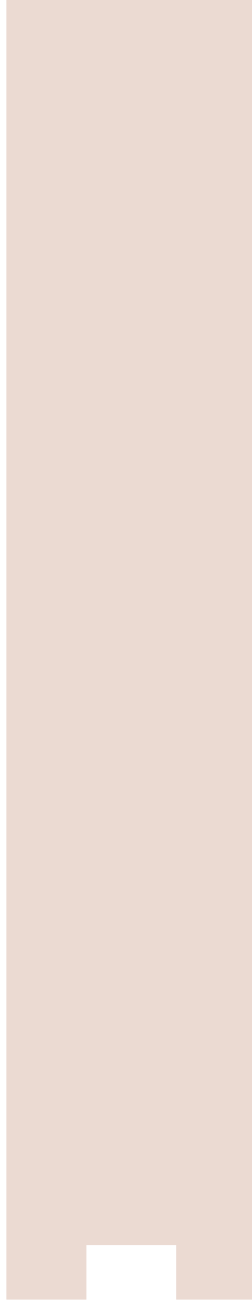


Logo and Style Guide



Lamett logo guide

The Lamett logo is the single most recognizable graphic representation of the Lamett brand and the equivalent of Lamett's corporate signature.

The Lamett logo is the base of our brand, the structure of our products visualized in a different logo for wood and laminate, the collection color and name combined with our slogan "a passion for floors!"

This section of the Lamett Brand Standards and Style Guide provides you with specific usage information to help preserve the integrity of the Lamett logo. Consistent usage among members, management and vendors will reinforce the Lamett brand and its recognition worldwide.

Please direct any questions about logo usage to marketing@lamett.com.

am

Passio

Lamett Logo

Full version (only once per page)



Color Version



B/W Version

Small version

The full version logo can only be used once per page, in the event of needing a second reference to Lamett in the same page you should use the small version without slogan.

Other usage of this logo is allowed when there is not enough space to accommodate the full version logo.



Color Version



B/W Version

Lamett[®]

Text Only

Corporate Colors

The colors shown below are the corporate colors for the Lamett logo:
Listed are color values for printing in solid color, four-color process, black and white, and Web.



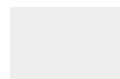
Black
0 C / 0 M / 0 Y / 0 K
0 R / 0 G / 0 B // # 000000



Lamett Gray
Cool Gray 11 C / Black U
0 C / 0 M / 0 Y / 83 K
81 R / 82 G / 84 K // # 515254



Lamett Red
1807 C / 1805 U
43 C / 99 M / 95 Y / 11 K
146 R / 41 G / 46 B // # 92292e



Fine Gray
7541 C / 7541 U
0 C / 0 M / 0 Y / 10 K
230 R / 231 G / 232 B // # e6e7e8



Color Version



On a black background use Lamett Gray as text color



B/W Version



On a photo background use the fixed 50% transparent Lamett Frame (108%)

Font

The Lamett font is a variation of Dutch 801. Do not attempt to rebuild or typeset the Lamett logo using the Dutch 801 font. The Lamett logo was created by professional designers to assure proper letter spacing and graphical relationship. You must use approved Lamett logos. Obtain marketing material by emailing marketing@lamett.com

Correct

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

WRONG, never skew or distort the Dutch 801 font!

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Spacing

Minimum size requirements: The Lamett logo shown below is the smallest size allowed for general use. To ensure quality of production, never use a smaller version.



30 mm Min size usage



20 mm Min size usage

Full version (only once per page)

Clear space requirement: Always leave a sufficient amount of clear space around the logo. The minimum clear space is equal to X, which is 1/3 of the total logo height (border not including).

If the graphical symbol is one inch tall, then you should leave 1/3 inch of white space on all four sides of the full version.



Logo Misuse



Do not outline the logo



Do not distort the proportion of the logo



Do not alter the colors of the two-color logo



Do not place a color logo on the same color background less than 50% contrast



Do not use the logo on a photo without the 50% frame



Do not alter or move the graphical elements



Do not change the graphical element proportions of the full-version logo



Do not shear or malform the logo

To indicate wood and laminate collections please use the customized logo that comes with the product's collection name.



