

IKO RESIDENTIAL / VISUAL BRAND REFRESH

PROPOSED DESIGN UPDATE

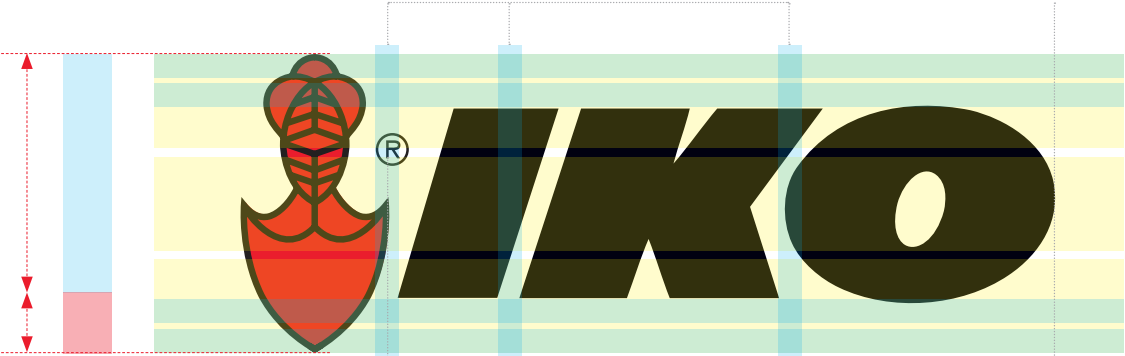
VISUAL IDENTITY

PROPOSED LOGO UPDATE



CURRENT DESIGN

Space between elements share common relative measurements



PROPOSED UPDATE

25% Greater Scale with symbol

This change allows for greater clarity when presented in very small scale.

The space between the symbol and the wordmark is equal to space shared between the letters which helps with relative proportions.

Registration mark is on center line of the assigned relative space and not attached on right side outside of the logo as is currently.

VISUAL BRAND IDENTITY

PROPOSED LOGO UPDATE



CURRENT



PROPOSED

VISUAL BRAND IDENTITY

PROPOSED LOGO LOCK-UP



Two shades of red to express depth and have the symbol appear to have a shadow on the right side.

Design Note: The logo must only be presented with a white background.

VISUAL BRAND IDENTITY

TAGLINE / SLOGAN

Proven PerformanceTM

Design Note: The logo must only be presented with a white background.

