

BUILDING SIGNAGE CHARTER

This building signage charter serves as a reference for local service providers to make visual proposals for the branding of John Cockerill buildings.

To validate any proposal, it must go through Group Communication and the Communication Manager of the Sector concerned.

This charter is the property of John Cockerill and may not be used for any purpose other than to showcase John Cockerill's buildings.

John Cockerill's graphic charter can be accessed via this link: <https://brandpad.io/john-cockerill-en>

Logo

The logo exists and can only be used in black or white, no exceptions. The logo does not have a background color.



Aeration of the logo

To maintain consistency across all media and ensure optimal visibility and impact, the John Cockerill logo must always have at least one area of clear, unobstructed space around it.

The ideal free space is defined by half the symbol width, as shown in the illustration on the right.



Sign on a façade (with or without lighting)

A) Cut-out letter

Example of rendering

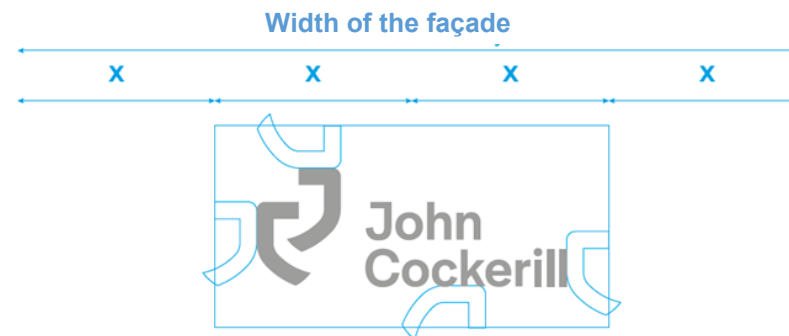


Fixing principle

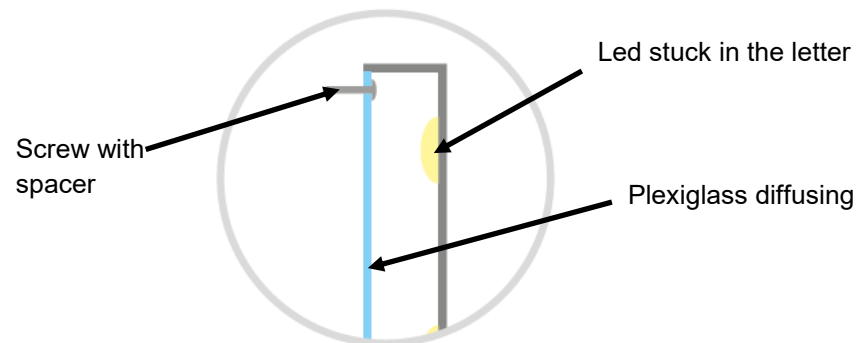
Screws with a 25 mm spacer and a white or black or transparent matte color or the color of the façade so that the spacer is as little visible as possible.



