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CertaPro Painters® is North America’s Most Referred Painting Company®. CertaPro Painters® recognizes that “Painting is Personal®”, whether it’s a large commercial project or a residential home. As such, CertaPro Painters® has brought “Certainty” to the painting experience. CertaPro Painters® customers know that they are working with professionals who respect their businesses and homes.

Commercial and residential painting is an estimated $40 billion industry in the U.S. and Canada. Paint isn’t just an aesthetic improvement, it’s a necessity that protects people’s largest investments (their businesses and homes). CertaPro Painters® has a competitive edge in the painting industry because we operate throughout North America, make substantial investments in marketing, and provide our franchisees with a comprehensive training program. CertaPro Painters® is North America’s largest international, full-time, full service, year-round painting franchise. CertaPro Painters® has over 350 franchisees throughout the U.S. and in Canada.

**HISTORY**

In 1971, Cameron Greig Clark and his partner, Stewart, founded Stewart & Clark Painting in Thunder Bay, Ontario, Canada. In 1972, they changed the name of this company to College Pro Painters and in August of 1975, incorporated as College Pro Painters Limited in Ontario, Canada. In 1978, College Pro Painters Limited expanded into the United States and formed a subsidiary, College Pro Painters (U.S.) Ltd. ("College Pro"). College Pro’s operations were seasonal and generally limited to offering exterior painting services for single family homes and small residential buildings. All franchises and company-owned outlets were run entirely by college students or college age individuals with assistance from College Pro. College Pro decided in 1991 to expand its operations and formed CertaPro Painters® to offer a full range of interior and exterior painting and decorating services throughout the United States. CertaPro Painters® was incorporated in Massachusetts on December 18, 1991. CertaPro Painters® parent is FS Brands, Inc., formerly TFC Brands, Inc.
IN A WORLD OF INCREASINGLY LITTLE OR NO CERTAINTY, CERTAPRO PAINTERS® DELIVERS CERTAINTY ONE JOB AND ONE EXTRAORDINARY CUSTOMER EXPERIENCE AT A TIME.
TO CONSISTENTLY DELIVER EXTRAORDINARY EXPERIENCES®
Always deliver what we promise.
With CertaPro Painters® you’ll never be surprised. You can be assured that we will always deliver superior service that is on time and on budget.

Respect the individual.
We are a company with a culture of respect. Respect for our employees. Respect for our franchisees. Respect for our customers.

Have pride in what you do.
We are painting experts. To that point, we take personal pride in all of our work.

Practice continuous improvement.
We believe there is always room to improve how we paint a home or business; how we communicate with our customers; how we build relationships.
Brand Mission

TO PROVIDE OPPORTUNITIES FOR GREAT PEOPLE TO BUILD BIG PROFITABLE PAINTING OPERATIONS THAT ACHIEVE CONSISTENT MARKET PENETRATION THROUGH EXTRAORDINARY EXPERIENCES
Creating extraordinary brand experiences is our differentiator.
Our reputation is based on certainty. We approach our work as providing one extraordinary painting experience at a time.

We put the customer at the center of everything.
We pay attention to competition but it is secondary to what customers want.

We are pivoting to make our workforce brand distinctive.
Workforce is as much an element of our brand marketing as being customer-centric is.

We are built on pillars of trust earned over many years.
We must show character of meaningful integrity and honesty, competency both in painting itself and superb communication at all times, and a common sense of purpose and vision with our customers’ spoken wishes and needs.

We make things easy, not hard.
We must remove obstacles for consumers in the purchase and delivery process. Every process can be improved.

We strive to create customers for life.
Repeat business is the most important source of business.

We constantly seek to have a modern look and feel.
In a world where consumers have unlimited choice, we need to compete for attention.

Simple solutions are the best.
Many small advantages are as good as one big advantage, as evidenced by the power of A/B testing and continuous improvement.

We seek to understand the best truth at the time, and that these truths can change.
Knowing when to change is key—not too soon and not too late.

Data and personas drive where the brand is going.
Data helps inform where investments are made.

Our brand must be discoverable.
Mobile-social-local become continuously more important drivers of our marketing methods. Content has become critical to successful marketing.
Our North Star is a distillation of CertaPro Painters®’ content approach, which speaks to our primary audiences and informs all content creation.

Our content expresses the certainty we stand for: a commitment to your time, peace of mind, and pride of place.

