



A valmont  COMPANY

We set the standard

Style Guide 2017

Our story

We're a team dedicated to delivering the best we can for our clients – every single day.

From realising potential to inspiring what could be; and being the specified product of choice - we take pride in every detail and use our unique skills to help transform a commodity into something extraordinary.

We deliver results. We are committed to supporting our partners. We seek solutions to deliver on a vision. And we inspire through being brave enough to see what's possible.

But the reason we can do all of this is because we have a team that is exceptional. That is passionate. That want to feel every time they fulfill a project that they are setting a new standard.

From underground to in the sky, there is no-one more willing than us to succeed.

We set the standard in
everything we do.



People

Committed team

Determined

Experienced

Passionate



Partnership

Establishing and
maintaining
relationships

Being proactive
with customers



Problem solving

Proactive

Solution orientated

Offering peace
of mind



Possibility

Future focused

Full of potential

Continuous improvement

Inspiring

Phase one

‘We set the
standard’ lockup

Primary and Secondary

Usage

Colours

Typography

Lockup

Primary

The 'We set the standard' lockup has been designed as a signature device that accompanies all brand communication. Clear and consistent application of this is key to amplifying our brand positioning in the industry.

We set the standard

We set the standard

We set the standard

Usage

Clear space

It is critical to maintain clear space around the lockup to avoid compromising visibility. While the size of the lockup will differ in various applications, the proportion of its exclusion zone should always stay the same – as indicated by the dimensions of 'X' in the diagram. By strictly applying these rules, the Valmont lockup will always be clear and recognisable.



Minimum size

To ensure maximum readability of the lockup, there are minimum sizes specifications to be adhered.



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Usage

Dual brand lockup

Horizontal stacking



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Vertical stacking



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Usage

Single brand lockup

Horizontal stacking



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Vertical stacking



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Usage

Incorrect use

The Valmont lockup must not be altered, manipulated or re-created under any circumstances. Shown here are examples of incorrect application of the logo. These restrictions apply to primary and secondary logo variations.



Don't stretch or compress



Don't alter or modify the letters or the underline



Don't change the colour



Don't move the words around



Don't overlap with logo



Don't overlap with logo

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Usage

On images

When placing the lockup over images or a coloured background, ensure it is clearly visible.



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Colours

Company brands

These colours and their breakdowns have been specifically chosen for each company and are to be replicated across all mediums exactly the same.

It is important to use the exact colour values as stated in the chart adjacent to maintain full integrity to each brand.

WEBFORGE BLUE

Pantone – **286**
CMYK – **C100 M75 Y0 K0**
RGB – **R70 G84 B166**

LOCKER RED

Pantone – **1795**
CMYK – **C0 M96 93 K2**
RGB – **R232 G44 B42**

VALMONT BLACK

Pantone – **Black 7C**
CMYK – **C0 M0 Y0 K95**
RGB – **R50 G48 B49**

Colours

We set the standard

The colour of the lockup is Charcoal Black. In circumstances where there's a need to create visual hierarchy, tints of these primary colours may be utilised. It is important to use the exact colour values as stated in the chart adjacent to maintain full integrity to our brand.

Charcoal BLACK

Pantone Black 7C
 CMYK C0 M0 Y0 K88
 RGB R70 G70 B71

We set the standard

The 4P's

The colour of the 4P's have been specifically chosen for each of the individual areas. In circumstances where there's a need to create visual hierarchy, tints of these primary colours may be utilised. It is important to use the exact colour values as stated in the chart adjacent to maintain full integrity to our brand.

People Pantone 1375 CMYK C0 M45 Y95 K0	Partnership Pantone 299 CMYK C86 M8 Y0 K0	Problem solving Pantone 3262 CMYK C78 M0 Y32 K0	Possibility Pantone 2725 CMYK C76 M70 Y0 K0

We set the standard

Typography

Trade Gothic

The Trade Gothic Condensed font family is our one and only typographic choice for 'We set the standard' communications. Applying a combination of Light and Bold enables strong weighting contrast in creating messaging hierarchy.

In general, all body copy should be typeset in Condensed No. 18, while the Bold version (No.20) is recommended for headlines, sub-headings and call-out copy.

Please note: It is recommended that all copy is sentence case where possible. With exceptions for only specific applications where all caps can be used.

