

SW 6792
Minor Blue

SHERWIN WILLIAMS

SW 6794
Flyway

Brand Manual
Lauren Dinka
ART 306
Brooke Scherer

SW 6796
Blue Plate

MESSAGE from our CEO

Dear Colleagues,

We have a long tradition and stellar reputation as a global leader in quality coatings, outstanding customer service, continuous financial growth, and most importantly, integrity. Together we have built a solid culture of excellence. Our culture stems from our seven guiding values, which form the foundation of our company: Integrity, People, Service, Quality, Performance, Innovation and Growth. To continue to meet our commitment to our customers, partners and other stakeholders, we must ensure our actions always embody our guiding values, and that we maintain the highest levels of ethical behavior.

INTEGRITY is at the heart of who we are as a company. We were established as a principled, ethical enterprise. Today, integrity is reflected in our people, our products, and our business practices and relationships. We keep our promises to one another, to our customers, and to our shareholders.

PEOPLE represent the foundation and future of our success. At Sherwin-Williams, we're proud of the company we keep - our family of loyal employees. We are committed to providing our people safe and healthy working environments with opportunities to learn, grow, be rewarded, and to be rec-

ognized for their achievements. We are also committed to valuing the diversity of individuals, cultures, and points of view, and improving the quality of life in the communities we serve.

SERVICE that is exemplary, personal, and professional, accompanied by the strongest product knowledge and supply chain in our industry, provides our customers with confidence in our products and coatings solutions.

QUALITY was an early element found in our company's success. From our beginning, our founders insisted upon products, processes, and people of the highest quality. Today, this dedication to be the best continues. With a strong commitment to continuous improvement, we challenge ourselves to set the industry standard for excellence in colors, products, and coatings that preserve, protect, and beautify.

PERFORMANCE that achieves desired results and that sets an example for others is encouraged, recognized, and rewarded. Our people and products deliver exceptional results. Accordingly, ours is a results-oriented culture. We set high expectations for - and take care to measure and reward - the achievement of challenging goals.

INNOVATION ensures that our customers will be the first to benefit from pioneering advancements in our products, coatings, and their applications. At Sherwin-Williams, expansive thinking and innovation is encouraged through challenging assumptions and by leveraging our collective ingenuity and imagination for new ideas and inspiration.

GROWTH tempered by discipline is a hallmark of our organization. "To grow in knowledge and character as well as in size," was an early guiding principle of our company. Today, we remain faithful to that principle as we continue to cover the earth with our products and services while protecting the natural resources of our planet. We are committed to growth that is disciplined and sustainable, and that which is intended to benefit our shareholders, customers, and our employees.

We are focused on improving every facet of our company and rely on our teams to help us accomplish these goals. That is why each of us, regardless of location or role, must build these values into every action we take. Everyone must be committed to the highest degree of integrity and trustworthiness.

I ask that our employees "speak out" and "speak up" when you think you see anything that causes you concern. We have

taken strides to provide you with options to report your concerns or inquiries that will ensure your anonymity is protected. We will not tolerate retaliation against anyone that speaks out. We foster an environment that encourages our people to do and say the right things without reprisals.

I am asking everyone in the Sherwin-Williams community - from new employees to our board of directors - to review this Code thoroughly, incorporate our guiding values into your business-related activities and help us maintain the culture of excellence we have worked so hard to achieve.

Sincerely,



Christopher M. Connor
Chairman and CEO

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SECTION1

SW 6597
Hopeful

SW 6599
Begonia

SW 6601
Tanager

VISION

To be the world leader in the paint industry committed to satisfying customer needs through quality products, excellent service and a highly trained and professional workforce.

MISSION

For over 140 years, manufacturers have trusted Sherwin Williams for innovative coatings and exceptional service. And you can count on us for the expertise and the support you need to get better results, from start to finish.

VALUES

INTEGRITY is at the heart of who we are as a Company. We were established as a principled, ethical enterprise. Today, integrity is reflected in our people, our products, and our business practices and relationships. We keep our promises to one another, to our customers, and to our shareholders.

