isover
SAINT-GOBAIN

GRAPHIC GUIDELINES

December 2024 edition

SAINT-GOBAIN

Contents

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 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
R255-G206-B0

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

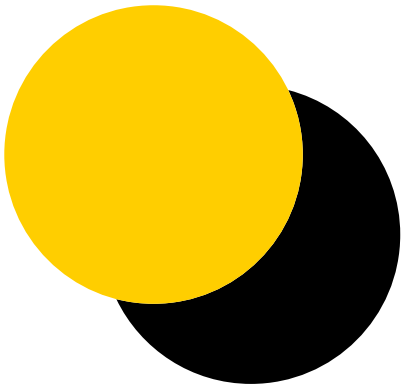
Logotype elements

SYMBOL

You can use the symbol only on specific applications:

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

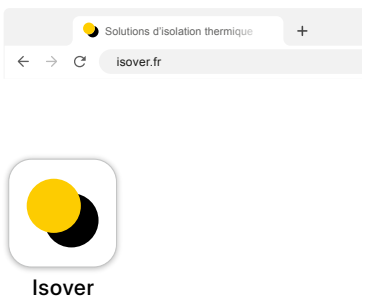
The symbol cannot be used alone, always use with the Isover name or logotype nearby on the application.



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

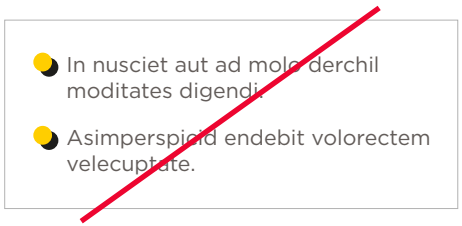
Examples

Examples

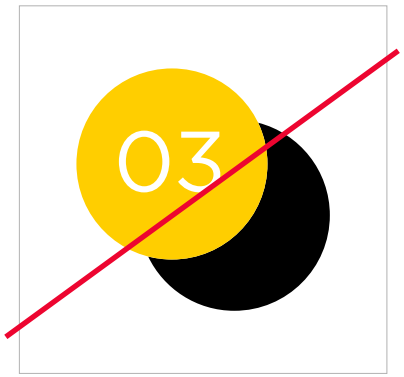


Don’ts

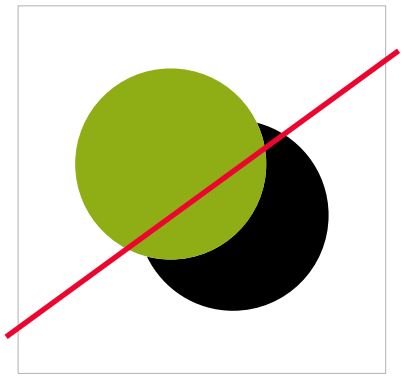
SYMBOL



Do not use the symbol as bullet points

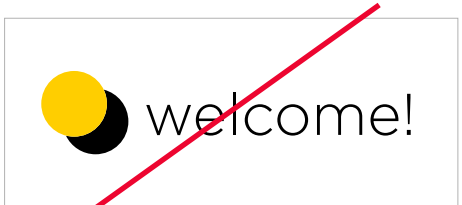


Do not write anything in the symbol

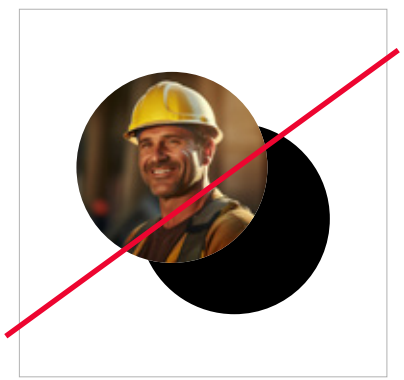


Do not change the colors of symbol

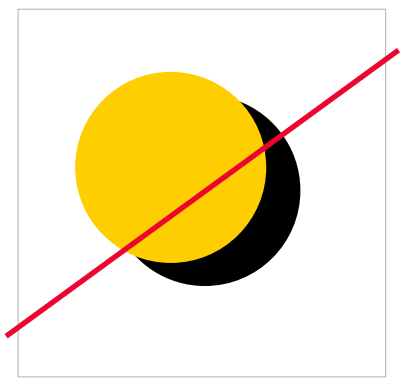
Do not change the proportions of the symbol



Do not write next to the symbol



Do not use a visual in the symbol

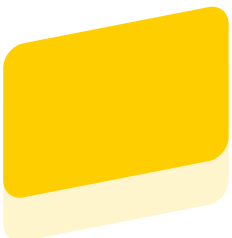


Do not change the spacing between the 2 shapes of the symbol

Color palette

PRIMARY COLORS

The main colors are yellow and green.



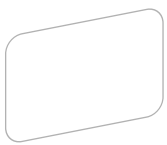
CMYK
C0-M20-Y100-K0
PANTONE®
116 C
RGB
R255-G206-B0
HEXADECIMAL
#FFCE00
RAL
RAL1023

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.

White is a key color of the brand's visual territory. It is used as background, in the identity form and for titles on a colored background.



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
RGB
R23-G66-B140
HEXADECIMAL
#17428C
RAL
5002

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	*Caveat*	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

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

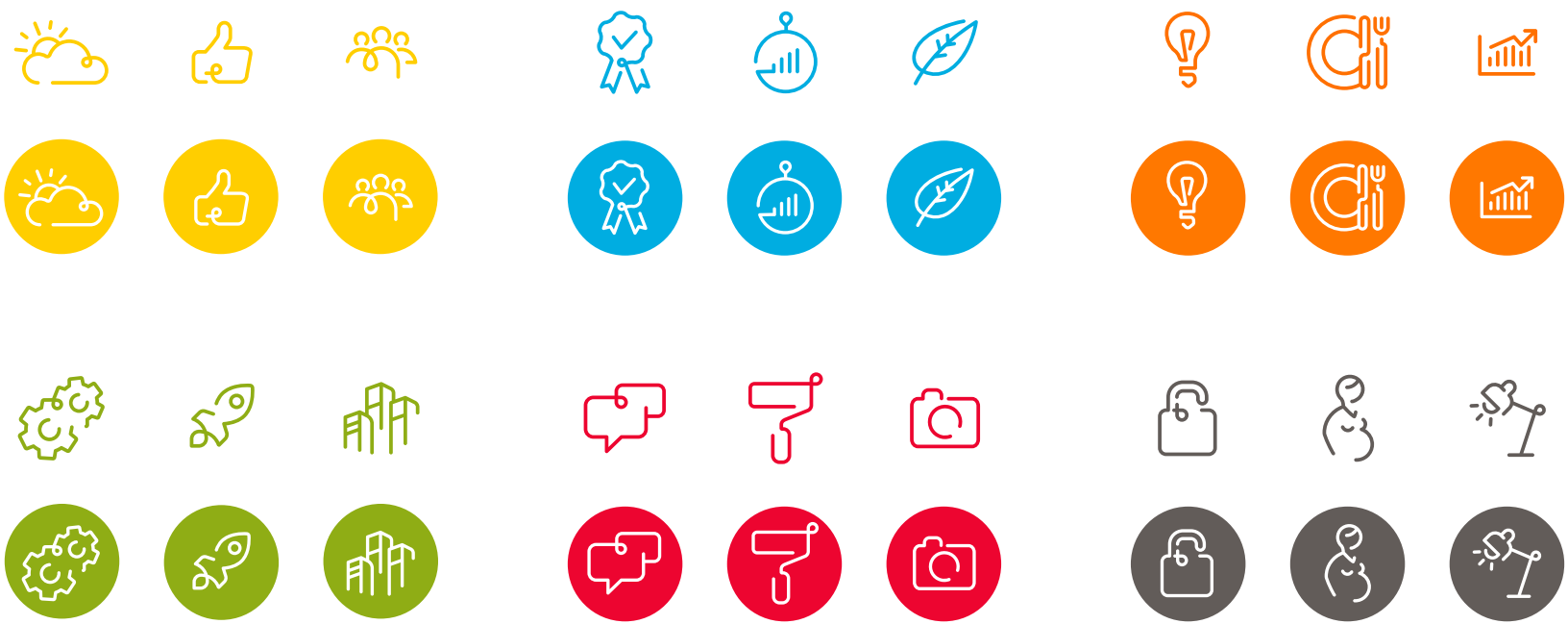
1 color

2 colors

Icons

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)

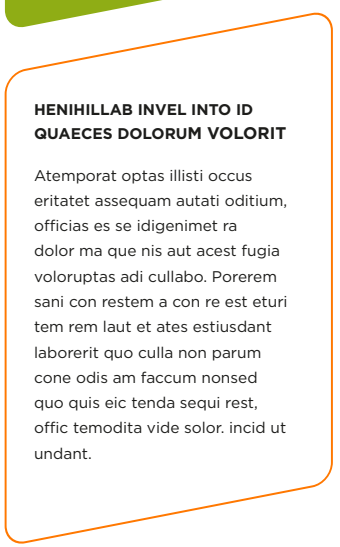
Text + image

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.

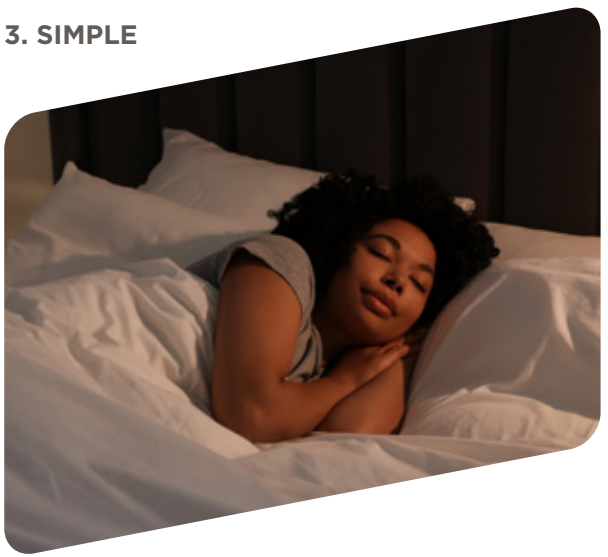
These 3 pillars guide you in your search and choice of iconography.

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:

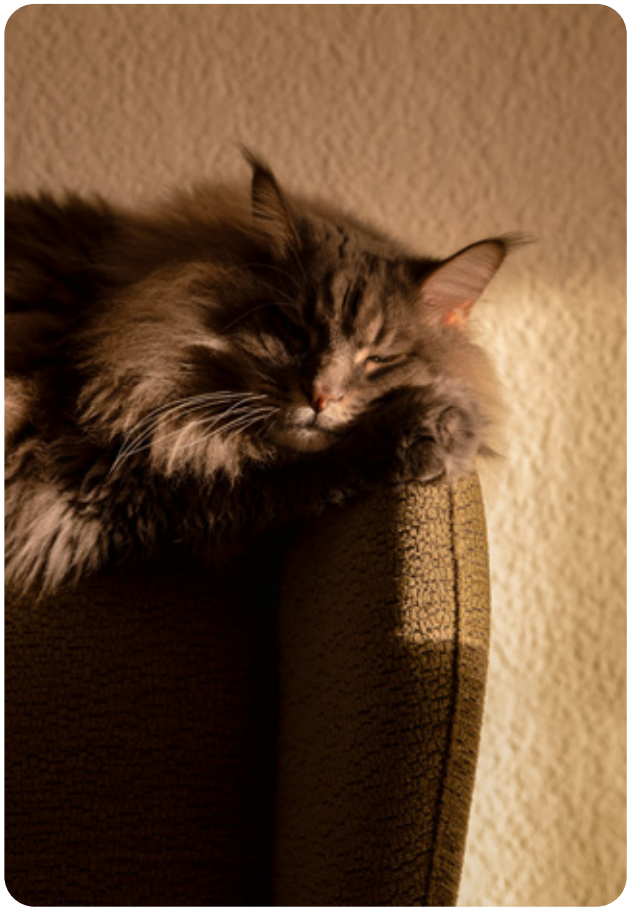
- Visuals with **warm tones** and lights, high contrast
- Indoor visuals must convey a **cozy, warm atmosphere**
- Focus on hands, close up and tight shots and used to express the promise of **customer proximity and a caring approach**
- Avoid using very distant or wide shots **to be as close to people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

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 simplicty 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.

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”.

Some examples of usage:

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

In the iconic shape

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.quiae. 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.

Inside a paragraph

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

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.

Saint-Gobain logotype

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

Business cards

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.

Business card - 85 x 55 mm

Business card large format - 130 x 85 mm

1 First and last names
Gotham Medium
8-point font

2 Job title or position
Gotham Book
6-point font
8-point line spacing

3 Contact details
Gotham Book
6-point font
8-point line spacing

Dimensions are in millimeters

Letterheads

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

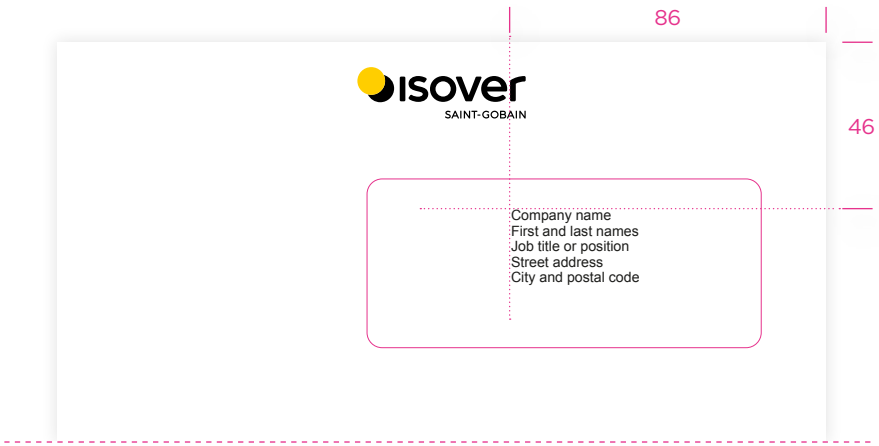
Letterheads

LETTERHEAD WITH ADDRESS

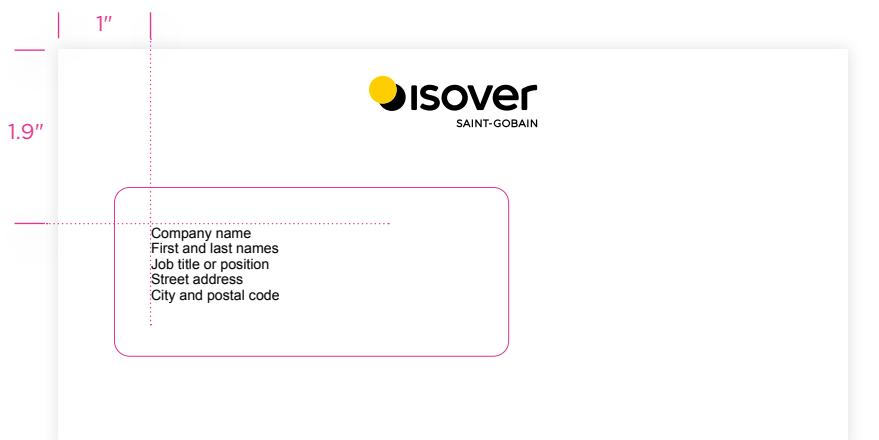
The logotype is always centred at the top of the letterhead.

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

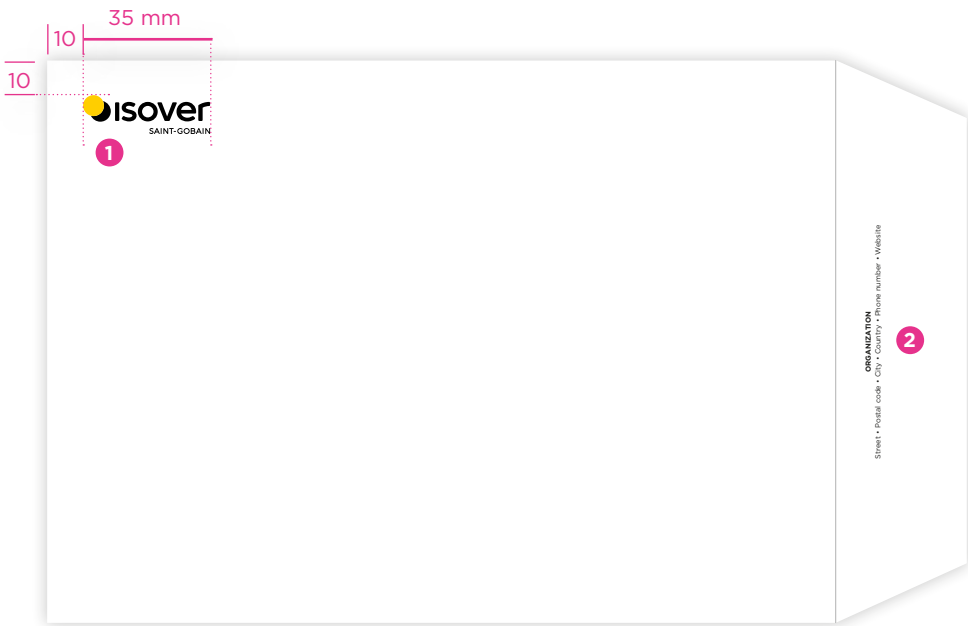
Envelopes

FRENCH FORMAT

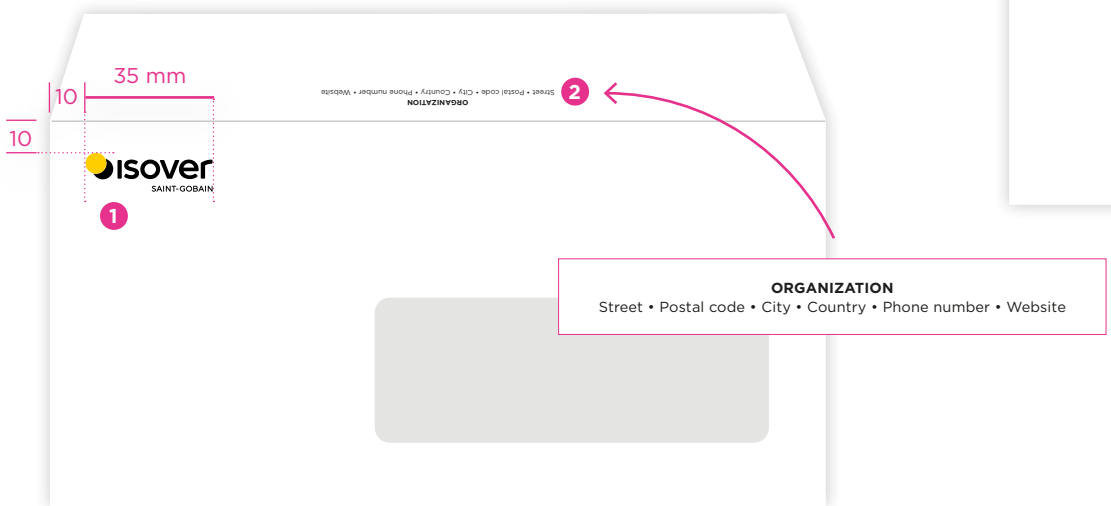
Place the Isover logotype at the top left on the front of envelope.

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

225 x 160 mm envelope



220 x 110 mm envelope

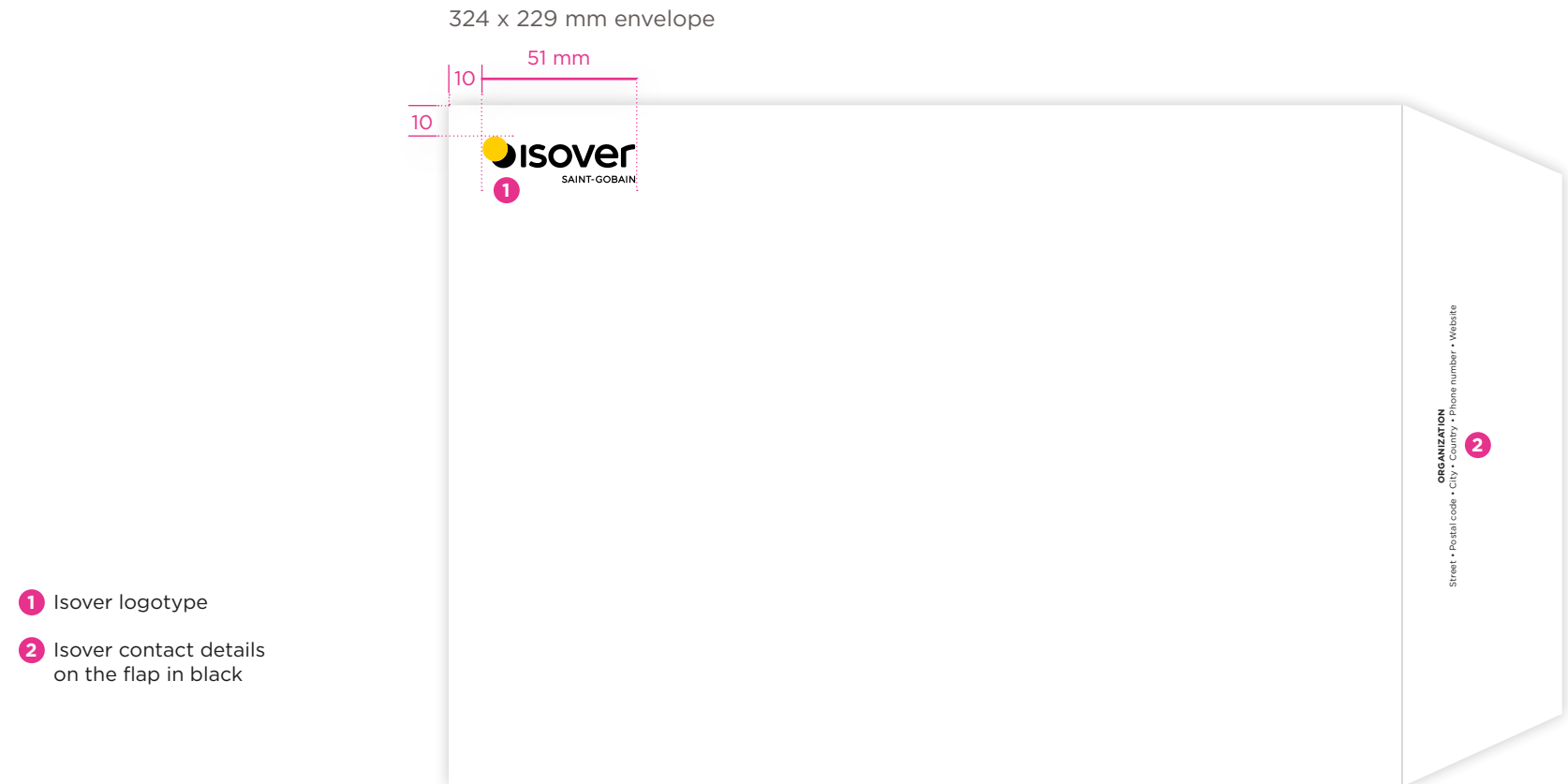


1 Isover logotype

2 Isover contact details on the flap in black

Dimensions are in millimeters

Envelopes



1 Isover logotype

2 Isover contact details on the flap in black

Dimensions are in millimeters

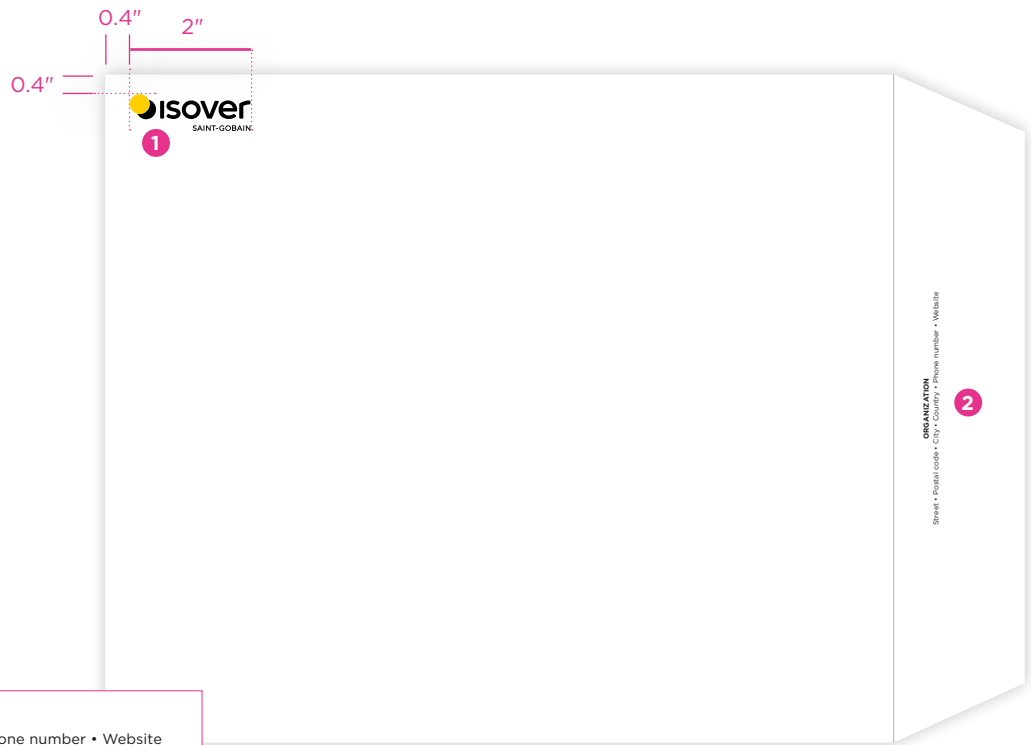
Envelopes

U.S. FORMAT

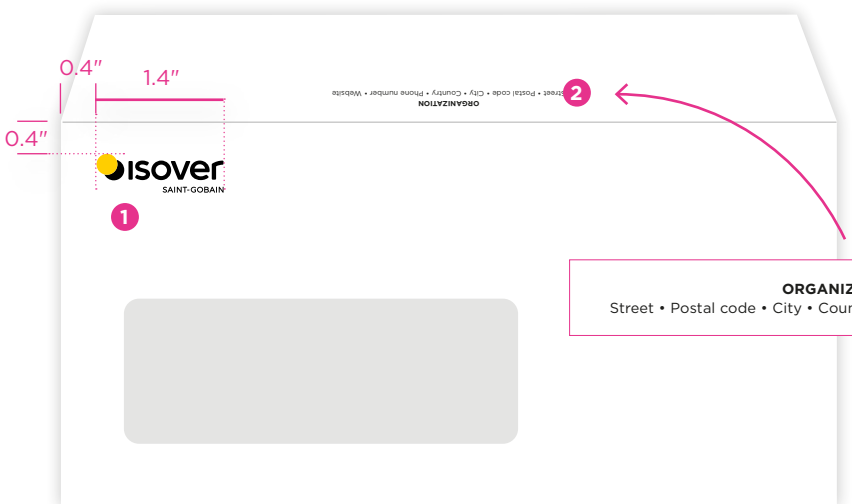
Place the Isover logotype at the top left on the front of envelope.

