

EUROPEAN
QUALITY AND
CRAFTSMANSHIP
SINCE 1910



GUIDELINES FOR **THE HOUSE STYLE**





CONTENTS

LOGO	4
LOGO IN BLACK-AND-WHITE	5
LOGO AS PICTORIAL MARK	6
TYPOGRAPHY	7
COLOURS	8
ELEMENTS	9
BROCHURE	10
ADVERTISEMENTS	12
FLYER	13
POWERPOINT	14
VARIOUS	15

GUIDELINES FOR THE HOUSE STYLE

DeBeer Refinish has its own visual brand identity which is expressed by the logo and the graphic design used in its communications. In order to maintain the consistency of this visual identity, a house style manual has been drawn up. The manual presents guidelines for designers on the use of the logo and the graphic design of all communications. Consistent application of these guidelines will enable designers globally to safeguard the unique image of the DeBeer Refinish brand.

LOGO
DEBEER REFINISH
ONE IDENTITY - TWO LOGOS

PORTRAIT LOGO

The DeBeer Refinish logo is available in both portrait and landscape versions. Use of the portrait version is preferred.



LANDSCAPE LOGO

Depending on the purpose for which the logo is used, the landscape version can also be used.



LOGO IN WHITE AGAINST CONTRASTING BACKGROUND

Both versions of the logo can also be used in white against a contrasting background.



LOGO
DEBEER REFINISH
IN BLACK-AND-WHITE

PORTRAIT LOGO

When the black-and-white version of the logo is used, the black is always 100%. The black and white version can be used either landscape or portrait.



LANDSCAPE LOGO



**LOGO IN WHITE
AGAINST
CONTRASTING
BACKGROUND**



LOGO

DEBEER REFINISH

PICTORIAL MARK

DeBeer Refinish has had a bear as its graphic for over a century. This may be used without the DeBeer Refinish wordmark in all communications.

The use of graphic in white against a contrasting background is also allowed. Please refer to page 8 for the correct colours.



INCORRECT USAGE OF THE LOGO

It is important for the image of DeBeer Refinish that the logo is used in the same way worldwide. Therefore, only use the versions of the logo shown here and do not change the logo in any way.



ROTATE



ADJUST COLOUR



ADJUST ASPECT RATIO

TYPOGRAPHY

Communications issued by DeBeer Refinish employ the fonts Roboto, Roboto Condensed and Roboto Slab.

Roboto Roboto Condensed Roboto Slab

These fonts have been selected for aesthetic, graphical and functional reasons. They also have sufficient variety in terms of design. It is essential that these fonts are available for both printing and online use. The fonts can be requested from the Marketing department of Valspar Automotive in Lelystad.

Roboto Condensed Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz - 1234567890

Roboto Condensed Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz - 1234567890

Roboto Condensed Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz - 1234567890**

Roboto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz - 1234567890

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz - 1234567890

Roboto Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz - 1234567890

Roboto Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz - 1234567890**

Roboto Slab Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz - 1234567890

Roboto Slab Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz - 1234567890**

COLOURS

DeBeer Refinish stands for perfection in terms of colour. It is therefore essential that the colours of the logo are used accurately at all times.

COLOURS IN CMYK

C:100 - M:78 - Y:0 - K:32

C:0 - M:0 - Y:0 - K:100

COLOURS WITH PMS COLOURS (SC PAPER)

PMS 281 C

BLACK

COLOURS WITH PMS COLOURS (MATT PAPER)

PMS 281 U

BLACK

COLOURS IN RGB

R:0 - G:53 - B:117

R:26 - G:23 - B:27

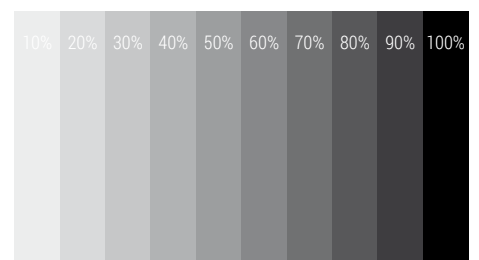
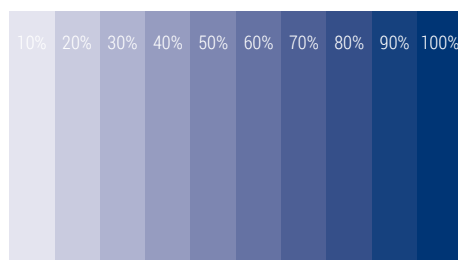
COLOURS IN HTML (HEX) COLOUR SIMULATION

HEX:003575

HEX:1A171B

The different colour percentages show the possible colour range.

