

# The **Bluebook**



# Welcome

Welcome to a world of colors.  
Experience our vision, our personality, our values.  
See what makes our Group different.

Understand the unique expression  
of two national market leaders, becoming only one brand.

Share the story of more than one century in paint.

Guideline the present. Design the future.

Using these guidelines you'll be able to develop a consistent expression of the corporate identity of the Policolor Orgachim Group, to communicate the specificity of its local trademarks: Policolor and Orgachim.



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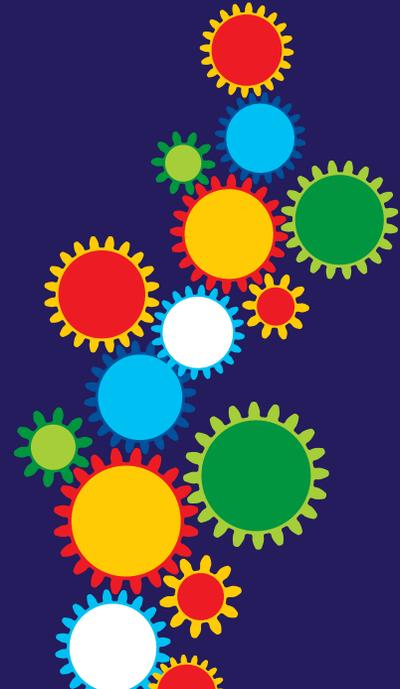
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# Brand Vision Guidelines



# Two companies. One story.



Our story starts with our heritage.

Over **100 years**  
of **history** in colors.

Sometimes red, blue, yellow... green, white or red...  
in other words... policolored.

But constantly: the regional market leader, part of the life  
of millions of people living in the South-Eastern Europe,  
coloring their homes, sharing with them the most important  
moments of their life, for generations.

# Two alphabets. The same language.



Син Albastru  
Roșu Червено  
Зелен Verde

Words may look different, but when we speak about paints and coatings, we speak about colors.

Colors speak “by heart”, they don’t need any alphabet.

That’s why color is the official language of our brand.

Two words. Just one name.

**Policolor** means **Orgachim**

**Orgachim** means **Policolor**

In both countries people regard the brand as:  
“an old helpful friend or relative, always ready to help,  
positive and handy, able to make their life brighter.”

This means more than respect. This means trust, loyalty,  
commitment.

This makes our brand a lovemark that turns every house  
into “my home”.

# Our brand coverage

Policolor Orgachim Group is a corporate brand, covering different business units: architectural, industrial, automotive, etc.

All the business units share the vision and values of the corporate brand: Policolor Orgachim Group.

The architectural business unit, part of the Policolor Orgachim Group, is traded locally under the following brand names:

- Policolor for Romania and other EU and non EU countries;
- Orgachim for Bulgaria.

This manual will refer to these brands as “trademarks” used locally to designate the architectural business unit of the Policolor Orgachim Group.

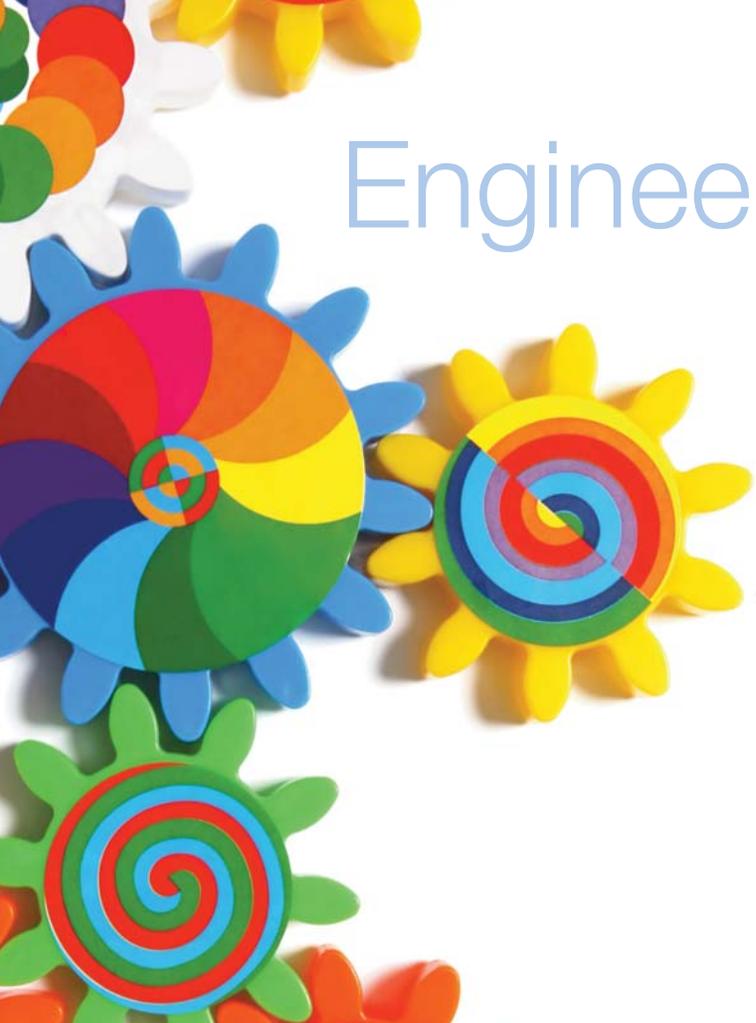


# Our brand wings

Orgachim and Policolor. Two cerebral hemispheres of the brand. One rational, technical rigorous, the other one creative, vivid, emotional.

One linked with the industry, the other one with people. One speaking about our expertise, the other one about our passion.

Both building a unique brand vision, a new perspective for a colorful world.



# Engineering imagination

This is a statement communicating **our mission:**  
to offer a tool to our customers in order to express their ideas,  
creativity, hopes, to bring their dreams to life.

This is a statement uttering **our belief:**  
that future starts today.

As a result, our company is developing a special regard for  
health, nature, and environment, promoting at the same time  
the top cultural achievements of our civilization.

# Our values

Competence • Innovation • Trust

# Competence



This value defines the territory of our brand. It is an attribute shared by our employees and investors with our dealers and customers.

As a regional market leader, we are proud to invest constantly in improving the level of knowledge, to share experiences, to upgrade competencies. To be a trend setter in a market in progress.

# Innovation



This is a core value in our corporate business philosophy.

We stand for innovation offering our customers products based on the latest technological standards, but also products setting new standards in terms of customers' needs based on quality and product benefits.

# Trust



This is a basic value in our relation with employees, customers and investors.

We have earned our employees and partners trust through mutual understanding and support.

We have earned our customers' trust by understanding their needs, and providing constant quality for our products.

We have gained the trust of our investors by delivering consistent results.

We have generated community trust demonstrating a real sense of corporate social responsibility.



# Brand personality

Positive

Friendly

Colorful

Familiar

Reliable

Active



# Colors

Color is the heart of our universe. Color is the expression of our vision about life, about the future.

Color means joy, brightness, hope, expectations. That's why, the goal of our Group is to bring colors into life. To think, design, and share colors.

Color is the core of our visual communication. Bright, vivid, intense, full colors are becoming a trace of the brand identity, generating a fresh, dynamic and positive environment for the messages of our corporation.



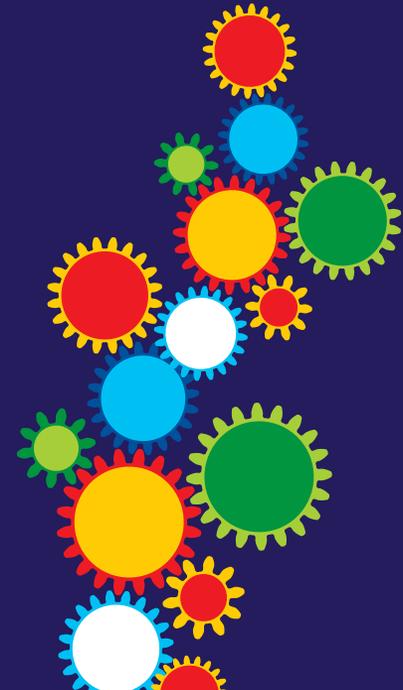
# Core blue

In the center of our colorful universe there is one dominant. Blue.

This is the color inherited from the former logos of the Policolor and Orgachim companies.

This is the color of the sky, the color of freedom, of imagination, of serenity and trust.

# Visual identity Guidelines



# Coverage



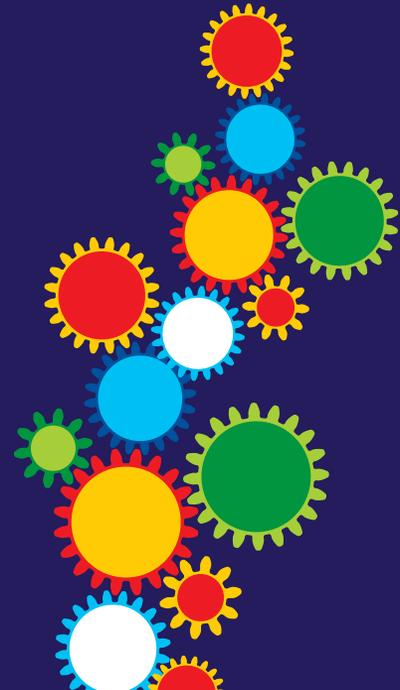
The guidelines of our identity cover two levels:

The corporate identity of the **Policolor Orgachim Group** that is integrating the business of two market leaders: **Policolor SA Romania** and **Orgachim JSC Bulgaria**.

The identity of **Policolor** and **Orgachim trademarks** used in order to assign the corporate communication of the architectural business unit for the Romanian and for the Bulgarian market, respectively.

