



# SEGURO

The Water Valve Experts

## Brand Guidelines

*MKT-0021 - R004/2021*

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# Introduction

**Seguro** is a leader in the creation of industrial valves for the water industry. We create high-quality valves for water and wastewater management.

**Seguro** began as a single-product brand in the 1970s, making a rubber-sealed gate valve. We joined the FluoroSeal group in 2018, and now make a range of valves and complementary products for municipal and industrial clients.

The word *seguro* means safe in Spanish, and that's what we provide for our customers: safety, reliability and quality.

**Our mission** is to work in partnership with our customers to help them achieve their goals. Providing them a full range of standard and customized industrial valves, manufactured to the highest quality standards and delivered for the best possible value.

We will constantly innovate and improve, creating durable, reliable, low-emissions valves.

**Our vision** is to be a world-leader in the creation of innovative, low-emissions industrial valves by creating products that help our clients reduce their environment impact.



## Our Core Values

# Brand Identity & Communication



# Brand Identity

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Our brand identity is the associations we want our stakeholders to have with Seguro. Our identity reflects our values, demonstrates our commitment to meeting industry challenges and drives brand building.

We share key values with the rest of the FluoroSeal group.

**We are pioneers.** We innovate. We develop new technologies, methods, designs and business models.

**We have global expertise.** We understand global megatrends, including climate change and the need to supply water to an ever-growing population. We act locally and globally to create positive change.

**We have enthusiasm.** We believe in what we do and are enthusiastic about it. We are proactive. We produce high-quality valves and offer outstanding customer service.

**We strive for excellence.** We understand our customers' needs and provide performance-oriented solutions to the water industry.

These values are brought together, for us and the rest of the FluoroSeal group, by a single message:

## **“Building value together”**

**For Seguro**, this means that we recognise the challenges the water industry faces and we strive to meet them in partnership with our customers and suppliers. Population increases mean the demand for water is rising. Urban areas are growing and agricultural land-use changing, putting pressure on water supply. Climate change has the potential to cause severe water shortages.

We can play our part in ensuring that current and future generations have the water they need by creating high-quality products that allow our customers to recycle and re-distribute water efficiently. We work collaboratively with businesses and governments to create lasting change.

# Communication

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**Seguro creates content that is relevant and informative** for both business and government customers. The content we create needs to resonate with leaders in both sectors. When writing for Seguro, your tone should be:

- Accessible, but not informal.
- Helpful and knowledgeable, rather than salesy and commercial.
- Expert, positioning us as thought-leaders in the water industry.

# Editorial Guide

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## Abbreviations

Avoid abbreviating words that the Seguro audience won't understand immediately. After common abbreviations, use a period.

## Acronyms

Spell out full name on first reference, followed by the acronym in parentheses. Subsequently, the acronym can be used.

## Ampersands

Avoid using ampersands (&) in general text, headings, or subheading. Instead, use "and". An ampersand may be used in charts or tables if space is limited, or if it is part of a company name or book title.

## Contractions

Use contractions where appropriate (it's, you're, they're, she's) for a conversational, approachable tone of voice.

## Formatting

Book and eBook titles, magazine and newspaper names, and movie titles should be italicized. Always use single spaces between sentences.

## Lists

Don't use periods after list items, even if they form complete sentences. Similarly, don't use semicolons or "and" after list items.

## Headings and Subheadings

Capitalize the first word and all other words except articles, conjunctions, and prepositions in headings and subheadings.

# Logo

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# Logo Identity

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Modern typography and a strong, positive logo represent our core values of safety, quality, commitment and leadership.

## Brand Colors



Black represents power, control and strength.



Blue represents water, loyalty and trust.

## Our Logo



Our logo is formed of an S for Seguro, made up of two drops of water.

# Main Logo

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Our logo represents our brand. It's how our audience see and remember us.

Our logo creates a strong, positive impression on clients, suppliers and friends.

It should always be used according to these guidelines to provide consistency and memorability.

Preferred Option



Without Tagline



# Logo Variations

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Greyscale



Monochrome - All Blue



Monochrome - All Black



# Logo Variations

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When the background is colored, always keep the logo in white.

Colored Backgrounds



# Logo Sizing

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Our logo has been tested at various dimensions to find the best minimum logo size for readability of our tagline *The Water Valve Experts*. It should not be used any smaller than this.

Minimum for Print



Print Preview

Minimum for Web



Web Preview

# Logo Misuse



Consistency is key to memorability. Our logo should not be altered in any way or our branding is damaged.

These are examples of misuse of the logo.

# Logo Space

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You must leave a minimum amount of clear whitespace around our logo so that it can be easily seen and recognized.

