

# Brand Guideline Essentials



## Our Brand Guidelines

Our brand is our foundation and the very philosophy that we stand for.

It is the result of the decisions we make and how we present ourselves to the world. It's how we act and above all else it is how we communicate.

It's everything we do and everything we are.

This document explains the strategy and ideas behind the identity of our brand and presents the core essential elements needed to execute brand communication items.

We'll show new technologies and the affect they have on peoples lives, communicate clearly and encourage creativity, build brand recognition and create stronger connections with our audience.

This is not a rule book - it's a guide to help us all realise the potential of our brand.

This document is effective from 1<sup>st</sup> October 2017.  
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## Contents

1. Company History
6. The Group Structure
8. The Dimplex Logo
16. Sub Brand Logos
18. Colour Palette
24. Typography
26. Photography
28. Copy & Tone of Voice
30. Examples of Brand Use
35. Legal Notices

## 1. Company History

Dimplex is a subsidiary of Glen Dimplex Heating & Ventilation (GDHV); a division of the Glen Dimplex Group, the world's largest electrical heating business. For almost 70 years, Dimplex has represented the most trusted name for electric heating products. Today, we remain the market leader in the creation and manufacture of energy efficient electric heating appliances and systems with a portfolio of more than 700 products.

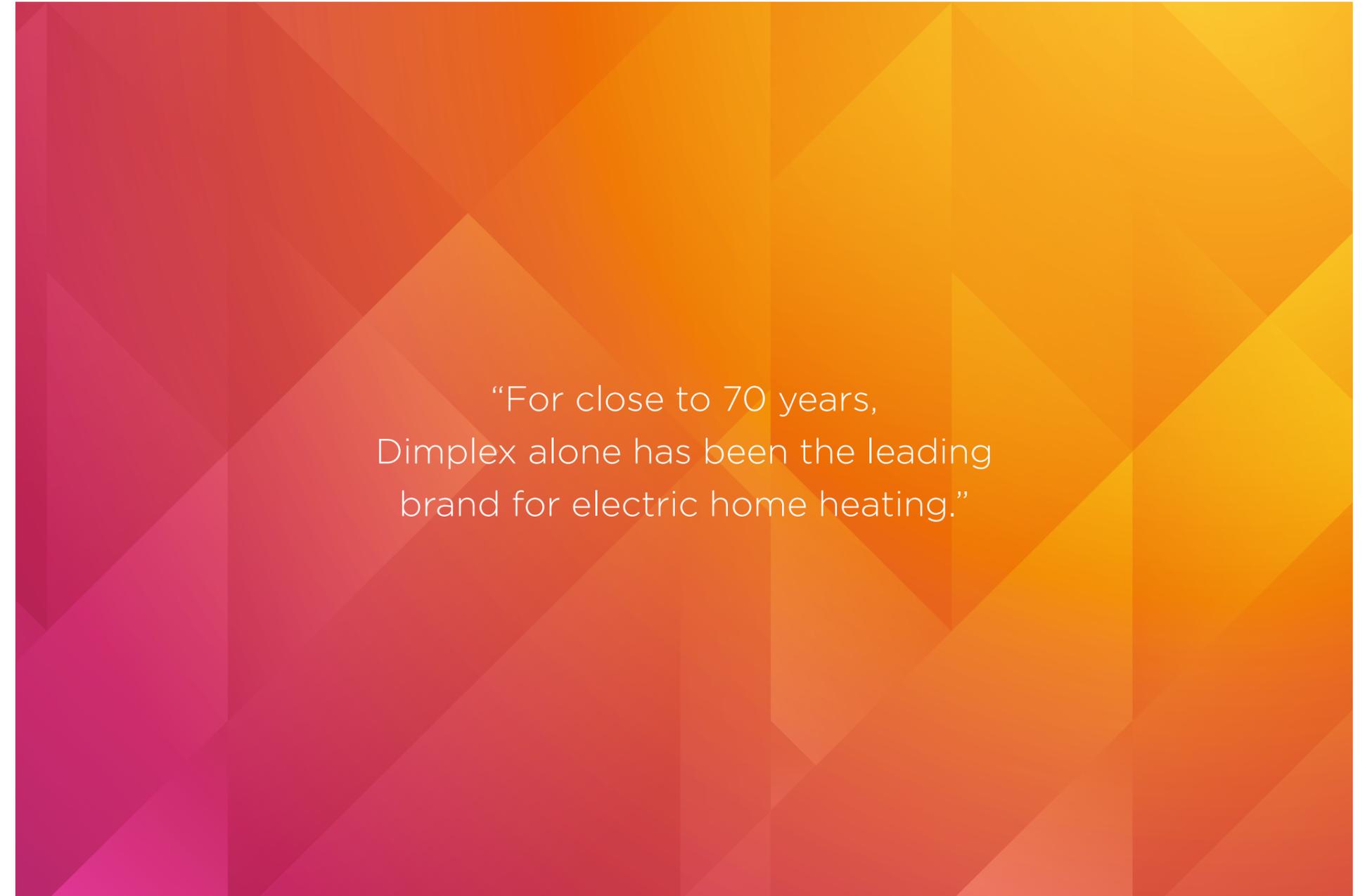
Our experience and expertise are matched by significant, ongoing investment in research, product innovation and modern design to deliver heating and air treatment systems that define our marketplace. We also work closely with industry groups and government bodies to consult on efficient energy use and shape a more sustainable future for us all.

