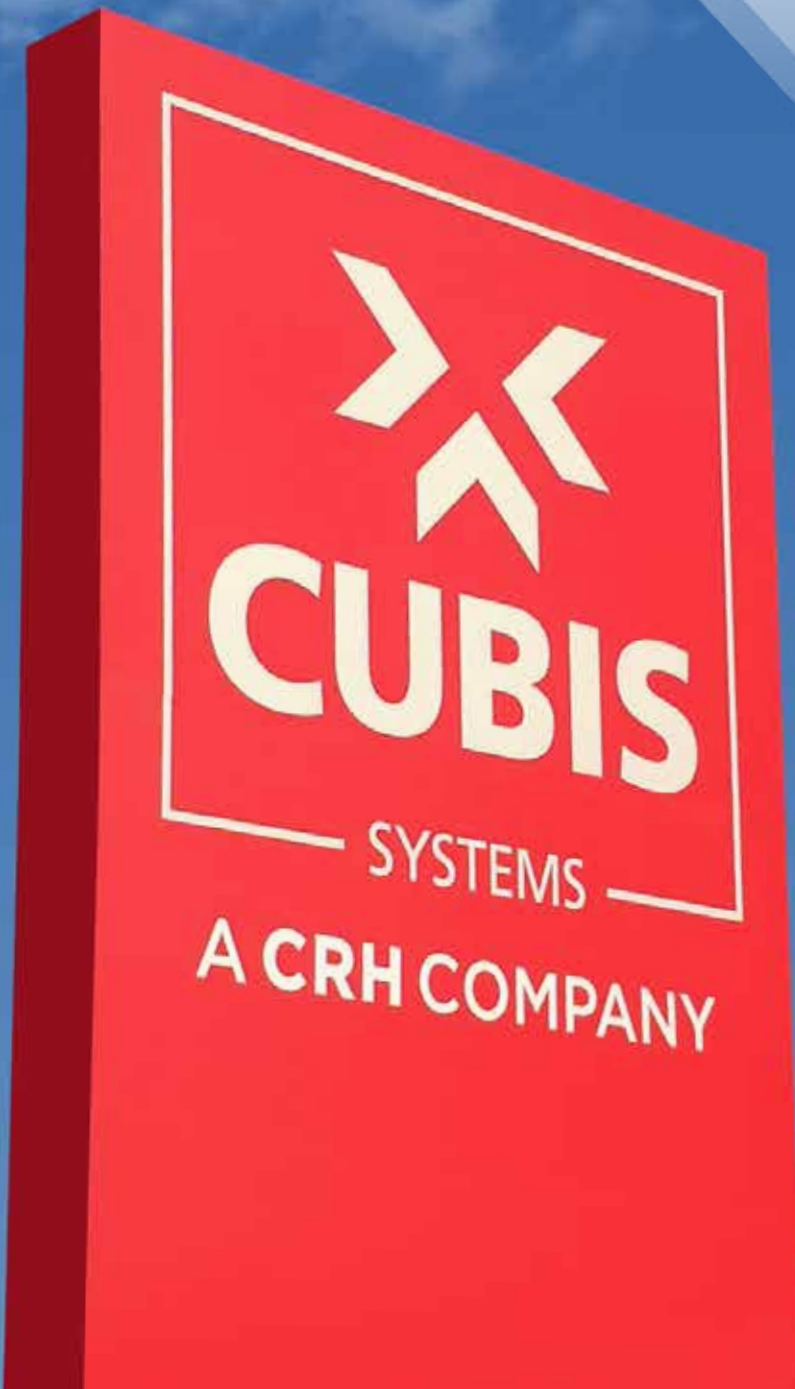




Cubis Systems Brand Guidelines



Introduction

A successful corporate brand is defined by the company's mission, values, and objectives. The purpose of adopting a corporate brand is to have a unique and consistent look and feel across every medium.

This is conveyed visually and verbally (through the logo, website, product packaging etc.), through tone of voice (the language used in internal and external communications) and through customer service. In essence, every piece of communication from the company, and the company's everyday behaviour, help build an identity and brand.

This document covers all aspects of Cubis Systems branding including logo, colour, typography and correct use of templates. It is important that Cubis' branding is used correctly to ensure consistency throughout all aspects of the business both externally and internally.

All logos and templates can be downloaded by accessing the Employee Internal Resources section of the website found at: www.cubis-systems.com/uk/extranets/login

