



2026 Advertising Media Kit

Effective Jan. 1, 2026

Revised July 2026



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2026

Business & Advertising Compliance Policy

Effective January 1, 2026

Purpose of Hunter Douglas Business and Advertising Compliance Policy

Hunter Douglas greatly values the partnership of its Dealer(s). To assist Dealer(s) in their promotion of the Hunter Douglas brand and the sale of Hunter Douglas products, Hunter Douglas makes available a variety of proprietary products and marketing materials to Dealer(s). Such marketing materials include the Hunter Douglas company name, trademarks, logos, marketing technology, photography, videos, and collateral material.

To protect these assets and to preserve the Hunter Douglas reputation of excellence in the window covering industry, this Hunter Douglas Business and Advertising Policy (this “Policy”) sets forth:

- a) rules, requirements and limitations with respect to the way the marketing materials and other assets provided by Hunter Douglas may be used in connection with the marketing, promotion, offer for sale, and sale of Hunter Douglas products by Dealer(s) and
- b) guidelines and procedures that Dealer(s) must adhere to with respect to their general business operations

To ensure the continued prosperity of the Hunter Douglas Dealer network, and to make certain that this network has the ability to consistently and uniformly deliver the highest level of service to consumer, Dealer(s) with an active account in good standings may to sell Hunter Douglas products and utilize the assets described herein.

The term (“Dealer(s)”) as used herein shall mean Hunter Douglas Dealers with an active account in good standing.

It is our sincere desire to resolve all potential Policy disputes in a collaborative manner. Should a Dealer be in violation of this Policy, and upon notification from Hunter Douglas, the Dealer must immediately resolve all confirmed compliance violation(s). Failure to comply with the terms of this Policy will lead to penalties. They may include but are not limited to, reduction in Hunter Douglas partnership status, suspension and/or limitation of access to Hunter Douglas marketing support materials, ability to participate in the promotions and incentive travel programs, withholding of Advertising Funds or termination of the Hunter Douglas Dealer business relationship.

Hunter Douglas Business Guidelines

What it means to be a Hunter Douglas Dealer:

Dealers meet the industry's highest standards by providing consumers with sales and marketing excellence. Dealer(s) receive continued product education and training from Hunter Douglas to provide expert service to assist consumers by choosing the best window fashions for their needs, and ensuring that the manufacturer's warranties, rebates, and value-added programs are enforced. Dealer(s) carry out their business in accordance with this Policy. This includes but is not limited to, being respectful and forthright with Hunter Douglas and its employees as well as with actual and prospective consumers and other third parties.

Trade-Only Consumer-Facing Designations :

- Dealer(s) should not use any language or logo that suggests a program or relationship between them and Hunter Douglas that does not exist or is not authorized.
- Pinnacle Dealer Partner Program volume tiers and the Centurion Dealer program are trade-only designations with no associated consumer-facing logo and may not be advertised as such on consumer communications.
- In consumer-facing messaging, non-Gallery Dealers can refer to themselves as a Hunter Douglas Dealer or Hunter Douglas Authorized Dealer or Authorized Hunter Douglas Dealer.

Guidelines for Communicating Hunter Douglas Gallery® Affiliation:

The Hunter Douglas Gallery® Dealer program is the only program that gives Dealer(s) the authorization to present themselves as such by incorporating the Gallery specific logo in consumer-facing communications.

- Dealer(s) may not incorporate the word "Gallery" as part of their business name or use a similar typeface as used in Hunter Douglas Gallery logotype. If the word "Gallery" is part of a Dealer's registered business entity name, it may not suggest a Hunter Douglas Gallery designation relationship.
- Dealer(s) who are Gallery nominees may not use the Gallery logo until:
- The Dealer Gallery Agreement is executed by the Dealer(s) and Hunter Douglas
- Gallery Dealer nominations are evaluated on a store-by-store basis.
- For multi-store Dealer(s), Gallery designations will only apply to store locations that have successfully completed the Gallery activation process.
- When advertising multi-store locations, you must clearly state which store is a Hunter Douglas Gallery location.

Internet E-Commerce Guidelines

It is the goal of Hunter Douglas to provide consumers with high quality products as well as a satisfying and successful purchasing experience; therefore, Hunter Douglas does not support the model of an internet-only business operation. This internet-only type model does not provide the level of product education; direct measuring and installation support services needed to ensure a top-quality consumer experience.

Prohibited Activities:

- Quoting or selling Hunter Douglas products on transactional websites equipped with shopping cart functionality or any other product ordering capability.
 - Hunter Douglas products include PowerView® Automation components such as, but not limited to, Motor Assemblies, Remotes, Scene Controllers, Hubs, Repeaters, Gateways, Battery Wands, Battery Recharging Bases, 16-Shade Power Supplies and 16-Shade Smart Power Supplies.
- The sale of Hunter Douglas products by businesses that are not physical retail storefront locations or do not provide associated shop-at-home services.
- Quoting or selling Hunter Douglas products via toll-free or dealer-direct telephone sales services, mail-order catalogs, email, regular mail, or any other sales method that:
 - Procures a sale outside the Dealer's geographic service area,
 - Requires drop shipping of product or,
 - Precludes direct measurement and installation support
- Quoting or selling Hunter Douglas products via dealer-related social media platforms such as Facebook, Pinterest, Houzz, etc.
- Dealer(s) use of social media platforms to solicit Hunter Douglas product sales from consumers outside the Dealer's geographic service area
- Quote, offer or reselling of new Hunter Douglas products or any Hunter Douglas retail product displays bearing the Hunter Douglas name on any web-based auction, inventory liquidation or second-hand listing sites such as, but not limited to, eBay®, eBay Express or Craigslist.

Auction Site Restrictions:

The following restrictions apply to Hunter Douglas products sold on web-based auction sites that may have been pre-owned, used, returned, or mismeasured:

- Hunter Douglas product warranties are non-transferrable and void on these sales venues. Dealer(s) or resellers are prohibited from representing to potential buyers that these products are protected by any Hunter Douglas warranty.
- Hunter Douglas product photography and marketing materials may not be used to support these sales.
- Any auction or resale listing may not be linked to the Hunter Douglas website or any part therein.

Dealer Independent Websites:

Hunter Douglas Dealer(s) can choose to maintain their own independent business website(s) separate from their Hunter Douglas partner site. The following statements apply to the promotion or sale of Hunter Douglas products on these Dealers' independent website(s):

- These sites may not solicit home measurements or Hunter Douglas product purchases directly from consumers or provide web-based Hunter Douglas product price quotes or shipping estimates.
- Use of Hunter Douglas trademarks should be in the context of directing consumers to visit the Dealers' store or arranging a shop-at-home experience in the Dealers' geographic area.
- These sites may feature links to the Hunter Douglas Alliance sponsored website and may feature approved Hunter Douglas syndicated content.

Hunter Douglas Advertising Compliance Guidelines

Advertising Style and Content:

- Dealer advertising must not harm the established reputation of the Hunter Douglas brand.
- The primary focus should be on the Hunter Douglas brand, products and services.

Hunter Douglas Trademark Usage:

The brand name Hunter Douglas, its logo and trademarks are protected marketing assets available to Dealer(s) to promote Hunter Douglas products properly. Each instance of improper use or infringement contributes to the erosion of the brand's integrity. The following statements apply to all use of Hunter Douglas trademarks:

- Trademarks used by Dealer(s) who sell products that the trademarks represent.
- Trademarks must always be depicted in their proper designated form with proper trademark symbols (i.e. ® or ™ symbols) and associated category descriptors (e.g. Silhouette® Window Shadings).
- Abbreviated category descriptors such as Silhouette® shadings where ad space is limited.
- Prohibited usage of Trademarks in a plural format (e.g. Silhouettes) and should always be located within close proximity of the Hunter Douglas name, clearly attributing Hunter Douglas as a manufacturer of that product.
- Prohibited usage of Trademarks as a generic window covering category descriptors. (e.g. Silhouette as a reference to sheer shadings)
- Prohibited usage of Trademarks used to redirect consumers to or associate the Hunter Douglas brand with generic, private label or any other competitive products.
- Trademarks may not be used as a comparative reference (e.g. Silhouette-like or as good as Silhouette but lower cost, etc.) to enhance non-Hunter Douglas product sales.
- The dealer must transition the use of outdated Hunter Douglas trademarks (e.g. From Vignette® window shadings to Vignette® Modern Roman Shades) immediately upon notification from Hunter Douglas.
- Dealer Independent Websites may not use Hunter Douglas trademarks for any purpose other than promoting Hunter Douglas products, inviting potential consumers to view Hunter Douglas products at showrooms, or arranging a shop-at-home appointment to show product options.

Hunter Douglas Name Usage:

Dealer(s) may not use the Hunter Douglas name, any iterations and/or abbreviated version(s) of the Hunter Douglas name (e.g. HD) or any of the Hunter Douglas registered trademarks in the Dealer's own URL/domain name, email address (e.g. hunterdouglasdirect.com), social media channel username/handle(s), Google My Business profile name or in the Dealer's business or company name. Dealer(s) found to be owners or registrants of URL/domain names, email addresses or any business name or company name using the Hunter Douglas name or any iteration, diminutive or abbreviated version thereof will be required to promptly cease usage. The dealer will promptly reassign ownership of the URL/domain, username, handle, etc. to Hunter Douglas at Dealer's own cost and expense as determined by Hunter Douglas in its sole discretion.

