



BRAND BOOK

EXECUTIVE SUMMARY

wirquin

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

A detailed version is available to communication agencies, marketing teams and designers here:

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

2.2 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

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

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

**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



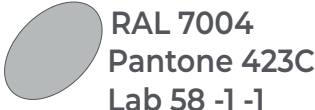
MAIN PRODUCT COLOURS



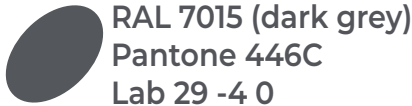
> WHITE



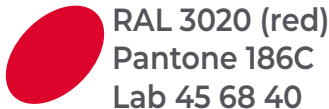
> LIGHT GREY



> DARK GREY



> RED ONLY TO HIGHLIGHT INNOVATIVE USP



APPARENT PARTS



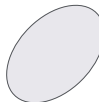
Polished stainless steel



Metal gold



Brushed stainless steel



White mat



Shiny chrome



Black mat

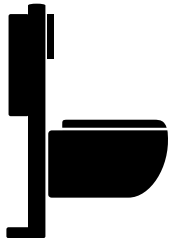


Brush gold

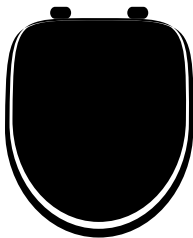
2. VISUAL IDENTITY

2.7 PICTOGRAMS

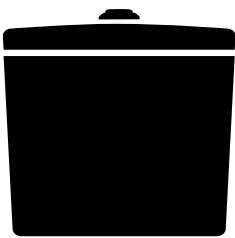
RANGE PICTOGRAMS FOR PRINT AND WEB



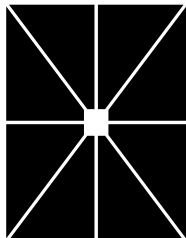
WC FRAME



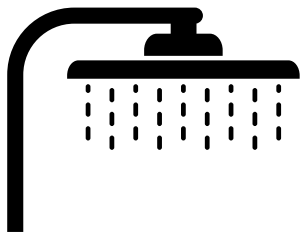
TOILET SEAT



CISTERN



SHOWER TRAY



HYDROTHERAPY

2.8 FONTS

ÁÉÍÓÚŮŇǺÂÎȘȚĞЇБВГДЕЖЗИЙКЛМ
 НОПРСТУФХЦЧШЩЪЫЬЭЮ
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0123456789

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).

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	Product commitments: Easy to install Useful / Efficient / Comfortable Hygiene Public health Preservation of water resources Environmental commitments: Carbon footprint reduction Material recycling Sustainable performance Measuring actions Social commitments: Future generations (Working for) Gender equality Inclusion Support for humanitarian projects
Forbidden words Assertive/affirming (perceived as arrogant)	Forbidden words Concept Paradigm Disruptive... All sophisticated expressions	Forbidden words 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)
- Wirquin proprietary and confidential
- WGP-SD-MKT-001-B Brand book/ Application date 01/12/2025 p.23 / **wirquin**

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:



Logo 18,5x5mm
Insert 24,5x10,1mm



Logo 23,8x6,5mm
Insert 22,4x13,3mm



Logo 31,7x8,6mm
Insert 42,3x17,4mm



Logo 40x11mm
Insert 53,6x22,1mm

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.

