



Brainport
Industries
Campus

Brand Guideline Book
Signing & Communications

Version B
Brainport Industries Campus



Factory of the future

Presenting Brainport Industries Campus

Brainport Industries Campus, the place where the most innovative and successful companies as well as institutions of the entire Brainport region come together as one.

The Campus will become THE place where competitive forces and innovation of the High Tech Production Industry give wings to each other.

The Green Campus in an overview.

State of the art institutions and renown companies will be working together on Brainport Industries Campus to bring ideas to life and develop business cases.

Here the next generation of the High tech Industry will be educated and trained in a state of the art work and learning environment. Brainport Industries Campus is the homefront for intense cooperation between suppliers, specialized companies and education facilities.

Brainport Industries will be the cradle of open innovation. It will be the first location where companies will innovate and produce together. Here only the most successful companies will share high quality facilities, such as clean rooms, flexible production areas, warehousing and advanced facilities. Here they present, as one showcase, together to their (inter)national clients.

****Brainport Industries Campus is a development from SDK Vastgoed, a company of Volker Wessels.**

Together
we build
the biggest
blue print



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Why are brand guidelines important?

Introduction Signing & Communications

The primary reason for having a brand guide for **Brainport Industries Campus** is consistency. When you don't have rules every designer and every marketer will present their ideas in whatever way they see fit.

They'll express their own personality rather than present the brand's identity. There's nothing wrong with variety, but there is a point when the dissimilarity can be too much. Opposing design styles and communication approaches will make the brand look confused. It will also dilute the brand identity and diminish the brand's believability.

A brand guide can be especially useful for all companies in BIC Eindhoven. It can almost act as an new orientation for the set up and integration of all identities and [logo]communication. Reading a manual will help all to get accustomed to the brand rules much quicker than by trial and error. It's more professional and it's better than having someone correct new communication and logo presentation, because they broke a rule they didn't even know existed.

Following pages will give guidelines and set up for BIC Eindhoven communication in a way that will secure a general look and feel, but will also give room for individual companies to express and communicate the individual companies' need and wants with

+ reference to their own company brand guidelines.



A.



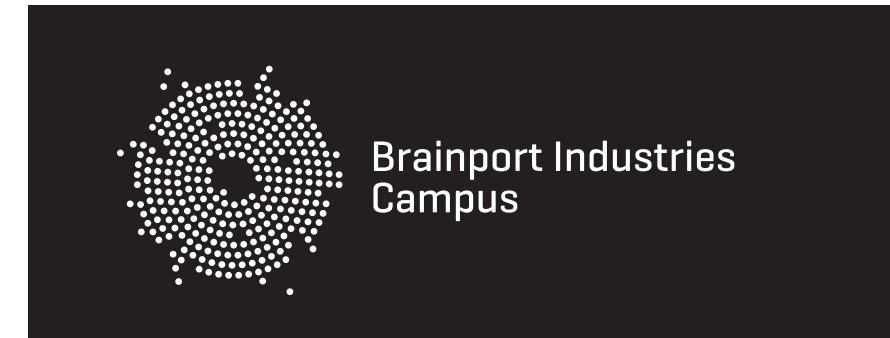
B.



C.



Brainport Industries
Campus



Brainport Industries
Campus

Style element A

Trade mark Brainport Industries Campus

- A. **Picture trade mark brainport industries campus**
- B. **Picture trade mark + word trade mark** [portrait design]
- C. **Picture trade mark + word trade mark** [Landscape design]

Picture trade mark may be used in combination with Brainport Industries campus word trade mark. You may only use the below color set 100% Black and 100% white.

Logo usage:

Logo may be used as a whole or just the visual [picture trade mark].

Note; There needs to be a clear rim of empty space provide round the essential visual. We advise to reserve a similar amount of space as the dimensions of the head visual for this.

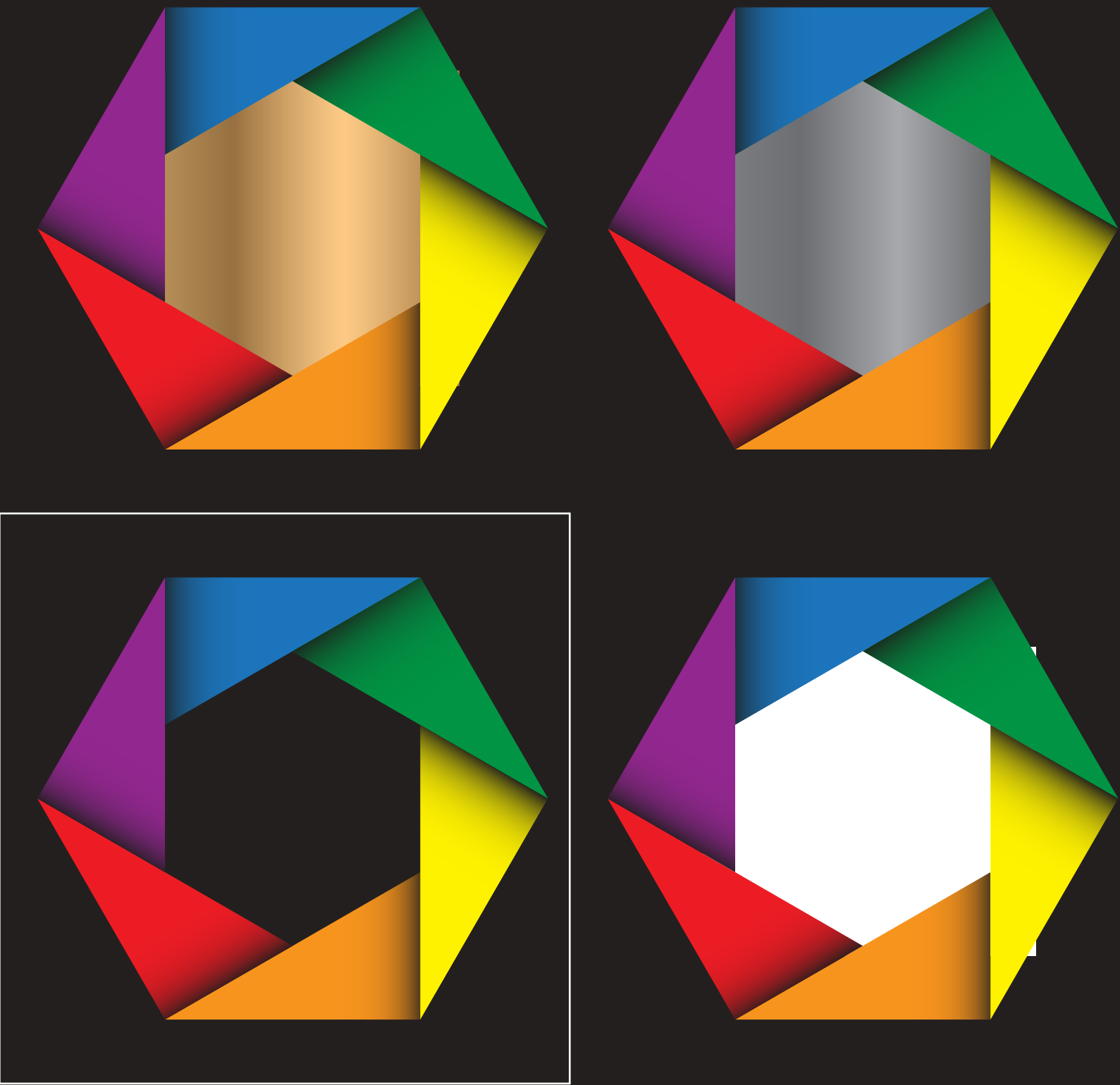
Refers to:

- Unity
- Together
- Innovation
- Growth
- Uniformity
- Individual companies coming together in one compound
- Organic shape
- dot's represent companies
- Multiply

Communicating:

- Brainport Industries Campus
- Brainport Eindhoven

Figure 1.



Style element B

Extra supporting colors

Colors that can be added with other colors without bad combinations are black, white, gold and silver. That is the reason that we have chosen precisely these colors. We show that in Figure 1.

Main Colors of the brand.

Black
The color Black is the color of authority and power. It creates contrast and presents a clear visual separation. Black is a representative neutral color and is associated with formality.

White
White, an inherently positive color, is associated with purity, virginity, innocence, light, goodness, heaven, safety, brilliance, illumination, understanding, cleanliness, faith, beginnings, sterility, spirituality, possibility, humility, sincerity, protection, softness, and perfection.

