

Graphic guidelines

**we
care**

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<https://brandidentity.saint-gobain.com>
This icon indicates that you can download
the item from the Brand Identity Centre

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Design elements

01

01 Design elements

Logotype colour palette

The full-colour logotype is automatically placed on a white background.

The yellow in the logotype requires specific attention: the Process Yellow C needs to be adhered to. The final result has to be carefully checked.



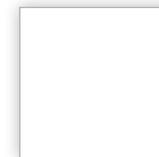
Pantone Process Yellow C
R 255 - G 235 - B 0
C 0 - M 0 - Y 100 - K 0
#FFEB00



Pantone Process Black C
R 0 - G 0 - B 0
C 0 - M 0 - Y 0 - K 100
#000000



Pantone Cool Gray 10 C
R 100 - G 100 - B 100
C 0 - M 0 - Y 0 - K 75
#646464



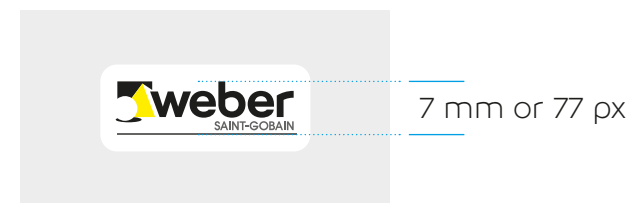
White
R 255 - G 255 - B 255
C 0 - M 0 - Y 0 - K 0
#FFFFFF

01 Design elements

Protection area & minimum size

Protection area

In order to ensure the integrity of the branding, no graphic or text elements should overlap inside the protection area. This area equals the width of an "r", as defined in the diagram below.



Minimum size

The logo size should always allow clear visibility of the Saint-Gobain endorsement.

01 Design elements

Full-colour logotype on various backgrounds



Logotype on non-white backgrounds

The full-colour logotype is automatically placed on a white background. When used on coloured or photo backgrounds, it is placed inside a white frame that is at least as large as its protection area.



01 Design elements

One-colour logotype on various backgrounds



The one-colour logotype is to be used only when the full-colour one cannot be used for technical reasons or for special applications (on steel, when engraved, for glass-sanding, one-colour printing, etc).

The edges of the sphere and of the pyramid are partly visible. The pyramid is not grey. The only possible colours for this logotype are **yellow, white, black, silver** and **gold**.

White background



Black background



Kraft background



Engraving



01 Design elements

Identifying cartouche

Placing the Weber logotype in an identifying cartouche

A white identifying cartouche is used for printed documents. Adjust the size of the identifying cartouche so that it is proportional to the size of the document and the size of the Weber logotype.

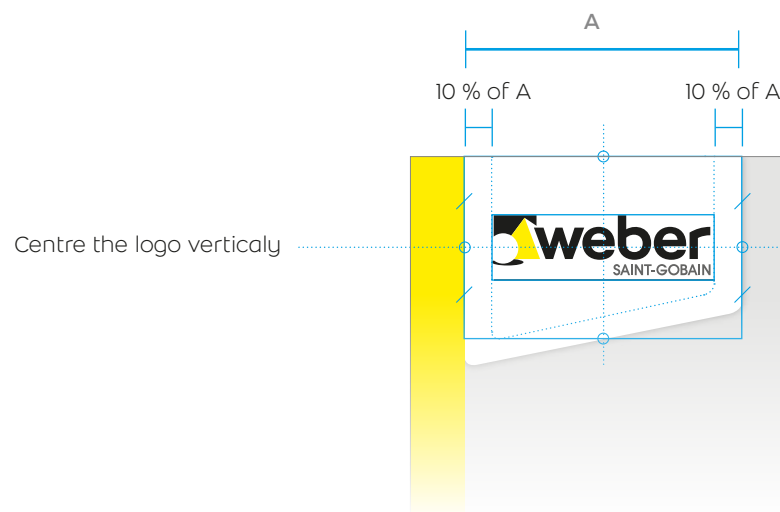
Identifying cartouche with a drop shadow

Apply a drop shadow to contour the identifying cartouche on white backgrounds.

Drop shadow:

- Opacity: 30 %
- Angle: 180°
- Distance : 0 millimeters
- Spread : 0 millimeters
- Size : 1 millimeter

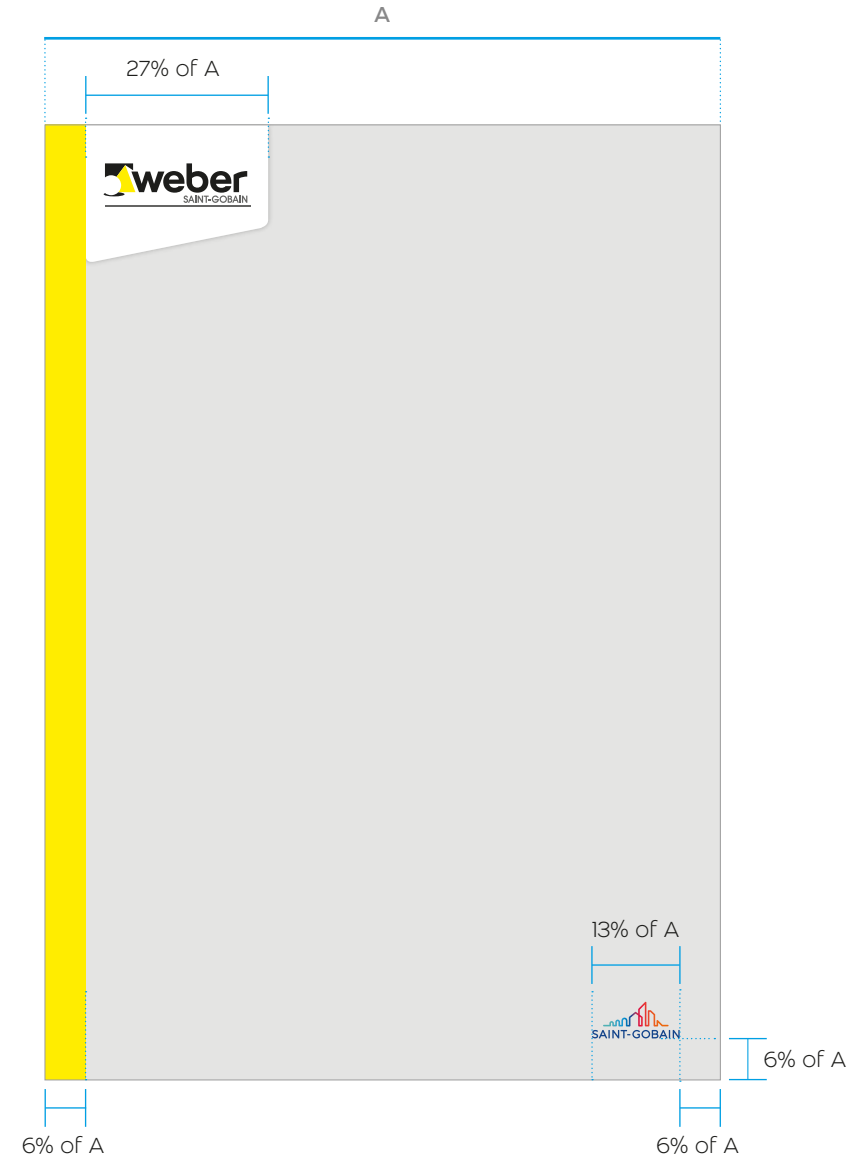
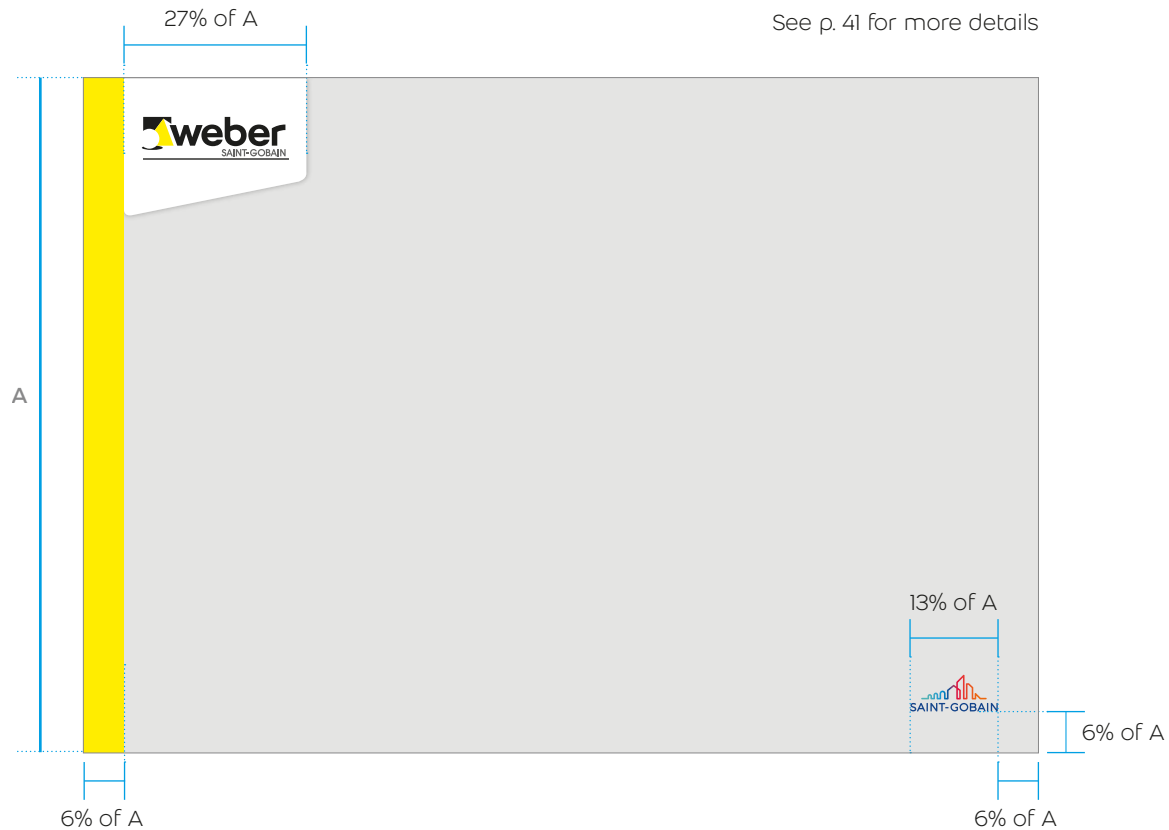
Only for printed documents
and cover pages



01 Design elements

Identifying cartouche

Only for cover pages

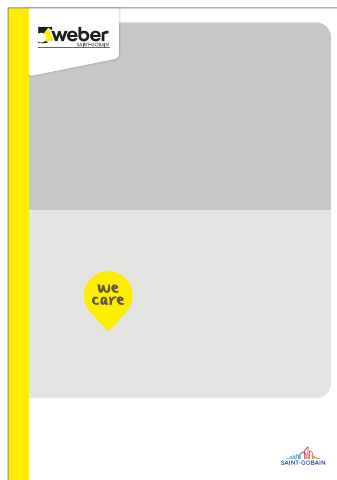


01 Design elements

Point-it

Presentation and key principles

"We care" is the Weber signature. It is expressed by the Point-it, an exclusive graphic code which is a living element, compared to a static traditional brand signature. It is possibly completed with the translation by the asterisk in local language in the vertical yellow strip.



1

The Point-it can only be used when Weber logotype is present on the support and when there is a communication content. For instance, on the cover of any printed collateral. In case of co-branding, the use of the Point-it has to be approved beforehand by the Brands and Business Communication Team.

2

"We care", as our signature, has to be a convincing approach, based on facts and proofs: it is not just a visual element.

3

The Point-it can only be used in yellow.

4

The Point-it must only appear vertically. Never use it leaning, diagonally or inclined. Always upright, like a pointer on a map.

5

In a picture, the Point-it should point on the benefit for the end-user or end-consumer.

6

The width of the Point-it is 2/3 of the width of the logo.

7

"We care" is always written with "Weber Brush" font in warm grey and in lower-case.

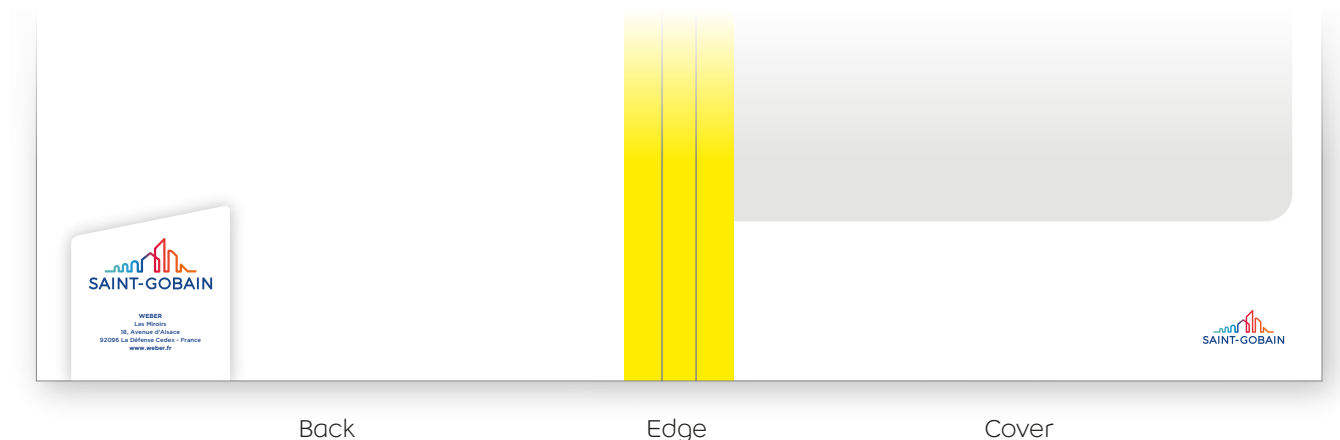
01 Design elements

Vertical yellow strip

Presentation and key principles

- 1** The vertical yellow strip is part of our brand identity and should be visible on our communication tools.
- 2** The vertical yellow strip should always be placed on the left hand side of the communication tool.
- 3** For printed collateral, the vertical yellow strip should also be on the edge and on the right hand side of the back of the cover.
- 4** The translation linked to the Point-it inside the vertical yellow strip is always in warm grey and with weber brush font.

Back cover example



01 Design elements

Colour palette

Primary colours

Yellow: for titles on dark image backgrounds, Point-it colour, vertical strip colour, backgrounds and colour blocks on interior pages.

Warm grey: for titles on white backgrounds, Point-it text and vertical yellow strip texts, backgrounds and colour blocks on interior pages.

If necessary, 80% warm grey can be used for backgrounds and colour blocks.

Complementary colours

Could not be used with transparency.

Blue, orange, pink and **green:** to highlight words in titles on interior pages and graphics.

Primary colours



Pantone Process Yellow C
R 255 - G 235 - B 0
C 0 - M 0 - Y 100 - K 0
#FFEB00



Pantone 7532 C
R 90 - G 76 - B 64
C 25 - M 35 - Y 45 - K 65
#5A4C40

Complementary colours



Pantone 2202 C
R 0 - G 165 - B 223
C 90 - M 0 - Y 5 - K 0
#00A5DF



Pantone 151 C
R 255 - G 130 - B 0
C 0 - M 60 - Y 100 - K 0
#FF8200



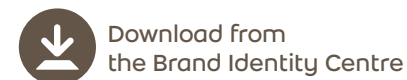
Pantone 226 C
R 208 - G 0 - B 111
C 0 - M 100 - Y 0 - K 0
#D0006F



Pantone 2301 C
R 143 - G 173 - B 21
C 50 - M 0 - Y 100 - K 10
#8FAD15

01 Design elements

Typefaces



Weber

font is custom designed and used for sub-titles and running text.

Why a custom designed font?

The Weber font is unique and exclusive, it reinforces the personality of the brand with a mix of care, simplicity and efficiency in its design

light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

light italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

regular italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

medium italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

bold italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

01 Design elements

Typefaces

Weber name

is used for Weber naming so it has exactly the same spacing between letters as for the logotype.

Just type the asterisk key (*) on the keyboard to make the **weber name** appear.

Examples of product naming: **weberfloor, weberfix plus, webersys protec**

Examples of naming with Weber: **weberacademy, weberspot, weberdrive, uniwebersity**

Weber Brush

is used for titles and for the translation linked to the Point-it in the vertical yellow strip.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial

is used only when it is not possible to use weber font.

For e-mail, we recommend to use Arial font, as it is unlikely that receivers outside Saint-Go-bain have the weber font installed on their computers.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

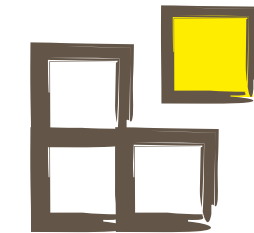
01 Design elements

Pictograms & icons

Presentation

Pictograms are used on Packaging or communication tools. They illustrate either a product advantage or a product characteristic.

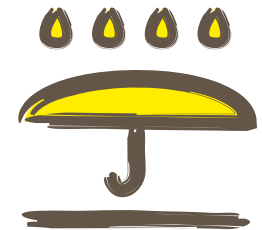
Icons can be used on communication tools as an illustration.



TILE FIXING

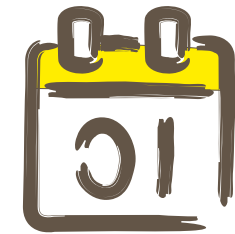
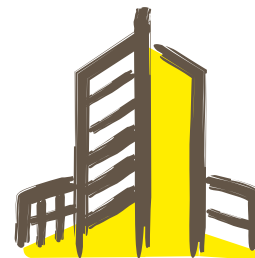


**WATER
RESISTANT**



**WATERPROOFING
& MOISTURE
TREATMENT**

Pictograms



Icons

01 Design elements

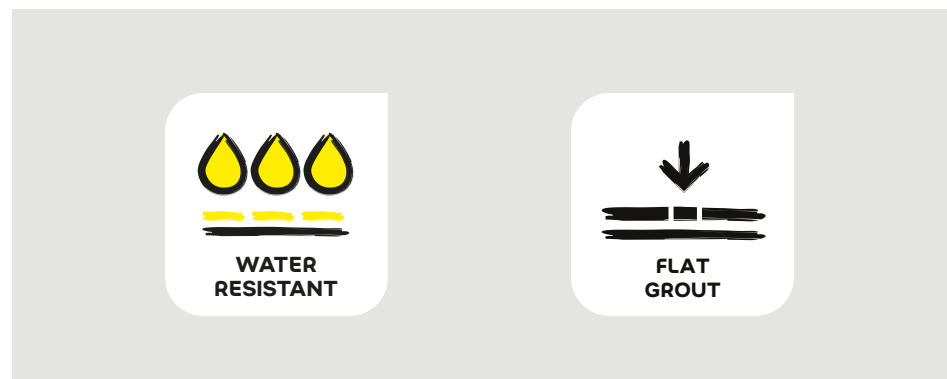
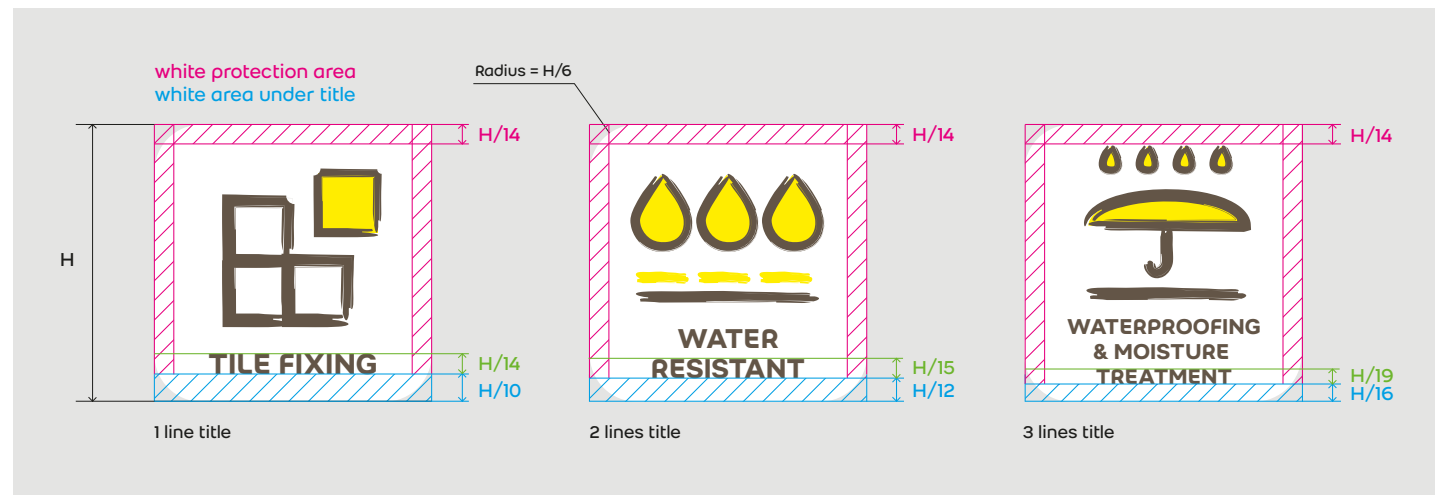
Pictograms

Construction

Pictograms are automatically placed on a white background with three rounded corners.

