

# Brand Guidelines

Our brand identity is much more than a logo—it’s the values that drive us and the actions that define us. It’s how we communicate who we are, both visually and verbally. Our brand identity is our face to the world.

By taking the time to be consistent, we ensure the world sees Cornerstone the same way we do. These guidelines have been developed to help each one of us along that journey.

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# Verbal Identity

The words we use, and the stories we tell, create an impression in people's minds about Cornerstone. We must choose our words with care, and aim for consistency—in our messaging—and our tone. What we say, and how we say it: that's our verbal identity.

# Let Us Introduce Ourselves

We formed Cornerstone in 2017 to create a full-service impact fenestration provider where we could devote ourselves to a wide variety of projects while working with a small selection of impact manufacturers. Over the years, we realized educating our clients was pivotal for the success of their project.

Thus began our process: a disciplined understanding of the client's needs to tailor the design process to create a bespoke and unified home. Every conversation about the form and function of the windows and doors begins with the client.

Our responsibility is to listen carefully, identify what resonates with them, and steer them toward bringing their vision to fruition. This guiding principle of Cornerstone has remained unchanged since our company's founding.

# Our Values

## FAITH

Faith provides hope, strength, and courage to overcome life's challenges.

## RESPONSIBILITY

Responsibility is our ability to take accountability for our actions and outcomes.

## FAMILY

Family is our organization's bonded, supportive foundation.

## TEAMWORK

Teamwork is our ability to collaborate effectively with others to achieve a common goal.

## INTEGRITY

Integrity fosters trust through honesty, fairness, and respect.

OUR CUSTOMER

Our customer is an architect, general contractor, or interior designer—people who are passionate about building and designing beautiful, functional, and innovative homes.

PROBLEM

They struggle with finding the right fenestration solution that aligns with their design, budget, and performance requirements. Many are overwhelmed by the complexity of selecting the right materials and the vast number of options available. Often, they feel restricted by conventional choices, unsure how to push boundaries and create homes that meet the form and function for their client.

EXTERNAL PROBLEM

They need high-quality, impact windows and doors that complement their designs and meet building code requirements.

INTERNAL PROBLEM

They fear they'll miss out on the ideal solution or make a choice that doesn't meet their client's needs or expectations.

PHILOSOPHICAL PROBLEM

They want to create something extraordinary—homes that inspire and stand out, but feel held back by limitations in their knowledge.

# Brand Positioning

## WHAT

A full-service impact fenestration provider.

## HOW

Listening carefully, identifying the best product, and providing all-inclusive service, while building long-term relationships with the people we collaborate with.

## WHY

We inspire people to design and build innovative homes.

# Brand Purpose

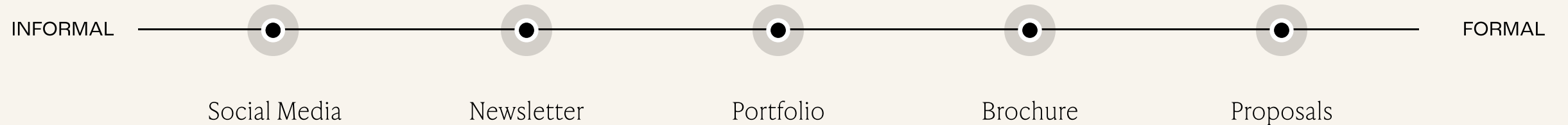
A brand purpose is the driving force, the ethos behind our actions. It's a reason for being and the things we stand for—aside from the usual business goals and objectives.

At Cornerstone, we are more than just a provider—we are a trusted partner. We've forged strong, enduring relationships with select, impact fenestration manufacturers to offer exclusive, tailored solutions that inspire our clients to design and build innovative homes. Central to our mission is the commitment to educate our clients and empower them to make the most informed decisions for their projects. Our expertise allows us to assist architects, general contractors, and interior designers in selecting the perfect impact windows and doors—solutions they may not have thought possible.

# Our Voice

THINK ABOUT AUDIENCE + CONTEXT

Before you start writing, think about who you're writing for. Make things simpler or more technical to fit the audience.



# Tone of Voice

## WHO WE ARE

Self-confident  
Welcoming  
Trusted  
Authoritative  
Proud  
Appreciative of true luxury

## WHO WE ARE NOT

Arrogant  
Overfamiliar  
Dull  
Authoritarian  
Smug  
Blinded by ostentation

# Writing Style Guide

A writing style guide is a way of making common elements consistent across marketing collateral that may be written by many writers, in many places, and in many circumstances.

