

I STYLE GUIDE



INTRODUCTION

This style guide has been created to clearly define how the Safetykleen brand should be presented within any form of marketing collateral.

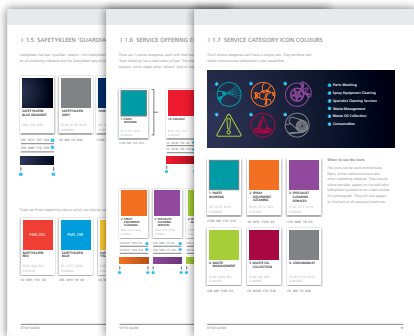
It is important that this guide is followed carefully so that we can ensure a consistent style and quality of presentation. Every piece of collateral produced must accurately reflect Safetykleen's premium positioning.

› SIGNATURE ELEMENTS

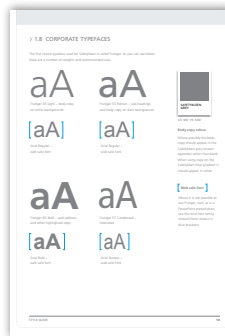
The following elements are seen as “Signature Elements” for Safetykleen’s identity.

The style guidelines must be adhered while allowing for flexibility of media. These signature elements are a key part of the corporate identity and there is an expectation that these will be incorporated as appropriate into any work produced for the company.

1. Colour pallet – pages 7-9



2. Font – page 10



3. Feature corners – page 45



4. Safetykleen arrow – page 37



5. Triple arrow – page 36



6. Logo positioning* – pages 35-36



* Ensure correct positioning of logo when held in rectangular background device.



➤ 1. TECHNICAL INFORMATION

2. APPLICATIONS

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SERVICE BROCHURES

PRODUCT BROCHURES

SECTOR EXPERTISE BROCHURES

CREATING A BROCHURE

CREATING 'GUARDIAN' COLLATERAL

BACK COVER DESIGN

SALES PRESENTER

› 1.1 SAFETYKLEEN LOGOTYPES FOR PRINT

The centrepiece of our identity is the Safetykleen mark which has two main variations (logo A and logo B). It is styled to suggest a link to both our aqueous and solvent service offerings through the bold use of the red and blue.

The Safetykleen mark must always be reproduced from digital master artwork and must never be modified. Do not try to re-draw it, separate or adjust any elements of it. The mark does not exist as a typeface so it cannot be recreated or have additional elements added which would detract from its integrity.

LOGO A



15.75mm
(minimum
size print)

LOGO B



15.75mm
(minimum
size print)

› 1.2 CORRECT LOGO USAGE – PRINT AND ONLINE

The Safetykleen mark only appears in the versions specified earlier.
Some examples of incorrect uses are shown here.



Correct version of logo B



Avoid changing logo colours



Do not change logo proportions



Correct version of logo A



Do not use logo B on a dark background



Incorrect positioning
(see page 43)



Logo should not appear over
the top of an image



Logo should not appear on
yellow, either print or online



Incorrect spacing (see page 36)

➤ 1.3 LOGO EXCEPTIONS

Where the Safetykleen logo appears on materials that are pre-printed or do not allow the background to be changed, one of the versions of the corporate mark below should be used.

The Safetykleen livery, shown below, also adopts a unique approach, whereby the logo appears on the Safetykleen yellow background.

All material should be approved if the design is new and /or unique.

LOGO MONO



FAXES
STAMPS

LOGO TINT



ENVELOPES
INVOICES

LOGO REVERSED



ENVELOPES
INVOICES

LOGO ON YELLOW

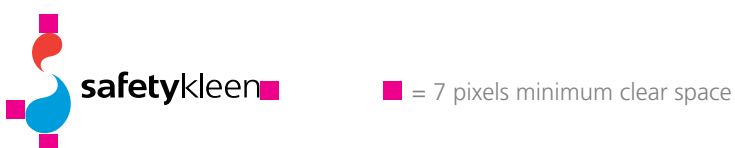
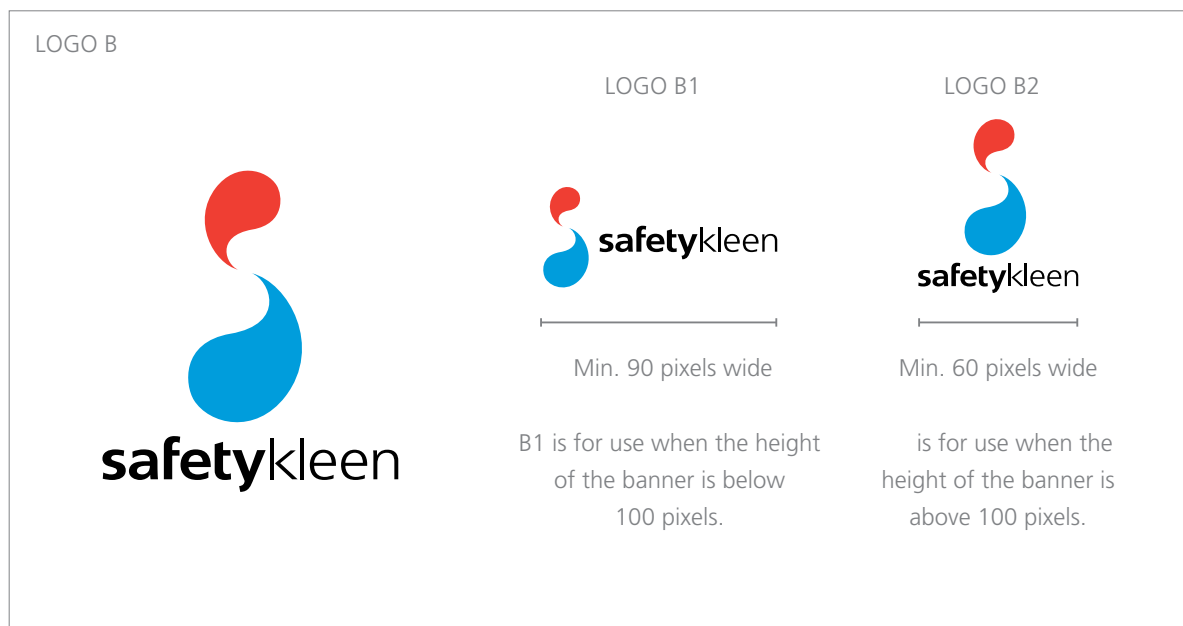
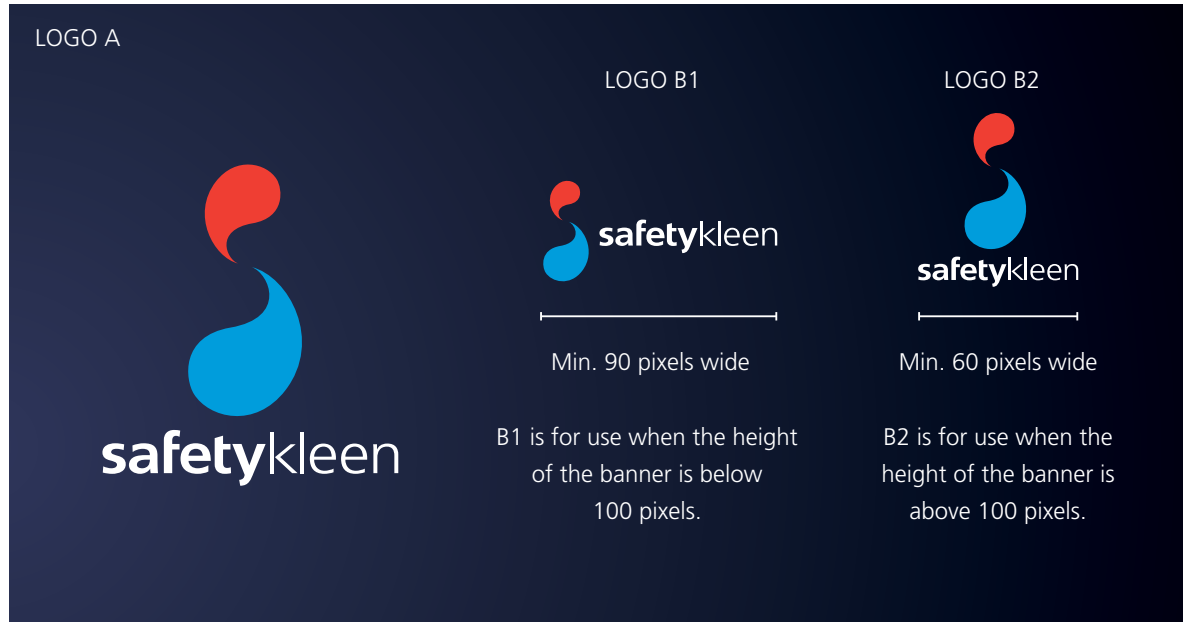


VEHICLE LIVERY



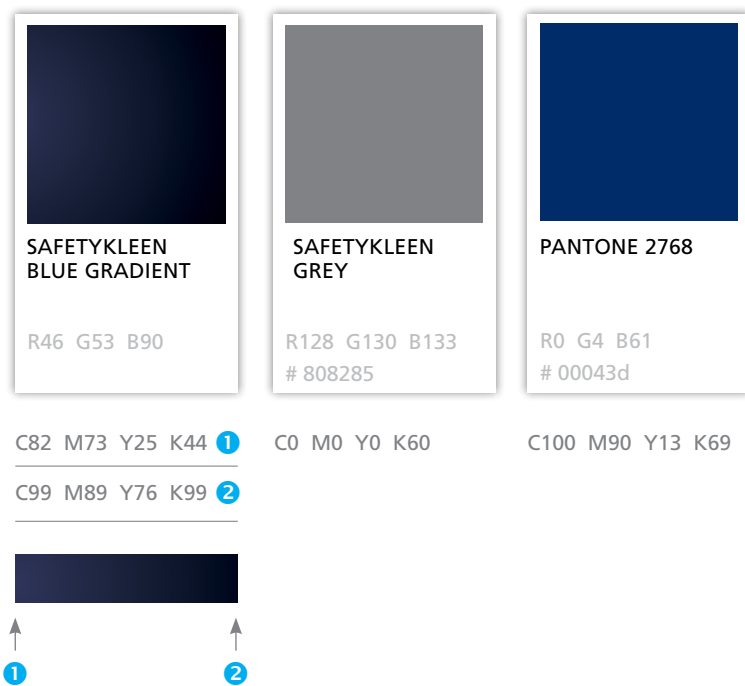
➤ 1.4 SAFETYKLEEN LOGOTYPES FOR ONLINE

Below are recommended minimum logo sizes for use online. See page 17 for further examples of how the logo should be applied to web banners.



