



Brand Manual



This manual meets the basic tools for proper use and application of the graphical Tolsa brand in all its possible expressions. It has been designed taking into account the needs of all those responsible for interpreting, articulating, communicating and implementing the brand in different areas.

The correct and consistent use of the brand contributes to achieving the goals of identifying and reinforcing it. It is a team effort, in which all participate to make Tolsa a great brand.

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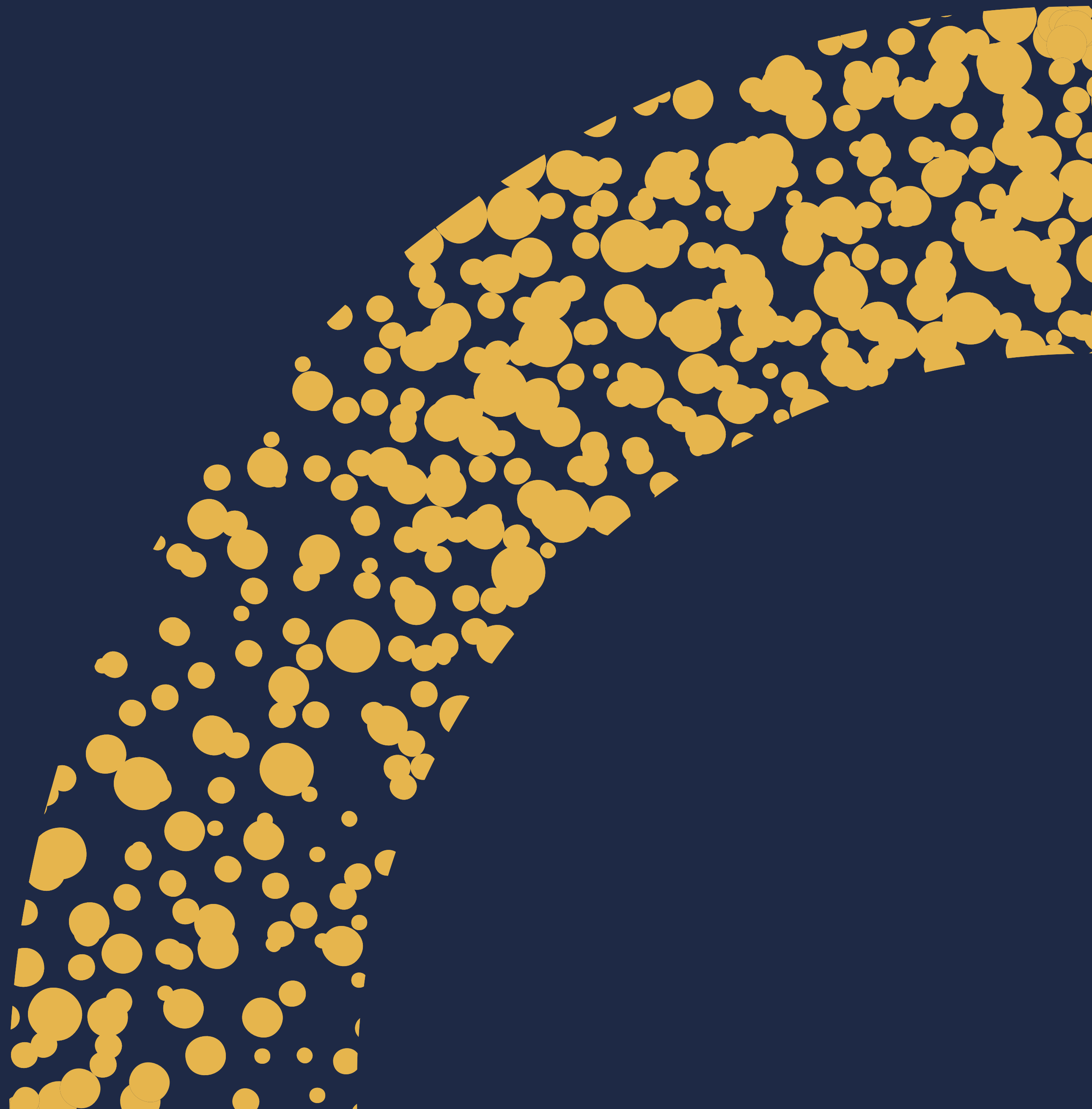
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A
Our Brand





A1 Brand Narrative

Point of view

Along human history, minerals have played a key role in our specie's progress.

This role has evolved, from its elemental usage among the first sapiens to its massive importance during the Industrial Revolution.

However, there is a constant in our history, people's drive to discover more and better ways to use the resources brought by nature.



A1 Brand Narrative

Point of view

At Tolsa, we know well our industry's evolution. That's why from the beginning we have worked knowing that, 60 years after, we wouldn't be doing neither the same nor in the same way. Thus, we keep broadening our knowledge, applying new tools and focusing on constant innovation.

Since the beginning we have worked knowing that in 60 years we would have the same drive that once encouraged us to never settle and always go one step beyond.



A1 Brand Narrative

Point of view

Due to all this, Tolsa is now an international team comprised by a wide range of reliable professionals (miners, engineers, chemists, distributors, traders...), all of them connected and united by the same motivation: being better than the day before.

This diversity, ambition and reliability makes us stronger, and moves us to discover more formulations, more products, to be present in more countries with better brands. All to keep us connected to the needs of that moment.



A1 Brand Narrative

Brand purpose

Make a positive impact in society by making a better use of 21st Century resources



A1 Brand Narrative

Brand purpose

Make a **positive impact** in society by making a better use of 21st Century resources

By 'positive impact' we mean all that is measurable and specific as a result of our activity

A1
Brand Narrative

Brand purpose





A1 Brand Narrative

Brand purpose

Make a **positive impact** in society by making a better use of **21st Century resources**

Making the most of our own mineral resources, but also all those resources within reach that can help us evolve

A1
Brand Narrative

Brand purpose





A2 Brand Pillars

What key ideas
sustain our brand?



**CONSCIOUS
PRACTICES**

**GLOBAL
VISION**

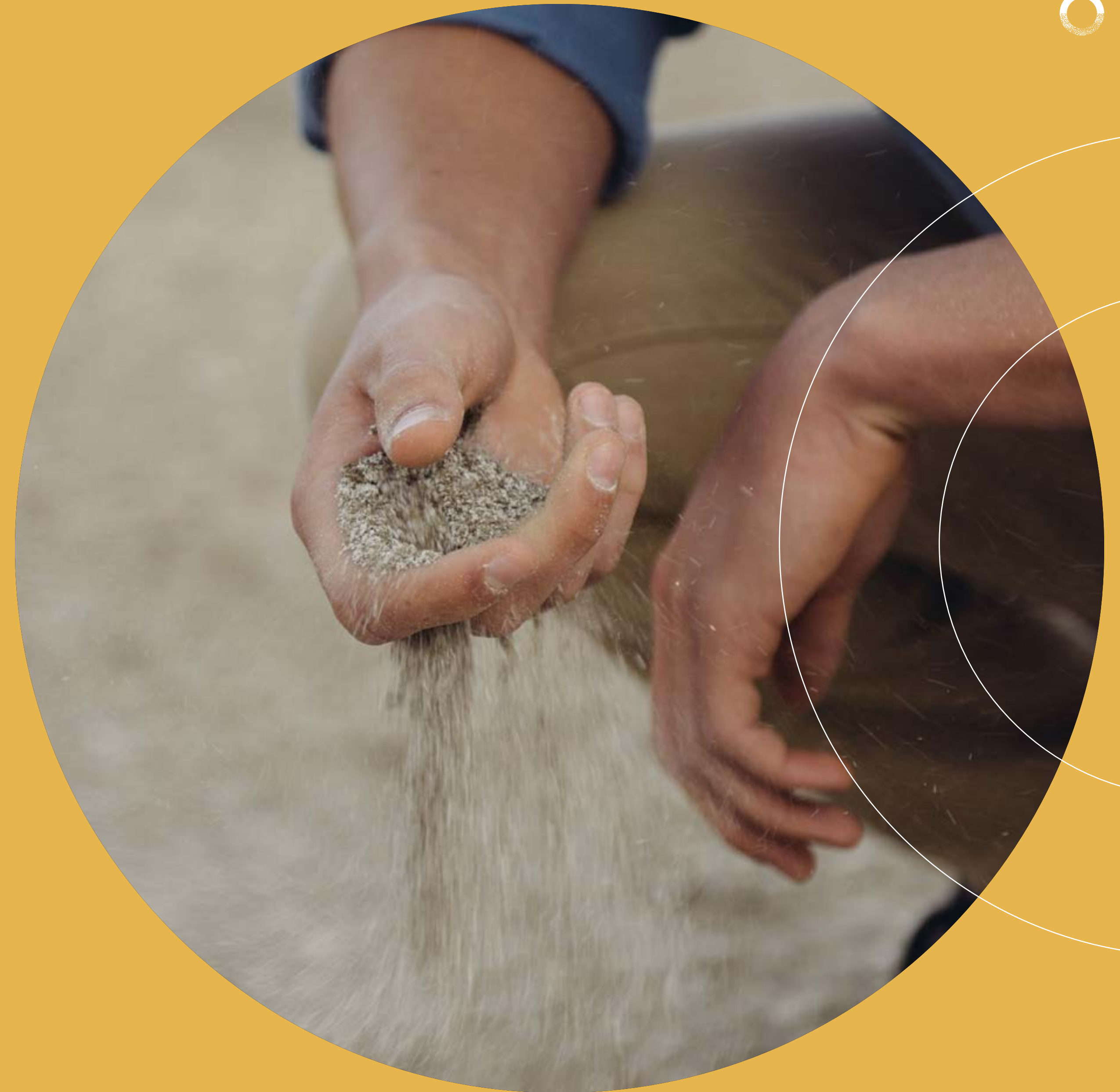
**INNOVATIVE
CULTURE**



A2 Brand Pillars

CONSCIOUS PRACTICES

Mining is our origin, and that means a lot, like being fully aware of the impact our activity has in the world. And being also aware that only by taking care of nature we can benefit from it. That's why we always try to have a positive impact in every place we are active.



- 60 years of expertise
- Part of the primary sector with own mines
- Improvement of the mines we work in
- Talent as differentiating asset
- RSC Certifications
- Positive impact in communities we are present
- Sustainability research



A2 Brand Pillars

GLOBAL VISION

We are present in more than 90 countries and we work with local teams in each one of them. We work focusing on more than our specific activity.

We pay attention to particular market opportunities and our clients' needs. This global vision allows us to offer reliable solutions to each and every one them.



Present in
more than
90 countries

Present in
the whole
value chain

Diversified
business units

Wide portfolio

Internacional
and intercultural
team (working
with teams that
are original from
the places where
Tolsa is present.

International
synergies

Co-
development
with clients



A2 Brand Pillars

INNOVATIVE CULTURE

Tolsa itself is a great example of an innovation-oriented culture. We are persevere in exploring new and better ways to use natural resources, and work with them to reinvent ourselves without fear and being present in more industries.



A3 Brand Personality

Our archetype

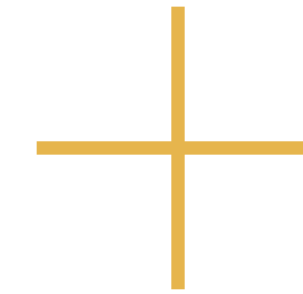
Archetypes are personality models used in psychology that carry universal traits and, as such, are recognisable anywhere in the world and in all cultures.

Created by Carl Gustav Jung, they are used today in branding.

Applied to brands, archetypes humanise them, give them a clear personality and activate in consumer's mind a set of traits associated with each one.

WHAT WE DO

Explorer



Role

Encourage people to go further and discover new things.

Strategy

Being present in many countries, diversifying our business units to discover new markets, applications and products.

HOW WE DO IT

Creator

Role

Inspire people to be more creative and make their ideas come true.

Strategy

Offering our employees the best resources and the best technology, and offering our clients the best solutions and final products.



A3 Brand Personality

Our archetype

The path cleaner

A citizen of the world, present in very different places, even within earth itself, always searching for new resources and new ways of doing things.

Lives with open eyes, mindful of those things in their way, and incorporates what they learn to transform it in

something to find even newer paths.

Their knowledge comes from experience, and thus, they know the best way to grow is experimenting, innovating and sharing those discoveries with those who also want to challenge themselves to have better results.



A3 Brand Personality

Personality traits

RELIABLE

We have the required knowledge and experience

TRUE

We are not reactive. Our style is part of Tolsa, regardless of market's whimsical preferences

NONCONFORMISTS

We strive for new solutions and challenges that make us learn

INNOVATIVE

We are on top of our industry breakthroughs. We are at home out of our comfort zone

EMPATHETIC

We are close to our clients and our teams around the world

ORIGINALS

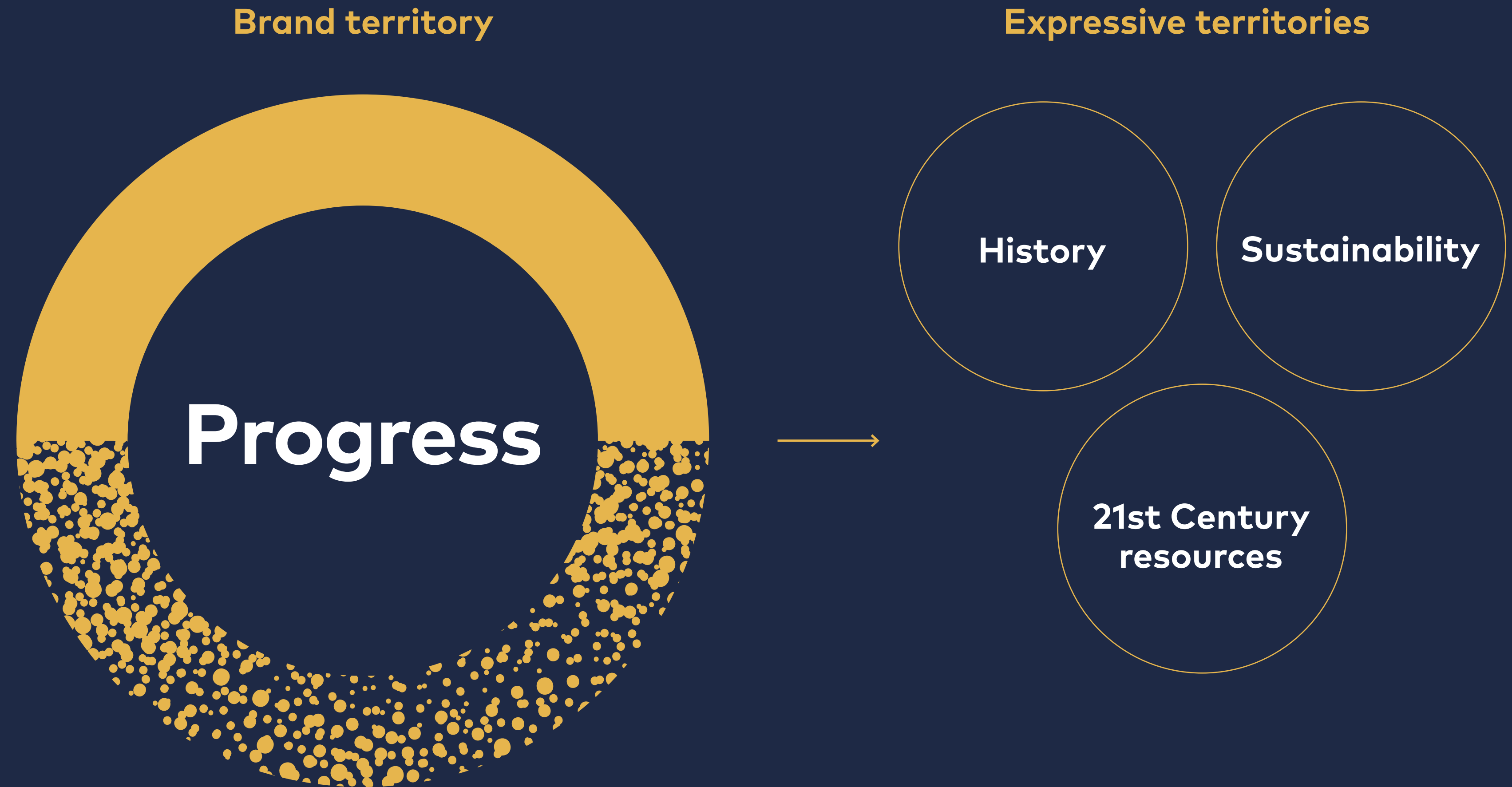
We are not followers, we inject passion and creativity in all we do



A4 Brand territories

Brand territories are the tangible and intangible spaces where our brands can express values and connect with stakeholders in a rational and emotional way.

These territories will help us define the space we want to occupy in the mind of our consumers and fill it with meaning.





A4 Brand territories

Expressive territories

History

We understand history offers us experience, learning and perspective.

That's why in Tolsa we acknowledge our past and our client's past to build the present in a mindful way and choose the best future paths.

Topics



Sustainability

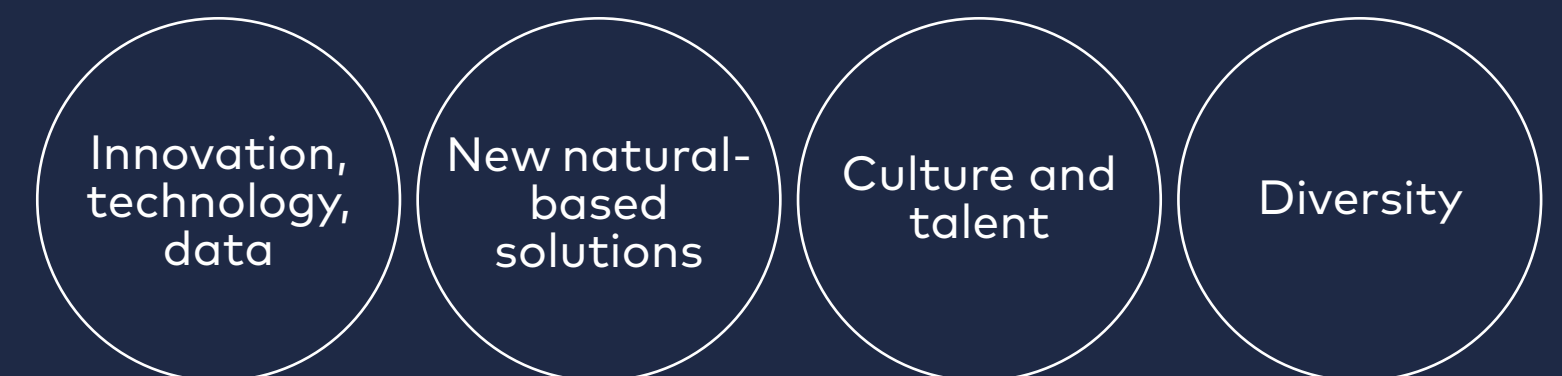
For us, sustainability is not an obligation, but a vocation. Our mining origins imply a close relationship between Tolsa and taking care of earth in all we do.



21st Century resources

Today, resources at our disposal are not limited by nature, and they are more and more sophisticated.

At Tolsa we work with all those resources to ensure our impact in society is convenient, positive and meaningful.





A5 Platform Overview

At Tolsa

We are guided by a clear purpose

Make a positive impact in society by making a better use of 21st Century resources

We can attain thanks to strong pillars



And a unique way of doing things

The path cleaner
EXPLORER + CREATOR

RELIABLE

TRUE

NONCONFORMISTS

INNOVATIVE

EMPATHETIC

ORIGINALS

To engage with people through



1. Speak on a one-to-one, personal level

Whether we communicate with clients, employees or external collaborators, we speak on a personal level. We address clients by their first name. We use the second plural ('we') to talk about Tolsa.



