

PARRIOTT
WOOD
BRANDING
GUIDELINE



01

Positioning
Statement

POSITIONING STATEMENT

To Building Professionals & Homeowners on the brink of a new build or a renovation, Parriott Wood Cabinets are the go-to cabinets that provide versatile design, taking into consideration both function and form so that you can complete your projects to perfection without delays because we have multiple decades of experience in the industry linked with extensive warehousing and inventory.





TAGLINE

New Life, New Style

Custom Cabinetry Made in the USA

Luxury Kitchen & Bath Showrooms

Wholesale choice for Professionals



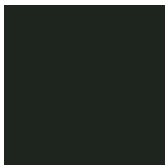
BRAND STATEMENT

Parriott Wood Cabinetry is all about serving our professional clients with high quality cabinets through constant innovation and adaptation to market trends. We are committed to the success of our clients through several warehouses of on-hand inventory, along with our manufacturing process setup in the USA for custom cut-to-size cabinetry. As a result, we are able to offer a range of options to meet the demands of a project of any scale ranging from a residential renovation all the way to a full-scale commercial build.

02

Logo

PRIMARY
LOGO

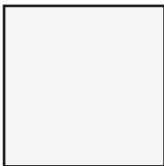


#212721
RGB: 33,39,33
CMYK:73,61,70,71



#6ABF4B
RGB: 106,191,75
CMYK:61,0,96,0

LOGO
VARIATIONS



#F1F2F4
RGB: 241,242,244
CMYK:4,2,2,0



#6ABF4B
RGB: 106,191,75
CMYK:61,0,96,0

03

Brand
Elements

PRIMARY
COLOR PALETTE



#212721

RGB: 33,39,33

CMYK: 73,61,70,71



#F2F2F4

RGB: 242,242,242

CMYK: 4,2,2,0



#FFFFFF

RGB: 255,255,255

CMYK: 0,0,0,0



#717D7D

RGB: 113,125,125

CMYK: 58,42,45,9



#6ABF4B

RGB: 106,191,75

CMYK: 61,0,96,0

SECONDARY COLOR PALETTE



#212721
RGB: 33,39,33
CMYK: 73,61,70,71



#BCD3DC
RGB: 188,211,220
CMYK: 25,8,9,0



#C6BEB8
RGB: 198,190,184
CMYK: 23,21,24,0



#586570
RGB: 88,101,112
CMYK: 69,53,43,17



#212721
RGB: 33,39,33
CMYK: 73,61,70,71

BRANDING FONT:

MONTSERRAT

<https://fonts.google.com/specimen/Montserrat>

The old posters and signs in the traditional Montserrat neighborhood of Buenos Aires inspired Julieta Ulanovsky to design this typeface and rescue the beauty of urban typography that emerged in the first half of the twentieth century. As urban development changes that place, it will never return to its original form and loses forever the designs that are so special and unique. The letters that inspired this project have work, dedication, care, color, contrast, light and life, day and night! These are the types that make the city look so beautiful. The Montserrat Project began with the idea to rescue what is in Montserrat and set it free under a libre license, the SIL Open Font License.ish and celebrates a special style of underline that is integrated into the letterforms found in the Montserrat neighborhood.



PARRIOTT WOOD