



GRAPHIC GUIDELINES

November 2023 edition

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1 DESIGN ELEMENTS

LOGOTYPE

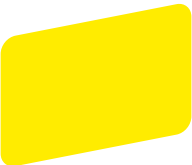
The colour version of the logotype should be used in priority.

It must be used on a white or a very light background only.

The colours and specific design of the logotype are invariable and should never be modified.



YELLOW



CMYK
C0-M0-Y100-K0
PANTONE®
Yellow C
RAL
RAL 1016

RGB
R255-G235-B0
HEXADECIMAL
#FFEB00

BLACK



CMYK
C0-M0-Y0-K100
PANTONE®
Black C
RAL
RAL 9005

RGB
R0-G0-B0
HEXADECIMAL
#000000

Logotype elements

PROTECTION AREA

In order to ensure the integrity of the brand, no graphic or text elements should overlap the protection area.

This area equals 1.2 x the height of the Saint-Gobain endorsement, as defined in the diagram.



MINIMUM SIZE

The minimum height of the logotype is 6 mm so that Saint-Gobain remains legible.

For digital communication, the minimum height is 25 pixels.



Endorsement

Apply the same method to all brands using the Saint-Gobain logotype font.

This method, simple and effective, respects the visual style of each brand while promoting a “family spirit” between the different brands.

Logotype elements

LOGOTYPE VERSIONS

Full-colour version

The Weber logotype is black and yellow (1). This is the main version of the logotype and it must be used in priority.

Single-colour version

The single-colour version can be only used when the full colour version cannot be used, for technical reasons or special applications: on steel, glass, engraved, one-colour printing...

There are three monochrome versions: white (2), black (3) and yellow (4).

Colour logotype, can be used in the iconic shape. It is imperative to respect a protection area.



1



2



3



4



Examples



Dont's

LOGOTYPE

The following are examples of instances when our graphic standards have not been followed.

These examples are not exhaustive.



Do not change the typeface



Do not use the full colour version of the logotype on coloured background



Do not distort proportions



Do not change the colours of the symbol



Do not use the full colour version of the logotype on dark photo backgrounds



Do not change the proportions of the endorsement



Do not change the colour of the logotype



Do not use the white version of the logotype on light backgrounds

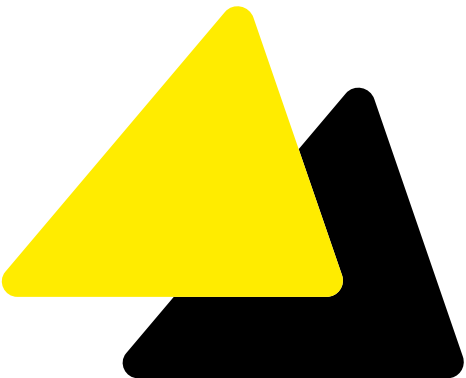
Logotype elements

SYMBOL

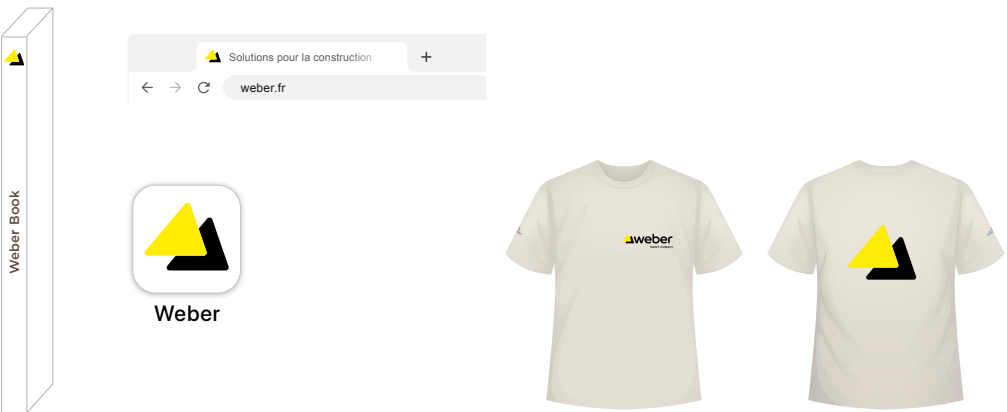
You can use the symbol only on specific applications:

- brochure edge
- favicon
- app icon
- tee-shirt

The symbol cannot be used alone, always use with the Weber name or logotype nearby on the application.



EXAMPLES



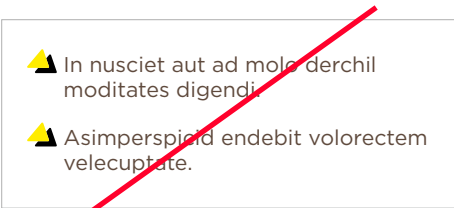
The symbol may be used in outline only, sparingly, and played with as an illustrative element of the background.

EXAMPLES



Dont's

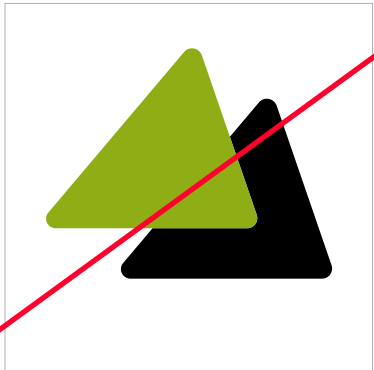
SYMBOL



Do not use the symbol as bullet points



Do not write anything in the symbol



Do not change the colours of symbol



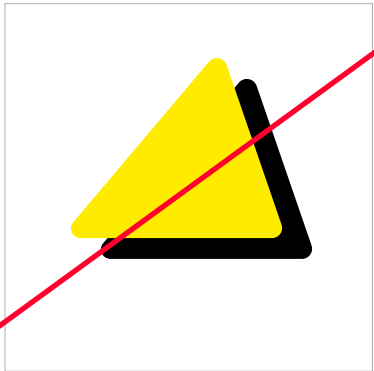
Do not change the proportions of the symbol



Do not use a visual in the symbol



Do not write next to the symbol

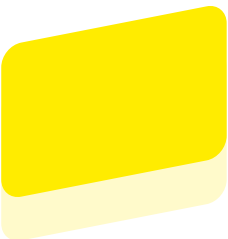


Do not change the spacing between the 2 shapes of the symbol

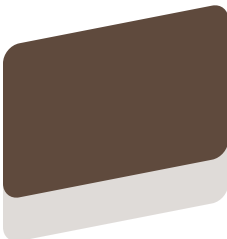
Colour palette NEW

PRIMARY COLOURS

The main colours are yellow and grey.



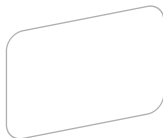
CMYK
C0-M0-Y100-K0
PANTONE®
Yellow C
RGB
R255-G235-B0
HEXADECIMAL
#FFEB00
RAL
RAL1016



CMYK
C25-M35-Y45-K65
PANTONE®
7532 C
RGB
R90-G76-B64
HEXADECIMAL
#5A4C40
RAL
RAL7013

SECONDARY COLOURS

Complementary colours should be used sparingly, for example on the inside pages of document.



CMYK
C50-M0-Y100-K10
PANTONE®
2301C
RGB
R143-G173-B21
HEXADECIMAL
#8FAD15



CMYK
C80-M25-Y0-K0
PANTONE®
2925 C
RGB
R0-G173-B225
HEXADECIMAL
#00ADE1



CMYK
C0-M100-Y70-K0
PANTONE®
186 C
RGB
R237-G5-B48
HEXADECIMAL
#ED0530



CMYK
C0-M70-Y100-K0
PANTONE®
166 C
RGB
R255-G120-B0
HEXADECIMAL
#FF7800



CMYK
C0-M90-Y0-K0
PANTONE®
219 C
RGB
R230-G50-B140
HEXADECIMAL
#E6328C

A transparency can be applied. They can be used to highlight a text, for backgrounds and colour blocks on interior pages.

Typefaces

PRINTED MATERIALS

The Gotham typeface is used on all Weber's communications, except on stationery and multimedia.

Caveat is used sparingly, always in upper and lower case: for subtitles or to highlight certain texts.

For product names, use Gotham Rounded Medium in lower case with a letter spacing of -60.

The name Weber is always written upper and lower case: **Weber**.

Weber can be written in capital letters only when the whole text is already in capital letters: LOREM DOLOR **WEBER** AMET.

MAIN TYPOGRAPHY: TITLES AND BODY TEXT

Gotham Thin

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Book

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ



Gotham is a commercial font, which means that it requires a licence to be used in commercial projects. Your communications agency can purchase a licence and download it on this website: <https://www.typography.com/fonts/gotham/styles>
For your project developed in-house, contact the Brands & Communication team to benefit from the Saint-Gobain licence.

SUBSIDIARY TYPEFACE

Caveat Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Caveat Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ



Caveat is a copyright-free (royalty-free) typography. You can download it on this website: <https://fonts.google.com/specimen/Caveat>

PRODUCT NAMES

Gotham Rounded Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Typefaces

WEB & APP

Ubuntu and Roboto typefaces must be used for digital such as websites and apps.

STATIONERY

Arial is a common font for all operating systems. It allows for easy exchange within the Group of all office and/or editable documents.

WEB & APP

Ubuntu Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Ubuntu Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Ubuntu Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Roboto Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Roboto Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Roboto Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

STATIONERY

Arial Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ



Ubuntu is a copyright-free (royalty-free) typography. You can download it on this website:
<https://fonts.google.com/specimen/Ubuntu>

Roboto is a copyright-free (royalty-free) typography. You can download it on this website:
<https://fonts.google.com/specimen/Roboto>

Arial is a pre-loaded typography on your Saint-Gobain desktop. You do not need to download it.

Pictograms are used on packaging or communication tools.

Pictograms are available in one and two colour version.

They can be declined in any colour of the palette to suit your supports.

Pictograms can be used with or without a text. Text must be written in Gotham Narrow Bold, upper case letters.

Gotham Narrow Bold

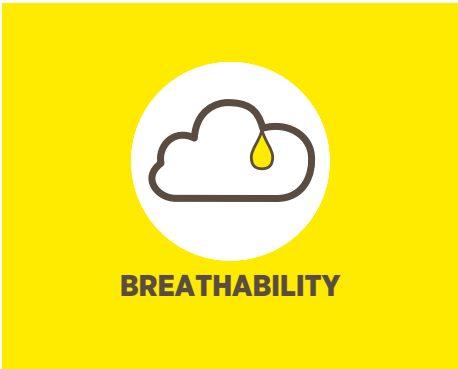
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

The Brands & Communication team is in charge of creating new pictograms making them available for all countries.

Examples



BREATHABILITY



BREATHABILITY

1 colour



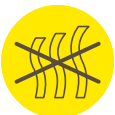
RAPID SET



TROWEL APPLICATION



ADD WATER



ANTI ALGAE

2 colours



RAPID SET



TROWEL APPLICATION

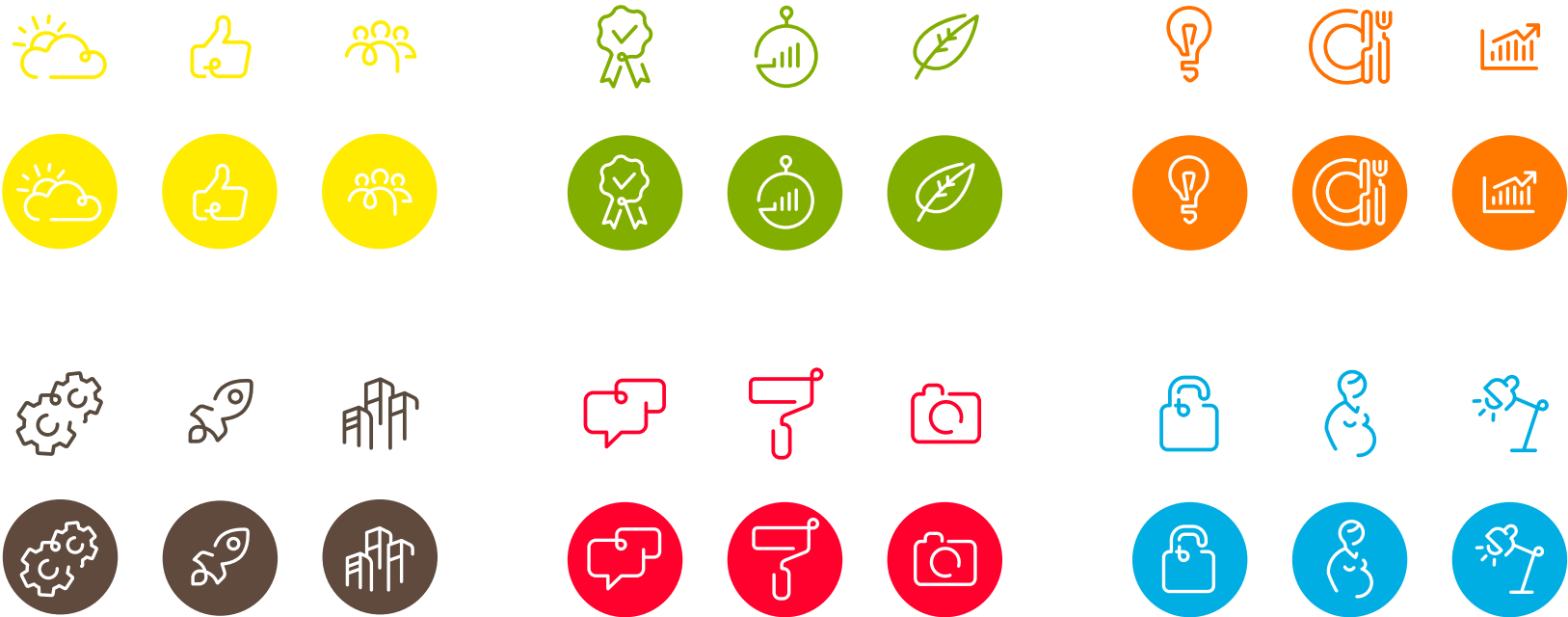


ADD WATER



ANTI ALGAE

Here you'll find some examples of PowerPoint icons.
They can be used in a coloured version or in their white version, on a coloured sticker.



Iconic shape

The iconic shape is a strong element of the brand's visual territory. It can be used as a solid colour block or an outline frame to contain text or a photograph, with or without shadow.

Here are some possible uses:

Text + image (shifted)



Text + image

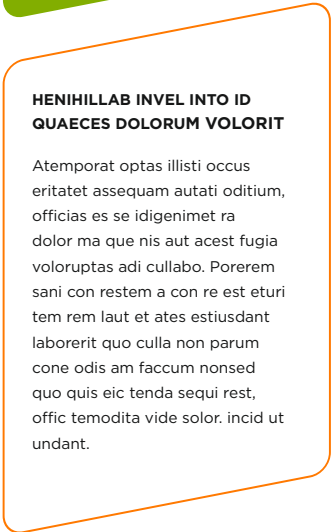


Image + shadow



Image

Text bloc



Text bloc outline

Photography

Light pictures, dynamic lay-outs and bright colours create a coherent framework and help to shape a consistent visual style for Weber.

Images should include people whenever possible.

Focus on faces and hand are used to express our promise of customer proximity and our caring approach.

A quiet area in the image adds breathing space and allows for legible text.



Market Mission Usage

“We care about building better for people and the planet by offering solutions that deliver performance and sustainability to drive the transformation of the construction market”.

The market mission for construction brands nourish the Saint-Gobain vision: To be the worldwide leader in light and sustainable construction.

In the iconic shape

Weber cares about building better for people and the planet by offering solutions that deliver sustainability and performance.

It is not a slogan or a brand signature.

It must be always associated to the Weber brand: “Weber cares about building better for people and the planet by offering insulation solutions for buildings and equipment that deliver sustainability and performance”.

As a title

Weber cares about building better for people and the planet.

Aximo modis voluptur sit reperibeaque alitatem dolupta tureperiatem si cus por molent et aut dolo dolorem ium.estotat hiliquaspis dolupta tatur, ipsam hil inusa.quiaae. Itaspero ipicimet. Atis nus delignimus. Ment litibus vollicide coreperibus qui omni consed ex exces esed quaspe volupta volut dem niet a corem fugit a este as magnatempedi as doloreium ni dolorepedis miliam fugitis aut voloratist, sinvercipis et harumquam faccusa ntorporesedi odis minctinctium volessit dolupta.

Some examples of usage:

- In the iconic shape
- As a title
- Inside a paragraph

Inside a paragraph

Consedi dit, inimagnate milis nihilluptias ut qui dipid quiam ut aut qui bero dolenda ndicia quate net dolupta tionsequis dolupta turent doluptur.

Weber cares about building better for people and the planet by offering insulation solutions for buildings and equipment that deliver sustainability and performance.

Ment litibus vollicide coreperibus qui omni consed ex exces esed quaspe volupta volut dem niet a corem fugit a este as magnatempedi as doloreium ni dolorepedis miliam fugitis aut voloratist, sinvercipis et harumquam faccusa ntorporesedi odis minctinctium volessit dolupta.

PRINCIPLES

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.

On light backgrounds (1) or light pictures, the Saint-Gobain logotype is used in colour.

On dark backgrounds (2) or dark pictures, in order not to interrupt the reading, the Saint-Gobain logotype must be used in white.

PROTECTION AREA

An area equivalent to the letter «O» in the Saint-Gobain name determines the logotype’s protective space.

MINIMUM SIZE

The Saint-Gobain logotype must never be used in a size that would make it difficult to read or identify. A minimum size for use has been defined at 10 mm wide.

For digital use, the minimum size is 100 pixels.

1



2



10 mm



2 STATIONERY AND OFFICE DOCUMENTS

Weber logotype centred at the top.
The Saint-Gobain logotype is positioned
in the bottom right corner of the document.
All texts are 100% black.



Business card large format - 130 x 85 mm



- | | | |
|--|---|---|
| 1 First and last names
Gotham Medium
8-point font | 2 Job title or position
Gotham Book
6-point font
8-point line spacing | 3 Contact details
Gotham Book
6-point font
8-point line spacing |
|--|---|---|

Dimensions are in millimetres

A4 FORMAT

The letterhead is an official document.
As such, the Saint-Gobain logotype appears in the footer.
The Weber logotype appears in the header.
All texts are 100% black.

