



Mentor Lumber & Supply

Brand Guidelines

Brand guidelines

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Brand guidelines

About

Our Brand

Professional. Quality. People.

Mentor Lumber has built its reputation on these traits. Our customers trust that our people are experts that offer high quality products and the best customer service.

This is our tradition. This is our Brand.

A Building Tradition since 1922.

Our Promise

We are committed to delivering the best service, brands, and products in the industry. We vow to work towards excellence, teamwork, and respect in all that we do. For our clients, our partners, our Team, and ourselves.



Brand guidelines

About

Our Message

If you want the best, partner with the best.

All that share our message understand our tradition, our audience, and why our Brand matters.

As our digital footprint grows, our marketing strategy develops, and public/internal relations form - we need to ensure that our message doesn't become diluted or misrepresented. It should exude professionalism, quality, and expertise – just like our Brand.

Please use these Brand Guidelines to continue our tradition and communicate our message.



Brand guidelines

Master Logo

Master logos are preferred to use in most applications. The horizontal logo is primary, with the box version being substituted when space demands.

The 'no tagline' secondary logo can be used in place of the master logo when the tagline use is inappropriate, or to avoid redundancy.



Brand guidelines

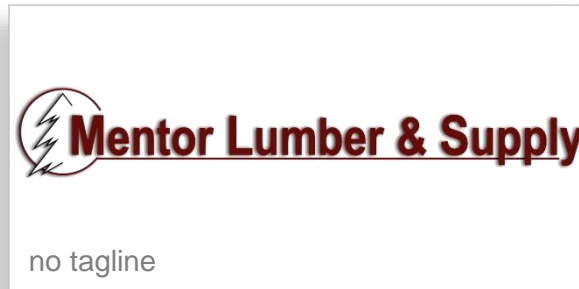
Secondary Logos

Horizontal Style

Secondary logos can be used for internal purposes, or when the need arises for a Division Specific Logo.

Divisional Logos are to be used in the rare occurrence that a Division needs to be highlighted.

The 'no tagline' logo can be used in place of the master logo when the tagline use is inappropriate, or to avoid redundancy.



Brand guidelines

Secondary Logos

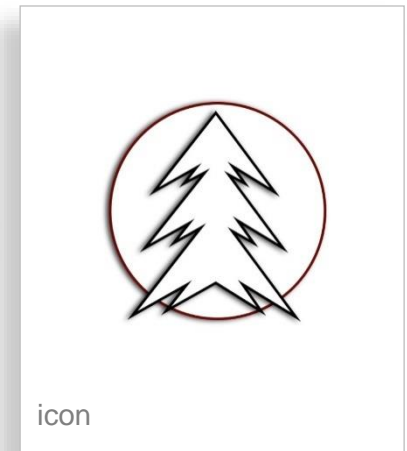
Box Style | Icon

Secondary logos can be used for internal purposes, or when the need arises for a Division Specific Logo.

Divisional Logos are to be used in the rare occurrence that a Division needs to be highlighted.

The 'no tagline' logo can be used in place of the master logo when the tagline use is inappropriate, or to avoid redundancy.

Icons can be used when a small logo is needed, and no others can be used. Icons should always be paired with a master logo, secondary logo, or "Mentor Lumber & Supply" text.



Brand guidelines

Logo Variations



full color. shadow

Master logo. Primary choice.



full color. no shadow

Alternative for instances where shadow causes distortion or unreadability.



black & white. shadow

Use for red tone backgrounds or greyscale (b/w) media.



black & white. no shadow

Alternative for instances where shadow causes distortion or unreadability.

* Preferred for monogramming (See requirements)



inverted (white). no shadow

Preferred for use on dark backgrounds or when color logos are unreadable.



