



# VISUAL IDENTITY & BRAND GUIDELINES

2021



# CONTENTS

---

## **OUR IDENTITY**

Who we are and why that is important to our customers

05

---

## **THE LOGO AND ICON**

When, where and how it should be used

07-11

---

## **COLOUR PALETTE**

why colour is important and how we use it

13-15

---

## **TYPOGRAPHY**

Fonts, weights and non-latin alphabet

17-19

---

## **IMAGES**

How we utilise imagery to tell the story, and choosing the right image for the job

21-27

---

## **E-MAIL SIGNATURE**

Do's and don't's of email personalisation

29-31

---

## **CORPORATE TERMINOLOGY**

Our tone of voice and trademark

33-35

---

## **CORPORATE TEMPLATE GUIDE**

Letterheads, business cards, packaging and workwear

37-41

---

## **DIGITAL POLICY**

Social Media and the website

43

---

**GRIPPLE**



# OUR IDENTITY

---

Our business began as one man's idea and today, is a global brand servicing five key markets in more than 85 countries around the world. Our broad range of expertise, alongside our culture and values, is a vital asset that boosts the attractiveness of the Gripple brand and makes us unique.

Customers experience our brand in a range of different settings; online, in print, in store and in conversation. How we present the Gripple brand is pivotal to the way we communicate our values and expertise, and differentiate ourselves from the competition. We are all custodians of the Gripple message and our discipline in the way it is presented will ensure we remain recognisable and respected in our marketplaces.

To support you in the delivery of the Gripple message, we have outlined our brand guidelines and modernised our corporate design, to ensure we're well positioned to support Gripple's continued growth. Please use the guide as a tool for inspiration and for presenting the brand consistently across all of our communications and sales activities.



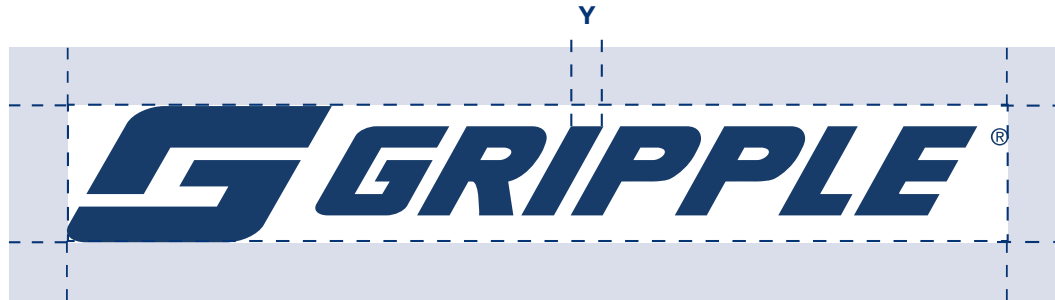
# THE LOGO

The Gripple logo is an integral part of the Gripple brand and should be used thoughtfully and consistently.

The Gripple logo and 'G' icon is designed to sit within a designated space, as detailed below.

Under no circumstances should this space be entered by any element directly. The logo should also be tamper free, and not used as part of an element or feature, always as an individual graphic.

A sub-header can be used outside of the designated logo space.



Designated logo space (Height and Width) = 2 x Y

**Do** Sub-header doesn't encroach on the logo area



**Don't** Sub-header encroaches on the logo area



Sub-header text should always be reduced or enlarged to scale to fill the necessary area.

The 'G' icon from the logo is permitted on its own in general marketing.

Please see examples below:



A Height = 1 x Y

**Do** Sub-header doesn't encroach on the logo area



**Don't** Sub-header encroaches designated area





# USING THE LOGO



**The Gripple logotype has been developed specifically for use across all media applications.**

The logotype must always appear in its entirety as shown, and must never be redrawn or regenerated using standard typefaces.

**The Gripple logo icon 'G' and word must always:**

- Appear as one colour
- It may be reversed out of the corporate colour as shown on the next page
- When colour printing is not available, the logotype must only appear in black and white; it may also be reversed out as shown on the next page

**The logo was designed to appear right aligned and must be used in this way on all marketing and presentation material (the only exceptions are the website and various digital media where the functionality benefits are greater).**

Please note the following rules:

- No other element is allowed within the protected area shown by the Gripple blue dashed line
- The logo should never be used within text
- Whenever the logo is used, mention must be made that Gripple is a registered trademark of Gripple Limited. Also, the ® should be used on all logo reproduction as indicated
- Reproduction will preferably be from a digital file – preferred format is vector EPS or high resolution TIFF



The minimum size of the gripple logo should be 35mm as this is the smallest size that the logo is still ledgeable for print and online media



The minimum size of the gripple G should be 10mm

The logo should be right aligned where possible on marketing material. It can be used central, left aligned when not possible to right align or to suit the design.

