



BRAND EXPRESSION
GUIDELINES 3.0

MARVIN 

“
The heart of
our brand
is possibility.”

PAUL MARVIN CEO

TABLE OF CONTENTS

BRAND OVERVIEW 4

Introduction 5
Our Brand..... 6
Brand Expression Characteristics 12

IDENTITY 13

One Master Brand..... 14
Logo..... 16
Minimum Clear Space..... 17
Size 18
Size: Smaller Applications..... 20
Size: Posters..... 21
Size: Large Scale 22
Alignment: Preferred..... 23
Alignment: Centered..... 24
Alignment: With Other Elements 25
Vertical Orientation..... 26
Co-Branding..... 27
Color: Positive 31
Color: Reversed..... 30
Color: Single Color 32
Color: Identity on Yellow..... 34
Color: Rose Colors..... 35
Using The Rose Alone 36
Incorrect Identity Usage 37

COLOR 38

Color..... 39
Palette: Primary..... 40

Palette: Neutrals..... 41
Palette: Collections..... 42
Palette: Neutrals Examples 44
Palette: Collections Usage 45
Palette: Collections Tradeshow..... 47
Palette: Overprinting Yellow..... 48
Palette: Paint Options..... 49
Palette: Accents..... 50
Using Yellow Type 51
Using Type on Yellow Backgrounds 52
Incorrect Color Usage..... 53

TYPOGRAPHY 54

Primary: Nationale 55
Readability..... 56
Weights..... 57
System Font: Arial 58
Secondary: Tabac G2 59
Using Type 61
Incorrect Type Usage 62
Collections: Covers..... 63
Collections: Examples 64

IMAGERY 65

Photography: Lifestyle 66
Photography: Architectural Environments 68
Photography: Products 69
Videography: Product Focus 70
Videography: Architect Focus 71
Icons 72

VOICE + TONE 73

Introduction 74
How We Sound 75
Sample Brand Copy..... 76
Sample Product Copy 77
Speaking to Different Audiences 79
Writing About Well-Being..... 81
Style..... 85
Style: General Guidelines..... 86
Style: Grammar and Punctuation 89
Incorrect Language Usage 90

EXAMPLES 91

Examples..... 92

RESOURCES 98

Downloads: Logos for Print..... 99
Downloads: Logos for Digital 100
Downloads: Imagery 101
Downloads: Typography 102
Downloads: Color Palettes..... 103
Legal 104
Contact 106

BRAND OVERVIEW

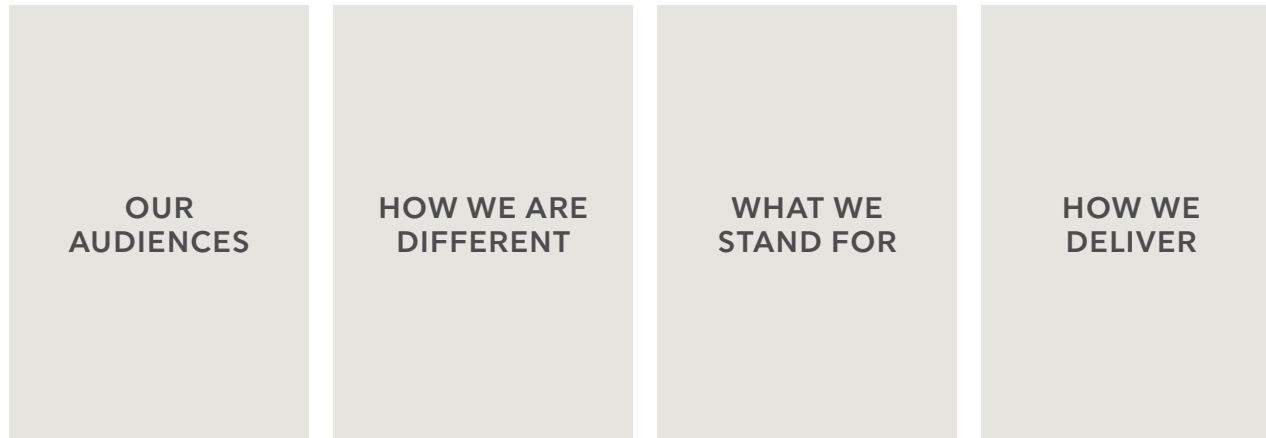
INTRODUCTION**Our brand is more than a logo.**

The Marvin brand expresses our purpose and values, bringing energy and setting the tone for how people feel about and interact with our company. We've carefully considered every element—logo, typography, color, imagery, voice and tone, and beyond—to give shape and momentum to the evolving direction of our company.

How our brand shows up in the world matters. We designed these guidelines to help you make decisions when working with our visual and verbal expression. We ask that you follow them closely, and let us know if you have questions. Through careful and consistent branding, we will help Marvin stand out in the market, and make our purpose and values real to people inside the organization and out.

OUR BRAND

Our brand strategy is built on four pillars:



WHO WE**SERVE**

Many distinct groups of people depend on Marvin. While each audience has different needs, they share a common outlook. We call them **Purposeful Creators**.

PURPOSEFUL

- Intentional in their actions
- Determined in their approach
- There is meaning behind each decision

CREATORS

- Imagine how their ideas might come to life
- Create experiences that reflect their values and beliefs
- Have the ambition to make a vision possible

HOW WE ARE**DIFFERENT**

There is one thing we do better than everyone else.
Marvin designs with **Human-Centered Ingenuity**.

HUMAN-CENTERED

- Leads with empathy
- Solves real user needs

INGENUITY

- Imagines and brings to life new, relevant experiences
- Creates solutions that challenge the status quo
- Represents creativity, perceptual nature, and expertise

WHAT WE

STAND FOR

Throughout our history and into the future, Marvin has always been a story of **possibility**.

- We believe in the noble pursuit of better
- We say “what if” when others say “it’s good enough”
- We put people first to offer products, experiences, and services that help people live better

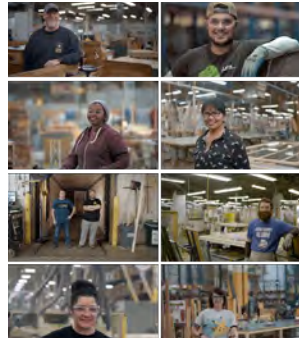
HOW WE**DELIVER**

Five defining principles help bring our brand's character to life in real, tangible ways for both internal and external audiences. While some are born from our evolved vision, most are rooted in the things that have always been true at Marvin.



**PURPOSE-DRIVEN
COMPANY FOCUSED
ON WELL-BEING**

An aspiration and commitment to developing products, services, and experiences that help people live better in the built environment.



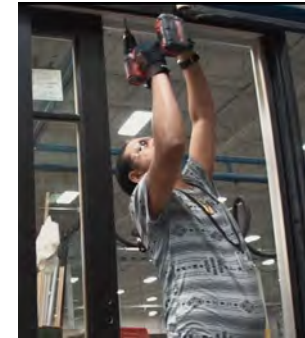
**UNWAVERING
VALUES**

A culture committed to living our values, especially when it's hard: do the right thing, be stronger together, think differently, raise the bar, and believe it's possible.



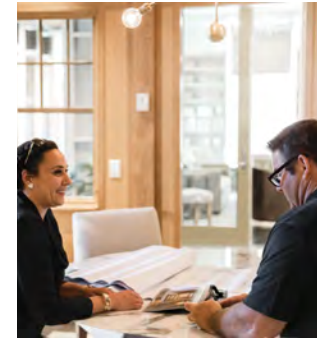
**HUMAN-CENTERED
DESIGN LEADERSHIP**

We take an empathetic, human-centered approach in order to understand users' latent needs and create beautiful, high performing, innovative solutions.



**EVIDENT
QUALITY**

Our products are crafted with mastery and exceptional skill to deliver quality you can see, touch, and feel—and performance that stands the test of time.



**TRUSTED
PARTNERSHIP**

A commitment to cultivating long-lasting and trusting relationships with our customers, channel partners, suppliers, and communities.

BRAND

STRATEGY

SUMMARY

How it all comes together:

WE EXIST...

To imagine and create better ways of living

FOR...

Purposeful Creators

WHO VALUE...

Human-Centered Ingenuity

TO ENABLE...

Possibility

SUPPORTED BY OUR BRAND PRINCIPLES

PURPOSE-DRIVEN COMPANY FOCUSED ON WELL-BEING

An aspiration and commitment to developing products, services, and experiences that help people live better in the built environment.

UNWAVERING VALUES

A culture committed to living our values, especially when it's hard: do the right thing, be stronger together, think differently, raise the bar, and believe it's possible.

HUMAN-CENTERED DESIGN LEADERSHIP

We take an empathetic, human-centered approach in order to understand users' latent needs and create beautiful, high performing, innovative solutions.

EVIDENT QUALITY

Our products are crafted with mastery and exceptional skill to deliver quality you can see, touch and feel—and performance that stands the test of time.

TRUSTED PARTNERSHIP

A commitment to cultivating long-lasting and trusting relationships with our customers, channel partners, suppliers, and communities.

BRAND**EXPRESSION****CHARACTERISTICS**

Guided by our brand principles, the following characteristics help define our visual and verbal expression. Following them will help you bring our brand to life in both design and writing.

PURPOSE-DRIVEN

Remains true to purpose over popularity.

INTENTIONAL

Infuses everything with meaning.

DESIGN-FORWARD

Designs with thoughtfulness and beauty.

BOLD

Acts with quiet confidence.

HUMAN-CENTERED

Focuses on solving the human challenge.

BRIGHT

Uses brightness to convey optimism and belief in what is possible.

STRAIGHTFORWARD

Stays honest and direct, never trying to fool through embellishment.

IDENTITY

ONE BRAND

We are one brand

- The Marvin Windows and Doors and Integrity Windows and Doors brands were retired in 2019; They were combined under one brand: Marvin
- Marvin should be referred to only as Marvin, not Marvin Windows and Doors or Marvin Family of Brands
- We no longer use a tagline

YELLOW ROSE STORY

In 1968, when Colle McVoy was hired as our first advertising firm, Marvin was just a small company with the right idea. Colle McVoy felt it necessary that Marvin not only have a unique theme but a distinctive symbol or trademark as well. Their suggestion was to “sell the difference.”

Marvin Windows replaced the name Marvin Millwork. A stacked “MW” graced by a yellow rose became the new logo. The flower gave rise to a new advertising slogan, “Built for northern winters and southern charm.”

Gordy Augustson, who worked for Colle McVoy at the time our logo, theme and symbol were chosen, said, “The idea came to mind that a yellow rose cannot flourish without an ideal environment, and that the wood and insulating glass of Marvin windows would be able to provide just that ‘perfect environment’ that the yellow rose needed.”

And as second-generation leader Bill Marvin said, “It adds a touch of class.”

Marvin’s yellow rose has remained from its inception, representing the strength and beauty Marvin windows and doors provide. Today, with the passage of time and as the company has evolved, the rose has become synonymous with Marvin. Current CEO Paul Marvin reflects, “It’s a singular symbol that represents everything Marvin is today ... our purpose, values, proud history and shared future.”



OUR

COLLECTIONS

Under the Marvin brand, our offerings are organized into three collections, making it easier for customers to navigate, select and sell with the right products across our portfolio.

MORE FLEXIBLE

LEVEL OF DESIGN DETAIL AND CUSTOMIZATION

MORE STREAMLINED

SIGNATURE

MARVIN SIGNATURE® COLLECTION

ULTIMATE PRODUCTS

The Ultimate product line features beautiful design, exceptional craftsmanship and nearly limitless opportunities for customization, so you can add style to any space. Ultimate wood and wood-clad windows and doors are available in our most extensive selection of shapes, styles, sizes and options.

MODERN PRODUCTS

Inspired by the needs of architects and builders, our Modern product line emphasizes the simplicity and large expanses of glass that homeowners seek in a modern home. With its innovative high-density fiberglass material, leading thermal performance and consistent narrow sightlines, it's a smart and seamless approach to modern design.

COASTLINE PRODUCTS

Available in Southeast coastal regions, Coastline windows and doors are designed for beauty and built for protection. The diverse style and feature options allow you to deliver on a wide range of project demands, and all Coastline products are engineered to withstand the challenges of coastal weather like driving rains and hurricane-force winds.

ELEVATE

MARVIN ELEVATE® COLLECTION

ELEVATE PRODUCTS

Elevate products strike a perfect balance between enduring style and unmatched performance. The warm wood interiors can be finished to match a wide range of architectural designs and the Ultrex® fiberglass exterior provides strength, durability, and high-performing thermal properties that excel in harsh climates.

ESSENTIAL

MARVIN ESSENTIAL™ COLLECTION

ESSENTIAL PRODUCTS

Built with Marvin's proprietary Ultrex® fiberglass, Essential windows and doors resist fading, chalking, peeling and cracking as Ultrex is eight times stronger than vinyl. Simpler features and options streamline the ordering process and make Essential products a project-friendly choice.

LOGO

The Marvin logo is comprised of two elements: the wordmark and the rose. The wordmark is crafted from a customized typeface and must not be recreated using other typefaces. Similarly, the rose should not be altered or recreated in any way.

