Vendor Guidelines

JANUARY 2026

Brand Overview

Our brand overview clarifies externally who we are, how we act, what we stand for, and how we move through the world. Internally, it influences our behaviors, business decisions, recruitment, communications—and everything else we do.

Big idea

Performance-Engineered for your life outdoors™

Purpose

To lead the way to more lives lived outdoors through thoughtfully made outdoor spaces.

Audiences

Homeowners

Homeowners are the long-term stewards of the space, and our role is to remove obstacles so outdoor living feels easier, better, and more rewarding.

Trade

Our trade partners are repeat customers whose recommendations influence homeowners, and we support their growth with the right products, pricing, and tools to sell with confidence.

Retail

Retail partners are a critical entry point for customers to experience our products firsthand, and we support them with what they need to sell successfully while navigating a highly competitive category.

Corporate

Our corporate audience is made up of internal stakeholders, leadership, and team members who look for streamlined, data-driven insights that cut straight to the business implications while fostering a feeling of pride in the products make.

Positioning

For those who refuse to compromise, Trex defines the standard in outdoor building materials, giving you pride over your domain.

Big Idea Breakdown

From the beginning, we set out to challenge the limits of wood and never looked back. Relentless by nature, we reimagine what outdoor living can be, removing barriers to time spent outside and pushing beyond boundaries others accept as fixed.

Performance-Engineered For Your Life Outdoors™

Our innovation exists to improve life outdoors. Each product and decision is guided by how people live outside every day, delivering better outdoor experiences and honoring our commitment to protect the nature that makes them possible.

WHO

Trex is chosen by those who expect to build the best — contractors, homeowners, and DIYers who refuse to settle. When you choose a Trex deck, you can be confident your outdoor space will endure season after season.

WHY

Your space is your domain. It reflects who you are, and every choice within it should affirm your standards. With Trex, you choose materials that instill confidence and inspire lasting pride.

WHAT

Every detail considered. Every decision deliberate. Trex defines outdoor living with materials built to endure — creating the standards others will follow tomorrow.

Brand Narrative

Confidence comes from what stands the test of time.

Excellence is not claimed, it’s crafted — proven board by board, choice by choice, season after season.

Outdoor spaces deserve more than fleeting trends. They demand precision, foresight, and the trust that every detail will endure.

Here, mastery sets the standard.
Responsibility fuels innovation.
Experience inspires imagination.

Each decision leaves a mark not just for today, but for generations to come.

This is the measure of lasting progress: spaces built with conviction.

Performance-engineered for your life outdoors™

Tone of Voice

Where Performance Meets the Life You're Building Outdoors.

Our voice flexes, but our intention never does. We lead with substance and innovation, grounded in the lives our products support and the growth we help create for our partners, all delivered with clarity, confidence, and warmth.

1

Deliberate

Rooted in substance.
No fluff needed.

2

Magnetic

Compelling and aspirational with an air of dignity.

3

Warm

An approachable human touch keeps us grounded.

1

Deliberate

Rooted in substance. No fluff needed.

Intentional and precise, our voice is rooted in substance and grounded with discipline. We don’t waste words, and we never hedge. Every choice is confident and clear, reflecting the mastery behind our craft. There’s no need for fluff when excellence speaks for itself.

DO

- Use declarative phrasing that communicates certainty.
- Highlight proof points and tangible strengths.

DON’T

- Beat around the bush with hedges like “maybe,” “we think.”
- Use casual filler or qualifiers that dilute confidence or claims not rooted in fact.

2

Magnetic

Compelling and aspirational with an air of dignity.

We speak with a dignified charisma, and our voice carries strength with a measured, almost poetic ease. We spark interest by using rich language to help people envision beautiful outdoor spaces and meaningful time spent there.

DO

- Use resonant, specific language to inspire pride.
- Dial up witty bravado in social channels.

DON’T

- Get stiff, fussy, overly formal, or detached.
- Overpromise or inflate with empty hype.

3

Grounded

An approachable human touch keeps us relatable.