The characteristics of the diverse minerals we exploit on the five continents, the special processes to which our experts submit these in our plants, and our own extensive research and development efforts are the reasons why we have one of the broadest and most varied industrial product ranges in the special clay sector.



The characteristics of the diverse minerals the group exploits on the five continents, the special processes to which these are subjected at our plants and our own extensive research and development efforts are the reasons why Tolsa has one of the broadest and most varied industrial product ranges in the special clay sector.

2. Keep it simple

We are experts, but that doesn't mean we have to use jargon excessively. Prefer colloquial synonyms to unnatural or technical words. We have to make ourselves understood.



We offer a wide range of industrial additives in over 90 countries. These bring high added value, as they improve the features and efficiency of the material, processes and system where these are incorporated.



In over 90 countries Tolsa offers a wide range of industrial additives and products which contribute high added value and improve the features and efficiency of the materials, processes and systems to which they are incorporated.

3. Keep it short

Be clear - always. Be specific to avoid misunderstanding or confusion. Prefer short and straight-to-the-point sentences over complex, long sentences.



Our international vocation and innovative spirit are our core values.

These define who we are and who we want to become. Our values inspire us to be better every day.



Our international vocation and our innovative spirit are in our DNA and are a clear example of our corporate values.

Our values define, not only who we are, but also define what we would like to become. Our values inspire us to be better and better.

4. Be honest and respectful

Honesty is the best policy. It is the foundation of any good relationship, more so when it comes to business. However, being kind and respectful is equally important when telling clients that they should do things differently.



Good morning Rubén,

Thank you for sharing your ideas with us last week. Our marketing experts have done some research and consider your proposal to be quite challenging. It might not be sufficiently appreciated in the market.

Email to reject a partner's innovation proposal.



Good morning Rubén,

Thank you for sharing your ideas with us last week. We think they won't work- our marketing team has done some research and considers your team's proposal to be unappealing for consumers.

5. Be optimistic

We not only believe in a better future - we create it. We communicate using positive words instead of negative ones, especially when dealing with incidents. Avoid words like 'fail', 'problem', 'error', and always offer a solution, or let clients/ employees/collaborators know that you're taking care of it.



Good morning [client's name],
There's been an incident in one of our production plants in Madrid. We have a team of experts taking care of it right now. Hopefully, we'll be able to show you some progress in next week's meeting.

Email communicating a production incident



Dear client,
We're sorry to say there is a problem with our production plant in Madrid. We have to postpone our meeting, as we won't be able to show you the progress we've made with the new product.

6. Call to action

We pave the way because we want better and more sustainable solutions to become the norm. We never use the passive voice and we add call to actions, whenever possible, to challenge and empower people. Everything we say has to encourage people to share, do or collaborate.



Here's today's fun fact:

We use our minerals to produce cement and other construction materials used to build your dream house.

Do you know any other fun facts about minerals?

[LinkedIn post](#)



Our minerals contribute to build the house of your dreams! Tolsa minerals are used to improve the properties and usability of construction materials such as cement, concrete and paints.

7. Use imperatives

We are experts - we know what we're talking about. We can be categorical in many occasions, especially when giving advise. Use the imperative form - but always in moderation. We don't want to seem distant and unfriendly.



Hello Ramón,

We're aware you need one hundred units of our new product ASAP, but we recommend following the rules on sustainable transportation and splitting the order into multiple deliveries.

Email recommending the client to be more eco-friendly



Ramón,

We know you need to receive your order ASAP, but we won't ship all units today. We always follow the rules on sustainable transportation and your suggestion is not advisable. So, we refuse to ship it all at once.

8. Write properly

At all costs, avoid grammar, spelling and punctuation mistakes, as they reflect negatively on our professionalism. Don't be repetitive - expand your vocabulary. Steer clear of meta discourse when writing.



Any type of material or product can incorporate our clays, in either their formulation or their manufacturing process. This is why we like to think that there's a bit of Tolsa in people's everyday life.



Any material or product can incorporate our clays, in either their formulation or their manufacturing process. This is why we like to think that there is a little of Tolsa in people's everyday lives.

9. Be fresh

We are formal but we don't stick to every rule in formal language. We want to avoid sounding too corporate, especially in informal contexts. We use contractions and occasionally include emoticons to express gratitude and kindness when addressing clients and employees.



Good morning team :)

We've got good news: we're [client]'s partner - the pitch was a huge success! Congratulations to you all.

Keep up the good work.

Email congratulating employees on winning a pitch.



Dear team,

We have good news: we are the official partner of [client].

Keep up the good work.

10. Don't be shy to show emotion

Our Industry may not seem inspiring, but we are passionate about it, and we prove so when we speak. We're not afraid to be a tad emotional when sharing insights and celebrating company milestones.



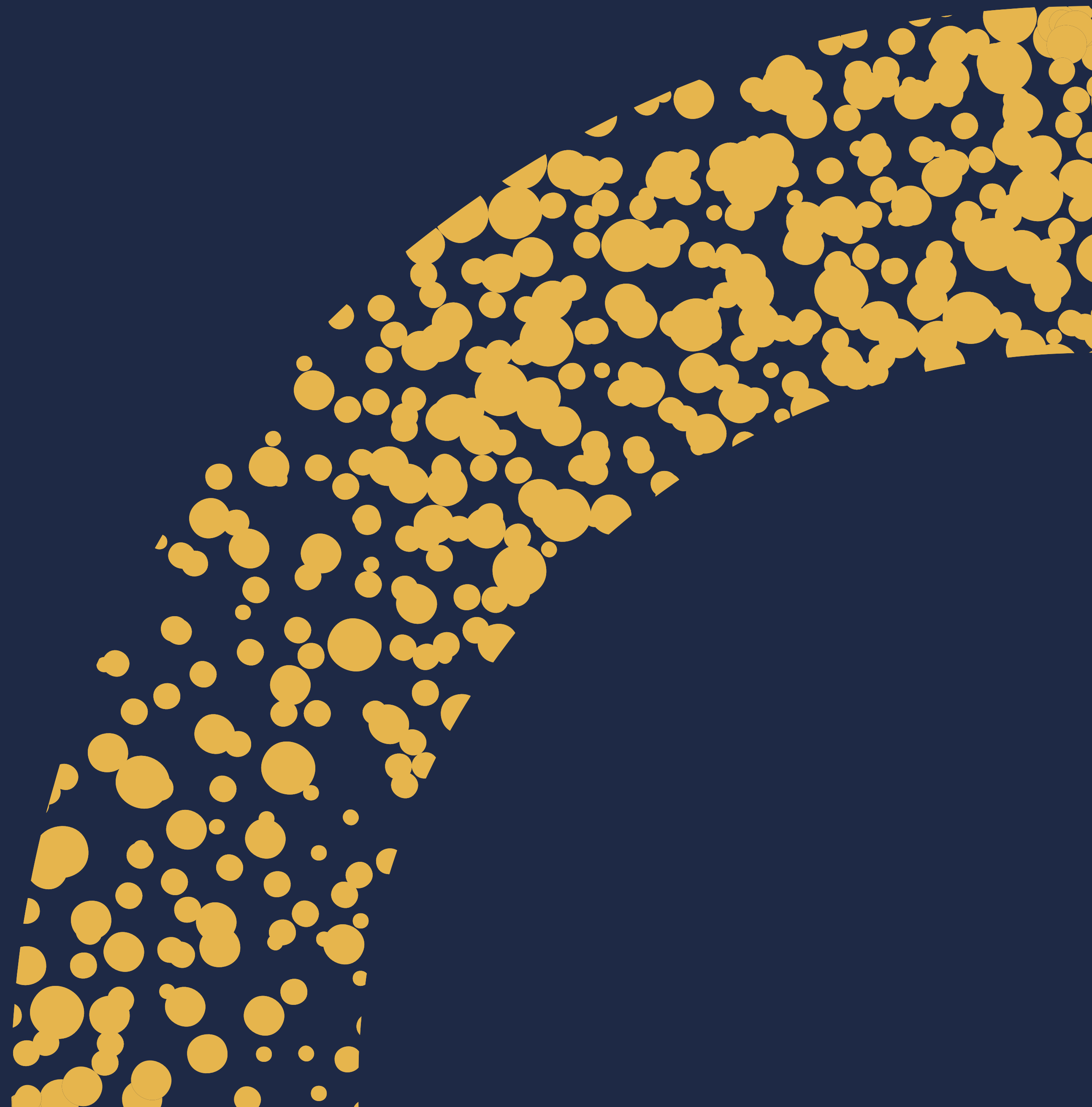
Yes, you read it right! We are members of the UN Global Compact :) We couldn't be prouder of our people, clients and partners, who believe in challenging our industry and treating soils with kindness.

From tolsa.com/our-minerals



To be part of The United Nations Global Compact, represents one step more to develop our Sustainability Strategy. UN Global Compact mission is to generate an international movement of sustainable companies, and impulse companies and organizations to align their strategies and operations with Ten Universal Principles on human rights, labor standards, the environment and the fight against corruption, and to promote the Sustainable Development Goals (SDGs).

B
Basic
Symbology





B1 Logotype

This is the main logo version.

It will not change in any way its form, its proportions or the composition of its parts.

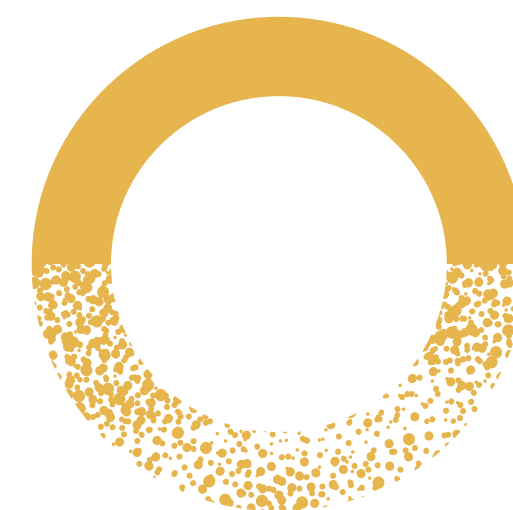


NOTE

It is mandatory to use the full Tolsa logo as the first option.

The symbol is intended for social media avatars or internal applications, such as merchandising or work clothes.

When the symbol is applied separately, no other expression element can be used to avoid creating repetition.





B2 Safety Area & Reductibility

To avoid interference with other elements that may affect the identity and visibility of the brand, will remain always and in all cases a security area regarding to the logo.

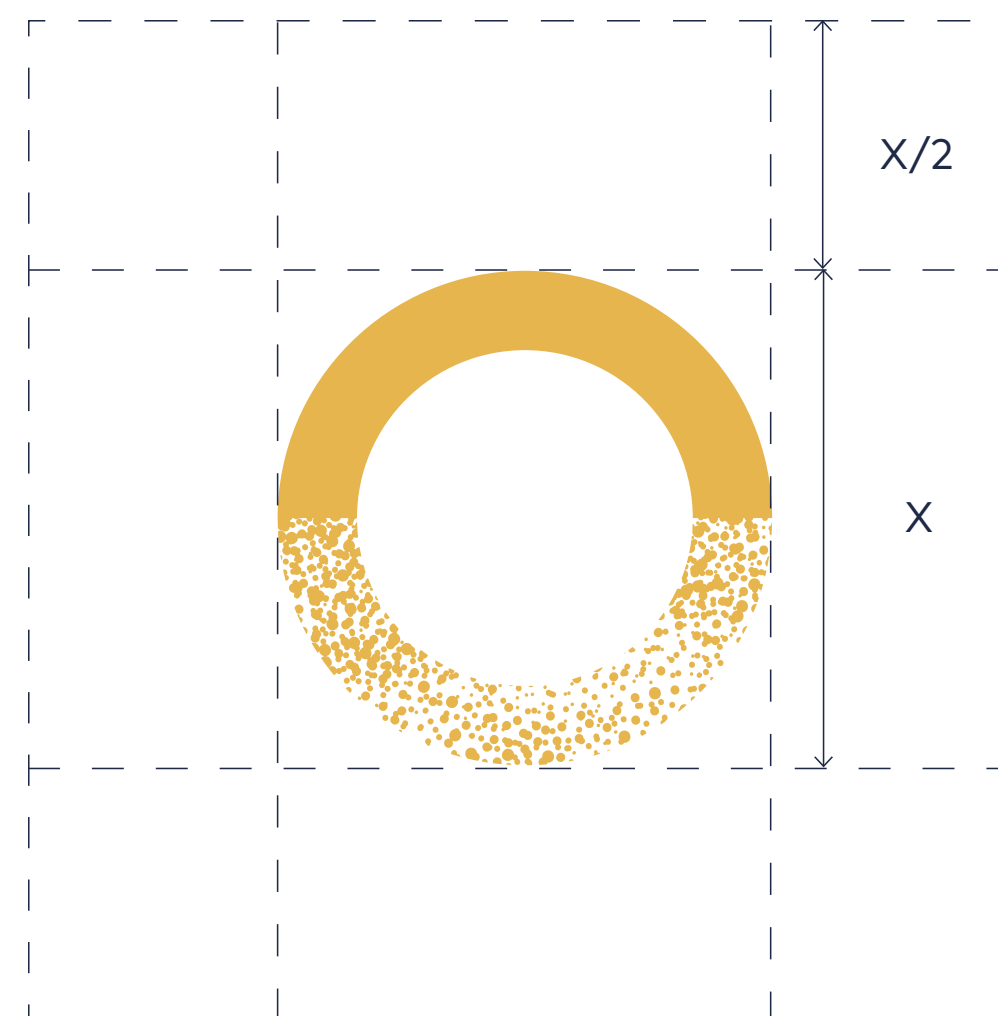
The minimum size to which the mark can be reproduced is:

Print

Logotype: 40mm wide.
Symbol: 15mm wide.

Digital

Logotype 100px wide.
Symbol: 40px wide.



Print



Digital





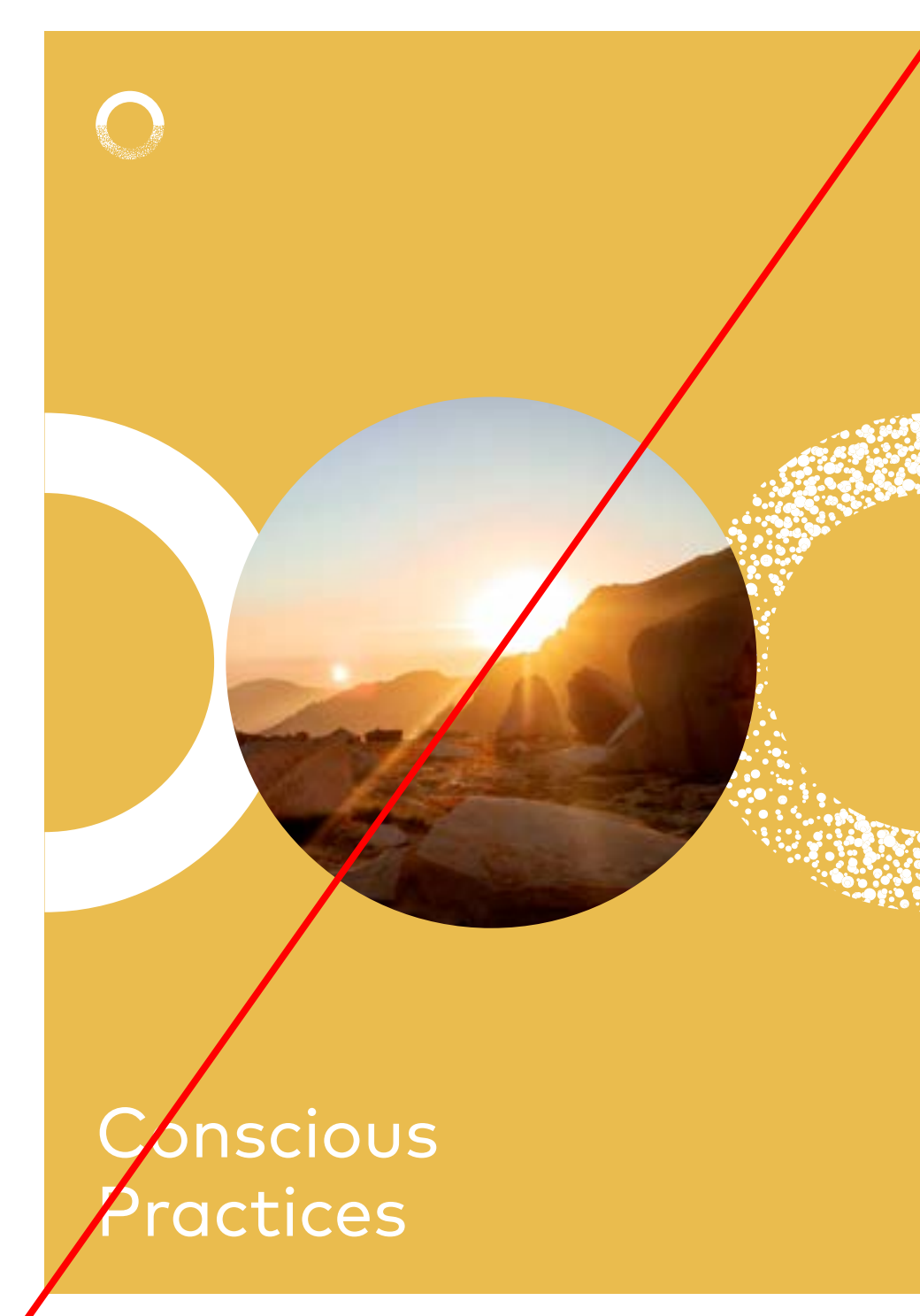
B3 Use Logotype

It is mandatory to use the full Tolsa logo as the first option.

The symbol is intended for social media avatars or internal applications, such as merchandising or work clothes.

When the symbol is applied separately, no other expression element can be used to avoid creating repetition.

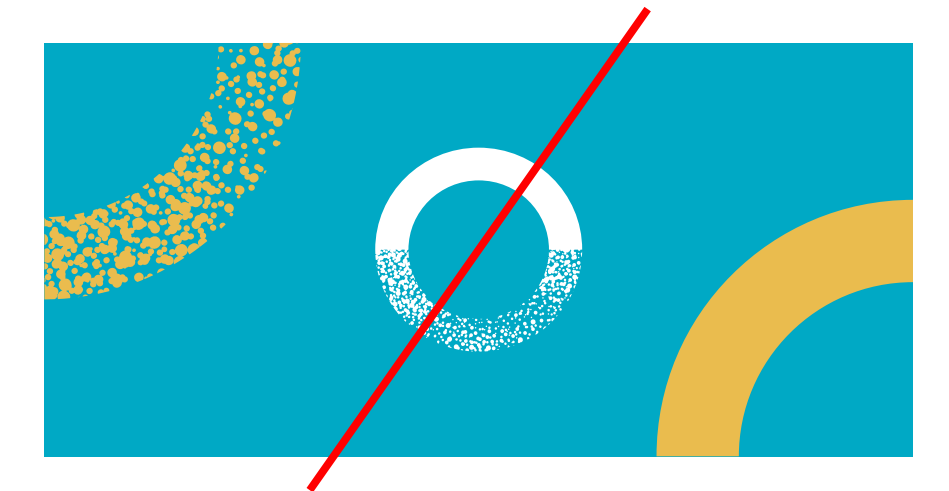
Posters



RRSS



Otros ejemplos





B4 Logo with claim

This is the main logo with claim version.

