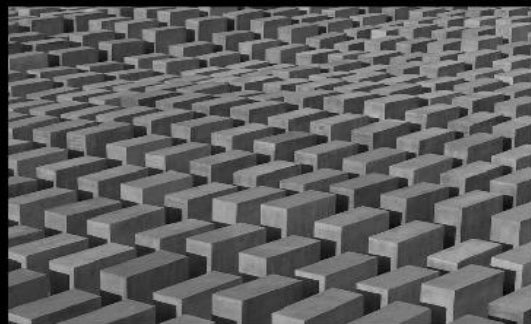
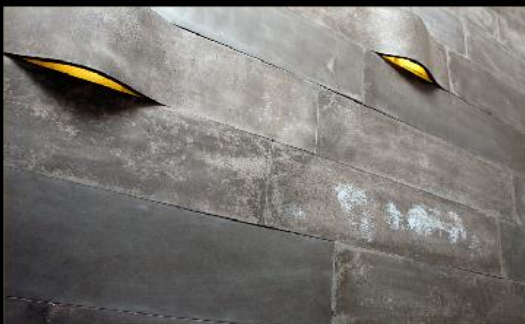


# GHACEM

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## BRAND MANUAL





# Ghacem

## CORPORATE IDENTITY MANUAL

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### **Basic Elements**

- 1.1** Introduction
- 1.2** Logo
- 1.3** Typeface
- 1.4** Colour
- 1.5** Brand Identity System
- 1.6** Advertising
- 1.7** Corporate Collateral
- 1.8** Co-Branding Guidelines
- 1.9** Subsidiary

# #01

## Basic Elements

- 1.1.1 Welcome
- 1.1.2 About this manual
- 1.1.3 Our brand, more than just a logo
- 1.1.4 Brand values
- 1.1.5 Brand personality
- 1.1.6 Brand architecture

- 1.2.1 Introduction
- 1.2.2 Corporate logo
- 1.2.3 Slogan
- 1.2.4 Reserved space
- 1.2.5 Correct uses
- 1.2.6 Color versions
- 1.2.7 Logo over backgrounds

- 1.3.1 Introduction
- 1.3.2 Ghacem Type
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- 1.4.2 Palette of colors
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- 1.5.1 Stationery items: Memo
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- 1.5.3 Complimentary card
- 1.5.4 Envelopes
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- 1.8.1 Cement trucks Mixer trucks
- 1.8.2 Trucks
- 1.8.3 Commercial vehicles

- 1.9.1 Joint Marketing

# 1.1.1

This manual has been developed in order to ensure that the graphic elements which make up the visual identity of GHACEM: the logo, the colors, the type font and design architecture are used correctly and consistently in all their applications.

The guidelines contained in this manual indicate how to use and combine the various elements so as to maintain visual consistency, their goal being the brand's competitive differentiation and standardization of its use anywhere in the world. This tool helps to convey the idea, values and personality of Ghacem, and so it is very important to digest and apply its content.

Simple for our professionals, better for the brand

With your collaboration, this manual will be an essential tool in maintaining the strength and persistence of Ghacem's identity over time.

Welcome to preserving our brand.

## **1.1.1 Welcome**

1.1.2 About this manual

1.1.3 Our brand,  
more than just a logo

1.1.4 Brand values

1.1.5 Brand personality

1.1.6 Brand architecture



# 1.1.2

- 1.1.1 Welcome
- 1.1.2 About this manual**
- 1.1.3 Our brand,  
more than just a logo
- 1.1.4 Brand values
- 1.1.5 Brand personality
- 1.1.6 Brand architecture

## Who Is This Manual For?

It is for you, as a part of Ghacem, as a supplier or as a partner/associate of our brand. It is aimed at graphic designers, printers and any external consultant or manufacturer with responsibility for the design, creation or production of any element owned by Ghacem.

## What Is This Manual For?

This interactive manual is an aid to presenting ourselves as a brand in a specific, predetermined manner:

**Professional:** the material produced by Ghacem reflects the group's philosophy of innovation and high quality.

**Consistent:** all elements are presented with a sense of unity and order; they are set out clearly and with a logical reasoning and also with a flexible and open attitude.

**Convincing:** the communication of our brand must be sound and easily recognizable.

## A Way Of Viewing A Brand With A Future

We all share responsibility for protecting and caring for our brand. Through our collective effort, we are protecting its future.

# 1.1.3

The brand is an integrated whole, not merely a word with connotations relating to something intangible. It contributes to the growth and value of our companies, promotes customer loyalty and enhances our ability to attract and retain talents, thereby facilitating our potential to develop projects and services, and predisposing social, economic and institutional players to commit to contracts and agreements.

At Ghacem, we go further and we define ourselves through the belief that the brand is an integrated whole of infinite nuances, which must be drawn together and taken into consideration.

The Ghacem brand is defined by 3 fundamental elements :

**An IDEA.** A thinking that summarizes the company's essence what it is that really makes us different.

**VALUES.** Our standards which define our way of behaving and establish a personality that conveys what we are and how we express ourselves

**PERSONALITY.** Which shapes our behaviour and things we do.

- 1.1.1 Welcome
- 1.1.2 About this manual
- 1.1.3 Our brand,  
more than just a logo**
- 1.1.4 Brand values
- 1.1.5 Brand personality
- 1.1.6 Brand architecture

# 1.1.4

Ghacem's values form the basis for everything we do: how we say what we say and how we project ourselves. They must be central to every project we carry out, to the initiatives we propose and they must be reflected in the outcomes of those initiatives.

## **Excellence**

At Ghacem, we believe there is only one possible way of doing things, well. Ghacem motivation constantly transcends the mere execution of immediate projects, rather, it is based on the determination of deepen knowledge, to look ahead and be leaders. This has been the constant theme running through our business history and must be reflected in our everyday decisions and actions.

## **Commitment To Quality**

At Ghacem, we commit ourselves to what we believe to be the mark of undisputable excellence. Every one of our actions must be part of an integral, high quality standard to the customer and the society in general. To achieve this, we commit ourselves to the execution of our product, services and engineering activities with respect to the environment and can guarantee peoples safety. Quality is the only language we understand.

## **Commitment To Innovation**

People are our main asset and so Ghacem stands out for an innovative product and solutions with high differential value. Talent, curiosity and hard work are recognised. Our actions are motivated by constant thirst for knowledge: we make progress by using forward planning as drivers for international leadership. We grow through innovation. We create through effort. We invest in research.

