HAWORTH®
change by design

Brand Implementation Standards

HAWORTH®
change by design

Brand Implementation Standards

Contents

If you have further questions regarding these standards or the application of these standards, please contact the Haworth Marketing Communications Department.

Haworth Marketing Communications
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Introduction

About Haworth

Adaptable Design. Haworth has come to stand for one thing above all else -- one overriding thought apparent in everything we do: adaptable design. This focus shows in the way our products work together, how they react to change, and in their respect for design, the environment and the bottom line. Adaptable design helps you create great spaces while understanding that above all else: People are your most important asset. Change is inevitable. And businesses exist to perform.

Performance. Great design and high performance can coexist. Haworth is your partner in delivering inspired performance. We share knowledge and applications from the areas of Human, Facility and Organizational Performance that drive to better business results.

Integrated Architecture. We provide you with the building blocks for great space. Haworth interior solutions are created using a coherent family of product platforms that work great alone and better together.

Sustainability. Haworth understands that we can make a difference through our continued commitment to people, business and an environmentally sustainable world. When it comes to making an impact on the environment and green-building initiatives, Haworth leads by example.

workspaces that **improve performance**

HAWORTH®
change by design

Brand Guidelines

New Brand Messaging

Through research with our target audiences, Haworth has identified three "pillars," or concepts, that summarize the company's greatest strengths and resonate most clearly with our target audiences.

- Adaptable Workspace
- Designed Performance
- Global Leverage

These three concepts have been consolidated and developed into a single brand message statement that will serve as the cornerstone for future creative explorations and tactical planning. This brand message can best be summarized in the phrase "adaptable design." Our communications efforts should reinforce the following concept:

"Haworth helps you design great spaces that best adapt to change."

This message provides an enduring point of differentiation that capitalizes on Haworth's unique capabilities. At the same time, it addresses the motivation of the primary audience group and puts them in charge of owning the result/taking the credit. Communications should cause the target audience to appreciate adaptability as the point of differentiation between Haworth and its key competitors.
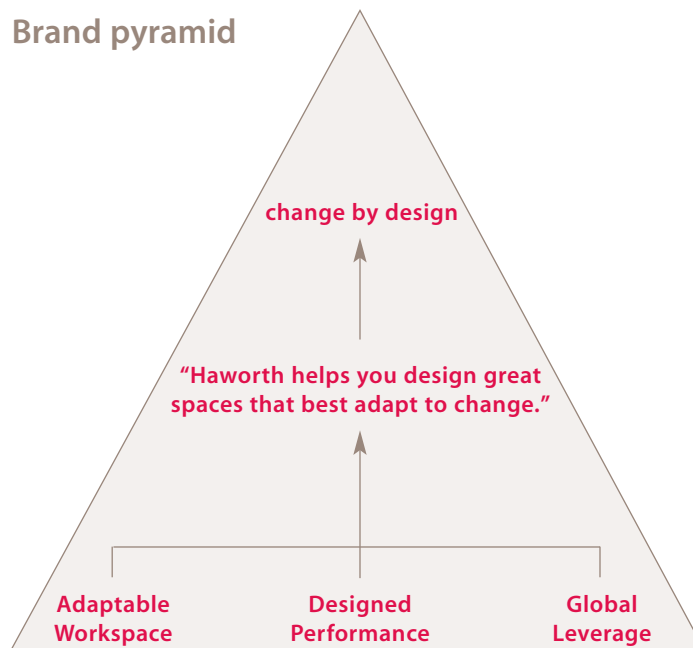
Strategic rationale

Primary motivation   **Superiority**

"Haworth helps you design great spaces that best adapt to change."

Audience selection   **Meaningful, defensible, differentiation**
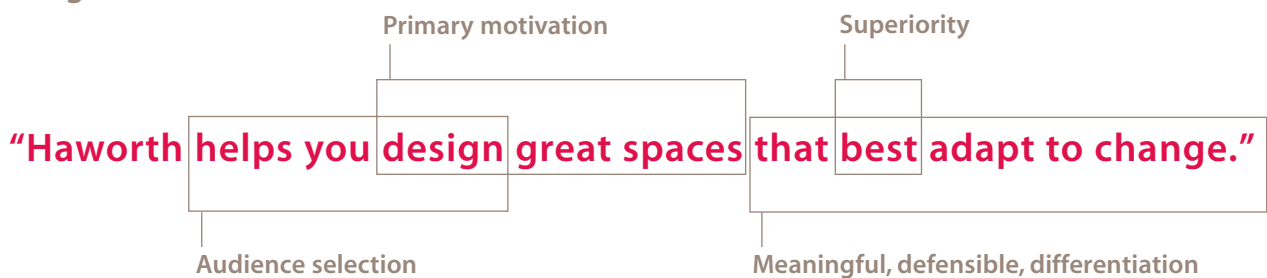
New Brand Messaging

Support/evidence for this claim:

- Haworth develops products with options that deliver greater flexibility to create more looks, serve more functions and meet more price points than any other office interiors company.

- Haworth's durable products are environmentally sustainable and can be easily reconfigured to meet changing business requirements.

- Haworth's human-centered, ergonomic design innovations stem from awareness of how end-users work and a commitment to serve business' unending pursuit of ways to work better and faster.

- Haworth's superior technology provides greater flexibility to move and change workplace configurations to meet business needs.

- Tools and processes, available only from Haworth, help you translate your client's needs and enrich your ideas for creating spaces in which people will be happy, productive and comfortable.

- Operations in more than 120 countries and products distributed and serviced through 600 dealers worldwide enable the facilitation of ideas that are enhanced by the world's best practices.

- Haworth has over 20 years experience in moveable walls, and LifeSPACE® moveable walls outsell all other moveable walls.

- Haworth has over 20 years experience in raised-access floors, delivering more raised-access flooring options than anyone else in North America.

Brand pyramid

change by design

"Haworth helps you design great spaces that best adapt to change."

| Adaptable Workspace | Designed Performance | Global Leverage |

Target Audiences

Based on level of influence and decision-making power, there are three primary marketing audience groups for Haworth: architects and interior designers, end-user executives and facility managers.

The primary target audiences for the Haworth brand are architects and interior designers (including those outside of A&D firms). They know and recommend brands in this category and are most influential in brand decisions.

Architects and Interior Designers
- Architects and interior designers are information providers.
- They know/recommend brands and are the most influential decision cycle participants in making brand decisions.
- They provide project management support.
- Today, they are found not only within traditional architecture and interior design firms, but some are also found within the real estate and construction communities.

End-User Executives
- End-User Executives are decision-makers and decision directors.
- They are primarily responsible for providing project direction.
- They make all key financial decisions.

Facility Managers
- Facility Managers are process owners.
- They function primarily as project managers.
- They are influential throughout the life of the project.
- They provide decision-making information to the end-user executives.

architects & interior designers

Brand Research Overview

Haworth arrived at its new brand positioning, **"Haworth helps you design great spaces that best adapt to change,"** through a three-phase research process that helped to validate the most meaningful and relevant articulation of the combined value of its core strengths: adaptable workspace, designed performance, and global leverage.

