



*Rubio*<sup>®</sup>  
**MONOCOAT**



The  
**Brandbook**



| **Table of contents**

**04**

**MISSION AND VALUES**

Values **07** | Personality **08**  
Tone of voice **09**

**34**

**GRAPHIC ELEMENTS**

Icons/Visuals **36** | Photography **42**

**54**

**PRINT GUIDELINES**

Stationary **56**

**10**

**BRAND ELEMENTS**

The logo **14** | Colours **24**  
Typography **26**

**48**

**DIGITAL GUIDELINES**

Social media **50**

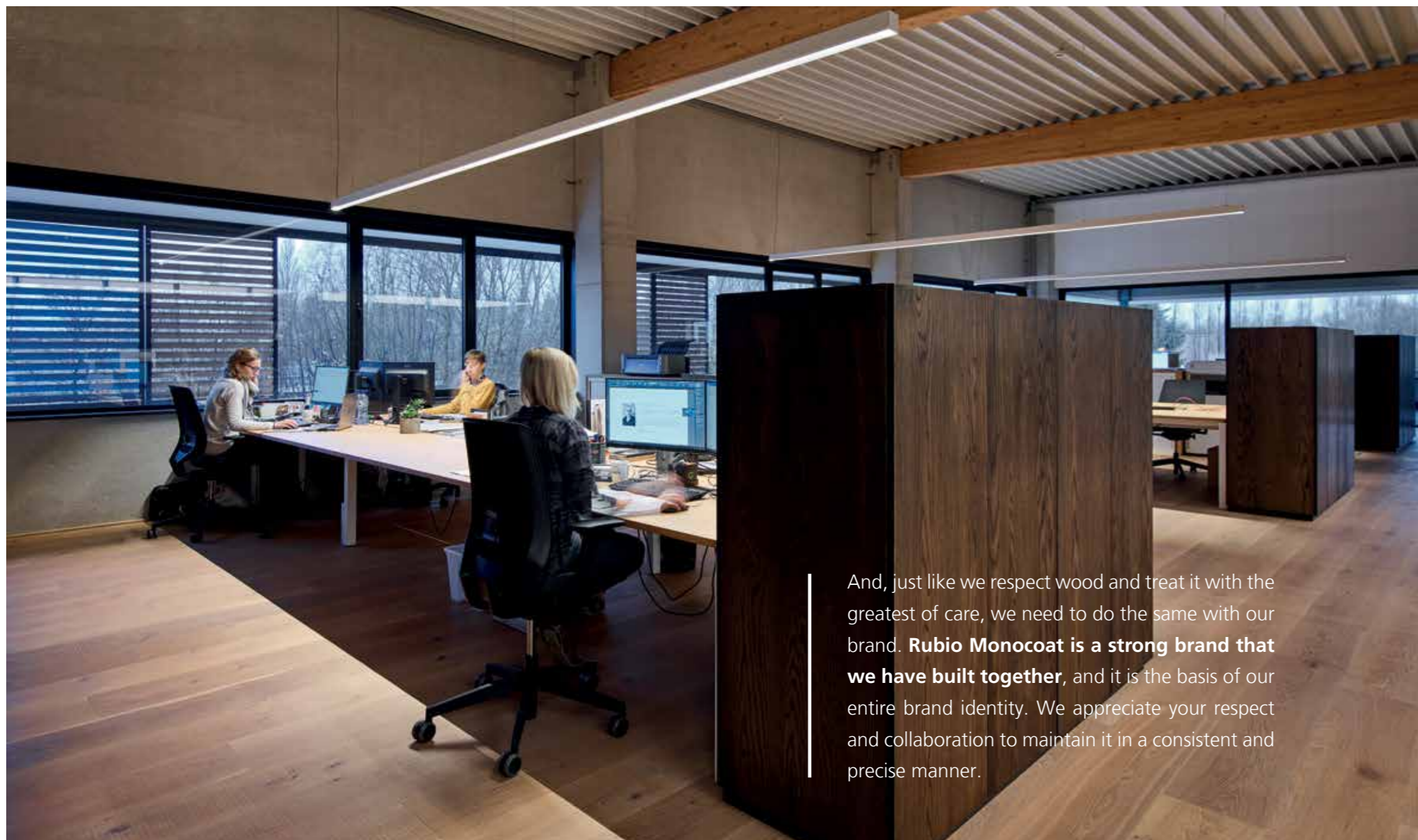
**62**

**EXHIBITION AND  
SHOWROOM GUIDELINES**

Exhibitions **64** | Showrooms **70**

## | **Mission and Values**

**What we stand for:** We want to treat wood with the respect it deserves. Our goal is to protect wood by respecting and enhancing its natural beauty, and colouring it to the personal taste of each customer. This way we are giving the wood a well-deserved extended life, with respect for the environment and that of the people living in it.



And, just like we respect wood and treat it with the greatest of care, we need to do the same with our brand. **Rubio Monocoat is a strong brand that we have built together**, and it is the basis of our entire brand identity. We appreciate your respect and collaboration to maintain it in a consistent and precise manner.

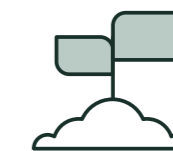
## 01. VALUES

The Rubio Monocoat values are the foundations of our brand. It's the personality of our brand that should be reflected in all our communications towards each other and customers.



### Customer comes First

From development of new products to after-sales service, the focus on the customer always comes first.



### Think Green

Green is our colour. You can see it but also feel it when using our products. We strive to minimize our impact on the environment and the people.



### Do it Together

We are one big family and together we make the difference. We help each other to move forward. Teamwork makes the dream work.



### Quality

What we do, we do well. Not only the products but also the trainings, project follow-up, and after-sales service have to meet the highest standards.



### Be Unique

We are different, reach beyond boundaries and experiment. This results in innovative products with added value.

## 02. PERSONALITY

Our personality defines our voice and image. It is described in human terms because it needs to be carried by people, the ones promoting the brand as well as the customers experiencing the brand.

### RUBIO MONOCOAT IS

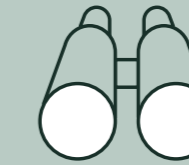


## 03. TONE OF VOICE

Rubio Monocoat is more than just a group of products we sell. It's a brand that is driven by the people behind it. Our tone of voice should give people a clear view of what we stand for and make it easy to connect to Rubio Monocoat as a brand. The way we communicate, sets the tone for how our audience feels about us.



Strong & Enthusiastic



Clear & Straightforward



Positive & Personal

# | Brand Elements

**Brand identity** is often mistakenly understood as the logo, but it's so much more than just that. Brand identity is the face of a brand. That means that the organization's logo is equally as important as the pictures, baselines and all the other brand elements that are used to represent the organization.

We're no different. Our brand elements came to life with the same purpose: represent everything Rubio Monocoat stands for. That means if customers see our brand elements such as: logo, our colours, pictures, etc... we want them to remember all the good we strive for and reinforce these emotions about us. In order to maximize that effect and to avoid any confusion, it's important that these elements appear the same everywhere. The following guidelines will not only clear things up for you but also for the customer, if applied well.

---

Keep in mind that neither importers nor dealers have the right to:

- Use our brand as their identity, domain, etc. This applies to both their online and offline presence.
- Act as Rubio Monocoat.
- Present themselves as the Rubio Monocoat official distributor of the concerning country or region (only applicable for dealers).

Moreover, importers/dealers cannot sell non-Rubio Monocoat products or traded products as part of a Rubio Monocoat branded webshop.

---

# HELLO, NICE TO MEET YOU

Our logo is the centerpiece of our visual identity and therefore it's crucial that it is consistently used in the same way throughout all communications. On the next pages you can find some do's and don'ts and a guide to our different logo versions and baselines.

## Logo evolution

Throughout the years, our logo has gone through an evolution, bringing the word 'Rubio' more to the front, in a bigger font.

The most recent logo is modern, light and playful. Regarding our brand name, try not to abbreviate Rubio Monocoat too much to RMC. It can be quite confusing for customers who are not yet familiar with our brand.



## 01. THE LOGO

### Primary logo

Rubio Monocoat primary logo is a wordmark with a playful, vintage logo vibe, hand-drawn lettering style that helps emphasizing the hand-made and personal values of the brand. The swirly and italic letters also give it a sense of waving movement. The whale character, who has lovingly been named "Verne", is a key feature for making the brand recognizable and memorable.

This is the main logo that will be used across primary brand applications. It is essential to the success of the brand that the logo is always applied with care and respect in every primary brand application according to these guidelines.

