

2020

BRAND GUIDELINES



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challenge.
create.
care.

Knauf Insulation introduces a new tagline: challenge. create. care.

However, it's more than just a tagline: it encapsulates the vision of our entire organisation.

Our **mission** is to **challenge** conventional thinking and **create** innovative insulation solutions that shape the way we live and build in the future with **care** for the people who make them, the people who use them and the world we all depend on.

Through our commitment to quality, service and performance we lead the change in smarter insulation solutions for a better world.



challenge.



create.



care.

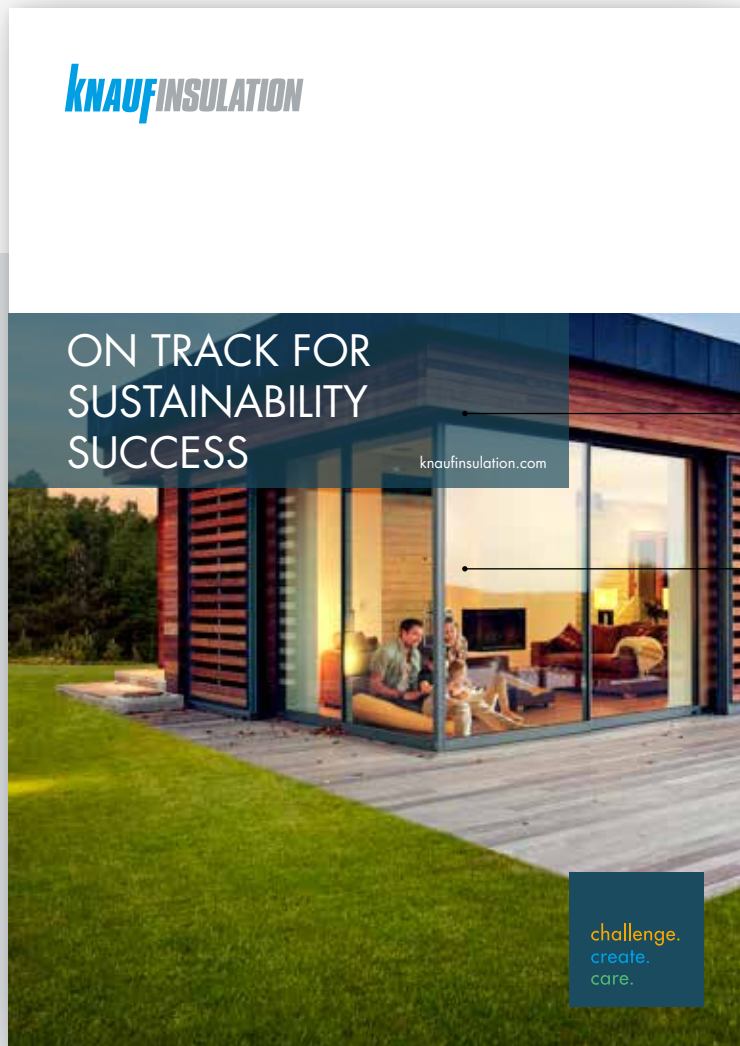
challenge. create. care.

3C logo

Since challenge. create. care. represents the “building blocks” of the Knauf Insulation brand, they are also represented graphically in the form of an endorser logo. The 3C logo is made up of equally strong visual blocks containing each word in lower case, with full-stop. For details of how and when to use the 3C logo, please see the relevant chapter in this guide.

Textual references

When referring to the 3C – challenge. create. care. – in body text, it is permissible to place each word in the same colour as the corresponding block in the 3C logo. This is particularly advisable when appearing together with the endorser logo, to reinforce the concept behind each building block.

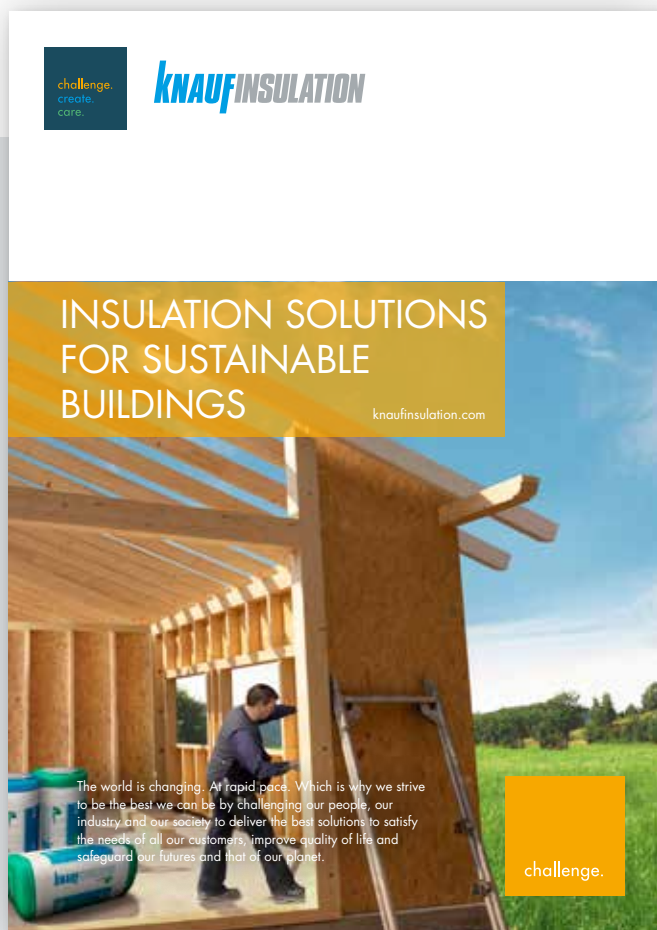


challenge. create. care. is the only corporate brand tagline of Knauf Insulation.

For visual usage the only reference is the 3C logo (see details on page 9 and 12).

Slogans can be used in campaign and advertising communication. These are open for local usage. Do not use the brand tagline.

Bringing the story of **challenge. create. care.** more alive we use strong visuals (also see next page). They support storytelling and create consistency.



2 | 1 STANDARD MASTER LOGO

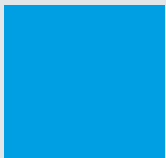


USAGE

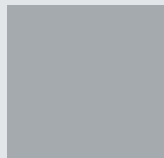
The master logo can be used on:

- Stationery
- Business cards (except for business cards of Knauf Insulation Technical Solutions and OEM Solutions employees)
- E-mail signatures
- Packaging (except for situations when outlined logo is used to optimize the number of colours)
- Work wear

COLOUR

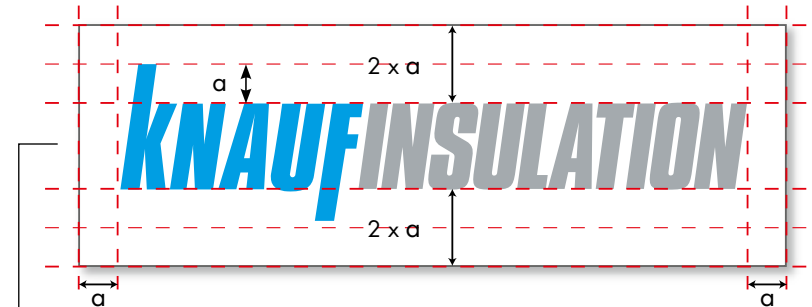


CMYK 100, 0, 0, 0
Pantone Process Cyan C
RGB 0, 159, 227
Web 009fe3
RAL 5015
HKS 47



CMYK 7, 0, 0, 42
Pantone 429 C
RGB 165, 172, 175
Web a5acaf
RAL 7042
HKS 91

The master logo is made up of the corporate colours KI blue and KI grey. Under no circumstances can the colours be changed. See chapter 3 for the colour guide.



MINIMUM CLEAR SPACE

In order to maintain visual integrity the logo should always appear within a defined minimum clear space. The amount of clear space surrounding the logo on all sides should never be less than shown on this page.

MINIMUM REPRODUCTION SIZE

30 mm (1 1/4") wide



BACKGROUND

The master logo needs to be placed on a white background. A transparent background is also acceptable. Coloured or photographic backgrounds are not acceptable.

2 | 2 DIFFERENT LOGO VERSIONS



KNAUFINSULATION

— BLACK & WHITE



CMYK 0, 0, 0, 100
RGB 0, 0, 0

CMYK 0, 0, 0, 50
RGB 128, 128, 128

For monotone printed material. This is a restricted use of the logo and can only be used if you need to print in black and white. "Knauf" in black and "Insulation" in 50% of black



KNAUFINSULATION

— OUTLINED MONOTONE BLUE



CMYK 100, 0, 0, 0
RGB 0, 159, 227

This is a restricted use of the logo and can be used if only one colour is available for print. It can also be used on packaging.



KNAUFINSULATION

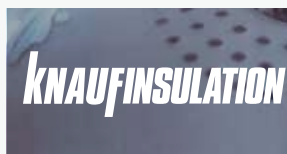
— MONOTONE WHITE

This is a restricted use of the logo and can be used if only one colour is available for print or if the logo is placed on a dark (photographic) background.

2 | 3 DO'S AND DON'TS



✓ Use the main logo on a clear and light background



✓ When used on a dark photographic background, use the monotone white version of the logo



✓ When used on a dark coloured background, use the monotone white version of the logo



✓ When used on an unclear background, use the white square around the logo



✗ Do not combine with another logo or company name



✗ When used on a photographic background, provide sufficient contrast



✗ When used on a coloured background, provide sufficient contrast



✗ Do not use on an unclear background



✗ Do not make a monotone logo



✗ Do not use KI blue in combination with a tint

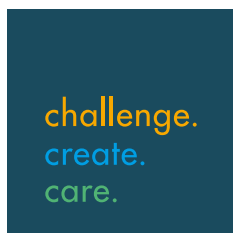


✗ Do not rotate in any direction

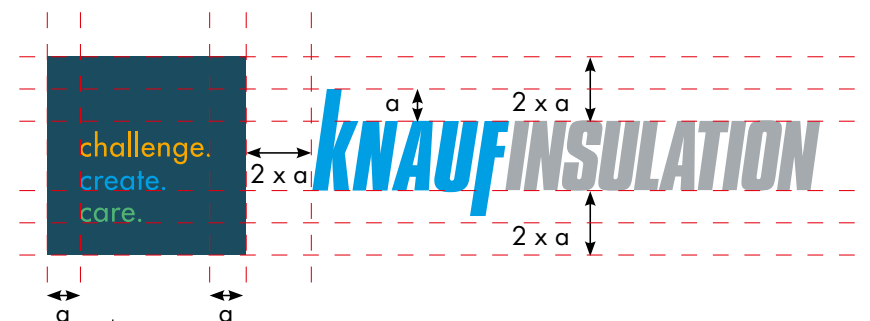


✗ Do not stretch in any direction

2 | 4 3C LOGO & KI LOGO



KNAUFINSULATION



USAGE

The master logo can be used on:

- Stationery
- Business Cards
- Email Signatures
- Work Wear

COLOUR

The master logo is made up of the corporate colours KI blue and KI grey. The 3C logo is made up of 3 extra colours. Under no circumstances can the colours be changed. See chapter 3 for the full colour guide.

BACKGROUND

The master logo needs to be placed on a white background. A transparent background is also acceptable. Coloured or photographic backgrounds are not acceptable.

PLACEMENT

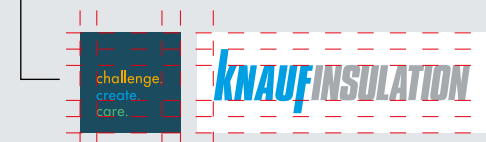
This example depicts how the 3C logo should be placed when being used next to the KI master logo. However, it can also be placed separately, see point 2 | 4 | 2 for examples.

MINIMUM CLEAR SPACE

In order to maintain visual integrity the logo should always appear within a defined minimum clear space. The amount of clear space surrounding the logo on all sides should never be less than shown here.

MINIMUM REPRODUCTION SIZE OF 3C LOGO

13.5 mm (0.53") wide




NOTE

The 3C logo may not be translated. However, if required under local regulations, a translation can be added as a footnote.