The brand positioning study was anchored by internal perspective, existing primary research, and secondary research. Building upon this foundation, qualitative and quantitative primary research was conducted with a range of decision makers and influencers to assess their relative decision making roles throughout the purchase decision process, what they know, believe, think and feel, as well as the terminology used to convey these needs. Once the optimum target audience was isolated, the study examined audience aware-ness and perceptions of Haworth and competitive brands, tested potential positioning options, and finally assessed impact of the final brand position and tagline.

core strengths brand positioning

Brand/Sub-Brand Relationships

The chart below illustrates how the Haworth brand may be understood in terms of its product categories and specific products.

The Haworth brand is divided into two broad categories of products, Architectural Interiors and Furniture, with a third broad category, Utilities, that connects them. These broad categories are further subdivided into product categories. All Haworth products fall into one of these product categories. The chart below shows specific product examples, or sub-brands, under each product category.

Many Haworth product names are registered or trademarked brand names. Registration and trademark designations for the word "Haworth" and its various product names (e.g. Moxie®) must be used in the first instance that the word appears in text. Subsequent mentions may, but are not required to, use trademark designations.

Please be careful to note the difference between a product category and a product, especially when writing and designing product ads or brochures. If you have questions, please consult the Haworth Marketing Communications Department at 616.393.3000.
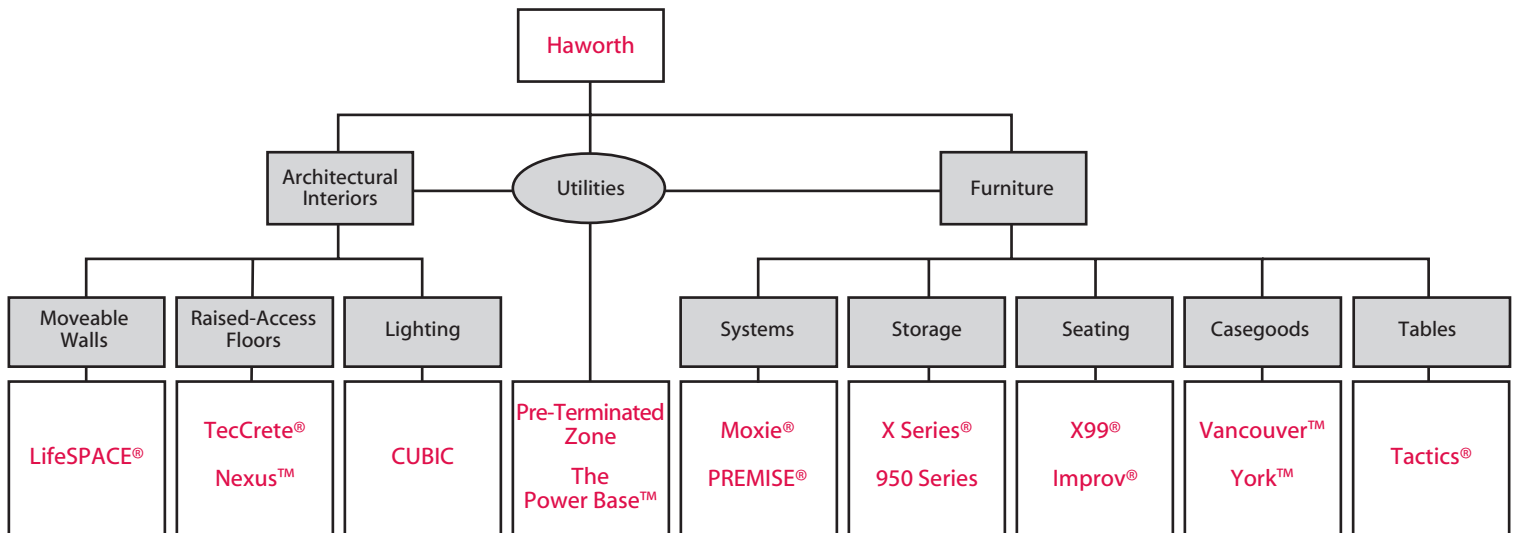
Copy Tone and Guidelines

Copy for Haworth materials should convey the personality of the Haworth brand and support the brand messaging. Therefore, it should be upbeat and energetic, use active verbs, and minimize passive tense. Avoid hyperbole and cliché. Copy should be smart and clever yet detail the product's key selling objectives. In all cases, the copy should suit the personality of the specific product.

• Copywriters should use the following reference books for grammar and spelling: the *Merriam-Webster Dictionary* and its online counterpart at www.merriamwebster.com; we also prefer *The Gregg Reference Manual* for questions of grammar and style.

Do's and Don'ts

Avoid the use of hyperbole.
• Incorrect: **Other manufacturers' products weigh a ton.**
• Correct: **Other manufacturers' products are heavy and awkward to move.**

Avoid overusing clichés.
Clichés should generally be avoided; however, they may be appropriate in some circumstances. When using clichés, use them consciously to enhance understanding or invigorate an idea, rather than merely for cleverness.
• Incorrect: **Haworth products and services are best in breed.**
• Correct: **Haworth products set high standards in design, quality and adaptability.**

Other common clichés to avoid:
• cutting edge
• customer-centric
• turnkey

Avoid the passive voice.
In all cases, strive to use active verb construction.
• Incorrect: **When a workspace is to be designed, all those who use it should be considered.**
• Correct: **When designing a workspace, consider all its users.**

Avoid corny language.
Although cleverness is often subjective and hard to define, copy should be clever and engaging to the reader. Avoid the use of trite puns.

• Incorrect: **Working with Haworth will be a moving experience.**
• Correct: **Hey, who moved the corner office?**

upbeat &energetic

Product Imagery Tone

The product imagery for collateral and product-oriented communications consists of three types of photography: environmental, product and detail shots.

The juxtaposition of these three styles of photography complements the spirited feeling of the headlines and provides a distinctive look for Haworth.

1) Environmental photography
These photos show the product in a simulated workplace setting that utilizes a combination of ambient and artificial lighting. Products are shot from eye level to provide a realistic sense of how the environment would actually look when furnished with that product. The work environments are propped in a very realistic way, with a minimum of clutter, to complement the look of the furniture.

Environmental Photography: studio or simulated locations

Environmental Photography: on-site customer locations

Product Imagery Tone

2) Product photography

These photos use direct, even lighting and show profile or top-down shots of the product. Often, the product is outlined on a neutral background and closely cropped to create a very contemporary, graphic look.

Product Photography

3) Detail photography

These small, inset photos provide a close-up view of product details, accessories and configurations, or demonstrate product features. They use realistic lighting similar to the environmental photography.