› 1.5 SAFETYKLEEN 'GUARDIAN' COLOUR PALETTE

Safetykleen has two 'guardian' colours – the Safetykleen blue gradient which features on all marketing collateral and the Safetykleen grey which is to be used on all body copy.

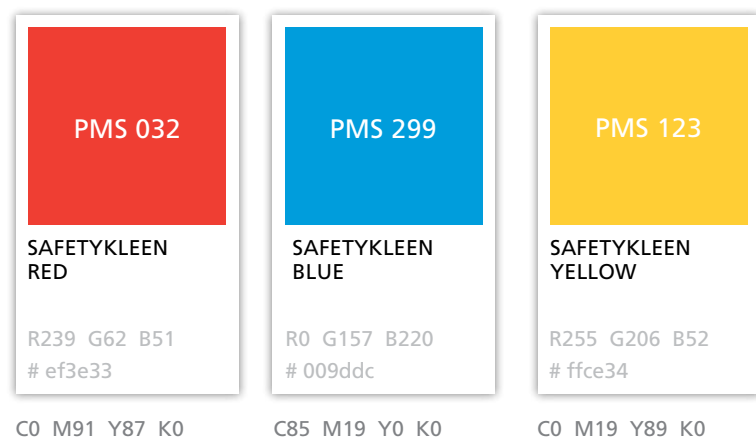


A note on the Safetykleen blue gradient

It is essential that this dark blue gradient is replicated accurately. It should be light on the left-hand side and dark on the right. When used as a background (example on page 49) a radial gradient should be used rather than a linear gradient.

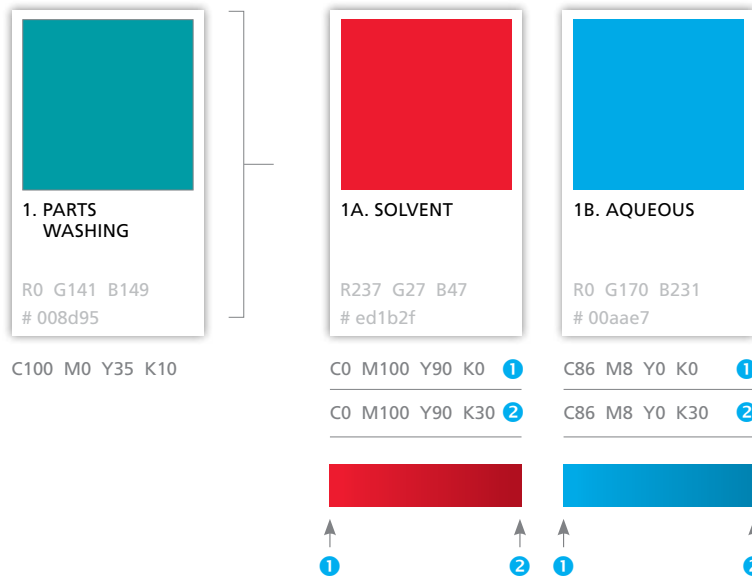
For items that cannot be printed with the blue gradient (such as t-shirts), Pantone 2768 should be used as a flat colour alternative (see page 15).

There are three supporting colours which can also be used.



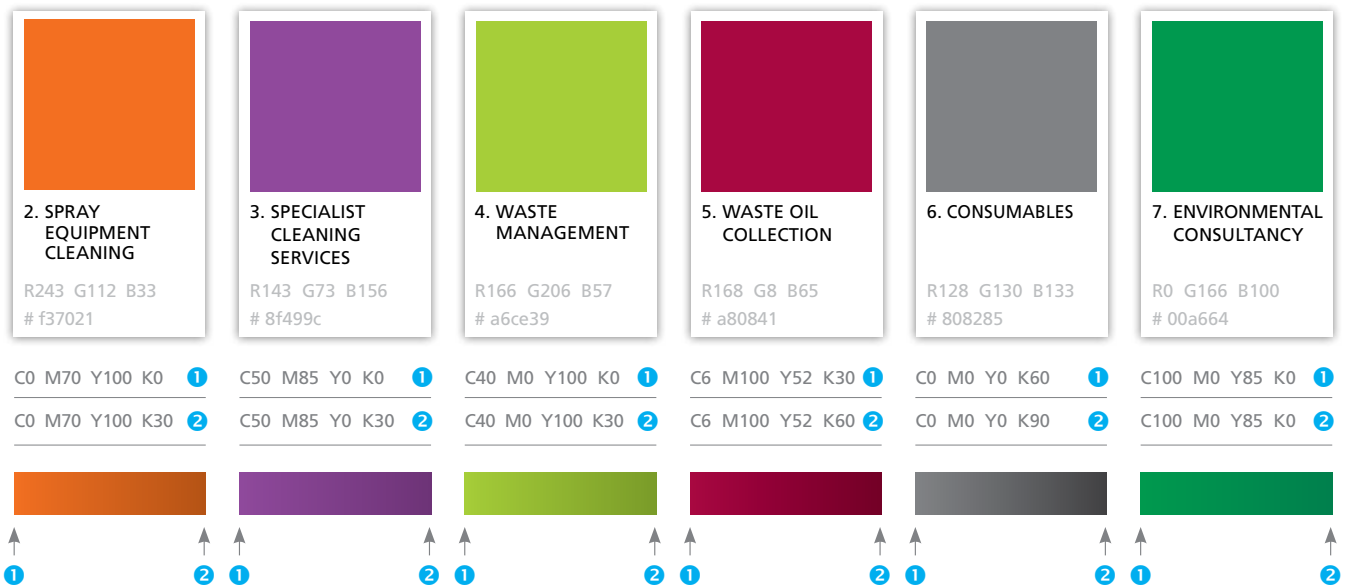
➤ 1.6 SERVICE OFFERING COLOUR PALETTE

There are 7 service categories, each with their own lead colour, as outlined below. The first category 'Parts Washing' has a lead colour of teal. This then divides into manual, semi-automatic or automatic washers, which adopt either 'solvent' (red) or 'aqueous' (blue) colours.



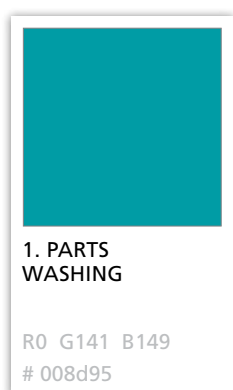
A note on the gradient

The gradient uses the primary service colour ① on the far left-hand side and the same colour on the right-hand side with an additional 30% black ②.



➤ 1.7 SERVICE CATEGORY ICON COLOURS

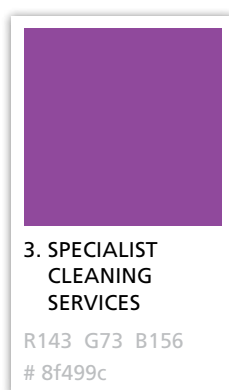
The 6 service categories each have a unique icon. They reinforce and clearly communicate Safetykleen's core capabilities.



C100 M0 Y35 K10



C0 M70 Y100 K0



C50 M85 Y0 K0

When to use the icons

The icons can be used on brochures, flyers, online communications and other marketing collateral. They should, where possible, appear on the dark blue Safetykleen gradient or on a dark section of a photograph. They will also appear on the back of all company brochures.



C40 M0 Y100 K0



C6 M100 Y52 K30



C0 M0 Y0 K60

› 1.8 CORPORATE TYPEFACES

The first choice typeface used for Safetykleen is called Frutiger. As you can see below there are a number of weights and recommended uses.

aA

Frutiger 45 Light – body copy
on white backgrounds

aA

Frutiger 55 Roman – sub-headings
and body copy on dark backgrounds

[aA]

Arial Regular –
web safe font

[aA]

Arial Regular –
web safe font

aA

Frutiger 65 Bold – web address
and other highlighted copy

[aA]

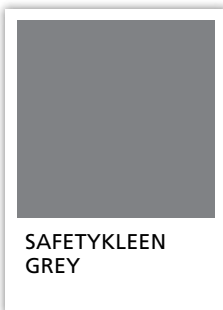
Arial Bold –
web safe font

aA

Frutiger 57 Condensed –
footnotes

[aA]

Arial Narrow –
web safe font



C0 M0 Y0 K60

Body copy colour

Where possible the body copy should appear in the Safetykleen grey (shown opposite) rather than black. When using copy on the Safetykleen blue gradient it should appear in white.

[Web safe font]

Where it is not possible to use Frutiger, such as in a PowerPoint presentation, use the Arial font family instead (fonts shown in blue brackets).

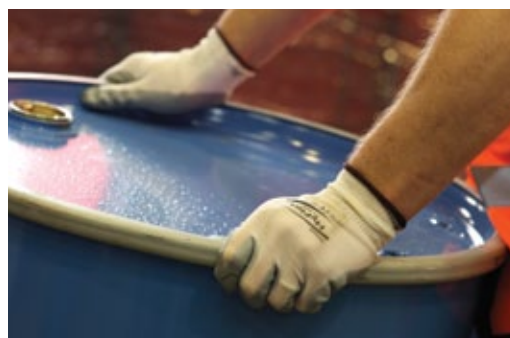
➤ 1.9 IMAGERY USAGE

This section deals with photographic imagery. Safetykleen has chosen examples of photographs that express the new brand identity in style, subject and colour. Use this section as a guide to help you when briefing a photographer, selecting photo library images or if you need to take photographs yourself.

Customer service 'hands-on' shots

This is all about close up hand shots of people interacting with Safetykleen products in a workplace environment.

- Get close to the subject and use hands in the composition
- Ensure that the appropriate safety equipment is being worn (i.e. protective goggles or gloves)
- Explore a dynamic or intriguing angle
- Photographs should not look contrived.
The subjects must not look as if they are posing
- There should be something of interest about the picture whether it is the crop, the subject, the colour or all three
- Photographs should be well lit



Explore a series of different compositions as it is rare that you will stumble upon the perfect photo at the first attempt.

Dynamic industry shots

When briefing a photographer or selecting a stock library image for a specific industry consider the following:

- Look for impactful, arresting image that looks both dynamic and professional
- Consider images where there is a clear, uncluttered section of the image which may be useful for placing text over the top
- Avoid clichéd images or bland photography
- Choose images that have natural lighting (i.e. not black and white images)



› 1.9 IMAGERY USAGE

Product / machine action photography

This can be a combination of abstract, action shots showing the product in use as well as more practical supporting shots which demonstrate a unique feature.

