



**Brand book and
identity guidelines**



**we
care**

Contents

brand book	3		
identity guidelines	25		
01 Brand tools			
01-1 The logotype	26		
Three-colour logotype	27		
One-colour logotype	28		
Protection area / minimum size	29		
Non-white background	30		
Graphic symbol	31		
3D logotype	32		
3D logotype dimensions	33		
01-2 The Point-it			
Presentation and key principles	34		
01-3 The colour palette	35		
01-4 Fonts	36		
01-5 Pictograms	38		
01-6 Imagery			
The double image	39		
Examples of double image	40		
The upper image	41		
The lower image	42		
Focus images	43		
Hands images	44		
Don'ts!	45		
01-7 The graphic structure			
Presentation		46	
Dimensions		47	
01-8 Editorial rules		49	
01-9 Editorial style		50	
02 Applications			
02-1 Stationery			
Letterhead / business card		51	
Letterhead		52	
Letterhead (left address)		53	
Continuation sheet		54	
Correspondence card and envelope		55	
02-2 Printed collateral			
A4 format / covers		56	
A4 format / back-covers		57	
A4 format / interior pages		58	
A4 format / interior pages grid		60	
Interior pages rules		61	
02-3 Signage			
Site entrance totem		62	
Reception area / exhibition signage		63	
Direction totems / wall plates		64	
Flags and totems		65	
External communication banners		66	
02-4 Goodies		67	
02-5 Accessories		68	

Brand book



Caring for our brand is deeply rooted in the Weber culture

For many years, we have worked on our brand. We have unified our product names, established our brand signs (name, colour, logo), we have also defined and implemented our brand promises and proofs. We have succeeded in promoting a single global brand that took advantage of the legacy of various local brands. This gave us the means to create a powerful leading brand that says what it does and that does what it says. We worked on building trust and credibility. It has been a great achievement.

2

Now, it's time to bring a new dimension.

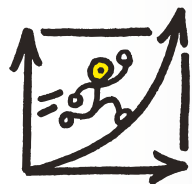
We need to be more visible, to express to a larger audience the specific way we address our market. We need to create a stronger link with downstream customers and end-consumers. We cannot create preference for our brand only because it is trustworthy, efficient and reliable, but also because it brings positive feelings and conveys values that inspire people.

In this brand book you will discover the newly formulated Weber brand vision, that is perfectly aligned with our unique strategy and company culture. As we all know, a brand is made up of the way people perceive it, so everyone in the company has a role to play in building and promoting our brand. This book is intended to be shared widely within Weber to help us deliver our promises in a consistent way.

Jean-Luc Gardaz

3

Our foundation: the Weber development model



The Double Reward



The Rising Balloon

The strategic objective of Weber remains the same: build **leadership**.

Leadership makes Weber's growth financially sustainable.

It provides Weber with the resources required to invest and grow, and growth is what makes Weber a leader in a market. Weber is clearly the leader at the global level, but we always have to reinforce and consolidate this leadership both in terms of numbers and image.

Even more important, global leadership in our business is only really relevant if it is based on local leadership. And we are far from this in many countries.

Weber
emphasises

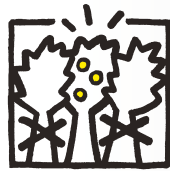
6

four
routes
to
leadership

7



Focus on Weber's core markets and core brand



Choosing is Giving Up

Weber offers the best solutions based on industrial mortars for all surfaces of a building, relying on a deep market understanding and customer proximity. It has classified its offer into four strategic activities and aims at being the worldwide leader in each of them.

These strategic activities need to be reinforced in all countries:

- Solutions for façade and external wall thermal insulation
- Solutions for fixing tiles and natural stones
- Flooring solutions
- Technical mortar solutions, when used in buildings for construction or renovation

Use the Weber brand in all countries and reinforce its content and meaning, worldwide: **a single, strong brand builds Weber's brand image as a global leader.**



The King of the Village

2 Bring innovation in products and services on a regular basis

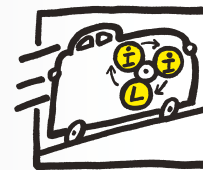
The ability to introduce constant, superior and long-lasting marketing and environment-driven innovations in the market is a competitive advantage for Weber. Since Weber's technology is easy to replicate and it is difficult to patent and protect, as soon as an innovative product is introduced in a market, it is quickly copied by competitors. Therefore, Weber must constantly and rapidly introduce innovations into the market in order to stay ahead of competitors.



The Iceberg of Innovation



The Right Time



The Leadership Engine

3 Offer higher value to customers through marketing-driven organisations

The need for constant innovation also forces Weber to constantly be one step ahead of its competitors in terms of anticipating and creating customers' needs, which requires a close relationship with customers.



The Customer's Shoes



When in Rome...

In many cases, and particularly in the case of standard mortars, services represent the best opportunity to bring such innovation to the market. The overall value delivered by Weber is a bundle of four elements: product performance, services, image, and solution to a problem.

4 Build robust, reliable, simple and optimised **processes** across the Weber organisation



Be on Target!



Gap to Success

Simple, reliable and robust processes are key parts of the Weber value to customers. Providing "no worry" products and services is a key feature of what customers expect from Weber.

Our industrial and logistical processes are not complex ones, but they have a high impact on Weber's profitability and return on capital.

Such processes are also a great source of efficiency in product or service development.

Why our Brand

matters more

In our quest for leadership, differentiation is key and we must be preferred by our customers. We can only be preferred if we are different, if we are perceived as unique, singular, if we bring more value to them. There are many sources of differentiation, such as products, services, availability, quality, price, customer experience... but the brand is the most important one.

The brand is the only thing we own that nobody can take away from us.

Trade secrets can be stolen, products can be copied, patents will expire one day, technology will change... but the brand is unique, and it's ours.

The brand captures all differentiation sources.

As the value we bring is the combination of product performance, services, image, solution to a problem, and other factors, the brand is the vehicle to encapsulate it. It is everything the customers know about us. It must create attractiveness and carry emotions.

End-users and end-consumers are becoming more and more important in our business.

They care more for their living environment, they want to be sure they make the right choice, they must feel confident. But this is only possible if our brand is associated with a specific and relevant meaning.

Consolidating a global brand is a great help for countries where Weber is not the leader yet.

It underlines the advantage of the international reach of Weber to bring quicker answers to local needs.

Our distinctive

nature

Committed people

People are the main asset and central focus of the Weber organisation. In their daily life, Weber people show high commitment to the company's objectives, look for excellence and contribute to the performance and development of Weber. Bringing innovation and offering higher value to our customers is only possible if Weber people are committed to listening to customers' needs and to delivering excellent service.

20

Widely shared knowledge

With some 10,000 people in more than 50 countries, Weber can tap into a very rich source of knowledge all over the world. Our wish and ability to teach and learn from each other as fast as possible helps us develop better and quicker solutions for our customers, wherever they are.

21

Our distinctive nature

Proximity

The international reach of Weber complements its deep local reach in every country. Solutions are always designed locally, according to the local needs and habits. Products are manufactured at national or even regional scale, close to our customers.

22

Long-term and successful relationship with customers

Beyond the quality and performance of the products, we are committed to serving our customers in a close, long-lasting, win-win relationship. We are committed to improving their working conditions, helping them to develop their own knowledge and activity.

Friendliness and consideration

The style of relation we tend to build is not a simple supplier-customer relation. We foster person-to-person relations and believe that all comments and suggestions are worth consideration.

23

Our market

At **Weber**,
we believe
that what
matters
most in the
construction
industry is...

24

vision

...to **care**
about
people
and their
environment

25

Our brand promises

For those who design,
for those who produce,
for those who build,
and for those who live in buildings:

Caring for the safety and benefit
of all. Making lives easier, more
convenient and more comfortable.