- Dealer(s) who wish to include the Hunter Douglas name together with their Dealer name as a label on digital channels (e.g. social media channel username/handle or Google My Business profile name) may be entertained upon approval from Hunter Douglas Marketing.

Examples of digital channel label exceptions include:

- "[Dealer Name] – a Hunter Douglas specialist" or "[Dealer Name] – your Hunter Douglas specialist"
- The word "specialist" above may be substituted with "dealer", "resource", "expert", "designer" or other appropriate word
- Additional specific exceptions on name usage may be entertained upon approval from Hunter Douglas Marketing exclusively Dealer(s) approved for and currently participating in the **Hunter Douglas Exterior Signage Program**.

Examples of additional specific exceptions include:

- The use of the term "Hunter Douglas by [Dealer Name]" on any printed material (e.g. exterior signage, print ads, printed collateral, van wraps) or any digital material (e.g. social media channel username/handle, Google My Business profile name, digital advertising).

Hunter Douglas Advertising Compliance Guidelines

Copy Restrictions:

When advertising Hunter Douglas products, Dealer(s) advertisements must comply with the following terms:

- Advertising must contain statements that correlate with the product claims made by Hunter Douglas.
- Advertising cannot imply a direct wholesale buying relationship with Hunter Douglas. (e.g. “wholesale pricing” or “factory-direct prices”).
- Descriptions suggesting false business relationship terms are prohibited (e.g. Hunter Douglas Exclusive Dealer).
- Advertising must comply with the established discount levels as listed in this document (page 11) Any advertised warranties or guarantees must conform to Hunter Douglas's standard policies.
- Substantiate advertising claims prior to placing your advertisement. Making a claim(s) or representations that are false or tend to deceive, mislead, or misrepresent is a Compliance Violation.
- Strictly prohibited from using the “Bait and Switch” tactic to promote goods and services not intended for sale but designed to lure the consumer into purchasing substitute goods or services.
- The Art of Window Dressing™ trademarked tagline or any derivation thereof may not be included in any Dealer advertising.

Prohibited Statements:

Any advertisement that contains language that may mislead a consumer about any material fact or characteristic of a product, service or business relationship is ***strictly prohibited***. ***Examples of false and misleading statements:***

- Biggest Hunter Douglas showroom
- Biggest sale ever
- Buy direct and save
- Cheapest prices ever
- Discount prices or pricing
- Factory direct prices
- Guaranteed most competitive pricing
- Hunter Douglas exclusive dealer
- Hunter Douglas “City Name” (i.e. LA)
- Hunter Douglas Lifetime Warranty
- Hunter Douglas outlet or factory
- Hunter Douglas Showroom
- Hunter Douglas Store
- Low price guarantee
- Wholesale pricing
- Lowest prices of the season
- Most trusted dealer
- No sales tax
- Nobody beats our prices/service
- Only dealer
- Only Hunter Douglas dealer (validation required)
- Prices too low to advertise
- The best/better price or selection
- Unbeatable guarantee
- Warehouse prices
- We are a dealer service center of Hunter Douglas products
- We are Hunter Douglas
- We won't be undersold

Hunter Douglas Advertising Compliance Guidelines

Messaging Suggestions:

Advertising messages with a consumer call to action, an indication of immediacy and/or reinforcement of value to improve the effectiveness of Dealer advertising.

Examples of messaging suggestions:

- Free [] Book with purchase
- Free Measuring and Installation (*provided such services are being offered free of charge*)
- Free Quote
- Free In-Home Appointment
- Complimentary Design Consultation
- Hunter Douglas Lifetime Limited Warranty
- Schedule Your Free Consultation
- Request Your In-Home Appointment
- Talk to a Design Expert
- Start Your Design Consultation
- Book A Free Appointment
- Book A Free Consultation
- Get Personalized Advice
- Schedule Your Visit
- Start Your Project Today
- Explore Our Website
- Call Now to Schedule Your Appointment

Marketing Assets, Technology, and Support Service Guidelines

All marketing assets provided by Hunter Douglas, including but not limited to photography, videos, imagery, designs and technology, are the property of Hunter Douglas. These assets may not be uploaded, submitted, input, transmitted, or otherwise provided to any machine learning, artificial intelligence, or biometric technology, whether for the purpose of training, fine-tuning, prompting, generating, modifying, or altering content, and Dealer may not use any such technology to create, modify, or derive any image, video, or other content that incorporates or is based on these assets. Unless otherwise authorized, these assets may only be used in the promotion of the product for which they were created. In accordance with applicable law and Hunter Douglas policies, Hunter Douglas shall always retain all rights to such materials and technology and provide these assets for use by Dealer(s) subject to the terms of this Policy.

Marketing Assets (*still photography, video, etc.*):

- Hunter Douglas artwork and photography should not be used generically or in conjunction with any other competitor's products.
- Hunter Douglas product photography must be clearly labeled with the specific product it was designed to promote. Hunter Douglas photography may not be used to promote other non-competitive home fashion categories without appropriate photo attribution.
- Dealer(s) may not modify any Hunter Douglas owned assets (e.g. product images, branded TV, videos), without Prior Approval from Hunter Douglas Marketing. TV spots and videos are the exclusive property of Hunter Douglas Inc. Using, altering or tampering with any part of our creative content is a compliance violation.
- Starbursts or text boxes with acceptable information may slightly overlap the Hunter Douglas image if the overall aesthetic impression of the image is not compromised.

Marketing Support Technologies:

- Dealer(s) may not borrow, repurpose, or redeploy content from any portion of the Hunter Douglas consumer website, The Link/Brite dealer portal, Hunter Douglas Reference Guide, Hunter Douglas partner websites, or any other Hunter Douglas materials without permission from Hunter Douglas Marketing.
- Product videos, television/radio commercial content, and product brochures are the sole property of Hunter Douglas; and most cases, such materials are copyrighted material.

Hunter Douglas Social Media Guidelines

Redistribution of Content on Hunter Douglas Pages and Posts

- Content that appears on Hunter Douglas pages and posts on social media platforms is specifically curated, sourced and managed by Hunter Douglas Marketing, and in most cases is copyrighted material. Dealer(s) may not directly copy, repurpose or redeploy this content as their own. However, in order to encourage promotion of Hunter Douglas products on social media platforms while preserving copyrights, Dealer(s) are allowed to utilize specific reposting or sharing functions within the platforms identified below, provided none of the content within the post is modified in any way:
 - **Facebook & X (formerly known as Twitter):** Dealer(s) can use the "share" or "repost" functions directly within the platform
 - **Pinterest:** Dealer(s) can use the "repin" function directly within the platform.
 - **Instagram:** Dealers(s) can use the "share" function directly within the platform to share Hunter Douglas in-feed posts to their Instagram story
- Dealer(s) are prohibited from including any self-promotional content as a reply to any Hunter Douglas social media post or on any Hunter Douglas social media page.

User Generated Content and Mentions

- The Hunter Douglas social media strategy involves including content from the community, and thus the Hunter Douglas Social Team will frequently reach out to dealers, designers and homeowners on Instagram requesting to feature images shared with Hunter Douglas window coverings. Within the outreach, the team sends a link to a set of guidelines for surrounding image rights. (Below for reference is a copy of the Rights Request Guidelines that is linked within the request).
 - Only the owner of the photo and/or the entity that possesses all rights of the photo necessary for consent, and/or anyone else that legally needs to be credited, will be mentioned within the caption.
 - Requests for mentioning additional entities that do not own the image need to be initiated by the owner and will be reviewed on a case-by-case basis.

Rights Request Guidelines

To accept our rights request and agree to the terms listed in the below Agreement, you MUST own the Photo and/or possess all rights of the Photo necessary for consent.

Agreement

I hereby grant to Hunter Douglas the rights and perpetual royalty-free license to use, reproduce, make derivative works of, modify, distribute and/or otherwise exploit the Photo or Video in discussion in any manner, including without limitation on social media postings, as well as in connection with Hunter Douglas' marketing and promotion by any means now known or hereafter invented. I understand that Hunter Douglas will use commercially reasonable efforts to provide attribution of the Photo to me and any others if and as requested, if the circumstances of the use reasonably allow such attribution to be included.

I represent and warrant that I own the Photo and/or possess all rights in the Photo necessary to grant the rights and licenses set forth above; and have obtained all consents and releases (including without limitation, from all models or other persons appearing in the Photo) necessary for Hunter Douglas to use the Photo in discussion without payment of any kind. I agree to defend, indemnify, and hold harmless Hunter Douglas, its affiliates and contractors, and each of their employees, contractors, directors, suppliers, representatives, customers, and licensees from all liabilities, claims, and expenses, including reasonable attorneys' fees, which may arise out of or otherwise relate to any breach or alleged breach by me of my representations and warranties in this Agreement. Hunter Douglas reserves the right to assume, in its sole discretion, the exclusive defense and control of any matter otherwise subject to indemnification by me, in which event I will assist and cooperate with Hunter Douglas in asserting any available defenses.