It will not change in any way its form, its proportions or the composition of its parts.



NOTE

It is mandatory to use the full Tolsa logo as the first option.

The symbol is intended for social media avatars or internal applications, such as merchandising or work clothes.

When the symbol is applied separately, no other expression element can be used to avoid creating repetition.

Print



Digital





B5 Principal colour

This is the main colour and the one with the most prominence in the brand, it is the colour that identifies us and makes us makes us different from the competition. That is why it is strictly obligatory to use the conversions defined on this page.

NOTA

There is a great variety of print media and formats, it is technically impossible to compile them all.

It depends on several factors such as the country, the printers and printables or the material. For to be most effective, it is always necessary to test print on the substrate to be printed to ensure the consistency and robustness of the marking. We will always take the pantone value as a reference for comparison.

Main color

Pantone 2006 C
RGB 229 181 77
CMYK 0 18 76 2
HTML EBBC4E
RAL 1004



B6 Secondary color

These are Tolsa's secondary colours. They are of great importance to create a complete visual universe with a variety of opportunities.

White has a strong presence in the brand and, together with yellow, it brings oxygen, efficiency and helps us to be more sustainable.

NOTA

There is a great variety of print media and formats, it is technically impossible to compile them all.

It depends on several factors such as the country, the printers and printables or the material. For to be most effective, it is always necessary to test print on the substrate to be printed to ensure the consistency and robustness of the marking. We will always take the pantone value as a reference for comparison.

Secondary color

Pantone 282 U
RGB 31 42 68
CMYK 95 72 15 67
HTML 1F2A44
RAL 5011

Secondary color

Pantone 3125 U
RGB 0 169 197
CMYK 81 0 39 0
HTML 00A9C4
RAL 210 70 35



B7 Third palette

Our third palette will be focused on digital environments where we will have ten colors with hexadecimal code to be able to apply in graphics and have a greater variety in environments that we need to nourish with a lot of color.

#A84740

#DB8C4F

#9E2121

#D14D29

#EBDEBA

#8fADAD

#3B8270

#613612

#D6C7C2

#B5732B



B8 Proportions colors

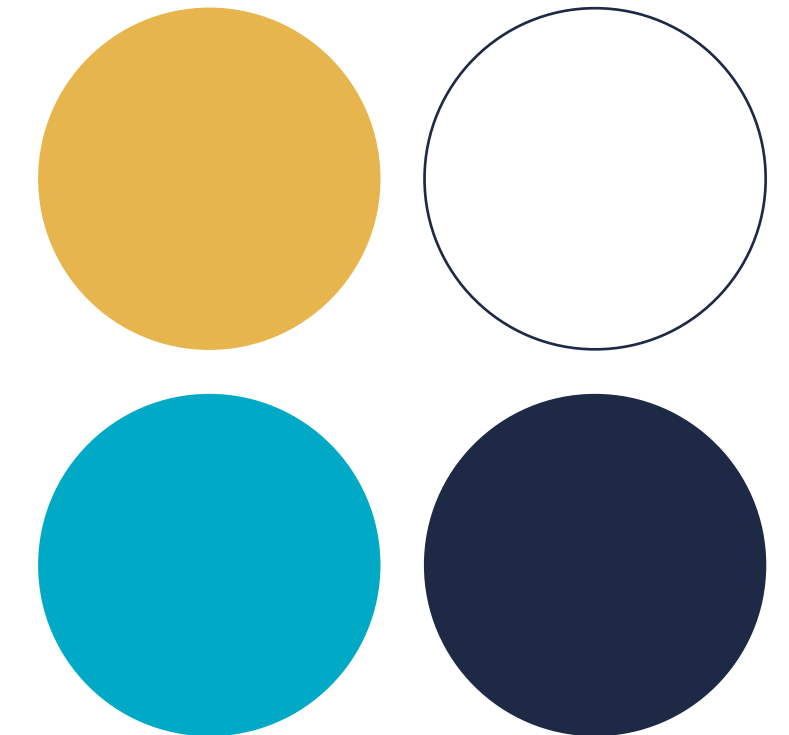
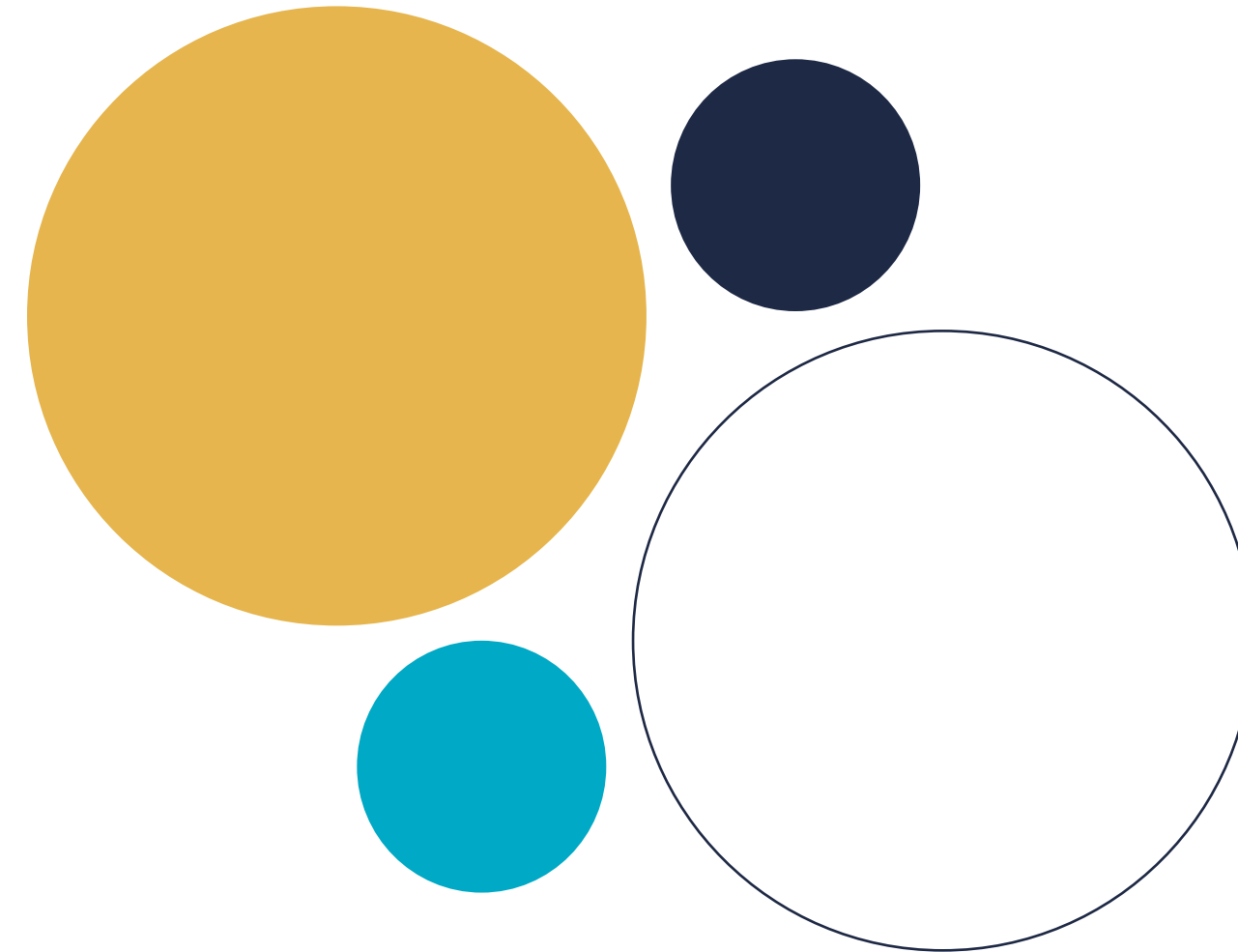
This page shows the proportions of the use of colour in the brand. Its use is established depending on who Tolsa is targeting.

For external communications priority is given to the use of mustard and white. In internal communications, the brand's colours are celebrated and their use is applied in equal parts.

External



Internal





B9 Corporate colors backgrounds

Whenever possible it will be applied the brand in its main version.

Given the infinite variation of funds color or images where it will be applied the logo, we will always apply the option that generates the highest contrast.



Tolsa



Tolsa



Tolsa



Tolsa



Tolsa



Tolsa



B9 **Corporate colors** **backgrounds**

Exception

The logo will only be applied in blue on yellow in digital projections.





B10 Non- corporate colors backgrounds

Whenever possible it will be applied the brand in its main version.

Given the infinite variation of funds color or images where it will be applied the logo, we will always apply the option that generates the highest contrast.

Si no puede aplicarse el logotipo en amarillo, se aplicará en blanco o negro según sea necesario.



Tolsa



Tolsa



Tolsa



Tolsa



Tolsa



Tolsa



Tolsa



B11 Photographic backgrounds

These are the versions about
photography or moving images.

As far as possible always we will look
for the greatest possible contrast.



NOTE

As far as possible we must
work with images with little
noise that allow readability
optimal logo.

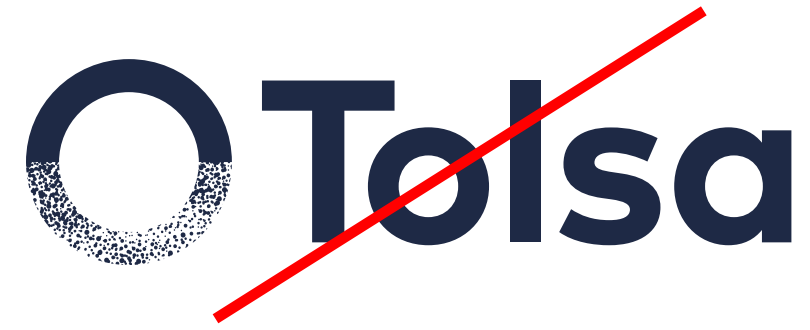


B12 Incorrect uses

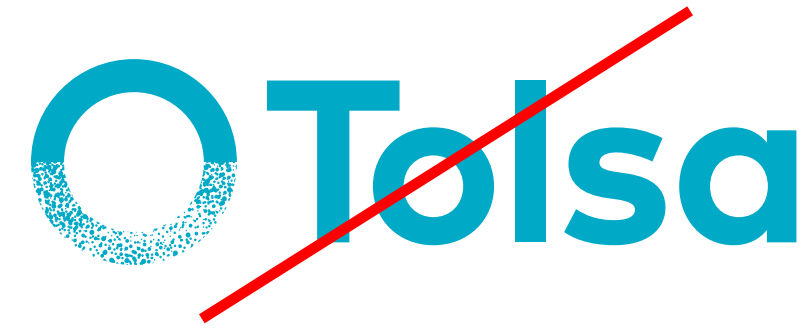
The logo has measurements and relative proportions determined by composition criteria, hierarchy and functionality.

In no case will we modify these measures or proportions.

Blue on white version



Cyan version



No symbol



Wrong composition



Transparency



Rotated logo



Incorrect color scheme



Wrong proposition





B13 Corporate fonts

Mark Pro will be the font of use generic and required in all supports and documents, both internal and external at the level communication and display.

Mark Pro



B13 Corporate fonts

The weights used are Extralight, Book and Heavy.

Mark Pro Extralight

ABCÇDEFGHIJKLMNNOQRSTUVWXYZ
abcçdefghijklmñopqrstuvwxyz
0123456789.:;# @*;!¿?+~/()

Mark Pro Book

ABCÇDEFGHIJKLMNNOQRSTUVWXYZ
abcçdefghijklmñopqrstuvwxyz
0123456789.:;# @*;!¿?+~/()

Mark Pro Heavy

ABCÇDEFGHIJKLMNNOQRSTUVWXYZ
abcçdefghijklmñopqrstuvwxyz
0123456789.:;# @*;!¿?+~/()



B13 Corporate fonts

The Arial will be used on supports where the Mark Pro cannot be applied, as the body text of the mailing or external PPT presentations.

Arial Regular

ABCÇDEFGHIJKLMNNOQRSTUVWXYZ
abcçdefghijklmñopqrstuvwxyz
0123456789.:,;#@*¡¿?+~/()

Arial Bold

ABCÇDEFGHIJKLMNNOQRSTUVWXYZ
abcçdefghijklmñopqrstuvwxyz
0123456789.:,;#@*¡¿?+~/()



B14

Textual expression

To maintain visual consistency we always write Tolsa as shown on this page.


Example of how the trademark is written

Since its inception
Tolsa has been a pioneer
on the research and
development of mineral
applications

Example of how the brand is not written

Since its inception ~~TOLSA~~...

Since its inception ~~tolsa~~...



C
Visual
System



C1 Introduction

A Visual System transmits the linked concepts to the brand and its audiences, serving to rank, order and unify the different pieces of communication on which to act.

It is functional and easily applicable, so that it is consistent and enduring in time, whatever the support on which it is used. It has a series of codes and elements that, even though not all of them are present in the piece, continue to be recognizable.

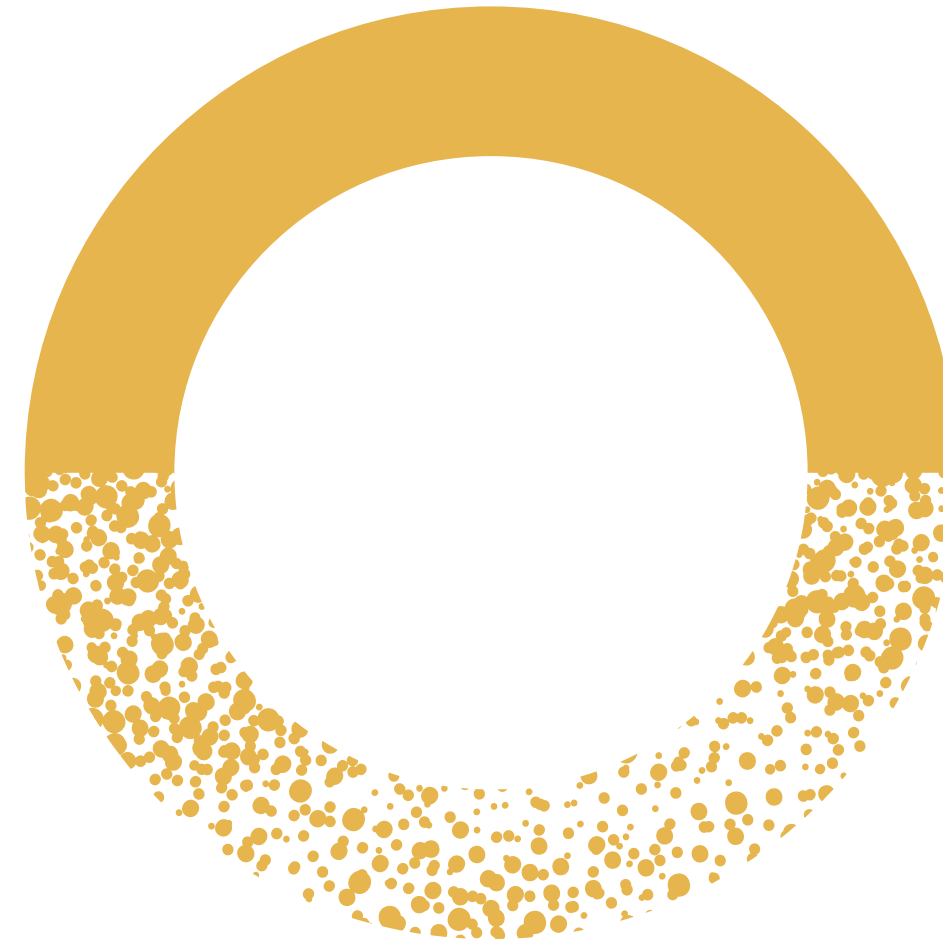
It has a series of codes and elements that, not yet being all present in the piece, continue being recognizable.



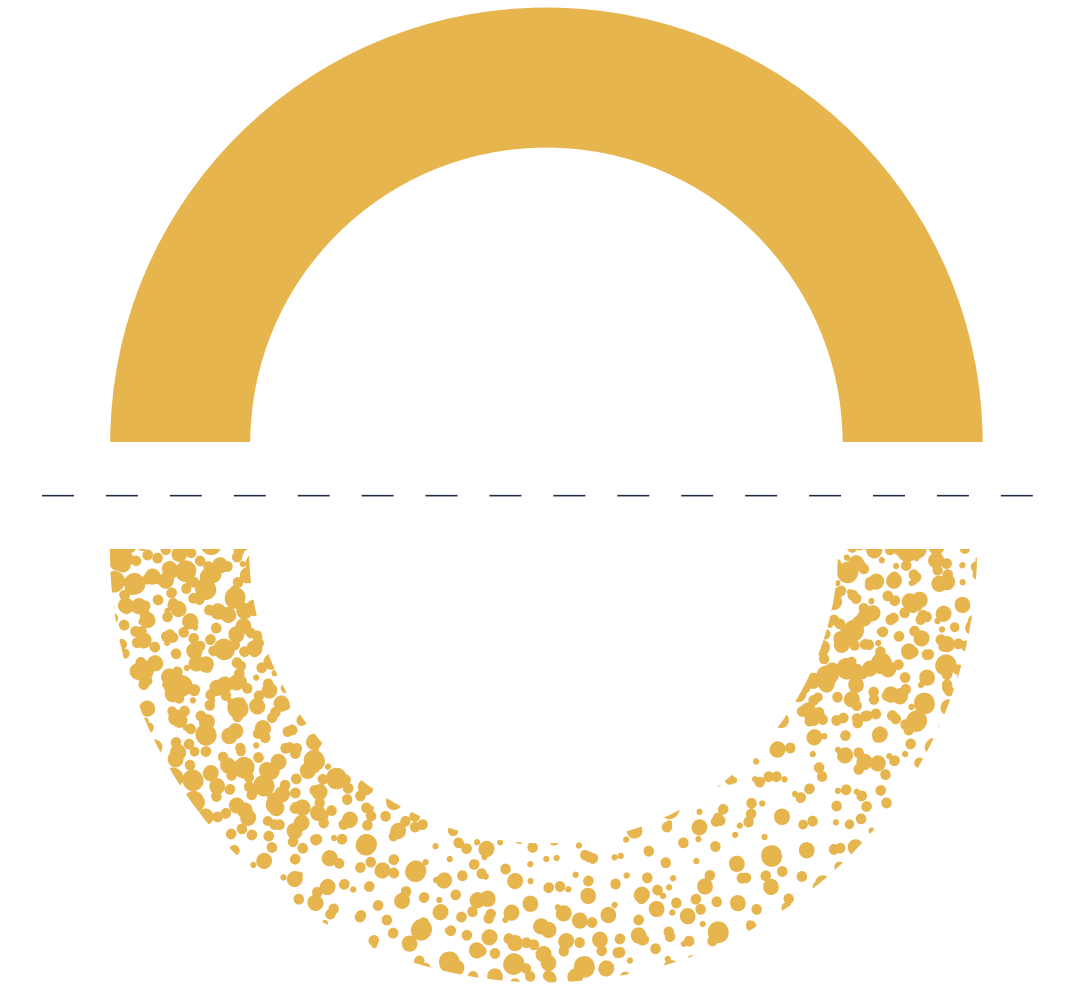
C2 Graphic resources

The symbol will be the graphic anchor Tolsa's Visual System. They may use integrally, some parts of the same, as well as container of pictures.