26

Caring about people. Listening
to what matters to people and
taking into account their needs.
Helping everyone to grow.
Responding to the multiplicity
of challenges in today's world,
and adapting to the diversity
of the lives that populate it.

Caring about today. But also
caring for the future. Taking
responsibility to lead the change
and build a tomorrow that is in
harmony with its environment.

Where some merely sell a product,
we care about people's lives.

27



We care =
well-being



We care for the well-being of people whether they use our products or live in the buildings made using our products

"I enjoy comfort"

- *I can easily find the information I want*
- *They provide useful digital services*
- *It's easy for me to find their products*
- *When I call them, they are friendly and helpful*

"I save time"

- *My ordering and supply chain processes are easy*
- *The range of their after-sales services is wide and efficient*
- *It's easy to contact them*
- *They have easy-to-apply products*
- *Their solutions are reliable and avoid redoing the job*

32

"I feel confident"

- *They say what they do and do what they say*
- *As a customer, they know me*
- *I can count on the reliability of their delivery*
- *Their pricing conditions are clear and understandable*

33

We care =
empathy

34



35

We care about what matters to people

"My everyday concerns are understood"

- *Their solutions are designed locally to fit with my needs*
- *They help me to find and select the right solution for my situation*
- *Their people are well trained and have a deep knowledge of the market*

36

"I feel considered and valued"

- *They offer quality training to their customers*
- *By using their brand, it's good for my image*
- *They inform me on the market and trends*
- *As an architect, I receive specific advice and documentation*
- *They help their distributors to build sales action plans*

"I enjoy success"

- *I know that their production process is consistent and guarantees high quality*
- *Using their services helps me perform well and do good work*
- *When using their solutions, I can have support and assistance on jobsites*

37

We care =
long-lasting

38



39

We care about our long-term responsibility

"I feel part of a community"

- *As a Weber customer, I can ask for all necessary certifications and references available*
- *By co-operating with specifiers, they foster demand*
- *As a distributor of their products, I have access to a large range of commercial tools*
- *As a customer, I feel like I belong to the Weber family*

40

"I receive value for money"

- *Considering the value brought by Weber solutions, the price is not the main criterion*
- *The quality of their products and the services provided make their solutions reliable and long-lasting*
- *They combine different products to propose even more efficient systems*

"I feel secure for the future"

- *Weber is a strong and durable group, I can count on them in the future*
- *They build long-term business relationships with their customers*
- *I know that their solutions are made of safe components; they care for my health and safety*
- *They carefully comply or even anticipate legal requirements*

41

"We care" is our signature, it is our commitment

It should guide every action.
Every decision will be judged by how
well it is aligned with our signature.

42

Examples

- *Is the service offer the right one?*
- *Is this communication campaign in line?*
- *Are the people aware enough?*
- *Is the management style appropriate?*
- *Is the logistics service bringing the right value to customers?*
- *Is this product making the life of the user more comfortable?*
- *Do we provide the right digital content and services?*
- *Etc...*

The answers to these questions have to be addressed by local management in cooperation with federal teams with "we care" in mind.

43

Identity guidelines

This version supercedes all previous versions of the Weber Visual Identity document.

Please remember that these rules are compulsory and must be strictly adhered to for ALL types of use without exception.

In some special cases (acquisitions, when the Saint-Gobain logotype needs to be used in coordination with existing brand) where adaptations are needed, the country must **submit its proposal to the International team for official approval.**

This document will be completed by identity guidelines:

- for all digital media (web sites, apps, social media pages, Powerpoint presentations)
- for packaging

01 Brand tools

01.1 • The logotype

Here are the rules that govern the use of our logotype in practice; they clearly define what must be done and what must be avoided to maintain the consistency of our identity.



01 Brand tools

01.1 The logotype

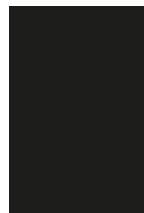
Three-colour logotype

The three-colour logotype is automatically placed on a white background.

The yellow in the logotype requires specific attention: the Process Yellow C needs to be adhered to. The final result has to be carefully checked.



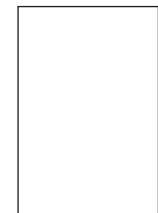
Pantone Process Yellow C
R 255 - G 235 - B 0
C 0 - M 0 - Y 100 - K 0
#FAE100



Pantone Process Black C
R 0 - G 0 - B 0
C 0 - M 0 - Y 0 - K 100
#000000



Pantone Cool Gray 10 C
R 100 - G 100 - B 100
C 0 - M 0 - Y 0 - K 75
#63666A



White
R 255 - G 255 - B 255
C 0 - M 0 - Y 0 - K 0
#FFFFFF

01 Brand tools

01.1 The logotype

One-colour logotype

The one-colour logotype is to be used only when the three-colour one cannot be used for technical reasons or for special applications (on steel, when engraved, for glass-sanding, one-colour printing, etc).

The edges of the sphere and of the pyramid are partly visible. The pyramid is not grey. The only possible colours for this logotype are **yellow, white, black, silver** and **gold**.

White background



Black background



Kraft background



Engraving



01 Brand tools

01.1 The logotype

Protection area / minimum size

Protection area

In order to ensure the integrity of the branding, no graphic or text elements should overlap inside the protection area. This area equals the width of an "N", as defined in the diagram below.



Minimum size

The minimum size is 24 mm so that Saint-Gobain remains legible.



01 Brand tools

01.1 The logotype

Non-white background

Logotype on non-white background

The three-colour logotype is automatically placed on a white background. When used on coloured or photo background, it is placed inside a white frame that is at least as large as its protection area.



02 Brand tools

01.1 The logotype

Graphic symbol

On all communications the complete logotype must be used. There are some exceptions where use of the graphic sign on its own is permitted:

- on the side of the Weber Guide and foot of page
- on the internet (URL only)
- for smartphone apps



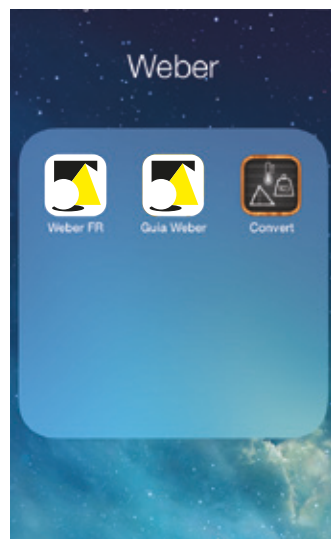
Graphic symbol



Rounded square for protection area



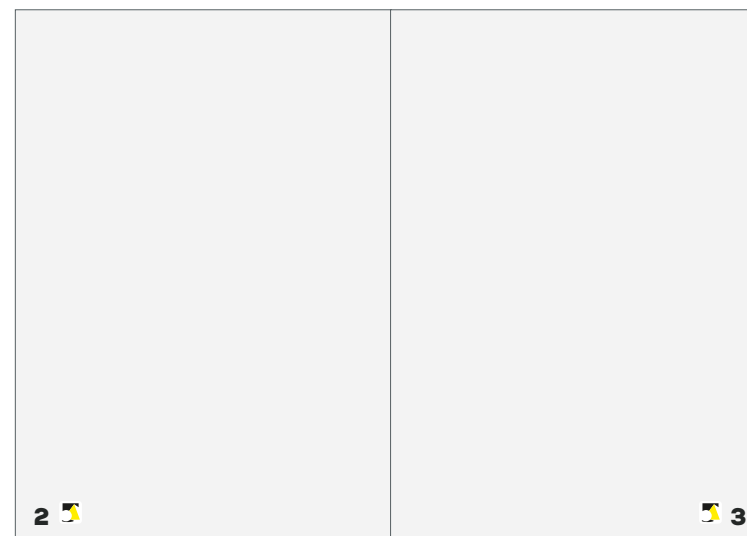
Internet Favicon



Smartphone app icon



Side of the guide



Foot of page

01 Brand tools

01.1 The logotype

3D logotype

This is the only 3D logotype allowed.

