Brand guidelines

Identity Manual

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27 October 2022 11:15 am

Sobinco
OPENS YOUR LIFE

Welcome to Sobinco

Inside our identity guide you'll find our logos, the colours we use, our images and best practices. Each has a specific role to play. The following pages will help you understand our brand, what it stands for and how to express it in the best possible way.

Contents

Our story

We are Sobinco

01

Our story

We are Sobinco

We are Sobinco. We get things done. We specialise in the development and production of innovative locking systems and components for the aluminium windows and doors industry.

At Sobinco **the entire production process takes place under one roof.** In this way we are able to manage and control the value creation chain from start to finish. This gives us **great flexibility** and allows us to **attain sustainable results over the short term.**

Innovation is our passion. Our creativity, expertise and craftmanship provide a guarantee of added value which translates into **high-quality products, easy assembly, modularity, sustainability and aesthetic comfort.**

Driven by this passion, **our team** at all times endeavours to **improve our current products and develop new ones.** To this end, we listen to the market and to our customers.

We use **high-quality materials** for our product development. These products are **exhaustively tested in line with the strictest of guidelines and quality requirements.** Every product must satisfy these as a minimum and their ratings often exceed the required standards.

We have a **strong customer focus.** Not only in the development of our products, but also in our after-sales support, during the installation process and even long afterwards.
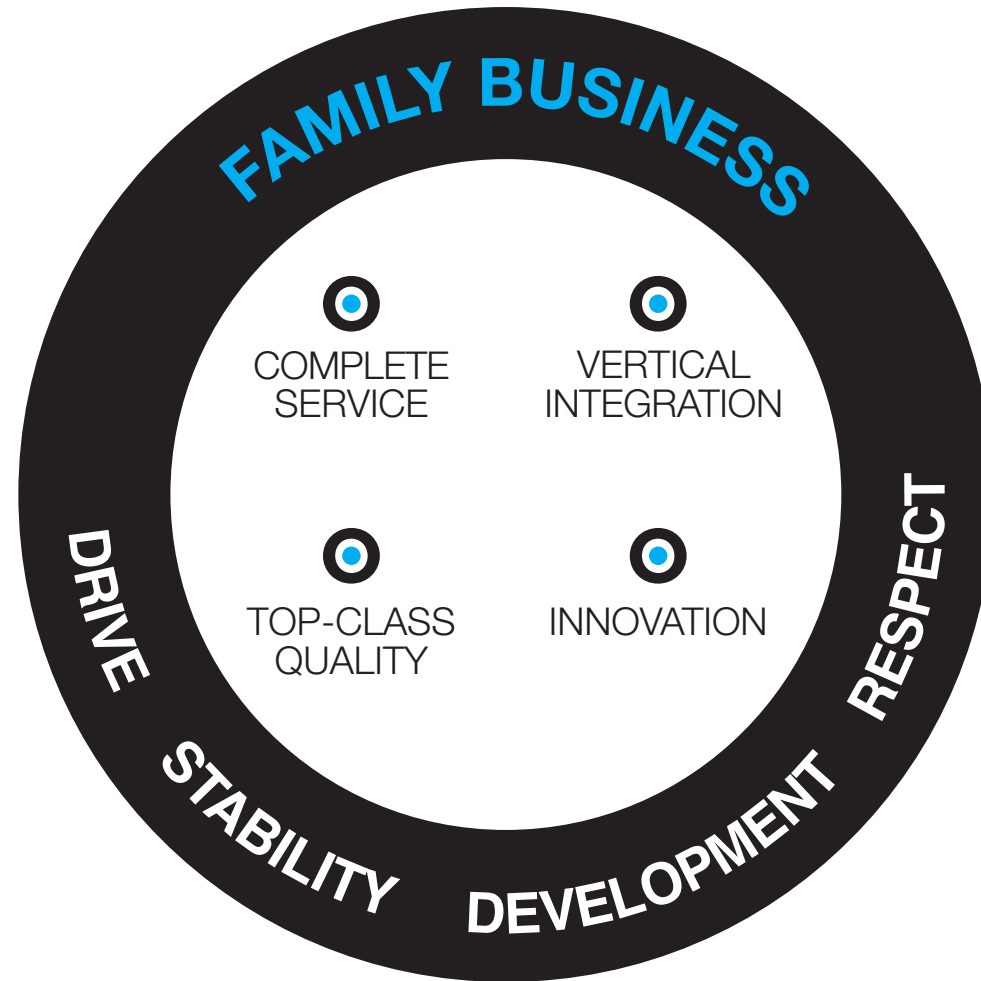
Sobinco is a **financially viable** and high-tech environment where our specialists can focus on their strengths. With more than 60 years in the business, you can rest assured that we are a **reliable partner,** ready to seize the opportunity. Nevertheless, we remain **approachable.** In short, a **family athmosphere,** where there is mutual respect for management, customers, partners and employees.