- 1.1.1 Welcome
- 1.1.2 About this manual
- 1.1.3 Our brand,  
more than just a logo
- 1.1.4 Brand values**
- 1.1.5 Brand personality
- 1.1.6 Brand architecture



# 1.1.5

Personality dictates the brand's style; it is a tone of voice, friendly, easy and recognizable appearance. In its audience's eyes, Ghacem calling card says:

- Innovative
- International
- Loyal to its values
- Quality
- Constantly seeking excellence
- It has its own opinion and is highly regarded within the sector - Constantly striving

1.1.1 Welcome

1.1.2 About this manual

1.1.3 Our brand,  
more than just a logo

1.1.4 Brand values

**1.1.5 Brand personality**

1.1.6 Brand architecture

# 1.1.6

Brand architecture defines and reflects the way in which a company or organization structures its brand, products and services.

At Ghacem, we have decided to develop the brand organization in a uniform way (quality, consistent, solid)

The first impression conveyed by the **Ghacem Logo** is, greatness, that is the circle, in our traditional setting the circle is attributed to greatness and royalty which also translate to quality.

The circle is a stable form with a constant character that communicates greatness and quality standards associated with stability, honesty, cleanliness, dominance and balance.

Supporting the circle is a block of text to make the circle look better grounded and stable.

1.1.1 Welcome

1.1.2 About this manual

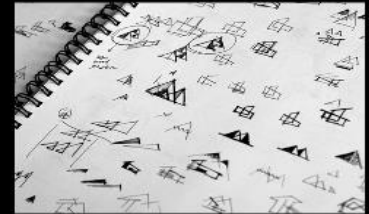
1.1.3 Our brand,  
more than just a logo

1.1.4 Brand values

1.1.5 Brand personality

**1.1.6 Brand architecture**

# 1.2



## THE LOGO

- 1.2.1 Introduction
- 1.2.2 Corporate logo
- 1.2.3 Slogan
- 1.2.4 Reserved space
- 1.2.5 Correct uses
- 1.2.6 Color versions
- 1.2.7 Logo over backgrounds



# 1.2.1

The logo is one of the basic elements of Ghacem's identity and it achieves impact when used in conjunction with the other elements. A consistent message is thereby created.

The Ghacem logo reflects our spirit and character, as it has been specially designed to represent our values and our brand idea. It constitutes the solidity and quality represented by the company that carries out good manufacturing.

It is our "signature", the fingerprint of our organization.

## **1.2.1 Introduction**

1.2.2 Corporate logo

1.2.3 Slogan

1.2.4 Reserved space

1.2.5 Correct uses

1.2.6 Color versions

1.2.7 Logo over backgrounds

# 1.2.2



- 1.2.1 Introduction
- 1.2.2 Corporate logo**
- 1.2.3 Slogan
- 1.2.4 Reserved space
- 1.2.5 Correct uses
- 1.2.6 Color versions
- 1.2.7 Logo over backgrounds

# 1.2.3

## PLACEMENT OF THE SLOGAN

When the logo is to be accompanied by the company slogan, this will be printed in Metabold, centre justified beneath the logo.



- 1.2.1 Introduction
- 1.2.2 Corporate logo
- 1.2.3 Slogan**
- 1.2.4 Reserved space
- 1.2.5 Incorrect uses
- 1.2.6 Color versions
- 1.2.7 Logo over backgrounds



# 1.2.4

## PLACEMENT OF THE SLOGAN

In order to maintain the logo's visual impact, its reserved space must always be observed. This is a 1cm around square, all round the logo

## MINIMUM SIZE (Overall Width)



- 1.2.1 Introduction
- 1.2.2 Corporate logo
- 1.2.3 Slogan
- 1.2.4 Reserved space**
- 1.2.5 Incorrect uses
- 1.2.6 Color versions
- 1.2.7 Logo over backgrounds

# 1.2.5

The incorrect use of the Ghacem logo adversely affects the impact of our communication, as it conveys an inconsistent message

Only the explicit use described in this manual is correct.

Any variation in colour, orientation proportion or combination is incorrect and is therefore prohibited.

- 1.2.1 Introduction
- 1.2.2 Corporate logo
- 1.2.3 Slogan
- 1.2.4 Reserved space
- 1.2.5 Incorrect uses**
- 1.2.6 Color versions
- 1.2.7 Logo over backgrounds



Do not distort the logo



Do not try and recreate logo



Do not alter elements



Do not change color



Do not rotate logo



# 1.2.6

The Ghacem logo only exists in two chromatic versions: yellow and black, no other versions exist.



**HEIDELBERGCEMENT**Group  
**...The Nation Builder**

Full Colour



**HEIDELBERGCEMENT**Group  
**...The Nation Builder**

Black & White Colour



**HEIDELBERGCEMENT**Group  
**...The Nation Builder**

Alternative Colour

- 1.2.1 Introduction
- 1.2.2 Corporate logo
- 1.2.3 Slogan
- 1.2.4 Reserved space
- 1.2.5 Incorrect uses
- 1.2.6 Color versions**
- 1.2.7 Logo over backgrounds



# 1.2.7

- 1.2.1 Introduction
- 1.2.2 Corporate logo
- 1.2.3 Slogan
- 1.2.4 Reserved space
- 1.2.5 Correct uses
- 1.2.6 Color versions
- 1.2.7 Logo over backgrounds**



Wet cement,  
Opportunity.  
It only takes a second  
To change this spot forever.

### 1.3 Type Face

- 1.3.1 Introduction
- 1.3.2 Ghacem Type
- 1.3.3 substitute typefaces

# 1.3.1

Ghacem is a strong company. This is expressed in a reliable way and the words used convey consistency. Our tone of voice is formal-friendly, moderate and frank. The fact is that the words we use reflect the way we are and how we think and act. Every word counts and every word speaks volumes about us. It conveys everything we are.

For Ghacem, selecting a type font was no easy task, since finding a font that transmits quality - the brand's core value - was the primary objective.

The typographic family chosen by Ghacem is Meta, a balance and classy typeface. Its form conveys quality, reliability, competence and consistency.

## THE META TYPEFACE FAMILY

### 1.3.1 Introduction

### 1.3.2 Ghacem Type

### 1.3.3 substitute typefaces



# 1.3.2

1.3.1 Introduction  
**1.3.2 Ghacem Type**  
1.3.3 substitute typefaces

Aa  
Aa

The Metabold typeface has been selected for constructing headlines. With its base, it has more weight for enunciating and proposing. It speaks with a louder tone of voice — just the tone we need for headlines: it grabs our attention without shouting. We are allowing the possibility of choosing the Light or Bold family where necessary, provided this is done to achieve maximum visual sharpness.

Aa  
Aa

The Meta medium typeface has been selected for constructing sub headers. Extremely simple and sharp, Meta medium conveys a brand which is direct and frank. It communicates quality.