The thickness of the Weber letters is white.



01 Brand tools

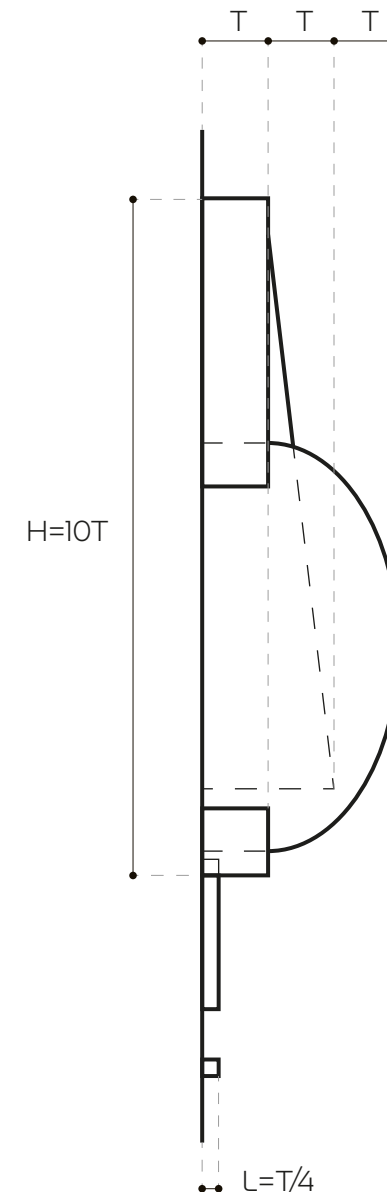
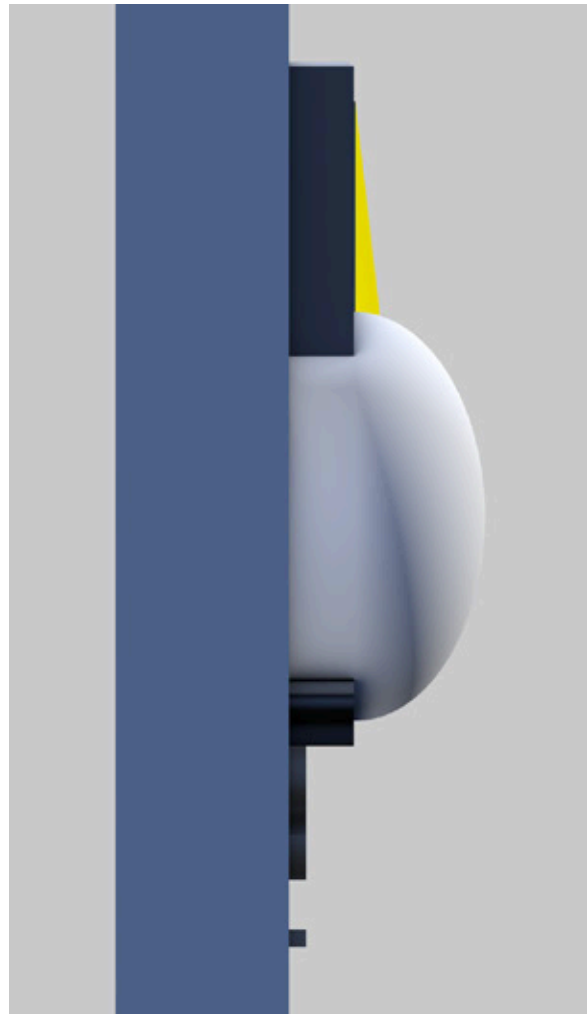
01.1 The logotype

3D logotype dimensions

Dimensions and proportions

The thickness of the yellow pyramid is twice that of the black volumes (square, shadow and Weber letters).
The thickness of the white sphere is 3 times that of the black volumes.

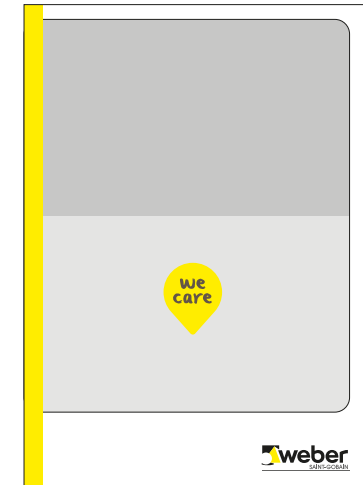
The thickness of the Saint-Gobain name and the grey underline is T divided by 4.



01 Brand tools

01.2 The Point-it Presentation and key principles

“We care” is the Weber signature. It is expressed by the Point-it, an exclusive graphic code which is a living element, compared to a static traditional brand signature. It is possibly completed with the translation by the asterisk in local language in the vertical yellow strip.



1

The Point-it can only be used with the Weber brand, not with the logotype of another sub-brand, even if it belongs to Weber. In case of co-branding, the use of the Point-it has to be approved beforehand by the Federal Brand Team.

2

The Point-it can only be used when Weber logotype is present on the support and when there is a communication content. For instance, on the cover of any printed collateral. It is not to be used for example on signage or stationery.

3

“We care”, as our signature, has to be a convincing approach, based on facts and proofs: it is not just a visual element.

4

Use the Point-it as an illustration of the end-benefit aligned with “Weber, we care”. Use the Point-it as a proof of our signature. When using the Point-it, make sure that the message supports our signature through a product, a service and/or an informational text.

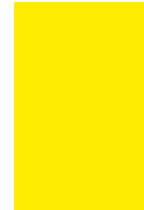
01 Brand tools

01.3 The colour palette

Primary colours

Yellow: for titles on dark image background, the Point-it colour, the vertical strip colour, backgrounds and colour blocks on interior pages.

Warm grey: for titles on white backgrounds, Point-it text and vertical yellow strip texts, backgrounds and colour blocks on interior pages.



Pantone Process Yellow C
R 255 - G 235 - B 0
C 0 - M 0 - J 100 - N 0
#FAE100



Pantone 7532 C
R 90 - G 76 - B 64
C 25 - M 35 - J 45 - N 65
#63513D

Complementary colours

Blue, orange, pink and green: for highlighting words in titles on the interior pages and graphics.



Pantone 2202 C
R 0 - G 165 - B 223
C 90 - M 0 - Y 5 - K 0
#00A5DF



Pantone 151 C
R 255 - G 130 - B 0
C 0 - M 60 - Y 100 - K 0
#FF8200



Pantone 226 C
R 208 - G 0 - B 111
C 0 - M 100 - Y 0 - K 0
#D0006F



Pantone 2301 C
R 143 - G 173 - B 21
C 50 - M 0 - Y 100 - K 10
#8FAD15

01 Brand tools

01.4 Fonts

Weber Name is used for naming with Weber so it has exactly the same spacing between letters as for the logotype.

Just type the asterisk key (*) on the keyboard to make the **weber** name appear.

