



# GRAPHIC GUIDELINES

*December 2024 edition*

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# **1 DESIGN ELEMENTS**

## LOGOTYPE

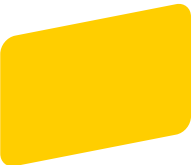
The color version of the logotype should be used in priority.

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

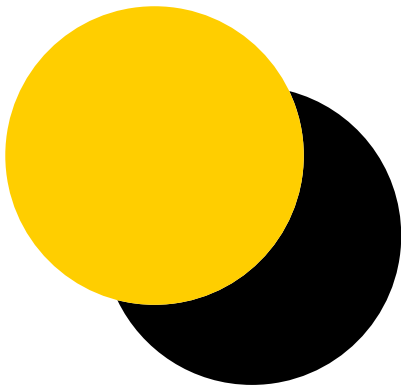
# Logotype elements

## SYMBOL

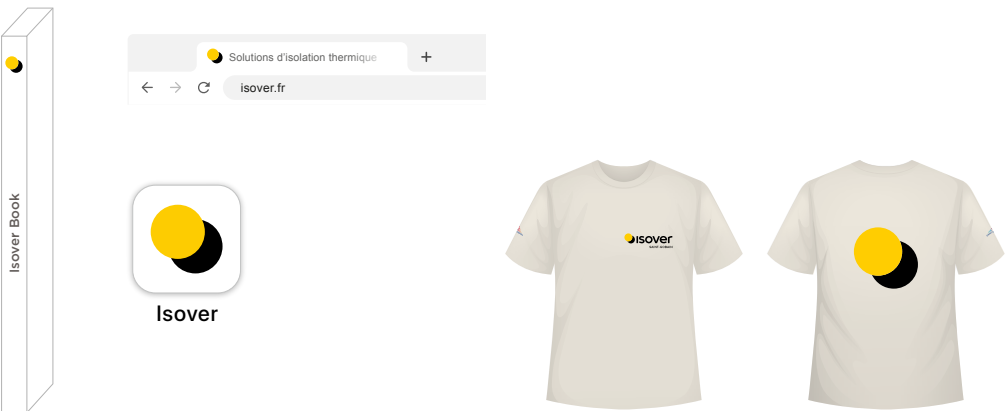
You can use the symbol only on specific applications:

- 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



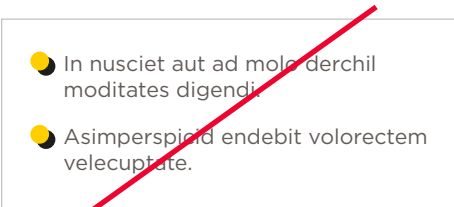
The symbol may be used in outline only, sparingly, and played with as an illustrative element of the background.

## Examples

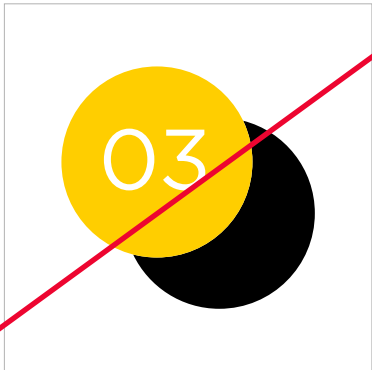


# Don'ts

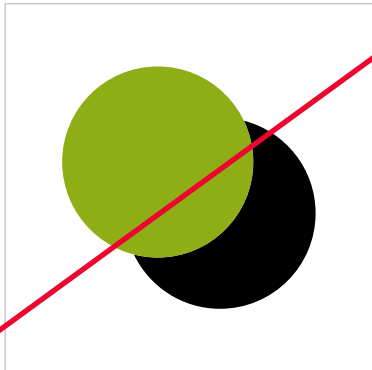
## SYMBOL



Do not use the symbol as bullet points



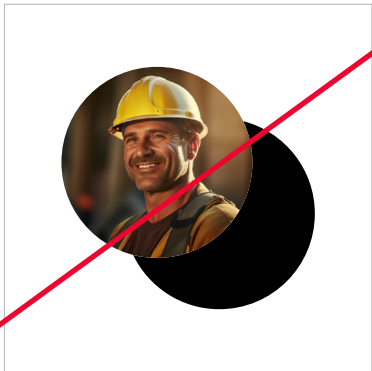
Do not write anything in the symbol



Do not change the colors of symbol



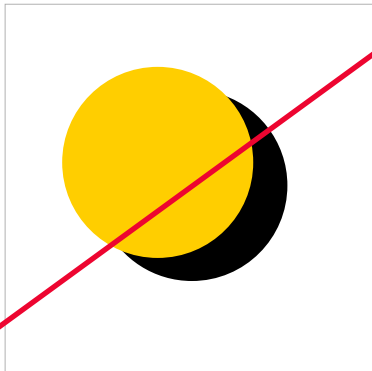
Do not change the proportions of the symbol



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.



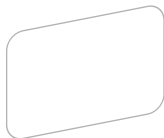
**CMYK**  
C0-M20-Y100-K0  
**PANTONE®**  
116 C  
**RGB**  
R255-G206-B0  
**HEXADECIMAL**  
#FFCE00  
**RAL**  
RAL1023



**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



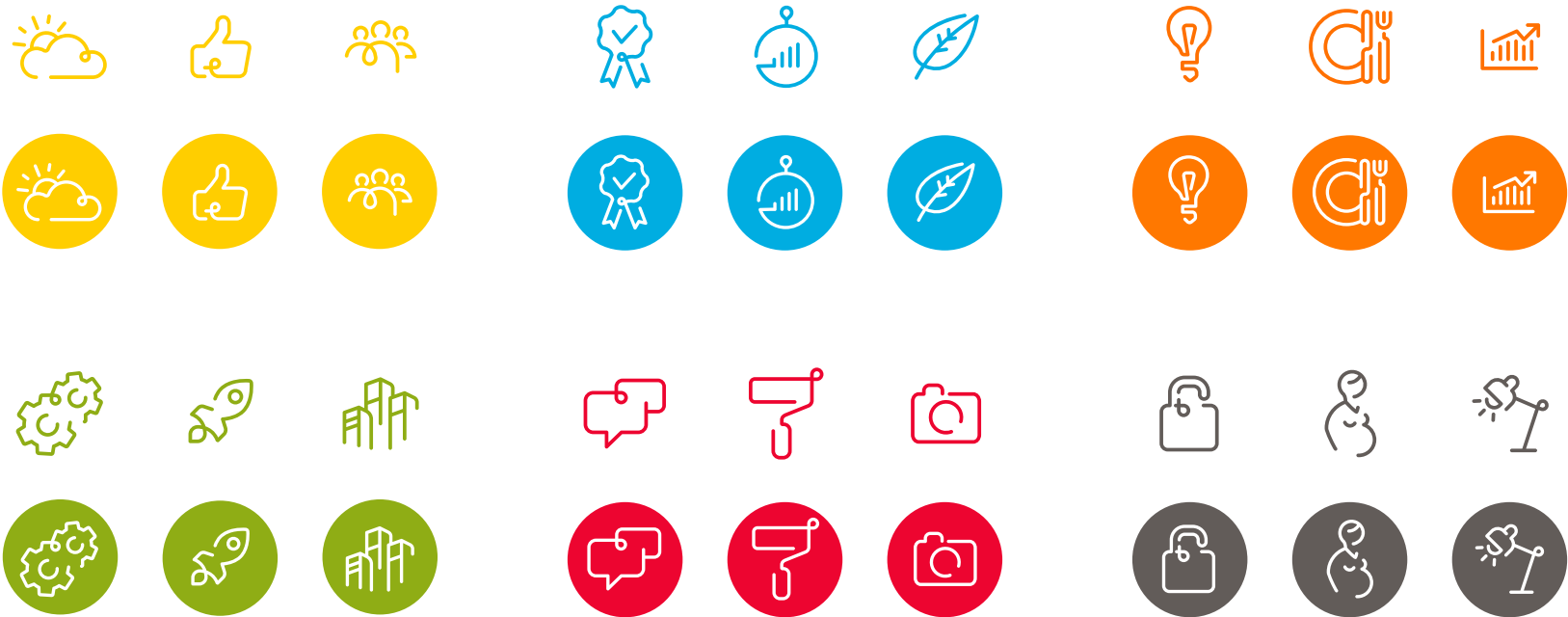
1 color



2 colors



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

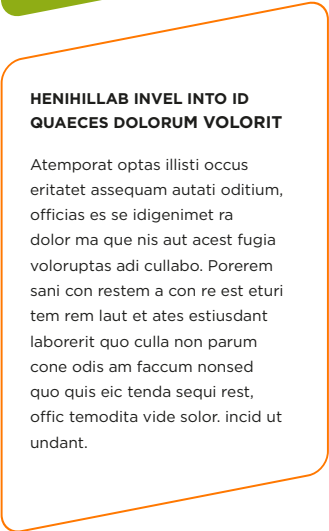


Image + shadow



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, 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.

## 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

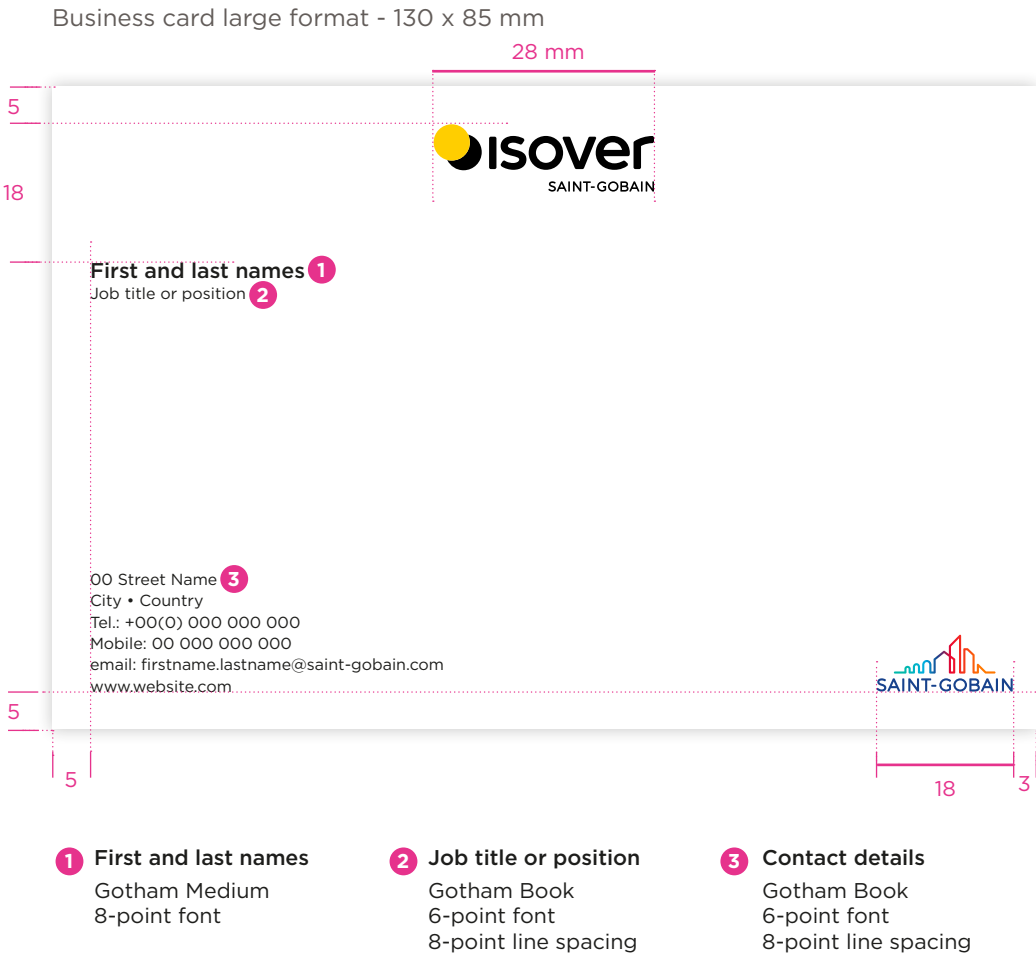
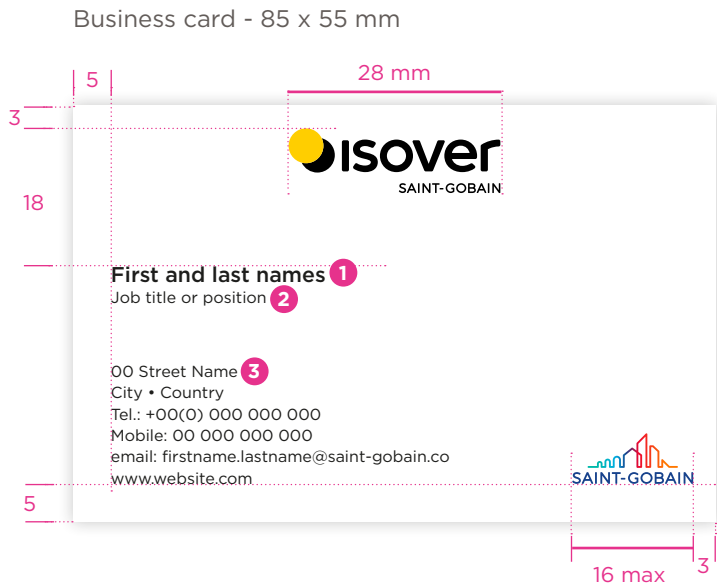


10 mm



## **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

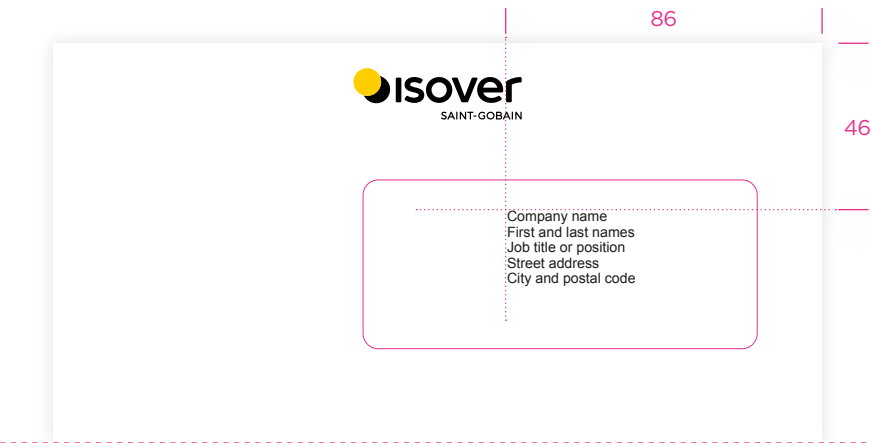
# Letterheads

## LETTERHEAD WITH ADDRESS

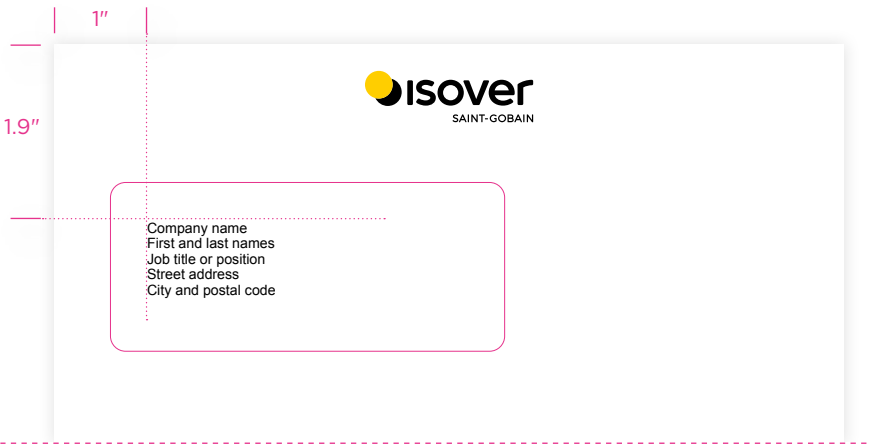
The logotype is always centred at the top of the letterhead.

### 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



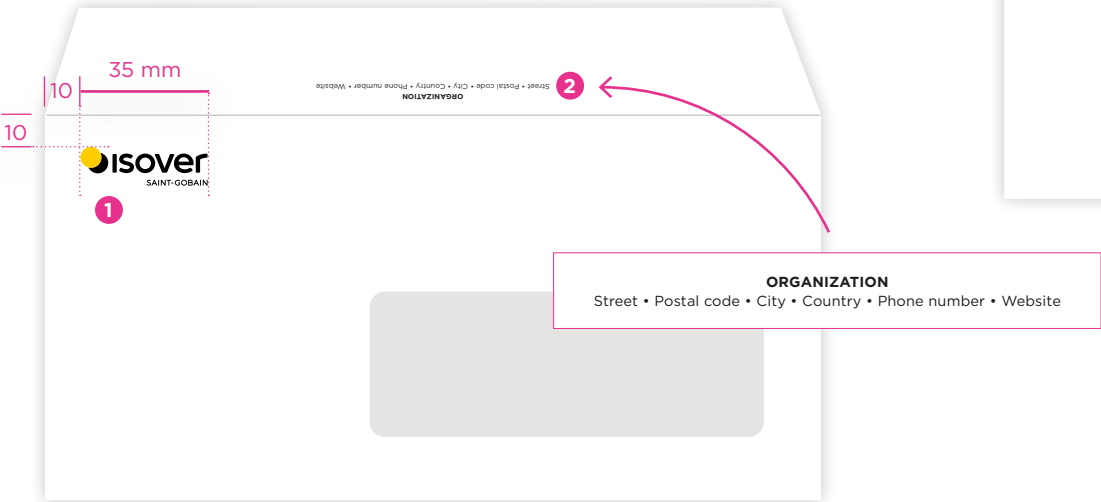
Letterhead U.S. format - 8.5" x 11". Dimensions are in inches

## FRENCH FORMAT

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

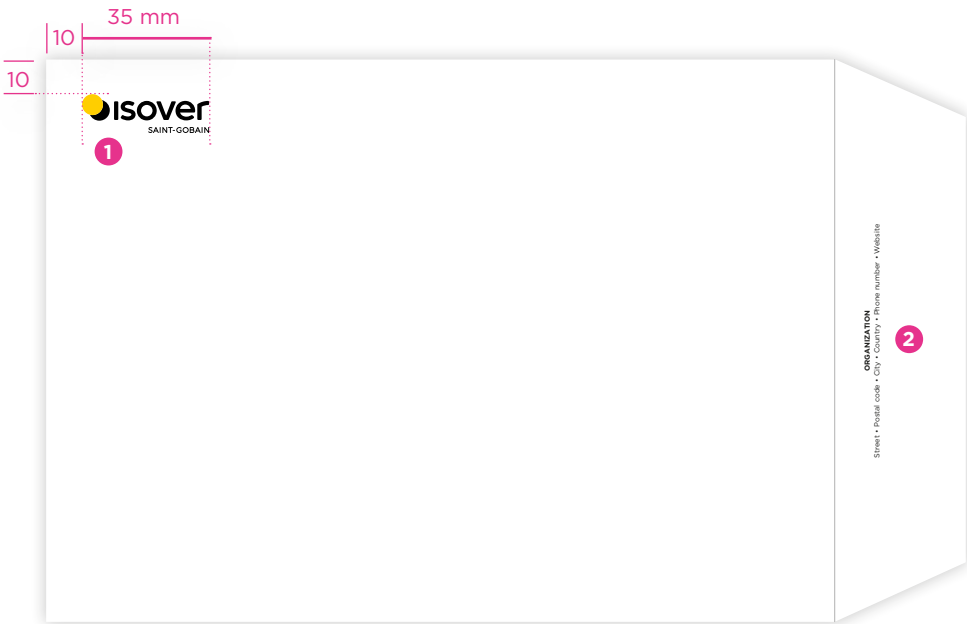
Put the contact details on the flap (on the back of the envelope when sealed).

