

OCTORAL

The logo for OCTORAL features the word "OCTORAL" in a bold, sans-serif font. The letters "OCTO" are black, while "RAL" is white and set against a blue rectangular background. A registered trademark symbol (®) is located in the bottom right corner of the blue rectangle.

Branding Guidelines

valspar

Introduction

The swirling letters of Coca-Cola, the green colour of Heineken and McDonalds' golden arches. When you see it, you almost instantly recognise it. Humans have evolved to recognise visual cue's which are defined in the house style. They get a certain feeling from seeing it, sometimes feeling even some kind of bonding. A brand, as is a person, needs to be consistent to be remembered and to call upon positive emotions. By repeating cues around these emotions, the relation between them and the brand becomes stronger and the brand is recognizable anywhere in the world.

For Octoral we would like to have three things well remembered for all those who come into contact with it, whether it be our own technicians, dealers or end-users. These three are compact, compliant and cost effective. They can easily be remembered as "the three C's". In our communications we try to hint to these brand properties.

This house style guidebook is made to help you keeping the Octoral brand communications as consistently as possible. Of course, things may slightly evolve and change over time. Therefore these guidelines will be updated frequently. Therefore please do not feel limited by these guidelines and feel free to contact the Marketing department if you have a good reason to divide from the guidelines as explained here. Also, not every detail might be in this guidebook. Such details may be filled in by yourself, but please keep close to the general idea laid out in this guidebook.

Maybe it speaks for itself, but the Octoral and De Beer brand, although being sister-brands are separate brands with separate strategies.

For any questions, feel free to contact the Marketing department. We are happy to help you.

- The Valspar b.v. Marketing Department
November 2010



Contents

Introduction	3
Contents	5
The Octoral Logo	6
Alternative logos	7
Incorrect logo use	8
Typography	9
Product colour themes	10
Colour palette	11
Colourful photos	12
Keep it square	13
earthSense	14
Trademark	15
Paper characteristics	16
Examples of printed matter	17
Promotional material	18
Labelling	19

The Octoral Logo



This is the basic Octoral logo in the general colour. Most preferably this logo should be used in all our communications.

You are required to keep some room around the logo. This is defined as a minimum of half the length of the blue Octoral square all around the logo. The gray squares visualise this distance, such that the bounding box of these squares is the room around the logo that should be kept free.



Alternative logos



Only use this logo for communications specific for the **Octobase Eco** line.



Only use this logo for communications specific for the **Octocryl** line.



Only use this logo for communications specific for the **Octobase** line.



Only use this logo for communications specific for various Octoral branded products, such as hardeners and thinners.



Only use this logo when no colour printing is available (e.g. faxes and in-line printed box stickers).



Use this inverted logo when the background is too dark for the normal logo to be well readable.

Incorrect logo use



Do not use the blue coloured logo where possible and respect the free space around the logo.



Do not use other colour schemes for the logo than the ones presented in this guidebook.



Always scale the logo in proportion. Do not stretch to logo.



Do not alter the logo in any way. Do not move or alter individual parts of the logo.



Do not rotate the logo.



Use a transparent background where possible.

Typography

H23

Consistent typography helps in creating a recognizable brand image for Octoral.

Use a condensed font to save space, for example for the R&S sentences on the label.