MARVIN®

**THE LOCKUP**

The relationship between the wordmark and the rose has been carefully considered. Do not alter the supplied artwork.

WORDMARK

Leveraging a custom, design-forward typeface, our wordmark expresses the strength and reputation of the Marvin name and brand.

THE ROSE

Representing the strength and beauty of Marvin products and services, the rose has evolved to symbolize everything Marvin is today: our purpose, values, proud history and shared future.

MINIMUM

CLEAR SPACE

The logo should **always** be surrounded by a clear space that is **at least** half of the size of the rose ($\frac{1}{2}X$ with the rose = X). If available, more clear space is encouraged. To protect our identity, do not place other logos, type, imagery, or other graphical elements within the boundaries of the minimum clear space.

MINIMUM CLEAR SPACE = $\frac{1}{2}X$

↑ OBJECT BORDER OR PAGE EDGE

SIZE:

The logo has been created to be used at 100% scale. This size was determined to be the optimal size for most hand-held applications. Do not scale the logo for any common applications up to 11" x 17". This will provide consistency across our collateral.



ACTUAL SIZE = 1.625" WIDE

POSTCARD
4" X 6"



TRI-FOLD
BROCHURE
3.5" X 8.5"



TWO-PAGE AD
11" X 17"



BOOKLET
6" X 9"



BROCHURE /
SINGLE-PAGE AD
8.5" X 11"

SIZE

CONTINUED



For consistency across all hand-held collateral—larger than a business card, and up to tabloid size—the logo art should be placed at 100% and not scaled larger or smaller.

SIZE:

SMALLER

APPLICATIONS

Some smaller applications are intended to be viewed at close range. Scaling the logo to 75% is suitable for these instances.



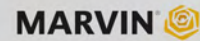
SIZE:

POSTERS

Applications intended to be viewed at farther distances require a larger logo. For large format applications, like posters, we've established these minimum-size parameters to be used across larger applications.

OUR PURPOSE

Imagine and create better ways of living.



OUR VALUES

- Do the right thing.
- Be stronger together.
- Think differently.
- Raise the bar.
- Believe it's possible.

MARVIN

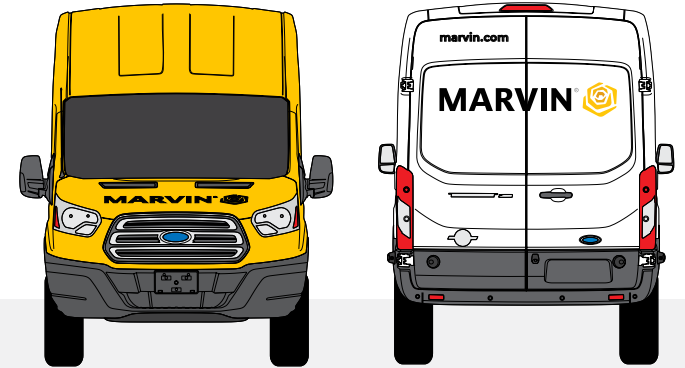
FOR POSTERS UP TO 24" X 36"
THE MINIMUM LOGO SCALE IS 300%

FOR POSTERS SIZED
11" X 17" THE MINIMUM
LOGO SCALE IS 150%



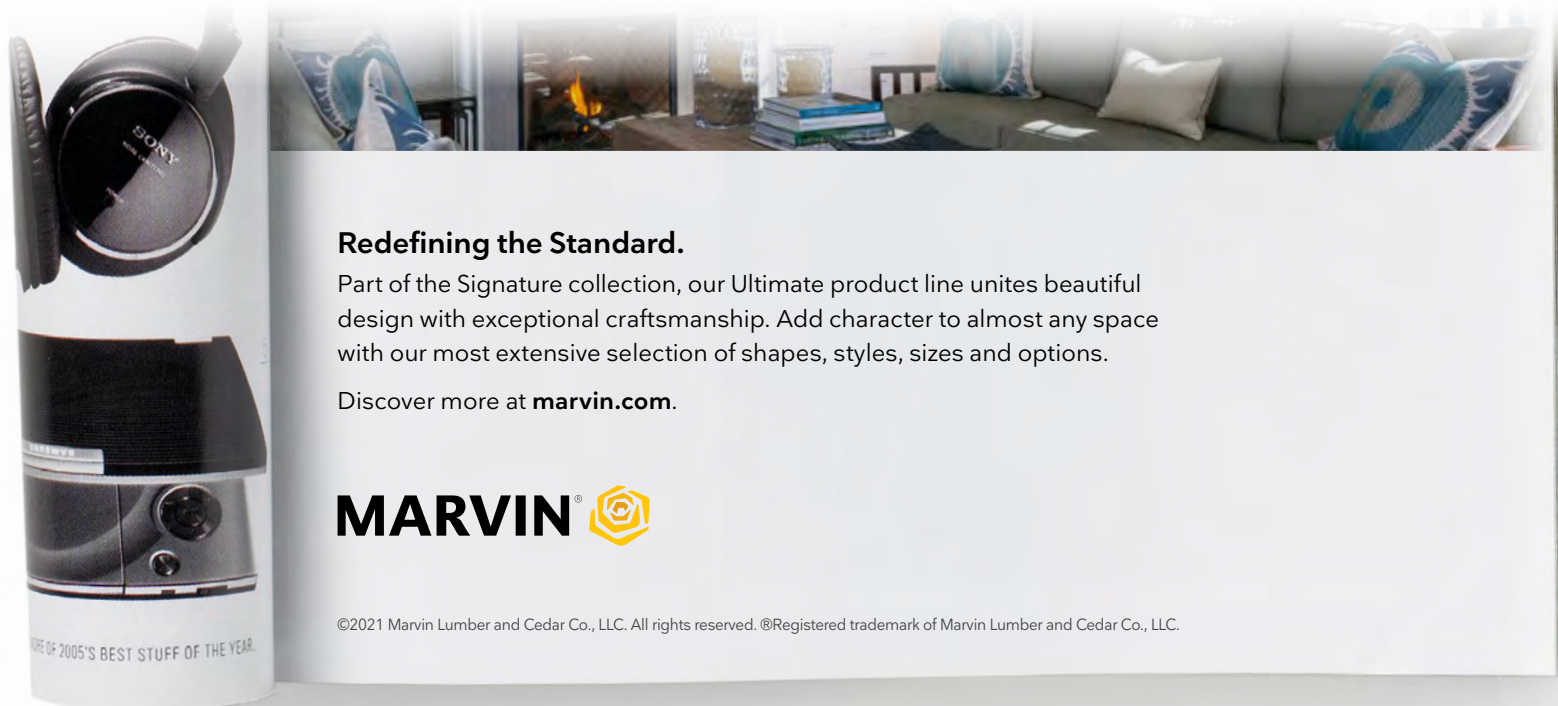
SIZE:**LARGE SCALE**

For larger-scale applications intended to be viewed at great distances, please consult the **Marvin Creative Studio** for size guidance.



ALIGNMENT:**PREFERRED**

The Marvin logo is an important design element and it should be thoughtfully considered when being placed in layout. Because the logo begins with type, it aligns well with copy aligned flush-left. This is our preferred alignment. However, in some cases it may be desired to place the logo on the right, which is an acceptable solution.

**Redefining the Standard.**

Part of the Signature collection, our Ultimate product line unites beautiful design with exceptional craftsmanship. Add character to almost any space with our most extensive selection of shapes, styles, sizes and options.

Discover more at marvin.com.

MARVIN 

©2021 Marvin Lumber and Cedar Co., LLC. All rights reserved. ®Registered trademark of Marvin Lumber and Cedar Co., LLC.

ALIGNMENT:**CENTERED**

Though not preferred, in some cases it may be more appropriate for the Marvin logo to align in the center of a layout. Centered placements are ideal for applications that are formal, customarily centered, or when there's a need to accommodate multiple elements. Centering the logo should be done only when necessary.

VIDEO**CO-SPONSORSHIP**

ALIGNMENT:

WITH OTHER

ELEMENTS

When aligning the logo beside other elements, like type or imagery, always align with the baseline or cap height of the Marvin wordmark.

BASELINE ALIGNMENT



Modern.

We've considered every detail.
Windows and doors that pairs pure
category-leading energy performance.

www.marvin.com/modern

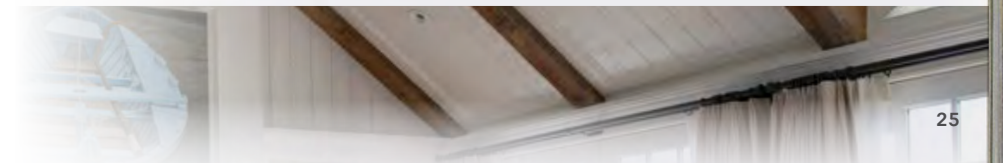


CAP-HEIGHT ALIGNMENT

MODERN
PRINCIPLES.



MARVIN
INNOVATION.



VERTICAL

ORIENTATION

The Marvin logo should always be displayed upright and preferably horizontal. In cases where a vertical orientation is necessary, the logo can be rotated 90° clockwise. It should display from top down, starting with the type, and ending with the rose.



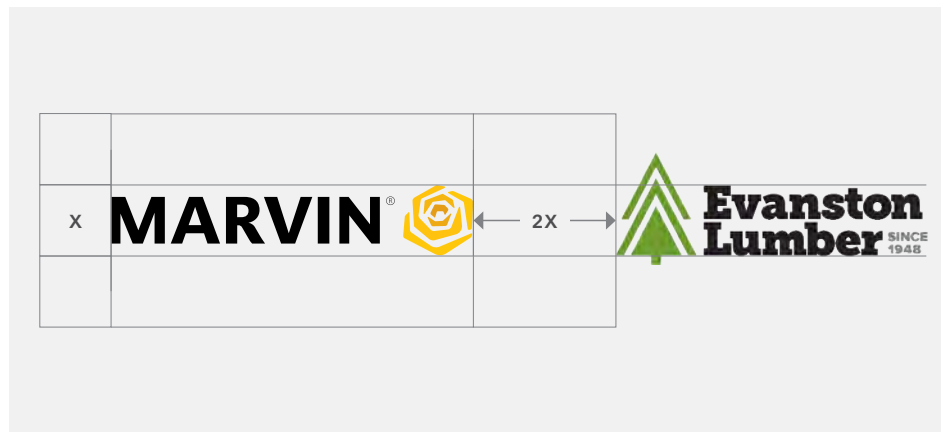
CO-BRANDING

ALIGNMENT:

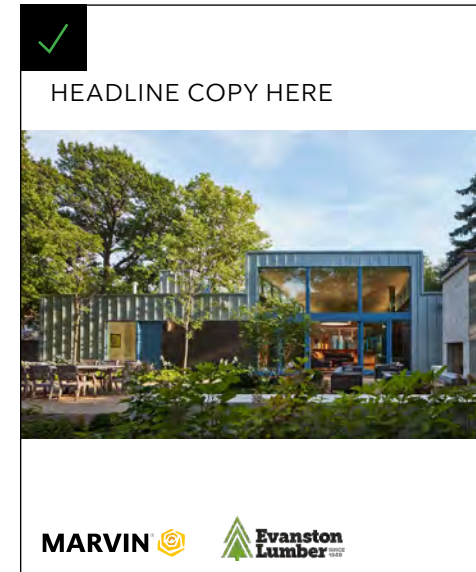
When using the Marvin logo in conjunction with other brands, special attention is required. Follow these rules when placing the Marvin logo in context with another logo.

