



**SEISMIC**

**BRAND GUIDELINES**

*November 2023*



**NWS is the Market Leader for Seismic Retrofits  
in the Portland Area**

As the longest standing, leading engineer of customized seismic retrofit designs in the Portland area, NWS can claim the position of local industry leader.

This position is backed up by three top level benefits:

## MAJOR BENEFIT HIERARCHY

### Benefit One:

NWS provides the best possibility of saving your life & home in a major earthquake.

**Feature:** NWS is long-standing science and engineering-based team of Structural Contractors whose knowledge of local architecture & geology allows them to design SRs that meet the specific needs of your home.

**Proof:** Drawing on longstanding local expertise and experience NWS uses a scientific, engineering based approach to design custom solutions that address the specific structure and orientation of your home, and the underlying geologic conditions of your location.



**Benefit Two:**

NWS cares about you, your family, and your home investment, treating you as we would treat our own families and homes.

**Feature:** NWS is a local, family-owned and run company.

**Proof:** As a family-run operation NWS understands and shares your concerns. We have seismically retrofitted our own homes with the same care that we provide for you. We are a small company that provides personal, friendly service; you're not just a number to us.



**Benefit Three:**

You get local industry leader expertise and personal service at competitive cost.

**Feature:** Although NWS brings costs are on generally close or equal to competitors, unless that competitor employs one-size-fits-all approaches that end up fitting no one.

**Proof:** It's true. Unless the competitor is employing a cookie-cutter approach that is unlikely to work during an earthquake.



LOGO VARIATIONS

Logo lockups

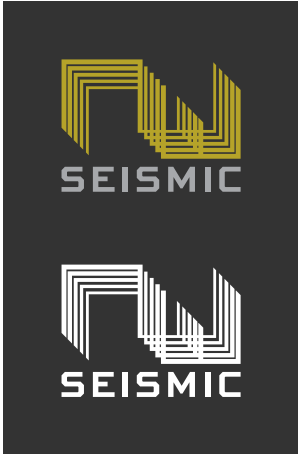
Primary Logo used for all brand materials in most cases. Color tone should contrast for legibility.

On dark backgrounds, reversed color options should be used for highest contrast and legibility.

Secondary logo works well if space is limited.



Primary Logo



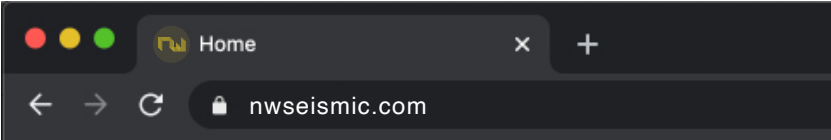
Logo - Reversed



Secondary Logo

Favicon

Abbreviated icon used as a favicon for web browser only. Should never be used to replace logo.

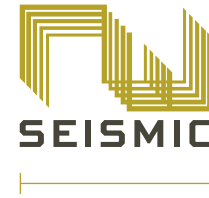


### CORRECT LOGO USE

#### Logo lockup

Logo used for all brand materials.

At least one S-height should be spaced around logo on all sides.



Should not be used smaller than one inch

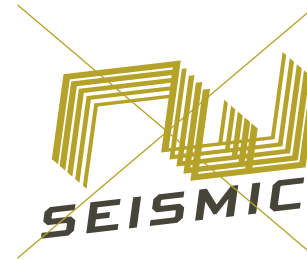
### INCORRECT LOGO USE

#### What NOT to do

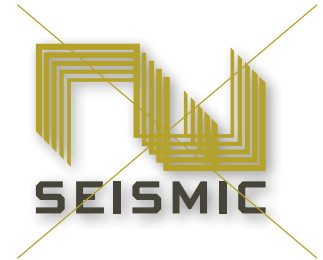
The logo lockup should not be altered from original versions for brand consistency, cohesion and clear legibility of the NW Seismic name.



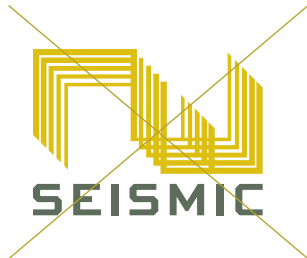
Do not alter the lockup



Do not distort



Do not apply effects



Do not change color



Do not use on busy backgrounds

**SWEET SQUARE PRO BOLD****NW SEISMIC**

**BOLD ALL CAPS** for NW SEISMIC logo..

**URW DIN DEMI**

**DEMI ALL CAPS** for Headlines and sub-headlines in body copy.

**BLACK** or **BOLD** can also be used for headline emphasis.

**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  
1234567890**

**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  
1234567890**

**URW Din Regular**

Used for all body copy and general use.

