



Brand Guidelines

EN — Version 1.0 — 2023



Conditions



PERMISSION TO USE THE GRAD BRAND SUBJECT TO CONDITIONS

In order to ensure consistency and unity in our communication tools used for the sale of our Grad® branded products, BURGER & CIE has published this graphic charter for its distributors and partners involved in the distribution of its products.

In order to define the visual identity of our Grad® brand, this graphic charter defines the conditions governing the use, representation and reproduction of our intellectual property rights linked to the Grad® distinctive sign necessary for the marketing of our decking and cladding products and in particular those relating to its colour, logos, graphic elements, icons, pictograms and any other graphic elements likely to be associated with our Grad® brand.

This entire charter constitutes an original intellectual creation in accordance with articles L.112-1 et seq. of the French Intellectual Property Code. Our “Grad®” sign consists of both a word mark “Grad®” (duly registered with the INPI and the EUIPO under number 45848820) and the figurative mark Grad® (in the process of being registered with the INPI and the EUIPO under registration number 4933241 using the pantone code “Bleu-gris P 176-16 C”) owned by BURGER ET CIE.

All reproductions, modifications, imitations, and creation of work from our Grad brand in partial or in full use without our written permission, own, sell, and importation of our products with an infringement of our brand for any reason and support is forbidden. Any reproduction in full or in part, any modification, imitation or use in full or in part of our trademarks, any creation of derived works based on our “Grad®” trademarks (mentioned below) **without our written permission**, or the ownership, sale or import of products involving any counterfeiting of one of our trademarks, for any reason and on any support whatsoever, **is prohibited.**

Such behaviors constitute an act of counterfeit.

Conditions



NON-COMPLIANCE WITH THE CONDITIONS OF USE OF THE BRAND

In order to strengthen the coherence and unity of our communication media, we grant you, with our written authorization, the right to reproduce, imitate and use our Grad® trademarks in full or in part externally to promote our products.

Such permission requires you to **respect our brand image, our corporate values and the conditions set out in this Grad® Graphic Charter** when reproducing, using and externally imitating our Grad® brand on your communication media.

We remind you that this agreement does not in any way constitute a transfer to you of our intellectual property rights. Compliance with these conditions ensures unity and consistency in the communication of our Grad® brand. Consequently, any breach of these conditions observed by our services will cause the immediate withdrawal of any permission we may have granted you. In this case, you will then be notified in writing by our services.

Upon receipt of such notification, you may no longer use, reproduce or imitate the Grad® trademark in whole or in part on any medium whatsoever, regardless of its purpose. You will be therefore prohibited from reproducing, imitating or using all or part of our Grad® trademarks since you no longer hold any rights to them.

Consequently, the continued reproduction, imitation and use of our Grad® trademark by your services without our permission is considered an act of counterfeit. Any act of counterfeiting exposes you to the commission of a criminal offence, i.e. an offence punishable by up to four years imprisonment and a fine of 400,000 euros (articles L.716-9 and L.716-10 of the French Intellectual Property Code).



Visual Identity*

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**All the elements used to define the visual identity of our Grad® brand constitutes the conditions of use of the brand and must be respected*

Logotype

Presentation

Our logo has been developed to be in perfect harmony with our brand. We've opted for a simple, geometric representation of the decking and cladding boards to symbolize our products. This choice underlines the importance we place at Grad on the perfect alignment of our boards, made possible by our invisible fastening system. In this way, we aim to give an impression of structure and attention to detail, similar to a front or top view once installed.

Our logo is protected by our figurative brand GRAD, this one is currently being registered to the INPI office and EUIPO under the deposit number 4933241 uses the Pantone code « Bleu-gris P 176-16 C », owned of BURGER ET CIE company

1.0 — Logo Presentation





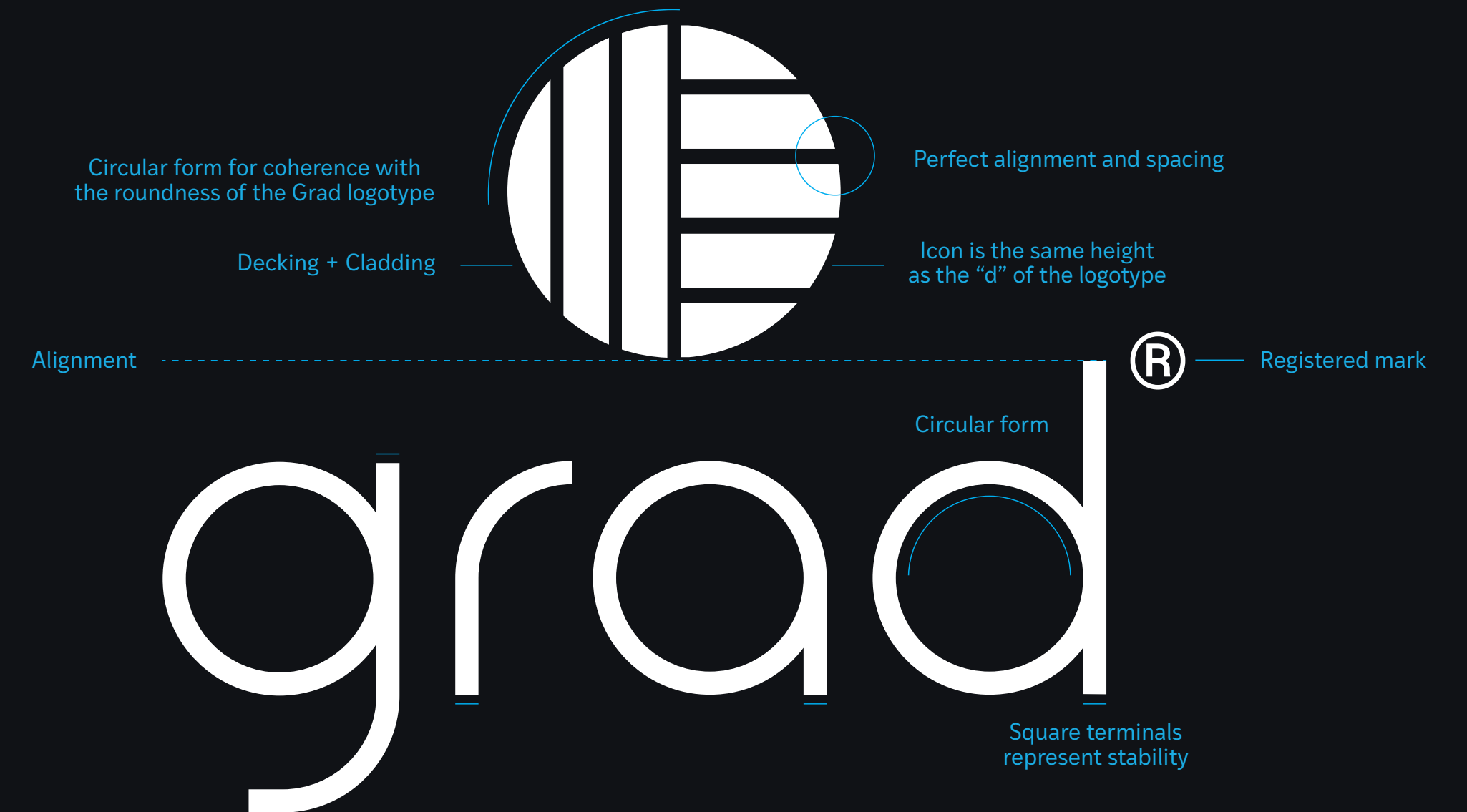
Logotype

Logo usage overview

We emphasize the possibility of realizing customized projects. Through our logo, we wish to evoke the technical expertise and rigor we invest daily in developing our products, as well as the simplicity of use thanks to its clean, airy format.

Our logo conveys a high-end brand image. The colors evoke elegance, sobriety, purity, luxury and design, going straight to the essentials. Our logo is meant to be inspiring and accessible to all. The round shape of the icon was chosen to represent the very heart of our concept: the longevity of our system. This infinite shape reflects the durability of our product, designed to stand the test of time.

1.1 — Logo Details



Logotype

Logo usage overview

We have five types of logos to implement across different forms of communication. The following section explains when, how and where our logo should appear.

1 Vertical logo

Internal and external use.
Main logo for most needs.

2 Horizontal logo

Internal and external use.
Used in cases where the vertical logo isn't adapted for the support.