- The Marvin logo should always be displayed first, if possible
- It should be visually equal in size and importance amongst any other logos
- The full-color version is preferred, but one-color options are also acceptable
- Utilize the minimum established clear space; **2X beside and 1X above/below**
- X = height of the rose

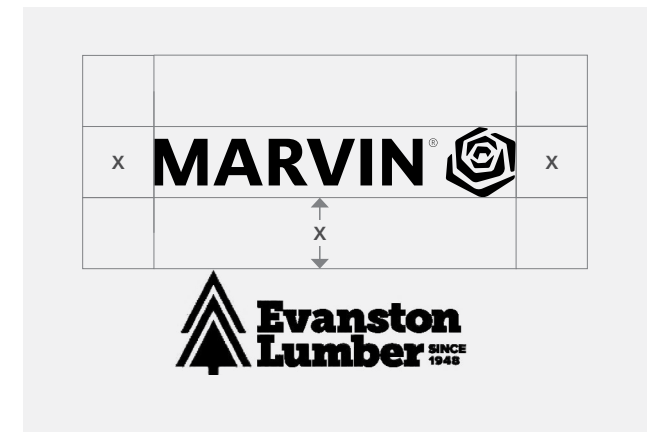
**PARTNER LOGO BESIDE
MINIMUM CLEAR SPACE = 2X**



**EXAMPLE OF CORRECT
LOGO PLACEMENT**



**PARTNER LOGO BELOW
MINIMUM CLEAR SPACE = 1X**

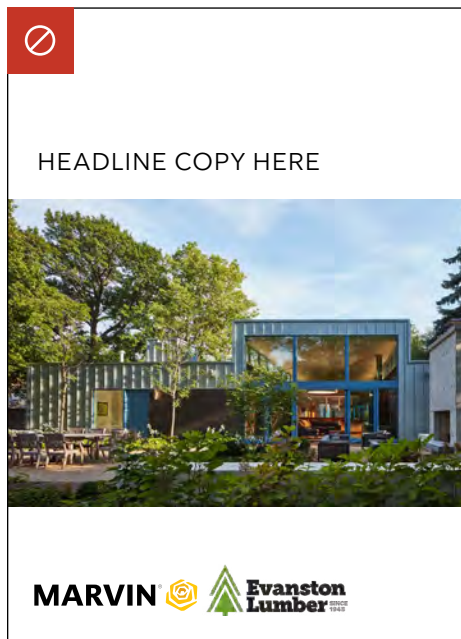


INCORRECT

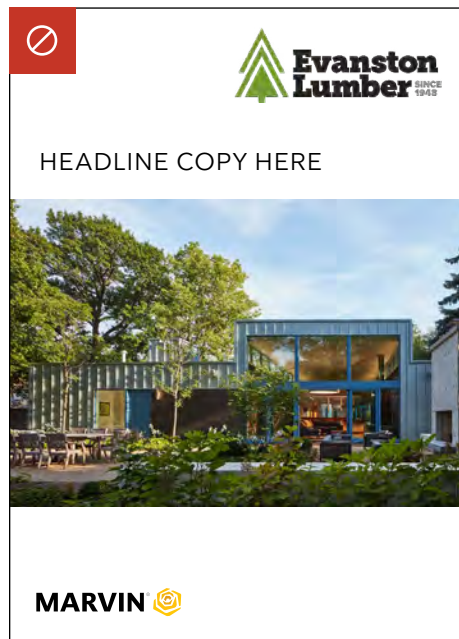
CO-BRANDING

When using the Marvin logo in conjunction with other brands, special attention is required. The Marvin logo should be given adequate clear space, be visually equal in size and not altered in any way.

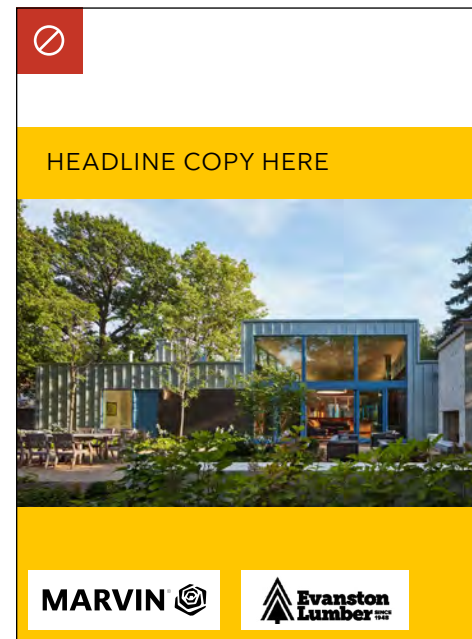
NOT ENOUGH CLEAR SPACE



NOT EQUAL IN SIZE



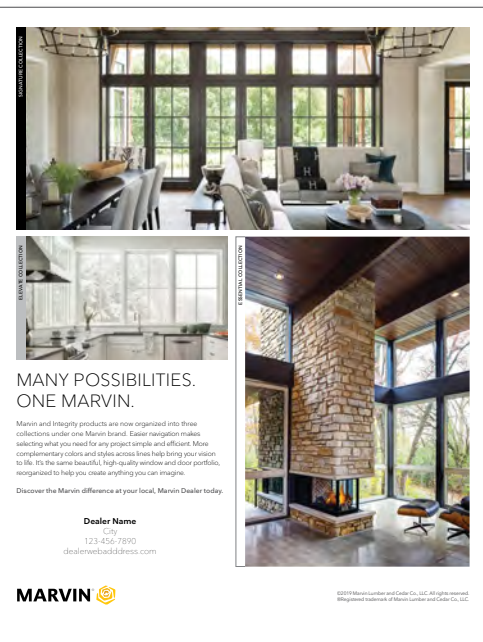
NOT USING TRANSPARENT BACKGROUNDS



CO-BRANDING

AD EXAMPLES

When using the Marvin logo in conjunction with another brand, special attention is required. The Marvin logo may be paired with no more than one additional logo, such as that of a dealer or distribution partner, in a print ad, flyer, sell sheet or similar. In the instance that multiple partners will be mentioned, see below for layout examples in text only.



MANY POSSIBILITIES. ONE MARVIN.

Marvin and Integrity products are now organized into three collections under one Marvin brand. Easier navigation makes selecting what you need for any project simple and efficient. More complementary colors and styles across lines help bring your vision to life. It's the same beautiful, high-quality window and door portfolio, reorganized to help you create anything you can imagine.

Discover the Marvin difference at your local Marvin Dealer today.

Dealer Name
City
123-456-7890
dealerwebaddress.com

MARVIN

©2019 Marvin Lumber and Cedar Co., LLC. All rights reserved. ®Registered trademark of Marvin Lumber and Cedar Co., LLC.



IT'S EASIER THAN YOU THINK.

We know replacing windows can feel a bit daunting. But it doesn't have to be that way. With the right guidance, replacing a problem window or door can be, dare we say, enjoyable.

Discover a smarter way to replace. Contact your local Marvin Replacement Specialist today.

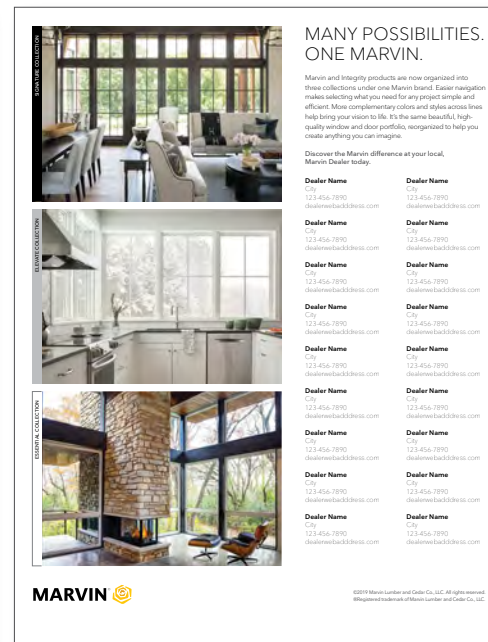
Dealer Name
City
123-456-7890
dealerwebaddress.com

Dealer Name
City
123-456-7890
dealerwebaddress.com

Dealer Name
City
123-456-7890
dealerwebaddress.com

MARVIN

©2019 Marvin Lumber and Cedar Co., LLC. All rights reserved. ®Registered trademark of Marvin Lumber and Cedar Co., LLC.



MANY POSSIBILITIES. ONE MARVIN.

Marvin and Integrity products are now organized into three collections under one Marvin brand. Easier navigation makes selecting what you need for any project simple and efficient. More complementary colors and styles across lines help bring your vision to life. It's the same beautiful, high-quality window and door portfolio, reorganized to help you create anything you can imagine.

Discover the Marvin difference at your local Marvin Dealer today.

Dealer Name
City
123-456-7890
dealerwebaddress.com

Dealer Name
City
123-456-7890
dealerwebaddress.com

Dealer Name
City
123-456-7890
dealerwebaddress.com

Dealer Name
City
123-456-7890
dealerwebaddress.com

Dealer Name
City
123-456-7890
dealerwebaddress.com

Dealer Name
City
123-456-7890
dealerwebaddress.com

Dealer Name
City
123-456-7890
dealerwebaddress.com

Dealer Name
City
123-456-7890
dealerwebaddress.com

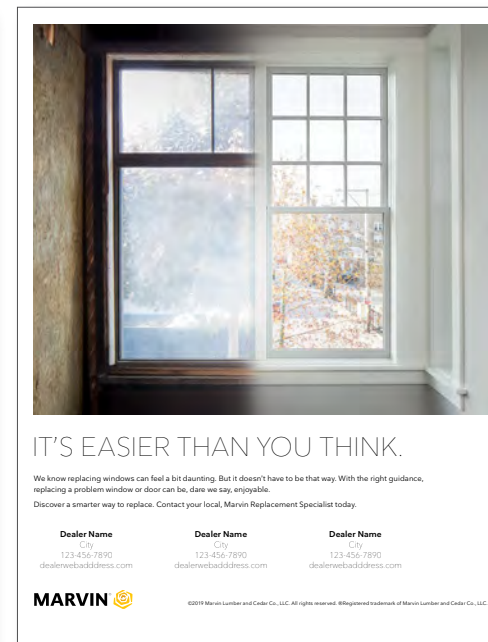
Dealer Name
City
123-456-7890
dealerwebaddress.com

Dealer Name
City
123-456-7890
dealerwebaddress.com

Dealer Name
City
123-456-7890
dealerwebaddress.com

MARVIN

©2019 Marvin Lumber and Cedar Co., LLC. All rights reserved. ®Registered trademark of Marvin Lumber and Cedar Co., LLC.



IT'S EASIER THAN YOU THINK.

We know replacing windows can feel a bit daunting. But it doesn't have to be that way. With the right guidance, replacing a problem window or door can be, dare we say, enjoyable.

Discover a smarter way to replace. Contact your local Marvin Replacement Specialist today.

Dealer Name
City
123-456-7890
dealerwebaddress.com

Dealer Name
City
123-456-7890
dealerwebaddress.com

Dealer Name
City
123-456-7890
dealerwebaddress.com

MARVIN

©2019 Marvin Lumber and Cedar Co., LLC. All rights reserved. ®Registered trademark of Marvin Lumber and Cedar Co., LLC.

CO-BRANDING

VEHICLES

When using the Marvin logo in large format placements such as billboards or vehicle graphics, please be mindful to adhere to all brand guidelines, with a focus on white space or clearance around the Marvin logo. This will ensure a polished, uncluttered look, as shown below.



COLOR:**POSITIVE**

The Marvin logo has been thoughtfully created with specific colors in the rose to provide optimal reproduction. The logo in its positive form reproduces well over our light backgrounds and light-colored imagery.

LIGHT BACKGROUNDS**LIGHT-COLORED IMAGERY**

LOGO:**REVERSED**

The logo in its reversed form reproduces well over our darker backgrounds and dark-colored imagery.

DARK BACKGROUNDS



DARK-COLORED IMAGERY



LOGO:**SINGLE COLOR**

For any applications that have limited color reproduction opportunities, it may be necessary to reproduce the logo as a single color. While black or white are most common, other non-color techniques (embossing, etching, varnishing, etc.) are encouraged.



LOGO:**IDENTITY****ON YELLOW**

If there is a desire to use the logo with our Marvin yellow as a background, utilize the one-color black logo for the most contrast. You may also use the white version if desired. These should be used sparingly, and only in specific applications approved by the **Marvin Creative Studio** team.

The image shows the Marvin brand logo consisting of the word "MARVIN" in a bold, sans-serif font followed by a registered trademark symbol (®) and a stylized rose icon. The entire logo is rendered in black against a solid yellow background.The image shows the Marvin brand logo consisting of the word "MARVIN" in a bold, sans-serif font followed by a registered trademark symbol (®) and a stylized rose icon. The entire logo is rendered in white against a solid yellow background.

ROSE:













COLORS

In certain applications it may be necessary to specify Pantone colors for the facets of the rose. We have selected a Pantone color for every yellow within our rose.

PANTONE

CMYK

EMBROIDERY

 PANTONE 131	 C0 M 38 Y 100 K 9	 2212
 PANTONE 7550	 C0 M 32 Y 100 K 6	 2556
 PANTONE 124	 C0 M 28 Y 100 K 3	 2558
 PANTONE 7548	 C0 M 22 Y 100 K 0	 2242



Embroidery thread manufacturer is
Robison Anton Super Strength Rayon

USING THE

ROSE ALONE

The rose **should not** be used without the wordmark outside of the company. There may be exceptions made for internal communications with special permission. Please consult with the **Marvin Creative Studio** for guidance.



INCORRECT

IDENTITY USAGE

To maintain brand clarity and consistency, do not alter the logo, or use it in any way that violates these guidelines. Below are some instances that are not approved for use.

Contact the **Marvin Creative Studio** with any questions.

WHITE LOGO ON LIGHT BACKGROUND



BLACK LOGO ON DARK BACKGROUND



CHANGING THE COLOR OF THE LOGO



REPOSITIONING THE LOGO ELEMENTS



SCALING INDIVIDUAL ELEMENTS OF THE LOGO



STRETCHING THE LOGO + NO CLEAR SPACE



COLOR



COLOR

Our primary palette consists of black, white, and Marvin yellow. It is the color foundation of all our brand communications.



PALETTE:**PRIMARY**

In general the brand should feel open, light, and airy by leading with white and using accents of yellow and black.