WRITE FOR ALL READERS

Some people will read every word you write. Others will just skim. Help everyone read better by grouping related ideas together and using descriptive headers and subheaders.

BE SPECIFIC

Avoid vague language. Cut the fluff.

FOCUS YOUR MESSAGE

Create a hierarchy of information. Lead with the main point or the most important content, in sentences, paragraphs, sections, and pages.

BE CONSISTENT

Stick to the copy patterns and style points outlined in this guide.

BE CONCISE

Use short words and sentences. Avoid unnecessary modifiers.

#### NAMES AND TITLES

The first time you mention a person in writing, refer to them by their first and last names. On all other mentions, refer to them by their last name. Capitalize the name of departments and teams (but not the word “team” or “department”). Capitalize individual job titles when referencing a specific role. Don’t capitalize when referring to the role in general terms.

#### EXAMPLES

Our new Project Manager starts Monday.

Co-Principal Scott Bussard has worked in construction for 25 years.

#### DATES AND TIMES

Use “AM” and “PM” instead of “a.m.” and “p.m.” especially for invitations.

#### PERIODS

Unless serving a stylistic purpose, periods should not be used in headlines. Do not use periods in a bulleted list.

#### CONTRACTIONS

For informal writing (see pg. 10), we’re conversational, so contractions are encouraged.

#### COLLECTIONS AND PRODUCTS

Windows and doors should be lowercase. Do not attribute collections with a possessive. (e.g. Use the Kolbe Heritage collection rather than Kolbe’s Heritage collection).

#### HYPHENS

Use hyphens to combine compound terms. Only hyphenate energy efficient when modifying a noun (e.g. “energy-efficient window”). Use hyphens when referencing one-panel, two-panel, or three-panel products.

#### NUMBERS

Sizes and dimensions use numerals and spell out units of measurement. The same goes for distances. (e.g. 6 feet wide by 5 feet high).

#### AMPERSAND

We typically use ‘and’ or ‘+’ instead of ‘&’ in headlines and body copy. Use the ‘+’ in headers if space is at a premium.

#### COMMAS

Use the serial comma (also known as the Oxford comma) when listing three or more terms. There should be a comma before the “and” in a list of items (e.g. “design, style, and finish”).

#### WRITING STYLE

**APSTYLEBOOK** ↗

AVOID

Instructing or commanding the reader to do something because it comes across as authoritative and therefore against the brand. However, there are positive instructions we can give, such as “Discover” or “Experience” because those words are welcoming.

The words “cheap”, “low-cost”, “bargain”.

The word “sell” in context of “We sell windows and doors.” Instead use “We are a full-service fenestration provider” or “We provide/offer/install impact windows and doors.”

Pedestrian opening lines (e.g. “Cornerstone is now selling” or “Product X is now in-store”). Find ways to lead into stories or marketing collateral with something that is surprising in an engaging way. Always ask yourself, “Would this opening make me want to read one?”

# Visual Identity

Our visual identity assets consist of our logo, color, imagery, video, and type. The way in which these assets are used together enables people to become familiar with who we are. When we combine our verbal and visual identity, we call this our brand identity.

# Logo

LOGOMARK

Our logomark is a 2-point perspective view of a building with four storefront windows on either side.



CORNERSTONE

IMPACT FENESTRATION

LOGOTYPE

Inspired by the biblical verse Isaiah 28:16-17, a cornerstone is a sure foundation; it is the first stone placed in a building where all other stones are built.

STRAPLINE

The clear space defines the absolute minimum amount of white space around the logo.

The logotype is 36pt and the clear space is 48 pixels.

In most cases, the logo should be given more room to breathe.



CORNERSTONE  
IMPACT FENESTRATION

The image shows the Cornerstone logo centered within a white rectangular box. The logo consists of the word "CORNERSTONE" in a large, bold, black, sans-serif font, with the words "IMPACT FENESTRATION" in a smaller, all-caps, black, sans-serif font directly below it. The entire logo is surrounded by a significant amount of white space, illustrating the clear space requirement.

  
CORNERSTONE  
IMPACT FENESTRATION

The image shows the Cornerstone logo centered within a white rectangular box. The logo consists of a hexagonal icon with three vertical bars of different colors (gold, black, and dark grey) inside, positioned above the word "CORNERSTONE" in a large, bold, black, sans-serif font. Below "CORNERSTONE" are the words "IMPACT FENESTRATION" in a smaller, all-caps, black, sans-serif font. The entire logo is surrounded by a significant amount of white space, illustrating the clear space requirement.