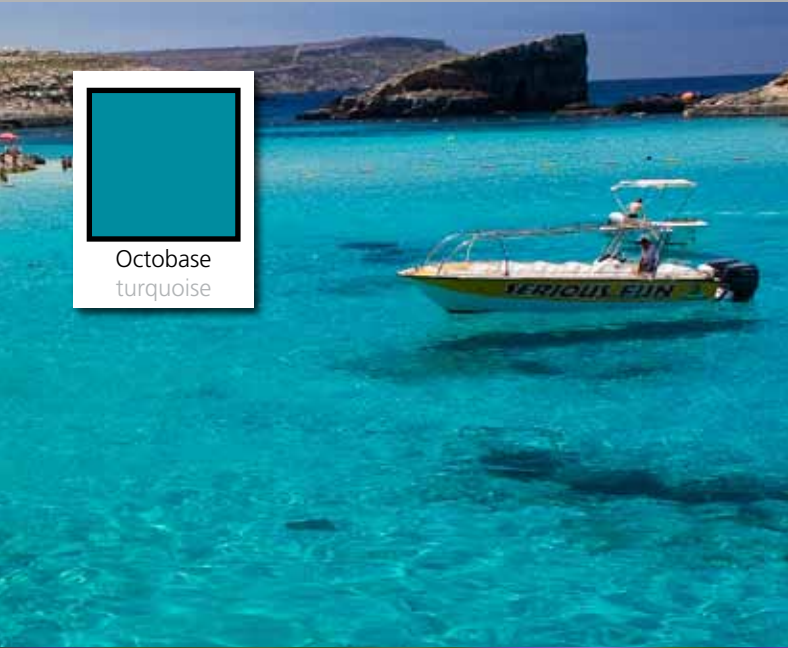
The Frutiger font-family

*Compact,
Compliant
and Cost
Effective.*

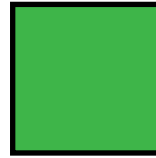
Octobase

Octoral has chosen the Frutiger font-family as its default font. Text is usually set in Frutiger 45 Light, while headers and names are usually set in a bolder instance of the Frutiger Font, such as **65 Bold**, or **75 Black** or even **95 Ultra Black**. Where space is scarce, for example for R&S-sentences on labels, use 57 Condensed. Where Frutiger is not available, for use on the web for example, switch to Arial. Some examples are given on this page.

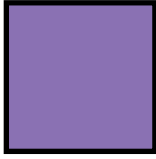
Product colour themes



Octobase
turquoise



Octobase Eco
green

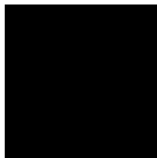


Octocryl
purple

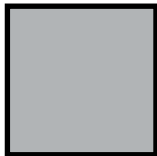


Various
red

Colour palette & language



C: 0 R: 0
M: 0 G: 0
Y: 0 B: 0
K 100



C: 0 R: 177
M: 0 G: 179
Y: 0 B: 182
K 35



C: 94 R: 0
M: 43 G: 123
Y: 0 B: 195
K 0



C: 100 R: 0
M: 26 G: 140
Y: 0 B: 159
K 23



C: 74 R: 62
M: 0 G: 183
Y: 100 B: 73
K 0



C: 50 R: 138
M: 61 G: 113
Y: 0 B: 179
K 0



C: 0 R: 238
M: 95 G: 49
Y: 100 B: 36
K 0

Above the general Octoral colour scheme is given. For specific products, we use some additional colours. These are given on the previous page. Please note: these alternative colours can only be used for product-specific communication. For printing purposes, we only use full colour print. Use the CMYK values as given on this page. RGB values are only to be used for display on a screen or monitor.



Octoral uses the Queens English spelling (British English) in all of its communications.

Colourful photos



Use colourful nature pictures to underline Octorals bright and fresh colours, grab attention and to focus on Octorals second 'C': Compliant.

Pictures in all four of Octorals product colours can be acquired through the marketing department.

Only use the pictures supplied by the marketing department or which are free for commercial use.

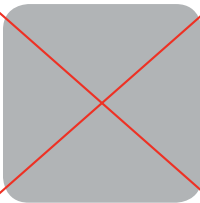
Keep it square

The square in the Octoral logo is a very distinctive feature. To support this, try to use this style element in Octoral communications. Stick to sharp 90 degree corners and avoid rounded corners. Use the squares for filled rectangles and pictures in layouts.

Checkerboard patterns have also been used extensively for Octoral. They can be used optionally. Do not let the squares overlap in any checkerboard pattern and use a three color-setup (gray, white and a primary Octoral colour).

