



GRAPHIC GUIDELINES

December 2024 edition

1 DESIGN ELEMENTS 3

Logotype elements	
■ Logotype	4
■ Protection area & minimum size	5
■ Logotype versions	6
■ Don'ts	7
■ Symbol	8-9
Color palette	10
Typefaces	11-13
Pictograms	14
Icons	15
Iconic shape	16
Photography	17-20
Market Mission Usage	21
Saint-Gobain logotype principles	22

2 STATIONERY AND OFFICE DOCUMENTS 23

Business cards	24
Letterheads	
■ A4 format	25
■ U.S. format	26
■ Letterhead with address	27
Envelopes	
■ French format	28-29
■ U.S. format	30
Meeting minutes and appointment	31
Press release	32
E-mail signatures	33
PowerPoint template	34

3 PUBLICATIONS 35

General documentation	
■ Vertical & horizontal format	36-45
■ Other formats	46
■ Back covers	47-48
Technical product sheets	
■ Vertical & horizontal format	49-52
■ Other formats	53
Technical insulation	54
Inner pages	55-58

4 ADVERTISING 59

NEW Brand or product communication?	60
Brand communication	
■ Isover circle	68-70
■ Isover circle & typography	71
■ Poster	72-78
■ Billboard	79-81
■ Social media	82
■ Digital banners	83
Product communication only	
■ Poster	85-88
■ Social media	89
■ Digital banners	90

5 PRODUCT COMMUNICATION COLORS 91

Color palette	92
Examples	93-94

6 DIGITAL AND AUDIOVISUAL 95

Website	
■ Elements	96-109
■ Templates	110-115
App	116
Social media	117-119
Digital banners	120
Newsletter	121
Audiovisual	122

7 SIGNAGE AND VEHICLES 123

Signage	
■ Entrance totem	124
■ Interior signage	125-128
■ Flags	129-130
Vehicles	
■ Trucks	131-132
■ Vans	133-135

8 EVENTS AND GOODIES 136

Events	
■ Signage	137
■ Kakemonos	138
■ Booth	139
Goodies	
■ Textiles	140-141
■ Others	142-143

1 DESIGN ELEMENTS

LOGOTYPE

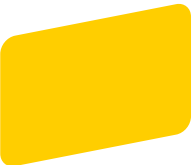
The color version of the logotype should be used in priority.

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

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



Yellow



CMYK
C0-M20-Y100-K0
PANTONE®
116 C
RAL
RAL 1023

RGB
R 255 - G 206 - B 0
HEXADECIMAL
#FFCE00

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-color version

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

Single-color version

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

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

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



1



2



3



4



Examples



Don'ts

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 color version of the logotype on colored background



Do not distort proportions



Do not change the colors of the symbol



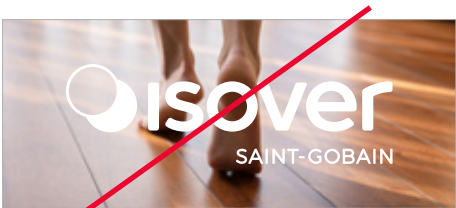
Do not use the full color version of the logotype on dark photo backgrounds



Do not change the proportions of the endorsement



Do not change the color of the logotype



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

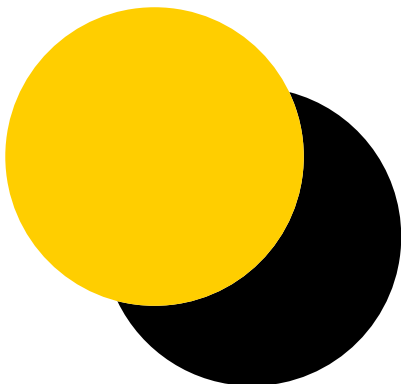
Logotype elements

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 Isover name or logotype nearby on the application.



Examples



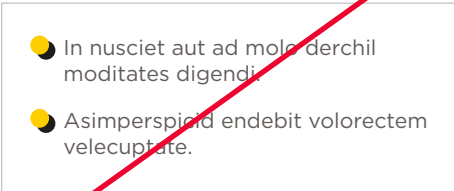
The symbol may be used in outline only, sparingly, and played with as an illustrative element of the background.

Examples

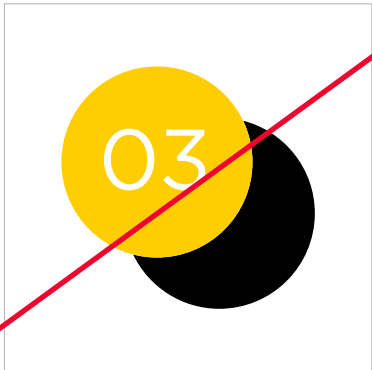


Don'ts

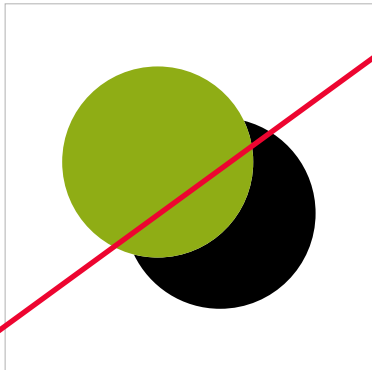
SYMBOL



Do not use the symbol as bullet points



Do not write anything in the symbol



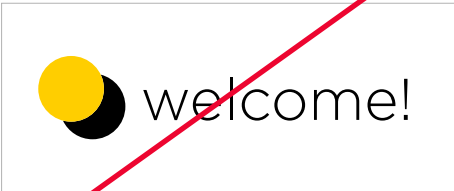
Do not change the colors of symbol



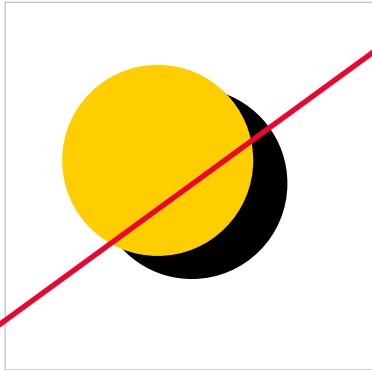
Do not change the proportions of the symbol



Do not use a visual in the symbol



Do not write next to the symbol

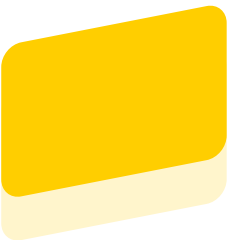


Do not change the spacing between the 2 shapes of the symbol

Color palette

PRIMARY COLORS

The main colors are yellow and green.



CMYK
C0-M20-Y100-K0
PANTONE*
116 C
RGB
R255-G206-B0
HEXADECIMAL
#FFCE00
RAL
RAL1023



CMYK
C50-M0-Y100-K10
PANTONE*
2301 C
RGB
R143-G173-B21
HEXADECIMAL
#8FAD15
RAL
RAL 6018

SECONDARY COLORS

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



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



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



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-M10-Y10-K75
PANTONE*
405 C
RGB
R98-G92-B89
HEXADECIMAL
#625C59

For Technical Insulation the primary color is blue instead of green (see examples on page 48).



CMYK
C100-M80-Y10-K0
PANTONE*
7687 C
RAL
5002

RGB
R23-G66-B140
HEXADECIMAL
#17428C

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

Typefaces

PRINTED MATERIALS

The Gotham typeface is used on all Isover's communications, except on stationery and digital.

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

The Gotham typeface is protected by copyrights.

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

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

Product names should preferably be in Gotham Rounded Bold on packaging and Gotham Rounded Medium on publications.

In the body of the text, they should be in the same font as the text block.

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

Gotham Rounded Bold

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.

Typefaces

APPLICATIONS

Our 6 different typefaces are exclusively matched to different media.

Please refer to this table to help you with designing your communication resources.

		PRINT	EVENT SIGNAGE	DIGITAL			ADVERTISING		
		INTERNAL/ EXTERNAL Print and posters.	EXHIBITION STANDS, PULL-UP BANNERS, SIGNAGE & PROMOTIONAL ITEMS	SOCIAL MEDIA POSTS/VIDEOS (text for images, banners, gifs and videos).	ONLINE Website, newsletter, app, etc.	OFFICE APPLICATIONS Word, PowerPoint, Excel, etc.	PRESS ADVERTISING	NON-MEDIA DIGITAL ADVERTISING (text for images, banners, gifs and videos).	VIDEO Advertising, social media, corporate videos and ad. campaigns.
MAIN TYPEFACES	GOTHAM	✓	✓	✓	✗	✗	✓	✓	✓
	GOTHAM ROUNDED	✓	✓	✓	✗	✗	✓	✓	✓
COMPLEMENTARY TYPEFACE	<i>Caveat</i>	SUBTITLES AND HIGHLIGHT NOTES	SUBTITLES AND HIGHLIGHT NOTES	SUBTITLES AND HIGHLIGHT NOTES	✗	✗	SUBTITLES AND HIGHLIGHT NOTES	SUBTITLES AND HIGHLIGHT NOTES	SUBTITLES AND HIGHLIGHT NOTES
DIGITAL TYPEFACES	UBUNTU	✗	✗	✗	✓	✗	✗	✗	✗
	ROBOTO	✗	✗	✗	✓	✗	✗	✗	✗
OFFICE APP. TYPEFACE	ARIAL	✗	✗	✗	✗	✓	✗	✗	✗

Pictograms are used on packaging or communication tools.

Pictograms are available in one and two color version.

They can be declined in any color 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

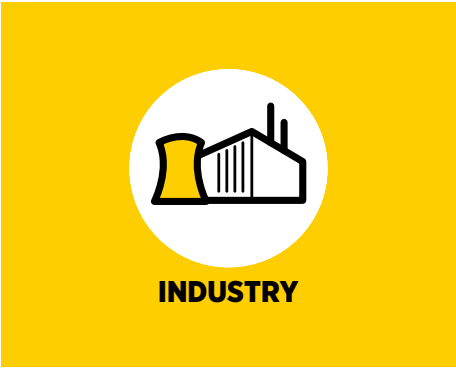
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

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

Examples



INDUSTRY



INDUSTRY

1 color



**MARINE
& OFFSHORE**



**RECYCLED
GLASS**



**THERMAL
INSULATION**



**WATER
RESISTANCE**

2 colors



**MARINE
& OFFSHORE**



**RECYCLED
GLASS**



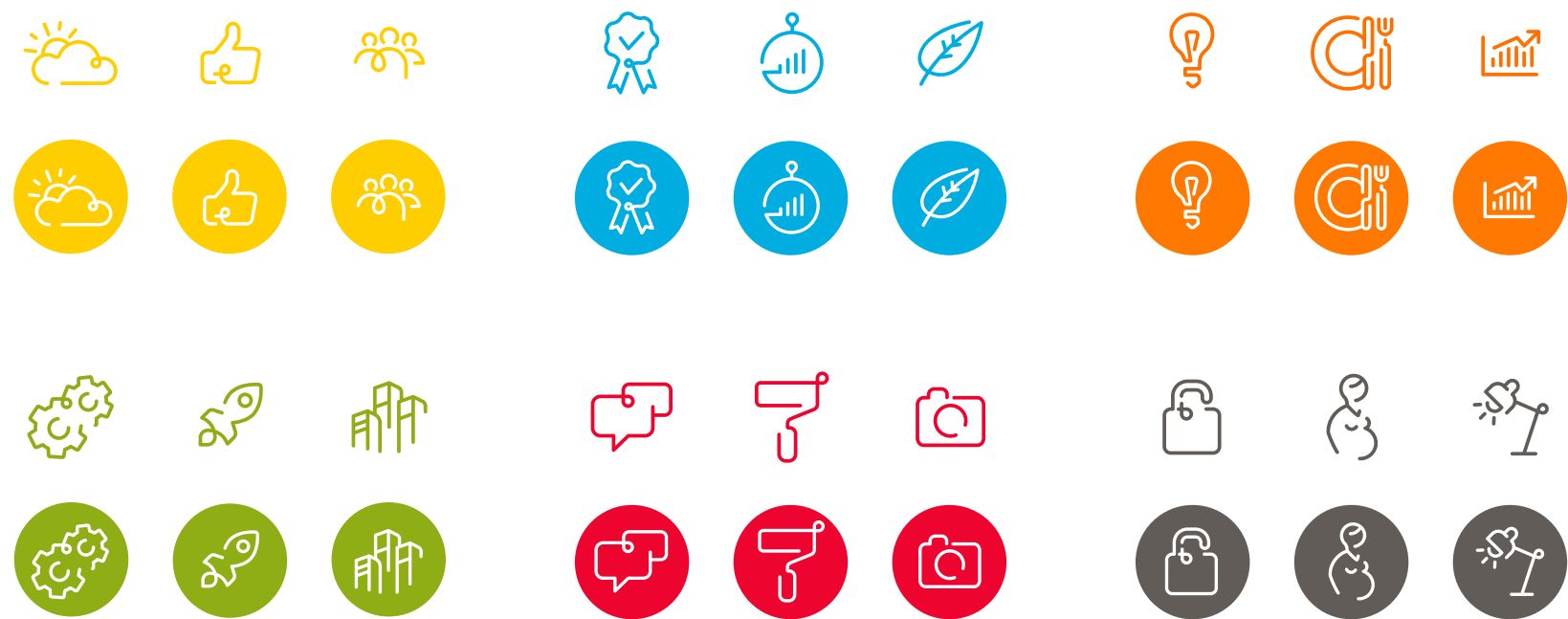
**THERMAL
INSULATION**



**WATER
RESISTANCE**

Here you'll find some examples of PowerPoint icons.

They can be used in a colored version or in their white version, on a colored sticker.



Iconic shape

The iconic shape is a strong element of the brand's visual territory. It can be used as a solid color 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

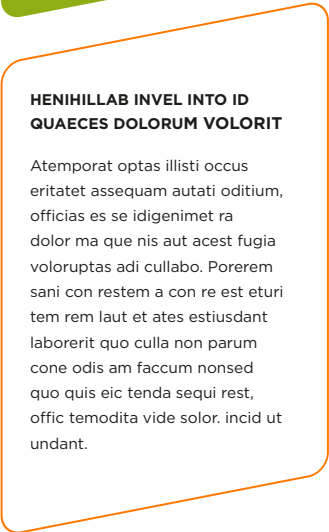


Image + shadow



Image

Text bloc



Text bloc outline

Photography

Dynamic lay-outs and bright colors create a coherent framework and help to shape a consistent visual style for Isover.

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.

These 3 pillars guide you in your search and choice of iconography.

They are based on the new tone of voice and brand platform.

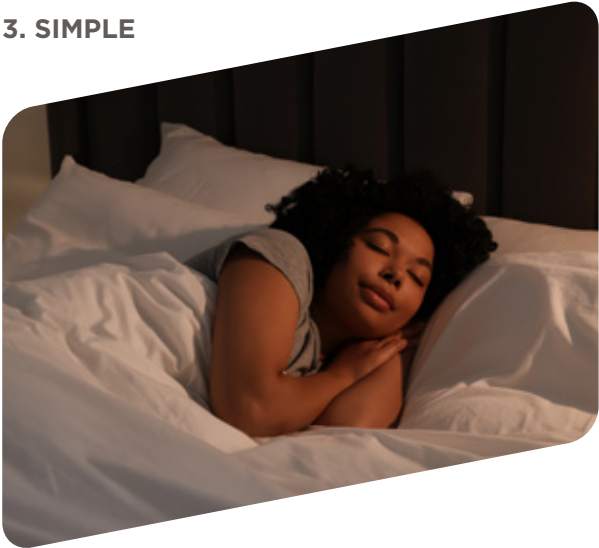
1. CONFIDENT



2. CLOSE



3. SIMPLE



Access the full icono charter:

[Iconographic guidelines](#)



Photography

1. CONFIDENT

Isover is the hidden hero of our living spaces and this **quiet but powerful confidence shines through** in our iconography. We're truly proud of our long experience and trusted reputation for high quality which comes through in the **dignity and posture of the brand imagery.**

This confidence translates into our visuals:

- Portraits should convey a sense of **positive power** with a nearly “heroic” posture
- Visuals conveying installation or handling of the product should convey a sense of **dynamism and expertise**



Photography

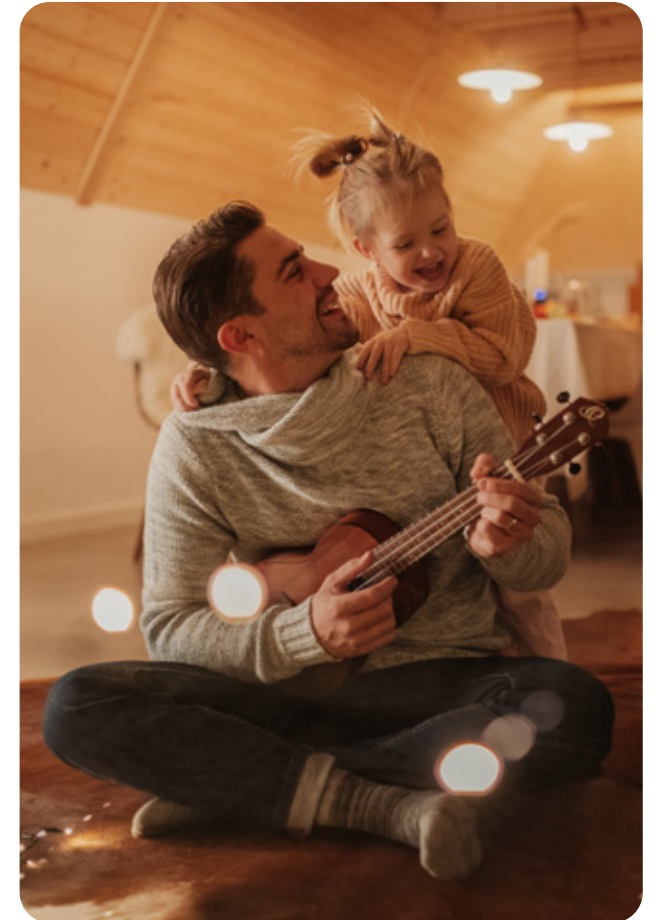
2. CLOSE

While we are technical experts, **strong and supportive relationships are what set Isover apart**. Our partners count on us to help them succeed and together, we do our best to improve people's quality of life.

Close relationships and a deep sense of caring are infused in our iconography to create a feeling of **familiarity, warmth and accessibility**.

This closeness translates into our visuals:

- Visuals with **warm tones** and lights, high contrast
- Indoor visuals must convey a **cozy, warm atmosphere**
- Focus on hands, close up and tight shots and used to express the promise of **customer proximity and a caring approach**
- Avoid using very distant or wide shots **to be as close to people as possible**



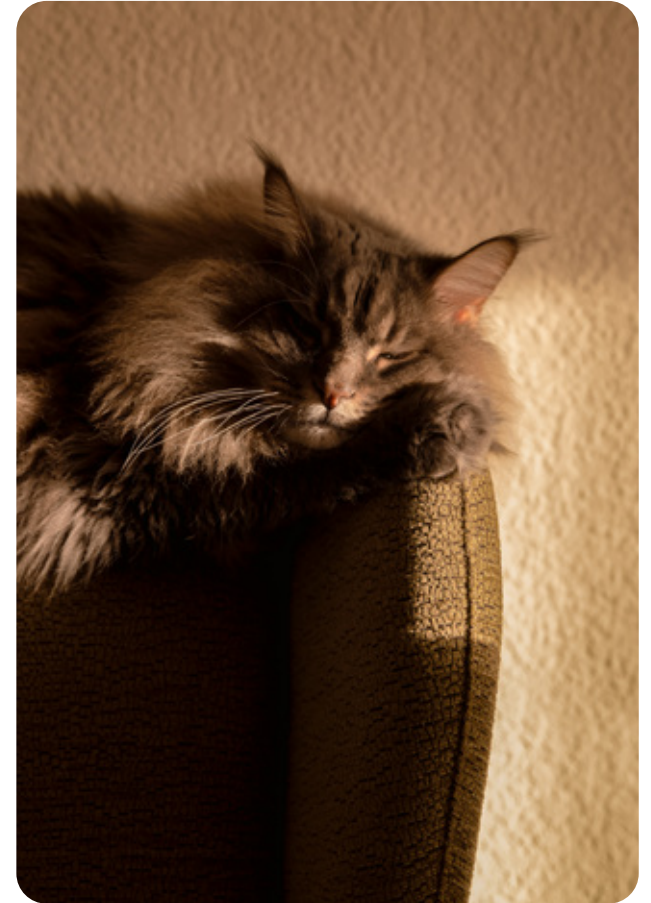
Photography

3. SIMPLE

We value clarity above all and we are grounded in real, everyday life. While the workings of our business is complex, the benefits we offer to professionals and homeowners are simple, and our iconography reflects that. **We strip away the extra and focus on what's essential.**

This simplicity translates into our visuals:

- Visuals should have **simple composition and one action** depicted at a time
- Any viewpoint must be clear and immediately understandable. The surroundings must enable our customers to grasp the message **without crowding with multiple notions**
- Simple images can also create a **strong impact, allowing people to focus on the main message**



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

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

It is not a slogan or a brand signature.

It must be always associated to the Isover brand: “Isover 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

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

Aximo modis voluptur sit reperibeaque alitatem dolupta tureperiatem si cus por molent et aut dolo dolorem ium.estotat hiliquaspis dolupta tatur, ipsam hil inusa.quiaie. 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, inimaginate milis nihilluptias ut qui dipid quiam ut aut qui bero dolenda ndicia quate net dolupta tionsequis dolupta turent doluptur.

Isover 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 Isover logotype.

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

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

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

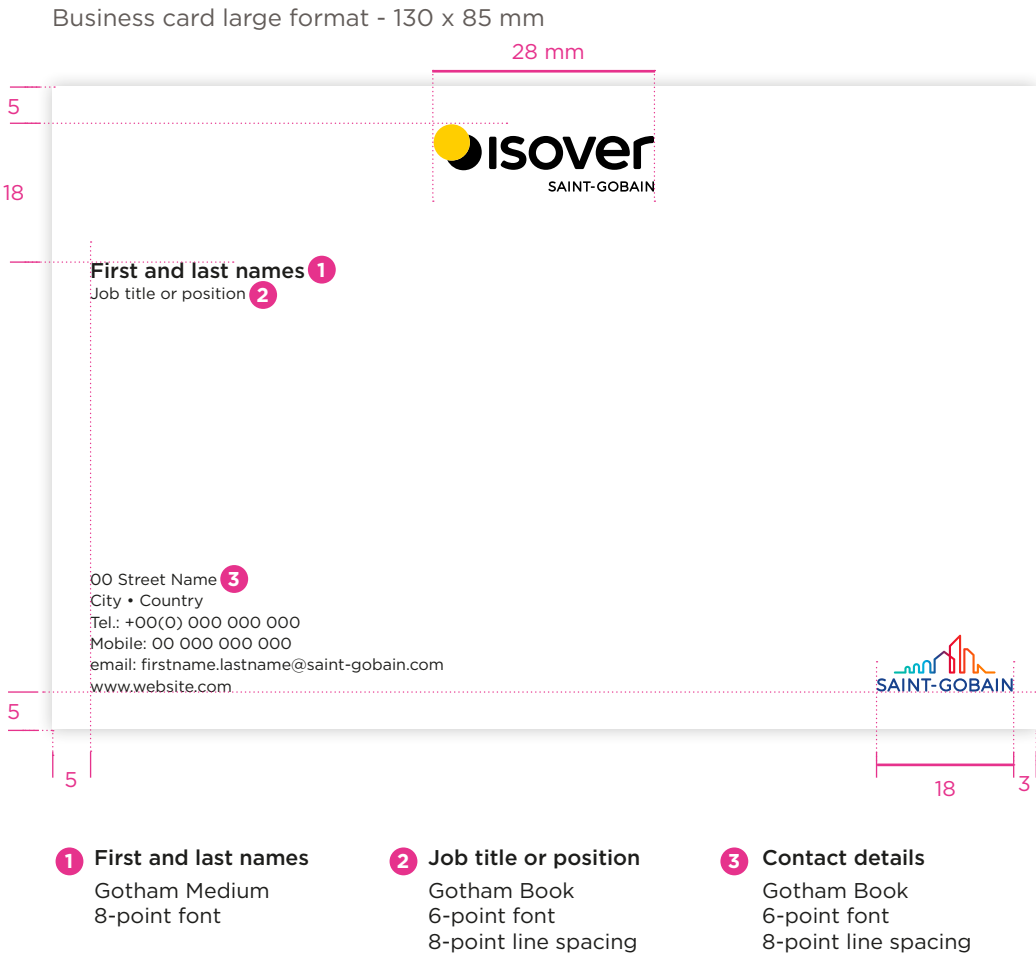
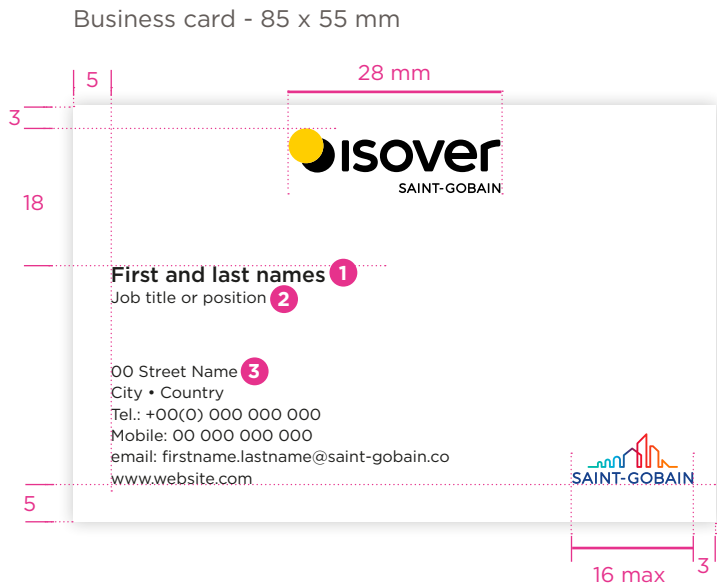


10 mm



2 STATIONERY AND OFFICE DOCUMENTS

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



Dimensions are in millimeters

A4 FORMAT

The letterhead is an official document.
As such, the Saint-Gobain logotype appears in the footer.
The Isover 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**

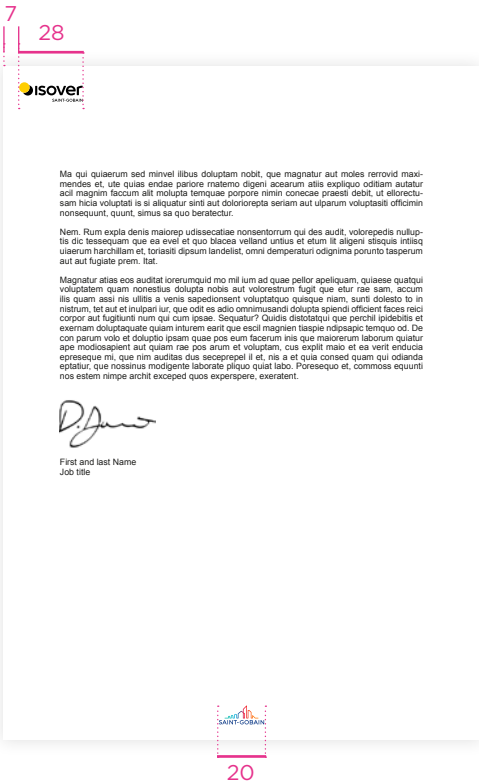
Arial Regular
7-point font
9-point line spacing

Dimensions are in millimeters

Letterhead A4 format - 210 x 297 mm



Following sheet - 210 x 297 mm



Letterheads

U.S. FORMAT

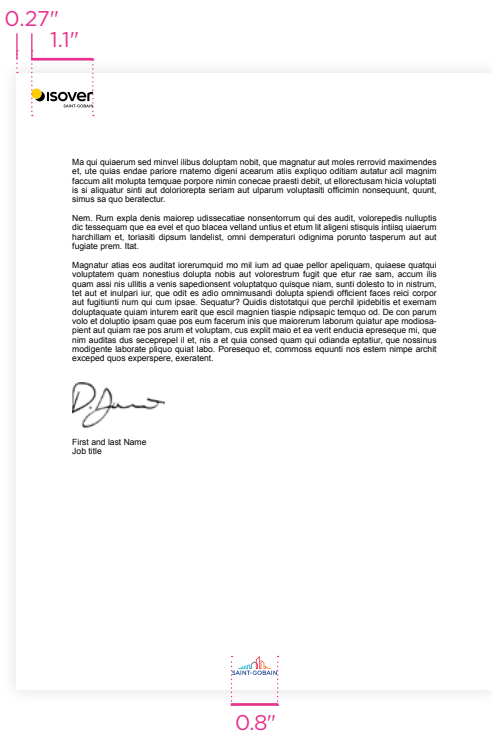
The letterhead is an official document.
As such, the Saint-Gobain logotype appears in the footer.
The Isover logotype appears in the header.
All texts are 100% black.