Cool and composed, we talk with an almost laidback ease. Trex doesn’t feel the need to chase trends or strain for attention. We speak with a steadiness that sets us apart. This confidence may feel bold or nonchalant at times, but ultimately our tone is a reflection of confidence.

DO

- Use approachable, inclusive, everyday phrasing.
- Put readers at ease when diving into details.

DON’T

- Veer into sentimentality.
- Forget to stay grounded in the product and product story.

How to Flex the Trex Voice Across Channels

Trex should always embody our core message, but context matters. The way we show up on LinkedIn doesn't need to sound the same as how we play on TikTok. Think of tone as a dial: you can turn up or down different tones of voice depending on the channel, without ever losing who we are.

1

Stay in character

Whether serious or playful, Trex still speaks from a position of industry leadership. Confidence in vision doesn't vanish, it adapts to the channel.

2

Dial the tones up and down

- Deliberate → Strongest in professional contexts.
- Magnetic → Scaled up in social, influencer, or consumer-facing channels.
- Warm → Use in any channel—being consistently warm lends composure and ease.

3

Adjust energy, not values

Our messages stay true to excellence, responsibility, and vision. What changes is the rhythm, phrasing, and warmth.

Editorial Guidelines

Grammar & Style Standards

General Rules

- **Trex is always written in sentence case**:
  Trex, never trex or TREX, in all brand, marketing, product, and editorial copy.
- Product line names are also written in standard capitalization:
  - Trex Enhance®
  - Trex Select®
  - Trex Transcend®
  - Trex Transcend® Lineage®
  - Trex Signature®
- Trademark symbols (® or ™) appear only where legally required or on first mention in packaging/legal copy.
- Use modified AP Style:
  - Oxford commas are acceptable and highly recommended.
  - Spell out numbers zero through nine unless tied to specs.
  - Keep sentences crisp and in active tense.

Tone Construction

- Keep sentences clear and in active tense.
- Use sensory details when appropriate (warm light, steady footing, smooth grain).
- Avoid over-technical jargon in consumer copy; use it thoughtfully in contractor materials.

First-Person vs. Second-Person Rule

- Default to “you” in all customer-facing copy.
- Use “we” only when:
  - explaining philosophy
  - speaking about craft, engineering, or stewardship
  - establishing authority or responsibility

Inclusive Language

We speak to all who build, live, gather, celebrate, and rest outside.

Trex copy must always be:

- **People-first** (“you,” “your family,” “your home”).
- **Gender-neutral** (“they/them,” “you,” “homeowners,” “contractors”).
- **Ability-inclusive** (avoid idioms related to physical ability).
- **Lifestyle-inclusive** (avoid stereotypes about families, homeowners, “perfect” homes).
- **Culturally neutral** (no references that assume specific backgrounds).
- **Apolitical**

Wordmark

Wordmark

Trex's wordmark evokes strength, quality, and longevity. It commands the eye, and rises to every occasion.

The logo is crafted to balance authority with approachability — a lasting symbol of leadership that feels both bold and familiar.



LINK TO WORDMARK COLLECTION ↗

Wordmark / Clearspace

Logo clear space is essential to maintaining a brand's visual integrity and impact. It ensures that the logo remains legible, recognizable, and free from visual clutter by keeping other design elements, text, or images at a defined distance. This space protects the logo's prominence and prevents distractions that could dilute brand recognition. Consistently applying clear space guidelines helps create a professional and cohesive brand presence across all materials.



Scaling and Minimum Size

Our logo is designed for readability at small sizes, with no limit for large-scale use. Follow the minimum size requirements to ensure legibility and impact.

Even in social media, do not scale the wordmark below the recommended sizes.

Note: Below h=28px, the wordmark has no slats.



