

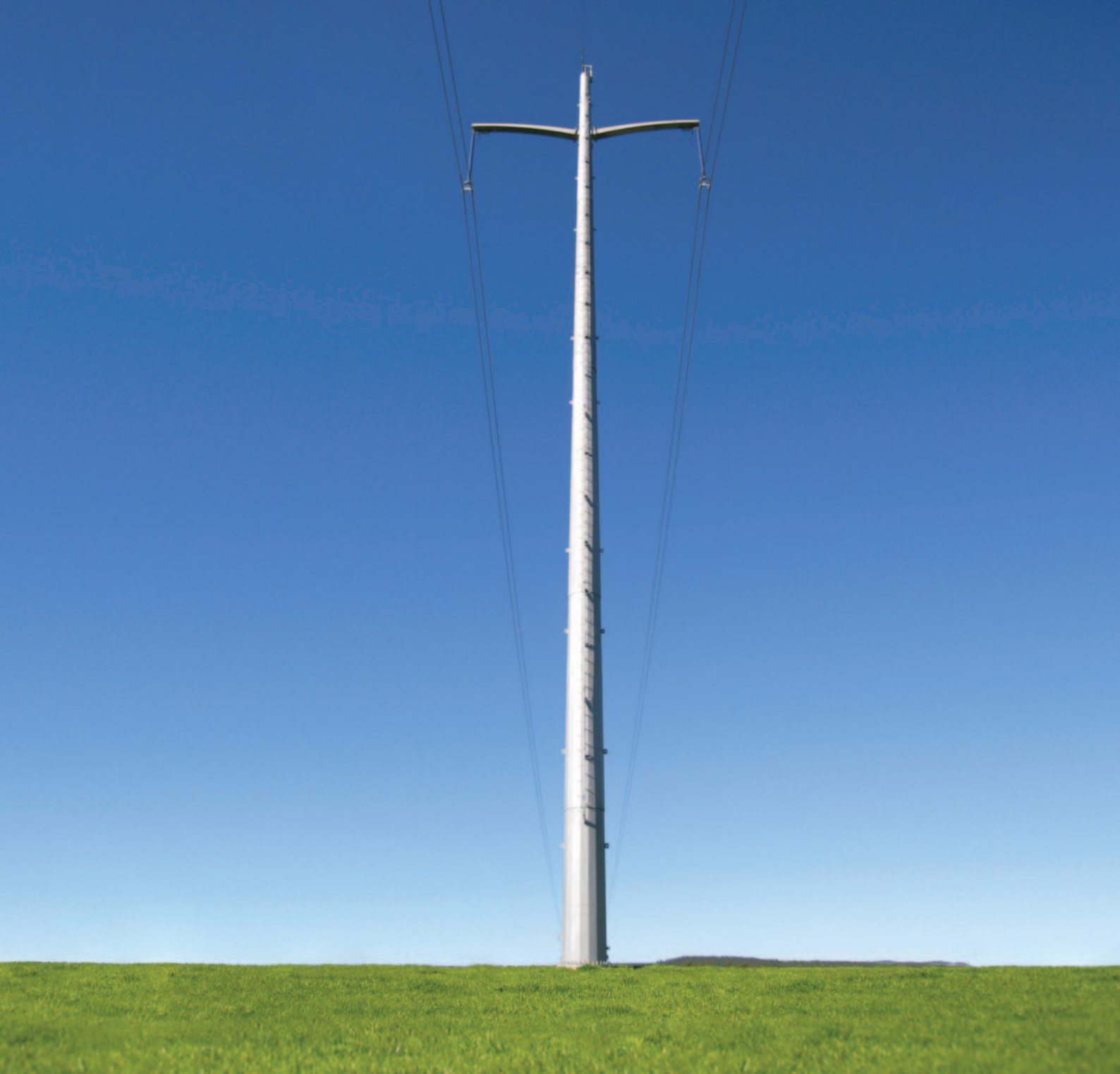
INGAL **EPS**

A valmont COMPANY



Our brand.