Ventilation and circulation space



Technical details

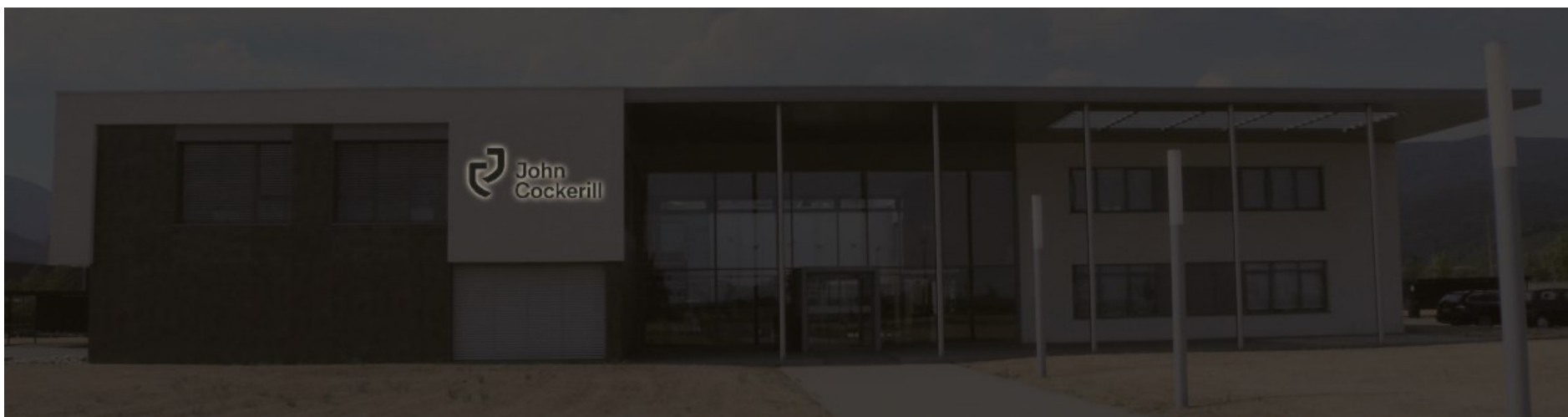


Size of the logo	Depending on the width of the façade
Thickness of the relief	18mm indoor 120mm outside on high facade
Lighting option	Warm color - 10.000k
Material recommendation	Letter cut out in matte black lacquered stainless steel (material variant: acrysign (PMMA)) + white diffusing plexi + spacer (matte color close to that of the front or black or white or transparent).

Setting in situation—exhibition day



Setting in situation—exhibition night



B) Light box with incoming or outgoing relief

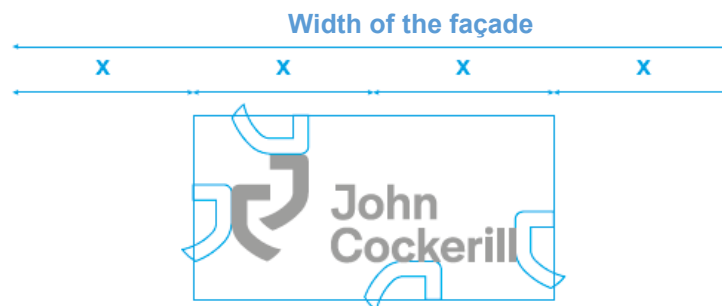
Example of rendering



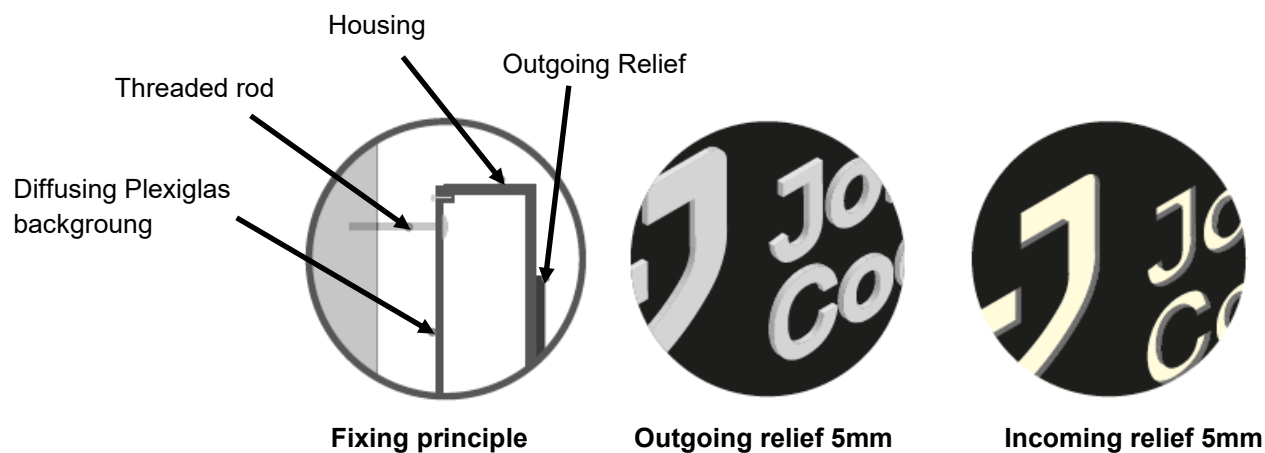
Black backlit case incoming relief

The lettering is glued and adjusted to prevent water infiltration.

