

# BRAND GUIDELINES

SEPTEMBER 2022



## WHAT'S A BRAND?

More than a name or a logo. More than a name or a logo on a box. And more, ultimately, than what the box contains. What's inside the box may change, after all – or be succeeded by some other product that's better, faster, and less expensive.

The guidelines that govern communications for Giatec products and services are part of a much larger effort - to build awareness, understanding, and preference for the Giatec brand and Giatec products and services in the markets in which we compete. To build a brand that endures.

## BUILDING AN ENDURING BRAND

A brand is a shorthand representation - often communicated in a single word or symbol - of everything a company is, does and stands for. That representation can be seen most clearly in promotional messages and in the quality of the customer's experience in buying, using, and servicing a branded product. But the brand's representation communicates other, less obvious aspects of the brand that are just as important. A clear promise, for example, that is important and memorable to customers. A distinctive, recognizable personality that is inseparable from the brand itself, informing not only advertising and communications but behavior as well.

## CONSISTENCY IS EVERYTHING

Achieving the goal of an enduring brand requires a conscious, coordinated, consistent approach to communications and behavior. That approach is based on the understanding that every choice and every decision—not advertising or collateral alone – communicates something to someone about the Giatec brand.

## WHAT'S IN THIS BRAND GUIDE?

Guidelines for personality, voice, and visual elements - the foundational building blocks used to create consistent and brand compliant marketing and communications materials.

This Giatec Brand Style Guidelines will help you communicate with Giatec to both our internal and external stakeholders and audiences in a consistent and engaging way.

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# Who We Are.

## Vision

Our vision is to revolutionize the concrete industry by implementing smart technologies that monitor concrete properties and analyze data during design, production, delivery, placement, and service.

## Mission

- Bring disruptive, knowledge-based, and sustainable technologies to the concrete industry.
- Allow concrete producers, contractors, and business owners to increase profitability of their projects by saving time, labor, and costs.
- Identify current challenges in concrete testing and design innovative solutions to address them.
- Attract and retain talented and passionate employees, empowering them to develop diverse personal skills and thrive in their careers.

# Who We Are.

## ORGANIZATION VALUES

### Passion

We are always looking for creative and revolutionary ways to solve problems. We strive to continuously innovate and make incremental improvements to our technology.

### Creativity

We are passionate about what we do and the world around us, that's why we are continuously moving forward, innovating, and improving.

### Integrity

We are consistently open, honest, ethical, and genuine. We set and exceed our own high standards, constantly raising the bar for ourselves.

## ORGANIZATION STRENGTHS

### Specialized Expertise

By leveraging our trusted innovation & technical knowledge from our R&D departments, our partners can make decisions and move their projects forward efficiently with confidence. We offer construction organizations the industry knowledge they value.

### Empowering Technology

Our partners are able to make informed decisions efficiently because we deliver critical information simply, accurately, and in real-time. We invest in innovation, harnessing technologies that simplify the experience and empower our users.

### Partner Focus

Giatec's partner-focused approach orients the organization processes and services around what matters most to its clients. We only win when our partners win.

# Personality

Our unique personality informs how we act, think, and hire. It's critical that our customers and partners always experience one Giatec. The following traits ensure we're aligned, authentic, and customer-focused.

## Learners

Our love for learning creates a culture that is inviting, responsive, and relevant. We seek to understand as a means to enabling action. This approach allows us to keep up with an evolving market, respond to change and excite our clients.

## Inventors

Our innovation is evident in how we work, communicate, and plan. We are focused on tomorrow's strategy, next year's needs and the next generation of clients. We're curious, bold, and not afraid to take chances. This spirit attracts people committed to creating where others simply copy.

## Passionate

Our energy and belief unite us. We may pursue different tasks and possess different skills but we are aligned in how we approach our day. We believe in the work we're doing and it attracts partners who believe the same.

## Caring

We are sincerely concerned with our partners and their successes. Our empathy drives us to understand our partners and colleagues before taking action. We build great products and attract excellent people because we care.

## Driven

Our desire for success moves us forward. We make informed decisions and then act. We're not satisfied with average and we're always exploring a better way. Our clients want to win and so do we.

# Voice

Our communication should be distinctly Giatec. Whether over an email or on the web, our words brim with clarity, conviction, and confidence. Remember, when you speak to a partner or competitor, you have the opportunity to affirm our brand voice.

## Selfless but Strong

- We use “you” more than “us”, “our”, or “we”.
- We build narratives around our clients, not our products.
- We avoid needless caveats, tedious sentences, and long paragraphs.

