EDGE™

Brand Guide

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Our Story

The Edge brand was initially launched in the Far West as a program featuring the highest quality trim and fascia. A new brand identity was launched in 2017, and both the product line and demand has increased throughout the U.S. Significant growth has been related to shiplap and interior accent walls. These products are on-trend, and we continue to innovate in this space with finishes, colors, and textures.

Edge is expanding with greater exterior focus and additional product lines that are projected to grow our brand exponentially. We aim to be a go-to brand for design-build firms creating custom homes with a variety of interior and exterior product options that reinforce their unique vision, inside and out.
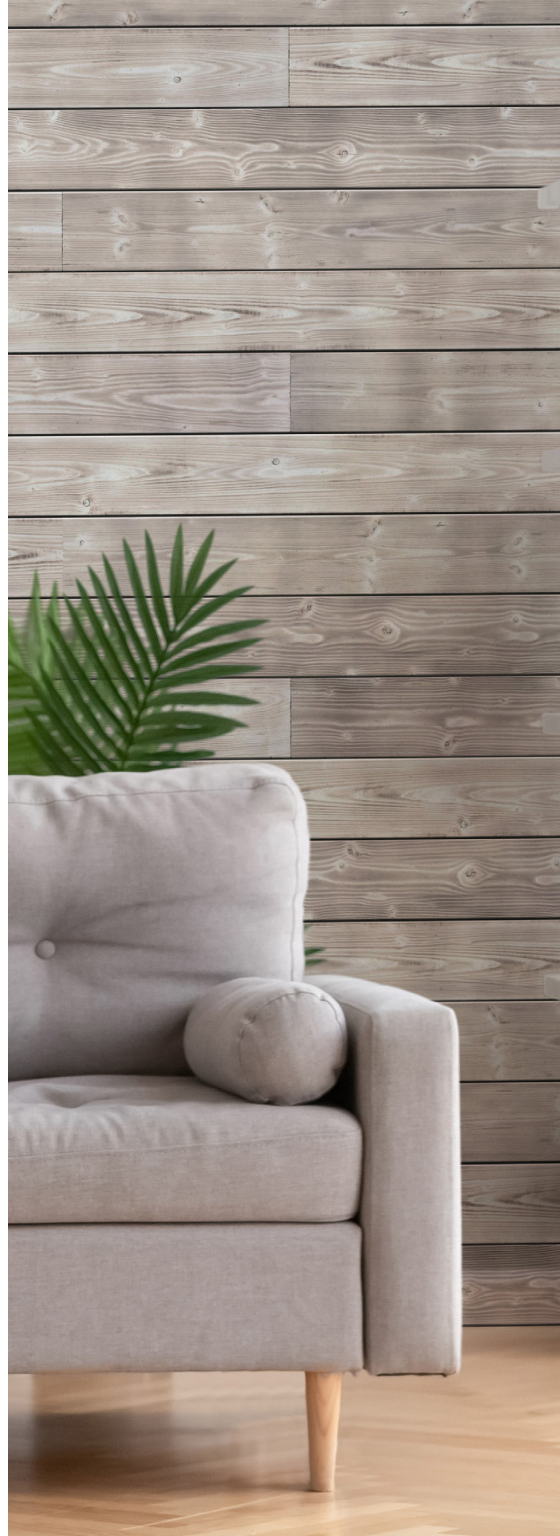
Mission

To elevate Edge as the premier brand for innovative siding, pattern and trim products.

Tagline

"Siding. Pattern. Trim."

Secondary Tagline
"Designed To Be Seen"

Brand Messaging

Values

Boundary-Breaking Design We aim to showcase creative and innovative design in everything we touch. From our website to marketing material, to the products we create, we intend to be a forerunner in the industry, pushing boundaries and setting new standards. When we say "creative," we mean unique, inspirational, and strategic. By "innovative," we mean original, new, and advanced—willing to take smart risks.

Collaboration We believe we're better together. From our internal team, across UFP Retail Solutions brands, to our partnerships, we are intentional with collaboration. It's important that we invest in relationships to develop a network and achieve our desired growth.

Relevance We are relevant by designing with our target audience in mind. We develop products pros and consumers desire. We don't waste our consumers' time with information or products that are not beneficial to them. We value our customers' feedback and use it to create better, more relevant products and world-class content.

Education It's important that we don't just create quality, inspiring products, but that we inform the buyer throughout the journey from inspiration to installation. We educate to make the consumer feel empowered and informed. To be a credible resource, we stay up to date on design trends, new products, and methods. We inform in simple terms and in a concise matter.

Strategy We make decisions based on research and data. We are specific with our objectives, and we know how to meet and measure our goals. We don't develop or market without a plan or purpose. We are retrospective in order to track progress and implement strategies.

