



# Siniat branding guidelines for channel partners

8 June 2021

introduction  
the  
Siniat  
brand

creating  
engagement

# Let us make our Siniat crystal shine together!

**Siniat is at the core of Etex's journey of more than a century to be the reference and pioneer in ever more effective lightweight building solutions.**

Siniat is fully in sync with the urgent needs of the world for smart, safe, sustainable living space. This star brand is one of Etex's strongest drivers to fulfil its purpose of 'Inspiring ways of living'.

We invite you to adopt the Siniat brand guidelines with passion for excellence. Use them carefully and consistently.

Let our Siniat crystal shine in such a way that it is immediately recognised by all our customers worldwide, so that it makes them trust and appreciate Siniat – and Etex – even more for our smart and effective solutions. Let us further build our future with even more confidence!



brand  
essence

# Our Siniat brand essence

We ensure the **effectiveness** of building quality living and working spaces by specialising in **smart solutions for lightweight construction systems**.

Why do customers rely on us? Because we ensure the **effectiveness** of building quality living and working spaces, close to the Etex purpose of Inspiring Ways of Living.

Specialising in smart solutions is how we earn our customers' trust. In line with the Etex focus, we deliver them ever more effective lightweight construction systems.

## brand essence

# Our Siniat brand essence

We ensure<sup>1</sup> the effectiveness<sup>2</sup> in the building of quality living and working spaces<sup>3</sup>, by specialising<sup>4</sup> in smart<sup>5</sup> solutions<sup>6</sup> for lightweight construction systems<sup>7</sup>.

## 1 — ensure

Confidence in what we can promise our customers and a commitment to take up our responsibility to deliver what we promise, demonstrating our reliability and gaining our customers' trust.

**brand impact** high perceived value

## 2 — effectiveness

A relentless engagement to deliver quality and to have a strong impact in everything we do, by offering solutions that deliver superior performance against low total installation costs which boosts our customers' business.

**brand impact** high perceived value

## 3 — quality living and working space

A sustainable commitment to provide quality working and living spaces as a fundamental requirement to create optimal environments for a better quality of living.

**brand impact** irreplaceable

## 4 — specialising

Etex's role as the pioneer and reference in lightweight construction based on technical expertise, superior service, cost and product leadership.

**brand impact** irreplaceable

## 5 — smart

Our customers are at the centre of our attention. That's why we passionately innovate by converting our technical expertise into new ways of blending effectiveness and efficiency for the best possible performance and right value for them.

**brand impact** irreplaceable

## 6 — solutions

By listening to our customers and understanding their needs we combine products, services, assistance, tools and training to offer integrated solutions.

**brand impact** irreplaceable + high perceived value

## 7 — lightweight construction systems

We unlock the lightweight construction market by offering comprehensive and streamlined systems based on multiple technologies and materials able to cover interior, exterior and structural requirements of lightweight buildings or renovation projects.

**brand impact** irreplaceable

our  
motto

# Be effective, think smart.

## effective

Successful in  
producing a desired  
or intended result.

**Synonyms:** successful,  
productive, constructive,  
fruitful, functional, worthwhile,  
advantageous, beneficial...

## smart

Think or respond to  
situations in an intelligent  
and different way.

**Synonyms:** intelligent, perceptive,  
alert, shrewd, bright, clever,  
gifted, brilliant, perspicacious...

## Siniat & Etex

# How Siniat and Etex reinforce each other

A strong and consistent Etex corporate brand is vital to **face the fierce global competition as one worldwide team** and to attract the best talent.

To put the Etex purpose into practice, powerful commercial brands like Siniat **connect with every customer segment** and provide them with unique solutions.

That's why Etex and Siniat must harmoniously reinforce each other **through two-way endorsement**.

Etex is a **house of brands**: it is a home to a set of strong global and regional identities, each independent of one another yet sharing backgrounds and delivering the same level of excellence and customer experience, true to the Etex values and strategy.

By strengthening our Etex corporate brand we will strengthen Siniat, and vice versa. This powerful alliance enables us to serve our customers and earn their trust in the very best conditions.



brand  
history

# Siniat: 100+ years of pushing the limits in drywall performance

Siniat is a global Etex flagship brand in dry construction technology. It's a key driver for our purpose to meet the needs of the world with ever smarter and ever more effective lightweight building solutions.

Etex started its own drywall initiative in 1957. The true breakthrough came in 2011, when Etex gradually acquired all Lafarge plasterboard activities in Europe, Latin America, Asia and Africa and rebranded them Siniat. The Lafarge acquisition added more than hundred years of plasterboard technology and know-how, superb innovation capacity and state-of-the-art manufacturing power. Recently, Etex further reinforced Siniat's global leverage by purchasing Knauf Australia.

- 2008** The introduction of WAB technology sets a new standard in the market, enabling the use of gypsum in wet areas.
- 2016** In collaboration with the University of Naples Federico II, Siniat develops seismic-proof systems for interiors.
- 2017** As much as 110 new products and systems are rolled out. Including **solidtex**, an ultra-light board with enhanced structural stability, which enables it to compete with masonry solutions.
- 2018** With Weather Defence 2G, Siniat sets a new standard in the application of plasterboard for exterior walls with a 12 month's guarantee.
- 2019** Launch of WAB Sanitised solution with an anti-bacterial function, confirming Siniat's leadership position in extreme wet and weather resistant boards for indoor and outdoor applications.
- 2022** The new state-of-the-art plasterboard plant opens in Bristol with best-in-class energy performance and the use of recycled gypsum.



section 1

# basic elements

positive **version****Siniat logotype**logo  
**versions**

Our symbol reflects the idea of 'unlocking potential'. The symbol is based on a gypsum crystal, which is very luminous, strong and clear. The burst captures a new beginning. It represents the level of energy we seek to be pioneering and revolutionise the way people build and live.

