



BRAND GUIDELINES



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OVERVIEW

Consistency builds trust. Trust builds relationships. And relationships build our business.

Therefore, we consider sending a clear and consistent message to our audiences – both within and outside our company – to be a crucial process that needs to follow some broad guidelines.

These guidelines describe the visual and verbal elements that represent our identity. They include our name, logo, color, graphics, purpose, and many others. All are considered valuable company assets.

Everyone, who is reading this document, is somewhat responsible for the protection our company's interests. And this brand book intends to help you prevent unauthorized or incorrect use of our name and marks across all media and any platform.

BRAND INTRODUCTION



ABOUT

Vision

- What?** We want to be the preferred supplier for our international client base.
- How?** By offering a complete assortment with high quality products, best class service and a high level of professionalism in all aspects of our business.
- Why?** Through this approach, we will reach a podium position in our markets and offer continuity and success for our clients, employees and shareholders alike.

Back in 2000, the fast-growing family business Stabil Engineering, Bulgaria teamed up with the world's leading PVC hose producer at that time, Plexaco, Greece. The result of this cooperation is Plexistab – a progressive, family-owned business with solid expertise and know-how, gained through years of working with and learning from the best.

In 2012 it was time for Plexistab to become independent. The company became 100% Bulgarian owned and since then has been part of Stabil Group – a family holding of six companies with diversified activities that spread across local and international markets but united by true family values. With such solid foundations, we have managed to triple our production capacity by ongoing investment in production lines and infrastructure.

SLOGAN. BRAND MANIFESTO.

Growing together - one hose at a time

Plexistab Bulgaria – where aspiration meets tradition, where the flow never stops.

Born in 2000 from a partnership between Plexaco, a pioneer in PVC hose production, and Stabil Engineering - a fast-growing Bulgarian company.

Today, Plexistab stands proud as a part of a third generation family business, 100% Bulgarian-owned, independent and thriving.

Over the last five years we've tripled our production capacity to 3000 t/year on 11 production lines, managed by a team of more than 65 highly trained employees.

Our portfolio spans four distinct brands of hoses, serving diverse sectors from agriculture to industry.

Our reach is global, exporting to over 20 countries across four continents.

Quality is our promise. We strictly adhere to EU regulations and ISO standards, ensuring our products meet the highest expectations.

We believe in the importance of cooperation. We believe in outstanding service.

Following our core values – flexible, reliable, durable - we achieve long lasting relationships.

Plexistab Bulgaria - Growing together, one hose at a time.

VALUES

Flexible

- We are fast and effective problem solvers.
- We are responsive to change in order to satisfy our clients' needs.
- We are flexible in our assortment and services.

Reliable

- We are pro-active and we keep our promises to clients and to our employees.
- We offer On Time and In Full service

Durable

- We offer job security & personal growth opportunities for our employees.
- We deliver quality products to our clients.
- We build long lasting partnerships.

VISUAL ELEMENTS



LOGO

Our logo is the key building block of our identity and the primary visual element that identifies our organization. All incorporated elements have a fixed relationship and must not be changed in any way. It is important to keep the logo clear of any other graphic elements and always surround it with clear space to ensure its visibility and impact. Always keep distinct against your desired background without changing its colors in any way.



PROHIBITED USE

Changing the logo, its structure, proportions, colors, and elements is strictly forbidden and is considered violation of our identity.



COLOR PALETTE. PRIMARY COLORS.

Our brand has a set of different primary colors that are considered our recognizable identifier. Use them as the dominant color palette for all internal and external visual representations of the company.