(L) Full logo



(M) Full logo



(S) Full logo
Min size h=28px / 0.29 inch



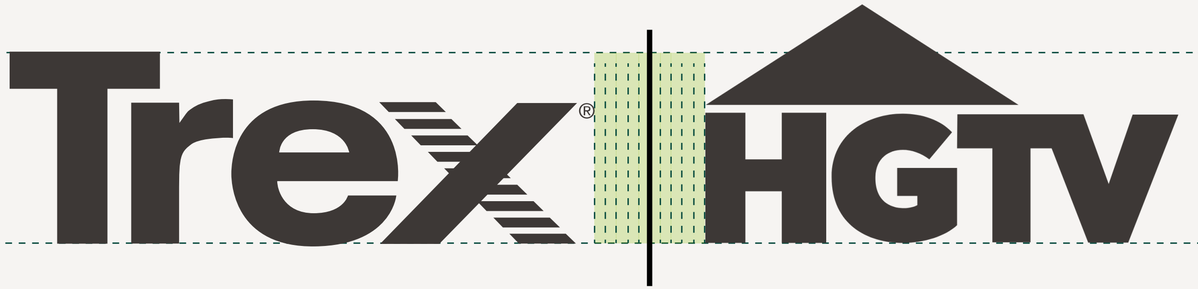
(XS) No (R) or slats
Min size h=14px / 0.15 inch

Brand Collaborations & Features

When creating a featured collaboration logo, Trex's wordmark must retain its strength, clarity, and presence. To preserve visual balance and brand integrity, the height of a single slat from the X in the Trex logo, multiplied by five, defines the required barrier between Trex and the adjoining brand character.

The connecting character placed within this space will be mutually defined by both parties to best reflect the relationship, intent, and shared story of the collaboration. This structure ensures that Trex remains instantly recognizable while allowing room for partnership without visual compromise.





Slats from the x become unit of measurement for sub-brands, product names, and lockups

Misuse

Maintain the integrity of the Trex brand by using the logo correctly. Consistent use reinforces our values and message across all touchpoints. The following are examples of misuse.



do not use any other font in place of the wordmark



do not use unapproved colors



do not outline the logo



do not use unapproved graphic efects



do not stretch or skew



do not rotate

Medallion

The medallion is a symbol of the Trex brand and acts as a brand stamp in physical applications. This is used exclusively for physical deck applications and should not be used on gear or merchandise.

