



Brand Guidelines V1.0

iconsys



Introduction to the brand



| Our purpose

Iconsys exists to enhance performance through integration of automation technologies.

| Our mission

Our mission is to enable customers to achieve the most efficient, effective and safe production environments in industry through leading edge automation technology.

| Our vision

Our vision is to lead customers into the digital era.

Our values

Partnership

We believe in a partnership approach and strive to develop strong relationships built on trust.

Quality

We design and build quality systems that maximise uptime in production critical environments.

Innovation

We have an unshakable belief in exploring emerging technology to continually enhance production.

People

We believe people are at the core of everything we do. We employ and nurture the best talent in the industry.

Our behaviours

Safety

We take the utmost care to ensure a safe working environment for everyone.

Excellence

We offer simple solutions to complex problems, encourage constructive comment to learn to our advantage, and always lead rather than follow.

Responsible

We work hard to reduce our environmental impact and hold ourselves accountable for what needs to be done.

Agile

We think ahead and move quickly to deliver meaningful solutions that exceed customer expectations, on time, to specification and within budget.

Transparent

We are open and honest, earning the trust and confidence of others by acting with integrity.

Teamwork

We enjoy working together, supporting and inspiring each other. We give praise for a job well done and reward team effort.

| Our strapline

Enhancing
Performance





Logo

Logo

The Iconsys logo is our most used and therefore our most valuable brand asset.

The simplicity of the wordmark means we have to use it carefully to ensure it has a strong presence across all visual communications.

Our logo comes in three colours: dark blue, white and black. Only use the black variation of the logo in monochrome applications where appropriate.

Use the dark blue logo on light backgrounds, and the white version on dark backgrounds.

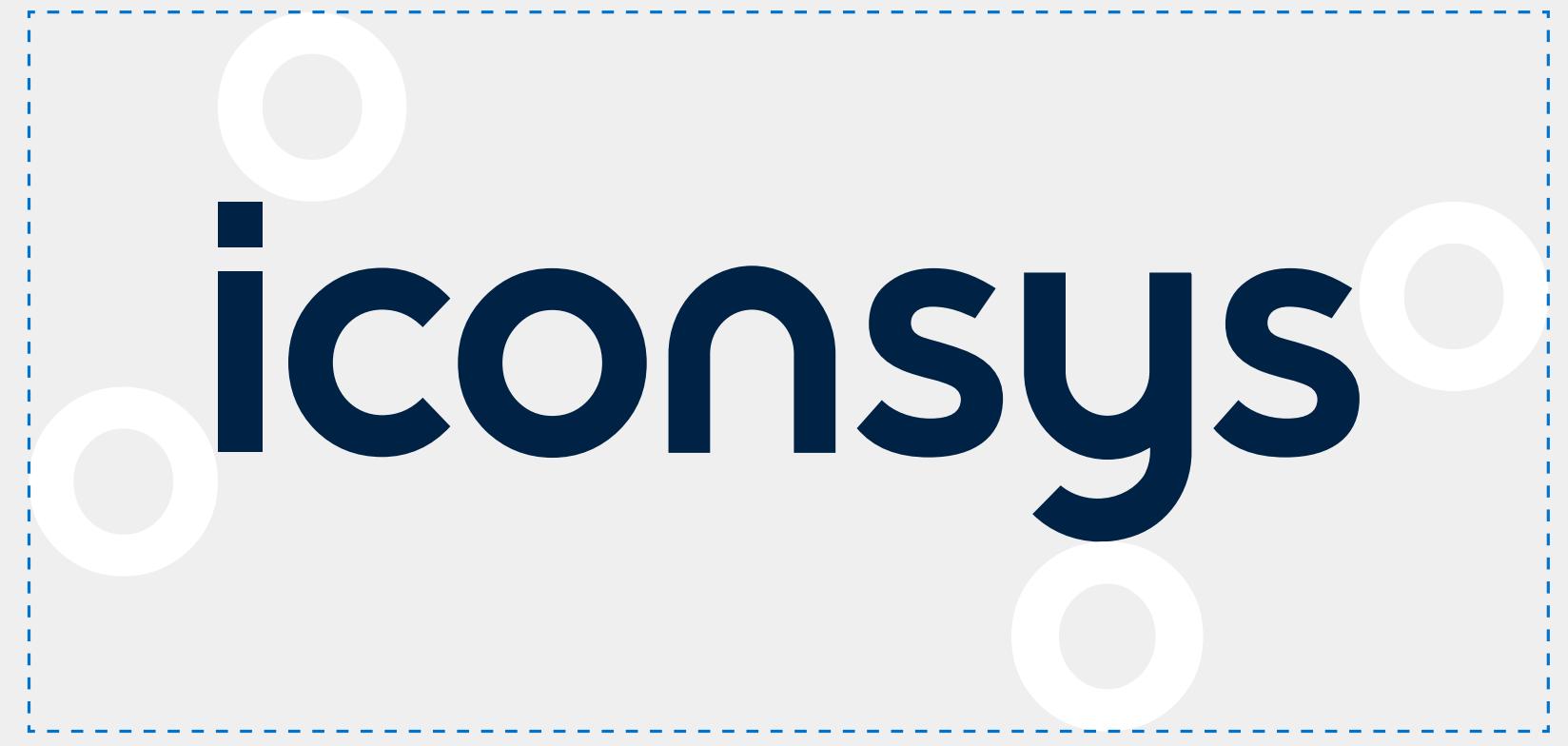
The logo can also be utilised with our strapline in certain instances. Please refer to these guidelines when using different variations of the logo.



Logo Clear space

For maximum impact, our logo should always be prominent and legible. Clear space around the logo helps to ensure it is not compromised by other elements.

The 'o' of iconsys is used to define the minimum clear space. No text, imagery or patterned background should enter this space.



Minimum clear space for logo.



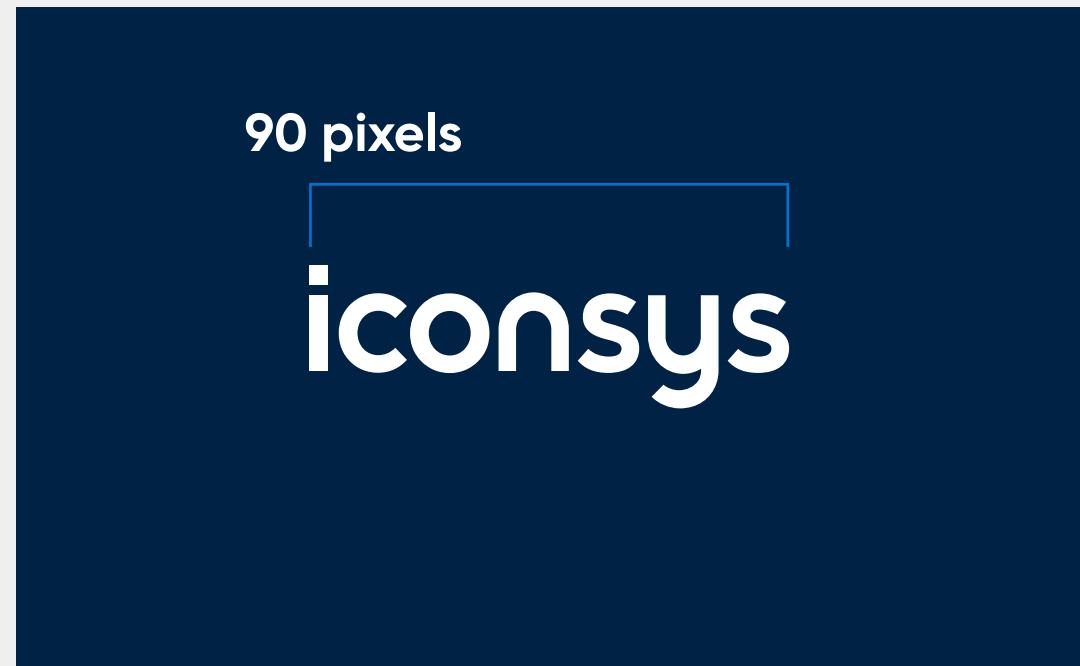
Minimum clear space for logo
with strapline.

Logo Minimum sizes

Ensuring the logo is clear and prominent across applications is vital. To keep legibility it is essential not to reduce the logo below the minimum sizes.



Primary logo
print minimum size (not to scale)



Primary logo
digital minimum size (not to scale)



Logo with strapline
print minimum size (not to scale)



Logo with strapline
digital minimum size (not to scale)

Logo What to avoid

In order to maintain brand consistency, it is vital that the logo is utilised correctly. Shown opposite are examples of how not to display the logo.



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Do not distort the logo out of proportion.



Do not use the colour logo over dark, busy imagery.



iconsys

Do not use the white logo on top of light backgrounds.



iconsys

Do not alter the colour of the logo outside of the dark blue, black and white variations.



Do not use the white logo over light, busy imagery.



iconsys

Do not add a drop shadow to the logo.



iconsys

Do not use the dark logo on top of dark backgrounds.

Colours

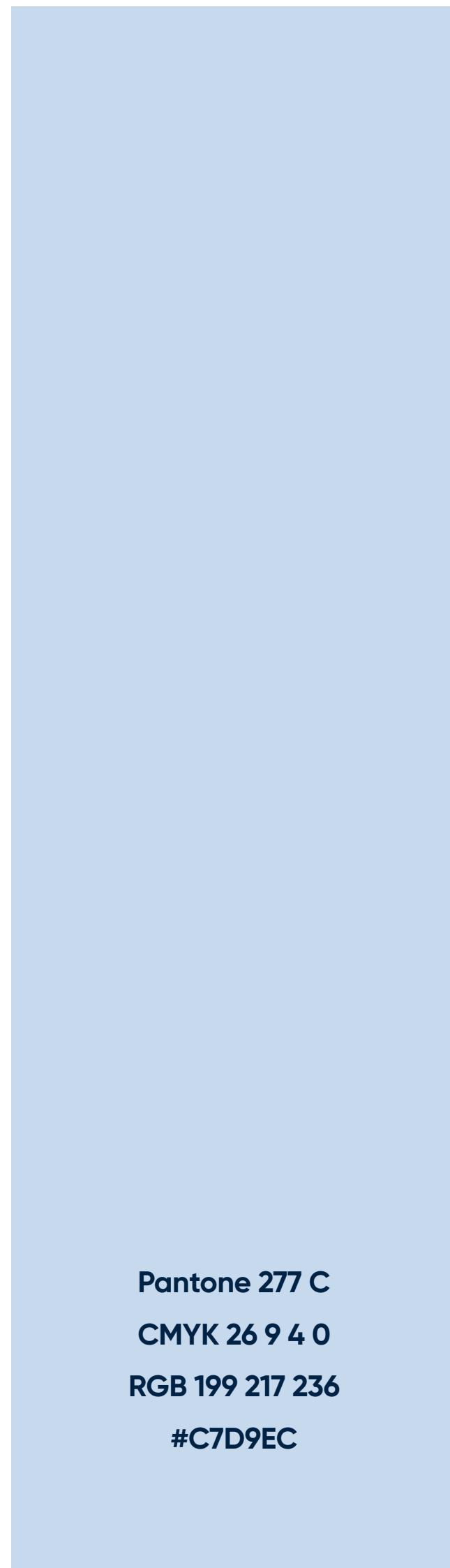
Our primary colour palette should be the strongest impression of our brand. It has been developed to emphasise the trustworthy and future focused nature of Iconsys.



