Marketing Guide

PROWLER
PROOF
®

One of the advantages of being a Prowler Proof dealer is your access to state-of-the-art marketing materials that help you make the sale. You'll find most of these materials in this Marketing Guide – along with some simple rules we all need to follow to protect our brand. Please share this information with your marketing suppliers.

We hope you'll find this guide useful – please contact us if you have questions or comments.

Best regards,

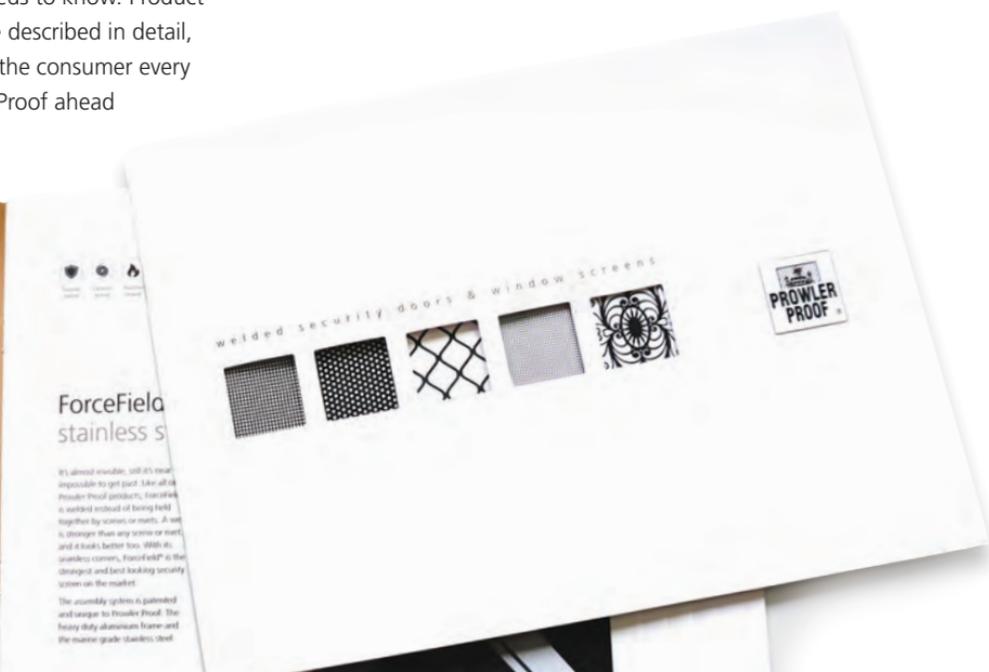**Michael Henry**
**Managing Director, Prowler Proof**

Contents

1. Consumer brochure

Prowler Proof's consumer brochure contains everything a consumer needs to know. Product range and applications are described in detail, and our brand story gives the consumer every reason to choose Prowler Proof ahead of any other brand.

