

CORE[®]



OUR BRAND GUIDELINES

Core Values, Quality Products

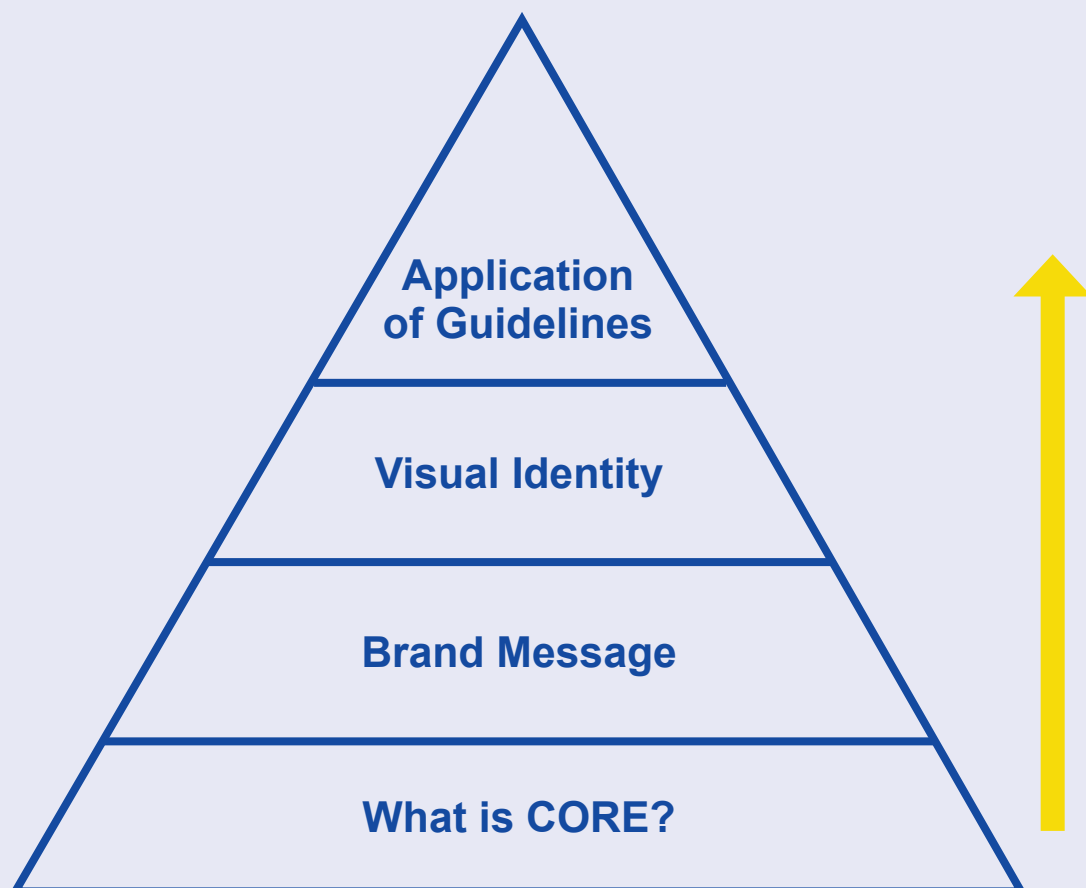
OUR BRAND GUIDELINES



Purpose

The purpose of the brand guidelines is to ensure that the **CORE** brand is communicated and presented consistently across all channels to the marketplace.

Before incorporating the brand into any product or marketing materials, please take the time to familiarise yourself with this document, contacting the marketing team if you need any additional information.



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Service & Value since...1897

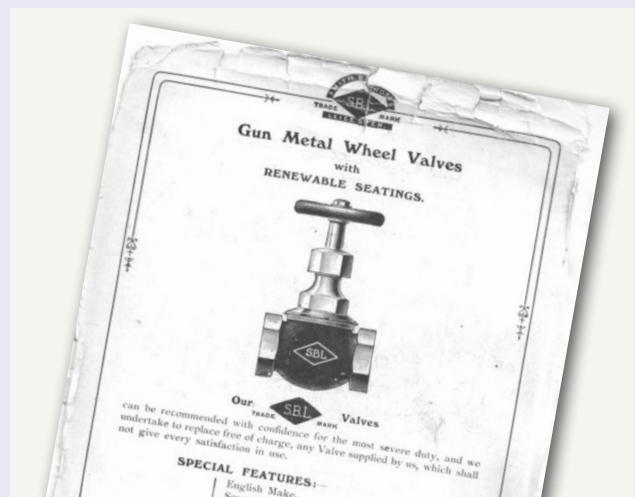
Smith Brothers' origins date back to 1897 when founder Walter Smith began to lay the foundations of what would become one of the largest independent HVAC merchants operating in the UK.

Specialising in the distribution of pipework, valves and air conditioning, along with all associated fittings and ancillaries, the business has extensively grown since the turn of the millennium. With branch coverage across the spine of England, Wales and Scotland, including a Head Office in Leicestershire, SBS is ideally placed to meet the customers' service commitments, which have been the foundations of our brand since 1897.

Using 125+ years of collective knowledge and industry expertise, Smith Brothers understand both our customers and market demands.