The crystal and branding are always a single entity. Some variations exist and are limited to the ones described in this chapter.

No other versions of the logo are allowed other than the ones shown. All approved logos can be downloaded.

Check the [download centre](#) on [page 35](#).

negative **version**

**Siniat logotype**

# logo versions

**stacked**

The stacked crystal logo is only used in the rare cases where the standard horizontal logos don't fit the artwork.

**favicon**

The crystal can only be used as a separate pictogram (without branding) in a website's favicon.

A favicon is a symbol in the web browser on the page tab.

**2 colours**

For 2-colour (packaging) printing only.

**1 colour/  
black & white**

For 1-colour printing only.



No other versions of the logo are allowed other than the ones shown. All approved logos can be downloaded.

Check the [download centre](#) on [page 156](#).

the logotype

logo  
**don'ts**

For consistency across applications use the Siniat logo as supplied. Be sure to avoid the following scenarios.

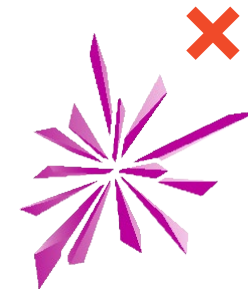
Don't use the logo with a baseline.



Don't use the logo without the crystal.



Don't use the crystal without the branding (except on the favicon).



Don't change the size of the crystal in the logo entity.



Don't use the logo with a mixture of purples and whites.

We have the solution of the Siniat tab if there are any legibility issues.



The Siniat tab can be used where there are legibility issues.



**Siniat logotype**

# logo on a background

The Siniat logo on coloured or backdrop backgrounds must always remain legible.

When legibility is an issue, we have **the Siniat logo tab** to support the logo on any type of background.



## on colours

positive logo:  
light and white backgrounds



negative logo:  
purple, dark and coloured backgrounds

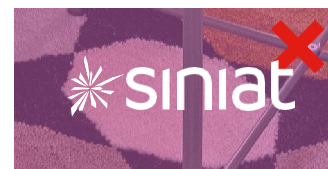


## on images

positive logo:  
light and white images



negative logo:  
dark and flat backgrounds



positive **version**

plastamasta logotype

## logo versions

The PlastaMasta logo uses the same font type and colours as the Siniat logo

The PlastaMasta logo in its positive version, where "Plasta" is in a dark grey font and "Masta" is in a vibrant magenta color.

negative **version**

The PlastaMasta logo in its negative version, where the text "PlastaMasta" is white and set against a solid magenta rectangular background.

No other versions of the logo are allowed other than the ones shown. All approved logos can be downloaded.

Check the [download centre](#) on [page 35](#).

plastamasta logotype

## plastamasta & store names

The PlastaMasta brand logo can be represented together with the store location. The spacing rules for PlastaMasta must be observed in conjunction with the store location rules as shown.

Multiple stores should be separated by a Siniat purple vertical bar (|)

**Do not deviate from the font typeface – Rubrik Edge New (regular / book), colour (Siniat grey / 80% black) or spacing.**

**The store name/s must not exceed the width of the PlastaMasta logo.**



clear **space**



the logotype

# logo spacing & size

For consistency, we work with the logo, including free space, in most applications and guideline rules.

For the best legibility, bear these rules in mind.

## clear **space**



## minimum **size**

15mm  
without clear space



20.5mm  
including clear space



## minimum **size**

15mm  
without clear space



20.5mm  
including clear space





## Rubrik Edge New

A quick brown  
fox jumps over  
**the lazy dog**

### typography

## main typeface

Rubrik Edge New is a revised and refined version of Rubrik. It is rounded like the Siniat logo, but still square in the details to correspond to the Siniat brand's building environment. It is designed to be sharper and more technical.

Rubrik Edge New can be used for headings and body copy.

**We can use all Rubrik weights to highlight or emphasise text.**

**Rubrik Light is the preferred standard font weight.**

àââbcçdeéèêëfghiîjklm  
noôpqrstuùûüvwxyz  
ÀÂÂBCÇDEÉÊËËFGHIÎJKLM  
NOÏPQRSTUÛÜÛVWXYZ  
0123456789

àââbcçdeéèêëfghiîjklm  
noôpqrstuùûüvwxyz  
ÀÂÂBCÇDEÉÊËËFGHIÎJKLM  
NOÏPQRSTUÛÜÛVWXYZ  
0123456789

Nam dest in estrum evere sitibus duntias iuscianditat quasitior?  
Quibus milla doluptae est, sit am nossentem a vidit qui derspel  
esciis in coratis tistem quos eatatibus, ut quaepud igenien  
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ium et volorat iusamendam aut lic iunduntia corpore ptatur  
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ium et volorat iusamendam aut lic iunduntia corpore ptatur  
abor as moluptiat la solupta dolorit as praepudigent ver.

Fonts are available from:

**Adobe Typekit**

and [www.newlyn.com](http://www.newlyn.com).