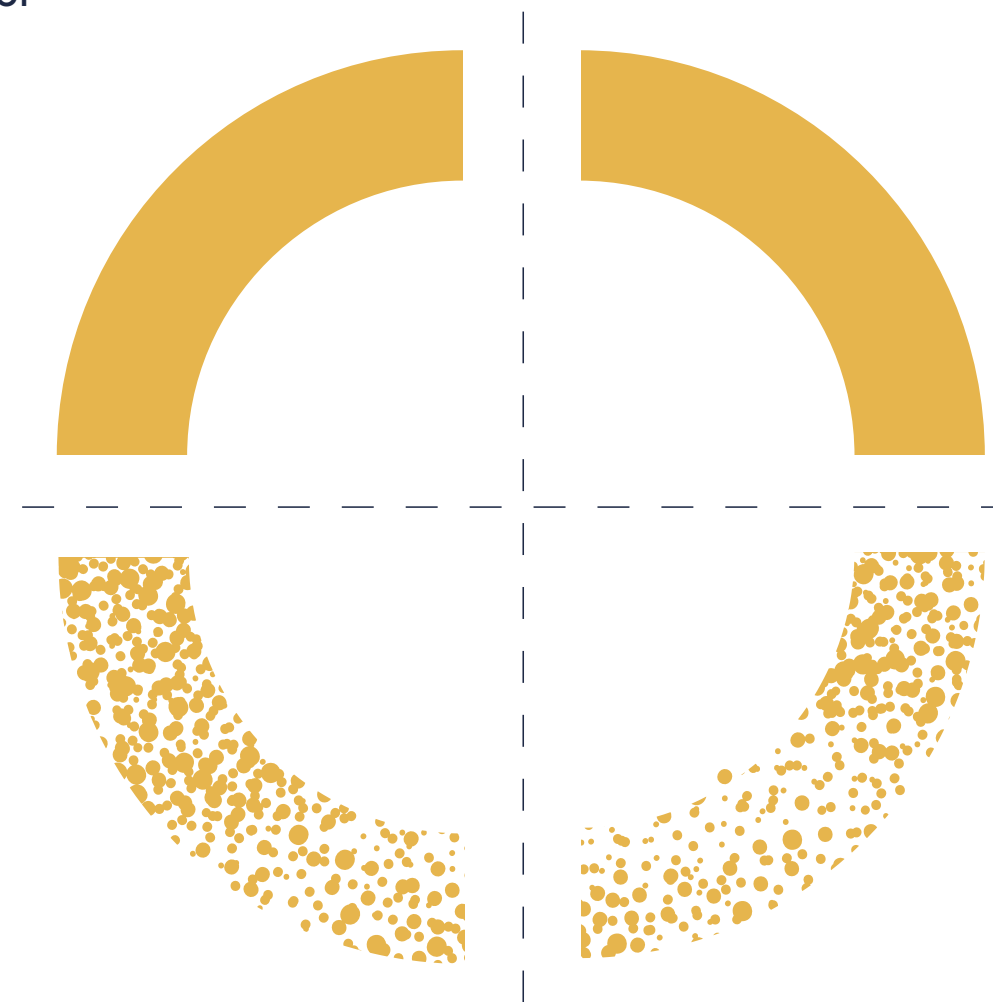
Symbol



Half symbol



A quarter of the symbol



As a photo container

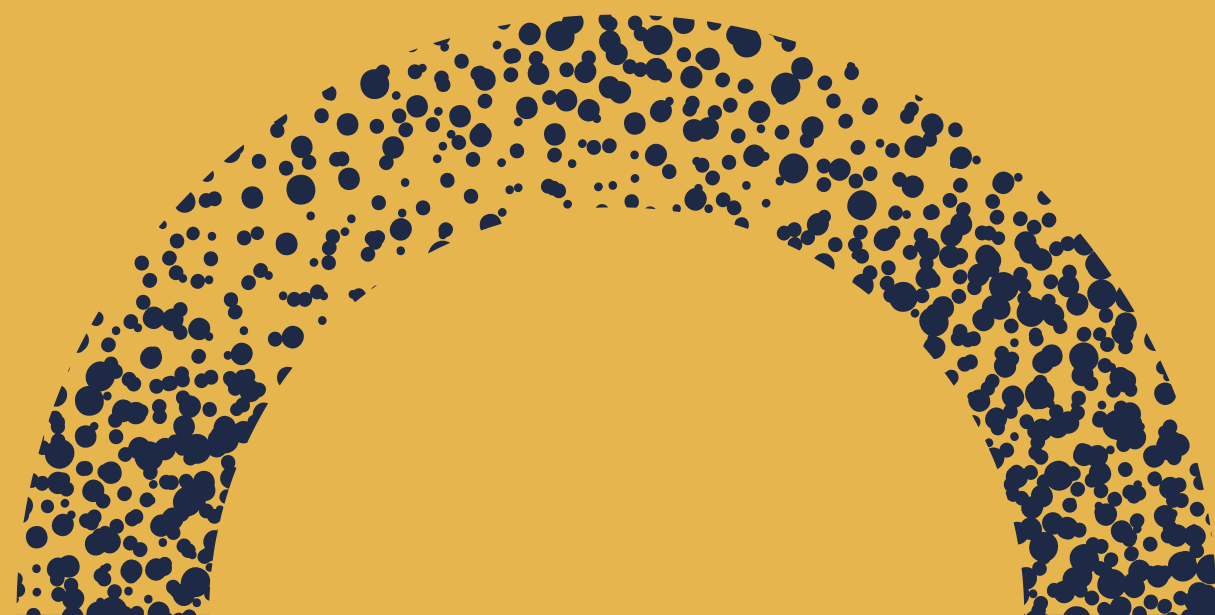
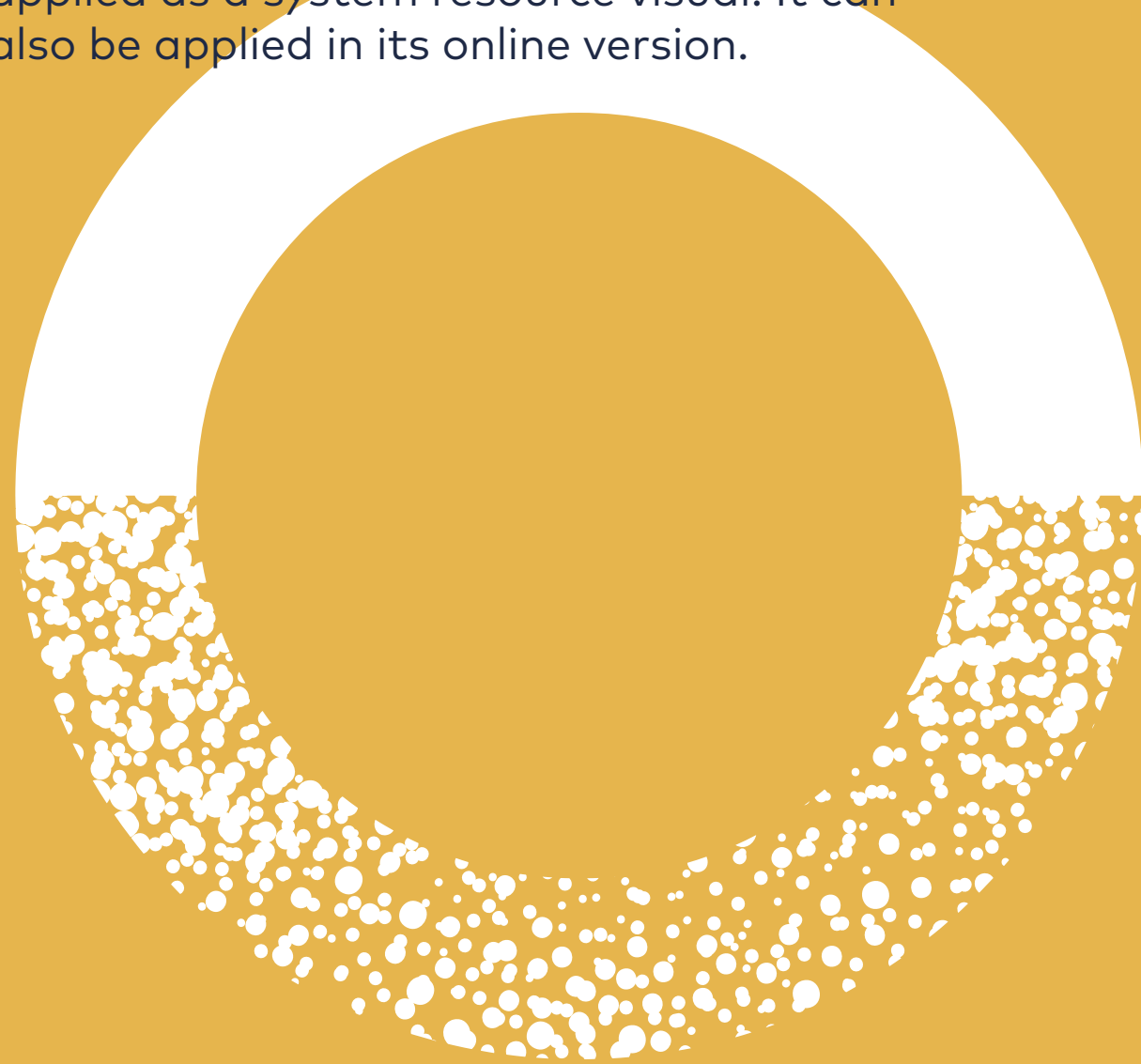


B

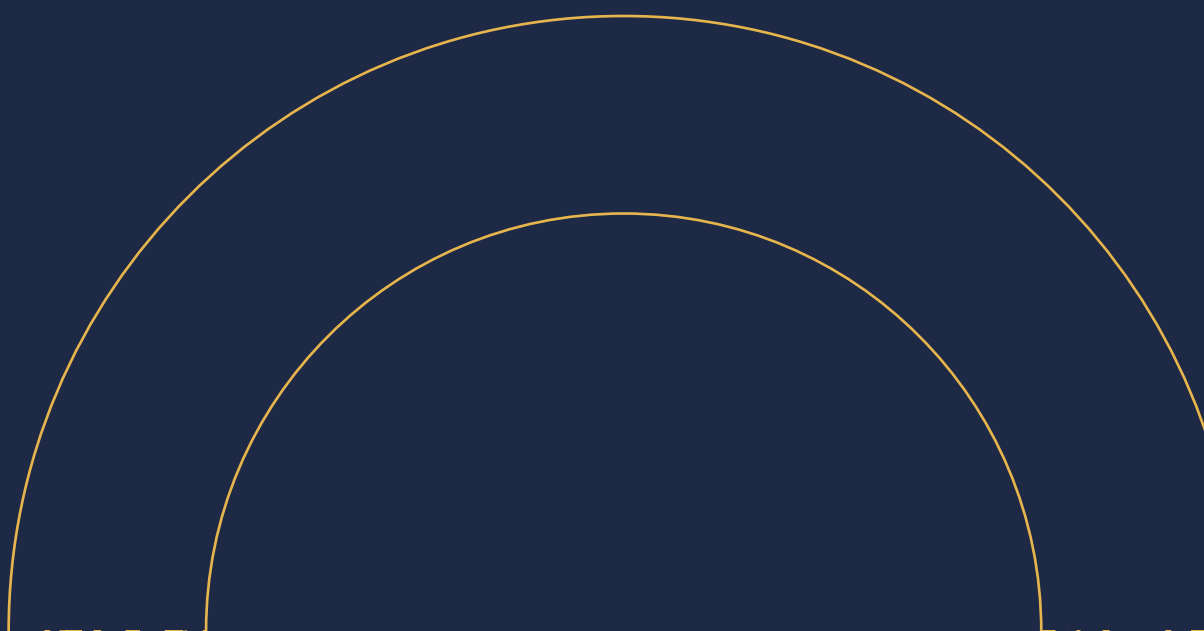
Brand Manual

C2 Graphic resources

Unlike his coexistence with logo, symbol can adopt any of the corporate colors when applied as a system resource visual. It can also be applied in its online version.



Basic Symbology





C3

How to use them

Symbol

The symbol can be used on its own decoratively creating backgrounds or as a marker element.





C3 How to use them

Symbol

The symbol can be used on its own decoratively creating backgrounds or as a marker element.

As a background



As a marker element

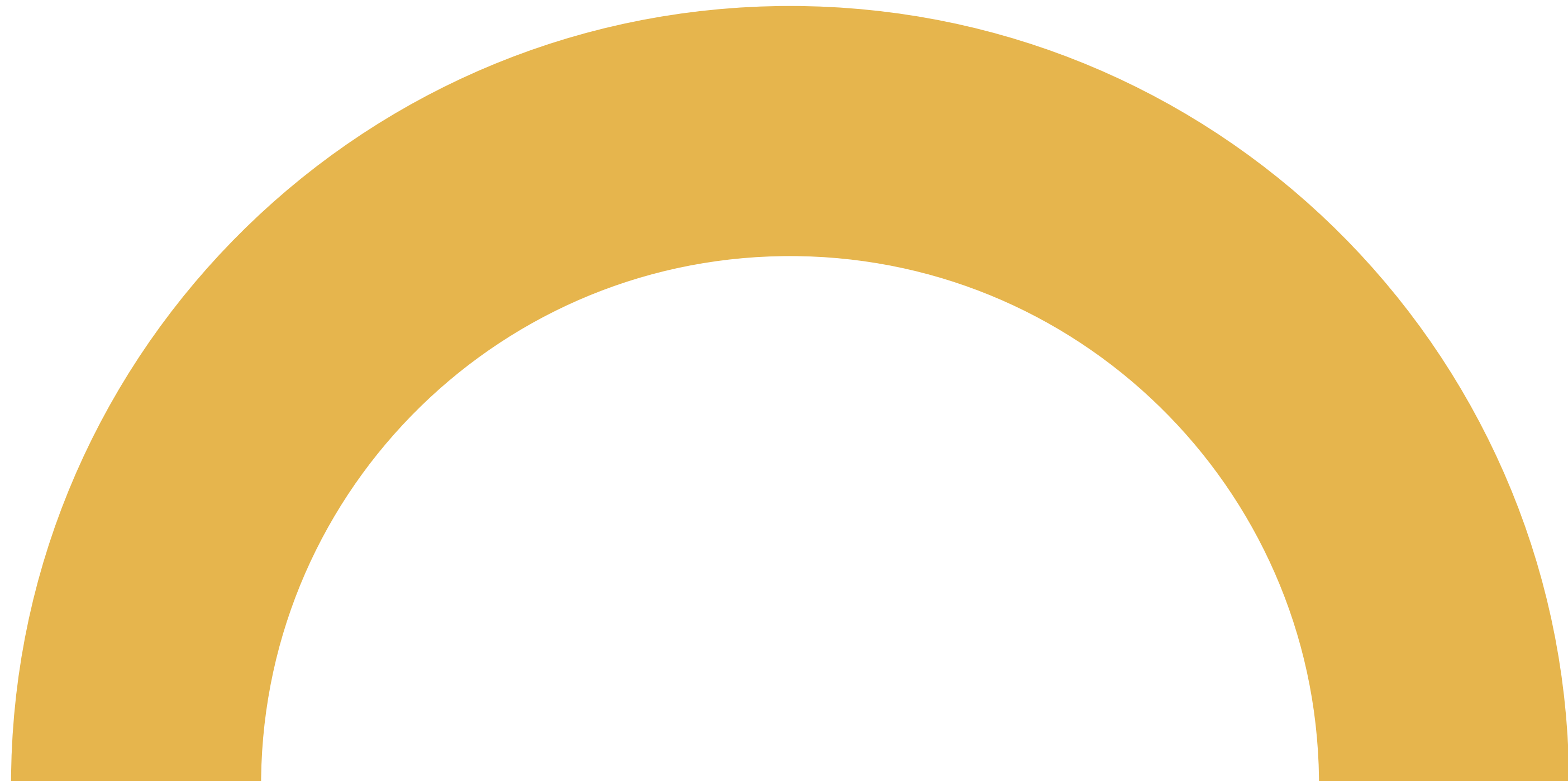
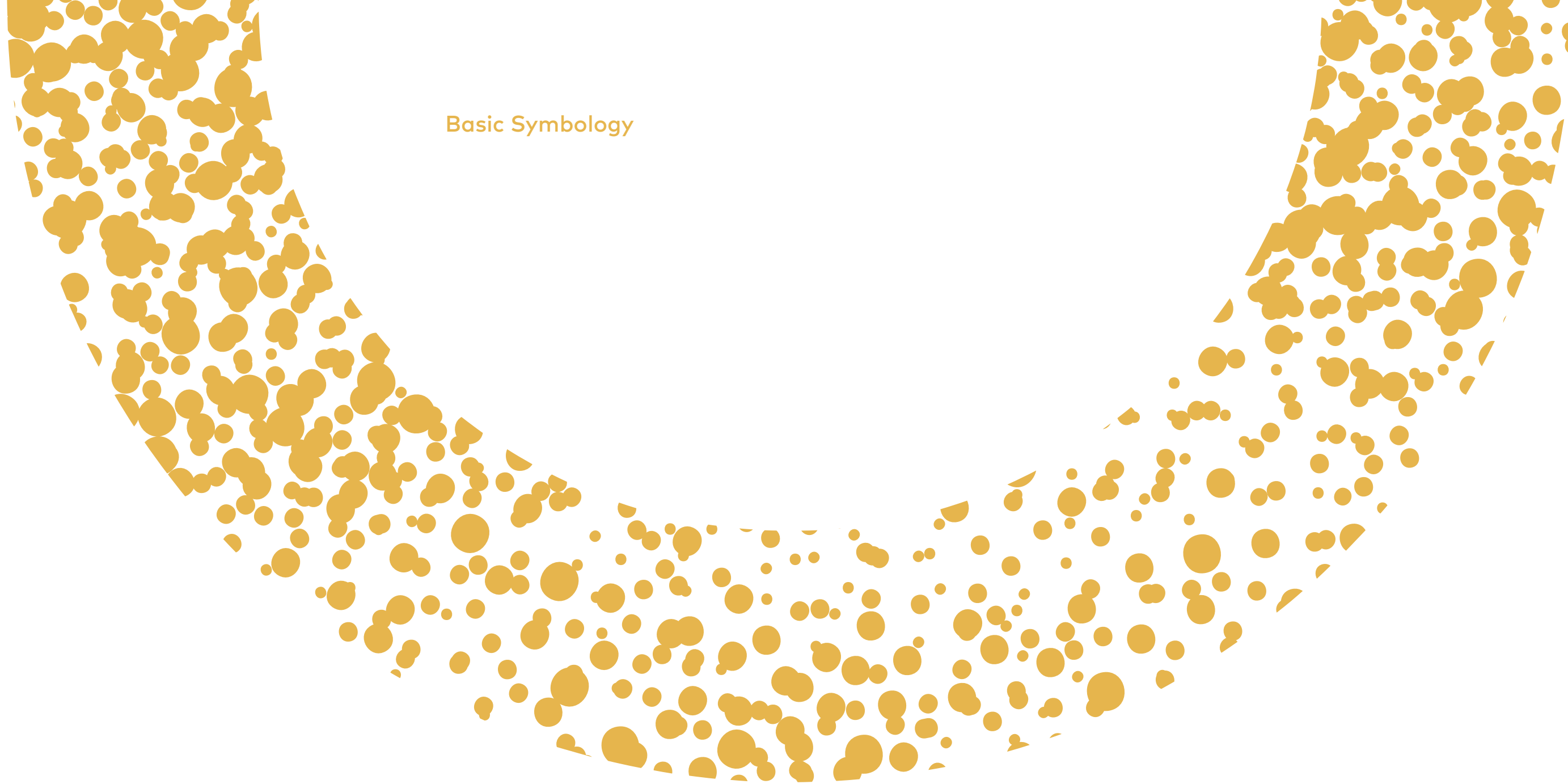


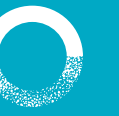


C3 How to use them

Half symbol

You can use half of the symbol, dividing it into the filled part and the part textured.