This white background is a protection area. Pictograms are made with the "brush style" ("Paintbrush wide" artistic stroke of Adobe Illustrator). There are only two different widths of stroke in each drawing and the following two colours : yellow and warm grey.

Pictograms always have an explanatory text written with Weber Medium font in warm grey. Texts are always in capitals and centred in the width on 1, 2 or 3 lines.



The black on yellow version is to be used for packaging when the yellow and warm grey version cannot be used.

The one color pictograms (black and white) is to be used for the one-colour printing.

When used on a white background the shape of the frame disappears

01 Design elements

Pictograms Library

 Download from
the Brand Identity Centre



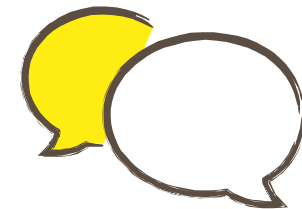
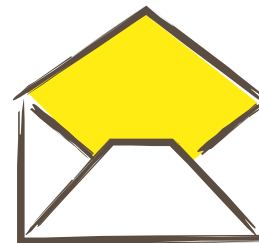
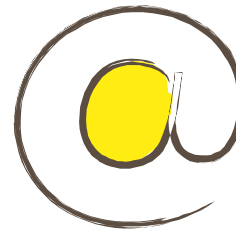
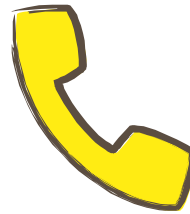
01 Design elements

Icons

Presentation

Icons are made with the "Paintbrush Wide" artistic stroke of Adobe Illustrator.

There are only two different widths of stroke in each drawings as well as two colours in use:



01 Design elements

Icons Library

 Download from
the Brand Identity Centre



01 Design elements

Icons

Library colour variations

Icons can also be used with complementary colours. Only use one colour per icon.

 Download from
the Brand Identity Centre

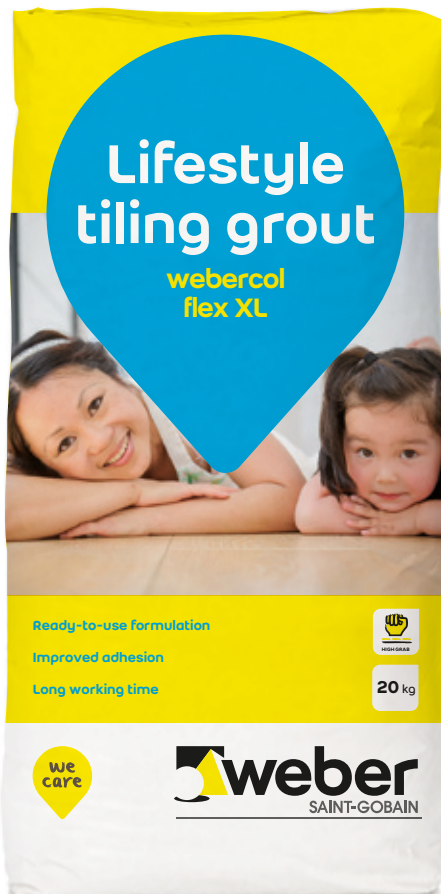


01 Design elements

Pictograms & icons

Examples

Packaging



Interior pages



01 Design elements

Photography

Composition of double-image

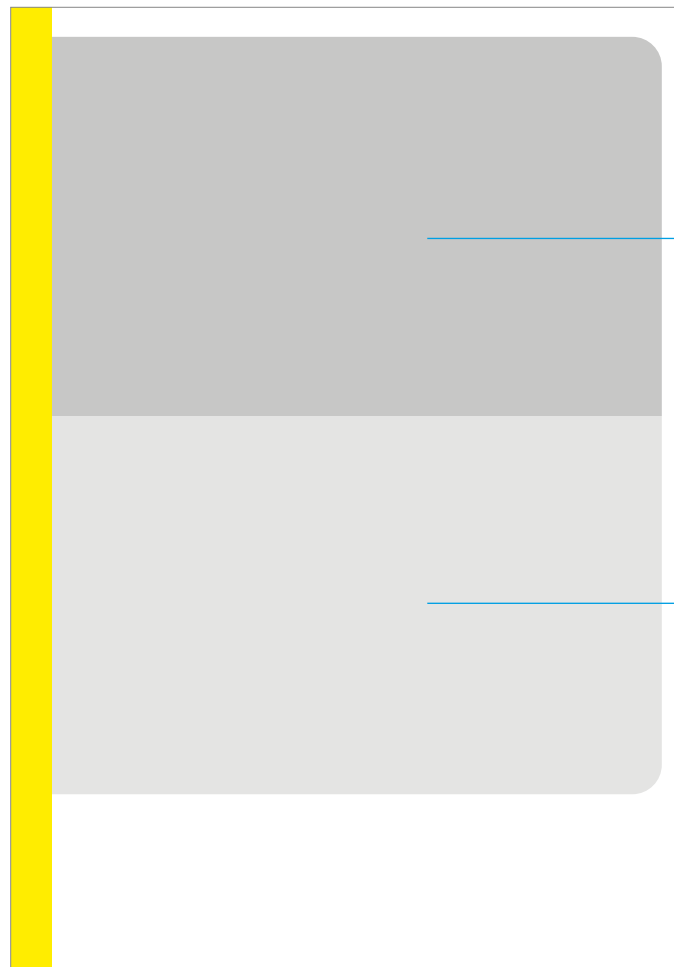
The double-image principle is an exclusive way to implement the care concept in relation to the construction market.

Imagery on covers is composed of two images contrasting each other with colours or focus. Keep the images simple, legible and modern.

The double-image applies to printed collateral covers of any format and printed advertisements.

Examples: A5, A4, A3, horizontal or vertical, 4 x 3 m advertisements, 40 x 60 cm poster, etc...

The double-image principle should also be used on all websites homepages, newsletters, social media pages. It should not be used on the mobile version of the website nor on mobile apps.



The upper image represents the customers, the workers. It can be darker with blur or simple background and neutral area

The lower image represents the benefit for the end-user or the end-consumer. The Point-it can only be used in the lower image. Pay attention not to use the same yellow in the picture for a better legibility of the Point-it.

01 Design elements

Photography

Examples of double-image

People are always present in the Weber imagery.

It can be one or several persons to show sharing spirit. Some focus can be used on faces, hands or feet to express the care promises. There must be a contrast (focus, colour, density...) between the upper image and the lower image to distinguish each other and keep them complementary.



Download on Razuna or create your account contacting weber.digital@saint-gobain.com:

https://e-weber.razuna.com/index.cfm?fa=c.main&_v=8C3C5E82D9E24A378AF64026B45A182B#



01 Design elements

Photography

The upper image

People are always present.

Some focus can be used on hands to illustrate the care promises. Keep neutral or blur areas for titles.



01 Design elements

Photography

The lower image

People are always present.

Some focus can be used to illustrate the care promises. Avoid bright yellow for a better legibility of the Point-it.



01 Design elements

Photography

Focus & hands images

Some focus can be used to simplify and illustrate the care promises.



Hands are highly recommended to illustrate the care promises.



01 Design elements

Photography

Don'ts!

1 Don't use complicated images

2 Don't choose stereotyped postures

3 Don't choose hard contrasted images

4 Don't use yellow close to the Point-it

5 Don't use white backgrounds

6 No images without human presence



01 Design elements

Saint-Gobain logotype principles

Endorsed brands use their own logotype, which always include the Saint-Gobain guarantee through the Group logotype.

Saint-Gobain logotype is used in all communications together with the Weber logotype.

The logotype consists of "Saint-Gobain" and the skyline. Do not change the composition, alter the colours in any way, or change our purpose-designed typeface.

Protection area

The clear space around the logotype is one-and-a-half times the height of the «N» in the Saint-Gobain logotype. To ensure that the logotype is easy to read and impactful, do not place any text or images within this area.

Minimum Size

To ensure that the Saint-Gobain logotype can be easily read, the minimum width is 10 millimeters. For digital communication, the minimum width is 100 pixels.



Minimum size



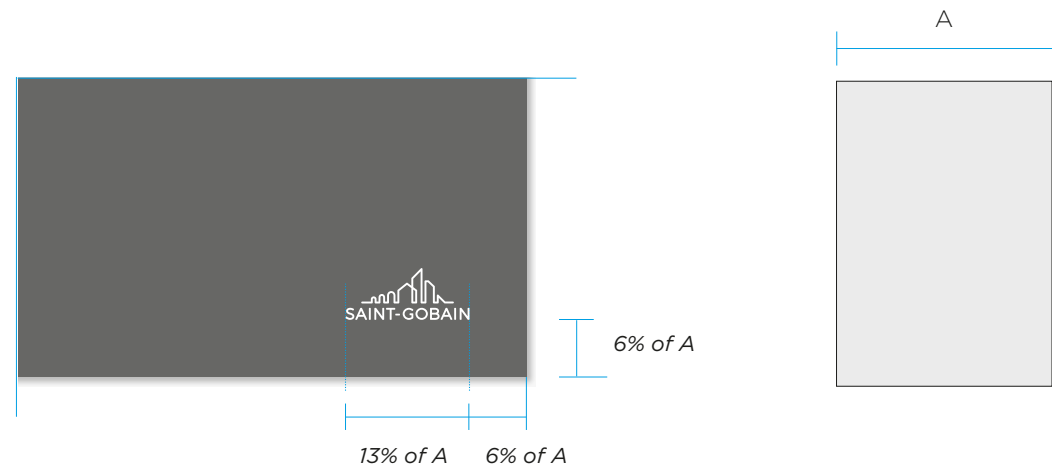
0,4"
10 mm
100 pixels

01 Design elements

Saint-Gobain logotype principles

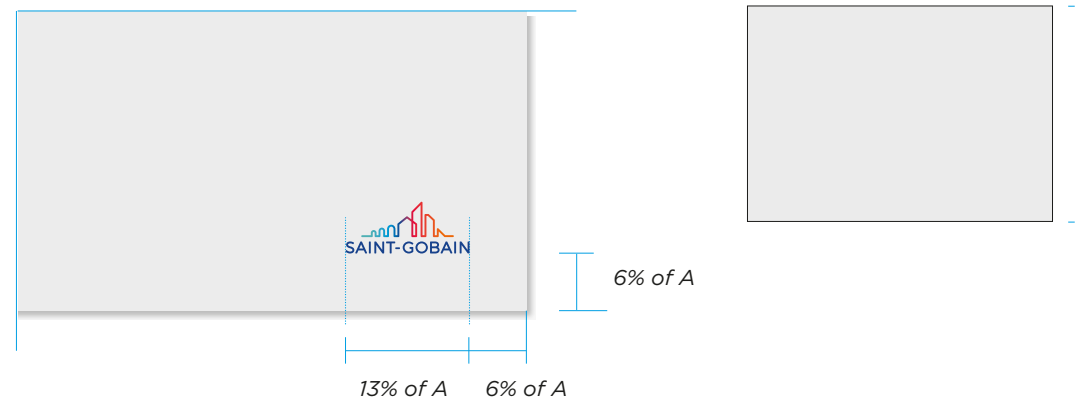
Placing the saint-gobain logotype on dark backgrounds or dark pictures

On dark backgrounds or dark pictures, in order not to interrupt the reading, the Saint-Gobain logotype must be used in white.



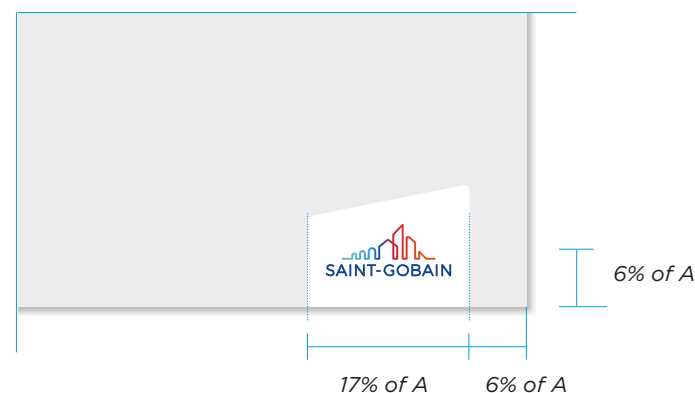
Placing the saint-gobain logotype on light backgrounds or light pictures

On light backgrounds, or light pictures, in order not to interrupt the reading, the Saint-Gobain logotype is used in colour.



The logotype in its identifying cartouche

To ensure that the logotype can be easily read when photo backgrounds are too busy, exceptionally use the Saint-Gobain full-colour logotype in its identifying cartouche. The width of the identifying cartouche is 17% of the format width.

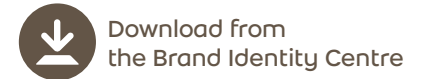


Stationery and Office documents

02

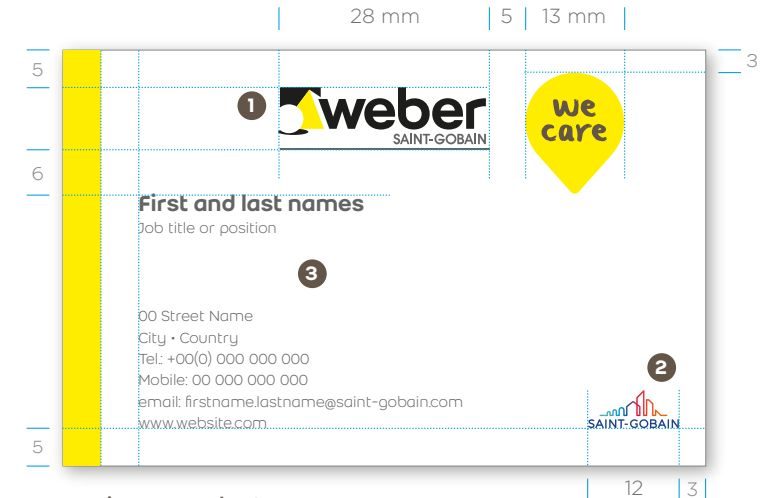
02 Stationery and office documents

Business cards



The Weber business card includes:

- 1 The Weber logotype with the Point-it is centred at the top of the card.
- 2 The Saint-Gobain logotype is right-justified at the bottom right of the card.
- 3 The texts:
 - First and last names.
 - Job title or position.
 - Contact details.



Business card - 85 x 55 mm

First and last names

Weber Medium, 9 pt font

Job title or position

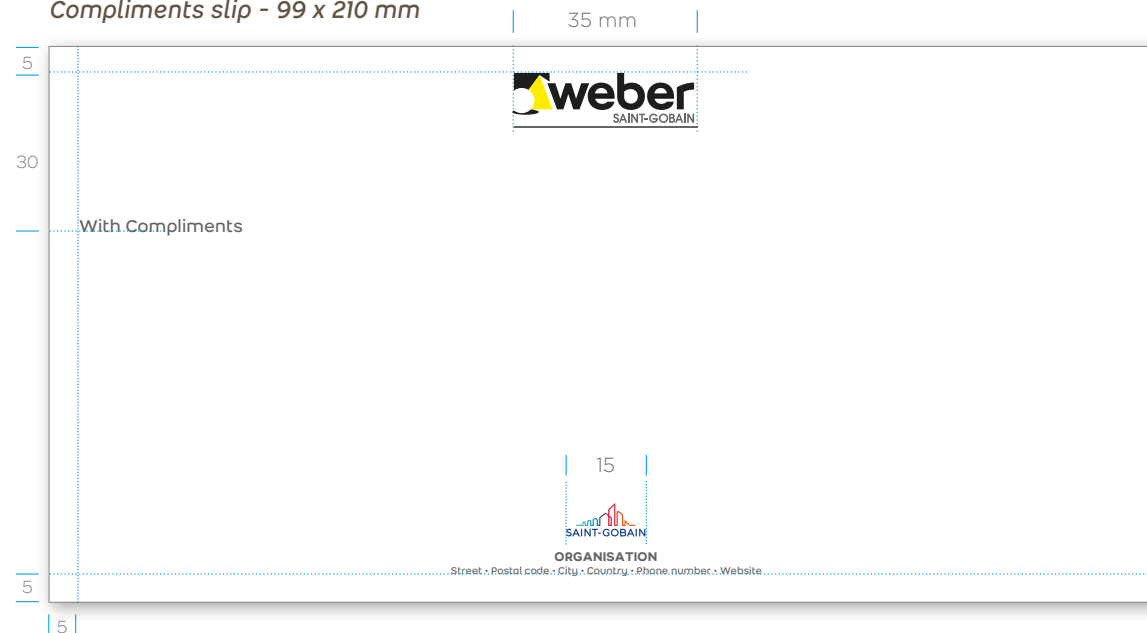
Weber Light, 6 pt font

Address, contact details

Weber Light, 6 pt font, 8 pt line spacing

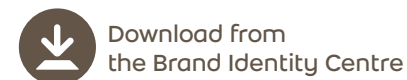
Texts color: black 75%

Compliments slip - 99 x 210 mm



02 Stationery and office documents

Letterhead



The Weber letterhead includes:

- 1 The Weber logotype is centred at the top of the page.
- 2 The address block with the recipient's address.
- 3 The Saint-Gobain logotype is centred at the bottom of the page.
- 4 The footer with the name of the organisation and the legal information.

French A4 Format - 210 x 297 mm

The diagram shows a French A4 letterhead template with the following elements and dimensions:

- Top Margins:** 25 mm on the left and right, 46 mm at the top.
- Left Margins:** 7 mm at the top and bottom.
- Right Margins:** 25 mm at the top and bottom.
- Internal Vertical Lines:** 33 mm and 15 mm from the top.
- Internal Horizontal Lines:** 28 mm from the bottom.
- Dimensions:** 61 mm for the address block width.

