



FORTRESS® **BRAND GUIDELINES**

DECKING | RAILING | FENCING | FRAMING | LIGHTING | FASTENERS



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INTRODUCTION

WELCOME TO THE OFFICIAL FORTRESS BUILDING PRODUCTS BRAND GUIDELINES.

Brand messaging refers to the value proposition conveyed and language used in all Fortress Building Products content. It's what makes our target audiences connect with our brand by inspiring them, persuading them, motivating them, and ultimately making them want to purchase our products.

The following guidelines are to ensure brand integrity and consistency in voice when communicating both internally and externally.






END. AGAINST.
THE ORDINARY.

01

BRAND POSITIONING



BRAND POSITIONING

THE FORTRESS USP.

THE WORLD NEEDS **REBELS.**

Those willing
to push the
boundaries to
challenge the
status quo.

Because inspiration is sparked by a little revolution. Problems are solved by breaking out of boxes. Fortress Building Products is built on this spirit of smarter innovation. This attitude is what makes us different.

We are at the front line of fearless design and relentless support. We rebuild the rules. Defending your freedom to do what you do best.

We listen ... support ... inspire ... and evolve. We hear you. We know the challenges you face. We realize the possibility ahead. That's why we innovate.

By continually pushing the boundaries, we forged a family of refined, resilient products that are the pinnacle of beauty and durability. It's smarter innovation. It's the Fortress way.



BRAND POSITIONING

BREAKING OUT OF BOXES.

The lifestyle imagery for Fortress Building Products supports the rebel spirit through subject and style. The subject matter focuses on people pushing boundaries and forging their own path in life. This ranges from adventure imagery to simply people in the backyard living their life to the fullest. The style of the imagery also reinforces this revolutionary tone by incorporating unique angles, shallow focus, depth of field and other stylistic techniques when possible.

BRAND POSITIONING

THE ELEVATOR PITCH

Get It. Got It. GREAT!

We get it.

At Fortress Building Products, we strive to completely understand our customers' needs. This people-first approach means we listen first, then deliver results. We are customer focused, working to understand the root of the problem, then provide an innovative solution ... Fortress understands each customer's unique challenges. Our friendly team of experts provides insightful, innovative solutions that are perfect for residential, commercial, industrial or multi-family applications.

We Got it.

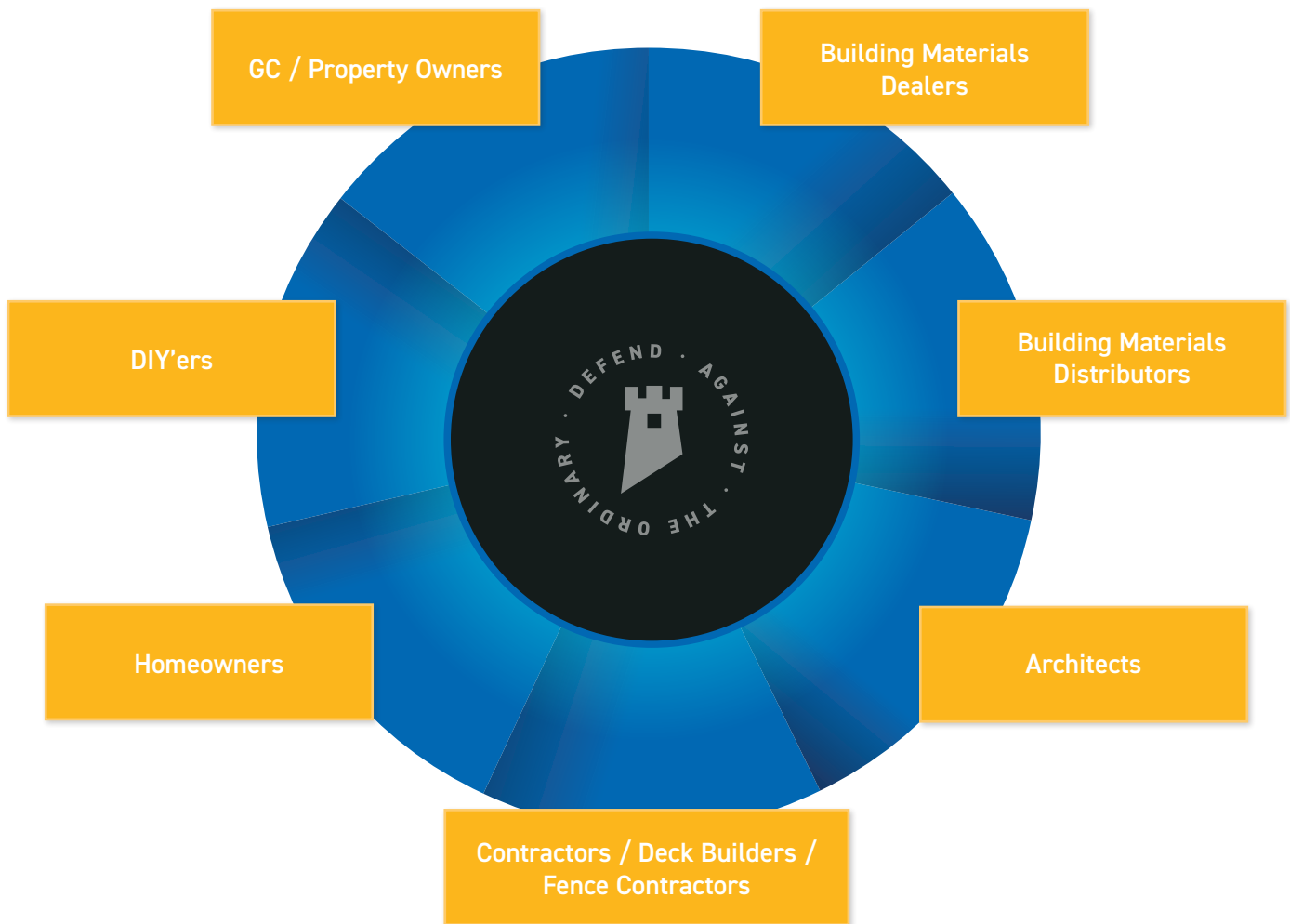
Fortress delivers the total solution for almost any application. Our products all work together or can stand alone. In fact, we offer such a broad array of exceptional products, we had to create an entirely new category – Outdurable Living™. Decking, railings, fencing, framing, fasteners, accessories and cladding are just the beginning. Our extensive family of products all work in harmony to create beautiful, long-lasting spaces.