## Intelligent but Simple

- We avoid jargon.
- We don't use old metaphors or tired figures of speech.
- Our partners rely on us to turn complexity into simplicity.

## Direct but Respectful

- We excite our audience through brevity.
- If it is better to cut a word out, we do so.
- We always choose the active voice over the passive.

## Humble but Confident

- Service comes through in all of our speech.
- We accept our achievements but prize our clients.
- We support our claims with confidence but never arrogance.

# Logo

## PREFERRED VERSION:



## SECONDARY OPTIONS:

Black



White



Green/Black



Green/White



## SPACING:



Use of the logo requires a margin of clear space equal to the X height of the Giatec wordmark.

## SIZE:



There are three versions of our logo. The Double Green is the preferred version.

Use the black logo on light backgrounds and the white logo on dark backgrounds. Always take into consideration the legibility of the logo in relation to size and contrast with the background.

Clear space is the area surrounding the logo that must be kept free of other graphic elements to ensure legibility on all communications. This clear space allows it to stand out clearly and distinctly in any environment.

# Logo

The logo is to be used “as-is” and no distortions or modifications are permitted.

These rules apply both to the Logo and Product Wordmarks.



**DONOT**

Re-colour any part of the logo.



**DONOT**

Apply strokes or outlines



**DONOT**

Apply drop shadows



**DONOT**

Apply any special effects, such as bevel or emboss.



**DONOT**

Apply gradients to the logo



**DONOT**

Fill the logo with patterns or textures



**DONOT**

Squash, stretch, rotate or otherwise distort the logo



**DONOT**

Add or subtract elements to or from the logo



**DONOT**

Create new lockups without express approval



**DONOT**

Use the logo to generate a pattern



# Product Wordmarks

GIATEC **SmartHub**<sup>TM</sup>

GIATEC  
**SmartHub**<sup>TM</sup>

**SmartHub**<sup>TM</sup>



Product Wordmarks are available for each of the products in Giatec's line, available with Giatec Wordmark in vertical and horizontal formats and also without the Giatec Wordmark.

The versions with the Giatec wordmark are the preferred versions.

As with the logo, Product Wordmarks are to be used "as-is" and no distortions or modifications are permitted.

The same **use/do not use** rules for the logo also apply to Product Wordmarks.

# Product Wordmarks

GIATEC **Smarthub**<sup>™</sup>

GIATEC **360**<sup>™</sup>

GIATEC **Roxi**<sup>™</sup>

GIATEC **BlueRock**<sup>™</sup>

GIATEC **Perma**<sup>™</sup>

GIATEC **iCOR**<sup>®</sup>

GIATEC **SmartBox**<sup>™</sup>

GIATEC **Surf**<sup>™</sup>

GIATEC **RCON**<sup>™</sup>

GIATEC **SmartRock**<sup>™</sup>

GIATEC **SmartRock**<sup>®</sup>

GIATEC **SmartRock**<sup>™</sup> Plus

GIATEC **SmartRock**<sup>®</sup> Plus

GIATEC **SmartMix**<sup>™</sup>

GIATEC **XCell**<sup>™</sup>

SmartRock and SmartRock Plus are unique in that those logos exist both as TM and Registered versions.

- If used in a digital context, use the ® symbol (SmartRock®)
- If used for print or within a presentation, use the ™ symbol (SmartRock™)
- If used for data sheets/product flyers, use the ™ symbol (SmartRock™)
- If used for LinkedIn ads (that run outside of North America), use the ™ symbol (SmartRock™)

# Product Wordmarks



GIATEC  
SmartRock®



GIATEC  
SmartRock Plus™



SmartRock Plus®



SmartRock®



GIATEC  
SmartMix™



SmartMix™



GIATEC  
Roxi™



Roxi™

Additionally, SmartRock, SmartRock Plus, SmartMix and Roxi are unique in that those product wordmarks have versions that include an icon as part of the product wordmark.

As with the logo, Product Wordmarks are to be used “as-is” - the same **use/do not use** rules for the logo also apply to Product Wordmarks.

# Typography

LATO - LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

LATO - MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

LATO - BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Our brand typeface is Lato.

Lato reflects our brand promise and ethos. It is bold, clear, direct, and easy to read. It communicates our competence, efficiency, and honesty. It showcases our content—the words themselves—to amplify our message.

The family has a number of weights but Light, Medium, & Bold weights will be sufficient for most needs.