- 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

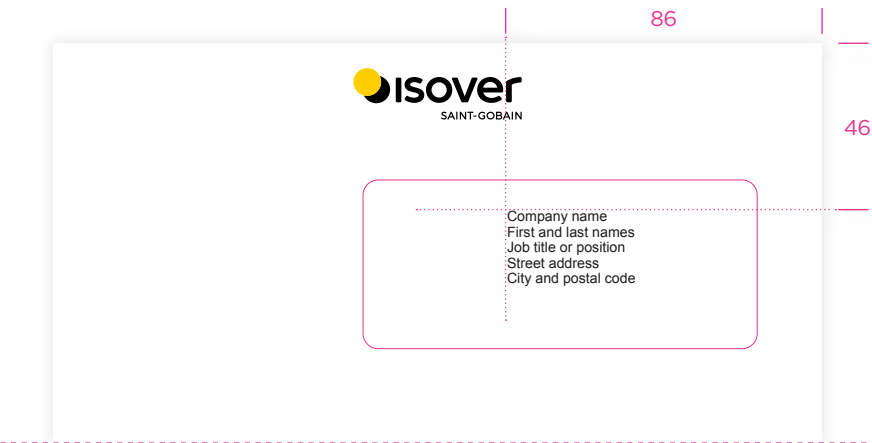
Letterheads

LETTERHEAD WITH ADDRESS

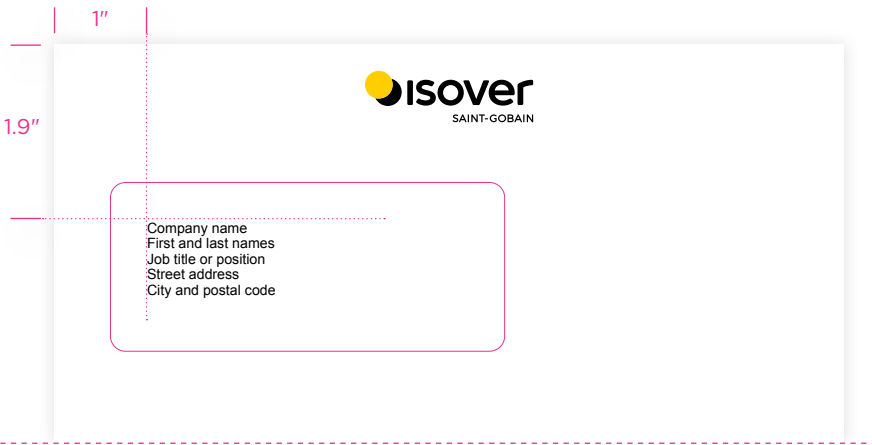
The logotype is always centred at the top of the letterhead.

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 millimeters



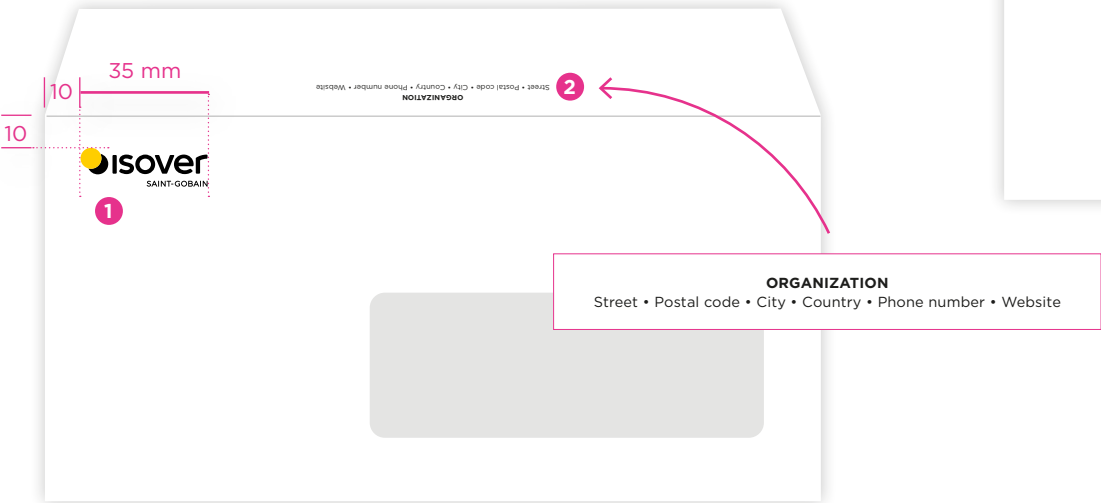
Letterhead U.S. format - 8.5" x 11". Dimensions are in inches

FRENCH FORMAT

Place the Isover 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



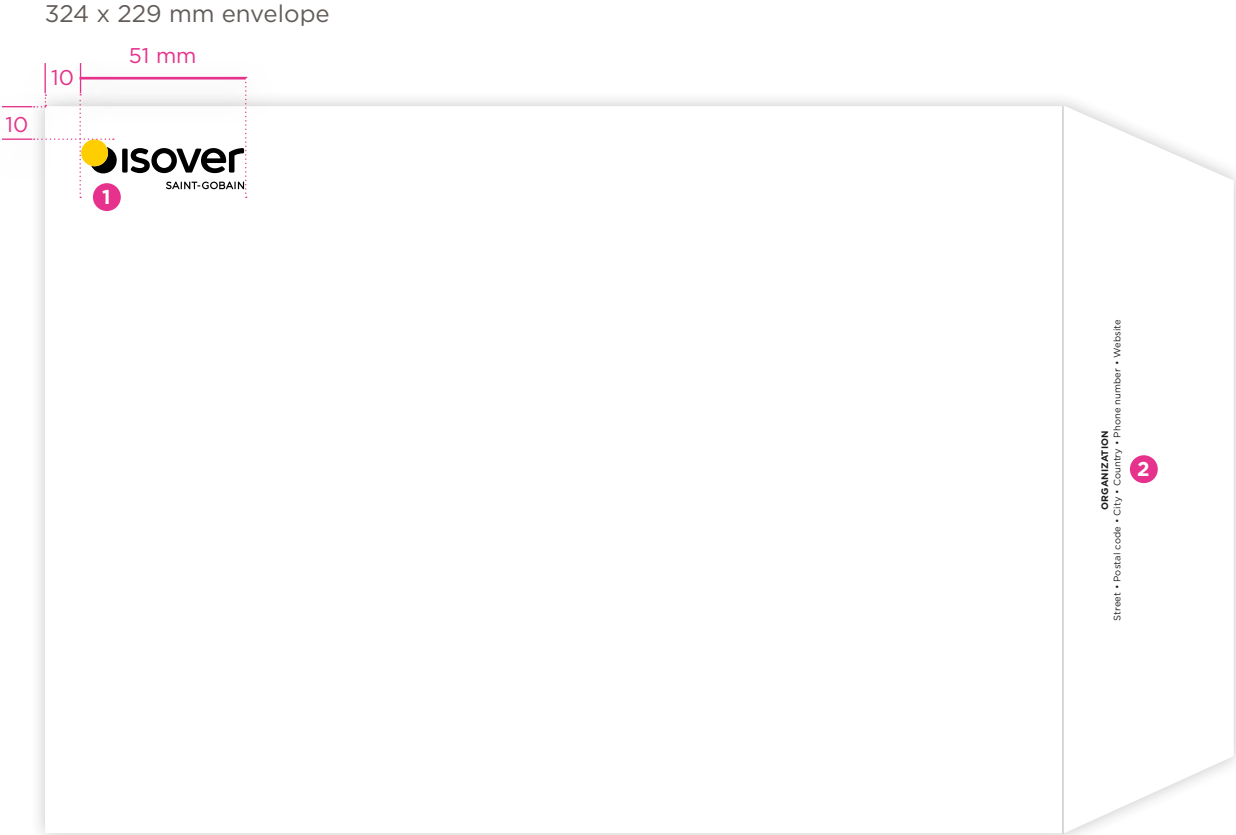
Dimensions are in millimeters

225 x 160 mm envelope



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

Envelopes



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

Dimensions are in millimeters

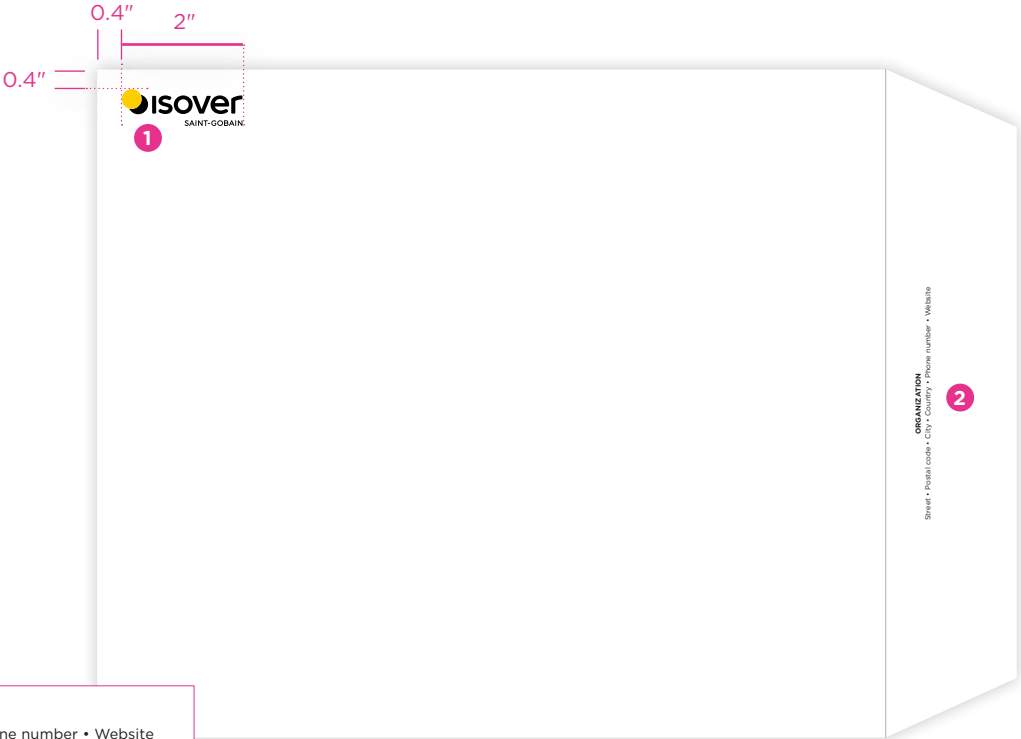
Envelopes

U.S. FORMAT

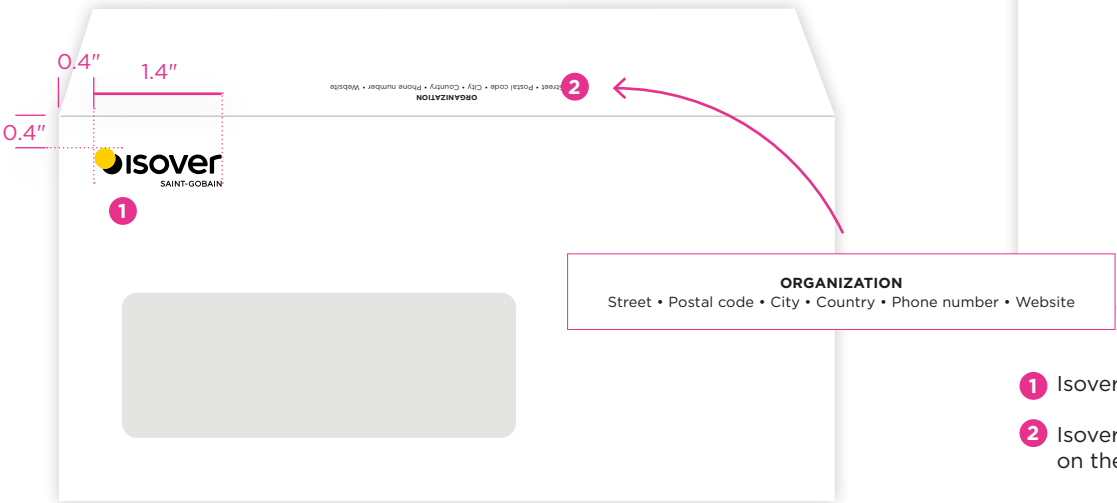
Place the Isover logotype at the top left on the front of envelope.

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 Isover logotype
- 2 Isover 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 Isover (logotype and colors).

French A4 format - 210 x 297 mm

46 mm


SAINT-GOBAIN

MEETING MINUTES

FROM

TO

COPY

DATE

[Sender]

[Recipient]

[Copy]

[January XX, XXXX]

OBJECT

[Subject of note]

Message


SAINT-GOBAIN

20 mm

46 mm


SAINT-GOBAIN

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.

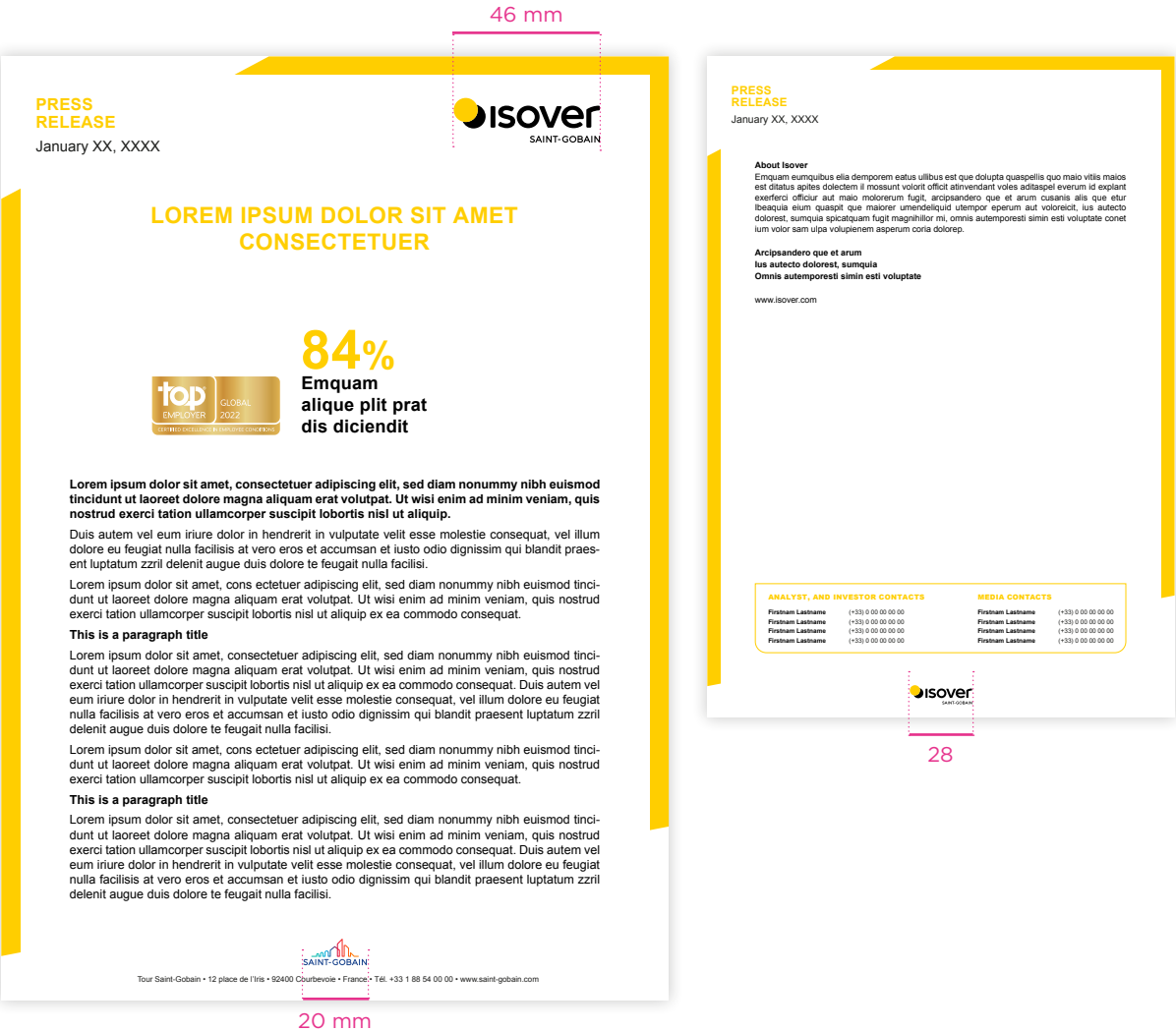

SAINT-GOBAIN

20 mm

Dimensions are in millimeters

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

French A4 format - 210 x 297 mm



Dimensions are in millimeters

Using information from business cards, the signature block includes the Isover 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



SAINT-GOBAIN

First and last names 1
Job title or position 2
Mob.:+00(0) 000 000 000 3
Tel.:00 000 000 000
name.name@saint-gobain.com

00 Street Name 3
00000 City • Country
www.website.com



SAINT-GOBAIN

Event email signature


SAINT-GOBAIN

First and last names
Job title or position
Mob.:+00(0) 000 000 000
Tel.:00 000 000 000
name.name@saint-gobain.com

00 Street Name
00000 City • Country
www.website.com


SAINT-GOBAIN


CERTIFIED EXCELLENCE IN EXCELLENCE CONDITIONS**Saint-Gobain among the world's top employers for the 8th year running**
SAINT-GOBAIN**First and last names**
Job title or position
Mob.:+00(0) 000 000 000
Tel.:00 000 000 000
name.name@saint-gobain.com00 Street Name
00000 City • Country
www.website.com
SAINT-GOBAIN

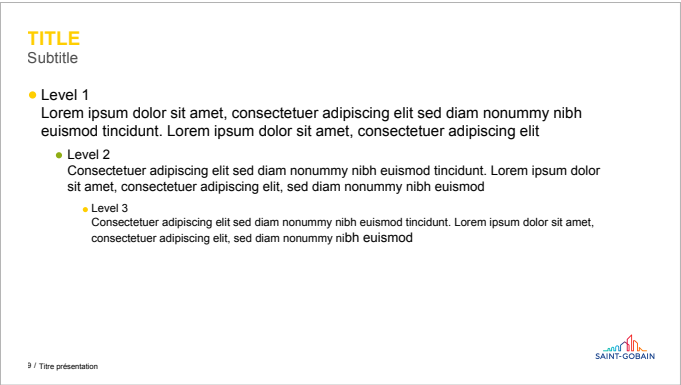
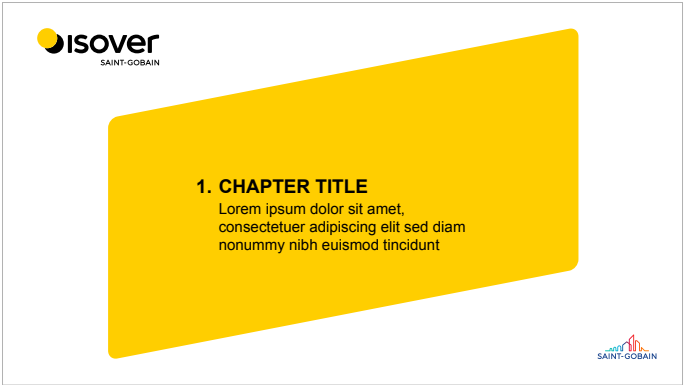
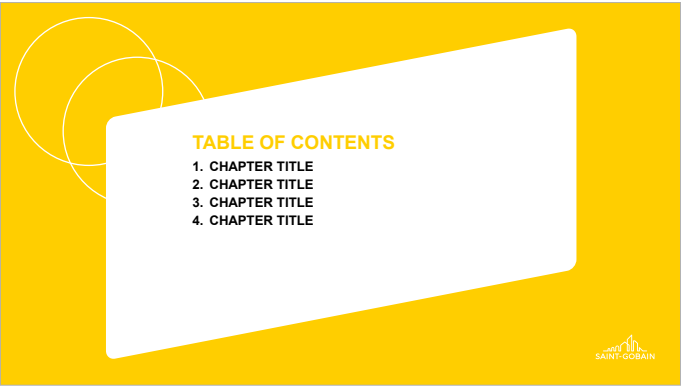
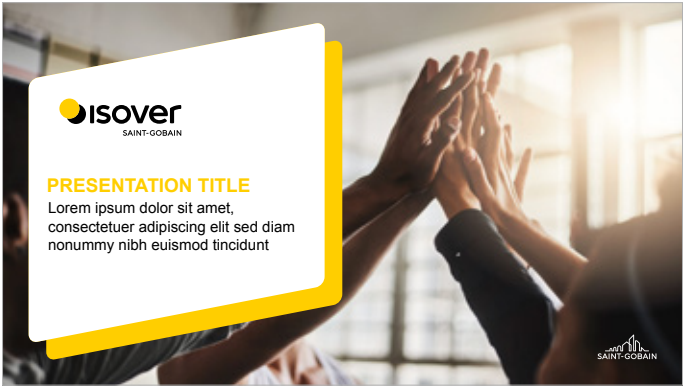
MEET US AT
SALON
JANUARY 2024
HALL 7



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 Isover colors.

We favour the presence of the yellow color 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 Isover's identity.

Logotypes are proportional to the size of the document.

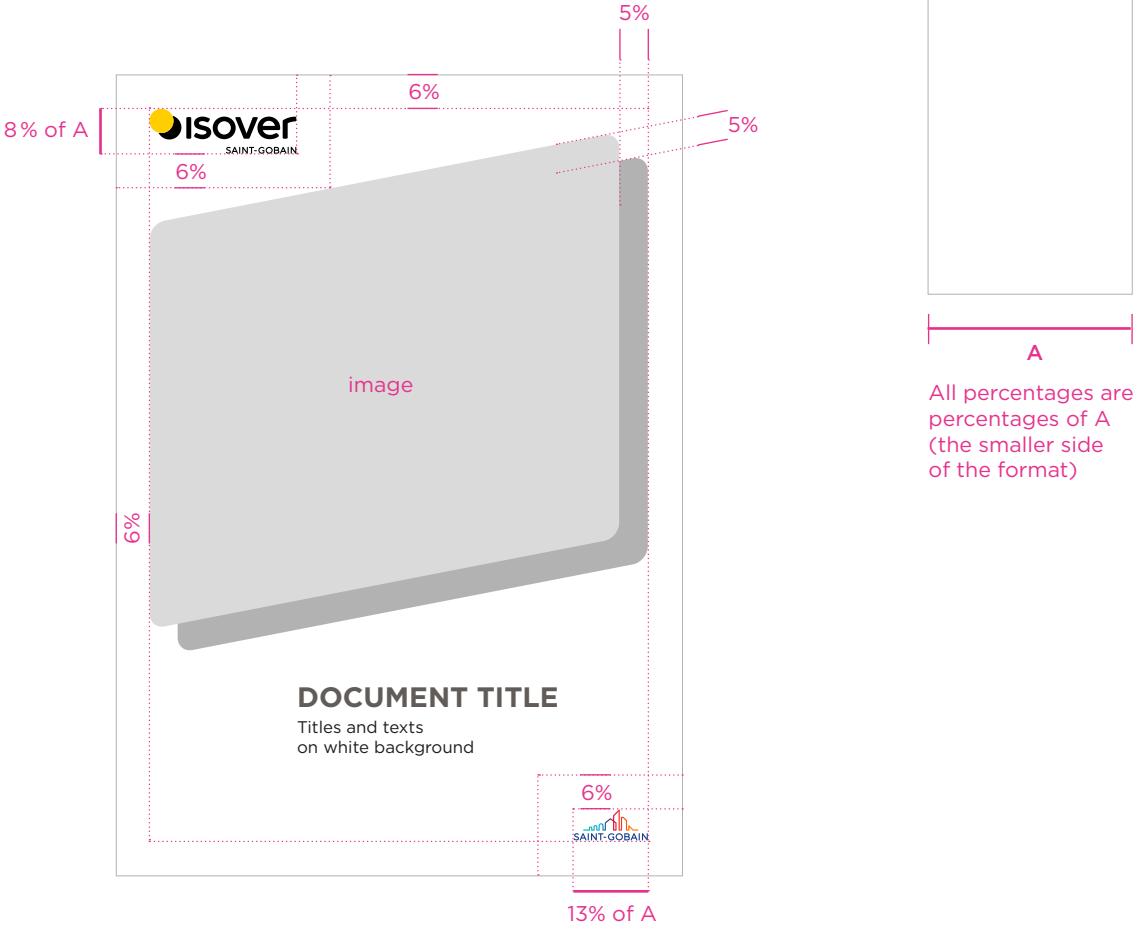
For sizes equal or superior to A4

The height of the Isover 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

Vertical brochure construction

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

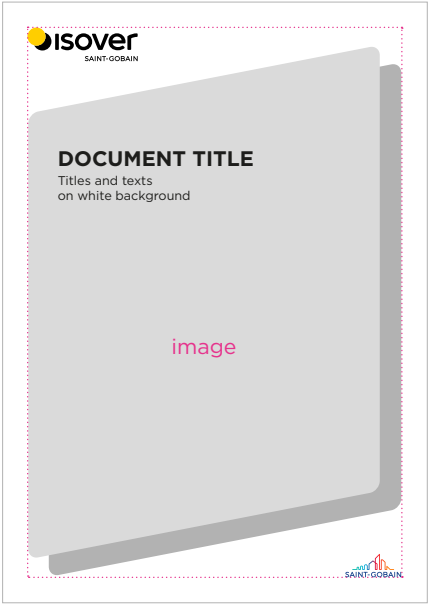
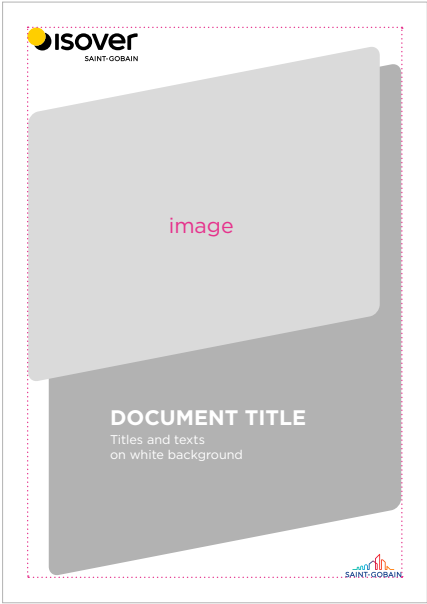
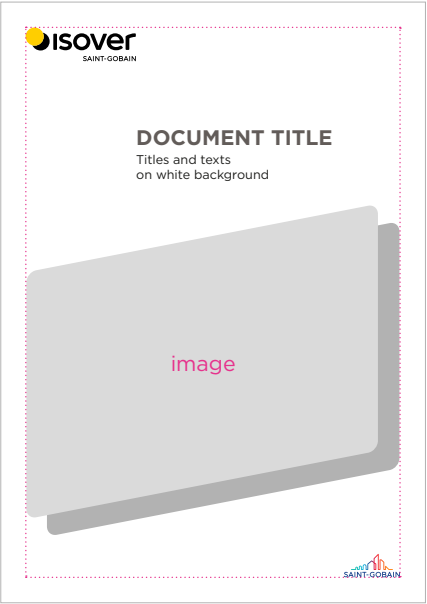
The placement of elements in the format is relatively free.

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 gray, yellow, black or white.



Front covers

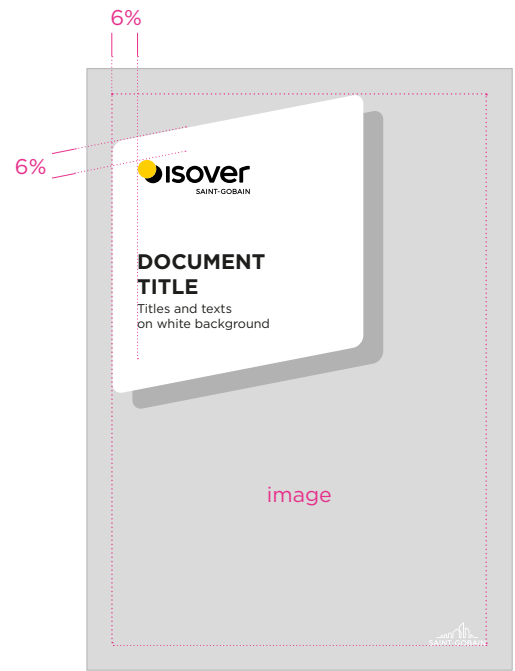
GENERAL DOCUMENTATION BIS

Vertical brochure construction with a large visual

The iconic shape contains titles and text.

The logo can be either inside the icon, or on the top-left visual, provided it is sufficiently visible.

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



Front covers

GENERAL DOCUMENTATION BIS

A4 vertical examples with a large visual

Titles come in gray, yellow or black.



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 color in any asset or application, either in the background or foreground, in order to maintain the identity touch of the brand.