Detail Photography
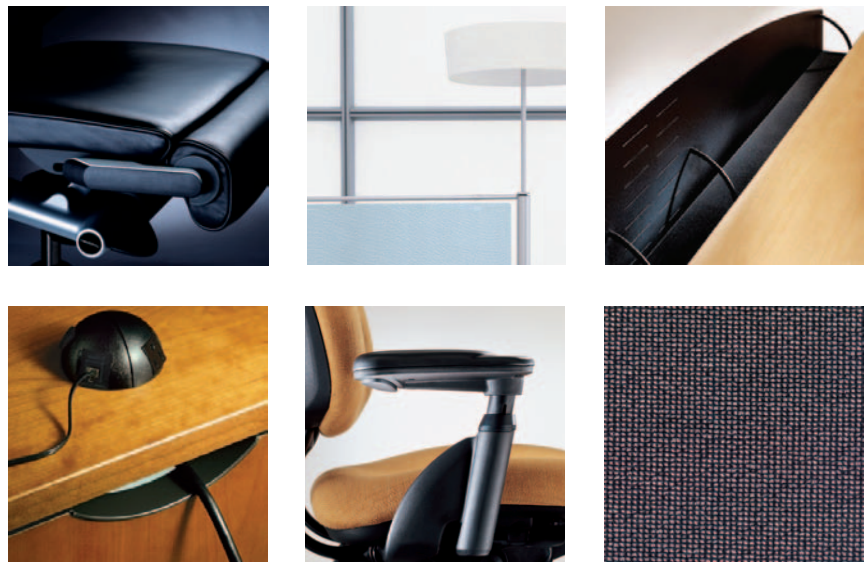
HAWORTH®
change by design

Corporate Identity

Corporate Logo and Tagline

Tagline

Haworth has introduced a new tagline that communicates its brand position of "adaptable design" to the market in a memorable and compelling way: **change by design**

This tagline speaks to both adapting to change and embracing design. Through research, this concept has been identified as most important to our customers. It also encompasses our heritage in systems furniture, our offering of moveable walls, raised-access floors, technology, systems, storage, casegoods, seating, lighting, and our complete workspace story.

The tagline should always be used in conjunction with the new corporate logo, never standing alone. However, it is acceptable to use the logo without the tagline.

HAWORTH®
change by design

——— Corporate Logo

——— Tagline

As we introduce the new Haworth tagline, we have also made minor modifications to the corporate logo. The primary logo change is the removal of the triangle from the letter "A." We will also begin using the color red on select corporate identity programs to add distinction. The color will be optional on most materials; you can still use black, silver, gray, or white where appropriate. The tagline, "change by design," should appear in gray beneath the logo. In the case of one-color applications, the tagline may appear in the same color as the logo.

■ Red = Pantone 1935

CMYK (PMS):	C = 0.0	M = 100.0	Y = 60.0 K = 6.0
CMYK (SWOP):	C = 14.0	M = 100.0	Y = 66.0 K = 3.0
RGB:	R = 193	G = 5	B = 56
HEX:	#C10538		
Hexachrome:	C = 0.0 M = 10.0	Y = 0.0 K = 12.0	G = 0.0 O = 55.0

■ Gray = Pantone Warm Gray 9

CMYK (PMS):	C = 0.0	M = 15.0	Y = 18.5 K = 47.0
CMYK (SWOP):	C = 47.0	M = 45.0	Y = 49.0 K = 9.0
RGB:	R = 140	G = 125	B = 112
HEX:	#8C7D70		
Hexachrome:	C = 0.0 M = 0.0	Y = 5.0 K = 53.0	G = 0.0 O = 12.0

As we strive to strengthen the Haworth brand, consistency is key. We need to ensure everyone is working with the same logo. The new Haworth logo with and without our tagline can be downloaded at **www.haworth.com/logos**.

Corporate Signature

Signature

The Haworth corporate logo and tagline, when used together, form the Haworth signature. This signature is used in such applications as brochures, advertising, trade shows and special events. The signature should appear in red and gray in select corporate communications, but may also appear in one-color applications in black, gray, silver and white, where appropriate.

Configuration and area of isolation

The Haworth corporate logo and tagline must appear in the relationships shown at right. The arrangement of the elements of the trademark is based on the height of the "H" in the corporate logo and should not be used in any other configuration.
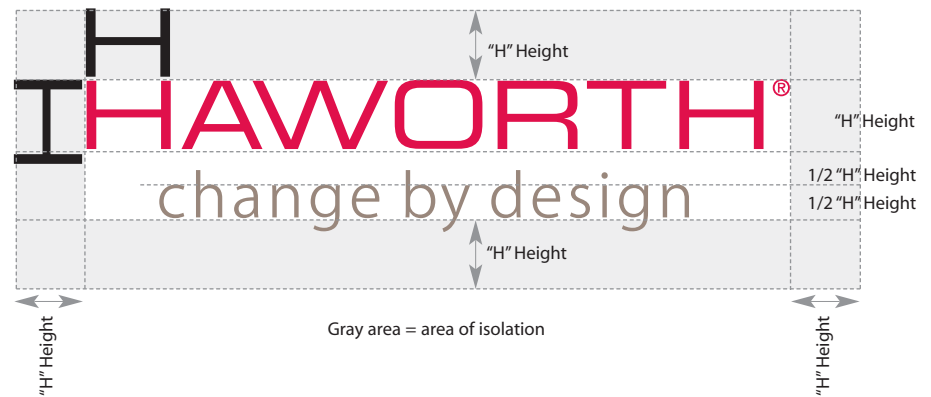
The Haworth corporate logo and tagline must be surrounded by a fixed amount of open space based on the "H" height, so that the corporate trademark does not compete with typography or other graphic elements. When the logo is used by itself, the space around it should also be a minimum of the height of the "H" on all four sides.

HAWORTH®
change by design

—— Corporate Logo

—— Tagline

"H" Height

"H" Height

1/2 "H" Height
1/2 "H" Height

"H" Height

"H" Height

"H" Height

Gray area = area of isolation

Typefaces

The Myriad typeface family should be used on all Haworth printed materials
and has been chosen for its contemporary design and legibility. Myriad is
available in a variety of weights and has three styles within its family, including
Normal (NO), Condensed (CN) and Expanded (SE). The preferred style for all
applications is Myriad Normal.

Since Myriad is not a standard package font, you may use Trebuchet in its
place, if necessary. Please remember to use Myriad or Trebuchet not only in
all marketing communications materials, but in other correspondence such
as letters and PowerPoint presentations, as well. For internet projects, please
use Trebuchet.

