



**vidaWool**<sup>TM</sup>  
Made by Owens Corning®

**BRAND  
GUIDELINES**

Spring 2022

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This document represents an overview of the Owens Corning® VidaWool™ brand. It is a guide for creating a strong visual brand identity across all functions and applications. Presenting a unified brand is necessary in strengthening VidaWool's reputation and success.

VidaWool leaders should ensure that all external suppliers, such as agencies and vendors, are familiar with this document in order to convey our brand correctly and effectively. Branding is an ever-changing endeavor, adapting and improving over time. Periodically, this document will be updated to reflect changes and additions to the full VidaWool brand system.

# INTRODUCTION

VidaWool growing media is made for both small growers and large horticultural operations. Engineered for reliable, repeatable results, VidaWool helps you confidently graduate plants from stage to stage with less guesswork and more efficiency. VidaWool mineral wool products come ready to use, so you can skip mixing, filling pots, and other messy, time-consuming tasks. Just condition and grow. The VidaWool growing system includes three components that work together, for simplicity from propagation to harvest.

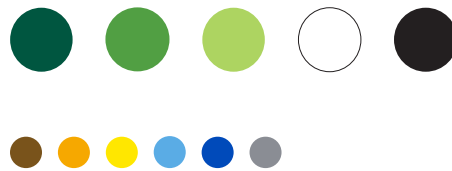
# OUR VISUAL IDENTITY ELEMENTS

We build our communications with a number of specifically chosen and crafted brand elements that work together systematically to help us communicate effectively across media and platforms.

## Logo



## Color



## Typography

### Roboto Slab Medium

ABCDEFGHIJKLM  
OPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

### Roboto Bold

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

### Roboto Light

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

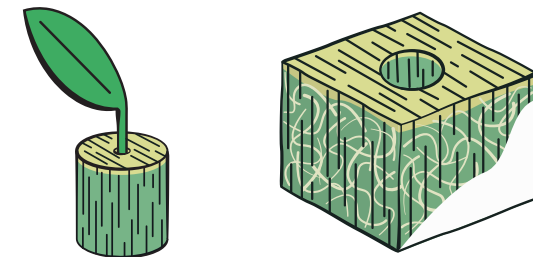
## Photography



## Infographics



## Illustrations



## Iconography



# OUR COMPOSITION SYSTEM

Like any great project, our composition system is built on a strong framework. The square logo of our parent company, Owens Corning, is the genesis of our consistent grid system that provides the flexibility to create dynamic layouts for any purpose or medium, all the while reinforcing a global design program that is uniquely Owens Corning.

All of our compositions start with a clean, white base. Deeper into communications, supporting imagery, body copy, and rules come in to help communicate more specific ideas.

**Product Characteristics**

PARAMETER	RESULTS
Wettability (time required to sink)	< 3 seconds
Water Content at Saturation	85–95%
Handling Integrity (finger puncture resistance)	2.4 lbf
Electric conductivity — DC	< 0
Heavy Metals	No
*Detection limit: < 0.05 ppm	

**Did You Know?**  
VidaWool™ plugs are made from a mineral wool recycled content and are designed to use water, complementing sustainable

**User Guide**  
VidaWool™ starter plugs were developed and are backed by the team of scientists, engineers, and researchers at Owens Corning, experts in mineral wool and rock wool products. Third-party analysts and experts validate VidaWool™ performance and practices, to ensure you can maximize the features of every plug and get your plants

**MADE FROM RECYCLED MATERIALS**

**MA 7 RE MA**

**VidaWool™**  
Made by Owens Corning

**VidaWool™**  
A Mineral Wool Growing Medium

**Starter Plugs**

Plugs are vital in the first step of your cultivation plan. VidaWool™ starter plugs provide the stability and shape needed for optimized root growth and help you seamlessly transition to blocks. Predrilled holes (not slits) facilitate precise placement for seeds and clones, and superior handling integrity helps keep VidaWool™ starter plugs intact during the most delicate phase of plant development.

**Applications**  
VidaWool™ starter plugs are ideal for cultivation enterprises looking for repeatable results. Easy-to-use and stable, VidaWool™ starter plugs protect seeds and clones, getting them off to a strong start and making transplantation into blocks efficient and seamless.

**Features & Benefits**

- **Sink time: <3 seconds**  
For reliable saturation and efficient use of water.
- **Water holding capacity: 85–95%**  
Holds moisture and keeps it evenly distributed with Hydro-Xtend™ water dispersion technology.
- **Handling Integrity: 2.4 lbf**  
Resists punctures for less loss and breakage, when wet and dry.

**Availability**

VIDAWOOL™ STARTER PLUGS	DIMENSIONS (IN)	BLOCKS/PACKAGE*
Plug 1.5	1.5" Diameter, 1.5" tall	2,000 per case

\* 1 Palletized 20 cases per pallet and 20 pallets per truck.

**Additional Features**

- Hydro-Xtend™ water dispersion technology optimizes use and uptake of water and nutrients for growing plants.
- Pre-drilled holes eliminate guesswork for seed and clone placement.
- Does not have to be stored in a climate-controlled environment.

**Additional Features**  
VidaWool™ starter plugs deliver superior material integrity, helping to keep young plants stable, while offering the optimized shape and room for roots to grow.

Product Data Sheet | VidaWool™ Plug | October 2021

# OUR BRAND ARCHITECTURE

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Brand architecture informs how we communicate our offerings to our various audiences by organizing the hierarchy and relationships that exist between the various entities of VidaWool. More details on how to execute this are within the brand architecture section.

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## Primary logo (preferred)



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## Primary logo w/out Owens Corning®



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## Product lock up



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## Product names



# THE VIDAWOOL LOGO

# THE VIDAWOOL LOGO

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Our logo is the simplest, most essential visual representation of our brand. It's very important that it be used exactly as designed and applied consistently across applications.

