



*constructive solutions*

FOSROC

---

# DESIGN AND BRAND GUIDELINES

UNIFIED VISUAL IDENTITY

## CONTACT

Group Marketing

37 Ixworth Place  
London  
SW3 3QH

Phone | Email | Online

Landline: +44 (0) 207 591 2486  
Email: [enquiry@fosroc.com](mailto:enquiry@fosroc.com)  
Website: [www.fosroc.com](http://www.fosroc.com)





FOSROC

# VISUAL IDENTITY GUIDELINES

## TABLE OF CONTENTS

SECTION 0	INTRODUCTION	PAGE 4
SECTION 1	CORPORATE LOGO	PAGE 5
SECTION 2	CORPORATE TYPOGRAPHY	PAGE 9
SECTION 3	CORPORATE COLOURS	PAGE 11
SECTION 4	SALES MATERIAL	PAGE 13
SECTION 5	STATIONERY	PAGE 21
SECTION 6	TECHNICAL DOCUMENTATION	PAGE 25
SECTION 7	PHOTOGRAPHY & IMAGES	PAGE 27
SECTION 8	VEHICLE LIVERY	PAGE 29



Fosroc  
Visual Identity  
Guidelines  
Version: 1 // 2016



01	SECTION 1 CORPORATE LOGO	02	SECTION 2 CORPORATE TYPOGRAPHY	03	SECTION 3 CORPORATE COLOURS	04	SECTION 4 SALES MATERIAL
The Logo Logo Variation Clearspace Application & Size		Primary Font Secondary Font		Colour Codes		A4 Sales Brochures A5 Catalogues Case Studies	

05	SECTION 5 CORPORATE STATIONERY	06	SECTION 6 TECHNICAL INFO	07	SECTION 7 PHOTOGRAPHY & IMAGES	08	SECTION 8 VEHICLE LIVERY
Letterhead Business Cards Complimentary Slip		Data Sheet Safetysheet		Release Form Image Library		Vehicle Branding	



# A BRAND & THE DESIGN

Fosroc has established itself as one of the market leaders in the construction chemical industry

Due to the increasing level of awareness, recognition and support among our many and varied audiences, it's important that the company present itself in such a way that accurately portrays who we are. Just as importantly, we need to assure that our visual communications are consistent and reflect a unified and accurate image of a well-established organisation.

By visually communicating who we are with a consistent and uniform approach, we're better able to build recognition and familiarity of the organisation, thus allowing us to more effectively promote Fosroc to our audiences and build a connection between our customers and the company.

The purpose of this guideline is to make your life easier by demonstrating how to correctly use Fosroc's visual identity package and serve as a valuable reference tool. You'll better understand how the overall identity architecture of the company, and why that architecture should be maintained so that the organisation and all of its parts can ensure quality, consistency and a unified visual brand identity.

You are here:

01	SECTION 1 CORPORATE LOGO	02	SECTION 2 CORPORATE TYPOGRAPHY	03	SECTION 3 CORPORATE COLOURS	04	SECTION 4 SALES MATERIAL	05	SECTION 5 CORPORATE STATIONERY	06	SECTION 6 TECHNICAL INFO	07	SECTION 7 PHOTOGRAPHY & IMAGES	08	SECTION 8 VEHICLE LIVERY
	The Logo Logo Variation Clearspace Application & Size		Primary Font Secondary Font		Colour Codes		A4 Sales Brochures A5 Catalogues Case Studies		Letterhead Business Cards Complimentary Slip		Data Sheet Safetysheet		Release Form Image Library		Vehicle Branding

# SECTION 1 CORPORATE LOGO

## THE INTRODUCTION

The Fosroc Logo is the company's most valuable trademark. Created back in 1991, it is often referred to as the "The Fosroc Man" and symbolises the strength

The logo comprises of two elements, the logo symbol (Fosroc man) and logo type (constructive solutions). There are instances when the logo will not be accompanied by the type which is acceptable but both versions should not be altered in anyway.

Correct usage of the Fosroc logo creates long-term value for Fosroc. Used consistently, it will simply and easily bring to mind all the positive equity people have in our brand.

Feature the Fosroc logo as the valuable asset it is:

> Let it serve a prominent role. It should not be cluttered by other elements. This "breathing room" around the logo helps draw attention to it.

> Always portray the logo in the proper colours and proportions as described in these guidelines. Consistency will strengthen our brand.

> Avoid the temptation to add too much "window-dressing" to the logo. Visual clutter will weaken our brand.

Finally, always use master artwork when reproducing any logo design. It should never be recreated under any circumstances.

When reproducing any logo elements, only the original high resolution or vector graphic files shall be used - logos should not be taken from this document.

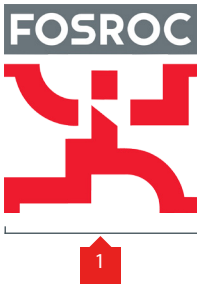


1972 - 1991  
The four F's Fosroc logo



1991 - PRESENT  
The Fosroc man logo

## THE LOGO



*constructive solutions*



**1) The Logo Symbol**  
Fosroc's brand image, in the form of our logo, must therefore reflect that. Instantly recognisable throughout the world.

**2) The Logo Type**  
'Constructive solutions' is a powerful message that identifies our target market, reflecting a keen focus on excellence and customer service. The font that is used here is Arial italic.

## LOGO VARIATION

The main logo is the red logo used on a white background. For darker backgrounds you will find an alternative below.

**The Logo Dark Version**  
will be used when the background colour isn't light coloured.

**The Logo Light Version**  
will be used when the background colour isn't dark coloured.

**Recommended formats are:**  
.eps | .ai | .png | .jpg | .tiff

**Attention:**  
Use of any stylised, animated, hand drawn or other versions of an unofficial logo is not permitted. This undermines the logo system and brand consistency. Please consult with Group Marketing if you have any questions or need further assistance.

## LOGO DARK VERSION



## LOGO LIGHT VERSION



## LOGO DOWNLOAD LINK

Direct Link: [http://link/functions/Marketing/public\\_fosroc\\_logo/Forms/AllItems](http://link/functions/Marketing/public_fosroc_logo/Forms/AllItems).

You are here:

01	SECTION 1 CORPORATE LOGO	02	SECTION 2 CORPORATE TYPOGRAPHY	03	SECTION 3 CORPORATE COLOURS	04	SECTION 4 SALES MATERIAL	05	SECTION 5 CORPORATE STATIONERY	06	SECTION 6 TECHNICAL INFO	07	SECTION 7 PHOTOGRAPHY & IMAGES	08	SECTION 8 VEHICLE LIVERY
	The Logo Logo Variation Clearspace Application & Size		Primary Font Secondary Font		Colour Codes		A4 Sales Brochures A5 Catalogues Case Studies		Letterhead Business Cards Complimentary Slip		Data Sheet Safetysheet		Release Form Image Library		Vehicle Branding

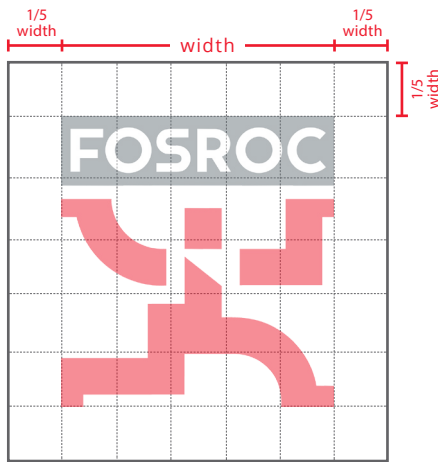
## LOGO CONSTRUCTION AND CLEARSPACE

It is important to keep the logo clear of any other graphic elements. To regulate this, an exclusion zone has been established around the logo. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the logo.