We Do Great Things.

At Fortress, we never settle for just good. We always strive for great. We believe in leading global change in the way people build and live. That means giving back to the people and communities who craft our products. It means creating products that are ahead of the curve regarding safety, security and industry standards. And it means building a workplace where our team is inspired and supported. When the world is a better place, we all win.

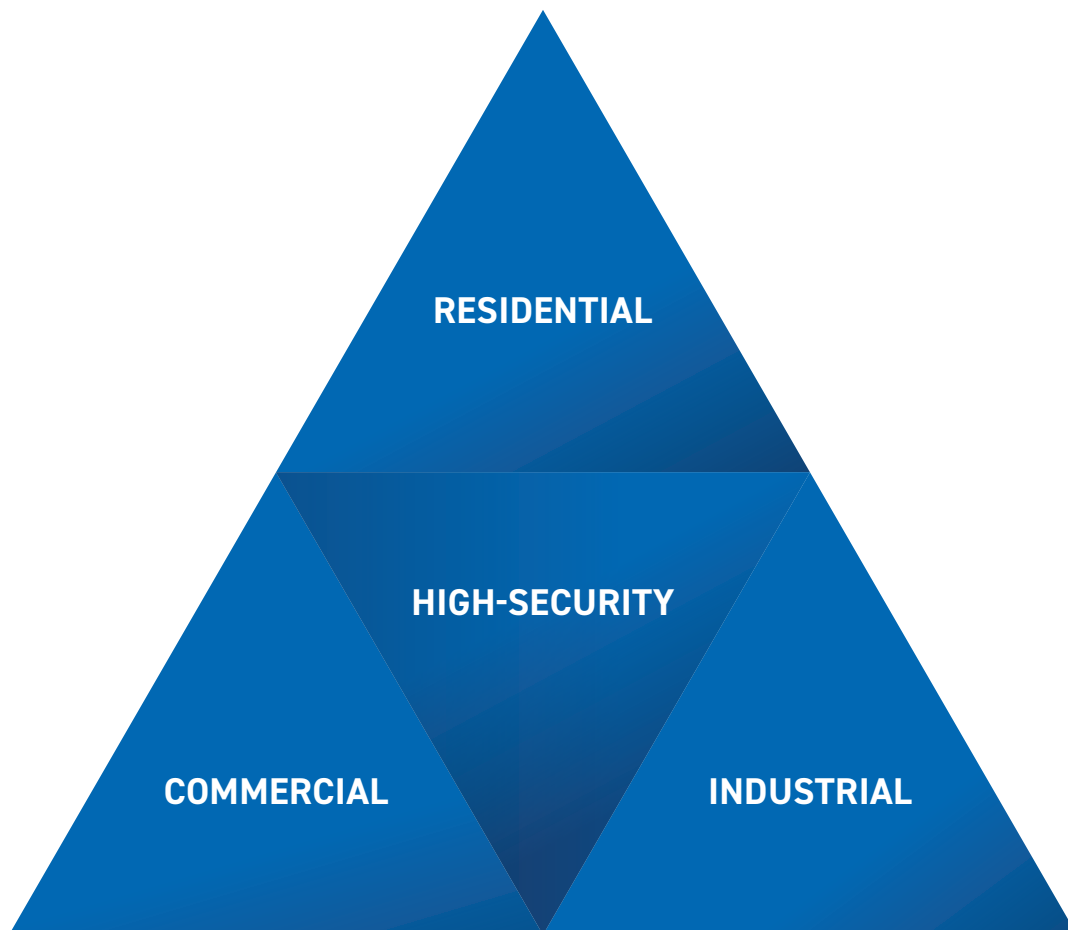
BRAND POSITIONING

TARGET AUDIENCE



BRAND POSITIONING

TARGET SEGMENTS



BRAND POSITIONING

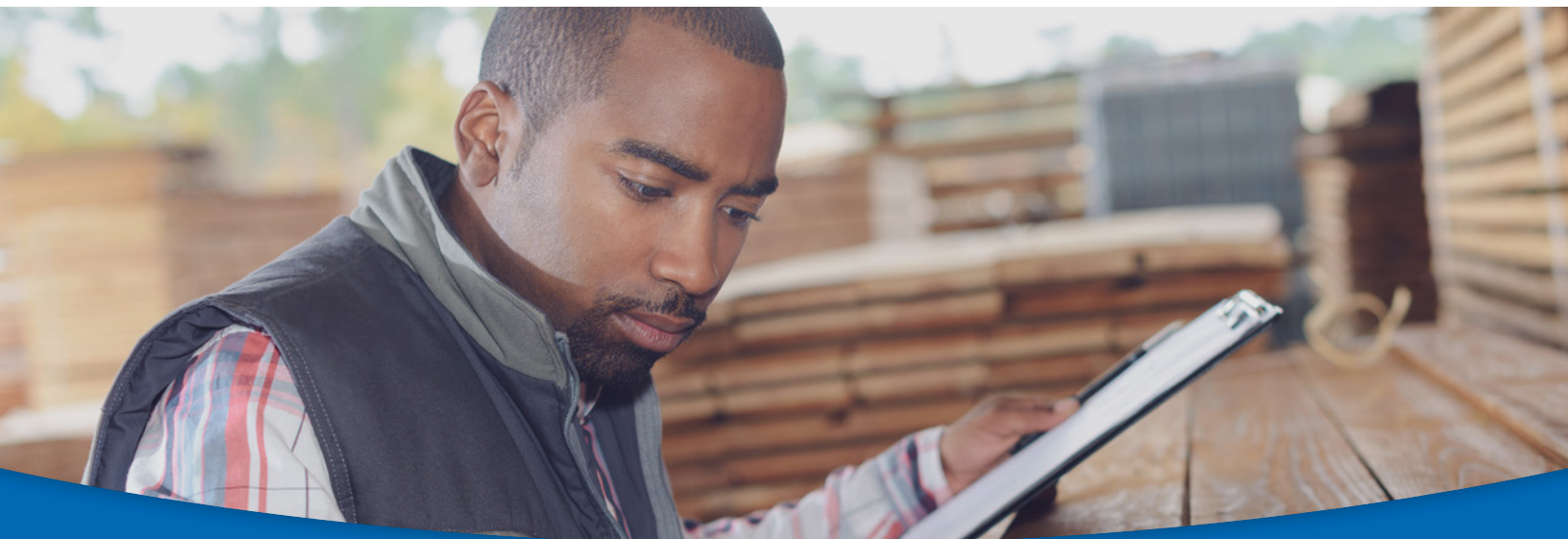
TALKING TO BUILDING MATERIALS DEALERS.

Looking for a different way to deal with customers? Fortress understands that the industry doesn't build the same way it did 100 years ago. We add a little revolution to the evolution.