Our logo must never be broken apart in any way. Each element has important value:

- The VidaWool logo is created from the fluid sans-serif font, Sommet. A tall x-height, compressed letterforms, and various weights reinforce the flexibility and comprehensive system of the VidaWool product line, all designed to work seamlessly together.
- The rounded font creates a soft, organic shape that directly connects to the quality product a customer can count on to optimize and nurture their plant growth.
- The two leaves represent growth. Our promise of producing consistent, high-yielding harvests, grow after grow.



# COLOR OPTIONS

## Preferred full-color logo

The full-color, triple-green logo is the preferred logo and should always be applied whenever possible.

## White w/green leaves logo

For situations in which the background is dark and the full-color logo does not provide enough contrast from the background.

The VidaWool name and logo cannot be used by a third party without express written permission. Contact the IP legal team for a logo permission letter.


## Note on PANTONE® colors

The colors shown on this page and throughout these guidelines have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Publication for accurate color. PANTONE is the property of Pantone, Inc.


## Full-color logo




### DARK GREEN

 PMS: 7484  
CMYK: 92-40-79-37  
RGB: 0-86-64  
HEX: #005640

### FOREST GREEN

 PMS: 7738  
CMYK: 76-13-100-1  
RGB: 69-160-65  
HEX: #45A041

### SPROUT GREEN

 PMS: 367  
CMYK: 41-0-82-0  
RGB: 162-212-94  
HEX: #A2D45E

## White w/green leaves logo



# COLOR OPTIONS

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## One-color logo options

Various one-color logo options are available. Their usage will depend on the specific printing needs or restrictions.

## One-color dark green logo



## One-color black logo



## One-color white logo



# LOGO SPACING AND SIZING

## Clear space

Clear space frames the logo, separating it from other elements, such as headlines, text, imagery, and the outside edge of printed materials. A minimum amount of clear space must surround the logo at all times. This space is equal to one grid unit, 24 pixels. Whenever possible, allow more than this amount of clear space.

## Minimum size

In reproducing the VidaWool logo, be conscious of its size and legibility. A logo that is too small has little or no impact. The VidaWool logo should be reproduced no smaller than 0.5 inch in height.

## Note on the registration mark symbol

In certain instances where the logo becomes so small that the registration mark or trademark is unrecognizable, please contact Legal or OC Studio for special permission to remove. Examples include digital channels and certain production processes.

## Clear space



## Minimum size

0.5 inch in height



# BRAND ARCHITECTURE

# PRODUCT NAME TREATMENTS

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The preferred execution for all product names within the VidaWool portfolio is a simple, consistent approach using our primary logo, without the Made by Owens Corning. We use our Headline Style typeface: Roboto Slab, to spell out each product name.

## Examples



**VidaWool**<sup>™</sup>  
Plugs

The logo features the brand name 'VidaWool' in a dark green, bold, sans-serif font with a trademark symbol. Above the 'i' in 'Vida' are three stylized leaves of varying shades of green. Below the brand name, the product name 'Plugs' is written in a lighter green, bold, sans-serif font.

**VidaWool**<sup>™</sup>  
Block

The logo features the brand name 'VidaWool' in a dark green, bold, sans-serif font with a trademark symbol. Above the 'i' in 'Vida' are three stylized leaves of varying shades of green. Below the brand name, the product name 'Block' is written in a lighter green, bold, sans-serif font.

**VidaWool**<sup>™</sup>  
Slab

The logo features the brand name 'VidaWool' in a dark green, bold, sans-serif font with a trademark symbol. Above the 'i' in 'Vida' are three stylized leaves of varying shades of green. Below the brand name, the product name 'Slab' is written in a lighter green, bold, sans-serif font.

**VidaWool**<sup>™</sup>  
Granulated

The logo features the brand name 'VidaWool' in a dark green, bold, sans-serif font with a trademark symbol. Above the 'i' in 'Vida' are three stylized leaves of varying shades of green. Below the brand name, the product name 'Granulated' is written in a lighter green, bold, sans-serif font.

# BRAND PARTNERSHIP TREATMENTS

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When the VidaWool brand is used within a strategic partnership, as the primary service, the architecture for the treatment will focus on the VidaWool logo with the partnership service as the secondary focus.

See examples at right for size and positioning in relationship to the VidaWool logo. The secondary brand or service should align to the right and beneath the VidaWool logo.

## Examples



**COLOR**

# BRAND COLORS

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Color usage is one of the most immediately recognizable cues of any brand, and particularly for VidaWool. But we must use it and the rest of our colors strategically to ensure our communications reflect our purpose.

## Identity colors

Our primary identity colors are made up of our triple-green color palette.

Dark Green is used selectively. It's the strongest when used with the VidaWool logo, or as a foundational element at the base of designs, or a bold color blocking.

Forest Green is used to help create highlights and emphasis both in type and imagery.

Sprout Green is also used selectively, a perfect contrast when paired with Dark Green.

## Background colors

White is the most prevalent color in all of our communications, lending powerful openness and modernity.

Gray can be used as an isolated background to help separate tertiary information.

### Note on Pantone colors

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## Identity colors



### Dark Green

PMS: 7484  
CMYK: 92-40-79-37  
RGB: 0-86-64  
HEX: #005640



### Forest Green

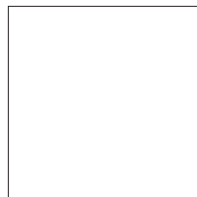
PMS: 7738  
CMYK: 76-13-100-1  
RGB: 69-160-65  
HEX: #45A041



### Sprout Green

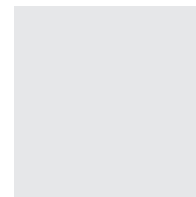
PMS: 367  
CMYK: 41-0-82-0  
RGB: 162-212-94  
HEX: #A2D45E

## Background colors



### Background White

White  
CMYK: 0-0-0-0  
RGB: 255-255-255  
HEX: #FFFFFF



### Background Gray

PMS: Cool Gray 1  
CMYK: 0-0-0-10  
RGB: 230-230-230  
HEX: #E6E6E6

# DATA VISUALIZATION COLORS

## Data Visualization Colors

Data visualization colors should be used in instances in which it is necessary to distinguish data points in charts and graphs.