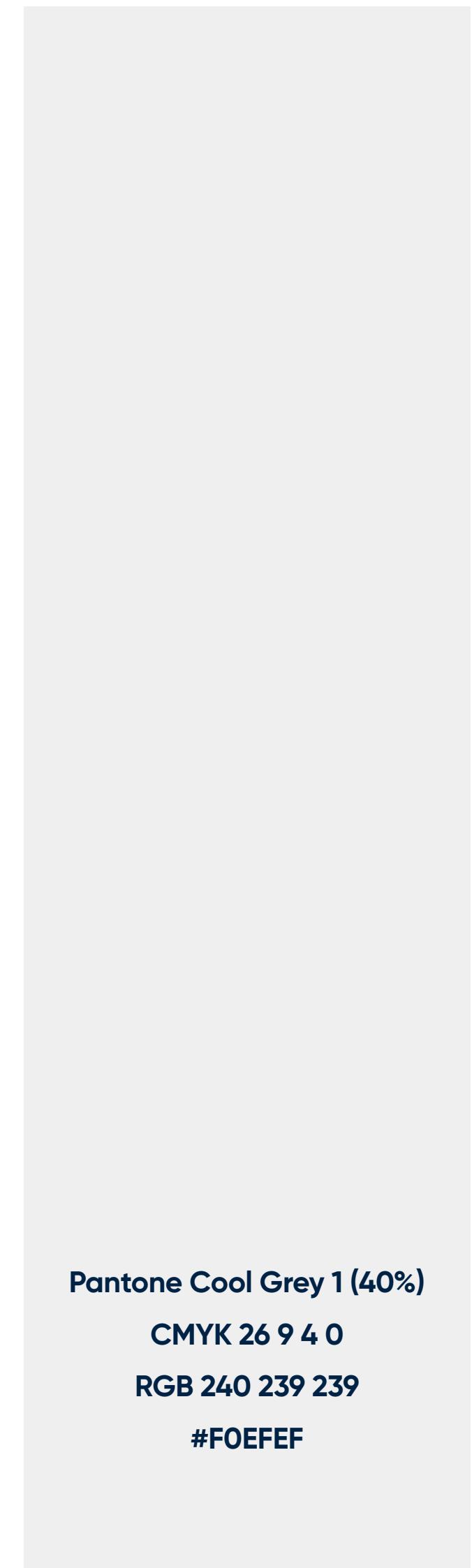
Pantone 289 C
CMYK 100 76 12 68
RGB 0 34 68
#002244



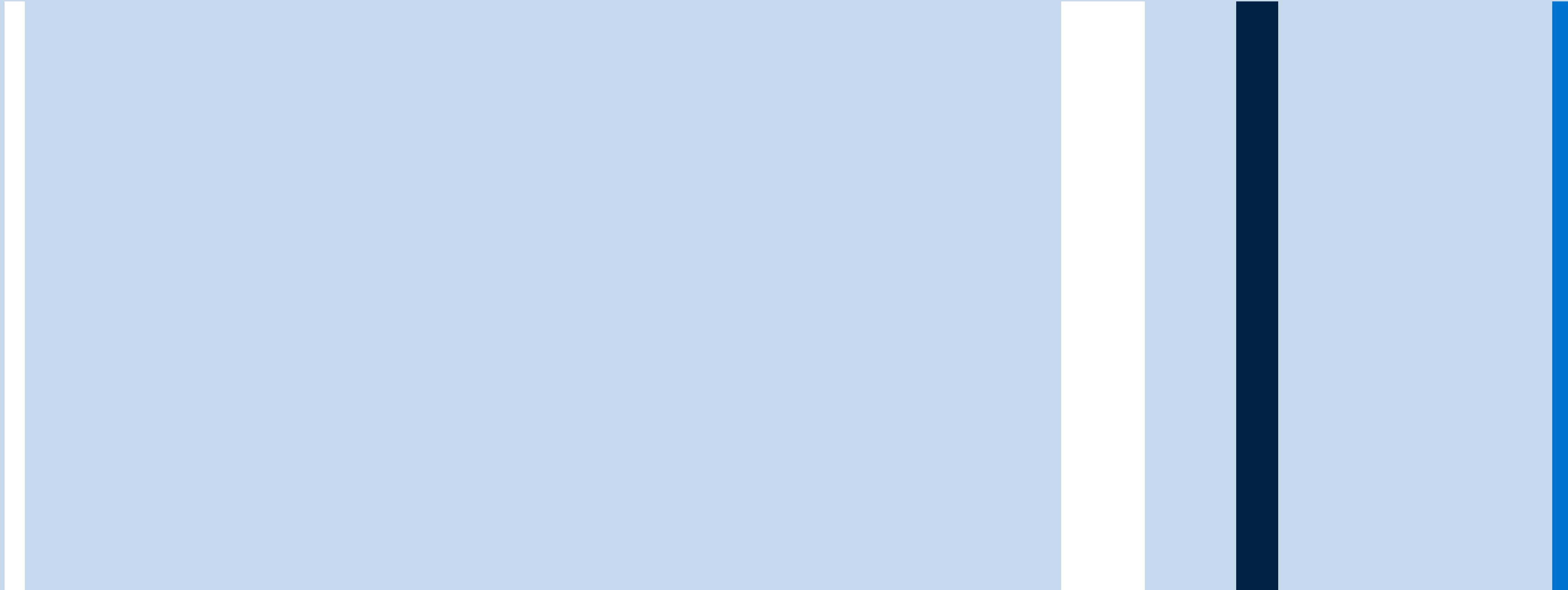
Pantone 285 C
CMYK 90 48 0 0
RGB 0 115 207
#0073CF



Pantone 277 C
CMYK 26 9 4 0
RGB 199 217 236
#C7D9EC



Pantone Cool Grey 1 (40%)
CMYK 26 9 4 0
RGB 240 239 239
#FOEFEF



■ Typography

Typography

The primary typeface for Iconsys is Gilroy, a rounded sans serif which sets out what is often complex information in a confident and straightforward manner.

Utilising two weights, bold and regular, with the addition of some simple rules, enables a strong consistency across brand touchpoints.

Apart from exceptional circumstances, we always use sentence case for headlines and body copy.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Incim litions erferitecae es eumet quate volum reicatiorem aditis quam re quis molecat quost, qui doluptati cone pore cum dolorrovid eum harciis si tem solut illit, nos voluptium int harum sita volupid untissin porroratem dit quibusdam, optatis debit et officie ndantis ium simincto dolo verum, odis valorpossim vendit modisquo odignam, voloreprae sitam in parionseque quodit est antur?

Gilroy Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Incim litions erferitecae es eumet quate volum reicatiorem aut oditis quam re quis molecat quost, qui doluptati cone pore cum dolorrovid eum harciis si tem solut illit, nos voluptium int harum sita volupid untissin porroratem dit quibusdam, optatis debit et officie ndantis ium simincto dolo verum, odis valorpossim vendit modisquo odignam, voloreprae sitam in parionseque quodit est antur?

Gilroy Regular

Type hierarchy

Apart from exceptional circumstances, all text should be left aligned. 'Gilroy bold' should make up titles, page headers and call-outs. Secondary information including subheads and body copy should be set in 'Gilroy regular'.

For subheads and body copy, use the automatic leading settings. For headlines and any call-outs, the leading should be the same as the point size.

The headline is always set in Gilroy bold

This is a subhead, which is half the point size of the headline and in Gilroy regular.

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estis res conem reiciment aliquist quam, as molorendit quat. Opta dolum nietur rere core, consed utectur? Ugit pera doloreritem est, sincienim fuga. Am re mint quas ut aut aspitas enistrum vitionem. Nulpa dia por resequia cum fugitiis autam ducentem re, simi, omnimin ciumqui torem ende vellit, corem ute et his.

Type hierarchy Emphasising key information

Using a simple system of two font weights enables consistency across applications. However, sometimes we need to put more emphasis on key information. In such circumstances, we emphasise focus by changing text colour, preferably to our medium blue, which stands out on dark and light backgrounds.

If you want a particular point to stand out set it in our medium blue.

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■ The 'enhanced bars'

The 'enhanced bars'

A key element of our brand, the 'enhanced bars' consist of a series of vertical stripes which can be used flexibly across visual touchpoints.

The vertical bars are best used in sets of between 3 and 5 stripes. The vertical height of the bars is influenced by the content they are being used with.

The bars can be used in 3 key ways:

1. As a way of highlighting and supporting written content
2. A holding device to show imagery/content
3. Overlayed on imagery to display progress or highlight key elements

The 'enhanced bars'

1. Highlighting written content

To anchor the crucial text within an application, vertical bars that mirror the text height should be used.



The 'enhanced bars'

2. Holding device

The bars can also be used in a set of five as a holding device. As in the case of the animation opposite, the 4th bar along expands horizontally and becomes a content holder for imagery or typography.