Aa  
Aa

The Meta Normal typeface has been selected for constructing text. Extremely simple and sharp, Meta Normal conveys a brand which is direct and frank. It communicates forcefully. Bold is used when we want to highlight text,

## Meta Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
12345678901@#\$%^&\*

## Meta Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
12345678901@#\$%^&\*

## Meta Normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
12345678901@#\$%^&\*

# 1.3.3

1.3.1 Introduction  
1.3.2 Ghacem Type  
**1.3.3 Substitute Typeface**

## VERDANA

A system typeface, installed on all PCs, with its four available faces (normal, bold, italic, bold italic). Ideal for content because of its high degree of legibility and its wide availability in office automation systems worldwide. It has a full punctuation system and accents.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 @#\$%^&\*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890 @#\$%^&\***

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890 @#\$%^&\**



## 1.4-colour

- 1.4.1 Introduction
- 1.4.2 Pallete of colors
- 1.4.3 Primary color



# 1.4.1

Color is a fundamental element in communicating the brand's personality and in differentiating it from the competition.

**Our basic color is Pantone® RAL 1018.**

A distinctive yellow, which conveys authority and presence. It gives the brand an air of respect and reassurance.

Consistent use of this color is important for our brand's expression.

## **1.4.1 Introduction**

1.4.2 Palette of colors

1.4.3 Primary color

# 1.4.2

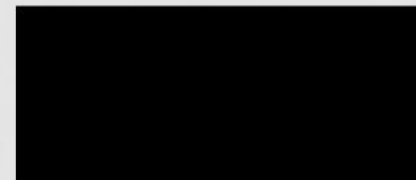
1.4.1 Introduction  
**1.4.2 Palette of colors**  
1.4.3 Primary color

Yellow is the color of the mind and the intellect. It is optimistic and cheerful. It is associated with balance and calm. It helps us to position ourselves as a brand conveying reliability through tranquility and gravity.



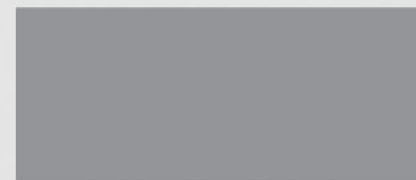
C=0 M=15 Y=100 K=0  
R=250 G=202 B=48  
Patone= RAL 1018

Black calls to power. Black signifies sophistication and strength. Black exudes an aura of mystery. Black is opinionated. Our black represents the solidity of our brand, and presents a front that our customers can trust.



C=0 M=0 Y=0 K=100  
R=0 G=0 B=0

The Ghacem palette of colors, at corporate and divisional level, is balanced.



C=0 M=0 Y=0 K=50  
R=147 G=149 B=159

# 1.4.3

- 1.4.1 Introduction
- 1.4.2 Palette of colors
- 1.4.3 Primary color**

Ghacem's primary color is Pantone® RAL 1018, a deep, distinctive yellow.

Yellow derives its principal significance from the symbols and feelings we associate with it.

This is a color conveying all the good qualities that accrue with time, the fine feelings not dictated by mere passion but rather that are based on reciprocal understanding.

There are no negative feelings where yellow predominates. Thus, it is no surprise that yellow elicits such acceptance.



Patone= RAL 1018





## 1.5 - Brand Identity

- 1.5.1 Stationery items: Memo
- 1.5.2 Presentation
- 1.5.3 Complimentary card
- 1.5.4 Envelopes
- 1.5.5 Letterhead
- 1.5.6 Press Release