Color Name



HEX: #25346e

CMYK: 100 92 27 15

RGB: 37 52 110



Color tones

Color Name



HEX: #ce2029

CMYK: 13 100 98 3

RGB: 206 32 41



Color tones

Color Name



HEX: #4e4e4e

CMYK: 65 58 57 36

RGB: 78 78 78



Color tones

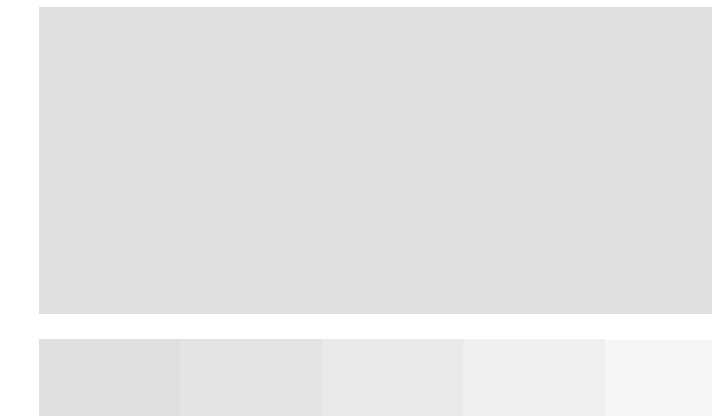
COLOR PALETTE. SECONDARY COLORS.

The secondary color set is complementary to our primary palette. They are not considered recognizable identifiers of our company. Use them only to accent and support the primary palette.



HEX: # acacac
CMYK: 34 27 28 0
RGB: 172 172 172

Color Tones



HEX: # dfdfde
CMYK: 11 9 9 0
RGB: 223 223 223

Color Tones



HEX: # 4d4693
CMYK: 84 86 6 1
RGB: 77 70 147

Color Tones



HEX: #8f8dc5
CMYK: 46 43 0 0
RGB: 143 141 197

Color Tones



HEX: #e95b26
CMYK: 4 79 99 0
RGB: 233 91 38

Color Tones



HEX: #ee8b22
CMYK: 4 54 100 0
RGB: 238 139 34

Color Tones

COLOR PALETTE. SECONDARY COLORS.

The secondary color set is complementary to our primary palette. They are not considered recognizable identifiers of our company. Use them only to accent and support the primary palette.



HEX: #597f39
CMYK: 69 30 100 15
RGB: 89 127 57

Color Tones



HEX: #9dbd7a
CMYK: 42 11 66 0
RGB: 157 189 122

Color Tones



HEX: #176c9c
CMYK: 289 54 19 2
RGB: 23 108 156

Color Tones



HEX: #76b6c6
CMYK: 53 13 18 0
RGB: 118 182 198

Color Tones



TYPOGRAPHY

Typography is a key part of our design language and lies at the core of our visual communication. The set of typefaces depicted on the right perfectly pair with all other brand elements and further strengthen the feeling our brand ignites in our target audiences.