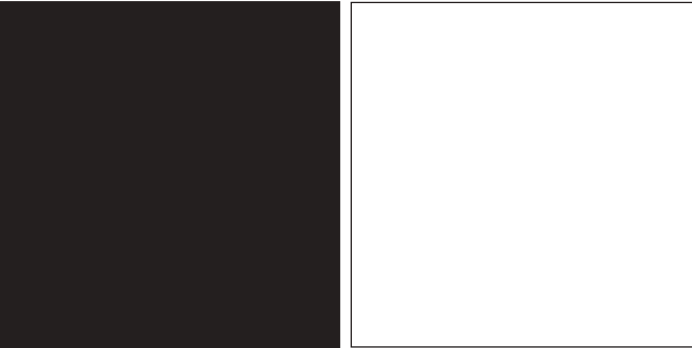
White strengthens the color black in creating a magnificent contrast.

We used **Black and White** colors in our style guide and interior its part of our DNA of Brainport Industries Campus Eindhoven.

Supporting Colors of the brand.

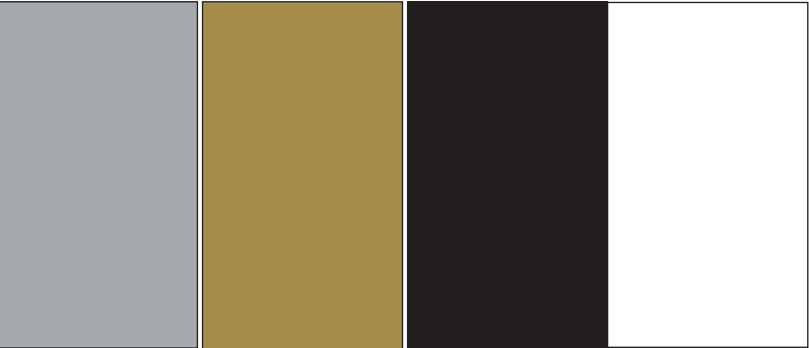
Gold/ Copper
Gold/Copper is a metal color that easily combines with all other possible colors, just like Black and White. Examples as shown on the page on the left side. Gold/Copper has been chosen as supporting and connecting color to symbolise the connection of the various communication items.

Silver/ chrome
Silver is a metal color as well, having the same benefits and functionality as the Gold/Copper mentioned above. This Silver creates a Hi tec look and feel.



Black

White

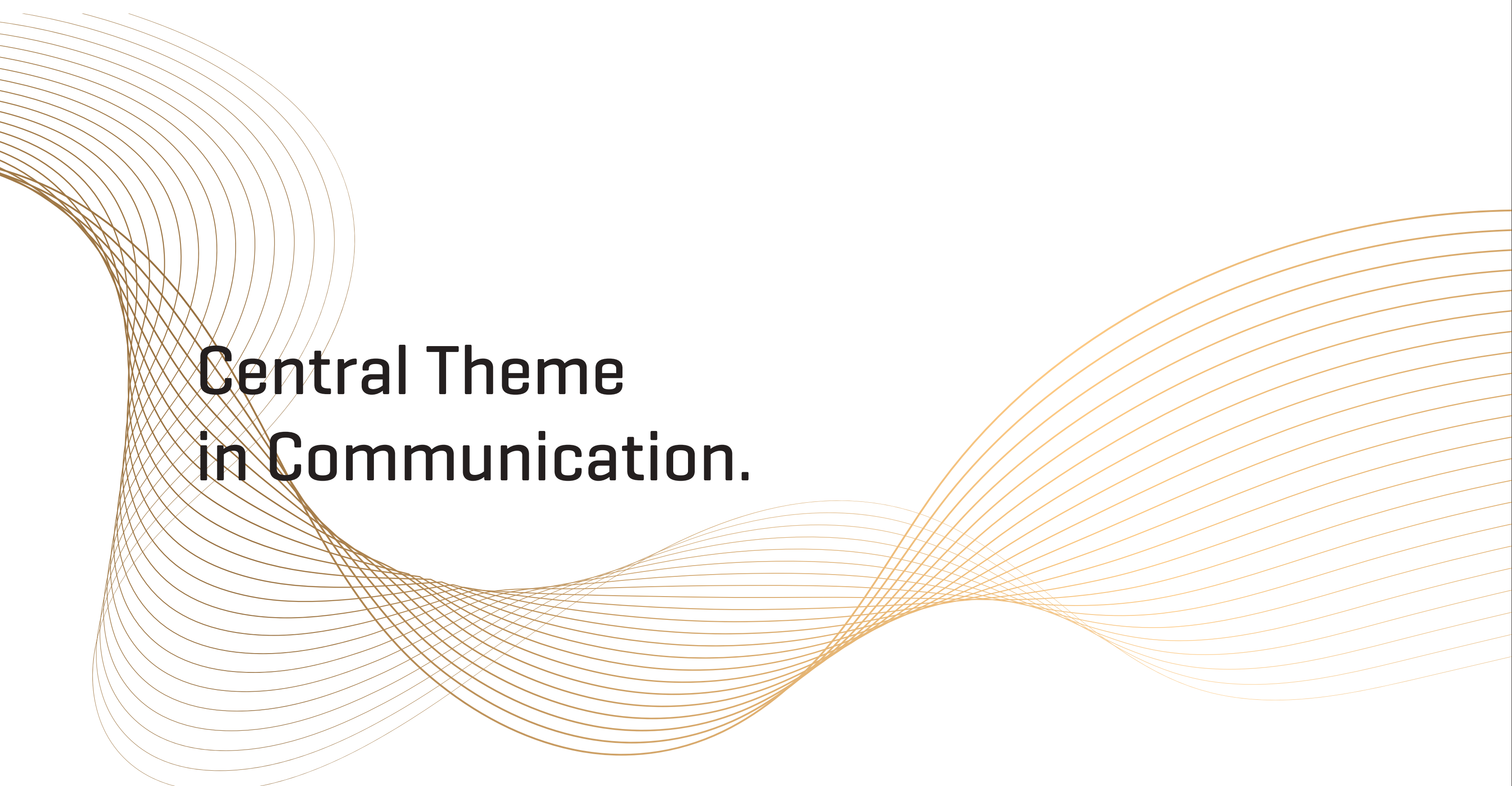


Silver

Gold

Black

White



Central Theme in Communication.

Style element C Gold/Copper wiring

Gold/Copper wiring stands for:

- Connection
- Electrical conduction
- Energy
- Movement
- Unity
- Organic shape
- Together
- Neutral
- Flow
- graphic enhancement
- to connect forms

Communicates:

- Brainport Industries Campus
- Part of Brainport Industries Campus
- Connecting theme in communication