Trade Gothic

Condensed No.18

abcdefghijklmnopqrstuvwxyz1234567890

Bold Condensed No.20

abcdefghijklmnopqrstuvwxyz1234567890

Icons

The 4P's

Icons for the 4P's have been specifically chosen for each of the individual areas. It is important to use the correct icon for each stated in the chart adjacent to maintain full integrity to our brand.

 <p>People</p>	 <p>Partnership</p>	 <p>Problem solving</p>	 <p>Possibility</p>
<p>Committed team</p> <hr/> <p>Determined</p> <hr/> <p>Experienced</p> <hr/> <p>Passionate</p>	<p>Establishing and maintaining relationships</p> <hr/> <p>Being proactive with customers</p>	<p>Proactive</p> <hr/> <p>Solution orientated</p> <hr/> <p>Offering peace of mind</p>	<p>Future focused</p> <hr/> <p>Full of potential</p> <hr/> <p>Continuous improvement</p> <hr/> <p>Inspiring</p>



Pantone 1375
CMYK C0 M45 Y95 K0



Pantone 299
CMYK C86 M8 Y0 K0



Pantone 3262
CMYK C78 M0 Y32 K0



Pantone 2725
CMYK C76 M70 Y0 K0



Pantone Black 7C
CMYK C0 M0 Y0 K88
RGB R70 G70 B71



Phase two

Application

Brand Architecture

Stationery

Email signature

Folder

Brochures

Signage

Website

Brand Architecture

Company Master Brand Used throughout all the listed collateral regardless of market segment or prominent company brand.

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- Stationary
- Business cards
- Uniforms
- Building Signage

- Cars
- Quotes and Invoices as anchor (refer to page 17)

Brands

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Servicing: **Access**

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Servicing: **Construction, Extractive, Industrial**

Marketing collateral to use market segment brand logo and Valmont tagline only

- Brochures
- Tech data sheets

- Product specific information
- Advertising

Product Brands Created to highlight specialty within market segment and build competitive advantage and equity within category.

Pic Perf[®]