VISUAL BRAND IDENTITY

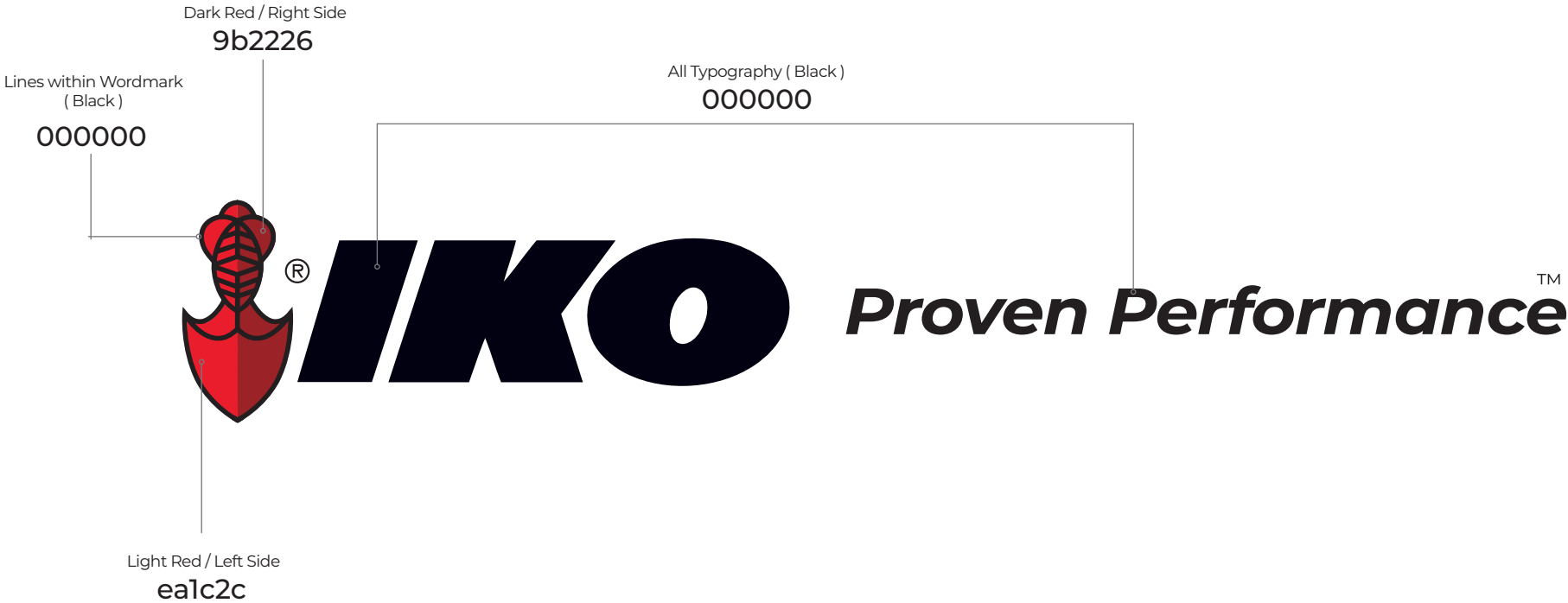
PROPOSED LOGO LOCK-UP



Design Note: The logo must only be presented with a white background.

VISUAL BRAND IDENTITY

PROPOSED LOGO UPDATE



Design Note: The logo must only be presented with a white background.

VISUAL BRAND IDENTITY

PROPOSED LOGO LOCK-UP



Design Note: The logo must only be presented with a white background.

VISUAL BRAND IDENTITY

PROPOSED LOGO LOCK-UP



Design Note: The logo must only be presented with a white background.