- Nearly 70 years of continuous innovation
- The world's largest electric heating appliance manufacturer
- More than 45 million heaters sold via the trade in the UK alone
- Award-winning customer service
- Numerous BEAB-approved products
- Influential member of ECA, EDA, BEAMA, HWA and HEVAC.

*Heating for generations*



“For close to 70 years,  
Dimplex alone has been the leading  
brand for electric home heating.”



## 2. The Group Structure

Glen Dimplex Heating & Ventilation is dedicated to the design, development and manufacture of sustainable, efficient and desirable heating and ventilation products and systems; tailored for use in any internal or external building environment to provide comfort for everyone.

Head-quartered in Dublin, Ireland, the privately-owned Glen Dimplex Group comprises more than 40 companies worldwide. As the world's largest manufacturer of electrical heating systems, the Group also represents a major, global provider of domestic appliances, cooling, ventilation, and renewable energy solutions.

Our Heating & Ventilation division encompasses many of the most recognised and respected, ventilation and cooling brands in the UK and European marketplace. These brands include: Ability, Campa, Creda, Dimplex, Faber, Nobo, Redring, Valor and Xpelair. Our brands, have been at the forefront of the industry; defining and leading their markets for more than 760 years between them and for close to 70 years, Dimplex alone has been the leading brand for electric home heating.

The market leader in electric heating appliances in Europe and a leading player in decorative electric and gas fires and solid fuel stoves, Glen Dimplex Heating & Ventilation's focus is the design, development and manufacture of professionally installed heating and ventilation systems for residential and commercial use.

Our product range extends from smart electric heating systems that use the latest control and communications technologies, through to district heating networks that encompass heat pumps, Mechanical Ventilation and Heat Recovery (MVHR) systems and a wide selection of heat emitters.



### 3.1 Primary Logo Positive

The primary logo is designed for maximum standout on media and against other brands, while being simple and flexible to use. It is best practise to include the registered trade mark symbol with the logo.

This primary logo should always be the first choice of logo.

If it is not possible to use the primary logo because of background colour or printing limitations, then the negative logo (see next page) can be used.

#### 1. Primary logo - standard.

We have a standard usage file for the great majority of media. This logo includes the registered symbol.

#### 2. Primary logo - micro.

This logo does not include the registered symbol and is recommended for when the height of the logo is 7mm/50px and under.



### 3.2 Primary Logo Negative

This option is to be used when the primary logo is not suitable, for example if the background colour of the print is red.

#### 1. Negative Primary logo - standard.

We have a standard usage file for the great majority of media. This logo includes the registered symbol.

#### 2. Negative Primary logo - micro.

This logo does not include the registered symbol and is recommended for when the height of the logo is 7mm/50px and under.



### 3.3 Primary Logo Secondary Palette

The logo (and micro) can be used in sync with the colour palette creatively and sparingly to add vibrance, depth or dynamism to a design.