Content Elements:

- 1 Weber Logotype:** Centred at the top.
- 2 Address Block:** Contains recipient details: Company name, First and last names, Job title or position, Street name and number, Area code and city.
- Text:** Includes a date field, a salutation "Dear Sir," and two paragraphs of Lorem Ipsum placeholder text.
- Signature:** A handwritten signature of Peter Dupont.
- 3 Saint-Gobain Logotype:** Centred at the bottom.
- 4 Footer:** Contains the name of the organisation and legal information.

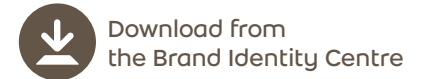
Annotations:

- Contact:** Arial Regular, 11 pt font, 13 pt line spacing.
- Text:** Arial Regular, 11 pt font, 13 pt line spacing.
- Organisation:** Arial Bold, all caps, 7 pt font, 9 pt line spacing.
- Address, contact details:** Arial Regular, 6 pt font, 8 pt line spacing.

02 Stationery and office documents

Letterhead

Left address



French A4 Format - 210 x 297 mm

25 46 25

7

33

61

Company name
First and last names
Job title or position
Street name and number
Area code and city

15

Date

28

Dear Sir,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.



Peter Dupont
Job title

SAINT-GOBAIN
ORGANISATION
Street • Postal code • City • Country • Phone number • Website
Legal information

7

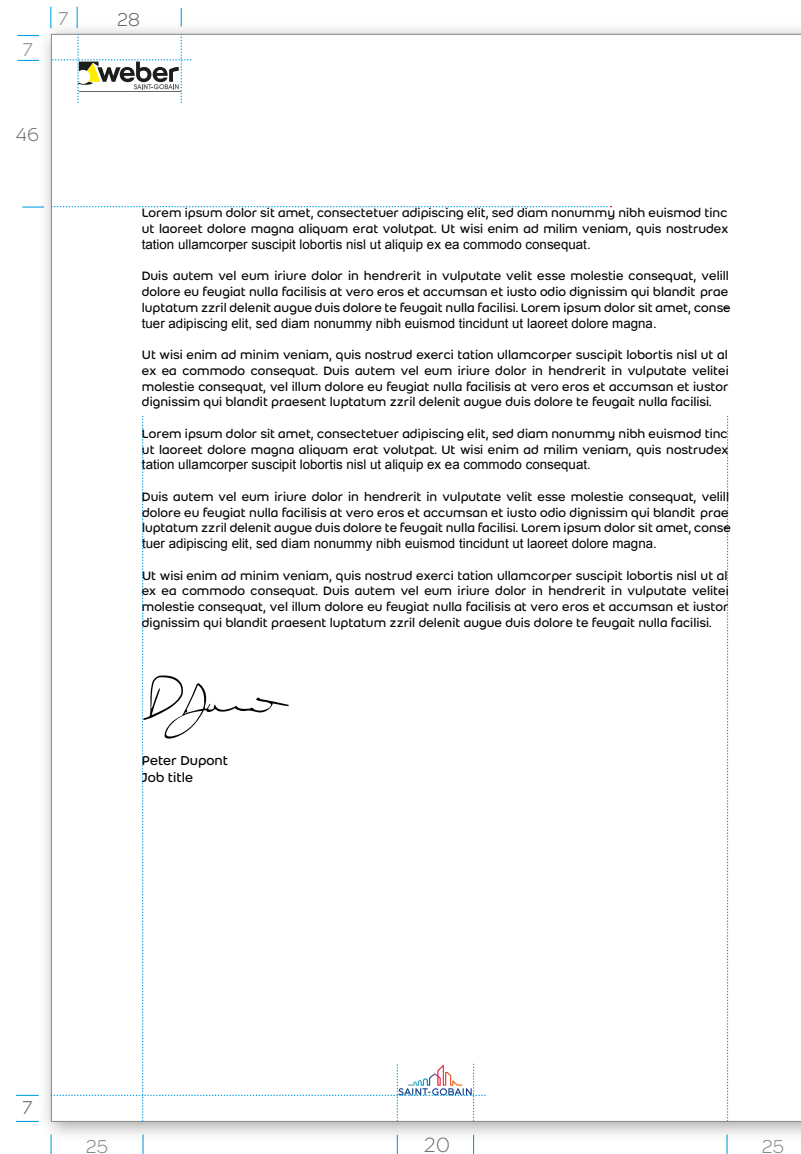
20

02 Stationery and office documents

Second page



French A4 Format - 210 x 297 mm



02 Stationery and office documents

Letterhead

U.S. format



U.S. format - 8.5" x 11"

0.4"

1.63"

1.3"

1"

0.27"

1.8"

1"

0.78"

1"

weber
SAINT-GOBAIN

Company name
First and last names
Job title or position
Street address
City and postal code

Date

Dear Sir,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna.

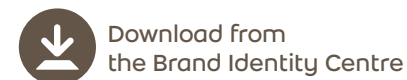
Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.


Peter Dupont
Job title


SAINT-GOBAIN
ORGANISATION
Street • Postal code • City • Country • Phone number • Website
Legal information

02 Stationery and office documents

Envelopes



The Weber envelopes includes:

- 1 The Weber logotype
- 2 The organisation contact details

Place the Weber logotype at the top left on the front of envelope.

Put the organisation's contact details on the flap (on the back of the envelope when sealed).

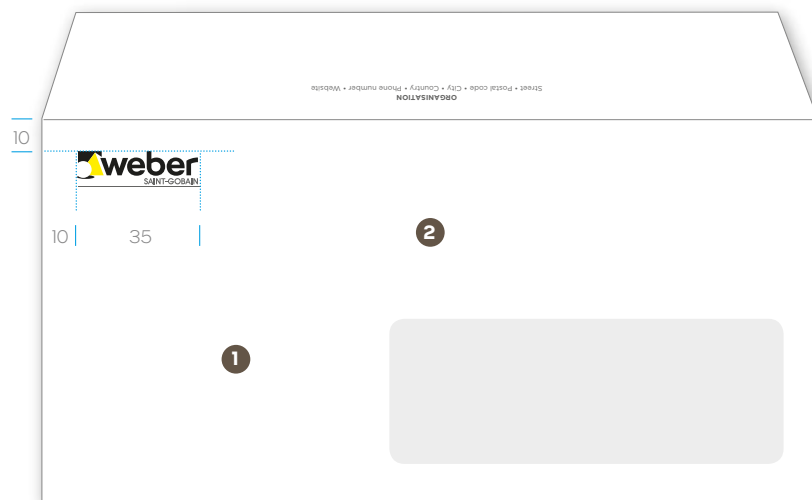
Organisation

Weber Medium, all caps
6 pt font, 8 pt line spacing

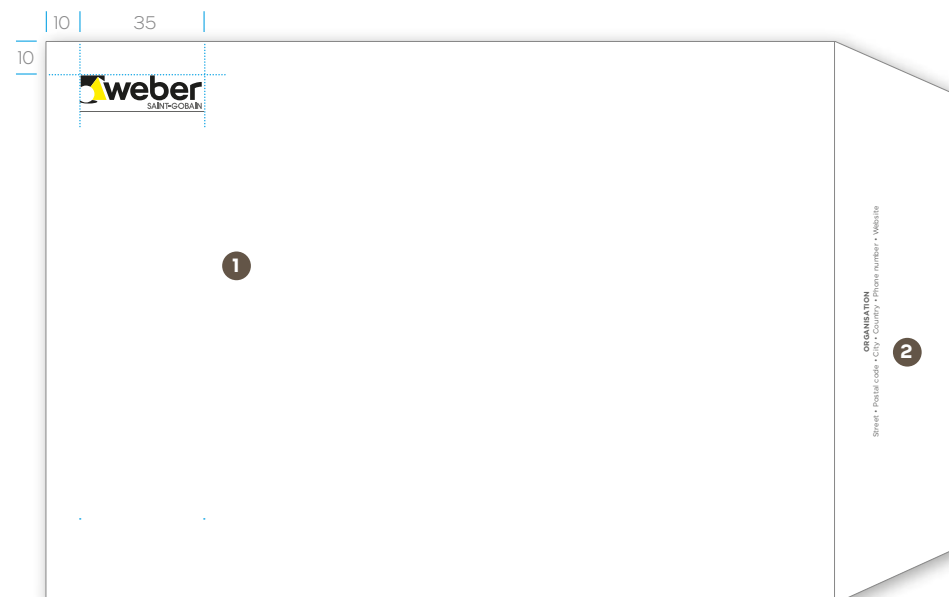
Address, contact details

Weber Light
6 pt font, 8 pt line spacing

Texts color: black 75%

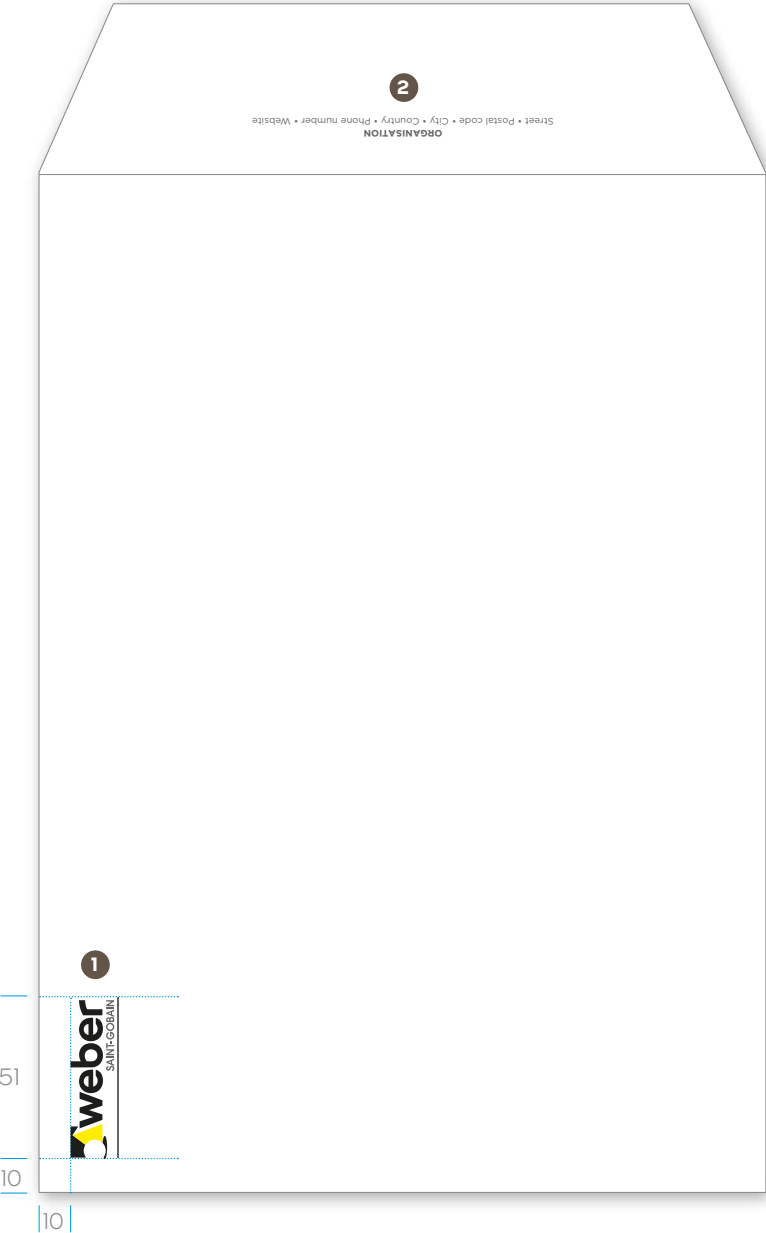


220 x 110 mm envelope

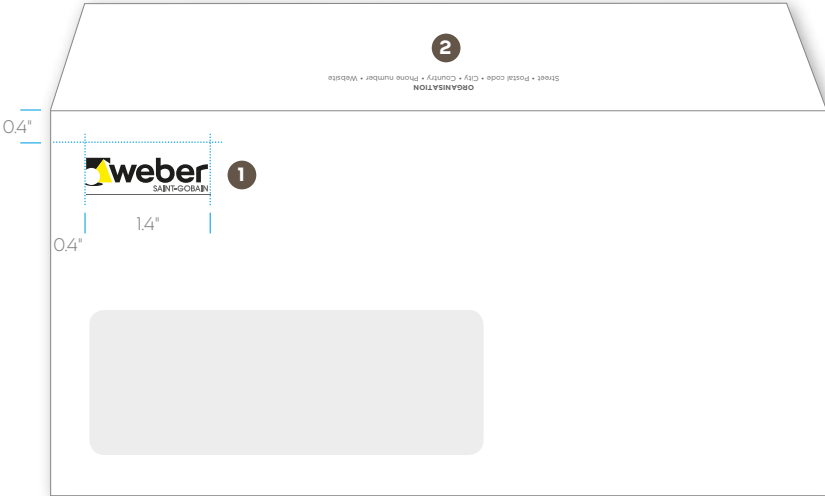


225 x 160 mm envelope

324 x 229 mm envelope



13" x 10" U.S. Format envelope



9.45" x 4.14" U.S. Format envelope

02 Stationery and office documents

Internal memo



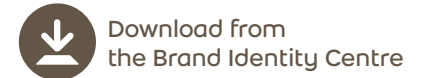
A4 Format - 210 x 297 mm

25	35	25
7		
50		
	NOTE / MEMO	
30	DE / FROM [Sender] À / TO [Address] COPIE / COPY [Copy] DATE [July 13, 2016]	
15	Objet / Subject : [Sujet de la note]	
10	Text [Début du texte]	
7		
	20	

02 Stationery and office documents

Press releases

For corporate press releases, follow the same rules that apply to the corporate letterhead.



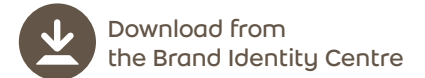
French A4 Format - 210 x 297 mm

The layout shows a French A4 page (210 x 297 mm) with various sections and dimensions. Key elements include:

- Header:** Dimensions 25 and 46. The Weber logo (SAINT-GOBAIN) is positioned at the top center.
- Section Header:** "PRESS RELEASES" in Arial Bold, all caps, 17 pt font, centered.
- Title:** "SA NUS MINVELES" in Arial Bold, all caps, 11 pt font, 16 pt line spacing.
- Text:** A paragraph of Lorem Ipsum text in Arial Regular, 11 pt font, 16 pt line spacing.
- Organisation:** "ORGANISATION" in Arial Bold, all caps, 7 pt font, 9 pt line spacing.
- Address, contact details:** "Address, contact details" in Arial Regular, 6 pt font, 8 pt line spacing.
- Footer:** Dimensions 20 and 77. The Weber logo (SAINT-GOBAIN) is positioned at the bottom center, followed by contact information.

02 Stationery and office documents

Email signature



Using information from business cards, the signature block includes the Weber logotype, the employee's first and last names, job title or position, contact details and the Saint-Gobain logotype.

Example of event email signature



First and last names

Job title or position

ORGANISATION NAME

00 Street Name • City • Country
Tel.: +00(0) 000 000 000 • Mobile: 00 000 000 000
email: firstname.lastname@saint-gobain.com
www.website.com



First and last names

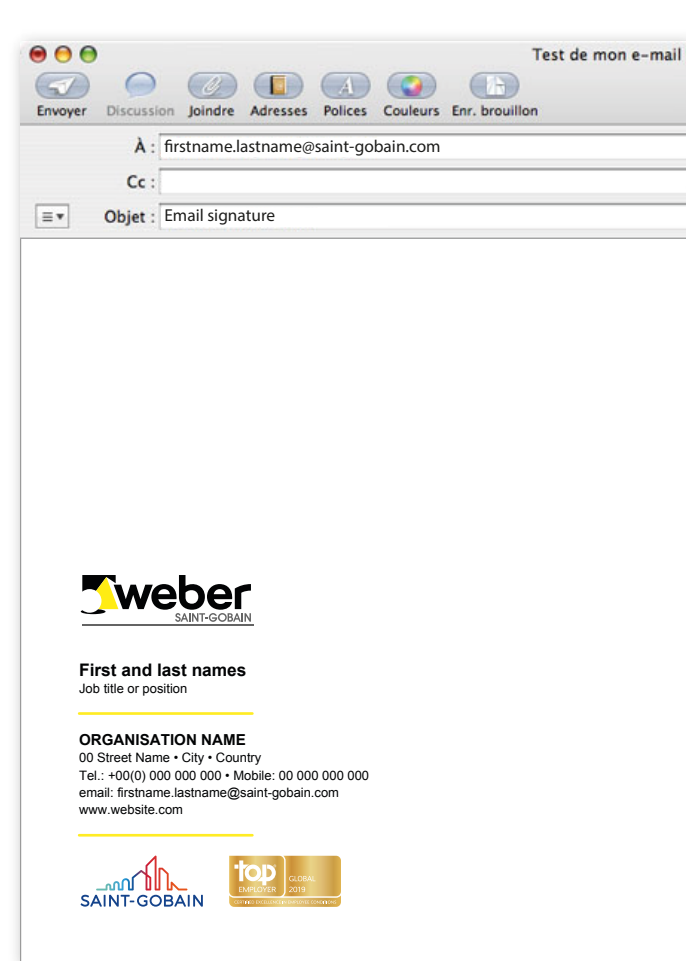
Job title or position

ORGANISATION NAME

00 Street Name • City • Country
Tel.: +00(0) 000 000 000 • Mobile: 00 000 000 000
email: firstname.lastname@saint-gobain.com
www.website.com



