



CORPORATE IDENTITY GUIDELINES



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OCTORAL CORPORATE IDENTITY MANUAL

Octoral is a brand with a highly distinctive logo and image as a means of communication. In order to guarantee consistency in visual identity globally, a number of rules have been set out in this corporate identity manual. These provide designers with clear guidelines on how they can design communications relating to Octoral.

AMBITION

Octoral excels in refinishing and is a distinctive brand where everything revolves around colour. This basic principle has been translated into a logo with a solid, self-assured font and a striking, colourful pictorial shape of three cubes featuring nine surfaces. It visualises Octoral's ambition: to be a leading producer and supplier of mixing colour systems.



GUIDELINES USE OF LOGO

There are two basic options when it comes to the use of the logo: on a white background and a coloured background.

The colour logo is used on a white background and the transparent logo is used on a coloured, black or grey background.



OCTORAL



OCTORAL

Use on a white background.



Use on a coloured background.



Use on a black or grey background.



POSITION

Always position the logo perpendicularly, with two cubes on the base and the purple and red colours on the bottom. It should never be rotated.



COLOUR

Use only the original colour versions of the logo.



CHANGE ASPECT RATIO

Never change the aspect ratio of the word mark and logo.



USE OF COLOUR

In communications the emphasis is on blue and black or percentages thereof.

Combined with a white background, these ensure a clear communication style.

MAIN COLOUR

CMYK



C 70 M 0 Y 0 K 0

RGB



R 35 G 187 B 234

HEX



1BBBE9

PMS*



298 C

COLOUR PERCENTAGE



10%

20%

30%

40%

50%

60%

70%

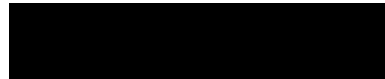
80%

90%

100%

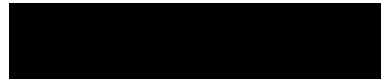
BLACK

CMYK



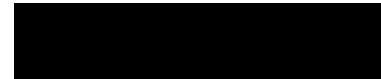
C 0 M 0 Y 0 K 100

RGB



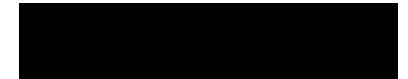
R 26 G 23 B 27

HEX



1A171B

PMS*



Process Black C

COLOUR PERCENTAGE



10%

20%

30%

40%

50%

60%

70%

80%

90%

100%

COLOURS LOGO

Nine unique colours are used in Octoral's pictorial logo.

These represent the nine categories featured within the Octoral product range. Each product group has its own CMYK, which is prominent on the packaging.

CLEANERS/OTHER

CMYK



C 0 M 0 Y 100 K 0

RGB



R 254 G 237 B 1

HEX



FFED00

PMS*



Process Black C

COLOUR PERCENTAGE



10%

20%

30%

40%

50%

60%

70%

80%

90%

100%

PRIMERS, SURFACERS AND FILLERS

CMYK



C 100 M 0 Y 100 K 0

RGB



R 0 G 145 B 54

HEX



009036

PMS*



355 C

COLOUR PERCENTAGE



10%

20%

30%

40%

50%

60%

70%

80%

90%

100%

* Only use PMS colours in highly exceptional circumstances where CMYK is not possible, e.g. when printing on a pen.



COLOURS LOGO

Nine unique colours are used in Octoral's pictorial logo.

These represent the nine categories featured within the Octoral product range. Each product group has its own CMYK, which is prominent on the packaging.

HARDENERS

CMYK



C 0 M 100 Y 95 K 0

RGB



R 225 G 0 B 32

HEX



E20020

PMS*



485 C

COLOUR PERCENTAGE



10%

20%

30%

40%

50%

60%

70%

80%

90%

100%

THINNERS

CMYK



C 70 M 0 Y 0 K 0

RGB



R 35 G 187 B 234

HEX



1BBBE9

PMS*



298 C

COLOUR PERCENTAGE



10%

20%

30%

40%

50%

60%

70%

80%

90%

100%

COLOURS LOGO

Nine unique colours are used in Octoral's pictorial logo.

These represent the nine categories featured within the Octoral product range. Each product group has its own CMYK, which is prominent on the packaging.

