

Corporate Communication Guide for Deceuninck Dealers



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ABOUT DECEUNINCK

Deceuninck is a leading designer and manufacturer of high quality systems for **windows & doors, interior, roofline and cladding, and outdoor living** (terrace/claddings). Core technologies include **PVC extrusion** and Deceuninck's **revolutionary Twinson material**. In the design and manufacturing of its windows & doors, interior, roofline and cladding systems, and outdoor living solution, Deceuninck gives priority to **innovation** in materials, products and applications. These innovations include the **patented UV - resistant Solex coating** system and **Twinson** that merges the benefits of wood and PVC into a single base material. Deceuninck products combine this groundbreaking technology with the absolute best in timeless design, including an accent on natural colors. Deceuninck employs a **cradle - to - cradle** philosophy in its design and manufacturing. Its products provide years of quality service, after which they can be **fully recycled**. The Deceuninck Group is active in **more than 75 countries** across **Europe, North America and Asia, has 35 production and sales subsidiaries**, and is supported by some 2,800 employees worldwide. It has production facilities in the following countries:

- Belgium
- France
- Germany
- Poland
- Russia
- Turkey
- United Kingdom
- United States

Deceuninck is quoted on the **Euronext stock exchange**. Its head office and coordination centre for the Group is located in Hooglede - Gits (Roeselare), Belgium.

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CORPORATE COMMUNICATION GUIDE FOR DECEUNINCK DEALERS

You will find visual elements in the specific corporate identity work of Deceuninck which distinguish and differentiate it from other brands. However, corporate identity does not solely consists of visual elements ranging from business cards to standard business clothes. There are many other elements to create a corporate identity, for instance; customer relations and the relations between the personnel. Therefore, it is only possible to create corporate identity as expected by virtue of standardization of current rules and implementing them in a perfect way. Corporate identity work shall apply to all parties representing the corporation such as owner of the company, managers, dealers and services as well as all employees. The corporate identity work envisaged by the administration should be applicable to all departments and relevant managers or directors should follow the implementation of it. Especially dealers of Deceuninck should play a key role in this regard. The success of the said work mostly depends on following specified rules in an exact manner. Guideline for Corporate Identity Standards includes implementation methods and information on how and where the descriptions are provided.

Potential benefits of Corporate Identity Guideline for dealers are as follows:

- It will pave the way for recognition of dealers.
- It will distinguish the dealers from other similar firms.
- It will accord privilege and superiority to them.
- It will make the product and the relevant dealer more trustable.



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LOGO

1

LOGO USE RIGHT

1.1

1



2



3



4



5



- The logos not only have a significant place in ensuring the image integrity of dealers but also act as the keystone of corporate identity. For that purpose, special care to be taken for using Deceuninck logo makes the corporate image perfect. Deceuninck logo should not be drawn in another way as detailed in the guideline. No other logo should be used instead of Deceuninck logo given in the guideline.

- Logo consist of the blue rectangle and the typography 1;
- Logo can be use with the B&W format 2;
- To ensure the redability, the full-color logo can only be placed on a white background or on an image with a light, undetailed background in the free zone (e.g. lighty sky) 3, 4;
- Use the white logo when the surface does not allow the full-color logo. No surface color other than Deceuninck blue is permitted 5;



LOGO USE WRONG

1.2



For a consistent use of the Deceuninck Identity, do NOT:

- Add a [®] to the logo 1;
- Change the color of the logo 2;
- Use the positive logo 3;
- Add an element below the logo 4;
- Change the proportions of the logo elements 5;

For a consistent use of the full-color Deceuninck logo, do NOT:

- Place the logo on a colored background other than white 6;
- Place the logo on detailed background image 7;
- Place the logo on a dark background image 8;
- The logo should have the same background 9;



TECHNICAL DRAW

1.3

1



2



3



The preferred size, free zone and minimum size are crucial elements of the corporate identity.

- **Preferred size 1;**
 $x = 40\text{mm}$ (100% on letterhead);
- **Free zone 2;**
No text is allowed in the free zone around the logo;
- **Minimum size 3;**
 $x = 20\text{mm}$ (50%)



1.4

COLORS

Primary color

C 100	R 0	Pantone 2935 C
M 60	G 85	————
Y 0	B 159	RAL 5002
K 0		
		%80 %60 %40 %20
		

Secondary color

C 100	R 0	Pantone Process Cyan
M 0	G 157	————
Y 0	B 224	RAL 5015
K 0		
		%80 %60 %40 %20
		

The color palette consists of the Deceuninck blue and secondary color. The Deceuninck blue is the main color in every document or tool. Additionally, we use secondary color in subtitle, highlights.

- Percentage of colors can be used in e.g. graphs and illustrations.
- Note: The CMYK values of the colors are adjusted to paper and use and are therefore not an automatic translation of the Pantone.
- Note: The RGB values of the color are adjusted to screen and use and are therefore not an automatic translation of the Pantone.
- Note: We advise to use the Pantone colors only on uncoated paper.

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STATIONERY

2

2.1

BUSINESS CARD

Business card size: 85x55 mm

Logo
30x15 mm

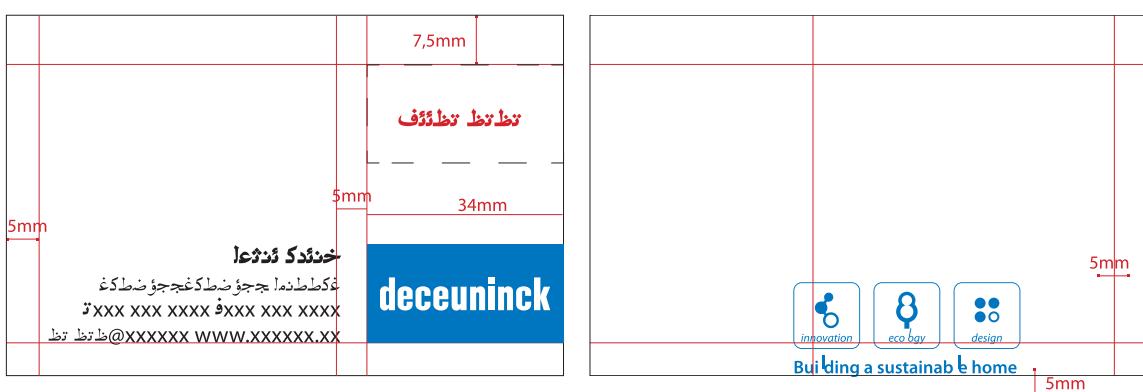
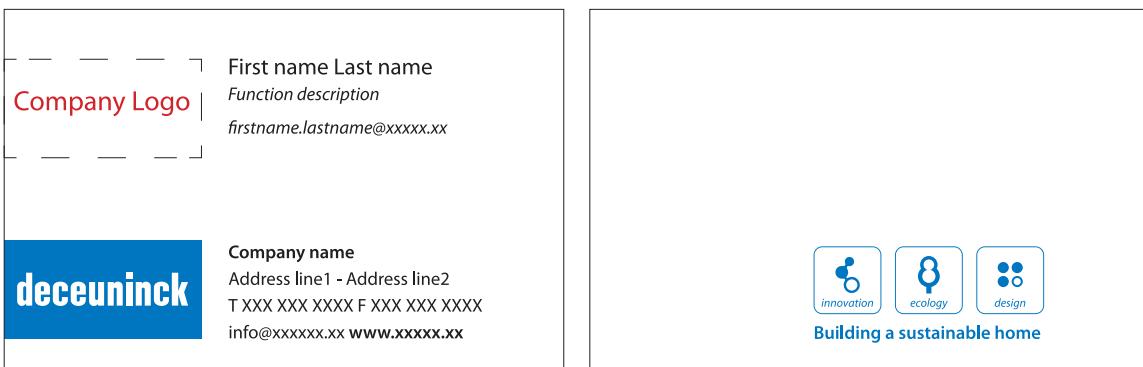
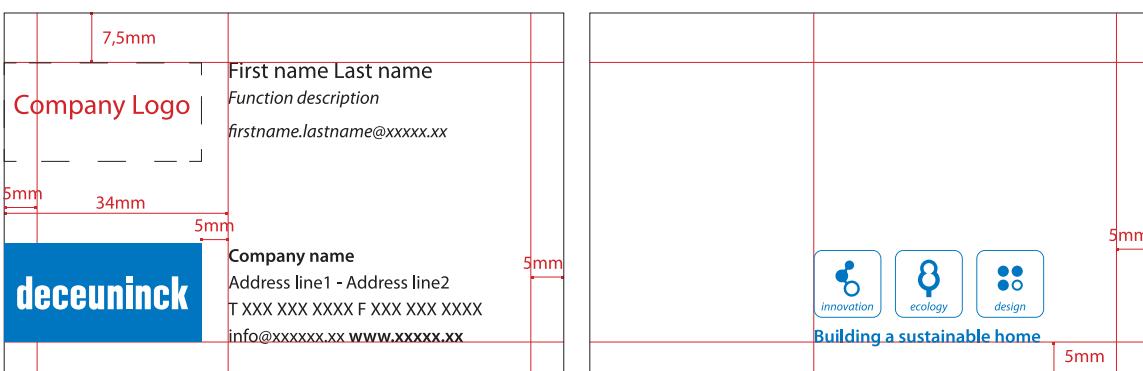
First name Last name
Myriad Pro Regular 10 pt