The INGAL EPS corporate style guide



Contents

Our Brand	3	Corporate Stationery Suite	10
Clear Space	4	Other Stationery	11
Minimum Size	4	Product Catalogue	12
Logo Variations	5	Press Advertising	13
Incorrect Application of the Logo	6	Press Advertising :: Half-page Vertical	14
Typography	7	Yellow Pages	15
Colours	8	Web Site	16
Other Brand Elements	9		

Compiled for INGAL EPS by Axiom Design Partners.
www.axiomdp.com.au

Our Brand

One common misconception about a 'brand' is that it is just a logo, in actual fact a brand is a whole lot more than that; it is everything that makes a company recognisable. From the look to the feel; from the tone of voice to the choice of colours, images, typefaces and styles of charts, graphics and even choice of language. A well positioned company can be identified easily even without the aide of a logo.

The INGAL EPS brand visually communicates who we are and our values to our clients and stakeholders. It is a significant asset, and considerable effort has gone into developing our brand identity and any inconsistent application can easily devalue our brand equity.

This document has been prepared to show you how to use some of the key elements of the INGAL EPS brand to ensure we always present a consistent image.

Our Logo

The logo is the core identifier of the INGAL EPS brand. Appearing on everything from trucks and buildings to uniforms and from our corporate stationery to our web site. It is a public statement of who we are, what we do and how we work.

INGAL EPS is ultimately owned by Valmont Industries Inc. As such, as a recent addition to the logo, the tag 'A VALMONT COMPANY' must always be included below the logotype as shown below.

INGAL **EPS**

A **valmont**  COMPANY



Clear Space

No graphic or text elements can appear within the clear space area. This is to preserve the integrity of the logo and to maximise visual impact and legibility.

The minimum amount of clear space the logo should be given is equivalent to 1.5 times the height of the letters around the icon (x) as demonstrated below.



Minimum size

It is important that the INGAL EPS logo should always be prominent. Although no minimum size has been set, special care should be taken to ensure that all elements of the logo are legible – this includes the Valmont tag.

For example, below is the logo at the size it appears in the business cards. When the logo is reduced to a height of 14mm the Valmont tag is 4pt.



Logo Variations



2-colour reverse

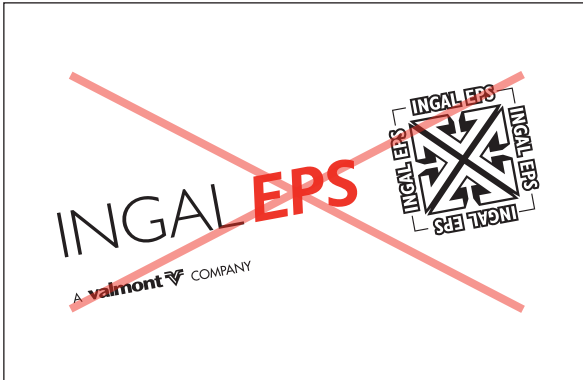


Mono

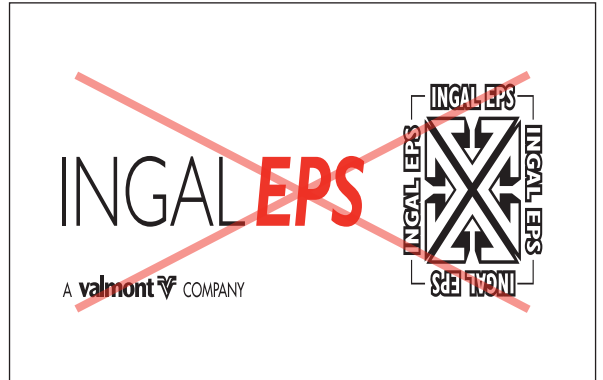


Reverse

Incorrect Application of the Logo



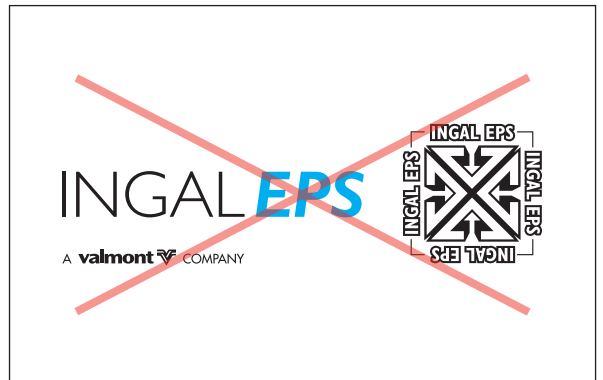
Do not tilt the logo



Do not change the proportions of the logo.