That's why Fortress engineered an integrated, comprehensive solution that's focused on the future. As a one-stop shop, we provide a complete collection of best-in-class products for your customers. We innovate – not just to create more products, but to craft smarter products that all work together or can stand alone. This gives you depth of inventory, but not an over-complicated yard. Fill up a truck with Fortress Building Products.

Whether we're promoting an individual product line or a total solution, Fortress develops a host of marketing and sales programs geared to create customer demand.

There's a changing of the guard. Join us.



BRAND POSITIONING

TALKING TO BUILDING MATERIALS DISTRIBUTORS.

Fortress builds quality relationships with distributors by understanding what a true partnership looks like. We listen. We respond. We get you.

Fortress Building Products is not a silent partner. We don't just drop our products and run. We are with you every step of the way, providing on-going support and marketing programs to help you sell.

Fortress defends your freedom to build your business by providing a complete collection of best-in-class products, coupled with a sustainable, profitable business model. Partnering with Fortress allows you to focus on one exceptional product solution, or we give you the flexibility to expand your offering to multiple categories. Your success is our success!

Unlike others, we don't continually introduce unwanted new SKUs that complicate your inventory. We are efficient. We are effective. We offer high-performance, low-maintenance products that move.

Let's work together and forge a strong foundation built on a proven history of innovation.



BRAND POSITIONING

TALKING TO ARCHITECTS.

Inspiration is built on innovation. Creativity flows from the rebel spirit. We understand the challenges you face when designing living and working spaces that are refined, resilient and really easy to care for. That's why Fortress Building Products helps bring your designs to life.

We start with a foundation of protection. Our team is well-versed on local and national building codes, and the unique needs of various types of facilities.

Then we liberate your options by fusing this expertise with our total solution of products. The design flexibility provides freedom to deliver creative solutions with the desired balance of aesthetics, performance, security, code compliance and integration.

As a part of leading global change, we continue to push the boundaries, developing new and exciting ways to build unique Outdurable Living™ spaces. Our products are engineered to be as sustainable as they are beautiful.

That's the art of rebellion.



BRAND POSITIONING

TALKING TO CONTRACTORS / DECK BUILDERS / FENCE CONTRACTORS.

We get it. You are the maverick on the front line, capturing a real-world take on what works, and what doesn't. Defending a business in the trenches takes motivation, confidence and artistry to be successful. Your creations may not hang in museums, but they are art nonetheless. That's why we fortify you with smarter solutions for your residential, commercial, multi-family or industrial applications.

Our trusted, proven products work to protect your reputation & peace-of-mind, while liberating you to build your business as you see fit. Our total solutions are easy to install, and a breeze to maintain. They all work together for an integrated look. All of our products are tested to the highest standards and proven in the field to give you, and your customers, peace-of-mind now and in the future.

When you partner with Fortress, you belong to something special! Joining the Preferred Builder Program provides complete backing from one company by including warranty and labor coverage. We want to give you the best solutions for your customers, while you enjoy the rewards of being part of the Fortress Team!



BRAND POSITIONING

TALKING TO HOMEOWNERS.

Your home is your castle. Defend it against run-of-the mill decking, railings, fencing and more. Stand out with the bold, beautiful, built-to-last solutions from Fortress Building Products.

We're committed to helping you create your ideal Outdurable Living™ space. We do so by offering a complete collection of products that are resilient, refined and really easy to care for. After all, your time is valuable. That's why we provide uncommonly good goods that are easy to install and maintain.
So relax without limits.

At Fortress, we continually push the boundaries when it comes to our unmatched performance, groundbreaking technology and cutting-edge designs. Our online design tools will give you a vision of your new backyard, then help you find products near you. Our warranty is unmatched but usually unnecessary. And our Texas-sized service and support keeps you headache-free.

Take a closer look at our extraordinary products like Apex decking, which is the pinnacle of beauty and durability. Or discover our refreshing Oasis fencing that is a pleasant change from the status quo. All of our products work together to provide you with a comprehensive, awe-inspiring backyard and beyond.

So spend more time enjoying your outdoor space, rather than working on it. Fortress is the smarter, total solution.



BRAND POSITIONING

TALKING TO DIY'ERS.

The truest form of rebellion is not letting others take the lead, but instead, rolling up your sleeves and doing it yourself. Fortress Building Products helps you make your mark with bold, beautiful products that are as tough as your spirit.

We know you enjoy the art of the build as much as the finished product. That's why we engineer smarter products that just make sense. Intuitive installation and undemanding upkeep makes your project enjoyable for years to come.

