

capitalatwork

Wealth Management  Foyer Group

house style manual

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For more information contact Group Marketing
Nathalie Cardoen
Tel.: +32 (0)2 663 36 09
E-mail: n.cardoen@capitalatwork.com

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1. Introduction

1.0 Vision

The image of a company is more than ever influenced by its outside appearance. A carefully thought through and consciously executed corporate identity policy is crucial towards establishing a positive recognition of the company, its products, its services, its values and strategy. This corporate identity manual was designed with that objective in mind.

1.1 How to use this manual

This manual illuminates in a well-organised and structured manner the different elements that make up the corporate identity of CapitalatWork: its name, its logo, the baseline, typography, ... The use of each of these elements is illustrated by means of examples.

The “do’s en don’ts” at the end of each chapter deserve your attention as well.

A company like CapitalatWork communicates with a broad group of people: employees, customers, suppliers, journalists, the financial world, the broad public. In order to guard the identity of CapitalatWork communication deserves tight, rigid guidelines.

1.2. .net

For CapitalatWork employees, all necessary house style elements (logos, ...) are available on our .net server. Suppliers who need digital material are requested to contact Nathalie Cardoen at n.cardoen@capitalatwork.com.

2. Company name

2.0 Background

The cornerstone of a company's image is its (good) name. CapitalatWork is the officially registered name and is to be used in its entirety in all official communication.

It is immediately clear from the name "CapitalatWork" that the company positions itself within the market of financial services. CapitalatWork operates in an international business environment, which explains the choice for an English name.

2.1 Baseline

A new logo has been created to enforce the merger between Foyer Patrimonium and CapitalatWork.

By holding on at our brandname CapitalatWork, we hereby confirm our established brand awareness, build up over the years, and across Europe. By adding the name Foyer Group we emphasize the stable and solid values Foyer Group can offer us, our clients and other relations.

The baseline 'Wealth Management' refers to our services, namely 100% focus on asset management and wealth structuring.

The power lies in the combination of name and baseline, which gives it the impact of a clear statement.

2.2 Notation

CapitalatWork is never to be abbreviated to C@W. Whenever CapitalatWork appears in a running text, respect the alternating use of regular and the italicized notation of the word at. To further enhance the brand status and value of the company name, the name is to be written as one word. Consequently, the name must never be hyphenated (whenever that appears to be unavoidable, rather shift the name to the following line).

3. Logo

3.0 Singularity

The CapitalatWork logo was professionally designed. It is symbolic for the specific character of the company, the quality of its services, and the professionalism of its employees.

The CapitalatWork logo is unique and deposited in its singularity. It is not allowed to copy, redraw, or adapt the logo.

The CapitalatWork logo is to be used in its entirety.

To ensure correct use, the logo is available in digital format. For employees, the logo versions are available on our .net. Suppliers are requested to contact Nathalie Cardoen at n.cardoen@capitalatwork.com.

3.1 Description

The CapitalatWork logo consists of the specific notation of the name in combination with the graphical element and the baseline. All these elements are inextricably tied to one another.

capitalatwork
Wealth Management  Foyer Group

3. Logo

3.2 Logo versions

capitalatwork
 Wealth Management 

Official version of the logo, where the name is dark brown and the graphical element is blue. (see page 5 for colour reference).

capitalatwork
 Wealth Management 

Negative colour version of the logo for use against a blue background.

capitalatwork
 Wealth Management 

Black & white version, where the name is black and the graphical element is represented in 50% grey.

capitalatwork
 Wealth Management 

Version for black & white applications: fax documents, ...

capitalatwork
 Wealth Management 

Negative version of the logo for use against a dark background.

3.3 Free space

To give the CapitalatWork logo the aura and the impact it deserves, a free space around the logo should be respected. The following schedule lays down its details. x = height of the letter c of CapitalatWork



Calculation of the free space around the logo (pink frame) is based on the length of the logo.