220 x 110 mm envelope



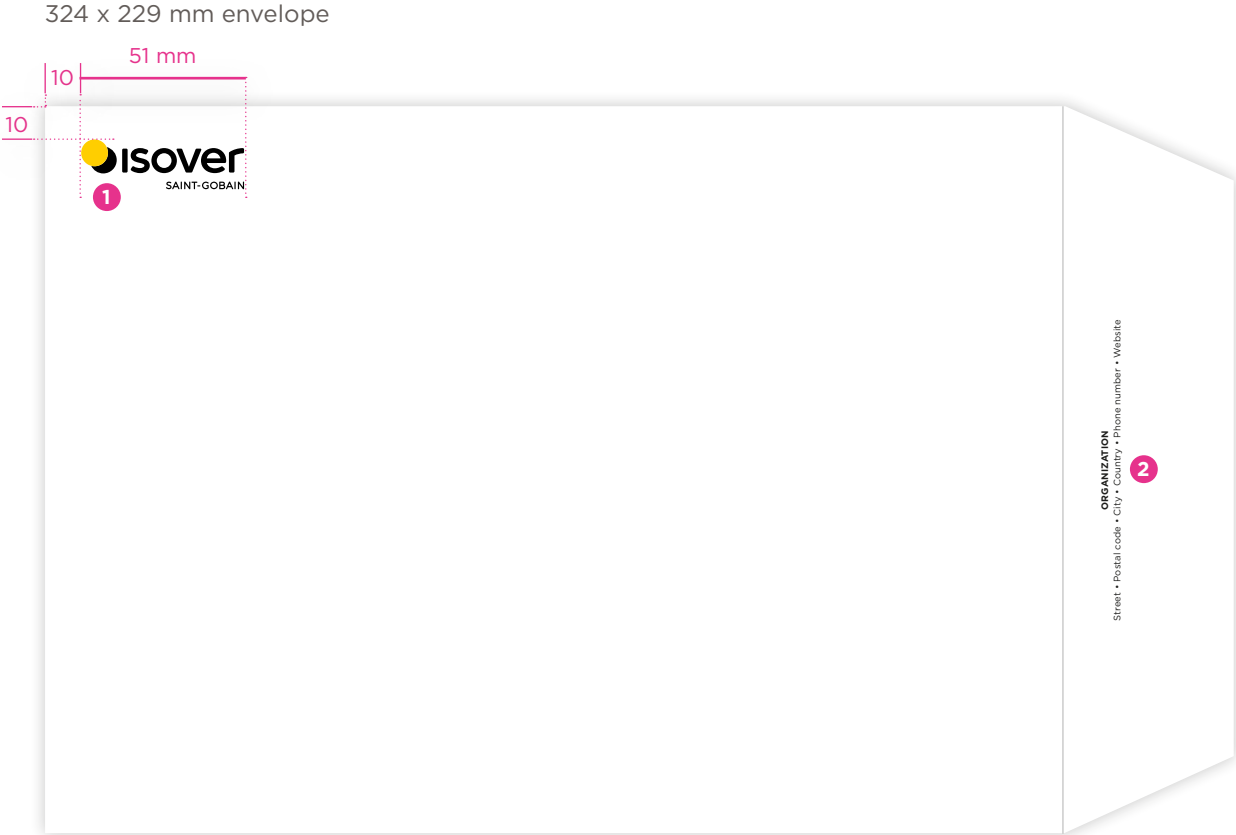
Dimensions are in millimeters

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

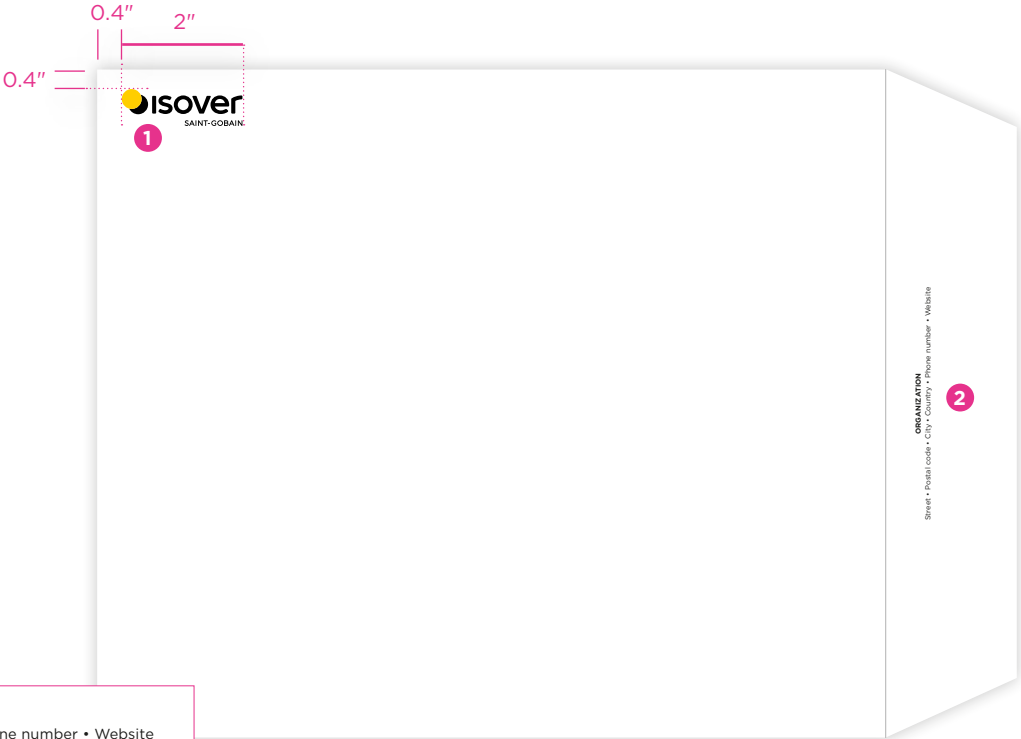
# Envelopes

## 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

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BIOGRAPHY

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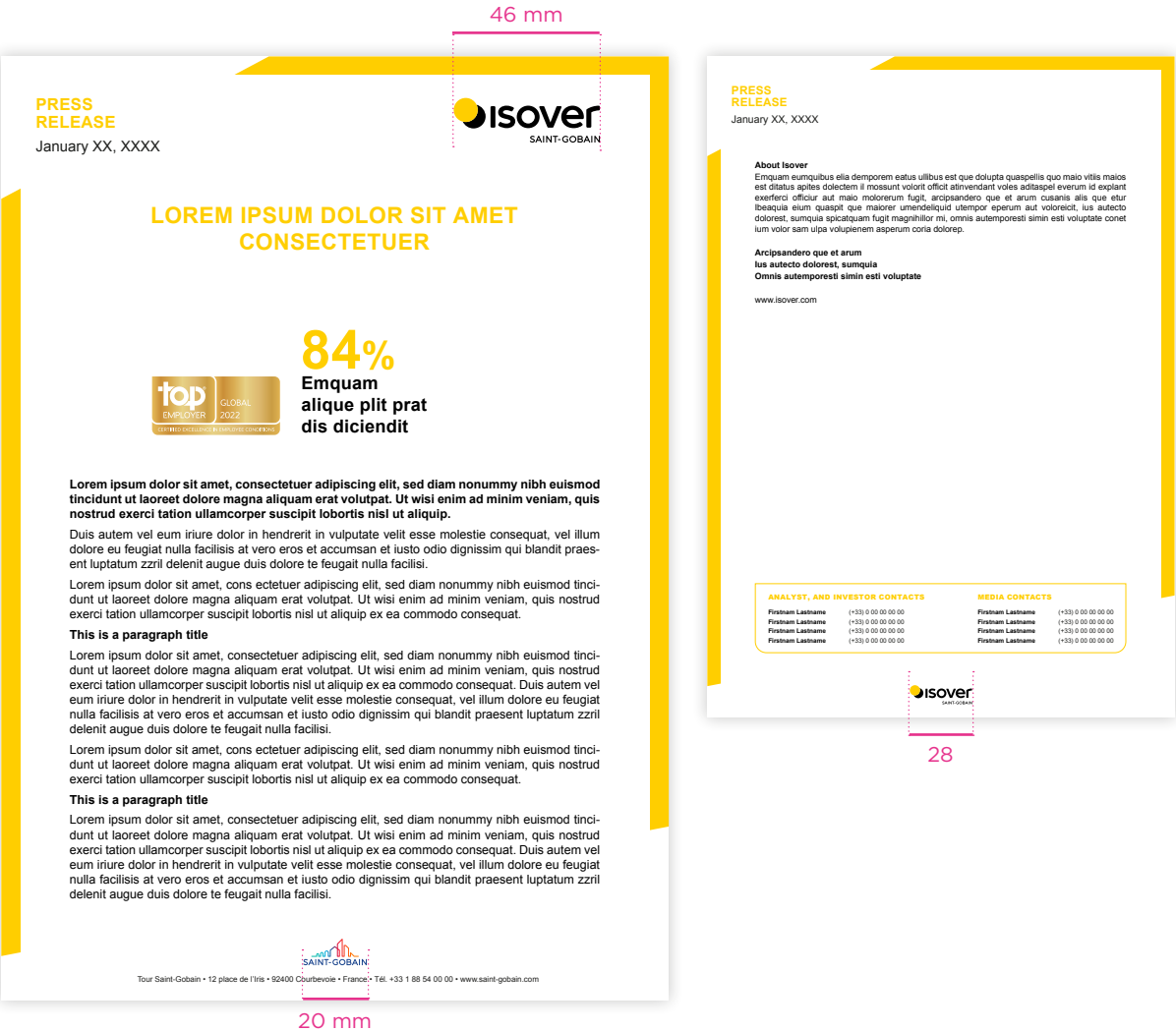
  
SAINT-GOBAIN

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.

- 1

**Name**  
Arial Bold  
11-point font
- 2

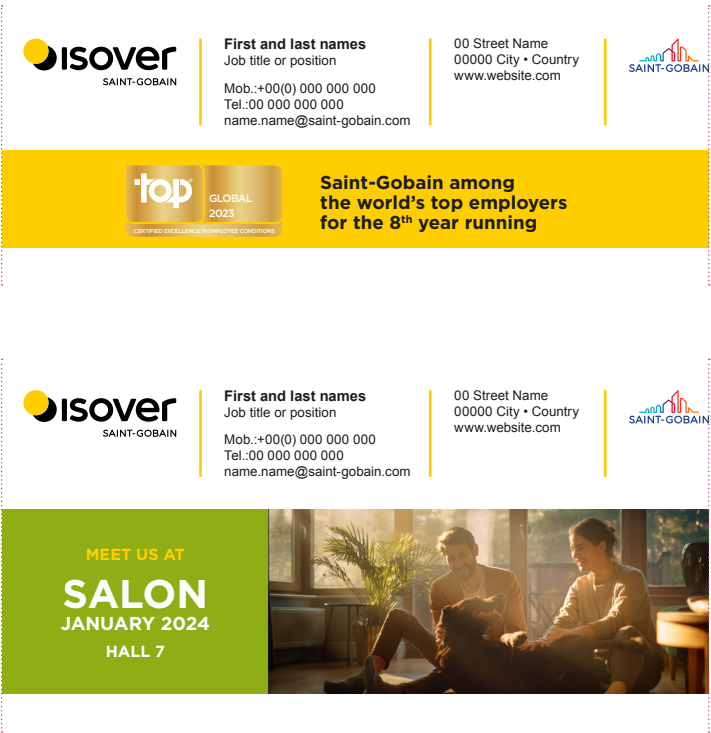
**Job title or position**  
Arial Regular  
10-point font
- 3

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

## Email signature

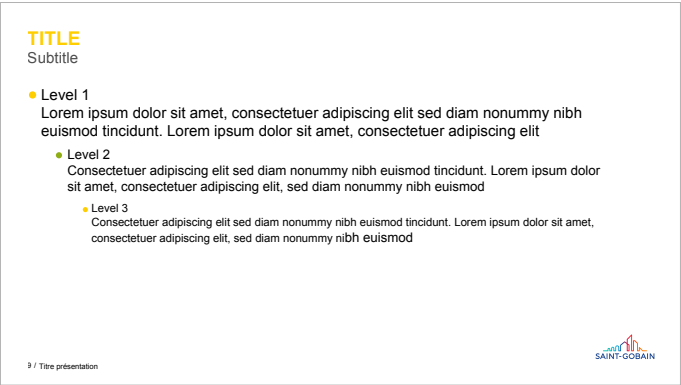
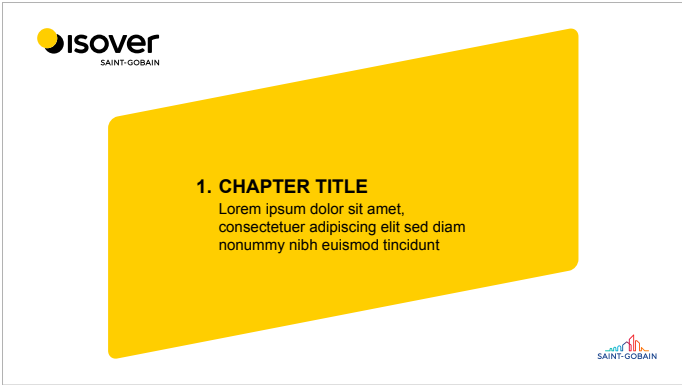
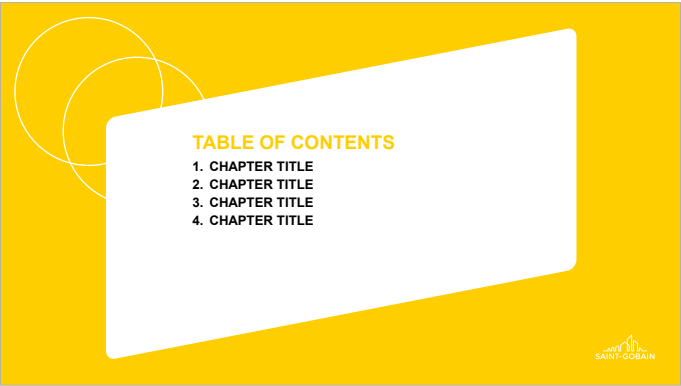


## Event email signature



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.).

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.

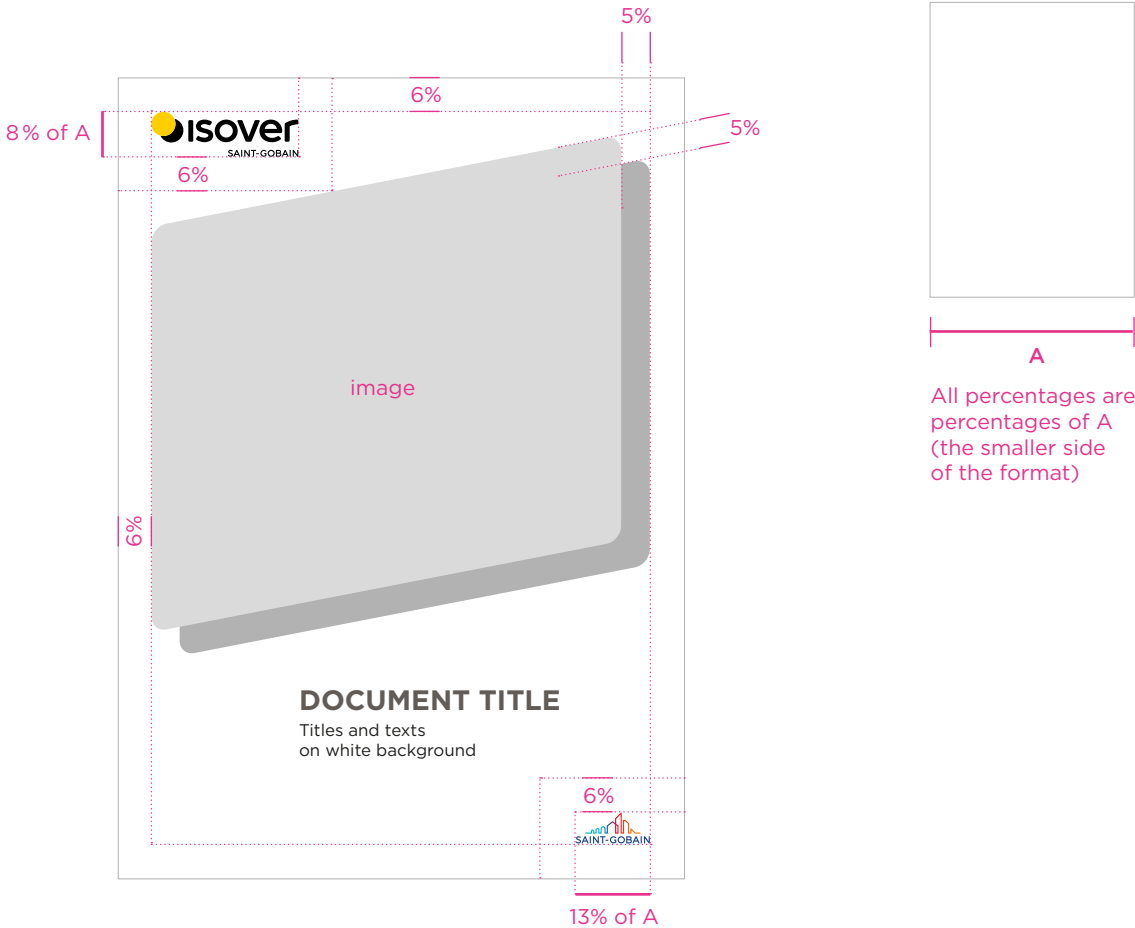
### For sizes equal or superior to A4

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.

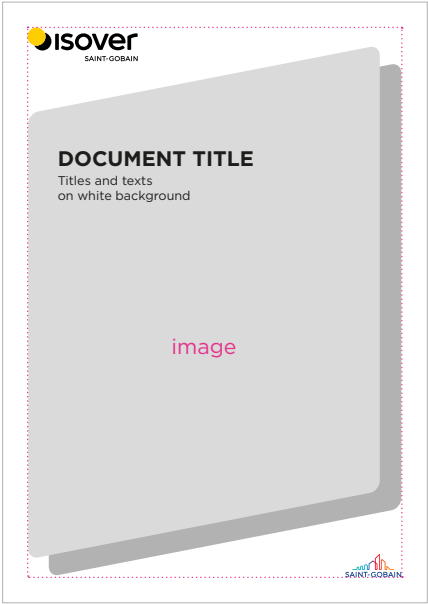
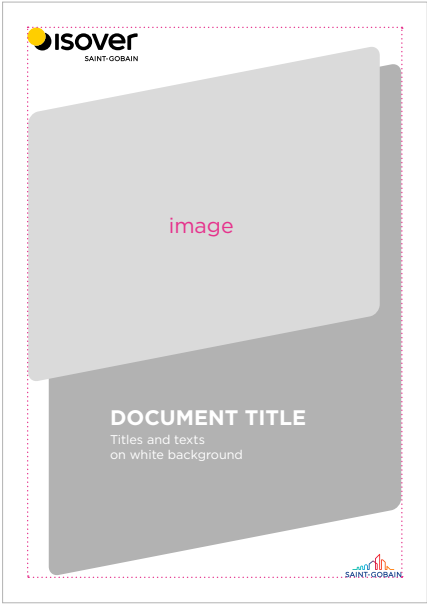
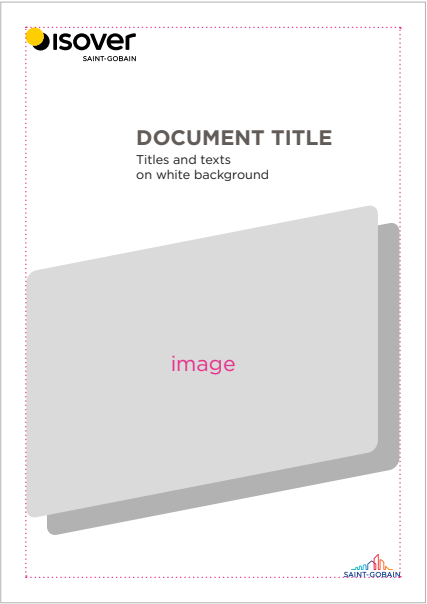
The placement of elements in the format is relatively free.

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

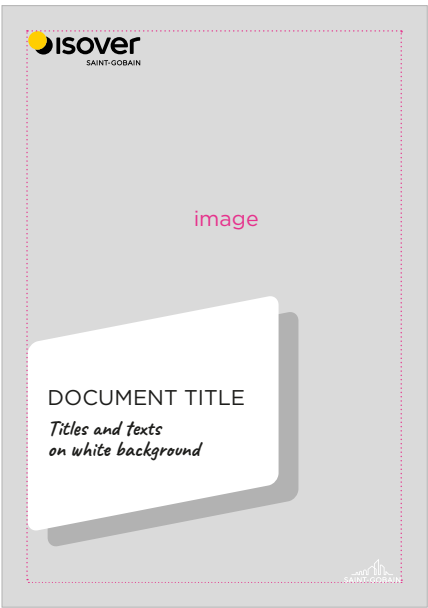
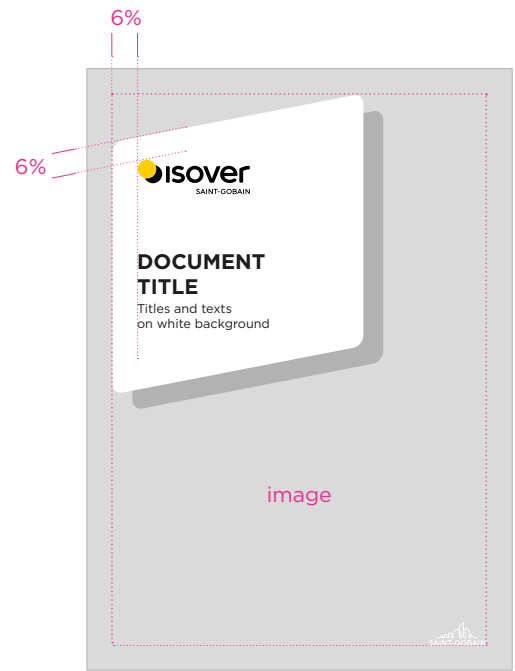
## GENERAL DOCUMENTATION BIS

### 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.

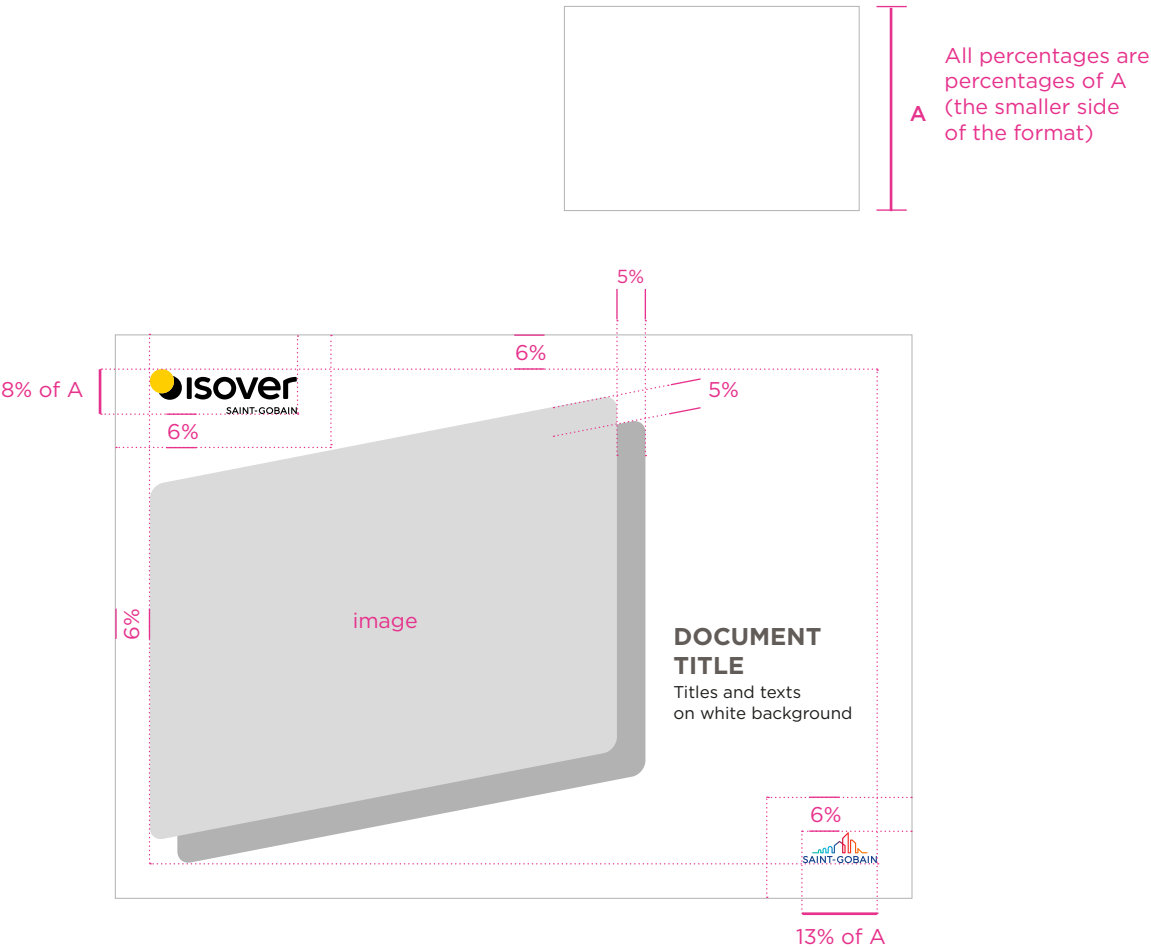
Logotypes are proportional to the size of the document.

