

# BRAND GUIDELINES FOR DISTRIBUTORS & END USERS

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# BRAND PROTECTION AND INTELLECTUAL PROPERTY

Tricoya® Technologies trademarks - the unique words, logos, slogans, packaging and labelling designs - together identify Tricoya® as our principle trademark. This name distinguishes our product and ensures our partners, licensees and customers that the Tricoya® they buy is genuine.

Tricoya® and the Trimarque device are registered trademarks owned by Accsys Technologies ("Accsys"), the trading name of Titan Wood Ltd.

Trademark and related laws protect our Tricoya® brand from counterfeiting, decoding and other attempts to unlawfully extract benefit from the goodwill of our Tricoya® brand. Similarly, copyright protects our communications, unique marketing messages and websites.

Our trade secrets, including our recipes and operating processes, price lists and licensee and customer lists, enable us to offer consumers unique products. Our patent fillings seek to prevent other companies from using our unique formulae, production methods and products.

Tricoya® Technologies Limited is a subsidiary of Accsys Technologies and is part of the Accsys Group. Tricoya® Technologies has exclusive rights to exploit the Tricoya® brand.

Tricoya® Technologies reserves the right to inspect all materials and goods to ensure compliance with these Brand Guidelines. Tricoya® Technologies also reserves the right to take action as necessary to ensure compliance.

These guidelines have been produced for adherence to by authorised parties – including partners, licensees, customers and their customers - who wish to promote Tricoya®. They provide a framework for the visual communication of Tricoya® to achieve a strong, consistent image, both when Tricoya® is communicated as an independent identity and when it is promoted in conjunction with partner logos.



# THE TRICOYA® BRAND

Tricoya® acetylated wood elements (including panels, chips, fibres and particles) are a revolution in modified wood fibre technology. Tricoya® is widely recognised as the gold standard for high performance wood based materials, which can be used in the manufacturing of external use panel products, opening up new markets.

The application of acetylation technology to wood ingredients for use in a vast array of wood composite end products is set to create new, high performance solutions that will inspire creativity, confidence and open up new markets for manufacturers.

The values that the Tricoya® identity encompasses are relevant to everyone, from the pioneers of the product, to partners, shareholders, licensees, customers and, ultimately, to end-users. They offer reassurance of quality and reliability and, if all related products

and communications carry the brand consistently, everyone in the chain can be safe in the knowledge that they are dealing with the genuine product.

Everyone involved has a part to play. Every message or visual signal we send out influences people's views of Tricoya® acetylated wood elements. We will all benefit from living up to the brand and creating the right impression.

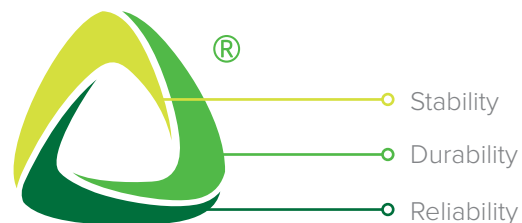
With careful guidelines and control, Tricoya® will be recognised and valued the world over.

'Tricoya' is a distinctive name which conveys a sense of individuality, heralding a brand that is quite different from anything that has come before - wood elements that perform better than any other known fibre.

International language checks and trademark searches on the name and logo have been undertaken and it has been registered in many countries across the world.

## The Tricoya® trimarque device

The unique, specially drawn Tricoya® namestyle is always shown in a unit with the distinctive 'Trimarque Device' – three interlocking pieces that signify three key attributes of the brand:



## When the sections are brought together in the Trimarque Device the whole device signifies:

- **Sustainability** - the use of fast-growing wood species from well managed forests
- **Environmental Compatibility** - non-toxicity, recyclability
- **Life Cycle** - from seed, to tree, to sawmill, to Tricoya® wood elements, to end panel, to re-use as wood fibre or as a source of embedded energy



# TRICOYA® BRAND VALUES

The way in which the Tricoya® brand is communicated is influenced by its practical and perceived values. All Tricoya® communications should take into account the following values:

## **Premium**

Tricoya® is a high quality product offering the very best in wood performance – this is why all communications should be of the highest quality and consistency. This will, for example, influence the tone of voice and the quality of paper used for printing.

