# PGT™
Custom Windows and Doors

# Brand Standards & Style Guide

Welcome to the PGT® brand standards and style guide. This important document will help ensure consistent use of the components that make up the PGT® brand universe and affect all brand touchpoints. The rules that dictate the PGT® brand should be shared and followed by internal staff, external agencies, and related entities in order to build one experience across all areas we represent.

PGT

# Table of Contents

Brand Standards and Style Guide

## Positioning

The following pages detail the PGT® brand positioning and personality. PGT® is the unmatched leader in high-performance glass technology for windows and doors — driven to deliver premium value and lifestyle advantages with every product.

# Positioning Statement

**Who**
The PGT® audience is homeowners and professionals.

**What**
Our market category is high-performance glass for fenestration products.

**Where**
We differentiate ourselves from the competition by being much more than an everyday necessity, helping customers achieve their ideal home life.

**Why**
PGT® products give customers peace of mind, a sense of control, security, timeless style, comfort, and privacy.

PGT® is advanced beyond competitors to serve homeowners and professionals with high-performance glass technology for windows and doors. Our products are designed to be more than an everyday necessity, providing unmatched advantages to help customers achieve their ideal life through a sense of control, peace of mind, security, and privacy.

PGT

# Who is PGT®?

## Brand Tagline

That's the freedom of PGT.

## Brand Essence

PGT windows are much more than everyday necessities — we provide unmatched advantages to lifestyle experiences, giving customers peace of mind, control, security, timeless style, comfort, and privacy.

## Brand Personality

These are the traits the brand will embody. The tone of voice. The driving force behind the approach.

**Champion**
We are a defender, an advocate, superior, distinguished, principled.

**Optimist**
We are positive, assured, open to possibilities, confident, idealistic.

**Creator**
We are brilliant, inventive, a designer, an engineer, an original.

## Core Identity

**Advancing**
We are ambitious, industrious, enterprising, enthusiastic, diligent.

**Exceptional**
We are respected, superior, impressive, renowned, outstanding.

**Reliable**
We are security, authenticity, honesty, loyalty, consistency.

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# Brand Appeal

## Dealers, Builders

**Drivers**
Offer premium advantages to their customers

**Brand Value**
Leader in impact technology, brand recognition, style, made in USA

**Unique Value**
Leading in service, choice, reputation and quality

**Promise Connect**
Business advantages

## Homeowners, Developers

**Drivers**
Desire improved home-life advantages

**Brand Value**
Leader in impact technology, brand recognition, style, made in USA

**Unique Value**
Leading in choice, reputation and quality

**Promise Connect**
Home-life advantages

## Architects, Designers

**Drivers**
Create superior spaces and buildings

**Brand Value**
Leader in impact technology, brand recognition, style, made in USA

**Unique Value**
Leading in form (style) and function (quality)

**Promise Connect**
Building advantages

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**PGT® Appeal**

- Competitive Price Vs Next Best Alternative
- Reduced Costs / ROI
- Installation, Energy, Insurance
- Highly Customizable To Meet Needs
- Contemporary Aesthetics

- High-Performance Specialty Products & Features: Impact, Energy Efficient, Sound Dampening, Theft Deterrent, UV Protection
- Warranty, Advanced Warranty / Field Service Program

## Message Map

Using our message map can help ensure that all content and imagery are serving a purpose and creating a successful user journey. The following provides examples of how to push beyond traditional features and benefits content and perform strategic audience targeting.

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# Overview

The intention of this message map is to push beyond traditional "features and benefits" communication and perform strategic audience targeting.

By identifying consumers at varying points during the purchasing process, we can target their pain points, meet their needs, and solve their problems, thereby helping them identify the right impact products for their homes' needs.

### The Buying Process

- Consumers come to us at varying stages of the buying process. Some have already done their research and are extremely knowledgeable.

- Others have no idea about what they want or need. Some want estimates and others aren't convinced the price is worth the purchase.

- All of these are identified as: "pain points." Doubts, worries, and frustrations that consumers experience because they make the buying process a hassle or less than pleasant or enjoyable.

## Awareness
## Evaluation
## Purchase

Using Content Mapping, we can target our audience based on their place in the Buying Process to provide them with the best information at the best time.

### Content Strategy

Our content marketing strategy supports PGT's goals of increasing sales through existing dealer relationships. We leverage a unique mix of paid/owned/earned channels to position PGT® as the leader in windows/doors by highlighting use cases, how-tos, and product information.

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# Brand Tenets

*Also known as Content Pillars*

Every asset (content, copy, images) should align under one of these brand tenets. Conveying functional, social, and emotional value, our tenets highlight PGT's advantages. Creates competitive differentiation. Drives consumer demand by increasing desire for impact products. Increases market share beyond coastal.

### Technology & Innovation
Technology and Innovation content is typically used in high-level brand copy or detailed product information.

- America's authority, industry leader
- 40+ year history
- Made In Florida
- Certifications, NOAs
- Ratings and Badges
- Superiority
- Innovation - iLab

### Lifestyle / Freedom of Choice
Lifestyle/Freedom and Choice drives purchase intent with our target audiences. It describes our core benefits and value proposition as well as differentiates us from
our competitors.

- Safety - every type of impact
- Peace of Mind - sound dampening, theft deterrent, hurricane protection
- Privacy and Comfort
- Control - environment, life, finances

### Investment: Home, Self, Future
Investment messaging is primarily used in consideration and conversion phases, allowing us to speak of the financial and emotional return on investment.

- Premium Style and Choice
- Energy Efficiency / UV Protection
- Community Advocacy; Family and Children, Highway Heroes
- Long-term value and savings, ROI

### Simplicity - In Everything We Do
Simplicity messaging is primarily used in the consideration and conversion phases as well as with our customers and employees.

- Commitment to Service: simplicity in process and tools
- Address consumer and customer needs. Alleviate pain points
- Consumer, Employee and Customer Experience
- Benefits aimed at every homeowner

PGT

# Key Claims

These claims are applicable to all levels of the purchase cycle.