**Do**





**OUR ICON**

It is important that the reproduction of the logo is accurate and that it is used in a consistent way.

Do



Don't



Don't



Do



Don't



Don't





# COLOUR PALETTE



## GRIPPLE BLUE

**CMYK** 100, 80, 6, 32  
**RGB** 0, 45, 114  
**RAL** 5002  
**HEX** #002d72

The Gripple blue Pantone 288 and matching values must be used on all external representation of Gripple where possible, to maintain a consistent, professional approach.

The blue fronts the brand and will often be the first thing that will be seen externally, therefore it has to be consistent and professionally presented. The blue has to be used in the correct colour values depending on the application's needs.

**Pantone 288 should be used where possible on all printing. On large print orders the CMYK value can be used but all brochure covers have to be in Pantone 288. Digital printers will use the CMYK value.**

A range of colours have been selected to represent Gripple's core market sectors. Using these colours on marketing literature allows each sector to be recognised by colour, making them stand out in all media and also managed more effectively.

Please note these colours must always be used with the Gripple blue and/or the Gripple logo and not represent Gripple alone.



### BUILDING SERVICES

**CMYK** 100, 15, 0, 0  
**RGB** 51, 132, 255  
**RAL** 5015  
**HEX** #3384ff



### CIVIL CONSTRUCTION

**CMYK** 0, 45, 85, 8  
**RGB** 255, 150, 40  
**RAL** 2000  
**HEX** #ff8200



### VITICULTURE ORCHARDS & FENCING

**CMYK** 83, 9, 94, 0  
**RGB** 0, 154, 68  
**RAL** 6037  
**HEX** #009a44



### LANDSCAPING

**CMYK** 58, 0, 36, 0  
**RGB** 65, 195, 170  
**RAL** 6027  
**HEX** #6bcaba



### SEISMIC & FORCE PROTECTION

**CMYK** 0, 83, 81, 18  
**RGB** 210, 35, 40  
**RAL** 2002  
**HEX** #b33d26



### SOLAR

**CMYK** 0, 22, 83, 0  
**RGB** 255, 200, 63  
**RAL** 1003  
**HEX** #ffc83f



### FIRE RATED

**CMYK** 0, 95, 100, 0  
**RGB** 218, 41, 28  
**RAL** 3020  
**HEX** #da291c



# USING THE COLOURS

The market sector colours are to be used only when promoting the applicable sector but must be used with the Gripple blue where possible.

All text for sub-headers, body text and bullet points are to be a shade of black ranging from 90%-60%. Text can be in Gripple blue, sector colours and white out depending on application needs.



Example of the corporate and sector colours being used on the website.



Example of the corporate and sector colours being used on marketing brochures enabling each sector to be recognised by colour.



# **TYPOGRAPHY**



**Our corporate typeface/font is Helvetica Neue. Helvetica Neue should be used on all external marketing and documentation where possible.**

There are exceptions, for example when using Microsoft software and some web-based applications. The Helvetica Neue font can appear as another font when the external user does not have the font Helvetica Neue installed on their system. Therefore, it is recommended that the typeface Arial is to be used as a replacement in these cases.

---

Helvetica Neue Light (45)  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
0123456789

*Helvetica Neue Light Italic (46)*  
*abcdefghijklmnopqrstuvwxy*  
*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*  
*0123456789*

Helvetica Neue Regular (55)  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
0123456789

*Helvetica Neue Regular Italic (56)*  
*abcdefghijklmnopqrstuvwxy*  
*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*  
*0123456789*

Helvetica Neue Medium (65)  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
0123456789

*Helvetica Neue Medium Italic (66)*  
*abcdefghijklmnopqrstuvwxy*  
*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*  
*0123456789*

**Helvetica Neue Bold (75)**  
**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMN**OP**QRSTUVWXYZ**  
**0123456789**

***Helvetica Neue Bold Italic (76)***  
***abcdefghijklmnopqrstuvwxy***  
***ABCDEFGHIJKLMN**OP**QRSTUVWXYZ***  
***0123456789***

Helvetica	-	100%	Black
Helvetica	-	90%	Black
Helvetica	-	80%	Black
Helvetica	-	70%	Black
Helvetica	-	60%	Black

**Helvetica Neue must be used on all marketing material and external communications. Where this is not possible the font Arial can be used as a Secondary.**



# **NON-LATIN ALPHABET**

In some cases, where text is translated into different languages, a substitute font may be required.