Our total solution provides a variety of ways to personalize your project and build the Outdurable Living™ space of your dreams. All of our products work together or individually to help you make an awe-inspiring statement.

We offer exceptional service and support if you need it. Our helpful team in Texas is just a phone call away. Plus we have a variety of useful resources, videos and photos on our website to assist and inspire. Our online design tools will give you a vision of your new space, then help you find products near you.

As you know, any job worth doing is worth bragging about. So work hard and dream big. Fortress will help you enjoy your outdoor space as much as you did building it.



BRAND POSITIONING

TALKING TO GENERAL CONTRACTORS / PROPERTY OWNERS.

To make your construction project stand out and stand strong, you need to see the big picture. Fortress Building Products provides a total solution of products and services to give you support for your vision.

We know time is money. That's why we provide a complete collection of products that increase productivity and require fewer man-hours. Lighter deck boards, smarter framing systems, complete railing panels, and high-security fencing are just a few of the ways that we value your time and effort. Fortress continually innovates to craft top-notch products that make a difference to your bottom line.

When you team up with Fortress, you become a part of something greater. We want to give you the best solutions for your customers, while also delivering the strength, stability and efficiency of the Fortress total solution.





THE ORDINARY
AGAINST
THE
END

02

BRAND IDENTITY

BRAND IDENTITY

TYPOGRAPHY

PREFERRED FONTS

These are the preferred Fortress brand fonts. When available, they are to be used for all Fortress branded print and digital items. They are available on the Adobe Fonts website with your Adobe Creative Cloud (Adobe CC) subscription. If you don't have an Adobe CC subscription see the alternative font options on the following page.

UTILITY PRO BLACK

HEADLINE TO DRAW ATTENTION

DIN 2014 DEMI

SUPPORTING SUBHEAD

DIN 2014 REGULAR

This is body copy. It is dolo cumque litias est, susam secusdae et essit faceaquam explis ut inis rem qui as solorit voles dem ipistenis dolessimetur aut lit, aut ab is quatend igendae re pore consedi osaessit pliquun tiost, ut voluptas exerum el eos vendiciet explibe aturemp orerrovitati atasp ellabo. Apel illuptaest unt dollor molorro rroreror sedistrume laborup tatinus andissinim autempore ne quae pa plam quiam everferendit quamet.

UTILITY PRO LIGHT

LABELS FOR ADDITIONAL CTA

BRAND IDENTITY

TYPOGRAPHY

ALTERNATIVE FONTS

When access to the preferred fonts is not available via Adobe Creative Cloud, these alternative fonts can be used for Fortress branded print and digital items. They are open source Google fonts and available at fonts.google.com.



NOTE: These fonts are only to be used when access to the preferred fonts is not available via Adobe Creative Cloud

Download links for Google Fonts:

Catamaran

[Click Here For Download](#)

Barlow

[Click Here For Download](#)

CATAMARAN BLACK

HEADLINE TO DRAW ATTENTION

BARLOW SEMIBOLD

SUPPORTING SUBHEAD

BARLOW REGULAR

This is body copy. It nis dolo cumque litias est, susam secusdae et essit faceaquam explis ut inis rem qui as solorit voles dem ipistenis dolessimetur aut lit, aut ab is quatend igendae re pore consedi osaessit pliquun tiost, ut voluptas exerum el eos vendiciet explibe aturemp orerrovitati atasp ellabo. Apel illuptaest unt dollor molorro rroreror sedistrume laborup tatinus andissinim autempore ne quae pa plam quiam everferendit quamet.

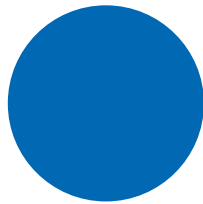
CATAMARAN LIGHT

LABELS FOR ADDITIONAL CTA

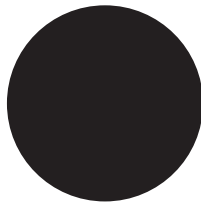
BRAND IDENTITY

COLORS

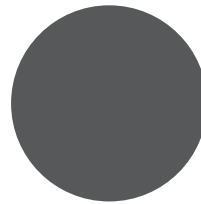
LOGO COLORS



Pantone 293 C
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RGB 0 103 177
Hex 0067B1