# 1.5.1

## 1.5.1 Stationery items: Memo

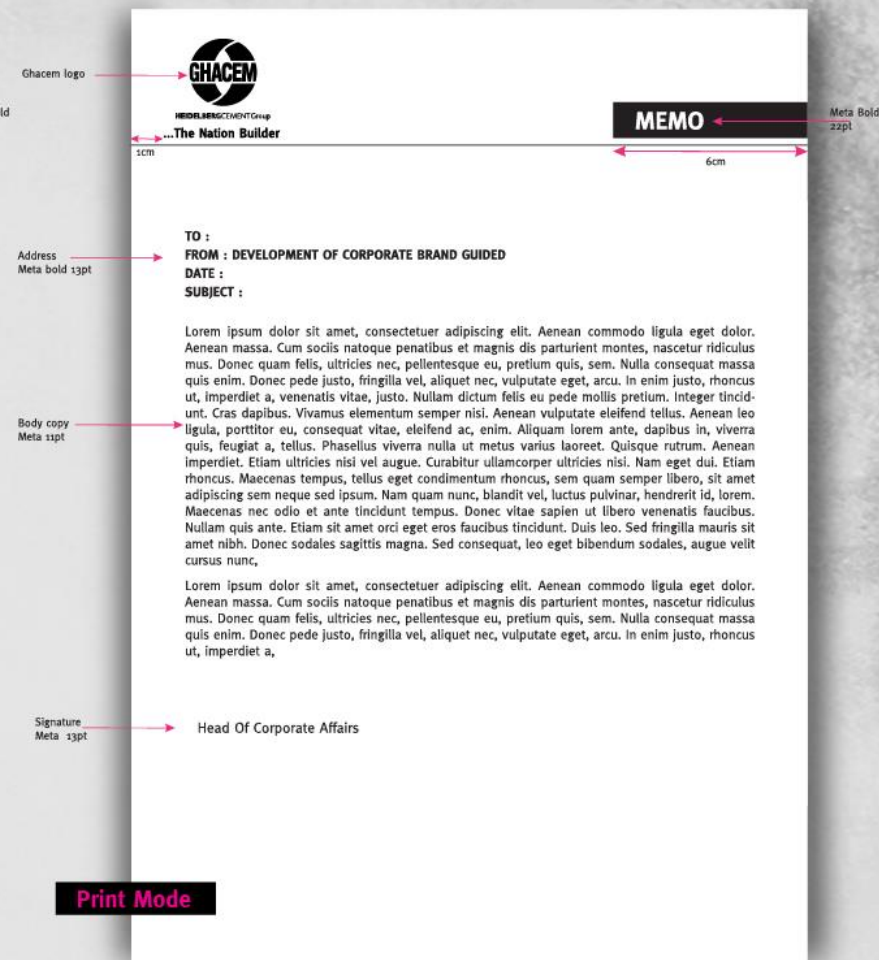
### 1.5.2 Presentation

### 1.5.3 Complimentary card

### 1.5.4 Envelopes

### 1.5.5 Letterhead

### 1.5.6 Press Release



# 1.5.2

1.5.1 Stationery items: Memo

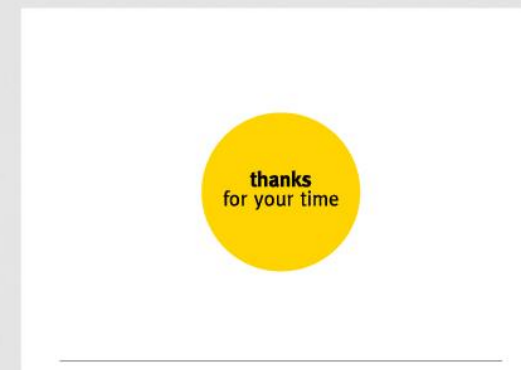
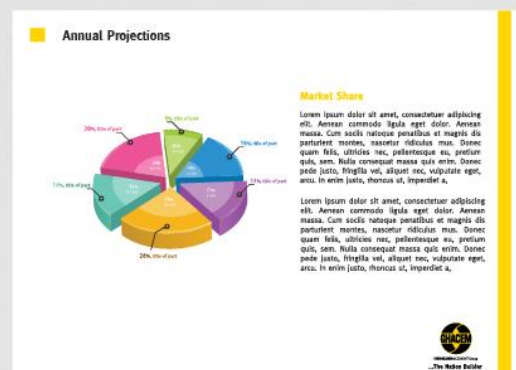
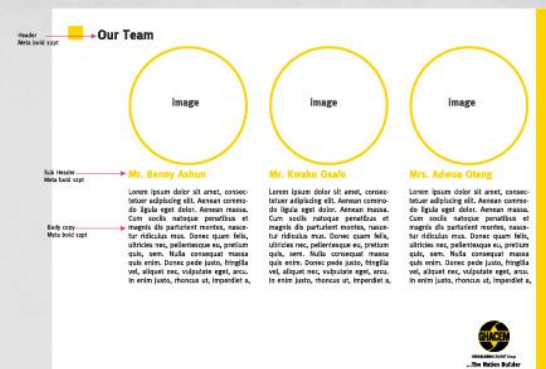
1.5.2 Presentation

1.5.3 Complimentary card

1.5.4 Envelopes

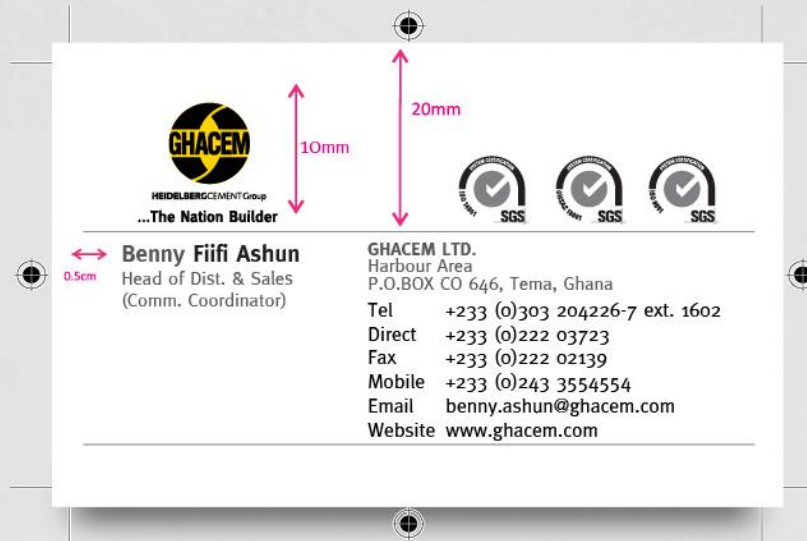
1.5.5 Letterhead

1.5.6 Press Release





# 1.5.3



1.5.1 Stationery items: Memo

1.5.2 Presentation

**1.5.3 Complimentary card**

1.5.4 Envelopes

1.5.5 Letterhead

1.5.6 Press Release

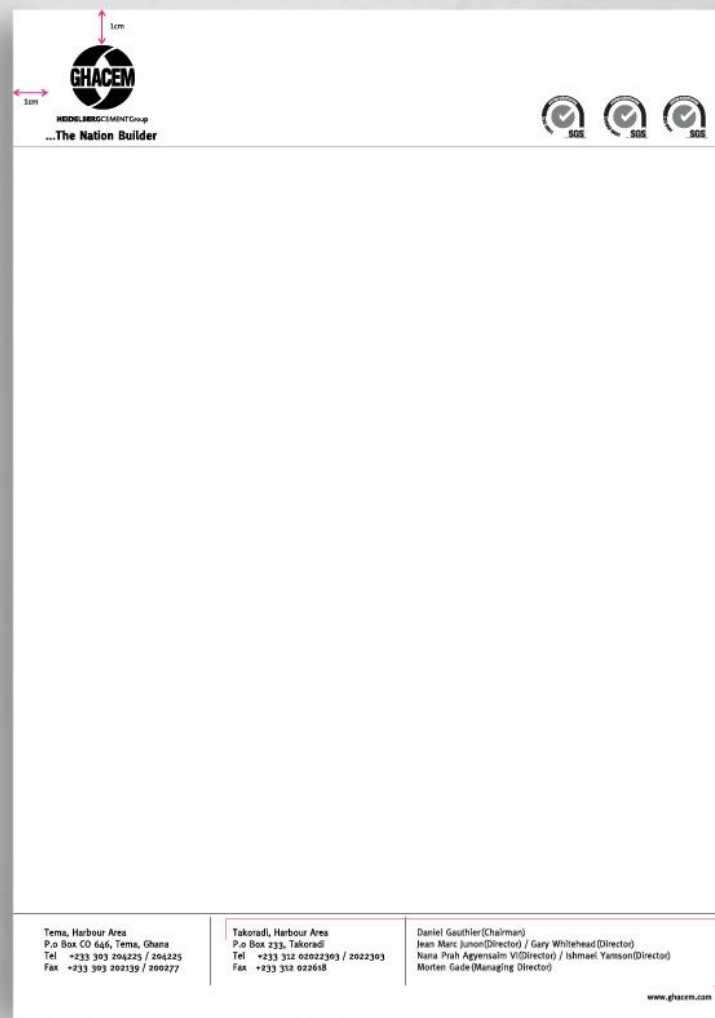
# 1.5.4

- 1.5.1 Stationery items: Memo
- 1.5.2 Presentation
- 1.5.3 Complimentary card
- 1.5.4 Envelopes**
- 1.5.5 Letterhead
- 1.5.6 Press Release



# 1.5.5

- 1.5.1 Stationery items: Memo
- 1.5.2 Presentation
- 1.5.3 Complimentary card
- 1.5.4 Envelopes
- 1.5.5 Letterhead**
- 1.5.6 Press Release




Meta Normal 8pts

Meta Normal 7pts



# 1.5.6

- 1.5.1 Stationery items: Memo
- 1.5.2 Presentation
- 1.5.3 Complimentary card
- 1.5.4 Envelopes
- 1.5.5 Letterhead
- 1.5.6 Press Release



HEIDELBERG CEMENT Group  
...The Nation Builder

www.ghacem.com

## GHACEM REDUCES CEMENT PRICES


Management of Ghacem Ltd, the largest producer of quality cement in Ghana has observed with keen interest the recent appreciation of the Ghana cedi against major international currencies. This development has resulted in marginal reduction of our production cost. In view of this, management is happy to announce the reduction of ex-factory price of our Ghacem Super Rapid products from GHc30.55 per 50kg bag to GHc27.965 inclusive 17.5% VAT/NHIL. The reduced ex-factory price takes effect from Tuesday, 7th October 2014.

