

THE  
**MASTER'S CRAFT**  
FLOORING COMPANY

BRANDING GUIDE

UPDATED JULY 2018

# WHO WE ARE

As we market and distribute wood flooring and related supplies, we are committed to use our business to support highly effective ministry in some of the most difficult places around the world.

## WHAT WE VALUE

Stewardship  
Elevating People  
Humble Work Ethics

## HOW WE SUCCEED

Strategic Partnerships  
People's Needs First  
Operationally Efficient

## MISSION

Changing the Why and the Way People Do Business

Providing Opportunity For People To Engage In Business As Mission

## TAGLINE

Your Go-To Flooring Supplier.  
Optional: Hardwood flooring + everything else.





# Our Voice

- Friendly*
- Helpful*
- Professional*
- Trustworthy*
- Energetic*

Our communication should always seek to convey these ideas. Whether answering the phone, writing an e-mail, or speaking to a customer.

Our customers are the heroes. We are the guide that helps solve their problems, and leads them to success in business and in life.

*In general, our customers have the following problems that our business must solve:*

## EXTERNAL

It's hard to find everything you need for your wood flooring business in one spot. That's why we stock a huge selection of flooring and supplies across our 12 Midwest locations.

## INTERNAL

We know that your livelihood depends on staying busy, profitable, and keeping your good reputation. That's why we are really good at getting you in and out quickly or delivering or shipping to wherever you are. We don't play games with pricing, and treat every customer equally when it comes to accessing volume discounts. We fully support the products we sell and are responsive if problems arise.

## PHILOSOPHICAL

We believe you deserve to do work you are proud of and be able to use your business for a higher purpose. That's why we want to change the Why and the Way people do business. We believe you don't have to sacrifice your skills or your career to help make the world a better place. We believe business can be used to help elevate people and be used for a purpose higher than profits.

## *Our plan*

1. **Call or visit.** Our showroom, Pro Shop and warehouses are stocked with everything you need.
2. **We deliver, or you pickup.** Get in and out fast, schedule a job site delivery or ship to a freight dock near you.
3. **Do work you are proud of.** We'll help you grow your flooring business with the best tools & supplies.

# LOGO

The logos below are the new standard for 2018 and future materials. The old M logo will no longer be used for new material, however it does not have to be replaced.

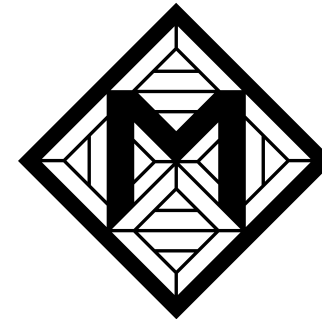
## Main logo:



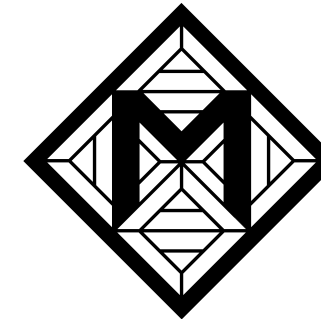
## Alternative logos:



## Symbol:



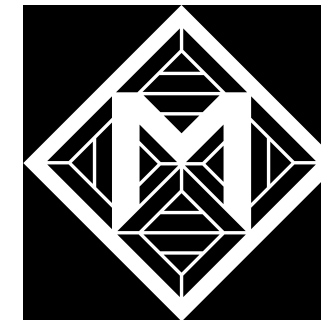
Black with white  
Main symbol



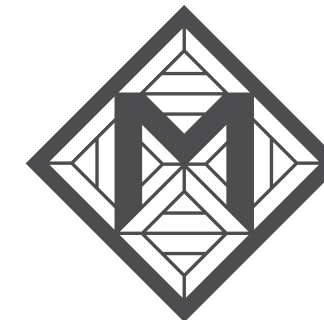
Black transparent



Blue transparent



White transparent



Gray transparent

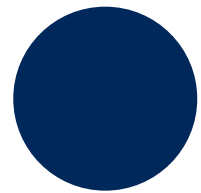
These symbols may be used by themselves or with the main logo like so:



# COLORS

Below are the colors for each category. They may be used for other designs, but must be respected for their particular categories (ie. website colors can be used on posters, but other colors shouldn't be used on the website).

## Corporate colors



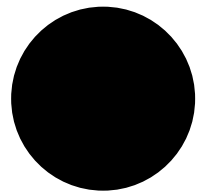
TMC Blue

PANTONE 280 C

#3F648F

1, 33, 105

99, 69, 0, 59

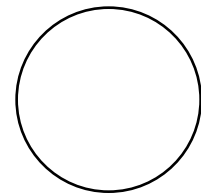


Midnight

#000000

0, 0, 0

0, 0, 0, 100



Snow

#ffffff

255, 255, 255

0, 0, 0, 0

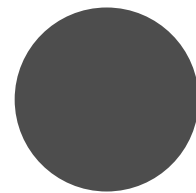


Starlight

#eeeeee

238, 238, 238

0, 0, 0, 7



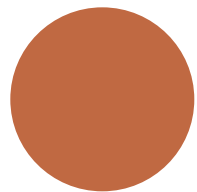
Mine Shaft

#4d4d4d

77, 77, 77

0, 0, 0, 70

## Website and email colors



Brown Rust

#c16a42

193, 106, 66

20, 67, 81, 6

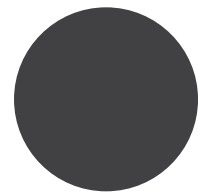


Spring Wood

#eeeadc

238, 234, 220

0, 2, 8, 7

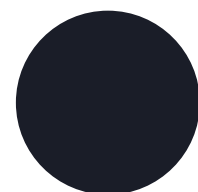


Ship Gray

#414042

65, 64, 66

2, 3, 0, 74



Mirage Blue

#1a1d28

26, 29, 40

35, 27, 0, 84



Sandal

#f4f1e6

244, 241, 230

0, 1, 6, 4

# TYPOGRAPHY

Below are the fonts for each category. They may be used for other designs, but must be respected for their particular categories (ie. website fonts can be used on posters, but other fonts shouldn't be used on the website).

## Corporate fonts

Logo: **Alternate Gothic No3 D**

Body text: Open Sans

## Website fonts

Headlines: **Eczar**

Body text: Open Sans

## Email fonts

Headlines: Helvetica

Body text: Helvetica

# Our Other Brands

- Tradewinds
- FloorNose
- Louver Vent Co.



# The Louver Vent Co.

*Logo:*



THE LOUVER

*Fonts:*

Averia Serif Libre Regular

# FloorNose

*Logo:*



*Fonts:*

Avenir Next Medium