Function description
Myriad Pro Light Italic 8/10 pt

Contact information
Myriad Pro Light 8/10 pt

Corporate Contact information
Myriad Pro Light 7,5/9 pt

Website
Myriad Pro Semibold 7,5/9 pt



LETTERHEAD 2.2

A

			20mm	
		Company Logo	25mm	
	105mm			
	65mm			
25mm				
	35mm			
	 innovation	 ecology	 design	
	Building a sustainable home	Company name Address line1 - Address line2 T XXX XXX XXXX F XXX XXX XXXX info@xxxxxx.xx www.xxxxxx.xx	deceuninck	20mm
	10mm		40mm	



Paper size: 297x210 mm (A4)

Logo

Preferred size

Company name

Myriad Pro Semibold 8/11 pt

Contact information

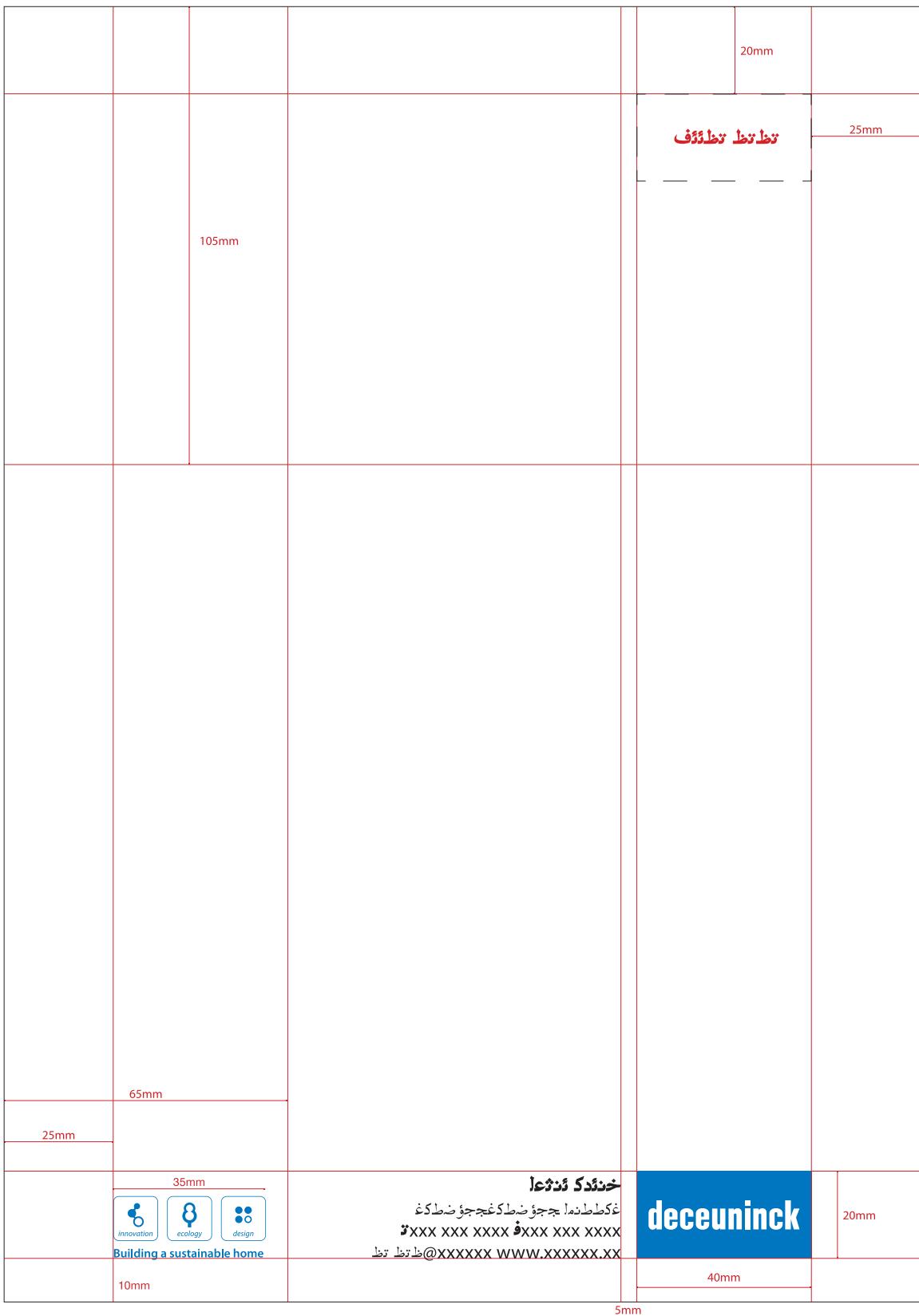
Myriad Pro Light 8/11 pt

Website

Myriad Pro Semibold 8/11 pt

LETTERHEAD 2.2

B



2.3 A

ENVELOPE



Diagram illustrating the layout for placing the Deceuninck logo. The logo is positioned in the bottom right corner of the page. The overall width of the page is 40mm, indicated by a dashed line at the top right. The logo is placed within a blue rectangular area. The distance from the top edge of the logo area to the top edge of the page is 10mm. The distance from the left edge of the logo area to the left edge of the page is 10mm. The distance from the bottom edge of the logo area to the bottom edge of the page is 6mm. The distance from the right edge of the logo area to the right edge of the page is 10mm. The width of the logo area is 35mm. The height of the logo area is 10mm. The logo itself is 6mm wide and 6mm high, centered within the 35mm wide and 10mm high area.