This represents the entire agreement of the parties with respect to the subject matter hereof, and no changes or modifications or waivers or supplements to this Agreement will be effective unless in writing and signed by both parties hereafter. This Agreement shall be governed by and construed in accordance with the laws of the State of New York

Hunter Douglas Identity Guidelines

Hunter Douglas Logo Usage

The Hunter Douglas logo should be displayed prominently and clearly to maximize its impact. Allow the logo to breathe by preserving a clear space area around all four sides. The diagrams below show, in grey, the minimum space that should be free and clear of other elements.

The logo should be displayed above a minimum size to avoid illegibility and reproduction limitations. When producing the logo on materials such as leather, plastic, or metal, the minimum size should be carefully considered due to differences in production methods.

Logo Color

The distinctive use of color is a key element of the Hunter Douglas visual identity. The primary logo colors are a specially selected orange, gray, plus white. These make up the symbol and wordmark colors and should be used whenever possible.



Clear Space and Minimum Size

The Hunter Douglas logo should be displayed prominently and clearly to maximize its impact. Allow the logo to breathe by preserving a clear space area around all four sides. The diagrams below show, in grey, the minimum space that should be free and clear of other elements.

The logo should also be displayed above a minimum size to avoid illegibility and reproduction limitations. When producing the logo on materials such as leather, plastic, or metal, the minimum size should be carefully considered due to differences in production methods.

Clear Space and Minimum Size

The minimum clear space equal to "X" (marked on the diagrams shown to the right) for each specific logo. The logos must be surrounded on all sides by the space shown.

Use the clear space area between the logo and any other graphic elements such as type, images, or logos to ensure that the Hunter Douglas logo retains a strong presence wherever it appears.

Minimum Size

On typical print communications, the logo should never be displayed smaller than 1.25" in width for the horizontal logo, and 0.75" for each vertical logo.

On the web and screens, because of pixelation, the minimum width of the horizontal logo is 135px, and 100px for each vertical logo.



Hunter Douglas Identity Guidelines

Hunter Douglas Preferred Horizontal Logo

The logo is the combination of the Hunter Douglas symbol and wordmark in a horizontal arrangement. This preferred logo should be used whenever possible. The symbol always appears to the right of the wordmark, achieving a balance with the boldness of the “H” in the wordmark.

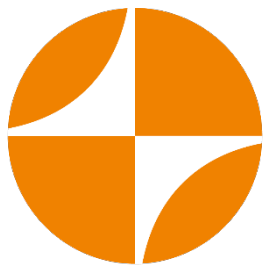
Never alter any elements of the preferred horizontal logo. Always use the original and approved art.



Hunter Douglas Back-up Vertical Logo Options

The vertical logo is the combination of the Hunter Douglas symbol and wordmark in a vertical arrangement. Use the logo when the design or space is not adequate to use the preferred horizontal logo, or where a larger symbol is appropriate. Never alter any elements of the vertical logo and always use the original and approved art.

Vertical Logo A



HunterDouglas

Vertical Logo B



HunterDouglas

Hunter Douglas Identity Guidelines

Hunter Douglas Gallery® Preferred Horizontal Logo

Shown here are approved logos for use by Hunter Douglas Gallery® Dealers. The logo is the combination of the Hunter Douglas symbol and wordmark in a horizontal arrangement, with Gallery prominently shown on the right side of the symbol. Whenever possible, use the preferred logo.

Never alter any elements of the preferred horizontal logo. Always use the original and approved art.

The Gallery logo should never replace the Hunter Douglas brand logo in a traditional print advertisement(s). The Gallery logo should remain in the Dealer section of the advertisement(s) only.

HunterDouglas  Gallery®

HunterDouglas  Gallery®

HunterDouglas  Gallery®

HunterDouglas  Gallery®

Hunter Douglas Gallery Vertical (Stacked) Logo

The vertical (stacked) logo is the combination of the Hunter Douglas symbol and wordmark in a vertical arrangement, with Gallery shown below. Use this logo when the design or space is not adequate to use the preferred horizontal logo, or where a larger symbol is appropriate.

Never alter any elements of the vertical logo. Always use the original and approved art.

The Gallery logo should never replace the Hunter Douglas brand logo. The Gallery logo should remain in the Dealer section of the advertisement(s).



HunterDouglas
Gallery®



HunterDouglas
Gallery®



HunterDouglas
Gallery®



HunterDouglas
Gallery®

Hunter Douglas Discount Compliance Guidelines

I. Restricted Product Line *(Percentage Discount Advertising Not Permitted)*

Hunter Douglas has created and manufactured exclusively for the Dealer network for these restricted products to market and sell. These products have unique qualities that provide consumers with exceptional benefits and have substantial value; therefore, discount advertising (i.e. assigning a percentage discount off price) in connection with the promotion of Hunter Douglas Restricted Products may not be used. However, dollar amount deductions such as "\$xx off" are permitted.

- The Alustra® Collection
- Aura® Illuminated Shades
- Duette® Architella® Collection
- Luminette® Privacy Sheers
- Pirouette® Window Shadings
- Silhouette® Window Shadings
- Sonnette® Cellular Roller Shades
- Skyline® Gliding Window Panels
- Vignette® Modern Roman Shades
- PowerView® Automation

II. Non-Restricted Product Line *(Percentage Discount Advertising Permitted with Limitations)*

Advertising for Non-restricted Hunter Douglas products using a discount, but carry a maximum allowed discount cap indicated below.

In cases where a statement such as "up to __%," the number following the words "up to" cannot exceed the maximum discount levels indicated below.

a) 10% Maximum Advertised Discount

- Heritance® Hardwood Shutters

b) 25% Maximum Advertised Discount

- Designer Banded Shades
- Designer Roller Shades
- Designer Screen Shades
- Duette® Honeycomb Shades
- NewStyle® Hybrid Shutters
- Palm Beach™ Polysatin™ Shutters
- Somner® Custom Vertical Blinds

c) 30% Maximum Advertised Discount

- Applause® Honeycomb Shades
- EverWood® Collection Alternative Wood Blinds
- Modern Precious Metals® Aluminum Blinds
- Nantucket™ Window Shadings
- Parkland® Wood Blinds
- Provenance® Woven Wood Shades
- Vertical Solutions® Vertical Blinds

d) Shutter Minimum Allowed Price per Sq. Ft.

- Heritance® Hardwood Shutters *(price per sq. ft. not permitted)*
- NewStyle® Hybrid Shutters *(minimum \$23 per sq. ft.)*
- Palm Beach™ Polysatin™ Shutters *(minimum \$22 per sq. ft.)*

Hunter Douglas Discount Compliance Guidelines

Discount Advertising with Multiple Product Lines:

When promoting discounts in a single advertisement that includes more than one Hunter Douglas product, the following guidelines apply:

- It must be clear to the consumer that Restricted Product(s) are not included in the promotion or part of the “percentage off” discount. Include a disclaimer that clearly indicates this exclusion. (e.g. Restricted products are excluded from this offer)
- When promoting multiple discount levels, list the discount for each product line.
- All discounts must be in the same typeface and font size. Font size must be clearly visible to consumers.
- Products advertised at a higher discount should have a clear visible separation from the Restricted Product(s) (i.e. by an adequate border or white space).

Advertising Restrictions:

- All printed materials in which the brand name Hunter Douglas, trademarks and logos appear, should not be distributed to consumers’ private mailboxes without contacting the relevant state, county or town municipality to ensure the practice is legal in that service area.
- When creating advertising materials or making an offer using the phrase “at no additional cost”, “free”, “without charge” “gift” and other similar phrases which tend to convey the impression to the consumer that a product or service is free, Dealer(s) should exercise extreme care to:
 - avoid any possibility that consumers will be deceived or misled, and
 - ensure that any such advertising materials and offers comply with all applicable laws and regulations.
- A product or service should never be advertised as “free” with the purchase of another item unless the product or service advertised as free is truly being provided for free, meaning that the price of the item that must be purchased (i.e. to receive the free product or service) should not be increased or otherwise marked-up above the regular price to recover, in whole or in part, the cost of the free product or service.

Hunter Douglas Compliance Guidelines

Mandatory Legal Copy Requirements:

- When advertising creative promotes the PowerView® scheduling benefit, the following legal copy is required:
The PowerView® App is required for programmed operation.
 - When mentioning the App/mobile device in the body of a radio spot, the footnote is not required.
 - When advertising using a media vehicle, such as a Banner Ad or Facebook video, that is driving the consumer to an approved URL landing page, the footnote must be on the landing page upon the first click from the ad.
- Advertising creative must include dated copyright on all traditional templates.
 - ©2026 Hunter Douglas. All rights reserved. All trademarks used herein are the property of Hunter Douglas or their respective owners.

Compliance with Applicable Laws and Regulations:

Dealer(s) should become familiar with the applicable laws and regulations that pertain to their business operations and implement appropriate measures to ensure compliance with such laws and regulations. All advertising, promotions, offers for sale, sales and business activities involving or in any way related to the Hunter Douglas brand must comply in all respects with all applicable laws and regulations. By submitting any advertising or promotional materials to Hunter Douglas or any of its representatives or contractors for Advertising reimbursement, you are representing and certifying that such materials comply with all applicable laws and regulations and you acknowledge and agree that Hunter Douglas will be entitled to rely on such representation and certification when providing any advertising reimbursement.