**CORNERSTONE**  
IMPACT FENESTRATION



**CORNERSTONE**  
IMPACT FENESTRATION



**CORNERSTONE**  
IMPACT FENESTRATION



**CORNERSTONE**  
IMPACT FENESTRATION



**CORNERSTONE**  
IMPACT FENESTRATION

CORNERSTONE  
IMPACT FENESTRATION

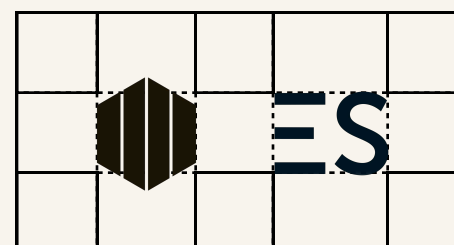
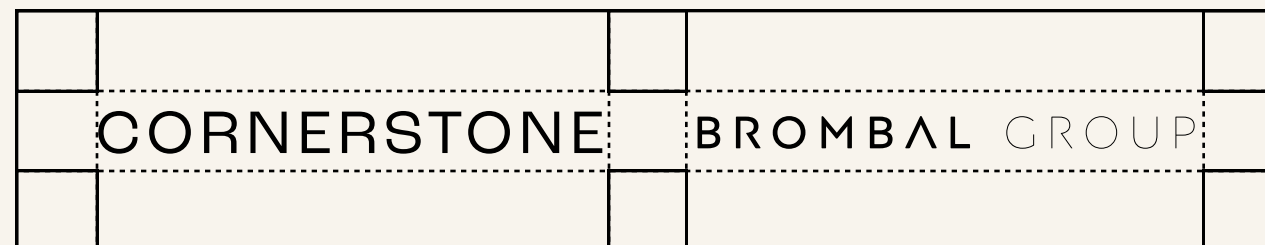
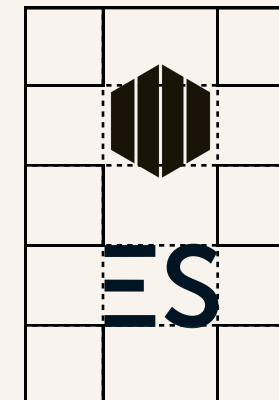
**CORNERSTONE**  
IMPACT FENESTRATION

Our clients and partners are important to us and we are proud of our partnerships.

To give logos equal prominence, it's important to follow the clear space rule when positioning logos side-by-side or stacked.

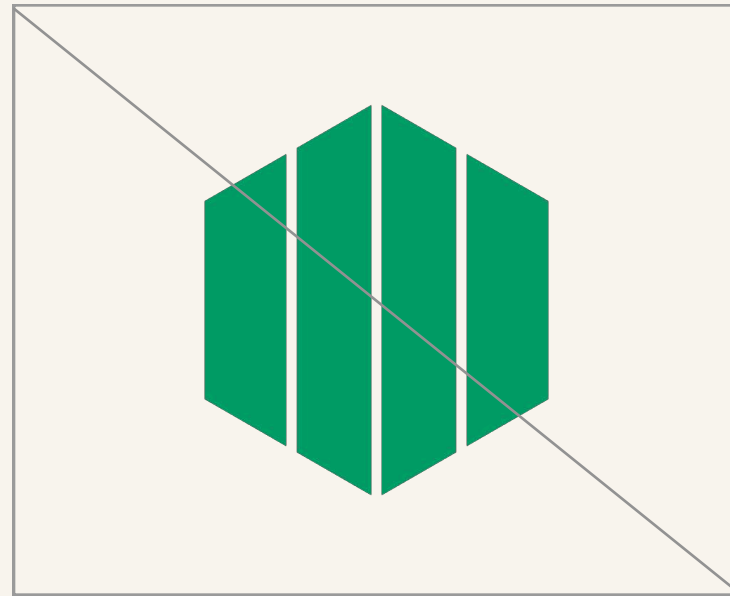
All logos should look visually equal in size. If the client or partner logo has a different aspect ratio to the Cornerstone logo, it should be scaled up or down so that the two logos feel optically balanced.

In some cases, use the logomark instead of the logotype.

