



# BRAND GUIDELINES

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N-Hance Canada’s brand is one of the company’s most valuable assets. Consistent use of approved branding, messaging, and marketing materials across the network is essential to maintaining brand recognition, customer trust, and the overall strength of the network.

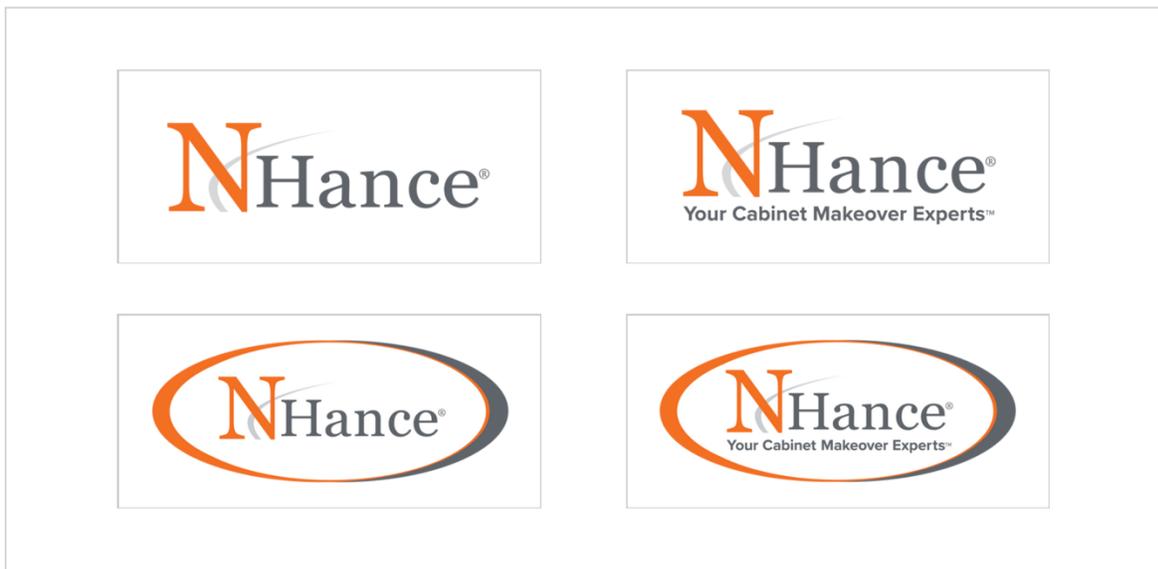
These Brand Guidelines & Standards are designed to ensure a unified and professional brand presence while empowering franchisees to execute marketing at a local level. All marketing materials, digital assets, and public-facing communications must align with these standards. Deviations, unauthorized modifications, or use of unapproved assets can weaken brand equity and are not permitted.

### Approved Logo’s

The N-Hance logo is required in all marketing and public-facing materials. It must be presented and used exactly as provided and may not be altered in any way.

This includes, but is not limited to:

- Changing colors, proportions, or orientation
- Stretching, compressing, or distorting the logo
- Modifying or recreating the logo
- Adding effects such as shadows, outlines, gradients, or textures



In no instance should the N-Hance logo appear on any background other than white.

If you have an ad with a background colour or pattern, you must use the white oval as shown. Logos cannot appear on a background that is N-Hance orange or dark grey.



## Approved Tagline's

The current tagline for N-Hance is “Your Cabinet Makeover Experts®” However, we also permit the continued use of the previous tagline, “Wood Refinishing - Done Right®, on materials that already pre-exist. No other taglines may be used with the N-Hance logo or in reference to N-Hance.

**2024 to Present:** Your Cabinet Makeover Experts®  
**2023 & Earlier:** Wood Refinishing Done Right®

## Mark's

Use of the N-Hance® marks. Commercial symbols & other indicia of the N-Hance name must be within N-Hance guidelines.

The ® symbol must appear by the following at least once in every display.

- N-Hance®
- Your Cabinet Makeover Experts®
- N-Hance Wood Refinishing®
- Lightspeed®
- Rethink Refinishing®

## Spelling & Font

Besides the logo itself, the spelling of N-Hance is spelled using the hyphen 'N-Hance' and must be spelled this way across venues. In the scenarios such as platform limitations where the hyphen character is not permitted 'NHance' is acceptable. The 'N' and 'H' must always be capitalized. Unless otherwise approved, the font for all ad copy must be as followed.



**Headlines & Subtitles:** Proxima Nova Bold  
**Body Copy:** Proxima Nova  
**Accent Copy:** Proxima Nova Semibold Italic  
**N-Hance Logo:** Adobe Garamond Italic

## Brand Colours



PMS 165C  
 #F37021

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C = 0  
 M = 70  
 Y = 100  
 K = 0

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R = 255  
 G = 103  
 B = 31



PMS Cool 9C 100%  
 #606269

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C = 30  
 M = 22  
 Y = 17  
 K = 57

---

R = 255  
 G = 103  
 B = 31



PMS Cool 9C 26%  
 #C9CACD

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C = 30  
 M = 22  
 Y = 17  
 K = 57

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R = 117  
 G = 120  
 B = 123

## Approved Marketing Material

All marketing materials used by N-Hance franchisees must be approved and compliant with N-Hance Canada brand standards. This includes, but is not limited to, digital ads, print materials, social media graphics, email templates, signage, and promotional items. Approved marketing collateral, templates, and assets are provided by N-Hance Canada to ensure consistency, professionalism, and brand integrity across all territories. Franchisees may not create or distribute custom marketing materials without prior approval from the corporate marketing team. Use of unapproved, outdated, or modified materials is not permitted.