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



ORGANIZATION
Street • Postal code • City • Country • Phone number • Website

1 Isover logotype

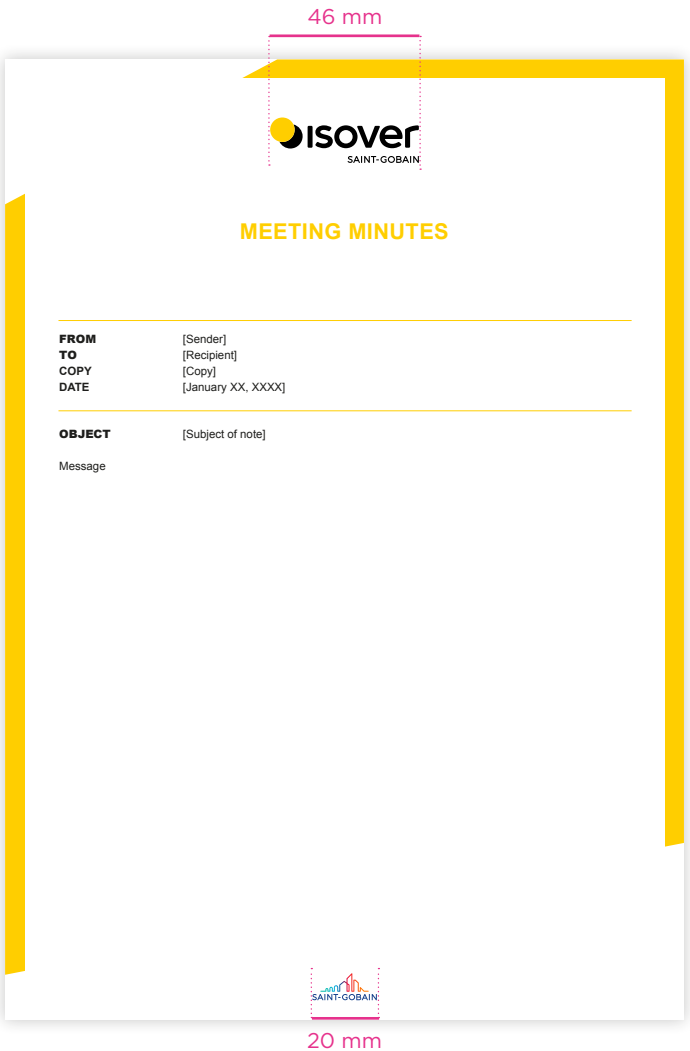
2 Isover contact details on the flap in black

Dimensions are in inches

Meeting minutes and appointment

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

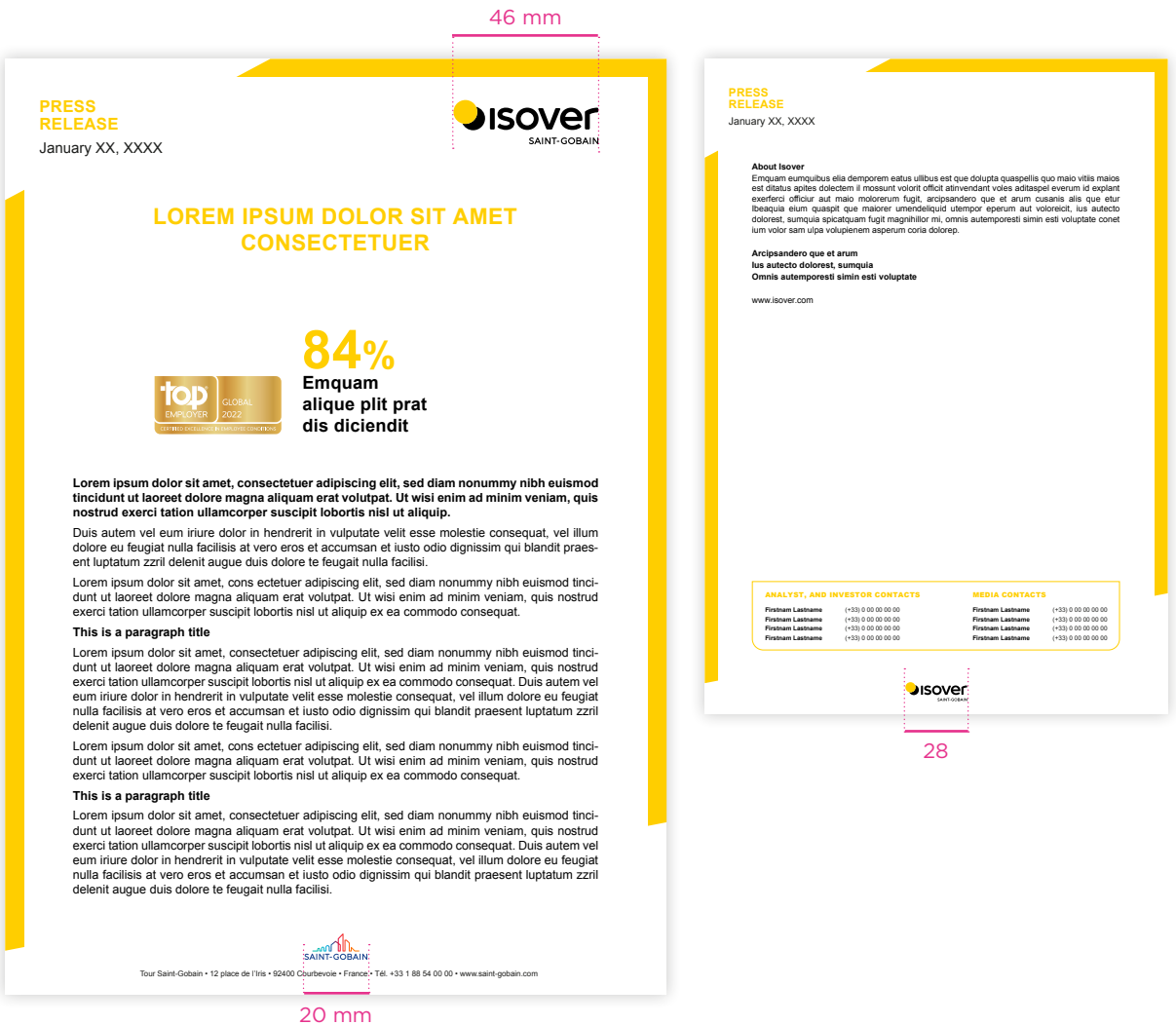


Dimensions are in millimeters

Press Release

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



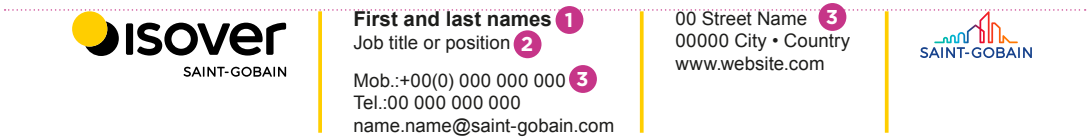
Dimensions are in millimeters

Email signatures

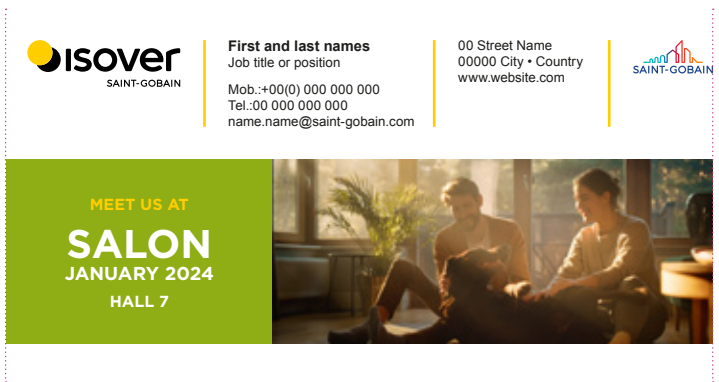
Using information from business cards, the signature block includes the Isover logotype, the employee's first and last names, job title or position, contact details and the Saint-Gobain logotype.

Arial typeface should be used on all email signatures.

Email signature



Event email signature



1 **Name**
Arial Bold
11-point font

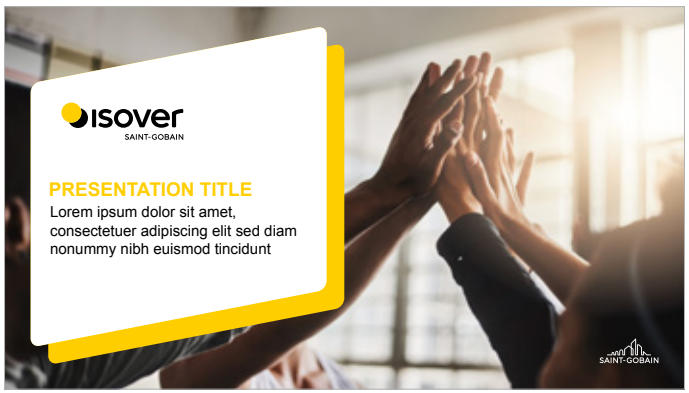
2 **Job title or position**
Arial Regular
10-point font

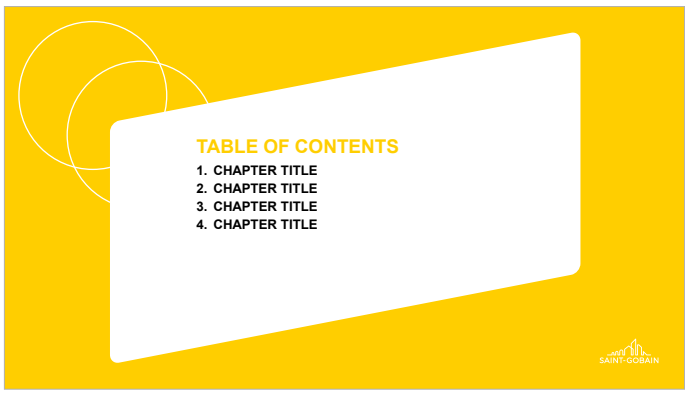
3 **Infos & Adress**
Arial Regular
10-point font

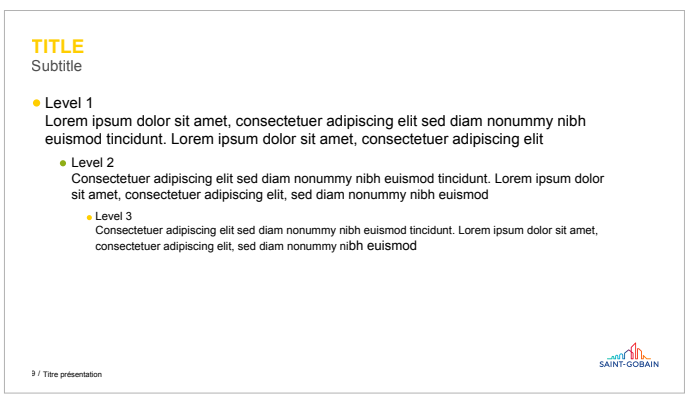
In your signature, don't hesitate to include an event banner. This will generate opportunities related to your organization or function (Top Employer Global, event announcement, trade show presence presence at a trade show, etc.).

PowerPoint template

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







3 PUBLICATIONS

Front covers

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.

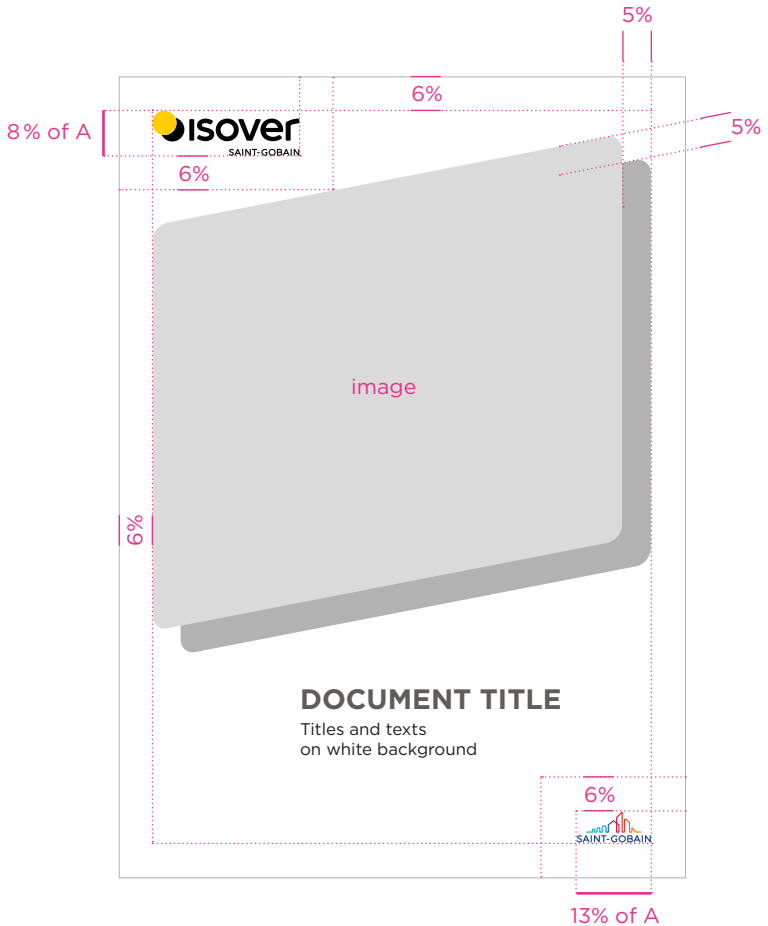
Logotypes are proportional to the size of the document.

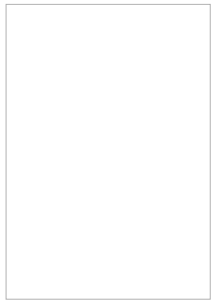
For sizes equal or superior to A4

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.





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

Front covers

GENERAL DOCUMENTATION

Vertical brochure construction

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

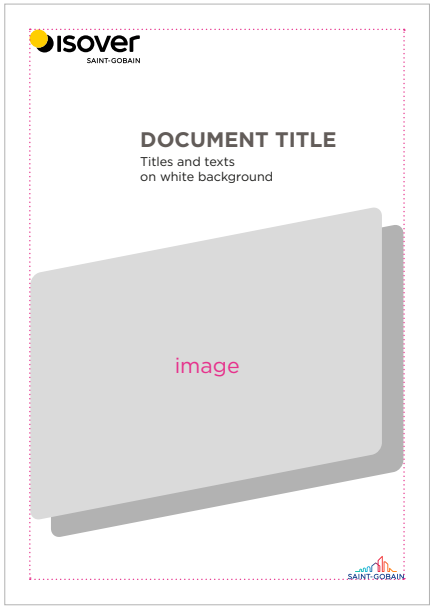
The placement of elements in the format is relatively free.

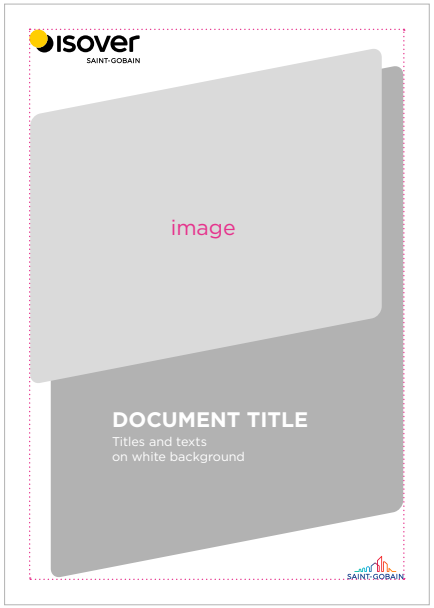
What cannot change :

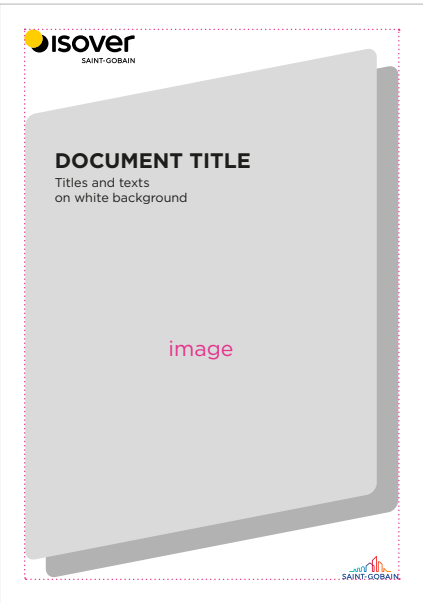
- the size and position of the logotypes
- the rotating white
- the thickness of the gap between the two iconic shapes

What can change :

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







GENERAL DOCUMENTATION

A4 vertical examples

Titles come in gray, yellow, black or white.

Front covers

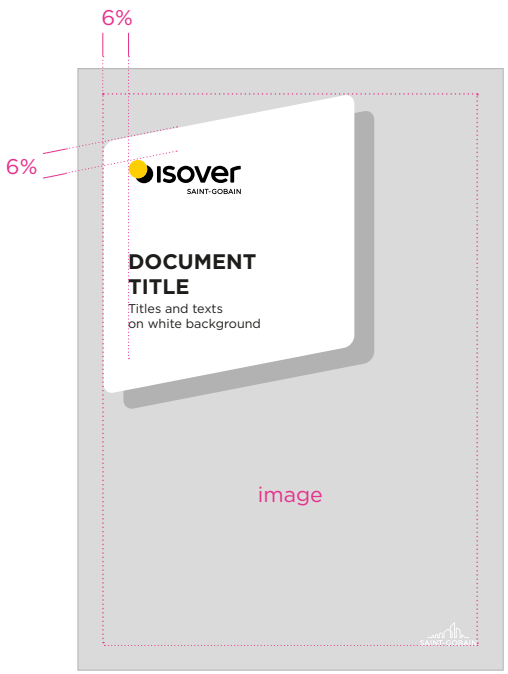
GENERAL DOCUMENTATION BIS

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.

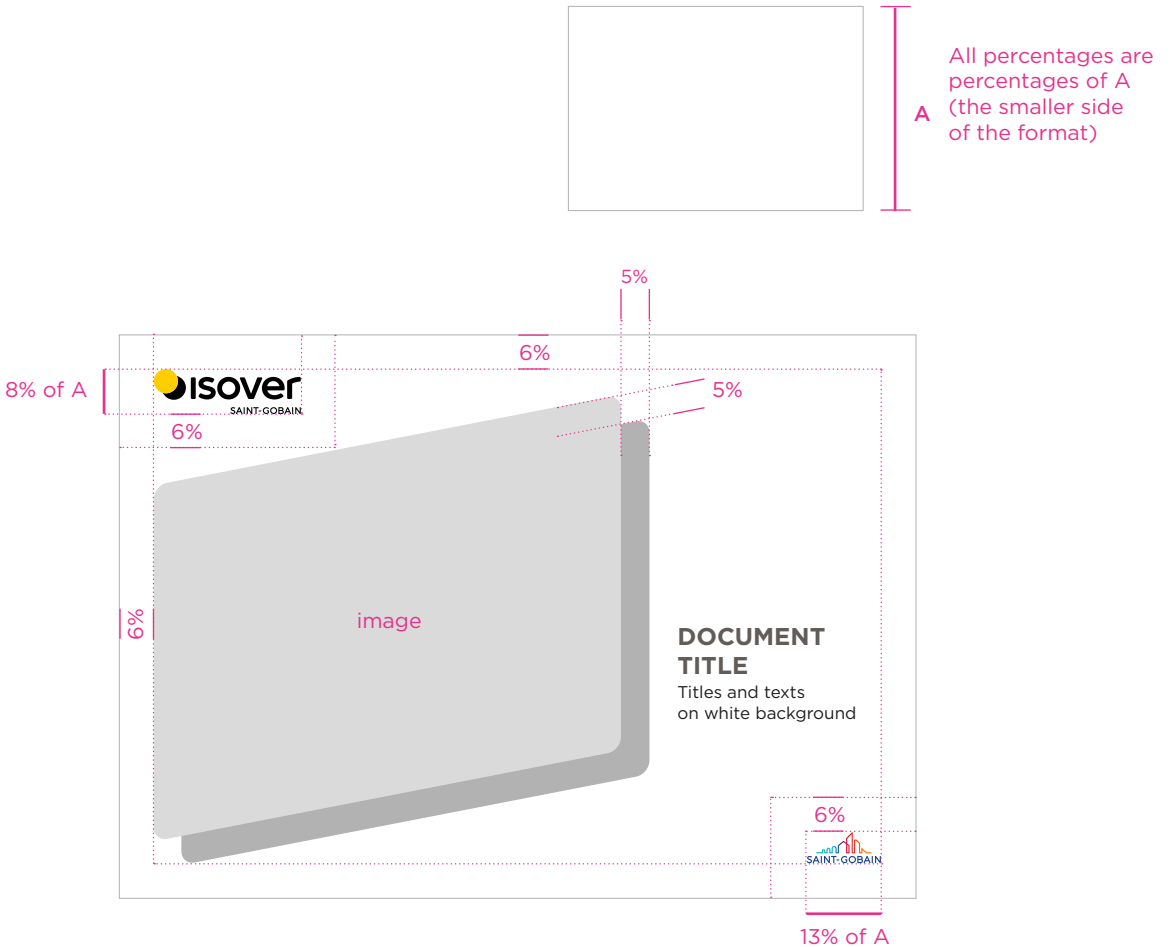
Logotypes are proportional to the size of the document.

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.

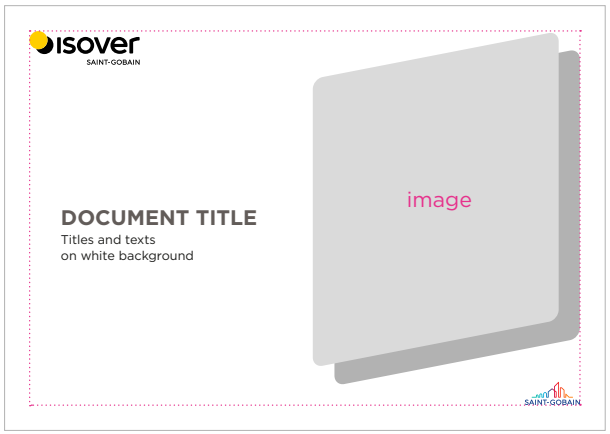
The placement of elements in the format is relatively free.

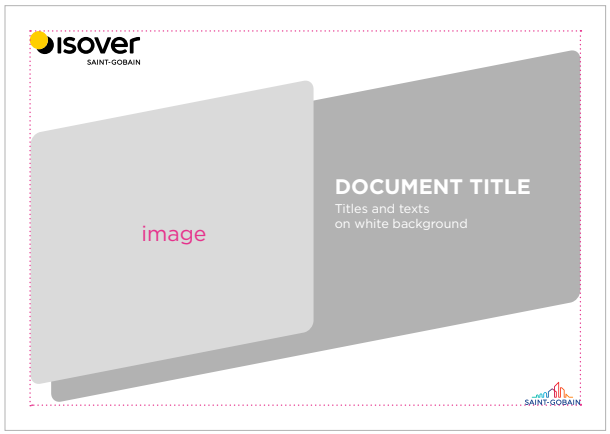
What cannot change :

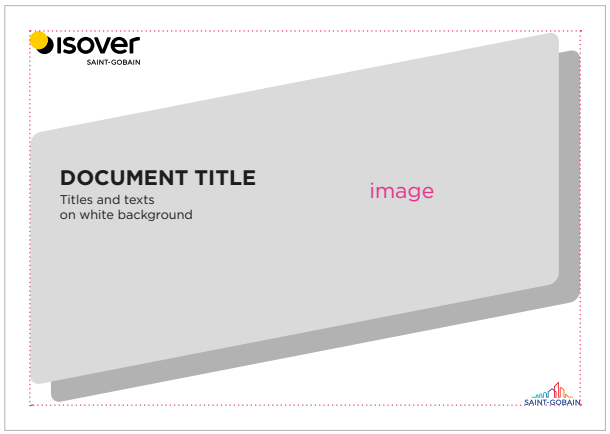
- the size and position of the logotypes
- the rotating white
- the thickness of the gap between the two iconic shapes

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

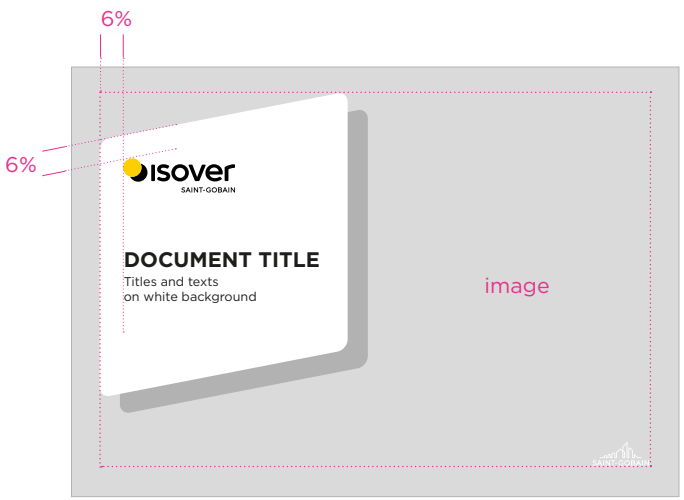
GENERAL DOCUMENTATION BIS

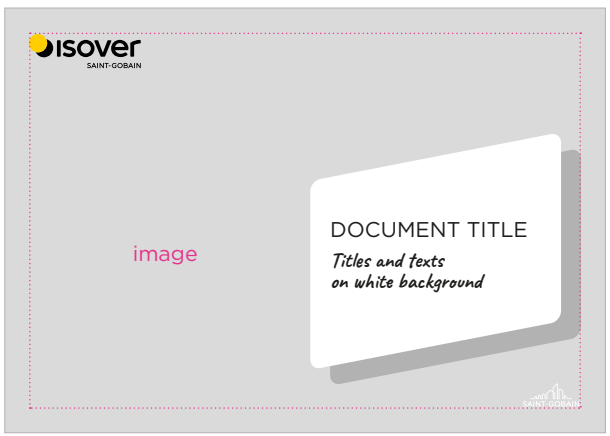
Horizontal brochure construction with a large visual

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

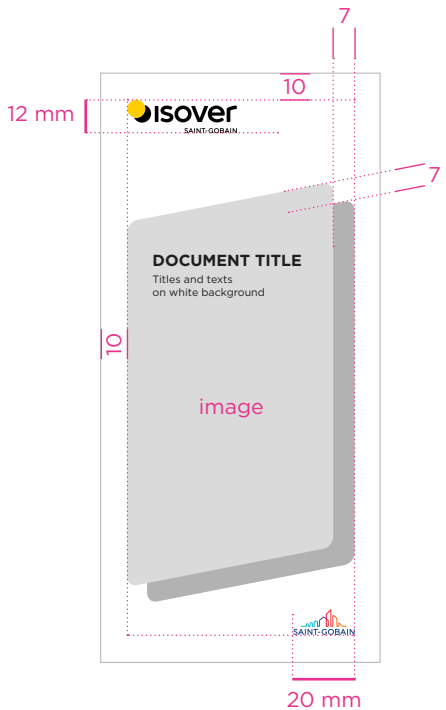
GENERAL DOCUMENTATION

Other formats

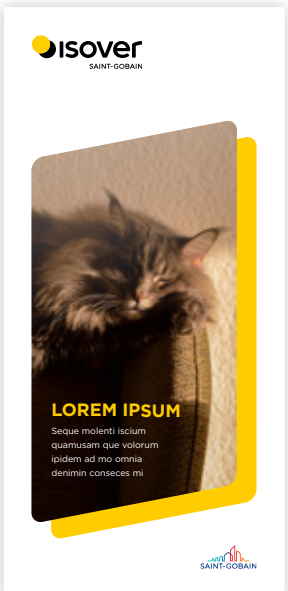
For other formats, the structure of the document remains the same. Only the dimensions change.