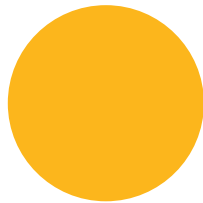


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RGB 0 0 0
Hex 000000

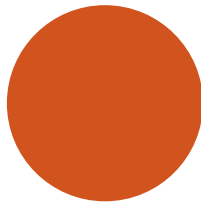


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Hex 333333

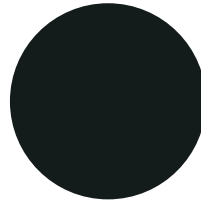
SECONDARY COLORS



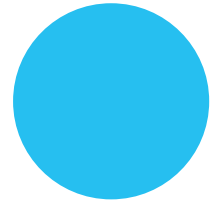
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RGB 255 184 28
Hex FFB81C



Pantone 7580 C
CMYK 0 77 97 15
RGB 192 81 49
Hex C05131



Pantone 447 C
CMYK 50 30 40 90
RGB 55 58 54
Hex 373A36



Pantone COOL GRAY 1 C
CMYK 4 2 4 8
RGB 217 217 214
Hex D9D9D6

GRADIENTS



Position: 35%



CMYK 100 57 0 2

Position: 100%



CMYK 78 56 0 62

BRAND IDENTITY

MAIN LOGO



This is the main Fortress Building Products logo, to be used on any white background. Whenever appropriate, this full-color version should be used.
(One-color versions can be found on page 19).



BRAND IDENTITY

MAIN LOGO

ALTERNATE COLORS



Black



White

This page illustrates the use of the Main Fortress logo when used in one color.



DOWNLOAD FROM THE
FORTRESS ASSET LIBRARY

[FBP-MainLogo](#)

BRAND IDENTITY

THE LOGO

PROTECTION AREA



There must always be sufficient space surrounding the logo to avoid competition from other visual elements and maintain its visual impact. Always leave the required clear space around every side of the Fortress Building Products logo. In all media, the logo must be separated from any company names, logos or product names. Do not place the logo on busy backgrounds.

The area of isolation represents the minimum clear space that must be provided at all times. This area is determined by the X-height of the logo and is proportional regardless of logo size.

The minimum clear space is equal to X on all four sides (X equals the height of "FORTRESS" letters in the logo).

BRAND IDENTITY

OUR LOGO DON'TS



Do not stretch the logo horizontally.



Do not stretch the logo vertically.



Do not change the position of the elements.



Do not skew the logo in any direction.



Do not rotate the logo.



Do not use any colors other than the on-brand colors.

BRAND IDENTITY

OUR LOGO

AUTHORIZED USE



The Fortress Building Products logo is reserved for use by our partners for the purpose of creating brand recognition in ways such as but not limited to ads, promotional items, website, trade show displays, signage, etc. The Fortress Building Products logo must be used in accordance with the guidelines outlined in this document. All uses of the logo must represent Fortress Building Products and its products in a fair and ethical manner. No expressed consent is required for the usage of the Fortress Building Products logo as long as the use adheres to the guidelines in this document. Please contact us at FortressBP.com regarding any questions about appropriate logo usage.

TRADESHOW USAGE

When the logo is used on displays and tradeshow signage, the logo must be placed in a manner that is clearly associated with Fortress Building Products and its products.

LOGO USE IN PRINT

When the logo is used for print, a vector logo (.ai/.eps or .pdf) should be used at all times. It must adhere to the guidelines in this document and must be clearly associated with Fortress Building Products and its products.

LOGO USE ON SCREEN

When the logo is used on the web, the logo must be at least 150px wide or the same size as other logos if placed on a page with other company logos. It must link to the Fortress Building Products website (FortressBP.com) or a page on the Fortress Building Products site that is appropriate to the usage of the logo.

BRAND IDENTITY

DEFEND AGAINST THE ORDINARY LOGO

(DAO LOGO)



