## BRAND STANDARDS
2018

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LIGNIA is wood made for life.
Fire and rot resistant, even in extreme marine conditions, it provides all the best qualities of wood as a sustainable construction material, with none of the age-old drawbacks.

These brand standards are designed to help you produce high quality and effective sales and marketing material.

For further assistance please email us at marketing@lignia.com – we will be delighted to help you.

THE LIGNIA MASTER BRAND

Why choose a master brand approach?
It presents the brand from the customer’s perspective, making the product brand important, rather than the company. It also becomes our purpose, defining exactly what we want to deliver to our customers.

OUR PRODUCTS

Ultra-durable modified wood
Beautiful high-performance wood made to last no matter where and how it’s used, indoors and outdoors.

Tested for ultimate performance
Class 1 durability, dimensional stability, high density, highly resistant to termite attack.

Burmese Teak alternative

The only timber product made durable and beautiful enough to replace Burmese Teak in yacht decking.

Approved by the world’s #1

Endorsed by TDS, the largest yacht deck manufacturer in the world.

Ultra-durable modified wood

All the reassured beauty, durability and performance of LIGNIA, with added fire retardancy. Made to last no matter where and how it’s used, indoors or outdoors.

Verified by the world’s

leading experts

Euroclass B fire classification, Class 1 durability, small movement and high density.
Ultimate strength and durability come in many forms. They can be found in the surviving of daily challenges – whether human, elemental or otherwise. You’ll find them in the small wins over uncontrollable forces. In the never quitting. In the toughing it out. In the hard months that turn into rewarding decades.

Through it all, LIGNIA will be on (and by) the customer’s side. It’ll be there through the scrapes, wears, tears, ups, downs, hots, colds, storms and sunshine. Unmoving. Enduringly beautiful.

It lasts so that the planet’s resources can do the same. It more than matches the performance of the best nature has to offer. And it does it all with style, substance and stability.

It’s timber with real backbone. It’s wood with heart. It’s in it for the long run.

LIGNIA. It’s made for life.

Our DNA
We exist…
To displace all wood types, including tropical hardwoods, as building materials of choice.

Our mission
To do that we must…
Offer a sustainable alternative to all wood types, especially tropical hardwoods, providing all of the advantages of wood as a construction material, with none of the age-old drawbacks.

Our values
We believe in…

**BALANCE**
Between ultimate durability and enduring beauty, between environmental responsibility and commercial value.

**INTEGRITY**
In all we do: In authentic actions, and a sincere spirit. We respect both people and planet, and we believe that honesty is always the best policy.

**SUSTAINABILITY**
For business and environment: Applying productivity, efficiency and imagination to create a profitable and enduring company. One that in turn, will contribute to the betterment of the planet.
TALKING THE TALK

OUR TONE OF VOICE

Understanding who we talk to and what we talk about are key when expressing ourselves.

But just as important is how we talk – our tone of voice.

The way we communicate with our audience sets the tone for how they feel about us.

But what sets the tone, well, our tone?

Our LIGNIA brand personality.

Whatever the audience, the way we talk to the world should always convey the essence of this personality.

OUR VOICE IN SUMMARY

STRONG WORDS SPOKEN SOFTLY

We talk with our audience professionally, respectfully, but with warmth. We may be experts in our field, but we remain approachably human and infectiously passionate. Sincerity and an understated confidence always shine through.

TRUSTED AND CREDIBLE

LIGNIA demonstrates real leadership in its field. It has built the first modified timber plant in the UK, with a view to exporting globally. It’s set on being the best in the market.

EXPERT AND AUTHORITATIVE

LIGNIA is a timber company and as individuals by big name yacht manufacturers. Real credibility, taken seriously.

WINNERS AND ACHIEVERS

LIGNIA is leading the way in the industry, taking modified timber into new markets. Its innovative approach underlines everything that it does.