The 'enhanced bars'

3. Overlaid onto an image

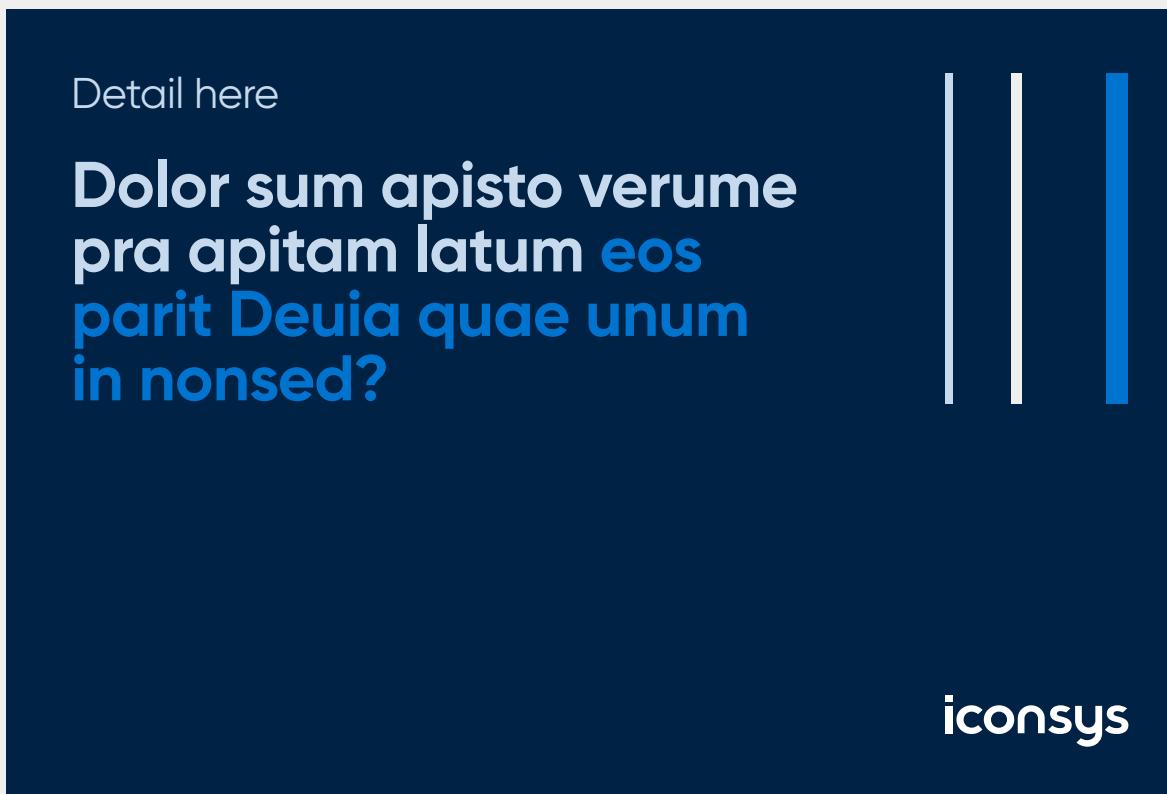
To anchor the crucial text within an application, vertical bars that mirror the text height should be used.



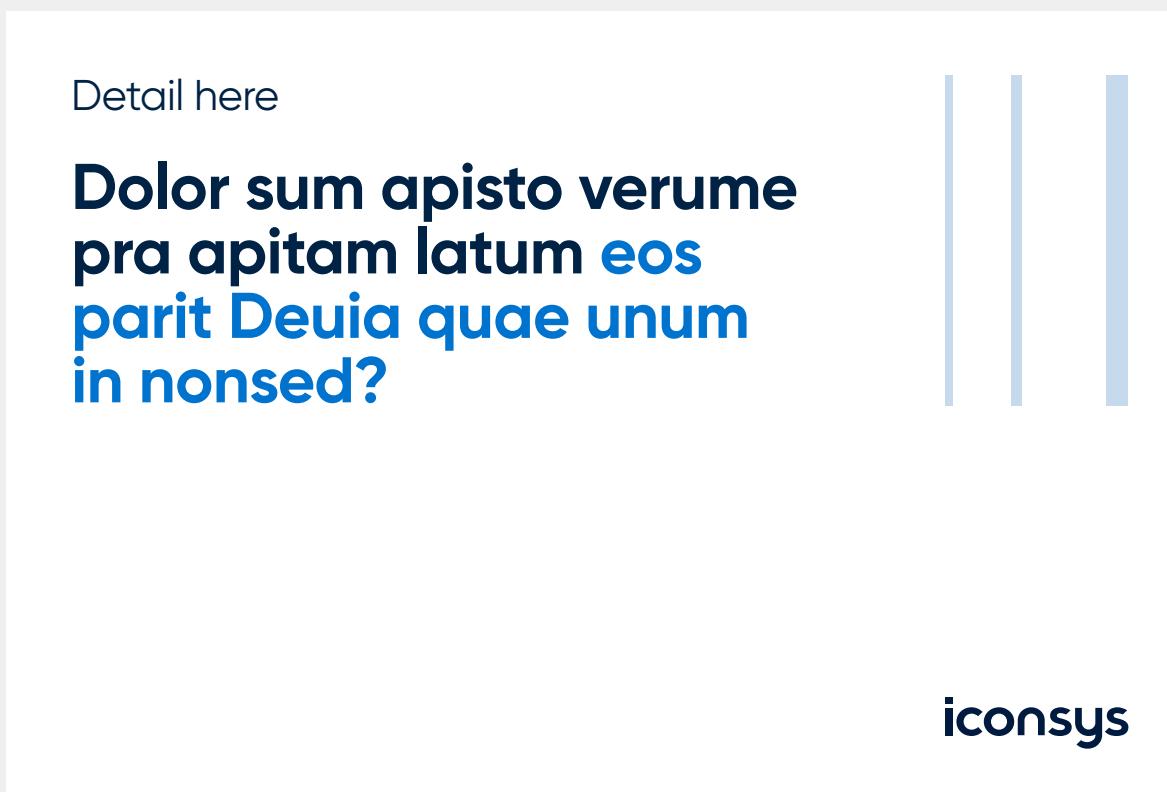
The 'enhanced bars' Using colour

The bars are typically made up of a random configuration of the 3 blues, light grey and white, depending on background colour.

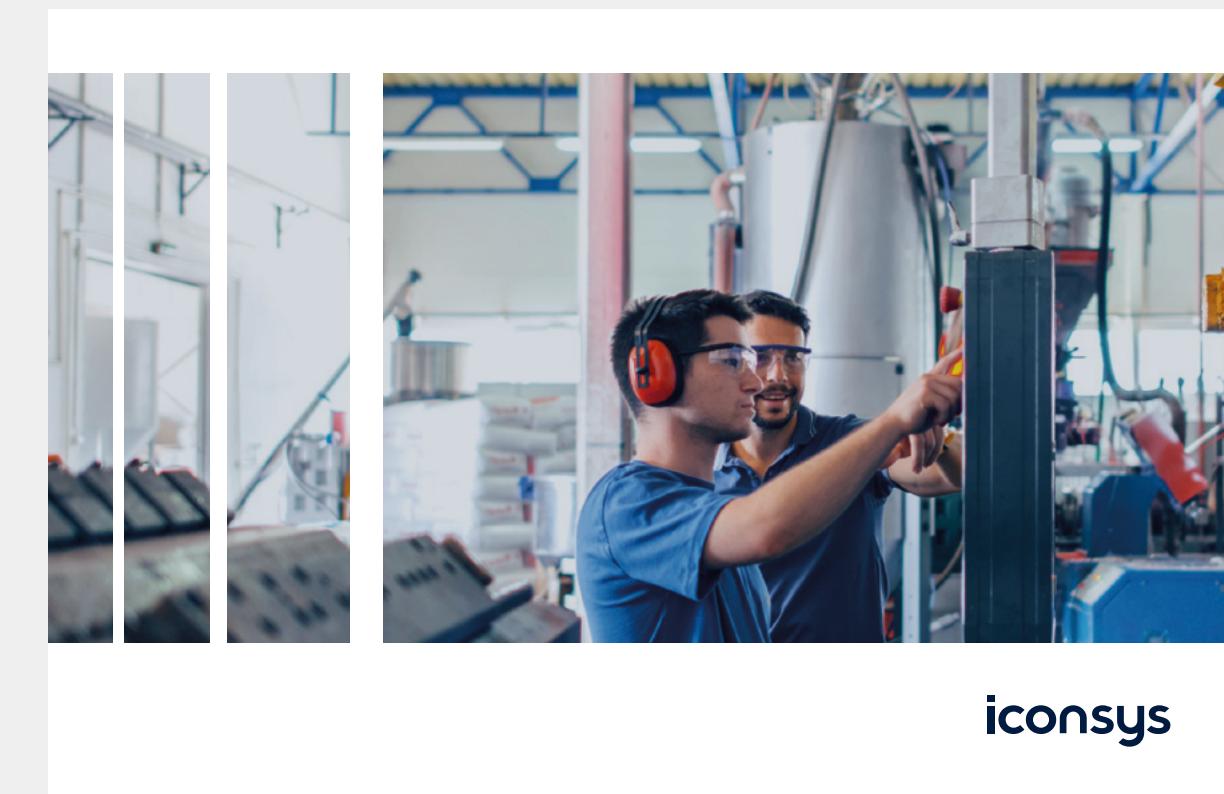
The only exception to this is when the bars are overlayed over imagery. The bars must then match the colour of the format background (this is usually white or the dark blue).



- ✓ Ensure you use a different colour for each bar when used on a neutral background.



- ✗ Do not use the same colour for each bar.



- ✓ Bars must match the background colour when overlayed on imagery.



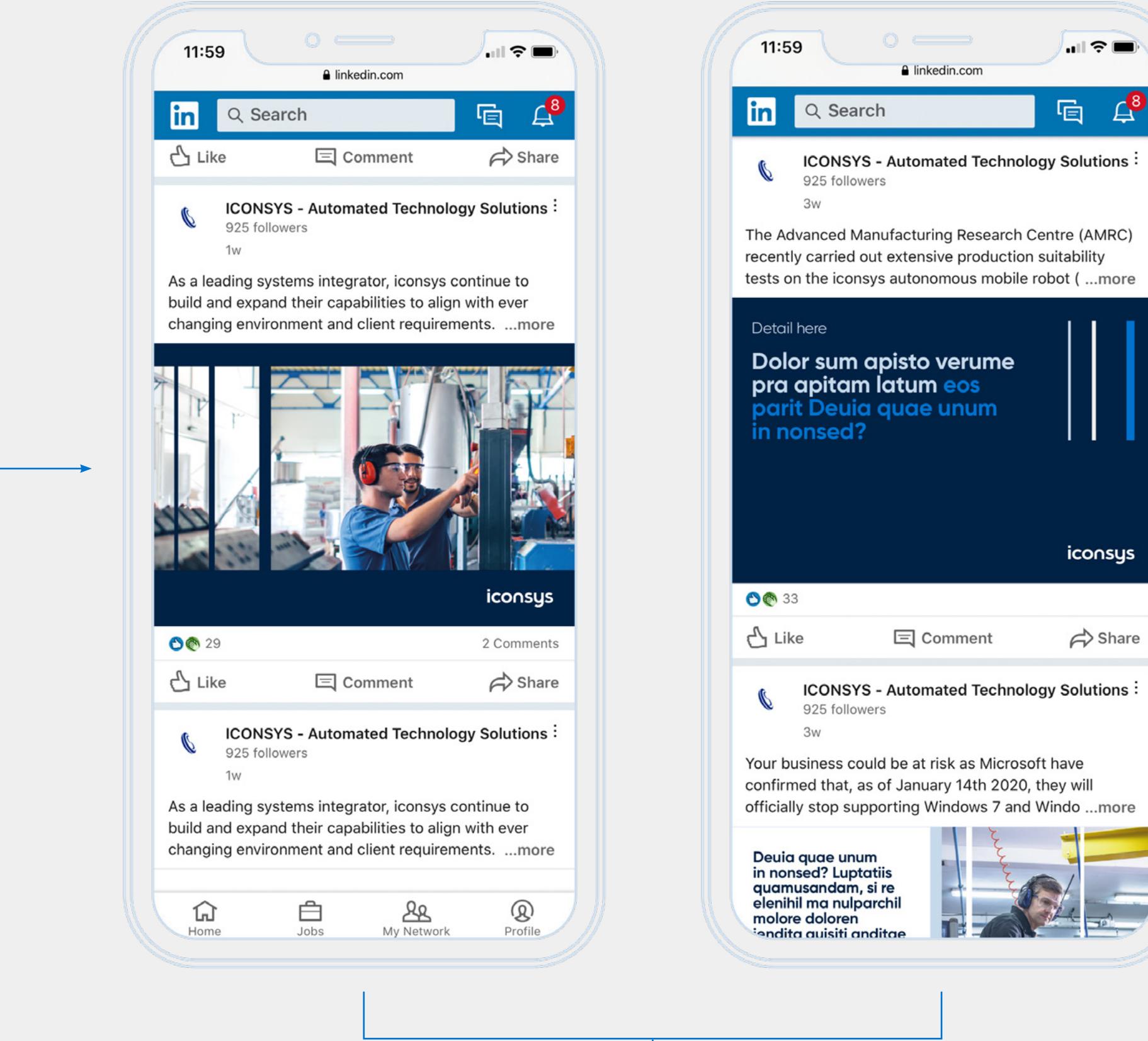
- ✗ Do not use different colour stripes overlayed on an image as they can be distracting.