Envelope size:105x210 mm

Logo Preferred size

Company name
Myriad Pro Semibold 8/11 pt

Contact information

Myriad Pro Light 8/11 pt

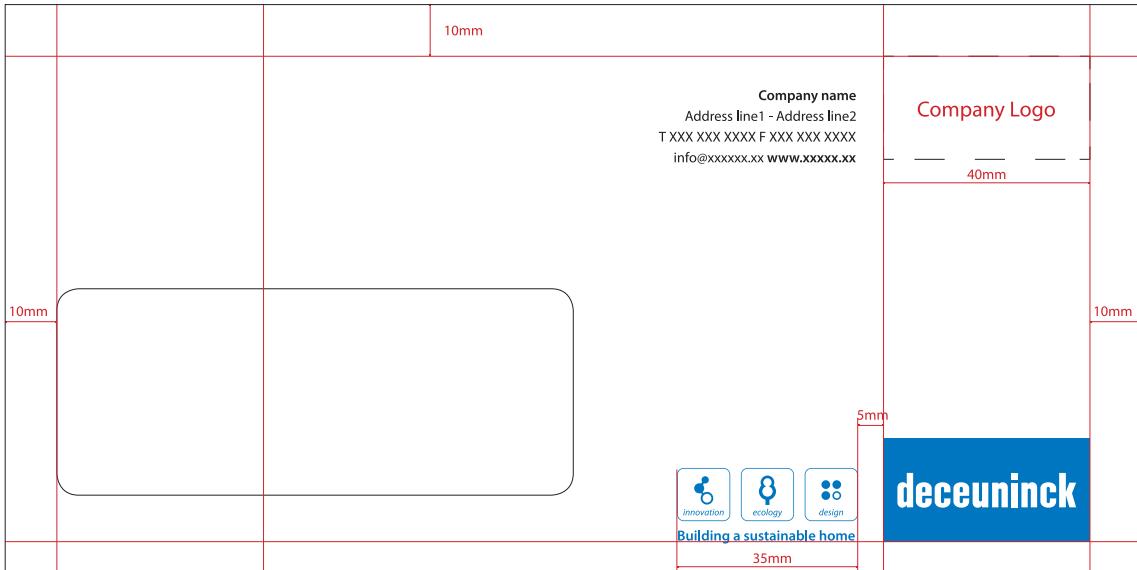
Website



2.3

B

ENVELOPE



Envelope size: 105x210 mm

Envelope window

40x110 mm

Grey or lightblue color inside

Logo

Preferred size

Company name

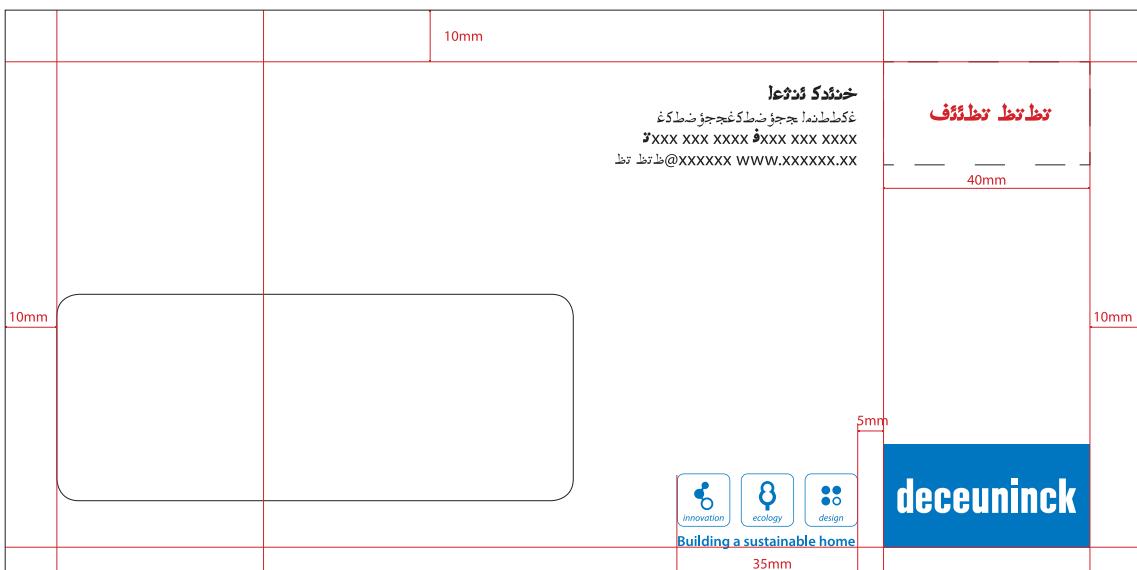
Myriad Pro Semibold 8/11 pt

Contact information

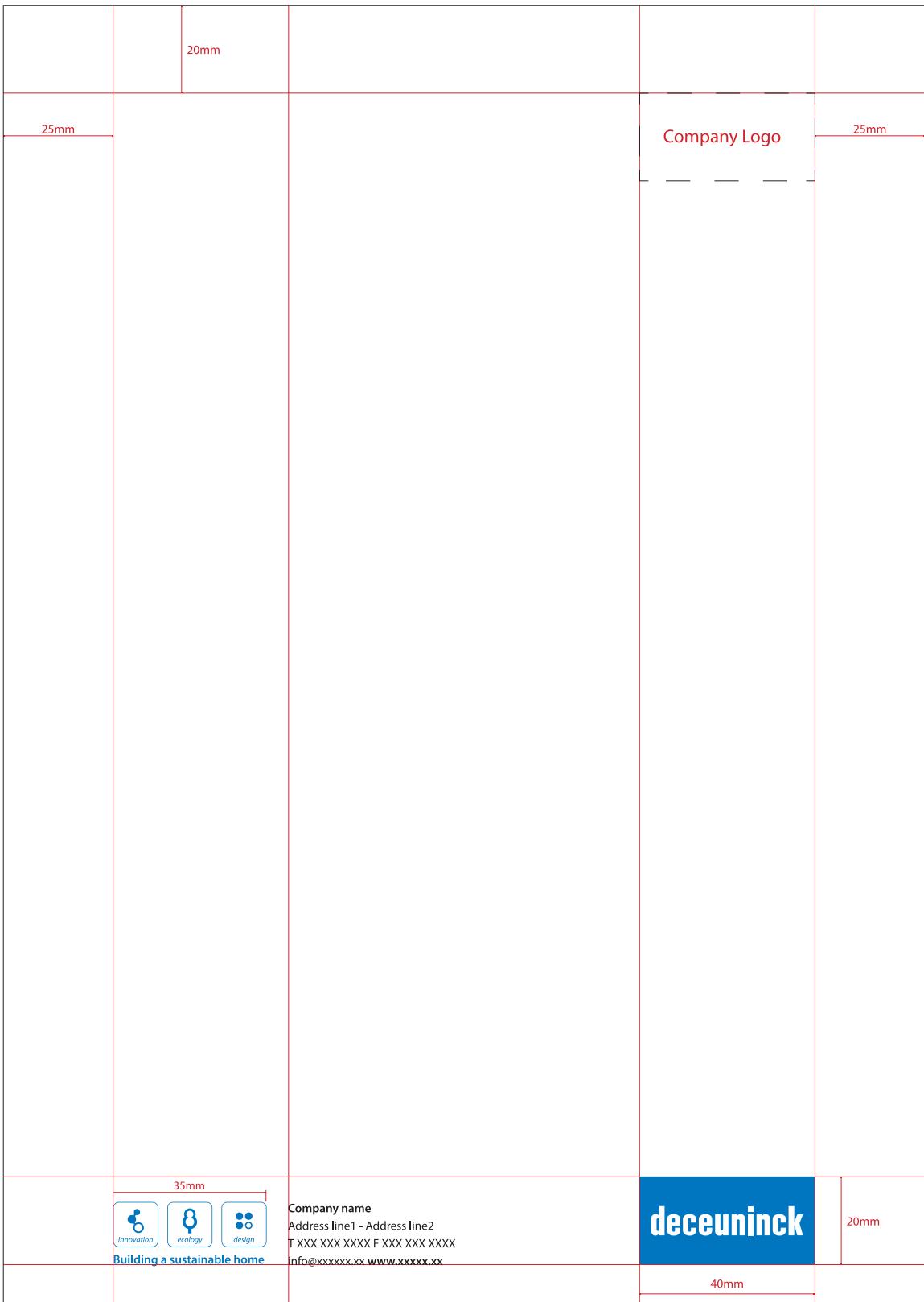
Myriad Pro Light 8/11 pt

Website

Myriad Pro Semibold 8/11 pt



deceuninck