Typefaces

Myriad Typeface Family (Normal)

215 Myriad Light Normal 600

ABCDEFGHIFJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890

300 Myriad Normal 600

ABCDEFGHIFJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890

400 Myriad Regular Normal 600

ABCDEFGHIFJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890

450 Myriad Regular Normal 600

ABCDEFGHIFJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890

565 Myriad Semi Bold Normal 600

**ABCDEFGHIFJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890**

700 Myriad Bold Normal 600

**ABCDEFGHIFJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890**

830 Myriad Black Normal 600

**ABCDEFGHIFJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890**

215 Myriad Light Italic Normal 600

*ABCDEFGHIFJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890*

300 Myriad Italic Normal 600

*ABCDEFGHIFJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890*

400 Myriad Regular Italic Normal 600

*ABCDEFGHIFJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890*

450 Myriad Regular Italic Normal 600

*ABCDEFGHIFJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890*

565 Myriad Semi Bold Italic Normal 600

***ABCDEFGHIFJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890***

700 Myriad Bold Italic Normal 600

***ABCDEFGHIFJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890***

830 Myriad Black Italic Normal 600

***ABCDEFGHIFJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890***

Typefaces

Myriad Typeface Family (Condensed)

215 Myriad Light Condensed 300

ABCDEFGHIFJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890

400 Myriad Regular Condensed 300

ABCDEFGHIFJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890

565 Myriad Semi Bold Condensed 300

ABCDEFGHIFJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890

700 Myriad Bold Condensed 300

ABCDEFGHIFJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890

830 Myriad Black Condensed 300

ABCDEFGHIFJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890

215 Myriad Light Italic Condensed 300

ABCDEFGHIFJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890

400 Myriad Regular Italic Condensed 300

ABCDEFGHIFJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890

565 Myriad Semi Bold Italic Condensed 300

ABCDEFGHIFJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890

700 Myriad Bold Italic Condensed 300

ABCDEFGHIFJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890

830 Myriad Black Italic Condensed 300

ABCDEFGHIFJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890

Typefaces

Myriad Typeface Family (Expanded)

215 Myriad Light Expanded 700

ABCDEFGHIFJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890

400 Myriad Regular Expanded 700

ABCDEFGHIFJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890

565 Myriad Semi Bold Expanded 700

**ABCDEFGHIFJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890**

700 Myriad Bold Expanded 700

**ABCDEFGHIFJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890**

830 Myriad Black Expanded 700

**ABCDEFGHIFJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890**

215 Myriad Light Italic Expanded 700

*ABCDEFGHIFJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890*

400 Myriad Regular Italic Expanded 700

*ABCDEFGHIFJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890*

565 Myriad Semi Bold Italic Expanded 700

***ABCDEFGHIFJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890***

700 Myriad Bold Italic Expanded 700

***ABCDEFGHIFJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890***

830 Myriad Black Italic Expanded 700

***ABCDEFGHIFJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890***

Grid Patterns and Borders

Page grid definition

The type and image area is based on the basic grid of the page.

On a letter-size format, the page grid is defined from .25" grid squares that provide invisible guidelines for the placement and alignment of type and images.
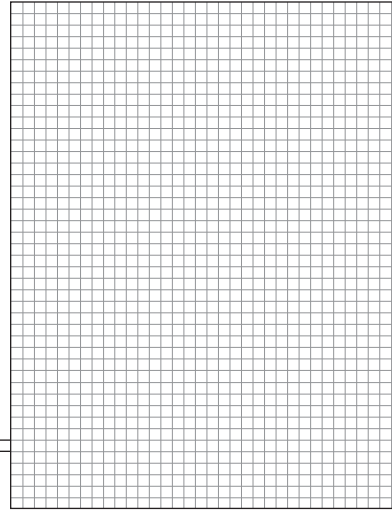
Letter-size format (8.5" x 11" Page)
.25" grid squares define the grid.
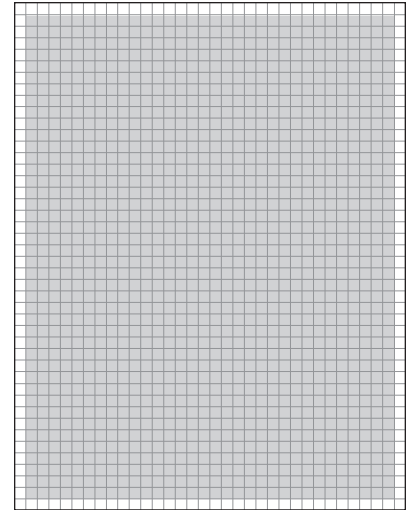
The gray area represents the maximum area for type placement, leaving a .25" margin around the entire page.

When placing page elements, such as folios, captions or page headers, stay within the .25" margins.
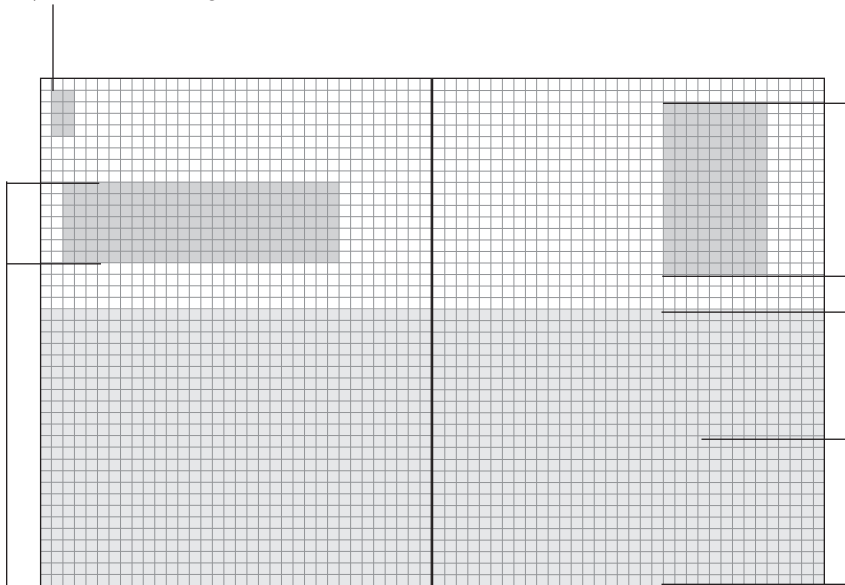
When placing body copy, align each text block within the grid lines and keep text inside the .25" page margins.

Full bleed images can bleed off the page, across the .25" margins.

Large headline type can be sized within the grid lines to create bold, impactful words within the page layout.

Trademark Usage / Introduction

What is a trademark?

A trademark is a word, name, symbol, or combination of these, which identifies and distinguishes a company and its goods and services from those of others.

Words, names and/or symbols that have completed the formal legal process for registration, called registered trademarks, are designated by the symbol ®. Any time you claim rights in a mark, you may use the "TM" (trademark) or "SM" (service mark) designation to alert the public to your claim, regardless of whether you have filed an application with the United States Patent and Trademark Office (USPTO). However, you may use the federal registration symbol "®" only after the USPTO actually registers a mark, and not while an application is pending. Also, you may use the registration symbol with the mark only on or in connection with the goods and/or services listed in the federal trademark registration.

Why establish a trademark?

Trademarks are protected by continued and proper use and official registration. Registration of a mark establishes the company's claim to a certain mark, and, in the case of a dispute, makes it easier to defend its exclusive right to it. Therefore, it is imperative that we use our trademarks correctly, and make sure that resellers and licensees who are authorized to use our trademarks understand and practice their proper use.

HAWORTH®

The Haworth corporate trademark

The word HAWORTH, as well as the HAWORTH logo, are registered trademarks. The registration of the HAWORTH word and logo as trademarks enable Haworth to maintain exclusive rights to use of these marks in the office furniture industry within those countries where the registrations exist.

Trademark Usage / General Guidelines for Using the Haworth Corporate Trademark

HAWORTH®
change by design

Corporate logotype

The elements of the Haworth corporate logotype are shown in their proper relationship to one another.

