



MODERN
METAL ROOFING

BRAND GUIDELINES

MISSION STATEMENT

Modern Metal Roofing is a manufacturer of premium metal roofing systems, headquartered in Franklin, Indiana. MMR produces a variety of metal roofing styles, available in many standard colors. Our commitment to quality includes using the best available raw materials, performing regular quality control measures, and continuous testing and improvement.

As an expression of our corporate values and core competencies, below is Modern Metal Roofing's mission statement:

"Modern Metal Roofing strives to provide the highest quality metal roofing products possible, championing our core value of offering long-term, sustainable roofing that protects our customers' assets. Our roofing products are innovative, environmentally-friendly, and recyclable, lessening the negative impacts of oil-based roofing products. MMR is committed to being ethical in our business dealings and marketing, with a strong emphasis on customer service and accountability".



LOGO GUIDELINES



MMR Main Logo - space around the logo should equal the height of the M in MODERN below the box.



MMR Alt Logo - space around the logo should equal the height of the M in MODERN below the box.

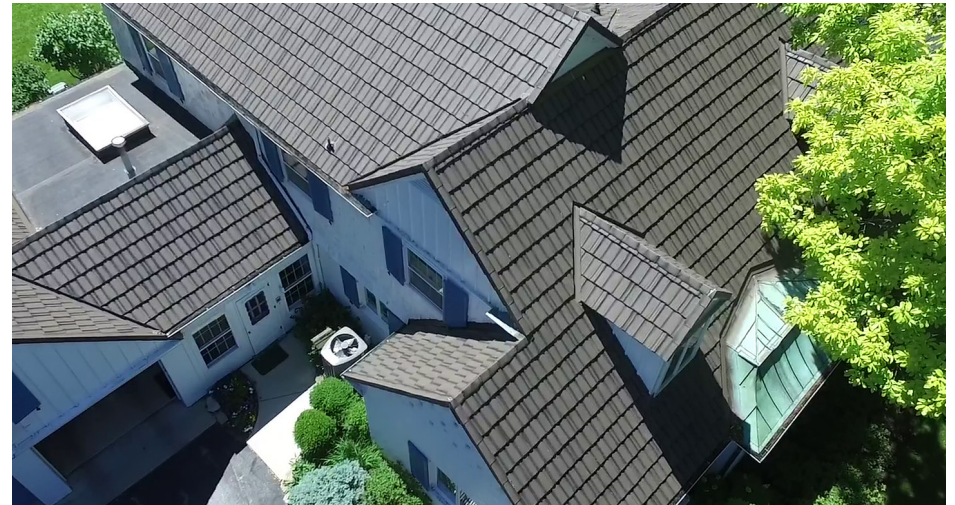


MMR Horizontal Logo - For use in limited situations, such as promotional items (pen). Not to be used on vehicles or in place of the main or alternate logo.

The logo should always be displayed in the correct aspect ratio, do not stretch or compress the logo in any way.

SUBMARK LOGO GUIDELINES

For use on social media profiles, either logo is acceptable.



AUTHORIZED INSTALLER LOGO GUIDELINES



MODERN
METAL ROOFING
AUTHORIZED INSTALLER

Approved contractors to install MMR roofing products may use the “MMR Authorized Installer” logo on vehicles, in print literature, and digitally under the following guidelines:

Vehicles:

- Graphic should be printed clearly, with no distortion, at a size of at least 4” x 4”, not to exceed 6” x 6”.
- Graphic should be placed in an area without other logos, above or below.

Print Guidelines:

- Graphic should be printed clearly, with no distortion, at a minimum size of 75 pixels wide, scaled proportionally.

Digital Guidelines:

- Graphic should be displayed clearly, with no distortion, at a minimum size of 75 pixels wide, scaled proportionally.
- Graphic should stand alone from other logos on the page, unless used in a grid of logos. If used in a grid of logos, ensure adequate spacing and sizing of all logos are evenly distributed.



COLOR PALETTE

Modern Metal Roofing (MMR) Blue and Gray are the primary colors of the brand and should always be included in both print and digital marketing pieces.

PRIMARY COLORS



MMR Blue
R: 10 G: 108, B: 182
Hex: 0a6cb6
C: 89 M: 56 Y: 0 K: 0

MMR Gray
R: 106 G: 107, B: 110
Hex: 6a6b6e
C: 59 M: 50 Y: 47 K: 16

SECONDARY COLORS



MMR Light Gray
R: 183 G: 183, B: 185
Hex: b7b7b9
C: 29 M: 23 Y: 22 K: 0

True White
R: 255 G: 255, B: 255
Hex: FFFFFFFF
C: 0 M: 0 Y: 0 K: 0

TRUE BLACK
R: 0 G: 0, B: 0
Hex: 000000
C: 75 M: 68 Y: 67 K: 90

TYPOGRAPHY

POPPINS

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

POPPINS BOLD

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0**

POPPINS BOLD ITALIC

***Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0***

BLAIR ITC

AA BB CC DD EE FF GG HH II JJ KK LL MM
NN OO PP QQ RR SS TT UU VV WW XX YY ZZ
1 2 3 4 5 6 7 8 9 0

BLAIR ITC LIGHT

AA BB CC DD EE FF GG HH II JJ KK LL MM
NN OO PP QQ RR SS TT UU VV WW XX YY ZZ
1 2 3 4 5 6 7 8 9 0

COPY GUIDELINES

- Modern Metal Roofing's products should be referred to in the following ways:

The Metal Tile Series
The Metal Shake Series
The Metal Shingle Series
Standing Seam Metal



- Refer to Modern Metal Roofing in the first instance of any copy, then in further uses, the MMR abbreviation can stand alone in usage.
- The Modern Metal Roofing phone number can be listed as 848-MMR-ROOF, but the actual number, 848-667-7663 should be included as well. The 848-667-7663 number can be used as a standalone number.
- All copy should adhere to AP guidelines.