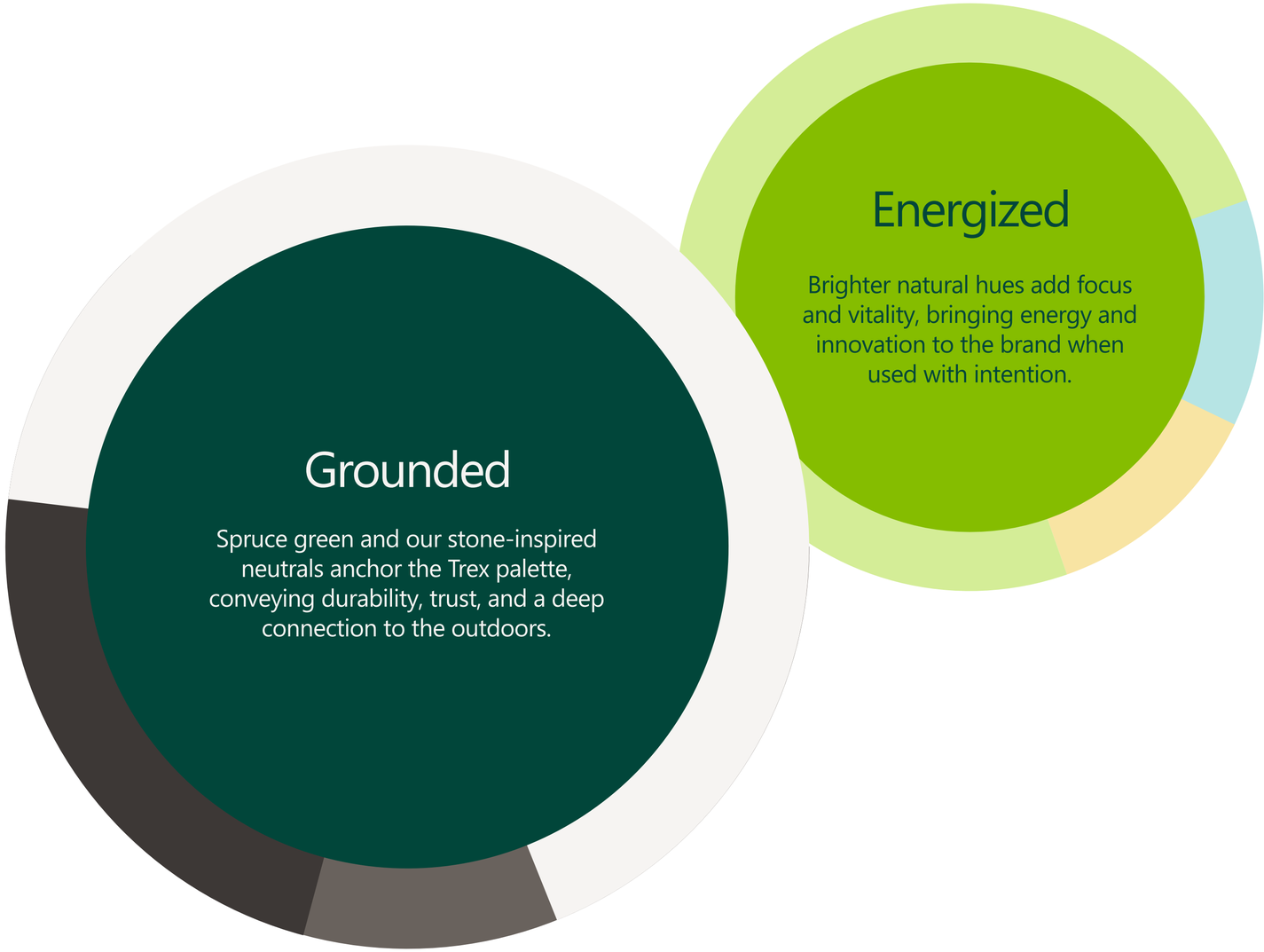


Color Palette

Brand Palette

The Trex color palette is rooted in our connection to the outdoors and guided by our spirit of innovation. Grounded greens drawn from the forest and neutral tones inspired by stone and earth form a steady foundation, reflecting durability, longevity, and trust. These core colors create space for brighter, more expressive hues inspired by the natural world, bringing energy and movement to the brand.

Together, the palette reflects our origins in the mountains and our belief that inspired outdoor living begins just beyond every front door, elevated by innovation that continues to push the category forward.



To support clarity and relevance across audiences, the palette is expressed through four primary applications:

Corporate

The Corporate palette supports professional and investor-facing communications. Neutrals and Spruce lead, with light use of Leaf and New Leaf as accents. Color is applied sparingly and with intention, reinforcing clarity, credibility, and focus.



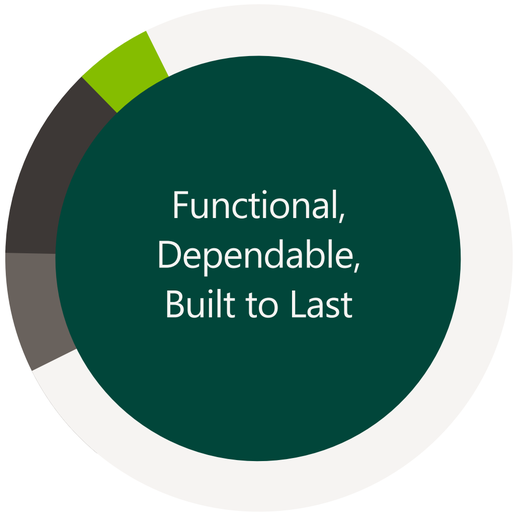
Consumer

The Consumer palette connects emotionally with the outdoors while remaining refined and intentional. Pops of color are used to guide attention and create moments of excitement without dominating the experience. The result is an inviting, elevated expression that inspires exploration.