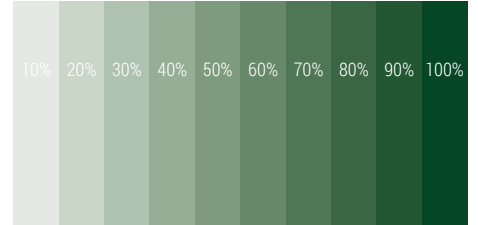
COLOUR PERCENTAGE



COLOURS

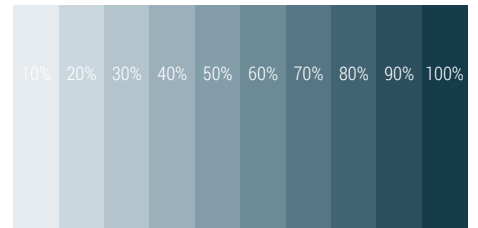
CLEANING AGENTS - VARIOUS

CYMK C:75 - M:0 - Y:80 - K:74
RGB R:4 - G:71 - B:37
HEX #044725



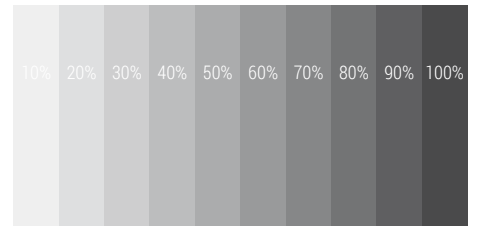
PRIMERS, SURFACERS AND PUTTIES

CYMK C:55 - M:0 - Y:0 - K:85
RGB R:22 - G:59 - B:73
HEX #163b49



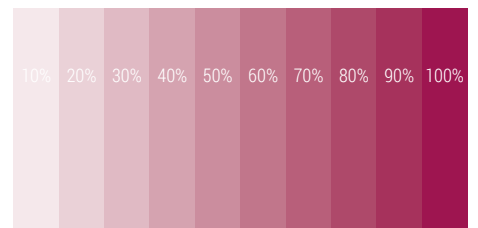
HARDENERS

CYMK C:2 - M:2 - Y:2 - K:85
RGB R:74 - G:73 - B:75
HEX #4A494B



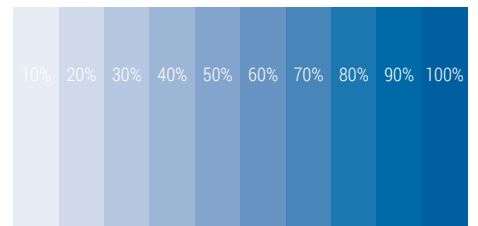
THINNERS

CYMK C:9 - M:95 - Y:25 - K:36
RGB R:158 - G:21 - B:80
HEX #9E1550



WATERBASE 900+ SERIES

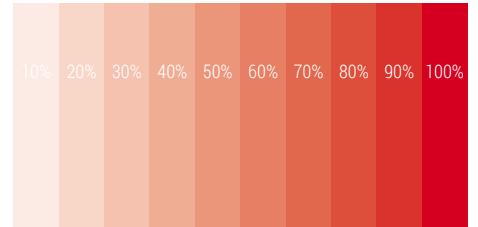
CYMK C:100 - M:50 - Y:0 - K:15
RGB R:0 - G:94 - B:160
HEX #005EA0



