

BRAND STYLE GUIDE

FOR PRODUCERS

April, 2023
Version 2.0

ROSETTA®

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01

Mission & Vision

CHANGE YOUR VIEW.

Rosetta Hardscapes will allow you to differentiate your business in the high margin, growing, wetcast hardscape industry by offering a complete system of molds, equipment, marketing materials, and engineering resources, with unsurpassed start up manufacturing and sales support.

Through the years, Rosetta and the Manthei family have been driven to find success with counterintuitive or unexpected ideas, by confronting conventional thoughts and processes with new and interesting perspectives. This approach of encouraging originality and curiosity is one that we believe in.

Our commitment to visualizing opportunity in all things is what sets us apart—not only from our competition—but as leaders and contributing members of society.

We look for, embrace, and create ways to think differently, see differently, and be different. It's this difference that matters. It matters to our families, employees, licensing partners, landscape designers, and it matters to you.

We created this Rosetta Brand Style Guide to provide clear standards and guidelines for communicating about Rosetta. Our goal is consistent representation of our brand identity no matter where in the world we reach or what media we use to communicate. Let's work together to uphold these standards, and keep the Rosetta brand strong.

02

Logo Usage

02. LOGO USAGE

LOGO AND NAME USAGE

The Rosetta name and logo present a unified brand to the world for the entire network of producers. Using the Rosetta name and logo correctly and consistently by all producers ensures strong brand recognition and builds trust in the market. This valued corporate asset is protected by law.

Please note:

- The Rosetta logo and the ® registration mark must always be together.
- The Rosetta Hardscapes® name in text should be accompanied by the (®) registration mark on first mention in a piece. If a Rosetta logo with the (®) mark appears before the first mention in text, the logo acts as a sufficient first mention.

Logo



In text

Arumque con et odist laudis pro eliberum
illanto cor rehenem faccustis audi videlitia sit,
tendus num quae consequiatur accus alicia et,
quidus Rosetta Hardscapes® aut magnatur ma
ipsapit aquodic iiscita temporeri dolupit assites
sitate oloruntis que dolupta pariaeprem
suntem fugiat equam, et fuga.

02. LOGO USAGE

LOGO HIERARCHY

Rosetta Hardscapes has two types of logos. The primary logo can be universally used for digital and print uses. For general mentions of Rosetta, use the primary logo.

The tagline Rosetta logos are best suited for print, but can also be used for digital use if desired. You're welcome to use any tagline logo that best suits a specific project - for example, a banner.

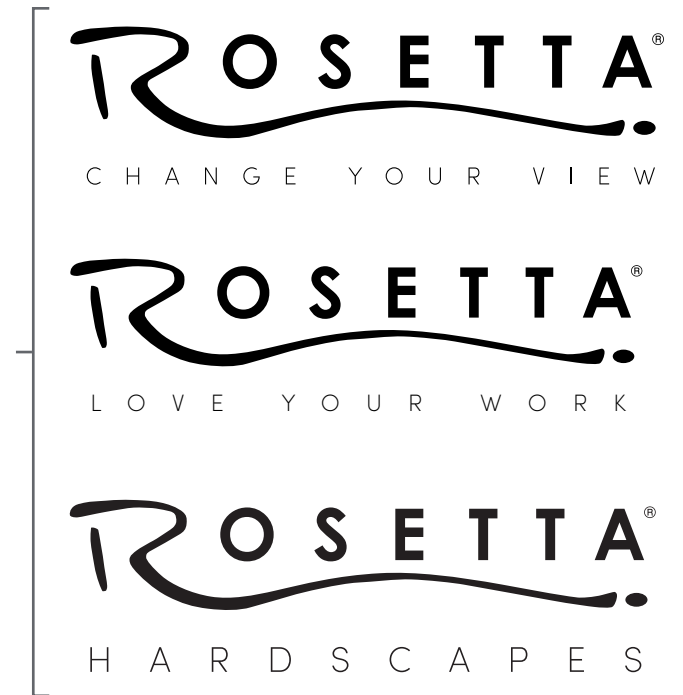
[Download Primary Logos](#)

[Download Tagline Logos](#)

Primary



Secondary
(tagline logos)



02. LOGO USAGE

LOGO COLORS

The primary Rosetta logo should only appear in three colors: Rosetta Grey, black, and white.

That Rosetta tagline logos should only appear in black or white.