Primary font

ROBOTO

All Weights

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

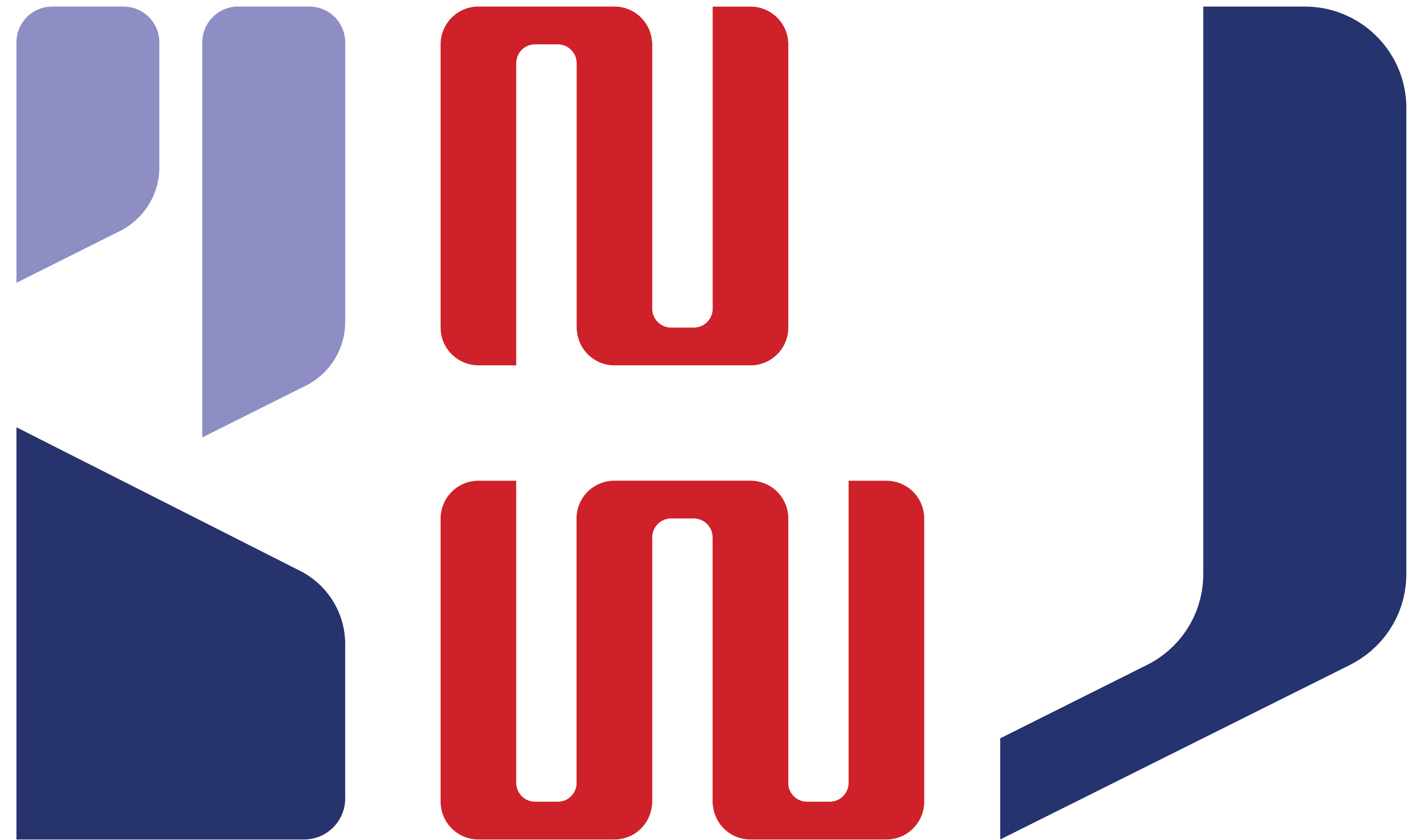
1 2 3 4 5 6 7 8 9 0 ! @ # \$ < > ?

ICONOGRAPHY

Icons are effective visual tools for highlighting key information and activity across various mediums. We have our own set of icons that maintain our visual style to ensure consistent recognition in different settings.



ADDITIONAL ELEMENTS



CORPORATE ELEMENTS



LETTERHEAD

This letterhead must be used for all official communication that is going out of our company.