For websites, the font should be embedded in the code.

## Calibri

typography

### alternative typeface

In application programmes for daily business work such as client e-mails (e.g. Outlook) and **Office** products (e.g. Word, PowerPoint), the system font **Calibri** is used as an alternative. It is usually preinstalled on computers (windows, Mac). Its use is cost-free without the need to buy licences.

**Please note: not suitable for commercial use (DTP, offset printing, websites etc.).**

A quick brown  
fox jumps over  
the lazy dog

aàâbcçdeéèêëfghiïjklm  
noôpqrstuùûüvwxyz  
AÀÂBCÇDEÉÊËËFGHIÏJKLM  
NOÔPQRSTUÙÛÜVWXYZ  
0123456789

aàâbcçdeéèêëfghiïjklm  
noôpqrstuùûüvwxyz  
AÀÂBCÇDEÉÊËËFGHIÏJKLM  
NOÔPQRSTUÙÛÜVWXYZ  
0123456789

Nam dest in estrum evere sitibus duntias iuscianditat quasitui?  
Quibus milla doluptae est, sit am nossentem a vidit qui derspel  
esciis in coratis tistem quos eatatibus, ut quaepud igenien issimil  
ium et volorat iusamendam aut lic iunduntia corpore ptatur  
abor as moluptiat la solupta dolorit as praepudigent ver.

Nam dest in estrum evere sitibus duntias iuscianditat quasitui?  
Quibus milla doluptae est, sit am nossentem a vidit qui derspel  
esciis in coratis tistem quos eatatibus, ut quaepud igenien issimil  
ium et volorat iusamendam aut lic iunduntia corpore ptatur  
abor as moluptiat la solupta dolorit as praepudigent ver.

primary **colours**

colour palette

# brand colour palette

Colour is an integral part of the Siniat identity. Our colours are bold, bright and contemporary to reflect our positioning of 'unlocking potential'. These should mainly be used on our commercial and technical applications.

**Our primary brand colour is Siniat purple.**

**No other colours should be used apart from these.**



Siniat **purple**

PMS 241  
 CMYK 30 · 100 · 0 · 0  
 sRGB 179 · 0 · 126  
 HEX B3007E  
 RAL TBD OR EXISTING



Siniat **multiply purple**

PMS 255  
 CMYK 50 · 100 · 0 · 0  
 sRGB 144 · 17 · 127  
 HEX 90117F  
 RAL TBD



Siniat **grey**

PMS 425  
 CMYK 0 · 0 · 0 · 80  
 sRGB 85 · 87 · 86  
 HEX 555756  
 RAL TBD OR EXISTING



Siniat **white**

PMS n/a  
 CMYK 0 · 0 · 0 · 0  
 sRGB 255 · 255 · 255  
 HEX FFFFFFFF

colour palette

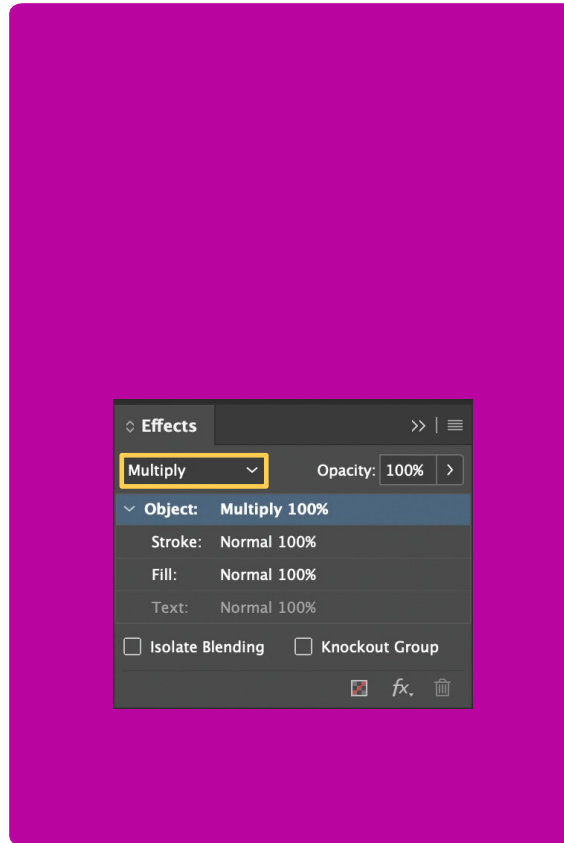
# brand colour palette

To give depth, transparency and a more lightweight feel to the primary colour, we add a shade of purple. **Multiply purple** is obtained by multiplying two samples of of Siniat purple.

**Blending modes can behave differently in CMYK and RGB documents. Whenever possible, start from CMYK mode to create a composition.**

This is because CMYK is a subtractive colour model (subtracting colours gives white), whereas RGB is an additive colour model (adding colours gives white).

## multiply purple in **CMYK (recommended)**



**Siniat's graphic system is at its best in CMYK mode.**

Build as much artwork as possible in CMYK, using the blending mode '**multiply**'.