In Japan, our corporate typeface/font is Kozuka Gothic. In Korea, it is Malgun Gothic. These should be used on all marketing materials and documentation where possible.

## Japanese

Kozuka Gothic Light (Pr6N L)

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

Kozuka Gothic Regular (Pr6N R)

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

Kozuka Gothic Medium (Pr6N M)

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

Kozuka Gothic Medium (Pr6N B)

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

## Korean

Malgun Gothic Regular

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

Malgun Gothic Semilight

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

Malgun Gothic Bold

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

Kozuka	Gothic	-	100%	Black
Kozuka	Gothic	-	90%	Black
Kozuka	Gothic	-	80%	Black
Kozuka	Gothic	-	70%	Black
Kozuka	Gothic	-	60%	Black
Malgun	Gothic	-	100%	Black
Malgun	Gothic	-	90%	Black
Malgun	Gothic	-	80%	Black
Malgun	Gothic	-	70%	Black
Malgun	Gothic	-	60%	Black



# IMAGERY

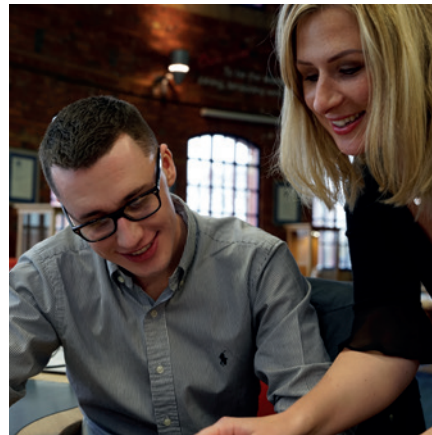
When we use photography well, it does five things:

- Tells meaningful stories
- Highlights our products and how they work
- Connects with our diverse audience around the world
- Improves the customer experience
- Complements our brand

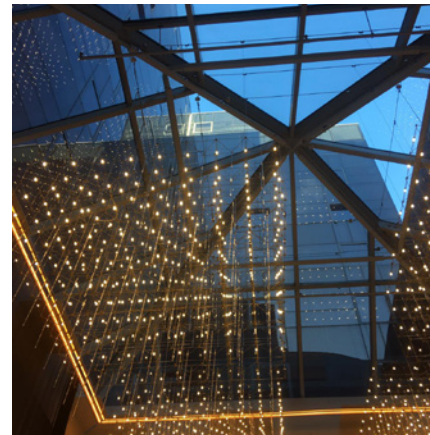
When photography is used **incorrectly**, it can diminish our presentation of the Gripple brand. It's important to consider elements such as casting, setting, lighting and even the angle when selecting an existing photograph, or taking a new one. Should your project require photography, please ensure you adhere to our best practice guidelines.



Focus on the product



Build for everyone - showing diversity, equality and inclusion



Think about composition and light



Build from white



# **IMAGE GUIDELINES**

## Do's and don't's

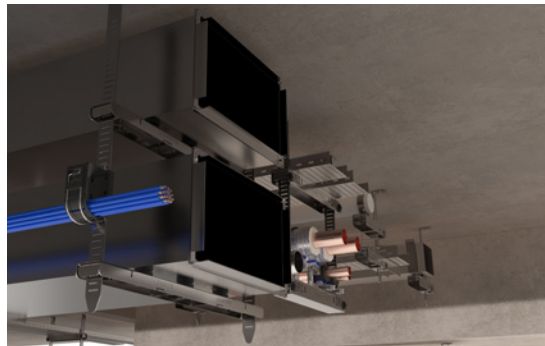
The right imagery helps us to communicate our story and add colour to our marketing messages. If you need guidance with choosing the right photographs to accompany your work, please speak to a member of the marketing team.



**Do** Focus on the product



**Do** Build for inclusion and diversity



**Do** Feature a single focal point with minimal clutter in the background



**Don't** Feature complex scenes with no clear subject



**Don't** Limit models to a single gender, race



**Don't** Use low resolution or messy images



# **IMAGERY - TECHNICAL GUIDELINES**



## Visual standard

---

When choosing an image, ensure it has the correct resolution to suit the material type.

If the image is to be used on digital platforms (website, social media, email, etc.), it needs to be 72 dpi. For printed materials, it needs to be 300 dpi.



