

WE  
CAPTURE  
WHAT  
MOVES



# COMMUNICATION GUIDELINES

MANE | 2020



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# WELCOME

# ABOUT

Our visual identity captures the spirit of who we are and our brand image expresses the essence of the company.

This document is an essential tool and will accompany you through most of your communication projects, and will hence contribute to reinforce MANE's team spirit and family belonging.

This guidebook was made to inspire and assist all those who in any way use the MANE brand.

The principles presented here must be strictly followed in order to reinforce MANE image.

If you have any questions about this guide or need templates or assets not included in this book, please send us a note to [news@mane.com](mailto:news@mane.com)





# OUR MISSION

In a world that is constantly evolving, olfactive and gustative preferences are difficult to grasp. MANE has a unique ability to capture not only what people like, but also what moves them on a profound level... Whether it be a fleeting trend or timeless desire.

Our challenge is to ensure the perpetuation of our company's business model and to educate the fifth generation of the Mane Family who is joining the Company to embrace and improve this vision with enthusiasm and convincing passion.





# OUR VISION

Our **constant quest for perfection** defines every step of our production processes, ensuring that only the most performant, reliable technologies are used to translate our creations into flawless products. Through our unique, holistic approach, we **build synergy** between our authentic processes, multi-faceted expertise and breakthrough innovation, in order **to offer the best solutions** to our customers.

Success cannot only be defined by technological expertise.

As sensation enthusiasts, we strive to provide exceptional moments in people's daily lives through the timeless flavours and fragrances we create.

With our passion, creativity and innovation, "We capture what moves".





# FUNDAMENTALS



# CORPORATE LOGOS

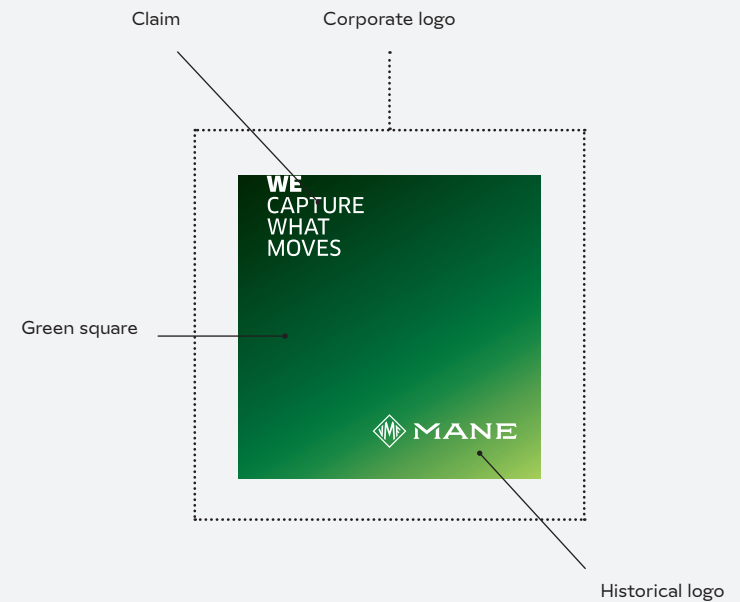
## Essential

The **MANE Corporate logo** is unique and therefore its design cannot be altered.

### LAYOUT

MANE brandblock includes 3 elements:

- the MANE historical logo: VMF diamond + MANE in original typeface
- the claim “We capture what moves”
- the green square with the fading effect.

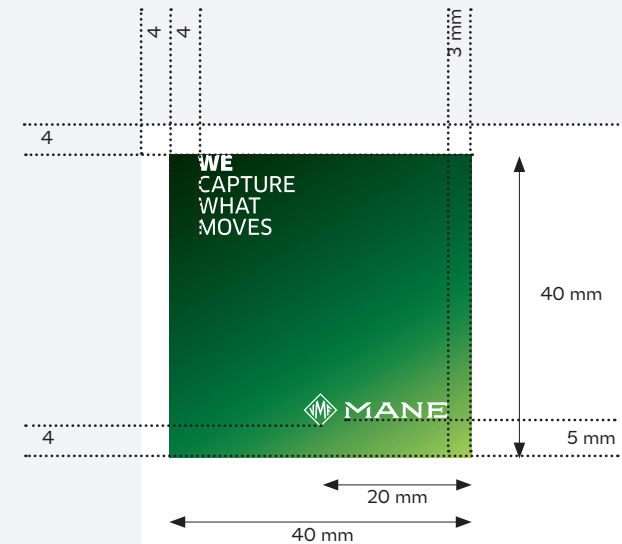


# CORPORATE LOGOS

## Spacing and Sizes

**To ensure that MANE image is recognised and remembered, a minimum reproduction size and clearspace must be respected.**

- The Corporate logo must never be printed in a size smaller than 35 mm.
- The clearspace is created by leaving 10% minimum of the size of the corporate logo.
- When printing in a size smaller than 35mm, the historical logo has to be used.



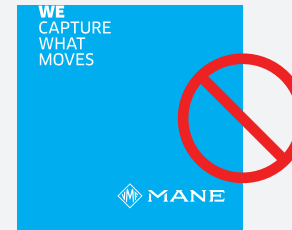


# CORPORATE LOGOS

## To avoid

It is vital that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified or cropped. The logo must never be redrawn, adjusted or modified in any way. You cannot add to it or skew it.