**This works in the same way in InDesign, Illustrator and Photoshop.**

Siniat **purple**

Siniat **purple**

Siniat **multiply purple**

colour palette

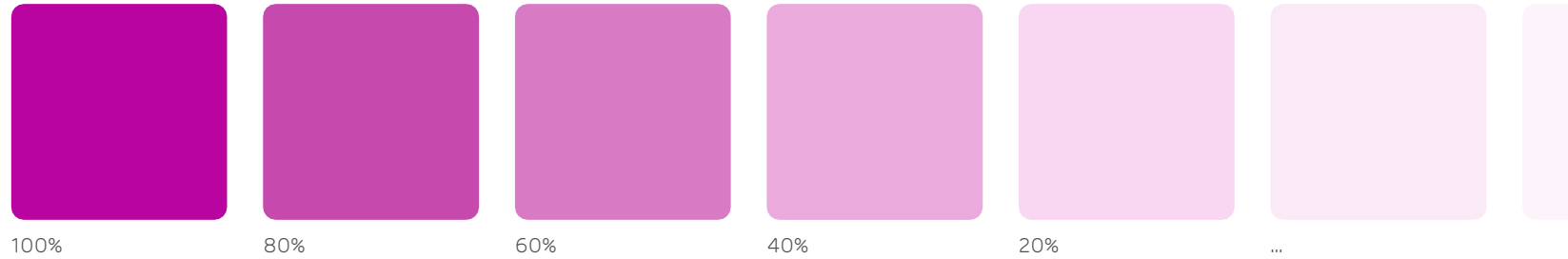
# brand colour palette

Both Siniat purple and grey can be used in tints or shades to obtain a more **layered** result for literature and other design items.

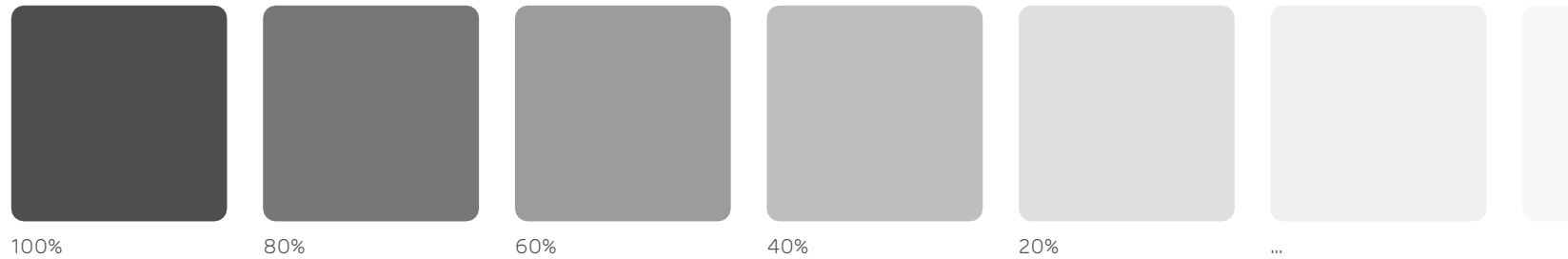
Here are some fixed transparency shades. These are indicated for reference, **but all percentages can be used.**

The shades should only be used on secondary items and not on primary brand communication items.

## shades of **Siniat purple**



## shades of **Siniat grey**



section 2

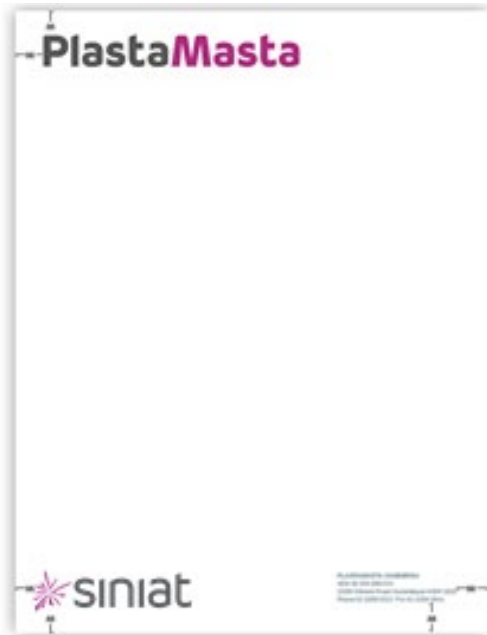
# branding applications

Branded stationary

# letterheads & business cards

Siniat and PlastaMasta branding must be observed.

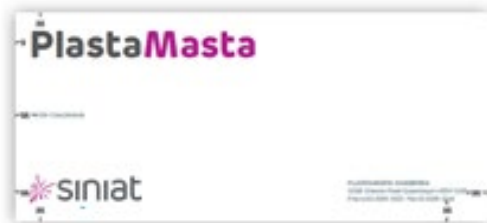
Stationary and business cards are consumable and sourced at own expense



Letterhead



Invoice



With compliments slip



Envelope



Name and last name  
Function

T | +32 00 00 00  
M | +32 000 00 00  
E | name.lastname@siniat.com.au

Siniat Australia | 21/31 Military Road | Matraville | NSW 2036 | Australia



**PlastaMasta**

clear space



Branded merchandise

clothing & promotional goods

Brand spacing rules must be observed – refer to signage designs if in doubt

Plastamasta clothing and other branded consumables should be sourced and supplied locally at own expense.

Brand guidelines must be strictly adhered to and all artwork must be pre-approved by the Siniat Marketing Team.



Siniat branded merchandise sourced by Etex will be made available to channel partners at our discretion or made available for purchase.