We are Sobinco. We get things done. We listen. We think in terms of opportunities. We are not afraid to roll up on our sleeves.

Our story

Our values

Our logo

**An introduction to the logo
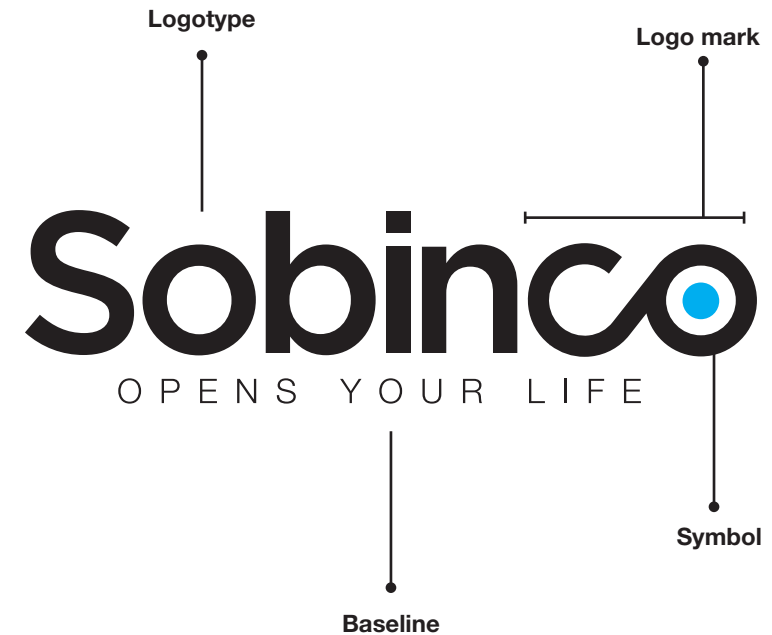and the do's and don'ts of using it**

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02

Our logo

Introduction

Our logo is made up of three elements: the word 'Sobinco' which we call our **logotype**, the circle, which we call our **symbol** and the **baseline.**

All of these elements have been specially drawn to look just right, so please don't recreate or retype them yourself. The logo is always represented in combination with the baseline.

We have **different configurations and colour versions** of our logo, depending on where we use it. The following pages explain these in detail.

The **logo mark** is a part of our logotype. Read more about it on page 12.

Logotype

Logo mark

Sobinco
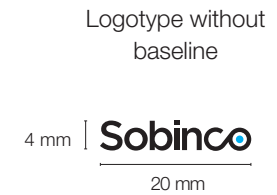OPENS YOUR LIFE

Symbol

Baseline

Our logo

Sizing and clear space

MINIMUM SIZE

To ensure visibility and legibility, the **full logo** should never be represented in sizes smaller than the following requirements. Otherwise, the impact of the baseline is diminished.

A smaller logo can be used when necessary **without the baseline**.

CLEAR SPACE

Whenever you use the logo, it should be surrounded with **clear space** to ensure its visibility and impact. No graphic elements of any kind should appear inside this zone.

Clear space is determined by the height of the O in Sobinco.

Logotype with baseline

7 mm

Sobinco
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27 mm

Logotype without baseline

4 mm

Sobinco

20 mm

Sobinco
OPENS YOUR LIFE

Our logo

Colour variations

Our logo should be reproduced in **colour** whenever possible. For specific colour values to use when reproducing the logo, refer to the coulour palette section on page 14. **White or black** is the most effective background on which to reproduce the colour logo because it provides a clean contrast between the colour and the elements.