In instances where color is needed for illustrative purposes to call out information or create informational graphics, the secondary data and tertiary colors can be used.

The order of color usage should be as the order displayed to the right.

When needed, tints of the secondary colors (brown, blue, and gray) can be used in addition to the core secondary and tertiary colors.

### Note on Pantone colors

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## Secondary



### Data Brown

PMS: 140  
CMYK: 42-59-100-33  
RGB: 115-82-26  
HEX: 73521A



### Data Orange

PMS: 124  
CMYK: 7-36-100-0  
RGB: 235-169-0  
HEX: EBA900



### Data Yellow

PMS: 803  
CMYK: 3-3-98-0  
RGB: 255-232-0  
HEX: FFE800

## Tertiary



### Data Light Blue

PMS: 284  
CMYK: 55-22-0-0  
RGB: 106-170-228  
HEX: 6AAAE4



### Data Cobalt Blue

PMS: 2728  
CMYK: 93-78-0-0  
RGB: 0-71-186  
HEX: 0047BA



### Data Gray

PMS: Pantone Cool Gray 10 PC  
CMYK: 48-38-34-4  
RGB: 137-141-147  
HEX: 898d93

**IMAGERY**



# SUPPORTING PHOTOGRAPHY

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Supporting photography should be bright and bold with a depth of field. The focal point of the imagery should be acceptably sharp, usually one of the nearest subjects within the image, while the background is blurred.

Depth of field is a key compositional element in VidaWool supporting photography. It is one of the most important tools to create striking images.



# DATA VISUALIZATION

Simple charts and graphs can immediately convey even complex sets of data. When creating any sort of data visualization, we want to minimize added elements so the information is persuasive and easy to understand.

## Charts and graphs

The preferred infographic style presents information in a 2D format with flat color, using the Data Visualization color palette in this guideline. Do not use any extraneous effects like gradients or drop-shadows. 3D rendering of charts should only be used if the 3rd dimension has a data value – never for stylistic purposes only.

## Callouts

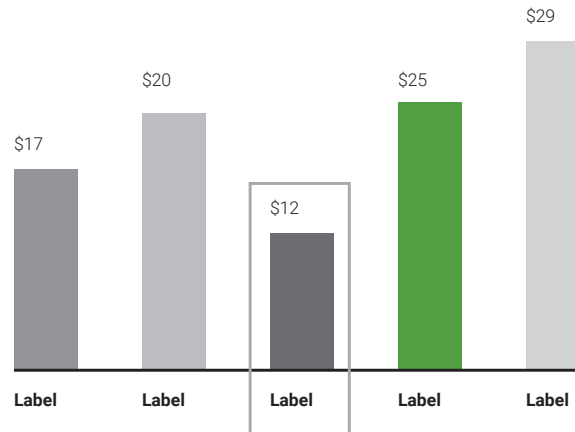
When calling out important statistics and numbers, we use Roboto Slab Medium, along with our Forest Green. The important data piece to be noted should be 30% larger in size than the number information describing it. Use Roboto Bold for the supporting text. Refer to the Typography section in the VidaWool Guidelines for more information.

## Color and hierarchy of emphasis

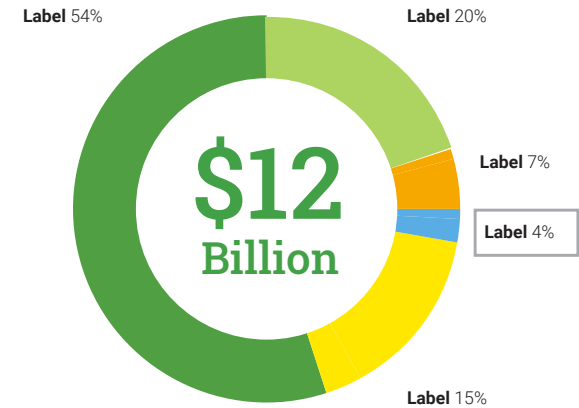
For all data visualization, use Black and the Data Gray palette if possible. If more distinction is needed, you may also use the Data Visualization color palettes. Important measurements to point out specifically may be highlighted using a simple rectangular outline. Forest Green should be used to highlight data points that are both directly attributable to VidaWool and show positive impact.

## Examples

### Title of graph



### Title of graph



## Callouts

MADE FROM  
**70%**  
RECYCLED  
MATERIALS

# ICONOGRAPHY

Iconography can help audiences navigate communications.

Our icon style is simple but purposeful. The linear style relates to the Owens Corning master brand and makes it especially easy to use within our grid system.

## Rendering

Our icons use a consistent stroke weight of 1.5 pt. and should be outlined as paths for consistent scaling. Our holding shape is a square with top left and bottom right rounded corners. The subject matter in our icons is usually outlined and cut off at one or two points within its holding shape.

## Product benefit icons

Our product benefit icons help with callouts to important features that set the VidaWool products apart from our competition. These help to immediately identify areas of value.

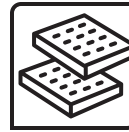
## Labels

For usability optimization, always ensure that every icon is accompanied by a clear label. When used in digital applications, labels should also be used in the ALT tag.

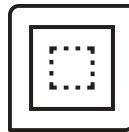
## General category icons

Icons that quickly help audiences identify categories or visual indicators of a legend with charts and graphs.

## Product benefit examples



Product benefit icons are initially created at 48px by 48px with a stroke weight of 1.5 pt. They are contained within a square with top left and bottom right rounded corners that relates to the Owens Corning master brand. They are created in black.



Labels should be displayed using Roboto Bold and left justified. Depending on the design they should either be placed below the icon or to the right of the icon.

**Pre-cut plant holes**

**Hydro-Xtend™ water dispersion technology**



**VidaWool™ plugs are round for a perfect fit**



**Plug shape optimized for root growth and seamless transition**

The label font size can vary depending on the design need. However, they should not fluctuate in sizes on a single marketing material.