WHITE**PRINT:**

CMYK – 0 0 0 0

DIGITAL:

RGB – 255 255 255

Hex – #FFFFFF

BLACK**PRINT:**

PANTONE Black C

CMYK – 0 0 0 100

DIGITAL:

RGB – 0 0 0

Hex – #000000

MARVIN YELLOW**PRINT:**

PANTONE 7548C

CMYK – 0 23 100 0

DIGITAL:

RGB – 255 198 0

Hex – #FFC600

PALETTE:**NEUTRALS**

We have established a few grays and a cream color to help accent our brand expression.

These colors can be used in backgrounds, graphic elements, or typography.

CREAM**PRINT:**

PANTONE 9043 C

CMYK – 8 7 11 0

DIGITAL:

RGB – 231 229 221

Hex – #E7E5DD

LIGHT GRAY**PRINT:**PANTONE Cool Gray 4 at a
tint of 20%

CMYK – 0 0 0 5

DIGITAL:

RGB – 241 241 241

Hex – #F1F1F1

MEDIUM GRAY**PRINT:**

PANTONE Cool Gray 8 C

CMYK – 0 0 0 60

DIGITAL:

RGB – 128 130 133

Hex – #808285

DARK GRAY**PRINT:**

PANTONE Cool Gray 11 C

CMYK – 0 0 0 85

DIGITAL:

RGB – 77 77 79

Hex – #4D4D4F

PALETTE:

COLLECTIONS

Each product collection is color-coded to help with visual identity and navigation. The colors should be used in a graphic manner with the collection name.

**SIGNATURE / BLACK**

PANTONE Black C
 CMYK – 0 0 0 100
 RGB – 0 0 0
 Hex – #000000

SIGNATURE
 MARVIN SIGNATURE® COLLECTION

ELEVATE / GRAY

PANTONE Cool Gray 4 C
 CMYK – 0 0 0 30
 RGB – 188 190 192
 Hex – #BCBEC0

NOTE:

This specific gray must only be used for Elevate Collection communications.

ELEVATE
 MARVIN ELEVATE® COLLECTION

ESSENTIAL / WHITE

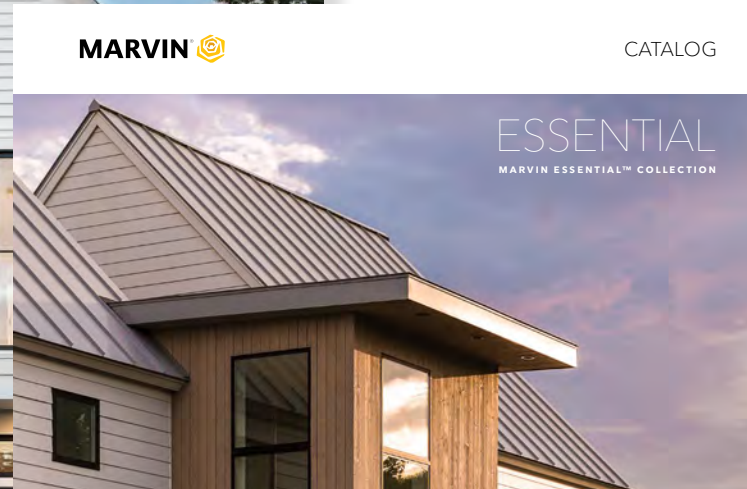
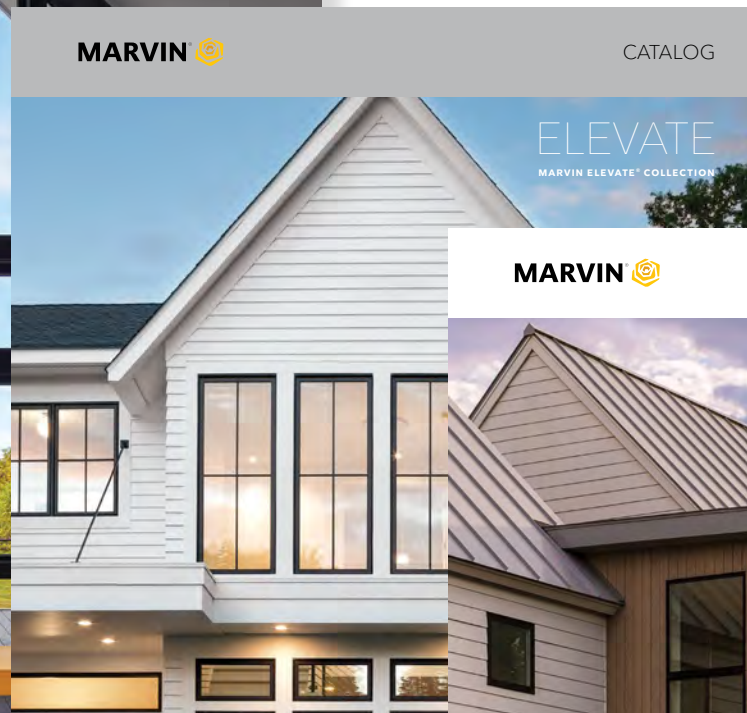
CMYK – 0 0 0 0
 RGB – 255 255 255
 Hex – #FFFFFF

ESSENTIAL
 MARVIN ESSENTIAL™ COLLECTION

PALETTE:

COLLECTIONS

EXAMPLES



PALETTE:

NEUTRALS

EXAMPLES

Here are several inspirational examples of how to use the Marvin grays or cream in layout:



MADE WITHOUT COMPROMISE

Marvin windows and doors are made for those who care about every detail. With beautiful design, craftsman-quality construction, energy-efficient technology and the industry's most extensive selection of shapes, styles, sizes, and options, Marvin products help take your replacement project to a new level.

SAFE. SECURE. BEAUTIFUL.

WINDOW-OPENING CONTROL DEVICES

Opening Control Device (shown): Many municipalities require that windows on upper floors meet a code created to assist in the prevention of falls. Marvin offers factory-applied solutions on a wide variety of window types to limit openings to 4" or less. The devices can be disengaged to maintain egress capabilities and are designed to automatically reset each time the window is closed.



BUILD THE THINGS THAT BRIGHTEN YOUR WORLD

The places we inhabit can have a tremendous effect on how we think, act, and feel. Spaces that open to the world can make us more open to new ideas. Configurable elements encourage creativity.

PALETTE:

COLLECTIONS

USAGE

Collection colors should be used to help users navigate our portfolio. How much emphasis the colors are given is dependent on the purpose of the communication. When educating about the entire portfolio or collection, colors should be used prominently to organize the content.



THE MARVIN PORTFOLIO

Inspired by how people live, the Marvin portfolio is organized into three product collections—defined by the degree of design detail and customization opportunities. Our thoughtful solutions provide exceptional performance, energy efficiency, low maintenance, and quality you can see, feel, and touch, making it easy to bring your vision to life.

MARVIN SIGNATURE® COLLECTION
Includes Ultimate and Modern product lines.

Featuring the Ultimate and Modern product lines, the Marvin Signature collection offers the broadest range of product types, sizes, configurations, and design options. Every detail is considered, delivering the highest level of architectural correctness and unrivaled appeal.

LEVEL OF DESIGN DETAIL AND CUSTOMIZATION
More Flexible

MARVIN ELEVATE® COLLECTION

The Elevate collection is thoughtfully designed to offer specifically chosen features and options to help make your vision a reality. Warm wood interiors with strong, durable, Ultra™ fiberglass exteriors, provide the ideal combination of beauty and strength.

MARVIN ESSENTIAL™ COLLECTION

The Essential collection makes it easy to achieve design and quality with clean lines, streamlined options, and powerful performance. Strong, durable, Ultra™ fiberglass interiors and exteriors mean windows and doors that are virtually maintenance free.

LEVEL OF DESIGN DETAIL AND CUSTOMIZATION
More Streamlined

MARVIN SIGNATURE® COLLECTION

ULTIMATE DOUBLE HUNG G2

Double Hung G2 window with Ultra® and Ultra™ hardware

MARVIN SIGNATURE® COLLECTION

ULTIMATE DOUBLE HUNG G2

The Ultimate Double-Hung G2 window is an embodiment of our dedication to the craft of creating windows and doors. Influenced by the rich, historical significance of this window style and inspired by innovative design, each feature is thoughtfully added and every detail is carefully considered. This is all in service of creating a window that deserves to be in the unique homes our customers desire.

INTERIOR EXTERIOR WASH BOOM WITH SLASH LOCK IN HARDWARE BRASS

CE THIS PRODUCT IS CE CERTIFIED

HEAVY EMPHASIS

Catalogs are intended to educate about a collection or product line and are an ideal time to use the colors.

MARVIN SIGNATURE® COLLECTION

INTERIOR FINISH OPTIONS

- PINE
- VERTICAL GRAIN DOUGLAS FIR
- DOUGLAS FIR
- CHERRY
- WHITE OAK

MARVIN SIGNATURE® COLLECTION

WOOD SPECIES

Offering a rich, warm look, many custom options, and design versatility, wood is a premium choice. Wood can be used on both the interior and exterior of a window or door. As a lower maintenance option, wood can also be used on only the interior with an extruded aluminum cladding exterior. Marvin offers both options, leading the industry in sourcing, processing, and utilizing high-quality wood.

STAIN + PAINT

When compared to painting or staining on the job site, factory-stained finishes offer consistent quality and performance resulting from our expertise with wood as a material and years of perfecting our staining process. Finishing on the job site or scheduling off-site finishing is an extra step that takes time and coordination. Choose our painted interior finish option on any Marvin windows and doors with a wood or clad exterior for a factory-painted option that arrives ready to install.

- CLEAR
- WHEAT
- HONEY
- HAZELNUT
- LEATHER

PALETTE:

COLLECTIONS

USAGE

Materials that are intended to promote a single product, solution, or the overall Marvin purpose may use the collection colors, but in a more subtle manner.

**LIGHT TOUCH**

For the Marvin Modern brochure cover (left) the collection color is only used on the cover.

Meanwhile, the intention of the ad (right) is to promote a specific product line. Therefore, it doesn't use collection colors and only refers to the collection in body copy.

PALETTE:**COLLECTIONS****TRADESHOW**

For tradeshow, the same guidance applies. Only use the collection colors when the primary intent is to educate about the collections.

WHEN TO USE

The example on the left demonstrates how the collection colors help to educate. The examples demonstrate when the purpose is to focus on a product line.



PALETTE:**OVERPRINTING****YELLOW**

Our yellow can be overprinted over photography to add a layer of depth to communications. When overprinting the Marvin yellow, be sure to allow some of the original image to show through. Never cover it completely with yellow. To achieve this desired effect, set the yellow graphic to multiply with yellow. To achieve this desired effect, set the yellow graphic to multiply at 100% opacity. Do not use tints of the Marvin yellow.



01

OUR VISION



MARVIN



**Embrace the
great indoors.**

The places we inhabit can have a tremendous effect on how we think, act and feel. Spaces that open to the world can make us more open to new ideas. Configurable elements encourage creativity. Natural light aids mood and focus.

Discover more at marvin.com



90%

The amount of time
the average person
spends indoors

PALETTE:

PAINT OPTIONS

Custom paint matches can be mixed to match the Marvin Yellow (PMS 7548) or Elevate Gray (PMS Cool Gray 4). Contact the **Marvin Creative Studio** for a PMS color swatch to bring to your local paint professional for custom matching.

CUSTOM WALL PAINT COLORS

PMS 7548 YELLOW MATCH - EGGSHELL				
CCE Color Cast	OZ	32	64	128
R4 New Red	-	8	-	-
Y1 Yellow	-	48	-	-
W1 White	2	32	-	-



PALETTE:**ACCENTS**

At times it may be helpful to use colors beyond our Marvin yellow and neutral palettes. When choosing other accent colors do not use warm colors or vibrant colors that would compete with the Marvin yellow.

COLORS TO CONSIDER**COLORS TO AVOID**

USING

YELLOW TYPE

Using yellow in type can add visual interest, highlight information, and reinforce the brand.

When using yellow type on colored backgrounds be sure there is sufficient contrast for readability. Adjust size and/or weight as needed.

ULTIMATE BI-FOLD DOOR

- Available in 2-panel configurations starting at 5 feet wide by 6 feet 8 inches high up to 10-panel configurations at 55 feet wide by 10 feet high
- Single active panel allows for convenient everyday use
- Wood-wood surface option available, ideal for dividing interior spaces

MODERN PRINCIPLES MARVIN INNOVATION



Marvin Modern.

With Marvin Modern, we've considered every detail. The result is a line of windows and doors that pairs pure modern design with category-leading energy performance.

Discover it at marvin.com/modern.

USING TYPE

ON YELLOW

BACKGROUNDS

When using a yellow background, black type is preferred.

When using white type on yellow backgrounds, be sure there is sufficient contrast for readability. Adjust size and/or weight as needed.

Avoid using yellow backgrounds in different mediums, such as print and digital, in close proximity to one another as color matching across mediums is particularly difficult.

ULTIMATE BI-FOLD DOOR

- Available in 2-panel configurations starting at 5 feet wide by 6 feet 8 inches high up to 10-panel configurations at 55 feet wide by 10 feet high
- Single active panel allows for convenient everyday use
- Wood-wood surface option available, ideal for dividing interior spaces

MODERN PRINCIPLES MARVIN INNOVATION



Marvin Modern.