3. Logo

3.4 Minimum and maximum format

The CapitalatWork logo was developed to ensure optimal visibility, identity and recognition. It is important that this objective be respected. Therefore the logo must not be pictured smaller than 35 mm long.



3.5 Use of colour

For the CapitalatWork logo and by extension the complete house style specific colours have been chosen : PMS 284C for the soft blue, PMS 7533C for the brown. The blue colour is specifically chosen for the qualities it evokes: intelligence, communication, trust, efficiency, serenity, reflection. Whenever possible, make use of those 2 specific house colours before using any other colour. Consistent use of these colours will create a coherent CapitalatWork style of communication and enhance recognition.

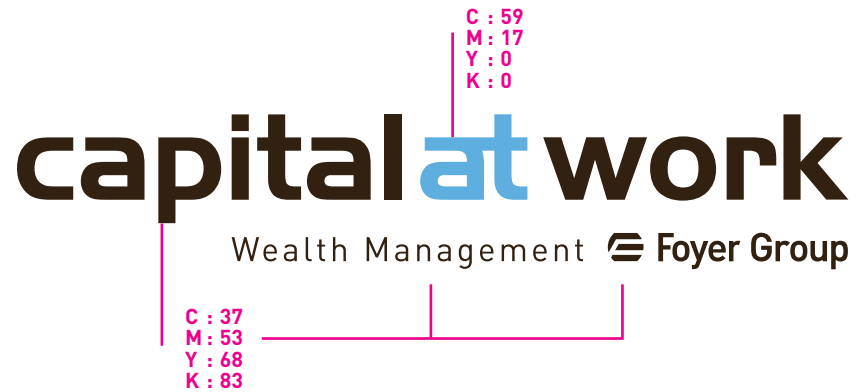
Attention. Please only use the digital files and templates available on .net or through Nathalie Cardoen. Please note that colours may differ per colour printer - ideally these should be calibrated to obtain the exact CapitalatWork blue. If you want to use the CapitalatWork blue and grey in your presentations or documents, you should install the correct colour references on your PC (see RGB references on page 6). Contact Nathalie Cardoen if you have further questions about this.

Pantone version (for duo tone printing)

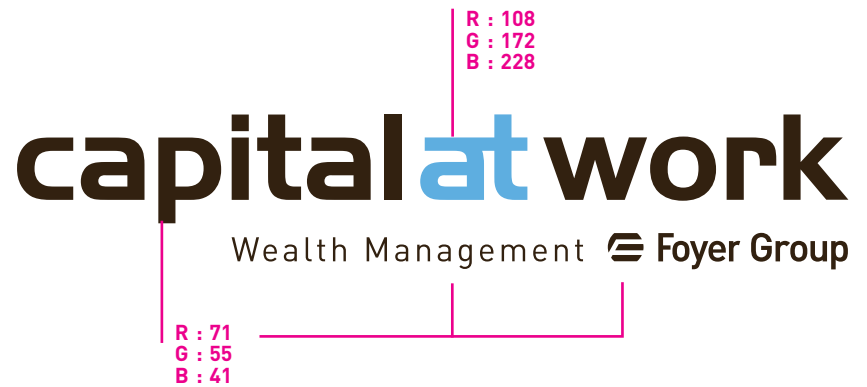


3. Logo

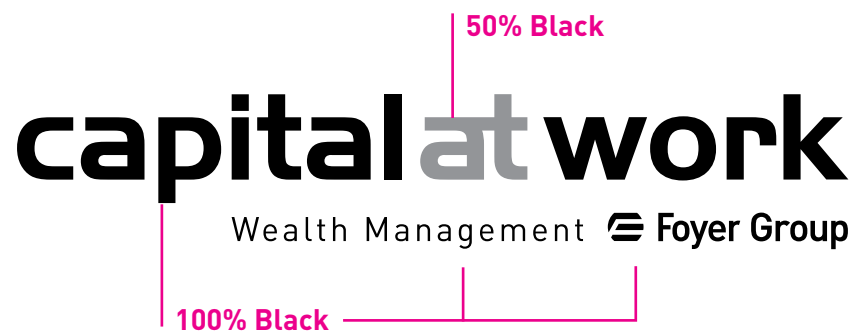
Quadri version (for CMYK printing)