## General category examples



General category icons are initially created within a 24px square with a stroke weight of 1.5 pt. They are never contained within another shape.

# INFOGRAPHICS

Infographics are graphic representations of information, data, or knowledge intended to present information quickly and clearly. They can engage audiences by making dry information more engaging and making complex information easy to understand.

Our infographic style is clean and purposeful. There should be a single, coherent message that the entire infographic serves to deliver.

## White space and alignment

A cluttered infographic does not deliver a strong, concise message. An important thing to remember is structuring your data, and using color and negative space to help guide your viewer through the information.

## Data visualization

Refer to the Data Visualization section in the VidaWool Guidelines for proper design elements for charts, graphs, and callouts.

## Typography hierarchy

VidaWool visual identity and voice relies heavily on the type styles we use. Keep consistency and show visual hierarchy by using Roboto Slab Medium as the primary and secondary headings, along with Roboto Bold for supporting text. Refer to the Typography section in the VidaWool Guidelines for more information.

## Colors

Refer to the Color section in the VidaWool Guidelines.

## Examples



MADE FROM  
**70%**  
RECYCLED  
MATERIALS

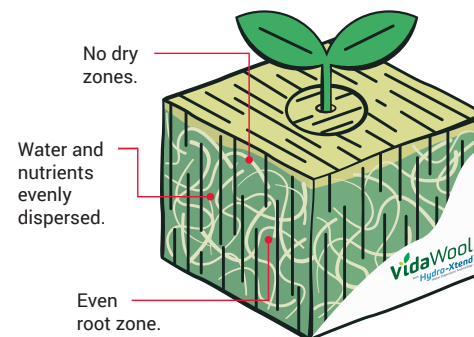
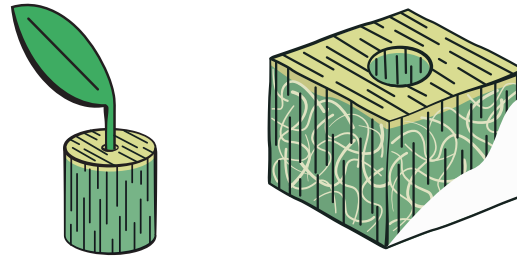


# ILLUSTRATIONS

See illustrations at right for examples of line thickness and perspective to create dimension. Color scheme should not be overpowering but purposeful to showcase our products' features and attributes.

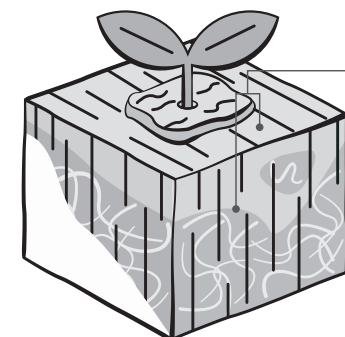
When comparing our products to competitive products, the competition illustrations should be created in gray tones to set our products apart and to emphasize our innovation.

## Examples



VS

Other mineral wool and rock wool growing media



Uneven water dispersion and nutrient availability.

# FOUNDATION IMAGERY

When appropriate for the application, a solid foundation can be used to create the base from which everything grows. A reference to our VidaWool products that create a foundation from propagation to harvest.

### Rendering

A rectangle filled with the VidaWool dark green color placed at the bottom of the design, with our signature two leaves sprouting from the field of color. The leaves should be partially placed within the field of color, slightly offset from the right edge.

### Foundation example



### Footer example



# TYPOGRAPHY

# TYPOGRAPHY

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Typography plays an important role in establishing the VidaWool voice and our visual identity at the same time. Used consistently, our type style can become a valuable and iconic signifier of our brand in and of itself.

## Headline type

Our brand expression relies heavily on our headline style, set in Roboto Slab Medium. This strong slab-serif structured typography helps give our primary message a foundation, signifying our confidence in our products, our services, and of course, our growth.

## Text type family

In text, we use Roboto Light and Bold. Roboto is a digital-native font that complements the Roboto Slab-Serif naturally and reads beautifully across media. For simplicity and clarity, we use only Roboto Light for all body text and Roboto Bold for body headings. Italics may also be used in text, but only for emphasis or to distinguish specific titles, etc.; never just for stylistic purposes.

Roboto Slab Medium, Roboto Light, and Roboto Bold are free Google fonts and can be downloaded from: [fonts.Google.com](https://fonts.google.com).

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## Headline type

**Roboto Slab Medium**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

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## Text type family

Roboto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

**Roboto Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

# HIERARCHY AND USAGE

Illustrated here are the specific use cases of our type styles in communications.

**Primary headline**  
Roboto Slab Medium  
*32 pt./35 pt. shown*

# A Mineral Wool Growing Medium

**Secondary headline**  
Roboto Slab Medium  
All Caps  
*16 pt./18 pt. shown*

## SECONDARY HEADLINES HELP SET UP STORIES

**Body headings**  
Roboto Bold  
*9 pt./12 pt. shown*

**Body headings separate content themes and are the same size as body copy**

**Body copy**  
Roboto Light  
*9 pt./12 pt. shown*

Body copy delivers all the details of our work. Each paragraph should be about two to five sentences. Always set text flush left, rag right.

Paragraphs are separated by one line break. Do not use indentations or any extra "space-after" styling, as this will mess up the alignment with the overall grid structure. And, be sure to avoid "widows" and "orphans" if at all possible.

**Captions, footnotes, legal**  
Roboto Light  
*7 pt./9 pt. shown*

Captions, footnotes, and/or legal copy are also set in Roboto Light, but just at a smaller scale. Do not use type any smaller than 7 pt. in print or 10 pt. on screen.

# SYSTEM FONTS

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For instances where Roboto fonts cannot be used because of technical limitation or special circumstances, we can fall back on the Arial font family. Arial is a standard system font across virtually all computers and applications.