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.



General flyer examples



Dimensions are in millimeters

Back covers

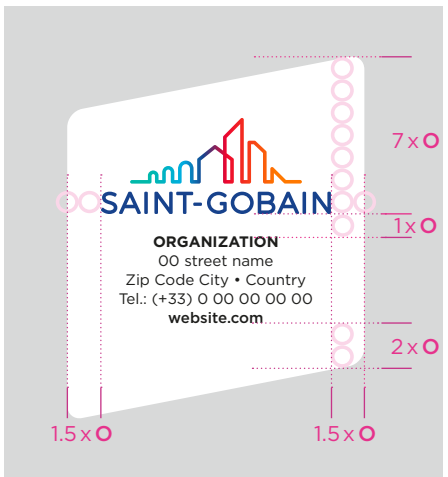
BACK COVER CONSTRUCTION WITH ICONIC SHAPE

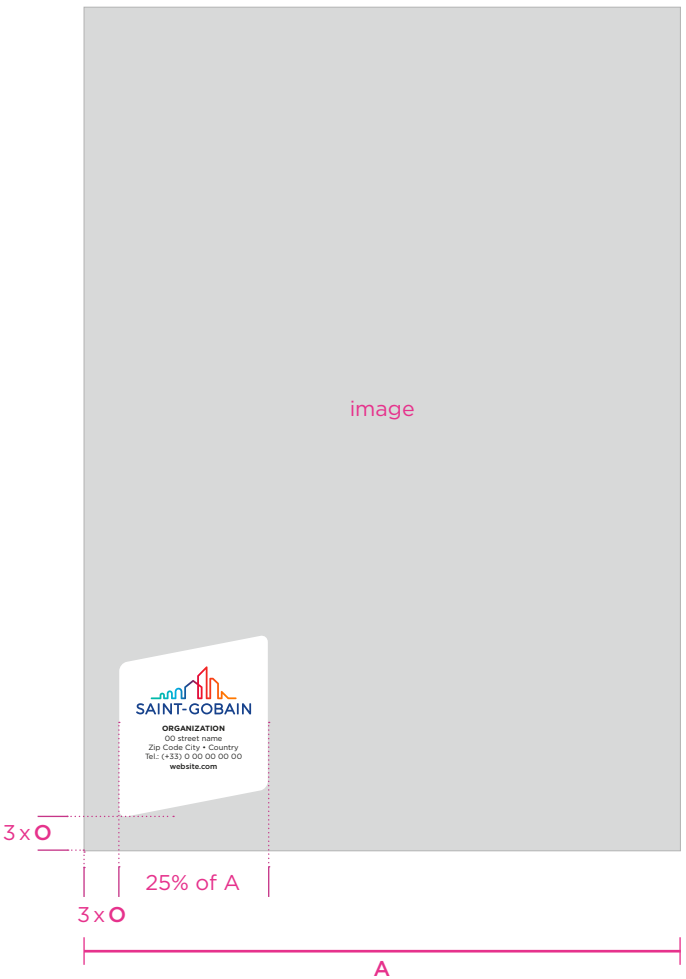
Insert the Saint-Gobain logotype and the company details in their dedicated cartouche. Depending on the amount of information in this space, you can change its height.

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.

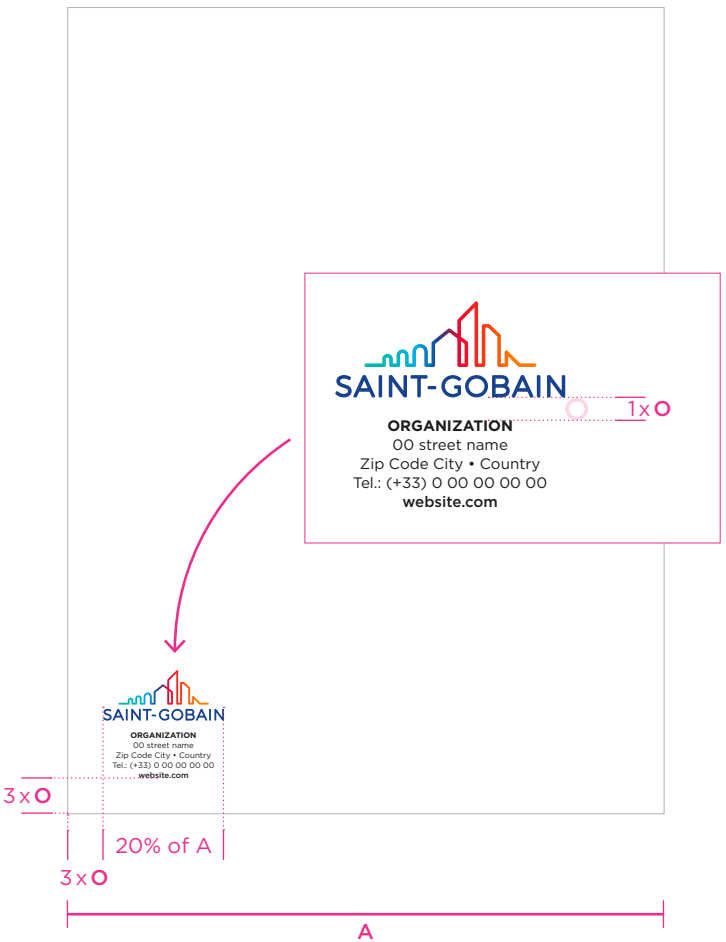


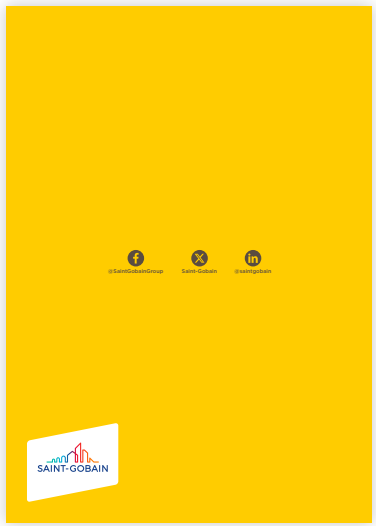


1. **Organisation**
   Gotham Bold all caps
2. **Address**
   Gotham Book
3. **Website**
   Gotham Medium

Back covers

BACK COVER CONSTRUCTION WITHOUT ICONIC SHAPE





with iconic shape examples

without iconic shape example

Front covers

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.

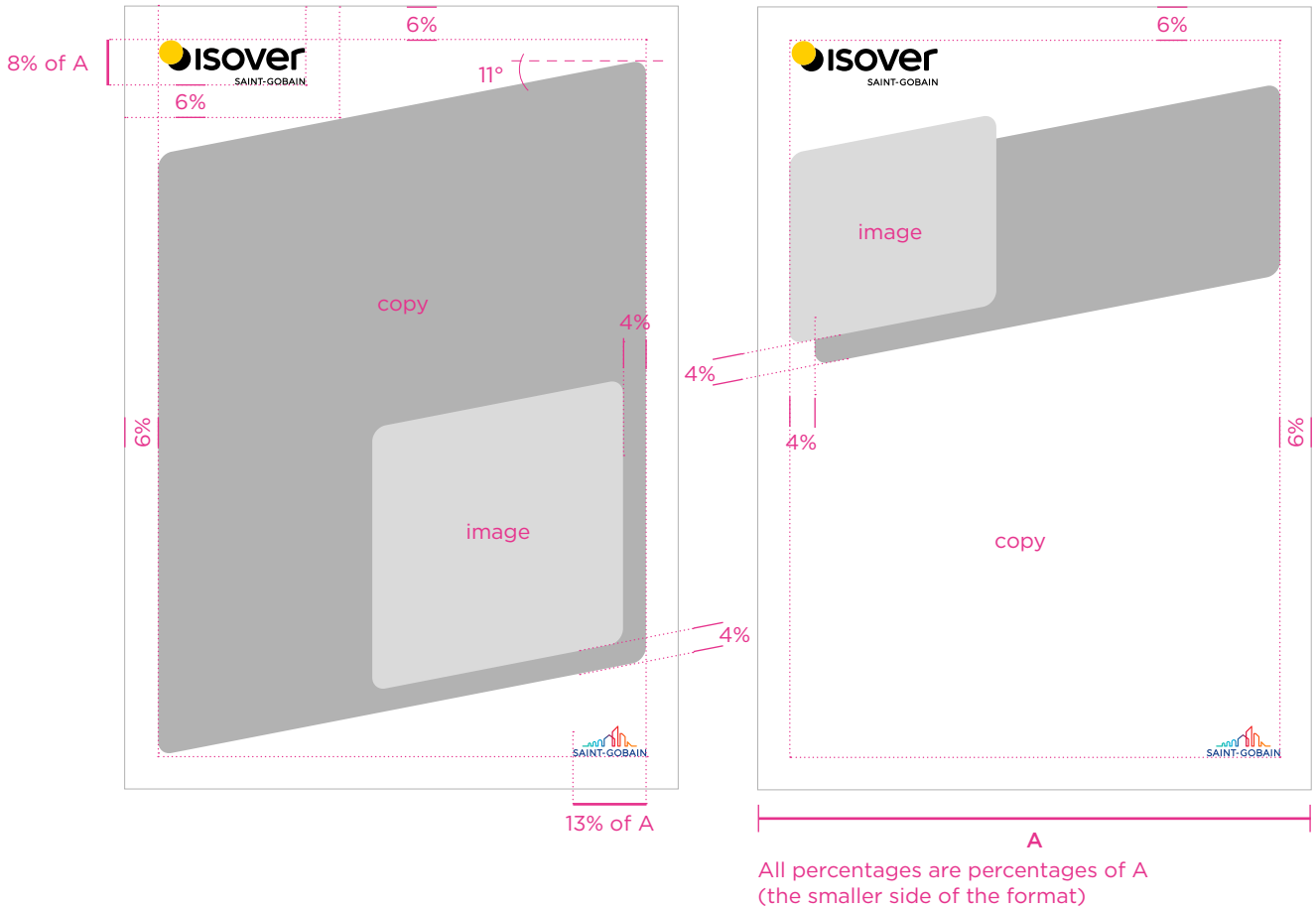
The shadow of this iconic shape is a strong element of Isover's identity.

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.



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

Front covers

TECHNICAL PRODUCT SHEETS

A4 vertical examples

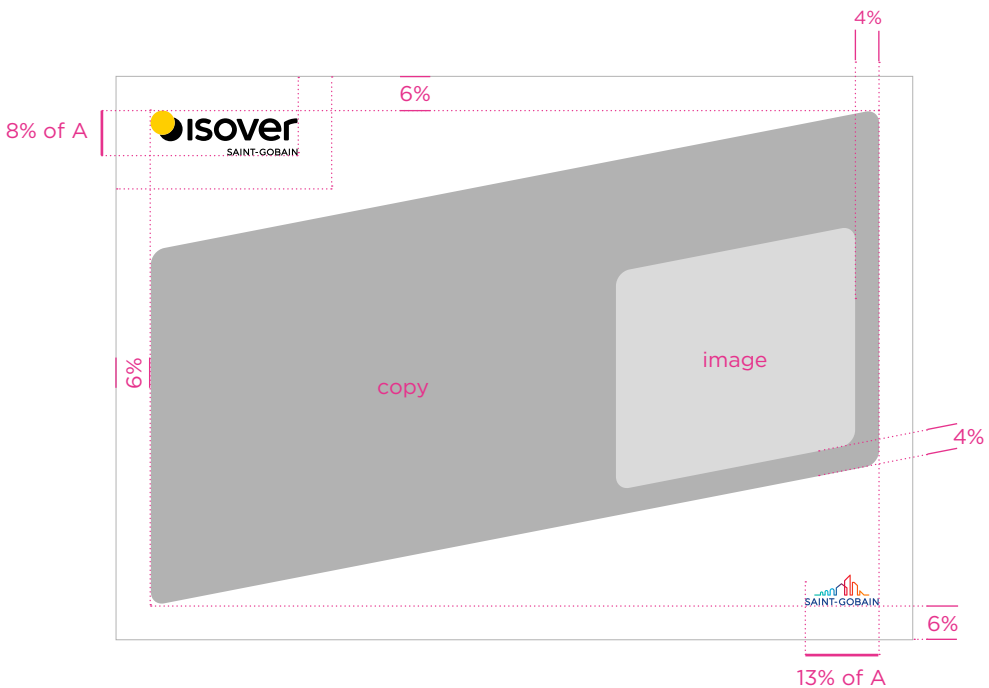
Inner page

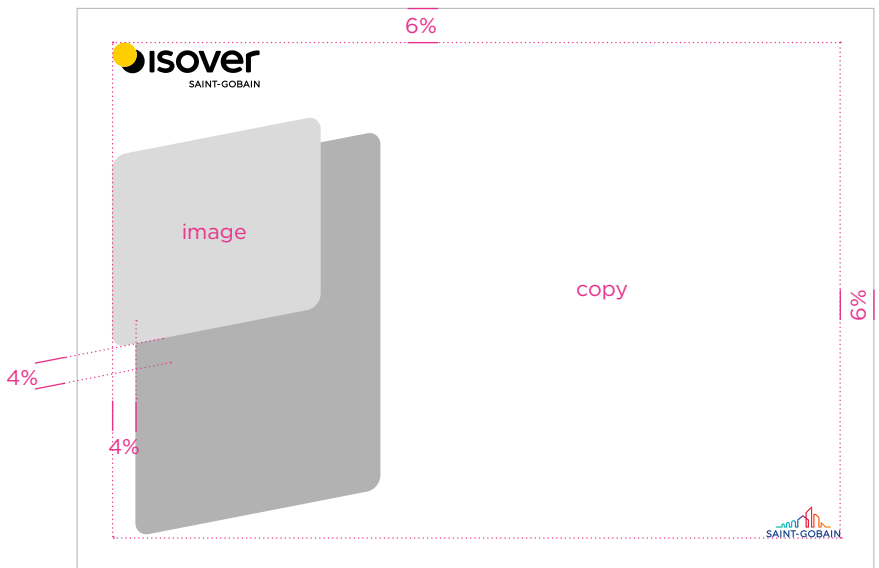
Front covers

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

Front covers

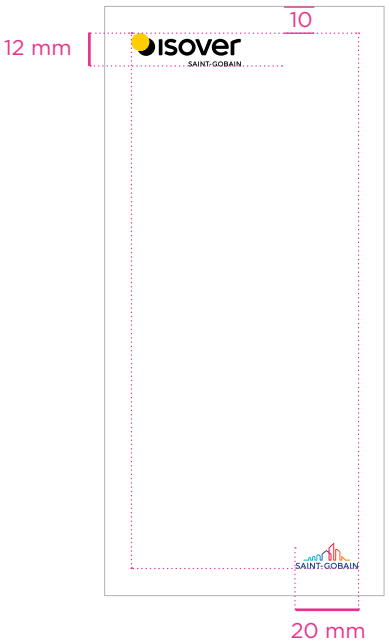
TECHNICAL PRODUCT SHEETS

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

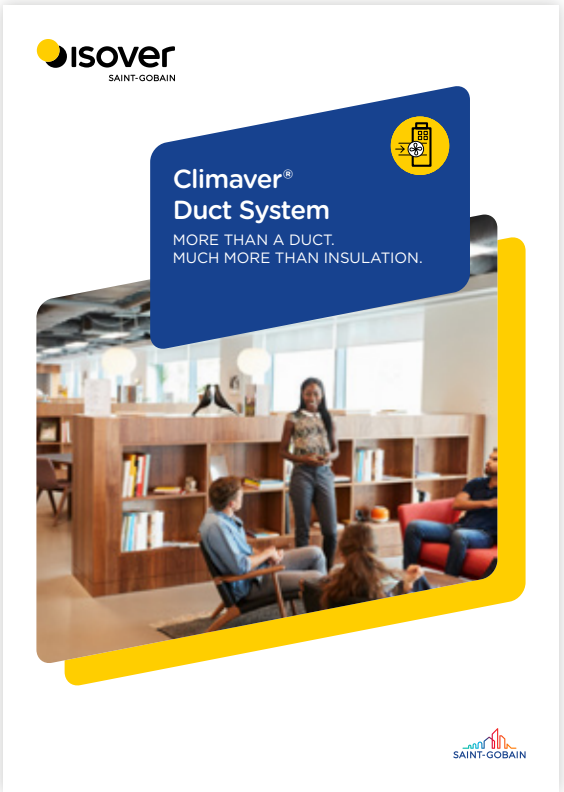
Front covers

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

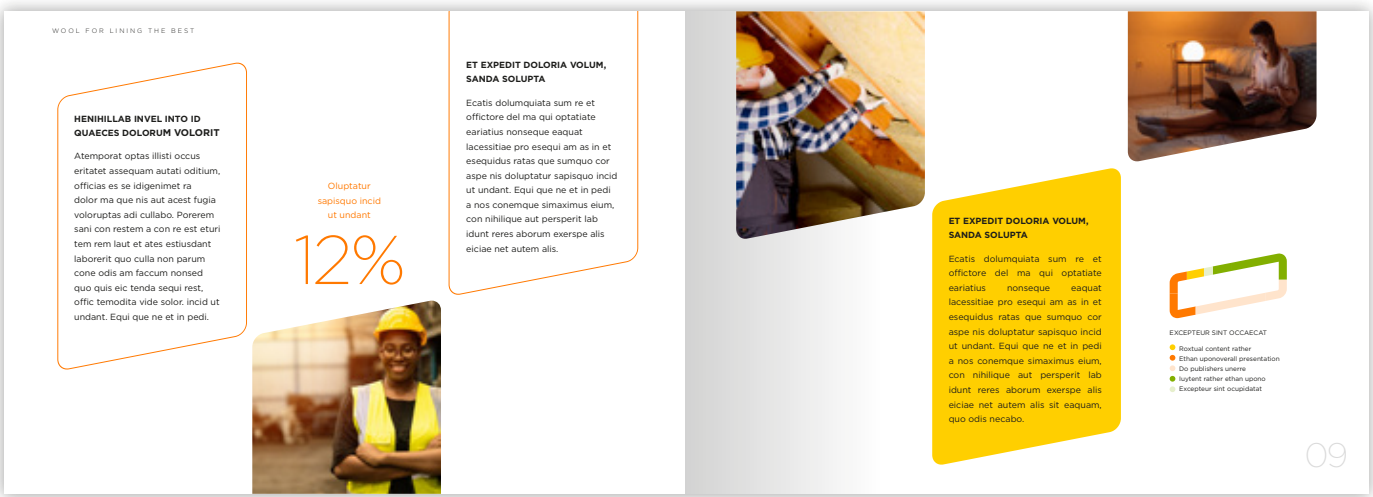
General documentation examples

Inner pages

General documentation examples

Inner pages

General documentation examples



Inner pages

General documentation examples

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

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.

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.

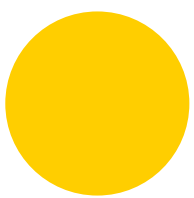
PRODUCT/SOLUTION/SERVICE COMMUNICATION

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

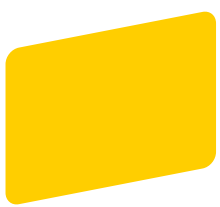
Objective
Highlight the product/solution/service.

ISOVER BRAND COMMUNICATION VISUAL IDENTITY

New visual territory embodying the new communication axis



ISOVER GLOBAL VISUAL IDENTITY



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

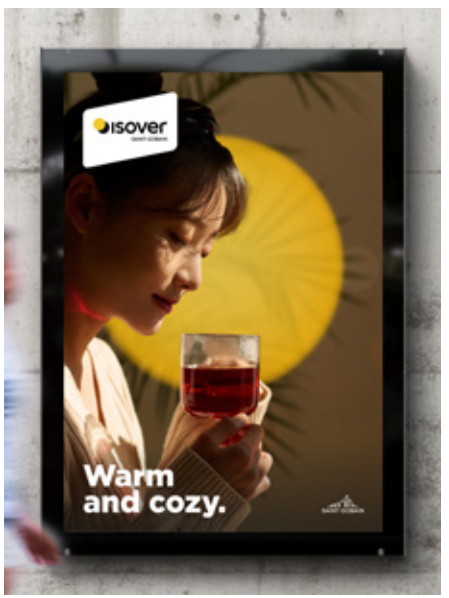
A communication to strengthen the brand and its key messages (reminder key message pillars).

Objective
Create preference and a unique narrative for the brand.

ISOVER BRAND COMMUNICATION VISUAL IDENTITY

New visual territory embodying the new communication axis

Examples



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.

ISOVER BRAND COMMUNICATION VISUAL IDENTITY

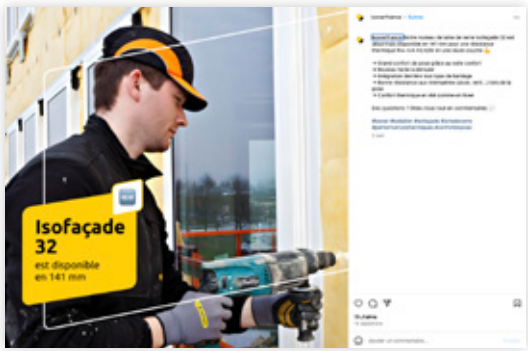
New visual territory embodying the new communication axis

Example

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

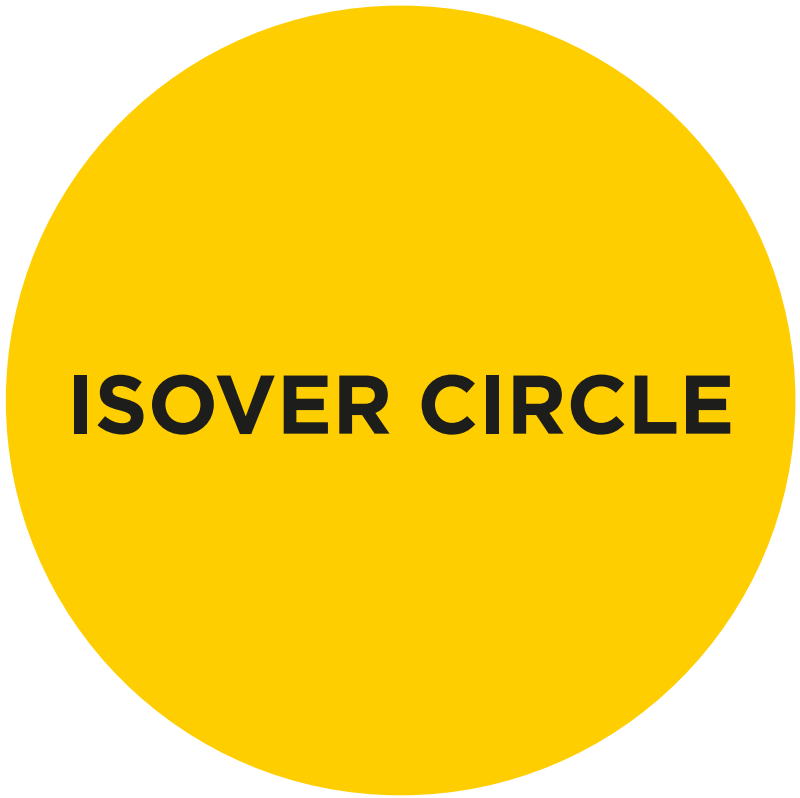
The Isover Circle is extracted from our Isover logotype and is used on some communications to reinforce the brand specificity and visually translate our communication axis: **the hidden hero of our living spaces.**

It is used for adverstising 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

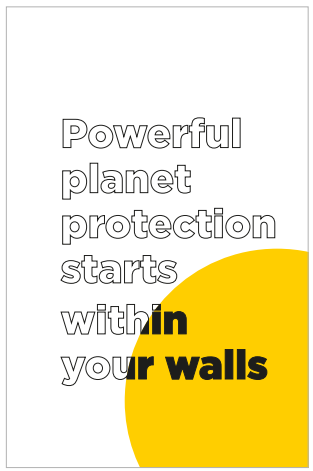
Isover Circle & typography

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.

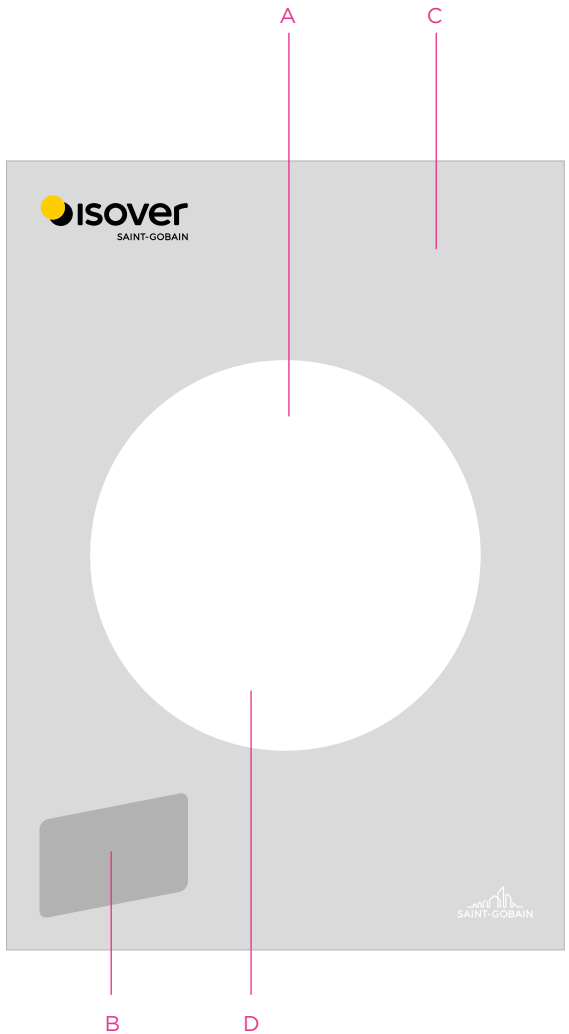
B. The iconic shape is optional and is used to support content, like the logotype, or any other content.