If colour reproduction is not available or is not a valid option, the logo should be reproduced in solid black. When our logo is placed on a photographic image, always put the logo in a rectangle to provide enough contrast.

Exception: On commercial materials of some of our products, the logo can also be used in **gold.** Always check with the marketing department first before using this variant!

On white background

On gold background

On white background

On black background

On cyan background

Our logo

Don'ts

It's important that the appearance of the logo remains **consistent.** The logo should not be misinterpreted, modified, or added to. Its orientation, colour and composition should remain as indicated in this document — **there are no exceptions.**

Don't stretch or squeeze it

Don't rotate it

Don't use busy backgrounds

Don't use against low-contrast

Don't make your own version

Don't change the colour palette

Don't remove the baseline
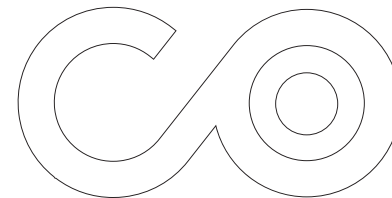(exception: page 9)
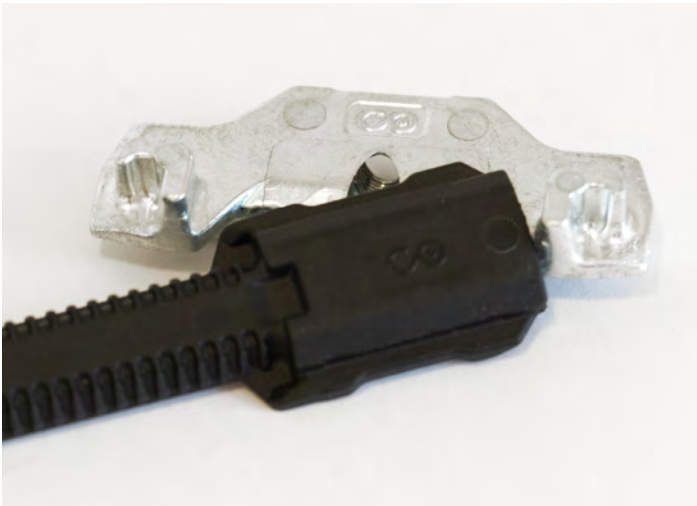
Don't use gradients or shadows

Our logo

Logo mark

Our **logo mark** is **a part of the logotype.** It may stand on its own as **a totally seperate brand** element. You can use the mark to support the brand in places where the full logo would be too large. Think of a social media avatar, a website favicon or a signature on our products.

For Sobinco, the mark has become also **a standalone element** that's so strong it's still recognizable.

