



PROCURAL
aluminium systems

CORPORATE IDENTITY & DESIGN MANUAL

Version 1.1 as of January 2024

Dr Matthias Koch & Pia Horstmann
Sendenhorst | January 2024

VERSION HISTORY

Date	Version	Comments/ modifications
10/2023	v1	<ul style="list-style-type: none">▪ Initial version
01/2024	V1.1	<ul style="list-style-type: none">▪ Update to 2024▪ Pantone Formula Guide Series

Date	Version	Comments/ modifications
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AGENDA

1. Branding architecture Laumann Group ▶
2. Branding process ▶
3. Our brand in detail ▶
 - 3.1. PROCURAL ▶
4. Logo Library ▶
5. Brand use in communication
 1. Presentations ▶
 2. Business Cards ▶
 3. Business Correspondence ▶
 4. E-Mails ▶
 5. Social Media Guideline ▶

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BRANDING ARCHITECTURE LAUMANN GROUP



BRANDING ARCHITECTURE

Laumann Group

Laumann SE

VEKA Group

VEKA
AKTIENGESELLSCHAFT

PVC PROFILES



RECYCLING



SHEETS



OUTDOOR LIVING PRODUCTS



SURFACES

SPECTRAL GEALAN-acrycolor®

DIGITAL

DBS | DIGITAL BUILDING SOLUTIONS

AUTOMATION

TEMINO
smart up your home

Aluminium systems



PROCURAL Holding GmbH
PROCURAL Sp. Z o.o.
PROCURAL GmbH

PVC facade systems

vinylit

Vinylit Fassaden GmbH

Foil technology

celotec

celotec GmbH & Co. KG

SAP consulting

UNIORG

UNIORG Solutions
Gesellschaft mit
beschränkter Haftung



2

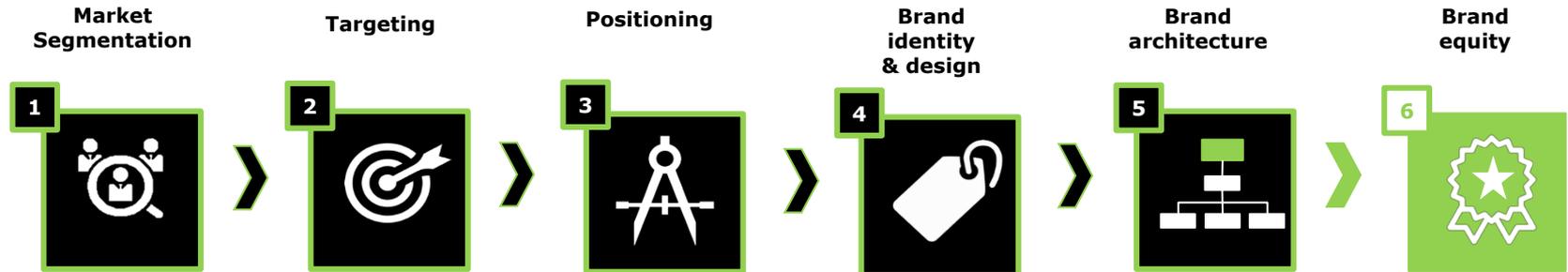
BRANDING PROCESS



BRANDING PROCESS

The branding framework below seeks to ensure that brand management considers all relevant aspects from (1) segmentation to (2) brand equity measurement. Please use this framework for guidance when designing, repositioning and managing your brand portfolio.

The implementation of new corporate, product or service brands and the modification of existing brands must be approved by Dr. Matthias Koch.