*We Do Painting. You Do Life.*™

CertaPro®’s content themes inform the language across the content ecosystem and are not exclusive to just one channel or one audience.

These themes include:
1. Inspiring care and pride of place
2. Helping customers feel prepared for a CertaPro® experience
3. Revealing how and why CertaPro® is a trusted source
Here are examples of words matching our Brand Voice to demonstrate our Brand Content North Star in action.

<table>
<thead>
<tr>
<th>WE SAY:</th>
<th>WE DON'T SAY:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Painting Project</td>
<td>Paint Job</td>
</tr>
<tr>
<td>Personalized</td>
<td>Standard</td>
</tr>
<tr>
<td>Home</td>
<td>House</td>
</tr>
<tr>
<td>Experts</td>
<td>Pro</td>
</tr>
<tr>
<td>Extraordinary</td>
<td>Customary</td>
</tr>
<tr>
<td>Consistent</td>
<td>Regular</td>
</tr>
<tr>
<td>Satisfied</td>
<td>Ok</td>
</tr>
<tr>
<td>Trusted</td>
<td>Believed In</td>
</tr>
<tr>
<td>Interior</td>
<td>Inside</td>
</tr>
<tr>
<td>Exterior</td>
<td>Outside</td>
</tr>
<tr>
<td>Color</td>
<td>Shade</td>
</tr>
<tr>
<td>Value (Relationship)</td>
<td>Appreciate</td>
</tr>
<tr>
<td>Bring/Add Value</td>
<td>Transact</td>
</tr>
<tr>
<td>System</td>
<td>Method</td>
</tr>
<tr>
<td>Written</td>
<td>Noted</td>
</tr>
<tr>
<td>Services</td>
<td>Resources</td>
</tr>
<tr>
<td>Crew</td>
<td>Group</td>
</tr>
<tr>
<td>Estimate</td>
<td>Quote</td>
</tr>
<tr>
<td>Process</td>
<td>Procedure</td>
</tr>
<tr>
<td>Enhance</td>
<td>Improve</td>
</tr>
<tr>
<td>Measure</td>
<td>Judge</td>
</tr>
</tbody>
</table>
Logo Introduction

The CertaPro Painters® logo is intellectual property owned by Certa ProPainters, Ltd., and is used for marketing and communication. To strengthen CertaPro Painters® presence in the marketplace, we must unify our marketing communications so that every impression we make, electronically or in print, is consistent and professional.

The CertaPro Painters® logo:
- Embodies CertaPro’s “identity” and assures customers of our five star service
- Features a bold and confident “CertaPro Painters®” set in a unique and modified font.
- Is carefully proportioned to work at small and large sizes in all advertising and marketing— web and print.

You must follow guidelines for use to ensure that the logo retains its impact as the official mark of the Brand of Certainty®.

The logo elements:
- Should NEVER change color
- Should NEVER be distorted
- Should NEVER be used in any way other than the following guidelines allow
Consistency is one of the most important aspects of brand image maintenance. The CertaPro Painters® logo shown on this page is the only acceptable format for use in all communications. It is imperative that in all communications the logo be used only as shown in these guidelines.

REQUIRED FORMAT OPTIONS

REQUIRED FORMAT WITH TERRITORY NAME

Helvetica Neue 77 Bold Condensed, all caps. Pt. size is dependent upon territory name length. Text should line up with the “s” in Painters.

FAVICON

Requires a Registration symbol in any use.
REQUIRED FORMAT WITH TAGLINE
The CertaPro Painters® logo shown with the words Residential, Commercial, Interior and Exterior is the only acceptable tagline for use in communications.

REPRESENTATION OF LOGO

Helvetica Neue 35 Thin 11 pt.

REQUIRED FORMAT WITH 800 NUMBER AND URL
The CertaPro Painters® logo should be used with the 800-GO-CERTA phone number outdoors or in any instances where a customer would otherwise not have an opportunity to write down the numbers.

REPRESENTATION OF LOGO

The CertaPro Painters® logo should be used with the 800-462-3782 phone number in any non-outdoor instances and in all printed marketing materials.

REPRESENTATION OF LOGO
The required use of the CertaPro Painters® logo in most applications is in two colors using PMS 185 C and black. See the guidelines below for correct usage on white, red or black backgrounds.

As seen in the below samples, the stars in the CertaPro Painters® “star bar” portion of the logo must always remain white.