2 | 4 | 1 3C LOGO - B&W & MONOTONE VERSIONS - LIMITED USAGE

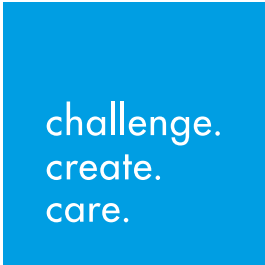
These versions of the 3C logo can be used when full colour print is not possible or when it is not recommended visually.



challenge.
create.
care.

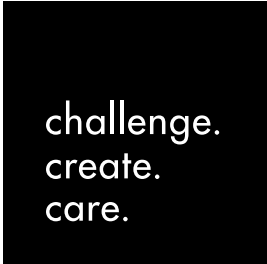
—• KI DARK GREEN
VERSION

Limited usage, when there is a risk
of bad visibility of full colour logo



challenge.
create.
care.

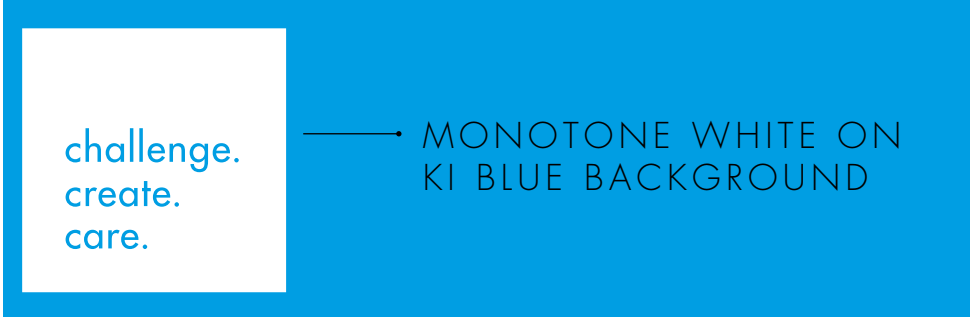
—• MONOTONE KI BLUE
ON WHITE BACKGROUND



challenge.
create.
care.

—• BLACK & WHITE
VERSION

For B&W print only



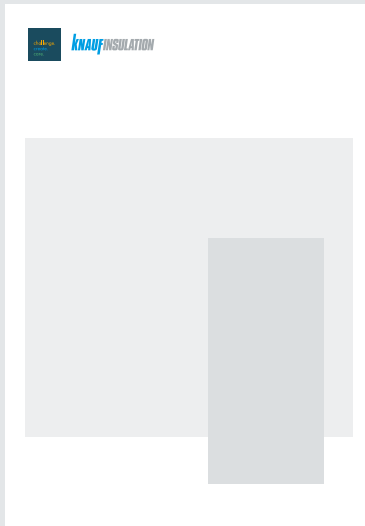
challenge.
create.
care.

—• MONOTONE WHITE ON
KI BLUE BACKGROUND

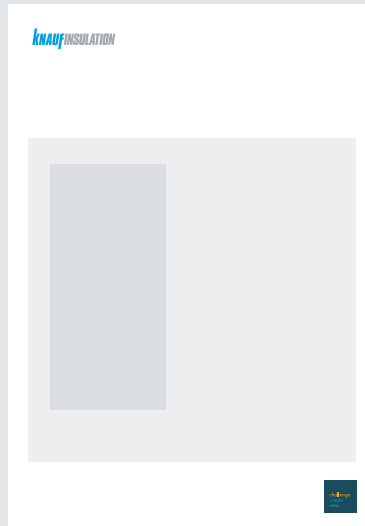
2 | 4 | 2 3C LOGO PLACEMENT

These are suggested options for the placement of the 3C logo depending on the type and purpose of the document (offline – bottom position preferred, for digital – top position advised for more visibility).

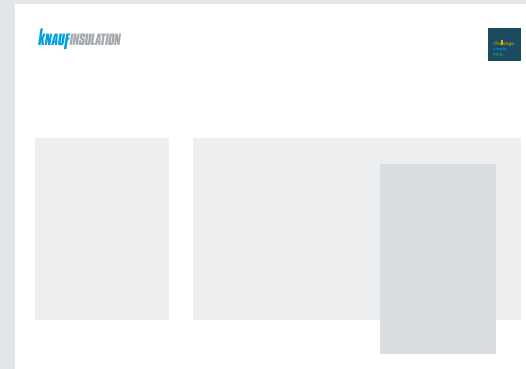
3C logo
to the left of the KI logo
(see page 9)



3C logo
in the bottom right corner



3C logo
in the top right corner



2 | 4 | 3 3C LOGO - FOCUS ON EACH ELEMENT

The 3C logo elements may be split up and used separately depending on the target audience and/or the subject material.



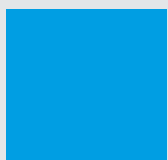
USAGE

The separate 3C elements may be used in all literature and electronic marketing materials.

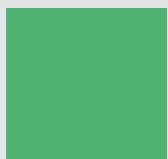
COLOURS



CMYK 0, 39, 100, 0
Pantone 130 C
RGB 248, 168, 0
Web f8a800
RAL 1033
HKS 6



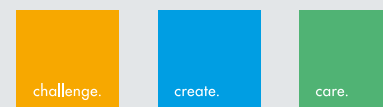
CMYK 100, 0, 0, 0
Pantone Process Cyan C
RGB 0, 159, 227
Web 009fe3
RAL 5015
HKS 47



CMYK 68, 0, 68, 0
Pantone 7480 C
RGB 0, 189, 113
Web 00bd71
RAL 6018
HKS 65

MINIMUM REPRODUCTION SIZE
OF 3C LOGO ELEMENTS

13.5 mm (0.53") wide



TEXTUAL VARIATION

Only the use of Futura STD Book is allowed.

challenge. create. care.
challenge. create. care.



USAGE

Use the master logo on all literature and electronic marketing materials to refer to Knauf Insulation products which are manufactured with ECOSE Technology®.

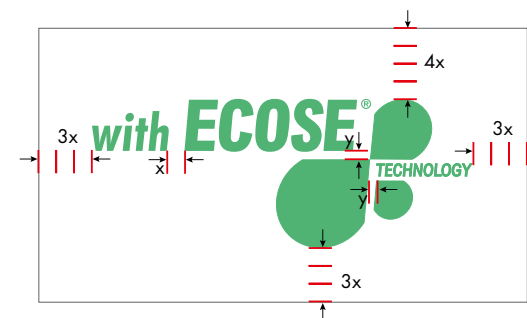
COLOUR



CMYK 68, 0, 68, 0
Pantone 7480 C
RGB 0, 189, 113
Web 00bd71
RAL 6018
HKS 65

BACKGROUND

The "with ECOSE Technology®" logo needs to be placed on a white background. Coloured or photographic backgrounds are not acceptable.



MINIMUM CLEAR SPACE

In order to maintain visual integrity the logo should always appear within a defined minimum clear space. The amount of clear space surrounding the logo on all sides should never be less than shown on this page.

MINIMUM REPRODUCTION SIZE

30 mm (1 ¼") wide



2 | 5 | 1 ECOSE TECHNOLOGY® - DIFFERENT LOGO VERSIONS



BLACK & WHITE

This is a restricted use of the logo and can only be used if you need to print in black and white.



MONOTONE WHITE

Use the monotone white logo when placed on a dark coloured background or a dark photographic background in CMYK, or monotone printed material.



WITH KI MASTER LOGO

Use the master logo on all literature and electronic marketing materials to refer to Knauf Insulation products which are manufactured with ECOSE Technology®.



✓ Use the main logo on a clear and light background



✓ When used on a dark photographic background, use the monotone white version of the logo



✓ When used on a dark coloured background, use the monotone white version of the logo



✓ When used on an unclear background, use the white square around the logo



✗ Do not combine with another logo or company name



✗ When used on a photographic background, provide sufficient contrast



✗ When used on a coloured background, provide sufficient contrast



✗ Do not use on an unclear background



✗ Do not use without the word "with"



✗ Do not use other colours



✗ Do not rotate in any direction



✗ Do not stretch in any direction



USAGE

The Knauf Insulation OEM Solutions logo is to be used for OEM Solutions business only on:

- Stationery
- Business Cards of OEM Solutions employees
- Packaging

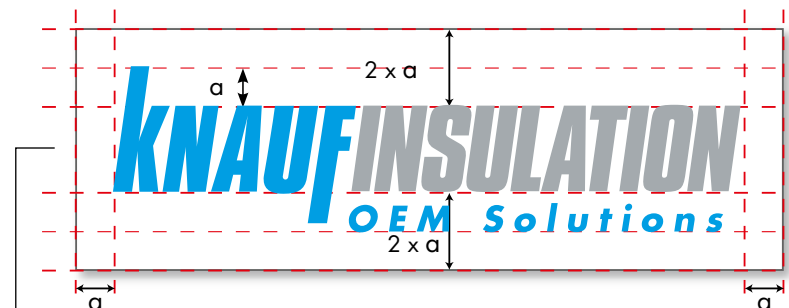
The logo can be used in combination with the 3C logo.

COLOUR

The OEM Solutions logo is made up of the corporate colours KI blue and KI grey. Under no circumstances can the colours be changed. See chapter 3 for the colour guide.

BACKGROUND

The OEM Solutions logo needs to be placed on a white background. A transparent background is also acceptable. Coloured or photographic backgrounds are not acceptable.

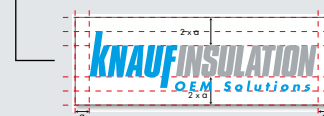


MINIMUM CLEAR SPACE

In order to maintain visual integrity the logo should always appear within a defined minimum clear space. The amount of clear space surrounding the logo on all sides should never be less than shown on this page.

MINIMUM REPRODUCTION SIZE

30 mm (1 1/4") wide



2 | 7 KNAUF INSULATION TECHNICAL SOLUTIONS LOGO



USAGE

The Knauf Insulation Technical Solutions logo is to be used for Technical Solutions business only on:

- Stationery
- Business Cards of Technical Solutions employees
- Packaging

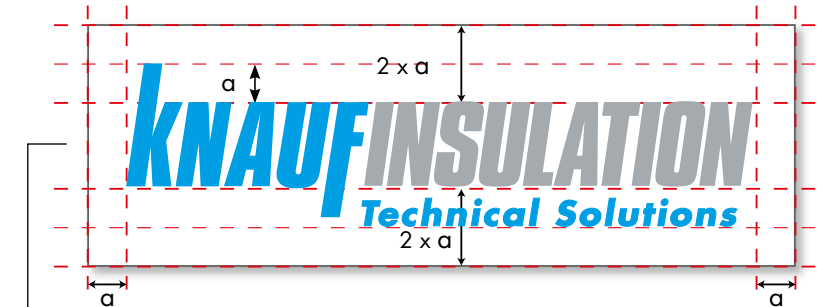
The logo can be used in combination with the 3C logo.

COLOUR

The Technical Solutions logo is made up of the corporate colours KI blue and KI grey. Under no circumstances can the colours be changed. See chapter 3 for the colour guide.

BACKGROUND

The Technical Solutions logo needs to be placed on a white background. A transparent background is also acceptable. Coloured or photographic backgrounds are not acceptable.

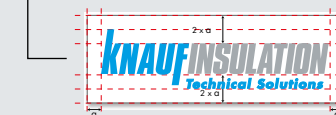


MINIMUM CLEAR SPACE

In order to maintain visual integrity the logo should always appear within a defined minimum clear space. The amount of clear space surrounding the logo on all sides should never be less than shown on this page.

MINIMUM REPRODUCTION SIZE

30 mm (1 1/4") wide



3 | 1 CORPORATE COLOURS

These colours can be used in all communication materials relevant to their purpose.

PRIMARY COLOUR PALETTE

**KI BLUE
& CREATE**

CMYK 100, 0, 0, 0
Process Cyan
RGB 0, 159, 227
Web 009fe3
RAL 5015
HKS 47

**ECOSE TECHNOLOGY®
& CARE**

CMYK 68, 0, 68, 0
Pantone 7480 C
RGB 0, 189, 113
Web 00bd71
RAL 6018
HKS 65

KI GREY

CMYK 7, 0, 0, 42
Pantone 429 C
RGB 165, 172, 175
Web a5acaf
RAL 7042
HKS 91

KI DARK GREEN

CMYK 90, 57, 45, 32
Pantone 7477 C
RGB 29, 78, 96
Web 1d4e60
RAL 5001
HKS 38

**KI ORANGE
& CHALLENGE**

CMYK 0, 39, 100, 0
Pantone 130 C
RGB 248, 168, 0
Web f8a800
RAL 1033
HKS 6

KI PURPLE

CMYK 60, 85, 30, 30
Pantone 268 C
RGB 97, 52, 102
Web 5a3562
RAL 4007
HKS 37



SECONDARY COLOUR PALETTE

To be used sparingly when exclusive use of the primary colours is not sufficient for the design.