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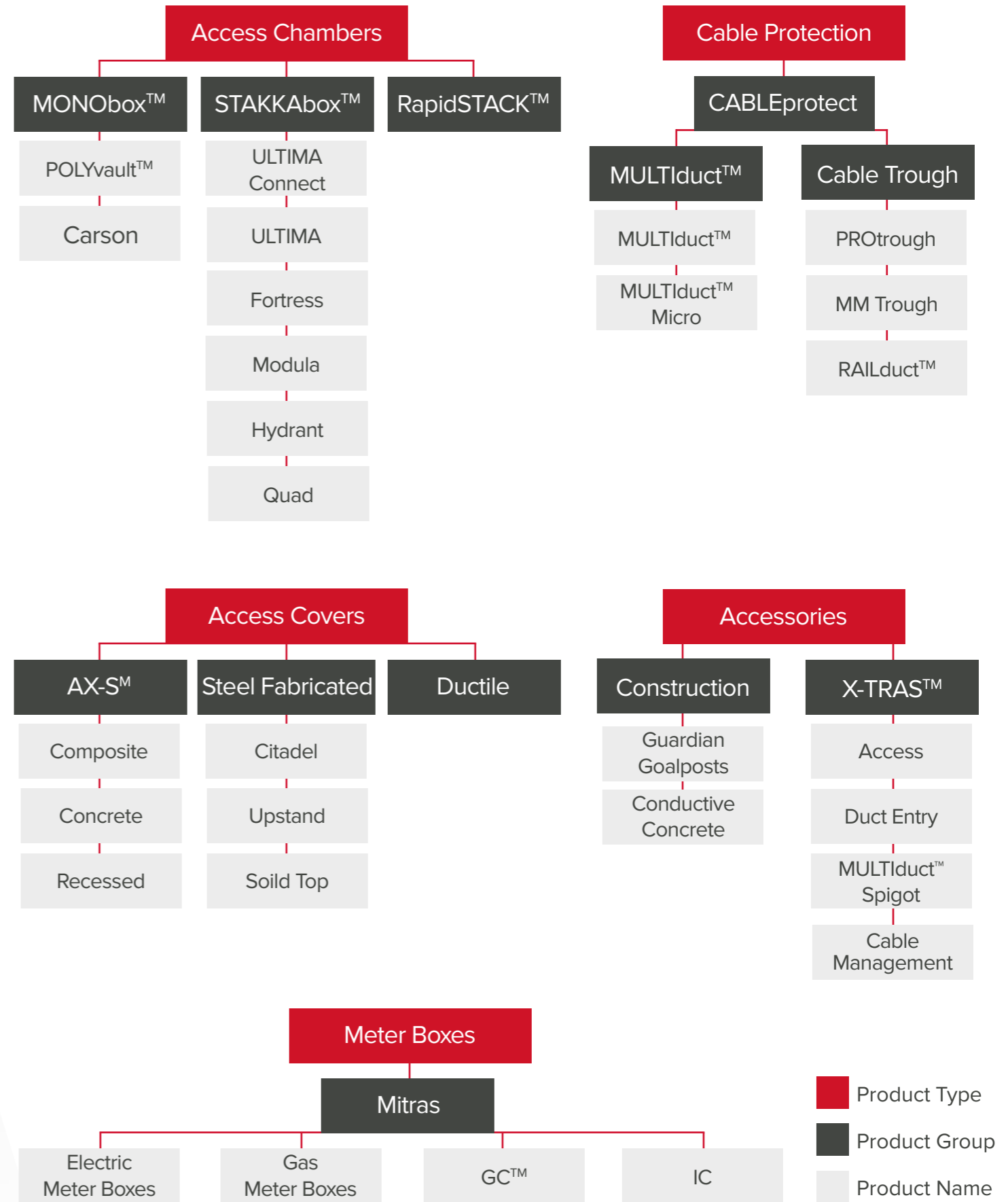
Mission Statement

// To be the solutions provider of choice to asset owners, specifiers, contractors and distributors in targeted utility markets, delivering market growth and technical leadership through the development of high quality people, products and processes.



1.0 Product Brand Hierarchy

Cubis has a number of sub brand eliminates to the main Cubis Systems brand such as STAKKAbox™ and Mitras Meter Boxes. These sub brands are very well-established in their own right within their respected market places. Cubis' current brand hierarchy and product ranges will continue to grow with future product developments, so ensuring brand constancy is key to the growth and development of all Cubis' brands.



2.0 Logo Design

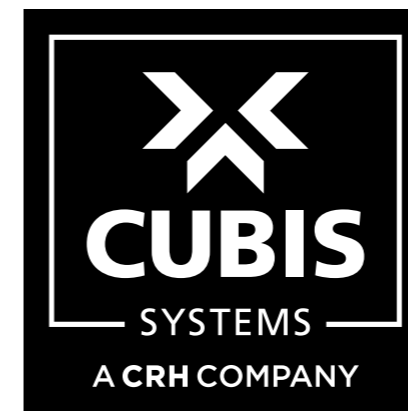
The Cubis Systems logo forms the face of our organisation and quite often, it's the first thing that a potential customer will notice about the business. A logo is much more than just an image; it is a point of recognition for clients and an important foundation for the branding of the company. It is often said that customers form an opinion about a company within seconds so it is critical that our logo is easily recognisable and understood.

The primary and secondary logos found on the right are the **ONLY** Cubis Systems logos that should be used in our communications and publications, replacing any existing, outdated legacy logos.



Primary Logo

The primary logo is white on red. This gives the logo a rich, prominent feel. All Cubis Systems logos include the expression 'A CRH COMPANY' to reflect Cubis' position as part of CRH.