### 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.

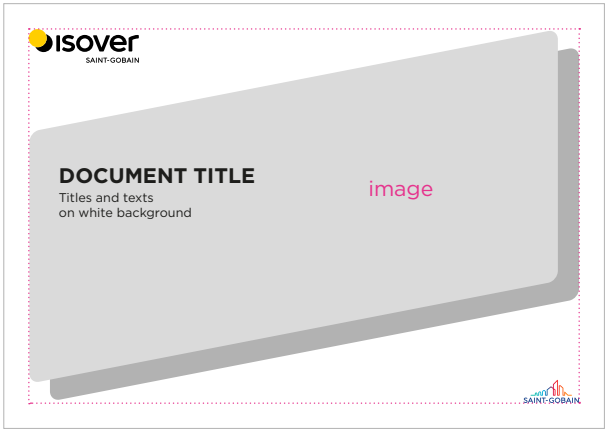
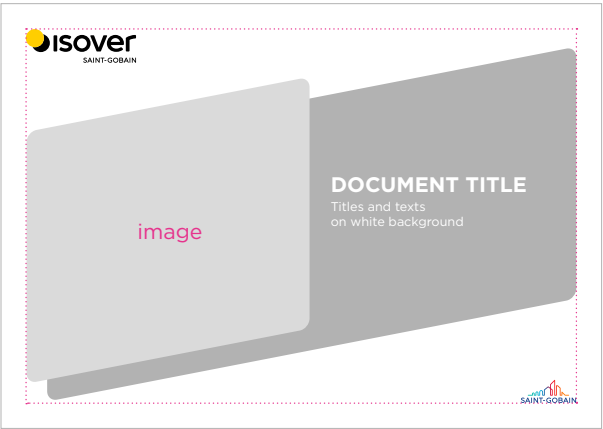
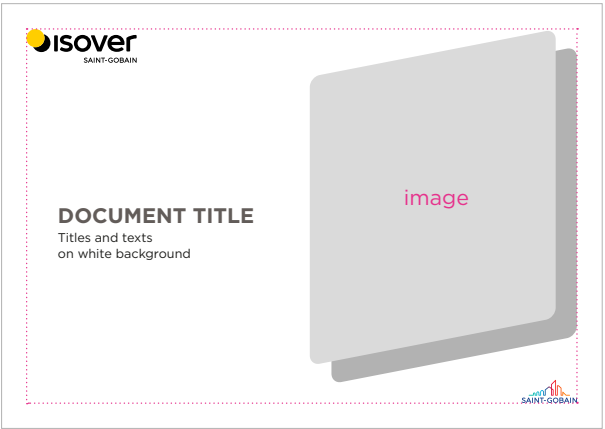
The placement of elements in the format is relatively free.

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

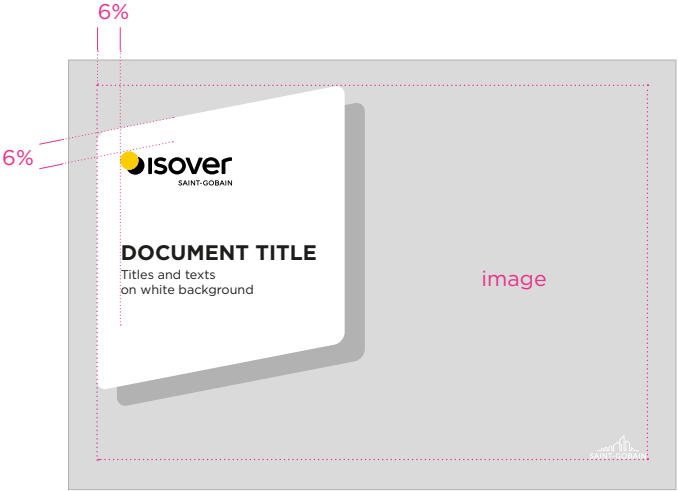
## GENERAL DOCUMENTATION BIS

### 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

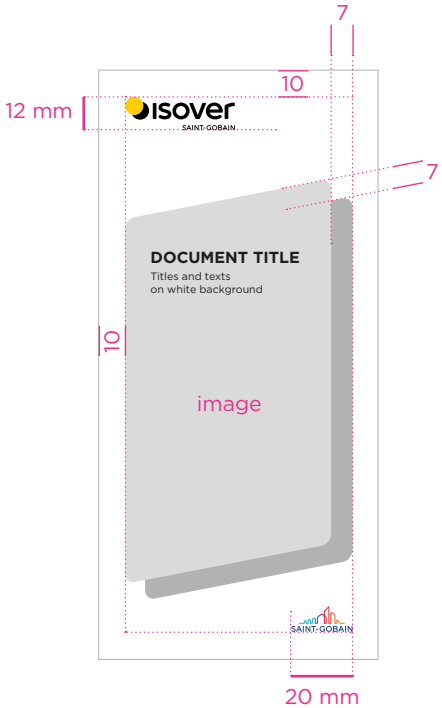
For other formats, the structure of the document remains the same. Only the dimensions change.

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

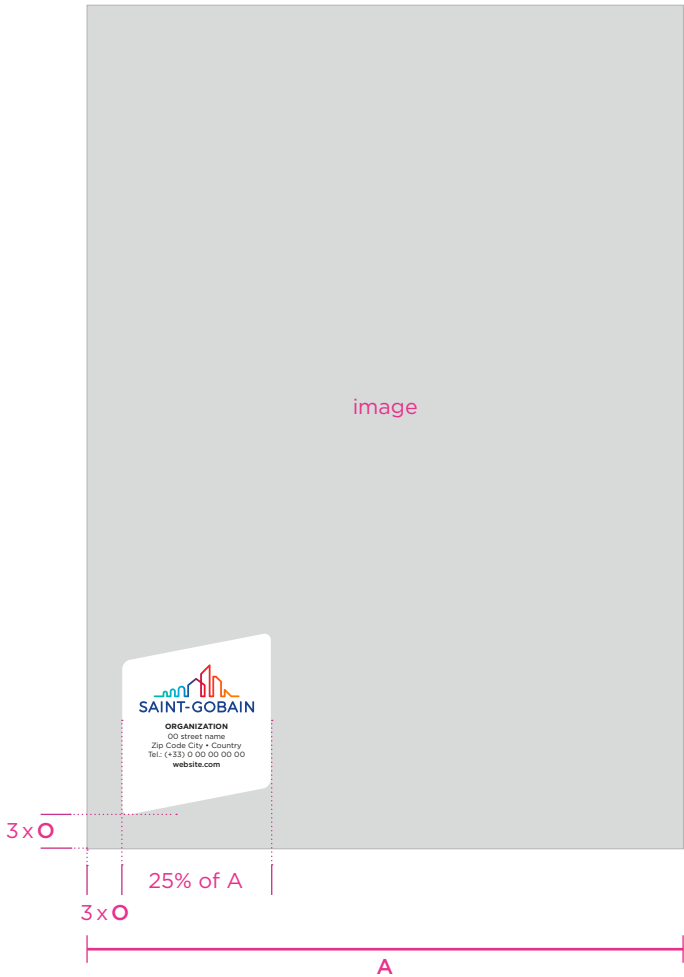
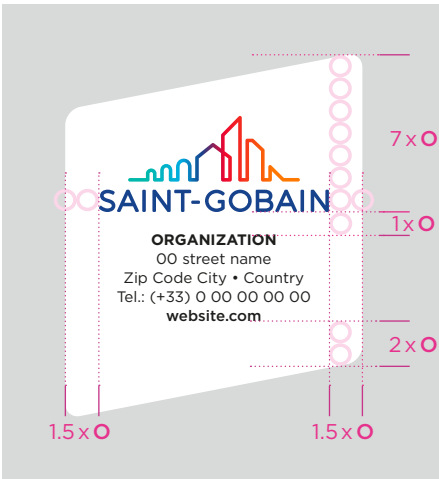
Insert the Saint-Gobain logotype and the company details in their dedicated cartouche. Depending on the amount of information in this space, you can change its height.

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.

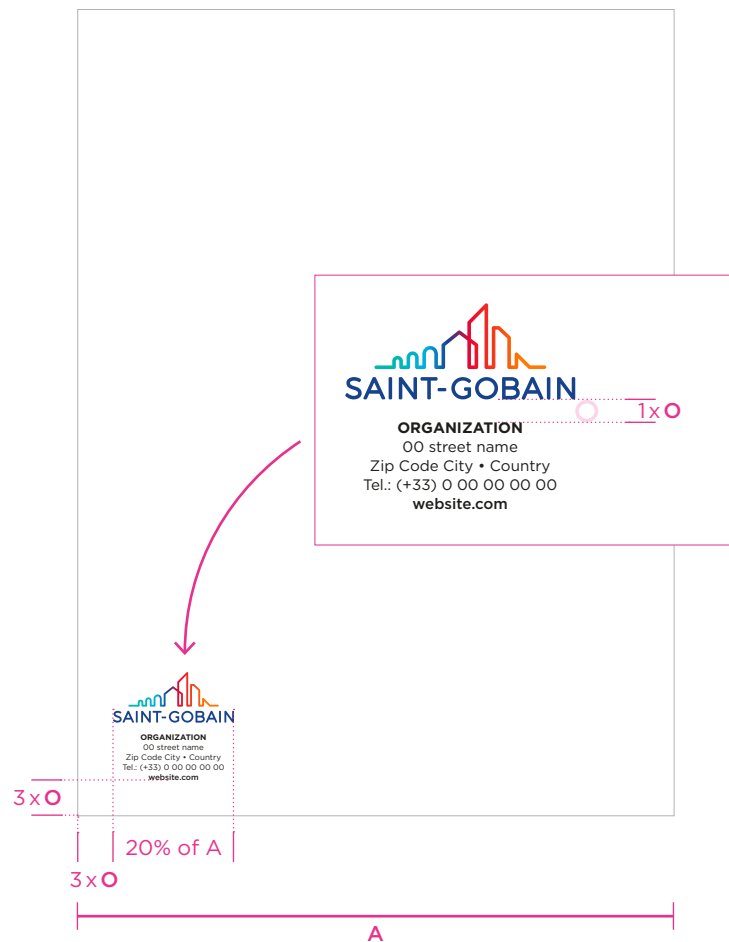
On photo or high-density backgrounds use the color version of Saint-Gobain logotype in its white iconic shape.

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

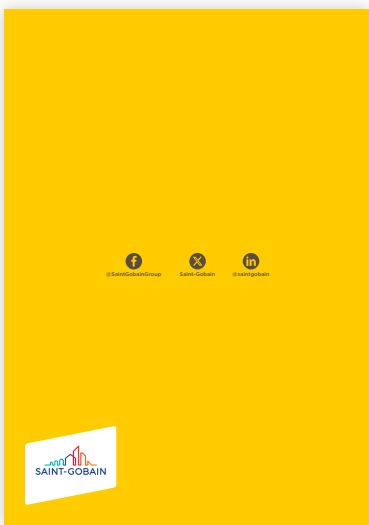


# Back covers

## 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.

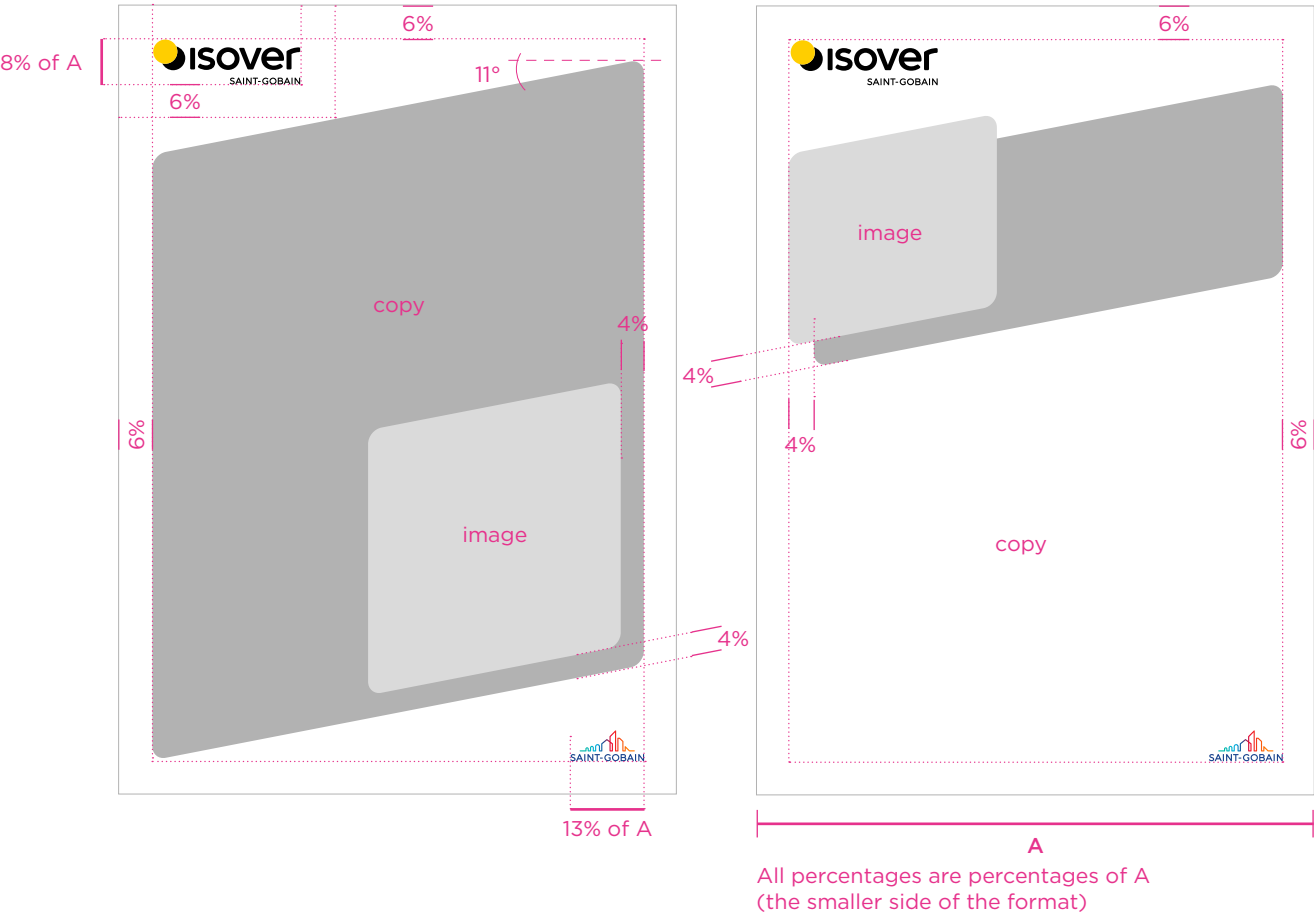
The shadow of this iconic shape is a strong element of Isover's identity.

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

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## 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

- EUCEB certified









## EVELLANI ATIATINTI DAND IGNIET OMNISCID

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Inner page

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- Temquod odio
- Et tem quae vide officur aut laboratius aut voluit

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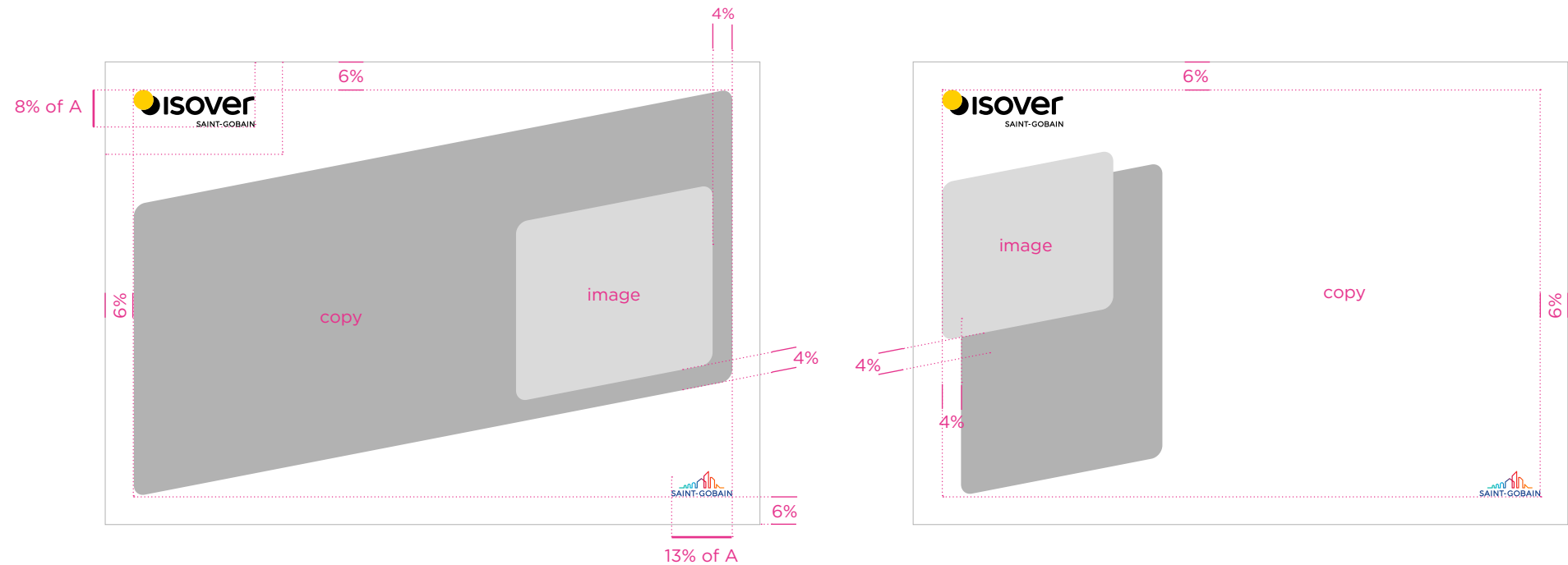
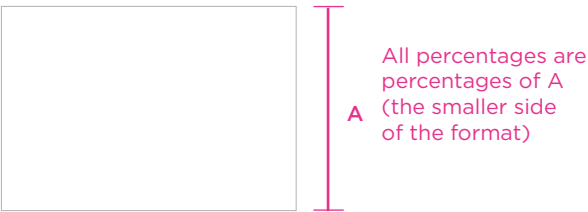
Product ISOVER	Reference	Longueur	Larguer	Conditionnement
Adhesif Vario® Fast Tape	12483	40	25	8
Adhesif Vario® Double Face	68546	50	18	15
Adhesif Isofoch	67260	10	15	2
Adhesif Vario® MultiTape 100	72432	40	6	8
Adhesif Vario® MultiTape 60 mm	82461	35	5	10
Adhesif Vario® MultiTape 150 mm	84336	20	15	1
Isore Ruban Vario® Protège	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

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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
- EUCEB certified







**EVELLANI  
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IGNIET OMNISCID**  
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*Fugiente ndaecesed cita speles*



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- Laborecto exceperiam ape vel invenec
- Fugiente ndaecesed untur rercita speles excero
- Ibeatem acientur. Fugiente ndaecesed

**1 Evellani atiatinti**

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**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

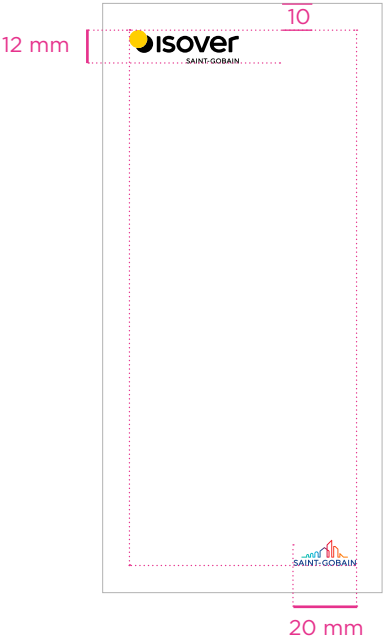
For other formats, the structure of the document remains the same. Only the dimensions change.