CMYK

CMYK 50, 0, 0, 0

CMYK

CMYK 100, 0, 100, 0

CMYK

CMYK 24, 0, 0, 54

CMYK

CMYK 90, 22, 46, 27

CMYK

CMYK 0, 15, 60, 0

CMYK

CMYK 39, 47, 1, 2

PRIMARY FONTS

Futura STD

Can be used in **all** communication (web & print) as the main font.

Arial

Only to be used in **Powerpoint presentations** and **Word documents**.

SECONDARY FONTS

Dobra Slab

Can be used in **print** communication as a secondary font.

Minion

Secondary font for **web** use only.

FUTURA STD

Book	The quick brown fox jumps over a lazy dog THE QUICK BROWN FOX JUMPS OVER A LAZY DOG 1234567890 1234567890 (€ @ & % ? ! " " » «)
Light	The quick brown fox jumps over a lazy dog THE QUICK BROWN FOX JUMPS OVER A LAZY DOG 1234567890 1234567890 (€ @ & % ? ! " " » «)
Medium	The quick brown fox jumps over a lazy dog THE QUICK BROWN FOX JUMPS OVER A LAZY DOG 1234567890 1234567890 (€ @ & % ? ! " " » «)
Heavy	The quick brown fox jumps over a lazy dog THE QUICK BROWN FOX JUMPS OVER A LAZY DOG 1234567890 1234567890 (€ @ & % ? ! " " » «)
Bold	The quick brown fox jumps over a lazy dog THE QUICK BROWN FOX JUMPS OVER A LAZY DOG 1234567890 1234567890 (€ @ & % ? ! " " » «)



www.knaufinsulation.be

url: Futura Book - blue

A STEP CHANGE
IN SUSTAINABILITY

Colour: transparency normal 65%

Title: Futura Book - Capitals

#EcosenNothingBeatsTheOriginal

Title: Dobra Slab - Medium

with ECOSE
Technology



More than 90% of professional installers* state that glass mineral wool with ECOSE® Technology has a softer feel and is less itchy compared to our conventional mineral wool. **More than 80% of the installers*** state that they prefer the neutral smell of the new mineral wool over the smell of our traditional glass wool. And the majority indicated an ease in cutting it. Thanks to the bio-based nature of our **revolutionary binder**, glass mineral wool with ECOSE® Technology is softer on the hands and friendlier on the environment.

challenge.
create.
care.

4 | 2 TYPESETTING

TYPESETTING GENERAL RULES

- Left justified
- 100% Tracking
- 2pt space after paragraph
- No hyphenations

SAMPLE TYPESETTING

Is recera sam quamus aute imus int.

Neque laut por alicien totatamet
ditat asperes sed eos minvel eos min
prenihit, nistiam arum solo blacitius
rerar doluptaspriet vero es nihiliberion
con pliquate labo.

Bernate mporerferum estia ipissim rem
iunt latque nam sum ex explam quia
ipit volorum quiaae.

Pictenetur? Um vel eos quunt quatur moditio quo
doluptatum repelit que illeniet que odipsundandi
dolupid quam facercipsum que est, quo blaut
faccuptation rehendem quias estiunt ad miliquam
endae volor aritis eicitat.

- Bullet 1
- Bullet 2
- Bullet 3

Subtitles: Futura Heavy - 10pt. 12pt Line spacing

Body: Futura Book - 10pt. 12pt Line spacing

Body Small: Futura Book - 8pt. 12pt Line spacing

Bullets: Futura Book - 8pt. Auto Line spacing

DobraSlab Bold can be used as an
alternative to Futura Heavy in subtitles

Is recera sam quamus aute imus int.

Neque laut por alicien totatamet
ditat asperes sed eos minvel eos min
prenihit, nistiam arum solo blacitius
rerar doluptaspriet vero es nihiliberion
con pliquate labo.

TEXTUAL REFERENCE challenge. create. care.

When used as a tagline, the 3C should be written in lower case.

USE BRITISH ENGLISH

We use British English spelling and grammar conventions in all our English-language communications.

CAPITALISE PRODUCT NAMES

Product names are written in title case with the first letter of each word in capitals. E.g.: “**M**ineral **W**ool”, “**G**lass **M**ineral **W**ool”, “**R**ock **M**ineral **W**ool”, etc.

USE PERSONAL LANGUAGE

We aim to show our “human” side in all our communications. When we talk to our customers or other stakeholders, we use the 2nd person point of view (e.g. “you”, “your” and not “the customer”, “them”, “their”).

Similarly, we talk about ourselves in the 1st person point of view (e.g. “we”, “us”, “our” and not “Knauf Insulation”, “it”, “its”).

ACTIVE VOICE

Whenever possible, use the active instead of the passive voice.

For example: ‘**We showcase our innovation in our new sustainability report**’. vs. ‘Our innovation is showcased in our new sustainability report.’

TRADEMARKS

All trademarked brand and/or product names should be properly indicated every time they are used (and not as before – once per page or document).

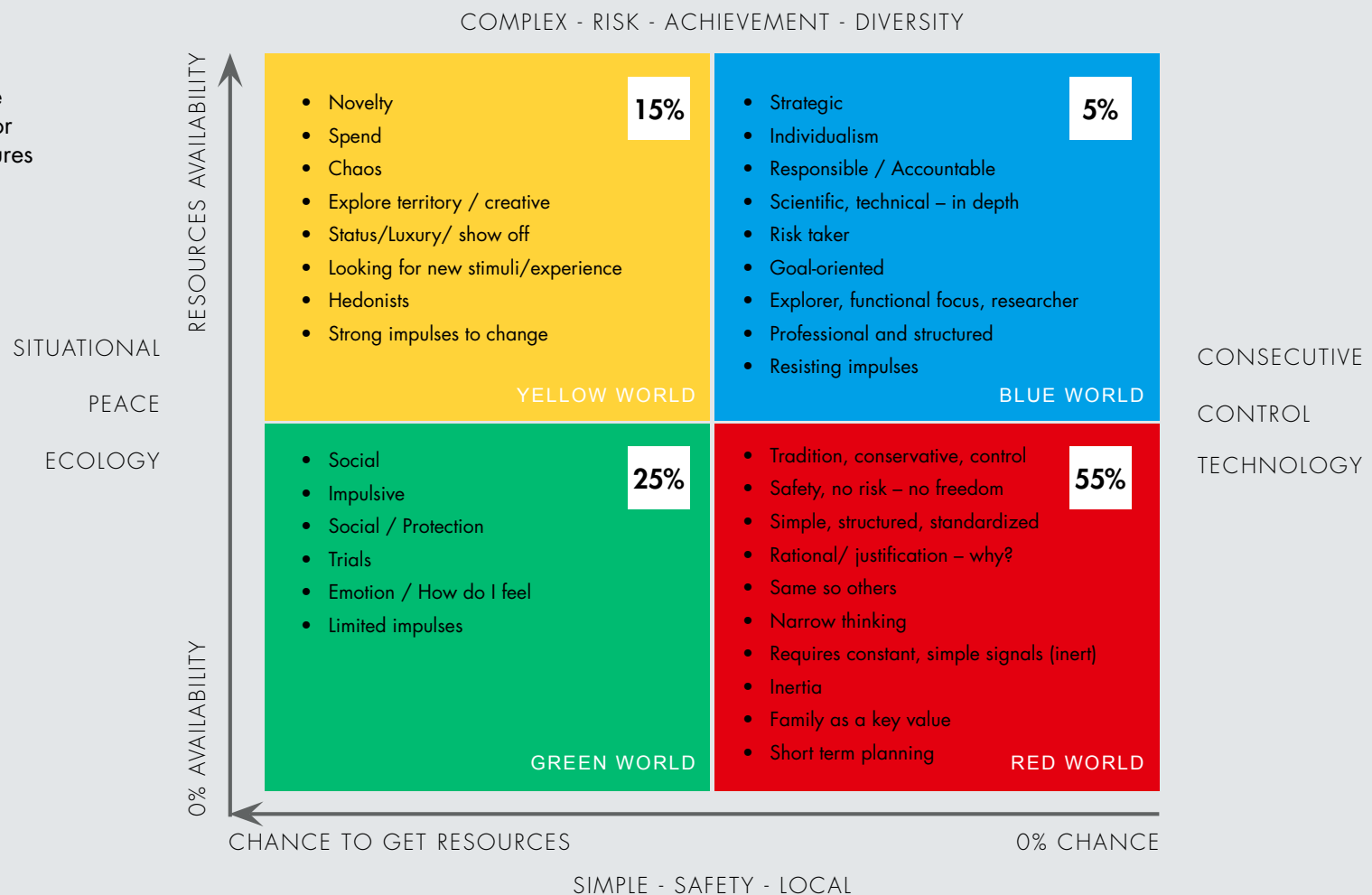
Use: ® If the trademark is registered

™ If the trademark was submitted for registration or when it is not registered in the country while belongs to Knauf Insulation portfolio and is registered in another region/country.

6 | 1 NEUROMARKETING

DEFINITION OF THE FOUR WORLDS - BASIC PROFILES

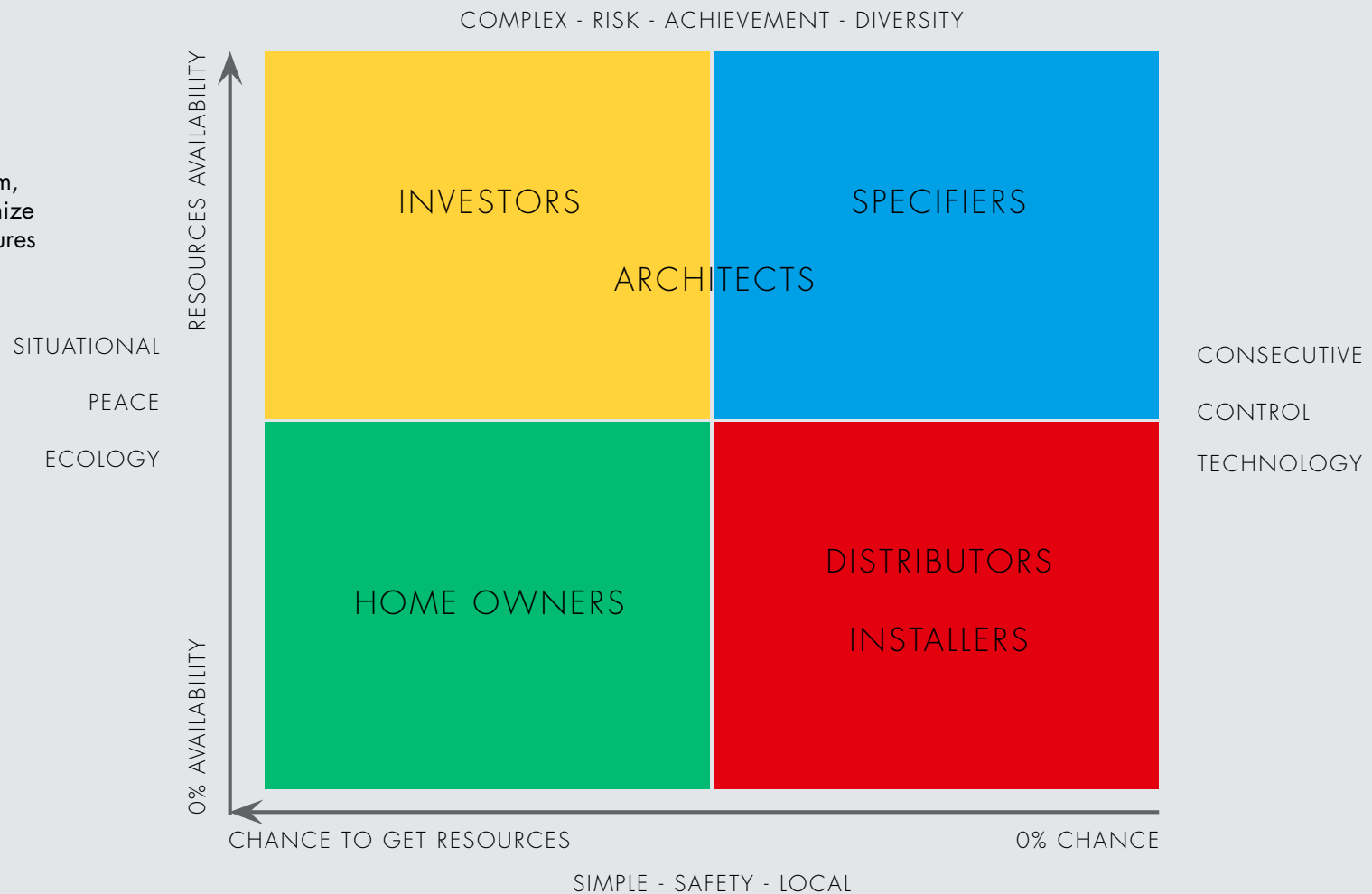
According to the resource distribution theory, there are four basic types of profiles or psychotypes. Their key features are described on the map.