- 1 Office texts**
Arial Regular
11-point font
12-point line spacing
- 2 Company name**
Arial Bold all caps
7-point font
9-point line spacing
- 3 Address**
Legal informations
Arial Regular
7-point font
9-point line spacing

Dimensions are in millimetres

Letterhead A4 format - 210 x 297 mm



Following sheet - 210 x 297 mm



U.S. FORMAT

The letterhead is an official document.
As such, the Saint-Gobain logotype appears in the footer.
The Weber logotype appears in the header.
All texts are 100% black.

- 1 Office texts
Arial Regular
11-point font
12-point line spacing
- 2 Company name
Arial Bold all caps
7-point font
9-point line spacing
- 3 Address
Legal informations
Arial Regular
7-point font
9-point line spacing

Letterhead U.S. format - 8.5 x 11"



Following sheet U.S. format - 8.5 x 11"



Dimensions are in inches

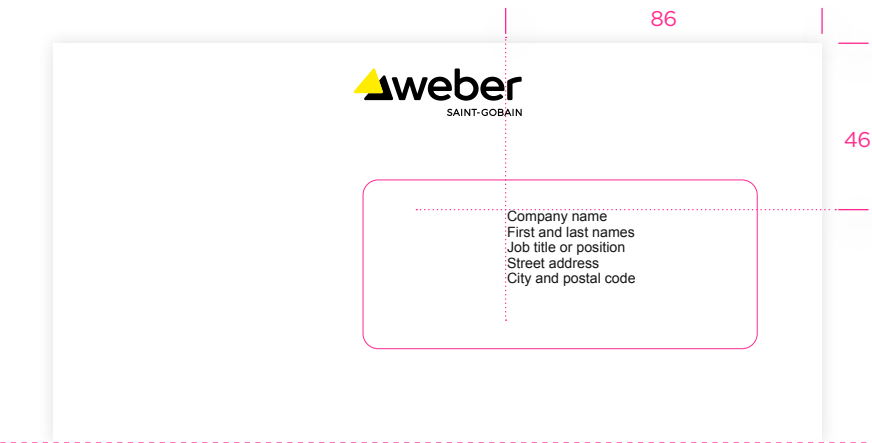
Letterheads

LETTERHEAD WITH ADDRESS

The logotype is always centred at the top of the letterhead.

Address and contact information:

The address and contact information can either be placed on the right or left of the page, depending on which envelope is used.



A4 format - 210 x 297 mm. Dimensions are in millimetres



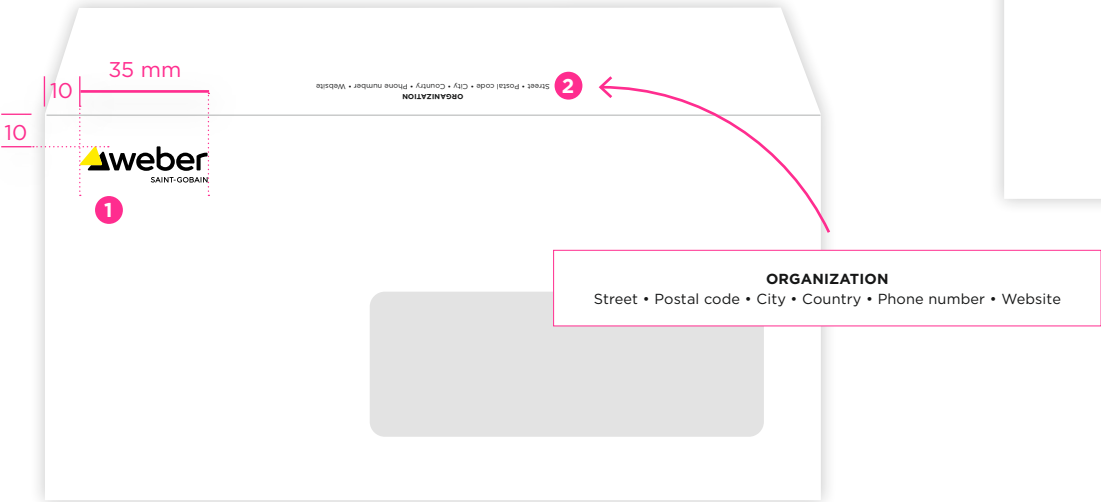
Letterhead U.S. format - 8.5" x 11". Dimensions are in inches

FRENCH FORMAT

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

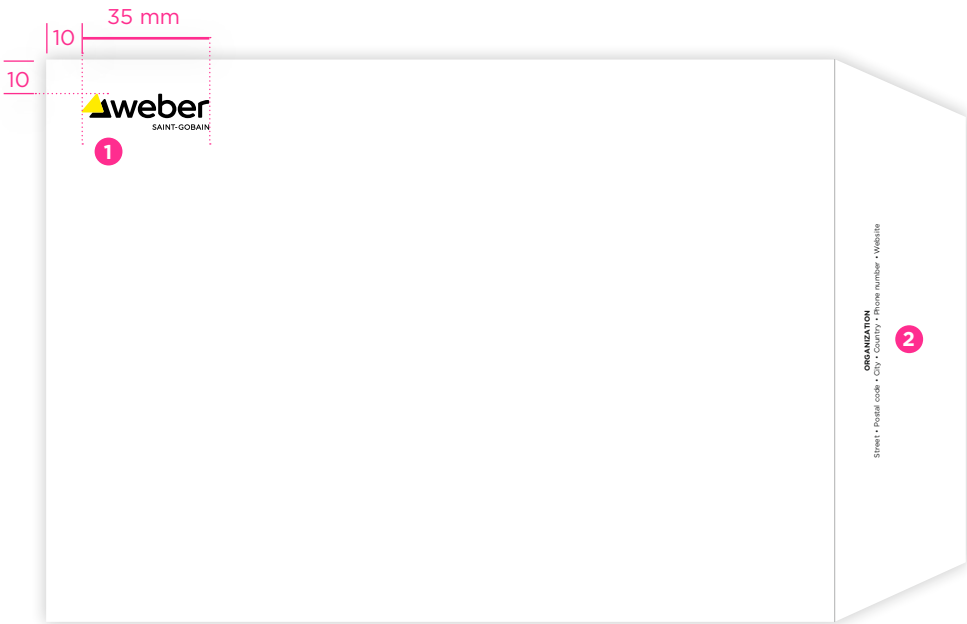
Put the contact details on the flap (on the back of the envelope when sealed).

220 x 110 mm envelope



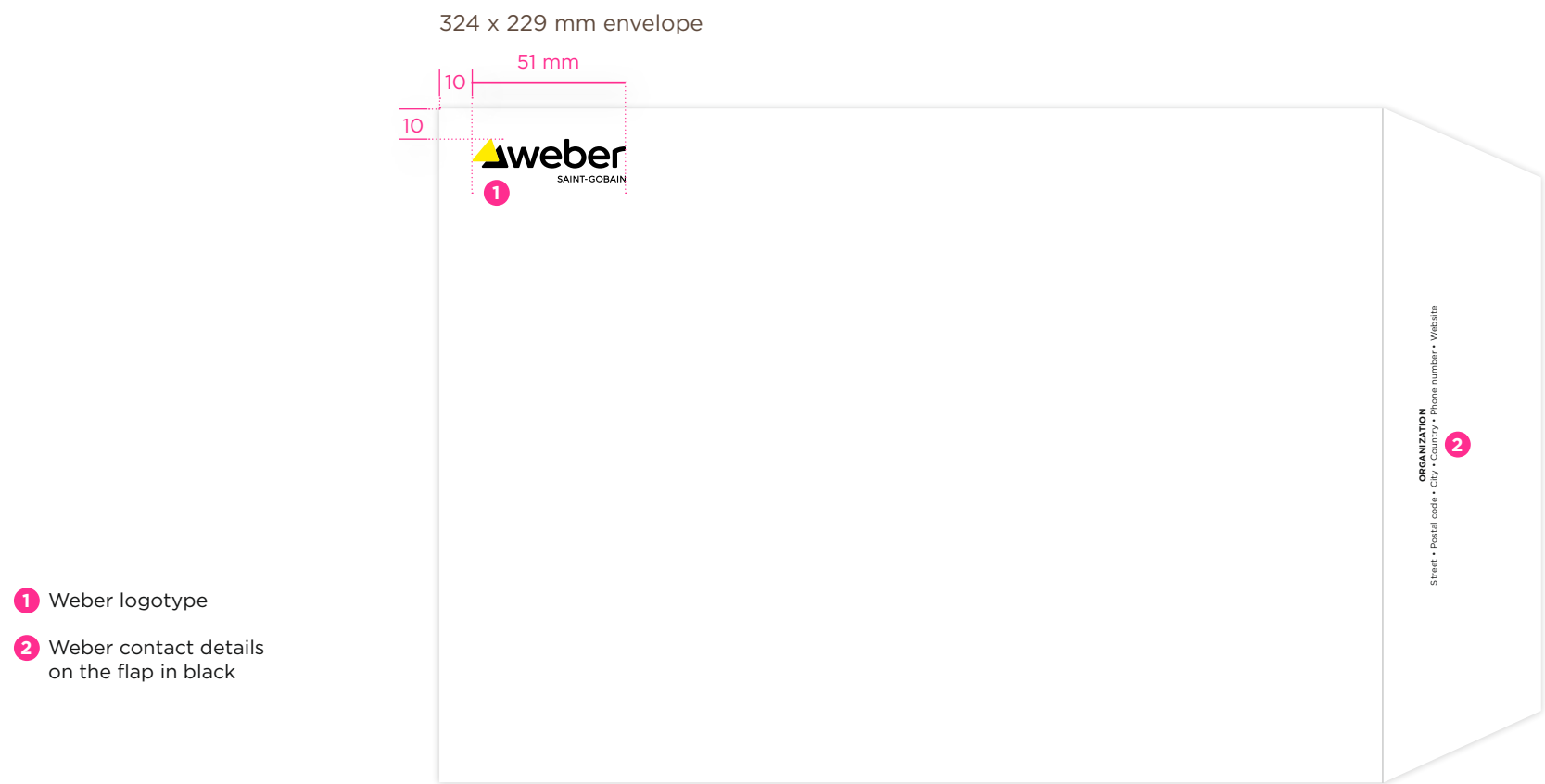
Dimensions are in millimetres

225 x 160 mm envelope



- 1 Weber logotype
- 2 Weber contact details on the flap in black

Envelopes



Dimensions are in millimetres

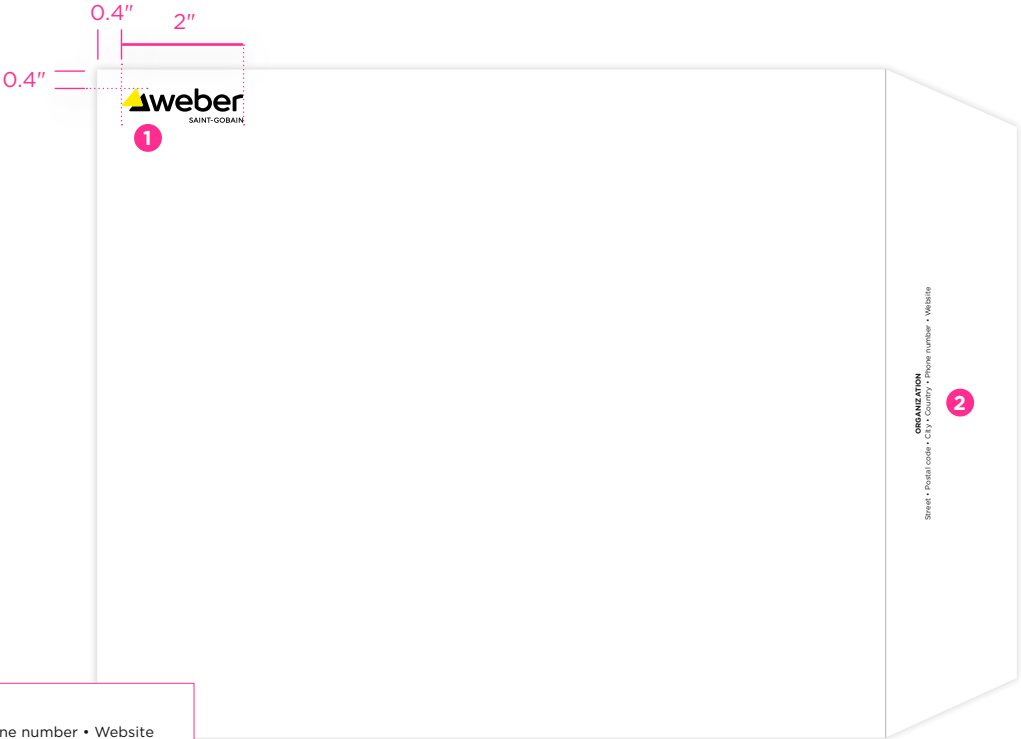
Envelopes

U.S. FORMAT

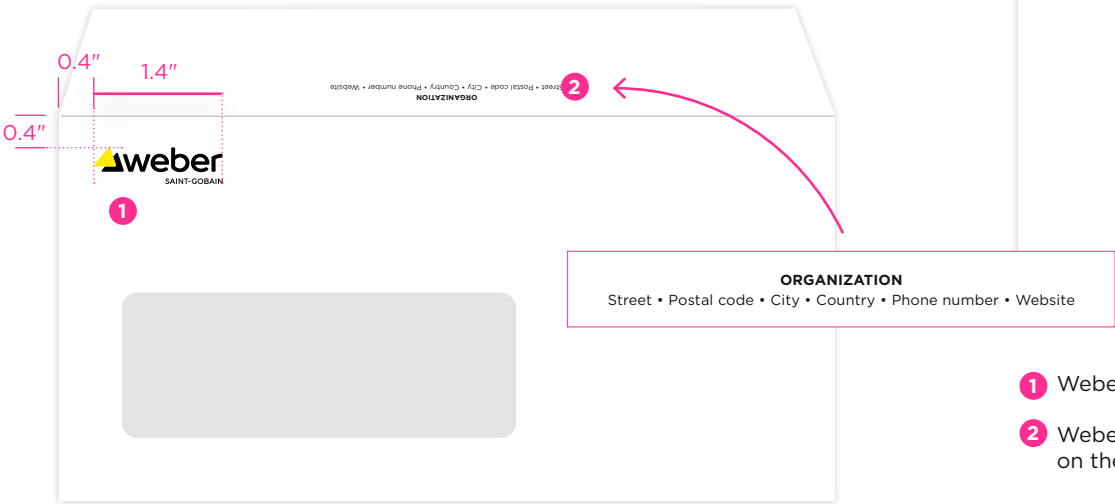
Place the Weber logotype at the top left on the front of envelope.

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

13 x 10" envelope



9.45 x 4.14" envelope



- 1 Weber logotype
- 2 Weber contact details on the flap in black

Dimensions are in inches

The construction of the meeting minutes and the appointment announcement is the same as those of the Group, adapted to the graphic codes of Weber (logotype and colours).

French A4 format - 210 x 297 mm

46 mm



MEETING MINUTES

FROM

TO

COPY

DATE

[Sender]

[Recipient]

[Copy]

[January XX, XXXX]

OBJECT

[Subject of note]

Message



20 mm

Dimensions are in millimetres

46 mm



APPOINTMENT

Date:

COUNTRY / REGION

Department name

APPOINTMENT OF XXXXX XXXXX AS XXXXX XXXXX

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.

BIOGRAPHY

Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

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.



20 mm

The construction of the press releases is the same as that of the Group's press releases, adapted to the graphic codes of Weber (logotype and colours).

French A4 format - 210 x 297 mm



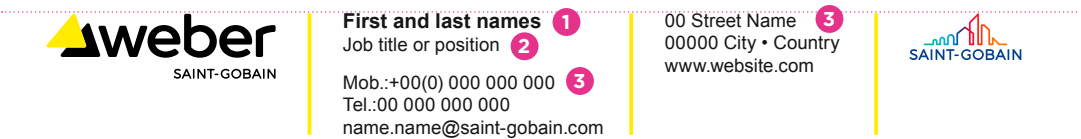
Dimensions are in millimetres



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.

Arial typeface should be used on all email signatures.

Email signature



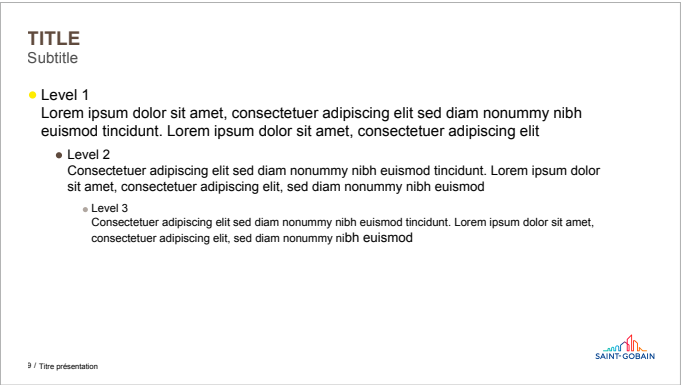
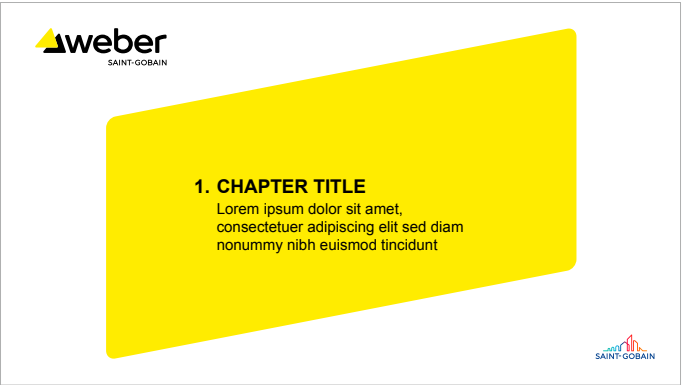
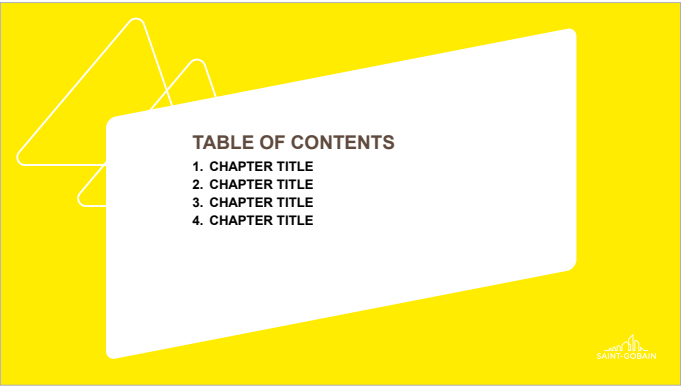
Event email signature



In your signature, don't hesitate to include an event banner. This will generate opportunities related to your organization or function (Top Employer Global, event announcement, trade show presence presence at a trade show, etc.).