VISUAL BRAND IDENTITY

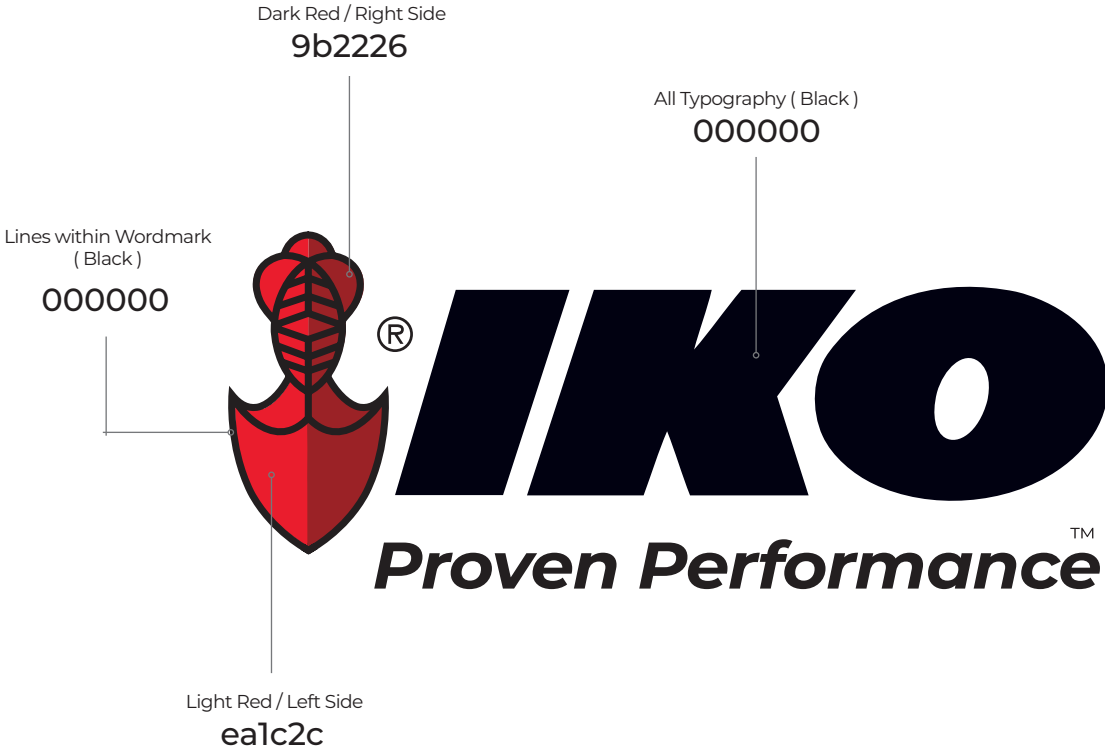
PROPOSED LOGO UPDATE



Design Note: The logo must only be presented with a white background.

VISUAL BRAND IDENTITY

PROPOSED LOGO UPDATE



Design Note: The logo must only be presented with a white background.