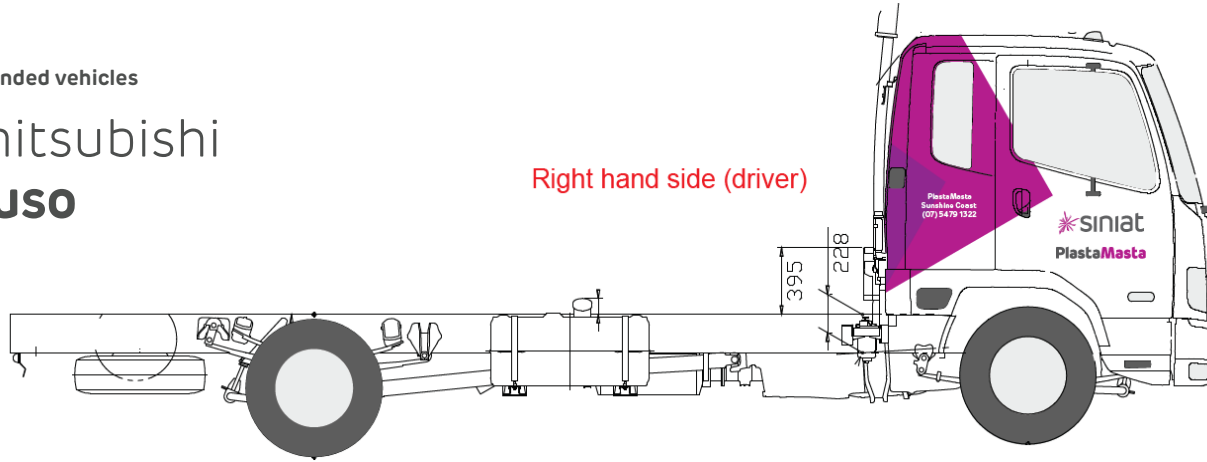


section 3  
vehicle  
**branding**

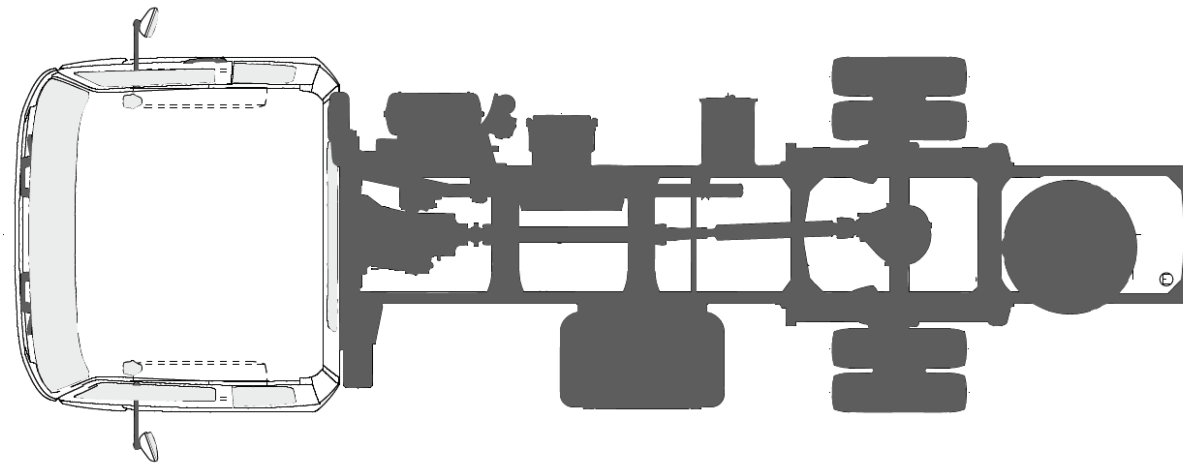
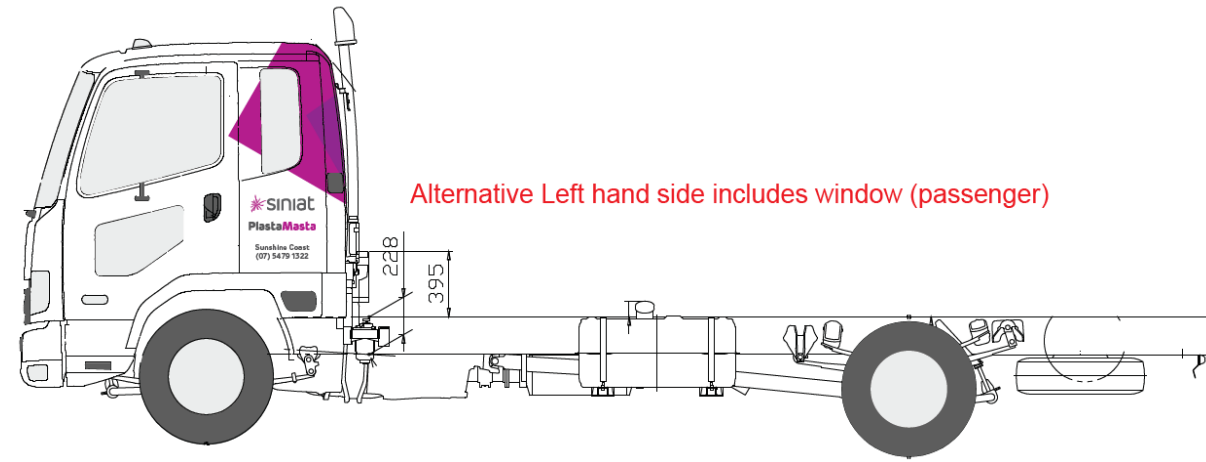
branded vehicles