6 | 1 NEUROMARKETING

DEFINITION OF THE FOUR WORLDS - TARGET AUDIENCE

Our key target audiences can be classified within four basic types of profiles as given on the map. When communicating towards them, it is recommended to customize the approach using the features described on pages 27-30.

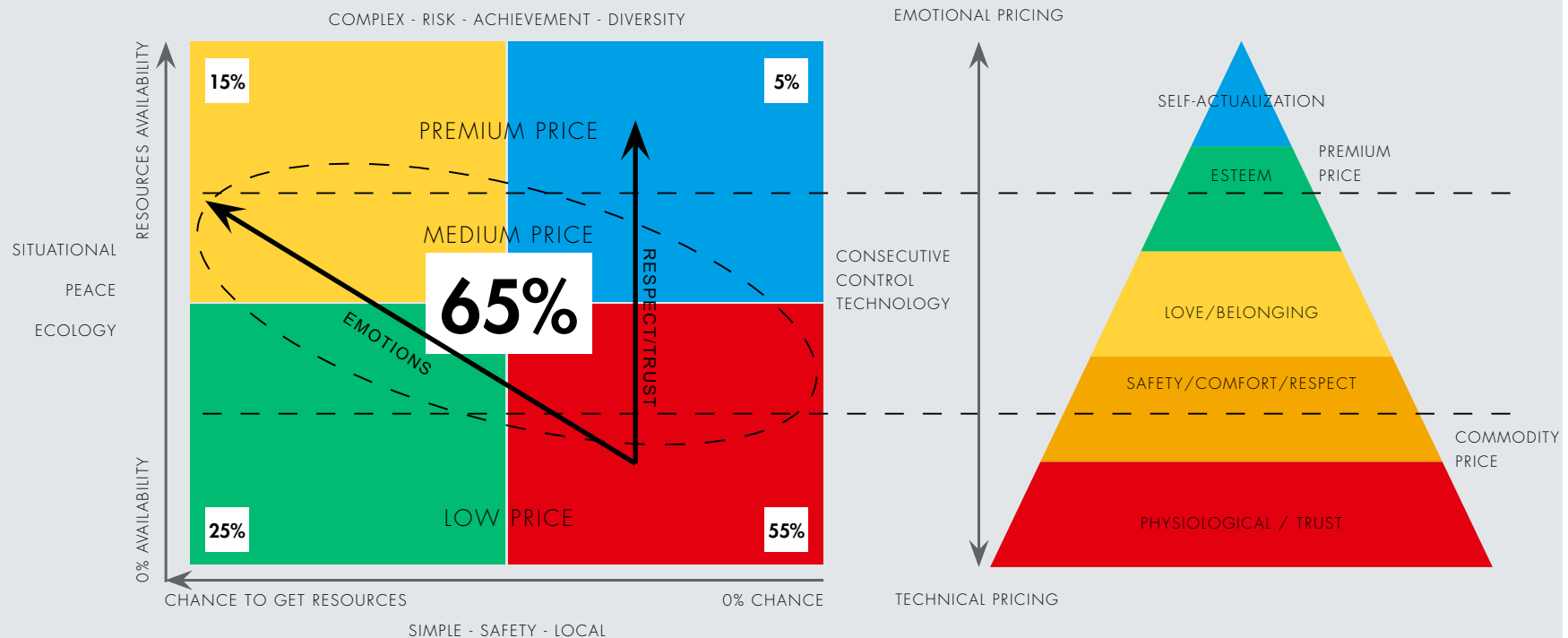


6 | 1 NEUROMARKETING

DEFINITION OF THE FOUR WORLDS - PRICE PERCEPTION

The way to get to premium pricing and leave commodity price zone is by building on emotions, trust and respect as shown on the map. It is also important to anchor a product/brand to a higher needs as described in the hierarchy of needs pyramid.

Focusing on the linking the offered solution to higher needs and customizing the communication as described on pages 27-30 will contribute to achieving premium price level.



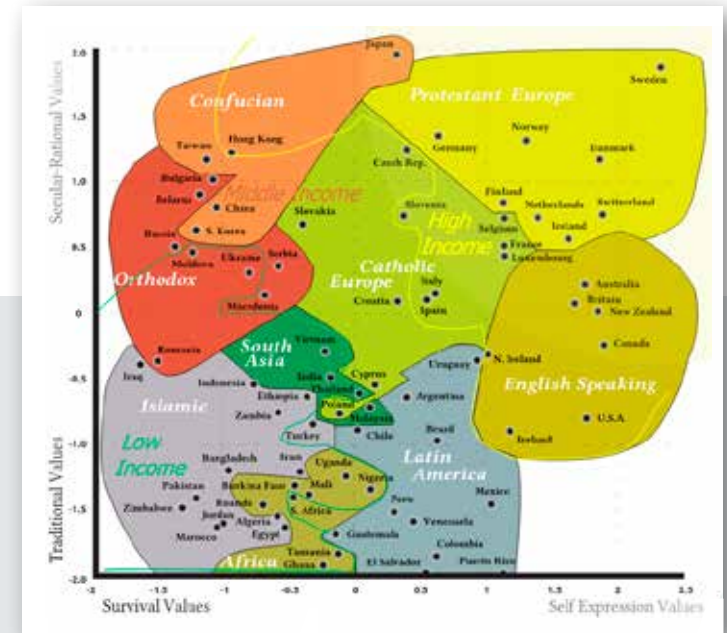
6 | 1 NEUROMARKETING

DEFINITION OF THE FOUR WORLDS - VALUES MAP

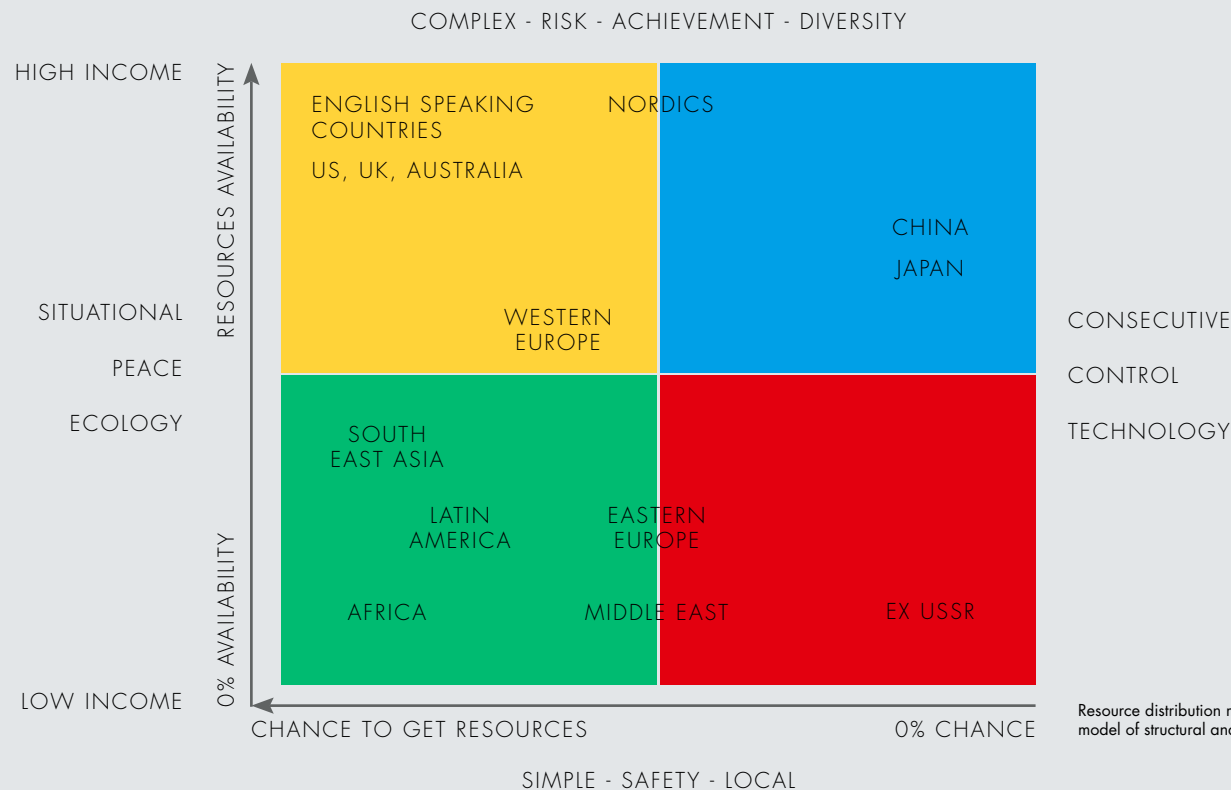
According to the resource distribution theory the behavior is influenced by the availability of resources and chances to get them. The regions/countries can be clustered by values and by income level as shown on the maps on this page. The global cultural map shows how scores of societies are located on the two dimensions: Traditional values versus Secular-rational values and Survival values versus Self-expression values. The resource distribution map clusters countries based on the income level criteria also considering the cultural level.

After application of the geographic criteria the target audience plays the key role and its specifics have to be considered – see pages 27-30 for guidance.

CULTURAL MAP OF THE WORLD



More details can be found here: <http://www.worldvaluessurvey.org/WVSCContents.jsp>



Resource distribution map based on PSYCHEA® model of structural and dynamic profiling.

6 | 2 COMMUNICATION TOWARDS **INSTALLERS & DEALERS**

VOICE

Easy, direct, short sentences,
avoiding complex technical
terms and long words; providing
basic guidance and procedures

KEYWORDS

Simple
Family
Me
Security

Why do I consume?

SHAPES & COLOURS

Squares
Dark heavy colours
Pictograms
Easy to understand,
explicit pictures

VISUAL MOODBOARD



Simplicity



Traditions



Respect



Retention



Security



6 | 3 COMMUNICATION TOWARDS **SPECIFIERS & ARCHITECTS****VOICE**

Professional, rationally grounded and supported by proofs, evidences and clear conclusions, well-structured and detailed, providing strategic insights

KEYWORDS

Professional
Technology
Complexity
Achievements

What does it do for me?

SHAPES & COLOURS

Rectangles
Tables
Infographics
Complex structures

VISUAL MOODBOARD

Individualism



Result-oriented



Triangle shapes



Achievements



Technology



Personality



Structure



Complexity



6 | 4 COMMUNICATION TOWARDS **INVESTORS & ARCHITECTS****VOICE**

Bright and enthusiastic,
provoking an emotional
engagement and
competitive mood

KEYWORDS

Unique
Social life
Novelty
Freedom
Ecology

How do I look when I consume?

SHAPES & COLOURS

Zigzag
Strong colour contrasts
Strong dynamics/splashes
Colourful and flashy pictures (status)

VISUAL MOODBOARD**Flashy****Novelty****Bright****Status****Hedonism****Freedom****Impressions****Unique****New**

6 | 5 COMMUNICATION TOWARDS **HOME OWNERS**

VOICE

Emotional, descriptive,
positive, relaxed and calm in
mood, structured and easy-to-
read; link to personal
emotions and experience

KEYWORDS

Comfort
My life
Family
Care
Ecology

How do I feel when I consume?

SHAPES & COLOURS

Lines
Circles
Light colours
Pictures with family in focus

VISUAL MOODBOARD



Nature



Family



Comfort



Peacefulness



FOR ORGANISING YOUR OWN PHOTO SHOOT OR SELECTING STOCK IMAGERY, ETC.