Founder - Walter Smith



Early example of literature

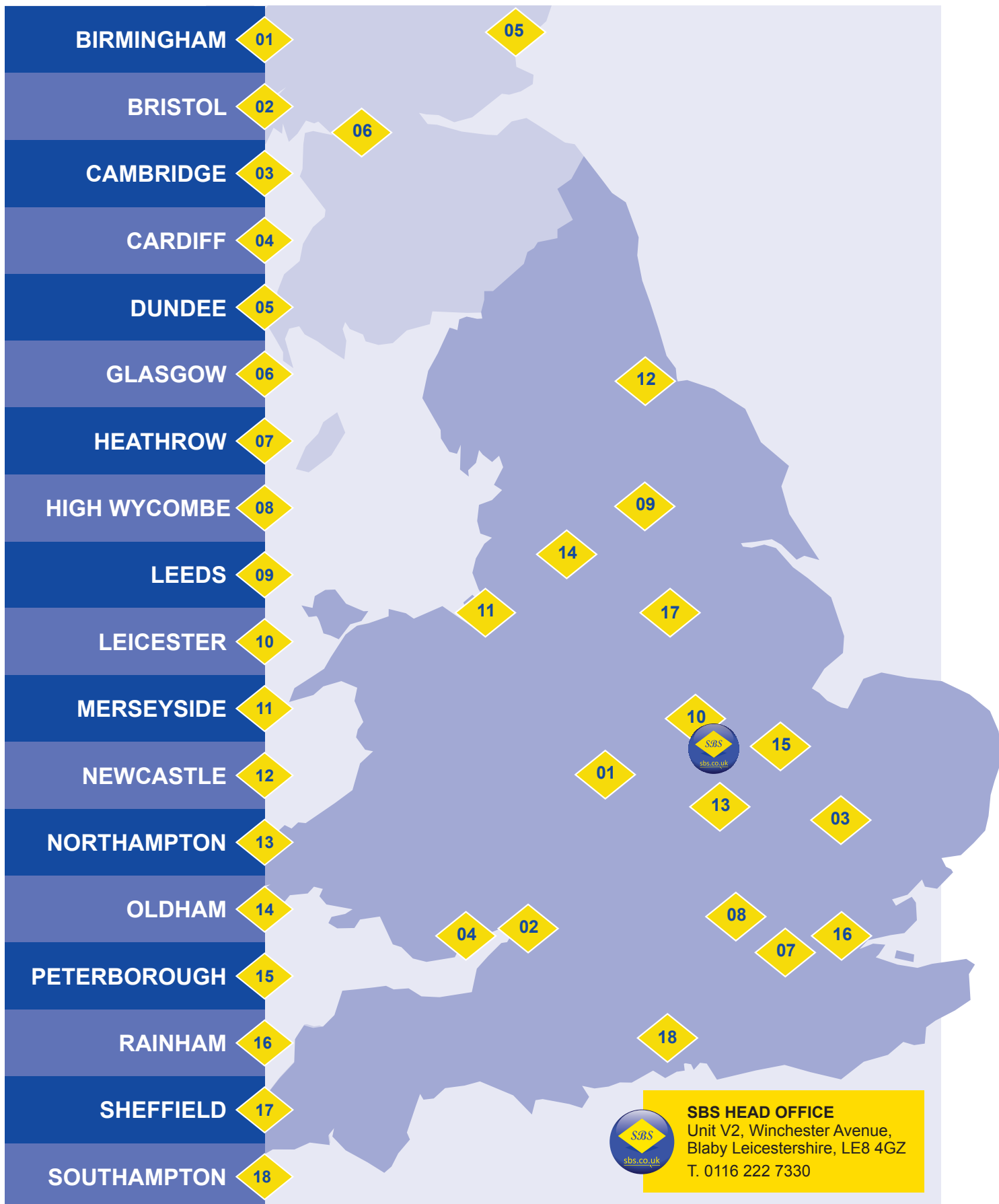


Purpose-built premises 1902

SMITH BROTHERS STORES



Branches



MISSION STATEMENT

Providing a range of HVAC products that represent exceptional quality and true value, supported by the SBS service levels maintained since 1897.



VISION STATEMENT

Ultimately, the **CORE** range aspires to be at the forefront of every HVAC installation project within the UK.

CONFIDENCE

Have total confidence that when Smith Brothers put their name on a **CORE** product, it offers true quality and value that only comes with over 125 years of expertise.

OPPORTUNITY

Value engineer projects without compromising on quality; **CORE** offers excellent opportunities for our customers.

RELIABILITY

With every product fully audited and traceable back to source, reliability is part and parcel of **CORE's** DNA.

EFFICIENCY

Product performance in application with minimal wastage ensures **CORE** offers genuine efficiency.

Core values, quality products

OUR BRAND

Values



The **CORE** brand was built using our 125+ years of knowledge and expertise, which included drawing from our close relationships forged with our customer base and suppliers. By encompassing the traits below, **CORE** will continue to develop and grow with the customer at heart.