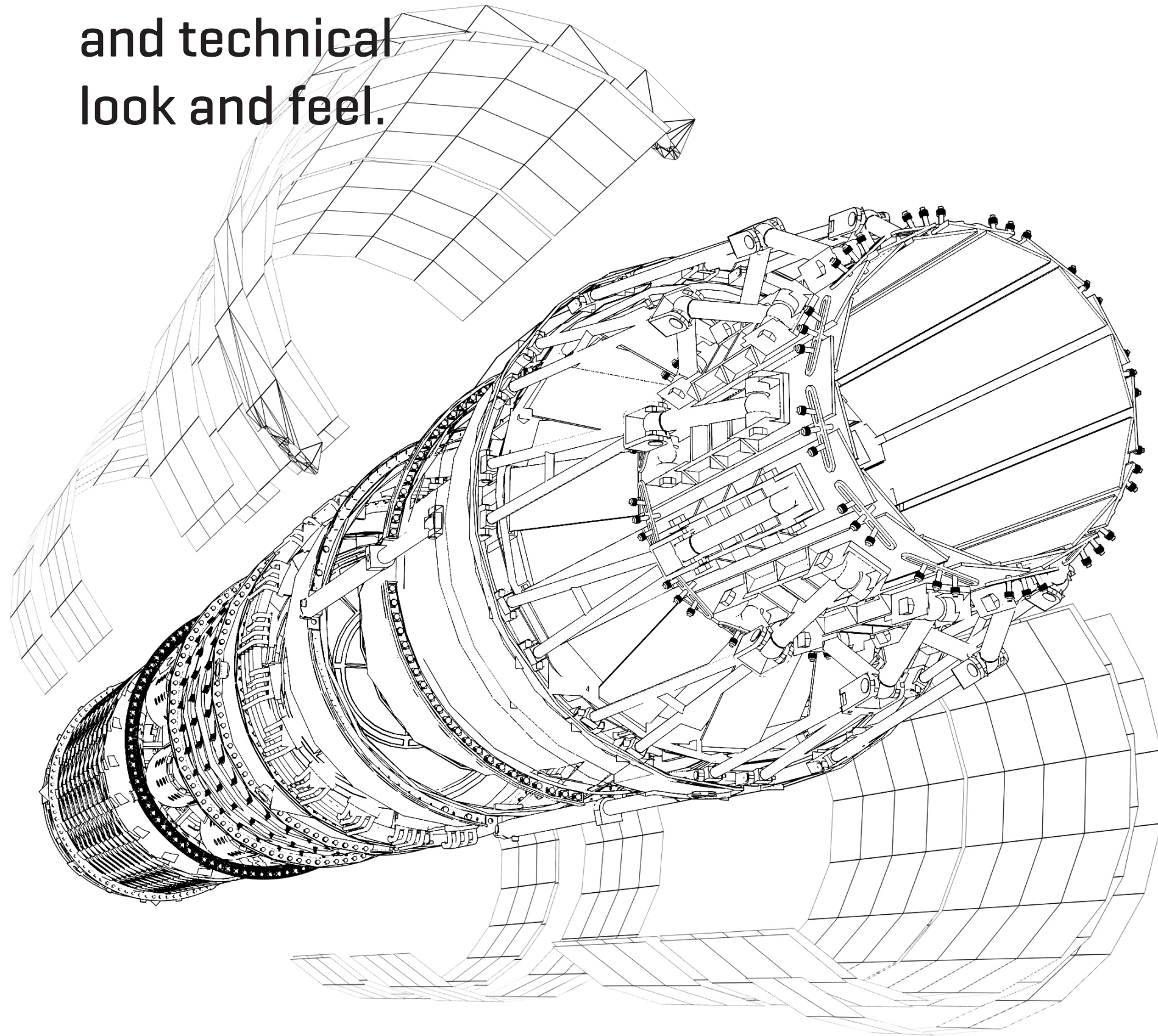
Gold/Copper wiring usage:

copper wires can be used freely, to enhance illustrations or to accentuate texts. Wires do not have to be coherent with each other and can be placed per window. Thickness of wires is free and depends on image or text,



Gold:
C32/ M35/ Y76 /B18

Blue prints
create an innovative
and technical
look and feel.



Style element D

Blue prints

Blue prints stand for:

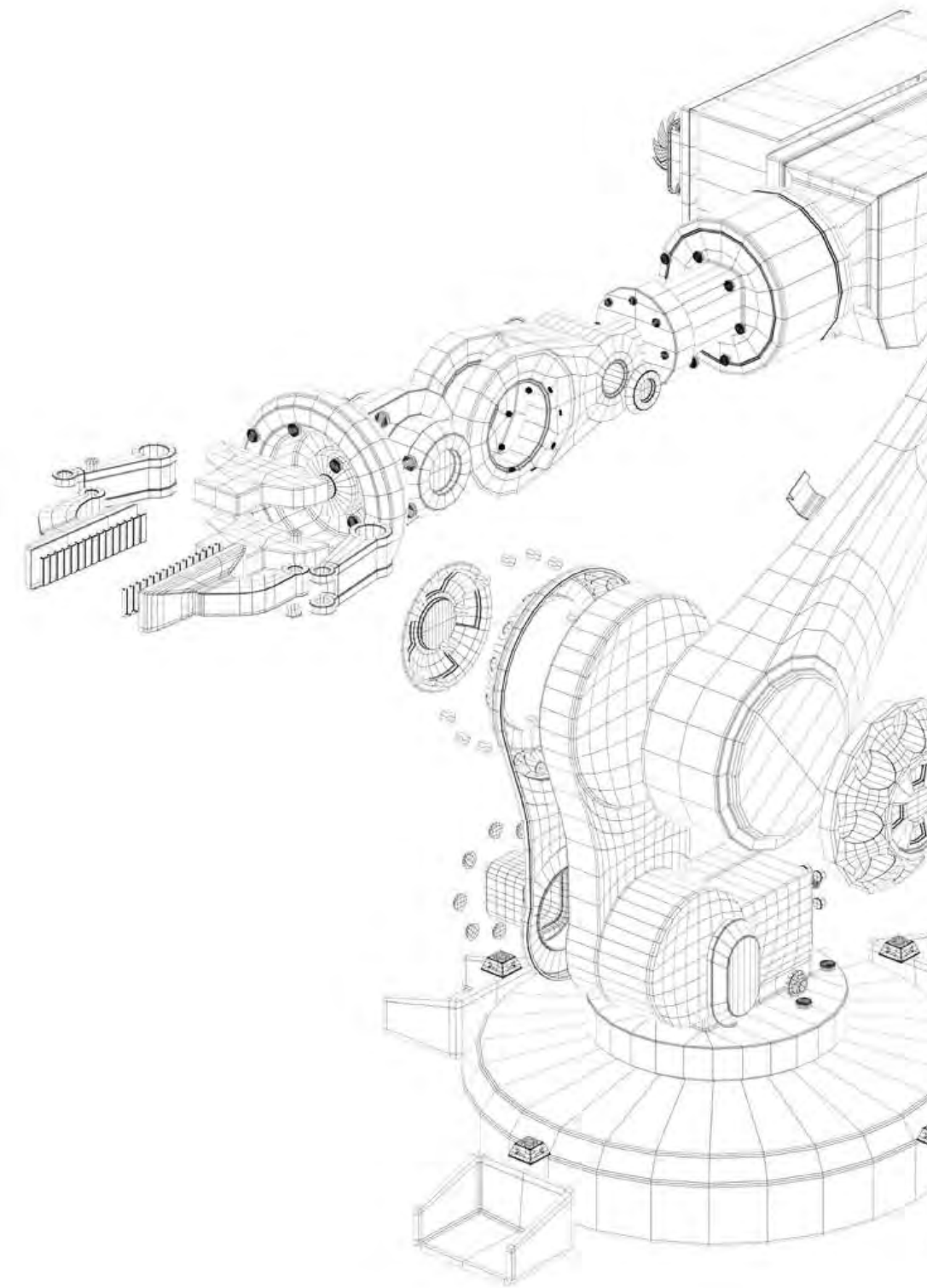
- Creation
- Design
- Singularity
- Own product
- Innovation
- Hi Tec
- Knowledge

Communicates:

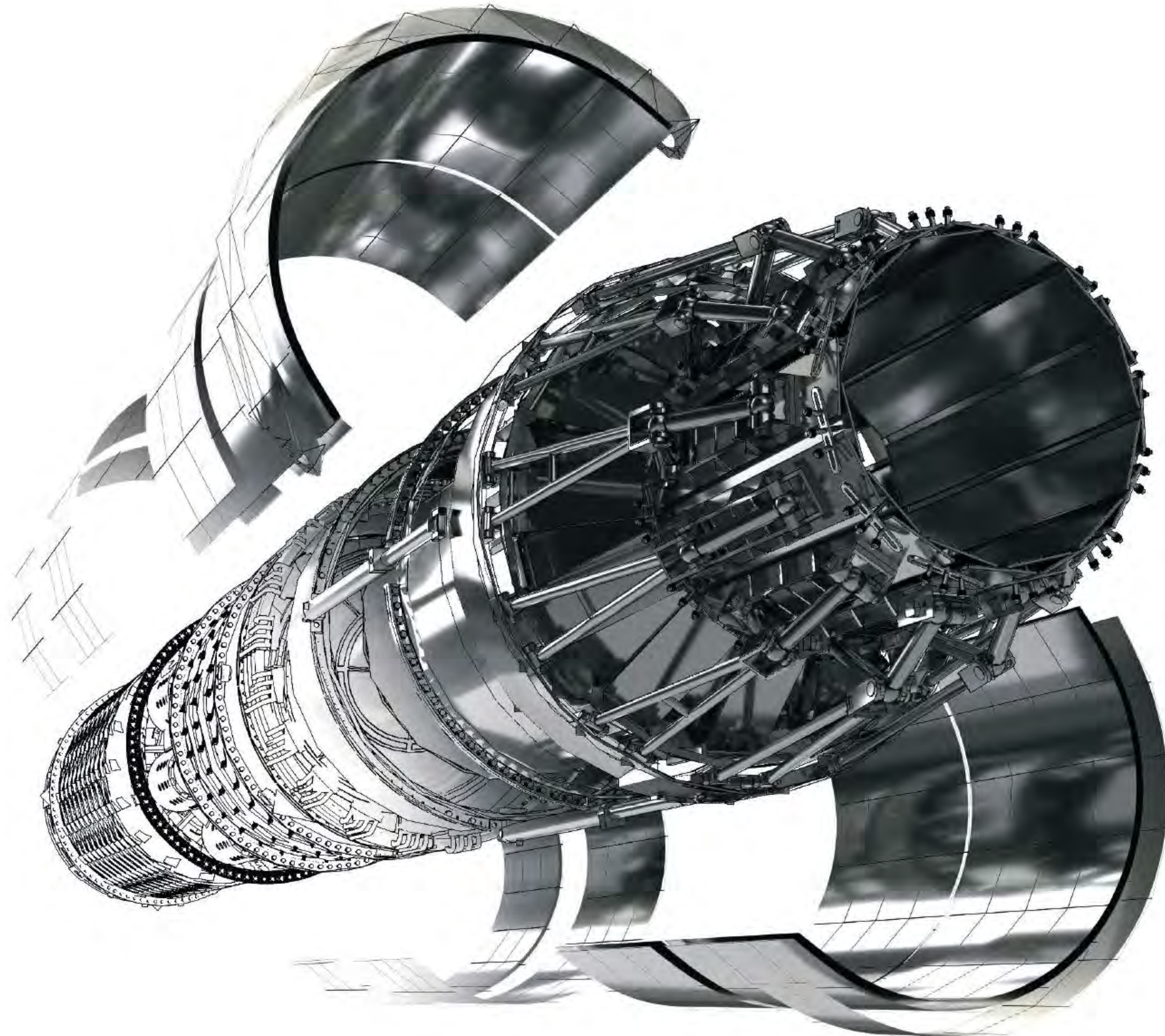
- Your product or service
- Brainport Industries Campus
- Part of Brainport Industries Campus
- Factory of the future

Story telling :

- Emphasise that all is made at Brainport Industries Campus
- your company is part of the Brainport Industries Campus
- Brainport Industries Campus to be part of this communication



Metal look enhances hi-tec
and gives a futuristic look



Style element E

Metal chrome look

Metal look stands for:

- modern
- Industrial
- futuristic
- Hi-tec
- Technology

Communicates:

- Brainport Industries Campus
- Part of Brainport Industries Campus
- Factory of the future

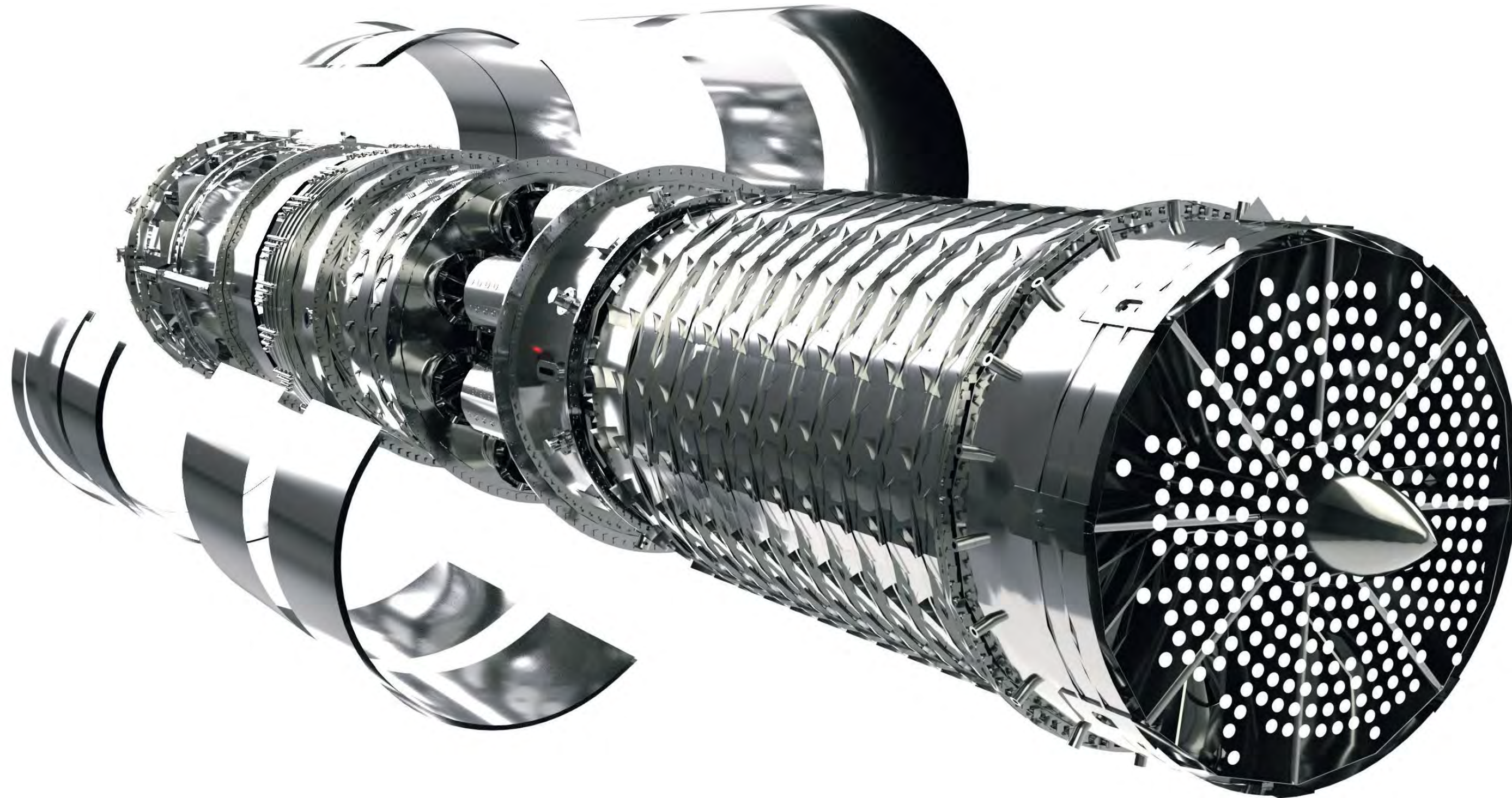
Story telling :

- Communicate Brainport Industries Campus
- Emphasise that all is made at Brainport Industries Campus
- Part of the Brainport Industries Campus
- Brainport Industries Campus to be part of communication



Silver/chrome

BIC picture trade mark in design reinforces the connection with each other.



Style element F logo in image

logo in image stands for:

- Communicate Brainport Industries Campus
- Emphasise that all is made at Brainport Industries Campus
- A part of the whole.
- Brainport Industries Campus subject connection
- increases homogeneity

Font: Geogrotesque Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Font: Geogrotesque Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Font: Geogrotesque Semi Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Style element G

Text used and typography

About this font family

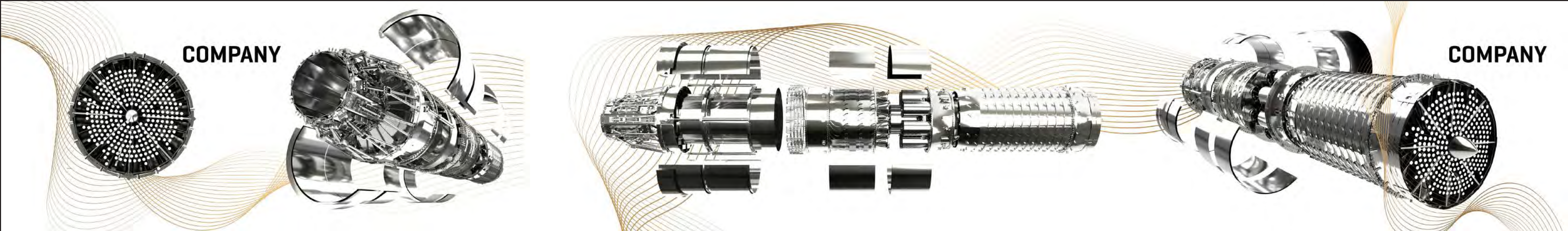
Geogrotesque is a semi modular with a subtle rounded finish typeface. All the characters are based in the same formal principle with its corresponding optical adjustments in order to adapt the system to an alphabet for texts. Although the type family has a geometric or “technological” construction, the rounded finish provides it a warm appearance, making the typefaces nicer and nearby.