Examples of product naming: **weber.floor**, **weber.fix plus**, **weber.sys protec**

Examples of naming with Weber: **weberacademy**, **weberspot**, **weberdrive**, uni**weber**iversity

Weber Brush is used only for titles and the Point-it.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Calibri is used for running text in Office Suite.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

01 Brand tools

01.5 Pictograms

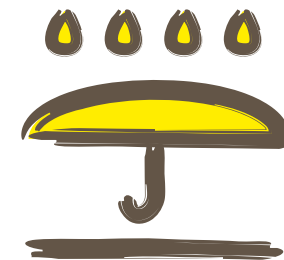
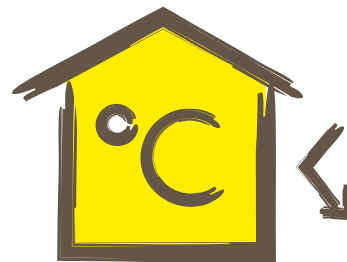
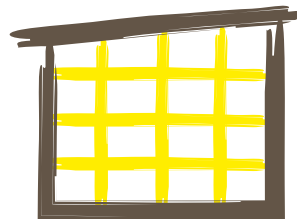
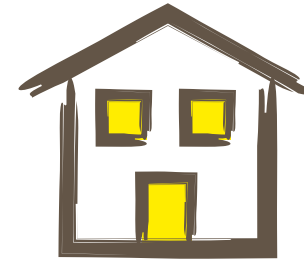
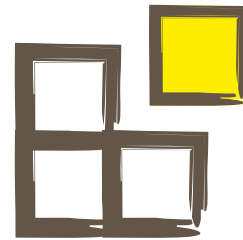
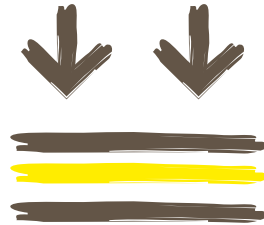
Pictograms are made with the "Paintbrush Wide" artistic stroke of Adobe Illustrator. There are only 2 different widths of stroke in each drawing and these following 2 colours:



Pantone 7532 C
R 99 - G 81 - B 61
C 25 - M 35 - J 45 - N 65
#63513D



Pantone Process Yellow C
R 255 - G 235 - B 0
C 0 - M 0 - J 100 - N 0
#FAE100



01 Brand tools

01.6 Imagery

The double image

The double-image principle is an exclusive way to implement the care concept in relation to the construction market.

Imagery on covers is composed of 2 images contrasting each other with colours or focus. Keep the images simple, legible and modern.

Major usages of double-image are printed collateral covers of any format and printed advertisements. Examples: A5, A4, A3, horizontal or vertical, 4 x 3 m advertisements, 40 x 60 cm poster, etc...



The upper image represents the customers, the workers. It can be darker with blur or simple background and neutral area for a better legibility of the title.

The lower image represents the benefit for the end-user or the end-consumer. The Point-it can only be used in the lower image. Pay attention not to use the same yellow in the picture for a better legibility of the Point-it.

01 Brand tools

01.6 Imagery

Examples of double image

People are always present in the Weber imagery. It can be one or several persons to show sharing spirit. Some focus can be used on faces, hands or feet to express the care. There must be a contrast (focus, colour, density...) between the upper image and the lower image to distinguish each other and keep them complementary.



01 Brand tools

01.6 Imagery

The upper image

People are always present.
Some focus can be used on hands to illustrate the care promises.
Keep neutral or blur areas for titles.



01 Brand tools

01.6 Imagery

The lower image

People are always present.
Some focus can be used to illustrate the care promises.
Avoid bright yellow for a better legibility of the Point-it.



01 Brand tools

01.6 Imagery

Focus images

Some focus can be used to simplify and illustrate the care promises.



01 Brand tools

01.6 Imagery

Hands images

Hands are highly recommended to illustrate the care promises.



01 Brand tools

01.6 Imagery

Don'ts!

1 Don't use complicated images

2 Don't choose stereotyped postures

3 Don't choose hard contrasted images

4 Don't use yellow close to the Point-it

5 Don't use white backgrounds

6 No images without human presence



01 Brand tools

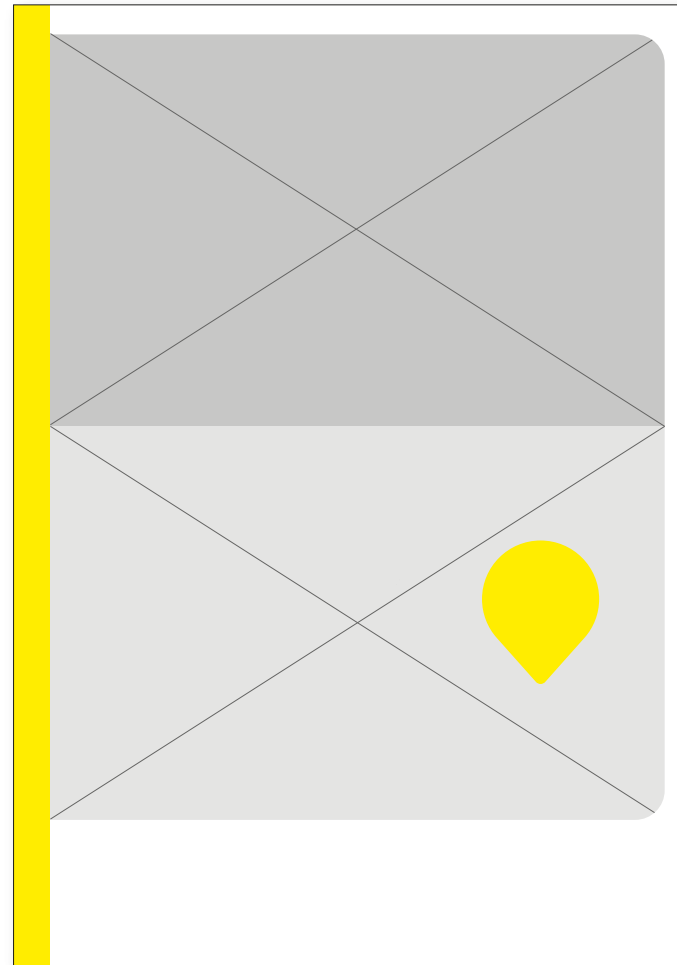
01.7 The graphic structure

Presentation

The new graphic structure is applied on the covers of every type of communications.

The iconic and vibrant yellow conveys the institutional message of the brand.

Always use this structure to ensure a coherent Weber identity.