For contrast the white should be used primarily but the logo can be used in other colours to help the creative.



**Dimplex<sup>®</sup>**



**Dimplex**

### 3.4 Extended Logo & Strapline

Both the positive and negative standard logos can be used with the companies strapline of "Heating for Generations".

This is available as a complete vector logo file which should always be used.

Never try to re-create this logo using these guidelines, always use the purpose ready file.

The strapline can also be written in 'Black Diamond' as:

- 1) A solid colour from the available brand palette
- 2) Or from gradients.



**Dimplex** | Heating for  
Generations

1) *Heating for generations*

2) *Heating for generations*

### 3.5 Icon Logo

The isolated graphic logo should be used on the majority of social media sites: Twitter, Facebook etc.

White on red should be used primarily, particularly on social media for better impact, but the colour rules previously apply to this logo also.

The logo should be kept as an isolated logo and the word 'Dimplex' should not be added underneath or next to the device.

When choosing avatar imagery, always check the guidelines for spacing and upload sizes to provide the best visual presentation of the brand as possible.

Much the same applies to header artwork or backgrounds. Often (as in the case of Facebook) mobile representation alters from the desktop, although the same artwork will be used. Avoid using text on channel artwork where possible.



### 3.6 How not to use the logo

1. Do not recolour the logo.
2. Do not break apart the logo and change elements.
3. Do not distort the logo.
4. Do not add gradients to the logo.
5. Do not add a key-line/stroke to the logo. If there is a visibility issue use the negative logo.
6. Do not add visual effects such as drop shadows, bevels or inner/outer glows to any element of the logo.



### 3.7 Spacing

Keep an exclusion zone around the primary logo to maximise its impact and not crowd the core brand element.

A guide of "one icons width" can be used for marginal size and "two icon dots height" for clear minimum space.



## 3.8 Product Logos and Name Structure

Dimplex uses product names as well as some additional product logos.

In particular are the Opti-Flame®, Opti-V® and Opti-Myst® range of products. These products are the only three products that use a brandable technology and so where possible the logos associated to the technology should be applied.

When leading with a range of products that carry the relevant technology, then the logo should be used as a leading sub brand, however when a range of products are being showcased together from differing brands in the group such as Faber and Dimplex simultaneously, then the logo should be used as a secondary marque that represents the technology used.

Always use the marque where possible in either its positive full colour form, or in a solid white for negative executions.

When writing any product names always use a font from the Gotham family and be sure to add the registered trademark symbol (if applicable) and appropriate use of capitals and hyphens as shown opposite.



Opti-Myst®



Opti-Flame®



Opti-V®



## 4 Consumer Facing Colour Palette

The main consumer colour Palette carries the most colours. These are all designed to provide a warm and vibrant Palette but should not all be used busily together or the brand placement may cheapen.

Careful selection of colour harmonies worked along with the Warm Gray Palette should provide the balance of premium quality design that does not shout or scream, but still feels warm and grabs the attention of the consumer.

### DIMPLEX RED

CMYK 8 94 63.5 2.7  
 RGB 214 41 69  
 HEX D62945

Nearest Pantone

### PANTONE 711C

CMYK 0 97 75 0  
 RGB 203 44 48  
 HEX CB2C30

### PANTONE 123 C

CMYK 0 19 89 0  
 RGB 255 199 44  
 HEX FFC72C

### PANTONE 1505 C

CMYK 0 56 90 0  
 RGB 255 105 0  
 HEX FF6900

### PANTONE 7425 C

CMYK 6 96 32 13  
 RGB 181 37 85  
 HEX B52555

### PANTONE 255 C

CMYK 53 96 10 24  
 RGB 114 36 108  
 HEX 72246C

### Colour Gradient

CMYK conversion of the palette colours equally spaced in a radial gradient.