## Technology & Innovation

- Over 7 million installed units with zero reported impact failures – this is an unmatched record for our industry

- Adding impact windows and doors increases the value of your home

- Industry-best field service and training

- Resists penetration from debris moving 50 ft/s

- 100% of PGT impact windows and doors meet or exceed Florida Building Code

- Many states have insurance discounts when impact windows are installed (check with your agent)

- Up to 65% improvement in noise reduction versus standard windows

- 73.4% payback for replacing/updating all windows in your home with new vinyl windows

- Up to 60% improved performance blocking heat caused by the sun

## Lifestyle & Freedom of Choice

- Small and large missile impact protection

- 100% of PGT® impact windows and doors meet or exceed Florida Building Code

- 0 minutes of prep time before a hurricane (plywood and shutters range from 30 minutes to 4 hours)

- Performance Certification with Miami-Dade protocols for debris impact, wind, and water in one product

- Average $7200 in energy cost savings when impact windows are installed

- 99% of fade-causing UV rays blocked (while still allowing visible light through)

## Investment

- Average $7200 in energy cost savings when impact windows are installed

- Zero minutes of prep time before a hurricane (plywood and shutters range from 30 minutes to 4 hours)

- 73% payback for replacing/updating all windows in your home with new vinyl windows

## Simplicity

- Top-selling impact windows and doors brand since 1980

- Zero minutes of prep time before a hurricane (plywood and shutters range from 30 minutes to 4 hours)

- Over 7 million installed units with zero reported impact failures – this is an unmatched record for our industry

- Over 1500 dealers and distributors throughout Florida

- Industry-best field service and training

## Brand Standards

The following pages detail the correct application of PGT® logos, product lines, color palette, typography guidelines, and image usage.

# Logo + Descriptor

This is the main logo of PGT® and should be used across all print and digital marketing materials.

The logo can appear on color, illustrated, or photographic backgrounds, as long as it remains legible and easily recognizable.

Logo versions with the descriptor should be used on public facing materials when more explanation about the company would be beneficial.

Always follow clear space and minimum size rules outlined on page 17.

For specific color direction, refer to page 18.

Pantone 662 C Logo

Black Logo

White Logo

PGT

# Logomark

This is the logomark. It can be used on both print and digital materials, but should generally be used for smaller branded pieces such as social, where the full name or main logo is present.

The logomark can appear on color, illustrated, or photographic backgrounds, so long as it remains legible and easily recognizable.

Always follow clear space and minimum size rules outlined on page 17.

For specific color direction, refer to page 18.

PGT™

Pantone 662 C Logomark

PGT™

Black Logomark

PGT™

White Logomark

# Product Line Logos

Product line logos can appear on color, illustrated, or photographic backgrounds, as long as it remains legible and easily recognizable.

Always use the Horizontal logo as the primary form on marketing materials. The secondary Stacked versions should only be used in instances where the Horizontal logos cannot fit within the design space and need to be used as an alternative.

Always follow clear space and minimum size rules outlined on page 17.

For specific color direction, refer to page 18.

**Please Note:** *These logos should only be used when representing their respective product lines in print, digital and video promotional materials. These logos should never replace the main PGT® brand logo in general marketing or overarching branding materials that encompass more than one product line.*

Main Product Line Logos

WinGuard Material Logos

Horizontal (Primary)

**PGT**™ ClassicVue Max®

**PGT**™ WinGuard® ALUMINUM

**PGT**™ EnergyVue®

**PGT**™ WinGuard® VINYL

**PGT**™ WinGuard®

Stacked (Secondary)

**PGT**™ ClassicVue Max®

**PGT**™ WinGuard® ALUMINUM

**PGT**™ EnergyVue®

**PGT**™ WinGuard® VINYL

**PGT**™ WinGuard®

# Incorrect Usage

Do not change the color, rotate, skew, or apply effects to the logo. Never attempt to create the logo yourself, change the font, or alter the size or proportions. In order to maintain legibility, the logo should never be reproduced over a complex or low-contrast background.

Do not use unapproved colors.

Do not re-create the logo.

Do not apply gradients.

Do not rotate, skew, or distort.

Do not alter proportions of logo elements.

Do not use on a complex or low-contrast backgrounds.

# Clear Space + Minimum Size

## Clear Space

To ensure the prominence and legibility of the PGT® logo, always surround it with the minimum amount of clear space. This clear space isolates the logo from competing graphic elements such as text, photography, and/or background patterns.

## Minimum Size

In order to maintain legibility, minimum sizes for the logo have been established for print and screen-based communications.

> **Please Note:** *In instances when the PGT® logo + descriptor version needs to be used in spaces smaller than its minimum size, the logomark should be used in its place.*



Clear Space = width of the "P" logomark



Clear Space = width of the "P" logomark



.75" (print) or
50 pixels (digital)

.5" (print) or
40 pixels (digital)

Minimum Size

# Color
# Palette

PGT

## Primary Brand Colors

These are the main PGT® brand colors. They should be used for both print and digital materials.

| | | |
|---|---|---|
| DARK BLUE | PANTONE 662 C | |
| CMYK | 100, 93, 24, 22 | |
| HEX | 001A70 | |
| RGB | 0, 26, 112 | |

| | |
|---|---|
| DARK GRAY | PMS COOL GRAY 11 C |
| CMYK | 66, 57, 51, 29 |
| HEX | 53565A |
| RGB | 83, 86, 90 |

| | |
|---|---|
| MEDIUM GRAY | PANTONE 174-4 C |
| CMYK | 0, 0, 0, 50 |
| HEX | 969A9D |
| RGB | 147 1549 152 |

| | |
|---|---|
| LIGHT GRAY | PANTONE 134-9 C |
| CMYK | 3, 2, 2, 0 |
| HEX | EDF0ED |
| RGB | 236, 237, 237 |

| | |
|---|---|
| BRIGHT WHITE | WHITE |
| CMYK | 0, 0, 0, 0 |
| HEX | FFFFFF |
| RGB | 255, 255, 255 |

## Secondary Brand Colors

These colors help suport the primary brand colors and should only be used as accents.

| | |
|---|---|
| MEDIUM BLUE | PANTONE 115-4 C |
| CMYK | 29, 0, 0, 0 |
| HEX | A4D5EE |
| RGB | 164, 213, 238 |

| | |
|---|---|
| LIGHT BLUE | PANTONE 115-1 C |
| CMYK | 4, 0, 0, 0 |
| HEX | EDF7FC |
| RGB | 237, 242, 245 |

| | |
|---|---|
| CORAL | PANTONE 27-6 C |
| CMYK | 0, 44, 65, 0 |
| HEX | FF9F69 |
| RGB | 230, 153, 92 |

## Supporting Website Colors

These are the supporting colors chosen for accessibility and UI interactions across the PGT® website. These colors should be only used in the PGT® website environment or similar web applications.