OCTOBASE SYSTEM

CMYK



C 65 M 0 Y 17 K 30

RGB



R 55 G 148 B 163

HEX



3B94A3

PMS*



5483 C

COLOUR PERCENTAGE



10%

20%

30%

40%

50%

60%

70%

80%

90%

100%

OCTOCRYL SYSTEM

CMYK



C 60 M 85 Y 0 K 0

RGB



R 127 G 64 B 143

HEX



7F408E

PMS*



2593 C

COLOUR PERCENTAGE



10%

20%

30%

40%

50%

60%

70%

80%

90%

100%

* Only use PMS colours in highly exceptional circumstances where CMYK is not possible, e.g. when printing on a pen.



COLOURS LOGO

Nine unique colours are used in Octoral's pictorial logo.

These represent the nine categories featured within the Octoral product range. Each product group has its own CMYK, which is prominent on the packaging.

OCTOBASE ECO PLUS SYSTEM

CMYK



C 55 M 0 Y 100 K 0

RGB



R 137 G 186 B 19

HEX



89BA13

PMS*



368 C

COLOUR PERCENTAGE



10%

20%

30%

40%

50%

60%

70%

80%

90%

100%

OCTOCOAT HS420 SYSTEM

CMYK



C 100 M 55 Y 0 K 0

RGB



R 0 G 100 B 175

HEX



0064AD

PMS*



300 C

COLOUR PERCENTAGE



10%

20%

30%

40%

50%

60%

70%

80%

90%

100%

CLEAR COATS

CMYK



C 0 M 40 Y 100 K 0

RGB



R 247 G 169 B 1

HEX



F6A800

PMS*



130 C

COLOUR PERCENTAGE



10%

20%

30%

40%

50%

60%

70%

80%

90%

100%

ORDER COLOURS

A fixed order is used in product summaries.

PRODUCT ORDER

1

Cleaning Agents

2

Primers, Surfacers and Putties

3

Hardeners

4

Thinners

5

Octobase System

6

Octocryl System

7

Octobase Eco Plus System

8

Octocoat HS420 System

9

Clear Coats

10

Various

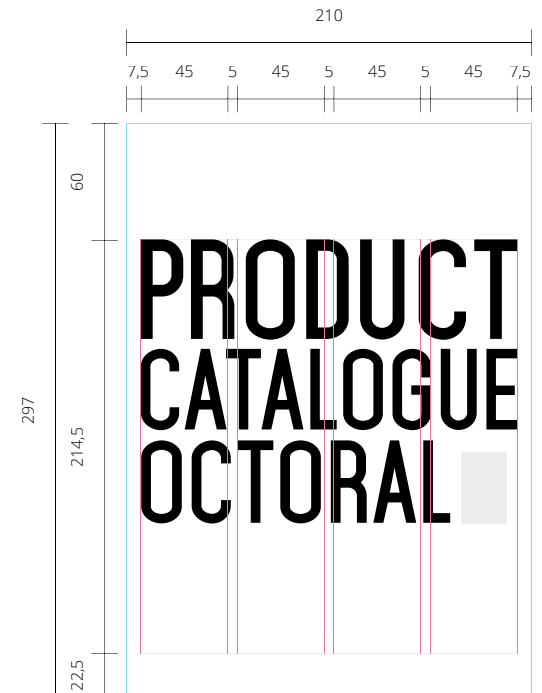
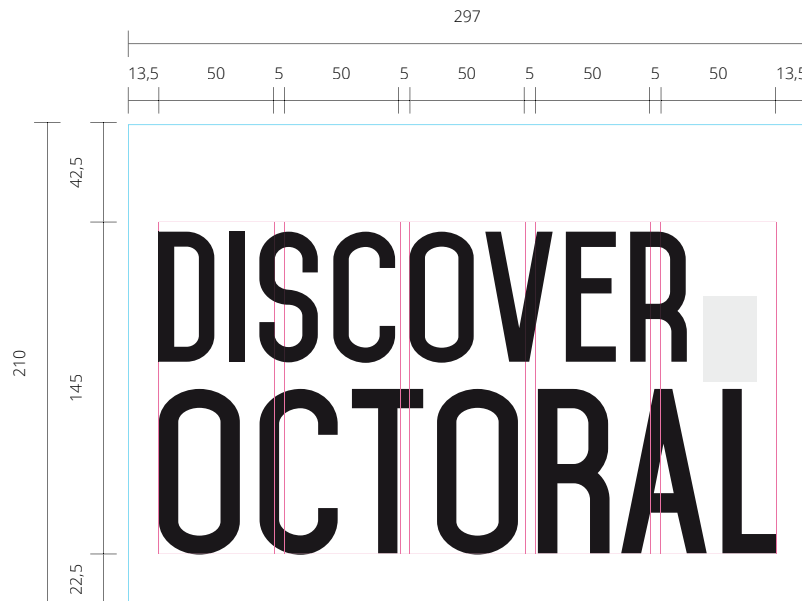
* Only use PMS colours in highly exceptional circumstances where CMYK is not possible, e.g. when printing on a pen.