01 Brand tools

01.7 The graphic structure

Dimensions

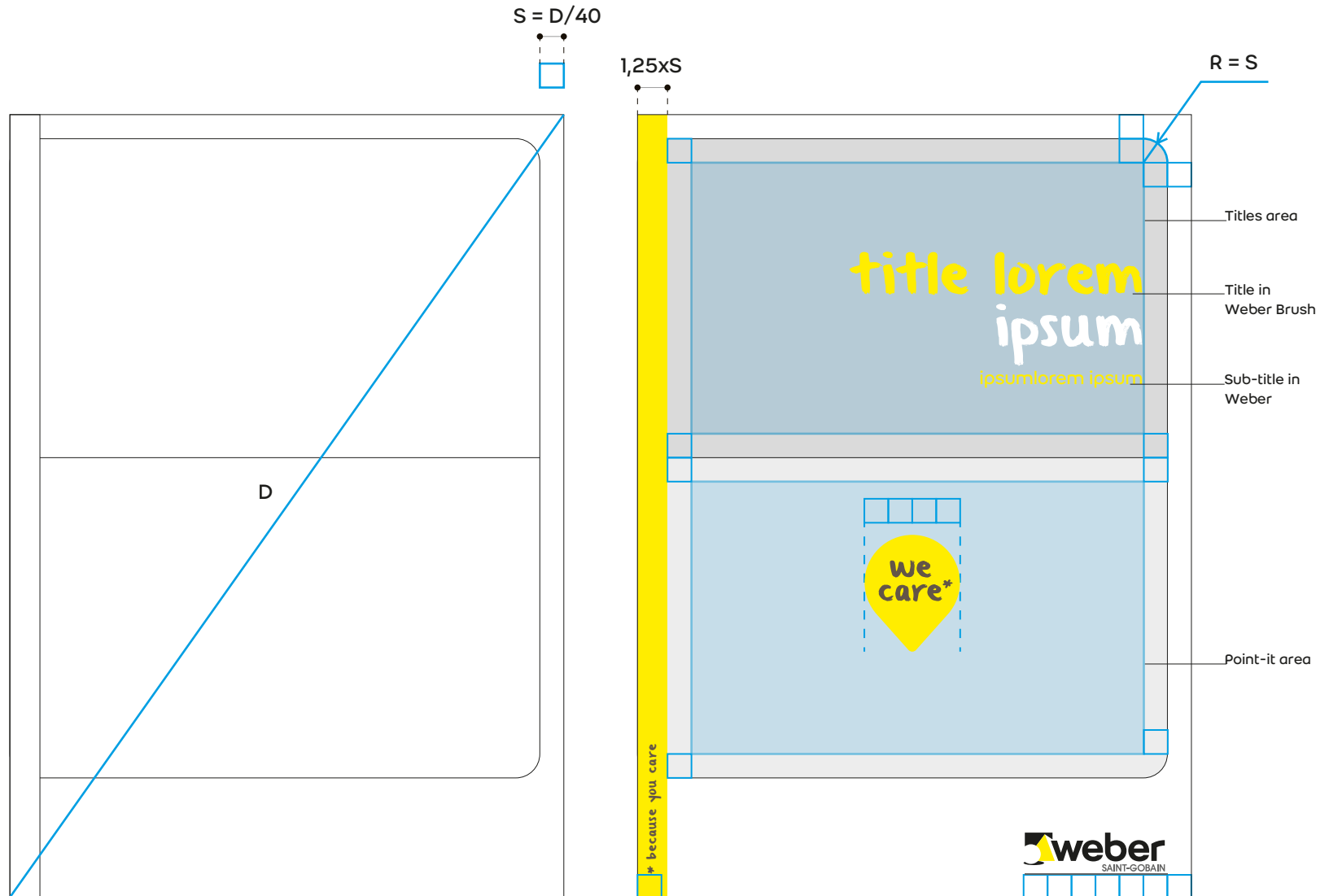
The graphic structure on covers is ruled by a square. One side is equal to the diagonal of the format divided by 40.

The titles and sub-titles slide right-justified in the upper image. In case of title on 2 lines, the first is in yellow and the second one is in white.

The Point-it area is in the lower image with a protection area of one square around.

The translation linked to the Point-it is inside the yellow vertical strip at a distance of one square from the bottom.

The logo is 6 squares wide and the Point-it is 4 squares wide.



01 Brand tools

01.7 The graphic structure

Dimensions

$$S = D/40$$

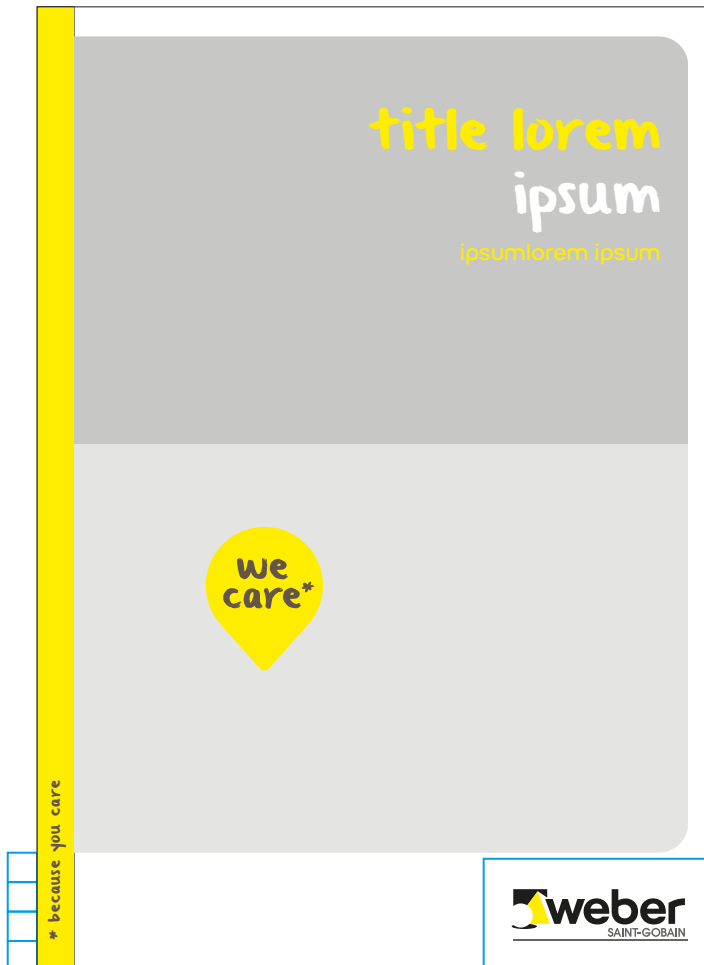


The minimum height of the white space with the logotype is 4 squares high.

The maximum height of the white space with the logotype is 11 squares high, allowing to use product names, product images and various texts in the white area.

There is a protection area of 1 square all around the logotype without any element inside and also at the right and at the top of the page.

The upper image and lower image are the same height.



01 Brand tools

01.8 Editorial rules

1

How to write titles

Never write the titles only in capital letters.

2

How to write "Weber" in a block of text

When the name "Weber" is written in a text, it is not necessary to write it in bold.

In a text, wherever the name "Weber" refers to the company or brand (when the use of the complete logo is not possible)

it should be written as follows:

Weber always with a capital "W".

Only exception permitted is if the whole text is in capitals:

LOREM DOLOR WEBER AMET,

WEBER can be written in capitals.

3

How to write product names

A product name should always be written with a lowercase "w"

and in **Weber Name: weber.col standard**

01 Brand tools

01.9 Editorial style

Weber is by nature **people-orientated**.

Weber takes into account the consumer point of view.

Weber communicates in harmony with how it behaves.

Weber always proves what it claims in an objective way.

As a consequence, Weber's style can be described as follows:

direct and simple but not simplistic

friendly and empathetic but not informal

affirmative and serious but not arrogant or over-promising

respectful and open but not opportunist

02 Applications

02.1 Stationery

Letterhead / business card

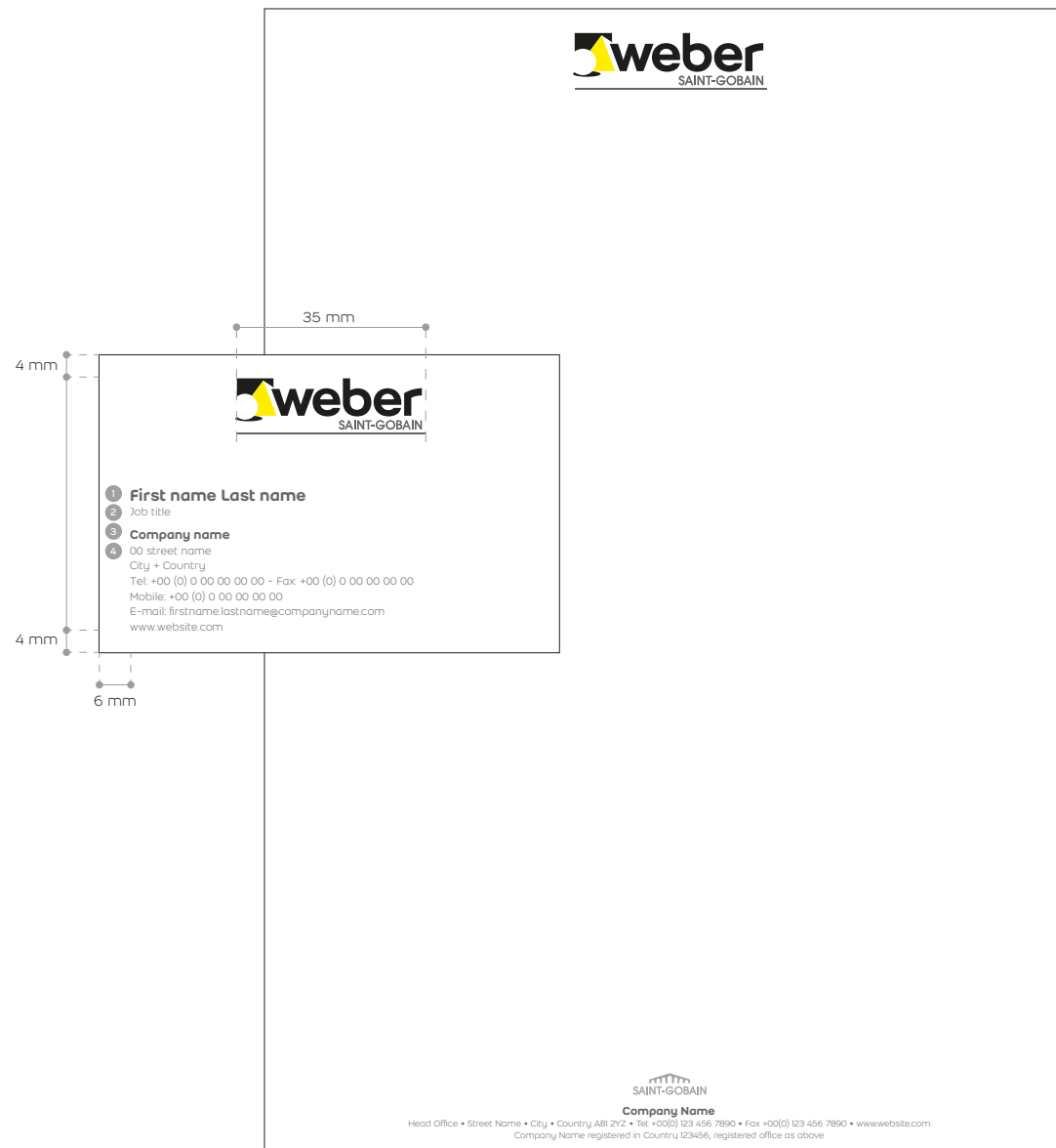
Letterhead 21 x 29.7 mm

Business card 85 x 54 mm

- Logotype positioning : centred

	Body size	Leading
1 First and last name : Weber medium	9	9
2 Title: Weber light	6	9
3 Company: Weber medium	7	13
4 Address / information: Weber light	6	9

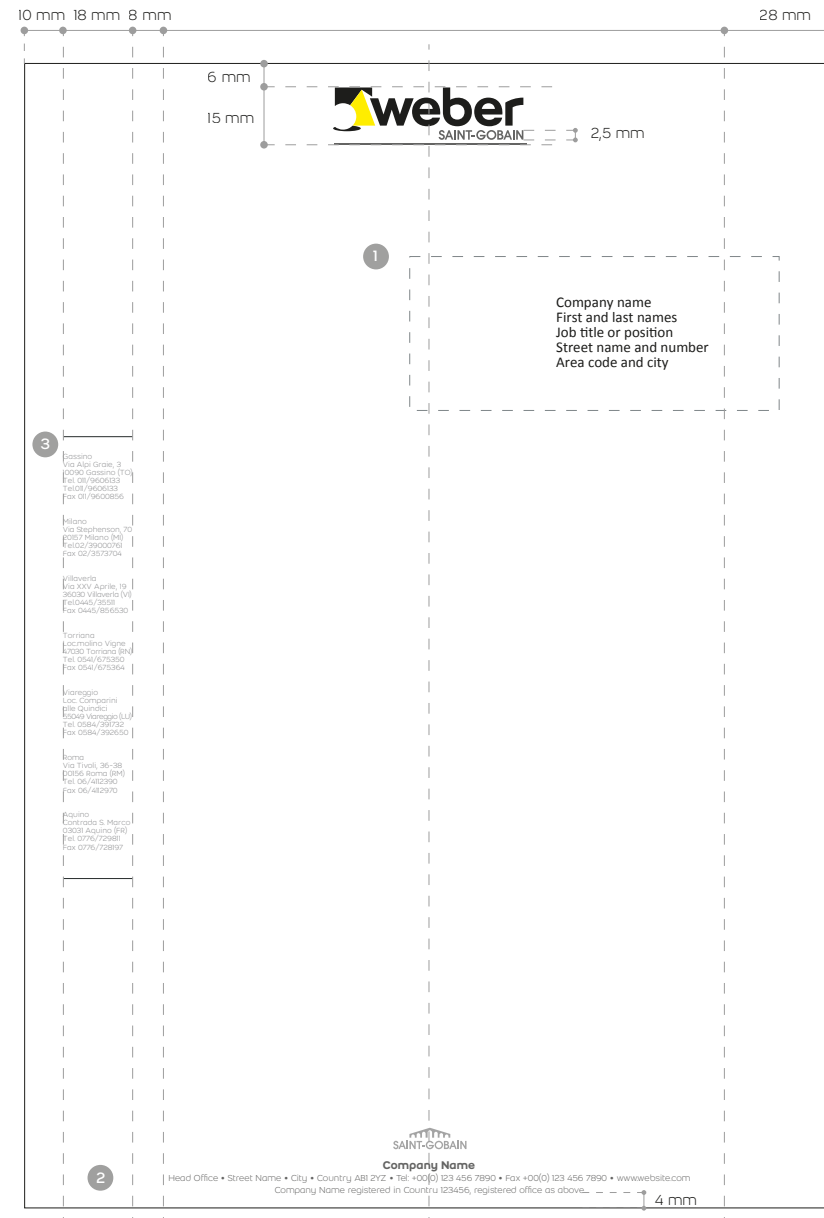
All the text : 10 letter spacing,
left alignment, colour Black 75%



02 Applications

02.1 Stationery Letterhead

- 1 The body of the text should use Calibri set at 11 pt and single-spaced, left alignment.
- 2 The Company name, address and contact information: Weber Light upper and lower case, 7pt body-font size, Weber Medium 8.5 pt leading, center alignment, pantone 423 or black 75%.
- 3 Weber Light upper and lower case, 6 pt body font size, 6 pt leading, left alignment, Pantone 423 or black 75%.