- 1 Name
Arial Bold
11-point font
- 2 Job title or position
Arial Regular
10-point font
- 3 Infos & Adress
Arial Regular
10-point font

Arial typeface should be used on all PowerPoint presentations for better computer compatibility.



3 PUBLICATIONS

GENERAL DOCUMENTATION

Vertical brochure construction

The graphic system is built around the iconic shape.

In publications, it is used to contain a visual or text.

To achieve the desired effect, you can adapt it and use Weber colours.

We favour the presence of the yellow colour in any asset or application, either in the background or foreground, in order to maintain the identity touch of the brand.

The shadow of this iconic shape is a strong element of Weber's identity.

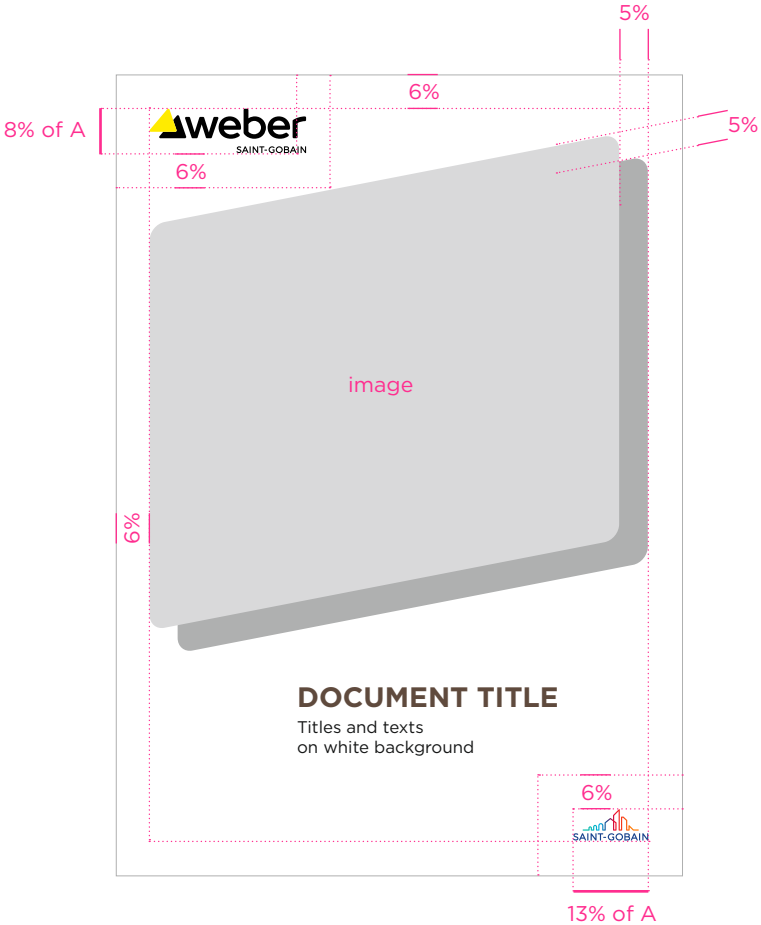
Logotypes are proportional to the size of the document.

For sizes equal or superior to A4

The height of the Weber logotype is **8%** of the smaller side (A). It is always positioned in the upper left corner of the document.

The Saint-Gobain logotype's width is **13%** of the smaller side (A). It is always positioned in the lower right corner of the document.

Titles and subtitles are in Gotham font. They can either be inside the iconic shape or outside. If they are placed on the visual, it is important to ensure that they are easy to read, by using a white gradient for example.



All percentages are percentages of A (the smaller side of the format)

Front covers

GENERAL DOCUMENTATION

Vertical brochure construction

Here are some other examples of layouts based on this construction principle.

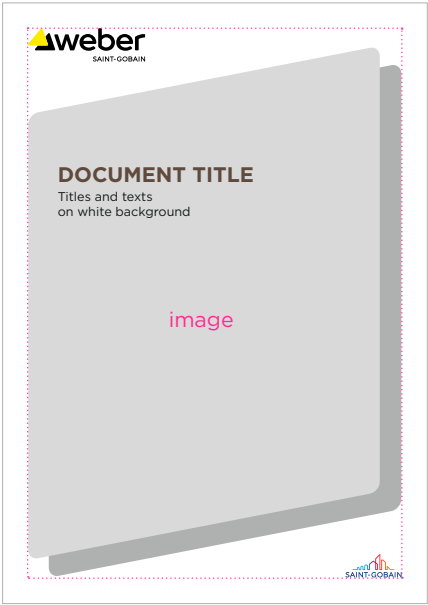
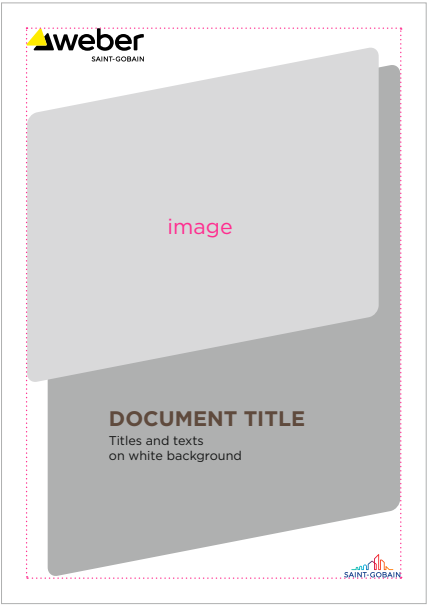
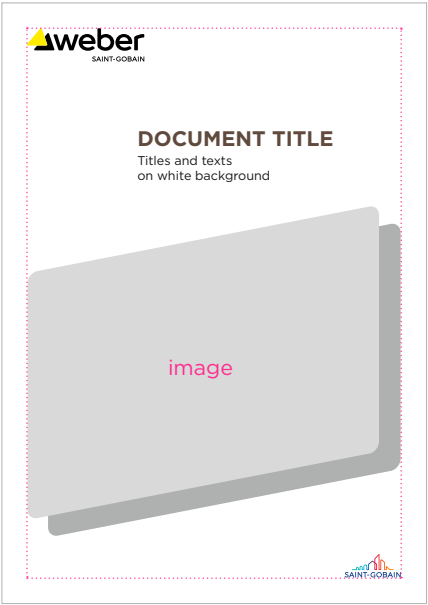
The placement of elements in the format is relatively free.

What cannot change :

- the size and position of the logotypes
- the rotating white
- the thickness of the gap between the two iconic shapes

What can change :

- the position and size of the iconic shapes
- the position of the title



GENERAL DOCUMENTATION

A4 vertical examples

Titles come in grey, yellow, black or white.



Front covers

GENERAL DOCUMENTATION

Horizontal brochure construction

For horizontal formats, the system remains the same as for vertical formats.

We favour the presence of the yellow colour in any asset or application, either in the background or foreground, in order to maintain the identity touch of the brand.

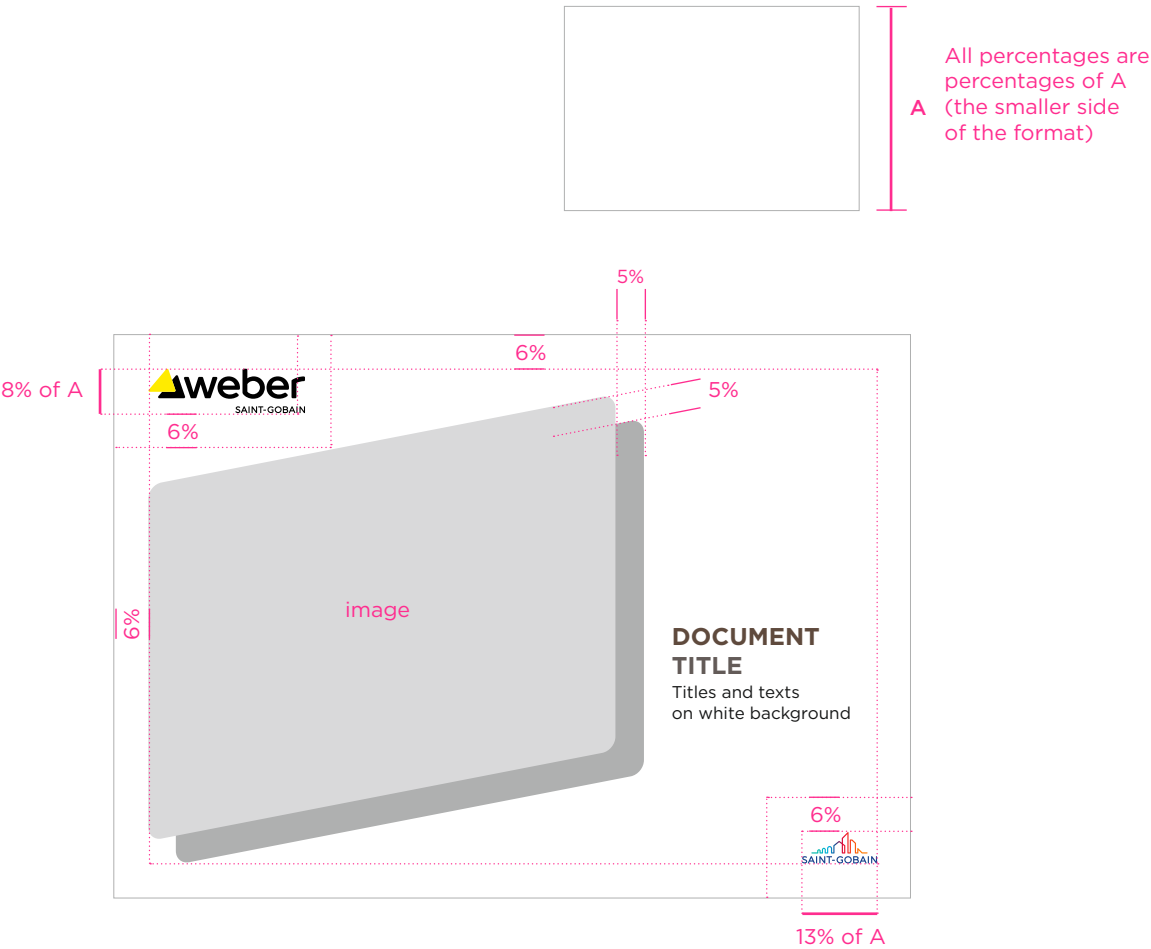
Logotypes are proportional to the size of the document.

For sizes equal or superior to A4

The height of the Weber logotype is **8%** of the smaller side (A). It is always positioned in the upper left corner of the document.

The Saint-Gobain logotype's width is **13%** of the smaller side (A). It is always positioned in the lower right corner of the document.

Titles and subtitles are in Gotham font. They can either be inside the iconic shape or outside. If they are placed on the visual, it is important to ensure that they are easy to read, by using a white gradient for example.



Front covers

GENERAL DOCUMENTATION

Horizontal brochure construction

Here are some other examples of layouts based on this construction principle.

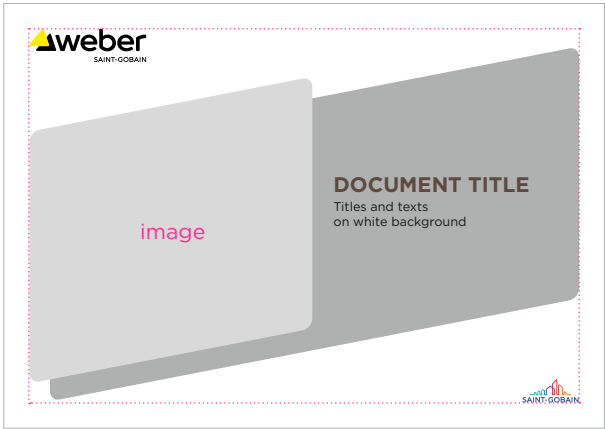
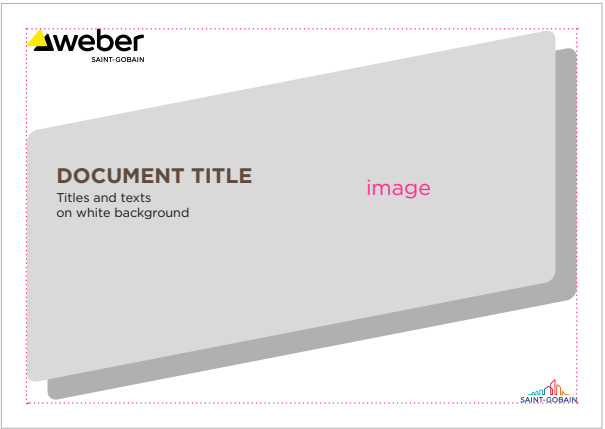
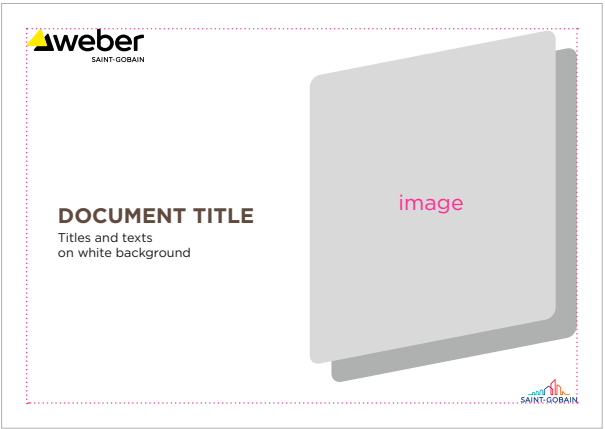
The placement of elements in the format is relatively free.

What cannot change :

- the size and position of the logotypes
- the rotating white
- the thickness of the gap between the two iconic shapes

What can change :

- the position and size of the iconic shapes
- the position of the title



GENERAL DOCUMENTATION

A4 horizontal examples

Titles come in grey, yellow, black or white.



Front covers

GENERAL DOCUMENTATION

Other formats

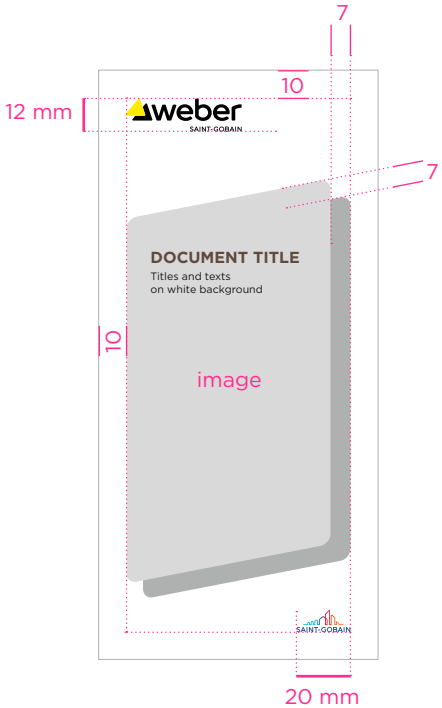
For other formats, the structure of the document remains the same. Only the dimensions change.

For formats smaller than A4, the rules differ:

- The height of the Weber logotype is always 12 mm.
- The width of the Saint-Gobain logotype is always 20 mm.
- The inner margin is 10 mm.



Dimensions are in millimetres



General flyer examples



**BACK COVER CONSTRUCTION
WITH ICONIC SHAPE**

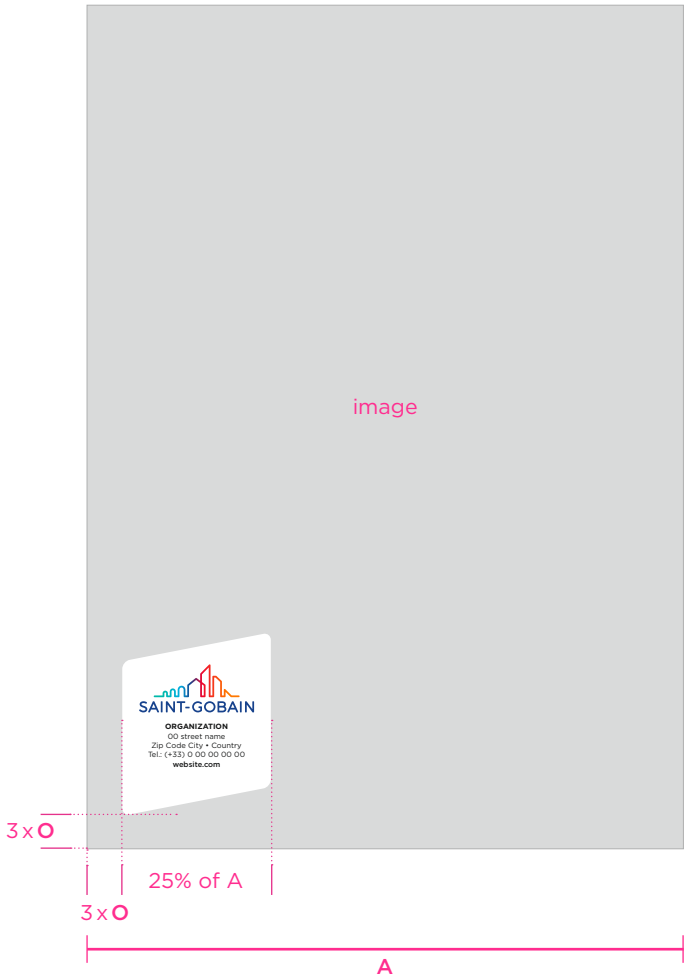
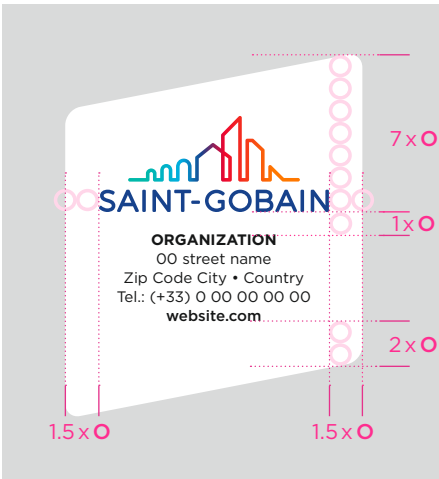
Insert the Saint-Gobain logotype and the company details in their dedicated cartouche. Depending on the amount of information in this space, you can change its height.