### LOGO SYMBOL- CLEARSPACE

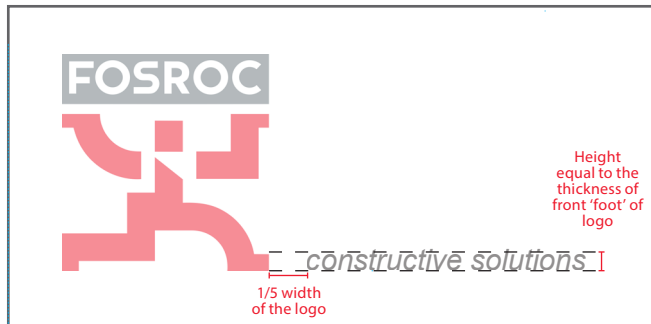
The area that surrounds the logo is as important as the logo itself. This space represents the minimum distance between the logo and any other design element or text, providing breathing room to the logo and eliminating any visual clutter that can compete with logo legibility – thereby diminishing the effectiveness of the logo.

X defines the minimum clear space around the logo. This is calculated by dividing the width of the logo (W) by five.

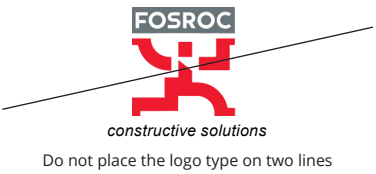


### LOGO TITLE - CLEARSPACE

The strapline ‘constructive solutions’ should be typeset in Arial Italic, positioned to the right of the Fosroc logo at a distance equal to 1/5 of the width of the logo. The baseline of the lettering aligns with the base of the logo, at the correct size ratio as shown.



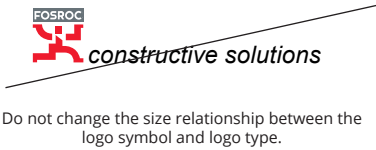
## INCORRECT LOGO APPLICATIONS AND MINIMUM SIZE



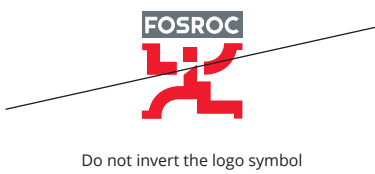
Do not place the logo type on two lines



Do not alter the colour of the logo symbol



Do not change the size relationship between the logo symbol and logo type.



Do not invert the logo symbol



Do not alter the logo type style



Never change the proportions of the logo vertically or horizontally or alter the appearance in any way

### INCORRECT LOGO APPLICATIONS

To protect the visual consistency of the Fosroc logo, avoid improper colour usage, backgrounds and placement.

Do not place the logo on top of a busy or distracting image, or close enough to a design object that the space requirements are violated.

The files provided must not be altered in any way other than sizing, with the aspect ratio preserved.

If you have any queries on the logo treatment, or a requirement for alternative versions please contact the Group Marketing team.

### MINIMUM LOGO SIZES

While the Fosroc logo may be reduced in size, it should maintain legibility and not be printed smaller than 9mm wide (logo symbol) and 35mm wide (full logo). For onscreen display, the logo should never be less than 72 dpi for digital applications and electronic files.

Any deviation from the minimum size must be approved by the Group Mareting Team.



9 mm

**Logo Symbol**  
Minimum Size:  
9 mm x 9mm



35 mm

**Full Logo**  
Minimum Size:  
35mm x 15 mm

01	SECTION 1 CORPORATE LOGO	02	SECTION 2 CORPORATE TYPOGRAPHY	03	SECTION 3 CORPORATE COLOURS	04	SECTION 4 SALES MATERIAL
	The Logo Logo Variation Clearspace Application & Size		Primary Font Secondary Font		Colour Codes		A4 Sales Brochures A5 Catalogues Case Studies

05	SECTION 5 CORPORATE STATIONERY	06	SECTION 6 TECHNICAL INFO	07	SECTION 7 PHOTOGRAPHY & IMAGES	08	SECTION 8 VEHICLE LIVERY
	Letterhead Business Cards Complimentary Slip		Data Sheet Safetysheet		Release Form Image Library		Vehicle Branding

## SECTION 2 CORPORATE TYPOGRAPHY

Typography is the visual component of the written word. Careful use of typography reinforces our personality and ensures clarity in all Fosroc's communications.

The primary typeface is Arial with a secondary Open Sans to complement the primary. These have been carefully selected to best represent the brand image, and must be used to retain consistency - especially within the logo.

Replacing fonts with alternatives should not be done under any circumstances.

### PRIMARY FONT ARIAL

#### THE FONT

The Arial typeface is one of the most widely used designs of the last 30 years. Drawn in 1982 by Monotype Imaging designers Robin Nicholas and Patricia Saunders for use in an early IBM® laser printer, Arial has become a staple for textual content.

#### USAGE

Main font to be used in all form of communications both internally and externally - with the exemption of sales materials (see secondary font)

## ARIAL

Bold	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z
Regular	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z
Figures	0 1 2 3 4 5 6 7 8 9

### SECONDARY FONT OPEN SANS

#### THE FONT

Open Sans Pro is a sans serif typeface created by Paul D. Hunt for Adobe Systems. It is the first open source font family from Adobe, distributed under the SIL Open Font License.

#### USAGE

Open Sans font should only be used for all form of print sales communications such as brochures, catalogues, posters, flyers, adverts, exhibition stands etc.

#### FONT DOWNLOAD LINK

To have Open Sans installed onto your laptop, contact IT Support providing the following link:

<http://www.fontsquirrel.com/fonts/open-sans>

## OPEN SANS

Bold	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z
Semi Bold	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z
Regular	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z
Light	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z
Figures	0 1 2 3 4 5 6 7 8 9

01	SECTION 1 CORPORATE LOGO	02	SECTION 2 CORPORATE TYPOGRAPHY	03	SECTION 3 CORPORATE COLOURS	04	SECTION 4 SALES MATERIAL
	The Logo Logo Variation Clearspace Application & Size		Primary Font Secondary Font		Colour Codes		A4 Sales Brochures A5 Catalogues Case Studies

05	SECTION 5 CORPORATE STATIONERY	06	SECTION 6 TECHNICAL INFO	07	SECTION 7 PHOTOGRAPHY & IMAGES	08	SECTION 8 VEHICLE LIVERY
	Letterhead Business Cards Complimentary Slip		Data Sheet Safetysheet		Release Form Image Library		Vehicle Branding

## SECTION 3 CORPORATE COLOUR

### THE COLOUR SYSTEM AND COLOUR CODES

The accuracy of colour in a visual identity is critical. As what you see on your monitor is never what will appear on a printed sheet, designers need a standardised colour key.