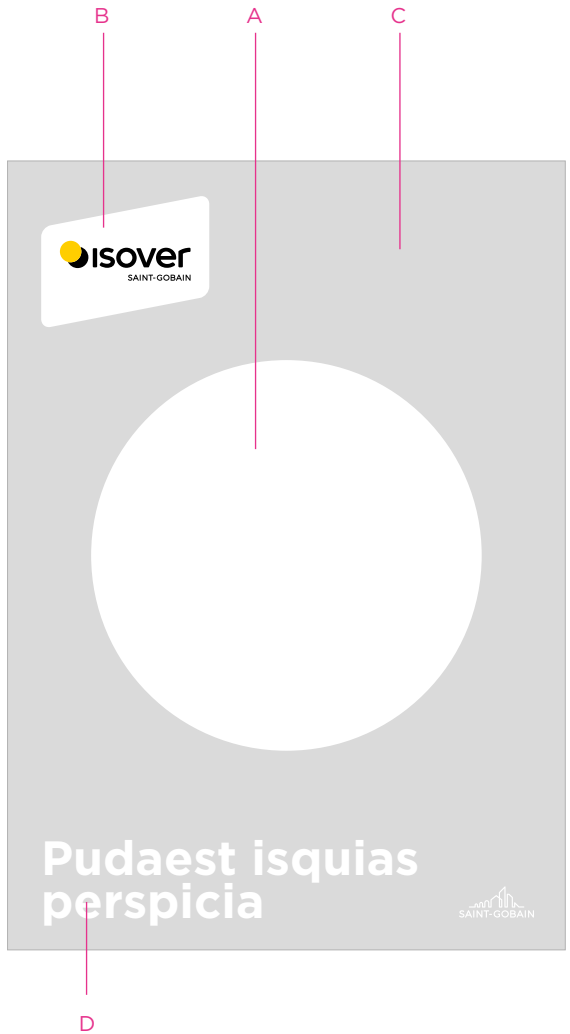
C. Visual.

D. Headline or copy text in Gotham.

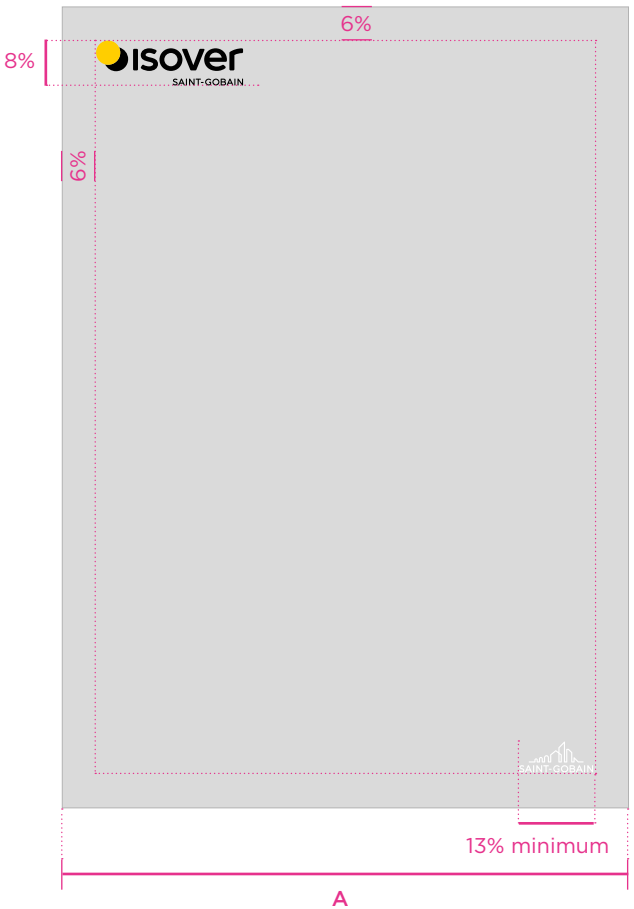
Logotypes, when positioned on a visual, must remain sufficiently visible in their color version. If the background is too dark, then this is the color logotype in its iconic shape.

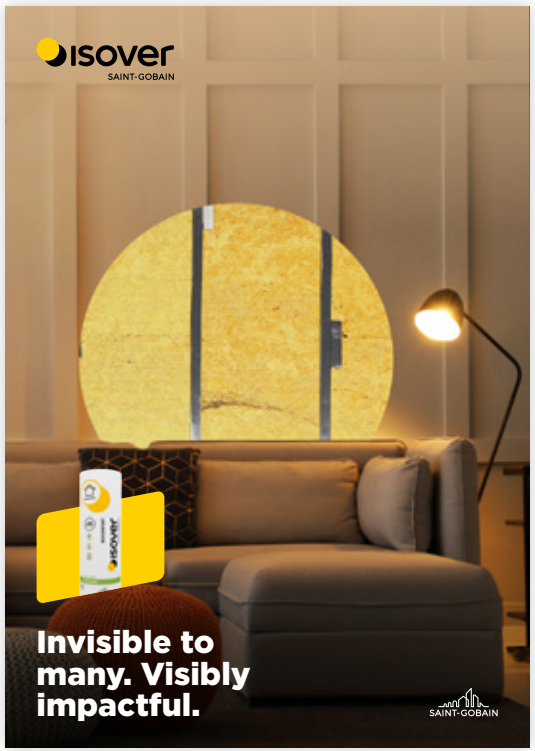
Using the logotype in its monochrome version is prohibited, except for assets published on social media.

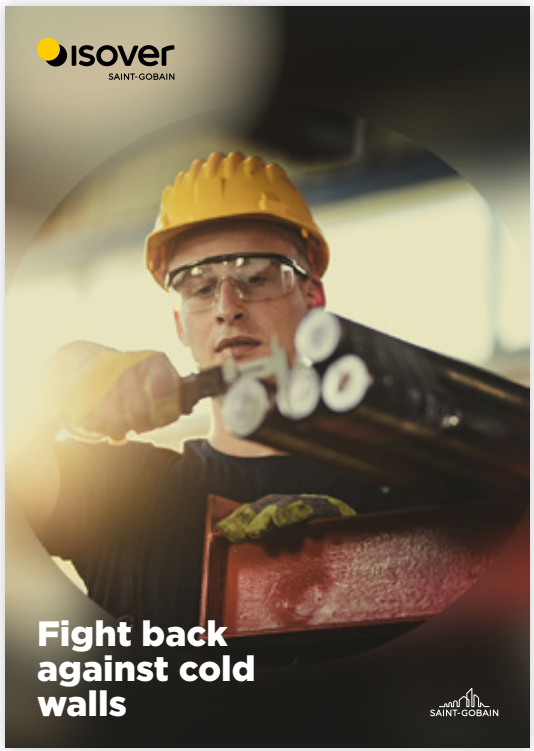




VERTICAL FORMAT



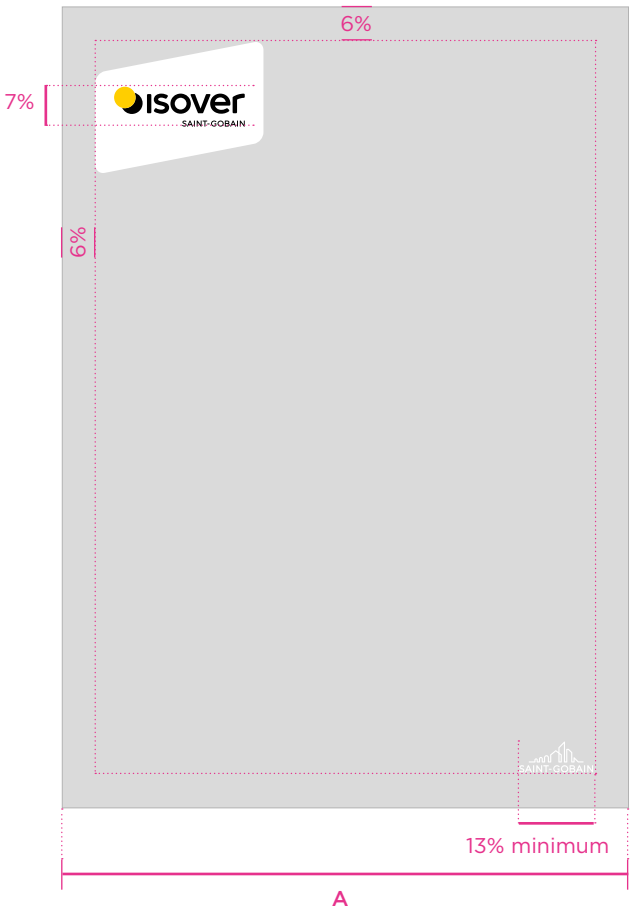


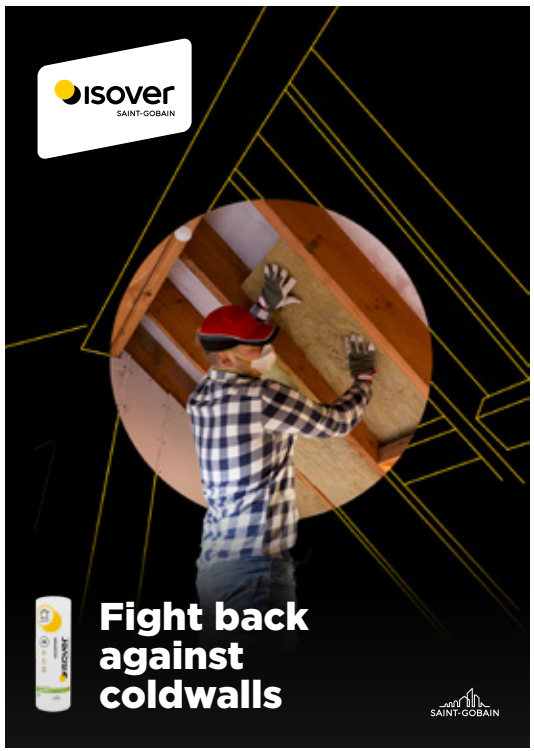


This poster could be used for press ad, for billboard or display in a site.

Poster

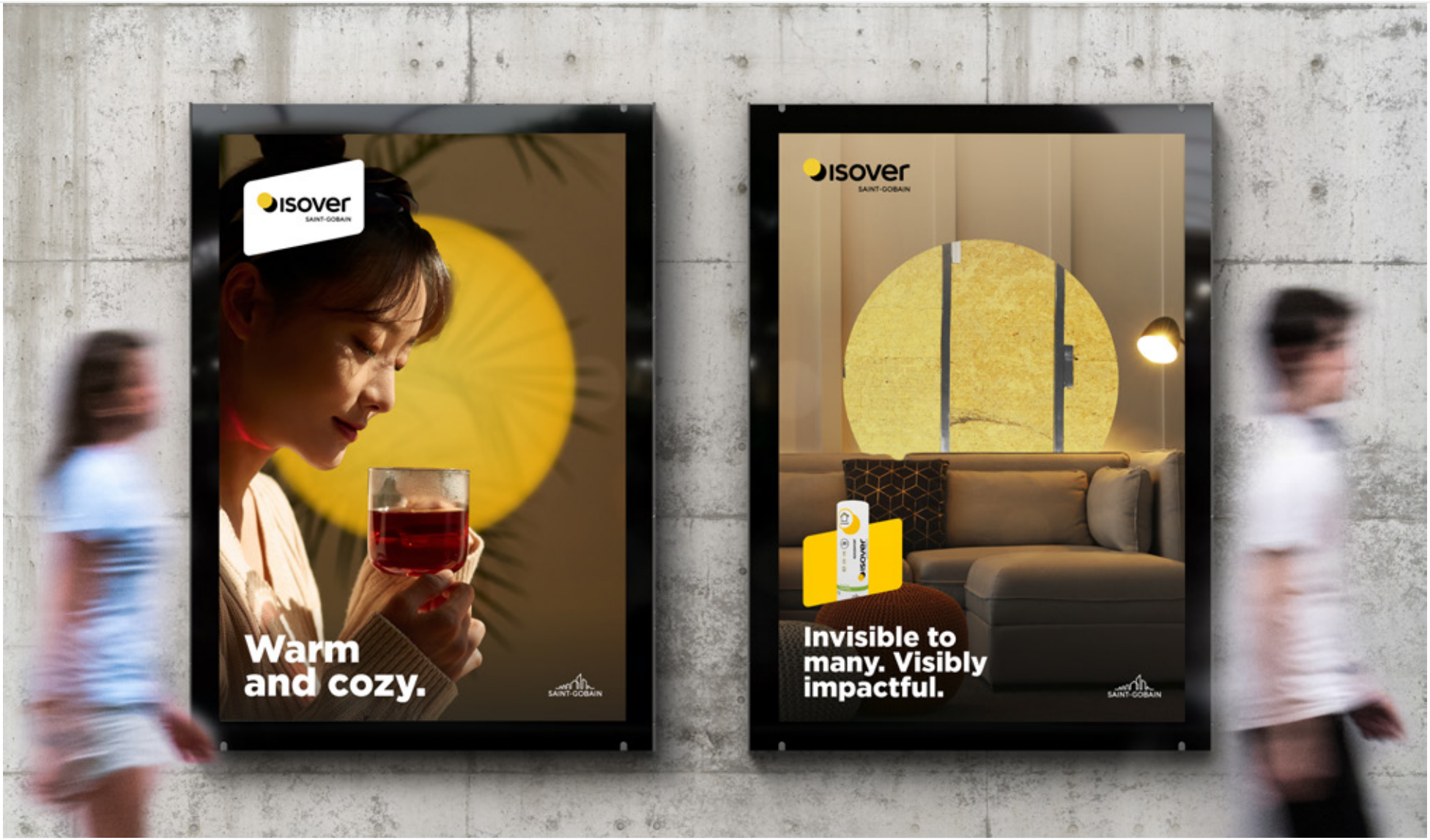
VERTICAL FORMAT BIS





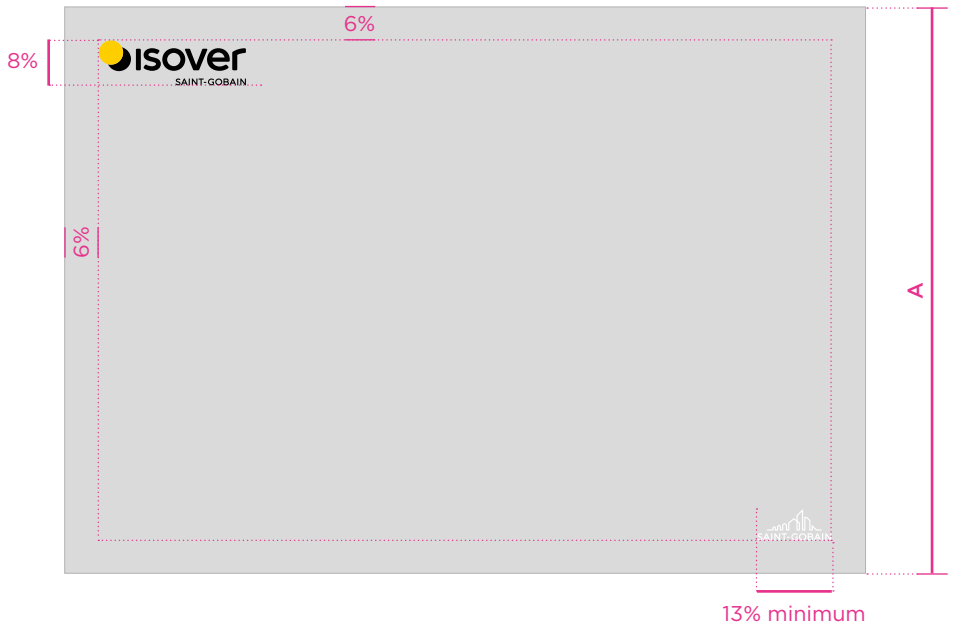
This poster could be used for press ad, for billboard or display in a site.

Poster


isover
SAINT-GOBAIN
Warm
and cozy.
SAINT-GOBAIN
isover
SAINT-GOBAIN
Invisible to
many. Visibly
impactful.
SAINT-GOBAIN

Poster

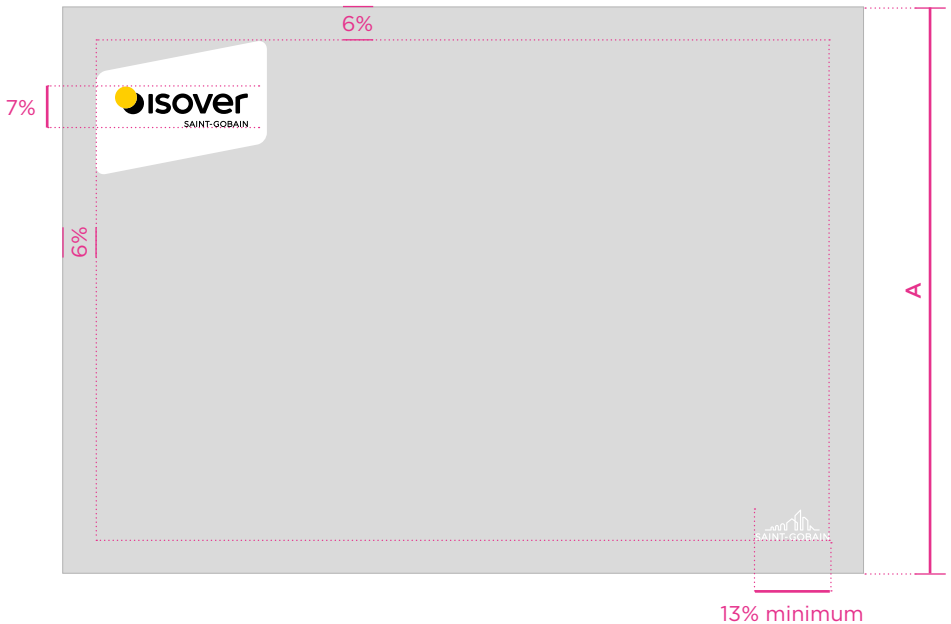
HORIZONTAL FORMAT



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

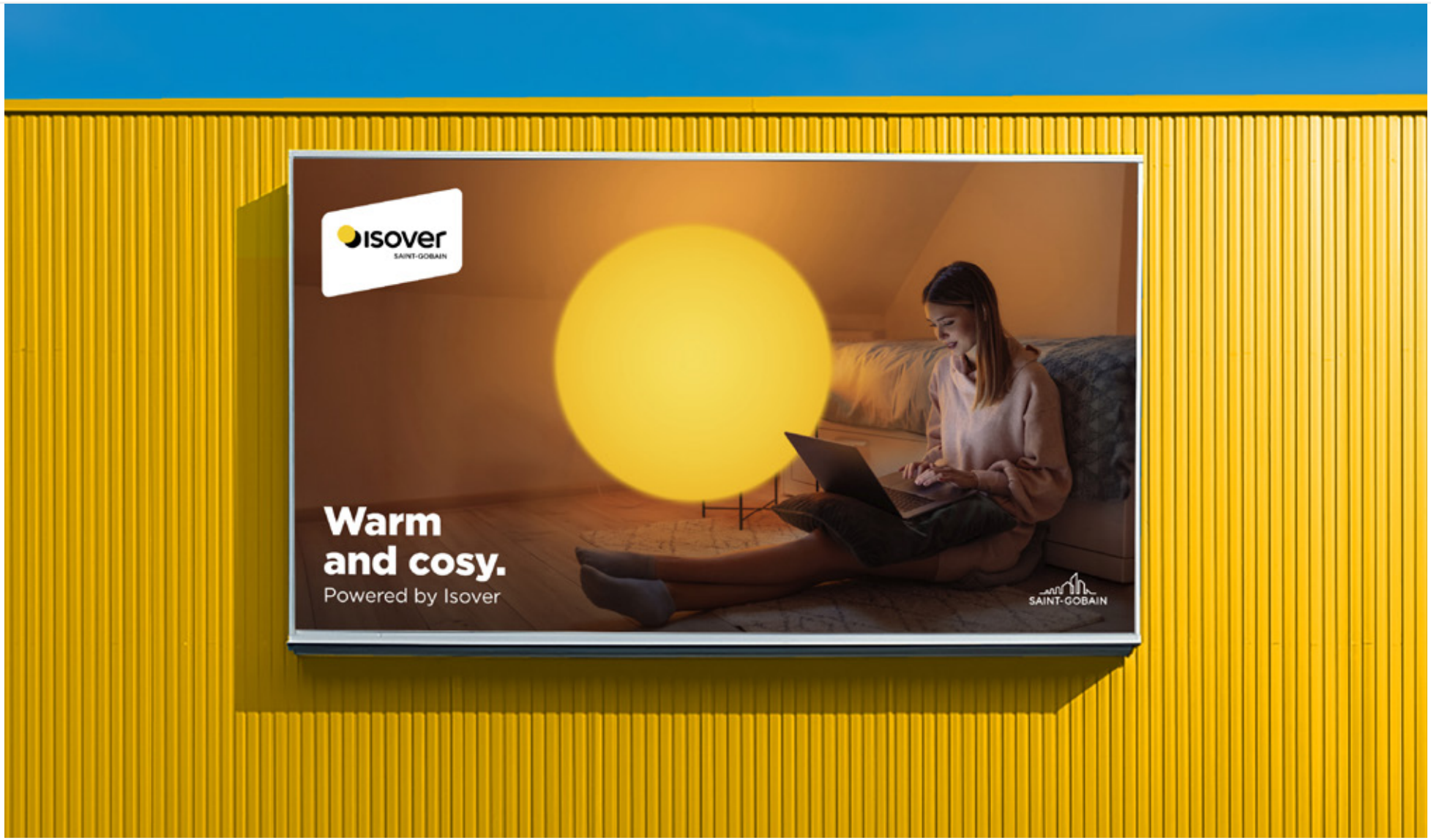
Poster

HORIZONTAL FORMAT BIS



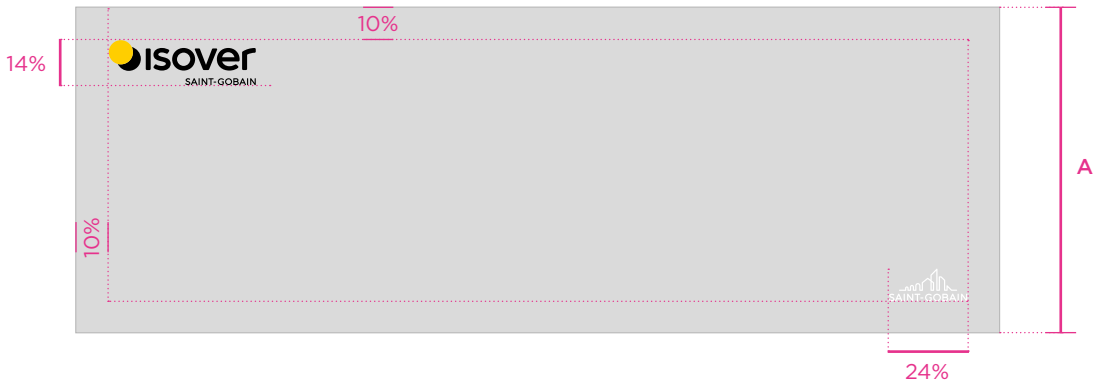
This poster could be used for press ad, for billboard or display in a site.