COLOURS

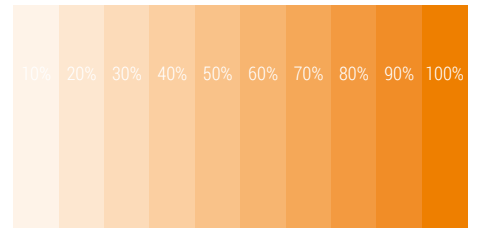
BEROBASE 500 SERIES

CYMK C:2 - M:100 - Y:95 - K:6
RGB R:214 - G:0 - B:32
HEX #D60020



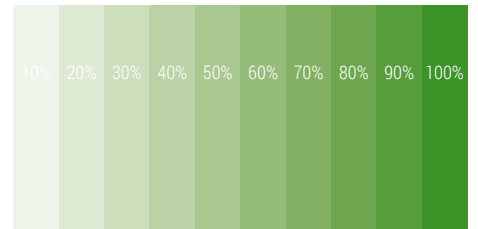
BEROMIX 2000 SERIES

CYMK C:0 - M:60 - Y:100 - K:85
RGB R:238 - G:127 - B:0
HEX #EE7F00



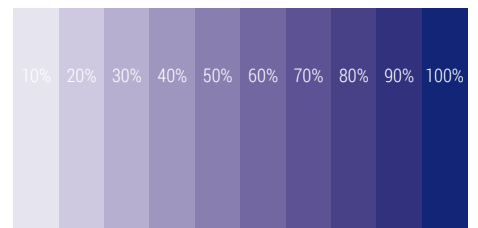
BEROTHANE HS420 3000 SERIES

CYMK C:75 - M:4 - Y:100 - K:13
RGB R:60 - G:148 - B:40
HEX #3C9428

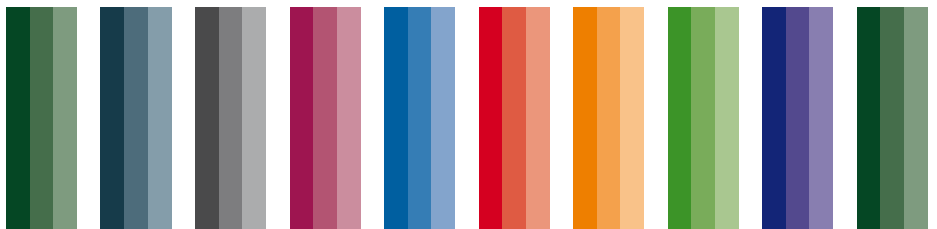


CLEAR COAT

CYMK C:100 - M:100 - Y:0 - K:15
RGB R:19 - G:37 - B:119
HEX #132577



ORDER



ELEMENTS

COVERS AND PAGES

DeBeer Refinish communications have a fixed template and the stylistic elements have a fixed position within that template.

On front pages

DeBeer Refinish title banner:
Top left

DeBeer Refinish logo:
Top right

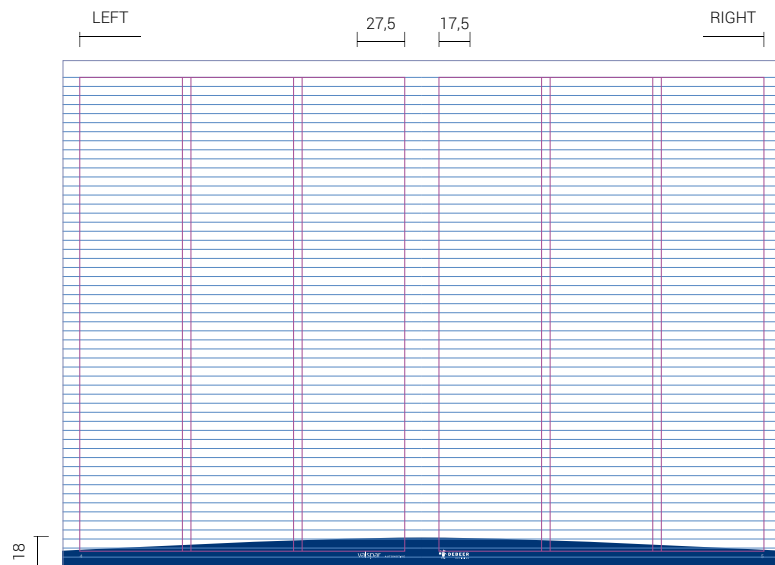
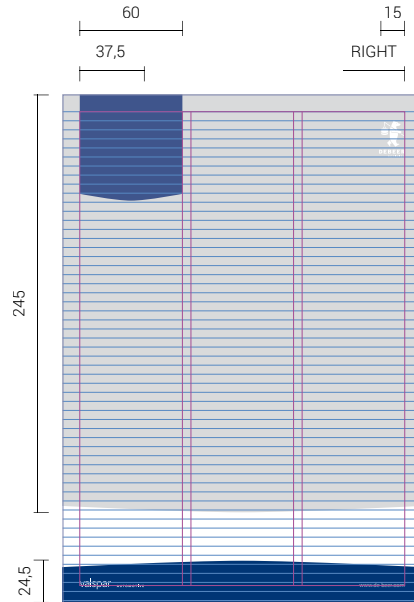
The width of the logo equals 7% of the width of the type page, rounded up in whole millimetres.