### Baselines

A clear baseline is important to complement an easily recognizable brand. By showcasing exactly what we sell, our customers have no doubt about what we offer. We currently have 3 baselines, with each a different message:

- Protects and colours you wood in one single layer
- Your partner in wood protection
- King of colours



Download this file on our Dealerzone  
[http://bit.ly/dealerzone\\_rubimonocoatlogo](http://bit.ly/dealerzone_rubimonocoatlogo)



#### TIP :

Please make sure to always align the baseline with the 'Monocoat' part of the logo.



**Protects and colours your wood in one single layer :** This baseline is used on all cans of our oils. It's used for both exterior and interior products and stresses the main message we bring forward as a brand.

**Your partner in wood protection :** This baseline can be used when the message you want to bring, is dual. When you're message covers different product groups, it's advised to use this baseline.

**King of colours :** We use King of Colours as a baseline whenever we are referring to our diversity of colours.



### Secondary logo

Sometimes you don't have enough space to put our logo in that way that Rubio and Monocoat stand on top of each other. In case you have trouble to use our logo that way, you can use our secondary logo.

But when possible, always try to use the primary logo.



Download this file on our Dealerzone  
[http://bit.ly/dealerzone\\_logobaseline](http://bit.ly/dealerzone_logobaseline)

### Product related logo

Some of our products are not 'Monocoat' products. They have been positioned in separate product groups with a different visual identity. These products have been assigned a different logo, to make them stand out from our general product range.



### Minimum size

The smallest the logo should be represented is 1" high.

The minimum size guidelines will ensure that the logo isn't too small to be legible or recognizable in print or digital formats.

When it comes to determining the right size of a logo, it's not really about actual measurements. It's more about the size of the logo relative to the other elements of the communication. A properly sized logo shouldn't be bigger than the headline or main message that conveys the consumer benefits.



**TIP :**



Online: 50 px      Print: 15 mm

With these measurements the text of the logo will always be readable.



### Clear space

The Rubio Monocoat logo should always be surrounded by a minimum area of space.

To ensure legibility, always keep a minimum clear space around the logo to create the invisible boundary of the area of isolation from any competing graphic elements like other logos or body copy that might conflict with, overcrowd, and lessen the impact of the mark. The minimum clear space is defined as **the height of the O** in Rubio. This minimum space should be maintained as the logo is proportionally resized.



### Logo usage - do's

The logo is an integral part of the Rubio Monocoat brand and should be used thoughtfully and consistently. The logo can be used on several background types; backgrounds can be anything, textures, solid colours or images. For solid colour backgrounds - our logo can be used in black/green/grey/white depending on the background's colour. When placing our logo on a background with image or texture, a white/green/grey/black logo can be used only if the image or texture will not dissolve our logo.

### Example A

The Rubio Monocoat logo may only be used in the colours that the logo is available in: Black, Grey 80%, Rubio Green and White (more information on page 24).

### Example B

The Rubio Monocoat logo may be used on photographic backgrounds, but it is obliged to make sure the contrast between logo and background is obvious enough.

### Example C

When necessary, a subtle addition of "drop shadow" or "outer glow" is allowed. This will only occur when placing the logo on a photographic background.

### Example D

The Rubio Monocoat logo can also be used horizontally.



Download this file on our Dealerzone  
[http://bit.ly/dealerzone\\_rubiomonocoatlogo](http://bit.ly/dealerzone_rubiomonocoatlogo)



**Example A**  
The logo in Rubio Green.



**Example A**  
The logo in Black.



**Example A**  
The logo in Grey 80%.



**Example A**  
The logo in White on a negative background.



**Example B**  
The logo on a photographic background.



**Example C**  
The logo with an outer glow.



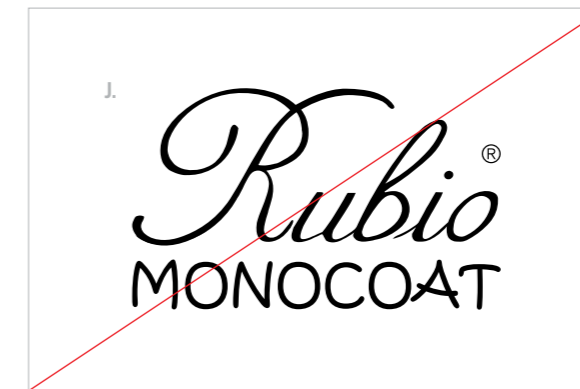
**Example D**  
The logo in horizontal position.

### Please don't use the logo like this

A few rules are necessary for maintaining the integrity of the brand. Don't compromise the overall look of the logo by rotating, skewing, or distorting in any way - that includes adding text decorations like outlines or textures. Here are a few examples of some ways you should never ever consider using the logo.

- A. Don't rotate the logo.
- B. Don't squash or stretch.
- C. Don't place elements in the logo clear space except for the baseline.
- D. Don't resize or replace any part of the logo.
- E. Don't rearrange parts or create compositions that are not already provided.
- F. Don't add any graphics to the logo.
- G. Don't use off-brand colours. Reference the Colour usage section.
- H. Don't add dropshadows or other effects (Exception: go to page 21, example C).
- I. Don't add a gradient of any colour combination to the logo.
- J. Don't use off-brand fonts. Reference the Typography usage section.
- K. Don't use the old Rubio Monocoat logo.
- L. Don't inverse the logo.

**In general:** Do not alter the artwork in any way or create your own version of the logo. Use only the artwork provided by Rubio Monocoat headoffice.



### WANT TO USE A BASELINE?

We currently have 3 baselines, with each a different message. **Go to page 14** for more information about 'how to use a baseline in combination with our logo'.



Example: good use of the logo.

## 02. COLOURS

### Primary colours

It's quite unnecessary to let you guess what the colour of Rubio Monocoat is. Our Rubio Monocoat green promotes our love for nature and a clean environment, represents growth, positivity and good judgement, and of course it reminds us of wood. There are hundreds of shades of green, but there is only one Rubio Monocoat green.

The color usage for Rubio Monocoat is fairly minimal. The logo will mostly be used in black, white or our special Rubio green against neutral backgrounds, but can also be used in colour against a white background.

### Rubio Monocoat - Green

Pantone 5535 Coated PMS  
81 - 56 - 70 - 65 CMYK  
024 - 048 - 041 RGB  
6020 RAL

### Black

/ PMS  
00 - 00 - 00 - 100 CMYK  
00 - 00 - 00 RGB  
/ RAL

### Grey 80%

/ PMS  
00 - 00 - 00 - 80 CMYK  
088 - 089 - 091 RGB  
/ RAL

### White

/ PMS  
00 - 00 - 00 - 00 CMYK  
255 - 255 - 255 RGB  
/ RAL



### Interior

PMS /  
CMYK 80 - 40 - 82 - 22  
RGB 057 - 106 - 072  
RAL /

### Exterior

PMS /  
CMYK 18 - 03 - 14 - 12  
RGB 185 - 203 - 196  
RAL /

### Industry

PMS /  
CMYK 00 - 16 - 20 - 58  
RGB 132 - 115 - 105  
RAL /

### Rubio EasyBond

PMS /  
CMYK 00 - 25 - 100 - 00  
RGB 255 - 194 - 014  
RAL /

### Secondary colours

The secondary palette is used to support and complement the primary colours.

### Rubio Varnish 2C System

PMS /  
CMYK 44 - 96 - 47 - 14  
RGB 139 - 43 - 88  
RAL /

### Accessories

PMS /  
CMYK 29 - 09 - 00 - 56  
RGB 095 - 114 - 132  
RAL /

### Technology

PMS /  
CMYK 00 - 04 - 09 - 24  
RGB 201 - 193 - 184  
RAL /

### 03. TYPOGRAPHY

#### Primary fonts

If we speak in terms of fonts we're technically not the Rubio Monocoat family anymore. We transform into the Frutiger family. We chose the Frutiger font because it's modern and sophisticated, it feels authentic and familiar. Frutiger is a licensed font and is used in logo and all marketing collateral. It is our official font and must be used when possible.

Frutiger LT 45 Light

*Frutiger LT 46 Light Italic*

**Frutiger LT 65 Bold**

**Frutiger LT 75 Black**

***Frutiger LT 66 Bold Italic***

Frutiger LT 47 Light Condensed

**Frutiger LT 67 Bold Condensed**

**Frutiger LT 77 Black Condensed**



Download this file on our Dealerzone  
[http://bit.ly/dealerzone\\_rubimonocoatfonts](http://bit.ly/dealerzone_rubimonocoatfonts)

#### Secondary fonts

You can use our secondary fonts if you need to make a title more light but still professional. You could almost type anything in this font and still look professional.