# Policolor Orgachim Group

## Visual identity



# Usage



The use of the corporate signature is **mandatory** in corporate communication whenever the Group is involved:

- for the internal communication of the Group;
- for the external business to business communication involving the Group in relation with other institutions;
- for the external business to business communication of the business units that are not using separate trademarks, as, for example, the industrial paint business unit.

The use of the corporate signature is **recommended** in the following situations:

- for the business to business communication of the trademarks and/or business unit brands, when the corporate reference is considered necessary;
- in order to assign products, making reference to the manufacturer, in the business to consumer communication.

# Our corporate signature



A dynamic corporate signature has been developed, combining two logotypes into one sign used locally by the Policolor and Orgachim trademarks.

The role of this common corporate signature is to express the fact that now, two market leaders are part of the same team, are part of the same story.

# Occurrences

Primary signature:



Grayscale signature:



One color signature:



**It is always recommended to use the full color version.** Blue or white background would offer the best environment for the corporate signature.



For the one color printing, use Policolor blue as your first choice (as we used in this example) in terms of color. Use white as the "one color signature" on dark backgrounds.

# Signature design

Helvetica Rounded Black; Tracking 0

**Policolor  
Orgachim**

Helvetica Rounded Black; Tracking 0



Helvetica Rounded Black; Tracking 0

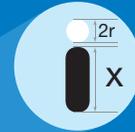
**Policolor  
Orgachim**

Helvetica Rounded Black; Tracking -60

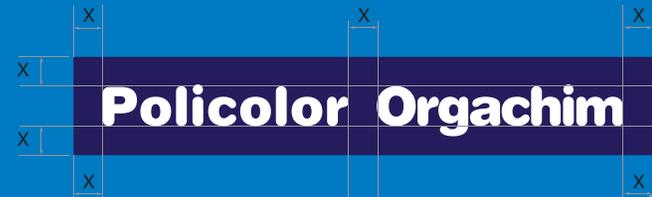
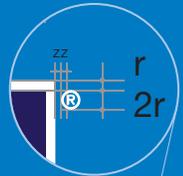
**Policolor  
Orgachim**

The letter "i" has been used to design the corporate signature. The body of the letter "i" is the same in the two words, and will be designated as "x". Use "x" in order to calculate the signature dimensions.

The letter "i" point is designated as "2r", and will be used to calculate the dimensions of the white line and of the registered mark sign.



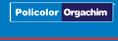
**Policolor  
Orgachim**



**Policolor Orgachim**

# Minimum size

To protect the integrity, legibility and impact of the corporate signature, it must never be reproduced in sizes smaller than 6 mm for the primary signature height, and of 4 mm for the logotype signature height.

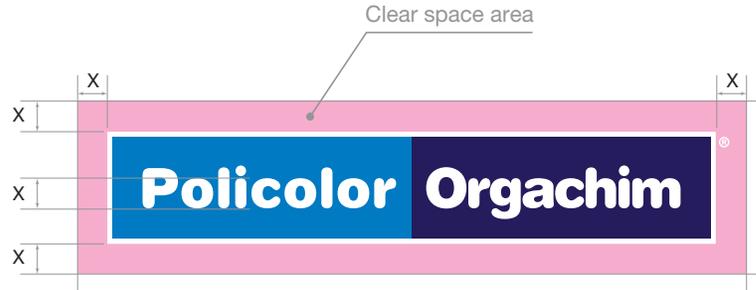
8.5 mm		<b>Policolor Orgachim<sup>®</sup></b>
8 mm		<b>Policolor Orgachim<sup>®</sup></b>
7.5 mm		<b>Policolor Orgachim<sup>®</sup></b>
7 mm		<b>Policolor Orgachim<sup>®</sup></b>
6.5 mm		<b>Policolor Orgachim<sup>®</sup></b>
6 mm		<b>Policolor Orgachim<sup>®</sup></b>
5.5 mm		<b>Policolor Orgachim<sup>®</sup></b>
5 mm		<b>Policolor Orgachim<sup>®</sup></b>
4.5 mm		<b>Policolor Orgachim<sup>®</sup></b>
4 mm		<b>Policolor Orgachim<sup>®</sup></b>
3.5 mm		<b>Policolor Orgachim<sup>®</sup></b>

# Legibility

The signature must never appear linked or crowded by other graphic elements: copy, icons or other logos.

It is mandatory to maintain a minimum clear area around the signature. The minimum clear area is defined using: "x" - the height of the body of letter "i" of the logotype.

The presence of the white frame of the corporate signature isolates it and offers a good legibility even if the signature background is an image.



# Don't

Don't reproduce the corporate signature in any other way than those specified in this manual.

The examples shown here, and all other deviations from the guidelines in this manual, are incorrect and strictly prohibited.

Master artwork must be used for the reproduction of all elements.

Don't use tints



Don't position vertically or at an angle



Don't substitute typefaces



Don't alter colour usage



Don't change background colour



Don't affect the minimum clear area

tum tellus nisi non ante. Cras lacinia ante at diam egestas ali  
nec  
rsec  
i ull  
ndre  
npus nulla porta. Aliquam mollis porttitor gravida. In

The logo 'Policolor Orgachim' is shown with a diagonal line of text overlapping it. A diagonal line is drawn over the logo, indicating it is incorrect.

Don't use outlines



Don't crop



Don't use old logos



# Our corporate colors



Policolor blue - **Pantone 300**

It is the color inherited from the former logo of the Policolor brand. This will be the dominant color for the Group's corporate communication, and as an alternative to white, the secondary color used in the visual identity of Policolor and Orgachim trademarks.

## **Pantone 300**

CMYK: 100 / 43 / 0 / 0

RGB: 0 / 122 / 194

Web color: #0066cc



Orgachim blue - **Pantone 276**

This color, inherited from the former Orgachim logo, could be used in corporate communication materials to underline and emphasize the presence of Policolor blue.

## **Pantone 276**

CMYK: 87 / 87 / 0 / 51

RGB: 37 / 28 / 92

Web color: #1d134a

# Our typography

# Helvetica

The typeface of our brand is Helvetica. It is a highly functional typeface widely available both in Latin and Cyrillic alphabet.

All weights of Helvetica family including italics, may be used for all printed items.

Secondary type face is Arial.

- Helvetica regular
- Helvetica condensed
- Helvetica light
- *Helvetica italic*
- **Helvetica bold**
- ***Helvetica bold italic***
- Helvetica medium
- **Helvetica black**
- ***Helvetica black italic***
- **Helvetica rounded bold**
- ***Helvetica rounded bold italic***

# Arial



# Our corporate stationery

Policolor blue is a corporate identity element reinforcing the presence of our Group signature, as you may notice in the following applications.

# Letterhead

## Dimensions:

Document: A4: 210x297mm

Logo: H=14 mm

Blue stripe: 210x35 mm

## Address details:

Aligned with the logo. Use two or one address according to the local or regional use of the documents. The address details height must not exceed the equivalent of 2,5H

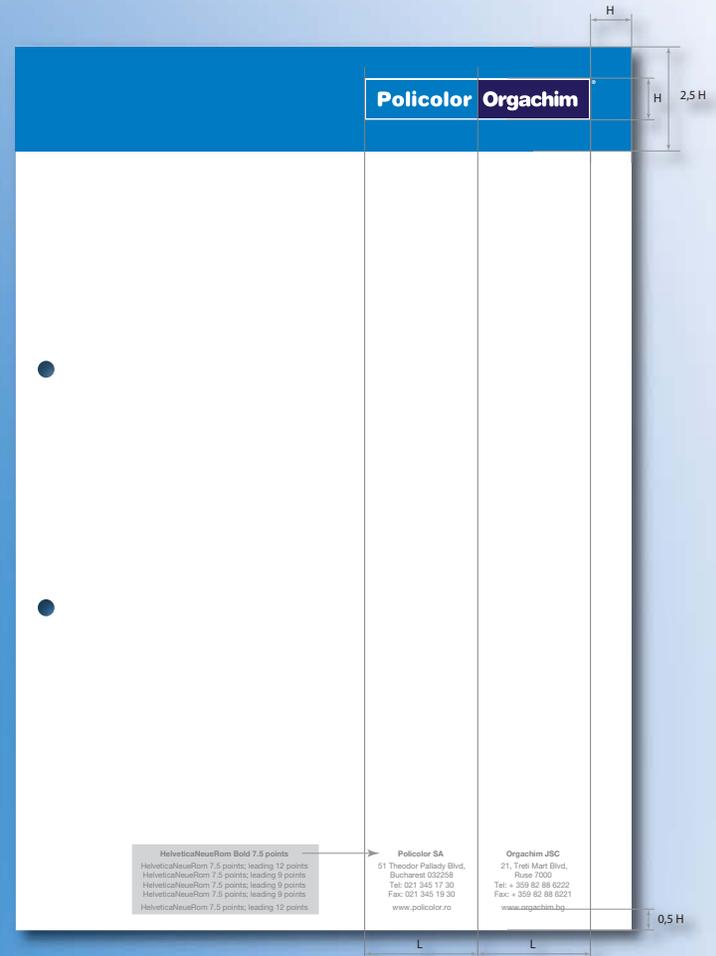
## Colors:

Header: Policolor Blue - Pantone 300

Address: black 60%

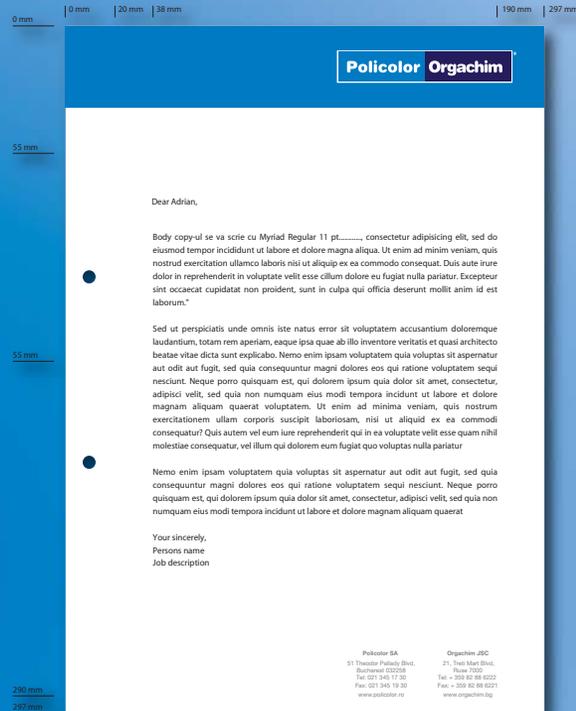
## Proportions:

For a paper size different from A4, the above mentioned dimensions will be adjusted proportionately.