- Don't be afraid to ask people to move for you; subjects will welcome some direction.
- Think about whether an overhead view may help illustrate the product better
- Photographs should be well lit either using natural light or a camera flash
- Incorporate movement where applicable to create real impact (i.e. water jetting from a hose)



This type of photograph can look quite unexciting if not handled correctly, so consider unusual compositions and angles which create intrigue.

Product / machine cut-out photography

When briefing a photographer on a cut-out shot of a Safetykleen product consider the following:

- Take a front-on view of the machine and where possible against a neutral background (to assist with cutting out)
- The angle that the product is shot at should be approximately head height depending on the size of the product
- Ensure that the product is clean and free from marks





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BACK COVER DESIGN

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› 2.1 SIGNAGE / FLAGS / BANNERS

The designs shown here are illustrations of recommended positionings for the Safetykleen logo on to signage / flags / banners. It is not intended to suggest that all signage / flags / banners should follow this style.



➤ 2.2 MERCHANDISING

The designs shown here are illustrations of recommended positionings for the Safetykleen logo on merchandising. It is not intended to suggest that all merchandising should follow this style. When positioning the logo on promotional items such as a mug, t-shirt or ball-point pen, the dark blue background should be the preferred flat colour. As it is not possible to use the 'Safetykleen blue gradient' Pantone 2768 should be specified for use.



C100 M90 Y13 K69

› 2.3 STATIONERY

The designs shown here are illustrations of recommended positionings for the Safetykleen logo on to stationery. It is not intended to suggest that all stationery should follow this style.



➤ 2.4 DIGITAL – ONLINE BANNERS

The designs shown here are illustrations of recommended positionings for the Safetykleen logo on to online banners. It is not intended to suggest that all online banners should follow this style.



FULL BANNER – 600 x 160 pixels



VERTICAL TOWER – 160 x 600 pixels



FULL BANNER WITH NAVIGATION BAR – 392 x 72 pixels



SQUARE BUTTON –
125 x 125 pixels



BUTTON 1 –
120 x 90 pixels



VERTICAL TOWER –
120 x 240 pixels



HALF BANNER
234 x 60 pixels



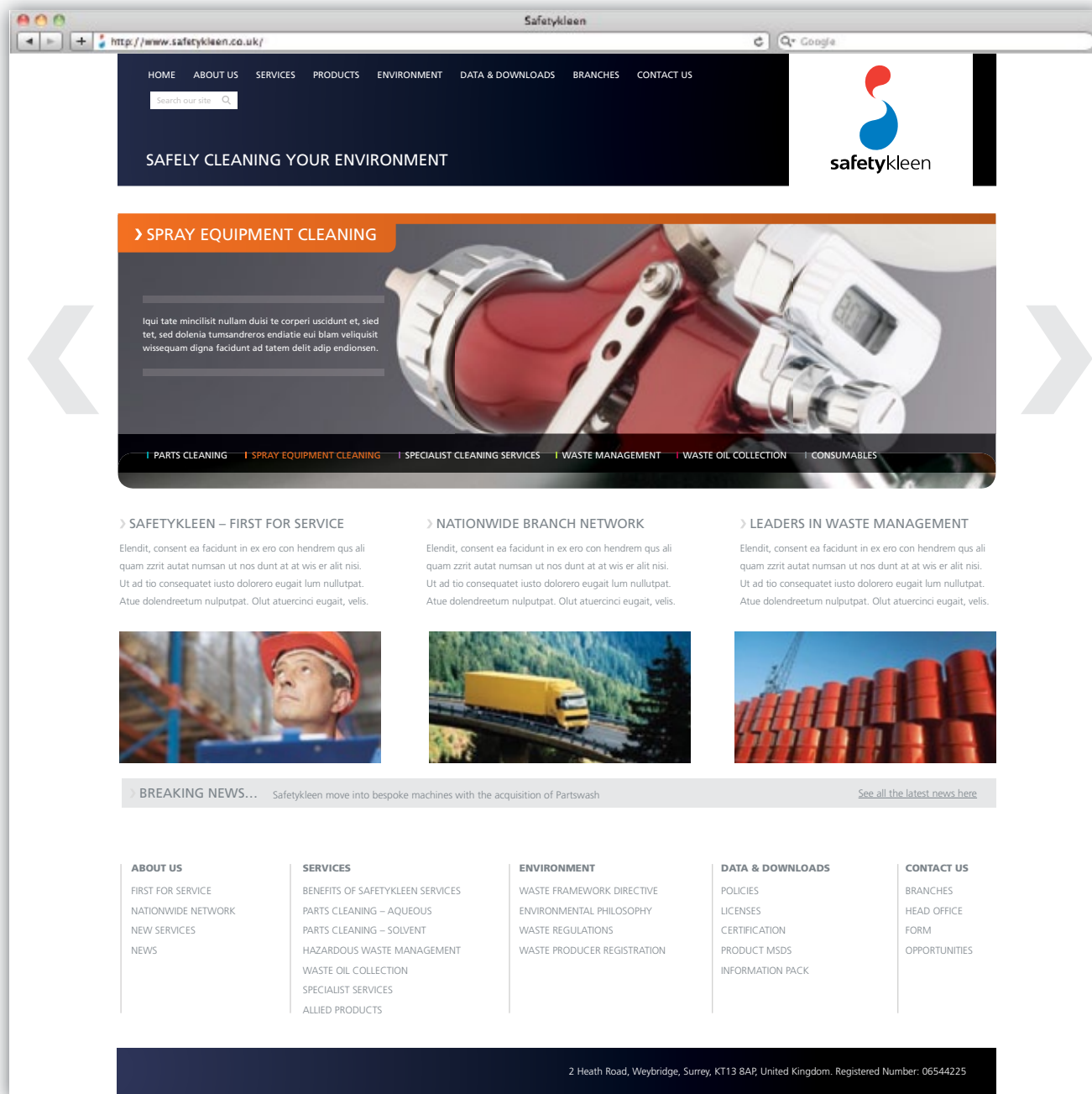
BUTTON 1 –
120 x 60 pixels

Note on logo positioning

Where possible position the logo in the top right-hand corner.

› 2.5 DIGITAL – WEBSITE

The designs shown here are illustrations of recommended positionings of the different Safetykleen brand elements and how they could come together to form a recommended layout for a website.



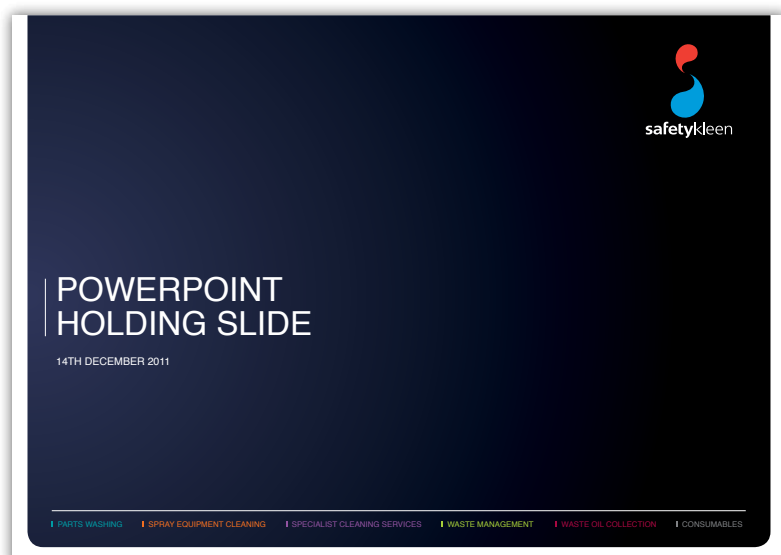
› 2.6 TRANSPORTATION & PACKAGING

The designs shown here are illustrations of recommended positionings of the different Safetykleen brand elements and how they come together to form a recommended layout for a transportation and packaging. It is not intended to suggest that these designs should follow this style.



› 2.7 POWERPOINT

Below are examples of how the logo and styling are carried through onto a PowerPoint holding slide and continuation slide.



PowerPoint Header Slide



PowerPoint Continuation Slide

› 2.8 SALES PRESENTER

Here is the cover and inside spread design for a Sales Presenter document.
See pages 53 to 55 for full details on sizing and layout considerations.



Sales Presenter Cover



Sales Presenter Inside Layout

➤ 2.9 LITERATURE

Logo A Usage

Logo A will be used on 'guardian' items (where a corporate, generic message is required) ① and ⑦. It should only be used on the dark blue, graduated background (see page 7).

Logo B Usage

Logo B will be used on service, product and sector expertise items, some of which are shown below (examples ② to ⑥).



① Corporate Folder Cover ② 'What We Offer' Brochure ③ Service Brochures ④ Product Brochures

➤ 2.9 LITERATURE

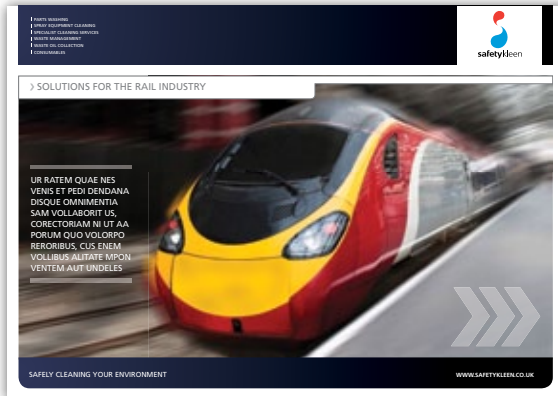
Logo A Usage

Logo A will be used on 'guardian' items (where a corporate, generic message is required) ① and ⑦.
It should only be used on the dark blue, graduated background (see page 7).

Logo B Usage

Logo B will be used on service, product and sector expertise items, some of which are shown below (examples ② to ⑥).