Use Gotham font. The text can be justified or centred.

On white backgrounds, we recommend using the reverse monochrome logotype in a primary colour iconic shape.

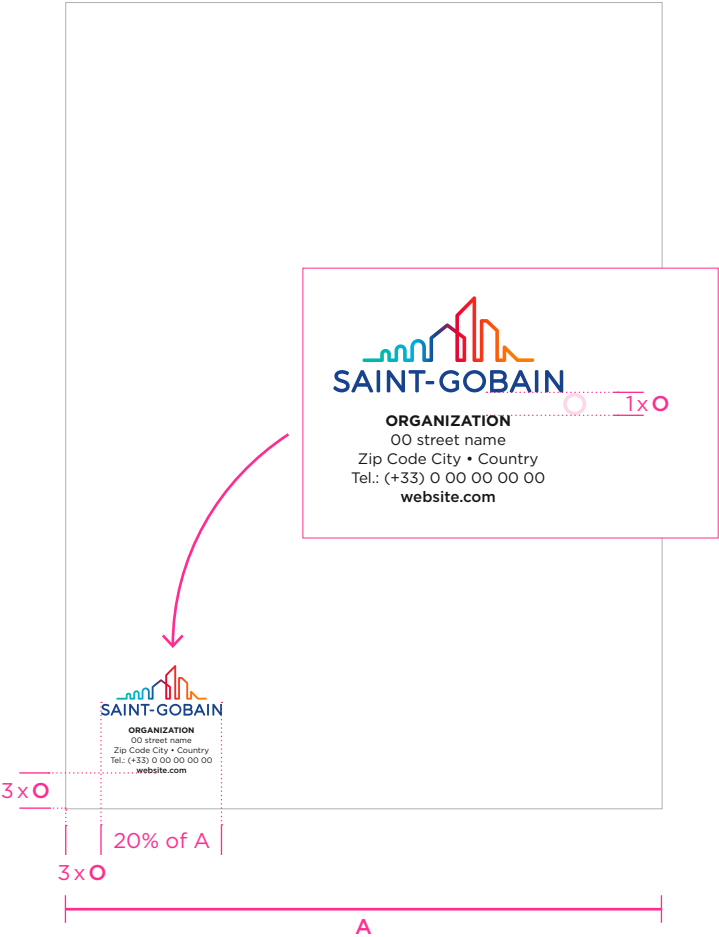
On photo or high-density backgrounds use the colour version of Saint-Gobain logotype in its white iconic shape.

- 1 Organisation**
Gotham Bold all caps
- 2 Address**
Gotham Book
- 3 Website**
Gotham Medium

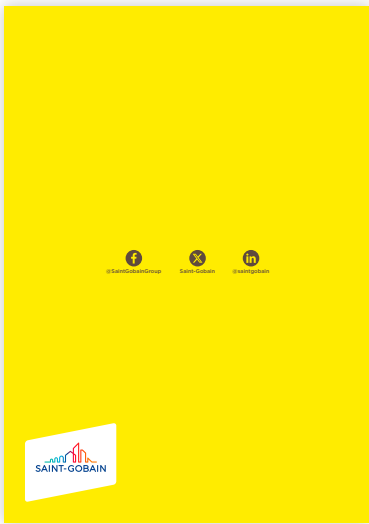


Back covers NEW

BACK COVER CONSTRUCTION WITHOUT ICONIC SHAPE



with iconic shape examples



without iconic shape example

TECHNICAL PRODUCT SHEETS

Vertical construction

The graphic principles governing the technical documents remain the same as for the general documentation.

The graphic system is built around the iconic shape.

In publications, it is used to contain a visual or text.

To achieve the desired effect, you can adapt it and use Weber colours.

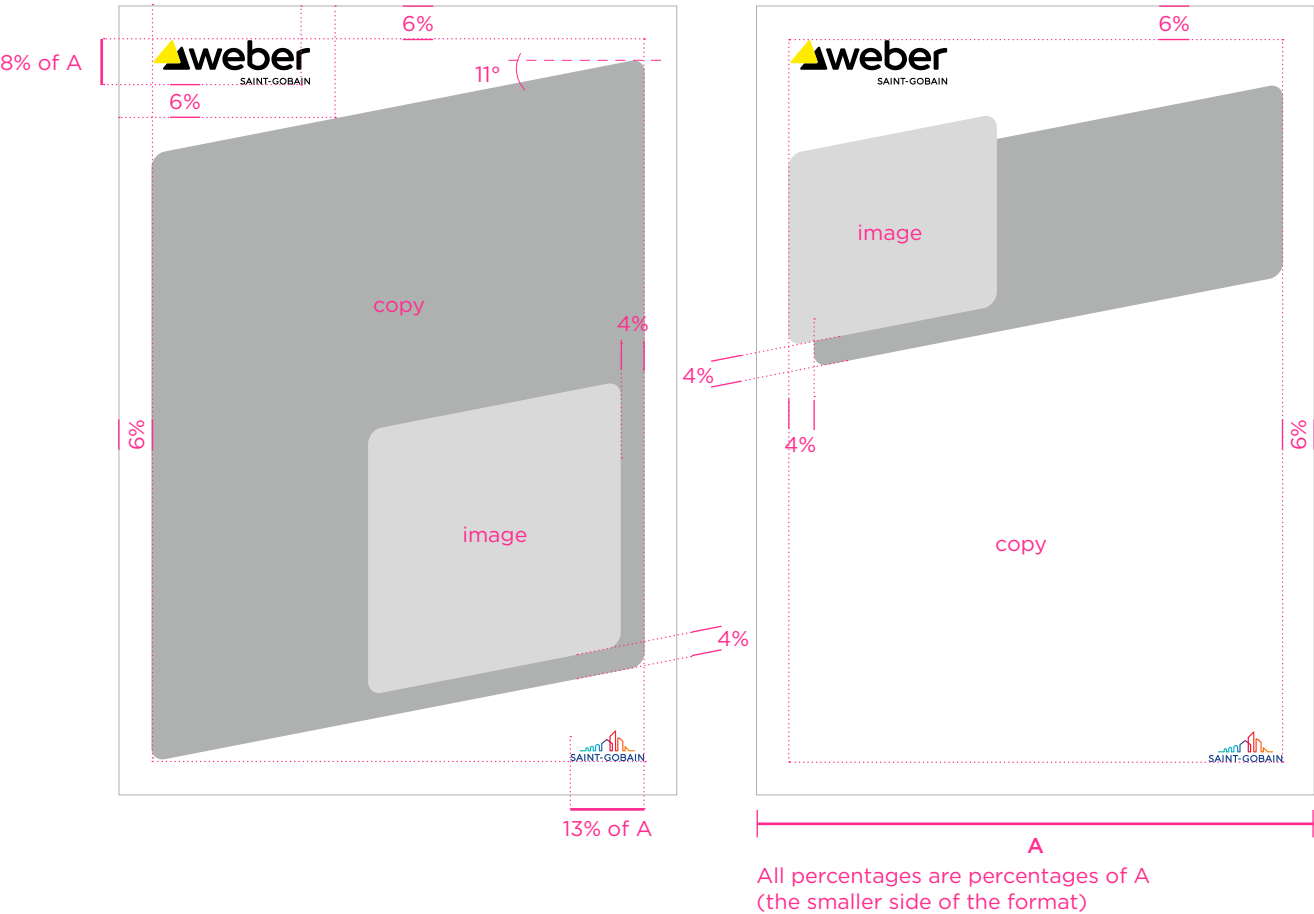
The shadow of this iconic shape is a strong element of Weber's identity.

Logotypes are proportional to the size of the document.

The height of the Weber logotype is **8%** of the smaller side (A). It is always positioned in the upper left corner of the document.

The width of the Saint-Gobain logotype is **13%** of the smaller side (A). It is always positioned in the lower right corner of the document.

Titles and subtitles are in Gotham font. They can either be inside the iconic shape or outside. If they are placed on the visual, it is important to ensure that they are easy to read, by using a white gradient for example.



Front covers

TECHNICAL PRODUCT SHEETS

A4 vertical examples



Inner page



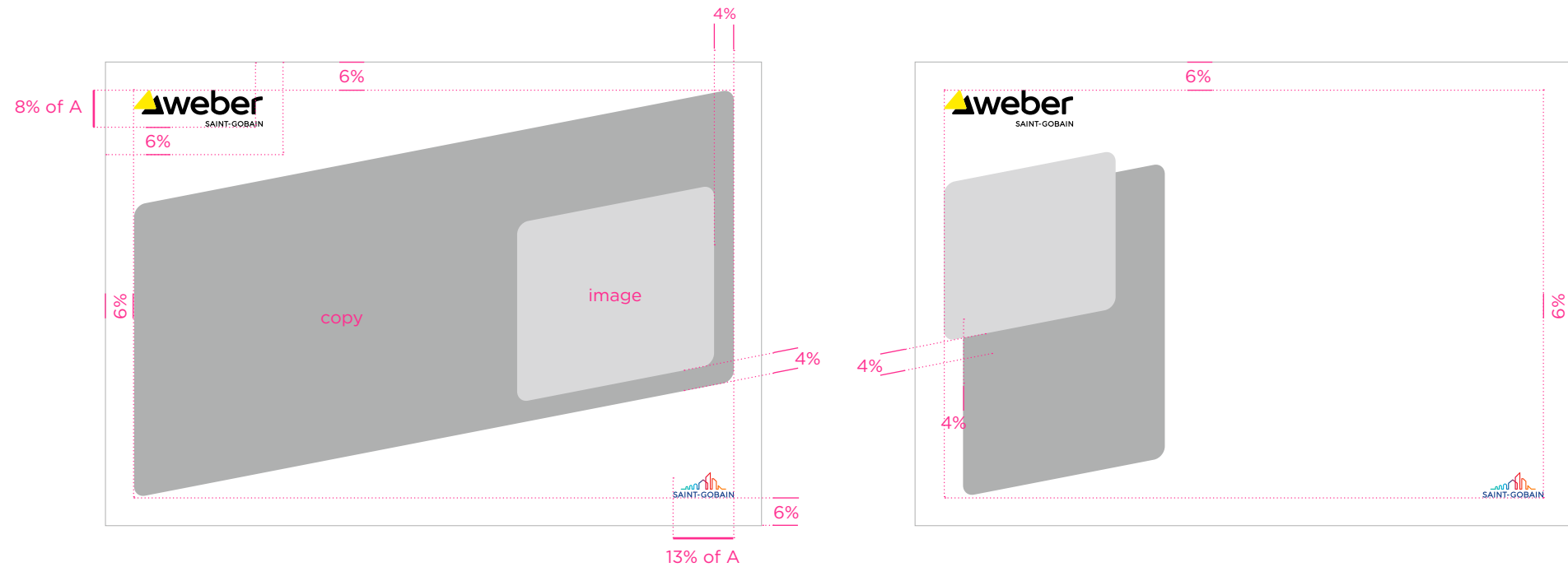
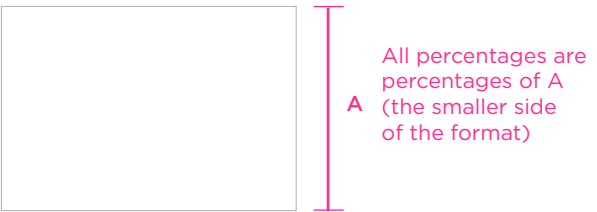
Front covers

TECHNICAL PRODUCT SHEETS

Horizontal construction

For horizontal format, the system remains the same as for vertical formats.

This system should be flexible enough:
size of the colour patches, visuals, etc.



TECHNICAL PRODUCT SHEETS

A4 horizontal examples



SAINT-GOBAIN

weberbond maxilin silco

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Performance

BETTER ECONOMIC VALUE

- Time saving on jobsite execution

- 63% energy savings compared to insulated duct
- 95% less air leakages compared to insulated metal duct

BETTER QUALITY

- Fire resistant
- EUCEB certified







SAINT-GOBAIN

comfort engineered tile enduits

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weberbond maxilin silco

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BETTER ECONOMIC VALUE

- Time saving on jobsite execution

- 63% energy savings compared to insulated duct
- 95% less air leakages compared to insulated metal duct

BETTER QUALITY

- Fire resistant
- EUCEB certified





3 PUBLICATIONS

Graphic guidelines

44

Front covers

TECHNICAL PRODUCT SHEETS

Other formats

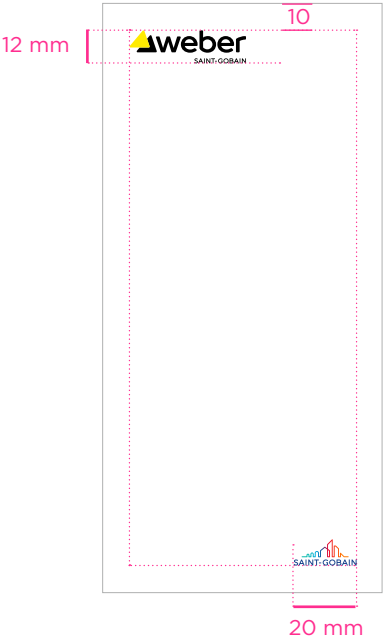
For other formats, the structure of the document remains the same. Only the dimensions change.

For formats smaller than A4, the rules differ:

- The height of the Weber logotype is always 12 mm.
- The width of the Saint-Gobain logotype is always 20 mm.
- The inner margin is 10 mm.



Dimensions are in millimetres



Technical flyer examples



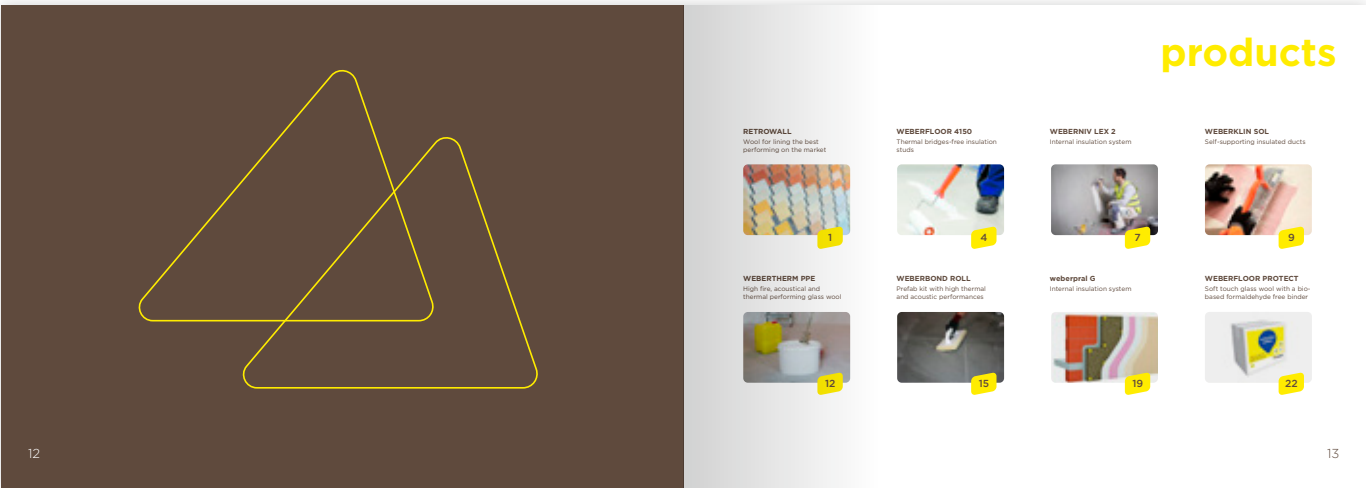
Inner pages

General documentation examples



Inner pages

General documentation examples



Inner pages

General documentation examples

17 · Wool for living the best

weberpral L

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07

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ET EXPEDIT DOLORIA VOLUM, SANDA SOLUPTA

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EXCIPITUR SINT OCCASAT

- Actual content value
- Representational parameters
- On published content
- Actual value after update
- Estimated value increased

09

Inner pages

General documentation examples

Classical polyurethane waterproofing system for balconies and terraces

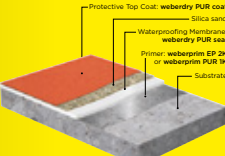


THIS CLASSICAL POLYURETHANE WATERPROOFING SYSTEM

is ideal for balconies and large terraces areas. The system is easy to apply - easy application by roller and for large areas the airless spray application is also a good possibility. It is a liquid applied membrane that gets full adhesion to the substrate making water leakages impossible. The membrane gets protected by an aliphatic polyurethane top coat that can be colored, making the system also decorative. This simple system can be exposed to moderate pedestrian traffic with very low and easy maintenance.