# Letter template

For official correspondence it is recommended to use preprinted paper with letterhead.



# Fax sheet

## Policolor Orgachim

<b>Policolor SA</b> 51 Theodor Pallady Blvd, Bucharest 032258; Tel: 021 345 17 30; Fax: 021 345 19 30 www.policolor.ro	<b>Orgachim JSC</b> 21, Trei Mari Blvd., Ruse 7000 Tel: + 359 82 88 6222; Fax: + 359 82 88 6221 www.orgachim.bg
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• Date • Pages number :

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• Expeditor

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• Destinatar

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## Policolor Orgachim

<b>Policolor SA</b> 51 Theodor Pallady Blvd, Bucharest 032258; Tel: 021 345 17 30; Fax: 021 345 19 30 www.policolor.ro	<b>Orgachim JSC</b> 21, Trei Mari Blvd., Ruse 7000 Tel: + 359 82 88 6222; Fax: + 359 82 88 6221 www.orgachim.bg
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• Date • Pages number :

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• Expeditor

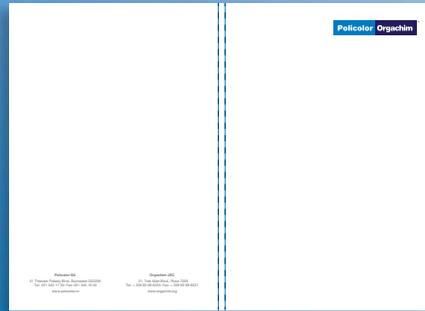
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• Destinatar

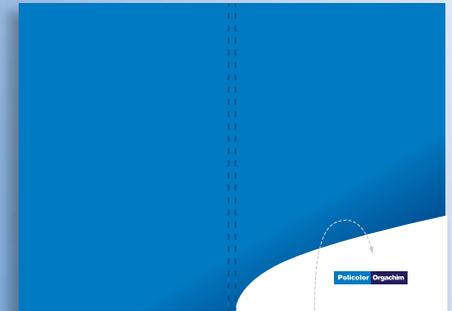
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# Folder

White folder



Exterior 1



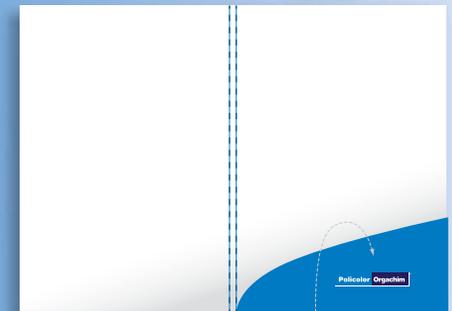
Inside folder

folder poket

Blue folder



Exterior 2



Inside folder

folder poket

# Business cards

Dimension: 90x50mm  
Support: white cardboard  
Colors: Pantone 300 C  
Pantone 276 C  
Cool Gray

**HelveticaNeueRom Bold 8 pt**  
HelveticaNeueRom Roman 7 pt; leading 8.4 pt

HelveticaNeueRom Roman 6 pt; leading 7.2 pt  
HelveticaNeueRom Roman 6 pt; leading 7.2 pt

**HelveticaNeueRom Bold 7 pt; leading 8.4 pt**  
HelveticaNeueRom Roman 6 pt; leading 7.2 pt  
HelveticaNeueRom Roman 6 pt; leading 7.2 pt

**HelveticaNeueRom Bold 7 pt; leading 8.4 pt**  
HelveticaNeueRom Roman 6 pt; leading 7.2 pt  
HelveticaNeueRom Roman 6 pt; leading 7.2 pt

**HelveticaNeueRom Bold 7 pt; leading 12 pt**



# Compliment card

**Policolor** **Orgachim**®

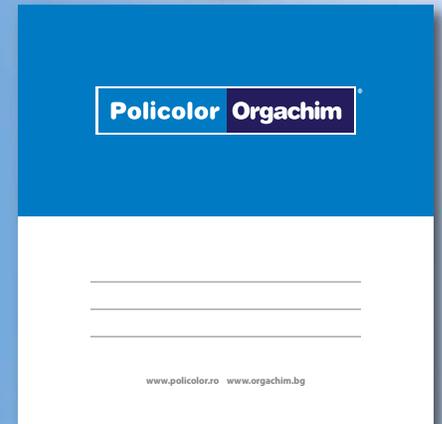
## With compliments

**Policolor SA** - 51 Theodor Pallady Blvd, Bucharest 032258, Tel: 021 345 17 30, Fax: 021 345 19 30, [www.policolor.ro](http://www.policolor.ro)  
**Orgachim JSC** - 21, Treti Mart Blvd, Ruse 7000, Tel: + 359 82 88 6222, Fax: + 359 82 88 6221, [www.orgachim.bg](http://www.orgachim.bg)

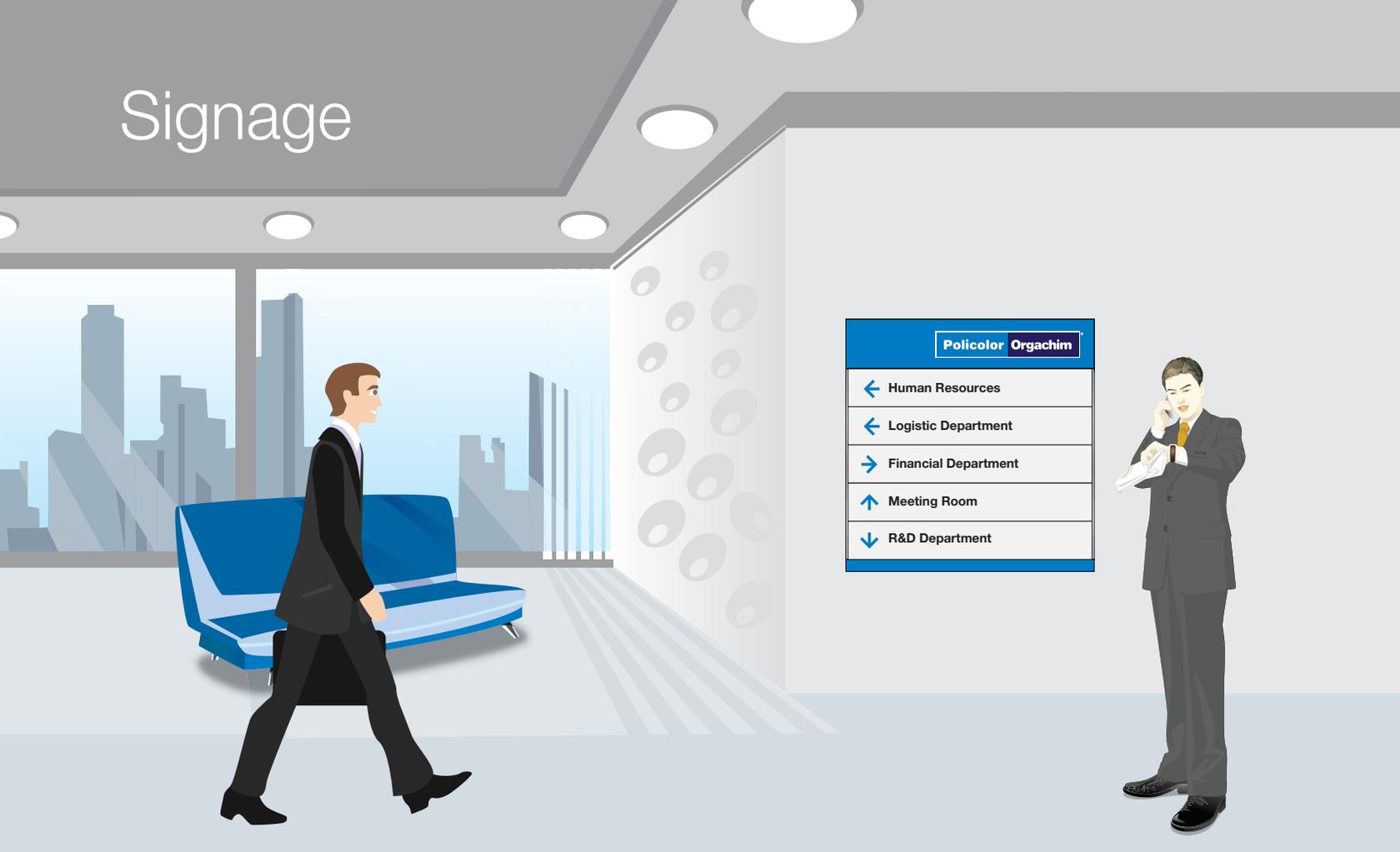
# Envelopes & cd labels



It is recommended to print our Group stationery on white cardboard or paper and to avoid to use other colors or sophisticated textures.