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



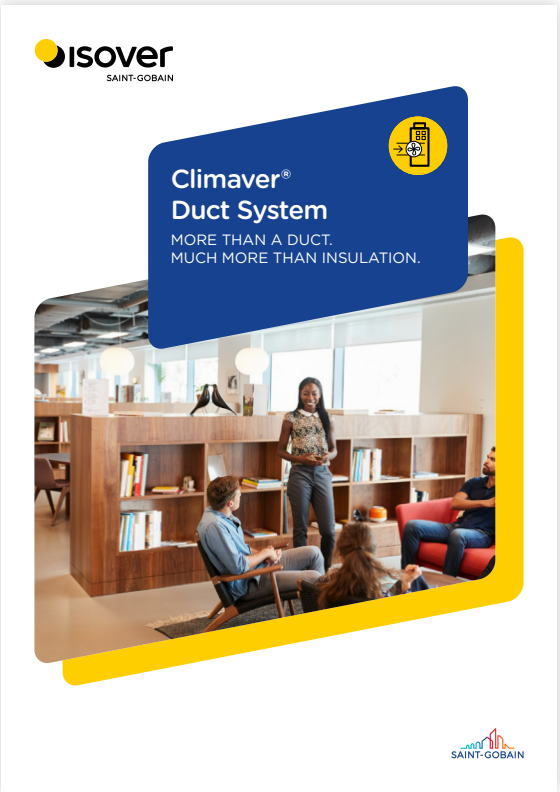
# Front covers

## 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**

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**Performance**

**BETTER ECONOMIC VALUE**

- Lower energy bills
- Good ratio performance/price

**BETTER USERS' EXPERIENCE**

- EUCB certified
- Non combustible

**ISOVER**



**Product: Isover new hilupta veri dolorum desctis utaqut fiber Letcae prabon fugit fast**

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 quideliqae corrum

ISOVER

ISOVER

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**LOREM IPSUM 100% ISOVER**

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[www.isoover.fr](http://www.isoover.fr)

19 · Torem la quideliqae corrum

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● Lignimporro alition superferiore

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● Ipse nis aut quia volati veridacem nonem.

● Itasitem harum fugitase

**LOREM IPSUM**

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

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**LOREM IPSUM**

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

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**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  
pilele execution

Significant optimization  
of thermal performance

**HENHILLAB INVEL INTO ID  
QUAECE DOLORUM**

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laut et ates illuptamus am  
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**ET EXPEDIT DOLORIA  
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23

protect

Atemporat optas illisti  
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**HENHILLAB INVEL INTO ID  
QUAECE DOLORUM**

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**LABORERIT QUO CULLA  
NON PARUM CONE**

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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?**

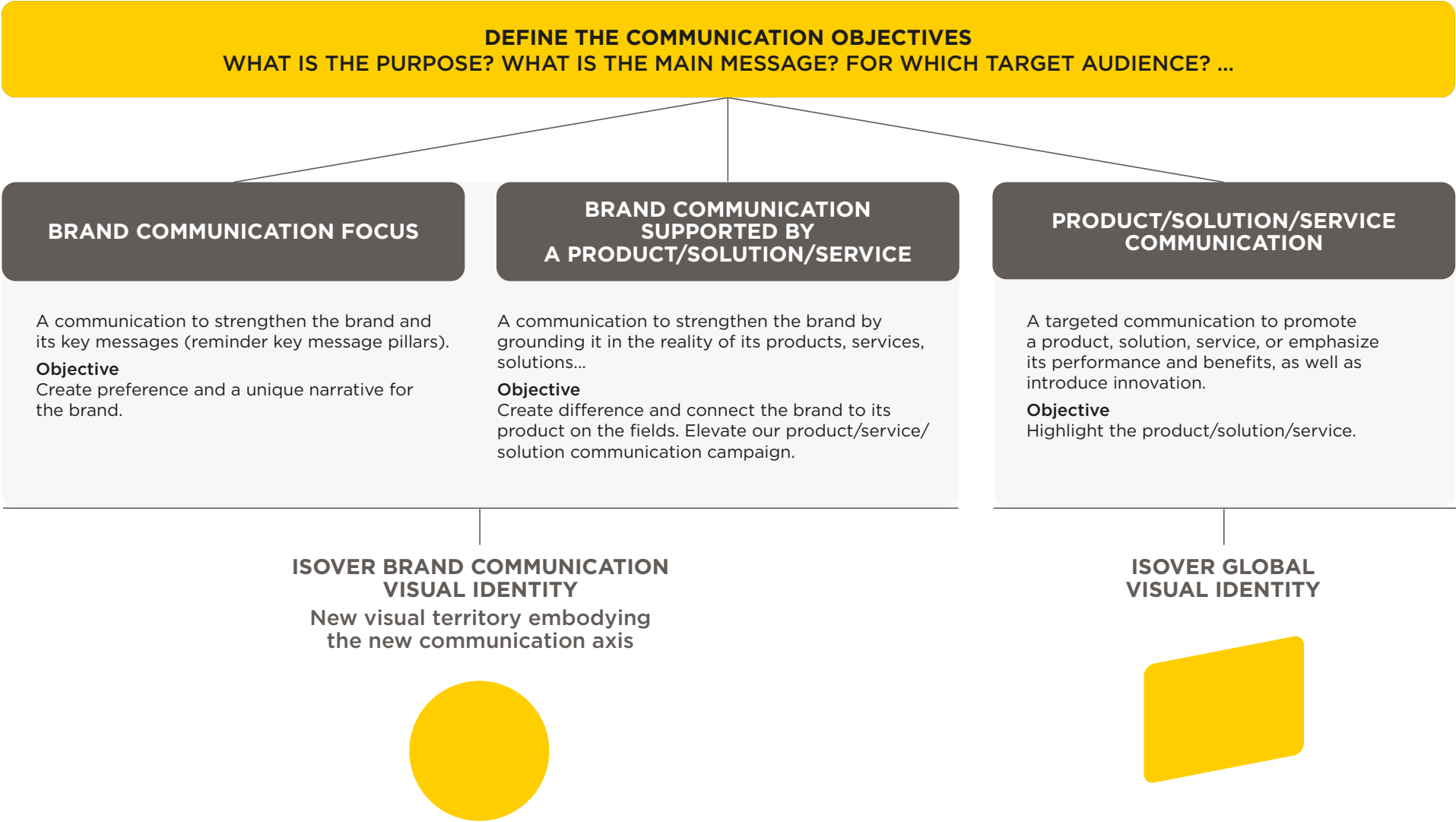
**What is the purpose of this communication?**

**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? ...

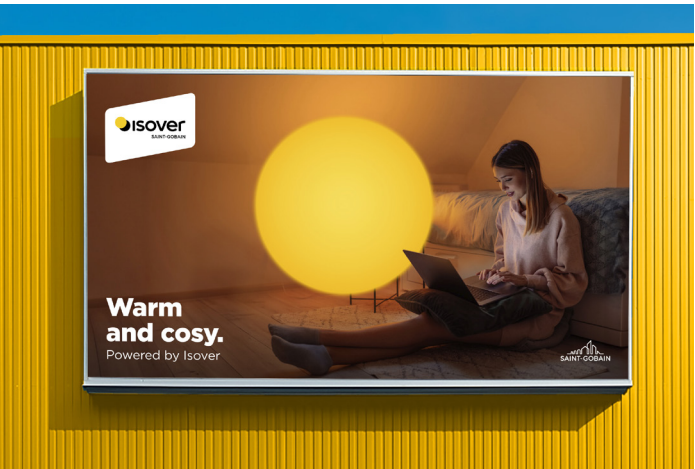
### BRAND COMMUNICATION FOCUS

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

**Objective**

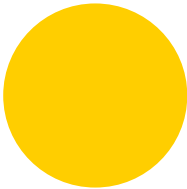
Create preference and a unique narrative for the brand.

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.

### ISOVER BRAND COMMUNICATION VISUAL IDENTITY

New visual territory embodying the new communication axis

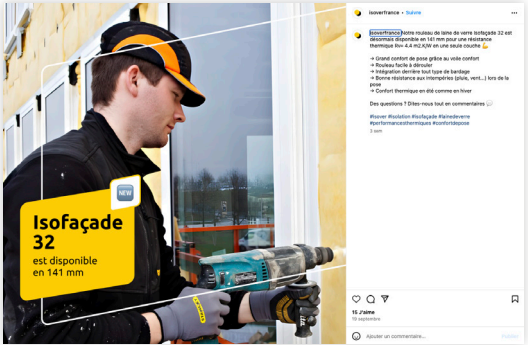
Example



# Brand or product communication? NEW

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

Examples

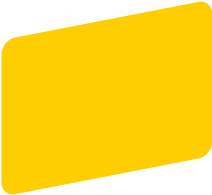


PRODUCT/SOLUTION/SERVICE  
COMMUNICATION

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

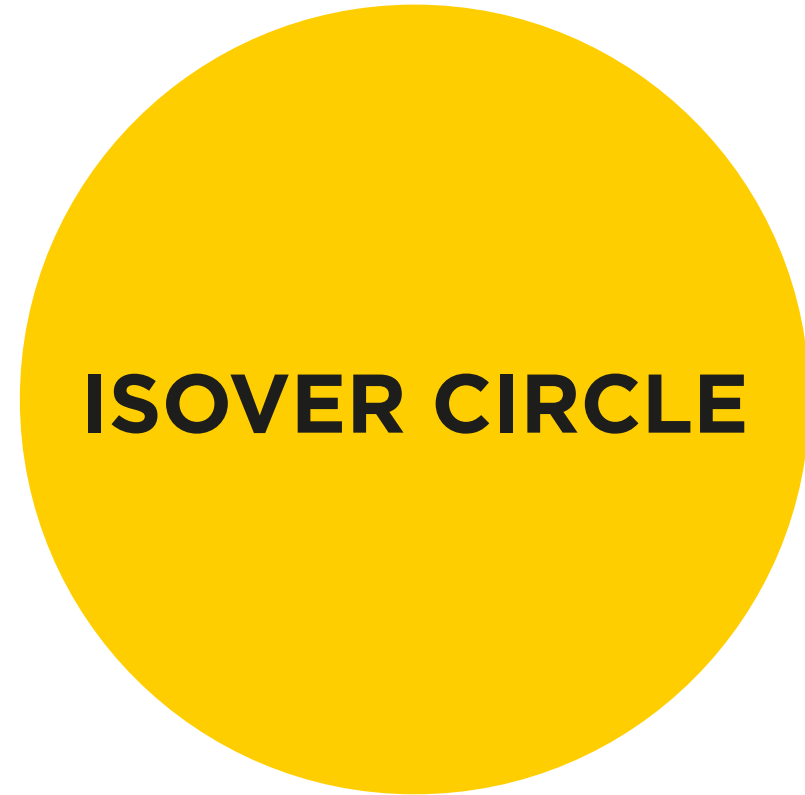
**The Isover Circle** is extracted from our Isover logotype and is used on some communications to reinforce the brand specificity and visually translate our communication axis: **the hidden hero of our living spaces.**

It is used for 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



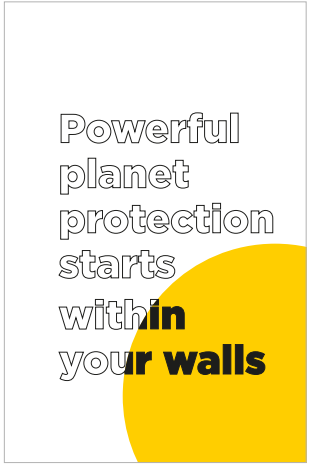
# Isover Circle & typography

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.**

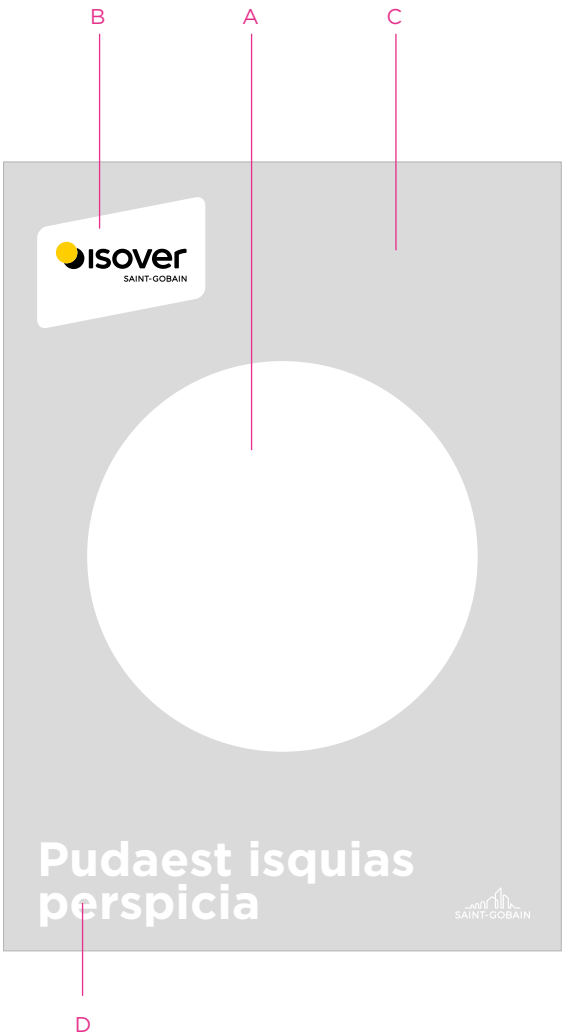
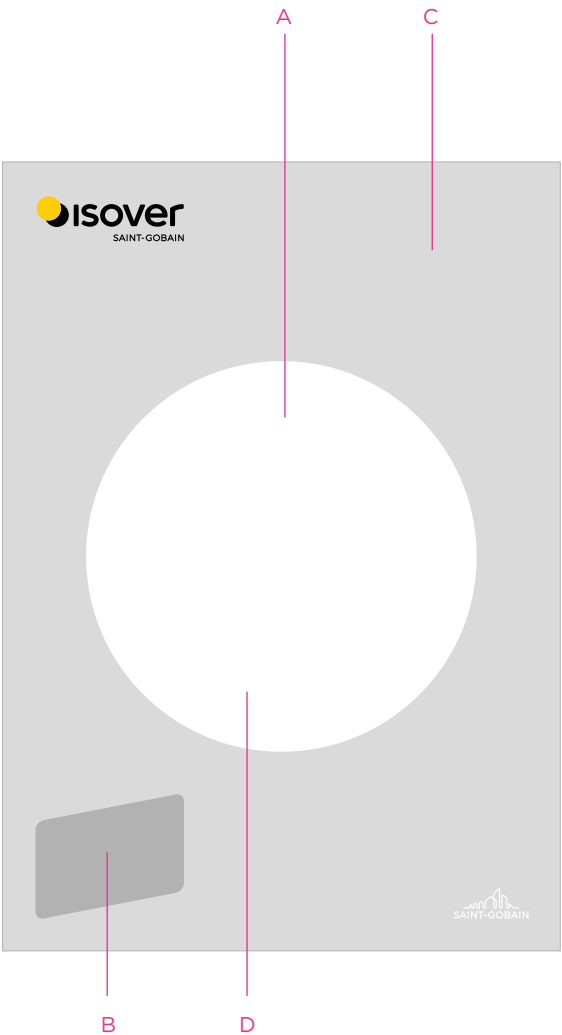
**B. The iconic shape is optional** and is used to support content, like the logotype, or any other content.

**C.** Visual.

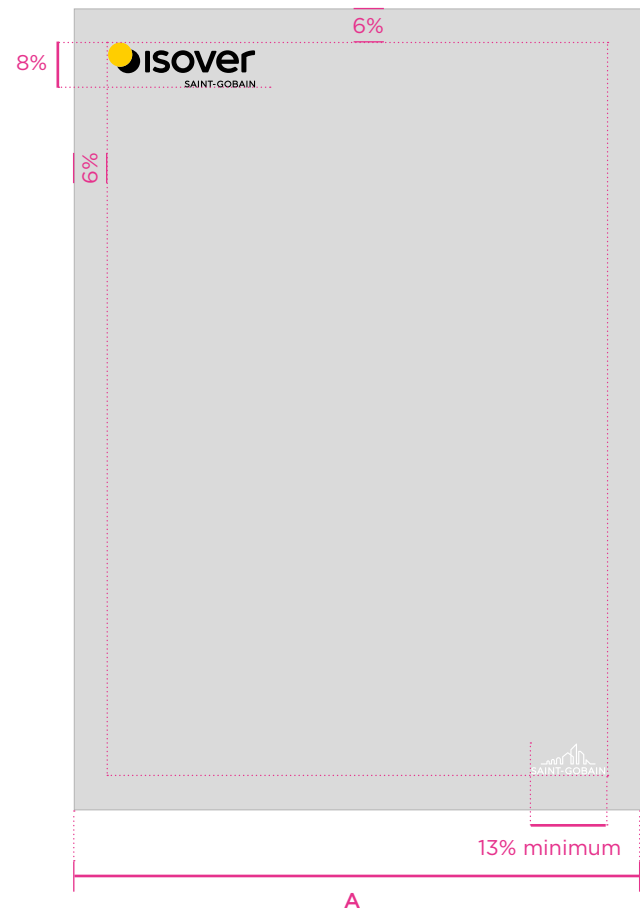
**D.** Headline or copy text in Gotham.

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.

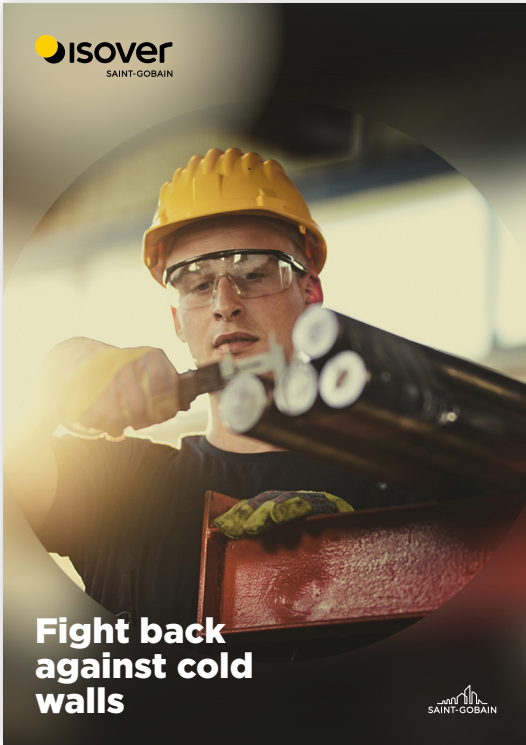
Using the logotype in its monochrome version is prohibited, except for assets published on social media.



VERTICAL FORMAT

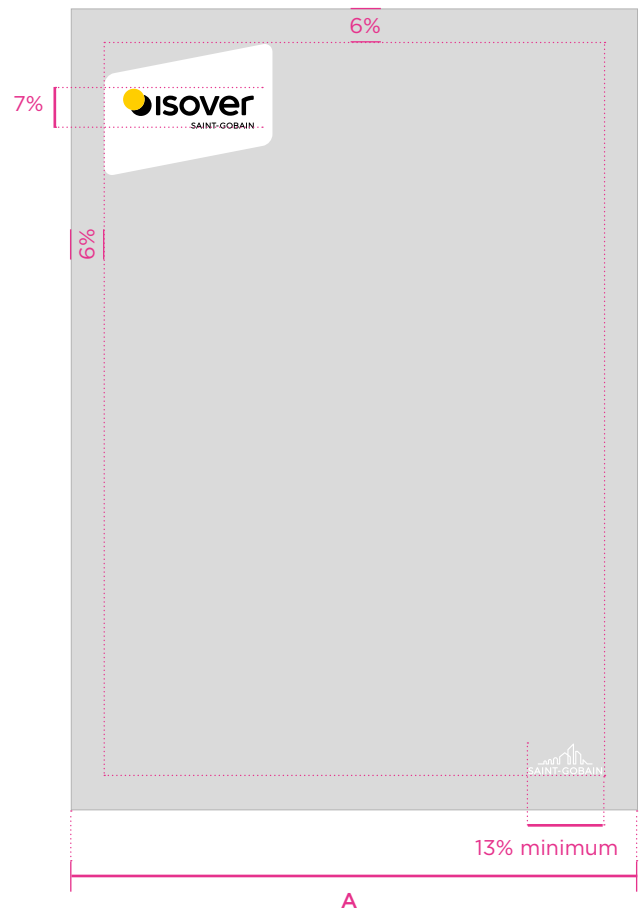


This poster could be used for press ad, for billboard or display in a site.



