



BRAND BOOK

DESIGNER VERSION

V2 -2025

wirquin

DESIGNER VERSION: BRANDBOOK

PURPOSE: Guidelines for execution of all Wirquin branded materials

SCOPE: All Wirquin Subsidiaries

Revision	Nature of modification	Author	Date
A	Creation	F. Wasner	18/01/2021
B	Update	F. Wasner & S. Barré	01/12/2025

INTRODUCTION

WHY ARE WE SHARING THESE GUIDELINES?

This document will provide you with a clear understanding of the brand story.

A story that helps us get up every morning and come to work feeling great about what we do.

A story to explain why we exist, what we promise our customers and what role we play in their lives.

It also provides a set of tools for bringing the brand to life, wherever and whenever we are seen.

We aim to give the Wirquin brand a more qualitative and professional image in line with its positioning.

The guidelines and their application give consistency to the brand, both internally and externally, in a rigorous way.

THE RESPECT OF THESE GUIDELINES IS MANDATORY

You are not allowed to create any packaging on your side without following these guidelines.

1 / OUR BRAND p.5

- 1.1 BRAND STORY & HERITAGE.....p.6
- 1.2 OUR VISIONp.8
- 1.3 OUR MISSIONp.9
- 1.4 OUR PROMISEp.10
- 1.5 OUR CORE VALUES..... p.12
- 1.6 OUR POSITIONING p.13

2 / VISUAL IDENTITYp.14

- 2.1 LOGOS P.15
- 2.2 COLOURS..... p.21
- 2.3 GRAPHIC ELEMENTS p.24
- 2.4 CORPORATE IMAGERYp.25
- 2.5 PRODUCT IMAGERY..... p.26
- 2.6 IMAGERY IN A SHAPE p.27
- 2.7 PICTOGRAMS p.28
- 2.8 FONTS..... p.31
- 2.9 SOCIAL MEDIA ICON & WEBSITEp.32

3 / TONE OF VOICE p.33

- 3.1 INTENTION..... P.34
- 3.2 SEMANTIC FIELD..... P.35
- 3.3 STYLE P.36
- 3.4 EXAMPLE..... P.38

4 / APPLICATIONS p.39

4.1 PRODUCT BRANDING.....p.40

4.2 CORPORATE DOCUMENTS p.41

- | | |
|-----------------------------|--------------------------|
| > LETTER WITH HEADER.....42 | > BUSINESS CARD44 |
| > INVOICE42 | > FOLDER45 |
| > FAX.....43 | > JOB OFFER.....46 |
| > MEMO INFORMATION..43 | > EMAIL SIGNATURE.....47 |
| > MINUTE REPORT43 | > POWERPOINT48 |

4.3 CORPORATE BRANDING..... p.49

- | | |
|-------------------------|---------------------|
| > SIGNBOARD50 | > STAND.....53 |
| > TOTEM.....51 | > FURNITURE54 |
| > ROLL UP51 | > WALL54 |
| > WORK EQUIPEMENT....52 | > GOODIES.....55 |

4.4 PRINTED TOOLS p.56

- | | |
|-----------------------------------|-----------------------------|
| > PACKAGING.....57 | > USERGUIDE80 |
| > PIM DATA SHEET.....75 | > SPARE PART SHEET.....81 |
| > MULTIPLE PRODUCTS
SHEET...76 | > CATALOGUE82 |
| > LEAFLET RANGE.....77 | > PRESS ADVERTISING83 |
| > INSTRUCTION SHEET ...78 | > POS84 |

4.5 DIGITAL TOOLS p.85

- | | |
|------------------------|--------------------|
| > WEB BANNER86 | > VIDEO.....93 |
| > SOCIAL MEDIA87 | > WEBSITE103 |

1 / **OUR BRAND**

1.1 BRAND STORY & HERITAGE

1.2 OUR VISION

1.3 OUR MISSION

1.4 OUR PROMISE

1.5 OUR CORE VALUES

1.6 OUR POSITIONING

VISUAL IDENTITY

VOICE OF BRAND

APPLICATIONS

1. OUR BRAND

1.1 BRAND STORY & HERITAGE

FROM A FAMILY PROJECT TO AN INTERNATIONAL SUCCESS STORY

It was the late 1960s, and the adventure started with the visionary energy of Daniel Le Coënt. Alongside his father-in-law, Henry Wirquin, Daniel **revolutionised the sanitary equipment sector by inventing plastic toilet flushing mechanisms** — a pioneering idea for its time. This major innovation marked a turning point, and in 1977, Wirquin Plastiques opened its first production site in Carquefou, near Nantes.

Driven by the creative momentum provided by Daniel, the company gradually **became a major player in the sanitary sector**. It quickly expanded internationally, fueled by strong values and the commitment of its subsidiaries.

Now led by his son, Grégory Le Coënt, Wirquin continues to thrive on its family-driven and people-focused culture. Its 1,000 employees **passionately design and proudly market smart and innovative solutions for the water cycle**.

Thanks to the ongoing trust of customers and partners worldwide, Wirquin improves users' comfort, hygiene, and health. It's **a success story where people, innovation, and excellence unite to shape a more sustainable future** — the essence of our brand promise: Smart for Good.



1. OUR BRAND

1.1 BRAND STORY & HERITAGE



Over the years, Wirquin has evolved into a unified and powerful global brand. Its visual identity reflects this transformation, embodying consistency, strength, and recognition across markets worldwide.

1977

1988

2003

2009

2011

2013

2021



1. OUR BRAND

1.2 OUR VISION



BE THE REFERENCE SUPPLIER IN THE SANITARY AND PLUMBING MARKETS BRINGING SMART, SUSTAINABLE AND COMPETITIVE SOLUTIONS TO OUR CUSTOMERS

Our solutions are designed **to meet our customers' needs** while enhancing comfort and hygiene, and reducing environmental impact.

Building on our tradition of creativity, we are committed to making hygiene and health **accessible to all** and contributing to a more sustainable future.

We **reinvent** home hygiene and comfort for **the benefit of the planet and its inhabitants.**



1. OUR BRAND

1.3 OUR MISSION

PROVIDE SMART AND SUSTAINABLE SOLUTIONS FOR BETTER LIVING

Women & Men at Wirquin **invent** with **enthusiasm** and proudly sell qualitative technical solutions and services related to **water cycle, smart and innovative**, improving end-users' life comfort, hygiene and health while reducing our environmental impact.

Our strength lies in our ability to **anticipate customers' requirements** and create innovative plumbing solutions and sanitaryware that make **users' lives easier** and **help professionals and installers** work more effectively.



1. OUR BRAND

1.4 OUR PROMISE



By creating our signature – ***Wirquin, Smart For Good*** – we have chosen to go beyond the objective of economic performance.

This signature embodies the pursuit of smart and sustainable solutions, designed to improve daily comfort while respecting the planet.

A balance between innovation, well-being, and environmental responsibility that reflects the values of a company **acting for the common good**.



1. OUR BRAND

1.4 OUR PROMISE



«Day after day, we bring to life the most beautiful of promises: Wirquin, Smart For Good»



WIRQUIN

*means human
and family*

- Strong human values
- A responsible company



SMART

*means creativity
and innovation*

- Responding to market needs
- Creativity at every stage



FOR GOOD

*means responsibility
and usefulness*

- A commitment to the planet
- Useful and responsible products



1. OUR BRAND

1.5 OUR CORE VALUES



TEAM SPIRIT
CUSTOMER FOCUS
INNOVATION
SUSTAINABILITY
EMPOWERMENT

By sharing the same values of team spirit, empowerment, customer focus, sustainability, and innovation, we work together to successfully carry out our projects and create lasting impact.



TEAM SPIRIT



CUSTOMER FOCUS



INNOVATION



SUSTAINABILITY



EMPOWERMENT



1. OUR BRAND

1.6 OUR POSITIONING

3 POSITIONING



GOOD



- A brand for Basic products that fulfill essential function(s) with no competitive advantage
- Aligned with our local / low cost competitor's basic products positioning

Sold with Essential branding or Private Label

BETTER



- Fulfill the essential function + additional user/installer feature/benefits
- First generation of Wirquin innovation
- Competitive with our local competitor's middle range products positioning, good value for money.

Sold under Wirquin brand or Private Label

BEST



- Flagship, innovative products with unique and singular benefits still considered as premium
- Price coherence with premium competitors
- Perfectly embody the WIRQUIN brand image and are drivers of development.

Must be sold exclusively under Wirquin Brand

Wirquin expands its market reach through its “Good” and “Better” private-label ranges, increasing volumes and attracting diverse consumer profiles. This approach enables multiple price levels across various distribution channels. By protecting its “Best” products, Wirquin reinforces its position and image as an innovation leader in plumbing and sanitaryware.



2 / **VISUAL IDENTITY**

2.1 LOGOS

2.2 COLOURS

2.3 GRAPHIC ELEMENTS

2.4 CORPORATE IMAGERY

2.5 PRODUCT IMAGERY

2.6 IMAGERY IN A SHAPE

2.7 PICTOGRAMS

2.8 FONTS

2.9 SOCIAL MEDIA ICON & WEBSITE

2. VISUAL IDENTITY

2.1 LOGOS



> LOGO ONLY



PRODUCT BRANDING
CORPORATE BRANDING

> LOGO & CLAIM



CORPORATE BRANDING
GOODIES
PRESS ADVERTISING
WEB BANNER
VIDEO
SOCIAL MEDIA

> LOGO IN A SHAPE



For BETTER & BEST
products



For GOOD
products



PACKAGING
PRODUCT SHEET
INSTRUCTION SHEET
POS
VIDEO



2. VISUAL IDENTITY

2.1 LOGOS

LOGO ONLY



LOGO ONLY



> CONSTRUCTION



n = X
Minimal area zone

> SIZE



> size maxi:
Z: 151 mm - 570 px

> size mini:
Z: 25 mm - 70 px

> APPLICATIONS



Red version
if background is light



White version
if background is dark



Black version
if background is light



White version
if background is dark



PANTONE 186C
CMYK: 0/100/80/0
RGB: 222/6/46



BLACK
CMYK: 0/0/0/100
RGB: 29/29/27

Co-branding



> All co-branding must be approved by the Group's Marketing Department and only apply to Good or Better products.

> FORBIDDEN



> To round off.



> Any distortion.



> A different typeface.



> Change the colour of all letters.

2. VISUAL IDENTITY

2.1 LOGOS

LOGO & CLAIM



LOGO & CLAIM



> CONSTRUCTION

Block version



Line version



(allowed only if block version is not possible)

> APPLICATIONS



Grey version if background is light



PANTONE COOL GRAY 11C
CMYK:63/51/46/39
RGB:84/86/90
Black: 80%



White version if background is dark

> FORBIDDEN



2. VISUAL IDENTITY

2.1 LOGOS

LOGO IN A SHAPE



LOGO IN A SHAPE

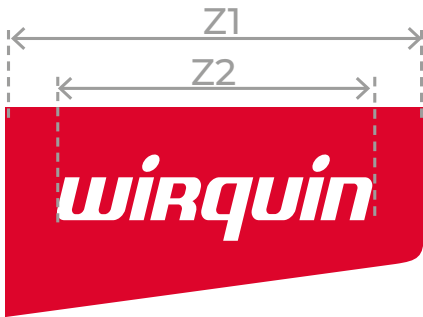


> CONSTRUCTION



n = X
Aera Zone

> SIZE



> size mini:
Z1: 33 mm - 125 px
Z2: 25 mm - 70 px

> size maxi:
Z1: 200 mm - 760 px
Z2: 151 mm - 570 px



PANTONE 186C
CMYK: 0/100/80/0
RGB: 222/6/46

> APPLICATIONS

Mirror version for video



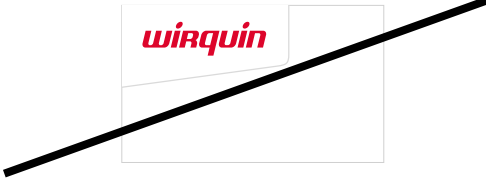
Red version if background is light



White version if background is dark



Forbidden on white background



2. VISUAL IDENTITY

2.1 LOGOS

LOGO IN A SHAPE



LOGO IN A SHAPE



> CONSTRUCTION



e = X
Aera Zone

> SIZE



> size mini:
Z: 25 mm - 70 px

> size maxi:
Z: 200 mm - 760 px



PANTONE 186C
CMYK : 0/100/80/0
RGB : 222/6/46



PANTONE BLACK
CMYK : 0/0/0/100
RGB : 0/0/0



PANTONE COOL GRAY 2
CMYK : 0/0/0/25
RGB : 208/208/208
OR PANTONE BLACK 25%

> APPLICATIONS



Main grey version



Black and white version
Depends on printing requirements.

Forbidden on grey background



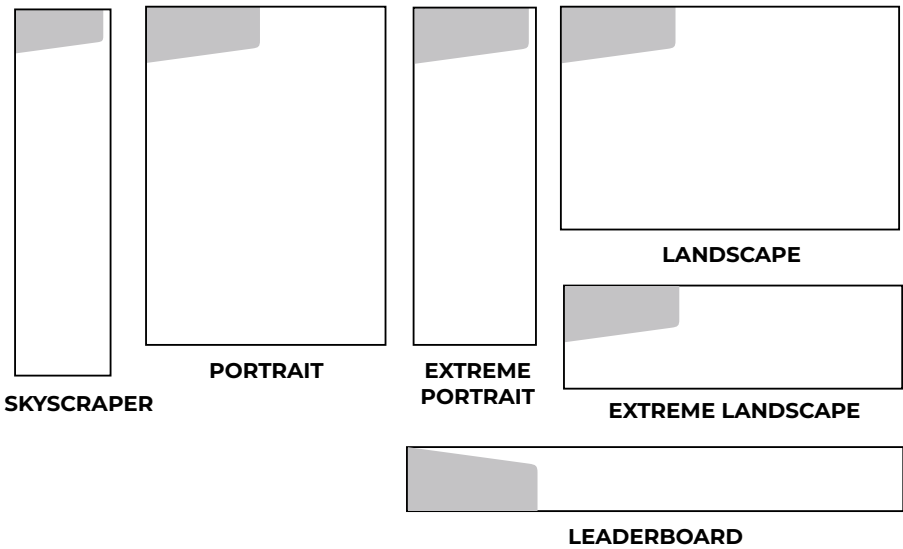
2. VISUAL IDENTITY

2.1 LOGOS

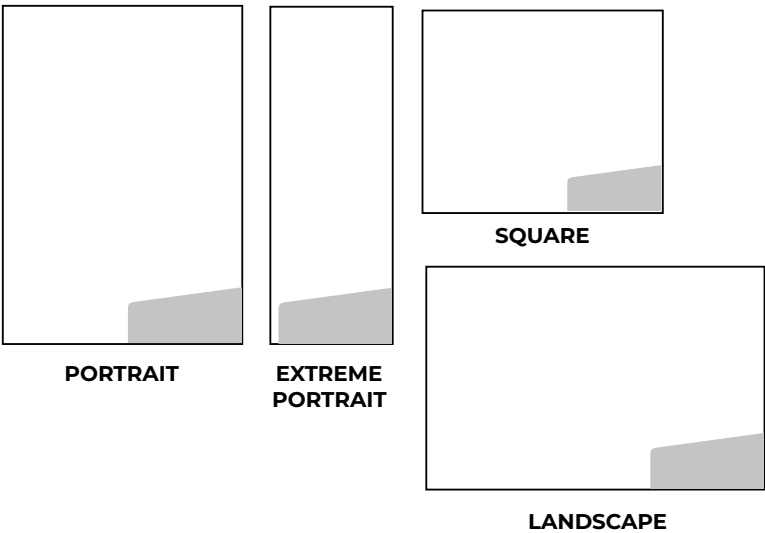
LOGO PLACEMENT



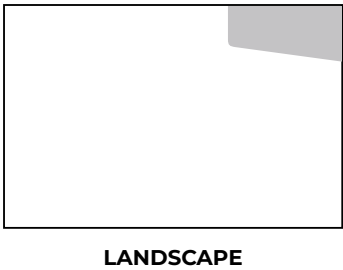
Packaging | POS | Web banner



Instruction sheet | Catalogue | Product data sheet
Press advertising | Social media



Video



- > Wirquin logo must be larger than product name or other logos of the document.
- > Size mini/maxi:
 - in a shape logo mini - 33 mm (125 px) - maxi 200 mm (760 px)
 - logo only mini - 25 mm (70 px) - maxi 151 mm (570 px)



2. VISUAL IDENTITY

2.2 COLOURS

TWO MAIN COLOURS: RED & GREY



MEANING OF RED

Red is the most powerful and dynamic color, it is synonymous with passion and action.

It is the historical colour of WIRQUIN
It symbolizes the company's DNA: innovation and boldness.
On the products, the red reflects the smartness of the function.

MEANING OF GREY

Grey means technicality, reliability, expertise but also calm and neutrality.

On our products, grey represents technicality, expertise, it inspires confidence.
More broadly, it reflects the reliability of our organization, the control of resources, the quality of our sustainable commitment.



> THE RED ASSOCIATED WITH GREY ALLOWS TO CONVEY AN IMAGE OF INGENUITY AND EXPERTISE.



PANTONE 186C
CMYK: 0/100/80/0
RGB: 222/6/46
RAL 3020
LAB 45 68 40
HEX: #de062e



PANTONE COOL GRAY 11C
CMYK: 63/51/46/39
RGB: 84/86/90
Black: 80%
RAL 7015
LAB 29 -4 0
HEX: #54565a



2. VISUAL IDENTITY

2.2 COLOURS

SECONDARY COLOURS FOR PRINT & WEB



PLUMBING

Technical products
requiring color segmentation help in choosing



FLUSH VALVE

Pantone: 1225
CMYK: 0/25/80/0
RGB: 253/197/66



SINK

Pantone: 361
CMYK: 73/0/100/0
RGB: 65/171/52



INLET VALVE

Pantone: 158
CMYK: 0/65/90/0
RGB: 238/118/36



SHOWER/WALK-IN SHOWER

Pantone: 3272
CMYK: 100/0/48/0
RGB: 0/154/150



FLUSHING KIT

Pantone: 201
CMYK: 25/96/70/20
RGB: 163/33/53



BATH

Pantone: 3005
CMYK: 100/40/0/0
RGB: 0/116/200



BASIN

Pantone: 2746
CMYK: 100/90/20/05
RGB: 38/52/119



PAN CONNECTOR

Pantone: 268C
CMYK: 81/100/0/0
RGB: 90/37/131

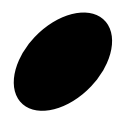


CONNECTOR

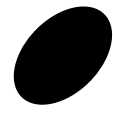
Pantone: 268C
CMYK: 81/100/0/0
RGB: 90/37/131

SANITARY

Decorative product,
high-end, exposed,
no requiring segmentation



TOILET SEAT



WC FRAME



CISTERN



SHOWER TRAY



HYDROTHERAPY

Pantone: BLACK
CMYK: 0/0/0/100
RGB: 0/0/0

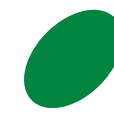
BACKGROUND

Technical
background



CMYK: 0/0/0/10
RGB: 229/229/229

ECO



Pantone: 355C
CMYK: 100/20/100/0
RGB: 0/132/60

2. VISUAL IDENTITY

2.2 COLOURS

PRODUCT COLOURS



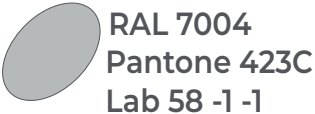
MAIN PRODUCT COLOURS



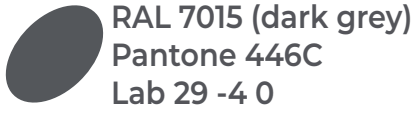
> WHITE



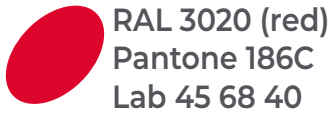
> LIGHT GREY



> DARK GREY



> RED ONLY TO HIGHLIGHT INNOVATIVE USP



APPARENT PARTS



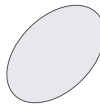
Polished stainless steel



Metal gold



Brushed stainless steel



White mat



Shiny chrome



Black mat

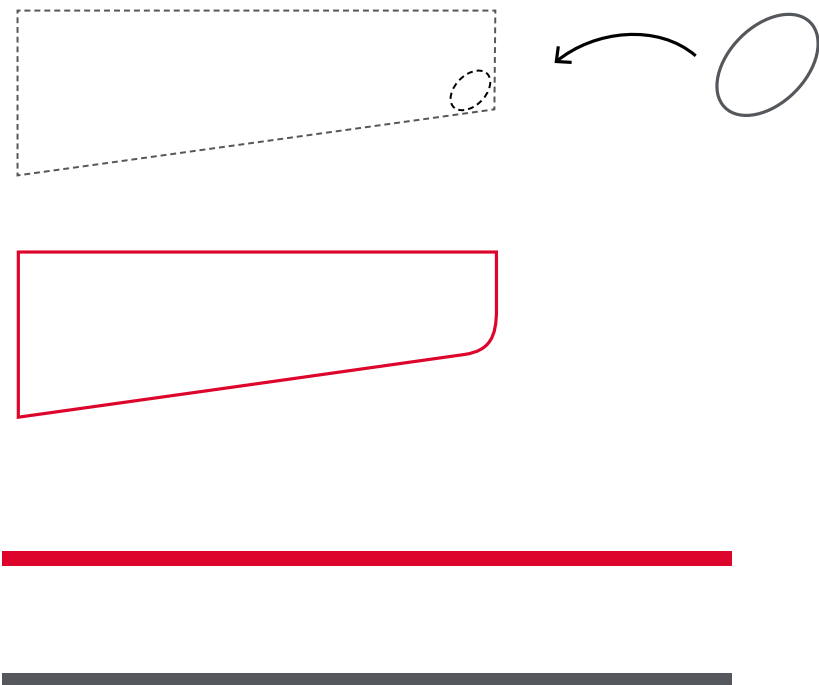


Brush gold



2. VISUAL IDENTITY

2.3 GRAPHIC ELEMENTS



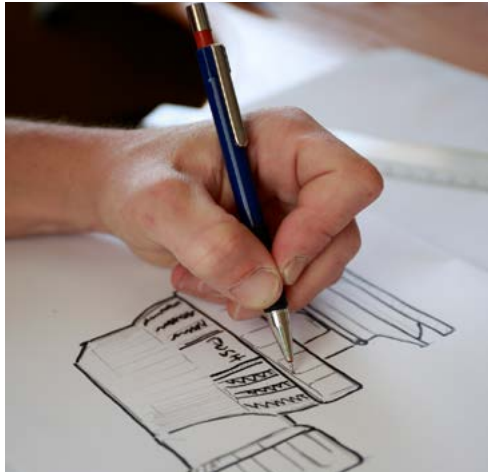
- > Sharp shapes are by nature aggressive, adding a rounding makes the shape more likeable.
- > Turning to the right, the diagonal means ascension.
- > The lines at the top and bottom frame the message.



2. VISUAL IDENTITY

2.4 CORPORATE IMAGERY

CORPORATE USE: ALWAYS SHOW PEOPLE OR HANDS



2. VISUAL IDENTITY

2.5 PRODUCT IMAGERY

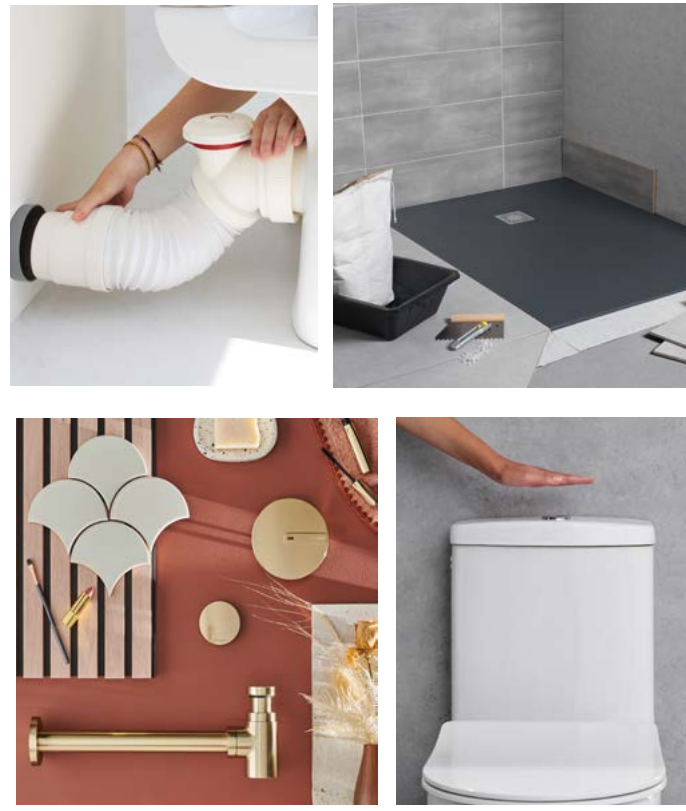
PRODUCT
WITHOUT
BACKGROUND



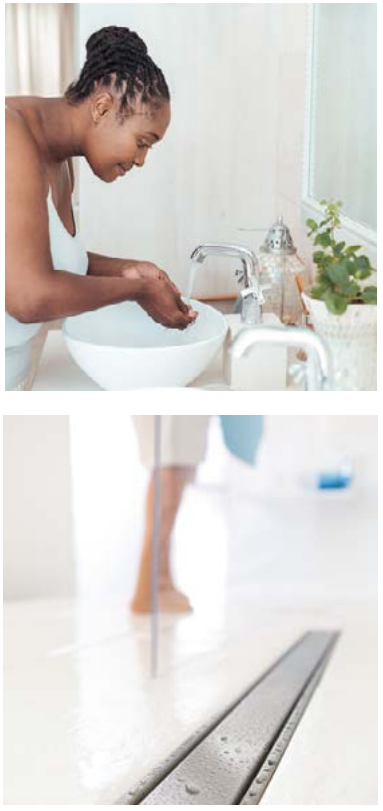
ZOOM



INSTALLATION OR
INSPIRATIONAL VIEW

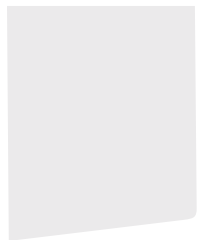


LIFESTYLE
PICTURES



2. VISUAL IDENTITY

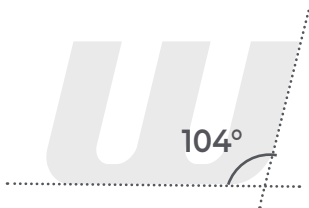
2.6 IMAGERY IN A SHAPE



PORTRAIT OR LANDSCAPE



PORTRAIT



LANDSCAPE



2. VISUAL IDENTITY

2.7 PICTOGRAMS



RANGE PICTOGRAMS FOR PRINT AND WEB



SINK



SHOWER



BATH



BASIN



URINAL



MECHANISM



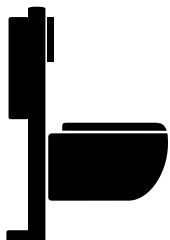
VALVE



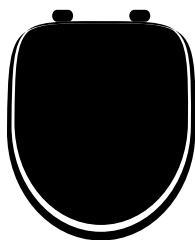
FLUSH
KIT



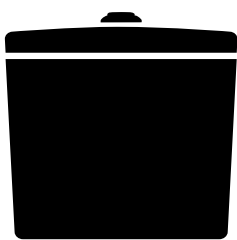
CONNECTOR



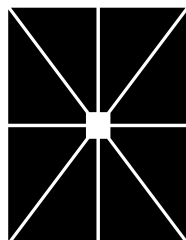
WC
FRAME



TOILET
SEAT



CISTERN



SHOWER
TRAY



HYDROTHERAPY



2. VISUAL IDENTITY

2.7 PICTOGRAMS



FUNCTION PICTOGRAMS FOR PRINT AND WEB

> Technical line picto drawing
with the outline and a point.