# Signage



Policolor Orgachim	
←	Human Resources
←	Logistic Department
→	Financial Department
↑	Meeting Room
↓	R&D Department

# Our tone of voice



The verbal identity may reflect the positive and friendly attributes of our brand. A straight, simple and call to action tone of voice reflects our brand personality.

Also the reference to our corporation in bodytext will be made by using lower case, such as here: Policolor Orgachim Group.

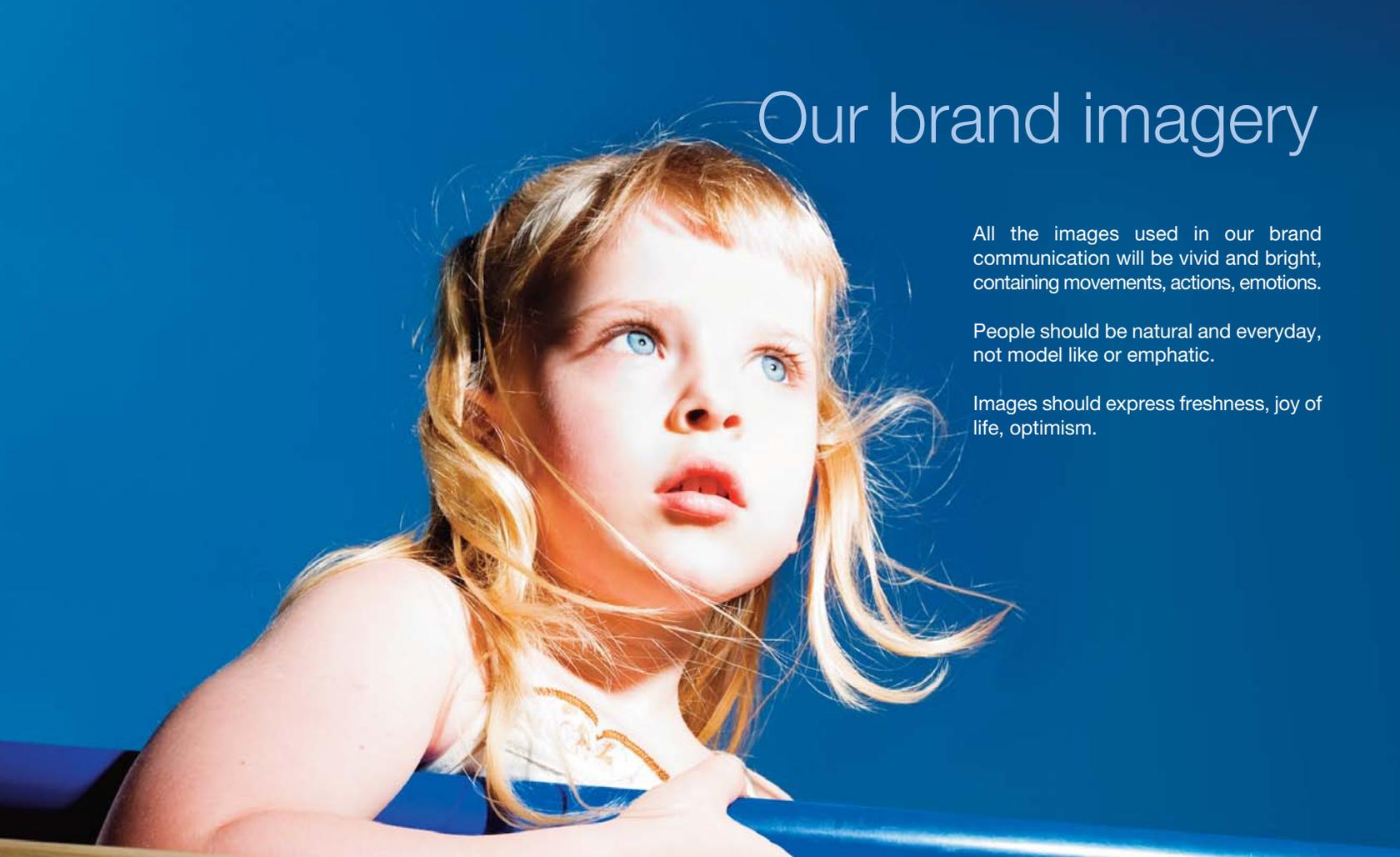
The use of our corporation name in capitals would be inconsistent with the 'friendly touch' we want our brand to portray.

# Our brand imagery

All the images used in our brand communication will be vivid and bright, containing movements, actions, emotions.

People should be natural and everyday, not model like or emphatic.

Images should express freshness, joy of life, optimism.



# Endorsement and co-branding

Group signature may be used in the business to business communication of the Deko Professional and Klar sub-brands as a reference to the manufacturer in order to relate and endorse their market presence.

The use of the trademark logo: Policolor or Orgachim in the presence of the corporate signature is not recommended.

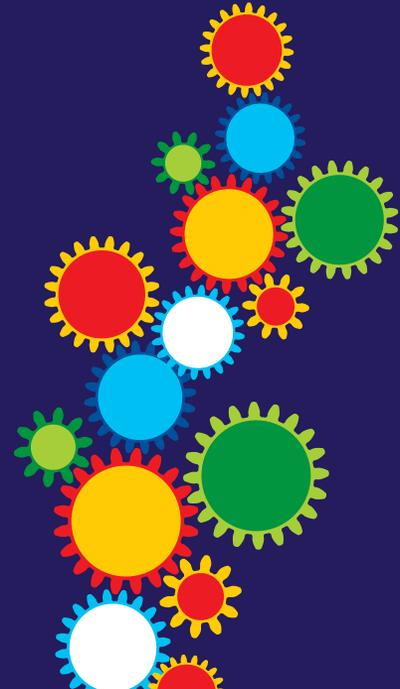
To avoid redundancy, designate clear the level communication involved: local versus regional, business to business versus business to consumer, or at least determine which level predominates.

Even in the situation when both corporate and trademark signatures should be used on the same material, avoid to make them visible in the same time.



# Policolor & Orgachim Trademarks

## Visual identity



# Usage

The use of the trademarks is recommended in:

- local business to business communication of the architectural business unit in relation to retailers, distributors, dealers;
- local business to consumer communication of the architectural business unit.

# Our trademarks signatures



Policolor signature will be used in Romania and in other EU and non-EU countries except Bulgaria in order to endorse the products from the architectural business unit owned by the Policolor Orgachim Group.



Orgachim signature will be used in Bulgaria in order to endorse the products from the architectural business unit owned by the Policolor Orgachim Group.

The trademarks' signatures are directly derived from the Group signature and, as a result, you may notice that they are designed and used according to similar rules.

Apply the guidelines from the previous chapter regarding the colors, typography, tone of voice, imagery in order to develop a consistent trademark communication.

# Occurrences

Primary signature:

Cyrillic signature:

One color signature:

**Policolor**<sup>®</sup>

**Orgachim**<sup>®</sup>

**Опрахум**<sup>®</sup>

**Policolor**<sup>®</sup>

**Orgachim**<sup>®</sup>

**Policolor**<sup>®</sup>

**Orgachim**<sup>®</sup>

**Опрахум**<sup>®</sup>

**Policolor**<sup>®</sup>

**Orgachim**<sup>®</sup>

**This is the recommended version of signature for our trademarks.** The use of the primary signature is reinforcing the connection with the Group identity.

For Orgachim, a cyrillic version of the signature may be used, on the Bulgarian market if necessary.

For the one color printing, use Policolor blue as your first choice in terms of color.

Black color was used here as an example.

## Logotypes signatures

**Policolor**<sup>®</sup>

**Orgachim**<sup>®</sup>

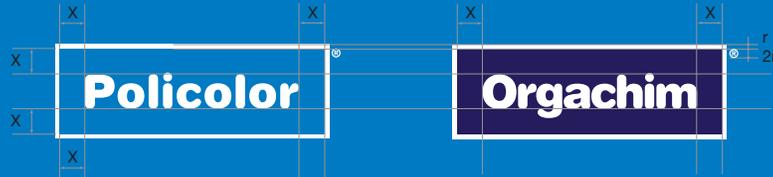
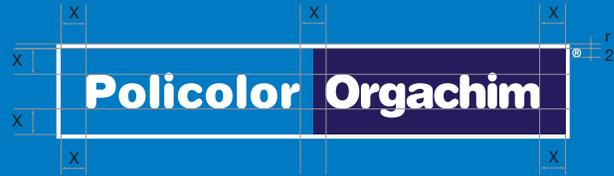
**Опрахум**<sup>®</sup>

**Policolor**<sup>®</sup>

**Orgachim**<sup>®</sup>

**The logotype is a simplified version of the trademark signature.** This secondary option offers the possibility to increase the dimension of the trademark logotype, providing more visibility especially inside small areas.

# Signature design



**Policolor**  $\oplus$   $2r$

**Orgachim**  $\oplus$   $2r$

The letter "i" has been used to design the corporate signature. The body of the letter "i" is the same in the two words, and will be designated as "x". Use "x" in order to calculate the signature dimensions.

The letter "i" point is designated as "2r", and will be used to calculate the dimensions of the white line and of the registered mark sign.