# Poster

## VERTICAL FORMAT BIS



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

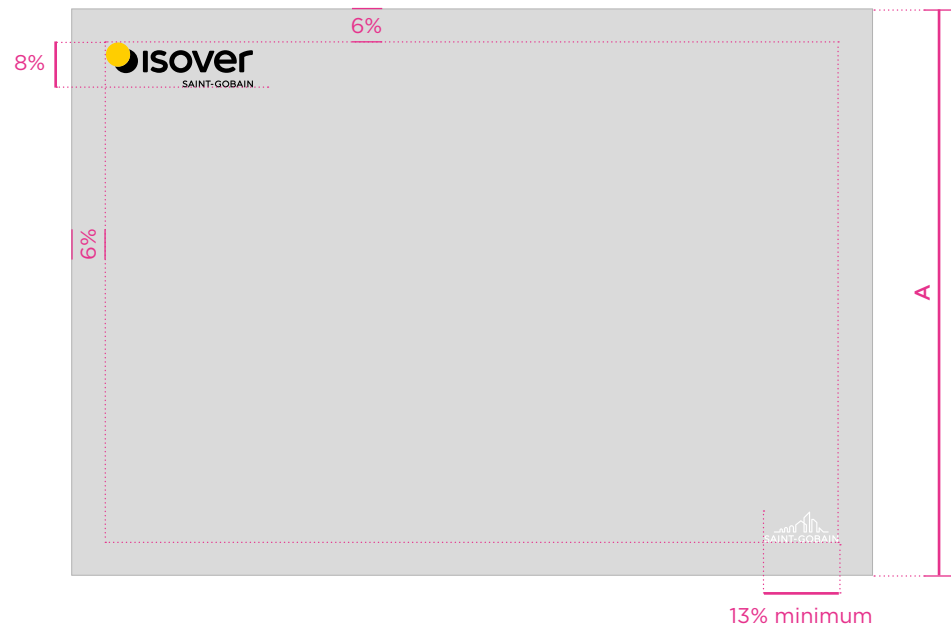


Poster



# Poster

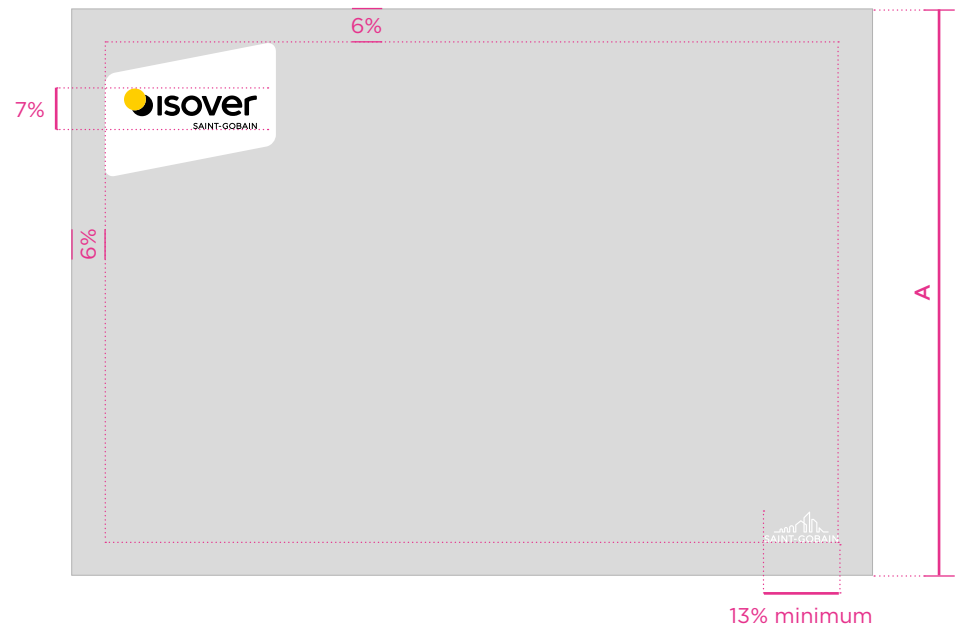
## HORIZONTAL FORMAT



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

# Poster

## HORIZONTAL FORMAT BIS

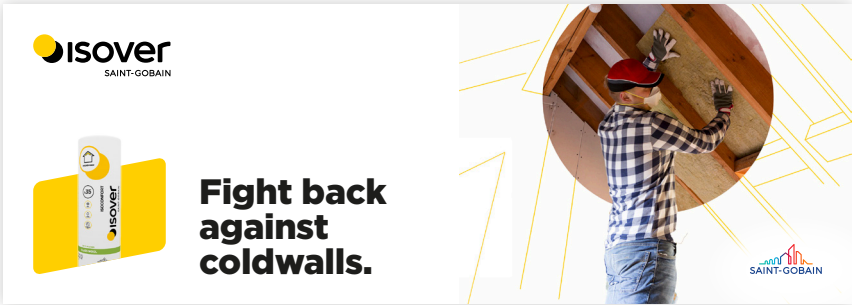
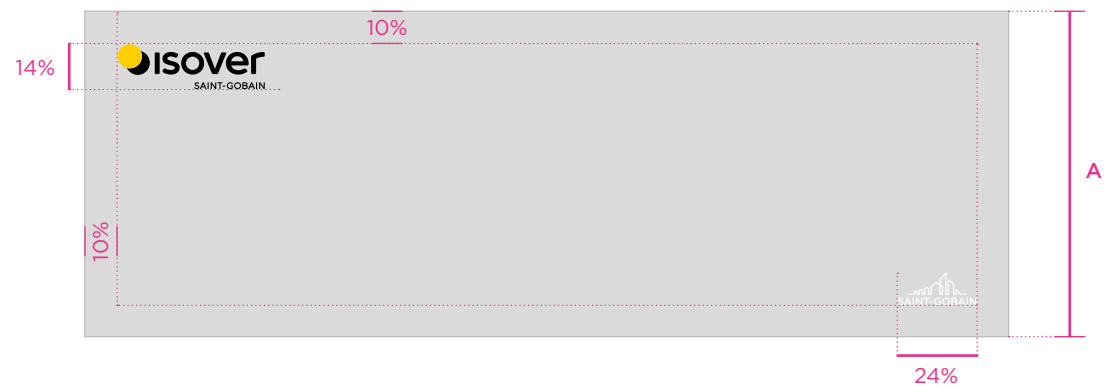


This poster could be used for press ad, for billboard or display in a site.



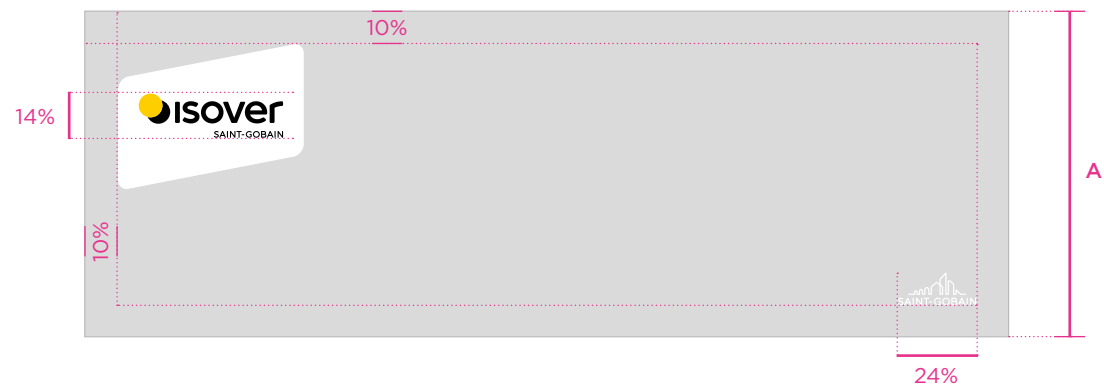
# Billboard

## HORIZONTAL BILLBOARD



# Billboard

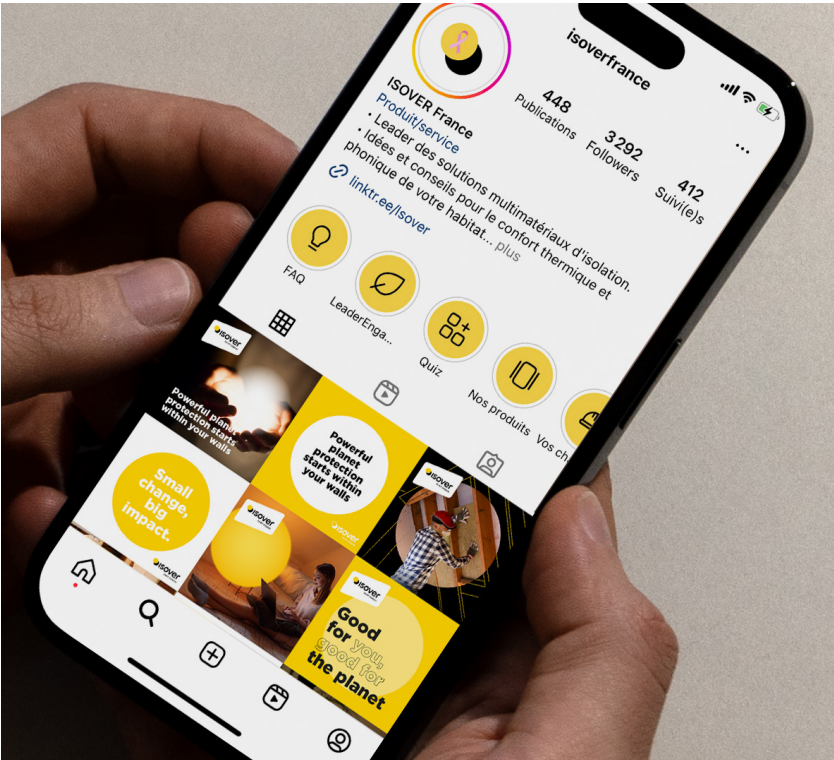
## HORIZONTAL BILLBOARD BIS



# Billboard



# Social media

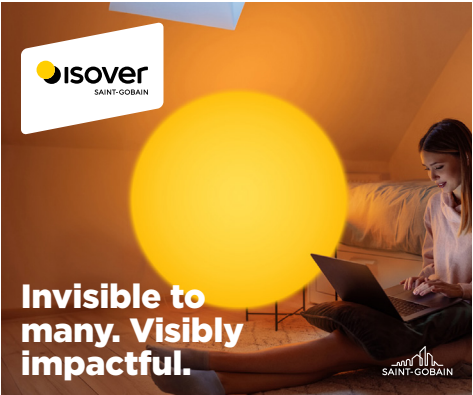


# Digital banners

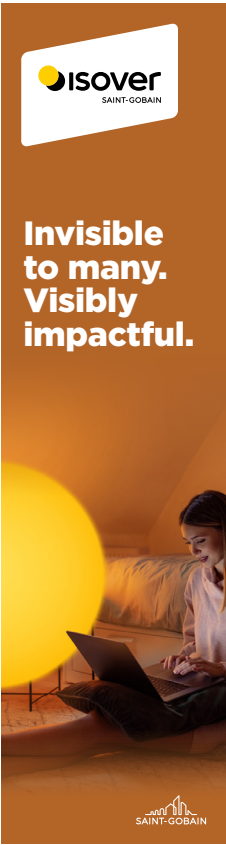
Use the circle for Brand Communication which can be supported by product / service / solution.

Use the iconic shape for Product Communication only.

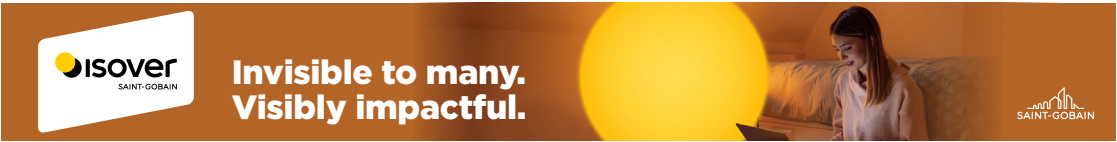
728 x 90 px



160 x 600 px



336 x 280 px



## **4.3 PRODUCT COMMUNICATION ONLY**



# Poster

## VERTICAL EXAMPLES

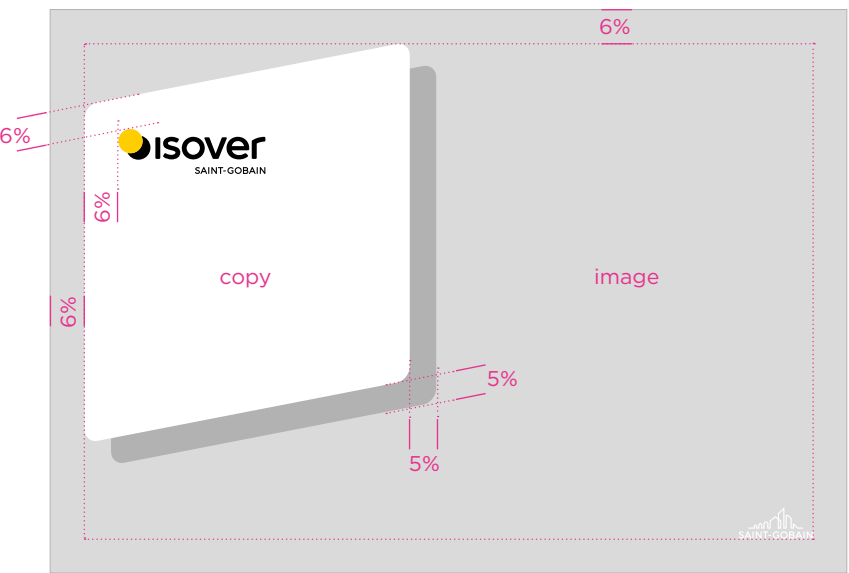
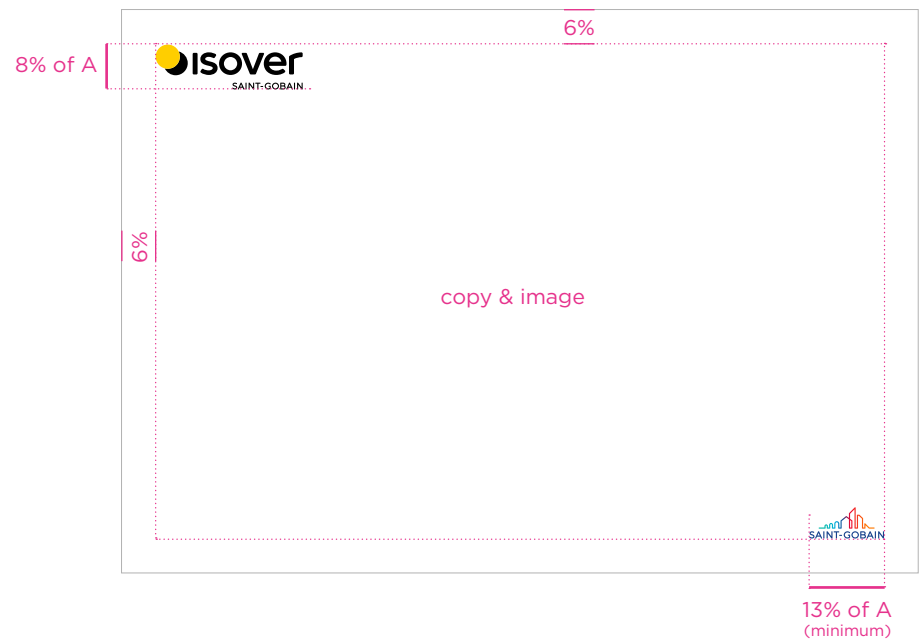
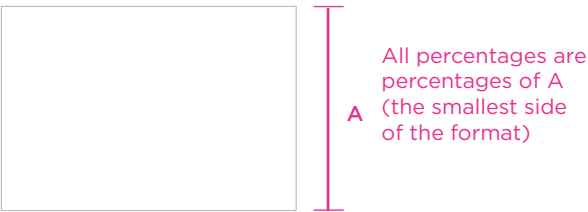


# Poster

## HORIZONTAL AD CONSTRUCTION

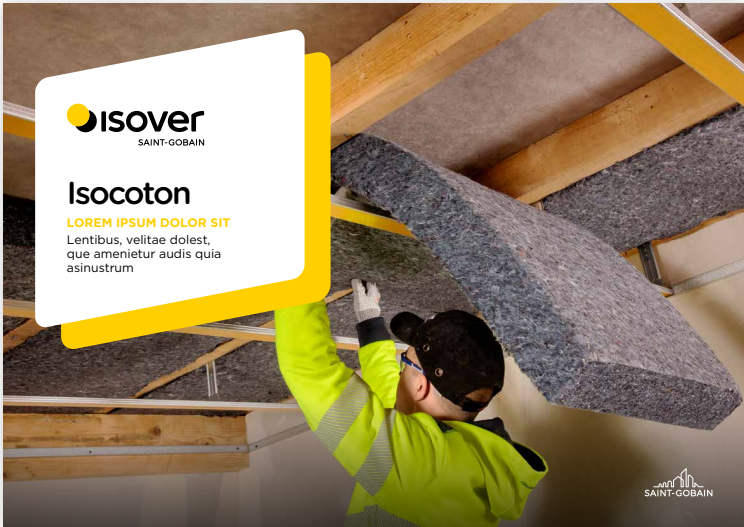
For horizontal formats, the system remains the same as for vertical formats.

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

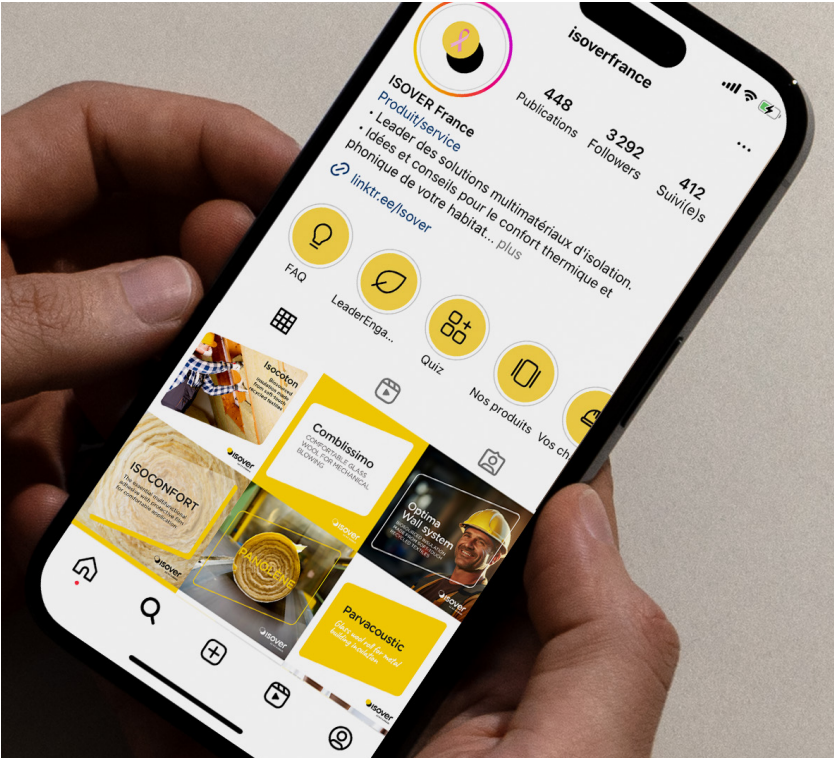


# Poster

## 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**  
#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.

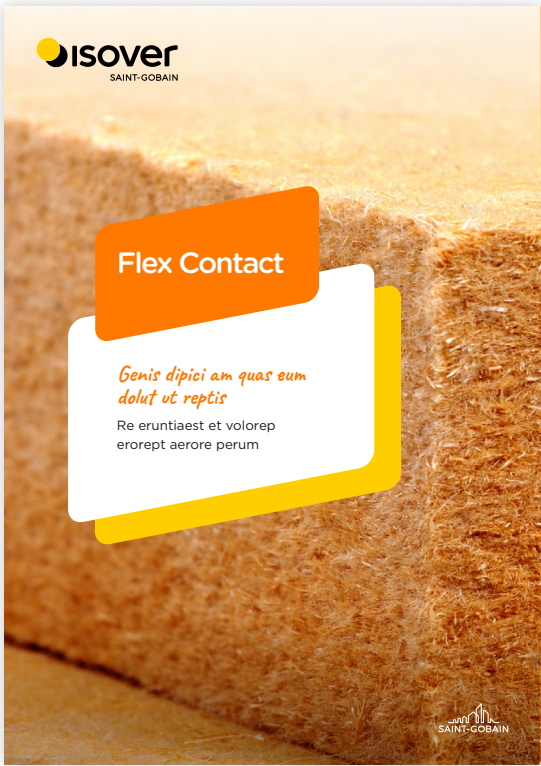
### Horizontal cover



### Vertical cover



### Advert



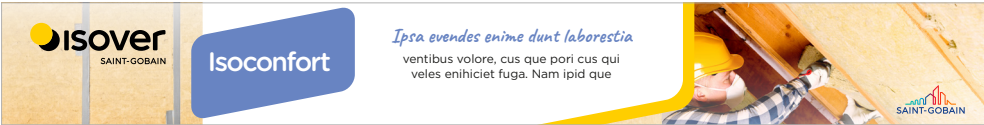
# Examples

## DIGITAL

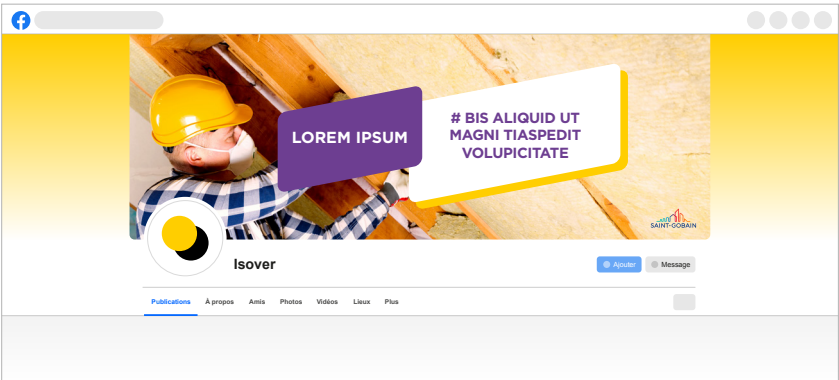
Banner - 160 x 600 px



Banner - 728 x 90 px



Header Facebook



Posts



# **6** **DIGITAL AND AUDIOVISUAL**

## 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



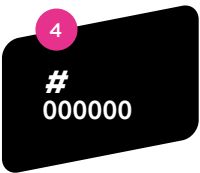
- cell background color
- button background color



- interface components



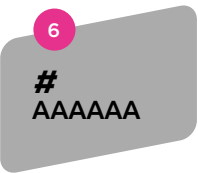
- titles
- selected navigation menu texts



- 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





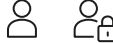


















Small text

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.

