





6 Image Manual

Ertecna, Empresa de Revestimentos Técnicos, Lda., is a manufacturer of Photoluminescent Safety Signs products known through its brands  **Everlux®** and  **Masterlux®**.





Under these brands other products have been, and will be, developed, which also bear the designation of the main product. As an example, we have  **Everlux®-LLL** (Safety Signs for Low Location Lighting Systems) and  **Everlux®-AL** (Aluminium photoluminescent safety signs for tunnels).

Operating in such diverse markets, it is essential to guarantee that the image of both the product and the brand are correctly defined and are understood and respected by all. This is the only way Ertecna can guarantee the objectives and the communication strategy that have been defined, making it more and more necessary and fundamental to implement a criteria of coherence and uniformization.

With this objective, Ertecna developed a restructuring and design project for the image of the company and of its brands, which resulted in this work. The new usage rules and the information about its construction are the main part of this Image Manual.

This document is aimed in the first instance at Ertecna´s clients, the only reason for its existence. This Image Manual is, therefore, the essential tool that all Ertecna employees have to comply with, as well as distributors and all entities who directly or indirectly are involved with Ertecna products and brands.

Main and complementary signatures

Since Ertecna has different companies working with the  **Everlux®** and  **Masterlux®** brands and these are likely to be used in several places of Ertecna´s clients, Ertecna has set up this Image Manual as the only way Ertecna allows the brands to be represented. As such, there are specific applications of the  **Everlux®** and  **Masterlux®** brands for distributors.

main signatures

 **Everlux®**
 Photoluminescent safety signs

 **Masterlux®**
 Photoluminescent safety signs






Symbol

Logo



All the company brands for distributors are composed of a symbol, a logo and the business designation, always applied together.



These elements may never be separated nor changed.

 Photoluminescent safety signs  Photoluminescent safety signs L complementary signature A to be used in one colour	 Photoluminescent safety signs  Photoluminescent safety signs L complementary signature B to be used in black	 Photoluminescent safety signs  Photoluminescent safety signs L complementary signature C to be used in fax documents
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For each of the defined signatures there is a compulsory minimum size.

The use of signatures in sizes other than the ones that have been set up here will make it difficult not only for the reading of the elements but also for the recognition of the brand. This is the reason why under no circumstances this rule may be altered.

In this way every time the distributor wants to use the **Everlux®** or **Masterlux®** brands, an equal or bigger size than the minimum size represented here.

 Photoluminescent safety signs 28 mm	 Photoluminescent safety signs 31 mm
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Safety Margins and Minimum size





The safety margins exist to create a protection area for the logo in relation to the support and the elements that overlap it. No element will be allowed to invade the space defined below.





Colour universe

The compliance with the colour definition of the brands is as important as their formal definition. The values mentioned below are the only ones that guarantee the correct application of the brands.

 Photoluminescent safety signs  Photoluminescent safety signs	<ul style="list-style-type: none"> ● Pantone 485 cvc (CMYK: 0;95;100;0) ● 50% Pantone 485 cvc (CMYK: 0;48;50;0)
 Photoluminescent safety signs  Photoluminescent safety signs	<ul style="list-style-type: none"> ● Black 100% ● Black 60%

Typographical universe

The alphabet used in the logos and in the internal and external communication of the company is exclusively DIN.

No other alphabet should be used but only its variants, including italics.

For external electronic communication and in exceptional cases, Arial may be used.

DIN-Bold	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890.,[:*!?']	
DIN-Medium	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890.,[:*!?']	
DIN-Regular	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890.,[:*!?']	
DIN-Light	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890.,[:*!?']	DIN-Bold Italic
		abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890.,[:*!?']
		DIN-Medium Italic
		abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890.,[:*!?']
		DIN-Regular Italic
		abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890.,[:*!?']
		DIN-Light Italic

Use on a black background (100% black)

Ⓢ **Everlux**® and Ⓢ **Masterlux**® brands on a black background appear in yellow without the variation of the leg or the arm, so that it represents the photoluminescent (pantone 460 (CMYK: 6;6;38;0)).




























Use on a colour background

Analysis of the reaction of the signatures of the company and its brands on different backgrounds.