Changes to Dealers' Address/Dealership Status & Type:

Hunter Douglas authorizes its dealers to conduct business at a specific address. This address is typically referred to as the physical address for showroom dealers and as the home address for shop-at-home dealers. Any changes to the authorized address or dealership type and status must be submitted in writing and approved by Hunter Douglas.

Hunter Douglas Sales to Non-Active Dealers:

Dealers who are authorized to sell Hunter Douglas window treatments may not for resale purposes sell Hunter Douglas window treatments to any non-active dealers. Please contact your Hunter Douglas Sales Representative for additional information.

Hunter Douglas and Dealer Endorsements:

From time to time, Hunter Douglas management may compliment Dealer(s) on successful business achievements. These compliments are not individual Dealer(s) endorsements and are not to be quoted in a trade or commercial advertisements. Any quotes for press releases or printed promotional advertising must have prior written approval from Hunter Douglas Marketing.

Dealer(s) may not employ any language or logo that suggests a program or relationship between them and Hunter Douglas that does not exist. Dealer(s) must always use their own business entity name but may reference the Hunter Douglas name provided the communication clearly describes the two companies as separate entities.

Publishing Restrictions:

Dealer(s) may not publish any portion of the following: this Policy, Hunter Douglas Measuring, and Installation Guides, Hunter Douglas Dealer cost factors, Hunter Douglas pricing and/or purchasing terms applicable to transactions directly between Hunter Douglas and the Dealer(s), Hunter Douglas Dealer agreements, and any information intended for usage by Dealer(s), including but not limited to any confidential and proprietary information of Hunter Douglas.

Modifications to this Policy:

Hunter Douglas reserves the right to modify or amend this Policy at any time and for any reason, including but not limited to changes to the Hunter Douglas business (including the inclusion of new types of products) and changes in legal or management requirements. Hunter Douglas will make reasonable efforts to ensure that its Dealer(s) always have access to the current version of this Policy. If you are unsure if you have the current version of this Policy, please contact your Hunter Douglas Sales Representative.

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Digital Marketing Advertising Guide

Effective January 1, 2026

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Overview

While we encourage our Dealers to leverage the Pinnacle Advertising Packages, Hunter Douglas continues to support Dealers on their independent advertising efforts in digital channels as it can be very effective and efficient.

Given the personal on-to-one nature of social media, combined with sophisticated targeting capabilities of many other digital platforms, digital advertising delivers a high probability of reaching the right consumers at the right time with the right message.

The objective of this guide is to identify some of the more effective and widely used digital media vehicles and then to describe the specific conditions required to use Hunter Douglas assets.

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Digital Vehicle Summary

- Search Engine Marketing (SEM)/Pay-Per-Click (PPC)/Paid Search
- Search Engine Optimization (SEO)/Organic Search
- Display Ads/Banner Ads
- Facebook
- Instagram
- Pinterest
- Houzz
- Yelp
- Email Marketing

* NOTE: Digital business services such as Review Management or Web Chat (i.e. from agencies such as Podium) are currently not eligible for Advertising Fund reimbursement.

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Search Engine Marketing (SEM), Pay-Per-Click (PPC), Paid Search

- A. Description:** These text ads appear on search engine result pages (Google, Yahoo, and Bing). These ads are seen when a relevant search term is entered. PPC ads are primarily made up of text, which includes a headline, a few phrases of copy, and the website link.

The image shows a Google search results page for the query "apartments for rent". The search bar at the top shows the query and the Google logo. Below the search bar, there are tabs for "All", "Maps", "Shopping", "News", and "More". The results show "About 195,000,000 results (0.96 seconds)".

Three callout boxes on the left point to specific parts of the first search result:

- Headline:** Points to the text "Apartments For Rent - Real-Time Availability & Price - apartments.com".
- Website Link:** Points to the text "Ad www.apartments.com/".
- Body Copy:** Points to the text "3.5 ★★★★★ rating for apartments.com View Apartments with Verified Reviews, High Res Photos & 3D Tours. Search Now! Community Information · Interactive Map Search · Ratings & Reviews · Over 150,000 Properties Ratings: Listing variety 9/10 - Listing quality 9/10 - Website 8.5/10 - Community 8.5/10 - Advice 8.5/10 Start Your Search Here Advertise With Us Renter Resources Blog".

The first search result is highlighted with a red border. It includes the following text:

Apartments For Rent - Real-Time Availability & Price - apartments.com
Ad www.apartments.com/ ▾
3.5 ★★★★★ rating for apartments.com
View Apartments with Verified Reviews, High Res Photos & 3D Tours. Search Now!
Community Information · Interactive Map Search · Ratings & Reviews · Over 150,000 Properties
Ratings: Listing variety 9/10 - Listing quality 9/10 - Website 8.5/10 - Community 8.5/10 - Advice 8.5/10
Start Your Search Here Advertise With Us
Renter Resources Blog

The second search result is:

Apartments at Rent.com®
Ad www.rent.com/ ▾
See Detailed Listings With Pricing, Pics, Floor Plans & Virtual Tours!
3D Floor Plans · HD Photos · Certified Reviews
Ratings: Listing variety 8.5/10 - Listing quality 8.5/10 - Community 8.5/10 - Advice 8.5/10
Search By City · Pet Friendly Search · Off Campus Housing · Rent.com Blog

The third search result is:

Find Local Apartment Rentals - Search 1000s of Apartments.
Ad www.apartmentlist.com/Apartments/Near_You ▾
Search Results Customized For You. Pricing And Availability Updated Daily.
Award Winning Website · Neighborhood Guides · Featured on Forbes & TIME · Personalized Results
Amenities: Modern Kitchens, Hardwood Floors, In Unit W/D, Resort Style Pools, 100% Verified Properties
Pet Friendly Apartments · Luxury Apartments · Washer Dryer · Air Conditioned

At the bottom of the page, there is a link for "Apartments for Rent - Rent.com® Apartment Finder" with the URL www.rent.com/.

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Search Engine Optimization (SEO) / Organic Search

- A. Description:** SEO describes techniques and tactics applied to a website to increase your ranking in organic search results from search engines such as Google, Bing, Yahoo etc.
- Organic Search results refer to non-paid listings

The image shows a Google search results page for the query "paid search". The search bar at the top shows "paid search" and the Google logo. Below the search bar, there are tabs for "All", "News", "Images", "Videos", "Shopping", "More", "Settings", and "Tools". The search results show "About 47,500,000 results (0.58 seconds)".

Paid Search Result: An orange box with an arrow pointing to the first search result, which is a sponsored listing for "Brunner Paid Search - Relationships Built on Results - brunnerworks.com". The listing includes the website URL, phone number, and a brief description of their services.

Organic Search Result: An orange box with an arrow pointing to the first organic search result, which is "What is paid search (PPC) and why do you need it? | Econsultancy". The listing includes the URL and a brief description of the article.

The search results also include a "People also ask" section with questions like "What is a paid search campaign?", "What is a search ad?", "What is a paid keyword?", and "What is ad in Google search?".

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Display Ads / Banner Ads

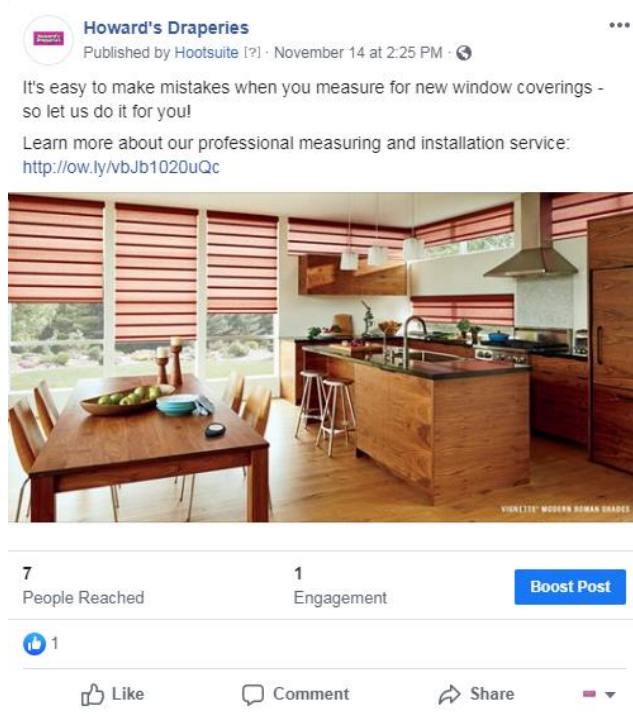
A. Description: Banner ads utilize visual elements (images, audio, animation or video) to:

- Drive brand awareness through impressions (i.e. the number of times the ad was displayed)
- Drive clicks to your website .