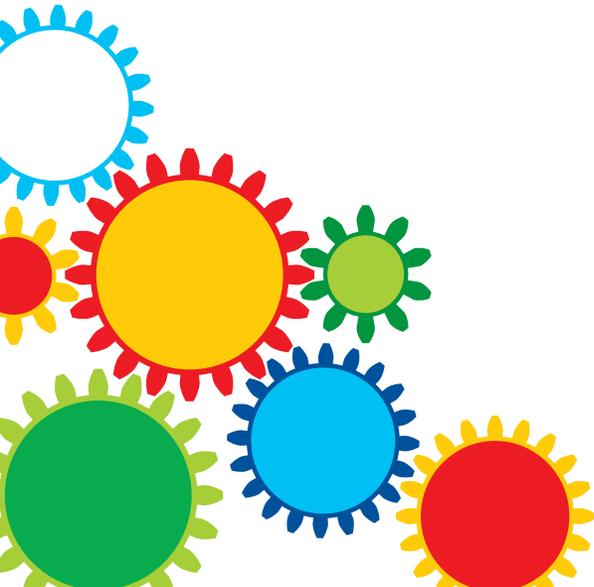
# Gear

Here is the most important element of our trademarks visual identity system: the Gear.

Designed in order to reinforce our trademarks communication, the Gear adds color, energy and creativity.

The "gear wheel" is the basic example of mechanical engineering: but in our communication it is a symbol for working as a team, moving forward, powering imagination.

Vivid and poli-colored, our Gear is the best graphic expression of our brands' vision, the footprint of the trademarks communication.



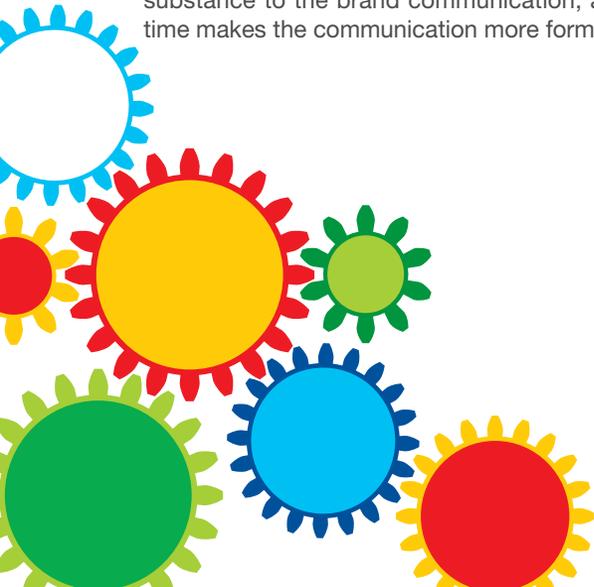
# Brandline

## Engineering imagination

Our brandline is a statement expressing the spirit of our trademarks and also the vision of our Group.

Our brandline is the verbal expression of the Gear.

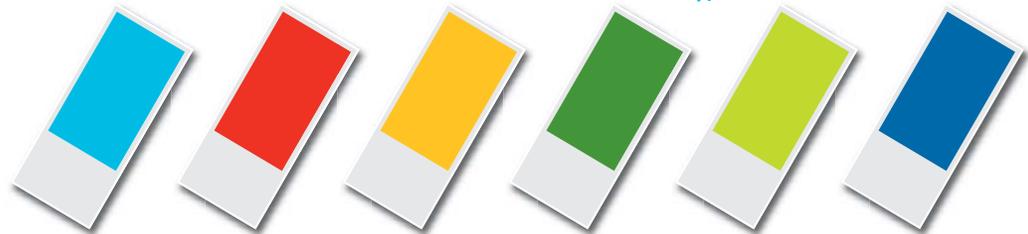
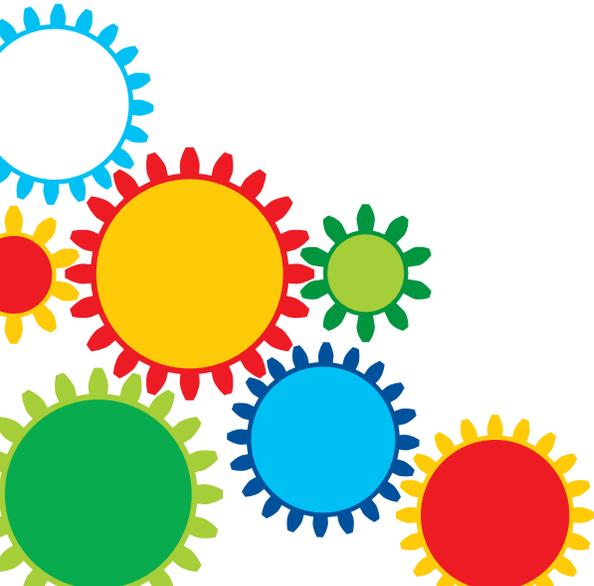
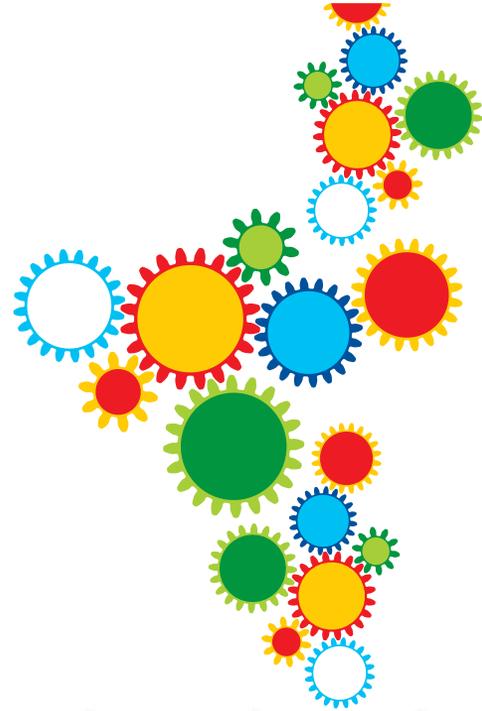
The use of the brandline is not mandatory. It adds more substance to the brand communication, and at the same time makes the communication more formal and “global”.



# Gear palette

The Gear palette is a springboard to the policolored universe of our brands.

You may add color to stationery and trademarks literature using the Gear and colors form the Gear palette.



**Pantone 306C**  
70 / 0 / 0 / 0

**Pantone 485C**  
0 / 100 / 100 / 0

**Pantone 123C**  
0 / 20 / 100 / 0

**Pantone 362C**  
80 / 0 / 100 / 0

**Pantone 584C**  
40 / 0 / 100 / 0

**Pantone 2945C**  
100 / 70 / 0 / 10

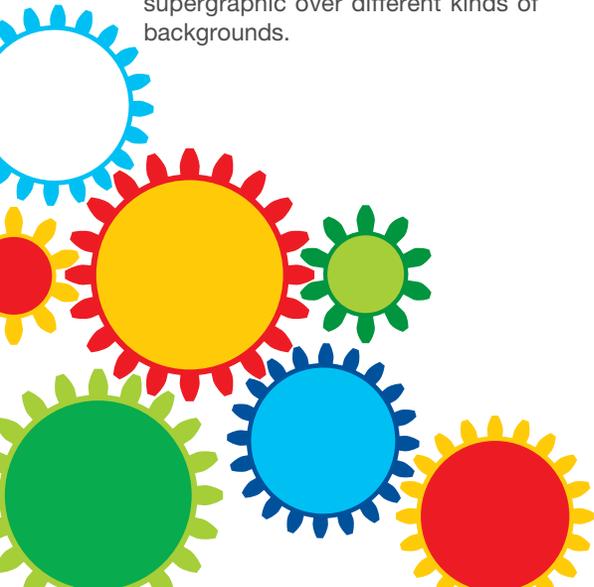
# Gear usage

The Gear is a graphic element offering you more freedom than an icon in developing creative visual applications for our trademarks.

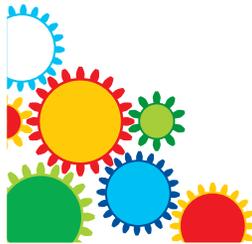
You may crop, scale and rotate the Gear, in order to fit specific surfaces.

The Gear should be used only as a group. Do not reorder, change colors, or distort it.

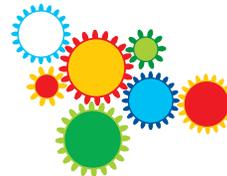
According to the same creative vision, you may use the Gear as a supergraphic over different kinds of backgrounds.



