

elcometer®



Brand Guidelines

SECTION ONE

April 2021

one brand

The purpose of this document is to help you, as a distributor of Elcometer products, maintain the strength and integrity of our global brand.

one identity

It details the correct use of the Elcometer brand including logos, colours, imagery, legal statements and more.

one voice

If you have an application that falls outside of the enclosed guidelines please contact us at marketing@elcometer.com to discuss your requirements.

contents

Use of the Elcometer Logo	4
Elcometer Division Logo Usage	7
Authorised Distributor Logo Usage	10
Colour Palette	11
Typeface Requirements	12
Use of Elcometer Images	13
Use of Elcometer Videos	14
Website Requirements	15
Digital Marketing	17
Social Media	18
Advertising Design	19
Product Information	20
Trademarks	21
Terms and Conditions of Use	22



Use of the Elcometer Logo

The Elcometer logo may not be modified from its original form. It can only be reproduced with written permission from Elcometer and displayed in full colour or single colour as demonstrated below.

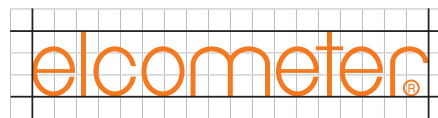


CMYK 0/65/100/0
Pantone Orange 021C
RGB 244/141/32
Hex #FF8000
RAL 2004



Minimum Width

It is important that the Elcometer logo and its registered trademark remains legible at all sizes, therefore the minimum width is 20mm.




Clear Space

The amount of clear space around the logo should be equal to or greater than 30% of the overall logo height.

Use of the Elcometer Logo

The full colour logo should mainly be used on a white background. Where the logo is to be applied to a background other than white, one of the single colour versions can be used – whichever achieves maximum contrast against the background colour.

Colour		Grey Scale	
	100% Black		100% Black
	80% Black		80% Black
	40% Black		40% Black
			20% Black
			0% Black

Unacceptable Logo Usage

elcometer®

X DO NOT apply a drop shadow to the logo



X DO NOT apply the logo over the product

elcometer®
elcometer®

X DO NOT distort or skew the logo

elcometer®

X DO NOT apply the black logo over an orange background

elcometer® 456

X DO NOT use the logo as a product name

elcometer®

X

When using the logo in vertical form DO NOT place the logo with the 'e' at the top.

elcometer®



For vertical alignment always start the logo with the 'e' at the bottom

These rules should also be applied to all sub-brand logos.

Elcometer Division Logo Usage

The Elcometer logo may not be modified from its original form. It can only be reproduced with written permission from Elcometer and displayed in full colour or single colour as demonstrated below.



Minimum Width

It is important that the Elcometer logo and its registered trademark remains legible at all sizes, therefore the minimum width is 20mm.



Clear Space

The amount of clear space around the logo should be equal to or greater than 30% of the overall logo height.



Elcometer Division Logo Usage

The full colour logo should mainly be used on a white background. Where the logo is to be applied to a background other than white, one of the single colour versions can be used – whichever achieves maximum contrast against the background colour.

Colour



Grey Scale



Elcometer Industry Icons Usage

Elcometer offer a range of industry icons for use in marketing collateral and websites. The icons should be used on a white background. Where the icons are applied to a background other than white, single colour versions can be used – whichever achieves maximum contrast against the background colour.



Protective Coatings



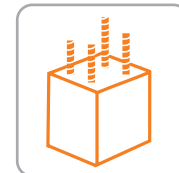
Industrial Coatings



Physical Test Equipment



Auto Refinishing



Concrete Inspection



NDT Equipment



CMYK 0/65/100/0
 Pantone Orange 021C
 RGB 244/141/32
 Hex #FF8000
 RAL 2004



CMYK 0/0/0/41
 Pantone Cool Grey 7C
 RGB 167/168/169
 Hex #A7A8A9

Authorised Distributor Logo Usage

As an approved distributor the Elcometer authorised distributor logo may be added to marketing material and stationary. The approved service centre logo can also be used by those companies authorised by Elcometer.



Minimum Width

It is important that the Elcometer logo and its registered trademark remains legible at all sizes, therefore the minimum width is 20mm.



Clear Space

The amount of clear space around the logo should be equal to or greater than 30% of the overall logo height.