COVER TEXT

TEMPLATE ■ ORDER OF WORKING

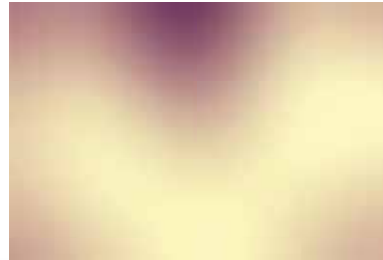
In communications Octoral uses typographic visuals (Mohave font) and headings embellished with a colour image. This image comprises a photographic picture and the Octoral colour layer.

Cover texts should be concise and to the point. A relevant image (of a product) is usually placed alongside one of the words.



TEMPLATE

A template for the typographic cover visuals is available for Photoshop users. Below you will find more information on the composition of a cover visual.



TEMPLATE

First ascertain which template the visual element is to be placed in.



RUNNING HEAD

Create a vector file of the running head.



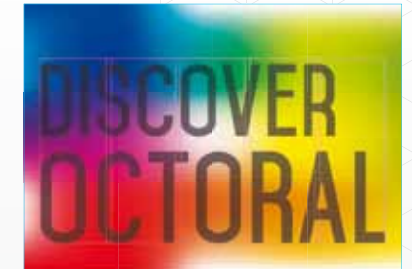
TEMPLATE

Load the vector file in the Photoshop template and insert the desired background photo.



WHITE CORRECTION

If your background photo contains white elements, then you will be able to fill these in using the special filler layer in the template.



COLOUR LAYER

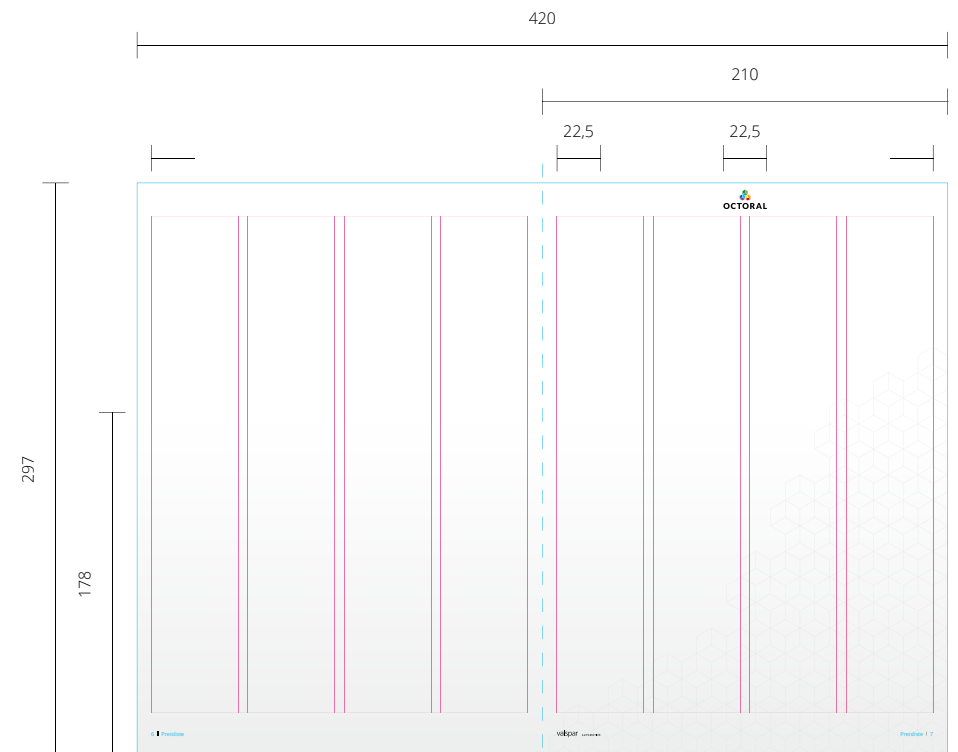
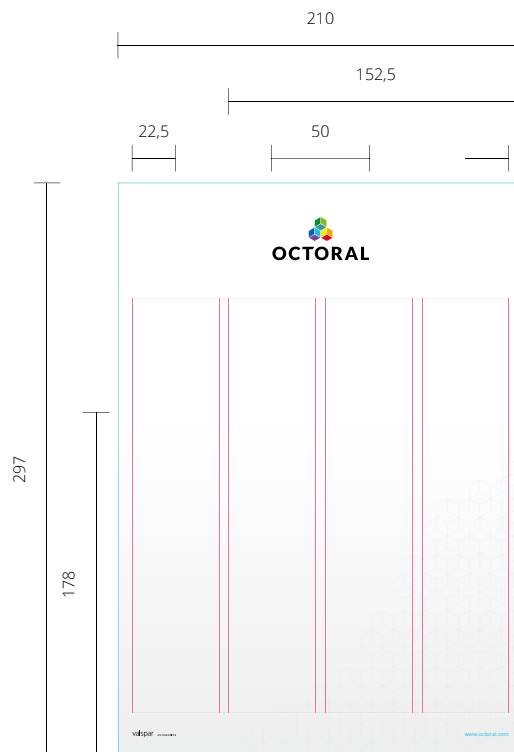
Now use the Octoral colour layer in the image and add a mask.