The logo can never be used on other background colours other than those displayed in this guide.



**Colour scheme**  
Do not use other colours.



**Disproportionately scaled**  
The MANE logo should never be stretched disproportionately



**Cropping**  
The MANE logo should never be cropped.



**Unusual angle**  
Do not use the MANE logo other than horizontally positioned on the page.



**Drop shadow**  
Do not use drop shadows when reproducing the MANE logo.



**Tints, shades and Transparency**  
Do not use tints, shades or transparency when reproducing the MANE logo.

# CORPORATE LOGOS

## Colours

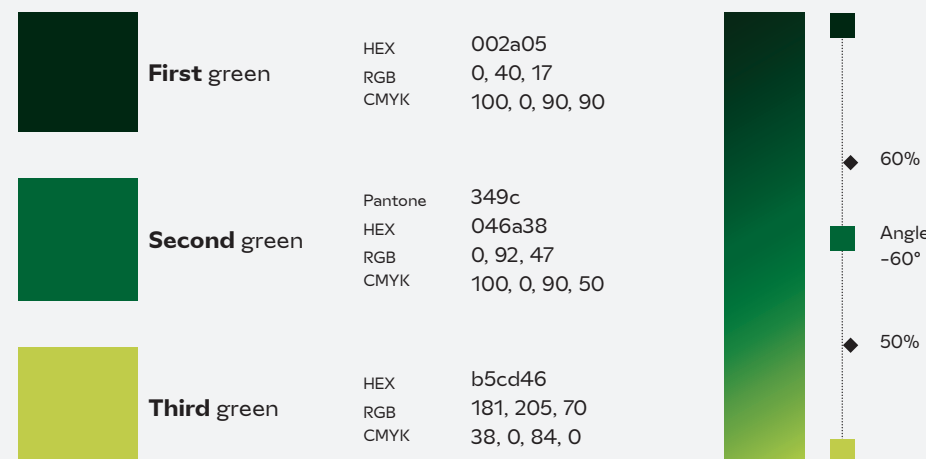
### CMYK VERSION

Our colours are an important factor of our identity.

- The fading effect is obtained by the mix of 3 greens.
- The MANE green is a mix of these 3 greens: P349c

### MONOCHROME VERSION

The corporate logo is available in 4 versions for 1 colour printing.



Green version

Pantone 349c  
HEX = 046a38  
RGB = 0, 92, 47  
CMYK = 100, 0, 90, 50

Grey version

Pantone Cool Grey 8C  
HEX = 888b8d  
RGB = 136, 139, 141  
CMYK = 23, 16, 13, 46

Negative Grey version

Pantone Cool Grey 8C  
HEX = 888b8d  
RGB = 136, 139, 141  
CMYK = 23, 16, 13, 46

White version



# HISTORICAL LOGOS

## Essential

The **MANE** historical logo is unique and therefore its design cannot be altered.

### LAYOUT

VMF in diamond + MANE in original typeface

### MEANING

The historical diamond is a true “seal”. With 150 years of experience, the MANE company claims its seniority; the seal is a representative sign of MANE’s history and of its quality.

Thanks to a subtle typographic effect in the MANE name, the “V” and the “F” appear in double reading with reference to the historical diamond.



# HISTORICAL LOGOS

Spacing, sizes and colours

When it is impossible to use the corporate logo, please use the historical logo. The letters and logo should be in the MANE green, MANE grey, black, or white.

The clearspace is obtained by leaving a space equal to the “M” height all around the VMF diamond.



**Green version**

Pantone 349c

HEX = 003c18

RGB = 0, 60, 24

CMYK = 100, 0, 90, 80



**Grey version**

Pantone Cool Grey 8C

HEX = 888b8d

RGB = 136, 139, 141

CMYK = 23, 16, 13, 46



**Black version**



**White version**





# SLOGAN

Written in white, the new catchphrase “WE CAPTURE WHAT MOVES”, has been placed in the top left corner, on the upper edge of the square. This proximity between the square and the outside connotes exchange.

In white and in capital, this English slogan is universal to MANE. **It represents all divisions and activities of the Group.**

The “WE” is written in bold to indicate that we are a united group, a team, and that we are ready to speak.

“Capture” stands for the dynamism of the company and its capacity to seize the intangible.

“What moves” plays on two fronts: what moves, linked to movement, as we are modern, contemporary, in the “air du temps”; as well as what moves, what touches the soul, since we are faithful to our determination to place emotions first.

## Important notice

Please write MANE in capital letters whenever you mention the Group in your internal and external documents.



# TYPEFACE

## Publishing typefaces

### NEUTRAFACE

**The Neutraface is the leading publishing typeface for MANE signature, stationery and publications.**

Although better known for his residential buildings, Richard Neutra's commercial projects nevertheless resonate the same holistic ecology—unity with the surrounding landscape and uncompromising functionalism. His attention to detail even extended to the selection of signage for his buildings. It is no wonder that Neutra specified lettering that was open and unobtrusive, the same characteristics which typified his progressive architecture. House Industries brings the same linear geometry to Neutraface without sacrificing an unmistakably warm and human feel.

