

# CID LINES<sup>®</sup>

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## BRANDBOOK

Corporate identity  
September 2018

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BRAND IDENTITY

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VISUAL IDENTITY

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BRAND APPLICATION

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OUR IMAGE STYLE

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# BRAND IDENTITY

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OUR HISTORY

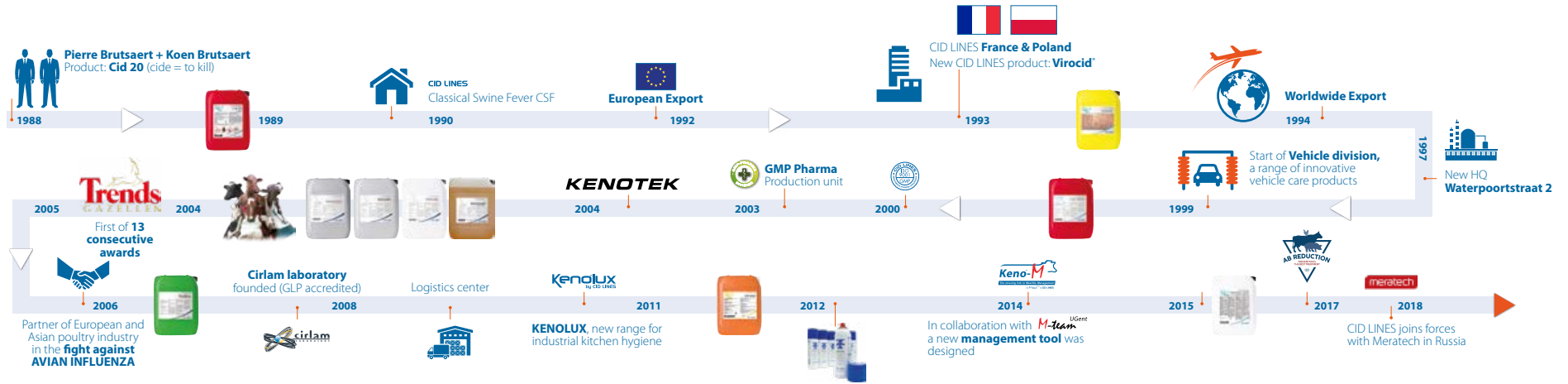
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BRANDSTORY

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WHAT HOW WHY

# OUR HISTORY



**1300 TON**  
week production



**+250**  
employees



**13**  
awards



**1000+**  
products



**98**  
countries represented



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# BRANDSTORY

At CID LINES, we believe that hygiene is health. And that health, in turn, is the key to more profitability and sustainability. In agriculture, healthy animals ensure a higher return on investment for farmers. In the food industry, health and safety lead to better business, in line with all regulations. Overall, end consumers will always benefit from a healthy food chain, leading to greater wellbeing.

That's why we make hygiene work. And we do it in the most effective way, as a trusted partner of farmers and food professionals. Not only do we offer a broad range of products for specific purposes, we also give advice that's fully tailored to each situation and every step in the chain. To come up with the right hygiene solutions, we build solid relationships with our distributors, offering them continuous support.

Moreover, we always stay ahead by investing in research and development and by sharing our innovations with our partners. This way, we make sure that they don't need to worry. Because we help them focus on what's truly essential: keeping their business healthy.

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# WHAT HOW WHY

## WHAT

CID LINES offers a broad, high quality range of products, combined with tailored advice to improve hygiene in the agricultural and food industry. Our proactive service, continuous innovation and strive for quality lead to complete hygiene solutions that do not only ensure profitability for all involved, but also enable more sustainable food production and handling.

## HOW

### **We build relationships & deliver far-reaching service.**

Driven by our service-minded spirit, we always go for a personal approach and aim to exceed the expectations of our customers and partners. We build solid relationships with our distributors, offering them continuous support and enabling them to offer the right products and services to their end-customers. Whether it's in Belgium or in an international level, CID LINES always thinks along with its clients, to come up with the solutions they truly need.

### **We offer 360° solutions & an integrated approach.**

CID LINES offers 360° solutions by combining its versatile product assortment with tailored advice, based on broad expertise. Our high-quality services cover every step in the chain, from the agricultural world, through clean and disinfected transport to the food industry, to the foodservice sector.