**Do** Resolution 72 dpi and more



**Don't** Use pixelated/blurred image



**Do** Framing recommendation



**Don't** Use image that lacks focus on subject matter



**Do** When taking photographs, ensure there is space around the subject so the image can be cropped and framed to suit different purposes



**Don't** Use images with a messy background



# **BRAND REFERENCES WITHIN THE FRAME**

## Do's and dont's

---

If the image references other brands, please make sure they can be removed or covered from the image.



**Do** Keep the setting natural and realistic, without references to any external branding



**Don't** This is a commercial image for Gripple. Do not include external branding of any kind in the frame



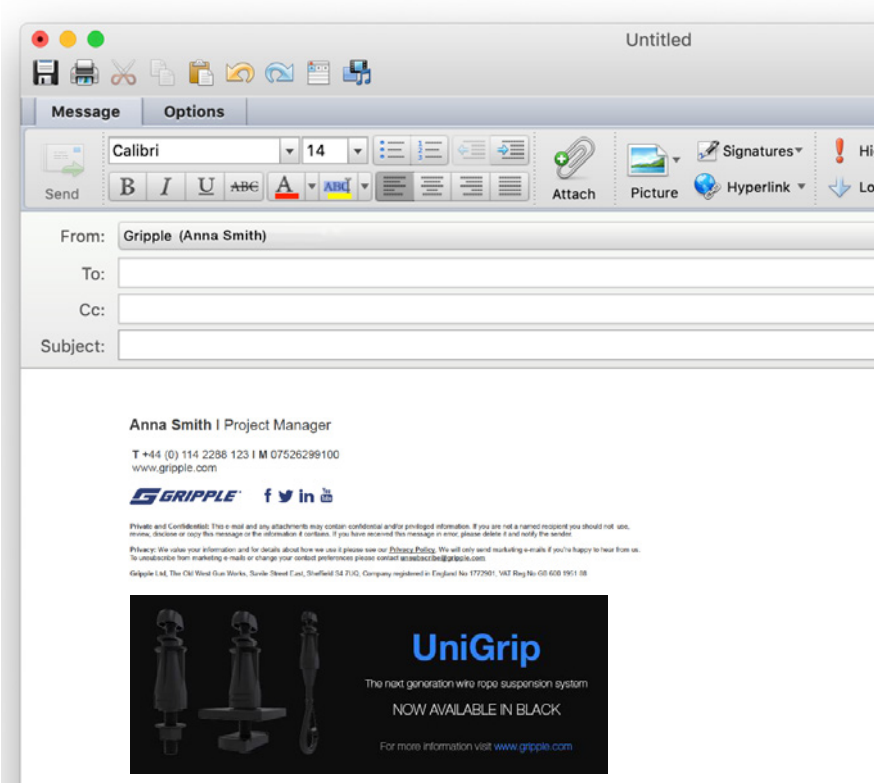
# **E-MAIL SIGNATURE**

The Gripple signature is often the first visual contact with the customer or client. You need to apply the same care to your email signature as you do with every other aspect of your corporate branding.

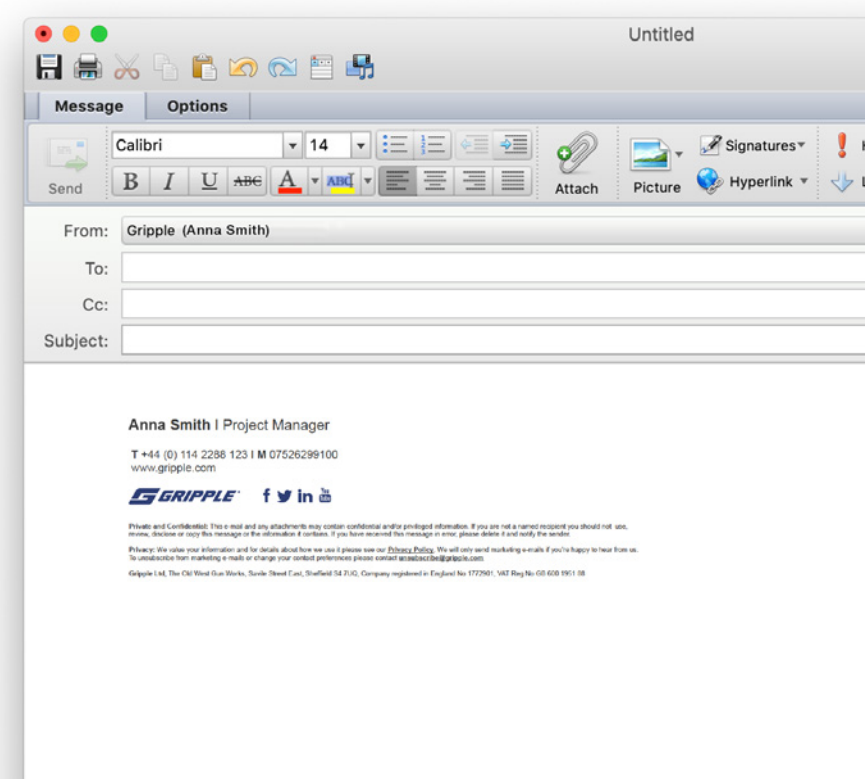
It is important that the reproduction of the e-mail signature is accurate and that it is used in a consistent way.

