

CO-BRANDING

Easy Sanitary Solutions

a company of
Hansgrohe Group





ESS CO-BRANDING MANUAL

PURPOSE

This manual explains and shows how our brands are to be expressed verbally and visually when creating sales, marketing and other materials on behalf of us. The purpose of this document is to give everyone whose job it is to create these materials an easy-to-follow guidance in this way, all materials have a consistent look, feel, and attitude and all are adhering to the copyrights and trademarks.

APPROVAL

Each person that creates materials for our brand is required to send produced material for approval. If you have any questions regarding the guidelines please contact your country's contact person or our marketing department at marketing@esspost.com.

Download marketing materials: easydrain.com/marketing

LOGO | USE



CORPORATE LOGO

Easy Sanitary Solutions corporate logo consist of an orange square and a dark grey square.



Pantone 1505

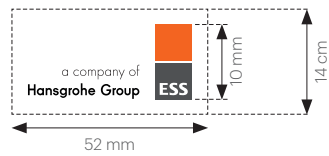


Pantone 425

CLEARSPACE

Minimum distance for the logo to the edge of the format or other elements on a page is the width of the grey block (x).

LOGO | USE



SMALL USE

Minimum Height logo 10 mm



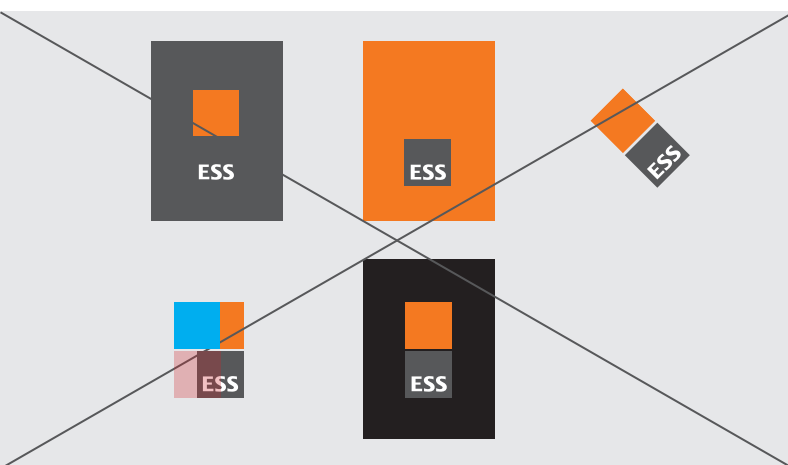
A4 USE

Minimum Height 20 mm



DO

Only white background

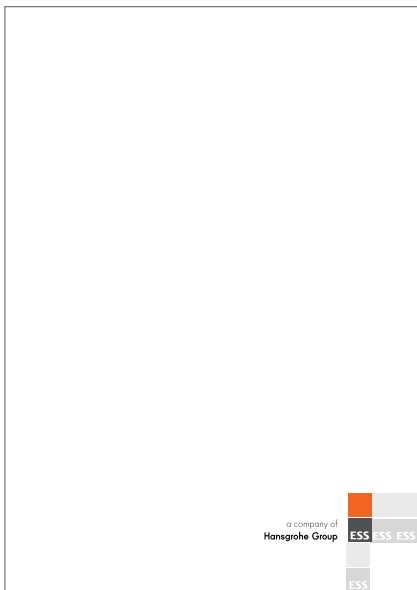


DON'T

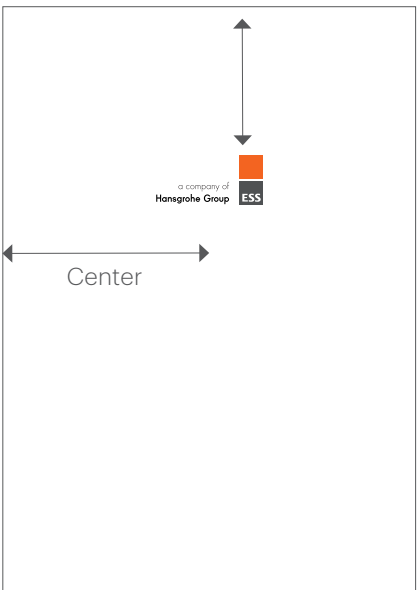
- same color background.
- rotation
- color change

LOGO POSITIONING A4

ESS LOGO



FRONT COVER (A4)



70 MM or 1/8 from the top

BACK COVER (A4)

TYPOGRAPHY A4

TITLES

Graphik Light, all in caps

18 pt/ 24 pt, tracking 50

SUB-TITLES

Graphik Medium / Light, all in caps

10 pt/ 20 pt, tracking 50

INTERTITLES:

Graphik Medium, all in caps

8,5 pt/ 20 pt, tracking 50

BODY TEXT:

Graphik Light

8,5 pt/ 15 pt, tracking 10

Justify with the last line to the right

FOOTER / IMAGE TEXT:

Graphik Regular, Futura STD Light (prices)

6 pt / 10 pt, tracking 10

WEB ADDRESS:

Graphik Light

8,5 pt/ 15 pt, tracking 10

Color orange

SLOGANS

Graphik Light Italic

12 pt/ 14,4 pt, tracking 25

PAGE NUMBER

Graphik Light, all in caps

7 pt/ 13 pt, tracking 100

10 MM from the edge.

18 MM from the edge when using taps.

R-LINE WATERSTOP

R-LINE WATERSTOP | BRUSHED STAINLESS STEEL

SPECIFICATIONS

Quam harupti temporit accusda nis ma dolut aut autem eius, abo. Lamenducium, nestiae ptatiis si ut eveliqu iducius. Tore, aut maio ea senihic ilisquis conet pressequi am, et faccupt atation serferferrum dolo tem explandis errorerum enda volut dolore, quatiis dolute cust volest eo-saper spernat omnihiacae doluptin consero moles es quae pellenis eum inimpore suntto doluptas dolorumqui

M2 Siphongehäuse | Sperrwasserhöhe 50 mm
SPAWS05 | € 12,34

easydrain.com

Water, our second nature

10 | ESS BRAND MANUAL

BOOK COVER



BACK COVER

0.0625 x (multiply) the number of pages
is the spine of the catalogue in mm.

STATIONARY | BUSINESS CARD



GIJS TEN VOORDE

R&D Lead

T: +31 541 200 816
g.tenvoorde@esspost.com

a company of
Hansgrohe Group





a company of **Hansgrohe Group**

Nijverheidsstraat 60
7575 BK Oldenzaal
The Netherlands
T: +31 541 200 800
F: +31 541 200 899
info@esspost.com
easydrain.com

[illegible]

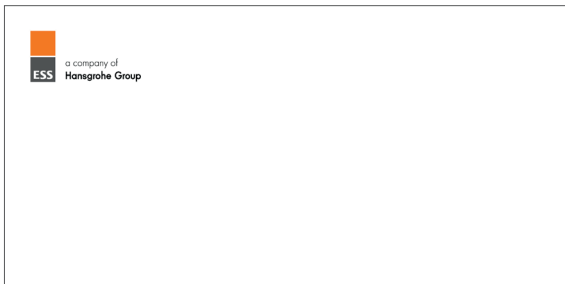
1. If the Seller has reasonable doubt about the payment capacity or solvency of the Buyer, the Seller is notified its account debited; and that it can have provided collateral security for the difference of the amounts

[illegible]

Article 9: Packaging.
1. Reversible packing.

2. For returned packaging, as referred to in the first paragraph, a credit invoice will be sent to the Buyer shortly after receipt of said packaging by the Seller.
3. Contrary to the provisions in the previous paragraphs, the Seller will not owe any payment for packaging that is returned in bad condition.