VISUAL BRAND IDENTITY

PROPOSED LOGO UPDATE

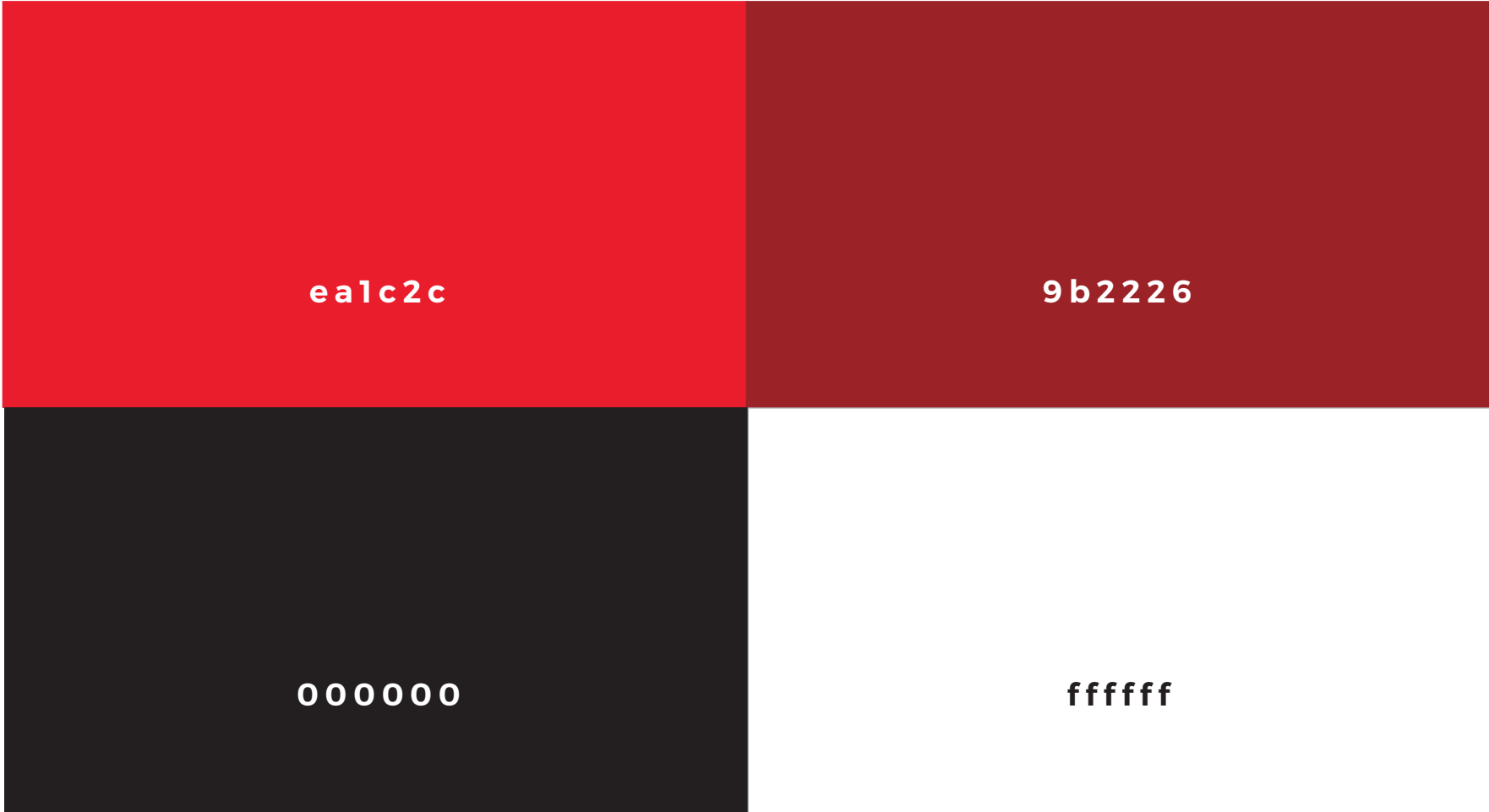


Design Note: The logo must only be presented with a white background.

VISUAL BRAND IDENTITY

PROPOSED LOGO UPDATE

Primary Logo Colors / HTML



VISUAL BRAND IDENTITY

PROPOSED LOGO UPDATE



TYPOGRAPHY / PRODUCT COLORS

PROPOSED DESIGN UPDATE

PRODUCT COLORS

PROPOSED PRODUCT COLORS

Nordic	Dynasty	Cambridge	Cambridge Cool Colors	Armourshake	Royal Estate	Crowne Slate
40798C	98C1D9	16425B	313131	780000	9C6644	6E6F6F

PERFORMANCE

ARCHITECTURAL

DESIGNER

TYPOGRAPHY / PRODUCT FACE

PROPOSED DESIGN UPDATE

PRODUCT IDENTITY

RELATIVE MEASUREMENT

The image displays a typographic layout. At the top, the word "NORDIC" is written in a large, bold, black, sans-serif font. Below it, the words "PREMIUM PERFORMANCE SHINGLES" are written in a smaller, black, sans-serif font. The entire text is centered and overlaid on a background of horizontal dashed orange lines. Behind the main text, there are faint, light gray, semi-transparent versions of the words "PREMIUM", "PERFORMANCE", and "SHINGLES" repeated multiple times, creating a layered effect.