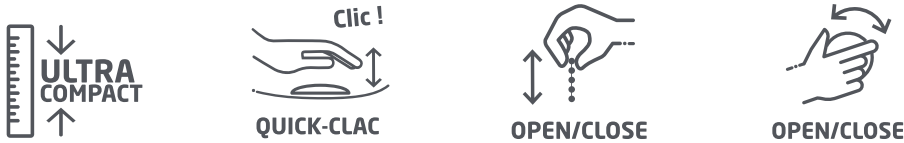
> Size: 14x14 mm

> General font: Neo sans pro bold

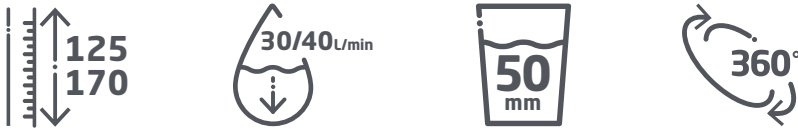
with long text >



with short texts >



with figures >



with simple lines >



with tips bubble >



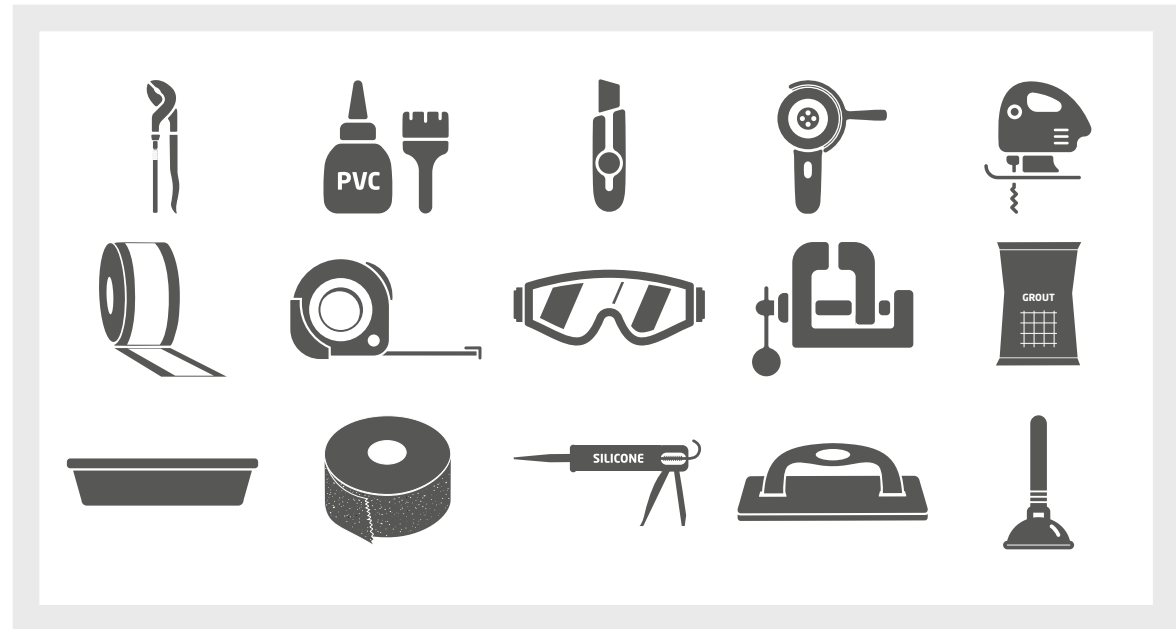
with colors >



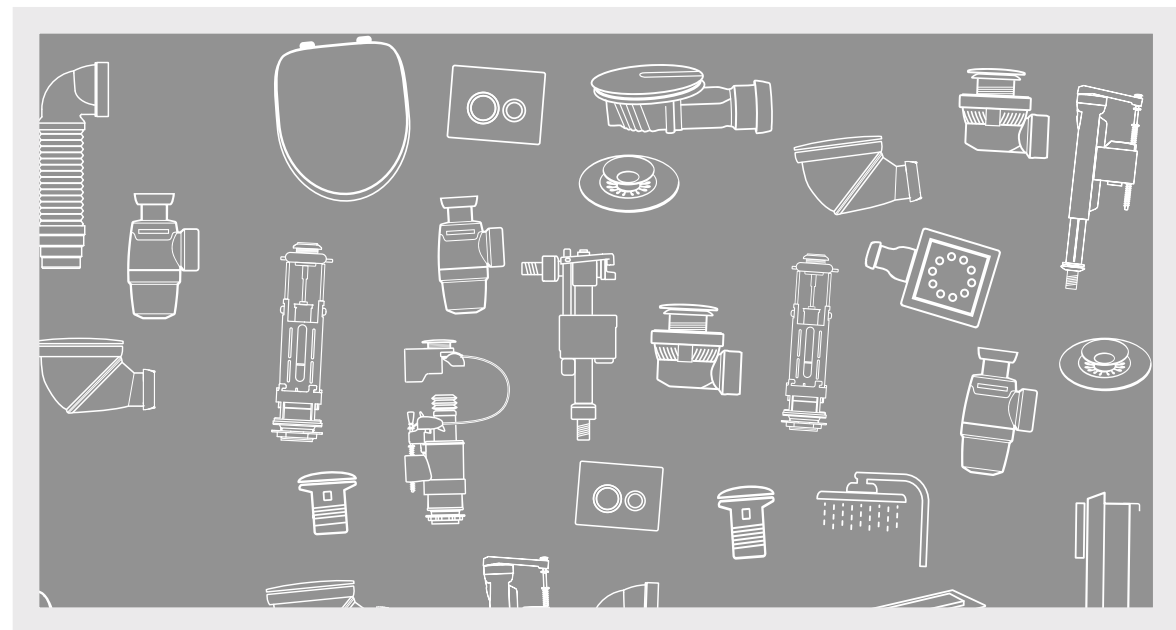
Download

2.7 PICTOGRAMS

TOOLS PICTOGRAMS
FOR INSTRUCTION SHEET
AND VIDEO



PRODUCT ILLUSTRATIONS FOR EVENT



- > Flat design.
- > Size: 14x14 mm
- > Font: Neo sans pro bold



Download

2.8 FONTS

ADOBE FILES

For current texts



MONTSERRAT

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ÁÉÍÓÚÛÑĂÂÎȘȚĞЄЇБВГДЕЖЗИЙКЛМ
 НОПРСТУФХЦЧШЩЪЫЬЭЮ
 .,:;! ? () [] { } < > @ # \$ % ^ & * - + = _ \ / » ' \ | ~
 0 1 2 3 4 5 6 7 8 9

ADOBE & VIDEO FILES

For Innovation description texts and product names



NEO SANS PRO

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ÁÉÍÓÚŮÑĂÂÎȘȚ
.,,:;! ? () [] { } < > @ # \$ % ^ & * - + = _ \ / » ' \ | ~
0 1 2 3 4 5 6 7 8 9

If your alphabet does not work with the Montserrat or Neo Sans Pro fonts, use CALIBRI.



For ESSENTIALS documents use ARIAL. (Montserrat, Neo Sans Pro or Calibri are forbidden).



2. VISUAL IDENTITY

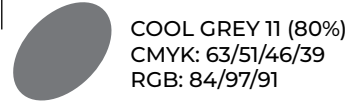
2.9 SOCIAL MEDIA ICON & WEBSITE



> CONSTRUCTION



> 2 COLOURS'S OPTION



> EXTENSION

You can adapt the extension «.com» with your own extension if needed.

www.wirquin.co.uk	www.wirquin.es	www.wirquin.fr
www.wirquin.ru	www.wirquin.co.za	www.wirquin.ro

> SOCIAL MEDIA

You can adapt social media icons with your own social medias managed locally.



> APPLICATIONS



Black & Red version if background is light

White version if background is dark

> FORBIDDEN



To shrink or to stretch.



3 / **TONE OF VOICE**

3.1 INTENTION

3.2 SEMANTIC FIELD

3.3 STYLE

3.4 EXAMPLE

3. TONE OF VOICE

3.1 INTENTION

The “Tone of Voice” refers to the way in which a company communicates with its audience through its written, spoken and visual messages. The Tone of Voice is not just about what is said (content), but how it is said.



INTENTION: GETTING PEOPLE ON BOARD

Our ambition is to unite and inspire.

We want to bring all our stakeholders, customers, distributors, partners, employees, and future talent, on board with a shared conviction: Wirquin is the right answer when it comes to hygiene, comfort, and sustainable solutions.

Our tone inspires people to participate in a collective adventure, where everyone plays a role.

We don't just talk about products, but about human and useful solutions that improve daily life while respecting the planet.

Our voice unites, motivates, and engages—because every person counts in Wirquin's collective success.

> HIGHLIGHT ALL THE HARD FACTS

- Product benefits
- Performance, reliability, efficiency, durability
- Value for money
- A solution for every country
- 1,000 employees collaborating worldwide
- Certification and labels

> HIGHLIGHT ALL THE SOFT FACTS

- Communicate determination and enthusiasm
- Appear passionate
- Emphasize the creative spirit that's always at work
- Emphasize team spirit, individual leadership, humility and collective ambition
- Demonstrate CSR commitment
- Employees actively contribute to community and social initiatives

3. TONE OF VOICE

3.2 SEMANTIC FIELD

The semantic field in a tone of voice serves to define and frame the vocabulary and expressions that a brand uses to communicate in a coherent and recognisable manner.

PEOPLE	CREATIVITY	RESPONSIBILITY
Exchange-Curiosity-Listening Working together Embracing our differences Multicultural Humility Determination Proactivity Entrepreneurial Ambition Determination Looking to the future Stronger together Team spirit Enthusiasm – Optimism Passion / “at the heart”	Creativity and ingenuity Imagining things differently Turning a problem into a source of inspiration Creative beyond the product Provocative and Innovative At the heart of Wirquin’s DNA Freedom Autonomy Experiment Dare – Surprise Groundbreaking ideas Making life easier Flexibility	<u>Product commitments</u> Easy to install Useful / Efficient / Comfortable Hygiene Public health Preservation of water resources <u>Environmental commitments</u> Carbon footprint reduction Material recycling Sustainable performance Measuring actions <u>Social commitments</u> Future generations (Working for) Gender equality Inclusion Support for humanitarian projects
<u>Forbidden words</u> Assertive/affirming (perceived as arrogant)	<u>Forbidden words</u> Concept Paradigm Disruptive... All sophisticated expressions	<u>Forbidden words</u> Global warming crisis Always opt for positive expressions

3. TONE OF VOICE

3.3 STYLE

The tone of voice is the distinctive way a brand or individual expresses themselves through words. It reflects personality, values, and attitude, shaping how messages are perceived and felt by the audience.



LANGUAGE

Pragmatic
Simple
Without jargon
Effective
Easy



TONE

Accessible
Friendly
Direct
Positive
Enthousiatic



PURPOSE

Solve
Educate
Inform
Amaze
Sensibilize

> DO / DON'T



> Simple and pragmatic approach to provide smart solution inspired by our Claim « SMART FOR GOOD ».



> Irreverent, Irrespectfull, Sarcastique, Overfamiliar tone, too technical, cold, too serious or too fun tone.



3. TONE OF VOICE

3.3 STYLE

**1. Ask a question
or a problem?**



CATCHPHRASE AT THE BEGINNING:
wake up curiosity, question or statement

**2. Propose a
SMART solution
or commitment**



**EXPLAIN HOW THE PRODUCT OR COMMITMENT
IS SMART FOR GOOD:** proofs, figures, USP

**3. Short and
relevant content**



AVOID LONG PARAGRAPHS:
use bullet point if necessary

**4. Inspiring message
for GOOD to conclude**



CALL TO ACTION OR ENCOURAGING MESSAGE:
give meaning and create emotion



USING EMOJIS:
visual effect that catches the
reader, better understanding
the information.



Learn more: on our website



Watch the video: on «like» Youtube



Download our CSR report



Buy (ecommerce)



3. TONE OF VOICE

3.4 EXAMPLE

FOR A SOCIAL MEDIA



SEMANTIC FIELD



STYLE



EXAMPLE



- > Be concise.
- > Generate positive emotions and incite action.
- > Express determination and enthusiasm.

Simple.
Concise.
Emotional.

💡 Put an end to bad smells in your shower?

Wirquin launches SLIM+, the extra-flat shower waste with a new membrane generation: the Smart Membrane Technology

- ✓ Blocks odours
- ✓ Prevents noise
- ✓ Easy to clean

SLIM+ is guaranteed comfort and hygiene.
Because you have the right to be extra demanding!

▶ Watch the video: <https://youtu.be/h2tWVttnKU8>

+ Tag subsidiaries, individuals/ + Add #



Avoid overly assertive tones.

Too formal or literary,
or too casual
or familiar.

WIRQUIN LAUNCHES SLIM+ EXTRA FLAT SHOWER

The cartridge of the Smart Membrane technology is equipped with a silicone membrane that opens with the push of the water passes and closes automatically by the push of the air afterwards, ensuring optimal drainage. Its bi-injected external washer guarantees a perfect tightening of the air.

Easy to clean from the top: the removable hair filter allows you to adapt the cleaning frequency to everyone's habits, without desiphoning. The cartridge can also be removed for deeper cleaning and direct access to the pipes.



4/ **APPLICATIONS**

4.1 PRODUCT BRANDING

4.2 CORPORATE DOCUMENTS

4.3 CORPORATE BRANDING

4.4 PRINTED TOOLS

4.5 DIGITAL TOOLS

4. APPLICATIONS

4.1 PRODUCT BRANDING

LOGO VISIBLE IN DAILY USE

Logo should be qualitative and proportionned according to the surface.



LOGO VISIBLE DURING INSTALLATION OR MAINTENANCE

Often placed on plastic injected parts. It is preferable to produce a 0.3mm offset. The logo must be positioned at a distance n from all edges of the part. It is better not to use a drawer, but if a removable paver is necessary, it will respect the following proportions:



Other dimension are possible if you respect L/W ratio=3.66

OFFSET:

On hollow parts, the logo will protrude. On curved parts, the logo will be hollow. The lettering will be grained (satin grain 28 vdi). The logotype will only appear once on the product or twice in the event of symmetry on the part or in the case of opposite sides which are impossible to see simultaneously.



4. APPLICATIONS

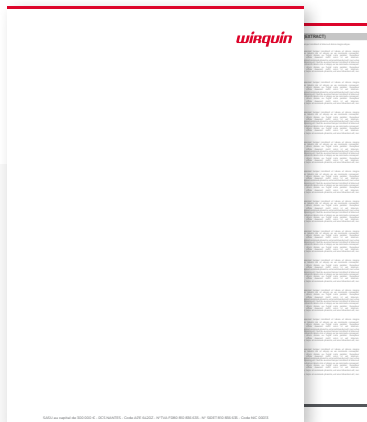
4.2 CORPORATE DOCUMENT



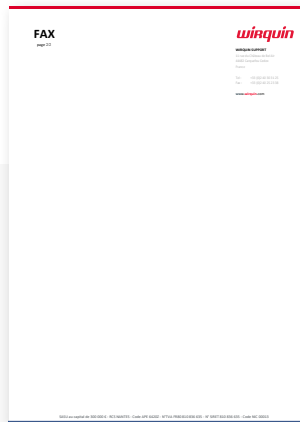
Download



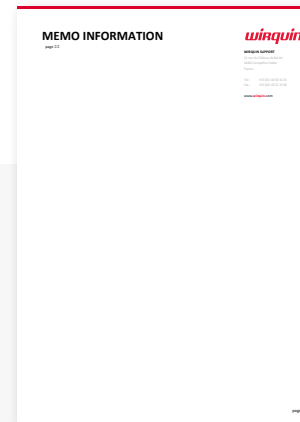
> LETTER WITH HEADER



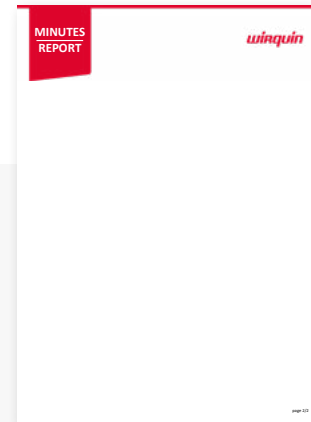
> INVOICE



> FAX



> MEMO INFORMATION



> MINUTE REPORT



> BUSINESS CARD



> FOLDER



> JOB OFFER



> EMAIL SIGNATURE



> POWERPOINT

4. APPLICATIONS

4.2 CORPORATE DOCUMENT



Download



Download

LETTER WITH HEADER



TO ADAPT →

WIRQUIN SUPPORT
11 rue du Château de Bel Air
44400 Carquefou Cedex
France

Tel : +33 (0)2 40 30 31 25
Fax : +33 (0)2 40 25 23 38
www.wirquin.com

wirquin

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero. Sed cursus ante dapibus diam. Sed nisi. Nulla quis sem at nibh elementum imperdiet. Duis sagittis ipsum. Praesent mauris. Fusce nec tellus sed augue semper porta. Mauris massa. Vestibulum lacinia arcu eget nulla. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

Curabitur sodales ligula in libero. Sed dignissim lacinia nunc. Curabitur tortor. Pellentesque nibh. Aenean quam. In scelerisque sem at dolor. Maecenas mattis. Sed convallis tristique sem. Proin ut ligula non nisi commodo vehicula. Aliquam lorem ante, dapibus in, viverra quis, feugiat a, tellus. Phasellus viverra nulla ut metus varius laoreet. Quisque rutrum. Aenean imperdiet. Etiam ultricies nisi vel augue. Curabitur ullamcorper ultricies nisi. Nam eget dui.

Etiam rhoncus. Maecenas tempus, tellus eget condimentum rhoncus, sem quam semper libero, sit amet adipiscing sem neque sed ipsum. Nam quam nunc, blandit vel, luctus pulvinar, iaculis sed, metus. Donec eu libero sit amet quam egestas semper. Aenean ultricies mi vitae est. Mauris placerat eleifend leo. Quisque sit amet est et sapien ullamcorper pharetra. Vestibulum commodo volutpat a, convallis ac, laoreet, nec, dolor. Nunc nonummy metus.

Vestibulum volutpat pretium libero. Cras id dui. Aenean ut eros et nisl sagittis vestibulum. Nullam nulla eros, ultricies sit amet, nonummy id, imperdiet feugiat, pede. Sed lectus. Donec mollis hendrerit risus. Phasellus nec sem in justo pellentesque facilisis. Etiam imperdiet imperdiet orci. Nunc nec neque. Phasellus leo dolor, tempus non, auctor et, hendrerit quis, nisi. Curabitur ligula sapien, tincidunt non, euismod vitae, posuere imperdiet, leo, Maecenas malesuada.

SASU au capital de 300 000 € - RCS NANTES - Code APE 6420Z - N°TVA FR80 810 836 635 - N° SIRET 810 836 635 - Code NIC 00033

Red line
2 mm

Grey line
2 mm

TO ADAPT →

INVOICE



wirquin

TERMS OF SALE (EXTRACT)

Art. 1 - Les présentes conditions de vente s'appliquent à toutes les ventes de produits finis ou de composants réalisés par la société Wirquin, à l'exception des ventes de produits finis ou de composants réalisés par la société Wirquin pour le compte d'un tiers.

Art. 2 - Les présentes conditions de vente s'appliquent à toutes les ventes de produits finis ou de composants réalisés par la société Wirquin, à l'exception des ventes de produits finis ou de composants réalisés par la société Wirquin pour le compte d'un tiers.

Art. 3 - Les présentes conditions de vente s'appliquent à toutes les ventes de produits finis ou de composants réalisés par la société Wirquin, à l'exception des ventes de produits finis ou de composants réalisés par la société Wirquin pour le compte d'un tiers.

Art. 4 - Les présentes conditions de vente s'appliquent à toutes les ventes de produits finis ou de composants réalisés par la société Wirquin, à l'exception des ventes de produits finis ou de composants réalisés par la société Wirquin pour le compte d'un tiers.

Art. 5 - Les présentes conditions de vente s'appliquent à toutes les ventes de produits finis ou de composants réalisés par la société Wirquin, à l'exception des ventes de produits finis ou de composants réalisés par la société Wirquin pour le compte d'un tiers.

Art. 6 - Les présentes conditions de vente s'appliquent à toutes les ventes de produits finis ou de composants réalisés par la société Wirquin, à l'exception des ventes de produits finis ou de composants réalisés par la société Wirquin pour le compte d'un tiers.

Art. 7 - Les présentes conditions de vente s'appliquent à toutes les ventes de produits finis ou de composants réalisés par la société Wirquin, à l'exception des ventes de produits finis ou de composants réalisés par la société Wirquin pour le compte d'un tiers.

Art. 8 - Les présentes conditions de vente s'appliquent à toutes les ventes de produits finis ou de composants réalisés par la société Wirquin, à l'exception des ventes de produits finis ou de composants réalisés par la société Wirquin pour le compte d'un tiers.

Art. 9 - Les présentes conditions de vente s'appliquent à toutes les ventes de produits finis ou de composants réalisés par la société Wirquin, à l'exception des ventes de produits finis ou de composants réalisés par la société Wirquin pour le compte d'un tiers.

Art. 10 - Les présentes conditions de vente s'appliquent à toutes les ventes de produits finis ou de composants réalisés par la société Wirquin, à l'exception des ventes de produits finis ou de composants réalisés par la société Wirquin pour le compte d'un tiers.

SASU au capital de 300 000 € - RCS NANTES - Code APE 6420Z - N°TVA FR80 810 836 635 - N° SIRET 810 836 635 - Code NIC 00033

Red line
2 mm

Grey line
2 mm

← TO ADAPT

↑ TO ADAPT

> Size: A4 29.7x21cm
> Font: Montserrat



CMYK: 0/100/80/0
RGB: 222/6/46



CMYK: 63/51/46/39
RGB: 84/87/91



Overview

4. APPLICATIONS

4.2 CORPORATE DOCUMENT



Download



Download



Download

FAX



MEMO INFORMATION



MINUTE REPORT



FAX

page 2/2

wirquin

WIRQUIN SUPPORT

33 rue du Commerce de Bel Air

44482 Carquefou Cedex

France

Tel : +33 (0)2 40 30 31 20

Fax : +33 (0)2 40 23 23 38

www.wirquin.com

SASU au capital de 300 000 € - RCS NANTES - Code APE 6420Z - N°TVA FR80 810 836 635 - N° SIRET 810 836 635 - Code NIC 00013