### Where to Access Approved Marketing Materials

Approved marketing materials, including logos, flyers, brochures, business cards, signs, banners, digital assets and other promotional resources, can be accessed through the N-Hance Canada Central Resource Centre

### Requesting Custom Marketing Materials

Franchisees can request local customization of existing resources as well as fully custom resources through the NCC Resource Centre

## Uniform

Franchisees, including their employees, who meet with the public must be dressed professionally with a neat and clean approved N-Hance shirt prominently bearing the approved N-Hance logo when visiting any customer location.

### Shirts

- All Uniforms must be white, dark grey, navy or black.
- All shirts must have sleeves (short sleeves) and collars.
- Several styles are approved: long or short sleeve button-up, and polo-style
- The N-Hance Logo badge is not approved for apparel



### Slacks

Slacks must be black, grey, navy or khaki in colour. Longer styled slack shorts in the summer are also approved in black, grey, navy or khaki are also approved.

Jeans or denim of any kind is not approved.

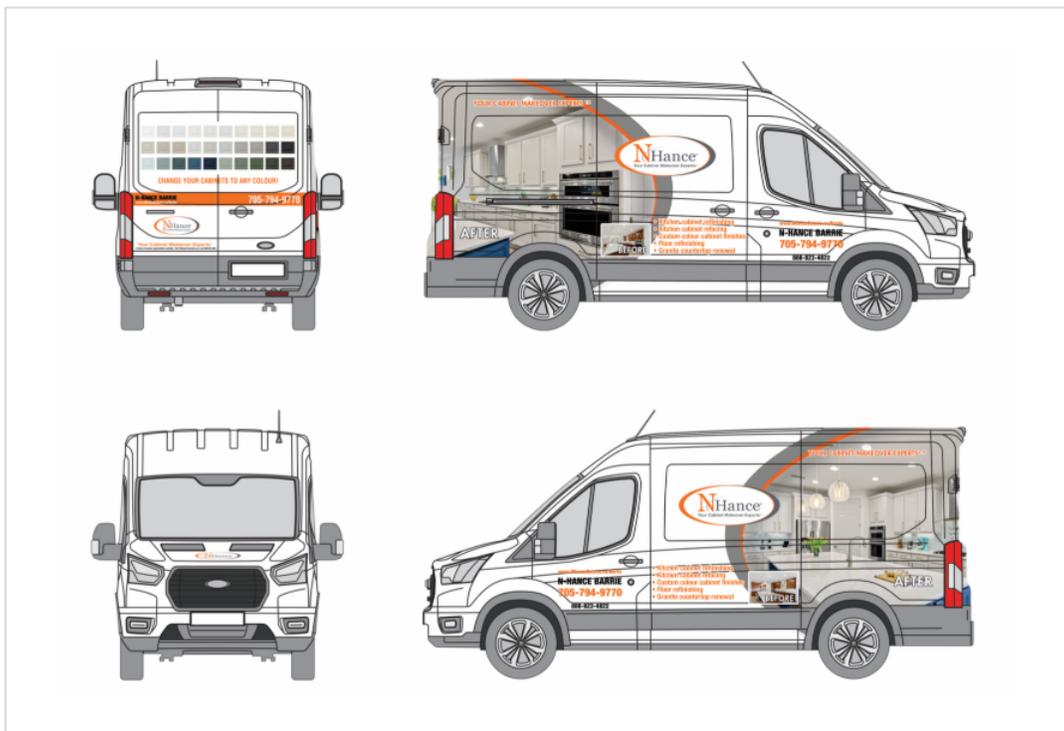
### Hats

If you choose to wear hats when meeting with the public, they should be clean and in good condition and either white, navy, black or khaki and display an approved N-Hance logo. No other hats are approved.

## Vehicle Graphics

All vehicle graphics, wraps, decals, and general branding and signage used on franchise vehicles must comply with N-Hance Canada brand standards and utilize only approved designs. Vehicle graphics are a highly visible representation of the N-Hance brand and must remain consistent across the network to ensure professionalism, brand recognition, and customer trust.

Franchisees may not design, modify, or apply custom vehicle graphics without prior approval from the N-Hance Canada corporate marketing team. Approved vehicle graphic layouts, specifications, and installation guidelines are provided to ensure proper application and consistency.



## Promotions/Coupons

You must honor all coupons/promotions put into circulation for your franchise. The following information, at a minimum, should appear on all coupons:

- Offer/Discount
- N-Hance Name and/or Phone Number
- Markets the coupon is valid in (Offer valid only in x market)
- Expiration Date (xx/xx/xx)

### Disclaimers

All coupons should contain basic/standard disclaimers. Some standard disclaimers include:

- Not Valid with Any Other Offer
- Minimum Charges May Apply
- Subject to Availability

## Events and Home Shows

Franchisees who purchase banners, retail kiosks, or other displays are required to show the N-Hance logo, their serving area, and the phrase “Independently Owned & Operated”. Items must meet the standards of the Advertising Rules & Guidelines and be displayed only in owned territories.

- N-Hance home show displays should clearly state the following:
- The company name: N-Hance® and Franchise service area
- The N-Hance tagline: Your Cabinet Makeover Experts® or Wood Refinishing - Done Right. ®

N-Hance Home show displays must have a professional, attractive appearance. No homemade signs or sloppy displays are approved. NHI retractable banners are great assets for home show displays. It is also recommended to bring sample cabinet doors to exemplify the before and after N-Hance process.

All N-Hance representatives at the booth must be respectable and clean in appearance. The N-Hance uniform is required with the logo clearly visible.