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COMPANY HISTORY

The Sherwin-Williams Company began in 1866, when Henry Sherwin used his life savings of \$2,000 to buy a partnership in the Truman Dunham Company of Ohio. The firm was a distributor of pigments, painting supplies, oils, and glass. In four years, this original partnership was dissolved, and Sherwin organized a paint business with new partners, Edward P. Williams. In 1873 the company purchased its first factory, on the Cuyahoga River in Cleveland, Ohio. The factory manufactured paste paints, oil colors, and putty. The company's first manufactured product, Guaranteed Strictly Pure Raw Umber in Oil, came off the line that year. In 1877, Sherwin-Williams & Company developed the first patented resealable paint can. After two years of test marketing under the Osborn label, it introduced SWP, Sherwin-Williams Paint, the first mixed paint to receive considerable public acceptance. In 1884 the partnership was dissolved and Sherwin and Williams incorporated as The Sherwin-Williams Company. In the same year, Inside Floor Paint was introduced. This new product encouraged the notion that specific paints

should be used for specific purposes. During 1884, Percy Neyman was hired by Sherwin-Williams as the first paint chemist in the industry. Neyman contributed greatly to Sherwin-Williams research and development of new products for the paint industry. Sherwin-Williams had always been committed to finding and developing new markets for paint products. In 1888, the company saw the possibility of marketing paints and coatings to the railroad industry. It opened a manufacturing facility in Chicago to serve the Pullman Company and to better serve the farm-implement and carriage industries. In those days, Pullman required as many as 20 coats of high-quality finishes for the elaborate interiors of the Pullman cars. In 1890 the company formed a department devoted exclusively to advertising and to publicizing Sherwin-Williams and its products. George Ford was hired to head the department. A year later, a sales agency was opened in Worcester, Massachusetts, which was the model for the company's successful concept of the "company store." In 1905, the "Cover the Earth" trademark was first introduced.

OUR BRAND

The Sherwin Williams brand is one who cares about satisfying the customer and making sure they receive the best service possible. Through proper communication we listen to our customers needs and adapt to the growing market by improving our products and services accordingly. We care about issues that our customers care about such as being environmentally-friendly.

We offer a wide variety of products that serve a wide variation of industries. Our brand strives to become more culturally-relevant so that we may experience more diversity in our consumers. We also believe in increasing the diversity in our own family of employees and create an environment that will lead to more creative and innovative approaches to business. Our brand has put an effort in protecting the environment with environmentally-friendly products. Our brand has successfully become a trusted and respected part of the global communities.

WHAT IT STANDS FOR

Our brand stands for being a reliable company who people can depend on and trust whole heartedly. We make sure to keep the quality of our products high as well as our services. We are confident that we will stay the number one brand in the paint industry not only domestically but globally as well.

We ensure to stay innovative when it comes to working towards improving a range of products and technologies and creating new technologies that are necessary to the industry. The company grows in knowledge and discipline concerning their customers needs and desires. We care for our customer's and employee's well-being and aim to aid them in the entirety of their progress in making a home for themselves.

ROLE of BRAND IDENTITY

A brand is so much more than a logo, it the company's identity and represents all that the company values. A brand represents all that the company wants to express about itself such as what products or services it offers. We can ascertain the quality it gives to it's customers by seeing the quality of the brand. Through a brand we can sense the company's personality and what it is they wish to communicate. A brand becomes a company's reputation, it becomes instantly recognizable and acts as a symbol for the company. It allows a company to stand against it's competitors and help customers differentiate. It reflects how the owner wants customers to perceive the company, their services, and their products. Brand identity is the heart of the company, it is what influences a customer and their perception of the company.

How to use these GUIDELINES

When referencing this manual please consider these guidelines for the Sherwin Williams brand which has been protected in more than 100 countries throughout the world. Rules for correct use are basically the same world-wide. Trademark use must be in a correct and consistent manner or else the brands effectiveness is lost. In whatever way you represent our brand please do so accordingly so that the message we wish to communicate is being expressed the way it was intended.

