BRAND GUIDE

JUNE 2016

SOPREMA

LOGO USAGE

Always keep proportions (name vs. mammoth).

SOPREMA must always be written in capital letters.

OFFICIAL LOGO

PMS colours on coated paper: Pantone 3005 C
PMS colours on uncoated paper: Pantone Process Blue U
Process colours (CMYK): C/100 M/31 Y/0 K/0
Screen colours (RGB): R/0 G/119 B/200

PMS colours on coated paper: Pantone 430 C
PMS colours on uncoated paper: Pantone 430 U
Process colours (CMYK): C/0 M/0 Y/0 K/60
Screen colours (RGB): R/124 G/135 B/142

Always use the standard SOPREMA logo (with the mammoth and two lines) as often as possible, except in these cases:

- You can use the SOPREMA logo without the mammoth or without the two lines and the mammoth if the space is really restricted (golf tee, pens, etc.).

- It is possible to use the SOPREMA logo without the mammoth or without the two lines and the mammoth for a secondary visual graphic element and that the SOPREMA logo can be found elsewhere on the medium or document. The same rule applies to the mammoth only.

BLACK & WHITE VERSION

BLACK & WHITE VERSION ON BLACK BACKGROUND

VERSION ON BLUE BACKGROUND

VERSION ON GREY BACKGROUND

PROTECTION SPACE

MINIMUM SIZE

NOT TO DO

Here are some examples of arrangements to avoid regarding the official logo usage.

MOVE THE MAMMOTH FROM ITS ORIGINAL POSITION

ADD OR REMOVE LINES

CHANGE THE FONT

REMOVE LINES

USE ITALICS

COLOUR THE *EYES* OR THE *TUSKS* OF THE MAMMOTH WITH A COLOUR OTHER THAN WHITE OR THE BACK-GROUND COLOUR ON WHICH THE LOGO IS USED

INVERSE THE COLOURS

MOVE THE "SOPREMA" WORD FROM ITS ORIGINAL POSITION.

DISTORT THE LOGO

PLACE OVER A BACKGROUND WHICH MAKES THE LOGO COLOUR TOO VIBRANT

PLACE OVER A BACKGROUND WHICH COLOUR IS VERY SIMILAR TO THE LOGO

PLACE OVER AN OVERTEXTURED BACKGROUND

DO NOT CHANGE THE LOGO COLOURS

COLOURS

The brand's colour palette includes eight colours: two company's colours and six colours to identify specialities.

COMPANY'S COLOURS

PMS colours on coated paper:
Pantone 430 C

PMS colours on uncoated paper:
Pantone 430 U

Process colours (CMYK):
C/0 M/0 Y/0 K/60

Screen colours (RGB):
R/124 G/135 B/142

HEX
#7d868c

PMS colours on coated paper:
Pantone 3005 C

PMS colours on uncoated paper:
Pantone Process Blue U

Process colours (CMYK):
C/100 M/31 Y/0 K/0

Screen colours (RGB):
R/0 G/119 B/200

HEX
#7d868c

SPECIALITY'S COLOURS

TOITS
ROOFS

PMS colours on coated paper: Pantone 3005 C

PMS colours on uncoated paper: Pantone Process Blue U

Process colours (CMYK):
C/100 M/31 Y/0 K/0

Screen colours (RGB):
R/0 G/119 B/200

HEX
#0075c9

TOITS VERTS | GREEN ROOFS

PMS colours on coated paper: Pantone 7496 C

Process colours (CMYK):
C/40 M/0 Y/100 K/38

HEX
#77881c

MURS
WALLS

PMS colours on coated paper:
Pantone 159 C

PMS colours on uncoated paper:
Pantone 152 U

Process colours (CMYK):
C/1 M/72 Y/100 K/7

Screen colours (RGB):
R/203 G/96 B/21

HEX
#d35e13

FONDATIONS
FOUNDATIONS

PMS colours on coated paper:
Pantone 7531 C

PMS colours on uncoated paper:
Pantone 7531 U

Process colours (CMYK):
C/16 M/29 Y/38 K/53

Screen colours (RGB):
R/122 G/104 B/85

HEX
#7c6755

STATIONNEMENTS
PARKING DECKS

PMS colours on coated paper:
Pantone 7459 C

PMS colours on uncoated paper:
Pantone 7459 U

Process colours (CMYK):
C/79 M/2 Y/10 K/11

Screen colours (RGB):
R/66 G/152 B/181

HEX
#4296b4

PONTS
BRIDGES

PMS colours on coated paper:
Pantone 7545 C

PMS colours on uncoated paper:
Pantone 7546 U

Process colours (CMYK):
C/58 M/32 Y/18 K/54

Screen colours (RGB):
R/66 G/85 B/99

HEX
#435363

AUTRES SPÉCIALITÉS
ADDITIONAL EXPERTISE

BALCONS ET TERRASSES
BALCONIES AND PLAZA DECKS

FONTAINES ET BASSINS
FOUNTAINS AND PONDS

APPLICATIONS INTÉRIEURES
INDOOR APPLICATIONS

PMS colours on coated paper:
Pantone 7642 C

PMS colours on uncoated paper:
Pantone 222 U

Process colours (CMYK):
C/0 M/86 Y/5 K/64

Screen colours (RGB):
R/115 G/46 B/74

HEX
#762d49

FUNCTION ICONS

The five functions of the brand are identified through five icons of the same shape: a regular hexagon inside which a symbol represents the function with the name of the function below.

The icons are monochrome: grey or the specialty's colour.

They are available in French, in English and in both languages.

They must appear as often as possible in all our communications regardless of the medium – brochures, advertisements, website, PowerPoint presentations, etc.

In some applications, such as packaging and media with restricted space, the hexagon can be used alone, but the use of icons with text is preferred.

Don't try to reproduce the icons. They must be considered as fixed, unalterable images.

FRENCH

ÉTANCHÉITÉ | ISOLATION | VÉGÉTALISATION | INSONORISATION | COMPLÉMENTS

ENGLISH

WATERPROOFING | INSULATION | VEGETATIVE SOLUTIONS | SOUNDPROOFING | ACCESSORY PRODUCTS

BILINGUAL

ÉTANCHÉITÉ WATERPROOFING | ISOLATION INSULATION | VÉGÉTALISATION VEGETATIVE SOLUTIONS | INSONORISATION SOUNDPROOFING | COMPLÉMENTS ACCESSORY PRODUCTS

FUNCTION ASSOCIATED WITH THE WALL SPECIALTY
(MURS – PMS 159)

GREY – PMS 430

SOPREMA IDENTITY BLOCK

Information block

- Always the same structure, as illustrated. The size can differ according to the content.
- Colours: grey except for the speciality names, which have their own colours

Font

Flama Condensed

Information Hierarchy

Use the example to the right as a template.

ROOFS WALLS FOUNDATIONS PARKING DECKS BRIDGES ADDITIONAL EXPERTISE

SOPREMA is an international manufacturer specializing in the production of waterproofing and insulation products, as well as vegetative and soundproofing solutions, for the building and civil engineering sectors.

SOPREMA.CA 1.877.MAMMOUTH

SPECIALITIES –
Flama Condensed **Medium**

ICONS –
(GREY) – C/0 M/0 Y/0 K/60

RUNNING TEXT –
Flama **Book**
(GREY) – C/0 M/0 Y/0 K/60

INFORMATION –
Flama Condensed **Medium**
Kerning: +125
(GREY) - C/0 M/0 Y/0 K/60

INFORMATION BLOCK –
Use the information block available
Keep the layout of the elements

SOPREMA