Our colours
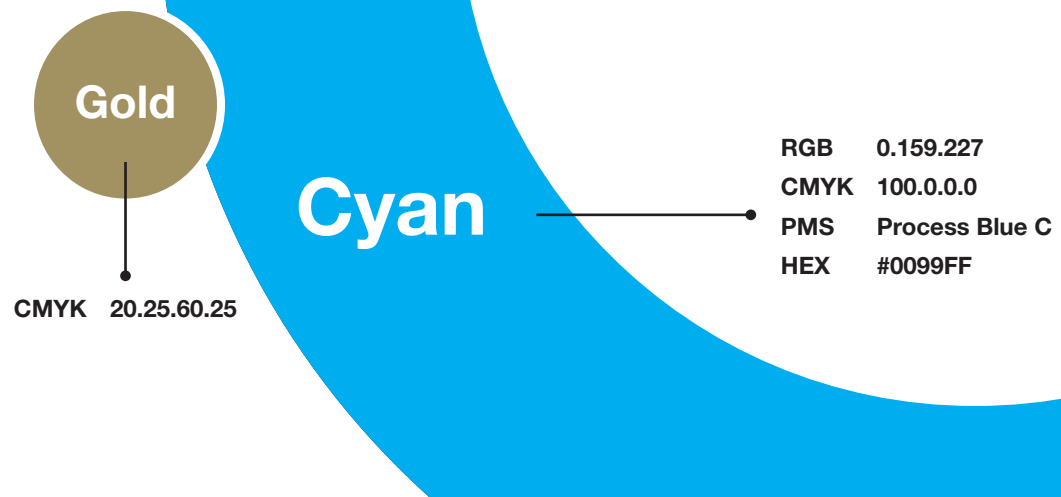
What colours to use

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03

Our colours

Colour palette

Colour is an integral part of the brand identity. Consistent use of the colour palette will not only reinforce the recognizability of the brand, but colour also serves a psychological purpose by communicating a certain feeling to the audience.

Black is traditionally seen as a symbol of power, professionalism and seriousness. With black you can make a powerful statement and convey a sense of authority and respectability.

Cyan is a bright, lively blue, making it a wonderful addition to designs. It is typically associated with liveliness, youth and energy. Cyan stands for inspiration, rationality and cleanliness.

Black

RGB	0.0.0
CMYK	0.0.0.100
PMS	Black 6C
HEX	#000000

Gold

Cyan

RGB	0.159.227
CMYK	100.0.0.0
PMS	Process Blue C
HEX	#0099FF

CMYK	20.25.60.25

Typography

**Our typefaces
and how to use them**

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04

Typography

Our typefaces

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Helvetica Neue LT Std

Helvetica Neue LT Std can be characterised as neutral, pragmatic and rational of structure. Helvetica makes texts look more 'simple', 'accessible' and 'transparent'. The typeface has a **professional** look and feel and it's presenting simplicity, intuitiveness and accessibility.

abcdefghijklmnopqrstuvwxyz
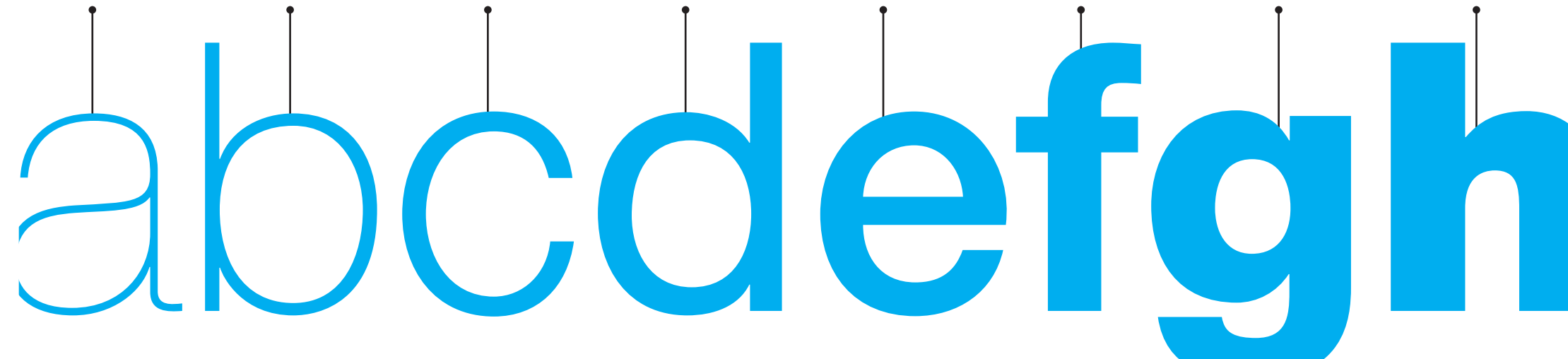ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Ultra Light	Thin	Light	Roman	Medium	Bold	Heavy	Black
a	b	c	d	e	f	g	h

Typography

Usage

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Here are a few **key type styles** to get you started. Stick to these and we'll see an excellent level of **consistency** across all our communications.

