

BRAND GUIDELINES



2023



CONTENTS

01 FORCEFIELD

PRODUCT OVERVIEW
MISSION
VISION
BRAND PROMISE
REASONS TO BELIEVE

02 AUDIENCE

CUSTOM HOME BUILDER
MULTIFAMILY BUILDER/DEVELOPER
MULTIFAMILY ARCHITECT
MULTIFAMILY GENERAL CONTRACTOR

03 VOICE

BRAND VOICE
TONE SCALE

04 MESSAGING

PERSONA MATRIX
WORDS

05 VISUAL

LOGO
COLORS
TYPOGRAPHY
ICONS
PRODUCT LOCK-UPS

06 LAYOUTS

LAYOUT EXAMPLES

PRODUCT OVERVIEW

From the construction of five-story, multifamily structures to the crafting of custom single-family homes, weather has been the mortal enemy of builders who endeavor to outsmart the forces of nature that threaten the durability and longevity of their work and the comfort of its occupants. For builders, having a tight building envelope is one of the first steps toward ensuring strong walls and roofs that not only endure the elements, but protect their investment in the structure long after the job is done.

One of Georgia-Pacific's advances in wood-framed construction has been the versatile ForceField Weather Barrier System, consisting of engineered wood sheathing panels with an enhanced overlay and premium accessories that together eliminate the need for traditional house wrap in wall applications and the need for underlayment in sloped roof applications.



REASONS TO BELIEVE

01 TRUST

Only ForceField Weather Barrier System is associated with the Georgia-Pacific name and the company's universal and enduring reputation for providing superior building products. Therefore, we should leverage the trust that potential ForceField Weather Barrier System customers already have in its parent company to illuminate Georgia-Pacific's weather-resistant sheathing offering in the wood category, promote interest in trying ForceField Weather Barrier System on a project, and drive product sales.

04 EFFICIENCY

A successful project involves a sequence of steps where inefficiencies in one phase can have a negative impact on subsequent stages. ForceField Weather Barrier System eliminates the need to install an additional waterproofing layer on walls and roofs, reducing the number of trades required. Plus, ForceField Weather Barrier System ease and efficiency of installation keeps the project running on time so trades involved in later phases don't feel rushed, while further benefitting from a strong foundation on which to build.

02 SIMPLICITY

Weatherizing walls and roofs separately means ordering and installing different sets of materials with the potential for expensive labor overages and product waste. With one system for sloped roofs and walls, ForceField Weather Barrier System leads to leaner construction all around. It helps eliminate the steps of house wrap and roof underlayment, helps reduce confusion over which materials go where and can even be applied by a single installer. This complete, integrated WRB sheathing system delivers superior protection for the entire structure while simplifying and streamlining construction.

05 REPUTATION MANAGEMENT

Builders take pride in their work, viewing each project as their business card and evidence of their dedication to quality construction and craftsmanship. With more than three decades of experience in manufacturing commercial and residential building products, Georgia-Pacific understands that protecting one's credibility begins with protecting their structures against adverse weather conditions. Choosing ForceField Weather Barrier System is the smartest way to ensure a strong build and a solid reputation.

03 TOUGHNESS

The ForceField Weather Barrier System is easy to work with, yet strong enough to withstand the elements. When used in wall and roof applications, it can help achieve a continuous air- and water-resistive barrier that reduces the risks of weather-related damage and delays. ForceField Weather Barrier System strength is punctuated by its ability to protect not only the structure, but also the builder's investment in the property through the installation of a Georgia-Pacific integrated sheathing system.

03 VOICE

Voice is the expression of personality, going deeper into the emotions behind what a brand brings to customer relationships.



BRAND VOICE

ForceField Weather Barrier System voice is a hybrid—part translator and part parent—infusing customer communications with appropriate measures of simplicity and wisdom.

TRANSLATOR

As a translator, ForceField Weather Barrier System breaks down the complexities of the science behind the product, conveying the simplicity of the installation process without diminishing the importance of its role. It focuses on how and why the product is designed the way it is. Then, customers can truly understand and embrace the benefits.

BIG BRAND EXAMPLE: TYLENOL

PARENT

As a parent, ForceField Weather Barrier System is empathetic to the challenges faced on a jobsite, from weather-related setbacks to potential issues with labor and staying on schedule. Here, the voice of experience provides both guidance and reassurance so customers can feel like they've chosen the best weather barrier system for the job.