**APPROVED USAGE: TWO COLOR LOGO ON WHITE**

![Two color logo on white](image)

**APPROVED USAGE: TWO COLOR LOGO ON “CERTAPRO® GOLD”**

![Two color logo on gold](image)

**APPROVED ALTERNATE USAGE: TWO COLOR LOGO ON BLACK**

![Two color logo on black](image)

The CertaPro Painters® logo will, at times, need to be used in one-color applications. In these cases, ALWAYS use PMS 186 C (Red), black or white. Samples shown below.

**APPROVED ONE COLOR USE**

![One color logos](image)
The following are examples of unacceptable uses of the CertaPro Painters® logo and are never to be put into practice. For proper uses of the logo please see the “Logo: Core Usage” section of this manual.

Do NOT change the color of the logo in any way

Do NOT use the logo without the registration mark (®)

Do NOT use the logo in a repeat pattern

Do NOT alter the size relationship of the star bar and wordmark

Do NOT show remove or alter the stars

Do NOT stretch the logo in any way so as to distort it

Do NOT alter the shape of the logo in any way so as to distort it

Do NOT rotate or flip the logo from its proper position
Most CertaPro Painters® marketing collateral include the color, CertaPro Gold. Marketing materials should be printed offset using four-color process, CMYK. When printing material, we recommend using the G7 Calibration in your printing software.

The CMYK Color breakdown is the true color for “CertaPro® Gold.” Whenever possible, please use CMYK for the best color match.

“CertaPro® Gold” FORMULAS

<table>
<thead>
<tr>
<th>CMYK</th>
<th>C 0  M 30  Y 100  K 0</th>
</tr>
</thead>
</table>

PMS 143 C
This is the preferred Pantone Color to match “CertaPro® Gold.” Whenever possible, CertaPro Painters® printed materials should be printed on white coated paper stocks.

PMS 123 C
This is the preferred Pantone Color to match “CertaPro® Gold for vehicle wraps.

PMS 115
PMS 115 U used on white uncoated paper creates an acceptable match to PMS 143 C in most instances.

RGB
R 253  G 185  B 19

HEX
#fdb913
Other colors used in Marketing materials include the colors outlined below. Provided below is the CMYK, PMS, RGB and HEX color values. Marketing materials should be printed offset using four-color process, CMYK.

**“Star Bar Red” FORMULAS**

<table>
<thead>
<tr>
<th>CMYK</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>C 15</td>
<td>R 210</td>
</tr>
<tr>
<td>M 100</td>
<td>G 35</td>
</tr>
<tr>
<td>Y 100</td>
<td>B 42</td>
</tr>
<tr>
<td>K 0</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PMS 185 C</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>#d2232a</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PMS 185 U</th>
</tr>
</thead>
</table>

**ADDITIONAL HEX WEBSITE COLORS FOR certapro.com**

<table>
<thead>
<tr>
<th>HEX</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1f1f1f</td>
<td>#f4f4f4</td>
</tr>
<tr>
<td>#333333</td>
<td></td>
</tr>
</tbody>
</table>
LOGO, COLOR, FONTS

Required Fonts

As a rule and wherever possible, use Helvetica Neue. It’s a clean, modern sans-serif typeface that works well for display, copy, body text and everything between. Its clean confidence makes it ideal for all design - print, web, video, presentations, events, etc.

HELVETICA NEUE 35 Thin
HELVETICA NEUE 45 Light
HELVETICA NEUE 55 Roman
HELVETICA NEUE 65 Bold
HELVETICA NEUE 75 Bold
HELVETICA NEUE 85 Heavy
HELVETICA NEUE 95 Black

HELVETICA NEUE 47 Light Condensed
HELVETICA NEUE 57 Condensed
HELVETICA NEUE 67 Medium Condensed
HELVETICA NEUE 77 Bold Condensed
HELVETICA NEUE 87 Heavy Condensed
HELVETICA NEUE 97 Black Condensed

The required sans-serif font for use in correct CertaPro Painters® materials is various weights and styles within the Helvetica Neue family. In addition to any CertaPro Painters® website listing, any CertaPro Painters® phone number listing is always Helvetica Neue Black.

Always use the same fonts as Mac where possible. If not possible, use the sans-serif font family Helvetica. As a backup font, please use Arial.
LOGO, COLOR, FONTS

Website Font Guide

The preferred font is Helvetica Neue in the formats listed below. Refer to page 21 for more information on Helvetica Neue. If Helvetica Neue is unavailable, please use Arial or a Sans-Serif.