The specifications shown here are for printing the Fosroc logo using the most common print processes. If you are using a digital printing process, please refer to the colour swatches to ensure the correct match. The Pantone Matching System (PMS) is the most widely used colour key in the print industry. The striking red of the Fosroc logo is Patone 485CVC and should be specified when printing the logo.

On a four-colour press, a combination of cyan, magenta, yellow and black ink is used to create colours. The CMYK formula that closest matches Patone 485CVC is 100 percent magenta, 90 percent magenta.

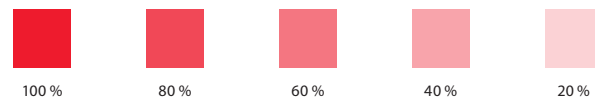
The letters 'FOSROC' appear white out of Pantone Grey 431CVC or may be reproduced using 60% black.

1

#### COLOUR CODES

CMYK : C 0% M 100% Y 90% K 0%  
Pantone : 485CVC  
RGB : R228 G31 B31

Colour Tones

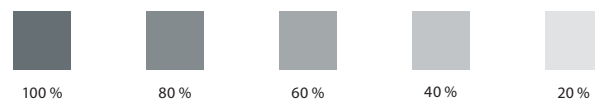


2

#### COLOUR CODES

CMYK : C 11% M 0% Y 0% K 65%  
Pantone : 431CVC  
RGB : R102 G111 B116

Colour Tones



# COLOURS ARE ONE OF THE MOST IMPORTANT THINGS TO TRANSFER A BRAND TO THE CUSTOMER.

PASSIONATE. ENERGY.  
STRENGTH. LEADERSHIP.



# 01 SECTION 1 CORPORATE LOGO

# 02 SECTION 2 CORPORATE TYPOGRAPHY

# 03 SECTION 3 CORPORATE COLOURS

# 04 SECTION 4 SALES MATERIAL

The Logo  
Logo Variation  
Clearspace  
Application & Size

Primary Font  
Secondary Font

Colour Codes

A4 Sales Brochures  
A5 Catalogues  
Case Studies

# 05 SECTION 5 CORPORATE STATIONERY

# 06 SECTION 6 TECHNICAL INFO

# 07 SECTION 7 PHOTOGRAPHY & IMAGES

# 08 SECTION 8 VEHICLE LIVERY

Letterhead  
Business Cards  
Complimentary Slip

Data Sheet  
Safetysheet

Release Form  
Image Library

Vehicle Branding

## SECTION 4 SALES MATERIALS

Every day we each have the opportunity to build positive perceptions of our Fosroc brand. The touchpoints you create will go a long way towards delivering a consistent message and making a lasting impression. No matter what end of the spectrum your communications operate, we have one shared goal: to get people intrigued to learn more about Fosroc, thus engaging our employees, business units, and customers worldwide.

Fosroc printed sales materials, such as catalogues, posters and brochures, convey the quality of our offerings and shape our stakeholders' initial perceptions of our brand. The Fosroc logo has an important role on these materials, serving as an endorsement of our products and services. Consistent use will strengthen our brand.

This section is concerned with defining the consistent usage of the logo and specific visual identity that should be established and followed to communicate the Brand Identity.

## A4 SALES BROCHURE

### PARAMETERS BROCHURES

Dimensions  
210 x 297 mm

Paper  
275 gsm / silk

Print  
PATONE

Images  
At least 300dpi

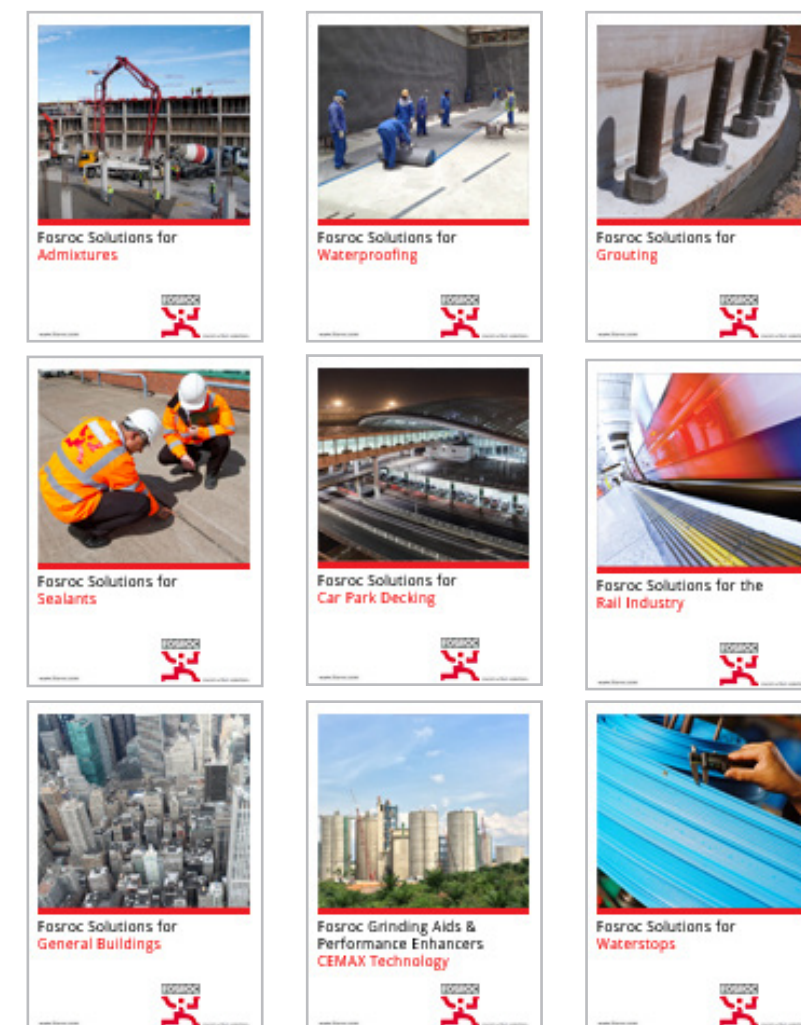
### SALES BROCHURE

The design and layout of the front and rear covers of sales brochures have been updated to give a clean, clear and milamistic look from the previous black sales materials.

All brochures created should now follow the latest style to ensure customers receive a consistent visual approach.

The position of the Fosroc logo is constant and is complemented by the red horizontal bar. The large picture showing the application may only contain one image and not multiple images. Avoid blending or merging several images into one.

The back cover should contain thumbnail images of other available Fosroc brochures to promote other product or service areas that may not be mentioned within the brochure.