Font styles

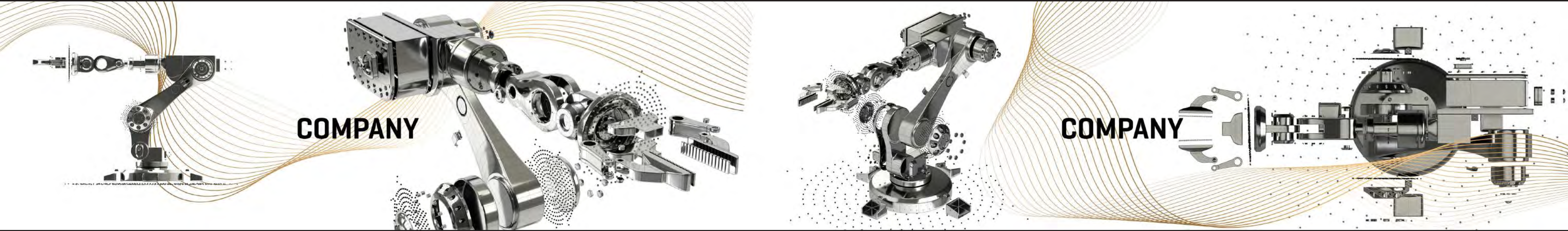
Geogrotesque has been conceived to be used as a display typeface in publications or intermediate length texts, most of all the regular and medium weights which were meant to be used in big sizes. The type family consists of 14 styles, we only used 3 styles **Regular, Medium, and SemiBold** Font it's available in Open Type format.

Aa Bb
Cc Dd

Example of signing
Company logo + Product [afterburner]



Example of signing
Company logo + Product [robot]



COMPANY



Fast, flexible, powerful



Style element H

Metal look company logo on wooden front



Measurements of the Metal look company logo

Logo's will be placed in the middle of the wooden facade on the length of the word, but will be in line with the scale of the facade
Height 55 cm, width depends on length of the company logo and will be adjusted to the facade

Logo will be for all parties in line with the general goals and visibility targets set by BIC and NoRoBo.

We will develop and produce the Metal look logos in collaboration with Summa college, to strengthen cooperation and involvement within Big, education, collaboration and knowledge sharing are core values of Brainport Industry Campus. It will also be cost efficient.

Company logo in chrome signig must be attached in the middle of the wood front





Style element I

Gold/Copper wire on transparent glass

Show what you do or make...

We also offer the possibility to give space to a presentation behind the glass. For example, to display something or view a production process. In this case we use the copper / gold wires.

These keep flow in the signing and connection with the rest of the signing. They emphasize that there is something here to present and / or admire. Hereby you may communicate as a company your product and / or function to the visitor within Brainport Industries Campus





Implementation

How to implement your design?

For Brainport Industries Campus NoRoBo has developed 5 types of signing opportunities. With this we honor the basic principle idea to create unity and homogeneity.

In respect of the various brands and company principles we realize one can have several ideas and wishes to transform identity in signing for Brainport Industries Campus. For your convenience you find below the basic transformation on the usage of signing guidelines for your companies.

5 variants of signing

Signing lay out proposal number 01
Example four window set up branding BIC proposal
Logo, visuals from own products, copper wire and BIC logo

Signing lay out proposal number 02
Example four window set up branding BIC proposal
Logo, slogan company or message, visuals from own products, copper wire, and BIC logo (when applicable due to distance regulation purposes)

Signing lay out proposal number 03
Example four window set up branding BIC proposal
Logo, slogan company or message, copper wire

Signing lay out proposal number 04
Example four window set up branding BIC proposal
white and copper wire

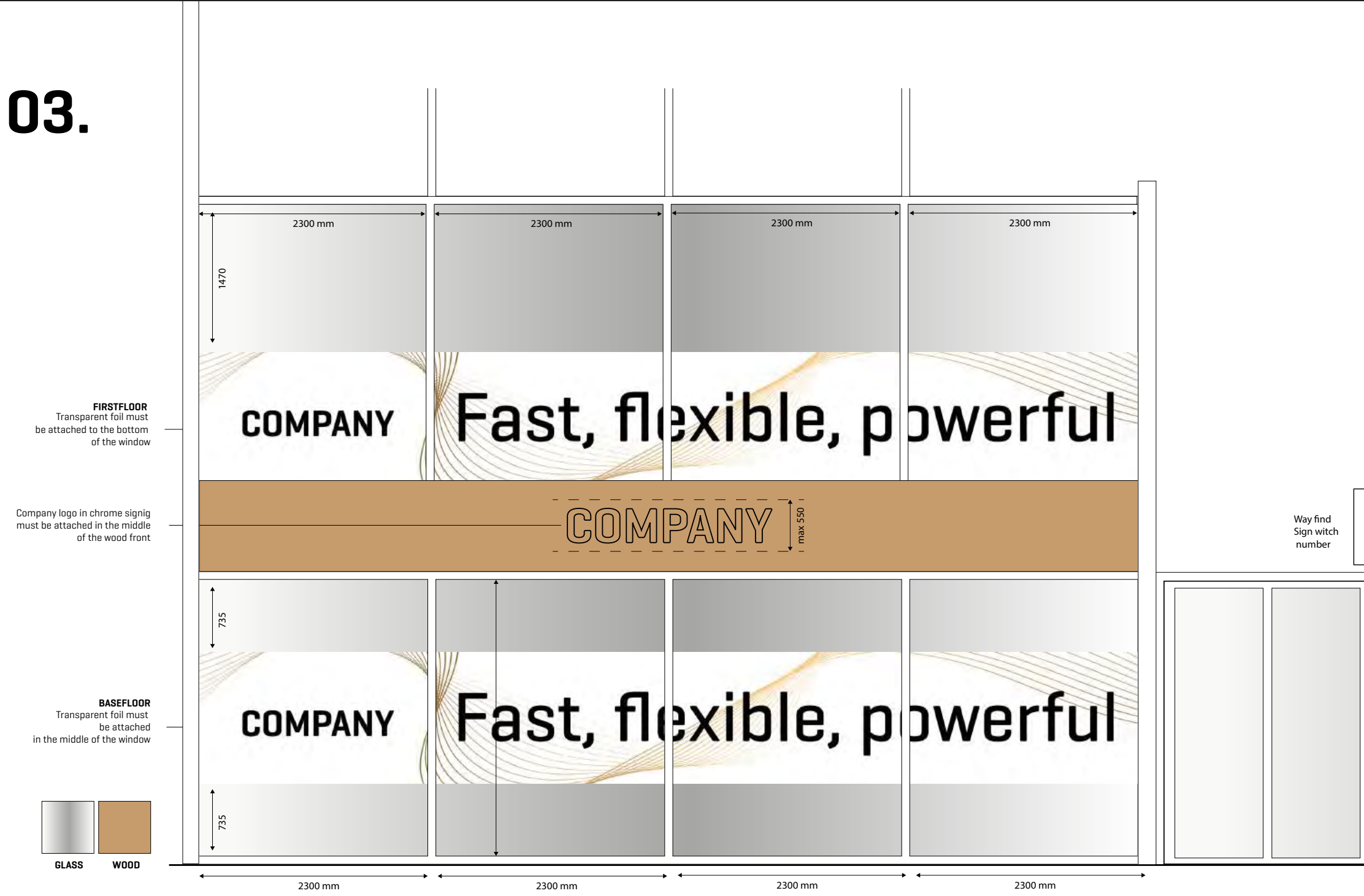
Signing lay out proposal number 05
Example four window set up branding BIC proposal
Copper wire only (transparent clear view), for 'showroom' purposes

The following pages provide examples of how your design can be applied to signing windows. we have 5 variants for the square windows and 5 variants for the small windows.