- depict **people**, whenever possible, and ideally when expressing emotion
- have the subject look **into the camera** (unless not appropriate for a specific campaign)
- preference for a **clear sky**, dark or overcast conditions to be avoided
- background and atmosphere: **blue sky** (morning) rather than clouded or dark (evening)
- show people **interacting**
- preference **dynamic** over static situations
- use clear **close-ups** for functional images
- use **wide-angle** shots to create space (images can always be cropped later)
- use **Knauf values** as inspiration for campaigns and communications material:
 - Entrepreneurship
 - Commitment
 - Partnership
 - Menschlichkeit
- when creating **visuals for the website** refer to the more detailed information in section 7 | 2 of this document
- when arranging a **photo or video shooting showcasing our products and installation process** please refer to Photography guidelines that can be found on Intranet
- when arranging the **photo or video shooting at the plant / manufacturing environment** always check with Technical Management team and/or Plant Manager for approval of the final visuals and video materials

LOOK & FEEL

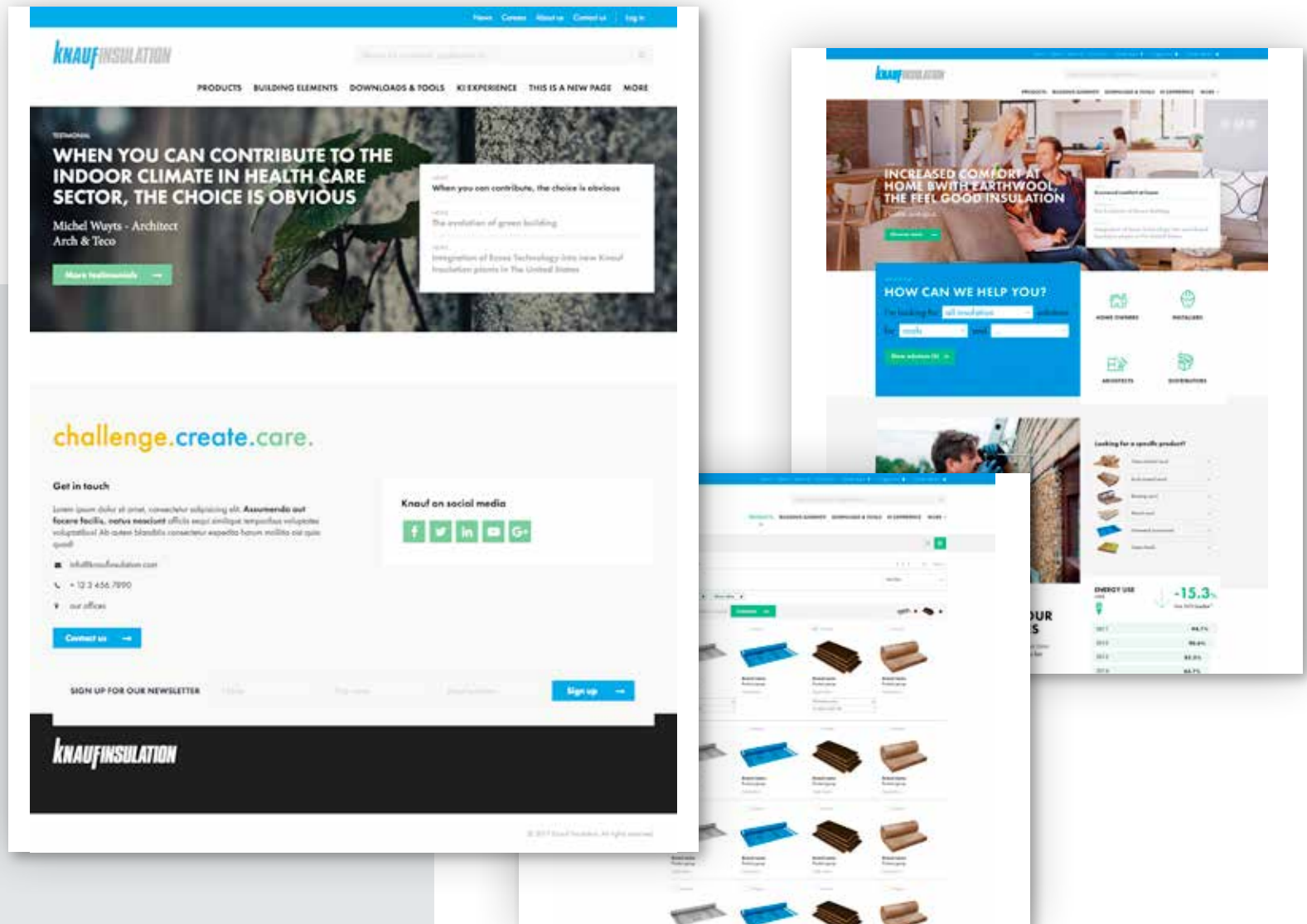
In order to support the launch of the new identity and communication materials, we have a range of images available in the Knauf Insulation image library (see section 'New identity' on Knauf Insulation media database).

Various categories ranging from product packshots and corporate images to reference project images and even visuals supporting the new **challenge. create. care.** vision.



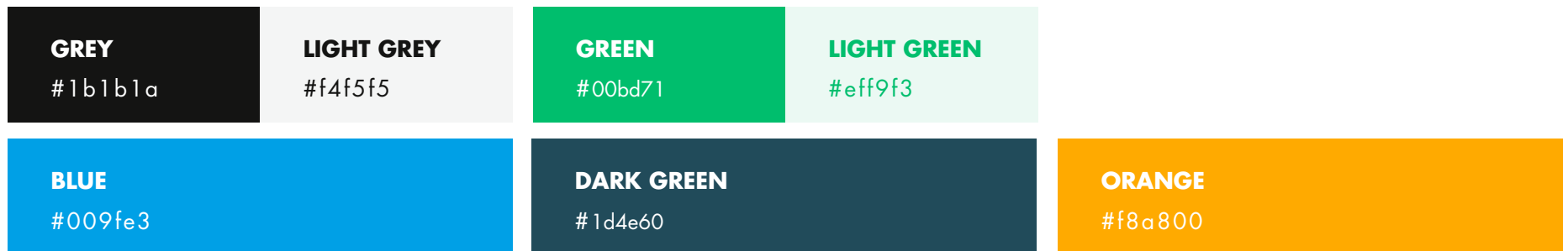
7 | 1 WEBSITE

All websites have a new face according to the new identity.



7 | 2 DIGITAL GUIDELINES

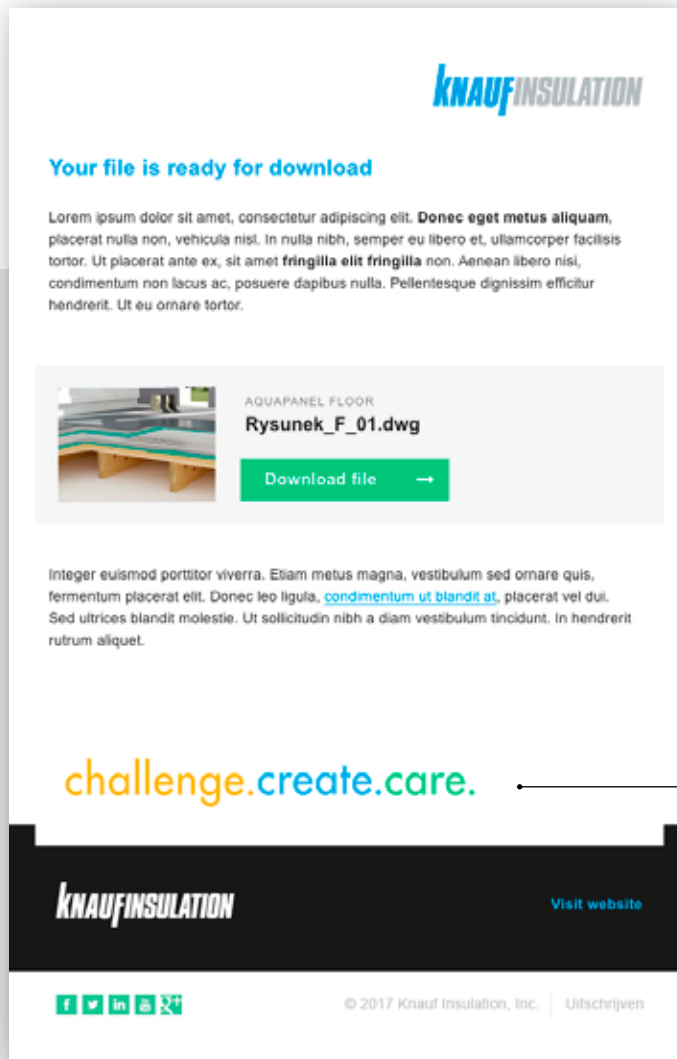
COLOUR PALETTE



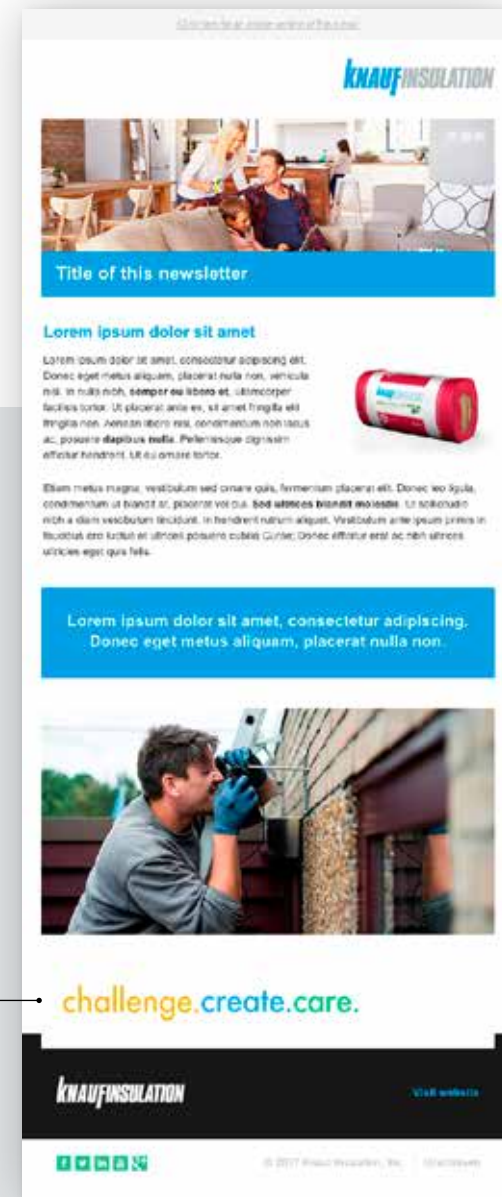
IMAGES AND SIZES

Location	Image	Height	Width	Remarks
Homepage	Banner	n/a	575px	Background-image (covers complete block - 100%)
Homepage	Reference teaser	230px	150px	This image is automatically cropped
Homepage	Column 66%	970px	n/a	Max-width, height is variable
Content page	Column 33%	485px	n/a	Max-width, height is variable
Product	Product image	600px	n/a	Max-width, height is variable
Product	Building element teaser	200px	200px	This image is automatically cropped
Product	Expertise teaser	230px	150px	This image is automatically cropped
Application	Application teaser	300px	210px	This image is automatically cropped
Building element	Building element image	600px	n/a	Max-width is 600px, height is variable
News	News banner	1600px	400px	Same for events, references and blog Background-image (covers complete block - 100%)
News overview	Highlighted news item	485px	340px	Same for events, references and blog
News overview	News teaser	230px	150px	This image is automatically cropped
Support center	Image 33%	485px	340px	Same as column 33%

7 | 3 DIGITAL MAILING & NEWSLETTER



The 3C logo can be exceptionally used written instead of the bloc as well. As a fallback in cases were it is written more appropriate and useful. This is the case on digital elements such as the website, e-mailing and newsletter.



7 | 4 ONLINE BANNERS

Online banners can be created based on the look and feel of the new identity.

Try to leave enough space for both KI logo and 3C logo.

Use clear images and make sure your call to actions is clearly legible.

Avoid telling too many messages in one banner.