The 'enhanced bars' In application

The bars can be used in a variety of ways:

- To highlight and support written content
- A holding device to show imagery/content
- Overlayed on imagery to display progress or highlight key elements

Set of 3 bars,
overlaid
on imagery,
highlighting
important area.



Set of 3 bars,
supporting the
written content.
Same verticle
height as the
typography.

The 'enhanced bars' In application

The bars can be used in a variety of ways:

- To highlight and support written content
- A holding device to show imagery/content
- Overlayed on imagery to display progress or highlight key elements

Set of 4 bars,
utilised as
a holding
device for the
hero image.

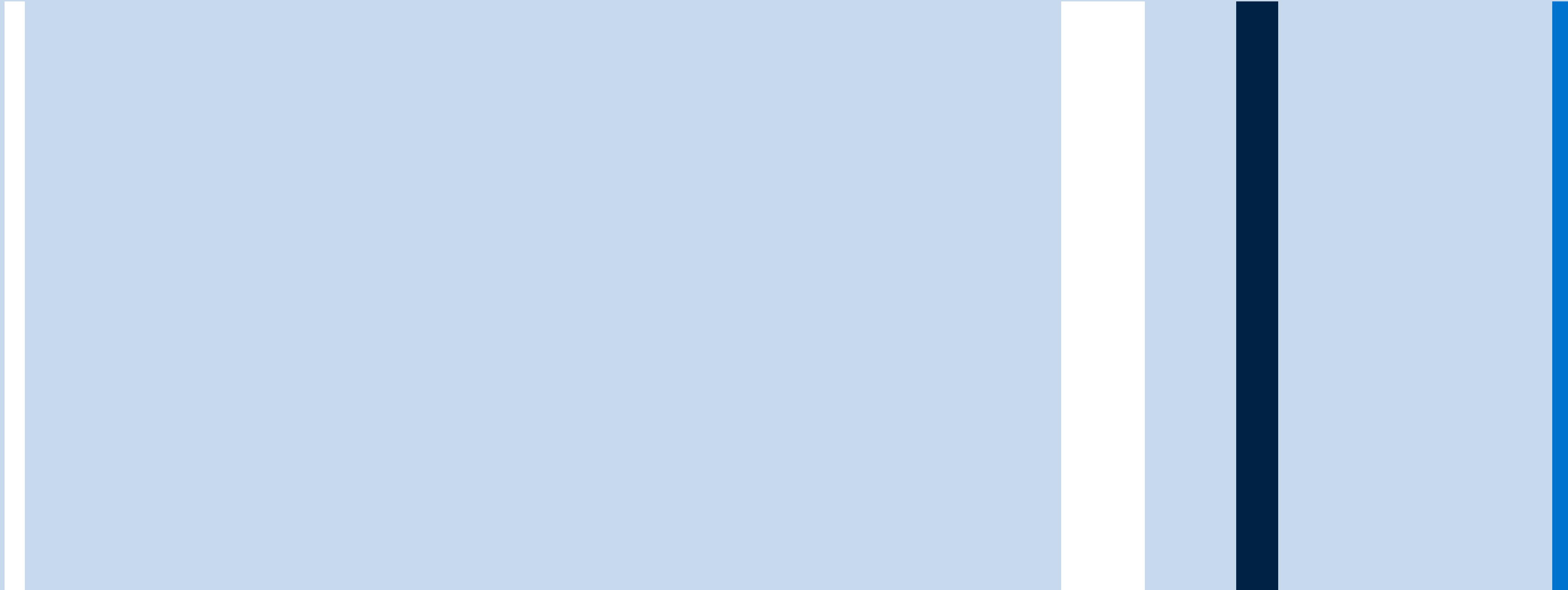
When used as holding device,
bars can expand and contract
to fit the content accordingly.

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hil ipis estrum ut latectur?

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iconsys

Print advert
example



Iconography

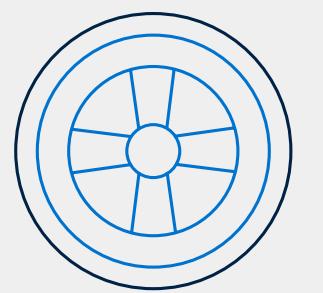
Iconography

Thin stroke

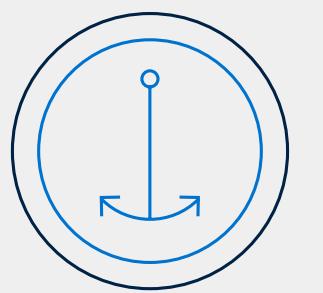
We use thin stroke icons in a two-tone colour system.