⑤



⑤



⑥



⑦



⑤ Sector Expertise Brochures ⑥ Service Flyers ⑦ Direct Mail Flyers



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➤ 3.1 SERVICE BROCHURE DESIGN

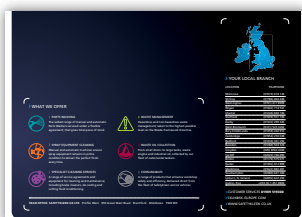
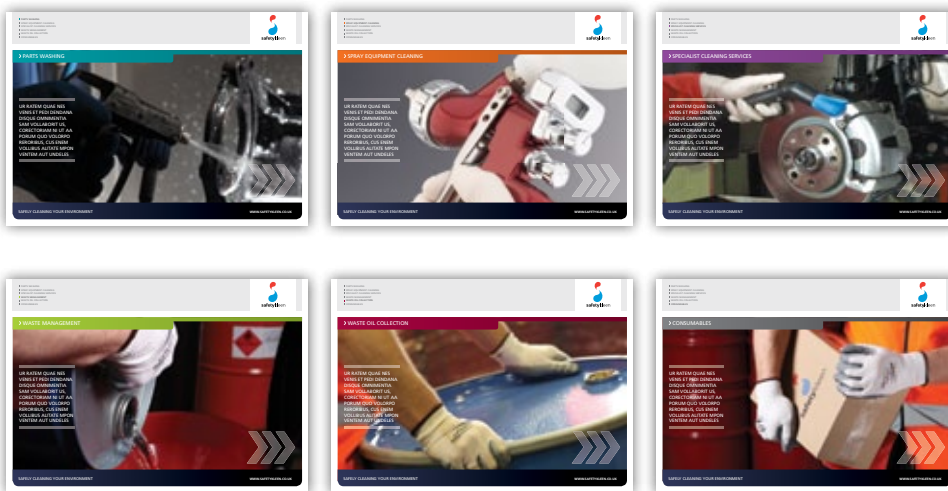
Service brochures have synergy with the product and sector expertise brochures. There are a total of 6 service brochures covering our core capabilities, utilising dynamic 'hands-on' photography (see page 27).



- 2 | PARTS WASHING
| SPRAY EQUIPMENT CLEANING
| **WASTE MANAGEMENT**
| WASTE OIL COLLECTION
| SPECIALIST CLEANING SERVICES
| CONSUMABLES

Frutiger 55 Roman – 6.5pt type / 10pt leading

At the top of each service brochure is a listing of the 6 service categories. The selected brochure name is picked out in 80% black (C0 M0 Y0 K80) and the tinted names of the other categories are 60% of the Safetykleen grey (C0 M0 Y0 K60). The small vertical line to the left of the name is the same colour as the service section (see page 8).



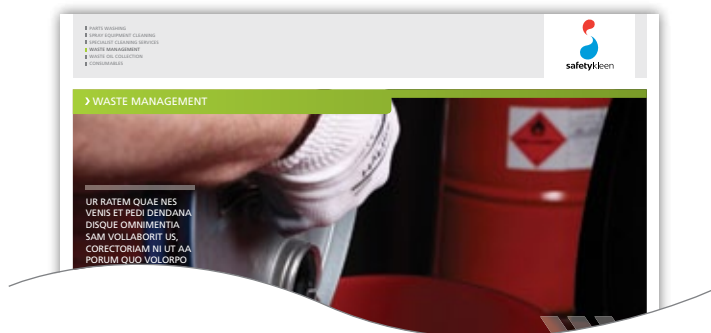
Back page design

The design of the back page is consistent across all of the Safetykleen brochures. For more information on the layout and design see pages 49 and 50.

› 3.1 SERVICE BROCHURE TABS – DEFINING THE COLOUR

On brochures, flyers and other marketing collateral there is a tab device to define the service categories. The tab is made up of a linear graduated coloured band with the colour values set out below.

	<div>↑</div> <div>1 Service offering primary colour</div> <div>Defining the gradient</div> <div>Primary colour + 30% black</div> <div>2 ↑</div>
<div>› PARTS WASHING</div>	<div>1 C100 M0 Y35 K10</div> <div>2 C100 M0 Y35 K40</div>
<div> <div>› SOLVENT</div> <div>› AQUEOUS</div> </div>	<div> <div>1 C0 M100 Y90 K0</div> <div>2 C0 M100 Y90 K30</div> <div>1 C86 M8 Y0 K0</div> <div>2 C86 M8 Y0 K30</div> </div>
<div>› SPRAY EQUIPMENT CLEANING</div>	<div>1 C0 M70 Y100 K0</div> <div>2 C0 M70 Y100 K30</div>
<div>› SPECIALIST CLEANING SERVICES</div>	<div>1 C50 M85 Y0 K0</div> <div>2 C50 M85 Y0 K30</div>
<div>› WASTE MANAGEMENT</div>	<div>1 C40 M0 Y100 K0</div> <div>2 C40 M0 Y100 K30</div>
<div>› WASTE OIL COLLECTION</div>	<div>1 C6 M100 Y52 K30</div> <div>2 C6 M100 Y52 K60</div>
<div>› CONSUMABLES</div>	<div>1 C0 M0 Y0 K60</div> <div>2 C0 M0 Y0 K90</div>



Example usage on service brochure

➤ 3.1 SERVICE BROCHURE – 'HANDS-ON' PHOTOGRAPHY

For all cover photography on Safetykleen service brochures there will be a hero image of 'hands-on' interaction with the product.



- 1 Parts Washing 2 Spray Equipment Cleaning 3 Specialist Cleaning Services 4 Waste Management
5 Waste Oil Collection 6 Consumables



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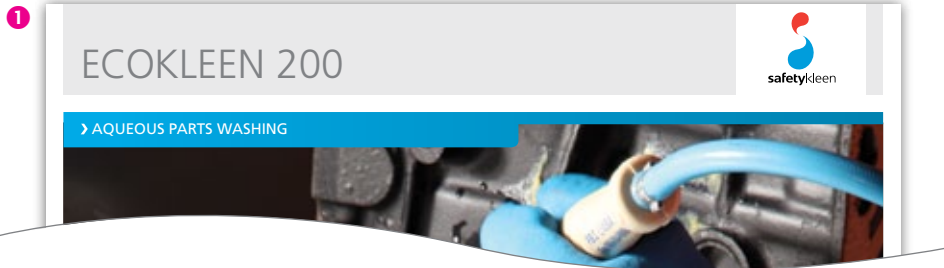
CREATING 'GUARDIAN' COLLATERAL

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3.2 PRODUCT BROCHURE DESIGN

Product brochures have synergy with the service and sector expertise brochures, but adopt the main service category colour in the tab section (e.g. this EcoKleen 200 brochure uses the blue aqueous colour band). The imagery used on the product brochure covers should also be dynamic close-up photography (as explained on page 30).



Defining the headline gradient



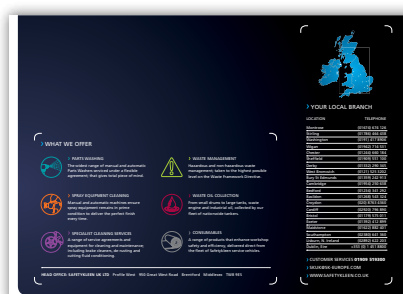
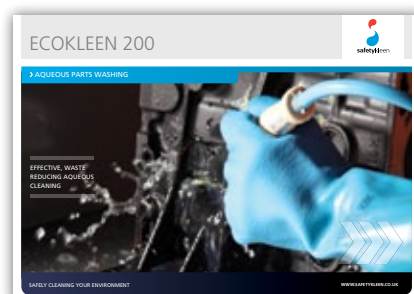
1 Service offering primary colour

Primary colour + 30% black



2

1 SOLVENT PARTS WASHING	1 C0 M100 Y90 K0	2 C0 M100 Y90 K30
AQUEOUS PARTS WASHING	1 C86 M8 Y0 K0	2 C86 M8 Y0 K30
SPECIALIST CLEANING SERVICES	1 C50 M85 Y0 K0	2 C50 M85 Y0 K30
SPRAY EQUIPMENT CLEANING	1 C0 M70 Y100 K0	2 C0 M70 Y100 K30
WASTE MANAGEMENT	1 C40 M0 Y100 K0	2 C40 M0 Y100 K30
WASTE OIL COLLECTION	1 C6 M100 Y52 K30	2 C6 M100 Y52 K60
CONSUMABLES	1 C0 M0 Y0 K60	2 C0 M0 Y0 K90

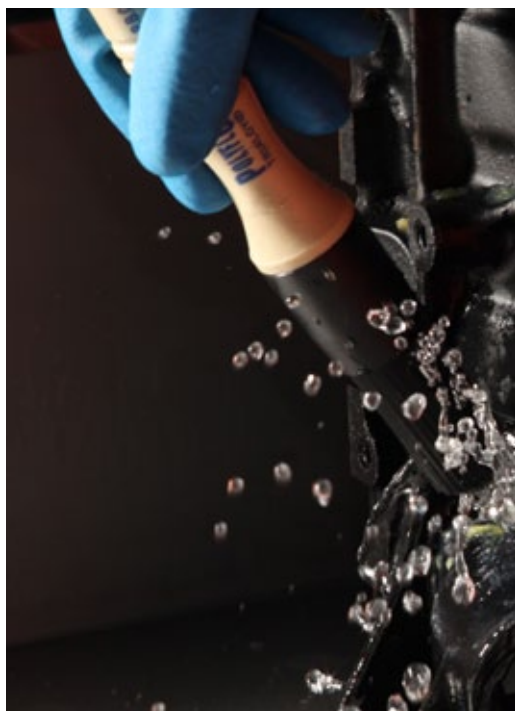


Back page design

The design of the back page is consistent across all of the SafetyKleen brochures. For more information on the layout and design see pages 49 and 50.

› 3.2 PRODUCT BROCHURE – 'CLOSE-UP' PHOTOGRAPHY

For all cover photography on Safetykleen product brochures there will be a hero image of a dynamic / abstract action shot which gives a teasing insight into the product.





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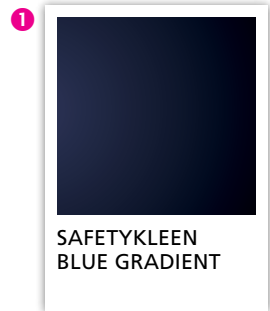
CREATING 'GUARDIAN' COLLATERAL

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› 3.3 SECTOR EXPERTISE BROCHURE DESIGN

Sector expertise brochures have synergy with the service and product brochures. The header section adopts the Safetykleen blue gradient. The cover photography should be industry led (see page 33).