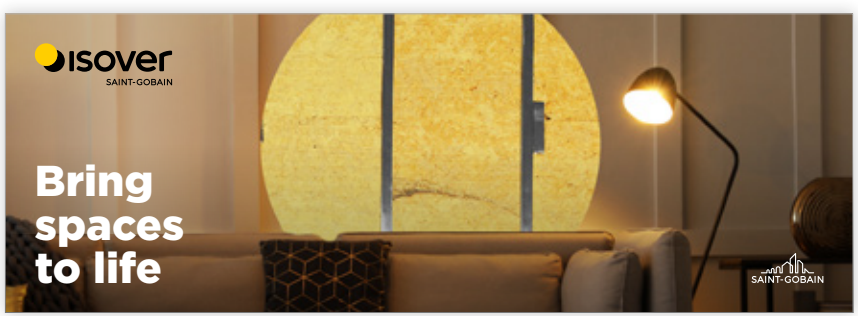
Poster

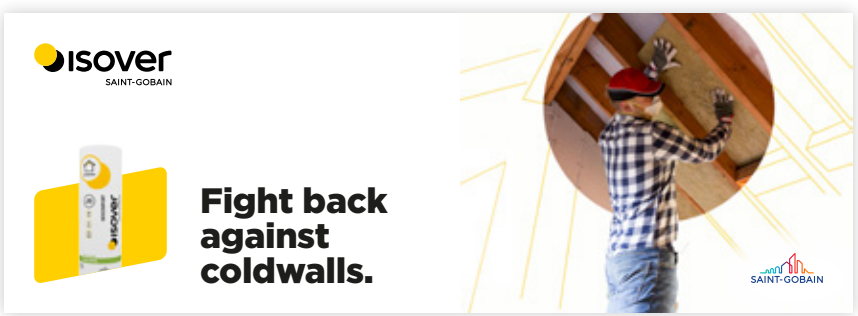

isover
SAINT-GOBAIN
Warm
and cosy.
Powered by Isover
SAINT-GOBAIN

Billboard

HORIZONTAL BILLBOARD

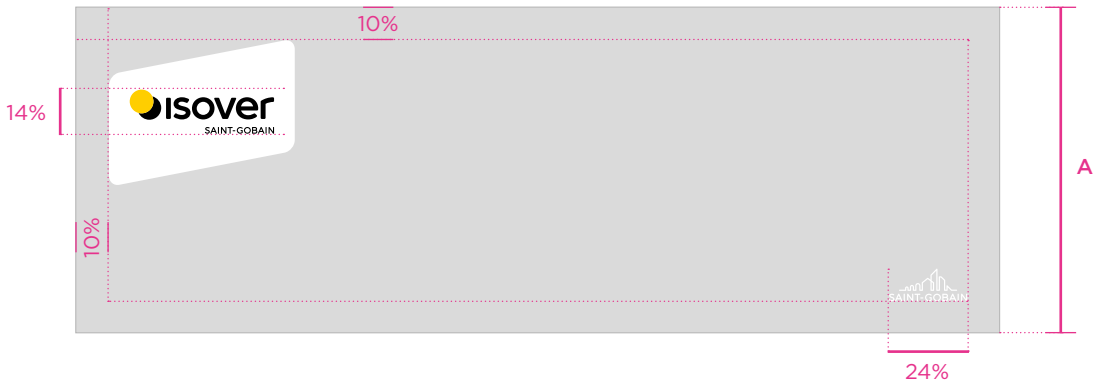


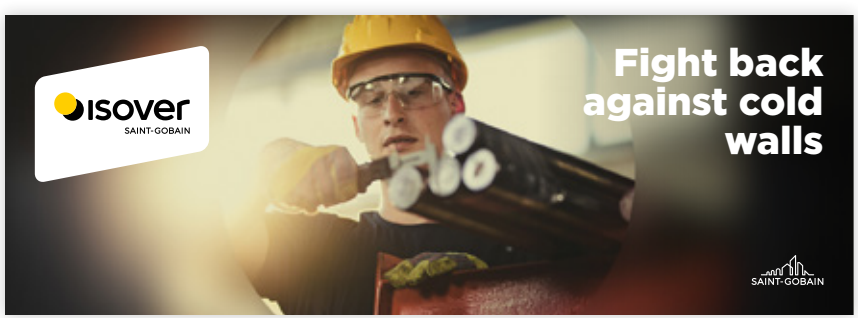




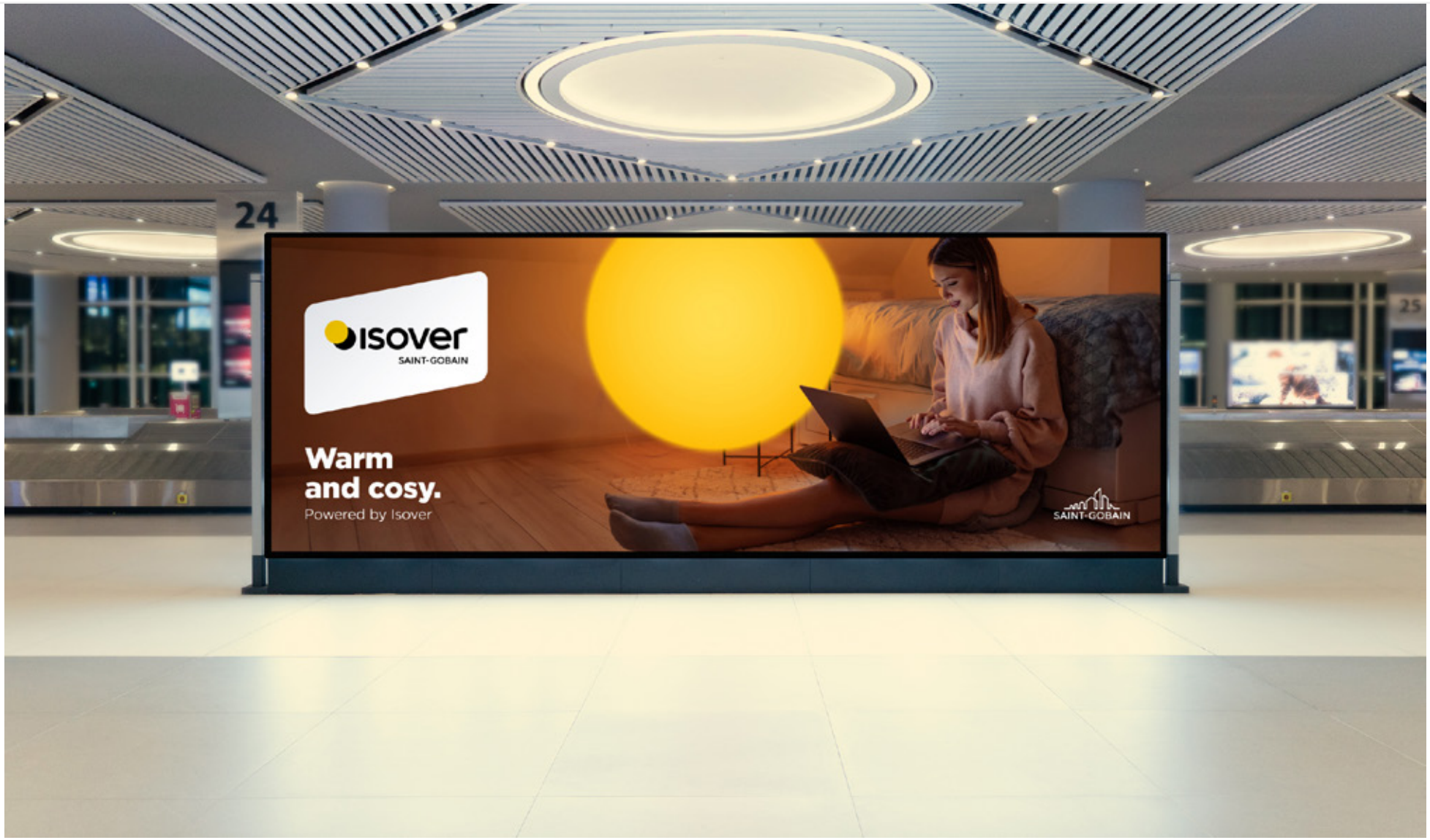
Billboard

HORIZONTAL BILLBOARD BIS

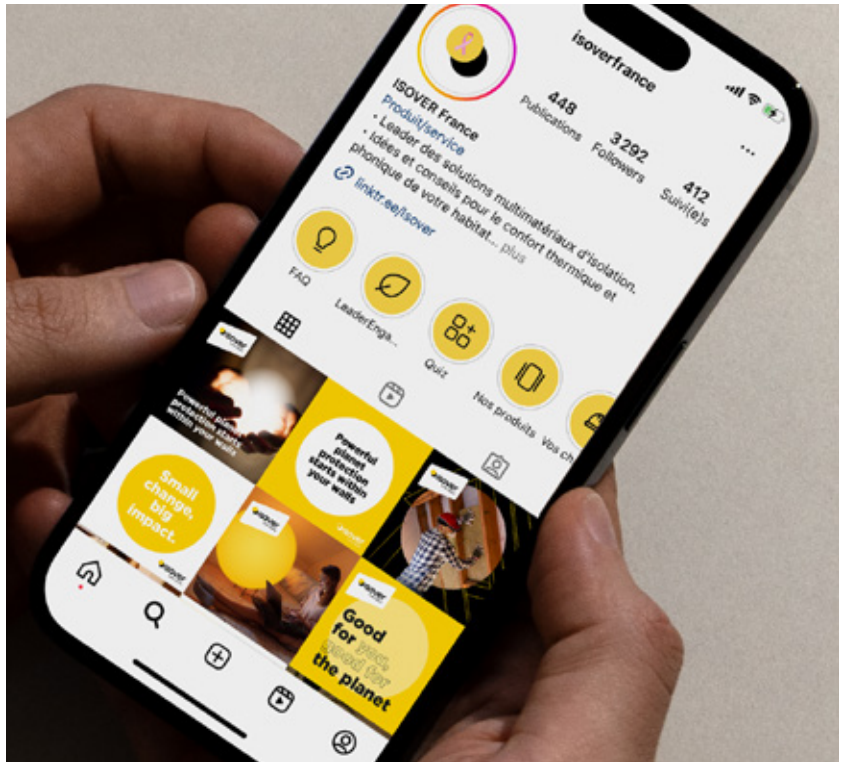




Billboard


24
25
isover
SAINT-GOBAIN
Warm
and cosy.
Powered by Isover
SAINT-GOBAIN

Social media

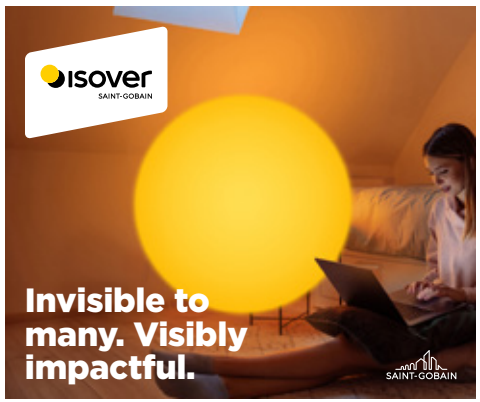


Digital banners

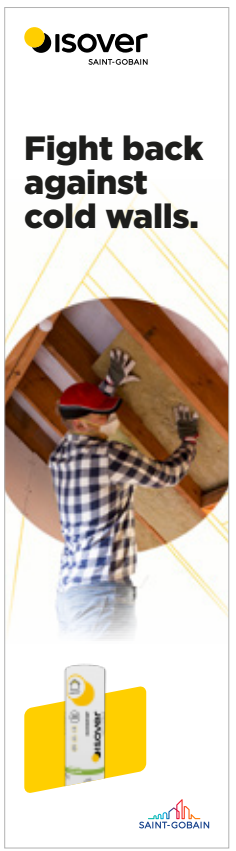
Use the circle for Brand Communication which can be supported by product / service / solution.

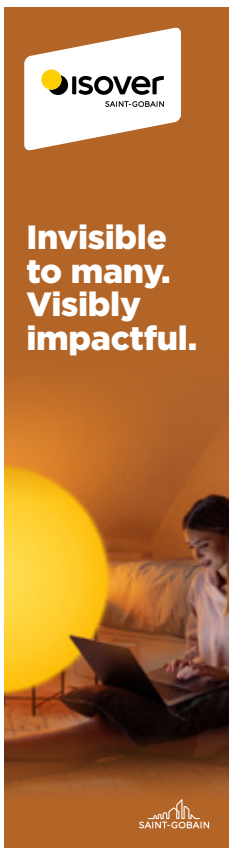
Use the iconic shape for Product Communication only.

728 x 90 px

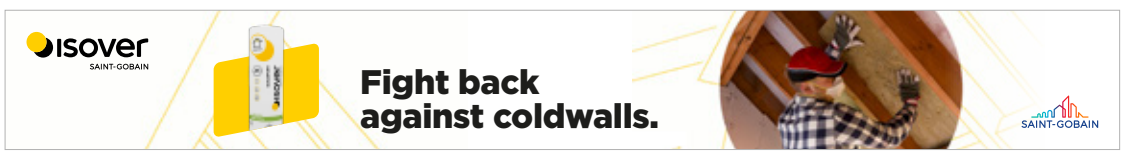


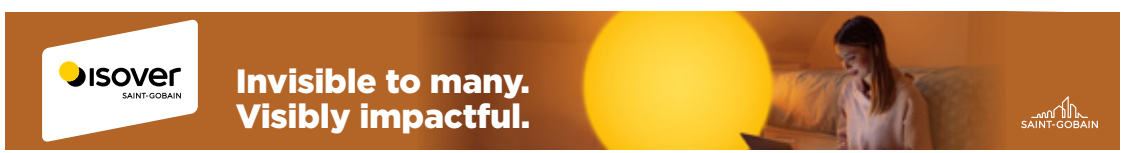
160 x 600 px





336 x 280 px





4.3 PRODUCT COMMUNICATION ONLY

Poster

VERTICAL AD CONSTRUCTION

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

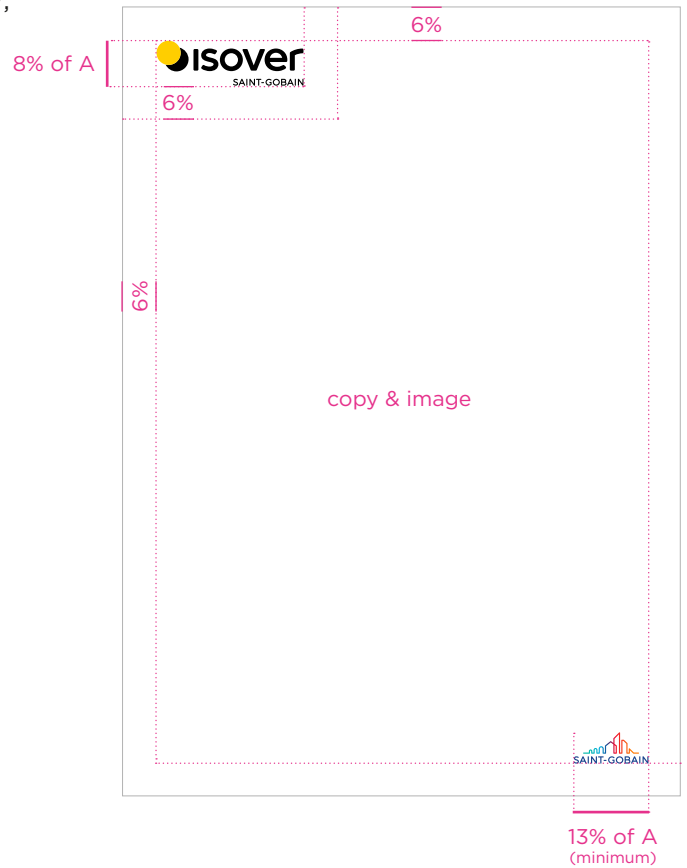
Logotypes, when positioned on a visual, must remain sufficiently visible in their color version.

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.

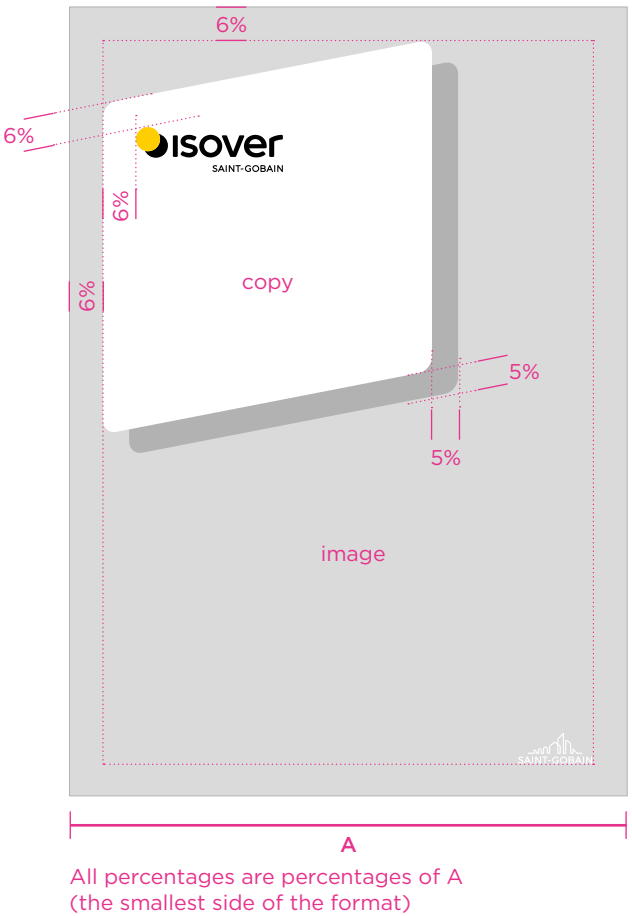
The logotypes are proportional to the size of the document. The height of the Isover® logotype is **8%** of the smallest side (A).

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.



BIS



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

Poster

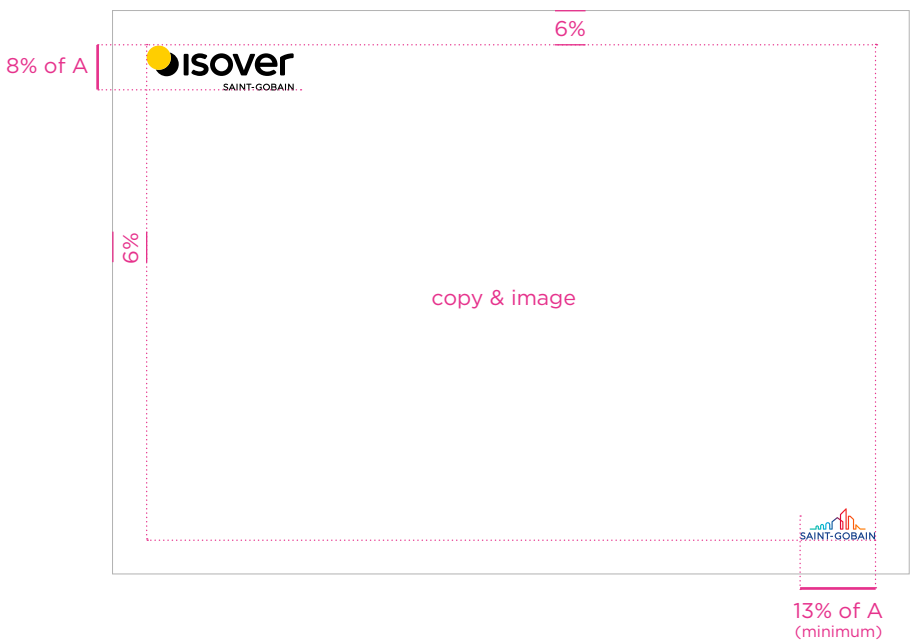
VERTICAL EXAMPLES

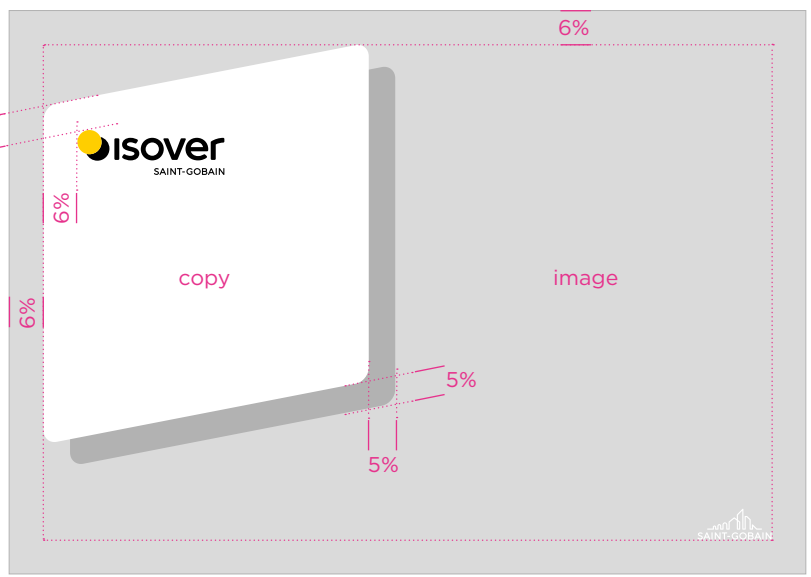
Poster

HORIZONTAL AD CONSTRUCTION

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

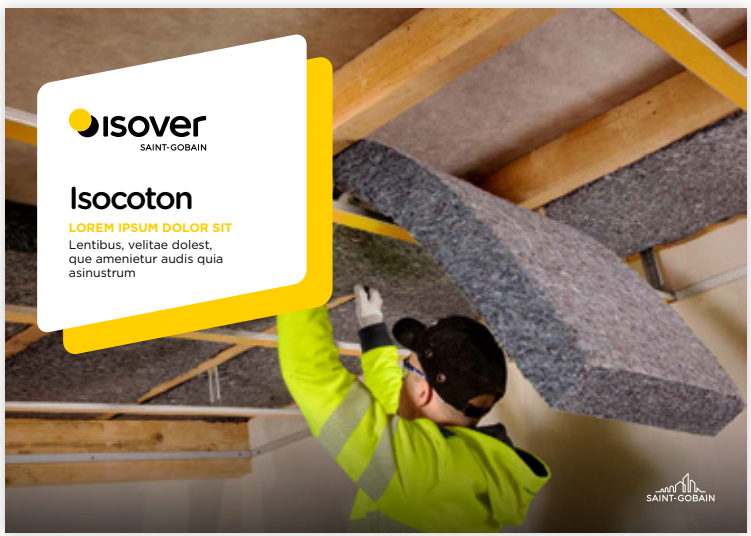
This system should be flexible enough: size of the color patches, visuals, etc.

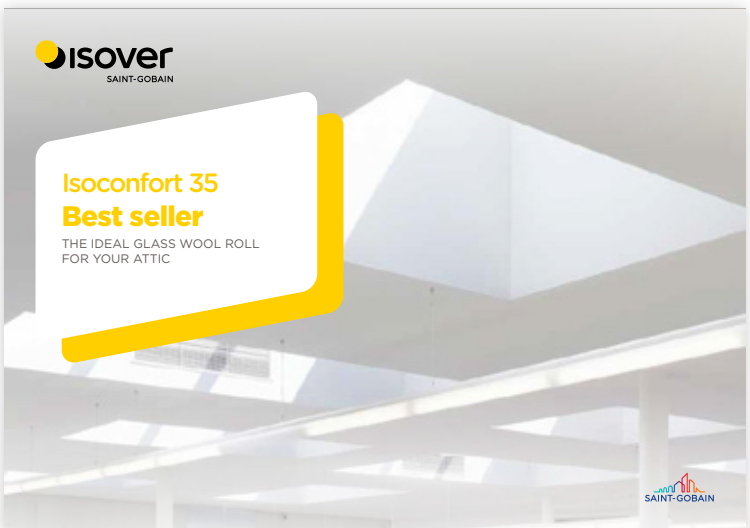




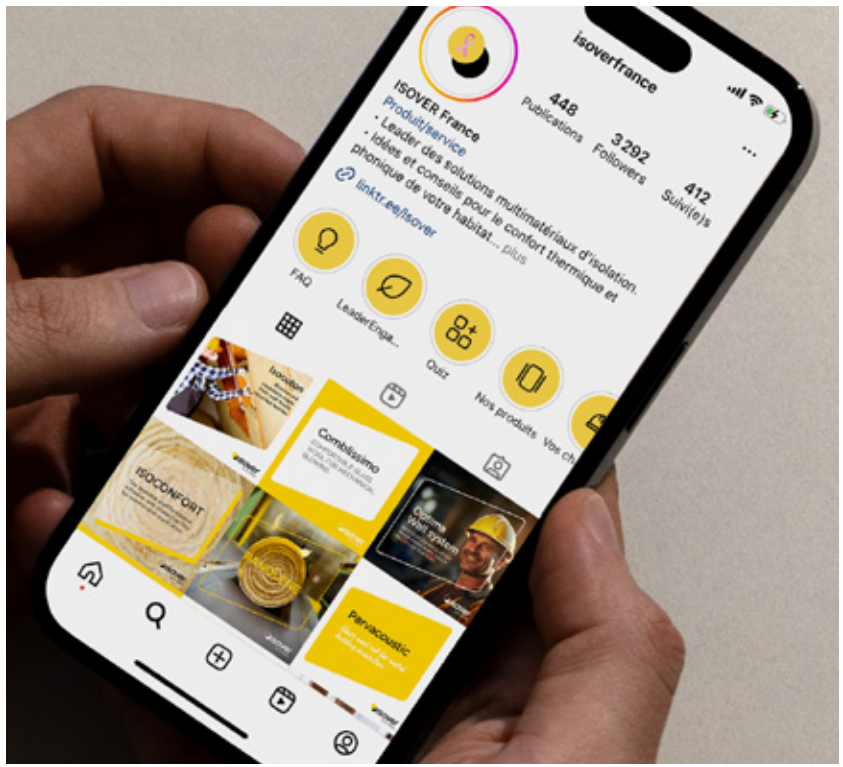
Poster

HORIZONTAL EXAMPLES





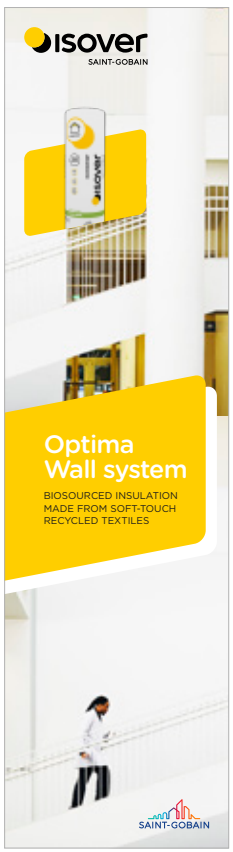
Social media



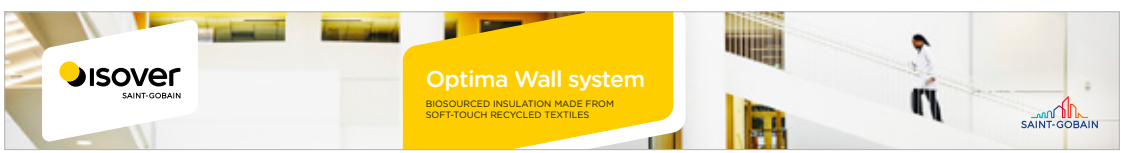
Digital banners

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
#FBBA00

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

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

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

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

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

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

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

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

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

Examples

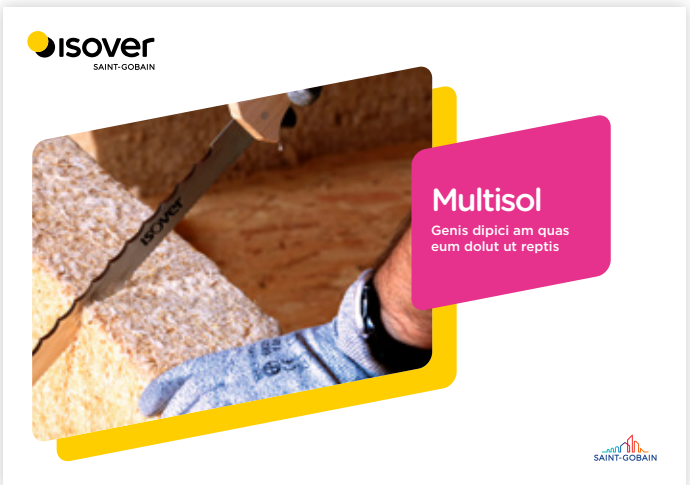
PRINT

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

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

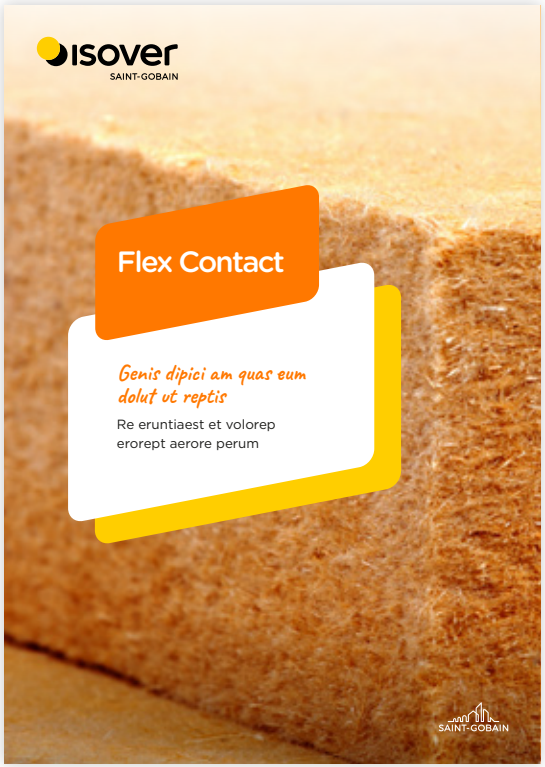
Countries can choose the color to use for each product/range. Apply it in a consistent way all over your communication materials.