- **Exceed customer expectations**
- **Superior product availability and performance**
- **Trust and integrity**
- **Product longevity**
- **Environmental sustainability integrated within the decision-making process**

**Our brand values
serve as a compass
that guides us**



**Core values,
quality products**

OUR BRAND

Benefits



For Customers

CORE offers customers a competitively priced, trusted alternative to other branded products across various HVAC categories. With Smith Brothers' ethos of Service and Value (since 1897) applied to every business area, including **CORE**, customers can rely on its quality, regardless of application.

For Staff

Whether customer contact occurs at the trade counter, with internal sales or through external sales managers, all staff understand the preferred product choice for our customers. With dedicated staff members employed to ensure product quality with thorough auditing and monitoring systems, SBS staff can trust **CORE** products will service their customers with the utmost confidence.

For Suppliers

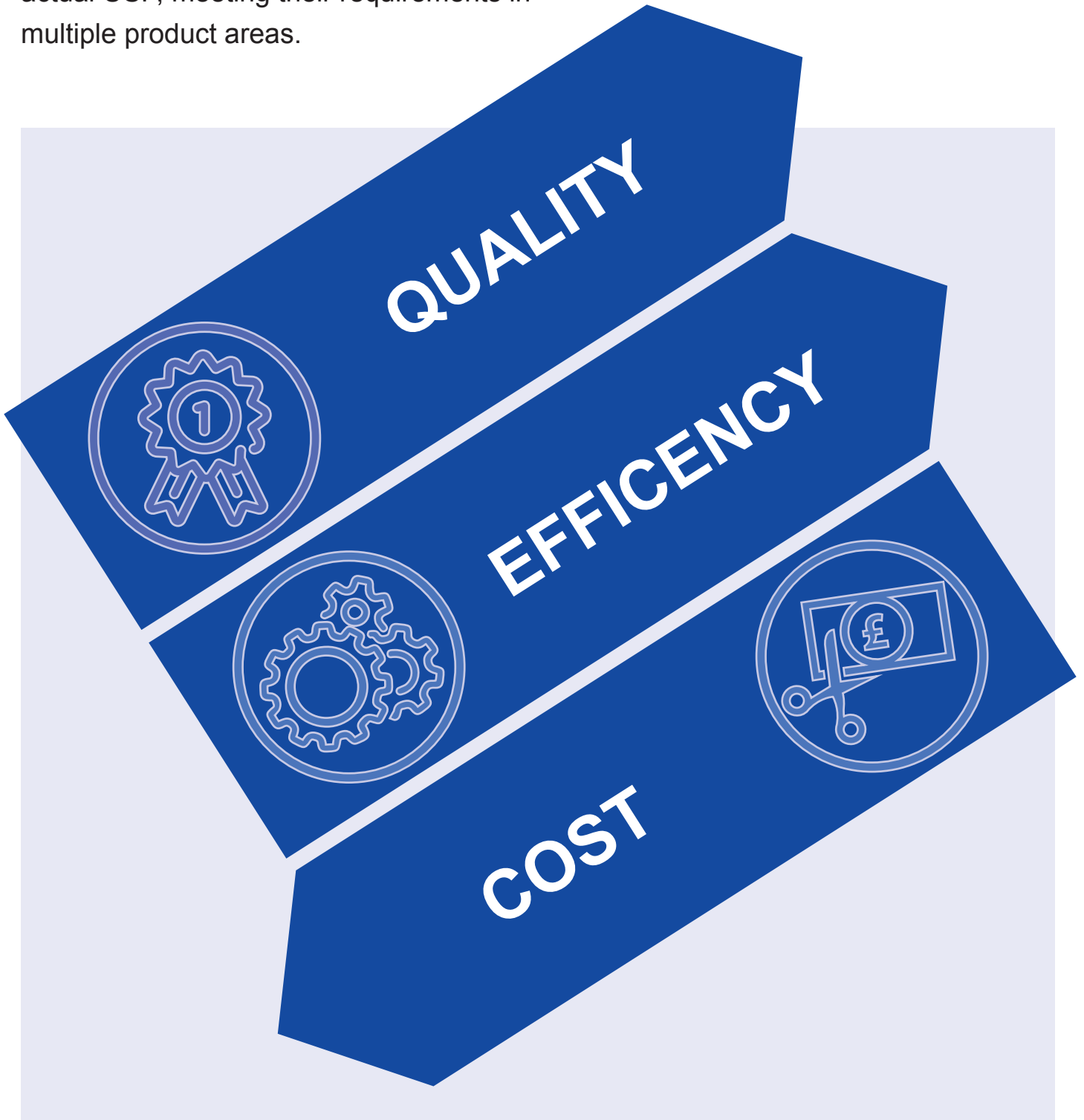
The manufacturers selected within the **CORE** range commit to Smith Brothers that they trust the products, are invested in growing market share and are actively promoting their development at every opportunity. Through constant 360-degree feedback and appraisal, product quality and relationships will strengthen over time.

OUR BRAND

Positioning



CORE is a high-quality, cost-effective alternative product range positioned in a unique space to offer SBS customers an actual USP, meeting their requirements in multiple product areas.



CORE Logo

1. Clear space

When used, the logo should never be crowded. Therefore, always give it room to breathe. Ensure that the area surrounding the logo is kept completely clear. This should be the equivalent of the letter 'O', or at least half its width/height in every direction.

2. Align

The letters in the logo should always align, both top and bottom.