INNOVATORS

LIGNIA is not a newcomer to the timber world – it has decades of real expertise in timber, the science behind it (own labs, PhD-qualified scientists on its payroll) and consultants who are world-renowned in their fields. It has real expertise in buying the best timber for manufacturing and understands its markets like no other.

PASSIONATE AND HUMANE

Passionate about the environment and society, and passionate about being the best. LIGNIA wants to make a difference to tropical hardwood stocks around the world. LIGNIA also wants to treat people in a humane way.

LIGNIA’S PERSONALITY

• Trusted and credible
• Expert and authoritative
• Winners and achievers
• Innovators
• Passionate and humane
OUR RULES

Why do we need them?
For consistency.

Why do we need consistency?
Because it’s the secret to great branding. It’s the key to being able to recognise the brand and its personality in an instant.

RULES IN A NUTSHELL

• British English in UK, Europe, Canada, Australasia and Asia
• US English in the USA and Latin America
• Dates are displayed as: day, month, then year
• Numbers one to nine are written; 10 upwards should be in numeric form *
• Sentence case for all headings – Trusted and capable
NOT Trusted and Capable
• Limit your ampersands (&)
• Use ® only once per piece of content
• When abbreviating email, telephone and website use lower-case – info@lignia.com
• Contractions (don’t fear the apostrophe)
• Active over passive voice
• Visual language
• Questions to pull the reader in
• Collective voice
• Understandable words and avoidance of jargon
• LIGNIA always in caps
• Refer to LIGNIA as a company in the singular
• Punchy and short, but not too short
• Relatable to the audience
• Honest and open
• Oh. And you CAN start a sentence with a conjunction.

In other words…talk like a human.

THERE’S NO SUCH THING AS A STUPID QUESTION

Every wonder why the greatest adverts ask a direct question? It’s because questions directly address the reader. This forces them to engage. Talking at them doesn’t.

It’s the difference between “Can you hear me?” and “Hear me now”.

NIKE IS RIGHT. JUST DO IT!

Forget the technical-ly grammar-y side of it all. Instead, just remember to always use active words and make sure LIGNIA is the one doing said action.

It’s far more powerful, motivational and memorable to the reader.

DON’T FEAR THE APOSTROPE

Always use contractions where you can. The best brands do it. Why? Because they make messages sound more natural, more conversational.

Write how you talk – you talk using contractions.

ACTIVE VS PASSIVE

LIGNIA makes great wood
NOT
The wood that LIGNIA makes is great

LIGNIA loves the planet
NOT
The planet is loved by LIGNIA

We share ideas. We imagine. We always build better
NOT
Ideas are always shared and imagined in order to build better

The dog ate the bone
NOT
The bone was eaten by the dog

* Rule applies to marketing collateral only. It doesn't apply to formulas or scientific docs.
WE’RE IN IT TOGETHER
We. Us. Together. We’ll. Let’s. All.
Use the collective voice. It creates a greater sense of community and a deeper rapport with the audience.

RESPECT YOUR AUDIENCE
How? By avoiding two things:
• Jargon
• Complicated words
No one likes jargon. No one. It creates a sense of mistrust and unease, a sense that brands are trying to cover up a lack of substance with style. With the fluffy stuff. And don’t get in your own way by trying to be too ‘smart’ – it kills rapport faster than you can say ‘thesaurus’.

SIZE MATTERS
Keep sentences short and punchy
Truly powerful copy conveys the big ideas in a heartbeat.
Unnecessary words just dilute the message.
Shorter sentences boost the likelihood of action being taken too.

Here at LIGNIA, we believe…
Let’s build a better future together.

TO BE OR NOT TO BE? (THAT’S ACTUALLY TWO QUESTIONS)
We are LIGNIA.
Let us explain.
When referencing LIGNIA’s people, use the plural.

Here at LIGNIA we love a good cup of tea.

Forget Bondi, our hearts belong to Barry Island.

When referring to LIGNIA as an entity, use the singular.

