



BRAND GUIDELINES

100% EMPLOYEE OWNED

As Mead Lumber grows, it is increasingly important to maintain a consistent identity throughout our communications. These guidelines provide direction on how to represent the Mead Lumber brand across all marketing and operational material.



INTRODUCTION

To Make You Feel at Home, From Design to Finish[®]

At the heart of every great brand is a powerful vision that guides its every decision and action. At Mead Lumber, our vision is simple yet profound: "To Make You Feel at Home, From Design to Finish." This statement is not just a catchy tagline - it's a guiding principle that informs everything we do as a company.

Our vision statement is more than just a statement of intent. It's a promise to anyone who interacts with us that we will go above and beyond to ensure they feel comfortable, welcome, and supported throughout every stage of their project. Whether they're a contractor in need of supplies, a homeowner working on a DIY project, or a coworker seeking support and guidance, everyone can trust that we will be there for them every step of the way.



TABLE OF CONTENTS

1 Brand Identity

History	7
Company Timeline	8
Who We Are	9
Core Values	10
Our Audience	11

2 Brand Strategy

Brand Touchpoints	13
Brand Architecture	14
Brand Promise	15
Brand Personality	16

3 Brand Voice

Expressing Our Message	18
Communicating Our Benefits ...	19
Name /Tagline	20

4 Brand Visuals

Logo	22-23
Logo Placement	24
Logo Variables	25
Logo Dont's	26
Logo Library	27
Registered Trademarks	28
Co-branding	29
Font Selection	30
Colors	31-32
Photographic Styles	33
Icon Styles	34

5 Brand Execution

Website	36
Apparel	37
Store Signage	38

Store Design	39
Imagery	40-41
Business Cards	42
Power Point Template	43
Stationery	44
Vehicles	45
Email	46-47
Collateral	48
Advertisements	49

IMPORTANCE OF CONSISTENT BRANDING

Branding is essential for any business as it helps to create recognition and trust in customers and potential customers. **It's more than just a logo; it encompasses the entire look and feel of our company,** from our website and social media presence to our products and customer service.

A strong brand helps us stand out from competitors, increase loyalty among existing customers, attract new ones, build credibility with partners, influence purchasing decisions, bring in higher profits and even establish a loyal following that will champion our products and services over those of others.

An effective branding strategy capitalizes on all touchpoints - including digital platforms such as websites, online stores and social media channels - to ensure consistency across all mediums. It also requires research into what appeals to target audiences so that messaging resonates with them emotionally while delivering clarity about the unique value proposition offered by the organization they are choosing to invest in or support financially.



OUR BRAND STANDARDS

OUR BRAND STANDARDS

The **MEAD LUMBER** brand should convey our character and our personality. Our topnotch customer service since 1910 has allowed us to build a team driven by high performance and family values. In order to maintain a strong brand, it is important to look past just a logo and a name. Who we are, what we believe in, and those we serve all play an integral role in creating a comprehensive understanding of the true **MEAD LUMBER** identity. We realize that our brand is complex, and it is up to us to communicate it effectively.

1

BRAND IDENTITY

Setting the cornerstone

2

BRAND STRATEGY

Building the foundation

3

BRAND VOICE

Crafting the Conversation

4

BRAND VISUALS

Finishing touches

5

BRAND EXECUTION

Open House



1

BRAND IDENTITY

We are **MEAD LUMBER**, and this means a few things. It means strong family values and more than a century of building expertise.

MEAD LUMBER represents the merging of tradition and modernity through our passion for exacting standards.

7 - History

8 - Company Timeline

9 - Who We Are

10 - Core Values

11 - Our Audience

1

BRAND IDENTITY

Setting the cornerstone

2

BRAND STRATEGY

Building the foundation

3

BRAND VOICE

Crafting the Conversation

4

BRAND VISUALS

Finishing touches

5

BRAND EXECUTION

Open House



1

BRAND IDENTITY

HISTORY

We are proud of the **MEAD LUMBER** legacy of helping professional contractors, builders and remodelers with their building and project requirements as well as assisting customers with their home improvement needs, since 1910. As a company, we currently have 52 operating locations across Colorado, Iowa, Kansas, Missouri, Montana, Nebraska, Oklahoma, South Dakota and Wyoming.

Our growing **100% Employee Owned Company** consists of lumber yards, hardware stores, home centers, rental centers, countertop and millwork fabrication facilities and truss/wall panel plants. **MEAD LUMBER** is committed to providing quality sustainable building materials, a strong product mix and selections, competitive pricing and outstanding customer service.



1

BRAND IDENTITY

COMPANY TIMELINE



1910

Morton Mead founded Mead Lumber in Ashland, NE.

1934

Expanded to Columbus, NE.

1937

Expanded to York, NE.

1947

Expanded to Cheyenne, WY.

1954

Expanded to Broken Bow, NE

1958

Expanded to Lexington and Cozad, NE.

1959

Expanded to Sterling, CO.

1965

Expanded to Beatrice, NE.

1972

Expanded to Nebraska City, NE.

1973

Expanded to Norfolk, NE.

1982

Expanded to Pratt, KS.

1985

Expanded to Liberal and Dodge City, KS.

1991

Expanded to Grand Island, NE.

1995

Expanded to Ada, OK.

1997

Expanded to Manhattan, KS.

2000

Expanded to Rapid City and Spearfish, SD and Gillette, WY.

2006

Expanded to Sheridan, WY.

2007

Expanded to Billings and Laurel, MT.

2009

Expanded into Kearney, NE.

2011

Expanded to Yankton and Winner, SD and Cañon City, CO.

2012

Opened Truss Craft Structural Components in Cheyenne, WY and Great Plains Countertops in Grand Island, NE.

2013

Opened Truss Craft Nebraska in Grand Island, NE.

2014

Mead Lumber becomes 100% Employee Owned.

2016

Expanded to Red Lodge, MT and Salina, KS.

2017

Expanded to North Platte, Ogallala and McCook, NE. Opened Truss Craft Montana in Billings, MT.

2018

Expanded to Ames, IA.

2020

Expanded to Lincoln, NE.

2021

Expanded to Stockton, Hays & Russell, KS. Opened Truss Craft Kansas in Hays. Opened Great Plains Distribution in Grand Island, NE.

2022

Expanded to Butte, MT and Kansas City, MO.

BRAND PROMISE

WHO WE ARE

**” To Make You Feel At Home,
From Design To Finish[®]**

Our Mission at Mead Lumber is to provide quality building materials, services and value with a sustained commitment to serve our customers, helping to build communities across the Great Plains.

1

BRAND IDENTITY

CORE VALUES



INTEGRITY

Paramount in everything we do

Permission to play



PUT PEOPLE FIRST

Safe and caring environment

Opportunities for growth and development

Accountable to each other



THINK & ACT LIKE AN OWNER

Entrepreneurial mindset

You own it

Make an informed decision



UNMATCHED CUSTOMER SERVICE

Leave them with a smile

Do the right thing

Provide a solution



CONTINUOUS IMPROVEMENT

Forward thinking

Always learning

Innovative



INVESTING WHERE WE LIVE

Make our communities better

Time, Talents & Treasure

1

BRAND IDENTITY

OUR AUDIENCE

We deeply value our customers because they are the backbone of our business. Their trust in our products and services drives us to continually improve and deliver the highest quality building materials to meet their needs.