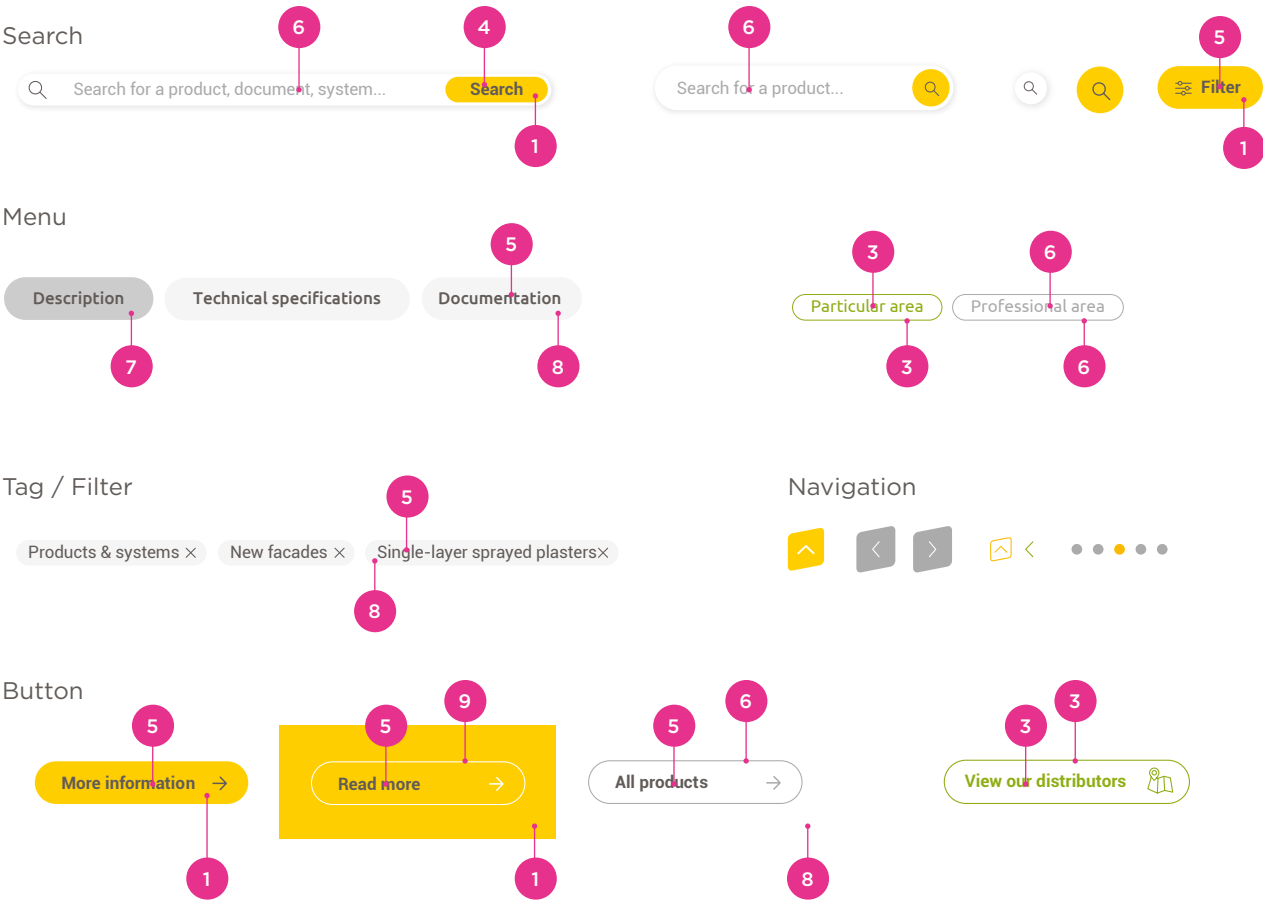
	Mail		Search
	Tel		Reading time
	Account		Date of publication
	Catalogue		Filter
	Download		Add to favorite
	Colors		Share
	Buy		Calculate quantities
	Meeting point		View
	Support		View our distributors
	Video		See availability
	Language		Quality label
			Application

## 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.

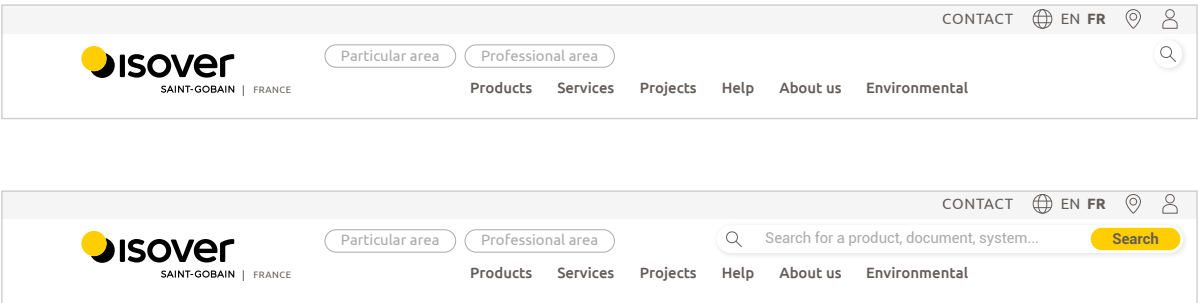


# Website

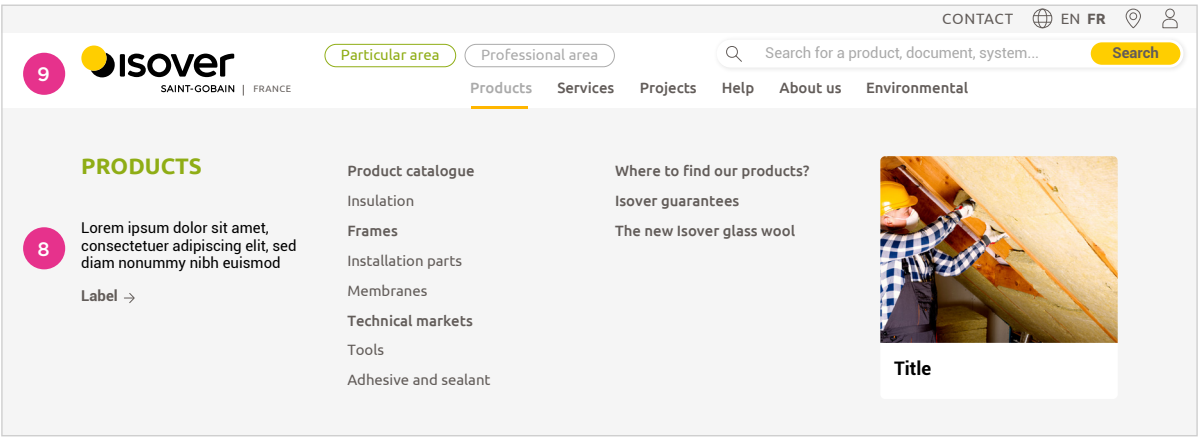
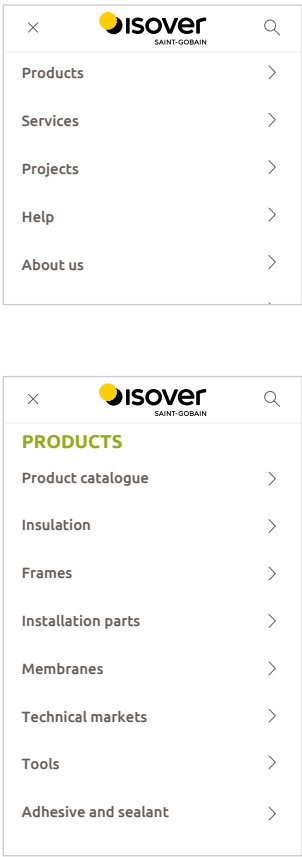
## GENERAL NAVIGATION

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

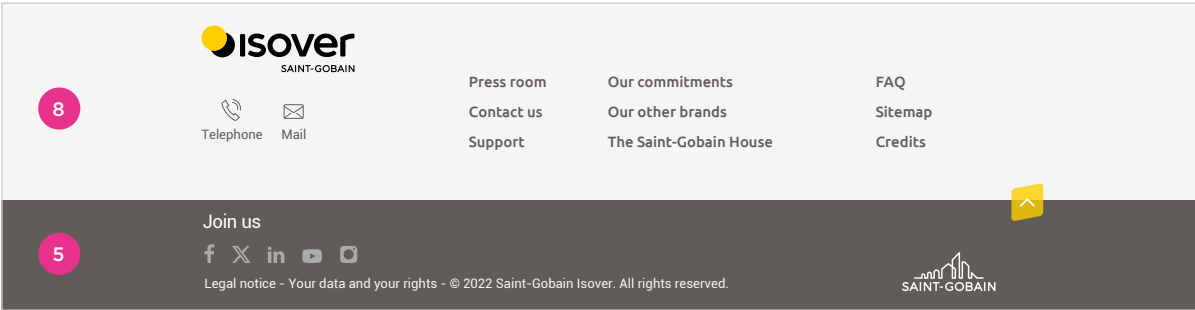


# Website

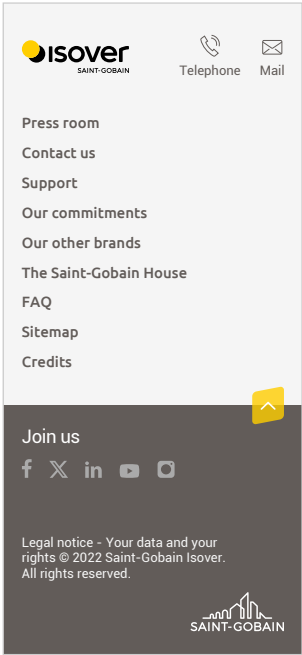
## FOOTER

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

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.

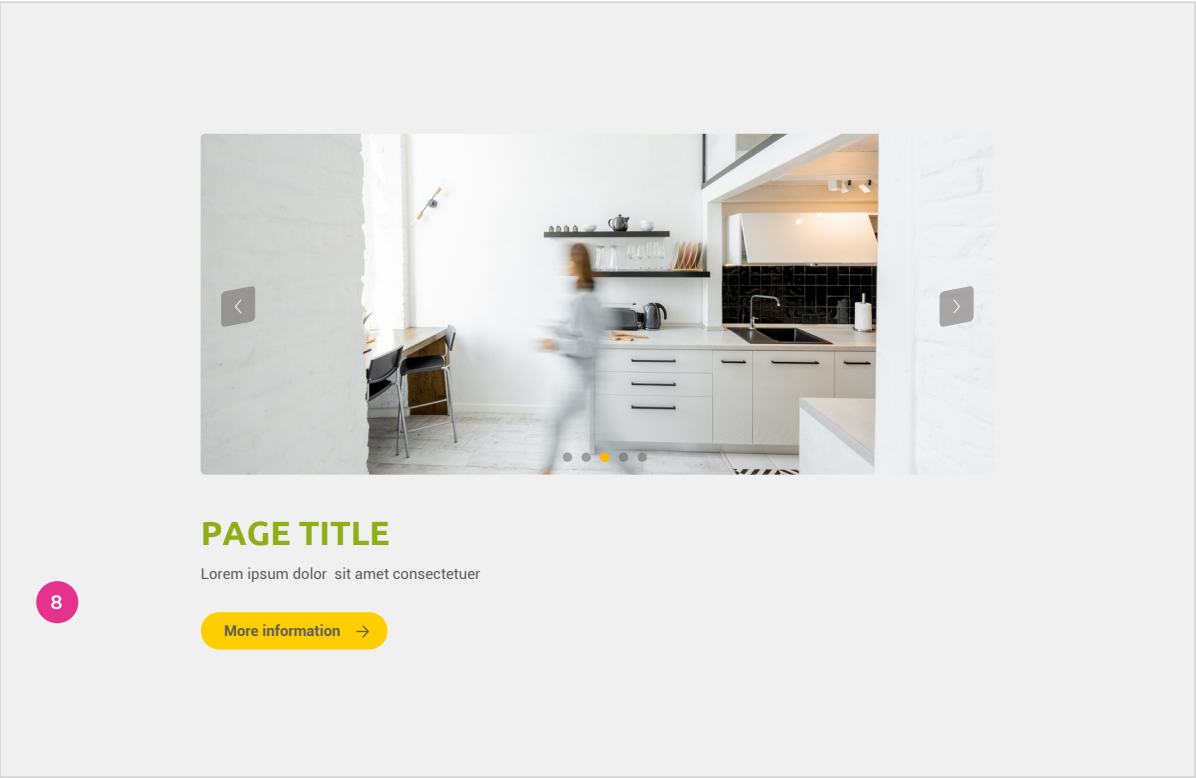
LOREM IPSUM CONSECTETUER ADIPISCING

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

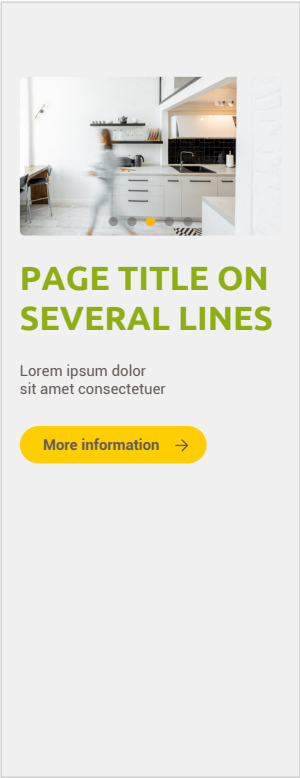
## HERO SLIDER

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

Desktop



Mobile



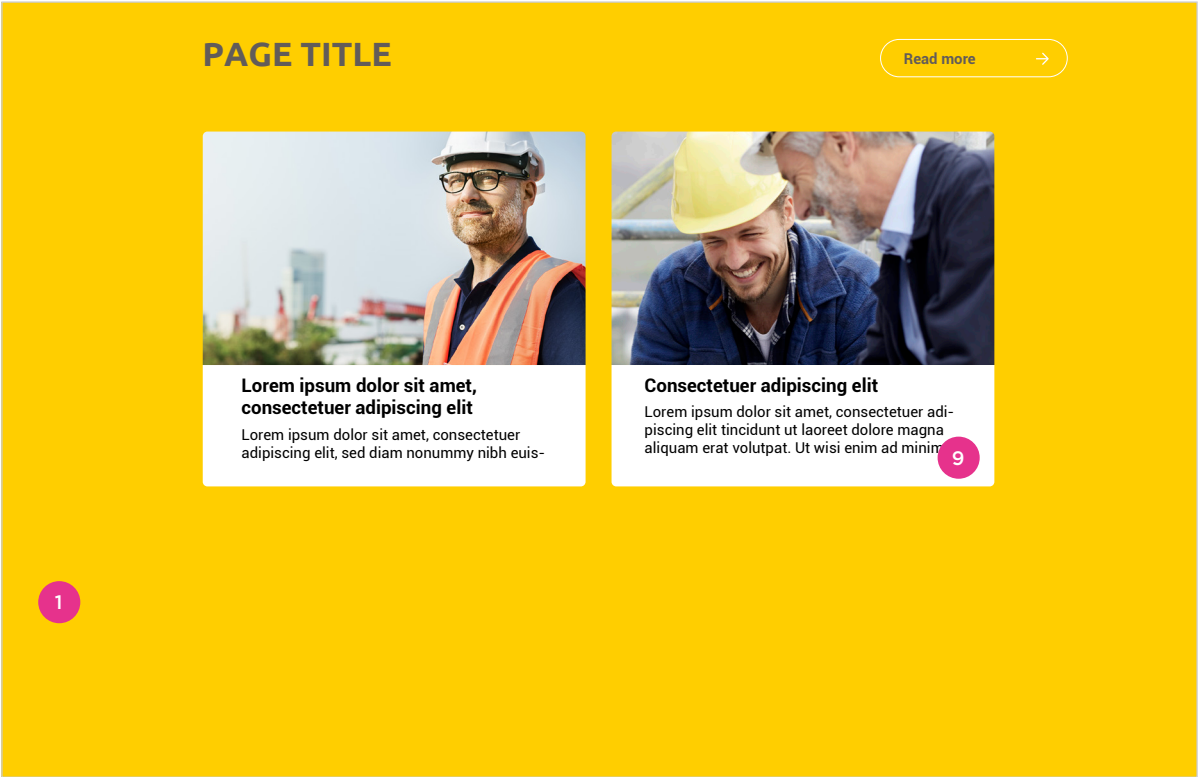
## CTA - TWO COLUMNS

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 →




8


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** 9



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**

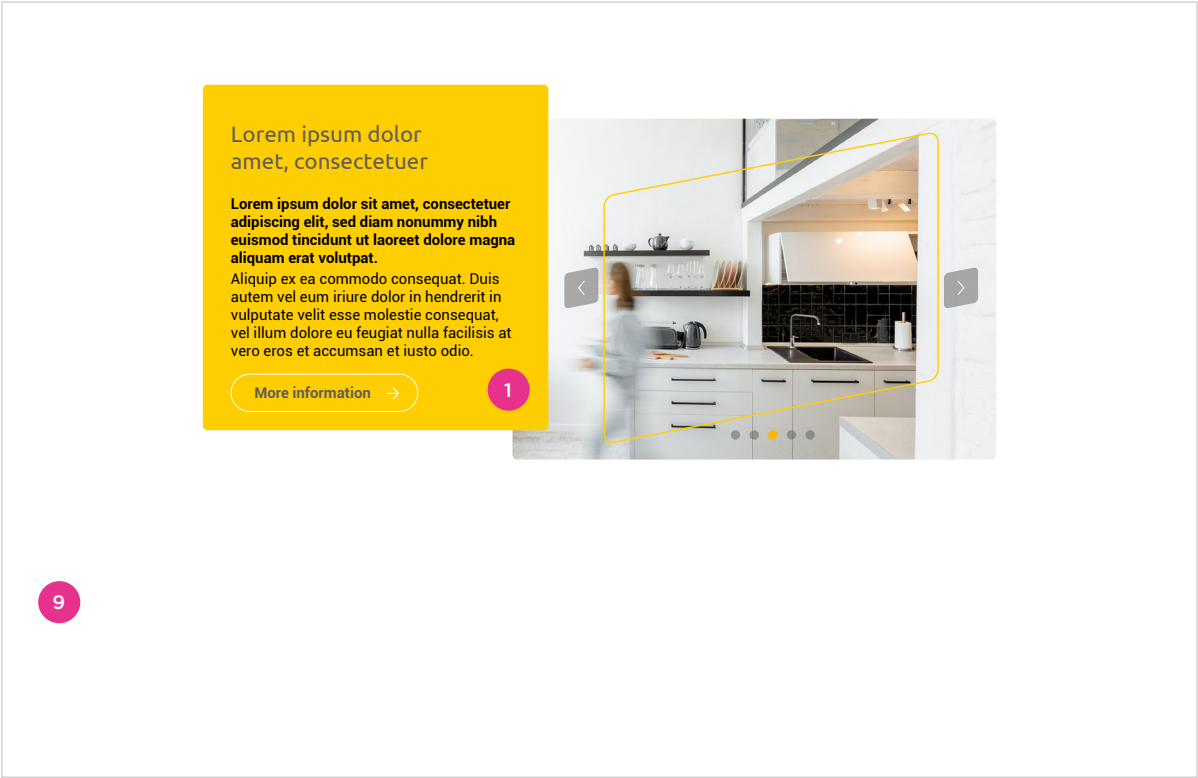
# Website

## SLIDERS

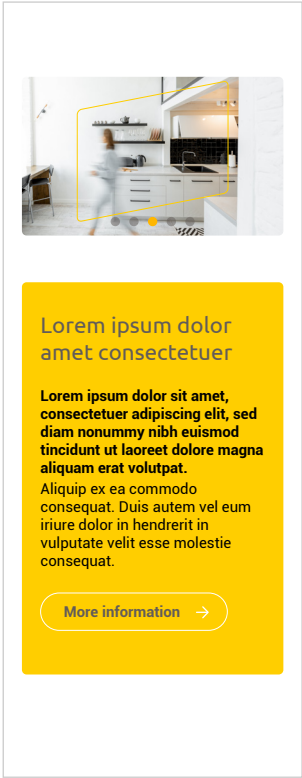
Component can be displayed over white background (#FFFFFF) or gray background (#F5F5F5).