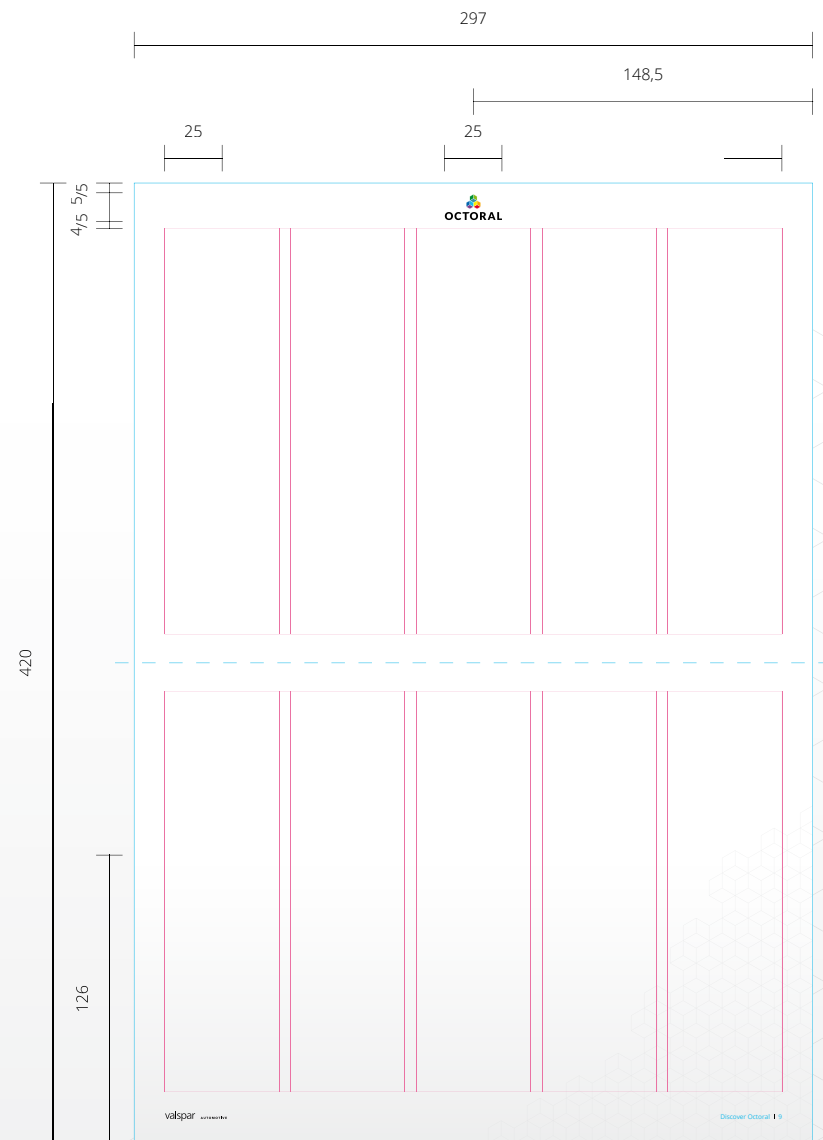
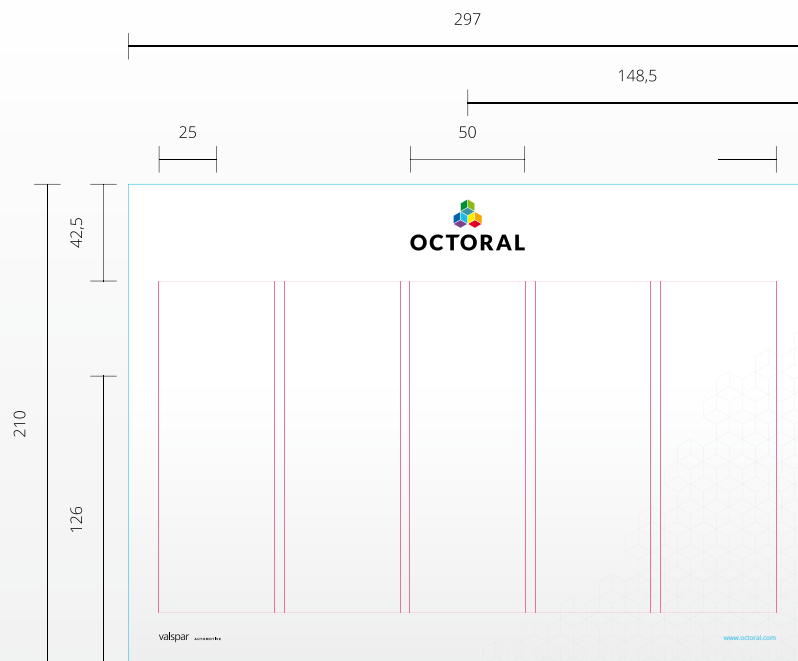
ELEMENTS