### BROCHURE DESIGN FILES LINK

Direct Link: [http://link/functions/Marketing/public\\_brochures/Forms/AllItems.aspx](http://link/functions/Marketing/public_brochures/Forms/AllItems.aspx)



01	SECTION 1 CORPORATE LOGO	02	SECTION 2 CORPORATE TYPOGRAPHY	03	SECTION 3 CORPORATE COLOURS	04	SECTION 4 SALES MATERIAL
	The Logo Logo Variation Clearspace Application & Size		Primary Font Secondary Font		Colour Codes		A4 Sales Brochures A5 Catalogues Case Studies

05	SECTION 5 CORPORATE STATIONERY	06	SECTION 6 TECHNICAL INFO	07	SECTION 7 PHOTOGRAPHY & IMAGES	08	SECTION 8 VEHICLE LIVERY
	Letterhead Business Cards Complimentary Slip		Data Sheet Safetysheet		Release Form Image Library		Vehicle Branding

## A4 BROCHURE FRONT COVER

### IMAGE

The front cover image should represent the application of the brochure and must not contain any effects such as blending of multiple images or gradients. 182mm wide x 167mm high

### HORIZONTAL RED BAR

182mm wide x 6mm deep.

### TITLE

Typeset in Open Sans, Regular, Black, 32pt.

### SUB-TITLE

Typeset in Open Sans, Regular, Red, 32pt.

### LOGO

30mm wide, 55mm

### WEBSITE ADDRESS

10mm wide x 236mm deep

Example:



Fosroc Solutions for  
**Waterproofing**

[www.fosroc.com](http://www.fosroc.com)



Brochure Title  
**Brochure Subtitle**

[www.fosroc.com](http://www.fosroc.com)



## BROCHURE TEMPLATE LINK

Direct Link: [http://link/functions/Marketing/public\\_brochures/Forms/AllItems.aspx](http://link/functions/Marketing/public_brochures/Forms/AllItems.aspx)

05	SECTION 5 CORPORATE STATIONERY	06	SECTION 6 TECHNICAL INFO	07	SECTION 7 PHOTOGRAPHY & IMAGES	08	SECTION 8 VEHICLE LIVERY
	Letterhead Business Cards Complimentary Slip		Data Sheet Safetysheet		Release Form Image Library		Vehicle Branding

## A4 BROCHURE BACK COVER

### TEXT BOX

Do not remove or alter the prepopulated textbox.

### BROCHURE THUMBNAILS

Thumbnails can be changed to whatever order or preference. Each thumbnail are 20mm wide x 45mm high

### BACKGROUND AREA

Light grey (C:0M:0Y:0K:10) background at 182mm wide x 167mm high.

### HORIZONTAL RED BAR

182mm wide x 6mm deep.

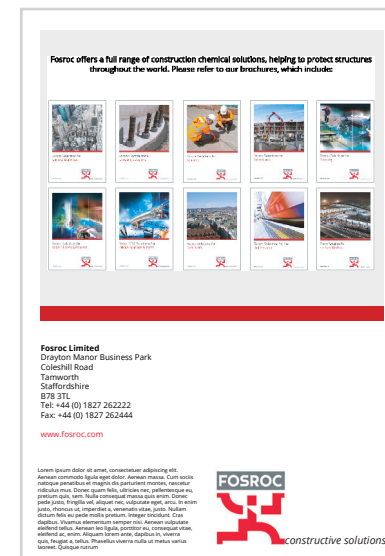
### CONTACT INFORMATION

Typeset in Open Sans Regular, Black, 12pt.

### LOGO

70mm wide x 35mm high

Example:



Fosroc offers a full range of construction chemical solutions, helping to protect structures throughout the world. Please refer to our brochures, which include:



### Contact details

[www.fosroc.com](http://www.fosroc.com)

### Disclaimer



## BROCHURE TEMPLATE LINK

Direct Link: [http://link/functions/Marketing/public\\_brochures/Forms/AllItems.aspx](http://link/functions/Marketing/public_brochures/Forms/AllItems.aspx)

01	SECTION 1 CORPORATE LOGO	02	SECTION 2 CORPORATE TYPOGRAPHY	03	SECTION 3 CORPORATE COLOURS	04	SECTION 4 SALES MATERIAL
	The Logo Logo Variation Clearspace Application & Size		Primary Font Secondary Font		Colour Codes		A4 Sales Brochures A5 Catalogues Case Studies

05	SECTION 5 CORPORATE STATIONERY	06	SECTION 6 TECHNICAL INFO	07	SECTION 7 PHOTOGRAPHY & IMAGES	08	SECTION 8 VEHICLE LIVERY
	Letterhead Business Cards Complimentary Slip		Data Sheet Safetysheet		Release Form Image Library		Vehicle Branding

## A4

### SALES BROCHURE INSIDE PAGES

With the variety of products and ways in which we communicate our product messages, it is vital that the contents of the brochure has an element of regional influence in its design.

Therefore, the following template have been designed to give the user greater flexibility and control in making a visually appealing and informative brochure. but at the same time having a consitant uniformed design.

#### A4 BROCHURE: ABOUT FOSROC TEMPLATE



The above “About Fosroc” template should be used in all brochures and the layout should not be altered in anyway. Amendments can be made to the company profile suit the OpCo's profile description. Images can also be altered to fit with the brochure theme.

#### A4 BROCHURE PAGE TEMPLATE

There are no strict layout guidelines for the layout of inside pages, essentially giving you a blank canvas.

Try to create a visual balance between images and text.

Simple designs can be really effective with the use of white spacing. Avoid cluttering to gain a clean and modern look.

Make your design stand out with the use of typography and big imagery - it will motivate the reader to continue reading.

Ensure your brochure is easy to read. Bullet points are a great way to emphasize key ideas without taking up a lot of space

#### TEMPLATE

These templates have been designed to allow greater flexibility and control to the user to be more expressive and bold in their messaging.

#### Typeset

Heading: Open Sans, Light, Black, 32pt.

Text: Open Sans, Regular, Black, 8pt.

#### BROCHURE TEMPLATE LINK

Direct Link: [http://link/functions/Marketing/public\\_brochures/Forms/AllItems.aspx](http://link/functions/Marketing/public_brochures/Forms/AllItems.aspx)

01	SECTION 1 CORPORATE LOGO	02	SECTION 2 CORPORATE TYPOGRAPHY	03	SECTION 3 CORPORATE COLOURS	04	SECTION 4 SALES MATERIAL
	The Logo Logo Variation Clearspace Application & Size		Primary Font Secondary Font		Colour Codes		A4 Sales Brochures A5 Catalogues Case Studies

05	SECTION 5 CORPORATE STATIONERY	06	SECTION 6 TECHNICAL INFO	07	SECTION 7 PHOTOGRAPHY & IMAGES	08	SECTION 8 VEHICLE LIVERY
	Letterhead Business Cards Complimentary Slip		Data Sheet Safetysheet		Release Form Image Library		Vehicle Branding

## A5 PRODUCT CATALOGUE FRONT COVER

## TEMPLATE DOWNLOAD

[http://link/functions/Marketing/public\\_forms\\_and\\_templates/Forms/AllItems.aspx](http://link/functions/Marketing/public_forms_and_templates/Forms/AllItems.aspx)


## CASE STUDY TEMPLATE

The case study template is structured to give a brief overview of a project.

You should aim to have your case study on one page.