### EXAMPLE

Life is like riding a bicycle.  
In order to keep your balance,  
**you must keep moving**

Albert Einstein

#### Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(,,:;?!"\$%&\*

#### *Light italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(,,:;?!"\$%&\*

#### Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(,,:;?!"\$%&\*)

#### *Book italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(,,:;?!"\$%&\*)

#### **Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(,,:;?!"\$%&\*)

#### ***Bold italic***

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(,,:;?!"\$%&\*)



# TYPEFACE

## Publishing typefaces

### CENTURY GOTHIC

The secondary typeface is available for diversity and lisibility purpose (mainly for body text).

A spacious, modern version of a classic mid 20th century font, the Century Gothic® design embodies the digital age with its sleek sans serif style, but still retains the graceful geometric look common to early 20th-century typefaces. It is supported by all major browsers on the web and is therefore considered a “safe” font to use for web design as it will translate well across multiple platforms.

### EXAMPLE

Feeling gratitude and not expressing  
it is like **wrapping a present** and not  
giving it.

*William Arthur Ward*

### Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(,.;:?!\$&\*

### Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(,.;:?!\$&\*)

### Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(,.;:?!\$&\*)

### Bold italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(,.;:?!\$&\*)

# TYPEFACE

## Publishing typefaces

1871

**This third typeface completes the collection of other authorised fonts which are Neutraface, Century Gothic.**

1871 is a complete and versatile family. It allows a clear visual hierarchy, with defined styles for use in headline, and for long text, allowing to maintain coherence across media, making content and information more readable and understandable.

To bring modernity and originality to the supports of the Group, MANE entrusted Cédric Borderie, a Parisian Type Designer with the creation of a new typeface inspired by MANE image.

### EXAMPLE

Our **greatest glory** is not in never falling,  
but in rising every time we fall.

*Confucius*

Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
vwxyz  
1234567890(,;:?!\$&\*)

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
PQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
vwxyz  
1234567890(,;:?!\$&\*)

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
PQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
vwxyz  
1234567890(,;:?!\$&\*)

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
PQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
vwxyz  
1234567890(,;:?!\$&\*)

Display

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
PQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
vwxyz  
1234567890(,;:?!\$&\*)

Extra light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
TUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
vwxyz  
1234567890(,;:?!\$&\*)

*Light italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
TUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
vwxyz  
1234567890(,;:?!\$&\*)

*Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
TUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
vwxyz  
1234567890(,;:?!\$&\*)

**Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
PQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
vwxyz  
1234567890(,;:?!\$&\*)**



# TYPEFACE

## Office and bureautic typefaces

### ARIAL (DEFAULT TYPEFACE)

The Arial® typeface is one of the most widely used designs of the last 30 years. Drawn in 1982 by Monotype Imaging designers Robin Nicholas and Patricia Saunders for use in an early IBM® laser printer, Arial has become a staple for textual content.

### HELVETICA

The Helvetica® typeface is one of the most famous and popular in the world. It's been used for every typographic project imaginable, not just because it is on virtually every computer. Helvetica is ubiquitous because it works so well.

### VERDANA

The Verdana™ Family of fonts was created specifically to address the challenges of on-screen display. Designed by world renowned type designer Matthew Carter, and hand-hinted by leading hinting expert, Tom Rickner.

### TAHOMA

Tahoma™ Family is one of Microsoft's most popular sans serif typeface families. The original Tahoma™ Family consisted of two Windows TrueType fonts (regular and bold), and was created to address the challenges of on-screen display.

### CENTURY GOTHIC (FOR BODY TEXT ONLY)

A spacious, modern version of a classic mid-century font, the Century Gothic® design embodies the digital age with its sleek sans serif style, but still retains the graceful geometric look common to early 20th-century typefaces.

### CALIBRI

Calibri is a modern sans serif family with subtle roundings on stems and corners. It features real italics, small caps, and multiple numeral sets. Its proportions allow high impact in tightly set lines of big and small text alike. Calibri's many curves and the new rasteriser team up in bigger sizes to reveal a warm and soft character.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(,.;:?!\$&\*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890(,.;:?!\$&\***

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(,.;:?!\$&

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890(,.;:?!\$&**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(,.;:?!\$&

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890(,.;:?!\$&**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(,.;:?!\$&

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890(,.;:?!\$&**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(,.;:?!\$&

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890(,.;:?!\$&**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(,.;:?!\$&

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890(,.;:?!\$&**

# ICONOGRAPHY

# GENERAL GUIDELINES

## MANE TEAMS

Different portraits of our General Management and perfumers were taken by professional photographers.

Mainly used for corporate presentations, these portraits are intended to represent The MANE Group in institutional communication campaigns.

## MANE SITES

Several photographs shot by professionals of Notre-Dame / La Sarrée plants as well as some of our subsidiaries worldwide.

## MANE SOURCING

Some of our iconic natural raw materials (such as Vanilla, Geranium, Timur pepper, Centifolia Rose)... were immortalised by photographers

## NON-EXCLUSIVE MANE PICTURES

A collection of 100.000 pictures was purchased from image banks. These pictures are non-exclusive but are royalty-free. MANE can use them for internal & external purposes but these pictures cannot be shared with customers.