Product specific to:
The architectural market segment

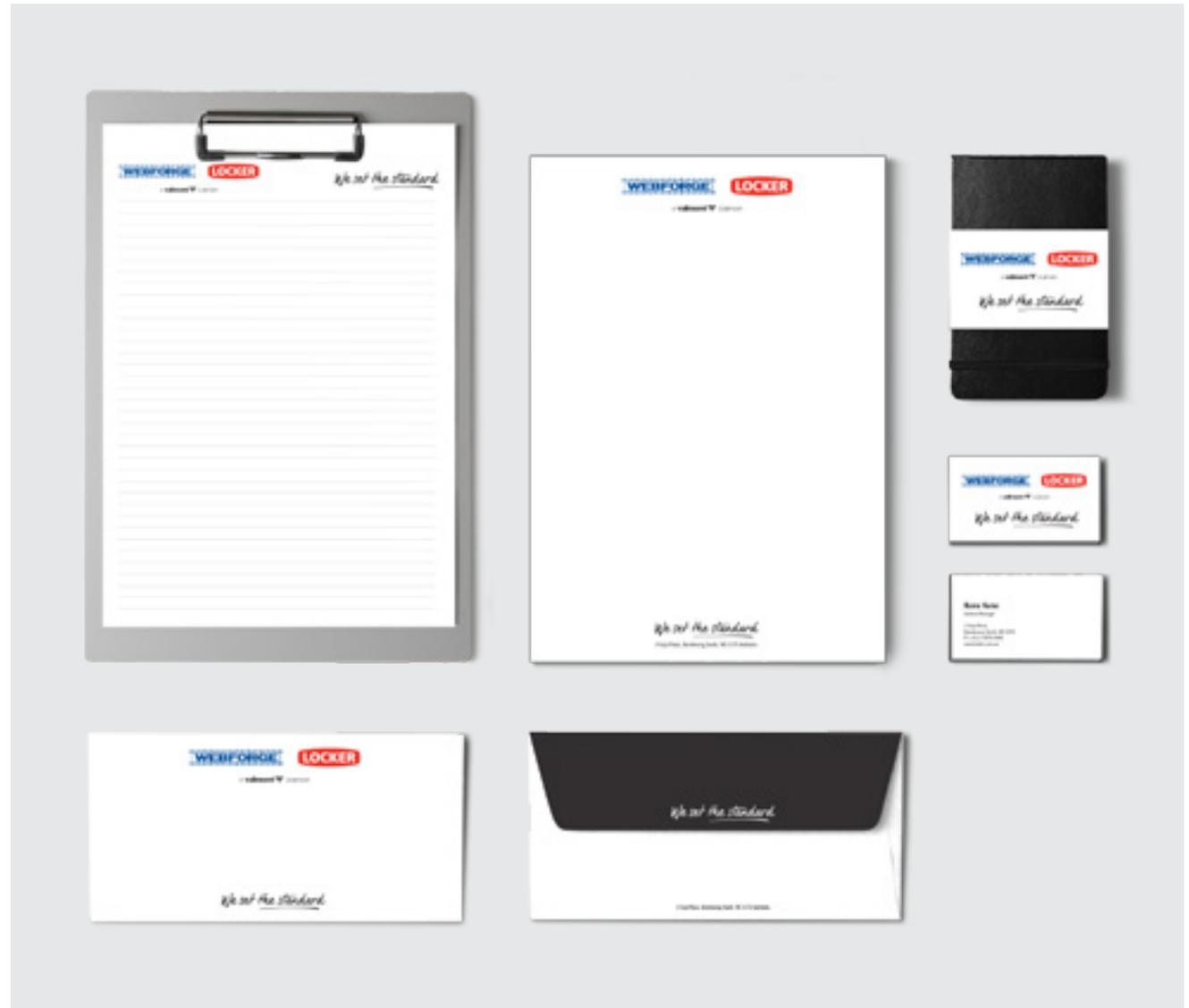
MONOWILLS

Product specific to:
The industrial market segment

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Application

Stationary



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Application

Stationary

This Quote and Invoice template is for trade based correspondence in which the brand with industry relevance is the primary logo and the company one acts as an anchor.



Application

Email signature

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Application

Folder



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Application

Folder



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Application

Product pages

LOCKER
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Tufflex

LOCKER
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Specifications:
All screens are cut and hooked to order, based on individual screen deck requirements.

Square Aperture:

Quantity (m ²)	Ridge Diameter (mm)											
	1.5	2	2.5	3	4	5	6	7	8	10	12	
1.5	F 20%											
2.5	FF 20%											
3	FF 40%	F 20%										
3.5	FF 40%	FF 20%										
4	FF 20%	FF 40%										
5		F 17%	FF 20%									
6		F 25%	FF 40%	FF 20%								
6.5		FF 47%	FF 47%									
8			FF 20%	FF 40%	FF 30%							
9			FF 40%	FF 40%	F 30%							
10			F 34%	F 25%	F 40%							
11				F 50%	F 31%	F 40%						
12					F 30%	F 50%						
12.5							F 47%					
14							F 50%	F 44%	F 40%			
15							F 20%	F 45%	F 40%			
15.5							F 20%	F 33%	F 44%			
16							F 20%	F 50%	F 44%			
18								F 50%	F 50%	F 44%		
19								F 50%	F 50%	F 44%		
20								F 50%	F 50%	F 44%		
21								F 50%	F 50%	F 44%		
22								F 50%	F 50%	F 44%		
23								F 50%	F 50%	F 44%		
24								F 50%	F 50%	F 44%		
25								F 50%	F 50%	F 44%		
26								F 50%	F 50%	F 44%		
27								F 50%	F 50%	F 44%		
28								F 50%	F 50%	F 44%		
29								F 50%	F 50%	F 44%		
30								F 50%	F 50%	F 44%		
35								F 50%	F 50%	F 44%		
40								F 50%	F 50%	F 44%		
45								F 50%	F 50%	F 44%		
50								F 50%	F 50%	F 44%		

F = Fully Welded Apertures FF = Fully Welded Apertures
F = Fully Welded Apertures FF = Fully Welded Apertures

WebGrip™
Antislip range

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WebGrip™
Antislip range

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WebGrip™ Anti-slip Range

- High Impact Resistance
- Anti-slip Properties which overcome wet & oily surfaces
- Chemical & UV Resistance
- Simple DIY installation
- Durable Galvalume, Stainless Steel or Aluminium backing
- AS/NZ Certified

Stock sizes & Custom Manufactured sizes available (see website for details)

WebGrip™ Stair Nosing

Providing increased safety and visibility WebGrip Stair nosings are designed to cover any slippery, worn or broken step surfaces.