Professional Contractors

Our professional contractors are the backbone of our business. We service all types and sizes, but mainly they fall into this category:

- 1 to 9 employees
- \$1 to \$5 million in revenue
- 11-30 years in business

DIY Homeowners

We also serve homeowners that like to do it themselves, but need a little help from us. They are:

- Age 45-69
- 5+ years in home
- \$100k+ household income
- \$250k+ net worth
- \$100k+ home value

Retail Hardware

At our retail locations, we offer many products and services to improve our customers homes, as well as the tools needed to do it.

- Age 35+
- 5+ years in home
- \$50k-\$250k household income
- \$100k-\$500k net worth
- \$100k-\$500k home value

2

BRAND STRATEGY

A well-crafted brand strategy is the foundation of every successful brand. It provides a clear blueprint for how the brand should be perceived, communicated, and experienced by its target audience, ensuring that every interaction reinforces the brand's core values and messaging.

13 - Brand Touchpoints

14 - Brand Architecture

15 - Brand Promise

16 - Brand Personality

1

BRAND IDENTITY

Setting the cornerstone

2

BRAND STRATEGY

Building the foundation

3

BRAND VOICE

Crafting the Conversation

4

BRAND VISUALS

Finishing touches

5

BRAND EXECUTION

Open House

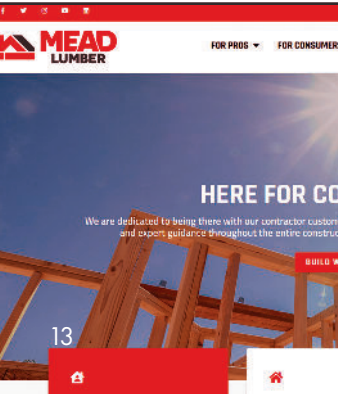


2

BRAND STRATEGY

BRAND TOUCHPOINTS

Brand touchpoints are critical moments of truth for any brand, as they are the opportunities for the brand to connect with its audience and create meaningful experiences throughout the many touchpoints. By ensuring consistency and excellence across all touchpoints, we can build trust, loyalty, and long-term relationships with our customers.



2

BRAND STRATEGY

BRAND ARCHITECTURE

A strong brand architecture is essential for building a portfolio of brands that are easily understood and differentiated in the marketplace. By defining the relationship between our brands and ensuring they have a clear purpose and positioning, we can effectively manage our brand portfolio and maximize their impact.



2

BRAND STRATEGY

OUR BRAND PROMISE

At **MEAD LUMBER**, we offer our customers unparalleled service backed by decades of industry leadership. We deliver this through our commitment to performance and quality and an emphasis on strong values and excellent customer service.



Brand Offering

Providing a wide range of high-quality home improvement products and services that are tailored to meet the unique needs and preferences of each customer.



Brand Essence

Warm, welcoming, and knowledgeable. The company aims to create a comfortable and inviting atmosphere that makes customers feel at ease and confident in their choices.

2

BRAND STRATEGY

BRAND PERSONALITY

Friendly, reliable, and down-to-earth. **MEAD LUMBER** is the trusted and approachable home improvement partner that customers turn to for expert advice, quality products, and personalized service. The company's personality is warm, welcoming, and knowledgeable, with a focus on creating a comfortable and enjoyable home improvement experience that puts customers at ease.

RELIABLE **QUALITY** **WARM** **COMFORTABLE**
IMPROVEMENT **SUPPORTIVE**
APPROACHABLE
HOME **STRESS-FREE** **ENJOYABLE** **INVITING** **PROFESSIONAL**
EXPERTISE **EXPERIENCED**
DOWN-TO-EARTH **FRIENDLY**
TRUSTWORTHY **PERSONALIZED**
KNOWLEDGEABLE **ACCOMMODATING**



3

BRAND VOICE

Communication is a very important aspect of any brand. The way we communicate sets the tone for how our audience feels about us. Not only will customers have a clear idea of what **MEAD LUMBER** stands for, but they will also be able to easily connect to our brand.

18 - Expressing Our Message

19 - Communicating Our Benefits

20 - Name / Tagline

1

BRAND IDENTITY

Setting the cornerstone

2

BRAND STRATEGY

Building the foundation

3

BRAND VOICE

Crafting the Conversation

4

BRAND VISUALS

Finishing touches

5

BRAND EXECUTION

Open House



3

BRAND VOICE

EXPRESSING OUR MESSAGE

Our communication approach comprises of messaging and tone. By blending these two elements, we develop a compelling strategy for engaging with our customers and followers. Our primary objective is to craft messaging that is consistent, unambiguous, and aligns with our brand personality.

What is our voice?

Our voice is what makes our personality stand out. The tone that we use to express our message should be:

Trustworthy	Quality-Driven	Customer Focused	Transparent
Collaborative	Responsive	Authentic	Helpful
Dependable	Approachable	Knowledgeable	Friendly

3

BRAND VOICE

COMMUNICATING OUR BENEFITS

MEAD LUMBER is more than just building materials. We pride ourselves in being a multifaceted organization with various focuses. We identify with three main philosophies, and these must be communicated effectively and distinctly.

Contractors

For contractors, we understand that time is money, and they need to get the job done right the first time. That's why we offer a wide selection of top-quality products at competitive prices, backed by exceptional customer service and expertise. We understand that contractors have unique needs and challenges, and we are committed to providing solutions that make their job easier and more efficient. From personalized service to job site delivery, we aim to be the go-to partner for contractors, helping them to grow their business and exceed their clients' expectations.

Homeowners

We know that a home is more than just a house - it's a place to build memories and create a comfortable haven. We want to be part of that journey by offering a wide range of products and services to help homeowners achieve their dream home. Our team of experts is always available to guide homeowners through the selection process, answer their questions, and offer design advice. Whether they're planning a renovation or a DIY project, we provide personalized service and support from start to finish. Our goal is to create a seamless experience that exceeds their expectations and makes their home improvement project a success.

Community

As a company, we understand the importance of giving back to the communities we serve. We believe that supporting local initiatives is not only the right thing to do, but it also helps to strengthen the communities we call home. From sponsoring community events to partnering with local organizations, we strive to make a positive impact in the neighborhoods where we live and work. We are committed to being good stewards of the environment, promoting sustainable practices, and ensuring that our operations have a minimal impact on the community. Our ultimate goal is to be a trusted partner that contributes to the well-being and prosperity of the communities we serve.

3

BRAND VOICE

OUR NAME

MEAD LUMBER

MEAD LUMBER started in 1910 in Ashland, Nebraska, as a family business. Over the years, five members of the Mead family ran it, as did several others in helping it become successful. Mead Lumber is now employee owned and is still dedicated to being run like a family business.

OUR TAGLINE

Making You Feel At Home – From Design To Finish

A clear tagline is important to complement an easily recognizable brand. By showcasing exactly what we do, our customers have no doubt about our offerings. It is also easy to make the connection with our business.



4

BRAND VISUALS

Now that we understand the essence of the **MEAD LUMBER** brand, we must also understand the specifics that build the base for it. Without the specifications that follow, we would not be able to create a cohesive and powerful brand.