RGB version (on screen)



Black and white version (for black and white printing)



3. Logo

3.6 Backgrounds

The CapitalatWork logo has the most impact when it is set to a completely white background. However, sometimes it will be necessary to place the logo against a coloured background. In that case the following guidelines are to be observed strictly:

capitalatwork
Wealth Management  Foyer Group

Against a white background preferably use the official logo, which is composed of blue, grey and black.

capital at work
Wealth Management  Foyer Group

Against a light background or grey value up to 40% use the black logo.

capital at work
Wealth Management  Foyer Group

Against a dark background or grey value from 40% use the white logo.

capital at work
Wealth Management  Foyer Group

4. Typography

4.0 General

A deciding factor towards the visual image of a company like CapitalatWork in the eyes of its target audience, is typography. A consistent use of the same font families and types enhances recognition.

4.1 Internal use: Verdana

The Verdana font is prescribed for use in all documents that are typeset internally.

- > Verdana Regular
The quick brown fox jumps over the lazy dog.
- > *Verdana Regular Italic*
The quick brown fox jumps over the lazy dog.
- > **Verdana Bold**
The quick brown fox jumps over the lazy dog.
- > ***Verdana Bold Italic***
The quick brown fox jumps over the lazy dog.

4.2 External use: Din

The Din font is used only in printed matter that is typeset by the communication partners (printers, communication agency, ...).

- > Din Light
The quick brown fox jumps over the lazy dog.
- > *Din Light Italic*
The quick brown fox jumps over the lazy dog.
- > Din Regular
The quick brown fox jumps over the lazy dog.
- > *Din Regular Italic*
The quick brown fox jumps over the lazy dog.
- > **Din Medium**
The quick brown fox jumps over the lazy dog.
- > ***Din Medium Italic***
The quick brown fox jumps over the lazy dog.
- > **Din Bold**
The quick brown fox jumps over the lazy dog.
- > ***Din Bold Italic***
The quick brown fox jumps over the lazy dog.

5. Do's and don'ts

5.0 Baseline

The baseline 'Wealth Management Foyer Group' is a structural part of the logo and is always to be used in conjunction with the name 'CapitalatWork'. It can not be changed. Below you will find a number of absolute don'ts.



capitalatwork
Wealth Management 

Baseline in another colour



capitalatwork
WEALTH MANAGEMENT 

Baseline in capitals



capitalatwork
Wealth Management 

Baseline in italics



capitalatwork
Wealth Management Foyer Group

Baseline in another type font



capitalatwork
the best investment partners in town

Adapted baseline

5. Do's and don'ts

5.1 Logo

Use only the provided logo's. Don't go about creating new variants.



Preferably use the logo against as light as possible a background.
If the logo is difficult to distinguish from the background, it is best to use the negative logo.



6. Applications

6.0 Introduction

On the following pages you will find numerous specific applications of the guidelines in the day to day communication of CapitalatWork.

A number of specific applications have not yet been defined. The applications included in this manual can serve as tangible examples of how to use these guidelines in the application of new communication tools.

6. Applications

6.1 Stationary

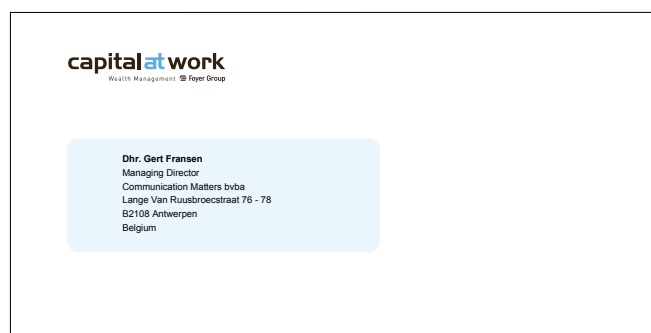
Unless it is otherwise specified, most house style documents are being centrally produced and distributed.