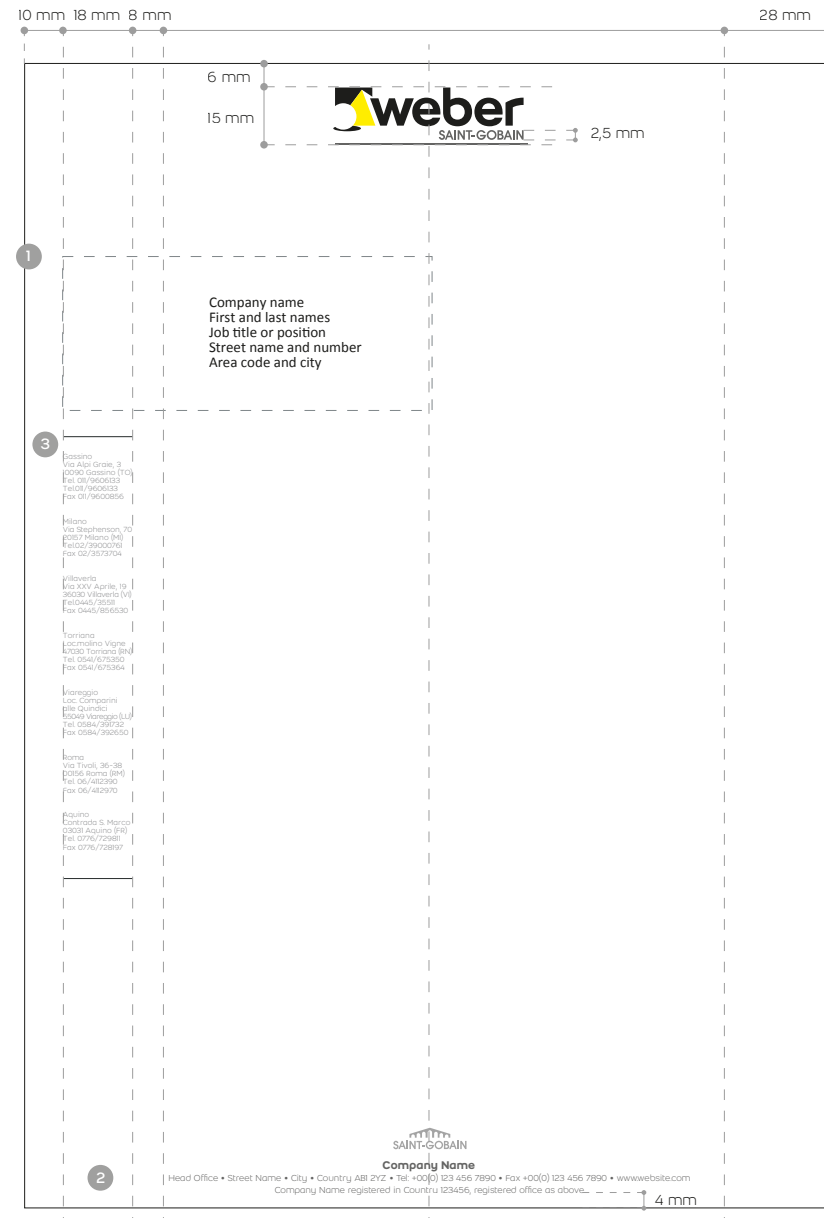


02 Applications

02.1 Stationery

Letterhead (left address)

- 1 The body of the text should use Calibri set at 11 pt and single-spaced, left alignment.
- 2 The Company name, address and contact information: Weber Light upper and lower case, 7pt body-font size, Weber Medium 8.5 pt leading, center alignment, Pantone 423 or black 75%.
- 3 Weber Light upper and lower case, 6 pt body font size, 6 pt leading, left alignment, Pantone 423 or black 75%.



02 Applications

02.1 Stationery Continuation sheet

10 mm 18 mm 8 mm 28 mm

Gassino
Via Aldo Moro, 2
10190 Gassino (TO)
Tel. 011/9600513
Tel.011/9600533
Fax 011/9600856

Milano
Via Stephenson, 20
20157 Milano (MI)
Tel.02/75000701
Fax 02/7572304

Vilvoorde
Ave. XIV Aprile, 19
26050 Vilvoorde (VI)
Tel.0445/2658
Fax 0445/85630

Torriano
Lacmaitino Vigne
47030 Torriano (RN)
Tel.054/672350
Fax 054/672644

Vianeggio
Lac. Comacini
P.le Quindici
Maggio Vianeggio (LI)
Tel.0584/39732
Fax 0584/39656

Roma
Via Trivoli, 26-28
00166 Roma (RM)
Tel. 06/482290
Fax 06/482570

Ravenna
Lorenzato S. Marco
48030 Aquino (RA)
Tel.079/729881
Fax 079/728897

weber
SAINT-GOMIN

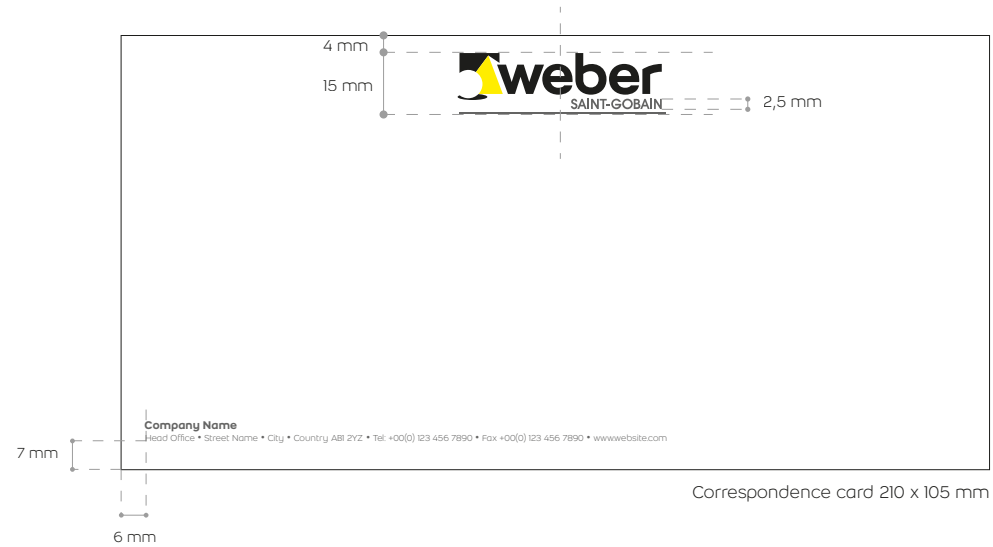
Head Office • Street Name • City • Country ABI 2YZ • Tel +00(0) 123 456 7890 • Fax +00(0) 123 456 7890 • [www.website.com](#)
Company Name registered.in.County/ 123456, registered office as above

4 mm

02 Applications

02.1 Stationery

Correspondence card and envelope



02 Applications

02.2 Printed collateral

A4 format / covers



02 Applications

02.2 Printed collateral

A4 format / interior pages



Yellow colour block



02 Applications

02.2 Printed collateral

A4 Format / interior pages grid

A grid defines the positioning of graphic elements such as colour blocks, images, titles or justified text blocks.



02 Applications

02.2 Printed collateral

Interior pages rules

- 1** For backgrounds, use only primary colours (yellow or warm grey), full page or half-page, and one complementary colour for accentuation in texts per page or double-page.
- 2** The frame for visual is always curved and the frame for texts is always squared.
- 3** The yellow vertical strip is used to accompany text group or visual, maximum once per page.
- 4** Main titles are always in "Weber Brush" in warm grey with possibly a word in the complementary colour used for this page or double-page, sub-titles are always in Weber font in black.
- 5** Texts are always in Weber font in black and the complementary colour used for the page or double-page can be used for highlighting.

02 Applications

02.2 Signage

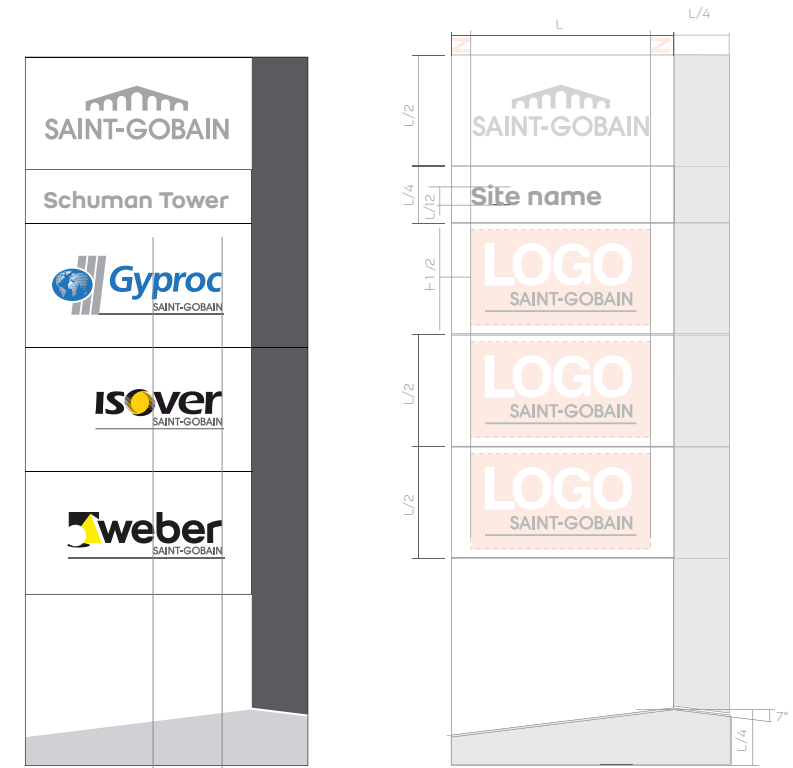
Site entrance totem

Totems and wall plates are based on a modular principle that organizes information levels (please refer to Saint-Gobain signage rules for the construction and the proportions).