C82 M73 Y25 K44 ①

C99 M89 Y76 K99 ②

R46 G53 B90



①

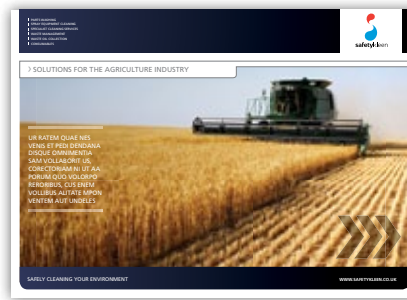
②

②

- ▮ PARTS WASHING
- ▮ SPRAY EQUIPMENT CLEANING
- ▮ WASTE MANAGEMENT
- ▮ WASTE OIL COLLECTION
- ▮ SPECIALIST CLEANING SERVICES
- ▮ CONSUMABLES

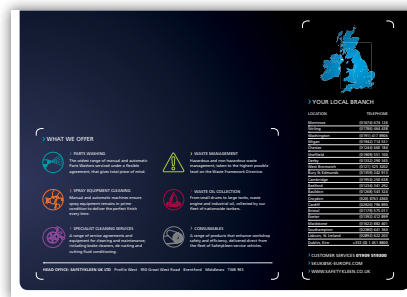
**Frutiger 55 Roman –
6.5pt type / 10pt leading**

At the top of each sector expertise brochure is a listing of the 6 service categories. These are displayed in white.



**Industries Include
(but not limited to):**

- Aerospace
- Defence
- Aggregates
- Food
- Rail
- Automotive (Nationals)
- Automotive (Independents)



Back page design

The design of the back page is consistent across all of the Safetykleen brochures. For more information on the layout and design see pages 49 and 50.

› 3.3 SECTOR EXPERTISE BROCHURE PHOTOGRAPHY

For all cover photography on Safetykleen sector expertise brochures there will be a hero image of a dynamic shot relevant to the specific industry, as in the examples below.





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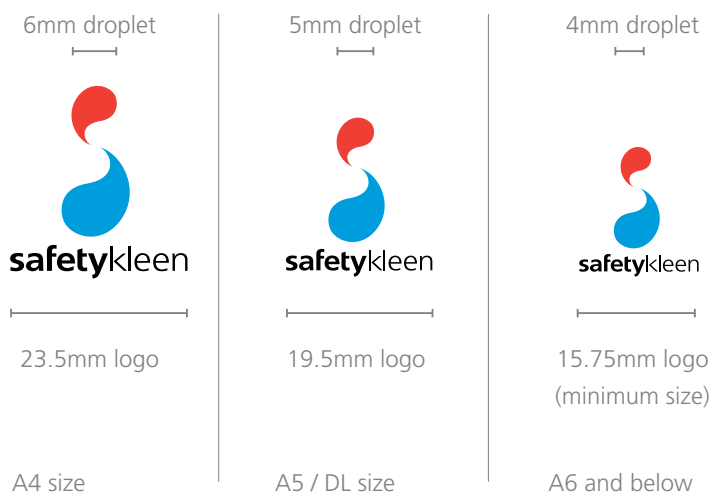
BACK COVER DESIGN

SALES PRESENTER

➤ 3.4 CREATING A BROCHURE (SERVICE, PRODUCT & SECTOR EXPERTISE)

1 Select the correct sized logo and size for your document

When creating a new document it is important to choose the correct sized logo.



Defining the logo size for documents larger than A4

For documents larger than A4, take the larger document width and divide by 210mm. This gives you a value which you multiply by 23.5mm.

Example for an A3 document

$$297 \div 210 = 1.41 \times 23.5\text{mm} = 33.13\text{mm width logo}$$

2 Copy the 'small droplet' and the 'large droplet' from the logo

Once the correct logo has been selected, the next step is to copy the small and large droplet from the logo as highlighted opposite (and paste into your document). For reference, here are the exact widths of the small droplet:

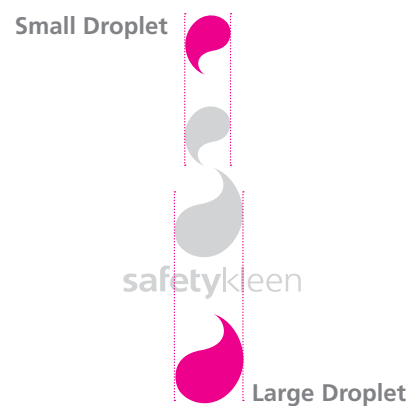
23.5mm logo – the small droplet is 6mm wide

19.5mm logo – the small droplet is 5mm wide

15.75mm logo – the small droplet is 4mm wide

3 Define your document margins

Use the two droplets from the logo to define your document margins as explained on the subsequent pages.



› 3.4 CREATING A BROCHURE (SERVICE, PRODUCT & SECTOR EXPERTISE)

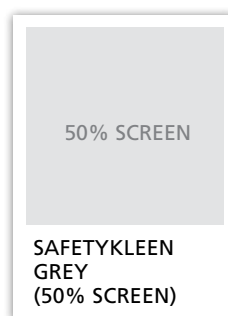
For service brochures, sector expertise brochures and product brochures (example below), the logo should be positioned as detailed below. The magenta droplets dictate the spacing around the logo and the margins. In this example the outer margin is one small droplet wide which equals 6mm.



PLACE ADDRESS
CENTRALLY

Defining the arrow shape and colour

On service, sector expertise and product brochures, a graphic of three arrows is used on the bottom right-hand side. The correct height can be established by stacking vertically 4 'small droplets' taken from the logo. The spacing between the arrows is 50% of the arrow width. The colour information is shown opposite. The 'screen' transparency value can be adjusted to work with images of different lightness.



C0 M0 Y0 K60



› 3.4 CREATING A BROCHURE (SERVICE, PRODUCT & SECTOR EXPERTISE)

EXACTLY 158.5MM

1



› HEADING (FRUTIGER 55 ROMAN 15PT TYPE)



ECOKLEEN 200

1

› AQUEOUS PARTS WASHING



1 The tab shape

On all service, sector expertise and product brochures the tab should be sized using the large and small droplets as illustrated above and left. Please observe the correct tab width which is 158.5mm.

2 The Safetykleen strapline

'SAFELY CLEANING YOUR ENVIRONMENT' should appear, where possible, in the bottom left-hand corner in capital letters and on the Safetykleen blue gradient background colour.

SAFELY CLEANING YOUR ENVIRONMENT 2

3



Radius 6mm

A4 size



Radius 5mm

A5 / DL size



Radius 3.5mm

A6 and below

3 Defining the radius

At the base of every printed document there are rounded corners to the graphical element. This is a precise radius measurement as detailed opposite. There should be no margin or radius at the top of a document.

4 › SUB-HEADING

Bitatibus dit audicab orepedioriae int a venihictis
estrum ut apis at que dis solorum quiae exces
dolorepudi a qui inumquatis ut que vellora



4 The Safetykleen arrow

For certain sub-headings and key phrases the Safetykleen arrow can be placed at the beginning of the line to bring greater emphasis to the message.

› 3.4 CREATING A BROCHURE (SERVICE, PRODUCT & SECTOR EXPERTISE)

There are a range of different font sizes used for Safetykleen literature from large headlines right through to body copy. Here is some sample sizing based upon an A4 document.

1

PRODUCT NAME

2

› TAB AREA DESCRIPTION

3

› SUB-HEADING TEXT

4

Body text Body text Body text Body text Body text Body text Body text Body text
Body text Body text Body text Body text Body text Body text Body text Body text
Body text Body text Body text Body text Body text Body text Body text Body text

5

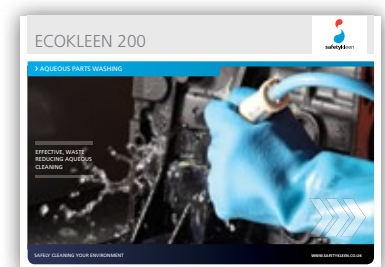
SAFELY CLEANING YOUR ENVIRONMENT

6

WWW.SAFETYKLEEN.CO.UK

7

BORUM FACIDEL ESSINUM VOLRIT
ODIS DOLUPIT PARCHILLESTO CUP
TAT QUATINTIA DIGNATURE



1 Font – Frutiger 45 Light
40pt type / 45pt leading

2 Font – Frutiger 55 Roman
15pt type

3 Font – Frutiger 55 Roman
12pt type / 15pt leading

4 Font – Frutiger 45 Light
8pt type / 13pt leading

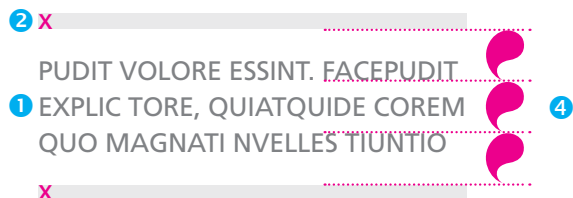
5 Font – Frutiger 55 Roman
11pt type

6 Font – Frutiger 65 Bold
9pt type

7 Font – Frutiger 55 Roman
13pt type / 16.5pt leading

› 3.4 CREATING A BROCHURE (SERVICE, PRODUCT & SECTOR EXPERTISE)

Customer testimonials and short phrases can be highlighted further by applying the pull-out quote styling displayed below.



1 The quote should be all in title case

Where possible the copy should be in title case, although there is flexibility as this may not always work well with a headline.

2 Define the border bar width

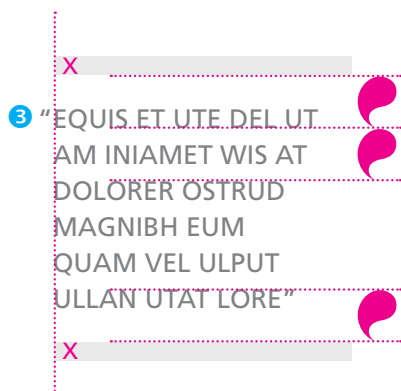
Identify the size of the copy (see page 38) and then use a lower-case 'x' to define the border bar width.

3 Special consideration for speech marks

Speech marks should sit outside of the margins as illustrated.

4 Use the 'small droplet' to define your margins

The small droplet (see page 35) will help dictate the copy height and positioning either side of the border bar.



3.4 A4 BROCHURE INSIDE SPREAD LAYOUT

When designing an A4 landscape double-page spread, utilise an 8 column grid. The sizing of the outer margin and gutter widths should be the same as the 'small droplet' from the logo size you are using (i.e. 6mm for an A4 document). See page 35 for additional information.



Up to 10 times quicker than traditional parts washers – **Jetkleen** is a low energy high pressure parts washer that saves you time and money.

High-pressure cleaning removes stubborn contamination from both small, intricate components to large, heavier parts. Perfect for applications that require a manual inspection while cleaning.

Optimising your productivity and reducing your operating costs

MAXIMUM PERFORMANCE

- The speed and effectiveness of Jetkleen saves time, so operators are free to complete more productive tasks. Jetkleen is at optimal cleaning temperature in less than 90 minutes.
- Built-in drying system means components are quickly dried.
- Robust stainless steel construction with a double skin tank; insulates and reduces energy usage.
- An innovative 2 stage filter system keeps the fluid clean and protects the pump.