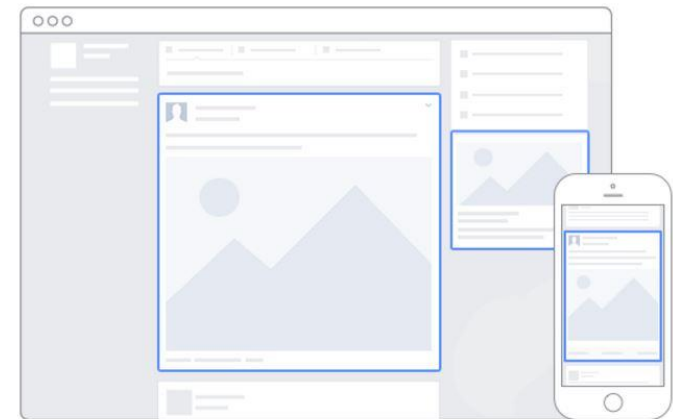
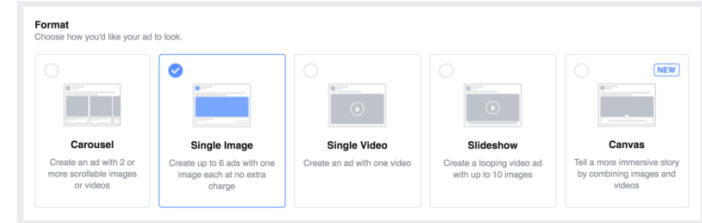
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A. **Description:** Businesses can advertise on Facebook through Boosted Posts or Facebook Ads.



Boosted Posts: These are paid posts that will appear higher on news feeds to a greater audience than a non-paid post, making it more likely that your target audience will see it.

Share Function: Dealer(s) can use the 'share' function to organically post directly within the platform.



Facebook Ads: These are ads that provide greater flexibility with targeting and creative options (event responses, lead capture, video views, etc.).

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Instagram

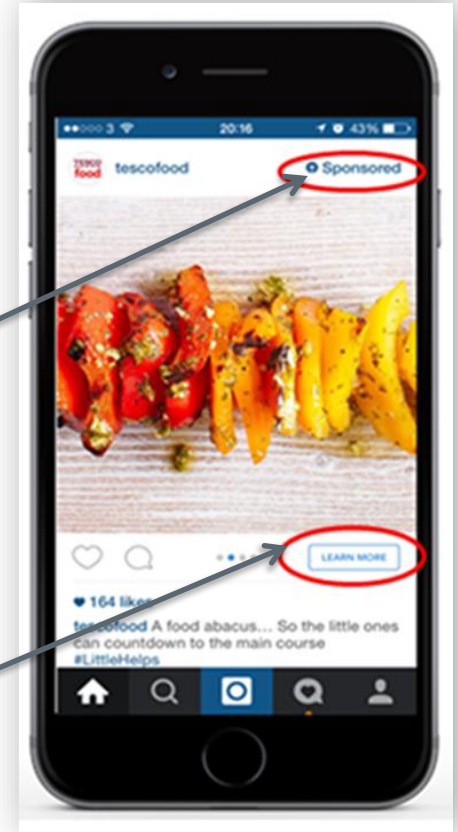
A. Description: Instagram ads can fall into 4 categories: Photo Ads, Video Ads, Carousel Ads and Stories Ads.

1. **Image Ads:** One photo accompanied by copy that is seen when the customer scrolls through their Feed.
2. **Carousel Ads:** These ads include several photos; the user can scroll through an album of up to 10 photos
3. **Video Ads:** Similar to the photo ad except that it is a video.
4. **Stories Ads:** These are ads placed in the Stories function within Instagram, where users' posts disappear within a 24-hour period

Share Function: Dealer(s) can use the 'share' function directly within the platform to organically share Hunter Douglas in-feed posts to their Instagram story.

"Sponsored" indicates this is an Ad

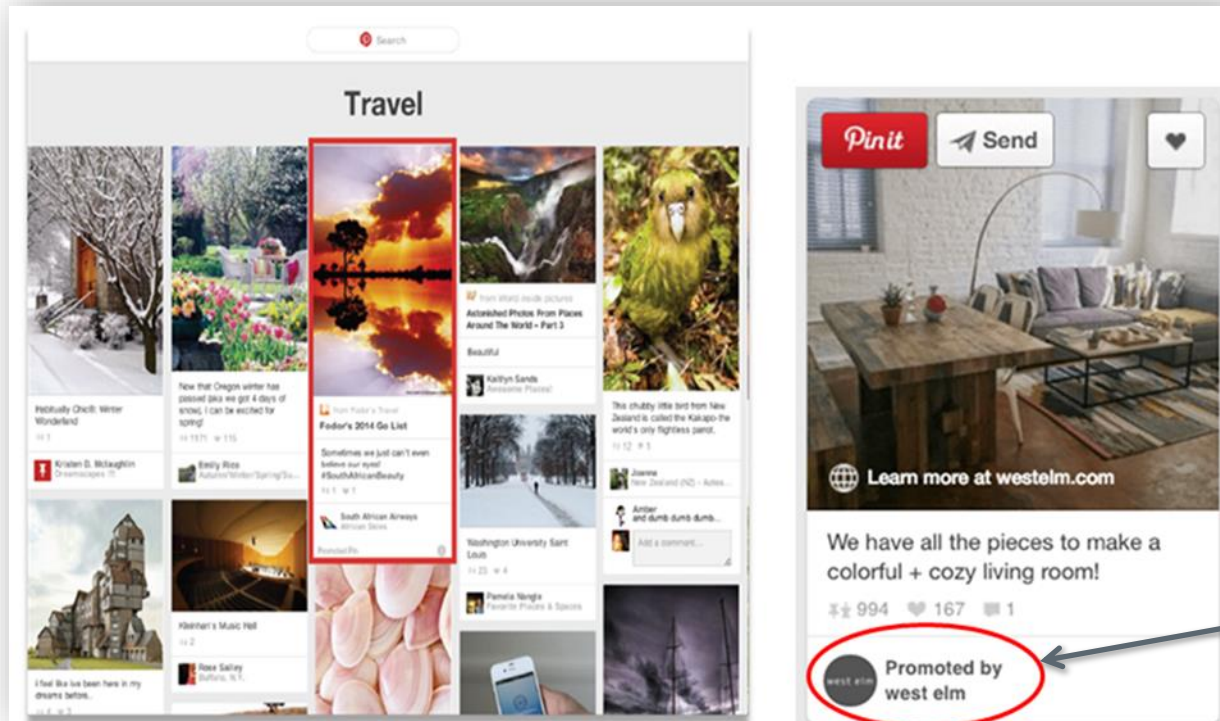
"Learn More" links to a website



Boosted Posts: These are paid posts that will appear higher on news feeds to a greater audience than a non-paid post, making it more likely that your target audience will see it

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- A. Description:** Pinterest is a social network site that allows users to organize and share images and videos. Dealers may drive further awareness and conversion through the purchase of promoted pins.

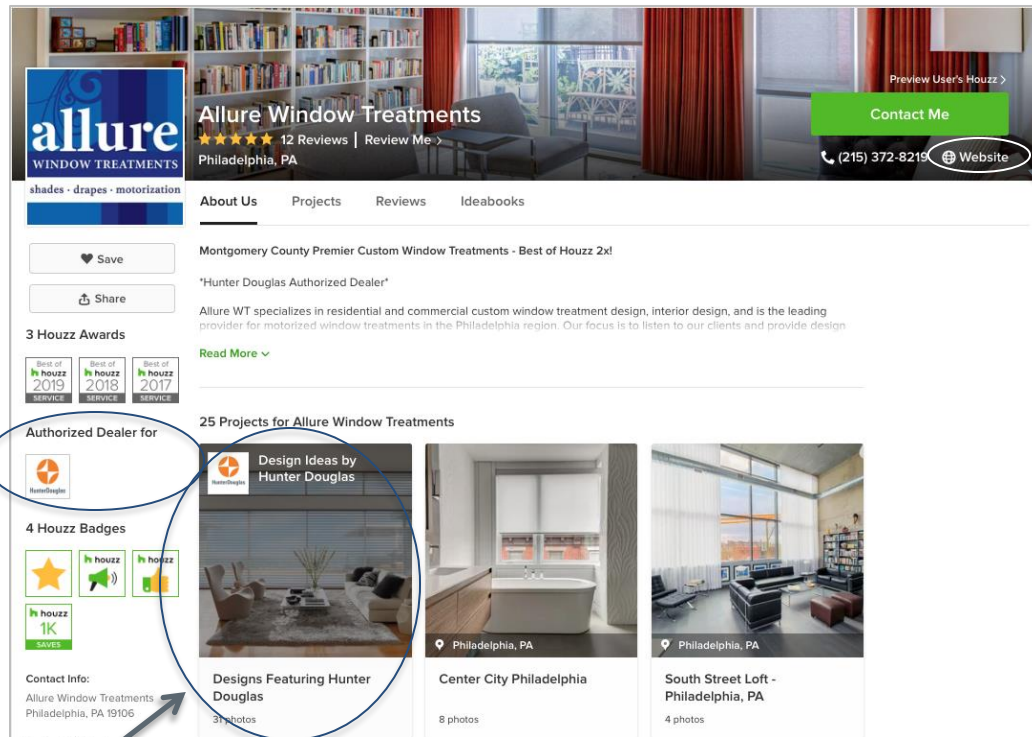


"Promoted by" indicates this a Promoted Pin

Promoted Pins: Promoted Pins are designed to inspire the customer to not only pin the photo to their board but also click to the company's site. Dealer(s) can use the 'repin' function directly within the platform.