2. Product sheets

The digital product sheets contain most information about Prowler Proof's products on single A4 pages. You'll find separate product sheets on ForceField®, Protec, Diamond and Heritage designs as well as Insect screens. Use them for a quick overview and attach them to email quotes.
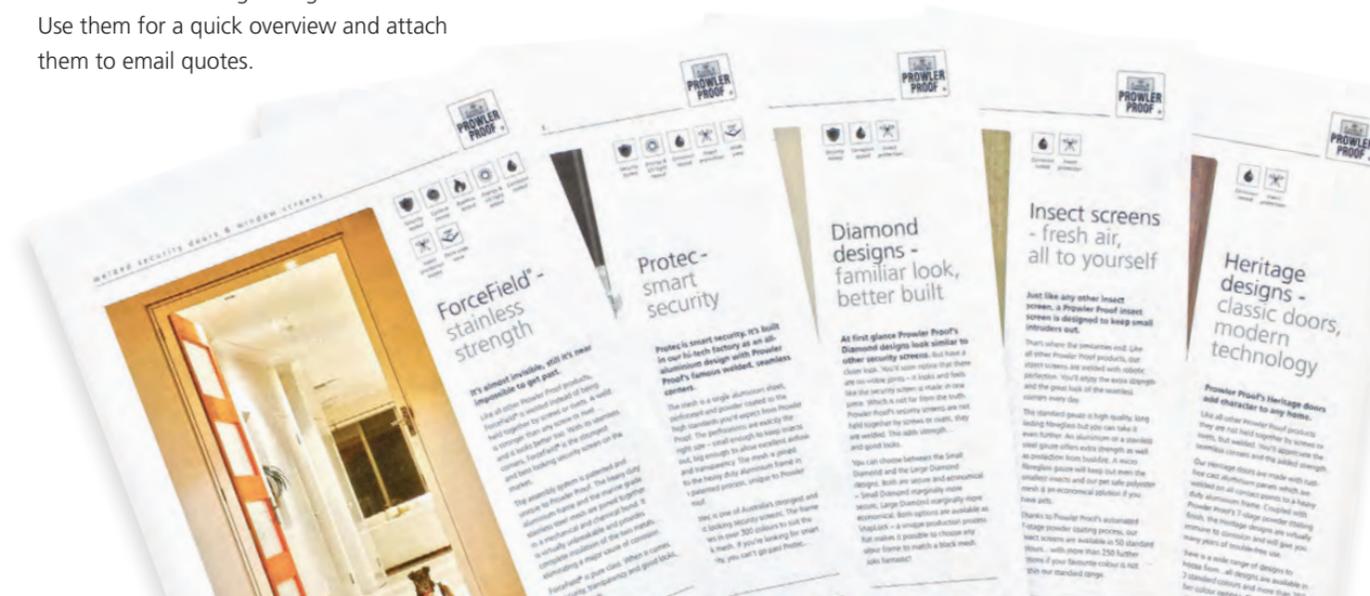
3. Pull-up banners

The Prowler Proof pull-up banners look great in your showroom, at exhibitions, home shows or anywhere else you want an impressive display. The dimensions are 850 mm x 2000 mm and you have four different designs to choose from. Print your own – the artwork is on your USB stick – or call Prowler Proof for assistance.
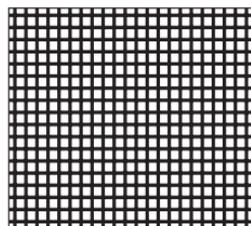
4. Images

As a Prowler Proof dealer you have access to a selection of high quality images. Please use the high resolution version of the images for printed materials such as brochures and advertisements. The low resolution version of the images are for websites and other electronic communication.

4.1 ForceField®

FORCEFIELD® PRODUCT

ForceField_mesh

ForceField_product

ForceField_hinge_door

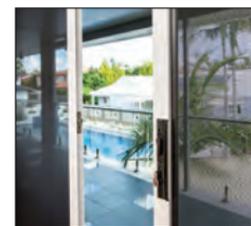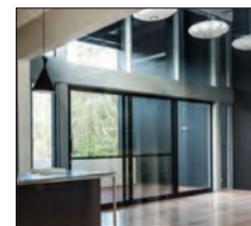ForceField_sliding_door

FORCEFIELD® INSPIRATION

ForceField_inspiration_1

ForceField_inspiration_2

ForceField_inspiration_3

ForceField_inspiration_4

FORCEFIELD® PERFORMANCE ICONS

Security tested

Cyclone tested

Bushfire tested

Energy & UV light tested

Corrosion tested

Insect protection tested

156°

Extra wide view

4. Images

As a Prowler Proof dealer you have access to a selection of high quality images. Please use the high resolution version of the images for printed materials such as brochures and advertisements. The low resolution version of the images are for websites and other electronic communication.

4.2 Protec

PROTEC PRODUCT

Protec_sheet

Protec_product

Protec_hinge_door

Protec_sliding_door

PROTEC INSPIRATION

Protec_inspiration_1

Protec_inspiration_2

Protec_inspiration_3

PROTEC PERFORMANCE ICONS

Security tested

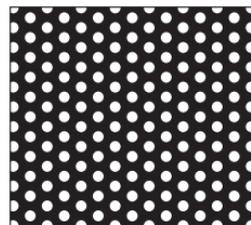*Energy & UV light tested*

Corrosion tested

Insect protection

Wide view

4. Images

As a Prowler Proof dealer you have access to a selection of high quality images. Please use the high resolution version of the images for printed materials such as brochures and advertisements. The low resolution version of the images are for websites and other electronic communication.

