



BRAND GUIDELINES

TABLE OF CONTENTS

Section 1: Defining our brand

Core Focus 3

Core Values 4

Core Behaviors..... 5

Our 3 Uniques 6

Who We Are..... 7

Our Offerings 8

Section 2: Design elements

Our Logo 10

Our Logo (for small use) 11

Usage on Backgrounds 12

One-color Use 13

Logo Misuse 14

Logo Use on Promotional Items..... 15

Brand Color Palette..... 16

Accessible Color Combinations 17

Typography & Font 18

Photography 19

Video 20

Section 3: Other areas of M&M

Platinum Club..... 21

Commercial Services Logo 22

Commercial Services 23

Questions? 20

CORE FOCUS

Our Mission

Since we started business in 1976, we've been committed to providing quality products and service. Customer satisfaction is more than just a promise. We've made it our business to create a culture that places customer satisfaction at the top of our priority list.

We're proud of the reputation M&M has earned over the years, but we are also keenly aware that each day there are new scorecards. How well we do today gives us the opportunity to prove ourselves again tomorrow.

Our Niche

Exterior Solutions in Roofing, Windows, and Siding.

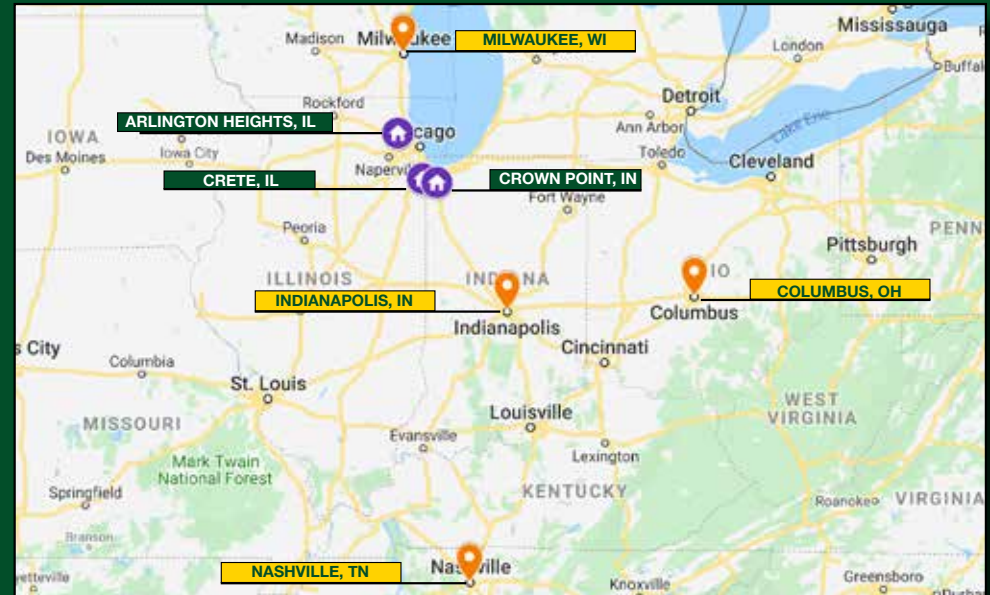
Purpose/Cause/Passion

To change the lives of the people we touch everyday. First our Team, then our Partners, and ultimately our Customers.

FOCUS

- ★ Expansion
- ★ Career Opportunities
- ★ Learning Culture
- ★ Team Building
- ★ Multiple Locations
- ★ Employee Engagement
- ★ Remodeling with a Purpose

LOCATIONS



M&M CURRENT LOCATIONS

POSSIBLE FUTURE LOCATIONS

CORE VALUES

Driven

Being determined to succeed at accomplishing our goals regardless of what obstacles stand in our way.

Integrity

Showing yourself to be of good and truthful character. Doing the right thing when no one is looking.

Growth

Being fully engaged in the process of developing personally and professionally. Seeking opportunities to add value to our co-workers, customers, and partners.

Generosity

Having an openhanded approach to our resources in an effort to bless our customers, partners, community, and team.

Excellence

Striving to be outstanding in everything we do and in every interaction we have. Holding ourselves to a higher standard than what's expected.



DRIVE



INTEGRITY



GENEROSITY



GROWTH



EXCELLENCE

CORE BEHAVIORS



Listen Generously.

Listening is more than simply “not speaking.” Be present and engaged. Quiet the noise in your head and let go of the need to agree or disagree. Create space for team members and customers to express themselves without judgement. Listen with care and with empathy. Above all, listen to understand.



Do What's Best for the Customer.

In all situations, do what's best for the customer, even if it's to our own detriment. There's no greater way to build a reputation than to steadfastly do what's right for others. Every day.



Deliver Legendary Customer Service.