This is an example of square bullet points. Octoral's main strategy is to be:

- Compact
- Compliant
- Cost effective

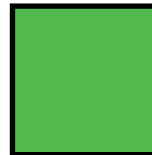


earthSense



Valspar is introducing earthSense, a logo that reflects Valspar's commitment to the environment and that should appear on products that are VOC-compliant as well as on general communications. Always use the version of the logo with 'by Valspar' (unlike with the De Beer brand).

Please try to keep enough contrast between the logo and the background. When necessary, use the white version of the logo as displayed above.



PMS 368

C: 69	R: 122
M: 0	G: 193
Y: 95	B: 66
K: 0	

The colour of the logo has been chosen by Valspar: PMS 368. For full colour printing, use the alternative CMYK values as given. Only use RGB values for screen purposes.

Trademark

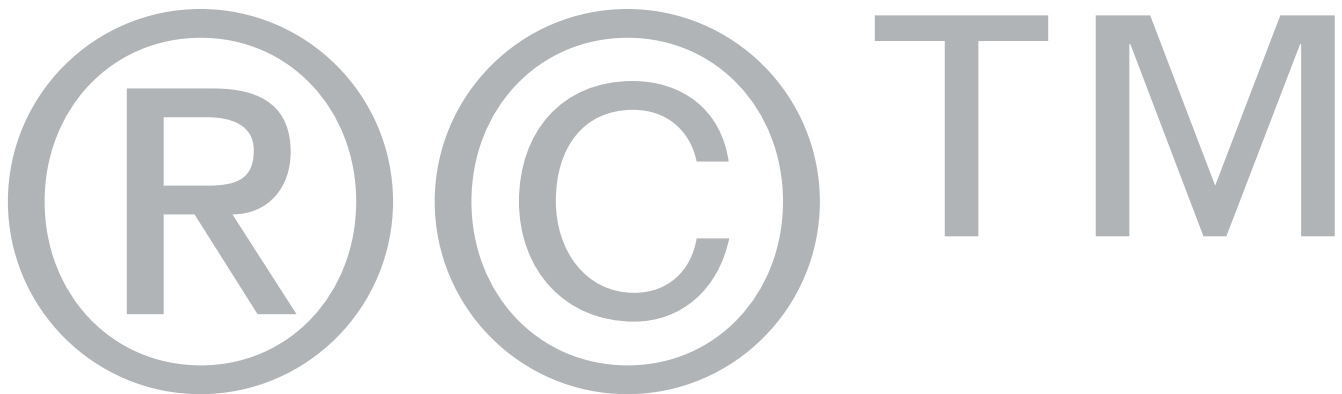
A trademark is a word, symbol or a combination of both, that serves to indicate that a company such as Valspar is the source of goods or services. Trademarks are valuable assets of a company and an effort must be made to protect them.

Trademarks should be distinguished from other words in printed materials; trademarks should be capitalized. Acceptable alternatives include placing the trademark in quotation marks or capitalizing the first letter of the mark. These rules should be followed throughout the text of a printed document.

Trademarks should be used only in their exact format; a trademark should not be modified, changed or used as a possessive noun. Combining two trademarks, adding words or letters to a trademark should be avoided.

The Octoral brand has been registered as a trademark in the category paints for automobiles, lacquers, varnishes, diluents, siccatives and pigments for paints. Because our brand has been registered in that category we can use the registered trademark symbol ®, only on labels of products in that category or in brochures and advertisements for products in that category. That means that we can't use the Octoral logo with the ® symbol on other products such as promotional items or measuring sticks.

Should you have any questions on trademarks or the use of trademark symbols, please contact the marketing department of Valspar b.v.