Book or *Italic*. **Bold** for emphasis.

Do NOT use **Black** or Light in body copy.

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  
1234567890

**Barlow or Arimo**

Used on website or applications such as MailChimp or Microsoft—and only when Din isn't available.

Regular or *Italic*. **Bold** for emphasis.

Do NOT use **Black** or Light in body copy.

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  
1234567890

**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  
1234567890**



## TYPOGRAPHY USE

# HEADLINE

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## URW DIN DEMI

20 pt. / 22 pt. leading, **ALL CAPS**

## Subheadline Font

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## DIN CONDENSED LIGHT

14 pt., Title Case

DIN Regular is the primary sans serif font used for body copy for general use.  
DIN is a clean font originally designed for industrial use and ease of readability.

## URW DIN REGULAR

8 pt. / 15 pt. leading

Aqui quos ut aut aci aut recupti doloris pligentio voloreptae ni odipsanimin  
culparum fuga. Namet lab id que nonsequi torest, comnisit voluptide odicta  
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toritio nseque ligenim endunt officiis ea nist landite mporepra cus et quis  
inveliquia.

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Left justified

Double line space between paragraphs

No hyphens if possible

No excessively long line lengths

No Widows or Orphans

Ut renti repernati aceriam, qui offictinus doluptum quamus mini optassimus  
as quia ium sit aliquis magnis sint voloreperis simus aliamus iur sitae.  
Ebit quissunt fugit eum et faceaquis rem aribus minus exces voluptae restio  
consequae maionsequid et quatum aperatur aliquiatem que ellabor poresci  
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optatoria nos moluptaqui inus et quia veris derum est, optatio.

## CAPTION TEXT

Used small for photo captions.

## URW DIN DEMI

7 pt. / 11 pt. leading

Headline is **ALL CAPS**, Text is Sentence case.

# NW SEISMIC

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## SWEET SQUARE PRO BOLD

**ALL CAPS**, 50 point tracking/letter spacing

**PRIMARY  
COLOR PALETTE**

Most used color scheme. Used for color blocks, and typography. All colors can be used for page backgrounds or blocks of color behind text. Text color should contrast background tone to be easily read.

HEX: #47453B  
 RGB: 71, 68, 58  
 CMYK: 62, 57, 68, 47  
 PMS: 7771 C

NWS Deep Brown

HEX: #B5A329  
 RGB: 180, 164, 42  
 CMYK: 32, 29, 100, 2  
 PMS: 7767 C

NWS Gold

HEX: #333333  
 RGB: 51, 51, 51  
 CMYK: 69, 63, 62, 58  
 PMS: Black C

NWS Black

HEX: #A6A8AB  
 RGB: 166, 168, 171  
 CMYK: 37, 29, 28, 0  
 PMS: Cool Gray 6C

Mid Grey

HEX: #F4F4F1  
 RGB: 244, 243, 240  
 CMYK: 3, 2, 4, 0

Pale

Pure White

**PHOTOGRAPHY DIRECTION**

Good quality photos of finished work are crucial to show off quality workmanship.

If professional photos aren't possible, snapshots should be as well-lit and high resolution as possible. Photos should be uncluttered and cropped in a pleasing way. Including the crew or client (with permission) is an inviting touch for human engagement.

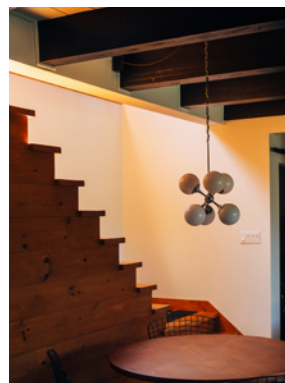
Photos that illustrate technical processes or objects (e.g., anchoring processes or equipment used) need to be technically correct. If unsure, check with client.

If photos show brand colors, deep earth tones and yellow/gold, it's a plus.

Photos used for print or digital marketing should be professionally shot and edited whenever possible. Campaign photos should have an editorial feel, telling a story, possibly with people.

For social media: A good mix of finished, work-in-progress, before/after shots and campaign imagery should be used.