22 - 23 - Logo

24 - Logo Placement

25 - Logo Variables

26 - Logo Don'ts

27 - Logo Library

28 - Registered Trademarks

29 - Co-branding

30 - Font Selection

31 - 32 - Colors

33 - Photographic Styles

34 - Icon Styles

1

BRAND IDENTITY

Setting the cornerstone

2

BRAND STRATEGY

Building the foundation

3

BRAND VOICE

Crafting the Conversation

4

BRAND VISUALS

Finishing touches

5

BRAND EXECUTION

Open House



4

BRAND VISUALS

LOGO

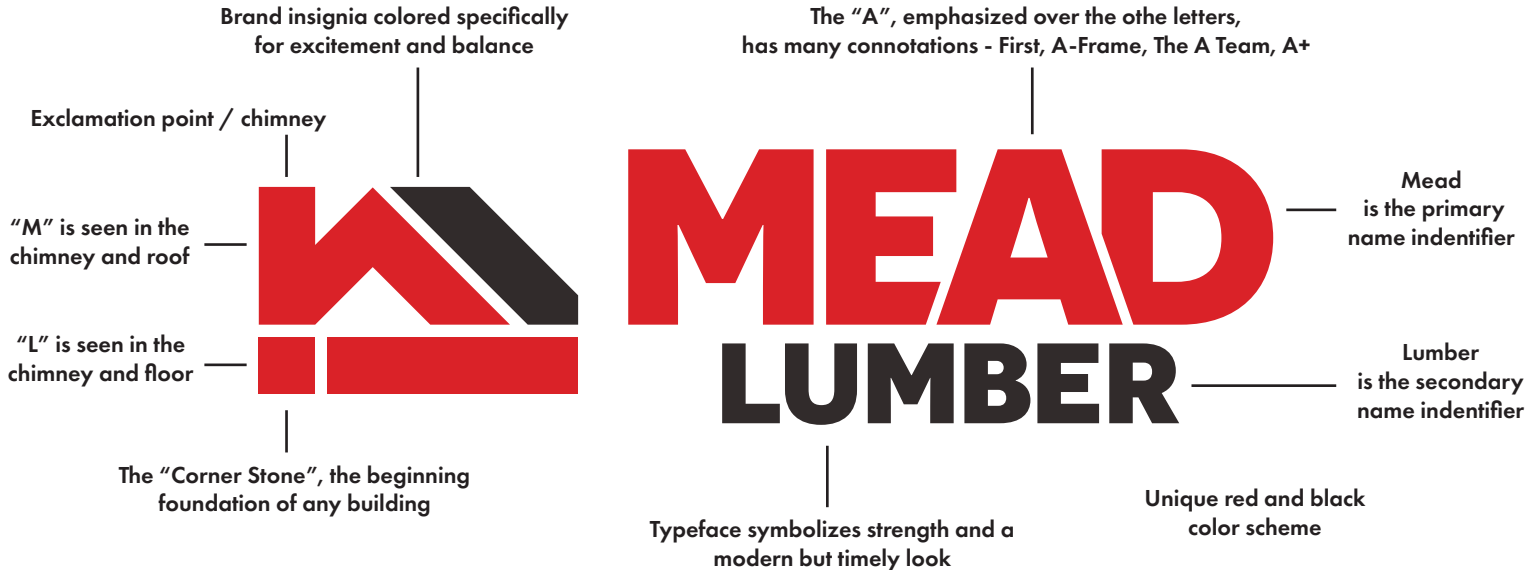
The logo is the embodiment of decades of tradition, integrity, family, and employee ownership, coupled with our undying passion for building our communities. It should be used consistently to foster brand awareness.



4

BRAND VISUALS

LOGO - ELEMENTS AND SYMBOLISM



4

BRAND VISUALS

LOGO - PLACEMENT AND POSITIONING

It is important to not violate the space around the logo. Allowing the logo to stand out by itself will ensure that the MEAD LUMBER brand is easily identifiable. As it will be used in varying sizes, we've devised a system that can be utilized in any measurement.

Use the "M" in LUMBER for spacing reference. If possible, make sure nothing violates the perimeter created by this box.



4

BRAND VISUALS

LOGO VARIABLES

Whether it's on cars, merchandising, online, or on our catalogs, the MEAD LUMBER logo is adaptable to any situation. These are the approved logo variables.

Main Logo



Single Color Logo



Vertical Logo



4

BRAND VISUALS

LOGO DON'TS

The MEAD LUMBER logo should always be used in its approved format. It should never be modified. Altering the logo weakens the integrity and consistency of the brand. Here are examples of what not to do with the logo.

X



Do not squish or stretch the logo

X



Do not apply any effects to the logo

X



Do not change the opacity of the logo

X



Do not use the old logo

X



Do not leave out any elements of the logo

X



Do not change the colors of the logo

4

BRAND VISUALS

LOGO LIBRARY

These are all the approved MEAD LUMBER logos, to be used in their respective situations. Each logo has been carefully crafted to uphold the MEAD LUMBER brand while providing enough flexibility to encompass all of our endeavors.



4

BRAND VISUALS

REGISTERED TRADEMARKS

To prohibit the use of our logo, our name, our brand promise, and our tagline by unauthorized parties, we have several registered trademarks. The name Mead Lumber®, our logo and the icon are all registered trademarks. If the ® is used, see below on how to use it. It is not necessary to use the registration symbol. Contact marketing if you have any questions.



We have also trademarked the term "To Make You Feel at Home, From Design to Finish®", as well as Truss Craft Structural Components®, Black Hills Structural Components®, Great Plains Countertops®, Great Plains Distribution®, and Mead Legacy®.

Again, it is not necessary to use the registration symbol in many cases. Contact marketing if you have any questions.



To Make You Feel At Home, From Design To Finish®



4

BRAND VISUALS

CO-BRANDING

When displaying our logo with another company's logo, the Mead logo should be dominant and kept distinct from other branding.

YES



NO



4

BRAND VISUALS

FONT SELECTION

MEAD LUMBER uses Novocento Sans as its primary font family for the logo. It should be used in all materials to maintain consistency in our messaging and branding. Futura PT or Arial are to be used as secondary fonts for headlines, body text, pricing, etc. in all promotional materials.

NOVOCENTO SANS ULTRABOLD

NOVOCENTO SANS BOLD

NOVOCENTO SANS DEMIBOLD

NOVOCENTO SANS MEDIUM

NOVOCENTO SANS NORMAL

NOVOCENTO SANS BOOK

NOVOCENTO SANS LIGHT

NOVOCENTO SANS ULTRALIGHT

Futura PT Extra Bold

Futura PT Bold

Futura PT Heavy

Futura PT Demi

Futura PT Medium

Futura PT Extra Book

Futura PT Extra Light

Arial Black

Arial Bold

Arial Regular

Arial Narrow Bold

Arial Narrow

4

BRAND VISUALS

PRIMARY COLORS

Consistent use of the **MEAD LUMBER** brand colors will ensure consistency of the brand across all mediums. The brand colors should be utilized across all messaging mediums. Red is an emotionally intense color. It's associated with energy, strength, power, danger, and passion. Black is associated with power, mystery, elegance, strength and formality. Black can be very formal, elegant and prestigious; it adds depth when combined with other colors.