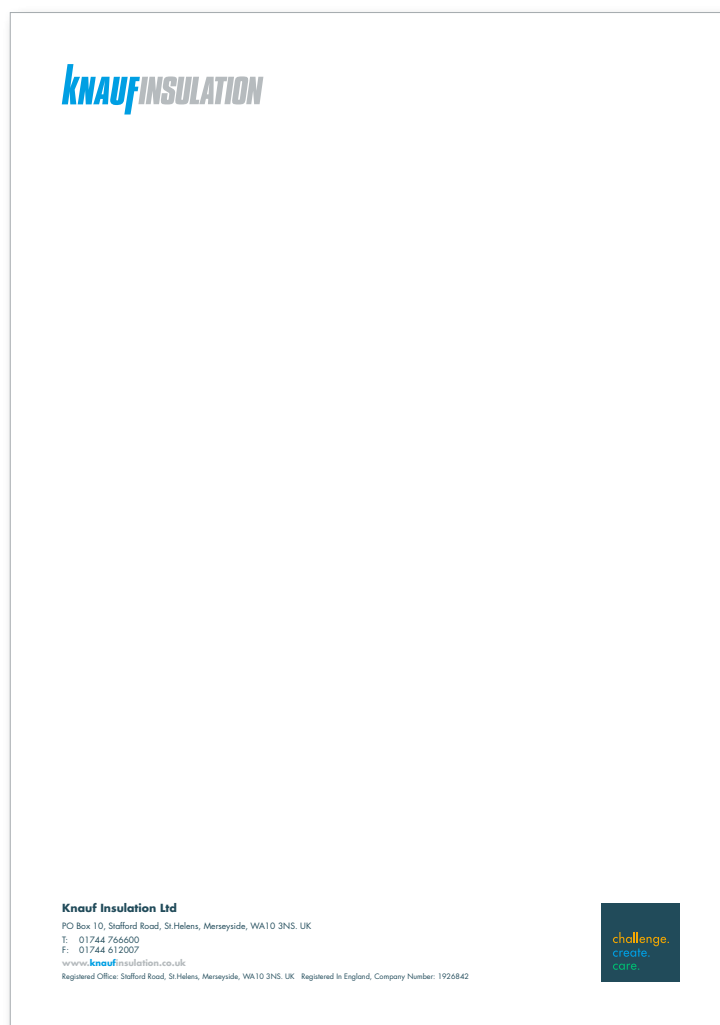
7 | 5 CORPORATE EXAMPLES

LETTERHEAD

Company name:
Futura Bold, 9 pt.

Address + Phone:
Futura Book, 7 pt.

NOTE:
When using the MS Word
template for the letterhead
please use Arial.



BUSINESS CARD

Name:
Futura Bold, 11 pt.

Function:
Futura Light, 8 pt.

Company name + Mob:
Futura Bold, 6 pt.

Address + Phone:
Futura Book, 6 pt.



KNAUFINSULATION

John Smith
Marketing Manager

Knauf Insulation
Address address address
Address address address

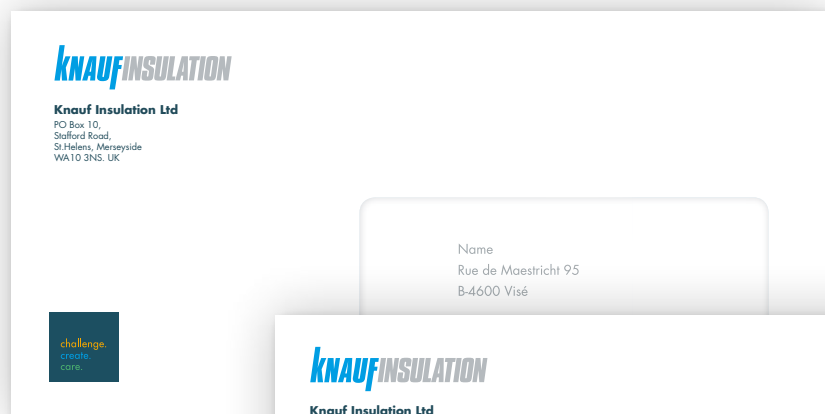
T: +44 (0)1234 456789

www.knaufinsulation.com
john.smith@knaufinsulation.com

Suggested paper type:
Fedrigoni, Arcoprint 1 EW
(cool white, FSC certified)
Recommended min. weight – 300 gr

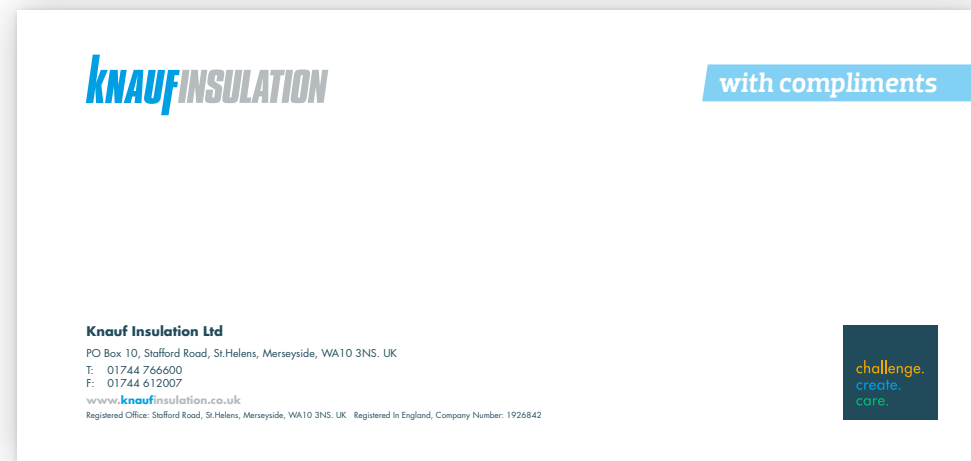
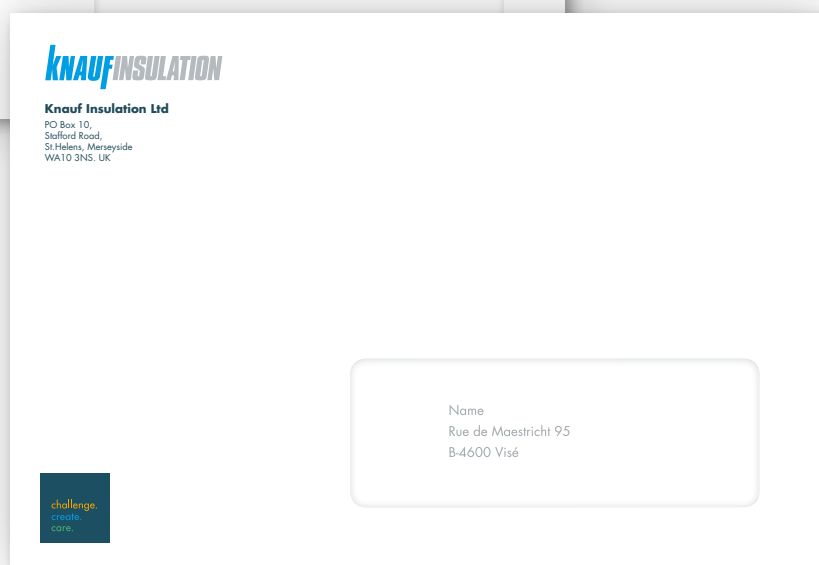
7 | 5 CORPORATE EXAMPLES

ENVELOPE



Company name:
Futura Bold, 9 pt.

Address:
Futura Book, 7 pt.



Company name:
Futura Bold, 8 pt.

Address:
Futura Book, 6,5 pt.

COMPLIMENT SLIP

7 | 5 CORPORATE EXAMPLES

Bart De Bakker
Marketing Manager

Knauf Insulation
Rue de Maestricht 95, B-4600 Visé
Tel: +32 (0)4 1234567
Mobile: +32 (0)4 1234568
www.knaufinsulation.be



EMAIL SIGNATURE

Name:
Arial Bold, 11pt. KI Dark Green

Function:
Arial, 8pt. KI Dark Green

Company name
Address + Phone:
Arial, 8pt. KI Grey

Bart De Bakker
Marketing Manager

Knauf Insulation
Rue de Maestricht 95, B-4600 Visé
Tel: +32 (0)4 1234567
Mobile: +32 (0)4 1234568
www.knaufinsulation.be

EMAIL SIGNATURE
WITH PROMO BANNER**Bart De Bakker**
Marketing Manager

Knauf Insulation
Tel: +32 (0)4 1234567 | Mobile: +32 (0)470 123 456

SHORT EMAIL
SIGNATURE


For replies and forwards

7 | 6 MARKETING MATERIALS

KNAUF INSULATION www.knaufinsulation.co.uk

OMNIFIT SLAB

May 2017



APPLICATIONS

DESCRIPTION

OmniFit Slab is a multi-purpose, flexible, non-combustible, glass mineral wool slab, engineered for additional robustness, and specifically designed for installation by friction fitting.

BENEFITS

- ✓ High level of thermal performance
- ✓ Friction fits between studs, joists and rafters
- ✓ Provides excellent thermal and acoustic performance

PERFORMANCE

Thermal
Thermal conductivity: 0.035 W/mK

Fire
Classification: Euroclass A1 to BS EN 13501-1.



Vapour resistivity
Water vapour resistivity: 5.00 MNs/g.m.

SPECIFICATIONS

Thickness (mm)	Thermal conductivity (W/mK)	Thermal resistance (m ² W/W)	Length (mm)	Width (mm)	Rails per pack	Area per pack (m ²)
50	0.035	4.25	1200	600	4	2.88
75	0.035	4.00	1200	600	4	2.88
100	0.035	2.85	1200	600	6	4.52
125	0.035	2.55	1200	600	6	4.52
150	0.035	2.10	1200	600	8	5.76
175	0.035	2.00	1200	600	8	5.76
200	0.035	1.40	1200	600	12	8.64
225	0.035	4.00	1200	400	4	1.92
250	0.035	2.85	1200	400	6	2.88
275	0.035	1.40	1200	400	12	5.76

All dimensions are nominal

CERTIFICATION

Green Guide Rating **A+**  

KNAUF INSULATION www.knaufinsulation.co.uk

OMNIFIT SLAB

May 2017

ADDITIONAL INFORMATION

Durability

OmniFit Slab is odourless, rot proof, non-hygroscopic, does not sustain vermin and will not encourage the growth of fungi, mould or bacteria.

Application

OmniFit Slab is typically used for the thermal and acoustic insulation of a wide variety of constructions such as timber and metal stud partitions, timber frame walls, between rafters and timber floors.

Standards

OmniFit Slab is manufactured in accordance with BS EN 13162, ISO 50001 Energy Management Systems, OHSAS 18001 Occupational Health and Safety Management Systems, ISO 14001 Environmental Management Systems, and ISO 9001 Quality Management Systems, as certified by Bureau Veritas.

Environmental

OmniFit Slab represents no known threat to the environment and has zero Ozone Depletion Potential and zero Global Warming Potential. OmniFit Slab is certified under the BRE Environment Profile Certification Scheme and achieves an BRE Ecopoints score of 0.0195 Ecopoints and is confirmed by the BRE as achieving an A+ Green Guide Rating the relevant certificate is ENP-506g. This can be downloaded from <http://knaufinsulation.co.uk/downloads/epd-downloads>. A Verified Environmental Product Declaration (EPD) is available for Earthwool OmniFit Slab. The relevant document is BRE-EN EPD No: 00061 and can be downloaded from <http://knaufinsulation.co.uk/downloads/epd-downloads>.

Handling and storage


OmniFit Slab is easy to handle and install, being lightweight and easily cut to size, where necessary. Earthwool OmniFit Slab is supplied in polythene packs which are designed for short term protection only. For longer term protection on site, the product should either be stored indoors, or under cover and off the ground. Earthwool OmniFit Slab should not be left permanently exposed to the elements.

with ECOSE

Knauf Insulation mineral wool products made with ECOSE® Technology benefit from a no added formaldehyde binder, which is up to 70% less energy intensive than traditional binders and is made from rapidly renewable bio-based materials instead of petroleum-based chemicals. The technology has been developed for Knauf Insulation's glass and rock mineral wool products, enhancing their environmental credentials without affecting the thermal, acoustic or fire performance. Insulation products made with ECOSE Technology contain no dye or artificial colours.