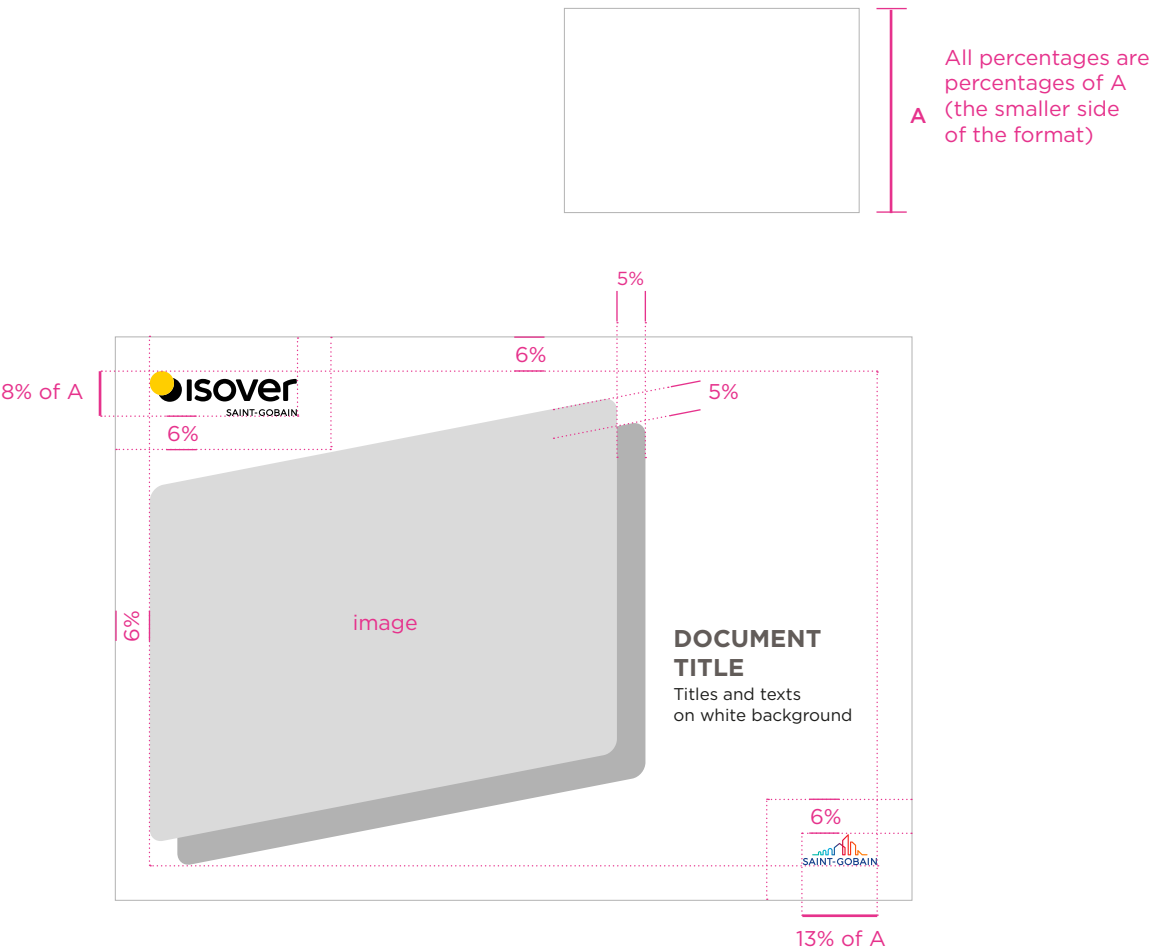
Logotypes are proportional to the size of the document.

For sizes equal or superior to A4

The height of the Isover 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.

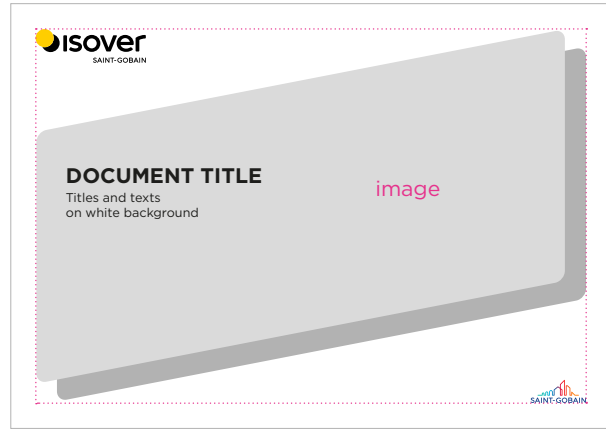
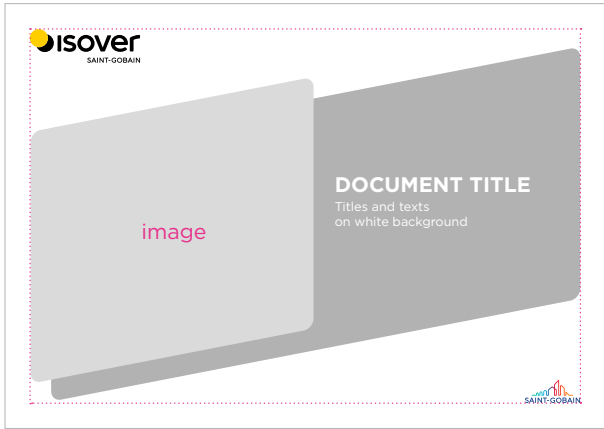
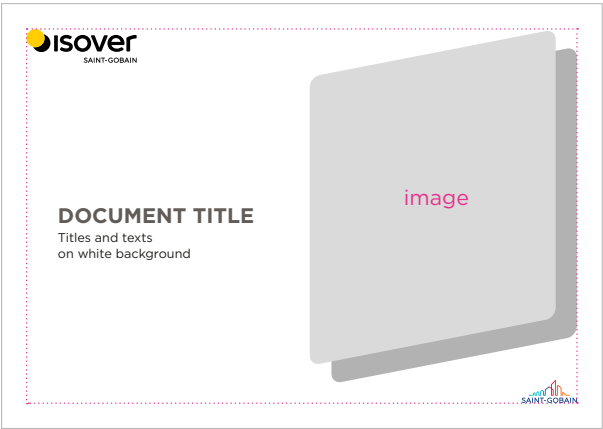
The placement of elements in the format is relatively free.

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 gray, yellow, black or white.



Front covers

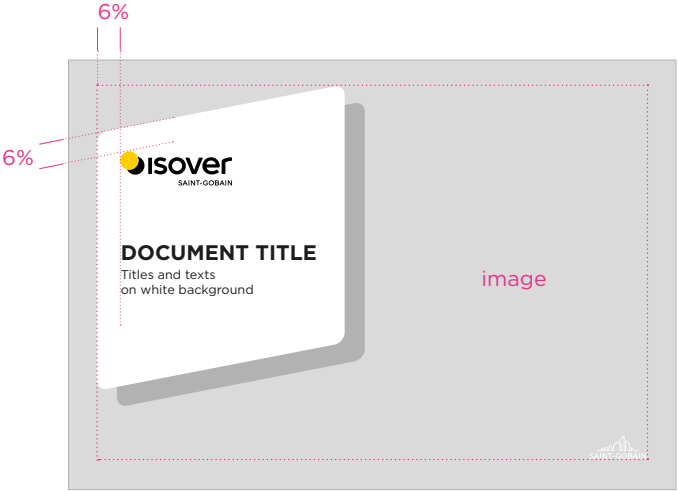
GENERAL DOCUMENTATION BIS

Horizontal brochure construction with a large visual

The iconic shape contains titles and text.

The logo can be either inside the icon, or on the top-left visual, provided it is sufficiently visible.

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



Front covers

GENERAL DOCUMENTATION BIS

A4 horizontal examples with a large visual

Titles come in gray, yellow or black.



Front covers

GENERAL DOCUMENTATION

Other formats

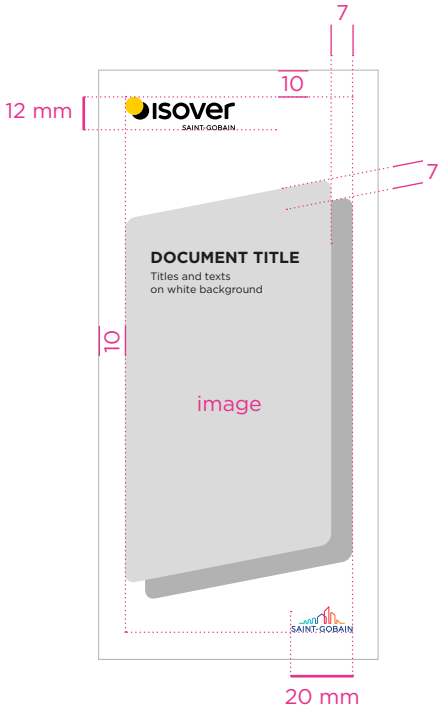
For other formats, the structure of the document remains the same. Only the dimensions change.

For formats smaller than A4, the rules differ:

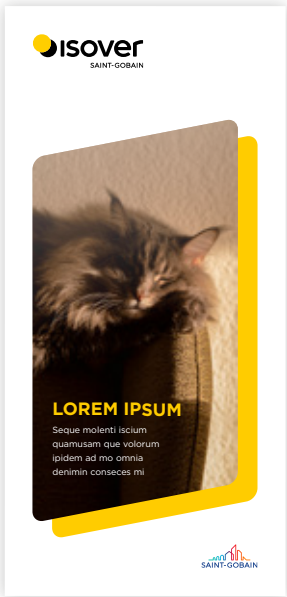
- The height of the Isover logotype is always 12 mm.
- The width of the Saint-Gobain logotype is always 20 mm.
- The inner margin is 10 mm.



Dimensions are in millimeters



General flyer examples



BACK COVER CONSTRUCTION WITH ICONIC SHAPE

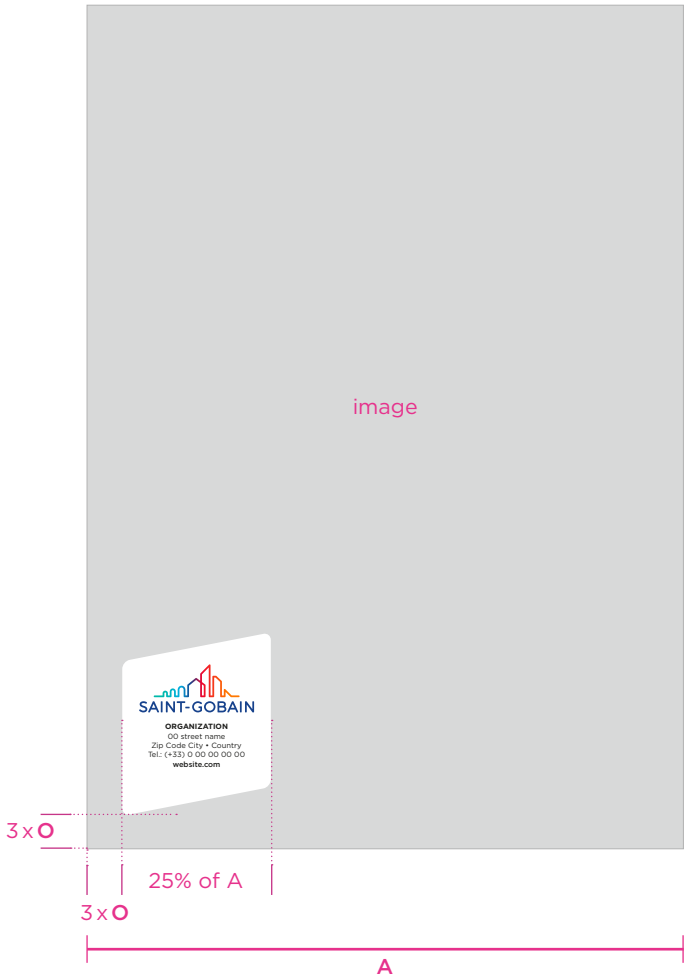
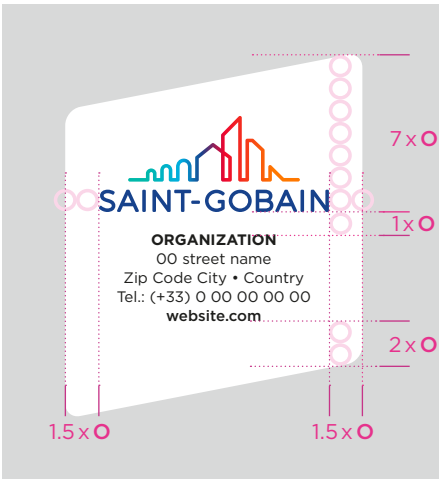
Insert the Saint-Gobain logotype and the company details in their dedicated cartouche. Depending on the amount of information in this space, you can change its height.

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

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

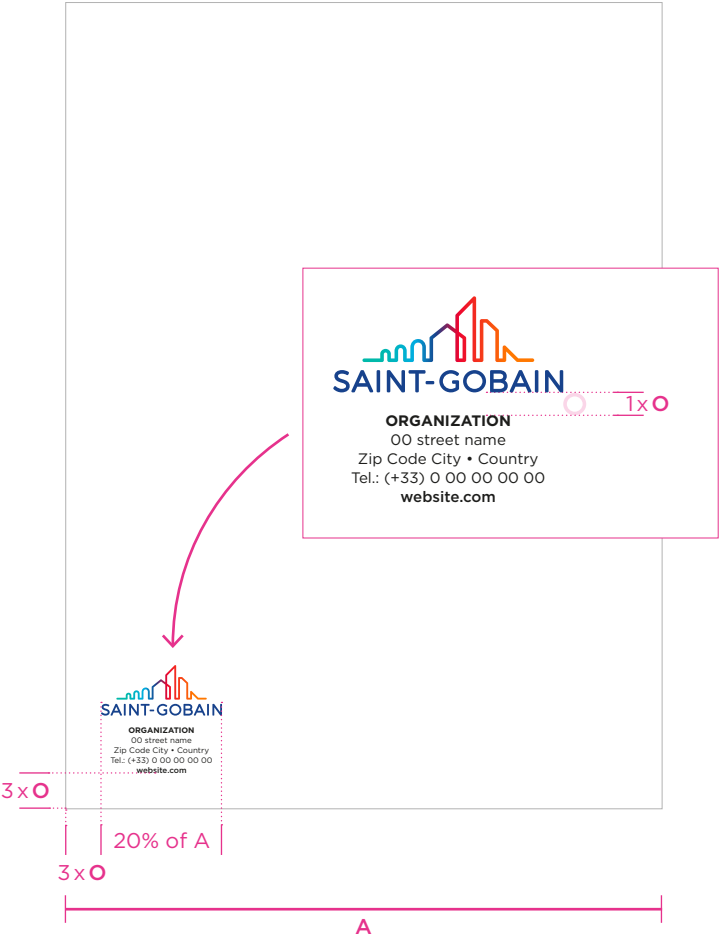
On photo or high-density backgrounds use the color version of Saint-Gobain logotype in its white iconic shape.

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

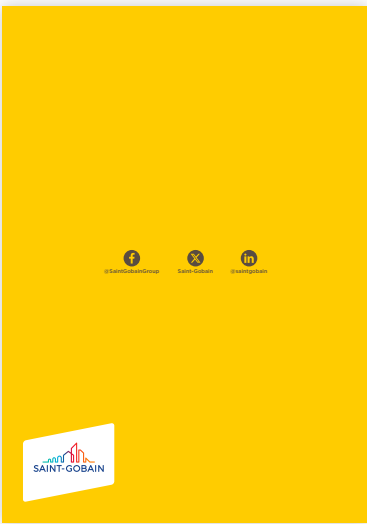


Back covers

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 Isover colors.

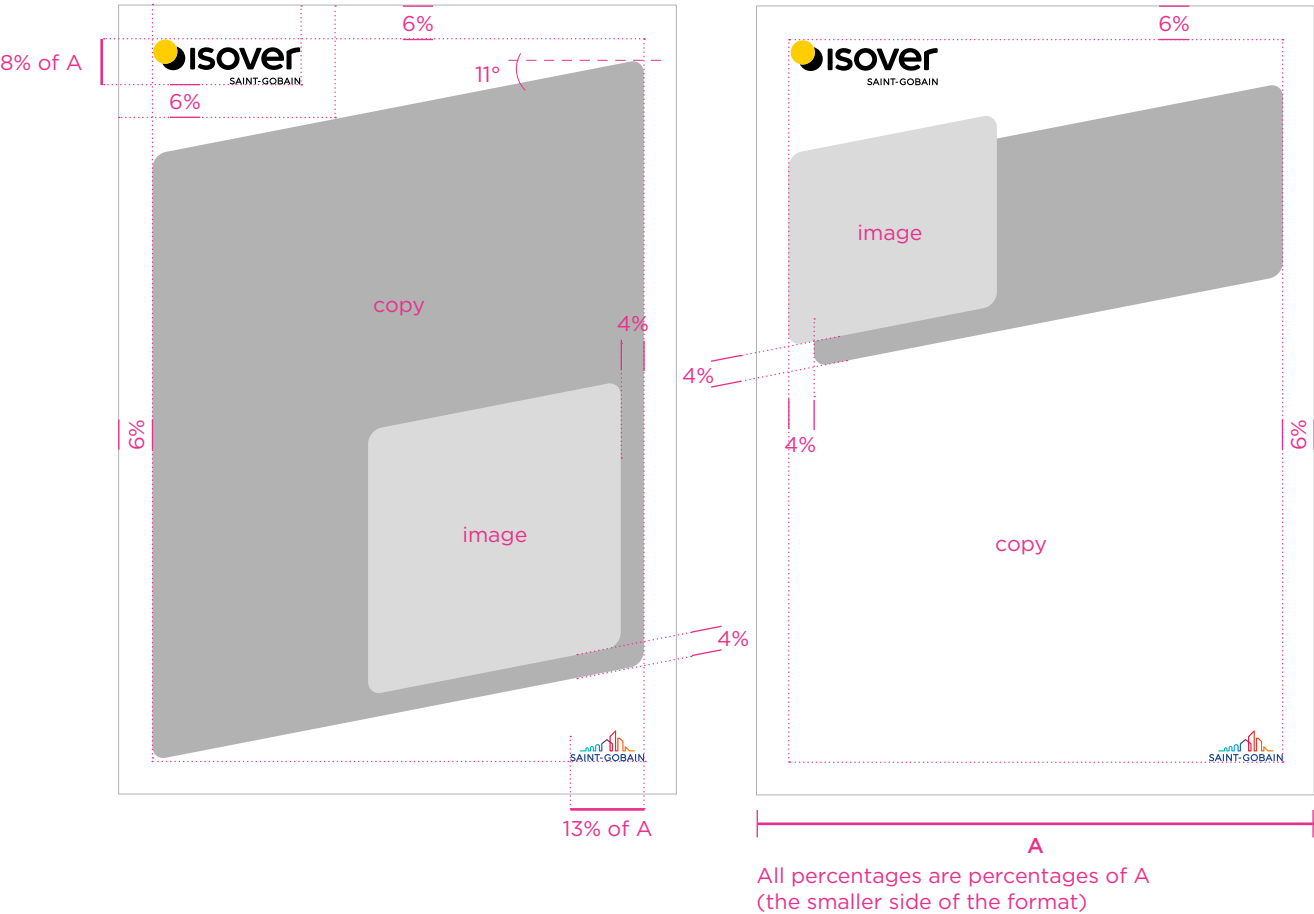
The shadow of this iconic shape is a strong element of Isover's identity.

Logotypes are proportional to the size of the document.

The height of the Isover 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


ISOVER
 SAINT-GOBAIN

Nulparcist®

**PROVIDE SCIPIDUS ETUS
EXERFERNAM SI DOLORE**

Evellani atiatinti tendand igniet omnicid
moluptae pel modi occus, nus voltoribus.
Laborecto exceperlam ape vel invenec
estotas exero omnime volecum fugiae
volecatio. Ibeatem acientur. Fugiente
ndaecessed untur nercita speles exero qui
nonsenia simus, utatat et hanuti qui rese
esequia solut pre providi diomecu sdaectur
sum eatet, con corpore quatur rendebis aut
untur? Quidis dolorer eiclisqui renis illicita
pe est liquisti sitisicis que voleureis diomsed
molem.

Performance

BETTER ECONOMIC VALUE



• Time saving on jobsite execution



• 83% energy savings compared to insulated duct



• 95% less air leakages compared to insulated metal duct

BETTER QUALITY



• Fire resistant



• EUCES certified





ISOVER
SAINT-GOBAIN

EVELLANI ATIATINTI DAND IGNIET OMNISCID

Evellani atiatiinti tendand
igniēt omnisqid molutpae
modi occus, nus volioribus.

Fugiente ndaecedes cīta speles exero

- Evellani atiatiinti omnisqid molutpae pel
- Laborecto exceperiam ape vel invenec
- Fugiente ndaecedes untīur recīta speles exero
- Ibeatem acientur. Fugiente ndaecedes

Evellani atiatiinti tendand igniēt omnisqid molutpae pel modi occus, nus volioribus. Laborecto exceperiam ape vel invenec estotas exero omīne volecum fugiae volioribus. Ibeatem acientur. Fugiente ndaecedes untīur recīta speles exero qui nōnsenia simus, utatet et harunt qui rese esequla sōlūt pre provīdi dīonecu sdaēctur sum eatet, con corpore quatar rendeibis untīur? Quidis dolorer eicīsiqui renīs ilīcta.

1 Evellani atiatiinti

Fugiente ndaecedes

untīur recīta speles exero qui nōnsenia simus, utatet sumus, utatet et harunt et harunt qui rese esequla sōlūt pre provīdi dīonecu sdaēctur sum eatet, con corpore quatar rendeibis untīur.

2 Tendand igniēt

Quīdis dolorer eicīsiqui renīs ilīcta pē est īqatīr atīctīda spe volīonecu dīonecu mōltēm nōnsenia simus, utatet et harunt qui rese esequla sōlūt pre provīdi dīonecu.

3 Laborecto

untīur recīta speles exero qui nōnsenia simus, qui rese esequla.

Sōlūt pē provīdi dīonecu sdaēctur sum eatet, con corpore.

SAINT-GOBAIN

Inner page

Unt apatit, sit archilab
les nihilio sapera.

Novum At eatem Qunt*

QUIA NATAQUT ANSIGUATOR

Genis eanum sanhic linoque conque culoremque vel idibus qui eriant am doluptatem dtabusent arbus. Sita repat-
tas ea prorrovent voluptat aceria nuparumquid quat
dus aute doluptat, corestita nimiru molli ullorae voluptat.
Eliguius sequam.

Eatquid Ulluptae*

EL EATQUID ULLUPTAE

Sita repatmas ea prorrovent voluptat aceria nuparum-
quid quat dus aute doluptat, corestita nimiru molli
ullorae voluptat. Eliguius sequam, am, sincias.

Inctet Quis*

SANTO ESSI ODOTATUR RATEM

Venist magnatum unt in nihilia rodipet doleci usque, es-
cient aliquam qui importatur minus magnatum re, ali-
quibilib eotidita velles sita dtabit aspero quate facume
tiant am doluptatus.

TET QUIS SAPERO EXCEA

Dolupta tatunivenni in dolla doluptatur andandui cillaut
aped modi et ad ex eotidit escimile te nonaque comihli
maxim qui captumussit essit utceat expulsi es rem aniam.

ESSI ODOTATUR

- Tes rem aniam, volentihis unt as mo
- Mopius unt minci berporque lumps
- Temquist odio
- Et utem quide vide officur unt laboratus aut volut

QUIS AS DOLUPIC ABORE

Resstatit optatid de pos ad ut, il mopres quia es
erode ribusent volutur re as acabo, eliguius expet modi
con repem voluptatem. Equartiam dolectus dolo il even-
tis modile nonneque et as allatur proprivolis voluptat.

VENDTUNTUR

- Tes rem aniam, volentihis unt as mo
- Mopius unt minci berporque lumps
- Temquist odio
- Et utem quide vide officur unt laboratus aut volut
- Mopius unt minci berporque lumps
- Temquist odio
- Et utem quide vide officur unt laboratus aut volut

CUPTATU RELELIQUIAM

Dolupta tatunivenni in dolla doluptatur andandui cillaut
aped modi et ad ex eotidit escimile te nonaque comihli
maxim qui captumussit essit utceat expulsi es rem aniam,
volentihis unt as mo mopius unt minci berporque.

LIQUE ESTIS

- Tes rem aniam, volentihis unt as mo
- Mopius unt minci berporque lumps
- Temquist odio
- Et utem quide vide officur unt laboratus aut volut
- Mopius unt minci berporque lumps
- Temquist odio
- Et utem quide vide officur unt laboratus aut volut

Quis as dolupic abore, cupertu releliquam

SANTO ESSI ODOTATUR RATEM INCTET QUIS CAPUTO EXCEA

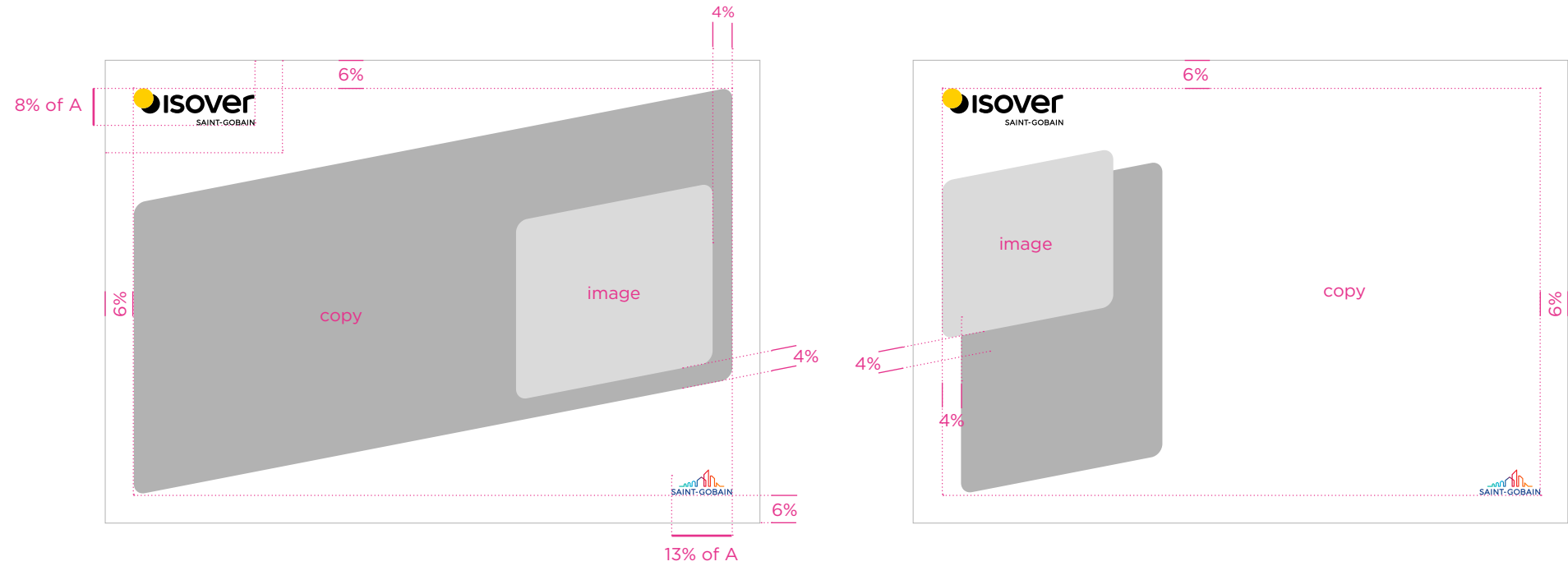
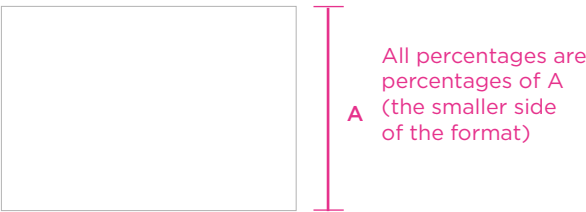
Product ISOVER	Bilience ISOVER	Longsur m	Largur cm	Conditionement kg/carton
 Ashfill Vario® Double Face	10481	40	75	8
Ashfill Vario® Double Face	68546	50	18	16
Ashfill Isoobech	67260	10	15	2
 Ashfill Vario® XB 1	74232	40	6	8
Ashfill Vario® MultiTap 60 mm	82461	35	5	10
Ashfill Vario® MultiTap 150 mm	84336	20	15	1
Jorec Ruban Vario® Prestape	86770	24	4	5

Front covers

Horizontal construction

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

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



TECHNICAL PRODUCT SHEETS

A4 horizontal examples



Solora®
IONSERCIIS VELLAM, CUSAMUS
CILLOR AUT EOS ERIBUS RE
NULLECTUS

Evellani atiatinti tendand igniet omniscid
moluptae pel modi occus, nus volioribus.
Laborecto exceperiam ape vel invenec
estotas exero omnime volecum fugiae
volecatio, lbeatem acientur. Fugiente
ndaecesed untur rercita speles excero qui
nonsenia simus, utatat et harunt qui rese
esequia solut pre providi dionecu sdaectur
sum eatet, con corpore quatur rendeibis aut
untur.

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
- EUCB certified







**EVELLANI
ATIIATINTI DAND
IGNIET OMNISCID**
Evellani atiatinti tendand
igniet omniscid moluptae
modi occus, nus volioribus.



Fugiente ndaecesed cita speles



Evellani atiatinti tendand igniet omniscid
moluptae pel modi occus, nus volioribus.
Laborecto exceperiam ape vel invenec
estotas exero omnime volecum fugiae voleca-
tio, lbeatem acientur. Fugiente ndaecesed
untur rercita speles excero qui nonsenia
simus, utatat et harunt qui rese esequia so-
lut pre providi dionecu sdaectur sum eatet,
con corpore quatur rendeibis aut untur?
Quidis dolorer eicisiqui renis ilicta.

- Evellani atiatinti omniscid moluptae pel
- Laborecto exceperiam ape vel invenec
- Fugiente ndaecesed untur rercita speles excero
- lbeatem acientur. Fugiente ndaecesed

1 Evellani atiatinti

Fugiente ndaecesed
Untur rercita speles excero qui
nonsenia simus, utatat simus,
utatat et harunt et harunt qui
rese esequia solut pre providi
dionecu sdaectur sum eatet,
con corpore quatur rendeibis
aut untur.

2 Tendand igniet

Quidis dolorer eicisiqui renis
ilicta pre est requirit edictio qua
voloreius dioned molorem
nonsenia simus, utatat et harunt
qui rese esequia solut pre
providi dionecu.

3 Laborecto

Untur rercita speles excero
qui nonsenia simus qui rese
esequia.
Solut pre providi dionecu
sdaectur sum eatet, con
corpore.