Please contact Nathalie Cardoen at n.cardoen@capitalatwork.com in case you wish to place an order.

6.1.1 Letterhead and envelope

For the make up of letters, please use the templates, available for download on.net.

In letters, always use the Verdana font.



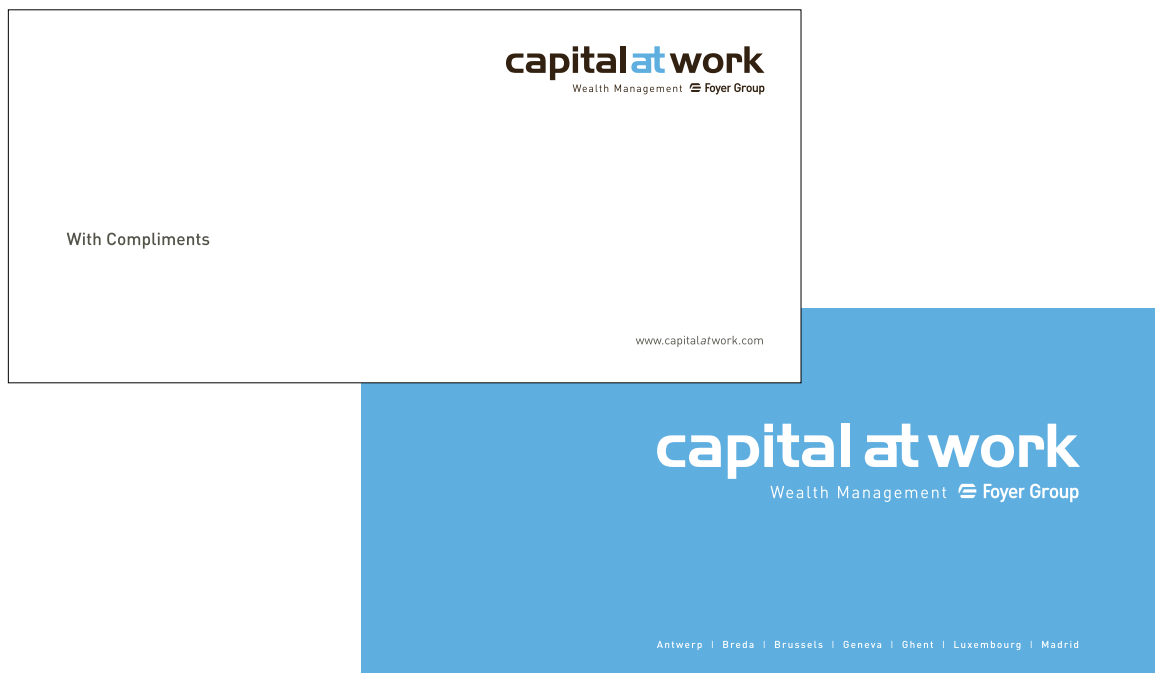
6. Applications

6.1 Stationary

6.1.2 Business cards



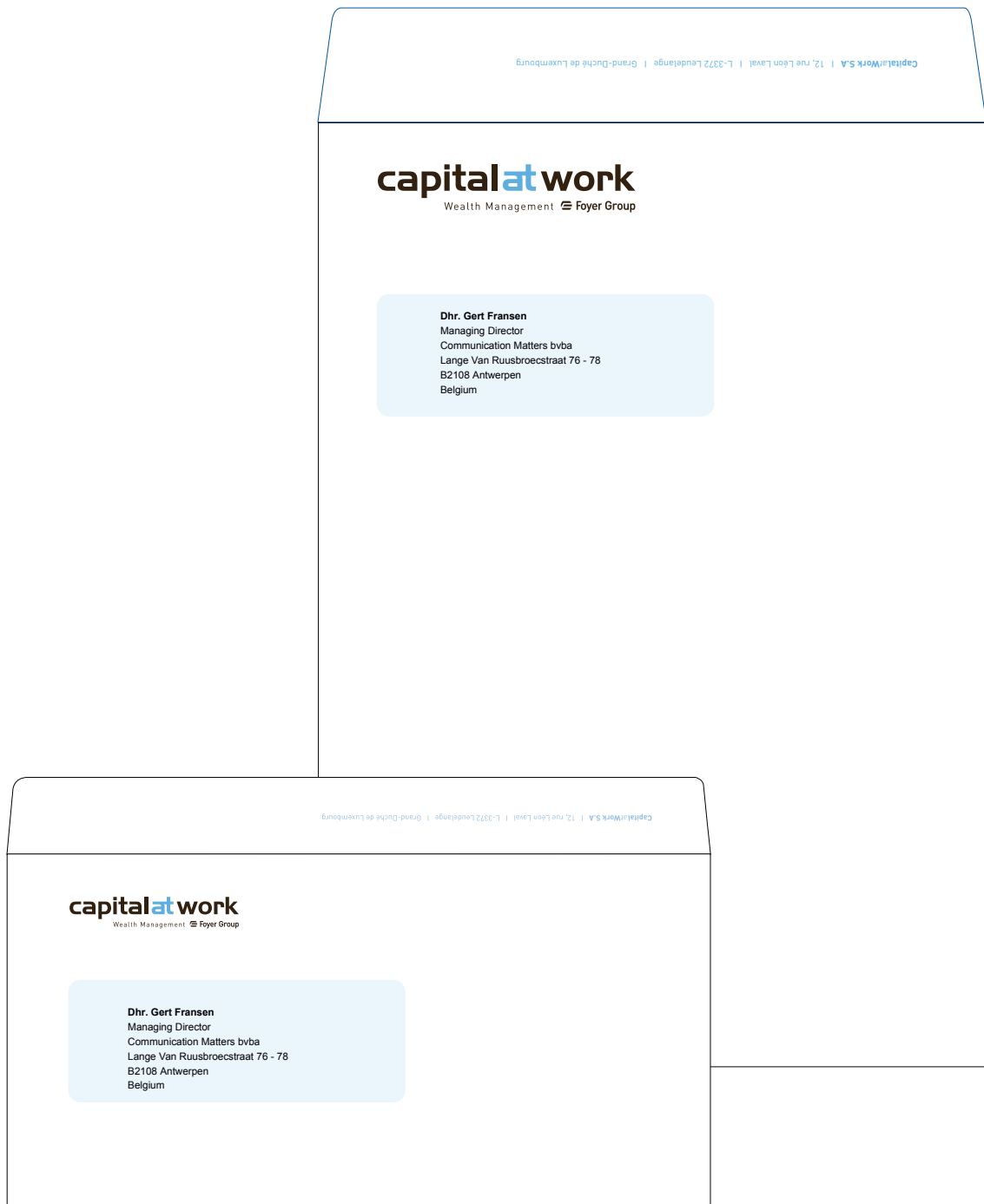
6.1.3 Greeting card