4.3 Diamond designs

DIAMOND PRODUCT

Diamond_mesh

Diamond_product

Diamond_hinge_door

Diamond_sliding_door

DIAMOND INSPIRATION

Diamond_inspiration_1

Diamond_inspiration_2
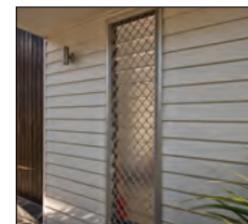
Diamond_inspiration_3

Diamond_inspiration_4

DIAMOND PERFORMANCE ICONS
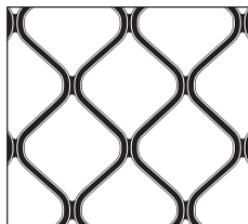

Security tested

Corrosion tested

Insect protection

4. Images

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4.4 Insect screens

INSECT PRODUCT

Insect_mesh

Insect_product

INSECT INSPIRATION

Insect_inspiration_1

Insect_inspiration_2

Insect_inspiration_3

Insect_inspiration_4

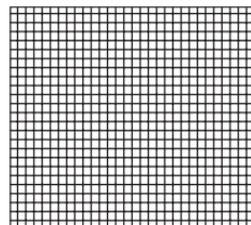## INSECT PERFORMANCE ICONS

Corrosion tested

Insect protection

4. Images

As a Prowler Proof dealer you have access to a selection of high quality images. Please use the high resolution version of the images for printed materials such as brochures and advertisements. The low resolution version of the images are for websites and other electronic communication.

4.5 Heritage designs

HERITAGE PRODUCT

Heritage_mesh
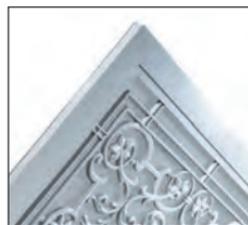
Heritage_product

HERITAGE INSPIRATION

Heritage_inspiration_1   Heritage_inspiration_2   Heritage_inspiration_3   Heritage_inspiration_4

HERITAGE PERFORMANCE ICONS

Corrosion tested

Insect protection

4. Images

Only Prowler Proof gives you 50 standard colours and more than 250 optional colours to choose from.

4.6 Warranty logo image

10_year_warranty_image

4.7 Colours

50 COLOURS

Anodic Bronze	Anodic Clear	Anodic Natural	Anodic Off White	Anotec Dark Grey	Anotec Off White	Anotec Silver Grey	APO Grey	Architectural White	Barley
Black Satin	C/B Bushland	C/B Classic Cream	C/B Deep Ocean	C/B Dune	C/B Ironstone	C/B Jasper	C/B Manor Red	C/B Monument	C/B Pale Eucalypt
C/B Paperbark	C/B Sandbank	C/B Shale Grey	C/B Surfmist	C/B Wilderness	C/B Woodland Grey	Charcoal	Charcoal Metallic Pearl	Citi Pearl	Claret
Classic Hawthorn Green	Classic Pearl White	Copper Pearl	Doeskin	Metropolis Silver Glow Pearl	Natural Pearl	New Hammersly Brown	Notre Dame	Palladium Silver Kinetic	Pandemonium Silver
Pearl White	Pottery	Primrose	Rivergum Beige	Shoji White	Silver Pearl Kinetic	Stone Beige	Sunburst Pearl MK11	Ultra Silver	White Birch

C/B = COLORBOND®

There may be some colour variation between these colours and the colour on the actual product.

5. Product applications

Prowler Proof's products are custom-made to a wide range of applications. Please use the application drawings for your website, brochures and other relevant media.

Hinge doors

Single door

French doors

Sliding doors

Single slider

Double slider

Stacking slider

Windows

Sliding

Double sliding

Single or double hung

Louvre

Awning

Casement

Hinge doors

Sliding doors

Windows

6. Logos

The Prowler Proof corporate logo consists of two main elements:

1 **Corporate mark**

2 **Technical descriptor**

Feel free to use the corporate mark on its own. If you use the complete logo, always use it as shown below.

6.1 Clear space

Always leave the logo some space to breathe. The guidelines below show how to position each element of the Prowler Proof corporate logo. 'X' is the height of the 'Authorised dealer' box which is the minimum amount of clear space allowed.