### Example:





constructive solutions

CASE STUDY

Project Name

Location


CUSTOMER  
Enter client name

SECTOR  
Enter Sector


DATE  
Enter Date

PRODUCTS


- Enter product
- Enter product
- Enter product



Brief description of the image



Brief description of the image



Brief description of the image

T: 000 000 000  
Enter Address

F: 000 000 000

E: enquiry@fosroc.com

www.fosroc.com

The design and layout of front and rear covers of A5 booklets must be closely followed to ensure customers receive a consistent visual approach.

The large picture showing applications may contain multiple images or one image as shown in this example. Avoid any blending of images or applying any sort of gradients.

The back cover should contain the Fosroc website, local addresses and contact details.

## CASE STUDY TEMPLATE LINK

Direct Link:  
[http://link/functions/Marketing/public\\_forms\\_and\\_templates/Forms/AllItems.aspx](http://link/functions/Marketing/public_forms_and_templates/Forms/AllItems.aspx)



01	SECTION 1 CORPORATE LOGO	02	SECTION 2 CORPORATE TYPOGRAPHY	03	SECTION 3 CORPORATE COLOURS	04	SECTION 4 SALES MATERIAL
	The Logo Logo Variation Clearspace Application & Size		Primary Font Secondary Font		Colour Codes		A4 Sales Brochures A5 Catalogues Case Studies

05	SECTION 5 CORPORATE STATIONERY	06	SECTION 6 TECHNICAL INFO	07	SECTION 7 PHOTOGRAPHY & IMAGES	08	SECTION 8 VEHICLE LIVERY
	Letterhead Business Cards Complimentary Slip		Data Sheet Safetysheet		Release Form Image Library		Vehicle Branding

# SECTION 5 STATIONERY

It's important for Fosroc to present a consistent brand image through our everyday interactions. Correspondence materials such as letterhead, envelopes, business cards, and facsimile transmittal sheets are key touchpoints to communicate the Fosroc brand even when face-to-face dialogue is not possible.

Stationery is often the first experience many people in the outside world will have of our company.

Stationery therefore plays a very important role in creating, and subsequently reinforcing, our identity.

Consistency is critical in both design and types of paper used for each type of stationery.

## FOSROC LETTERHEAD

### THE COMPANY LETTERHEAD

Preferred size for letterhead body text is 10 pt (Arial).

The letterhead template provided is standard A4 size (210 mm × 297 mm).



## LETTERHEAD TEMPLATE LINK

[http://link/functions/Marketing/public\\_forms\\_and\\_templates/Forms/AllItems.aspx](http://link/functions/Marketing/public_forms_and_templates/Forms/AllItems.aspx)

01	SECTION 1 CORPORATE LOGO	02	SECTION 2 CORPORATE TYPOGRAPHY	03	SECTION 3 CORPORATE COLOURS	04	SECTION 4 SALES MATERIAL
	The Logo Logo Variation Clearspace Application & Size		Primary Font Secondary Font		Colour Codes		A4 Sales Brochures A5 Catalogues Case Studies

05	SECTION 5 CORPORATE STATIONERY	06	SECTION 6 TECHNICAL INFO	07	SECTION 7 PHOTOGRAPHY & IMAGES	08	SECTION 8 VEHICLE LIVERY
	Letterhead Business Cards Complimentary Slip		Data Sheet Safetysheet		Release Form Image Library		Vehicle Branding

## FOSROC BUSINESS CARDS

### THE COMPANY BUSINESS CARDS

Business cards are printed  
doublesided for dual languages.

The front is used for  
representation, containing  
the name, function and  
contact details of the holder  
plus the organisational  
unit contact details  
underneath.

The back is reserved for the  
exact same information as the  
front but in another desired  
language. If a second language  
is not required then leave blank.

Always use the recommended  
text size found in the  
business card template.

Frontside



Backside



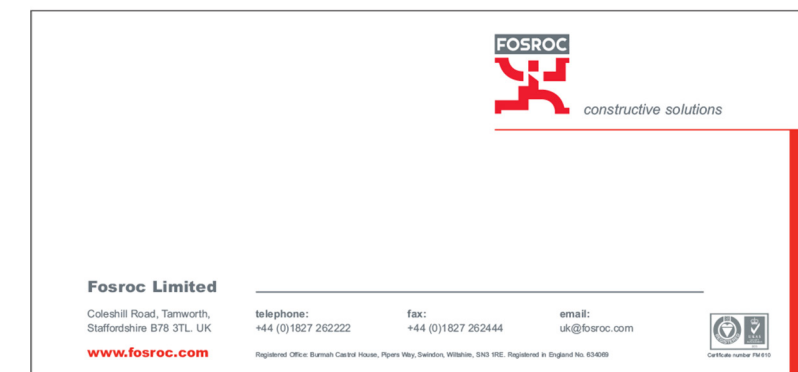
### BUSINESS CARD TEMPLATE LINK

[http://link/functions/Marketing/public\\_forms\\_and\\_templates/Forms/AllItems.aspx](http://link/functions/Marketing/public_forms_and_templates/Forms/AllItems.aspx)

## FOSROC COMPLIMENTARY SLIP

### THE COMPLIMENTARY SLIP

Compliment slip follow the  
guidelines of the template.



Frontside



Backside

05	SECTION 5 CORPORATE STATIONERY	06	SECTION 6 TECHNICAL INFO	07	SECTION 7 PHOTOGRAPHY & IMAGES	08	SECTION 8 VEHICLE LIVERY
	Letterhead Business Cards Complimentary Slip		Data Sheet Safetysheet		Release Form Image Library		Vehicle Branding

SEC  
TE

This section is mainly to reinforce existing practices and emphasise on consistent practises and presentation.

---

DATA  
SHEET

---

---

**SAFETY  
SHEET**

---

# Fosroc® Proofex Engine

FOSROC

constructive solutions

Pre-applied waterproofing membrane conforming to the requirements of BS EN 13917:2004 and BS 8123:2003. Proofex Engine mechanically bonds to concrete, remaining in place if subjected to substrate strains.

## Uses

Waterproofing and grouting membrane for concrete basements, fill pits, carports and other water enclosing structures. Proofex Engine can be used to achieve waterproofing Grade 1,2 and 3 as defined in BS 8123:2003.

## Advantages

- Uniquely formed system bonds permanently to concrete, remaining in place even if substrate takes place
- Smart unbonding design prevents water tracking between membrane and concrete
- Simple and quick to install - no protection film to remove
- Basement waterproofing protection to grades 1, 2 and 3 as defined in BS 8123:2003
- Methane and CO<sub>2</sub> protection as defined in BRE Report 212
- Radon protection as defined in BRE Report 211
- BBA certification
- Protects concrete from attack from chemicals, hydrocarbons and aggressive ground salts in contaminated soils
- Simple application - requires no primer or protection, just trowel concrete over be demolished
- Best practice - no risk of a reaction with ponded water prior to concrete being poured
- Membrane composition gives excellent flexibility for detailing combined with high durability and toughness for site finishing.

## Description

Proofex Engine is a unique patented waterproof membrane system comprising a coil made bonded to a blended polyethylene/polypropylene membrane which allows poured concrete to interlock, forming a seamless mechanical bond.