ENVELOPE 2.3C

Envelope size: 240x320 mm

Logo Preferred size

Company name
Myriad Pro Semibold 8/11 pt

Contact information

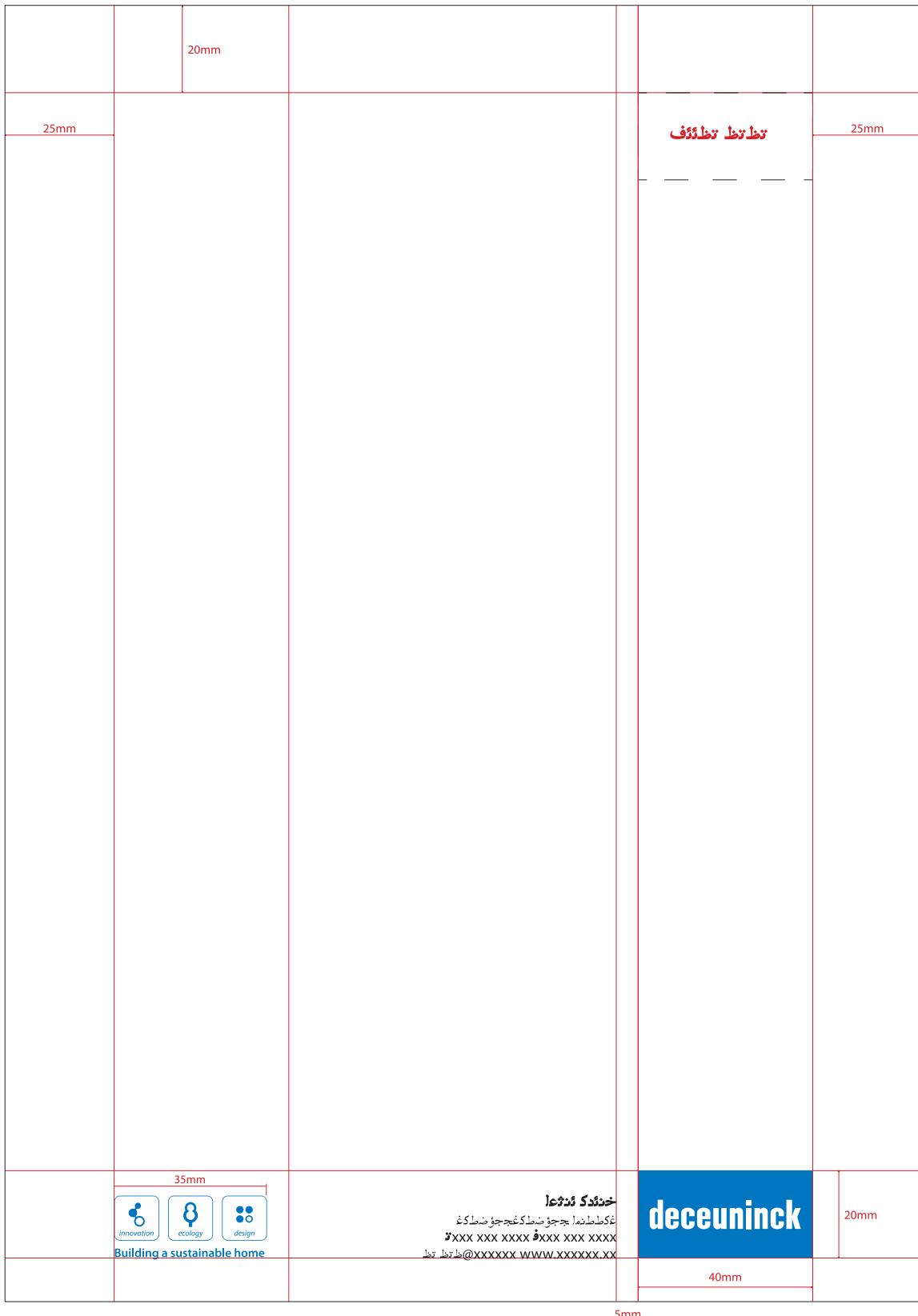
Myriad Pro Light 8/11 pt

Website
Myriad Pro Semibold 8/11 pt



2.3 D

ENVELOPE



deceuninck

2.4

A



FILE

File size : 420x320 mm

Logo

Preferred size

Company name

Myriad Pro Semibold 8/11 pt

Contact information

Myriad Pro Light 8/11 pt

Website

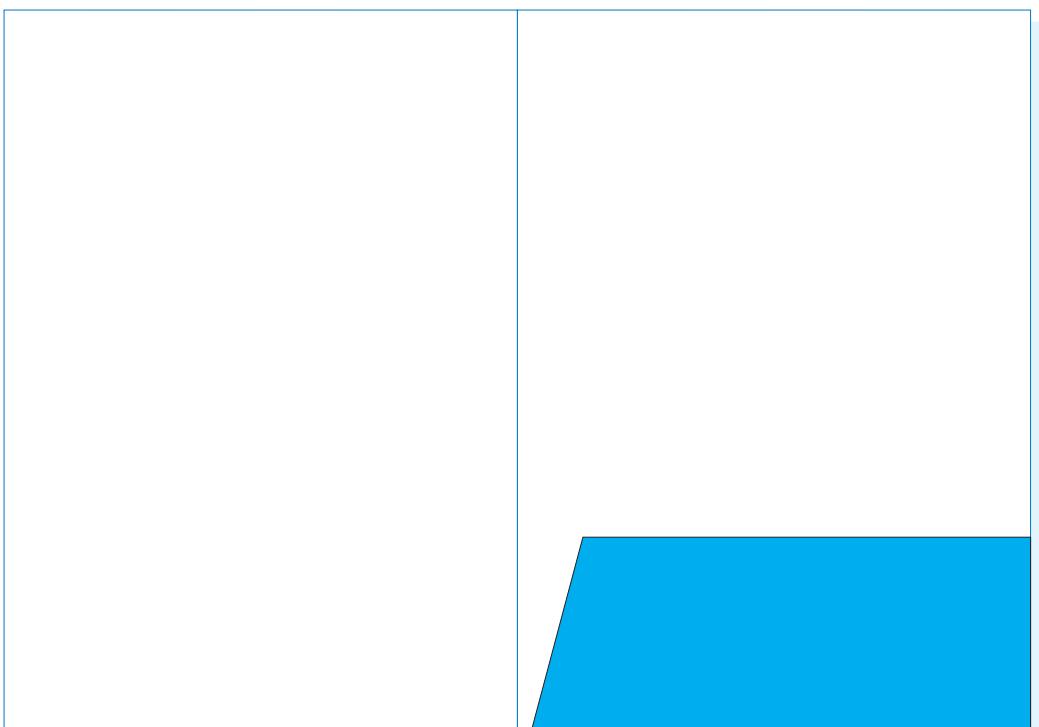
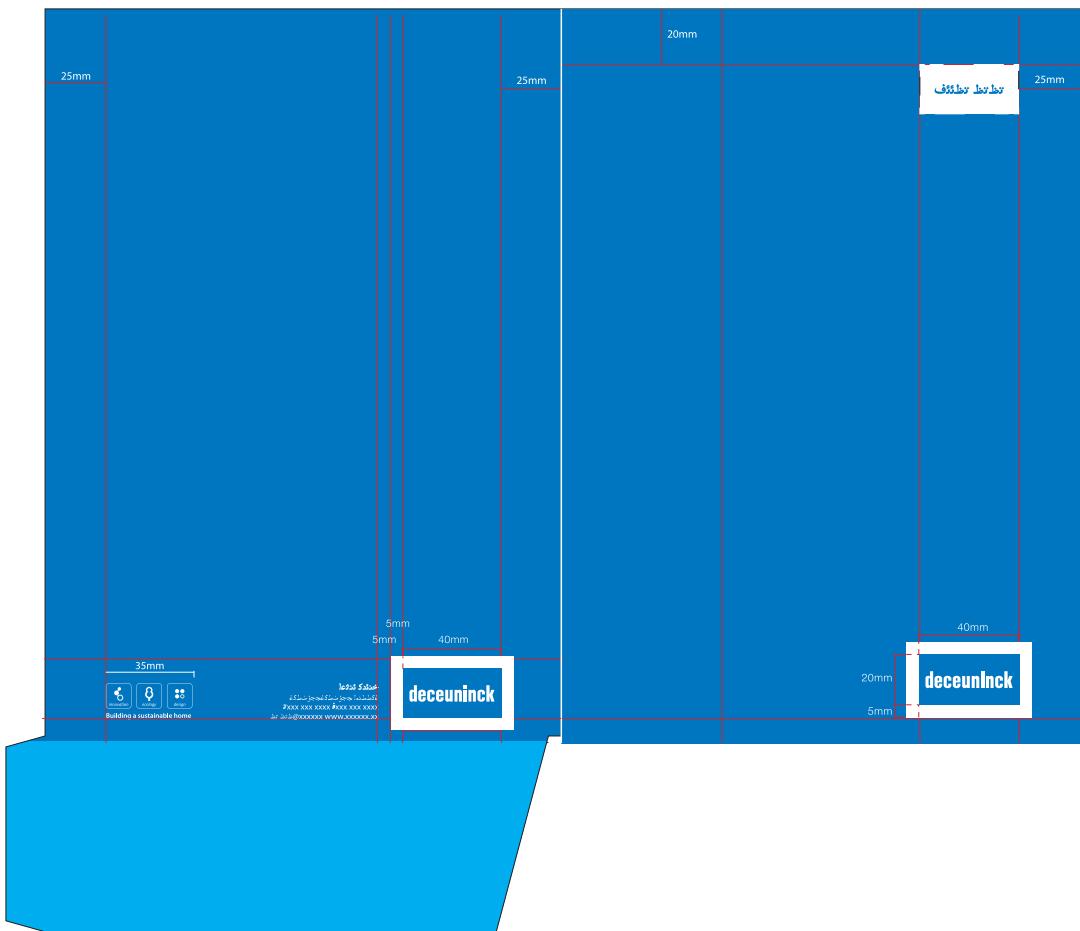
Myriad Pro Semibold 8/11 pt