3 Logotype

Internal and external use.
Used in supports already containing the icon

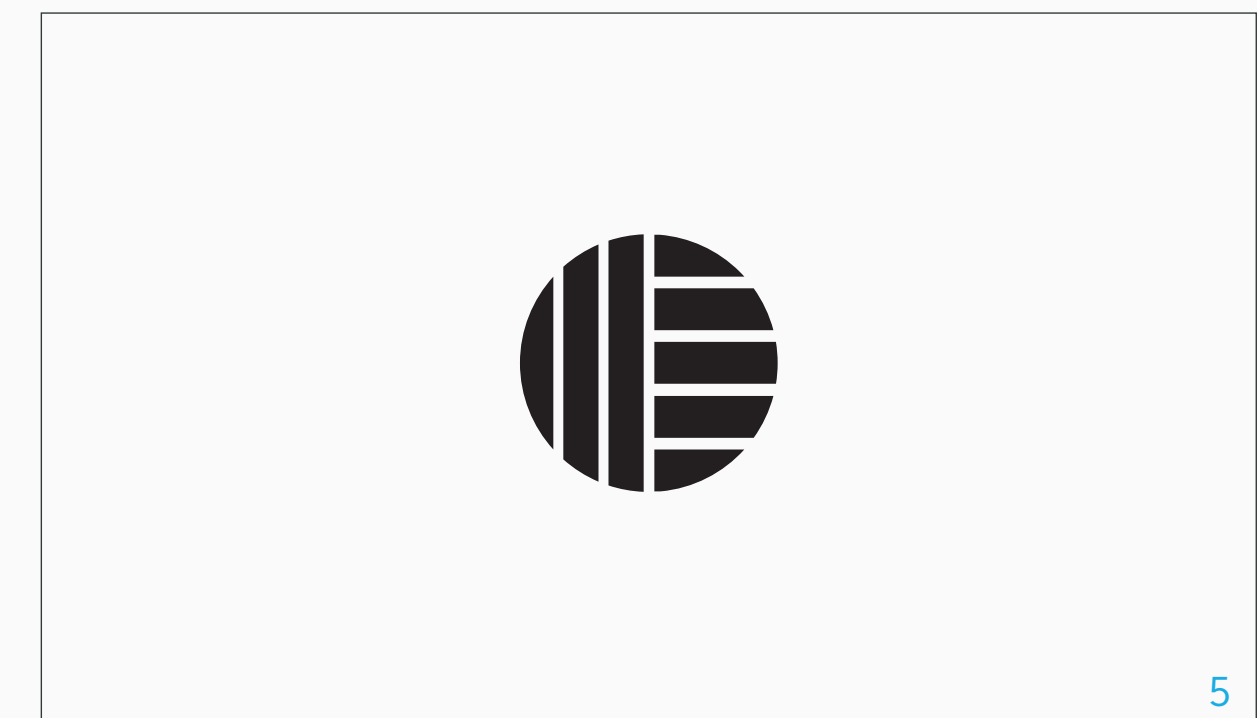
4 Logotype + Group

External use.
Used for promoting the brand to distributors and partners.

5 Icon

Internal and external use.
Used for a minimalist aesthetic.

1.2 — Overview



Logotype

Primary logo usage

The vertical Grad® logo represents the main logo to be used as often as possible.

Because this logo takes up more space, it looks best in a minimalistic design without other elements crowding it.

1.3 — Primary Logo



Use the vertical logo black version on lighter backgrounds



Use the vertical logo white version on darker color backgrounds or imagery

Secondary logo usage

The secondary logo should be used if our primary logo is inappropriate for specific applications due to size, format or design restriction.

1.4 – Secondary Logo



Use the horizontal logo black version on lighter backgrounds



Use the horizontal logo white version on darker color backgrounds or imagery

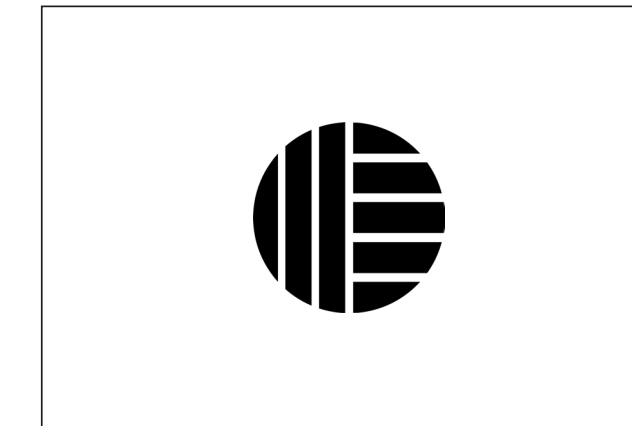
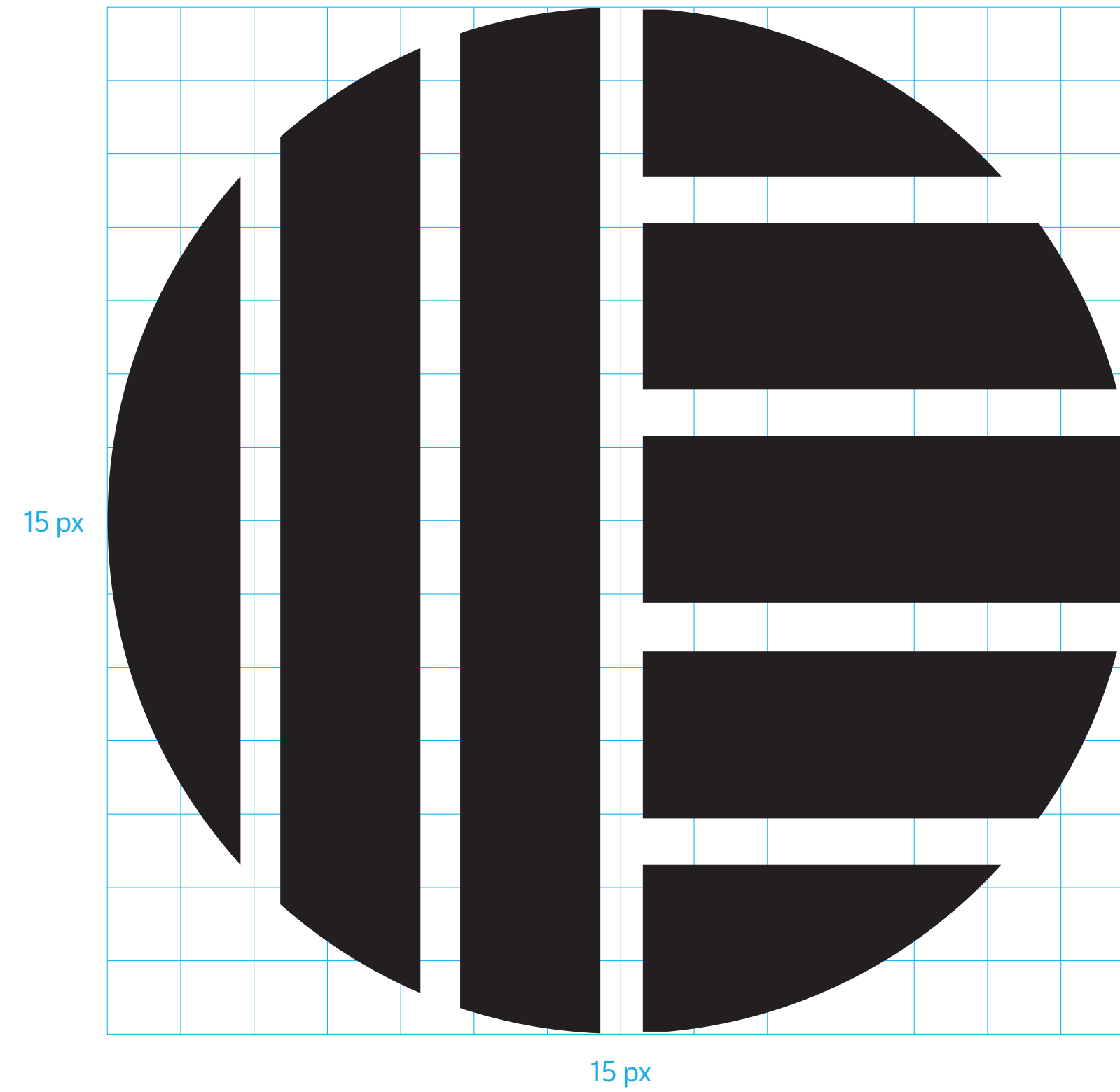
Logotype

Icon logo usage

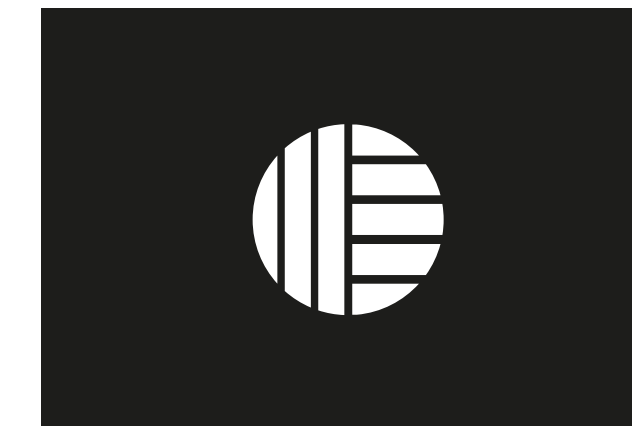
For very small applications where the logotype is illegible, the icon can be used as an icon, favicon, social media profile pic and more...

A 15x15 grid was used to create our icon.

1.5 – Icon



Use the black version of the icon on lighter backgrounds



Use the white version of the icon on darker backgrounds or imagery



Logotype

Application rules

When placing the logo on a photograph, ensure legibility is maintained. Do not modify any colours within the logo to create contrast.

The logo may be applied on light backgrounds in photographs as long as legibility is not impacted.

As a general rule, the logo is white when placed on an image. In the case of some lighter backgrounds, the black logo also works.

Warning : the logo cannot be used on a background with too much contrast. It would lose all legibility.

1.6 — Logo use on photography



⊗ Too much contrast in the background

⊗ Low contrast between elements



Application

Logotype

Clear Space

To ensure the logo maintains a high level of visibility it is important that it is surrounded by a minimum amount of clear space. No other graphic elements should encroach within this area. This is to ensure that the logo retains a strong presence wherever it appears.

The logo always has a clear space around it which is at least equivalent to one «a» from the «a» in the logo.

Minimum Size

Because the logo will be displayed in many places, it is essential that it remains legible and good quality at all times. Due to the wide array of sizes used in supports, we have not defined a recommend «minimum size».

However, to ensure that the minimum size of the logo is adequate, it must always be visible, legible, and accompanied by its protection zone. The protection zone allows you to maintain, regardless of the format or medium selected, safety margins around the logo to ensure its legibility.