Example

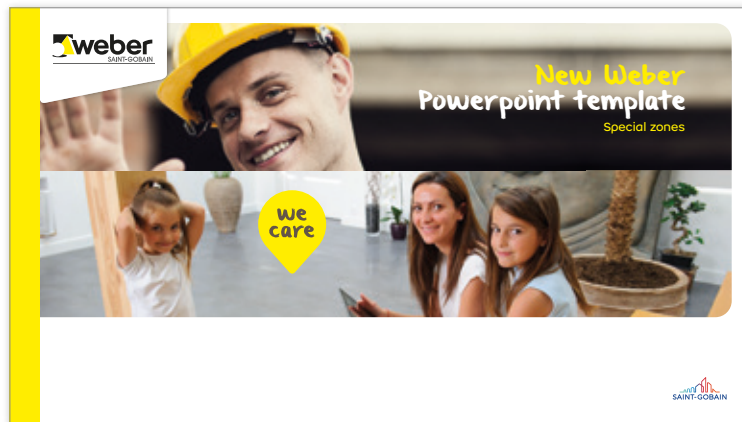


02 Stationery and office documents

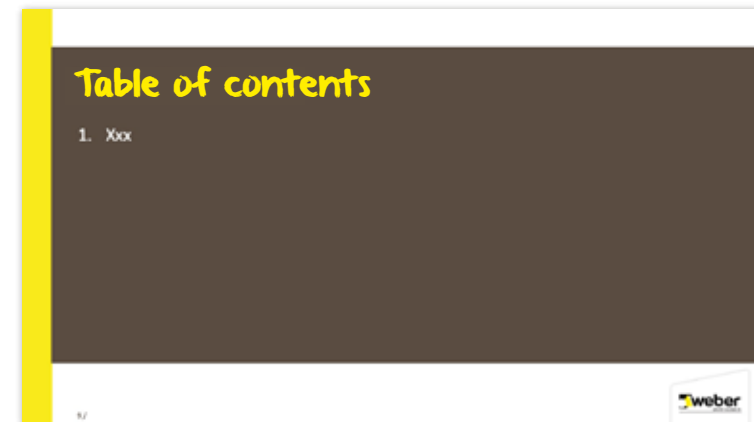
PowerPoint templates



Cover slide



Cover slide



Publications

03

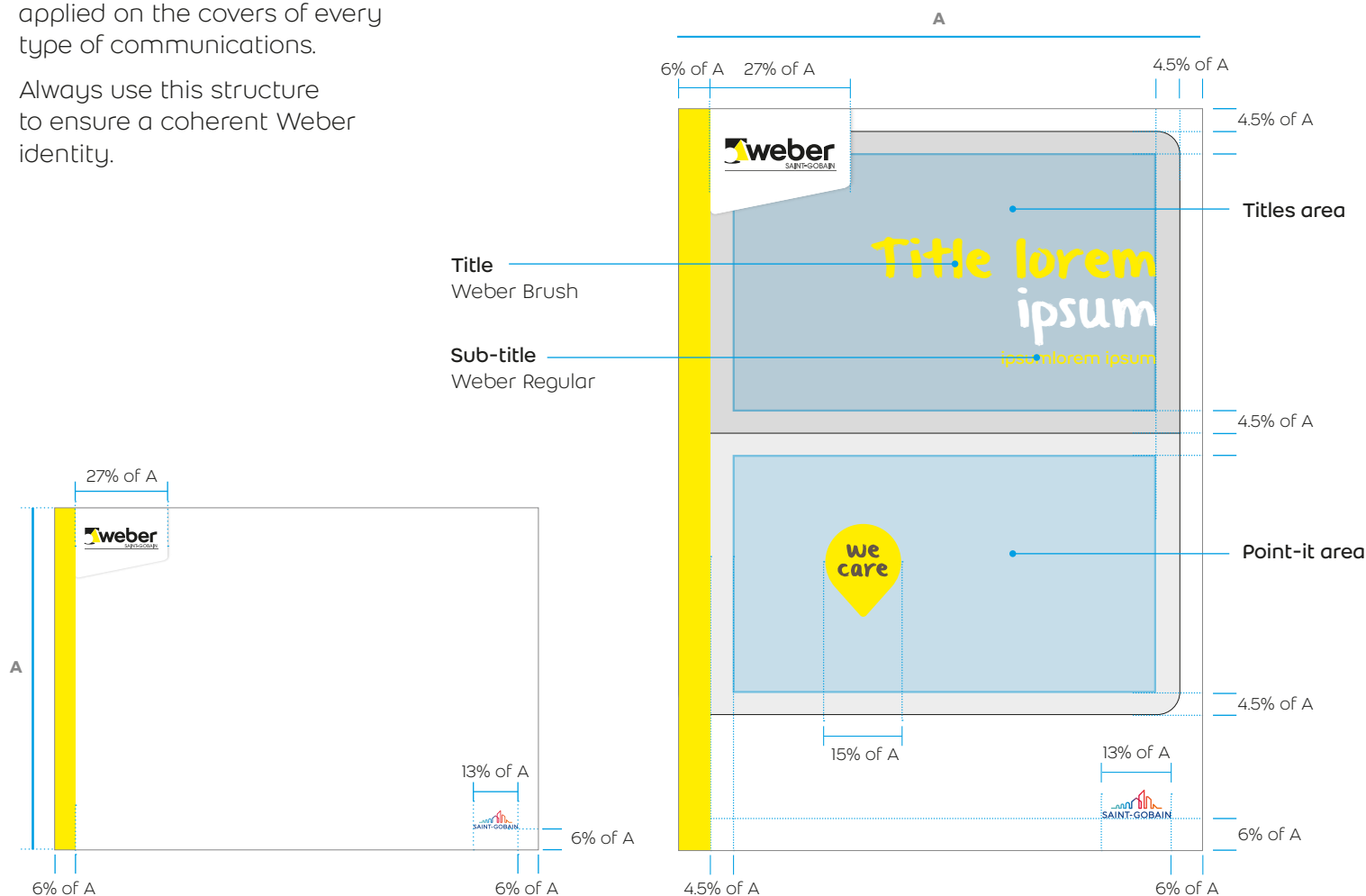
03 Publications

Front covers

Graphic structure

The graphic structure is applied on the covers of every type of communications.

Always use this structure to ensure a coherent Weber identity.



The titles and sub-titles are right-justified in the upper image. In case of a title on two lines, the upper part of the title is in yellow and the lower one in white.

Complementary colours cannot be used for titles on covers.

The Point-it area is in the lower image with a protection area of one square around.

The translation linked to the Point-it is inside the yellow vertical strip at a distance of one square from the bottom.

There is a safe area of 4.5% of A around the identifying cartouche.

When Weber is used in the title, use "weber name" font with a lowercase "w".

The Point-it width is 2/3 the width of the Weber logo.

03 Publications

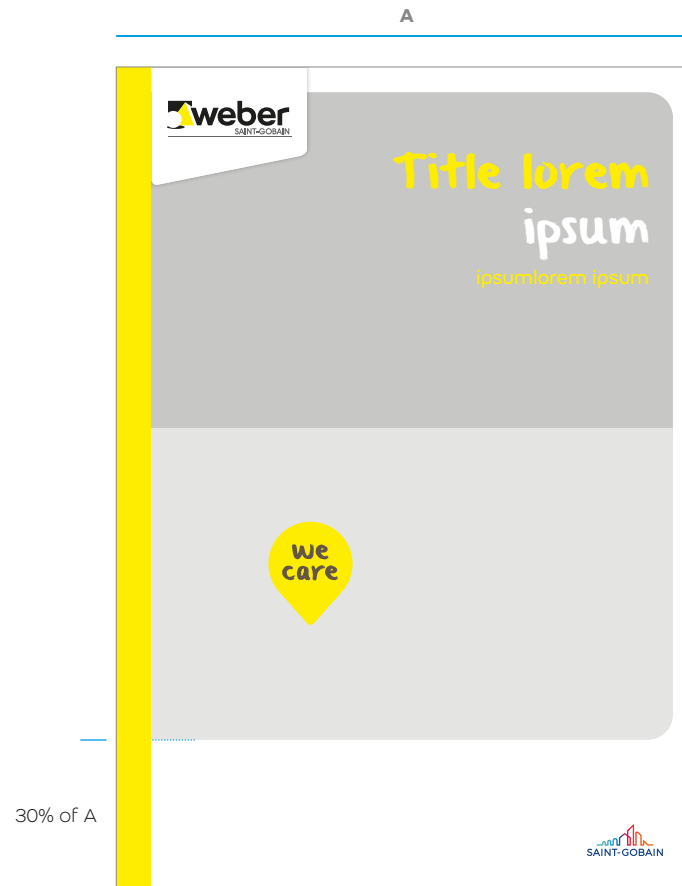
Front covers

Graphic structure

The minimum height of the white space with the Saint-Gobain logotype is 30% of A.

The maximum height of the white space with the Saint-Gobain logotype is 60% of A, allowing the use of product names, product images and various texts in the white area.

The upper image and lower image are the same height.



There is a protection area of 4.5% of A between the lower image and the text.

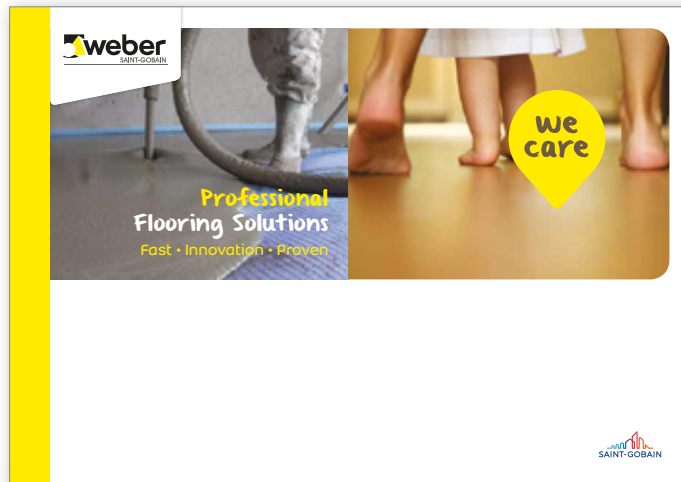
Never put text or pictograms on the lower image.

03 Publications

Front covers

Examples

A5 cover



A4 cover



03 Publications

Editorial rules

1 How to write titles

Don't write the full title in capital letters.

2 How to write "Weber" in a block of text

When the name "Weber" is written in a text, it is not necessary to write it in bold. In a text, if the name «Weber» refers to the company or brand (when the use of the complete logo is not possible), it should be written with a capital «W». Weber can be written in capitals only when the whole text is already in capital letters: LOREM DOLOR WEBER AMET.

3 How to write product names

A product name should always be written with a lowercase "w" and in Weber Name.

Example: **webercol standard**

4 How to write service name

When naming a service, systematically include weber in the name using weber name and the rest in weber light warm grey.

Example: **weber**spot



03 Publications

Editorial style

Weber is by nature **people-orientated**.

Weber takes into account the consumer point of view.

Weber communicates in harmony with how it behaves.

Weber always proves what it claims in an objective way.

As a consequence, Weber's style can be described as follows:

direct and simple but not simplistic

friendly and empathetic but not informal

affirmative and serious but not arrogant or over-promising

respectful and open but not opportunist

03 Publications

Interior pages

Rules

- 1** The frame for visual is always curved and the frame for texts is always squared.
- 2** The yellow vertical strip is used to accompany text groups or visuals, (maximum one per page).
- 3** Main titles are always in in warm grey "Weber Brush" and in lower case. Sub-titles are always in black Weber font.
- 4** Texts are always in black or warm grey Weber font. One complementary colour per page or double-page can be used to highlight key words.

03 Publications

Interior pages

Grid

A grid defines the positioning of graphic elements such as colour blocks, images, titles or justified text blocks.



03 Publications

Interior pages

Examples A4



Yellow colour block



Weber Brush title

Yellow background

03 Publications

Interior pages

Examples A4

One complementary colour
for accentuation per double-page

The frame for visual is always
curved at least on one side



Vertical yellow strip

Warm grey background



Texts in black or warm grey
with one complementary colour for accentuation

03 Publications

Back cover

The Saint-Gobain logotype and the company details are inserted in a space reserved for that purpose. Depending on the amount of information in this space, you can change its height and color.

credits

Weber Regular,
6 pt font, 8 pt line spacing

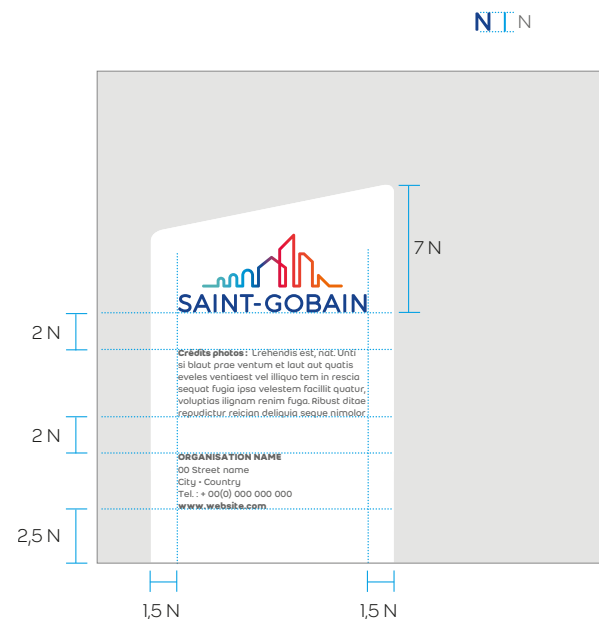
Organisation name

Weber Bold, all caps
6 pt font
spacing after: 1 mm

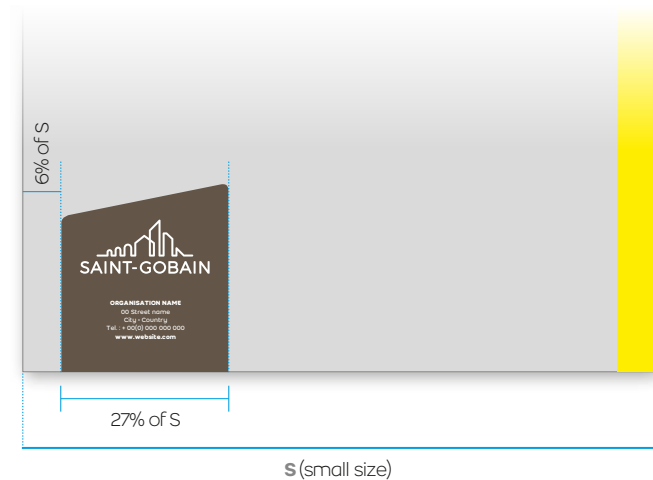
Address, contact details

Weber Regular,
6 pt font, 8 pt line spacing

Texts color: black 75%



N.T.N

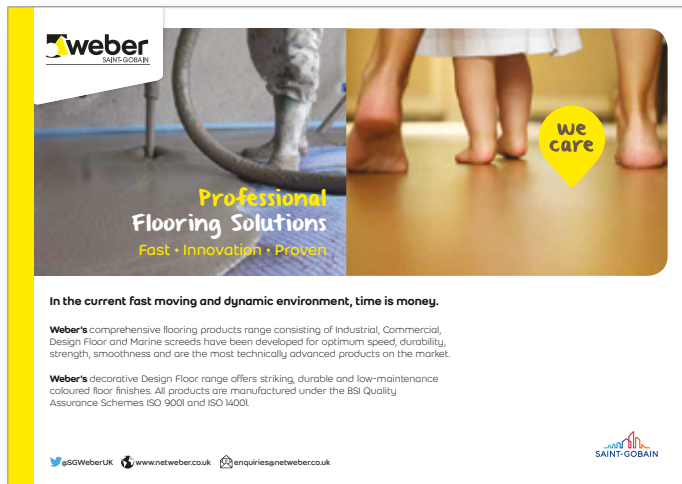


03 Publications

Adverts

The pictures shown are only examples.

Example



weber
SAINT-GOBAIN

Professional Flooring Solutions
Fast • Innovation • Proven

In the current fast moving and dynamic environment, time is money.

Weber's comprehensive flooring products range consisting of Industrial, Commercial, Design Floor and Marine screeds have been developed for optimum speed, durability, strength, smoothness and are the most technically advanced products on the market.

Weber's decorative Design Floor range offers striking, durable and low-maintenance coloured floor finishes. All products are manufactured under the BS Quality Assurance Schemes ISO 9001 and ISO 14001.

[@SGWeberUK](https://twitter.com/SGWeberUK) www.netweber.co.uk enquiries@netweber.co.uk

we care

SAINT-GOBAIN

Example



weber
SAINT-GOBAIN

Vos façades prennent du relief !

Procédé unique et breveté

we care

Collection Weber Structures 3D³

Les trois nouveaux décors de façade **weber.terrano print** sont tout simplement exceptionnels. Leur design exclusif et contemporain bénéficie en option de la technologie **Ultimate Color** tout en offrant la pérennité et la garantie d'un enduit traditionnel à la chaux.

Mis en œuvre par les entreprises formées et licenciées par Weber, le système de matriçage d'enduit minéral est une innovation majeure dans le **traitement créatif des façades** sans concurrence sur le marché !

Strate
Distorsion
Empiement

3 effets créatifs disponibles en 144 teintes

Retrouvez-nous sur www.weber.fr et sur smartphone avec **Weber FR**

SAINT-GOBAIN

Exhibitions

04

04 Exhibitions

3D logotype

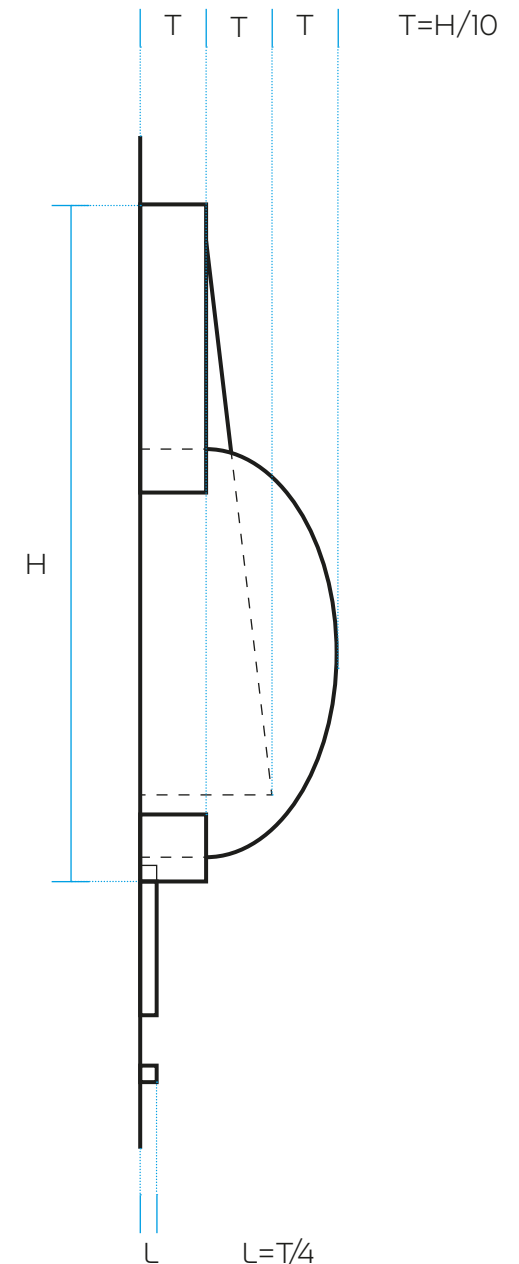
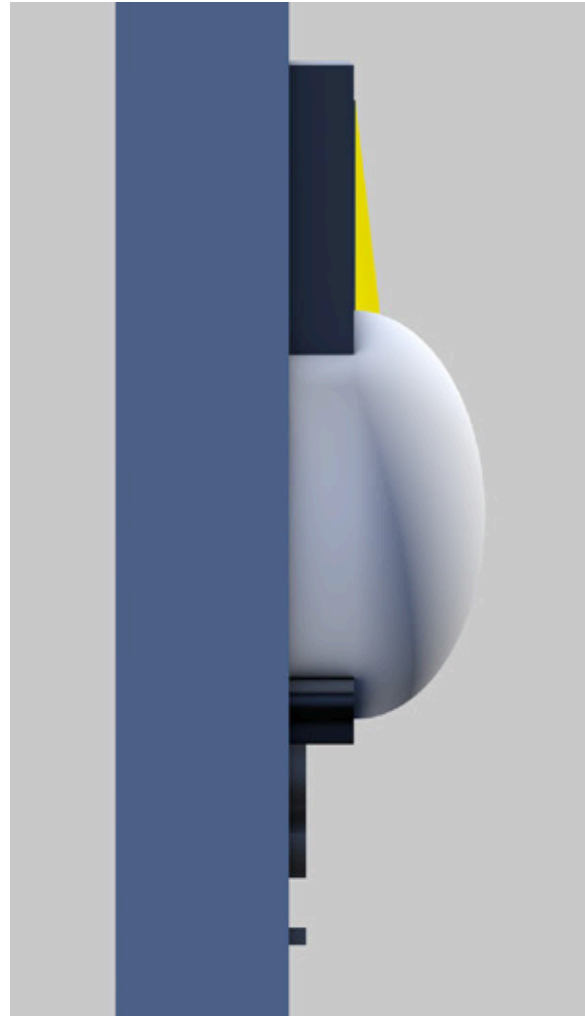
Dimensions and proportions

The thickness of the yellow pyramid is twice that of the black volumes square, shadow and Weber letters.

The thickness of the white sphere is 3 times that of the black volumes.

The thickness of the Saint-Gobain name and the grey underline is T divided by 4.

This 3D logotype can also be used in buildings' receptions areas.