MAIN BENEFITS WHEN USING THE CLASSICAL POLYURETHANE WATERPROOFING SYSTEM FOR BALCONIES AND TERRACES

- Forms a seamless membrane with full surface adhesion to the substrate
- Resistant to frost and to high temperatures
- Provides water vapor permeability
- Resistant to heavy pedestrian traffic
- Decorative
- No need for open flames during application
- More economic when compared with total cost of application of most common waterproofing systems



weberprim PUR 1K	weberprim EP 2K	weberdry PUR seal	weberdry PUR coat
			
weberprim PUR 1K - is a transparent, rigid, deep penetrating, one component, quick drying polyurethane primer. Solvent-based.	weberprim EP 2K - is a transparent, rigid, two component epoxy primer, water-based. Used as a universal primer in water proofing, sealing and floor coating applications on absorbent and non-absorbent surfaces. Cures by reaction (cross linking) of the two components.	weberdry PUR seal - is a premium, liquid-applied, highly permanent elastic, cold applied and cold curing, one component polyurethane membrane used for long-lasting waterproofing. It contains solvent.	weberdry PUR coat - is a pigmented, color and UV-stable, highly permanent elastic, cold applied and cold curing, one component aliphatic polyurethane coating, used as a top-coat for protection above exposed polyurethane waterproofing coatings.

protect

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16



Vertical ad construction

The graphic principles governing advertising remain the same as for publications. However, the visual takes a more important part in advertising.

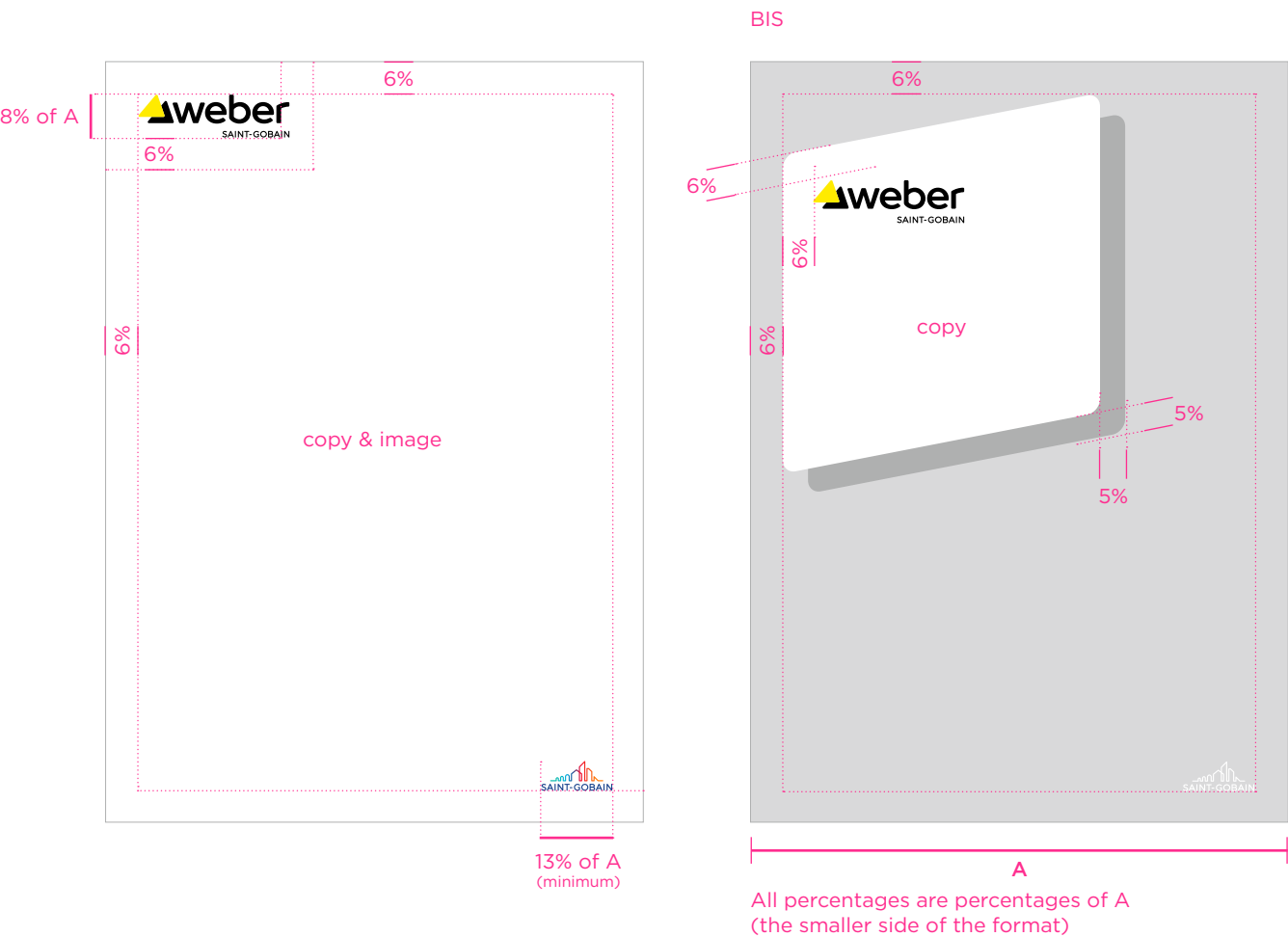
Logotypes, when positioned on a visual, must remain sufficiently visible in their colour version.

Titles and subtitles are in Gotham and/or Caveat font. They are placed inside the rectangle. The rectangle is positioned so as not to obscure the interesting part of the background visual.

The logotypes are proportional to the size of the document. The height of the Weber logotype is **8%** of the smaller side (A).

The width of the Saint-Gobain logotype is **13%** of the shortest side (A). It is always positioned in the lower right corner of the document.

It is preferable to use the graphic codes of the new visual territory, but you can also give free rein to your advertising design if the Weber and Saint-Gobain logotypes are correctly positioned in the right dimensions.



Advertisements

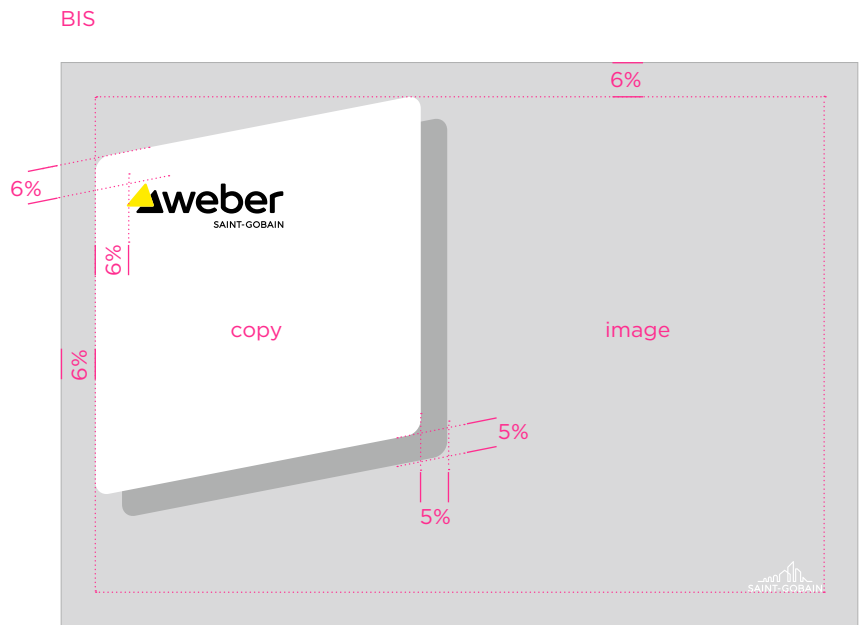
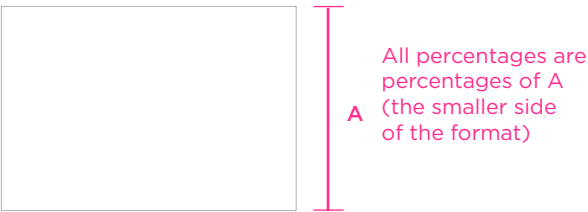
Vertical ad examples



Advertisements

Horizontal ad construction

For horizontal formats, the system remains the same as for vertical formats.
This system should be flexible enough:
size of the colour patches, visuals, etc.



Advertisements

Horizontal ad examples



4 DIGITAL AND AUDIOVISUAL

COLOUR PALETTE

White colour remains a fundamental colour for digital environments.

Greys are mainly used for the design of interface elements.

The primary colours of the brand are used in small touches, for the titles or the buttons for example. They can also be applied to some cell backgrounds.

FONTS

For the web, we'll use Ubuntu for titles and Roboto for text.

PRIMARY COLOURS

1

#FFE000

- cell background colour
- primary button background colour

2

#E6D200

- rollover button background colour

3

#F5F5F5

- footer background colour 1

4

#CCCCCC

- secondary button background colour

5

#000000

- Texts
- tertiary button background colour

6

#FFFFFF

- interface background
- search engine
- cell background colour

7

#5A4C40

- footer background colour 2

8

#00ADE1

- Text link

9

#8FAD15

10

#ED0530

11

#FF7800

12

#E6328C

STYLES

H1

Ubuntu Bold/40px/Line height auto: 48px/#000000

H2

Ubuntu Bold/32px/Line height auto: 38.4px/#000000

H3

Ubuntu Bold/28px/Line height auto: 33.6px/#000000

H4

Ubuntu Bold/24px/Line height: 28.8px/#000000

H5

Ubuntu Bold/20px/Line height: 24px/#000000

H6

Ubuntu Bold/16px/Line height: 24px/#000000

Current text 1

Ubuntu Medium/24px/Line height: 28.8px/#000000

Current text 2

Roboto Regular/16px/Line height: 24px/#000000

[Text link arrow](#)

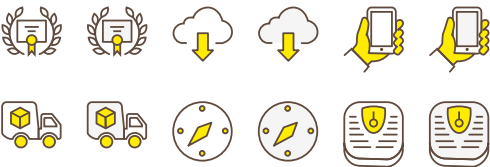
Roboto Regular/16px/#219CDB

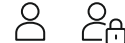
Website

ICONS

Several icons are used on the interface, mainly for functional needs. They are transversal to all Saint-Gobain's brand websites. These icons are distinct from the “business” icons linked to the brand's activity.

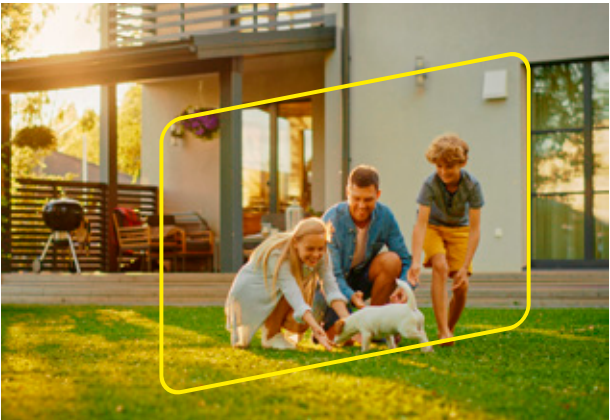
You can also use the new Weber Icons



	Mail		Search
	Tel		Reading time
	Account		Date of publication
	Catalogue		Filter
	Download		Add to favorite
	Colours		Share
	Buy		Calculate quantities
	Meeting point		View
	Support		View our distributors
	Video		See availability
	Language		Quality label
			Application

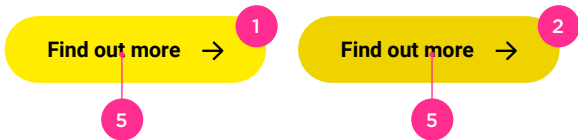
INTERFACE ELEMENTS

Several interface elements are available, to meet the interaction needs of the platform. The iconic form can be used sparingly on visuals. Here are some examples of how it can be used.

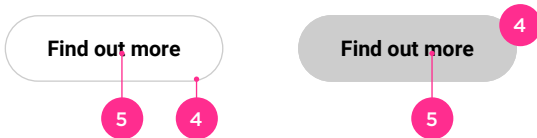


Colour numbers correspond to those identified on page 55.

Primary Large Button



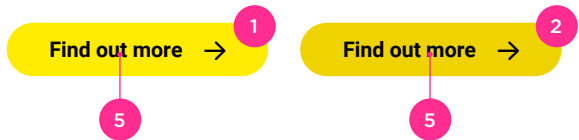
Secondary Large Button



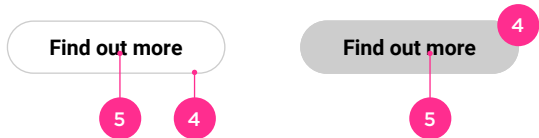
Tertiary small Button (Dark mode)



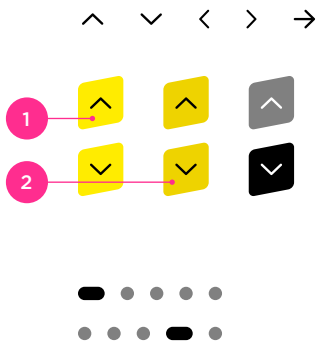
Primary Small Button



Secondary small Button

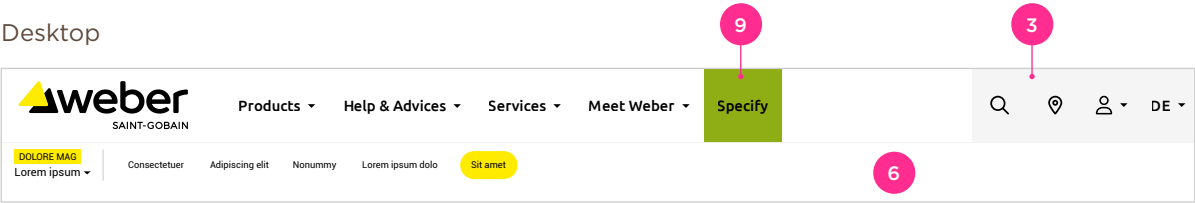


Navigation



GENERAL NAVIGATION

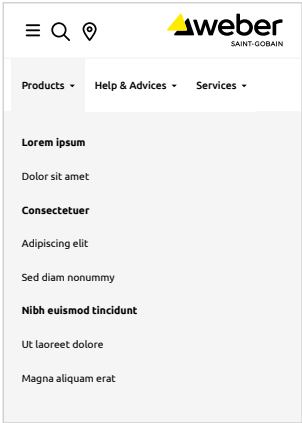
Desktop



Mobile



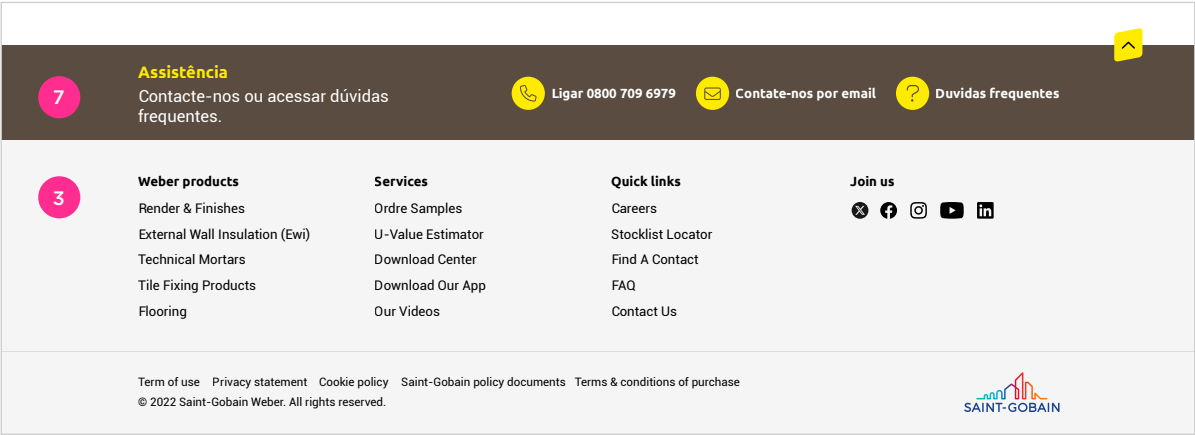
expanded



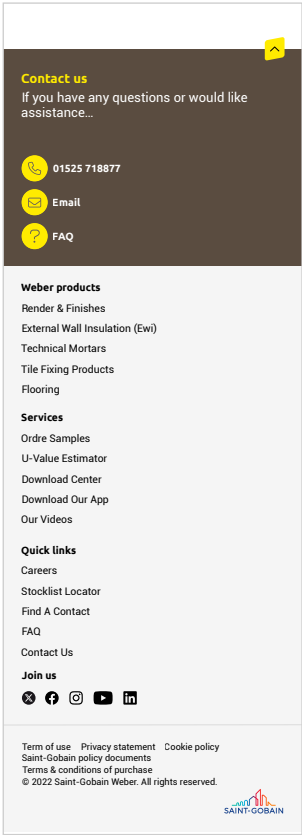
FOOTER

The footer displays secondary links, and, access to social networks.

Desktop



Mobile



HERO EDITO 1

Component can be displayed over white background (#FFFFFF), or grey background (#F5F5F5).

Desktop

Lorem ipsum dolor sit amet consectetur

Lorem ipsum dolor sit amet consectetur

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Mobile

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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.

Lorem ipsum



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HERO EDITO 2

Component can be displayed over white background (#FFFFFF), or grey background (#F5F5F5).

Desktop

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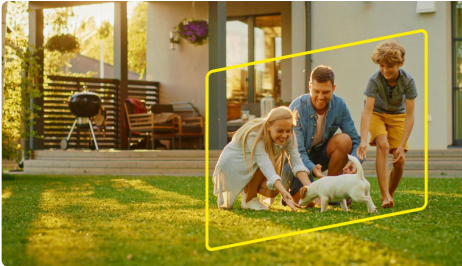
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Desktop

Latest news



MAKING THE WORLD A BETTER HOME

Our New MARKET Mission

We care about building better for people and the planet is at the heart of our business but also as a concrete driver of our four brand promises dedicated to our customers.

[More about Our New Market Mission](#)

6

Our case studies

RENDERS & DECORATIVE FINISHES

St Asaph VP Infant School, Vale of Clwyd

160-year-old Welsh infant school gets innovative brick cladding system for new building.