Well maybe not everything...



Download this file on our Dealerzone  
[http://bit.ly/dealerzone\\_rubimonocoatfonts](http://bit.ly/dealerzone_rubimonocoatfonts)

## Champagne and Limousine

Regular    ABCDEFGHIJKLMNOPQRSTUVWXYZ  
              abcdefghijklmnopqrstuvwxyz  
              0123456789

**Bold**        ABCDEFGHIJKLMNOPQRSTUVWXYZ  
              abcdefghijklmnopqrstuvwxyz  
              0123456789

## Times New Roman

Regular    ABCDEFGHIJKLMNOPQRSTUVWXYZ  
              abcdefghijklmnopqrstuvwxyz  
              0123456789

*Italic*        *ABCDEFGHIJKLMN**OPQRSTUVWXYZ*  
              *abcdefghijklmnopqr**stuvwxyz*  
              *0123456789*

**Bold**        **ABCDEFGHIJKLMN****OPQRSTUVWXYZ**  
              **abcdefghijklmnopqr****stuvwxyz**  
              **0123456789**

***Bold Italic***    ***ABCDEFGHIJKLMN******OPQRSTUVWXYZ***  
              ***abcdefghijklmnopqr******stuvwxyz***  
              ***0123456789***

## Font usage - do's

For a professional look try to use 'Frutiger' for all titles and body text.

## Body text

We recommend using 'Frutiger LT 45 Light' and/or 'Frutiger LT 47 Light Condensed' for the body text.

- Body text should always be lowercase apart from the opening letter of a sentence.
- The minimum font size for body copy is 8 point to ensure your text is legible.
- Predominantly left aligned.

## Headings

Combine your body text with a 'Frutiger LT 77 Black Condensed' for the headings.

- Headings should always be lower case apart from the first letter of a phrase.
- They should always use either Frutiger LT 77 Black or Frutiger LT 77 Black Condensed.
- Ensure there is sufficient space around the heading.
- Predominantly left aligned.



## Layout and structure

Keep it simple, we want to ensure that our typography is consistent and legible across all our communication channels.

- Layouts should be clean and simple.
- Provide clear space between headings and content.
- Do not clutter the layout with too many elements.
- Do not use long, wide columns of text.

# Frutiger LT

**77 Black Condensed** ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**75 Black** ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**65 Bold** ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**45 Light** ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789



## BEWARE OF THE CONTRAST

Contrast is an important factor in how easy it is to read text. You want to avoid making your readers squint, or feel the need to put on sunglasses when they are reading. You can do that by choosing suitable foreground and background colours with enough contrast.



## Please don't use the font like this

Using our 'Frutiger' font properly can take your designs from amateuristic to professional. Knowing how not to use 'Frutiger' to enhance your designs, will give your layout a boost. Here are a few typography don'ts that we see popping up from time to time:

- A. Use capitals and punctuation marks the right way.
- B. Make use of proper leading.
- C. Avoid using all caps.
- D. Be carefull with using tracking and kerning.
- E. Only use the font's we've selected. (go to page 26 for more information)
- F. Avoid the usage of more than one type family.
- G. Beware of the alignment.
- H. Don't alter fonts.

### A. Capitals and punctuation

rubio monocoat is a brand of muylle facon bvba. muylle-facon nv is a leading belgian manufacturer of innovative surface treatment products. rubio monocoat oil cannot be compared with any other oil on the market: it bonds in one single layer through a molecular reaction with the upper te. (...)



Always use capitals and punctuation marks the right way. Never leave capitals behind, use them at the beginning of a sentence, for proper nouns, names of people, specific places, etc.

### B. Leading

Rubio Monocoat is a brand of Muylle Facon BVBA. Muylle-Facon NV is a leading Belgian manufacturer of innovative surface treatment products. Rubio Monocoat Oil cannot be compared with any other oil on the market: it bonds in one single layer through a molecular reaction with the (...)



Leading, this describes the vertical space between each line of type. For legible body text that's comfortable to read, a general rule is that your leading value should be bigger than the font size.

### C. All caps

RUBIO MONOCOAT IS A BRAND OF MUYLLE FACON BVBA. MUYLLE-FACON NV IS A LEADING BELGIAN MANUFACTURER OF INNOVATIVE SURFACE TREATMENT PRODUCTS. RUBIO MONOCOAT OIL CANNOT BE COMPARED WITH ANY OTHER OIL ON THE MARKET: IT BONDS IN (...)



Avoid using all caps: All caps signify screaming and that's not the kind of communication we want to participate in. The only time we use all caps is for the baselines under our Rubio Monocoat logo.

### D. Tracking and kerning

Rubio Monocoat is a brand of Muylle Facon BVBA. Muylle-Facon NV is a leading Belgian manufacturer of innovative surface treatment products. Rubio Monocoat Oil cannot be compared with any other oil on the market: it bonds in one single layer through a molecular reaction with the upper wood fibres of the substrate. It contains 0% of Volatile Organic Compounds, (...)



Tracking and kerning: Kerning describes the act of adjusting the space between characters to create a harmonious pairing. Kerning is similar to, but not the same as, 'tracking'; this relates to the spacing of all characters and is applied evenly.

### E. Selection of fonts

Rubio Monocoat is a brand of Muylle Facon BVBA. Muylle-Facon NV is a leading Belgian manufacturer of innovative surface treatment products. Rubio Monocoat Oil cannot be compared with any other oil on the market: it bonds in one single layer through a molecular reaction with the upper (...)



Only use the fonts that we've selected for you. You can find them under "TYPE: Primary type face and secondary typeface" page 31.

### F. Type family

**Rubio Monocoat** is a brand of *Muylle Facon BVBA*. *Muylle-Facon NV* is a leading *Belgian manufacturer* of innovative surface treatment products. **Rubio Monocoat Oil cannot be compared with any other oil on the market:** it bonds in one single layer through a (...)



Never use more than two typefaces or type families in your text.

### G. Alignment

Rubio Monocoat is a brand of Muylle Facon BVBA. Muylle-Facon NV is a leading Belgian manufacturer of innovative surface treatment products. Rubio Monocoat Oil cannot be compared with any other oil on the market: it bonds in one single layer (...)



Alignment: In English, as well as most other languages, users read from left to right. That's also the ideal alignment for optimizing readability within blocks of copy. Align left for reading. Center alignment is the weakest and hardest to read and this alignment should be used very selectively. Small bits of text – menu elements or hero headlines – don't have to be aligned to the left because they are quick to read. Large amounts of copy – anything more than a sentence – should probably be left aligned. (Justification is arguable.)

### H. Don't Alter Fonts

Rubio Monocoat is a brand of Muylle Facon BVBA. Muylle-Facon NV is a leading Belgian manufacturer of innovative surface treatment products. Rubio Monocoat Oil cannot be compared with any other oil on the market: it bonds in one single layer through a molecular reaction with the (...)



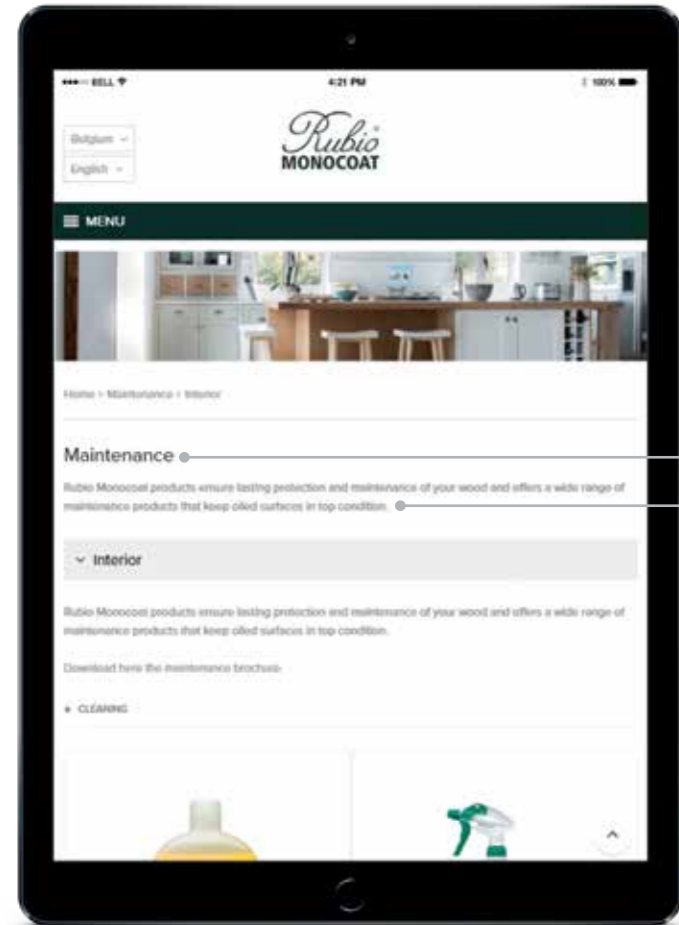
Don't Alter Fonts: Never ever stretch or twist or slant a typeface. If you need something different from what you have, pick a different option.