Secondary Logos

Secondary logos are available in two forms, incorporating a block base colour or stripped back excluding the block base colour completely. Secondary logos are available in 4 colour combinations - black, red, grey & white and are to be used on literature, promotional material and all templates where the primary logo is not appropriate. (Please consult the Marketing team for any other uses of the logo).



2.1 Product Logos

Correct



Product Logos are available in two variations: red with white & red with grey.

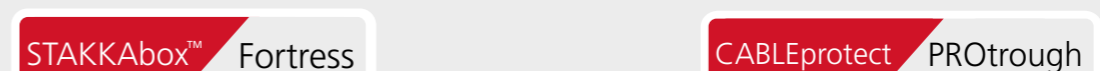
Incorrect



Red with white gradient product logos are only to be applied on dark backgrounds. For light backgrounds use the red with grey product logos.



Examples of Best Practice



Cubis Systems product logos are used widely across a range of internal & external documents including brochures, flyers and datasheets denoting the appropriate product range.

Product logos **DO NOT** replace the Cubis Systems corporate logo but are to be used in conjunction in order to reference the featured product.

All product logos can be downloaded by accessing the Employee Internal Resources section of the website found here: www.cubis-systems.com/uk/extranets/login

Please contact the Marketing department if you require any assistance or clarification regarding the use of product logos.

2.2 Logo Usage

The Cubis logo can be scaled up or down in size, but should always be used in the correct manner.

The logo **MUST NOT** be stretched or distorted in any way when used. This applies to all logos and images across all documentation etc. Please see page 9 for further details on logo usage.

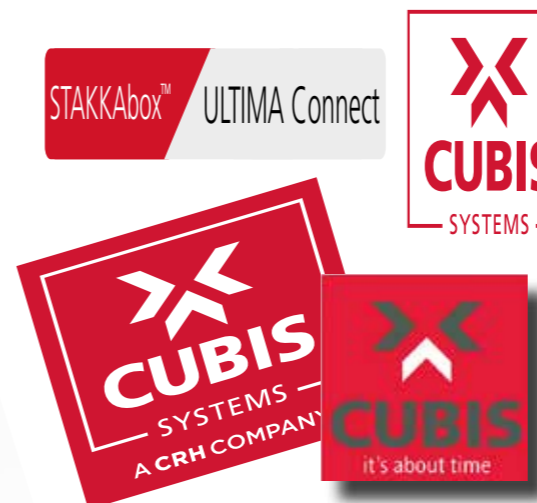


There should always be space between the logo and other design elements. This area is called “clear space”. The clear space should be equal to the height and width of the ‘Cubis’ logo as shown on the left.



Correct

The logo’s shape is consistent with the initial design, retaining balance and legibility.



Incorrect

The logo has become distorted from its designed aspect ratio, therefore stretching or squashing the shape and text. The logo must not be overlapped or overlap.

If the space is restrictive, the scale of the logo (not the dimensions) must be adjusted to fit.



Incorrect

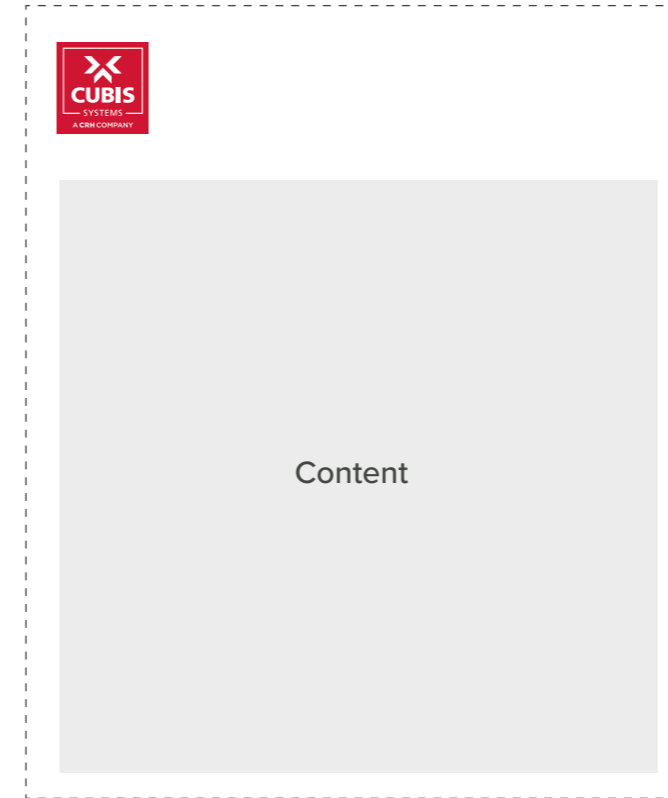
The background layer the logo is situated on is too similar to the logo colour which is distorting the visibility of the logo.

Select a contrasting background colour or using an alternative secondary logo should resolve this issue.



Correct

The logo is clear and visible, set in primary colours onto a contrasting background which compliments the logo colours.



Correct

The logo must be kept to an appropriate size.

There should always be space between the logo and the edge of the page and must be 15mm from the side edge and 20mm from the top edge.



