



# Scapa Corporate Identity Guidelines



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# Introduction

Scapa is a leading supplier of specialty pressure sensitive adhesive tape solutions worldwide.

The foundation of our success rests on creating a positive image in the global marketplace. By projecting a consistent corporate image, we enhance brand recognition and strengthen our identity as a world leader in the technical tapes industry.

This document has been developed to provide guidelines to update and unify the Scapa image on a global basis.

These guidelines must be used in the creation of literature, stationery, advertising, signage, packaging, promotional materials, and electronic documents. All Scapa marketing communication materials are required to conform to these standards.



# Our Vision

*World Class, inspired, market driven team, focused on optimising customer & shareholder value through responsible, agile delivery of specialist tape solutions.*

This means we are:

- Market led with customer intimacy
- An exceptional highly motivated team
- Fast and responsive
- Delivering value through continuous improvement
- World class tape solutions

All communications must therefore portray this Vision as best as possible to both internal and external contacts.





# Corporate Requirements

# Corporate Signature

Scapa is one name with two meanings. It represents not only the corporation and its Global Business Units, but also the Scapa brand of product or service marketed by the company.

The Scapa signature is the single most important identifier of the company. The signature of the Scapa identity is the distinctive typographic treatment of the word Scapa encapsulated by a red rectangle, accompanied by a horizontal red bar.

The position and size relationship of the logo and the bar are part of the signature and may not be altered. Only the authorised files provided by the Marketing department may be used to reproduce the Scapa logo.

Open space around the logo ensures the visual integrity of the image and separates it from competing elements. With the exception of stationery applications (which are specified in this document), a space equal to the width of the logo rectangle is the preferred minimum clear space required around the Scapa signature. This is a preferred minimum guideline only; additional space is recommended when an application allows it.



*The corporate signature consists of the Scapa rectangle accompanied by the horizontal bar.*

## Colour

Consistent colour treatment strengthens brand recognition and upholds the integrity of the signature. The rectangle containing the Scapa name and the horizontal bar above it should always appear in Scapa Red. The signature “S” within the rectangle, and the type set in the horizontal bar must be white. Scapa Red refers to PMS 1797C, or the matching custom ink color for applications on uncoated stock. These colour specifications must be adhered to with no substitutions.

In order to achieve the greatest impact, the logo should be placed on either a white or very light background, or a black or very dark background. Special consideration is necessary when placing the signature over photographs or backgrounds with varying tones. There must be sufficient contrast between the signature and the background to ensure maximum legibility.

Exceptions to these guidelines must be approved by the Global Marketing Manager.

Correct



Incorrect



# Typography

The letters in the Scapa logo are unique and may not be redrawn. Only approved logo reproduction artwork may be used.

Only the Helvetica family of typefaces are permissible for Scapa literature. Specific guidelines for typography on individual items must be obtained from the Marketing Group. The Scapa signature must never appear in text. When referring to Scapa in headlines or body copy, Scapa must appear in the same typeface as the words surrounding it. Only the first letter (S) in Scapa may be capitalised, the rest of the word must appear in lower case letters.

35 Helvetica Thin  
45 Helvetica Light  
55 Helvetica Roman  
**75 Helvetica Bold**



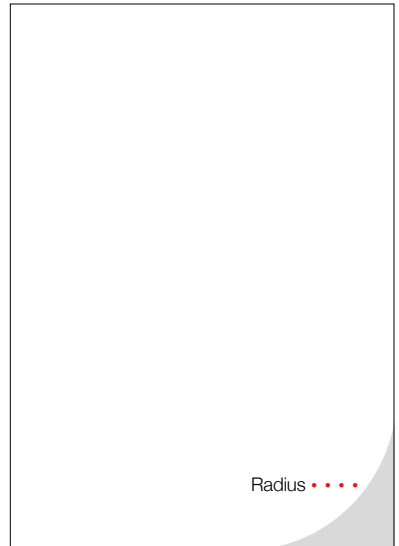


# Secondary Graphics

The Scapa radius is designated as a secondary supporting graphic and part of the corporate graphic standards. It must appear in the bottom right corner of all letterheads and business cards.

The size, colour, and screen value of the radius varies according to application. Guidelines for usage and final art are provided by the Marketing department. The guidelines established in this document for treatment of the corporate signature must be followed for all marketing materials.

Decisions regarding treatment of additional graphics must be approved by the Global Marketing Manager.





# Key Applications

# Stationery

**Signature** – Only authorised reproduction art may be used for the corporate signature. In addition to the logo, a screened radius curve must appear at the bottom right of all letterheads and business cards. This radius screen must always appear in 7% black unless otherwise agreed by the Global Marketing Manager.

