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Dear Valued Customers, Suppliers and Partners:

Thank you to each of you for contributing to R-Anell Homes' success in the home building industry. To help make your job easier as you market the R-Anell Homes brand, we have developed a Brand Style Guidelines manual.

This manual provides an overview of R-Anell Homes' creative guidelines that will enable all of us to build and maintain the R-Anell Homes brand as the recognized leader in the modular home building industry.

It is important to maintain the consistency of the R-Anell Homes trademark and name to strengthen and preserve R-Anell Homes' brand integrity. The manual provides explanations and visual examples of the R-Anell Homes brand identity, trademark and visual communications usage. These guidelines should inform all future creative applications of the R-Anell Homes brand.

If, at any time, a unique application of our trademark is required and is not specified in the R-Anell Homes Brand Style Guidelines Manual, please contact:

Dennis Jones, General Manager
R-Anell Homes
Telephone: (704) 483-5511

This guide will be updated throughout the year, and you will receive these updates via mail as produced. Should you prefer to receive updates electronically, please contact R-Anell Homes.

Thank you again for your part in making R-Anell Homes one of the most trusted and recognized brands in our industry.

R-Anell Homes



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The origin of the R-Anell Homes brand identity is a combination of research, strategy and creative development. The R-Anell Homes brand has become a valuable strategic asset with enormous brand equity, providing the company with a position of leadership within the industry.

This set of style guidelines provides the creative and marketing strategy behind the R-Anell Homes brand identity. It contains detailed explanations of all aspects of the brand identity, as well as direction and recommendations for future application.

This set of R-Anell Homes style guidelines serves as a guide to brand identity and usage for those unfamiliar with the company's brand, and an easy-to-use reference manual for those who will implement it.

A well-designed and well-understood brand identity system is the only way to manage a brand. Establishing firm control of how the brand identity is presented allows opportunities for both marketing professionals and design professionals to contribute intellectually to the brand's growth.

Thus, with the future of the brand in mind, style guidelines and policies have been established to lead the brand image of R-Anell Homes. The following guide is to be used as a reference tool for marketing professionals and design professionals on the correct usage of the R-Anell Homes trademark—commonly referred to as the logo.



The recognized trademarked brand name is R-Anell Homes for all internal and external communications.

The written use of the brand name is R-Anell Homes. "R-Anell" is to be used in uppercase letters in all instances. The "R", "A" and "H" are always uppercase, never lowercase. There is always a hyphen between the "R" and the "A".

EXAMPLE
R-ANELL HOMES |

R-Anell Homes



The R-Anell Homes trademark stands as the primary graphic identifier of R-Anell Homes. The elements which comprise the trademark have been specifically designed for visual appeal, recognition, and impact.

The elements of the trademark are defined as follows:

SYMBOL: The Blue Circle.

LOGOTYPE: R-Anell Homes, which has been designed utilizing the News Gothic font family.

The trademark may be reproduced only from the digital files available from R-Anell Homes.

The R-Anell Homes trademark should always be accompanied by the integral "®" symbol positioned to the right of the logotype.

The R-Anell Homes logo is defined by law as a trademark and we, as owners of that responsibility, must protect that trademark by ensuring its proper use at all times.





The following R-Anell Homes one-color trademarks may be used:

1. PMS Reflex Blue on a white background.
2. Black on a white background.
3. White on a continuous background of PMS Reflex Blue.
4. White on a continuous background of black.

PMS REFLEX BLUE
ON WHITE



BLACK ON WHITE



WHITE ON
PMS REFLEX BLUE



WHITE ON BLACK





For printing consistency and brand consistency, R-Anell Homes PMS colors are based upon 2003 Pantone® Color Standards for Solid Coated colors and Solid To Process colors. To maintain consistent printed R-Anell Homes materials, ask your printer for a substrate ink drawdown to match your specified PMS color.

Also, R-Anell Homes PMS colors must be matched across different printing substrates to maintain color and brand consistency.

PRIMARY
BRAND COLORS



PMS Reflex Blue C
CMYK C=100, M=73, Y=0, K=2
HTML 171796 (Hex)
RGB R=23, G=23, B=150

White
C=0, M=0, Y=0, K=0
FFFFFF (Hex)
R=255, G=255, B=255



Consistent use of "non-intrude" space around the trademark is necessary to create a strong presence and correct posture for the R-Anell Homes trademark. Sufficient "non-intrude" spacing creates a visual frame for the trademark, freeing it from competition with other graphic elements or typography.