Do the little things, as well as the big things, that blow people away. Create extraordinary experiences they'll tell others about. Mere customer satisfaction is for the lesser companies. Create customer loyalty by doing the unexpected!



Honor Commitments.

There's no better way to earn people's trust than to be true to your word. Do what you say you're going to do, when you say you're going to do it. This includes being on time for all phone calls, appointments, meetings, and promises. Allow extra time for surprises and delays, and don't let these become excuses.



Be Obsessive About Organization.

Regardless of the quality of your work, if you can't manage multiple issues, tasks, and promises, you won't be a superstar. Plan your work and work your plan. Use an effective task management system for prioritizing and tracking outstanding issues and responsibilities.



Get The Facts.

Don't make assumptions...unless they are positive ones! Gather the facts before jumping to conclusions. Work from the assumption that people are good, fair, and honest, and that the intent behind their actions is positive. Set aside your own judgments and preconceived notions. Give people the benefit of the doubt.

OUR 3 UNIQUES

There are many companies out there that people can choose from for their exterior remodeling needs. Why should they use us? We are a preferred installer with OC, GAF and Firestone which enables us to offer the best warranty, non-prorated labor and material, in the industry.

Being in business since 1976 has given us the experience and reputation our customers can trust. Our repeat customers and referrals are testament to that.

Whether you are at the start of your job or your job has been complete and you have a service request, listening is such a high priority that we promise to respond within 24 hours. Listening is more than simply “not speaking”. We promise to be present and engaged. We promise to do the little things, as well as the big things to create extraordinary experiences for our customers. Mere customer satisfaction is for the lesser companies. We strive to create customer loyalty by following our 3 uniques.



Lifetime Warranties

Our lifetime warranties will protect your investment for many years to come



Delivering on Promises since 1976

We've helped 60,000 customer and counting



Listen and Respond Within 24 Hours

You are our number one priority, an you'll feel like it

WHO WE ARE



M&M is a family-owned and operated company providing exterior and interior remodeling services. M&M follows a strict code of ethics and has made a strong commitment to the professionalism of the remodeling industry. We've made it our business to create a culture that places customer satisfaction at the top of our priority list.

“We're proud of the reputation M&M has earned over the years, but we are also keenly aware that each day there are new scorecards. How well we do today, gives us the opportunity to prove ourselves again tomorrow.”



Experience – since 1976 M&M has been serving the commercial market needs throughout Chicagoland and Northwest Indiana.

Quality – experienced installers.

Stability – over four decades of service, fully licensed, bonded and insured in both Illinois and Indiana.

Value – competitively priced products to match budget needs.

Customer service – customer feedback has helped us develop a combination of products and services that best meets their project and budget goals.

Warranty - installations backed by manufacturers extended non-prorated warranty.

OUR PROVEN PROCESS

Our goal at M&M Home Remodeling Services is to provide peace of mind with every customer interaction. This is why we created the M&M “**Peace of Mind Proven Process**,” so that there would be a consistent path with each customer interaction. Not leaving anything to chance, rather by choice we bring peace of mind through a systematic process. **Your peace is our promise!**

Our “Proven Process” consists of the **initial call** to us, a **sales consultation** visit, **measure tech** visit, **installation**, **final inspection**, and then a **follow-up** quality control call from customer engagement center.

Through this process we are able to accomplish our guarantee. To provide peace of mind with every customer interaction.





M&M PRICE PROMISE

Our Price Promise Guarantee sets us apart in products used, install practices, & warranties offered.

If you find a lower price on a comparable product, installation and warranty, we'll beat any competitive offer, guaranteed*!

*Terms & Conditions: *If within 30 days of placing your order, but no later than three business days prior to installation, you receive a lower price for the same product, installation and warranty, M&M will beat the price. To qualify, you must provide M&M a written estimate on the letterhead of a licensed competitor, including product name, item type, areas of installation, trim sizes, flashing specifications, and an itemized listing of applicable warranties and/or services for comparison. M&M has the right, in its sole discretion, to determine whether the written estimate qualifies for the offer. M&M will not match a competitor's free offer, rebate, financing offer, clearance or closeout price, or installation special. Offer excludes any custom made aluminum work, repairs, and commercial projects. Subject to change.*



THE STRONGEST WARRANTY

We have held ourselves to the highest standard and have been certified by several manufacturers to offer the best warranties with the most coverage. The details of our warranties vary by product, but we offer a non-prorated lifetime warranty that covers both labor and materials on roofing, windows, and siding.



OUR LOGO

Our logo is composed of shapes from that form a house specifically the roof, with the 2 M's representing the initials of the 2 partners that founded the company.