Air circulation space



Finishing of the opening



Size of the logo	Depending on the width of the façade
Thickness of the casing	50 mm minimum
Lighting	Warm Color - LED 10.000k
Material recommendation	Aluminium perforated sheet 15 or 20/10 (depending on size) - black matte lacquered + Diffusing white plexiglass (if incoming relief) + Diffusing white Plexiglass (if outward facing)

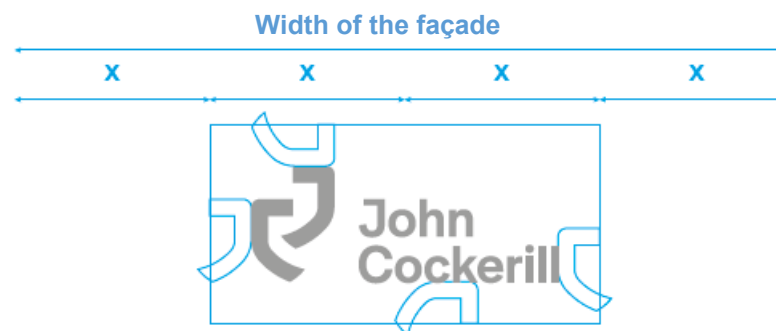
C) Casing with incoming or outgoing relief

Example of rendering



Black box relief entering

Air circulation space



Finishing of the opening



Outgoing relief 5mm



Incoming relief 5mm

Size of the logo	Depending on the width of the façade
Thickness of the casing	20 or 50 mm
Material recommendation	Aluminium perforated sheet 15 or 20/10 (depending on size) - black matte lacquered + Diffusing white plexiglass (if incoming relief) + Diffusing white Plexiglass (if outward facing)

Setting in situation - Lighted or not lighted box with incoming or outgoing relief



