

woodura®

— Brand guide lines

# Real wood but stronger

Woodura is a reinforced wood surface created by fusing a thin sheet of wood with a powder mix layer. The powder mix perfectly fills up the natural openings of the wood, enhances the wood appearance and creates a surface significantly stronger than traditional solid oak.

## Tagline

The Tagline is an expressive line that dramatizes the benefits of the Woodura brand. The Tagline should always be used as a standalone phrase and never in body text.

**Real wood but stronger**

## Byline

The Woodura byline describes the technology that the brand refers to. Whenever possible, the byline should accompany the word mark in all marketing and promotion materials.

**Reinforced wood surface**

# Woodura® brand — a quick guide

This quick guide answers the most commonly asked questions concerning use of the Woodura trademark.

For complete guidelines, please contact the brand manager: [brandmanager@valinge.se](mailto:brandmanager@valinge.se)

## Where to apply the trademarks

The Woodura trademarks (word mark and figure mark) should be applied on licensees' marketing material, such as:

- advertisements
- installation instructions
- packaging
- point-of-sale materials
- product brochures
- websites
- press releases

## Woodura word mark

- Should neither be used as a noun nor verb
- Must always be spelled with a capital letter "W"
- Should be accompanied by the appropriate trademark symbol, ® or ™, in superscript at the first and most prominent use
- Should be accompanied by the Byline "Reinforced wood surface" or similar generic term at the first and most prominent use
- Should not be translated

## Woodura figure mark (logo)

- Primary (black) version must always be placed on a solid white background
- Secondary (white) version must always be used when placed on colored backgrounds or image
- The design of the figure mark must not be altered
- Appropriate white space must surround all sides of the figure mark

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Woodura figure mark

## Woodura trademarks with licensee products

- The Woodura trademarks (word mark and figure mark) must not be used as an integrated part of other trademarks or product names
- The Woodura figure mark must always be secondary to the licensee's own house marks on a product, packaging, collateral, etc.
- The combination mark should be between 25-75% of the size of the licensee's own house mark, but never smaller than minimum allowed size

The Woodura® word mark

# Woodura® word mark

## Trademark symbol

Properly designate (with ® or ™) the Woodura word mark at the most prominent use (e.g. a headline) and again on the first occurrence in every copy.

	EU	US	China	Japan	ROW
Symbol:	®	™	™	™	™

## Byline

Upon first and most prominent uses on any given marketing piece such as brochures, packaging, websites etc., the Woodura word mark must be followed by the byline “reinforced wood surface” or similar generic phrase that emphasizes the particular type of technology the word mark refers to:

### Correct:

A flooring with Woodura® reinforced wood surface.  
A flooring with the Woodura® surface technology.

In cases where it is impractical or impossible to use the byline or any other secondary phrase after the Woodura word mark, the byline may be omitted by the licensee.

## Never spell with lower-case letter

### Incorrect:

woodura® surface technology.

## No possessives

### Incorrect:

Woodura’s properties make floors more resistant to dents.

## No hyphenations

### Incorrect:

Woodura-featured floors can be produced with less raw material compared to traditional wood flooring.

## Use with respect

Consistent and appropriate use of the Woodura trademark benefit all Woodura licensees. Thus, don’t use Woodura in a negative or any other damaging manner.

### Correct:

Woodura® surface technology.

### Correct:

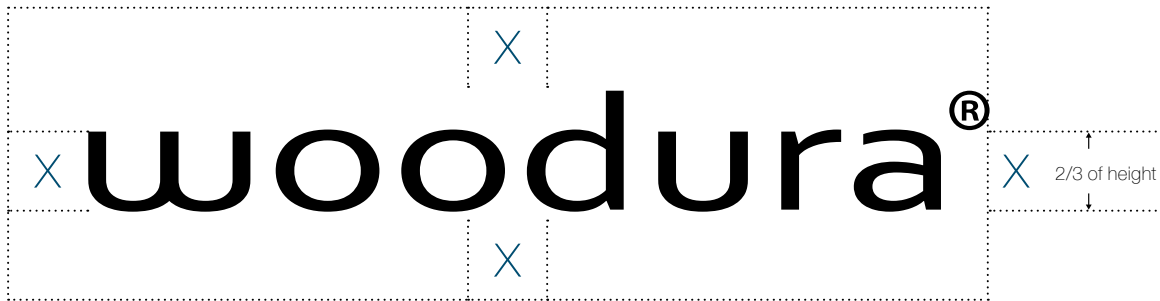
The properties of Woodura® make floors more resistant to dents.

### Correct:

Floors featuring Woodura® can be produced with less raw material compared to traditional wood flooring.

The Woodura® figure mark

# Woodura® figure mark



## Clear space

Clear space is the area surrounding the figure mark that must be kept free from other graphic elements and logos. The minimum required clear space is defined by the measurement “X”, as illustrated above. This measurement equals approximately 2/3 of the height of the figure mark.

## Versions

The primary (black) version should be used on white background only. When applying the logo on top of colored backgrounds or images, use the secondary (white version).

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Primary version



Secondary (white) version on colored background

## Size

The minimum height should not be less than 5 mm.

## Incorrect usage



Applying other colors

Applying artistic filters,  
such as drop shadow



Disproportionately stretching, rotating, or distorting



Using the primary version on colored background

# Licensee dominant communication

Licensee dominance is when the licensing company owns and/or heavily influences the communication experience, thereby gearing the design towards the visual identity of its own brands. As a licensee of the Woodura® trademark, you must follow the guidelines below to ensure that the Woodura brand integrity and consistency are maintained.

## Use of trademarks (word mark and logo)

The use of the Woodura word mark and logo must comply with the guidelines as stated elsewhere in this document.

To ensure that Woodura is perceived as a separate trademark owned by Välinge Innovation, the Woodura word mark and figure mark must not be used as an integrated part of other trademarks or product names.

## Byline

Whenever possible, the byline should accompany the word mark upon first and most prominent use in all marketing and promotion materials.

## Byline: Reinforced wood surface

## Proper Trademark Notice and Attribution

Whenever the Woodura trademark is used in a particular piece, it must be attributed with an appropriate footnote. The recommended footnote below generally appears at the end of a technical document, on the back of a package or at the bottom of a press release or website.

**The Woodura® word mark and logo are registered trademarks owned by Välinge Innovation AB and any use of such marks is under license.**

## Web

The Woodura wordmark and logo must feature at least once on websites that present applications featuring the technology.

## Linking

When the Woodura trademark is used on a website other than the official domains ([www.woodura.com](http://www.woodura.com) or [www.valinge.se](http://www.valinge.se)), a link to the official domain must be included. The linking should be done in a way that is fair and legal and does not damage the Woodura reputation or take advantage of it. You must not establish a link in such a way as to suggest any form of association, approval or endorsement by Välinge where none exists.

## Naming

Don't use the name Woodura in your domains, websites, social media accounts, apps or other digital channels without permission from Välinge.

## Product packaging

The Woodura logo must be applied on all product packaging and should:

- be secondary to the licensee's own house marks
- preferably be between 25-75% of the size of the licensee's own house mark, but never smaller than minimum allowed size