## Web fonts

The same rules of typography apply for the web fonts. Consistency is essential in branding; don't allow the wrong font to slip in anywhere!

We use 'Proxima Nova' for our online communication.



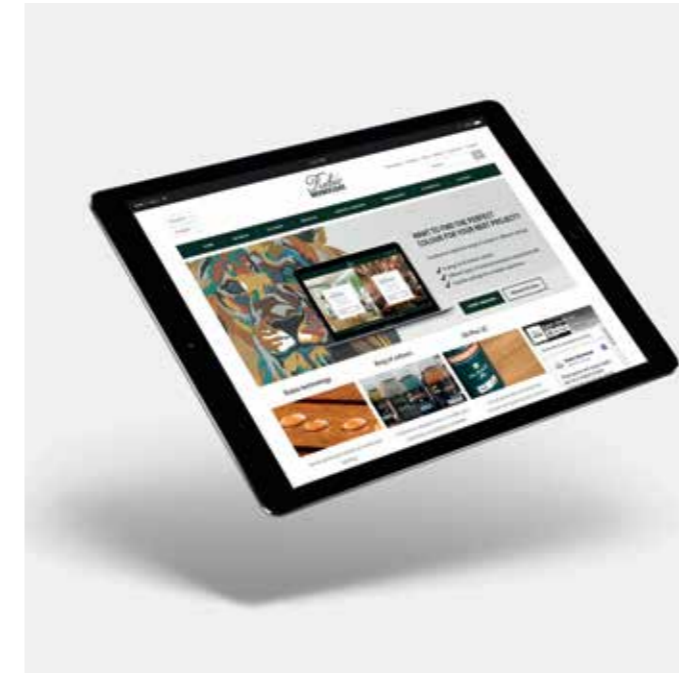
# Proxima Nova

**Bold** ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**Light** ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789



Download this file on our Dealerzone  
[http://bit.ly/dealerzone\\_rubimonocoatfonts](http://bit.ly/dealerzone_rubimonocoatfonts)

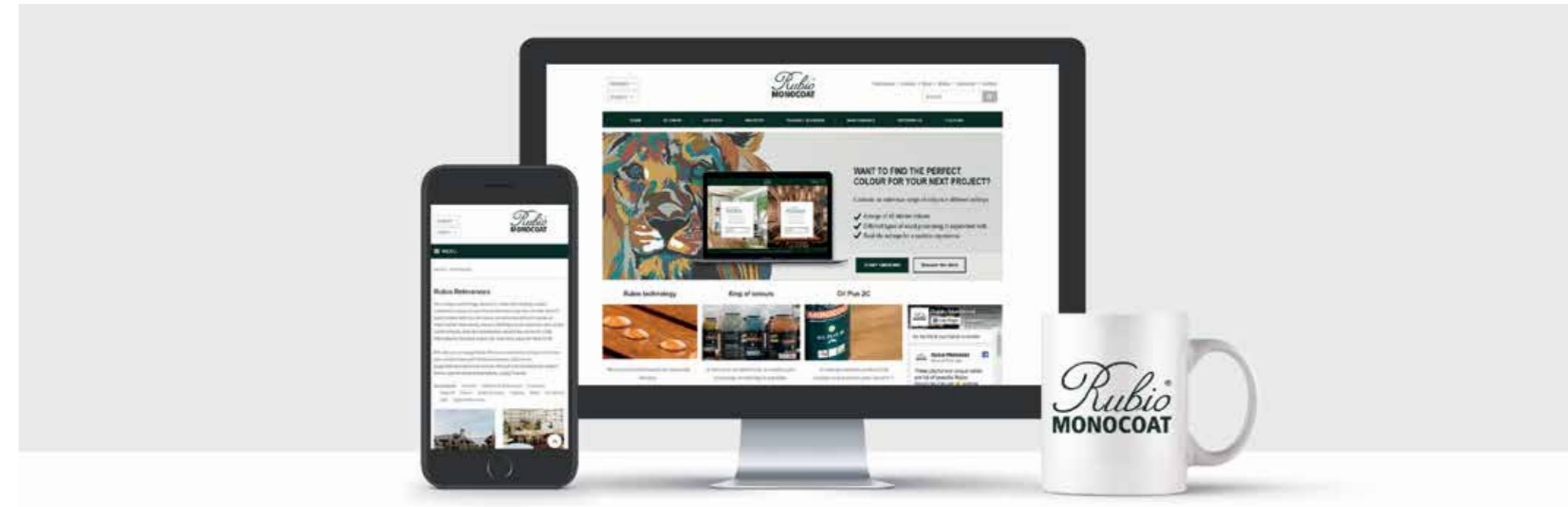


## PICK TWO TYPE FAMILIES

If you are planning to break this rule, think again. What are you gaining by adding another typeface to the mix? Instead, look at the typeface you have selected and see if another style – bold or thin or italic – might be a better solution.

But also keep in mind that using too many styles - like regular, italic or bold - in one sentence will be confusing to read.

**"Keep it simple" is key!**



# | Graphic Elements

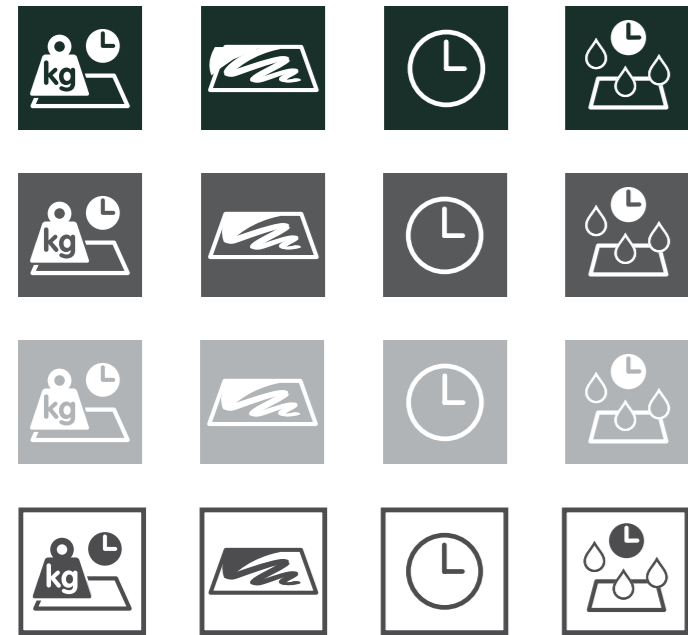
**Graphic elements** are often the first thing people see when presented a brochure, advertisement, website. Together with the logo, graphics define the visual identity of our brand for years to come. Therefore it is crucial that we use these icons and other visuals in a consistent manner throughout all our communication.

## 01. ICONS/VISUALS

### The icons we use

Rubio Monocoat sometimes uses icons to communicate their product characteristics. They are simple, light and friendly and appear throughout all our brochures and web-site. Because they are cross medial it is important that they are used consistently.

### Icons in their different colours:



#### Theme General



VOC



Norms



Cleaning of  
used materials



Application  
method



Curing



Drying time



Usage



Packaging



Water resistance

#### Theme Rubio WoodCream



Self-cleaning  
function



Water repellent character  
for long-lasting protection



Cream structure

#### Theme Technology



All wood types



No overlaps



Durable protection



One single layer



Unique colours



Easy to maintain



Natural ingredients

#### Theme LED Oil



Energy efficient



Shock resistant



Optimum yield



Wood can be  
walked on immediatly



Small eco. footprint

#### Theme Parquet adhesive



No softening agents



1-Component  
PU adhesive



Fulfills almost all  
norms and testst



Lasting sound  
insulation



No risk of  
damage



Fast and durable  
hardening



High resistance  
and hiding  
power



Download this file on our Dealerzone  
[http://bit.ly/dealerzone\\_rubimonocoaticons](http://bit.ly/dealerzone_rubimonocoaticons)

## 02. VISUAL IDENTITY - PICTOGRAMS

### Personality

Pictography allows us to represent ideas and convey information with clarity and impact. Rubio pictograms are used to give the brand character and personality, but also add a layer of depth to the communication material. Our pictograms can be used in online and offline communication channels to call attention to specific information.