Metals



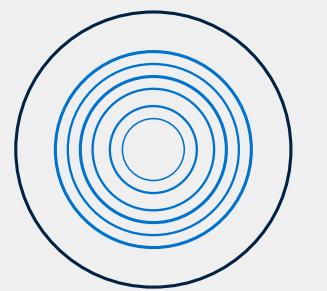
Automotive



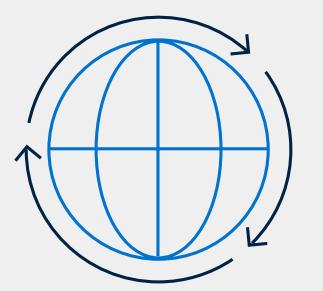
Marine



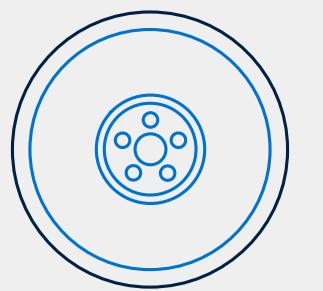
Food &
Beverage



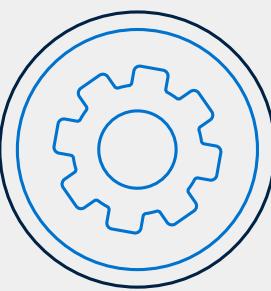
Pulp & Paper



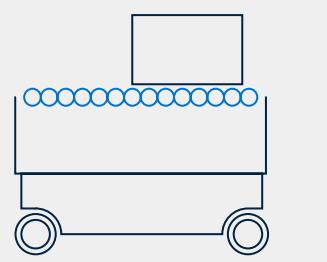
Logistics



Manufacturing



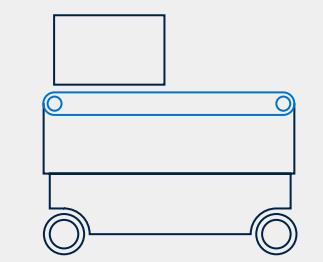
Material
Handling



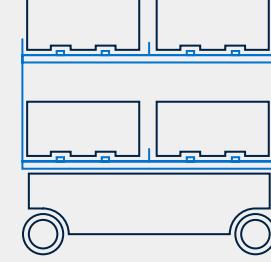
Roller Conveyor



Pallet Transfer



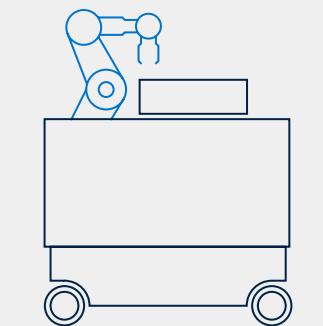
Conveyor
Module



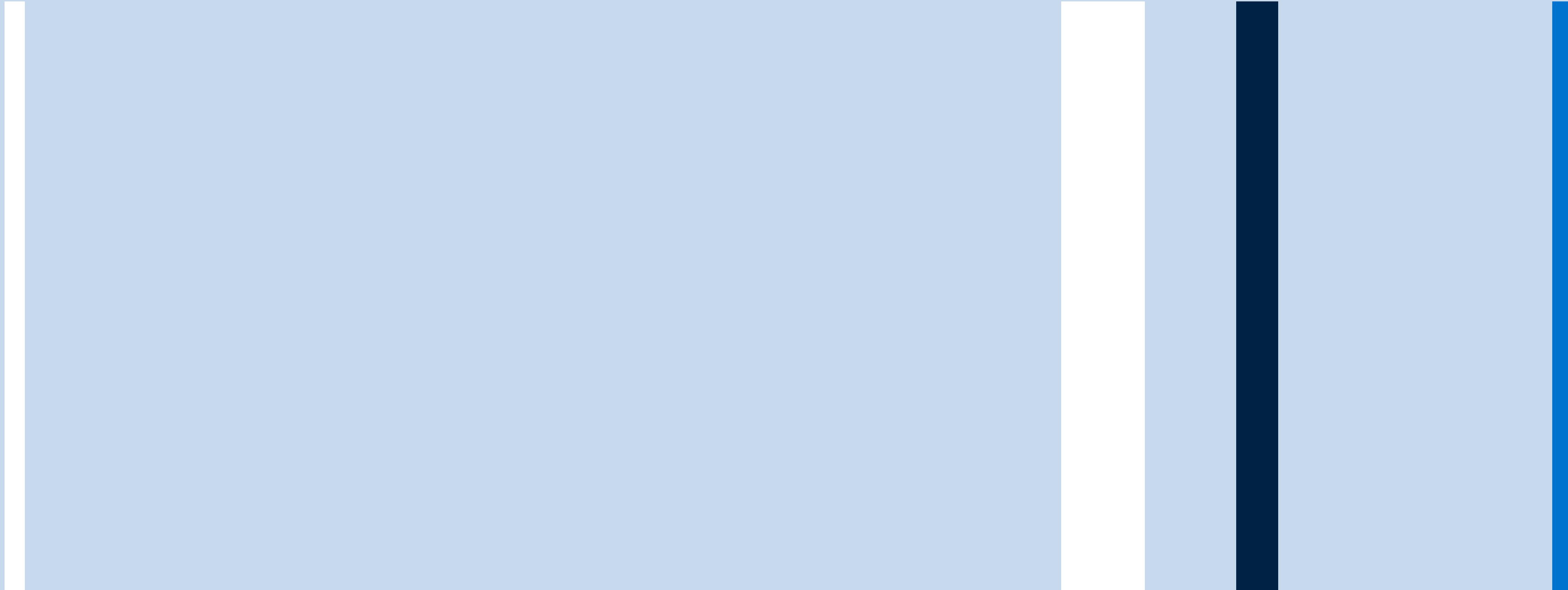
Rack Module



Cart



Robotic Arm



■ Imagery

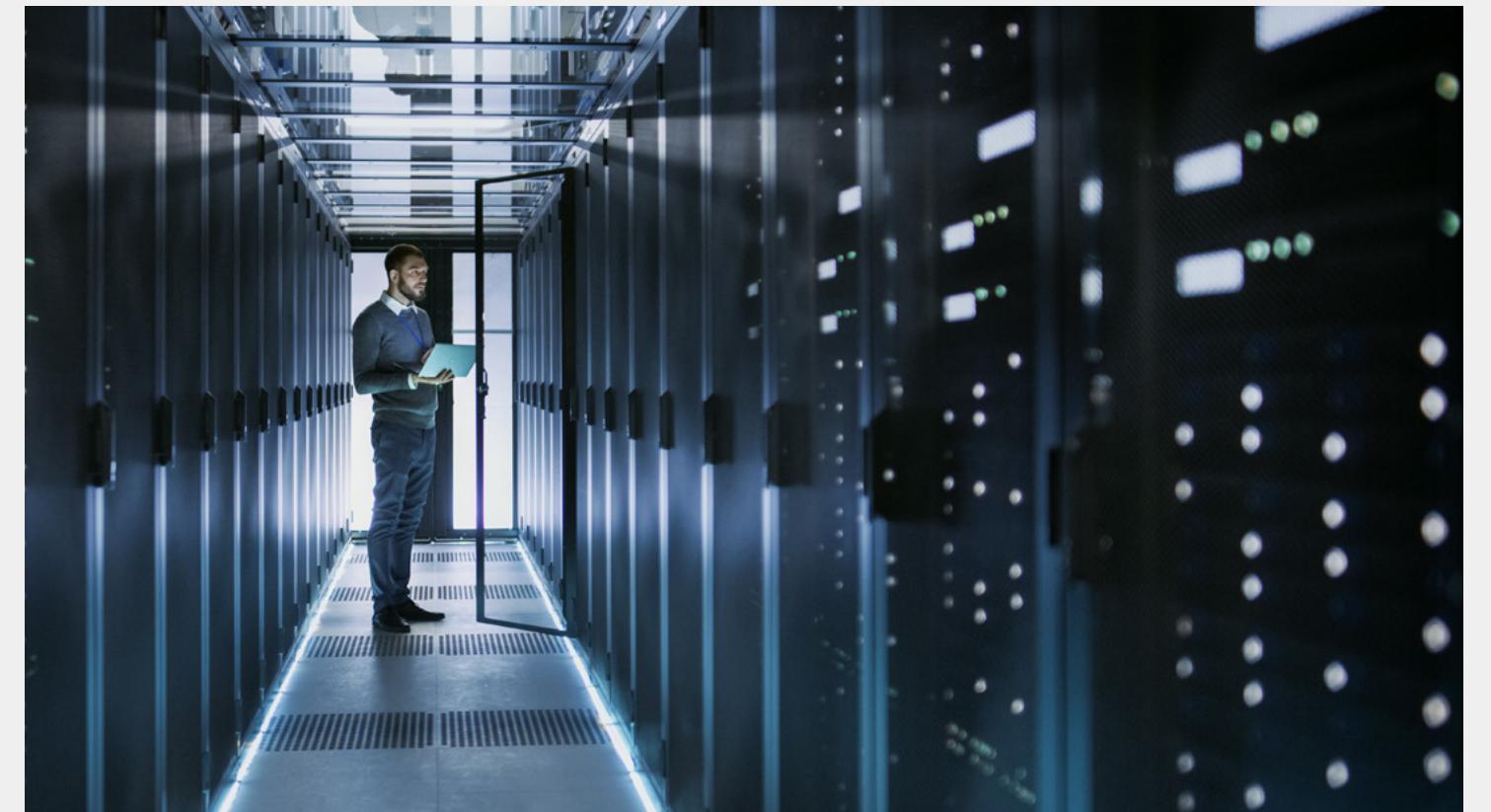
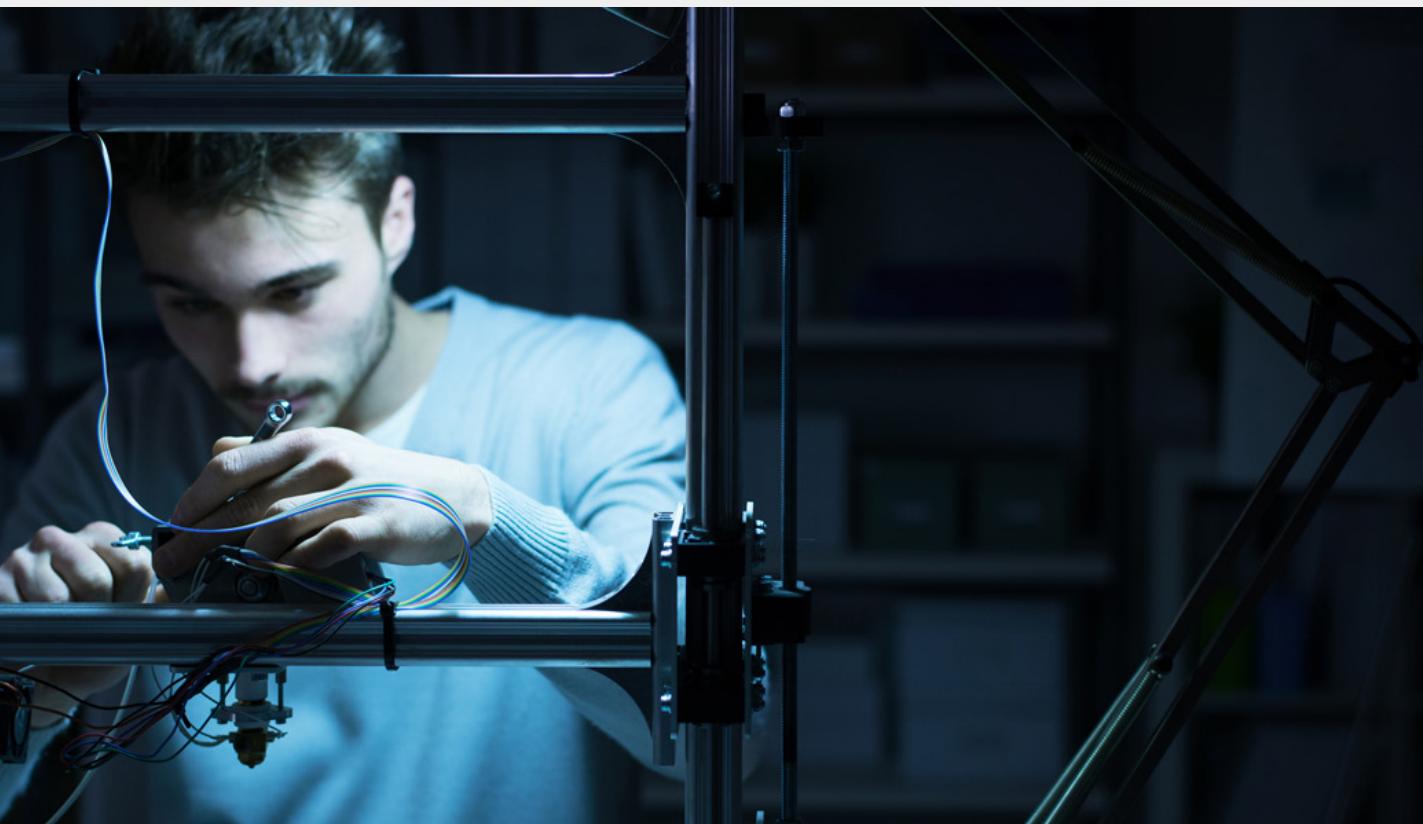
Content imagery

People

People play a large part in our brand and bring a sense of warmth and humanity to our communications.

Most images of people will be in a working environment, so it is important to avoid posed or otherwise unnatural images.