NORDIC
PREMIUM PERFORMANCE SHINGLES

PRODUCT IDENTITY

PRODUCT NAME EXPRESSION

NORDIC

PREMIUM PERFORMANCE SHINGLES

PRODUCT IDENTITY

WITH ASSIGNED COLOR BACKGROUND

NORDIC

PREMIUM PERFORMANCE SHINGLES

NORDIC

PREMIUM PERFORMANCE SHINGLES

PRODUCT IDENTITY

PRODUCT NAME EXPRESSION

ARMOURSHAKE

PREMIUM DESIGNER SHINGLES

PRODUCT IDENTITY

WITH ASSIGNED COLOR BACKGROUND

ARMOURSHAKE

PREMIUM DESIGNER SHINGLES

ARMOURSHAKE

PREMIUM DESIGNER SHINGLES

PRODUCT IDENTITY

EXPLORATION STUDY / 03

CAMBRIDGE

PREMIUM ARCHITECTURAL SHINGLES

PRODUCT IDENTITY

WITH ASSIGNED COLOR BACKGROUND

CAMBRIDGE

PREMIUM ARCHITECTURAL SHINGLES

CAMBRIDGE

PREMIUM ARCHITECTURAL SHINGLES

PRODUCT IDENTITY

LOGO LOCK-UP VARIATIONS

NORDIC

PREMIUM PERFORMANCE SHINGLES

ARMOURSHAKE

PREMIUM DESIGNER SHINGLES

CAMBRIDGE

PREMIUM ARCHITECTURAL SHINGLES

NORDIC

PREMIUM PERFORMANCE SHINGLES

ARMOURSHAKE


PREMIUM DESIGNER SHINGLES

CAMBRIDGE

PREMIUM ARCHITECTURAL SHINGLES

TYPOGRAPHY / SHINGLE BUNDLE SIDE PANELS

PROPOSED DESIGN UPDATE



NORDIC

PREMIUM PERFORMANCE SHINGLES

CLASS 4
IMPACT RESISTANT

The Montserrat typeface offers a varied array of fonts within the family. This provides opportunity for message hierarchy and expression through weight.



ARMOURSHAKE

PREMIUM DESIGNER SHINGLES

CLASS 4
IMPACT RESISTANT

The Montserrat typeface offers a varied array of fonts within the family. This provides opportunity for message hierarchy and expression through weight.



CAMBRIDGE

PREMIUM ARCHITECTURAL SHINGLES

The Montserrat typeface offers a varied array of fonts within the family. This provides opportunity for message hierarchy and expression through weight.



DYNASTY

PREMIUM ARCHITECTURAL SHINGLES

with ArmourZone®

The Montserrat typeface offers a varied array of fonts within the family. This provides opportunity for message hierarchy and expression through weight.



ROYAL ESTATE

PREMIUM ARCHITECTURAL SHINGLES

CLASS 3
IMPACT RESISTANT

The Montserrat typeface offers a varied array of fonts within the family. This provides opportunity for message hierarchy and expression through weight.