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- A. **Description:** Houzz is a website and online community about architecture, interior design, decorating, and home improvement. Houzz allows users to advertise through a Pro+ account and Search Ads.



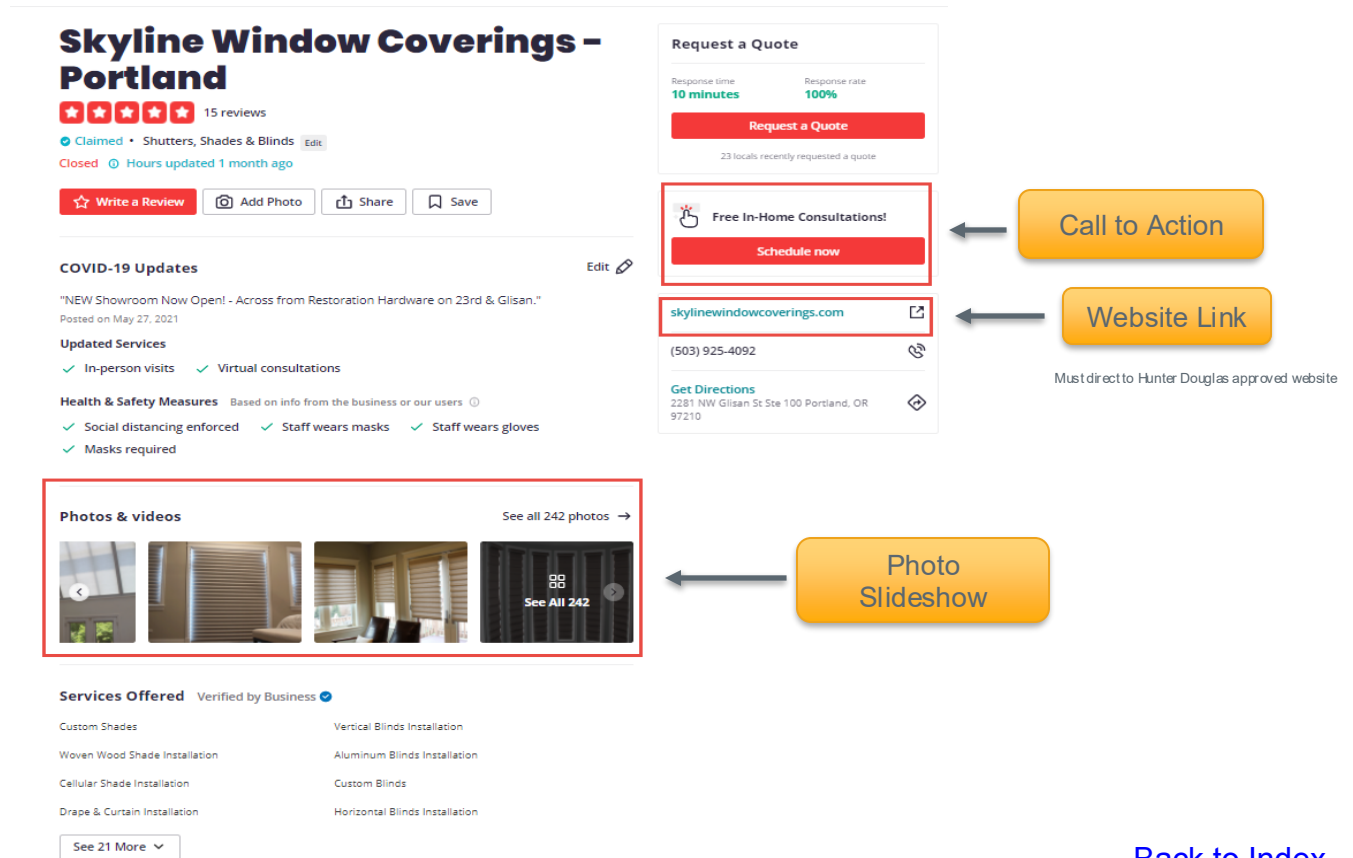
Website Link

Authorized Dealer Tile

Featured Projects

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- A. Description:** Yelp connects people with local businesses through a platform that allows users to search for a category (i.e. window treatments) and find business profiles featuring customer reviews. Local businesses can augment their basic profile by paying for an Enhanced Profile which enables the ability to purchase Search ads.



Skyline Window Coverings - Portland

★ ★ ★ ★ ★ 15 reviews

Claimed • Shutters, Shades & Blinds Edit

Closed ⌚ Hours updated 1 month ago

Write a Review Add Photo Share Save

COVID-19 Updates Edit

"NEW Showroom Now Open! - Across from Restoration Hardware on 23rd & Glisan."
Posted on May 27, 2021

Updated Services

- ✓ In-person visits
- ✓ Virtual consultations

Health & Safety Measures Based on info from the business or our users ⓘ

- ✓ Social distancing enforced
- ✓ Staff wears masks
- ✓ Staff wears gloves
- ✓ Masks required

Request a Quote

Response time: **10 minutes** Response rate: **100%**

Request a Quote

23 locals recently requested a quote

Free In-Home Consultations!

Schedule now

skylinewindowcoverings.com

(503) 925-4092

Get Directions
2281 NW Glisan St Ste 100 Portland, OR 97210

Photos & videos See all 242 photos →

Services Offered Verified by Business ✓

- Custom Shades
- Woven Wood Shade Installation
- Cellular Shade Installation
- Drape & Curtain Installation
- Vertical Blinds Installation
- Aluminum Blinds Installation
- Custom Blinds
- Horizontal Blinds Installation

See 21 More

Call to Action

Website Link

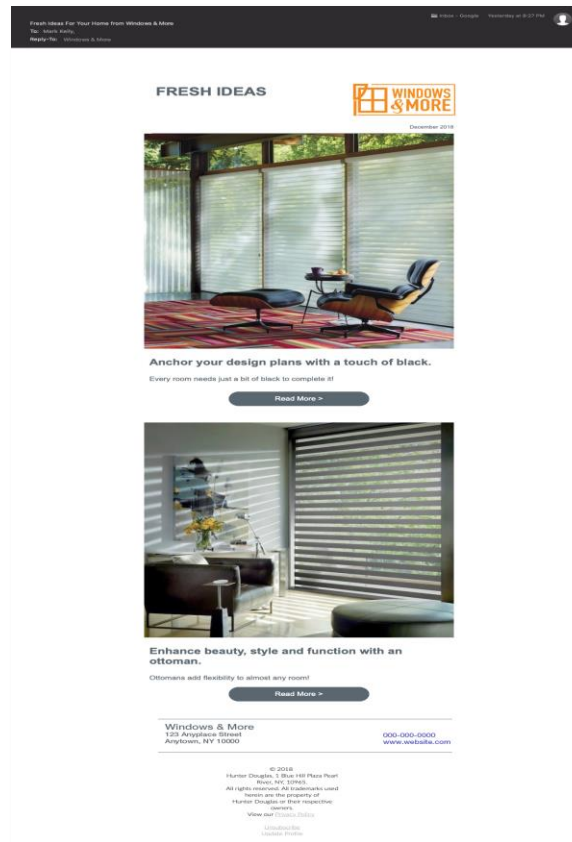
Must direct to Hunter Douglas approved website

Photo Slideshow

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Email Marketing

- A. Description:** Email Marketing is sending a single email creative to connect with thousands of potential consumers simultaneously. All email marketing campaigns need to follow the CAN-SPAM Act, include an unsubscribe link, and accurately identify the business that is deploying the email.