Dimensions: 210 x 297 mm (A4) + 3 mm bleed

Weight: 60 g mat

Print: 4+0



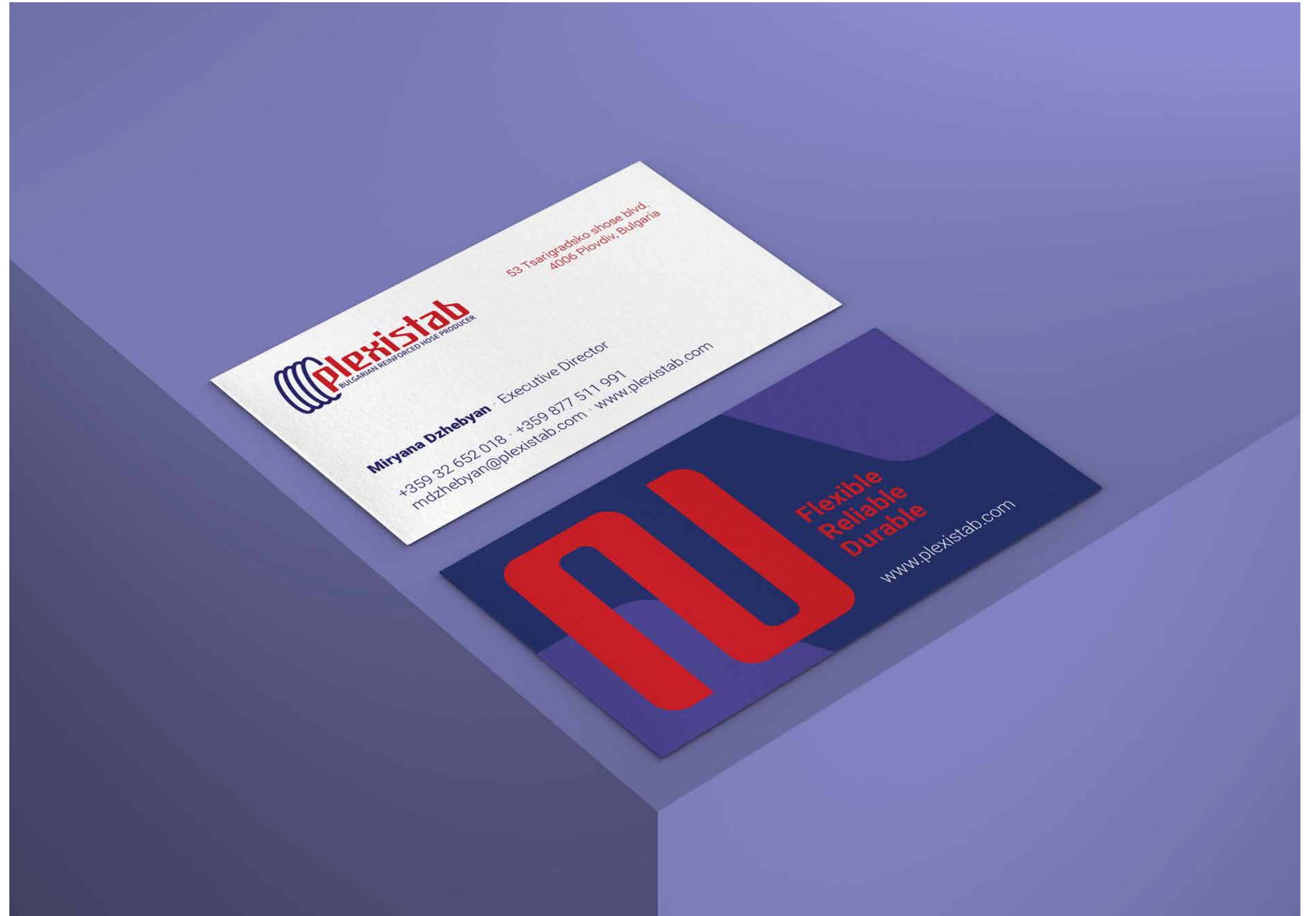
BUSINESS CARDS

The business cards will be used for all official contact and communication of our company.

