Our brand.
The INGAL EPS corporate style guide
## Contents

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

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.
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 color 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 color.
- Do not position the logo over a busy image or pattern.

Our brand: The INGAL EPS Corporate Style Guide
Typography

The INGAL EPS corporate typeface is Gill Sans. 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 is now distributed as a system font on Mac OSX and is bundled with Microsoft Office as Gill Sans MT.

Gill Sans Light (Italic)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
gijklmnopqrstuvwxyz
0123456789 !@$%^&*(),.?/"'":

Gill Sans Regular (Italic)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
gijklmnopqrstuvwxyz
0123456789 !@$%^&*(),.?/"'":

Gill Sans Bold (Italic)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
gijklmnopqrstuvwxyz
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

<table>
<thead>
<tr>
<th>75%</th>
<th>50%</th>
<th>25%</th>
<th>10%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Red</td>
<td>Red</td>
<td>Red</td>
<td>Red</td>
</tr>
</tbody>
</table>

Black

100% black
R 0, G 0, B 0
# 000000

<table>
<thead>
<tr>
<th>75%</th>
<th>50%</th>
<th>25%</th>
<th>10%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
<td>Black</td>
<td>Black</td>
<td>Black</td>
</tr>
</tbody>
</table>
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

77 Parramatta Road
Underwood QLD 4119
PO Box 3559
Sunnybank South QLD 4109
Tel: (07) 3323 1222
Fax: (07) 3209 3099
ABN 40 000 545 415

77–81 Parramatta Road, Underwood QLD 4119

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

Letterhead

Business Card - Front

Business Card - Reverse

Envelopes
Press release title goes here.

Heading 1
Subheading

Subheading 2

Subheading 3

Press Release / Editorial

For more information please contact 1300 623 383 or visit our website at www.ingal.com.au

CD/DVD Title
Subtitle

CD/DVD Label

Title goes here.
Subtitle goes here.

Power Point Presentation
Australia’s leading manufacturer of quality Standard Freeway Poles

SERVICES & ACCESSORIES  |  LOWERING SYSTEMS  |  Sewage treatment works and marinas.  

Walkways, stairways, bridges, schools, commercial premises, mines, fire escapes, gangways, power stations,  

of a fall or accident. The Handrail Seesaw can be used in a multitude of applications including industrial 

work as maintenance of luminaires can be carried out from ground or walkway level, minimising the risk  

handrail mounted lighting applications. The handrail seesaw eliminates the need for dangerous height  

The Handrail Seesaw is an ideal lighting solution to improve safety and reduce maintenance costs for  

Handrail Seesaw  

The Handrail Seesaw Pole sections  

Handrail Seesaw Pole in the lowered position

Street Lighting Poles

HP=Handrail Pole

Product Catalogue

Product Codes For more information, please refer to the Technical Data Sheet.

Benefits options and Accessories

Suitable for Wind region/Terrain Categories A2, A3 and B3.

• Accommodates most luminaire mounting options and spigots
• Ability to hold luminaires and other equipment up to
• Quick and easy one person operation requires no tools for lowering and raising
• The pole can be rotated 360° to point the luminaire in any direction
• 10kg in weight lowers by safely swinging down for maintenance
• The Handrail Seesaw can be attached by welding or with the use of U-bolts

Standard outreach length is 300mm

The predominantly Category V (vehicular) designed poles are ideally suited for multi-laned roads. The  

Freeway Freeway Poles

Special Application poles including  

Floodlighting poles  

• Power Poles

• Street Lighting Poles

• Special Applications

• Services & Accessories

Establishing industry benchmarks such as the Seesaw pole, 60km/h and 110km/h Impact Absorbing poles  

Valmont Industries Inc. Actively involved in the Australian pole market since 1969, INGAL EPS has strived  

to three modern facilities in China owned by Valmont Industries Inc.

INGAL EPS is a division of Industrial Galvanizers Corporation Pty Ltd which is ultimately owned by  

INGAL EPS

PaGe 5  

The INGAL EPS product range includes:

• Special Application poles including cross arms.

• Floodlighting poles

• Power Poles

• Street Lighting Poles

• Special Applications

• Services & Accessories

Foundations

• Floodlighting Poles

• Power Poles

• Street Lighting Poles

• Special Applications

• Services & Accessories

Our brand: The INGAL EPS Corporate Style Guide
Press Advertising

Wherever possible press advertisements should be booked as full page, this allows for optimal proportions between a large prominent hero image, a strong headline and a strong message.

When a full page advertising page is not feasible then bookings should always try to be vertically oriented: a half-page version is pictured on the following page. Advertising spaces which are horizontally oriented limit the layout and will drastically affect the overall dynamic of the ad.

Steel distribution poles have many significant benefits over their traditional timber or concrete counterparts such as superior design flexibility, predictable strength characteristics, lightweight, 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.

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, lightweight, 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.

Sometimes being a lightweight is advantageous.

How many people would it take to change these light bulbs?

High Mast systems are perfect for airports, sea ports, container terminals, roadway interchanges, roundabouts or any high traffic area where accessing luminaires could otherwise cause interruption.

To find out how our High Mast system can work for you, call Louise on 07 3426 4200 to discuss your project requirements.

Only one actually! The High Mast system from INGAL EPS.

Safe • Effective • Versatile • Accessible
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.

Our new Distribution Poles are up to 80% lighter than the traditional alternatives.
Australia's leading manufacturer of quality poles and columns, with representation in every state and territory.

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.

© 2009 INGAL EPS | Terms & Conditions | Site by Asian Design Partners in association with PerthWeb