Calibri is our chosen fallback option (in Windows).














Open Sans can be used in the absence of both Lato and Calibri.

# Colour

## GIATEC COLOUR PALETTE

05C800 5/200/0	Light Green
148911 20/137/17	Dark Green
FF7A2F 255/122/47	Light Orange
CF4B00 207/75/0	Dark Orange
DEDEDE 222/222/222	Light Grey
808080 128/128/128	Medium Grey
222222 34/34/34	Dark Grey
000000 0/0/0	Black
FFFFFF 255/255/255	White

## COLOUR CONTRAST GUIDELINES

	BLACK ON LIGHT GREEN	
	WHITE ON DARK GREEN	
	BLACK ON LIGHT ORANGE	
	WHITE ON DARK ORANGE	
	BLACK ON LIGHT GREY	
	BLACK ON MEDIUM GREY	
	WHITE ON DARK GREY	
	BLACK ON WHITE	
	WHITE ON BLACK	

The appropriate use of color helps make sure all of our customers can access and understand Giatec communications, regardless of their abilities.

Avoid relying on color alone to convey information. Always provide text or other graphical cues to guide customers to our message.

Our colors are accessible. Type reversed to white, or black type over a colored background, should exceed the minimum 4.5:1 contrast ratio for accessibility. Examples above demonstrate correct color use for on-screen (RGB) applications.

# Images

## FOCUS SHOTS

Focus shots are shot/rendered in-studio, and give an impressive first look at the Giatec products, highlighting the technology aspect. White backdrops are suggested. Context elements — rebar, concrete or hands — can be incorporated when required for context.



## INTERFACE

The photos give our audience an opportunity to see themselves engaging with our interface. These visuals should tell an authentic, natural, and modern narrative that positions our products as a crucial aspect of their everyday work.

Show authentic interactions between customers and products

Choose imagery that uses natural light

Use modern devices that highlight the most interactive and up-to-date product technology

Zoom in to add texture and interest



# Images

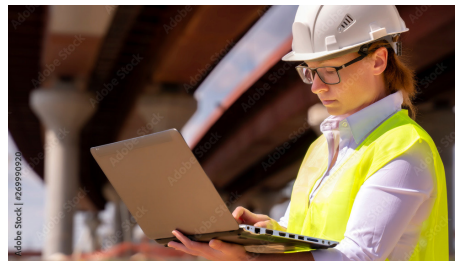
## PEOPLE

Pictures are an extension of our character, personality, and vision. Abiding by these guidelines ensures that our brand remains powerful and clear. Photos of people should complement our work ethic, drive, and care.

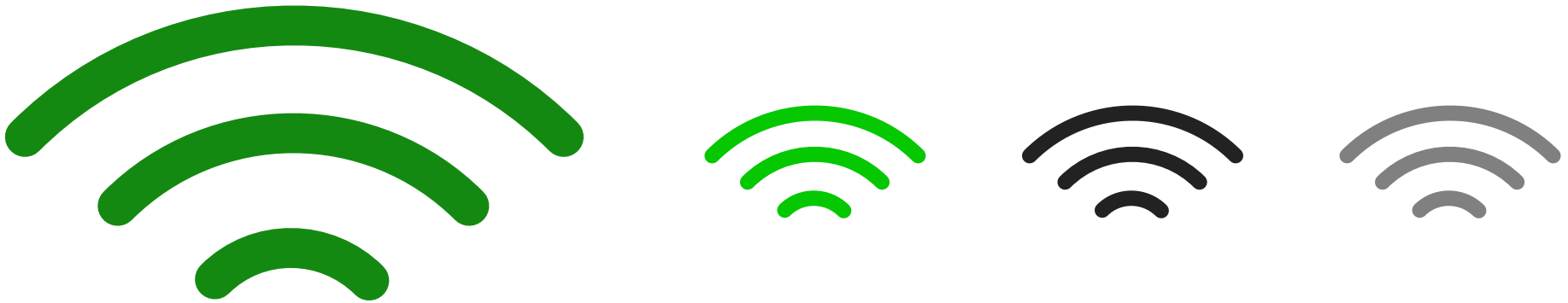
People feel authentic and unstaged

Show a glimpse into real life

Driven, hard at work, thoughtful, caring, personal, and professional



# Graphics



## WIRELESS WAVES

Wireless radio is one of the key technologies that Giatec leverages.

To ensure that we represent this technology consistently, we use the Wireless Wave graphic symbol.