Logo enhancement

The phrase "change by design" is an optional enhancement for the Haworth corporate logotype. It must always appear as "art" indicated on page 3.2. No other enhancements are permitted.

Buildings, signs, facilities

The Haworth corporate logotype is the official identification for Haworth, Inc. For vehicles, property, signs, corporate facility entrances, and other locations where strong corporate identity is necessary, the Haworth corporate logo must be the symbol which is always most dominant.

No symbol, product name, or information other than the Haworth corporate logotype may be more dominant in the situations described above.

Use with other graphic elements

When a detailed photograph or drawing is an essential part of a printed piece, it is possible to incorporate the trademark into the design and still display it prominently. Select a design with a solid, one-color space large enough for a trademark or, if necessary, retouch a photograph to create an appropriate area. Follow the encroachment rule for the Haworth logo (p. 3.2). For other logos, be sure not to crowd the logo; place other elements at least 1/2" away. This will assure the logo a prominent location. Don't embellish the logo with graphic elements or type. Do not create special art with the word "Haworth" or any part of the word or logo.

Use in text

The word Haworth must always be initial-capped. The logo is not to be used as a punctuation mark of any type for the purpose of creating specialty graphics. When using the company name as a possessive (for example, "Haworth's philosophy…") try as often as possible to use the full, legal name (Haworth, Inc.'s). It is, however, acceptable to use the term "Haworth's" for the purpose of stylistic variety.

Trademark Usage / Haworth Secondary Trademarks

Secondary trademarks are applied to particular Haworth products or services. As the list of secondary trademarks changes frequently, please visit **www.haworth.com/logos** to find the most current list.

Trademark Usage / Approved and Unapproved Formats

Approved formats:

HAWORTH®
change by design

HAWORTH®
change by design

Unapproved formats:

HAWORTH®
change by design

HAWORTH®
change by design

HAWORTH®
change by design

HAWORTH®
change by design

HAWORTH®

HAWORTH®

HAWORTH®
change by design

HAWORTH®

Avoid the following graphic treatments when using the Haworth corporate trademark. The trademark should always appear in its approved format.

Do not use:

- Outlines
- Logo at an angle (only a 90º rotation is permissible in product collateral)
- Stretched or distorted logo
- Low-resolution or logos of poor quality
- A drop shadow
- A gradation
- Individual parts or letters of the logo
- Logo in text copy
- Color logo on a dark or colored background (a white "reversed out" logo on a colored background is acceptable)
- Light logo on a white or colored background
- Logo in a shape
- Special effect graphic treatments
- Logo over an image or pattern
- Logo in a translated style or other specialized graphic representations

Do not use **HAWORTH**® or   change by design in text. Haworth or "change by design" should be spelled out as the text appears.

Correspondence Materials

Letterhead

Trim Size:

8.5 inches wide x 11 inches tall

Paper Stock:

Classic Crest 70# Text; Solar White

Colors:

Pantone 1935 Red

(Corporate Logo)

Pantone Warm Gray 9

(Tagline and Address/Contact)

Typefaces and Sizes:

Address/Contact:

300 Myriad Normal 600

9 pt.; 10 pt. leading

1.25 in

1 in

11 in

HAWORTH
change by design

One Haworth Center Holland, Michigan 49423-9576 USA   main 616.393.3000 fax 616.393.1570   www.haworth.com

.5 in

1.25 in   1.25 in

8.5 in

Letterhead with Letter

Trim Size:

8.5 inches wide x 11 inches tall

Paper Stock:

Classic Crest 70# Text; Solar White

Colors:

Pantone 1935 Red

(Corporate Logo)

Pantone Warm Gray 9

(Tagline and Address/Contact)

Black

(All other text)

Typefaces and Sizes:

Address/Contact:

300 Myriad Normal 600

9 pt.; 10 pt. leading

Contact/Address and Body Text*:

300 Myriad Normal 600

10 pt.; 12 pt. leading

*Note: Trebuchet 10pt,

12 pt. leading can be used

if Myriad is not available

.25 in

1.00 in

1 in

.75 in

11 in

.5 in

1.25 in   1.25 in

8.5 in

HAWORTH
change by design

January 1, 2005

John Doe
Marketing Project Leader
Haworth, Inc.
One Haworth Center
Holland, MI 49023-9576

Dear John:

Lorem ipsum dolor sit amet, consenuetur adisplishing eli, set diam nonumy eiusinod temtor incidunt et laboril ut dolone magrina. Ut neniquer ad minim pariatur, quis suscipit exercitato ullamaris corpor nos-trud ladori nisus ut consequiat et commondoris aliquip. Dulis aurem veleum est dolora innure in repre-hend en volutate veplit esse molestaie in consequat, fugiat nulla vel illum praesent eu inveniam. Et liber eos in accuseram et modagio dignisser um qui luptatum.

Nam commodo liber cum et id facto poen tum legum odioque. Et congue tarlien in busridam modut neque et negue potius et invitat nend inflammad gen epulat et tofuta nonis eligient optio videantu nihil est impedit domino id quor maxim volupat cupitat, quum nulla praides om undant. Improb pary fidem, los ullaram constop un coercendant maquisist et dode cendense nonumy. Non harumd vera bene satos as illustitor, unquitated ratio fidem. Lorem ipsum dolor sit amet, consenuetur adisplising eli, set diam non-umy eiusinod temtor incidunt et laboril ut do lone magrina. Ut neniquer ad minim pariatur, quis suscipit exercitato ullamaris corpor nostrud ladori nisus ut consequiat et commondoris aliquip. Dulis aurem veleum est dolora innure in reprehend en volutate veplit esse molestaie in consequat, fugiat nulla vel illum praesent eu in veniam. Et liber eos in accuseram et modagio dignisser um qui luptatum delenit aigue blandit duos et qui laborum excepteur sint occaept cupidat non providentie, simil iusto et tempor in culpa qui sunt officia deserat mollit ce anim est molestias et dolor fuquer.

At haried id dererald facil est er expedit conscient. Nam commodo liber cum et id facto poen tum legum odioque. Et congue tarlien in busridam modut neque et negue potius et invitat nend inflammad gen epulat et tofuta nonis eligient optio videantur nihil est impedit domino id quor maxim volupat cupitat, quum nulla praides om undant. Improb pary fidem, los ullaram constop un coercendant maguisist et dode cendense nonumy.

Non harumd vera bene satos as illustitor, unquitated ratio fidem. Lorem ipsum dolor sit amet, consenue-tur adisplishing eli, set diam nonumy eiusinod temtor incidunt et laboril ut dolone magrina. Ut neniquer ad minim pariatur, quis suscipit exercitato ullamaris corpor nostrud ladori nisus ut consequiat et com-mondoris aliqip. Dulis aurem veleum est dolora innure.