1.7 — Protection zone & minimum size



Horizontal Logo



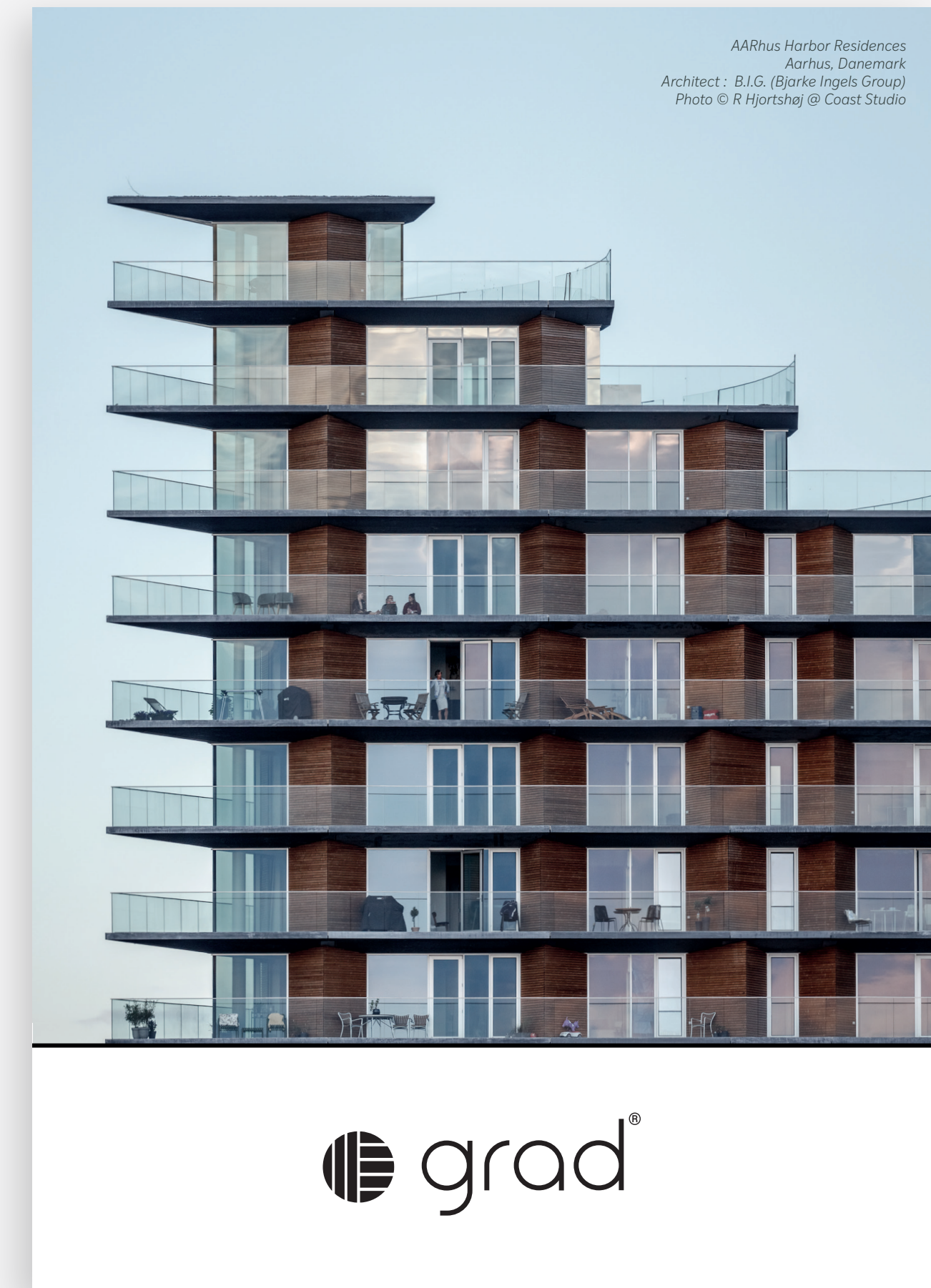
Vertical Logo



Logo and icon details remain legible



Logo and icon details remain legible



Application

Logotype

Co-branding

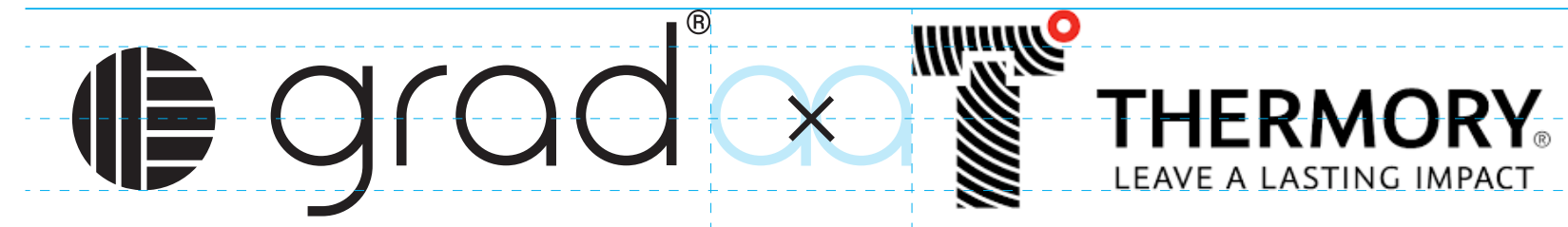
These diagrams show how to create co-branded documents with our partners. The space between logos is equal to the width of our «a».

Keep in mind : If the partner logo is horizontal, use our Grad® logo horizontally. On the contrary, if the partner logo is vertical, use our Grad® logo vertically.

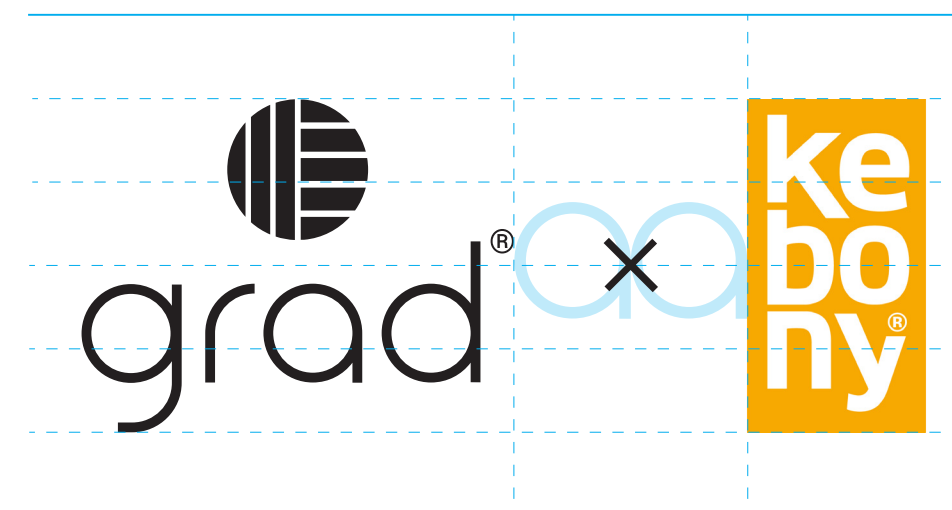
Multiple Logos

If there are multiple partnership logos, it's usually best adapted to use our Grad logotype in a horizontal format.

1.8 — Partnerships



Horizontal



Vertical



Multiple Logos



Application

Logotype






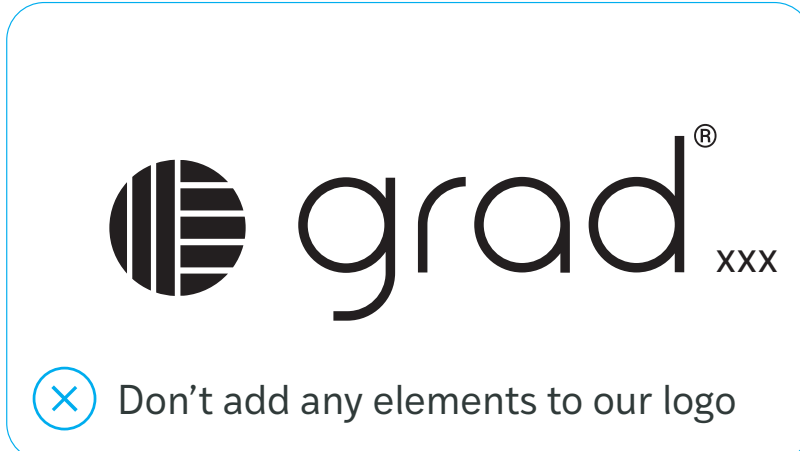

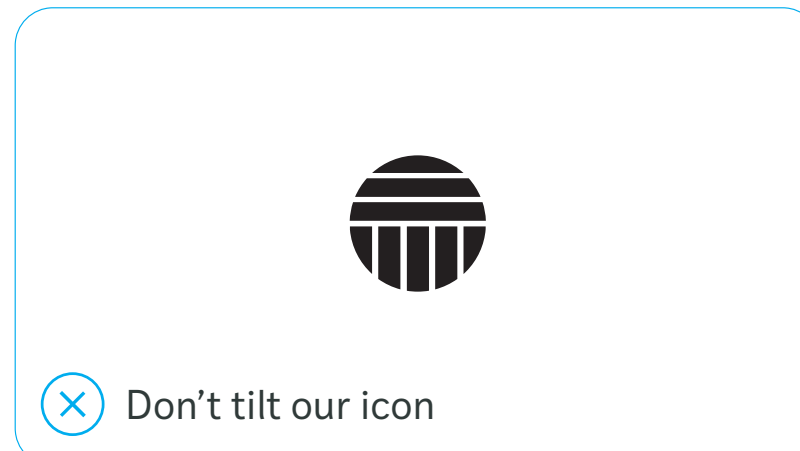
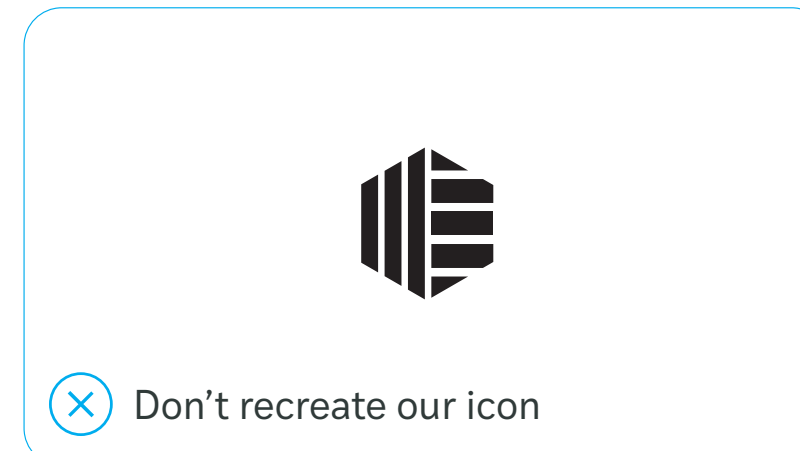
Logo practices

For the sake of consistency, the Grad® logo is subject to rules that must be applied to all on all communication supports.