FIXED ■ PORTRAIT

The internal pages in communications should contain standard corporate identity elements and have a fixed distribution of planes.

The Octoral logo is featured centred, at the top of the page. The Valspar Automotive logo features bottom left. The background of a page features the Octoral pattern, derived from the pictorial logo. This is always on the bottom right of a page. At the bottom of the page there is a gradation from 10% black to white at an angle of -90°. This covers 3/5 of the page. On the bottom right there is space for page numbers as well as the title of the communication.





BROCHURES

FONTS • TEMPLATE

Commercial brochures for Octoral are designed using a landscape format with a five-column layout.



FONTS

HEADINGS

(C=70 M=0 Y=0 K=0)

Open Sans

Regular - 28pt/35,5pt

Light - 28pt/35,5pt

SUBHEADINGS

(C=70 M=0 Y=0 K=0)

Open sans

Light - 9pt/12pt

Capitals

INTRO

(C=0 M=0 Y=0 K=100)

Open Sans

Semibold - 9pt/12pt

BODY

(C=0 M=0 Y=0 K=100)

Open Sans

Regular - 9pt/12pt

STREAMER

(C=0 M=0 Y=0 K=0)

Open Sans

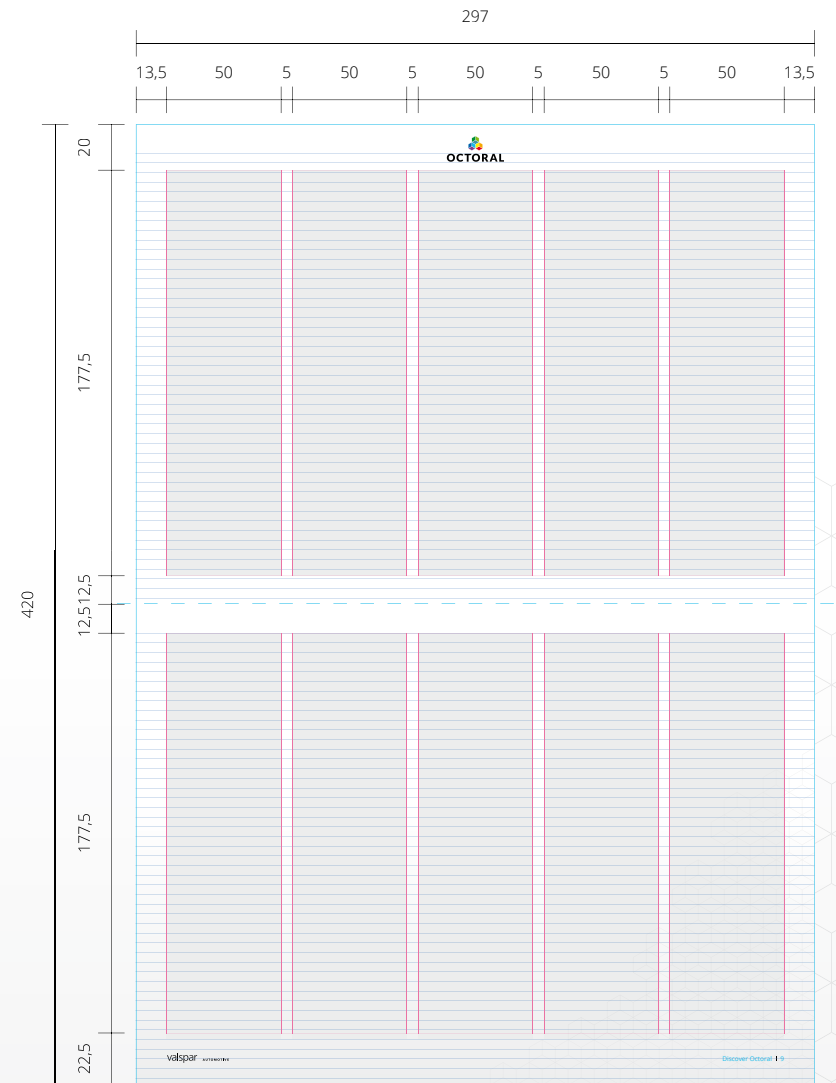
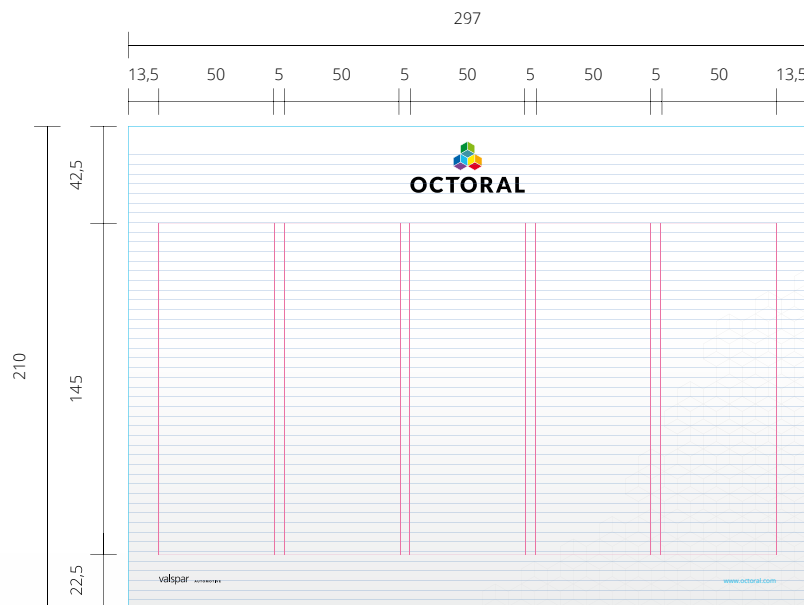
Light - 16pt/32pt

BULLET POINTS

(C=70 M=0 Y=0 K=0)

Wingdings

Regular - 9pt/12pt



BROCHURES

FONTS ■ TEMPLATE

Technical brochures from Octoral are rendered in portrait in a four-column layout.