Rosetta Grey

The Rosetta logo in Rosetta Grey, featuring the word "ROSETTA" in a stylized, rounded font with a wavy underline, followed by a registered trademark symbol (®).

Black

The Rosetta logo in black, featuring the word "ROSETTA" in a stylized, rounded font with a wavy underline, followed by a registered trademark symbol (®).

White

The Rosetta logo in white on a black background, featuring the word "ROSETTA" in a stylized, rounded font with a wavy underline, followed by a registered trademark symbol (®).

REGISTERED SYMBOL

The Rosetta logo and the ® registration mark must always be together. We use this valued corporate asset to identify our company to the world, and as such it is protected by law. Consistent application of corporate signature reinforces brand recognition and trust.

Rosetta Hardscapes Name in Text

Only use the ® symbol the first time Rosetta Hardscapes is mentioned. If a Rosetta Hardscapes logo appears first on the page, there is no need to include the ® symbol after the first mention of Rosetta Hardscapes in text.

02. LOGO USAGE

MINIMUM LOGO SIZE

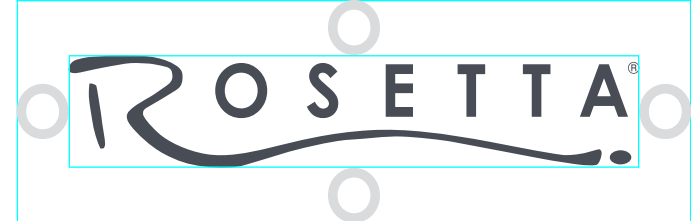
Print: Height = 0.25 inches

Web: Height = 50 pixels



CLEAR SPACE

Minimum clear space is the smallest distance allowed between the logo and the edge of a page, the edge of an image, or body copy; maintaining it at all times ensures prominence and legibility.



02. LOGO USAGE

FILE FORMATS

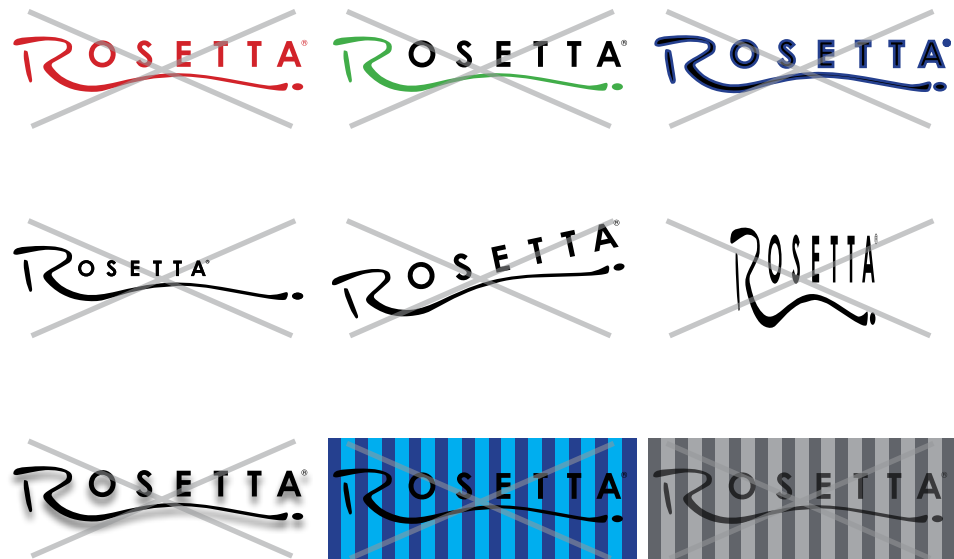
There's a lot of different file formats out in the world today. Here's a quick and easy guide to determine which format you need for any occasion!

	File Format					Color Format		
	Vector Image			Raster Image		CMYK	RGB	Pantone
	AI	EPS	DXF	JPG	PNG			
Print Usage	●	●				●		●
Web Usage				●	●		●	
Video Usage				●	●		●	
e-mail blast usage				●	●		●	
Large format usage (truck wraps, posters, signage, etc)	●	●				●		●
Autocad			●				●	

02. LOGO USAGE

In order to preserve the integrity of the brand, it is imperative that you avoid changing or distorting the Rosetta logo. Below are some examples of logo misuse.