**Header 1**
Helvetica Neue 35 Thin, 40, #333333, Tracking 60

**Header 2**
Helvetica Neue 35 Thin, 30, #333333, Tracking 60

**Header 3**
Helvetica Neue Regular, 16, #333333

**HEADER 4**
Helvetica Neue Regular, 16, #333333, Tracking 40, All Caps

**Header 5**
Helvetica Neue Bold, 16, #333333, Tracking 60, Local Pages

**Header 6**
Helvetica Neue Medium, 16, #333333, Tracking 60

**Header 7**
Helvetica Neue Bold, 14, #fdb913

**Header 8**
Helvetica Neue Bold, 14, #fdb913, Tracking 40

**Header 9**
Helvetica Neue Regular, 14, #fdb913, Tracking 40

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**Body Copy**
Helvetica Neue Regular, 16, #333333, Tracking 60

**Body Copy 2**
Helvetica Neue Regular, 14, #333333

**Quote**
Helvetica Neue Light Italic, 18, #333333, Tracking 60

**Phone #**
Helvetica Neue Heavy, 16, #333333

**Email**
Helvetica Neue Bold, 13, #333333

**Address**
Helvetica Neue Regular, 13, #333333
REQUIRED FORMAT OF 800 NUMBER
The CertaPro Painters® 800-GO-CERTA phone number should only be used outdoors or
in any instances where a customer would otherwise not have an opportunity to write down
the numbers.

The format must be listed exactly as seen below, using only dashes between the letters and
numbers. Also note that GO-CERTA should never be combined into one word: GoCerta.

800-GO-CERTA
800-462-3782
The font used in all materials for our phone number is always Helvetica Neue 95 Black

REQUIRED FORMAT OF THE WEBSITE
The CertaPro Painters® URL is always written as: certapro.com.

certapro.com
The font used in all materials for our website is always Helvetica Neue 95 Black

REQUIRED FORMAT OF LOCAL WEBSITE
The CertaPro Painters® local URL is always written with the name of your Territory as provided in
your Franchise Agreement. We have two ways to list the website, shown below:

turfname.certapro.com

certapro.com/turfname

For Example: oaks.certapro.com or certapro.com/oaks

The font used in all materials for our website is always Helvetica Neue 95 Black

REQUIRED FORMAT OF SIGNS AND VEHICLES
The CertaPro Painters® URL is always written as: CERTAPRO.COM.

CERTAPRO.COM
The font used in all materials for our signs and vehicles is always Helvetica Neue 95 Black
Local Phone Numbers

**RESIDENTIAL REMOTE CALL FORWARD**

CertaPro Painters® requires all local phone numbers used in advertising and marketing materials to be Remote Call Forwarded (RCF) to our Call Center, by the signing of a Power of Attorney in favor of Certa ProPainters, Ltd.

Local, non-RCF phone numbers, such as cell phone and office numbers, may be published on the following consumer marketing pieces: business cards, letterhead and proposals only if the 800-462-3782 phone number is also present.

**COMMERCIAL REMOTE CALL FORWARD**

CertaPro Painters® requires all commercial local phone numbers used in advertising and marketing material to be Remote Call Forwarded (RCF) to one phone number of choice for your business, by the signing of a Power of Attorney in favor of Certa ProPainters, Ltd.

**Important note:** this phone number does not route to the call center. When the Commercial Services Addendum is signed, this phone number is at no additional cost to the franchise. Refer to the Franchise Agreement for more information. If franchisees need one of these forms, they should contact their RMM/GM directly.
Typography is a powerful design element of the CertaPro Painters® brand. When used effectively, the right font commands attention, elicits emotions, and above all, creates a voice. It’s why typography is such an essential component of our brand’s visual identity. Typography is used in all CertaPro Painters® communications – print, web, email and video.

Typography is, quite simply, the art and technique of arranging type. Color, spacing, weight, size and hierarchy are all variables when it comes to designing typography. Typography should be applied when using impact words or statements.

We recommend using all versions of the Helvetica Neue font suite. The required typeface in all typography should conform to the CertaPro Painters® font guidelines - Helvetica Neue (page 18).
Photography chosen should tell the story of CertaPro Painters® – before, during, and after. The photographs should communicate the emotion of our service, painting. We prefer that the photography shown in our marketing collateral to show our people (painters/staff/customers) whenever possible.