6. Applications

6.1 Stationary

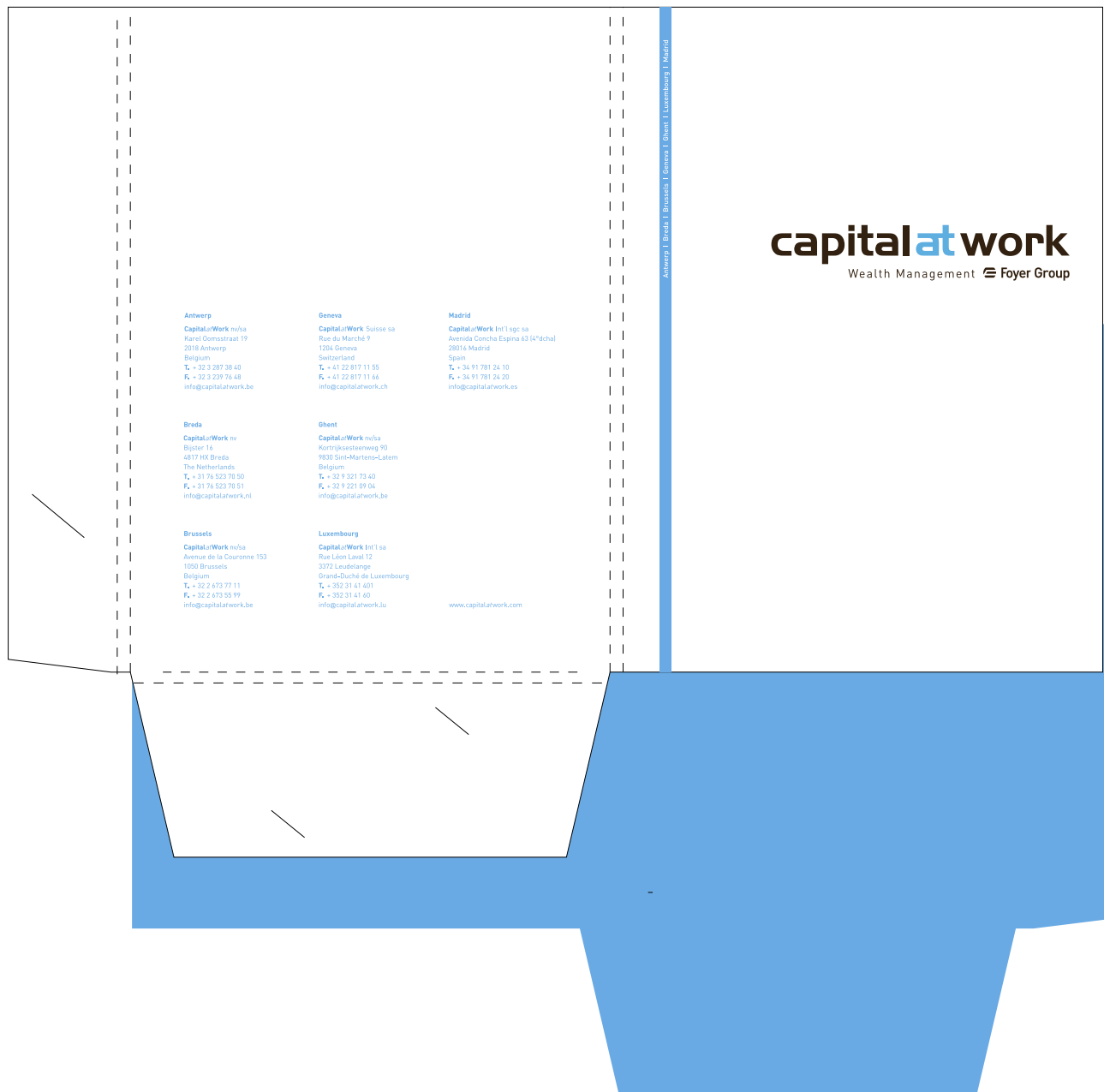
6.1.4 Envelopes



6. Applications

6.1 Stationary

6.1.5 Document cover



Antwerp
Capital@Work nv/ssa
Karel Donestraet 19
2018 Antwerp
Belgium
T. +32 3 237 38 40
F. +32 3 237 76 48
info@capitalatwork.be

Breda
Capital@Work nv
Blijster 14
4817 HX Breda
The Netherlands
T. +31 76 523 70 50
F. +31 76 523 70 51
info@capitalatwork.nl

Brussels
Capital@Work nv/ssa
Avenue de la Couronne 153
1050 Brussels
Belgium
T. +32 2 473 77 11
F. +32 2 473 55 99
info@capitalatwork.be

Geneva
Capital@Work Suisse sa
Rue du Marché 9
1204 Geneva
Switzerland
T. +41 22 817 11 55
F. +41 22 817 11 64
info@capitalatwork.ch

Ghent
Capital@Work nv/ssa
Kortrijksesteenweg 90
9830 Sint-Martens-Latem
Belgium
T. +32 9 321 73 40
F. +32 9 221 09 04
info@capitalatwork.be