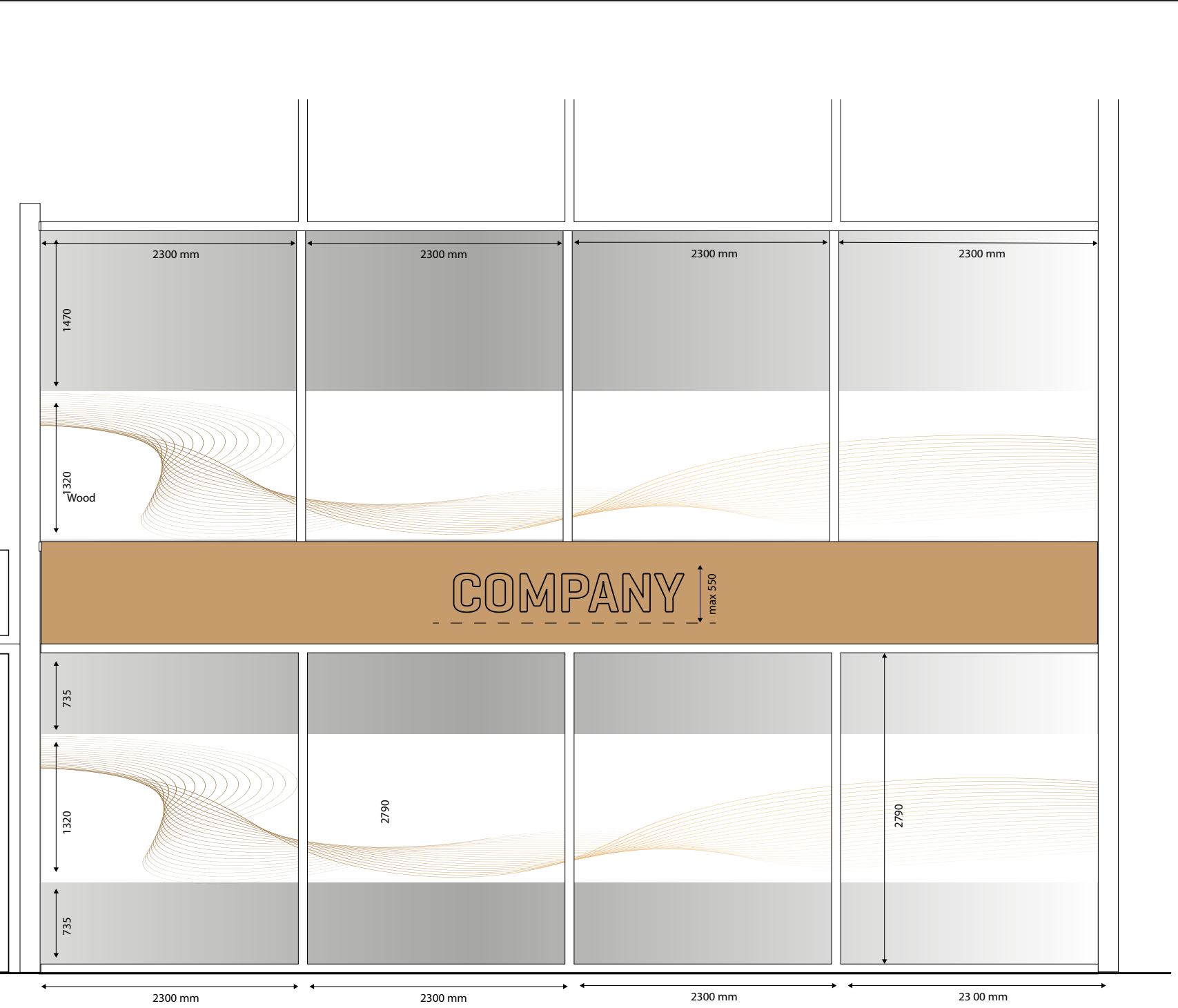
square windows
signing wil be placed as follow

03.



Signing lay out proposal number 03
Example four window set up branding BIC proposal
Logo, slogan company or message, copper wire

04.



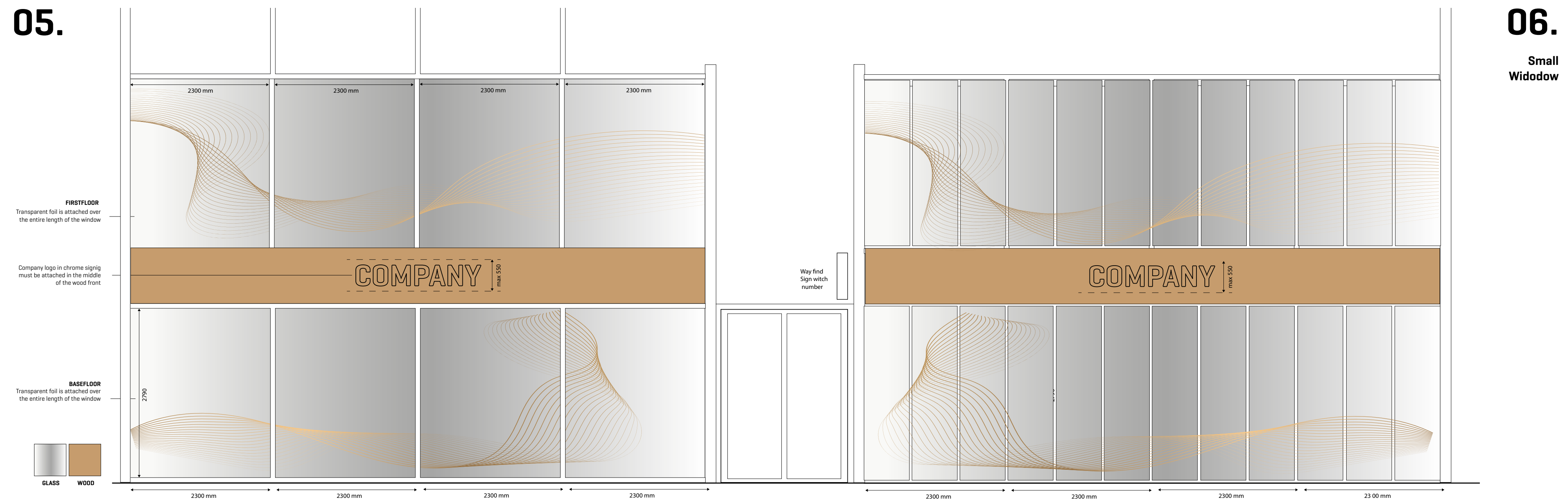
Signing lay out proposal number 04
Example four window set up branding BIC proposal
Copper wire only on white