### PANTONE Warm Gray 1 C

CMYK 3 3 6 7  
 RGB 215 210 203  
 HEX D7D2CB

### PANTONE Warm Gray 5 C

CMYK 11 13 16 32  
 RGB 172 163 154  
 HEX ACA39A

### PANTONE Warm Gray 9 C

CMYK 23 32 34 51  
 RGB 131 120 111  
 HEX 83786F

### PANTONE Warm Gray 2 C

CMYK 6 7 10 11  
 RGB 203 196 188  
 HEX CBC4BC

### PANTONE Warm Gray 6 C

CMYK 14 19 21 39  
 RGB 165 156 148  
 HEX A59C94

### PANTONE Warm Gray 10 C

CMYK 24 34 35 60  
 RGB 121 110 101  
 HEX 796E65

### PANTONE Warm Gray 3 C

CMYK 9 11 13 20  
 RGB 191 184 175  
 HEX BFB8AF

### PANTONE Warm Gray 7 C

CMYK 16 23 23 44  
 RGB 150 140 131  
 HEX 968C83

### PANTONE Warm Gray 11 C

CMYK 26 36 38 68  
 RGB 110 98 89  
 HEX 6E6259

### PANTONE Warm Gray 4 C

CMYK 11 13 15 27  
 RGB 182 173 165  
 HEX B6ADA5

### PANTONE Warm Gray 8 C

CMYK 17 24 25 49  
 RGB 140 130 121  
 HEX 8C8279

### Warm Gray Gradient

Warm Gray Gradients in linear of radial

## 4.1 Trade Facing Colour Palette

The Trade Facing Colour Palette carries only two of the consumer Palette colours. These are designed to provide a warm and vibrant Palette but for a minimalist corporate presentation.

The two main colours of Dimplex Red and Pantone 7425 should provide enough to easily brand trade communications and give the tools to be able to accent where needed, but still provide a fairly vanilla presentation that allows the products and their technical information to be put first.

### DIMPLEX RED

CMYK 8 94 63.5 2.7  
RGB 214 41 69  
HEX D62945

Nearest Pantone

### PANTONE 711C

CMYK 0 97 75 0  
RGB 203 44 48  
HEX CB2C30

### PANTONE 7425 C

CMYK 6 96 32 13  
RGB 181 37 85  
HEX B52955

### PANTONE Warm Gray 1 C

CMYK 3 3 6 7  
RGB 215 210 203  
HEX D7D2CB

### PANTONE Warm Gray 5 C

CMYK 11 13 16 32  
RGB 172 163 154  
HEX ACA39A

### PANTONE Warm Gray 9 C

CMYK 23 32 34 51  
RGB 131 120 111  
HEX 83786F

### PANTONE Warm Gray 2 C

CMYK 6 7 10 11  
RGB 203 196 188  
HEX CBC4BC

### PANTONE Warm Gray 6 C

CMYK 14 19 21 39  
RGB 165 156 148  
HEX A59C94

### PANTONE Warm Gray 10 C

CMYK 24 34 35 60  
RGB 121 110 101  
HEX 796E65

### PANTONE Warm Gray 3 C

CMYK 9 11 13 20  
RGB 191 184 175  
HEX BFB8AF

### PANTONE Warm Gray 7 C

CMYK 16 23 23 44  
RGB 150 140 131  
HEX 968C83

### PANTONE Warm Gray 11 C

CMYK 26 36 38 68  
RGB 110 98 89  
HEX 6E6259

### PANTONE Warm Gray 4 C

CMYK 11 13 15 27  
RGB 182 173 165  
HEX B6ADA5

### PANTONE Warm Gray 8 C

CMYK 17 24 25 49  
RGB 140 130 121  
HEX 8C8279

### Warm Gray Gradient

Warm Gray Gradients  
in linear of radial

## 4.2 Patterns & Textures

These patterns are designed to be used as an overlay to solid colours and gradients. You can use either the light or dark pattern, choosing whichever suites the design better. It is also designed to be used as a repeating pattern so it is not overstretched or skewed.

Light or dark images can be enhanced with the most suitable pattern and effect needed and laid over the top.

The Brush Stroke texture should be used as a decorative divider to an edge of a block of colour or image.

Whilst a brush effect tool can be set up and used in the relevant creative software, we recommend the use of the 'expanded' vector brush as a vector file to keep consistency of the same style. This can be edited with the direct selection tool for scaling and sizing.



Dimplex Dark Pattern  
Transparency - Multiply 100%



Dimplex Light Pattern  
Transparency - Overlay 100%



The stroke is designed to add dynamism and relief to a the rigidity of clean lines. It can be used as an underline, divider or as part or a solid block to soften an edge.