### Additional Blues

| | |
|---|---|
| MEDIUM BLUE | |
| HEX | 4966A8 |

| | |
|---|---|
| LIGHT BLUE | |
| HEX | A4D5EE |

| | |
|---|---|
| EXTRA LIGHT BLUE | |
| HEX | EDF7FC |

### UI Colors

| | |
|---|---|
| DARK CORAL | |
| HEX | C14702 |

| | |
|---|---|
| CORAL | |
| HEX | FF9F69 |

| | |
|---|---|
| DISABLED GRAY | |
| HEX | E1DFDD |

### Additional Grays

| | |
|---|---|
| DARK GRAY | |
| HEX | 2B2E38 |

| | |
|---|---|
| MEDUIM GRAY | |
| HEX | ECEDED |

| | |
|---|---|
| LIGHT GRAY | |
| HEX | F2F3F3 |

| | |
|---|---|
| EXTRA LIGHT GRAY | |
| HEX | FBFBFB |

| | |
|---|---|
| WHITE | |
| HEX | FFFFFF |

### Interaction Colors

| | |
|---|---|
| DARK BLUE 700 | |
| HEX | 00114B |

| | |
|---|---|
| DARK BLUE 200 | |
| HEX | 5566A0 |

| | |
|---|---|
| DARK BLUE 000 | |
| HEX | CAD1E1 |

| | |
|---|---|
| LIGHT BLUE 200 | |
| HEX | D1EAF6 |

| | |
|---|---|
| CORAL 600 | |
| HEX | D58457 |

| | |
|---|---|
| CORAL 300 | |
| HEX | FFBF9B |

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# Typography

Messina Sans is a straightforward, highly legible sans-serif typeface. This modern, consistent approach to language gives communications a streamlined, sleek appearance.

Barlow should only be used for data points to stand out and give numerals a slightly more technical look.

**Label**
Messina Sans
Bold

**Headline**
Messina Sans
Light

**Body Copy**
Messina Sans
Book

**Numbers**
Barlow
Light

**CTA**
Messina Sans
Bold

CUSTOM WINDOWS + DOORS

# Effortless protection

PGT® has led the impact industry for more than 40 years by improving safety standards, pushing innovation, and delivering superior performance.

# 50%

**Request a Quote**

## Icons

These icons help visually explain benefits and offerings, as well as help guide user interactions. They can be used across both print and digital materials unless noted.

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# Icons

**Product Features**
These icons represent PGT® product benefits and can be used to help describe product.

**Brand Benefits**
These icons represent the core PGT® brand benefits.

**Configuration Options**
These are the PGT® product configuration illustrations.

**Grid Options**
These are the PGT® product grid option illustrations.
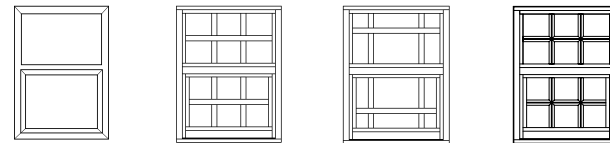
**Turtle Glass Icon**
This icon is only used to signify the Turtle Glass option on product information.

**UI Icons**
These are UI icons used across the PGT® website to help guide user interactions. These should only be used on digital materials.

16 PX

24 PX
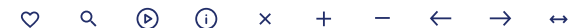
32 PX

## Photography

Photography should highlight the performance engineering and high-end design of our products.

Windows and doors should always be the primary focus with opened and closed options.

PGT

# Photography Examples

### Lighting

Lighting should have a natural feel with sharp details in view – avoid soft focus or blown-out lighting, and washed-out colors. Direct, symmetrical views are ideal to ensure that products do not look small or distorted in any way.

### Models

Models are not required, but when they appear, they should be secondary to products – and they should not be used in association with product details and specifications.

Model clothing should be higher-end but realistic for the home setting. Avoid loud colors or busy patterns that might draw attention away from products.

### Props

Keep props minimal, modern, and natural. Avoid too much or cliche decor as well as distracting colors and patterns. A simple bouquet of

flowers or bowl of real fruit can be a good choice. No props may work best.

Ensure that furniture, light fixtures, and drapes do not obstruct the view of products. Remove surface clutter, hanging garments, and other distracting objects.

*Lifestyle vs Non-lifestyle Imagery: Across the PGT® brand, both lifestyle and non-lifestyle imagery can be used. Lifestyle images bring humanity into the photos while non-lifestyle images focus on products and bring visual inspiration. Both styles can be used across print and digital materials. However, people should be not used in association with product details or specifications.*
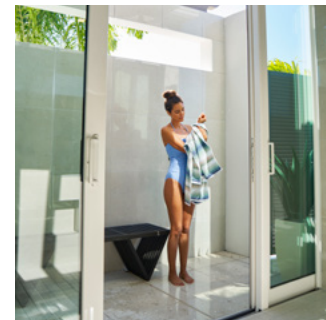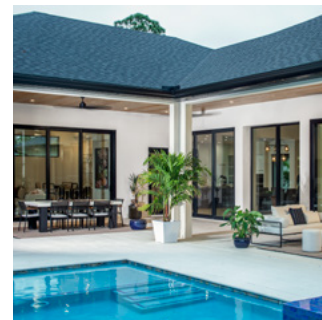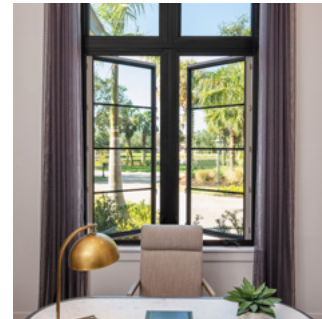
## Website

The following pages contain the audience, messaging, and graphic specifications for the PGTwindows.com website.

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# Audiences

## Focus on the main message. Always.

The PGT® website serves many purposes and audiences. It is both a resource with a wealth of information about our products for our dealer partners, building professionals, and homeowners — and a marketing asset that allows us to express who we are as a company, what we value, and what we promise. Our website is one of our best opportunities to guide the user journey successfully.