Knauf Insulation Ltd
O Box 10, Stafford Road, St Helens, Merseyside, WA10 3NS, UK
Customer Service: 0844 800 0135 Technical Support Team: 01744 756 666 Literature: 08700 668 660

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KNE2446047 - V0517 

KNAUF INSULATION www.knaufinsulation.com

BENCHMARK SOLUTIONS - CASE STUDY

May 2017

WHAT WAS THE CHALLENGE?

TP 115 - We wanted to understand how our solution compared to the competition in this partition application (Mainly in Germany).

WHAT DID WE DO TO ANALYZE THE FACTS?

We carried out a comprehensive benchmarking exercise, looking in detail at the key product performance parameters of:

- Rigidity / Stiffness
- Durability
- Ease of handling
- Recovery out of the packaging
- Thermal values

WHAT WAS THE RESULT?

We found that, whilst they were suitable vs. the market use, some of our products could be improved by adjusting the product and packaging specification.

TP115 will have better recovery from the pack, better stiffness and better installation behaviour than any other competing solution in this segment of the market.

That's great:

WHAT SHOULD I MAKE SURE I COMMUNICATE TO MY CUSTOMERS?

TP115 is specially designed in both product and packaging terms to be an excellent low cost option in partition insulation.

For more information please contact:

Am el ipicium inusum quia voluptas itaque itchilq uasent, viduati dolupti atque, occum et vent plabore plius, cum et lands no nus si consetis sequio quito pligins malosse qui nimitici uttita.



DATA SHEET

CASE STUDY



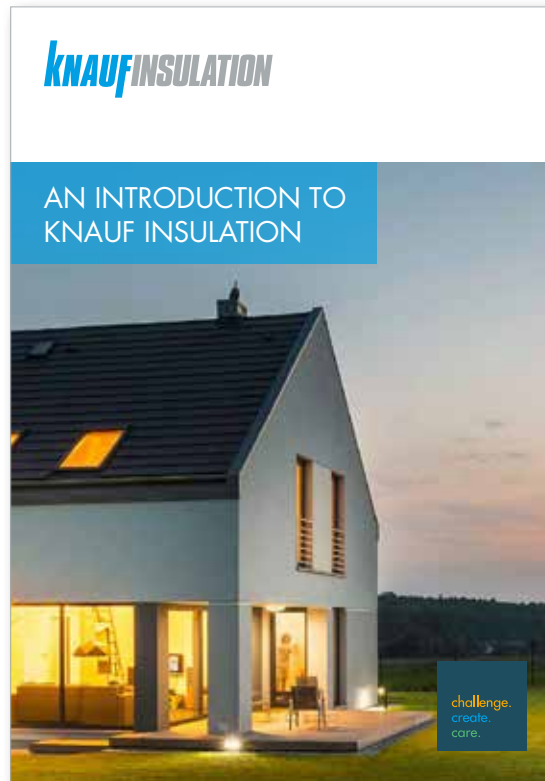
KNAUF INSULATION www.knaufinsulation.be

A STEP CHANGE IN SUSTAINABILITY

#EcoSeNothingBeatsTheOriginal

More than 90% of professional installers* state that glass mineral wool with ECOSE® Technology has a softer feel and is less itchy compared to our conventional mineral wool. **More than 80% of the installers*** state that they prefer the neutral smell of the new mineral wool over the smell of our traditional glass wool. And the majority indicated an ease in cutting it. Thanks to the bio-based nature of our **revolutionary binder** glass mineral wool with ECOSE® Technology is softer on the hands and friendlier on the environment.

challenge. create. care.




KNAUF INSULATION

AN INTRODUCTION TO KNAUF INSULATION

challenge. create. care.

BROCHURE



KNAUF INSULATION **TECHNICAL SUPPORT TEAM**

Calculating U-values and Building Information Modelling (BIM)

You may have already come across U-value calculations when looking at building projects, but have you ever wondered what exactly they are and why they are so important?

Building Information Modelling (BIM)

BIM is a digital representation of the physical and functional characteristics of a building. It is a process that involves creating a 3D model of a building, which can be used to simulate the building's performance and to make decisions about its design and construction.

BBA CERTIFICATE

BBA is a leading UK certification body for building products. It provides a range of certification services, including product certification, system certification, and project certification. BBA certification is a mark of quality and reliability, and it is recognized by the UK government and other leading industry bodies.



KNAUF INSULATION

Fabulous fire protection for schools

...and hospitals, factories, warehouses

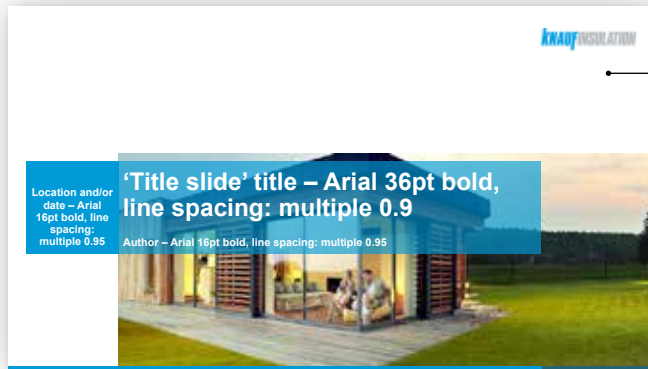
COMMITTED TO SUSTAINABLE MANUFACTURE.

Knauf Insulation is a leader in the world of sustainable manufacturing. We are committed to reducing our carbon footprint and to using renewable energy sources. Our products are made from recycled materials and are fully recyclable at the end of their life.

challenge. create. care.

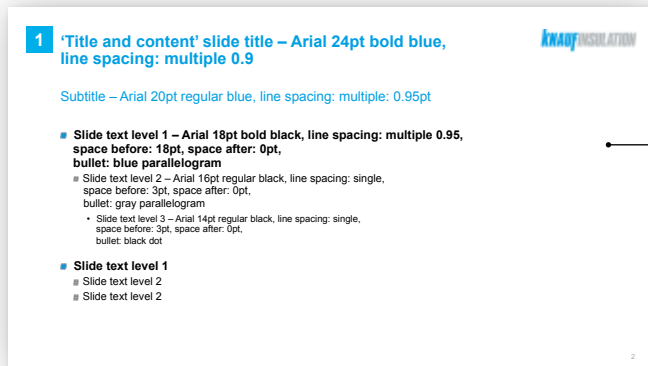
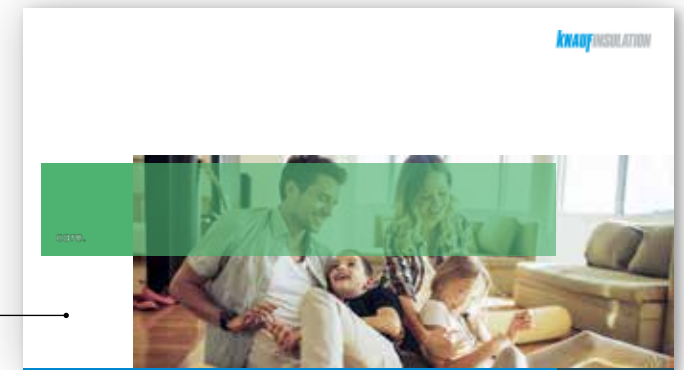
ADVERTISING

7 | 7 POWERPOINT TEMPLATE



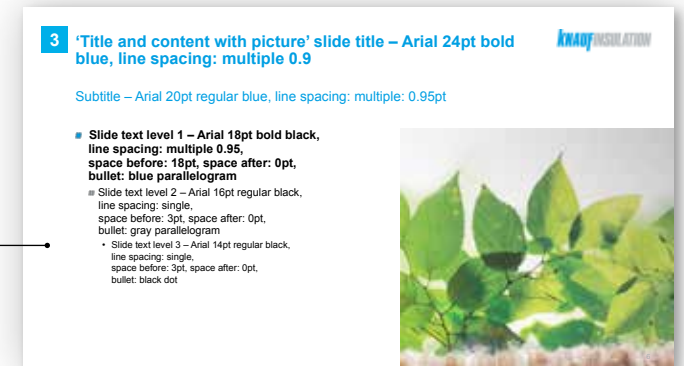
COVER SLIDE

3C colours may be used as primary colour of the presentation depending on the subject matter.



SLIDE EXAMPLES

Frames & KI photo database may be used to highlight certain elements/tables/text, to make the presentation more appealing.



7 | 8 SIGNAGE



SIGNAGE

KI blue should be used as the main colour for the signage. The master KI logo must stand out and the 3C logo may be used as a supporting logo.

WORK WEAR

Company work wear creates a powerful collective identity and sense of teamwork, while also promoting a professional image with visitors to our factories. Work wear can be navy blue or white and should have the Knauf insulation master logo and the 3C logo (if possible). Logos may be embroidered or printed.



7 | 10 ROLL UPS

ROLL UPS

Use the height of the 'K' of the Knauf Insulation logo to determine the placement of the logos.

The size of the logo depends on the proportions and size of the asset.



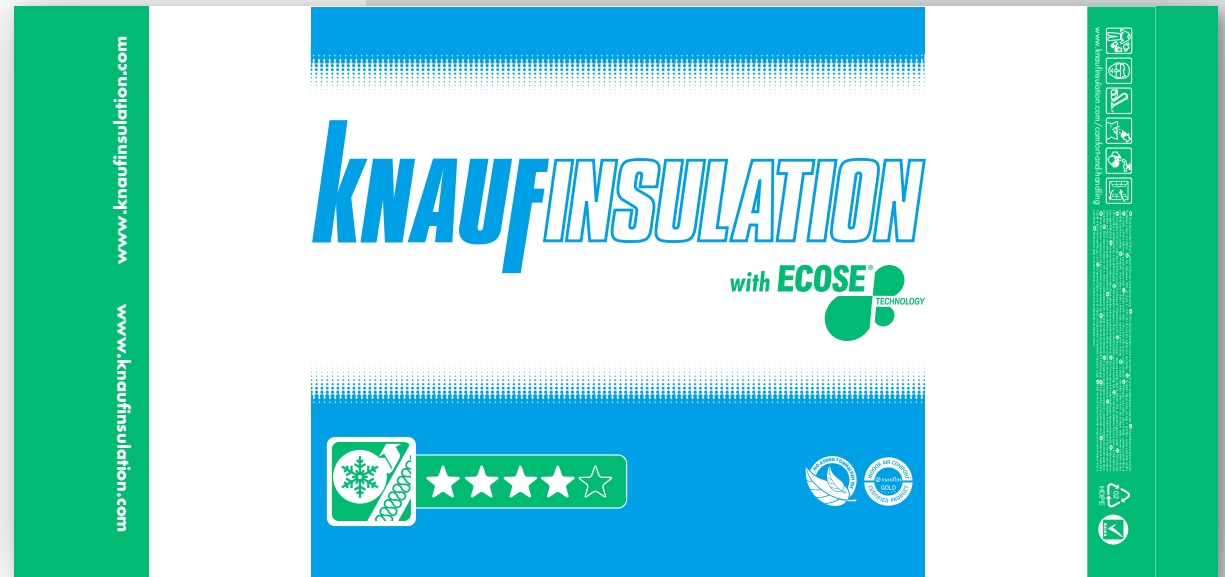
7 | 11 GADGETS

GADGETS

Several possibilities, others include, but are not limited to: pens, notepads, lanyards, T-shirts, caps, cups, helmets, torches, USB sticks, umbrellas, cutter knives, thermos bottles, scarves, work gloves, hand warmers, folding metre rule...

Full colour artwork is preferred, but when not possible, preference should be given to logos that offer the highest contrast.





PACKAGING

The new packaging gives our products a more modern, distinctive and premium look. It provides excellent brand visibility which should help to increase our in-store presence.

The designs based on Knauf Insulation identity colours (blue and white) make us stand out from our competition.

7 | 13 TRANSPORT - TRUCK



7 | 14 FLAGS / BEACHFLAG EXAMPLES



7 | 15 OUTDOOR COMMUNICATIONS

Several examples of how outdoor display boards may look.

One of the 3C logo colours may be used as primary colour if appropriate (except for the logo).

You can find an example of how a board at a construction site may look at the bottom right corner.

Image can be used to portray the building usage (office building/house etc.).



7 | 16 | 1 3C LOGO, KI & HERAKLITH

GUIDELINES

Please refer to the separate
brandbook for the extended
Heraklith guidelines.