## **Confidence**

Tricoya® is the leader in its field and is produced from a proprietary process that has been meticulously researched and developed over many years. Communications should be stylish, consistent and authoritative.

## **Strength**

The Tricoya® brand has many strong performance credentials and strong and distinctive branding.

## **Trusted**

Tricoya® can be trusted in many ways - to perform to the highest standards, to be sourced from certified, sustainable forests, to be non-toxic and to be completely reliable. The preferred use of FSC® paper for print reflects this value.

## **Contemporary**

A durable, stable and sustainable wood that meets today's demands for performance and sustainability. The Tricoya® brand has a contemporary, distinctive look that differentiates it from other panel products.

## **Directness**

The branding has clean lines and a clear message. Communications should be clear and direct, imparting information in a language that can be easily understood.

# THE TRICOYA® IDENTITY - LOGO

Full colour logo



Mono Version



Logos for use on PCs & Macs and for design agencies and/or printers are available in JPEG, EPS and GIF formats from [marketing@tricoya.com](mailto:marketing@tricoya.com)

Full colour logo in use



# BRAND PROTECTION

In order to ensure that our brands are always correctly represented - please ensure that the following instructions are observed.

## Clearance zone



Must always have the space either to the left or right to the width of the 'a' from the logo and no less than 5mm.

## Position



Top corner, normally on the left but can also be used on the right.





# TONE OF VOICE

There's a lot to talk about with Tricoya®. But its ground-breaking nature is what we shout loudest about.

With Tricoya® having been cleverly developed to be more stable and durable, our tone should always be intelligent and informative to reflect this new breed of MDF's innovative nature.





# COLOURS

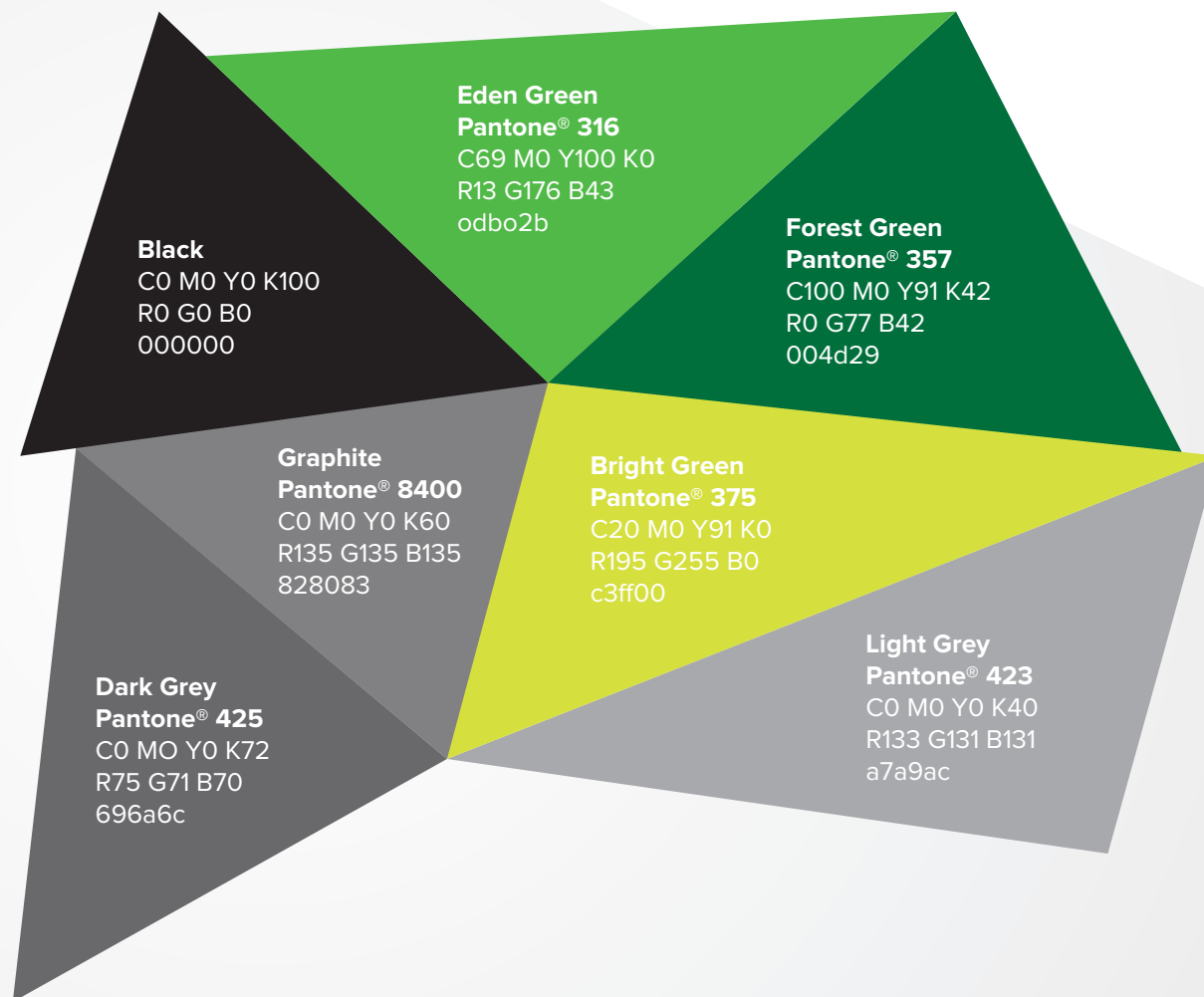
Use best endeavours to create Tricoya® marketing collateral using the principal colours which are black, white and three shades of green. A secondary palette of colours is available to allow maximum flexibility and creativity. The silver is chosen to communicate the technology and forward-thinking nature of the brand.