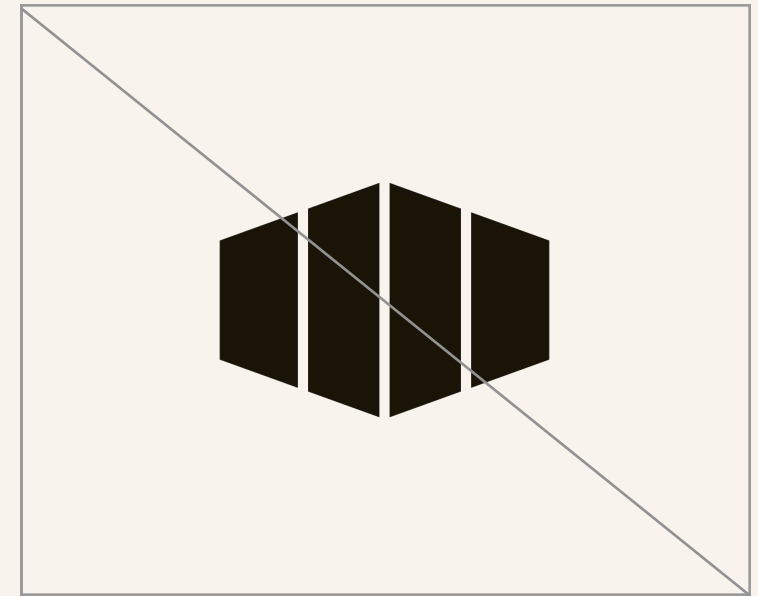


It is critical to respect the integrity of the Cornerstone logo. Please use the logo with the utmost care.

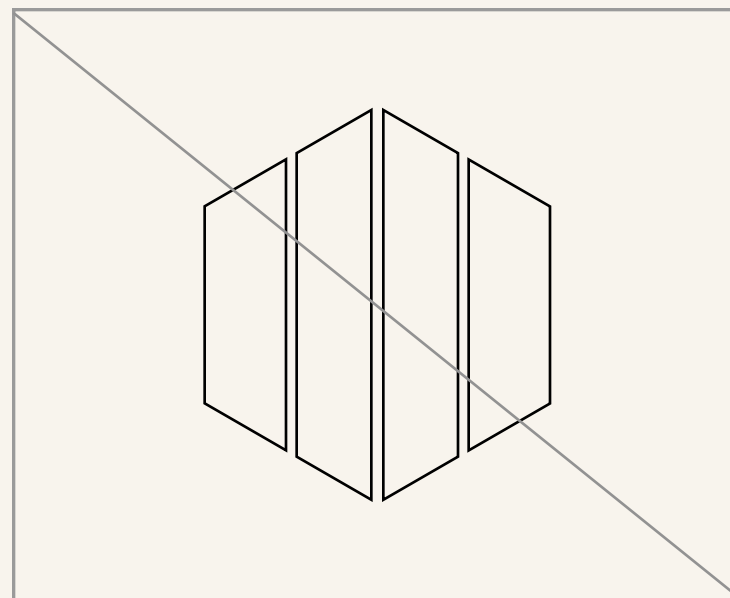
Although some of these examples see obvious, these things can happen accidentally if careful attention isn't paid when importing, resizing, or scaling the logo.