TO ADAPT

MEMO INFORMATION

page 1/1

wirquin

WIRQUIN SUPPORT

33 rue du Commerce de Bel Air

44482 Carquefou Cedex

France

Tel : +33 (0)2 40 30 31 20

Fax : +33 (0)2 40 23 23 38

www.wirquin.com

From : _____

To : _____

c/c : _____

Date : _____

Subject : _____

page 1/1

TO ADAPT

MINUTES REPORT

wirquin

From : _____

To : _____

c/c : _____

Date : _____

SUBJECT : _____

TO DO LIST	WHO	WHEN

page 1/1

↑ TO ADAPT

> Size: A4 29.7x21cm
> Font: Calibri



CMYK: 0/100/80/0
RGB: 222/6/46



CMYK: 63/51/46/39
RGB: 84/87/91



CMYK: 0/0/0/100
RGB: 0/0/0



Overview

4. APPLICATIONS

4.2 CORPORATE DOCUMENT

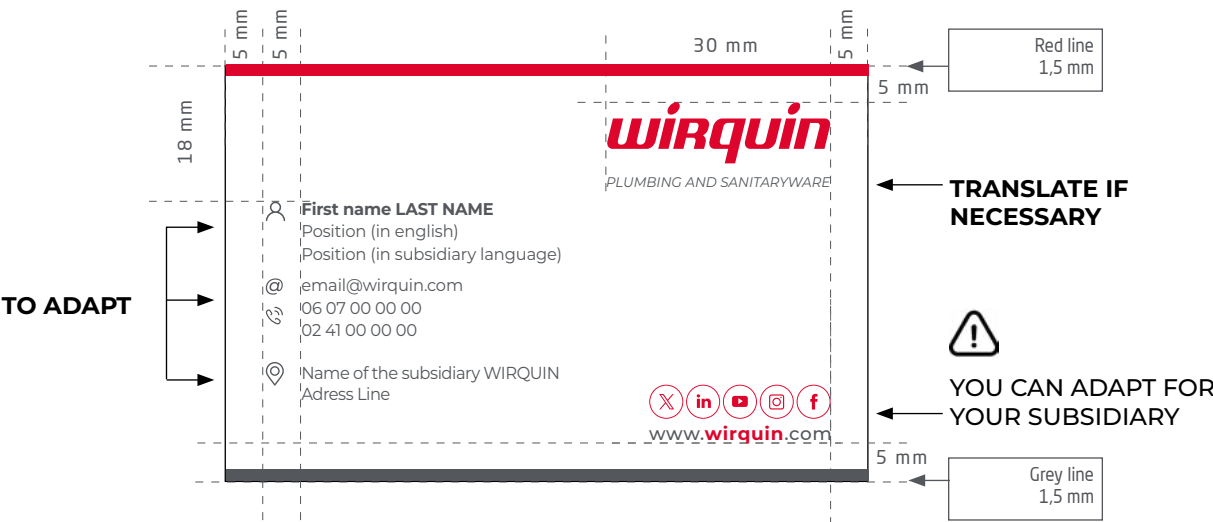


BUSINESS CARD



FRONT

BACK



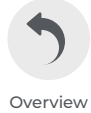
> Size: 8.5x5.5cm
> Font: Montserrat



CMYK: 0/100/80/0
RGB: 222/6/46



CMYK: 63/51/46/39
RGB: 84/87/91



4. APPLICATIONS

4.2 CORPORATE DOCUMENT



> Size: A4 29.7x21cm
> Font: Montserrat



CMYK: 0/100/80/0
RGB: 222/6/46



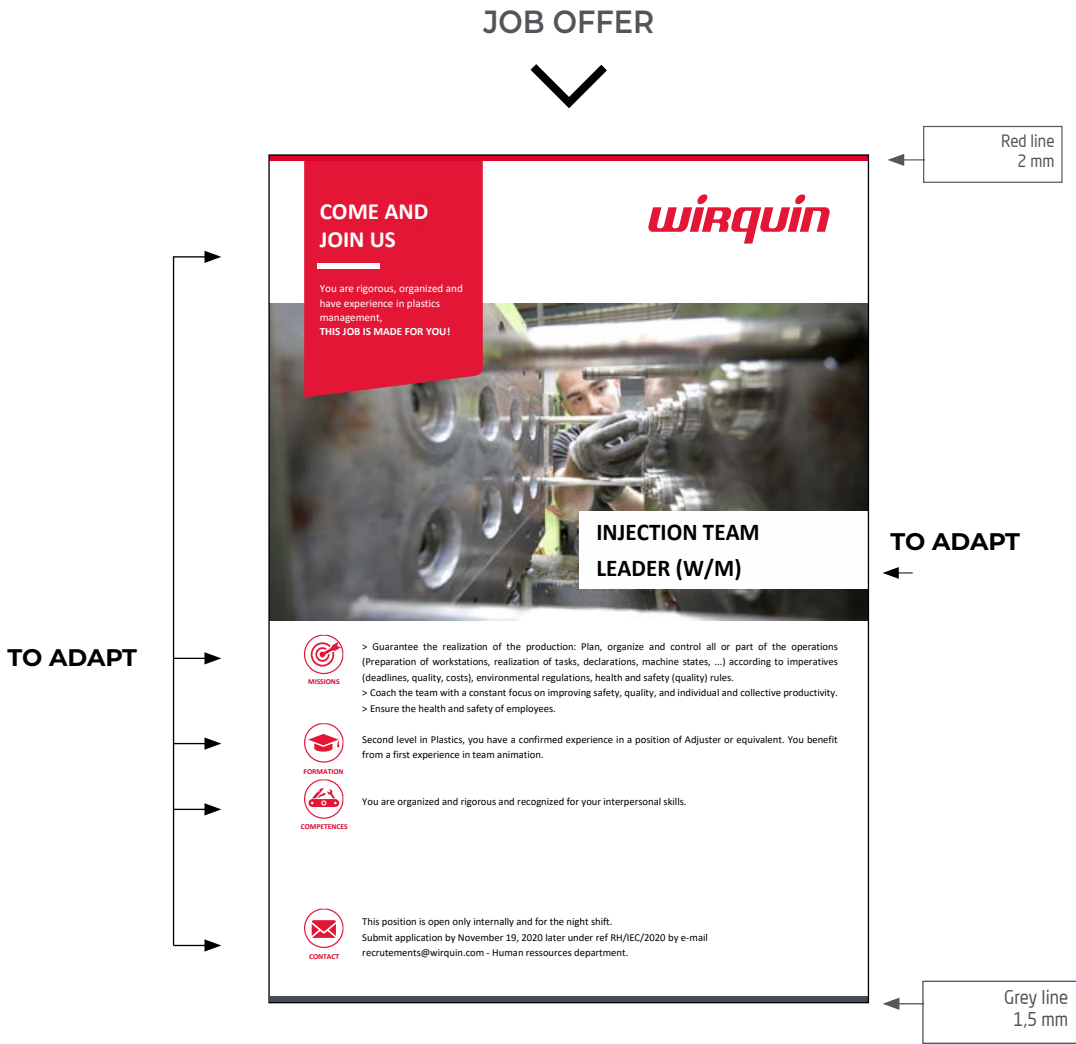
CMYK: 63/51/46/39
RGB: 84/87/91



Overview

4. APPLICATIONS

4.2 CORPORATE DOCUMENT



> Size: A4 29.7x21cm
> Font: Calibri



CMYK: 0/100/80/0
RGB: 222/6/46



CMYK: 63/51/46/39
RGB: 84/87/91



CMYK: 0/0/0/100
RGB: 0/0/0



Overview

4. APPLICATIONS

4.2 CORPORATE DOCUMENT



INTERNAL EMAIL SIGNATURE



Envooyer À Cc Cci Objet

Regards, ← Calibri Regular 12 pt

First name LAST NAME (XXX) ← Calibri Bold 12 pt
Position (in english)
Position (in subsidiary language) ← Calibri Regular 10 pt

↑ TO ADAPT

EXTERNAL EMAIL SIGNATURE DAILY version



Envooyer À Cc Cci Objet

Regards, ← Calibri Regular 12 pt

First name LAST NAME (XXX) ← Calibri Bold 12 pt
Position (in english)
Position (in subsidiary language) ← Calibri Regular 10 pt

WIRQUIN SUPPORT
11 rue du Château de Bel Air
44482 Carquefou Cedex – France
Tel: +33 (0)2 40 30 31 25 ← Calibri Light 9 pt
Fax: +33 (0)2 40 25 23 38

PLUMBING AND SANITARYWARE

www.wirquin.com

↑ TO ADAPT

EXTERNAL EMAIL SIGNATURE EVENT version



Envooyer À Cc Cci Objet

Regards, ← Calibri Regular 12 pt

First name LAST NAME (XXX) ← Calibri Bold 12 pt
Position (in english)
Position (in subsidiary language) ← Calibri Regular 10 pt

WIRQUIN SUPPORT
11 rue du Château de Bel Air
44482 Carquefou Cedex – France
Tel: +33 (0)2 40 30 31 25 ← Calibri Light 9 pt
Fax: +33 (0)2 40 25 23 38

↑ TO ADAPT AND TRANSLATE

> (XXX): internal code phone number

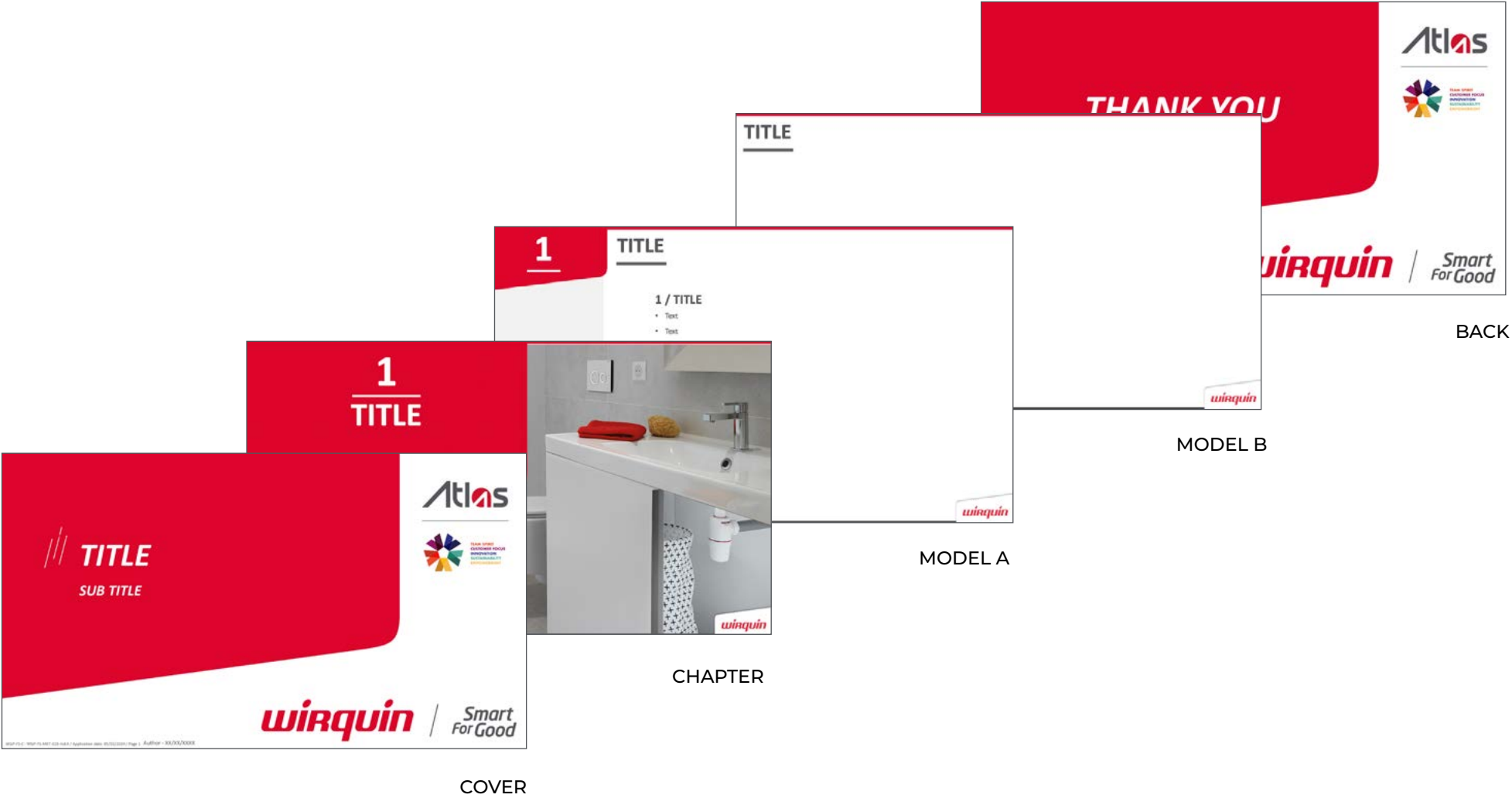


4. APPLICATIONS

4.2 CORPORATE DOCUMENT



POWERPOINT



4. APPLICATIONS

4.3 CORPORATE BRANDNG



> SIGNBOARD



> TOTEM



> ROLL UP



> WORK EQUIPMENT



> FAIRTRADE:
STAND



> FAIRTRADE:
FURNITURE



> WALL



> GOODIES



4. APPLICATIONS

4.3 CORPORATE BRANDNG

SIGNBOARD



RAL 3027
NCS 1080 - Y90C
PANTONE 186



RAL 3003 WHITE
SIGNALISATION
NCS 0510-R
White



RAL 7037
NCS 5500-N
PANTONE COOL GRAY 11C
Black: 80%



Overview

4. APPLICATIONS

4.3 CORPORATE BRANDNG



TOTEM



ROLL UP



OPTIONAL
SPECIFIC DESIGN



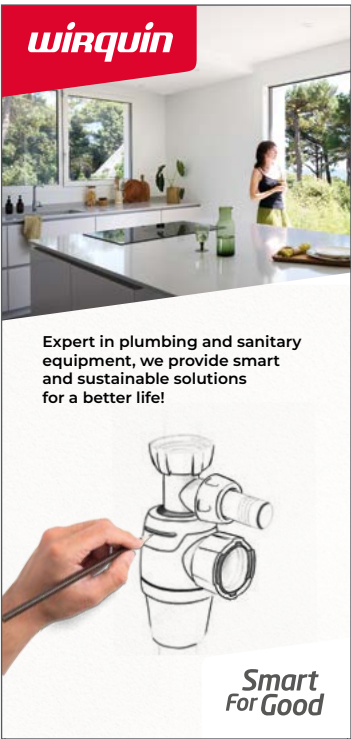
2 COLOURS



3 COLOURS



TO ADAPT →



RAL 3027
NCS 1080 - Y90C
PANTONE 186



RAL 3003 WHITE
SIGNALISATION
NCS 0510-R
White



RAL 7037
NCS 5500-N
PANTONE COOL GRAY 11C
Black: 80%



Overview

4. APPLICATIONS

4.3 CORPORATE BRANDNG

WORK EQUIPEMENT



> APPLY BRAND
IMAGE ON ALL
WORK EQUIPMENT



Overview

4. APPLICATIONS

4.3 CORPORATE BRANDING

FAIRTRADE: STAND



LOGO



SOCIAL MEDIA & URL



TO
ADAPT

RAL 3027
NCS 1080 - Y90C
PANTONE 186

RAL 3003 WHITE
SIGNALISATION
NCS 0510-R
White

RAL 7037
NCS 5500-N
PANTONE COOL GRAY 11C
Black: 80%



4. APPLICATIONS

4.3 CORPORATE BRANDING

FAIRTRADE: FURNITURE



WALL



Colours >



White > furniture

RAL 3003 WHITE
SIGNALISATION
NCS 0510-R
White



Red > emphasize Innovation

RAL 3027
NCS 1080 - Y90C
PANTONE 186



Grey > technical elements

RAL 7037
NCS 5500-N
PANTONE COOL GRAY 11C
Black: 80%

Background >



White
for grey product



Grey
for white product

Shape >



Overview

4. APPLICATIONS

4.3 CORPORATE BRANDING

GOODIES



> APPLY BRAND IMAGE
ON ALL GOODIES



Overview

4. APPLICATIONS

4.4 PRINTED TOOLS



> PACKAGING



> PIM DATA SHEET



> MULTIPLE PRODUCTS SHEET



> LEAFLET RANGE



> INSTRUCTION SHEET



> USERGUIDE



> SPARE PART SHEET



> CATALOGUE



> PRESS ADVERTISING



> POS



4. APPLICATIONS

4.4 PRINTED TOOLS: PACKAGING

3 POSITIONING



GOOD



Basic products with essential function(s) with no competitive advantage.

BETTER



Products with market benefits which can be sold under the Wirquin or private label or which can be the first generation of Wirquin innovations.

BEST



Innovative products with unique & singular benefits that represent the Wirquin brand image.

> BAG



> BOX



> LABEL



> SPECIFIC
personalized
diecut



> LANGUAGES: from 10 to 12L
FR EN NL ES IT PT DE PL RO RU + EL BG if needed

> COLOURS: Charted 3 colours

> LANGUAGES: FACING from 2to 4L +
BACK from 2 to 12L
FR EN NL ES IT PT DE PL RO RU + EL BG if needed

> COLOURS: Full printed or
charted 3/4/5 colours

> LANGUAGES: FACING from 2 to 4L +
BACK from 2 to 12L
FR EN NL ES IT PT DE PL RO RU + EL BG if needed

> COLOURS: Full printed 4/5 colours



Overview

4. APPLICATIONS

4.4 PRINTED TOOLS: PACKAGING

OFFICIAL ADDRESS FOR A MULTILANGUE PACKAGING



Designed and distributed by: WIRQUIN FRANCE, 11 rue du Château de Bel Air, 44482 Carquefou Cedex, FRANCE. Email: SAV@wirquin.com I N° 0 800 009 003

WIRQUIN LTD, Unit 3, Alpha Court, Capitol Park, Thorne, DN8 5TZ, UNITED KINGDOM. Email: aftersales@wirquin.co.uk I N° +44 (0)33 3222 4488

WIRQUIN ROMANIA, Bd, Metalurgiei nr 78, sector 4, Bucuresti 041836, ROMANIA. Email: aftersales@wirquin.ro I N° +40 (21) 318 15 49

WIRQUIN IBERICA, Z.I. de Mundão, 3 Armazém, E 3505- 459, Viseu, PORTUGAL. Email: wirquiniberica@sapo.pt I N° +34 938767816

WIRQUIN CALAF, P.I Pla dels Vinyats II – c/La llum, 5- 7, 0250 St. Joan de Vilatorrada, Barcelona, SPAIN. Email: sat@wirquin.com I N° +34 938767816

WIRQUIN MANUFACTURING, 2 Brickfields Road, Alexander Park, Kariega, Eastern Cape 6229, SOUTH AFRICA. Email: enquiries@wirquin.co.za I N° +27 (0)42 243 6000

ALL RULES PACKS



Livre Blanc - Group Policy Hand Book/00-WGP-Groupe/WGP 250 Documents COMMUNS/WGP COM - Communication/Instructions/IN.COMM.006 Packaging rules



Overview

4. APPLICATIONS

4.4 PRINTED TOOLS: PACKAGING



ECO GREEN COMMUNICATION: FOR GOOD, BETTER & BEST



CASE 1: if the PRODUCT is in recycled material



 PRODUIT FABRIQUÉ AVEC PLUS DE XX% DE MATÉRIAUX RECYCLÉS - PRODUCT MADE WITH MORE THAN XX% RECYCLED MATERIALS. 

FACING
One main language

FACING/BACK
Two main languages, for this example we put FR/EN

CASE 2: if the PACKAGING is in recycled material

IF YOUR PACKAGING IS A BAG >  SAC COMPOSÉ DE XX% DE PLASTIQUE RECYCLÉ ET 100% RECYCLABLE - BAG MADE FROM XX% RECYCLED PLASTIC AND 100% RECYCLABLE. 

IF YOUR PACKAGING IS A BOX >  BOÎTE COMPOSÉE DE XX% DE CARTON RECYCLÉ ET 100% RECYCLABLE - BOX MADE FROM XX% RECYCLED CARDBOARD AND 100% RECYCLABLE.

FACING
Two main languages, for this example we put FR/EN

CASE 3: if the PRODUCT & the PACKAGING are in recycled material



 PRODUIT FABRIQUÉ AVEC PLUS DE XX% DE MATÉRIAUX RECYCLÉS - PRODUCT MADE WITH MORE THAN XX% RECYCLED MATERIALS.  SAC COMPOSÉ DE XX% DE PLASTIQUE RECYCLÉ ET 100% RECYCLABLE - BAG MADE FROM XX% RECYCLED PLASTIC AND 100% RECYCLABLE.

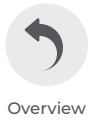
FACING
One main language

FACING/BACK
Two main languages, for this example we put FR/EN

You can use this design only if THE **PRODUCT** or your **PACKAGING** contains minimum 30% of recycled material.

 Pantone: 355C
CMYK: 100/20/100/0
RGB: 0/132/60

 White
CMYK: 0/0/0/0
RGB: 255/255/255



Overview

4. APPLICATIONS

4.4 PRINTED TOOLS: PACKAGING



CHARTED BAG WITH LABEL



BAG WITH LABEL



PRINTED BAG



PRINTED BOX



> LANGUAGES:

10 or 12 languages (FR EN NL ES IT PT DE PL RO RU + EL BG if needed).

> COLOURS:

LABEL: From 1 colour black to 4 colours. PRINTED BAG/BOX: 4/5 colours.



Overview

4. APPLICATIONS

4.4 PRINTED TOOLS: PACKAGING



CHARTED BAG WITH LABEL

- > **Font:** Arial Narrow Bold.
- > **Languages:** 12 languages (FR EN NL ES IT PT DE PL RO RU + EL BG if needed). Depending of label size.
- > **Specifications:** Hangable on a peg.
- > **Number of colours:**
CHARTED BAG: 3 colours - WITH LABEL: from 1 colour.
black (internal factory printing) to 4/5 colours.



PANTONE 186C



PANTONE BLACK
CMYK: 0/0/0/100



PANTONE COOL GRAY 11C
CMYK: 63/51/46/39
Black: 80%



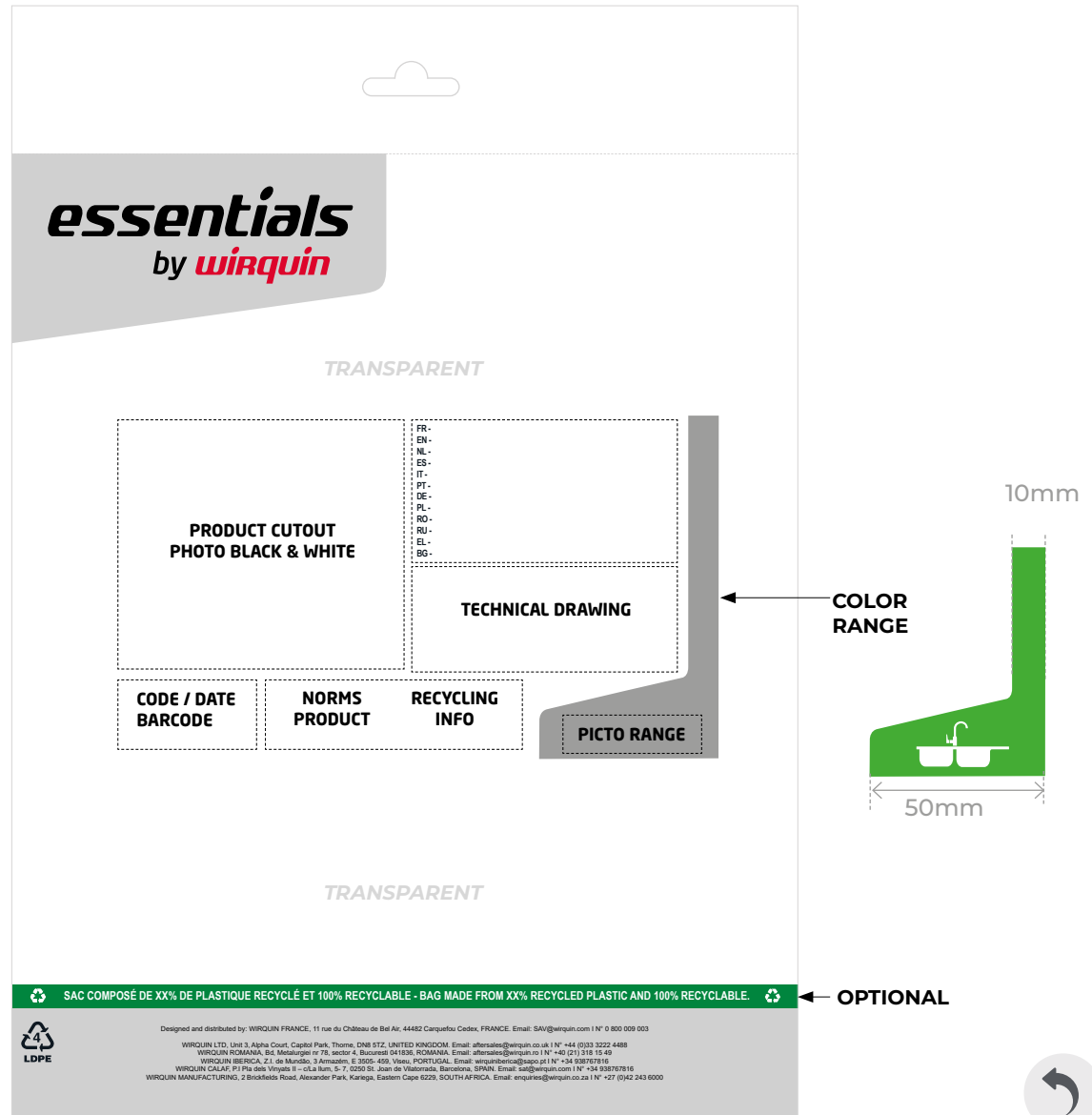
RANGE
Colours



PANTONE: 355C
CMYK: 100/20/100/0

CHARTED BAG WITH LABEL

FACING ONLY



GOOD

essentials
by wirquin



Download

4. APPLICATIONS

4.4 PRINTED TOOLS: PACKAGING

GOOD

essentials
by wirquin



BAG WITH LABEL

- > **Font:** Arial Narrow Bold.
- > **Languages:** 12 languages (FR EN NL ES IT PT DE PL RO RU + EL BG if needed). Depending of label size.
- > **Specifications:** Hangable on a peg.
- > **Number of colours:**
CHARTED BAG: 3 colours - WITH LABEL: from 1 colour.
black (internal factory printing) to 4/5 colours.



PANTONE 186C



PANTONE BLACK
CMYK: 0/0/0/100



PANTONE COOL GRAY 11C
CMYK: 63/51/46/39
Black: 80%



RANGE
Colours

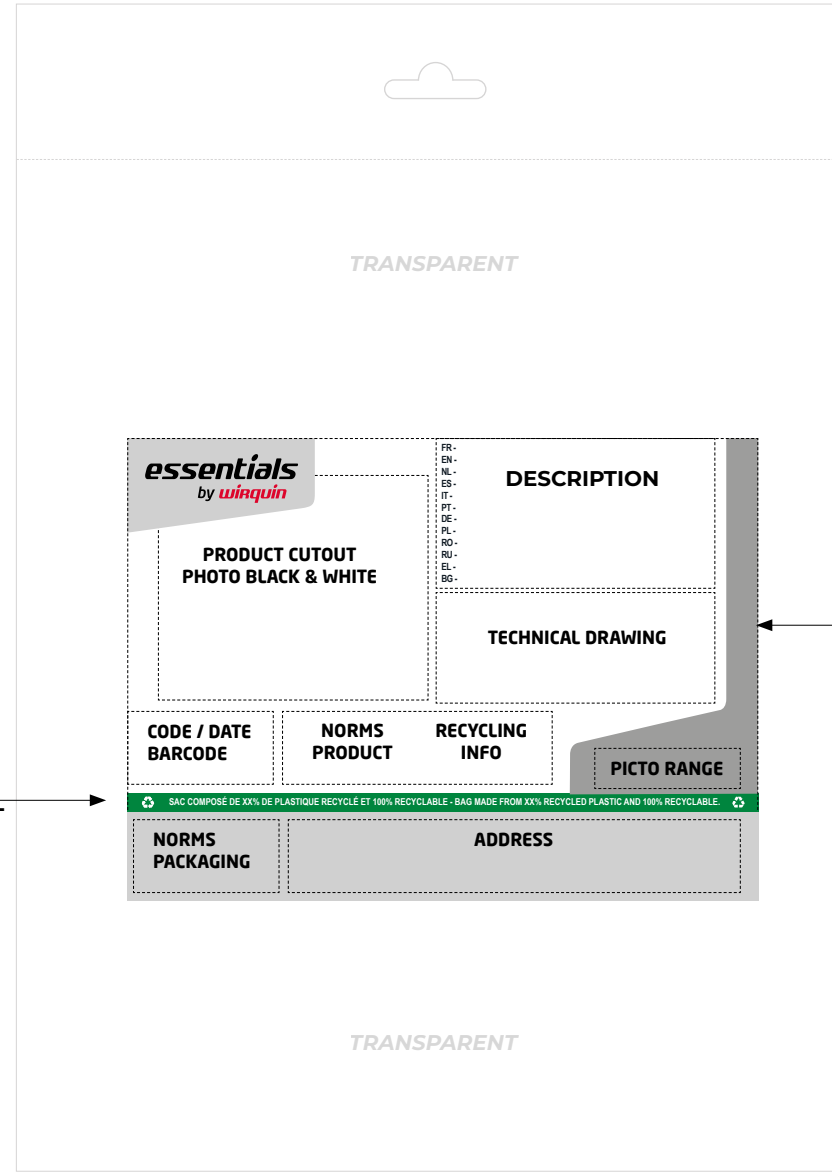


PANTONE: 355C
CMYK: 100/20/100/0

BAG WITH LABEL



FACING



TRANSPARENT

essentials
by wirquin

PRODUCT CUTOUT
PHOTO BLACK & WHITE

DESCRIPTION

TECHNICAL DRAWING

CODE / DATE
BARCODE

NORMS
PRODUCT

RECYCLING
INFO

PICTO RANGE

NORMS
PACKAGING

ADDRESS

COLOR
RANGE

10mm



50mm

OPTIONAL

TRANSPARENT



Overview

4. APPLICATIONS

4.4 PRINTED TOOLS: PACKAGING



PRINTED BAG

- > **Font:** Arial Narrow Bold.
- > **Languages:** 12 languages (FR EN NL ES IT PT DE PL RO RU + EL BG if needed). Depending of label size.
- > **Specifications:** Hangable on a peg.
- > **Number of colours:**
CHARTED BAG: 3 colours - WITH LABEL: from 1 colour.
black (internal factory printing) to 4/5 colours.