The colours shown on these pages and throughout these guidelines should not be used for colour matching, nor are they intended to match the Pantone® colour standards.

In corporate communications, Black, Forest Green, Eden Green, Bright Green and White must be used for the principal logo colours. Wherever possible the greens should be printed as Pantone® colours.

To complement and enhance the primary brand colours, there is a secondary colour palette for use in corporate and marketing communications. This consists of Dark and Light Grey, which should be used as accent colours in design layouts (e.g. in the first paragraphs of text sections as per this document).

Where possible the metallic Silver Graphite Pantone® 8400 should be used in professionally litho printed pieces. Please note that in printed pieces on uncoated or recycled stock, the metallic ink will sink into the stock and will appear as a subtle sheen.



# TRICOYA® TYPEFACES

Unless otherwise approved in writing by Tricoya® Technologies, partners should create Tricoya® Marketing collateral using Neo Sans typeface for headlines and intro paragraphs. Neo Sans has been commissioned for its appearance and personality, chosen to tie into the whole brand essence. Neo Sans & Proxima Nova should be used consistently in all printed Tricoya® marketing communications unless otherwise specified and may be used by third parties. Straplines must always appear in Neo Sans.

Neo Sans should be used in all professionally printed materials and any documents produced as PDFs. If it is not possible to use Neo Sans, the default font is **Tahoma**, e.g. in the case of digital email communications and emailable documents, **Arial** should be used for HTML body copy and websites.

## Headline typeface

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# NEO SANS LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789  
abcdefghijklmnopqrstuvwxyz (.,:!"?\*&)

## Intro para typeface

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# NEO SANS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789  
abcdefghijklmnopqrstuvwxyz (.,:!"?\*&)

## Body copy typeface

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## Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789  
abcdefghijklmnopqrstuvwxyz  
(.,:!"?\*&)

## Proxima Nova Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789  
abcdefghijklmnopqrstuvwxyz  
(.,:!"?\*&)



# FEATURES & BENEFITS ICONS

A number of icons have been developed to communicate key performance benefits of Tricoya®. Not all icons need to be used. These are especially useful as summary tools on point of sale material and brand literature. Each icon illustrates a key product attribute or attributes as outlined below.

There are nine primary icons and these should be used in the order as specified below. The accompanying descriptor for the logo should appear in upper case. The icons can be used with or without the description text, as needed.

Tricoya® and its manufacturing customers and distributors can adapt the current and develop more benefit icons to positively promote the high performance of Tricoya® with approval from TTI marketing team.