The position relative to the margin is $\frac{2}{3}$ of the width of the logo. In the case of a 15 mm logo width, the distance to the margin will therefore be 10 mm.

DeBeer Refinish closing bar:
At the bottom

On pages

DeBeer Refinish closing bar:
At the bottom



BROCHURE

SEVERAL PAGES

DeBeer Refinish brochures are created in accordance with the page templates laid down for the cover and pages (see page 11).



FONTS

To create uniformity in our communications, we have laid down the typography to be used for each item.

HEADING

Roboto Condensed
Regular & Bold
26/47 32/47

INTRO TEXT

Roboto
Medium 9/12

STREAMER

Roboto Condensed
Light 16/32

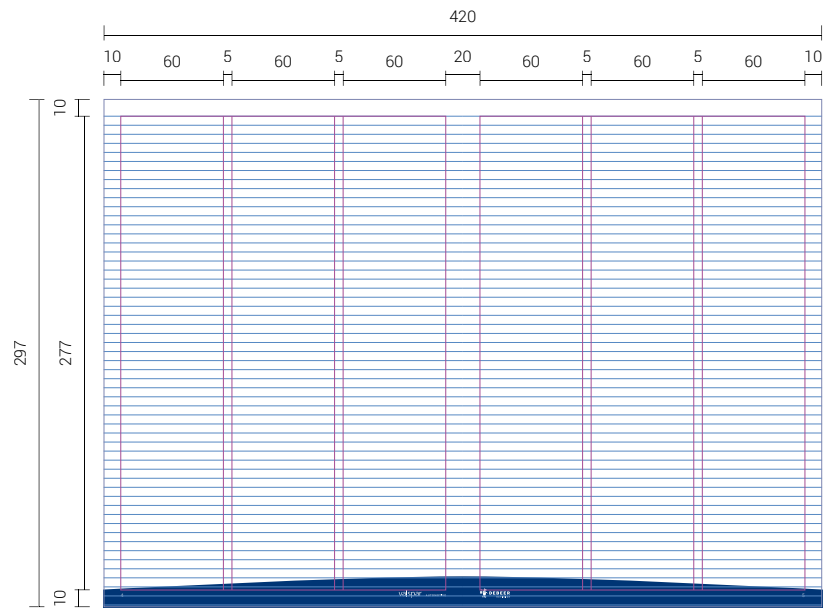
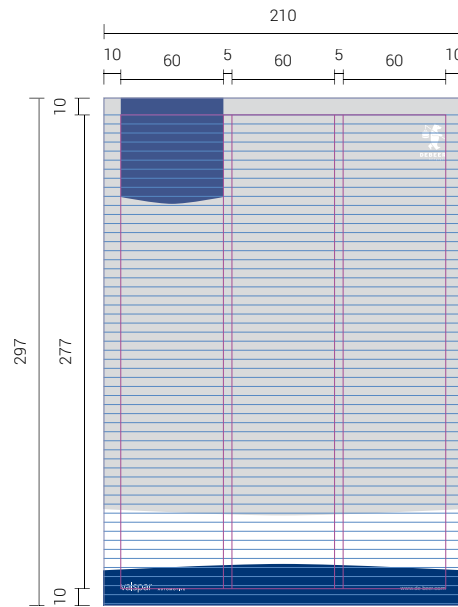
SUBHEADING