CONTACT INFO

PHONE

1-800-4-SHERWIN (1-800-474-3794)

HOURS

| | |
|---------------|---------------|
| Monday-Friday | 8:30am-8pm |
| Saturday | 9:30am-5:30pm |
| Sunday | 9:30am-5:30pm |

Go here for more information
<http://www.sherwin-williams.com/contact/>

Go here to search for a store near you
<http://www.sherwin-williams.com/store-locator/>

SOCIAL

WEBSITE

<http://www.sherwin-williams.com/homeowners/>

TWITTER

<https://twitter.com/SherwinWilliams>

FACEBOOK

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

CORPORATE

CHRISTOPHER CONNOR

Chairman and CEO

PHONE (216) 566-2000

FAX (216) 566-2947

The Sherwin-Williams Company, Inc.
101 W. Prospect Ave.
Cleveland, OH 44115

SW 6730
Romaine

SECTION 2

SW 6731
Picnic

SW 6733
Grasshopper

LOGO COMPARISON



The new design for Sherwin Williams centers around the concept of a paint swatch fan and how color plays an important role in redesigning or redoing a home. The message that is being expressed with the new design is the idea that with Sherwin Williams it is your choice what you choose and that we can accommodate to painting virtually anything. We do not limit ourselves to just the home but to your choice of living. The new design is all encompassing and relates to Sherwin Williams versatility in not only, color, products, but also to the customer's home. We felt this new logo type



will also faithfully display the company's friendly nature through a more curvilinear typeface.

The new logo defers from the global aspect that the previous logo embodies. Being a global leader is of great importance to the company but instead of expressing our confidence in our reputation and standing amongst other paint industries we hope this new logo will reach a new base of customers. We hope this new message will express our versatility, quality, and innovative nature to the people. We want them to trust in our service as well as our products.

STACKED vs. LINEAR



STACKED

This is the primary orientation for this logo because it has a more dynamic flow. The stacked version will look better on employee uniforms, stationary, paint cans, product labels, gloves, and signs as well.

LINEAR

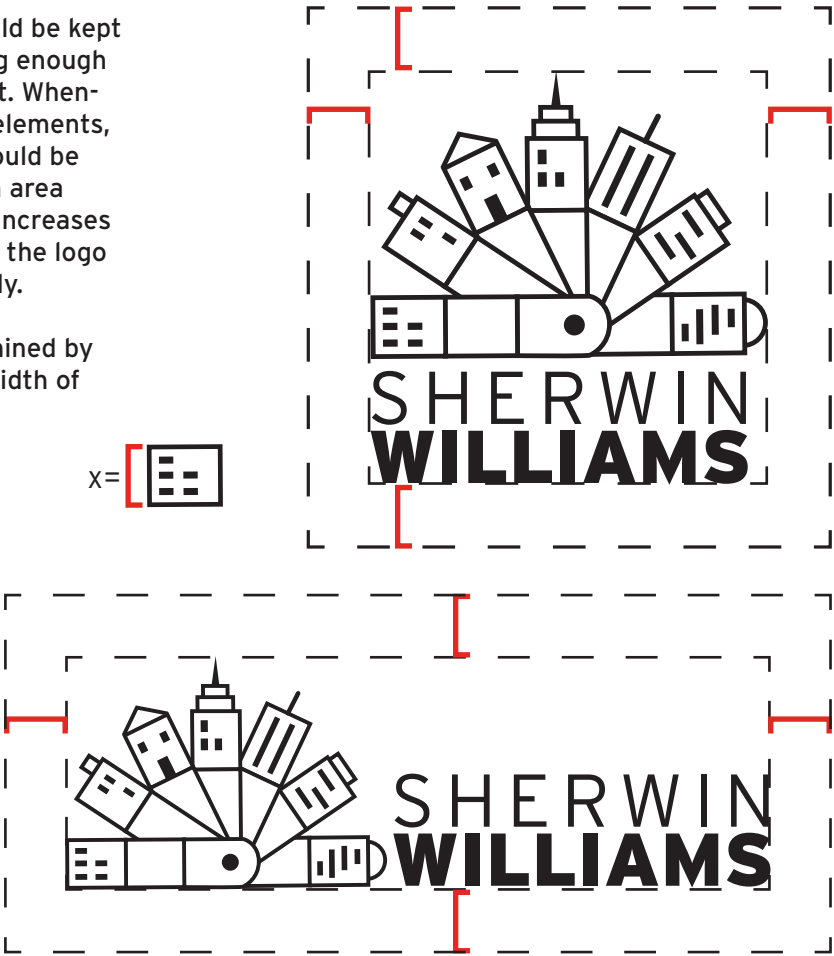


This is the horizontal orientation which may be used for utilizing more space on linear objects like the side of a Sherwin Williams truck. This orientation would also be preferred for products that may be too small to see the stacked version such as paint brushes or pens.