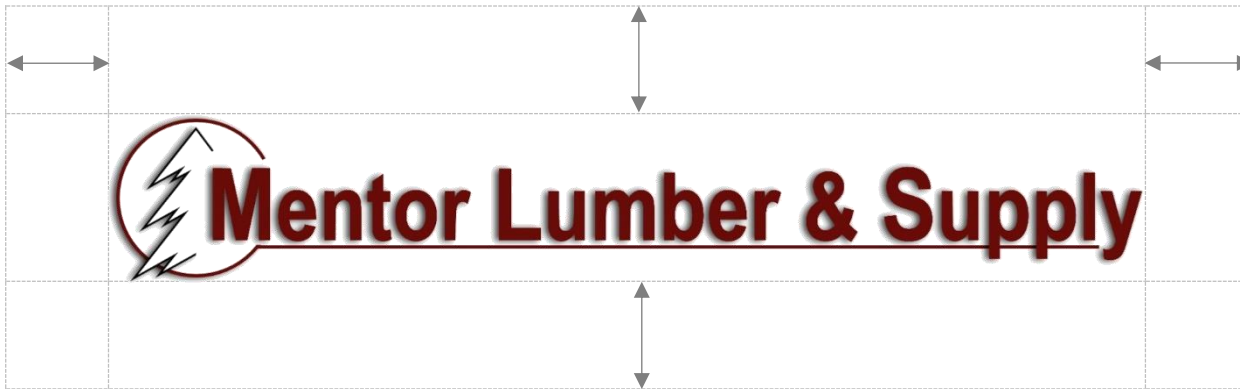
transparent background

For use when placing logo over a colored background, and a white "block" background is undesirable.



Brand guidelines

Logo usage



Logo whitespace

Allow a minimum space around the logo equal to $\frac{1}{2}$ the height of logo when possible.

i.e. logo is 1" high. Leave .5" on all sides.



Minimum width

Box: 1.6"

Horizontal: 3"

Maximum width

Box: 5"

Horizontal: 7.5"

Aspect ratio

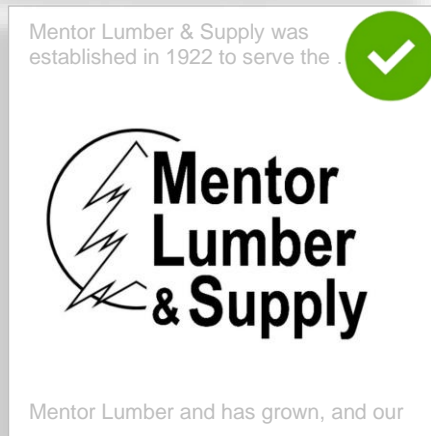
Maintain aspect ratio
relative to original size

*Never stretch/squash a logo



Brand guidelines

Logo usage



Brand guidelines

Typography

A proper logo is only half of it. The fonts you choose make a difference in visual quality. The fonts/styles outlined pair well with the Mentor Lumber & Supply brand, as well as our message. Please utilize these suggested fonts unless otherwise approved.

Arial

Paragraph font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+="':?><

title: arial 24pt bold

h1 arial 16pt

h2 arial 14pt

h3 arial 12pt

h4 arial 11pt

body arial 11pt

Regular

Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.

Italics

*Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.*

Bold

**Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.**



Brand guidelines

Typography

Calibri

Paragraph font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+="':?><

title: calibri 24pt bold

h1 calibri 16pt

h2 calibri 14pt

h3 calibri 12pt

h4 calibri 11pt

body calibri 11pt

Regular

Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.

Light

Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.

Italics

*Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.*

Bold

**Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.**



Brand guidelines

Typography

Tahoma

Paragraph font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+="':?><

title: tahoma 24pt bold

h1	tahoma 16pt
h2	tahoma 14pt
h3	tahoma 12pt
h4	tahoma 11pt
body	tahoma 10pt

Regular

Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.

Italics

*Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.*

Bold

**Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.**



Brand guidelines

Color palette

Color is what catches the eye and ties everything together. To help convey uniformity when using colors, please utilize the Mentor Lumber palette. These colors can be found using the “custom” color option in most programs, and entering the appropriate color code.

mlred HTML/HEX #690E0B RGB 105.14.11 HSL 2.18%.23% CMYK 0.87.90.59	mlgrey HTML/HEX #DCDCDC RGB 220.220.220 HSL 0.0%.86% CMYK 0.0.0.14	mlgrey HTML/HEX #BFBFBF RGB 191.191.191 HSL 0.0%.75% CMYK 0.0.0.25	mlgrey HTML/HEX #7F7F7F RGB 127.127.127 HSL 0.0%.50% CMYK 0.0.0.50
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Brand guidelines

Imagery

All photos and content used in conjunction with the Mentor Lumber Brand and Logos should uphold the same expectation of quality and professionalism.

Branded Images or approved photos can be found in the Brand Image Gallery or upon request.



Brand guidelines

Brand application

New branding will carry to everything we do ...