MAXIMUM VISIBILITY

- The low-voltage lighting system, coupled with the large window design and spacious working area, provides for maximum visibility during the inspection and cleaning process.
- Designed to allow maximum reach in a spacious wash area, the glove position is not fixed, so operators of different heights work in comfort.

MAXIMUM FLEXIBILITY

- An optional turntable, designed for use within the machine, allows for both larger and heavier components to be cleaned perfectly and quickly every time.
- Optional interchangeable nozzles enable you to tailor the spray pattern to the task.
- We offer a range of service plans to meet your exact needs – our aim is to offer maximum flexibility, combined with a premium service, so your machine is always operating at maximum performance. What's more, you have no capital outlay and one simple monthly invoice.

ASK YOUR SALES REPRESENTATIVE FOR MORE DETAILS: TEL: 01909 519300 EMAIL: SKUK@SK-EUROPE.COM



JETKLEEN TECHNICAL SPECIFICATION

Supply Voltage	230 V
Frequency	50 Hz
Dimensions	1735 (H) x 1195 (W) x 800 (D)
Liquid Type	Aqueous Solution
Capacity	100 litres

MAXIMUM SAFETY

- No exposure to VOCs – our highly effective, solvent free cleaning detergent and enclosed operation provides the optimum in safe working environments.
- Safety measures include: interlock on the lid, to ensure it is fully closed before operation, and foot switch for both ease of use and safety.

THE SAFETYKLEEN SERVICE PROMISE



STAGE 1 – DELIVER & SERVICE
We take care of all the machine maintenance and fresh fluid supply at service schedules to suit your exact needs.

STAGE 2 – COLLECT WASTE
We take care of all the waste labelling and legal paperwork, ensuring you are fully compliant.

STAGE 3 – RECYCLE & RETURN TO STOCK
The Waste Framework Directive requires waste producers to ensure their waste is re-used, recycled or disposed of in the most environmentally responsible way. At Safetykleen we endeavour to go beyond full legal compliance.

18
(6x3)

COPY SPANNING 3 COLUMNS

Optimising your productivity and reducing your operating costs

MAXIMUM PERFORMANCE

- The speed and effectiveness of Jetkleen saves time, so operators are free to complete more productive tasks. Jetkleen is at optimal cleaning temperature in less than 90 minutes.
- Built-in drying system means components are quickly dried.
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MAXIMUM VISIBILITY

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MAXIMUM FLEXIBILITY

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- Optional interchangeable nozzles enable you to tailor the spray pattern to the part.
- We offer a range of service plans to meet your exact needs – our aim is to offer maximum flexibility, combined with a premium service, so your machine is always operating at maximum performance. What's more, you have no capital outlay and one simple monthly invoice.

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THE SAFETYKLEEN SERVICE PROMISE



STAGE 1 – DELIVER & SERVICE
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STAGE 3 – RECYCLE & RETURN TO STOCK
The Waste Framework Directive requires waste producers to ensure their waste is re-used, recycled or disposed of in the most environmentally responsible way. At Safetykleen we endeavour to go beyond full legal compliance.

6
6

18 | 28.875 | 6 | 28.875 | 6 | 28.875 | 6 | 28.875 | 6 | 28.875 | 6 | 28.875 | 6 | 28.875 | 6 |

➤ 3.4 A5 FLYER LAYOUT

When designing an A5 portrait flyer, utilise a 6 column grid. The sizing of the outer margin and gutter widths should be the same as the 'small droplet' from the logo size you are using (i.e. 5mm for an A5 document). See page 35 for additional information.



15
(5x3)



5

| 10 | 17.167 | 5 | 17.167 | 5 | 17.167 | 5 | 17.167 | 5 | 17.167 | 5 | 17.167 | 10 |



1. TECHNICAL INFORMATION

2. APPLICATIONS

» **3. DETAILED EXAMPLES**

SERVICE BROCHURES

PRODUCT BROCHURES

SECTOR EXPERTISE BROCHURES

CREATING A BROCHURE

» **CREATING 'GUARDIAN' COLLATERAL**

BACK COVER DESIGN

SALES PRESENTER

➤ 3.5 CREATING 'GUARDIAN' COLLATERAL

1 Select the correct sized logo and size for your document

When creating a new document it is important to choose the correct sized logo.



2 Copy the 'small droplet' and the 'large droplet' from the logo

Once the correct logo has been selected, the next step is to copy the small and large droplet from the logo as highlighted below (and paste into your document). For reference, here are the exact widths of the small droplet:

23.5mm logo – the small droplet is 6mm wide

19.5mm logo – the small droplet is 5mm wide

15.75mm logo – the small droplet is 4mm wide

3 Define your document margins

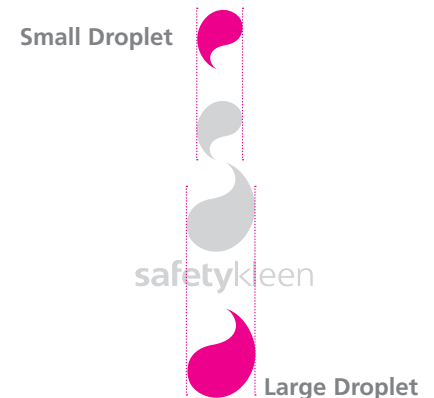
Use the two droplets from the logo to define your document margins and spacing.

Defining the logo size for documents larger than A4

For documents larger than A4, take the larger document width and divide by 210mm. This gives you a value which you multiply by 23.5mm.

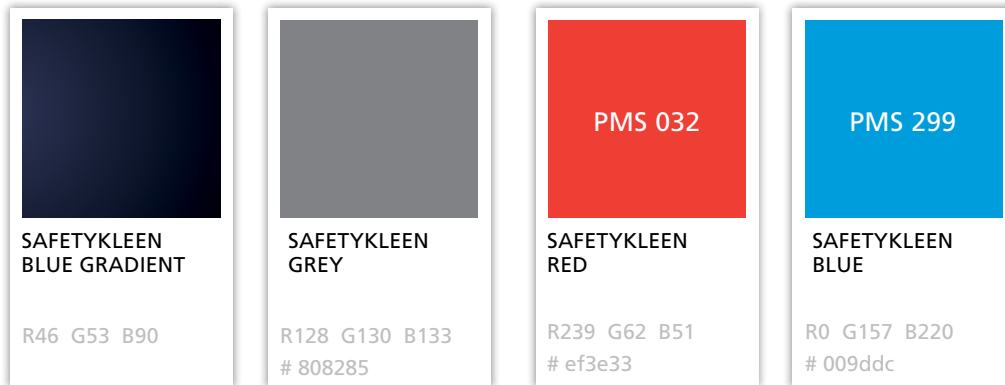
Example for an A3 document

$$297 \div 210 = 1.41 \times 23.5\text{mm} = 33.13\text{mm width logo}$$



› 3.5 'GUARDIAN' COLLATERAL – BRAND COLOURS

The brand utilises 4 key colour swatches which give collateral a consistent look and feel.



C82 M73 Y25 K44 ①

C0 M0 Y0 K60

C0 M91 Y87 K0

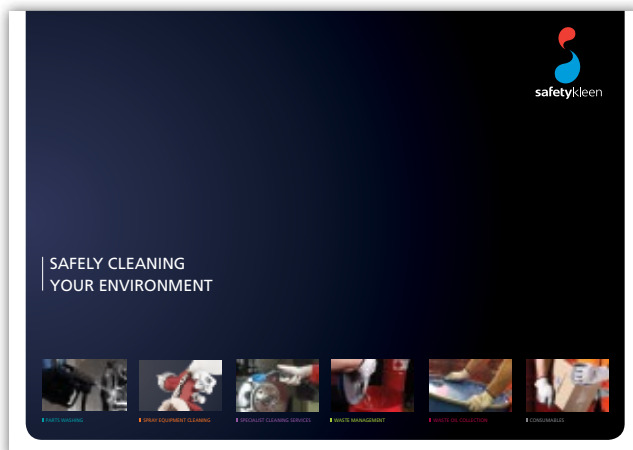
C85 M19 Y0 K0

C99 M89 Y76 K99 ②

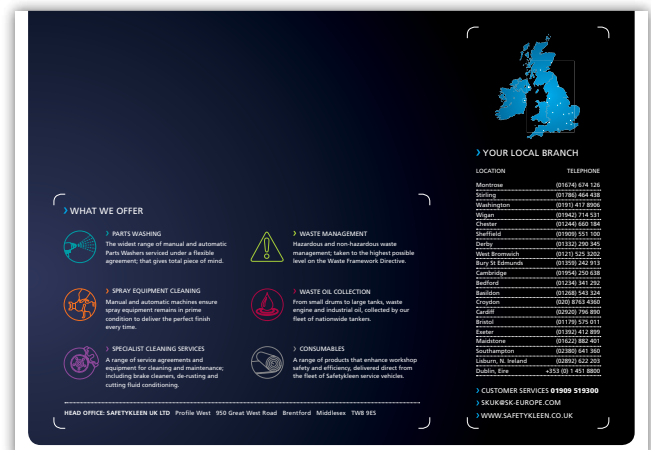


A note on the Safetykleen blue gradient

It is essential that this dark blue gradient is replicated accurately. It should be light on the left-hand side and dark on the right. When used as a background (example below) a radial gradient should be used rather than a linear gradient.



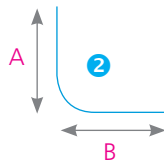
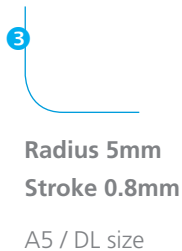
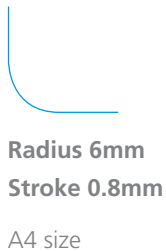
Example usage on Corporate Folder cover



Example usage on Corporate Folder back cover

› 3.5 'GUARDIAN' COLLATERAL – FEATURE CORNERS

For introductory copy or other overview text that requires highlighting, these rounded corners can be used to 'frame' the content.



Inside of Corporate Folder

1 Define the margin

Identify the size of the headline copy and then use an upper-case 'X' to define the margin.

2 Ensure that A and B are of equal length

3 Use a stroke weight of 0.8pt

The thickness of the line should be 0.8pt.

› 3.5 'GUARDIAN' COLLATERAL – ADDITIONAL ELEMENTS

The Safetykleen 'Expertise, Service & Compliance' diagram appears in the 'What we offer' brochure. Where it is not possible to display the full diagram, a smaller alternative version can be used as illustrated below.