There is no possibility of «artistic creation» linked to the the image itself : the addition of colors, the use of gradients, the partial use of an element, the modification of the positions or the typography and distortions are prohibited.

1.9 – Incorrect usage



 <p>⊗ Do not remove elements of the logo</p>	 <p>⊗ Don't use unapproved colors</p>	 <p>⊗ Don't distort our logo</p>
 <p>⊗ Don't apply effects</p>	 <p>⊗ Don't tilt our logo</p>	 <p>⊗ Don't add any elements to our logo</p>
 <p>⊗ Don't change the location of icon</p>	 <p>⊗ Don't tilt our icon</p>	 <p>⊗ Don't recreate our icon</p>

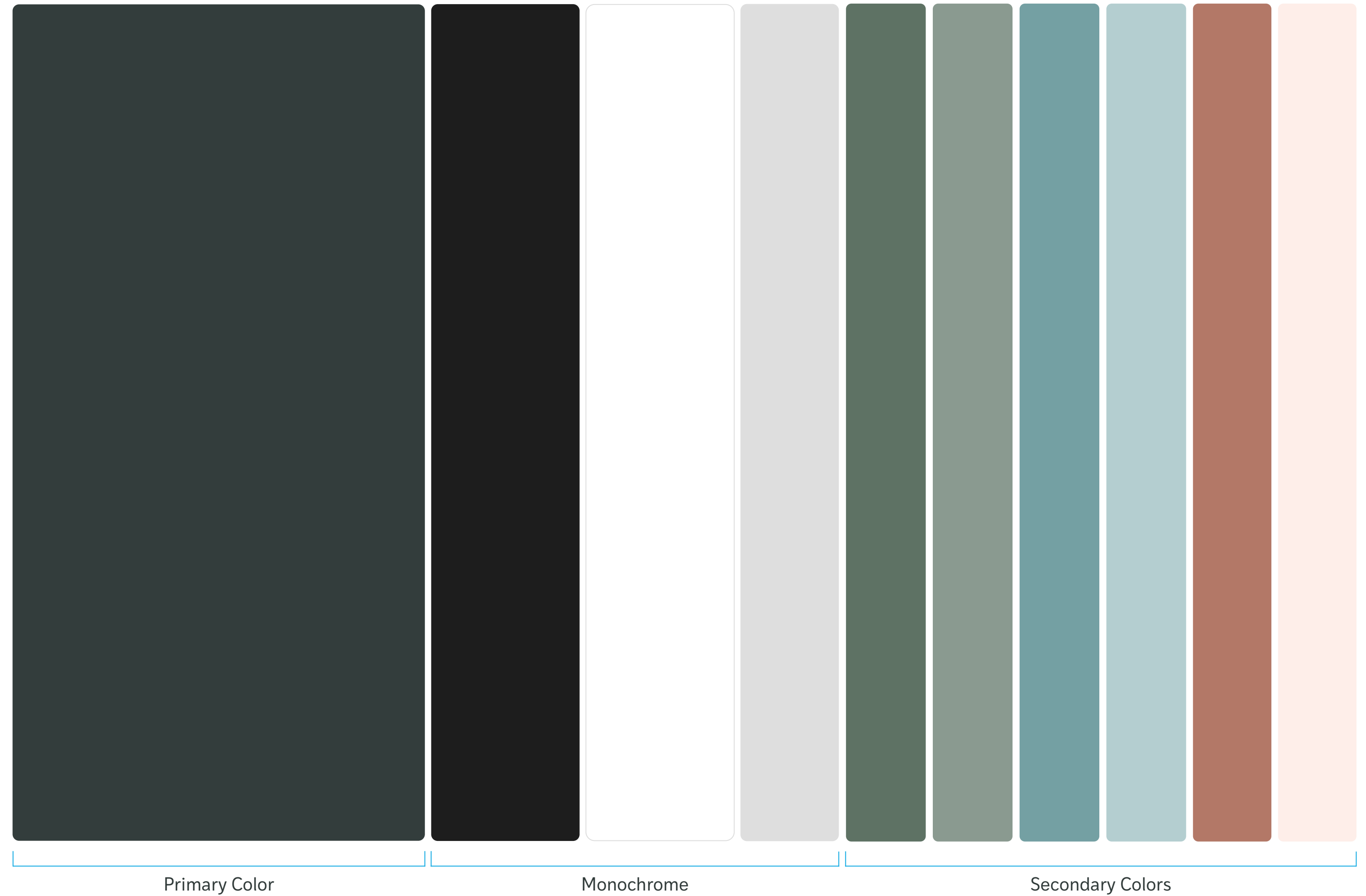
Intentions

For us at Grad, the purpose of our products is to build living spaces that are in total harmony with nature, that blend into the environment.

We see a Grad deck as a place is a place of relaxation and serenity, synonymous with conviviality, where you can take direct advantage of nature and the surrounding environment. Likewise, cladding brings a touch of nature directly into the home, both indoors and out.

We were also keen to emphasize the elegant, sophisticated and aesthetic appeal of our products. It was therefore important for us to choose a color palette that matches this vision, our aim being to get as close as possible to the colors found in our natural environment.

1.10 — Brand Color Palette





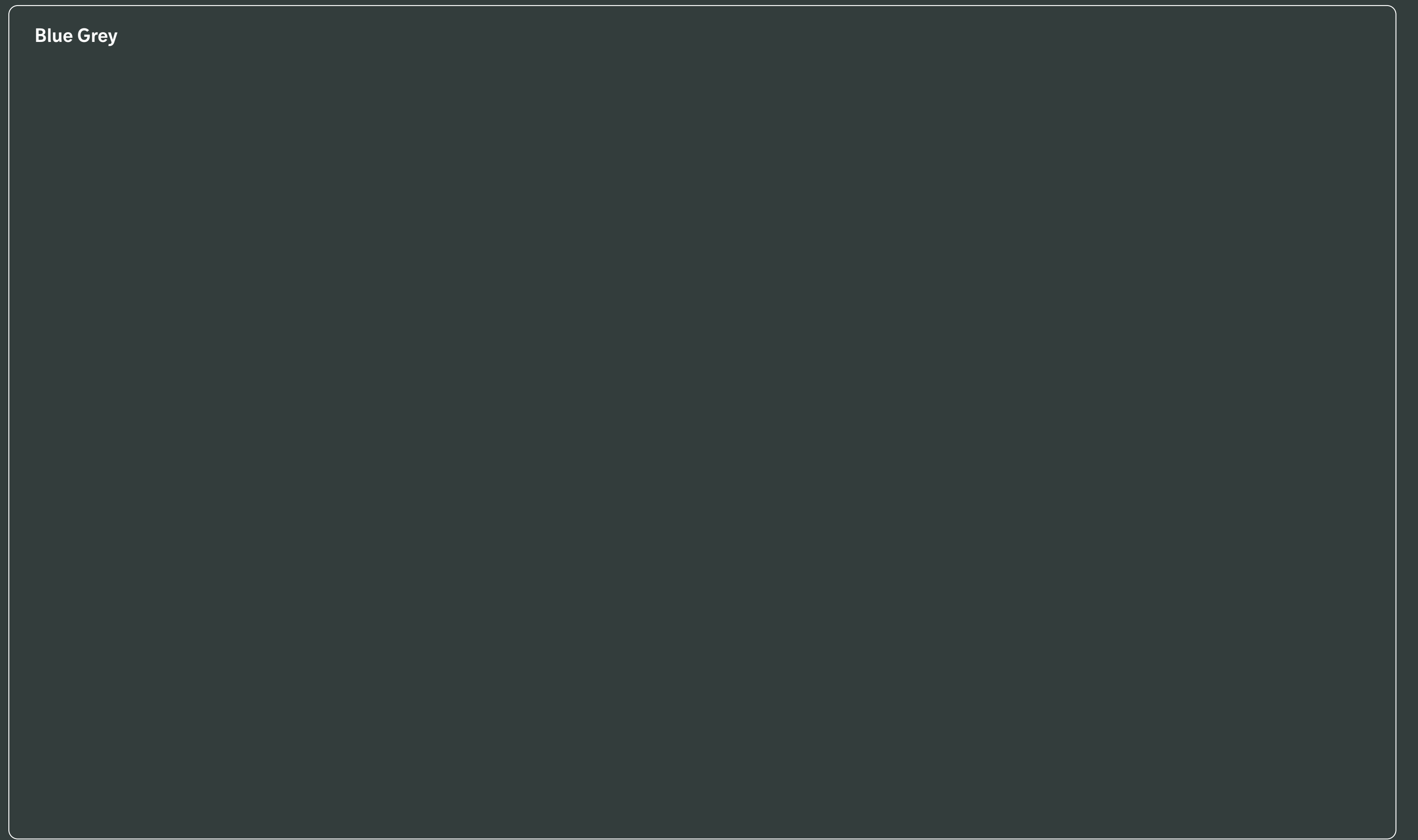
Principal

The primary color used for the Grad® brand is a dark blue grey. It represents elegance and sophistication, and brings tranquility.