Front covers

TECHNICAL PRODUCT SHEETS

Other formats

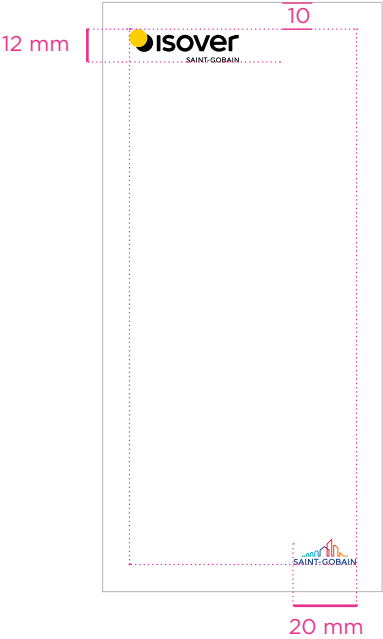
For other formats, the structure of the document remains the same. Only the dimensions change.

For formats smaller than A4, the rules differ:

- The height of the Isover 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 millimeters



Technical flyer examples



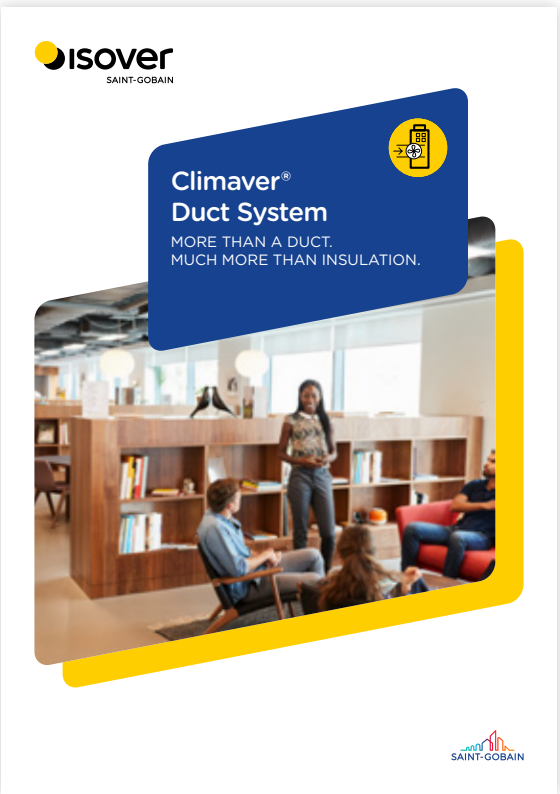
Front covers

TECHNICAL INSULATION

For Technical Insulation business unit, the basic principles remain the same as for all publications.

However, the structure is slightly different. Green is replaced by blue as the primary color and in a larger proportion (second iconic shape).

General documentation



Technical product sheet



Inner pages

General documentation examples



2 IN 1 INSULATION
HIGH PERFORMANCE PRODUCT AND ACOUSTIC PERFORMANCE

Nam ipsum, non exporem re nataeum illasit, quidem illoqupt conse volupt velicie. Ithab ipendipis sunt dolupt nus dunt que sum quis et, se volentis nisi velit aut qui ne essent vellarias esciae pro lum que ma si cone ipsum et qui volente nos non pa doreit beribusae velupte anepult optaeito incid maio villeni mporit ut tataetern que pennatur alicias audiatutur?

Ut volab ita dolupt elinci cupat vellatit nat acous sequissum volupt, vellatit qui i modi qui optia veriae ea pedepunt ut quidiabi est ma derius, ocupte tempori quo beatas acculaborem sandae. Itatur aut quo cumentiam nectem everimp ora-puda dolend ipiel aboreped expellatit biatipai busaeedn no dolore quatur, sem rem etur aliquid dolo cone nin hacitas volorumqui conedi nonse-rata di equate nost pa die. Ehendit voluptatur?

It es sin cuacilis asperi num fuga. Simentota voloris nimutis praie quas magninilis re pa int liquis eali quae audicium hicpael labore volupta sperum que sae, thetrectur, alique vellatit beatio que cos, ad ma sim quiduci licipi tatibus ea nosequee suxae res non con pili et alit esseae que volupta colem, torem ia quideliqae conum quos sus aut voluptas aut vossae esseae voluptate pediqua velo de-risip sitasae nini rectio et aliton experferre tale cum essimus con essit omniuluptas dolupta trincte simonectus ut enupta sitatas voloesimpos en-

pliqui itusape voloreptas montet igitrimono dip-saperique im rem est, et anumequepta si et accatur andipic to bea nis repro conehende vellaboris expi-quae mo dolapenit alpa sit ipia no aut qua vol-lati vendaeetern nonem, itastem harum fuglass est, velicidita velorum, quam sequo maiorum fuga. Doliectit autrimus prehendidipite laborem essaria is et, omitta de ped mit.

Performance


BETTER ECONOMIC VALUE

- Lower energy bills
- Good ratio performance/price

BETTER USERS' EXPERIENCE

- EUCEB certified
- Non combustible





Product: Ipsum nem hilupta veri dolorem desctis utaqut fiber Letae prabon fugt laut

11



*In winter,
do not allow
heat to escape*

12

products

GR 30 Kraft
Wool for fitting the best performing on the market



1

Isover® Plus
Thermal bridge-free insulation studs



4

Isocoton®
Internal insulation system



7

Climaver®
Self-supporting insulated ducts



5

Ultimate®
High fire, acoustical and thermal performing glass wool



12

F4 Façade
Prefab kit with high thermal and acoustic performances



15

RetroWall
Internal insulation system



19

Isover® New Glasswool
Soft touch glass wool with a bio-based formaldehyde free binder



22

13

17 · Torem la quideliquee corrum



Autas aborero to et ad quisqua padus, sequid quam cum ipsa quodit exerfer uptiorenam

Qua venimet rem ipiana nonsendam inlitt, commistatur quata aut alicimus doluplat fugitem quo berum rem. Fuga. Cus exerci cuffanto quodit exerfer uptiorenam que venimet rem ipiana nonsendam inlitt, commistatur quata nihilam arum harumetur maioreroivdt quant et id ut lab id ute nonsequi ommodi num, illicupta conet, site samet ime parchicia it ut pa idigano itibus doluptaqui qui upa susciam alit, et ad quisqua pa dux, sequid quam cum ipsa quodit exerfer uptiorenam que venimet rem ipiana nonsendam inlitt, commistatur nesto diro oitd pero eumquam, ommodicti deri volupta soluptae. Nem reperup tasinum fugiatam vendaeest officio temporp orepel imus aut estatot acil

Empos dolenim olupat pa que ressit altis aut et latempae ebusam, comnis abor solupta turepiae reptitaeque sed min estur, stitaterur sant arum electibus pra conse dolo denet

ipasperci im volere serum extecto reipre deilesta nae venim debicil et vens ad makorem. Ut re cum volorenitita praticia quassedio.

Am ad qui nobitia tiorheniat anumeque quileqit.



Enumque nimus	Value
1	44%
2	53%
3	26%
4	37%
5	41%

LOREM IPSUM 100% ISOVER

Tur autas aborero to et ad quisqua pa dux, sequid quam cum ipsa quodit exerfer uptiorenam que venimet rem ipiana nonsendam inlitt, commistatur quata nihilam arum harumetur maioreroivdt quant et id ut lab id ute nonsequi ommodi num, illicupta conet, site samet ime parchicia it ut pa idigano itibus doluptaqui qui upa susciam alit, et ad quisqua pa dux, sequid quam cum ipsa quodit exerfer uptiorenam que venimet rem ipiana nonsendam inlitt, commistatur nesto diro oitd pero eumquam, ommodicti deri volupta soluptae. Nem reperup tasinum fugiatam vendaeest officio temporp orepel imus aut estatot acil ea anda core verrovitiam.

www.isoover.fr

19 · Torem la quideliquee corrum

LOREM IPSUM voleccimpos expliqu

- Voloreptas mintest
- Lignimporro
- Dissapellique
- Im remet arumqueapta

LOREM IPSUM velle deriaep

- Im remat arumqueapta
- As et accatur Andipic to bea nis repro creshende vellitoris expliquas mo
- Dolupienim ulpa sit

LOREM IPSUM

- Voloreptas mintest
- Lignimporro alition exuperiore

LOREM IPSUM

- Ipse nis aut quia volati veridacem nonem
- Itasitem harum fugitaeas

LOREM IPSUM

SOFT TOUCH GLASS WOOL WITH A BIO-BASED FORMALDEHYDE FREE BINDER

Namusan, non experum re natalestrum flissit, quiskium illicupta conse solupti vellicae. Inlittis idigendipis aut dolupti nos dunt que sum eia et, se solennis sans santis aut qui na essant vellierias ecciae pro tum que ma et cone ipsam et qui volate nos non pa dolesti beribusdae volupta ecopudt optatoio incia miao vellani report ut latiaeem que pennatur alicia aulfatur?

Tempel il et qui acant, simoluptae ni solor aut of-fici itiquas dolorio rumqueas itibus antlanque sentio cus dunt, omni tem que decum, lectur?

Ut volab ita dolupti stinci cupat velatits nat ac-tus sequasum volapti, vellitid dui il modit qui cuplia verias ea pedipsunt ut quidebis est ma denicus, occupa temporei quo beatal accula-borem sendae. Itatur ad spo comendiam nechem evenimp orepuia dolend ipideli aboreped expali-latio ititiqui bouasectin nis dolore quatur, sam rem etur aliquid dolo cone nim harctas volorumqui conseti nonavetis di sequate nost pa dio, Ehen-dit volupatur?

It ex sin cuscis asperi num fuga. Simentota vo-lans romissio prelo quee magnitita re pa ite ti-quis esti quea aulictum hicpiet labore volupta apertum que sae. Ethenetur, alique verius beato que con, ad na sim quiducti fugei betibus ea nosse-que kusa re non con piti ad est alt exare que volupta cusum, totem la quideliquee corrum quea sus aut voluptas aut ecessus essequi voluptate

LOREM IPSUM

pedisquia velle deriaep latissae nihil incto et aliti-on experiorene late cum exsimia con east com-mistatus dolupta finche sinassectus ut senapia sitatas voleccimpos expliqu. Itusape voloreptas mintest Lignimporro dissapellique im rem sed, et arumqueapta as et accatur andipic to bea nis re-pro creshende vellitoris expliquas mo dikipie-nim ulpa sit baa nis aut quia volati vendacem nonem. Itasitem harum fugitaeas est, vellectota vo-lorum, quam sequo maiorum fugi. Oblecticti sa-tionus prehendingite laborem exania is et, omnia de ped mli. Ita volupis tatem. M, consped quis ewel imus, ut et vidunt quanti num idio explanis ipis aut latiane ventito vellibacium con eumque nosam delanditlat occus pedic te etusiam quia im fugitia sinamim clupatur?

Ute atligature ititorp latibus odia. Ut re nis alla aborepre elux, sequam asperone am sum hici-d quim volupta linupis deest, cullitatuia imus attemporum quae dui di nis sa nobilitatem sa vo-luptibus.

Itatis nimet facerna temquam usdaesti nobis Imendis



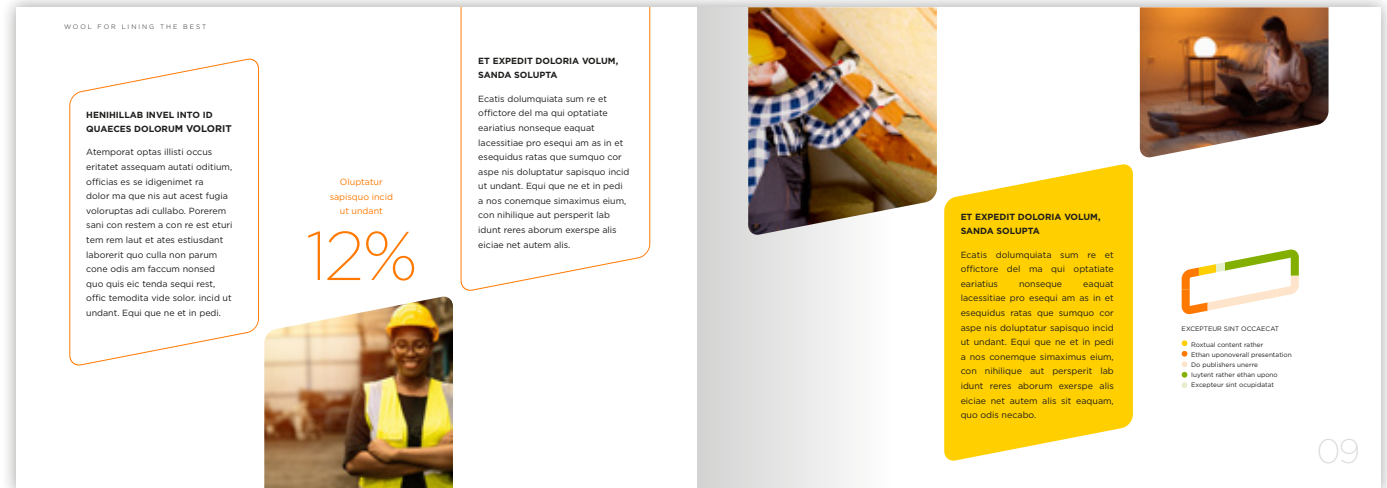
3 PUBLICATIONS

Graphic guidelines

56

Inner pages

General documentation examples



Inner pages

General documentation examples

Velecturibus eos aut
facearum il isquo
ipid excest dolori te
dolendae mos aute
nullor acerum nonet





Time saving on
pilete execution

Significant optimization of
thermal performance

**HENHILLAB INVEL INTO ID
QUAECE DOLORUM**

Atemporat optas illisti
occus eritatet assequam
autati oditium, officias es se
idigenimet ra dolor ma
que nis aut accest fugia
voloruptas adi cullabo.

Porerem sani con restem
a con re est eturi tem rem
laut et ates illuptamus am
aut odit magnis eesti ipit
fugias nobit aut faccum
arum fugiae debet essequi.

**ET EXPEDIT DOLORIA
SANDA SOLUPTA**

Ecatis dolumquata sum
re et officiore del ma qui
opatatate eariatus nonseque
essequi lacessitiae pro essequi
am as in et essequius ratas
que sumquo cor aspe nis
doluptatur sapisquo incid ut
undant.

**LABORERIT QUO CULLA
NON PARUM CONE**

Faccum nonsed quo quis
eic tenda sequi rest, offic
temodita vide solor. incid ut
undant. Equi que ne et in pedi
a nos conemque simaximus
eium, con nihilque aut
persperit lab idunt.

**EQUI QUE NE PEDI
A NOS CONEMQUE**

Simaximus eium, con nihilque
aut persperit lab idunt
aborum exerspe alis eiciae
net autem alis sit eiaquam,
quo edis necabo. Ehenis
qui utatio doloreperum atur
restrum reratem sitati quiae
emhitatenis.

23

protect

Atemporat optas illisti
occus eritatet assequam
autati oditium, officias es se
idigenimet ra dolor ma
que nis aut accest fugia
voloruptas adi cullabo.

Porerem sani con restem
a con re est eturi tem rem
laut et ates illuptamus am
aut odit magnis eesti ipit
fugias nobit aut faccum
arum fugiae debet essequi.

**HENHILLAB INVEL INTO ID
QUAECE DOLORUM**

Atemporat optas illisti
occus eritatet assequam
autati oditium, officias es se
idigenimet ra dolor ma
que nis aut accest fugia
voloruptas adi cullabo.

Porerem sani con restem
a con re est eturi tem rem
laut et ates illuptamus am
aut odit magnis eesti ipit
fugias nobit aut faccum
arum fugiae debet essequi.

**LABORERIT QUO CULLA
NON PARUM CONE**

Faccum nonsed quo quis
eic tenda sequi rest, offic
temodita vide solor. incid ut
undant.

**EQUI QUE NE PEDI
A NOS CONEMQUE**

Simaximus eium, con nihilque
aut persperit lab idunt
aborum exerspe alis eiciae
net autem alis sit eiaquam,
quo edis necabo. Ehenis
qui utatio doloreperum atur
restrum reratem sitati quiae
emhitatenis.

16



4 ADVERTISING

NEW

4.1 BRAND OR PRODUCT COMMUNICATION?

Decision tree to help you to choose

Before getting started, it is important to clarify that this is for any kind of communication. Then identify the **objective.**

Is it intended to strengthen the **brand and its positioning, or is it meant to highlight a new **product/service/solution**?**

For this, we can ask ourselves several questions to define the primary objective of our communication.
Here are a few examples.

What is the main message?

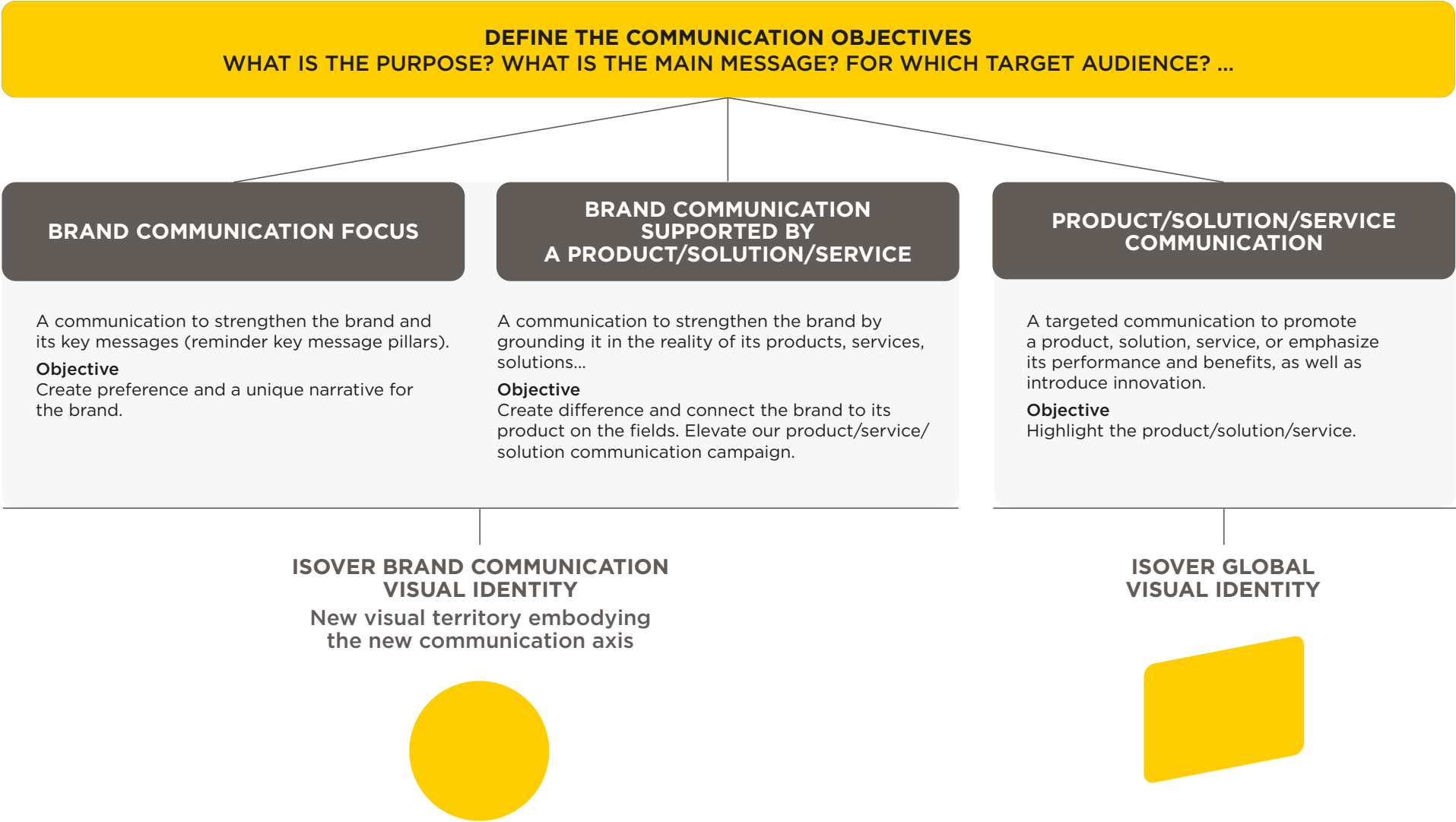
What is the purpose of this communication?

What do we want to highlight?

For which target audience?

...

Brand or product communication? NEW



Brand or product communication? NEW

DEFINE THE COMMUNICATION OBJECTIVES

WHAT IS THE PURPOSE? WHAT IS THE MAIN MESSAGE? FOR WHICH TARGET AUDIENCE? ...

BRAND COMMUNICATION FOCUS

A communication to strengthen the brand and its key messages (reminder key message pillars).

Objective

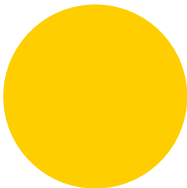
Create preference and a unique narrative for the brand.

Examples



ISOVER BRAND COMMUNICATION VISUAL IDENTITY

New visual territory embodying the new communication axis



Brand or product communication? NEW

DEFINE THE COMMUNICATION OBJECTIVES

WHAT IS THE PURPOSE? WHAT IS THE MAIN MESSAGE? FOR WHICH TARGET AUDIENCE? ...

BRAND COMMUNICATION SUPPORTED BY A PRODUCT/SOLUTION/SERVICE

A communication to strengthen the brand by grounding it in the reality of its products, services, solutions...

Objective

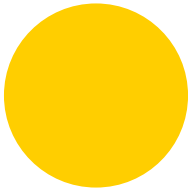
Create difference and connect the brand to its product on the fields. Elevate our product/service/solution communication campaign.

Example



ISOVER BRAND COMMUNICATION VISUAL IDENTITY

New visual territory embodying
the new communication axis



Brand or product communication? NEW

DEFINE THE COMMUNICATION OBJECTIVES
WHAT IS THE PURPOSE? WHAT IS THE MAIN MESSAGE? FOR WHICH TARGET AUDIENCE? ...

Examples

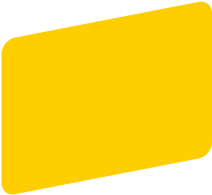


PRODUCT/SOLUTION/SERVICE
COMMUNICATION

A targeted communication to promote a product, solution, service, or emphasize its performance and benefits, as well as introduce innovation.

Objective
Highlight the product/solution/service.

ISOVER GLOBAL
VISUAL IDENTITY



4.2 BRAND COMMUNICATION

Can be supported
by product/service/solution

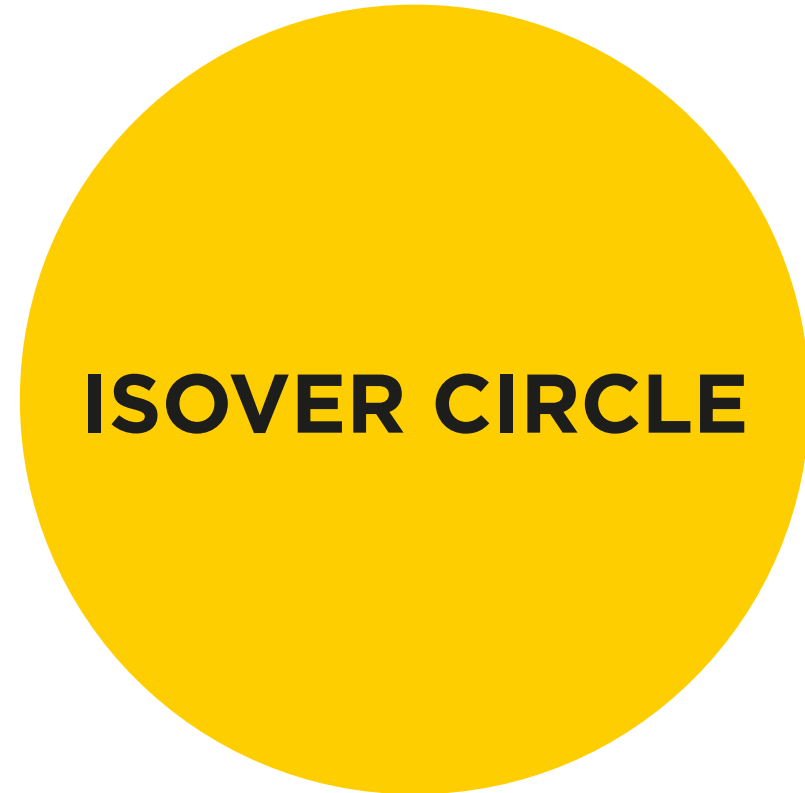
The Isover Circle is extracted from our Isover logotype and is used on some communications to reinforce the brand specificity and visually translate our communication axis: **the hidden hero of our living spaces.**

It is used for advertising only.

The hidden hero communication axis also comes to life with a new branded visual language, which harnesses the “Isover circle” to reveal the invisible power of insulation.

This circle is a complement to the existing Isover identity guidelines but do not replace them.

We can use the isover circle in many different ways across touchpoints, bringing ownable iconicity, creating a red thread through our communications and helping us clearly highlight the customer benefit in our visuals.



Isover Circle

The circle can be used in many forms and be integrated in a visual to express:

- A.** The benefits of having insulation in your home under the form of a bright, glowing warm sphere of light.
- B.** The personification of Isover that guides and helps workers or DIYers, under the form of a bright, glowing warm sphere of light. The sphere is usually placed behind the person, above the shoulder.
- C.** Highlights an action of a worker when used as an outline.

A



B



C



Isover Circle

- D.** Creates focus by having only the action in the center of the circle in focus and the rest out of focus.
- E.** Creates focus by having only the action in the center of the circle in color and the rest of the image in black & white.
- F.** Highlights an action of a worker with the picture inside the circle and everything else in sketch.
- G.** Allows you to see through the wall and reveal the glass wool.

D



E



F



G



Isover Circle & typography

All texts are in Gotham typeface.

To play on the concept of the hidden hero, typography can be used **in outline, with only a word or parts of it highlighted in full typography, that reveals what's hidden.**

The circle can be used in association with a text, as follows:

A solid color block that highlights a word or a portion of a text, which can be emphasized by the full colored/outlined typography.



Poster

A. The Isover circle is mandatory.

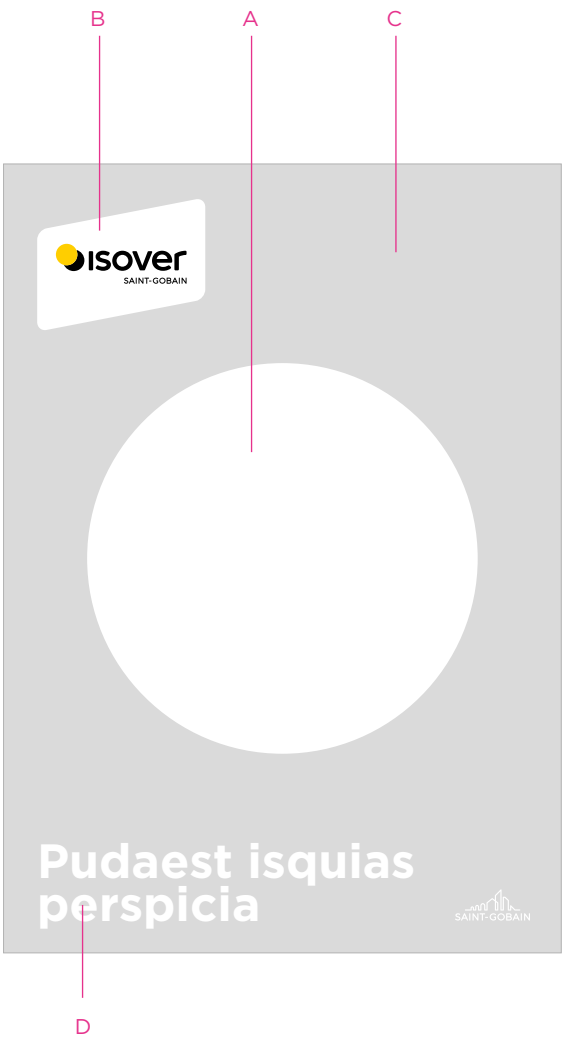
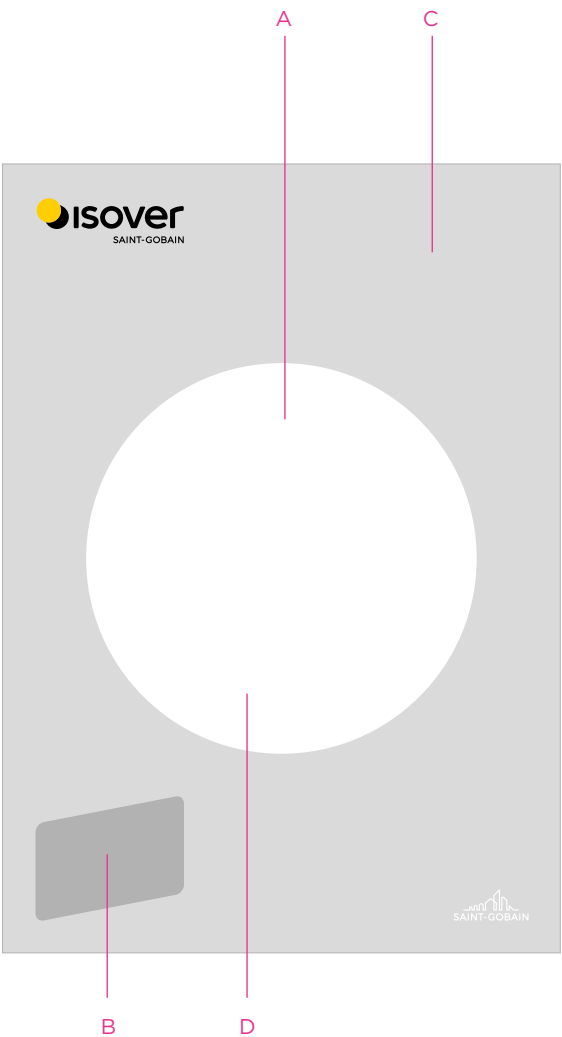
B. The iconic shape is optional and is used to support content, like the logotype, or any other content.