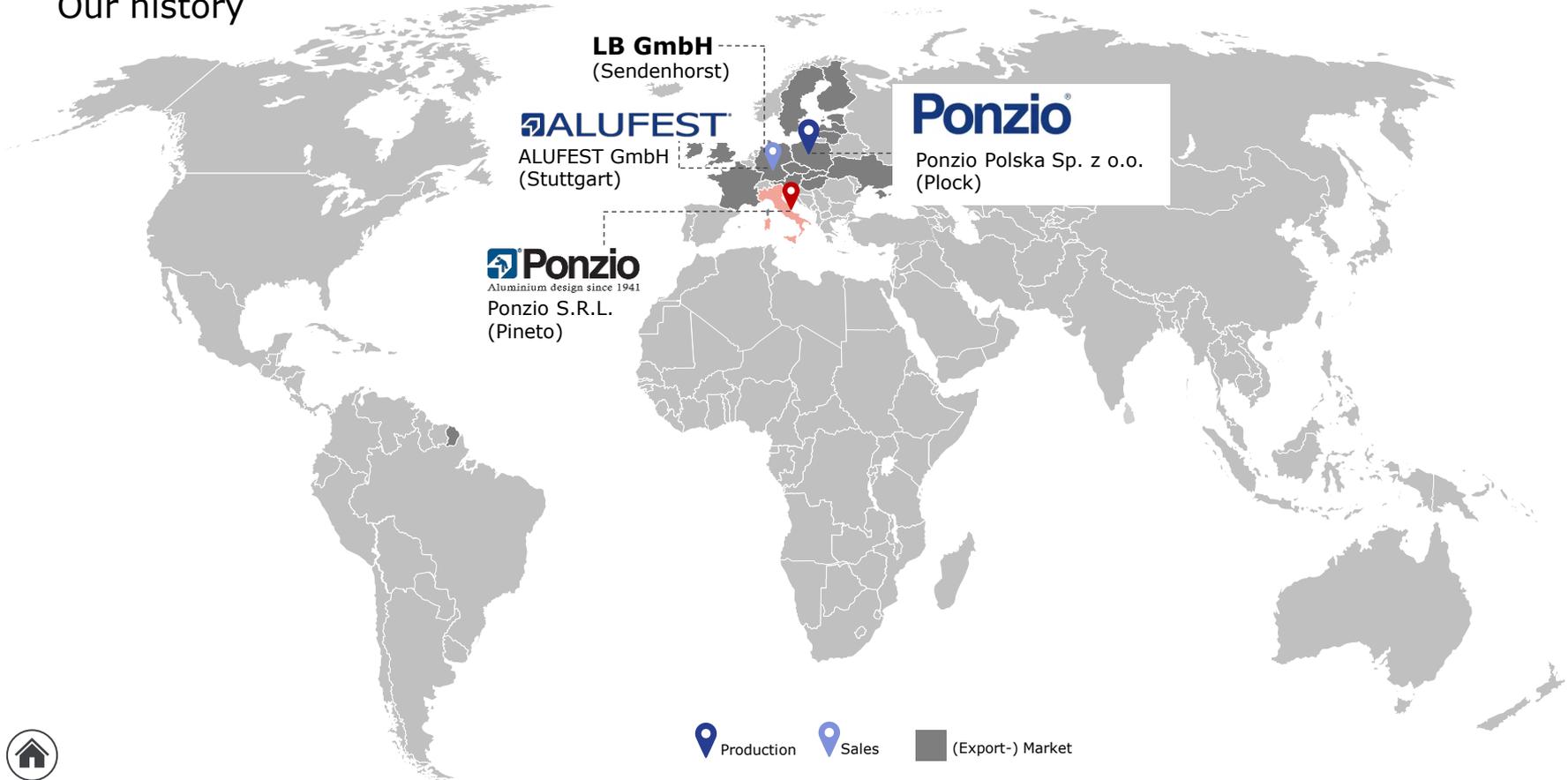
3

OUR BRAND IN DETAIL



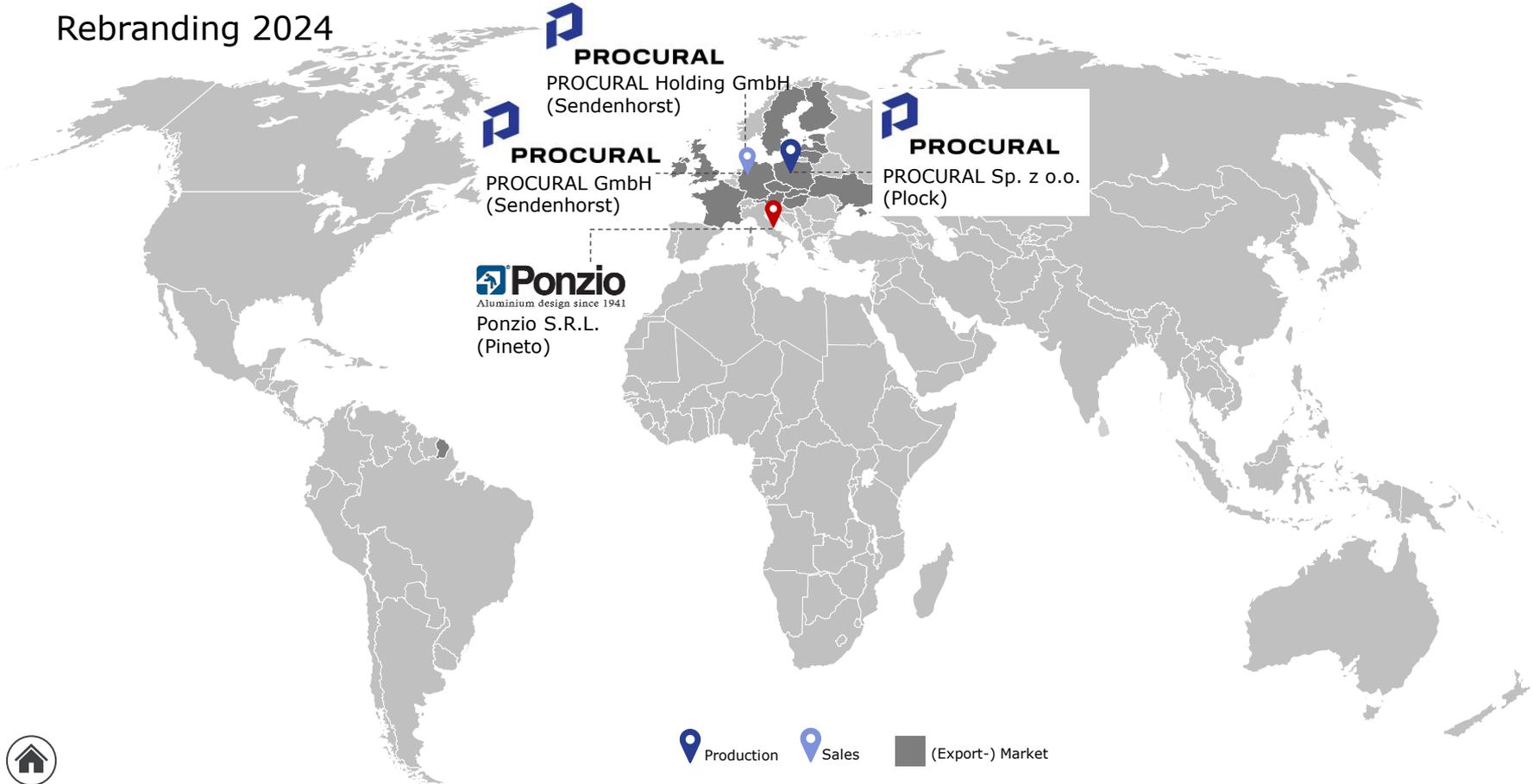
OUR BRAND IN DETAIL

Our history



OUR BRAND IN DETAIL

Rebranding 2024



3.1

PROCURAL



IDENTITY OF PROCURAL

Uniform brand identity

PROCURAL brand

By rebranding Ponzio Polska we aim to build a strong brand for aluminium solutions in Europe (and beyond...). The logo shall represent the following characteristics:

1. Solution orientation (vs. product orientation)
→ Development and expertise on facade solutions (in contrast to mere product business)
2. Architects compatibility
→ strong focus on lean design/ esthetics (no extravaganza)
3. Premium
→ Communication of premium solutions (in contrast to price)
4. "German touch"
→ Positioning towards tradition German/West-European Aluminium Brands (e.g. Schüco, heroyal, Reynaers)



PROCURAL
aluminium systems

Normalidad
Wide Bold

Normalidad
Text Light

Black CMYK: 0c 0m 0y 100k
RGB: R0 B0 G0
Hex/HTML: #000000

Blue CMYK: 97c 80m 2y 0k
RGB: R39 B57 G147
Hex/HTML: #273993

If CMYK is not applicable
(in special cases as
specific color):

RAL: 5005
Pantone: P 102-8 C
Pantone Formula Guide Series: 287



IDENTITY OF PROCURAL

Uniform brand identity

Suffix/ Claim

The PROCURAL logo can be used with or without the suffix/ claim "aluminium systems".

Any modification of the suffix is prohibited.

The logo related guidelines are binding for both logo versions (see following pages).

This is ok.



PROCURAL
aluminium systems

This is ok.



PROCURAL

GUIDELINES

Logo colour

Logo colour

The brand consists of a black lettering with a blue icon of the letter “p”.

Full white versions are also ok. No other coloured versions or modifications of the logo are allowed.

This is ok.