### Style

Our pictogram style is a simple line treatment best represented by outlined symbols or graphics combined with a fill colour. The fill colour is used to draw subtle attention to the subject of the pictograms. You can find a few examples on the right.

#### Theme Brandbook



Be unique



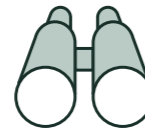
Creative



Customer comes first



Do it together



Straightforward



Think green



Passionate



Social media

#### Theme Ecological footprint



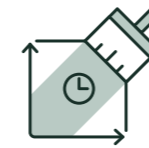
Linseed natural resource



Low consumption



Low emission



Curning



Packaging



Transport

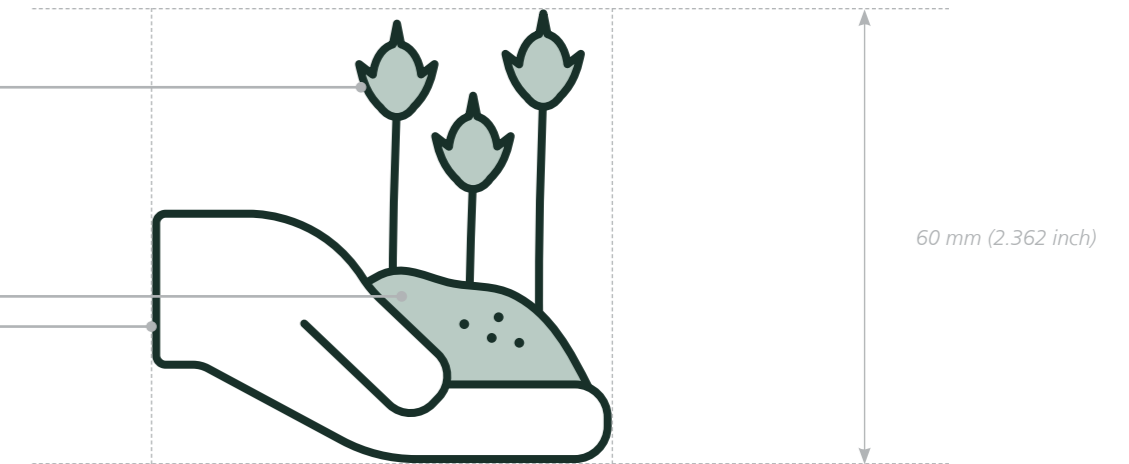
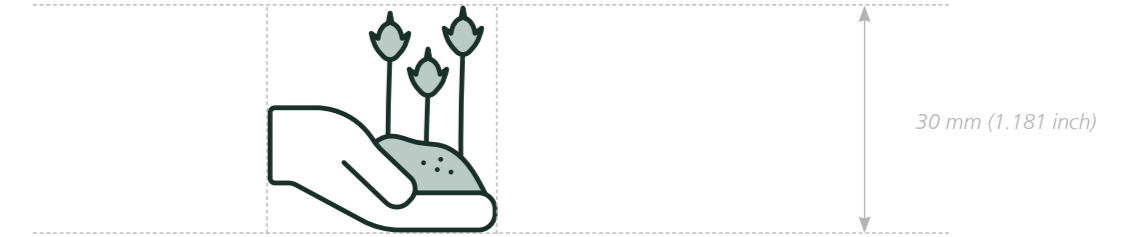
### Anatomy

Pictograms play an essential role in marketing, product and branding. We created a way to approach pictograms creation to ensure a cohesive look and feel.

- When creating pictograms, the recommended line weight is between 1 to 1,8 stroke points for a 30 x 30 mm or 85 x 85 px sized pictogram.
- The outline stroke is our main colour Rubio Monocoat green.
- The fill colour is our 'exterior green'. Go to page 24 for more information about the values of our colours.

When creating a new pictogram, take the following points into account:

- Descriptive/non-decorational. \_\_\_\_\_
- Outline Rubio Monocoat green, with a fill colour 'exterior green'. \_\_\_\_\_
- Consistent-thickness lines. \_\_\_\_\_
- Avoid pictograms with thin or irregular lines, avoid being too complex or hard to understand.



### Our mascotte, the King of Colours

To illustrate the wide range of colours we have, we use our King of Colours. It has become our mascot and as a King, we need to treat it with respect, showing him in his full glory. Yes, he has no ears, but nobody's perfect, right? And who needs ears when you have wild, lush manes like that?

We have different versions of our King of Colours, so be sure to use the correct version, depending on the communication you want to bring.

- Interior
- Exterior
- Colour Trends 2017
- Colour Trends 2018



#### TIP :

Don't forget to use capitals while writing our kings name: **King of Colours**.



Download this file on our Dealerzone  
[http://bit.ly/dealerzone\\_kingofcolours](http://bit.ly/dealerzone_kingofcolours)



King of Colours - Interior



King of Colours - Colour Trends 2017



King of Colours - Exterior

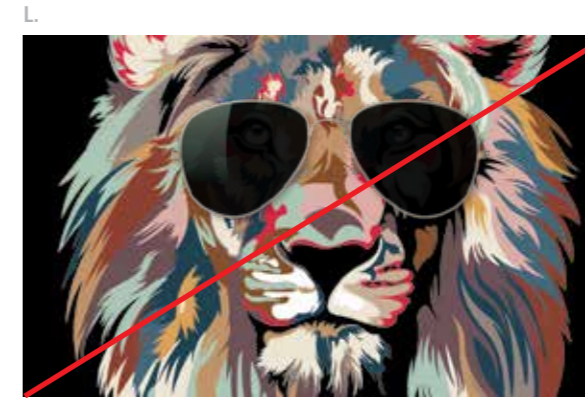
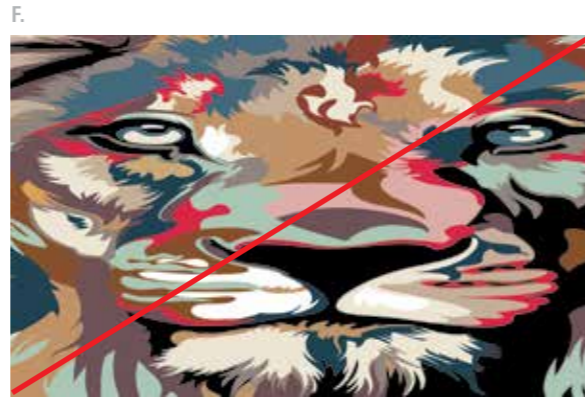
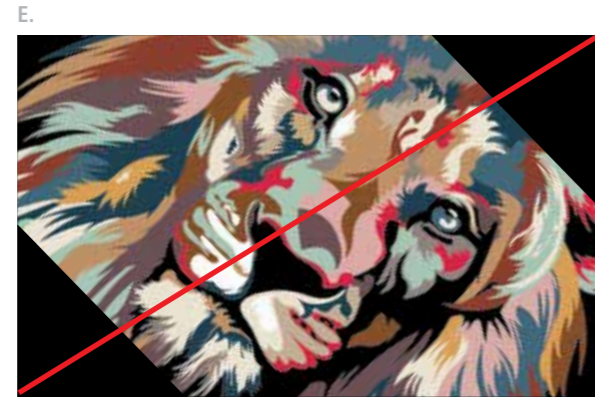
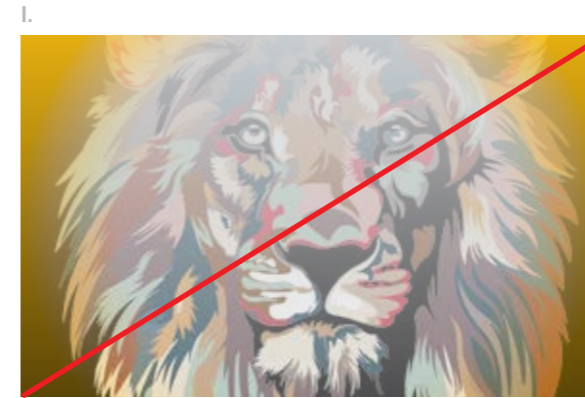
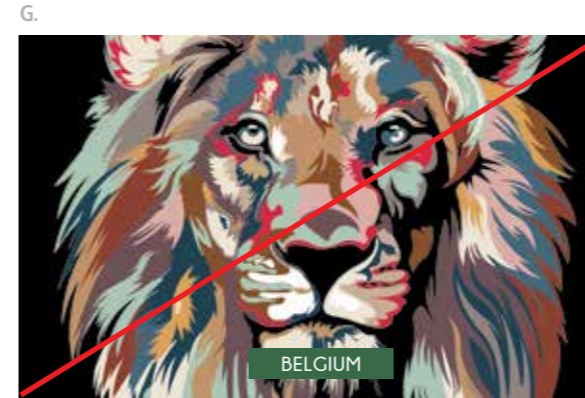
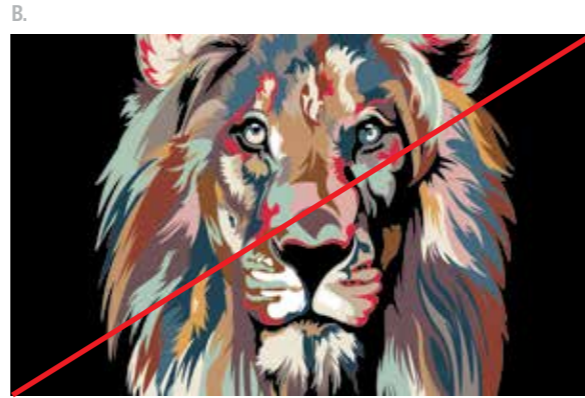