Ease of Use From our products to our website, we aim to make every touchpoint seamless. We aspire to make projects easier and faster for all skill levels.

Personality

These traits are an embodiment of our values.

Personable
Relevant
Inspiring
Informative
Innovative
Strategic

Promise

1   We promise to provide unique, on-trend products that are intuitive and high quality.

2   We promise to continually inspire residential and commercial projects.

3   We promise to provide resources to empower, guide, and educate.

Brand Voice

Our brand messaging is what we say. Voice and tone are how we say it. Our voice and tone deliver our brand's personality through our messaging. Across all mediums, for all audiences, our voice always sounds…

Inspiring, Relevant, Personable, and Informative

Inspiring We are creative, motivational, and influential. We encourage and empower consumers to feel they can achieve the same look.

This looks like…

- Sharing design expertise, install tips, and innovative ideas
- Explaining how to accomplish a project in simple steps
- Displaying inspirational projects
- Creative language that is high energy but not hyperactive
- "You don't need to be knowledgeable on electric saws. You just need a desire to learn and figure it out!"

Relevant We are connected and evolving with our audience needs; appropriate and purposeful.

This looks like…

- Being the expert on current topics and trends
- Relatable language that's not overly serious
- Connecting to our audiences and giving them a platform to share
- Popular interest being a driving force
- "Gone are the days of mono-material, single-colored homes. Today, home designs are creatively using a wide variety of materials."

Personable We are relatable and approachable, and sophisticated, but not stuffy or pompous. We are "social chameleons," easily able to talk to anyone.

This looks like...
- Simple terms– writing for DIYers–not technical or wordy
- Being concise with our language, using bullets and white space, avoiding large blocks of text
- A welcoming and inviting tone that creates a sense of community
- Reaching out to make the connection first
- "Welcome to the Edge community. We're so glad you're here!"

Informative We are resourceful and empowering to the consumer.

This looks like...
- Sharing educational tools like brochures, project plans, videos, etc.
- Clearly explaining the how-to process
- Justifying our WHY with data and facts
- Being straightforward, insightful, and instructional with clear language
- "The distinct look of Charred Wood comes from an ancient technique known as 'shou sugi ban.'"

We primarily speak to our consumer audience across print and digital media. When we speak to our pro audiences, our language becomes richer in terminology and dives deeper into details.

Strategic Objectives

1

Build brand awareness.

2

Expand national reach of siding,
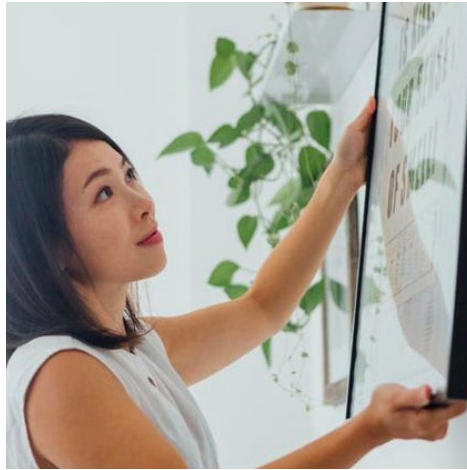pattern, and trim products.

3

Inspire projects with creative design ideas,
compelling photos, and resourceful information.

4

Establish strategic partnerships
with building pros and specifiers to provide
marketing content and social media influence

Audiences

The Avid DIYer

- Enjoys following design trends and new products
- Watches YouTube for how-to info
- Basic knowledge of home improvement and power tools

The Professional Builder

- Works with engineers, designers, and architects
- Close relationship with retailers
- Knowledgeable on patterns, species, finishes, & specs

The Specifier

- Follows design trends and is interested in new products to spec for custom projects

- General knowledge of siding, pattern, and trim and wants to learn more

- Looking for resources for clients and samples of product

Color Palette

Four Primary colors and two Secondary colors comprise the Edge palette.

Pantone 577U Green, Pantone 7545C Blue, Pantone 465C Gold,
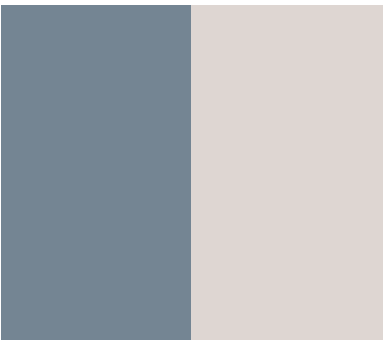and Pantone 413 GrayC make up the Primary palette.

Pantone 7544C Blue and Pantone 7527U make up the Secondary palette.

All colors are identified by their Pantone Matching System (PMS) numbers,
CMYK, RGB and HEX equivalents.