Expertise, Service & Compliance Diagram

Smaller version



Example diagram in 'What we offer' brochure

› 3.5 'GUARDIAN' COLLATERAL – ADDITIONAL ELEMENTS

This simple flow diagram explains the Safetykleen Service Promise and should appear in all product brochures. The supporting text shown below **1** should be displayed alongside the diagram.

The Safetykleen Service Promise Diagram



STAGE 1 – DELIVER & SERVICE

We take care of all the machine maintenance and fresh fluid supply at service schedules to suit your exact needs.

STAGE 2 – COLLECT WASTE

We take care of all the waste labelling and legal paperwork, ensuring you are fully compliant.

STAGE 3 – RECYCLE & RETURN TO STOCK

The Waste Framework Directive requires waste producers to ensure their waste is re-used, recycled or disposed of in the most environmentally-responsible way. At Safetykleen we endeavour to go beyond full legal compliance.

1

Supporting Text

Up to 10 times quicker than traditional parts washers – **Jetkleen** is a low energy high pressure parts washer that saves you time and money.

High pressured cleaning removes stubborn contaminants from both small, intricate components to large, heavier parts. Perfect for applications that require a manual inspection while cleaning.

Optimising your productivity and reducing your operating costs

› MAXIMUM PERFORMANCE

- The speed and effectiveness of Jetkleen saves time, so operators are free to complete more productive tasks. Jetkleen is at optimal cleaning temperature in less than 90 minutes.
- Built-in drying system means components are quickly dried.
- Robust stainless steel construction with a double skin tank, insulates and reduces energy usage.
- An innovative 2 stage filter system keeps the fluid clean and protects the pump.

› MAXIMUM VISIBILITY

- The low-voltage lighting system, coupled with the large window design and spacious working area, provide for maximum visibility during the inspection and cleaning process.
- Designed to allow maximum reach in a spacious wash area, the glove position is not fixed, so operators of different heights work in comfort.

› MAXIMUM FLEXIBILITY

- An optional turntable, designed for use within the machine, allows for both larger and heavier components to be cleaned perfectly and quickly every time.
- Optional interchangeable nozzles enable you to tailor the spray pattern to the part.
- We offer a range of service plans to meet your exact needs – our aim is to offer maximum flexibility, combined with a premium service, so your machine is always operating at maximum performance. What's more, you have no capital outlay and one simple monthly invoice.

JETKLEEN TECHNICAL SPECIFICATION

Supply Voltage	230V
Frequency	50 Hz
Dimensions	1725 (H) x 1195 (W) x 800 (D)
Liquid Type	Aqueous Solutions
Capacity	100 litres

› MAXIMUM SAFETY

- No exposure to VOCs – our highly effective, solvent free cleaning detergent and enclosed operation provides the optimum in safe working environments.
- Safety measures include: interlock on the lid, to ensure it is fully closed before operation, and foot switch for both ease of use and safety.

ASK YOUR SALES REPRESENTATIVE FOR MORE DETAILS. TEL: 01909 519300 EMAIL: SALES@SK-UK.COM

THE SAFETYKLEEN SERVICE PROMISE

STAGE 1 – DELIVER & SERVICE

We take care of all the machine maintenance and fresh fluid supply at service schedules to suit your exact needs.

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Example Jetkleen brochure



1. TECHNICAL INFORMATION

2. APPLICATIONS

» 3. DETAILED EXAMPLES

SERVICE BROCHURES

PRODUCT BROCHURES

SECTOR EXPERTISE BROCHURES

CREATING A BROCHURE

CREATING 'GUARDIAN' COLLATERAL

» BACK COVER DESIGN

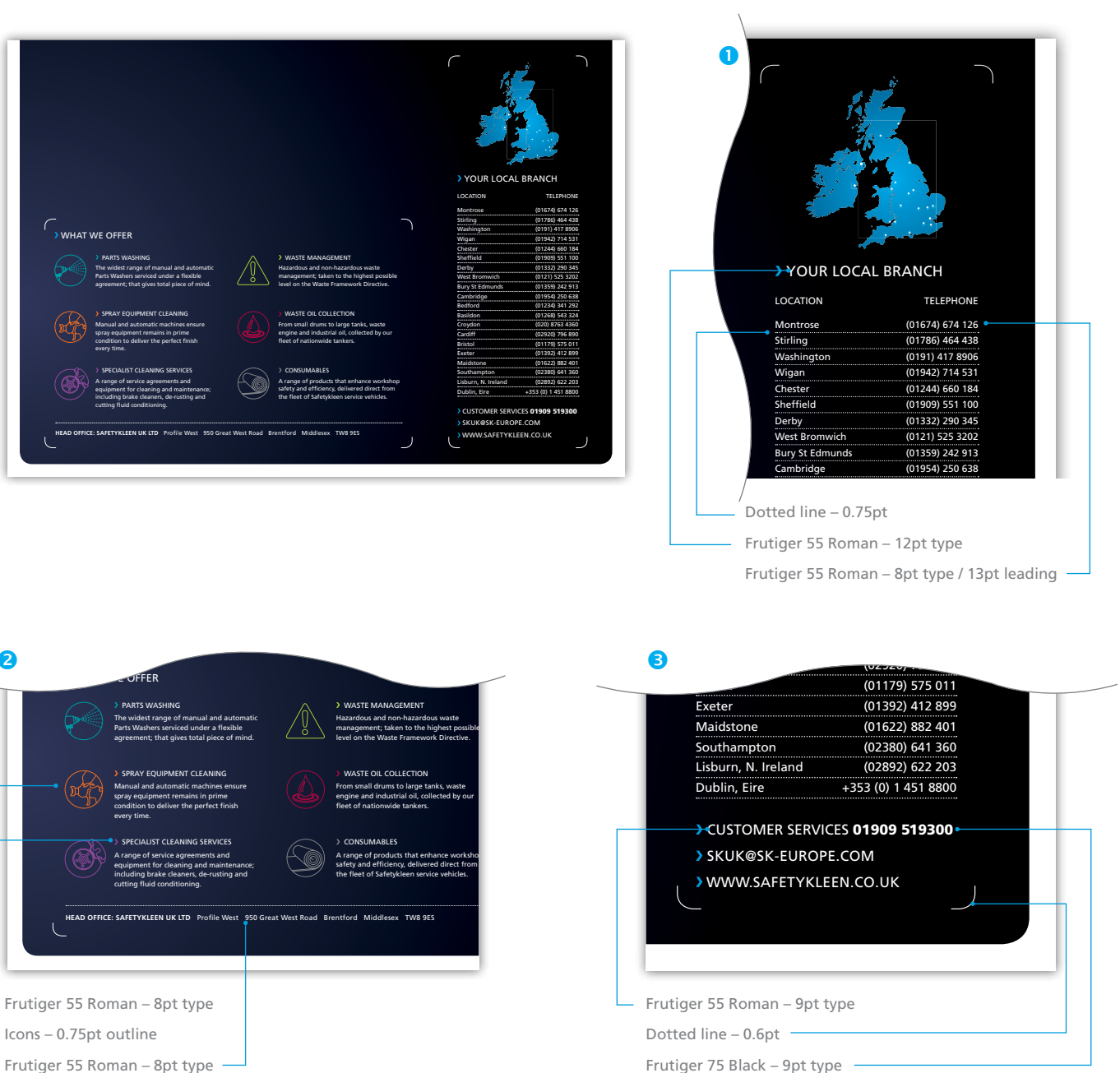
SALES PRESENTER

3.6 BACK COVER DESIGN A

The back of every corporate brochure should have a consistent design.

'Back Cover Design A' is for brochures larger than 2 pages, where there is space to devote the whole page to the contact information. For 1 or 2 page brochures please use 'Back Cover Design B' on page 50.

The design comprises of local branch details ①, an overview of Safetykleen's core capabilities, illustrated with 6 service icons (including the head office address) ②, and a customer services number, email and website address ③.

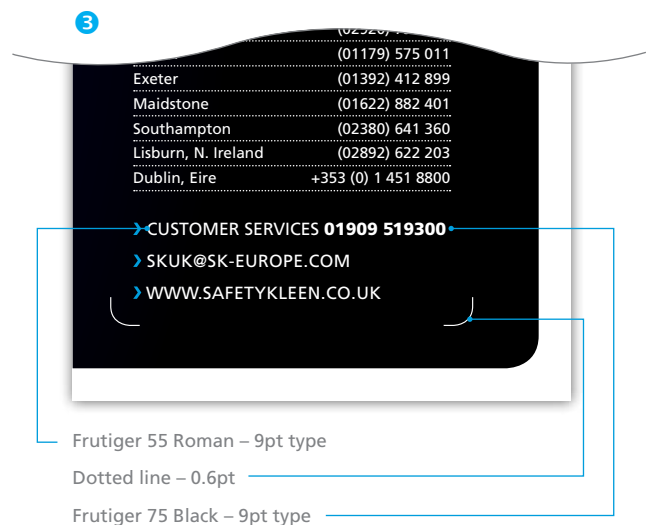
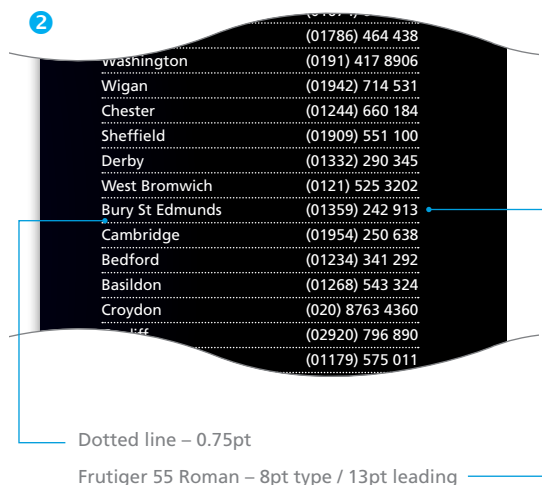
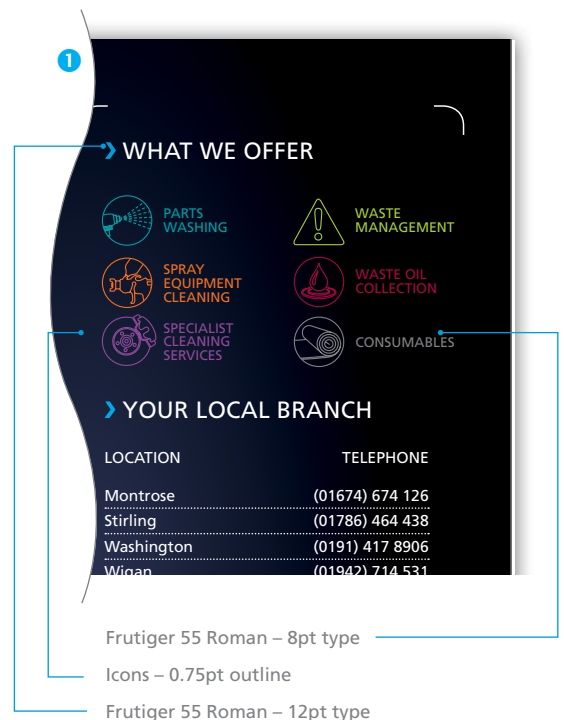
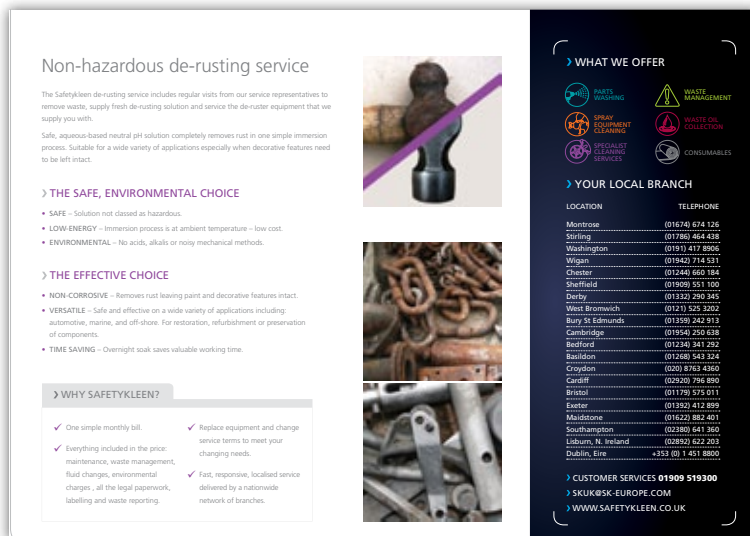