- The e-mail signature should never be modified or stylised in any way
- Promotional banners can be used provided they are branded using the brand guidelines

**Do** A banner can be used and should sit in the space using left-hand alignment.



**Do** Use a designed template for internal and external use (see below)

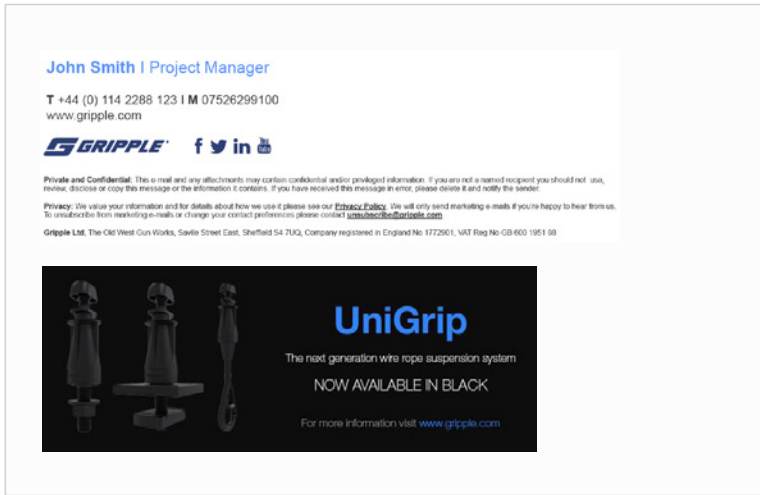




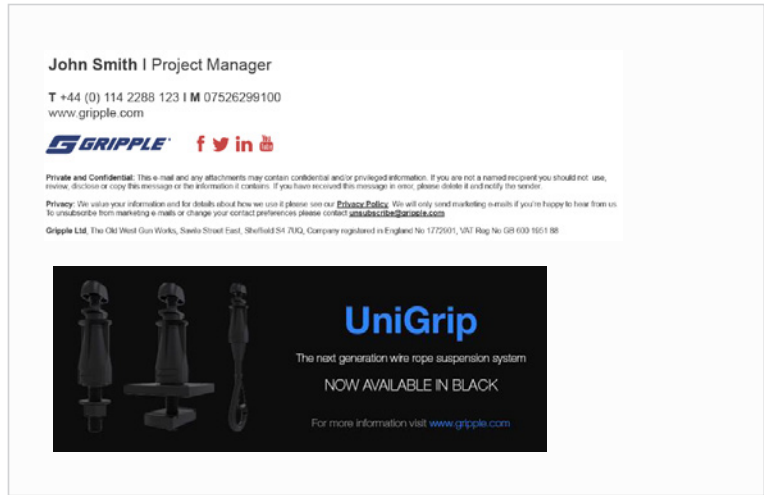
# **USING YOUR E-MAIL SIGNATURE**



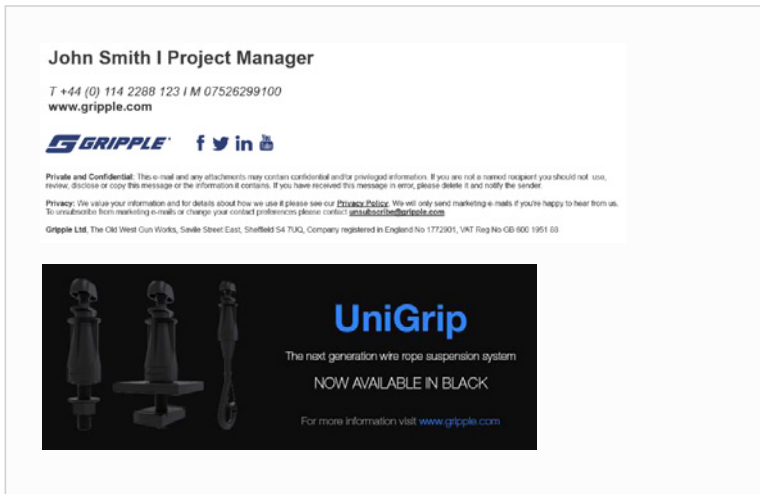
**Don't** Use different text colours



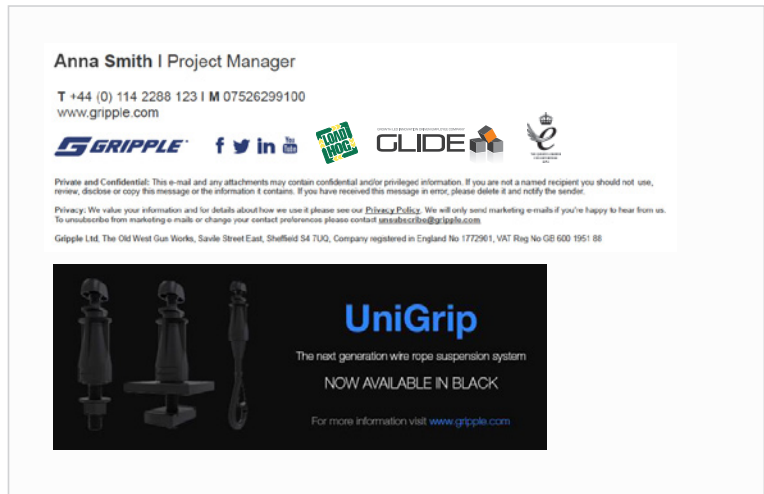
**Don't** Use different colours for logo/social media icons



**Don't** Change the font size/weight/style



**Don't** add any other logo





# **CORPORATE TERMINOLOGY**



## In product literature

Gripple should be used as an adjective with the generic product name i.e.

**Do** “a Gripple Wire Fastener”

**Don't** “a Gripple”

## Company name usage

Gripple Limited or Gripple Ltd, Gripple Inc, Gripple Europe should be used when referring to the company name in the applicable location.

When stating the product name in literature for the first time, it is recommended that the product should be defined with the “Gripple” brand name included i.e. “Gripple Express No. 2”. All other appearances of the product name should then appear without the Gripple brand name i.e. “Express No. 2”.

This will reinforce the trade mark rights in each product name.

A trade mark notice should be used i.e.



Is a registered trade mark of Gripple Limited



Is a trade mark of Gripple Limited  
(if the trade mark is not registered)