## 5.1 Fonts

Gotham is a family of widely used geometric sans-serif digital typefaces designed by American type designer Tobias Frere-Jones in 2000. Gotham's letterforms are inspired by a form of architectural signage that achieved popularity in the mid-twentieth century, and are especially popular throughout New York City.

Developed for professional use, Gotham is an extremely large family, featuring four widths, eight weights, and separate designs for screen display.

Proxima Nova is the digital and online websafe substitute in the absence of Gotham. As a last resort Helvetica can be used.

Black Diamond Script font should be used for emotive lines and considered for titles and headings.

Gotham Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz ,./?!£%\*()&

Gotham Book

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz ,./?!£%\*()&

Gotham Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz ,./?!£%\*()&**

Gotham Regular

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz ,./?!£%\*()&**

*Black Diamond*

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz ,./?!£%\*()&*

Proxima Nova Thin

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
,./?!£%\*()&

Paribus et ligenis nimo od ut hicimenis ex et delit, volore nulluptaeped modi ommo inimil molore none rehenes dit, num undaes dignitiis id modicabo. Nam nis resti rerum nos erferib eatur, coriaepa as soluptatem rem ut essum essita.

Paribus et ligenis nimo od ut hicimenis ex et delit, volore nulluptaeped modi ommo inimil molore none rehenes dit, num undaes dignitiis id modicabo. Nam nis resti rerum nos erferib eatur, coriaepa as soluptatem rem ut essum essita.

**Paribus et ligenis nimo od ut hicimenis ex et delit, volore nulluptaeped modi ommo inimil molore none rehenes dit, num undaes dignitiis id modicabo. Nam nis resti rerum nos erferib eatur, coriaepa as soluptatem rem ut essum essita.**

**Paribus et ligenis nimo od ut hicimenis ex et delit, volore nulluptaeped modi ommo inimil molore none rehenes dit, num undaes dignitiis id modicabo. Nam nis resti rerum nos erferib eatur, coriaepa as soluptatem rem ut essum essita.**

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## 5.2 Type Layout

### 1. Headline

Gotham Light

### 2. Body copy

Gotham Light

### 3. Headline

Black Diamond

Headline example.  
Lorem ipsum dolor sit amet. \_\_\_\_\_ 1.

Paribus et ligenis nimo od ut hicimenis ex et delit, volore nulluptaeped modi ommo inimil molore none rehenes dit, num undaes dignitiis id modicabo. Nam nis resti rerum nos erferib eatur, coriaepa as soluptatem rem ut essum essita nonsedi intium ium et ea sunt rem adiatia perum qui ut \_\_\_\_\_ 2.

*Headline example.* \_\_\_\_\_ 3.

Paribus et ligenis nimo od ut hicimenis ex et delit, volore nulluptaeped modi ommo inimil molore none rehenes dit, num undaes dignitiis id modicabo. Nam nis resti rerum nos erferib eatur, coriaepa as soluptatem rem ut essum essita nonsedi intium ium et ea sunt rem adiatia perum qui ut

## 6 Photography

### Products In Situ

The target audience will take a lot of inspiration from the lifestyle and interior design that surrounds Dimplex products, so careful use of 'zoom' and focus pulls should be used to allow the product to be the main focus of attention, whilst showing enough of the environment in which it is installed in.

### Product Detail

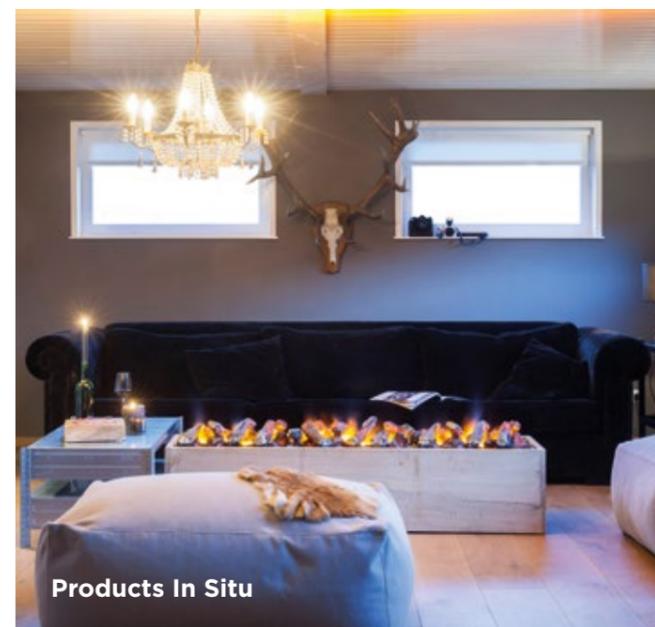
Ornate detail shots of feature specific shots can be used fairly freely, however, close up shots of flame technologies should be used on black backgrounds to deliver a high detail image of the effect with zero distraction.

