



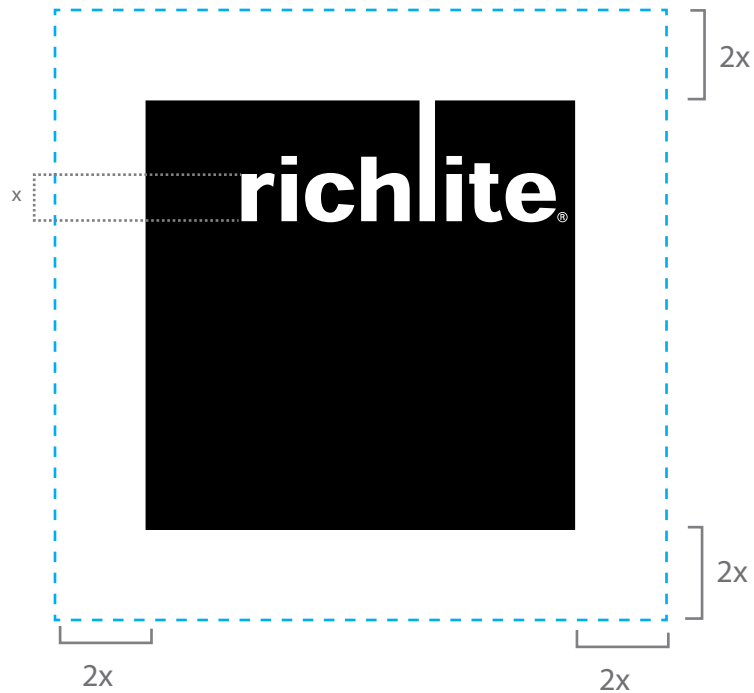
## **Usage Guidelines**

The purpose of this document is to help you apply the Richlite identity correctly and consistently when you create marketing and other collateral materials. Our identity is a valuable brand asset; it needs to be handled with care and consideration. Thank you in advance for adhering to our usage guidelines.



## **Logotype**

The Richlite logotype is the most important element of the Richlite identity. It is important to apply the logotype properly and consistently across all media to maintain a unified brand image.



## Clearspace

To ensure high visibility and an uncluttered presentation, always maintain “clear space” around the signature. Determine the signature’s clear space by measuring the size of the lowercase letter “r” from the Richlite logotype (“x” in the diagram above). An area equal to twice this distance should be kept clear around all sides of the signature. The height of “x” will increase or decrease in proportion to the size of the logo.



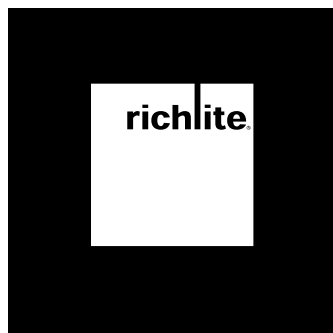
Primary logo in Rich Black



Primary logo in Color



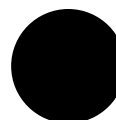
One Color Black



One Color Reversed



Pantone	Cool Gray 10
CMYK	0.0.0.60
RGB	128.130.132
Hexadecimal	808284



Pantone	Black
CMYK	30.30.30.100
RGB	0.0.0
Hexadecimal	000000

*Note: Do not use this reproduction for color matching; refer to the Pantone® color swatch books when specifying ink colors.*

## Colors

Brand colors, carefully applied will impart a consistent look and feel to all Richlite communications. Never substitute different colors for the identity.

When color reproduction is not an option the logo should be used in black or white. In instances where a neutral background is used, please use the highest contrast option.



Do NOT change logo colors



Do NOT recreate the logotype or substitute fonts



Do NOT change logo proportions

**richlite**

Do NOT isolate the logotype from the logomark.



Do NOT change logo configuration



Use the appropriate resolution for each application.  
Whenever possible use the EPS version of the logo

## Incorrect Uses

Correct and consistent use of our identity will establish and maintain the strength of our brand. The signature must not be reconfigured. Never alter or distort the logotype with graphic treatments.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Myriad Pro Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