## Icons



### DURABLE

Longer lasting, perfect for outdoor use or wet (interior) environments



### 50 YEAR WARRANTY

Peace of mind with a 50 year Tricoya warranty above ground and 25 years in ground



### DIMENSIONALLY STABLE

Swelling and shrinking dramatically reduced



### DESIGN FREEDOM

All the design, fixing and machining flexibility of medium density fibreboard



### LOWER MAINTENANCE COSTS

Extended periods between exterior coatings maintenance



### IDEAL FOR COATING

Improved stability and durability enhances the service life of the coating. Damaged coating will not affect the panel warranty



### FUNGAL RESISTANT

Effective barrier to fungal decay



### SUSTAINABLY SOURCED

Sustainably sourced FSC® certified



### NO ADDED FORMALDEHYDE

Tricoya® complies with CARB 93120 for Phase 2 and NAF requirements

## PROPRIETARY TECHNOLOGY

To ensure greater flexibility, more copy lines can be developed for specific situations and marketing campaigns.

In order to protect and promote the interests of Tricoya® Technologies, any marketing or promotional material, as well as instructions or other information documentation supplied with any licensed products must incorporate the Trade Marks and include a notice stating that: "This product has been manufactured using technology licensed from Tricoya® Technologies Limited (TTL) under patent/patent application. See [www.tricoya.com](http://www.tricoya.com) for details".

Other specific requirements as may be agreed under contract with Tricoya® Technologies must be followed wherever appropriate but must include a reference to TTL's proprietary technology.

In future marketing campaigns there should be a reference to the unique innovation of Tricoya® Technologies' acetylation technology within product brochures, literature, websites and press releases. It is recognised that on smaller marketing items such as product samples and Twitter mentions this reference may not be possible.

"These Tricoya® panels are produced using proprietary intellectual property under licence from Tricoya® Technologies Limited."

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"The Tricoya® Technologies and Accsys Group proprietary technology used to produce Tricoya® products is based on wood acetylation, a process that has been studied by scientists around the world for more than 90 years"



# PROTECTING THE TRADEMARKS AND COPYRIGHT

**YES** To protect the Tricoya® brand, there are a number of points that must be kept in mind at all times. To keep communications consistent and accurate please note the following:

## Trademarks

Always state ownership of trademarks by using the following:

- Tricoya® and the Trimarque Device are registered trademarks owned by Titan Wood Limited, trading as "Accsys Technologies", a wholly owned subsidiary of Accsys Technologies PLC.
- The trademarks Tricoya® and the Trimarque Device may not be used or reproduced without written permission from Accsys Technologies.

Always ensure that the ® symbol appears to the right of the Trimarque Device when using the logo.

Always refer to Tricoya® acetylated wood elements with specific reference to panel(s), chip(s), fibre(s) and particles as appropriate and where possible and logical in text.

Always use Tricoya® (with trademark symbol in superscript) throughout text. It is possible and simple to set your Word documents up so that Tricoya® always appears as shown here, with the ® symbol, using AutoCorrect.

## Copyright & URL

Always ensure that all communications and images belonging to Accsys Technologies carry the © symbol and year in the footnote recognising the copyright ownership:

Accsys and Accsys Technologies is the trading name of Titan Wood Limited.

Always use the font Neo Sans Regular for the URL (see page 11).

**NO** The brand mark has been created as specially drawn digital master artwork and must never be modified in any way. The mark does not exist as a typeface:



Do not separate the logo from the Trimarque.



Do not try to re-draw it or separate or adjust any elements of it.



Do not make any additions to the logo which would distract from its integrity.



Do not attempt to create your own brand message versions.



Never use the mark as part of a phrase or sentence.



# MADE WITH TRICOYA®

The 'Made With' logo can be considered when a generic brand has been created and the final external exposed product is manufactured out of Tricoya® and other value enhancing components.

For example, the 'Made With' logo could be used for joinery, cladding, decking and other moisture exposed end-products. The 'Made With' logo should be prominently positioned in the marketing communications, and only used with written approval from Tricoya® Technologies. Contact [marketing@tricoya.com](mailto:marketing@tricoya.com) for assistance with marketing ideas.

Logo



20mm / 76px

Minimum size





# MARKETING COLLATERAL

Here are some examples of Tricoya® branding. Please refer to these examples when creating any Tricoya® collateral.