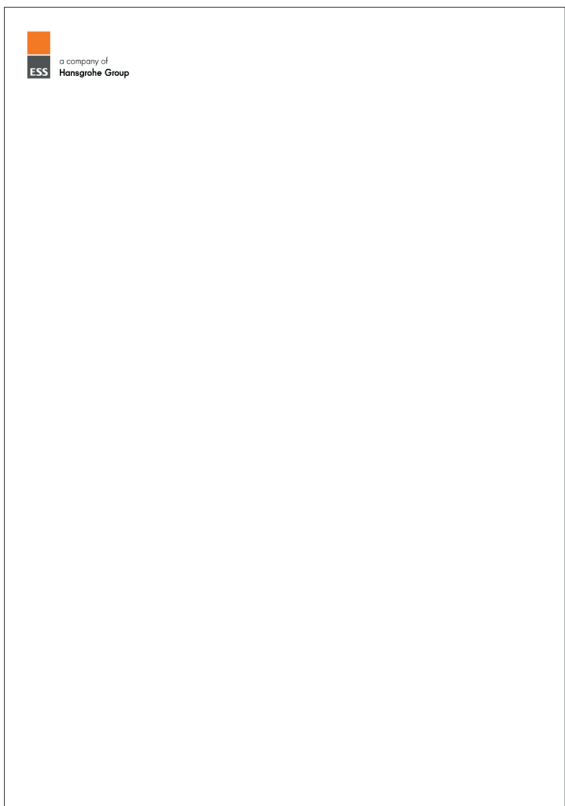
STATIONARY | ENVELOPE



Envelope ESS C4



Envelope ESS EA5






Envelope ESS EA5/6

FLYER ADVERTORIAL

PROMO


AVR - JUIN / 2021



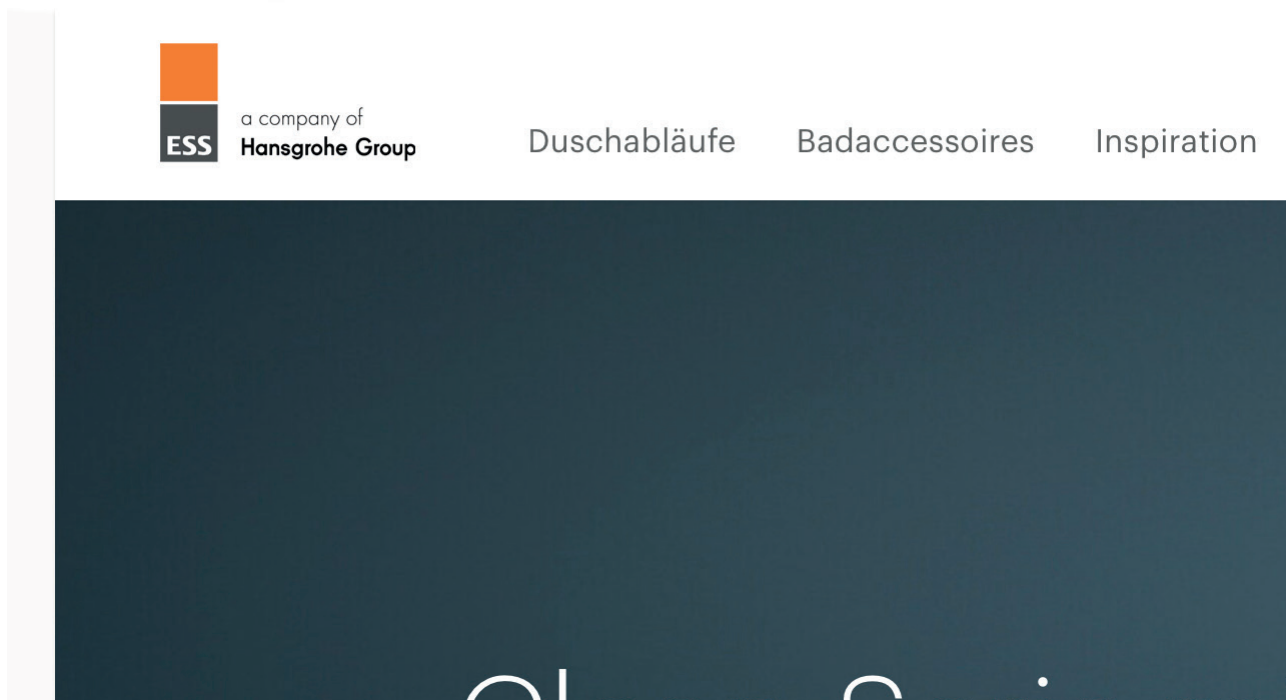


Easy Drain®
COMPACT FFZ

- > Encastrement seulement 43 mm
- > WPS: Nette d'étanchéité collée en usine
- > Caniveau en Inox
- > Entretien très facile

a company of
Hansgrohe Group 

WEBSITE



Easy Drain®



hansgrohe

Cccontainer®



SOCIAL MEDIA



INSTAGRAM / FACEBOOK

The social posts has the ESS logo in the right corner.
3000 x 2000 px images



Easy Drain Container Mirror



LIGHT AND SPACE IN PERFECT HARMONY

We believe that a bathroom mirror should reflect the same high quality as all other elements in the room. As a result, we developed the Mirror collection. Create the perfect ambiance in your bathroom with the all-in-one LED illuminated mirrors.

[Read more](#)



E-MAIL SIGNATURE

Kind regards | Mit freundlichen Grüßen | Met vriendelijke groeten,

Andrea Demirel

Easy Sanitary Solutions



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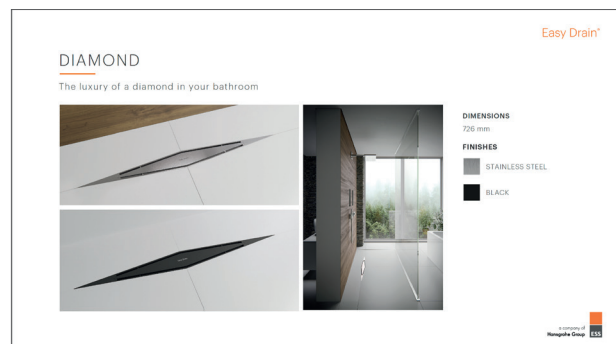
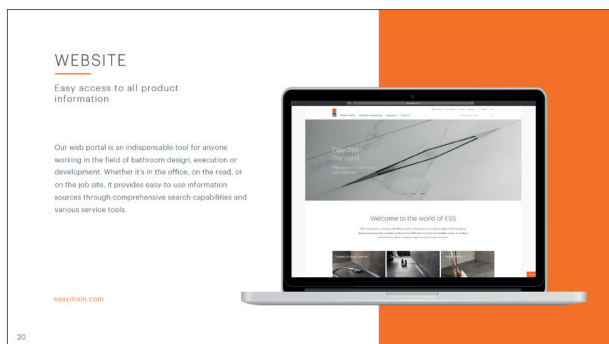
E a.demirel@esspost.com

W easydrain.com



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POWERPOINT PRESENTATION



PRESENTATION ESS

We made a Powerpoint template for anyone who wants to use the ESS Powerpoint.
If you want to use the powerpoint you can contact marketing@esspost.com

COMPANY SIGN



FRONT

800x500 mm board in front of the door



BACK

COMPANY SIGN GERMANY



COMPANY SIGN NETHERLANDS