Proofex Engine provides water, water vapour and gas protection to water enclosing structures and protects concrete from aggressive ground salts, chemicals and hydrocarbons.

Proofex Engine is supplied with self-adhesive sealer along one side of the roll to provide sealed joints and a comprehensive range of auxiliary products to simplify the application process.


## Standard compliance

Independently certified performance, BBA certificate (No. C349492).


BS EN 13917:2004 - Flexible sheets for waterproofing: Plastics and rubber damp proof sheets: waterproofing sheet and rubber basement tanking sheet. Type A and Type T.

British Standard BS 8123:2003 - Code of Practice for Protection of Structures Against Water from the Ground Classes 1, 2 and 3.

Proofex Engine complies with UK Standard 1-BBS T-Safety Performance of Membranes.

 CE 0378	
Fosroc Ltd Douglas House, Station Road, Farnborough, Hampshire, GU14 7NF, UK 01 DOP: UK-36 0036 FPC 004-013	
Proofex Engine EN 13917:2004 Flexible sheets for waterproofing (Class Type A & Type T)	
Water-tightness	No evidence of penetration at the head
Resistance to impact	1200 mm
Dangerous substances	Conforms with 5.17
Resistance to static load	150kg
Exposure at break	Long > 20.0 N/mm² Trans. > 20.0 N/mm²
Tensile properties	Long > 20.0 N/mm² Trans. > 20.0 N/mm²
Water vapour resistance after artificial ageing	Pass
Resistance to tearing	720 N (perpendicular)
Shear resistance of joints	> 220 N (lap) > 120N (butt)
Water vapour properties	26 - 400m
Length	30m
Width	1.27m
Thickness	4-5mm

Page 7



**SAFETY DATA SHEET**  
**PROOFEX ENGAGE**

**1 IDENTIFICATION OF THE SUBSTANCE/ PREPARATION AND OF THE COMPANY/ UNDERTAKING**

<b>PRODUCT NAME:</b>	<b>PROOFEX ENGAGE</b>
<b>APPLICATION:</b>	Pre-applied waterproofing membrane that mechanically adheres to poured concrete.
<b>SUPPLIER:</b>	Fosroc Limited Dagfinn Mørne Christensen Park Colindale Road Tottenham Stoke E7 8 3TL Tel: 01832 362222 Fax: 01832 264444

**2 HAZARDS IDENTIFICATION**

**ENVIRONMENT**  
No significance assessed

**3 COMPOSITION/ INFORMATION ON INGREDIENTS**

**COMPOSITION COMMENTS**  
Polysulfone/epoxy/ethylene and butyl

**4 FIRST-AID MEASURES**

**GENERAL INFORMATION**  
No environmental claims

**5 FIRE-FIGHTING MEASURES**

**EXTINGUISHING MEDIA**  
Carbon dioxide, powder or foam.

**SPECIAL FIRE FIGHTING PROCEDURES**  
Self-extinguish in case of fire.

**SPECIFIC HAZARDS**  
Stylish components.

**6 ACCIDENTAL RELEASE MEASURES**

**PERSONAL PRECAUTIONS**  
Wear suitable protective clothing, gloves and eye/face protection.

**ENVIRONMENTAL PRECAUTIONS**  
Prevent entry into drains, sewers and water courses.

**SPILL, CLEAN UP METHODS**  
Solid product: Collect into containers. Dispose of as waste.

**7 HANDLING AND STORAGE**

**USAGE PRECAUTIONS**  
Do not subject to direct heat. Kilgill Ltd: Where manual handling is unavoidable use correct lifting techniques.

**STORAGE PRECAUTIONS**  
Store in cool, dry area. Store correctly.

**8 EXPOSURE CONTROLS/ PERSONAL PROTECTION**

**TEMPLATE** [http://link/functions/Marketing/public\\_forms\\_and\\_templates/Forms/AllItems.aspx](http://link/functions/Marketing/public_forms_and_templates/Forms/AllItems.aspx)



01

SECTION 1  
CORPORATE  
LOGO

02

SECTION 2  
CORPORATE  
TYPOGRAPHY

03

SECTION 3  
CORPORATE  
COLOURS

04

SECTION 4  
SALES  
MATERIAL

The Logo  
Logo Variation  
Clearspace  
Application & Size

Primary Font  
Secondary Font

Colour Codes

A4 Sales Brochures  
A5 Catalogues  
Case Studies

05

SECTION 5  
CORPORATE  
STATIONERY

06

SECTION 6  
TECHNICAL  
INFO

07

SECTION 7  
PHOTOGRAPHY  
& IMAGES

08

SECTION 8  
VEHICLE  
LIVERY

Letterhead  
Business Cards  
Complimentary Slip

Data Sheet  
Safetysheet

Release Form  
Image Library

Vehicle Branding

## SECTION 7 PHOTOGRAPHY & IMAGES

Photography and images are powerful and emotive tools to help communicate and differentiate Fosroc's capabilities and product offering.

Both photography and images can live within the same product. Photography automatically implies a degree of specificity and should be used to showcase specific entities and stories such as case studies. Images is effective for representing concepts where specific photography might be alienating such as highlighting our capability within a sector.

As an integral part of the Corporate Identity it is important that the right choices of images are used when representing Fosroc.

You need to use your judgment and discretion when selecting images but in particular avoid the following:

- > Using images taken from the internet unless you have purchased or have approval from the owner of the image.
- > Image of people on a construction site without personal protective equipment (PPE).
- > Where possible stay away from stock images as they can appear as inauthentic, in particular people images.
- > Make sure your images are appropriately sized and of high resolution to avoid degrading the image when printed.
- > Old images showing ex-employees

Any external photographs not owned by Fosroc will require written approval for it to be published on print and/or multimedia material. It is always advisable to have people sign a release form for all photos you use, especially for advertisements or promotional materials.



IMAGE  
LIBRARY LINK

[http://link/functions/Marketing/Public\\_Relations/Forms/AllItems.aspx](http://link/functions/Marketing/Public_Relations/Forms/AllItems.aspx)

IMAGE  
LIBRARY LINK

[http://link/functions/Marketing/Public\\_Relations/Forms/AllItems.aspx](http://link/functions/Marketing/Public_Relations/Forms/AllItems.aspx)



01	SECTION 1 CORPORATE LOGO	02	SECTION 2 CORPORATE TYPOGRAPHY	03	SECTION 3 CORPORATE COLOURS	04	SECTION 4 SALES MATERIAL
The Logo Logo Variation Clearspace Application & Size		Primary Font Secondary Font		Colour Codes		A4 Sales Brochures A5 Catalogues Case Studies	

05	SECTION 5 CORPORATE STATIONERY	06	SECTION 6 TECHNICAL INFO	07	SECTION 7 PHOTOGRAPHY & IMAGES	08	SECTION 8 VEHICLE LIVERY
Letterhead Business Cards Complimentary Slip		Data Sheet Safetysheet		Release Form Image Library		Vehicle Branding	

# SECTION 8 VEHICLE LIVERY

A consistent approach to the design and layout of Fosroc’s identity on vehicles is important throughout the world.