Our photography library can be accessed via Dropbox. Please contact your Regional Marketing Manager and/or the CertaPro® Marketing Team for access. Images should be first accessed there. If you need additional photos, we ask that you use a stock photography website and seek approval from the CertaPro® Marketing Team.

**IMAGE RESOLUTION**

Images for print should be at least 300 DPI at full size (recommend PDF or TIFF).

Images for digital communication should be 72 DPI at full size (recommend JPG or PNG).

**WEBSITE PHOTOGRAPHY**

Franchisees should capture local photos of their painting projects with a signed Photo Release Form. We know local photos provide true authenticity to the business, showing home styles and commercial buildings from the local community.

Your local website accommodates both “before/after” photos and “after” or inspiration photos. The photos taken should represent the brand and show the transformation of paint.

In all photos, the jobsite should always appear clean, professional and safe (following OSHA guidelines). Painters must be wearing appropriate clean CertaPro Painters® branded apparel (i.e., white painter pants, CertaPro® white or gold painter shirt and steel toe boots).

We recommend using natural light when capturing the photo. Only clear photos with at least 72 DPI will be placed online. Please reference the Local Website Photography Guide for tips on how to capture the best photos.
With more and more communications being done using video, it is important to make sure that there is a brand approach to the videos we create. All videos created outside of the internal department require approval from the CertaPro® Marketing Team prior to release.

**TONE:** All videos should convey the story of CertaPro Painters® and highlight our service of painting. Videos should communicate the emotion of our service (painting) and speak directly to the intended audience. Videos should tell the story of CertaPro® – the transformation phases of before, during, after.

**LANGUAGE:** Content for the video should match our brand voice and communicate to our audience. All video scripts must have approval from the CertaPro® Marketing Team prior to filming.

**INTRO/OUTRO:** Use the CertaPro Painters® logo with minimal animation at the beginning and/or end of the video.

**COLORS:** All colors for the video graphics conform to the CertaPro Painters® color guidelines and cannot be changed or modified. We prefer a white or light gray background if words are shown.

**GRAPHICS:** Additional video graphics should appear as flat vector icons with minimal, modern animation. No cartoon-style animation is allowed.

**TITLES:** We have two requirements for name titles. To show a title of a corporate staff employee, it must read as the following:

“Joe Smith, Certa ProPainters, Ltd.” or “Joe Smith, CertaPro®”

To show a title of a franchise owner and/or staff, it must read as the following:

“Joe Smith, CertaPro Painters® of <<territory name>>”

**LOGO USE AND ANIMATION:** Any movement of the CertaPro Painters® logo should be simple and tasteful. We prefer minimal, clean and modern animation. The logo can be faded in or out and can within reason move on and off screen. Having our logo spin or build in segments is not permitted. Logo use must follow the CertaPro Painters® guidelines (page 12).

**APPAREL:** All CertaPro Painters® franchise owners and/or staff members must wear appropriate, clean branded apparel in the video. Steel boots are required for painters.

**FONTS AND TYPOGRAPHY:** The recommended typeface should conform to the CertaPro Painters® font guidelines - Helvetica Neue (page 18). Typography should be applied when using impact words or statements.

**MUSIC:** The chosen music should complement the video’s theme and requires approval. Our recommended tempo ranges from moderate to lively and should evoke a mood of excitement, inspiration and sophistication. Our preferred genre is easy listening. We recommend purchasing music tracks from royalty-free websites.

**VOICE OVER:** Professional voice over talent should be used when ever possible. It is okay to use either male or female talent. Voice should exude confidence, friendliness and certainty.

**DISCLAIMERS:** All videos must follow our Brand Protection Requirements (page 33).
DIGITAL

Website Overview

LOCAL WEBSITES
The templates for all local CertaPro Painters® websites are done through a content management system. Our approved DMV vendors can customize your local website for optimum results. DMVs are approved to make content updates to our local franchise websites and to provide ongoing SEO, PPC, display ad campaign and social media community management support and optimization.

Digital advertising campaigns for advanced programmatic ads, paid social media ads, streaming radio and other digital marketing channels will be conducted and rolled out on a test basis.