Luxembourg
Capital@Work Int'l sa
Rue Léon Laval 12
3372 Leudelange
Grand-Duché de Luxembourg
T. +352 31 41 401
F. +352 31 41 40
info@capitalatwork.lu

Madrid
Capital@Work Int'l sgg sa
Avenida Concha Espina 63 (Alfchal)
28014 Madrid
Spain
T. +34 91 781 24 10
F. +34 91 781 24 20
info@capitalatwork.es

www.capitalatwork.com


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Wealth Management  Foyer Group

Antwerp | Breda | Bruxelles | Courtrai | Gand | Luxembourg | Madrid

6. Applications

6.1 Stationary

6.1.6 Fax template

Anwerp Breda Brussel Geneva Ghent Luxembourg Madrid	capitalatwork <small>Wealth Management  Foyer Group</small>
Fax Message	
Company:	Date:
To:	From:
Fax number:	Total n° of pages including cover:
Subject:	
<input type="checkbox"/> Urgent <input type="checkbox"/> For review <input type="checkbox"/> Please comment <input type="checkbox"/> Please reply <input type="checkbox"/> Please recycle	
<small>If this message is incomplete or unreadable, please notify us</small>	
<small>CapitalatWork - nv Kroonlaan 153, 1050 Brussel - België · T. +32 2 673 77 11 · F. +32 2 673 55 99 info@capitalatwork.be · www.capitalatwork.com · ondernemingsnummer 0441148080</small>	

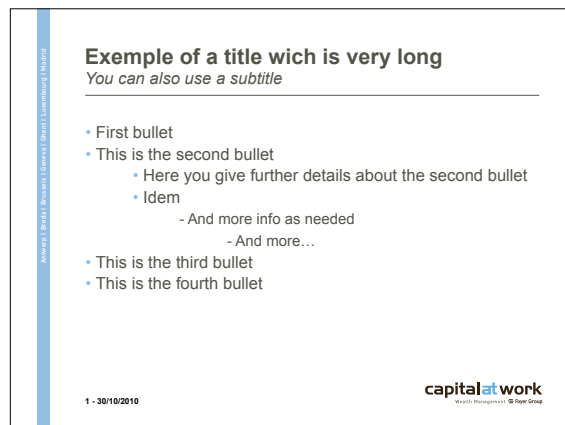
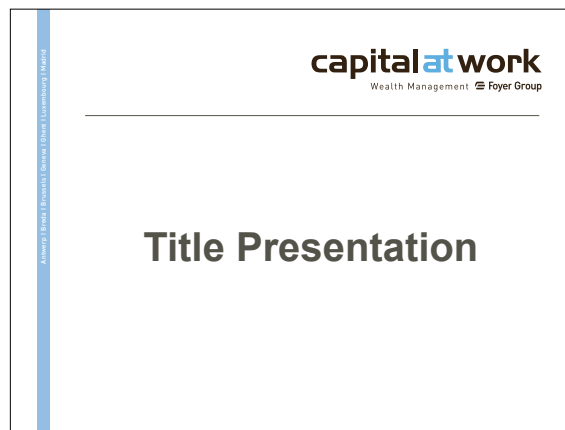
6. Applications

6.2 Electronic templates

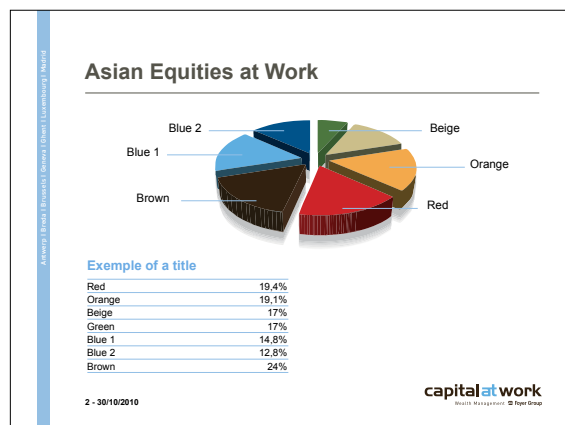
6.2.1 Presentation

For specific purposes (e.g. Powerpoint presentations) a set of secondary colours was established to match the primary colours of the logo. We advise you to use this set of colours judiciously to accentuate or highlight specific parts of your presentation.