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2026 Registered Trademarks and Trademarks

PowerView® Automation

PowerView® Gen 3 Automation
 PowerView+™ Gen 3 Automation
 PowerView® Gen 3 AC Automation
 PowerView® Gen 3 Gateway
 PowerView® Gen 3 Gateway Pro
 PowerView® Gen 3 Gateway
 PowerView® Gen 3 Gateway Mount
 PowerView® Gen 3 Scene Controller
 PowerView® Gen 3 Remote
 PowerView® Automation
 PowerView+™ Automation
 PowerView® AC Automation
 PowerView® Pebble®
 PowerView® Hub
 PowerView® App
 RemoteConnect™

Aura Illuminated Shades

Aura™ Illuminated Shades with
 PowerView+™ Automation
 Aura™ Illuminated Shades with Vignette® Modern
 Roman Shade
 Aura™ Illuminated Shades with Sonnette® Cellular
 Roller Shades
 Aura™ Illuminated Shades with Designer Roller
 Shades

Alternative Wood Blinds

EverWood®
 EverWood® Alternative Wood Blinds
 EverWood® Faux Wood Blinds
 EverWood® Distinctions™
 EverWood® Patina
 EverWood® Renditions™
 EverWood® Textured
 EverWood® TruGrain®

Features & Operating Systems

de-Light™
 EverWood® with LiteRise®
 EverWood® with SimpleLift™
 EverWood® with PowerView® Automation
 EverWood® with PowerView® Automation Tilt Only
 EverWood® with SimpleLift™ and PowerView®
 Automation Tilt Only
 EverWood® with SimpleLift™ and PowerView®
 Automation
 EverWood® with SpringRise™
 Performance Plus™ Protection
 Artemis™ valance
 Grandover™ valance

Wood Blinds

Parkland®
 Parkland® Wood Blinds
 Parkland® Classics™
 Parkland® Wood Cornices
 Parkland® Matte
 Parkland® Premier™
 Parkland® Scenic™
 Parkland® Specialty

Features & Operating Systems

de-Light™
 Parkland® with LiteRise®
 Parkland® with PowerView® Automation
 Parkland® with PowerView® Automation Tilt Only
 Parkland® with SimpleLift™
 Parkland® with SimpleLift™ and PowerView® Automation
 Parkland® with SimpleLift™ and PowerView® Automation
 Tilt Only
 Parkland® with SpringRise™
 Grandover™ valance
 Artemis™ valance

Aluminum Blinds

Modern Precious Metals®
 Modern Precious Metals® Aluminum Blinds
 Modern Precious Metals® Mini Blinds
 Modern Precious Metals® Celebrity®
 Modern Precious Metals® Décor®
 Modern Precious Metals® Macro

Features & Operating Systems

de-Light™
 Lightlines®
 MagnaView® tilt feature
 Icon™
 Opalescence™
 Riverstone®
 Silken™
 SoftWeave™
 Modern Precious Metals® with LiteRise®
 Modern Precious Metals® with PowerView® Automation
 Modern Precious Metals® with PowerView® Automation
 Tilt Only
 Modern Precious Metals® with SimpleLift™
 Modern Precious Metals® with SimpleLift™ and
 PowerView® Automation
 Modern Precious Metals® with SimpleLift™ and
 PowerView® Automation Tilt Only
 Modern Precious Metals® with SpringRise™

Panel Shades

Skyline® Gliding Window Panels

Operating Systems

Skyline® Gliding Window Panels with
 PowerView® Automation

Vertical Blinds

Cadence® Soft Vertical Blinds
 Cadence® Impressions™
 Cadence® Motif™
 Somner® Custom Vertical Blinds
 Vertical Solutions® Vertical Blinds
 Posi-Tilt®
 PermaClear™ Vinyl Groover

Features & Headrail Systems

Paramount® Contoured Headrail
 PermAlign® Headrail
 PermaTrak® Headrail
 PermaTilt® Wand Control
 PermAssure® Safety Wand
 DualFold™ Double-Tiered Valance

Woven Shades

Provenance® Woven Wood Shades

Operating Systems

Provenance® Woven Wood Shades with EasyRise™
 Provenance® Woven Wood Shades with LiteRise®
 Provenance® Woven Wood Shades with UltraGlide®
 Provenance® Woven Wood Shades with PowerView®
 Automation

Roller Shades

Sonnette® Cellular Roller Shades
 Ainsley™
 Elan®
 Elan® Metallic
 Heritage™
 Highline®
 Lenox™
 Mackay™
 Textura®
 Thatcher™

Operating Systems

Sonnette® Cellular Roller Shades with LiteRise®
 Sonnette® Cellular Roller Shades with SoftTouch®
 Motorization
 Sonnette® Cellular Roller Shades with PowerView®
 Automation
 Sonnette® Cellular Roller Shades with Custom Clutch

Designer Shades

Designer Banded Shades
 Designer Roller Shades
 Designer Roller Duolite® Shades
 Designer Screen Shades
 Designer Screen Duolite® Shades
 Designer Screen GreenScreen® Sea-TeX™

Operating Systems

Designer Banded Shades ClearView™ Fairy Glen
 Designer Banded Shades ClearView™ Mali
 Designer Banded Shades ClearView™ Skye
 Designer Banded Shades with SoftTouch® Motorization
 Designer Banded Shades with UltraGlide®
 Designer Banded Shades with PowerView® Automation
 Designer Roller Shades with SoftTouch® Motorization
 Designer Roller Shades with LiteRise®
 Designer Roller Shades with UltraGlide®
 Designer Roller Shades with PowerView® Automation
 Designer Roller Duolite® Shade with PowerView®
 Automation
 Designer Screen Shades with SoftTouch® Motorization
 Designer Screen Shades with LiteRise®
 Designer Screen Shades with UltraGlide®
 Designer Screen Shades with PowerView® Automation
 Designer Screen Duolite® Shade with PowerView®
 Automation

Custom Shutters

Heritage® hardwood shutters
 NewStyle® hybrid shutters
 Palm Beach™ Polysatin™ shutters

Features & Operating Systems

Heritage® TruView™ rear tilt system
 Heritage® SoftClose™ louvers with Quick Align™
 Heritage® Integra™ finish
 Heritage® Truemill® dovetail construction
 Heritage® Staytite™ Louver Tension Pin
 NewStyle® TruView™ rear tilt system
 NewStyle® Truemill® dovetail construction
 NewStyle® Finetech® finish
 NewStyle® Crosslink™ construction
 NewStyle® UltraGrain™ Finish
 NewStyle® SoftClose™ louvers with Quick Align™
 NewStyle® SoftClose™ louvers
 NewStyle® UltraGrain™ Finish
 NewStyle® Staytite™ Louver Tension Pin
 Palm Beach™ with HiddenTilt™ operating system
 Palm Beach™ Duralink™ tilt bar connectors
 Palm Beach™ TruView™ rear tilt system
 Palm Beach™ Duracatch™
 Palm Beach™ Duratension™
 Palm Beach™ DuraLux™ Finish
 Palm Beach™ Promise™
 Palm Beach™ Shutters with PowerView® Automation
 Easy Angle™ Measuring Tool

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2026 Registered Trademarks and Trademarks

Honeycomb Shades

Applause® Honeycomb Shades
 Applause® Amity™
 Applause® Crystalline™ Sheer
 Applause® Legends™
 Applause® Kinship™
 Applause® Sunterra™
 Applause® Vintage™
 Duette® Honeycomb Shades
 Duette® Architella®
 Duette® Architella® Alexa™
 Duette® Architella® Alexa Metallic™
 Duette® Architella® Batiste Bamboo
 Duette® Architella® Batiste Semi-Sheer
 Duette® Architella® Calypso™
 Duette® Architella® Classic™
 Duette® Architella® Elan®
 Duette® Architella® Elan® Metallic
 Duette® Architella® Elan® Streetside
 Duette® Architella® India Silk™
 Duette® Architella® Reception
 Duette® Architella® Thea™
 Duette® Commercial with Microshield™
 Duette® Whisper™ Sheer
 Duette® ClearView® Sheer
 Duette® with ClearView® Sheer
 HDOrigins®
 HDOrigins® Esprit™
 IllumiCell™
 MicroShield™
 TruePleat™

Features & Operating Systems

Applause® Duolite®
 Applause® with EasyRise™
 Applause® with LiteRise®
 Applause® with UltraGlide®
 Applause® with Simplicity™
 Applause® with SkyLift™
 Applause® with Vertiglide™
 Applause® with PowerView® Automation
 Duette® with EasyView® Arch
 Duette® with EasyRise™
 Duette® Duolite®
 Duette® with LightLock®
 Duette® LightLock® with PowerView® Automation
 Duette® LightLock® with LiteRise®
 Duette® with LiteRise®
 Duette® with UltraGlide®
 Duette® with SkyLift™
 Duette® with Simplicity™
 Duette® TrackGlide™
 Duette® TrackGlide™ with LiteRise®
 Duette® TrackGlide™ with PowerView® Automation
 Duette® with Vertiglide™
 Duette® Vertiglide™
 Duette® Vertiglide™ with PowerView® Automation
 Duette® with PowerView® Automation
 SkyLift™ Lifting System
 SkyLift™ Duolite®

Privacy Sheers

Luminette® Privacy Sheers
 Luminette® Accents by the Yard™
 Luminette® Angelica™ fabric
 Luminette® Bristol™ fabric
 Luminette® Ella™ fabric
 Luminette® Linéa™ fabric
 Luminette® Originale™ fabric
 Luminette® Sheer Linen™ fabric
 Luminette® Solar Screen™ fabric
 Luminette® Stria™ fabric
 Luminette® Terra™ fabric
 Luminette® Voyant™ fabric
 The Whole House Solution™

Features & Operating Systems

Luminette® with PowerView® Automation
 Luminette® Traveling Wand™
 SofTrak™

Modern Roman Shades

Vignette® Modern Roman Shades
 Vignette® Accents by the Yard™
 Vignette® Rolling Style
 Vignette® Stacking Style
 Vignette® Belfast Linen
 Vignette® Brooklyn Tweed™
 Vignette® Caden™
 Vignette® Cambria™
 Vignette® Cascade
 Vignette® Jewelstone
 Vignette® Leela
 Vignette® Linen Weave
 Vignette® Loren™
 Vignette® Knox™
 Vignette® India Silk™
 Vignette® Prairie
 Vignette® Rory™
 Vignette® Shantung
 Vignette® Siena™