Horizontal cover



Vertical cover

Advert

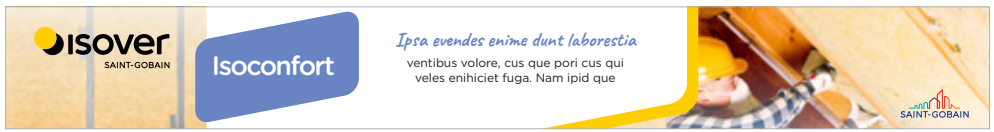


Examples

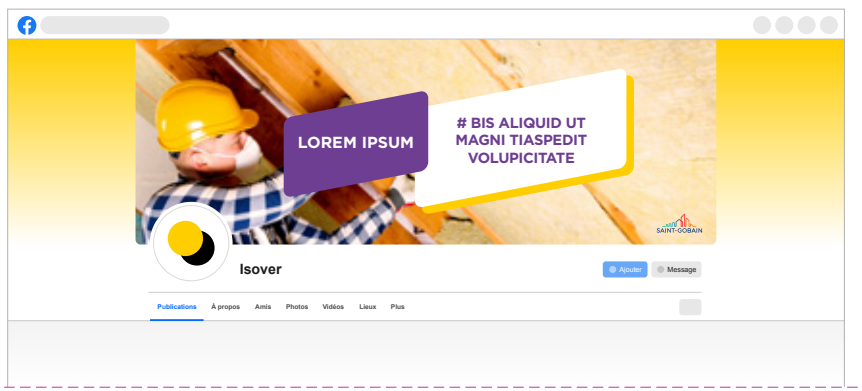
DIGITAL

Banner - 160 x 600 px

Banner - 728 x 90 px



Header Facebook



Posts

6 DIGITAL AND AUDIOVISUAL

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

1 # FFCE00

- cell background color
- button background color

2 # FFB600

- interface components

3 # 8FAD15

- titles
- selected navigation menu texts

4 # 000000

- sub-menus navigation texts
- standard texts

5 # 625C59

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

6 # AAAAAA

- texts
- selected navigation menu texts

7 # CCCCCC

- checkbox
- radio buttons

8 # F5F5F5

- cell background color
- tag background color

9 # FFFFFF

- 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

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

Tel

Account

Catalogue

Download

Colors

Buy

Meeting point

Support

Video

Language

Search

Reading time

Date of publication

Filter

Add to favorite

Share

Calculate quantities

View

View our distributors

See availability

Quality label

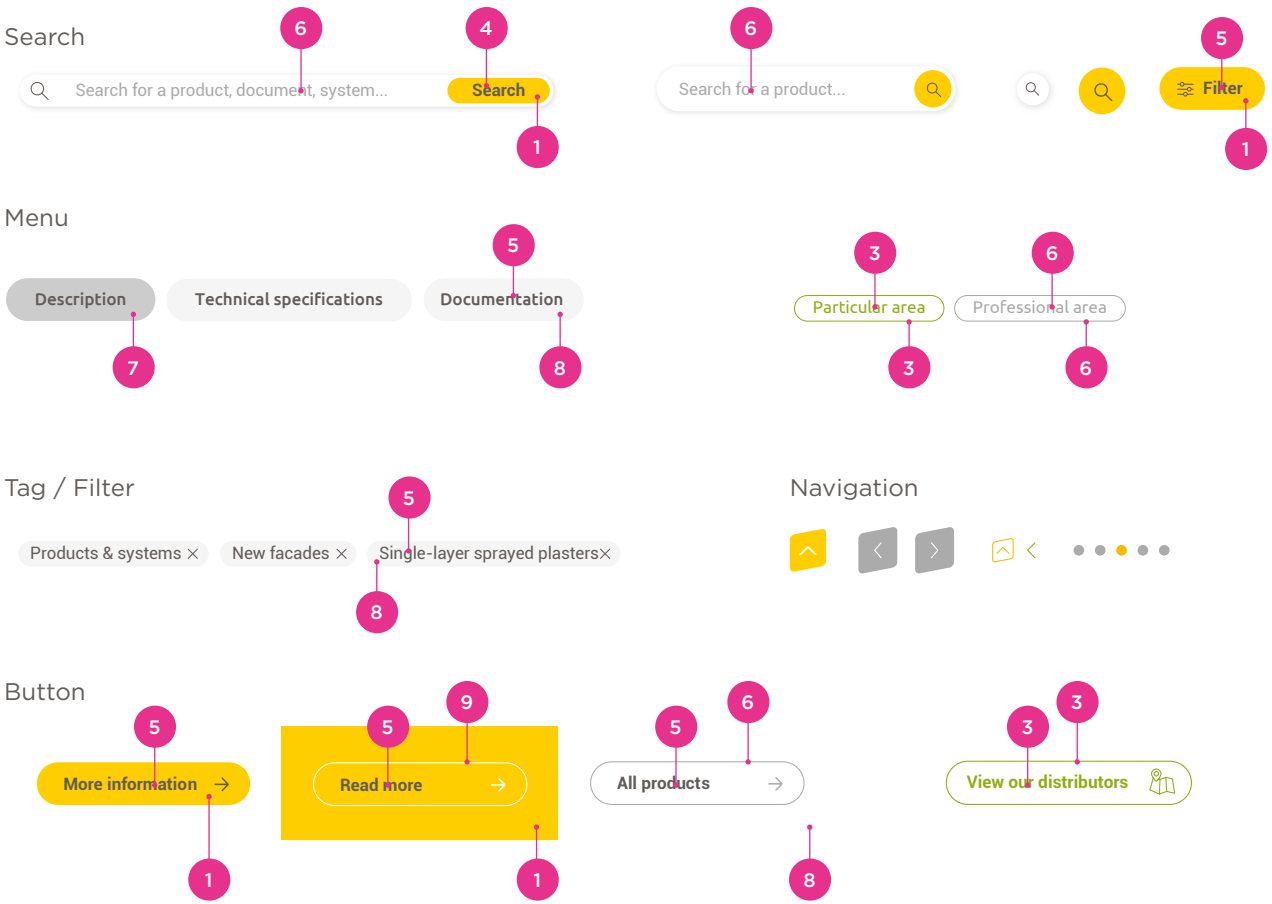
Application

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.

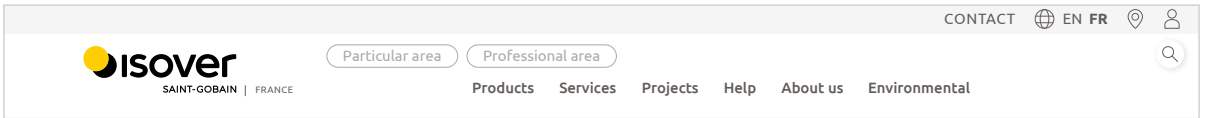
Color numbers correspond to those identified on page 55.

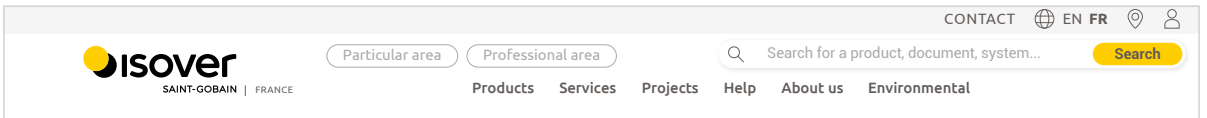


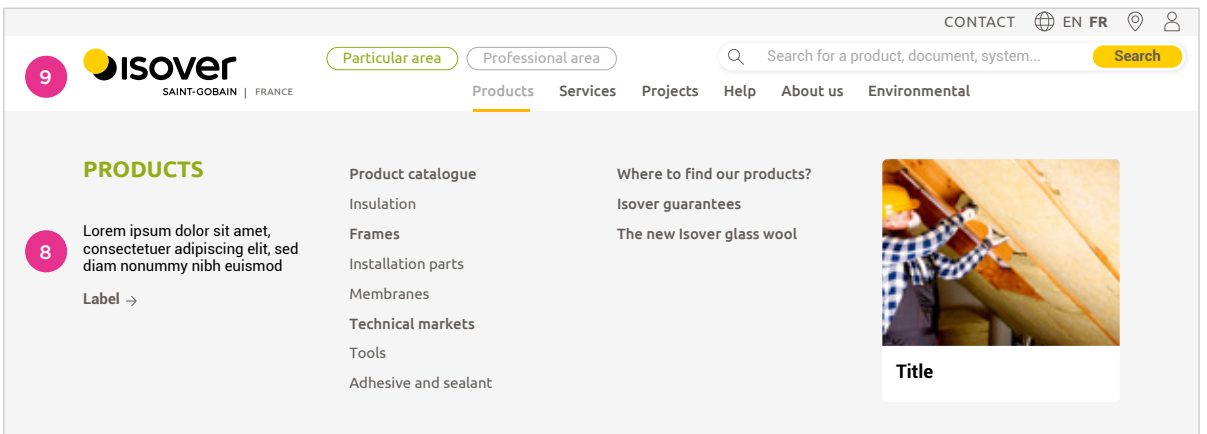
GENERAL NAVIGATION

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.

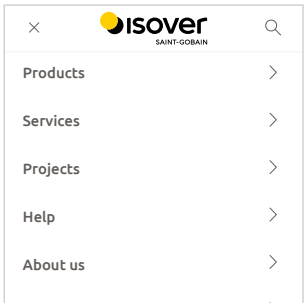
Desktop

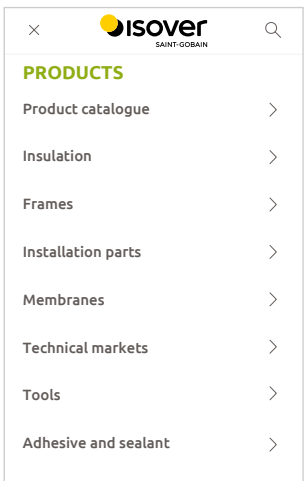






Mobile

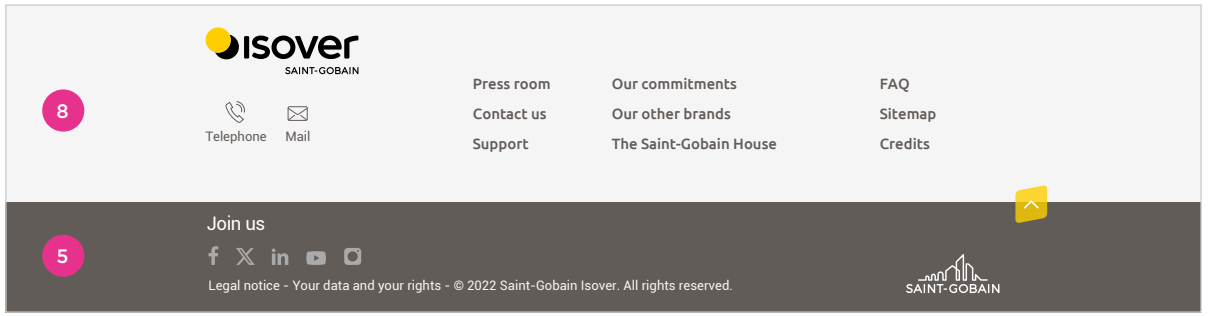




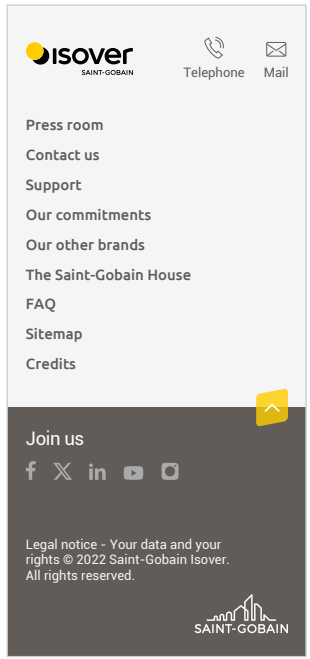
FOOTER

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

Desktop



Mobile



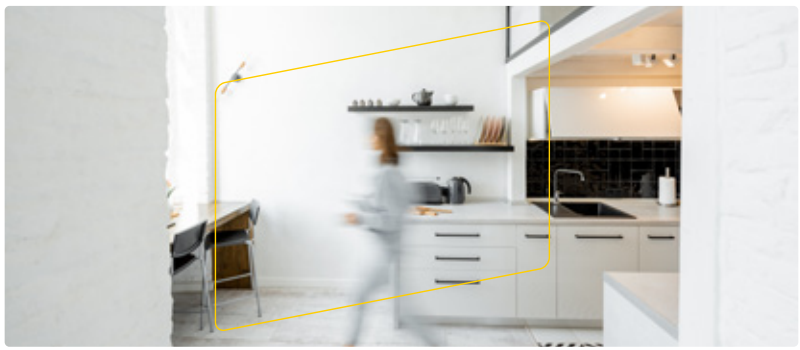
HERO EDITO 1

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

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Mobile

ARTICLE TITLE ON SEVERAL LINES

07/07/2022
Reading time: 3 mn

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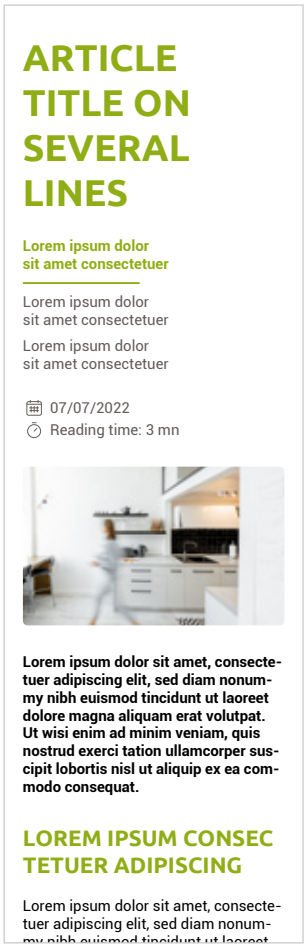
HERO EDITO 2

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

Desktop

Mobile



HERO SLIDER

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

Desktop

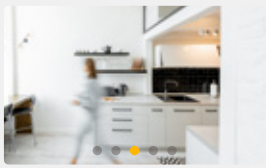
PAGE TITLE

Lorem ipsum dolor sit amet consectetuer

More information →

8

Mobile



PAGE TITLE ON SEVERAL LINES

Lorem ipsum dolor
sit amet consectetuer

More information →

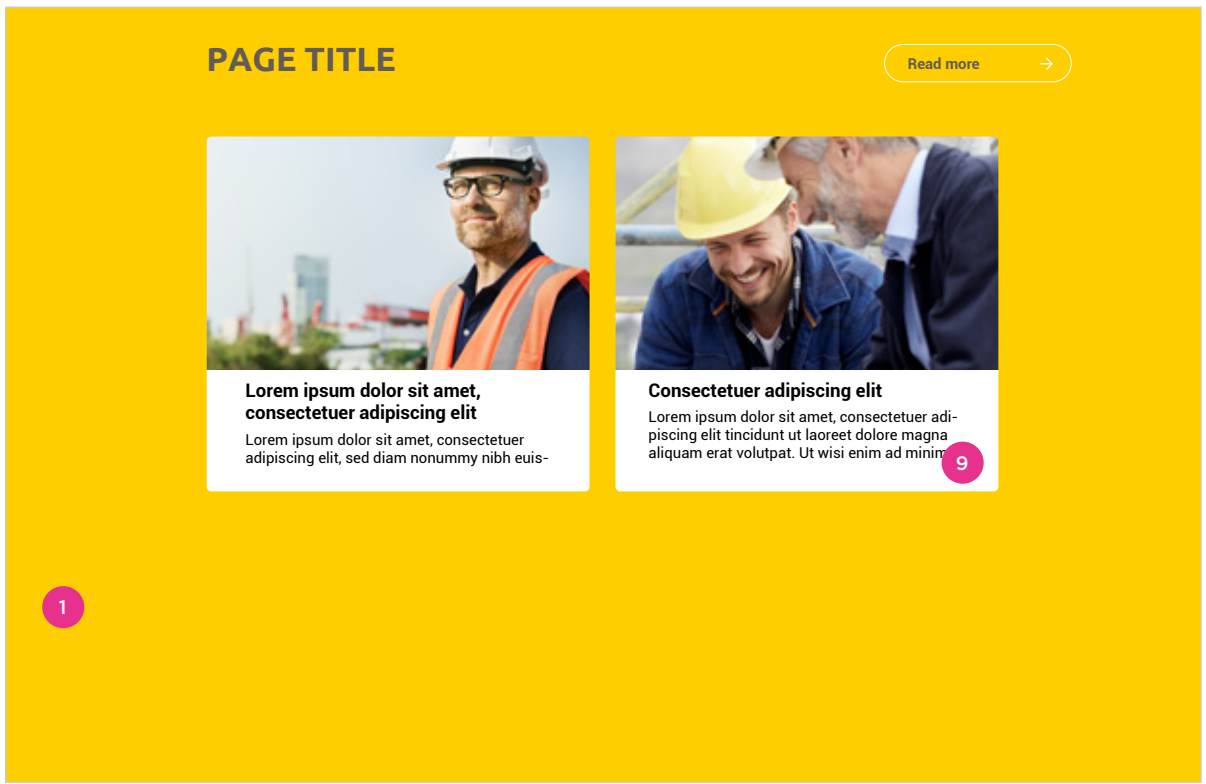
CTA - TWO COLUMNS

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

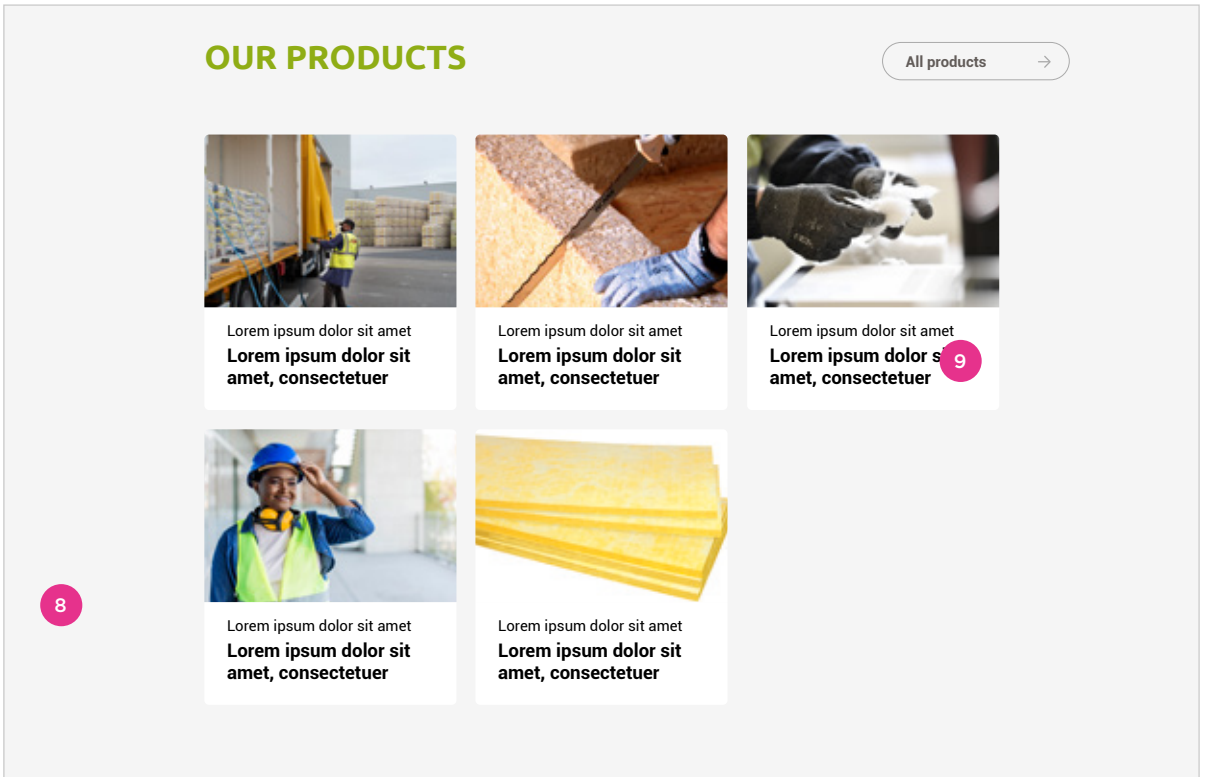
CTA - GRID

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

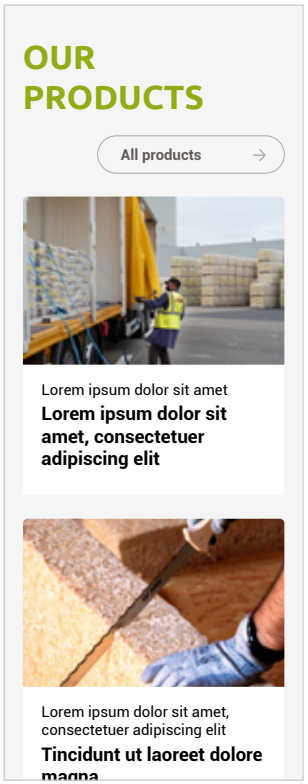
Component uses white background (#FFFFFF) or gray background (#F5F5F5) as cell background.

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

Desktop



Mobile



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

9

Mobile

Lorem ipsum dolor amet consectetuer

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

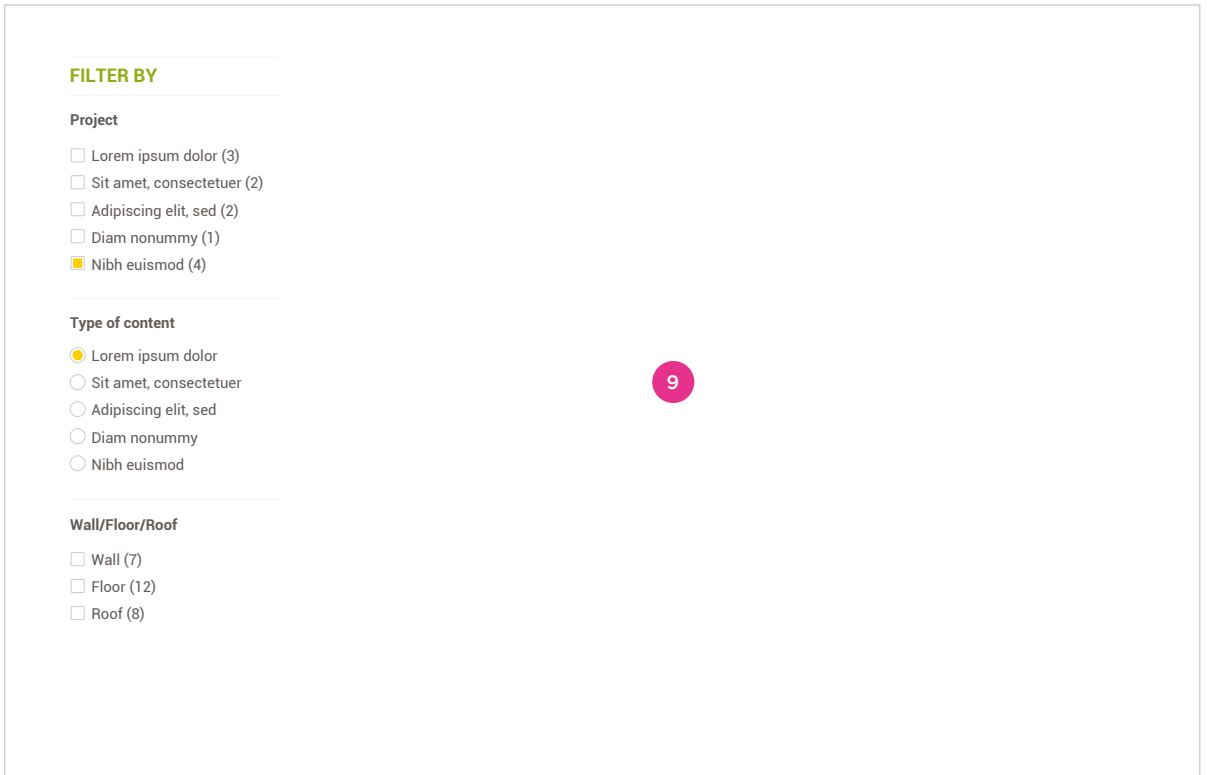
Aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat.