# mitsubishi fuso

Right hand side (driver)



Alternative Left hand side includes window (passenger)



**PlastaMasta**

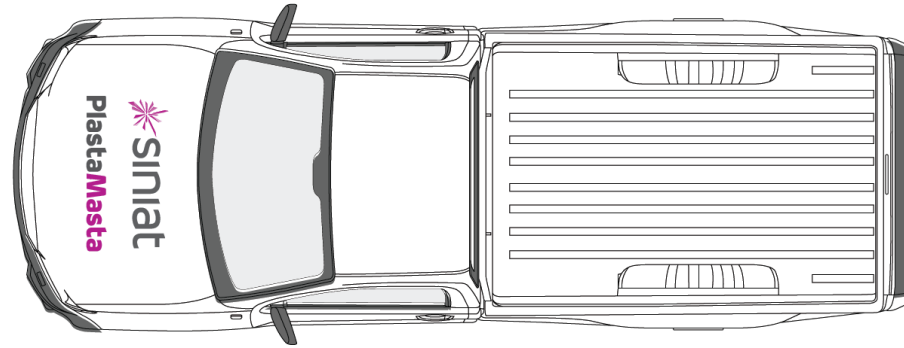
Front

[siniat.com.au](http://siniat.com.au) Sunshine Coast (07) 5479 1322

Back of Tray

branded vehicles

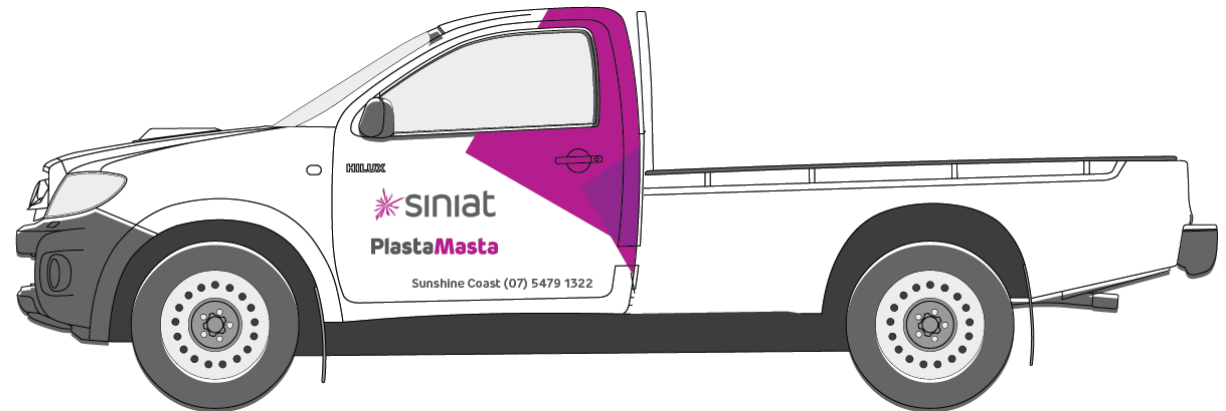
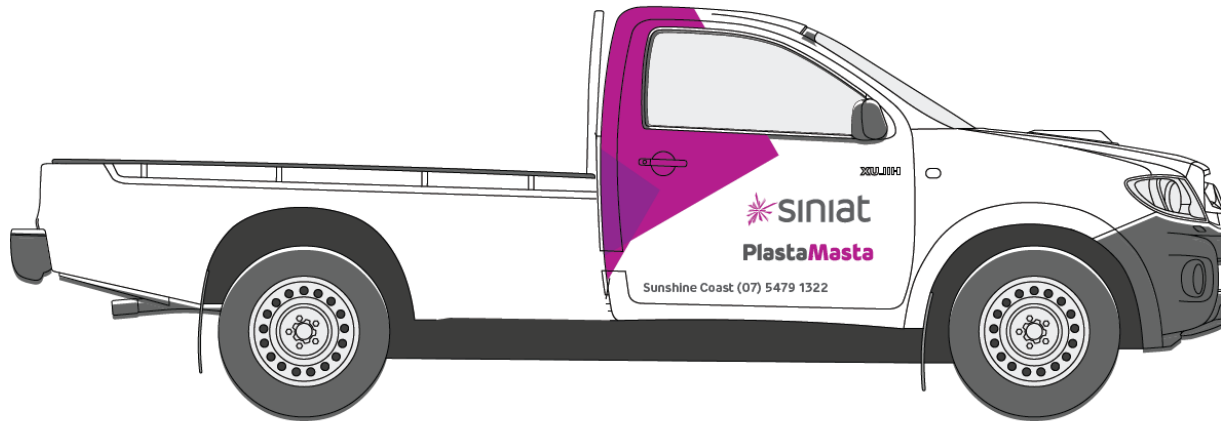
toyota  
hilux  
single cab