LANDING PAGES
As part of an ongoing A/B test, we are constantly testing our homepage and interior pages against landing pages to monitor performance and increase conversions. An example of one of our social media landing pages can be found here: https://certapro.com/landing/facebook/

The template is already built in our content management system and the content and imagery can be easily swapped out with unique, localized content.

REMARKETING ADS
Remarketing ads are supplied to all digital vendors on quarterly basis from the CertaPro® Marketing Team. If a franchisee requires a custom ad, the ad should be created in-house and/or created by or approved by the CertaPro® Marketing Team.

IP TARGETING
IP targeting has been tested to work in conjunction with a direct mail campaign to target the same household receiving a printed direct mail piece with digital banner ads. Direct Mail Vendors are approved to work on IP Targeting Ads.

Before launching an IP targeting digital banner campaign, please reach out to the CertaPro® Marketing Team for the proper tracking URL to use to track your campaign’s performance.
3rd Party Lead Generation Websites

3rd party review and lead generation websites continue to enter the home services industry. As they do, our corporate team will continue to forge new relationships with these vendors. It is important for each franchisee to have their own, localized presence on each of these sites in order to maximize their regional exposure.

APPROVED WEBSITES
Below is a listing of the most common 3rd party review and lead generation websites where franchisees should have a presence:

- Yelp
- Angie’s List
- HomeAdvisor
- HOUZZ
- Better Business Bureau

If there are other 3rd party websites of interest to a local franchise business, please discuss it with your Regional Marketing Manager (RMM).

3rd PARTY WEBSITE LOGOS
Requests to use the approved third party vendor logo should be routed to the CertaPro® Marketing Team (or your RMM).

URL TRACKING
We are setup to track leads generated from external websites that refer traffic to our corporate and franchise websites. Our corporate marketing team has setup URL governance and standardized tracking tags to append to each URL on these sites pointing back to certapro.com. Please reach out to the CertaPro® Marketing Team for the updated 2018 list of tracking URLs.
Right message, right person, right device, right time -- this is the heart of Email Marketing. Consumers expect email communications from our brand, and we support including regularly scheduled Email Marketing campaigns as part of your annual marketing strategy.

While a new Email Marketing platform is being created, we encourage you to reach out to your RMM for more details if you want to send out a local email to your Previous Customers (PCs). The CertaPro® Marketing Team does send out emails to PCs on a seasonal basis.

**EMAIL TEMPLATE STANDARDS**

Below is a list of items that **must be** included in all CertaPro Painters® emails. Items #2-4 are typically placed in the footer of the email template.

1. CertaPro Painters® Logo
2. Brand Protection Requirements (page 33)
3. Address (Corporate or Local)
4. Unsubscribe Text: “If you do not wish to receive future emails, please click here to unsubscribe.”
5. License/Registration Number

Below is a list of optional, but recommended options to include in any local email templates.

1. Offer (page 34)
2. Photography - provided to Vendors by Creative Team
3. Content/Articles - provided to Vendors by Content Team
DIGITAL
Social Media

CertaPro Painters® maintains a presence on multiple social media channels including:

- Facebook
- Instagram
- LinkedIn
- Pinterest
- Twitter
- YouTube

PROFILE IMAGES
All profile images for the social media platforms listed above can be found on CertaProStore.com as a free download.

BEST PRACTICES FOR ONLINE REVIEWS AND REPUTATION MANAGEMENT
We encourage every franchise owner to create and manage their own social media profile, starting with a local Facebook Page, creating new content that is relevant to their local audience. The CertaPro® Marketing Team manages a content calendar to distribute seasonal and industry relevant information about our brand throughout the year. In 2018, the CertaPro® Marketing Team will post content on all local franchise Facebook pages, on their behalf.

This is also a great forum to interact with your audience and engage in a public conversation. This is where reputation management can help show new prospective customers how you deal with issues and problems that will arise in any service-based business.

Online reviews are CertaPro Painters® most visible representation of their reputation that create and reinforce positive attitudes towards the company.

SIMPLYREVIEWUS APP
The SimplyReviewUs app is available for all franchise owners and is a simple way for businesses to ask for reviews and for their customers to leave them. Few businesses know how to respond correctly to bad reviews, so they often leave them unaddressed. This app is equipped with a wizard that makes writing an appropriate response to any review a snap. Links to our preferred 3rd party websites and social media profiles are included, so for example, reviews and ratings can be added directly to your Yelp business profile or local Facebook page.