› 3.6 BACK COVER DESIGN B

The back of every corporate brochure should have a consistent design.

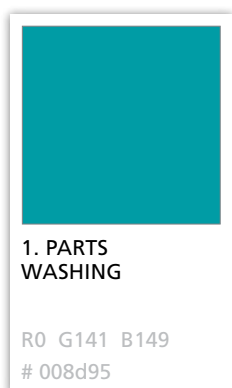
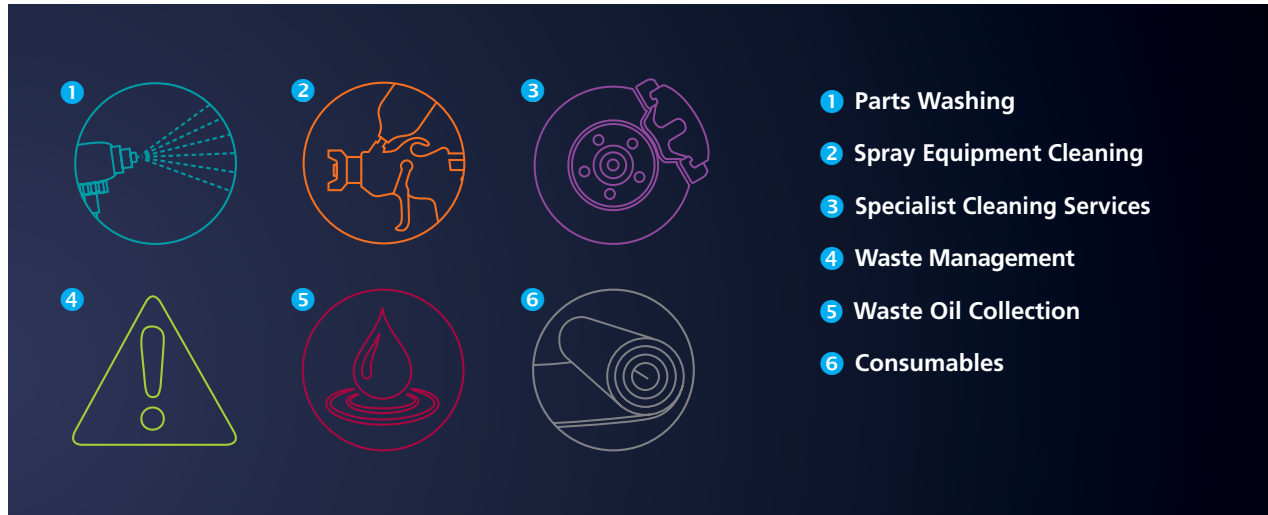
'Back Cover Design B' is for 1 or 2 page brochures where space is limited. For brochures larger than 2 pages use 'Back Cover Design A' on page 49).

The design comprises of an overview of Safetykleen's core capabilities, illustrated with 6 service icons **1**, local branch details **2**, and a customer services number, email and website address **3**.

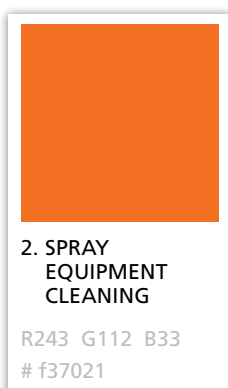


› 3.6 SERVICE CATEGORY ICONS

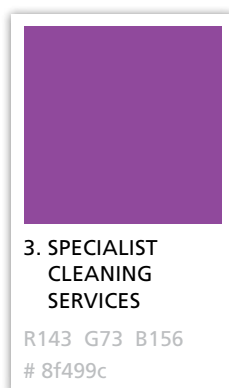
The 6 service categories each have a unique icon. They reinforce and clearly communicate Safetykleen's core capabilities.



C100 M0 Y35 K10



C0 M70 Y100 K0



C50 M85 Y0 K0

When to use the icons

The icons can be used on brochures, flyers, online communications and other marketing collateral. They should, where possible, appear on the dark blue Safetykleen gradient or on a dark section of a photograph. They will also appear on the back of all company brochures.



C40 M0 Y100 K0



C6 M100 Y52 K30



C0 M0 Y0 K60



1. TECHNICAL INFORMATION

2. APPLICATIONS

› **3. DETAILED EXAMPLES**

SERVICE BROCHURES

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CREATING A BROCHURE

CREATING 'GUARDIAN' COLLATERAL

BACK COVER DESIGN

› **SALES PRESENTER**

› 3.7 SALES PRESENTERS – COVER ARTWORK



HEADER

MAIN
AREA

FOOTER

Cover Design

The Sales Presenter Cover Design is based largely on the 'Product Brochure' layout. The **header** and **footer** elements should comply with the sizes detailed on pages 36 to 38.

The **header** band gradient colour is determined by the product or service being presented. See page 8 for details on which colour scheme is appropriate.

The **main area** should encompass a dynamic, close-up product shot and the heading **1**, should appear on an uncluttered section of the photo and not blend in with the image. The heading **1**, should appear in Frutiger 55 Roman – 26pt type / 35pt leading.



Inside Spread Design

› 3.7 SALES PRESENTERS – INSIDE PAGE ARTWORK

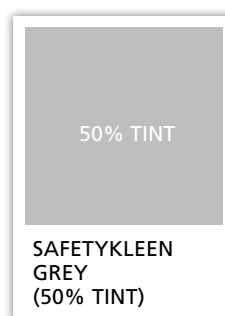


Header & Footer Design

The Sales Presenter Header Design should comply with the measurements detailed above. The header image is horizontally centred on the page. The heading ①, should appear in Frutiger 55 Roman – 18pt type / 20pt leading. The white keyline ②, separating the image from the subheading should be 1.5pt thick. The Footer Design elements should comply with the sizes detailed on pages 36 to 38.

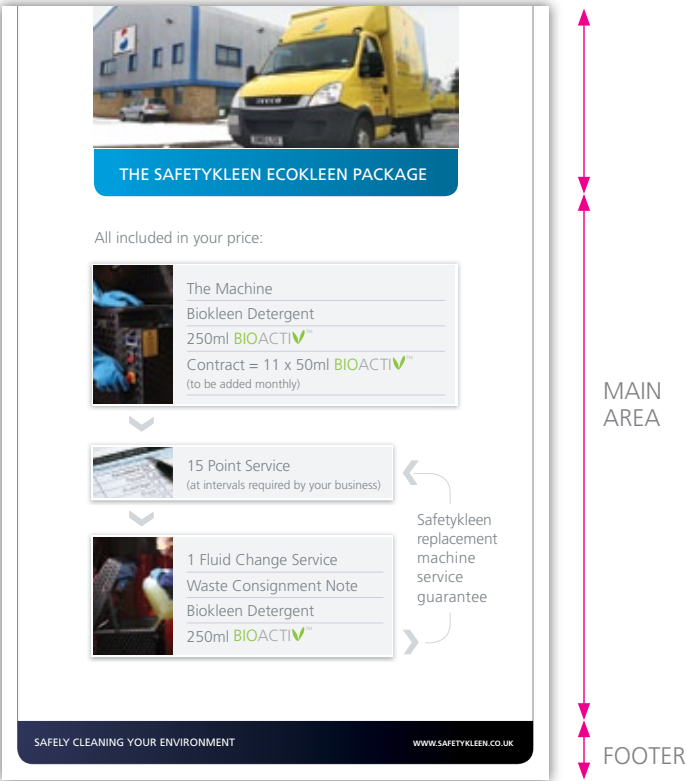
Grey Keyline Border ③

The grey keyline border should be 50% tint of the Safetykleen Grey and 0.4pt thick.



C0 M0 Y0 K60

3.7 SALES PRESENTERS – INSIDE PAGE ARTWORK

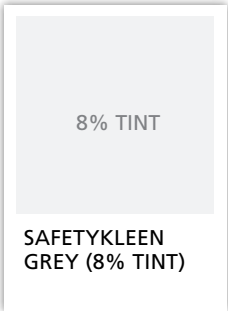


Main Area Design Elements

- 1 1mm white border. Outside box has a 2mm 'Outer Glow' at 40% opacity.
- 2 The Safetykleen arrow (see page 37).
- 3 Larger font is Frutiger 45 Light – 17pt type / 22pt leading in the Safetykleen Grey.
- 4 Smaller font is Frutiger 45 Light – 13pt type / 20pt leading in the Safetykleen Grey.
- 5 Keyline is should be 30% tint of the Safetykleen Grey and 0.8pt thick.

Tint boxes 6

The tint boxes should be 8% tint of the Safetykleen Grey.



C0 M0 Y0 K60