### Affect of Product on Lifestyle

An alternative to product and in situ images are to show the affect the products have to the lifestyles of our target audiences. These shots should always be warm, cosy and as candid as possible. Subjects should also be happy, actions should be reflective of fun, engagement and connection.

### CGI

The use of CGI images can be used, however they must always be of the highest rendering quality. They should always be story / mood boarded to ensure the product placement matches the lifestyle environment of the shot.



## 7 Tone of Voice

A guide to how best communicate the Dimplex brand in copy.

### Positive

Dimplex has a rich, strong heritage, amazing product range and customer service that is second to none.

Plenty of reasons to be positive.

Be confident, not arrogant and show customers that they are in good hands.

The problem with describing our brand's tone of voice solely using personality traits is that they are subjective. For example, your definition of 'friendly and outgoing' might be very different to that of another person.

### Human

We may be a big business in a technical field, but customers should be able to understand us and expect the human touch from our brands. If we cannot be human we will not be warm either.

### Knowledgeable

The electric heating market suffers from myths and misinformation. Dimplex, where needed, should take the opportunity to inform and educate customers.

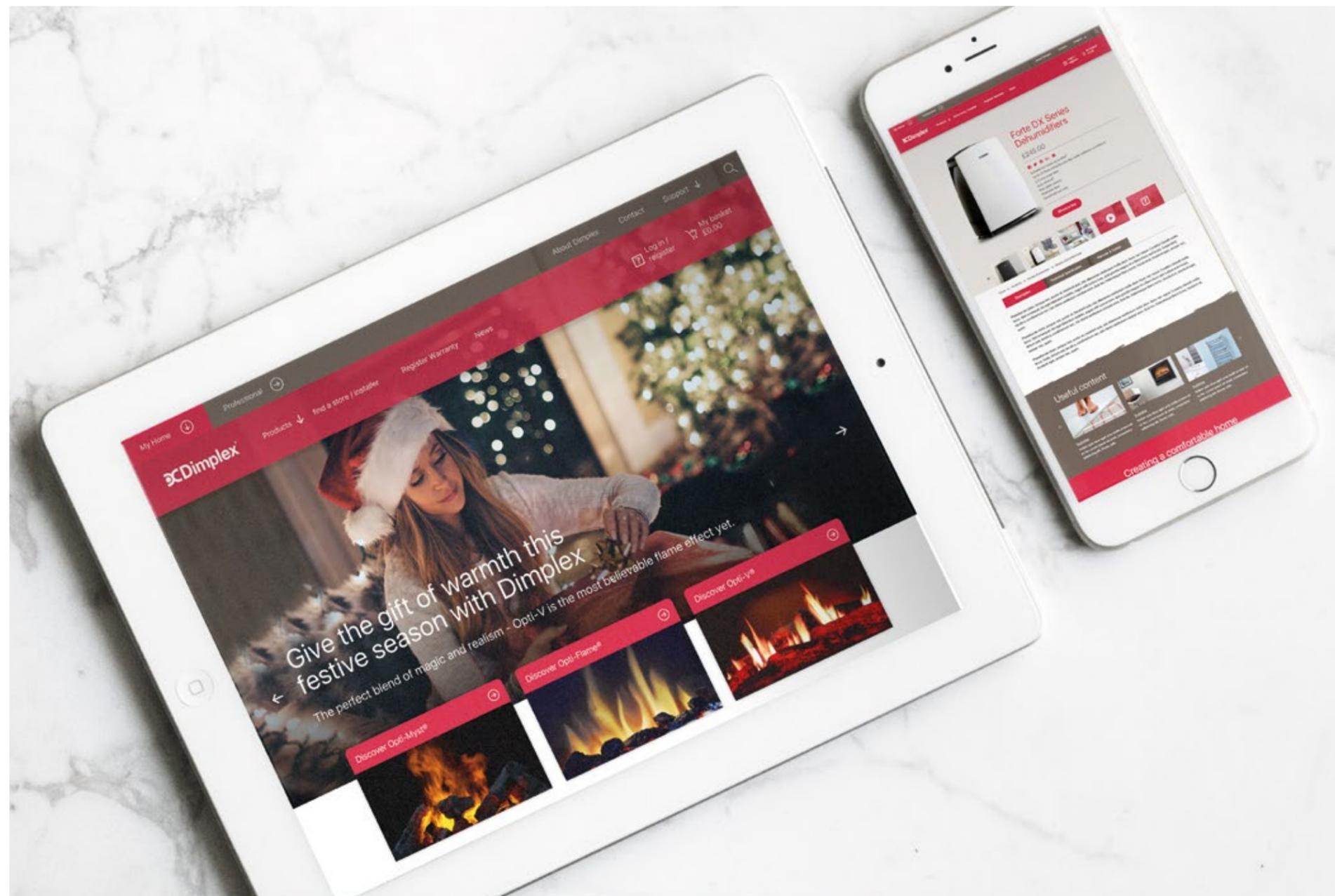
### Warm

Dimplex is in the business of warmth, so all our communications should be warm too.

# 8 Examples







## 8.1 Legal

### Patents

- Patent references, where applicable, should always be included on all new collateral when products are launched.
- When we submit a patent application the wording 'Patent[s] pending' should be included on the relevant marketing collateral.
- Once the patent has been confirmed, the wording should be: Products within the [name product] are protected by one or more of the following patents and patent applications: [list countries and patent reference numbers].
- On brochures this information should appear on the back page.
- On the website this information should appear on the patents page.
- When printed collateral is updated it is important to check to see if patents have moved from pending status to approved status, so that the collateral always has the correct references included.
- Digital collateral should be updated as soon as the status changes from pending to approved.