King of Colours - Colour Trends 2018

## Respect the King

In order to be consistent with our King of Colours we apply the following rules:

- A. Do not create your own version of the King of Colours.
- B. Do not alter the artwork in any way. Do not adjust the width or the aspect ratio of the artwork.
- C. Do not add messages to the King of Colours.
- D. Do not add visual effects such as shadows, glows, or reflections to the King of Colours.
- E. Do not flip, rotate, or animate the King of Colours.
- F. Don't squash or stretch.
- G. Don't place elements on the King of Colours except for the baseline.
- H. Don't rearrange parts or create compositions that are not already provided.
- I. Don't add a gradient of any colour combination to the King of Colours.
- J. Don't use off-brand fonts. Reference the Typography usage section.
- K. Don't invert the King of Colours.
- L. Don't place graphic elements on the King of Colours.



## ARTWORK RESTRICTIONS

The King of Colours is available only in the suggested colours (page 39), provided by the headoffice in Belgium. Other color options are not available. Do not alter the artwork in any way or create your own version of the King of Colours. Use only the artwork provided by Rubio Monocoat.



Example: good use of the King of Colours

## 02. PHOTOGRAPHY

### The quality of good photography

Don't be misled: photos aren't just nice visuals. They always have a bigger idea behind it than just the visual. They convey emotions in the receiver and build trust and confidence over time and repeated exposure. Whatever is on the picture, it always indirectly shows who we are and how we could make their lives better with our products. A picture is really worth a thousand words.

That is why images are an important part of every Rubio Monocoat design. The right visuals can take your marketing piece from ordinary to outstanding. While it takes time and resources to find appropriate, high-quality photos to support your content, the results speak for themselves.

Follow these guidelines to assure your photography captivates your audience.



**Natural Lighting** / It is important to light any photography with natural lighting to give it a warm and natural feeling. It should bring out a realistic and natural image of the treated wooden surface and chosen colour. Avoid flash photography at all times.



**Use real people** / It's so much nicer looking at a natural photograph with real people than a stock photograph that's clearly posed and not showing any real emotions or expressions. Only use stock photography when completely necessary.



### SHARING IS CARING!

Do you have a special Rubio Monocoat project you want to share with us? **LOVE IT!**

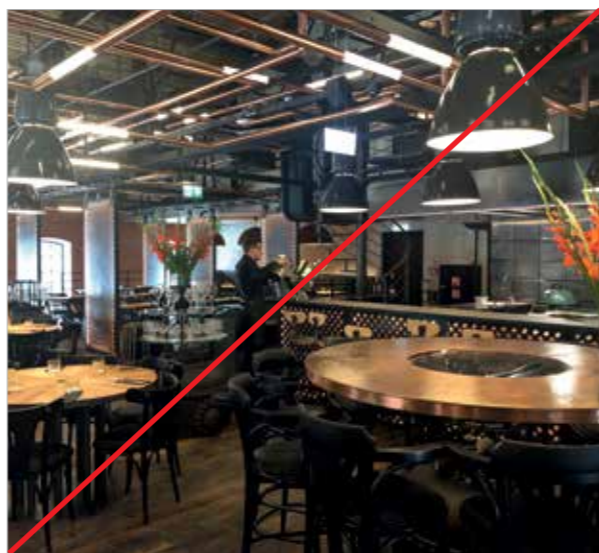
We are a huge fan of sharing Rubio Monocoat projects with the whole team so that everyone can see how beautiful our products adjust on each and every type of wood and in each and every type of environment. And of course because everyone knows that **sharing is caring**.

We assume that when you share your projects with us, we can publish them, both online and in print, as a promotion of our brand. We would be more than happy to mention the copyright of the architect, installer, photographer, etc. if asked.

### Don't forget!

Please make sure you provide us with an information sheet containing the following details:

- Project title
- Country
- Manufacturer/Architect
- Product
- Wood type
- Colour
- Testimonial (optional)



**Full colour** / Every photograph should be full colour and free of any treatment like duotone, posterisation, etc.. Rubio Monocoat, also known as the King of Colours, is all about colour and we're proud of it! The brighter, the better. The Rubio Monocoat experience calls for full colour photography.

**A clean surface** / Always make sure that the surface you are photographing is clean and free from dust or other interfering elements. The cleaner the surface, the more appealing the surface will look. Happy wood, happy Rubio Monocoat!

**Keep it simple** / Simple, direct, and honest images are the best way to express the complexity of who we are to our outside audiences. If the space you are shooting seems complex or very crowded, choose to focus in on particular details of that space. Avoid using photos that are over-complicated or cluttered.

**Keep it real** / Never stretch images to fit a particular size or never photograph your projects in a diagonal way, like it looks rotated. These photographs won't look appealing and no one will take the image seriously.

**Detail photos are okay** / Often people don't pay attention to the details in the space they're photographing. Don't be afraid of a detail picture or two. They often create an atmosphere and give you an insight into the photographed environment.



**TIPS :**

**Special effects** / Do not use photos that have been reworked with all sorts of dramatic, cliché filter effects. We like it natural, clean and classy. These effects will give a distorted image/look of reality and won't show the real beauty of the wood and our colour range.

**Colour mode** / To avoid any colour distortion in your photos, set your images' colour mode to CMYK for print projects. For web, set all images' colour mode to RGB.

**Photo resolution** / The higher the dpi, the bigger the resolution, the better the image quality. But don't go overboard. Higher resolution images create larger file size. Image resolution is directly and inversely proportional to an image's physical size.

- For printed images, the ideal resolution is 300 dpi.
- For web images, image resolution should have a dpi of 72 pixels.

We advise to use a proper camera to achieve the best looking photographs.



# | Digital Guidelines


A brand is no longer what we tell the consumer it is.  
it is what consumers tell each other it is. - Scott Cook

## 01. SOCIAL MEDIA

Being present online is a must for each company. Think about where you yourself search for information on restaurants, holidays, products you're interested in, problems you have... Indeed, people use the internet to look up everything these days, and studies show that the number of people that are online, is still increasing every year.

Being online is not that hard. The challenge is to present your product and brand in that way, that it reflects your mission and values. How to bring added value to social media as a marketing tool is the real challenge, and here we present you with a basic set of rules on how to present Rubio Monocoat online.

Of course it goes without saying that the general guidelines about logo's, colours, photos are also valid for online communication. Be sure to take a closer look at the chapters about our mission, values and tone of voice.

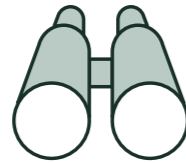


**TIP :**  
Interested in our detailed training on how to start with social media?  
Would you like to get our social media content calendar to help you plan your content too?  
**Get in touch with**  
[muriel.staelens@rubiomonocoat.com](mailto:muriel.staelens@rubiomonocoat.com)  
and we'll gladly help you.

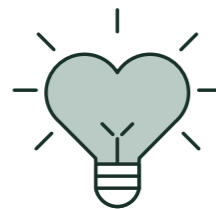
Regarding this last one, here's a selection of keywords to keep in mind when communicating online:



**Be passionate** – *enthusiastic, heartfelt, action-oriented, expressive, emotional*  
A lot of online copy is dull or robotic in tone. Rubio Monocoat as a company is far from dull, so make sure your copy reflects who we are.