Square windows

signing wil be placed as follow

Small windows

signing wil be placed as follow

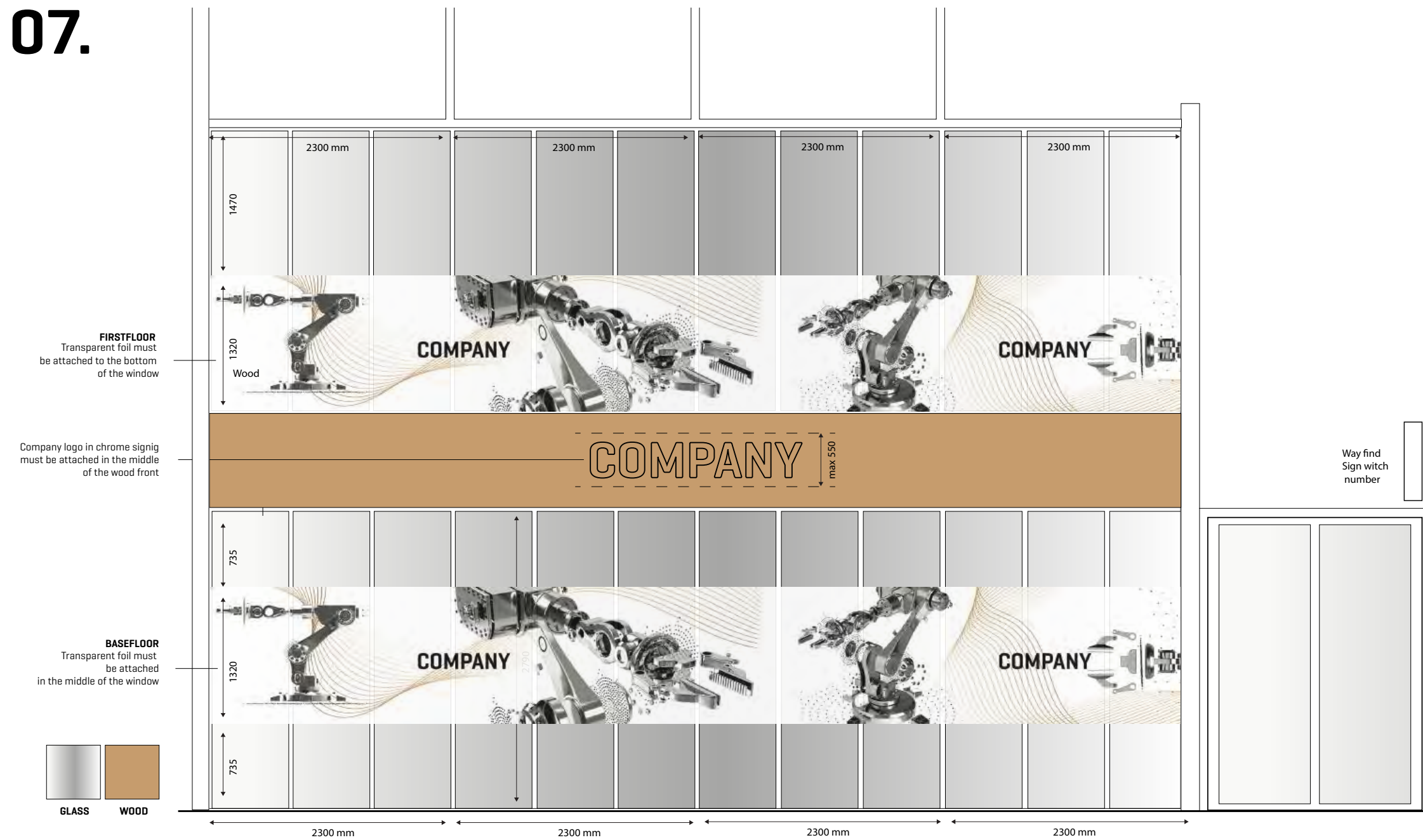


Signing lay out proposal number 05
Example four window set up branding BIC proposal
Copper wire only (transparent clear view), for 'showroom' purposes

Signing lay out proposal number 05
Example four Small windows set up branding BIC proposal
Copper wire only (transparent clear view), for 'showroom' purposes

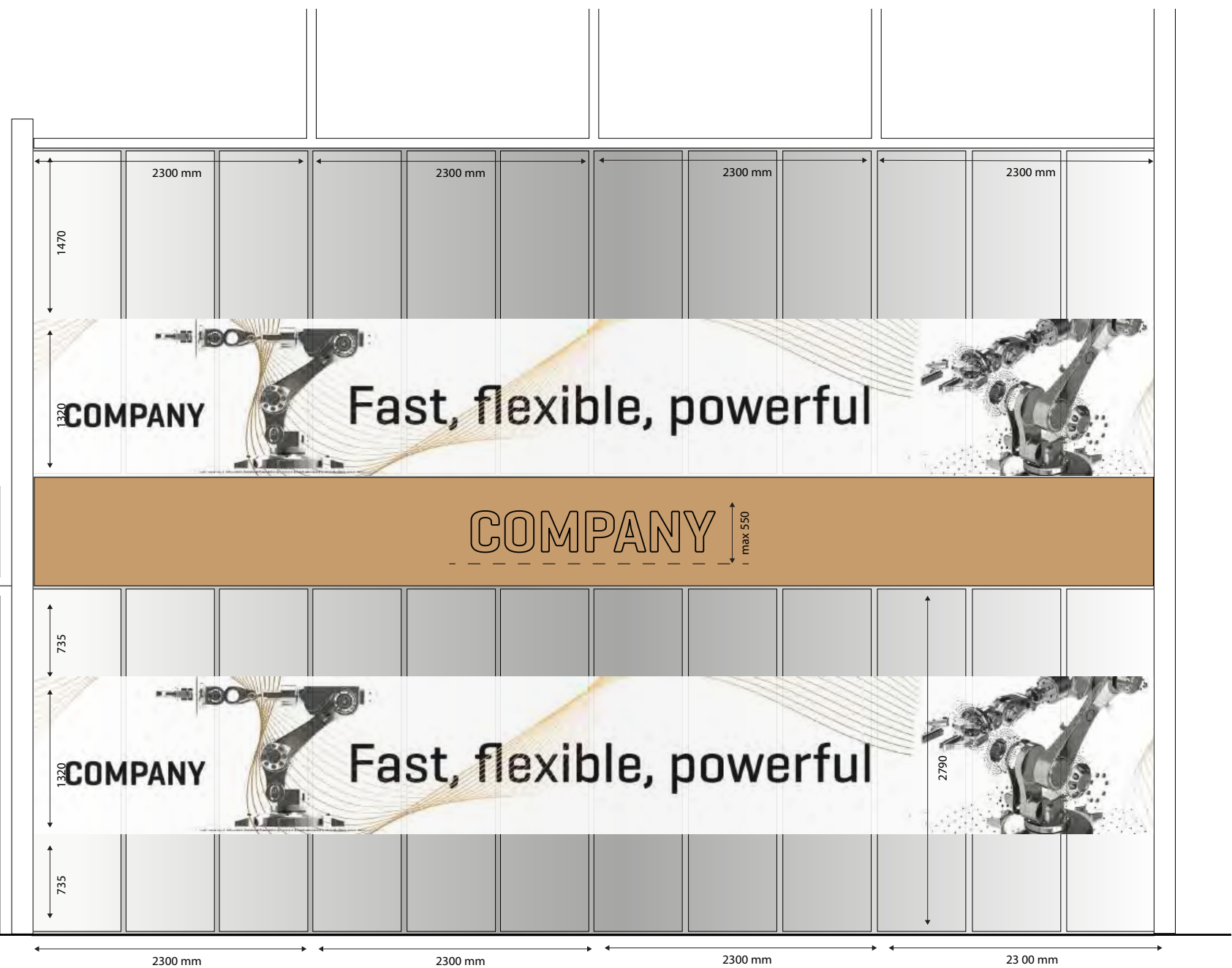
Small windows
signing wil be placed as follow

07.



Signing lay out proposal number 07
Example four small windows set up branding BIC proposal
Logo, visuals from own products, copper wire and BIC logo

08.

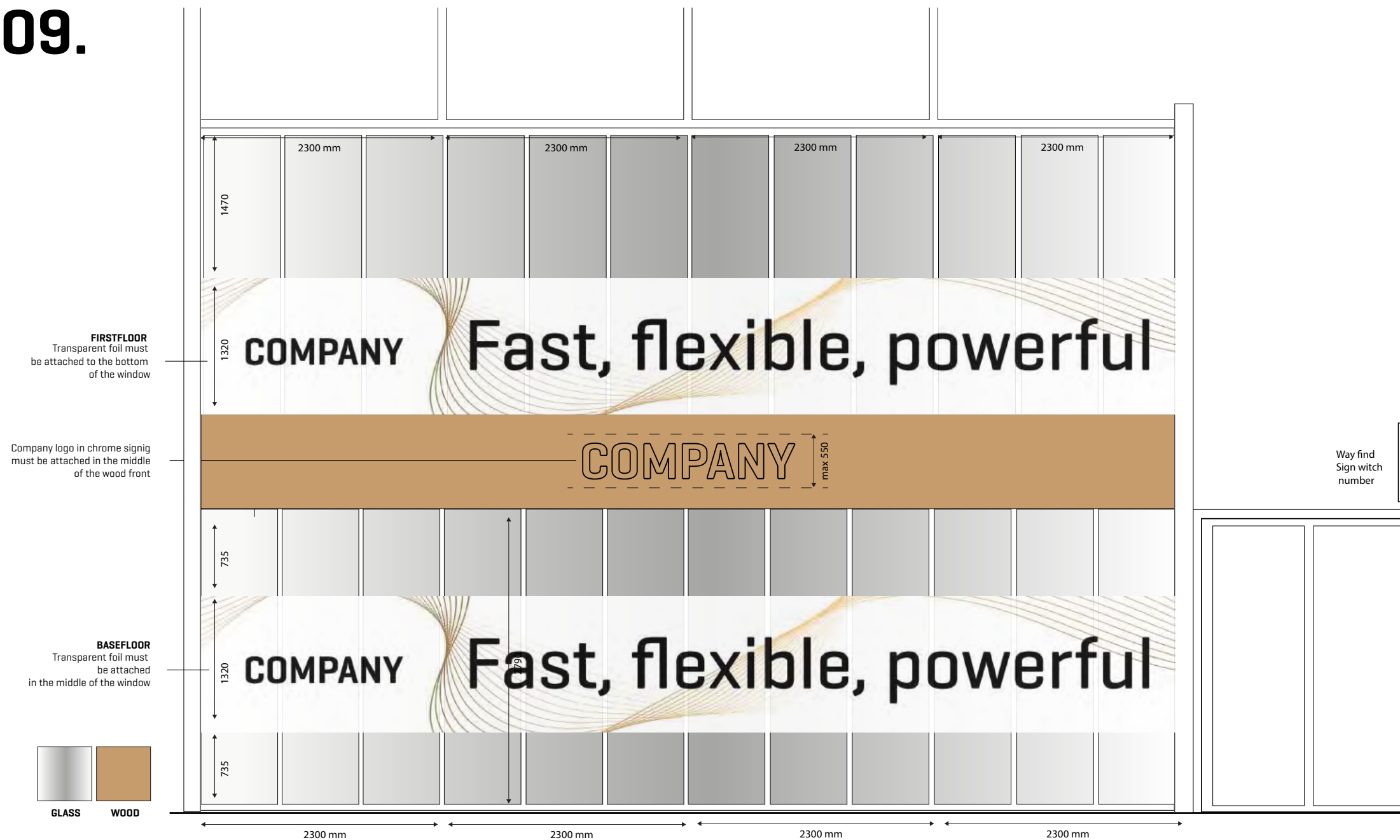


Signing lay out proposal number 08
Example four small windows set up branding BIC proposal
Logo, slogan company or message, visuals from own products, copper wire, and BIC logo