When referring to Gripple products in generic terms, ensure the correct descriptor is used depending on the division of products being referenced. For example:

Agriculture

Gripple joiner  
Gripple tensioner

Construction

Gripple hanger

Landscaping

Gripple joiner

Civil Construction

Gripple anchor  
Gripple top termination plate

In applicable instances, it's acceptable to include the word 'wire', e.g. Gripple wire joiner/Gripple wire hanger, etc. in all instances, when referencing a group of products, the term, 'Gripple solution(s)' should be used.

In no circumstances, should the word 'Gripple(s)' ever be used on its own as a generic product descriptor.

**Gripple should never be used as a generic product description.**



# **CORPORATE TERMINOLOGY**

## Product names

- Should just be the name of the product e.g. Express, Angel and should not be preceded with “the”
- All products should be marketed under the Gripple name

If a product name is used as a trade mark e.g. Terra-Lock, an appropriate trade mark notice should be used i.e.

- Terra-Lock® if the name is registered
- Terra-Lock™ if the name is not registered

## Capitalisation

The rule is to simply capitalise every aspect of the product name, rather than the first word or part of the name. For example, the following sentence works as a new way of referencing the Gripple Express:

“The Express is a new suspension kit, with buttons for quick release”

Capitalisation examples below:

- Do** Standard Hanger
- Do** Y-Fit Accessory
- Do** M8 Decking Adaptor



- Don't** Standard hanger
- Don't** Y-Fit accessory
- Don't** M8 Decking adaptor

## Space between numbers

The rule is to consistently put a space between the number and the unit.