Do not add a stroke around the logo



Do not change the colour of any part of the logo



Do not alter the relative positioning of the icon and logotype



Do not alter the relative proportions of the icon and logotype



Do not apply the logo on a clashing colour



Do not position the logo over a busy image or pattern

Typography

The INGAL EPS corporate typeface is Gill Sans.

The typeface was designed by British sculptor, typeface designer, stonemason and printmaker Eric Gill and first appeared in 1926 and later came to prominence when it was commissioned for use on all posters and publicity material for the London and North Eastern Railway (LNER). The intention was for it to be the ultimate legible sans-serif typeface that could work equally well as a display and text face.

Gill Sans is now distributed as a system font on Mac OSX and is bundled with Microsoft Office as Gill Sans MT.

Gill Sans is available in a wide array of weights including light, regular, bold, extra bold and ultra bold as well as a variety of styles including condensed, italic and shadowed. INGAL EPS generally limit the range to light, regular and bold.

As the typeface was developed to be in use by such a broad user-base it is typically safe to be used in most document types. When Gill Sans is not available Arial should be used as an alternate.

Gill Sans Light (*Italic*)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%^&*(),.?!/”;;

Gill Sans Regular (*Italic*)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%^&*(),.?!/”;;

Gill Sans Bold (*Italic*)

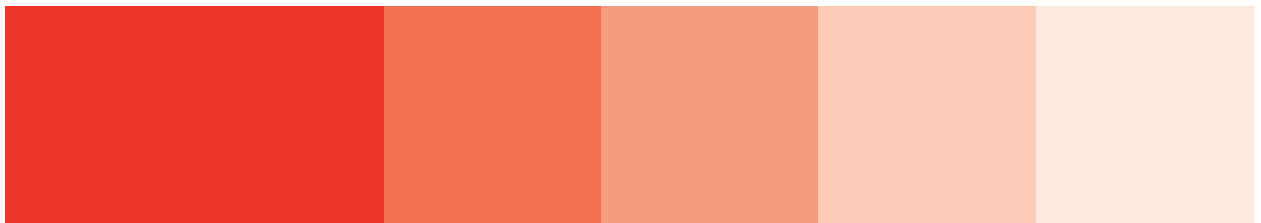
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%^&*(),.?!/”;;

Colours

The INGAL EPS corporate colours are PMS 485 and black.

Using the Pantone® Matching System, colours can be accurately reproduced across all spot printed materials and have been faithfully matched for CMYK printing, on-screen display and web.

'Spot' colours refer to inks that are individually mixed prior to the printing process ensuring a solid consistent application on all materials. CMYK or 'process' colours are the four colours cyan, magenta, yellow and black that are applied at differing amounts during the printing process to produce a wide variety of colours.



INGAL EPS Red

PMS 485

93% magenta, 95% yellow

R 213, G 43, B 30

D52B1E

75%

50%

25%

10%



Black

100% black

R 0, G 0, B 0

000000

75%

50%

25%

10%

Brand Elements



Icon

The icon which comes from the logo can be used as a graphic device separate to the logo. It is not an alternative to the logo. The icon is normally tinted back to between 7–10%, set on an angle of 35° (this can change if the angle isn't suitable) and positioned partially off the page.



Satin Background

An alternative to flat red, the satin background is composed of the INGAL EPS red and dark red (as below). The satin background is not suitable for spot colour printing.



Kink

The kink is a portion of the strip that has 50% more black added to it. It creates added visual interest and can also be used as a leader for copy in press advertising. The kink can also be used over the satin background.

Gradient Strip

Used as a break, often between a hero image and body copy, the gradient strip represents a slither of the satin background and is made from the INGAL EPS red and dark red.



Dark red (100% magenta, 100% yellow 35% black)

The dark red colour is only used as part of the satin background or the gradient strip. Used in conjunction with the INGAL EPS red the colour is intended for full colour reproduction only.

Corporate Stationery Suite



INGAL EPS
A valmont COMPANY



ABN 40 000 545 415

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INGAL EPS
A valmont COMPANY



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INGAL EPS
A valmont COMPANY



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Position Here

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Mobile: 0433 333 333
Email: jbloggs@ingaleps.com.au

www.ingaleps.com.au
www.valmont.com

Envelopes

Business Card - Front

Business Card - Reverse

Letterhead

Press release title goes here.