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 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 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 dolor sit amet, consectetur adipiscing elit, sed diam






Lorem ipsum dolor




Lorem ipsum dolor




Lorem ipsum dolor

View product




Compar

Label



Compar

Label




Compar

Label

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 dolor sit amet, consectetur adipiscing elit, sed diam






Lorem ipsum dolor




Lorem ipsum dolor



Lorem ipsum dolor

View product

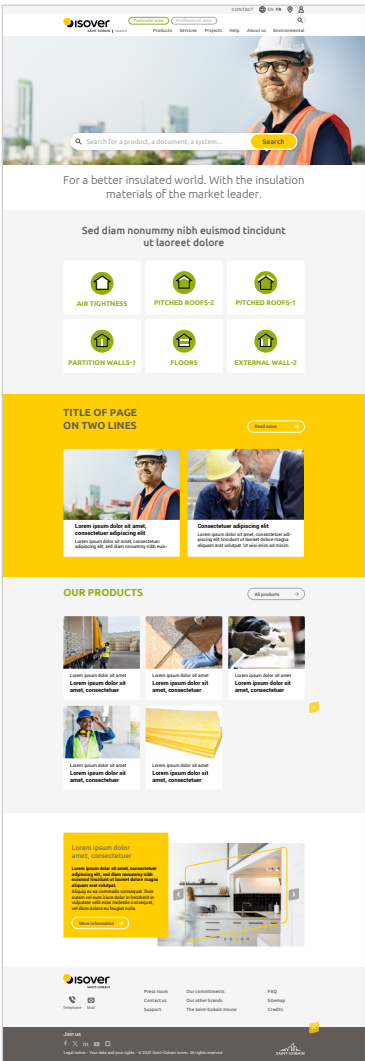
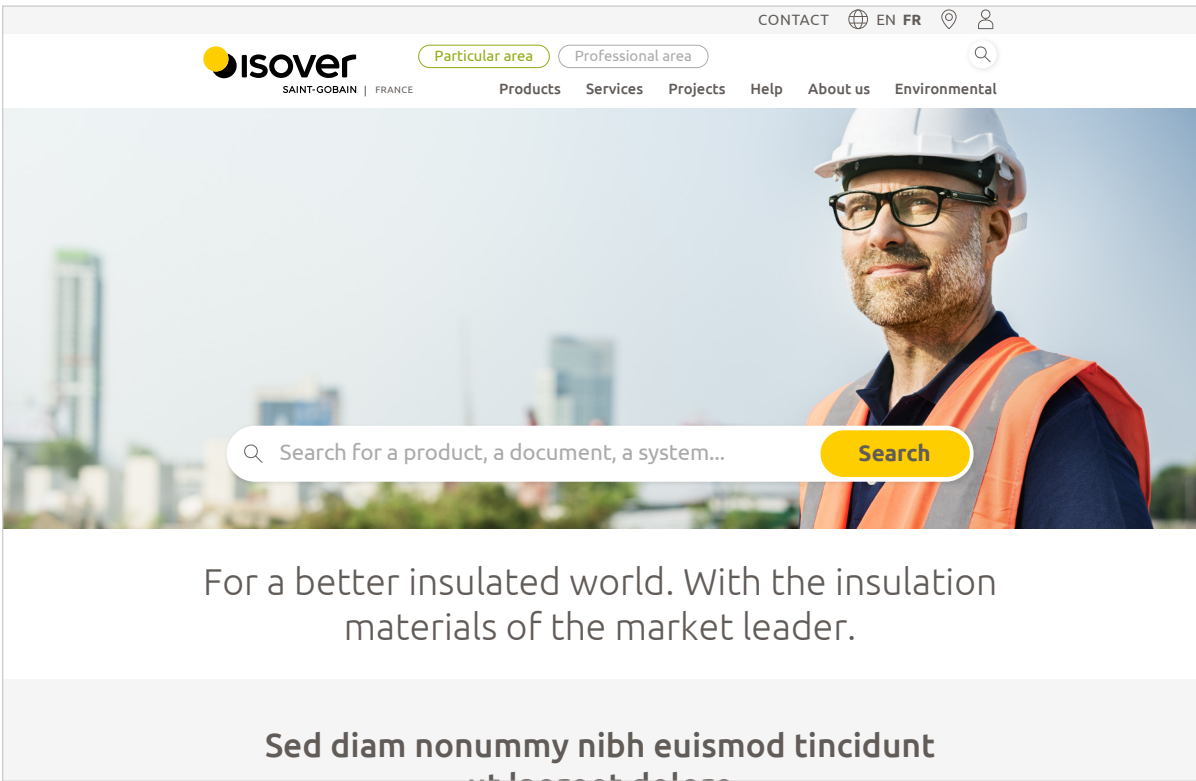
6 DIGITAL AND AUDIOVISUAL

 Graphic guidelines 109

# Website - templates

## HOME DESKTOP

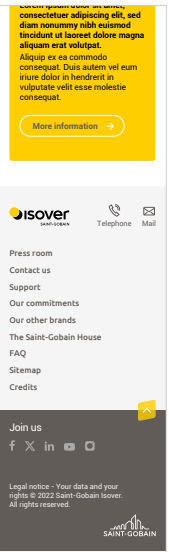
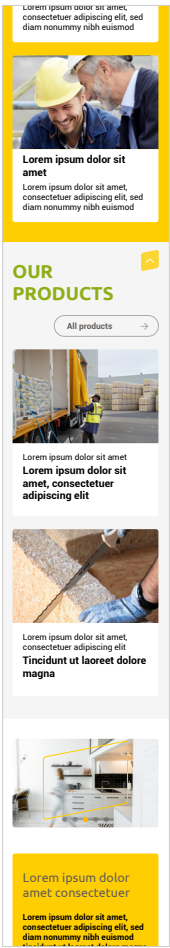
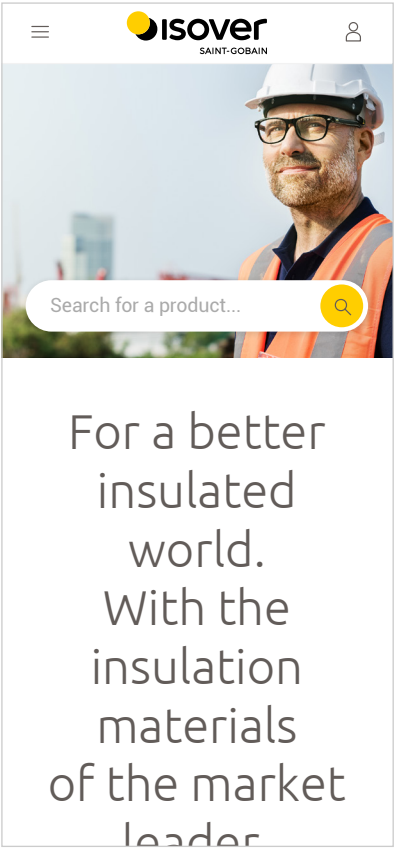
visible area



# Website - templates

## HOME MOBILE

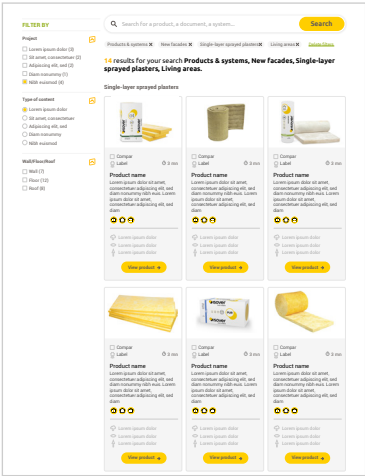
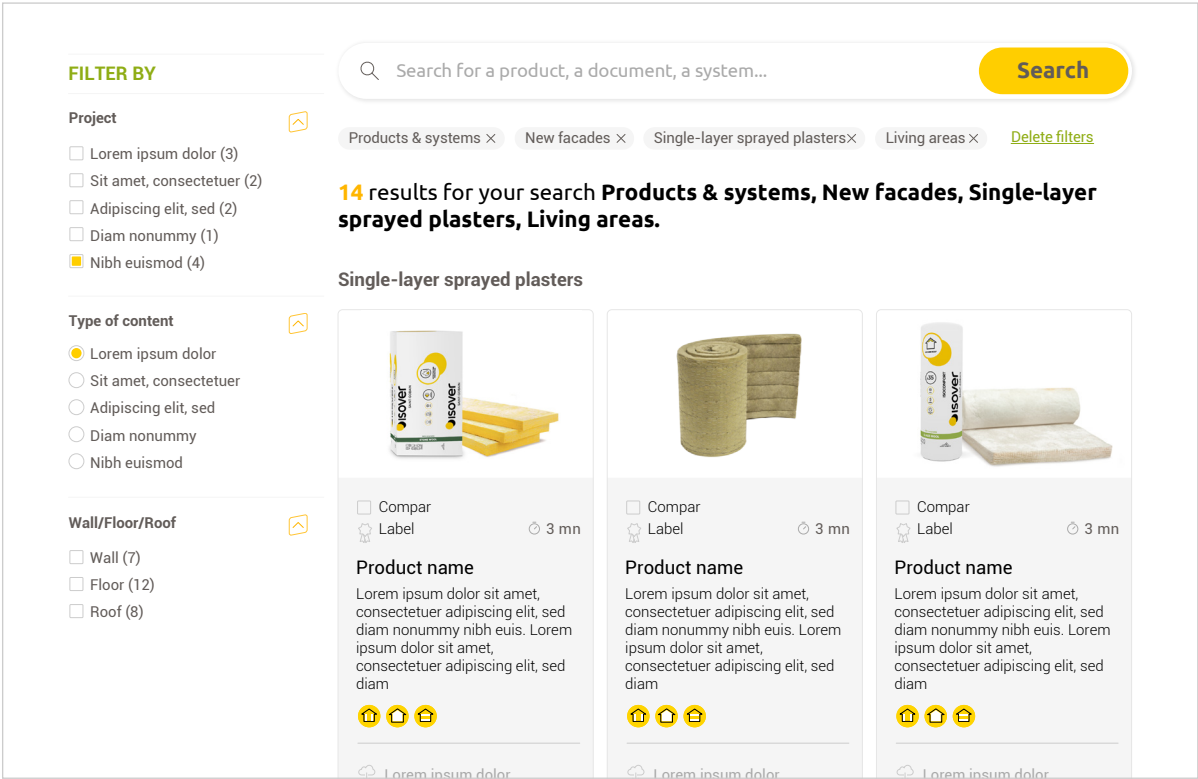
visible area



# 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

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

in

Lorem ipsum dolor

Lorem ipsum dolor

Lorem ipsum dolor

View product

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

in


Lorem ipsum dolor

Lorem ipsum dolor

Lorem ipsum dolor

View product

6 DIGITAL AND AUDIOVISUAL

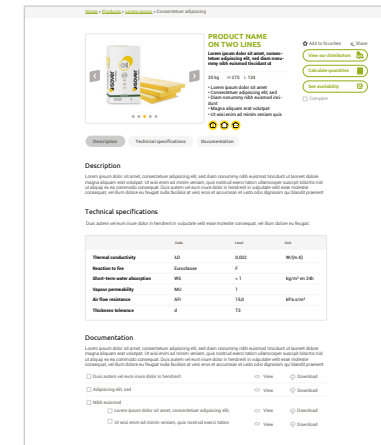
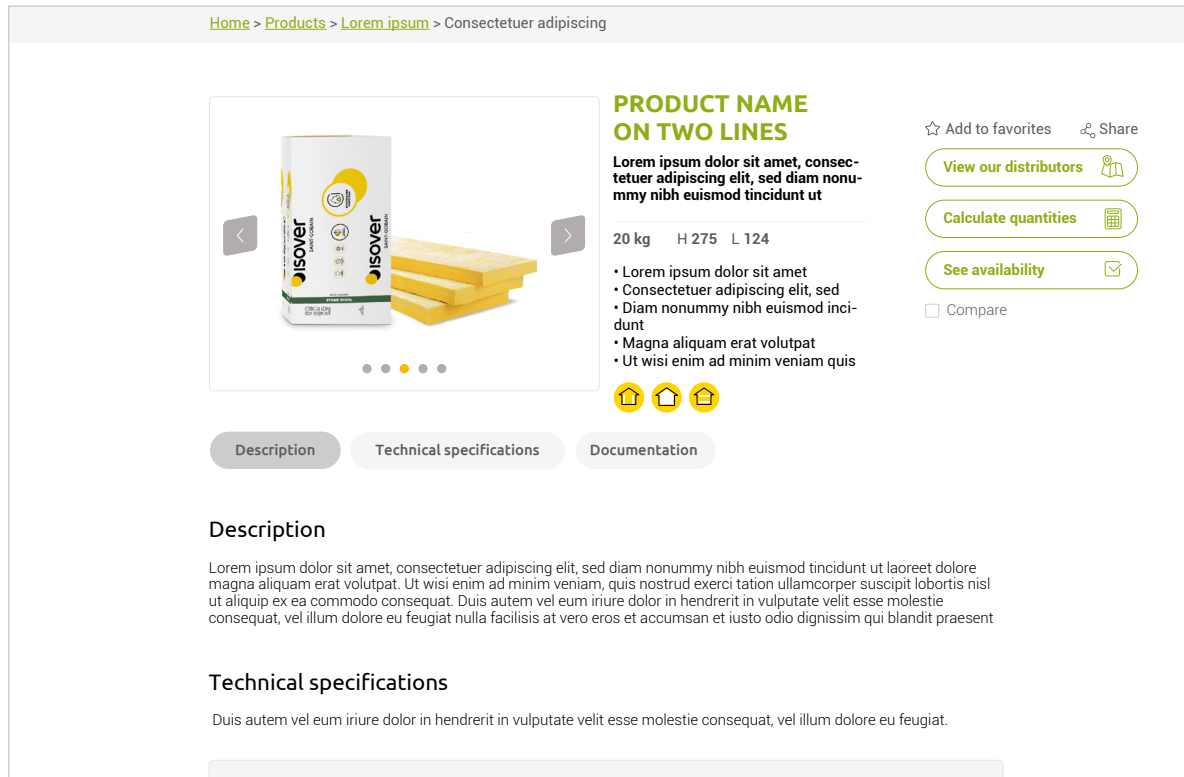
 Graphic guidelines

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## Website - templates

## PRODUCT DETAIL DESKTOP

visible area




# Website - templates

## 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

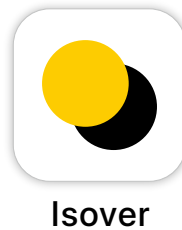
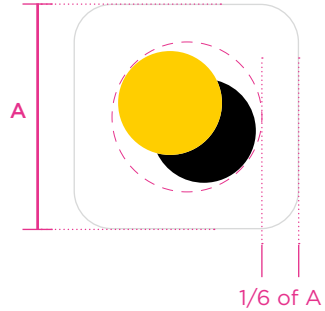
Ut wisi enim ad minim veniam, quis nostrud exerci tation

View

Download

# 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.

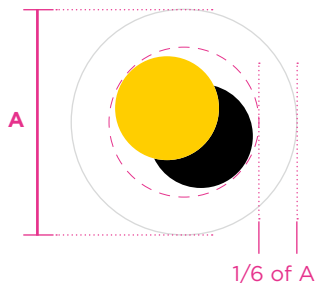


# Social media

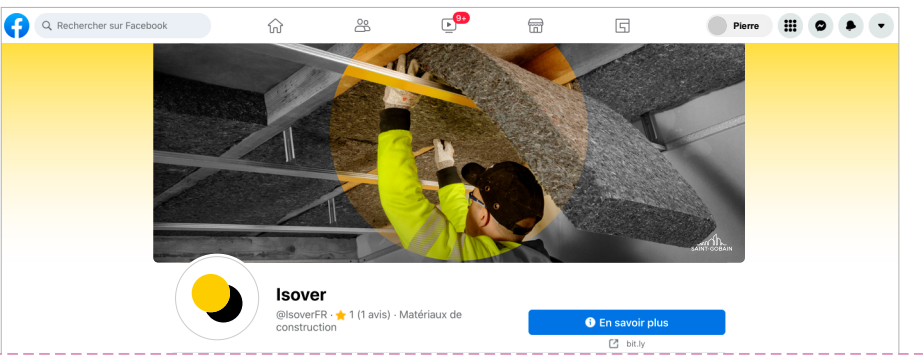
On social media the symbol can be used alone as profile picture, always in association with the name “Isover” or an image.

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

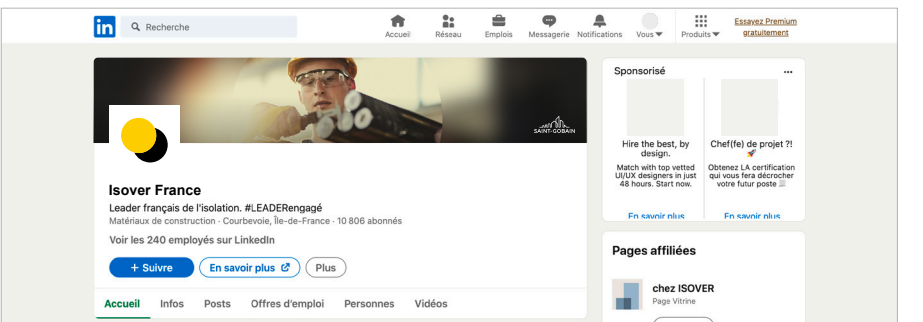
The symbol is centred in this area.



## Facebook



## LinkedIn



## X

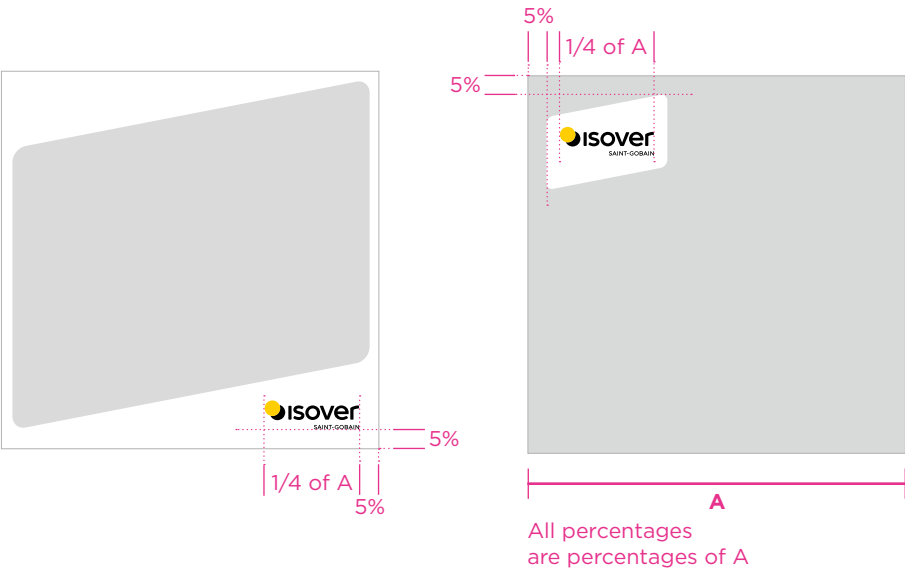


# Social media

## POSTS

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

Use the iconic shape for Product Communication only.