Home remodeling services was incorporated in 2001 when we began to do more than just roofing. We expanded our services to soffit, fascia, gutters, siding, windows, doors and more.

The “since 1976” was integrated into the logo in 2011.



OUR LOGO (FOR SMALL USE)

There is a specific logo for small sizes and should be used when the logo is rendered at a size between 50px wide and 90px wide.

The small logo mark should be used at a size between 15px tall and 20px tall.

The copyright symbol should never be deleted for anything digital.

Approval will be needed by senior level management to use the logo without the “since 1976” bubble.

Maximum Sizing for Small Use Logo

89px wide, approx.



(or approx. 1.24 inches)

20px height, approx.



(or approx. 0.28 inches)

Minimum Sizing for Small Use Logo

50px wide, approx.



(or approx. 0.7 inches)

15px height, approx.



(or approx. 0.2 inches)

USAGE ON BACKGROUNDS

The full-color logo should be used only on white, grey or gold backgrounds.

Avoid using the full-color logo on black.

Avoid using full-color logos on photographs unless the logo sits on a white area of the image.



ONE-COLOR USE

The one-color logo should be used only on photographs, videos and color backgrounds within the M&M color palette.

If using the grey or gold background, we strongly prefer to use the full-color logo. However, if design limitations conflict with this, then the logo can appear in white.



LOGO MISUSE

Avoid using at small sizes, as it can become illegible. Always use the logo files provided. Do not re-create.



Do not crop the logo



Do not use different colors



Do not re-create using any other typeface



Do not change the transparency of the logo



Do not outline logotype



Do not shuffle around the colors of the logo



Do not change the size or position of the M&M



Do not distort the logo

LOGO USE ON PROMOTIONAL ITEMS

Small Items such as Pens

For promotional items such as pens where the logo text will not be legible you can use just the M&M icon.

Embroidery

The use of the logo for embroidery, can be used without the “Since 1976” bubble, if the logo is being done in a size too small that it would not be possible to thread. Thread color to be used, green gray, white, and gold, if it has to be one color.

Screen printed

For any vinyl or screen printed clothing items such as t-shirts, sweatshirts, long sleeves etc. Our main logo is to be used with the “Since 1976” bubble. Our logo should only be printed in full color, white, gold, or black.



OUR COLOR PALLETTE

Use these colors in any layout or collateral design.

Use only black or white text on core colors as outlined on the right. Do not interchange the use of black and white text according to preference, as these color combinations are specifically approved for accessibility.

| | | |
|--------------------------------------------------------------------------|------------------------------------------------------------------------|---------------------------------------------------------------------------|
| M&M Green HEX: 024d28 CMYK: 90-41-98-45 RGB: 3-78-40 | White HEX: ffffff CMYK: 0-0-0-0 RGB: 255-255-255 | Black HEX: ffffff CMYK: 0-0-0-100 RGB: 255-255-255 |
| Dark Gray HEX: 939598 CMYK: 0-0-0-50 RGB: 147-149-152 | Light Gray HEX: d1d3d4 CMYK: 0-0-0-20 RGB: 209-211-212 | M&M Gold HEX: fec00f CMYK: 0-26-100-0 RGB: 254-192-15 |

ACCESSIBLE COLOR COMBINATIONS

All examples shown on the right pass the contrast standards. Never typeset small green text on black.



TYPOGRAPHY: HELVETICA NEUE

Helvetica Neue is our typeface, the use of any of the versions in this font family are acceptable.

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
0123456789

UltraLight

UltraLight Italic

Thin

Thin Italic

Light

Light Italic

Regular

Regular Italic

Medium

Medium Italic

Bold

Bold Italic

Condensed Bold

Condensed Black

Look at Jane enjoy life. Be like Jane, enjoy life.

Look at Jane enjoy life. Be like Jane, enjoy life.

Look at Jane enjoy life. Be like Jane, enjoy life.

Look at Jane enjoy life. Be like Jane, enjoy life.

Look at Jane enjoy life. Be like Jane, enjoy life.

Look at Jane enjoy life. Be like Jane, enjoy life.

Look at Jane enjoy life. Be like Jane, enjoy life.

Look at Jane enjoy life. Be like Jane, enjoy life.

Look at Jane enjoy life. Be like Jane, enjoy life.

Look at Jane enjoy life. Be like Jane, enjoy life.

Look at Jane enjoy life. Be like Jane, enjoy life.

Look at Jane enjoy life. Be like Jane, enjoy life.

Look at Jane enjoy life. Be like Jane, enjoy life.

Look at Jane enjoy life. Be like Jane, enjoy life.