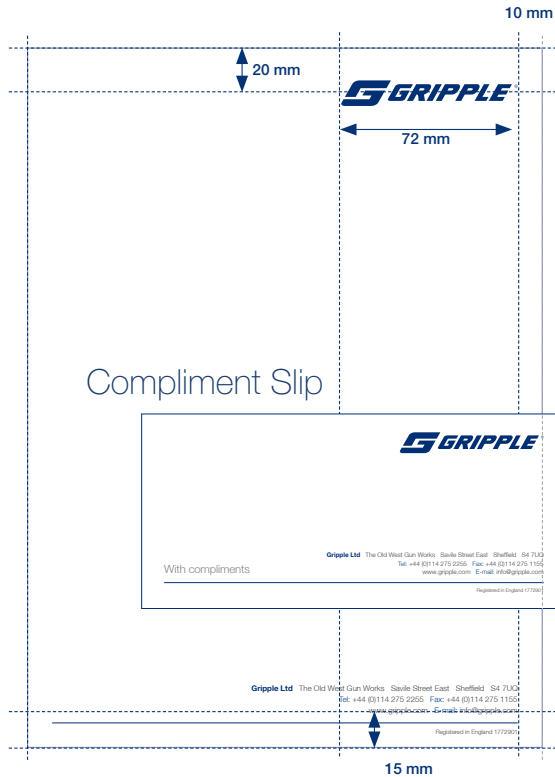
<b>Do</b>	20 mm	2 m	4 kg	2 in	4 ft
<b>Don't</b>	20mm	2m	4kg	2in	4ft





# **CORPORATE TEMPLATE GUIDE**

## Letterhead



The above dimensions apply to all corporate stationery and paper sizes universally including letterheads, compliment slips, invoices, statements.

## Business card

Front



Back



The business card size should be set to 85 mm x 55 mm and printed on 350 - 400 GSM Conqueror CX22 Diamond White card.

## Packaging



Non specific packaging should always be branded in the corporate colour and logo. Sector colours can be used with the corporate colour when required.



# **CORPORATE TEMPLATE GUIDE**

## Workwear



### Gripple logo dimension

Front left breast

Height - 16.4 mm

Width - 107 mm



### Glide Logo dimension

Front right breast

Height - 21.6 mm

Width - 26.5 mm

The Glide logo is used in conjunction with the gripple logo on workwear to show we are part of the Glide group, the logo should always come before the Gripple logo.

All workwear should be consistent with branding. Logos and icons must be in the correct positions as shown on the examples.

Slogans can be added where suitable but must not encroach on the logos.