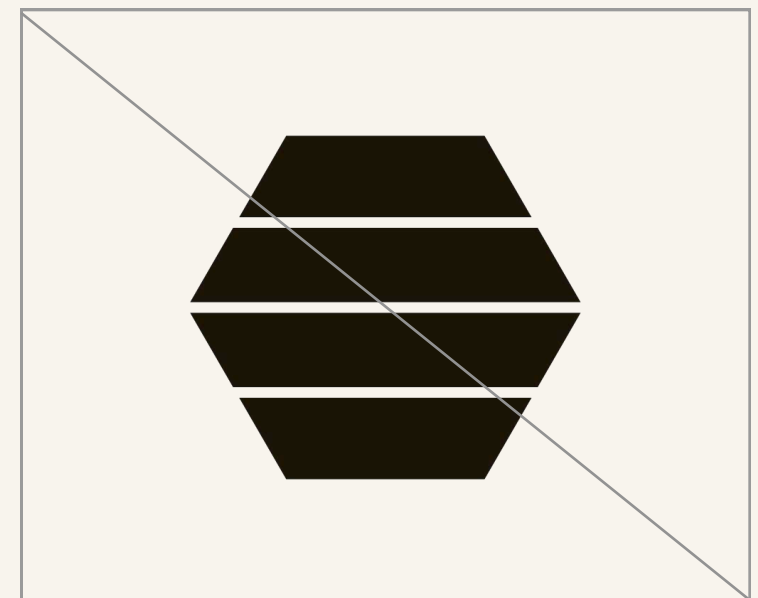
DON'T CHANGE COLOR



DON'T CHANGE ASPECT RATIO

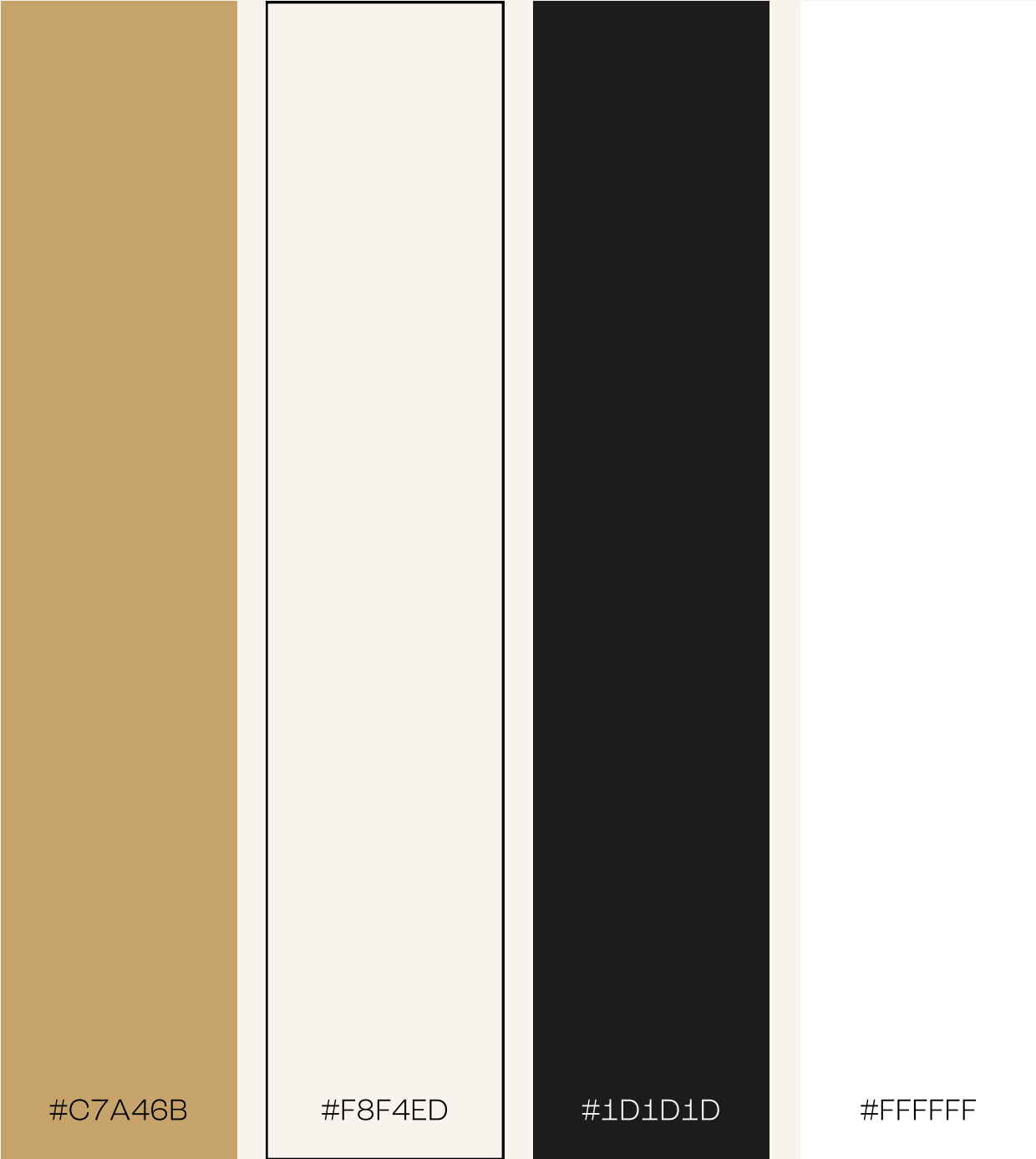


DON'T OUTLINE



DON'T ROTATE

# Color





# Type

# Roc Grotesk

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

WEIGHTS

**BOLD**

**MEDIUM**

**REGULAR**

**LIGHT**

WEIGHTS

**WIDE**

**WIDE LIGHT**

# IvyPresto

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

WEIGHTS

Display Light + *Italic*

Display Thin + *Italic*

WEIGHTS

Headline Light + *Italic*

Headline Thin + *Italic*

WEIGHTS

Text Light + *Italic*

Text Thin + *Italic*

# Photography

We have multiple categories of photography for our brand, each with its own purpose. Together, these images tell a rich story about who we are, what we do, and who we do it for.