Uses

This blue grey is Grad®’s signature color, and is mainly used as a coloured background at the beginning of a document or on the front cover.

It can also be used occasionally for graphic elements.



HEX	#333d3c
CMYK	74 59 62 51
RGB	51 61 60
Pantone	P 176-16 C



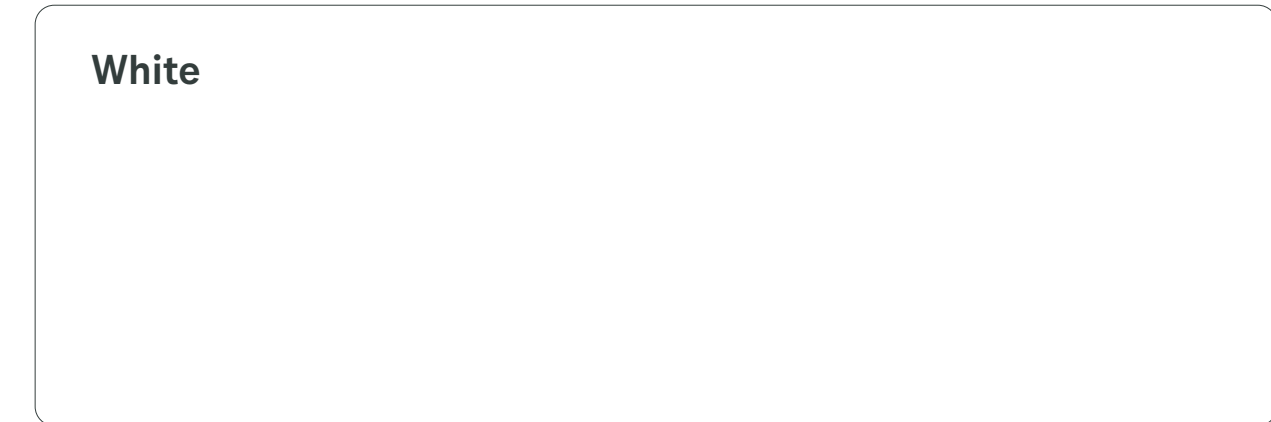
Monochrome

The brand’s secondary colors are black, white and gray. These colors are used to provide accessibility, simplicity, and consistency throughout all brand communications.

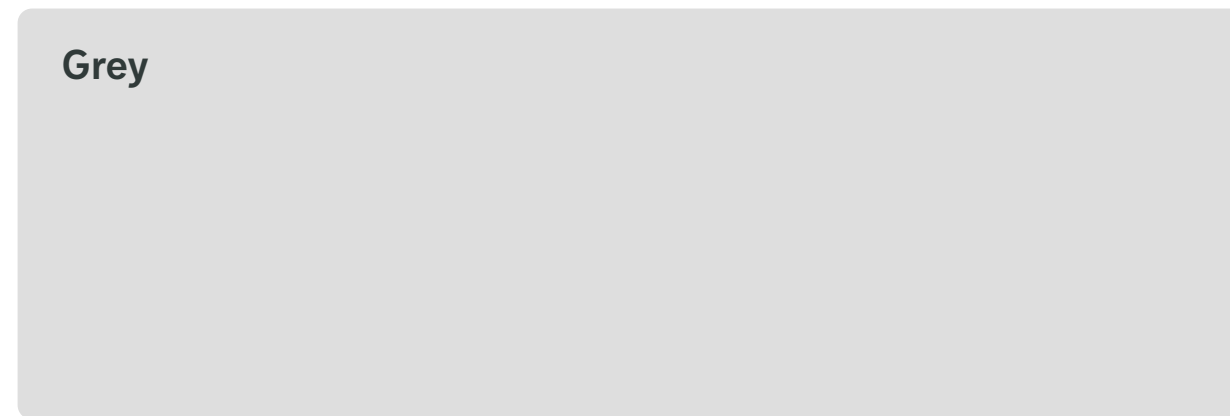
1.12 — Secondary Colors



HEX #1d1d1d
CMYK 75 66 60 81
RGB 29 29 29
Pantone P 179-16 U



HEX #ffffff
CMYK 0 0 0 0
RGB 255 255 255
Pantone P 1-1 U



HEX #dedede
CMYK 16 11 12 0
RGB 222 222 222
Pantone P 179-3 U

Colors

Our secondary colors are inspired by the values mentioned above and accentuate the image we wish to convey through our communication.

Greens represent nature and bring serenity. Blue recalls the sky and water, and brings confidence. Light beige brings softness, balance and simplicity. Finally, red represents warmth, the strength of wood and the stability of earth.

Uses

These accent colors are mainly used for the B2C market. They must be used sparingly in graphic elements to retain their meaning and power.

These colors are never used in large blocks or backgrounds like Grad® blue-gray. They are reserved for small details.

This range of colors is designed to accompany the logo and cannot be applied directly to it.

1.12 — Secondary Colors



Dark Green
HEX #5f7365
CMYK 64 41 59 18
RGB 95 115 101
Pantone P 5615 C



Light Green
HEX #8b9c90
CMYK 49 30 43 02
RGB 139 156 144
Pantone P 5635 C



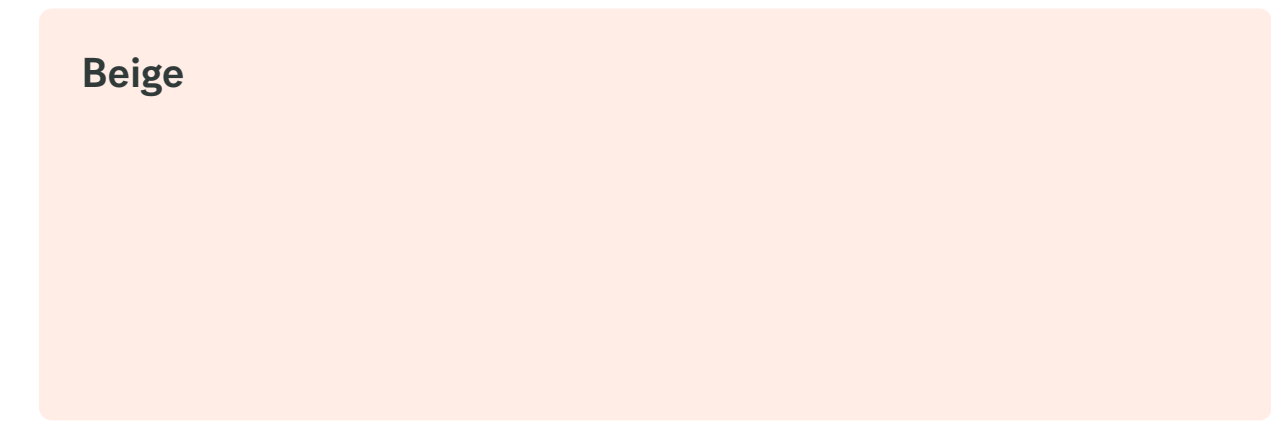
Dark Blue
HEX #7ea4a7
CMYK 55 23 32 04
RGB 126 164 167
Pantone P 126-12 U



Light Blue
HEX #b4cfd1
CMYK 29 09 16 00
RGB 180 207 209
Pantone P 5523 C



Red
HEX #b37767
CMYK 27 57 58 06
RGB 179 119 103
Pantone P 43-7 C



Beige
HEX #ffede6
CMYK 00 07 06 00
RGB 255 237 230
Pantone P 48-1 C



Brand Typefaces

Typography is a key element of our brand. It helps maintain consistency, create clarity and bring equity to all our communications.

IvyStyle Sans represents the leading voice of the Grad® brand. With its clean, modern style, this multifunctional font offers excellent reading comfort. This typeface family brings a consistent visual tone to all our layouts.

Uses

IvyStyle Sans is used for titles, running text and body text. For best legibility, use Ivy Style Sans Light. This character style is used in most cases.

Italics should only be used to highlight certain important words or paragraphs.

IvyStyle Sans SemiBold can be used occasionally to highlight important information. Bold can be used for large titles of 24 pt and up.

AaBbCc123 IvyStyle Sans

IvyStyle Sans 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
Àà Èè Éé Çç Ôô Ìì
0123456789.,?;:/!+ -*&@

IvyStyle Sans SemiBold

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
Àà Èè Éé Çç Ôô Ìì
0123456789.,?;:/!+ -*&@

IvyStyle Sans Light
IvyStyle Sans Light Italic
IvyStyle Sans Regular
IvyStyle Sans Regular Italic
IvyStyle Sans Bold
IvyStyle Sans Bold Italic

IvyStyle Sans 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
Àà Èè Éé Çç Ôô Ìì
0123456789.,?;:/!+ -*&@



Brand Typefaces

IvyPresto Display is Grad®'s secondary typeface. It is used for subtitles and special texts in our communications. Its use expands the range of graphic possibilities on communication media, while remaining consistent.

Uses

IvyPresto Display Light Italic should be used with tracking of ≥50 to ensure legibility. In most cases, IvyPresto is used in Light Italic except in cases where the background image lacks sufficient contrast. In this case, it is necessary to use IvyPresto Display in Bold Italic.

AaBbCc123

IvyPresto Display

IvyPresto Display Light
IvyPresto Display Light Italic
IvyPresto Display Regular
IvyPresto Display Regular Italic
IvyPresto Display SemiBold
IvyPresto Display Bold Italic

IvyPresto Display Light Italic

*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
Àà Èè Éé Çç Ôô Ìì
0123456789.,?;:/!+*-&@*

IvyPresto Display Regular Italic

*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
Àà Èè Éé Çç Ôô Ìì
0123456789.,?;:/!+*-&@*

IvyPresto Display Bold Italic

***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
Àà Èè Éé Çç Ôô Ìì
0123456789.,?;:/!+*-&@***

Type Hierarchy

It is important to organize typography in a hierarchical system according to relative importance or inclusiveness through scale and function depending on communication.

