



YOUR PARTNER IN SEALANTS, ADHESIVES AND COATINGS

**BRAND IDENTITY &
CORPORATE STYLE GUIDELINES**

GUARANTEED PRODUCT QUALITY

Dekalin is technology-driven manufacturer offering high quality products and solutions in sealing, bonding, damping and protection. Caravan and Motorhome companies such as Fendt, Dethleffs, Burstner, Carthago, Pilote and Hymer use Dekalin products in various ways. They choose Dekalin for sealing roofs, side strips, all parts mounted at side panels, protection of underbody, bonding PMMA windows, sound damping of motor covers and many other applications. At Dekalin we adapt to the requirements of our customers to develop innovative professional product solutions. Every employee in the organisation is committed to the development of new technologies, materials and processes in close cooperation with our customers, to meet the challenge of the future.

www.Dekalindirect.com

YOUR PARTNER IN
SEALANTS, ADHESIVES AND COATINGS



UK BRAND GUARDIANS

We have spent a lot of time developing the Dekalin brand in the United Kingdom to establish the product values globally of innovation, performance and premium quality. Due to this reason we like to protect our precious brand identity and ensure the message is delivered consistently across all media channels. I would be very grateful if you could ensure all communication carrying the Dekalin branding is created and delivered with full conformance of these guidelines. However if you are unsure please email across your designs to: paul@vfactoruk.com for approval.



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LOGO TYPE

OUR BRAND

The logo has been created to convey a professional confident bold modern clean company. With this prominent style the logo remains very legible on all types of communication including product packaging allowing it to be used on a wide range applications.

GENERAL USAGE

The logo must only be used once on each design to avoid repetition that dilutes the brands overall communication message. The logo must not be altered in any way or placed next to any third party logo. Please read the guideline pages 5-13 on appropriate correct usage.

INTELLECTUAL PROPERTY

The logo is the intellectual property of DINOL GmbH and must not used without the permission of DINOL GmbH or B.I.G International.

APPROVAL

Any usage of the Dekalin logo must be approved by DINOL GmbH or B.I.G. International.



(Fig.1) Full colour CMYK standard primary logo

Important: Any use of the Dekalin logo device on packaging, corporate literature, promotional merchandising, stationery, adverts, marketing material, signage, video media and websites must be sent to: paul@vfactoruk.com for approval before publishing.

USING THE LOGO

APPLICATION

In all situations the full colour CMYK standard primary logo (Fig.1) should be used on a white background. The standard primary logo should never be placed onto any colour apart from white. The primary logo should only be replicated with the blue and red primary colour palette shades shown on page 12.

BLACK & WHITE PRINTING

When you are unable to use the primary colour logo the branding must be produced in black and white:

(Fig.2) with the correct greyscale tone value of only 45K for the red area along with 70K for the text. The logo must only be placed onto a white background area.

(Fig.3) with the correct greyscale tone value of only 45K for the red areas along with solid white for the text. The logo must only be placed onto a solid black background area.



(Fig.1) Full colour CMYK standard primary logo

(Fig.2) Grey scale standard logo

Dekalin Grey 0c 0m 0y 70k	Dekalin Red 0c 100m 91y 0k	Dekalin LHT-GREY* 0c 0m 0y 45k	Dekalin DRK-GREY 0c 0m 0y 70k
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(Fig.3) The Logo should only be placed onto solid black backgrounds

SPACE & SIZE

CLEAR SPACE

The logo must have sufficient clear space surrounding the oval background box to ensure it is never dominated by another object element. The clear space has been defined in proportion with the logo and must never contain graphic elements, text, illustrations or lines that will clutter the space and result in a distraction. In special circumstances when the logo is being used for signage, large graphics or a front cover the X-Height space may be reduced to 75% of the standard X-Height at your discretion see (Fig.4). Please note the 75% X-height reduction rule must only be used to make the layout more pleasing on the eye and must never be incorporated due to you running out of layout space.

Minimum Size

The logo should never used smaller than the 40mm width indicated to ensure the type is legible and easily readable. When reproducing the logo at 40mm it's very important that you check that the thin lines will reproduce at this size. The lines are very thin at 0.2pt and can become eligible. Most printers can keep a 0.2pt registration however please ask them to avoid any unexpected results.