MEAD LUMBER RED

RGB: 216, 32, 39

Hex: db2027

CMYK: 9,99,98,1

Pantone: 2347 C

MEAD LUMBER BLACK

RGB: 50,43,44

Hex: 322b2c

CMYK: 66,66,63,64

Pantone: 419C

4

BRAND VISUALS

SECONDARY COLORS

Mead Red Variants

Inverted RGB: 38,219,215 HEX: 26dbd7 CMYK: 61,0,24,0 Pantone: 319 C	25% Saturated RGB: 246,6,12 HEX: f6060c CMYK: 0,100,100,0 Pantone: 185 C	Grayscale RGB: 115,115,115 HEX: 737373 CMYK: 56,47,47,13 Pantone: 444 C
25% Lighter RGB: 221,57,61 HEX: dd393d CMYK: 7,93,80,1 Pantone: 179 C	Mead Red RGB: 216,32,39 HEX: db2027 CMYK: 9,99,98,1 Pantone: 2347 C	25% Darker RGB: 196,32,36 HEX: c42024 CMYK: 16,100,100,6 Pantone: 7621 C
Web Safe Red RGB: 255,0,0 HEX: ff0000 CMYK: 0,99,100,0 Pantone: 185 C	25% Desaturated RGB: 194,58,61 HEX: c23a3d CMYK: 17,91,80,6 Pantone: 1797 C	HTML: Crimson RGB: 220,20,60 HEX: dc143c CMYK: 7,100,78,1 Pantone: 192 C

Secondary Colors

Cameo Pink RGB: 239,187,204 HEX: efbbcc CMYK: 3,31,6,0 Pantone: 182 C	Orange RGB: 232,82,23 HEX: e85217 CMYK: 4,83,100,1 Pantone: 166 C	Dark Khaki RGB: 189,183,107 HEX: bdb76b CMYK: 29,20,71,0 Pantone: 617 C
Green RGB: 76,143,36 HEX: 4c8f24 CMYK: 74,22,100,7 Pantone: 363 C	Blue RGB: 11,143,219 HEX: 0b8fdb CMYK: 77,34,0,0 Pantone: 299 C	Gray Blue RGB: 63,88,110 HEX: 3f586e CMYK: 80,60,40,20 Pantone: 7545 C
Purple RGB: 106,13,173 HEX: 6a0dad CMYK: 73,95,0,0 Pantone: 267 C	Rikan Brown RGB: 83,74,50 HEX: 534a32 CMYK: 56,55,78,44 Pantone: 7771 C	Cinereous RGB: 152,129,123 HEX: 98817b CMYK: 40,47,46,6 Pantone: 403 C

4

BRAND VISUALS

PHOTOGRAPHIC STYLES

Our photography should convey the high energy, quality products and enthusiasm for which MEAD LUMBER has become well known. Our images should reflect our decades-long commitment to quality building materials and the people that handle and use them, and need to include people in the shots whenever possible.



4

BRAND VISUALS

ICON STYLES

Icons are a powerful visual tool that can communicate complex ideas and concepts in a simple and efficient way. They are an essential element in modern design, used extensively in branding, advertising, and user interfaces.



5

BRAND EXECUTION

Establishing a strong and consistent first impression is very important in reflecting a cohesive brand. In this section, we will explore how our brand is executed throughout our website, apparel, eSignatures, collateral materials and social media.

36 - Website

37 - Apparel

38 - Store Signage

39 - Store Design

40 - 41 - Imagery

42 - Business Cards

43 - PowerPoint Template

44 - Stationery

45 - Vehicles

46 - 47 - Email

48 - Collateral

49 - Advertisements

1

BRAND IDENTITY

Setting the cornerstone

2

BRAND STRATEGY

Building the foundation

3

BRAND VOICE

Crafting the Conversation

4

BRAND VISUALS

Finishing touches

5

BRAND EXECUTION

Open House

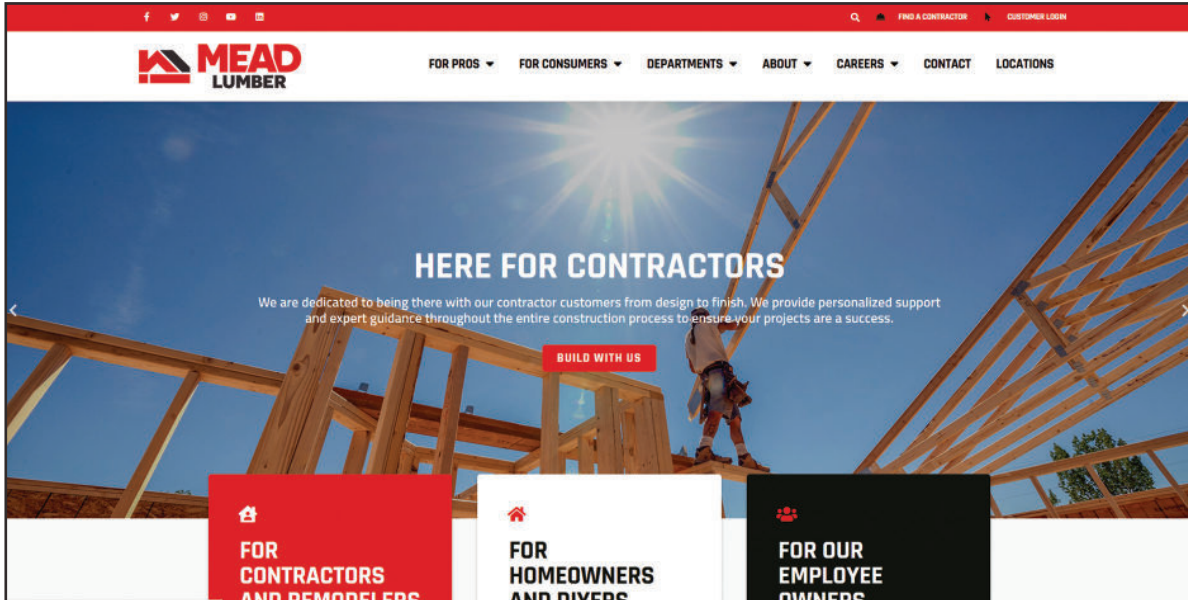


5

BRAND EXECUTION

WEBSITE

Our main website address is **meadlumber.com**. All other divisions and locations will be directed to their landing page on the website.



5

BRAND EXECUTION

APPAREL

Official Mead Lumber branded apparel will use either our two color logo or one of our single color logos when appropriate. It will always go on the left chest, and any secondary logos will go on the right sleeve.



5

BRAND EXECUTION

STORE SIGNAGE

Clear and visible signage can help enhance the store's brand recognition and create a professional and inviting atmosphere.



5

BRAND EXECUTION

STORE LAYOUT AND DESIGN

When redesigning, remodeling and building new stores, the brand essence of **MEAD LUMBER** will be incorporated, including colors, logos, building materials, flooring and fabrics.



5

BRAND EXECUTION

STORE IMAGERY

It's important to have inviting imagery throughout each location. Work with marketing to use the already designed imagery. Or if you have a new need, work with marketing to make sure it matches our brand standards.



5

BRAND EXECUTION

LOCAL STORE IMAGERY

We want to showcase the communities we live in. We do that by highlighting the most popular locations in the areas we serve. Work with marketing on getting images of the attractions in your area. Make sure that they identify what or where the picture is, and that the **MEAD LUMBER** logo is in the lower corner.