[Discover](#)



3

6

Mobile

Latest news



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Our case studies

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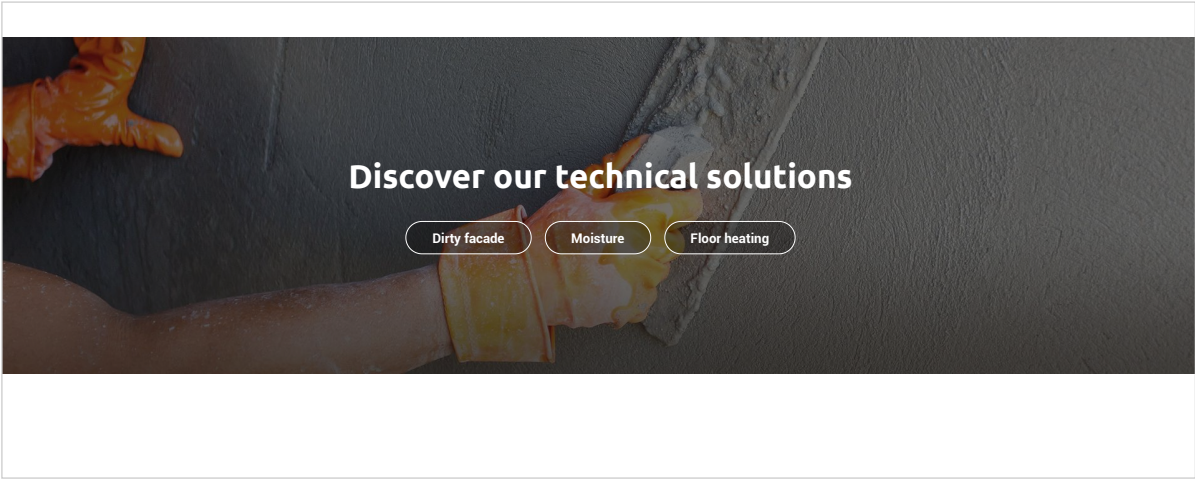
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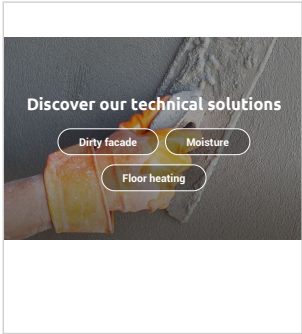
3

SLIDER

Desktop



Mobile



CTA - 3/4 COLUMNS

Works with 2, 3, 4, or 5 contents.

Component can be displayed over white background (#FFFFFF), or grey background (#F5F5F5).

Component uses white background (#FFFFFF) or grey background (#F5F5F5) as cell background.

Desktop

6

Latest news x3



RENDERS & DECORATIVE FINISHES

How to render onto a mix of substrate types



TILE FIXING PRODUCTS

Tiling a swimming pool



TECHNICAL MORTARS SOLUTIONS

How to repair concrete decks, pavements & hardstandings

Mobile

Latest news x3



RENDERS & DECORATIVE FINISHES

How to render onto a mix of substrate types



TILE FIXING PRODUCTS

Tiling a swimming pool



TECHNICAL MORTARS SOLUTIONS

How to repair concrete decks, pavements & hardstandings

CTA - GRID

Desktop

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Mobile

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Help me choose!

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FILTERS FACET

Desktop

PRODUCTS GRID

Desktop

Search for a product, a document, a system...

search

Nibh euismod X

Lorem ipsum dolor X

Single-layer sprayed plasters X

Delete filters

14 results for your search **Nibh euismod, Lorem ipsum dolor, Single-layer sprayed plasters.**

SINGLE-LAYER SPRAYED PLASTERS



Product name

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Mobile

Search for a product, a document, a system...

Search

14 results for your search **Nibh euismod, Lorem ipsum dolor,**

SINGLE-LAYER SPRAYED PLASTERS



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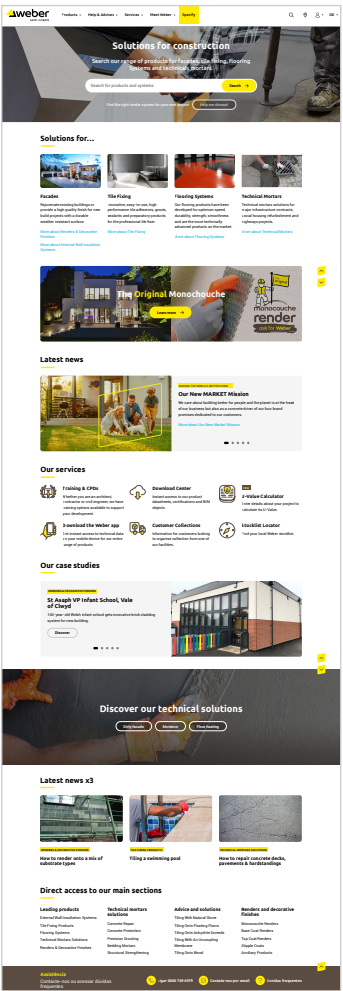
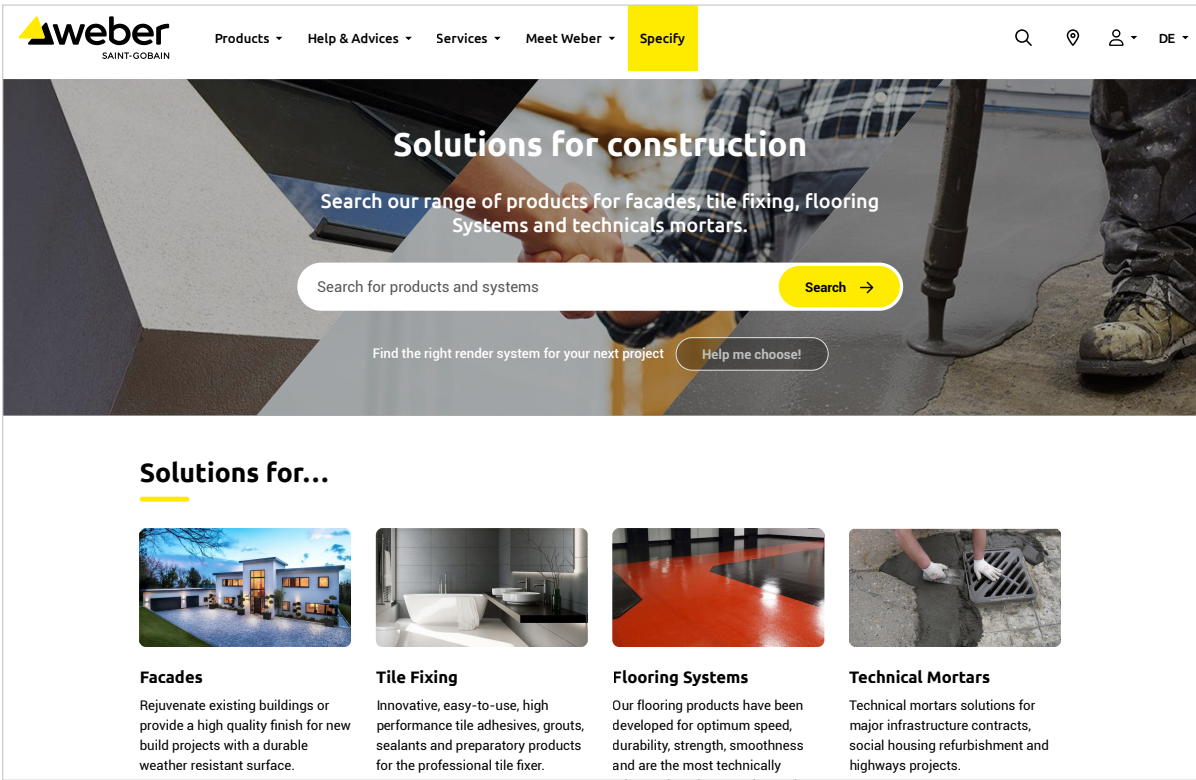


Product name

Website - templates

HOME DESKTOP

visible area



Website - templates

HOME MOBILE

visible area

weber

SAINT-GOBAIN

Solutions for construction

Search our range of products for facades, tile fixing, flooring Systems and technical mortars.

Search for a product... Search

Find the right render system for your next project

Help me choose!

Solutions for...

Our New MARKET Mission

Facades

Tile Fixing

Flooring Systems

Technical Mortars

Rejuvenate existing buildings or provide a high quality finish for new build projects with a durable weather resistant surface.

More about Renders & Decorative Finishes

More about External Wall Insulation Systems

Innovative, easy-to-use, high performance tile adhesives, grouts, sealants and preparatory products for the professional tile fiver.

More about Tile Fixing

Our flooring products have been developed for optimum speed, durability, strength, smoothness and are the most technically advanced products on the market.

More about Flooring Systems

Technical mortars solutions for major infrastructure contracts, social housing refurbishment and highways projects.

More about Technical Mortars

weber

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More about Flooring Systems

Technical mortars solutions for major infrastructure contracts, social housing refurbishment and highways projects.

More about Technical Mortars

Website - templates

PRODUCT LIST DESKTOP

visible area

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FILTER BY

Project

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Wall/Floor/Roof

- ☐ Wall (7)
- ☐ Floor (12)
- ☐ Roof (8)

Search for a product, a document, a system...

search

Nibh euismod × Lorem ipsum dolor × Single-layer sprayed plasters ×

[Delete filters](#)

14 results for your search **Nibh euismod, Lorem ipsum dolor, Single-layer sprayed plasters.**

SINGLE-LAYER SPRAYED PLASTERS



Product name

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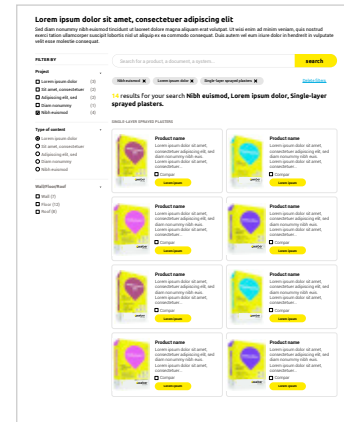
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PRODUCT LIST MOBILE

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Search for a product, a docum...

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14 results for your search

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SINGLE-LAYER SPRAYED PLASTERS

Product name

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Wall/Floor/Roof

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SINGLE-LAYER SPRAYED PLASTERS

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Compare

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4 DIGITAL AND AUDIOVISUAL

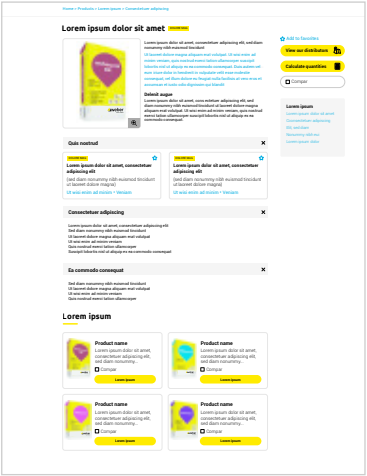
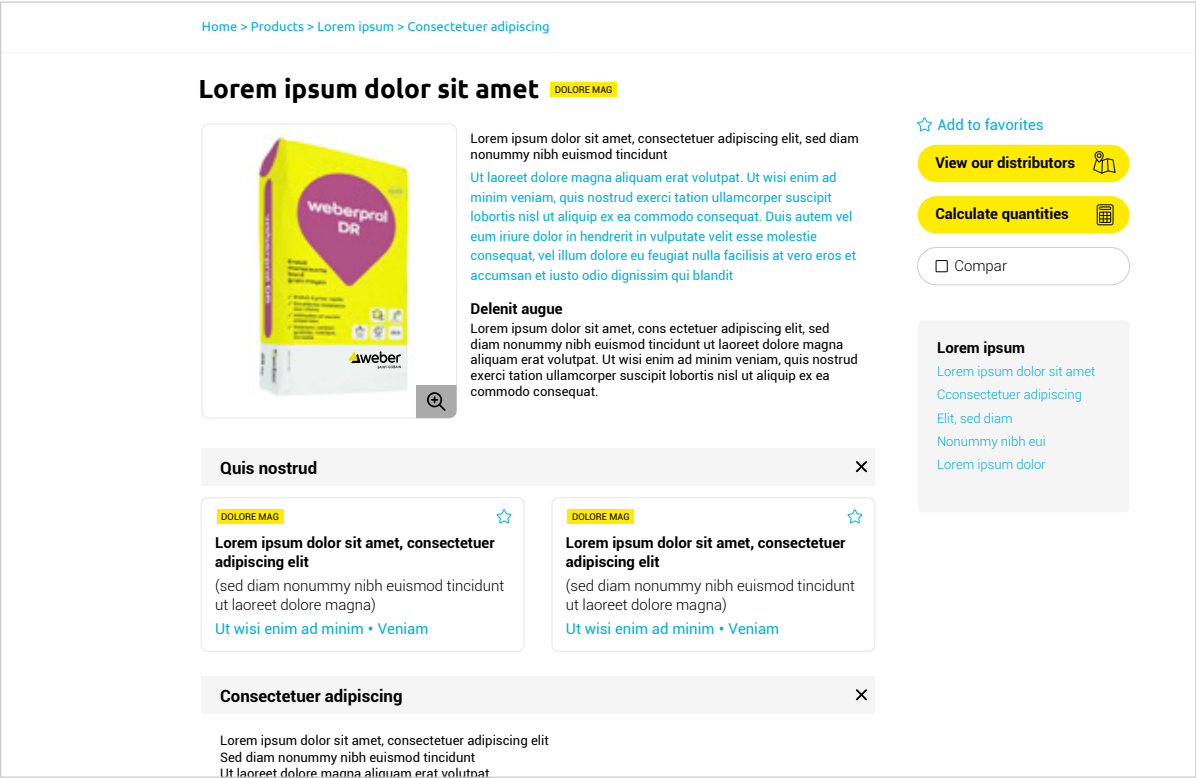
Graphic guidelines

72

Website - templates

PRODUCT DETAIL DESKTOP

visible area



PRODUCT DETAIL DESKTOP

visible area

[Home](#) > [Products](#) > [Consectetuer adipiscing](#)

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DOLORE MAG



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Add to favorites

View our distributors

Calculate quantities

☐ Compar

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4 DIGITAL AND AUDIOVISUAL

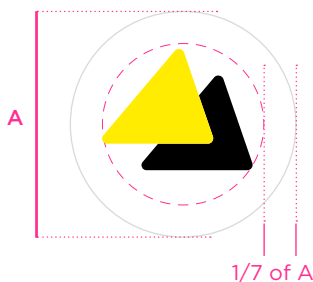
Graphic guidelines

74

Social media

On social media the symbol can be used alone as profile picture, always in association with the name “Weber” or an image.

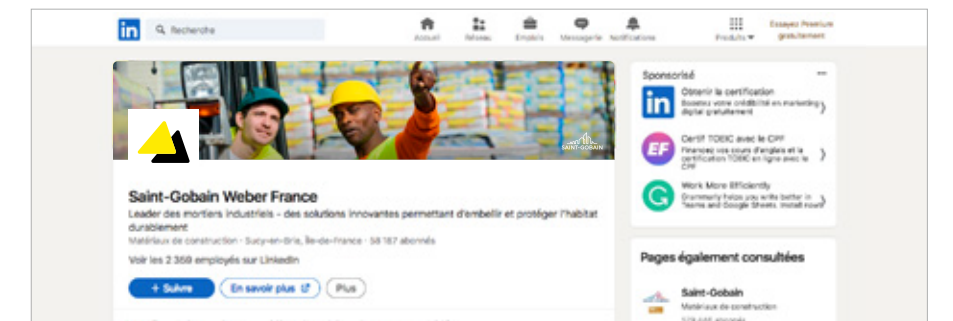
A protection zone of at least 1/7th of the occupied area must be respected.
The symbol is centred in this area.



Facebook



LinkedIn

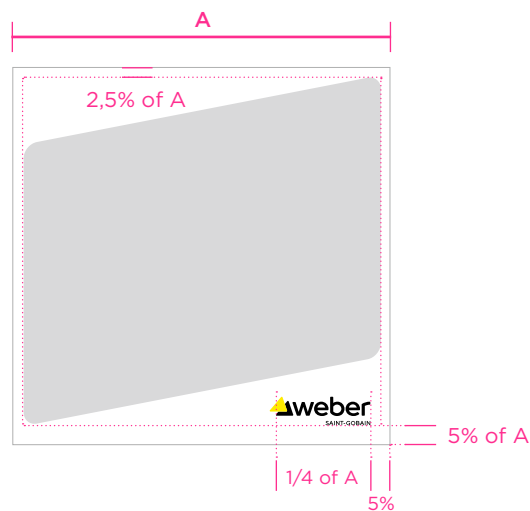


X



Social media

POSTS



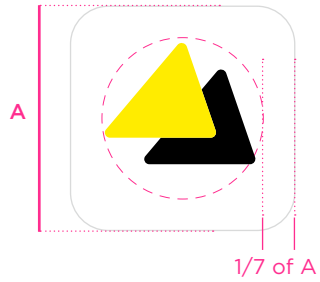
Social media

POSTS



App

On the app icon, the symbol is used alone.
A protection zone of at least 1/7th
of the occupied area must be respected.
The symbol is centred in this area.



Banners

728 x 90 px



160 x 600 px



336 x 280 px



Billboard

VERTICAL BILLBOARD

The same principles of the banners can be applied to digital or printed billboards.

In this case, the height of the logotypes is proportional to the diagonal of the formats.