Roboto
Regular 9/12

BODY TEXT

Roboto
Light 9/12

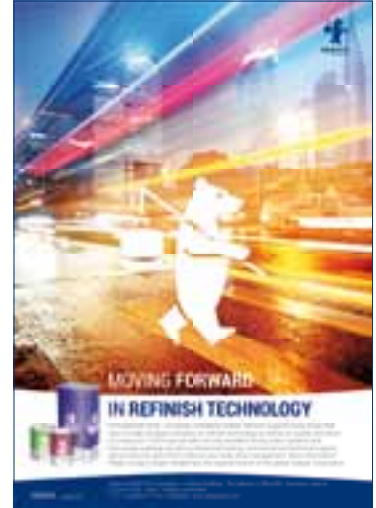
TEMPLATE



ADVERTISEMENT

FONTS AND TEMPLATE

The layout of advertisements is in keeping with that of the brochures, but omits the title banner.



FONTS

HEADINGS

Roboto Condensed
Regular & Bold
26/47 32/47

NAME & ADDRESS

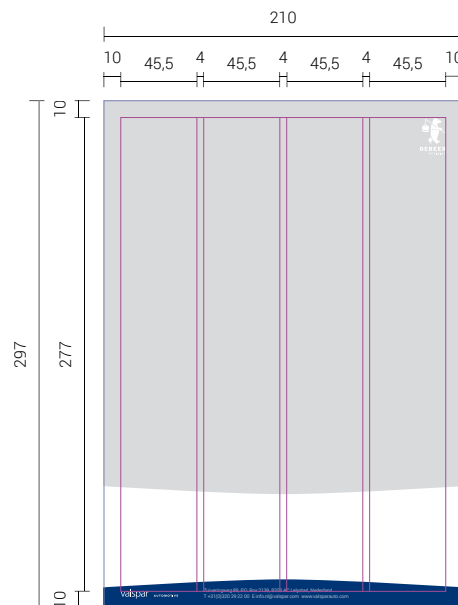
Roboto
Light 8/11

BODY TEXT

Roboto
Light 10/14

TEMPLATE

Advertisements have their own template, with the various columns offering some flexibility in terms of execution.



FLYERS

FONTS AND TEMPLATE

Flyers have their own flexible ratio between visual elements and space for text.



FONTS

HEADINGS

Roboto Condensed
Regular & Bold
26/47 32/47

INTRO TEXT

Roboto
Medium 9/12,5

BODY TEXT

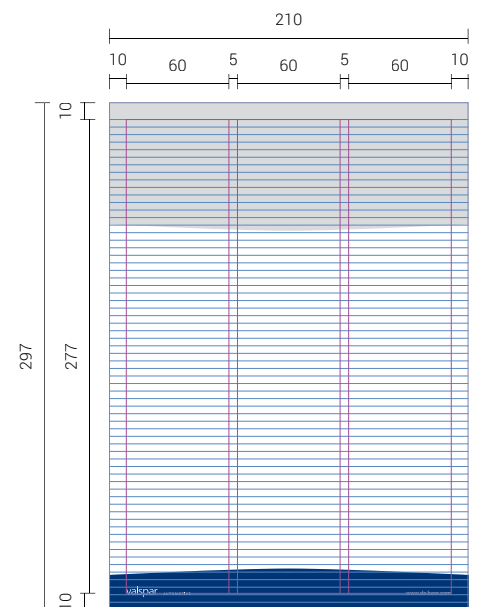
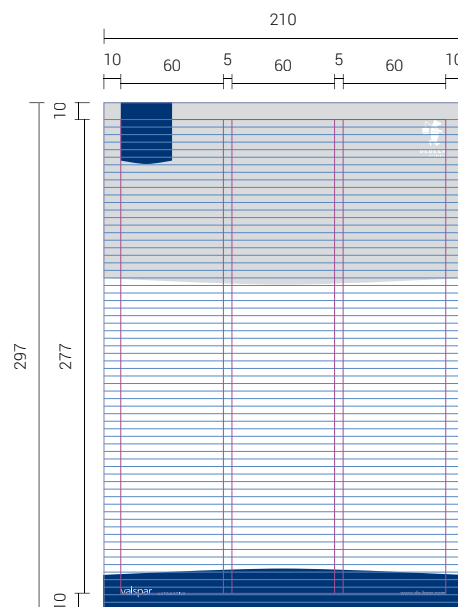
Roboto
Light 9/12,5

SUBHEADING

Roboto
Regular 9/12,5

TEMPLATE

The three-column template offers a great deal of flexibility in terms of layout.