- Don't change colors of the logo
- Don't rearrange elements of the logo
- Don't resize certain elements of the logo
- Don't rotate the logo
- Don't manipulate the logo ratio
- Don't create or add drop shadows to the logo
- Don't skew or stretch the logo
- Don't place the logo over distracting photo backgrounds
- Don't place the logo over color fields
- Don't place the standard logo over dark backgrounds
- Don't change the typeface on any element of any logo
- Don't add strokes to any element of any logo



03

Colors

03. COLORS

The image displays a color palette for the Rosetta Hardscapes brand. It features four color swatches arranged in a grid. Each swatch is a rounded rectangle. The 'WINE' swatch is a deep magenta color. The 'BLACK' swatch is a solid black. The 'GREY' swatch is a dark charcoal grey. The 'WHITE' swatch is a solid white. Each swatch has its name written vertically in a white, sans-serif font. Below each name, the technical specifications for the color are listed in a smaller, white, sans-serif font.

Color Name	PMS	CMYK	RGB	Hex Code
WINE	7649	30/100/0/20	138/27/97	#8A1B61
BLACK	BLACK 2	0/0/0/100	0/0/0	#000000
GREY	COOL GRAY 10	40/30/20/66	99/102/106	#63666A
WHITE		0/0/0/0	255/255/255	#FFFFFF

SECONDARY TINTS

PMS: COOL GRAY 8
CMYK: 23/16/13/46
RGB: 136/139/141
#888B8D

PMS: COOL GRAY 6
CMYK: 16/11/11/27
RGB: 167/168/170
#A7A8AA

PMS: COOL GRAY 4
CMYK: 12/8/9/23
RGB: 187/188/188
#BBCBC

PMS: COOL GRAY 2
CMYK: 5/3/5/11
RGB: 208/208/206
#D0D0CE

04

Typography

04. TYPOGRAPHY

Sofia Pro is Rosetta Hardscapes' main typeface. Rosetta uses the entire Sofia Pro typeface library. Its sophisticated and modern look fits Rosetta's vision.

SOFIA
PRO

[Download Fonts](#)

Sofia Pro Extra Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789!@#%&

Sofia Pro Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789!@#%&

Sofia Pro Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789!@#%&**

04. TYPOGRAPHY

Unfortunately, designer web fonts cannot always be used. Fonts available for email and some software programs can be limited. In such cases, Arial Regular and Arial Bold can be used as alternatives.

ARIAL

[Download Fonts](#)

Arial

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789!@#%&

Arial Bold

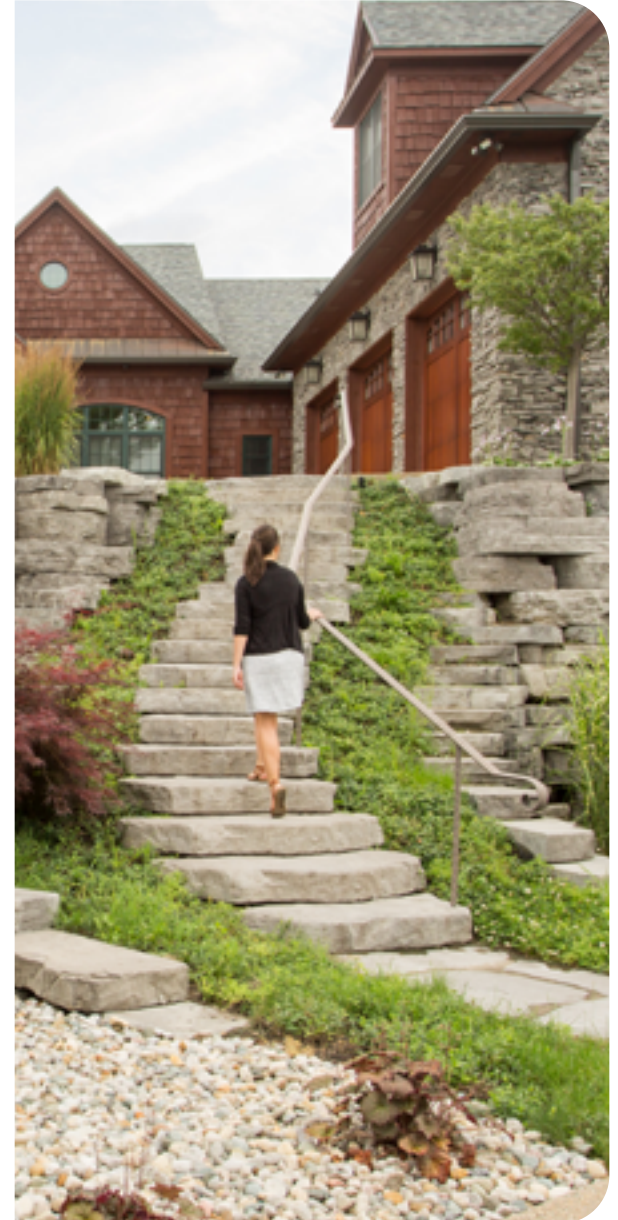
**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789!@#%&**