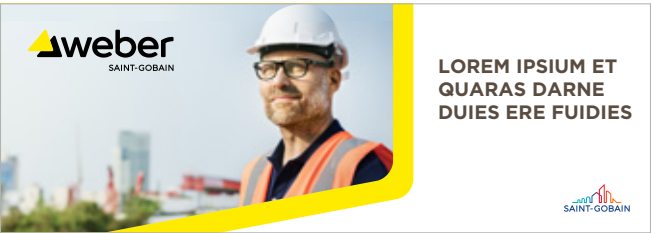


Billboard

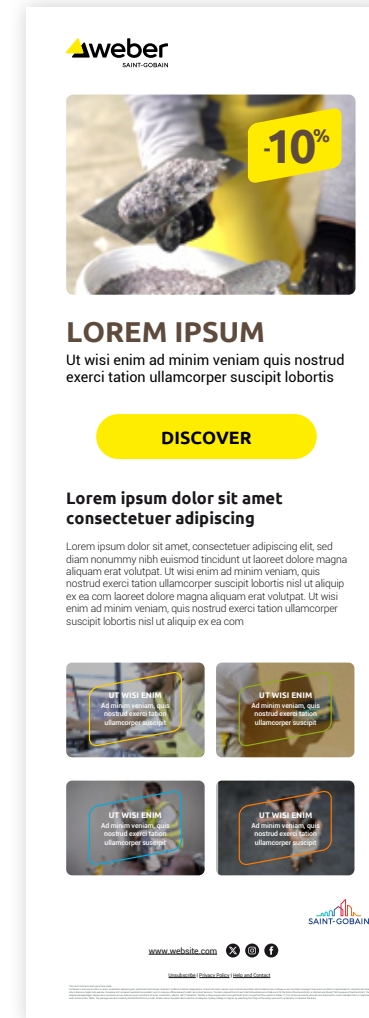
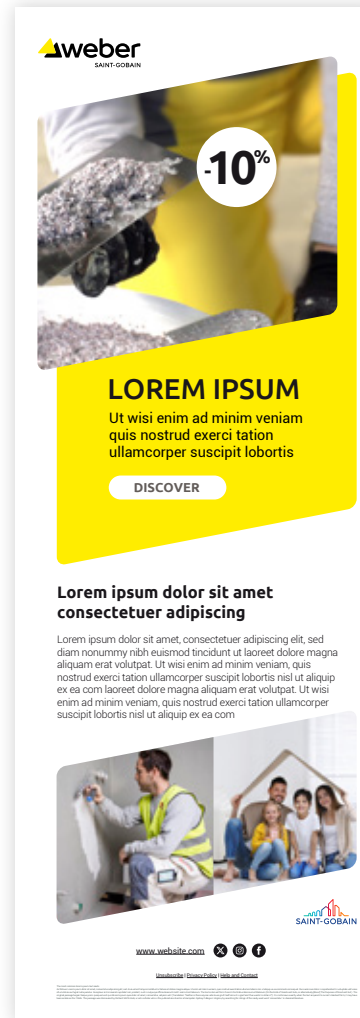
HORIZONTAL BILLBOARD

The same principles of the banners can be applied to digital or printed billboards.

In this case, the height of the logotypes is proportional to the diagonal of the formats.



Examples of the use of visual territory codes in the newsletter.



FILM

Use the intro and/or outro for all videos.
If you want, you can also insert the Weber
logotype in one colour throughout the video.

RADIO

"A Saint-Gobain brand" must be quoted
after the brand announcement at the end
of the commercial.

Square



16/9



5 PRODUCT COMMUNICATION

Colour palette NEW

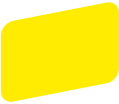
PRODUCTS COLOURS

In case you would like to classify your products/ ranges or emphasize a specific product in your communication by colour, please follow the examples.

The product colours are always used in combination with the primary colours.

Countries can choose the colour to use for each product/ range. Apply it in a consistent way all over your communication materials.

PRIMARY



CMYK
C0-M0-Y100-K0
PANTONE®
Yellow C
RGB
R255-G235-B0
HEXADECIMAL
#FFEB00



CMYK
C25-M35-Y45-K65
PANTONE®
7532 C
RGB
R90-G76-B64
HEXADECIMAL
#5A4C40

SECONDARY



CMYK
C50-M0-Y100-K10
PANTONE®
2301C
RGB
R143-G173-B21
HEXADECIMAL
#8FAD15



CMYK
C80-M25-Y0-K0
PANTONE®
2925 C
RGB
R0-G173-B225
HEXADECIMAL
#00ADE1



CMYK
C0-M100-Y70-K0
PANTONE®
186 C
RGB
R237-G5-B48
HEXADECIMAL
#ED0530



CMYK
C0-M70-Y100-K0
PANTONE®
166 C
RGB
R255-G120-B0
HEXADECIMAL
#FF7800



CMYK
C0-M90-Y0-K0
PANTONE®
219 C
RGB
R230-G50-B140
HEXADECIMAL
#E6328C

PRODUCTS | Example of colours - you can choose/add more colours



CMYK
C0-M30-Y100-K0
PANTONE®
123 C
RGB
R251-G186-B0
HEXADECIMAL
#FBBA00



CMYK
C70-M10-Y90-K0
PANTONE®
369 C
RGB
R86-G164-B70
HEXADECIMAL
#56A446



CMYK
C64-M0-Y28-K10
PANTONE®
563 C
RGB
R0-G185-B170
HEXADECIMAL
#00B9AA



CMYK
C65-M45-Y0-K0
PANTONE®
272 C
RGB
R104-G132-B194
HEXADECIMAL
#6884C2



CMYK
C25-M43-Y0-K0
PANTONE®
257 C
RGB
R198-G161-B203
HEXADECIMAL
#C6A1CB



CMYK
C0-M10-Y10-K75
PANTONE®
405 C
RGB
R98-G92-B89
HEXADECIMAL
#625C59

CMYK
C30-M0-Y100-K0
PANTONE®
389 C
RGB
R200-G211-B0
HEXADECIMAL
#C8D300

CMYK
C80-M25-Y45-K0
PANTONE®
322 C
RGB
R31-G145-B146
HEXADECIMAL
#1F9192

CMYK
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R23-G66-B140
HEXADECIMAL
#17428C

CMYK
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PANTONE®
520 C
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R109-G62-B145
HEXADECIMAL
#6D3E91

CMYK
C40-M95-Y20-K0
PANTONE®
227 C
RGB
R167-G43-B117
HEXADECIMAL
#A72B75

Examples

PRINT

In case you would like to classify your products/ranges or emphasize a specific product in your communication by colour, please follow the examples.

The product colours are always used in combination with the primary colours.

Countries can choose the colour to use for each product/range. Apply it in a consistent way all over your communication materials.

Horizontal cover



Vertical cover



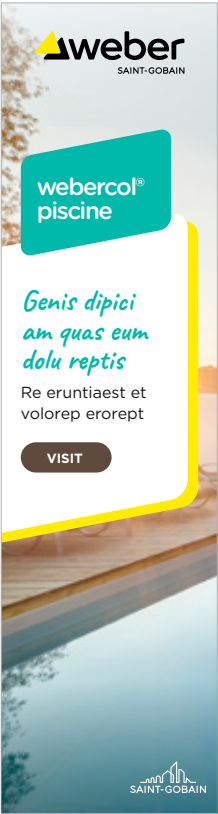
Advert



Examples

DIGITAL

Banner - 160 x 600 px



Banner - 728 x 90 px



Header Facebook



Posts

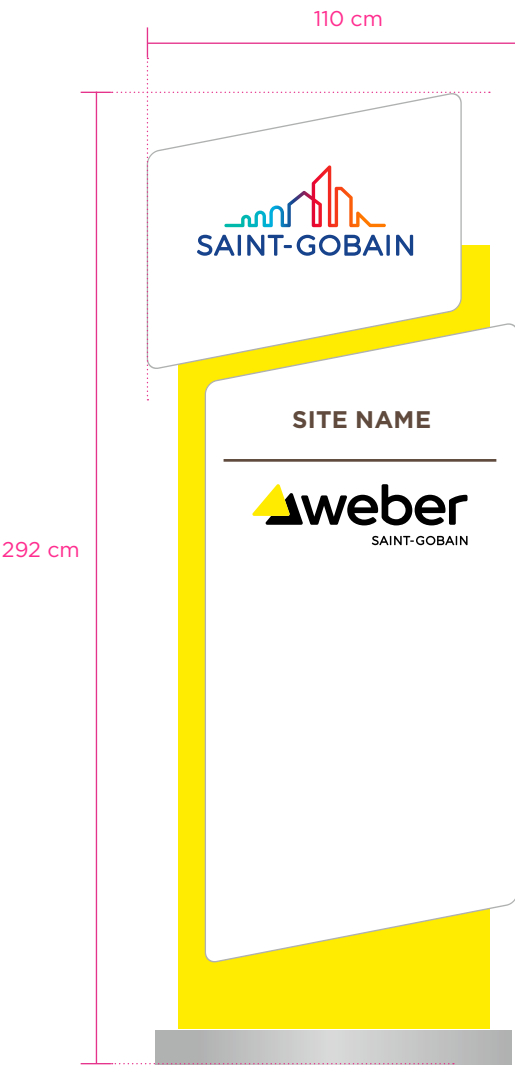


6 SIGNAGE AND VEHICLES

ENTRANCE TOTEM

New directional signage installation slots follow the Saint-Gobain totem style shown here.

The site name is always in Gotham Bold.



Interior signage NEW

RECEPTION TOTEM SIGN

ELEVATOR SIGNAGE

Our signage is also designed to guide users around the building.

The Weber logotype in its cartouche is always at the top of this type of totem.

Elevator signage includes a full floor-by floor list of services and entities. Remember to put the highest floor at the top of the list.



Interior signage NEW

DIRECTIONAL TOTEM

Our signage makes it easier for visitors to navigate, creates a positive experience and guarantees their safety.

It provides essential information about the location, its different areas and buildings, departments, etc.

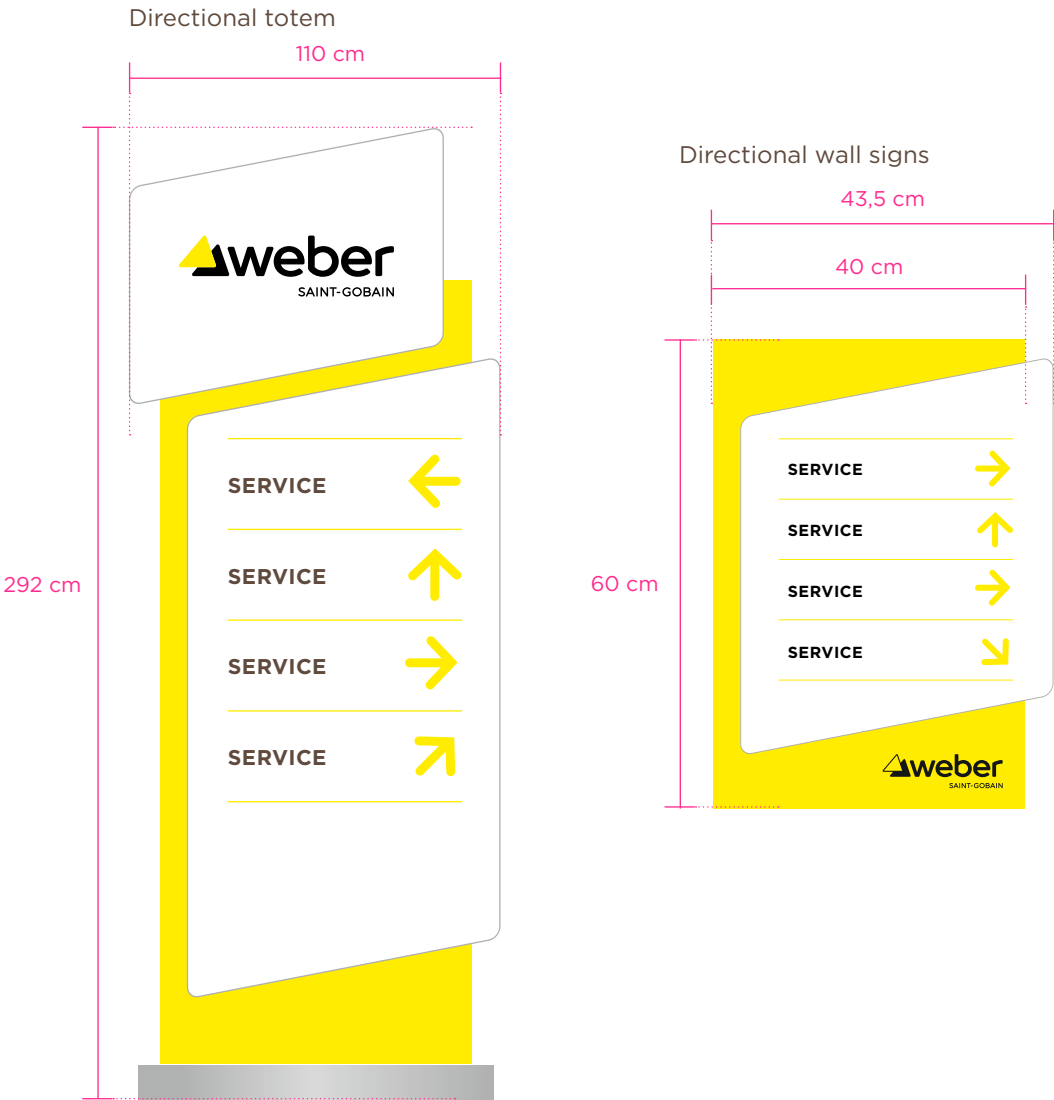
The Weber logotype in its cartouche is always at the top of this type of totem.

DIRECTIONAL WALL SIGNS

The Isover logotype appears on all interior signage.

You can opt for a rectangular plate with simple printing, or a plate with the cartouche.

The typeface is Gotham Bold.



Interior signage NEW

DOOR NAMEPLATES

The Weber logotype appears on all interior signage.

Depending on the configuration of your premises, you can choose from two different door plate sizes.

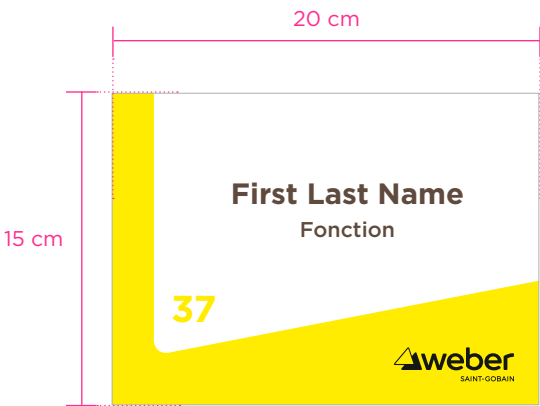
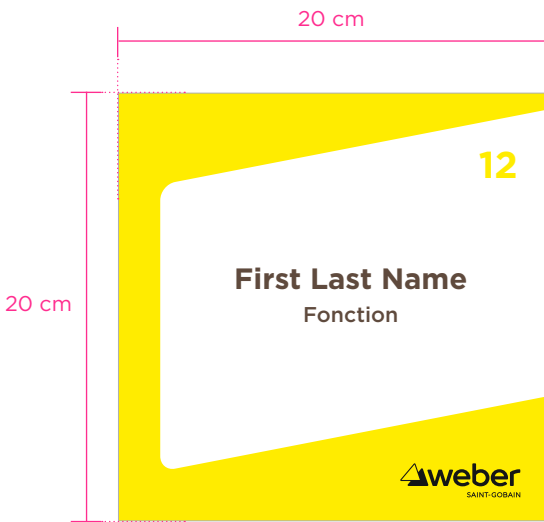
Universal signs

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

Colour-coding

Adopt the Weber colour-coding which is yellow, grey and black.

Door nameplates



Interior signage NEW

DIRECTIONAL SIGNS

The Weber logotype appears on all interior signage.

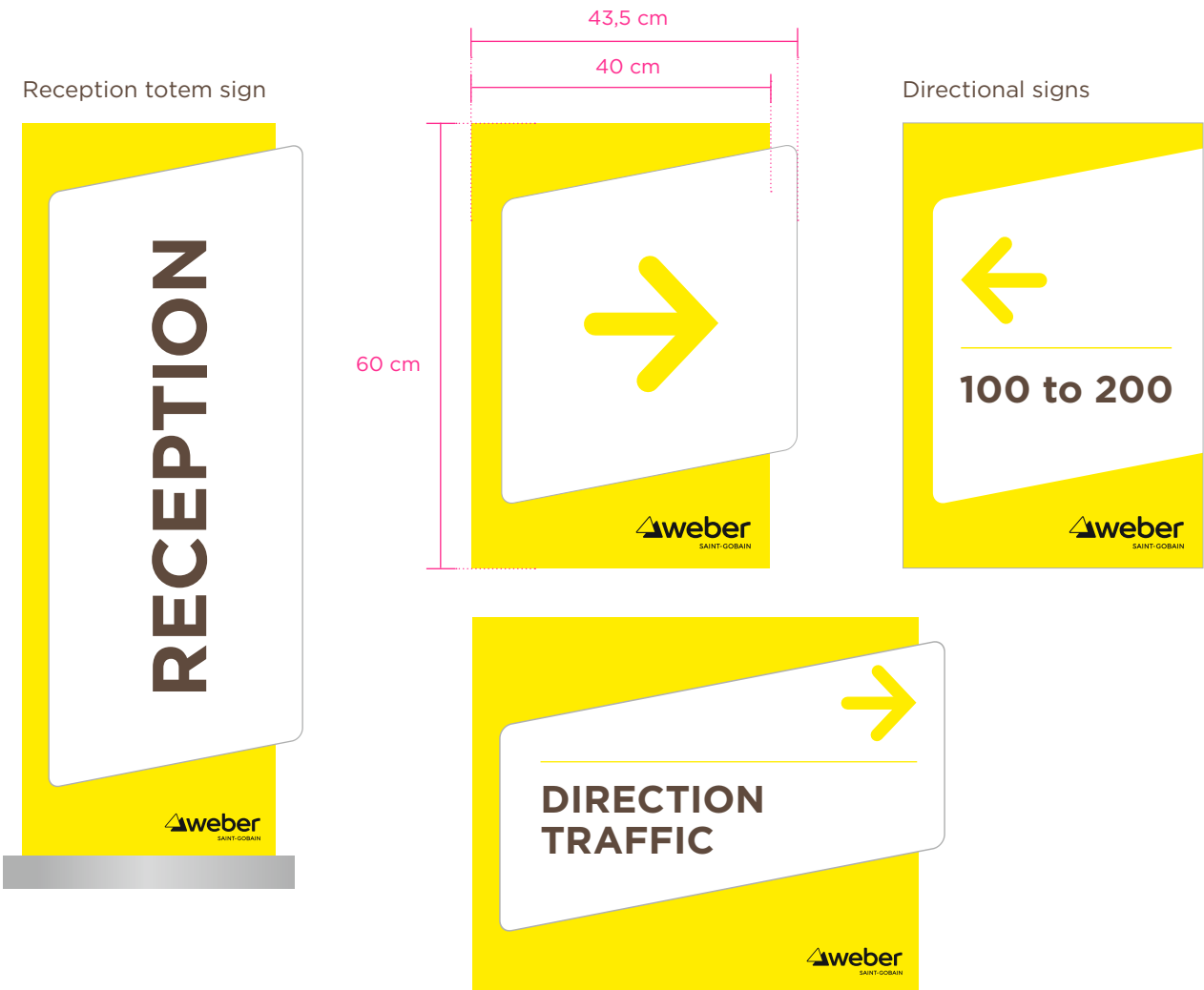
You can opt for a rectangular plate with simple printing, or a plate with the cartouche. Typography is always in Gotham Bold.