## **System font headline type**

Arial Bold should be used in these instances. Note that there is an Arial Narrow typeface, as well, but it is not available as widely as Arial, so please use the standard width in these instances to ensure maximum compatibility and consistency.

## **System text type family**

For system font text, use Arial Regular and Arial Bold exactly as you would use Roboto Light and Roboto Bold. Italics can also be used as necessary.

---

## **System font headline style**

**ARIAL BOLD/ALL CAPS**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

---

## **System font text type family**

**Arial Regular**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Arial Bold**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

# COMPOSITION

# ABOUT OUR GRID

Our grid is an essential part of what makes VidaWool stand apart, while pulling all of our elements together. It is the underlying framework that allows our system to be flexible, while keeping elements organized and aligned. Influenced by the square logo of our parent brand, Owens Corning, our system follows a 24-pixel/2-pica grid.

## Rules of the grid:

- 1. Alignment**  
 Keep things aligned to the grid. It is your guide when incorporating elements of your design.
- 2. Boundaries**  
 Images and text should not sit outside of or between the grid lines.
- 3. Placement**  
 Text should always sit within the grid at both horizontal and vertical points.
- 4. Clear Space**  
 Keep at least one grid box of space from each element or the edge of the composition (not including primary images).

**VidaWool™**  
A Mineral Wool Growing Medium

## Cultivate with Confidence

**INTELLIGENTLY DESIGNED TO HELP YOUR OPERATION GROW**

VidaWool™ growing media is made for both small growers and large horticultural operations. Engineered for reliable, repeatable results, VidaWool™ helps you confidently graduate plants from stage to stage with less guesswork and more efficiency. VidaWool™ mineral wool products come ready to use, so you can skip mixing, filling pots, and other messy, time-consuming tasks. Just condition and grow. The VidaWool™ growing system includes three components that work together, for simplicity from propagation to harvest:

VidaWool™ Starter Plugs	VidaWool™ Blocks	VidaWool™ Slabs
Protect plants during a vulnerable and delicate phase with plugs made for precise planting and confident handling. VidaWool™ plugs provide an ideal moisture/air ratio and allow clones to root quickly and efficiently. Additionally, VidaWool plugs are circular for seamless transitioning to blocks and come pre-rilled for rapid, precise seed or clone placement.	Seamlessly transition VidaWool™ starter plugs into VidaWool™ blocks, optimizing water and nutrient distribution during the vital second stage of growth. VidaWool™ blocks feature UV-resistant liners to reduce the proliferation of algae and conserve water.	Facilitate more accurate transplant with VidaWool™ slabs, to reduce placement errors and crowding and keep plants thriving all the way to harvest. VidaWool™ slabs come tight-wrapped to contain water and nutrients to the root zone and feature optional pre-cut liners for rapid and uniform block placement.

**VidaWool™ Hydro-Xtend™**  
Water Dispersion Technology

Engineered for optimal water dispersion and nutrient availability

- No dry zones
- Water and nutrients evenly distributed
- Promotes even root zone growth

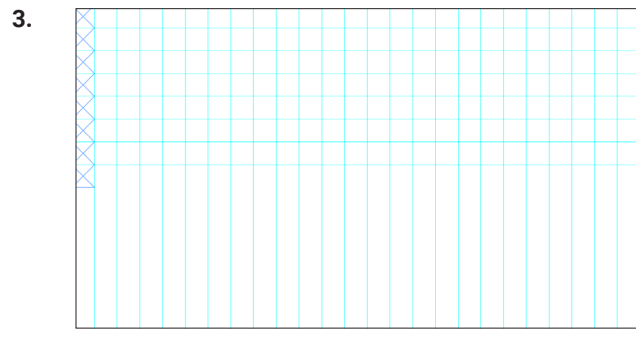
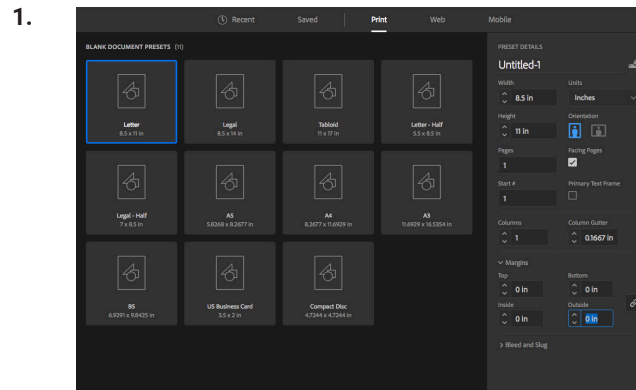
**Grow your own way**  
VidaWool™ starter plugs, blocks, and slabs are available in custom sizes to deliver a precision fit, tailored for your commercial operation, all with reliable supply and service based in North America.

# HOW TO SET UP OUR GRID

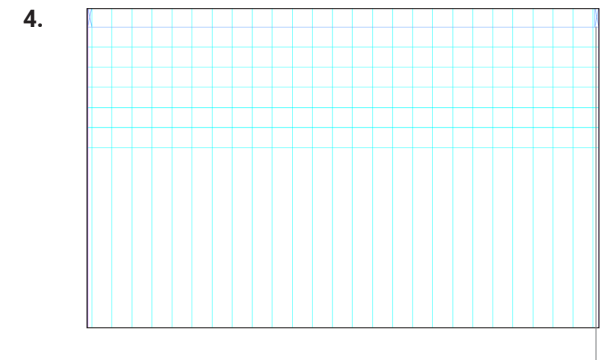
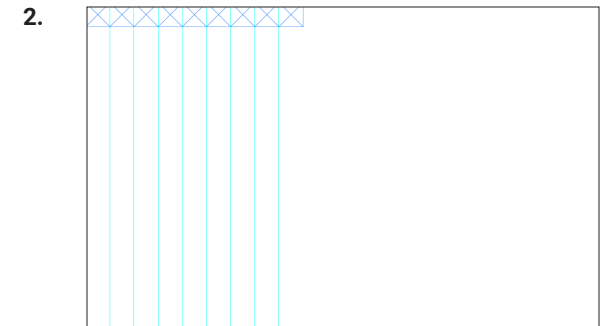
When designing, please use one of the grid templates that best reflects the size of the application you will be designing against. In instances where no template is available for the selected size, a new grid must be created.