The interaction between our research & development department, our regulatory affairs team and our sales professionals makes sure that every solution matches the specific situation for every client within the legal context applied in their specific country. Starting out with a thorough scan to know the client's needs, we then provide the exact products and advice that answer them.

### **We keep innovating & investing in knowhow.**

Backed by thirty years of experience, CID LINES keeps looking forward to expand and update its knowhow. We continuously invest in research and development, with our own laboratories as a driver of innovation and an extended regulatory affairs department that has a

worldwide expertise. Not only do we gain new knowledge, we also make sure everything is within the regulations per country and we like to share this with our partners. We train our distributors, so that they can give tailored advice to their end-costomers, who in turn can secure their return on investment. This way we drive the success of everyone involved in the chain from farm to fork.

## WHY

What is your cause, your purpose or belief?

### **Hygiene is health**

We believe that hygiene is the main driver to ensure health from farm to fork. In turn, health will lead to more profitability, sustainability and, in the end, greater wellbeing for all.

We are convinced that hygiene is health, in every step of the food chain. In the agricultural world, we offer hygiene solutions that ensure healthy animals, leading a higher return on investment for farmers. As a next step in the chain, we help the food industry attain better quality, health and safety, according to all standards and regulations. Finally, end consumers will enjoy greater wellbeing by eating clean, fresh and healthy food.



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# VISUAL IDENTITY



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LOGO

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SLOGAN

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COLOR PALETTE

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TYPE FACES



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LOGO

**CID LINES<sup>®</sup>**

- Always written in capitals
- Used together with the registration mark

POSSIBLE VARIATIONS



White logo on coloured background



White logo on black



White logo on picture

**CID LINES<sup>®</sup>**

Black logo

—  
VISUAL IDENTITY

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## SLOGAN

- Always written in capitals
- Never translated

### POSSIBLE VARIATIONS

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**WE  
MAKE  
HYGIENE  
WORK**

Blue logo with orange stripe

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**WE  
MAKE  
HYGIENE  
WORK**

Watermark: logo 20%

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**WE  
MAKE  
HYGIENE  
WORK**

White or black logo  
on coloured back-  
ground/picture

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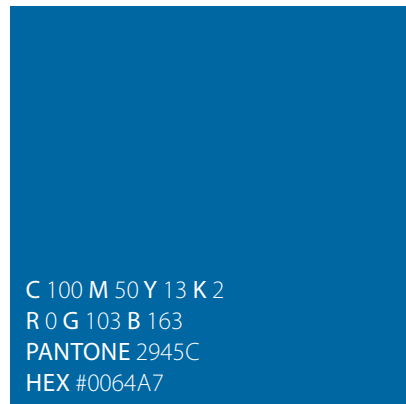
**WE  
MAKE  
HYGIENE  
WORK**

Orange logo

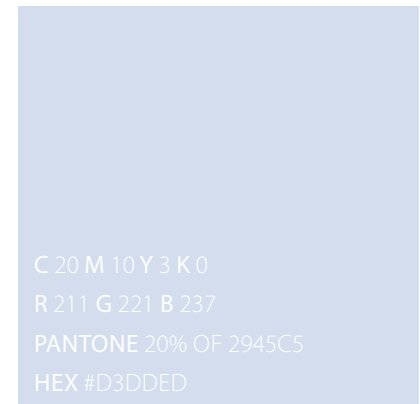
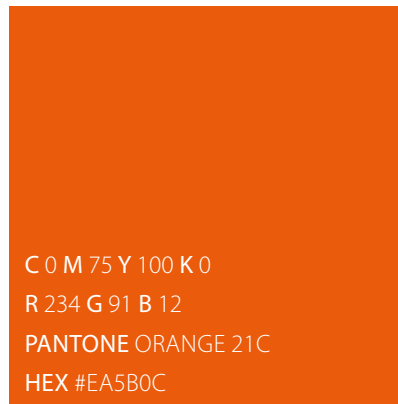
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# COLOR PALETTE

The CID LINES blue is the main color used.