Uses

Header : Use IvyStyle Sans Bold in uppercase for all titles. Use this font in Bold for text sizes over 24 pt. Otherwise, SemiBold should be used for bolded text smaller than 24 pt to ensure legibility.

There is no fixed text size, which is defined according to the needs and size of the document in question. For reasons of legibility, we advise you not to reduce the text size below 6 pt.

1.15 — Type Specimen

HEADER IvyStyle Sans Bold¹

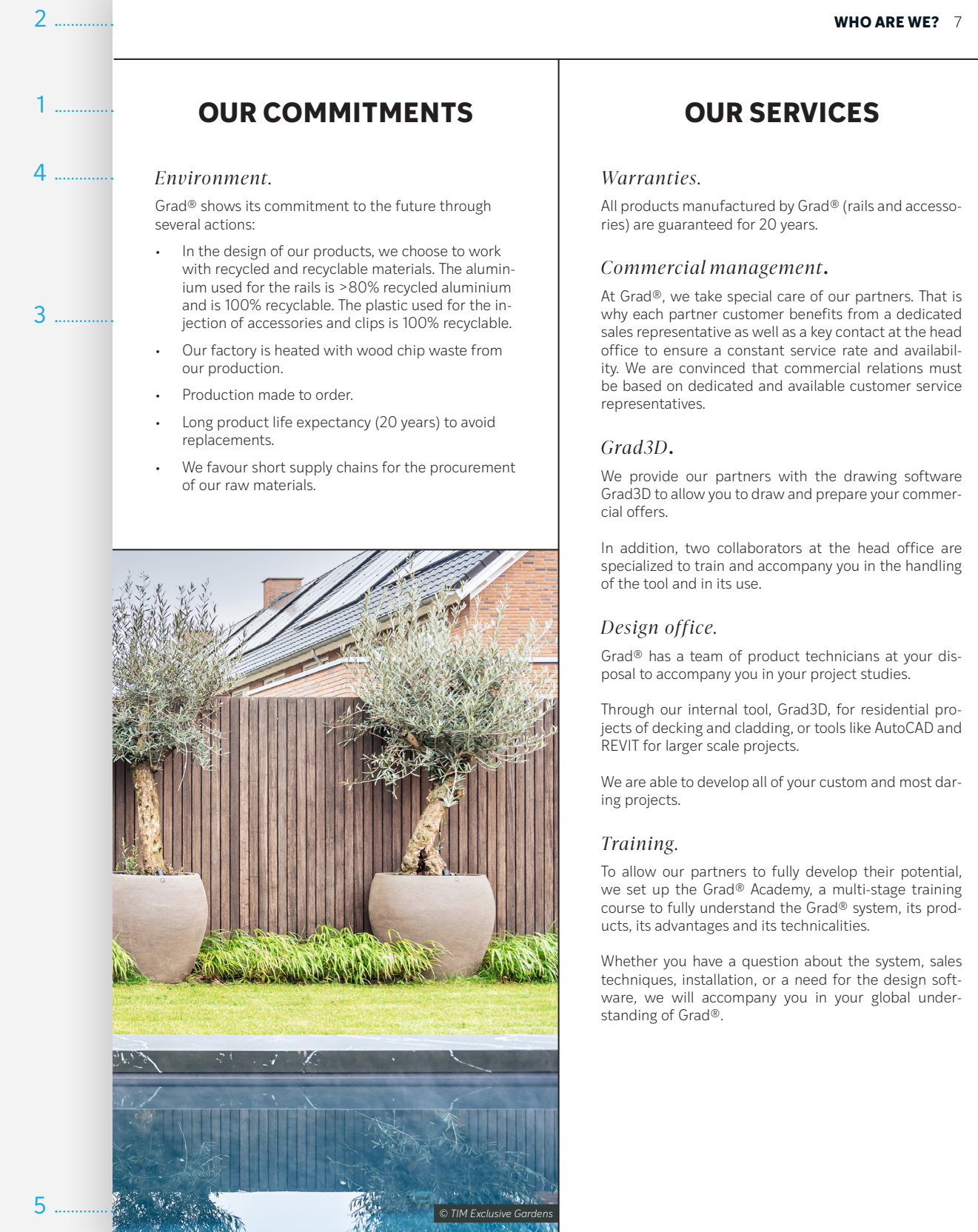
Secondary header IvyPresto Display Light Italic

SUBHEADER IvyStyle Sans SemiBold²

BodyCopy IvyStyle Sans Regular³

Special Titles IvyPresto Display Light Italic⁴

Note IvyPresto Display Light Italic⁵



Application

Application Example

All tables must be laid out with 0.5 pt horizontal lines. Vertical separation lines within tables should only be used when it is necessary for the clarity of complicated content.

Left Page

- 1 **Pagination** IvyStyle Sans Light 10 pt
- 2 **Section titles** IvyStyle Sans Bold 10 pt
- 3 **Subheader** IvyStyle Sans Bold 30 pt
- 4 **Secondary header** IvyPresto Light Italic 10 pt
- 5 **BodyCopy** IvyStyle Sans SemiBold/Light 9 pt
- 6 **Label** IvyStyle Sans Bold 7 pt
- 7 **Note** IvyStyle Sans Light Italic 7 pt

Right Page

- 8 **Subheader** IvyStyle Sans Bold 8 pt
- 9 **Subheader** IvyStyle Sans Bold 9 pt

Table Zoom

- 10 **Table Header** IvyStyle Sans Bold 9 pt
- 11 **Table Subheader** IvyStyle Sans Light 6 pt
- 12 **Table Reference** IvyStyle Sans Bold 8 pt
- 13 **Table Description** IvyPresto Light 8 pt

1.15 — Type Specimen



36 DECKING BOARDS

MOSO®
High density compressed bamboo strips.

Available in two finishes: Bamboo X-Treme and Bamboo N-Durance
High durability and fire resistance.
Puncture & abrasion resistance
The ecological alternative to the use of tropical wood.
Ideal for public sites.
Factory applied stain.
No knots.
Bamboo X-Treme is heat treated at 200°C

Equivalent class 4 - Durability class 0 (no fungal attacks)

Comfort profile: planed wood with a slightly curved effect on the top to allow water evacuation.

37 DECKING BOARDS

COMPATIBILITY	
REF	DESCRIPTION
1185	Flat Rail - 124
2222	Flat Rail - 124
1189	Top Rail - 124
1191	PR24 - 124
1194	PR39 - 124
1197	PR56 - 124

WEATHERING AT INSTALLATION

6 MONTHS

2 YEARS

119 mm
21 mm
0,06 m²

MOSO® X-TREME QTY/UNIT
LENGTH 1,85 M 2022 234 pcs

MOSO® N-DURANCE QTY/UNIT
LENGTH 1,85 M 2104 234 pcs

COMPATIBILITY
REF DESCRIPTION
1185 Flat Rail - 124
2222 Flat Rail - 124
1189 Top Rail - 124
1191 PR24 - 124
1194 PR39 - 124
1197 PR56 - 124

→ Maximum spacing for private use 46.2 cm
→ Subject to availability
→ Photos are non-contractual
→ Public sector: please contact us

Up to 25 year warranty, according to manufacturer's conditions. More features and quality criteria available on our website www.gradconcept.com

Design Elements

Icons set

We design our icons with great care and attention. Grad® icons must be balanced in their use of negative space, effectively communicate their meaning and respect the grid described on the following pages.

We use a custom-designed set of icons for our communications. They must be used judiciously and never to the detriment of legibility.

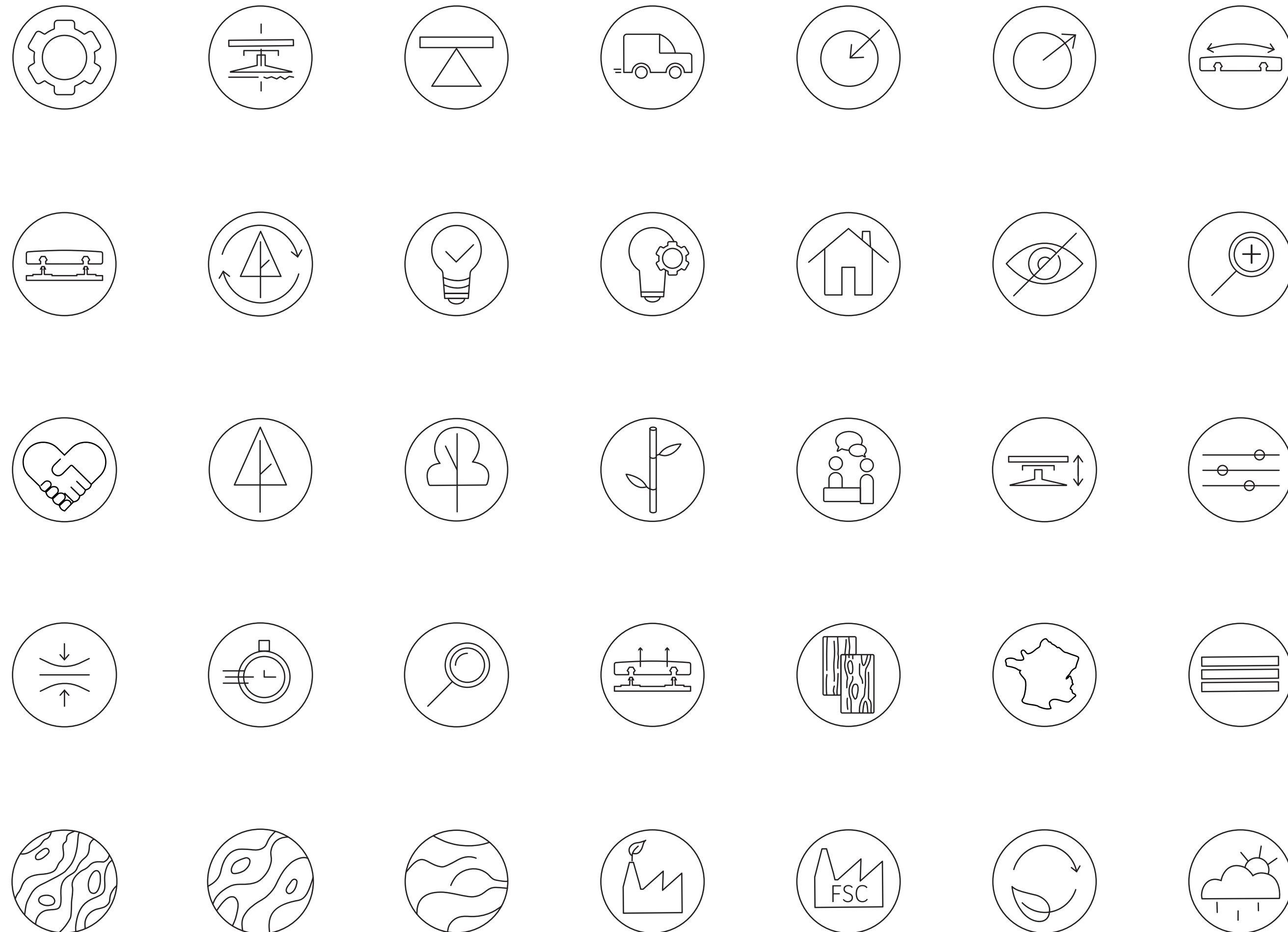
Pictograms can be used for both print and web communications. Their integration into our layouts makes content more visual and easier to assimilate. Our icons are strictly functional and designed to be legible on a small scale.