Although these instructions might vary by program used, the concept is the same. Here is how to create the grid in InDesign:

1. Set the size of your document, with no margins. Depending on the media, set the units to either pixels or picas.
2. Our grid's foundation is based on a 24-pixel/2-pica grid. Create a 24-pixel/2-pica square box and move that across your document's width, adding vertical guides at each 24-pixel/2-pica edge as you move across the page.
3. Once you have the horizontal guides set up along the width, you want to repeat that action for the vertical guides as you move down your document.
4. After setting up your square grid, if you have extra space at one end of your width, you need to center your grid. This is accomplished by taking the extra space of the width and dividing it by two. With that number, create two boxes that width and place them at both horizontal ends of your document. You then want to shift all of the horizontal guides over until both end guides rest on the edges of those boxes.
5. From there, you can create your margins, making sure that the square grid remains evenly centered.
6. Once your margins are set, make sure to lock your guides and save your template for future use.



Extra space left over from creating the perfect square grid along the width.



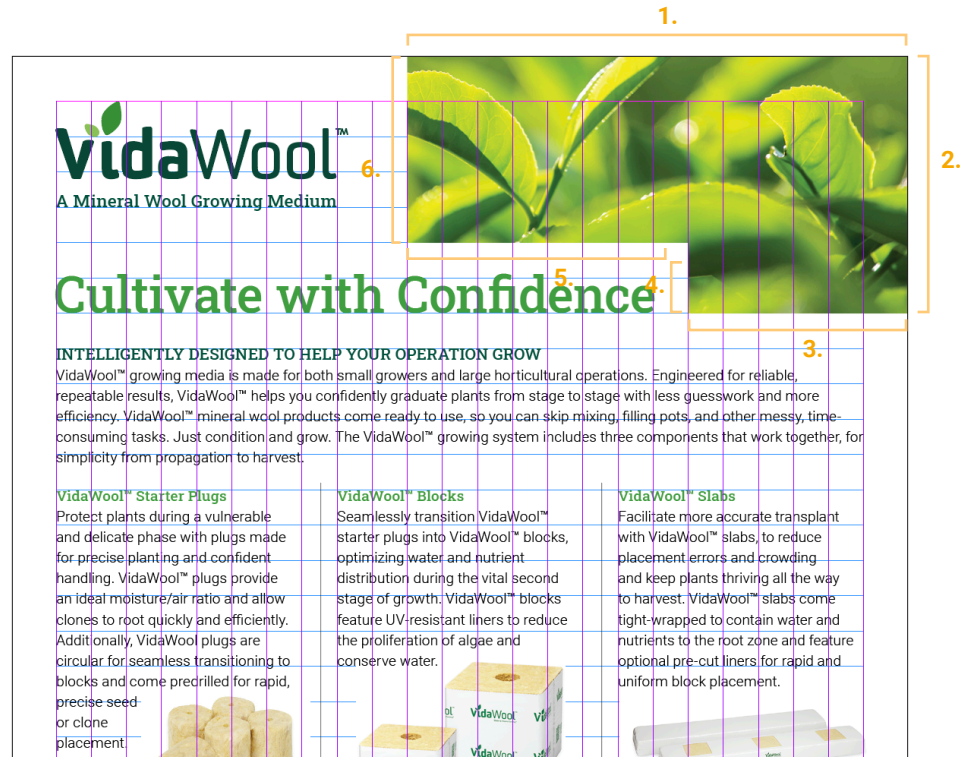
Take that extra space, divide by two, and create two boxes of that number in width. Place those boxes at the edges of your document, then shift the horizontal guides over to rest in the center of the document.

# CUTAWAY IMAGERY AND FRAMES

Modular framing of ONLY primary photography reinforces our engineering and innovation expertise. Although often separated through white space, our primary photography should always appear as one image. Primary photography also uses the whole space, often expanding to the edge of the frame.

When using the grid to split up an image into rectangular windows, we limit the number of edges in total that the overall primary image should contain. The primary image should have no more than 16 edges and no less than six edges. This keeps the composition feeling exciting and flexible without being too busy.

Every edge of every image should align to the grid.



\*Primary images should have no more than 16 total edges.

**MARKETING**

# MARKETING MATERIALS

Adhering to these guidelines and utilizing our brand elements correctly builds a strong and cohesive brand across all channels and applications.

Refer at right, and the following pages, for marketing materials developed to present a strong brand presence.

## Trade advertisement

**INTRODUCING**  
**VidaWool™**  
Made by Owens Corning®

**PLANT. GROW. REPEAT.**  
A mineral wool growing medium made in the U.S., VidaWool™ and its revolutionary Hydro-Xtend™ technology offers consistent, even water dispersion and nutrient availability.

Backed by Owens Corning's 80+ years of material innovation, you're sure to get superior growing results every time.

Learn more at [VidaWool.com](http://VidaWool.com)

## Product data sheets

**VidaWool™**  
A Mineral Wool Growing Medium

**HC Slab**  
HC Slabs provide sturdy support for a wide range of the production cycle, from plant starts to root to flowering. They are designed to be used in a wide range of applications, from indoor to outdoor, and are available in a variety of sizes and shapes.

**Block**  
VidaWool™ blocks are designed to provide a consistent, even water dispersion and nutrient availability. They are made from a mineral wool matrix that is optimized for plant growth and is available in a variety of sizes and shapes.

**Starter Plugs**  
VidaWool™ starter plugs are ideal for cultivation operations looking for repeatable results. They are made from a mineral wool matrix that is optimized for plant growth and is available in a variety of sizes and shapes.