Secondary colours:



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# TYPE FACES

The font used by CID LINES is Myriad Pro.  
We use this font in it's different variations.

Myriad Pro Light  
abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

*Myriad Pro Light*  
*abcdefghijklmnopqrstvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*0123456789*

Myriad Pro Regular  
abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
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*Myriad Pro Italic*  
*abcdefghijklmnopqrstvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*0123456789*

Myriad Pro Semibold  
abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
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*Myriad Pro Semibold Italic*  
*abcdefghijklmnopqrstvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
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**Myriad Pro Bold**  
**abcdefghijklmnopqrstvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0123456789**

*Myriad Pro Bold Italic*  
*abcdefghijklmnopqrstvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*0123456789*

**Myriad Pro Black**  
**abcdefghijklmnopqrstvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0123456789**

*Myriad Pro Black Italic*  
*abcdefghijklmnopqrstvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*0123456789*

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# BRAND APPLICATIONS

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PRINT MATERIAL

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ON SCREEN

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EXHIBITIONS

# PRINT MATERIAL



business card

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## PRINT MATERIAL




Catalogues

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## BRAND APPLICATIONS

# PRINT MATERIAL



## ENDLESS APPLICATIONS

VIROCID® CAN BE APPLIED IN A VERSATILE WAY, WITHOUT HAVING TO STOP WORKING.

**FOAMING**

A foam lance with high pressure ( min. 40 bar) or medium pressure with compressed air (25 bar) is enough to make Virocid® foam by itself. The nice white foam shows if every spot has been covered. It also allows for a longer contact time, therefore superior disinfection results. Dilution: 0.25-0.5%.

**SPRAYING**


Virocid® can be sprayed through manual driven spraying systems. Dilution: 0.25-0.5%.

**BOOT DIPS**

Virocid® is ideal for boot dips, if disinfection baths are adequately used and located on strategic places, they are a good additional measure for biosecurity on the farm. Dilution: 0.5-1%.

**TRANSPORT**

Virocid® is approved by the VDA (German Automobile Association) as 'Virocid® A' (non corrosive). Dilution: 0.25-0.5%.



## Kenosan™

Unleash the power of cleaning

- ▶ Sticky and long-lasting foam
- ▶ Extreme dirt penetrating capacity
- ▶ Very economical use
- ▶ Non corrosive

**YouTube**

All your local CID lines dealers for more information. Check our **application videos** on youtube: [www.youtube.com/cidlines](http://www.youtube.com/cidlines)

**WE MAKE HYGIENE WORK**



Hygiene is health. Hygiene makes all the difference in the food chain, from farm to fork. We combine 160+ solutions with tailored advice. We go for the highest standards in continuous innovation. This way we help our partners focus on what's key: keep their food safe, sustainable and most of all healthy. Because hygiene is health and health means growth.

Waterpoortstraat 2, 8000 Ieper • Belgium • T +32 57 21 78 77 • F +32 57 21 78 79 • info@cidlines.com

## Kenosan™ Lactic

The revolution in knife disinfection

- ▶ Active at low temperature
- ▶ Very short contact time
- ▶ Without rinsing

**CID LINES**

Leaflet

# BRAND APPLICATIONS



# PRINT MATERIAL



Advertisements

# PRINT MATERIAL



Notebloccs

# PRINT MATERIAL

2019

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
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30	30	30	30	30	30	30	30	30	30	30	30
31	31	31	31	31	31	31	31	31	31	31	31