The **CORE** logo is a one-of-a-kind design that should not be copied, distorted, or changed. Our brand will be powerful and consistent throughout all communications, including product packaging, if our logo is consistently replicated.



Logo Variations

Primary Logo


The Primary Logo should be used whenever possible but requires a white or yellow background. It should never be used with a dark background, such as blue or black.

Monotone Logo

The Monotone Logo should only be used when there is no option to use the Primary Logo, such as on black and white print documents and plain cardboard packaging.

White Logo

This logo should only be used when there is no option to use the Primary Logo, such as when placed on a dark background colour.

 The use of any other version of the CORE logo is prohibited unless authorised by SBS. Avoid making changes to colour, dimensions, or format.



NasalizationRg-Regular



Core values, quality products

Calibri-Regular



Logo without strapline

Core values, quality products

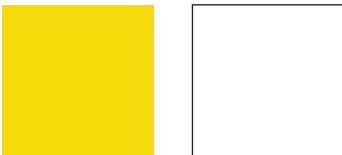
Strapline without logo

Title/Primary Typeface

Our primary typeface is Arial and should be used whenever available for headings, editorial, captions and tables.

Arial has an extensive family, and bold or italic options should be used to emphasise headings or important information.

Colour Palette



 See colour palette for colour breakdowns

Arial Bold

ABCDEFGHIJKLMN
abcdefghijklmn
123456789

Arial Bold Italic

ABCDEFGHIJKLMN
abcdefghijklmn
123456789

Arial Regular

ABCDEFGHIJKLMN
abcdefghijklmn
123456789

Arial Regular Italic

ABCDEFGHIJKLMN
abcdefghijklmn
123456789

LOGO & BRAND GUIDANCE



Colour Palette

These four colours visually define the **CORE** brand and make it stand out from the crowd.

To help deliver a consistent brand theme, these colours must be used, where possible, throughout all communication.



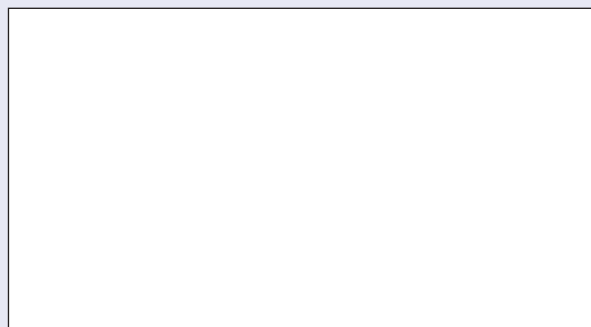
CMYK - C99% M82% Y0% 0%K
RGB - R33 G63 B146
#213F92
RAL - 5002
Pantone - 2728C



CMYK - C4% M9% Y100% 0%K
RGB - R255 G221 B0
#FFDD00
RAL - 1016
Pantone - 108C



CMYK - C0% M0% Y0% K100%
RGB - R0 G0 B0
#000000
RAL - 9005
Pantone - 6C



CMYK - C0% M0% Y0% K0%
RGB - R255 G255 B255
#FFFFFF
RAL - 9010
Pantone - 11-0601TPX

Our tone of voice offers a collection of fundamental components characterising high-quality writing across all touchpoints and ancillary components that best represent our Brand Personality (check brand personality for further information).

We must show pride and confidence in our product offering while also showing respect for the skills and expertise of our customers.

Language

- **Informative**
- **Professional**
- **Confident**
- **Straightforward**
- **Sincere**
- **No grammar mistakes**
- **No use of jokes unless approved**
- **No mention of topics that could be interpreted as stereotypical or disparaging**
- **No mention of product origin**

OUR LOGO DETAILS

CORE Logo Variations



1. Casting

When applied to forged objects, the **CORE** logo should be visible in its original form. If this is not possible, the logo should always be presented in capital letters and in a legible font (such as Arial).