LIGNIA is based in Barry Island.
LIGNIA is home to serial cups-of-tea drinkers.

CAPITALISING ON OUR BRAND
When referring to LIGNIA in any sense of the word (whether it be company or product), always use uppercase characters.
It creates a bold statement in and of itself and reinforces the power of our products.
Any other proper noun (name) is treated as such – with a capital letter at the beginning only.

LIGNIA
LIGNIA Yacht
LIGNIA Fire

IN ADDITION...
The ampersand (&) is a symbol for and. However, you should always use it sparingly.
So, when is it fit for purpose?
• In graphs, diagrams, tables or parenthesis when space is limited
• In company names that are themselves abbreviations (e.g. AT&T)
• In commonly-known shortened expressions (e.g. R&D, Rock & Roll, Health & Safety)

* Note that there are no spaces either side here

TRADING PLACES
Our trademark should always be applied to the first occurrence of the word LIGNIA in any marketing collateral.
After that, we’ve made our point. We don’t need to apply the symbol again in the same piece of content.
It avoids text looking too cluttered and distracting from our (rather amazing) messages.

Here at LIGNIA, we believe…
Let’s build a better future together.
WHAT’S IN A LOGO?

The LIGNIA master brand logo is bold but not brash. It avoids the acidic green typified by recycling brands. Instead, it replicates the colour of sunlight viewed through a leaf.

The elongated tree with wide canopy incorporated into the ‘A’ is a nod to LIGNIA’s performance, which more than matches that of tropical hardwood.

OUR SIGNATURE STYLE

Our logo is our most valuable visual asset.
If used correctly, it’s also our most powerful.

It’s the foundation of our entire visual identity, our unique signature, and the cornerstone of the LIGNIA brand.
As such, it should convey everything that LIGNIA represents, instantly.
HOW TO USE THE LOGO

To protect our logo text from interference, it must always be surrounded by an area of 1/3 the X height of the logotype. No other graphic element or typography must enter this area.

Improve Usage

Do not alter or edit the LIGNIA logo for any reason.

Do not change the colours
Do not compress or stretch the logo
Do not change the text

Do not outline the logo
Do not use the logo without the green box
Do not remove the strapline

Min 150 px
Min 25 mm
WHAT'S IN A LOGO?

In keeping with the master logo, the colour here is vibrant, but this time reminiscent of azure skies and cool, sparkling waters. It fuses old-school class with contemporary luxury to convey a timeless elegance, much like the decks on which LIGNIA Yacht will feature.

A MARK OF LUXURY

Our LIGNIA Yacht logo retains a clear connection to that of the master brand.

The tropical hardwood tree remains, to really hit home that LIGNIA is the sustainable alternative to Burmese Teak.

And, as with the master logo, note the subtly softened edges of the ‘N’; enhancing the curvature of the ‘G’ to subconsciously convey a warm approachability to the brand.
HOW TO USE OUR LOGO

To protect our logo text from interference, it must always be surrounded by an area off 1/3 the X height of the logotype. No other graphic element or typography must enter this area. This ensures that no matter what background the logo sits on top of, it remains prominent and recognisable – even when used across third-party communications.

Min 35 mm
Min 175 px

IMPROPER USAGE

Do not alter or edit the Lignia logo for any reason.

1. Do not change the colours
2. Do not compress or stretch the logo
3. Do not change the text
4. Do not outline the logo
5. Do not use the logo without the green box
6. Do not remove the strapline

Our logo can sit on a white background.

The logo can sit in a block of our primary colour, LIGNIA Aqua.

The logo can sit in a block of our secondary colour, LIGNIA Grey.

It also works perfectly when placed on top of photography.
WHAT’S IN A LOGO?

LIGNIA Fire delivers all the benefits of LIGNIA, with the superiority of fire retardancy. So its logo colours are reflective of those used in the master brand.