BROCHURE

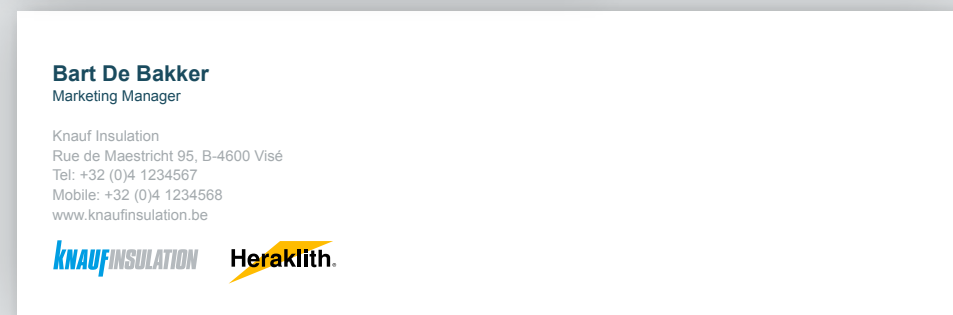
FRONT



BACK



A reference
to Knauf Insulation

EMAIL
SIGNATURE

7 | 16 | 2 3C LOGO, KI & URBANSCAPE

GUIDELINES

Please refer to the separate
brandbook for the extended
Urbanscape guidelines.

BROCHURE

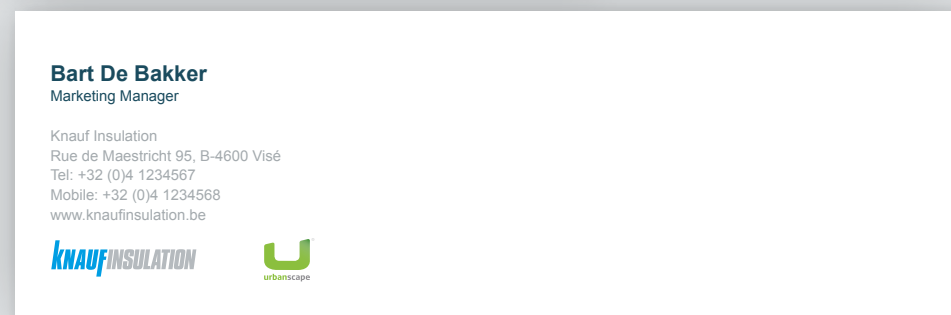


A reference
to Knauf Insulation

FRONT



BACK

EMAIL
SIGNATURE

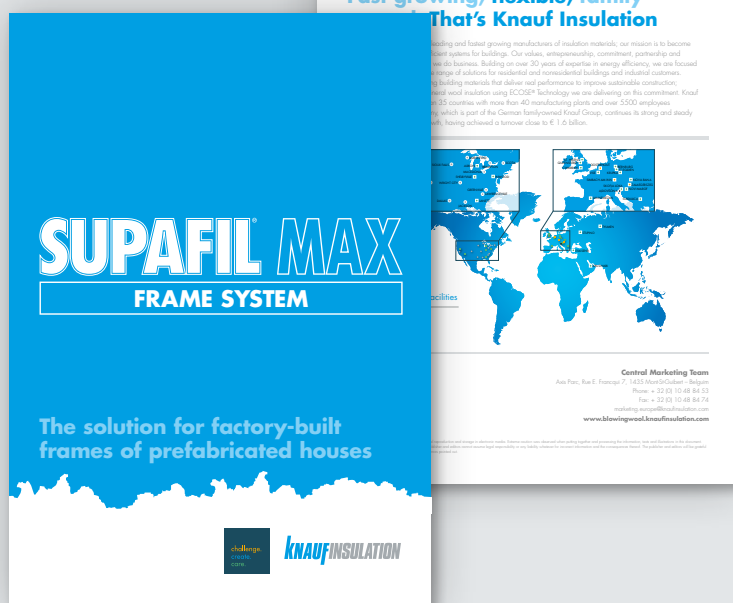
7 | 17 CO-BRANDING

GUIDELINES

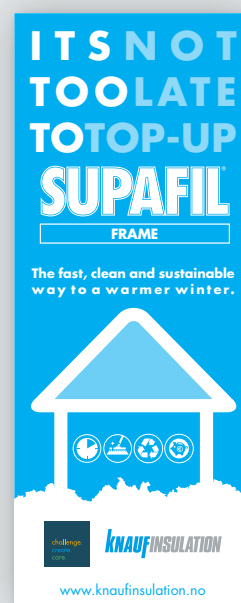
When creating communication materials which promote other Knauf Insulation brands, it is mandatory to use any available guidelines for that brand first. On all formal documents e.g. brochures, there needs to be a reference to Knauf Insulation.

Shown here are examples of how to implement the co-branding and add the 3C logo with the SUPAFIL and OmniFit brands.

BROCHURE



ADVERTISING



LEAFLET



8 | 1 ICONS - EXAMPLES

ICONS

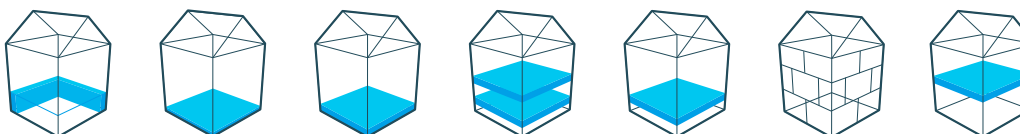
See opposite for a few example icons.

For guidance on creating icons, contact the Central Marketing Team.

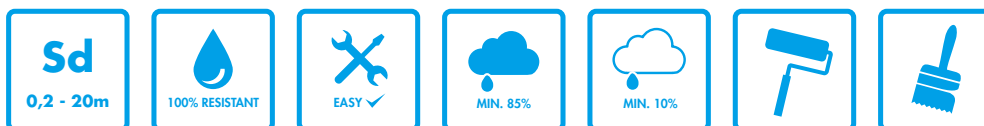
PERFORMANCE ICONS



SOLUTION ICONS



APPLICATION ICONS EXAMPLES



EURIMA PICTOGRAMS



www.knaufinsulation.com/comfort-and-handling

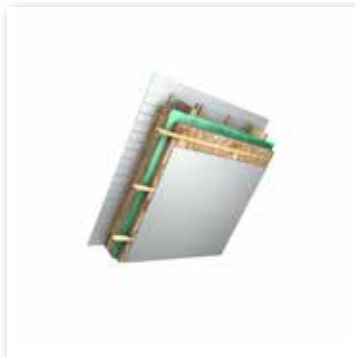
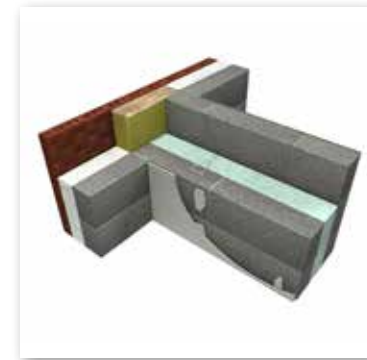
Pictograms be accompanied by the link to the website with the detailed descriptions www.knaufinsulation.com/comfort-and-handling and mandatory sentence: "The mechanical effect of fibres in contact with skin may cause temporary itching". The sentence must be provided in all languages relevant to the markets where the product is sold.

WEB ICONS



8 | 2 ILLUSTRATION - EXAMPLES

SOLUTION ILLUSTRATIONS



ILLUSTRATIONS

See opposite for a few example illustration styles.

For guidance on creating illustrations, contact the Central Marketing Team.

8 | 3 TABLE USAGE

This is a suggestion for table layout and font styles; font sizes may be decreased if the table contains many input fields.

Table title: Futura standard light all caps, 16pt, tracking 150

Table subtitle is optional. Dobra Slab Medium, 13pt. Text colour may be changed to one of the other primary KI colours if more suitable to the layout

Title field: Futura standard medium. Units: Futura Standard Light

Title field separator: 0.5pt in this example or a multiple thereof in relation to the text size (text size here is 11pt)

Input field separator: 0.25pt in this example or a multiple thereof in relation to the text size (text size here is 11pt)

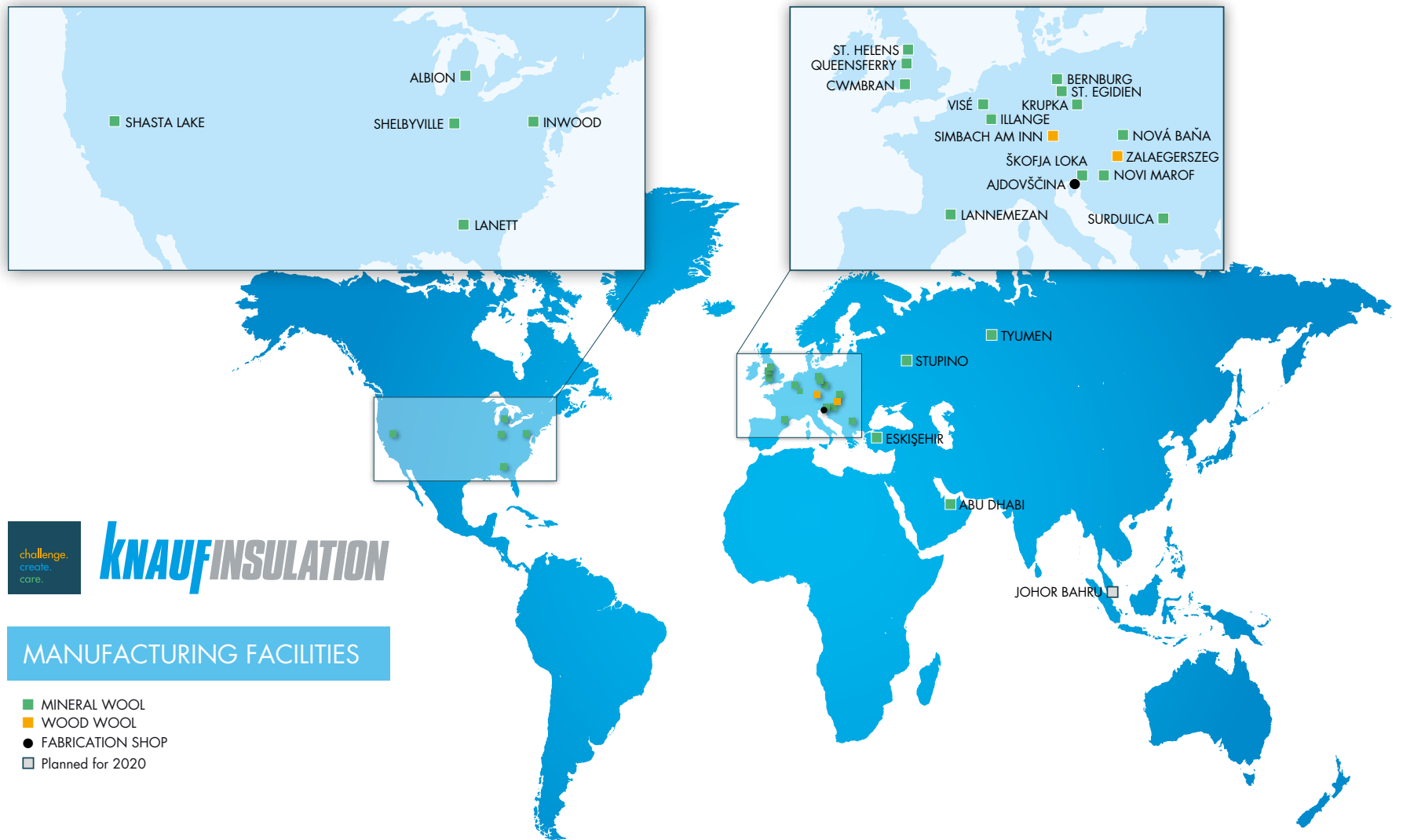
Title field: Futura standard medium 11pt

Small white gaps between the columns

Input field: Dobra slab light 11pt

Thickness (mm)	R Value (m ³ K/W)	Length (mm)	Width (mm)	Pieces per pack
20	430	430	430	430
40	430	430	430	430
60	430	430	430	430
80	430	430	430	430
100	430	430	430	430
120	430	430	430	430
140	430	430	430	430

8 | 4 WORLD MAP



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KICM1173GID-V1220

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