PANTONE 186C



PANTONE BLACK
CMYK: 0/0/0/100



PANTONE COOL GRAY 11C
CMYK: 63/51/46/39
Black: 80%



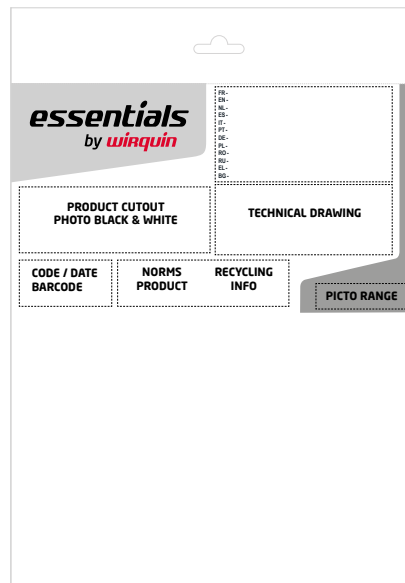
RANGE
Colours



PANTONE: 355C
CMYK: 100/20/100/0

PRINTED BAG

FACING



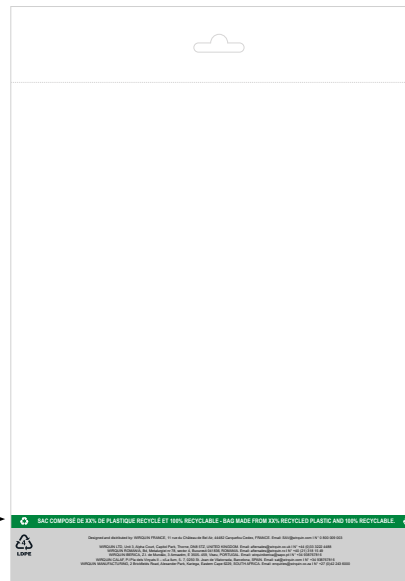
DESCRIPTION

COLOR
RANGE

10mm

50mm

BACK



OPTIONAL



GOOD

essentials
by **wirquin**



Download



Overview

4. APPLICATIONS

4.4 PRINTED TOOLS: PACKAGING

GOOD

essentials
by wirquin



Download

PRINTED BOX



PRINTED BOX

- > **Font:** Arial Narrow Bold.
- > **Languages:** From 2 to 12 languages (FR EN NL ES IT PT DE PL RO RU + EL BG if needed). Depending of label size.
- > **Specifications:** Hangable on a peg (when needed).
- > **Number of colours:**
CHARTED BOX: 2 colours - WITH LABEL: from 1 colour black (internal factory printing) to 4/5 colours.

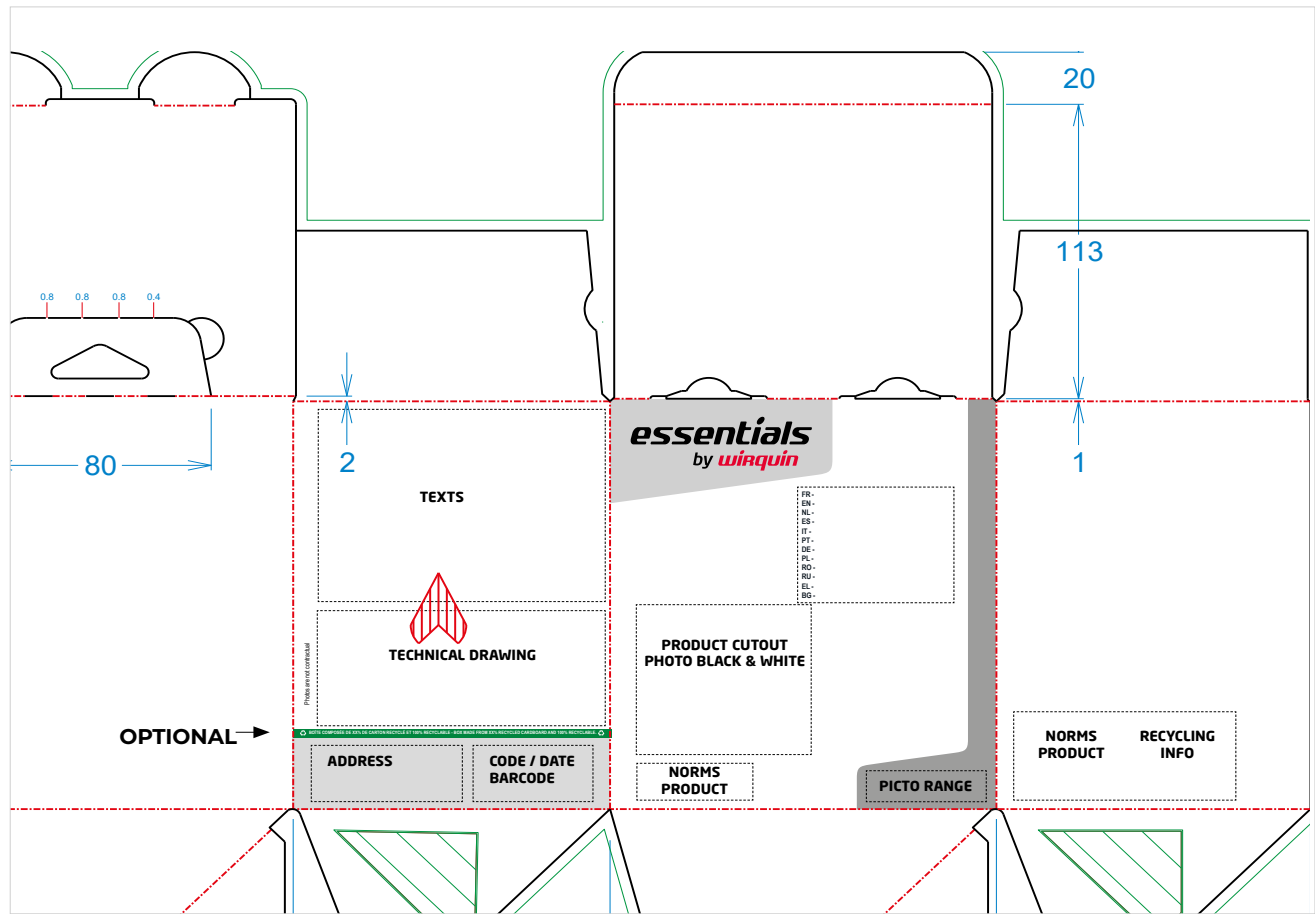
 PANTONE 186C

 PANTONE BLACK
CMYK: 0/0/0/100

 PANTONE COOL GRAY 11C
CMYK: 63/51/46/39
Black: 80%

 RANGE
Colours

 PANTONE: 355C
CMYK: 100/20/100/0



Overview

4. APPLICATIONS

4.4 PRINTED TOOLS: PACKAGING

BETTER



CHARTED BAG
WITH LABEL



CHARTED BOX
WITH LABEL



PRINTED BAG



PRINTED BOX



SPECIFIC



> LANGUAGES:

PRINTED BAG/BOX: FACING from 2 to 4 languages + BACK from 2 to 12 languages (FR EN NL ES IT PT DE PL RO RU + EL BG if needed)
CHARTED BAG/BOX WITH LABEL: from 2 to 12 languages (FR EN NL ES IT PT DE PL RO RU + EL BG if needed). Depending of label size.

> COLOURS:

PRINTED BAG/BOX: quadri
CHARTED BAG/BOX: 3 colours - WITH LABEL: from 1 colour black to 4/5 colours.



Overview

4. APPLICATIONS

4.4 PRINTED TOOLS: PACKAGING

CHARTED BAG WITH LABEL



CHARTED BAG WITH LABEL

- > **Font:** Montserrat.
- > **Languages:** from 2 to 12 languages (FR EN NL ES IT PT DE PL RO RU + EL BG if needed). Depending of label size.
- > **Materials:** plastic (30% minimum recycled material).
- > **Specifications:** Hangable on a peg.
- > **Number of colours:**
CHARTED BAG: 3 colours - WITH LABEL: from 1 colour.
black (internal factory printing) to 4/5 colours.

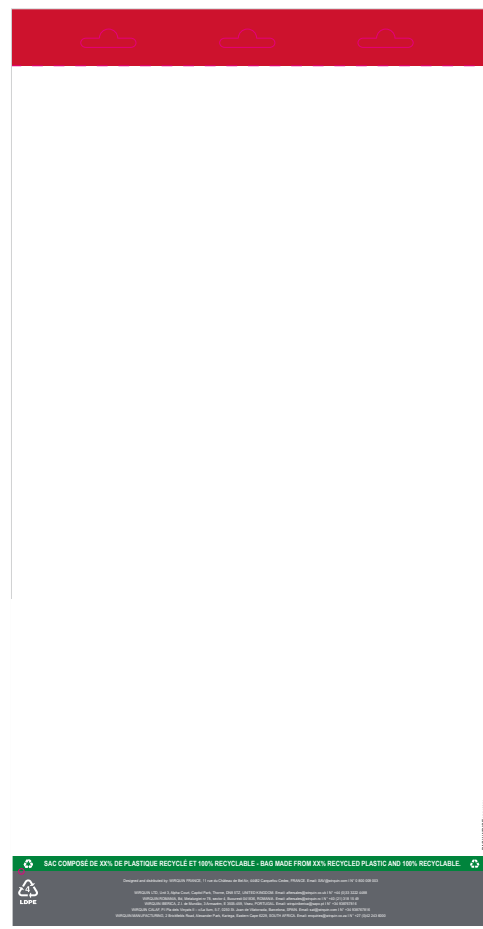
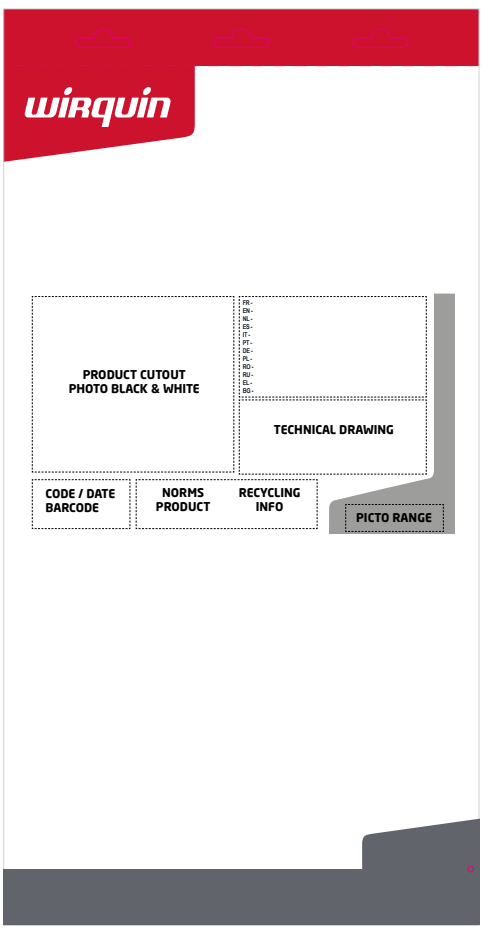
 PANTONE 186C

 PANTONE BLACK
CMYK: 0/0/0/100

 PANTONE COOL GRAY 11C
CMYK: 63/51/46/39
Black: 80%

 RANGE
Colours

 PANTONE: 355C
CMYK: 100/20/100/0



OPTIONAL

4. APPLICATIONS

4.4 PRINTED TOOLS: PACKAGING

BETTER

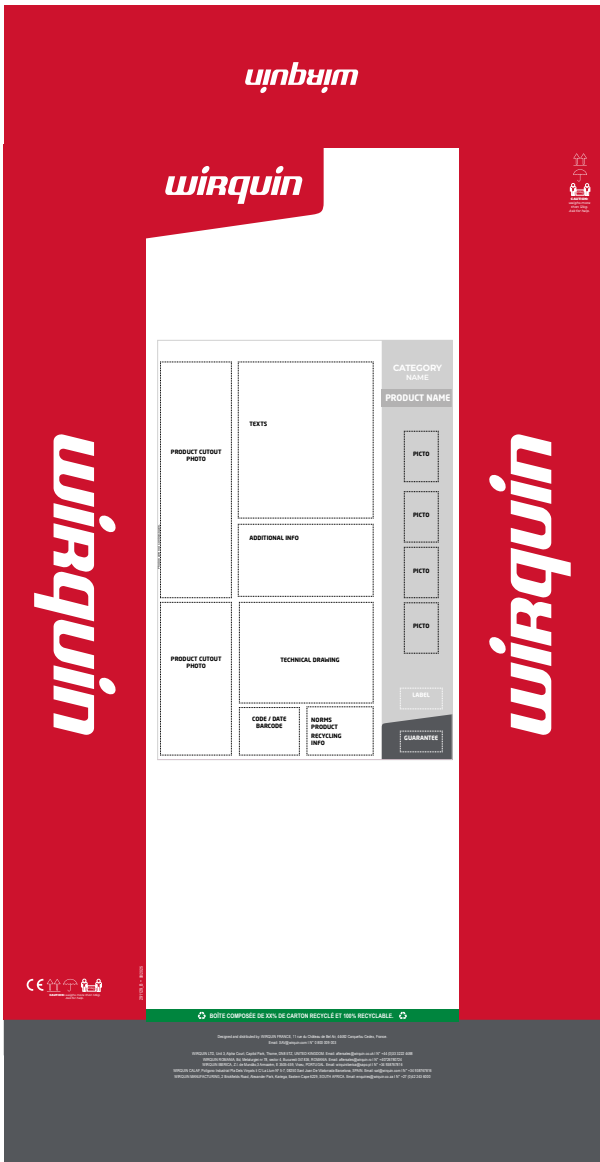
wirquin



Download



CHARTED BOX WITH LABEL



CHARTED BOX WITH LABEL

- > **Font:** Montserrat.
- > **Languages:** From 2 to 12 languages (FR EN NL ES IT PT DE PL RO RU + EL BG if needed). Depending of label size.
- > **Materials:** cardboard (30% minimum recycled material).
- > **Specifications:** Hangable on a peg (when needed).
- > **Number of colours:**
CHARTED BOX: 2 colours - WITH LABEL: from 1 colour black (internal factory printing) to 4/5 colours.



PANTONE 186C



PANTONE BLACK
CMYK: 0/0/0/100



PANTONE COOL GRAY 11C
CMYK: 63/51/46/39
Black: 80%



RANGE
Colours



PANTONE: 355C
CMYK: 100/20/100/0

OPTIONAL



Overview

4. APPLICATIONS

4.4 PRINTED TOOLS: PACKAGING



PRINTED BAG

- > **Font:** Montserrat.
- > **Languages:** FACING from 2 to 4 languages + BACK from 1 to 12 languages (FR EN NL ES IT PT DE PL RO RU + EL BG if needed).
- > **Specifications:** Hangable on a peg.
- > **Number of colours:** 4/5 colours.



PANTONE 186C



PANTONE BLACK
CMYK: 0/0/0/100



PANTONE COOL GRAY 11C
CMYK: 63/51/46/39
Black: 80%



RANGE
Colours



PANTONE: 355C
CMYK: 100/20/100/0

PRINTED BAG



DESIGNATION PRODUIT
PRODUCT DESCRIPTION

PRODUCT NAME

PRODUCT CUTOUT PHOTO

LABEL

GUARANTEE

DESIGNATION PRODUIT
PRODUCT DESCRIPTION

PICTO

PICTO

TEXTS

TECHNICAL DRAWING

NORMS
PRODUCT
RECYCLING
INFO

CODE / DATE
BARCODE

SAC COMPOSÉ DE XX% DE PLASTIQUE RECYCLÉ ET 100% RECYCLABLE - BAG MADE FROM XX% RECYCLED PLASTIC AND 100% RECYCLABLE

ADDRESS

OPTIONAL



Overview

4. APPLICATIONS

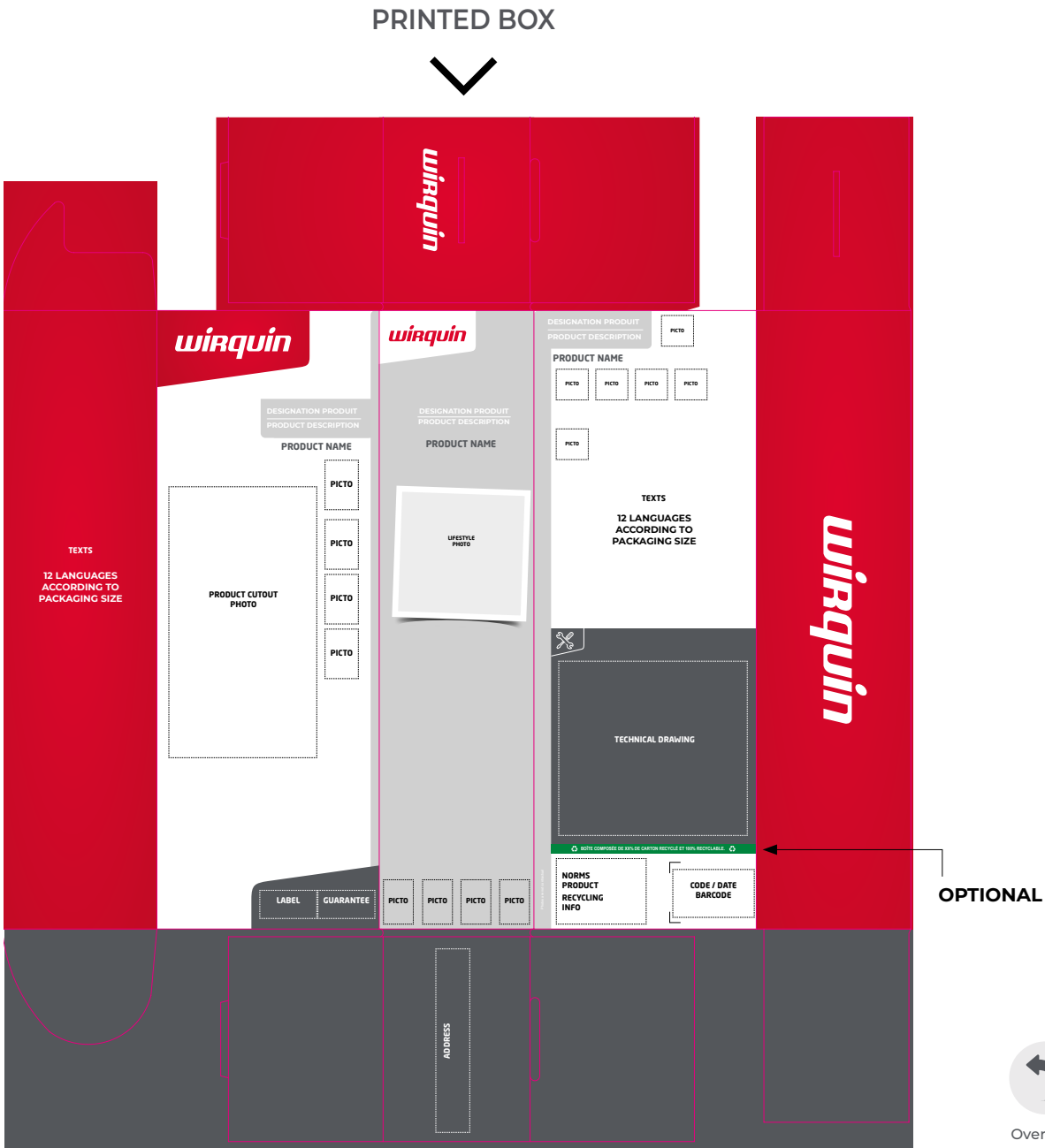
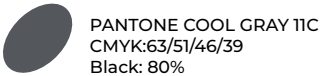
4.4 PRINTED TOOLS: PACKAGING



OPTIONAL

PRINTED BOX

- > **Font:** Montserrat.
- > **Languages:** FACING from 2 to 4 languages + BACK from 2 to 12 languages (FR EN NL ES IT PT DE PL RO RU + EL BG if needed).
- > **Materials:** cardboard (30% minimum recycled material).
- > **Specifications:** Hangable on a peg (when needed).
- > **Number of colours:** 4/5 colours.



4. APPLICATIONS

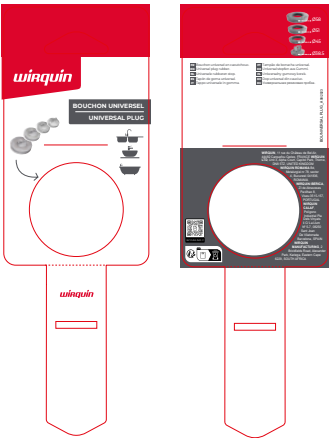
4.4 PRINTED TOOLS: PACKAGING



SPECIFIC



CARDBOARD TAB

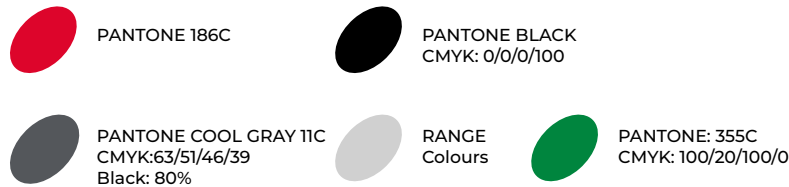


CARDBOARD SLEEVE



SPECIFIC

- > **Font:** Montserrat.
- > **Languages:** FACING from 2 to 4 languages + BACK from 2 to 12 languages (FR EN NL ES IT PT DE PL RO RU + EL BG if needed).
- > **Materials & specifications:** Adapted with the shape of product. Material 30% recycled material minimum.
- > **Number of colours:** 4/5 colours.



CARDBOARD WITH WINDOW



Overview

4. APPLICATIONS

4.4 PRINTED TOOLS: PACKAGING

BEST



PRINTED BAG

PRINTED BOX

SPECIFIC



- > TOP OF RANGE: Smart and qualitative therefore they require explanation. They must highlight Wirquin innovation.
- > LANGUAGES: FACING from 2 to 4 languages + BACK from 2 to 12 languages (FR EN NL ES IT PT DE PL RO RU + EL BG if needed). Depending of packaging size.
- > COLOURS: 4/5 colours.

CHARTED BAG/BOX WITH LABEL ARE NOT ALLOWED FOR BEST PRODUCTS.

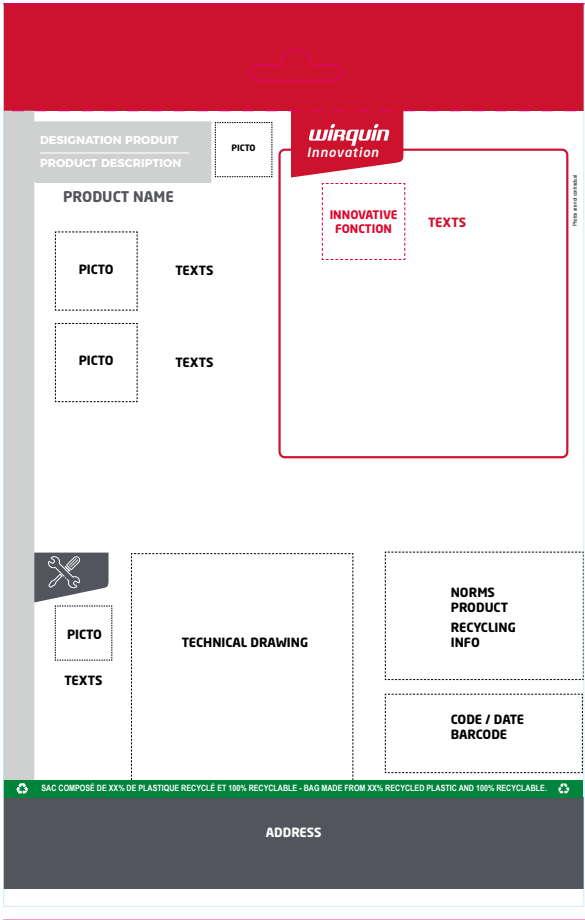
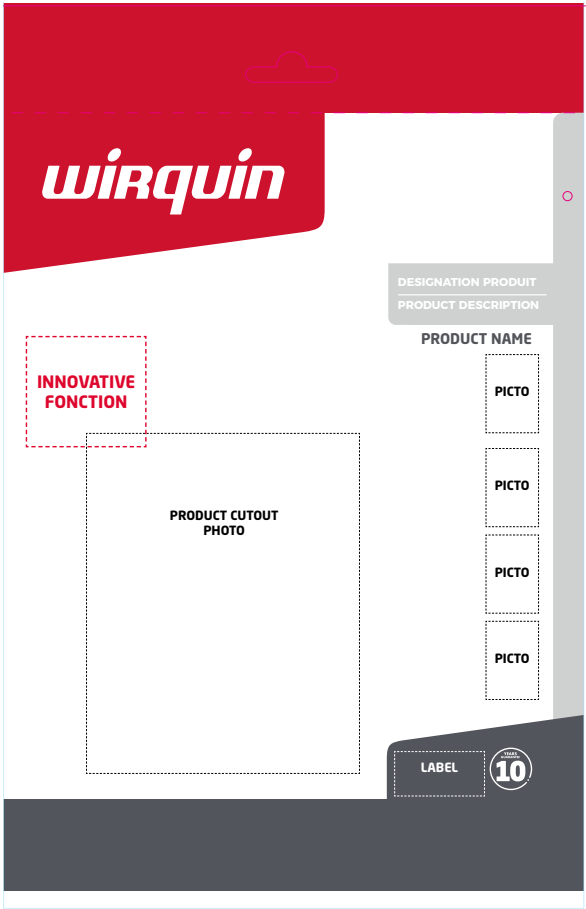


Overview

4. APPLICATIONS

4.4 PRINTED TOOLS: PACKAGING

PRINTED BAG



PRINTED BAG

- > **Font:** Montserrat + Neo Sans pro (innovation).
- > **Languages:** FACING from 2 to 4 languages + BACK from 2 to 12 languages (FR EN NL ES IT PT DE PL RO RU + EL BG if needed).
- > **Materials:** plastic (30% minimum recycled material).
- > **Specifications:** Reinforced border - Hangable on a peg.
- > **Number of colours:** 4/5 colours.