Operating Systems

Vignette® Duolite®
 Vignette® Rolling with EasyRise™
 Vignette® Rolling with EasyRise™ Two-On-One Headrail
 Vignette® Rolling with UltraGlide®
 Vignette® Rolling with UltraGlide® Two-On-One Headrail
 Vignette® Rolling with LiteRise®
 Vignette® Rolling with LiteRise® Two-On-One Headrail
 Vignette® Rolling with PowerView® Automation
 Vignette® Stacking with EasyRise™
 Vignette® Stacking with EasyRise™ Top-Down/Bottom-Up
 Vignette® Stacking with EasyRise™ Two-On-One Headrail
 Vignette® Stacking with UltraGlide®
 Vignette® Stacking with UltraGlide® Top-Down/Bottom-Up
 Vignette® Stacking with LiteRise®
 Vignette® Stacking with LiteRise® Top-Down/Bottom-Up
 Vignette® Stacking with LiteRise® Two-on-One Headrail
 Vignette® Stacking with PowerView® Automation
 Vignette® Stacking with PowerView® Automation Top-Down/Bottom-Up
 Vignette® Stacking with PowerView® Automation Two-on-One Headrail

Window Shadings

Nantucket™ Window Shadings
 Nantucket™ Origins® Amara™
 Nantucket™ Brant Point™
 Nantucket™ Boardwalk™
 Nantucket™ Centre Park™
 Nantucket™ Front Street™
 Nantucket™ Misty Harbor™
 Nantucket™ Parksley™
 Nantucket™ Sankaty™
 Nantucket™ Sun Porch™
 Pirouette® Window Shadings
 Pirouette® with ClearView™
 Pirouette® ClearView Satin™
 Pirouette® ClearView Satin Metallic™
 Pirouette Grant™
 Pirouette India Silk™
 Pirouette Satin Metallic™
 Pirouette Serene™
 Pirouette Stria™
 Silhouette® Window Shadings
 Silhouette® Angelica™
 Silhouette® Bon Soir™
 Silhouette® Bon Jour™
 Silhouette® Ella™
 Silhouette® Grandiose™
 Silhouette® Mystere™
 Silhouette® Nouveau™
 Silhouette® Originale™
 Silhouette® Solar Screen™
 Silhouette® Stria™
 Silhouette® Originale™ Quartette®
 Silhouette® Quartette™
 Silhouette® Toujours™
 Silhouette® Halo® ClearView® Elan®
 Silhouette® ClearView® Mystere™
 Silhouette® ClearView® Nouveau™
 Silhouette® ClearView® Originale™
 Silhouette® Terra™
 SnapView™ Fabric Deck
 The Whole House Solution™

Operating Systems

Nantucket™ with EasyRise™
 Nantucket™ with LiteRise®
 Nantucket™ with UltraGlide®
 Nantucket™ with PowerView® Automation
 Nantucket™ with SoftTouch®
 Nantucket™ with EasyRise™ Two-On-One Headrail
 Nantucket™ with LiteRise® Two-On-One Headrail
 Nantucket™ with UltraGlide® Two-On-One Headrail
 Nantucket™ Palette® Fabric-Covered Headrail
 Nantucket™ A Deux™ Shadings
 Pirouette® with EasyRise™
 Pirouette® with UltraGlide®
 Pirouette® with PowerView® Automation
 Pirouette® with the Invisi-Lift® System
 Pirouette® with SoftTouch® Motorization
 Silhouette® with EasyRise™
 Silhouette® with LiteRise®
 Silhouette® with LiteRise® Two-On-One Headrail
 Silhouette® with PowerView® Automation
 Silhouette® with PowerView® Automation Two-On-One Headrail
 Silhouette® Duolite® Shadings
 Silhouette® Palette® Fabric-Covered Headrail
 Silhouette® Grandiose™ Shadings
 Silhouette® A Deux™ Shadings
 Silhouette® with UltraGlide®
 Silhouette® with UltraGlide® Two-On-One Headrail
 Silhouette® with SoftTouch® Motorization

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2026 Registered Trademarks and Trademarks

The Alustra® Collection

Honeycomb Shades

The Alustra® Collection of Duette® Honeycomb Shades
 Duette® Architella® Leela™
 Duette® Architella® Macon™
 Duette® Architella® Solasta™

Operating Systems

Alustra® Duette® Duolite®
 Alustra® Duette® with LiteRise®
 Alustra® Duette® with UltraGlide®
 Alustra® Duette® with PowerView® Automation
 Alustra® Duette® with Vertiglide™
 Alustra® Duette® with EasyRise™
 Alustra® Duette® TrackGlide™
 Alustra® Duette® TrackGlide™ with LiteRise®
 Alustra® Duette® TrackGlide™ with PowerView® Automation
 Alustra® Duette® with Simplicity™
 Alustra® Duette® with Skylift™
 Alustra® Duette® Lightlock®
 Alustra® Duette® with EasyRise™
 Alustra® Duette® Lightlock® with LiteRise®
 Alustra® Duette® Lightlock® with PowerView® Automation

Woven Textures

The Alustra® Collection of Woven Textures®
 Alustra® Woven Textures® shades
 Alustra® Bronze Shimmer™

Operating Systems

Alustra® Woven Textures® with LiteRise®
 Alustra® Woven Textures® with EasyRise™
 Alustra® Woven Textures® with UltraGlide®
 Alustra® Woven Textures® with PowerView® Automation
 Alustra® Woven Textures® with PowerView® Automation Top-Down/Bottom-Up
 Alustra® Woven Textures® with EasyRise™ Two-On-One Headrail
 Alustra® Woven Textures® with UltraGlide® Two-On-One Headrail
 Alustra® Woven Textures® with SoftTouch™ Motorization
 Alustra® Woven Textures® Roller Duolite™

Modern Roman Shades

The Alustra® Collection of Vignette® Modern Roman Shades
 Alustra® Vignette® Modern Roman Shades
 Alustra® Vignette® Accents by the Yard™
 Alustra® Vignette® Elysian™
 Alustra® Vignette® Idyllic™
 Alustra® Vignette® Silk Road™

Operating Systems

Alustra® Vignette® Duolite®
 Alustra® Vignette® Rolling with EasyRise™
 Alustra® Vignette® Rolling with EasyRise™ Two-on-One Headrail
 Alustra® Vignette® Rolling with UltraGlide®
 Alustra® Vignette® Rolling with UltraGlide® Two-on-One Headrail
 Alustra® Vignette® Rolling with LiteRise®
 Alustra® Vignette® Rolling with LiteRise® Two-on-One Headrail
 Alustra® Vignette® Rolling with PowerView® Automation
 Alustra® Vignette® Stacking with EasyRise™
 Alustra® Vignette® Stacking with EasyRise™ Top-Down/Bottom-Up
 Alustra® Vignette® Stacking with EasyRise™ Two-on-One Headrail
 Alustra® Vignette® Stacking with UltraGlide®
 Alustra® Vignette® Stacking with UltraGlide® Top-Down/Bottom-Up
 Alustra® Vignette® Stacking with LiteRise®
 Alustra® Vignette® Stacking with LiteRise® Top-Down/Bottom-Up
 Alustra® Vignette® Stacking with LiteRise® Two-on-One Headrail
 Alustra® Vignette® Stacking with PowerView® Automation
 Alustra® Vignette® Stacking with PowerView® Automation Top-Down/Bottom-Up
 Alustra® Vignette® Stacking with PowerView® Automation Two-on-One Headrail

Privacy Sheers

Alustra® Luminette® Privacy Sheers
 Alustra® Calista™

Operating Systems

Alustra® Luminette® Traveling Wand™
 Alustra® Luminette® with PowerView® Automation

Window Shadings

The Alustra® Collection of Pirouette® Window Shadings
 Alustra® Pirouette® Window Shadings
 Alustra® Charmeuse™
 Alustra® Valencia™
 Pirouette® Alustra® ClearView® Apollo™
 The Alustra® Collection of Silhouette® Window Shadings
 Alustra® Silhouette® Window Shadings
 Alustra® Aria™
 Alustra® Bon Soir™
 Alustra® Brio™
 Alustra® Brio™ Bon Soir™
 Alustra® Mila™

Operating Systems

Alustra® Pirouette® with EasyRise™
 Alustra® Pirouette® with UltraGlide®
 Alustra® Pirouette® with PowerView® Automation
 Alustra® Pirouette® with the Invisi-Lift® System
 Alustra® Pirouette® with SoftTouch® Motorization
 Alustra® Silhouette® with EasyRise™
 Alustra® Silhouette® with UltraGlide®
 Alustra® Silhouette® with LiteRise®
 Alustra® Silhouette® with LiteRise® Two-On-One Headrail
 Alustra® Silhouette® with PowerView® Automation
 Alustra® Silhouette® with PowerView® Automation Two-On-One Headrail
 Alustra® Silhouette® with SoftTouch® Motorization
 Alustra® Silhouette® A Duex™ Shadings
 Alustra® Silhouette® Duolite® Shadings

Architectural Shades

Alustra® Architectural Shades

Operating System

Alustra® Architectural Shades with PowerView® Automation