C3 How to use them

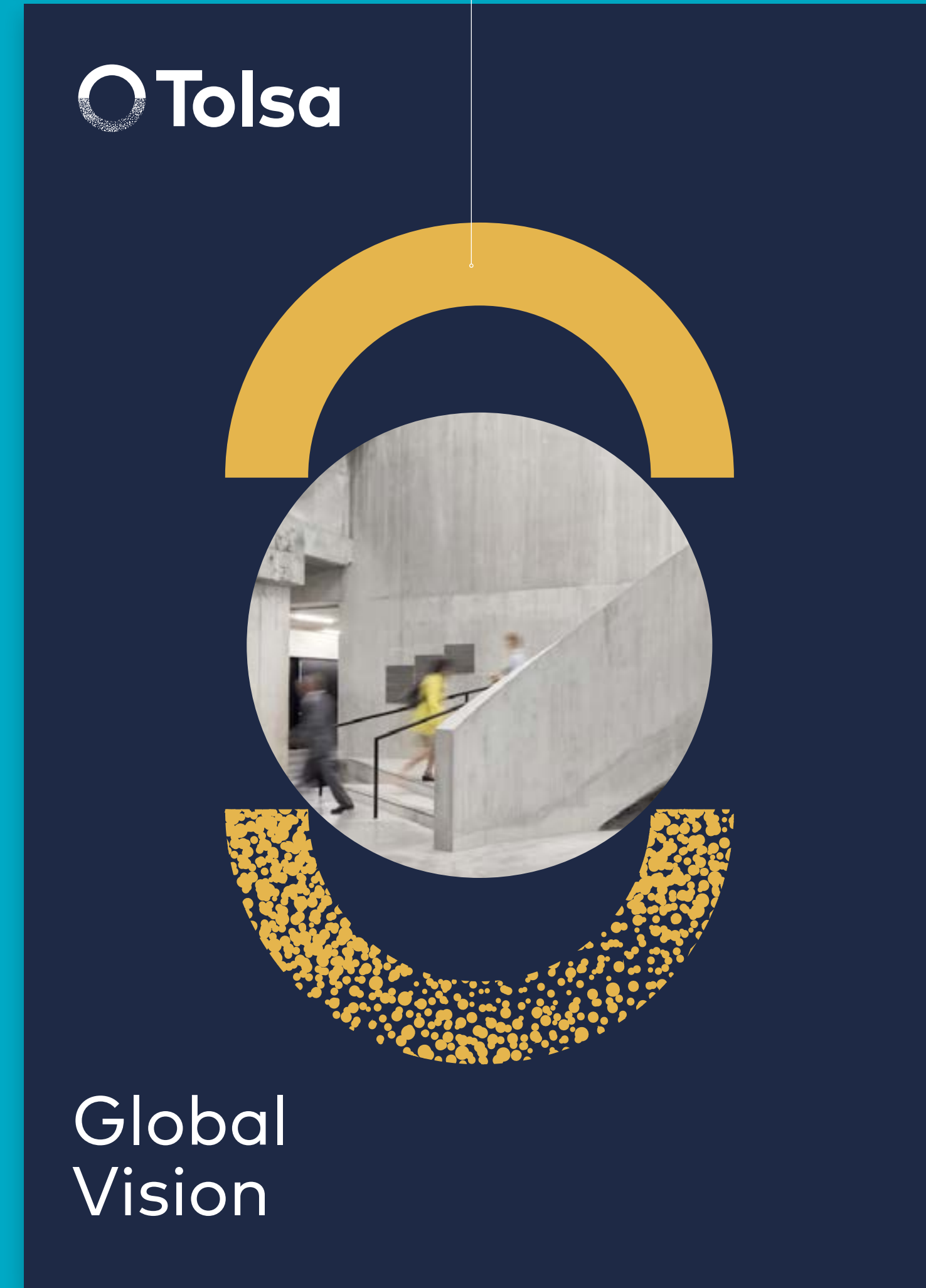
Half symbol

You can use half of the symbol, dividing it into the filled part and the part textured.

Half symbol
blood



Half symbol
interacting with photo



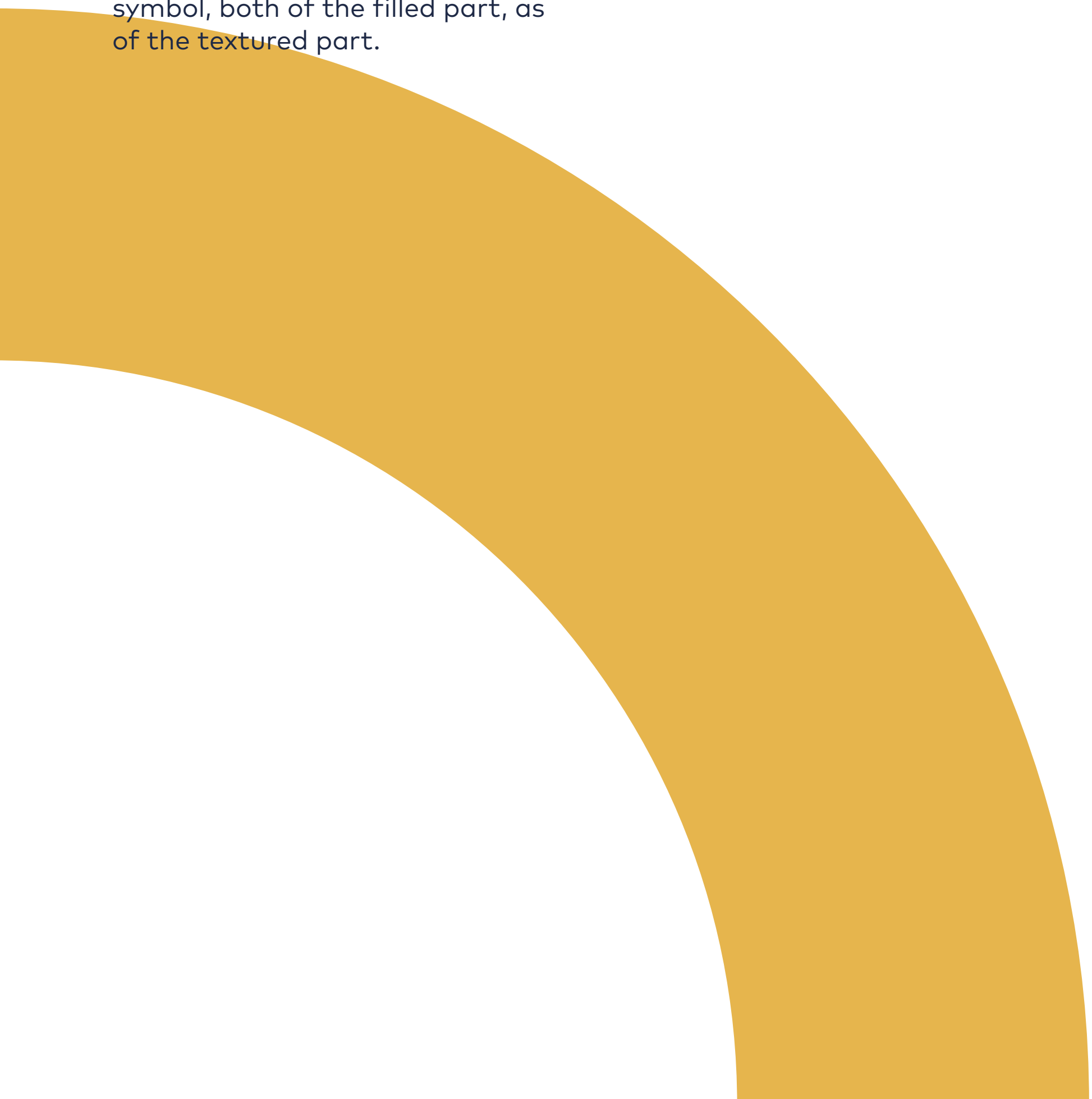


C3

How to use them

A quarter symbol

A quarter can be used of the symbol, both of the filled part, as of the textured part.





C3 How to use them

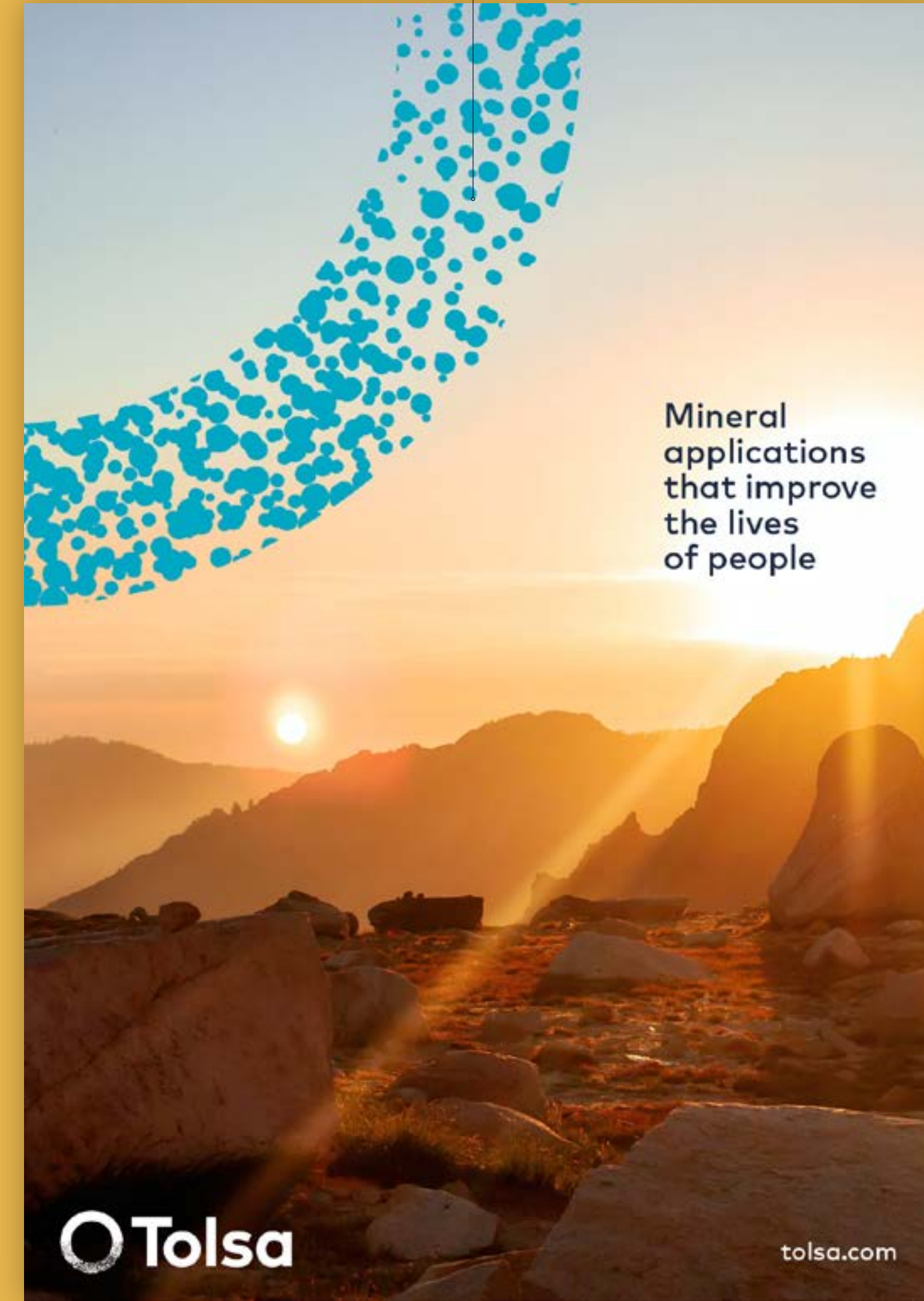
A quarter symbol

A quarter can be used of the symbol, both of the filled part, as of the textured part.

A quart of symbol to line



A quarter symbol interacting with photo





C3

How to use them

As a photo container

The symbol can serve to contain photos as in the examples shown in this page.

Photo contained
at the symbol



Photography sticking out
of the symbol



The inner circular shape can also
serve as a container for photos





D Brand applications



D1 Business cards

NOTE

In order to create new productions and maintain order and consistency in all branding applications, we will use the masters created for each application.

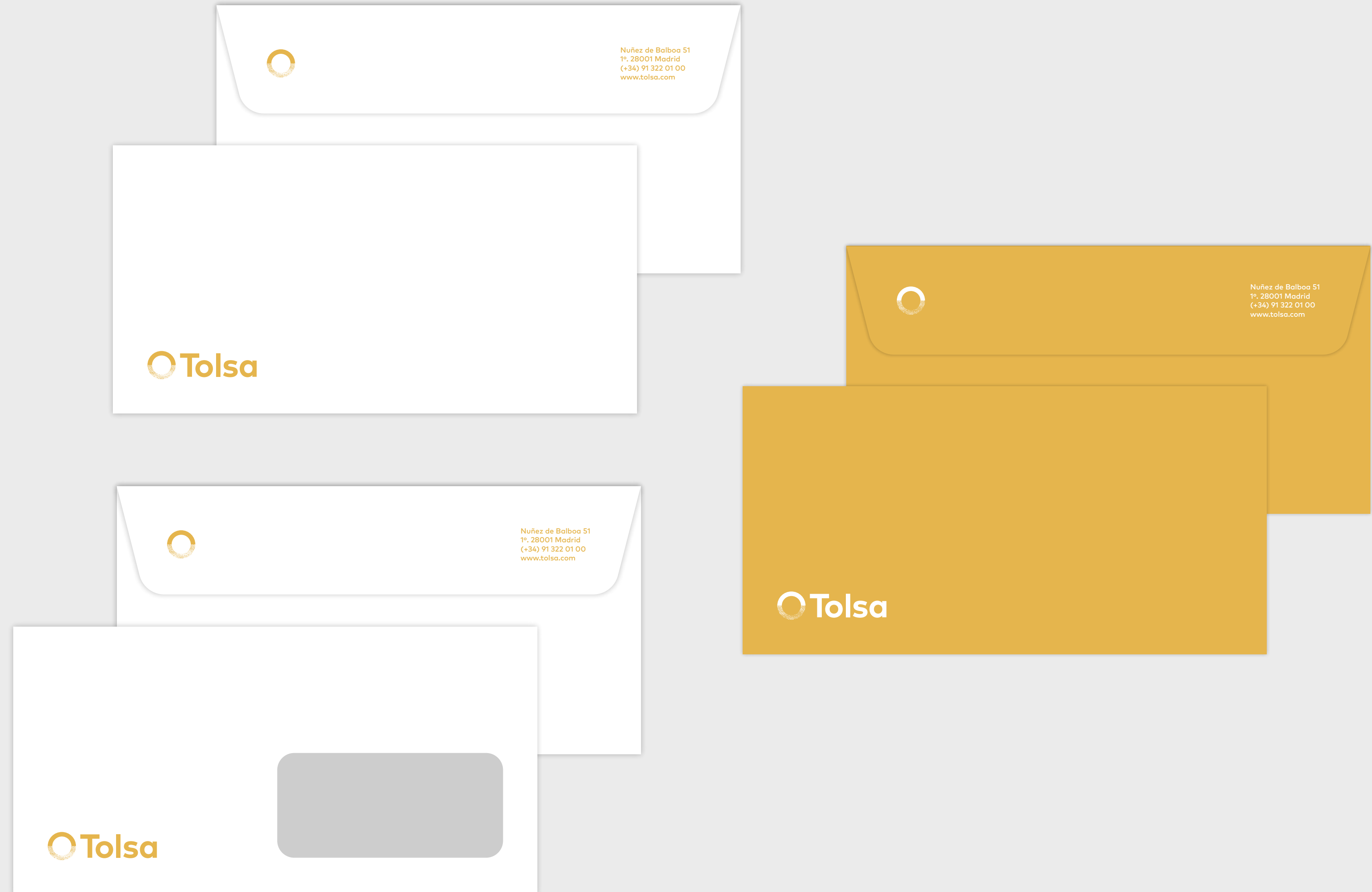




D2 Envelopes

NOTE

In order to create new productions and maintain order and consistency in all branding applications, we will use the masters created for each application.





D3 Letter paper

NOTE

In order to create new productions and and maintain order and consistency in all branding applications, we will use the masters created created for each application.



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Núñez de Balboa 51
1º, 28001 Madrid
(+34) 91 322 01 00
napellido@tolsa.com
www.tolsa.com



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D4 Folder

NOTE

In order to create new productions and maintain order and consistency in all branding applications, we will use the masters created for each application.