There will be situations where there needs to be stepped outside of these styles. In that case, you need to stick to these simple rules:

– Only use Helvetica Neue LT Std
– Maintaining legibility and clarity is always the key objective

Header 1

Helvetica Neue LT Std - Bold - 52 pt - Black

HEADER 2

Helvetica Neue LT Std - Roman - 13 pt - Cyan

HEADER 3

Helvetica Neue LT Std - Light - 12 pt - Cyan

HEADER 4

Helvetica Neue LT Std - Bold - 10 pt - Black

Bodytext
Helvetica Neue LT Std - Light - 9 pt - Black

Graphic elements

How to use our graphic elements?

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05

Graphic elements

Our collection of elements

Sobinco has a number of graphic elements that create a **unique look** and make us distinct from our peers and **instantly recognizable.** When they're used consistently, these elements create **continuity** within our family of materials, across a variety of media.

LINES

Lines are a great way to **establish hierarchy**, to guide **navigation** within a layout, to **emphasize** a word or phrase or to set **page borders** and **organize content.**

Lines are a **very elementary graphic element**, but applying them thoughtfully can elevate a single design or family of communications. An easy way to be thoughtful about the use of lines is to establish **a common weight throughout an entire piece of collateral.** Another is to make sure the weights **consistently** relate to another design element in a layout, for example, the weight of text.

Solid line:

LINE COLOUR
Lines can be drawn in **black, white** or **cyan.**

LINE WEIGHT
For standard print pieces (A4), rule weight should most commonly be set to 2 or 3 points and should not exceed 5 points. This rule of thumb can be scaled up proportionally for larger pieces.

CLEAR SPACE
When using a line near a master brand mark or unit lockup, please adhere to the appropriate amount of **clear space.**

Graphic elements

Our collection of elements

clear space   Graphic elements

Graphic elements

Our collection of elements

CIRCLE

STRUCTURE
The circle consists of **three parts** according to the Sobinco colour palette. The parts may not be scaled separately. The colours can be swapped, depending on the background on which it is used.

BULLETS
The circle can also be used as **bullets.** Bullets are useful when labeling information, establishing a step-by-step process, comparing and contrasting similar items, or creating a connection between disparate elements.

SUPPORTING ELEMENT
The circle can also be used as a supporting element of the layout. For example, as a filler or as an indicator. Feel free to play with the element and use your **creativity!**
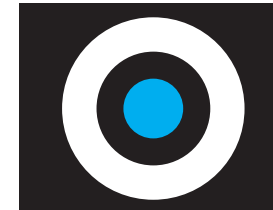
CIRCLE + LINE
The circle can also be combined with the line. Use the **standard element** developed for this purpose. The line width is hereby precisely determined in function of the circle's dimensions.

The element can also be used in a creative way. Think of closings at the bottom of the page, indications, bullets, underlining, etc.

Circle on white background:

Circle on black background:

Circle on cyan background:
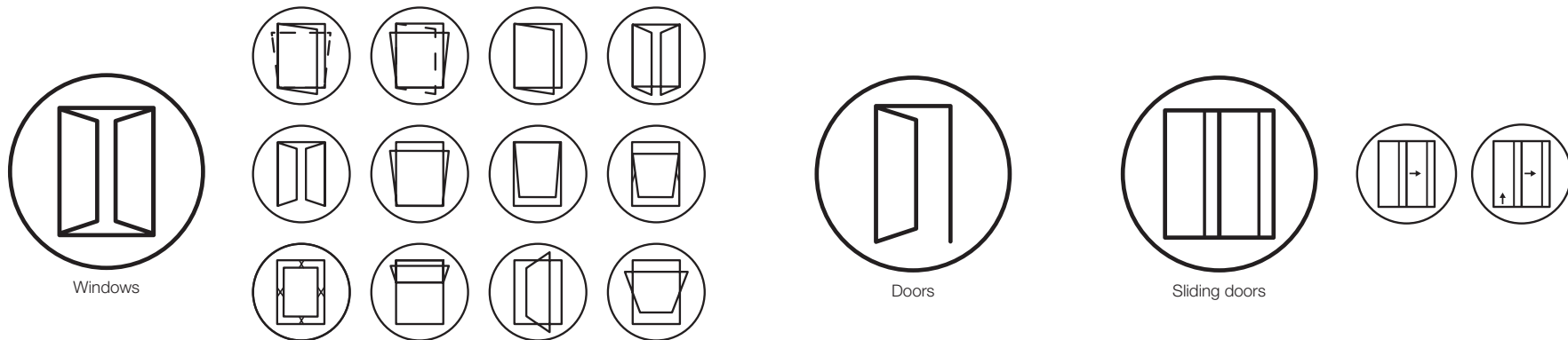
Circle + line:

Graphic elements

Our collection of elements

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PRODUCT ICONS

Sobinco has some **vectorised icons** that represent the **product categories:** windows, doors and sliding doors.