D) Sign on the front of a factory

Example of rendering

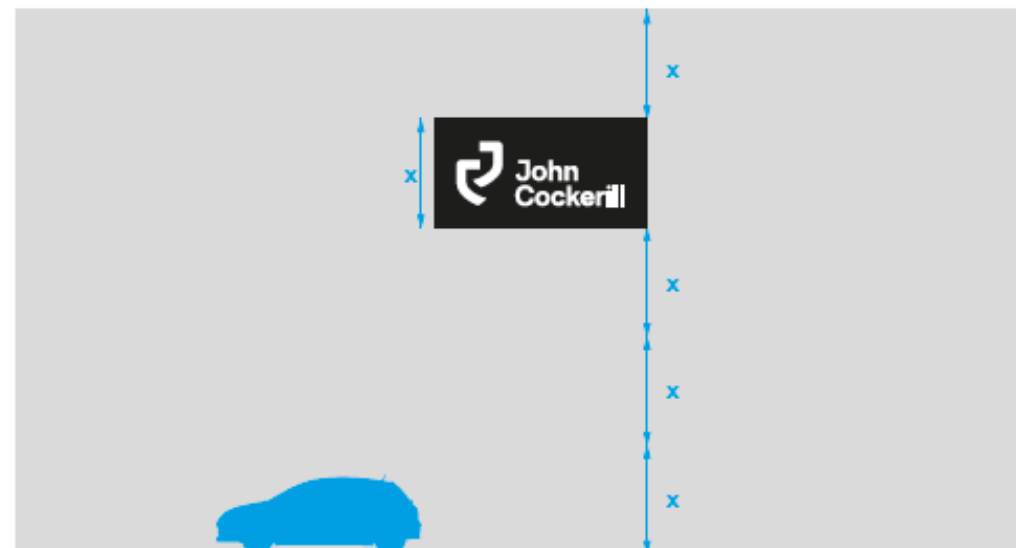


Matte black background



White matte background

Air circulation space

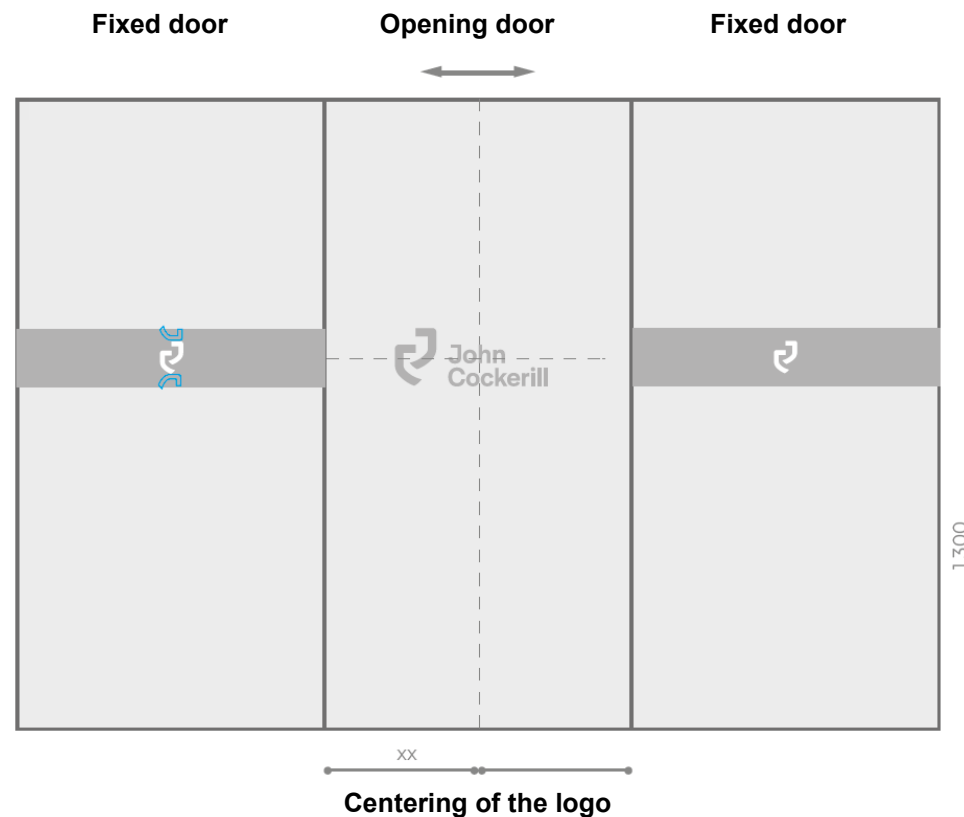
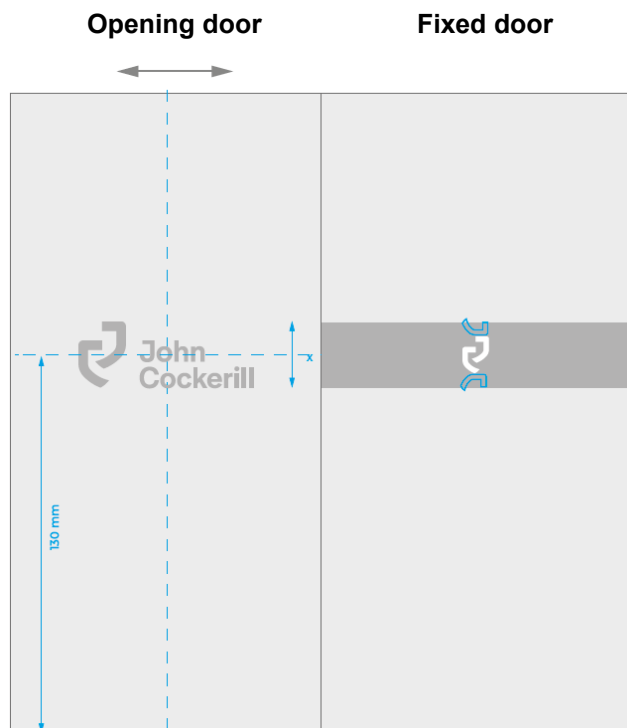


Size of the sign	Order of magnitude as an indication Logo height = height of the building / 5 If the building is 10 m high, then the dimensions of the logo will be L3,9m x H2m
Lighting	Provide electrical output: LED 10,000k or spotlight for top or bottom lighting
Material recommendation	Black or white matte Dibond 3 mm + White or black vinyl or Relief Plexiglass white matte or black matte 3 mm or ABS White matte or black matte 1,6 mm