More information

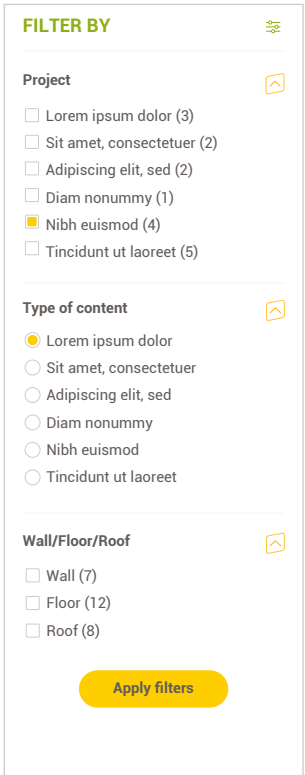
Website

FILTERS FACET

Desktop

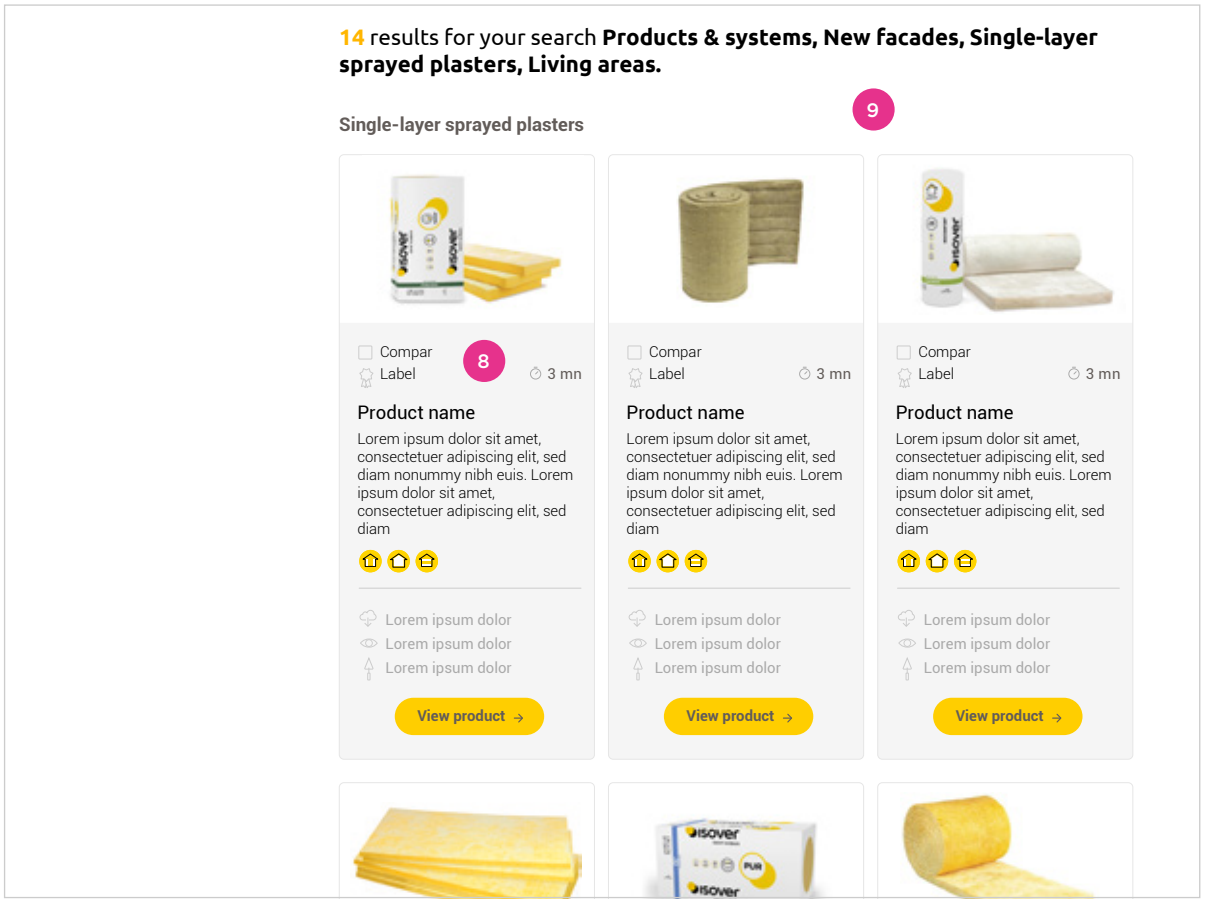


Mobile

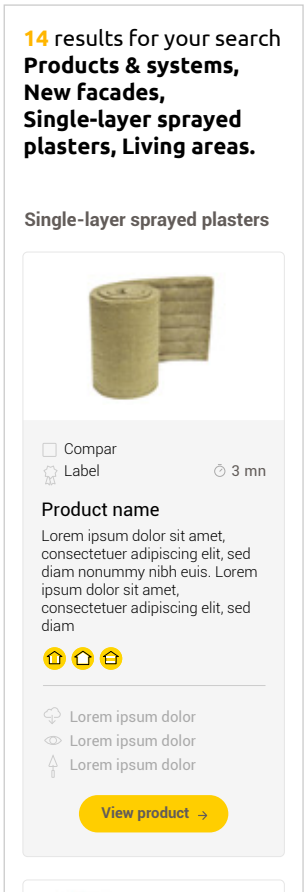


PRODUCTS GRID

Desktop

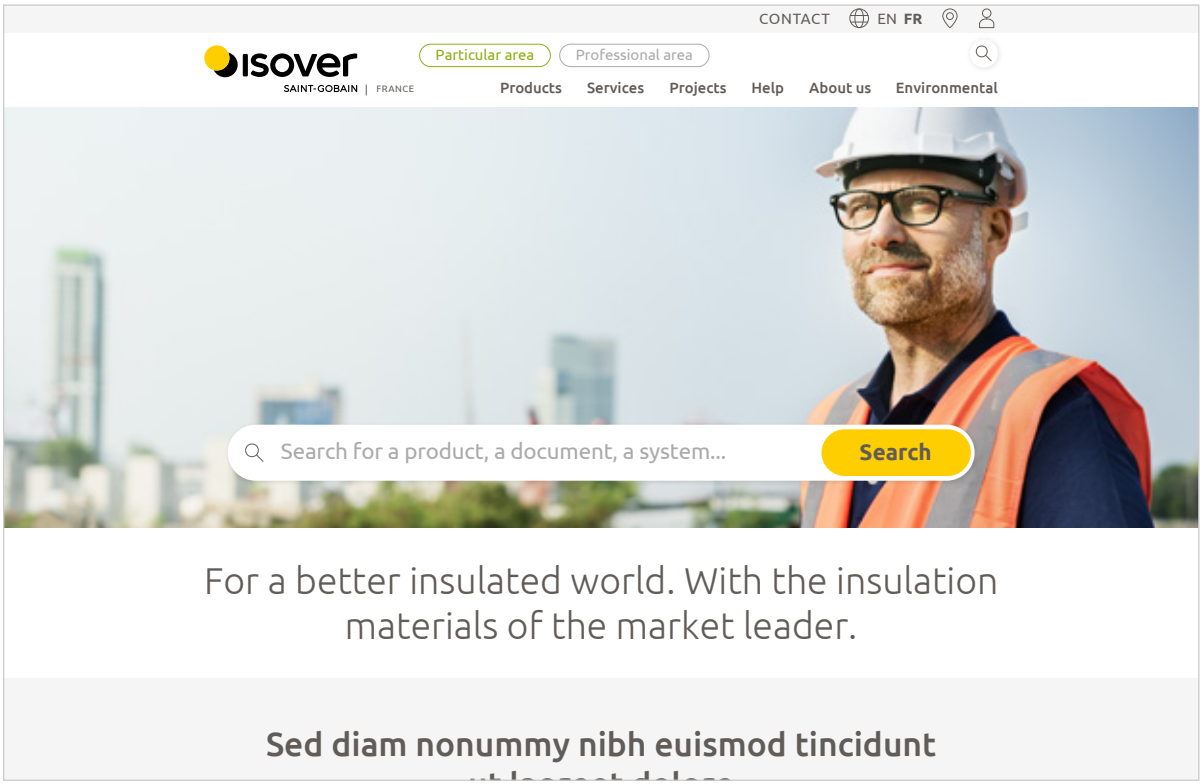


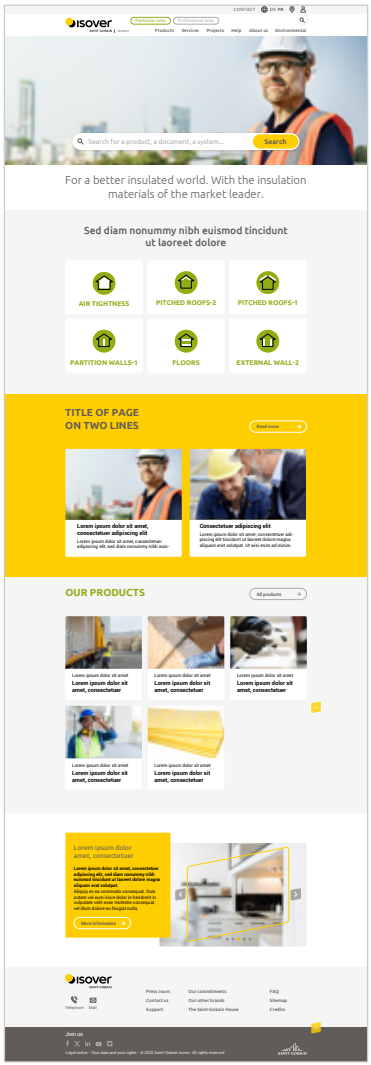
Mobile



HOME DESKTOP

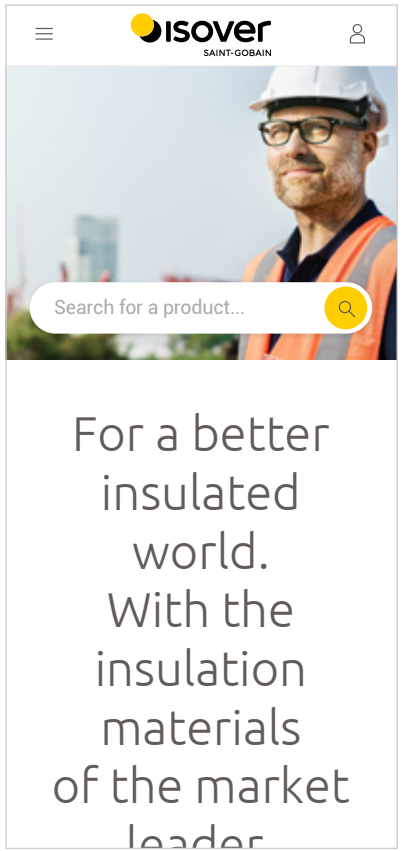
visible area

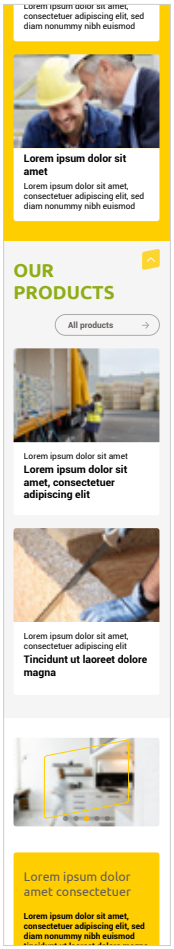


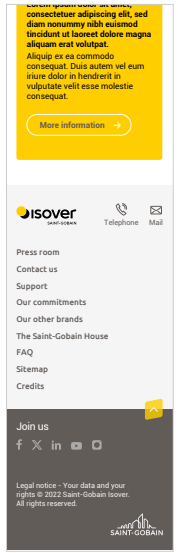


HOME MOBILE

visible area

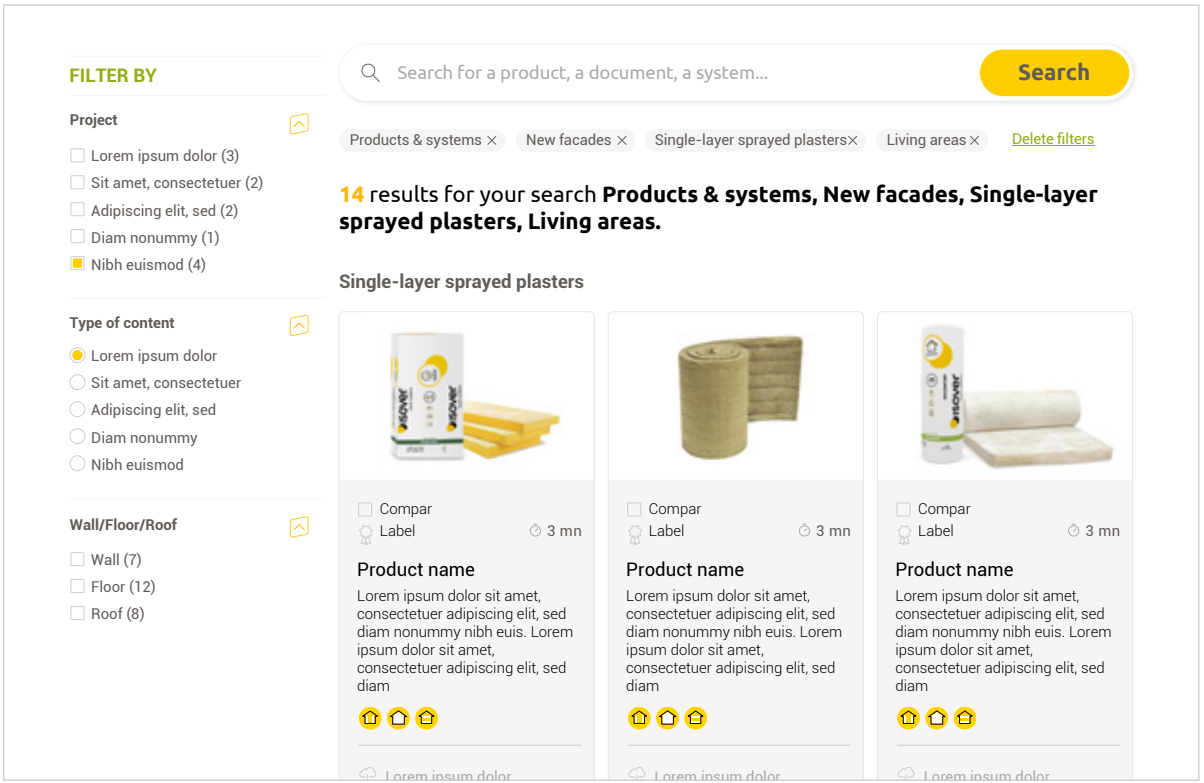


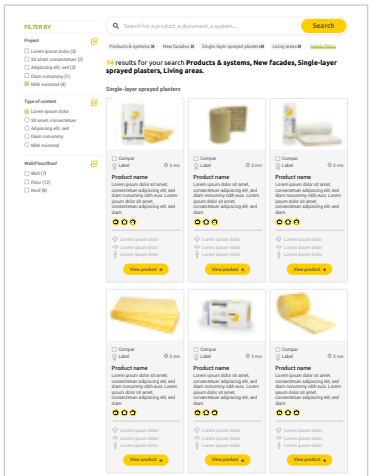




PRODUCT LIST DESKTOP

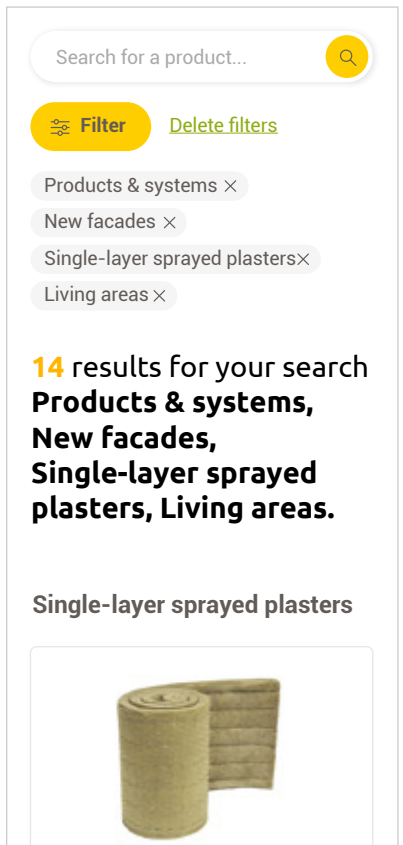
visible area



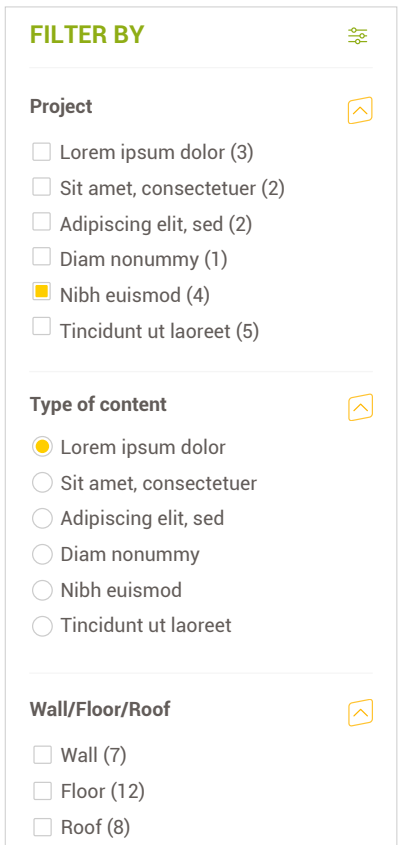


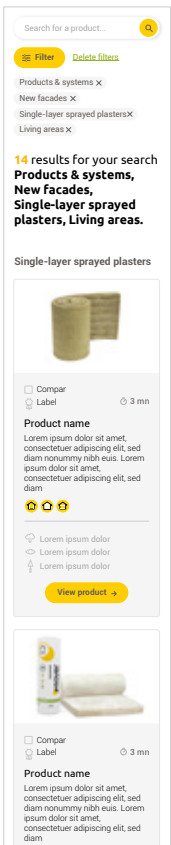
PRODUCT LIST MOBILE

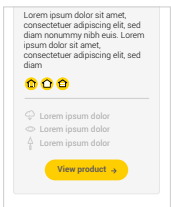
visible area



search

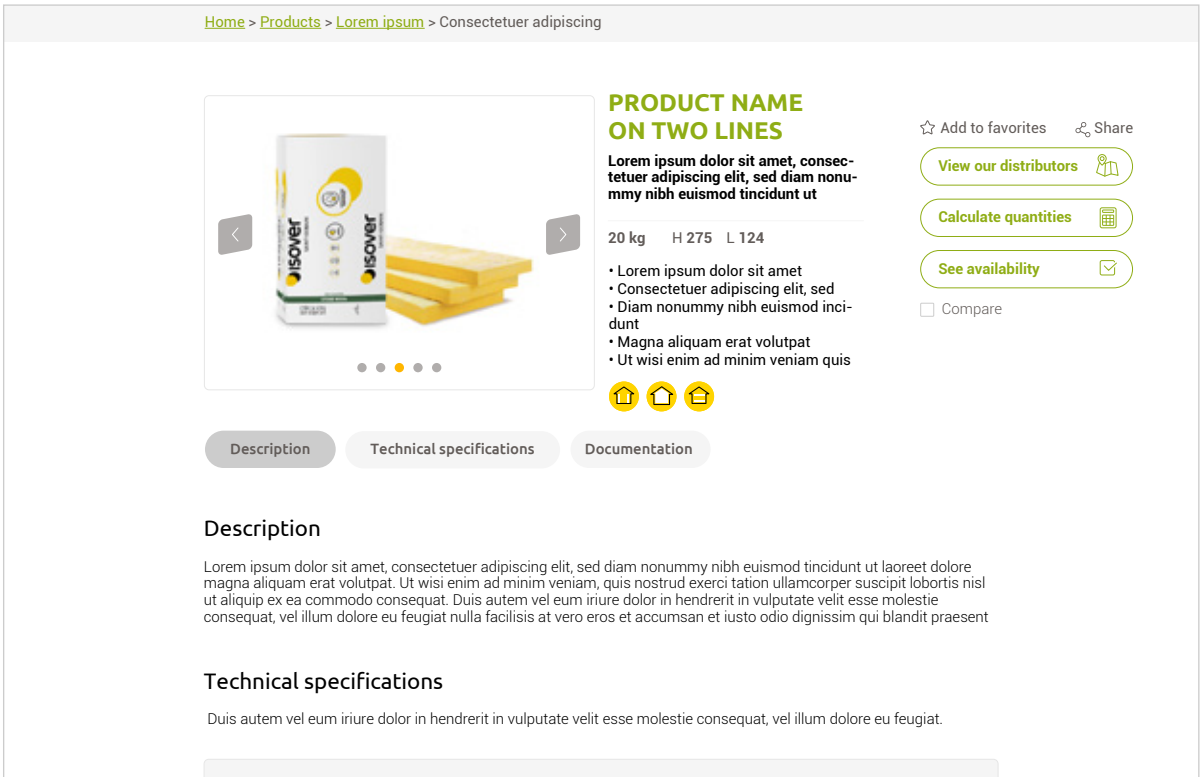






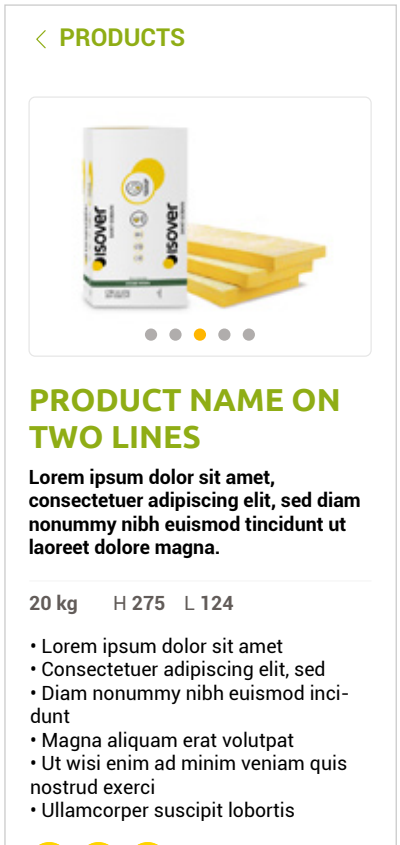
PRODUCT DETAIL DESKTOP

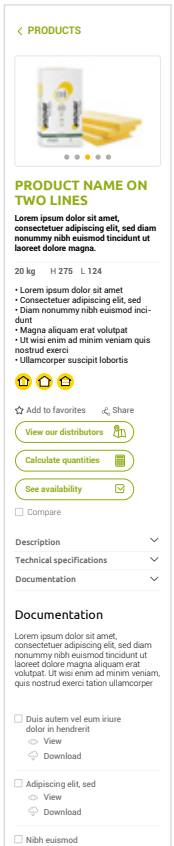
visible area

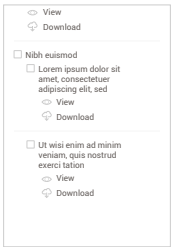


PRODUCT DETAIL MOBILE

visible area

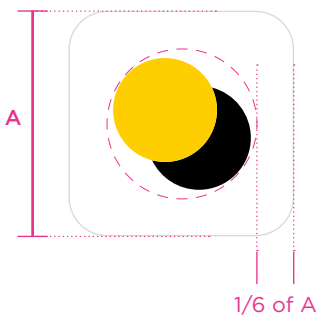






App

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.

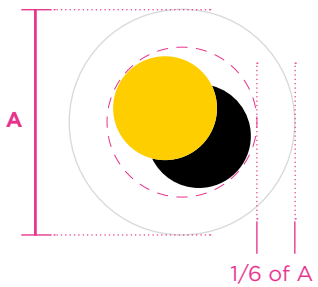


Social media

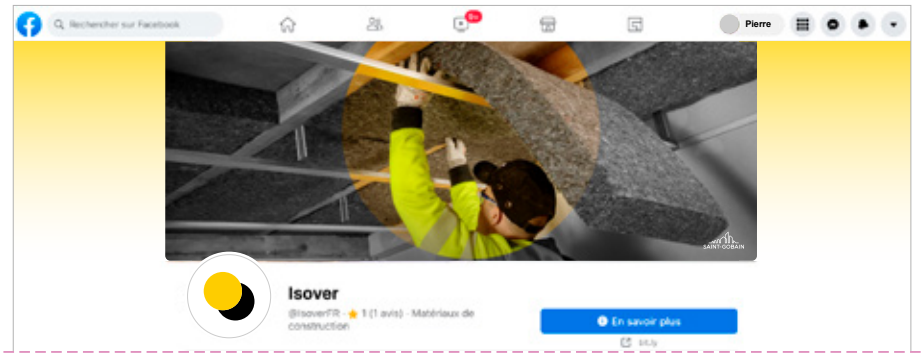
On social media the symbol can be used alone as profile picture, always in association with the name “Isover” or an image.

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

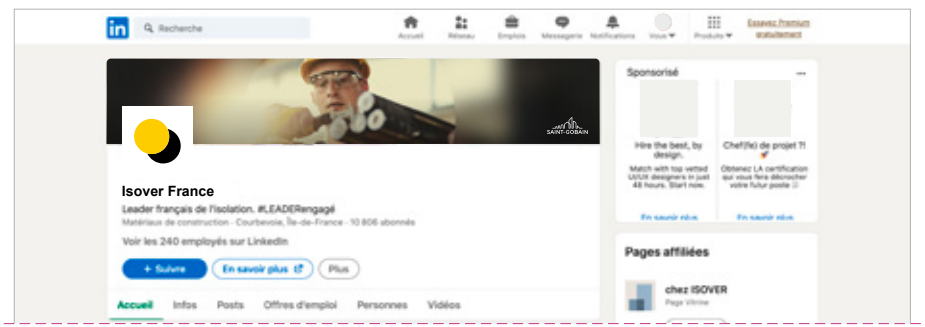
The symbol is centred in this area.



Facebook



LinkedIn



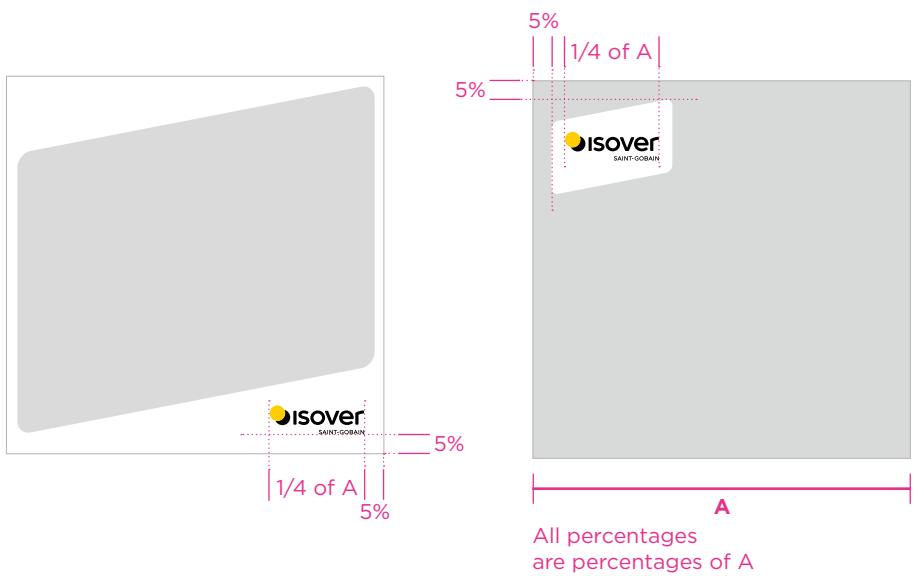
X

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.

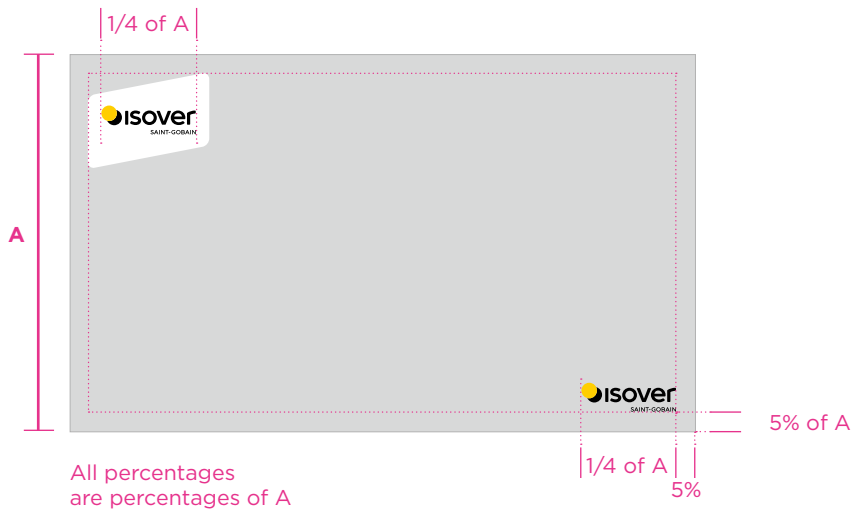


Social media

POSTS

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

Use the iconic shape for Product Communication only.

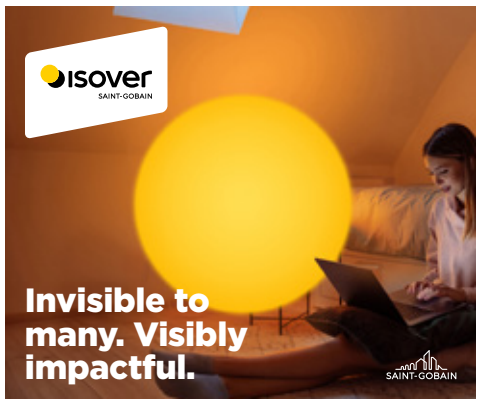


Digital banners

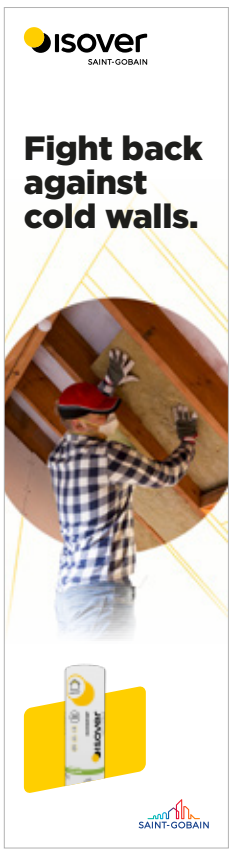
Use the circle for Brand Communication which can be supported by product / service / solution.

Use the iconic shape for Product Communication only.