NPS REVIEW REQUEST INTEGRATION
At the close of the NPS survey, promoters now have the opportunity to copy and paste any of their comments to include it on their favorite review site, i.e., Google, Angie’s List, Home Advisor, Yelp. They are presented with icons that link directly to the local franchisee’s profile where they can paste their feedback and complete a review.

When franchisees close the loop with promoters in Clearview, there is the ability to ask promoters to post a review on social media sites. Editable email templates are provided with the franchisee’s social media links already built in.
MARKETING PROGRAMS

Direct Mail

All direct mail templates are supplied by the CertaPro® Marketing Team to our vendors. The Direct Mail Creative Suite includes bulk mail templates, prospect templates, postcards, envelope creative and IP Targeting Ads. Franchise owners should consult directly with their mail vendor on variable data and change requests.

LETTER REQUIREMENTS

Below is a list of all requirements in our 2018 CertaPro Painters® Direct Mail Templates. These elements should not be edited or removed.

1. CertaPro Painters® Logo
2. Gold “toolbar” at the top
3. Brand Protection Requirements (page 33)
4. Offer (page 34)
5. Icons
6. Overall Template Layout

LOCAL LETTER CHANGEABLES

In each template, the franchisee can edit any variable data that listed in <<blue>>. Direct Mail vendors will work with the franchisee on all variable data changes. All <<blue>> text must be changed to black for final print and distribution. Below is a list of the variable data options:

1. Franchisee’s Local Contact Information (Address and Name of the Franchise Owner)
2. Territory Name
3. Offers (page 34)
4. Photography – provided to vendors by creative team
5. License/Registration Number

DIRECT MAIL ENVELOPES

Please follow the guidelines listed below when ordering envelopes.

1. Envelopes should be produced in quantities to last for one season only
2. Two color envelope options = white envelope and “CertaPro Gold” envelope
3. Use Creative Supplied for Envelope Teasers
   a. Teaser color used must be to standard
   b. Envelope proofs must be approved ahead of production
BUSINESS CARDS
The required CertaPro Painters® business card is “CertaPro Gold” and must have rounded 1/8” corners. The two-sided card should include your headshot or a CertaPro Painters® image. One-sided cards are available with or without space for your headshot or a CertaPro Painters® approved image. Business cards must be ordered through certaprostore.com.

EMAIL SIGNATURES
Email signatures are a free download available through certaprostore.com. All email signatures should be displayed in “CertaPro Gold” and are available with and without space for a headshot. For mobile-friendly purposes, your contact information should be created above the email signature as text. This allows your contact information to be clickable via any mobile device.

After completing your new email signature from certaprostore.com, you will be able to download a jpg via a link provided immediately after you complete the ordering process. When downloading, please save to your computer, preferably in a place that is easily accessible. Step-by-step instructions to load your new email signature into your email can be found on certaprostore.com. If you have an issue with importing the signature into your email program, please contact the CertaPro Painters® IT Department.
Every job site painter, JSS, and manager must have a magnet, decal, or vehicle wrap on their vehicle, when parked on the job site!

WRAPPED VEHICLES
Vehicle wraps are provided only by Astley Gilbert Limited (formerly IDP Graphics). Vehicle wraps are customized by vehicle type and available in “CertaPro® Gold”. Consult with Astley Gilbert and/or your RMM for vehicle wrap options. Installation of vehicle wraps may be done locally.

SUBCONTRACTOR WRAPPED VEHICLES
All subcontractor wrapped vehicles must be in compliance with the policies and procedures of the CertaPro Painters® Subcontractor Wrapped Vehicle Program.

VEHICLE DECALS
Vehicle decals are sold only through certaprostore.com. CertaPro Painters® logo decals are also available for non-CertaPro Painters® vehicles. These decals can be used on subcontractor and painter/crew vehicles.

VEHICLE MAGNETS
Vehicle magnets are sold only through certaprostore.com.
MARKETING PROGRAMS

Radio & TV

**RADIO**
CertaPro Painters® has approved radio speaking points for use in all local and regional radio placement. These are available through FMS. Consult your RMM.

**TV**
CertaPro Painters® has 3 approved TV spots for use in all local and regional TV placement. The TV Spots are available through FMS. Consult your RMM.
Brand Protection Requirements

INDEPENDENTLY OWNED AND OPERATED

All CertaPro Painters® documents and marketing materials must have the following statement:

Each CertaPro Painters® business is independently owned and operated.