Incorrect

In most cases, use of the company logo is all that is required within a document. If multiple logos are required within a single page on a document please contact the Marketing team to advise on best practice.

Please note this not to scale

2.3 Mitras Meter Boxes

Mitras Meter Boxes is a subsidiary of Cubis Systems brand and forms a range of gas, electric and industrial Meter Boxes used to house a range of utilities.

For further information on Meter Boxes visit www.meterboxes.com.

The logo found on the top right is the only version of the Meter Boxes logo that should be used in all communications and publications.



Primary Logo

The logo incorporates a white background with a red overlay and brand text. This logo can only be used on branded coloured backgrounds.



Secondary Logo

The secondary logo when the primary logo is not appropriate e.g. a white or light grey background.

Please refer to the Cubis Systems logos section of this document (pages 8-11) for guidance on correct logo application.

3.0 Colour Palette

A Colour Palette encompasses a range of primary and secondary colour variations approved for use in documentation. A controlled brand colour scheme is essential in communicating a clear and consistent brand to stakeholders.

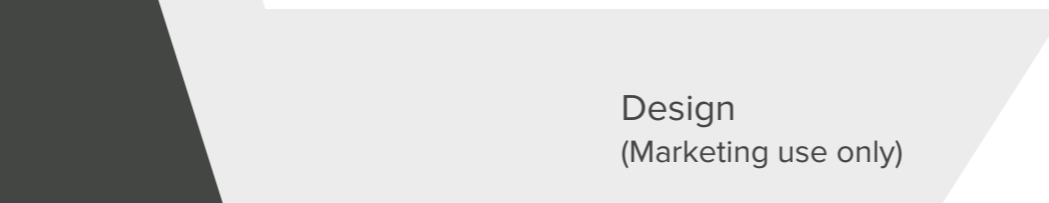
The pantone colours should be used wherever possible, with CMYK / RGB being matched as closely as possible depending on the materials and print process being used.

Black and white is acceptable as accent colours in addition to the colours outlined on page 17.

Cubis has two main primary colours (red and grey) with a light grey colour used throughout marketing literature along with five secondary colours.

Please contact the Marketing department if you require any assistance or clarification regarding the use of Cubis' colour palette.

Primary Colours



Secondary Colours (Marketing use only)



Pantone Colour	CMYK	RGB	RAL
Pantone 185 C	11 / 100 / 81 / 3	209 / 14 / 49	3020
Pantone 446 C	65 / 52 / 56 / 54	61 / 69 / 65	
Pantone 7541 C	9 / 6 / 7 / 0	236 / 236 / 236	
Pantone 7741 C	59 / 0 / 95 / 0	115 / 201 / 45	
Pantone 258 C	53 / 75 / 0 / 0	140 / 67 / 147	
Pantone 1655 C	0 / 68 / 90 / 0	255 / 109 / 24	
Pantone 7700 C	70 / 35 / 0 / 0	48 / 153 / 252	
Pantone 611 C	7 / 2 / 86 / 0	255 / 226 / 47	

4.0 Typography

The primary typeface for all staff is Arial. This font must be used throughout all communications, from email to letters and documentation.

Proxima Nova is the primary font used on all marketing publications. This font is to be used **ONLY** by the Marketing team in documentation such as brochures, flyers etc.

Replacing fonts with alternatives **SHOULD NOT** take place under any circumstances.

If needed please contact the Marketing team.

Primary Typeface for all Staff

Arial

Arial Regular

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
~`"£\$%^&*()_+={};'#[]:@~?/><.,\|

Arial Italic

*abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
~`"£\$%^&*()_+={};'#[]:@~?/><.,\|*

Arial Bold

**abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
~`"£\$%^&*()_+={};'#[]:@~?/><.,\|**

Primary Typeface for Marketing

Proxima Nova

Proxima Nova Regular

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
~`"£\$%^&*()_+={};'#[]:@~?/><.,\|

Proxima Nova Italic

*abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
~`"£\$%^&*()_+={};'#[]:@~?/><.,\|*

Proxima Nova Semibold

**abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
~`"£\$%^&*()_+={};'#[]:@~?/><.,\|**

Proxima Nova Bold

**abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
~`"£\$%^&*()_+={};'#[]:@~?/><.,\|**

4.1 Referencing Cubis Systems

When making reference to the Cubis Systems brand through all forms of communication it is important that we ensure consistency, applying the correct terminology, phrasing, grammar and punctuation.

When referencing the business in the first instance it must receive the full title 'Cubis Systems', anywhere thereafter should be shortened to 'Cubis'. E.g. 'Cubis Systems offers customers a series of solutions,... Cubis' product range includes...'

Referencing Cubis Systems

When writing Cubis Systems:
Cubis **must** be in lower case with a capital C.
Systems **must** be lower case with a capital S.

Correct

Cubis Systems
Cubis

Incorrect

CUBIS Systems CUBIS SYSTEMS
CUBIS Cubis Industries
Cubis-Systems CUBIS INDUSTRIES

Referencing Product Brand

When referencing products:
When making reference to products and brands you must use the trademark (™) where required. The products must also be capitalised and hyphenated correctly across all documentation. Please see page 3 for correct usage of trademarks and capitalisation in reference to all our product range.