For editorial use, photo credits must be mentioned. The Corporate Communication Team provides photo credits on request.  
All photos are in high definition (minimum 300 DPI) & have been retouched to ensure harmonious colour balance and framing.





# CORPORATE LEVEL ICONOGRAPHY

**This part of the iconography illustrates the diversity of our work environment at a corporate level: our industrial and production sites, our teams and people, our key values. These pictures were initially meant to illustrate our corporate statement, but they can also highlight and support marketing presentations.**

## HEADQUARTERS SHOOTINGS

- Pictures display MANE's working environment: headquarters, offices, R&D centres, production sites, raw materials, specific devices and tools...
- All photos have been retouched to ensure harmonious colour balance and framing.
- Reframing, cropping and zooming (limited to 200 %) are allowed.
- Colours cannot be changed, excepted by professional hands, and a Corporate Communication validation is requested
- These pictures can be used for printing and electronic purposes.





# CORPORATE LEVEL ICONOGRAPHY

## CORPORATE KEY VISUALS

- A collection of composite images is available. They have been conceived by the juxtaposition of image bank pictures and our exclusive photos in order to showcase our corporate key values (inspiration, heritage, experience, innovation, respect...)
- This juxtaposition was meant to illustrate MANE's twofold linked to the real world of industry and chemistry, as well as in the emotions and sensations universe.
- It is especially recommended not to change the format, the colour nor the framing of these images, as these compositions are artistic creations.





# OPERATIONAL LEVEL ICONOGRAPHY

- A collection of 100.000 pictures was purchased from image banks.
- These pictures can be used in commercial and marketing presentations. They can also add a special touch to corporate presentations level.
- The collection is organised by themes (shuch as Gastronomy, Natural, People...).
- It is encouraged to crop into these images in order to highlight textures and use the appropriate framing.

These pictures are non-exclusive but are royalty-free. MANE can use them for internal & external purposes but these pictures cannot be shared with customers.





# PHOTO SHOOTING

**Under MANE's corporate guidelines, photos and videos must be taken or filmed in accordance with the following instructions:**

- avoid shots where individuals are recognisable; focus on details and movement
- focus on close-ups of the facilities
- ensure the framing is perfectly horizontal or vertical (avoid crooked shots)
- limit the use of stylistic effects such as “fisheye” and other filters
- limit the use of wide angles in the workshops (three photos of parts of a facility are better than one distorted photo of the whole facility).
- use viewpoints
- zoomed-in shots must be clear
- avoid shots that are out of focus; use bokeh
- the equipment/premises filmed must have been cleaned first
- pay attention to detail, especially dirt or spills on equipment or overalls
- workstations must also have been cleaned before filming (no personal belongings should be visible)
- those people photographed must be wearing overalls with the MANE logo where applicable
- jewellery/watches are not allowed in most of the workshops, so make sure you do not film/photograph them



# VIDEO SHOOTING

**For videos, the recommendations are the same as for photos. However, we can add a few details:**

- be careful with tracking shots (they should be smooth, not jerky)
- be careful with sound recording where necessary
- be careful with voice-overs where necessary
- limit animations in the montage (halo, fade, etc.)
- use official MANE fonts for the text
- where applicable, use the official MANE soundtrack
- include the MANE corporate logo at the beginning and end of the film



# STATIONERY



# BUSINESS CARDS

The expected size for this model card corresponds to the European standard (85x55mm).  
If you need another format, please contact the Corporate Communication Team.

## STANDARD VERSION

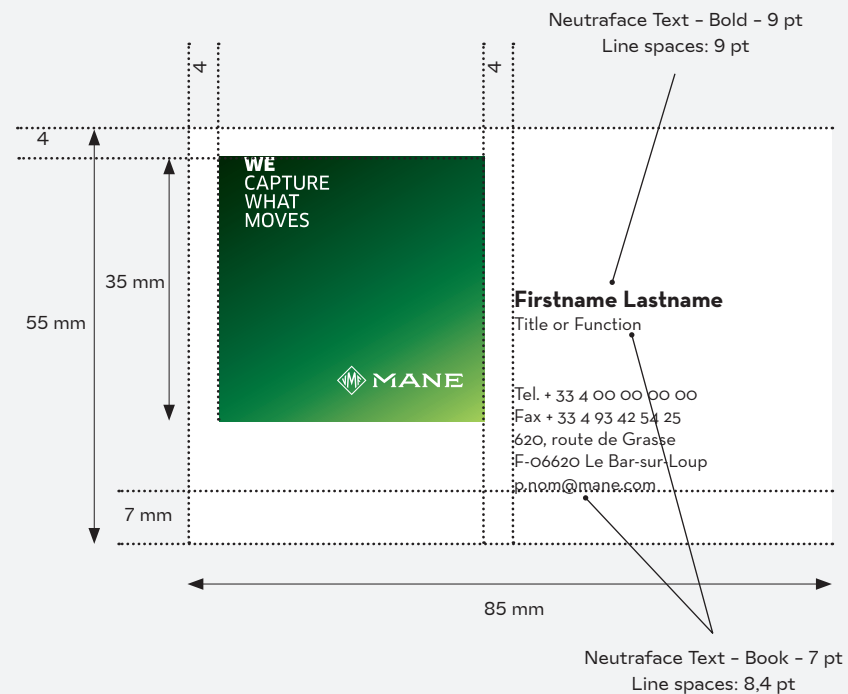
Back is blank.