FONTS

HEADINGS

(C=70 M=0 Y=0 K=0)

Open Sans

Regular - 28pt/35,5pt

Light - 28pt/35,5pt

SUBHEADINGS

(C=70 M=0 Y=0 K=0)

Open sans

Light - 9pt/11pt

Capitals

INTRO

(C=0 M=0 Y=0 K=100)

Open Sans

Semibold - 8,5pt/11pt

BODY

(C=0 M=0 Y=0 K=100)

Open Sans

Regular - 8,5pt/11pt

STREAMER

(C=0 M=0 Y=0 K=0)

Open Sans

Light - 16pt/32pt

BULLET POINTS

(C=70 M=0 Y=0 K=0)

Wingdings

Regular - 8,5pt/12pt

SUM

HEADINGS

(C=0 M=0 Y=0 K=100)

Open Sans

Light - 14pt/24pt

SUBHEADINGS

(C=0 M=0 Y=0 K=100)

Open sans

Light - 9pt/11pt

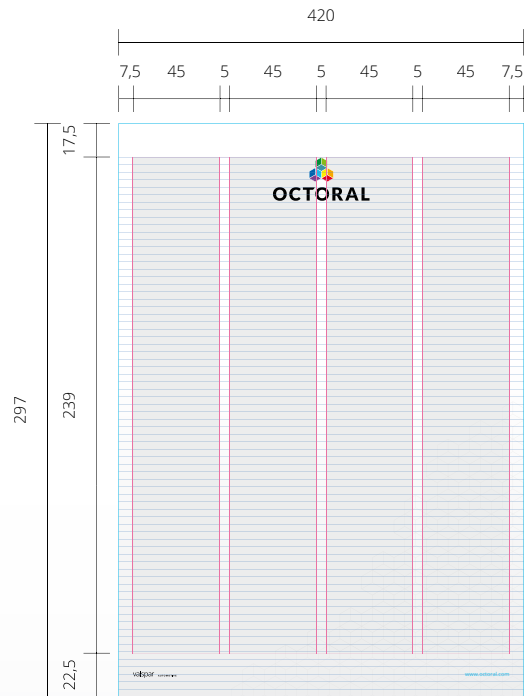
Capitals

BULLET POINTS

(See product group)

Wingdings

Regular - 8,5pt/12pt



ADVERTISEMENTS

FONTS • TEMPLATE

Octoral advertisements contain the same standard elements (page 14) as the brochures. The headings are composed in accordance with the cover layout (page 12). The basic template consists of three columns. Advertisements are preferably in portrait.



FONTS

HEADING

See page 12

HEADINGS

(C=70 M=0 Y=0 K=0)

Open Sans

Regular - 27pt/35,5pt

Light - 27pt/35,5pt

BODY

(C=0 M=0 Y=0 K=100)

Open Sans

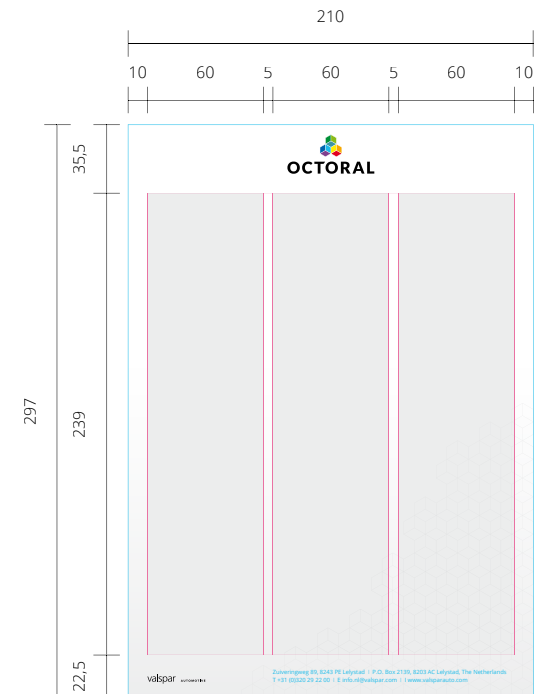
Regular - 9,5pt/15pt

NAME & ADDRESS

(C=70 M=0 Y=0 K=0)