Setting in situation - Sign on the facade of a factory

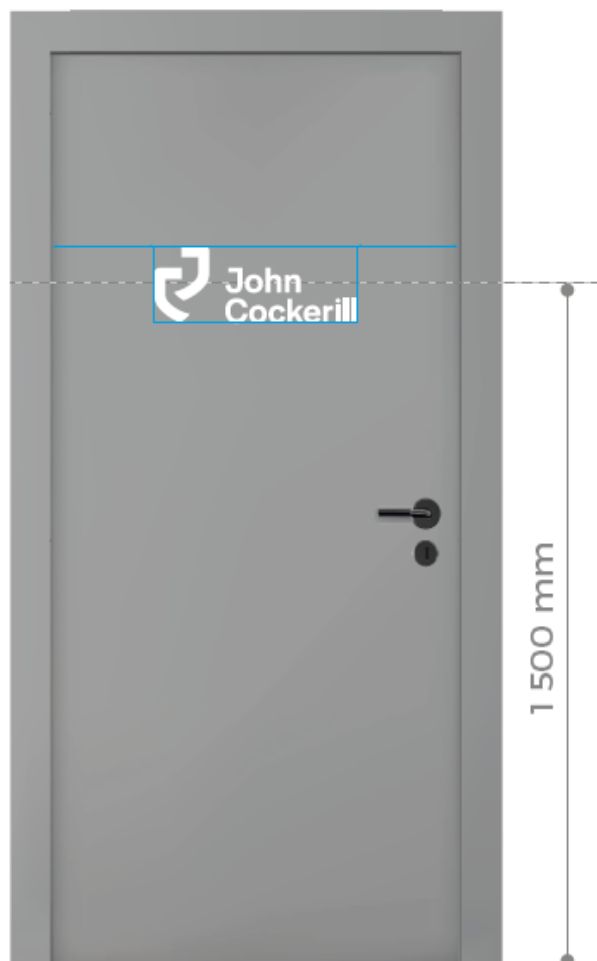


Vinyl on glass door with 1 or 2 fixed leaves - Horizontal strip



Material recommendation	Frosted or white vinyl adhesive Polymer type
Vinyl reference	Glass decor 798-01 frosted

Logo on solid door

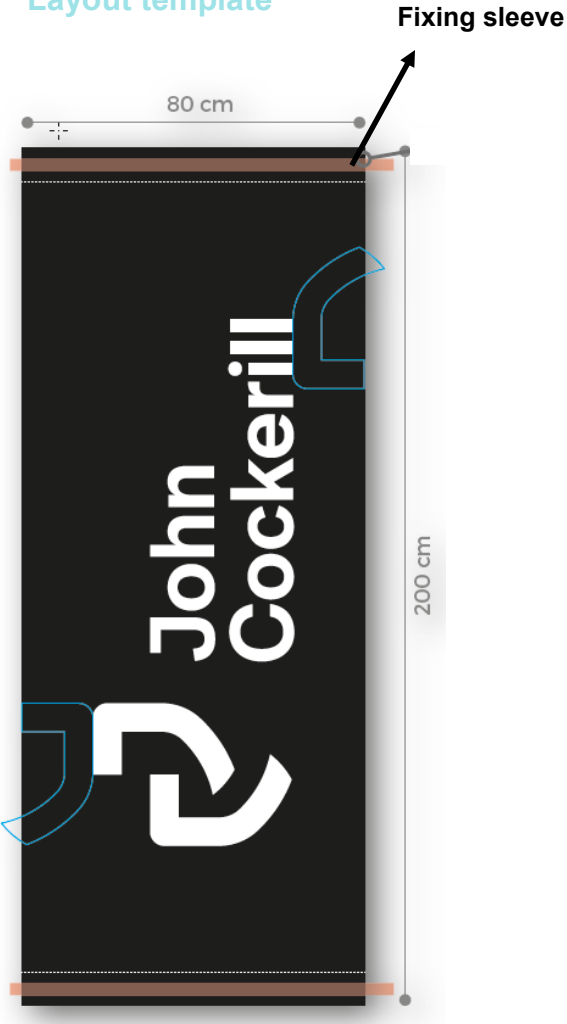


Setting in situation



Size of the logo	500 x 200 mm approx.
Material recommendation	Vinyl adhesive - Polymer type Color: white matte or black matte