The crisp white type emphasises the product’s tireless, youthful beauty, while the contrasting LIGNIA grey background lends a profound gravitas, and a sense of vigour and power.

A SYMBOL OF TRUST

LIGNIA Fire more than matches the power of the elements.

It’s a reliable force, unwavering, undaunted, determined. So while its logo retains the sharp elegance of the LIGNIA Yacht alternative, and the lustre of the LIGNIA master offering, it is also solid and commanding.
HOW TO USE OUR LOGO

To protect our logo text from interference, it must always be surrounded by an area of \( \frac{1}{3} \) the X height of the logotype. No other graphic element or typography must enter this area. This ensures that no matter what background the logo sits on top of, it remains prominent and recognisable – even when used across third-party communications.

Min 35 mm
Min 175 px

Our logo can sit on a white background.

The logo can sit in a block of our primary colour, LIGNIA Green.

The logo can sit in a block of our secondary colour, LIGNIA Grey.

It also works perfectly when placed on top of photography.
PUTTING OUR LOGO IN ITS PLACE

LOGO PLACEMENT: PRINTED LITERATURE

Our logo may be placed in two main positions on the covers of printed literature—top left or top right.

You can easily determine logo size by dividing the width of the page into a 20 unit grid.

The logo should then be:
- 6 units wide
- Placed 2 units from the edge of the paper (either left or right)
- Placed 1 unit from the top
- Sat in an extended area of LIGNIA Green that bleeds upwards off the page by 1 unit.

For our LIGNIA yacht logo and LIGNIA Fire logo, the same procedure applies.

Divide page into a grid spanning 20 units

Extended area of LIGNIA Green
LIGNIA (LIGNIA FIRE)

Our product is pretty powerful. So our colour palette reflects that. LIGNIA Green represents freshness, growth and vitality. Our LIGNIA Grey adds warmth, strength and depth to the mix. The contrast between the two forges a brand that truly stands out from the crowd.

Secondaries should be used mainly to illustrate data in graphs and charts.

Note
Try not to dominate any layouts with the secondary colour palette however. It will weaken the brand identity and cause confusion.

LIGNIA YACHT

Our supporting palette covers a wide range of bright tones, adding variety and dynamism to the LIGNIA brand.

COLOUR USAGE

Our primary colours should be used to create the main brand look and feel.

They’ve been selected to work perfectly together – a neutral grey contrasted with a bright highlight colour.

Our secondary colours should not sit on either LIGNIA Green or LIGNIA Aqua. But they can sit on LIGNIA Grey.

Note
Both logo colours are beautifully bold. But be careful with overuse – too much and they enter the realms of garish. Sit them on LIGNIA Grey and they will shine.
THE INSIGNIA

Our insignia is a graphic device taken from the logo which acts as a marker or signpost. It’s a recognisable addition to our brand identity that will allow us to strengthen our brand presence.

How to use the insignia:
It is not intended to be used in place of our logo mark, so we shouldn’t solely badge any communications with it but rather use it as a visual stopping point to punctuate important information, to attract attention, or to aid layout with angles that are sympathetic to its shape.

The insignia is an important brand asset. Keep it in our core colours or reverse it out of our core colours.

LOOK HERE!

Core colours
Tints of core colours

Above: Insignia used on back of business cards in full colour.
Left: Insignia in single colour silhouette for LIGNIA Yacht brochure.

The inset image angle is taken from the insignia @ 23º from vertical.
OUR TYPEFACES

Headline font = Gotham
We produce the most durable modified wood available. This is a bold move and we have bold things to say about it. So our primary font reflects this.

Gotham is a contemporary sans serif that makes for clear and concise headlines. Its strength and inherent simplicity allow our communications to last the test of time.

Body copy = Apex Sans
It's a fresh, elegant, and multi-purpose modern sans design. Forward-looking but not futuristic, precise but not cold and geometric. It complements the simplicity of our headline font and is very easy to read.