Paper characteristics

Paper largely determines the character of the printed matter. To ensure a bright appearance of Octoral, the following paper has been chosen:

Letterhead

Size: 210 x 297 mm

Paper: 80 grammes promail plus

With compliments card

Size: 210 x 148 mm

Paper: 80 grammes promail plus

Envelopes

Size: 229 x 162 mm (A5)

Paper: 90 grammes

Envelope A4

Size: 240 x 340 mm (A4)

Paper: 120 grammes promail plus

Business cards

Size: 85 x 50 mm

Paper: 350 grammes silk mc

Printing: double-sided digital in indichrome

Upgrading: double-sided in matt laminate

Folders/brochures

Size a: 297 x 420 mm broadsheet, 210 x 297 mm folded

Size b: 297 x 630 mm broadsheet, 210 x 297 mm folded

Paper: 200 grammes wood-free satinised mc

Printing: double-sided in full colour and all-over gloss press varnish

Leaflet

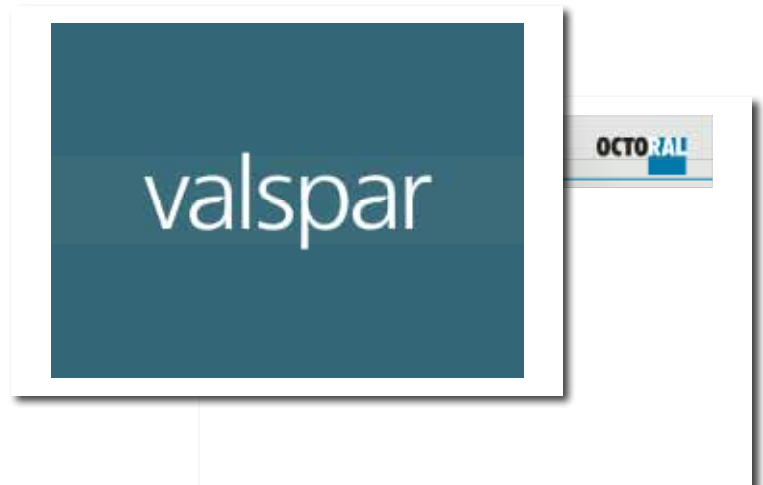
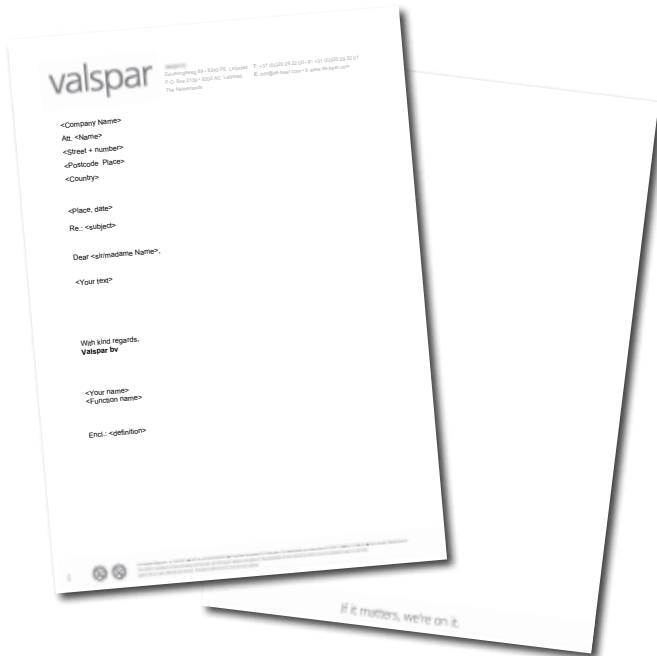
Size: 210 x 297 mm

Paper: 170 grammes hello silk

Printing: single-sided or double-sided in full colour



Examples of printed matter



On this page some examples of printed matter are presented. For letterheads we have chosen to use the 'general' Valspar b.v. paper as shown above. In the top right an example of a business card is shown, where both Octoral and valspar are represented. In the bottom right two screenshots from the available PowerPoint template are shown.

Promotional material



Promotional material of course also has to comply with the house style guidelines. Some examples are shown here.



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