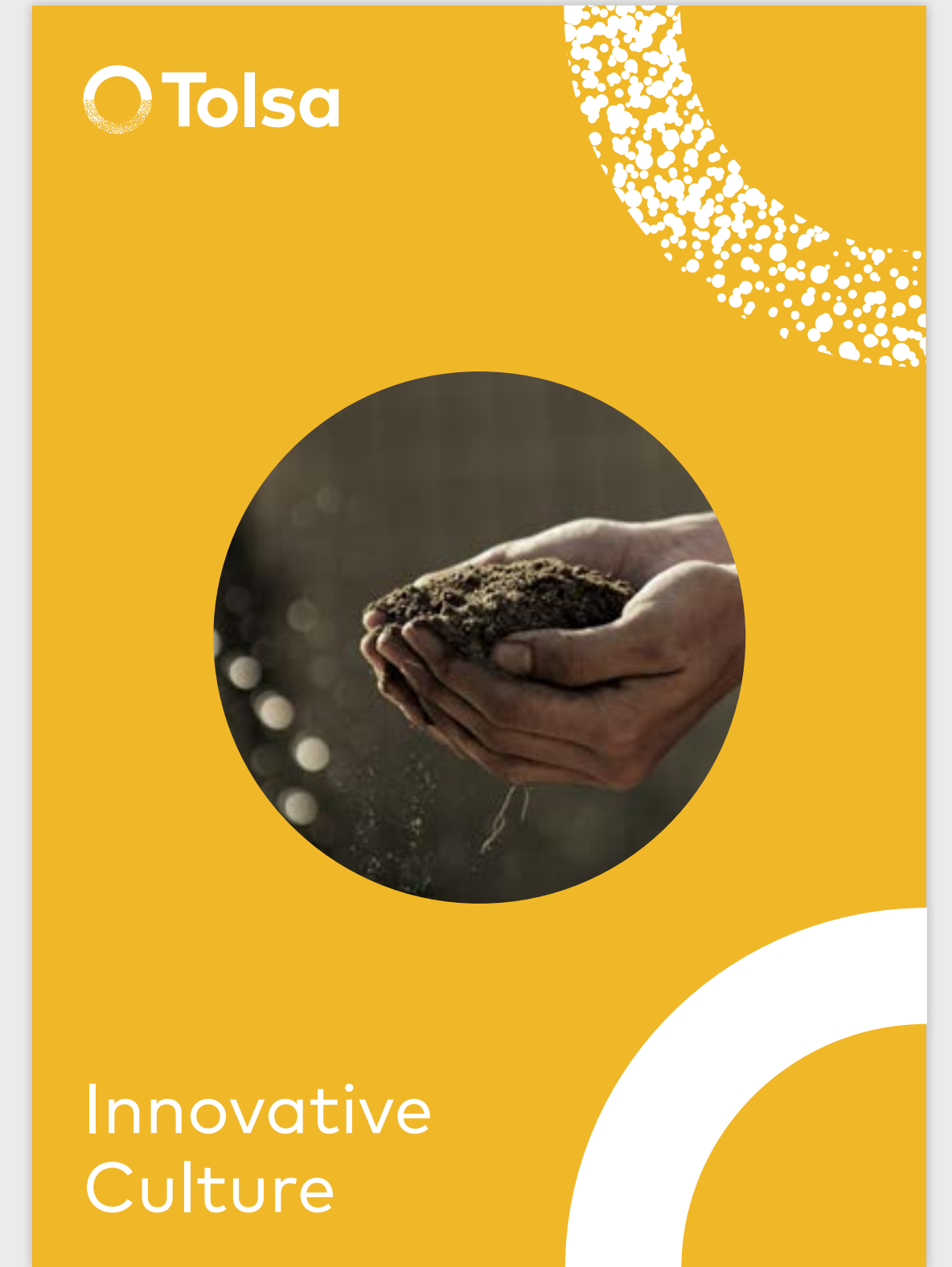
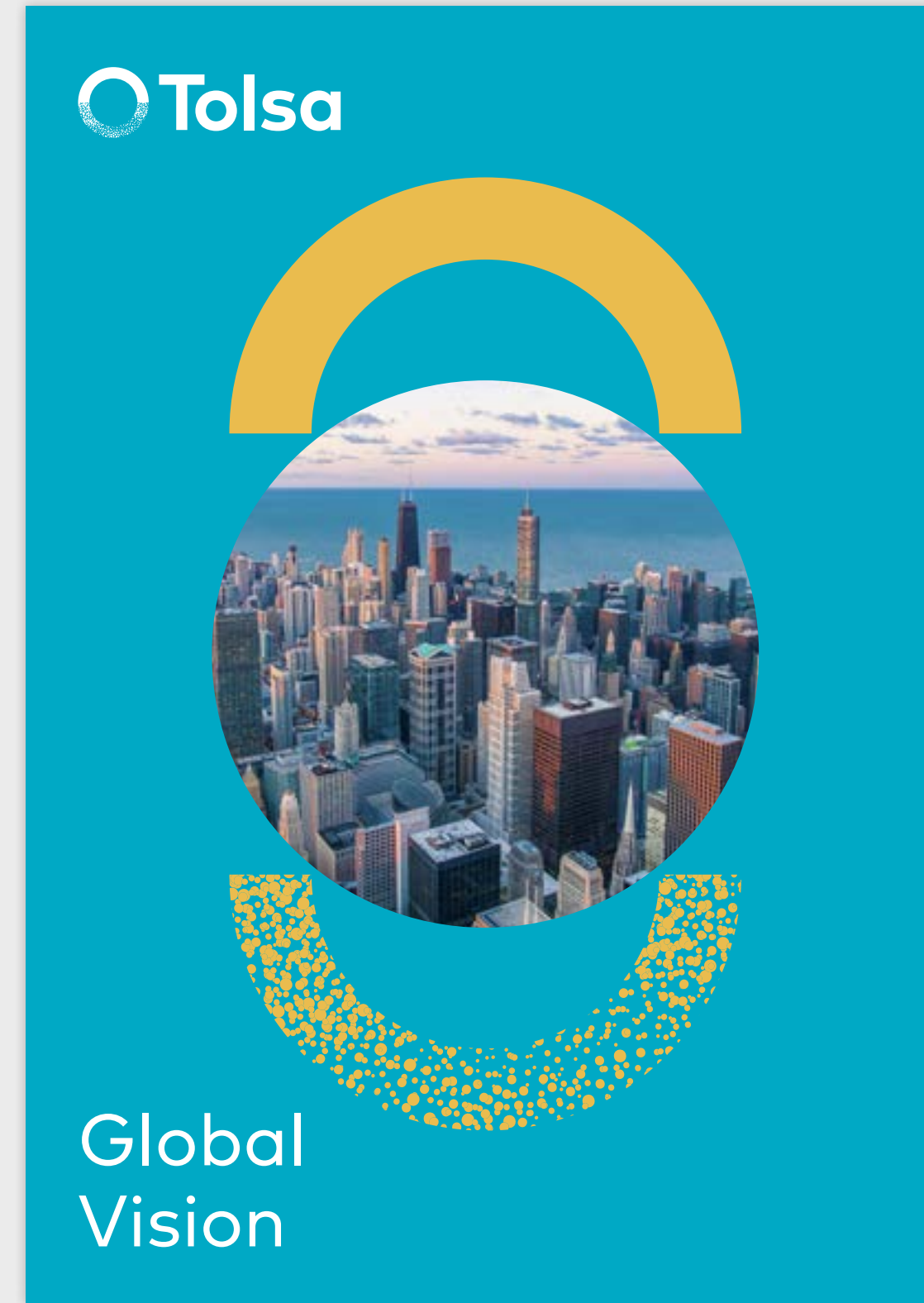




D5 Posters

NOTE

In order to create new productions and maintain order and consistency in all branding applications, we will use the masters created for each application.





D6 Lanyards

NOTE

In order to create new productions and maintain order and consistency in all branding applications, we will use the masters created for each application.

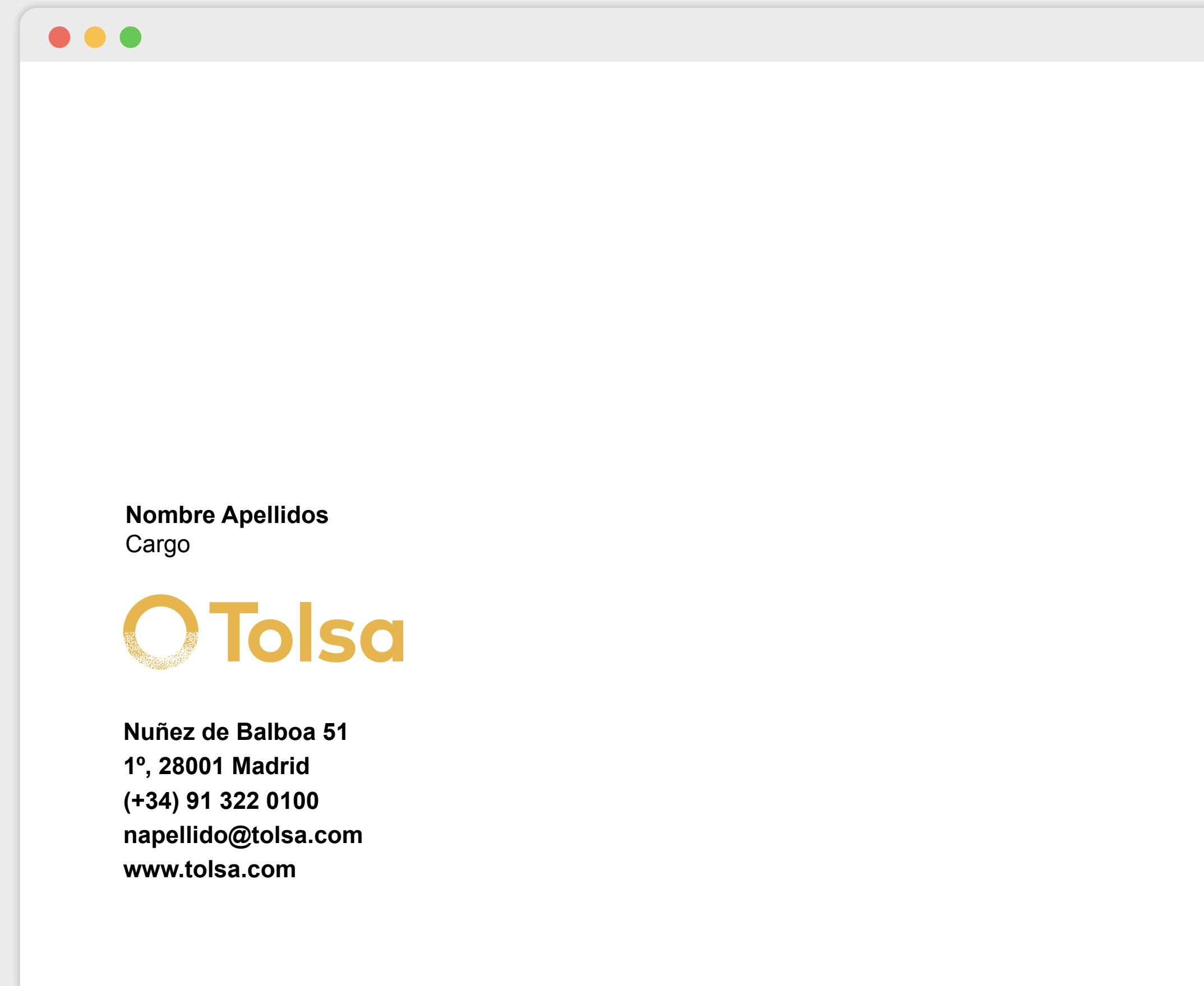




D7 Email signature

NOTE

In order to create new productions and maintain order and consistency in all branding applications, we will use the masters created for each application.

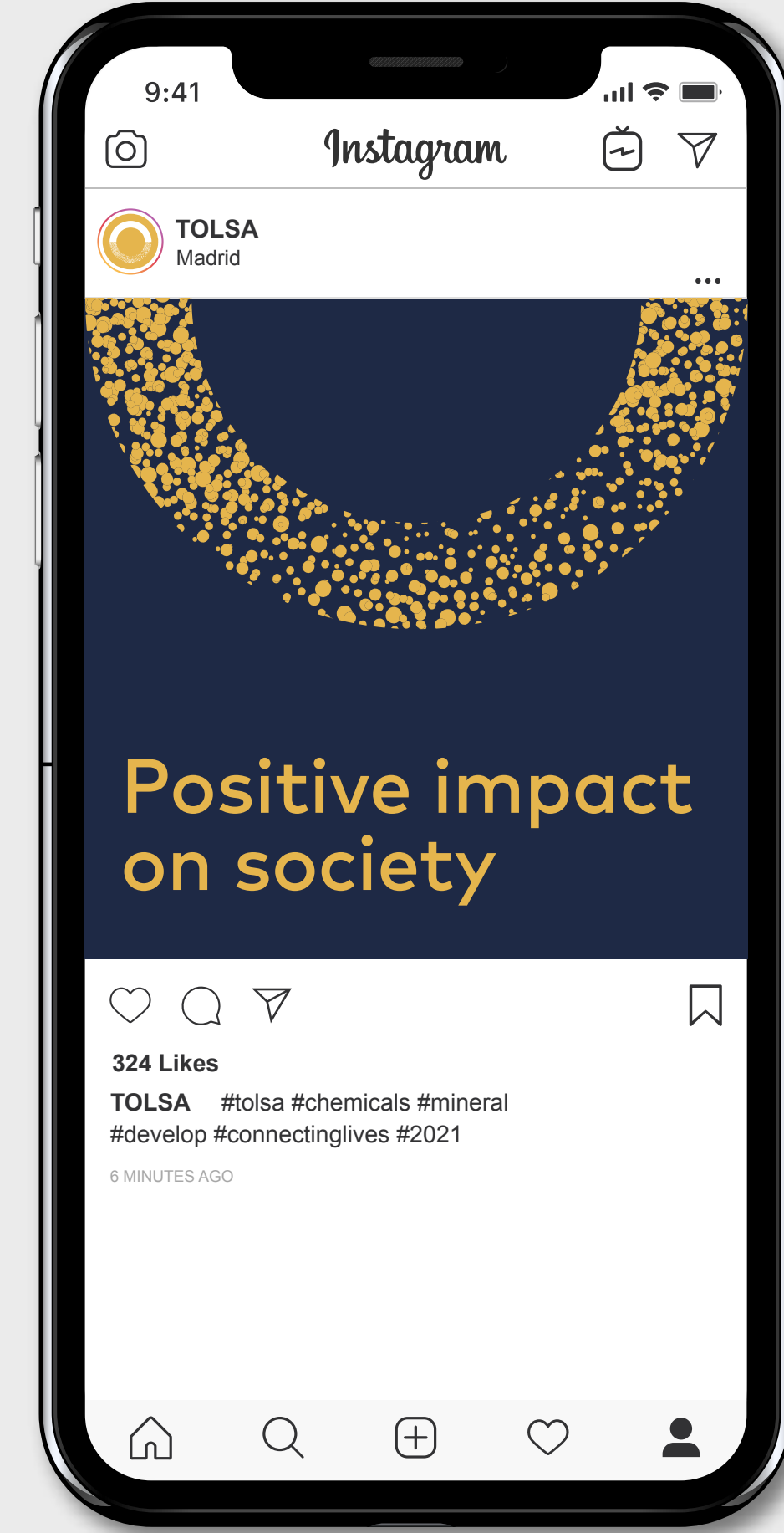
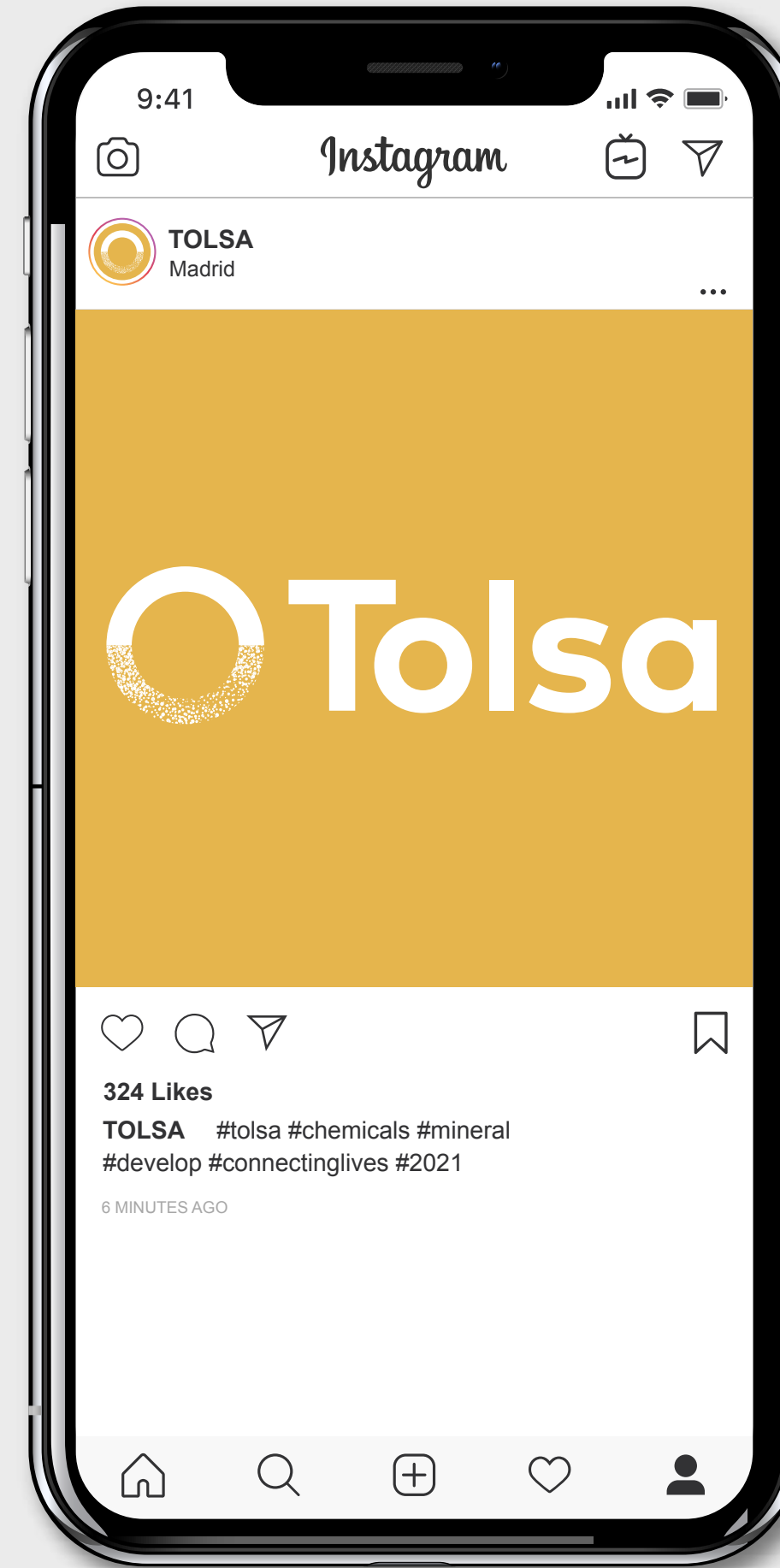




D8 Instagram

NOTE

In order to create new productions and and maintain order and consistency in all branding applications, we will use the masters created created for each application.