Open Sans

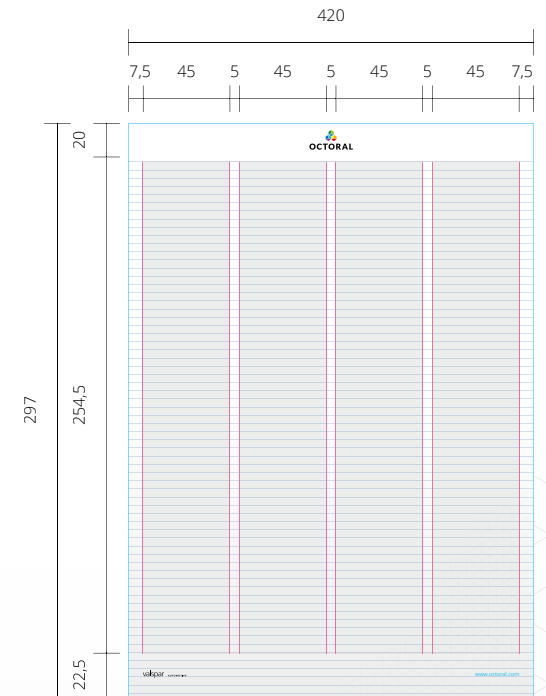
Regular - 8,5pt/12pt



FLYERS

FONTS ■ TEMPLATE

Octoral flyers contain the same standard elements (page 14) as the brochures. The headings are composed in accordance with the cover layout (page 12). The basic template consists of four columns.



FONTS

HEADING

See page 12

HEADINGS

(C=70 M=0 Y=0 K=0)

Open Sans

Regular - 27pt/35,5pt

Light - 27pt/35,5pt

BODY

(C=0 M=0 Y=0 K=100)

Open Sans

Regular - 9,5pt/15pt

NAME & ADDRESS

(C=70 M=0 Y=0 K=0)

Open Sans

Regular - 8,5pt/12pt



POWERPOINT

FONTS • TEMPLATE

A standard PowerPoint template for presentations is available from the Marketing department of Valspar Automotive.



FONTS

HEADING

See page 12

HEADINGS

(R=35 G=187 B=234)

Calibri

Regular - 18pt

Bold - 18pt

BODY

(R=35 G=187 B=234)

Calibri

Regular - 12pt

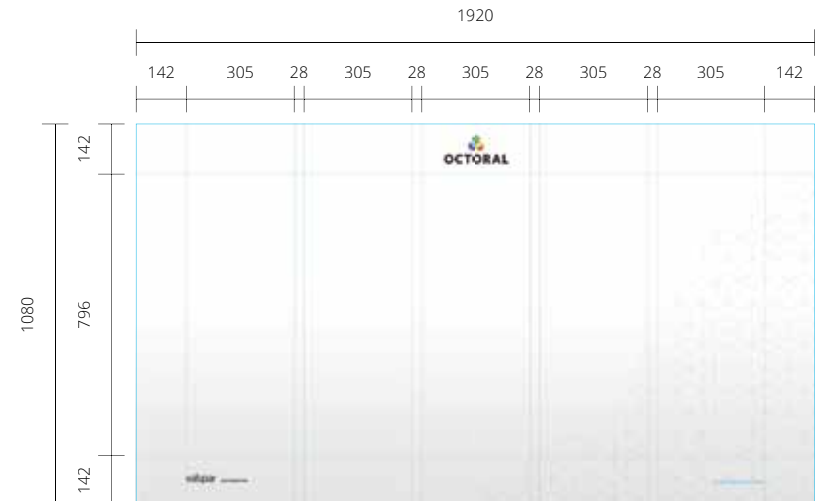
NAME & ADDRESS

(R=35 G=187 B=234)

Calibri

Regular - 12pt

Capitals



VARIOUS

A variety of formats and designs are available for promotional purposes.



POSTER



FLAG



ROLLERBANNER



MIXING MACHINE STICKER

PHOTOGRAPHY

When selecting photographs for Octoral communications, the use of dynamic images with bright colours is preferred.

Shots of the finished product (spray-painting) are not detailed, preferably showing the entire vehicle or large sections of the vehicle instead. However, shots of the product in use may focus on details.

When cars and bodywork parts are depicted, brand names and brand logos should not be visible. The Marketing department of Valspar Automotive has a database of visual material that contains suitable imagery for Octoral. These images are available royalty-free.



OCTORAL

A VALSPAR AUTOMOTIVE

BRAND

Octoral is a brand of Valspar Automotive, part of the Valspar Corporation, which is listed on the stock exchange. Founded in 1806, this parent company is one of the world's largest coating manufacturers. Valspar Automotive produces and distributes car refinishes from Octoral.

MORE INFO?

Keen to find out more about Octoral or Valspar Automotive? Feel free to take a look at the websites www.octoral.com and www.valsparauto.com.

REMARKABLE IN REFINISHING

valspar
AUTOMOTIVE

www.valsparauto.com