The following are just a few scenarios that may begin the user journey for our main audiences:

### Homeowner

- Replacing windows in a home or building a new home
- Wants high-quality windows, but may not know much about PGT®
- Aware of PGT® but exploring our product offerings for the first time
- Already owns PGT® products and needs information about them
- Searching general information about impact products

### Dealer Partners

- Uses the website as a selling tool to introduce PGT® offerings to customers
- Searching quick, specific information about a particular collection or product
- Uses website as a resource to help homeowners understand "why impact?"

### Architects/Designers

- Uses the website to showcase PGT® offerings to clients
- Uses the website to understand technical details of products
- Aware of PGT®, but wants to know more

Always embody our role as the leading industry authority, advanced beyond competitors in understanding the needs of this highly specialized class of product. To do this successfully, we must be engaging and informative; friendly and knowledgeable; accessible and in depth.

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# Messaging

For each audience, the drivers to purchase may be different. For example, dealers and builders are motivated by providing premium advantages to their customers while homeowners and developers are propelled by the desire to improve home-life advantages. No matter the driver, though, our value as a leader in impact technology, the styles we offer, and the fact that we're made in the USA remain our north star for developing content.

## One site with many audiences and journeys.

In contrast to our brochures, which are more directed to homeowners, the website must balance the needs of all potential users. We achieve this by ensuring that all language, even the most technical aspects of our products, is as clear, concise, and as accessible as possible. We provide technically accurate information about each product as well as lifestyle benefits – always answering the "why" and the "what it can do for you."

Through images and words, we want to convey a simple message: **PGT® products give you the freedom to live, work, and build the way you want to.** Everything the user engages with on the site serves to bolster that value proposition.

**For homeowners,** we offer products that give you freedom to live where and how you want.

**For dealer partners,** we provide support, service, and product lines that give you the freedom to offer your customers more.

**For building professionals,** we give you the freedom to design and build as you desire to meet the needs of your customers.

To assert these different – but connected – points, we must always back it up with proven, compelling claims that give our audiences a reason to believe. We know we are best positioned to lead the industry now and in the future, and we must prove it continually by being a trusted source for information about windows in general, our own products, impact, and more.

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# Image
# Specifications:
# Headers

## Full-Width Header

1440 × 760

PNG or JPG

Focal point in right 50%
Room for copy on right 50%

PGT
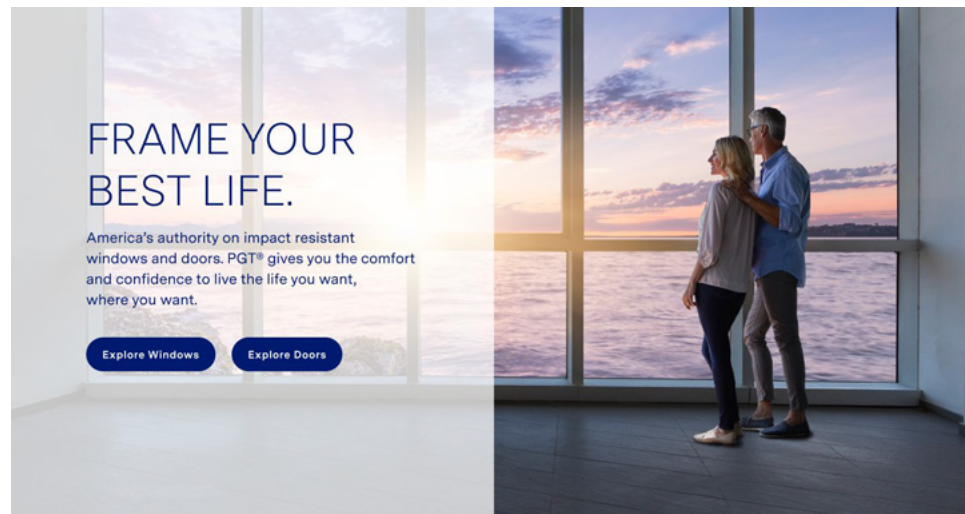
# Image
# Specifications:
# Headers

## Half-Width Header

720 × 600

PNG or JPG

PGT

# Image
# Specifications:
# Headers

## Product Detail Page Header

1440 × 600

PNG or JPG

PGT™
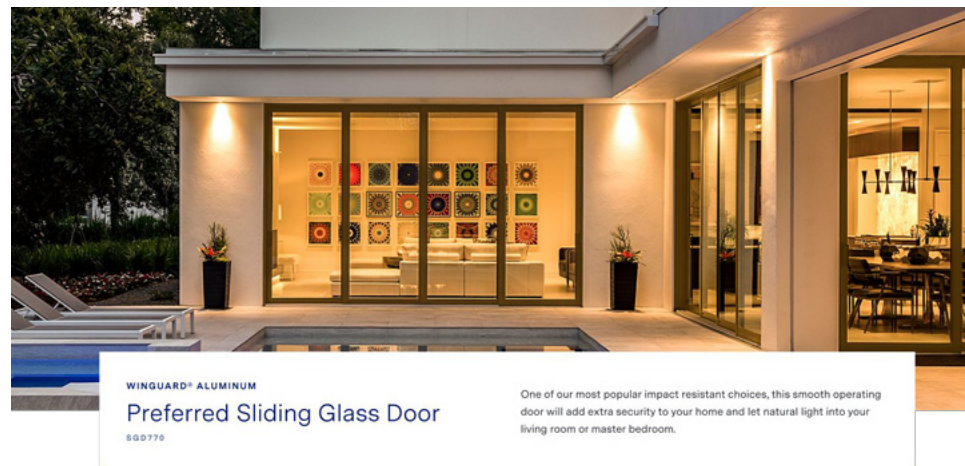
# Image
# Specifications:
# Content