Universal signs

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

Colour-coding

Adopt the Weber colour-coding which is yellow, grey and black.



Flags

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 two flags together.

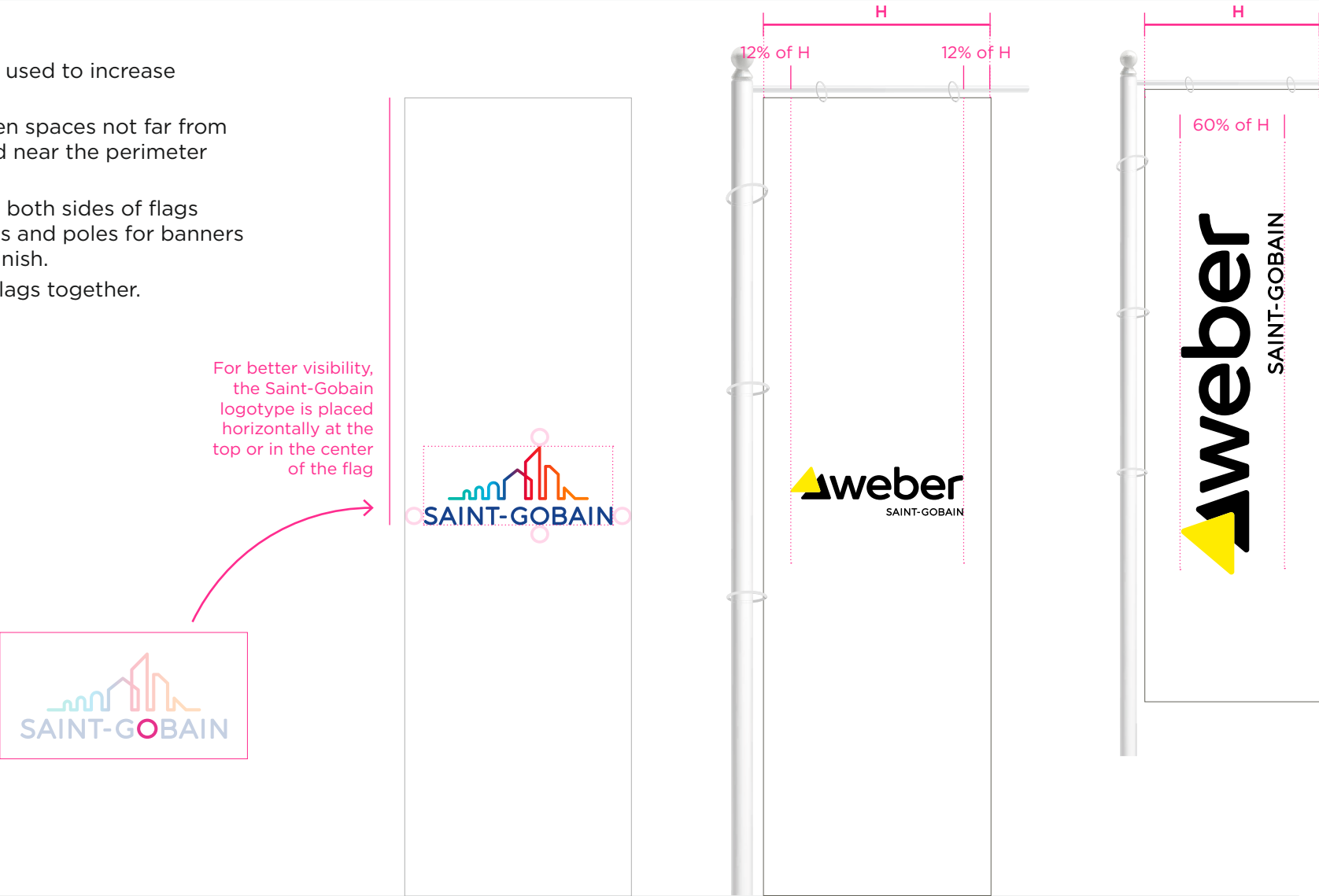


Respect at least the logotype protection areas



Flags

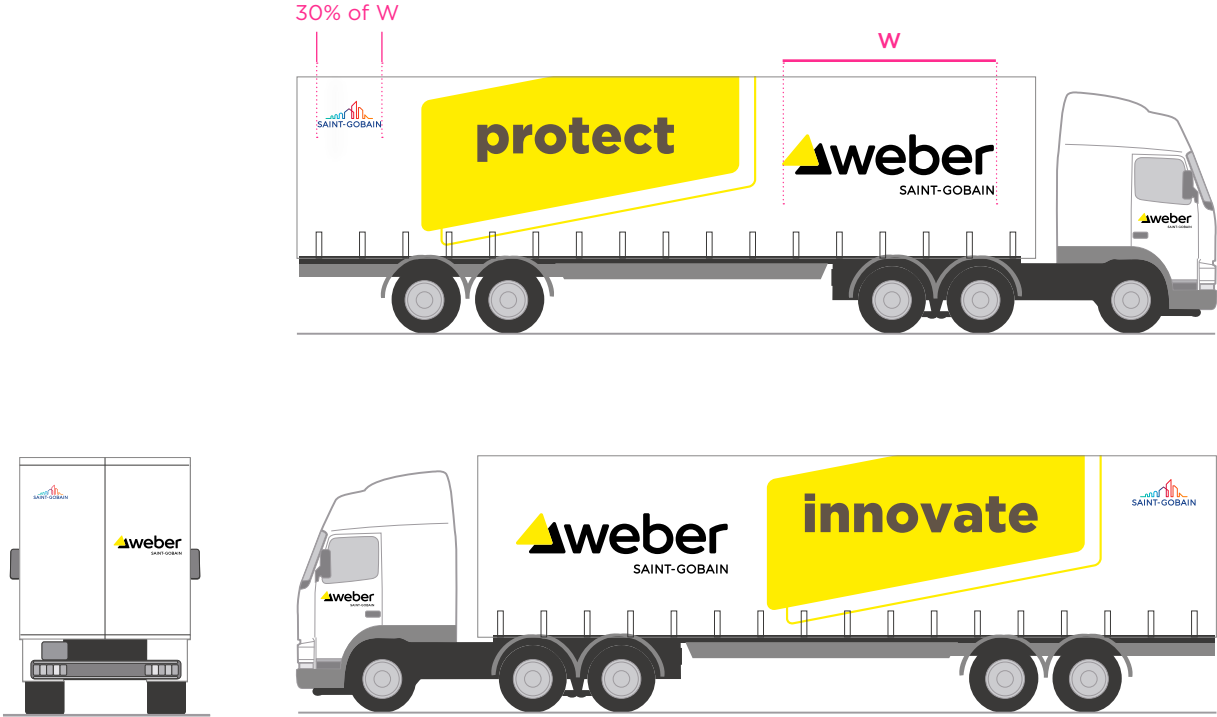
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Vehicles

TRUCKS

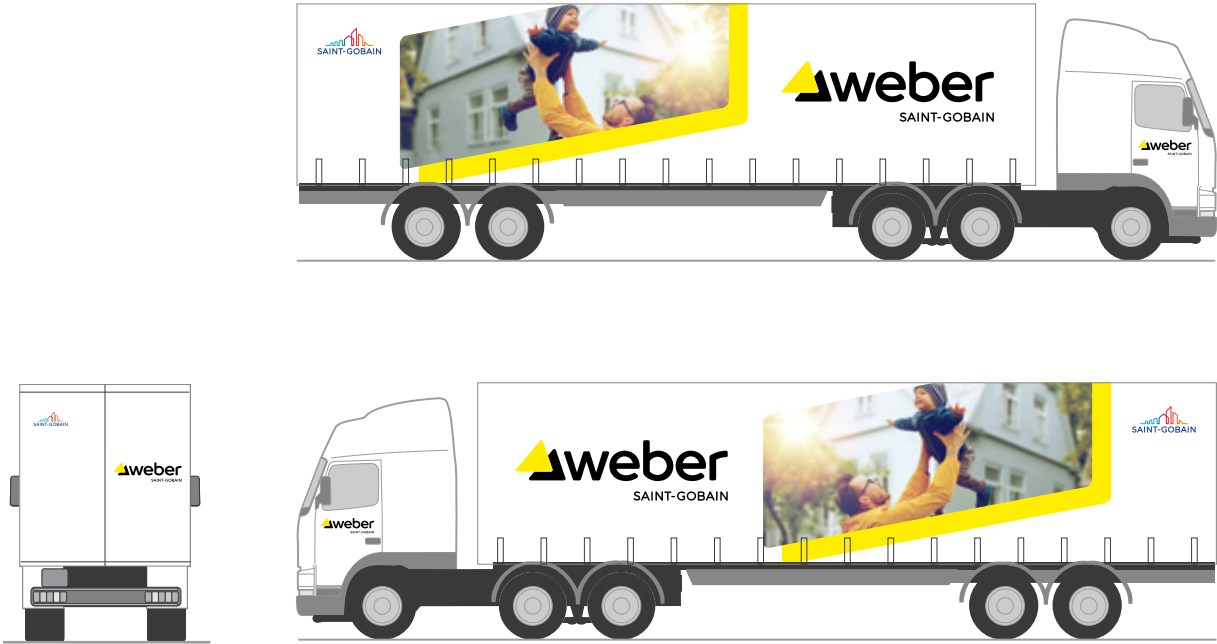
There are several versions of vehicle wraps using the brand identity codes.



Vehicles

TRUCKS

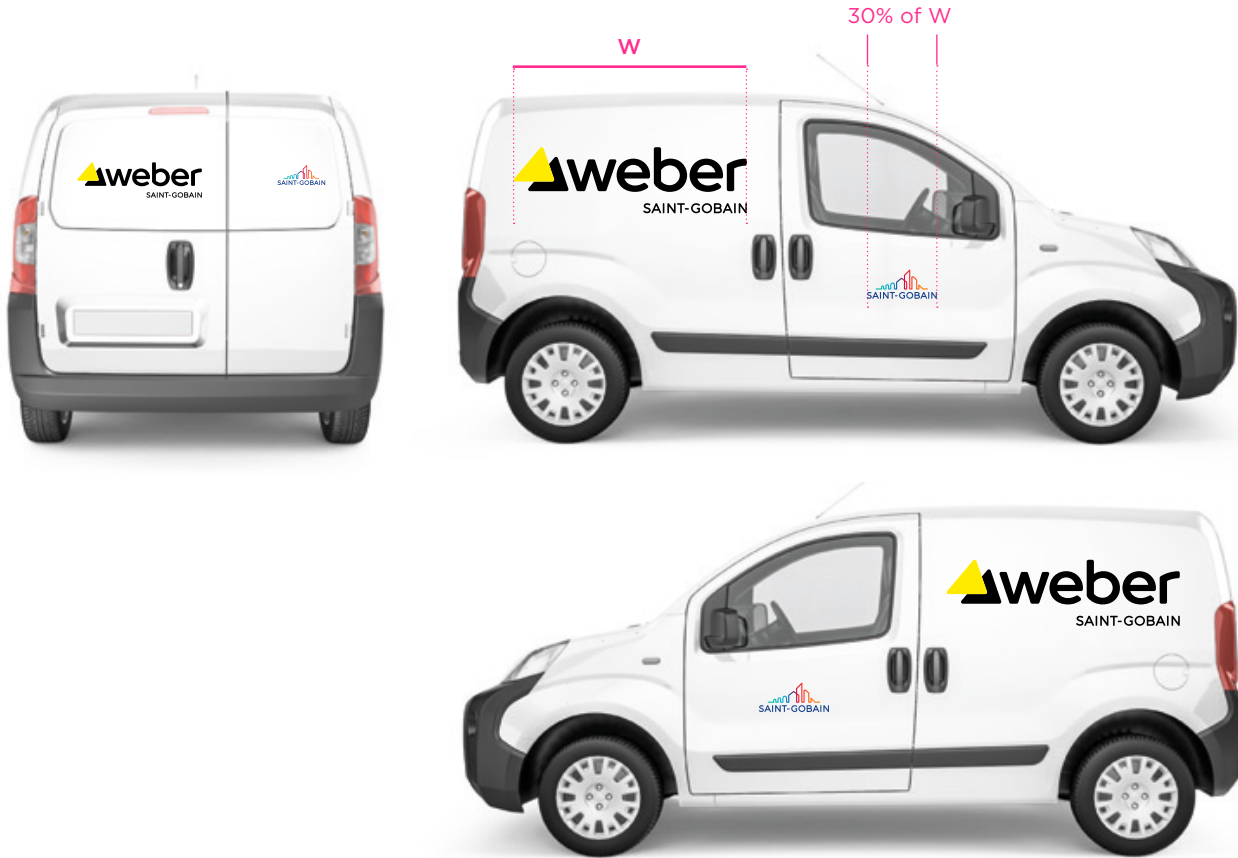
There are several versions of vehicle wraps using the brand identity codes.



Vehicles

VANS

There are several versions of vehicle wraps using the brand identity codes.



Vehicles

VANS

There are several versions of vehicle wraps using the brand identity codes.



Vehicles

VANS

There are several versions of vehicle wraps using the brand identity codes.



7 EVENTS AND GOODIES

Event signage





All percentages are percentages of A (the smaller side of the format)



Goodies

The Saint-Gobain logotype is proportional to the Weber logotype.
It makes a dimension of 2/3 the height of this one.

Front



Back



EMBROIDERY

As an exception on embroidered items where the Saint-Gobain endorsement is not legible, the Brands & Communication team can provide a version where the size of the endorsement is bigger.

Goodies

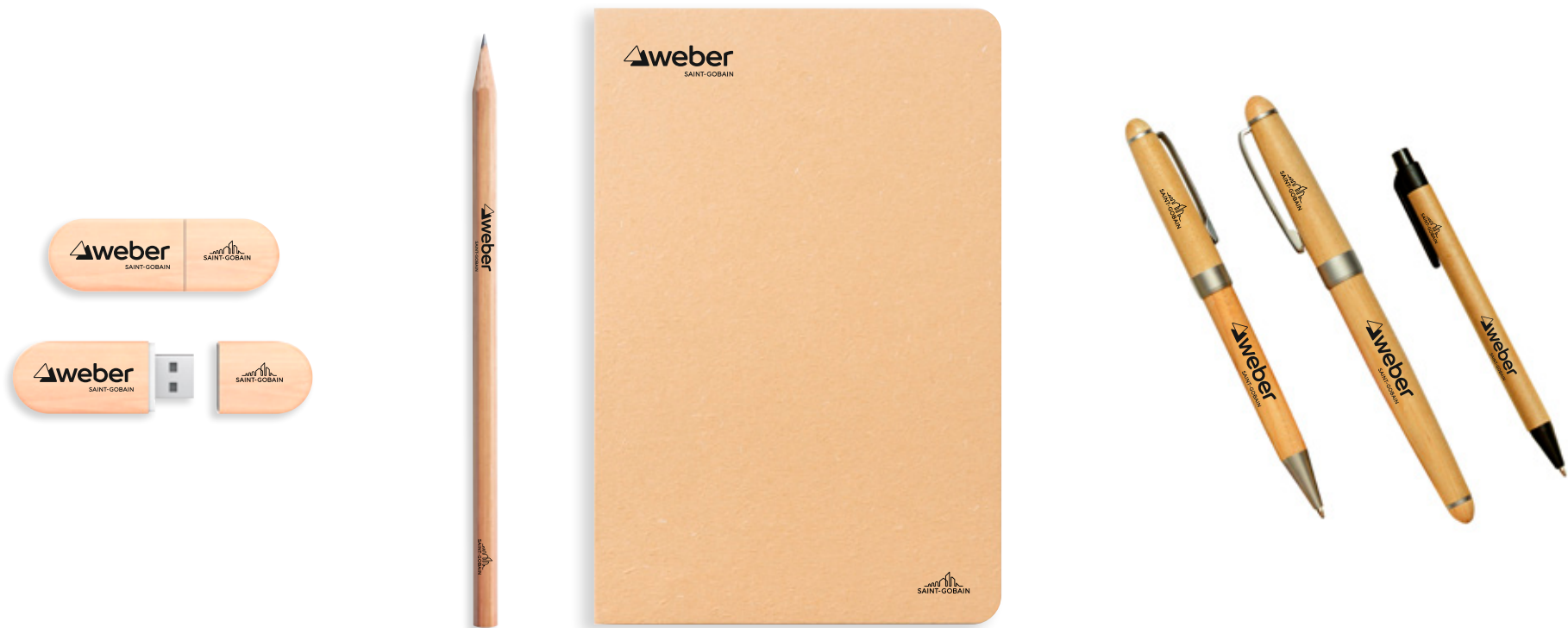
TEXTILES

Use the monochrome version of the logotype when the full colour version is not suitable.



Goodies

SUSTAINABILITY GOODIES



Goodies





November 2023

Tour Saint-Gobain
12, place de l'Iris
92400 Courbevoie - France

**FOR MORE INFORMATION, PLEASE CONTACT
THE BRANDS AND COMMUNICATION TEAM**

Photo credits:

Weber, Saint-Gobain, Shutterstock,
Gettyimages, Adobe Stock.

Design & conception: Adrien Leroy