Colour Palette

				
CMYK 0/65/100/0 RGB 244/141/32	0/53/100/0 247/142/30	0/0/0/0 255/255/255	0/0/0/10 230/231/232	0/0/0/20 209/211/212
				
CMYK 0/0/0/41 RGB 167/169/172	0/0/0/50 147/149/152	0/0/0/60 128/130/133	0/0/0/70 109/110/113	0/0/0/80 88/89/91
				
CMYK 0/0/0/100 RGB 0/0/0	100/100/100/100 0/0/0			

Typeface Requirements

- ✓ The following typefaces are for INTERNAL AND OFFICE USE ONLY.
All font weights and sizes can be used.

Century Gothic Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Century Gothic Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Unicode MS (for use with Chinese and Japanese text only)

一, 二, 三, 四, 五
一つ、二つ、三つ、四つ、五つ

- ✓ Online/Digital

Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

- ✗ DO NOT recreate the logo within body by using Arial/Century Gothic

- ✗ When using an elcometer 456 to measure coating thickness

- ✓ When using an Elcometer 456 to measure coating thickness

Use of Elcometer Images

Elcometer images are the copyright of Elcometer Limited and can only be reproduced with written permission from Elcometer Limited. As an approved distributor you must include an acknowledgement in your marketing material that states all Elcometer images are the copyright of Elcometer Limited and that they are used with the permission of Elcometer Limited.

Imagery is available to download from the Elcometer website. If high resolution imagery is required please contact marketing@elcometer.com

Elcometer images may not be modified from their original form.

Elcometer products cannot be modified in any way.

X Do not watermark
Elcometer images



X Do not modify
Elcometer products



X Do not distort or stretch
Elcometer products

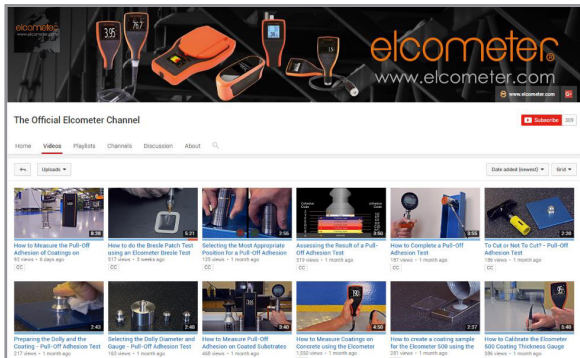


Please state: All Elcometer images are the copyright of Elcometer Limited and are used with the permission of Elcometer Limited.

Use of Elcometer Videos

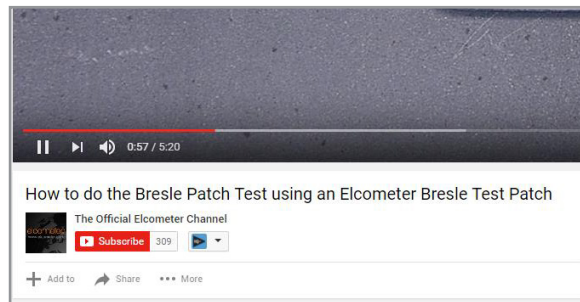
Elcometer videos are the copyright of Elcometer Limited and can only be reproduced with written permission from Elcometer Limited. As an approved distributor you must include an acknowledgement in your marketing material that states all Elcometer videos are the copyright of Elcometer Limited and that they are used with the permission of Elcometer Limited. You may embed our videos on your website via the Elcometer Inspection, NDT Equipment or Blast Equipment YouTube channels. Elcometer videos may not be modified in any way.

How to embed Elcometer videos on your website



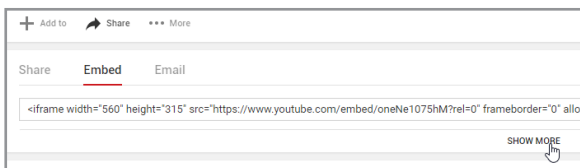
1. Go on to the the Elcometer channel you are sharing the video from.