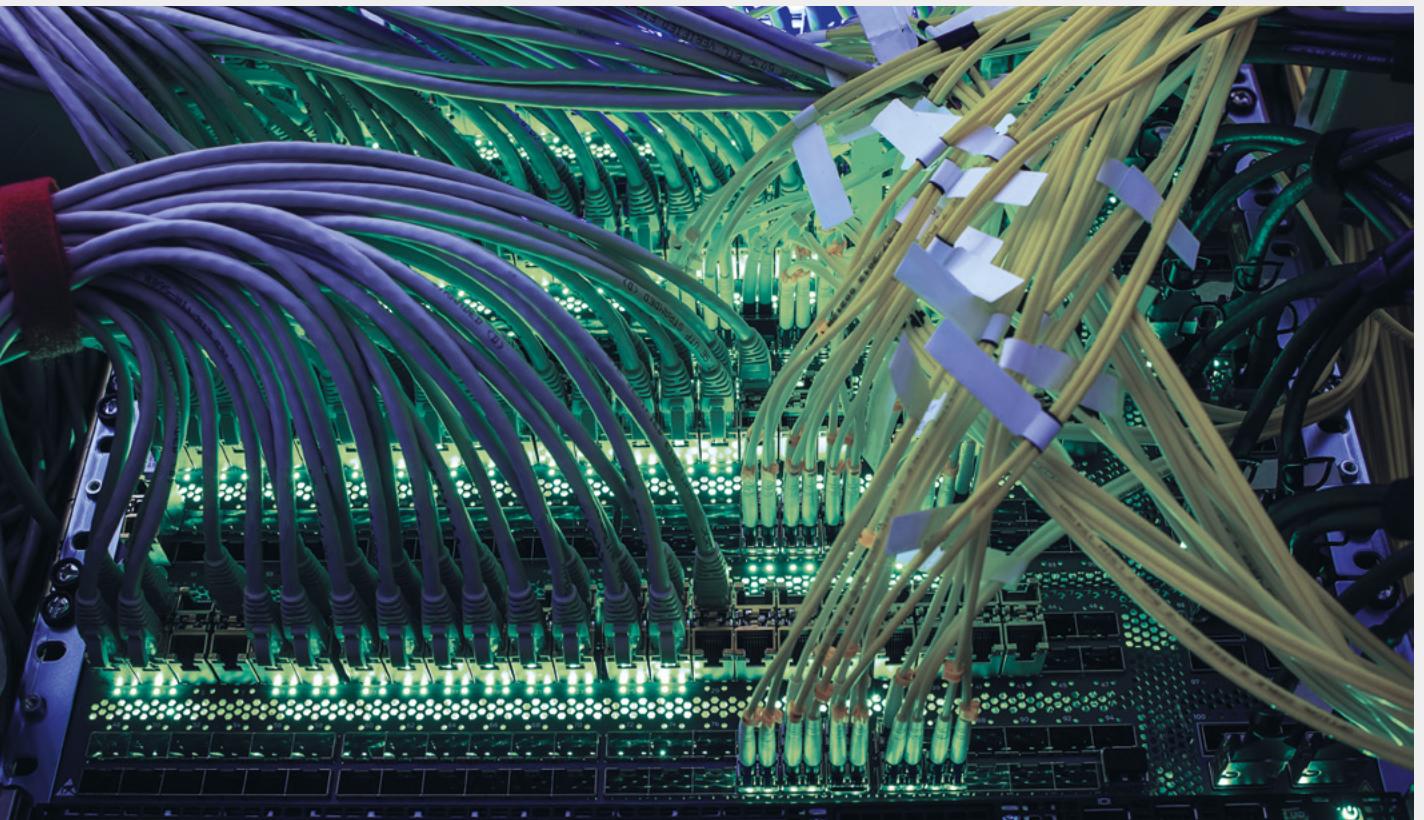
People can be shown at a wide variety of scales within the frame, ranging from large and close to small and in the distance.



Content imagery Equipment & the working environment

The nature of the projects iconsys works on requires showing technical industrial equipment in a range of formats. This will include projects at a micro and macro scale.

Content photography should use natural lighting and colours. Avoid using photos that have been obviously digitally enhanced or manipulated.



Content imagery

What to avoid

Opposite are a few examples of images that do not use our photography system correctly.



- ✗ Don't use images of people that are obviously staged or posed.



- ✗ Do not use images that look old fashioned or outdated.



- ✗ Don't use photos that have been digitally enhanced or manipulated unless they have prior approval.



- ✗ Do not use obviously Photoshopped images.



■ Layouts



Layout

Grid structure

Our grid is a fundamental structure that helps to keep our applications consistent while providing flexibility in layouts.

Columns

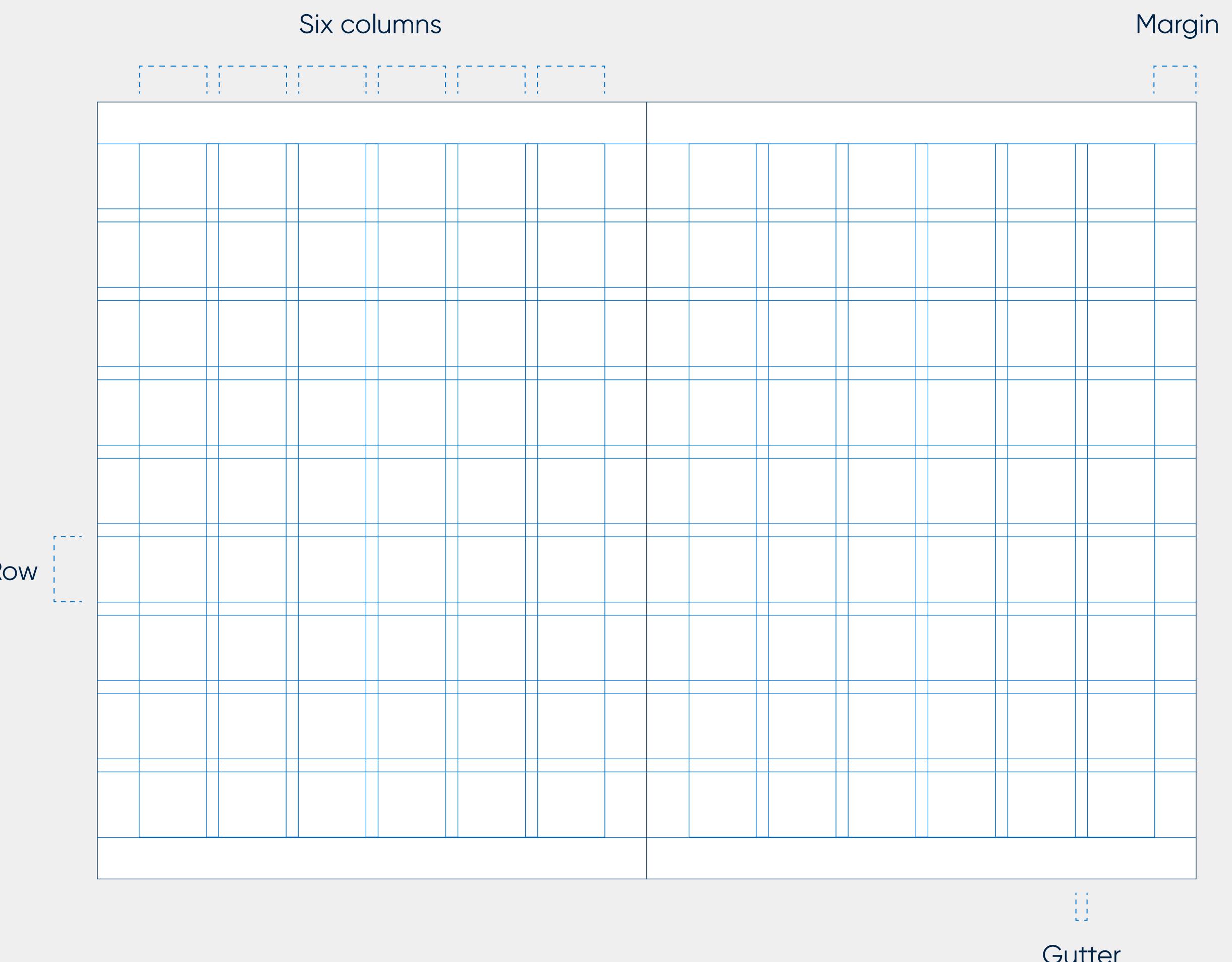
We use a simple six-column grid system for all our marketing communications.

Margin

A margin is an area set around the perimeter of each page, close to the edge, as shown. Text should not be set outside the margin.

Rows

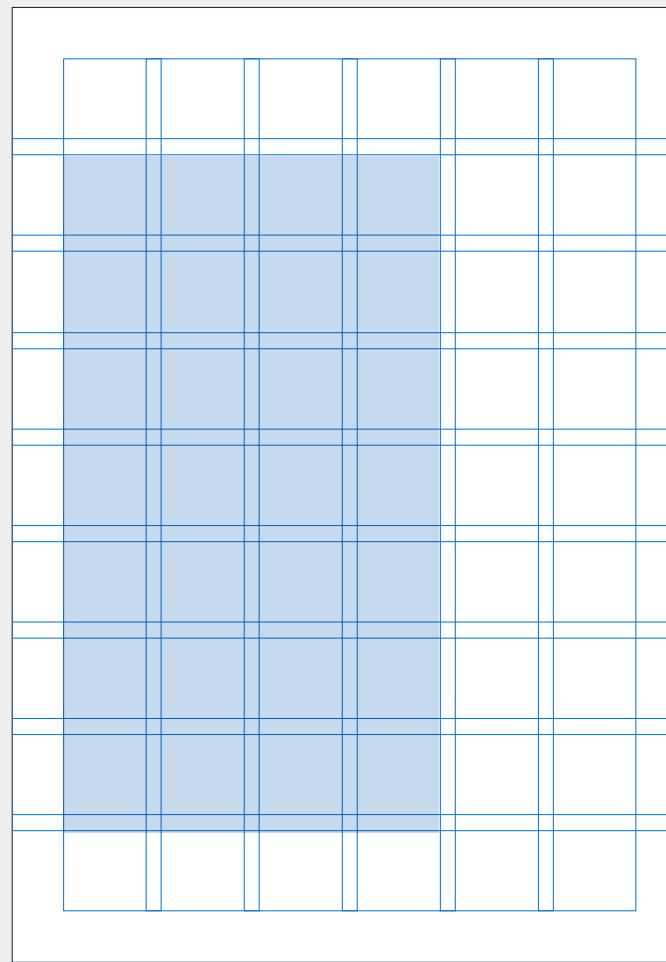
Rows are there to provide horizontal areas to align visual elements. The top of a text column and the top of an image crop, for example, can be horizontally aligned to a row line.