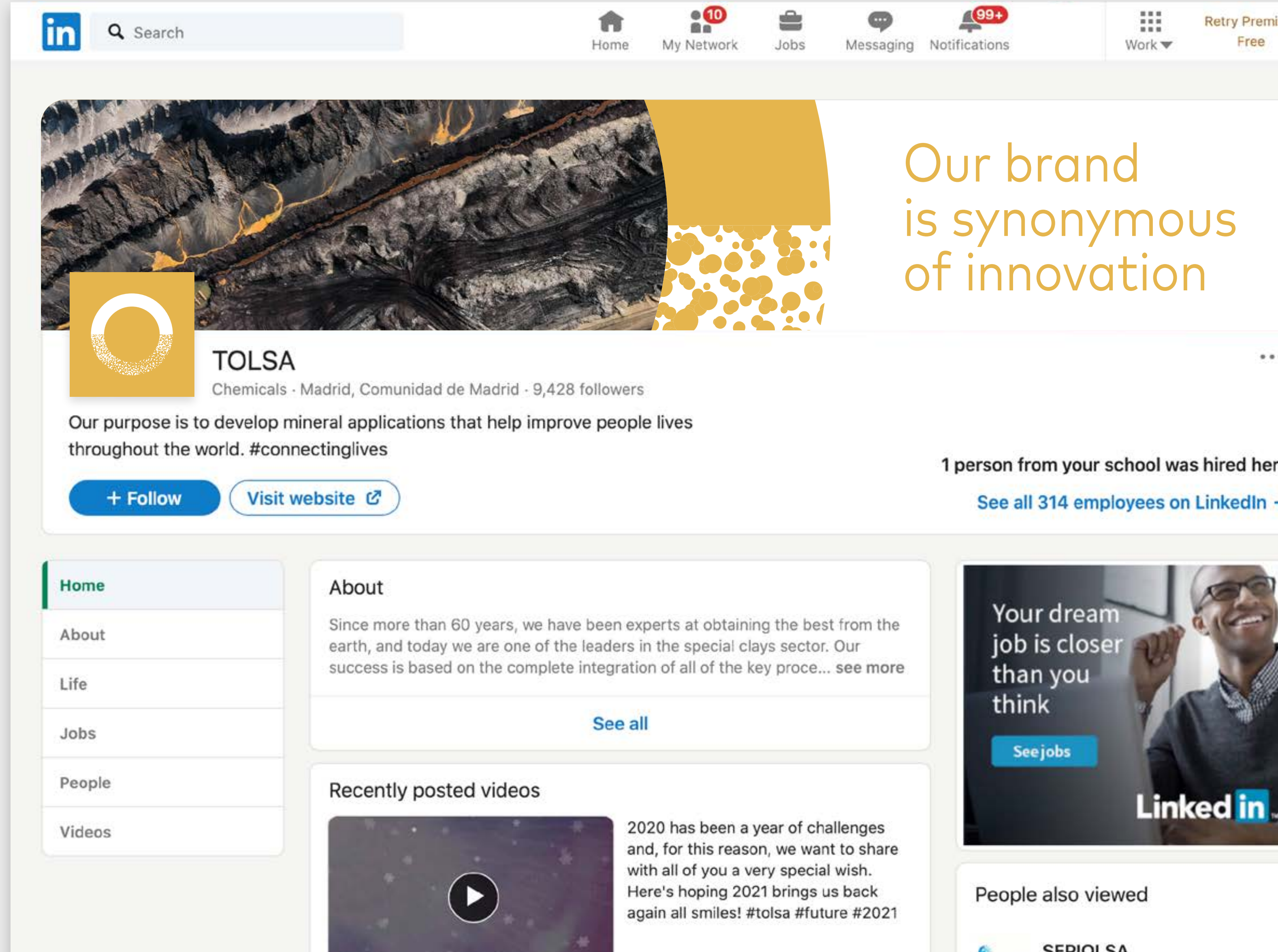
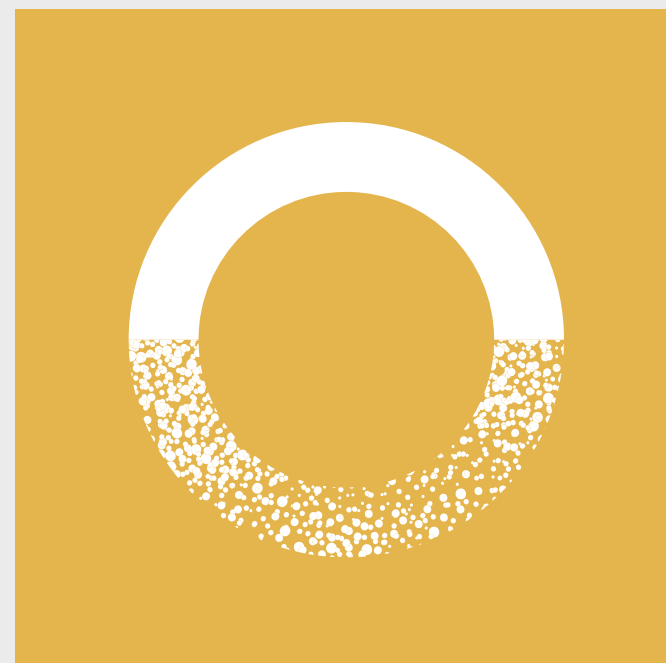




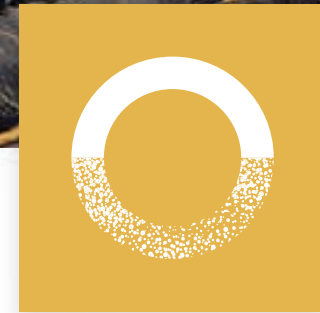
D9 Linkedin, homepage

NOTE

In order to create new productions and and maintain order and consistency in all branding applications, we will use the masters created created for each application.



Our brand
is synonymous
of innovation



TOLSA

Chemicals · Madrid, Comunidad de Madrid · 9,428 followers

Our purpose is to develop mineral applications that help improve people lives throughout the world. #connectinglives

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About

Since more than 60 years, we have been experts at obtaining the best from the earth, and today we are one of the leaders in the special clays sector. Our success is based on the complete integration of all of the key proce... see more

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Recently posted videos



2020 has been a year of challenges and, for this reason, we want to share with all of you a very special wish. Here's hoping 2021 brings us back again all smiles! #tolsa #future #2021

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job is closer
than you
think

See jobs

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SERIOISA



D10
Work clothes





D10
Work clothes





D11 Merchandising, T-shirt

NOTE

There is a wide variety of media and print formats, it is technically impossible to compile them all.

It depends on several factors such as country, printing presses and printing presses or the material. For to make it more efficient, it is always mandatory to do a test print on the substrate to be printed in order to guarantee consistency and solidity in the brand. We will always take the pantone value as a reference for comparison.





D11 Merchandising, Notebook

NOTE

There is a wide variety of media and print formats, it is technically formats, it is technically impossible to compile them all.

It depends on several factors such as country, printing presses and printing presses or the material. For to make it more efficient, it is always mandatory to do a test print on the substrate to be printed in order to guarantee consistency and solidity in the brand. We will always take the pantone value as a reference for comparison.





D11 Merchandising, Candy

NOTE

There is a wide variety of media and print formats, it is technically impossible to compile them all.

It depends on several factors such as country, printing presses and printing presses or the material. For to make it more efficient, it is always mandatory to do a test print on the substrate to be printed in order to guarantee consistency and solidity in the brand. We will always take the pantone value as a reference for comparison.





D11 Merchandising, Cup

NOTE

There is a wide variety of media and print formats, it is technically impossible to compile them all.

It depends on several factors such as country, printing presses and printing presses or the material. For to make it more efficient, it is always mandatory to do a test print on the substrate to be printed in order to guarantee consistency and solidity in the brand. We will always take the pantone value as a reference for comparison.





D11 Merchandising, Pens

NOTE

There is a wide variety of media and print formats, it is technically formats, it is technically impossible to compile them all.

It depends on several factors such as country, printing presses and printing presses or the material. For to make it more efficient, it is always mandatory to do a test print on the substrate to be printed in order to guarantee consistency and solidity in the brand. We will always take the pantone value as a reference for comparison.





D11 Merchandising, Caps

NOTE

There is a wide variety of media and print formats, it is technically impossible to compile them all.

It depends on several factors such as country, printing presses and printing presses or the material. For to make it more efficient, it is always mandatory to do a test print on the substrate to be printed in order to guarantee consistency and solidity in the brand. We will always take the pantone value as a reference for comparison.





D11 Flags

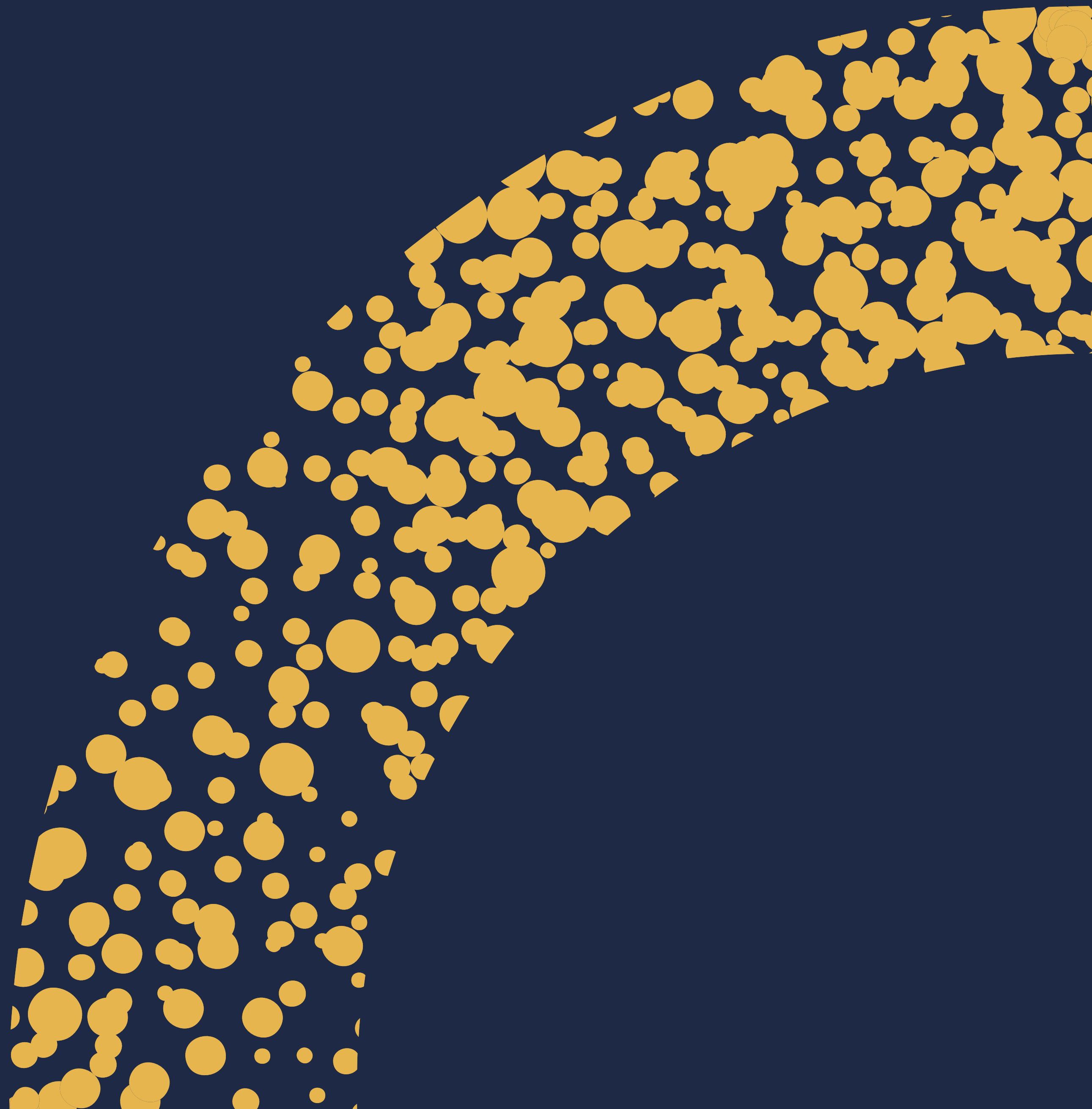
NOTE

We will have an institutional or corporate flag printed in solid colors. Made on 100% polyester shiny fabric and 3-thread mesh with double stitching and 115gr/m2 reinforcement. Contains white rings on the left side for attachment to the flagpole.

We will always apply the logo in white on color or yellow on white. Never in blue.



E Physical spaces





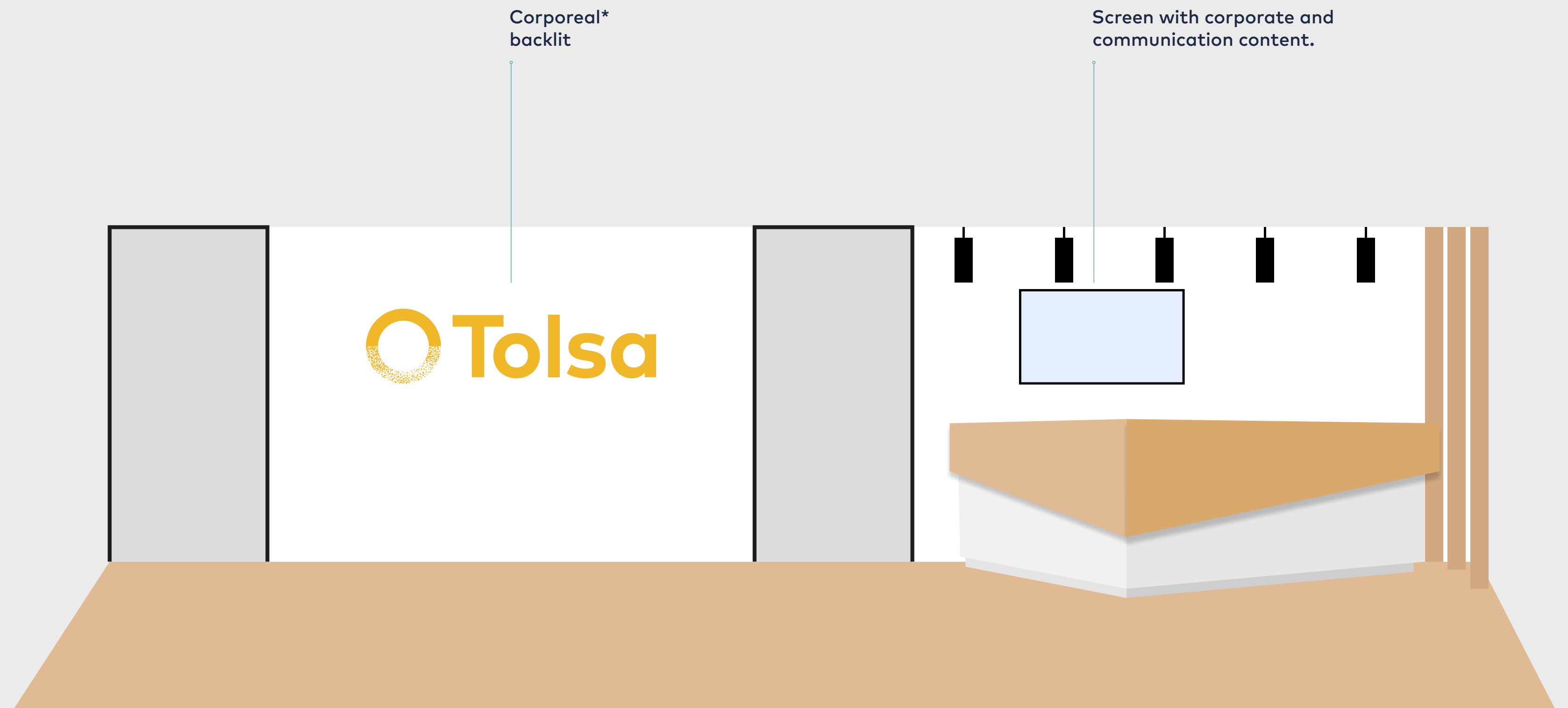
E1 Intervention areas

- . Hall
- . Steps
- . Mini meeting rooms
- . Office
- . Meeting rooms





E2 Hall





E3 Bleachers

Corporate yellow wall.
White symbol on cut vinyl.

Corporeal*
backlit





E4 Mini meeting rooms

Corporate yellow wall.
White symbol on cut vinyl.