**Colour** – Stationery must be printed in two colours: Scapa Red and black. No other colours are to be used. The logo must always appear in Scapa Red, and the remaining type appears in black. Scapa Red refers to the custom ink color formulated for all applications on uncoated stock. These colour specifications must be adhered to with no substitutions.

**Print Production** – Scapa stationery must be reproduced either by the offset printing process or a combination of foil stamping and offset printing. To ensure a high quality and cost effective process, decisions regarding the method of production will be made by the Marketing department in conjunction with Purchasing.

**Paper Stock** – The feel of the stationery imparts an impression as distinctive as the look. Scapa stationery must always be printed on a high quality, smooth finish, bright white, opaque paper.

**Typography** – Only the Helvetica family of typefaces are permissible for Scapa stationery. Specific guidelines for typography on the individual items are described in this document.



# Stationery

**Business Cards & Letterheads** – Business cards and letterheads are a key element of business communication between Scapa and its customers. A consistent format will clearly convey necessary information about the sender and reinforce the Scapa identity worldwide. Revising this format, or including additional information, may only be done with the approval of the Global Marketing Manager.

Marketing literature such as Price Lists, Technical Data Sheets, etc., must adhere to the guidelines for the size and position of the corporate signature prescribed for stationery in this document.



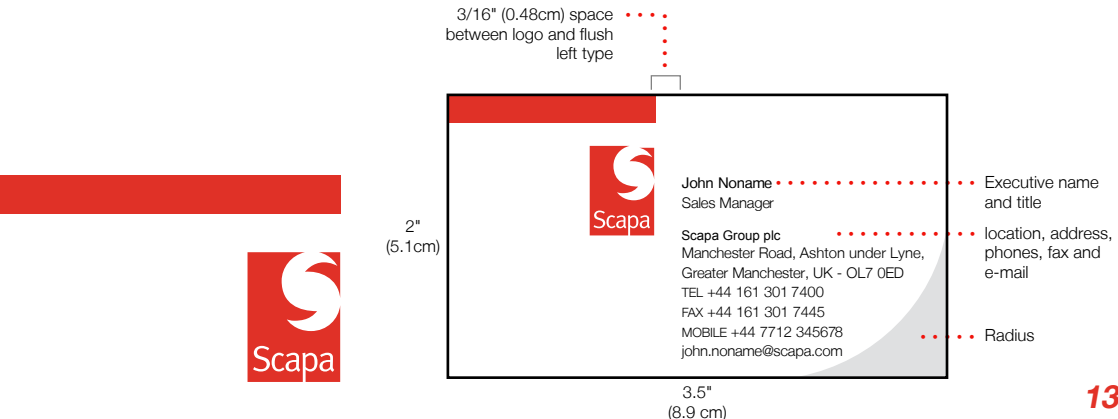
# Business Cards

(1) The signature must appear in the top left of the card. The logo and horizontal bar must be printed in Scapa Red. The signature “S” and the type in the bar must appear in white.

(2) The executive name and title must appear directly to the right of the Scapa signature. Text must be set flush left, Helvetica, upper and lower case and printed in black. The executive name must appear in Helvetica 65 Medium, and the title in Helvetica 45 Light.

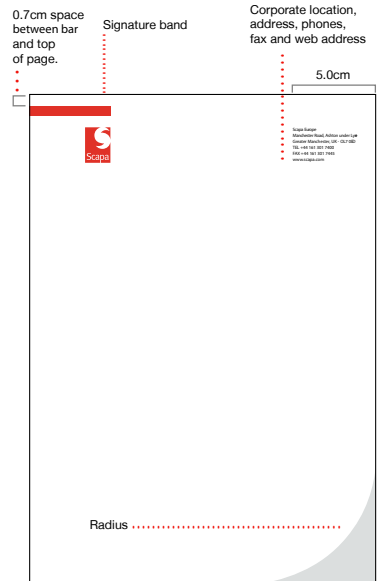
(3) The baseline of the corporate location should align with the baseline of the logo. The corporate location, address, phone and fax numbers, e-mail and/or web site addresses must appear beneath the title and be separated from the executive name and title by a 5.5 point line space. The corporate location must be set flush left, Helvetica 65 Medium, upper and lower case. The addresses, phones and e-mail follow in Helvetica 45 light, upper and lower case.

(4) The Scapa radius must appear printed in 7% black or the GBU colour as agreed in the bottom right corner of business cards.



# Letterhead

- (1) The signature must appear in the top left of the card. The logo and horizontal bar must be printed in Scapa Red. The signature “S” must appear in white.
- (2) The baseline of the corporate location should align with the baseline of the logo. The corporate location, address, phone and fax numbers, e-mail and/or web site addresses must appear beneath the title. The corporate location must be set flush left, Helvetica 65 Medium, upper and lower case. The addresses, phones and e-mail follow in Helvetica 45 light, upper and lower case.
- (3) The Scapa radius must appear printed in 7% black or the GBU colour as agreed in the bottom right corner of business cards.