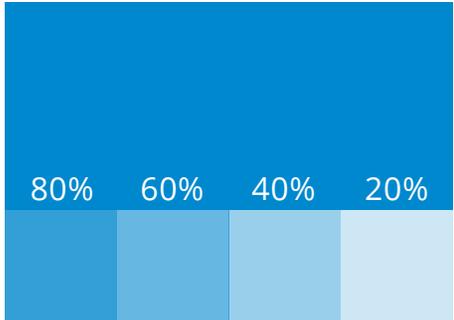
Use the letter O at the end of the logo as your guide for how much space to leave.



# Colors

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# Color Palette



80% 60% 40% 20%

**FOR WEB USE**

Red:	0
Green:	119
Blue:	200

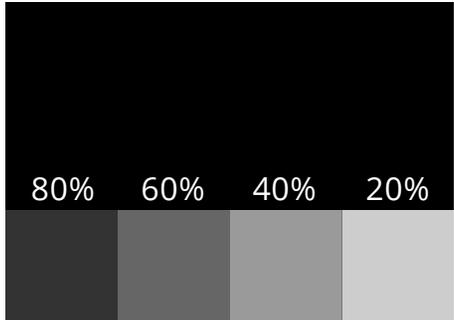
**FOR PRINTING USE**

Cyan:	100
Magenta:	31
Yellow:	0
Black:	0

**PANTONE:** 3005 CP / 3005 UP

**HEX CODE:** 0077C8

**PMS:** 3005 C



80% 60% 40% 20%

**FOR WEB USE**

Red:	33
Green:	35
Blue:	34

**FOR PRINTING USE**

Cyan:	86
Magenta:	70
Yellow:	69
Black:	95

**PANTONE:** 419 CP / 419 UP

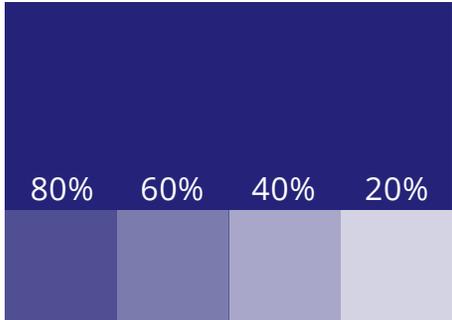
**HEX CODE:** 212322

**PMS:** 419 C

Our colors are as important to our branding as our logo. Use them according to the guidelines.

According to:  
PANTONE Color Bridge Coated  
PANTONE Color Bridge Uncoated

# Secondary Color Palette

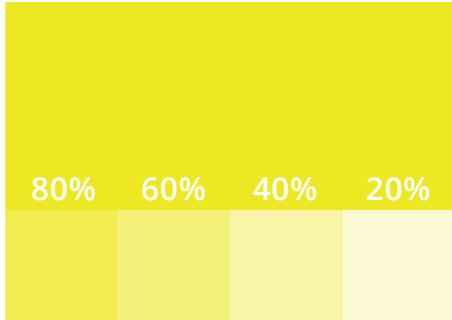


80% 60% 40% 20%

**FOR WEB USE**  
 Red: 36  
 Green: 19  
 Blue: 95

**FOR PRINTING USE**  
 Cyan: 100  
 Magenta: 100  
 Yellow: 0  
 Black: 22

**PANTONE:** 273 CP / 273 UP  
**HEX CODE:** 24135F  
**PMS:** 273 C



80% 60% 40% 20%

**FOR WEB USE**  
 Red: 225  
 Green: 224  
 Blue: 0

**FOR PRINTING USE**  
 Cyan: 10  
 Magenta: 0  
 Yellow: 95  
 Black: 0

**PANTONE:** 396 CP / 396 UP  
**HEX CODE:** E1E000  
**PMS:** 396 C

These additional colors add freshness, life and balance to our identity when appropriate. They are used to complement the primary color palette in small portions in backgrounds and in additional visual elements, such as icons. Additional colors should not be mixed.

A good principle is one additional color at a time (e.g. When creating Power Point slides).

According to:  
 PANTONE Color Bridge Coated  
 PANTONE Color Bridge Uncoated

# Typography

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# Typeface

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We use Open Sans for both print and web.

If Open Sans is not available, Roboto is similar and can be used instead. Both are free fonts.