Front

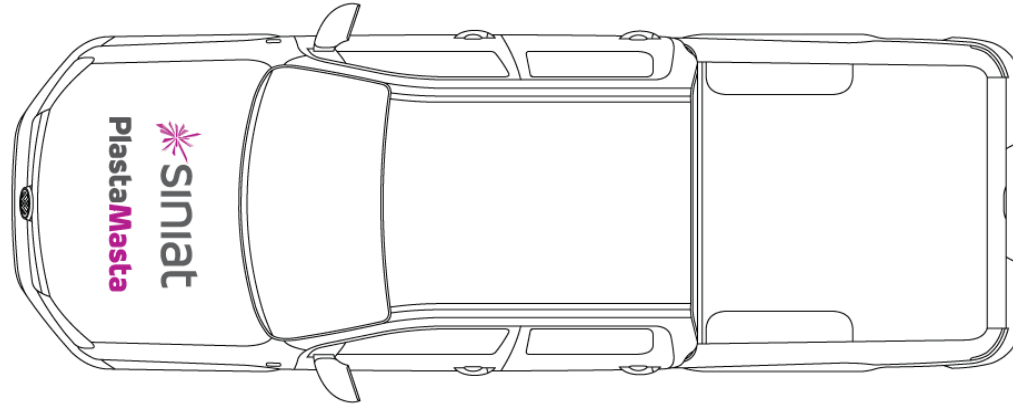


Back of Tray



branded vehicles

volkswagen  
amarok  
**double cab**



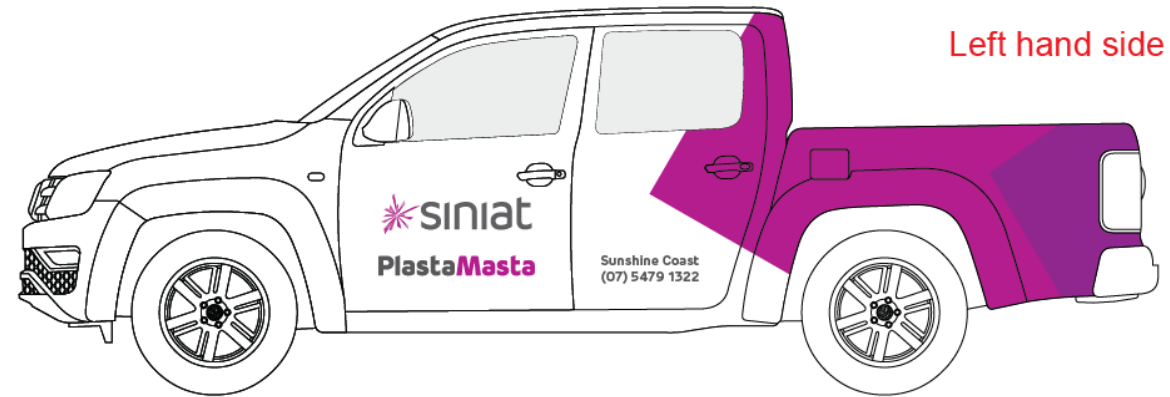
Front bonnet



Back



Right hand side



Left hand side

section 4

# building signage

**building signage**

# Siniat signage

There are five Siniat sign formats as shown – **Please note these are not accurately to scale.**

Horizontal sign formats are available in these sizes:  
6000 x 2400 / 1800 mm  
3000 x 1200 / 900 mm  
1800 x 720 / 600 mm  
900 x 360 / 300 mm

Square / stacked sign formats are available in these sizes:  
4000 x 4000 / 3200 mm  
3000 x 3000 / 2400 mm  
1800 x 1800 / 1500 mm  
900 x 900 / 720 mm



4000 x 3200 mm  
3000 x 2400 mm  
1800 x 1500 mm  
900 x 720 mm



4000 x 4000 mm  
3000 x 3000 mm  
1800 x 1800 mm  
900 x 900 mm



6000 x 1800 mm  
3000 x 900 mm  
1800 x 600 mm  
900 x 300 mm



6000 x 1800 mm  
3000 x 900 mm  
1800 x 600 mm  
900 x 300 mm



6000 x 2400 mm  
3000 x 1200 mm  
1800 x 720 mm  
900 x 360 mm

**building signage**

# Siniat & **plastamasta**

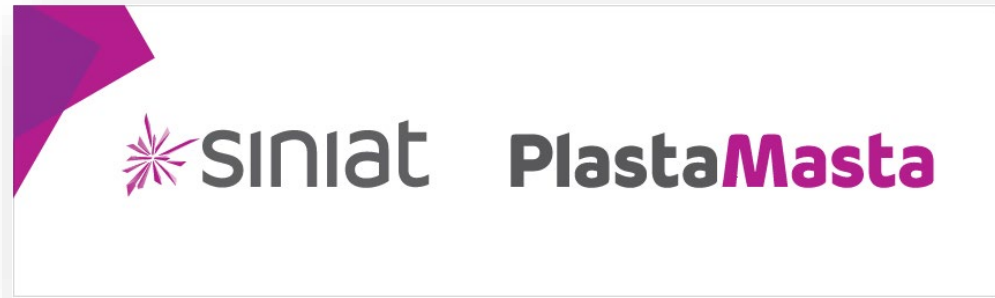
There are two Siniat + PlastaMasta sign formats as shown – **Please note these are not accurately to scale.**

Horizontal sign format is available in these sizes:  
 6000 x 1800 mm  
 3000 x 900 mm  
 1800 x 600 mm  
 900 x 300 mm

Stacked sign format is available in these sizes:  
 4000 x 3200 mm  
 3000 x 2400 mm  
 1800 x 1500 mm  
 900 x 720 mm