# Compliment Slip

Mailing labels must also conform to corporate graphic standards. Label size may vary but the proportions must correspond with those shown on this page.

The corporate signature must always appear in the top left, in Scapa Red, with white type. The mailing address must be set directly beneath the signature in black, separated by a 24 point line space, in Helvetica 45 Light. The radius must appear in the bottom right corner in 7% black.

1/4" (0.64cm) space between bar and top of page.



# Brochures

Print communications are a primary vehicle for building brand awareness among existing and potential customers. Following the basic guidelines outlined in this document will ensure consistent brand representation worldwide. The Scapa signature, consisting of the logo and the horizontal bar, must appear on the front and back cover of all marketing literature. The signature must be visually separate and easily distinguished from other graphic elements on the page, positioned in the bottom left corner on both sides, and printed in Scapa Red with white type.

The Helvetica family of typefaces is the selected typeface for Scapa literature. These fonts must be used to provide a consistent look for all corporate collateral. Selection of type within this family can vary. All Scapa literature should utilise the standard regional Scapa A4 or oversized A4 for folders specifications. In the instance of an exception to this size, the proportion of the elements to the page size must be maintained in all circumstances. Any exceptions must be approved by Global Marketing Manager. This document does not contain specific instructions regarding page layout. Page layout and design may reflect regional or market specific requirements.





# Advertising

Advertising is an important vehicle for any corporate identity programme. While advertising provides a unique opportunity for creativity, it is equally important to uphold the corporate identity standards in order to enhance brand recognition. The Scapa corporate signature, consisting of the logo and the horizontal bar, must appear in the bottom left corner of all advertising. The signature must be visually separate and easily distinguished from other graphic elements on the page.

The Helvetica family of typefaces must be used for all Scapa advertising to be consistent with the global corporate identity standards. The Scapa logo must be 4.5cm (1 ¾") wide when used on a standard full page advert, with the top of the logo being 4.5cm from the bottom of the page. In the instance of an exception to this size, the proportion of the elements to the page size must be maintained in all circumstances. Any exceptions must be approved by the Global Marketing Manager. This document does not contain specific instructions regarding page layout.



# Packaging

Application of the corporate signature to packaging such as cores, sample boxes, and shipping cartons must be approved by the Global Marketing Manager.





# Electronic Applications



# Presentations

A Corporate Presentation template has been provided by the Global Marketing Department, and must be used for all internal and external presentations. The font colours have been specified within the presentation template, with the options of black, red and grey.

Black should be used for the main presentation title, and subsequent section titles if applicable within the presentation. Red must be used for all titles on each of the slides. Dark grey should be used for all other fonts.

The Scapa signature must appear on all pages of each presentation in Scapa Red. The signature must always appear left justified at the top of the page, in a manner consistent with the guidelines outlined in this document.

The Helvetica type family will be used in official presentations created by the Marketing department to maintain consistency with the global corporate identity standards. Everyone else is to use the Arial font only, which has been set in the Corporate Presentation template.

Exceptions to these recommendations must be approved by Global Marketing Manager.



# Website

In addition to supporting the Scapa corporate identity, the website reflects the company's global mission and vision. It communicates the Scapa's image to both existing and potential customers. It should educate and entice the customer, providing detailed information in an easy-to-navigate, fast-loading environment. While the format and design of the web site remain the responsibility of the Marketing Department, the corporate graphic standards must still be applied.

The Scapa signature must appear on each page in Scapa Red. The signature must always be treated in a manner consistent with that outlined in this document.

Web ready art for the Corporate Signature is available from Marketing department.

## Direct Marketing Communications

The Scapa signature must appear on each page of the document in Scapa Red. The signature must always be treated in a manner consistent with that outlined in this document. Use of the Helvetica family of typefaces is required in all circumstances where possible.





# Additional Applications



# Additional Applications

## Signage

Adherence to the corporate guidelines established in this document is imperative in the production of all Scapa signage. The Scapa signature must appear in Scapa Red. Only the Helvetica family of typefaces may be used in combination with the corporate signature.

## Trade Show Booths

All trade show graphics must adhere to the corporate guidelines established herein. Application of the signature and the stand design must be approved by the Global Marketing Manager.

## Business Forms

It is permissible to reproduce the Scapa signature in black on documents which are to be printed in one colour such as business forms. The radius need not be used on these types of applications. When printing documents with no bleed allowance, the logo may be positioned up to 1/4" (0.64cm) from the edge of the page. Application of the signature to these materials must be approved by the Global Marketing Manager.



For more information email  
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