BIG BRAND EXAMPLE: FARMER'S INSURANCE



TONE SCALE

<p>ForceField Weather Barrier System is all business but isn't afraid to make people smile when appropriate.</p> 	<p>When a building project fits your business model and calls to your heart, how can you say no? That's why Jeff Newton, owner of Newton Custom Homes & Realty, raised his hand to participate in the St. Jude Dream Home Giveaway.</p>
<p>ForceField Weather Barrier System is friendly, connecting with the audience on their level.</p> 	<p>You have enough delays to deal with—waiting around for product doesn't have to be one of them.</p>
<p>ForceField Weather Barrier System shows a deep respect for their customers—and competitors—and is never flippant or mocking.</p> 	<p>ForceField® Weather Barrier System can help eliminate the steps of applying house wrap and roof underlayment, reducing the worry that materials could tear or blow off.</p>
<p>ForceField Weather Barrier System is positive and passionate without being jubilant or hysterical.</p> 	<p>Weather delays are no match for ForceField® Weather Barrier System.</p>
<p>ForceField Weather Barrier System is professional, bringing the grizzled voice of experience to every job.</p> 	<p>Large projects can come with major setbacks that mean big hits to timelines, budgets, and ROI. Facing delays and product availability issues on their multifamily Big Haus project, Mark Stewart, owner of Stewart Development and Construction, turned to his reps at Georgia-Pacific.</p>
<p>ForceField Weather Barrier System is self-assured and authoritative, but never bossy or infallible.</p> 	<p>The system can be applied by just one installer, which may reduce the number of trade professionals needed on a jobsite and increase the efficiency of your crew.</p>
<p>ForceField Weather Barrier System is a true partner, always knowing when to lend a hand without being a distraction.</p> 	<p>A dedicated product specialist can work with your team during the design and mock-up phases, offer step-by-step installation instructions and training, and be available over the phone or on-site whenever you have questions.</p>

04 MESSAGING



PERSONA MESSAGING MATRIX

PERSONA	BRAND ROLE	STONE	MESSAGING APPROACH
CUSTOM HOME BUILDER	For custom home builders, their work is their business card. So, they can't risk their reputation on building products that underperform. ForceField Weather Barrier System aligns with the elevated standards of this persona, positioned as an investment in reputation management through strength, efficiency, and support.	<ul style="list-style-type: none"> + Experienced + Supportive + Understanding 	When your name is on every home you build, trust a weather barrier system with standards as high as yours.
	For single family spec home builders, emphasize efficiencies and how ForceField Weather Barrier System helps alleviate labor shortages and keeps crews on schedule. With these advantages, builders can scale appropriately and complete more projects in less time.		
MULTIFAMILY BUILDER/ DEVELOPER	Multifamily builders and developers make their buying decisions based on price and performance. And if they've had negative experiences with traditional house wraps, there's an opportunity to promote ForceField Weather Barrier System durability, ease of installation, and speed to dry-in. Plus, the assurance of a warranty punctuates the value and Georgia-Pacific's commitment to their customers.	<ul style="list-style-type: none"> + Empathetic + Educational + Direct 	You know the key to keeping a project on budget is keeping it on schedule. Dry-in your multifamily structures faster with this versatile weather barrier system for sloped roofs and walls that requires fewer trades for a faster installation.
MULTIFAMILY ARCHITECT	Architects can be highly influential in the decisions of which building products to use. But shifting a builder's preference away from the familiarity of house wrap can be challenging. ForceField Weather Barrier System can help strengthen the argument in its favor based on the system's high performance and cost efficiencies associated with time and labor.	<ul style="list-style-type: none"> + Confident + Experienced + Supportive 	You can't risk specifying materials that will leave your designs vulnerable to the elements or frustrate crews in the field. Protect your projects with a weather barrier system built to hold strong for years to come—backed by the support of the most trusted name in building products.
MULTIFAMILY GENERAL CONTRACTOR	For multifamily general contractors, time is money. So, when evaluating WRB/AB systems, they factor cost, familiarity, and industry experience. So, ForceField Weather Barrier System needs to check all the boxes—from overall quality to the availability of training and support—to convince this persona to spec it in.	<ul style="list-style-type: none"> + Experienced + Matter of fact + Supportive 	You have enough on your mind without worrying about the strength of your building envelope. Leave nothing to chance with the weather barrier system that helps you stay ahead of time, labor, and weather issues—ForceField Weather Barrier System from Georgia-Pacific.