As a guide to our cherished distributors and their retailers as well as the general public, the following retail prices at certain key markets have been recommended effective 8th October 2014:

Town / City	Recommended End-User Prices (Ghc per bag for 50Kg bag)	
	Minimum-Ghc	Maximum-Ghc
Accra	31.2	31.6
Tema	31.0	31.4
Kasoa	31.3	31.7
Winneba	31.6	32.0
Cape Coast	31.6	32.0
Takoradi	30.9	31.3
Tarkwa	31.7	32.0
Kumasi	32.8	33.2
Koforidua	31.7	32.0
Tamale	34.8	35.0
Bolga	35.0	35.3
Wa	35.5	35.8
Sunyani	33.5	33.8

**Note:**  
Recommended end-user prices for the Ghacem Super Rapid Cement in the above Markets are only indicative and depend on specific location of the retail outlet within that town or city.

For further enquiries, please call Toll-free: 080010086



HEIDELBERG CEMENT Group  
...The Nation Builder

www.ghacem.com

## GHACEM REDUCES CEMENT PRICES

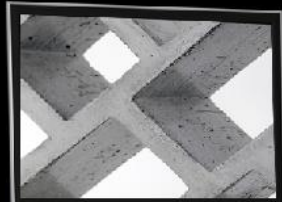
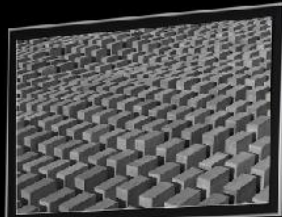
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Kasoa	31.3	31.7
Winneba	31.6	32.0
Cape Coast	31.6	32.0
Takoradi	30.9	31.3
Tarkwa	31.7	32.0
Kumasi	32.8	33.2
Koforidua	31.7	32.0
Tamale	34.8	35.0
Bolga	35.0	35.3
Wa	35.5	35.8
Sunyani	33.5	33.8

**Note:**  
Recommended end-user prices for the Ghacem Super Rapid Cement in the above Markets are only indicative and depend on specific location of the retail outlet within that town or city.

For further enquiries, please call Toll-free: 080010086



Advertising




- 1.6.1 Full Visual
- 1.6.2 3/4 Visual
- 1.6.3 Horizontal
- 1.6.4 Pull Up Banner
- 1.6.5 Brochure



# 1.6.1

- 1.6.1 Full Visual
- 1.6.2 3/4 Visual
- 1.6.3 Horizontal
- 1.6.4 Pull Up Banner
- 1.6.5 Brochure



www.ghacem.com  
Meta bold 10pts

## ...The Nation Builder

Meta bold 40pts

This is a nation of builders. It is filled with a people who will never give up; people who will always work to build stronger, better lives for themselves and every other Ghanaian. You are the reason why this nation will keep rising. We celebrate you and the Great Nation we are building together.

Meta Regular 16pts

### Happy 57th Independence Day!

Meta Regular 25pts

4 cm

15cm

2cm

**GHACEM**  
HEIDELBERGCEMENT Group  
...The Nation Builder

Call toll free 080010086 Tel: 0303203547



# 1.6.2

- 1.6.1 Full Visual
- 1.6.2 3/4 Visual**
- 1.6.3 Horizontal
- 1.6.4 Pull Up Banner
- 1.6.5 Brochure

www.ghacem.com

Meta bold 10pts

**APPROVED  
BY CONSTRUCTION  
PROFESSIONALS**

QUALITY YOU CAN TRUST FOR GENERATIONS

**GHACEM**

HEIDELBERGCEMENT Group

**The Nation Builder**

Only GHACEM cement has proven, time-tested quality and strength to guarantee that your projects will stand the test of time. And the Ghana Standards Authority backs this fact with certification. Choose only the best. Choose quality made in Ghana cement. Contact your local GHACEM Sales Rep, Distributor or Retailer for quality cement.

Call toll free 080010086 or Tel: 0303203547

Meta Regular 10pts

# 1.6.3

- 1.6.1 Full Visual
- 1.6.2 3/4 Visual
- 1.6.3 Horizontal**
- 1.6.4 Pull Up Banner
- 1.6.5 Brochure

9.5cm

**LONG LASTING STRENGTH** ← Meta bold 21x pts

Year after year Ghacem provides unbeatable grip and strength that other cements can only dream of offering. ← Meta Regular 13x pts

**Invest in the best. Only Ghacem builds to last.**

WITH GHACEM CEMENT, QUALITY IS IN THE PRODUCT, AND NOT JUST WRITTEN ON THE BAG.

Contact your local GHACEM Sales Rep, Distributor or Retailer for quality cement.

4 cm

**GHACEM**  
HEIDELBERG CEMENT Group  
...The Nation Builder

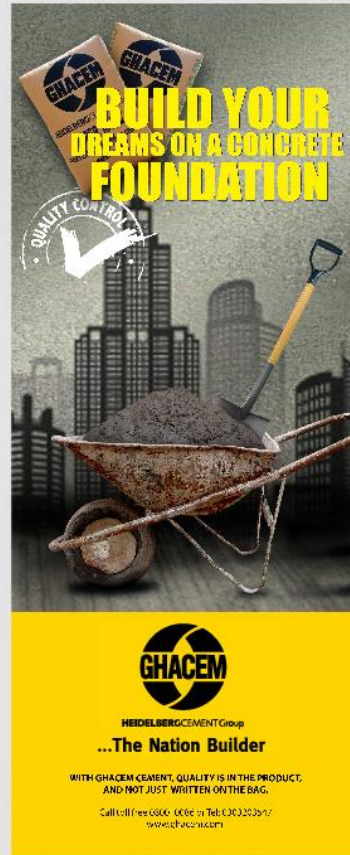
1 cm

Call toll free 080010086 Tel: 0303203547 ← Meta bold 16x pts

AD 1957  
FREEDOM AND JUSTICE

# 1.6.4

- 1.6.1 Full Visual
- 1.6.2 3/4 Visual
- 1.6.3 Horizontal
- 1.6.4 Pull Up Banner**
- 1.6.5 Brochure





# 1.6.5

- 1.6.1 Full Visual
- 1.6.2 3/4 Visual
- 1.6.3 Horizontal
- 1.6.4 Pull Up Banner
- 1.6.5 Brochure**