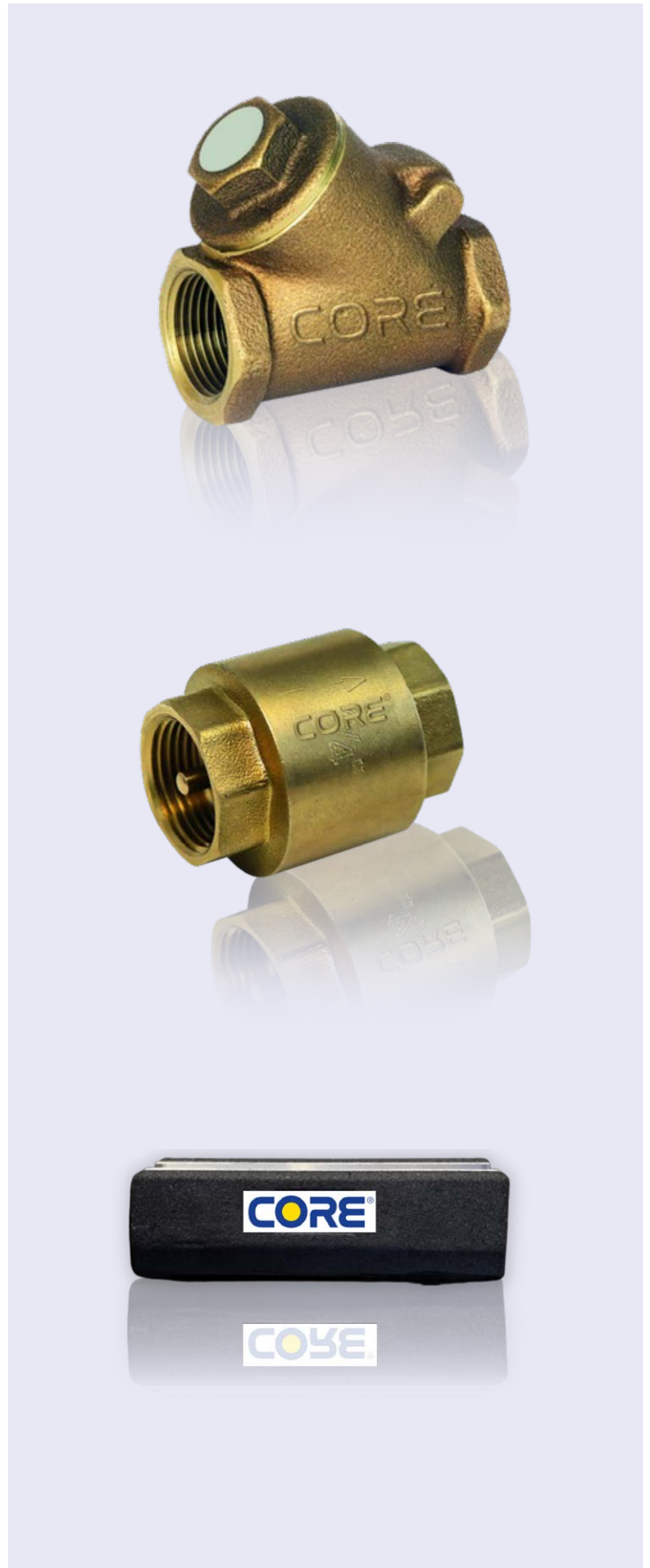
2. Etching

If the goods can be laser etched or engraved, the logo should consistently be reproduced in its original format.

3. Primary logo on products

Where the primary **CORE** logo is applied to products and packaging, it should not be altered, recreated, or distorted in any way.

 If unsure about the logo application, please contact the SBS marketing team for guidance.



OUR LOGO DETAILS

CORE Logo Variations



4. Packaging

Where the primary **CORE** logo is applied to products and packaging, it should not be altered, recreated, or distorted in any way.

5. Labels/Tags

Smaller packaging labels, such as seen in the illustration opposite, can be used on individual packaging when hard or soft branding on the physical product is not possible. Speak with relevant SBS staff members on product details which must be displayed on labels/tags.

6. Wrap

When the primary **CORE** logo is applied to products and packaging, it should not be altered, recreated, or distorted in any way. Speak with relevant SBS staff members on product details which must be displayed on wraps.



 If unsure about the logo application, please contact the SBS marketing team for guidance.

PACKAGING PREFERENCE

Packaging



Our preference is a plain box/carton with the **CORE** logo applied directly. If it is impossible to print directly onto the box/carton, a brand compliant sticker featuring the logo may be used.

All packaging labels applied to product boxes/cartons must comply with our brand requirements - see the Packaging Preference section of this guide.



 If unsure about the logo application, please contact the SBS marketing team for guidance.

PACKAGING PREFERENCE

Packaging




Sustainability forms a big part of the **CORE** brand and our preference is for all packaging used to be eco-friendly and sustainable. Ultimately, we aim to minimise the use of plastic and other non-recyclable material wherever possible.

Where applicable, the packaging's environmental credentials should be displayed, for example, if recyclable and/or using recycled materials.