Product Group

Correct

STAKKAbox™ CABLEprotect
AX-S™ X-TRAS™

Incorrect

stakkabox™ Cableprotect
AX-STM x-tras™

Product Name

MULTIduct™ PROtrough
ULTIMA ULTIMA Connect
MONObox™ RAILduct™
POLYvault™ FLEXI-Pit

Multiduct Protrough
Ultima Ultima CONNECT
multi-duct Polyvault
Monobox Flexipit

5.0 Email Signature

Corporate email signatures must incorporate the font Arial and coloured dark grey with the exception of the design elements and logo.

The email signature must not include other fonts or colours that are not reflected within the brand guidelines such as contrasting colours or script fonts that are difficult to read.

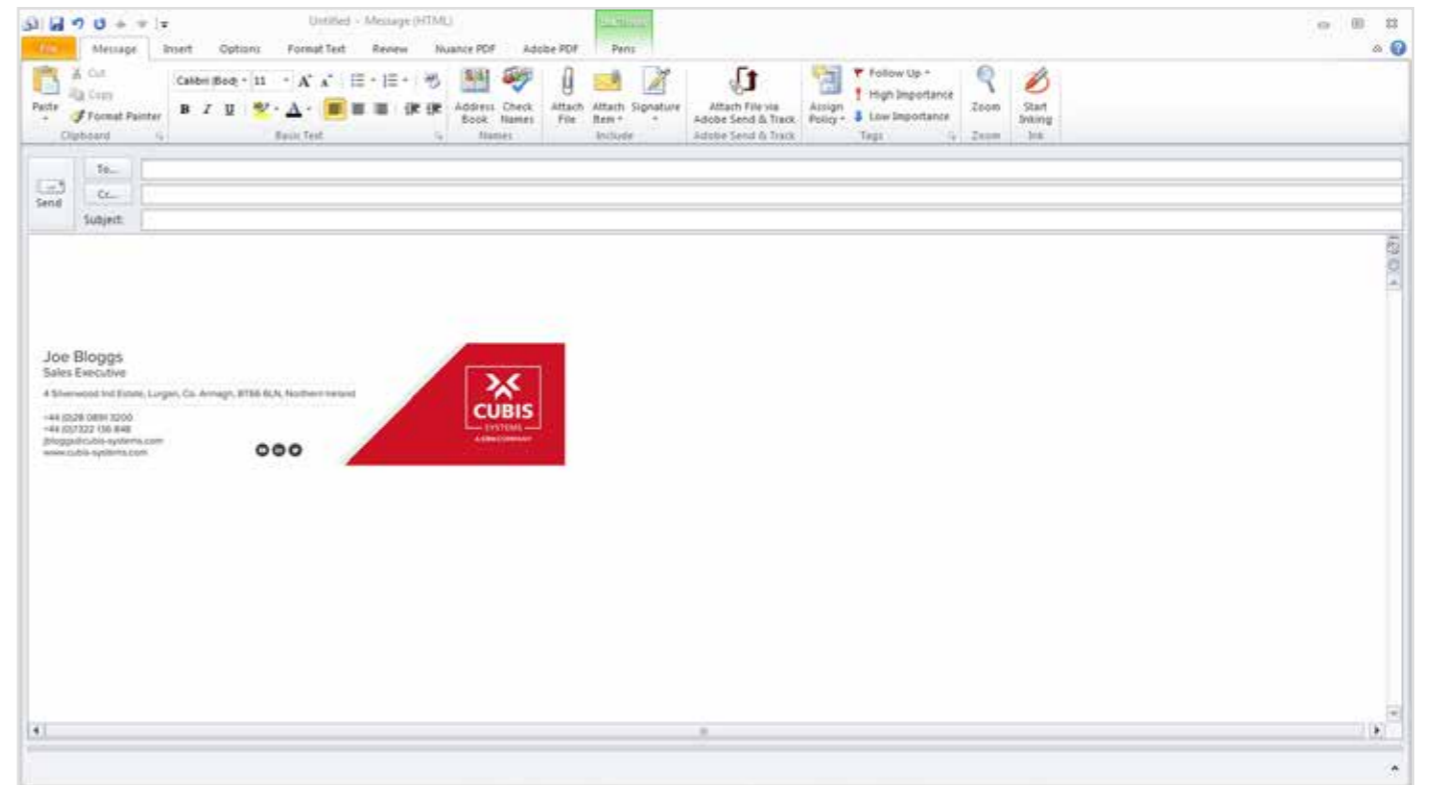
The email signature is controlled by the Marketing team, any issues please contact a member of the marketing team.

DO NOT create your own email signature.