- Customer presentations
- Eagle documents
- Company forms
- Digital content
- Store signage


A Building Tradition since 1922

FAX COVER SHEET


DATE: _____


ATTENTION: _____

FROM: _____

NUMBER OF PAGES INCLUDED: _____


MESSAGE: _____


A Building Tradition since 1922




A Building Tradition since 1922

SOLD TO: **** CASH ****

Serving Northeast Ohio in Mentor (Lake County) and Chardon (G


Mentor Lumber & Supply
A Building Tradition since 1922

ABOUT US > PRODUCTS > SERVICES > HOMEOWNER > PROFES

MENTOR LUMBER
7180 CENTER STREET
MENTOR, OHIO 44060
PHONE: (440) 255-8814

PAGE NO 1

CUST NO: *4
TERMS: CASH BASIS

DATE: 4/15/21
CLERK: KL
SALESPERSON: 40

TIME: 3:25
TERMINAL: 572
WHOLESALE HOUSE ACCOUNT

TAX: Q41 LAKE COUNTY-WHOLESALE

REFERENCE:
JOB NO. 000

[View this email in your browser](#)


A Building Tradition since 1922

Market Report 4.12.21

It feels like the movie Ground Hog Day... prices are continuing to climb, announcements of price increases keep coming, lead times are growing, and back orders are a constant problem. #2 SPF doubled in price from the mid-week report to the week's end report. Many mills have even stopped taking orders and trucking shortages to ship material continues. 2x4x16's jumped \$80 per thousand this week and 2x10x16's has jumped \$100 per thousand over the last 4 weeks.

OSB and CDX continue their record climbs as well. All items have jump \$90 to \$195 over the last four weeks (\$195 equals \$6.24 per sheet jump). Lead times are long, production is slow, supply is scarce, shipments are late. With the mills having orders into June, do not look for prices to come down anytime soon.

Price Increases Continue

This past week saw price increase announcements for Thermo Tru doors effective June 1 of 7% to 15%, depending on product and distributor. Azek announced effective May 1, 3% to 7% on decking, 2% to 8% on railings, 3% on fasteners, 13% to 15% for trim boards and moldings.

The Mentor Lumber and Supply Co.
7180 Center St. Mentor, OH 44060 440.255.8814
332 Center St. Chardon, OH 44024 440.385.2251



Brand guidelines

Resources

All Brand materials can be found online @ www.mentorlumber.com/brandtoolbox.php

Any questions, requests, or if there is a need we have not filled yet ...

contact:

Kevin Lewandoski
marketing@mentorlumber.com
440.205.6941



Brand guidelines

Glossary

RGB

(Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ad and any other design created for electronic use.

CMYK

(Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print.

Vector

Vector images are made up of points, lines, and curves that can be infinitely scaled without any loss in image quality.

Raster

Raster images are made up of a set grid of dots called pixels, where each pixel is assigned a color value. Unlike a vector image, raster images are resolution dependent. When you change the size of a raster image, you shrink or stretch the pixels themselves, which can result in a significant loss of clarity and produce very blurry images.

Lossless

Lossless image formats capture all of the data of your original file. Nothing from the original file, photo, or piece of art is lost—hence the term “lossless.” The file may still be compressed, but all lossless formats will be able to reconstruct your image to its original state.

Lossy

Lossy image formats approximate what your original image looks like. For example, a lossy image might reduce the amount of colors in your image or analyze the image for any unnecessary data. These clever technical tricks will typically reduce the file size, though they may reduce the quality of your image.



Brand guidelines

Glossary

JPEG/JPG

JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graphics and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously, but increases artifacts or pixelation the more the image is compressed.

AI

AI is a proprietary vector image format that stands for Adobe Illustrator. The format is based on both the EPS and PDF standards developed by Adobe. Like those formats, AI files are primarily a vector-based format, though they can also include embedded or linked raster images. AI files can be exported to both PDF and EPS files (for easy reviewing and printing), and also JPEG, PNG, GIF, TIFF and PSD (for web use and further editing).

EPS

EPS is an image format that stands for Encapsulated PostScript. Although it is used primarily as a vector format, an EPS file can include both vector and raster image data. Typically, an EPS file includes a single design element that can be used in a larger design.

PDF

PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly, no matter the device, application, operating system or web browser. At its core, PDF files have a powerful vector graphics foundation, but can also display everything from raster graphics to form fields to spreadsheets. Because it is a near universal standard, PDF files are often the file format requested by printers to send a final design into production. Both Adobe Photoshop and Illustrator can export straight to PDF, making it easy to start your design and get it ready for printing.

PNG

PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors. PNGs are a web standard and are quickly becoming one of the most common image formats used online.

TIFF/TIF

TIFF is a lossless raster format that stands for Tagged Image File Format. Because of its extremely high quality, the format is primarily used in photography and desktop publishing. You'll likely encounter TIFF files when you scan a document or take a photo with a professional digital camera. Do note that TIFF files can also be used as a "container" for JPEG images. These files will be much smaller than traditional TIFF files, which are typically very large.





Brand Guidelines

7180 Center St.
Mentor, OH 44060

440.255.8814

www.mentorlumber.com

marketing@mentorlumber.com

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