Royal Gorge, Cañon City CO



Sandhill Cranes, Kearney NE



Beartooth Pass, Red Lodge MT



Lake McConaughy, Ogallala NE



5

BRAND EXECUTION

BUSINESS CARDS

A professional-looking business card is crucial for making a positive first impression and establishing credibility with potential clients and business partners. We have two options. Option 1 comes with or without a picture. Option 2 is a standard business card.

OPTION 1 (shown with picture)



Option 1 is a business card with a white front and a dark back. The front features a photo of Joe Sample, Branch Manager, on the left. To the right of the photo is the name and title, followed by the Mead Lumber logo. Below this, contact information is listed: phone numbers (123) 456-7890 and (012) 345-6789, a home address (1740 Bill Babka Drive, Columbus, NE 68601), and an email address (joe.sample@meadlumber.com). At the bottom left, it says "100% EMPLOYEE OWNED" and at the bottom right, "meadlumber.com". The back of the card features the Mead Lumber logo on a dark wood-grain background.

Joe Sample
Branch Manager

MEAD LUMBER

(123) 456-7890
(012) 345-6789

1740 Bill Babka Drive
Columbus, NE 68601

joe.sample@meadlumber.com

100% EMPLOYEE OWNED

meadlumber.com

MEAD LUMBER

OPTION 2



Option 2 is a business card with a white front and a white back. The front features the name and title, followed by the Mead Lumber logo. Below this, contact information is listed: phone numbers (123) 456-7890 and (012) 345-6789, a home address (1740 Bill Babka Drive, Columbus, NE 68601), and an email address (joe.sample@meadlumber.com). At the bottom left, it says "meadlumber.com" and at the bottom right, "100% EMPLOYEE OWNED". The back of the card features the Mead Lumber logo.

Joe Sample
Branch Manager

MEAD LUMBER

(123) 456-7890
(012) 345-6789

1740 Bill Babka Drive
Columbus, NE 68601

joe.sample@meadlumber.com

meadlumber.com

100% EMPLOYEE OWNED

MEAD LUMBER

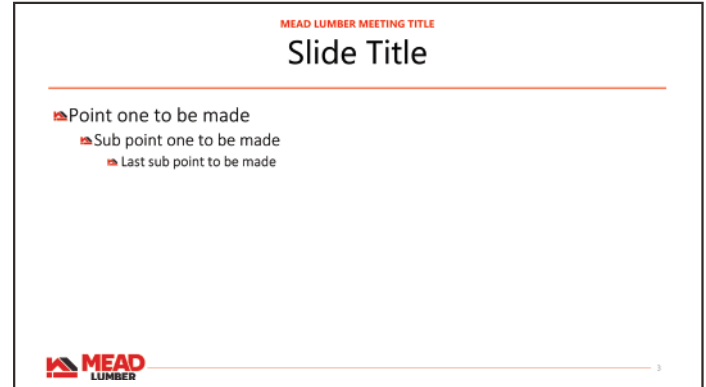
5

BRAND EXECUTION

POWERPOINT TEMPLATES

Use only the approved **MEAD LUMBER** PowerPoint template whether you're presenting internally or to customers, suppliers, local audiences or to trade groups — any time you're presenting in an official capacity for **MEAD LUMBER**.

In general, the slide background should be white, with Mead Black for the font color. Mead Red can be used for the lines that divide titles and text, as well as background slides.



5

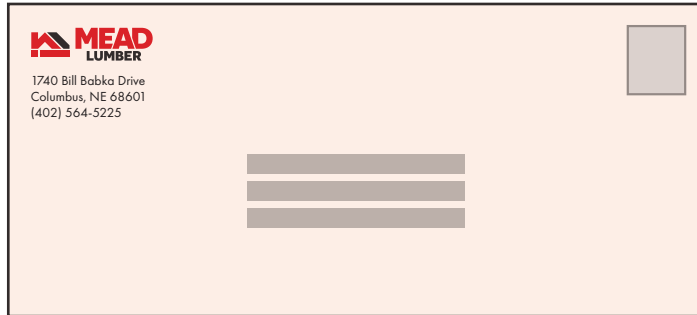
BRAND EXECUTION

STATIONERY

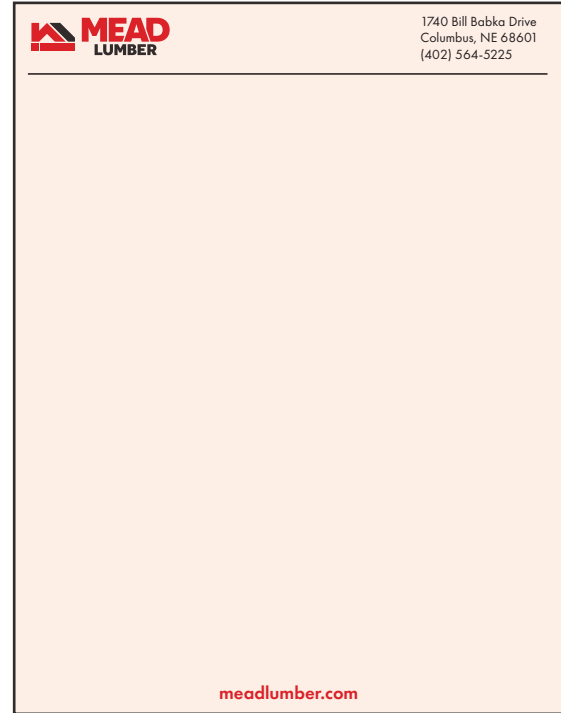
For authorized stationery, work with the marketing department to design your stationery. But in general, your stationery should have the **MEAD LUMBER** logo in the top left corner, and your address in the top right corner. You can have some additional information in the bottom footer, like a web address.

For envelopes, you should have the **MEAD LUMBER** logo where the return address is, along with your return address.

ENVELOPES



STATIONERY



5

BRAND EXECUTION

VEHICLES

Having your logo and contact information on your work vehicles is important for increasing brand visibility and reaching a wider audience while on the go.



5

BRAND EXECUTION

EMAIL SIGNATURES

A good email signature is important for leaving a professional and lasting impression, while also providing essential contact information and promoting brand awareness.

Regards,

Barry

Barry Kriha

Director of Marketing, Communications and Branding



3905 South 148th Street, Suite 102
Omaha, NE 68144
Office: (531) 710-3200 | Direct: (531) 710-3198
Cell: (402) 708-1602

barry.kriha@meadlumber.com



To send .zip, .sdb, .mdb or files larger than 5MB, use this link:

<https://share.meadlumber.com/u/d/9bf0164c498f474a8255/>

Regards,

Barry

Barry Kriha

Director of Marketing, Communications and Branding



3905 South 148th Street, Suite 102
Omaha, NE 68144
Office: (531) 710-3200 | Direct: (531) 710-3198
Cell: (402) 708-1602

barry.kriha@meadlumber.com



To send .zip, .sdb, .mdb or files larger than 5MB, use this link:

<https://share.meadlumber.com/u/d/9bf0164c498f474a8255/>



From Design to Finish

5

BRAND EXECUTION

EMAIL ADDRESSES

Email addresses will be consistent company-wide, with **firstname.lastname@meadlumber.com** as the format where possible.



firstname.lastname@meadlumber.com

5

BRAND EXECUTION

COLLATERAL

Project
Folders



Mead Legacy
Books



Early Bird
Contractor Specials



Mead Matters
Employee Newsletter



The Yard Stick
Contractor Magazine

5

BRAND EXECUTION

ADVERTISEMENTS

Circulars

MEAD LUMBER

Sale ends June 30th, 2022
from 8:00 AM - 7:00 PM

100% EMPLOYEE OWNED
meadlumber.com

3.99
per linear foot

TimberTech PRO Terrain Collection
Capped composite decking takes stress, stain, and fade resistance to the next level. Brown Oak or Silver Marble. 12', 16' and 20' board lengths.