## Primary Spotlight

720 × 720

PNG or JPG

PGT
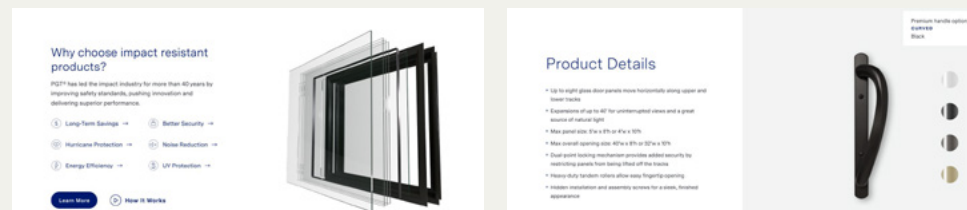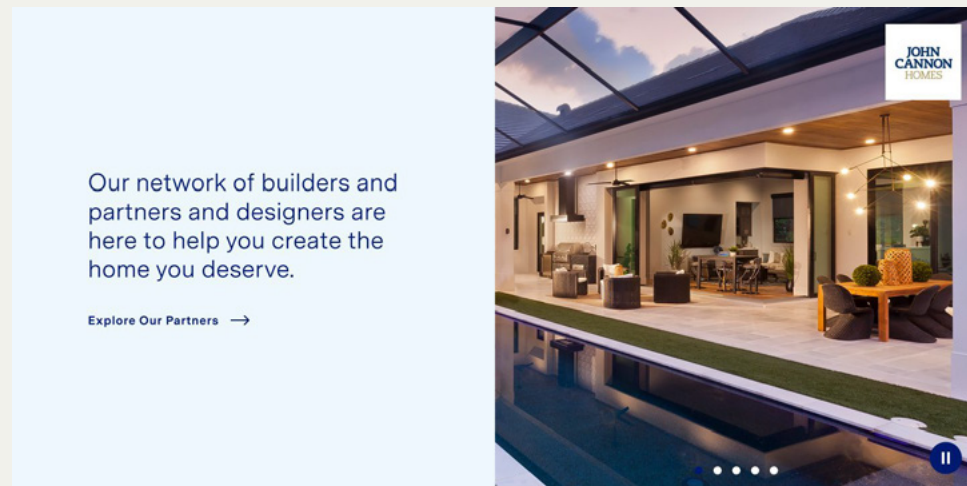
# Image
# Specifications:
# Content