With Marvin Modern, we've considered every detail. The result is a line of windows and doors that pairs pure modern design with category-leading energy performance.

Discover it at marvin.com/modern.

INCORRECT

COLOR USAGE

Using color consistently is an important aspect of maintaining our brand expression. Do not use color in any way that violates these guidelines.

If you have any questions, contact the **Marvin Creative Studio** for guidance.

A COLOR "CLOSE" TO THE MARVIN YELLOW



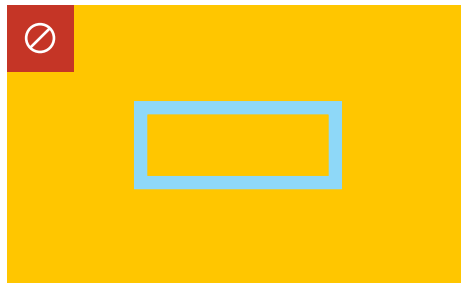
WARM COLORS



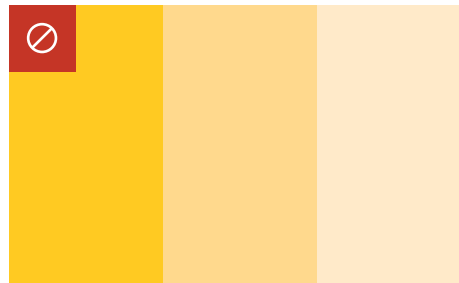
100% PURE, BRIGHT COLORS



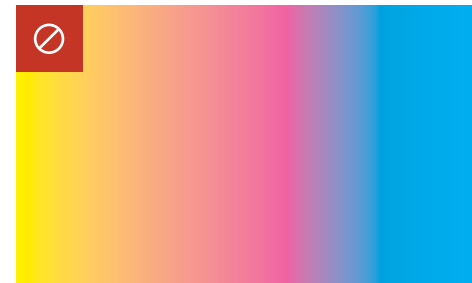
VIBRATING COLOR COMBINATIONS



TINTS OF MARVIN YELLOW



MULTI-COLOR GRADIENTS



TYPOGRAPHY



PRIMARY:**NATIONALE**

Nationale is the primary type family for Marvin. It is highly legible and functions well for both body text and headlines.

EIGHT WEIGHTS

Seamlessly blend indoors and out with the Ultimate Multi-Slide door. Large expanses of glass offer panoramic views and an abundance of natural light. Flush sill options make transitions to the outdoors effortless. And exceptional performance allows you to feel a part of nature without being subject to it.

Happier,
Healthier
Living

Living better is in the details

! @ # % ^ & * (

POSSIBILITY

INTENTIONALLY
DESIGNED WITH FORM
AND FUNCTION IN MIND

Cultivate an
experience

Elevate Collection

DOUBLE HUNG

READABILITY

Nationale was chosen as the Marvin type family for its legibility across all of the different weights. It has larger geometric characters, a taller x-height, and more extended letterspacing.

Nationale should be used in all applications.

EXAMPLE OF NATIONALE IN 9PT TYPEFACE WITH 13PT LEADING**NATIONALE REGULAR 9PT/13PT**

The places we inhabit can have a tremendous effect on how we think, act, and feel. Spaces that open to the world can make us more open to new ideas. Configurable elements encourage creativity. Natural light aids mood and focus.

WEIGHTS

Nationale is a clean and concise type family providing a large range of weights to help shape our brand expression.

WEIGHTS

NATIONALE THIN

NATIONALE LIGHT

NATIONALE REGULAR

NATIONALE MEDIUM

NATIONALE DEMI BOLD

NATIONALE BOLD

NATIONALE EXTRA BOLD

NATIONALE BLACK

RECOMMENDED BODY TYPE

Nationale Light or Regular weight sized at **9pt type with 13pt leading** is a good starting point for body copy in hand-held printed materials, and should be followed whenever possible.

SYSTEM FONT:**ARIAL**

When the Nationale type family is not available, due to licensing or application restraints, Arial is the default system font.

Arial should only be used when absolutely necessary.

ARIAL – SYSTEM FONT

EMBRACE THE GREAT INDOORS

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrst
vwxyz 0123456789
!@#\$%^&*()_+

RECOMMENDED BODY TYPE

Arial sized at **9pt type with 13pt leading** is a good starting point for body copy in hand-held printed materials, and should be followed whenever possible.

SECONDARY:**TABAC G2**

Tabac G2 is our secondary typeface. It should be used to instill a human touch into communications. It should be used sparingly and only as an accent to our primary typeface. Consider using Tabac for things like pull quotes or formal correspondence.

“
**We are Marvin.
One Marvin.**

”

PAUL MARVIN CEO

MARVIN 

the possibilities are endless

GET INSPIRED



SECONDARY:**TABAC G2 WEIGHTS****AND ALTERNATE**

Tabac G2 is a warm and friendly typeface with several weights to to add character and humanity to our communications.

WEIGHTS

TABAC G2 REGULAR
TABAC G2 MEDIUM
TABAC G2 SEMIBOLD
TABAC G2 BOLD

ALTERNATE SYSTEM FONT

GEORGIA REGULAR
GEORGIA BOLD

NOT RECOMMENDED FOR BODY TYPE

Tabac G2 was selected to be utilized as an accent to our Nationale type family. It should be used sparingly to instill moments of humanity. Consider uses like pull quotes, or more emotive headlines.

NOT RECOMMENDED FOR PRINT

When the Tabac G2 type family is not available, due to licensing or application restraints, Georgia is the default system font. Georgia should only be used when absolutely necessary.

USING TYPE

Use these typography examples for inspiration when creating collateral for Marvin.

**ONE BRAND.
STRONGER
TOGETHER.**



We are now one Marvin brand.
Our research supported that one Marvin brand will enable current and prospective customers to choose more Marvin and help drive growth through:

Simplification

- Reorganizes our product portfolio to make it easier for customers to navigate
- Better aligns with how our customers purchase and use our products

Differentiation

- Allows us to achieve greater brand awareness and market share
- Helps create a sustainable competitive advantage

Expansion

- Supports stronger, effective growth
- Provides a competitive advantage

6 FEBRUARY 2019



INSTALLATION

On the job site, efficiency is key. So we created thoughtful products and accessories that ensure the installation runs smoothly.



The **JOB BOX** contains all the important parts and documentation you need, in one convenient place. Specially stocked according to your order, inside every job box you'll find:

- Product hardware
- Installation screws
- Injection sealant
- Installation instructions
- Order information
- Warranty registration
- Touch-up and repair kits
- And more

Never lose time tracking down an extra part or reference material.

OTHER CONSIDERATIONS

- Prefabricated and pre-configured components reduce install time
- Drywall recess in the frame accepts a drywall return for seamless integration

EMBRACE
THE
GREAT
INDOORS



LEGIBILITY

When placing type over imagery, ensure there is enough contrast between the type and the background. Choose a type color that provides the most elegant solution for your needs.

“
**We are
Marvin.
One
Marvin.**
”

PAUL MARVIN

THE FRAME'S INTEGRATED
MULL CHANNEL
ENABLES MULL REINFORCEMENT WITHOUT
ALTERING SIGHTLINES



DURABLE FINISH
MEETS THE HIGHEST INDUSTRY STANDARDS

INCORRECT

TYPE USAGE

Using type consistently is an important aspect of maintaining our brand expression. Do not use type in any way that violates these guidelines.

If you have any questions, contact the **Marvin Creative Studio** for guidance.

NOBEL OR DIDOT



NOBEL REGULAR
DIDOT REGULAR

OUTLINED TYPE



OUTLINED
TYPE

ILLEGIBLE TYPE



THIN YELLOW TYPE ON
LIGHT BACKGROUNDS

OFF-BRAND COLORS IN TYPE



OFF-BRAND
COLORS IN TYPE

RANDOM TYPE POSITIONING



**ONE BRAND.
STRONGER
TOGETHER.**
By Jon Smith

EXTREME KERNING



USE NO MORE THAN 25 PT
KERNING FOR BODY COPY
USE NO LESS THAN -20 PT FOR TEXT.

STRETCHING TYPE



STRETCH TYPE

DROP SHADOWS ON TYPE

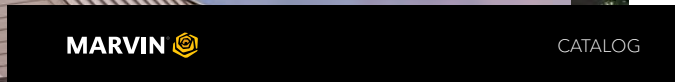


DROP SHADOW

COLLECTIONS:

COVERS

Marvin collection names should be displayed as shown below, with the product line name as hero when a collection has more than one product line - such as Modern or Ultimate - or with the collection name as hero if no product lines exist within the collection, such as Elevate and Essential.



HEADLINE

Nationale Light for the main headline.

MODERN

MARVIN SIGNATURE™ COLLECTION

SUB-HEADLINE

Nationale Bold for the collection name under the main product line. Justify the copy below the headline while keeping the font size the same across materials.

ULTIMATE

MARVIN SIGNATURE™ COLLECTION

COASTLINE

MARVIN SIGNATURE™ COLLECTION

ELEVATE

MARVIN ELEVATE™ COLLECTION

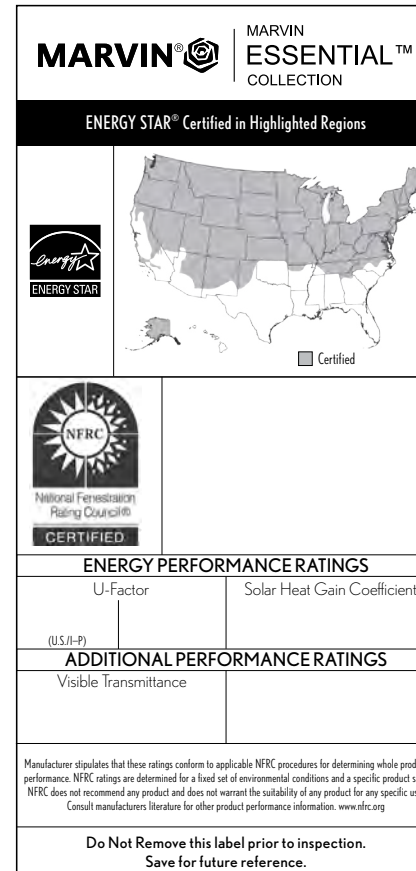
ESSENTIAL

MARVIN ESSENTIAL™ COLLECTION

COLLECTIONS:

EXAMPLES

When space is at a premium, the collection names may be stacked with the product line name as hero when a collection has more than one product line - such as Modern or Ultimate - or with the collection name as hero if no product lines exist within the collection, such as Elevate and Essential.



MODERN

MARVIN SIGNATURE®
COLLECTION

ULTIMATE

MARVIN SIGNATURE®
COLLECTION

COASTLINE

MARVIN SIGNATURE®
COLLECTION

MARVIN
ELEVATE®
COLLECTION

MARVIN
ESSENTIAL™
COLLECTION

IMAGERY



PHOTOGRAPHY:

LIFESTYLE

The Marvin brand has a strong focus on humanity and well-being. Therefore, we recommend including people in imagery whenever appropriate and possible.

People should be shown in natural and authentic situations. Images should be candid and never posed.

Partners managing photo shoots are responsible for obtaining model releases. Children under 18 require a special release. Please contact the **Marvin Creative Studio** if you need consultation on photo release procedures and forms.

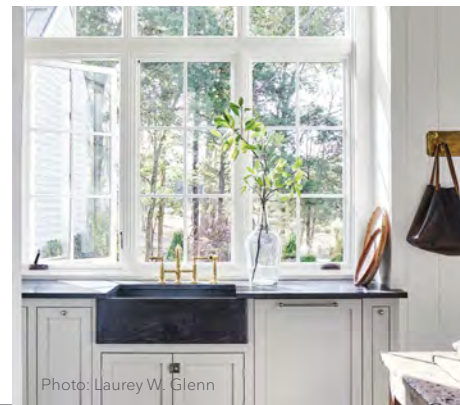


PHOTOGRAPHY:

LIFESTYLE

If it's not possible to include people in imagery, try to include some sense of life by including context of people's lives—consider things like a glass of water, or an open book on a table, or a blanket tossed on a chair. An example in this photo is the puzzle in progress.

In addition to props, take special care in how they are placed. When people live in a space, objects are not left in a perfect arrangement. Place objects as you would use them in your own home.



PHOTOGRAPHY:

ARCHITECTURAL

ENVIRONMENTS

For most of our environmental imagery, we rely on images from photographers and trade partners for which we have purchased usage rights. In order to abide by those usage rights, photos should not be retouched or altered in a way that changes the original intention of the image. If you have any questions, please contact the **Marvin Creative Studio**.



PHOTOGRAPHY:

PRODUCTS

When creating product photos, it is important to highlight the functions and benefits of our products as a main focus of the image. Utilize lighting, angles, shadows, and background elements to help create a refined, elegant look.



