

# **INTEGRITY CLEANROOM** Brand Guidelines 2023





### **BRAND STORY**

Integrity Cleanroom is part of the Ant Group, an established and respected supplier of static control products and Cleanroom production consumables for over 30 years.

Integrity offers an extensive range of high-quality cleanroom consumables engineered and developed to meet your requirements and ISO quality standards. With an established product range and an unrivalled customer service ethos, Integrity Cleanroom consumables have been applied in the medical, automotive, defence, aerospace and electronics industries. Our distribution centres span North America, Europe and Asia, giving a truly global platform for delivering time-critical solutions.



# **COMPANY STRUCTURE**

Integrity Cleanroom is a trading division of the ANT Group Ltd. There are two divisions under The ANT Group; Antistat and Integrity Cleanroom.





### **OUR BRAND VALUES**



### **INNOVATION & CHANGE**

Passionate about supplying technology. We seek and value ideas from our team that improve our products and provide meaningful value for our customers.



#### **HONESTY & INTEGRITY**

We value our clients & our reputation, key drivers to success. We do the right thing, even when no one is watching, our actions inspire trust and confidence.

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### SERVICE

Service driven through global, technical manufacturing partnerships. We take pride in our accomplishments, learn from our mistakes, focus on results and strive to be the best we can be.



#### AGILITY

Bespoke production supplies that can meet worldwide demand. As a business and as people we respond rapidly and flexibly to customer demands, adapt and lead change in a productive and cost-effective way without compromising quality



#### TEAMWORK

Achieving more together. We believe in working together for overall success, every function and every role are as important as each other.



### COMMUNICATION

Build world class relationships through timely, honest and accurate communication. We encourage openness, directness and diversity so that people and ideas can thrive to build collaborative, meaningful and sustainable relationships and solutions.



# **PRODUCT CATEGORY COLOURS**

### PRIMARY





# **PRODUCT CATEGORY COLOURS**

#61AB63	Furniture
#006144	Containers & Packaging
#008871	Cleaning
#00778A	Stationery
#206FB7	Wipes
#143B62	Clothing
#F9B104	ESD
#DD3C17	Gloves
#E10E49	Cleanrooms
#674F93	Matting
#781D3D	Bags



# **TYPOGRAPHY**

Proxima Nova has been chosen as the core typeface to support Integrity's brand and visual identity. Using the Proxima Nova font family, helps make our communications distinctive and recognisable whilst offering excellent legibility.

All professionally designed and printed corporate communication must use the Proxima Nova typeface to maintain consistency across all communications.

All internal documents in word, outlook and powerpoint should use font Arial only.

Proxima Nova Regular Proxima Nova Regular Italic

Proxima Nova Medium Proxima Nova Medium Italic

**Proxima Nova Bold** Proxima Nova Semi Bold

Proxima Nova Light Proxima Nova Thin abcdefghijklmnopqrstuvwxyz *abcdefghijklmnopqrstuvwxyz* ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890



# LOGOS

#### Main logo with Trademark (TM) and Strapline



#### Alternative logos





White with transparent background

#### **Running Man**



The Integrity Cleanroom icon was derived from the original joggler and a 3 part YIN YANG.

The design starts to bring home the core values of the business and used across the group unifies the 4 businesses.

The Joggler is symbolic of the complexity of supply chain management and how as a business with our knowledge and skills we are able to turn our clients problems into our challenges.

The Yin Yang is seen as a picture of universal harmony and the unity between complimentary opposites. The holistic balance between Yin and Yang is dynamic and constantly changing, along with our business.

The red star signifies our HQ in Texas the lone star state.

Our corporate identity (logo) is comprised of three elements – the RUNNING MAN, the word INTEGRITY and our strap line.

Wherever possible the logo should appear as Pantone 312 (or its CMYK, RGB equivalent) on a white background.

In certain circumstances it may be necessary to print the logo as 100% black in a mono tone advertisement or in white on a dark background colour - on dark backgrounds the logo should always be printed in white.

Always use approved artwork for production purposes available from Marketing.

The logo is a registered trademark owned by the ESD Control Centre Ltd.





### LOGO SPACING & TRADEMARK

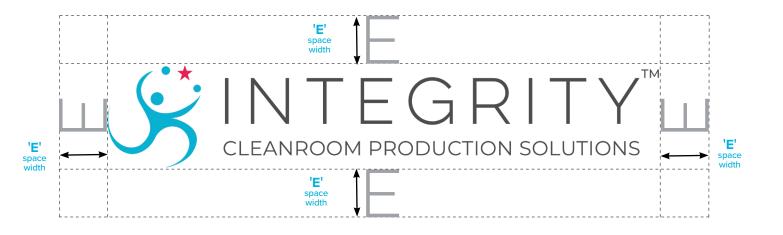
The minimum amount of clear space (also called the exclusion zone) surrounding the logotype is always equal to the height of the letter 'E' in the word INTEGRITY as indicated by the dashed line in the diagram. This area must be kept clear of any other visual elements.

Always use approved logo files for production purposes – available from Marketing Communications team.

Always use correct Pantone, CMYK, RGB or #code colour breakdown, shown in 'Colours' section.

The TM trademark can ONLY be used when the logo comprising of three elements – the RUNNING MAN, the word INTEGRITY and our strap line are all used together.

The TM cannont be used at any other time.



Main logo with Trademark (TM) and Strapline







### LABELLING

#### Product Label (Wipe Pack)





#### Product Label (IPA Tub)





document.







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# DATASHEETS



The datasheet feature colour will change depending on the brand; green for Antistat and orange for Integrity Cleanroom. The colour should be used for the two triangles at the top and bottom of the page, along with any bullet points, text boxes and the separation line.

They are to be created and updated in InDesign where all the swatches will already be installed and saved in each document.

All images used for the datasheets are to be linked to the product folder only, saved as InDesign and as a PDF under their product code and full product name.

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Manufactured from microporous material, our products provide excellent comfort and breathability. Our coveralls and labcoats meet PPE Standard Category 3, Type 5 & 6, offering a cost-effective option for your disposable apparel requirements. They can also be sterilised by Gamma Irradiation and would therefore meet ISO 5 EU GMP Grade A requirements.



### EMAIL TEMPLATE

The email feature colour will change to the adjoining product category. The colour should be used for the triangle at the top of the page, along with any bullet points, text boxes and the separation line.

They are to be created and updated in InDesign where all the swatches will already be installed and saved in each document.

All images used for the emails are to be linked to the product folder only. The template should be saved as InDesign document and exported as a JPEG under the email campaign name.

### **Email Headers**







### **BRAND CONTACTS**

Marketing

E: miarichardson@antistat.com T: +44 (0) 1473 836 205

E: tylerkearney@antistat.com T: +44 (0) 1473 836 205

**Communications** E: sophiehunt@antistat.com T: +44 (0) 7538 540 046

### LOCATIONS

UK

Integrity House, Easlea Road, Suffolk IP32 7BY UK info@integritycleanroom.com T: +44 (0)1473 836 200 www.antistat.co.uk US

1000 Heritage Center Circle, Round Rock, Texas 78664 USA sales@integritycleanroom.com T: +1 512-580-4220 www.antistat.com