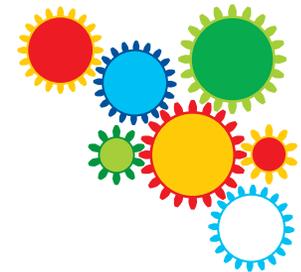
Crop



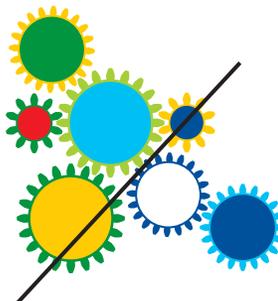
Scale



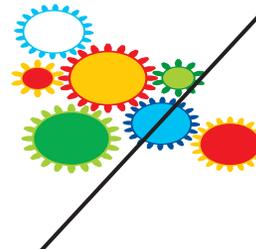
Rotate



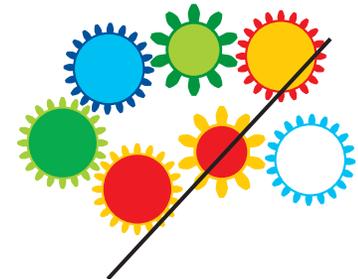
Change colors



Distort



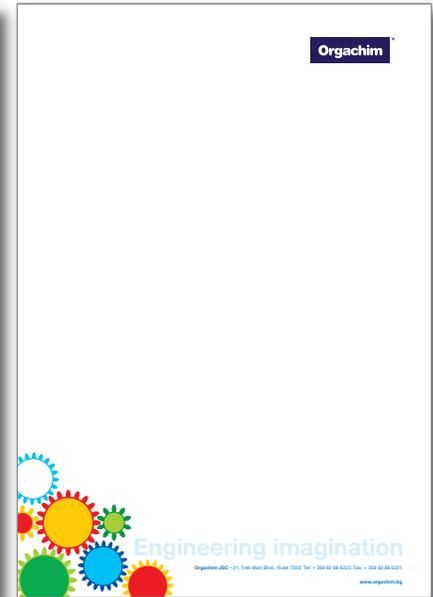
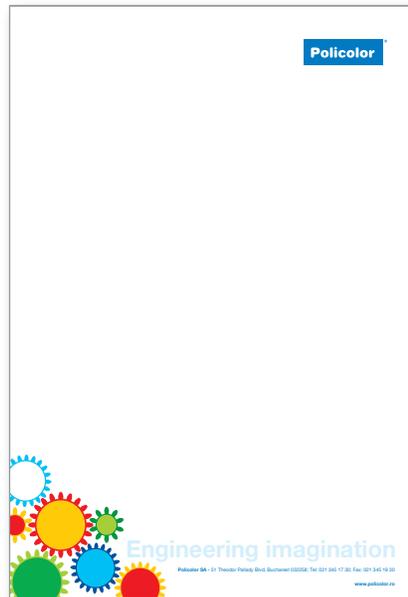
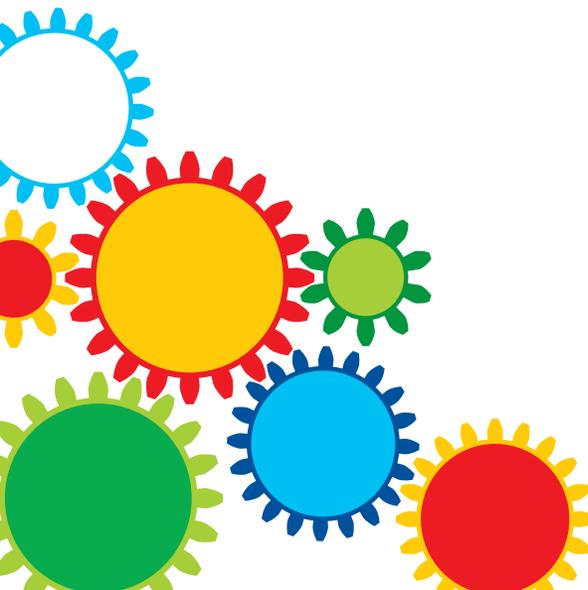
Reorder



# Letterhead

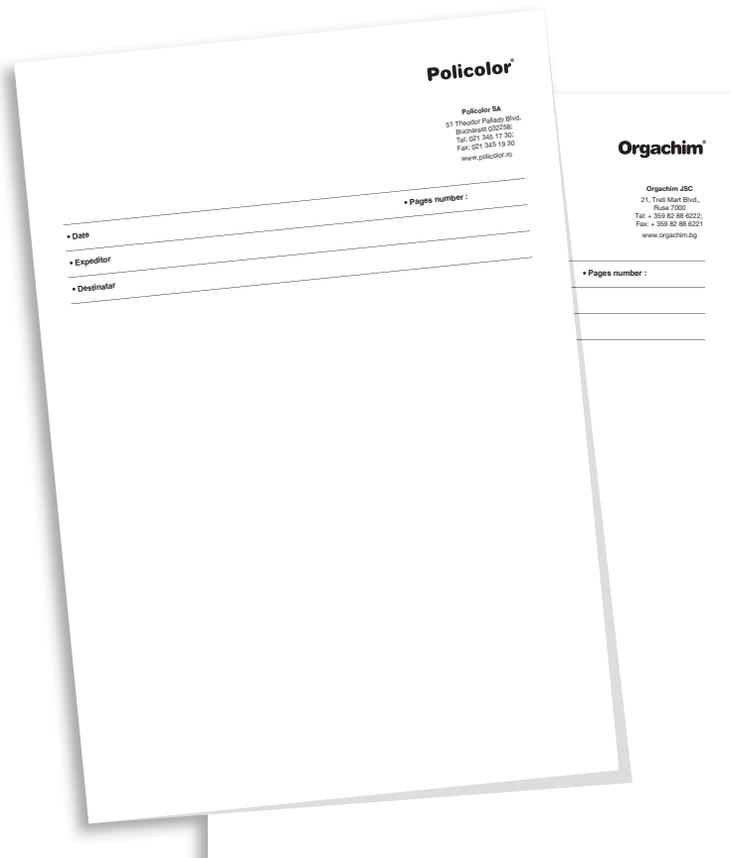
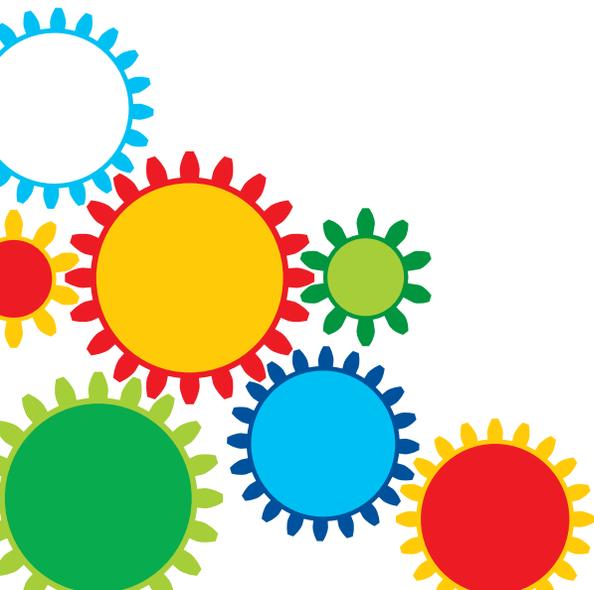
For a paper size different from A4, the above mentioned dimensions will be adjusted proportionately.

For official correspondence, it is recommended to use preprinted paper with letterhead.



# Fax sheet

On black & white materials it is recommended to use the logotype signature, as you may notice from this application.



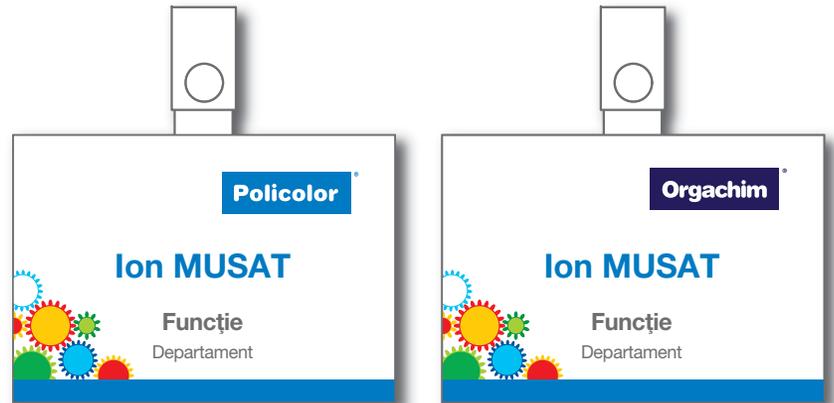
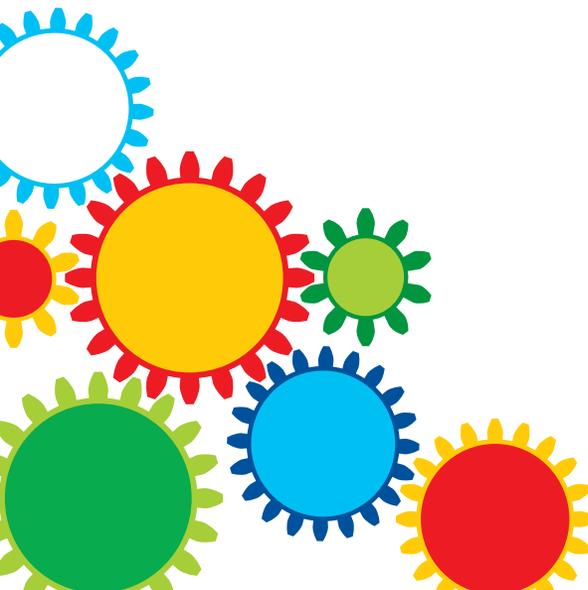
# Business cards

The visit cards of our employees with local responsibilities: sales people, distributors, dealers, etc are referring strictly to the local trademarks.



# Id tag

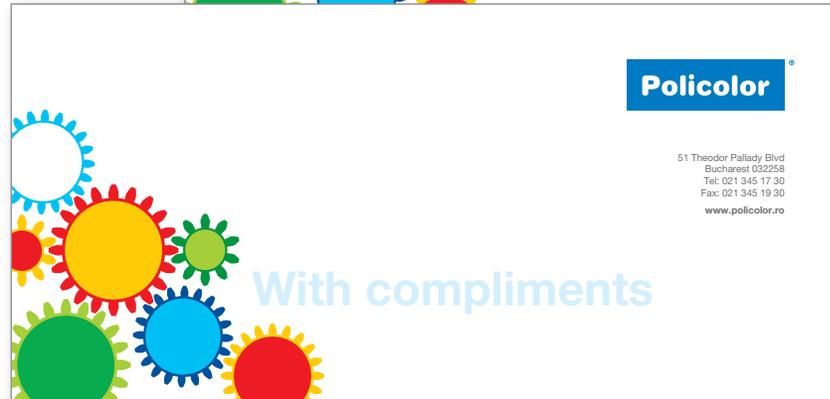
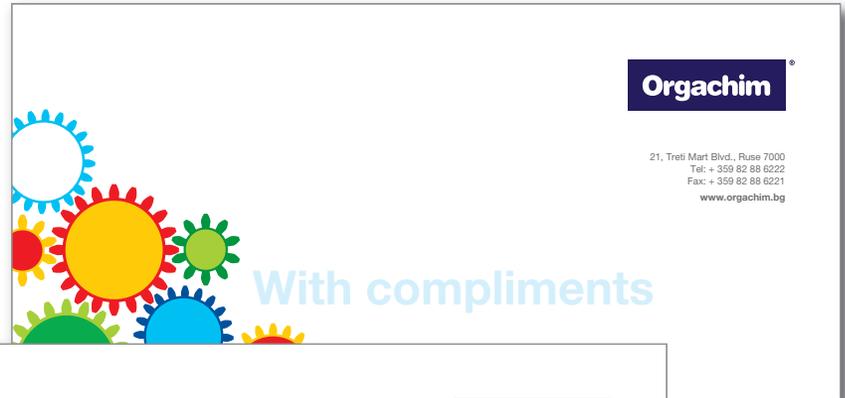
The Gear may be used whenever it is possible to bring color and energy to the materials used in the trademarks' communication.