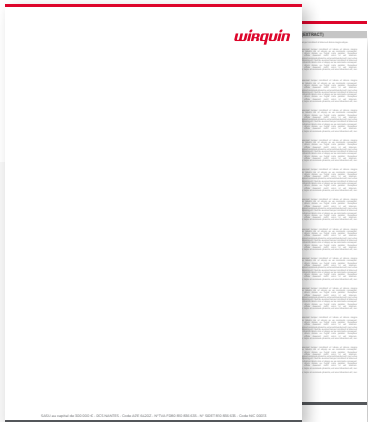


4. APPLICATIONS

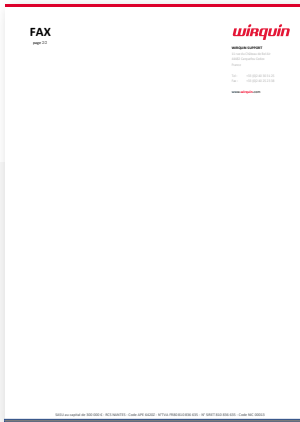
4.2 CORPORATE DOCUMENT



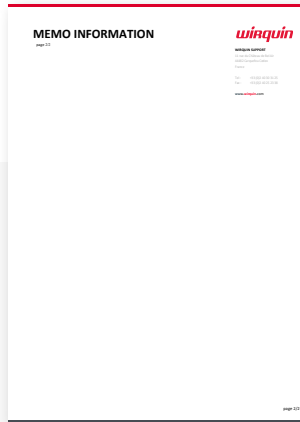
> LETTER WITH HEADER



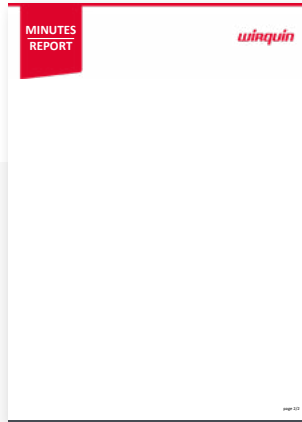
> INVOICE



> FAX



> MEMO INFORMATION



> MINUTE REPORT



> BUSINESS CARD



> FOLDER



> JOB OFFER



> EMAIL SIGNATURE



> POWERPOINT

4. APPLICATIONS

4.3 CORPORATE BRANDING



> SIGNBOARD



> TOTEM



> ROLL UP



> WORK EQUIPMENT



> FAIRTRADE:
STANDS



> FAIRTRADE:
FURNITURES



> WALL



> GOODIES

4. APPLICATIONS

4.4 PRINTED TOOLS



> PACKAGINGS



> PIM PRODUCT DATA SHEET



> MULTIPLE PRODUCTS SHEET



> LEAFLET RANGE



> INSTRUCTIONS SHEET



> USERGUIDE



> SPARE PART SHEET



> CATALOGUE



> PRESS ADS



> POS

4. APPLICATIONS

ZOOM 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

4. APPLICATIONS

ZOOM 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.

4. APPLICATIONS

ZOOM 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

ZOOM PACKAGING

BEST



PRINTED BAG

PRINTED BOX

SPECIFIC

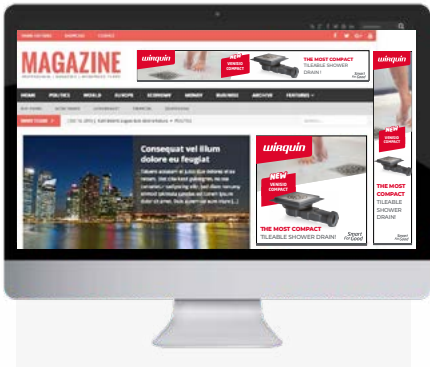


- > TOP OF RANGE: Smart and qualitative therefore they require explanation. They must highlight Wirquin innovation.
- > LANGUAGES: FACING from 2 to 4 languages + BACK from 2 to 12 languages (FR EN NL ES IT PT DE PL RO RU + EL BG if needed). Depending of packaging size.
- > COLOURS: 4/5 colours.

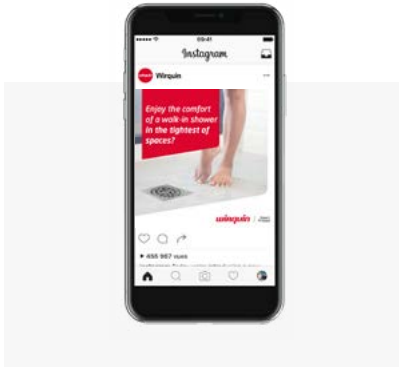
CHARTED BAG/BOX WITH LABEL ARE NOT ALLOWED FOR BEST PRODUCTS.

4. APPLICATIONS

4.5 DIGITAL TOOLS



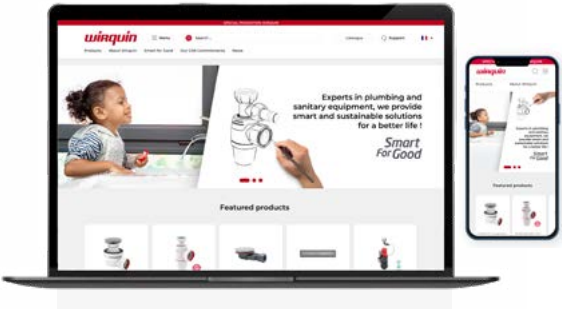
> WEB BANNER



> SOCIAL MEDIA



> VIDEO



> WEBSITE

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

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wirquin

***Smart
For Good***