05

Photography

05. PHOTOGRAPHY

Aesthetically pleasing, high resolution photos are a crucial aspect of the Rosetta brand. Captivating photos of Rosetta products is another way to show the tone of our brand as elegant, natural, and high-quality. To see more Rosetta photos, access our photo database here or through the secure site.



[Access Photo Database](#)

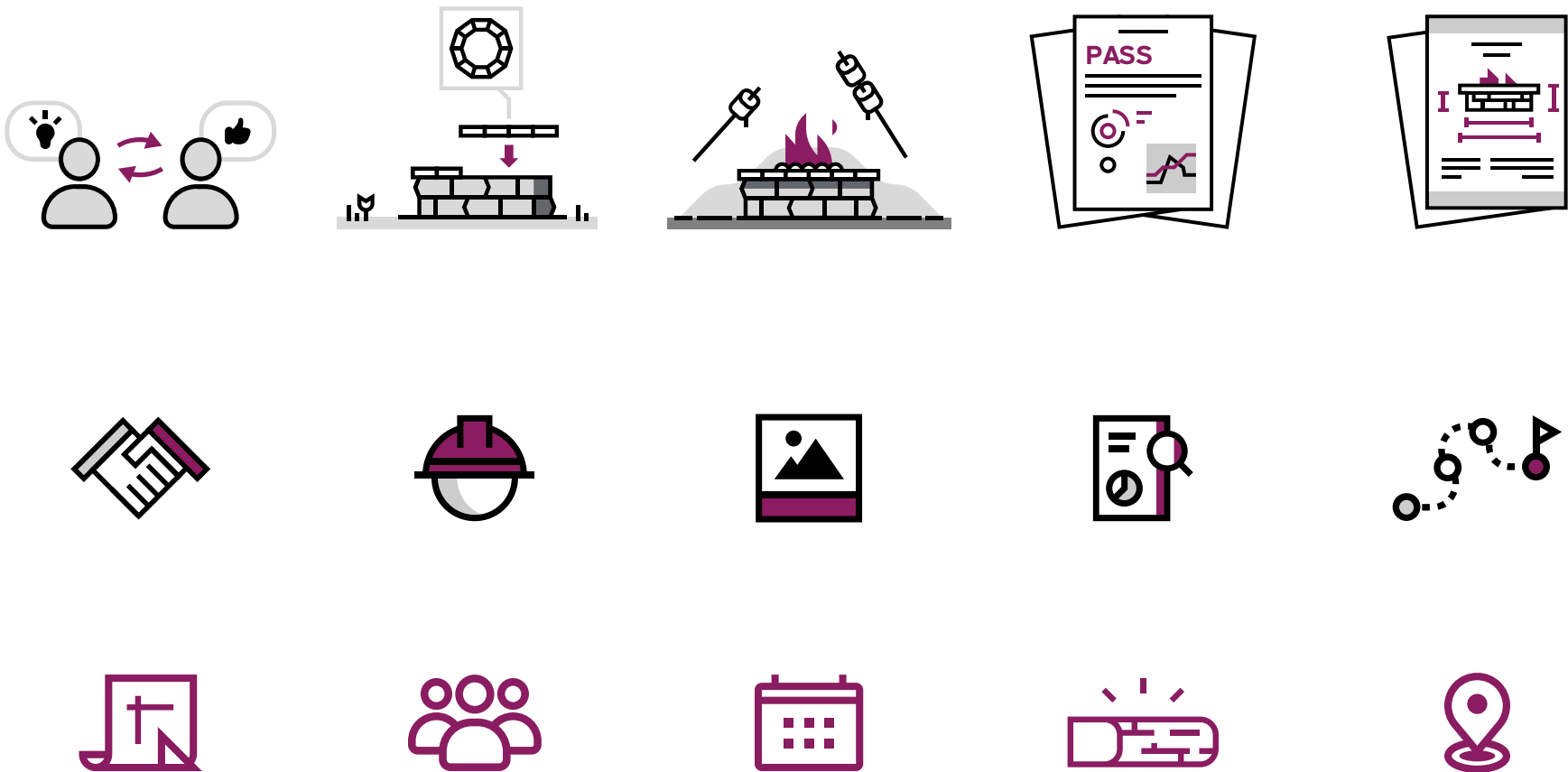
06

Iconography

06. ICONOGRAPHY

Icons are a great way to help customers understand certain terminology, products, and installation methods. Icons should be made in sets and be in a stroke-style in order to stay simple yet show complex details.