## System Typeface

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### Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz.,''''  
123456789£\$?!<>{}[]#¢™®

### Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz.,''''  
123456789£\$?!<>{}[]#¢™®

## Primary Typeface

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### Lato Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz.,''''  
123456789£\$?!<>{}[]#¢™®

### Lato Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz.,''''  
123456789£\$?!<>{}[]#¢™®

### Lato Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz.,''''  
123456789£\$?!<>{}[]#¢™®

## Secondary Typeface

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### Open Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz.,''''  
123456789£\$?!<>{}[]#¢™®

### Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz.,''''  
123456789£\$?!<>{}[]#¢™®

### Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz.,''''  
123456789£\$?!<>{}[]#¢™®

# Headings

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## Text Sizes

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**H1**  
25 pts **Heading One**

**H2**  
20 pts **Heading Two**

**H3**  
15 pts **Heading Three**

**H4**  
11 pts **Heading Four**

**P**  
11 pts **Paragraph Text**

## Text Colors

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### Heading Primary

CMYK: 100 / 31 / 0 / 0  
RGB: 0 / 119 / 200  
HEX: 0077C8  
PMS: 3005 C



### Heading Secondary

CMYK: 0 / 0 / 0 / 90  
RGB: 65 / 64 / 66  
HEX: 414042  
PMS: 447 C



### Paragraph Text

CMYK: 0 / 0 / 0 / 75  
RGB: 99 / 100 / 102  
HEX: 636466  
PMS: 425 C



### Paragraph Text

CMYK: 0 / 0 / 0 / 100  
RGB: 39 / 37 / 31  
HEX: 27251F  
PMS: Process Black C

## Paragraph Example

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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip.

**P** Paragraph Text (11 pts)

# Lists

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## List Styles

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Title of the list in H4 (11 pts - bold)  
 Color of title of list is blue or black 90%.  
 Use round bullets in blue or black 90%.  
 For list text, use Paragraph Text (11 pts) in black 85%.  
 Use interlines at 15 pts.

### This is the title of the list:

- Opportunities don't happen, you create them
- All progress takes place outside the comfort zone
- If you look closely, most overnight success took a long time
- If you really want to do something, you will find a way

### This is the title of the list:

- Opportunities don't happen, you create them
- All progress takes place outside the comfort zone
- If you look closely, most overnight success took a long time
- If you really want to do something, you will find a way

## List Colors

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### Title Primary

CMYK: 100 / 31 / 0 / 0  
 RGB: 0 / 119 / 200  
 HEX: 0077C8  
 PMS: 3005 C



### Title Secondary

CMYK: 0 / 0 / 0 / 90  
 RGB: 65 / 64 / 66  
 HEX: 414042  
 PMS: 447 C



### List / Paragraph Text

CMYK: 0 / 0 / 0 / 75  
 RGB: 99 / 100 / 102  
 HEX: 636466  
 PMS: 425 C



### List / Paragraph Text

CMYK: 0 / 0 / 0 / 100  
 RGB: 39 / 37 / 31  
 HEX: 27251F  
 PMS: Process Black C

# Hierarchy

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## Samples

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*H1 (Heading) + H4 (Subtitle) + P (Paragraph)*

## This is Heading One

**This is the subtitle in heading 4**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim.

*H3 (Heading) + H4 (Subtitle) + P (Paragraph)*

## This is Heading Three

**This is the subtitle in heading 4**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim.

*H2 (Heading) + H4 (Subtitle) + P (Paragraph)*

## This is Heading Two

**This is the subtitle in heading 4**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim.

*H4 (Heading) + No Subtitle + P (Paragraph)*

## This is Heading Four

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim.

# Imagery

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# Icon Style

Seguro employs simple, solid and single-color icons to communicate our core values through simplicity and strong emphasis.

Icons should be displayed by single color from our color palette and remain in consistent size and visual style.



# Imagery

## Valves



Our imagery makes our brand stand out. It represents our values, our customers and our products.

When you create marketing materials, make sure you choose the right image for the message you want to convey.

**We use three types of images:**

- Valves
- People
- Industrial themes

# Imagery

## People



Our imagery makes our brand stand out. It represents our values, our customers and our products.

When you create marketing materials, make sure you choose the right image for the message you want to convey.

**We use three types of images:**

- Valves
- People
- Industrial themes

# Imagery

## Industrial Themes



Our imagery makes our brand stand out. It represents our values, our customers and our products.

When you create marketing materials, make sure you choose the right image for the message you want to convey.