Primary Colors

PMS	577U Green	7545C Blue	465C Gold	413C Gray
CMYK	46c 15m 66y 1k	78c 60m 44y 25k	26c 40m 73y 3k	28c 22m 29y 0k
RGB	153r 177g 127b	69r 83g 98b	183r 150g 100b	186r 186g 177b
HEX	99b17f	455362	b79664	babab1

Secondary Colors

7544C Blue	7527U Beige
58c 41m 34y 4k	13c 11m 14y 0k
120r 134g 145b	219r 215g 211b
788691	dbd7d3

Logo Usage

The Edge logo is reproduced in either solid PMS 7545C blue with the "Edge bar" in solid PMS 577U green or solid PMS 577U green with the "Edge bar" in solid PMS 7545C blue (or each of their color equivalents).

The logo can also be reproduced as a reverse out of a color field of either PMS 7545C blue or PMS 577U green. When this technique is used, be sure to utilize the blue "Edge bar" on the PMS 577U green color field and the green "Edge bar" when using the reverse on the 7545C blue color field. Follow the same guidelines with or without the Edge tagline.

Edge "E" Bug

The Edge "E" bug is reproduced in PMS 7545C blue (or the color equivalent) with the reversed Edge "E" and the green "Edge bar." The bug will be used as a simplified version of our brand as visual support or to act in place of a logo that isn't readable e.g. a favicon (brand icon seen in the website url).

Some Edge Logo Don'ts

Avoid using the logo in any context outside of the above guidelines.

Don't change color relationships

Don't change logo proportions

Don't change logo typeface

Don't add any graphic effects

Don't rotate logo

Typography

Edge utilizes two font families:
Barlow and Caecilla

The Barlow font family is used for headlines, subheads, captions and small body copy.

The Caecilla font family is used for body copy only.

For use with designer-facing material, we've included a script font, Sinthya.

Barlow Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Barlow Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Barlow Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Caecilla Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Caecilla Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Sinthya Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Illustration Style and Graphic Elements

As shown throughout this guide, accompanying the design of our communications are a number of patterns that suggest the linear, geometric and natural grains of Edge products.

Any pattern is to be used sparingly as tinted background fields to create directional flow and interest.
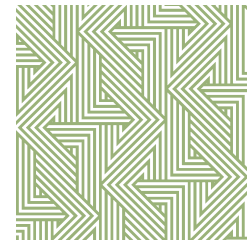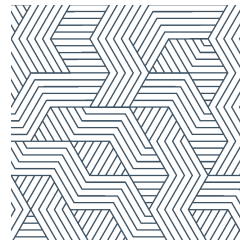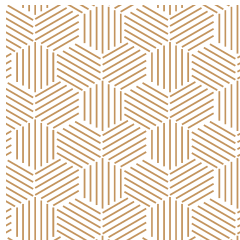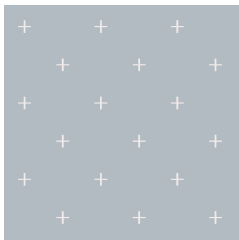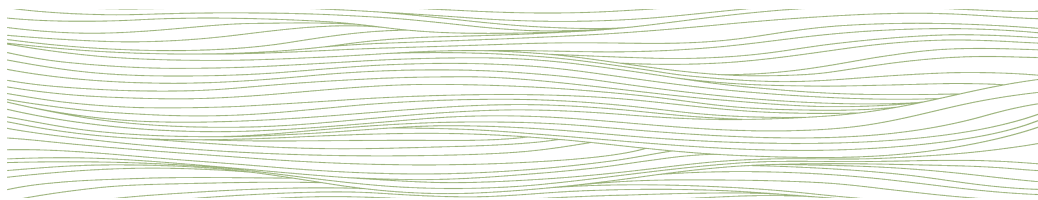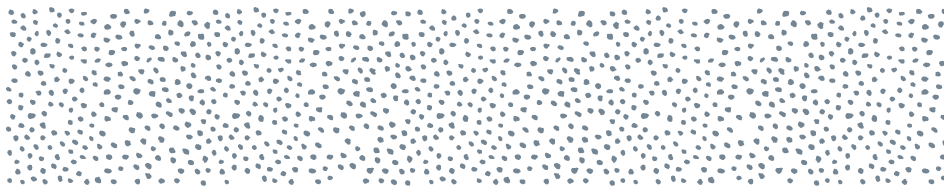
Photography Style

Edge has an inspirational photography style. Our images are the backbone of our brand, used across digital, print, and merchandising. We aim to highlight our products in well-lit spaces with current design styles. We aspire to have 80% of our images without people and 20% of our images with a human interaction. We strive to avoid using renders and overly photoshopped images when possible.