# Compliment card

Sometimes, a relevant copy may complete the presence of the Gear as in the compliment card application.

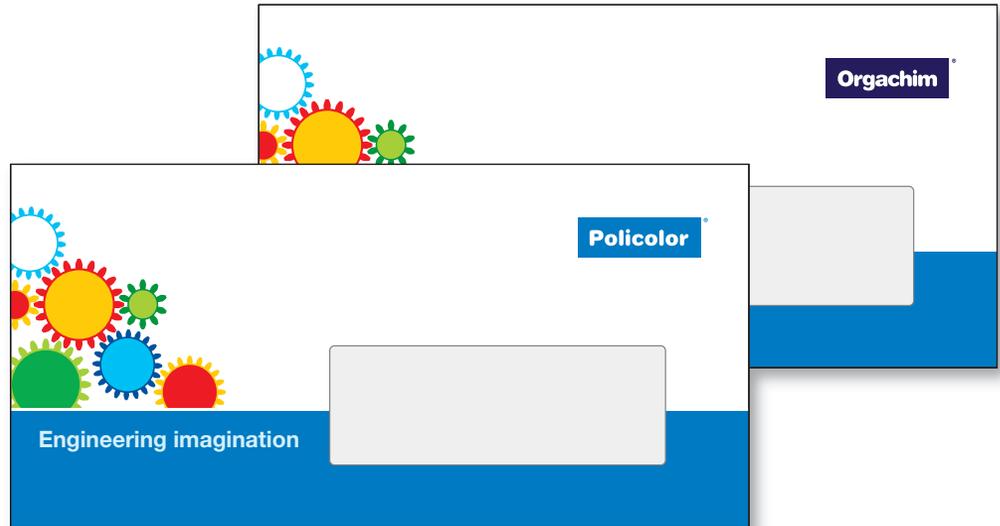
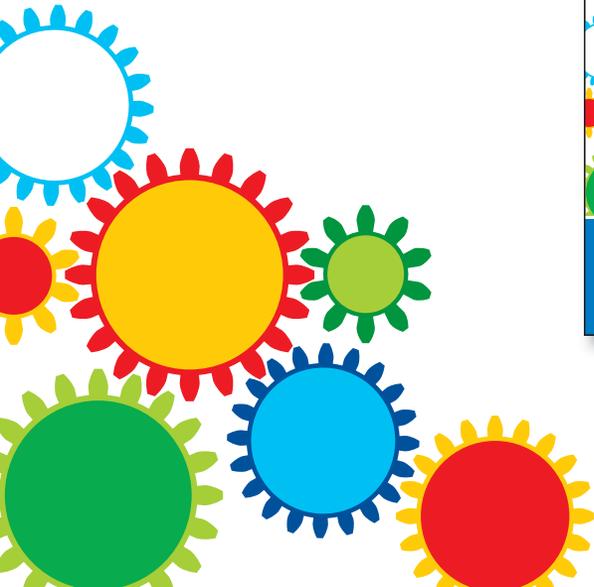
Make sure that the text does not exceed 3-4 words, and the layout remains simple, elegant and clean.



# Envelopes

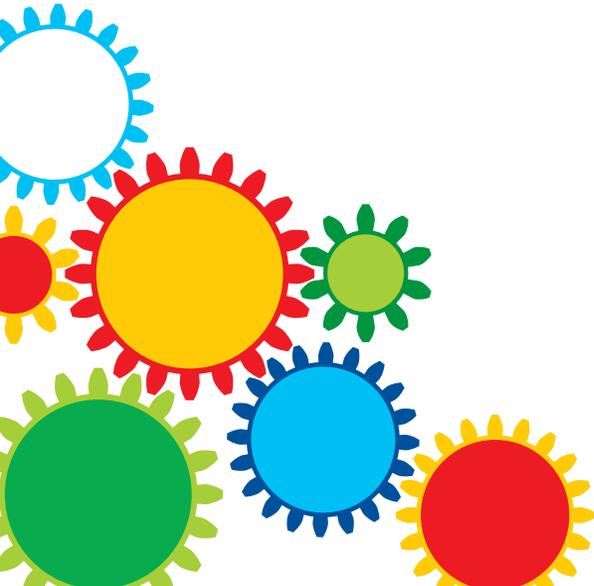
We may use the brandline reference on the envelopes especially if business to business communication is involved.

The English brandline may suggest that the trademarks are part of an international Group.



# More

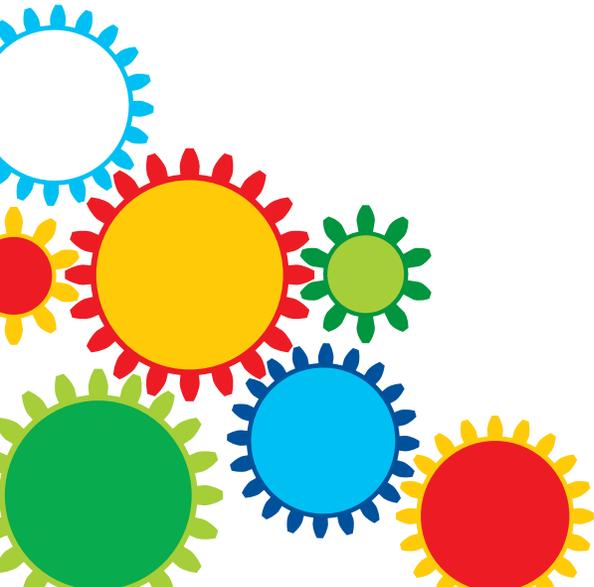
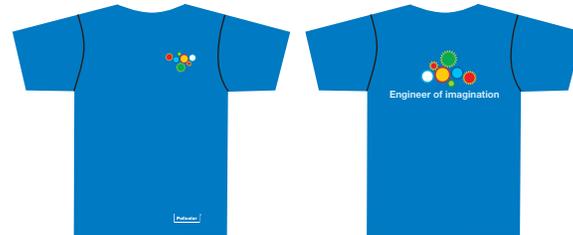
You may use only the primary signature or the logotype if there are restrictions related to the area, texture, or the material to be personalized. But, in all the other cases, the presence of the Gear is recommended.



# T-shirts

A personal touch is always welcomed in our trademarks communication.

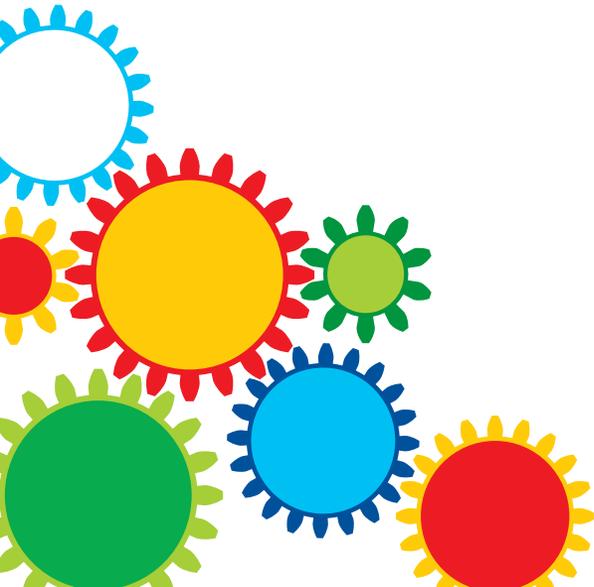
For example we may designate our staff as "engineers of imagination" and we may use this reference for personalizing their T-shirts.



# Bags

The use of the Gear offers a dynamic approach in our trademarks communication, based on the "imagination" core concept of our brand.