Please select "fit to page" in case you wish to make a print-out



To accentuate or highlight parts of your presentation you can make use of the secondary color range (page 20).



6. Applications

6.2 Electronic templates

6.2.2 Secondary colours

RGB : 22 / 73 / 136
CMYK : 100 / 70 / 20 / 6

RGB : 98 / 119 / 55
CMYK : 72 / 31 / 93 / 18

RGB : 207 / 194 / 134
CMYK : 20 / 20 / 52 / 0

RGB : 226 / 168 / 67
CMYK : 0 / 38 / 82 / 0



RGB : 183 / 7 / 18
CMYK : 10 / 100 / 100 / 10



6. Applications

6.2 Electronic templates

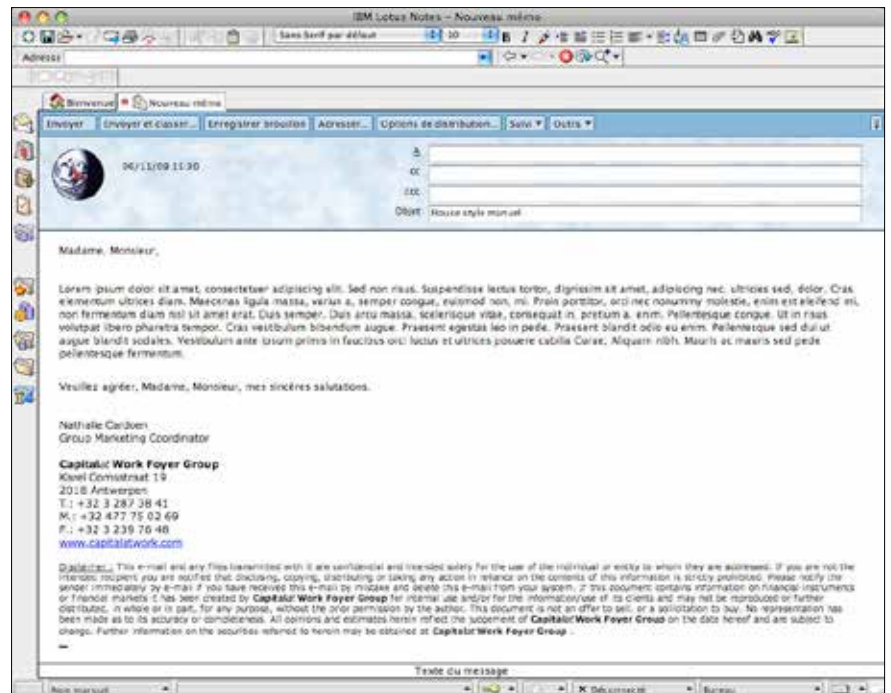
6.2.3 AMD report

<p>Amersfoort - Breda - Bruxelles - Courtrai - Gand - Luxembourg - Luxembourg</p>	<p>capitalatwork Wealth Management  Foyer Group</p>
<p>Allianz Group SE ALV GR www.allianz.com Financial Services</p>	<p>Allianz </p> <p>'Own' Analyst: PS €145 3/11/2006</p>
<p><u>Title<></u></p>	
<p><u>Action /Opinion</u> <></p>	
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6. Applications

6.2 Electronic templates

6.2.4 E-mail signature



7. Photographic style

7.0 General

Onze medewerkers zijn enthousiaste, ondernemende professionals. Zij zijn de ambassadeurs van onze vertrouwelijke en persoonlijke dienstverlening. In de beeldvorming wisselen we krachtige beelden af met beelden die door het ruimtegebruik rust en evenwicht creëren.