## VARIATION

Print on both sides, with 2 different languages.

## Important notice

For more specific cases / countries, please contact the Corporate Communication Team



# LETTERHEAD

## LAYOUT

- Logo
- Address
- Legal information
- Certifications

## PRINTED VERSION

The Corporate Communication Team can adapt the press proof of the letterhead according to subsidiaries' needs.

## TO PRINT ON LETTERHEAD

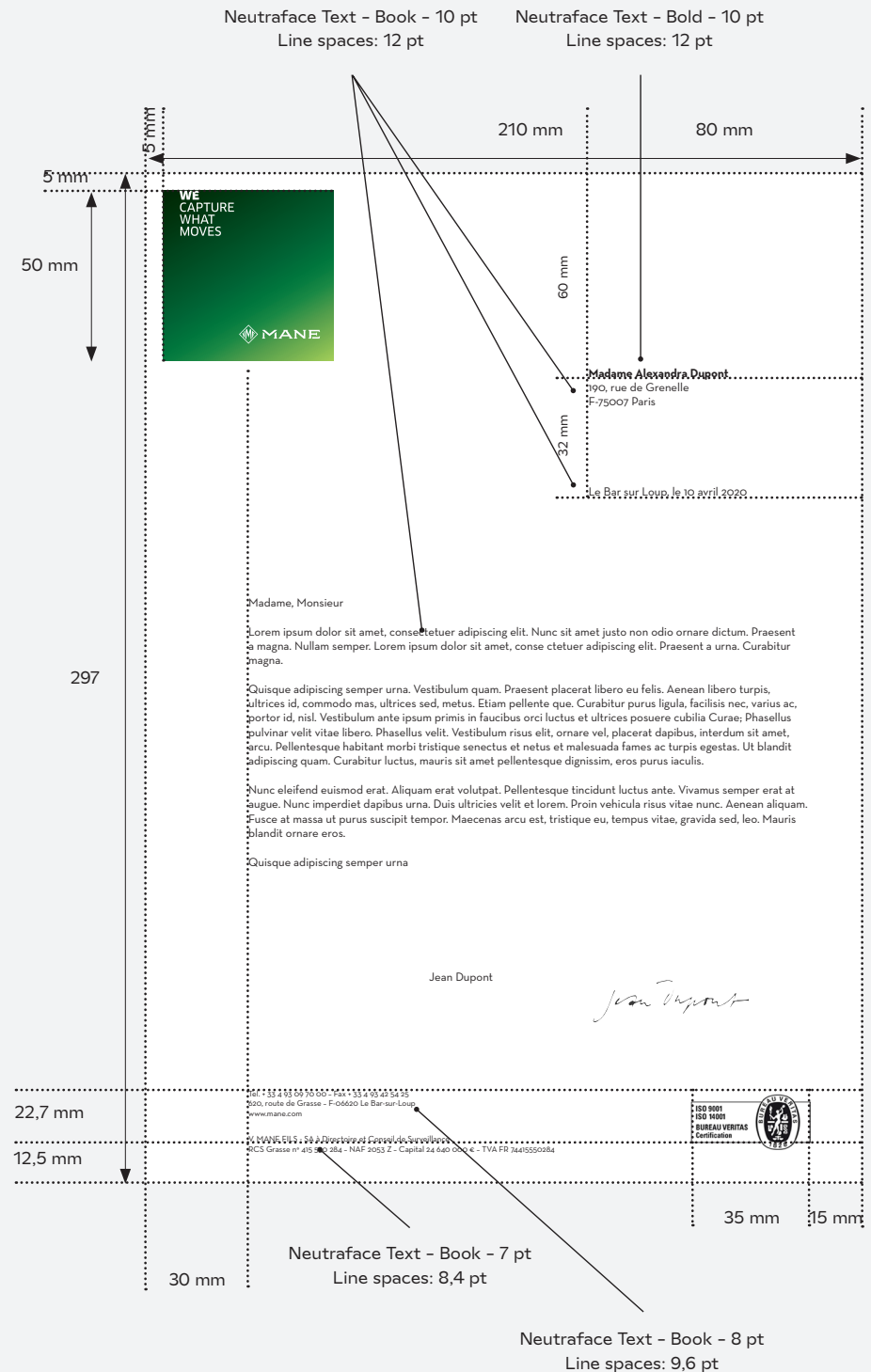
A Word template is available to ensure the ideal position of texts.

## ELECTRONIC LETTERHEAD

A Word template including all elements displayed on the letterhead is available. The layout is common to the original letterhead. The font (Arial 10 points) and the position of the text blocks have to stay unchanged.