BROWN OAK SILVER MARBLE

TimberTech
Go Against the Grain.

4.89
per linear foot

TimberTech PRO Reserve Collection
Make a bold style statement and add character to your outdoor living space. Inspired by reclaimed wood, the heavy wire brushed, Douglas Fir® decking has the beauty of natural wood grain. Available in three vibrant colors: 30 Year Teak & Slate, weathered, 1x6, 1x8, 1x10, 1x12, 1x14, 1x16, 1x18, 1x20, 1x24, 1x30, 1x36, 1x42, 1x48, 1x54, 1x60, 1x72, 1x84, 1x96, 1x108, 1x120, 1x144, 1x168, 1x192, 1x216, 1x240, 1x270, 1x300, 1x324, 1x360, 1x396, 1x432, 1x468, 1x504, 1x540, 1x576, 1x612, 1x648, 1x684, 1x720, 1x756, 1x792, 1x828, 1x864, 1x900, 1x936, 1x972, 1x1008, 1x1044, 1x1080, 1x1116, 1x1152, 1x1188, 1x1224, 1x1260, 1x1296, 1x1332, 1x1368, 1x1404, 1x1440, 1x1476, 1x1512, 1x1548, 1x1584, 1x1620, 1x1656, 1x1692, 1x1728, 1x1764, 1x1800, 1x1836, 1x1872, 1x1908, 1x1944, 1x1980, 1x2016, 1x2052, 1x2088, 1x2124, 1x2160, 1x2196, 1x2232, 1x2268, 1x2304, 1x2340, 1x2376, 1x2412, 1x2448, 1x2484, 1x2520, 1x2556, 1x2592, 1x2628, 1x2664, 1x2700, 1x2736, 1x2772, 1x2808, 1x2844, 1x2880, 1x2916, 1x2952, 1x2988, 1x3024, 1x3060, 1x3096, 1x3132, 1x3168, 1x3204, 1x3240, 1x3276, 1x3312, 1x3348, 1x3384, 1x3420, 1x3456, 1x3492, 1x3528, 1x3564, 1x3600, 1x3636, 1x3672, 1x3708, 1x3744, 1x3780, 1x3816, 1x3852, 1x3888, 1x3924, 1x3960, 1x3996, 1x4032, 1x4068, 1x4104, 1x4140, 1x4176, 1x4212, 1x4248, 1x4284, 1x4320, 1x4356, 1x4392, 1x4428, 1x4464, 1x4500, 1x4536, 1x4572, 1x4608, 1x4644, 1x4680, 1x4716, 1x4752, 1x4788, 1x4824, 1x4860, 1x4896, 1x4932, 1x4968, 1x5004, 1x5040, 1x5076, 1x5112, 1x5148, 1x5184, 1x5220, 1x5256, 1x5292, 1x5328, 1x5364, 1x5400, 1x5436, 1x5472, 1x5508, 1x5544, 1x5580, 1x5616, 1x5652, 1x5688, 1x5724, 1x5760, 1x5796, 1x5832, 1x5868, 1x5904, 1x5940, 1x5976, 1x6012, 1x6048, 1x6084, 1x6120, 1x6156, 1x6192, 1x6228, 1x6264, 1x6300, 1x6336, 1x6372, 1x6408, 1x6444, 1x6480, 1x6516, 1x6552, 1x6588, 1x6624, 1x6660, 1x6696, 1x6732, 1x6768, 1x6804, 1x6840, 1x6876, 1x6912, 1x6948, 1x6984, 1x7020, 1x7056, 1x7092, 1x7128, 1x7164, 1x7200, 1x7236, 1x7272, 1x7308, 1x7344, 1x7380, 1x7416, 1x7452, 1x7488, 1x7524, 1x7560, 1x7596, 1x7632, 1x7668, 1x7704, 1x7740, 1x7776, 1x7812, 1x7848, 1x7884, 1x7920, 1x7956, 1x7992, 1x8028, 1x8064, 1x8100, 1x8136, 1x8172, 1x8208, 1x8244, 1x8280, 1x8316, 1x8352, 1x8388, 1x8424, 1x8460, 1x8496, 1x8532, 1x8568, 1x8604, 1x8640, 1x8676, 1x8712, 1x8748, 1x8784, 1x8820, 1x8856, 1x8892, 1x8928, 1x8964, 1x9000, 1x9036, 1x9072, 1x9108, 1x9144, 1x9180, 1x9216, 1x9252, 1x9288, 1x9324, 1x9360, 1x9396, 1x9432, 1x9468, 1x9504, 1x9540, 1x9576, 1x9612, 1x9648, 1x9684, 1x9720, 1x9756, 1x9792, 1x9828, 1x9864, 1x9900, 1x9936, 1x9972, 1x10008, 1x10044, 1x10080, 1x10116, 1x10152, 1x10188, 1x10224, 1x10260, 1x10296, 1x10332, 1x10368, 1x10404, 1x10440, 1x10476, 1x10512, 1x10548, 1x10584, 1x10620, 1x10656, 1x10692, 1x10728, 1x10764, 1x10800, 1x10836, 1x10872, 1x10908, 1x10944, 1x10980, 1x11016, 1x11052, 1x11088, 1x11124, 1x11160, 1x11196, 1x11232, 1x11268, 1x11304, 1x11340, 1x11376, 1x11412, 1x11448, 1x11484, 1x11520, 1x11556, 1x11592, 1x11628, 1x11664, 1x11700, 1x11736, 1x11772, 1x11808, 1x11844, 1x11880, 1x11916, 1x11952, 1x11988, 1x12024, 1x12060, 1x12096, 1x12132, 1x12168, 1x12204, 1x12240, 1x12276, 1x12312, 1x12348, 1x12384, 1x12420, 1x12456, 1x12492, 1x12528, 1x12564, 1x12600, 1x12636, 1x12672, 1x12708, 1x12744, 1x12780, 1x12816, 1x12852, 1x12888, 1x12924, 1x12960, 1x12996, 1x13032, 1x13068, 1x13104, 1x13140, 1x13176, 1x13212, 1x13248, 1x13284, 1x13320, 1x13356, 1x13392, 1x13428, 1x13464, 1x13500, 1x13536, 1x13572, 1x13608, 1x13644, 1x13680, 1x13716, 1x13752, 1x13788, 1x13824, 1x13860, 1x13896, 1x13932, 1x13968, 1x14004, 1x14040, 1x14076, 1x14112, 1x14148, 1x14184, 1x14220, 1x14256, 1x14292, 1x14328, 1x14364, 1x14400, 1x14436, 1x14472, 1x14508, 1x14544, 1x14580, 1x14616, 1x14652, 1x14688, 1x14724, 1x14760, 1x14796, 1x14832, 1x14868, 1x14904, 1x14940, 1x14976, 1x15012, 1x15048, 1x15084, 1x15120, 1x15156, 1x15192, 1x15228, 1x15264, 1x15300, 1x15336, 1x15372, 1x15408, 1x15444, 1x15480, 1x15516, 1x15552, 1x15588, 1x15624, 1x15660, 1x15696, 1x15732, 1x15768, 1x15804, 1x15840, 1x15876, 1x15912, 1x15948, 1x15984, 1x16020, 1x16056, 1x16092, 1x16128, 1x16164, 1x16200, 1x16236, 1x16272, 