PHOTOGRAPHY

When it comes to photography use in our marketing materials, being online or print, our first choice is to use photos of work we have done. If there is a specific shot or photos you are using that we do not have available, we are able to use any of our partners stock photos given any stipulations they have in place for the use of their images that we must follow. Owens Corning, GAF, ProVia, and James Hardie have images that we have access to.

We ask you use images that make sense to use for the location that is being promoted. Example, there are not cactus, or palm trees in North-west Indiana or Illinois, therefore we would not use an image showing that landscape. People need to relate to what they are seeing. Make sure the picture is appealing, and if doing a before and after make sure the difference is unmistakable. The more dramatic the better.

Using images that showcase the products we provide is the best image to use.



VIDEO

A few rules to follow. Stick to using one of the logos through out the video. If your using the white logo in intro then use that same color for ending. We prefer to use our full color logo if possible. Stick to 2 fonts at most in video titles, copy etc. Preferably the use of our company font Helvetica Neue. You can use other fonts if you're trying to emphasise items.

Video Thumbnails

The consistency of thumbnail design gives this channel a more professional look which is important since people will watch these videos to learn something, rather than just be entertained.

- It needs to be in high definition and the optimal Youtube thumbnail size (1280 x 720 pixels).
- It also needs to relate directly to the purpose of your video content and the style of our channel
- DO NOT CREATE clickbait thumbnails

Logo Usage

Always use the logo that shows the "1976" bubble.

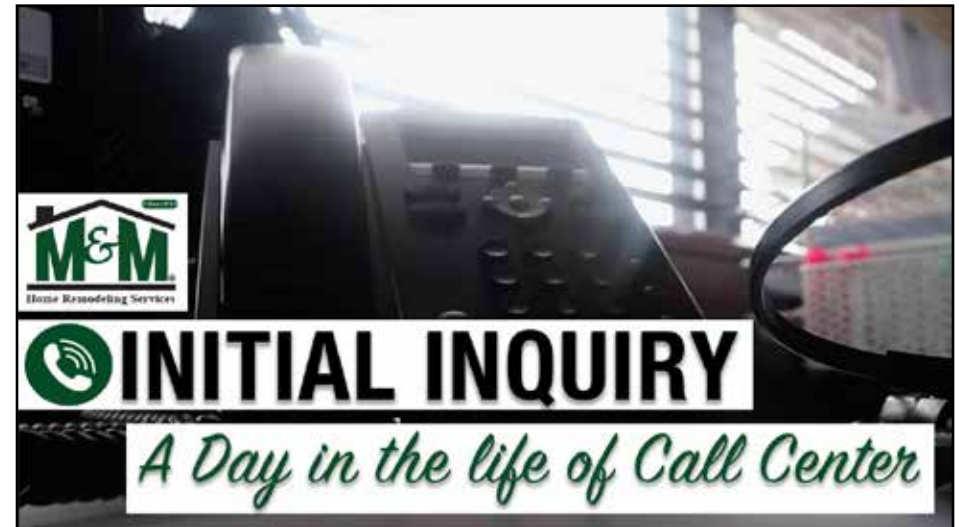
Ending Screen:

End with our company guarantee and website link

Watermark:

Use the white M&M logo

Our youtube channel is [mmhomeremodeling](https://www.youtube.com/mmhomeremodeling)



PLATINUM CLUB

Every year the company takes the team to a beautiful destination to celebrate all of their accomplishments.

Sales reps qualify for the Platinum Trip through the shared fate of reaching their team sales goal.

Production Management qualify for the Platinum Trip through the shared fate of reaching their team sales goal.

Office qualify for the Platinum Trip once they have been with the company for 10 years.

The platinum logo is mainly used in promotional items for our Platinum Trip. Since most items are embroidered the 1976 logo can be omitted.



COMMERCIAL SERVICES LOGO

Our commercial logo continues to use roofing in the name since our main focus is Roofing.

This is the logo that should be used in all of our printed or online materials/ads that are specifically geared towards our commercial services.

The commercial services logo can be used with the same color palette as our Home Remodeling Services logo.



COMMERCIAL SERVICES

Commercial services is a big part of what we do. We have a completely separate website for our commercial services.

www.mmcommercialservices.com



Our commercial services are geared towards HOAs, realtors, board members of HOAs, commercial buildings, property managers and owners.

EPDM

TPO

Modified

Steep

Slop



You can find us online:

<https://linktr.ee/mmhomeremodeling>

<https://www.youtube.com/c/Mmcorphomeremodeling>

<https://www.facebook.com/MMHomeRemodeling/>

<https://www.linkedin.com/company/m-&-m-remodeling>

<https://www.instagram.com/mmhomeremodeling/>

<https://www.tiktok.com/@mmhomeremodel?>

<https://twitter.com/mmhomeremodel>

For any brand inquiries or questions contact
marketing@m-mcorp.com