Black CMYK: 0c 0m 0y 100k
RBG: R0 B0 G0
Hex/HTML: #000000

Blue CMYK: 97c 80m 2y 0k
RBG: R39 B57 G147
Hex/HTML: #273993

This is **not** ok.
(any coloured version)



GUIDELINES

Logo modifications

Logo colour

The brand consists of a black lettering with a blue icon of the letter “p”.

Full white versions are also ok. No other coloured versions or modifications of the logo are allowed.

This is ok.



Black CMYK: 0c 0m 0y 100k
RGB: R0 B0 G0
Hex/HTML: #000000

Blue CMYK: 97c 80m 2y 0k
RGB: R39 B57 G147
Hex/HTML: #273993

This is **not** ok.
(any coloured version)



No skewed versions allowed



No shaded versions allowed



No mirrored versions allowed

GUIDELINES

Colour combinations

Logo colour

The logo can be used as follows:

- Color on white
- White on black
- White on blue
- Color on aluminium
- Color on grey
- Black color only if the use of primary colors is not possible



This is ok.



Fond colour: white



Fond colour: black



Fond colour: blue
CMYK: 97c 80m 2y 0k
RBG: R39 B57 G147
Hex/HTML: #273993



Fond colour: aluminium



Fond colour: grey



Only if the use of primary colors is not possible



GUIDELINES

Colour combinations



Logo colour

Any other colour combinations are prohibited.

This is **not** ok.



any shade of yellow or orange



any shade of red



any shade of green



any other shade of blue



any coloured logo version



GUIDELINES

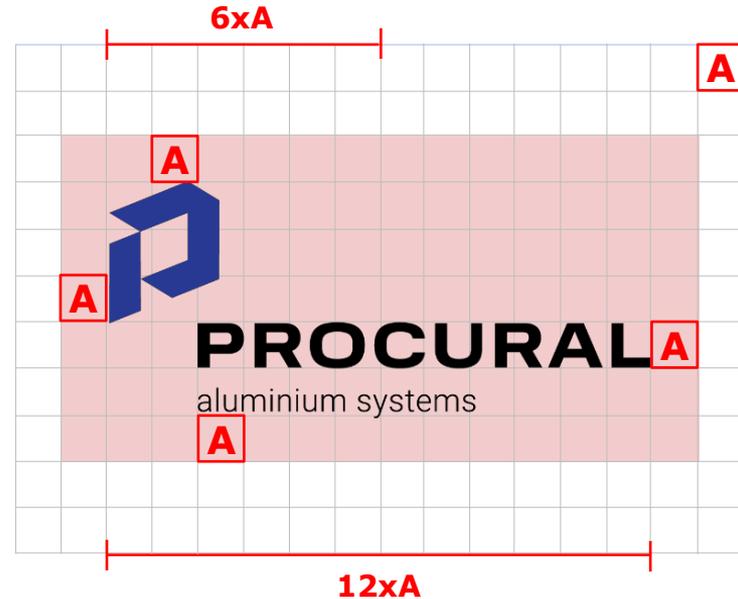
Protection zone

Outer protection zone and positioning

Protection zones (shaded red) underline the value of a logo. The logo dimensions (multiples of A) determine the minimum clearance to other objects.

Inner protection zone

The logo may not be modified within the protection zone (shaded red).



Protective zone



GUIDELINES

Protection zone for visuals and graphic elements

Outer protection zone

Protection zones (shaded red) underline the value of a logo. The logo dimensions (multiples of A) determine the minimum clearance to other visual objects and graphic elements.

(Please note: protection zones are not visualized here for illustration purpose).

This is ok.



PROCURAL

aluminium systems



This is **not** ok.



PROCURAL

aluminium systems



GUIDELINES

Protection zone for visuals and graphic elements

Outer protection zone

Protection zones (shaded red) underline the value of a logo. The logo dimensions (multiples of A) determine the minimum clearance to other visual objects and graphic elements.

This is ok.



Lorem ipsum dolor sit amet, eam ne quem patrioque, vis enim nusquam ad, ei dicat percipitur mei. Sint atomorum expetenda no quo, eos no decore cotidieque.



Lorem ipsum dolor sit amet, eam ne quem patrioque, vis enim nusquam ad, ei dicat percipitur mei. Sint atomorum expetenda no quo, eos no decore cotidieque.



This is **not** ok.



Lorem ipsum dolor sit amet, eam ne quem patrioque, vis enim nusquam ad, ei dicat percipitur mei. Sint atomorum expetenda no quo, eos no decore cotidieque.