6.2 Logo versions

There are several versions of the Prowler Proof logo. Please use the version best suited to your communication task. All logos are available in high resolution for all printed material – e.g. brochures and advertisements – as well as low resolution for websites and other electronic communication.
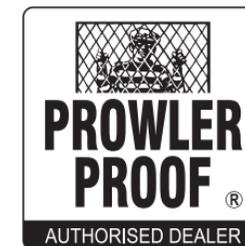
Corporate mark

Corporate logo

Framed logo

10 year warranty logo

10yrwarranty _silver

10yrwarranty _bw

Combined logo

Combined logo_silver

Combined logo_bw

6.3 Framed logos

Please use the framed Prowler Proof logos on marketing materials and in ad spaces where the logo needs to distinguish itself from other elements. The framed logos are also ideal for labels.

6.4 Colour variations

The Prowler Proof logo is available as black on white – unframed and framed. No other colours or combinations are allowed.

< Use the unframed logo on white background

< Use the framed logo on any background other than white

7. Typography

The Prowler Proof corporate mark has been created from the typeface *Helvetica Neue Black Condensed* and the technical descriptor is based on the typeface *Myriad Roman*.

The two main corporate typefaces used in Prowler Proof's external communication are *Frutiger Light* for printed material and *Arial Regular* for web and electronic communication.

Please use Arial Regular for printed material if Frutiger Light is not available.

Helvetica Neue Black Condensed

Aa **abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789**

Myriad Roman

Aa abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Frutiger Light

Aa abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Arial Regular

Aa abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

8. Corporate colours

Black
CMYK 0, 0, 0, 100
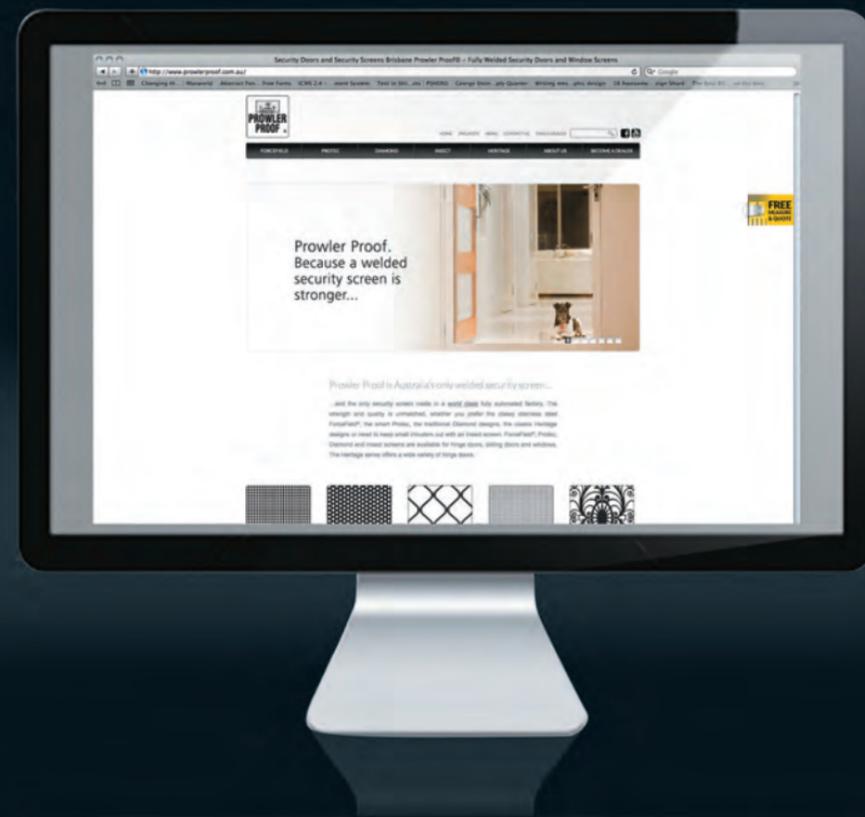RGB 0, 0, 0

White
CMYK 0, 0, 0, 0
RGB 255, 255, 255

Grey
CMYK 0, 0, 0, 40
RGB 179, 179, 179
PMS Cool Gray 5

Black and white are Prowler Proof's main corporate colours. If needed, grey can be used sparingly as a secondary colour.

All materials with Prowler Proof logo need to be approved. Please forward any material to marketing@prowlerproof.com.au

For more information please contact:

PROWLER PROOF ® | **10 YEAR** REPLACEMENT WARRANTY

122 Buchanan Road, Banyo
Brisbane QLD 4014
T 07 3363 0666 | F 07 3267 5411
E marketing@prowlerproof.com.au

www.prowlerproof.com.au
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