Layout template



Final rendering



Primary colors

Bright White

HEX: #FFFFFF
RGB: 255/255/255
CMYK: 0/0/0/0

Solid black

HEX #000000
RGB 0/0/0
CMYK 60/40/40/100
MacCal 9889-00 Black
3M SC 50-12 Black
RAL Black
Pantone Process Black C
Pantone 19-4006 TPX
Pantone 19-4008 TCX

Informative Blue

HEX #9de2e7
RGB 157/226/231
CMYK 40/0/10/0
MacCal 9839-43 iceberg
3M SC 50-81 Soft blue
RAL 6027 Lightgrün
Pantone 636 C
Pantone 14-4812 TPX
Pantone 13-4720 TCX

Attention Orange

HEX #ff7331
RGB 255/115/49
CMYK 0/65/100/0
MacCal 9801-40 Orange
3M SC 50-32 Orange
RAL 2008 Hellrotorange
Pantone 1585 C
Pantone 17-1350 TPX
Pantone 16-1364 TCX

Base Grey

HEX #e5dddf
RGB 229/221/223
CMYK 5/10/10/10
MacCal 9889-04 Pearl gray
3M SC 50-93 Grey white
RAL 7047 Telegrau 4
Pantone 434 C
Pantone 14-3803 TPX
Pantone 13-3804 TCX

Contrast Blue

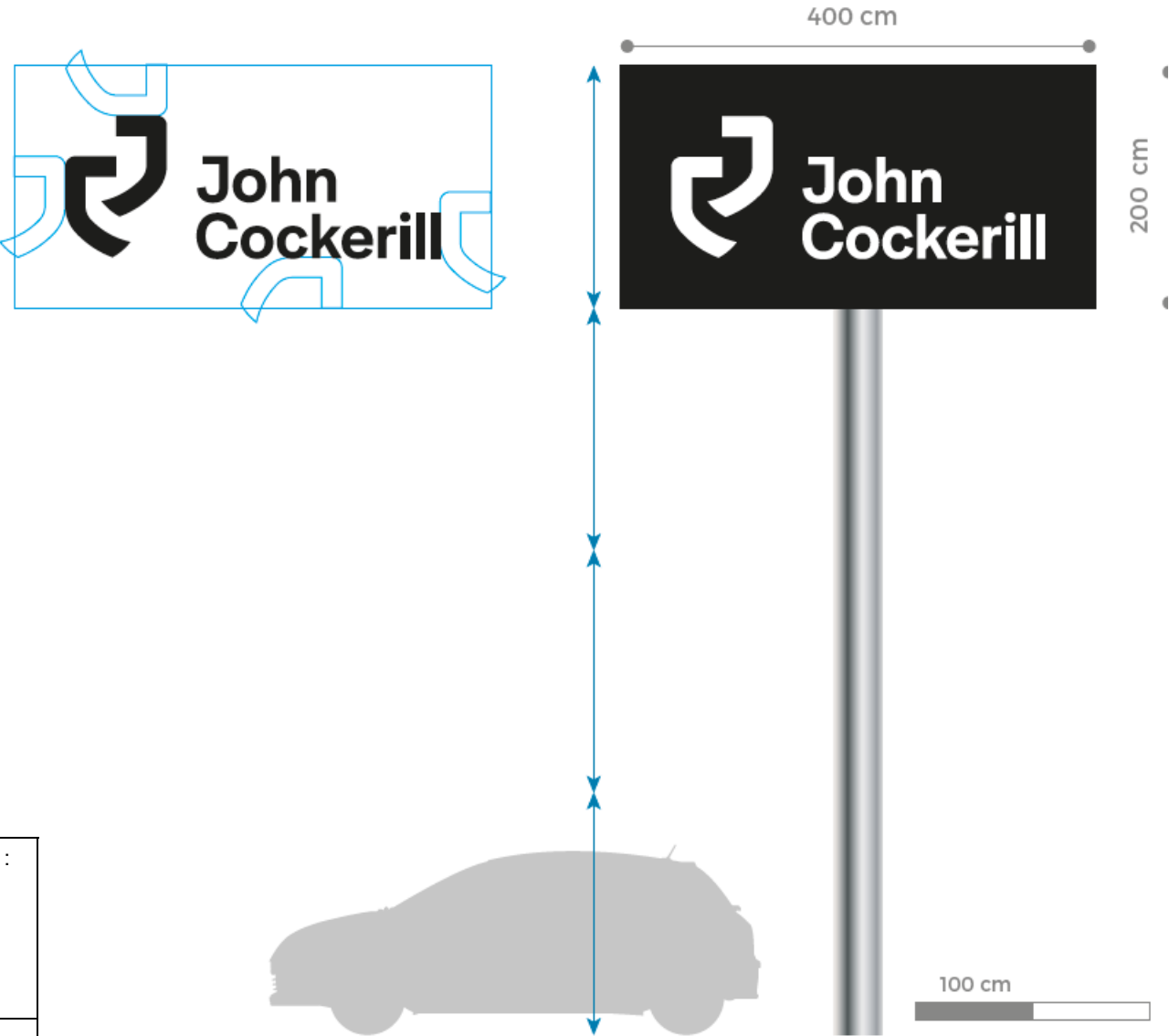
HEX: #113a4c
RGB: 17/58/76
CMYK: 95/25/0/75
MacCal 9839-19 Dak blue
3M SC 50-905 Insignia blue
RAL 5001 Grünblau
Pantone 2189 C
Pantone 19-3921 TPX
Pantone 19-4033 TCX