CLEAR SPACE

The area around the logo should be kept clean and uncluttered, allowing enough space to ensure they stand out. Whenever logos are used, all other elements, including type and images, should be kept out of a defined minimum area around the logos. As the logo increases in size, the clear space around the logo should increase proportionately.

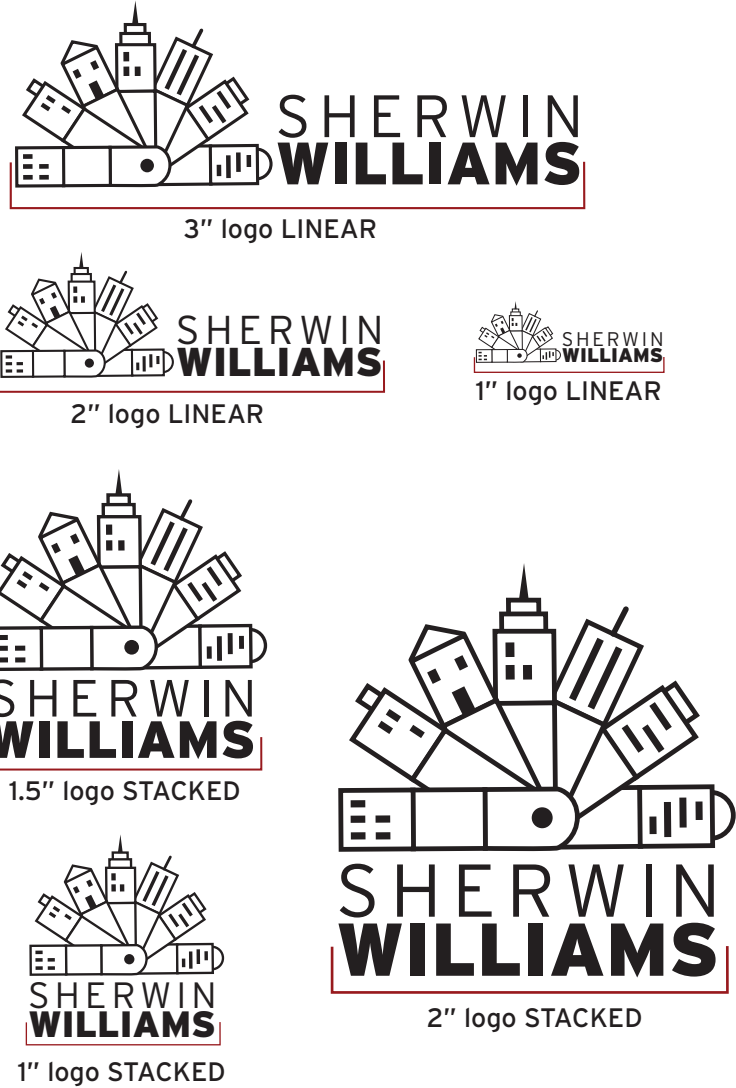
Here the clear space is determined by x-measurement which is the width of the paint swatches.



SIZING & SCALING

Whenever scaling the logo, particular attention should always be paid to the quality and clarity of the end result. The Sherwin Williams corporate identity is designed for use in a variety of sizes. However, appropriate dimensional proportions must always be used. Never distort the logo when increasing or decreasing its overall size. The minimum size limitation ensures the format always remains legible.

The large-scale logo would be preferred for product labels, sign-age, and paint can packaging. The smaller 1" logo would be best used for business cards, stationary, and any other small product labels.








LOGO IN COLOR

Sherwin Williams’ previous logo was presented with two colors, blue and red. In light of a new modern age this new logo will depict a whole ray of colors in order to create a brighter and more vibrant outlook on the company. By displaying the colors in an analogous order the logo will be more pleasing to the eye. These colors create a relaxing emotion, where no particular color stands out but are viewed as a harmonious whole.