Other = Calibri
When it comes to office/external communication platforms such as PowerPoint and Microsoft Word, it may not be advisable or possible to use LIGNIA’s house fonts. In these cases, Calibri should be introduced.

MAKE A BOLD STATEMENT WITH GOTHAM

But fill in the details with Apex Sans.

GOTHAM BOLD

Apex Sans family

Apex Sans Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@£$€%^&*()_+-’":;

Apex Sans Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@£$€%^&*()_+-’":;

Apex Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@£$€%^&*()_+-’":;

Apex Sans Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@£$€%^&*()_+-’":;

Calibri
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@£$€%^&*()_+-’":;
THE FOUNDATIONS OF BEAUTIFUL DESIGN

We use a flexible 12-column grid for all our literature, taking into account two key elements:

- Typography
- Graphics

Typography grid
A 12-column grid with 4 mm gutters and a 12 mm margin allows for a wide range of layout options. This means our communications can easily adapt to most needs. Illustrated opposite are just a handful of the many variations possible.

Graphics area
This is the zone in which the typography or ‘type’ grid sits. Its purpose? To create a safe area of 4 mm which ensures typography doesn’t butt right up to the edge of any colour block or graphic. It also dictates the boundary of a white border around layouts.

GRID STRUCTURES

- 6-column layout with smaller side columns
- Standard 2-column layout
- Standard 3-column layout
- Basic asymmetric layout with imagery within graphics area
- Asymmetric layout with full bleed imagery
- Complex asymmetric layout
ADVERTISING GUIDELINES
Dear [Name of Person],

Date: 21 June 2018

Yours sincerely,

[Your Name]

[Company Name]

[Address]

[City, POSTCODE]

[Company Reg No: 05987714 (Registered in England and Wales)]

[VAT Reg: 908 9553 85]

[enquiries@lignia.com]

[+ 44 (0) 1446 507077]

[lignia.com]

For best layout results, the left-hand margin should be set to 18 mm, the right to 37 mm.

A digital letterhead has been specifically designed for use with Microsoft Word.

Consisting of a master page with preset header and footer, this template is office-printer friendly.

[Header: logo and company name]

[Body text: paragraph 1]

[Footer: logo and contact information]

[39mm]

[18mm]
Chapter title
This should feature (where possible) on each page. This gives a reminder of the current slide chapter. This can be omitted if it interferes with imagery or if space for information of more importance is needed.

Headlines
The standard font size for headlines should be 36pt. All caps should be used with a line height of 0.8. However there may be cases such as this where the headline size can be increased to produce a more visually balanced slide.

Body copy for presentations:
- Font size: 18pt
- Line-height: 1.2

Body copy for on-screen/printable documents:
- Font size: 16pt
- Line-height: 1.2

Page numbers
Should feature on every page and be colour themed in line with the rest of the page.

Logo
The logo should be kept in the same size and position on every slide and should always be visible in line with the guidelines. This could mean applying different versions depending on the background.

General slide advice
In most cases text should be left aligned. There may however be slide layouts that suit a centered text layout. This should be done with consideration and care to the aesthetic of the design.

Diagrams and charts
Secondary colours should be used sparingly – ideally only one per page. Tints should be used to differentiate between sections of a chart or graph.
WORKWEAR EXAMPLES
FOR GUIDANCE ONLY
JOINT BRANDING

ANY QUESTIONS?
As guardians of the LIGNIA brand, we will be more than happy to assist and answer any questions you have regarding these brand standards. Please contact us at marketing@lignia.com

HOW TO USE OUR LOGO
To protect our logo text from interference, it must always be surrounded by a minimum area of clear space equal to 1/3 the X-height of the logotype. Partner logos should not intrude into this safe area.

As a rule, partner logos should be of equal visual standing. To ensure this, logos should either be of equal height or equal width depending on how they are positioned.
LIGNIA, LIGNIA Fire and LIGNIA Yacht are registered trademarks.