### First aid icon dimension

Front right breast

Height - 50 mm

Width - 40 mm

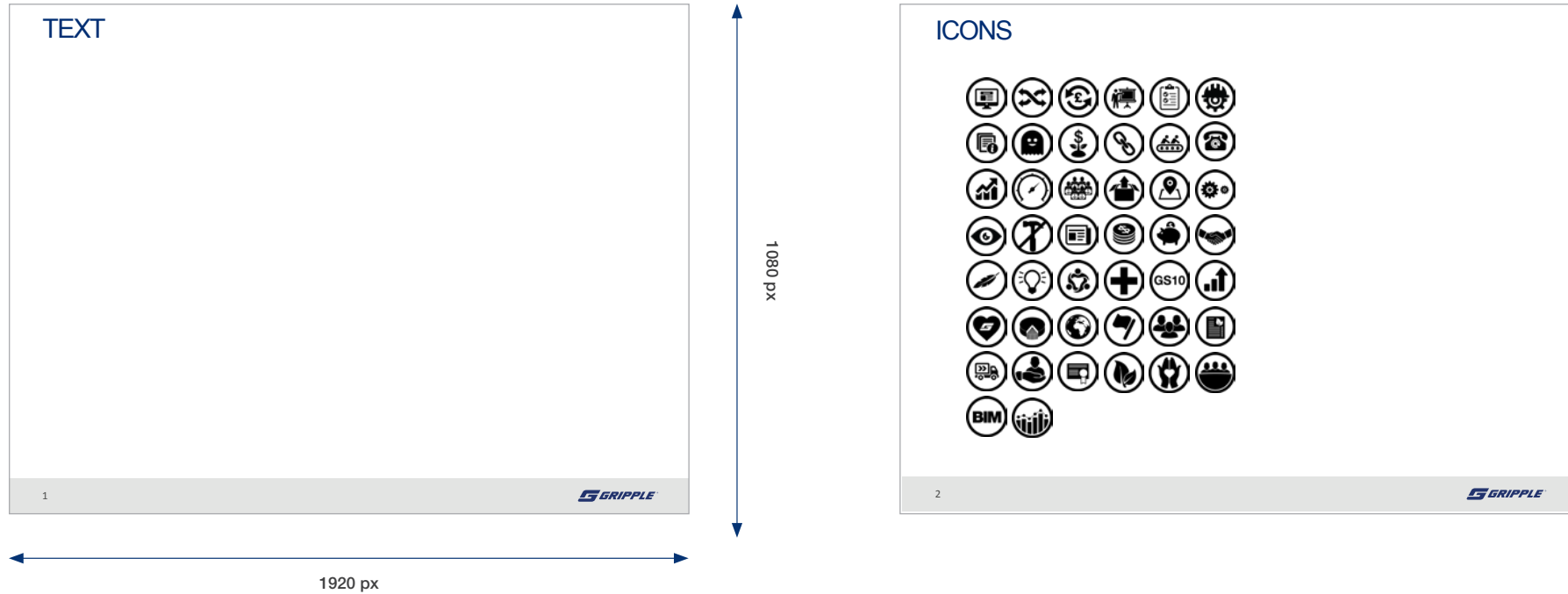




# **CORPORATE TEMPLATE GUIDE**



## Presentation slides



The design has been set to be displayed at a 16 x 9 screen ratio to fit a universal standard display. Other display ratio's such as 4 x 3 can be used with the same design using the same rules.

**The presentation slide template has been designed for the application Microsoft PowerPoint but can be used in other applications.**

**Please note the following rules:**

- The header area in the top left is for your slide title only, for example:  
New Products
- All artwork (images, video, text) should stay between the header and footer
- The logo area should remain undisturbed for a professional presentation
- Always use the font Arial for all text



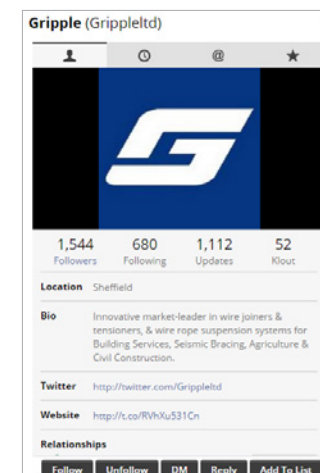
# **DIGITAL POLICY**

## Social media platforms

These guidelines are applicable to those managing authorised Gripple social accounts and those using social channels in a personal capacity. The way we represent our business online should mirror the way we represent ourselves at work every day; embracing the values we believe in as shareholders: integrity, trust, honesty, respect and enjoyment in what we do.

### General rules

- Terminology and branding - brand guidelines outlined in this document should be adhered to in all social media activity
- Be transparent - if discussing Gripple-related topics in a personal capacity, identify yourself and be sure to highlight you are speaking for yourself and not on behalf of Gripple
- Never discuss business performance or sensitive matters
- Respect your audience - don't use personal insults, discriminatory remarks, ethnic slurs or engage in any other conduct which wouldn't be appropriate or acceptable in the Gripple workplace
- Be personally responsible - you have sole ownership of the content you post. Content stays public for a long time so be mindful of your own privacy
- Be aware of your association - if you identify yourself as a Gripple employee, ensure your profile and related content is consistent with how you wish to present yourself with colleagues and clients
- Be an ambassador - the Gripple brand is best represented by its people. If you're acting as an ambassador for the company, ensure your content reflects positively

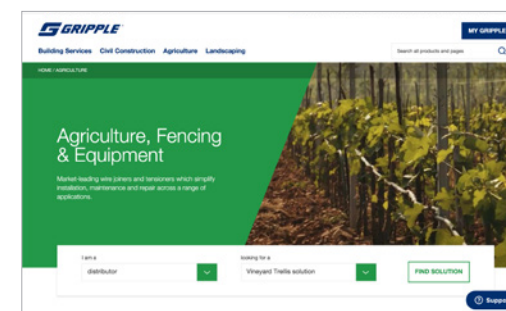


## The Gripple website

All brand guidelines outlined in this document must be adhered to when adding new content to the company website.

- The website is centrally managed - before any changes can be made to the website, they will need to be approved by the central marketing department – the content management system alerts regional managers to changes before they go live

If you have any questions or require more detailed information and documents on the digital policy please contact the central marketing department.





GRIPPLE  
Automation  
Danny

OMRON



[www.gripple.com](http://www.gripple.com)

[info@gripple.com](mailto:info@gripple.com)

If you have any queries with the application of the new visual identity or concerns that are not covered in this presentation, please contact:

**Shaun Revill**

**Head of Marketing Services**

Gripple Ltd ■ The Old West Gun Works ■ Savile Street East ■ Sheffield ■ S4 7UQ ■ UK  
Direct line: +44 (0)114 2288 698 ■ Mobile: +44 (0)7814 878197 ■ Email: [s.revill@gripple.com](mailto:s.revill@gripple.com)

Published November 2020

■  
*Please refer to [www.gripple.com](http://www.gripple.com) for the most up to date user advice and product information. Gripple is a registered Trademark.*