Heading 1
Subtitle
 Body copy goes here. Body copy goes here. Body copy goes here. Body copy goes here. Body copy goes here. Body copy goes here. Body copy goes here. Body copy goes here. Body copy goes here. Body copy goes here. Body copy goes here. Body copy goes here. Body copy goes here. Body copy goes here. Body copy goes here.

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Subtitle 3
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For more information please
 Freecall 1800 423 302 or visit our
 webpage at www.ingaleps.com.au

INGAL EPS
 A valmont COMPANY




Press Release / Editorial



Title goes here.

Subtitle goes here.

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Power Point Presentation



DISTRIBUTION POLES

Sometimes being a
lightweight is advantageous.

Our new Distribution Poles are up to
80% lighter than the traditional alternatives.

Steel distribution poles have many significant benefits over their traditional timber or concrete counterparts such as superior design flexibility, predictable strength characteristics, light weight, self bonding and are fully recyclable.

INGAL EPS distribution poles are the lightest available across the full range of lengths and tip loads, thereby reducing both transport and installation costs, and if necessary can be modified on-site.

INGAL EPS are the largest supplier of steel transmission and distribution poles in Australasia. Our unsurpassed manufacturing and logistics capabilities ensure timely delivery anywhere in the region.

If you would like to find out how steel poles can ensure your next projects success, Freecall 1800 623 302 and speak with one of our transmission and distribution structure specialists.



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POLES

Australia's largest supplier
of poles for all lighting
and power applications

INGAL EPS

A valmont COMPANY



8947 0870

Corner Hidden Valley &
Beaton Roads, Berrimah

www.ingaleps.com.au

1UD – 100% actual size

POLES

Australia's largest
supplier of poles
for all lighting and
power applications

- Street Lighting
- Floodlighting
- Transmission & Distribution
- Lowering Systems

INGAL EPS

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9493 9222

41 Austin Avenue, Maddington

www.ingaleps.com.au

2UD – 100% actual size

POLES

Australia's largest supplier
of poles for all lighting
and power applications

INGAL EPS

A valmont COMPANY



8947 0870

Corner Hidden Valley &
Beaton Roads, Berrimah

www.ingaleps.com.au

1K – 100% actual size

POLES

Australia's largest
supplier of poles
for all lighting and
power applications

- Street Lighting
- Floodlighting
- Transmission & Distribution
- Lowering Systems

INGAL EPS

A valmont COMPANY




9493 9222

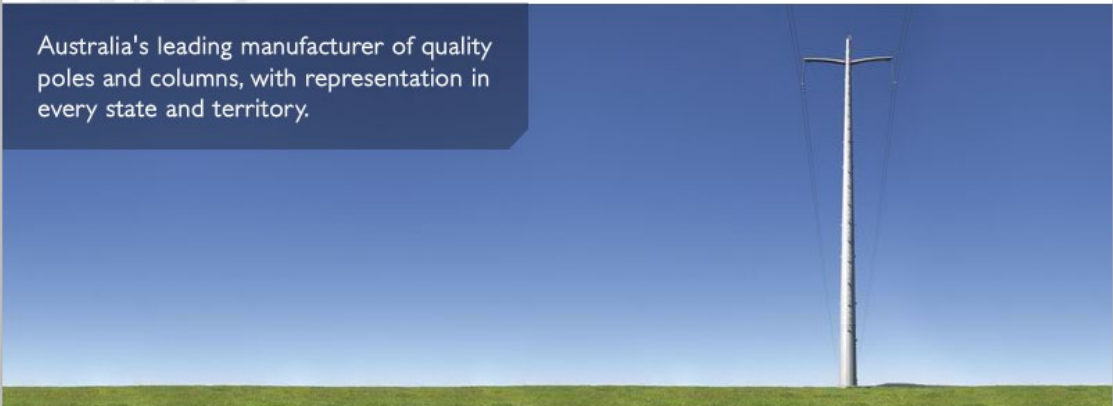
41 Austin Avenue, Maddington

www.ingaleps.com.au

2K – 100% actual size



INGAL EPS
A valmont COMPANY



Australia's leading manufacturer of quality poles and columns, with representation in every state and territory.

ABOUT US
PRODUCT CATALOGUE
CONTACT US
LINKS

Welcome to INGAL EPS


INGAL EPS is Australia's leading manufacturer of quality poles and columns and is the only company of its type with a presence in every Australian state and territory. Manufacturing facilities are located in Brisbane, Perth and the Philippines, with partner facilities in China.

