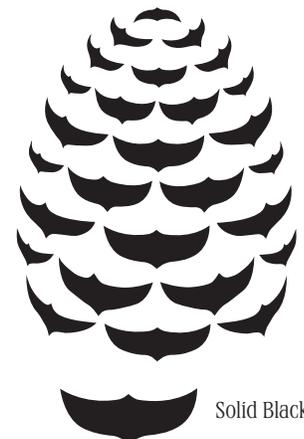
PMS 1235



PMS 7567



Solid PMS 1235



Solid Black

For embroidered gold stitching, use Maderia 1791.

# TYPOGRAPHY FOR PRINT

Headlines -50 Tracking

TYPOGRAPHY  
-50 TRACKING

To establish and build our brand identity, it's imperative that everything we do match our graphic standards.

TYPOGRAPHY  
0 TRACKING

All new literature, sales pieces and marketing materials must use the same typography throughout.

## HEADLINES

TRAJAN PRO 3 -50 TRACKING

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

TRAJAN PRO BOLD -50 TRACKING

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

## BODY COPY

Stirling Light

abcdefghijklmnopqustuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Stirling Medium

abcdefghijklmnopqustuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Stirling Bold

**abcdefghijklmnopqustuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Stirling Extra Bold

**abcdefghijklmnopqustuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Alternate body copy font: Garamond BE Condensed

abcdefghijklmnopqustuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

## LOGO TYPE

Cannot be altered or re-typeset.

SIERRA  PACIFIC  
— WINDOWS —  
SELECT REMODELER

SIERRA  
PACIFIC  
— WINDOWS —  
SELECT REMODELER

# CORRECT USE OF OUR LOGO

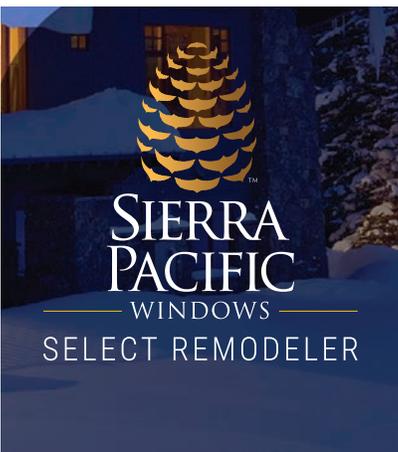
Our logo must be used EXACTLY as supplied. Do not alter it, set your own type, or delete any part of it.

YES

NO



Examples below show logos paired with improper backgrounds, resulting in poor legibility.



Our logo must be used exactly as supplied. Do not alter the shapes or relative sizes.

# INCLUDING SIERRA PACIFIC INDUSTRIES LOGO

On all marketing materials, the Sierra Pacific Windows logo **must** be accompanied by the "A Division Of Sierra Pacific Industries" mark.

**Brand mention in body copy:** Sierra Pacific Industries, Sierra Pacific Windows and Sierra Pacific Windows Select Remodeler must be spelled out fully in marketing copy. Never use SPI, SPW, SPWSR as a substitute.



PMS 7692



Solid Black



Grayscale



4C Process



PMS 7692C  
C-100 M-35 Y-0 K-40



BLACK



PMS 7695C  
C-35 M-10 Y-0 K-25



WHITE



SIERRA PACIFIC WINDOWS SELECT REMODELER

REIMAGINE YOUR HOME. ONE WINDOW AT A TIME

Embark on a journey of elegance with Sierra Pacific Windows. Elevate your home's allure with an energy-efficient upgrade, heightened curb appeal, and panoramic views that redefine luxury living. Our windows assure enduring performance, providing worry-free solutions that harmonize seamlessly with your distinctive style. With our trained and experienced local pros, you are guaranteed quality window installation that will last!

Crafted from premium materials, we offer:

- Wood windows
- Wood-clad windows
- Doors
- Vinyl products

CONTACT US FOR A FREE ESTIMATE ON YOUR PROJECT

Call: (303) 656-0175 | Email: [tblum@spi-ind.com](mailto:tblum@spi-ind.com) A Division of SIERRA PACIFIC INDUSTRIES

SIERRA PACIFIC WINDOWS SELECT REMODELER

THE BEST OF THE BEST

Partnering with the best contractors in the market to meet the needs of homeowners who want the best windows and doors for their most important investment... their home.

www.SierraPacificWindows.com

SIERRA PACIFIC WINDOWS SELECT REMODELER

LOOK FOR SIERRA PACIFIC WINDOWS IN THE LATEST ISSUE OF

luxé INTERIORS+DESIGN

A DIVISION OF SIERRA PACIFIC INDUSTRIES



SIERRA PACIFIC WINDOWS SELECT REMODELER

Questions? Contact us at [SRP@spi-ind.com](mailto:SRP@spi-ind.com)