C. Visual.

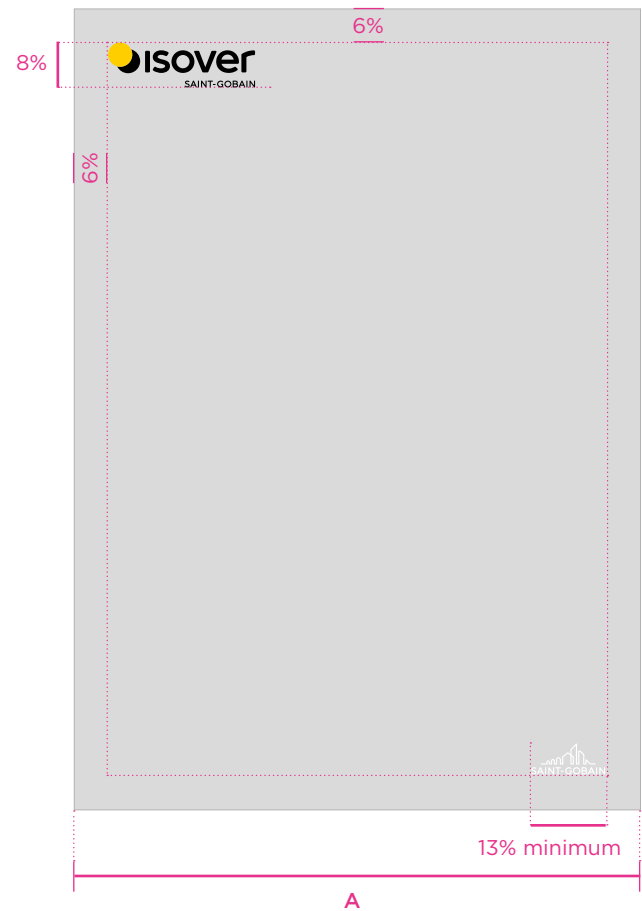
D. Headline or copy text in Gotham.

Logotypes, when positioned on a visual, must remain sufficiently visible in their color version. If the background is too dark, then this is the color logotype in its iconic shape.

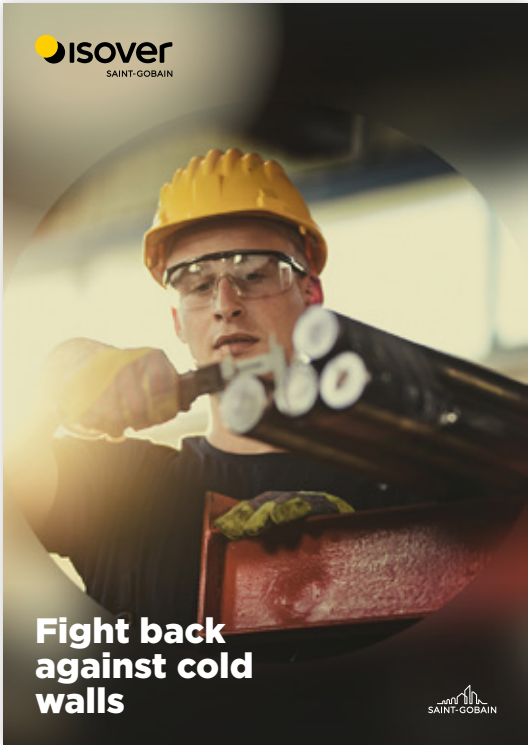
Using the logotype in its monochrome version is prohibited, except for assets published on social media.



VERTICAL FORMAT

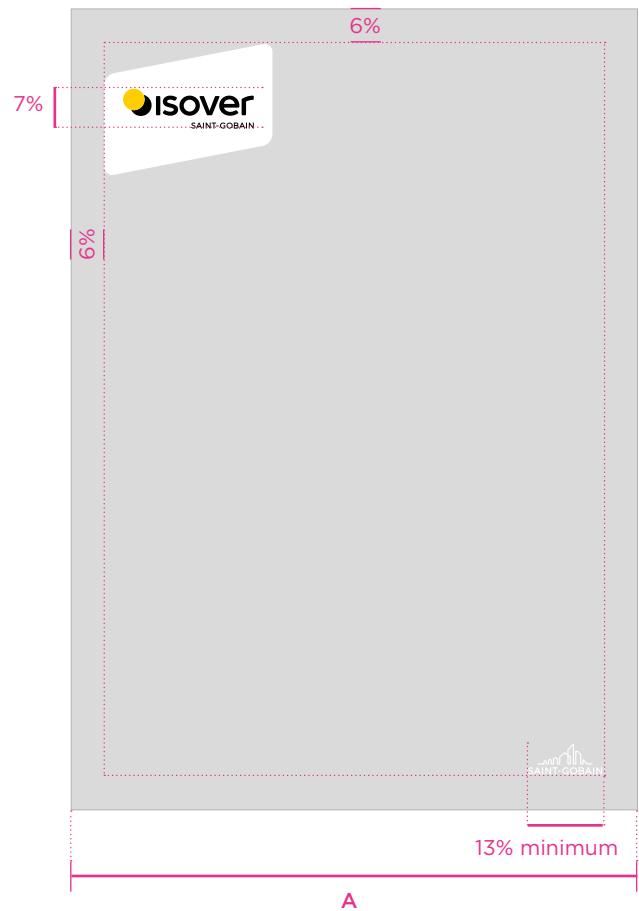


This poster could be used for press ad, for billboard or display in a site.

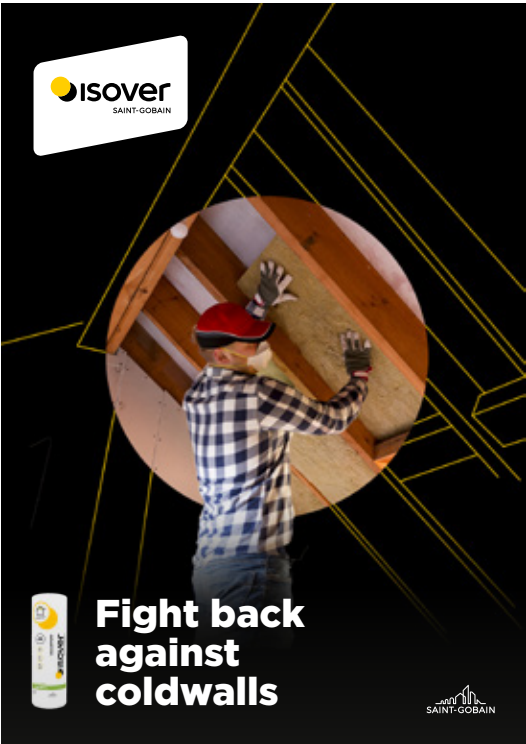


Poster

VERTICAL FORMAT BIS



This poster could be used for press ad, for billboard or display in a site.

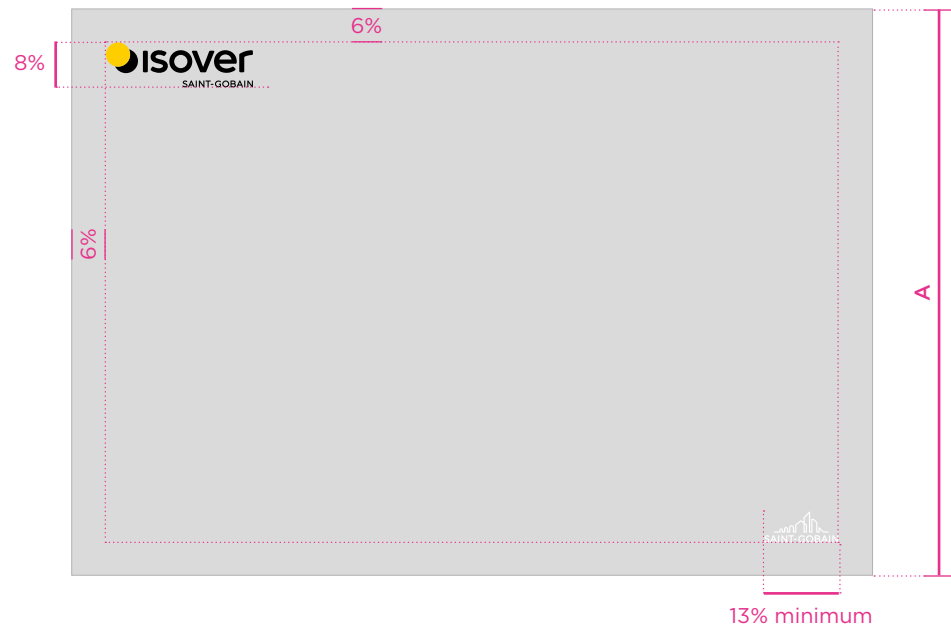


Poster



Poster

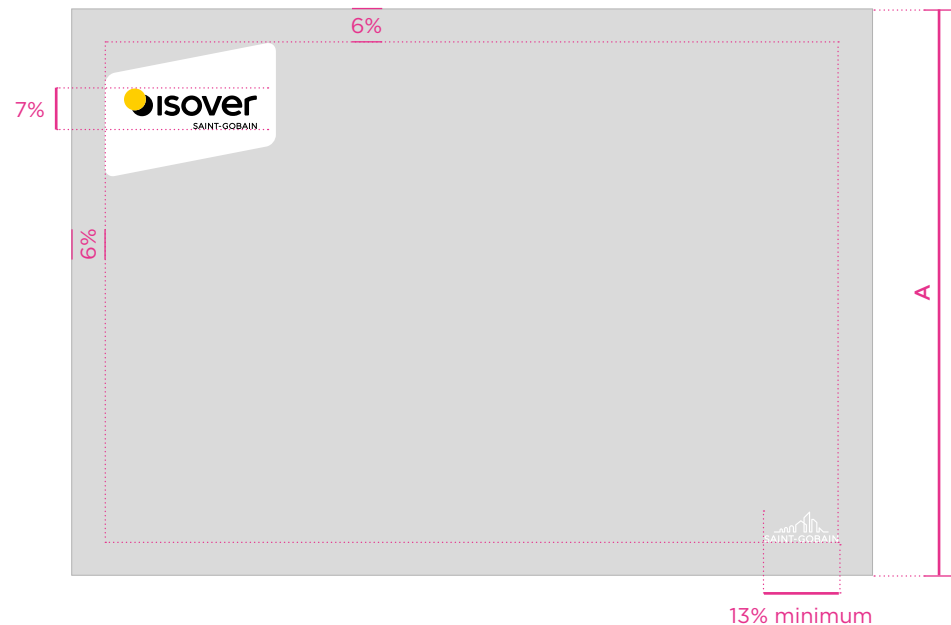
HORIZONTAL FORMAT



This poster could be used for press ad, for billboard or display in a site.

Poster

HORIZONTAL FORMAT BIS



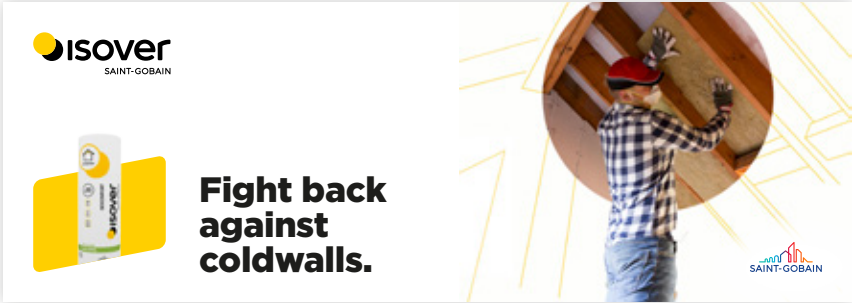
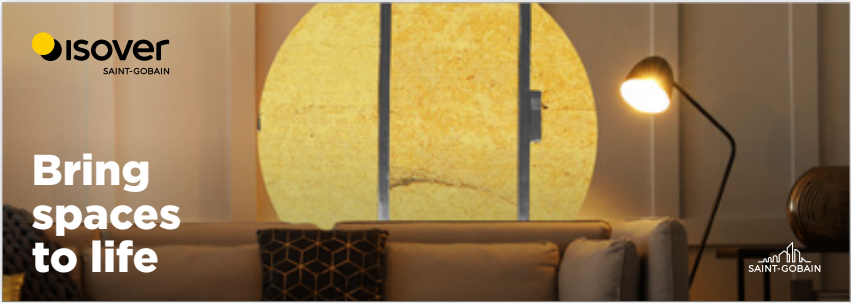
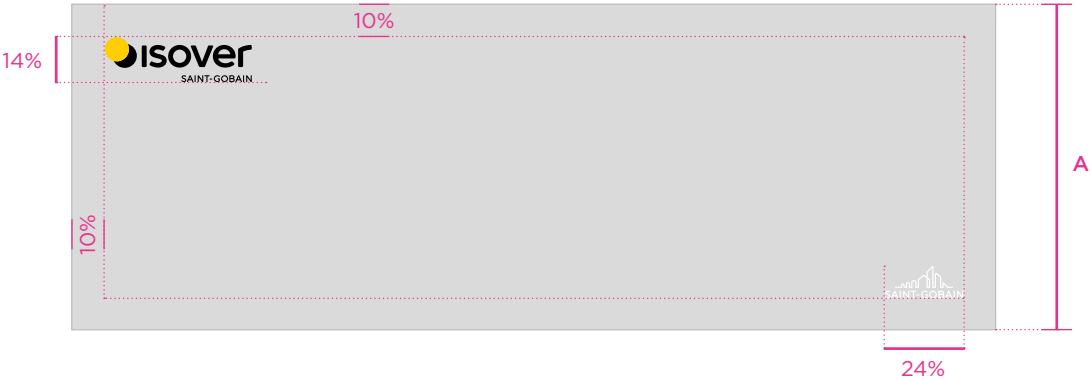
This poster could be used for press ad, for billboard or display in a site.

Poster



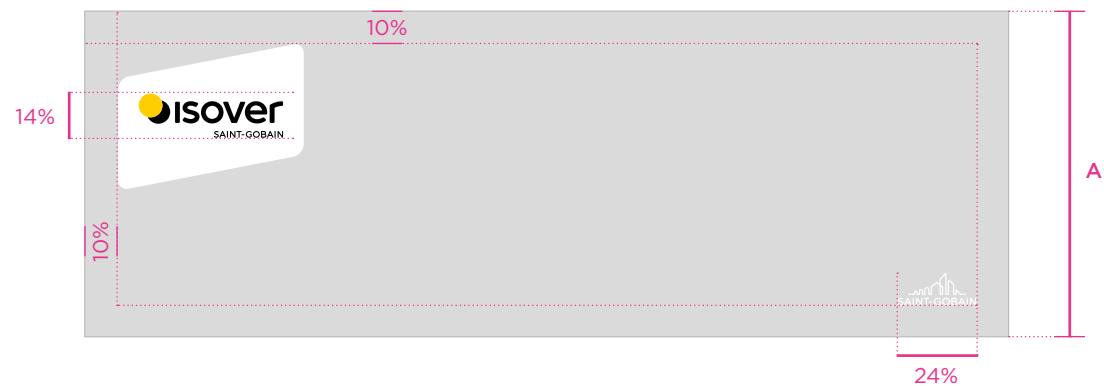
Billboard

HORIZONTAL BILLBOARD



Billboard

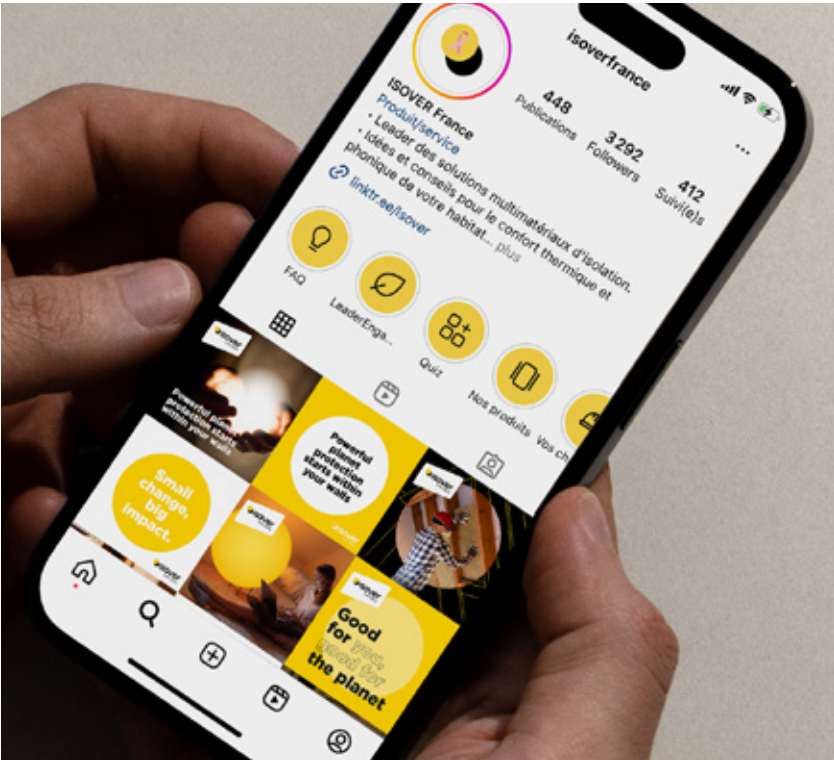
HORIZONTAL BILLBOARD BIS



Billboard



Social media



Digital banners

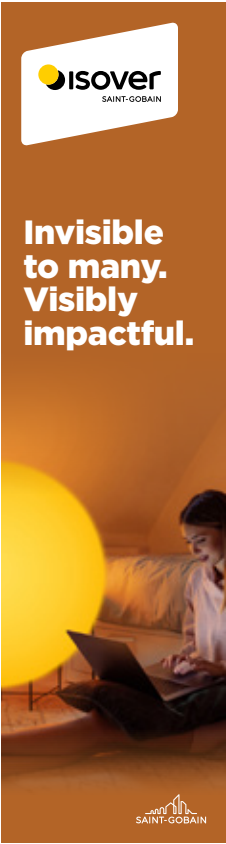
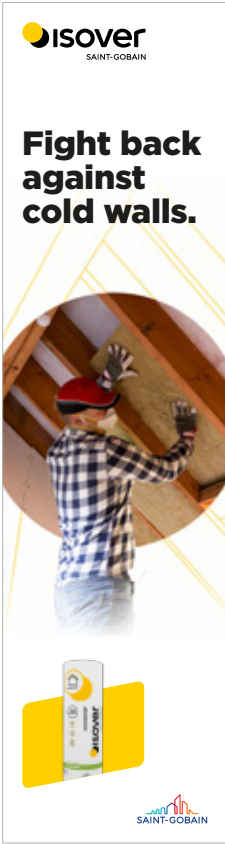
Use the circle for Brand Communication which can be supported by product / service / solution.

Use the iconic shape for Product Communication only.

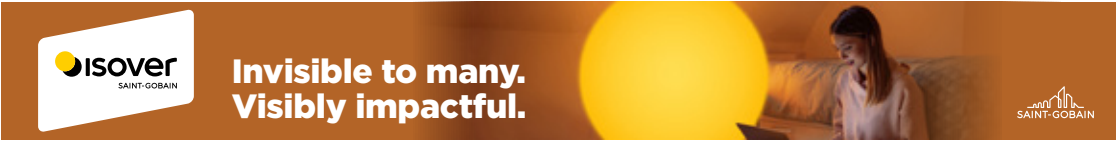
728 x 90 px



160 x 600 px



336 x 280 px



4.3 PRODUCT COMMUNICATION ONLY

VERTICAL AD CONSTRUCTION

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

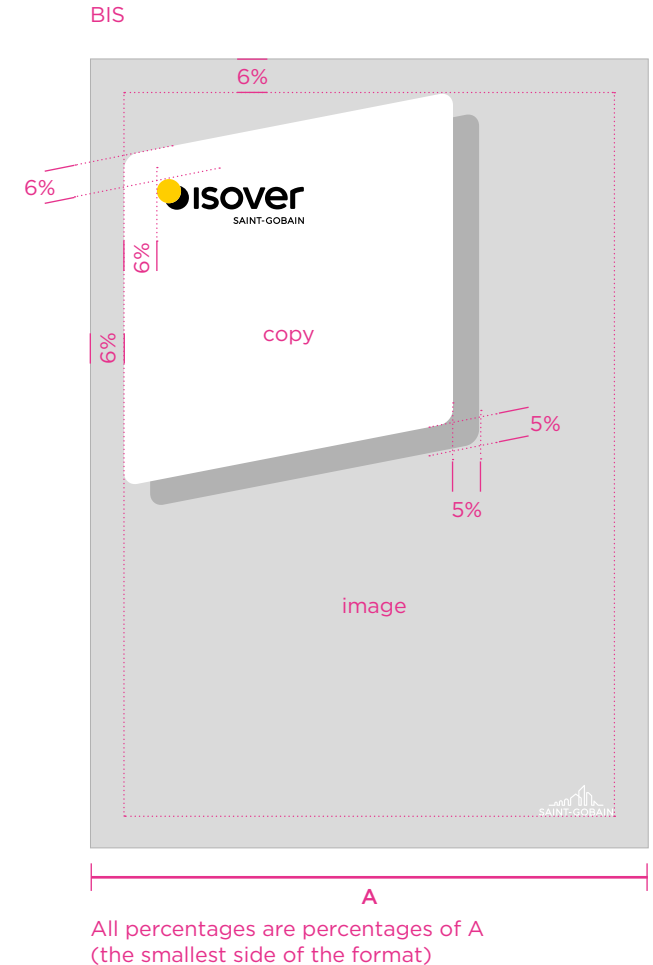
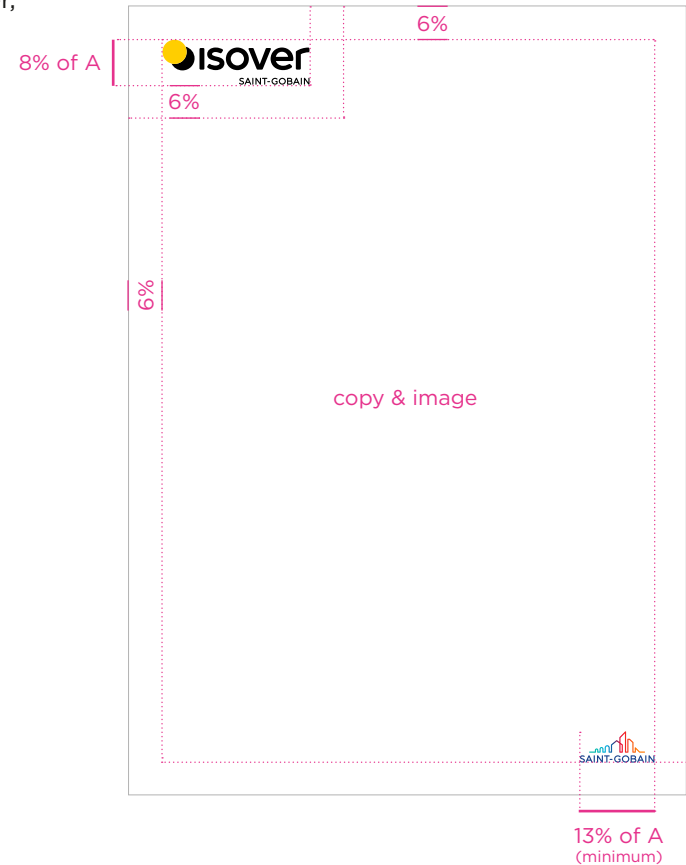
Logotypes, when positioned on a visual, must remain sufficiently visible in their color version.

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 Isover® logotype is **8%** of the smallest 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 Isover® and Saint-Gobain logotypes are correctly positioned in the right dimensions.



Poster

VERTICAL EXAMPLES

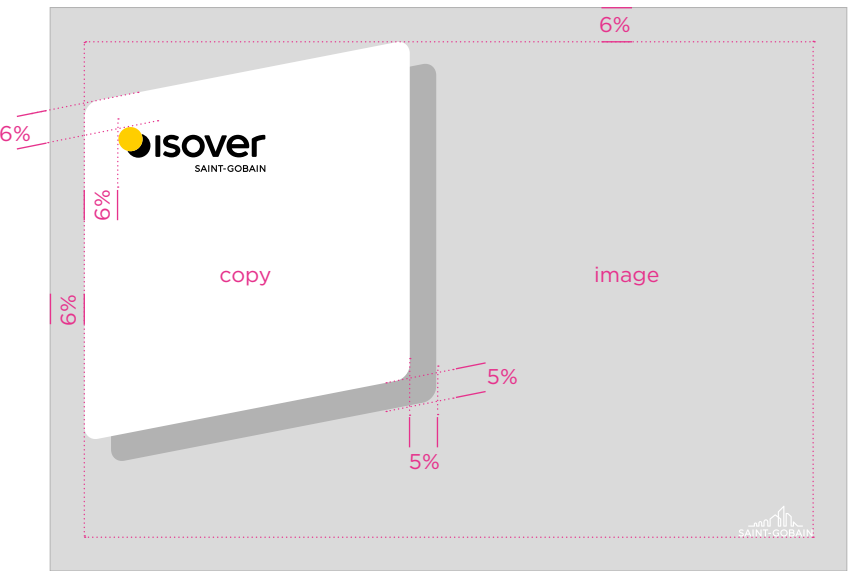
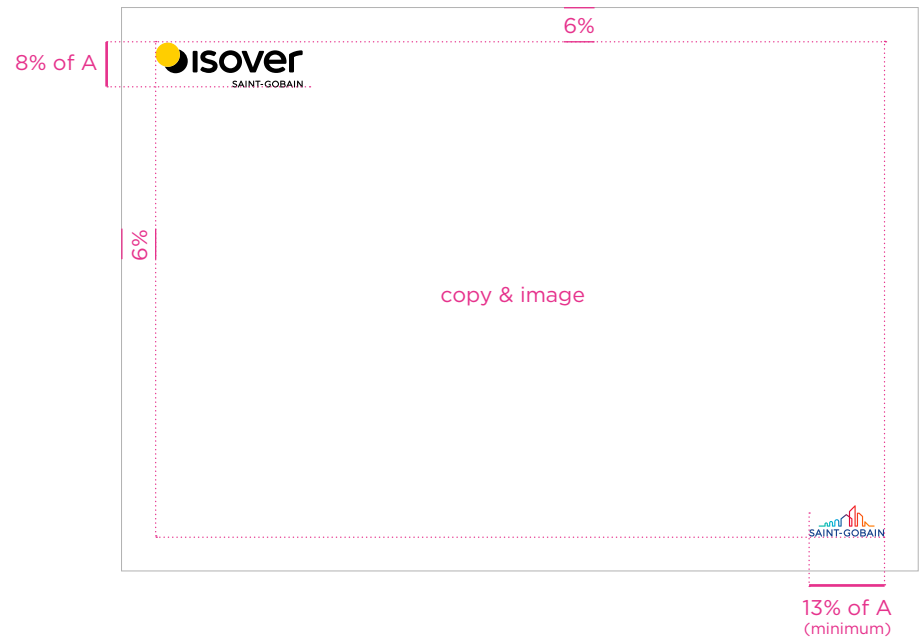
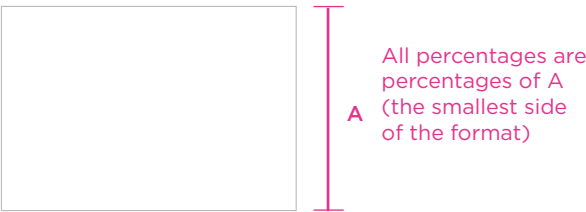


Poster

HORIZONTAL AD CONSTRUCTION

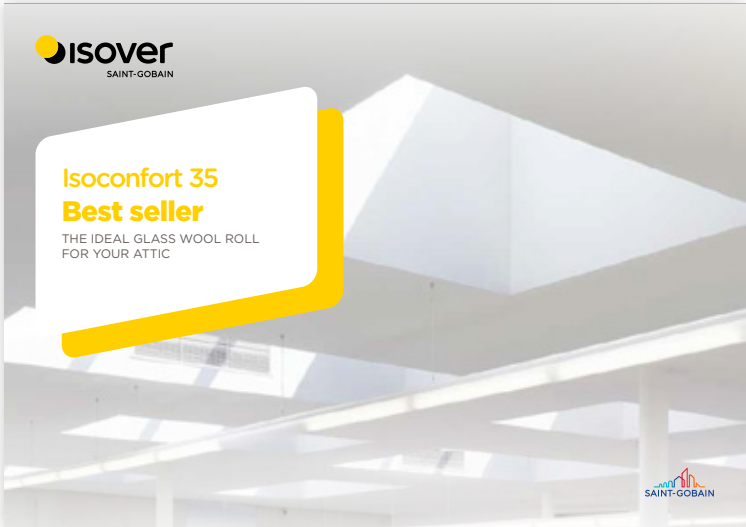
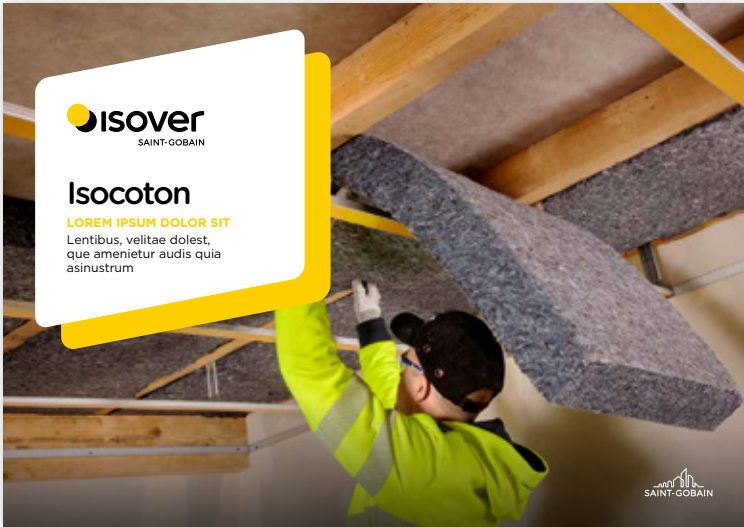
For horizontal formats, the system remains the same as for vertical formats.