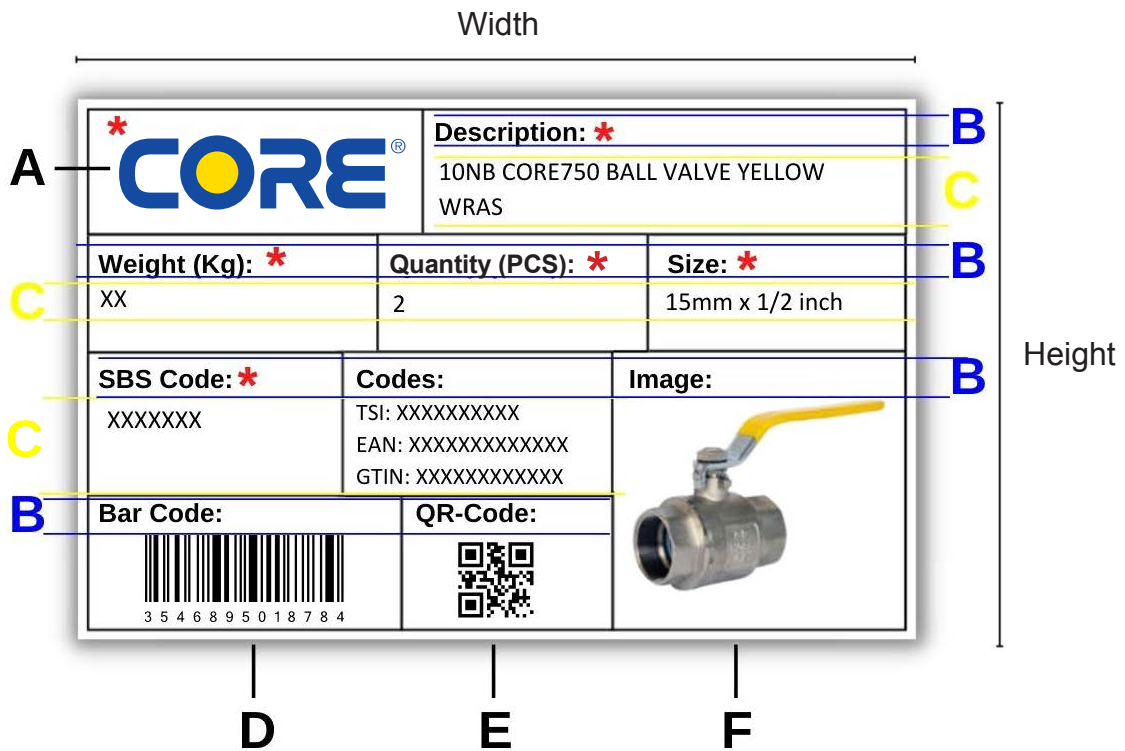


CORE[®]

 All packaging must carry no reference or traceability back to the manufacturer's source.

PACKAGING PREFERENCE

Labelling



Label proportions - The width of the label should be 1.66 x the height

A. The **CORE** logo to be positioned to the top left corner at all times

B. Heading - Arial Regular

C. Description - Calibri Regular

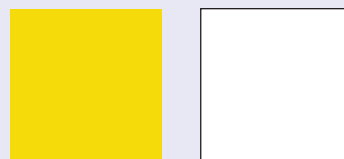
D. Bar Code

E. QR Code

F. Product Image

*** Mandatory**
Please note - Non-mandatory fields should still contain heading title for example in F - 'Image'.

Colour Palette



See colour palette for colour breakdowns

SUPPORTING MATERIALS

Product Information Template

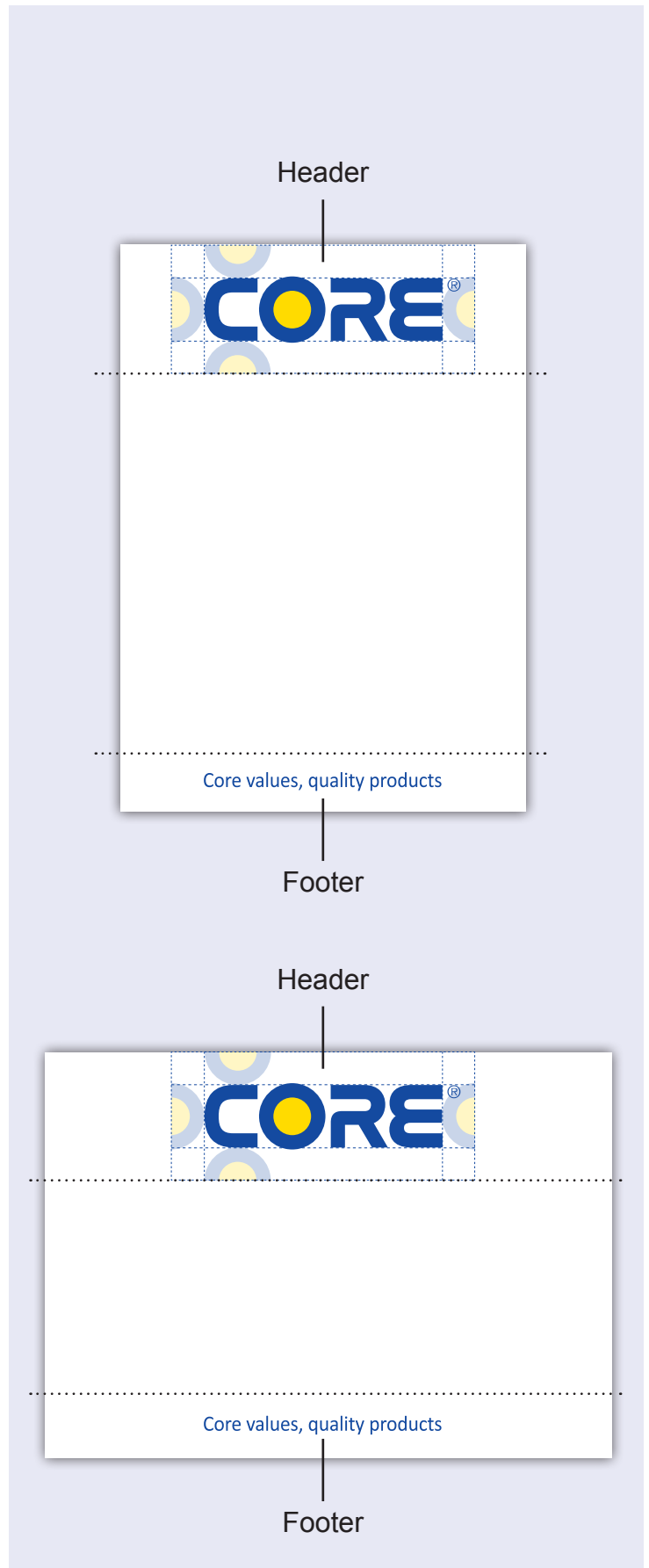


The following templates should be applied when forming documents such as manufacturer information (OEM) & installation instructions, etc.