- Suitable for all stair surfaces: Metal, Concrete, Masonry or Timber
- Bright safety yellow non-slip coating for maximum visibility

WebGrip™ Conveyor Channel

WebGrip Conveyor channels are manufactured with a 10mm profile, providing maximum non-slip properties under foot on conveyor walkways, even with a steep incline.

- Bright Safety Yellow non-slip coating for maximum visibility
- Alternative to 10mm x 10mm square cleats

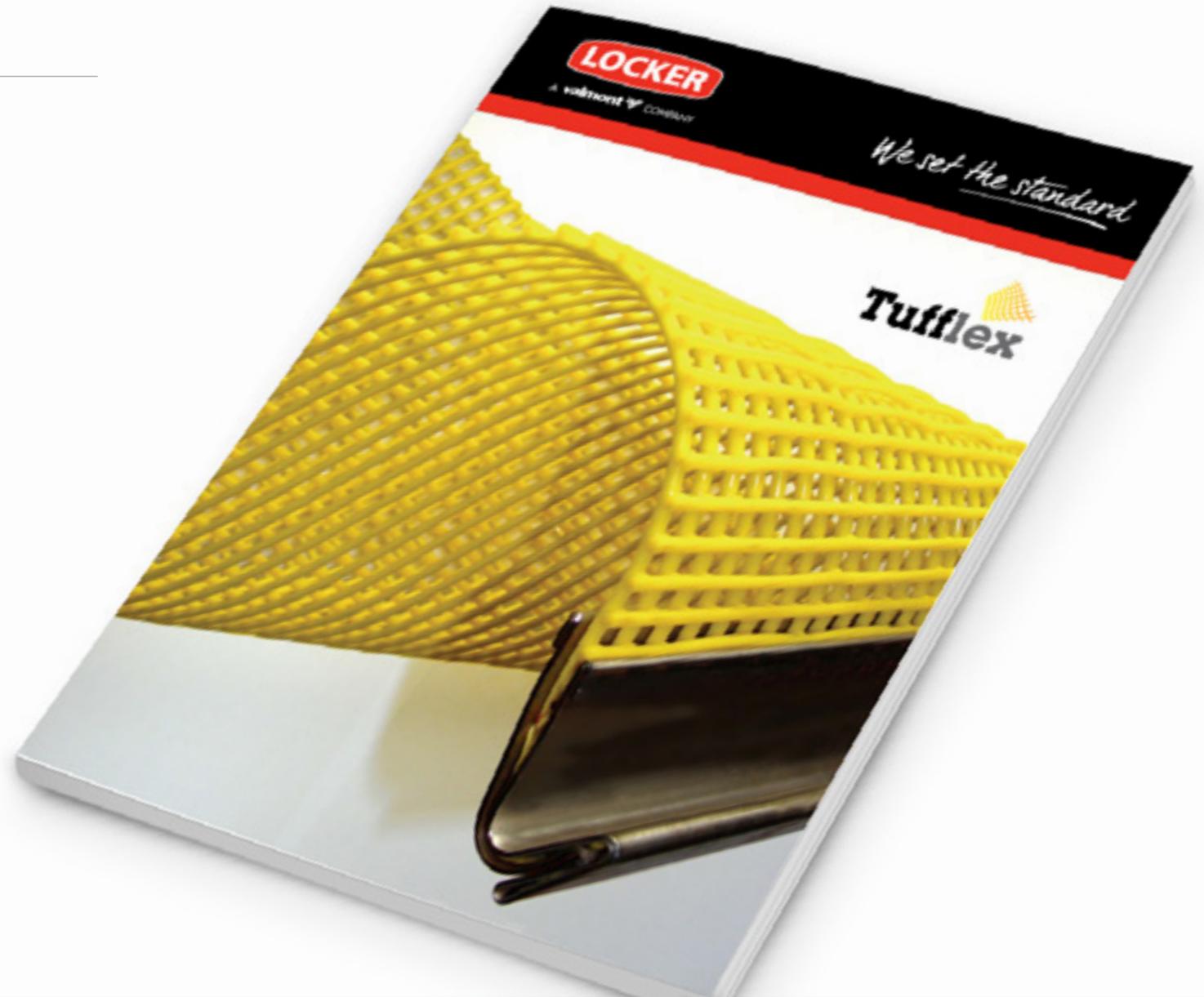
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Application