Download Icons



07

Endorsement

07. ENDORSEMENT

To add credibility and more closely tie your brand to the Rosetta brand, an optional endorsement badge is available for digital or print content. Endorsement badges can be found on the [Producer Secure site](#).

Download Tags

The Rosetta logo features the word "ROSETTA" in a bold, black, sans-serif font. A thick, black, wavy underline starts under the 'R' and ends under the 'A', with a small registered trademark symbol (®) to the upper right of the 'A'.

Official Licensed Producer
of Rosetta Hardscapes
rosettahardscapes.com

The Rosetta logo is identical to the one on the left, but the text and underline are white, set against a solid purple background.

Official Licensed Producer
of Rosetta Hardscapes
rosettahardscapes.com

The Rosetta logo is identical to the one on the left, with black text and underline on a white background.

Official Licensed Producer of Rosetta Hardscapes
rosettahardscapes.com

The Rosetta logo is identical to the one on the left, but the text and underline are white, set against a solid purple background.

Official Licensed Producer of Rosetta Hardscapes
rosettahardscapes.com

08

Co-Branding

08. CO-BRANDING

Co-Branding is another great way to add credibility. Text and logo co-branding methods are shown below. For more information on co-branding, contact marketing@rosettahardscapes.com.

TEXT WITH LOGOS

LOGO CO-BRANDING



Proud manufacturer of
Rosetta Hardscapes®



BRAND NAMES IN TEXT

First Mentions

Whenever possible, the first mention of Rosetta within a print or digital piece should combine [Rosetta Hardscapes] + [product name] by / from [Your Company].

For example:

- Rosetta Hardscapes Kodah retaining walls by Midwest Block and Brick
- Create the outdoor space of your dreams with Rosetta Hardscapes from Truemont Materials.

Subsequent Mentions

As it makes sense for content flow, feel free to refer to products in simpler terms on subsequent mentions.

For example:

- “Newline carries Rosetta Linear Flagstone, Grand Flagstone, and Amaro pavers.
- “The Heartwood wall provided a stacked wood aesthetic.”
- “In the backyard, a Rosetta Grand Flagstone patio was added for additional entertaining space.”
- “The project took advantage of the versatility of the Rosetta suite of products by utilizing Old Mission pavers and Belvedere retaining walls to create an outdoor kitchen.”

09

Customization

09. CUSTOMIZATION

Customized marketing pieces are available for you on our [Rosetta portal](#). Or, find design source files on the [Producer Secure Site](#). Contact marketing@rosettahardscapes.com for help.

**YOUR LOGO
HERE**

DISCOVER
YOUR
DREAM
BACKYARD

Proud manufacturer of
Rosetta Hardscapes

ROSETTA

PRODUCT COLORS

Complement your home's hues for a timeless feel or add contrasting colors for a bold, modern look.

SWATCH 1
NAME HERE

SWATCH 2
NAME HERE

SWATCH 3
NAME HERE

SWATCH 4
NAME HERE

SWATCH 5
NAME HERE



HARDSCAPES
JUST FOR YOU



QUESTIONS?

Rosetta representatives at marketing@rosettahardscapes.com are here to answer any questions you might have.

DO I HAVE ACCESS TO THESE ASSETS?

Yes! Login to Rosetta's Producer Secure Site then go to Marketing Resources to start utilizing branded assets today!

ROSETTA MESSAGING STANDARDS?

Contact marketing@rosettahardscapes.com to get the latest messaging document.

[Producer Secure Site →](#)

[+1 844-367-9763](tel:+18443679763)

A photograph of two women embracing on a golf course. They are standing on a stone wall, looking out over a green golf course towards a blue lake under a clear sky. The woman on the left has blonde hair and is wearing a light blue sleeveless top and white pants. The woman on the right has brown hair in a bun and is wearing a light blue t-shirt and blue jeans. The word 'ROSETTA' is overlaid in white, stylized font across the center of the image.

ROSETTA®