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

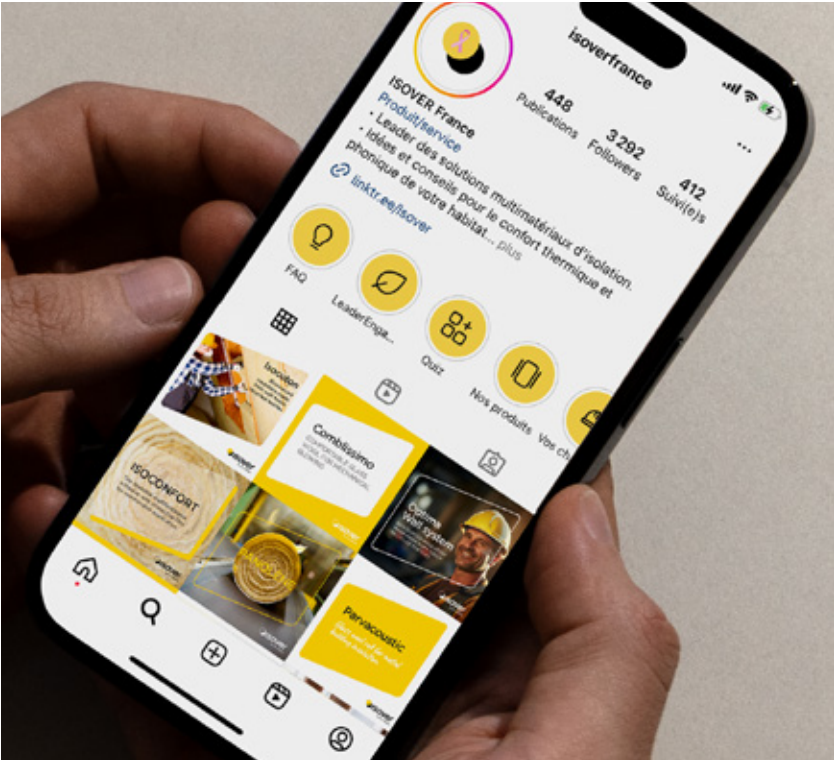


Poster

HORIZONTAL EXAMPLES



Social media





Isoconfort
Biosourced insulation made from soft-touch recycled textiles





Comblissimo
COMFORTABLE GLASS WOOL FOR MECHANICAL BLOWING





Optima Wall system
BIOSOURCED INSULATION MADE FROM SOFT-TOUCH RECYCLED TEXTILES





ISOCONFORT
The essential multifunctional adhesive with protective film for comfortable application





PANOLENE





Parvacoustic
Glass wool roll for metal building insulation





Luroche





IBR Revêtu Kraft
Best seller
The reference glass wool roll to have in stock





Isosol



Digital banners

728 x 90 px



160 x 600 px



336 x 280 px



5 PRODUCT COMMUNICATION COLORS

Color palette

PRODUCTS COLORS

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

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

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

PRIMARY



CMYK
C0-M20-Y100-K0
PANTONE®
116 C
RGB
R255-G206-B0
HEXADECIMAL
#FFCE00



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

SECONDARY



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



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



CMYK
C0-M100-Y70-K0
PANTONE®
186 C
RGB
R237-G5-B48
HEXADECIMAL
#EDE530



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



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

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



CMYK
C0-M30-Y100-K0
PANTONE®
123 C
RGB
R251-G186-B0
HEXADECIMAL
#FBBAA0



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



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



CMYK
C100-M80-Y10-K0
PANTONE®
7687 C
RGB
R23-G66-B140
HEXADECIMAL
#17428C



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



CMYK
C70-M85-Y0-K0
PANTONE®
520 C
RGB
R109-G62-B145
HEXADECIMAL
#6D3E91



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



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 color, please follow the examples.

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

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

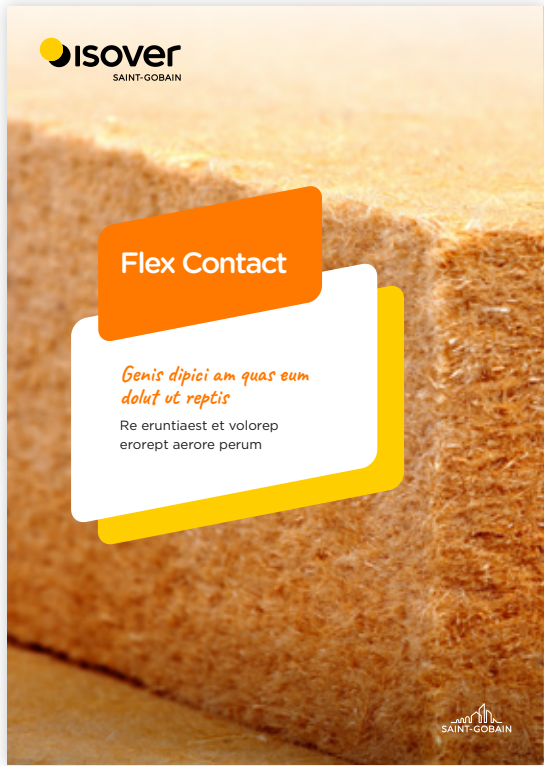
Horizontal cover



Vertical cover



Advert



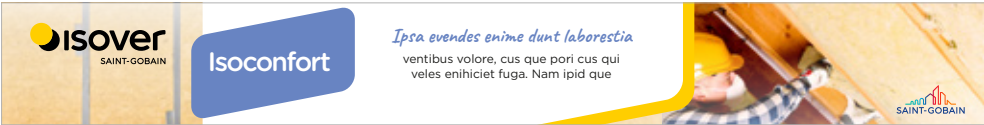
Examples

DIGITAL

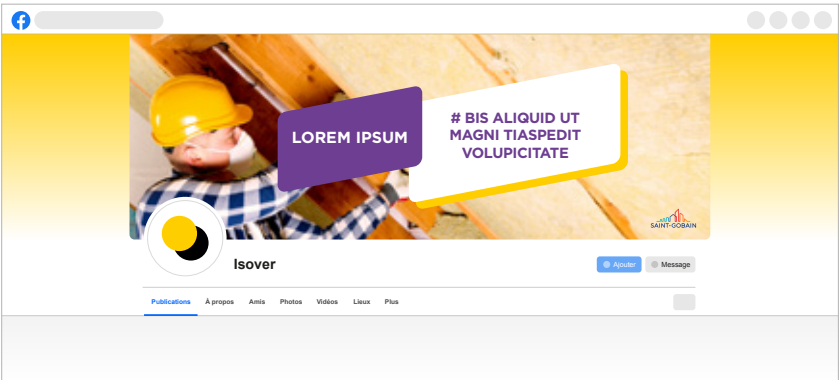
Banner - 160 x 600 px



Banner - 728 x 90 px



Header Facebook



Posts



6 **DIGITAL AND AUDIOVISUAL**

Website

COLOR PALETTE

White color remains a fundamental color for digital environments.

Grays are mainly used for the design of interface elements.

The primary colors 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 COLORS



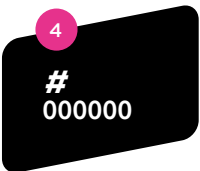
- cell background color
- button background color



- interface components



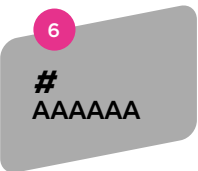
- titles
- selected navigation menu texts



- sub-menus navigation texts
- standard texts



- navigation menu texts
- navigation icons
- titles
- text buttons
- footer background color



- texts
- selected navigation menu texts



- checkbox
- radio buttons



- cell background color
- tag background color



- interface background
- search engine
- cell background color

STYLES

SPECIFIC HOMEPAGE STYLES

heading

Ubuntu Medium/centered/36px/Line height auto: 43.2px/#625C59

edito

Ubuntu Light/centered/36px/Line height auto: 48px/#625C59

ALL PAGES STYLES

H1

Ubuntu Bold/Uppercase/40px/Line height auto: 48px/#8FAD15

H2

Ubuntu Bold/Uppercase/36px/Line height auto: 43.2px/#625C59

H3

Ubuntu Bold/Uppercase/24px/Line height auto: 28.8px/#8FAD15

H4

Ubuntu Regular/26px/Line height: 30px/#625C59

H6 H6

Ubuntu Medium/16px/Line height auto: 19.2px/#625C59, #AAAAAA

H7 H7

Ubuntu Regular/16px/Line height auto: 19.2px/#AAAAAA, #8FAD15

Chapo 1

Roboto Bold/20px/Line height auto: 24px/#000000

Chapo 2

Roboto Bold/16px/Line height auto: 19.2px/#000000

Current text 1

Roboto Regular/20px/Line height auto: 24px/#000000

Current text 2

Roboto Regular/16px/Line height auto: 19.2px/#000000

Current text 3

Roboto Light/16px/Line height auto: 19.2px/#000000

Text link

Roboto Regular/16px/#8FAD15
























Small text

Roboto Regular/14px/Line height auto: 16.8px/#000000

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.

	Mail		Search
	Tel		Reading time
	Account		Date of publication
	Catalogue		Filter
	Download		Add to favorite
	Colors		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. Isover's iconic shape or circle can be used sparingly on visuals. Here are a few examples of its use.



Color numbers correspond to those identified on page 55.

Search

Menu

Tag / Filter

Button

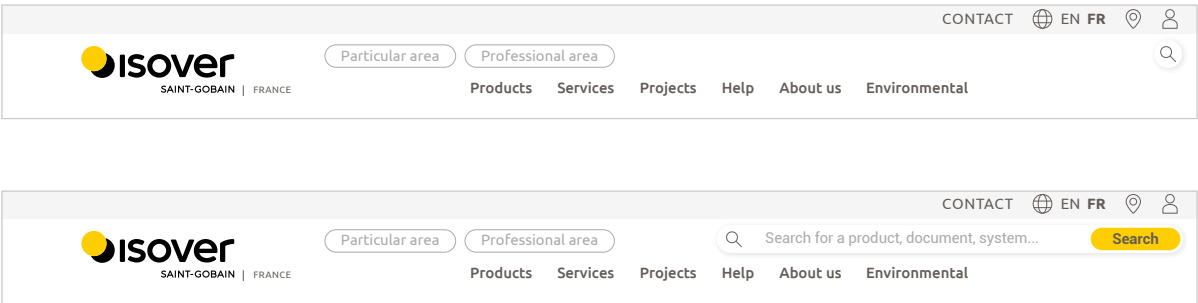
Navigation

Website

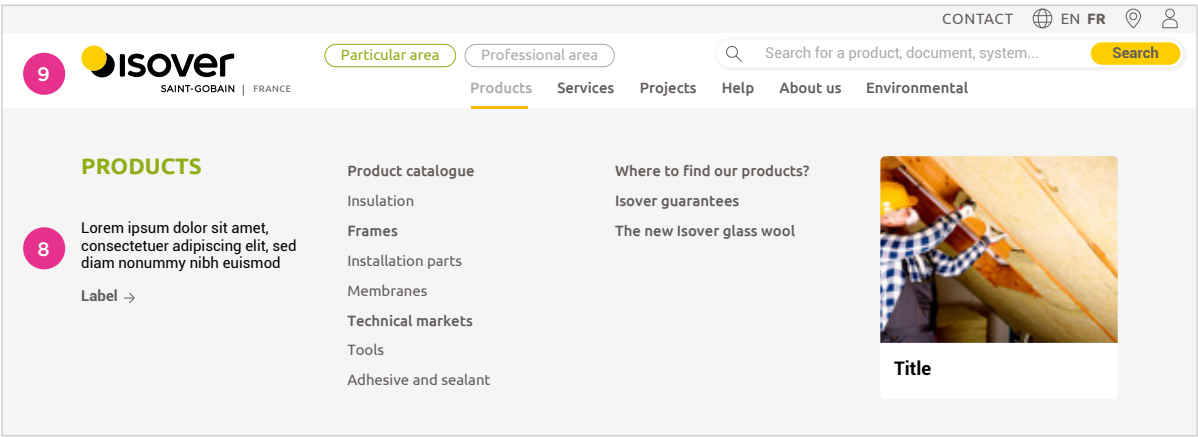
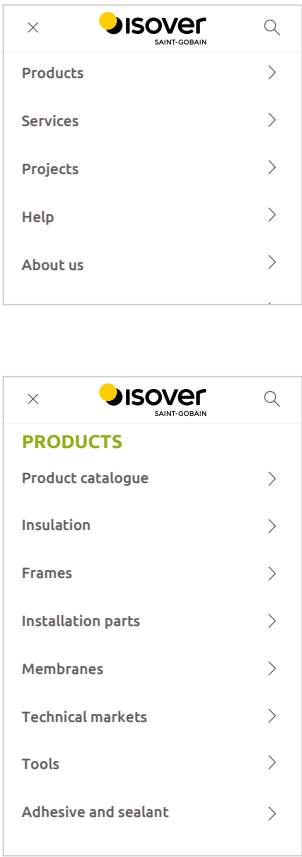
GENERAL NAVIGATION

The main navigation offers, on hover, access to 2 different levels. It displays the title of the main section, as well as a short description text. The navigation layer can display a visual in the form of a thumbnail on the right side.

Desktop



Mobile

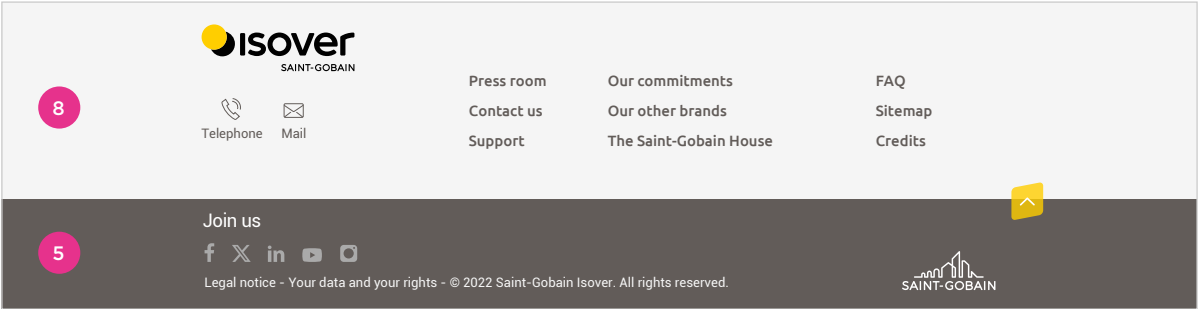


Website

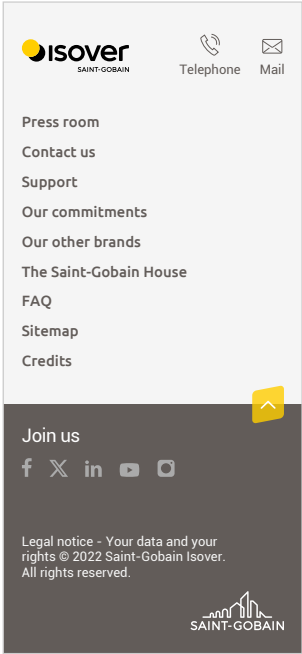
FOOTER

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

Desktop



Mobile



HERO EDITO 1

Component can be displayed over white background (#FFFFFF), gray background (#F5F5F5), or yellow background (#FFCE00).

Desktop

ARTICLE TITLE
ON SEVERAL LINES

07/07/2022

Reading time: 3 mn

9




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

Mobile

ARTICLE
TITLE ON
SEVERAL
LINES

07/07/2022

Reading time: 3 mn



Lorem ipsum dolor sit amet, consecte-
tuer adipiscing elit, sed diam nonum-
my nibh euismod tincidunt ut laoreet
dolore magna aliquam erat volutpat.
Ut wisi enim ad minim veniam, quis
nostrud exerci tation ullamcorper sus-
cipit lobortis nisl ut aliquip ex ea com-
modo 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 lupta-
tum zzril delenit augue duis dolore te
feugait nulla facilisi.

HERO EDITO 2


Component can be displayed over white background (#FFFFFF), gray background (#F5F5F5), or yellow background (#FFCE00).

Desktop

ARTICLE TITLE
ON SEVERAL LINES

07/07/2022

Reading time: 3 mn



9

LOREM IPSUM DOLOR SIT AMET CONSECTETUER

LOREM IPSUM DOLOR SIT AMET CONSECTETUER

LOREM IPSUM DOLOR SIT AMET CONSECTETUER

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT, SED DIAM NONUMMY NIBH EUISMOD TINCIDUNT UT LAORET DOLORE MAGNA ALIQUAM ERAT VOLUTPAT. UT WISI ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION ULLAMCORPER SUSCIPIT LOBORTIS NISL UT ALIQUIP EX EA COMMODO CONSEQUAT. DUIS AUTEM VEL EUM IRIURE DOLOR IN HENDRERIT IN VULPUTATE

LOREM IPSUM DOLOR SIT AMET CONSECTETUER ADIPISCING

Mobile

ARTICLE
TITLE ON
SEVERAL
LINES


LOREM IPSUM DOLOR SIT AMET CONSECTETUER

LOREM IPSUM DOLOR SIT AMET CONSECTETUER

LOREM IPSUM DOLOR SIT AMET CONSECTETUER

07/07/2022

Reading time: 3 mn



LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT, SED DIAM NONUMMY NIBH EUISMOD TINCIDUNT UT LAORET DOLORE MAGNA ALIQUAM ERAT VOLUTPAT. UT WISI ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION ULLAMCORPER SUSCIPIT LOBORTIS NISL UT ALIQUIP EX EA COMMODO CONSEQUAT.

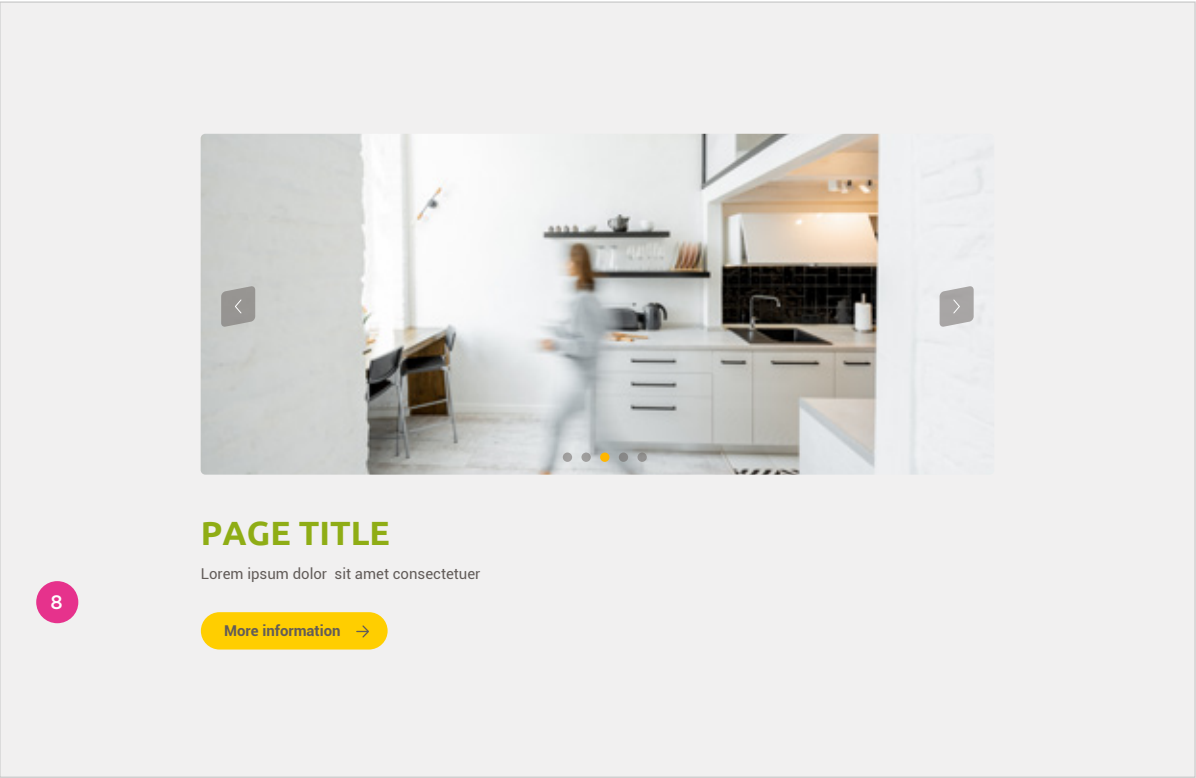
LOREM IPSUM CONSECTETUER ADIPISCING

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT, SED DIAM NONUMMY NIBH EUISMOD TINCIDUNT UT LAORET

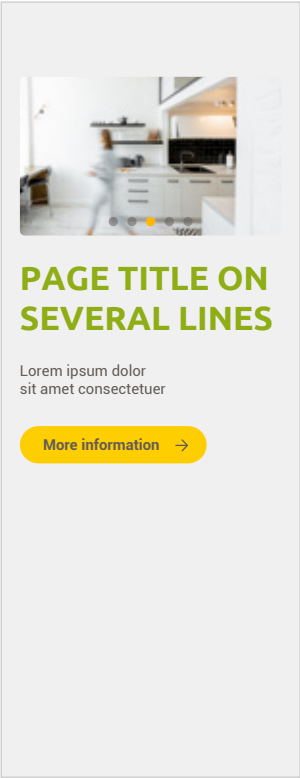
HERO SLIDER

Component can be displayed over white background (#FFFFFF), gray background (#F5F5F5), or yellow background (#FFCE00).

Desktop



Mobile



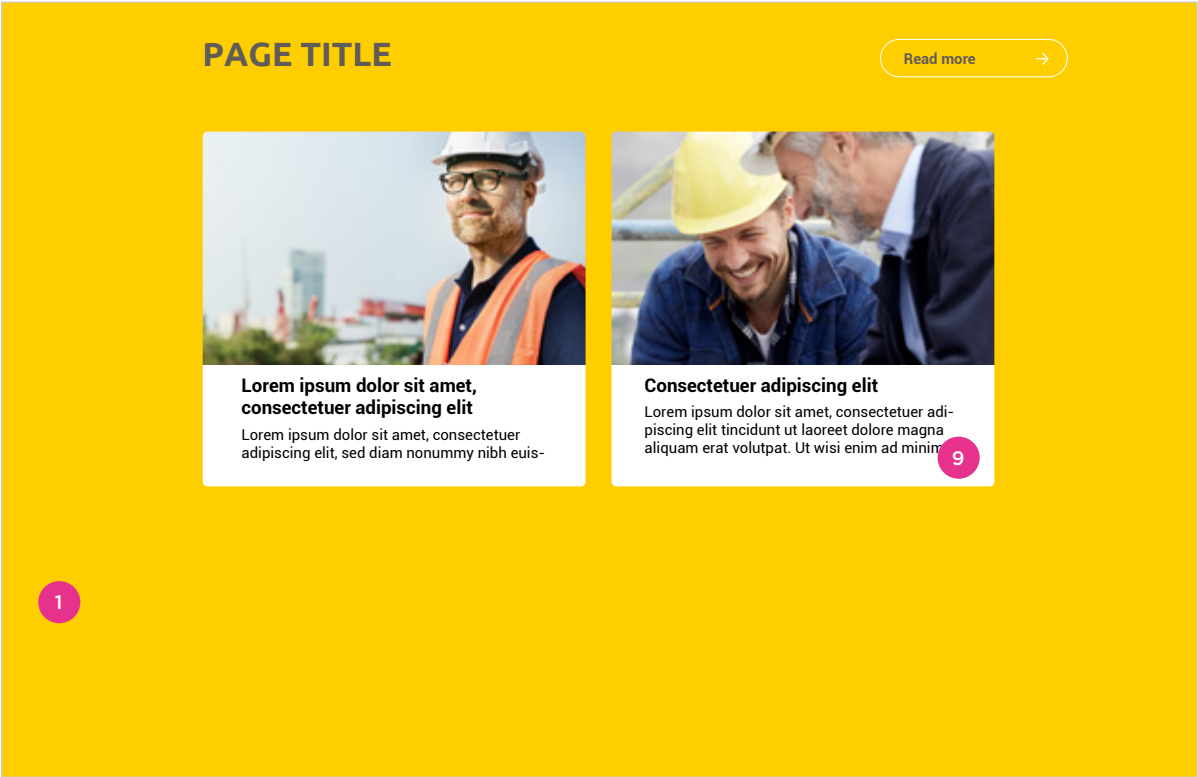
CTA - TWO COLUMNS

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

Component can be displayed over white background (#FFFFFF), gray background (#F5F5F5), or yellow background (#FFCE00).

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

Desktop



Mobile



Website

CTA - GRID


Component can be displayed over white background (#FFFFFF), gray background (#F5F5F5), or yellow background (#FFCE00). Component uses white background (#FFFFFF) or gray background (#F5F5F5) as cell background.

All components of the same line must have the same height (picture and text area).


Desktop

OUR PRODUCTS


All products →




Lorem ipsum dolor sit amet
 Lorem ipsum dolor sit amet, consectetur




Lorem ipsum dolor sit amet
 Lorem ipsum dolor sit amet, consectetur



Lorem ipsum dolor sit amet
 Lorem ipsum dolor sit amet, consectetur



Lorem ipsum dolor sit amet
 Lorem ipsum dolor sit amet, consectetur




Lorem ipsum dolor sit amet
 Lorem ipsum dolor sit amet, consectetur


Mobile

OUR PRODUCTS

All products →



Lorem ipsum dolor sit amet
 Lorem ipsum dolor sit amet, consectetur adipiscing elit



Lorem ipsum dolor sit amet, consectetur adipiscing elit
 Tincidunt ut laoreet dolore magna

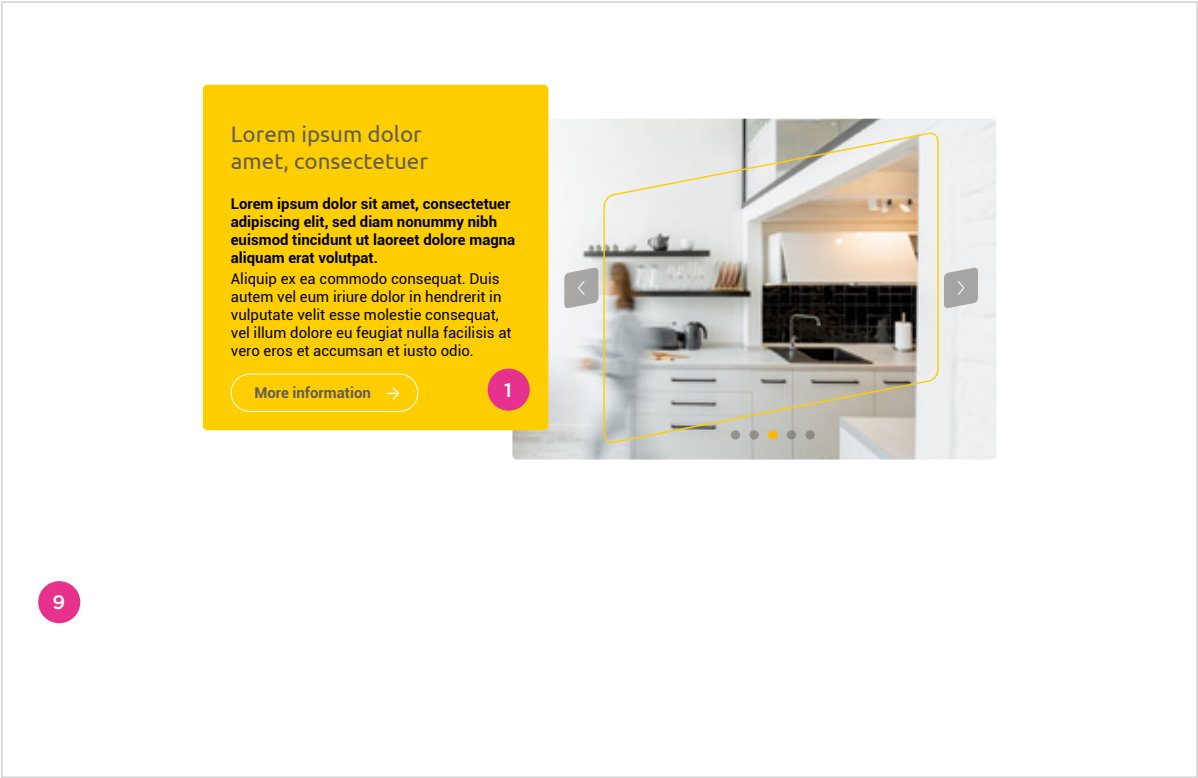
Website

SLIDERS

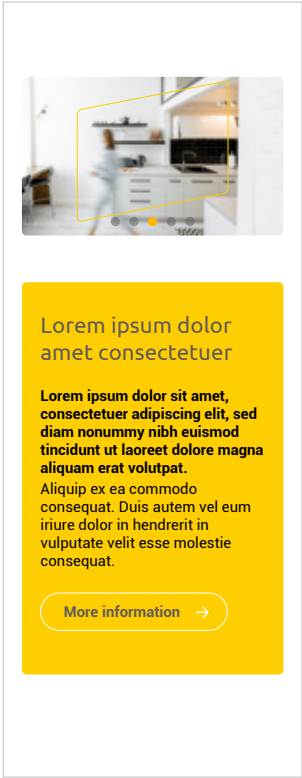
Component can be displayed over white background (#FFFFFF) or gray background (#F5F5F5).