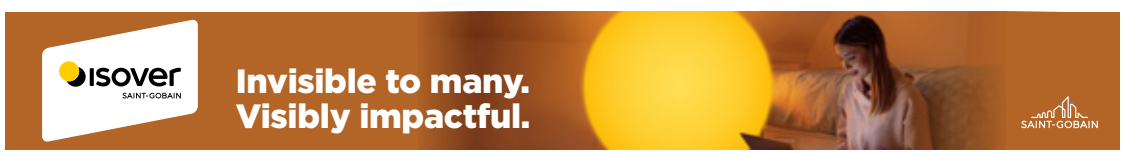
728 x 90 px



160 x 600 px

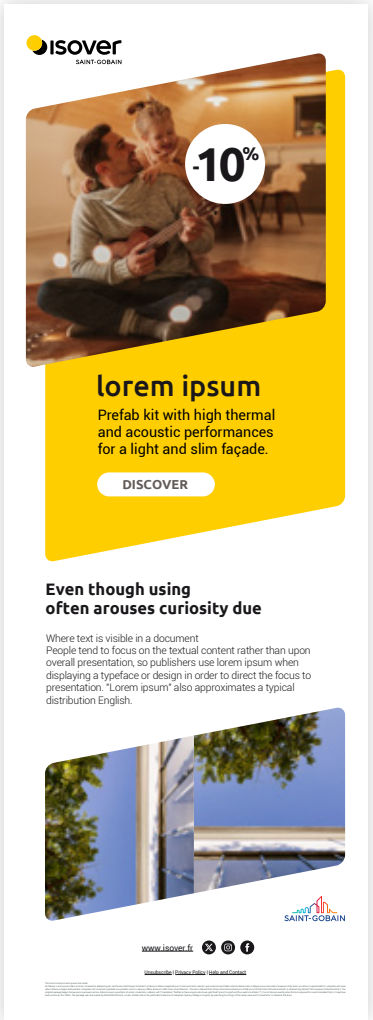


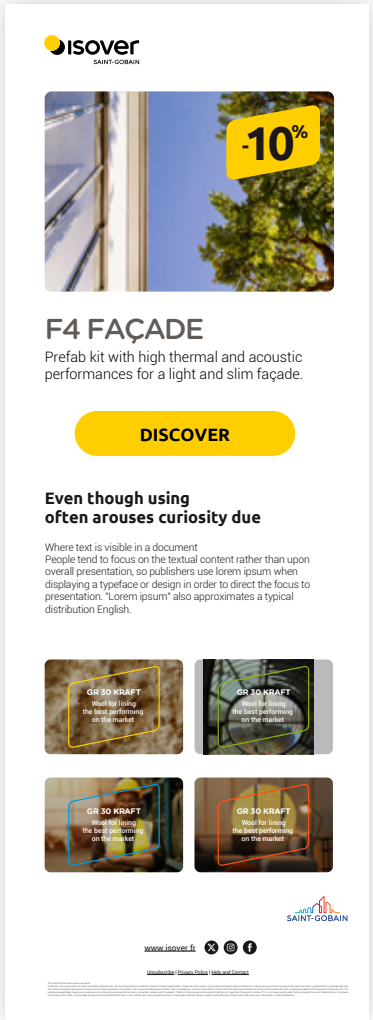
336 x 280 px



Newsletter

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





Audiovisual

FILM

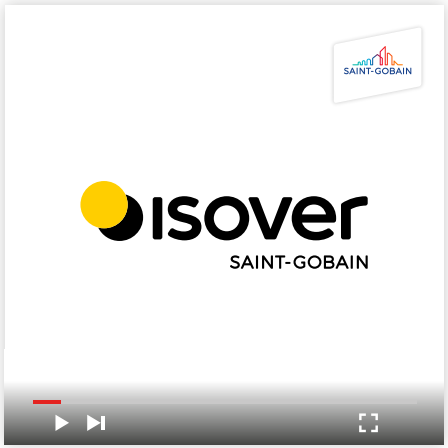
Use the intro and/or outro for all videos.

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



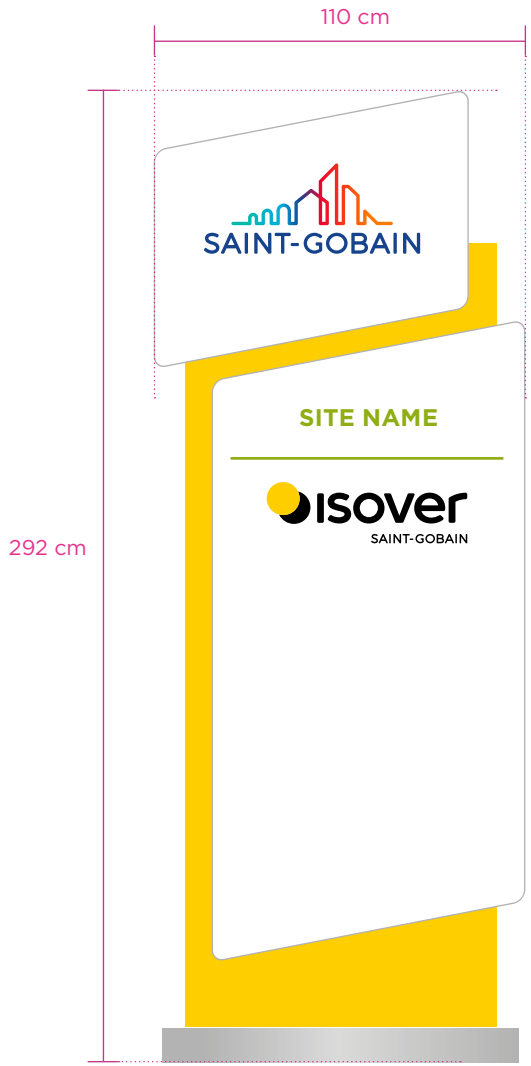
16/9

7 SIGNAGE AND VEHICLES

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

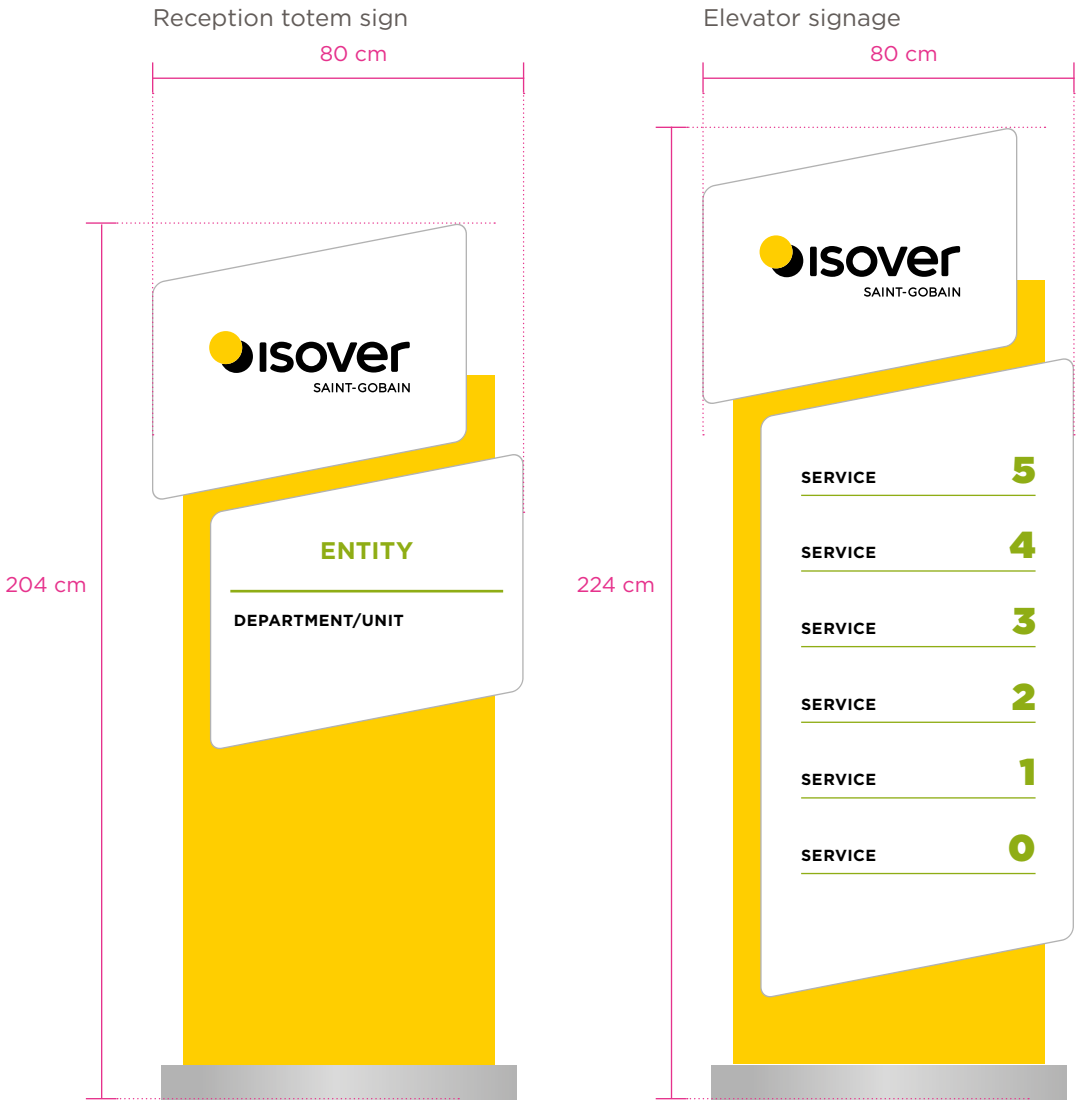
RECEPTION TOTEM SIGN

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.

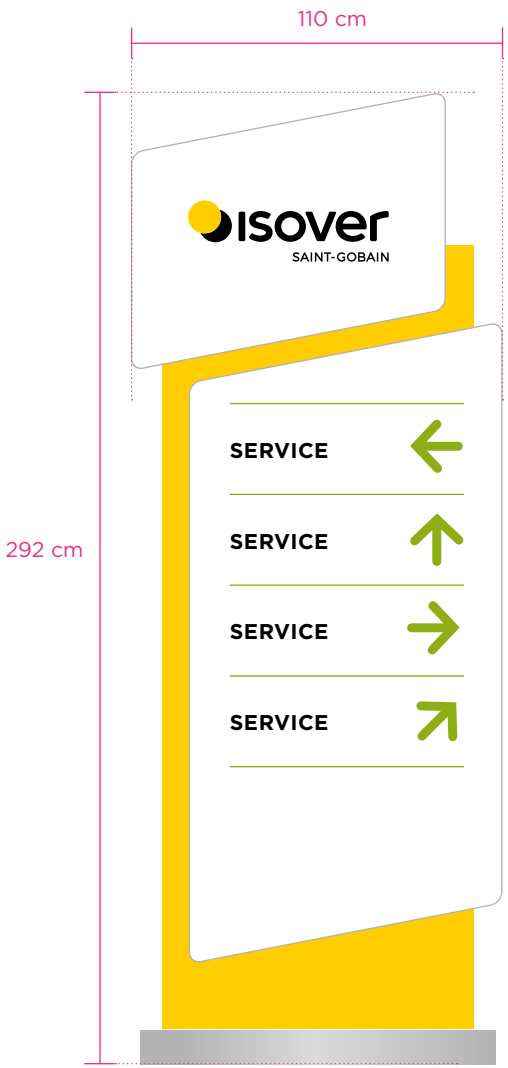
The Isover logotype in its cartouche is always at the top of this type of totem.

DIRECTIONAL WALL SIGNS

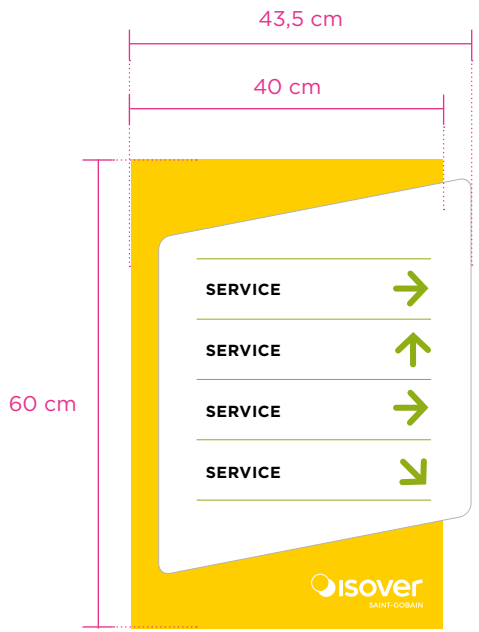
The Isover logotype appears on all interior signage.

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

Directional totem



Directional wall signs



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.

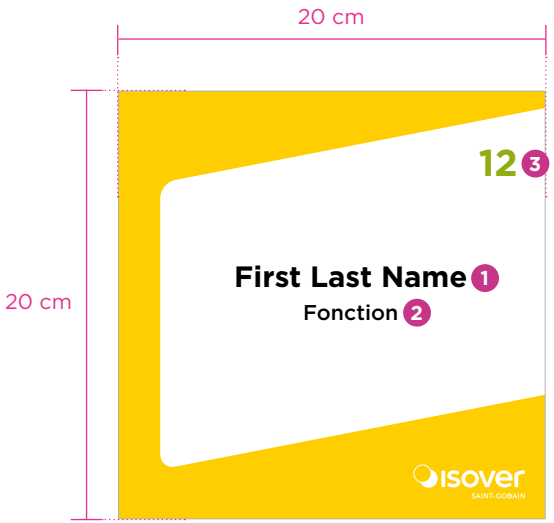
Universal signs

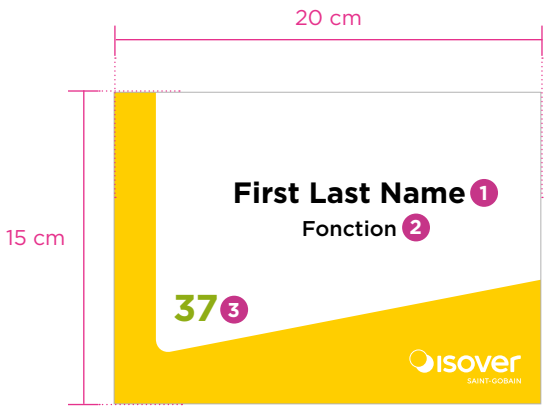
They are used to designate shared spaces, such as meeting rooms and restrooms.

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

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Universal signs

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Color-coding

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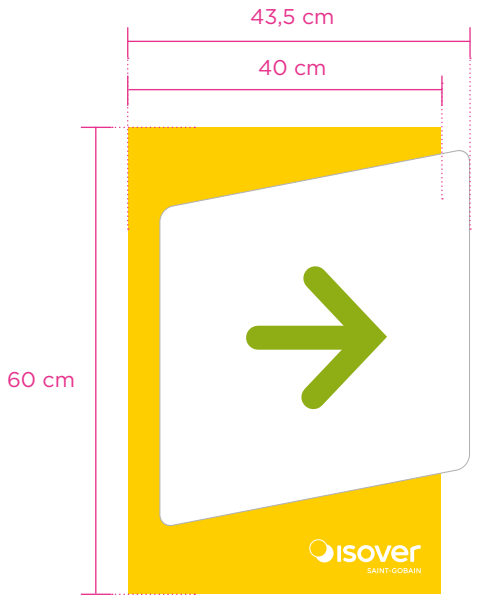
Reception totem sign



Directional signs

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.

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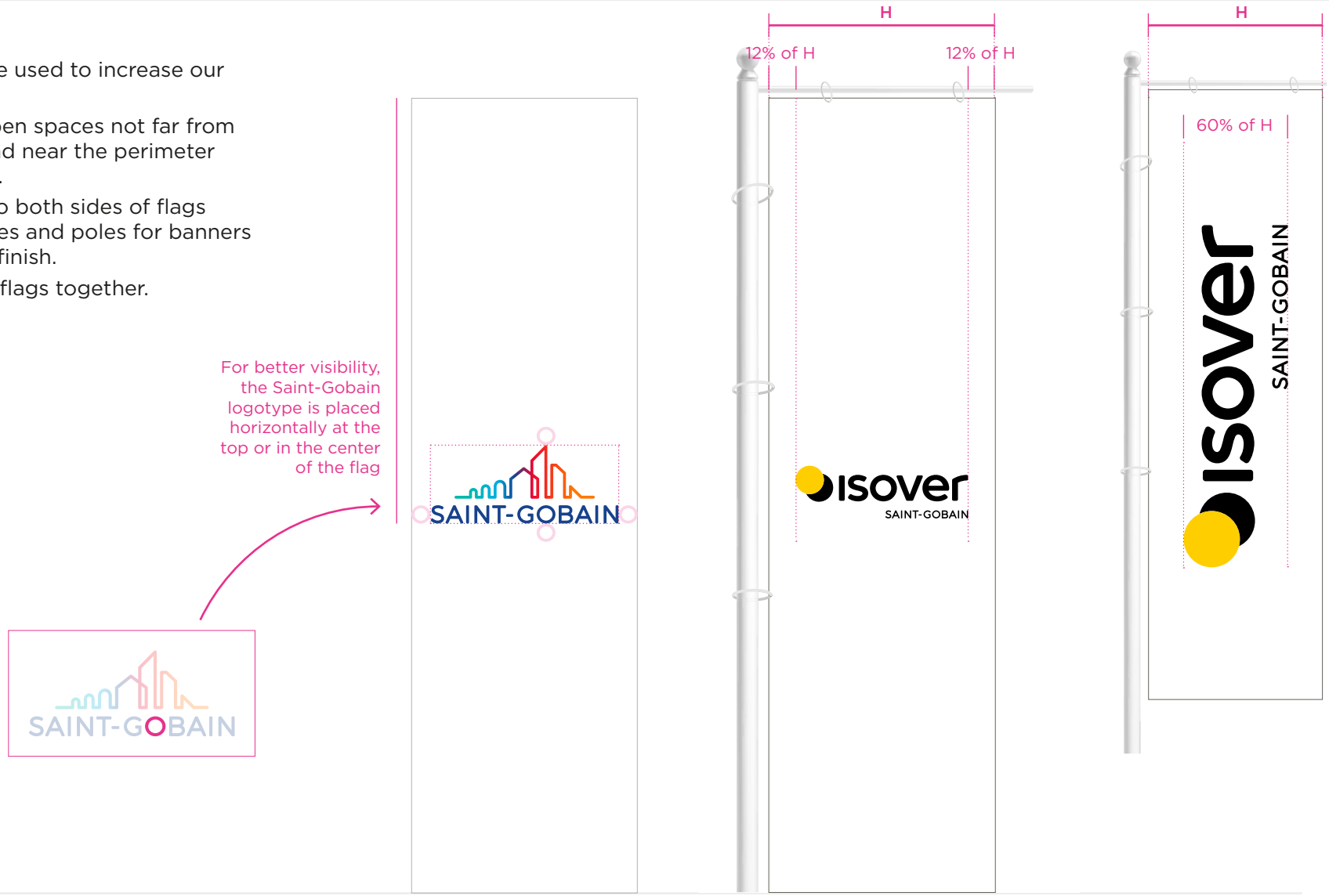
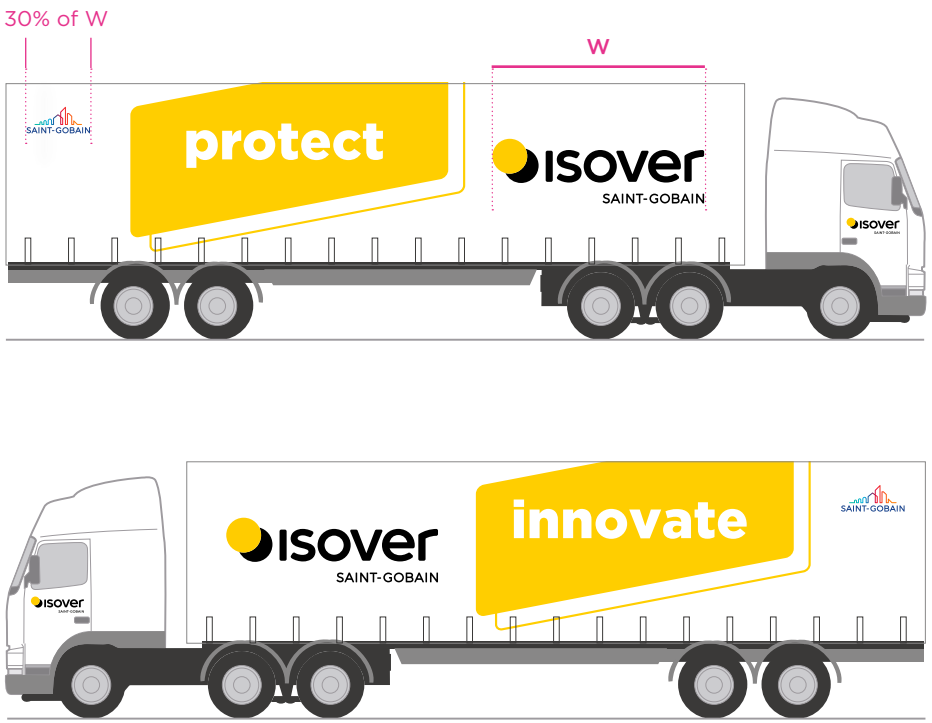


Vehicles

TRUCKS

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



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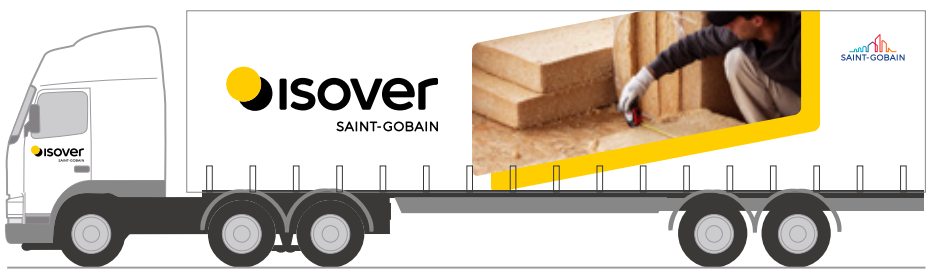

Vehicles

VANS

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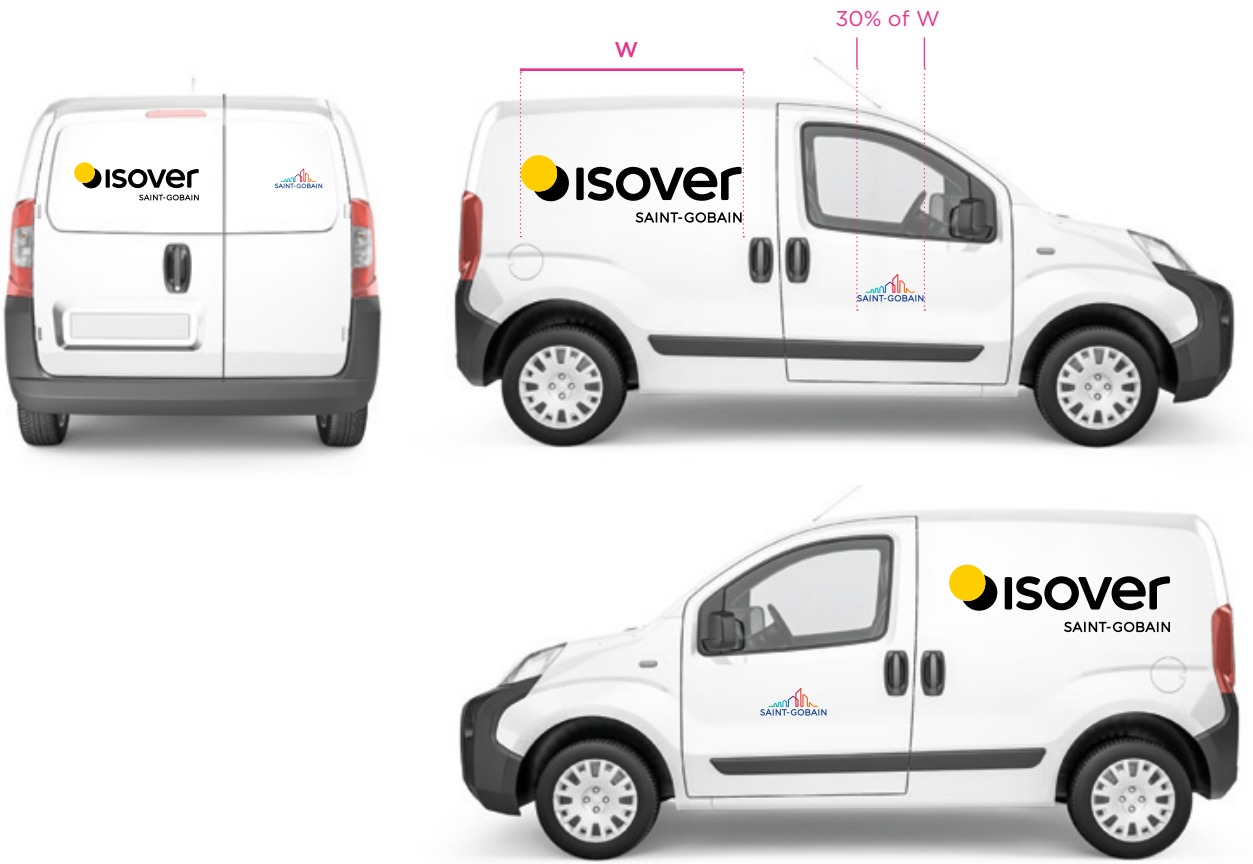


Vehicles

VANS

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

Vehicles

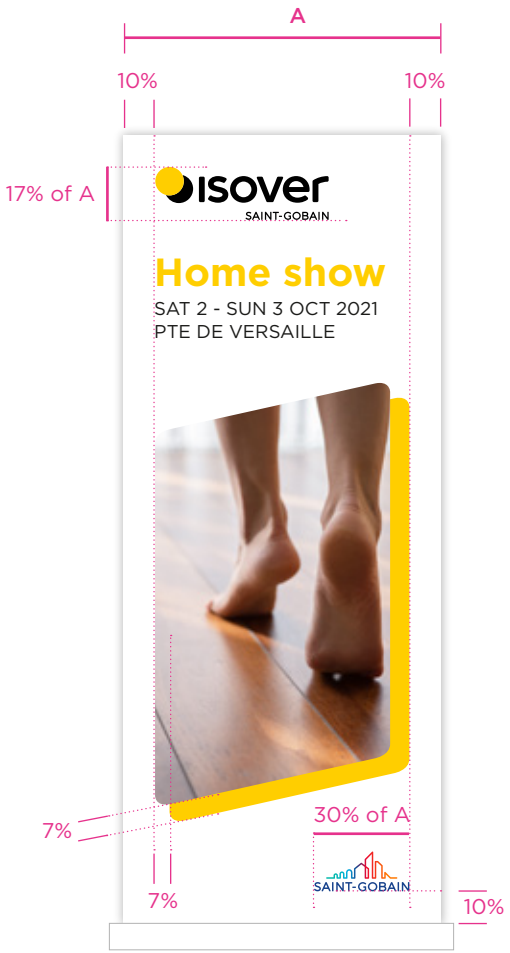
VANS

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

8 EVENTS AND GOODIES

Event signage

Event kakemonos



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

Booth

isover
SAINT-GOBAIN
isover
SAINT-GOBAIN
READY
START
WORK?
25%
15.000
32.000
700
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam.
SAINT-GOBAIN
isover
Home show

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.

Goodies

SUSTAINABILITY GOODIES

Goodies

FOR MORE INFORMATION, PLEASE CONTACT THE BRANDS AND COMMUNICATION TEAM

SAINT-GOBAIN

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