The following pages show the preferred design on a selection of different vehicles.

These layouts should be followed as closely as possible, taking into account the wide variety of vehicles around the world.

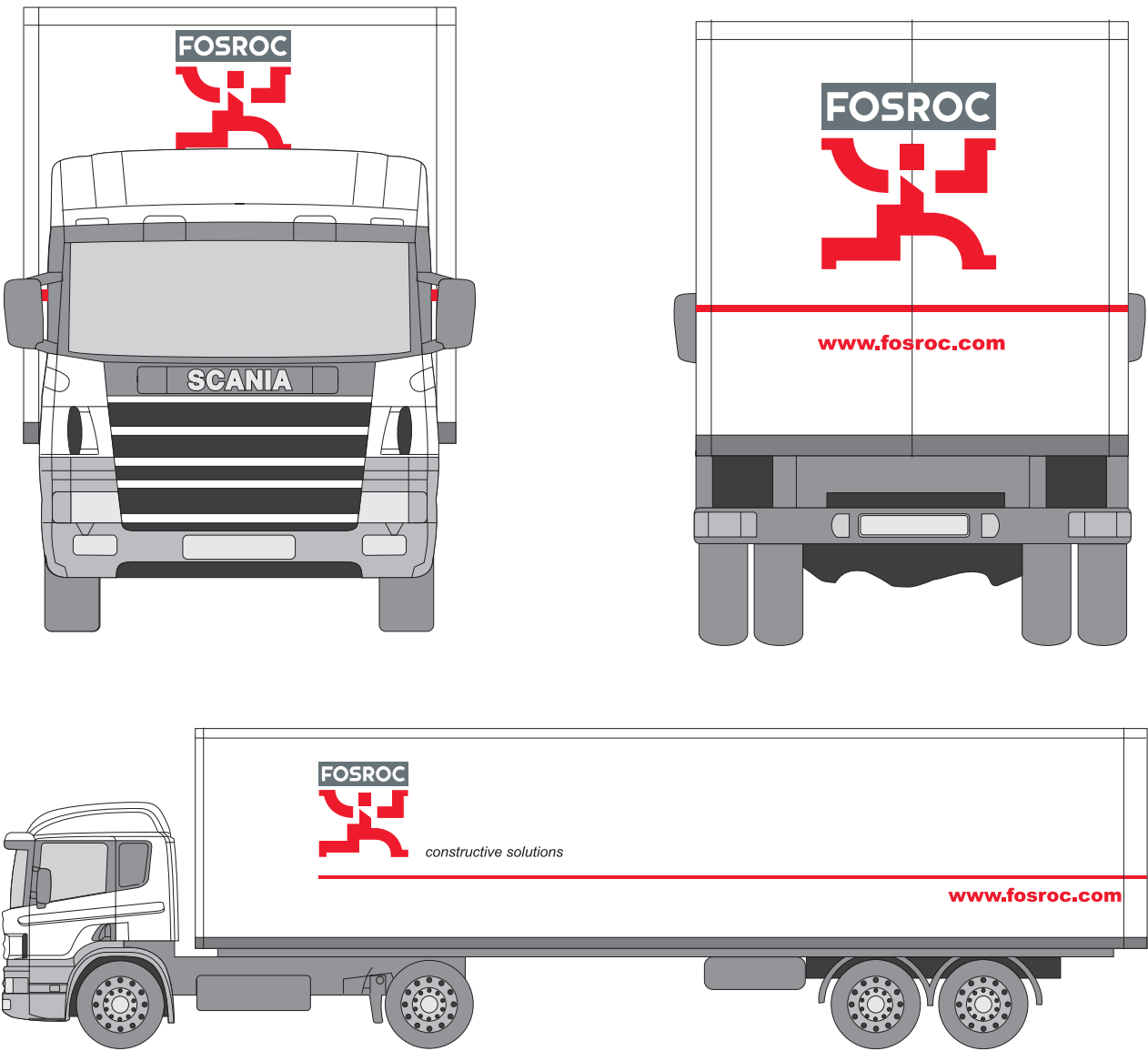
Advice on design for specific vehicle types is available through: [Enquiries@Fosroc.com](mailto:Enquiries@Fosroc.com)



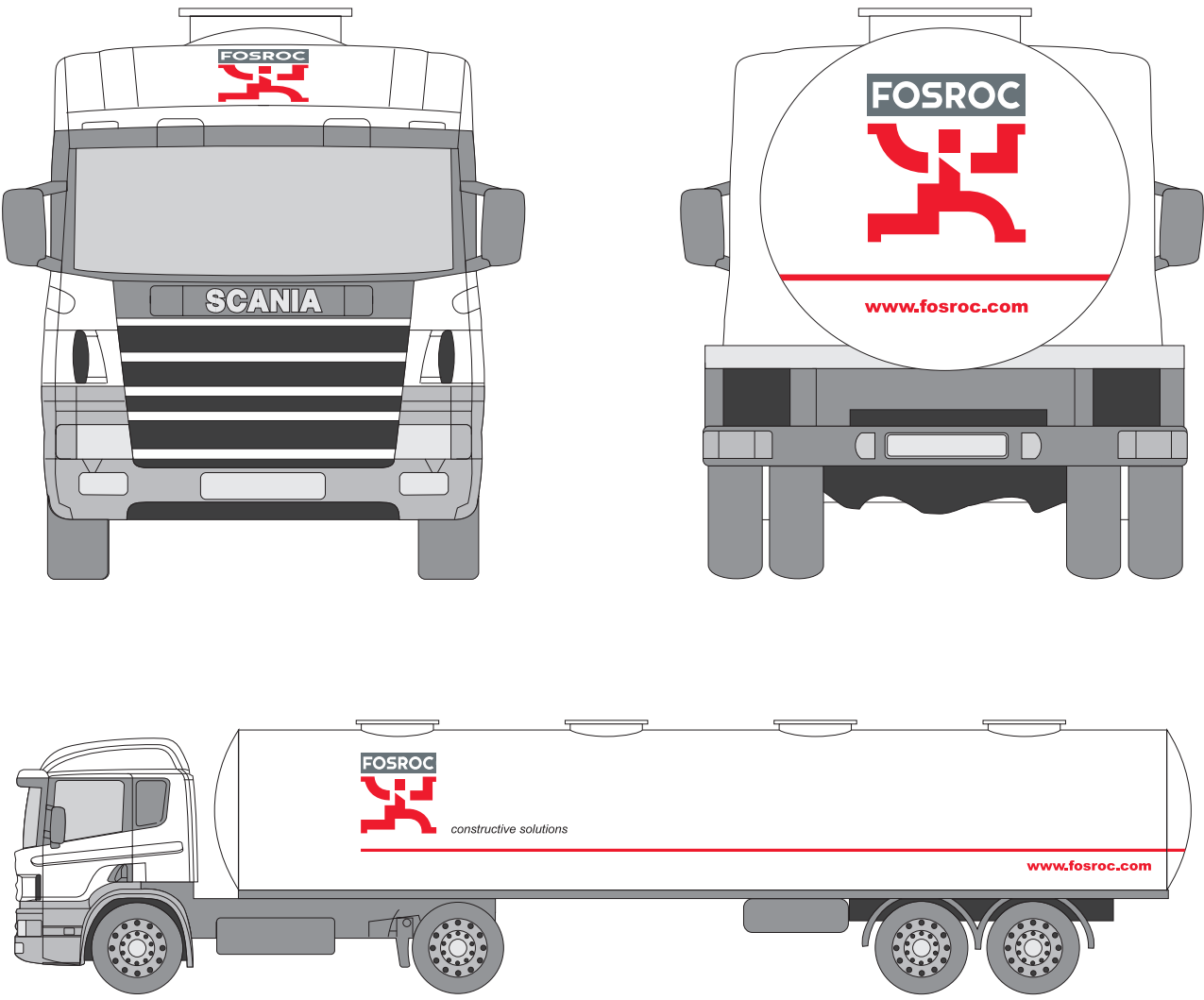
01	SECTION 1 CORPORATE LOGO	02	SECTION 2 CORPORATE TYPOGRAPHY	03	SECTION 3 CORPORATE COLOURS	04	SECTION 4 SALES MATERIAL
	The Logo Logo Variation Clearspace Application & Size		Primary Font Secondary Font		Colour Codes		A4 Sales Brochures A5 Catalogues Case Studies