#### ARCHITECTURAL PHOTOGRAPHY

Architectural photography is not just about capturing the structure of a building, but also its beauty, form, and function.

#### PRODUCT PHOTOGRAPHY

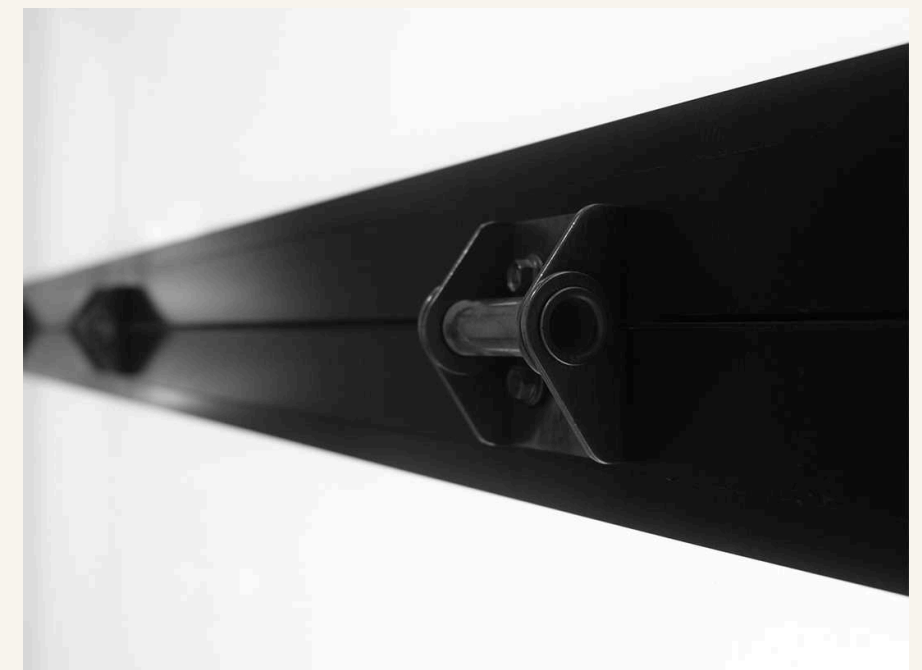
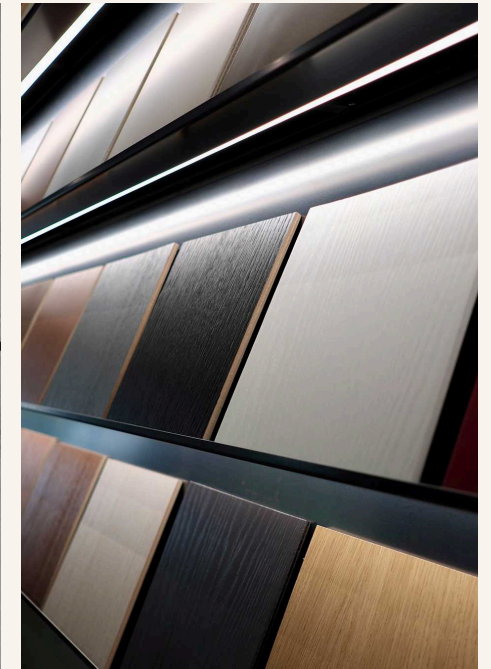
Product photography showcases products to be used for advertising, brochures, and websites. The goal is to highlight features and details not able to be captured through architectural photography.

#### EVENT PHOTOGRAPHY

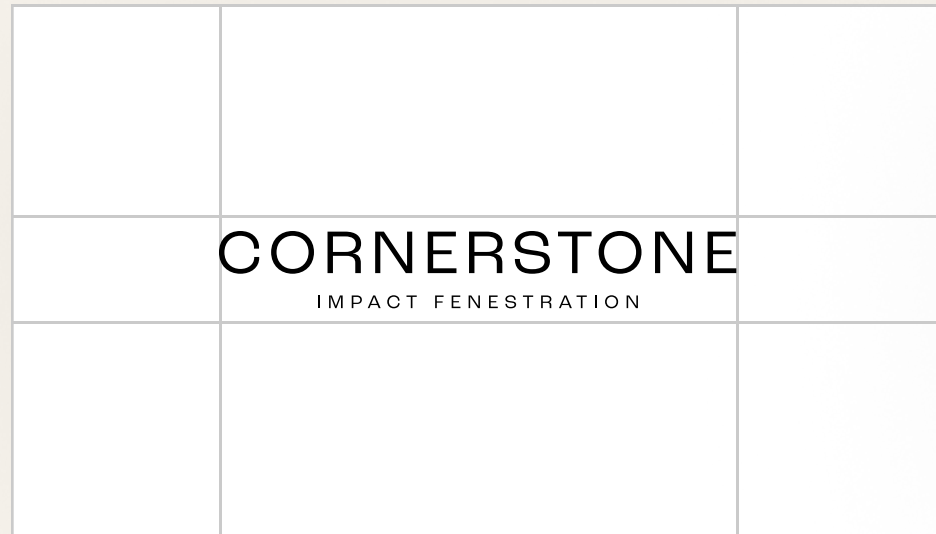
Event photography captures moments from grand openings, holiday parties, and product launches. We strive to capture the candid moments.