Lamett General Logo

If no other below logos apply



Lamett Wood Antique

Air Dried 48 finish focus premium wood flooring



Lamett Wood Boutique

Oil finish focus premium wood flooring



Lamett Wood Avant Garde

Contemporary style premium wood flooring



Lamett Laminate Wood Touch

Embossed in register laminate flooring



Lamett Laminate Contoured

TruEdge natural bevel / smooth surface laminate flooring



Lamett Laminate Select

V-Bevel edge laminate flooring



Lamett Laminate Classic

Entry level laminate flooring



Lamett Laminate Iberian Tiles

Embossed in register laminate tile flooring

Downloadable logos

The Lamett logos are available in .EPS, TIFF, .PNG and .JPG file formats.
Please go to www.lamett.com/logoset to learn more about the file types and to download all our logos.



Full version (preferred usage)



With white background



B/W version



Inverted version

e t t

or floors!



Style Guide

All publishers rely on a stylebook or reference manual of simple guidelines to achieve uniformity and consistency in writing, style and punctuation.

Lamett relies on the Associated Press Stylebook, published by the international news wire service, for all communications including newsletters, marketing brochures and flyers, e-mails, Web site content and more. Lamett also references the Associated Press Stylebook in creating a Lamett-unique addendum to standardize usage of Lamett-unique words and products.

Please direct any questions about Lamett writing style to marketing@lamett.com

Abbreviations and Acronyms

A few universally recognized abbreviations and acronyms may be used on first reference such as Lamett, Dr. as a title before a name, FBI or CIA. Generally, however, always spell out the full name on the first reference.

- A field officer from the FBI will speak at the event.
- Members of the Federal Aviation Administration are welcome to attend.

When referencing states of the United States, it is better to spell out the full name of the state, as the official abbreviation for the state may not be universally known.

- The next flooring fair will be held in Las Vegas.
- When referencing a city for the first time, be sure to include the name of the corresponding state or country following a comma.
 - Our next Experience will be held in Shanghai, China, from 2-6 June 2008.
 - Parent-Child Adventure, San Francisco, California, 2-6 June 2008.
- If you abbreviate a state name, use official abbreviations for states – not the two-letter postal code.
 - Calif., not CA
 - Wash., not WA

Capitalization

Capitalize proper nouns that constitute the unique identification for a specific person, place or thing. Capitalize proper names. Capitalize common nouns when they are part of a proper name or, as in a few instances, a specific Lamett product to distinguish the Lamett product from the common usage. Examples of proper capitalization include:

Europe Region	Lamett has 5 regions.
Georgia Academy	The academy was fantastic.
Belgian Conference, Brussels 2004	The conference was excellent.
Hotel Industry Roundtable	I have attended two industry roundtables.
MIT Presidents' Seminar	The seminar focused on sales techniques.

Capitalize Lamett, its products and tag lines to distinguish the brand.

Lamett Antique	I saw the Lamett advertisement yesterday
Multiplex Layer for Optimal Stability	Innovative Products at Affordable Prices

Prepositions such as with, by, like, on and for are capitalized in a subject line or headline if the word is four or more characters in length.

- Innovative Products at Affordable Prices
- Register on our Website www.lamett.com.

Currency

Be sure to indicate the correct currency abbreviations in your marketing materials such as USD 4,000, EUR 4,000.

Email

The word email is always written with the lowercase e and never hyphenated except when it is the first word of a sentence:

- I received your email yesterday.
- Email the chapter chair if you cannot attend.

Date Format

All dates should be written as date-month-year with no commas. Spell out the month to avoid confusion.

- 8 July 2008
- Include the day of the week before the date followed by a comma.
- Tuesday, 8 July 2008
- A dash should be used to separate dates across different months.
- 31 June - 3 July 2008

Internet

Internet is a proper name and always capitalized.

- Visit the Internet to find more information.

Lamett

To be written as one word, capitalized as a proper name except when used in email or website address.

- The Lamett website can be found online at www.lamett.com.

Numerals

Spell out whole numbers below 10; use figures for 10 and above.

- Enjoy five full days of excitement.
- Currently, we have 12 confirmed speakers.

Online

To be written as one word, not hyphenated.

- More information can be found online.

Phone numbers

Phone numbers should be written with spaces separating grouped digits: 1 800 773 7976.

- A plus sign should precede the first digit to indicate an international calling code:
- +1 789 231 2340
- +32 56 984 24

Spacing

There is only one space between a comma / period and the next phrase / sentence.

- If you don't sign up now, then you miss out on a great discount.
- The event is from 2 till 6 June 2008. Register now!

Time

Always specify whether the time is "AM" or "PM"

- The meeting is at 6PM on 6 June 2008.
- The show is from 4PM to 6PM on 6 June 2008.