Sincerely,

Susan Doe

One Haworth Center Holland, Michigan 49423-9576 USA   main 616.393.3000   fax 616.393.1570   www.haworth.com

Business Card

Trim Size:

3.5 inches wide x 2 inches tall

89 mm wide x 51 mm tall

Paper Stock:

Classic Crest 110# Cover;

Solar White

Colors:

Pantone 1935 Red

(Corporate Logo)

Pantone Warm Gray 9

(Tagline)

Printing Note:

Imprint all other information

in 1-color Warm Gray 9

Typefaces and Sizes:

Location:	450 Myriad Regular Normal 600
	8 pt.; 9 pt. leading; +5 tracking
Name:	450 Myriad Regular Normal 600
	8 pt.; 9 pt. leading; +5 tracking
Title:	300 Myriad Normal 600
	8 pt.; 9 pt. leading; +5 tracking
Phone/	300 Myriad Normal 600
Address:	8 pt.; 9 pt. leading; +5 tracking
	(7 points of space above and below e-mail address)
Awards:	300 Myriad Normal 600
	6 pt.; 9 pt. leading; +5 tracking

89 mm

5 mm

Holland

John Doe
Title One
Title Two

19 mm

6 mm

6.5 mm

51 mm

HAWORTH
change by design

main   000.000.0000
direct   000.000.0000
fax   000.000.0000
mobile 000.000.0000

john.doe@haworth.com

■ Architectural Interiors

□ Pinnacle Award Recipient

One Haworth Center
Holland, Michigan
49423-9576 USA

5 mm

5 mm

5 mm

9 mm

12 mm

45 mm
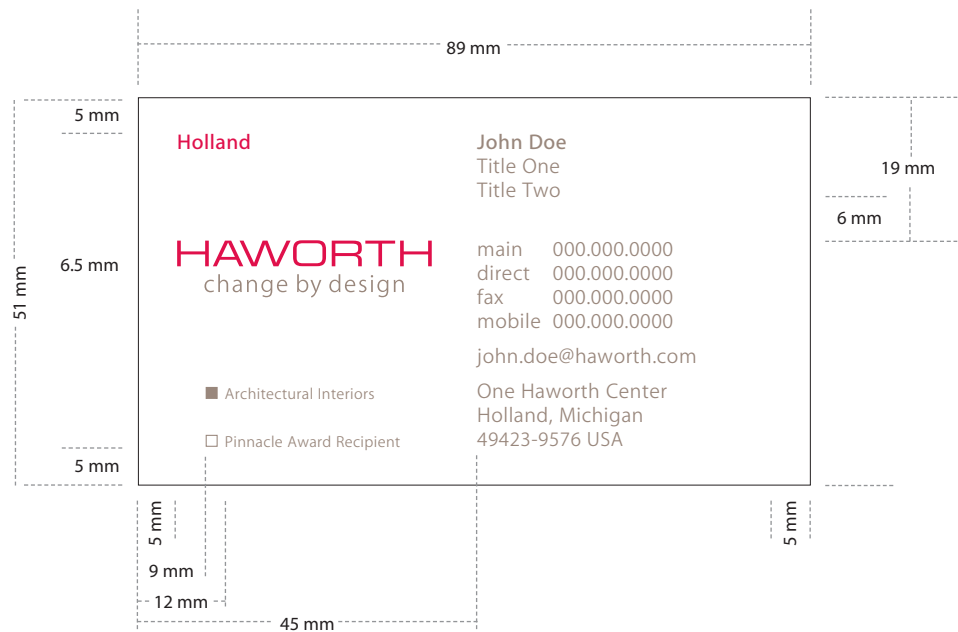
Envelope / #10 Regular

Trim Size:

9.5 inches wide x 4.125 inches tall

Paper Stock:

Classic Crest 10# Regular Envelope;
Solar White

Colors:

Pantone 1935 Red (Corporate Logo)

Pantone Warm Gray 9 (Tagline and
Return Address)

Black (All other text)

Typefaces and Sizes:

Company   300 Myriad Normal 600
Address: 10 pt.; 11 pt. leading;
              +5 tracking

Mailing   300 Myriad Normal 600
Address*:   10 pt.; 12 pt. leading

*Note: Trebuchet 10pt, 12 pt. leading
can be used if Myriad is not available

.65 in

.50 in

2 in

4.125 in

HAWORTH
change by design

John Doe
Marketing Project Leader
Haworth, Inc.
One Haworth Center
Holland, MI 49023-9576

4 in

9.5 in

3 in

3 in

.75 in

4.125 in

One Haworth Center   Holland, Michigan   49423-9576   USA

Envelope / 9x12

Trim Size:

9 inches tall x 12 inches wide

Paper Stock:

28# White Wove Booklet Envelope

Colors:

Pantone 1935 Red
(Corporate Logo)

Pantone Warm Gray 9
(Tagline and Address)

Black
(All other text)

Typefaces and Sizes:

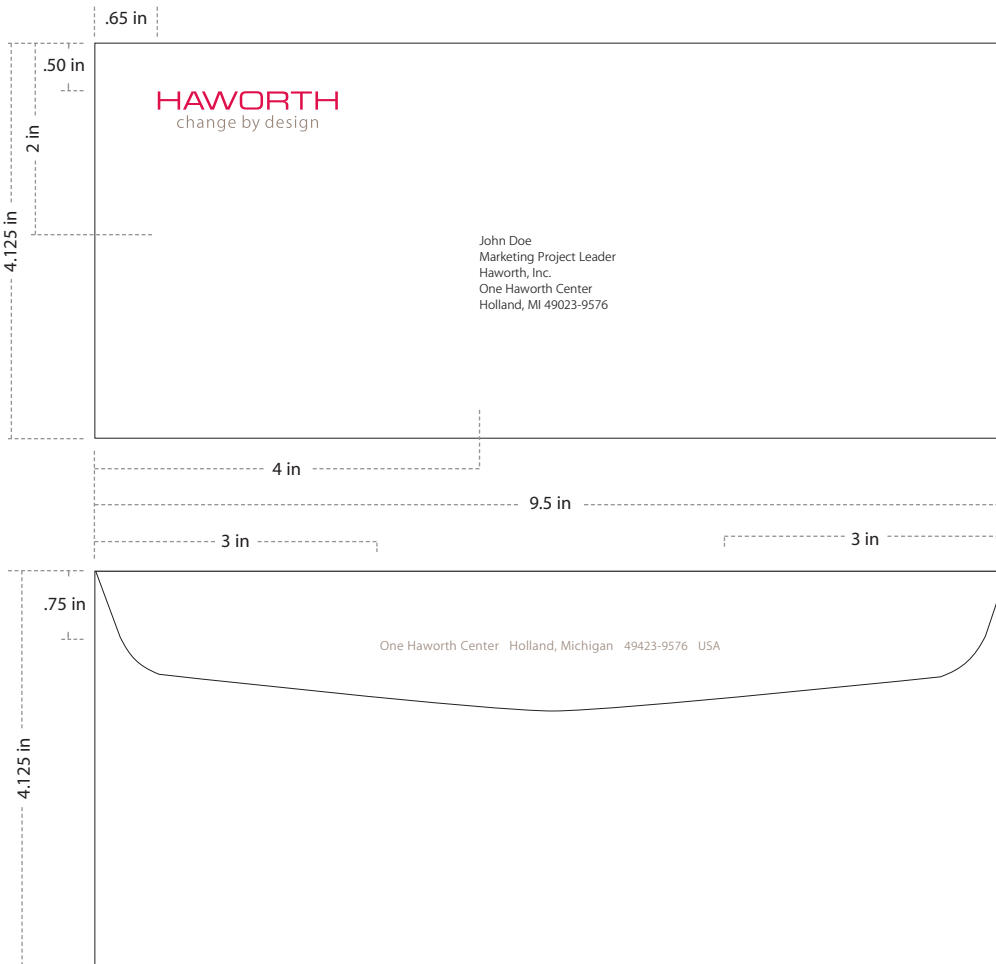**Company**   300 Myriad Normal 600

Address: 10 pt.; 12 pt. leading;
                        +5 tracking

.616 in

.639 in

.444 in

.25 in

.25 in

HAWORTH
change by design

One Haworth Center
Holland, Michigan
49423-9576 USA

ADDRESS SERVICE REQUESTED

9 in

.846 in

12 in

Envelope / 10x13

Trim Size:

10 inches tall x 13 inches wide

Paper Stock:

33# Tyvek Catalog Envelope

Colors:

Pantone 1935 Red
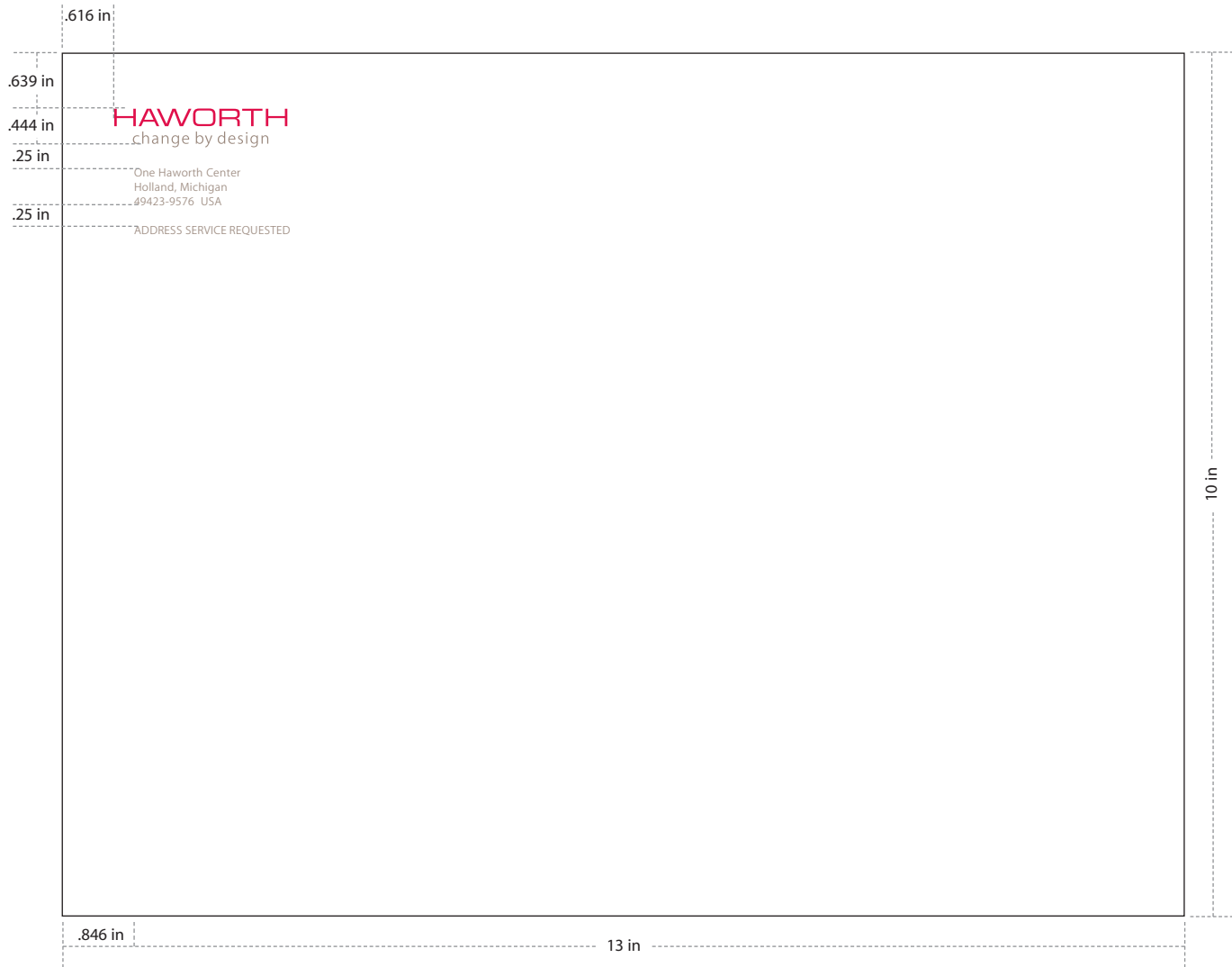(Corporate Logo)

Pantone Warm Gray 9
(Tagline and Address)

Black
(All other text)

Typefaces and Sizes:

Company   300 Myriad Normal 600

Address: 10 pt.; 12 pt. leading;
                         +5 tracking

.616 in

.639 in

.444 in

.25 in

.25 in

HAWORTH
change by design

One Haworth Center
Holland, Michigan
49423-9576 USA

ADDRESS SERVICE REQUESTED

10 in

.846 in

13 in

Mailing Label

Trim Size:

6 inches wide x 4 inches tall

Paper Stock:

Blank White #735 (3-up)

Colors:

Pantone 1935 Red

(Corporate Logo)

Pantone Warm Gray 9

(Tagline and Address)