**Be straightforward** – *direct, down-to-earth, transparent*  
We all know how fabulous our brand is, but users just want their interactions with us to be simple and low-effort. Try to focus on one focus point and keep your message 'real'.



**Be creative** – *humorous, playful, funny*  
Try to stand out with a 'light', original message. But keep your tone professional. These are not your 'homies', but (potential) customers you're addressing.



### Example 1

Passionate  
On Facebook



### Example 3

Creative  
On Facebook

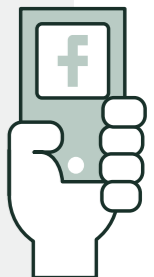


### Example 2

Straight Forward  
On Instagram

### QUICK TIPS

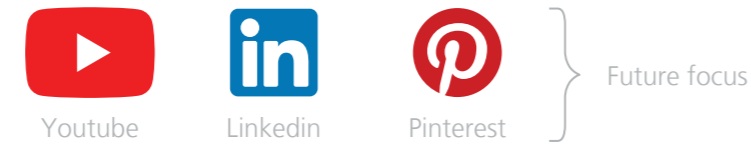
- Avoid slang.
- Write positively: Use positive language rather than negative language.
- Match your status tone and focus to your audience.
- Ask a question or encourage discussion on your page to increase engagement.
- Always feature an eye-catching image with your status update.



### Social media channels: where to post what

Here's a survey of the social media channels where Rubio Monocoat is present and which message needs to be addressed on which channel. It's best to choose your battles: start with 1 or 2 social media channels.

We advise to focus and do it well and then extend to more channels when time allows you. Rubio Monocoat is now focusing on Facebook and Instagram, and will gradually extend to Youtube, Pinterest and LinkedIn, in that order.



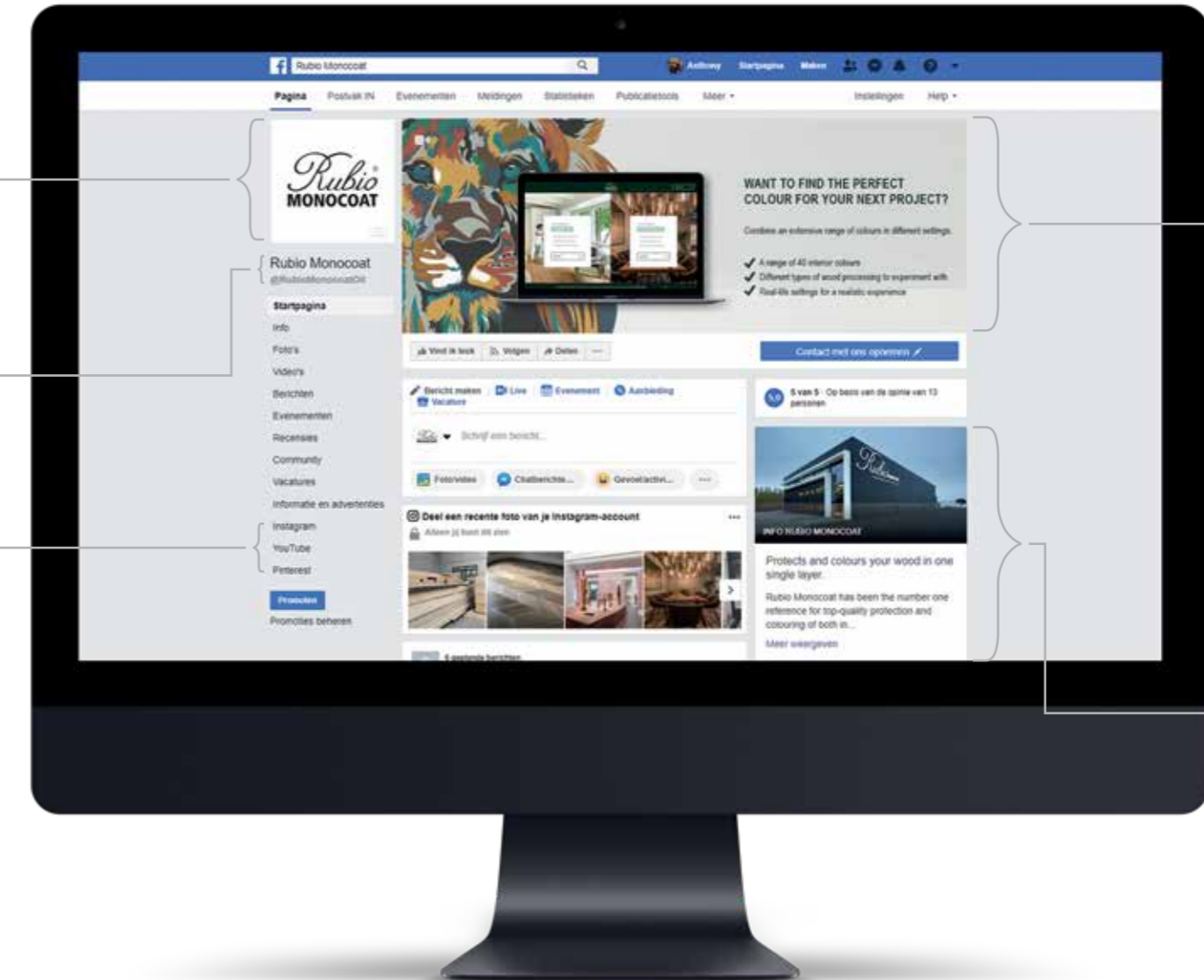
CHANNELS	INFORM	INSPIRE	ENTERTAIN	EDUCATE
	✓	✓	✓	
		✓	✓	
			✓	✓
	✓			✓
		✓	✓	

### Social Media guidelines: Facebook

**Profile Picture**  
Use our logo, without baseline.  
We suggest to use the green version of the logo

**Name**  
Rubio Monocoat *Country*

**Link to other social media channels**  
Youtube, Instagram, Pinterest



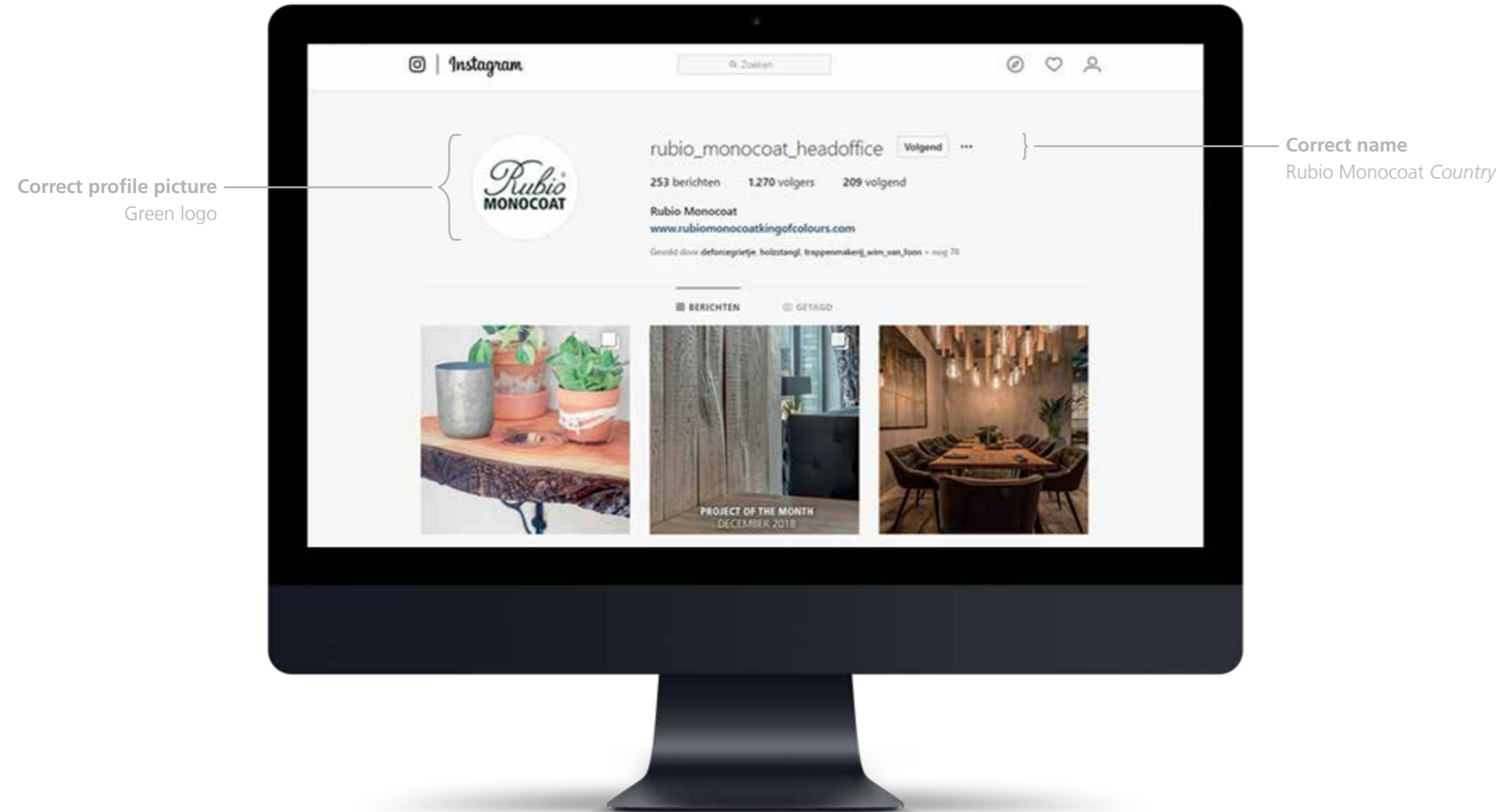
**Banner**  
Make sure people know what we do. This can be done by:

- showing wood
- adding a title that explains it f.ex. Colours and protects your wood in one single layer
- using our King of Colours image
- using a reference image

**Information**

- write a short introduction to your company (you can copy our introduction into your language)
- fill in the contact data: phone, email, website

## Social Media guidelines: Instagram



## Don't forget your #hashtags

Using hashtags will allow you to make an impression on a wide social media audience. Make sure you're sharing the best content, and making the right impression.



## Examples of some used #hashtags

### General:

#rubiomonocoat  
#wood  
#woodwork  
#woodworking  
#woodfinish  
#woodcoating  
#woodoil  
#oilfinish  
#hardwax  
#hardwaxoil  
#hardwaxoilfinish  
#interiordesign

### Specific for projects of wooden floors:

#woodflooring  
#floorfinish  
#floor  
#woodfloor  
#woodfloors  
#hardwoodfloor  
#hardwoodfloors  
#hardwoodflooring  
#hardwoodfloorfinish

### Specific for projects of wooden furniture:

#table  
#stairs  
#furniture  
#furniturefinish  
#furnituredesign  
#customfurniture  
#woodfurniture  
#woodenfurniture

### Example

Use of # on Instagram



### TIP :

- You can use hashtags on social platforms, such as Instagram, Facebook, Pinterest,... Don't stop at Instagram to reach your potential customers.
- Don't overdo it.** Choose max. 5 hashtags per post, not more.

# | Print Guidelines

This chapter basically consists of all the guidelines where our brand elements are printed on. The given tips and tricks will make your prints more attractive and recognizable.

## 01. STATIONARY

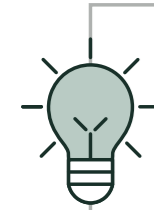
Sometimes you will prefer to make your own brochure for a special occasion, or customer group, and that's fine of course. Please take into account all the information in this Brand Book concerning the use of logo's, colours and fonts when making something from scratch. We are more than willing to have a look on the finalized brochure, to make sure it is entirely made to the Rubio standards.



### Business cards

Print Size: 86 x 54 mm

Paper Type: Maco (coated) paper, matt plasticification, 350 g/m<sup>2</sup>



#### TIP :

If you want us to make something for you, please contact **Muriel** @ the marketing department.



Download this file on our Dealerzone  
[http://bit.ly/dealerzone\\_brochuresandflyers](http://bit.ly/dealerzone_brochuresandflyers)



### Colour cards

Print Size: 210 x 297 mm

Paper Type: Maco (coated) paper, satin finish, 350 g/m<sup>2</sup>





### Brochures

For our brochures we like to use a slightly rougher and purer type of paper. Just like our products this will give our brochures a much more natural look.



For our "RMC General Product Catalogue" the following type of paper was used:

Cover: Offset (uncoated) paper, 250 g/m<sup>2</sup>  
 Inside work: Offset (uncoated) paper, 90 g/m<sup>2</sup>



### RESPECT THE RUBIO MONOCOAT BRAND GUIDELINES

When it comes to flyers, brochures or other printing material, it's important to come forward as one. This is very crucial to give at once a correct idea of our brand identity.

You can accomplish this by following the Rubio Monocoat guidelines in this brand book.



### TIP :

Not sure about your printing material and would like a second opinion? Don't hesitate to show us your result, we'll be **more than happy to help you** get that 100% Rubio Monocoat looking brochure.

## Exhibition and Showroom Guidelines

**Exhibition booths and showrooms** should be small Rubio Monocoat universes that radiate quality, professionalism,... and breathe wood of course.

As the potential customers step in the booth or showroom they should be submerged in the Rubio Monocoat universe and immediately see what we are about. In such manner that if they step out, it's clear to them that we are the best choice in the market. Of course it's easier said than done. That's why this chapter has been created: to help you be the King of exhibitions.



## 01. EXHIBITIONS



**Use our official marketing material** / Since not all visitors will have an opportunity to speak with sales staff, the products need to be prominently featured in the stand. The visitors should be able to find answers to their questions easily. Our Rubio Monocoat marketing material can be a big help in this and will make a lasting impression.



**Respect our brand guidelines** / An exhibition stand is for a lot of customers their first impression of Rubio Monocoat. This first impression is very crucial and hard to change. So it's important to give them immediately a correct idea of our brand identity. You can accomplish this by following the Rubio Monocoat guidelines in this brand book. So in the end, when the customers leave the exhibition stand, they know perfectly who we are, what we do and what we stand for.

LESS  
IS  
MORE

**Less is more** / When designing your stand keep the following motto in the back of your head: less is more, less is good. A clean, elegant looking stand is more inviting for potential customers than a messy or overstuffed stand. So try to keep your stand simple, straightforward and visible. Neutral colours like black or white are always a good idea. Decorate with green plants and furniture in natural materials that blend in well with wood.



**Lighting** / The light of your stand can have a direct impact on the attendees entering it. Use warm lighting at your booth that does not create any glare. It's important that your booth is enlightened evenly. Overall, please keep the following two tips in mind: **spread** your light everywhere, you certainly don't want to create a dark corner and to put special focus on your key products and displays. **Use warm light** that does not make white spots but gives your stand a warm 'glow'.



**Rubio Monocoat logo** / The logo should be the first thing that grabs your attention when glancing over the booth. This speaks for itself that it should be the focal point of your stand.



**King of Colours** / In a nice simple stand, colour catches the eye immediately. So don't be afraid to show who the real King of Colours is.



**Wood is good** / It's all about the wood! Try to integrate some wood in your booth. It makes our story more trustworthy and authentic. A booth full off roll-ups is less attractive for our customers who get inspired daily by wood.



**Keep it clean** / It's not always convenient but try to minimize used glasses, empty snackbowls, dirty tables on your stand. Also keep your workspace and utilities clean. It all accumulates to a more professional look and a more warm welcoming feeling to potential customers.



## 02. SHOWROOMS

When it comes to decorating your showroom or shop, there are a lot of different possibilities, as you can see in the images on the right.

If you're interested in our (personalized) showroom decorations, please contact Muriël:  
[muriel.staelens@rubiomonocoat.com](mailto:muriel.staelens@rubiomonocoat.com)



### TIP :

When it comes to showing our products, we advise you to place them in the exact same order as you would apply them, as in:

- preparation products
- pretreatment products
- protection products
- maintenance products



Keep in mind that neither importers nor dealers have the right to:

- Use our brand as their identity, domain, etc. This applies to both their online and offline presence.
- Act as Rubio Monocoat.
- Present themselves as the Rubio Monocoat official distributor of the concerning country or region (only applicable for dealers).

Moreover, importers/dealers cannot sell non-Rubio Monocoat products or traded products as part of a Rubio Monocoat branded webshop.

# keep up the WOOD work

## Want to contact us?

**Rubio Monocoat Head Office** • Roeselaarsestraat 535, 8870 Izegem (Belgium)  
+32 (0)51 30 80 54 • [info@rubiomonocoat.com](mailto:info@rubiomonocoat.com) • [www.rubiomonocoat.com](http://www.rubiomonocoat.com)

Last updated on: 15/06/2022

Copyright ©2022 BV Muylle Facon SRL, Izegem (Belgium).