Joe Bloggs
Sales Executive

4 Silverwood Ind Estate, Lurgan, Co. Armagh, BT66 6LN, Northern Ireland

+44 (0)28 0891 3200
+44 (0)7322 136 848
jbloggs@cubis-systems.com
www.cubis-systems.com



Please note this not to scale

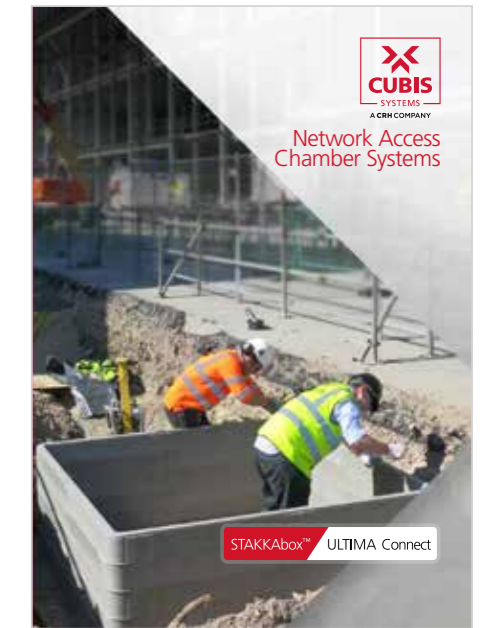
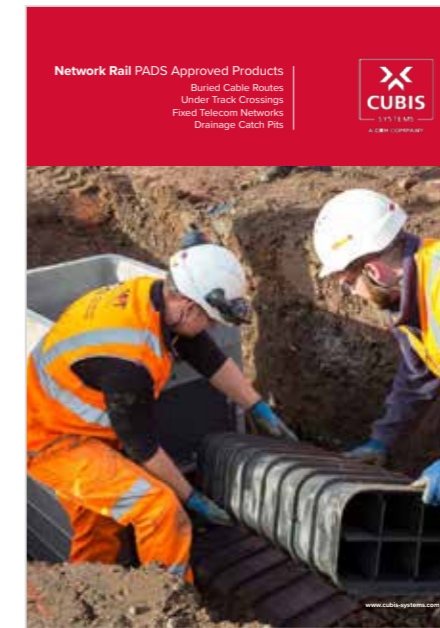
6.0 Brochures, Flyers and Business Cards

Brochure printing specification:
Brochure cover - 350gsm silk matt laminated
double sided, inner pages - 170gsm silk,
saddlestitched full colour print

Flyer printing specification:
170gsm silk full colour print

Business cards printing specification:
400gsm silk matt laminated full colour,
double sided.

If you require business cards please obtain
authorisation from your line manager
before contacting the Marketing team.



Please note this not to scale

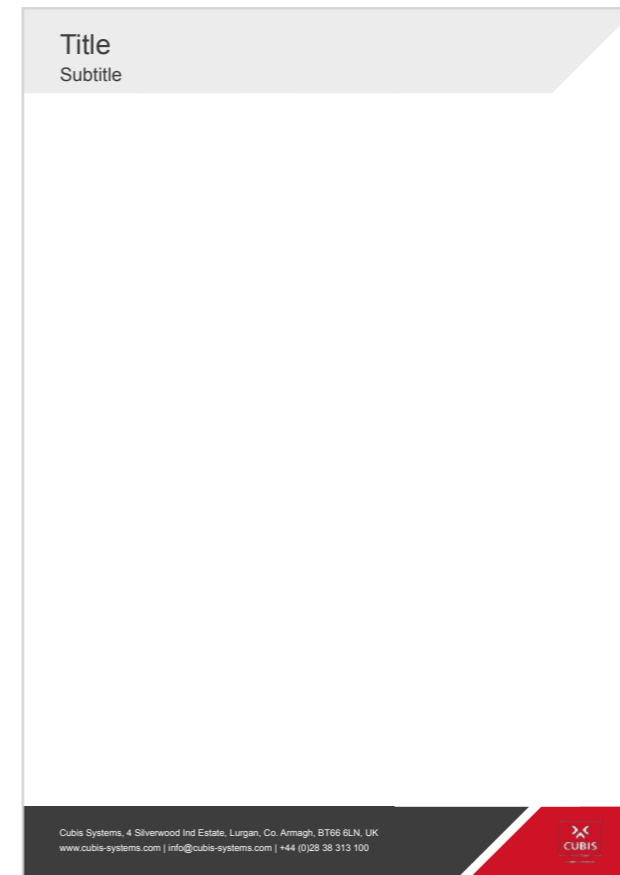
7.0 Word Templates

All word templates include a header and footer section. The header should be amended to include an appropriate title and subtitle where applicable. All text content must be created in Arial font and follow the guidelines regarding, logos, colours and fonts outlined in this document.