Lorem ipsum dolor sit amet, eam ne quem patrioque, vis enim nusquam ad, ei dicat percipitur mei. Sint atomorum expetenda no quo, eos no decore cotidieque.



GUIDELINES

Outer protection zone for photos

Outer protection zone

Protection zones (shaded red) do not apply for photos.

Ensure that there is sufficient contrast in the choice of images and logos.

This is ok.



This is ok.



GUIDELINES

Inner protection zone for photos

Inner protection zone

The logo may not be modified within the protection zone (shaded red).

This is **not** ok. 



This is **not** ok. 



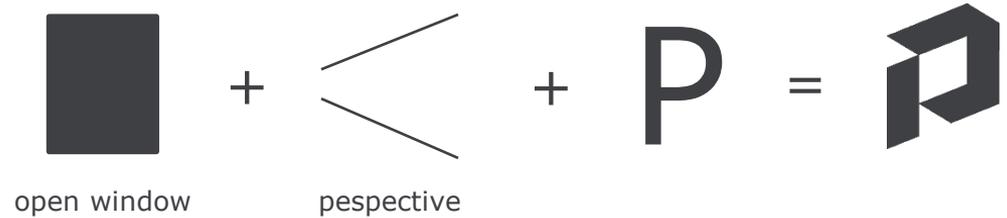
GUIDELINES

Icon

Icon

The icon is a styled "P" for the first letter of PROCURAL. It is symbolically composed of an open window, a future-oriented perspective and the letter P.

For the icon the same branding guidelines apply as for the logo.



GUIDELINES

Spelling & font

Spelling & font

The term "PROCURAL" is always to be spelled in upper-case letters!

The main font for correspondence (MS Office) is Verdana in the following settings:

- Verdana Regular
- **Verdana Bold**
- *Verdana Italic*
- Verdana Underlined

This is ok.



This is a PROCURAL press release

Lorem ipsum dolor sit amet, eam ne quem patrioque, vis enim nusquam ad, ei dicat percipitur mei. PROCURAL profiles last more than 30 years. (...)

This is **not** ok.



This is a Procural press release

Lorem ipsum dolor sit amet, eam ne quem patrioque, vis enim nusquam ad, ei dicat percipitur mei. Procural profiles last more than 30 years. (...)



This is a procural press release

Lorem ipsum dolor sit amet, eam ne quem patrioque, vis enim nusquam ad, ei dicat percipitur mei. procural is the worldleader in extrusion. (...)



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LOGO LIBRARY



LOGO LIBRARY

Logo Library

We set-up a logo library on the **SharePoint**. You can access the Logo Library here ►

We will provide the following file types:

- Vector files: .ai or .eps
- Scalable vector graphics: .svg → best used for websites due to the scalability without loss of quality
- Graphic files on transparent background: .png
- Graphic files on white background: .jpg
- Social media optimized files: .png in 400 x 400 px, centered
- Portable Document Format: .pdf



LOGO LIBRARY

File types and colour scales

Color scales

In general, a distinction in color scales is made between 4-tone and solid colours. With the solid colours (RAL, HKS, Pantone) a fixed colour value is specified. With the 4-tone colours (CMYK, RGB), colours are mixed from the primary colours in a certain ratio.

We created logo files for all color scales. In case you open a file on your computer, the colors might look different. This is due to differences in screen settings. Even if you print on different printers, there are color differences.

To avoid those color differences, please make sure you use the correct logo files for your medium. The table on the right indicates, which file types best apply to which medium.

Nevertheless, always check and instruct your supplier to adjust colors, if necessary.

Color scale	Logo file	Purpose
Pantone	Vector files (AI, EPS)	All kinds of <u>offline</u> printings
RAL	Vector files (AI, EPS)	All kinds of <u>offline</u> printings
HKS	Vector files (AI, EPS)	All kinds of <u>offline</u> printings
CMYK	Vector files (AI, EPS)	All kinds of <u>offline</u> printings
RGB	JPG, PNG	Displayed <u>online</u> on screens
HEX/ HTML	JPG, PNG	Displayed <u>online</u> on screens; mainly used in webdesign



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BRAND USE IN COMMUNICATION



PRESENTATIONS

Templates

PowerPoint presentation templates

There are presentation templates for all three Business Units.

Please use the respective template, when creating presentations for internal and external use.

You find the latest version of the templates on the SharePoint. ►

This is ok.



BUSINESS CARDS

Recommendation

Business Cards

Each Business Unit is responsible for ordering and printing own business cards.

We recommend to follow the basic layout shown on the right.