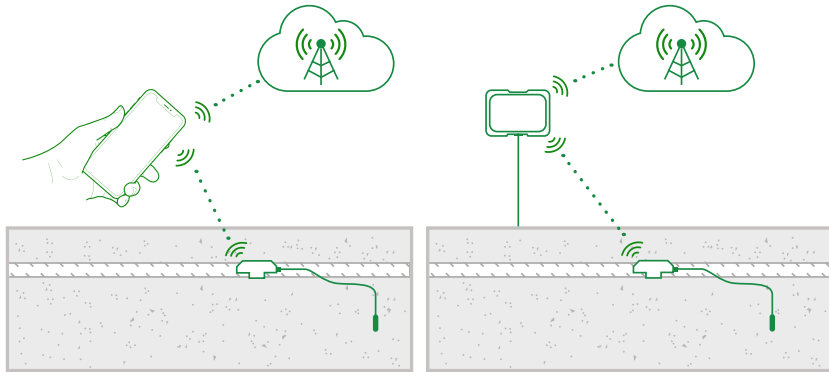
The Wireless Wave graphic symbol is available in Giatec Dark Green, Light Green, Dark Grey and Medium Grey for use in Giatec branded materials.

When using this graphic symbol, please use “as-is” with no modifications. Care should be taken to ensure appropriate sizing and sufficient contrast with background.



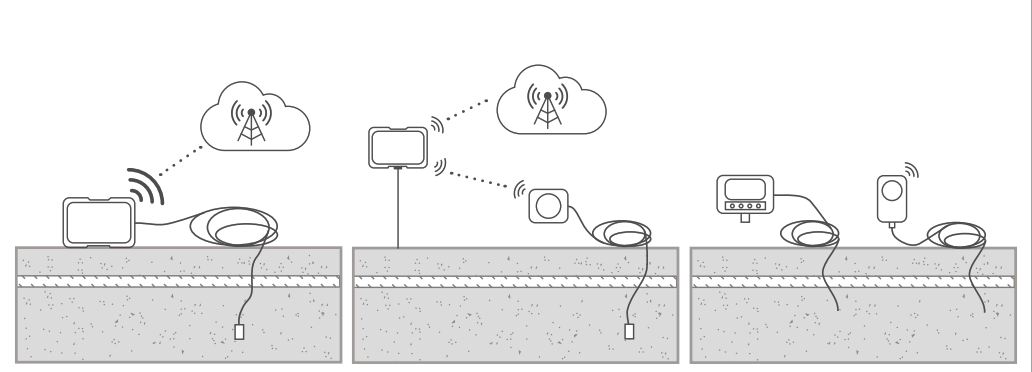
# Graphics

## SmartRock™ Sensors



Sensor inside concrete connected wirelessly to smartphone or local hub

## Conventional Sensors



Sensor wires coming out of concrete connected to wireless transmitter either with hub and direct connection to cell tower

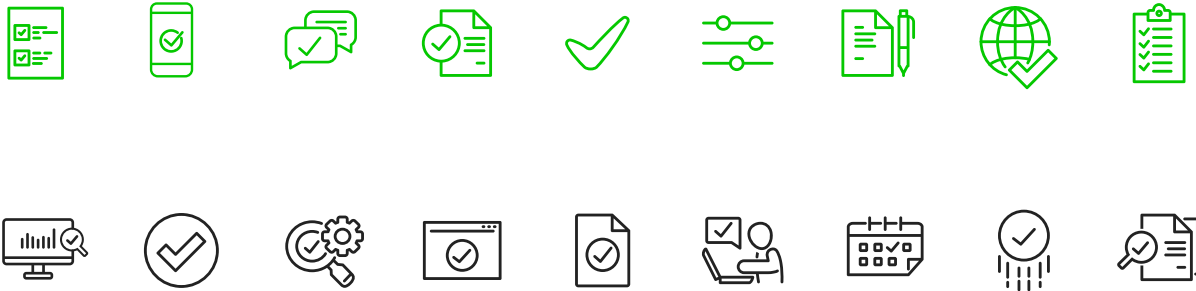
## ILLUSTRATIONS

Keep illustrations simple and clean with the minimum number of elements required to convey the idea/message.

## ICONOGRAPHY

Icons are a clean and clear way to illustrate a concept. They should be used to explain content and add value.

Icons and illustrations should never be the main focal point, but should complement photography or bold headlines. Icons should only be one colour.





**GIATEC**