## Full-Width Gallery

1440 × 860

PNG or JPG

PGT
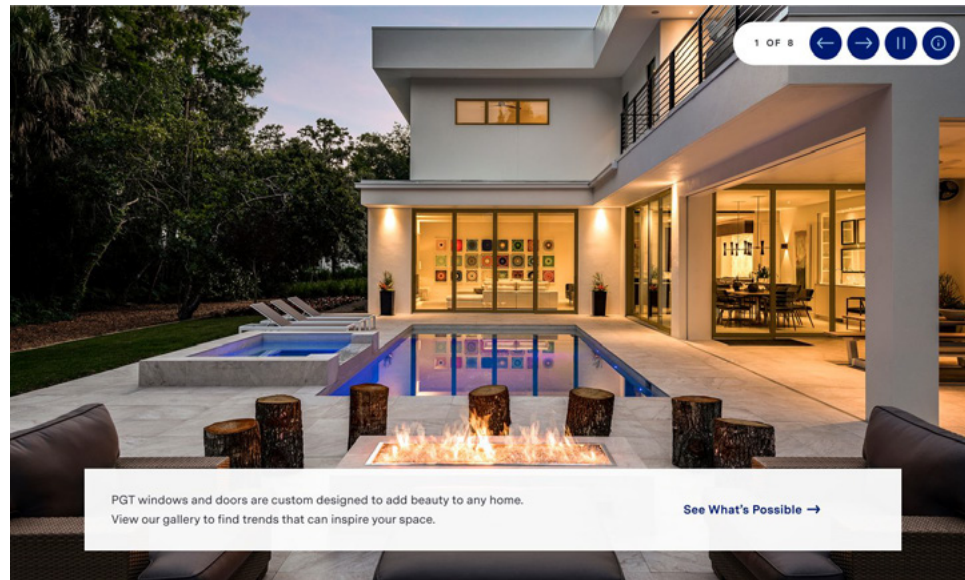
# Image
# Specifications:
# Content

## Secondary Spotlight 2 Cards

592 × 333

16:9 aspect ratio

PNG or JPG

PGT
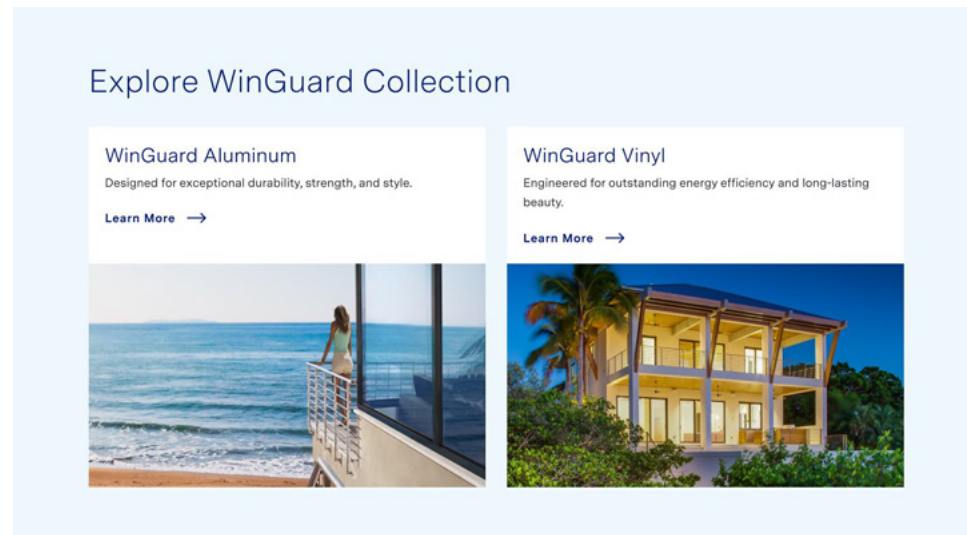
# Image
# Specifications:
# Content

## Secondary Spotlight 3 Cards

383 × 216

16:9 aspect ratio

PNG or JPG

PGT
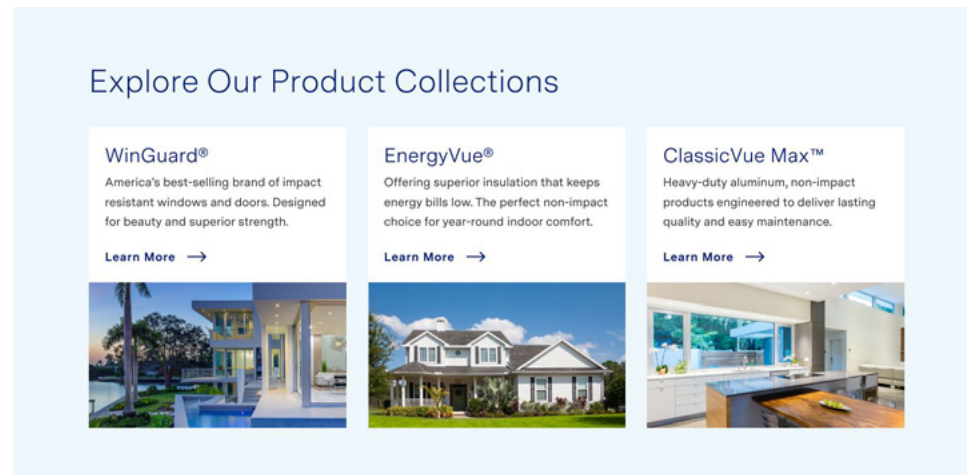
# Image
# Specifications:
# Content

## Blog Tiles

383 × 216

16:9 aspect ratio

PNG or JPG

PGT
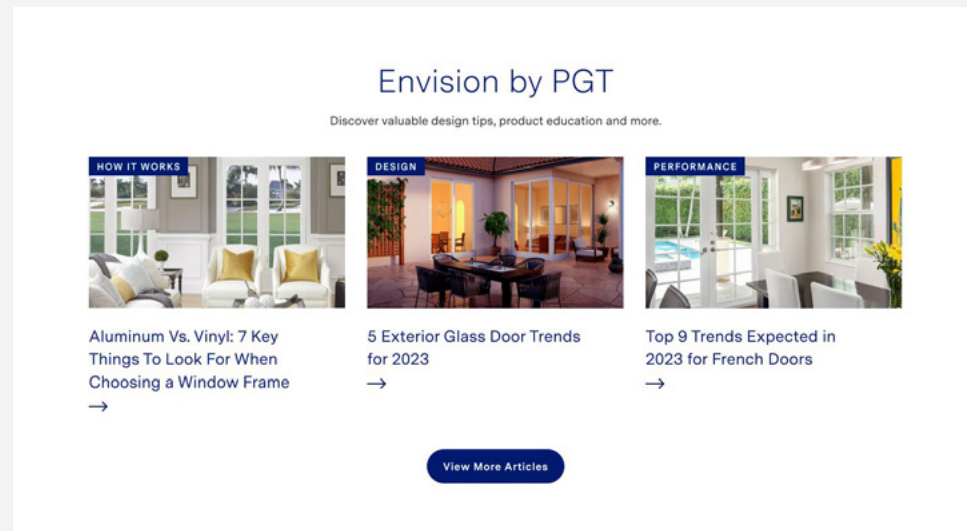
# Image Specifications: Content

## Product Grid Violator

296 × 296

1:1 aspect ratio

PNG or JPG

PGT
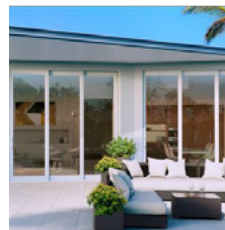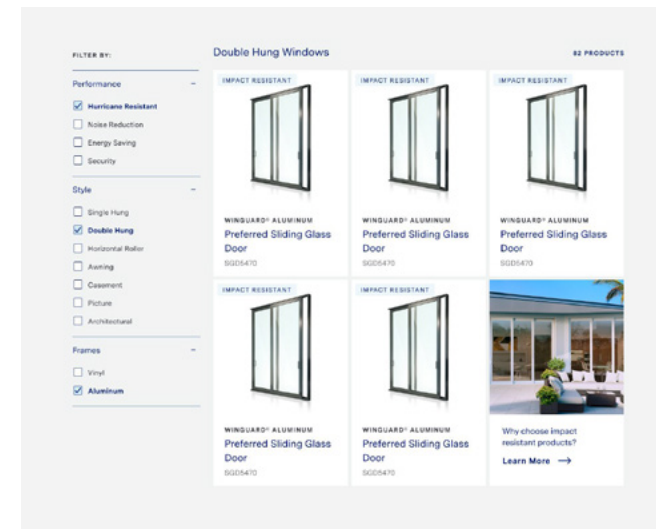
# Image Specifications: Products

## Configurator

800 × 800

1:1 aspect ratio

PNG or JPG

PGT
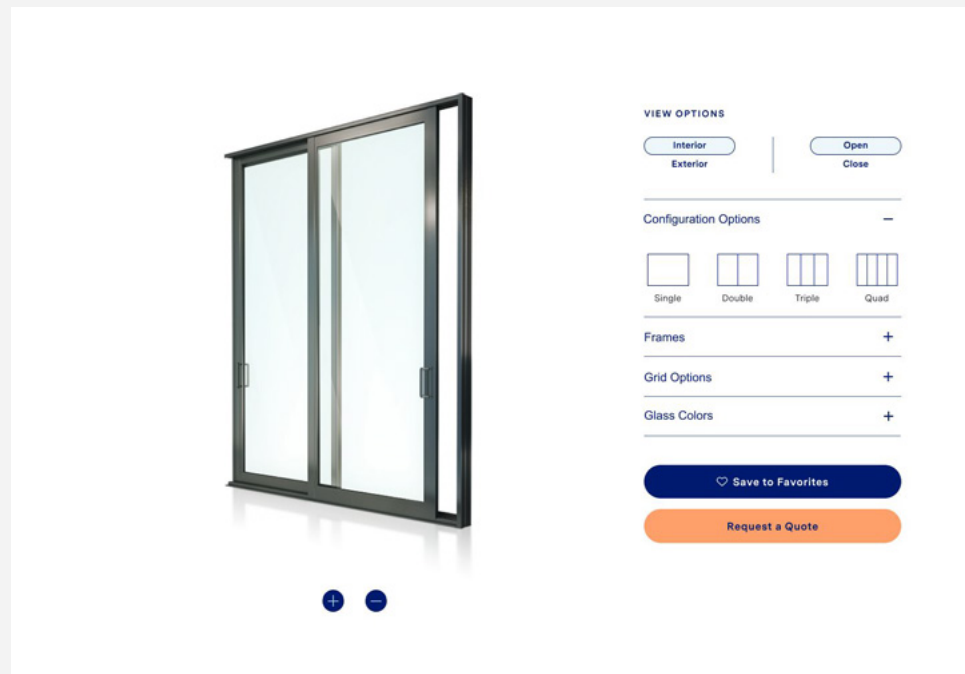
# Image
# Specifications:
# Products