deceuninck

2.4

B

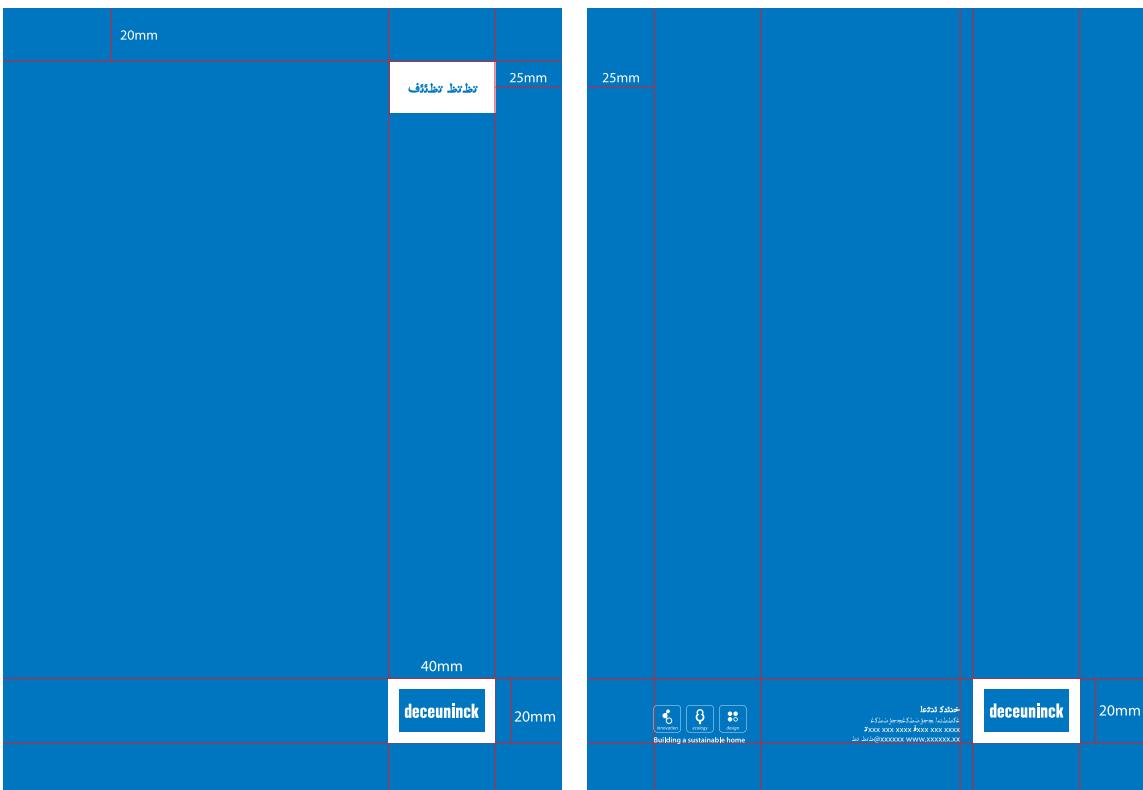
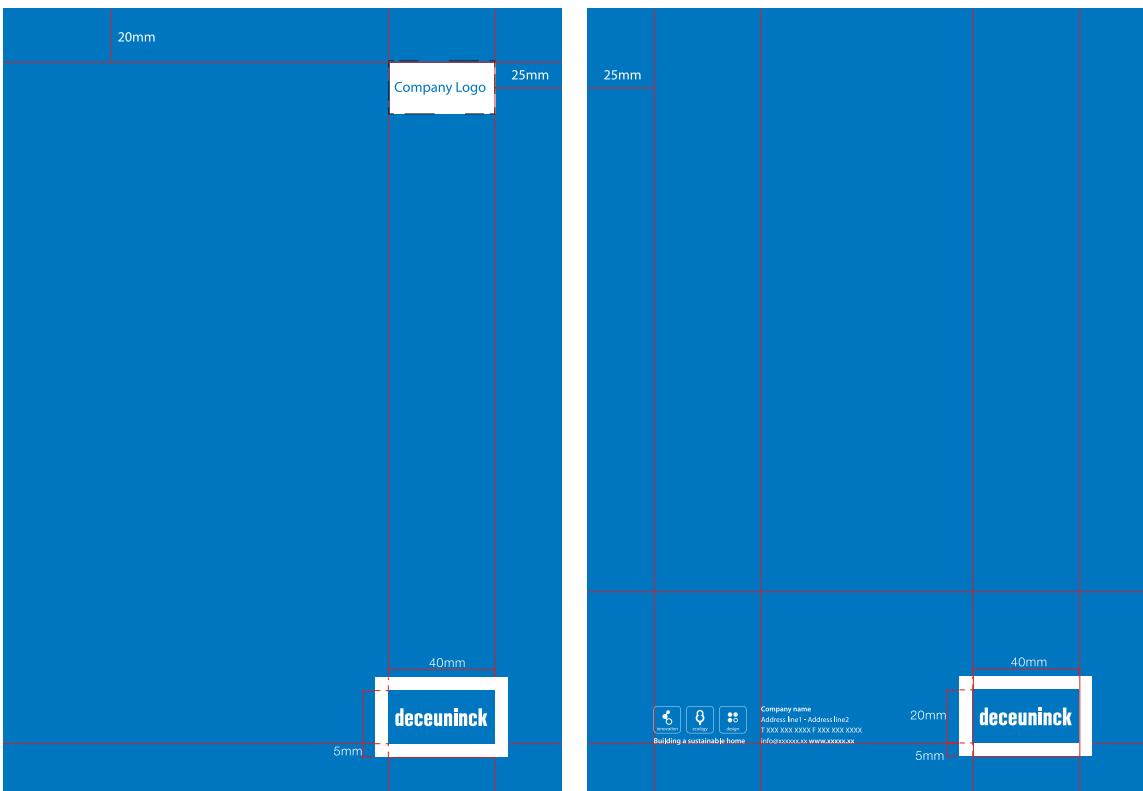
FILE



MEMO NOTES COVER

2.5

A



File size : 210x297 mm

Logo

Preferred size

Company name

Myriad Pro Semibold 8/11 pt

Contact information

Myriad Pro Light 8/11 pt

Website

Myriad Pro Semibold 8/11 pt



MEMO NOTES PAGE 2.5

B

File size : 210x297 mm

Logo

Preferred size

Company name

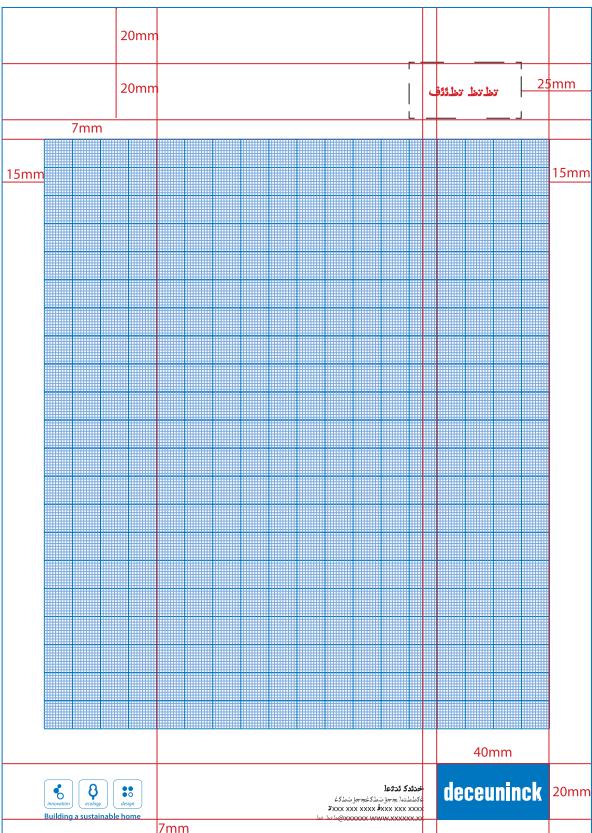
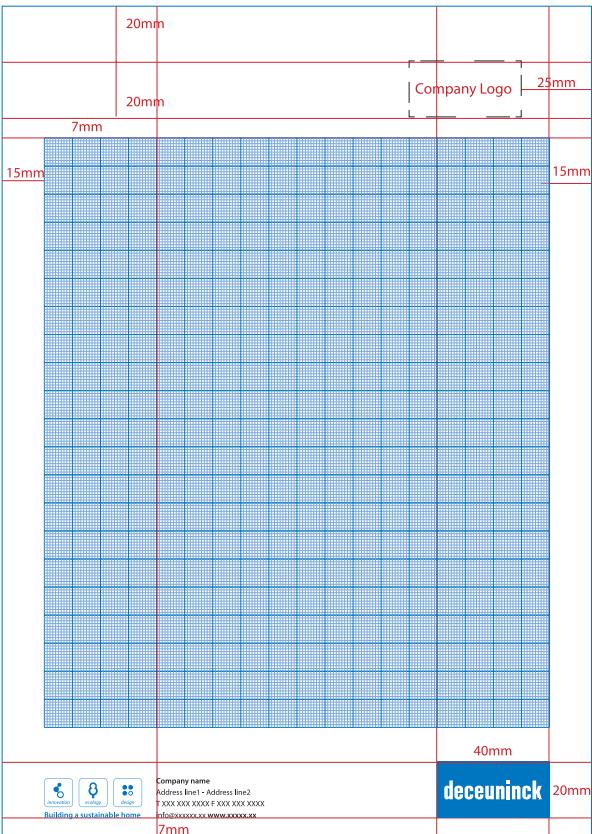
Myriad Pro Semibold 8/11 pt