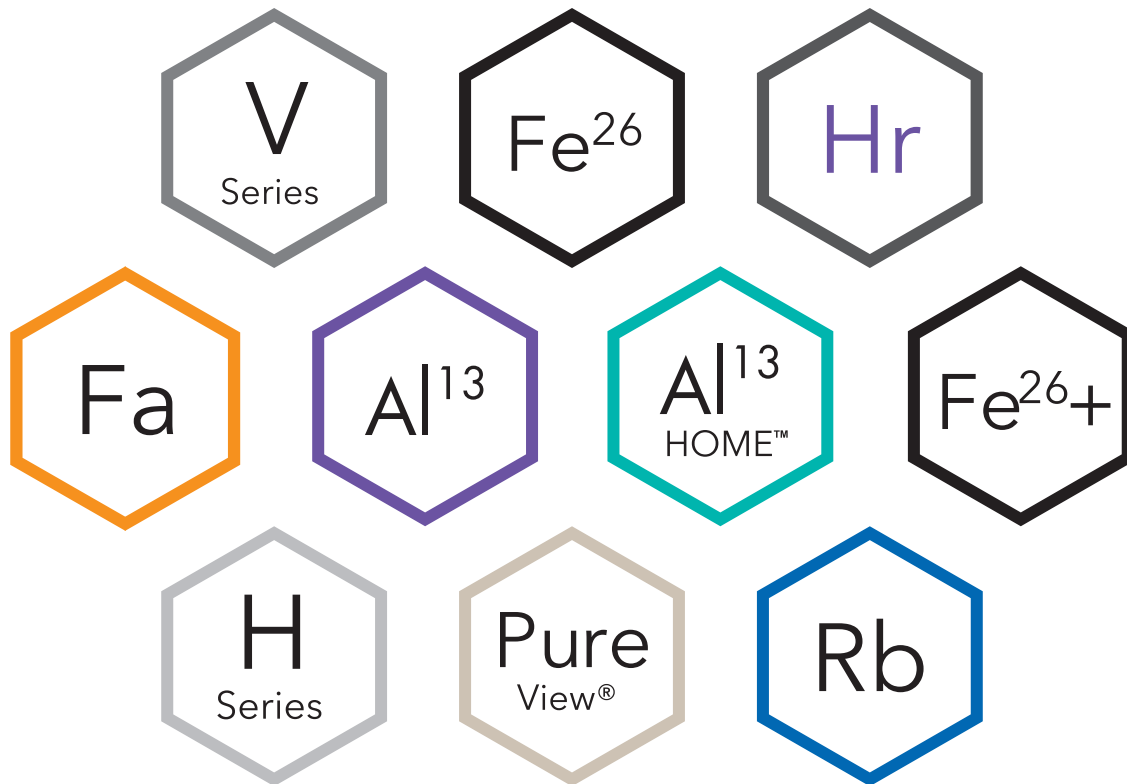
DOWNLOAD FROM THE
FORTRESS ASSET LIBRARY

[FBP-DAO-logo](#)

BRAND IDENTITY

PRODUCT LOGOS

RAILING



Reminiscent of a periodic table, the abbreviations for Fortress Railing products lines nod to structural elements. This association with structure is a testament to the quality and strength of the various materials used to produce the railing product.



**DOWNLOAD FROM THE
FORTRESS ASSET LIBRARY**

[FBP-productLogos-Railing](#)

BRAND IDENTITY

PRODUCT LOGOS

RAILING COLORS



BRAND IDENTITY

PRODUCT LOGOS

DECKING



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[FBP-productLogos-Decking](#)

BRAND IDENTITY

PRODUCT LOGOS

FENCING



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[FBP-productLogos-Fencing](#)

BRAND IDENTITY

PRODUCT LOGOS

FRAMING

EVOLUTION™

STEEL DECK FRAMING



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[FBP-productLogos-Framing](#)

BRAND IDENTITY

PRODUCT LOGOS

FASTENERS









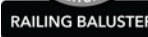

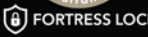

DOWNLOAD FROM THE
FORTRESS ASSET LIBRARY

[FBP-productLogos-Fasteners](#)

BRAND IDENTITY

WARRANTY LOGOS

RAILING

				
				
Al ¹³ Aluminum Railing	Steel Balusters	Fe ²⁶	Pure View Glass Balusters (steel)	Fe ²⁶ Plus
Al ¹³ Home Railing		FortressCable V-Series		
Pure View Full Glass Panels		FortressCable H-Series		
Pure View Glass Balusters (aluminum)		Handrail System (Square Steel)		
Handrail System (Round Aluminum)				

FENCING

				
				
Athens	Evolver	ARES	Oasis	Classic
		VERSAI, V2, V3		Estate Enclosure System
		Titan Custom		Estate Privacy Fence
		Titam Architectural		

DECKING

	
Apex, I-Series	

FRAMING


Evolution

LIGHTING

		
		