If a new icon is needed, please try to keep the **minimalistic drawing style.**

The icons can be drawn in **black, white** or **cyan.**

Windows

Doors

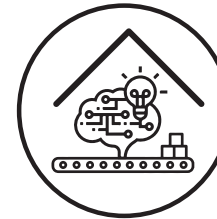Sliding doors

Graphic elements
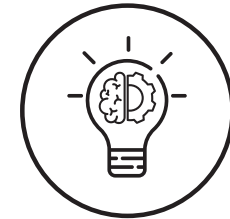
Our collection of elements

USP ICONS

Sobinco has some **vectorised icons** that represent the **Sobinco USP's.**

If a new icon is needed, please try to keep the **minimalistic drawing style.**

The icons can be drawn in **black, white** or **cyan.**
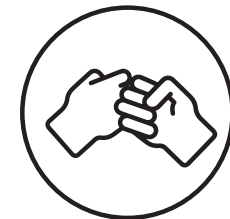
Vertical integration

Innovation

Superior quality

Complete customer service

60 years of expertise

Driven people

Imagery

Our corporate images

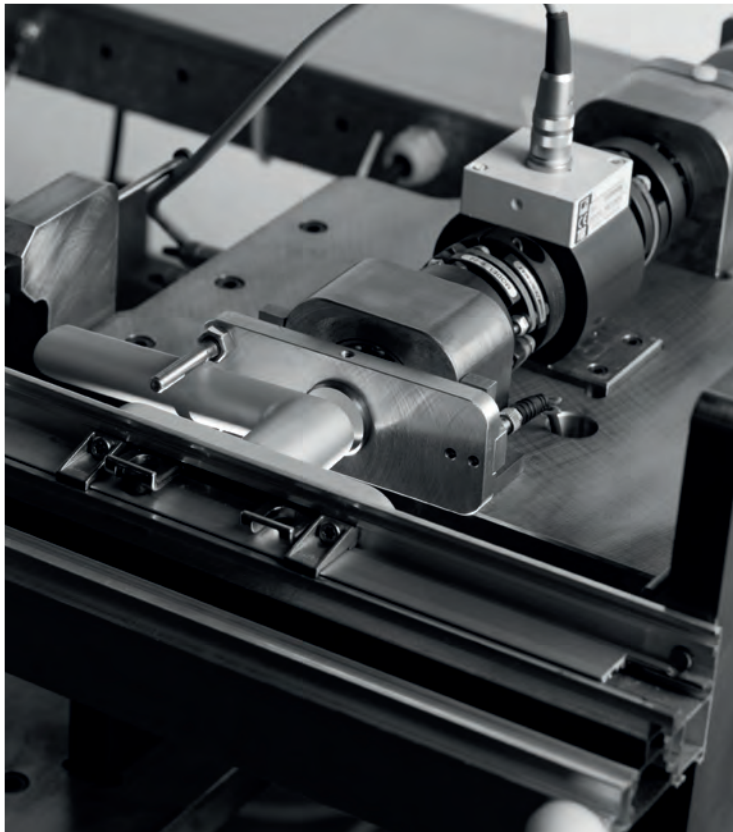_____

06

Imagery

Our corporate images

Images are a powerful visual asset for helping us tell the rich, full story that is distinctly Sobinco. Our **basic corporate image** represents all our values.

The Sobinco corporate image is always reproduced in **black and white.** Different versions are available, depending on the usage.

Other images can also be used in corporate communications, on condition that they refer to the Sobinco values. Always ensure that these are also **high-contrast black and white images or images with soft colours.** Examples on the next page.