We never use pictograms to replace photography.

Colour Application

This black-on-white version is used on print documents, website...

1.16 – Pictograms



Icons set

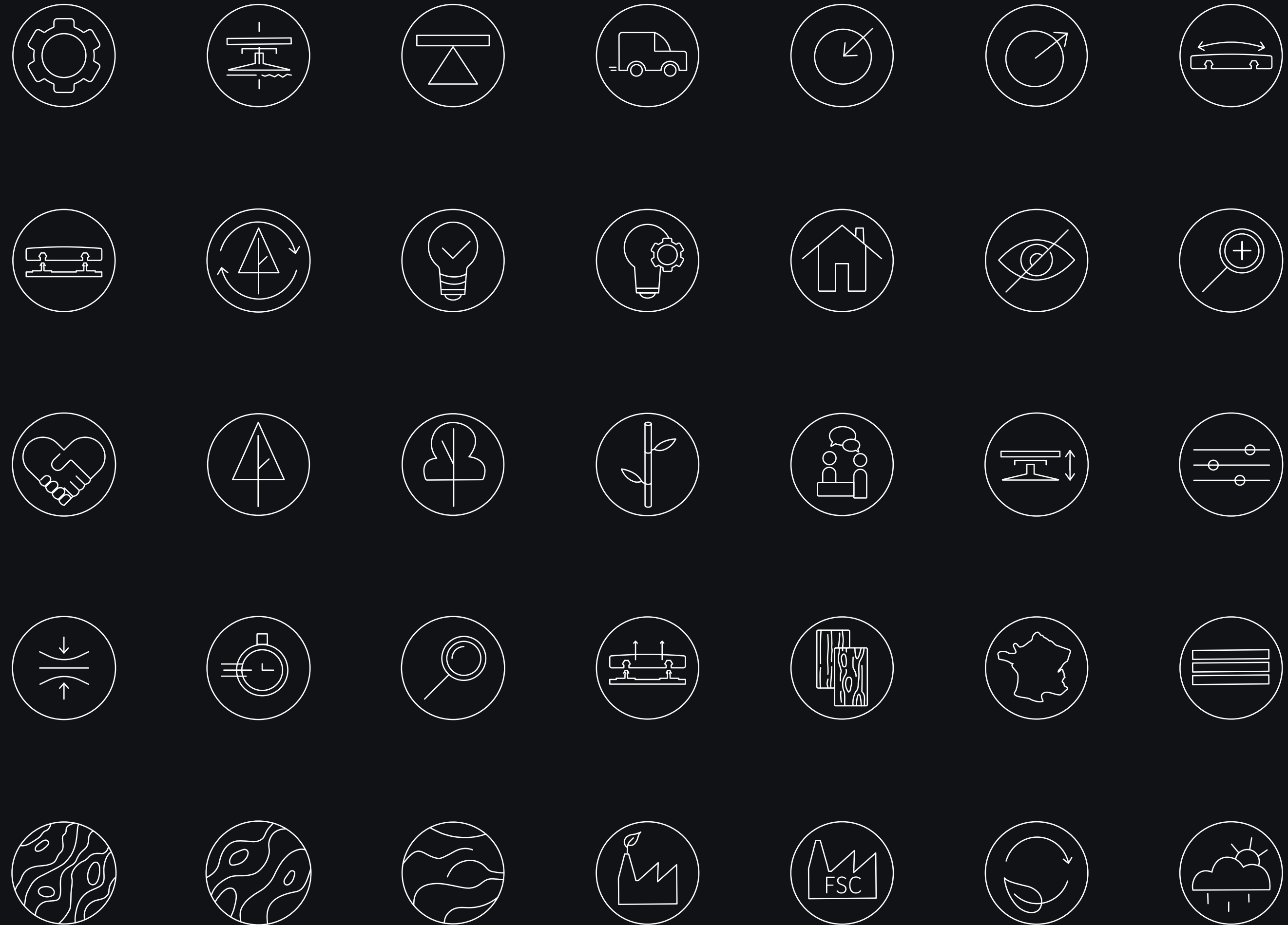
Pictograms can also be white on a dark background, such as the black shown here or the blue-gray of the brand.

These options provide sufficient contrast to maintain the legibility of the pictograms.

Colour Application

This version is mainly used for our digital communication such as social networks or the website.

1.16 — Pictograms



Design Elements

Pictograms usage overview

Grad® pictograms are drawn on a 100 px by 100 px grid. Each icon uses a 1 pt stroke and the corners must be rounded. Our pictograms are inspired by the geometry of our logo and icons.

Please respect these design rules and never use icons inside shapes such as squares or diamonds.

Never remove the circle surrounding the pictogram. It's there to maintain graphic consistency and homogeneity with the rest of the pictograms.

Size

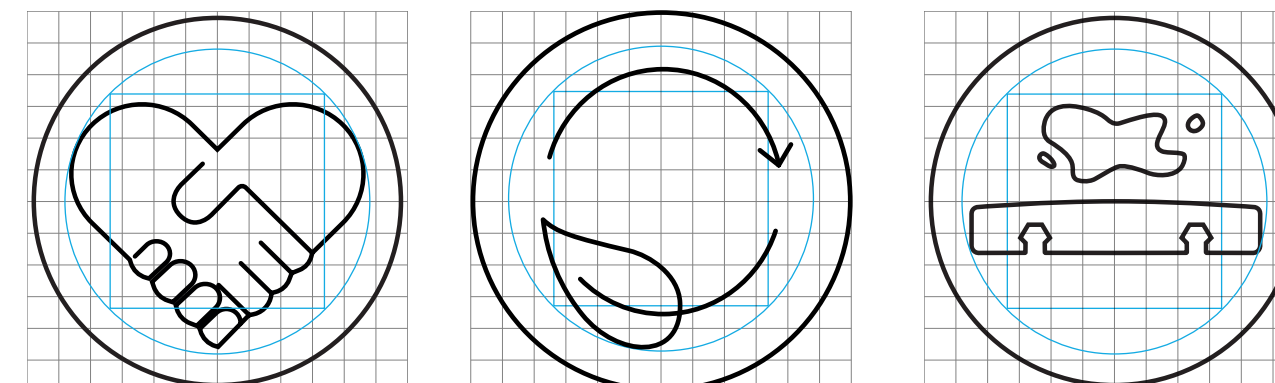
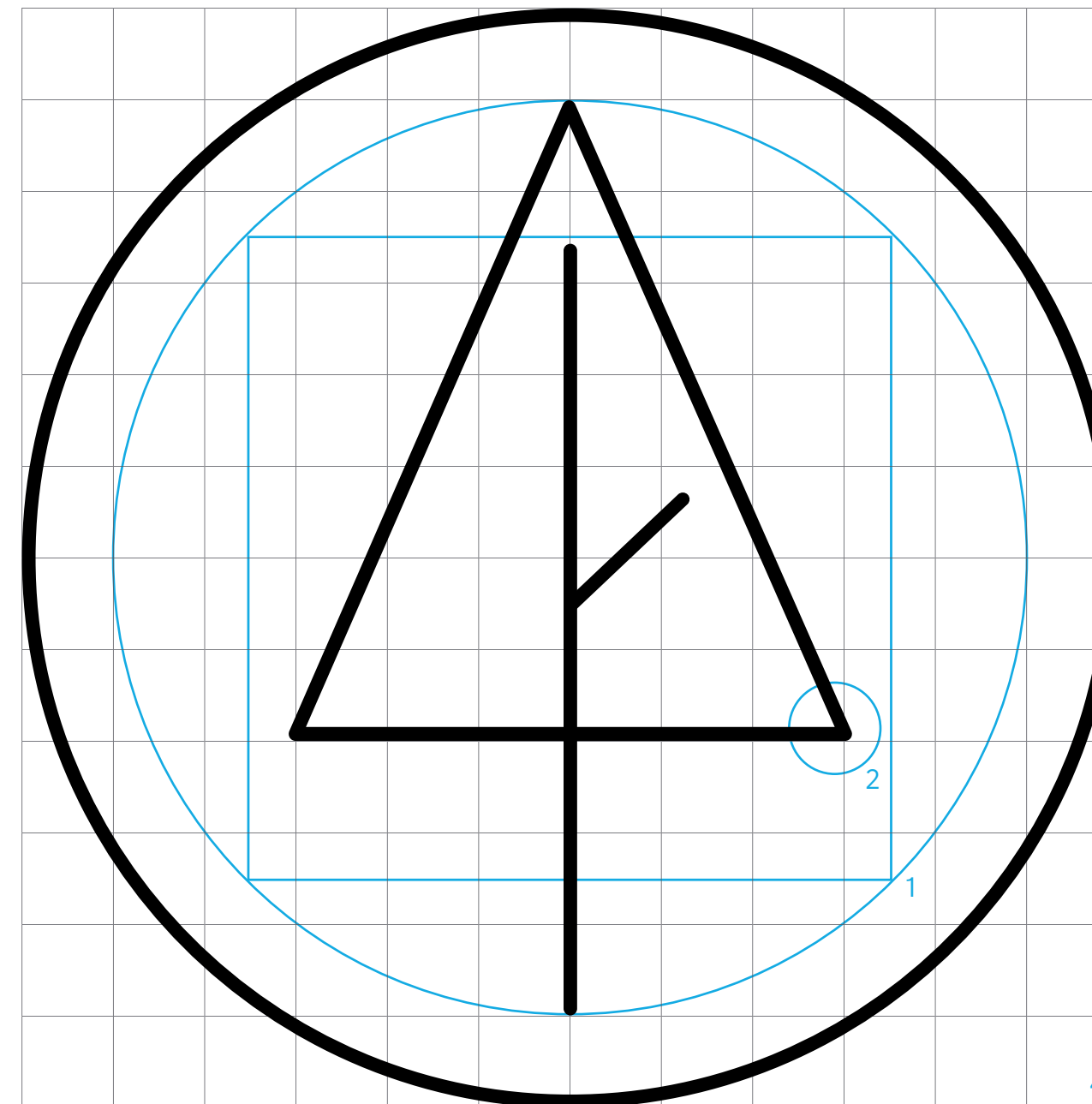
The size of the pictogram can be adapted to the size of the support on which it appears. It is important to ensure that the pictogram is easy to read. For example, the minimum size in a digital document is 50 px by 50 px.