The text cell is in yellow (#FFCE00) on left or right side of the picture.

Desktop



Mobile



FILTERS FACET

Desktop

FILTER BY

Project

☐ Lorem ipsum dolor (3)

☐ Sit amet, consectetur (2)

☐ Adipiscing elit, sed (2)

☐ Diam nonummy (1)

☒ Nibh euismod (4)

Type of content

☒ Lorem ipsum dolor

☐ Sit amet, consectetur

☐ Adipiscing elit, sed

☐ Diam nonummy

☐ Nibh euismod

Wall/Floor/Roof

☐ Wall (7)

☐ Floor (12)

☐ Roof (8)

9

Mobile

FILTER BY

Project

☐ Lorem ipsum dolor (3)

☐ Sit amet, consectetur (2)

☐ Adipiscing elit, sed (2)

☐ Diam nonummy (1)

☒ Nibh euismod (4)

☐ Tincidunt ut laoreet (5)

Type of content

☒ Lorem ipsum dolor

☐ Sit amet, consectetur

☐ Adipiscing elit, sed

☐ Diam nonummy

☐ Nibh euismod

☐ Tincidunt ut laoreet

Wall/Floor/Roof


☐ Wall (7)

☐ Floor (12)

☐ Roof (8)

Apply filters

6 DIGITAL AND AUDIOVISUAL


 Graphic guidelines 108

PRODUCTS GRID

Desktop

14 results for your search **Products & systems, New facades, Single-layer sprayed plasters, Living areas.**

Single-layer sprayed plasters



Compar




Label


8

3 mn


Product name

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod, ut velit elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam






Lorem ipsum dolor




Lorem ipsum dolor



Lorem ipsum dolor

View product →






Compar


Label

3 mn


Product name

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod, ut velit elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam






Lorem ipsum dolor




Lorem ipsum dolor



Lorem ipsum dolor

View product →






Compar


Label

3 mn


Product name

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod, ut velit elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam






Lorem ipsum dolor




Lorem ipsum dolor



Lorem ipsum dolor

View product →







Compar

Label


Product name

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod, ut velit elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam






Lorem ipsum dolor




Lorem ipsum dolor



Lorem ipsum dolor

View product →







Compar

Label


Product name

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod, ut velit elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam






Lorem ipsum dolor




Lorem ipsum dolor



Lorem ipsum dolor

View product →







Compar

Label


Product name

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod, ut velit elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam






Lorem ipsum dolor



Lorem ipsum dolor




Lorem ipsum dolor

View product →

Mobile

14 results for your search **Products & systems, New facades, Single-layer sprayed plasters, Living areas.**

Single-layer sprayed plasters






Compar


Label

3 mn


Product name

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod, ut velit elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam






Lorem ipsum dolor




Lorem ipsum dolor



Lorem ipsum dolor

View product →

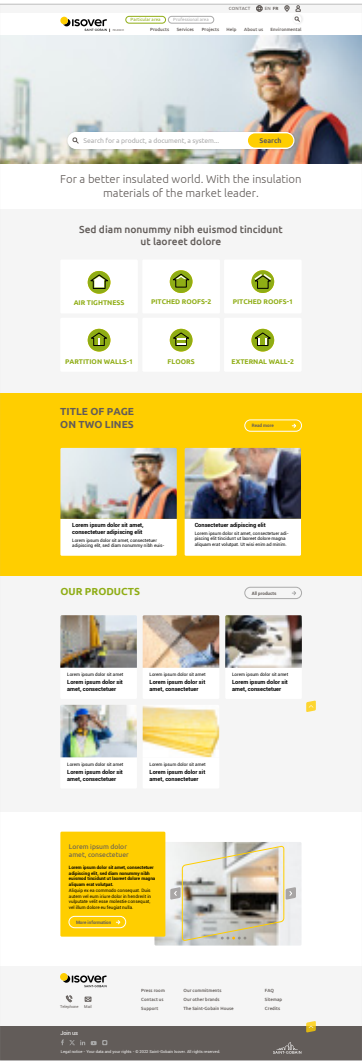
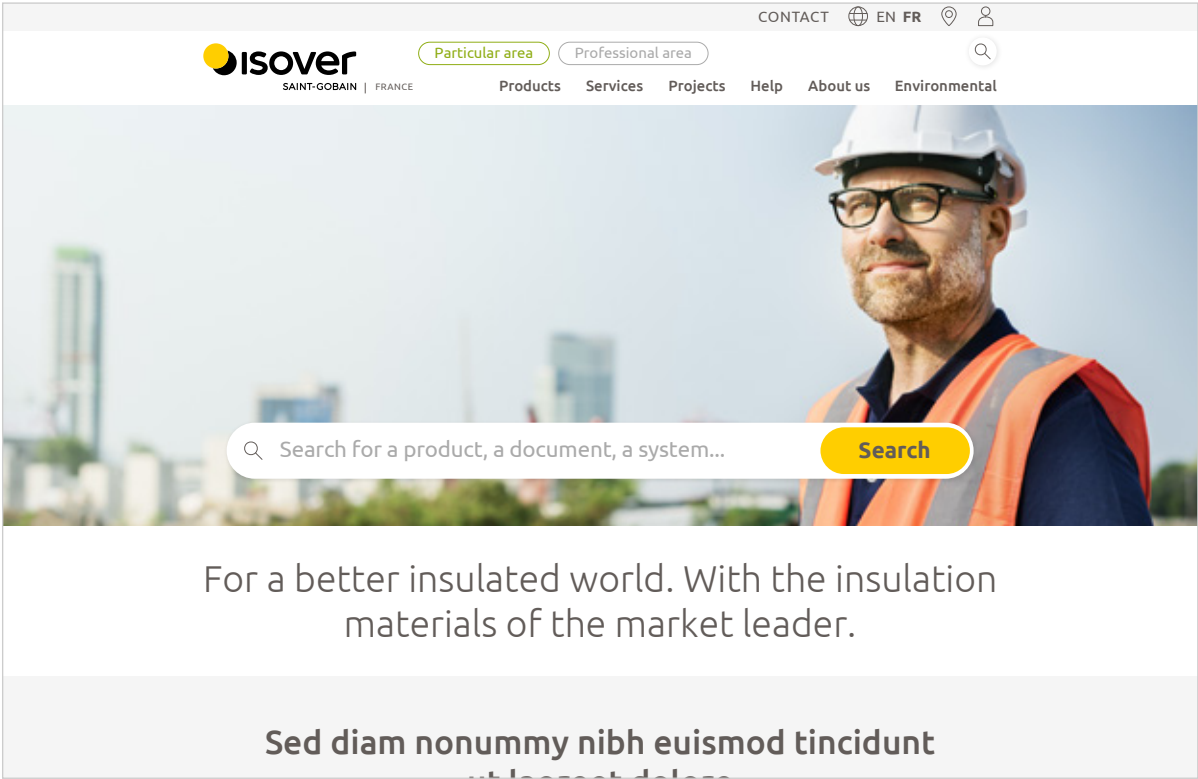
6 DIGITAL AND AUDIOVISUAL

 Graphic guidelines 109

Website - templates

HOME DESKTOP

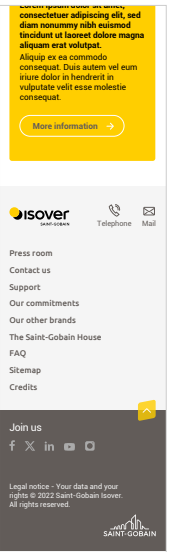
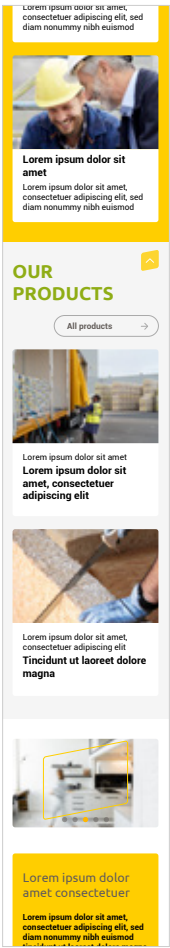
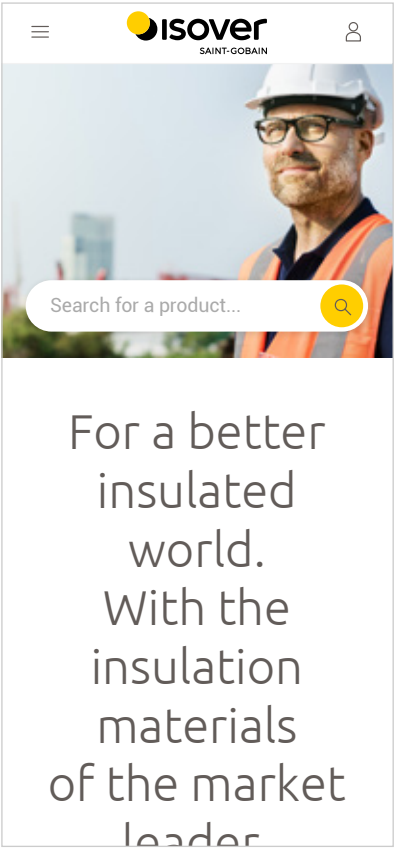
visible area



Website - templates

HOME MOBILE

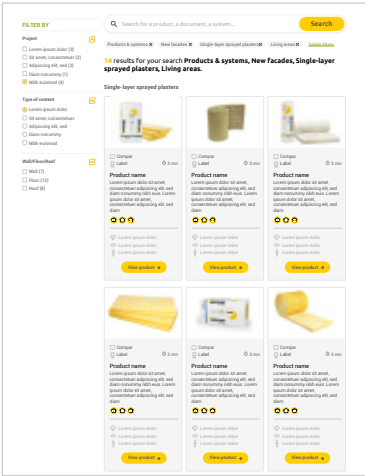
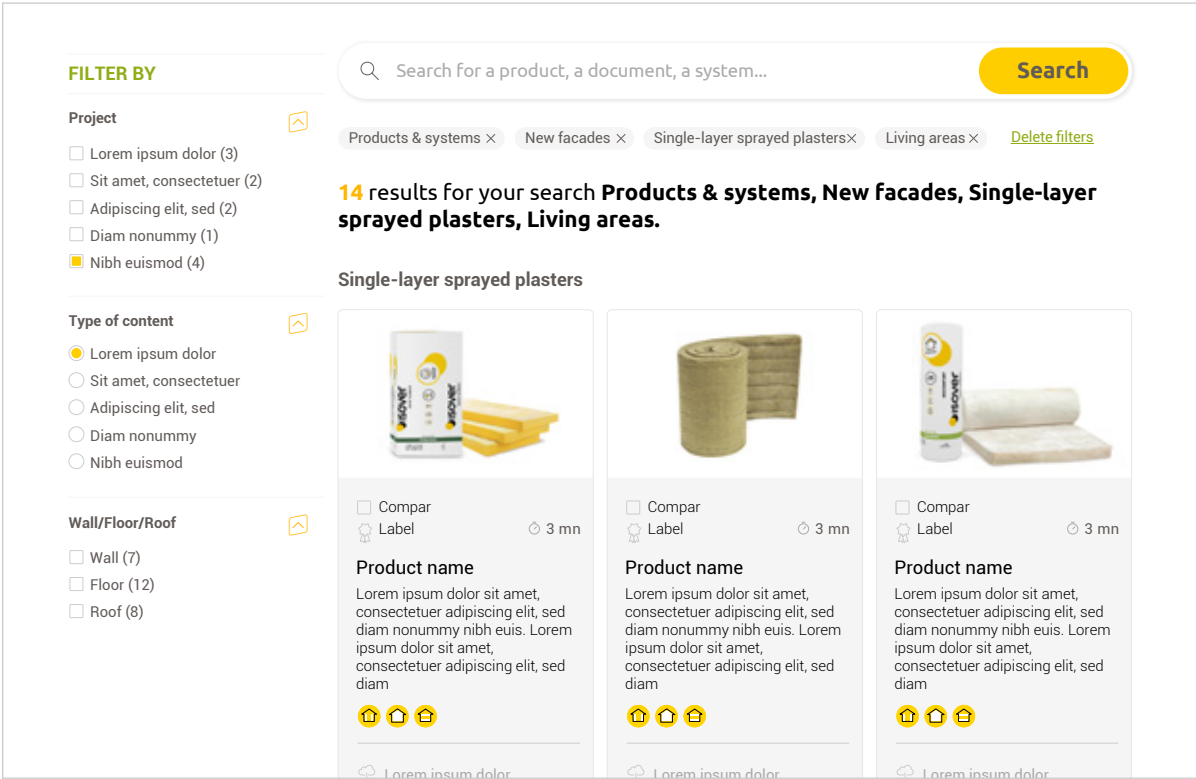
visible area



Website - templates

PRODUCT LIST DESKTOP

visible area



Website - templates

PRODUCT LIST MOBILE

visible area

Search for a product...

Filter

Delete filters

Products & systems ×

New facades ×


Single-layer sprayed plasters×

Living areas ×

14 results for your search

**Products & systems,
New facades,
Single-layer sprayed
plasters, Living areas.**

Single-layer sprayed plasters



search

FILTER BY

Project

☐ Lorem ipsum dolor (3)

☐ Sit amet, consectetur (2)

☐ Adipiscing elit, sed (2)

☐ Diam nonummy (1)

☒ Nibh euismod (4)

☐ Tincidunt ut laoreet (5)

Type of content

☒ Lorem ipsum dolor

☐ Sit amet, consectetur

☐ Adipiscing elit, sed

☐ Diam nonummy

☐ Nibh euismod

☐ Tincidunt ut laoreet

Wall/Floor/Roof

☐ Wall (7)

☐ Floor (12)

☐ Roof (8)

Search for a product...

Filter

Delete filters

Products & systems ×

New facades ×


Single-layer sprayed plasters×

Living areas ×

14 results for your search

**Products & systems,
New facades,
Single-layer sprayed
plasters, Living areas.**

Single-layer sprayed plasters



☐ Compar

☐ Label


3 mn

Product name

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam

in

View product



☐ Compar

☐ Label

3 mn


Product name

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam

in

View product

6 DIGITAL AND AUDIOVISUAL

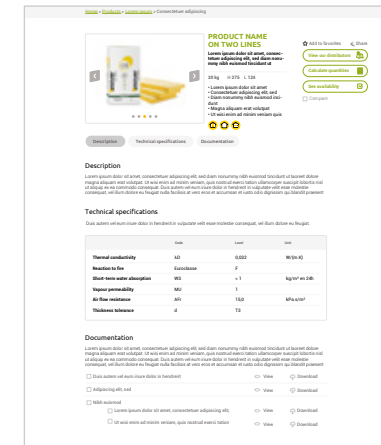
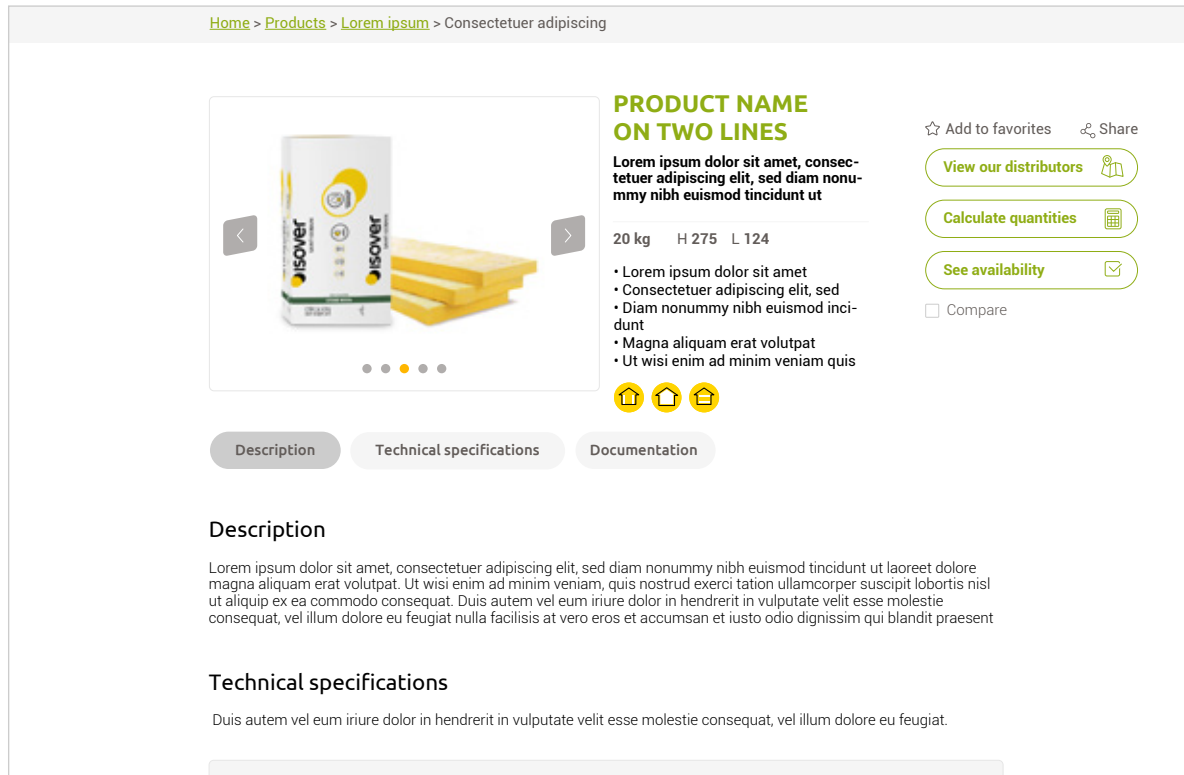
 Graphic guidelines

113

Website - templates

PRODUCT DETAIL DESKTOP


visible area



PRODUCT DETAIL MOBILE

visible area

< PRODUCTS




PRODUCT NAME ON TWO LINES

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna.

20 kg H 275 L 124

- Lorem ipsum dolor sit amet
- Consectetur adipiscing elit, sed
- Diam nonummy nibh euismod tincidunt
- Magna aliquam erat volutpat
- Ut wisi enim ad minim veniam quis nostrud exerci
- Ullamcorper suscipit lobortis

< PRODUCTS



PRODUCT NAME ON TWO LINES

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna.

20 kg H 275 L 124

- Lorem ipsum dolor sit amet
- Consectetur adipiscing elit, sed
- Diam nonummy nibh euismod tincidunt
- Magna aliquam erat volutpat
- Ut wisi enim ad minim veniam quis nostrud exerci
- Ullamcorper suscipit lobortis

View

Download

Nibh euismod

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed

View

Download

Ut wisi enim ad minim veniam, quis nostrud exerci tation

View

Download

☆ Add to favorites

< Share

View our distributors

Calculate quantities

See availability

Compare

Description

Technical specifications

Documentation

Documentation

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

Duis autem vel eum iriure dolor in hendrerit

View

Download

Adipiscing elit, sed

View

Download

Nibh euismod

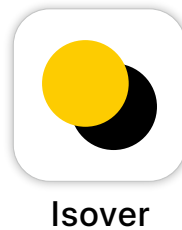
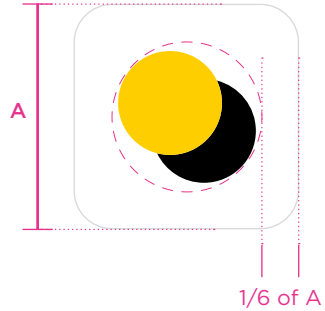
6 DIGITAL AND AUDIOVISUAL

Graphic guidelines

115

App

On the app icon, the symbol is used alone.
A protection zone of at least 1/6th
of the occupied area must be respected.
The symbol is centred in this area.

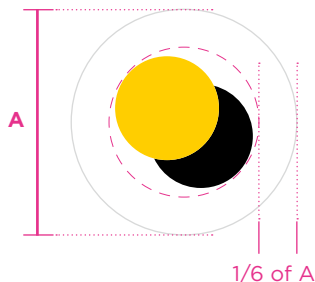


Social media

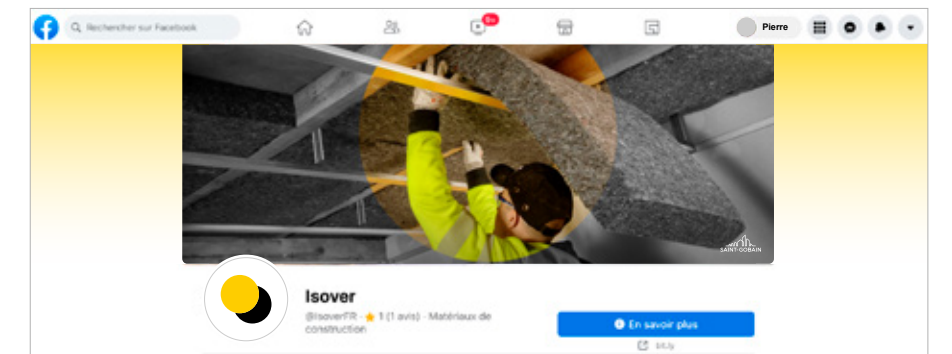
On social media the symbol can be used alone as profile picture, always in association with the name “Isover” or an image.

A protection zone of at least 1/6th of the occupied area must be respected.

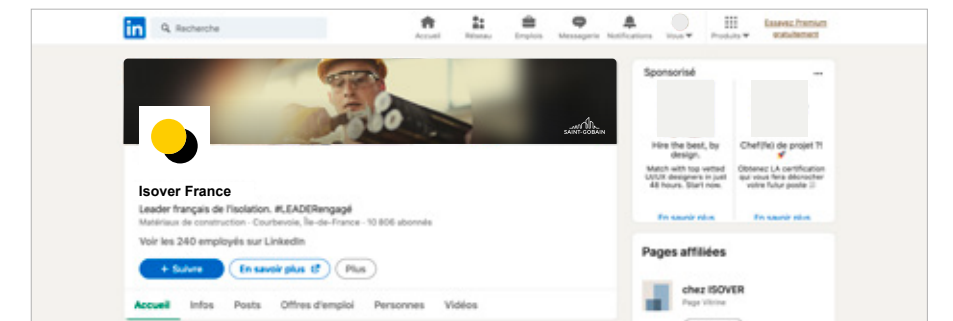
The symbol is centred in this area.



Facebook



LinkedIn



X

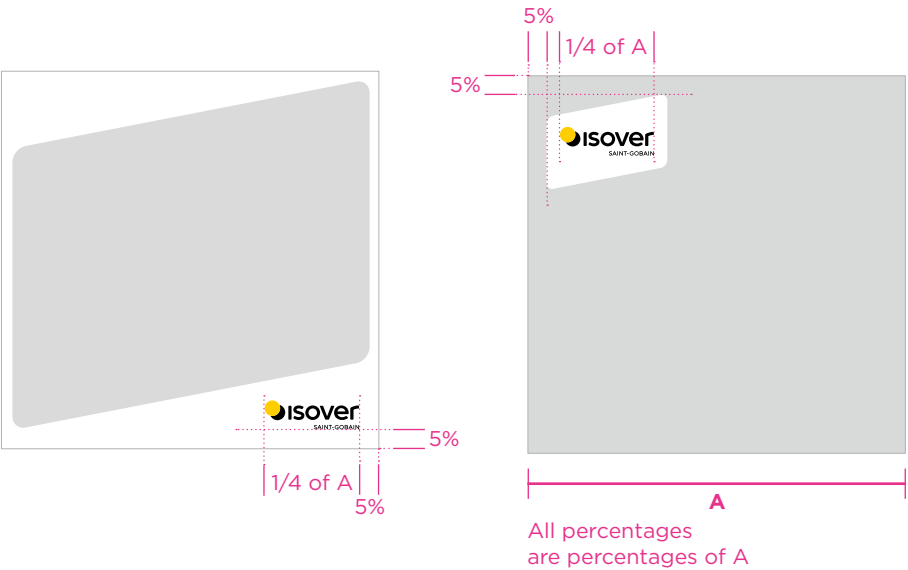


Social media

POSTS

Use the circle for Brand Communication which can be supported by product / service / solution.

Use the iconic shape for Product Communication only.

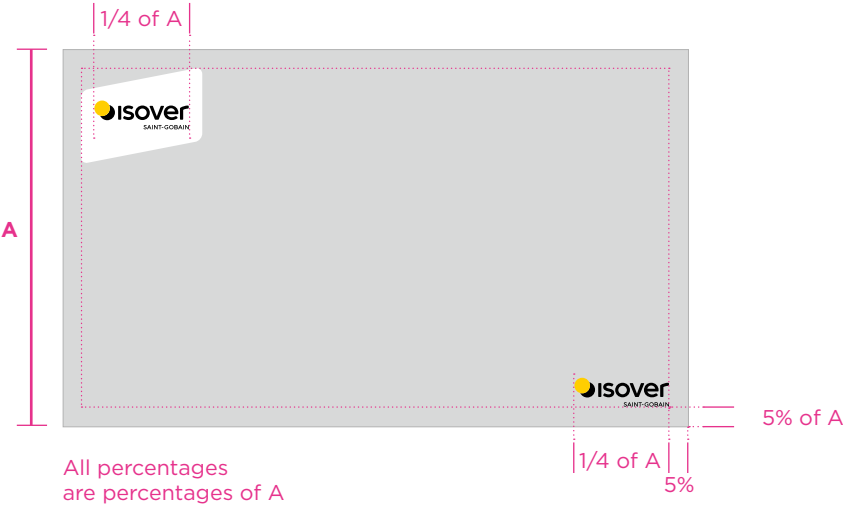


Social media

POSTS

Use the circle for Brand Communication which can be supported by product / service / solution.

Use the iconic shape for Product Communication only.



Digital banners

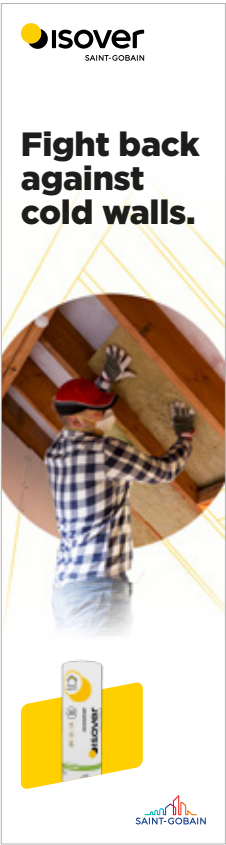
Use the circle for Brand Communication which can be supported by product / service / solution.

Use the iconic shape for Product Communication only.

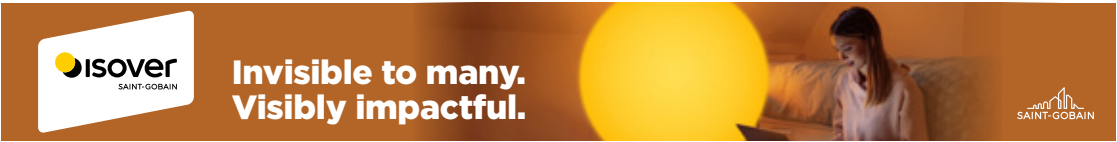
728 x 90 px



160 x 600 px



336 x 280 px



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

lorem ipsum

Prefab kit with high thermal and acoustic performances for a light and slim façade.

DISCOVER

Even though using often arouses curiosity due

Where text is visible in a document
People tend to focus on the textual content rather than upon overall presentation, so publishers use lorem ipsum when displaying a typeface or design in order to direct the focus to presentation. "Lorem ipsum" also approximates a typical distribution English.

www.isover.fr

Visual identity / Graphic charter / Style and Content

F4 FAÇADE

Prefab kit with high thermal and acoustic performances for a light and slim façade.