TYPOGRAPHY / PRIMARY & SECONDARY EXPLORATION

PROPOSED DESIGN UPDATE

TYPOGRAPHY

PRIMARY BASE

MONTSERRAT

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Montserrat Light

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Montserrat Regular

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Montserrat Medium

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Montserrat Semi-Bold

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TYPOGRAPHY

PRIMARY ACCENT

ULESIS

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Ulises Light

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Ulises Book

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Ulises Semi-Bold

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TYPOGRAPHY

SECONDARY BASE

BW STRETCH

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BW Stretch Light

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BW Stretch Bold

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HEADLINE Headline

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HEADLINE Headline

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TYPOGRAPHY

CONCEPTUAL EXPLORATION

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HEADLINE Headline

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TYPOGRAPHY

CONCEPTUAL EXPLORATION

Aa 25

Aa 25

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HEADLINE *Headline*

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HEADLINE *Headline*

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TYPOGRAPHY

CONCEPTUAL EXPLORATION

Aa 25

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SUPPORT GRAPHICS

CLASS STAMPS

CLASS



**IMPACT
RESISTANT**

CLASS



**IMPACT
RESISTANT**

DESIGN EXPLORATION / BROCHURES

PROPOSED DESIGN UPDATE

BROCHURE DESIGN

EXPLORATION WITH DESIGN

Proven Performance

IKO

NORDIC
PREMIUM PERFORMANCE SHINGLES

CLASS
4
IMPACT
RESISTANT

iko.com/na

BROCHURE DESIGN

EXPLORATION WITH DESIGN

Proven Performance

CLASS 3
IMPACT RESISTANT

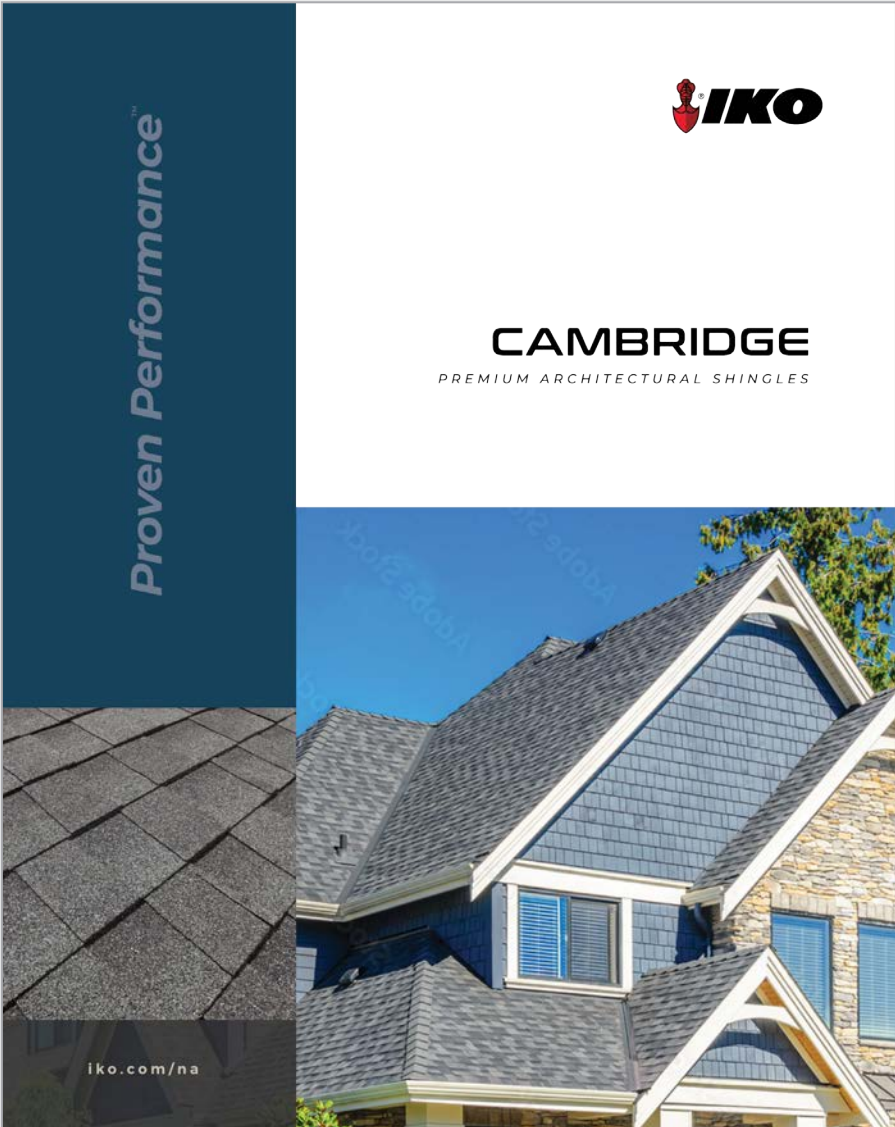
IKO

ARMOURSHAKE
PREMIUM DESIGNER SHINGLES

iko.com/na

BROCHURE DESIGN

EXPLORATION WITH DESIGN



BROCHURE DESIGN

EXPLORATION WITH DESIGN

CLASS 4 RATED Amet volutpat consequat mauris nunc congue nisi, fusce id velit ut doksmitesu tortor. Omet volutpat mauris consequat mauris nunc congue nisi, fusce id velit ut doksmite.

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BROCHURE DESIGN

EXPLORATION WITH DESIGN



IMPACT

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673

03

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Colour Blend



Colour Blend



Colour Blend

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BROCHURE DESIGN

EXPLORATION WITH DESIGN

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Colour Blend

BROCHURE DESIGN

EXPLORATION WITH DESIGN

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Algae
Resistant



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DESIGN EXPLORATION / WEBSITE