05	SECTION 5 CORPORATE STATIONERY	06	SECTION 6 TECHNICAL INFO	07	SECTION 7 PHOTOGRAPHY & IMAGES	08	SECTION 8 VEHICLE LIVERY
	Letterhead Business Cards Complimentary Slip		Data Sheet Safetysheet		Release Form Image Library		Vehicle Branding

CURTAIN SIDER  
TRUCK



CORPORATE  
TANKER





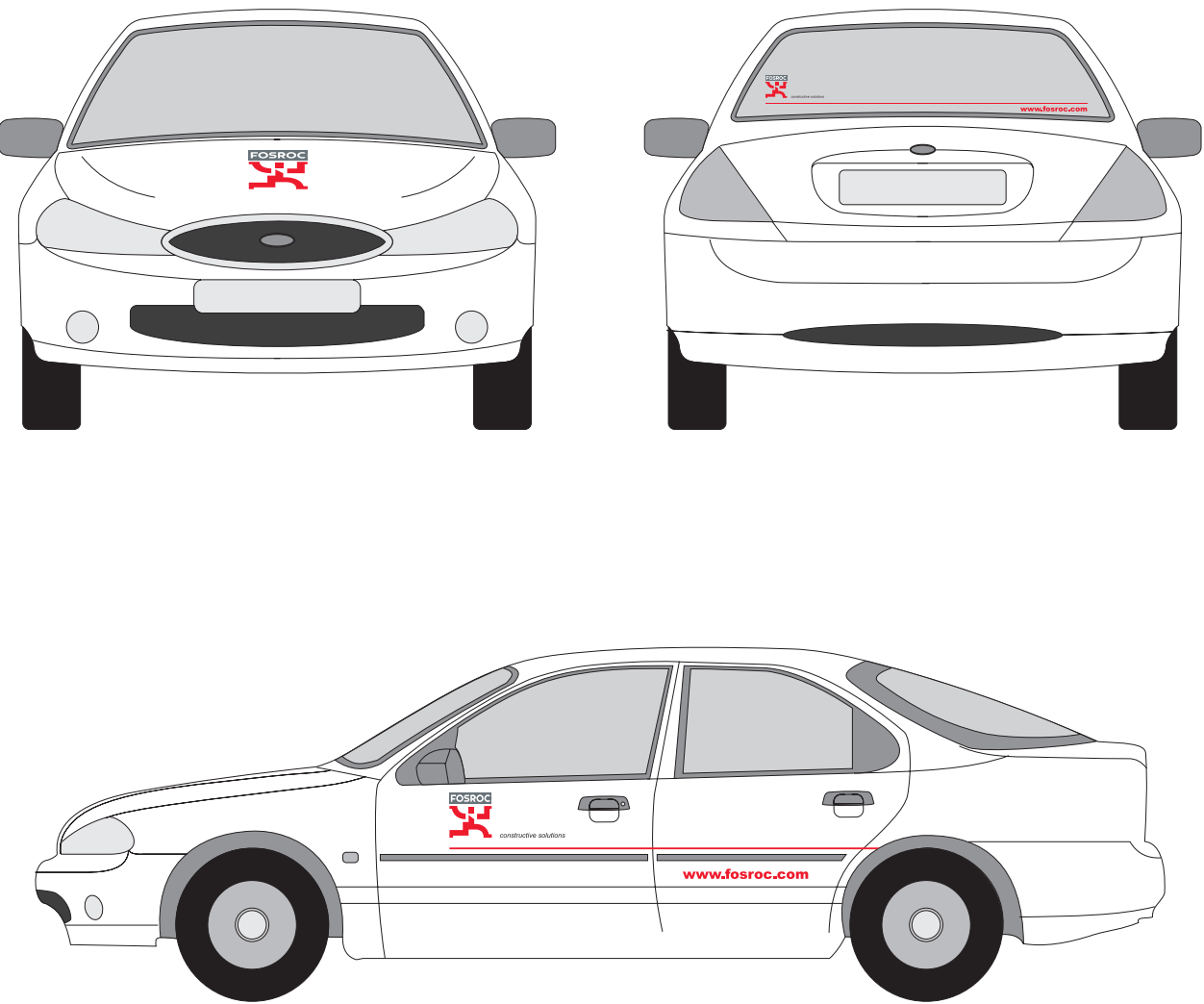
01	SECTION 1 CORPORATE LOGO	02	SECTION 2 CORPORATE TYPOGRAPHY	03	SECTION 3 CORPORATE COLOURS	04	SECTION 4 SALES MATERIAL
	The Logo Logo Variation Clearspace Application & Size		Primary Font Secondary Font		Colour Codes		A4 Sales Brochures A5 Catalogues Case Studies

05	SECTION 5 CORPORATE STATIONERY	06	SECTION 6 TECHNICAL INFO	07	SECTION 7 PHOTOGRAPHY & IMAGES	08	SECTION 8 VEHICLE LIVERY
	Letterhead Business Cards Complimentary Slip		Data Sheet Safetysheet		Release Form Image Library		Vehicle Branding

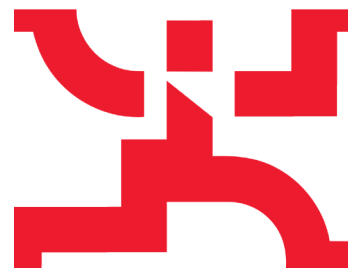
LARGE  
VAN



CORPORATE  
CAR



FOSROC



FOSROC

---

## CONTACT

Group Marketing

Phone | Email | Online

37 Ixworth Place  
London  
SW3 3QH

Landline: + 44 (0) 207 591 2486  
Email: [enquiry@fosroc.com](mailto:enquiry@fosroc.com)  
Website: [www.fosroc.com](http://www.fosroc.com)