PRODUCT	DIMENSIONS (IN)	BLOCKS/PACKAGE
VIDAWOOL™ STARTER PLUGS	1 1/2" Diameter, 1 1/2" Tall	100 per case

**Additional Features:**

- Hydro-Xtend™ water dispersion technology optimizes use and uptake of water and nutrients for growing plants.
- Pre-drilled holes eliminate guesswork for seed and clone placement.
- Does not have to be stored in a climate controlled environment.

## Email campaign

**VidaWool™**  
Made by Owens Corning®

**Growing media as thoughtfully designed as your operation.**

VidaWool™ offers growers the confidence of a supplier with roots established in North America and a network of horticulture experts that offer consulting and guidance to help growers navigate the nuances of their operation. Let's grow.

**VidaWool™ Plugs vs. Other Rock Wool Media**

VidaWool™ plugs are circular for seamless transitioning to grow blocks and come predrilled for rapid, precise seed or clone placement. Other plugs are slit, weakening the plug's structure, which can lead to breakage and material waste.

**VidaWool™ Hydro-Xtend™** vs. **Other mineral wool and rock wool growing media**

- VidaWool™:** Precise seed or clone placement. Predrilled hole. Greater plant stability. Plug shape optimized for root growth and seamless transition.
- Other mineral wool and rock wool:** Precut slit in other growing media decreases plant stability and makes plugs prone to breakage. Square shape compresses media when transitioning into blocks. Plug corners create variation in root growth.

**Give VidaWool™ a Try** **LET'S GROW!**

**VidaWool™ is Made from 70% Recycled Materials**

VidaWool™ offers growers the confidence of a supplier with roots established in North America and a network of horticulture experts that offer consulting and guidance to help growers navigate the nuances of their operation. Let's grow.

**MADE FROM RECYCLED MATERIALS**

Owens Corning Mineral Wool, LLC  
1 Owens Corning Pkwy  
Toledo, OH 43659, US  
[www.vidawool.com](http://www.vidawool.com)

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# MARKETING MATERIALS

## Tent cards



## Promotional materials



## Social



# MARKETING MATERIALS

## Banners and window clings



## Digital web advertisements



# CO-BRANDING

# CO-BRANDED MATERIALS

When co-branding VidaWool with a third party/customer, it is important to know which brand is the primary focus. When VidaWool is the primary focus, the logo should be a large focal point and the material should be branded according to the VidaWool guidelines, utilizing the VidaWool color scheme and visual elements.

If the primary focus is on the third party/customer, VidaWool should play a secondary role and allow the third party/customer's brand and logo to take more prominence.

When using the VidaWool logo in a co-branded material, the following legal verbiage must be included on retailer and distributor materials:

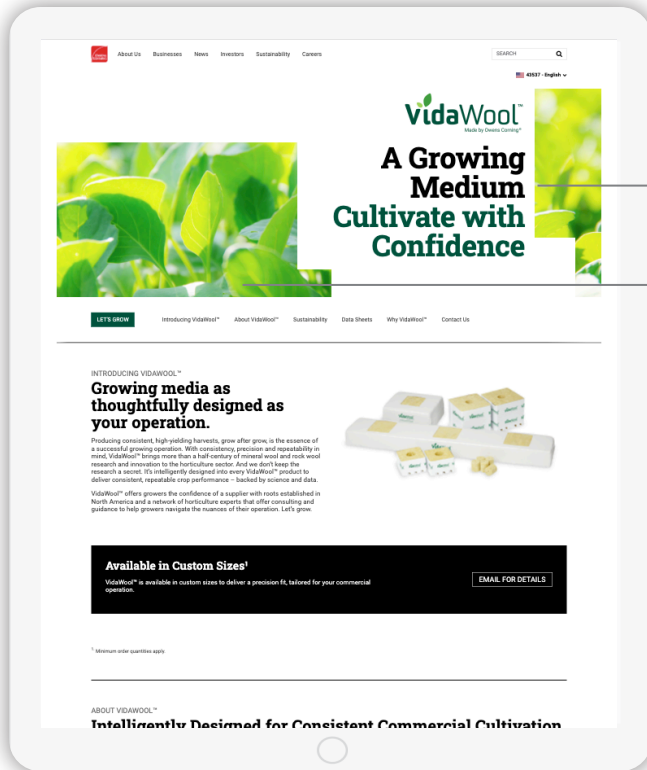
- [Company Name] is an independent retailer [distributor] and is not an affiliate of Owens Corning Mineral Wool, LLC or its affiliated companies.
- Check with your legal team for other legal verbiage that may be required for promotions, claims, warranty statements, financing offers, etc. to ensure correct legal notice.

## Co-branded banners

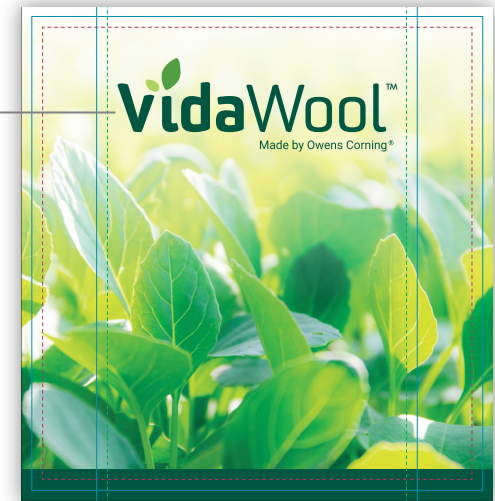


**BRINGING OUR  
BRAND TO LIFE**

# SYSTEM SHOWCASE



A continuous image utilizing two cutaway shapes combined with a bold headline in Roboto Slab Medium.

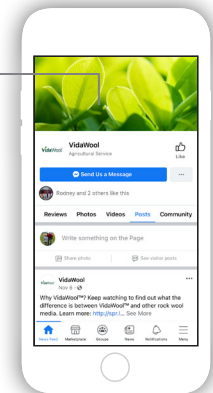


Make sure to use the correct logo in the foreground. The logo must have high enough contrast from the background imagery.