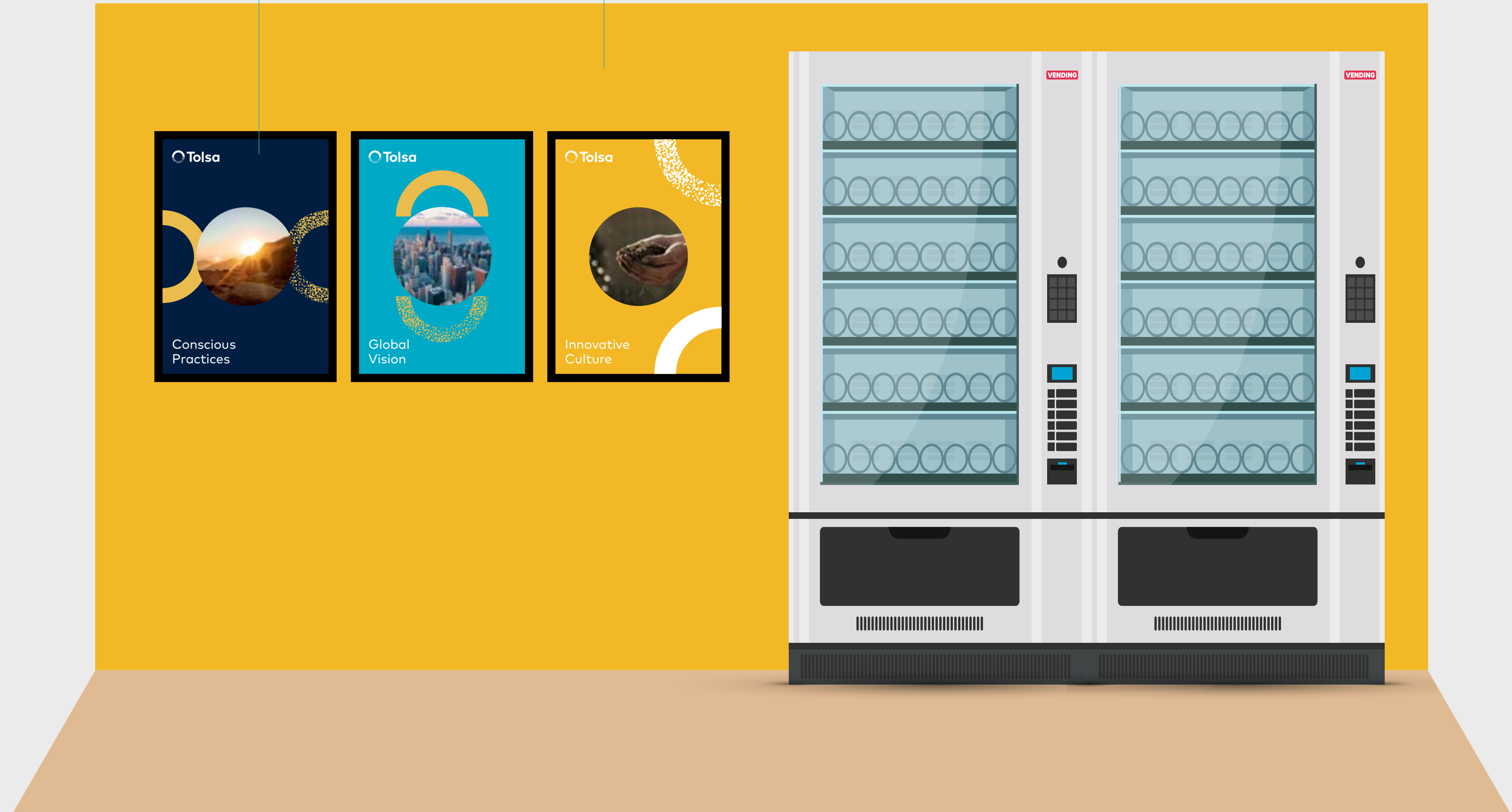




E5 Office

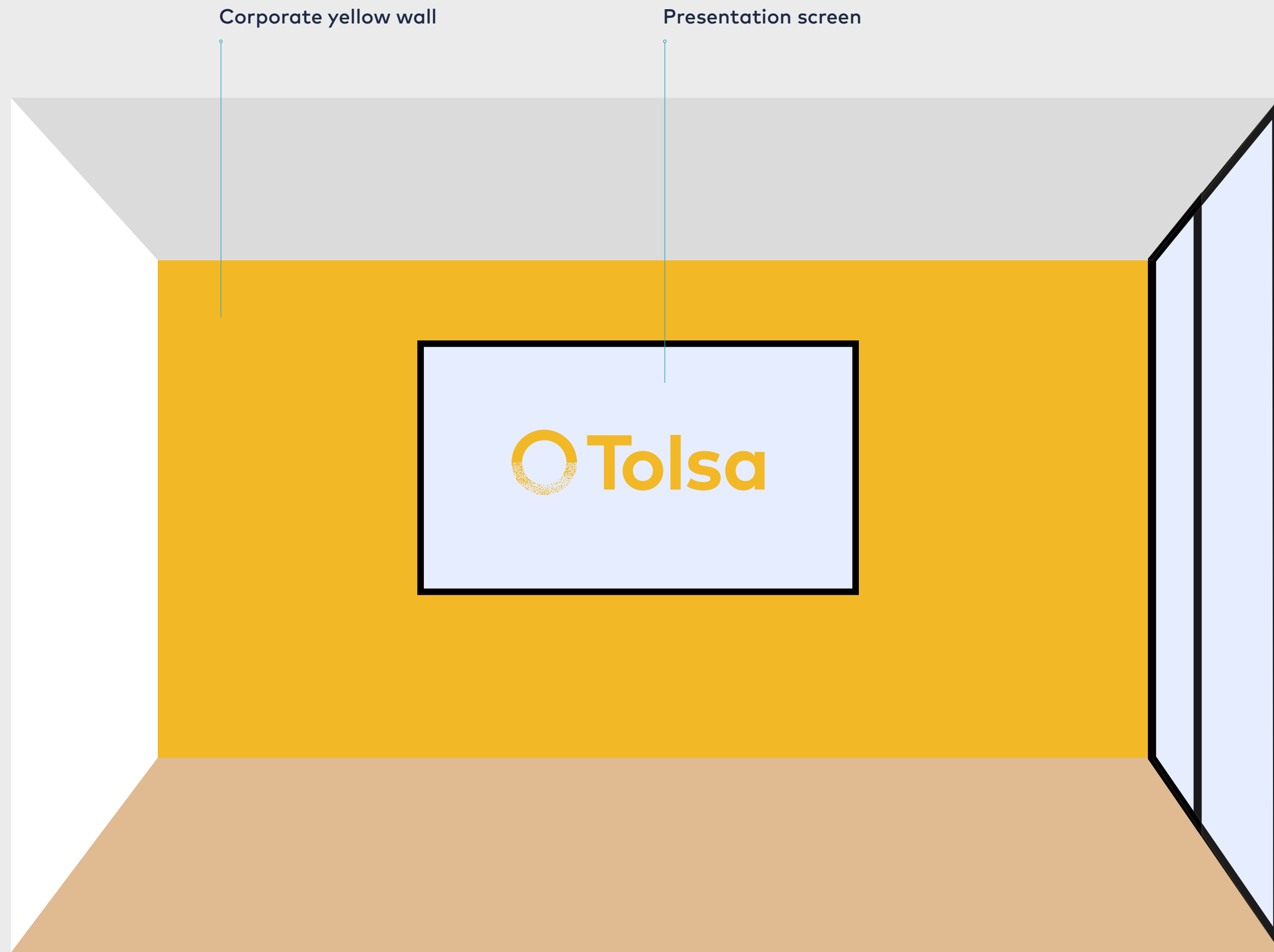
Corporate yellow wall

Corporate poster with
the 3 brand pillars





E6 Meeting rooms





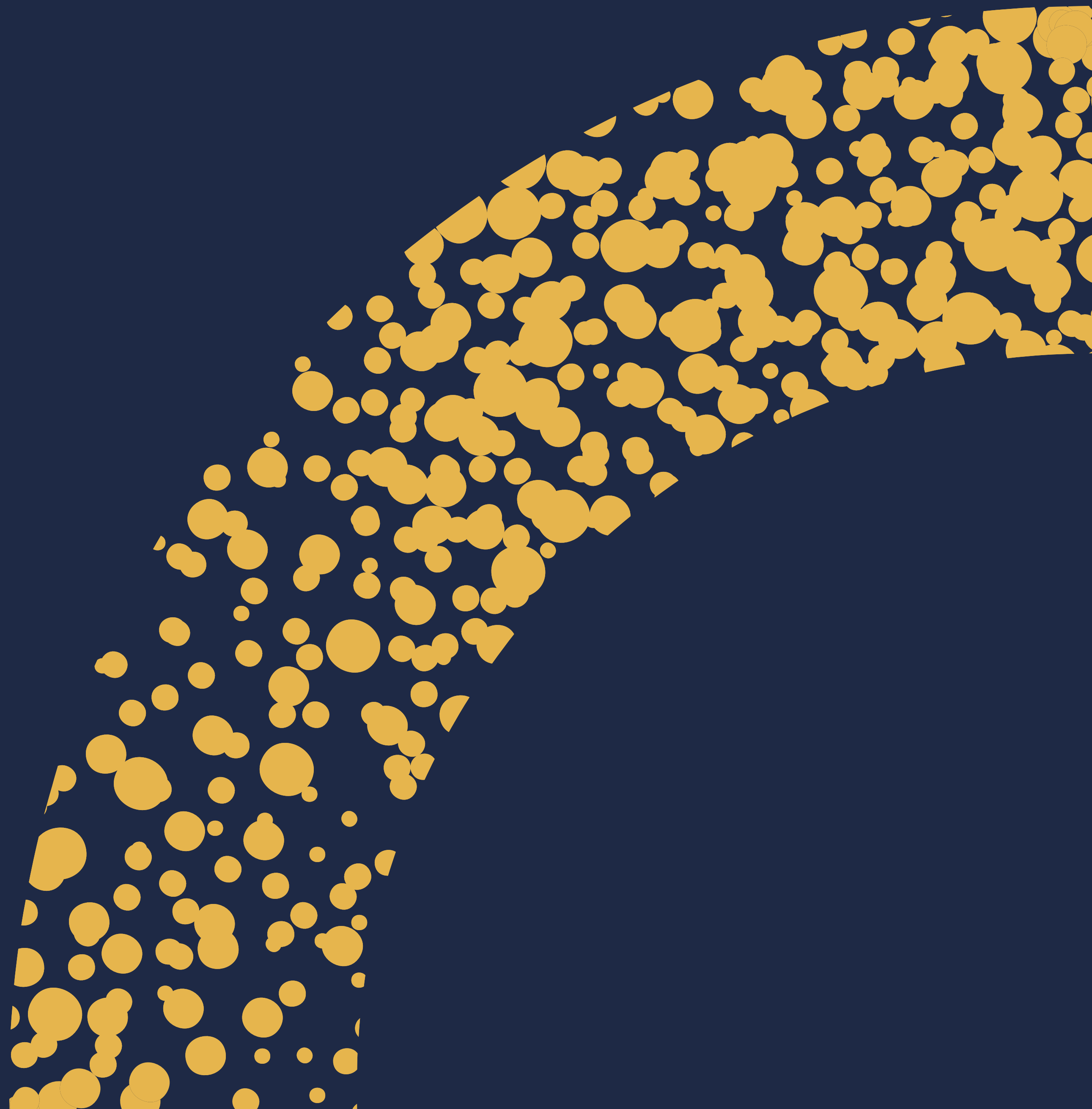
E6 Meeting rooms

Corporate yellow symbol on cut vinyl
Corporate blue message on cut vinyl



**Make a positive impact in society by making
the most of 21st century resources.**

F Packaging





F1 Proportions

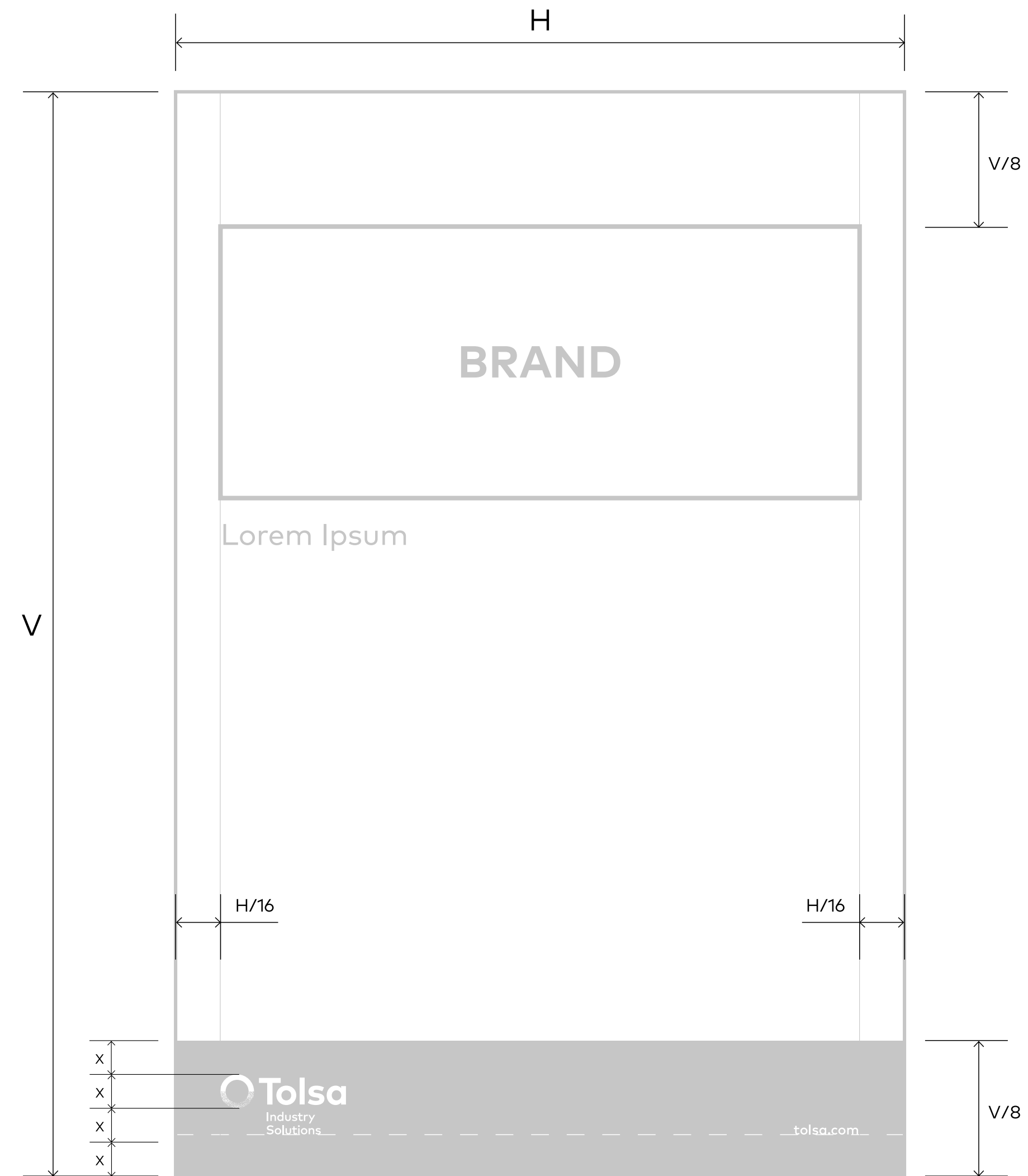
To make a master of proportions and structure declinable to all possible possible packs, some measures are defined in proportion to the height and width of the front of the pack. We create a colour base with the logo of the corresponding business unit.

The Stripe always in mustard (brand colour) and the logo in negative "Tolsa Industrial Solutions" (For example), with our brand name in negative on the left side, next to the website at the opposite end.

At the top of the front we place centred the brand name of the product inside the box defined in the scheme. In the texts we will use corporate typography.

NOTE

- . Endorsing Sanicat with Tolsa Petcare on the frontpack
- . Not endorsing Citykat & KittyFriend with Tolsa Petcare, only mentioning Tolsa as a manufacturer on the backpack





F2 Development and Colors

The base stripe of the front shall be transversal on all sides, appearing the Business Unit brand only on the main sides (front and back). It could be considered if the marking stripe at the bottom side could be in a different colour for each Business Unit.

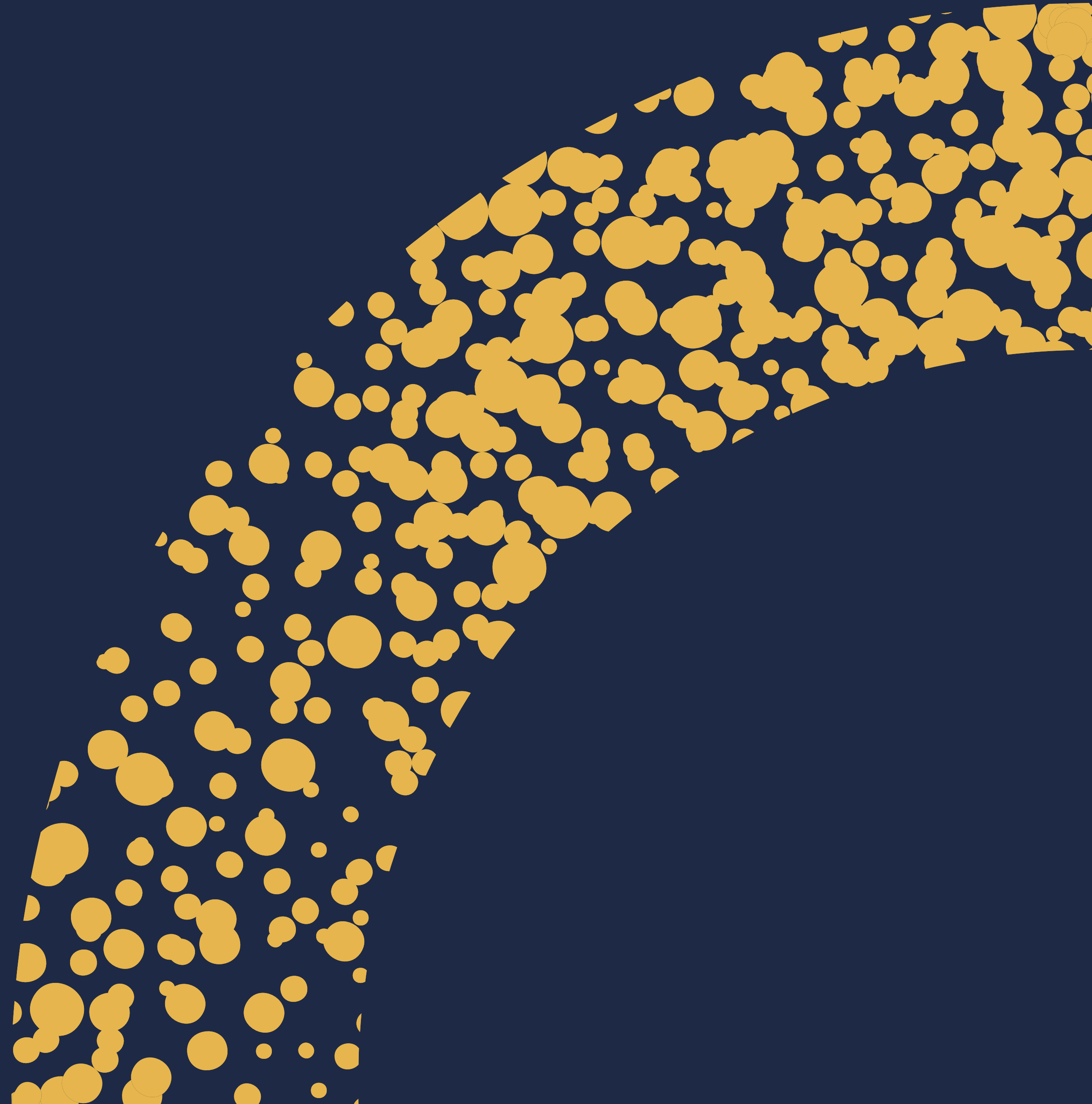
Where the mark appears within legal texts on the sides, the indications of legibility, proportion and safety area. The corporate colours shall be used.

NOTA

- . Endorsing Sanicat & Citycat with Tolsa Petcare on the lateral.
- . Not endorsing KittyFriend with Tolsa Petcare, only mentioning Tolsa as a manufacturer on the backpack



G Brand Architecture





G1 Levels

Corporate Brand

Role:

Solvency and credibility, talent attraction and retention, promotion of collaboration and innovation.

Audience:

Encourage people to go further and discover new things.

Touchpoints:

Encourage people to go further and discover new things.

Corporate Extensions

Role:

Identifies Tolsa's strategic activities, trasmites its values to its audience.

Audience:

Distributors, partners, clients.

Touchpoints:

Encourage people to go further and discover new things.

Commercial brands

Role:

Spreads brand values and creates preference

Audience:

Distributors, clients

Touchpoints:

Products, web and social media(in consumer brands), communication

Tactical brands

Role:

Ofer competitive solutions to distributors

Audience:

Distributors, end clients

Touchpoints:

Product



G1 Architecture

Corporate Brand



Corporate Extensions



Commercial brands

- . Adins Flame retardancy
- . Adins Protection
- . Adins Clean

- . Cimsil
- . Pangel
- . Pansil
- . Berkbent
- . Hybond

- . Absonet
- . Minclear
- . Neroben

- . Exal
- . SPLF
- . Atox
- . Axal
- . Comfort Lit
- . Mincrop

- . Palygel
- . Floricat

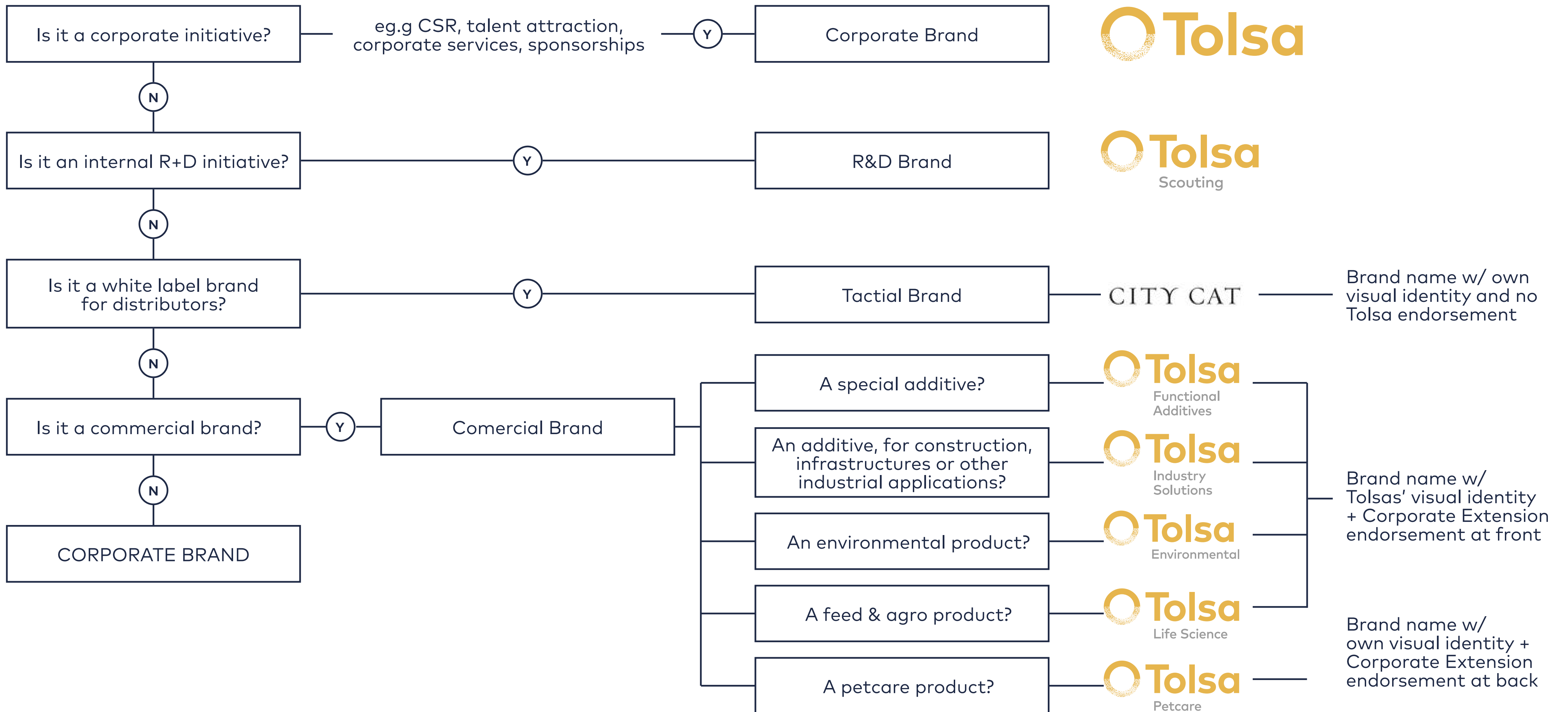
- . Sanicat
- . Sanilove
- . Sanibird
- . Kitty Friend

Tactical brands

- . Citycat



G3 Decision Tree





www.tolsa.com