PANTONE 186C



PANTONE BLACK
CMYK: 0/0/0/100



PANTONE COOL GRAY 11C
CMYK: 63/51/46/39
Black: 80%



RANGE
Colours



PANTONE: 355C
CMYK: 100/20/100/0

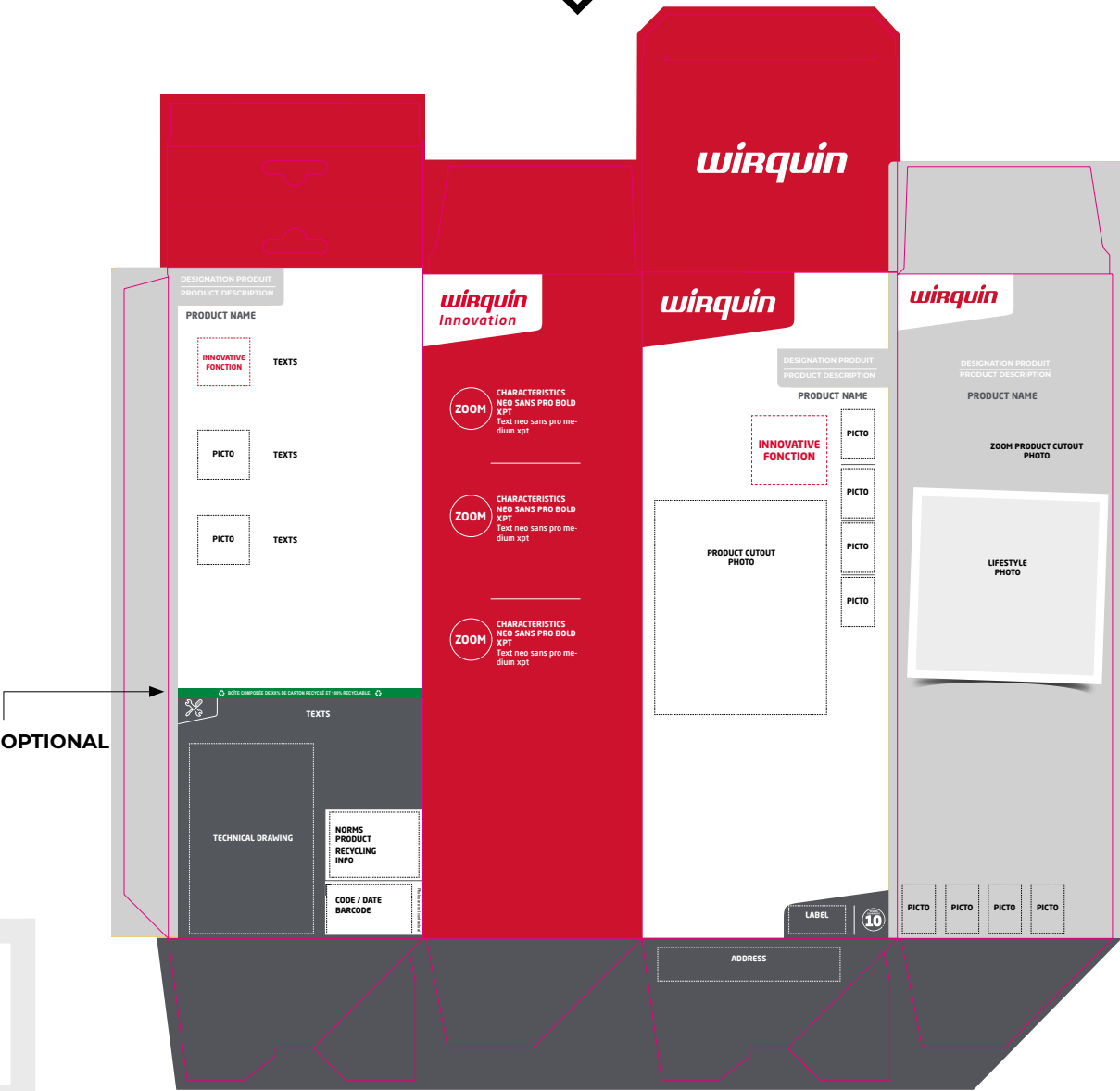
4. APPLICATIONS

4.4 PRINTED TOOLS: PACKAGING

BEST

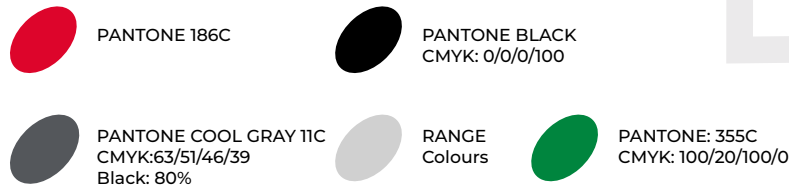


PRINTED BOX



PRINTED BOX

- > **Font:** Montserrat + Neo Sans pro (innovation).
- > **Languages:** FACING from 2 to 4 languages + BACK from 2 to 12 languages (FR EN NL ES IT PT DE PL RO RU + EL BG if needed). Depends of packaging size.
- > **Materials:** cardboard (30% minimum recycled material).
- > **Specifications:** Hangable on a peg (when needed).
- > **Number of colours:** 4/5 colours.



Overview

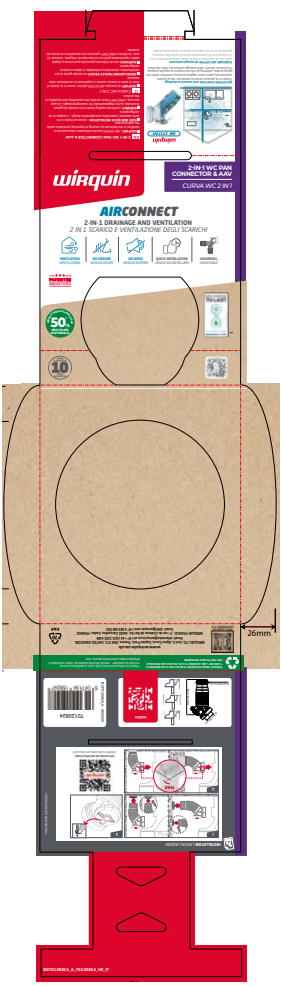
4. APPLICATIONS

4.4 PRINTED TOOLS: PACKAGING

SPECIFIC



CARDBOARD SLEEVE



SPECIFIC

- > **Font:** Montserrat + Neo Sans pro (innovation).
- > **Languages:** FACING from 2 to 4 languages + BACK from 2 to 12 languages (FR EN NL ES IT PT DE PL RO RU + EL BG if needed). Depends of packaging size.
- > **Materials & specifications:**
Adapted with the shape of product.
Material 30% recycled material minimum.
- > **Number of colours:** 4/5 colours.



PANTONE 186C



PANTONE BLACK
CMYK: 0/0/0/100



PANTONE COOL GRAY 11C
CMYK: 63/51/46/39
Black: 80%



RANGE
Colours



PANTONE: 355C
CMYK: 100/20/100/0

4. APPLICATIONS

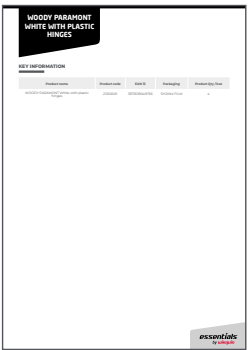
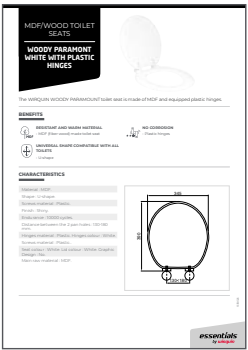
4.4 PRINTED TOOLS: PIM DATA SHEET

FOR ONE SKU (AUTOMATIC PRODUCT SHEET FROM PIM)



TEMPLATE ESSENTIALS

ITEM data sheet ESSENTIALS-deroule-pages.indd

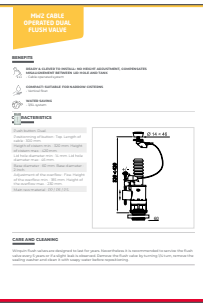


1 or 2 pages



TEMPLATE BETTER

ITEM data sheet WIRQUIN Better-deroule-pages.indd



2 or 3 pages



TEMPLATE BEST

ITEM data sheet WIRQUIN Best.indd



4 pages



TEMPLATE SPARE PART

ITEM data sheet WIRQUIN SPARE PART-deroule-pages.indd

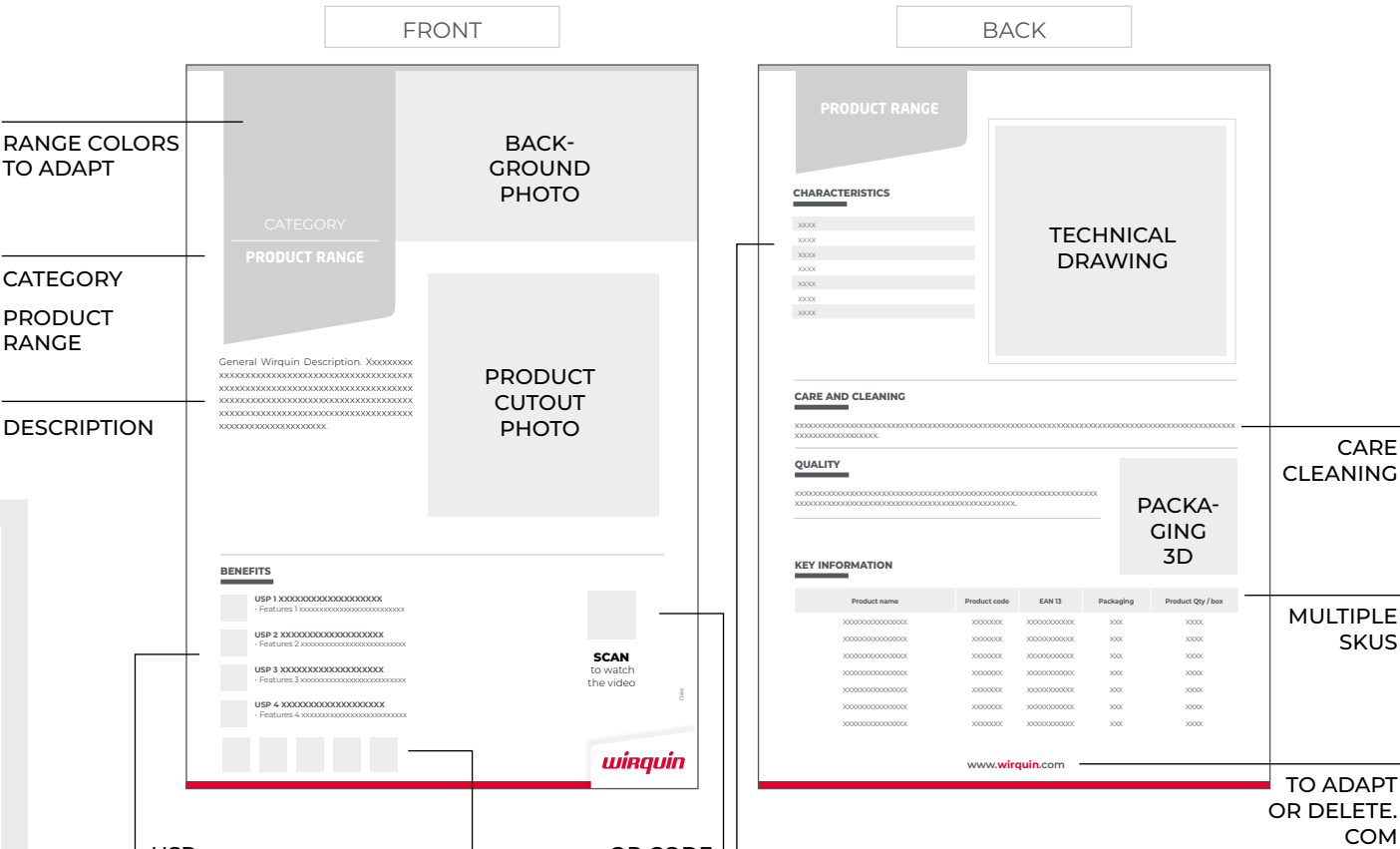


1 or 2 pages

4. APPLICATIONS

4.4 PRINTED TOOLS: MULTIPLE PRODUCTS SHEET

FOR SEVERALS SKU (NOT AUTOMATIC FROM PIM)



MULTIPLE PRODUCTS SHEET

- > Font: Montserrat + Neo sans pro (innovation)
- > Languages: 1
- > Materials: Paper: 90g
- > Specifications: A4 Multipage

> Number of colors: QUADRI

- RED
CMYK: 0/100/80/0
RGB: 222/6/46
- BLACK
CMYK: 0/0/0/100
RGB: 0/0/0
- GREY
CMYK: 63/51/46/39
RGB: 84/86/90
Black: 80%
- RANGE
COLORS

If you work on BEST products, you can add INNOVATION part to your artwork.

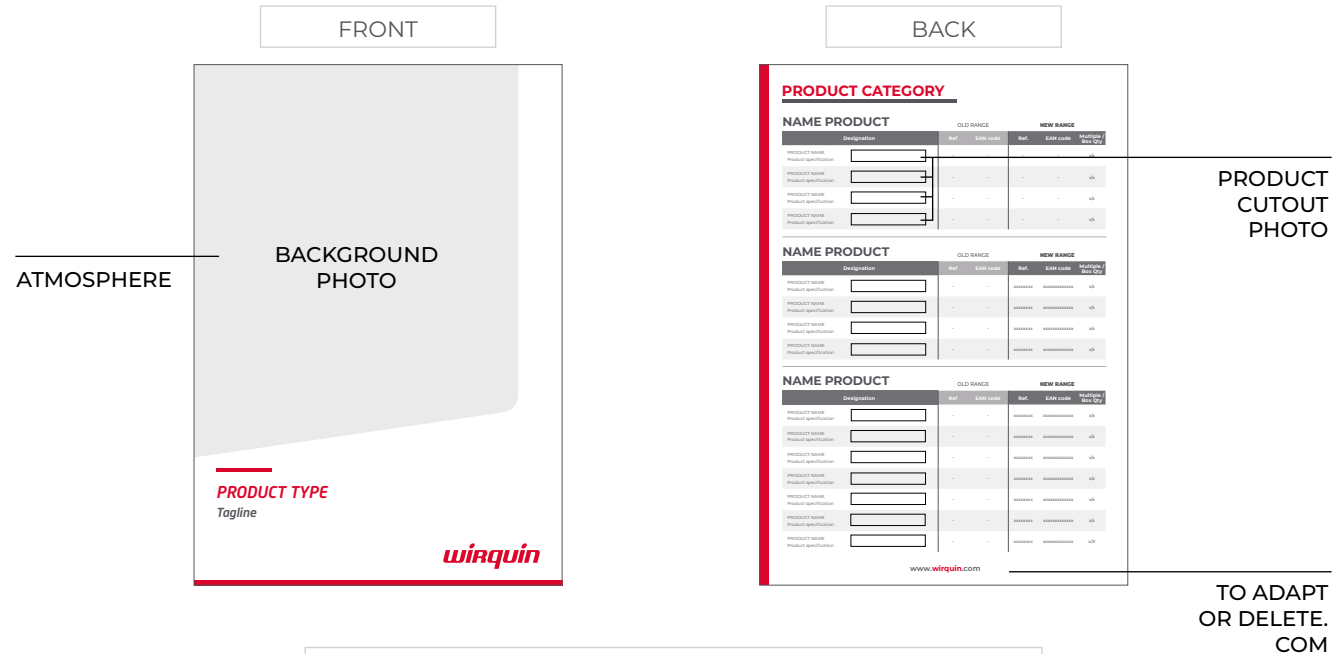


Overview

Download

4.4 PRINTED TOOLS: LEAFLET RANGE

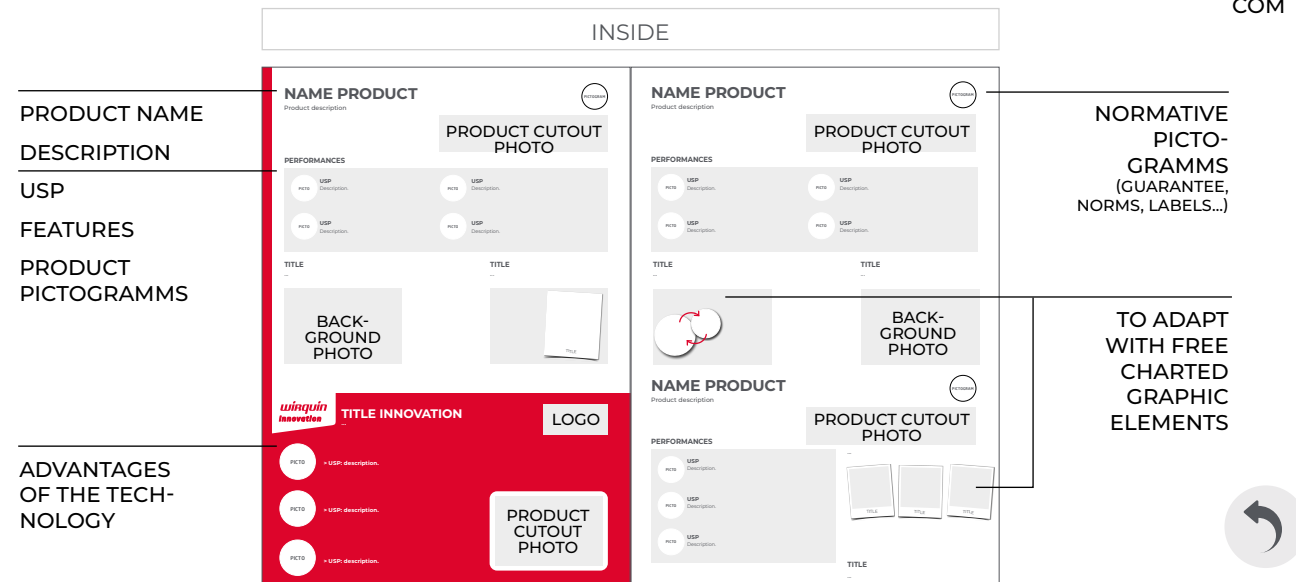
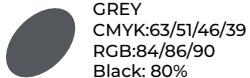
TO SHOW A COMPLETE RANGE



LEAFLET RANGE

- > Font: Montserrat + Neo sans pro (innovation)
- > Languages: 1
- > Materials: Paper: 90g
- > Specifications: A4 Multipage

> Number of colors: QUADRI



Overview

4. APPLICATIONS

4.4 PRINTED TOOLS: INSTRUCTION SHEET

TO SHOW HOW TO USE THE PRODUCT



FRONT

PRODUCT NAME

PRODUCT NAME

INCLUDED

NOT INCLUDED

PICTO

TECHNICAL DRAWING

1

2

3

4

5

MAINTENANCE OR CLEANING TIPS

QR CODE

WIRQUIN

BACK

PRODUCT NAME

PRODUCT NAME

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

26

27

28

29

30

31

32

33

34

35

36

37

38

39

40

41

42

43

44

45

46

47

48

49

50

51

52

53

54

55

56

57

58

59

60

61

62

63

64

65

66

67

68

69

70

71

72

73

74

75

76

77

78

79

80

81

82

83

84

85

86

87

88

89

90

91

92

93

94

95

96

97

98

99

100

101

102

103

104

105

106

107

108

109

110

111

112

113

114

115

116

117

118

119

120

121

122

123

124

125

126

127

128

129

130

131

132

133

134

135

136

137

138

139

140

141

142

143

144

145

146

147

148

149

150

151

152

153

154

155

156

157

158

159

160

161

162

163

164

165

166

167

168

169

170

171

172

173

174

175

176

177

178

179

180

181

182

183

184

185

186

187

188

189

190

191

192

193

194

195

196

197

198

199

200

201

202

203

204

205

206

207

208

209

210

211

212

213

214

215

216

217

218

219

220

221

222

223

224

225

226

227

228

229

230

231

232

233

234

235

236

237

238

239

240

241

242

243

244

245

246

247

248

249

250

251

252

253

254

255

256

257

258

259

260

261

262

263

264

265

266

267

268

269

270

271

272

273

274

275

276

277

278

279

280

281

282

283

284

285

286

287

288

289

290

291

292

293

294

295

296

297

298

299

300

301

302

303

304

305

306

307

308

309

310

311

312

313

314

315

316

317

318

319

320

321

322

323

324

325

326

327

328

329

330

331

332

333

334

335

336

337

338

339

340

341

342

343

344

345

346

347

348

349

350

351

352

353

354

355

356

357

358

359

360

361

362

363

364

365

366

367

368

369

370

371

372

373

374

375

376

377

378

379

380

381

382

383

384

385

386

387

388

389

390

391

392

393

394

395

396

397

398

399

400

401

402

403

404

405

406

407

408

409

410

411

412

413

414

415

416

417

418

419

420

421

422

423

424

425

426

427

428

429

430

431

432

433

434

435

436

437

438

439

440

441

442

443

444

445

446

447

448

449

450

451

452

453

454

455

456

457

458

459

460

461

462

463

464

465

466

467

468

469

470

471

472

473

474

475

476

477

478

479

480

481

482

483

484

485

486

487

488

489

490

491

492

493

494

495

496

497

498

499

500

501

502

503

504

505

506

507

508

509

510

511

512

513

514

515

516

517

518

519

520

521

522

523

524

525

526

527

528

529

530

531

532

533

534

535

536

537

538

539

540

541

542

543

544

545

546

547

548

549

550

551

552

553

554

555

556

557

558

559

560

561

562

563

564

565

566

567

568

569

570

571

572

573

574

575

576

577

578

579

580

581

582

583

584

585

586

587

588

589

590

591

592

593

594

595

596

597

598

599

600

601

602

603

604

605

606

607

608

609

610

611

612

613

614

615

616

617

618

619

620

621

622

623

624

625

626

627

628

629

630

631

632

633

634

635

636

637

638

639

640

641

642

643

644

645

646

647

648

649

650

651

652

653

654

655

656

657

658

659

660

661

662

663

664

665

666

667

668

669

670

671

672

673

674

675

676

677

678

679

680

681

682

683

684

685

686

687

688

689

690

691

692

693

694

695

696

697

698

699

700

701

702

703

704

705

706

707

708

709

710

711

712

713

714

715

716

717

718

719

720

721

722

723

724

725

726

727

728

729

730

731

732

733

734

735

736

737

738

739

740

741

742

743

744

745

746

747

748

749

750

751

752

753

754

755

756

757

758

759

760

761

762

763

764

765

766

767

768

769

770

771

772

773

774

775

776

777

778

779

780

781

782

783

784

785

786

787

788

789

790

791

792

793

794

795

796

797

798

799

800

801

802

803

804

805

806

807

808

809

810

811

812

813

814

815

816

817

818

819

820

821

822

823

824

825

826

827

828

829

830

831

832

833

834

835

836

837

838

839

840

841

842

843

844

845

846

847

848

849

850

851

852

853

854

855

856

857

858

859

860

861

862

863

864

865

866

867

868

869

870

871

872

873

874

875

876

877

878

879

880

881

882

883

884

885

886

887

888

889

890

891

892

893

894

895

896

897

898

899

900

901

902

903

904

905

906

907

908

909

910

911

912

913

914

915

916

917

918

919

920

921

922

923

924

925

926

927

928

929

930

931

932

933

934

935

936

937

938

939

940

941

942

943

944

945

946

947

948

949

950

951

952

953

954

955

956

957

958

959

960

961

962

963

964

965

966

967

968

969

970

971

972

973

974

975

976

977

978

979

980

981

982

983

984

985

986

987

988

989

990

991

992

993

994

995

996

997

998

999

1000

INSTRUCTION SHEET

- > Font: Montserrat
- > Languages: 1 to 12
EN FR NL ES IT PT DE PL RO RU EL RO
- > Materials: Paper: 80g
- > Specifications: A4 Multipage
- > Only add RU address on this tool

> Number of colors: QUADRI



RED
CMYK: 0/100/80/0
RGB: 222/6/46



BLACK
CMYK: 0/0/0/100
RGB: 0/0/0



GREY
CMYK: 63/51/46/39
RGB: 84/86/90
Black: 80%

ADDRESS

WIRQUIN FRANCE, 11 rue du Château de Bel Air, 44482 Carquefou Cedex, FRANCE. Email: SAV@wirquin.com I N° 0 800 009 003
WIRQUIN LTD, Unit 3, Alpha Court, Capitol Park, Thorne, DN8 5TZ, UNITED KINGDOM. Email: aftersales@wirquin.co.uk I N° +44 (0)33 3222 4488
WIRQUIN ROMANIA, Bd. Metalurgiei nr 78, sector 4, Bucuresti 041836, ROMANIA. Email: aftersales@wirquin.ro I N° +40 (21) 318 15 49
WIRQUIN IBERICA, Z.I. de Mundão, 3 Armazém, E 3505-459, Viseu, PORTUGAL. Email: wirquiniberica@sapo.pt I N° +34 938767816
WIRQUIN CALAF, P.I. Pla dels Vinyats II - c/La llum, 5-7, 0250 St. Joan de Vilatorrada, Barcelona, SPAIN. Email: sat@wirquin.com I N° +34 938767816
WIRQUIN MANUFACTURING, 2 Brickfields Road, Alexander Park, Kariega, Eastern Cape 6229, SOUTH AFRICA. Email: enquiries@wirquin.co.za I N° +27 (0)42 243 6000
WIRQUIN RUSSIE, UL. Pistsova, 50 601110, KostorevoVladimir Region, RUSSIA.



4.4 PRINTED TOOLS: INSTRUCTION SHEET



TO SHOW HOW TO USE THE PRODUCT

PRODUCT
NAME
TO ADAPT

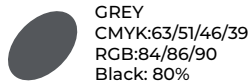
EXPLODED
PRODUCT
NOMENCLA-
TURE
WITH LETTER

DRAWINGS

INSTRUCTION SHEET

- > Font: Montserrat
- > Languages: 1 to 12
EN FR NL ES IT PT DE PL RO RU EL RO
- > Materials: Paper: 80g
- > Specifications: A4 Multipage
- > Only add RU address on this tool

> Number of colors: QUADRI



BLACK
CMYK: 0/0/0/100
RGB: 0/0/0

ADDRESS

WIRQUIN FRANCE, 11 rue du Château de Bel Air, 44482 Carquefou Cedex, FRANCE. Email: SAV@wirquin.com I N° 0 800 009 003
WIRQUIN LTD, Unit 3, Alpha Court, Capitol Park, Thorne, DN8 5TZ, UNITED KINGDOM. Email: aftersales@wirquin.co.uk I N° +44 (0)3 3222 4488
WIRQUIN ROMANIA, Bd. Metalurgiei nr 78, sector 4, Bucuresti 041836, ROMANIA. Email: aftersales@wirquin.ro I N° +40 (21) 318 15 49
WIRQUIN IBERICA, Z.I. de Mundão, 3 Armazém, E 3505-459, Viseu, PORTUGAL. Email: wirquiniberica@sapo.pt I N° +34 938767816
WIRQUIN CALAF, P.I. Pla dels Vinyats 11 - c/La llum, 57, 0250 ST. Joan de Vilatorrada, Barcelona, SPAIN. Email: sat@wirquin.com I N° +34 938767816
WIRQUIN MANUFACTURING, 2 Brickfields Road, Alexander Park, Kariega, Eastern Cape 6229, SOUTH AFRICA. Email: enquiries@wirquin.co.za I N° +27 (0)42 243 6000
WIRQUIN RUSSIE, UL. Pilstova, 50 601101, KostorevoVladimir Region, RUSSIA.