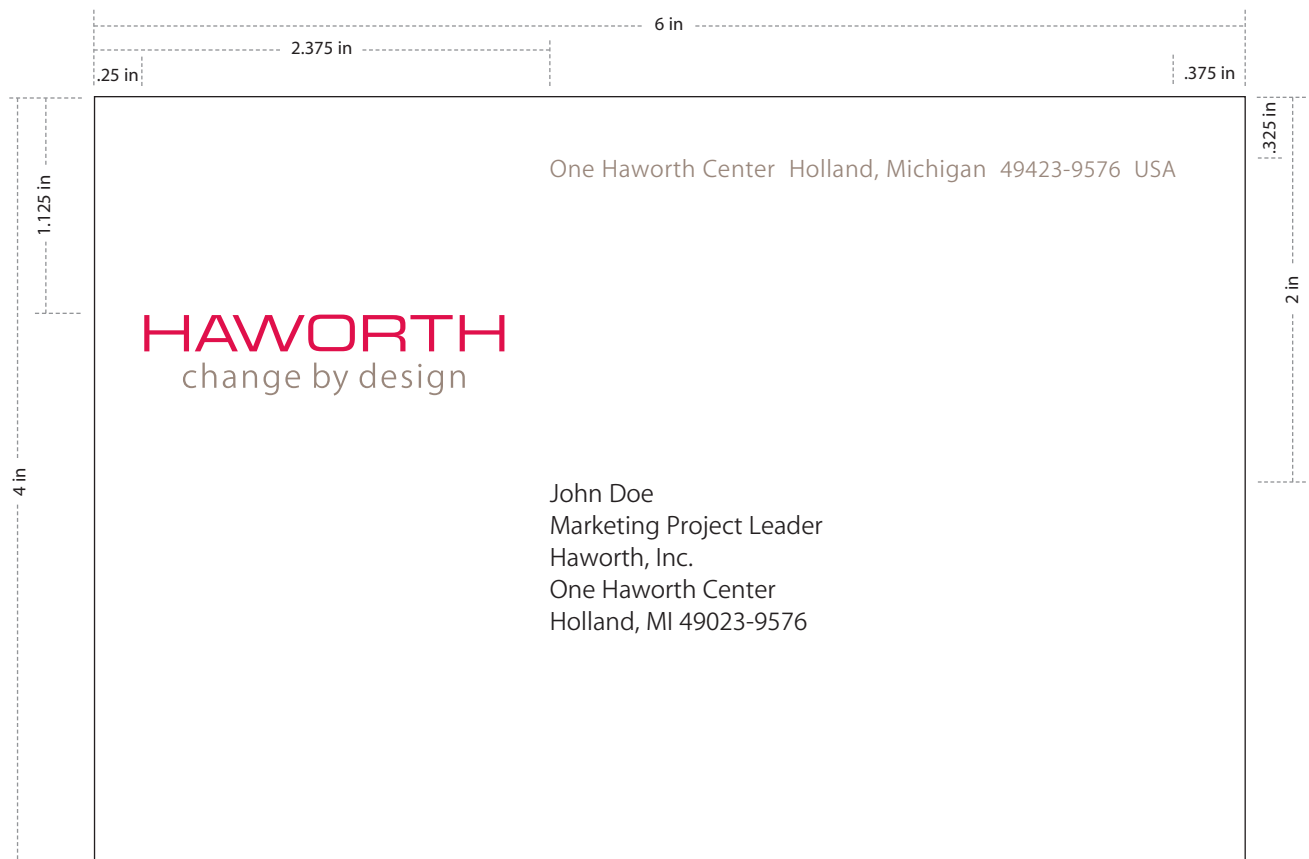Black

(All other text)

Typefaces and Sizes:

Company	300 Myriad Normal 600
Address:	9.5 pt.; 12 pt. leading;
	+5 tracking
Mailing	300 Myriad Normal 600
Address*:	10 pt.; 12 pt. leading

*Note: Trebuchet 10pt, 12 pt. leading

can be used if Myriad is not available

6 in

2.375 in

.25 in

.375 in

1.125 in

.325 in

One Haworth Center Holland, Michigan 49423-9576 USA

4 in

2 in

HAWORTH
change by design

John Doe
Marketing Project Leader
Haworth, Inc.
One Haworth Center
Holland, MI 49023-9576

CD Label

Trim Size:

4.593″ diameter;

.792″ diameter central die cut

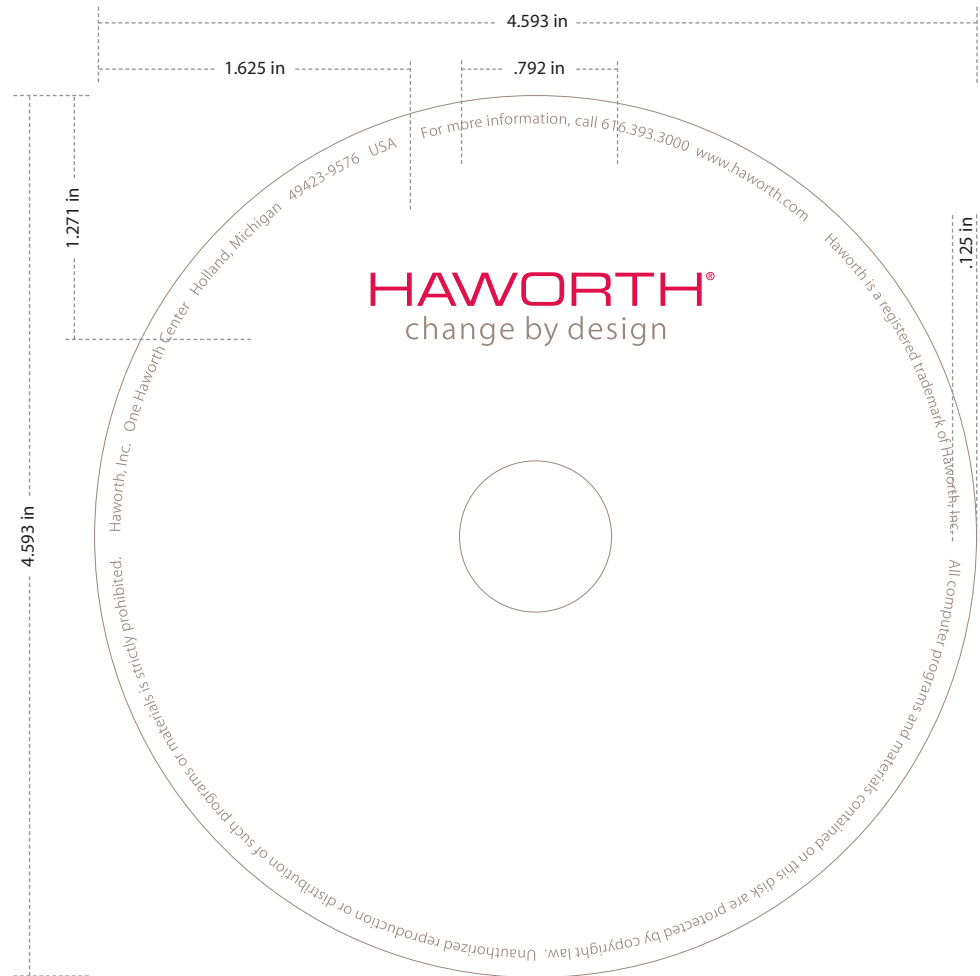**Paper Stock:**

Blank White #735 label stock

Colors:

Pantone 1935 Red

(Corporate Logo)

Pantone Warm Gray 9

(Tagline, Address

and Disclaimer)

Typefaces and Sizes:

Address &   300 Myriad Normal 600

Legal Copy: 6 pt.; 10 pt. leading; +1.45 tracking

HAWORTH®
change by design

For more information, call 616.393.3000 www.haworth.com

Haworth, Inc. One Haworth Center Holland, Michigan 49423-9576 USA

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4.593 in

1.625 in

.792 in

1.271 in

4.593 in

.125 in

Name Badge

Badge Size:

74 mm wide x 34 mm tall

Typefaces and Sizes:

Name: 450 Myriad Regular Normal 600, 24 pt
              or, Trebuchet, 21pt

Company: 300 Myriad Normal 600, 14 pt
              or, Trebuchet, 13 pt;
              18 pt leading

Member/Dealer Badges:

Photo prints in PMS Warm Gray 3;
Haworth Logo prints PMS 1935 Red

Guest Badges:

Photo prints in PMS Warm Gray 9 over
PMS Warm Gray 6 background;
Haworth Logo reverses out of both colors

Member

Dealer

Guest