



LW Measurements mission is to provide an exceptional product without sacrificing your budget since 2008. We take great pride in our product by creating a brand identity that people can trust. A consistent brand reinforces the idea that the product will always deliver on these expectations. It is imperative for our brand to be displayed uniformly and accurately on all platforms to maintain our loyal customer base. To successfully achieve a consistent brand image and identity, LW Measurements distributing partners must follow the guidelines as laid out in this Brand Manual.

The Logos in this manual cannot be redesigned in any way. You may use all the approved electronic logo formats, thumbnails, profile photos, and banners that can be accessed from our website or google drive. For assistance, please contact the Marketing Department at [admin@lwmeasurements.com](mailto:admin@lwmeasurements.com).

TREE Brand is our trademarked Brand name. When listing or posting our product on any platform please list our brand as "TREE". LW Measurements is the name of our company that distributes the Tree Brand. Do not list our brand as LW Measurements as this can create confusion. Please allow for clear spacing around our Brand Image, and free of anything behind it or directly touching it. Our TREE Icon and any other version of LW Measurements, TREE Logos cannot be used.

Pixilation Guidelines- Minimum 100

Primary Trade Marked Logo:

Secondary Logo:



### **Font and Color Guidelines**

Arial Font

Pantone- 355C Color

**#009639**

PR and Marketing Contact: [admin@lwmeasurements.com](mailto:admin@lwmeasurements.com)