Use the grid to help structure information. Along with utilizing thin lines and a gray background to separate large pieces of content for easier readability.

An exception to not having the modular grid applied to primary images would be within small applications, such as a social media banner.



# SYSTEM SHOWCASE

**VidaWool™**  
Made by Owens Corning®

**TOM BLAINE**  
MARKET DEVELOPMENT LEADER  
HORTICULTURE

One Owens Corning Parkway  
Toledo, OH 43659

419.248.8294  
MOBILE: 419.215.4552  
Tom.Blaine@owenscorning.com  
Vidawool.com

When imagery is not an option, a solid green foundation with the VidaWool leaves can be used to create a clean connection to the VidaWool brand.

**VidaWool™**  
A Mineral Wool Growing Medium

**HC Slab**  
HC Slabs provide sturdy support for remainder of the production cycle, plants ample room to flourish. Plant and placement are critical at this stage; crowding can result in less-than-optimal development. VidaWool™ slabs must be quickly and accurately transplanted to keep plants developing all the way to while minimizing the time and effort setting up the room.

**Block**  
As plants enter their second stage of growth, VidaWool™ blocks provide the space, uniform water and nutrient distribution needed to continue thriving. Equipped with a UV protection liner and Hydro-Xtend™ water dispersion technology, VidaWool™ blocks are intelligently designed to deliver healthy, even root zones and consistent performance. Mineral wool growing medium provides the ultimate stability for plants and eliminates the messy, time-consuming processes of other growing media, like pots and mixing materials.

**Starter Plugs**  
Plugs are vital in the first step of your cultivation plan. VidaWool™ starter plugs provide the stability and shape needed for optimized root growth and help you seamlessly transition to blocks. Prefilled holes (not slots) facilitate precise placement for seeds and clones, and superior handling integrity helps keep VidaWool™ starter plugs intact during the most delicate phase of plant development.

**Applications**  
VidaWool™ starter plugs are ideal for cultivation enterprises looking for repeatable results. Easy-to-use and stable, VidaWool™ starter plugs protect seeds and clones, getting them off to a strong start and making transplantation into blocks efficient and seamless.

**Features & Benefits**

- **Sink time - 3 seconds**  
For reliable saturation and efficient use of water.
- **Water holding capacity: 85-95%**  
Holds moisture and keeps it evenly distributed with Hydro-Xtend™ water dispersion technology.
- **Handling integrity: 2.4 lb/ft³**  
Resists purchases for less loss and breakage, when wet and dry.

**Availability**

VidaWool™ Starter Plugs	DIMENSIONS (IN)	BLOCKS-PACKAGE*
Plug 1.5	1.5" Diameter, 1.5" tall	2,000 per case

\* Package 2000 plugs per case and 2000 plugs per block.

**Additional Features**

- Hydro-Xtend™ water dispersion technology optimizes use and uptake of water and nutrients for growing plants.
- The drilled holes eliminate guesswork for seed and clone placement.
- Does not have to be stored in a climate-controlled environment.

**Product Data Sheet | VidaWool™ Plug | October 2021**

Important measurements that have positive impact should be highlighted in forest green.

Keep elements aligned to the grid and to each other for visual consistency.

**VidaWool™**  
A Mineral Wool Growing Medium

**GROWING MEDIA AS THOUGHTFULLY DESIGNED AS YOUR OPERATION**

Producing consistent, high-yielding harvests, grow after grow, calls for growing media that is consistent, repeatable and reliable. VidaWool™ brings the best of all worlds to your growing operation. Our world-class research and innovation in the horticulture sector has led to the development of a superior, high-quality, designed-for-use, early VidaWool™ product to deliver consistent, repeatable crop performance - backed by science and data.

VidaWool™ offers growers the confidence of a supplier with field trials conducted in North America and a network of horticulture experts that offer consulting and guidance to help growers navigate the nuances of their operation.

**INTELLIGENTLY DESIGNED FOR CONSISTENT COMMERCIAL CULTIVATION**

- **Hydro-Xtend™ water dispersion technology**  
• Even water distribution and nutrient availability.  
• Predictable water retention.
- **UV protection liner blocks**  
• Reduces exposure to light that can stress and inhibit root growth.  
• Keeps root systems to prevent spider mites and nematodes.
- **Tight wrapped slabs**  
• Prevents mold and bacteria when you stack them.  
• No dust issues.  
• Provides lower water consumption.
- **Customizable at commercial scale**  
• Repeatable and consistent performance.

For additional information, visit [Vidawool.com](http://Vidawool.com)

**MADE FROM 70% RECYCLED MATERIALS**

# SYSTEM SHOWCASE

Our signature two leaves sprouting from the field of color are die cut to create a more engaging experience.

Use infographics as graphic representations of information, data, or knowledge intended to present information quickly and clearly.

Use our illustrations to highlight our system's repeatability and ease-of-use.

**VidaWool™**

**Cultivate with Confidence**

- Comprehensive system from propagation to harvest
- Customizable at commercial scale
- 100% North American made and supported

Made by Owens Corning®

GROWING MEDIA AS THOUGHTFULLY DESIGNED AS YOUR OPERATION

Simple-to-use system for repeatable results.

MADE FROM 70% RECYCLED MATERIALS

**VidaWool™ Plugs**  
Round plugs optimized for root growth and easy transitions.

**VidaWool™ Blocks**  
Ready to go right from the box — no mixing, filling pots, or other messy, time-consuming processes.

**VidaWool™ Slabs**  
Pre-cut plant holes eliminate guesswork and reduce labor.

**Hydro-Xtend™**  
Water Dispersion Technology  
Hydro-Xtend™ technology evenly distributes water and nutrients at every stage.

**GET GROWING!**

**CONTACT US**

# CONTACT US

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These guidelines should answer most of your questions about branding. For specific inquiries, questions, and training, please contact:

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**vidaWool**<sup>TM</sup>  
Made by Owens Corning<sup>®</sup>