04 Exhibitions

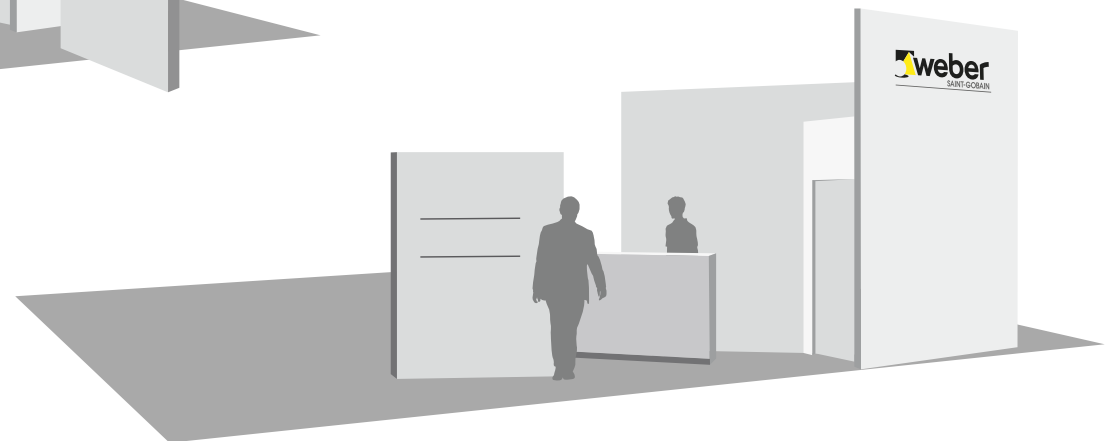
Booths

Logotype



On booths, the local brand can stand alone.

Nevertheless, all other visual supports, such as kakemonos, brochures, adverts etc. must include the Saint-Gobain logotype, and follow graphic guidelines.

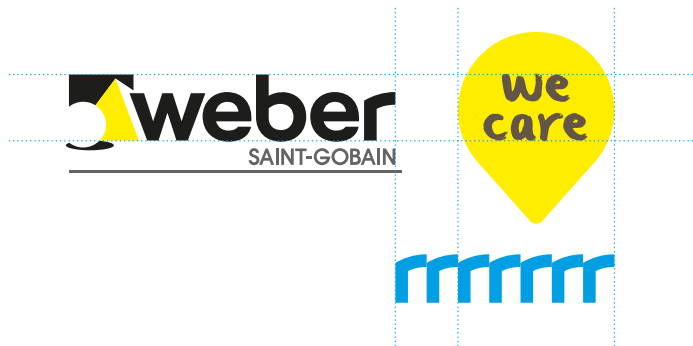


04 Exhibitions

Booths

Logo block

The Point-it can be used together with the Weber logotype for specific uses such as signage on trade fair stands.



Booth example

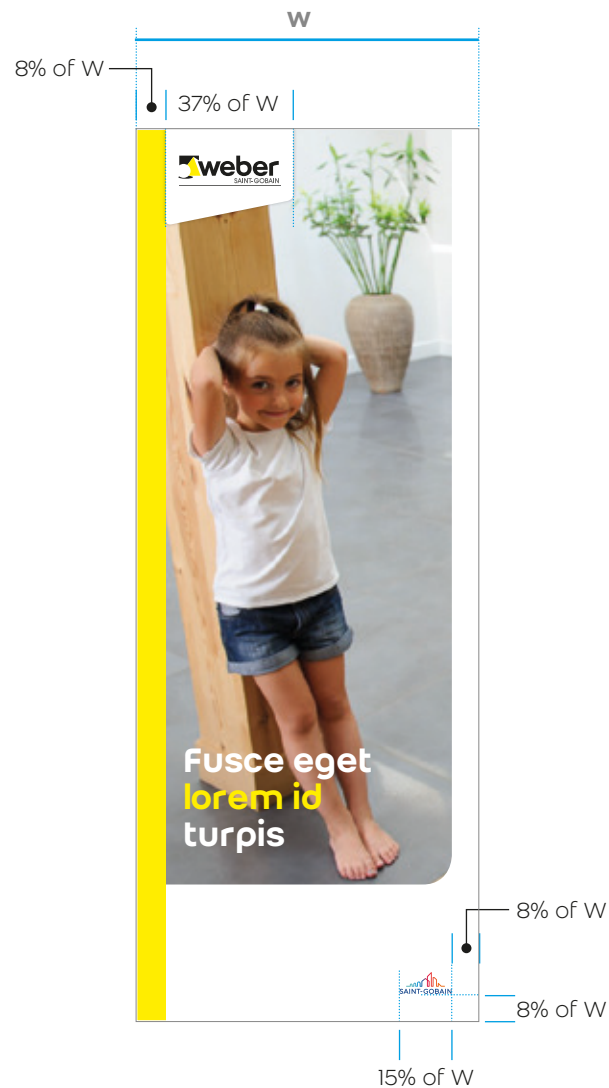


04 Exhibitions

Kakemonos

The Weber logotype is placed at the top of the banner.

The Saint-Gobain logotype is placed at the bottom right in a smaller size.



Example



Digital and Audiovisual

05

05 Digital & audiovisual

Design elements

Logo block

Rules to display the Weber logotype together with the Point-it:

On desktop screens

The minimum width size is 160 pixels so that Saint-Gobain remains legible.

On tablet screens

The Weber logo is displayed on the upper left corner. Its width size is 150 pixels.

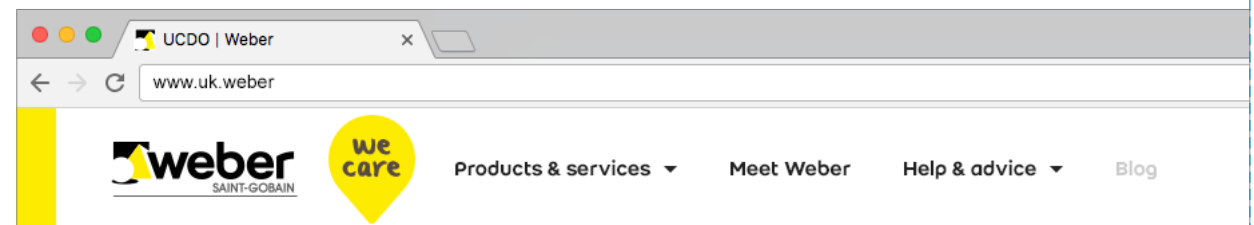
On mobile screens

The Weber logo is centred in width. Its width size is 90 pixels.

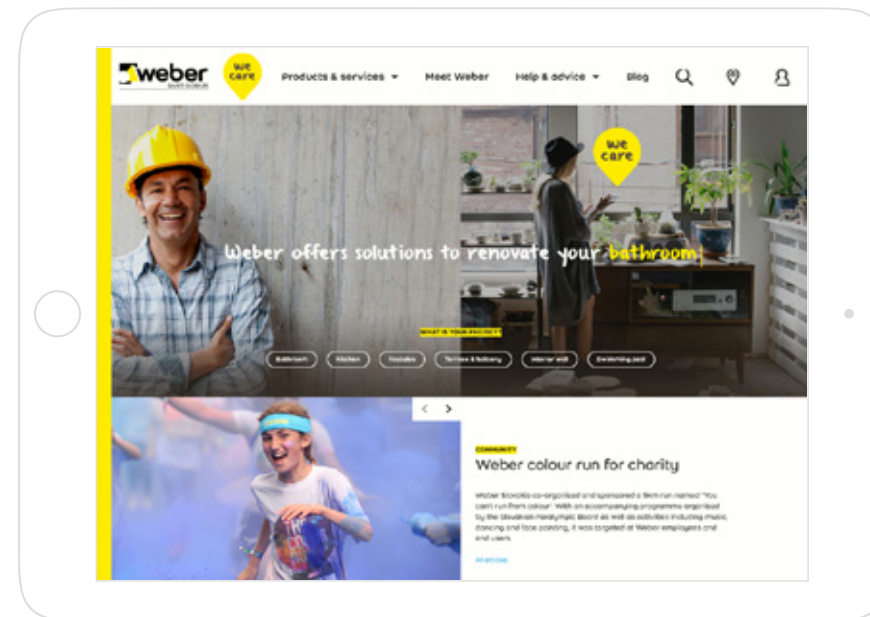


desktop	160 px	15 px	65 px
tablet	150 px	10 px	55 px
mobile	90 px	5 px	32 px

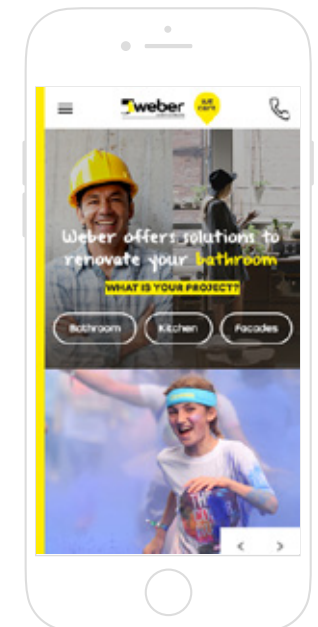
Website examples



Desktop screen



Tablet screen



Mobile screen

05 Digital & audiovisual

Design elements

Yellow strip

The yellow strip is applicable on websites, newsletters, apps, videos, social media cover photos and posts and always positioned vertically on the left.

The height of the strip has to be adjusted to the height of the content (web pages, videos, images, newsletter, apps).

On websites, the yellow strip is attached to the left of the browser.

Its standard width is 30 pixels.

Its width can be adjusted depending on screen resolutions.

For example:

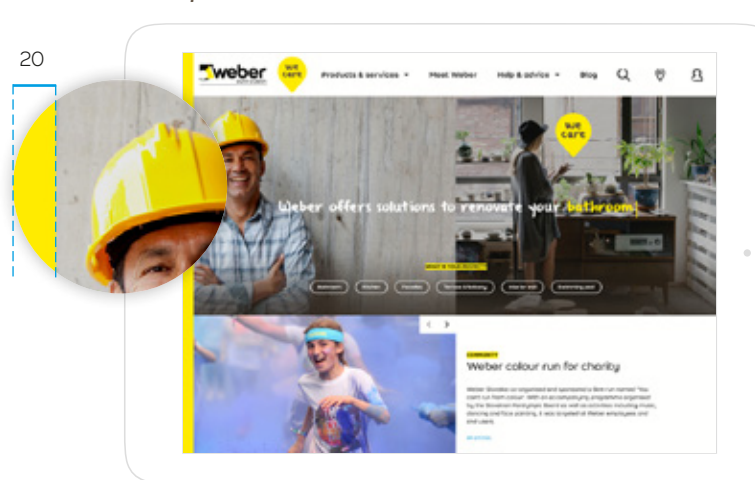
Large desktop: 30px

Small desktop and tablet landscape: 20px

Tablet portrait : 10px

Mobile: 10px

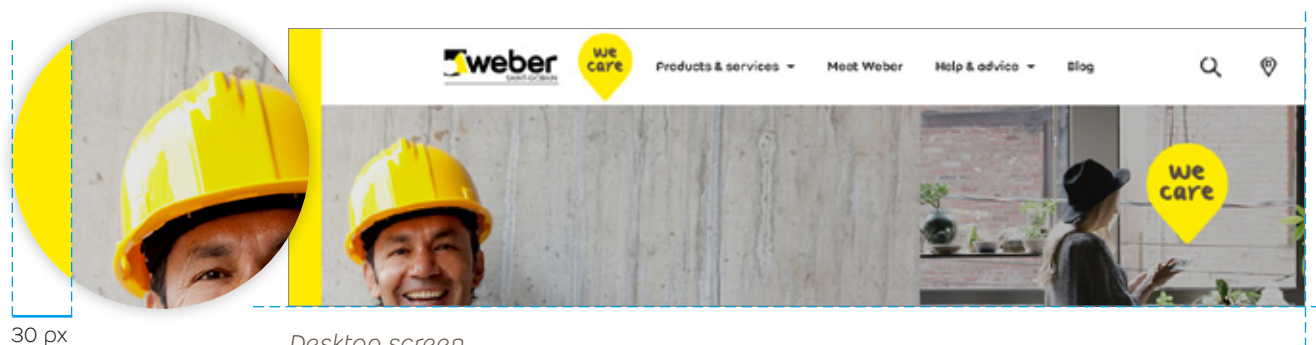
Websites examples



Tablet screen



Mobile screen



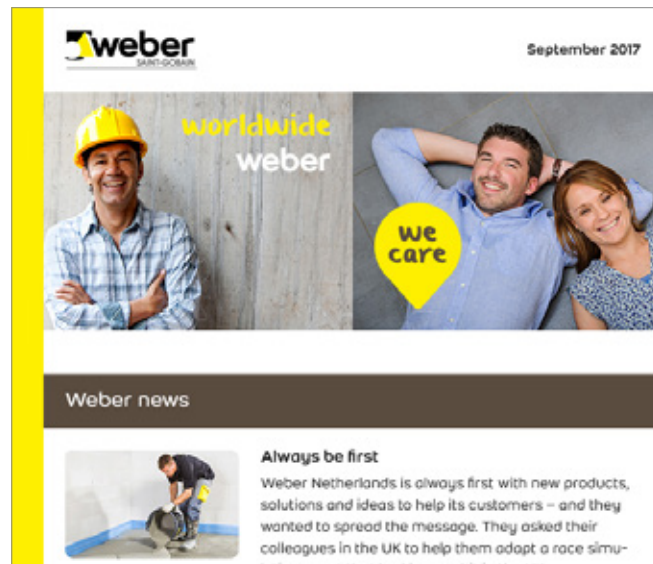
Desktop screen

05 Digital & audiovisual

Design elements

Yellow strip

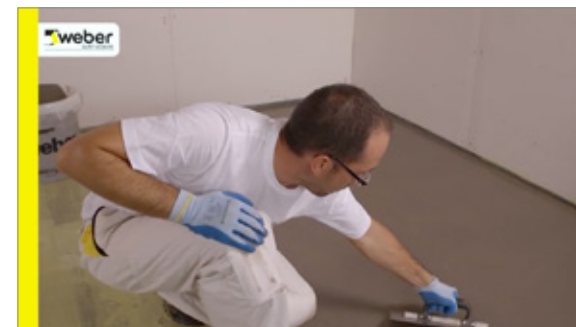
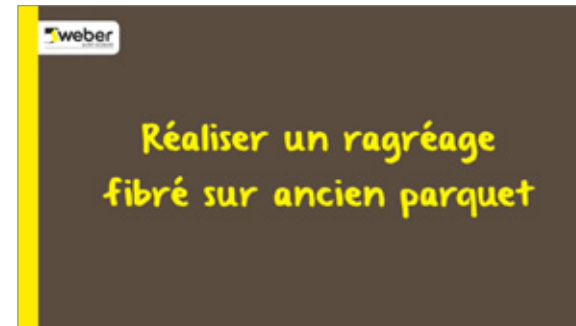
Newsletter example



Videos examples



The yellow strip on the left should appear throughout the video and respects the standard size of 30 pixels width.



05 Digital & audiovisual

Design elements

Colour palette

The yellow colour has to be used in the following cases:

- For titles on dark images or dark backgrounds and warm grey backgrounds
- For the Point-it, the vertical strip or the background of elements (buttons)
- Icons

The warm grey colour has to be used in the following cases:

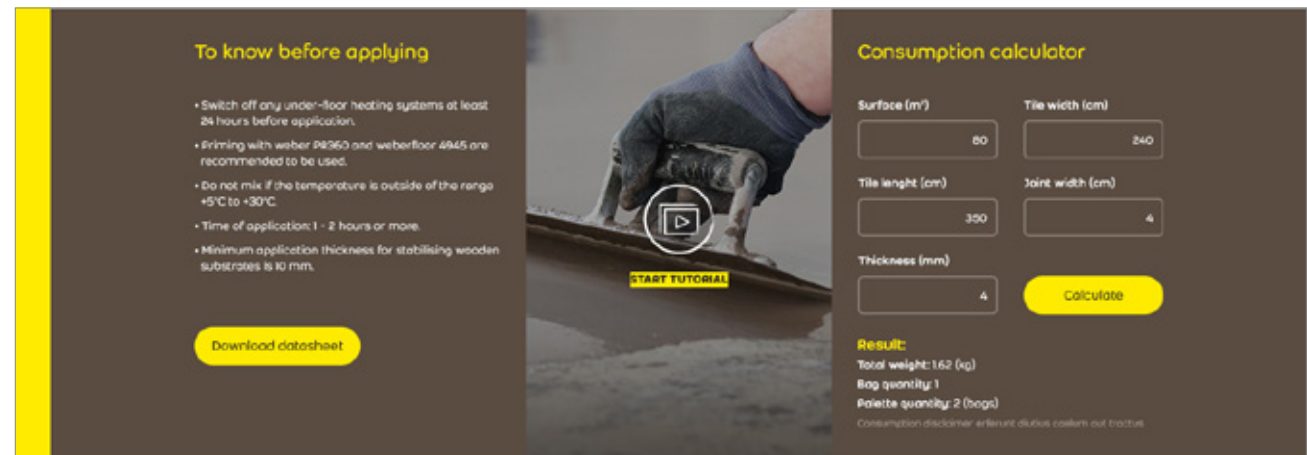
- For the text in the Point-it and the background of elements (buttons, tags)
- Icons
- Limited selection of block backgrounds
- Bottom footer

Primary colours

 R 255
G 235
B 0
#FFEB00

 R 90
G 76
B 64
#5A4C40

Examples with primary colours



05 Digital & audiovisual

Design elements

Colour palette

Do not use complementary colours in full large backgrounds on any digital tools.

These colours can only be used for highlighting text and specifical graphics in interior pages or images.

Complementary colours could be used with transparency for interactions (80%, 60% or 40% opacity).

Examples of usages of the complementary colours:

- Tag background
- Table background
- Progress bar
- Icons

Examples with complementary colours



Cement based adhesive

Hoste discursator rupium abscisa volvente, **ruinis ponderum inma-**
nium consternuntur, aut ex necessitate ultima fortiter dimicante, superati periculose per prona discedunt.

[Look at Weber products](#)



TRAINING

Repair a cracked screed

[Tags](#) [Tags](#) [Tags](#) [Tags](#)

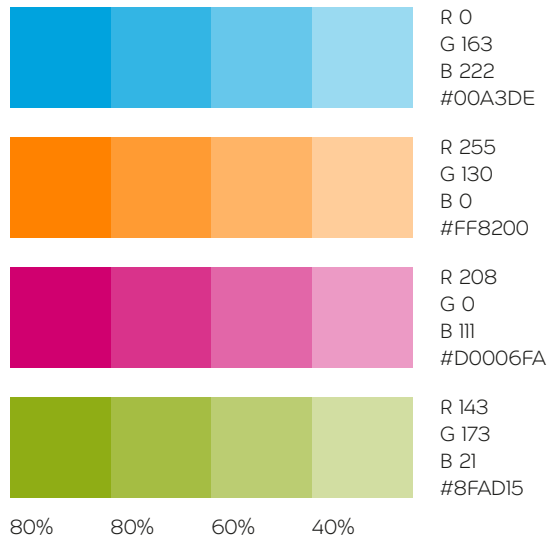


This work was carried out by **Da Silva Frères**
ITE et ravalement de façades en IDF
+33 01 39 22 17 81, 1 Chem. Sous Le Parc 78260 Achères

Complete your profile to get the services the most adapted to your need

[Edit my profile](#)

Complementary colours



05 Digital & audiovisual

Design elements

Photography

The double-image principle should be used on all websites home pages, newsletters, social media pages, social media pages.