This template shows the **CORE** logo placement in the header and footer of an A4 portrait document. Apply the same structure to other sizes of portrait documents.

This template shows the **CORE** logo placement in the header and footer of an A4 landscape document. Apply the same structure to other sizes of landscape documents.

 If unsure about the logo application, please contact the SBS marketing team for guidance.



SUPPORTING MATERIALS

Literature Layout




The fundamentals of designing the print layout

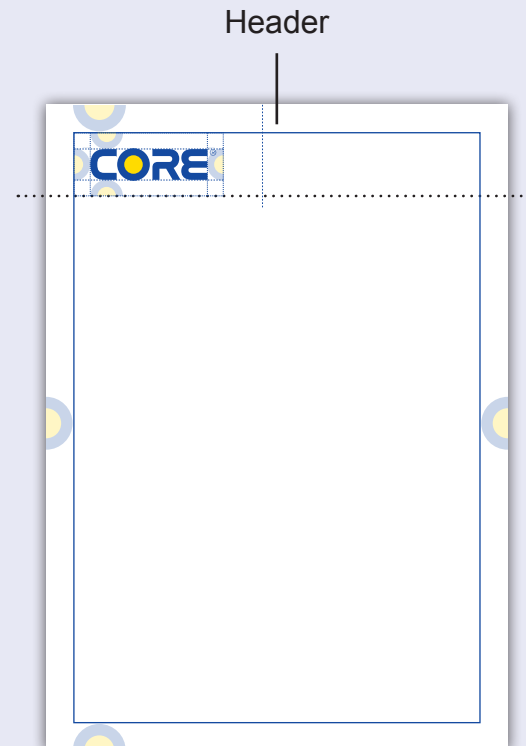
Use this grid for solitary communications such as direct mail and newsletters. This grid is flexible and can be applied in multiple situations and environments. But it is critical that it is applied carefully and correctly to ensure that all material is structured logically and consistently.

This template shows how to correctly apply and position the **CORE** logo when using narrow margins.

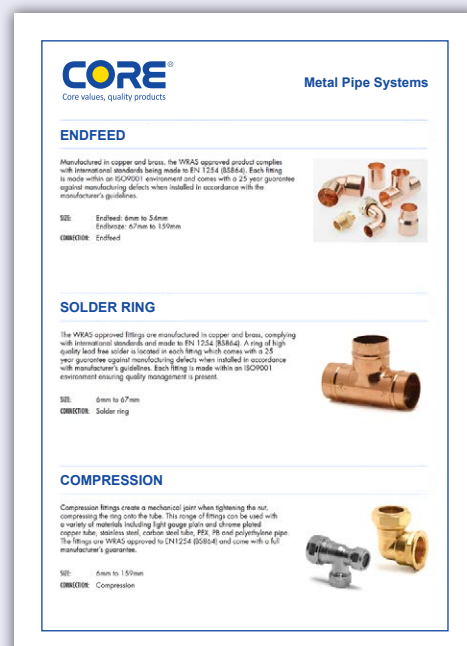
The **CORE** logo may be centred, or placed in either top left or top right-hand corners.

Sustainability is an important part of the **CORE** brand. All printed literature, where possible, should be produced using FSC certified (Forest Stewardship Council) paper stocks.

 All material must carry no reference or traceability back to manufacturer's source



The above template applied to a page layout



SUPPORTING MATERIALS

Example Literature Layouts



CORE[®]
Core values, quality products

Pipe Jointing Systems Range

CORE[®]
Core values, quality products

Product Catalogue - Issue 1

plus
ring
variance

complying
with
distance

with
the pipe
full

CORE[®]
Core values, quality products

Metal Pipe Systems

ENDFEED

Manufactured in copper and brass, the WRAS approved product complies with international standards and made to EN 1254 (BS644). Each fitting is made within an ISO9001 environment and comes with a 25 year guarantee against manufacturing defects when installed in accordance with the manufacturer's guidelines.

SIZE: Endfeed: 6mm to 54mm
Endfit size: 67mm to 159mm

CONNECTION: Endfeed

SOLDER RING

The WRAS approved fittings are manufactured in copper and brass, complying with international standards and made to EN 1254 (BS644). A ring of high quality lead free solder is located in each fitting which comes with a 25 year guarantee against manufacturing defects when installed in accordance with manufacturer's guidelines. Each fitting is made within an ISO9001 environment ensuring quality management is present.

SIZE: 6mm to 67mm

CONNECTION: Solder ring

COMPRESSION

Compression fittings create a mechanical joint when tightening the nut, compressing the ring onto the tube. This range of fittings can be used with a variety of materials including light gauge plain and chrome plated copper tube, stainless steel, carbon steel tube, PE, PB and polyethylene pipe. The fittings are WRAS approved to EN1254 (BS644) and come with a full manufacturer's guarantee.