Ⓢ **Everlux**® and Ⓢ **Masterlux**® signatures in a dark background appear in yellow (similar to the photoluminescent), without the variation of the leg and the arm.



On light colour backgrounds it appears in its original colour and on intermediate colour backgrounds it appears in negative (white) with leg and arm at 50% of the background colour on which it is represented. The designation whenever visible should remain in black.

light tones		intermediate tones		dark tones
 Photoluminescent safety signs	 Photoluminescent safety signs	 Photoluminescent safety signs	 Photoluminescent safety signs	 Photoluminescent safety signs
 Photoluminescent safety signs	 Photoluminescent safety signs	 Photoluminescent safety signs	 Photoluminescent safety signs	 Photoluminescent safety signs
 Photoluminescent safety signs	 Photoluminescent safety signs	 Photoluminescent safety signs	 Photoluminescent safety signs	 Photoluminescent safety signs
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 Photoluminescent safety signs	 Photoluminescent safety signs	 Photoluminescent safety signs	 Photoluminescent safety signs	 Photoluminescent safety signs



Letter and fax paper

The most frequent use of the Ertecna brands by it´s clients is in letter and fax paper, business cards, some catalogues and other means of advertising.

The  Everlux® and  Masterlux® brands and the respective designation must have a height inferior to the brand of the distributor and should be placed as a footnote or at the bottom of the document so as not to be confused with the distributor's brand and also to allow it to have its own visibility.

SEGURFIREX  Rua de S. Paulo, nº 15 _1100-245 Lisboa_TEL21 341 25 40_FAX21 341 25 41

SEGURFIREX  Rua de S. Paulo, nº 15 _1100-245 Lisboa_TEL21 341 25 40_FAX21 341 25 41

SEGURFIREX 

JOÃO CARLOS MARTINS
Técnico de Vendas

 Everlux®
Photoluminescent safety signs

 Aearo

 3M

Rua de S. Paulo, nº 15 _1100-245 Lisboa_TEL21 341 25 40_FAX21 341 25 41
www.segurfirex.pt_segurfirex@mail.telepac.pt

 Everlux®
Photoluminescent safety signs

 Everlux®
Photoluminescent safety signs





Fleet

The brands must be applied in the vehicles of the distributors in a height between 40% - 20% of the logo of the distributor and both must be applied in the same side of the vehicle.

The minimum dimensions are:
87,5 cm wide and 15cm high

Ideally four signs should be included with a height equal to 90% of the height of the brand.
These must be placed at a distance equal to 70% of the height of the brand.

The Sinalux,  **Everlux®** and  **Masterlux®** brands may be the only one to be used, provided that the rules regarding the colour of its background are followed.

Other different solutions may be allowed, but these must be approved in advance by Ertecna.



Photoluminescent safety signs



70%
of the height
of the logo





Distributors' site

It is becoming ever more common for Ertecna clients' companies to have a website.

Considering that the internet is a powerful means of broadcasting the image of brands, if there is incorrect information of Ertecna brands on a website, this can be very detrimental to Ertecna image.


Only the full compliance with all these rules will allow our image to be preserved.

The information on photoluminescent signs must be organised by "families" represented by the following examples.



For this reason, whenever  Everlux® and  Masterlux® brands are mentioned in a site belonging to one of Ertecna clients, they must meet the requirements below:

Distributors may use the  Everlux® and  Masterlux® logos on their websites but will not be allowed to display any other information of the brands or on Ertecna's products;

Or the distributors will place these same logos on their website associated to a link that enables the user to go to independent internet websites made and supplied by Ertecna itself and within Ertecna's own website without leaving the distributor's website;

Or, ideally, will place the brands' logo on their websites, being this associated to a link that enables the user to go to  Everlux® websites, where all the technical information and catalogues of all products will be available. This ideal solution will be available as soon as the updates of these sites are finished.

On Ertecna's independent websites of solution 2 there will be examples of some of the signs being marketed, organised by category and by their respective images.

The  Everlux® and  Masterlux® logos will be supplied by Ertecna and people using it must comply with the rules in this Image/ Norms Manual.