Product photography allows us to focus on a single product and highlight key features. This photography can be used for social media posts.

Some product photography, like corner samples, may require a more formal approach typically shot in a studio with a professional photographer.

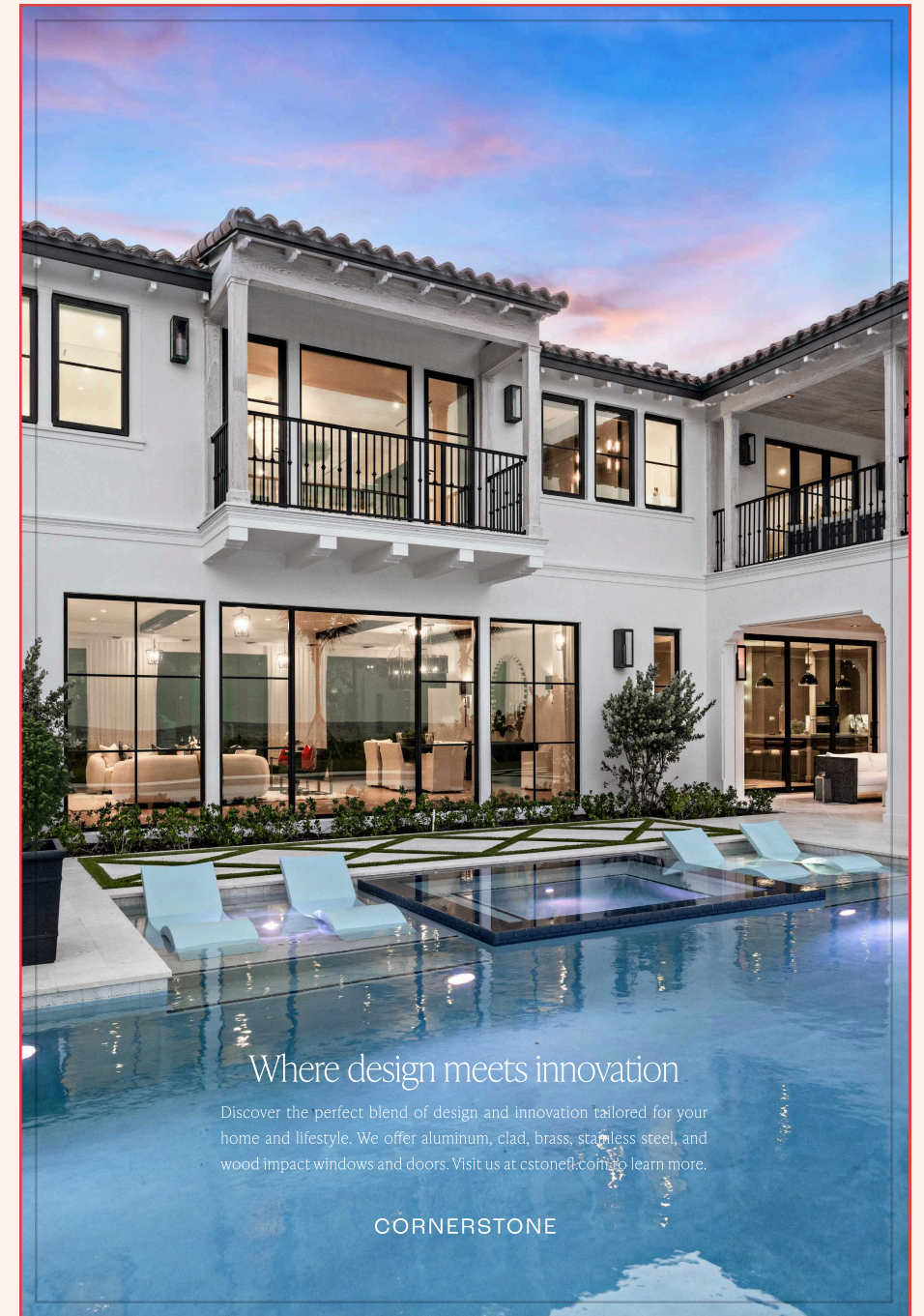
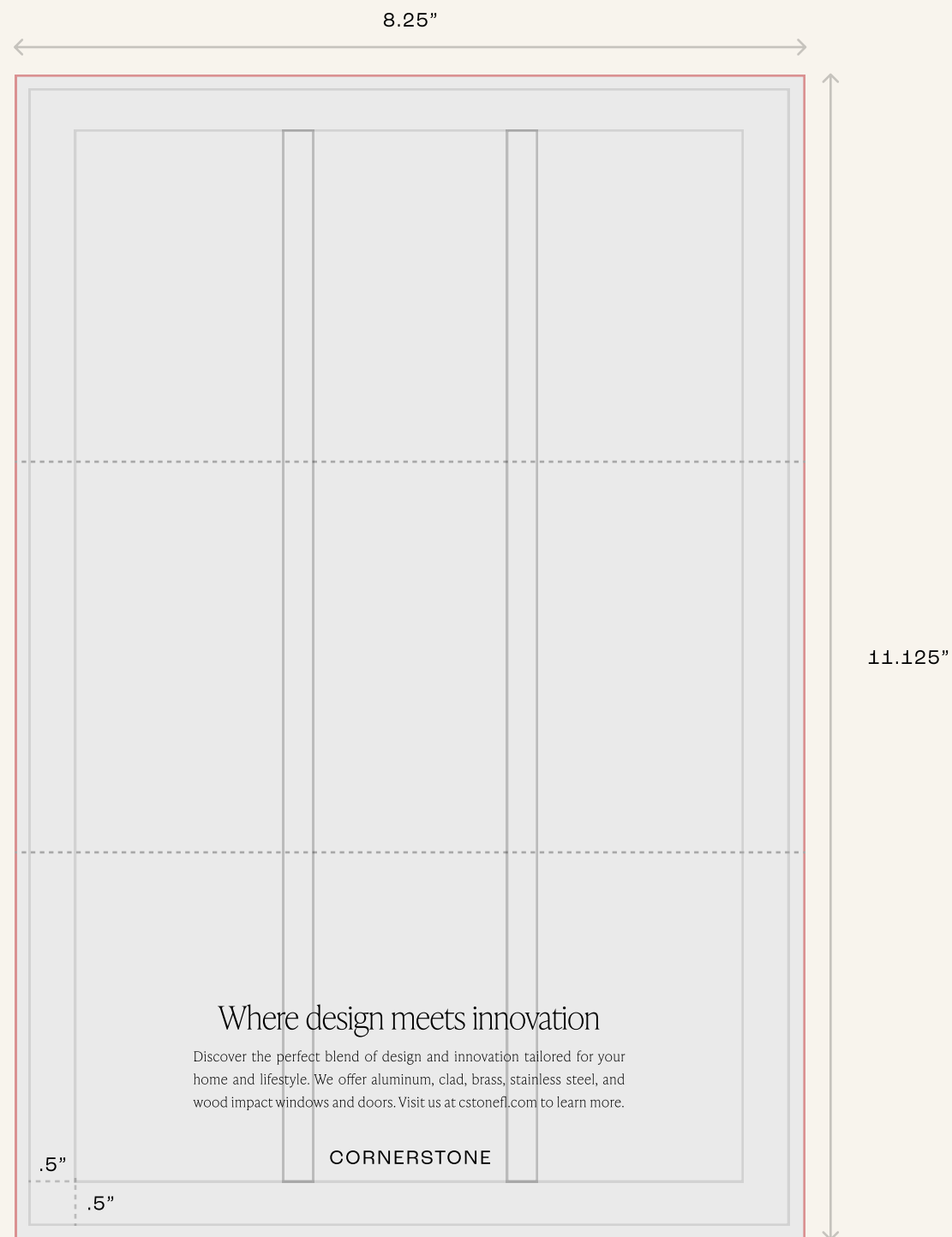


# Applications



.5"		.5"
	<i>Grand Opening</i>	
	PRIVATE TOUR AND LUNCHEON	
	Please join us in celebration of our partnership with ES and the grand opening of our new showroom. Lunch and refreshments will be served.	
	—————	
	Thursday, March 14 11:30 AM - 1:30 PM	
	418 25th Street West Palm Beach, FL 33407	
	Kindly RSVP by February 12	
.25"		.25"
.5"		.5"





# Contact

For further information, please contact the Marketing department for assistance.