(<http://www.youtube.com/c/elcometer-officialchannel/videos>)

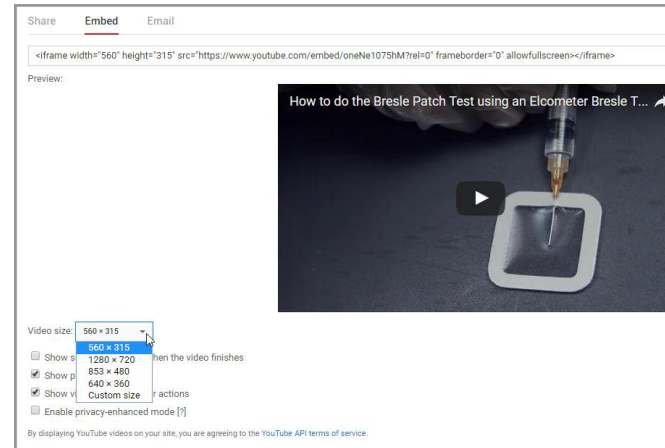


2. Click on the video you would like to embed on your website.

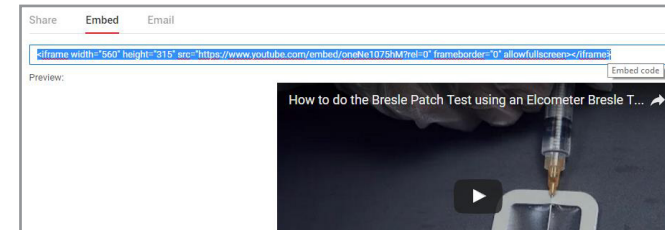
3. Underneath the video, click on the "Share" button.



4. Click on the "Embed" tab, then click on "Show More."



5. You can now select the preferred video settings, including what size you'd like the video to be.



6. Once you have selected your settings, simply copy the embed code at the top of the menu, and paste it into your website.

Website Requirements

To facilitate easy access to additional up to date product information for end users we recommend linking the product pages in your website back to www.elcometer.com.

So that you can easily link your website to the relevant product content on elcometer.com, the following URL addresses are broken down by business division. Once on the page, select the language from the dropdown box and copy the URL.



blast.elcometer.com



industrial-spray.elcometer.com

protective-spray.elcometer.com

automotive-spray.elcometer.com



industrial.elcometer.com

protective.elcometer.com



ndt.elcometer.com

Website Requirements

Keeping Elcometer product information up to date on your website is essential to maximise sales opportunities and to prevent confusion. For the latest product information visit elcometer.com. Please undertake regular reviews of your website to ensure all product updates are included in a timely manner.

✓ Product information and images **MUST** be up to date.

You will be notified of any product updates via email, please ensure your website is updated within one month of receiving the notification

✓ This following information should be included for each product

- Elcometer Model Number
- Correct Product Title
- Current Product Image
- Full Technical Specification

OR

Provide a link to Datasheet PDF/ Elcometer website for users to access information

✓ PLEASE provide links to the YouTube channel and the relevant product videos

✗ Do not use discontinued product images or information within websites or advertisement

✗ Do not watermark Elcometer images

✗ Do not use the Elcometer brand to promote non-Elcometer, competing product lines

Digital Marketing

Whether you promote your business using search engine advertising such as Google Adwords or banner advertising on industry websites, or even target customers through email campaigns, it is important to maintain your brand integrity and ours.

Please apply all the guidelines in this document to ensure a strong brand identity.



Minimum Width

It is important that the Elcometer logo and its registered trademark remains legible at all sizes, therefore the minimum width is 236 pixels.

What is ACCEPTABLE use of the brand within adverts

- ✓ Elcometer logo full and clear
- ✓ Product name all on one line
- ✓ Current product and image

Example of what is acceptable



What is NOT acceptable use of the brand within adverts

- ✗ Do NOT place the logo on a background that is difficult to read
- ✗ Do NOT combine your company logo with the Elcometer logo
- ✗ Do NOT cut off the Elcometer logo
- ✗ Do NOT break Elcometer product names over two lines

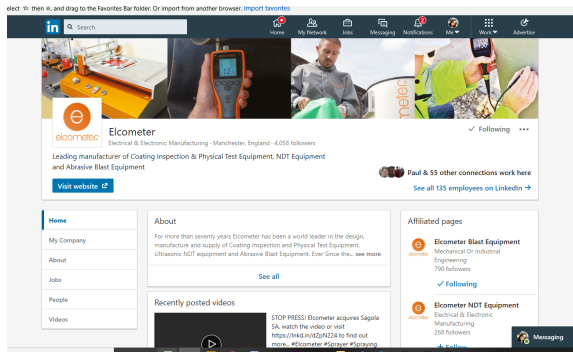
Example of what is not acceptable



Social Media

Social media is a key communication channel to target potential customers and increase brand awareness, generating visits to your websites and developing quality warm leads. We recommend you set up company pages on social media channels to increase brand awareness. Elcometer currently promotes its brand through LinkedIn, YouTube and Facebook. To grow your business and spread awareness please ensure you and your teams, subscribe to each channel, like and share posts.