There are nice, free stock photography websites such as: [unsplash.com](https://unsplash.com) and [pexels.com](https://pexels.com) for use when needed.



### TEAM PHOTO DIRECTION

Professionally shot photos are best for website or marketing use. In keeping with brand values representing strength, stability, trust. In an outdoor setting or with a structural/architectural background indicating the work environment.

Dramatic lighting, and a consistent color tone for all is recommended. If brand colors are present, even better.

Here are some examples for inspiration.



## COPY GUIDELINES

Always refer to the NWS Team as  
"Structural Contractors."

### DESCRIPTIVE WORDS

- Experienced/knowledgeable
- Science-based customized engineering seismic retrofit designs
- Family, personable, casual

### EDUCATIONAL COMPONENT

Since knowledge of a potentially disastrous earthquake that is overdue is essential to motivating prospects to take action, part of any communications campaign should be to remind people that an earthquake is an eventuality, not a possibility, and that they have two choices: do nothing and accept the risks, or take action to protect their lives and property.

### TWO PRINCIPLE MOTIVATORS

VOC research showed that prospects fall into two motivational "camps." Those who are more emotionally motivated by saving their and their family's lives. Those who are more calculating about protecting their financial investment in their property. Of course these camps overlap, but respondents veered towards one or the other.

### PRINCIPLE ARGUMENT FOR SEISMIC RETROFIT:

#### SHELTER IN PLACE

Given the catastrophic long term effects of a major quake in the Portland Area, being able to shelter in your undamaged (or minimally damaged) home will be your greatest asset.

## COPY GUIDELINES

## COPY TONE

## GENERAL:

**Company description:** “NWS is Portland Metro’s leading provider of customized seismic retrofit solutions based on solid scientific engineering principles.”

**Language is Combination of Professional and Casual**

While NWS takes a very professional, exacting approach to protecting life and property—and maintaining your home as a safe space to remain in place after an earthquake—the language we use is plain-spoken and casual. If we use technical terms or jargon, we explain what we’re talking about.

Professional in practice, NWS is personal, no-pressure, easy going and caring in manner. They are consultative in approach, here to help prospects understand that there will be a major earthquake, there are scientific/engineering principles (seismic retrofit) to help protect your home, and that NWS is the most experienced local industry leader to protect your lives and investments, and provide you with the best chance of sheltering in place during the catastrophic aftermath of a major earthquake.

We always emphasize benefits/motivators before launching into technicalities.

**Show, Don’t Tell**

NWS is the “leader” or “industry leader” for seismic retrofits in the Portland Metro area. This is backed up with:

- They are the longest standing company with the most retrofits
- They are thought leaders who have spoken on media

Beyond “leader,” don’t use empty, cliché superlatives (e.g. best, excellent, quality work, etc.). Instead, use stories and evocative language that let the prospect arrive at the conclusion that NWS is the most experienced, knowledgeable, trusted provider.

**EXAMPLES:**

**Don’t:** NWS is the most trusted provider...

**Do:** More Portlanders trust NWS to...

**Don’t:** NWS is the most experienced...

**Do:** Since 1992 NWS has securely retrofitted more Portland homes...

## CATCHY HEADLINES, EXPLAINER BODY COPY

Headlines extoll the 3 benefits and/or educate regarding the inevitability of a major earthquake.

### HEADLINES:

- Should be catchy standouts that grab attention
- Can use slightly irreverent, edgy language (e.g. "save your butt")
- Instill fear of loss of life/property
  - Speak more directly to 1 of the 2 camps
- Refer to coming megaquake or major earthquake

### Some style examples:

This Home Improvement Won't Impress Your Neighbors.  
But It Might Save Your Butt

This Home Improvement Won't Create Your Dream  
House. But It Might Save Your Home

We're So Past Due For A Major Earthquake,  
You Could Say We're 10 Months Pregnant

The Next Megaquake Will Feel Like Your World's Ending.  
We're Here to Save Your World

Your Home is Your Biggest Investment:  
Seismic Retrofit Is a Your Best Hedge

### Body copy shows:

- Seismic retrofitting is the best protection against the coming quake
- NWS is the most qualified company to perform your seismic retrofit
  - Longest standing local industry leader
  - Number of homes protected, etc...
- The time to take action is now, not the day after a quake
- CTA
  - Visit Website
  - Call us today for free consultation