## Additional Product Image Sizes

400 × 400
380 × 380
296 × 296

1:1 aspect ratio

PNG or JPG
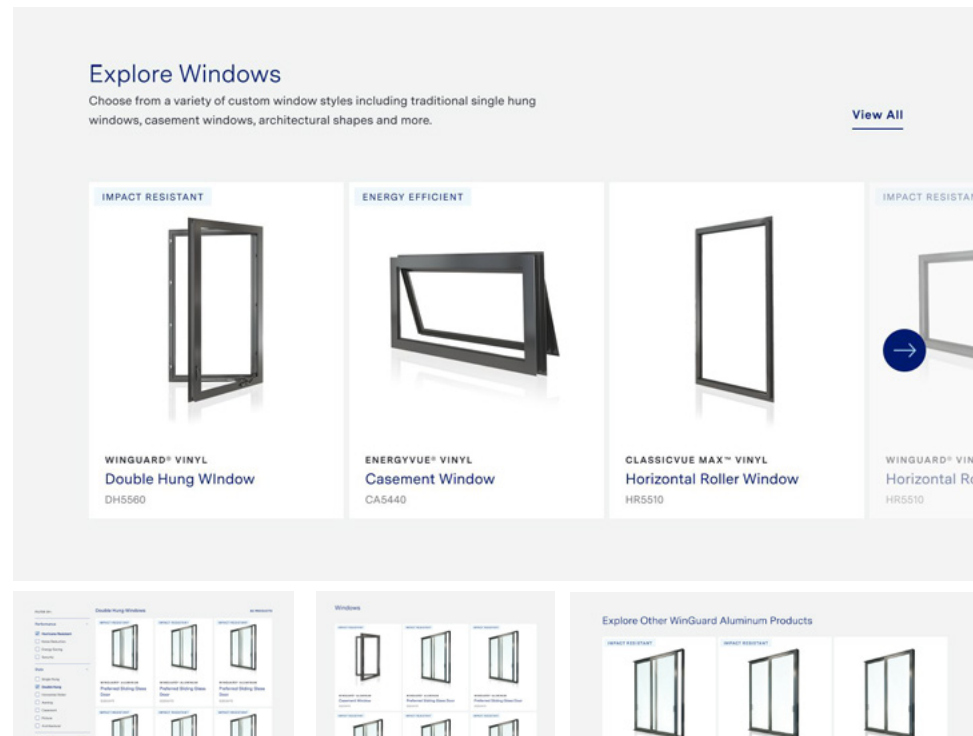
# Image
# Specifications:
# Icons

## Highlights

56 × 56

SVG

PGT

# Image
# Specifications:
# Icons

## Product Details

32 × 32

SVG



EASE OF OPERATION
Stainless steel rollers for smooth and durable movement

MAXIMIZES VIEWING AREA
Low-profile construction and modular configuration minimize visual obstruction and enhance your view

LOW MAINTENANCE
Premium aluminum delivers performance for years to come

## Brochures

The following pages contain content strategy and visual examples for all of the PGT® brochures.

PGT

# Content
# Strategy

While the website and many other PGT® marketing materials require balance between our main audiences, brochures are geared primarily towards homeowners/consumers. Within a limited amount of space, brochures give us the opportunity to:

- **Position** PGT® as the industry leader
- **Share** our exceptional culture and service
- **Demonstrate** the essentialness of our products
- **Encourage** homeowners to envision PGT® as part of their lifestyle
- **Inspire** excitement about both performance and beauty

### Visuals
Brochures should be visually appealing to draw the homeowner in from first glance. The cover and every page after should convey our overall theme: PGT® products give you the freedom to live where and how you want.

### Copy
In line with the visual presentation, copy should be light, positive, and conversational. It should be accessible and avoid overly technical jargon, while also being aspirational. Our goal is to help the homeowner imagine how much PGT® products will add to their lifestyle.

# Brochure Examples

### Cover

Cover imagery should always feel light and inspirational. People can be featured on the cover but should not be the main focal point.

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# Brochure Examples

**Introduction and Benefits**
Both of these interior spreads
should focus on the product.

Brand level images should be
lifestyle in nature while images
associated with product and
technical info should be product
focused with no people or people
barely visible.
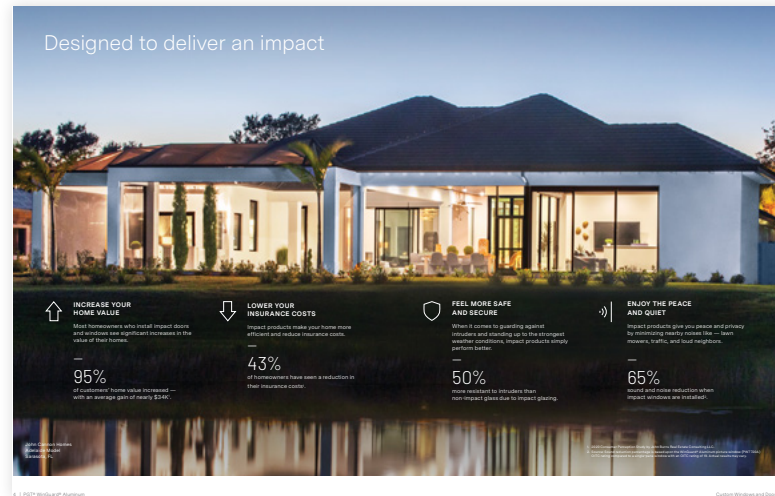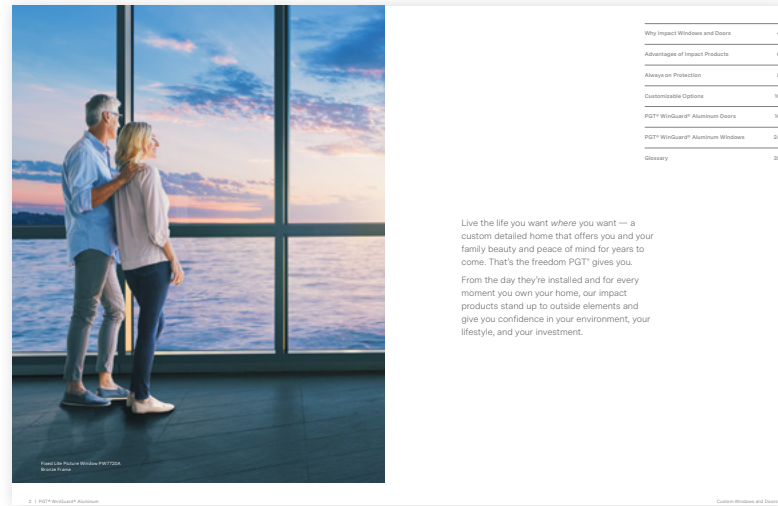
# Brochure Examples

**Innovation**

This benefits spread should be bold and informational. Using claims and in-depth imagery, this spread tells a detailed story of the technology that sets PGT® apart.