Size of the logo	100 x 40 mm approx.
Size of the kakemono	80 x 200 mm
Material recommendation	110g microperforated mesh fabric + hems in the periphery + top and bottom sleeves

Setting in situation—Flags



Mast for long distance visibility



Panel size	Panel size to be adapted according to : <ul style="list-style-type: none">• Height ground > bottom of the panel• Geographic location• Proximity to the road• Type of soil• Visibility in the distance
Material recommendation	Matte black lacquered stainless steel + White vinyl adhesive

John Cockerill directional sign on roadway

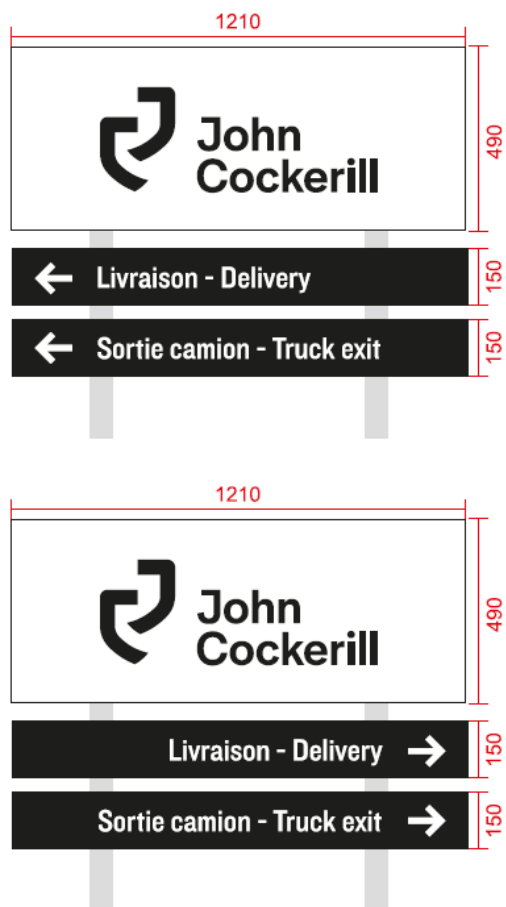
In the case of horizontal plates with a ratio greater than 4.1:1 (width/height), the text John Cockerill must be put in one line.