## 1.7 - Corporate Collateral

- 1.7.1 Polo Shirts
- 1.7.2 Tee Shirts
- 1.7.3 Caps
- 1.7.4 Gift Bags
- 1.7.5 Pens & Keyholders & Call Card Holders
- 1.7.6 Umbrella
- 1.7.7 Mugs



# 1.7.1

## 1.7.1 Polo Shirts

1.7.2 Tee Shirts

1.7.3 Caps

1.7.4 Gift Bags

1.7.5 Pens & Keyholders & Call  
Card Holders

1.7.6 Umbrella

1.7.7 Mugs





# 1.7.2



1.7.1 Polo Shirts

**1.7.2 Tee Shirts**

1.7.3 Caps

1.7.4 Gift Bags

1.7.5 Pens & Keyholders & Call  
Card Holders

1.7.6 Umbrella

1.7.7 Mugs

# 1.7.3

- 1.7.1 Polo Shirts
- 1.7.2 Tee Shirts
- 1.7.3 Caps**
- 1.7.4 Gift Bags
- 1.7.5 Pens & Keyholders & Call Card Holders
- 1.7.6 Umbrella
- 1.7.7 Mugs



# 1.7.4

1.7.1 Polo Shirts

1.7.2 Tee Shirts

1.7.3 Caps

**1.7.4 Gift Bags**

1.7.5 Pens & Keyholders & Call

Card Holders

1.7.6 Umbrella

1.7.7 Mugs





# 1.7.5

- 1.7.1 Polo Shirts
- 1.7.2 Tee Shirts
- 1.7.3 Caps
- 1.7.4 Gift Bags
- 1.7.5 Pens & Keyholders & Call Card Holders**
- 1.7.6 Umbrella
- 1.7.7 Mugs



# 1.7.6

- 1.7.1 Polo Shirts
- 1.7.2 Tee Shirts
- 1.7.3 Caps
- 1.7.4 Gift Bags
- 1.7.5 Pens & Keyholders & Call  
Card Holders
- 1.7.6 **Umbrella**
- 1.7.7 Mugs

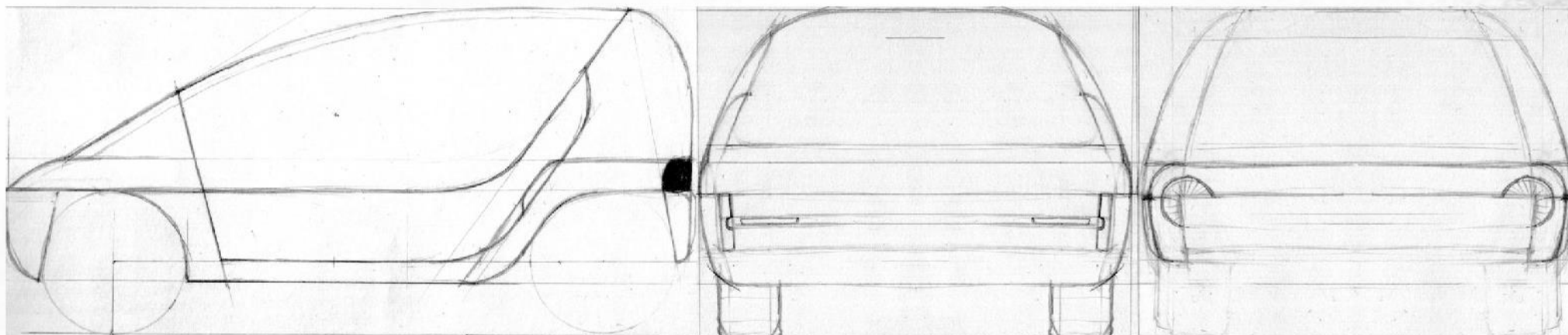


# 1.7.7

- 1.7.1 Polo Shirts
- 1.7.2 Tee Shirts
- 1.7.3 Caps
- 1.7.4 Gift Bags
- 1.7.5 Pens & Keyholders & Call Card Holders
- 1.7.6 Umbrella
- 1.7.7 Mugs**







## 1.8 Vehicles

- 1.8.1 Cement trucks Mixer trucks
- 1.8.2 Trucks
- 1.8.3 Commercial vehicles
- 1.8.4 pick up

# 1.8.1

1.8.1 Cement trucks Mixer trucks

1.8.2 Trucks

1.8.3 Commercial vehicles

1.8.4 pick up



# 1.8.2

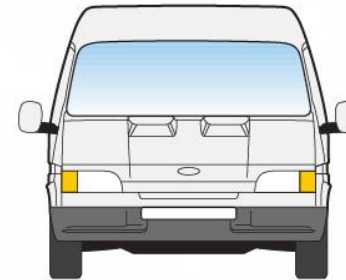
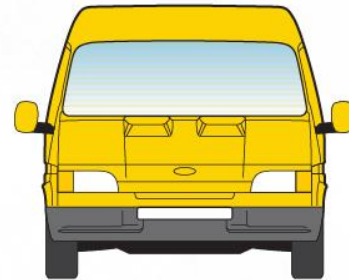
- 1.8.1 Cement trucks Mixer trucks
- 1.8.2 Trucks**
- 1.8.3 Commercial vehicles
- 1.8.4 pick up





# 1.8.3

- 1.8.1 Cement trucks Mixer trucks
- 1.8.2 Trucks
- 1.8.3 Commercial vehicles**
- 1.8.4 pick up



# 1.8.4

- 1.8.1 Cement trucks Mixer trucks
- 1.8.2 Trucks
- 1.8.3 Commercial vehicles
- 1.8.4 pick up**