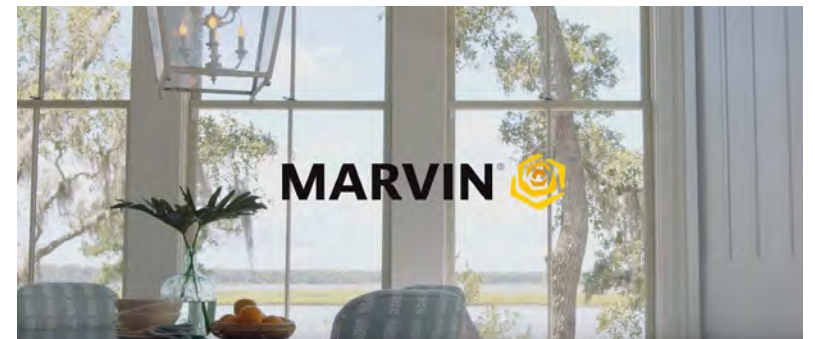
VIDEOGRAPHY:**PRODUCT FOCUS**

Videography developed in support of the Marvin brand and product offerings should focus on our purpose, bringing forward the essential elements of well-being in a home or built environment. Demonstrating how Marvin products bring light, air, views and a feeling of tranquility to a space is essential.

Imagery should be human-centered and realistic, showcasing everyday life in the featured space. On-screen copy should be kept to a minimum and must always follow brand guidelines. Transitions, voiceover and music selections should be in-line with Marvin's premium brand. Contact the **Marvin Creative Studio** team for full video capabilities and support.



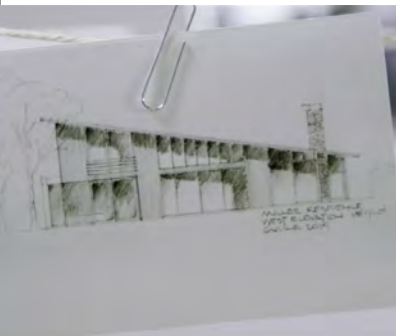
“
We were inspired by the marriage of classic southern and lowcountry forms with more playful Victorian era proportions and detail.
”



VIDEOGRAPHY:

ARCHITECT FOCUS

Project videography provides an opportunity to showcase the story of a residence or space. From drawings and blueprints to in-progress imagery and the final built space, storytelling is an essential element to bringing the Marvin brand to life in video. Contact the **Marvin Creative Studio** team for full video capabilities and support.



ICONS

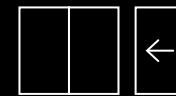
When creating iconography for the Marvin brand, communicate in a clear and concise way. Support with descriptive headlines when necessary.

Use single-line weights, a single color (black or white), and as few lines as possible to communicate your idea. streamlineicons.com and thenounproject.com are great resources for simple iconography in this style.

DELIVERY



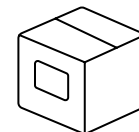
INSTALLATION



CHECKLIST



BOX





VOICE AND TONE

VOICE + TONE**INTRODUCTION**

Voice and tone work together to help us capture the Marvin difference in a meaningful way.

Our voice stays consistent, because it's grounded in what makes us unique as a company. Our tone will shift depending on the context and audience. For example, we write for homeowners differently than those in the trade. We write for a banner ad differently than we do a brochure. Striking the right tone comes from understanding context and writing with empathy.

By maintaining a consistent voice and being mindful of our tone, we will build stronger relationships with our customers and help them understand the Marvin difference.

HOW WE SOUND

The Marvin voice expresses our optimism and quiet confidence. We write the way people talk—with brightness and conviction—because we believe in the Marvin way. We use simple language conventions, like contractions, to signal the warmth of our company. And we know a one-dollar word is always better than a five-dollar word. Our voice is:

CONVERSATIONAL	OPTIMISTIC
Who builds? Humans. Who benefits? Humans. How do we write? Like humans, always. Even if we take a few extra words to do so.	We write with brightness and conviction, recognizing that Marvin products solve real human challenges.
QUIETLY CONFIDENT	STRAIGHTFORWARD
We're confident not because we believe we're superior, but because we truly believe in what we make and the way we make it.	Unnecessary adjectives, marketing jargon, and lofty language detract from our message. Simple, clear, and accurate writing that uses everyday words lets our difference speak for itself.

SAMPLE BRAND**COPY****Embrace the great indoors.**

The places we inhabit can have a tremendous effect on how we think, act, and feel. Spaces that open to the world can make us more open to new ideas. Configurable elements encourage creativity. Natural light aids mood and focus.

At Marvin, we don't just design inspired windows and doors, we help create homes that inspire healthier, happier lives. Discover the difference Marvin can make at marvin.com.

RATIONALE:

With this copy, we are introducing a bold concept to the industry: that our environment affects our outlook and well-being. It's a big claim we're making, so we were careful with language to ensure that Marvin comes off as human, humble, and insightful.

Simple and straightforward.

This helps make complex concepts easy to absorb.

Grounding the premise in concrete examples.

This is important for believability. By including an example that everyone knows to be true—that light helps mood—we help our audience trust the less familiar proof points.

A sense of shared humanity.

The use of we/us and the simplicity of language here also reinforces the warmth and relatability of the company, giving the text a “we're all in this human race together” feel.

SAMPLE PRODUCT

COPY

NEW BRAND VOICE:

Marvin Ultimate Multi-Slide Door

Seamlessly blend indoors and out with the Ultimate Multi-Slide door. Large expanses of glass offer panoramic views and bring in the light that people crave. Flush sill options make transitions to the outdoors effortless. And exceptional performance allows you to feel a part of nature without being subject to it.

PRODUCT FEATURES:

- Options that meet or exceed an LC-PG50 rating for stronger wind, air, and overall structural performance
- Extremely low standard U-Factor of 0.28 for exceptional thermal performance

PREVIOUS BRAND VOICE:

Marvin Ultimate Multi-Slide Door

The Ultimate Multi-Slide door is more than just a new panoramic door. It's an entirely new lifestyle. Smoothly slide it open and invite into your home expansive views, fresh air, and an abundance of warm, natural light. Available with a low-profile flush sill or performance and high-performance sill options that meet or exceed an LC-PG50 rating and extremely low standard U-Factor of 0.28, making the Ultimate Multi-Slide Door's performance as exceptional as the views.

The generic descriptors "window" and "door" or "windows" and "doors" should be capitalized in headlines but written in lowercase in body copy. For example:

Our Windows and Doors

Marvin windows are available in limitless options, and Marvin doors can be designed to pair seamlessly with the overall aesthetic of your home.

SAMPLE PRODUCT**COPY****DECONSTRUCTED**

Marvin Ultimate Multi-Slide Door

Seamlessly blend indoors and out with the Ultimate Multi-Slide door. Large expanses of glass offer panoramic views and bring in the light that people crave. Flush sill options make transitions to the outdoors effortless. And exceptional performance allows you to feel a part of nature without being subject to it.

PRODUCT FEATURES:

- Options that meet or exceed an LC-PG50 rating for stronger wind, air, and overall structural performance
- Extremely low standard U-Factor of 0.28 for exceptional thermal performance

RATIONALE:

Product copy should be clear and direct. By illustrating product benefits simply, readers can determine what it means in terms of their own needs, giving it more relevance.

Simple and straightforward.

Allows product benefits to come through clearly. When applicable for trade audiences, product features should be written as a bulleted list underneath the product description.

Clear feature and benefit connection.

Builds trust by making logical connections between features and benefits.

Simple, but evocative word choices.

The wording intentionally hints at the overall brand position of more livable spaces, but does it in an easy-to-understand way that doesn't overpromise.

Human.

The first job for any piece of communication, including product copy, is to think empathetically about what the reader cares about and write in a human way.

SPEAKING TO**DIFFERENT****AUDIENCES**

As we speak to different audiences, our tone must flex to meet their needs. Our job as communicators is to think empathetically about who we're speaking to, and to write in a way that helps them understand the value of Marvin in their lives. Whenever you write for Marvin, ask yourself:

Who is your audience?

What issues might be on their minds?

Where will the content live?

Speaking to trade audiences:

Trade audiences like builders, developers, dealers, and architects are familiar with windows and doors—and they understand fenestration terminology. A deep dive into technical specifications is reasonable, even expected. We write as their partner, bringing them along on the journey and helping them achieve their vision.

Speaking to consumers:

Homeowners might not fully understand the impact our products can have on people's lives, and they may not know a sash from a rail. Product details and benefits should be clearly communicated, encouraging our consumer audience to explore how windows and doors can help improve their lives and well-being.

SPEAKING TO

DIFFERENT

AUDIENCES

CONTINUED

AUDIENCES	HOMEOWNERS	ARCHITECTS/ DESIGNERS	BUILDERS/ CONTRACTORS	EMPLOYEES/ CHANNEL PARTNERS
WHO THEY ARE	These are people who value things that endure. Whether building a new home or refreshing the one they have, they use their imagination to envision how their spaces might come to life. Behind each decision they make, there is meaning, focus, and an eye toward their ideal experiences.	Professionals, problem-solvers, and seekers of design continuity, this audience looks for partners that help facilitate their process. Each home is an artistic expression of their clients' dreams and testament to their skill, in which every detail is thoughtfully considered.	Strong-willed and successful, the builder's reputation is priceless. They look for partners whose products reinforce the superior quality of the home itself. Every home is a mark of personal pride: a direct reflection of their ability to consistently deliver something remarkable.	Smart and pragmatic, they're focused on their jobs and want to understand what is expected of them. At the same time, they want to know what concrete steps Marvin is taking to make their jobs and lives, simpler and better.
WHEN WRITING FOR THEM	<p>Do: use inspiring language and help them understand the role of our products in their lives.</p> <p>Don't: default to overly technical window and door language.</p>	<p>Do: engage with them as like-minded partners to understand the connection between our products and their design vision. Use high-level window and door language and technical specifications as necessary.</p> <p>Don't: overwhelm them with terminology, overstate our role, or take credit for their design vision.</p>	<p>Do: speak the language of windows and doors, stating facts and benefits simply and directly. Communicate the why behind changes and developments, making the value clear while keeping in mind their daily expectations and challenges.</p> <p>Don't: use overly poetic language that could be interpreted as "marketing fluff."</p>	<p>Do: speak the language of windows and doors, stating facts and benefits simply and directly. Communicate the why behind changes and developments, making the value clear while keeping in mind their daily expectations and challenges.</p> <p>Don't: use overly poetic language that could be interpreted as "marketing fluff."</p>

WRITING ABOUT**WELL-BEING**

Our purpose pushes us to think beyond fenestration into the role we play in people’s lives and well-being, which influences the way we write and speak. We live at the intersection where “thoughtful and inspiring” meets “technical and scientific.” We stay grounded in technical truths without sacrificing joy and energy. We don’t just tell people that our products contribute to well-being, we paint a picture through descriptive examples, research, and testimonials.

This means we might talk about the proven health benefits of light in the same sentence as the warm beauty it creates. We treat well-being as an approachable topic, because light, air, and a connection to nature can be just as important as exercise and a good diet.

But when it comes to well-being, we respect boundaries:**We’re not pushy or arrogant.**

We enable, enhance, support, and contribute to well-being.

We are not a well-being company. We don’t create well-being all by ourselves.

We’re not life coaches, and this isn’t Hygge.

We avoid an overly sensorial and soulful language.

We show more than we tell.

Our care for people and their well-being comes from our family-owned history and commitment to giving the best service and quality, which gives our customers peace of mind.

WRITING ABOUT

WELL-BEING

CONTINUED

Our well-being voice is:

- Emotional
- Aspirational
- Simple
- Lightly sensorial
- Approachable
- Authentic
- Human-centered
- Human

Our well-being voice is not:

- Whimsical
- Unbelievable
- Complex
- Touchy-feely
- Intimidating
- Advertising
- Marvin-centered
- Cold

WRITING ABOUT**WELL-BEING****CONTINUED**

Words and phrases about well-being are not all readily accepted, sometimes because of personal preference, some because they reach beyond the scope of reasonable acceptance.

WORDS AND PHRASES TO USE

Well-being	Meticulous
Live well	Inspiring/Inspire
Support well-being	Bright
Peace of mind	Natural
Quality of life	Fresh air
Healthy living	Beautiful/Beauty
Happy and healthy	Connect
Balance	Human-centered
Happiness	Improve
Well-crafted	Advance
Intentionally designed	Live better
Intentional	Inspired
Connection to nature	Comfortable
Thoughtful	

WORDS AND PHRASES TO AVOID

Be our best self
Well-being company
Mind-body
Feeling grounded
Feel bright and alive
Healthful
Support Comfort
Nurture
Holistic
Heal/Healing
Harmonize
Cleansing
Cocoon

WRITING ABOUT**WELL-BEING****CONTINUED**

There are many ways to incorporate descriptive well-being language into various types of content. The following phrases are thought-starters to help you speak to well-being using the Marvin voice.

EXAMPLE PHRASES

- Living better is in the details
- Intentionally designed with form and function in mind
- We design purposefully
- Tradition of innovation
- Cultivates an experience
- Find the unexpected joy (or pleasure) in
- Help you feel your best
- Connecting to the ones we love
- Connecting to the natural world around us
- With people in mind at every step
- Warmth, beauty, and human touch
- Inspiring and uplifting
- A sense of comfort and security
- Find sanctuary in your home
- Build the things that brighten your world
- When the windows and doors in your home are inspired by how you live, you're inspired to live well
- Marvin makes windows and doors inspired by how you live

STYLE

Adhering to certain rules of grammar and mechanics helps keep our writing clear and consistent. This section lays out Marvin-specific rules, which apply to all of our content unless otherwise noted. For rules not covered in this guide, please refer to the [AP stylebook](#).