## Important notice

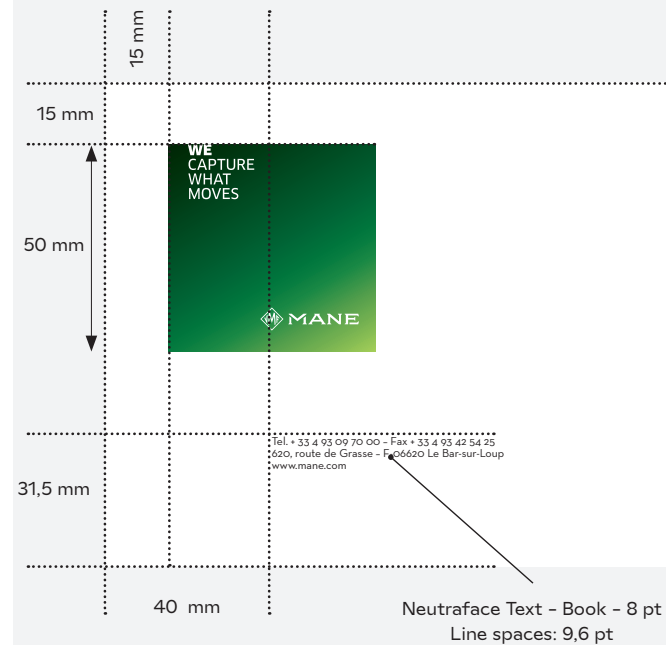
For more specific cases / countries, please contact the Corporate Communication Team



# ENVELOPE

## LAYOUT

- Logo
- Phone numbers
- Address
- Website





# OTHERS CARDS

## SLIP CARDS - LAYOUT

- 210x100mm
- Logo
- Phone numbers
- Address
- Website

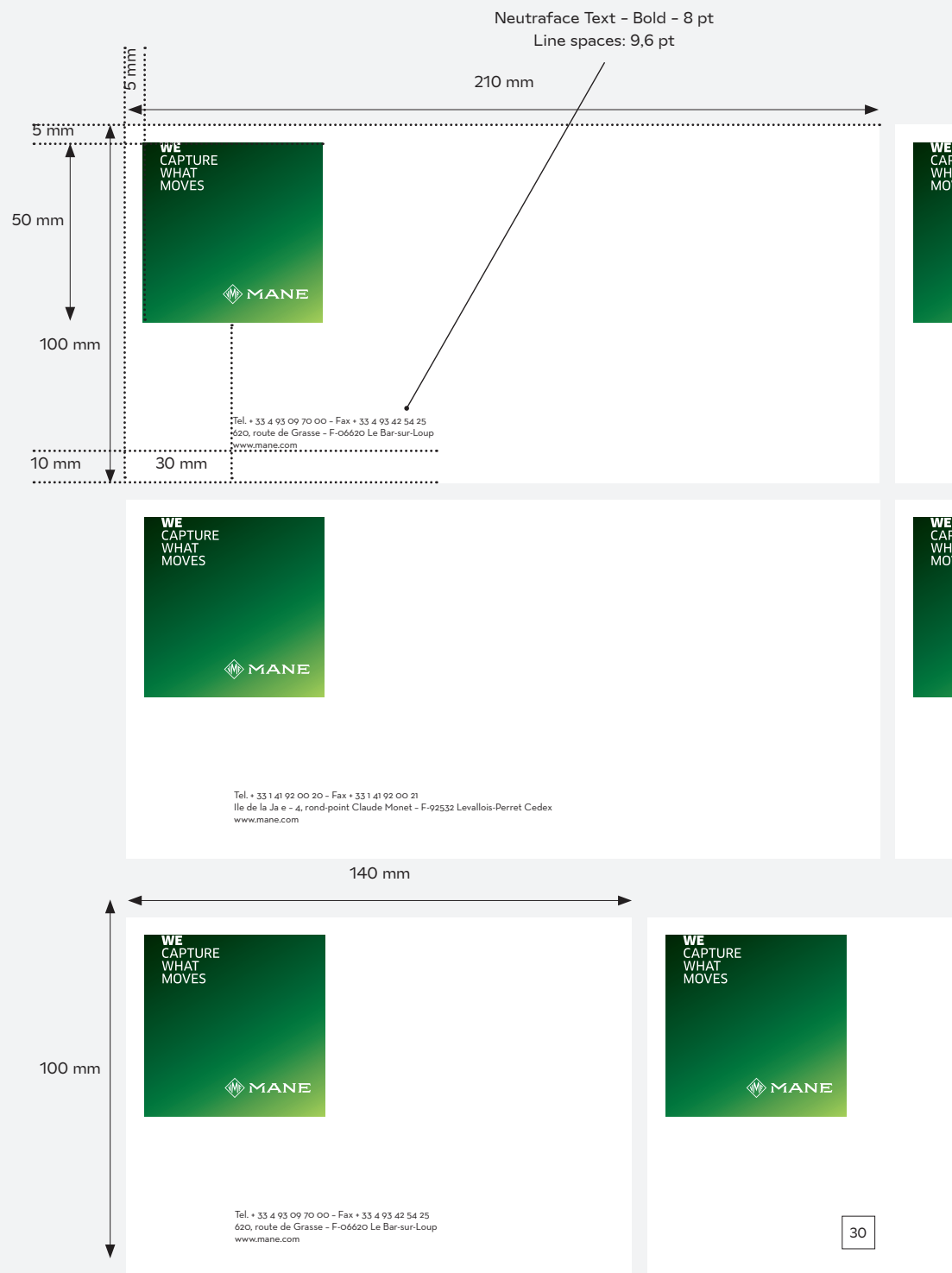
## COMPLIMENTS CARD - LAYOUT

140x100mm

- Logo
- Phone numbers
- Address

## Important notice

For more specific cases / countries, please contact the Corporate Communication Team



# OFFICE TEMPLATES

## Memo

### FEATURES

- Rapid reading of essential information
- Automatic pagination
- Bilingual document
- Intended for commercial use and for internal communications

Layout and font style have to stay unchanged.