## Innovation for a lifetime

PGT® has led the impact industry for more than 40 years by improving safety standards, pushing innovation, and delivering superior performance.

**LAMINATED INSULATING GLASS**

**LAMINATED GLASS**
An interlayer is bonded between two panes of glass to form an incredibly strong glass "sandwich" that functions as a single pane, with additional noise-dampening and security benefits.

**THE INTERLAYER**
The interlayer is a transparent, shatter-resistant plastic membrane that is remarkably tough and flexible, holding the panes of glass firmly in place even if cracked from the outside. The interlayer also protects furniture and decor against fading and sun damage.

**THERMOPLASTIC SPACER (TPS)**
Our unique TPS spacer and sealant system is air-tight, maintaining the thermal insulation and preventing condensation and seal failures.

**INSULATING AIR SPACE\***
The layer between the outside pane and inner laminated glass pane acts as a barrier that slows heat transfer and dissipates sound. Argon gas can be inserted for even greater energy efficiency.

**UV PERFORMANCE COATING**
A molecular bonded coating on the glass surface that reduces heat buildup in your home, saving cooling cost.

**OUTSIDE PANE\***
Single pane of glass that increases a window's insulating properties while maintaining clear sightlines.

With more than 7 million units installed, discover what makes us America's authority on impact windows and doors.

**Zero Failures**
Over 7 million units installed with zero reported impact failures – an unmatched record for our industry.

**Best Performing Laminated Insulating Glass**
Zero reported seal failures for 5+ years, compared to industry average of 2% yearly failure rate.

**Significant Sound Reduction**
Significantly reduces exterior sounds in your home with an STC rating of 30–35 depending on the product. Industry standard is STC 26 for single hung windows.

**Energy Efficiency Upgrade**
Laminated insulating glass reduces heat and cooling loss in homes no matter the outside conditions. Optional coatings and other upgrades can help achieve a higher level of energy efficiency. Speak to your local dealer for more information.

**Hours of Testing**
PGT® WinGuard® Aluminum products endure hundreds of hours of testing to meet or exceed Miami-Dade Building Code requirements.

**Leader in NOA Certifications**
PGT® is a leader in the impact category with 44 Miami-Dade Notices of Acceptance.

**Additional Accreditations:**
National Fenestration Rating Council
Sound Transmission Class (STC)
Miami-Dade Notice of Acceptance (NOA)
Florida HVHZ Product Approval

*Included with laminated insulating glass packages for highest energy performance. Both laminated and laminated insulating glass packages are available for PGT WinGuard products.
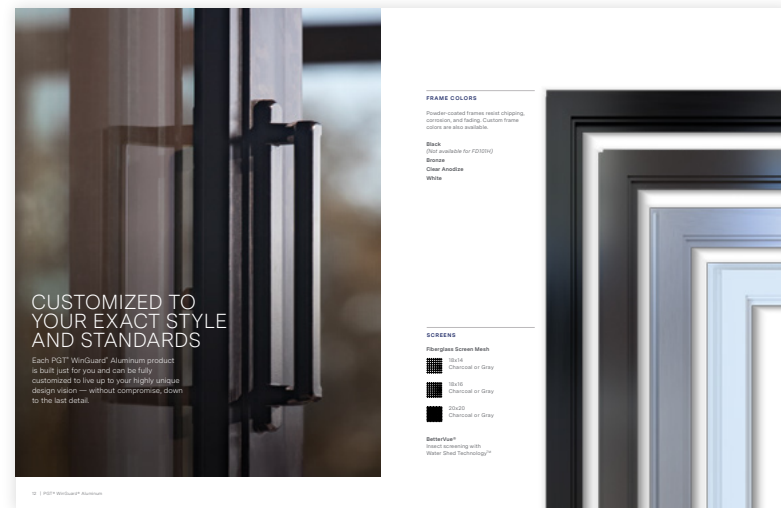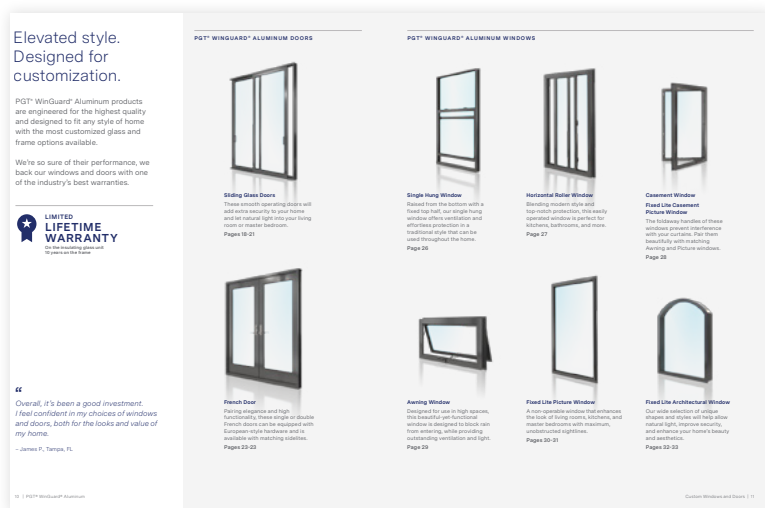
6 | PGT® WinGuard® Aluminum

Custom Windows and Doors | 7

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# Brochure Examples

## Details and Customizations

Using product closeups and expansive imagery, these pages should feel bold and useful when comparing customization options.

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# Brochure Examples

## Product Pages

For the main Window or Door introduction pages, lifestyle images with people are recommended. Product pages should feature the product renderings in a clean and expansive layout with inspiration photographs, if the space allows.

**PGT**™

Custom Windows and Doors

pgtwindows.com