In special circumstances or when space is not available the logo can be reduced to a minimum width of 27mm provided it is still legible especially when on printed material.



(Fig.4). Example of reducing the X-Height space around the logo to 75%



Preferred minimum width 40mm



Minimum width 27mm

TAG LINE

COMBINED LOGO AND TAG LINE

The tag line has been developed to instantly portray the Dekalin brand values and ethos globally to people unfamiliar with the products and services available.

THE WORDING

The tag line 'Your partner in sealants, adhesives and coatings' must always be displayed in Helvetica Neue family. 'Your partner in' must always be displayed in Helvetica Neue Medium Condensed weight whilst 'sealants, adhesives and coatings' is always displayed in Helvetica Neue Bold Condensed. The tag line must never be altered in any way by changing the font, wording or position. The tag line must be in proportion with the main logo text (DEKALIN). The letters must always be displayed in lowercase apart from the capital 'Y' in your. The tag line lettering should always be coloured in Dekalin GREY-TEXT, see page 12 for the colour palette shades.

USING YOUR JUDGEMENT

The tag line must always be printed in Deklin GREY-TEXT when used in either full colour or black and white.

ENSURING LEGIBILITY

The tag line must never be displayed or reproduced smaller than 6pt and you should also check it will be legible at your chosen size if placing onto a printed item.



'Your partner in sealants, adhesives and coatings'



'Your partner in sealants, adhesives and coatings'

(Fig.5) Grey scale standard logo

Dekalin MID-GREY*
0c 0m 0y 45k

Dekalin BLACK
0c 0m 0y 70k



'Your partner in sealants, adhesives and coatings'

Smallest size the strap line must never be used smaller than 6pt

YOU MUST NOT USE THE LOGO IN THESE FORMATS



The background rectangular space must never be altered to any other flat colour other than white see page 5.



The logo element must never be filled with an image photograph or texture fill picture.



The lettering of Dekalin must not be altered. You must not change the colour values, direction or transition values by using a gradient fill or pattern.



The red brush effect must never be modified or removed from the logo to display the text lettering only.



The logo shape elements that form the logo device must not be altered in any way.



You must not alter the logos proportions by stretching the height or width of the text or outer black box background.

YOU MUST NOT USE THE LOGO IN THESE FORMATS



You must not lighten or darken the logo in any way or set the logo to 'multiply' over an image or background.



Do not reproduce the logo in low resolution this will lead to pixelation occurring. On all printed items the logo must be 300dpi - 600dpi at actual size.



@YOUR PARTNER IN sealants, adhesives and coatings

The tag line wording must never be altered see page 7 for guidance. Alternative fonts must never be used. The letters should always be in lower case and displayed in the correct grey and black shading.



'Your partner in sealants, adhesives and coatings'

The tag line must never be positioned above the logo or left side / right side of the logo. It must always be displayed in 1 line of text underneath the logo.



No images must infringe the logo X height space. This applies to cut out images and backgrounds.



The logo should never be placed onto coloured backgrounds other than white. You should also never place the logo onto textured or pattern backgrounds.

TYPOGRAPHY

Helvetica, designed in 1957 by Max Miedinger, is a bold statement with characters displayed in a simple construction. The neutral typeface makes it easily readable all over the world and is one of the most familiar, common and popular typefaces ever designed. Even though it was originally created in 1957 it was adopted by the computer age to be the most common practical font to be installed. The heavy weights and condensed typefaces in the family give a strong, confident and male dominant appeal to the branding. Helvetica is a timeless typeface and has also been credited the most frequently used font to deliver communication across all languages. The condensed font also works well on packaging when space must be maximised to display health and safety guidance and product usage details. The NEUE typeface family is a modified version of the original typeface with the heights and widths of letters being more structurally unified widths. Other changes include improved legibility, increased spacing between numbers and heavier punctuation marks.