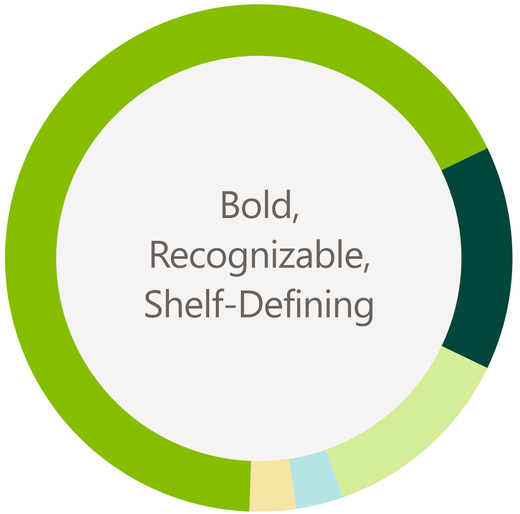
Trade

The Trade palette is grounded, functional, and straightforward. Spruce and neutrals form the foundation, reinforcing reliability and performance. Leaf is used selectively to highlight key information while maintaining a practical, no-nonsense tone.



Retail

In Retail, Leaf becomes the primary driver. Used boldly but purposefully, it creates strong shelf presence and instant recognition. This focused use of color helps Trex stand out clearly in crowded retail environments while remaining cohesive with the broader brand.



Brand Palette Specifications

The following palette specifications provide the official color values for both print and digital applications, including CMYK, RGB, HEX, and Pantone where applicable. Using the correct codes ensures color accuracy and consistency across all touchpoints, from on-screen experiences to printed materials.

Accent colors are intended to support, not compete with, the core palette. They should be used judiciously and with clear purpose. Color emphasis and balance should always align with the intended audience, as outlined in the previous section, to ensure the Trex brand remains cohesive, recognizable, and impactful.

Spruce

PMS	3308 C
CMYK	94 28 74 73
HEX	02463A
RGB	2 70 58

Spruce - Tint

PMS	-
CMYK	83 36 58 15
HEX	386C66
RGB	56 108 102

Warm Slate

PMS	7 C
CMYK	38 35 33 92
HEX	3D3936
RGB	61 57 54

Limestone

PMS	-
CMYK	2 2 3 0
HEX	F7F5F2
RGB	247 245 242

Limestone - Shade

PMS	-
CMYK	7 6 7 0
HEX	EAE7E4
RGB	234 231 228

Smoky Quartz

PMS	405 C
CMYK	26 31 35 72
HEX	69625D
RGB	105 98 93

Leaf

PMS	376 C
CMYK	54 0 100 0
HEX	85BE00
RGB	133 190 0

New Leaf

PMS	372 C
CMYK	16 0 41 0
HEX	D4ED98
RGB	212 237 152

Blue Ridge

PMS	573 C
CMYK	24 0 11 0
HEX	B6E4E5
RGB	182 228 229

Swallowtail

PMS	2001 C
CMYK	0 3 48 0
HEX	F8E5A3
RGB	248 229 163

Color Application: Overlay and Compliance

Color plays an important role in expression, but it must always support clarity and accessibility. The following guide outlines approved color pairings and overlay applications that meet WCAG AA accessibility standards. These guidelines help ensure the Trex brand remains inclusive, readable, and consistent across all audiences and environments.

In the charts that follow, bars displayed to the left of a color indicate full AA compliance and may be used for all text sizes and applications. Bars shown to the right of a color indicate compliance for large text and graphic use only.







Typography

Typography

Our identity uses Proxima Nova, Utopia, and their extended families.

Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@?#%*&.

Semibold Medium Regular Italic

LINK TO PROXIMA NOVA ↗

Utopia Std Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@?#%*&.

Semibold Medium Regular Italic

LINK TO UTOPIA ↗

Fallback fonts

Segoe UI & Source Serif PRO

A fallback font is a font face that is used when the primary font face is not loaded yet, or is missing glyphs necessary to render page content.

Although not ideal, this font can be used as a fallback font when the primary font face is not loaded, or if the recommended typeface is not available in a software.

Segoe UI

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@?#%*&.

LINK TO SEGOE UI ↗

Source Serif Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@?#%*&.

LINK TO SOURCE SERIF ↗