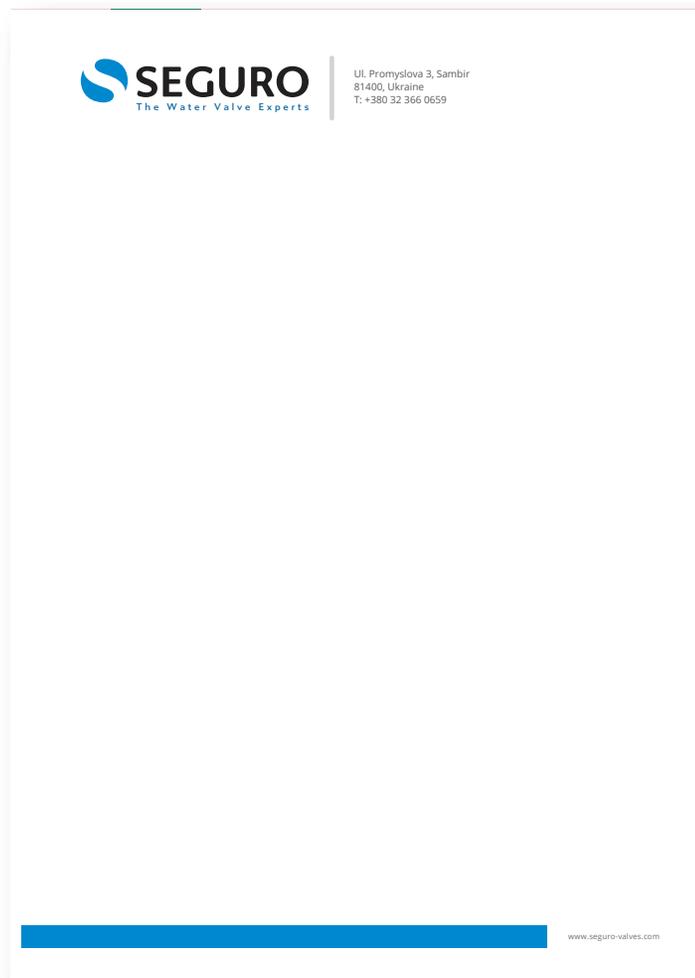
**We use three types of images:**

- Valves
- People
- Industrial themes

# Applications

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# Stationery



## Letterheads

### ANSI - Letterhead (US letter)

Imperial - 8.5 x 11" (inches)  
Metric - 215 x 280 mm (millimeters)

### DIN - Letterhead (A4)

- Imperial - 8 17/64 x 11 11/16 (inches)  
- Metric - 210 x 297 mm

### Paper type:

Bond, uncoated writing paper for excellent writability and printability. High thickness at 75gsm or above offers stability.

### Color:

Bright white.

### Margins:

Top: 3/8" or 9.53mm  
Sides: 1/4" or 6.35mm  
Bottom: Same as side

# Stationery



## Business Cards

### Dimensions:

Imperial - 3.5 x 2" (inches)

Metric - 88.9 x 50.8 mm (millimeters)

### Paper type:

300 gsm silk finish, matte.

### Printing:

The "bleed area" is an extra 1/8" of space for design elements or backgrounds that extend beyond the finished edges of the business card. The dimensions of the card including bleed is 3.75 x 2.25" which will be trimmed down to the finished dimensions above after printing.

# Stationery



## Envelopes

### ANSI - #10 Envelopes

Dimensions:

- Imperial - 4 1/8" by 9 1/2" (inches)
- Metric - 104.78 x 241.3 mm

### DIN - DL Envelopes

Dimensions:

- Imperial - 4 5/16 x 8 5/8 (inches)
- Metric - 109.54 x 219.08 mm

### Paper type:

Surfaced enhanced white wove paper, used with offset lithographic printing, which is smooth and ideal for heavy ink designs. 80gsm and above.

### Color:

Bright white

### Sealing method:

Moistened glue, or peel-off-sticker.

# Stationery



## Window Envelopes

DIN - DL Left Window Envelopes

Dimensions:

- Imperial - 4 5/16 x 8 5/8 (inches)
- Metric - 109.54 x 219.08 mm

Window Size: 1 3/8 x 3 1/2 (inches)  
35 x 89 mm

Window Placement:

From Left: 47/64" (19 mm)  
From Bottom: 45/64" (18 mm)

Paper type:

Surfaced enhanced white wove paper, used with offset lithographic printing, which is smooth and ideal for heavy ink designs. 80gsm and above.

Color:

Bright White.

# Stationery



## Envelopes

DIN - C4 Catalog Envelopes

Dimensions:

- Imperial - 9 1/64 x 12 3/4 (inches)
- Metric - 229 x 324 mm

Paper type:

Surfaced enhanced white wove paper, used with offset lithographic printing, which is smooth and ideal for heavy ink designs. 80gsm and above.

Color:

Bright White.

Sealing method:

Moistened glue, or peel-off sticker.

# Stationery

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**FLUROSEAL GROUP**

Privileged & Confidential. This email and any files transmitted with it are confidential and intended solely for the use of the individual or entity to which they are addressed. If you are not the intended recipient, please note that any disclosure, copying, distribution, or use of this information is strictly prohibited. Anyone who receives this communication in error should advise the sender by phone or e-mail and delete the original message.

## E-signature

This shows the approved layout of the e-signature with the primary elements of Seguro.

### Dimensions:

- 600px width
- 150px height

### Typeface:

Arial 8-10pt in black.

### Background:

FluroSeal Group emails should be sent on a plain white background. No colored or patterned backgrounds are to be used.



FLUOROSEAL GROUP HEADQUARTERS

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