



Brand Guidelines

Logos and Submarks

- ▶ The DECRA logo should always have “Metal Roofing” below it unless there is a circumstance where it is so small that metal roofing cannot be clearly read (example: a promotional pen).
- ▶ The DECRA logo should only be used horizontally.
- ▶ Use the submark for small or square uses (example: social media profile). Submarks should be used when the logo placement is too small to see “Metal Roofing” or for square spaces like favicons.

MAIN LOGO



MAIN LOGO INVERSED



SUBMARK/FAVICON



SUBMARK/FAVICON INVERSED



Logo and Submark Spacing

The minimum whitespace around the DECRA Metal Roofing logo is equal to the height of the word “DECRA” squared off.



The minimum whitespace around the D submarks is equal to the height of the inside of the “D” squared off.



Logo Placement

The DECRA logo should ALWAYS be placed in the top left of a document. Spacing around the logo should adhere to the guidelines on the previous page



Beauty that Captivates.
Strength that Protects.

The DECRA Gold Bar

- ▶ The DECRA gold bar should always be 6.75 points high.
- ▶ The DECRA gold bar should only be used horizontally. In the instance that a vertical bar is used, it should be DECRA Blue.
- ▶ The 6.75 point DECRA gold bar should always appear underneath the blue when used as a full-width design element.
- ▶ A thin gold bar can be used alone as an accent design element.



STONE-COATED STEEL METAL ROOFING PRODUCTS



Typography

- ▶ All headline fonts, subtitles, subheaders, CTAs, and buttons are Roboto Condensed and all body copy is Source Sans Pro.
- ▶ Subtitles should be DECRA Gold.
- ▶ Subheads should be DECRA Blue.

ROBOTO CONDENSED

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

ROBOTO BOLD CONDENSED

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

SOURCE SANS PRO LIGHT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

SOURCE SANS PRO REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Color Palette

Primary Colors

DECRA Blue, and DECRA Gold are the “signature colors” of the brand and form the foundation of the brand palette. When a full-color piece is produced, these two colors should always be included in the overall design.



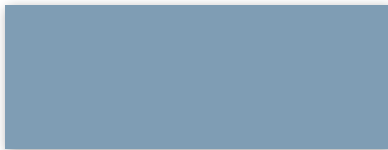
DECRA Blue
R: 0 G:60 B:105
HEX: #003C69
C100, M55, Y10, K48



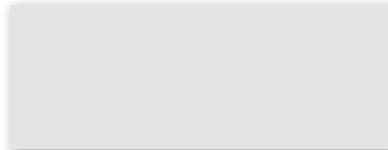
DECRA Gold
R: 177 G:148 B:1
HEX: #B19401
C6, M23, Y97, K26

Secondary Colors

The secondary color palette consists of additional colors that may be used, but only in addition to one or more signature colors. Secondary palette colors are meant to give design flexibility when use of a lighter color is needed for type readability or as a design accent.



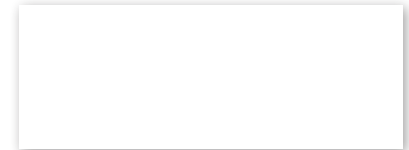
DECRA Blue (50%)
R: 127 G:157 B:180
HEX: #7f9db4
C53, M30, Y20, K0



DECRA Light Gray
R: 228 G:228 B:228
HEX: #E4E4E4
C0, M0, Y0, K11



True Black
R: 0 G:0 B:0
HEX: #000000
C75, M68, Y67, K90

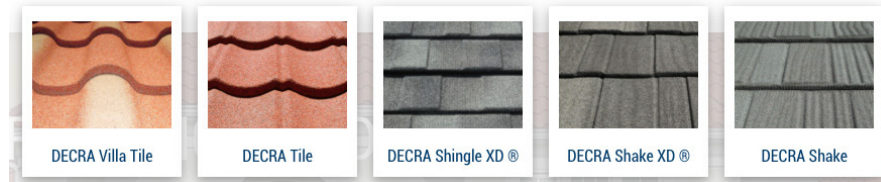


True White
R: 255 G:255 B:255
HEX: #ffffff
C0, M0, Y0, K0

Copy

- ▶ The DECRA product order should always be as follows:

DECRA Villa Tile
DECRA Tile
DECRA Shingle XD®
DECRA Shake XD®
DECRA Shake



- ▶ When listing out the products in copy (a press release, for example), it is acceptable to only use DECRA once and list them as follows: DECRA Villa Tile, Tile, Shingle XD, Shake XD, and Shake.
- ▶ It is only necessary to use the ® symbol with the first instance of the mark, or with the most prominent placement of the mark. It is a common misconception that each and every instance of the mark should bear a trademark symbol.
- ▶ All copy should adhere to AP Style guidelines.
- ▶ Use U.S. instead of USA, US, or U.S.A.
- ▶ Only refer to roofing professionals as contractors (do not mention installers, preferred contractors, or certified contractors).
- ▶ Lifetime Limited Warranty is always capitalized.
- ▶ Refer to DECRA Metal Roofing in the first instance of any copy, then in subsequent usage DECRA can stand alone.
- ▶ The DECRA phone number should be written as 877-463-3272. Please do not use 877-GO-DECRA.



Marketing Collateral Guidelines – Flyers

Header

- ▶ The blue bar header should measure 1.9 inches in height.
- ▶ The title of the flyer should be centered with the DECRA logo and right-aligned.
- ▶ One-line titles should be in all caps.
- ▶ Two-line titles should have the first letter of each word capitalized. Prepositions should not be capitalized.

Subtitles and Subheaders

- ▶ Subtitles should be title case DECRA Gold, usually 26 pt. font.
- ▶ Subheaders should be title case DECRA Blue, usually 16 pt. font.
- ▶ Always make sure that the white space above the subtitle and the white space below the footer is even.

Design Elements

- ▶ Bullets should be a right-pointing triangle in DECRA Gold. This bullet can be found in the font Klavika Arrows as “1.”
- ▶ If used as a design element, opacity should only be used on DECRA Blue and set at 75%.

Footer

- ▶ The footer copy should include only a vertical blue bar, the phone number, website address, and copyright information.
- ▶ A thin .5 pt. blue bar should always be above the footer copy.
- ▶ The white space between the footer copy and the blue bar should be the same as the white space between the bottom of the footer copy and the bottom of the page.

If you have any questions,
please email tunderwood@decra.com.