Contact information

Myriad Pro Light 8/11 pt

Website

Myriad Pro Semibold 8/11 pt



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PROMOTION **2.6**



Key chain



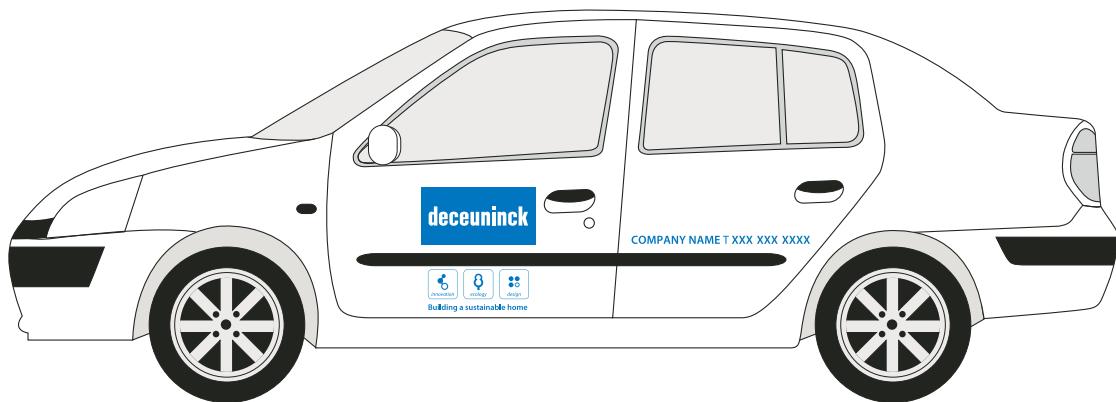
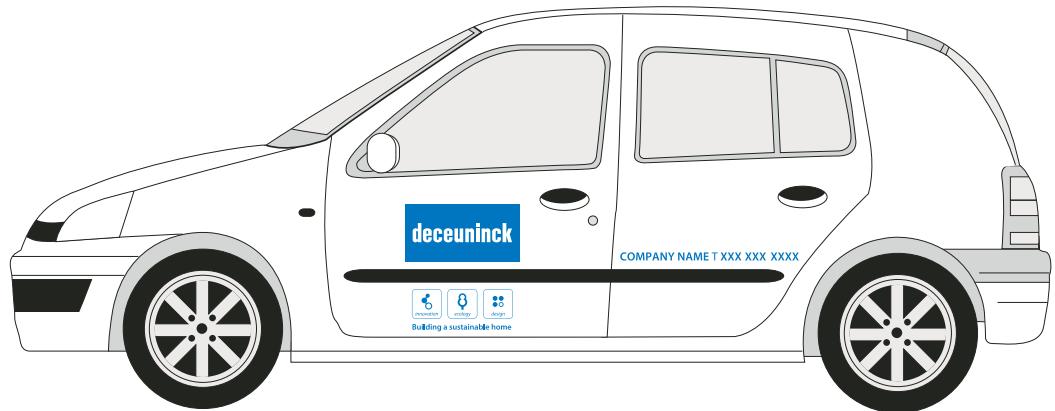
Rosette



OUTDOOR

3

PASSENGER CARS **3.1**
A



X

1/2 X **deceuninck**



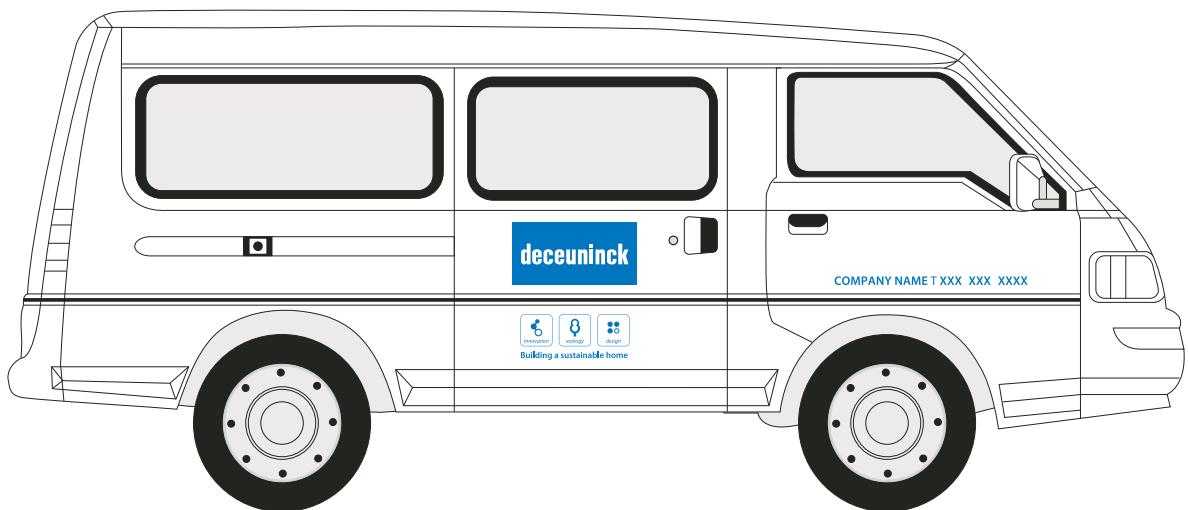
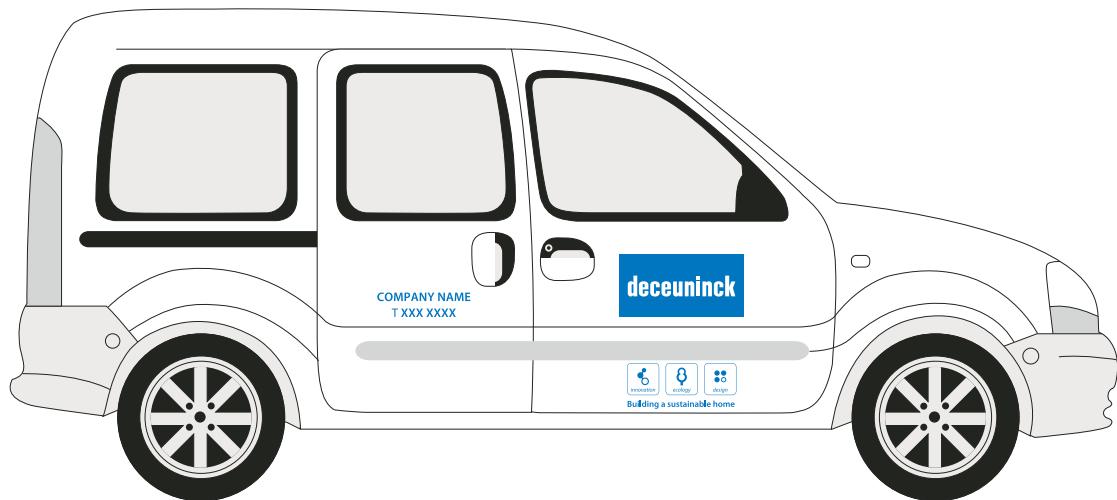
Building a sustainable home