1x16308, 1x16344, 1x16380, 1x16416, 1x16452, 1x16488, 1x16524, 1x16560, 1x16596, 1x16632, 1x16668, 1x16704, 1x16740, 1x16776, 1x16812, 1x16848, 1x16884, 1x16920, 1x16956, 1x16992, 1x17028, 1x17064, 1x17100, 1x17136, 1x17172, 1x17208, 1x17244, 1x17280, 1x17316, 1x17352, 1x17388, 1x17424, 1x17460, 1x17496, 1x17532, 1x17568, 1x17604, 1x17640, 1x17676, 1x17712, 1x17748, 1x17784, 1x17820, 1x17856, 1x17892, 1x17928, 1x17964, 1x18000, 1x18036, 1x18072, 1x18108, 1x18144, 1x18180, 1x18216, 1x18252, 1x18288, 1x18324, 1x18360, 1x18396, 1x18432, 1x18468, 1x18504, 1x18540, 1x18576, 1x18612, 1x18648, 1x18684, 1x18720, 1x18756, 1x18792, 1x18828, 1x18864, 1x18900, 1x18936, 1x18972, 1x19008, 1x19044, 1x19080, 1x19116, 1x19152, 1x19188, 1x19224, 1x19260, 1x19296, 1x19332, 1x19368, 1x19404, 1x19440, 1x19476, 1x19512, 1x19548, 1x19584, 1x19620, 1x19656, 1x19692, 1x19728, 1x19764, 1x19800, 1x19836, 1x19872, 1x19908, 1x19944, 1x19980, 1x20016, 1x20052, 1x20088, 1x20124, 1x20160, 1x20196, 1x20232, 1x20268, 1x20304, 1x20340, 1x20376, 1x20412, 1x20448, 1x20484, 1x20520, 1x20556, 1x20592, 1x20628, 1x20664, 1x20700, 1x20736, 1x20772, 1x20808, 1x20844, 1x20880, 1x20916, 1x20952, 1x20988, 1x21024, 1x21060, 1x21096, 1x21132, 1x21168, 1x21204, 1x21240, 1x21276, 1x21312, 1x21348, 1x21384, 1x21420, 1x21456, 1x21492, 1x21528, 1x21564, 1x21600, 1x21636, 1x21672, 1x21708, 1x21744, 1x21780, 1x21816, 1x21852, 1x21888, 1x21924, 1x21960, 1x21996, 1x22032, 1x22068, 1x22104, 1x22140, 1x22176, 1x22212, 1x22248, 1x22284, 1x22320, 1x22356, 1x22392, 1x22428, 1x22464, 1x22500, 1x22536, 1x22572, 1x22608, 1x22644, 1x22680, 1x22716, 1x22752, 1x22788, 1x22824, 1x22860, 1x22896, 1x22932, 1x22968, 1x23004, 1x23040, 1x23076, 1x23112, 1x23148, 1x23184, 1x23220, 1x23256, 1x23292, 1x23328, 1x23364, 1x23400, 1x23436, 1x23472, 1x23508, 1x23544, 1x23580, 1x23616, 1x23652, 1x23688, 1x23724, 1x23760, 1x23796, 1x23832, 1x23868, 1x23904, 1x23940, 1x23976, 1x24012, 1x24048, 1x24084, 1x24120, 1x24156, 1x24192, 1x24228, 1x24264, 1x24300, 1x24336, 1x24372, 1x24408, 1x24444, 1x24480, 1x24516, 1x24552, 1x24588, 1x24624, 1x24660, 1x24696, 1x24732, 1x24768, 1x24804, 1x24840, 1x24876, 1x24912, 1x24948, 1x24984, 1x25020, 1x25056, 1x25092, 1x25128, 1x25164, 1x25200, 1x25236, 1x25272, 1x25308, 1x25344, 1x25380, 1x25416, 1x25452, 1x25488, 1x25524, 1x25560, 1x25596, 1x25632, 1x25668, 1x25704, 1x25740, 1x25776, 1x25812, 1x25848, 1x25884, 1x25920, 1x25956, 1x25992, 1x26028, 1x26064, 1x26100, 1x26136, 1x26172, 1x26208, 1x26244, 1x26280, 1x26316, 1x26352, 1x26388, 1x26424, 1x26460, 1x26496, 1x26532, 1x26568, 1x26604, 1x26640, 1x26676, 1x26712, 1x26748, 1x26784, 1x26820, 1x26856, 1x26892, 1x26928, 1x26964, 1x27000, 1x27036, 1x27072, 1x27108, 1x27144, 1x27180, 1x27216, 1x27252, 1x27288, 1x27324, 1x27360, 1x27396, 1x27432, 1x27468, 1x27504, 1x27540, 1x27576, 1x27612, 1x27648, 1x27684, 1x27720, 1x27756, 1x27792, 1x27828, 1x27864, 1x27900, 1x27936, 1x27972, 1x28008, 1x28044, 1x28080, 1x28116, 1x28152, 1x28188, 1x28224, 1x28260, 1x28296, 1x28332, 1x28368, 1x28404, 1x28440, 1x28476, 1x28512, 1x28548, 1x28584, 1x28620, 1x28656, 1x28692, 1x28728, 1x28764, 1x28800, 1x28836, 1x28872, 1x28908, 1x28944, 1x28980, 1x29016, 1x29052, 1x29088, 1x29124, 1x29160, 1x29196, 1x29232, 1x29268, 1x29304, 1x29340, 1x29376, 1x29412, 1x29448, 1x29484, 1x29520, 1x29556, 1x29592, 1x29628, 1x29664, 1x29700, 1x29736, 1x29772, 1x29808, 1x29844, 1x29880, 1x29916, 1x29952, 1x29988, 1x30024, 1x30060, 1x30096, 1x30132, 1x30168, 1x30204, 1x30240, 1x30276, 1x30312, 1x30348, 1x30384, 1x30420, 1x30456, 1x30492, 1x30528, 1x30564, 1x30600, 1x30636, 1x30672, 1x30708, 1x30744, 1x30780, 1x30816, 1x30852, 1x30888, 1x30924, 1x30960, 1x30996, 1x31032, 1x31068, 1x31104, 1x31140, 1x31176, 1x31212, 1x31248, 1x31284, 1x31320, 1x31356, 1x31392, 1x31428, 1x31464, 1x31500, 1x31536, 1x31572, 1x31608, 1x31644, 1x31680, 1x31716, 1x31752, 1x31788, 1x31824, 1x31860, 1x31896, 1x31932, 1x31968, 1x32004, 1x32040, 1x32076, 1x32112, 1x32148, 1x32184, 1x32220, 1x32256, 1x32292, 1x32328, 1x32364, 1x32400, 1x32436, 1x32472, 1x32508, 1x32544, 1x32580, 1x32616, 1x32652, 1x32688, 1x32724, 1x32760, 1x32796, 1x32832, 1x32868, 1x32904, 1x32940, 1x32976, 1x33012, 1x33048, 1x33084, 1x33120, 1x33156, 1x33192, 1x33228, 