Word templates are available to all staff and can be found by accessing the Employee Internal Resources section of the website found here:

www.cubis-systems.com/uk/extranets/login/

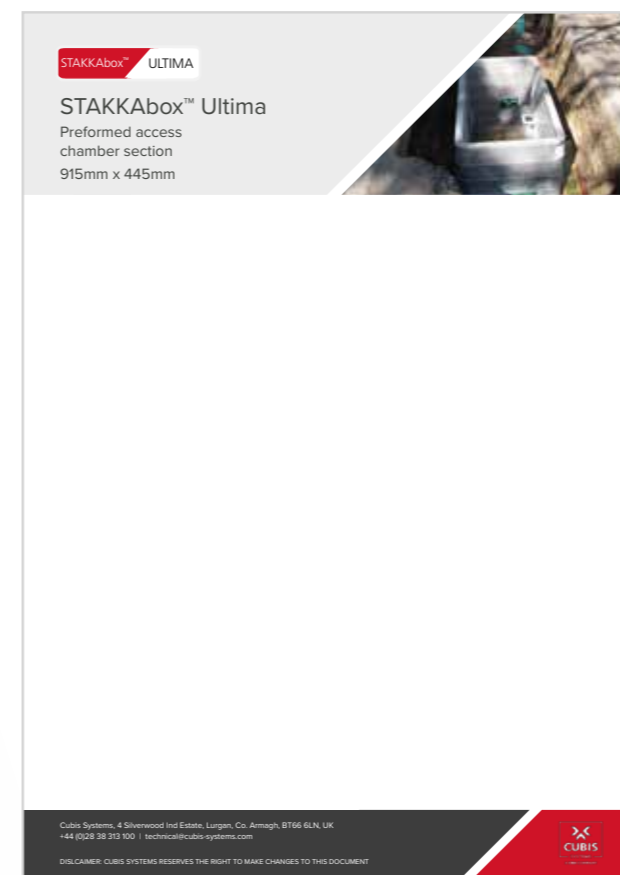
If you need further guidance on the creation and best practice for the use of the word templates please contact the Marketing team.



General Word Template

This template is to be used for all generic word documents. The header incorporates a light grey design that includes the title and/or subtitle. The footer is dark grey with the company address, website and contact details with the white cubis logo.

Ensure when adding text and media to this documents they **DO NOT** overlap or touch the header or footer. There must be appropriate spacing between the header and footer from the document content.



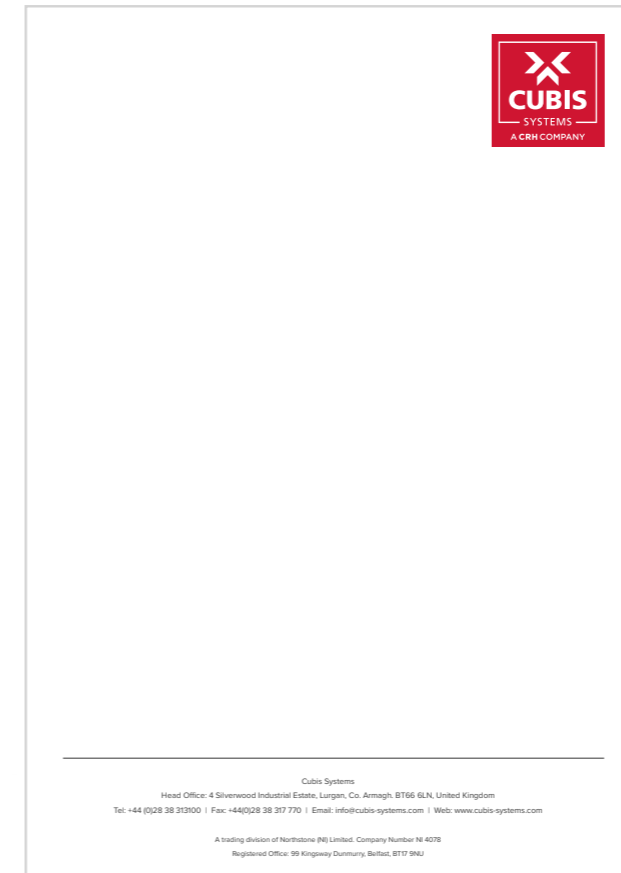
Technical Word Template

This template has been designed exclusively for use by the Technical and Marketing teams **ONLY**. This template includes the product logo, product image and title areas within the header and a generic footer with company contact details and disclaimer.

7.1 Letterhead & Compliment Slip Templates

Company Letterheads and compliment slips are to be used for sending external communications and are available with specific site contact details. These documents form our formal suite of templates.

Letterhead and Compliment Slip templates are available to all staff and can be found by accessing the Employee Internal Resources section of the website found here:
www.cubis-systems.com/uk/extranets/login



Letterhead Template

A company letterhead is a professional document to be used when sending formal, external communications. Cubis have a range of letterheads with each specific site address available to all employees.



Compliment Slip Template

A compliment slip is a great way to add a personal touch to our communications. These slips are available in print form and should be included in hard copy correspondence where applicable.

7.2 PowerPoint Template & Sector Images

The PowerPoint template is to be applied across all presentations created for both internal and external purposes.

The presentation template consists of a selection of title slides to be used as introductory pages relating to the presentation context, as well as supplementary content slides. The images present on each of the title pages shown are Cubis' global sector images. To select an appropriate title slide, navigate to the Home tab, select 'New Slide' followed by the slide deemed most suitable. If you wish to use an alternative image, select 'Blank Title Side', followed by 'Design', 'Format Background', 'Picture or Text Fill' and 'File'.

All templates and images can be found by accessing the Employee Internal Resources section of the website found here:
www.cubis-systems.com/uk/extranets/login

If you require further support, please contact a member of the Marketing Team.