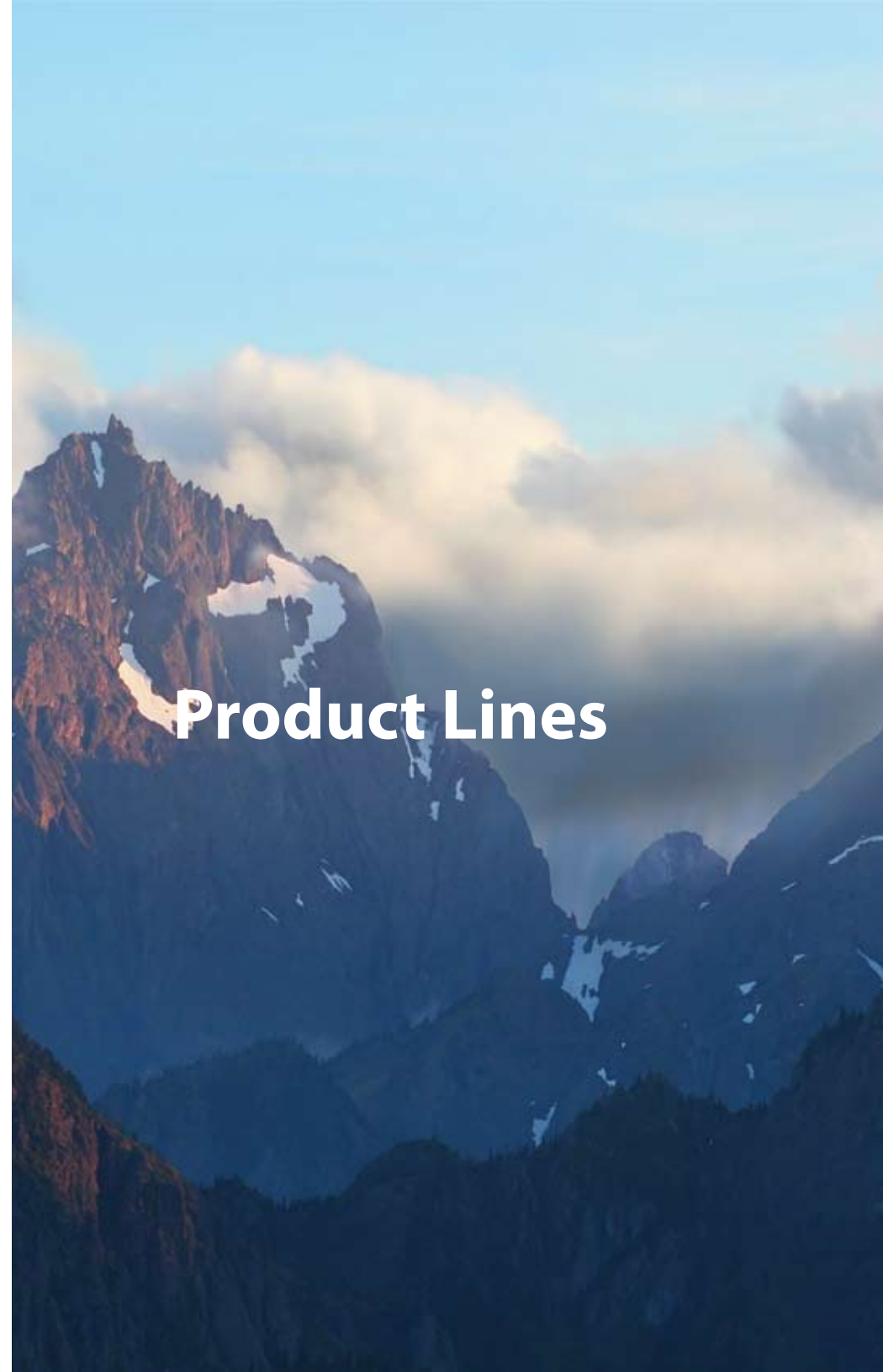
Myriad Pro Bold

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

Myriad Pro Italic

## Typography

Typography is an important tool in supporting our brand and establishing a consistent look. The primary typeface for Richlite is the Myriad Pro typeface family. Avoid using other typefaces in our collateral materials to ensure consistency in the look of our brand. You may use a combination of weights to create visually interesting and consistent page layouts or to change typographic emphasis. Instances where Myriad Pro is not available or practical, e.g., HTML text, please use Arial as a substitute typeface.



## Product Lines

**cascade**<sup>TM</sup>



**cascade**<sup>TM</sup>

**rainshadow**<sup>TM</sup>  
The Natural Rainscreen

**rainshadow**<sup>TM</sup>  
The Natural Rainscreen



**Richlite Cascade and RainShadow Logotypes**

Richlite's product logotypes are an important facet of the Richlite product line. It is important to apply the logotype properly and consistently across all media to maintain a unified brand image.