helvetica Neue Bold

Abcdefghijklmnopqrstuvwxyz
0123456789!?!&%()

helvetica Neue Medium

Abcdefghijklmnopqrstuvwxyz
0123456789!?!&%()

helvetica Neue Regular

Abcdefghijklmnopqrstuvwxyz
0123456789!?!&%()

helvetica Neue Light

Abcdefghijklmnopqrstuvwxyz
0123456789!?!&%()

helvetica Neue Bold Condensed

Abcdefghijklmnopqrstuvwxyz
0123456789!?!&%()

helvetica Neue Medium Condensed

Abcdefghijklmnopqrstuvwxyz
0123456789!?!&%()

helvetica Neue Regular Condensed

Abcdefghijklmnopqrstuvwxyz
0123456789!?!&%()

helvetica Neue Light Condensed

Abcdefghijklmnopqrstuvwxyz
0123456789!?!&%()

TYPOGRAPHY

HEADLINES

When Nessacery Bebas Neue Bold can be applied to header text. Possessing a tall hight complimented with boldness, it reflects a strong powerful look, there for should not be over used and never applied to a body of text. For example, Bebas Neue has been applied to the headers throughout the brand guidelines. Bringing a visual impact and a focal point to the beginning of each page. When applying this font it is crucial that the tracking is set to 30pt. Never allow the leading to go below the point size of the font is set to.

Bebas Neue Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789!?!&%()

COLOURS

PRIMARY COLOUR PALETTE

The colours must be used correctly to provide a strong consistent brand message Dekalin RED is the most prominent colour and must be used for headlines and large flat coloured backgrounds. Ideally all text should be written in the following shade Dekalin GREY-TEXT on a white background however it can be reversed out in white if required. When text registration becomes an issue Dekalin BLACK should be adopted. The following shades Dekalin LIGHT GREY and Dekalin DARK-GREY are present to add graphical support to the primary colours with regards to creating shaded area panels or graphical devices to create layouts.

Dekalin LIGHT-RED



0c 100m 91y 0k

Dekalin DARK-RED



19c 100m 89y 10k

Dekalin GREY-TEXT



0c 3m 0y 70k

Dekalin LIGHT-GREY



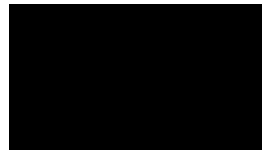
0c 0m 0y 63k

Dekalin DARK-GREY



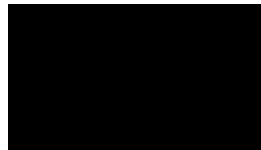
0c 0m 0y 70k

Dekalin BLACK



0c 0m 0y 100k

Dekalin RICH-BLACK



30c 30m 30y 100k

COLOURS & IDENTITY

Dekalin RED is the symbolic colour for the brand and should be used on all marketing products to keep consistency of branding. If a solid background colour is not achievable, then alternatively the scalene triangle can be applied. This should never overlap the Dekalin logo, products or text.

The Dekalin scalene triangle should always remain at least seven times longer than the height of the left hand side of the scalene triangle. The shape is never to be curved, warped, blurred or manipulated in any way, including any colours not in relation with the Dekalin brand guide lines. However the length of the scalene triangle can be altered to make the shape longer: e.g. (Fig.1)

Dekalin LIGHT-RED



0c 100m 91y 0k

(Fig.1)



Bonding



Dekalin ORANGE

0c 66m 89y 0k

Protection



Dekalin PURPLE

62c 88m 0y 0k

Repair



Dekalin GREEN

74c 0m 89y 0k

Sealing



Dekalin BLUE

87c 46m 0y 0k



INTELLECTUAL PROPERTY

The Dekalin brand is registered and owned globally by DINOL GmbH however the brand is sold and distributed in the United Kingdom by special license agreement by B.I.G. International and must not be used by any 3rd parties without full written authorisation by DINOL GmbH or B.I.G. International in the United Kingdom.

AFFILIATE UK BRANDING

The Dekalin logo must only be shown with the logos shown under special agreement via B.I.G International head office authorisation. You must seek approval from the directors at the head office and always adopt the accompanying logos brand guidelines with regards to size, spacing and colours. If you are unsure please contact V Factor Creative Services via email: paul@vfactoruk.com for professional advice.



DINOL GmbH is an Associate Member of the Auto Glass Safety Council and is a voting member AGSC Standards Committee.