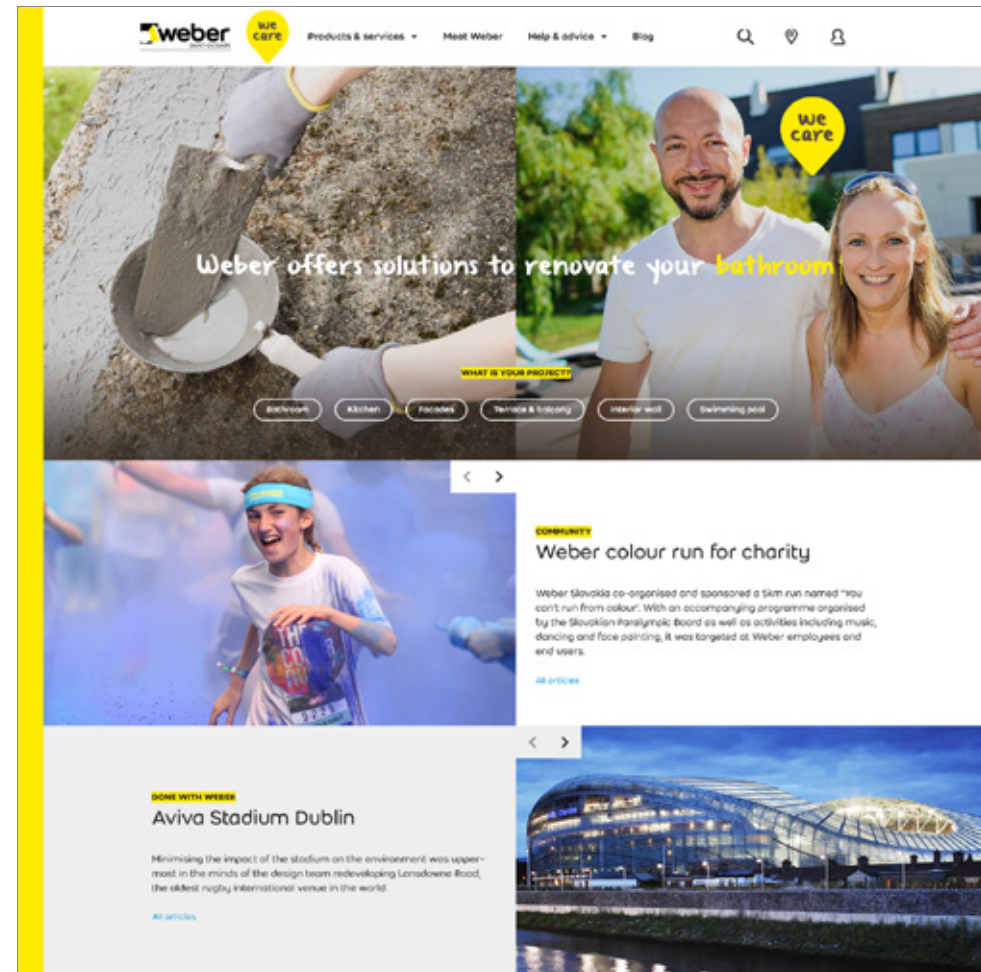
It should not be used on the mobile version of the website nor on mobile apps.

The two images have the same width in the vertical carousel and the same height in the horizontal carousel.

The text must be on the top or left image or centred on the two images. The title is in Weber Brush.

It is only allowed to write on the two pictures for digital applications (not for print).

Examples



05 Digital & audiovisual

Design elements

Symbol

The symbol can be used as a favicon for browser and Apps icons.



Speed-dial-icon-384x240.png



Apple-touch-icon-114x114-precomposed.png



Apple-touch-icon-72x72-precomposed.png

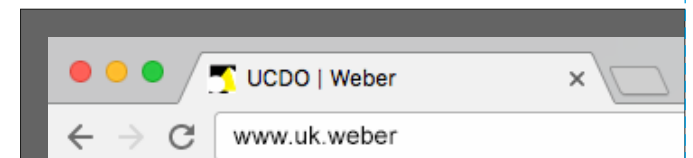
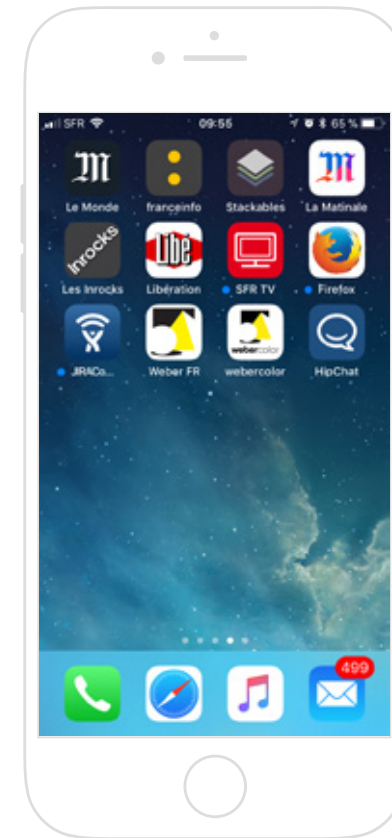


Favicon-16x16.png
Favicon-16x16.ico



Apple-touch-icon-57x57-precomposed.png
Apple-touch-icon-57x57.png

Examples



If you create a new app (out of the Weber App), please contact the Brands and Business Communication Team in order to define together the appropriate icon.

05 Digital & audiovisual

Design elements

Images

When images are not directly stuck to the yellow strip, rounded corners should be applied to all of them.

Roundings of 8 pixels should be applied to the rounded corners pictures.



INNOVATION
Low Dust Technology™

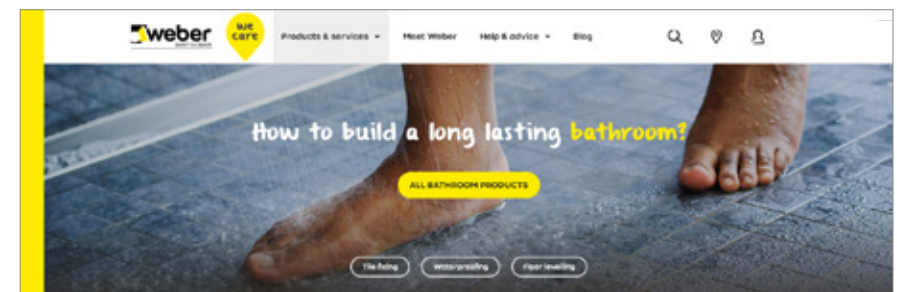
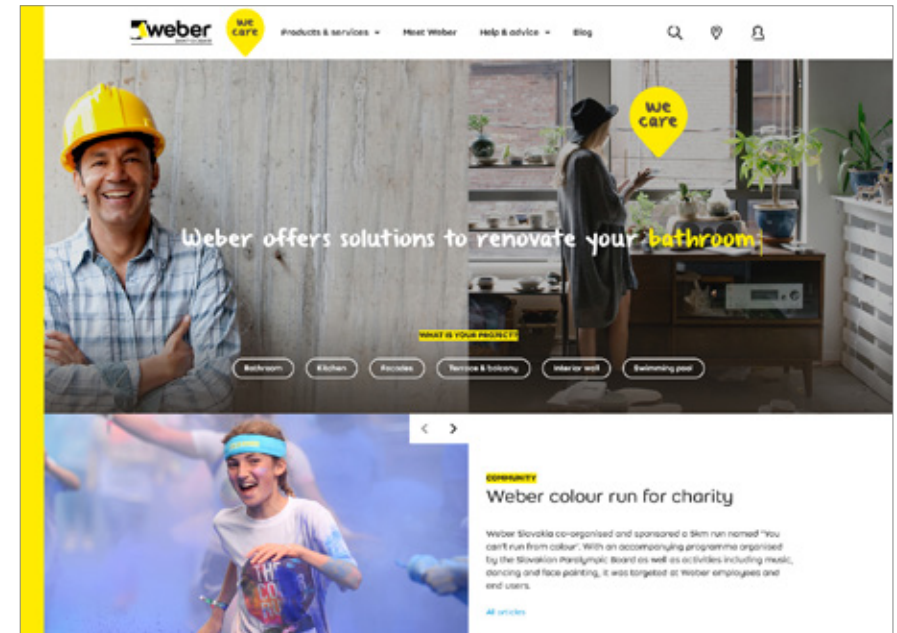


NEWS
Waterproofing under tiling with webersys hydro stop



INNOVATION
Post hoc impie perpetratum quod in aliis quoque iam timebatur

Examples



05 Digital & audiovisual

Design elements

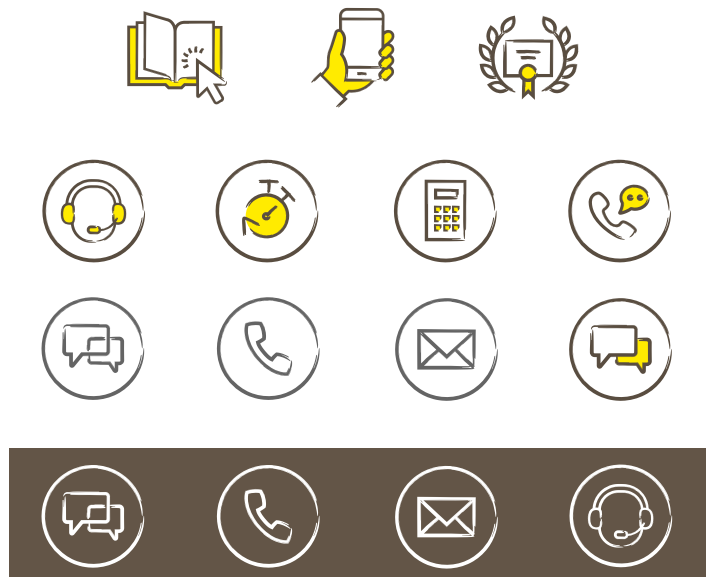
Icons

Icons can have two colours (warm grey and yellow).

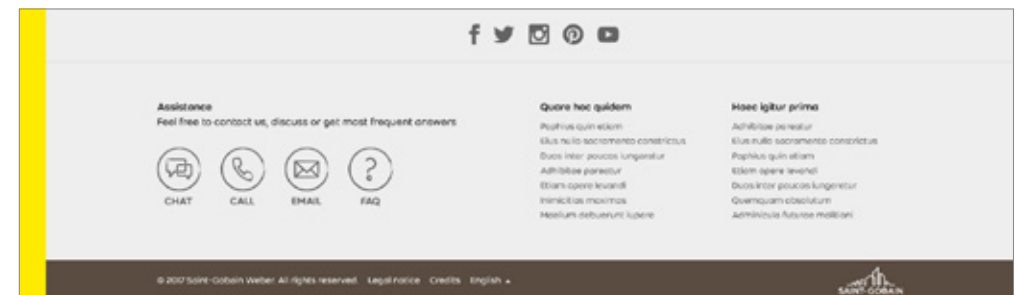
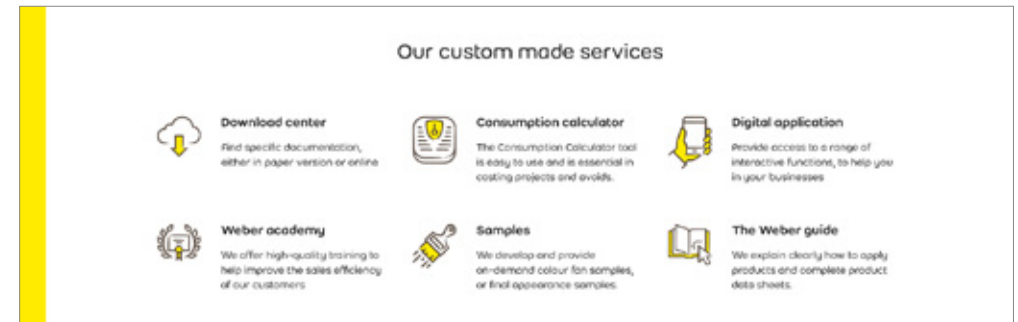
Only icons in the footer will be designed with the grey value #646464.

Icons can also be used with complementary colours only one colour per icon (see page 17).

On dark or picture backgrounds, icons can be outlined in white (for example: videos' play icons in product pages tutorial blocks).



Examples of use



 Download from
the Brand Identity Centre

05 Digital & audiovisual

User interface

Buttons

Different rendering could be used, for example:

- button on yellow background
- button on light grey background
- outline button on white background
- outline button on picture background
- download or send documents links
- label on yellow background

Button

Button

Button

Button

Tags

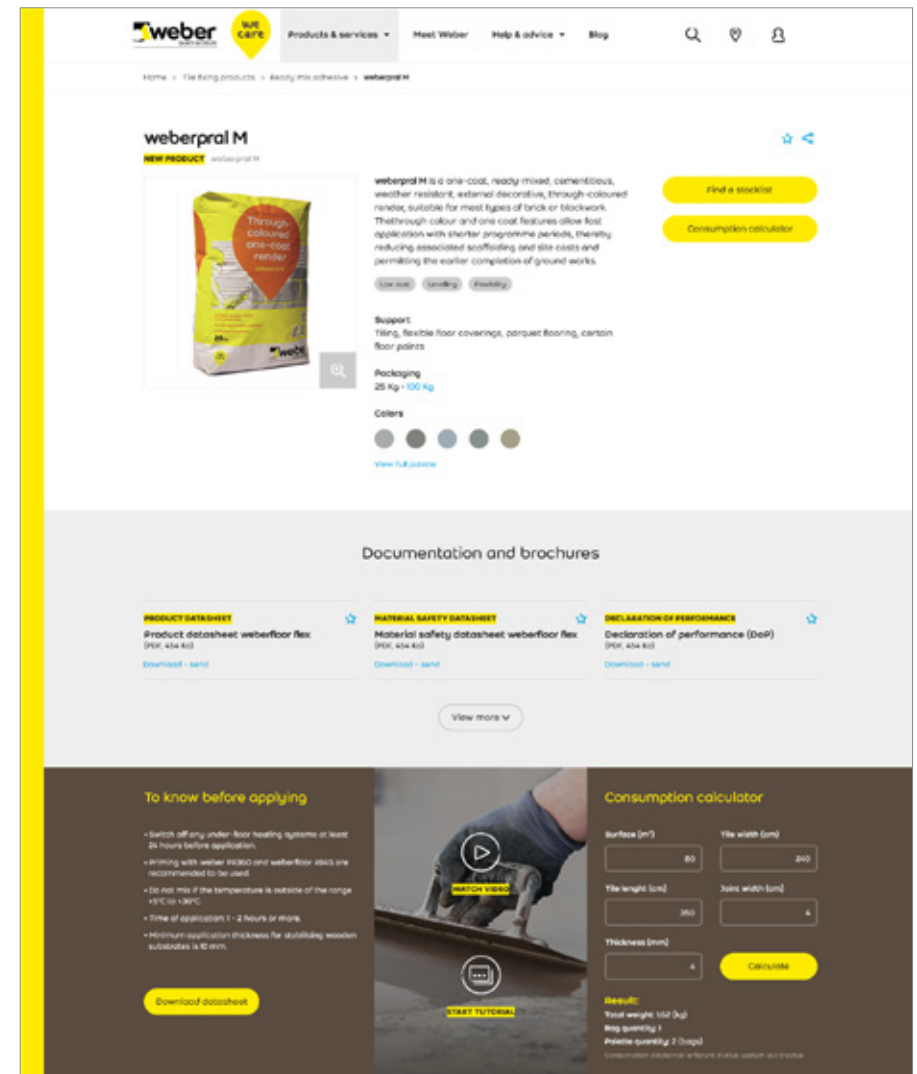


LABEL / CATEGORY

Collapsible Blocks



Example



05 Digital & audiovisual

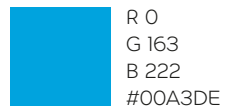
User interface

Text links & interaction

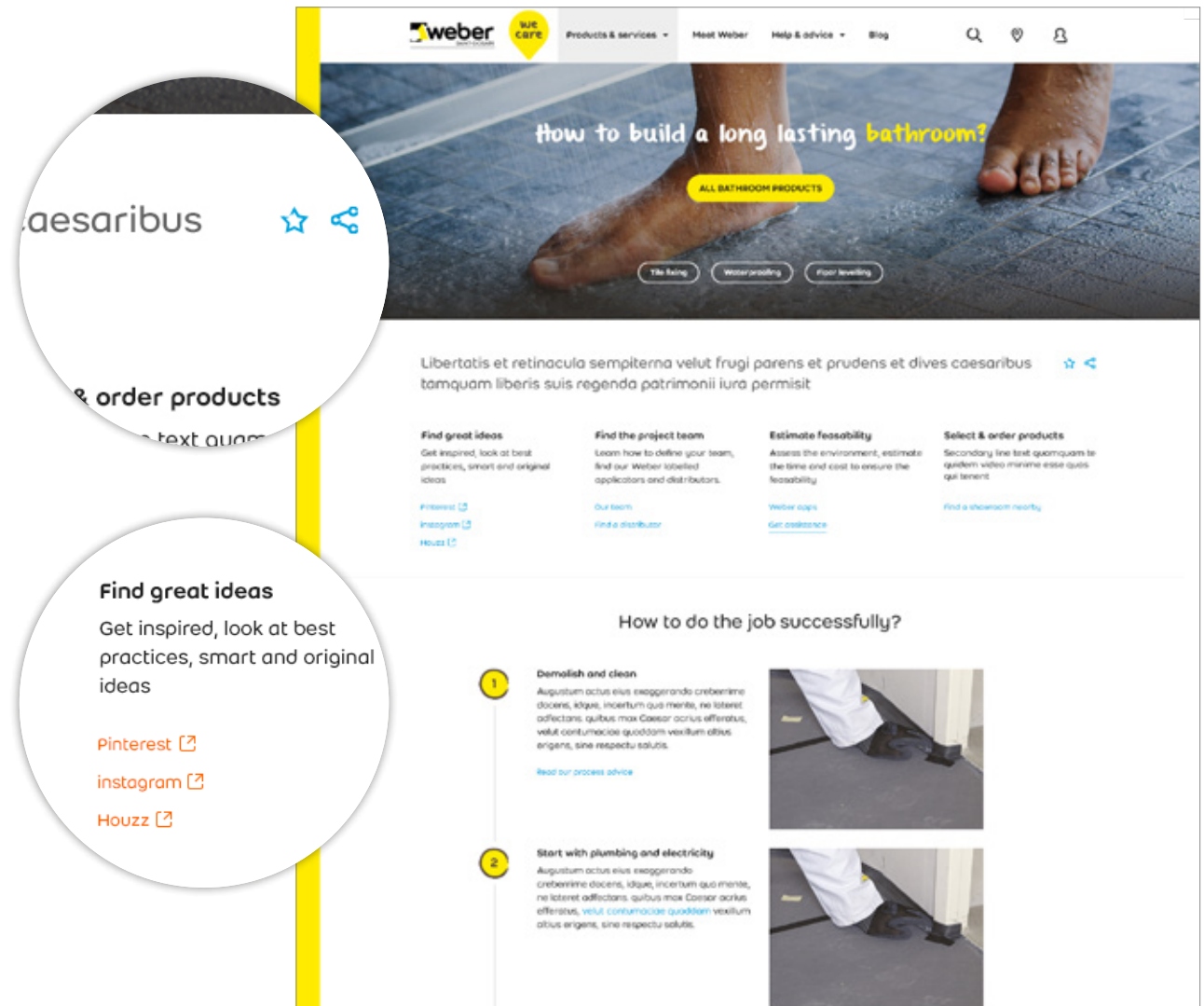
Weber blue and orange colours are used in order to show users interactions.

For example:

- hypertext links
- rollover on titles
- sharing buttons
- bookmark buttons
- download or send documents links



Beware, this orange value is different from the complementary colors orange.