1/13 X **COMPANY NAME T XXX XXX XXXX**

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3.1 B

PANEL VANS



X

1/2 X

deceuninck



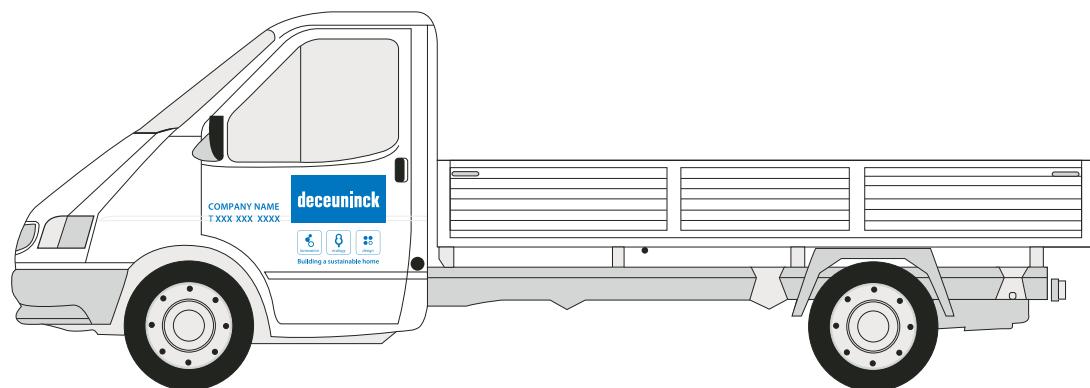
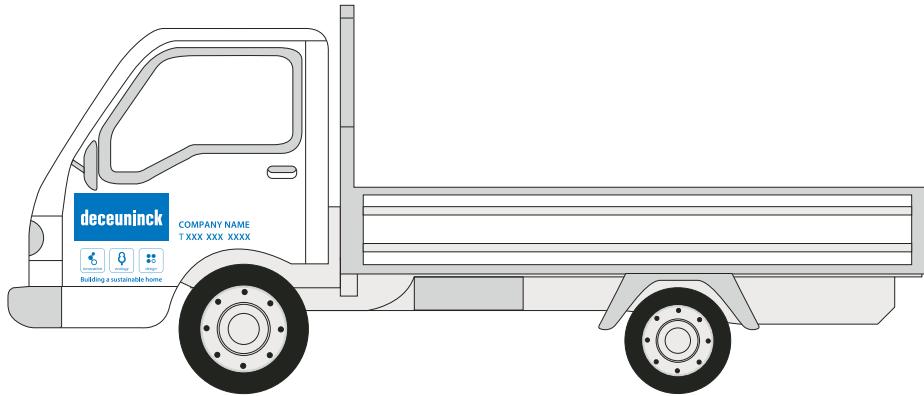
Building a sustainable home

1/13 X — COMPANY NAME T XXX XXX XXXX

deceuninck

3.1 C

TRUCKS



X

1/2 X **deceuninck**

1/8 X

1/13 X — COMPANY NAME T XXX XXX XXXX

innovation ecology design

Building a sustainable home

deceuninck

SHOWROOM

4

4.1 A

FRONT VIEW



Showroom size: 3 m

EXTERIOR FAÇADE

Standard width of the nameplate is 100 cm. Name and logo of the vendor is printed on the left hand side of the signboard (120x60 cm).

Company Logo

Color
RAL 5002 dark blue

The specified standard - size deceuninck logo and icons are printed on to the right hand side of the nameplate (120x60 cm).



deceuninck

Color
RAL 5002 dark blue

'Deceuninck icons' with fixed size (135x55 cm) is applied to the interior module level on the bottom corner of the façade display window.



Building a sustainable home

Color
White

In large façades, the part of the façade with fixed display, 'PVC doors & windows' text is sized as it is located 30 cm from the bottom and 50 cm from the sides and applied on to the glass by adhering it.

PVC
DOORS & WINDOWS

Color
White

Font
Arial

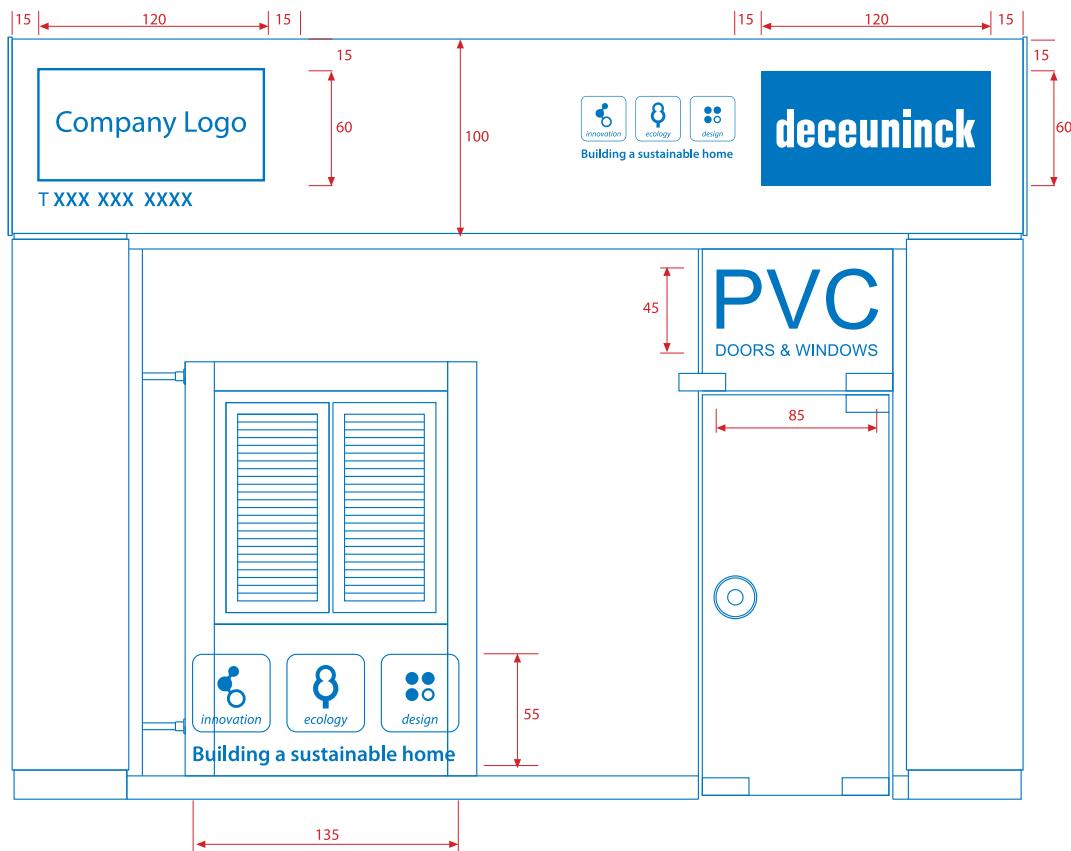
Nameplate and exterior siding material will be made of sheet metal. Such sheet metals used will be painted with acrylic dye.

Color
Ra 9016 white

deceuninck

4.1

FRONT VIEW



Name plate and exterior façade column coating will be separated using joint and 3 cm lath. Such metal lath used will be painted with acrylic dye.

Color
Ral 5002 dark blue

Display window joinery at the façade will be made of complete glass seamless joinery as increasing indoor perception.

INDOOR

Standard modules with cross - section of 15x15cm are used for joinery display. Joinery display with rolling shutter provided with a module with interior size of 120x120 cm is installed at the front façade display.



Color
RAL 5002 dark blue
RAL 5016 white

Walls of the indoor walls will be in single color and painted with light color white and its tones.

Indoor flooring material will be made of homogenous, plain and solid colored natural or artificial stone. Its color will be light color white and its tones.



4.1

FRONT VIEW



Showroom size: 5 m

EXTERIOR FAÇADE

Standard width of the nameplate is 100 cm. Name and logo of the vendor is printed on the left hand side of the signboard (120x60 cm).

Company Logo

Color
RAL 5002 dark blue

The specified standard - size deceuninck logo and icons are printed on to the right hand side of the nameplate (120x60 cm).



deceuninck

Color
RAL 5002 dark blue

'Deceuninck icons' with fixed size (135x55 cm) is applied to the interior module level on the bottom corner of the façade display window.



Color
White

'PVC doors & windows' text with fixed size (85x45cm) is applied at the entrance door upper part of the façade window.

PVC
DOORS & WINDOWS

Color
White

Font
Arial

In large façades, the part of the façade with fixed display, 'PVC doors & windows' text is sized as it is located 30 cm from the bottom and 50 cm from the sides and applied on to the glass by adhering it.

