

# **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.



## **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



C74 M7 Y14 K0  
R0 G173 B208  
#00ADD0



C56 M43 Y42 K27  
R108 G112 B113  
#6C7071



C63 M0 Y99 K0  
R105 G190 B40  
#69BE28



C0 M59 Y94 K0  
R225 G128 B3  
#FF8003

## SECONDARY



C66 M8 Y75 K0  
R97 G171 B99  
#61AB63



C90 M35 Y78 K31  
R0 G97 B68  
#006144



C84 M22 Y62 K7  
R0 G137 B113  
#008871



C84 M33 Y35 K15  
R0 G119 B138  
#00778A



C85 M51 Y0 K0  
R32 G111 B183  
#206FB7



C100 M78 Y35 K18  
R20 G59 B98  
#143B62



C0 M35 Y95 K0  
R249 G177 B4  
#F9B104



C6 M87 Y98 K1  
R221 G60 B23  
#DD3C17



C3 M98 Y58 K0  
R225 G14 B73  
#E10E49



C24 M93 Y28 K10  
R180 G43 B102  
#B42C66



C73 M94 Y15K4  
R102 G47 B121  
#662F79



C33 M95 Y44 K44  
R120 G29 B61  
#781D3D

# 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

abcdefghijklmnopqrstvwxyz  
*abcdefghijklmnopqrstvwxyz*  
ABCDEFGHIJKLMNPOQRSTUVWXYZ  
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 juggler 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 Juggler 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

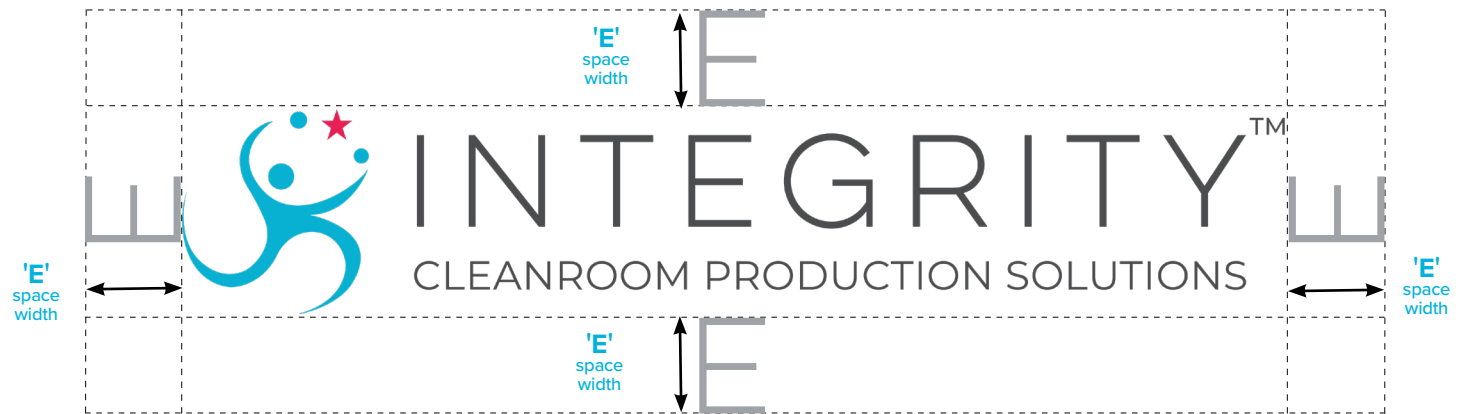
The minimum amount of clear space (also called the exclusion zone) surrounding the logotype is always equal to the height of the letter 'E' in the word INTEGRITY as indicated by the dashed line in the diagram. This area must be kept clear of any other visual elements.

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 cannot be used at any other time.



Main logo with Trademark (TM) and Strapline



DO NOT USE





# BROCHURES

The brochure feature colour will change depending on which Ant Group brand is being presented - Orange for Integrity and Green for Antista. 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.







# 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



[Unsubscribe](#) | [Forward to a friend](#) | [View in browser](#)

©2022 Ant Group

You are receiving this email under the legitimate interest principle of the GDPR legislation, if you no longer wish to receive marketing from our company, please click the unsubscribe link.

Integrity Cleanroom and Antistat are trading divisions of ESD Control Centre. [Ant Group](#) is the parent company of ESD Control Centre.

# BRAND CONTACTS

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