Single brand site

The largest logotype determines the size of the other logos. The Saint-Gobain endorsement in the logotypes should be the same size. Logotypes appear in alphabetical order.



Multiple brand site

The Saint-Gobain endorsements are the same size

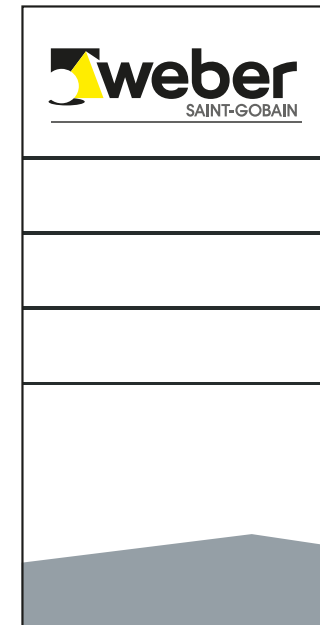
02 Applications

02.2 Signage

Reception area / exhibition signage

The identity must be visible in the visitor reception area at the building entrance; two types of signage are possible depending on the reception area design:

- wall marking
- reception totem



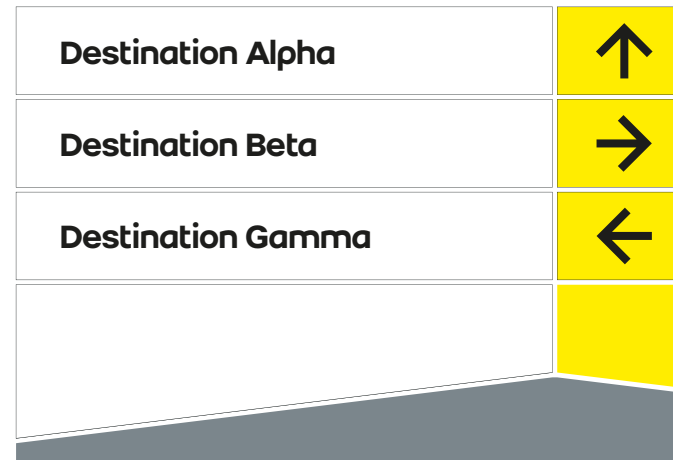
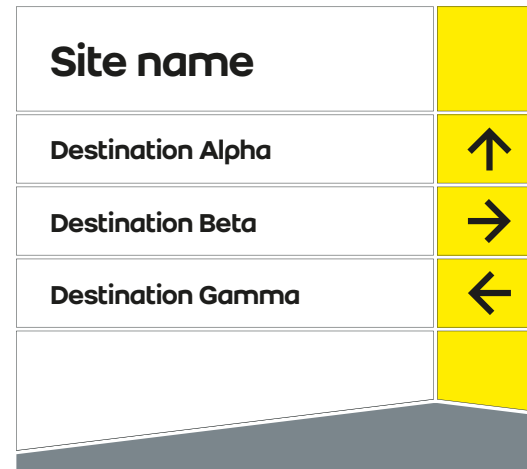
02 Applications

02.2 Signage

Direction totems / wall plates

Direction totems are designed to guide pedestrian and vehicular traffic on-site.

Wall plates are used to relay the information provided by the site signage.



02 Applications

02.2 Signage

Flags and totems

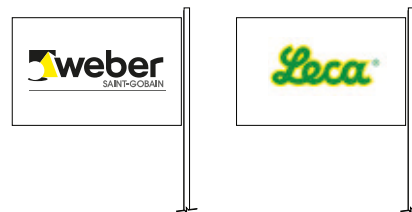
Banners and flags

May be used to reinforce the identity of an office building or production site.



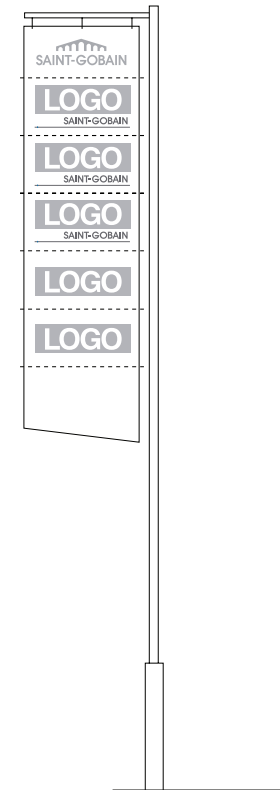
Multi-brand:

More than one brand should never appear on the same flag. Therefore, there should be as many flags as brands represented.



Totem or board

The largest logo determines the size of the other logos. The Saint-Gobain endorsement in the logos should be the same size. Logos appear in alphabetical order and centered in the height of totem or board.



02 Applications

02.2 Signage

External communication banners

Can be used at events, for customer communications, etc.

Not to be used in office buildings or production sites.

The width of the yellow strip is the width of the banner divided by 5.



02 Applications

02.3 Goodies

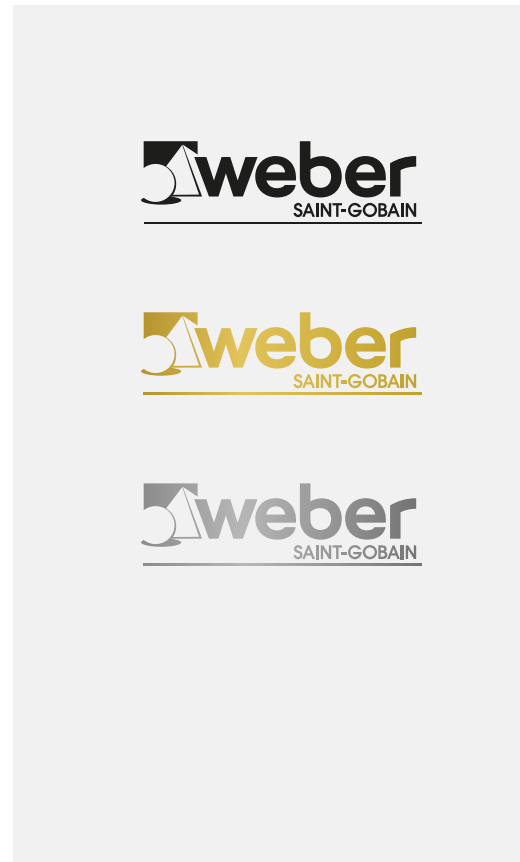
One-colour logo on clear or dark backgrounds

It is possible to use this design on goodies when printing of the 3-colour logotype is not technically possible.

The only accepted colours are:
yellow, white, gold, silver and black.

Minimum size: 24 mm

Don't use object with other
bright colour than yellow.



02 Applications

02.4 Accessories

For all accessories, the colour logotype is mandatory.

The graphic symbol cannot be used separately from the brand.

Embroidery:

- on white background only, embroider the sphere in white
- on all other colours, embroider the white protection area around the logo



Credits: Gettyimages / Offset / Plainpicture / Shutterstock

Conception Adrien Leroy