**IT MUST APPEAR AS:** Helvetica Neue 95 Condensed 10 pt on a standard 8.5x11" article

COPYRIGHT

All CertaPro Painters® documents and marketing materials must have the appropriate copyright information, featured horizontally only:

© 2018 All Rights Reserved. Certa ProPainters, Ltd.

**IT MUST APPEAR AS:** Helvetica Neue 95 Condensed 10 pt on a standard 8.5x11" article

License/Registration Numbers

Each franchise owner must ensure all advertising materials comply with all state licensing or registration requirements of his/her state.

Approval

Any content or creative produced outside of CertaPro®’s in-house Creative Team must be in compliance with these Brand Standards and must be approved by the CertaPro® Marketing Team in advance.
All CertaPro Painters® documents and marketing materials that include an offer or coupon must include the following statements in a font size that is legible.

*Offer applies to your residential painting project of <<$2,000>> or more. Must be presented at time of estimate. Not valid with other offers. Not valid on current estimates or proposals. Available at participating CertaPro Painters® businesses. Expires <<$12/31/18>>.

Variable data listed in <<<blue>> can be edited by the vendor or franchisee. If there is no expiration date, we must include the offer is for a limited time only. Below is a list of the most commonly requested offers.

- $100 Off Your Next Painting Project*
- $200 Off Your Next Painting Project*
- 10% Off Your Next Painting Project*
- 15% Off Your Next Painting Project*
- Free Color Consultation*
- Free Paint Upgrade*
- EZPay. Paint Now, Pay Later.** (see below)

If an offer is not on this list, you must submit the offer and disclaimer for approval by the CertaPro® Marketing Team.

**US EZPAY OFFERS**

Below is the required disclaimer supplied from Enerbank for any mention of EZpay. This is for US franchises only. Variable data listed in <<<blue>> and changes monthly.

6 Month:
*Loans provided by EnerBank USA, Member FDIC, (1245 Brickyard Rd., Suite 600, Salt Lake City, UT 84016) on approved credit, for a limited time. Repayment terms vary from 18 to 126 months. Interest waived if repaid in 180 days. <<<16.94%>> fixed APR, effective as of <<<01/01/2018>>>, subject to change. Interest starts accruing when the loan closes.

12 Month:
*Loans provided by EnerBank USA, Member FDIC, (1245 Brickyard Rd., Suite 600, Salt Lake City, UT 84016) on approved credit, for a limited time. Repayment terms vary from 24 to 132 months. Interest waived if repaid in 365 days. <<<16.94%>> fixed APR, effective as of <<<01/01/2018>>>, subject to change. Interest starts accruing when the loan closes.

In addition to the disclaimer, the following logo must be used with the EZpay terms.

**CANADA EZPAY OFFER**

Below is the disclaimer for any mention of EZpay. This is for Canadian franchises only.

*Loans provided by Fianceit, (296 Richmond St West, Suite 500, Toronto ON M5V 1X2) on approved credit, for a limited time. Repayment terms vary – see program details. Administrative fee equal to 1% of loan amount applicable on all loans, up to a maximum fee of $199.
A trademark is a symbol, word, or words legally registered or established by use as representing a company or product.

- CertaPro®
- CertaPro Painters®
- We Do Painting. You Do Life.®
- Because Painting is Personal®
- The Path to Better Painting®
- Certainty Service System®
- North America’s Most Referred Painting Company®
- Certainty Pledge®
- Born in Canada Spreading All Over the World®
- The Customer Only Has to Tell Their Story Once®
- Consistently Delivering Extraordinary Experiences®
- Paintcation™
Contact Information

FRANCHISE OWNER CONTACT

CertaPro Painters® Marketing Team

Contact your Regional Marketing Manager and/or the Creative Team with questions. Use portal.certapro.com to access Marketing Central & CertaProStore.com. The File Library also includes a copy of our logos.

VENDOR CONTACT

CertaPro Painters® Creative Team

Jenna Duett, Senior Manager Marketing Programs, 901-493-0828, jduett@certapro.com
Abbie O’Brien, Creative Director, 610-650-0942 ext 227, aobrien@certapro.com
Joe Wilson, Director of Digital Marketing, 201-615-9815, jwilson@certapro.com
Dan Cichetti, Graphic Designer, 610-650-0942 ext 277, dcichetti@certapro.com