Brochures



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Application

Brochures



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Application

Vehicle wrap



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Application

Vehicle wrap



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Application

Signage



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Application

Uniforms

Workwear



Polo Shirts



Shirts



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Application

Uniforms – LOCKER
Branded for extractive
sector only

Workwear



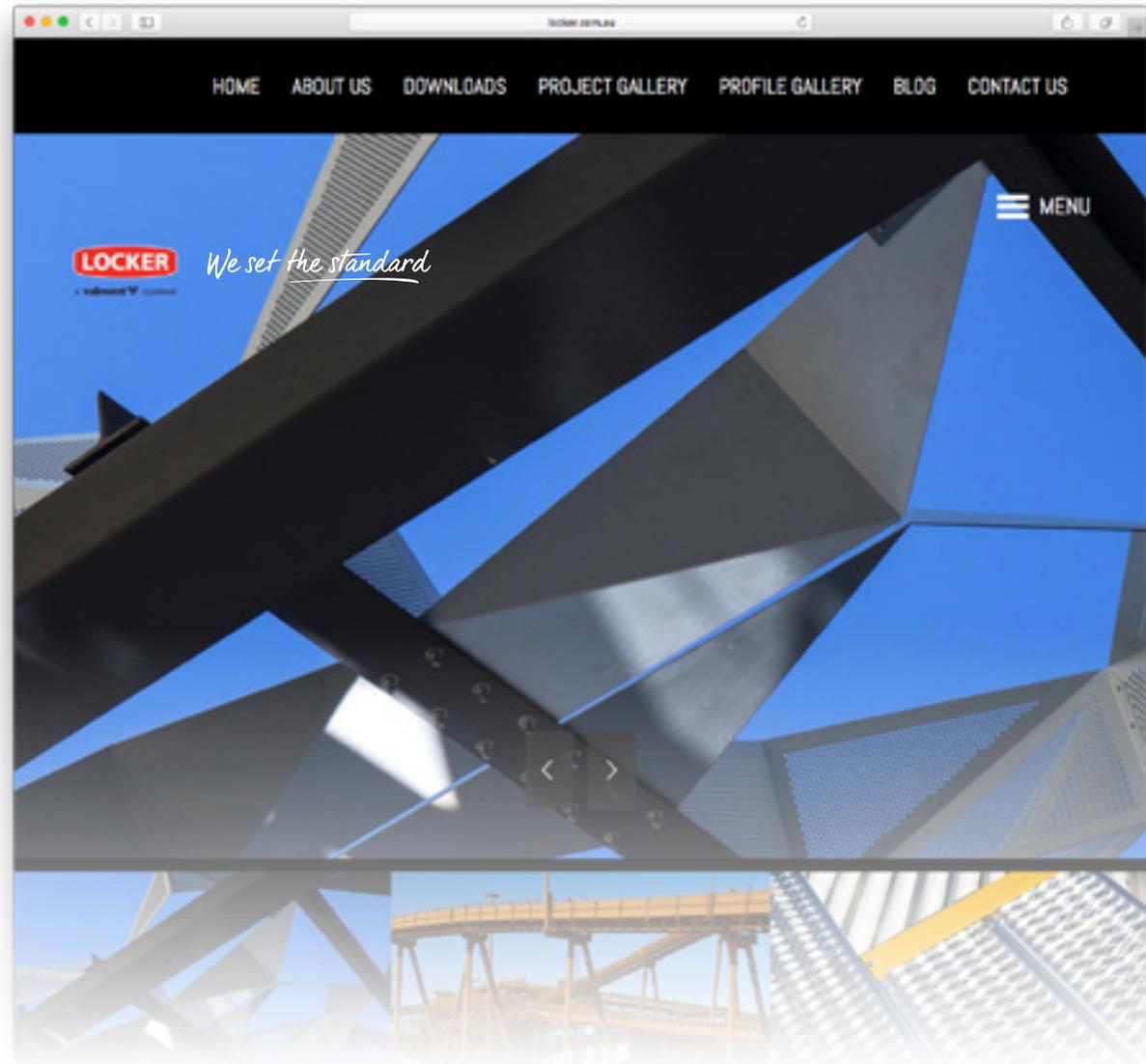
Application

Uniforms
Architectural facing staff



Application

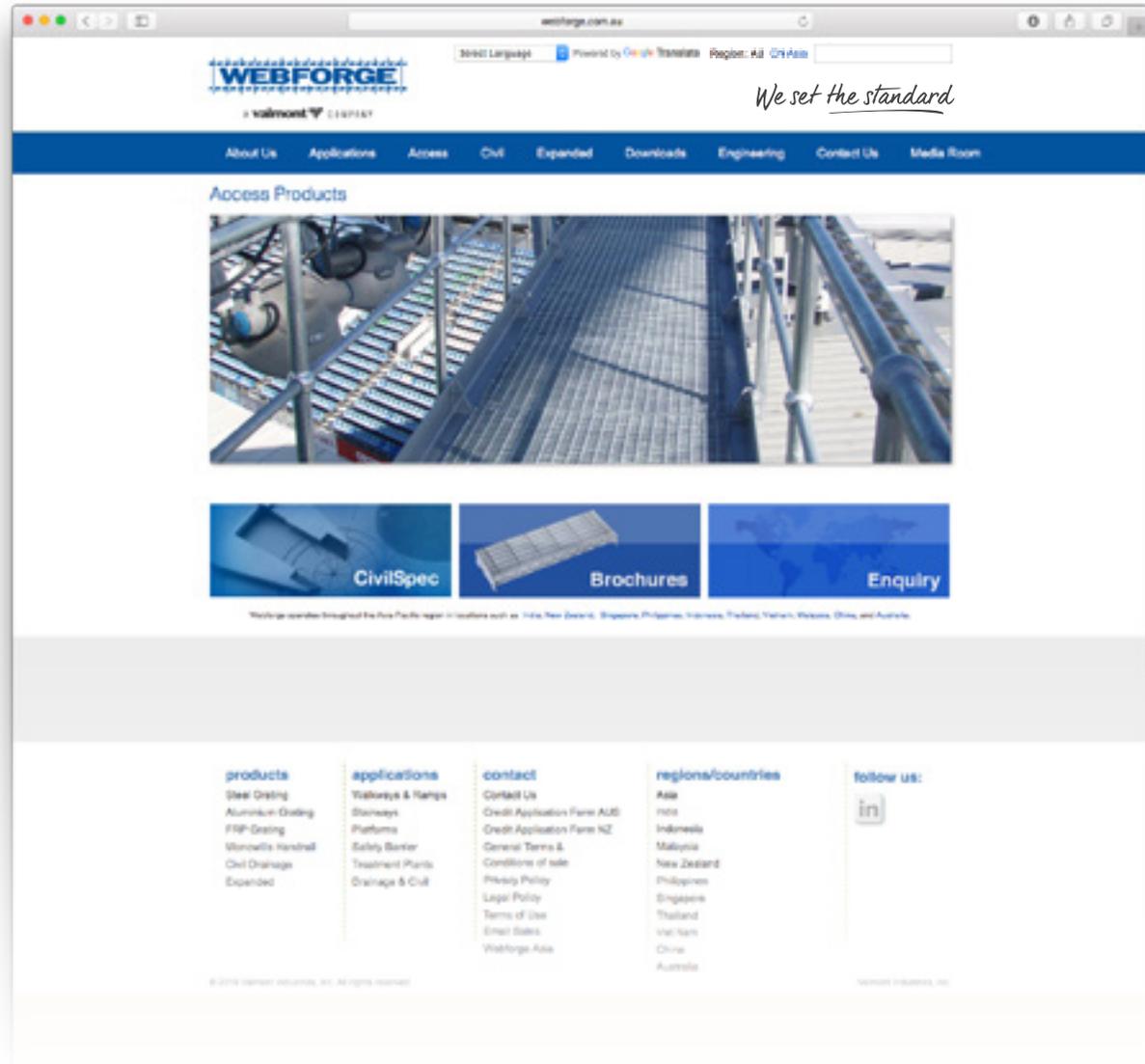
Website



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Application

Website



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If you have any questions regarding the content of this guide,
please speak to the Marketing Team:

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Thank you