Title Slides

Highways



Infrastructure



Water



Rail



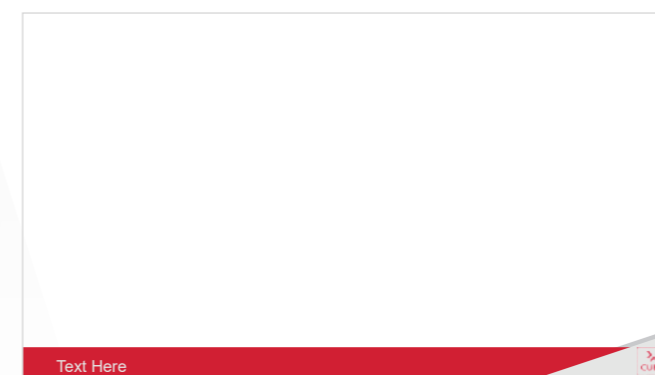
Energy



Telecoms



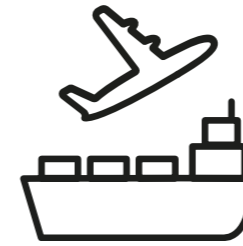
Content Slide



8.0 Sector Icons

Sector icons are incorporated across a range of documents to identify the market sectors in which Cubis operate in. These logos are **ONLY** to be used and distributed by the Marketing team and should only be used in grey or when placed inside a grey circle with white logo.

Primary Sector Logos



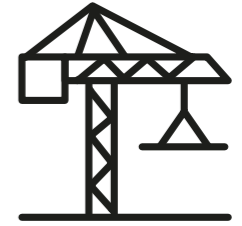
Ports



Telecoms



Meter Boxes



Infrastructure



Water



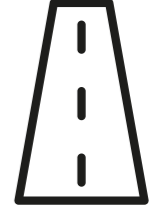
Rail & Light Rail



Defence &
Security



Energy



Highways

Secondary Sector Logos



Ports



Telecoms



Meter Boxes



Infrastructure



Water



Rail & Light Rail



Defence &
Security



Energy



Highways

8.1 Sector Icons and Colours

The colour palette can be encompassed into the styling of branded documents such as PowerPoint presentations and brochures. The secondary colours can be utilised within the sectors relating to that colour palette. Secondary colours are used to subtly enhance the colour on the page without dominating the main body of the content.

Rail Sector



Correct

Cable Management

Protrough cable protection system has an extensive range of flexible accessories that enables the system to deal with tight turns, elevations, natural curvature and other obstacles

3°

45°

CABLEprotect PROtrough

Rail Sector

Incorrect

Cable Management

Protrough cable protection system has an extensive range of flexible accessories that enables the system to deal with tight turns, elevations, natural curvature and other obstacles

3°

45°

CABLEprotect PROtrough

Rail Sector

Please note this can be used for all sector colours

9.1 Photography

A picture is worth a thousand words, and when it comes to capturing an audience's attention, we must take full advantage of every chance to communicate our message. Short attention spans have made lengthy explanations less effective – so adding engaging visuals be that video or imagery applied in the correct manner is imperative to building a strong brand.

As a business, we must ensure the imagery we use is consistent with our message and that it tells the right story about the Cubis Systems brand when we communicate with our clients. Capturing and sharing images that amplify our commitments to safety and showcase our people, places and products at their best including wearing all PPE, will ensure we continue to portray a positive image. Please see page 35 for examples of correct and incorrect samples of photography.

When arranging a professional photograph, employees must ensure they capture a head and shoulders in the shot, presented on a neutral background. If the company logo is to be included in apparel please ensure this denotes the latest Cubis Systems logo (see page 7). If you plan on using a branded photograph for social media please bear in mind that you are representing the company and must conduct yourself in the appropriate manner.

If you require a professional photograph for business use please contact a member of the marketing team.

Correct



Incorrect



Correct



Incorrect



9.2 Video

As a business, we must ensure that the video we create and share is consistent with the right message, telling the right story to our clients.

Capturing and sharing high quality video which demonstrates our commitments to health and safety while showcasing our people, places and products at their best will ensure we continue to portray the right messaging and image.

All video must be approved by Marketing before publishing.



Contact Marketing

If you require any further information please contact:

marketing@cubis-systems.com

www.cubis-systems.com



Driven by Innovation

Cubis is Europe's leading manufacturer of network access chamber and ducting systems, used in the construction of infrastructure networks for rail, telecoms, water, construction and power markets.

Cubis has developed an innovative approach in an old-fashioned industry. This has been achieved by developing quality products which replace traditional construction materials, like bricks and concrete, with lightweight plastics incorporating intelligent design features. These can then be installed faster and ultimately save our customers both time and money.

Cubis manufactures preformed network access chamber systems STAKKAbox™, AX-S™ access covers, cable protection, MULTIduct™ and PROtrough cable trough at its manufacturing sites throughout the UK and Ireland these products are exported to more than 25 countries throughout the World.

At Cubis we pride ourselves on delivering technical customer support, new innovation, product quality and the highest levels of customer satisfaction.