# 1.9

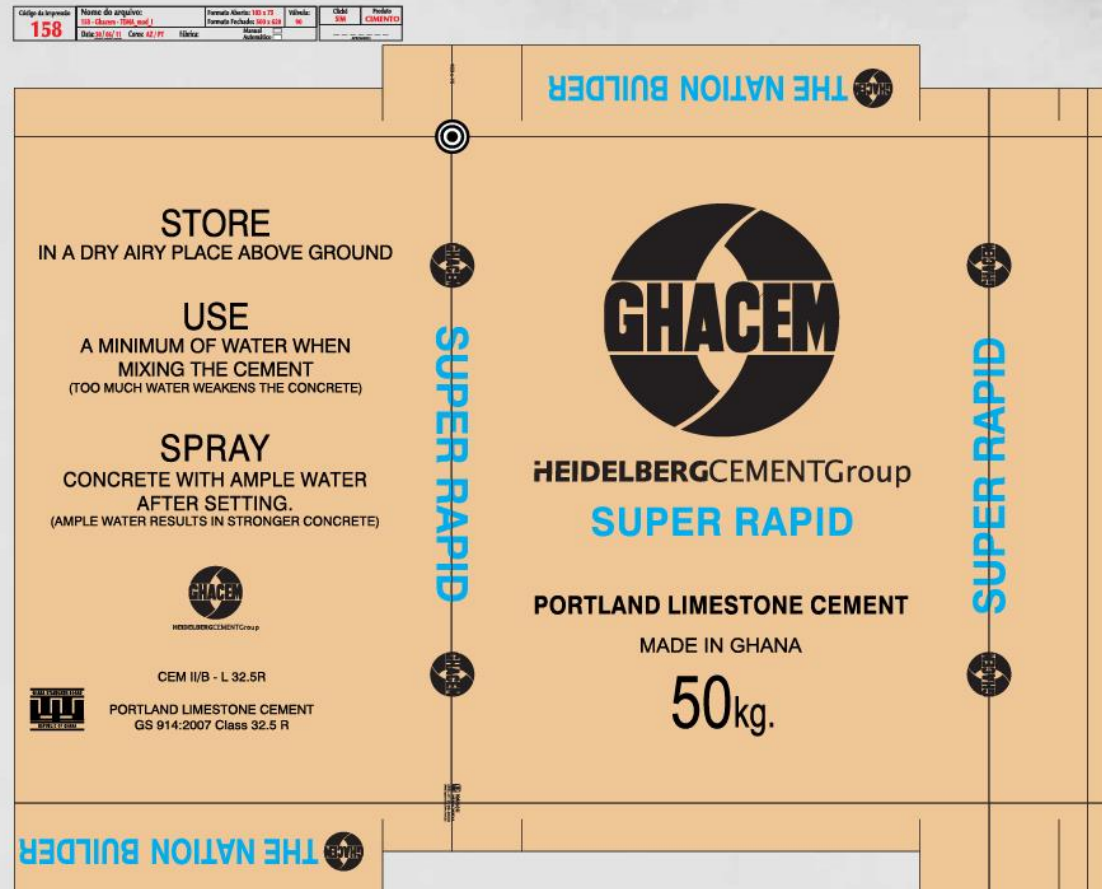


1.9.1 Cement bag



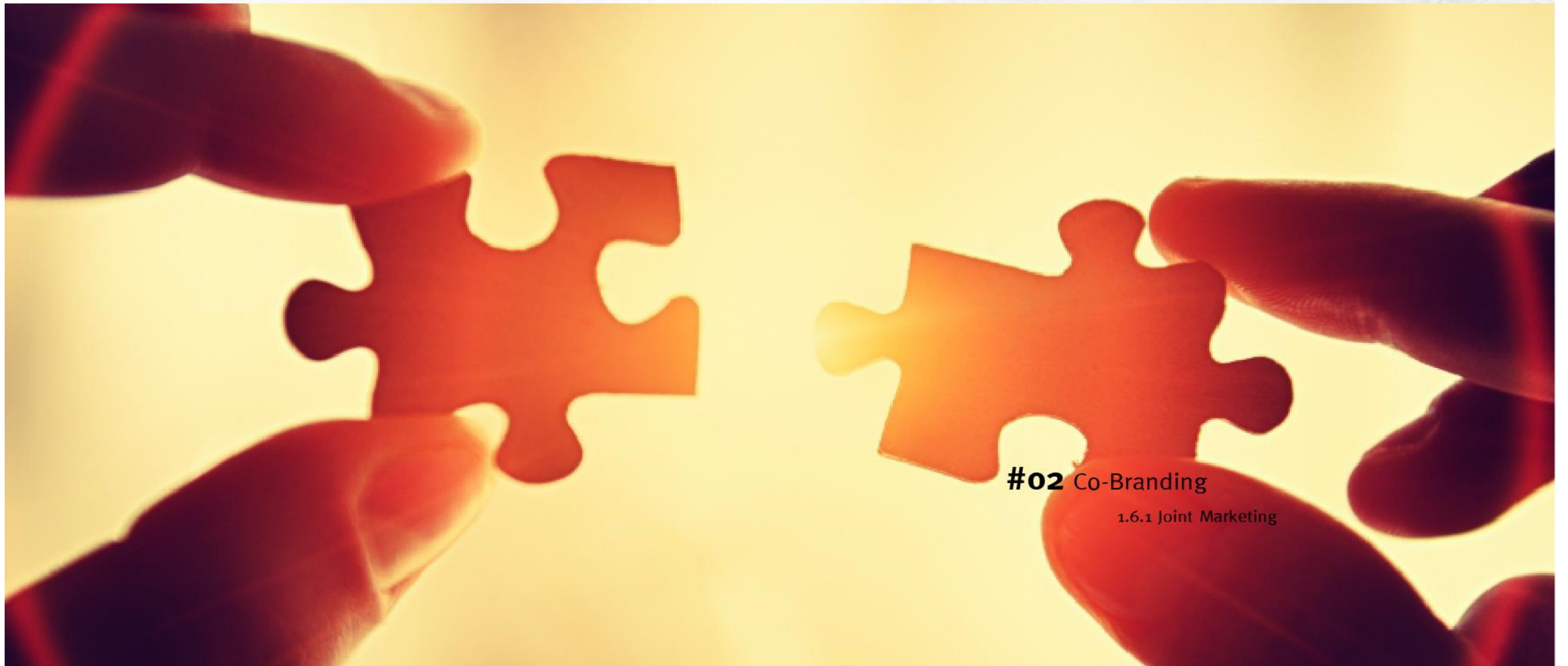
# 1.9.1

## 1.9.1 Cement bag



### 1.9.2 Cement bag





## #02 Co-Branding

### 1.6.1 Joint Marketing



# 2.1.1

## 2.1.1 Joint Marketing

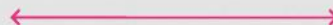
This is an arrangement between Ghacem and a supporting organization to jointly promote and market a service, event or product. The prominence of each logo is relative to its use as a primary or secondary contributor.



HEIDELBERGCEMENT Group

### ...The Nation Builder

The Ghacem logo should always be placed on the left top or bottom surface area in joint branding



The other logo or logos should always be placed on the right surface area in joint branding

If you've just read our brand guide, you have our appreciation. It means you understand our details and quality. We know applying these principles takes time and effort, but the history we will make in all our Ghacem Communications will be stronger. If you ever have questions or contributions to better our brand manual and its application in design, don't hesitate to communicate it to us.

“The beauty of every building lies in the strength of its foundation.”