The size of the Business Cards may vary according to regional standards.

This is ok.



front



back



front (PL)



back (EN)



BUSINESS CORRESPONDENCE

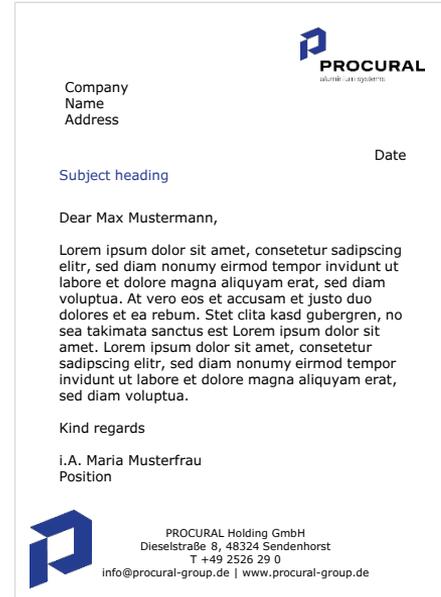
Recommendation

Business Correspondence

For business letters and correspondence, we recommend to use the basic layout shown on the right.

Following this principle each Business Unit may create additional stationaries (e.g. envelopes, internal notes, protocols, invoices...) according to needs.

This is ok.



The image shows a business letter template layout. At the top right is the PROCURAL logo. On the left side, there are fields for 'Company Name' and 'Address'. On the right side, there is a field for 'Date'. Below these is a 'Subject heading' field. The main body of the letter starts with 'Dear Max Mustermann,' followed by a block of placeholder text: 'Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.' This is followed by 'Kind regards' and 'i.A. Maria Musterfrau' with a 'Position' field below it. At the bottom left is the PROCURAL logo, and at the bottom right is the contact information: 'PROCURAL Holding GmbH, Dieselstraße 8, 48324 Sendenhorst, T +49 2526 29 0, info@procural-group.de | www.procural-group.de'.

Business letter



E-MAILS

Recommendation

E-Mail signature

Each Business Unit is responsible for setting up e-mail signatures.

We recommend to follow the basic layout shown on the right.

Since mailing programs and technology differ, we recommend to keep it short and simple.

This is ok.



Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

Kind regards

Max Mustermann

Position

T +49 123 456 78

E MMustermann@procural-group.de

PROCURAL Holding GmbH
Dieselstraße 8, 48324 Sendenhorst

www.procural-group.de

Legal Note:

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

E-Mail signature



SOCIAL MEDIA GUIDELINE

Logo positioning

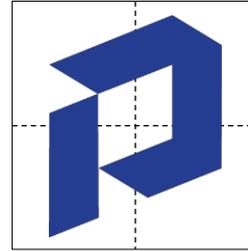
Logo positioning

Visual elements must be consistent across regions and channels. We recommend using the icon as profile picture.

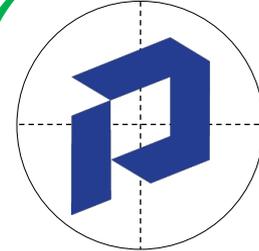
We will provide social media versions (400 x 400 px, centered) in the logo library. ▶



This is ok.



center



center

SOCIAL MEDIA GUIDELINE

Logo positioning

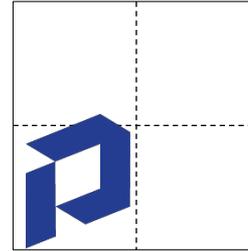
Logo positioning

Visual elements must be consistent across regions and channels. We recommend using the icon as profile picture.

We will provide social media versions (400 x 400 px, centered) in the logo library. ▶

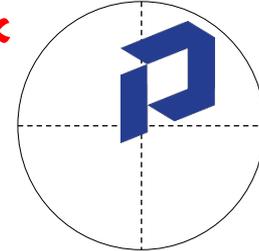


This is **not** ok ❌



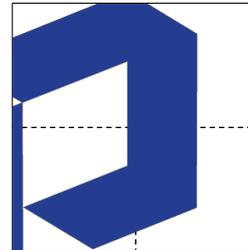
off-center

❌



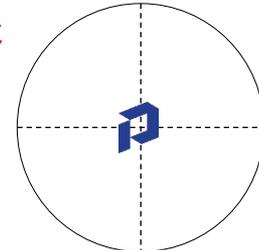
off-center

This is **not** ok ❌



rescaled (too big)

❌



rescaled (too small)

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