



BRAND STYLE GUIDE



THE OUTDOOR
GREATROOM
COMPANY

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BRAND MESSAGING

WHY STATEMENT

Creating a lifetime of outdoor experiences through fire.

TAGLINE

Bring Home Outside.®

WHO WE ARE & WHAT WE DO

Located in the heart of Minnesota, The Outdoor GreatRoom Company™ (OGC) manufactures unique, upscale products with design appeal for outdoor living spaces. Products include gas fire pit tables, gas fire burners, pergolas, outdoor kitchen islands, outdoor gas fireplaces, outdoor patio furniture, accessories, and custom products for residential and commercial applications. The team behind The Outdoor GreatRoom Company™ was the first to enter into the gas fire pit category, positioning OGC as the experts on outdoor fire.

OUR PROMISE

Let the Outdoor GreatRoom Company help to define your outdoor experience. We set the trends outside as your one-stop-shop for safe products, reliable and friendly service, and innovative technology. From concept to design to delivery, we will ensure your style doesn't stop at the door. Distinctive products for a distinctive lifestyle. Bring home outside.

OUR MISSION

To bring family and friends together by redefining the home living experience through innovative products and people.

BRAND DIFFERENTIATORS: WHY OGC?

- Crystal Fire® Burner Technology - best and most reliable in the industry
- UL, ULC, CE Listed - Safety tested to protect the ones you love
- Design-forward products handcrafted in MN from durable, outdoor-rated materials
- You can rely on our team like family - we provide exceptional customer service, reliability, and warranty

BRAND MESSAGING

HISTORY

In 1975, Dan and Ron Shimek had an inspiration for indoor gas fireplaces that changed an industry and became the foundation of Heat-N-Glo®. Brothers Steve and Gerry joined them and the rest (including over 50 patents) is history. But the Shimeks were never ones to dwell on the past. That inspiration led Dan to launch the first company of its kind in 2003: The Outdoor GreatRoom Company™ – a company dedicated to an exciting new concept “the outdoor greatroom.”

BRAND CHARACTER

Fun	Warm
Friendly	Inviting
Aspirational	Expert
Family-oriented	Welcoming
Innovative	Inclusive
Approachable	Customer-driven
Educator	Authentic

SYMBOLS, REGISTRATIONS, TRADEMARKS

The Outdoor GreatRoom Company™
Crystal Fire® Burner
Bring Home Outside.®

BRAND IMAGE

BRAND IDENTITY

Consistent branding, messaging, design, and typography presents a unified and consistent brand identity and experience for every internal and external customer. These principles should be applied to any internal or external communication document, product manual, packaging, promotional item, presentation, advertisement, digital communication, etc.

DESIGN PRINCIPLES

Clean
Modern
Simple
Friendly
Inclusive

LOGO

The Outdoor GreatRoom Company™ logo has a clean, simple design with a modern sans serif font. The orange flame stands out as the focus of the logo. This symbolizes that we believe fire is the heart of a fire table, the heart of the outdoor room, and the heart of any home. Every internal and external document should be branded with the Outdoor GreatRoom™ Company logo, as every communication piece is a chance to promote the brand.

FULL LOGO

AVAILABLE IN FULL COLOR OR REVERSE COLOR.



CONDENSED LOGO AKA "THE BUG"

AVAILABLE IN FULL COLOR OR REVERSE COLOR. ONLY TO BE USED WHEN A FULL LOGO WILL NOT FIT.



BRAND IMAGE

LOGO GUIDELINES

The Outdoor GreatRoom Company™ Logo is our signature and and most valuable brand asset. Position the logo with maximum impact with plenty of room to breath, while keeping it in proportion with the rest of the document or artwork design. The logo should generally be left aligned or centered within a document or artwork design. Do not change, alter, or distort the logo in any way. Do not replace the official font with any other font.

LOGO SPACING

The spacing of the logo is important. Keep all other elements away from the logo at a minimum distance equal to the width of the flame.



PHOTOS & VIDEOS

The Outdoor GreatRoom Company™ offers a library of images and video for use with marketing communications, both print and digital. They are available to download from a dropbox library. Email hilary@outdoorrooms.com or log in to the OGC Dealer Dashboard for access.

All videos and images must be used in a truthful and respectful manner. They cannot be used without proper permission. Either The Outdoor GreatRoom Company™ logo or company name must be credited.

TYPOGRAPHY

Consistent fonts and typography must be used across all internal and external communications.

GOTHAM PRIMARY FONT

light

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnpq
rstuvwxyz

1234567890

book

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnpq
rstuvwxyz

1234567890

medium

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnpq
rstuvwxyz**

1234567890

CENTURY GOTHIC SECONDARY FONT - USE ONLY WHEN GOTHAM IS NOT AVAILABLE

regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnpq
rstuvwxyz

1234567890

bold

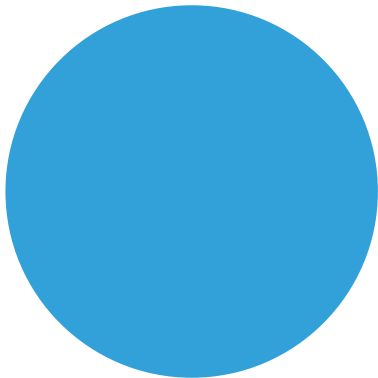
**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnpq
rstuvwxyz**

1234567890

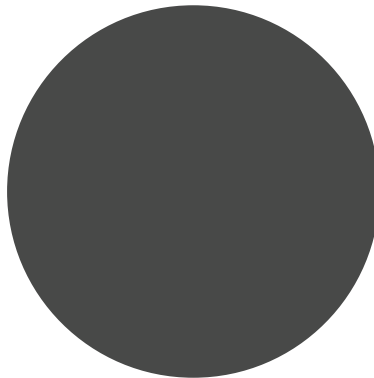
COLOR PALETTE

The Outdoor GreatRoom Company has three primary colors and two secondary colors. Black and White can also be used.

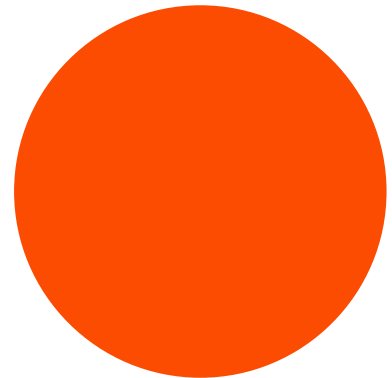
PRIMARY COLORS



CMYK = 69, 21, 0, 0
RGB = 59, 162, 219
Pantone 7688C



CMYK = 66, 59, 58, 40
RGB = 73, 73, 73
Pantone 447C

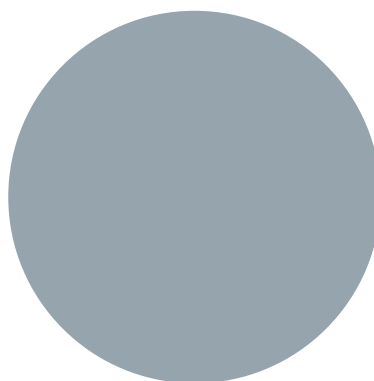


CMYK = 0, 85, 100, 0
RGB = 241, 93, 34
Pantone 1655C

SECONDARY COLORS



CMYK = 7, 5, 2, 0
RGB = 233, 234, 240
Pantone 649C



CMYK = 43, 29, 25, 0
RGB = 151, 164, 174
Pantone 7543C

USAGE, PERMISSIONS, CONTACT

USAGE AND PERMISSIONS

For questions, access, or permission please contact the OGC Marketing Department.

CONTACT

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