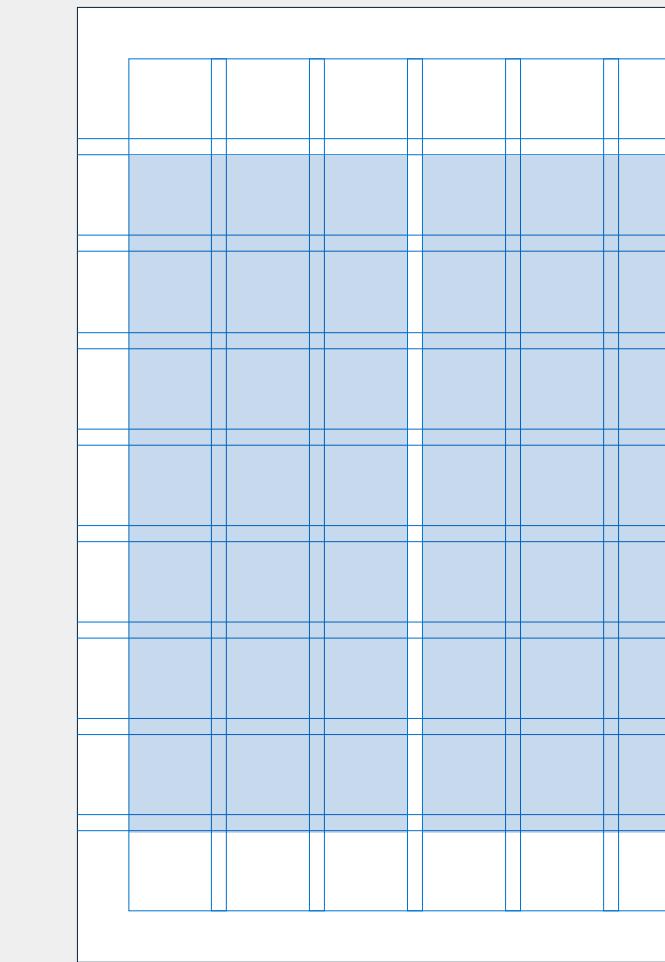
Layout

Using columns

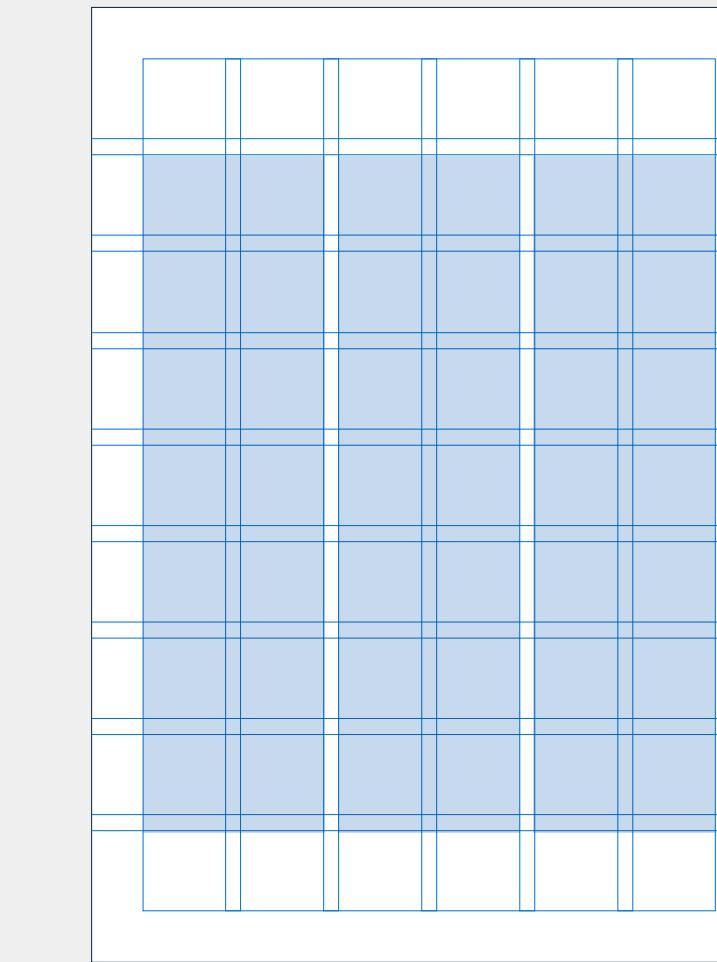
The principle behind a six-column grid is that it provides the flexibility to set text and images over one, two or three main columns. Further variations can be achieved with this grid, but these will be the most likely scenarios.



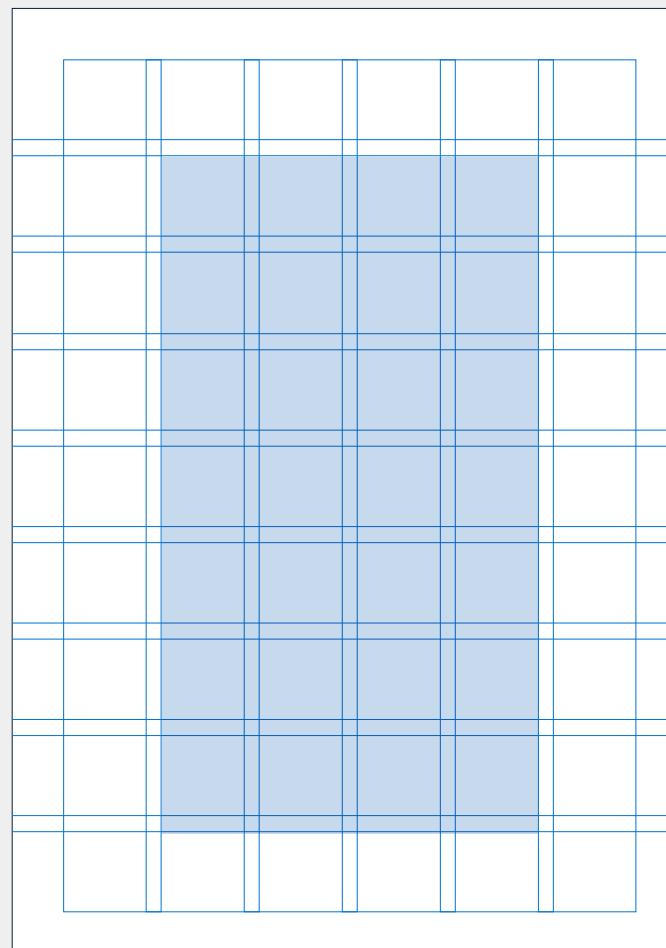
One-column structure.



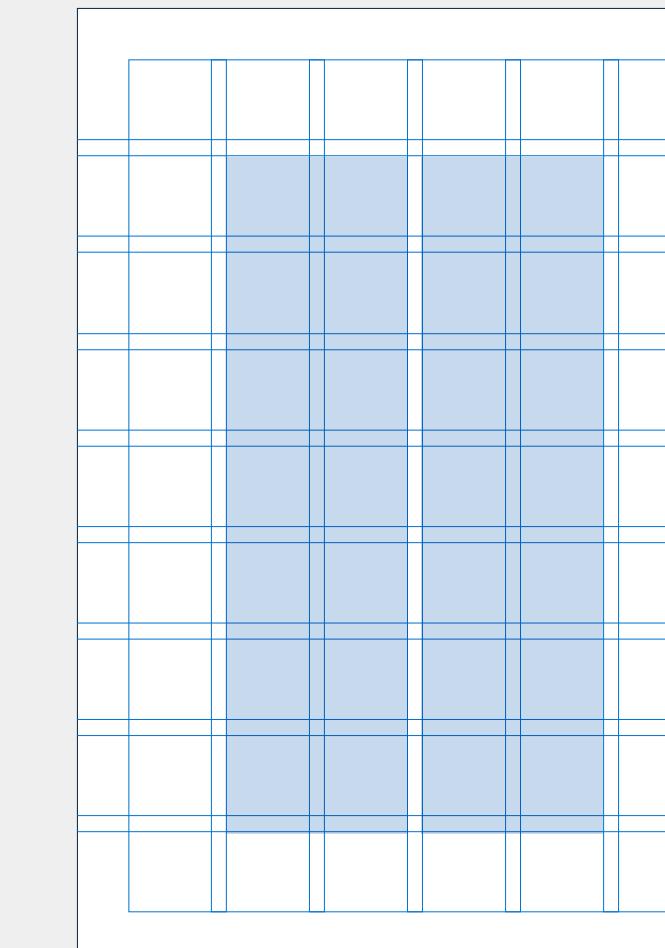
Two-column structure.



Three-column structure.



One-column structure,
centred to page.

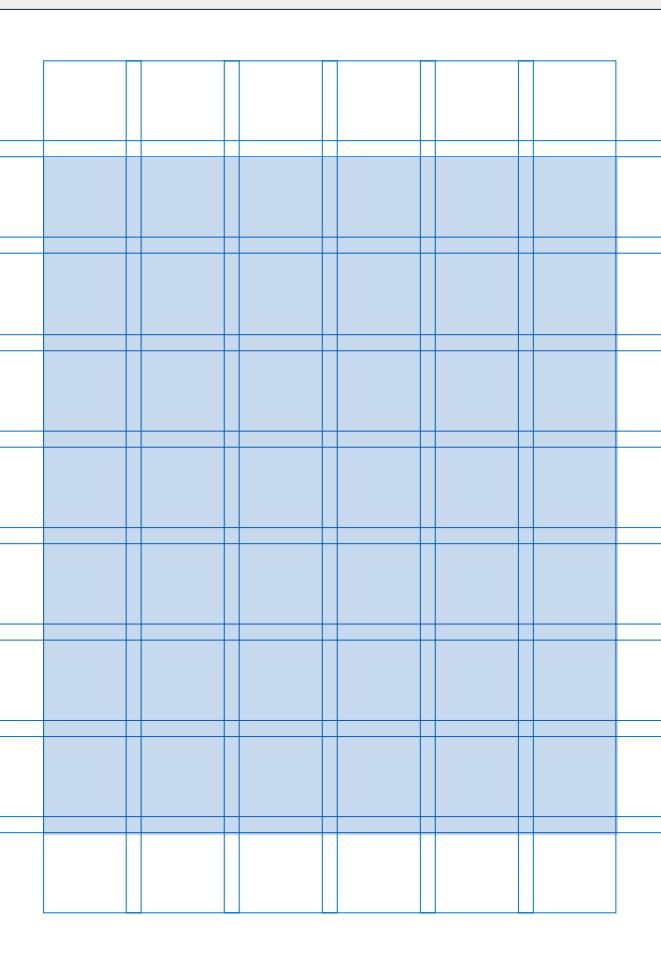


Thin two-column structure,
centred to page.