1x33264, 1x33300, 1x33336, 1x33372, 1x33408, 1x33444, 1x33480, 1x33516, 1x33552, 1x33588, 1x33624, 1x33660, 1x33696, 1x33732, 1x33768, 1x33804, 1x33840, 1x33876, 1x33912, 1x33948, 1x33984, 1x34020, 1x34056, 1x34092, 1x34128, 1x34164, 1x34200, 1x34236, 1x34272, 1x34308, 1x34344, 1x34380, 1x34416, 1x34452, 1x34488, 1x34524, 1x34560, 1x34596, 1x34632, 1x34668, 1x34704, 1x34740, 1x34776, 1x34812, 1x34848, 1x34884, 1x34920, 1x34956, 1x34992, 1x35028, 1x35064, 1x35100, 1x35136, 1x35172, 1x35208, 1x35244, 1x35280, 1x35316, 1x35352, 1x35388, 1x35424, 1x35460, 1x35496, 1x35532, 1x35568, 1x35604, 1x35640, 1x35676, 1x35712, 1x35748, 1x35784, 1x35820, 1x35856, 1x35892, 1x35928, 1x35964, 1x36000, 1x36036, 1x36072, 1x36108, 1x36144, 1x36180, 1x36216, 1x36252, 1x36288, 1x36324, 1x36360, 1x36396, 1x36432, 1x36468, 1x36504, 1x36540, 1x36576, 1x36612, 1x36648, 1x36684, 1x36720, 1x36756, 1x36792, 1x36828, 1x36864, 1x36900, 1x36936, 1x36972, 1x37008, 1x37044, 1x37080, 1x37116, 1x37152, 1x37188, 1x37224, 1x37260, 1x37296, 1x37332, 1x37368, 1x37404, 1x37440, 1x37476, 1x37512, 1x37548, 1x37584, 1x37620, 1x37656, 1x37692, 1x37728, 1x37764, 1x37800, 1x37836, 1x37872, 1x37908, 1x37944, 1x37980, 1x38016, 1x38052, 1x38088, 1x38124, 1x38160, 1x38196, 1x38232, 1x38268, 1x38304, 1x38340, 1x38376, 1x38412, 1x38448, 1x38484, 1x38520, 1x38556, 1x38592, 1x38628, 1x38664, 1x38700, 1x38736, 1x38772, 1x38808, 1x38844, 1x38880, 1x38916, 1x38952, 1x38988, 1x39024, 1x39060, 1x39096, 1x39132, 1x39168, 1x39204, 1x39240, 1x39276, 1x39312, 1x39348, 1x39384, 1x39420, 1x39456, 1x39492, 1x39528, 1x39564, 1x39600, 1x39636, 1x39672, 1x39708, 1x39744, 1x39780, 1x39816, 1x39852, 1x39888, 1x39924, 1x39960, 1x39996, 1x40032, 1x40068, 1x40104, 1x40140, 1x40176, 1x40212, 1x40248, 1x40284, 1x40320, 1x40356, 1x40392, 1x40428, 1x40464, 1x40500, 1x40536, 1x40572, 1x40608, 1x40644, 1x40680, 1x40716, 1x40752, 1x40788, 1x40824, 1x40860, 1x40896, 1x40932, 1x40968, 1x41004, 1x41040, 1x41076, 1x41112, 1x41148, 1x41184, 1x41220, 1x41256, 1x41292, 1x41328, 1x41364, 1x41400, 1x41436, 1x41472, 1x41508, 1x41544, 1x41580, 1x41616, 1x41652, 1x41688, 1x41724, 1x41760, 1x41796, 1x41832, 1x41868, 1x41904, 1x41940, 1x41976, 1x42012, 1x42048, 1x42084, 1x42120, 1x42156, 1x42192, 1x42228, 1x42264, 1x42300, 1x42336, 1x42372, 1x42408, 1x42444, 1x42480, 1x42516, 1x42552, 1x42588, 1x42624, 1x42660, 1x42696, 1x42732, 1x42768, 1x42804, 1x42840, 1x42876, 1x42912, 1x42948, 1x42984, 1x43020, 1x43056, 1x43092, 1x43128, 1x43164, 1x43200, 1x43236, 1x43272, 1x43308, 1x43344, 1x43380, 1x43416, 1x43452, 1x43488, 1x43524, 1x43560, 1x43596, 1x43632, 1x43668, 1x43704, 1x43740, 1x43776, 1x43812, 1x43848, 1x43884, 1x43920, 1x43956, 1x43992, 1x44028, 1x44064, 1x44100, 1x44136, 1x44172, 1x44208, 1x44244, 1x44280, 1x44316, 1x44352, 1x44388, 1x44424, 1x44460, 1x44496, 1x44532, 1x44568, 1x44604, 1x44640, 1x44676, 1x44712, 1x44748, 1x44784, 1x44820, 1x44856, 1x44892, 1x44928, 1x44964, 1x45000, 1x45036, 1x45072, 1x45108, 1x45144, 1x45180, 1x45216, 1x45252, 1x45288, 1x45324, 1x45360, 1x45396, 1x45432, 1x45468, 1x45504, 1x45540, 1x45576, 1x45612, 1x45648, 1x45684, 1x45720, 1x45756, 1x45792, 1x45828, 1x45864, 1x45900, 1x45936, 1x45972, 1x46008, 1x46044, 1x46080, 1x46116, 1x46152, 1x46188, 1x46224, 1x46260, 1x46296, 1x46332, 1x46368, 1x46404, 1x46440, 1x46476, 1x46512, 1x46548, 1x46584, 1x46620, 1x46656, 1x46692, 1x46728, 1x46764, 1x46800, 1x46836, 1x46872, 1x46908, 1x46944, 1x46980, 1x47016, 1x47052, 1x47088, 1x47124, 1x47160, 1x47196, 1x47232, 1x47268, 1x47304, 1x47340, 1x47376, 1x47412, 1x47448, 1x47484, 1x47520, 1x47556, 1x47592, 1x47628, 1x47664, 1x47700, 1x47736, 1x47772, 1x47808, 1x47844, 1x47880, 1x47916, 1x47952, 1x47988, 1x

CONTACTS

Barry Kriha - Director of Marketing, Branding & Communications

Phone: 531-710-3198

Email: barry.kriha@meadlumber.com

Ben Konrad - Senior Graphic Designer

Phone: 402-564-4393

Email: bkonrad@meadlumber.com



At Mead Lumber, our vision is not just a reflection of our brand - it's an integral part of it. By staying true to our vision and putting our customers at the center of everything we do, we have built a brand that is trusted and respected by customers throughout our footprint.



MEAD LUMBER

100% EMPLOYEE OWNED

meadlumber.com