4000 x 3200 mm  
 3000 x 2400 mm  
 1800 x 1500 mm  
 900 x 720 mm



6000 x 1800 mm  
 3000 x 900 mm  
 1800 x 600 mm  
 900 x 300 mm



Spacing rules



**building signage**

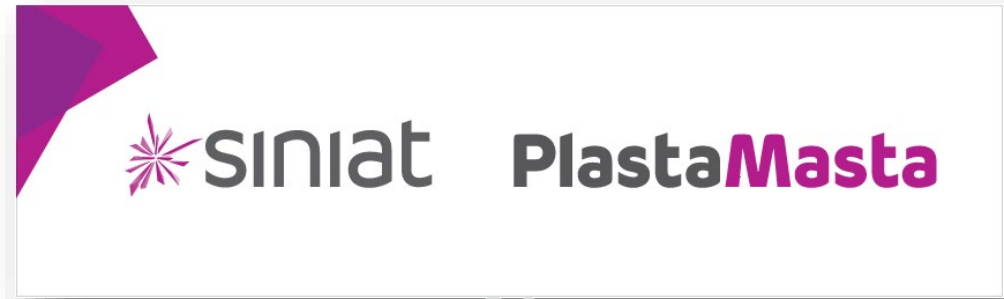
plastamasta  
location  
**signage**

It is not permitted to add additional information to the Siniat or Siniat & Plastamasta signs.

Where a store requires location signage, a separate sign may be used as shown – **Please observe the spacing rules.**

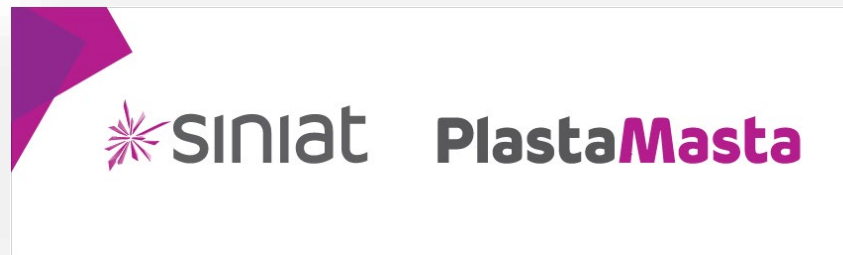


Melbourne City  
(03) 9415 7440



Melbourne City (03) 9415 7440

Spacing rules



Southside | Gold Coast | Burleigh | Toowoomba



building signage

# signage don'ts

Don't add the location name to the building signage design



Don't add the location name to the building signage design



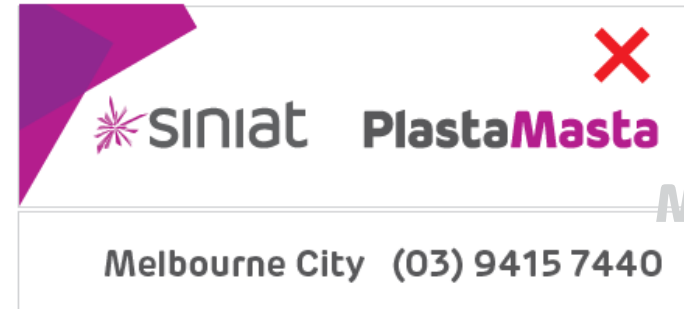
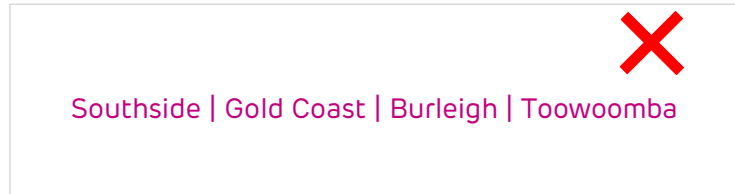
Not allowed

Don't change the size of the sign to accommodate additional information.



Not allowed

Don't represent the location names in Siniat purple



Don't place a location sign so that it appears to be a part of the adjacent signage – observe the spacing rules

Section 5

# download centre

## download centre

Only use the approved brand assets that are provided via the links on the right. Consistent use of these resources, in accordance with our guidelines, helps Siniat maintaining a solid, coherent and recognisable appearance.

**Any assets found elsewhere are not approved.**



These links will provide access to the Siniat & Plastamasta logo files

Siniat logo files:

[https://etexgroup-my.sharepoint.com/:f:/p/stephanie\\_olsen/ErCkZ\\_zf1YhOpXveO-gU\\_4UBZ\\_j8Dp2cu94Zu5wrpbglvw?e=HFTNVh](https://etexgroup-my.sharepoint.com/:f:/p/stephanie_olsen/ErCkZ_zf1YhOpXveO-gU_4UBZ_j8Dp2cu94Zu5wrpbglvw?e=HFTNVh)

Password: Siniat'21



Plastamasta logo files:

[https://etexgroup-my.sharepoint.com/:f:/p/stephanie\\_olsen/EvF7bi14GdRAhfQNumjjYoABUMBFvRw57oH46XI2Srmt1A?e=TgURjA](https://etexgroup-my.sharepoint.com/:f:/p/stephanie_olsen/EvF7bi14GdRAhfQNumjjYoABUMBFvRw57oH46XI2Srmt1A?e=TgURjA)

Password: PlastaMasta2021

**Back to logos page 10.**

# thank you



Siniat Marketing  
Etex Group