SIZE: 6mm to 159mm

CONNECTION: Compression

0255 & 10217-1 (BS1387) TUBE SIZE

NOMINAL SIZE (INCHES)	OUTSIDE DIMENSIONS		MEDIUM WALL THICKNESS		HEAVY WALL THICKNESS	
	OD (mm)	OD (INCHES)	WALL (mm)	WALL (INCHES)	WALL (mm)	WALL (INCHES)
1/8"	10.3	0.413	1.0	0.039	1.5	0.059
1/4"	13.5	0.540	1.35	0.052	2.0	0.078
3/8"	17.5	0.695	1.75	0.067	2.5	0.100
1/2"	21.3	0.840	2.45	0.094	3.25	0.128
3/4"	26.9	1.059	2.45	0.104	3.25	0.128
1"	33.7	1.315	3.25	0.128	4.05	0.16
1 1/8"	41.4	1.640	3.25	0.128	4.05	0.16
1 1/4"	48.3	1.900	3.25	0.128	4.05	0.16
1 1/2"	50.3	2.015	3.65	0.144	4.5	0.176
2"	76.1	3.000	3.65	0.144	4.5	0.176
2 1/2"	88.9	3.500	4.05	0.16	4.85	0.192
3"	114.3	4.500	4.5	0.176	5.4	0.213
4"	139.7	5.500	4.85	0.192	5.4	0.213
6"	165.1	6.500	4.85	0.192	5.4	0.213

0255 & 10217-1 (BS1387) TUBE WEIGHTS

NOMINAL SIZE (INCHES)	MEDIUM WALL		HEAVY WALL	
	WTS PER METRE (kg)	WTS PER FOOT (lb)	WTS PER METRE (kg)	WTS PER FOOT (lb)
1/8"	0.445	0.100	0.695	0.153
1/4"	0.845	0.187	1.290	0.284
3/8"	1.295	0.285	1.885	0.418
1/2"	1.870	0.415	2.580	0.571
3/4"	2.427	0.534	3.275	0.727
1"	3.135	0.691	4.070	0.897
1 1/8"	3.610	0.797	4.625	1.019
1 1/4"	4.102	0.907	5.200	1.147
1 1/2"	4.539	1.000	5.665	1.249
2"	6.247	1.377	7.830	1.727
2 1/2"	8.500	1.875	10.700	2.354
3"	11.241	2.479	14.119	3.104
4"	18.419	4.070	23.219	5.104

SUPPORTING MATERIALS


Merchandise



To utilise the **CORE** logo on promotional materials, the quality and consistency must be ensured on all items.

- The **CORE** logo should not be used on any promotional items without the prior approval of the SBS Marketing Team
- The regulations for using the **CORE** logo can be found in the Logo & Brand Guidance section of this guide and must be applied to its use on promotional items
- When the printing process forbids the use of the coloured version, mono versions are then permissible
- Branded items should be of superior quality and where possible, have strong sustainability and environmental credentials



 For the correct choice of the logo, please refer to the guidance in the Logo Variations section.

SUPPORTING MATERIALS

Exhibitions & Interiors



Foam Wall Boards

Core values, quality products

Providing a range of HVAC products that represent exceptional quality and true value, supported by the service levels SBS have maintained since 1897.

QUALITY

EFFICIENCY

COST

CORE products are distributed through the Smith Brothers Stores branch network.

CORE By SBS

www.sbscore.co.uk

CORE is a registered trademark owned and registered by Smith Brothers Stores Ltd. Registered Office: Unit V2 Winchester Avenue, Blaby, Leicester, LE8 4GZ

Pull-Up Banner

Core values, quality products

CORE Inhibitor		
Available sizes - 5ltr - 10ltr - 20ltr NEW		
Product	Part No.	
5Litre CORE Inhibitor	CORINH-050L	£11.49
10Litre CORE Inhibitor	CORINH-100L	£21.49
20Litre CORE Inhibitor	CORINH-200L	£38.99
CORE Cleaner		
Available sizes - 10ltr - 20ltr NEW		
Product	Part No.	
10Litre CORE Clean-By Filter	CORCLN-1000L	£12.99
20Litre CORE Clean-By Filter	CORCLN-2000L	£24.99
10Litre CORE Clean-By Filter	CORCLN-1000L	£12.99
20Litre CORE Clean-By Filter	CORCLN-2000L	£24.99
CORE Biocide		
Available sizes - 10ltr - 20ltr NEW		
Product	Part No.	
10Litre CORE Dual Biocide	CORDBI-100000L	£12.99
20Litre CORE Dual Biocide	CORDBI-200000L	£24.99
CORE Glycol		
Available size - 20ltr NEW		
Product	Part No.	
CORE Glycol 20Litre	CORGLY-20000L	£14.99
CORE Inhibitor Quick Test Kit		
NEW		
Product	Part No.	
CORE Inhibitor Quick Test Kit	CORINH-10QTK	£22.99

CORE is a registered trademark owned and registered by Smith Brothers Stores Ltd. Registered Office: Unit V2 Winchester Avenue, Blaby, Leicester, Leicestershire, LE8 4GZ

CORE By SBS www.sbscore.co.uk

Poster

KEY CONTACTS

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