	PRODUCT NAME TO ADAPT
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	
11.	
12.	
13.	
14.	
15.	
16.	
17.	
18.	
19.	
20.	
21.	
22.	
23.	
24.	
25.	
26.	
27.	
28.	
29.	
30.	
31.	
32.	
33.	
34.	
35.	
36.	
37.	
38.	
39.	
40.	
41.	
42.	
43.	
44.	
45.	
46.	
47.	
48.	
49.	
50.	
51.	
52.	
53.	
54.	
55.	
56.	
57.	
58.	
59.	
60.	
61.	
62.	
63.	
64.	
65.	
66.	
67.	
68.	
69.	
70.	
71.	
72.	
73.	
74.	
75.	
76.	
77.	
78.	
79.	
80.	
81.	
82.	
83.	
84.	
85.	
86.	
87.	
88.	
89.	
90.	
91.	
92.	
93.	
94.	
95.	
96.	
97.	
98.	
99.	
100.	

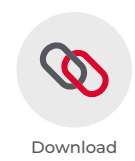
TEXTS TO TRANSLATE

ADDRESS TO ADAPT

Overview

4. APPLICATIONS

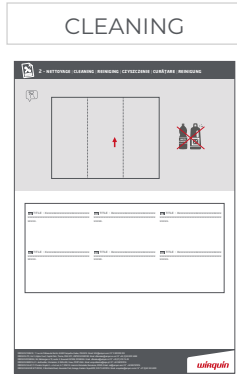
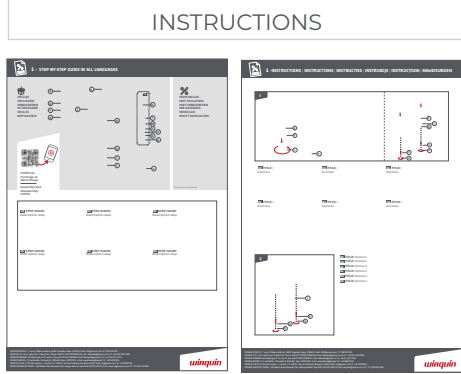
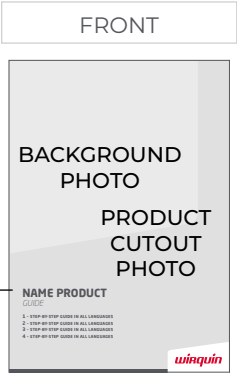
4.4 PRINTED TOOLS: USERGUIDE



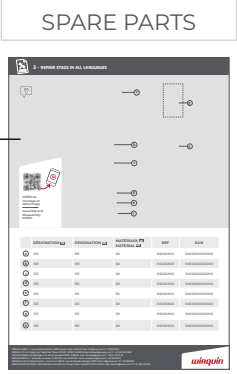
TO SHOW ALL INFORMATION IN ONE GUIDE



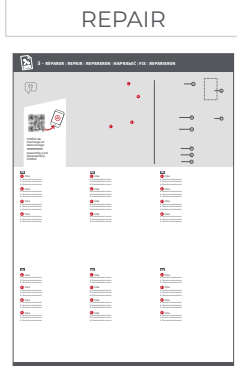
PRODUCT NAME TO ADAPT



ADDRESS TO ADAPT



TO ADAPT



LABEL TO ADAPT

USERGUIDE

- > Font: Montserrat
- > Languages: 1 to 12
EN FR NL ES IT PT DE PL RO RU EL RO
- > Materials: Screen, digital

> Number of colors: QUADRI

RED
CMYK: 0/100/80/0
RGB: 222/6/46

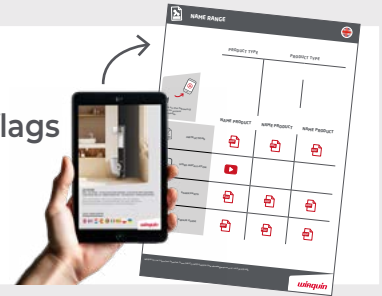
BLACK
CMYK: 0/0/0/100
RGB: 0/0/0

GREY
CMYK: 63/51/46/39
RGB: 84/86/90
Black: 80%

OPTION



To manage several countries, you can add these flags to create summary page for each country. You can connect the picto to your interactive link.



4. APPLICATIONS

4.4 PRINTED TOOLS: SPARE PART SHEET



SPARE PART SHEET

- > Font: Montserrat
- > Languages: 1 to 12
EN FR NL ES IT PT DE PL RO RU EL RO
- > Materials: Screen, digital

> Number of colors: QUADRI

RED
CMYK: 0/100/80/0
RGB: 222/6/46

BLACK
CMYK: 0/0/0/100
RGB: 0/0/0

GREY
CMYK: 63/51/46/39
RGB: 84/86/90
Black: 80%

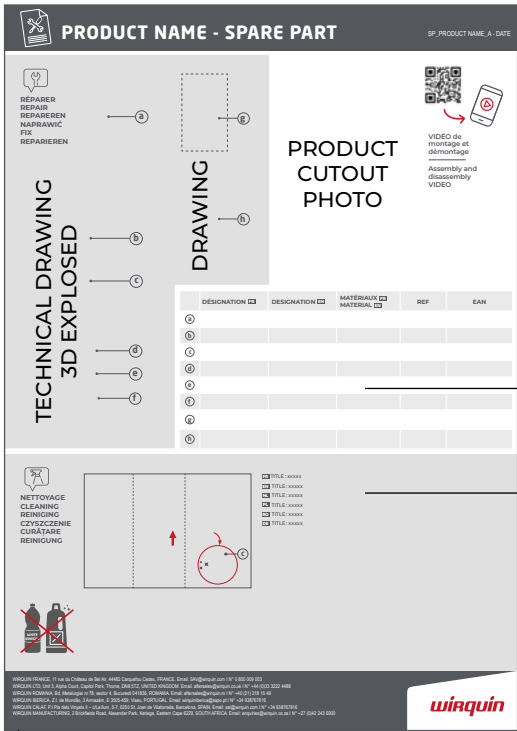
TO SHOW ALL SPARE PARTS COMPONENT



Download



FRONT



TO ADAPT

TO ADAPT

ADDRESS
TO ADAPT



Overview

4. APPLICATIONS

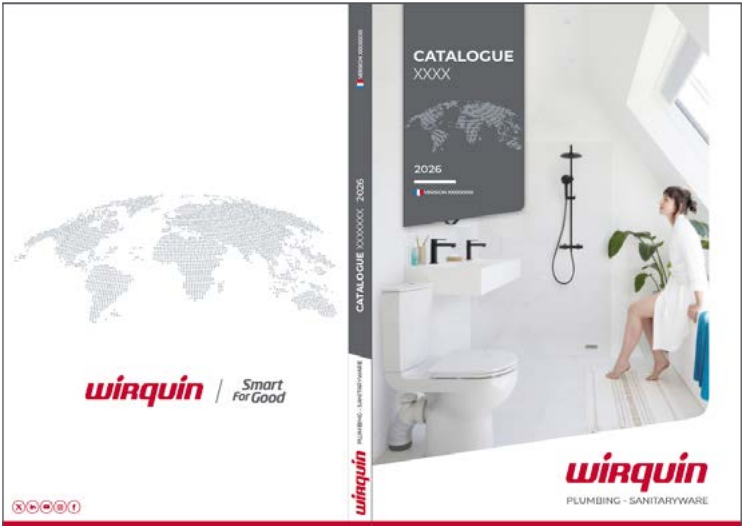
4.4 PRINTED TOOLS: CATALOGUE

TO SHOW THE NEW COLLECTION



BACK

FRONT



RANGE PAGE

INNOVATION PAGE

STANDARD PAGE



CATALOGUE

- > Font: Montserrat + Neo sans pro (innovation)
- > Languages: 1
- > Materials: Paper: 90g
- > Specifications: A4 Multipage

> Number of colors: QUADRI

RED
CMYK: 0/100/80/0
RGB: 222/6/46

BLACK
CMYK: 0/0/0/100
RGB: 0/0/0

GREY
CMYK: 63/51/46/39
RGB: 84/86/90
Black: 80%



4. APPLICATIONS

4.4 PRINTED TOOLS: PRESS ADVERTISING

TO CAPTURE THE AUDIENCE IN MAGAZINE



TO ADAPT



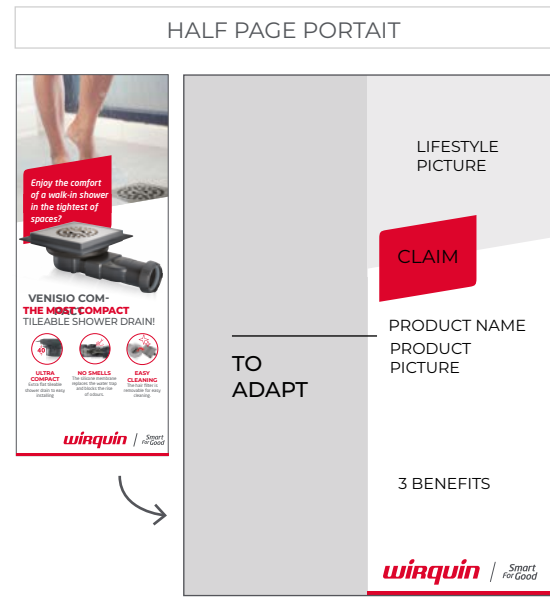
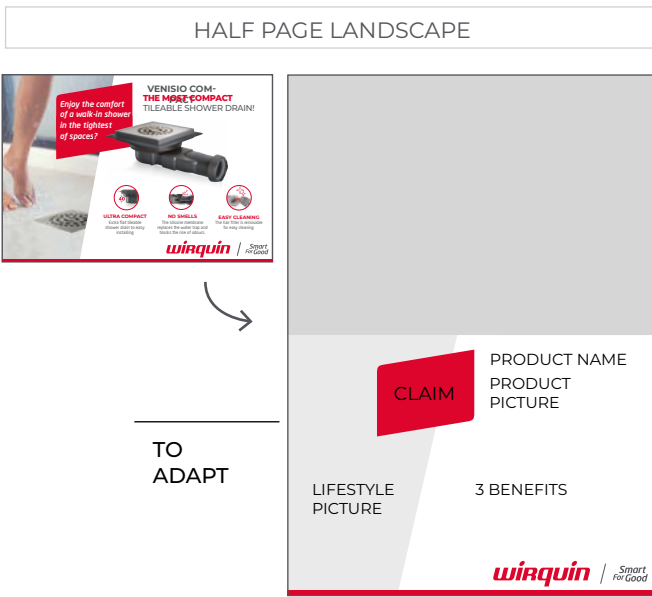
PRESS ADVERTISING

- > Font: Montserrat + Neo sans pro (innovation)
- > Languages: 1
- > Materials: Paper: 80g
- > Number of colors: QUADRI

RED
CMYK: 0/100/80/0
RGB: 222/6/46

BLACK
CMYK: 0/0/0/100
RGB: 0/0/0

GREY
CMYK: 63/51/46/39
RGB: 84/86/90
Black: 80%



4. APPLICATIONS

4.4 PRINTED TOOLS: POS



POS

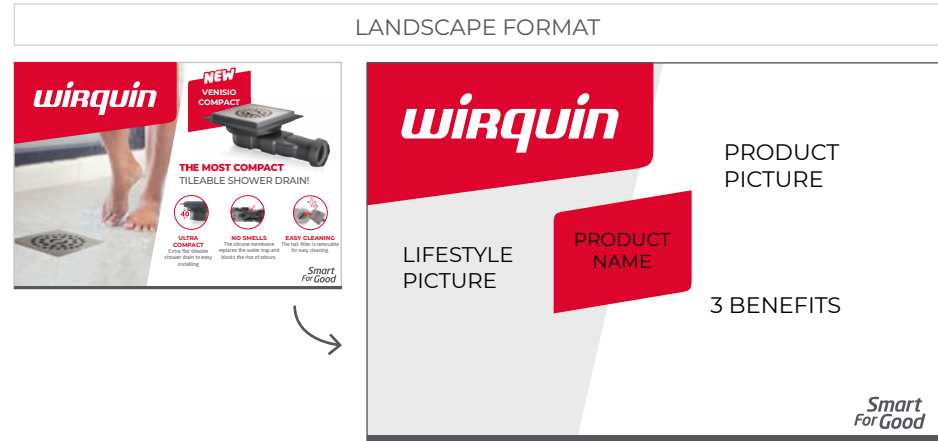
- > Font: Montserrat + Neo sans pro (innovation)
- > Languages: 1
- > Materials: Paper: 80g
- > Number of colors: QUADRI

RED
CMYK: 0/100/80/0
RGB: 222/6/46

BLACK
CMYK: 0/0/0/100
RGB: 0/0/0

GREY
CMYK: 63/51/46/39
RGB: 84/86/90
Black: 80%

TO CAPTURE THE AUDIENCE IN STORE



TO ADAPT

SPECIFIC SHAPE

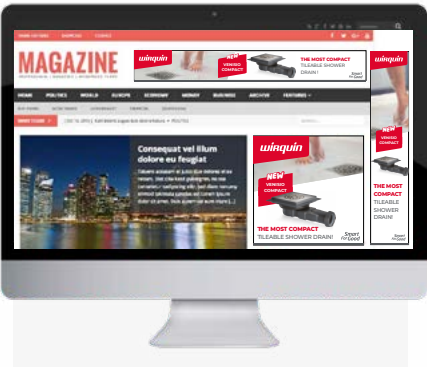
TO ADAPT



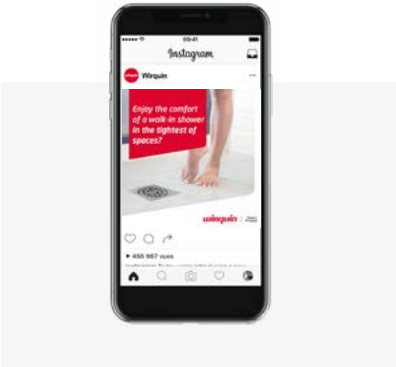
Overview

4. APPLICATIONS

4.5 DIGITAL TOOLS



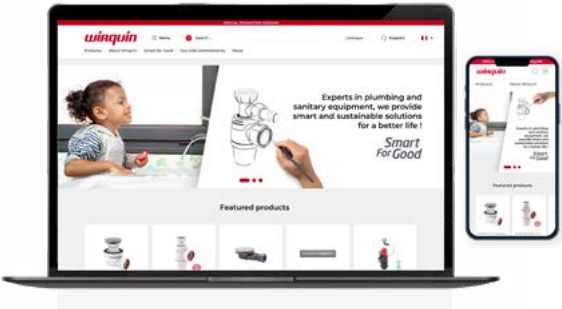
> WEB BANNER



> SOCIAL MEDIA



> VIDEO



> WEBSITE

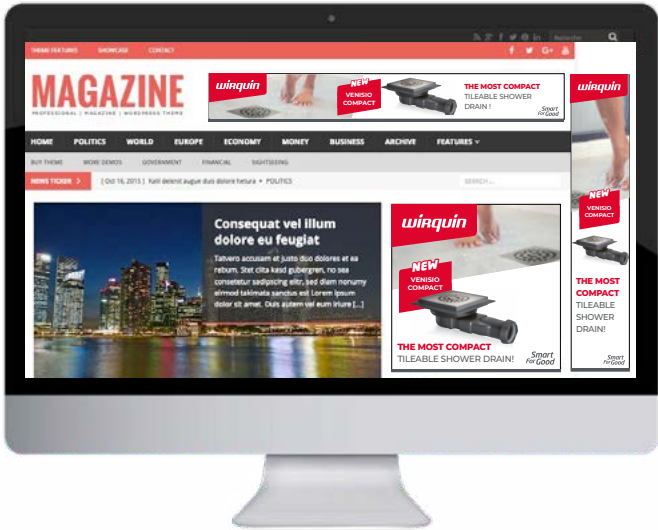


4. APPLICATIONS

4.5 DIGITAL TOOLS: WEB BANNER

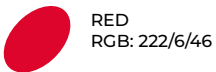


TO PROMOTE NEW PRODUCTS ON INTERNET



WEB BANNER

- > Font: Montserrat or Neo Sans Pro (innovation)
- > Languages: 1
- > Specifications: digital
- > Number of colors:



RED
RGB: 222/6/46



BLACK
RGB: 0/0/0

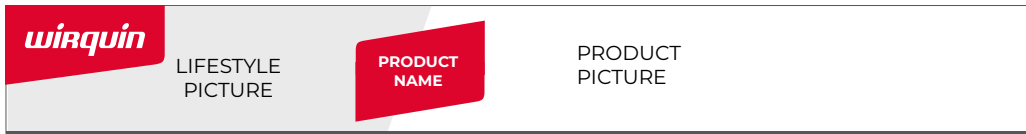


GREY
RGB: 84/86/90
Black: 80%



RANGE
COLORS

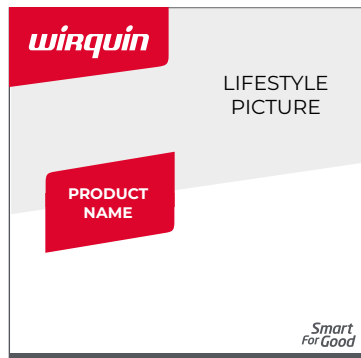
LEADERBOARD 728X90 PX



SKYSCRAPER 120X600 PX



SQUARE 250X250 PX



- Banners must be simple and visible.
- > The red shape is a recognition sign.
 - > Lifestyle picture is the main element.
 - > Wirquin logo should be placed on the top left corner and the claim at the right bottom corner.

> Web banner link internal Wirquin Canva account: <https://www.canva.com/brand/brand-templates/EAGxRs8kkx0>



Overview

4. APPLICATIONS

4.5 DIGITAL TOOLS: SOCIAL MEDIA



SHAPE, SIZE FOR PROFIL IMAGE & COVER PHOTO



X



LINKEDIN



YOUTUBE



INSTAGRAM



FACEBOOK



> SHAPE					
> SIZE PROFIL IMAGE	400x400 px	400x400 px	800x800 px	320x320 px	360x360 px
> SIZE COVER PHOTO	1500x500 px	1128x191 px	1280x720 px	-	851x315 px

> COVER PHOTO



Overview

4. APPLICATIONS

4.5 DIGITAL TOOLS: SOCIAL MEDIA



SIZE FOR REELS, POSTS & VIDEOS



> SOCIAL NETWORK	> FORMAT	> SIZE
   	SHORT / REELS	1080x1920 px
  	POST	1080x1350 px
  	POST	1200x1200 px
	VIDEO	1920x1080 px



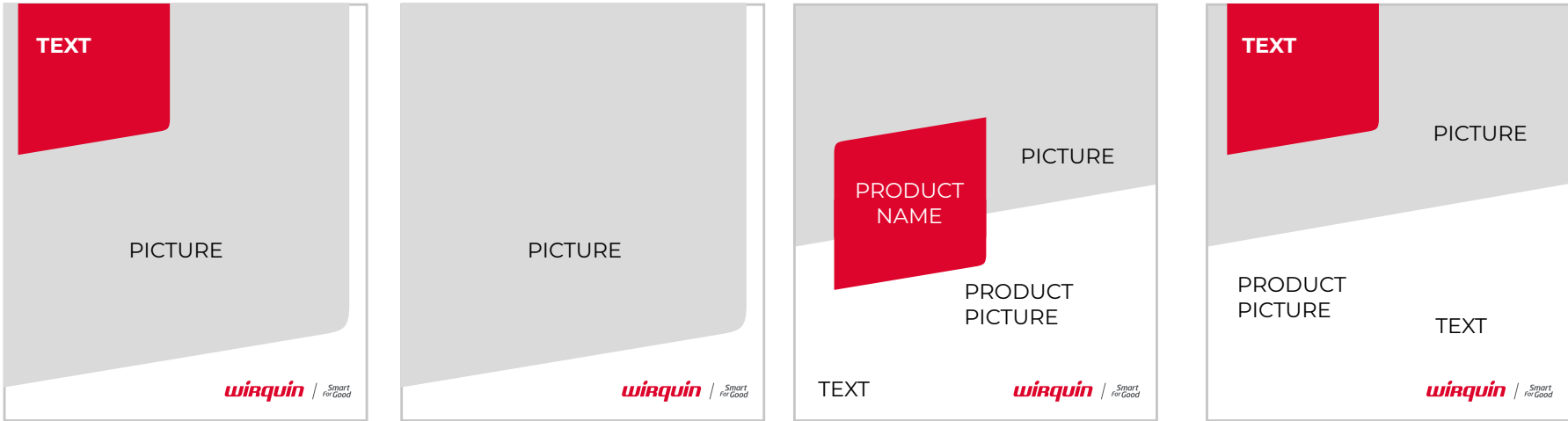
Overview

4. APPLICATIONS

4.5 DIGITAL TOOLS: SOCIAL MEDIA



POST



SUSTAINABILITY

COMMITMENTS
SMART PRODUCTS

WATERSAVING TIPS



POST MUST BE SIMPLE
AND LIGHT

- > THE RED SHAPE IS A RECOGNITION SIGN.
- > PICTURE IS THE MAIN ELEMENT.
- > BRANDING SIGNATURE WITH LOGO AND CLAIM

> Template post link internal
Wirquin Canva account:
<https://www.canva.com/brand/brand-templates/EAGxRe3DxU4>



Overview

4. APPLICATIONS

4.5 DIGITAL TOOLS: SOCIAL MEDIA

POST OK / NOT OK



Simple and inspiring visual with a main message



Too busy visual with too many colors & message.



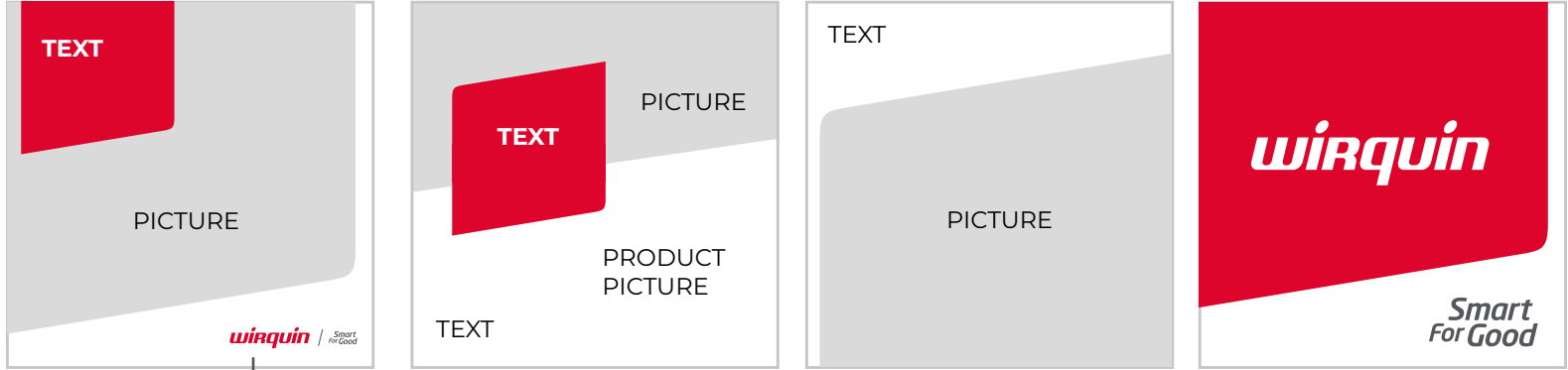
Overview

4. APPLICATIONS

4.5 DIGITAL TOOLS: SOCIAL MEDIA



CAROUSEL MULTI SCREEN

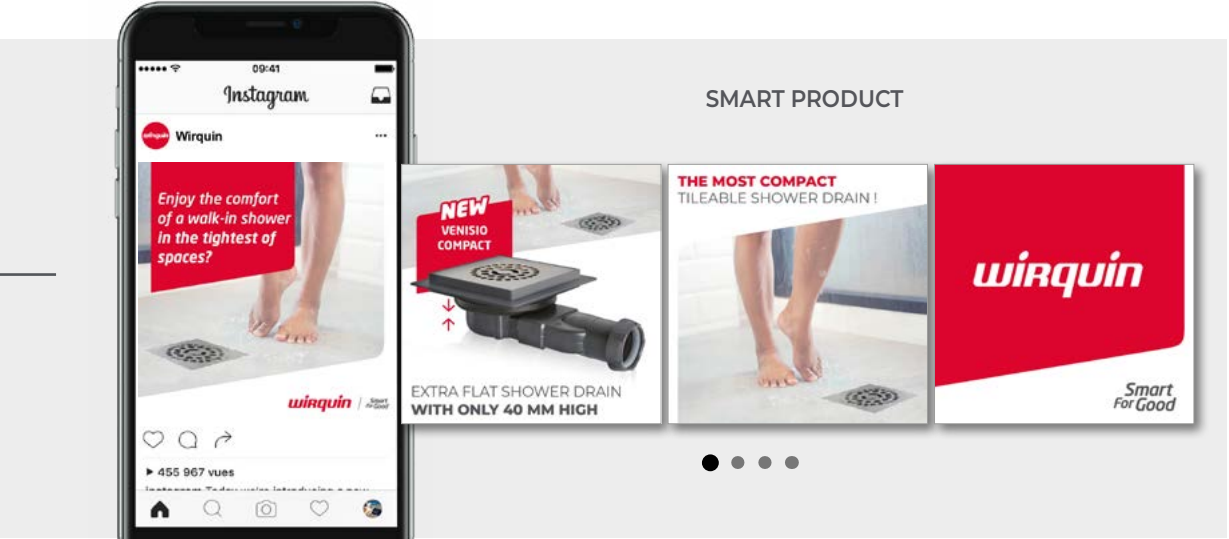


LOGO ON THE FIRST SCREEN MANDATORY

BRAND SCREEN



- > 4 TYPES OF TEMPLATES DEPENDING OF CONTENT
- > FIRST SCREEN WITH LOGO AND CLAIM
- > BRAND SCREEN IS MANDATORY



> Template carousel link internal Wirquin Canva account:
<https://www.canva.com/brand/brand-templates/EAGpXAR5SUY>