Ghacem, 2014

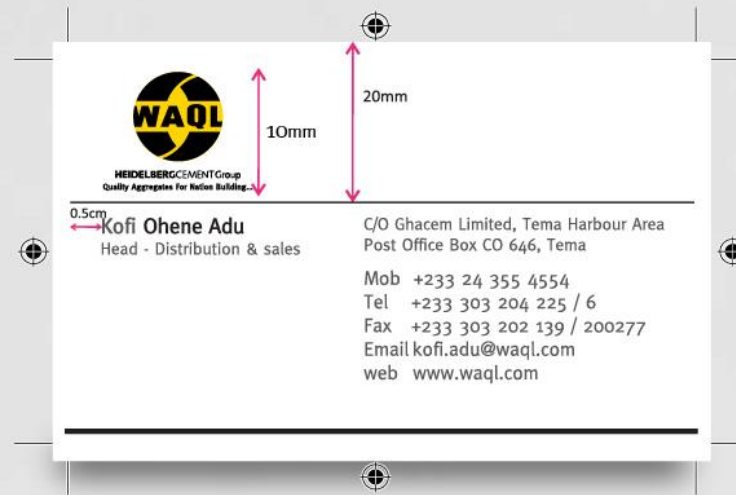
## 2.2.1



- 2.1.1 Business cards
- 2.1.2 Letterhead
- 2.1.3 Envelopes
- 2.1.4 Brochure



## 2.2.2



### 2.2.2 Business cards

2.2.3 Letterhead

2.2.4 Envelopes

2.2.5 Brochure

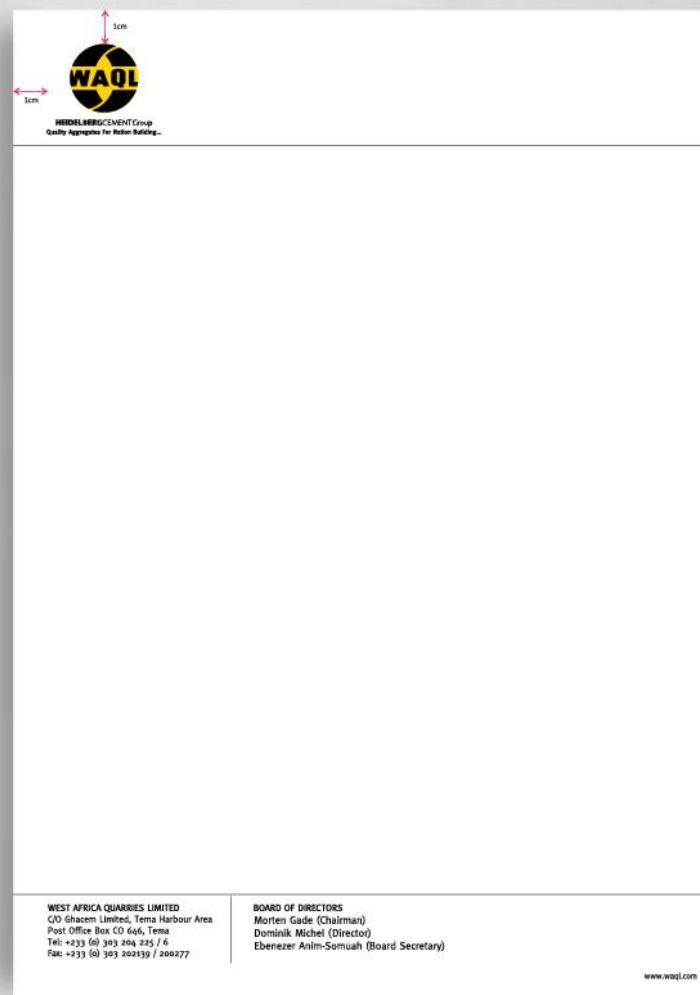
# 2.2.3

2.2.2 Business cards

**2.2.3 Letterhead**

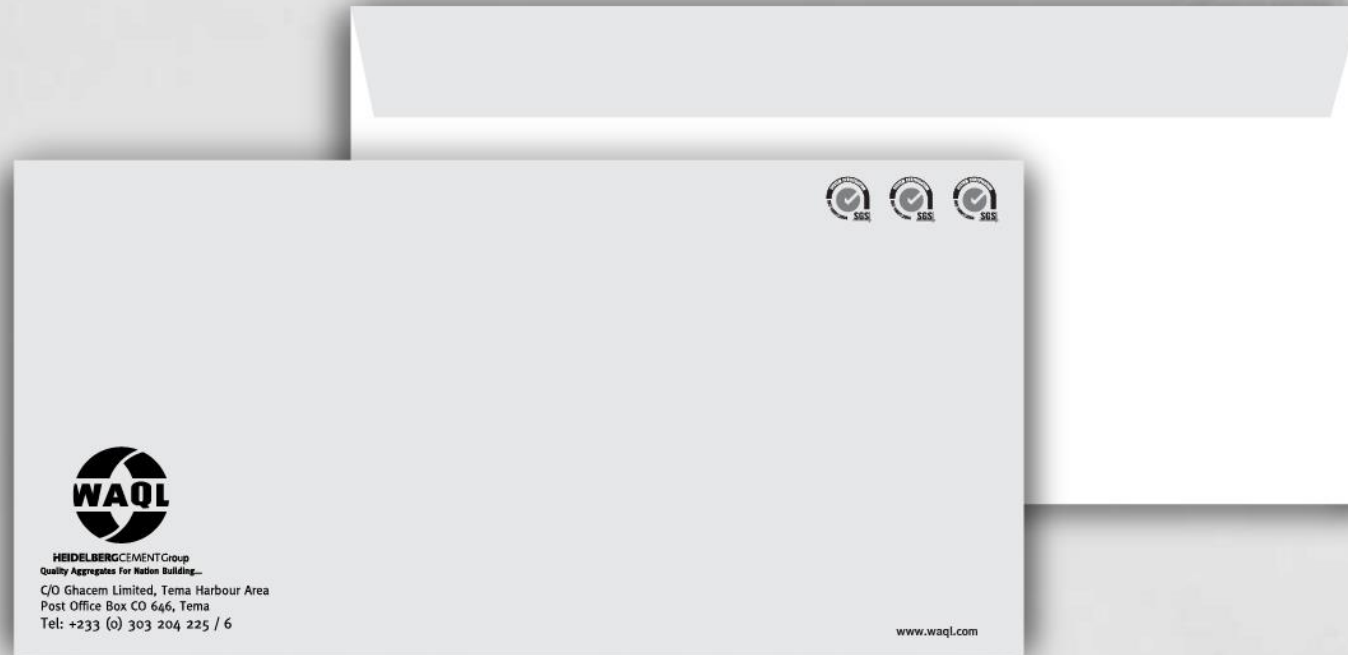
2.2.4 Envelopes

2.2.5 Brochure



# 2.2.4

- 2.2.2 Business cards
- 2.2.3 Letterhead
- 2.2.4 Envelopes**
- 2.2.5 Brochure





# 2.2.5

- 2.2.2 Business cards
- 2.2.3 Letterhead
- 2.2.4 Envelopes
- 2.2.5 Brochure**



# 2.2.6

**Kindly note:**

WAQL should follow all details provided by this brand guide in relation to anything branding.

2.2.6 Note