Roller banner

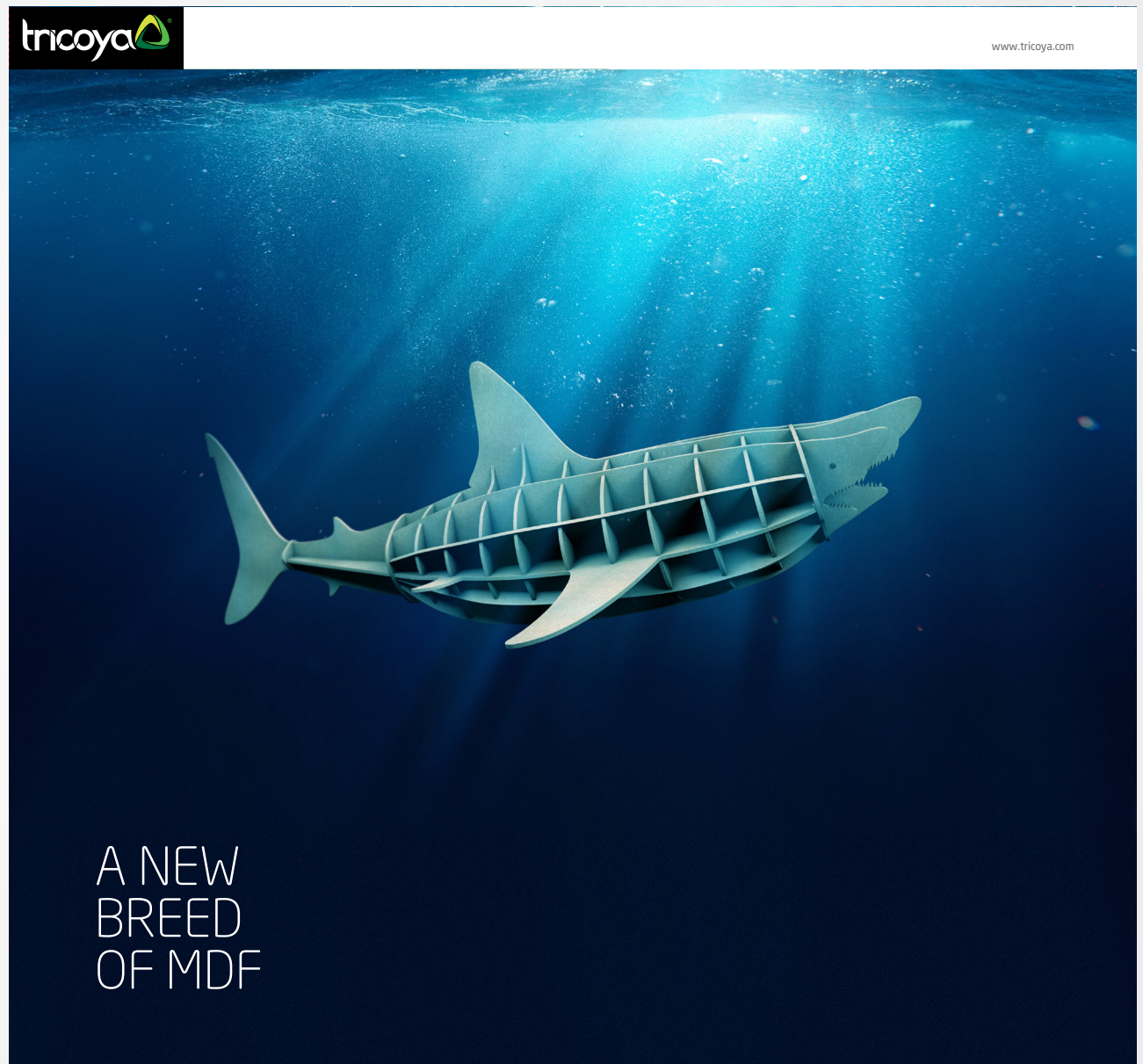


Advert



# MARKETING COLLATERAL

Key visual





# MARKETING COLLATERAL



[www.tricoya.com](http://www.tricoya.com)



A NEW  
BREED  
OF MDF

Key visual



# MARKETING COLLATERAL

Key visual