05 Digital & audiovisual Websites

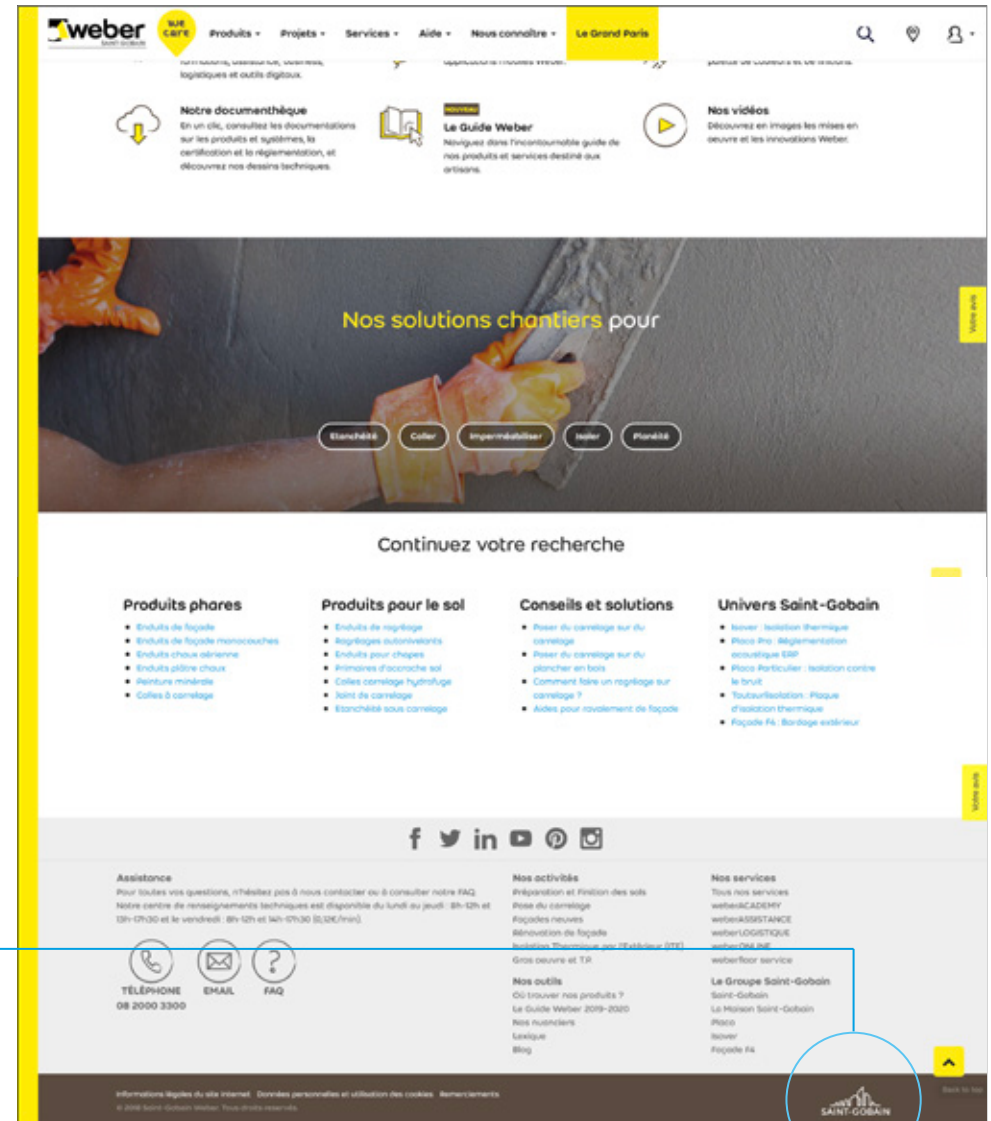
Place the Weber full-colour logotype on a white background in the header.

At the bottom right, use the white version of the Saint-Gobain logotype on a warm grey background.

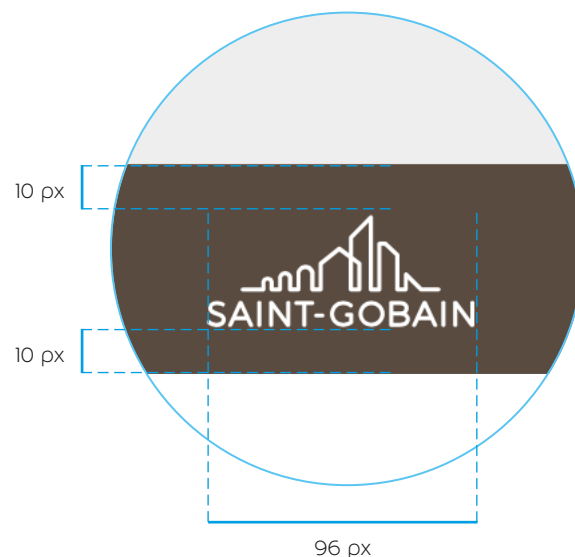
The Saint-Gobain logotype serves as a link to your local Saint-Gobain corporate website or to the global corporate website: www.saint-gobain.com.

Social media and support icons must be grey charted #646464.

The bottom area of the footer (copyright, the Saint-Gobain logotype) must exclusively have a warm grey background.



Minimum size



R 90
G 76
B 64
#5A4C40

R 100
G 100
B 100
#646464

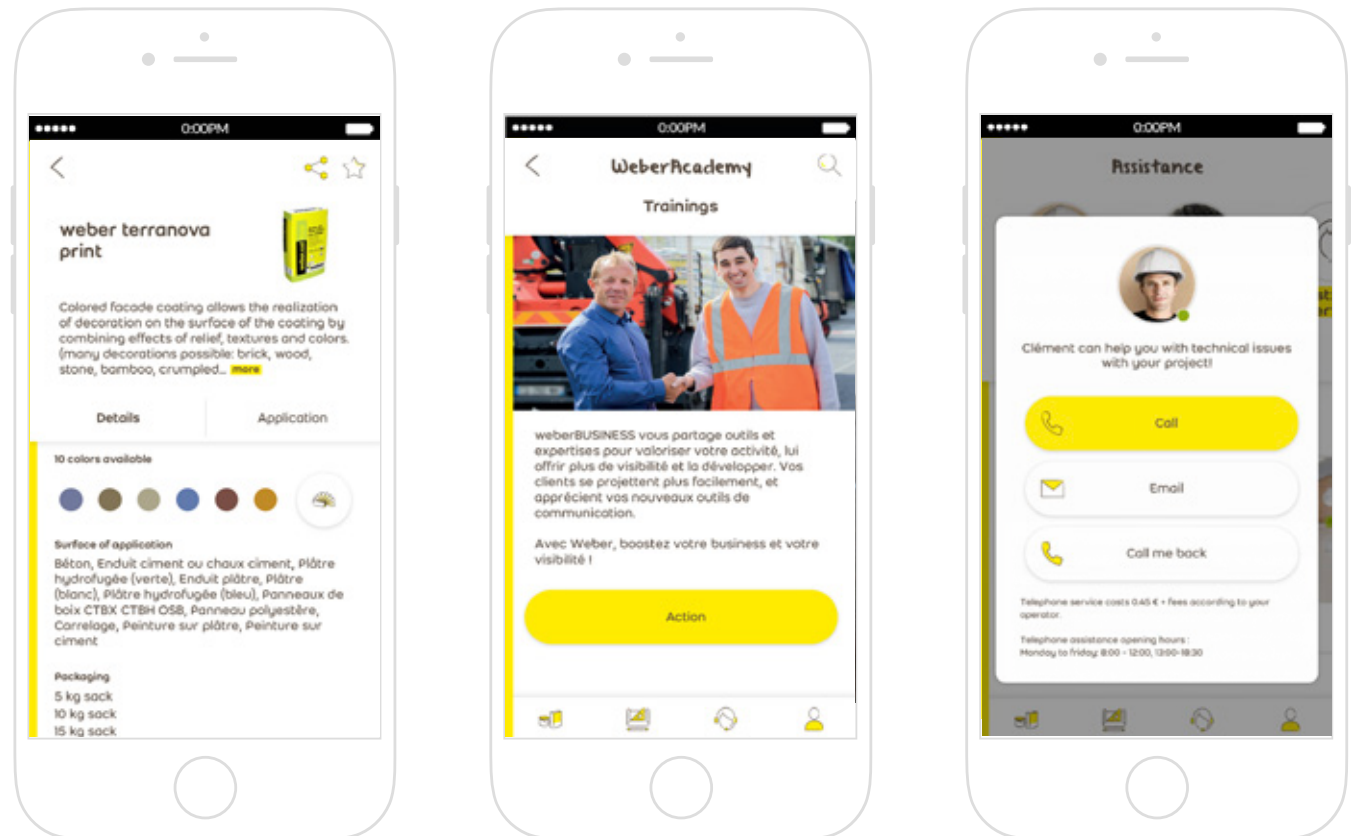
05 Digital & audiovisual

Mobile applications

The **Weber logotype** must be placed in its white protection area and the Saint-Gobain logotype at the bottom in its white version and on a grey warm background.

Yellow strip must be 10 pixels wide. It must be visible on all main pages of the application: splash screens, product pages, feature home pages... It is not mandatory on any other intermediate page, with depth or overlays screens such as header or pop-up banners.

The **double-image** principle is not used on mobile applications.



05 Digital & audiovisual

Social media

Cover photo

The **Weber logo** to use is the one with the white cartridge that acts as a protection area in the profile image format.

Note that on social media cover photos, the Weber logotype could cover the yellow strip. This has to be considered as an exception.

Yellow strip must be 30 pixels wide.

If the we care needs a translation (asterisk on the point-it), then the translation text will be added on the yellow strip. The text has to be in Weber brush 11px #5a4c40 police.

The **with of the Point-it** is 2/3 of the Weber logo width..

The **two images** have the same width in the banner. The text on the left image should not cover a person's face and be legible.

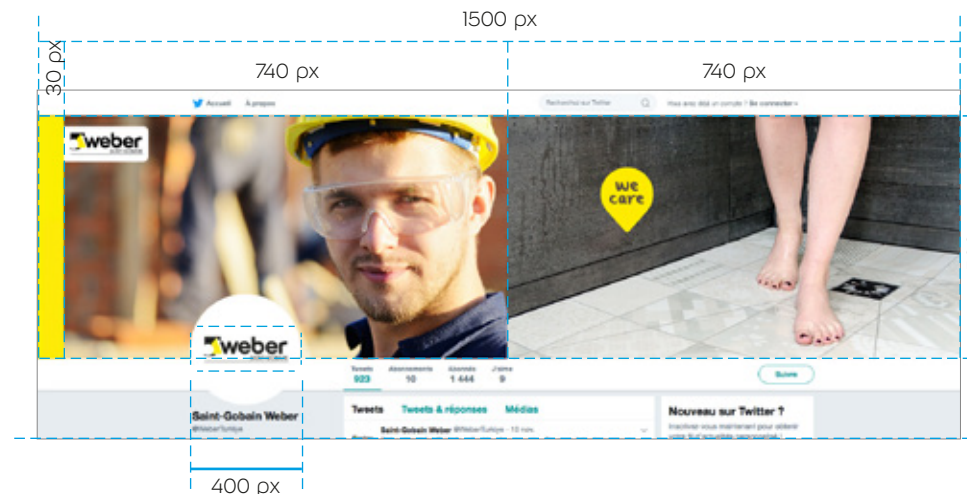
The Point-it must always be placed on the image on the right.

In any case, correctly follow the sizes of the images indicated by the social network.

Social media examples



Refer to **Facebook** technical constraints to set your pictures properly: <https://www.facebook.com/CoverPhotoSize>



Refer to **Twitter** technical constraints to set your pictures properly: <https://support.twitter.com/articles/127871-customizing-your-profile#>

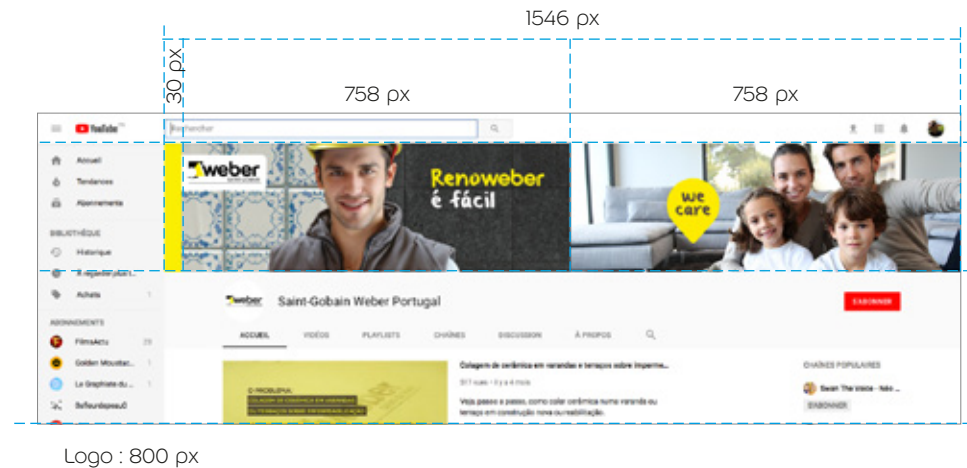
05 Digital & audiovisual

Social media

Cover photo

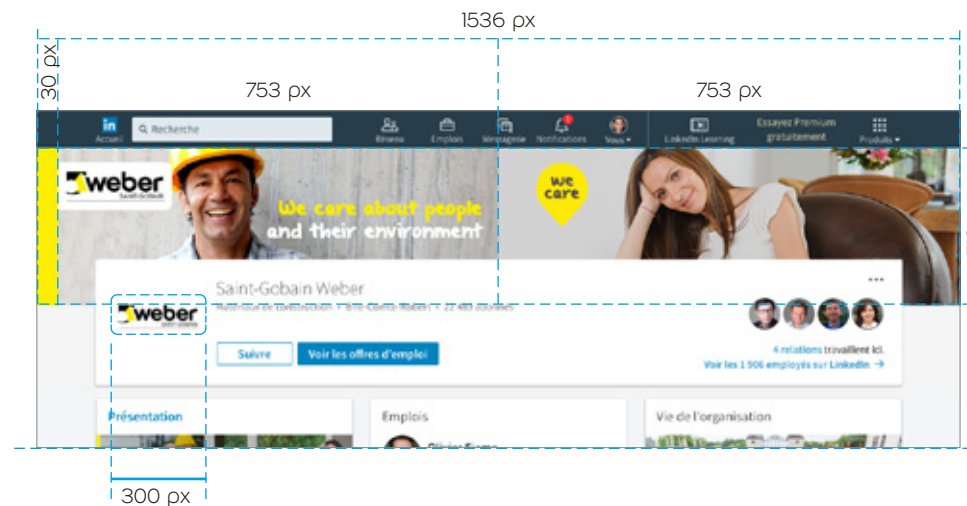
On **YouTube**, depending on the browser configurations, the Weber logo can, exceptionally, overflow on the Yellow Strip and the image on the left.

Social media examples



Refer to **YouTube** technical constraints to set your pictures properly:
<https://support.google.com/youtube/answer/2976309?hl=en>

On LinkedIn



Refer to **LinkedIn** technical constraints to set your pictures properly:
<https://www.linkedin.com/help/linkedin/answer/70781/image-specifications-for-your-company-pages-and-career-pages?lang=en>

05 Digital & audiovisual

Social media

Posts

On social media posts, the Weber logotype is placed at the top left side next to the yellow strip. When the logotype is placed on the left side, it should have left borders squared. In specific social media campaigns, the yellow strip and Weber logotype can be removed.



Download from
the Brand Identity Centre

Social media examples



05 Digital & audiovisual

Audiovisual

Use the intro and/or at minima the outro for all Weber videos.

The yellow strip and the embedded Weber logotype on the left are mandatory all along the video. As an exception, the logo should have left borders squared.



Download from
the Brand Identity Centre

Intro & outro screens



Other screens



Signage

06

06 Signage

Building signage & façade

The Weber logotype appears on top of the building and above the main entrance.

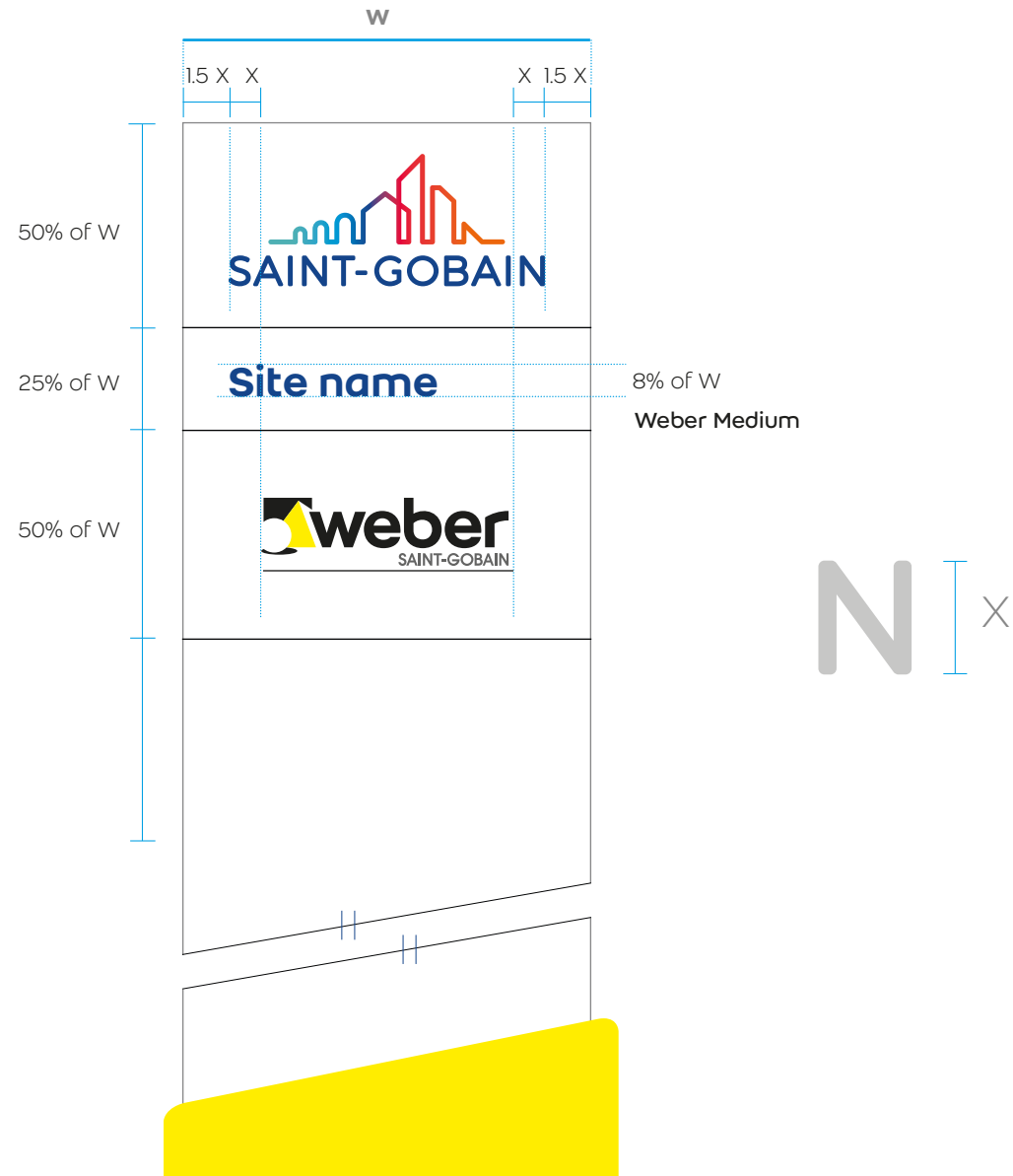
It must comply with the logotype protection area (see page 2).