Examples

Application

How to apply the Sobinco identity across all our communications. Some examples.

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07

Edge

Handles for windows, doors and sliding doors

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Overview handles

Horizon

Levanto

Stiletto

EDGE
PURE & MYSTERIOUS

Ramen

If ever in doubt, just refer back to this guide or feel free to **contact the Marketing department.**

Social media

How to apply the Sobinco identity on social media channels.
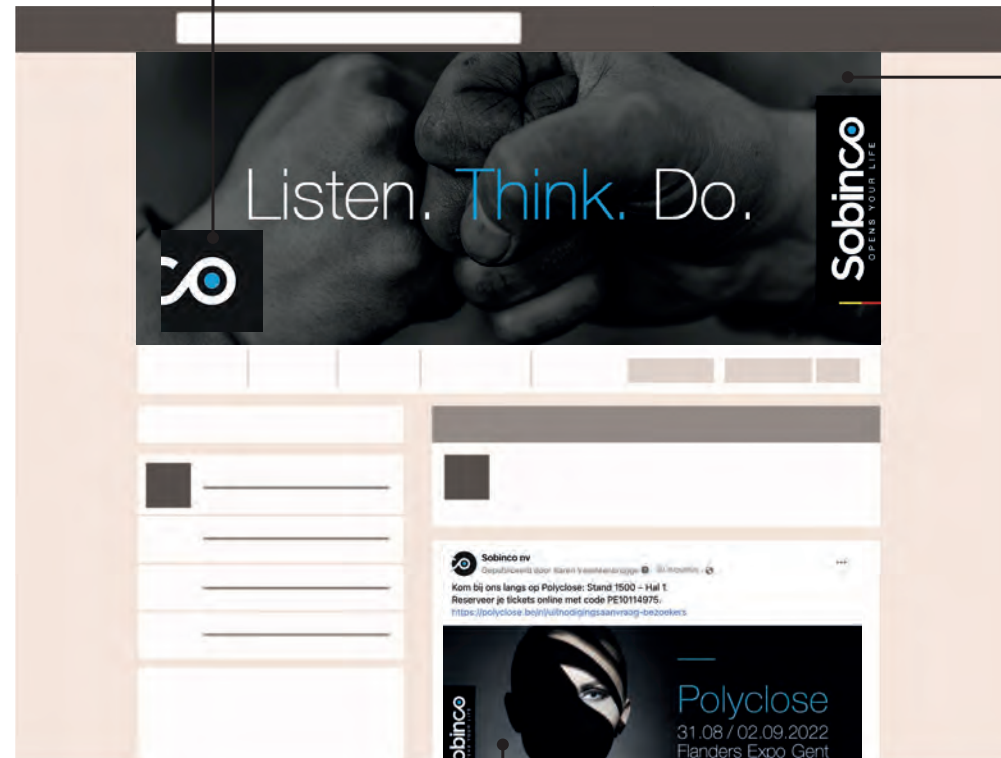
08

Social media

Facebook

Profile picture
As a profile picture on Facebook, we use the logo mark. Make sure the blue dot in the 'O' is centred in the middle of the photo area.

Cover photo
As the cover photo, we use our corporate visual in combination with the logo and 'Listen. Think. Do.'
Some countries have a separate Facebook page. This is indicated by subtly adding the country colours to the logo.
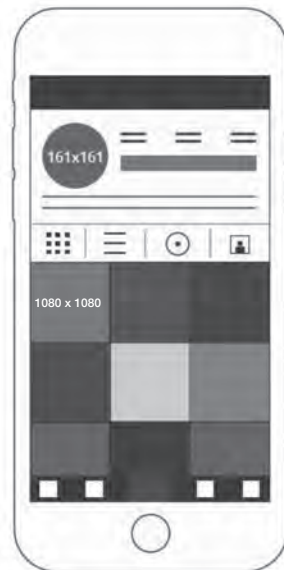
Timeline photo
We use two types of posts: standard posts and ad posts. You can find more info about the layout and usage further in these guidelines.

Social media

Instagram

Profile picture
As a profile picture on Instagram, we use the logo mark. Make sure the blue dot in the 'O' is centred in the middle of the photo area.