Description

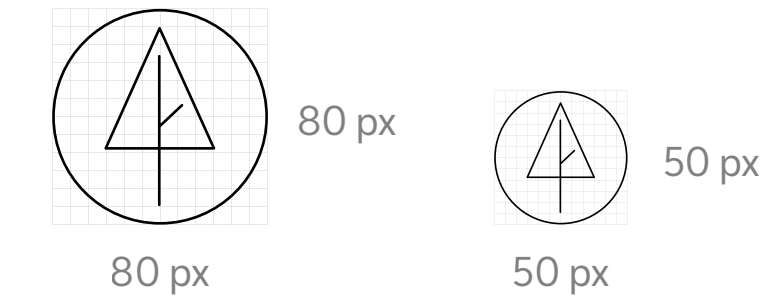
- 1 Construction** Protection Zone
- 2 Round Geometry** Rounded Corner
- 3 Circle** Circular form for coherence with the roundness of the Grad® Logotype
- 4 Grid** Layout Grid

1.17 – Pictograms Details

Icon Construction



Sizes



Design Elements

Typography Application

Each pictogram is accompanied by a legend that helps define the icon's meaning. These captions are usually in IvyStyle Sans Regular, with letter spacing set at 30.

Depending on the example, captions may be positioned below or to the right of an icon. Pictograms can be applied without their partner captions.

1 Vertical Pictogram Version

2 Horizontal Pictogram Version

Clear Space

The protection zone is defined by the height of the caption's body text.

Don'ts

For the sake of consistency, pictograms are subject to rules that must be applied to all on all the supports of communication. The reproduction of pictograms must conform to the original model.

1 Don't use unapproved background colours

2 Don't fill with graphics or imagery

3 Don't use unapproved color ways

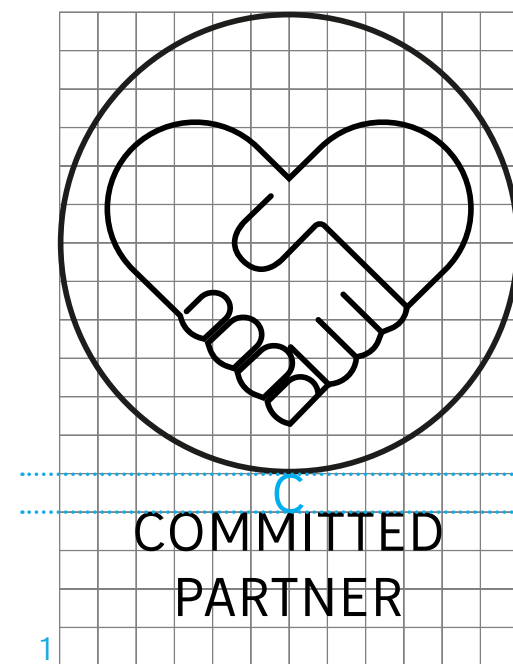
4 Don't tilt our pictograms

5 Don't change the proportions

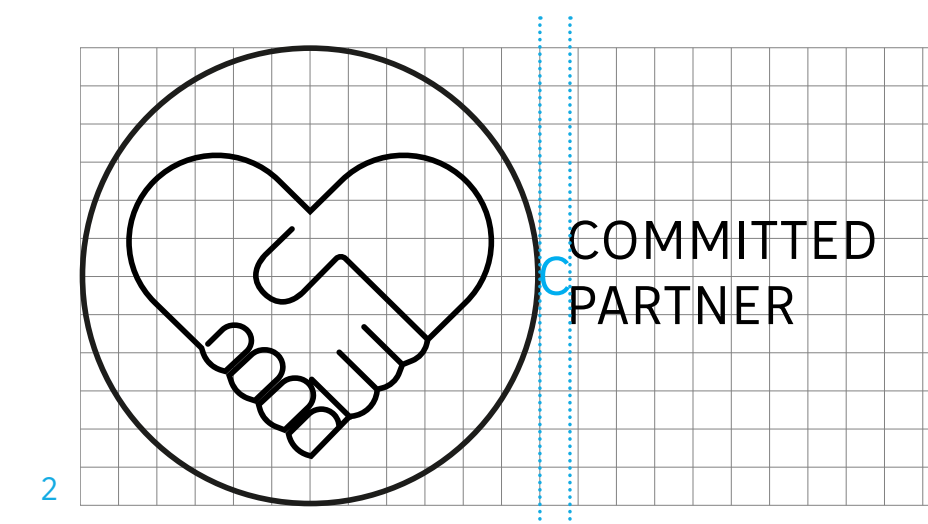
6 Don't insert or overlap components

1.17 – Pictograms Details

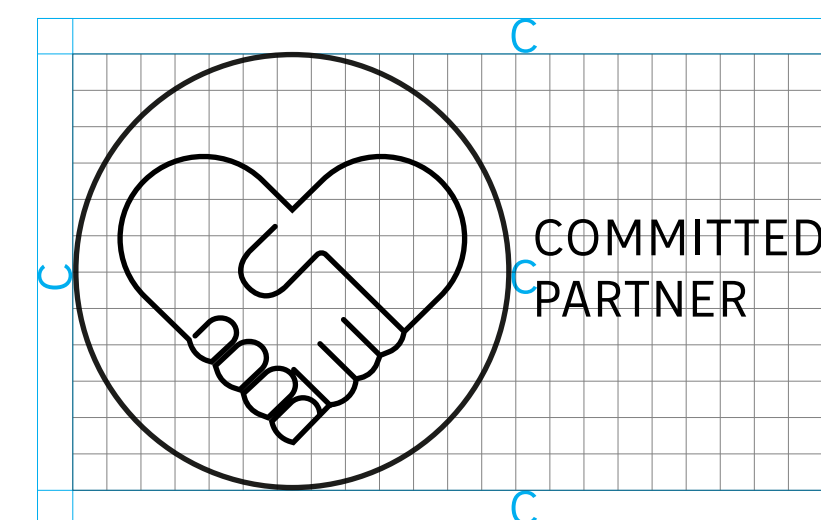
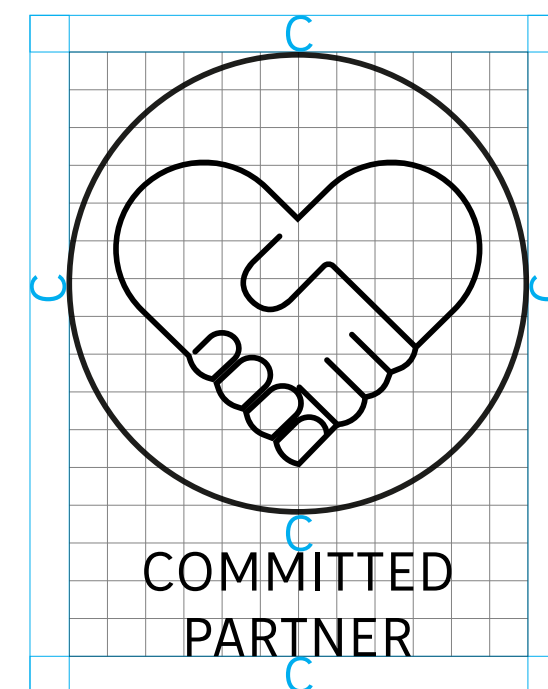
Typography Application



Defines typography height



Clear Space



Don'ts