Post Caps / Base Covers	LED Lighting	Transformers



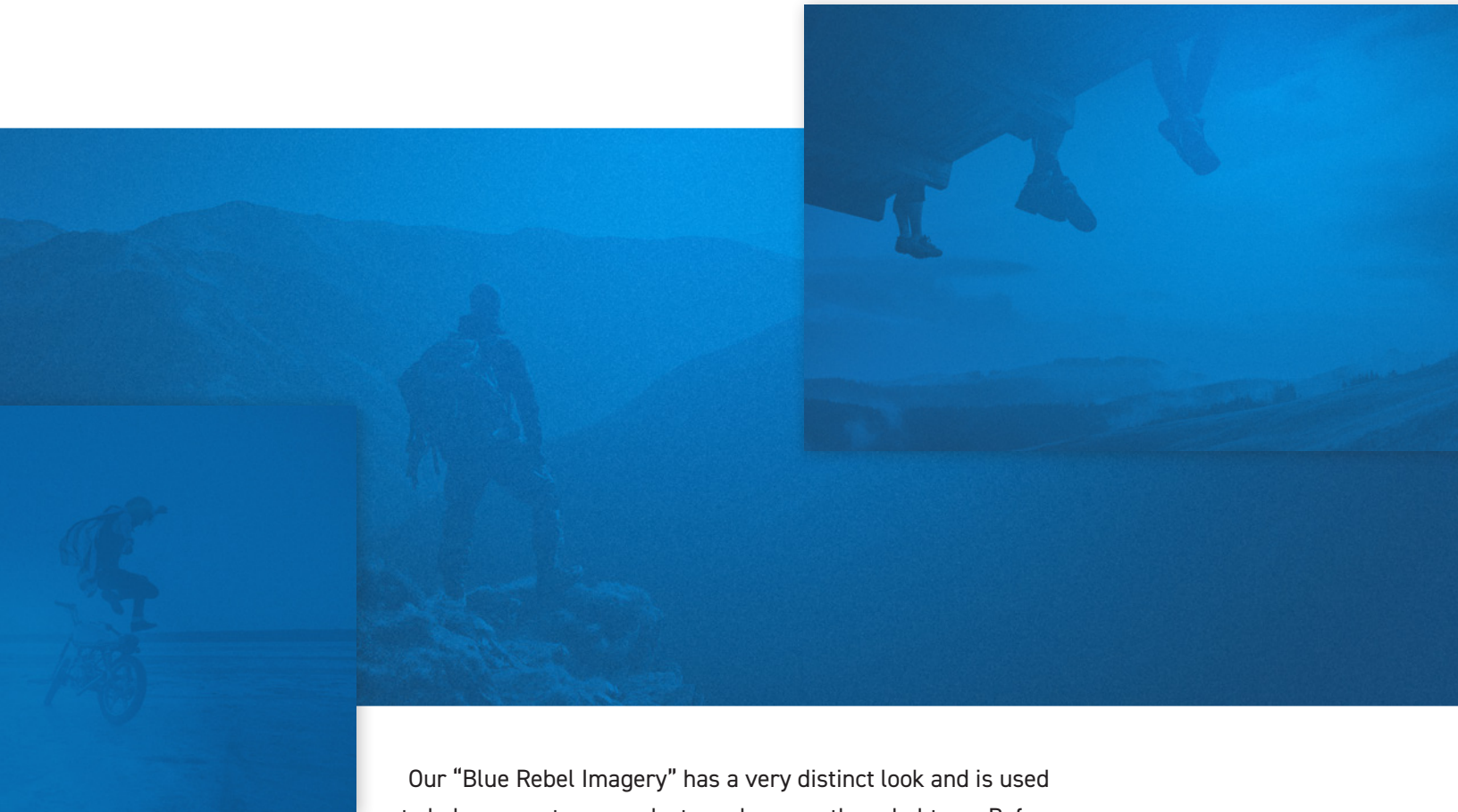
DOWNLOAD FROM THE
FORTRESS ASSET LIBRARY

[FBP-WarrantyLogos](#)

BRAND IDENTITY

DESIGN ELEMENTS

BLUE REBEL IMAGERY



Our “Blue Rebel Imagery” has a very distinct look and is used to help support our products and convey the rebel tone. Before creating a new image please be sure to consult our marketing team to make sure the correct effect is applied. You can also download image templates in the link below.



**DOWNLOAD FROM THE FORTRESS
ASSET LIBRARY**

[FBP-Blue-Rebel_image-template](#)



04

CONTACT INFO



CONTACT INFO

NEED HELP?

For further clarity on brand representation, or sourcing of assets/materials, please contact the Fortress Marketing team or Brand Manager.

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