Please apply all the guidelines in this document to ensure a strong brand identity.



www.linkedin.com/company/elcometer

www.linkedin.com/company/elcometer-ndt-inspection

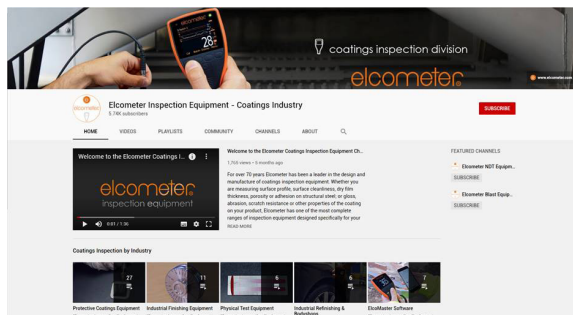
www.linkedin.com/company/elcometer-blast-equipment



Inspection: www.youtube.com/c/ElcometerOfficialChannel

NDT: www.youtube.com/c/ElcometerNDTEquipment

Blast: www.youtube.com/c/ElcometerBlastEquipment



www.facebook.com/elcometerHQ



[elcometer_com](https://www.instagram.com/elcometer_com)

Advertising Design

What is ACCEPTABLE use of the brand within adverts

- ✓ Elcometer logo full and clear
- ✓ Product name all on one line
- ✓ Current product and image

Examples of what is acceptable



What is NOT acceptable use of the brand within adverts

- ✗ Do NOT break Elcometer product names over two lines
- ✗ Do NOT place the logo on a background that is difficult to read
- ✗ Do NOT combine your company logo with the Elcometer logo
- ✗ Do NOT cut off the Elcometer logo

Example of what is not acceptable



Product Information

✓ Elcometer followed by the model number of a product should be used whenever referring to a product



Elcometer 456

Elcometer 224



Elcometer 480



Elcometer 130

✗ These variations of product names should NOT be used



E456 or A456

Elcometer-224



J-480



130

The product name must all be across the same line and not split on to the following line

✓ When using the **Elcometer 480 Glossmeter** you must ensure the correct measurement angle is selected

✗ When using the **Elcometer 480 Glossmeter** you must ensure the correct measurement angle is selected

✓ Product information and images MUST be up to date

✗ Do not use discontinued product images or information within websites or advertisements

Elcometer Trademarks

When using the Elcometer logos, trademarks or images Elcometer must be listed as the trademark owners. For example, when using the Elcometer logo there must be a reference which states the following: Elcometer is a registered trademark of Elcometer Limited.



Elcometer and ElcoMaster are registered trademarks of Elcometer Limited.

PINIP™, ViscosityMaster™ ElcoPatch™ & ElcoCalc™ are trademarks of Elcometer Limited.

Elcometer images and videos are the copyright of Elcometer Limited. As an approved distributor you must include an acknowledgement in your marketing material that states all Elcometer images and videos are the copyright of Elcometer Limited and that they are used with the written permission of Elcometer Limited.

Due to our policy of continuous improvement, Elcometer Limited reserves the right to change specifications without notice.

© Elcometer Limited, 2020. All rights reserved. No part of this document may be reproduced, transmitted, stored (in a retrieval system or otherwise), or translated into any language, in any form, or by any means, without the prior written permission of Elcometer Limited.

Terms and Conditions of Use

By using the Elcometer brand and product assets, you agree to the Elcometer Terms and Conditions, the Elcometer Brand Guidelines and all Elcometer policies.

You also acknowledge that Elcometer is the sole owner of Elcometer trademarks, agree not to interfere with Elcometer's rights in them and acknowledge that goodwill derived from their use accrues only to Elcometer.

Elcometer may review use of the brand assets at any time and reserve the right to remove or modify any use.

If you have an application outside of the Elcometer brand guidelines please contact us at: marketing@elcometer.com.



elcometer®