PVC
DOORS & WINDOWS

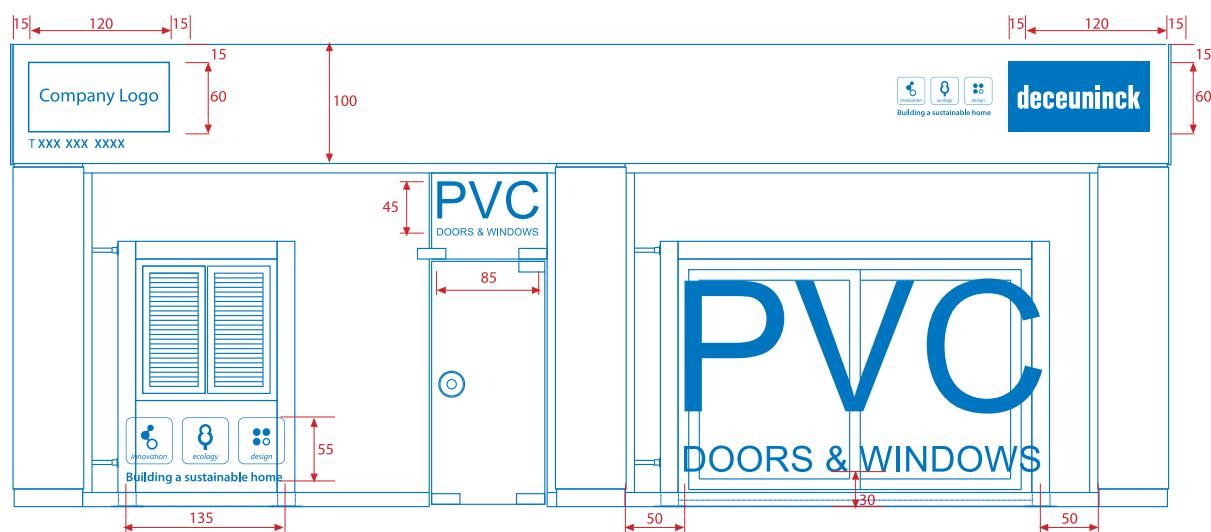
Color
White

Font
Arial

deceuninck

4.1

FRONT VIEW



Nameplate and exterior siding material will be made of sheet metal. Such sheet metals used will be painted with acrylic dye.

Color
Ra 9016 white

Name plate and exterior façade column coating will be separated using joint and 3 cm lath. Such metal lath used will be painted with acrylic dye.

Color
Ral 5002 dark blue

Display window joinery at the façade will be made of complete glass seamless joinery as increasing indoor perception.

INDOOR

Standard modules with cross - section of 15x15cm are used for joinery display. Joinery display with rolling shutter provided with a module with interior size of 120x120 cm is installed at the front façade display.



Color
RAL 5002 dark blue
RAL 5016 white

Walls of the indoor walls will be in single color and painted with light color white and its tones.

Indoor flooring material will be made of homogenous, plain and solid colored natural or artificial stone. Its color will be light color white and its tones.



4.1
E

INSIDE VIEW



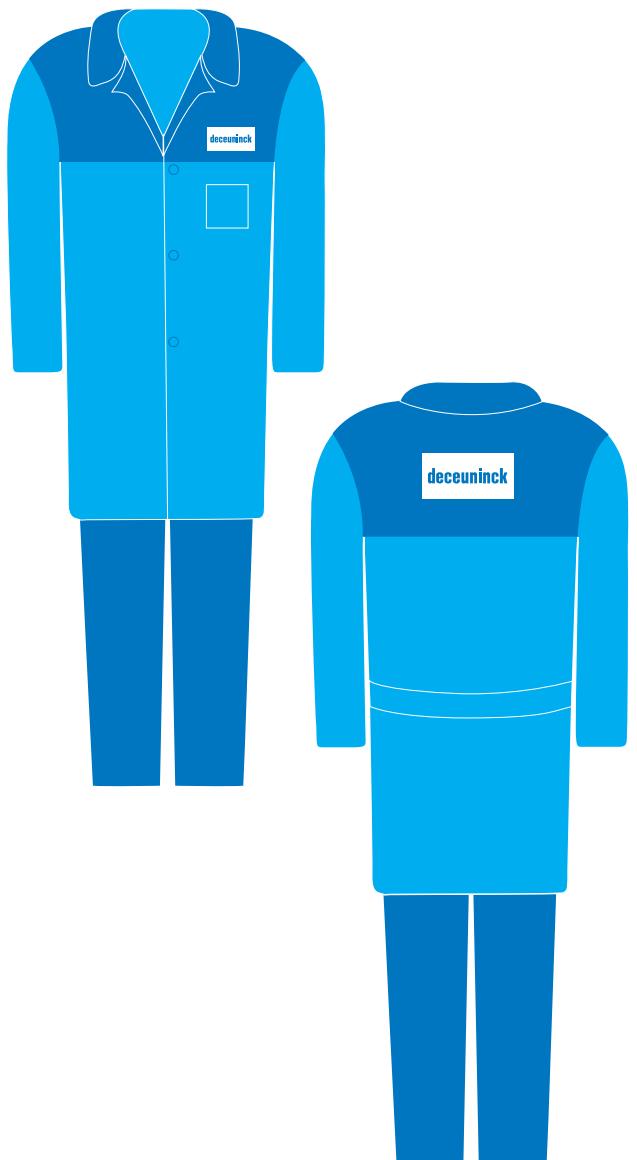
deceuninck

STAFF UNIFORMS

5

FACTORY
SUPERVISOR
UNIFORM

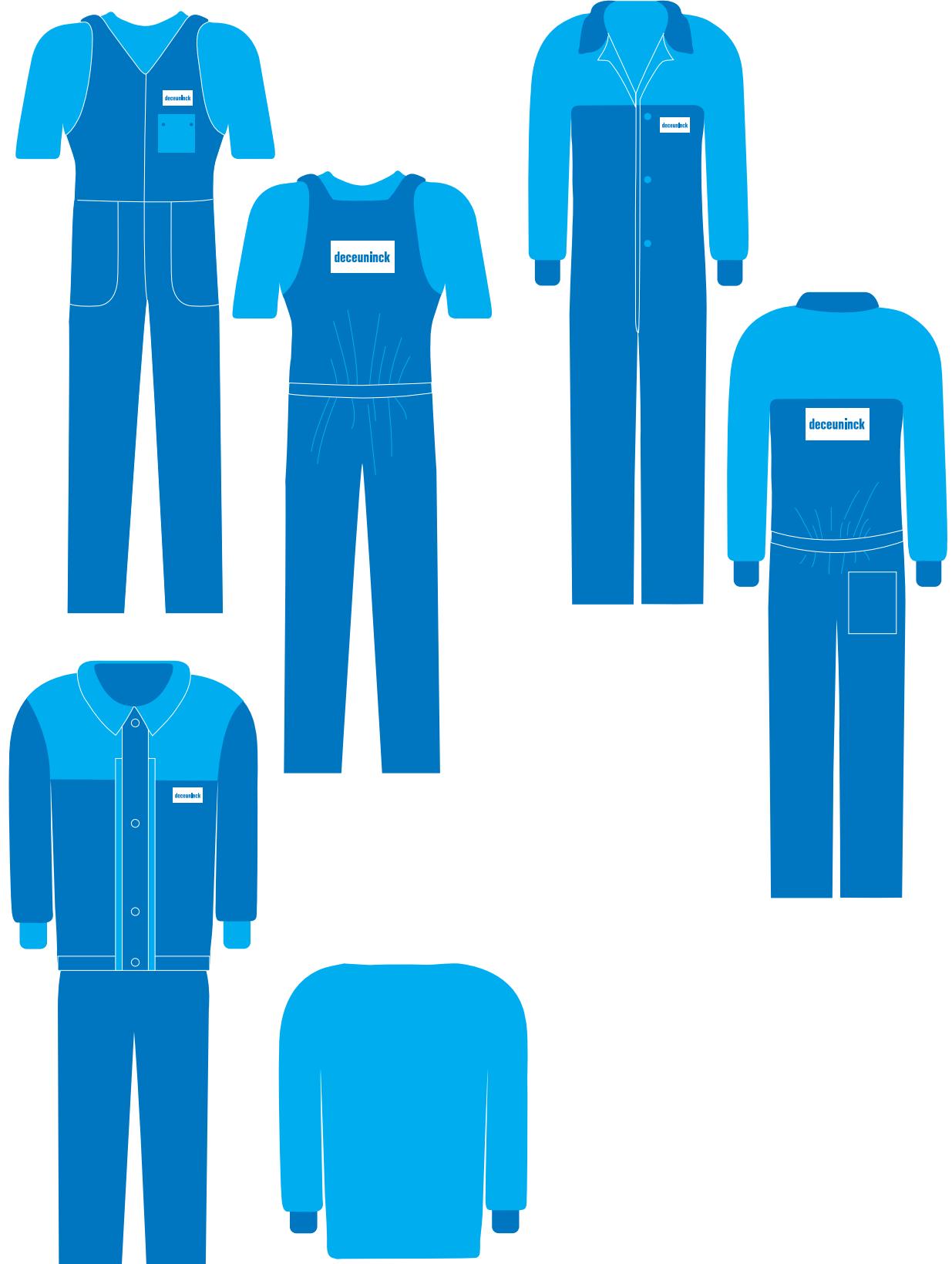
5.1
A



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PRODUCTION
STAFF
UNIFORM

5.1
B



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innovation



ecology



design

Building a sustainable home

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