- Likewise, if a patent finishes, printed and digital collateral needs to be updated to remove the reference.

### Trade marks.

- Trade marks do not have a finish date provided that renewals are paid.
- It is a criminal offence to use the ® symbol if we don't have registration - so ensure a trade mark has been approved before using it.
- 'TM' has no legal status but it is advisable to use this on collateral to show that an application has been made. It is important to update collateral to show the registered symbol once the application is approved. For printed material this can be at the time of any reprints/updates, for digital items this should be updated as soon as approval is received.

### Industry associations.

- We should promote our membership of industry associations on all relevant material, including printed collateral - such as brochures and on our website. When updating such items, please check that membership is still current and that the correct logos and association references are being used.

### Use of telephone numbers.

The main two numbers into the business are 0344 879 3587 for trade customers and 0344 879 3588 for consumers.

- Effective from 1st July 2015, we need to show the cost of calls made from residential landlines or consumer mobiles on marketing material and communications which are deemed to be advertising or promotional materials. This statement applies to the consumer number of 0344 879 3588, or any other 0344 number we use for consumers.

Items affected are:

- Websites.
- Consumer email campaigns.
- Brochures that are used by consumers.
- Consumer advertising.
- Consumer promotions.
- Online support documents will be covered using our generic cover sheet.
- The statement to include is: 'Calls cost 7p per minute plus your telephone company's network access charge' and this needs to be shown on the same page as the phone number in clear text.

- We do not plan to include this reference on the following items which we believe are not classed as advertising or promotional items to the consumer:

- Stationery.
- Computer generated documents [i.e. invoices etc.]
- Social media sites [primarily on line dialogue].
- Packaging.
- Installation/operating instructions [not marketing materials].

Other phone numbers are available within the business for campaigns but are not to be used without discussion with Karen Trewick.



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Telephone: +44(0)344 879 3587

[www.dimplex.co.uk](http://www.dimplex.co.uk)