PROPOSED DESIGN UPDATE

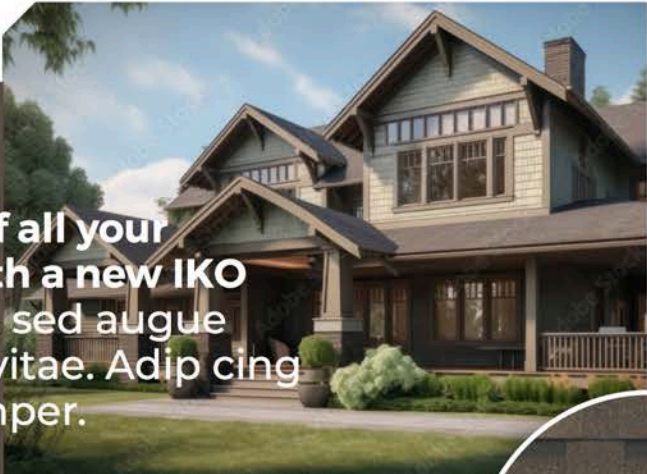
WEBSITE DESIGN

EXPLORATION WITH DESIGN



Find A Contractor

Menu One Menu Two Menu Three Menu Four



Be the envy of all your neighbors with a new IKO designer roof. sed augue lacus viverra vitae. Adip cing comm odo imper.

Algae Resistant



MACULIS Kommodo elit at sugue lacus viverra vitae. Hdipiscing commodo elit at vive imper.

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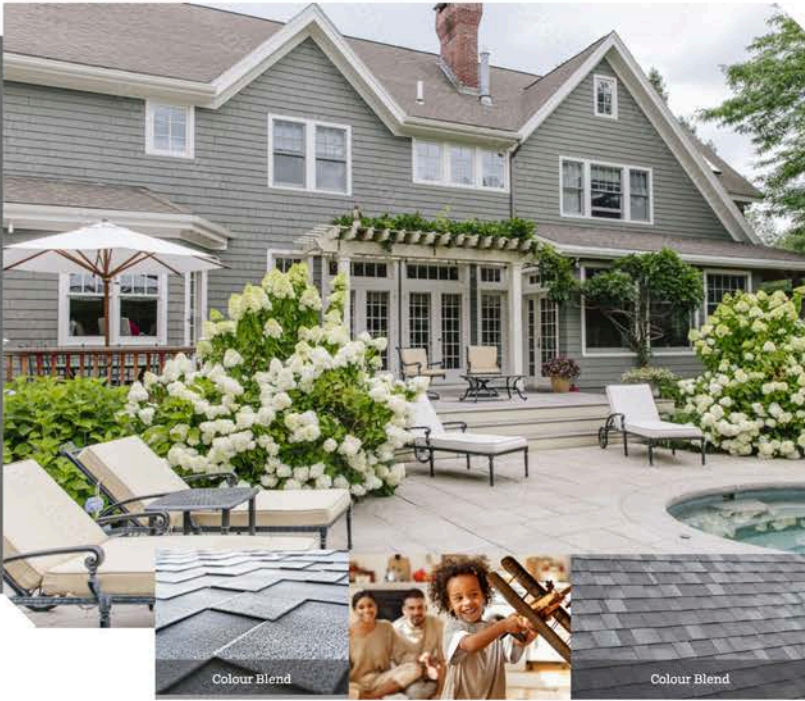
WEBSITE DESIGN

EXPLORATION WITH DESIGN



Find A Contractor

Menu One Menu Two Menu Three Menu Four



PURUS SIT:

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.01 **Purus sit amet vopat:**
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congue nisi. Fusce id.*

.01 **Purus sit amet vopat:**
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congue nisi. Fusce id.*

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WEBSITE DESIGN

EXPLORATION WITH DESIGN



Find A Contractor

Menu One Menu Two Menu Three Menu Four

IMPACT

Proven. Eossed augue lacus viverra vitae godip into imper elit vitae.

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CLASS 4 IMPACT RESISTANT

Colour Blend



Colour Blend

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Colour Blend

WEBSITE DESIGN

EXPLORATION WITH DESIGN



Find A Contractor

Menu One Menu Two Menu Three Menu Four

IMPACT

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Colour Blend

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CLASS 4 IMPACT RESISTANT

Colour Blend

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