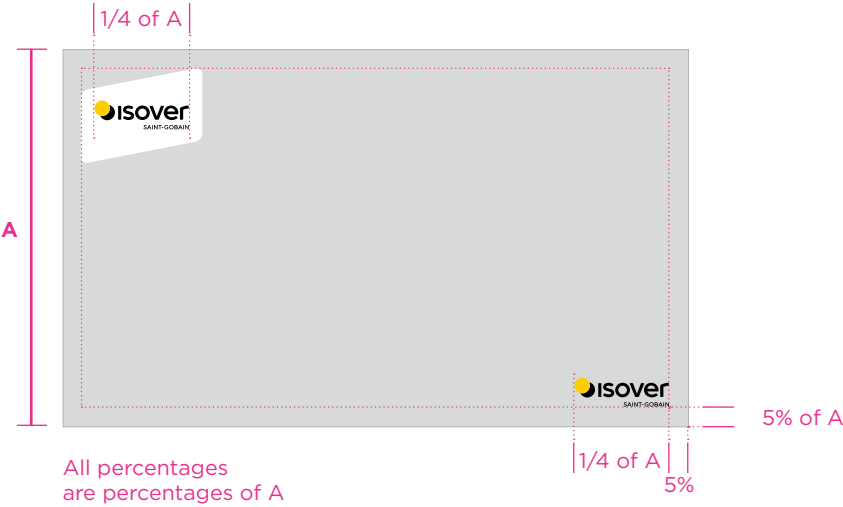


# Social media

## 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.

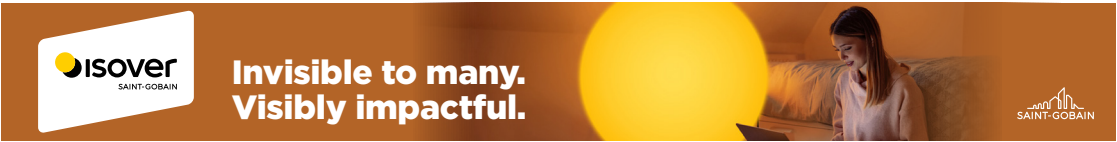
728 x 90 px




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.isoover.fr](http://www.isoover.fr)

Visual identity / Graphic design / Logo 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.isoover.fr](http://www.isoover.fr)

Visual identity / Graphic design / Logo 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



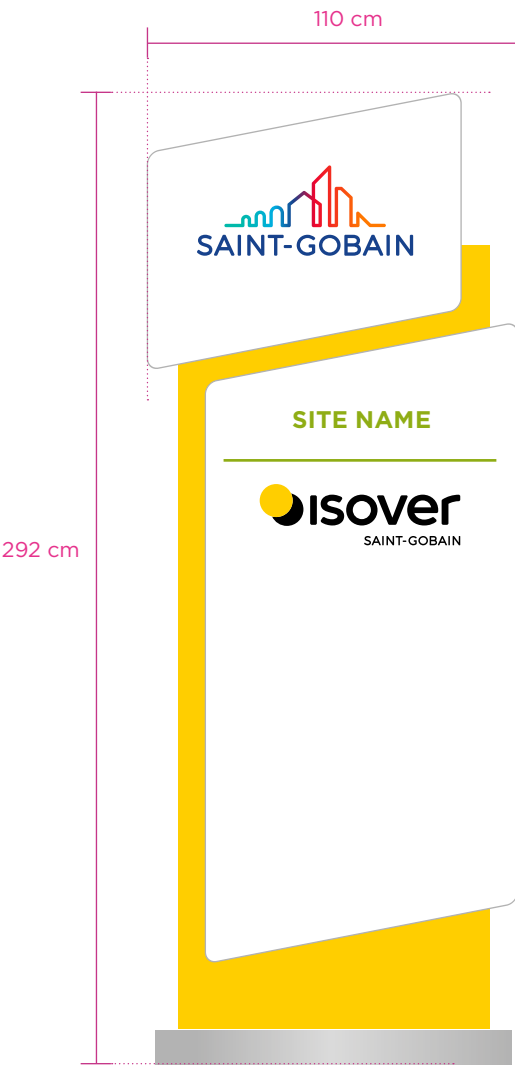
# **7 SIGNAGE AND VEHICLES**

# 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

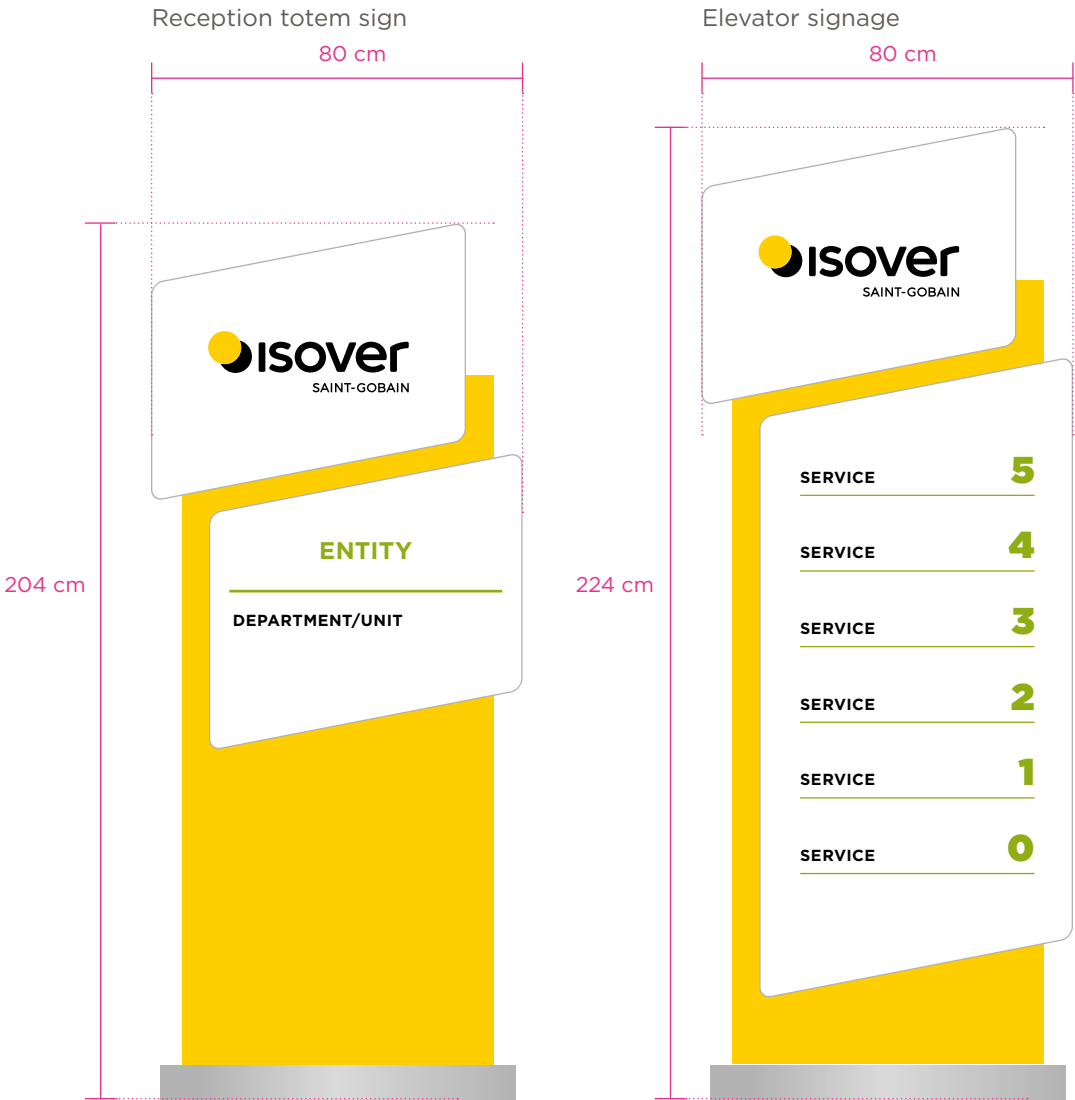
## RECEPTION TOTEM SIGN

### 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.

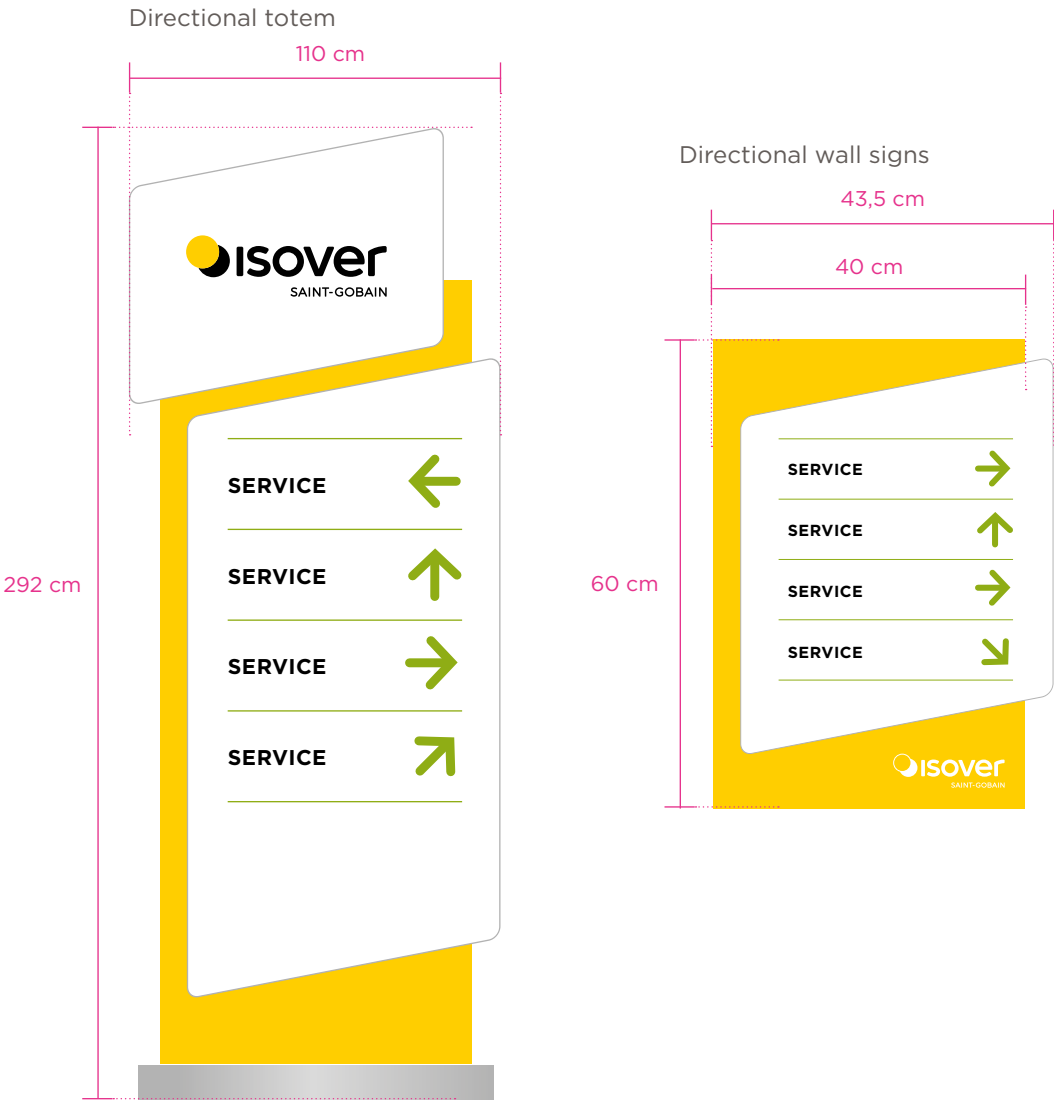
The Isover logotype in its cartouche is always at the top of this type of totem.

## 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.

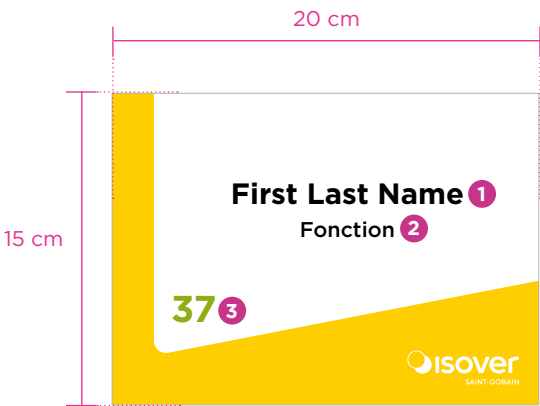
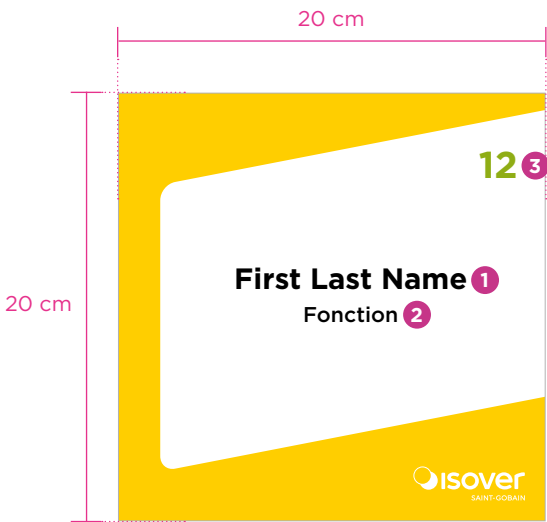
### Universal signs

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.

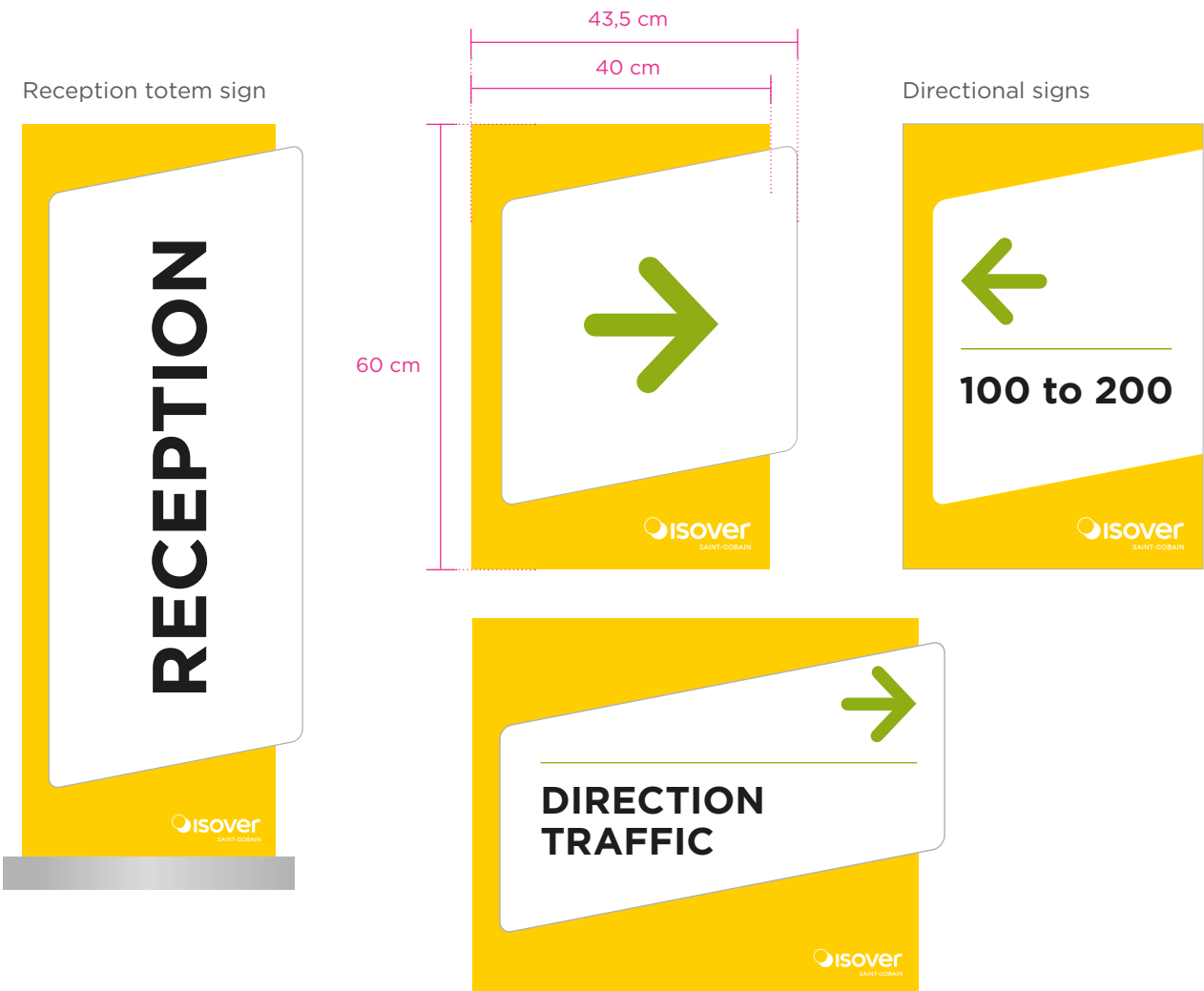
You can opt for a rectangular plate with simple printing, or a plate with the cartouche. The typeface is Gotham Bold.

## 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

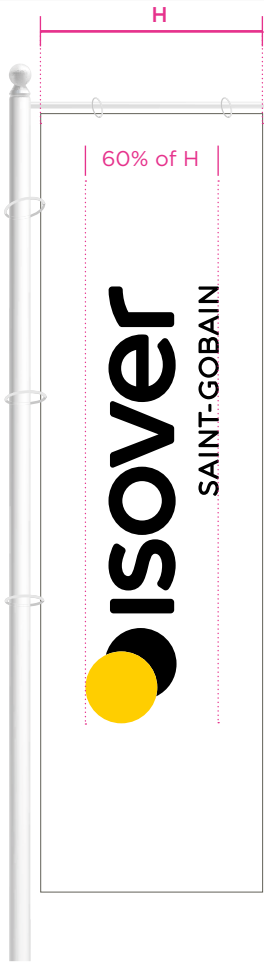
Flags and banners are used to increase our visibility.

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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.

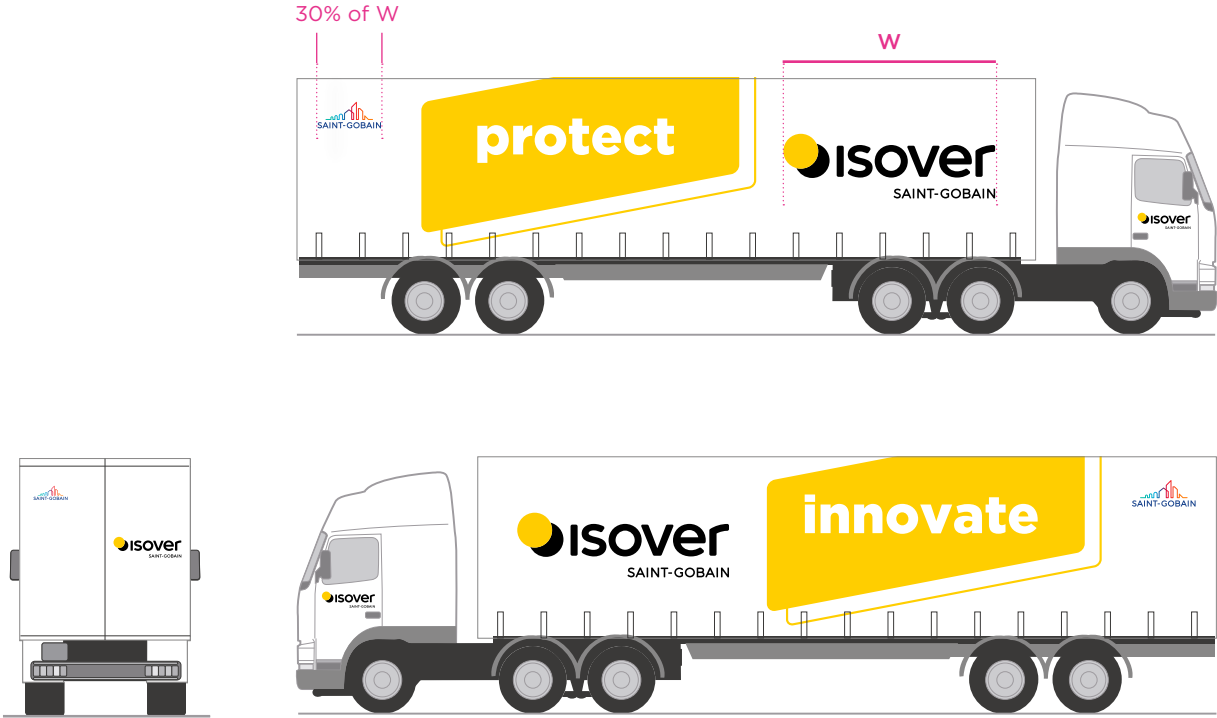
For better visibility, the Saint-Gobain logotype is placed horizontally at the top or in the center of the flag



# Vehicles

## TRUCKS

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



# Vehicles

## TRUCKS

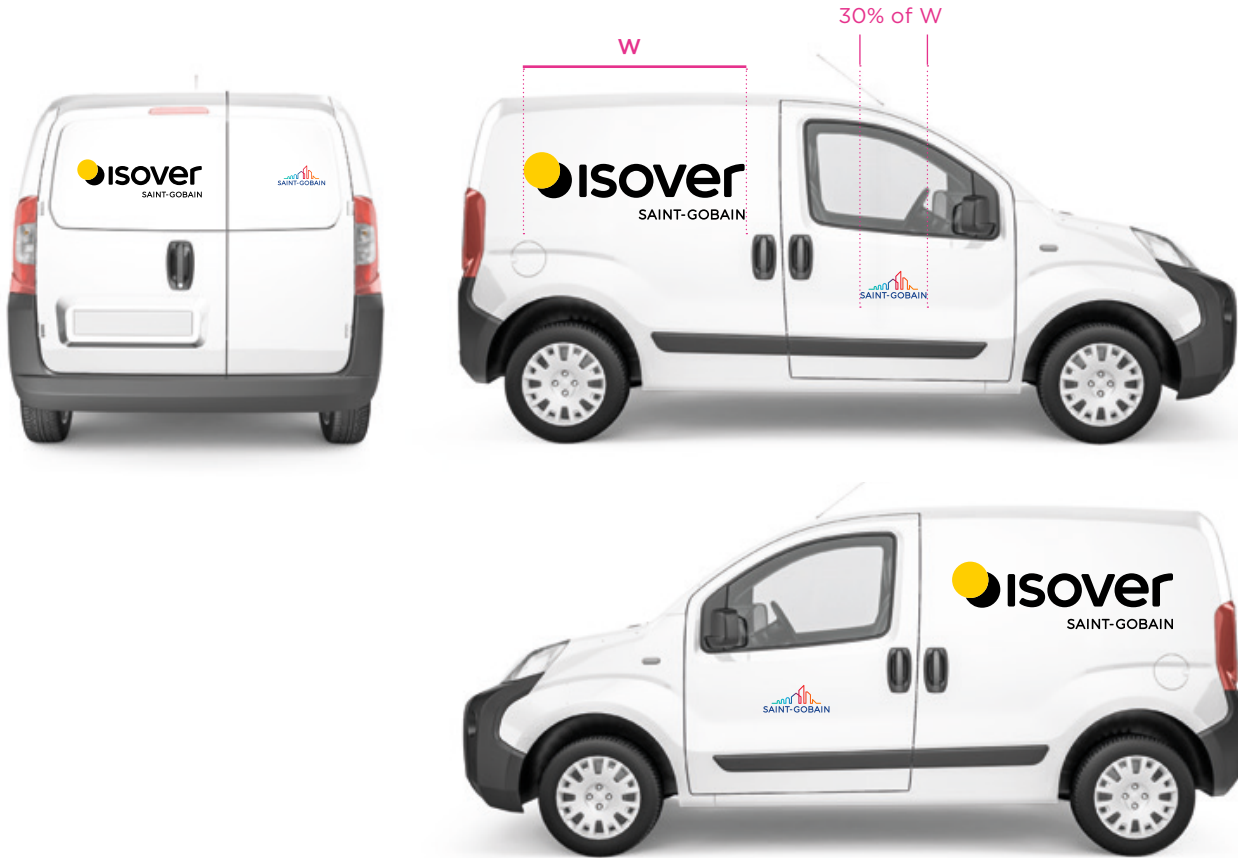
There are several versions of vehicle wraps using the brand identity codes.



# 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