## **Sample Marketing Material**



#### Contact your distributor:

**Northwest / AR / BW**  
Echelon Woods  
408.385.7878  
info@echelonwoods.com

**N. Cal / Reno**  
Curtis Lee  
916.373.3330  
clee@curtislee.com

**N. Cal / Vegas / PH / AZ**  
CALPEX  
951.399.0887  
info@calpexinc.com

**Orlando**  
C.R.P.P.  
407.233.0400  
corporate@crpp.com

**Colorado**  
Building Specialties  
800.363.0476  
info@building-specialties.com

**New Mexico**  
CRPP  
505.944.8811  
info@crpp.com

**Mid West / South**  
D.M. Lee  
940.376.8221  
info@dmlee.com

**Northwest**  
Berkman / Eco Supply  
800.843.7600  
berkman@ecosupply.com

**Mid Atlantic**  
Berkman / Eco Supply  
800.843.7600  
berkman@ecosupply.com

**Southwest**  
Berkman / Eco Supply  
800.843.7600  
berkman@ecosupply.com

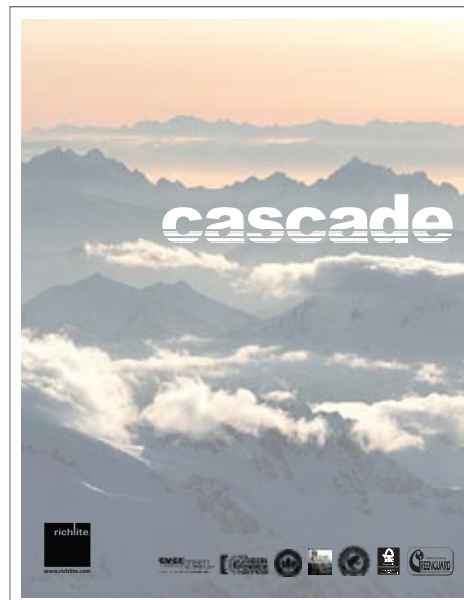
**Canada**  
Designers Choice  
905.238.1980  
info@designerschoice.ca

**United Kingdom**  
CJ Anderson Timber Products  
0845 326 2121  
info@cjanderson.co.uk

**Richlite Company**  
800.385.5533  
www.richlite.com  
info@richlite.com

CIRCLE 36

Richlite is a registered trademark of Richlite Company.



**Richlite OCC**  
made from 50% Old Corrugated Cardboard

Richlite OCC features and benefits:

- Made with 50% OCC
- No dyes or pigments are added to achieve the rich color
- Durable non porous construction
- Stain and scratch resistant
- Heat resistant
- Able to accommodate long spans and cantilevers without additional support

For more information, visit [www.richlite.com](http://www.richlite.com) or call **888-385-5533**

Richlite Company  
624 E. 15th Street Tacoma, WA 98421  
info@richlite.com

## Richlite® Sustainability

For 65 years Richlite Company has been devoted to producing a quality product that is aware of the environment it is produced in. Our company will always be committed to improving our sustainable practices while never sacrificing quality.



During manufacturing, the waste from processing our raw materials is converted into energy used to sustain our heating system. This occurs during the paper saturating process where we now use 83% less fuel. Our innovative WE™ manufacturing design captures solvents left over from the manufacturing process and recycles it back as energy into our heating system. Traditional RTO horizontal saturating lines emit four to five times the amount of CO2 as Richlite's new WE™ manufacturing system.



Richlite began tracking emissions in 2005 using the Greenhouse Gas Protocol (GHG Protocol), which was developed through a partnership between the World Resources Institute and the World Business Council for Sustainable Development. Richlite has made great strides in reducing carbon emissions, however, we continually review our three different scopes of emissions. We developed our WE™ manufacturing system which will greatly help reduce emissions from the factory. The greatest part of our current emissions, however, comes from Scope 3 - specifically out-bound freight, where we have taken the first step of using only Smartway™ Transport Partnership carriers to reduce emissions.



Richlite is GREENGUARD Indoor Air Quality Certified™ and meets the criteria for GREENGUARD Children & Schools™ Certification. The GREENGUARD Certification program recognizes interior building materials and products that meet the most stringent chemical emissions standards deemed safe and appropriate for use in residential and commercial buildings, including educational (daycare and K-12) environments. GREENGUARD Environmental Institute (GEI) is an industry independent, non-profit organization that oversees the GREENGUARD Certification Program. Please download Richlite's GREENGUARD certificate at [www.greenguard.org](http://www.greenguard.org).



All Richlite materials are made either with FSC Certified or post consumer recycled paper. The non-recycled products utilize fibers from the rapidly renewable eucalyptus tree. r50 uses 50% Old Corrugated Cardboard (post consumer waste) and r100 uses 100% recycled FSC Certified paper. FSC™ is a global non-profit organization devoted to encouraging the responsible management of the world's forests. FSC™ sets high standards that ensure forestry is practiced in an environmentally responsible, socially beneficial, and economically viable manner. See Richlite's FSC Certificate at [www.fsc.org](http://www.fsc.org).



Richlite Company 624 E. 15th Street | Tacoma, WA 98421 | info@richlite.com | [www.richlite.com](http://www.richlite.com)

## Richlite Marketing Material

It is of primary importance that all Richlite marketing material be presented professionally and consistently. Above are samples of the brand appropriately applied. If you have questions about proper brand representation, please contact Richlite marketing for assistance and approved usage.

richlite.

[www.richlite.com](http://www.richlite.com)