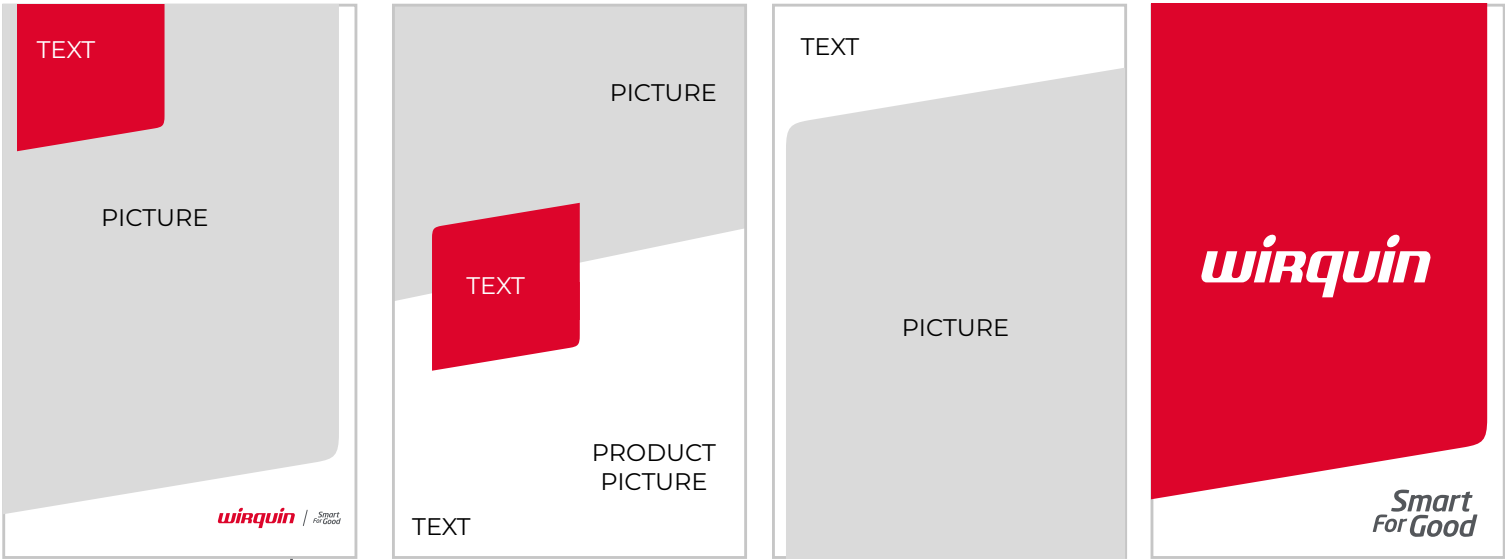
Overview

4. APPLICATIONS

4.5 DIGITAL TOOLS: SOCIAL MEDIA



REEL VIDEO



> Template reel link internal Wirquin Canva account: <https://www.canva.com/brand/brand-templates/EAGxRSdnBCs>

LOGO ON THE FIRST SCREEN MANDATORY

BRAND SCREEN

- > 4 TYPES OF TEMPLATES DEPENDING OF CONTENT
- > FIRST SCREEN WITH LOGO AND CLAIM
- > BRAND SCREEN IS MANDATORY

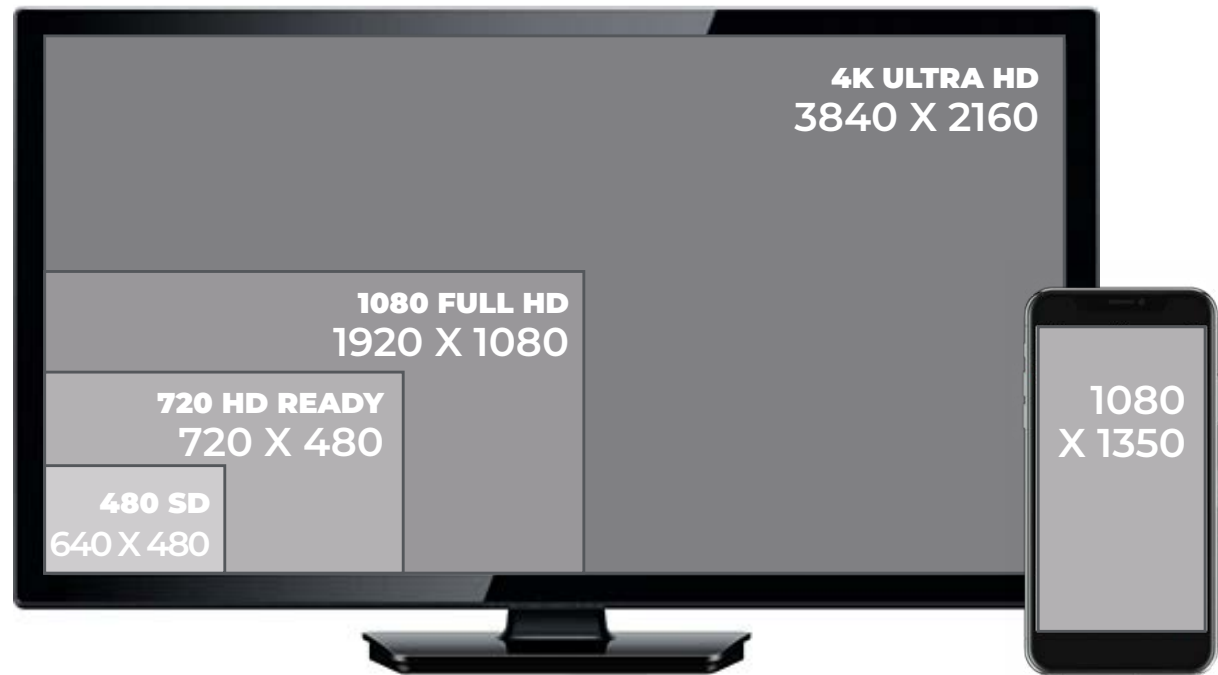


Overview

4. APPLICATIONS

4.5 DIGITAL TOOLS: VIDEO

DIFFERENT DEFINITIONS & FORMATS



SD: Standard definition.
HD: High definition.
1920 x 1080: 1920 pixels wide and 1080 pixels high.

> WIRQUIN VIDEO MASTER FORMAT:

- 1080 Full HD = 1920 x 1080 pixels
- .Mp4 format
- Maximum 4 GB size
- Duration of 3 minutes maximum.

> SOCIAL MEDIA PLATFORMS HAVE SPECIFIC VIDEO REQUIREMENTS.

For more details please check up to date social media specs:

<https://sproutsocial.com/insights/social-media-video-specs-guide/>



Overview

4. APPLICATIONS

4.5 DIGITAL TOOLS: VIDEO

TYPES

	INSTALLATION GUIDE	TUTORIAL	PRODUCT PRESENTATION	TESTIMONIAL
 DEFINITION	Guides the consumer step by step in the installation.	Aims to explain to consumers the operating principles of a product, to highlight a function, an important point during installation, to provide advice / tips on the installation of a product or its maintenance.	- Produced during a launch. - Presents all the features of the product as well as its benefits.	- Video of a customer or client praising a company. In most cases, they talk about how that company's product or service has helped them solve a problem. - Video of employees that describe how he/she feels about his/her job, the organization and ultimately inspires others to join the company.
 CREATION FUNDAMENTALS	The storyboard will be the installation guide, if it exists. On the other hand, if this is not the case, it will be necessary to write and / or draw step by step the different stages of installation. - Have the right (key)words adapted to the target and the product type.	- Establish a simple and concise storyboard so as not to lose the consumer in complicated explanations. - Choose ONE subject per video. - Have the right (key)words adapted to the target. - Have the right wording : How to install XXX in 5 minutes and 5 steps...	- Establish a simple and concise storyboard so as not to lose the consumer in complicated explanations. - Have the right (key)words adapted to the target.	An interesting story delivered by a believable and relatable narrator is the most important.
 SPECIFICITIES	Show : Different elements present in the packaging Tools and materials needed for the installation Estimated installation time (if necessary) Installation sub-steps (if necessary)	Who is the audience? Why is he/she interested in this subject? Make sure you know what interests your audience. This will allow you to answer their questions and understand why they are watching your video.	Product presentation may integrate product specific colors or logos. Example : Wirquin Neo	The testimonial can take place in an office, a shop or other place with sufficient lighting, there is also the possibility of filming in front of a green background which will allow background embedding. Tips : - Eliminate any disruptive visual element and unwanted noise - Provide spotlights if lightning is insufficient - Provide a lavalier microphone (do a test before) - Make sure you have enough battery in your camera
 LENGTH	Maximum 3 minutes Can be longer for very technical products	Maximum 3 minutes Ideally 1-2 minutes	Maximum 3 minutes	Maximum 3 minutes Ideally 1-2 minutes
 MUSIC	Night_Glow_398096.wav 03:30	Flying_Dreams_475535.wav 02:48	Music adapted to the product and the mood of the video as well as the message you want to convey.	Music adapted to the product and the mood of the video as well as the message you want to convey.

4. APPLICATIONS

4.5 DIGITAL TOOLS: VIDEO

OPENING SCREEN



SCALE 117%
(From the original illustrator file)
The logo is centered horizontally
and vertically

The Wirquin logo arrives at the
bottom with a fade. The word Presents
appears just after with a fade



- An animation file is available
on Canva and Youtube.

- On Canva or other software,
please translate «Presents»
on your language.

> Intro video link Youtube:
<https://youtu.be/wSWs5ZLQTlc>

> Intro video link internal Wirquin Canva:
<https://www.canva.com/brand/brand-templates/EAGtzph269s>

VIDEO

- > Font: Neo sans pro light
- > Colours:



RGB = 84/87/91
#C000020



RGB = 255/255/255
#ffffff



Presents

← TO BE
ADAPTED
INTO YOUR
LANGUAGE

The word Presents is aligned
with the bottom the letter «q»
and the right side the letter «n»



Overview

4. APPLICATIONS

4.5 DIGITAL TOOLS: VIDEO

INSTALLATION GUIDE

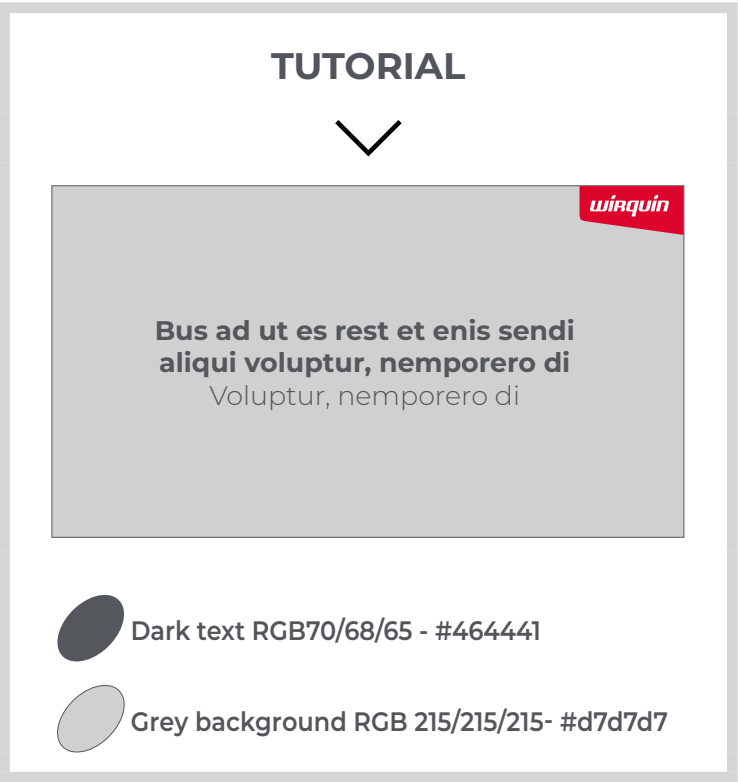


White text RGB 255/255/255 - #ffffff



Dark background RGB 70/68/65 - #464441

TUTORIAL



Dark text RGB 70/68/65 - #464441



Grey background RGB 215/215/215 - #d7d7d7

PRODUCT PRESENTATION



Dark text RGB 70/68/65 - #464441



White background RGB 255/255/255 - #ffffff

TESTIMONIAL



- > This transition background is useful for presenting headlines and introducing the different parts.
- > Centered text in lowercase or uppercase at the discretion of the video designer.

VIDEO

> Font: Neo sans pro light, bold, black



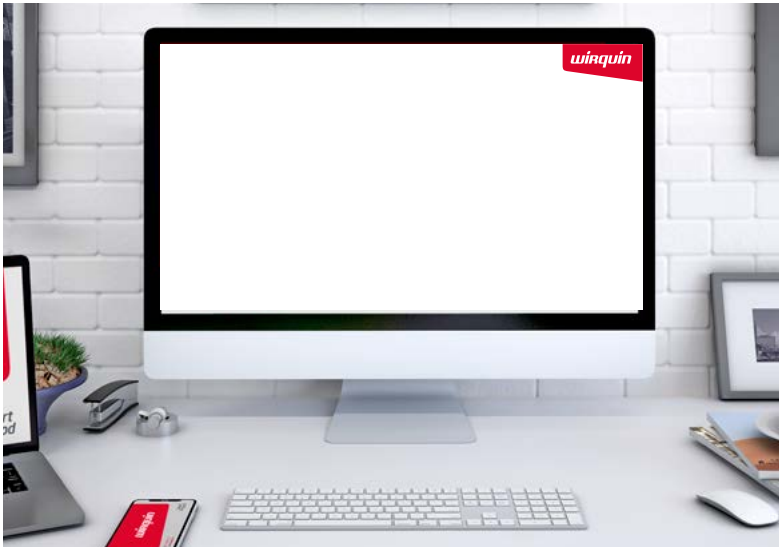
Overview

4. APPLICATIONS

4.5 DIGITAL TOOLS: VIDEO

> The Wirquin logo remains the same if it is on a light or medium dark background, or even black.

TRANSITION SCREEN



LOGO POSITIONED IN THE TOP RIGHT CORNER



Logo size 1/6 of the width



Download

VIDEOS

> Colours



RGB 70/68/65
#464441



RGB 215/215/215
#d7d7d7



RGB 255/255/255
#ffffff



Overview

4. APPLICATIONS

4.5 DIGITAL TOOLS: VIDEO

The video ends with a signature: the Wirquin logo

CLOSING SCREEN



- > Outro video link:
<https://youtu.be/AbY2D2t-x9M>
- > Internal end video link Wirquin’s Canva account available, customised for your subsidiary with your website and social media:
<https://www.canva.com/brand/brand-templates>



- > Claim *Smart For Good*
 - > Your website and social networks
-  ← TO ADAPT
- [WWW.wirquin.xx](http://www.wirquin.xx) ← TO ADAPT OR DELETE

VIDEO

> Colours:



RGB = 84/87/91
#C00020



RGB = 255/255/255
#ffffff



4. APPLICATIONS

4.5 DIGITAL TOOLS: VIDEO

INSTALLATION GUIDE VIDEO EXAMPLE



The grey block is used to insert explanatory text.

RGB = 70/68/65
Width = 23.5 px



Overview

4. APPLICATIONS

4.5 DIGITAL TOOLS: VIDEO

TUTORIAL VIDEO EXAMPLE



The grey block is used to insert explanatory text.

RGB = 215/215/215
Width = 23,5 px



Overview

4. APPLICATIONS

4.5 DIGITAL TOOLS: VIDEO

PRODUCT PRESENTATION VIDEO EXAMPLE



4. APPLICATIONS

4.5 DIGITAL TOOLS: VIDEO

TESTIMONIAL VIDEO EXAMPLE



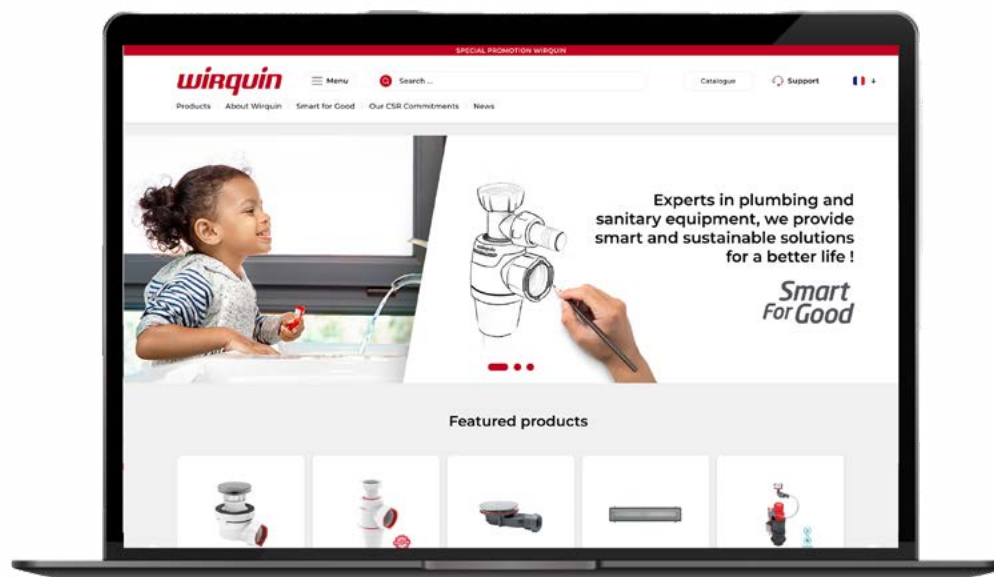
> Link to testimonial intro for each subsidiary on the Wirquin Canva account: <https://www.canva.com/brand/brand-templates>



4. APPLICATIONS

4.5 DIGITAL TOOLS: WEBSITE

INTRODUCTION



Please note:
The website must include a corporate section dedicated to the brand, as well as a showcase section specific to the subsidiary.

- For maintainability purposes, it is recommended that the site be developed using the WordPress CMS.
- The websites are not only differentiated by language: each has its own **unique catalogue**, except for Spain, which shares Portugal's.
- A selection of **flagship products** is **highlighted** on each website.
- The websites comply with the **safety standards** rules of their region.
- They are aimed at two target audiences: **professionals and the general public**.
- Each website must work on its own **search engine optimisation (SEO)**, adapted to its local culture and standards.
- Finally, a mandatory **contact page** must be present on all websites so that customers can easily reach the relevant subsidiary in case of a problem.

> VARIOUS WIRQUIN WEBSITES

www.wirquin.co.uk

www.wirquin.co.za

www.wirquin.es

www.wirquin.fr

www.wirquin.ro



Overview

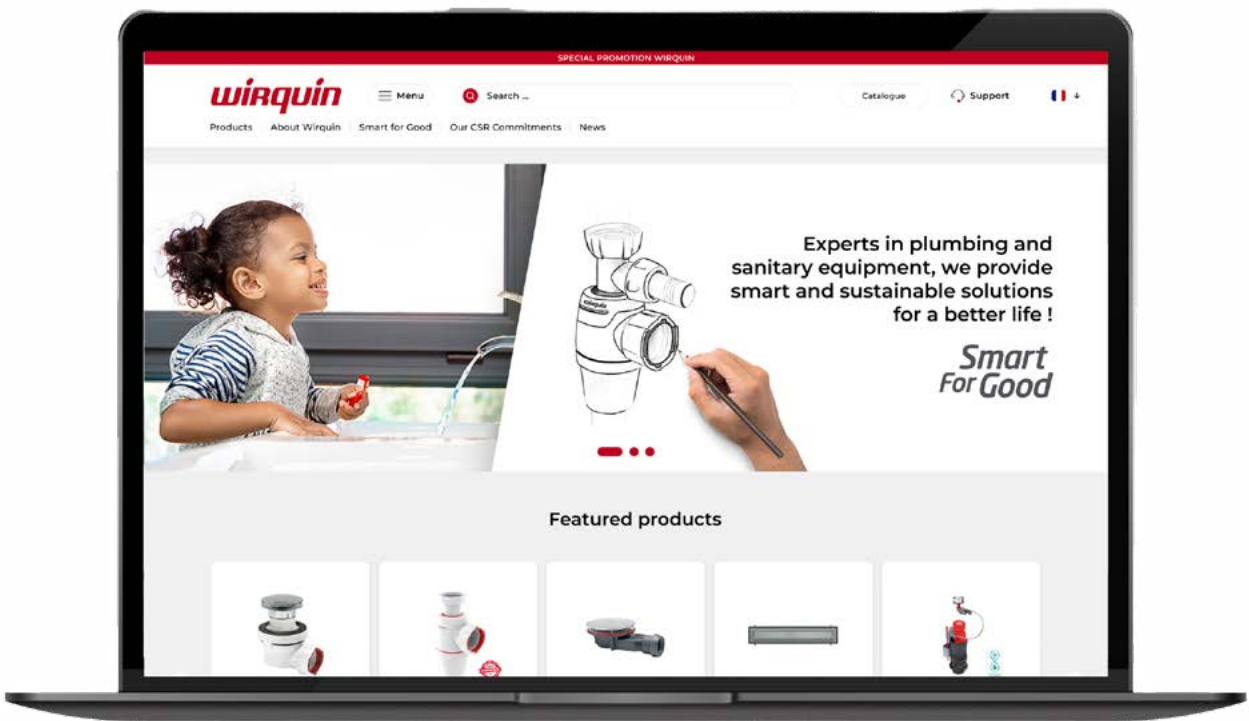
4. APPLICATIONS

4.5 DIGITAL TOOLS: WEBSITE MOCKUP



Websites must be **responsive**, meaning they can be used on both computers and mobile devices.

DESKTOP VERSION WEBSITE



MOBILE VERSION WEBSITE



Download



Overview

4. APPLICATIONS

4.5 DIGITAL TOOLS: WEBSITE

EXAMPLE HOME PAGE

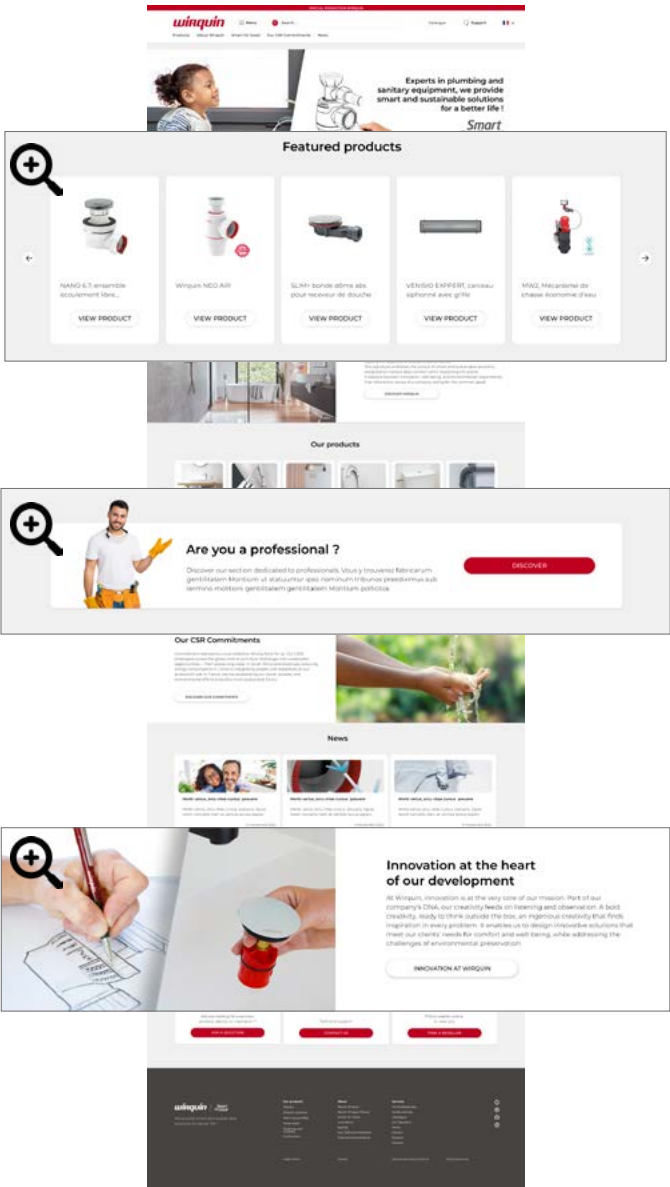
The .pdf mock-ups of the website's home page are available in desktop and mobile versions at these links:

- Desktop version : General\18-WEB-SITE\3_MODELS\DESKTOP\MODELS EN\Home.pdf
- Mobile version : General\18-WEB-SITE\3_MODELS\MOBILE\MODELS EN\Home mobile.pdf



Download

DESKTOP VERSION WEBSITE



MOBILE VERSION WEBSITE



Overview

4. APPLICATIONS

4.5 DIGITAL TOOLS: WEBSITE

EXAMPLE PRODUCT PAGE

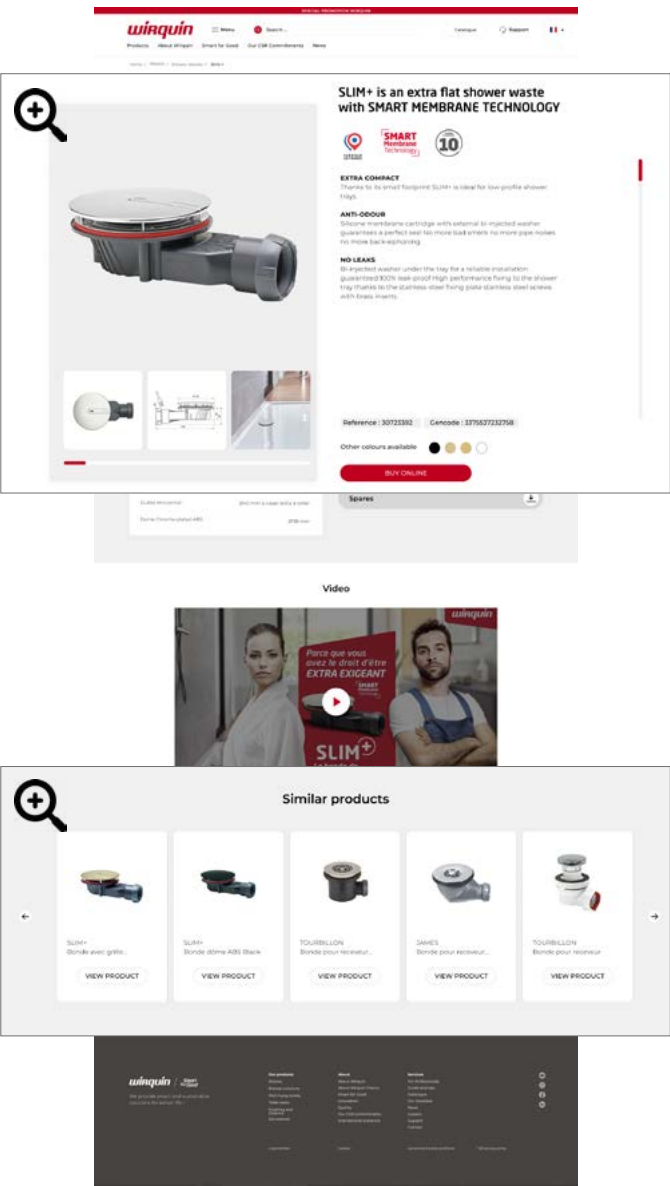
The .pdf mock-ups of the website's product page are available in desktop and mobile versions at these links:

- Desktop version : General\18-WEBSITE\3_MODELS\DESKTOP\MODELS EN\Product page.pdf
- Mobile version : General\18-WEBSITE\3_MODELS\MOBILE\MODELS EN\Product Page Mobile.pdf

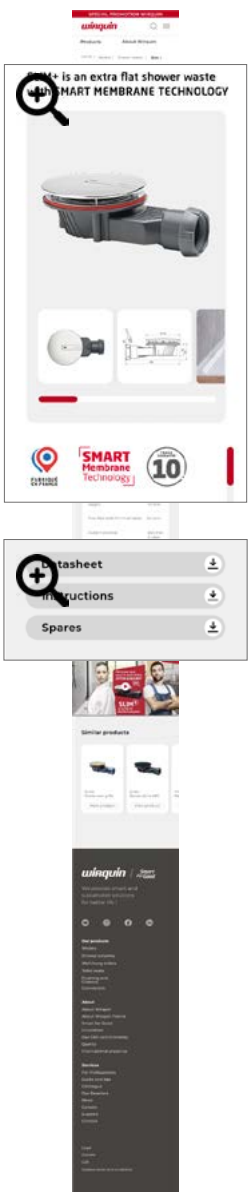


Download

DESKTOP VERSION WEBSITE



MOBILE VERSION WEBSITE



Overview

4. APPLICATIONS

4.5 DIGITAL TOOLS: WEBSITE

EXAMPLE INSTITUTIONAL PAGE

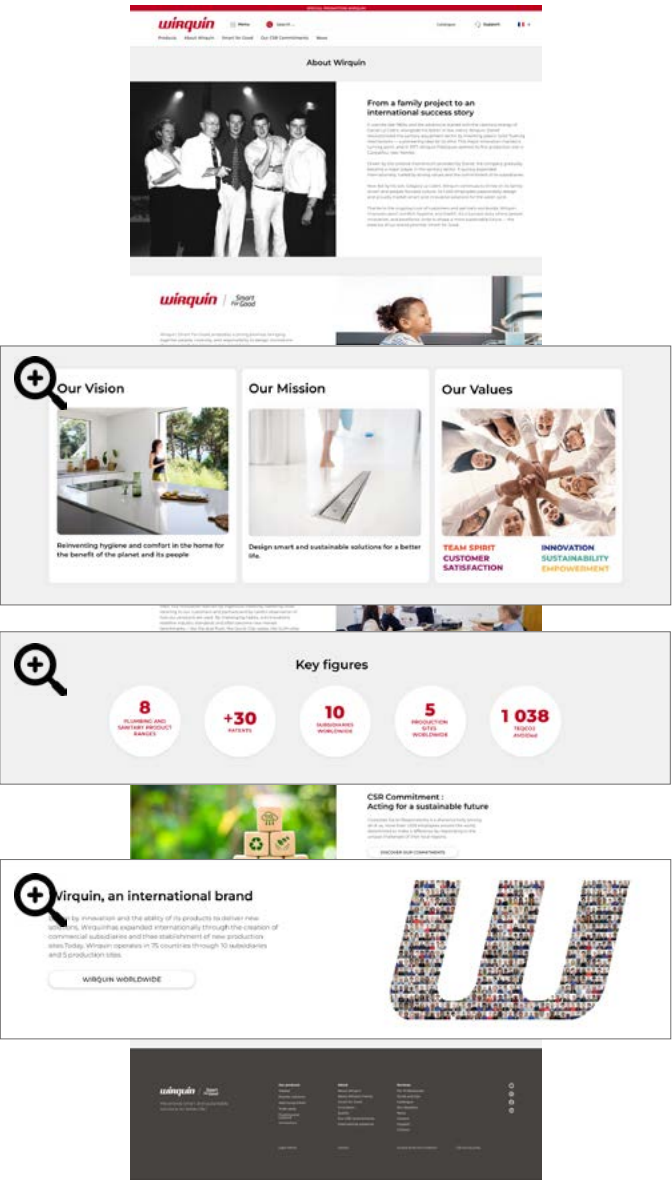
The .pdf mock-ups of the website's institutional page are available in desktop and mobile versions at these links:

- Desktop version : General\18-WEB-SITE\3_MODELS\DESKTOP\MODELS EN\About Wirquin.pdf
- Mobile version : General\18-WEB-SITE\3_MODELS\MOBILE\MODELS EN\About Wirquin Mobile.pdf

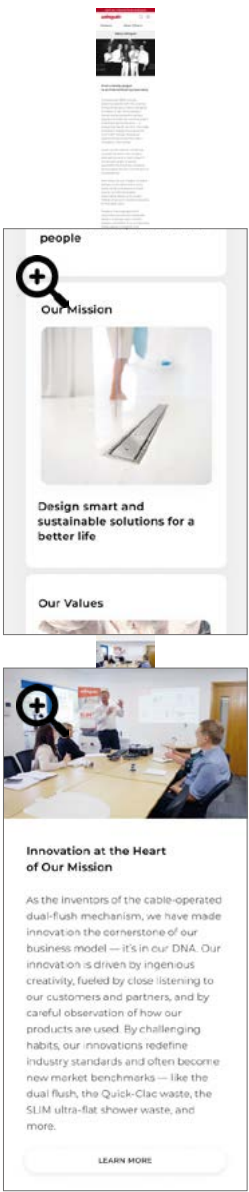


Download

DESKTOP VERSION WEBSITE



MOBILE VERSION WEBSITE

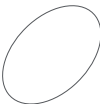


Overview

4. APPLICATIONS

4.5 DIGITAL TOOLS: WEBSITE COLOURS

> WHITE



RGB 255/255/255
#FFFFFF

Texts / Buttons / Background

> LIGHT GREY



RGB 240/240/240
#F0F0F0

Background

> DARK GREY



RGB 70/68/65
#464441

Background

> RED



RGB 84/87/91
#C00020

Buttons / Logos / Pictograms

> MIDDLE GREY



RGB 215/215/215
#D7D7D7

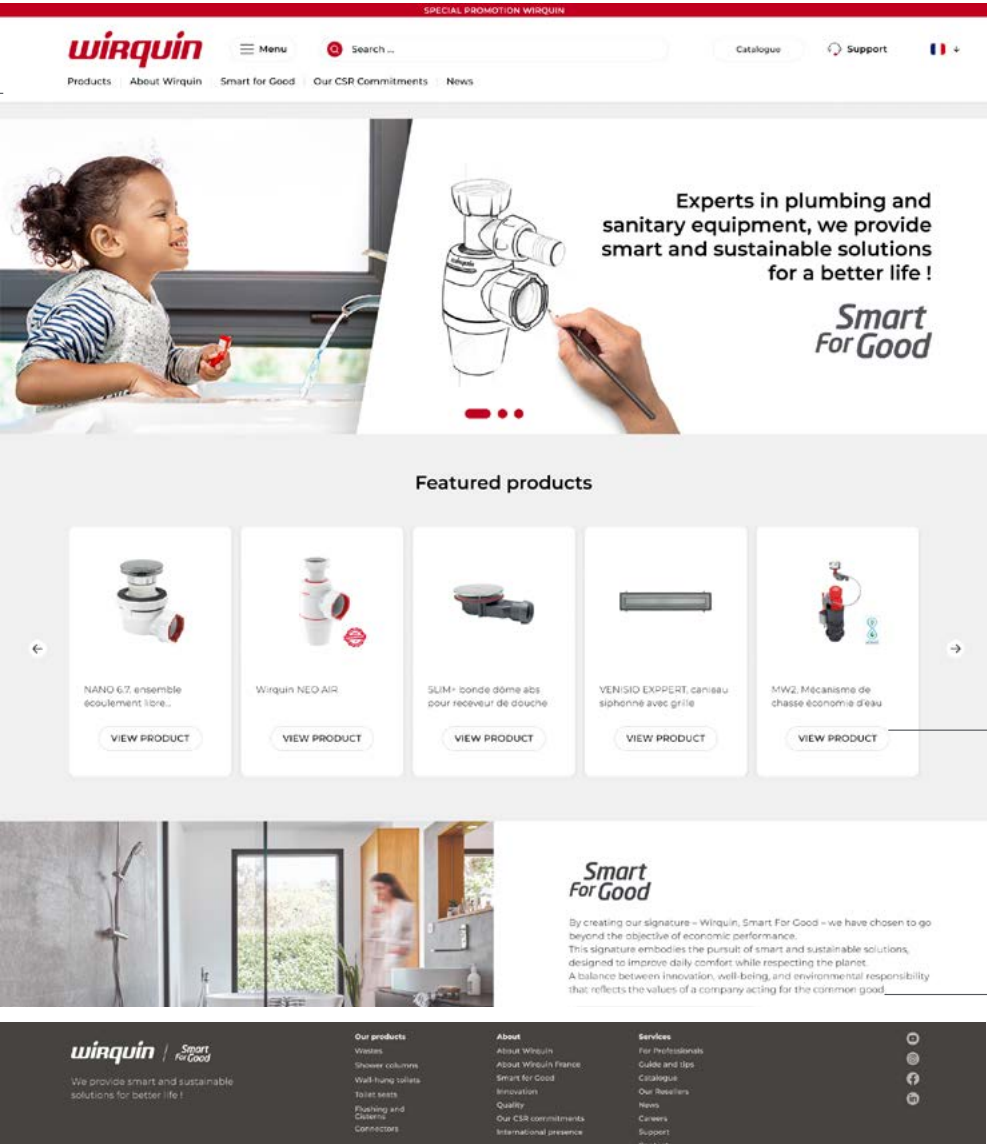
Product page buttons

> BLACK



RGB 0/0/0
#000000

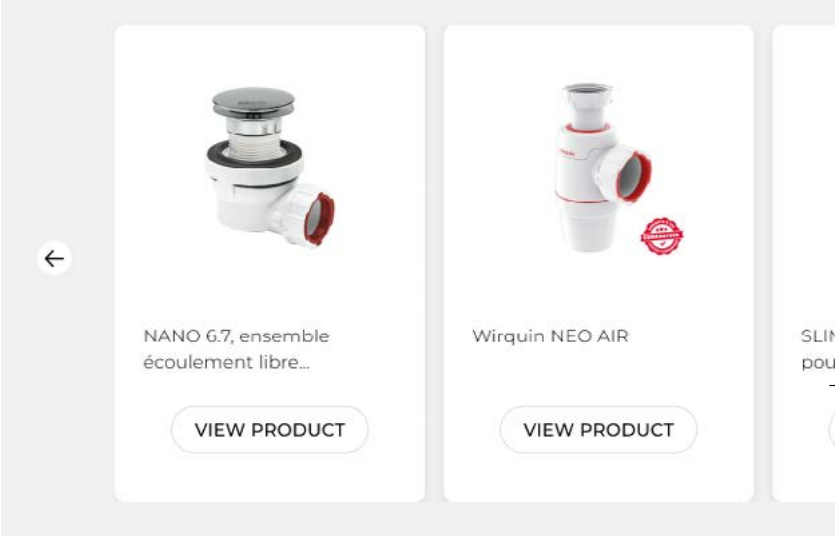
Texts / Titles / Buttons



Overview

4. APPLICATIONS

4.5 DIGITAL TOOLS: WEBSITE SHAPE



10% radius angle
Sections

25% radius angle
Buttons



Overview

4. APPLICATIONS

4.5 DIGITAL TOOLS: WEBSITE

WEBSITE TYPOGRAPHY

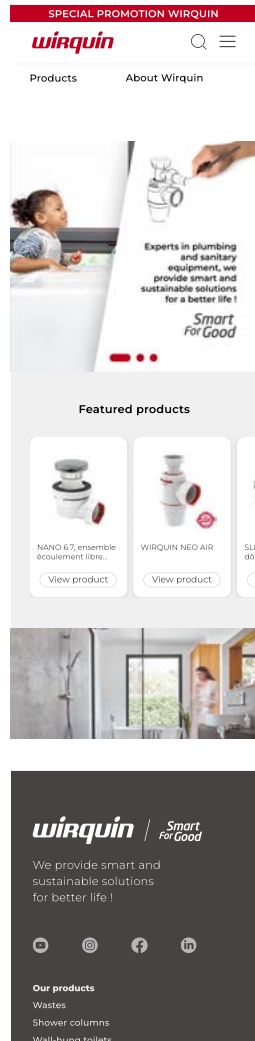
> Link to the models (mobile and desktop) of the website :

- General\18-WEB-SITE\3_MODELS

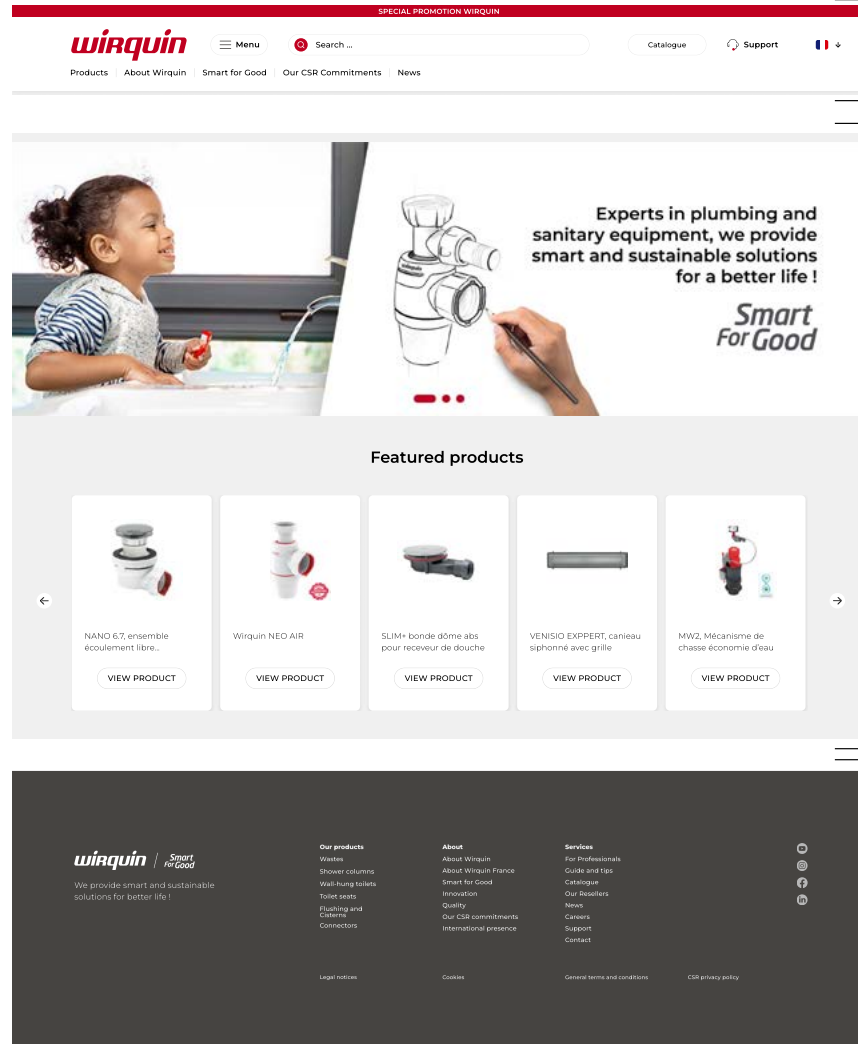


Download

MOBILE VERSION WEBSITE



DESKTOP VERSION WEBSITE



HEADER

BODY

FOOTER



Overview

4. APPLICATIONS

4.12 WEBSITE TYPEFACES

NO LEAKS

Bi-injected washer under the tray for a reliable installation
guaranteed 100% leak-proof High performance fixing to the shower
tray thanks to the stainless-steel fixing plate stainless steel screws
with brass inserts.

MONTSERRAT

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ÁÉÍÓÚÜÑĂÂÎȘȚĞİБВГДЁЖЗИЙКЛМ
НОПРСТУФХЦЧШЩЪЫЬЭЮЯ
.,:;!()?[]{}<>@#\$\$%^&*~+=_/\»'\\|~
0123456789



All texts on the website except
product names on product pages

**SLIM+ is an extra flat shower waste
with SMART MEMBRANE TECHNOLOGY**

NEO SANS PRO

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ÁÉÍÓÚÜÑĂÂÎȘȚ
.,:;!()?[]{}<>@#\$\$%^&*~+=_/\»'\\|~
0123456789



Product names on
product pages



If your alphabet does not work with the Neo Sans Pro and Montserrat fonts, use CALIBRI.



Overview

4. APPLICATIONS

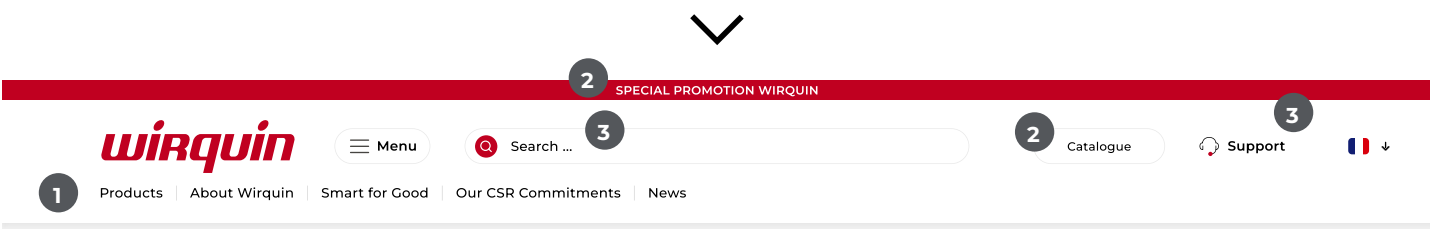
4.5 DIGITAL TOOLS: WEBSITE

HEADER TYPOGRAPHY

MOBILE VERSION WEBSITE



DESKTOP VERSION WEBSITE



> ELEMENT	FONT	SIZE	INTERLINING	DEVICE
1	Montserrat Medium	18 px	Auto	Desktop
2	Montserrat Medium	16 px	Auto	Mobile
3	Montserrat Semibold	18 px	26 px	Desktop



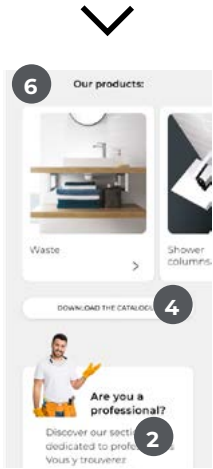
Overview

4. APPLICATIONS

4.5 DIGITAL TOOLS: WEBSITE

BODY TYPOGRAPHY

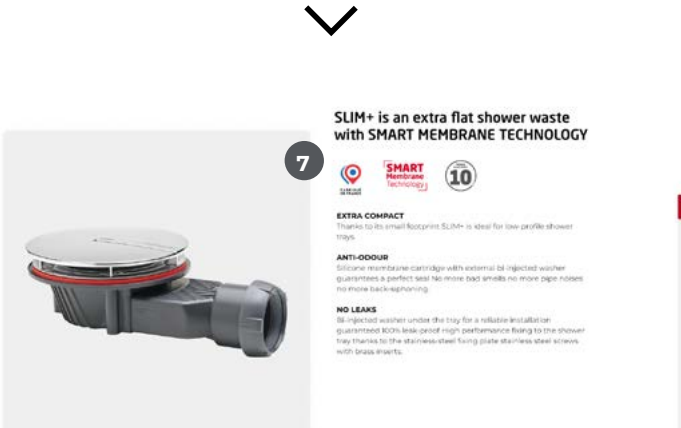
MOBILE VERSION WEBSITE



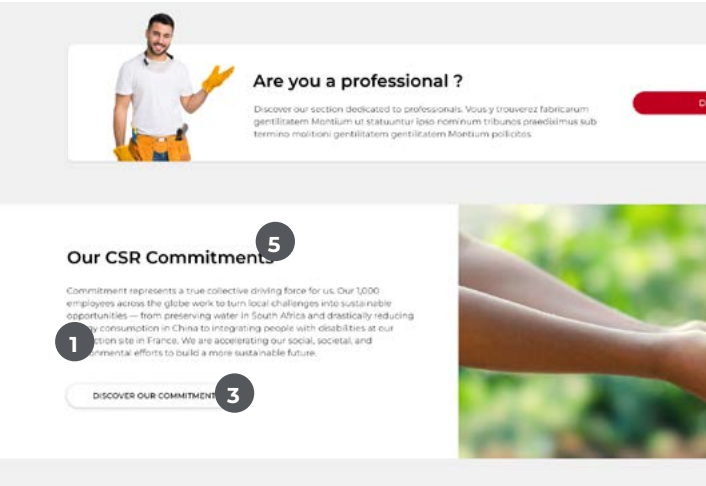
MOBILE VERSION WEBSITE



DESKTOP VERSION WEBSITE



DESKTOP VERSION WEBSITE



> ELEMENT	FONT	SIZE	INTERLINING	DEVICE
1	Montserrat Light	18 px	26 px	Desktop
2	Montserrat Light	16 px	26 px	Mobile
3	Montserrat Medium	16 px	Auto	Desktop
4	Montserrat Medium	12 px	Auto	Mobile
5	Montserrat SemiBold	36 px	Auto	Desktop
6	Montserrat SemiBold	18 px	26 px	Mobile
7	Neo Sans Pro Medium	36 px	Auto	Desktop
8	Neo Sans Pro Bold	18 px	24 px	Mobile



Overview

4. APPLICATIONS

4.5 DIGITAL TOOLS: WEBSITE

CONCLUSION



Rules to follow when creating your website:

- **Media:** do not exceed 1MB per image or document (otherwise performance will be reduced).
- **Responsive:** all pages must be mobile-friendly.
- **Accessibility (WCAG 2.1 – level AA):**
 - Sufficient colour contrast.
 - Use of ARIA attributes.
 - Clear semantic structure with a correct hierarchy of headings (H1, H2, H3, etc.).

Here you will find everything you need to create your website: \General\18-WEBSITE\

Access the executable Figma template:

<https://www.figma.com/design/9DkmYMr7ZazUq2TMUbmViK/WEBSITE-WIRQUIN-EN?node-id=3-2&p=f&t=kusXWh9ZMwvtY7vA-0>

1. Log in or create a Figma account.
2. To open the model:
 - Desktop version → click on the Home folder.
 - Mobile version → click on the Home Mobile folder.
3. Click on the Play button at the top right to launch the preview.



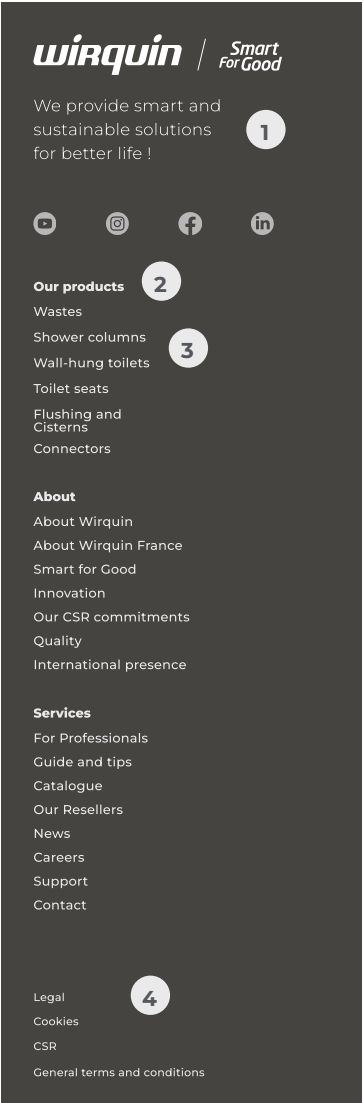
Overview

4. APPLICATIONS

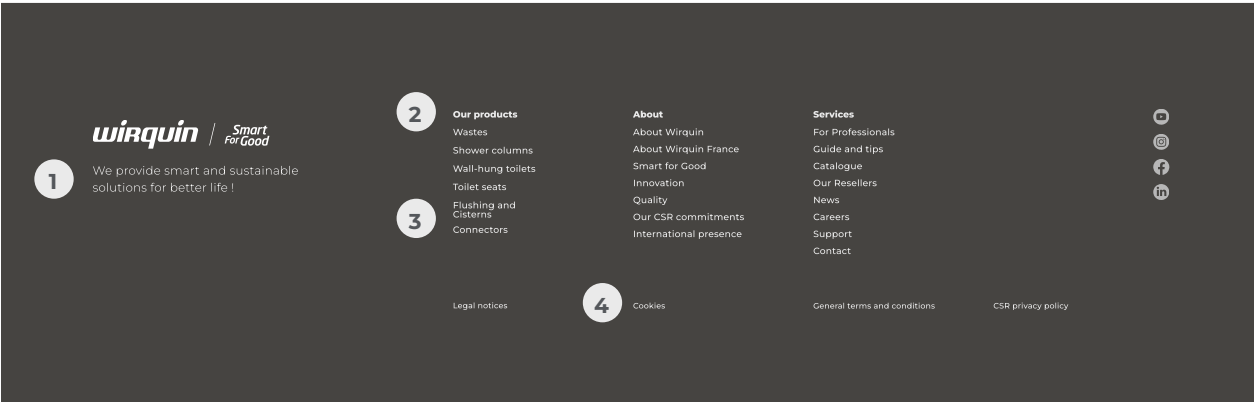
4.5 DIGITAL TOOLS: WEBSITE

FOOTER TYPOGRAPHY

MOBILE VERSION WEBSITE



DESKTOP VERSION WEBSITE



> ELEMENT	FONT	SIZE	INTERLINING	DEVICE
1	Montserrat Light	18 px	26 px	Desktop / Mobile
2	Montserrat Medium	14 px	14 px	Desktop / Mobile
3	Montserrat ExtraBold	14 px	14 px	Desktop / Mobile
4	Montserrat Medium	12 px	Auto	Desktop / Mobile



Overview

For any inquiries about using our brand assets or applying the guidelines, please reach out to Wirquin Group Communication Team.

Frédérique WASNER

frederique.wasner@wirquin.com

Solenne BARRÉ

solenne.barre@wirquin.com

Antoine DOBBÉ

antoine.dobbe@wirquin.com



THANK YOU

wirquin