POWERPOINT FONTS AND TEMPLATE

A standard PowerPoint template is available for presentations. This can be requested from the Marketing department of Valspar Automotive in Lelystad.



FONTS

The font Arial is used for PowerPoint presentations.

HEADINGS

Arial Narrow
Regular & Bold 22

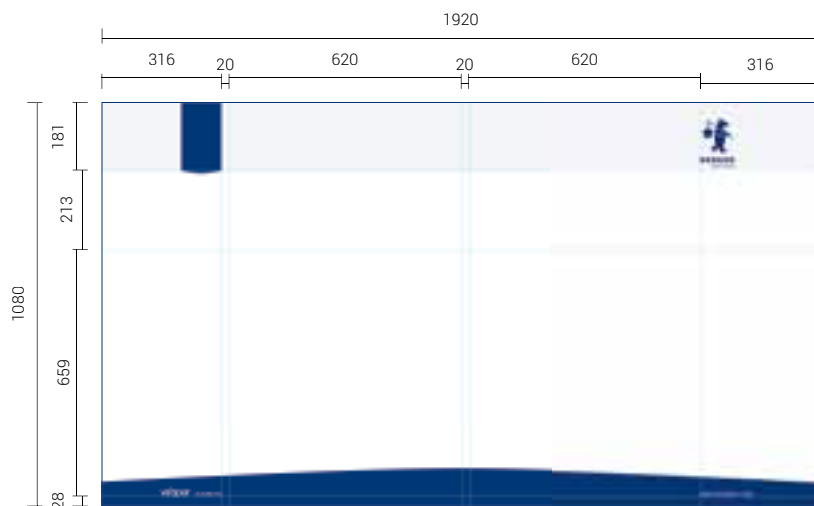
BODY TEXT

Arial Narrow
Regular 12

SUBHEADINGS

Arial Narrow
Regular 16

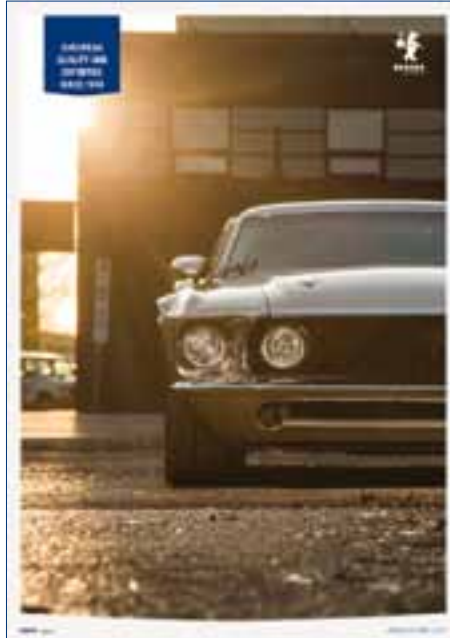
TEMPLATE



VARIOUS

The house style has also been incorporated into a variety of promotional materials.

- Poster
- Roller banner
- Flag
- Mixing machine sticker



PHOTOGRAPHY

When selecting photographs for DeBeer Refinish communications, we prefer the use of:

- End result: spraying of cars
- Product in use: staff in spray cabins

In general, we prefer images of the end result over images that depict people.

Photographs should show details and close-ups rather than full pictures.

When cars and bodywork parts are depicted, brand names and car brand logos should not be visible.

The Marketing department of Valspar Automotive has a database of visual material that contains suitable imagery for DeBeer Refinish. These images are available free of copyright restrictions.





DEBEER REFINISH

A Valspar Automotive brand

DeBeer Refinish is a brand of Valspar Automotive, part of the Valspar Corporation, which is listed on the stock exchange. Founded in 1806, Valspar is one of the world's largest coating manufacturers. Valspar Automotive produces and distributes DeBeer Refinish car repair coatings.

MORE INFO?

If you would like to know more about DeBeer Refinish or Valspar Automotive, go to www.de-beer.com and www.valsparauto.com.



www.valsparauto.com