



BRANDING GUIDE

Taylor Entrance Systems™ is an industry leading manufacturer of quality steel and fiberglass exterior doors, serving both the residential and light commercial markets. In the past 70+ years, Taylor has been providing innovative solutions and value-added products to the building materials industry, making them nationally known as America's doormaker.

VISUAL IDENTITY

These guidelines have been designed to outline how Taylor Entrance Systems™ identity must be used to ensure continuity throughout all of our communications, while maximizing our marketing message.

The brand must work from the inside out to be truly effective and therefore we must learn to apply it with the following in mind.

VIRTUAL IDENTITY

To expand our Online presence and consistent brand recognition, marketing can provide web resources (logos/images) for customers to add to their websites.

Contact marketing for more information:
marketing@taylordoor.com



OUR VALUES



COMMITMENT TO QUALITY

To us, quality is personal - from using North American made components to employing talented crafts people, we are committed to providing you with a reliable product.

We meticulously test for quality every single day to ensure you are receiving the best product we can produce. When you choose Taylor Entrance Systems™, you are choosing quality.



PRODUCT INNOVATION

An unwavering commitment to beauty, quality, and value has allowed Taylor Entrance Systems™ to develop a long history of innovation, bringing numerous products to the market that have helped to further shape the fenestration industry.

We are dedicated to providing innovative solutions and value-added products to fill the needs in an ever-changing marketplace.



MICHIGAN MADE

Our beautiful state is populated with industrious, dedicated, and talented people. Passion, hard work, and respect - it's the culture of our workplace.

Our products are built with pride and confidence, giving you the satisfaction of buying a high-quality, reliable product.



HARD WORK & DEDICATION

We've established a management philosophy in which teamwork plays an important role. Our employees work together to manufacture quality entrance systems, while our customers work closely with professionals to meet the demands of the market.



PARTNERSHIP

At Taylor Entrance Systems™, we credit our success to our dedicated employees, the quality of our products, and the integrity of our customers. Building meaningful relationships in all aspects of our business is a priority.

BRAND IDENTITY

LOGO

The Taylor Entrance Systems™ logo has been created to work across a broad range of applications. This logo configuration should not be modified or recreated in any way, with the exception of using the house shaped “A” on its own in marketing materials.

Three versions of the Taylor Entrance Systems™ logo are available for use. The full color version should be used whenever possible. The black and white versions should be used when the logo is placed on top of a colored background. Other color combinations are prohibited.



THE TAYLOR  ADVANTAGE
QUALITY DOORS BUILT TO YOUR SPECIFICATIONS

APPROPRIATE USAGE OF THE HOUSE SHAPED “A” IN MARKETING HEADLINES.

PROPER SPELLING

In text form, Taylor Entrance Systems™ must always be typed with an upper case “T” and “E” and “S”. This promotes a consistent and unified presence for our company.

ACCEPTABLE:

Taylor Entrance Systems™

UNACCEPTABLE:

Taylor Entrance	Taylor Entry Doors	Taylor Doors
Taylor Entrance System	Taylor Entry Systems	Taylor Door
Taylor	Taylor Entry	Taylor Building Products

TYPOGRAPHY

The main corporate typeface is Adelle Sans. If the Adelle Sans font is not available, Google Font Roboto or Arial may be used. Left justified is the recommended body copy format.

FOR BODY COPY

Use Adelle Sans Light in Light or Regular for all body copy.

FOR HEADERS

Adelle Sans in All Caps Bold should be used for headings.

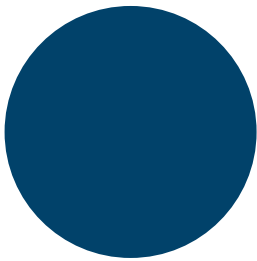
TAGLINES

Adelle Sans in Semibold or bold should be used for all taglines.

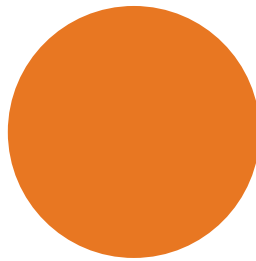
BRAND IDENTITY

BRAND COLORS

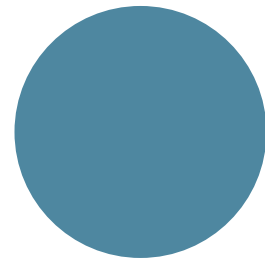
These colors were selected for the Taylor Entrance Systems™ primary colors. Black and Steel Gray may be used for headlines and body copy. Taylor Blue, Orange, and Light Blue may be used as primary colors in illustrations, tables, photographs, and other design elements. Colors below are in order of hierarchy.



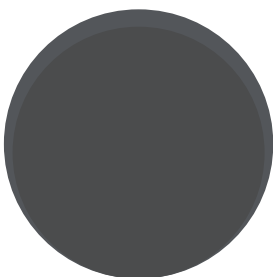
TAYLOR BLUE
Pantone 7694 C
CMYK 100, 77, 34, 21
RGB 1, 66, 106
HEX# 01426a



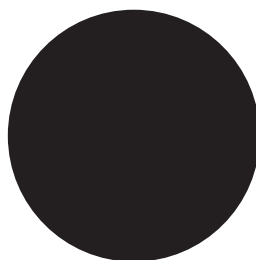
ORANGE
Pantone 158 C
CMYK 3, 66, 99, 0
RGB 232, 119, 34
HEX# e87722



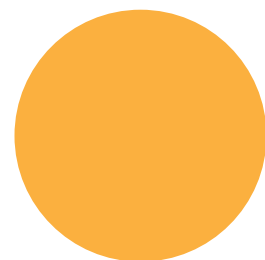
LIGHT BLUE
Pantone 7697 C
CMYK 73, 37, 27, 2
RGB 78, 135, 160
HEX# 4e87a0



STEEL GRAY
CMYK 0, 0, 0, 85
RGB 77, 77, 73
HEX# 4d4d4f



BLACK
CMYK 0, 0, 0, 100
RGB 0, 0, 0
HEX# 000000



GOLDENROD
CMYK 0, 35, 85, 00
RGB 251, 176, 64
HEX# fbb040