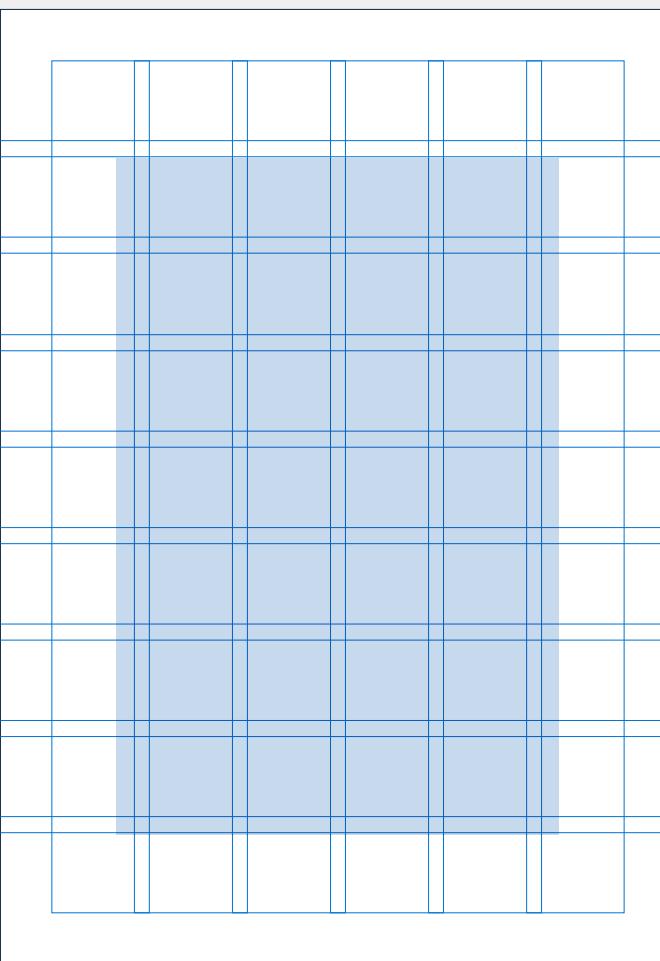
Layout

What to avoid

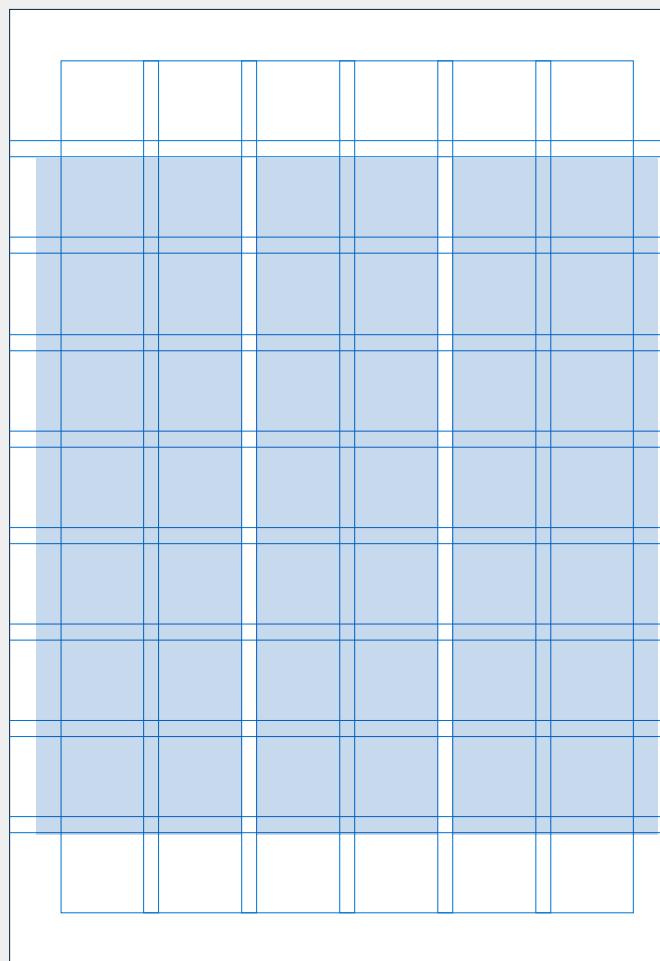
See opposite some examples of what to avoid when creating a layout.



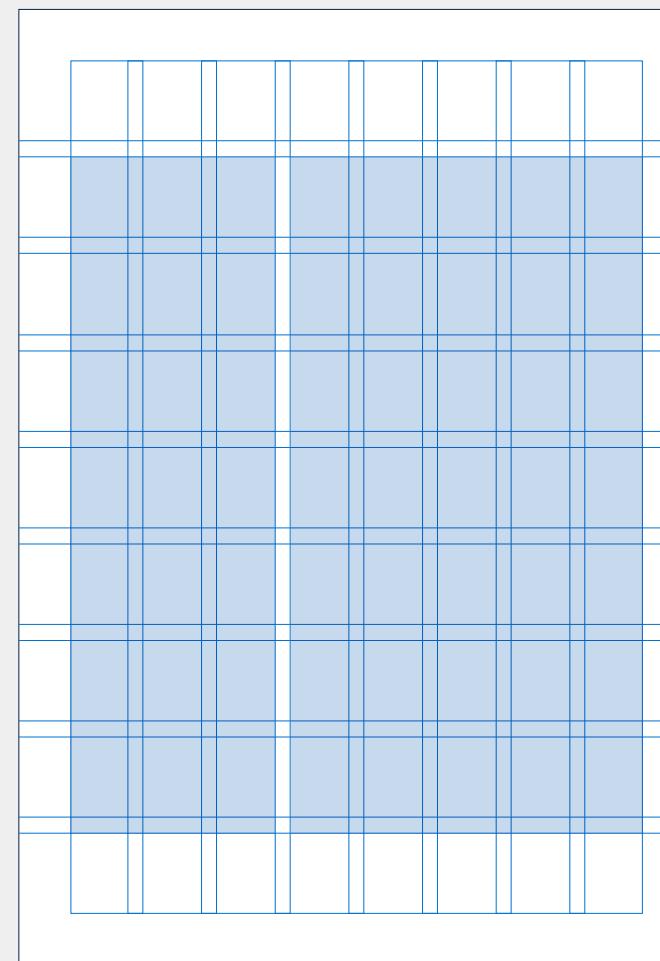
✗ Don't set body copy over more than four columns of the six-column grid.



✗ Don't left align text outside of the columns.



✗ Don't set text over the margins.



✗ Don't use grids that are not based over six columns.



Tone of voice



Tone of voice Overview

This is how a brand's personality and values are expressed through every piece of written communication. From website content to marketing, social media messages and packaging, it informs our choice of words and style of language in order to persuade the target audience, as well as build familiarity and trust.

The Iconsys brand needs to be presented as the partner of choice for businesses large or small.

We're talking to technical experts. Facts and figures people, who appreciate language that's informative, yet straight to the point. They haven't got the time or patience to explore every last detail of each component, so less is always more.

Rather than switch readers off with technical jargon, write in an energetic and engaging conversational style with one message for each sentence. To help explain more complex information, use subheadings and bullet points, which will give structure to the content. Avoid flippant or humorous slang, unless it's relevant to the article. Personal pronouns such as 'we' and 'our' will make the brand appear friendly and approachable.

Our aim is to give Iconsys an authoritative voice without feeling forced or overstated. Confident but not arrogant, professional but not cold. Using its proud history, technological advances and extensive case studies will reassure potential customers that this is a brand of integrity and quality. Also introduce the human personality of the business, highlighting the benefits of working in close partnership with clients to respond efficiently to their individual needs.

Tone of voice

Content

With every piece of content published, the aim is to:

Educate

Give readers all the information they need to know. Remember that you are the expert, and you are educating readers.

Respect

Don't market at people – communicate with them.

Be truthful

Don't make unrealistic claims and add drama to make something seem better. Focus on the genuine strengths of the company.

Writing e-shots:

- **Subject line:** Keep it descriptive and concise. Write in title case. This is not the headline.
- **Preheader text:** This should entice someone to open the email.
- **Body:** Follow the above guidelines, keeping writing simple, accessible and concise.
- **CTA:** Include somewhere, generally towards the end. Could be a link to a webpage, news post or any other relevant page.

Writing social media posts:

- Write in a style that complements the Iconsys brand. As a social post, it can be slightly more light-hearted, humorous and casual.
- Use hashtags in a deliberate, relevant and appropriate manner.

Applications

Social media

Social media is a prominent digital brand touchpoint and therefore it is important to have a consistent look and feel to our social presence. Utilising the correct typography, colour and 'enhanced bars' are important no matter what the content.

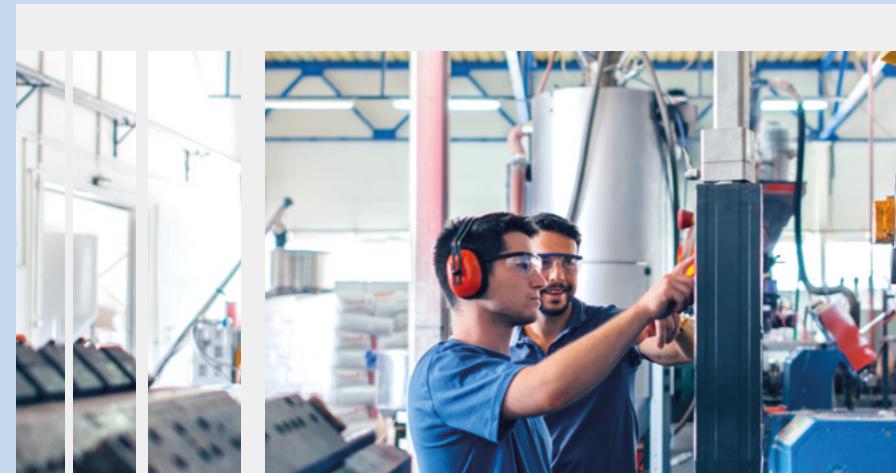


Image only content

Detail here

Dolor sum apisto verume
pra apitam latum **eos**
parit Deuia quae unum
in nonsed?

iconsys

Detail here

Dolor sum apisto verume
pra apitam latum **eos**
parit Deuia quae unum
in nonsed?

iconsys

Text only content

Deuia quae unum
in nonsed? Luptatiis
quamusandam, si re
elenihil ma nulparchil
molore doloren
iendita quisiti anditae
evelenderunt ped
millaut velibea veriae
neceate premque ex
es moloremadio.

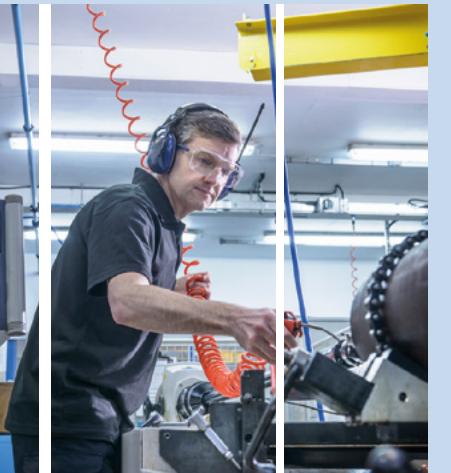


Image and text content

Print adverts

Print adverts will be content dependent, it is important to follow the guidelines with regards to colour, typography, imagery and the enhanced bars.



Isqui consecerum iuntotatem
hil ipis estrum ut latectur?

Daeribus nusto ommolore por asperum as corit, cus
dolupta speliqui officipitati berumquii ipita aut et ulpa.

Ni commimpore prae cum ipsa endae voluptaepe laut ut rem volumet aut quo
voluptatur minvenisci omnisquiae pra sendentia quam net facia doloribus et et ut
ut omnissedec testi aut maio omnis veleste mpores videre, consenibus dolorerebra
a non porit autem ommpiorio eosam qui corepudae dolorate laboribus est mint mo
verioss imuscienis dunt entem acimili tatur mo conseid most asitas as doluptatus,
sapisti atempor estrum qui situri tasimodit eos imi, Upicid mo eos mod qui con
natibus ma consecus expe magnatur?

Rem lacimi, to conseid eos evella etur, od miliquint et eatur? Erunt ea simagnat et
et et que aut aut estint int operiatemodi inulles aborpos volorem. Luptiate prem.

iconsys

White background



Isqui consecerum iuntotatem
hil ipis estrum ut latectur?

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dolupta speliqui officipitati berumquii ipita aut et ulpa.

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ut omnissedec testi aut maio omnis veleste mpores videre, consenibus dolorerebra
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iconsys

Blue background

Brochure layouts

For inside spreads, we use a six-column grid structure. This allows for flexibility across spreads, while keeping a consistent look whatever the content.