06 Signage

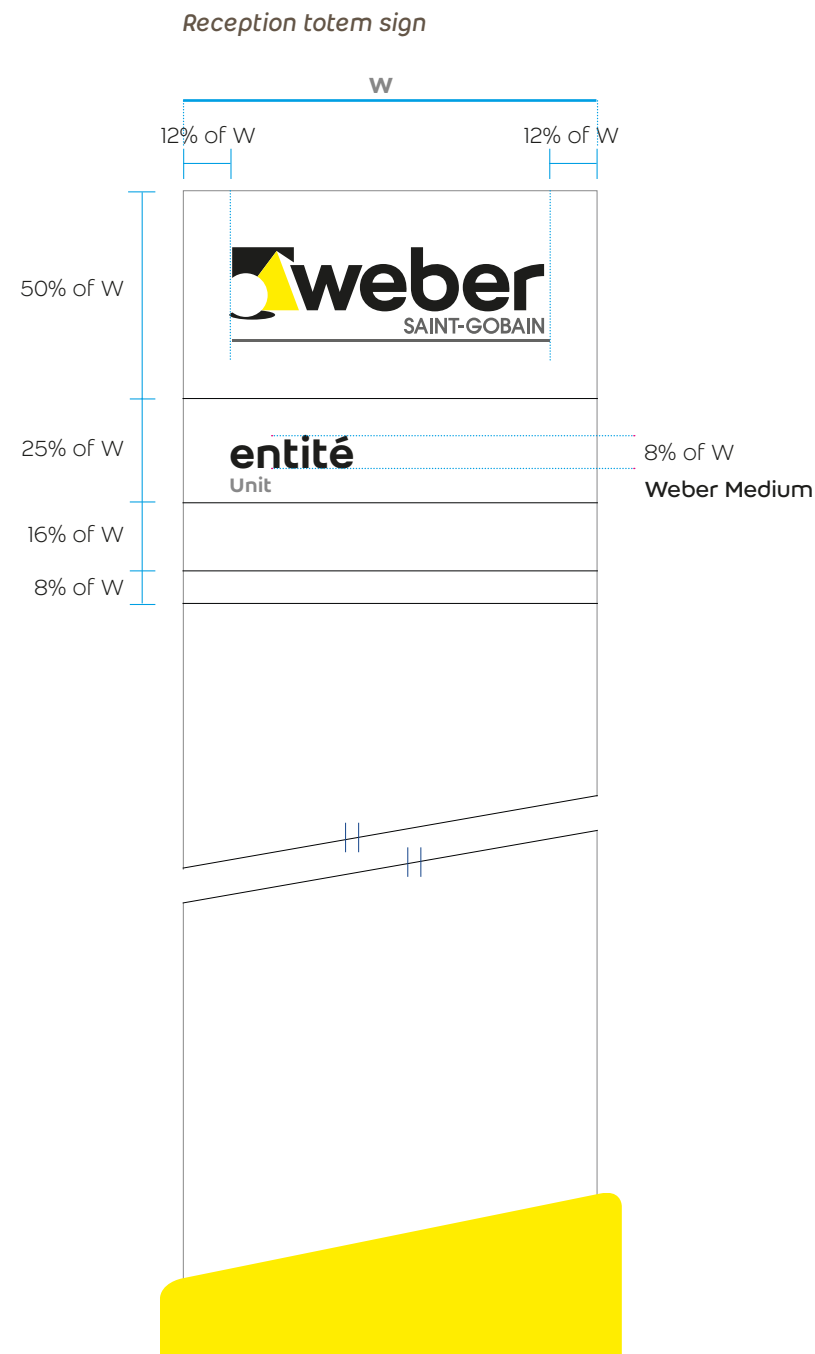
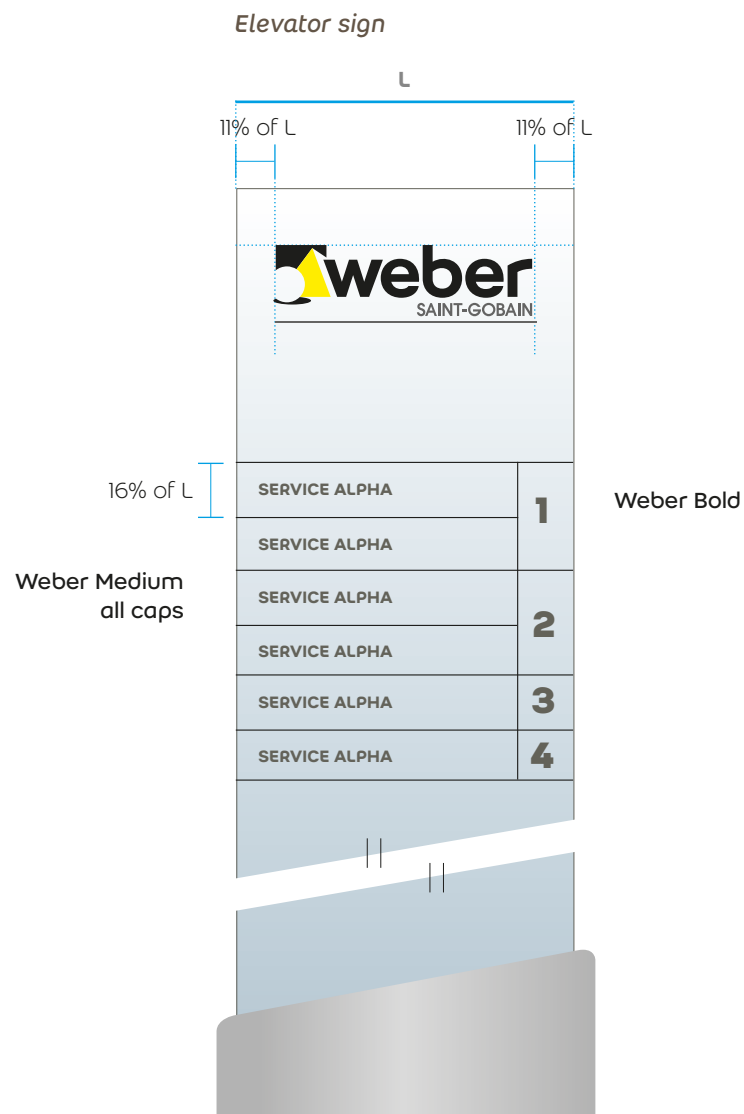
Entrance totem

Use nameplates of the same size for Saint-Gobain and the Weber logotype. Saint-Gobain's logotype is always at the top.



06 Signage

Interior signage



06 Signage

Interior directional signage

Directional Wall Signs

Measuring 40 centimeters wide, wall signs can hold no more than three nameplates. Always use a frame, even for a single nameplate.

Door Nameplates

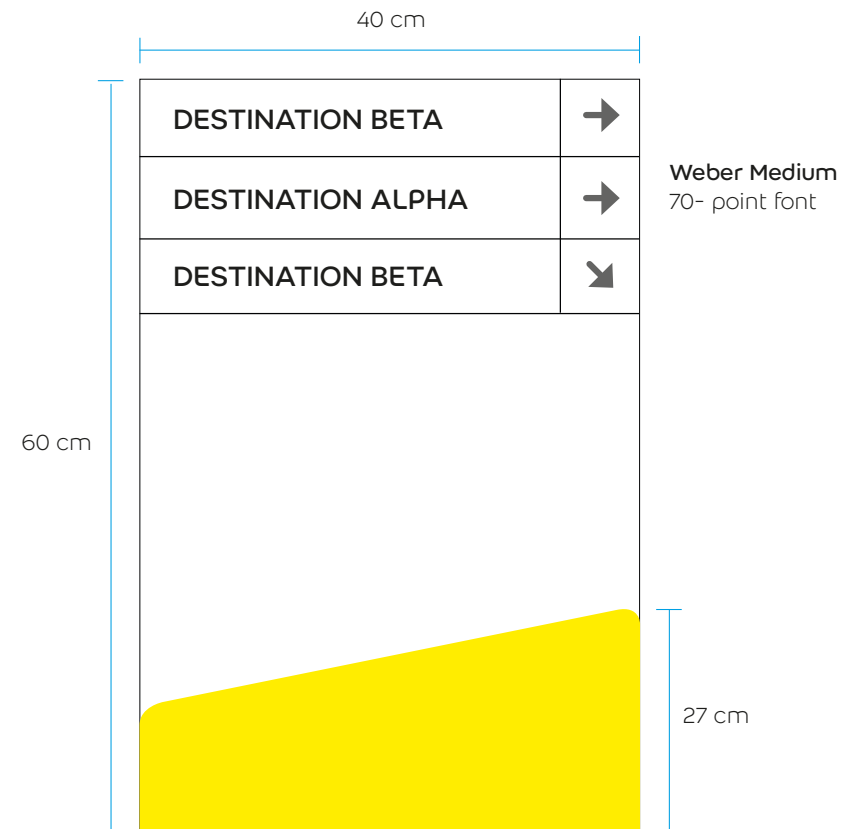
Paper or metal inserts with a white enamel finish fit in between two transparent sheets of Plexiglas® that are set in a frame mounted on the door.

Universal Signs

They are used to designate shared spaces, such as meeting rooms and restrooms.

Text, pictograms and numbers are screen printed on aluminum plates with a white enamel finish.

Directional wall sign



06 Signage

Flags & banners

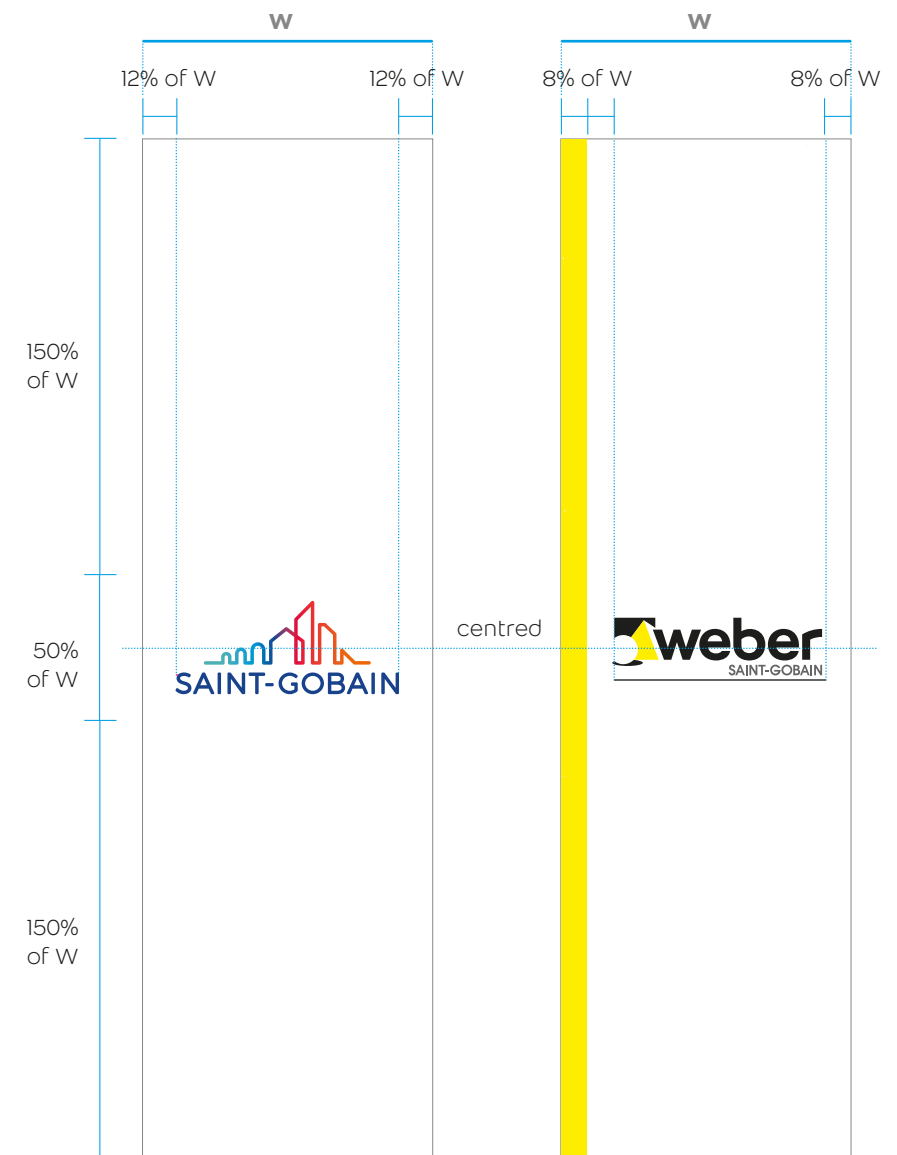
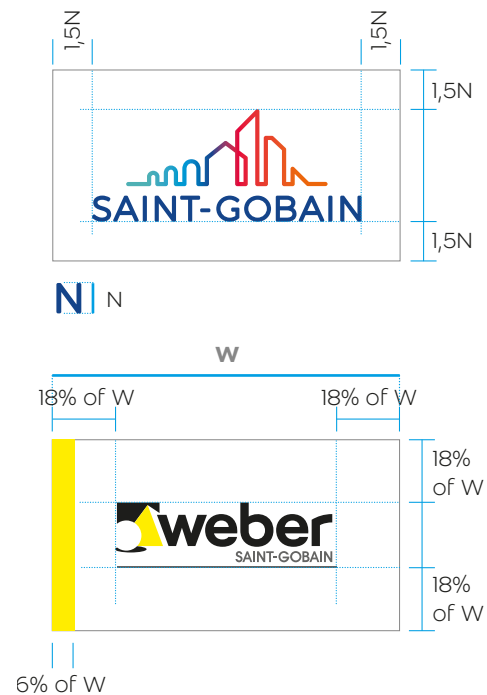
Flags and banners are used to increase our visibility.

They are placed in open spaces not far from building entrances and near the perimeter of company property.

Apply the logotype to both sides of flags and banners. Flagpoles and poles for banners have a white enamel finish.

Always have the Saint-Gobain and Weber flags together.

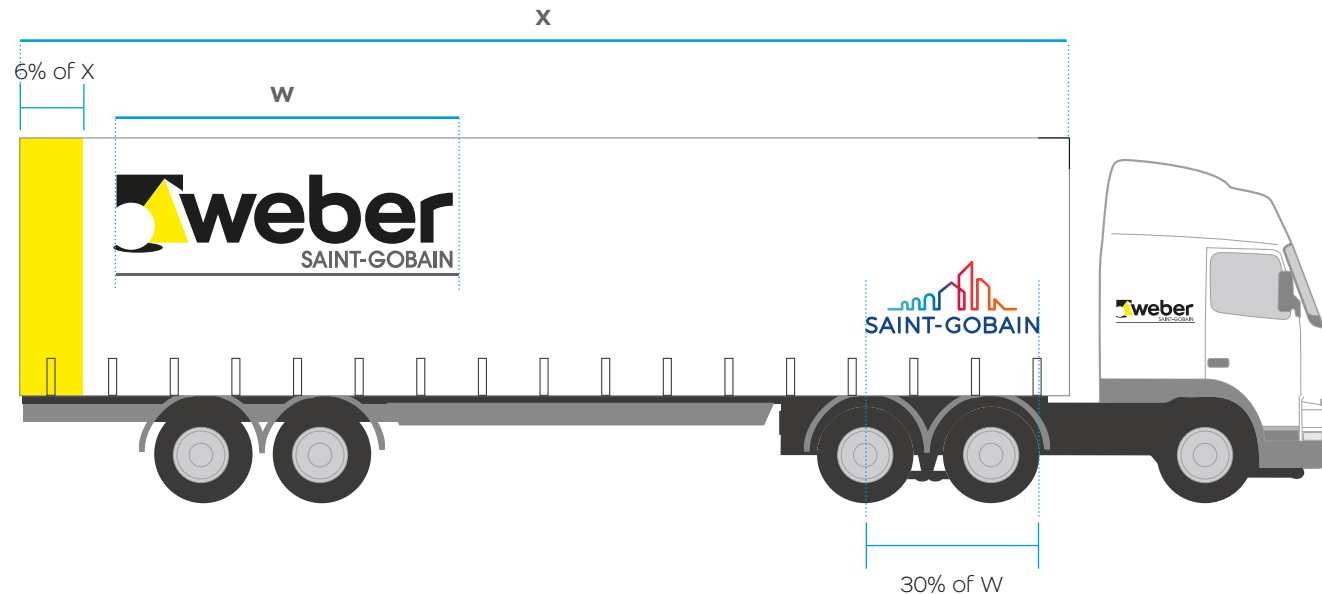
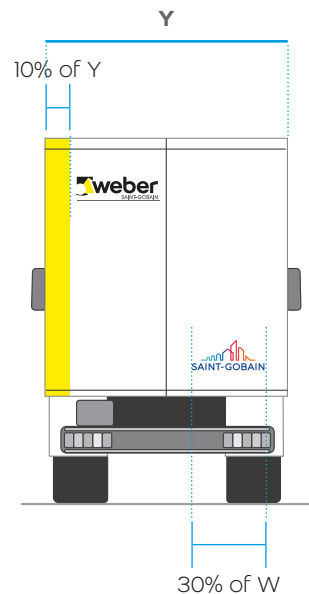
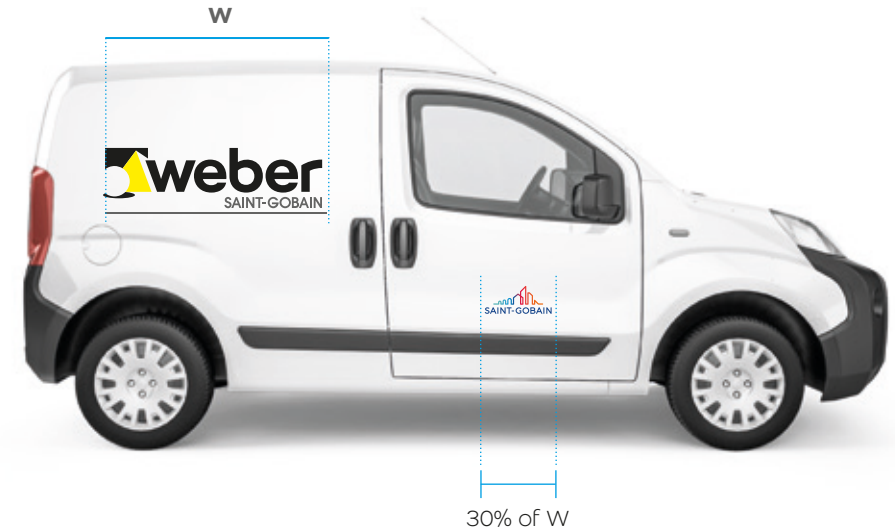
On flags, the yellow strip is not compulsory.



06 Signage

Trucks and cars

The guidelines shown may need to be adjusted for some applications.
The pictures shown are only examples.



Other

07

07 Other

Promotional items and goodies

One-colour logo on clear or dark backgrounds

It is possible to use this design on goodies when printing of the full-colour logotype is not technically possible.

The only accepted colours are: yellow, white, gold, silver and black.

Minimum size: height of 7 mm.

Don't use object with other bright colour than yellow.



07 Other

Promotional items and goodies



07 Other Packaging



For more information :
download the weberpack guidelines
from the Brand Identity Centre.

Packaging





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Download from
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Click here:

<https://brandidentity.saint-gobain.com>

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