When people think of paint they think of the unlimited amount of colors to choose from. With the paint swatch idea in mind we can see that each color displays a darker, vibrant color which then shows lighter versions of the color as well. Brighter and vibrant colors attract the eye more so than duller colors.



| | | | | | |
|---|---|---|--|---|---|
|  | RGB 0R 0G 0B CMYK 0C 0M 0Y 100K PANTONE Black C |  | RGB 132R 50G 155B CMYK 66C 92M 0Y 0K PANTONE 2593 C |  | RGB 0R 163G 81B CMYK 93C 0M 100Y 0K PANTONE 347 CP |
|  | RGB 156R 35G 31B CMYK 0C 99M 91Y 33K PANTONE P 49-16 C |  | RGB 198R 161G 207B CMYK 18C 36M 0Y 0K PANTONE 257 C |  | RGB 162R 215G 128B CMYK 0C 0M 50Y 0K PANTONE 359 XGC |
|  | RGB 230R 52G 34B CMYK 0C 39M 0Y 0K PANTONE 3556 C |  | RGB 230R 188G 216B CMYK 3C 28M 0Y 0K PANTONE 671 C |  | RGB 16R 179G 64B CMYK 21C 2M 94Y 13K PANTONE 583 U |
|  | RGB 238R 141G 141B CMYK 2C 55M 33Y 0K PANTONE 177 XGC |  | RGB 0R 124G 168B CMYK 76C 14M 0Y 26K PANTONE P 113-14 C |  | RGB 244R 228G 44B CMYK 3C 0M 90Y 0K PANTONE 3945 CP |
|  | RGB 191R 0G 120B CMYK 0C 100M 0Y 0K PANTONE 233 XGC |  | RGB 138R 216G 237B CMYK 36C 0M 9Y 0K PANTONE 636 U |  | RGB 255R 241G 139B CMYK 0C 0M 50Y 0K PANTONE 100 UP |
|  | RGB 235R 147G 181B CMYK 0C 52M 1Y 0K PANTONE 2044 U |  | RGB 184R 224G 241B CMYK not available PANTONE 9440 U |  | RGB 250R 77G 22B CMYK 0C 73M 87Y 0K PANTONE 172 C |
|  | RGB 245R 177G 204B CMYK 0C 38M 4Y 0K PANTONE 203 U |  | RGB 216R 237G 245B CMYK 13C 0M 0Y 0K PANTONE P 115-2 U |  | RGB 255R 153G 85B CMYK 0C 40M 77Y 0K PANTONE 150 U |
| | | | |  | RGB 255R 194G 123B CMYK 0C 24M 51Y 0K PANTONE 149 C |

TYPOGRAPHY

INTERSTATE

LIGHT abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
REGULAR abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
BOLD abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
BLACK abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

For the new logo type we decided to choose Interstate as the primary typeface because of it's curvilinear nature as well as it being a sans serif. A sans serif is the best fit for our company because of it's manlier nature. A sans serif allows for better readability as a display font. We chose to use the different weights to our advantage by making "Sherwin" in the lighter weight while having "Williams" in the black weight. The weight contrast helps balance the type as well as create typographic excitement. Having the company name in all caps shows the professional nature of our company. We also kerned out the Sherwin so that when they are stacked they are proportionate on all sides. This will also aid in readability.

Interstate is a font found on roadway sign-age, an easy and simple typeface that can be easily read on the road. By using this typeface ourselves we hope to have the corporate name be more readable for it is known that many mistake our company name for Shermin Williams, this misunderstanding may be due to how our corporate name is being displayed.

SHERWIN
WILLIAMS

INCORRECT LOGO USAGE

DO NOT DO NOT DO NOT

SHERWIN
WILLIAMS



Change the orientation or relationship between the mark and the logo type.



Change the weights in the type logo.



Add a drop shadow or any other kind effect to the logo.

DO NOT DO NOT DO NOT



Distort, warp or skew the logo in any way that will hinder readability.



Change or alter the colors of the mark.



Change the typeface of the logo type.

DO NOT DO NOT



Rescale the mark and logotype separately.



Change the color of the stroke around the mark or any of the detail in the mark to anything other than black.