Panel size	Template to be adapted according to the support
Material recommendation	White or black matte vinyl adhesive, polymer type on existing substrate
Font	Halyard Display Medium

Directional signs on a John Cockerill site

Deliveries



Parking

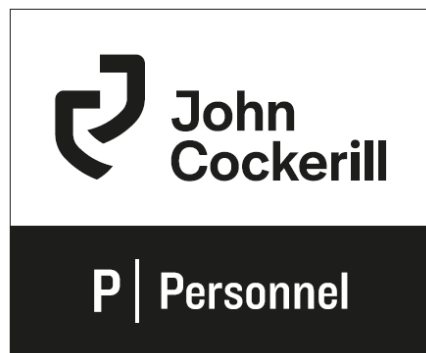


Material recommendation	White matte aludibond panel with black matte vinyl lettering 9800
Font	Knockout HTF30-JuniorWelterwt

Panel size	600 x 500 mm x 4mm
Material recommendation	White matte aludibond panel with black matte vinyl lettering 9800
Font	Knockout HTF30-JuniorWelterwt

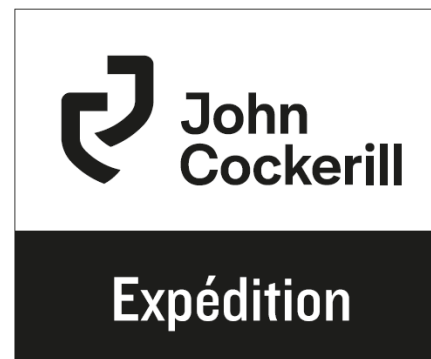
Directional signs on a John Cockerill site

Personal parking-area indication



Panel size	400 x 330 mm x 4mm
Material recommendation	White matte aludibond panel with black matte vinyl lettering 9800
Font	Knockout HTF30-JuniorWelterwt

Panel indicating an entrance



Panel size	670 x 555 mm x 4mm
Material recommendation	White matte aludibond panel with black matte vinyl lettering 9800
Font	Knockout HTF30-JuniorWelterwt

Parking signs on a shared site

Final rendering

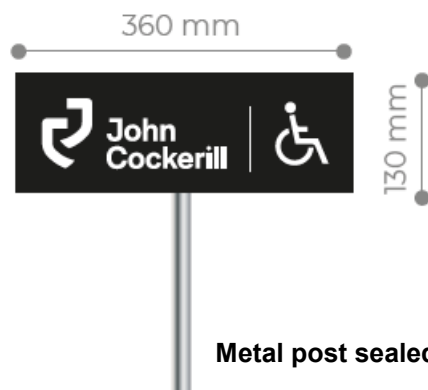


Metal post sealed in the ground

Layout template



Final rendering



Metal post sealed in the ground

Layout template



Setting in situation



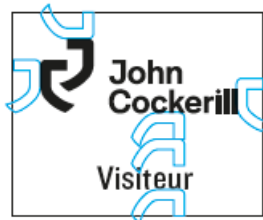
Material recommendation	White or matte black aludibond panel with white or matte black vinyl lettering 9800
Font	Knockout HTF30-JuniorWelterwt

Parking signs on a shared site

Final rendering



Layout template



Poteau métal scellé dans la terre

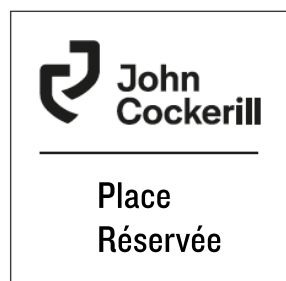
Final rendering



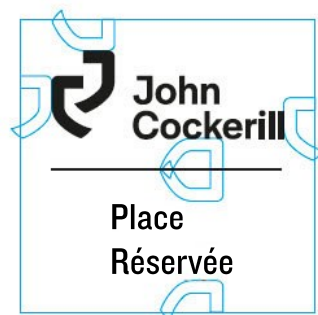
Layout template



Final rendering



Layout template



Material recommendation	White or matte black aludibond panel with white or matte black vinyl lettering 9800
Font	Knockout HTF30-JuniorWelterwt