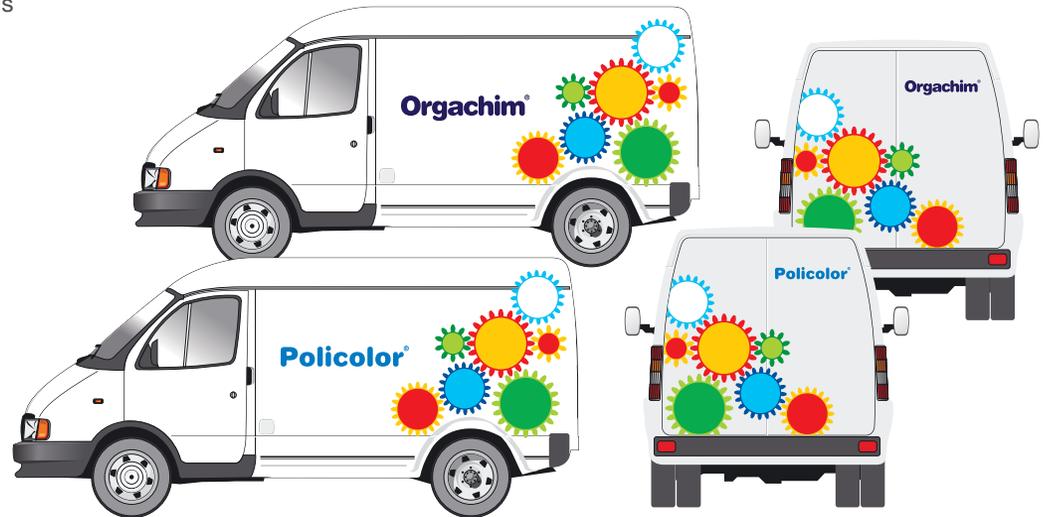
Here are some examples of different usages of the Gear accompanied or not by the brandline.



# Cars

Notice the use of the logotype in relation to the Gear for the personalization of our cars.

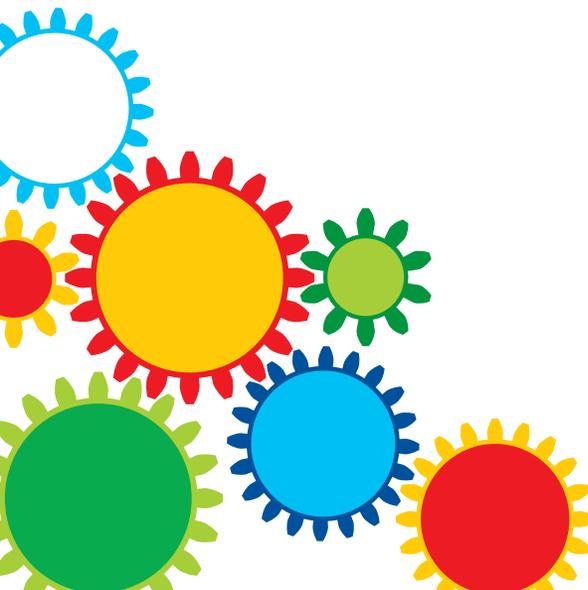
The possibility to increase the size of the letters will recommend the use of the logotype instead of the primary signature of the trademarks in this context.



# Banners

In developing a banner design you may take into account the usage, visibility and environment.

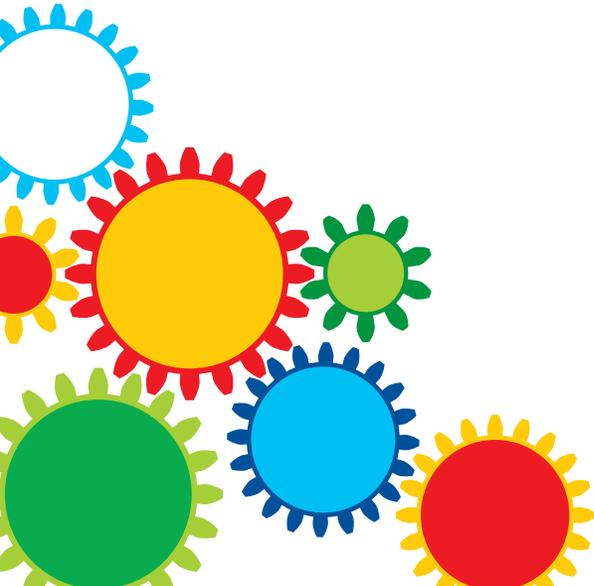
Hereby we suggest some examples, but further developments are recommended in accordance with the particular usage.



# Flags

The vertical position of the logotype offers the best visibility for our trademarks signature circumstances considered.

In case of other similar materials you may consider this possibility even if the horizontal usage is the primary choice.

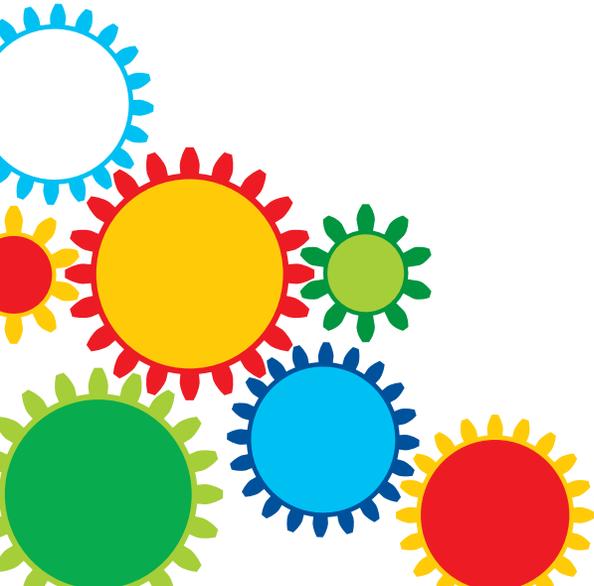


# Unipol

If we aim to make our signature visible from afar, we may choose to use the logotype in association with the Gear.

The frame of the primary signature generates a 2 point reduction of the logotype.

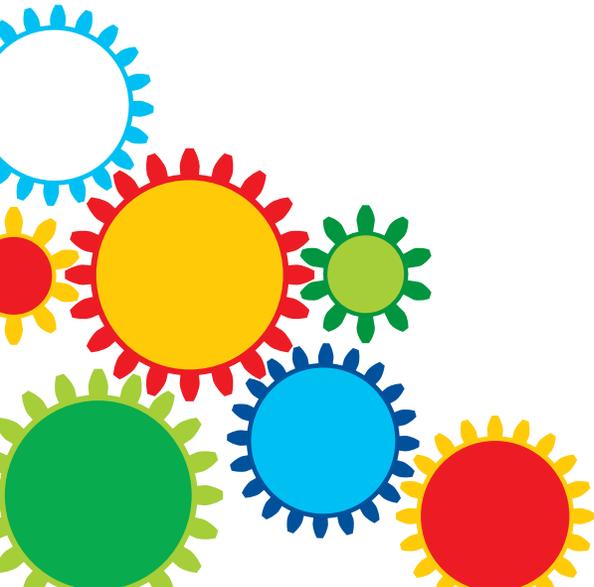
Sometimes, as in this situation, it is better to sacrifice the corporate awareness generated by the primary signature for a better visibility of the trademark name.



# Lightbox

It is always useful to refer to the context and use it to build relevant communication.

This example proves how the frame of the lightbox is echoes the frame of our signature. As a result, the logotype usage creates a primary signature suggestion.

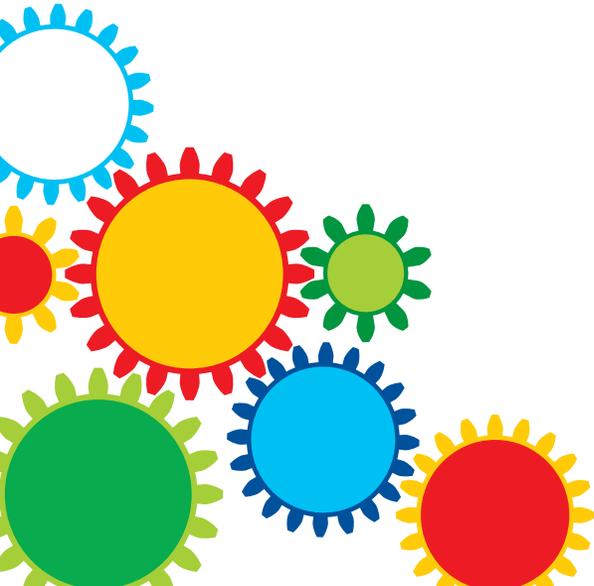


# Store

The Gear in association with the trademark logotype may be used in the indoor and outdoor communication of our shops.

Lightboxes, banners but also other innovative tools may build a strong presence of our shops in the city.

We have to design our shops not only as "cash points" for our business, but also as "imagination touch points".



# Press ad

The press ad is an application proving the possible use of the trademark signature in the presence of a product brand.

Notice the distant placement of the product logo and packaging in relation to the trademark signature in order to preserve a strong and legible presence for each of them.



**Policolor**

**SPOR KIDS cu Ioni de Argint.  
Fară solvenți. Fără alergii.**

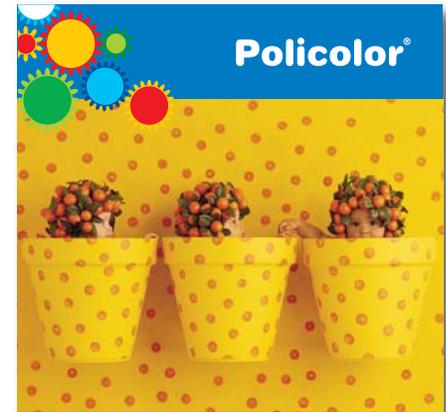
**DESCRIERE:** Vopsea superlavabila recomandata pentru decorarea camerelor de copii si camerelor din spitale. Vopseausa are in compozitie Ioni de argint, ceea ce ii confera un efect permanent antibacterian. Se poate aplica pe suprafete interioare pe baza minerala: zidarie, ciment, placi de gips-carton, vopsele pe baza de latex.

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[www.policolor.ro](http://www.policolor.ro)

# Mesh

This is another example demonstrating how the trademark signature may sustain and endorse product brand communication.



**SPOR KIDS cu Ioni de Argint.  
Fară solvenți. Fără alergii.**



[www.policolor.ro](http://www.policolor.ro)

The visual applications in this manual  
are available also in electronic versions.

Please contact our communication office  
to receive additional information,  
support or/and necessary approvals.