3

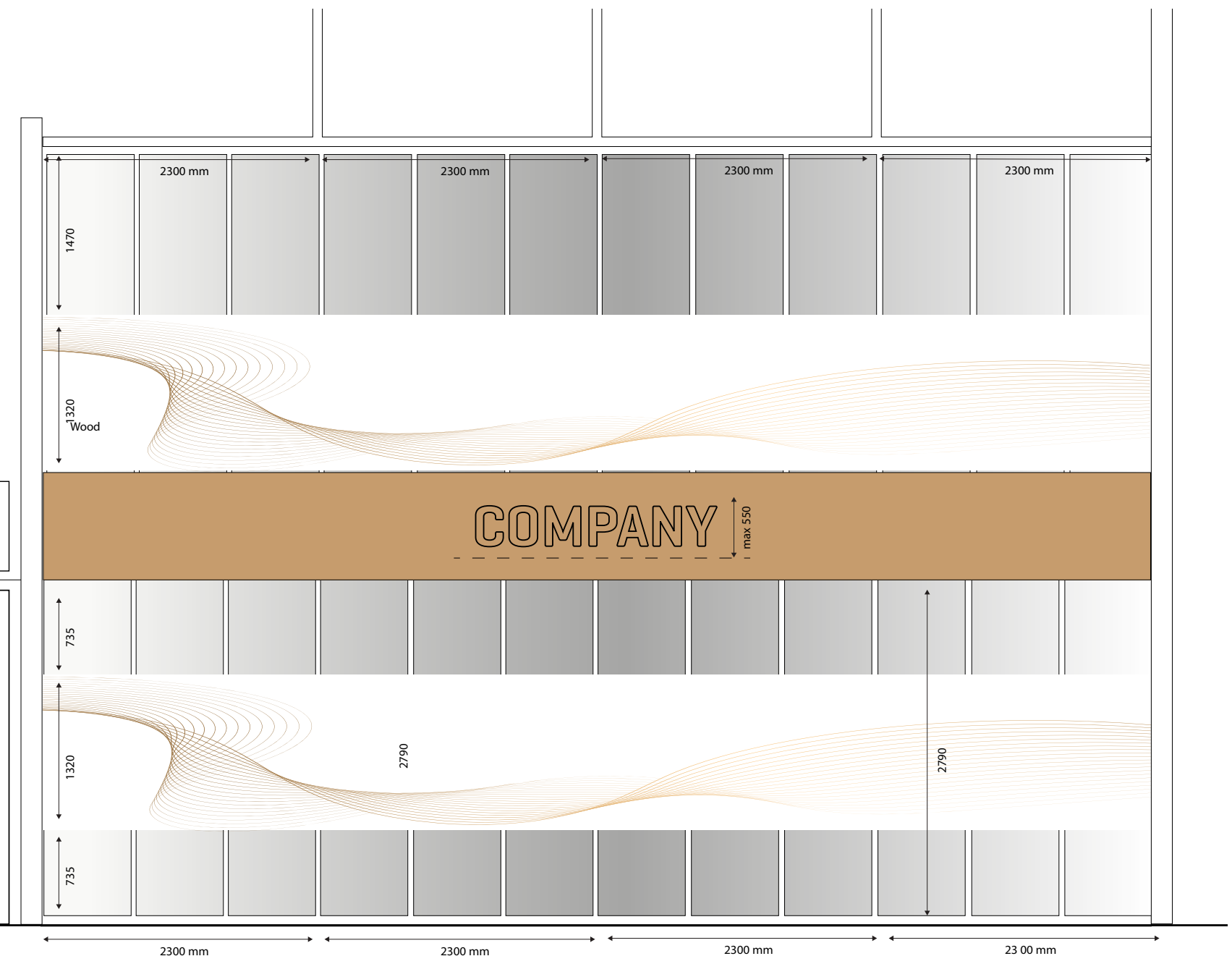
Small windows
signing wil be placed as follow

09.



Signing lay out proposal number 09
Example four window set up branding BIC proposal
Logo, slogan company or message, copper wire

10.



Signing lay out proposal number 10
Example four window set up branding BIC proposal
Copper wire only on white



Creation

How to create your personal signing

The production and assembly of indoor and outdoor signage. We have chosen to work with XXXXXX . This company has been carefully chosen by Norobo and Brainport Industries Campus. specifically for their quality, price, service and speed.

7 steps for succes

1. getting acquainted & inventarisation
2. we provide you with a tailor-made quotation
3. we present your company a clear visual and set up for your signing
4. approval quotation and design (test pdf) , followed by the agreed invoice from NoRoBo
5. production and assembly signing
6. Norobo checks delivery
7. Quality check and evaluation of the delivered product by NoRoBo and client

To achieve a high-quality signing NoRoBo will proactively make an appointment to identify what each companies wishes are. We will also immediately identify what is digitally present, such as logo, product and or service; which slogans you would like to see coming back in to the signing approach. We will define how many windows you want to have

signing on.
We will quote you in detail for the signing proposed. after approval we will make a visualization and present it to you. When all is agreed upon, we will take the final approved design to production and realization.

NoRoBo, one stop shop for creation until realization

Please keep in mind that delivery time of the approved design and quotation, will take about two weeks to complete production. Signing will be placed right after this period..

We will check everything together with you and if you have any other wishes we are ready. Signing can only be ordered from NoRoBo, only in this way we can assure quality and unity to be of the standard agreed upon.

All our work will be done according to our terms of delivery [included with quote]



Production

How to produce your signing

The production and assembly of indoor and outdoor signage. Doing with XXXXXX this company has been carefully chosen by Norobo and Sdk. on quality price service and speed.

7 steps to success

- 1) getting acquainted & inventarisation
- 2) we make a tailor-made quotation
- 3) talk to you through a lead time
- 4) approval quotation and design (test pdf)
- 5) production and assembly signing
- 6) Norobo checks delivery
- 7) service check together with producer, NoRoBo and client

To achieve a high-quality signing. NoRoBo will proactively make an appointment to identify what each company wishes are. We will also immediately identify what is digitally present, such as logo, product and or service. which slogans you would like to see coming back, but also how many windows you want to have signing on. Then we will make you an offer for the work. after approval we will make a visualization and present it to you.

We will completely relieve you,

After approval of the design we will arrange the production and confirmation, you will be clearly told when it is confirmed please keep in mind that this will take about two weeks to complete.

We will check everything together with you and if you have any other wishes we're standing by to help you.

Signing can only be ordered by NoRoBo, only in this way can quality and unity be guaranteed.



Call sheet

if you have any questions, wishes or need help

For creation production signing and way finding or
all other related questions.

NoRoBo
Patrick Vorstenbosch
Strategie / Account management

+31 6 38 91 77 75
Info@norobo.nl

Dimitri Schouten
Art director / designer

31 6 37 64 67 24
diem@norobo.nl

Remarks

- The brand and guideline book will be connected to article 5 of ROS.
- All images and impressions are to illustrate the proposed and are part of the set up and impressions of the idea and concept of NoRoBo.
- All rights are reserved, Copy right items. Registered with NoRoBo Creative Design.
- No rights or liabilities to be claimed with or via these images and guidelines.
- Way finding guidelines will be added to these guidelines when approved and ready.
- Signing and communication tools and guidelines will be added when approved and ready.