The minimum required "non-intrude" space is equal to the width of both of the lowercase "Ls".



 = Width of both of the lowercase "Ls" in R-Anell



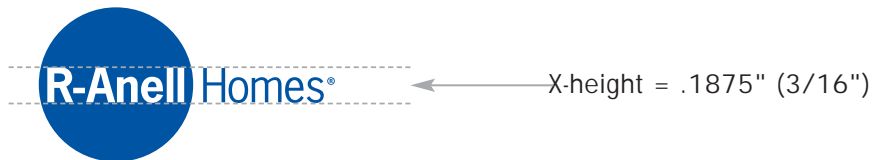
MAXIMUM SIZE

There is no maximum size limitation set for the R-Anell Homes trademark. However, care must be taken to preserve the "non-intrude" area around the trademarks for legibility (see page 6).

PREFERRED MINIMUM

The preferred minimum size for the R-Anell Homes trademark is .1875" (3/16") measured on the R-Anell X-height. High-resolution printing should be used whenever possible when the trademark is used this small. Use of a smaller-sized trademark than the sample below is not recommended. Reduction of legibility will impair the integrity of the R-Anell Homes trademark.

MINIMUM SIZE





The R-Anell Homes trademark must never be altered in any way regarding proportions, colors, typography, etc., without prior written consent from R-Anell Homes. This includes any effects applied to the trademark, such as drop-shadows, glows, beveling, textures, etc.

The trademark always must include the registered trademark symbol in the approved position and color.

NOT ACCEPTABLE USE |



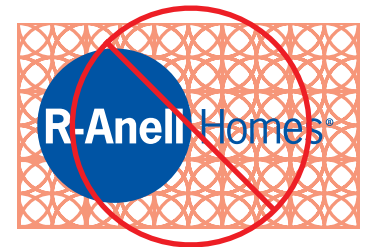
DO NOT skew trademark.



DO NOT deviate from approved brand colors.



DO NOT stack or reposition the trademark in any way.



DO NOT use trademark on patterned background.



DO NOT elongate or stretch the trademark.



The following guidelines apply to trademark usage on apparel:

1. The R-Anell circle should always be PMS Reflex Blue with the word "R-Anell" in White, with the exception of non-coordinating colors (see #4).
2. On all light-colored garments, the word "Homes" should be PMS Reflex Blue.
3. On all dark-colored garments, the word "Homes" should be White.
4. On all other colors that do not coordinate with PMS Reflex Blue, the trademark should be tone on tone.

USE ON
LIGHT COLORS



USE ON
DARK COLORS



DO NOT use "Homes" in Reflex Blue on dark-colored backgrounds.

USE ON ALL
OTHER COLORS





Below is a comprehensive list of vendors who have a reputable history producing R-Anell projects. They should be preferred at any time when given a choice.

APPAREL

Logo Wear

John Rust
 jrust@logowearnow.com
 1430-A Industrial Drive
 Matthews, NC 28105
 704. 841. 8441
 704. 708. 8729 fax

Katie Wood Inc.

Aaron Wood
 aaron@katiewoodinc.com
 PO Box 634
 Lincolnton, NC 28093-0634
 704. 735. 5347
 800. 728. 6001
 704. 735. 7279

PRINTING

Printing Unlimited

John Henkel
 puiart1@bellsouth.net
 7912 Unity Church Road
 Denver, NC 28037
 704. 483. 4298
 704. 483. 6302

Northstate Printing

Kelly Loris
 (service warranty manuals,
 house labels and line travelers)
 704. 735. 9705

Chesapeake Graphics

Carol Long
 704. 827. 7172

OTHER

North Carolina Poly, Inc.

(close-up house plastic)
 Charlie Alexander
 704. 677. 2280 cell
 704. 664. 0857 office

Sign Here

(all signs, banners, etc.)
 Jerry Earnest
 signhere@charter.net
 422 N. Hwy 16
 Denver, NC 28037
 704. 483. 6454
 704. 483. 0500 fax