STYLE:

GENERAL

GUIDELINES

Collections and Products

- For the first collection mention in a communication, include the full collection name. “The” is not part of the official name (e.g., Search the Elevate collection). For additional collection mentions in the same communication, use the collection name only (e.g., Search Elevate windows and doors)
 - Marvin Signature® collection
 - When possible, without sounding burdensome, the word “collection” should be used after the collection name. Doing so helps reinforce that Signature is a collection of products, not a brand and not a product line
- The word "collection" is not capitalized (e.g. Signature collection) but may be selectively capitalized in a headline where it is aesthetically appropriate. However, collection is never capitalized in body copy
- For the first product line mention in a communication, include the collection name (e.g., ...the Signature collection, featuring the Ultimate product line, offers beautiful design... OR ...Modern, part of the Signature collection, offers large sizes...). For additional mentions in the same communication, use the product line name only (e.g., Ultimate windows and doors). In shorter form communications (e.g., print and banner ads), it is acceptable to use product line names only
- When referring to windows or doors within the Signature collection, include the product line name (e.g., Modern Direct Glaze window). Window and door within product mentions are lowercased except for in headlines. See correct usage below:
 - Marvin Elevate® collection
 - Marvin Essential™ collection
 - Marvin Signature® collection
 - Marvin Signature®
 - Featuring the Ultimate and Modern product lines, the Marvin Signature® collection ...
 - Marvin Ultimate Casement window
 - Ultimate Casement window from Marvin
- When choosing to shorten the word combinations and eliminate either Marvin, Signature or collection, the following is preferred:
 - Marvin Coastline
 - Marvin Modern
 - Marvin Ultimate
- While still acceptable, limit the use of Signature and the product line together (Signature Coastline, Signature Modern, Signature Ultimate)
 - The Signature/product line combination should not be used in a headline or sub-head
 - For this combination, registration marks should not be used because neither Signature nor the product line names are registered marks
- When referring to windows or doors within the Elevate or Essential collection, state the collection before window or door type (e.g., Elevate Casement window or Essential Double Hung window)
- Marvin Signature®, Marvin Elevate®, and Marvin Essential™ have their respective trademark and registration marks. The TM/® should be present on the first mention of a spread
- Do not attribute collections to Marvin with a possessive (e.g., Use the Marvin Elevate collection rather than Marvin’s Elevate Collection)
- Do not use collection or product line names in copy to avoid diluting the associated trademarks. (e.g., Elevate Your Home, Your Essential Window)

STYLE:

GENERAL

GUIDELINES

Ultrex

- The first mention of Ultrex® must be followed by ‘fiberglass’

Marvin References

- “Windows and Doors” is no longer part of the Marvin name. However, it can still be used as a descriptor (e.g., Marvin windows and doors...). Do not capitalize windows and doors
- To allow for flexibility of messaging, there are multiple ways to describe the product portfolio
 - Marvin’s product portfolio...
 - Marvin’s window and door portfolio...
 - Marvin’s solutions bring in light and air...
 - Marvin’s breadth of offerings...
- On first mention, the word Marvin should include a registration mark. If the Marvin logo is present, the registration mark included in the logo will suffice and additional registration marks are not needed
 - Marvin® Signature® should not be used
- When quoting a member of the Marvin family, use first and last name in each instance (e.g., Paul Marvin). When referencing multiple family members, use both of their full names (e.g., Paul Marvin and Susan Marvin)

Categories

- Marvin has four product categories: Windows, Doors, Skylights and Spaces. The Marvin Awaken skylight and the Marvin Skylight are positioned within the Skylights product category. The Marvin Skycove is positioned within the Spaces category. For both, Marvin should be included with the product name on first mention, e.g.: Marvin Skycove, but may be removed on second reference and going forward, e.g.: Awaken.

STYLE:**GENERAL****GUIDELINES****Abbreviations**

- If there are abbreviations or acronyms that aren't widely recognized, use the full term on first mention with the abbreviation or acronym in parentheses. For each additional mention, use the abbreviation or acronym, unless you think message clarity will be compromised
- Acronyms for product names, like "CUDHNG" shouldn't be used in external writing

Contractions

- We're conversational when we write, so contractions are encouraged. For example, use "it's" rather than the more formal "it is"

Names and Titles

- The first time you mention a person in writing, refer to them by their first and last names. On all other mentions, refer to them by their first name. Capitalize the names of departments and teams (but not the word "team" or "department")
 - Marketing team
 - Support department
- Capitalize individual job titles when referencing a specific role. Don't capitalize when referring to the role in general terms
 - Our new Marketing Manager starts today
 - CEO Paul Marvin has led the business since 2017. Paul is a fourth generation Marvin family member and began his career at Marvin in the Wood Processing department

STYLE:

GRAMMAR

AND PUNCTUATION

Ampersand

We use ‘and’ or ‘+’ instead of ‘&’ in headlines and body copy. Use the ‘+’ in headers if space is at a premium

Capitalization

Product names should be capitalized (e.g. “Marvin Ultimate Casement window”) but product types should not (e.g. “casement window”)

Commas

Use the serial comma (also known as the Oxford comma) when listing three or more terms. There should be a comma before the “and” in a list of items (e.g. “design, style, and finish”)

Exclamation points

Use exclamation points sparingly, and never more than one at a time

Hyphens and Dashes

- Use hyphens to combine compound terms (e.g., check-in)
- Only hyphenate energy efficient when modifying a noun (e.g. “energy-efficient window”)
- Use em dashes (the longer dash) without a space when separating a thought (e.g. “Low-gloss aluminum interiors—along with black spacer bars and black sealant—minimize visual distractions on the frame and enhance the flow of natural light.”)
- The term “well-being” should always be written as such. Not as “wellbeing” or “well being”
- Use hyphens when referencing one-panel, two-panel or three-panel products. In a list, however, dashes are not needed after one and two. For example: Marvin offers doors in one, two and three-panel configurations

Numbers

- Spell out a number when it starts a sentence. Spell out numbers up to ten and use numerals for numbers 11 and above
- When listing dimensions, feet are preferred to inches wherever possible. When space allows, feet and inches should be written out (6 feet wide by 5 feet high rather than 6’W x 5’H)

Periods

- Unless serving a stylistic purpose, periods should not be used in headlines
- Do not use periods in a bulleted list

INCORRECT

LANGUAGE

USAGE

Terms that should not be used, and what to use instead:

Incorrect: Marvin Windows and Doors

Correct: Marvin/ Marvin windows and doors / Marvin's window and door products

Although “Windows and Doors” is not a part of our name anymore, it can still be used as a description of our offerings (i.e. “Marvin windows and doors”). When using windows and doors as a description, it should never be capitalized

Incorrect: Built Around You/Built to Perform

We no longer use “Built Around You” or “Built to Perform” as taglines

Incorrect: Handcrafted in America

Although the phrase can be used in copy and on merchandise, it should not appear as a tagline

Incorrect: Marvin Windows

Correct: Marvin

Incorrect: 2' wide by 6' tall

Correct: 2' wide by 6' high

Use high when describing a windows height. Tall is incorrect

Incorrect: Marvin Family of Brands/
The Marvin Companies

Correct: Marvin

With our move to one master brand, “Marvin Family of Brands” and “The Marvin Companies” are retired external use

EXAMPLES

EXAMPLES

Use the following examples as inspiration when you create Marvin communications.

STRUCTURE

All layouts should follow a thoughtful structure. Use grids in your layout to help keep things consistent

TYPOGRAPHY

Note the different weights and uses of our primary type family, Nationale

BOLD

**ONE BRAND.
STRONGER
TOGETHER.**

REGULAR

To step into the future as one Marvin and share our new purpose and values with the world, we needed to evolve the Marvin brand. We relied on the principles of human-centered design to guide the development process of our new brand and product architecture, and conversations with consumers, employees, and the Marvin family helped us refine our strategy.

6 FEBRUARY 2019

THE MARVIN YELLOW

Try it as an accent to highlight information

PHOTOGRAPHY

Utilize imagery that has a sense of life



Johnson Schmalig Architects

We are now one Marvin brand. Our research supported that one Marvin brand will enable current and prospective customers to choose more Marvin and help drive growth through:

Simplification

- Reorganizes our product portfolio to make it easier for customers to navigate
- Better aligns with how our customers purchase and use our products

Differentiation

- Allows us to achieve greater brand awareness and market share
- Helps create a sustainable competitive advantage

Expansion

- Supports building a larger, stronger brand in a cost-effective way
- Provides more opportunity to grow our portfolio

FEBRUARY 2019 7

EXAMPLES

ELEVATE INTRODUCTION BROCHURE



Marvin Elevate® collection

THE PERFECT BALANCE OF BEAUTY AND STRENGTH

Balancing beautiful design with superior strength, the Marvin Elevate collection delivers style in any climate. Elevate features warm wood interiors that blend in or stand out, with Ultrex® fiberglass exteriors for lasting durability. The collection offers a range of carefully selected features and options, making it as versatile as it is elegant.

About Us

At Marvin, we're driven to imagine and create better ways of living, helping people feel happier and healthier inside their homes. We believe that our work isn't just about designing better windows and doors—it's about opening new possibilities for the people who use them.

MARVIN ELEVATE® COLLECTION

WINDOW PRODUCTS

STYLE AND PERFORMANCE

Available with custom sizes, a variety of interior and exterior color choices, exterior trim, divided lites, and hardware options, Marvin Elevate windows are designed to blend seamlessly with any home style and look great for years to come. Double Hung, Casement, and Sliding windows are available as inset products for replacement. Glider, Bow and Bay configurations, and Specialty Shapes round out the complete portfolio of products.

CASEMENT • AWNING

DOUBLE HUNG

GLIDER

SPECIALTY SHAPES

MARVIN ELEVATE® COLLECTION

DESIGN OPTIONS

INTERIOR AND EXTERIOR FINISHES

Elevate windows and doors feature rich pine interiors and a durable, strong, and fully paintable Ultrex® fiberglass exterior, featuring our AAMA-certified angle finish for low maintenance and superior aesthetics. Elevate Sliding Steps include the extruded aluminum exterior finished in commercial grade paint for superior resistance to fading and chalking.

<p>WOOD INTERIOR FINISHES</p> <p>BASE PINE Wood comes pre- and ready to be painted or stained.</p> <p>CLEAR COAT Wood finished in the factory with a clear coat.</p> <p>PREFINISHED WHITE Factory painted.</p> <p>DESIGNER BLACK Factory painted.</p>	<p>FIBERGLASS EXTERIOR COLORS</p> <p>STONE WHITE</p> <p>CASHMERE</p> <p>PEBBLE GRAY</p> <p>EVERGREEN</p> <p>BRONZE</p> <p>EBONY</p>
--	--

DIVIDED LITES

GRILES BETWEEN THE GLASS (GBG)
Available in several popular line art options for a classic divided lite look and easy glass cleaning. Available in Stone White, Bronze, and Ebony interior and Stone White, Cashmere, Pebble Gray, Evergreen, Bronze, or Ebony exterior.*

SIMULATED DIVIDED LITE (SDL)
Replicate the look of a divided lite with a simulated divided lite bar and the cut patterns above and below.

MARVIN

GLASS OPTIONS

Glass is available with Standard Dual Pane or optional Triple Pane on select products. Available with Low E1, Low E2, Low E3, and Low E3SG insulated glass with argon gas.* Options include glazing for sound abatement (STC/OTC), high altitudes, and California fire zones. Laminated glass is also offered in products designed specifically for hurricane zones.

<p>DECORATIVE GLASS</p> <p>OBSCURE</p> <p>GLUE CHIP</p> <p>RAIN</p> <p>SEED</p> <p>NARROW REED</p>	<p>FROST</p> <p>BRONZE TINT</p> <p>GRAY TINT</p> <p>GREEN TINT</p>
--	--

SIMULATED CHECKRAIL

Simulated Checkrail is the perfect solution when aesthetics call for the beauty of a divided lite, but operation, safety, or performance demand another solution.

The specific placement of the horizontal simulated checkrail bar and the cut patterns above and below.

These illustrations offer a sampling of 1/4" Simulated Divided Lite (SDL) cut patterns.

EXAMPLES

ESSENTIAL PRODUCT CATALOG



MARVIN ESSENTIAL™ COLLECTION

WHY MATERIALS MATTER

THE MARVIN MATERIALS DIFFERENCE: ULTREX FIBERGLASS

Choosing the right materials for windows and doors is important when it comes to long-term appearance and performance. Ultrex™, an innovative fiberglass material pioneered by Marvin over 20 years ago, was one of the first premium composites on the market. However, not all composites are created equal.

- Some companies use materials like wood and vinyl to produce a composite material with fundamentally different properties and performance values. But Ultrex is different. Its material makeup contains a high density of woven fibers bonded by a thermally-true resin that makes it more resistant to pressure and temperature than vinyl-based composites.
- With such different materials grouped in the composites category, it becomes important to know what sets them apart.