WE  
MAKE  
HYGIENE  
WORK

CID LINES®  
www.cidlines.com

Wall calendar

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# ON SCREEN

Kind Regards / Vriendelijke groeten / Sincères Salutations

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**Shari STERCK**

Marketing & Communications Manager

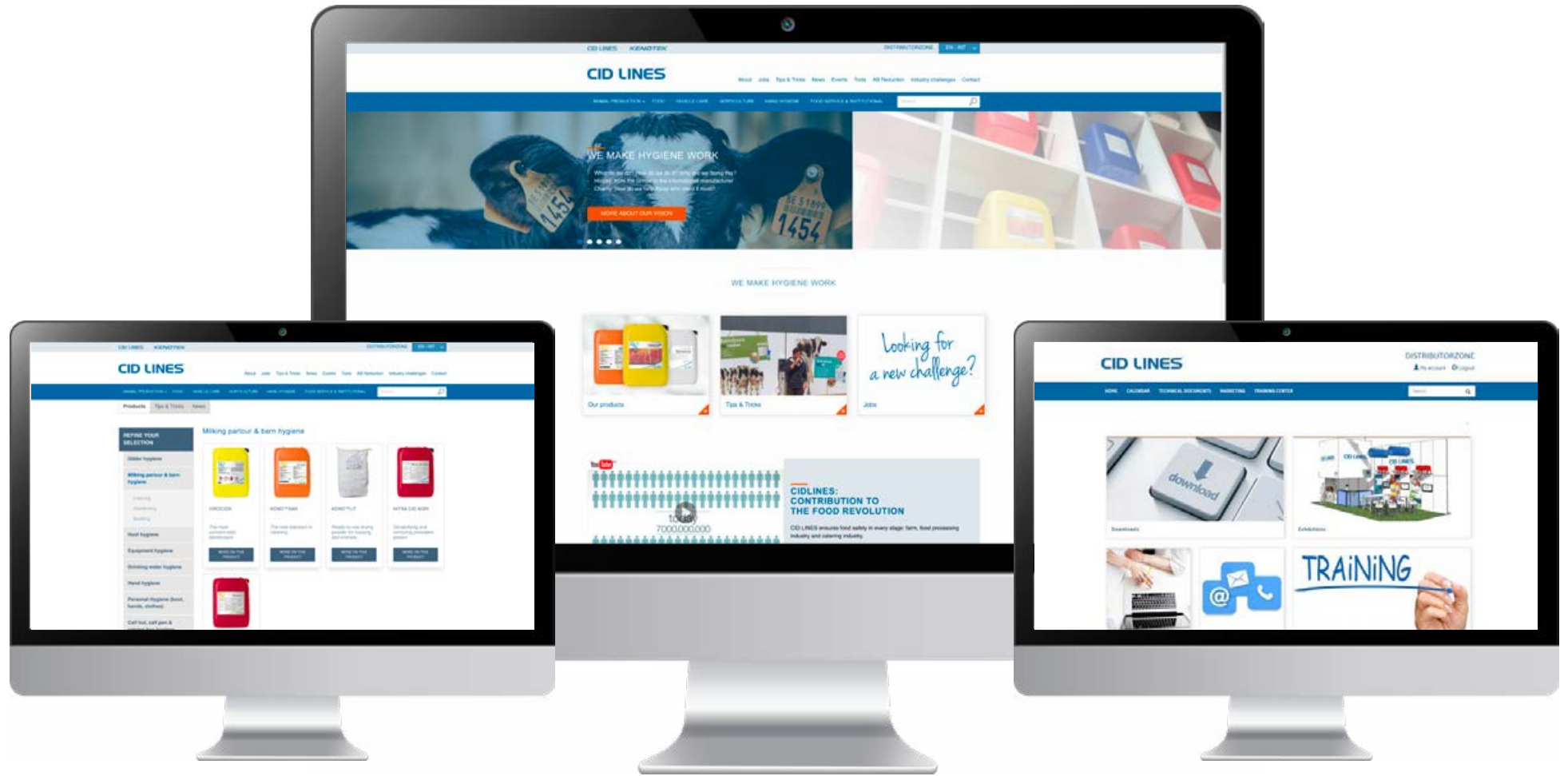
T +32 496 797204

**CID LINES**

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e-mail signature

# ON SCREEN

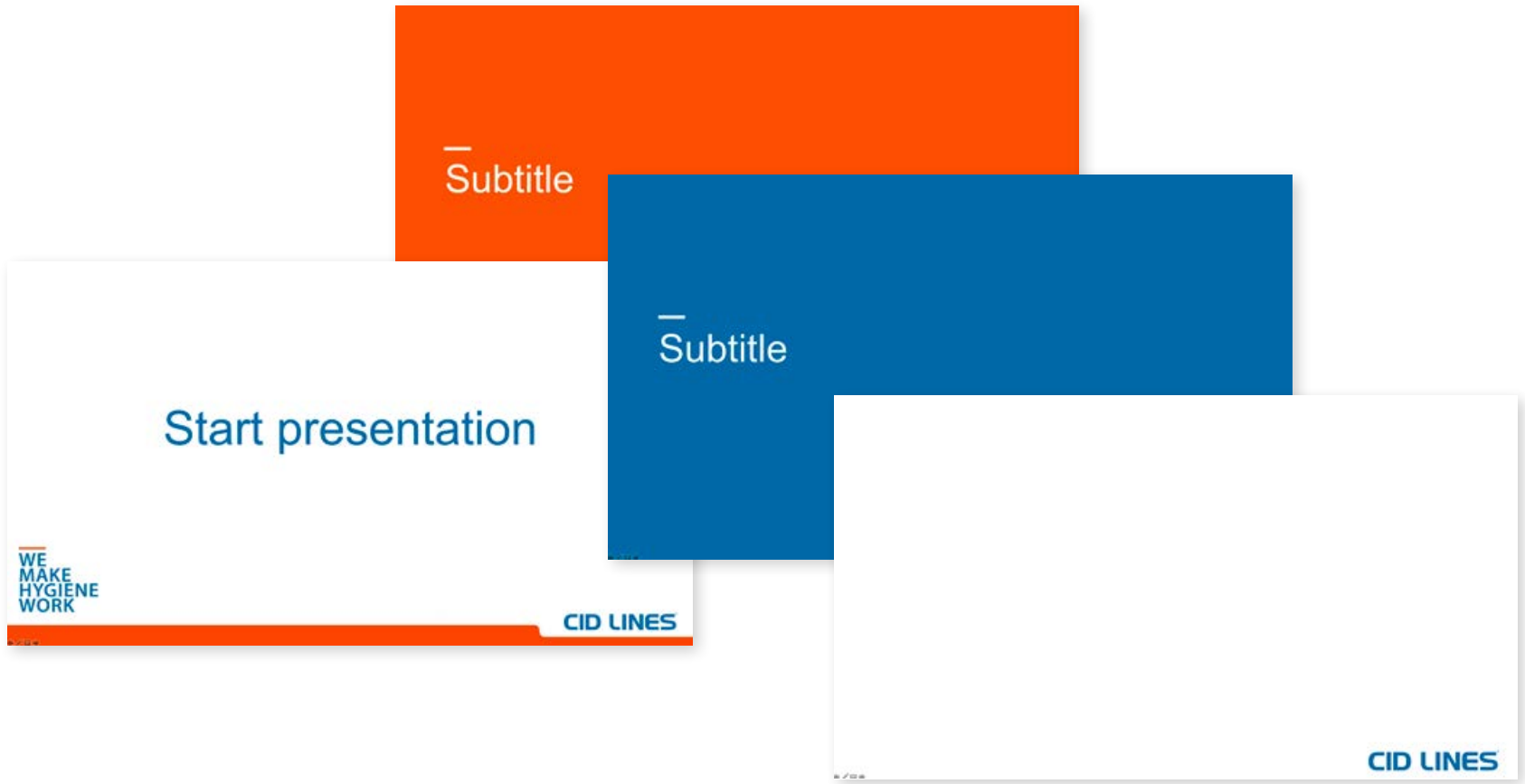


Article page

Home page

Distributor zone

# ON SCREEN



Powerpoint template

# EXHIBITIONS



# EXHIBITIONS





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# EXHIBITIONS



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# OUR IMAGE STYLE



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PICTURES - ATMOSPHERE

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PICTURES - PRODUCT PLACEMENT

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## PICTURES - ATMOSPHERE



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## PICTURES - ATMOSPHERE



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PICTURES - ATMOSPHERE



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OUR IMAGE STYLE

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## PICTURES - ATMOSPHERE



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# PICTURES - PRODUCT PLACEMENT



# PICTURES - PRODUCT PLACEMENT





# PICTURES - PRODUCT PLACEMENT



## PICTURES - PRODUCT PLACEMENT



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# PICTURES - PRODUCT PLACEMENT





**CID LINES<sup>®</sup>**