161x161

1080 x 1080

Post
An Instagram post is always constructed in the same way. We always use high quality photos on which we add the Sobino logo on the right-hand side. Ask for the template from the marketing department!
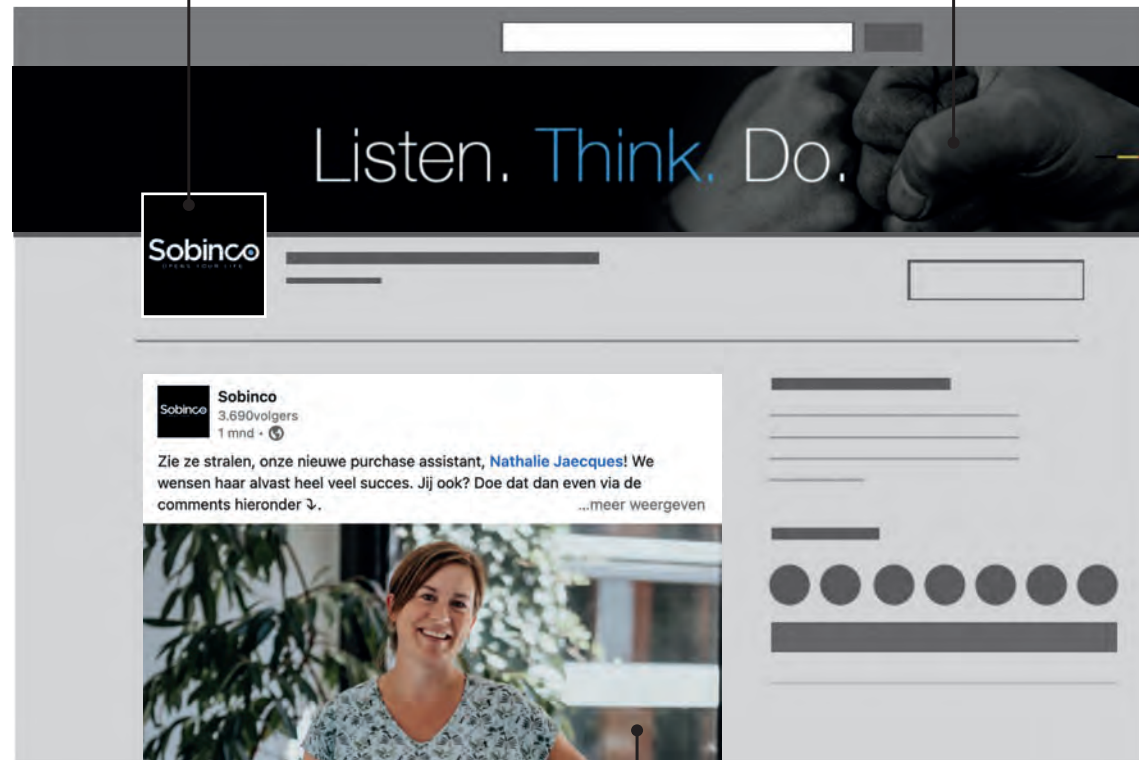
Social media

LinkedIn

Profile picture
As a profile picture on LinkedIn, we use the full Sobinco logo with baseline.

Cover photo
As the cover photo, we use our corporate visual in combination with 'Listen. Think. Do.'
Some countries have a separate LinkedIn page. This is indicated by subtly adding the country colours to the banner.

Post
The size and layout of LinkedIn posts can always be copied from Facebook's.

Social media

Layout images

Square visuals and videos

Horizontal visuals

We use horizontal visuals to set up paid campaigns (mostly for job ads).

The layout of these paid posts is always the same. We also keep all guidelines in mind to maintain consistency with the offline materials. We have set up a template that can be obtained from the marketing department.

VAN PARYS FAMILY

PEOPLE

COMPLETE SERVICE

VERTICAL INTEGRATION

Listen. Think. Do.

SUSTAINABLE GROWTH

INNOVATION

TOP QUALITY

FITTINGS FOR ALUMINIUM WINDOWS & DOORS

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