STRENGTH AND STABILITY OF ULTREX

Ultrex fiberglass is highly impact resistant and more rigid than vinyl and vinyl/wood composites. Issues of warpage and less-than-perfect alignment that can complicate installation—and long-term performance—are not a concern with Essential collection windows and doors. The exceptional strength and stability of Ultrex eases installation and establishes a secure, long-lasting fit that stays square and true, year after year.

PATENTED FIBERGLASS
This consists of strong glass fibers, saturated with a resin, which creates a durable material.

PATENTED FINISH
The patented finishing process applied to Ultrex provides an ADA-compliant and AAMA 2605 certified factory finish.






Photo courtesy of Scott Wilson

ULTREX FIBERGLASS: QUITE POSSIBLY THE PERFECT BUILDING MATERIAL™

MARVIN ESSENTIAL™ COLLECTION

CASEMENT + AWNING



Photo courtesy of David Hillier/Photo and Design Partners

MARVIN ESSENTIAL™ COLLECTION

CASEMENT + AWNING

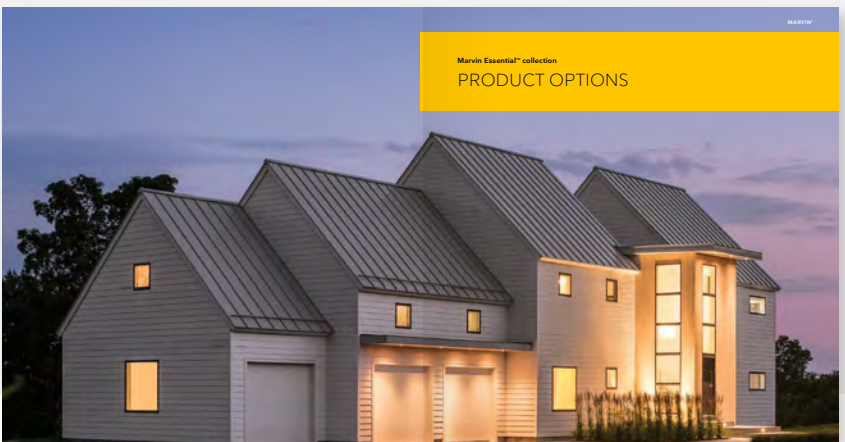
- Multi-point sequential locking system provides superior P200 performance using single lever operation.
- Stationary, operating, transom, and picture units available.
- Folding handle provides easy operation and readily stores out of the way of window treatments and blinds.
- Casements available in standard and special sizes up to 3 feet wide by 6 feet high.
- Awning available in standard and special sizes up to 4 feet wide by 3 feet high.
- Coordinating Picture and Transom windows available up to 6 feet wide by 6 feet high.
- Features an easy to remove screen with concealed fasteners.
- Crank out operation.



CASEMENT INTERIOR AWNING EXTERIOR FOLDING HANDLE EXTERIOR IN SCREEN

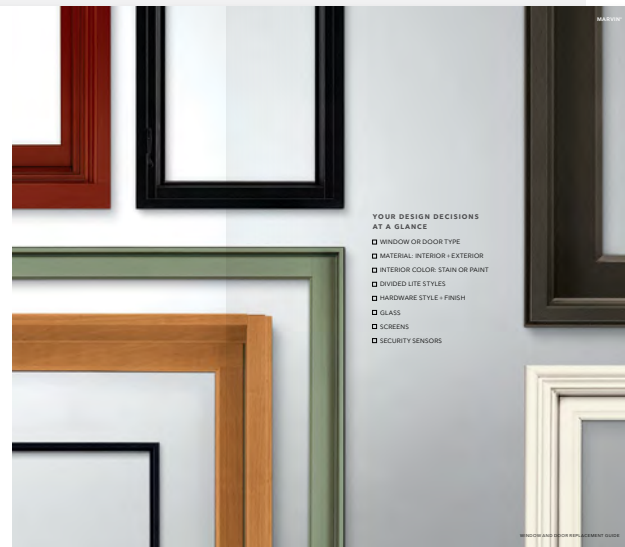
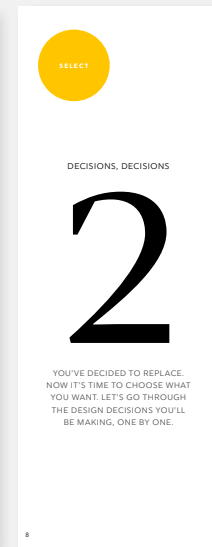
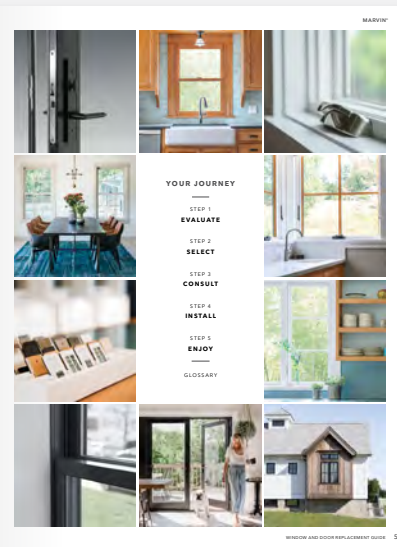
MARVIN ESSENTIAL™ collection

PRODUCT OPTIONS

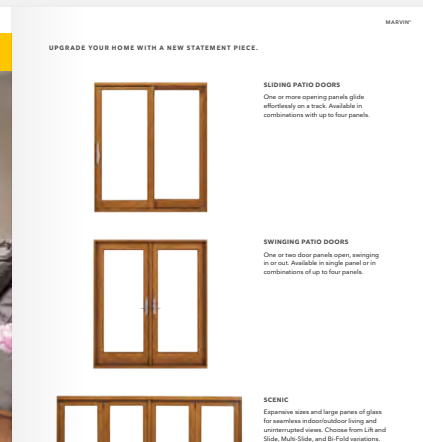


EXAMPLES

REPLACEMENT GUIDE BROCHURE

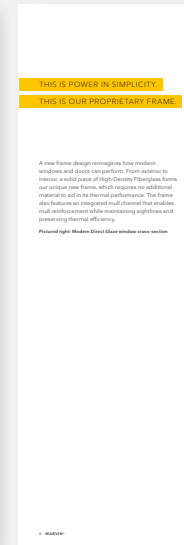


CHOOSE YOUR DOOR



EXAMPLES

MODERN CATALOG



WE PARTNERED WITH ARCHITECTS AND BUILDERS TO DEVELOP A PROCESS THAT ANSWERS THEIR NEEDS AT EVERY STEP ALONG THE WAY.

DELIVERY

We worked to create packaging and delivery systems that help you plan better and make the best use of your time and resources.

It begins with **PRODUCT WEIGHTS** listed on the specs and color confirmation so you can plan proper equipment and resources in advance. We also provide prominent **WEIGHT LABELS** on every Modern product for easy on-site reference.

Our products are packaged to protect components during shipping and handling. Engineers on **FRAMES** on each end of the unit help you leverage heavy products. Double-line **CRANKLE KEYS** are fully wrapped around each corner. Dual-sided plastic provide rigidity and maneuverability, so you can slide products across different floor surfaces.

OTHER CONSIDERATIONS
• Glass is covered with protective film.

INSTALLATION

On the job site, efficiency is key. So we created thoughtful products and accessories that ensure the installation runs smoothly.

A **USE BOX** contains all the important parts and documentation you need, in one convenient place. Specially stocked according to your order, inside every job box you'll find:

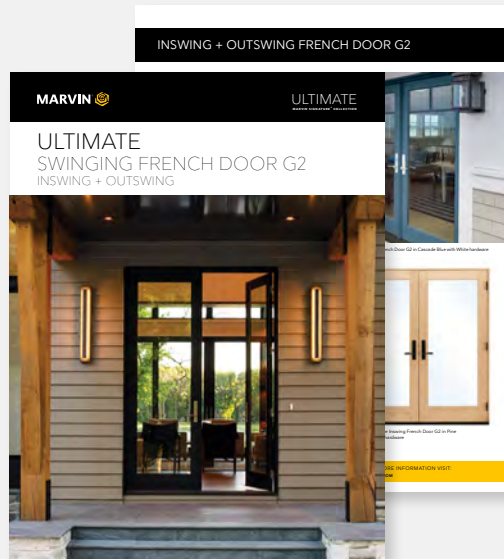
- Product hardware
- Installation screens
- Installation instructions
- Order information
- Warranty registration
- Touch-up and repair kits
- And more

Have the time trading down an extra part or reference material.

OTHER CONSIDERATIONS
• Prefabricated and pre-configured components reduce install time.

EXAMPLES

SELL SHEETS



RESOURCES

DOWNLOADS:**LOGOS****FOR PRINT**

To ensure consistency on our brand, we have specific logo versions for various applications. Use the artwork suitable for your application. Just click the asset you need to download it.

LOGO: BLACK + CMYK**LOGO: 1C BLACK**

PRINTING OUR LOGO
For anything printed using standard printing techniques, use these print-ready versions

LOGO: WHITE + CMYK**LOGO: 1C WHITE**

DOWNLOADS:**LOGOS****FOR DIGITAL**

To ensure consistency on our brand, we have specific logo versions for various applications. Use the artwork suitable for your application. Just click the asset you need to download it.

LOGO: BLACK + RGB**OUR LOGO ON SCREEN**

For anything displayed in a digital format, use these screen-ready versions.

LOGO: WHITE + RGB

DOWNLOADS:**IMAGERY**

Click the Marvin Imagery box below to access our image libraries, hosted on Marvin Marketing Express (MME). Marvin Marketing Express hosts image libraries as well as access to customizable materials and downloadable collateral.

To request access to Marvin Marketing Express, email MarketingExpress@marvin.com.



DOWNLOADS:**TYPOGRAPHY**

All partners must have their own font license. Marvin's license is not transferable. For your convenience, use the links below to download and license brand fonts.

NATIONALE

TABAC G2

DOWNLOADS:**COLOR PALETTES**

Use the links below to download swatch libraries for Adobe Creative Suite programs.

FOR PRINT

FOR DIGITAL

LEGAL

In this section, we've listed common legal statements that are recommended in printed literature. Use these statements to protect the brand and to set clear expectations for our customers. Being clear about product specifications is an important part of our role as a trusted partner.

©2021 Marvin® Lumber and Cedar Co., LLC. All rights reserved.
®Registered trademark of Marvin Lumber and Cedar Co., LLC.

NEW

Information regarding status of patent applications, as well as product features and specifications is subject to change without notice.

NEW

Marvin® is committed to using sustainably sourced wood. To learn more visit marvin.com.

NEW

*Damage, defects, or problems resulting from causes outside Marvin's control are excluded from coverage under the Limited Warranty for units with insulating glass installed above 5000 feet without capillary tubes. Contact your Marvin® representative for further information.

As a privately held, family-owned company, Marvin® is used to taking a long-term view. We recognize that a serious commitment to sustainable operations is just good business. We are committed to sustainable business practices for the environment and for the communities in which we serve. Sustainability is much more than "green" business practices. It includes implementing environmentally friendly manufacturing processes and building sustainable communities in the USA where Marvin products are manufactured.

Note: Maximum sizes may not be available in all configurations or listed Performance Grade Rating.

Email legal: Marvin Lumber and Cedar Co., LLC, Warroad, MN 56763. ©2021 Marvin Lumber and Cedar Co., LLC. All rights reserved. ®Registered trademark of Marvin Lumber and Cedar Co., LLC. Unsubscribe from this list. Email not displaying correctly? View in your browser.

LEGAL**CONTINUED**

Note: Some colors may not qualify for the 20-year warranty. For details contact your local dealer. For a copy of the warranty, see marvin.com.

NEW

* Denotes colors are also available in blackout fabric. Interior shades are available in the United States and Canada.

Note: Finishes are shown on Pine. To see all of the beautiful finishes, visit marvin.com.

NEW

Note: Stain colors are shown on pine. The appearance of wood changes, often darkening, over time. Natural wood varies in color, texture, and grain. Depicted wood species are for illustration purposes only. Contact your Marvin® dealer for a sample in the wood species and interior finish of your choice.

Note: Satin Nickel, Brass, and Oil Rubbed Bronze finishes are available with a PVD finish for doors. The Physical Vapor Deposition (PVD) process adds a layer of toughness to hardware exposed to environmental factors like direct sun and humidity. PVD finishes resist fading and discoloration, even in coastal areas.

Printed color may not be an accurate representation. Ask your local Marvin® retailer for color chips.

Colors shown in printed materials are simulations and may not be precisely duplicate product or finish colors.

REGISTERED NAMES/PHRASES

- Marvin®
- ENERGY STAR®
- ENERGY STAR® and the ENERGY STAR certification marks are registered U.S. marks
- Ultrex®
- Marvin Signature®
- Marvin Elevate®
- Marvin Essential™

CONTACT

For any questions or comments regarding these guidelines, or if you're looking for something that isn't covered within, please contact the **Marvin Creative Studio**.