DISCOVER

Even though using often arouses curiosity due

Where text is visible in a document
People tend to focus on the textual content rather than upon overall presentation, so publishers use lorem ipsum when displaying a typeface or design in order to direct the focus to presentation. "Lorem ipsum" also approximates a typical distribution English.

www.isover.fr

Visual identity / Graphic charter / Style and Content

Audiovisual

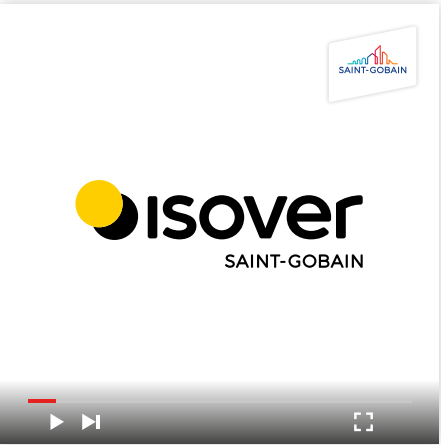
FILM

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

RADIO

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

Square



16/9



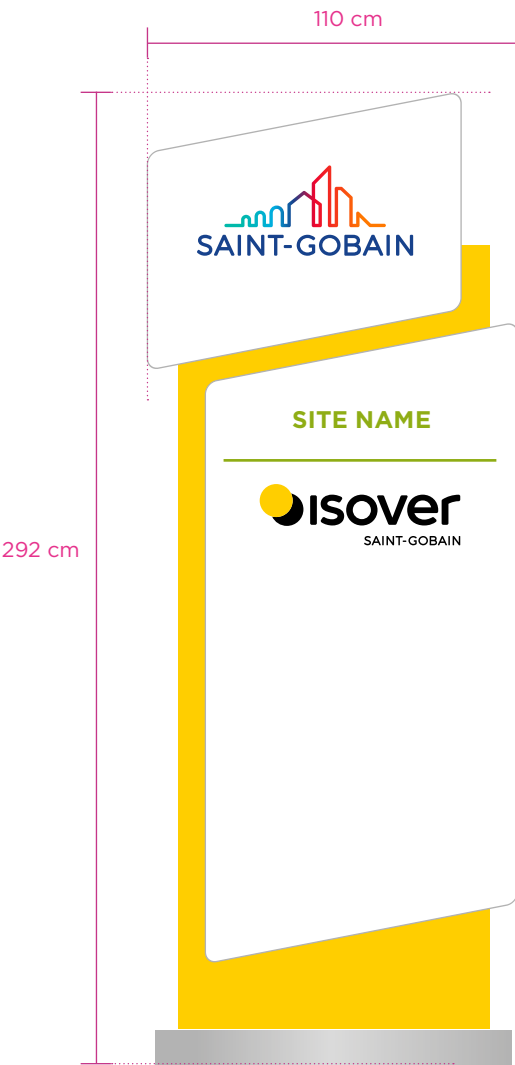
7 SIGNAGE AND VEHICLES

Signage

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

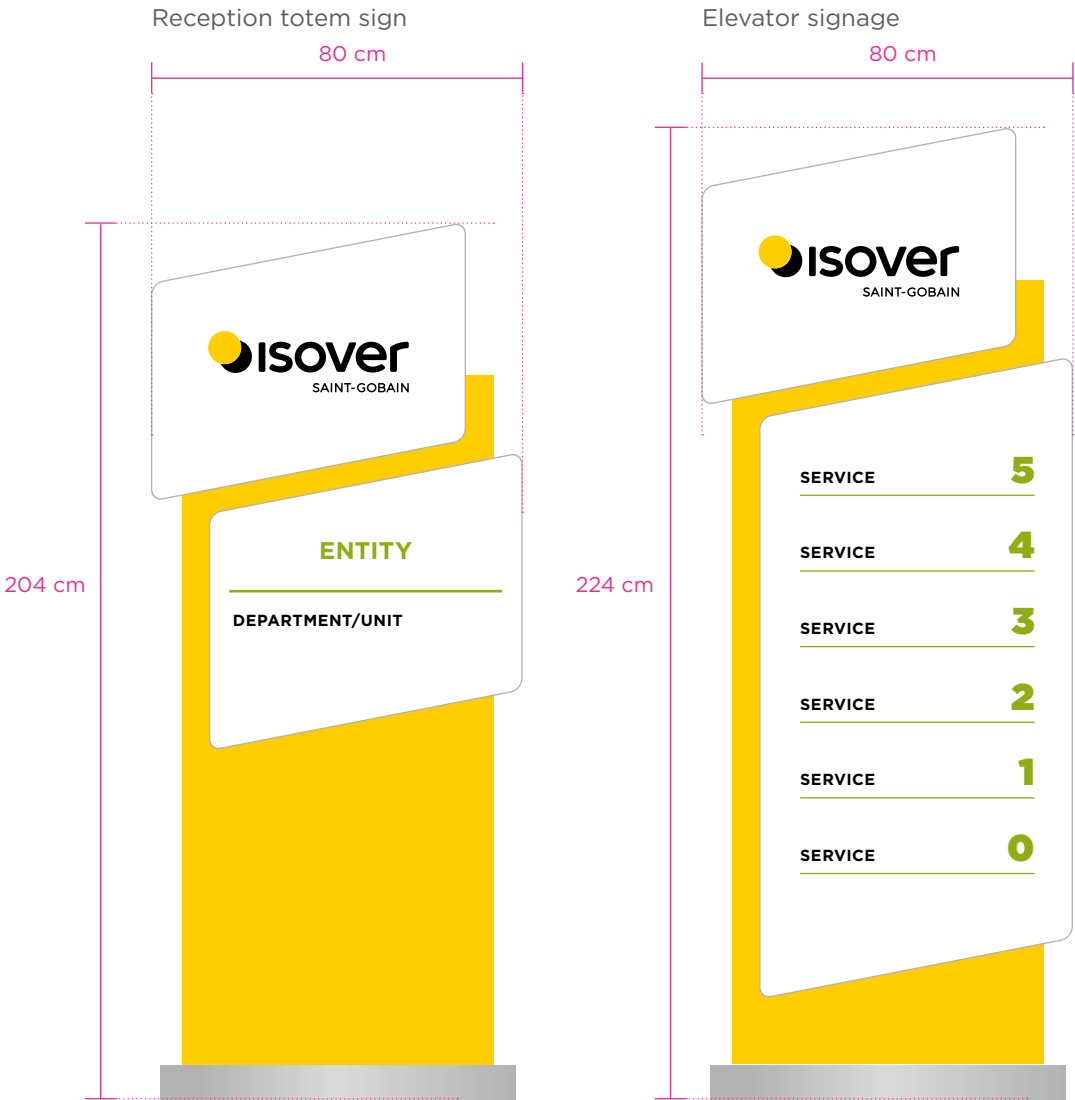
RECEPTION TOTEM SIGN

ELEVATOR SIGNAGE

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

The Isover 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

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.

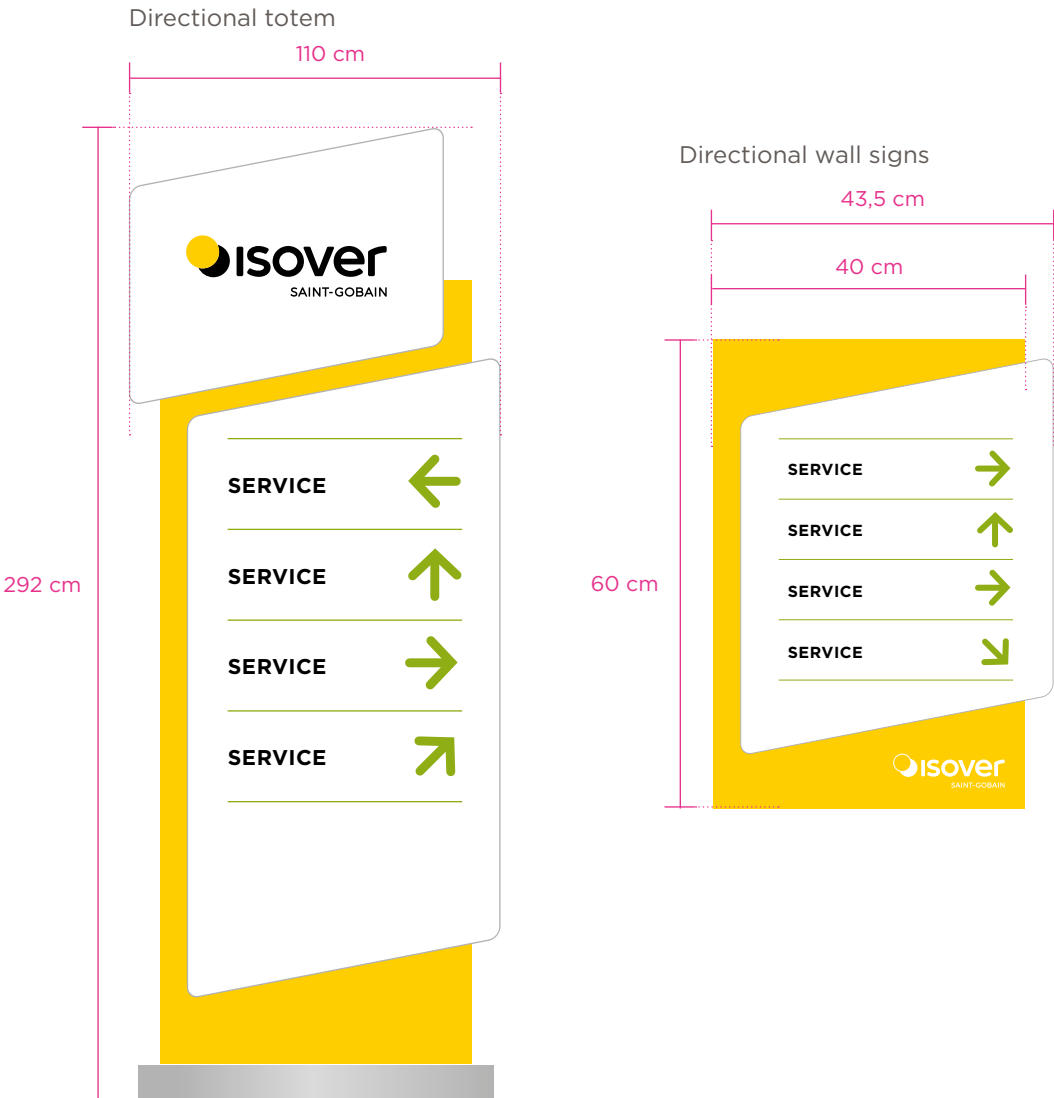
The Isover logotype in its cartouche is always at the top of this type of totem.

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

DOOR NAMEPLATES

The Isover logotype appears on all interior signage.
Depending on the configuration of your premises, you can choose from two different door plate sizes.

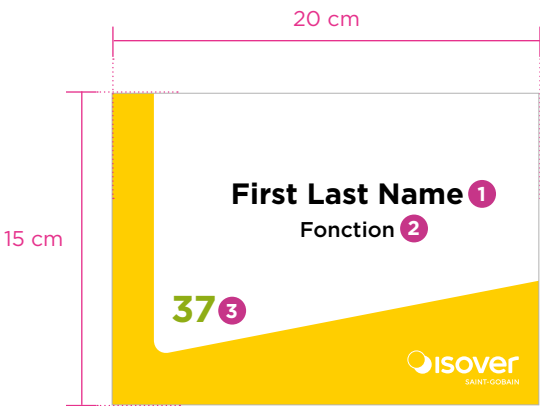
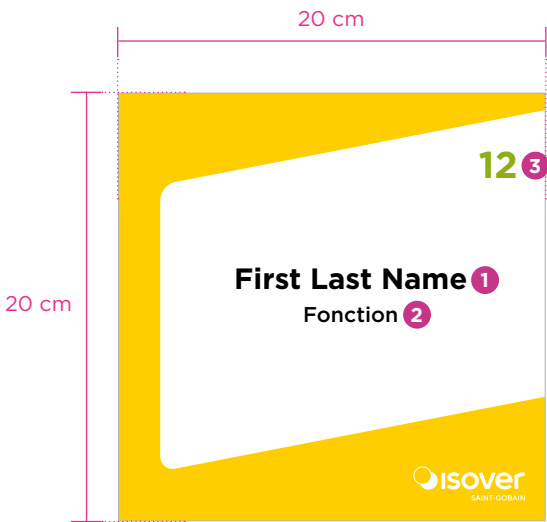
Universal signs

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

Color-coding

Adopt the Isover color-coding which is yellow, green and black.

Door nameplates



- 1 First and last names**
Gotham Bold
Black #000000
- 2 Job title or position**
Gotham Medium
Black #000000
- 3 Office number**
Gotham Bold
Green #8FAD15

Interior signage

DIRECTIONAL SIGNS

The Isover logotype appears on all interior signage.

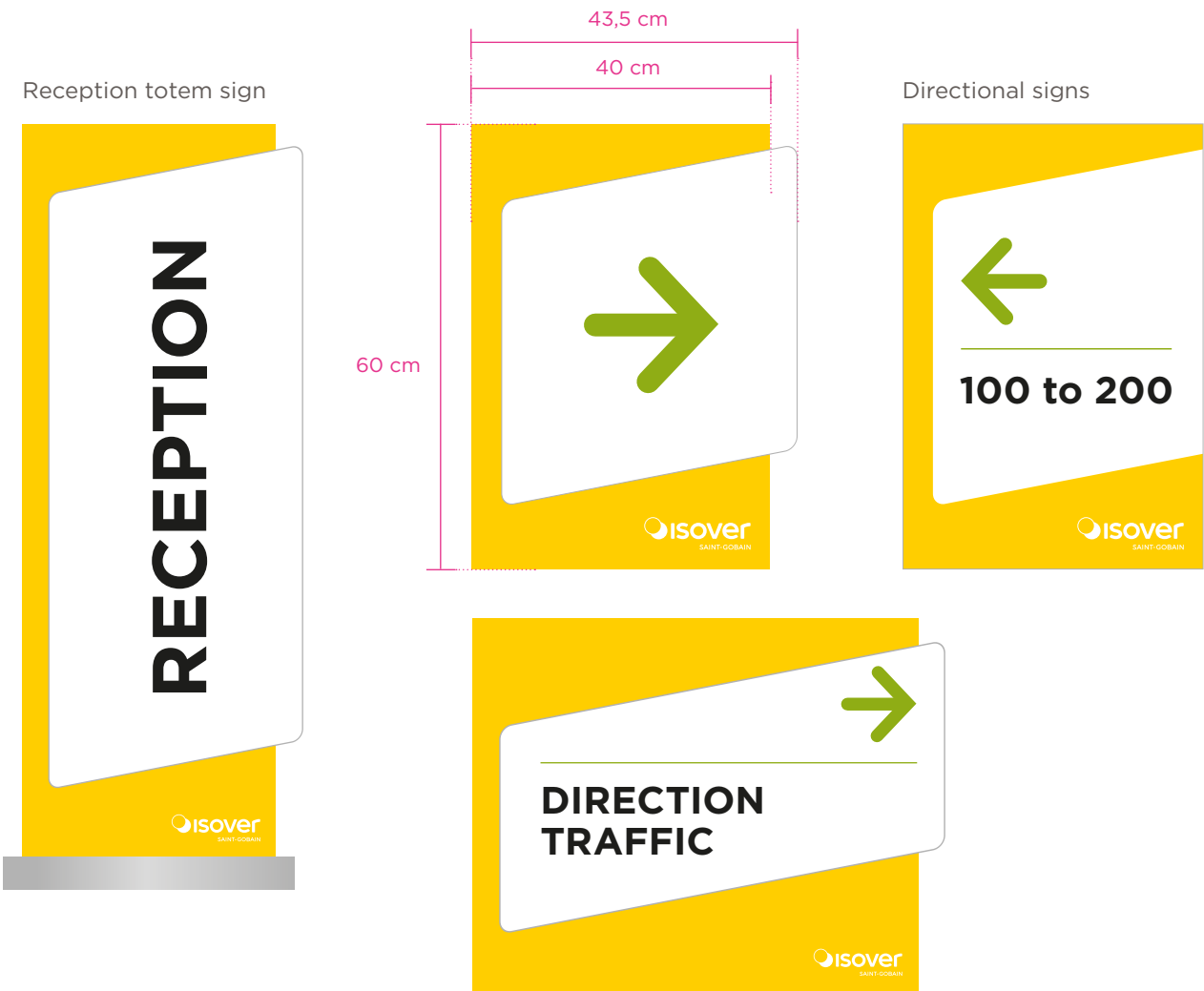
You can opt for a rectangular plate with simple printing, or a plate with the cartouche. The typeface is Gotham Bold.

Universal signs

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

Color-coding

Adopt the Isover color-coding which is yellow, green 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

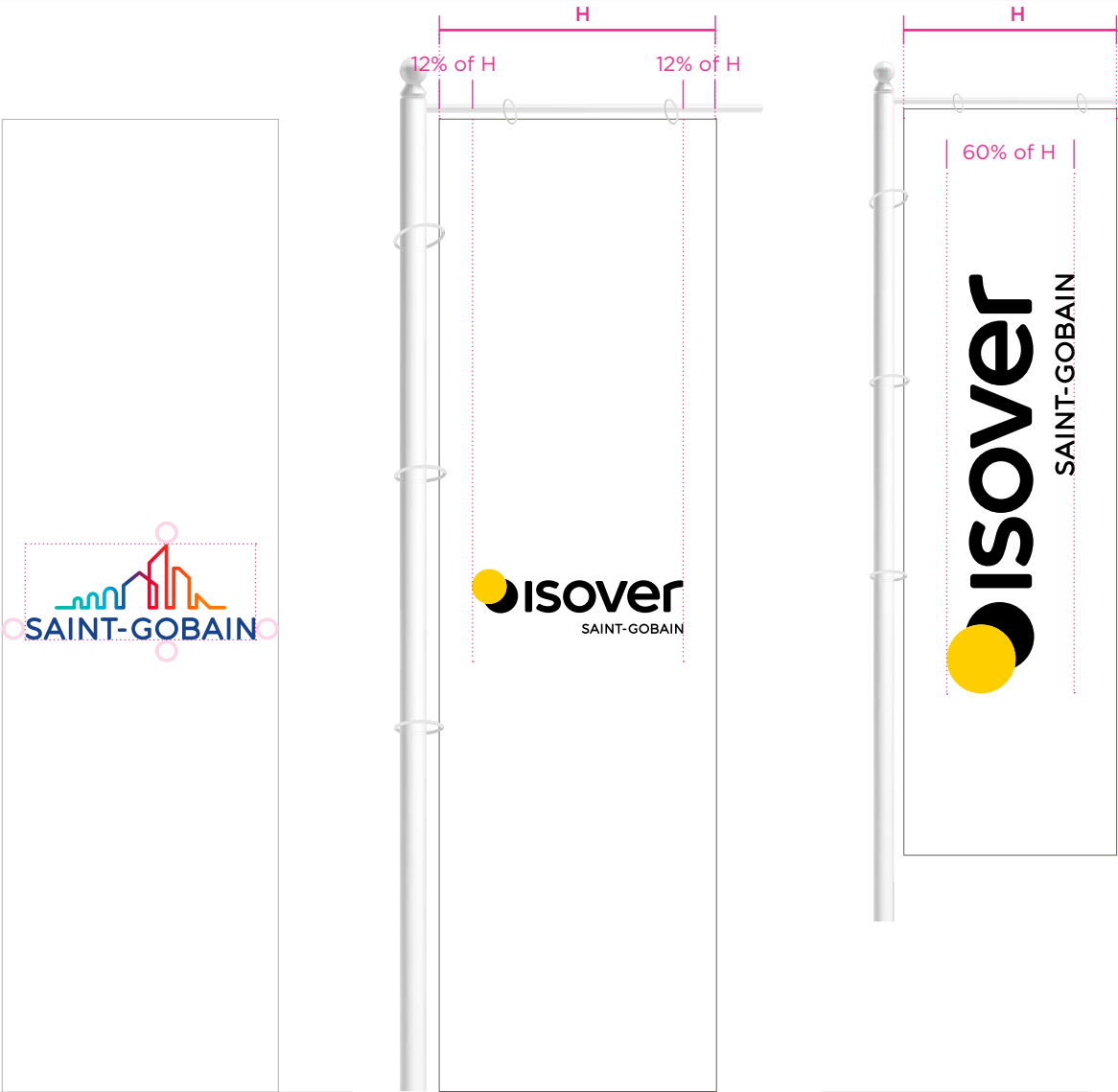
Flags and banners are used to increase our visibility.

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.

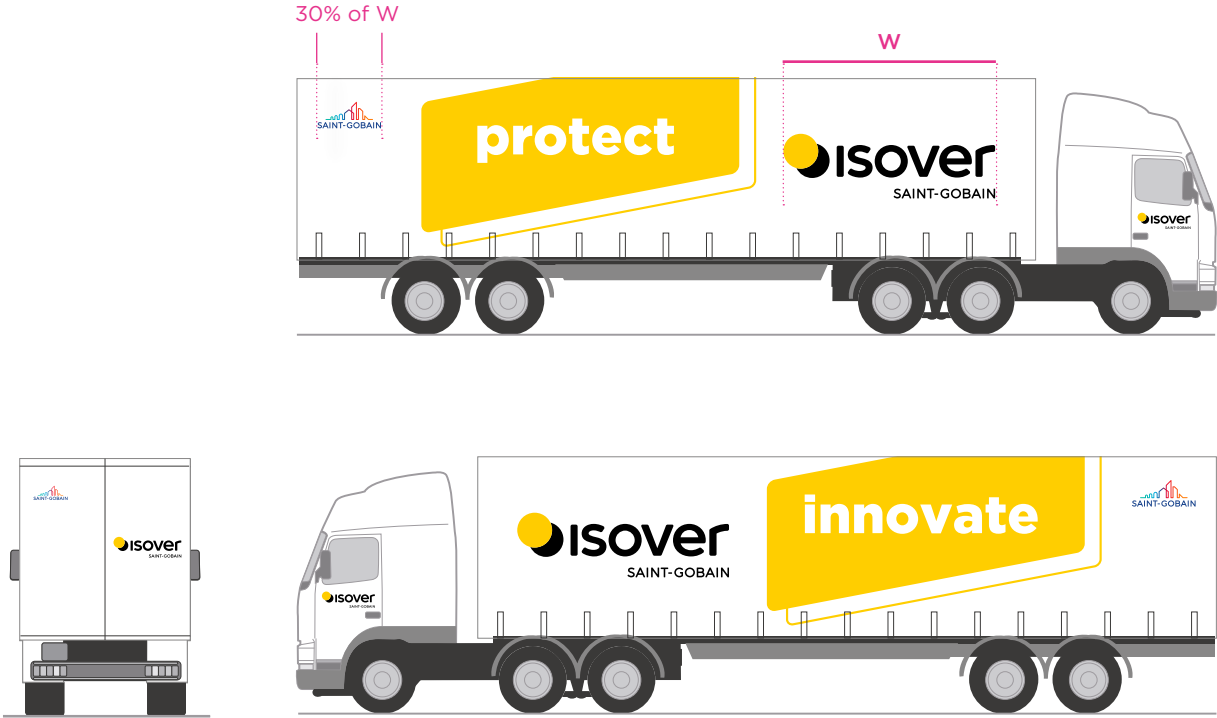
For better visibility, the Saint-Gobain logotype is placed horizontally at the top or in the center of the flag



Vehicles

TRUCKS

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



Vehicles

TRUCKS

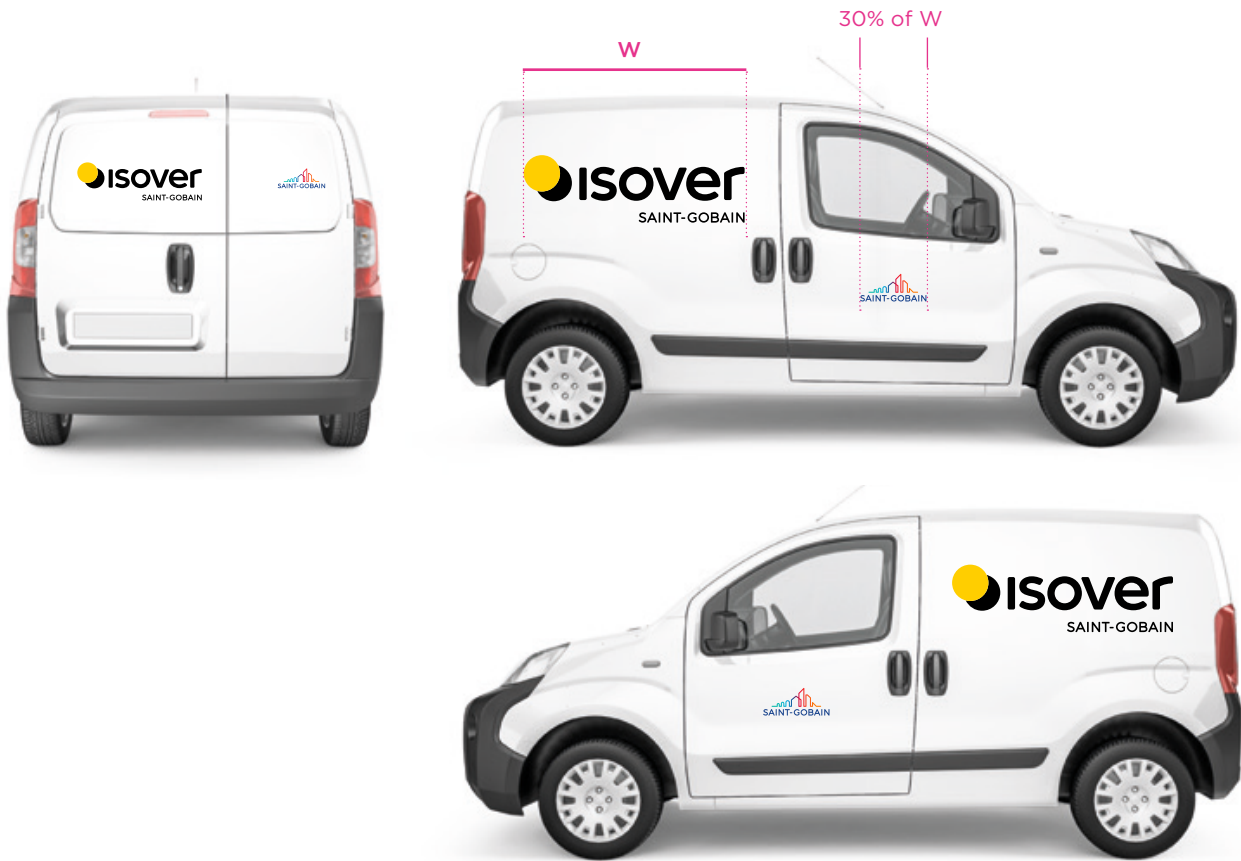
There are several versions of vehicle wraps using the brand identity codes.



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

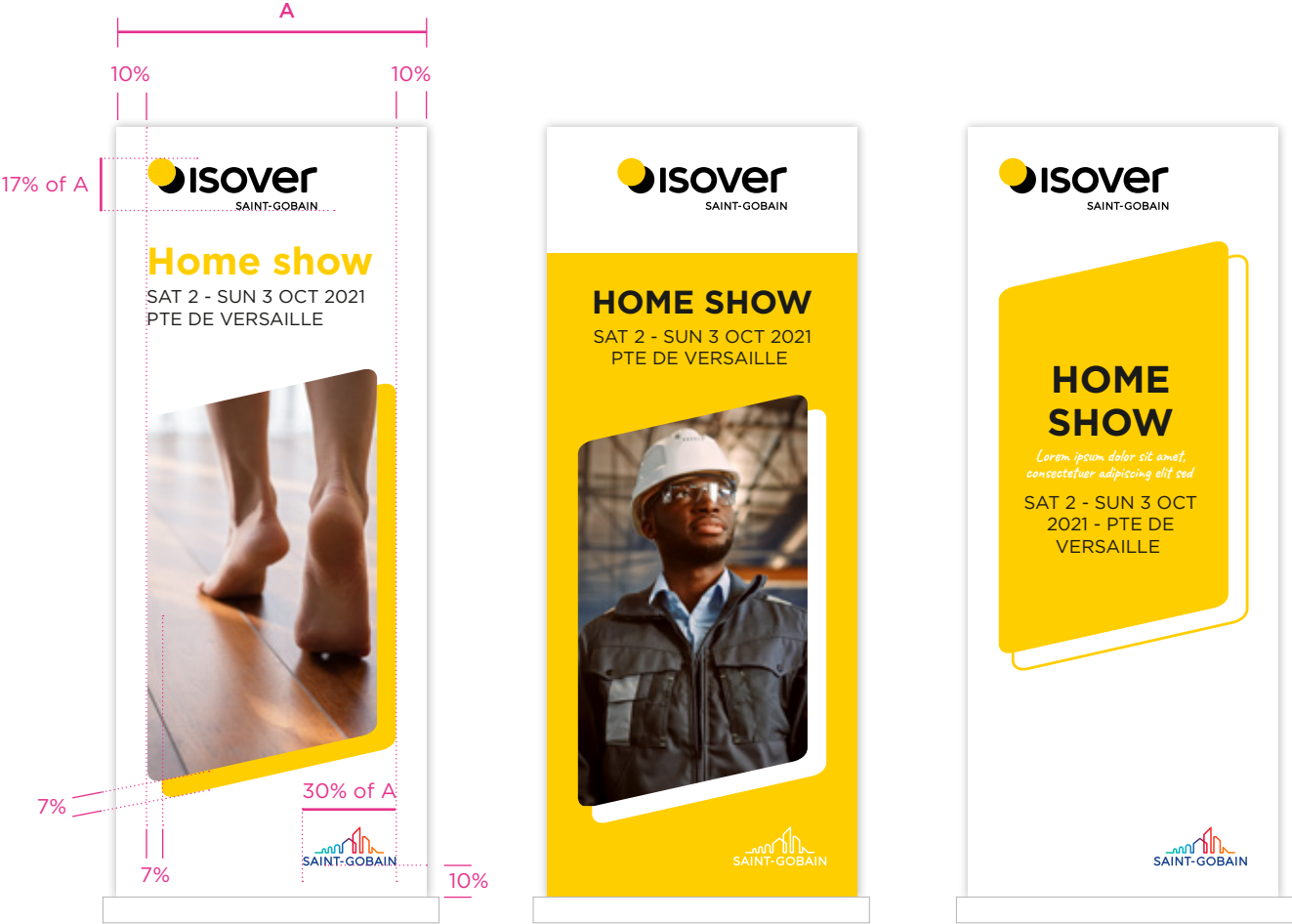
There are several versions of vehicle wraps using the brand identity codes.



8 EVENTS AND GOODIES

Event signage





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

Booth



Goodies

The Saint-Gobain logotype is proportional to the Isover 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.

TEXTILES

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



SUSTAINABILITY GOODIES



Goodies



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



December 2024

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

Photo credits:

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

Design & conception: Adrien Leroy