For a good understanding, it is important to fill in all the fields.

The diagram illustrates the layout of a memo template with the following specifications:

- Dimensions:**
  - Top margin: 12 mm
  - Left margin: 12 mm
  - Right margin: 37 mm
  - Bottom margin: 38 mm
  - Header area height: 50 mm
  - Logo area width: 70 mm
- Font Specifications:**
  - Arial - Regular - 9 pt** for the main body text.
  - Arial - Bold - 9 pt** for the 'De/From' field.
  - Arial - Bold - 22 pt** for the 'Memo' title.
  - Arial - Bold - 10 pt** for the salutation 'Madame, Monsieur'.
  - Line spaces: 12 pt** for the main body text.
- Header Area:**
  - Logo: MANE (with tagline 'WE CAPTURE WHAT MOVES')
  - Title: **Memo**
- Form Fields:**

<b>De/From:</b> Prénom Nom	<b>À/To:</b> Prénom Nom
<b>Service:</b> Nom du service	<b>Cc:</b> Prénom Nom, Prénom Nom,
<b>Tel.:</b> +33 0 00 00 00 00	Prénom Nom, Prénom Nom, Prénom Nom,
<b>Date:</b> 00 / 00 / 00	Prénom Nom, Prénom Nom
<b>Objet/Subject:</b> Intitulé de l'objet	<b>Ref.:</b> 00000

# OFFICE TEMPLATES

## Visit report

### FEATURES

- Rapid reading of essential information
- Automatic pagination
- Bilingual document
- Intended for sales department communications

Layout and font style have to stay unchanged.

For a good understanding, it is important to fill in all the fields.

12 mm

12 mm

50 mm

70 mm

37 mm

38 mm

Arial - Regular - 9 pt

Arial - Bold - 9 pt

Arial - Bold - 22 pt

**Visit report**

V.M.F.: Prénom Nom

Agent: Prénom Nom

Fax: +33 0 00 00 00 00

Lieu/Location: Ville / Pays

Date de visite/Visit date: 00 / 00 / 00

Date du rapport/Report date: 00 / 00 / 00

Client: Nom de la société

Prénom Nom

Fonction/Function: Texte fonction

À/To: Prénom Nom ...

N°: 00000

Cc: Prénom Nom, Prénom Nom...

Texte

Texte de saisie ...