As a part of a large network of trained specialists, INGAL EPS can offer the customer solutions to any of their structural pole design needs, specialising in steel tapered sections as well as pipe, rectangular hollow section, square hollow section and unique aluminium extrusions.

The INGAL EPS product range includes:

- Street Lighting poles
- Floodlighting poles
- Power poles, for distribution, sub transmission and transmission lines
- Lowering Systems, for ease of maintenance
- Special Application poles including banner poles, camera poles, traffic signal and communication poles
- Services & Accessories providing individual design, drafting, installation and accessories including foundation materials, adaptors, headframes and cross arms.

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PRODUCT CATALOGUE
CONTACT US
LINKS

Lowering Systems
High Mast

High Mast systems have similar advantages to the Powerlift range in that they can light large areas with just a few poles. High Mast systems have the added advantage of lowering the headframe to the ground, rather than the pole, via an electrically operated winch system that is permanently integrated into the base of the pole. All systems are manufactured to INGAL EPS specifications and all standard poles are suitable for wind regions A and B. High Mast systems are suitable for airports, container terminals, roadway interchanges, roundabouts and all high traffic areas where luminaire maintenance needs to be carried out with minimal interruption, or where there simply isn't enough room to lower a pole.

Benefits

- 415V motor
- Worm gear drive
- Stainless steel lowering cable
- No strain on lowering cables when system is in the home position
- Red indicator discs show when the system is unhooked or in the home position
- Lightning rod
- All steel components are hot dip galvanized and all coloured components are hot dip galvanized and powder coated
- All HMF-300 systems have a 300kg capacity and can typically hold up to twelve 2000W luminaires
- All poles and systems are suitable for wind regions A and B
- On site instruction on operation and maintenance

For further information and technical details, please download a copy of our Lowering Systems Brochure.

Product Codes

High Mast	30.0m	36.0m	42.0m
	HMF_0202030	HMF_0203035	HMF_0203040

HM-High Mast F-300-Manufacturer's Code 300-300kg 30-00m


If you require a copy of a High Mast pole general arrangement drawing, please contact us directly via phone on Freecall 1800 823 302, via email sales@ingal.com.au or by completing our [online enquiry form](#).

OTHER PRODUCTS IN THIS CATEGORY

- High Mast
- Powerlift
- I.L.D. - Curtain System
- I.L.D. - Luminaire System
- Park Stays
- Roundabout Stays
- Aerocut Stays
- Shaped Pole Stays
- Handed Systems

DOWNLOADS

- Lowering Systems Product Structure
- High Mast Assembly & Installation



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PRODUCT CATALOGUE
CONTACT US
LINKS

Contact Us

For Australian enquiries, you can contact your state or territory INGAL EPS office directly by calling our **FREECALL** number, **1800 823 302** or by the contact method offered below. Our FREECALL number will automatically direct you to your local capital city office.

If your enquiry is regarding our general terms of sale, please click here to download a copy of our [Standard Terms & Conditions](#) or [Installation & Project Services Terms & Conditions](#) or [Substrate Lites Terms & Conditions](#).

In the event where commercial credit is required, please complete the [Commercial in Confidence Credit Application](#) and review and acknowledge the [Standard Terms and Conditions of Sale](#) and return to your nearest INGAL EPS location.

For all sales and other enquiries, please complete the form below.

Comments *

Type of Business * Select Your Role

Name *

E-mail *

Company *

Address *

City *

Country *

Telephone *

Facsimile *

Where did you hear about us? Please Select

* Required [Submit] [Reset]

- AUSTRALIAN CAPITAL TERRITORY
26 JAMES STREET
HACKETT ACT 2602
Tel: (02) 6247 4777
Tel: (02) 6247 4555
- NEW SOUTH WALES
Tel: (02) 9653 4866
- NORTHERN TERRITORY
Tel: (08) 8647 0870
- QUEENSLAND
Tel: (07) 3262 3222
- SOUTH AUSTRALIA
Tel: (08) 8169 2330
- TASMANIA
Tel: (03) 6273 0277
- VICTORIA
Tel: (03) 9541 9390
- WESTERN AUSTRALIA
Tel: (08) 9490 9222

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