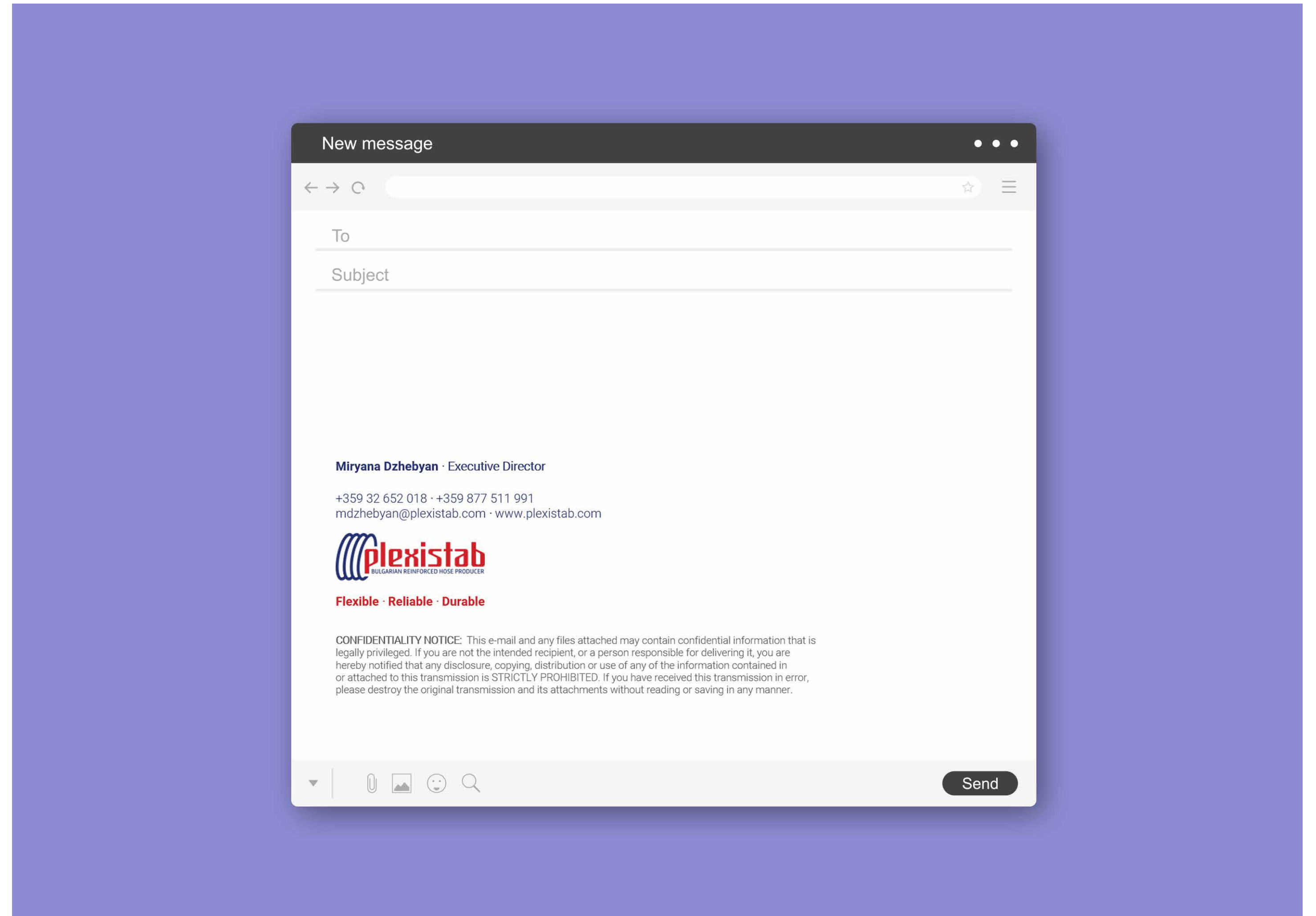
Dimensions: 90 x 50 mm + 3 mm bleed

Weight: 300 g mat-laminate

Print: 4+4

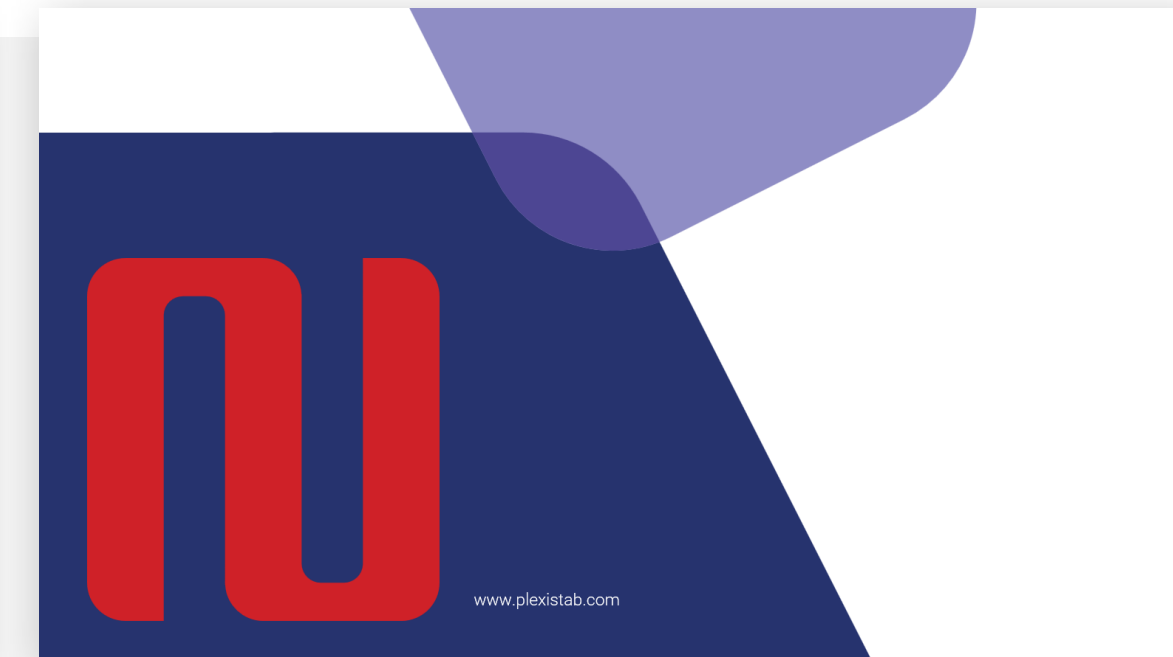


EMAIL SIGNATURE



PRESENTATION TEMPLATES

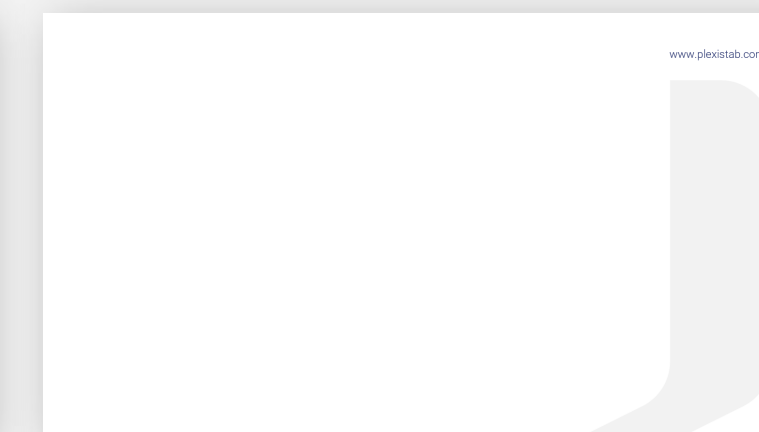
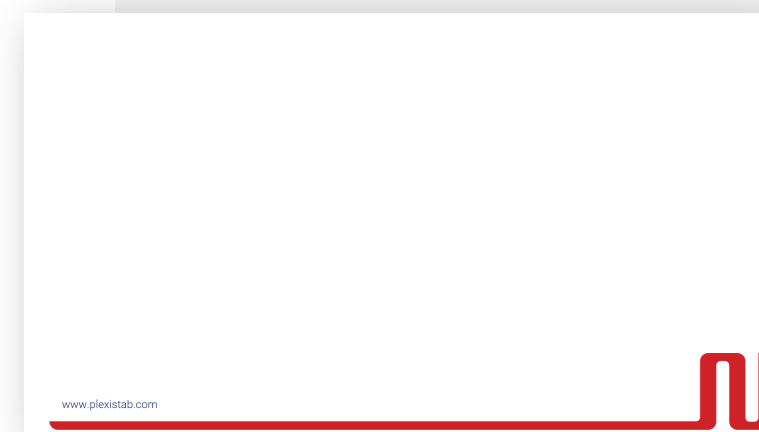
These templates should be used for all official presentations, before any of our stakeholders.



Covers



Sections



Sections

PRINT APPLICATION



PRODUCT CATALOG

Our product catalog is the ultimate collection of all information regarding our company and products. It strictly follows the visual communication guidelines. To ensure the best quality possible, we encourage you to follow the printing details below.

Dimensions: 210 x 297 mm (A4) + 3 mm bleed

Weight: 300 g mat-laminate (cover); 80g mat (inside)

Print: 4+4





Brand Guidelines

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