Arial - Bold - 10 pt  
Line spaces: 12 pt



# OFFICE TEMPLATES

## Press Release

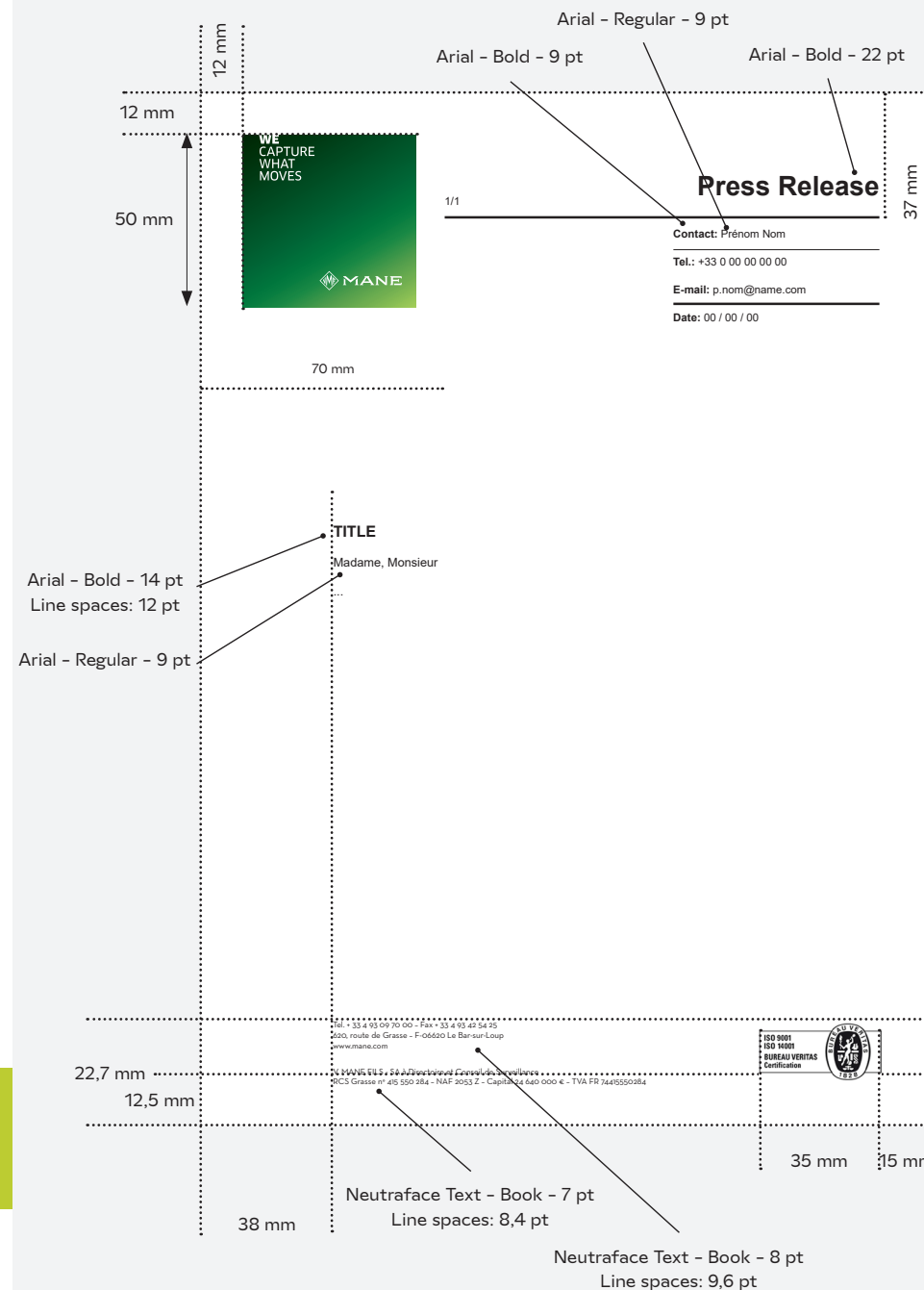
### FEATURES

- Rapid reading of essential information
- A clear contact box
- Official MANE image

Layout and font style have to stay unchanged.  
For a good understanding, it is important to fill in all the fields.

### Important notice

All press releases have to be submitted to the Corporate Communication Team & validated by General Management.



# DIGITAL

## PowerPoint

A unique model was created to reinforce the **global image** of the MANE Group, following MANE's growth and market evolutions.

The **Powerpoint template** is a **major communication** and image tool for **MANE**.

The official guidelines and an animated tutorial are available to help you better understand the use of the tool.

All presentations have to use the PowerPoint template.

### LAYOUT

- A cover page
- A content page
- Different pages for inner pages
- A Contact us page

### Important notice

Slidemaster has to stay unchanged





# DIGITAL

## Website

**www.mane.com** is the official English website of the MANE Group.

With a clean, uncluttered design, improved **functionality** and enhanced **rich content**, the MANE website include some features to improve the interactive experience.

With this website, we are taking the opportunity to strengthen and modernise how we represent and promote our products and solutions to our customers.

This website is structured around 5 main headings: **Our Group, Flavours, Fragrances, Ingredients, Innovation, Sustainability, and Media**.

The Media tab is regularly updated with the latest product innovations, events and awards. Plus some special features.

### Important notice

To continue updating the Media tab, the Corporate communication Team needs to be informed of what is going on in your country. Feel free to share with us your good news, radio interviews, awards, openings, inaugurations...



# DIGITAL

## E-mail signature

The email signature is as important as any other part of our corporate identity. Having a consistent, simple, clean signature with the corporate logo that reflects the identity of the company is the right approach to increase the positive perception of the company.

The signature to insert in e-mails addressed to people outside the company has to be identical to the model on your right.

When creating your signature, please make sure that you are using the correct font & position of logo and text blocks.

Internally, please use an internal signature without logo.





# DIGITAL

## Newsletter

A powerpoint template with 5 different pages is at your disposal.  
A newsletter cannot exceed 4 pages. The cover page is compulsory.  
A Guide to use the newsletter template is available.

### LAYOUT

#### Upper banner composed with:

- MANE corporate logo
- A strong and lasting visual inherent to the theme of your newsletters
- A pertinent title

#### Text boxes composed with:

- Title
- Text
- Pictures

#### Lower banner composed with:

- Date
- MANE historical logo
- Paging

### Important notice

All press releases have to be submitted to the Corporate Communication Team & validated by General Management.





# EXHIBITION

When MANE participates to a tradeshow, it is important that the booth is clearly and logically structured, and that the design reflects the corporate identity.

To lead to a homogeneous corporate booth design, the following stand features should be taken into account:

- consistent display of the company logo
- use of MANE visuals, corporate adverts
- use of the corporate logo, colours and fonts
- consistent design of the information materials available on the stand (catalogues, brochures, graphics)
- coherent, specific, and business oriented layout of the stand

The Corporate Communication Team remains at your disposal in order to find the best design for your booth.

## Important notice

This kind of project has to be approved by the Corporate Communication Team and General Management before production, therefore set aside enough time to avoid last minute required changes.





An aerial photograph of a lush green landscape with a winding river. The river starts from the top left, flows through the center, and then curves towards the bottom right. The hills are covered in dense green vegetation, and the river is a light brown color. In the background, there is a body of water with a sandy beach.

WE  
CAPTURE  
WHAT  
MOVES



MANE | 2020