Dekalin is the registered intellectual property of DINOL GmbH and sold and marketed under special license agreement by B.I.G. International in the United Kingdom.



PRODUCT LABELS

With a vast range of Dekalin products available to our commercial customers it is essential that the labels are consistent across all sizes within ranges from 50ml cartridges up to 14kg containers.

The main characteristics of Dekalin packaging are: Dekalin's logo accompanied with the correct product colour, usually displayed within the scalene triangle. Large amounts of white area incorporated into the design, producing a clean, fresh look.

IMAGERY

Any imagery present should be specific to the particular product and clearly convey its purpose. Text can be applied over the imagery as long as it remains readable.

NEW PRODUCTS & REPRINTED LABELLING

Any new products or reprinted labels must be sent to head office for approval with the following documents also creating before the product is ready for sale:

- (MSDS) Material Safety Data Sheet
- (TDS) Technical Data Sheet

Essential label content

When creating a label design you must ensure that the key elements are present:

- Product name
- Top & bottom colour banding
- All chemical hazard warnings are clearly displayed
- Language translations if exporting the material
- The container size is clearly visible
- Any regulation marks
- Any transportation hazard warning marks
- Product safety usage guidelines
- Dekalin & DINOL GmbH logos & website references

LABEL BRANDING TYPOGRAPHY

Helvetica Neue LT Pro 57 Condensed

Abcdefghijklmnopqrstuvwxyz 0123456789!&%()

Helvetica Neue LT Pro 67 Medium Condensed

Abcdefghijklmnopqrstuvwxyz 0123456789!&%()

Bebas Neue Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789!&%()

Bebas Neue Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789!&%()



Example of Dekalin Dekapur 2K-6000 & Dekasyt MS-5 labels.

HAZARD WARNINGS

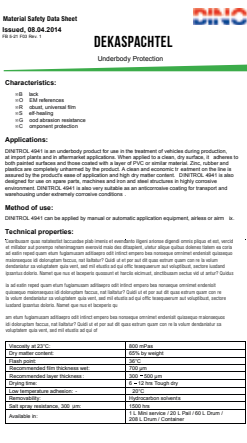
Due to the harmful nature of chemicals we actively take responsibility for our customers using Dekalin products safely. For transportation reasons and current EU compliance legislation all relevant hazard warnings must be displayed correctly and in accordance with their regulations guidance. Please contact V Factor Creative Services if you would like the EPS file containing the icons sending across. You must also note the minimum sizes that the icons should be displayed, for example the red warning diamonds have a minimum size specification of 16mm for compliance reasons. However please check all current regulations carefully before proceeding to print.

MSDS (MATERIAL SAFETY DATA SHEETS) TDS (TECHNICAL DATA SHEETS)

Any new products launched and developed in the Dekalin range must have a MSDS (Material Safety Sheet) and TDS (Technical Data Sheet). If these items are not available the product must not be sold or promoted until the documents are correctly implemented. The documents are intended to provide safe usage guidance of the product in accordance with current compliance and legislation. You will also find information on hazardous materials plus health and safety advice in the event of an accident occurring.



TDS Technical Safety Data Sheet



MSDS Material Safety Data Sheet

PRODUCT RANGES

Dekalin products have a good reputation globally for supplying bonding, sealing, repair and protection products. Dekalin design custom products incorporating new cutting edge technology that meet the demands of the caravan, moter home and automotive industry with innovative cost effective creative solutions that have ensured the brand remains a market leader.

Ensuring we are well positioned in the market place for the challenges of the future we have increased our focus on general industrial applications and have manufactured a lot of offshore applications that can function in the tough environment of the open sea. We work closely with industrial manufacturers to provide solutions for their problems and for example have produced products for steel chimneys, ship decks and ballast tanks.

BONDING

- Elastic Adhesive & Sealant
- High Tack Adhesive & Sealant

REPAIR

- Flexible Polyurethane Adhesive
- Multipurpose Filler
- Power Construction Adhesive
- Universal Contact Adhesive

SEALING

- Easy Dab-off Sealant
- Butyl Sealant
- Butyl Sealant - Free from aromatic solvents

PROTECTION

- Underbody Protection
- Under Body Protection & Wood Primer



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