

# ***KENOTEK***

## **BRANDBOOK**

Corporate identity  
March 2019

BRAND IDENTITY

VISUAL IDENTITY

BRAND APPLICATION

OUR IMAGE STYLE

# **BRAND IDENTITY**

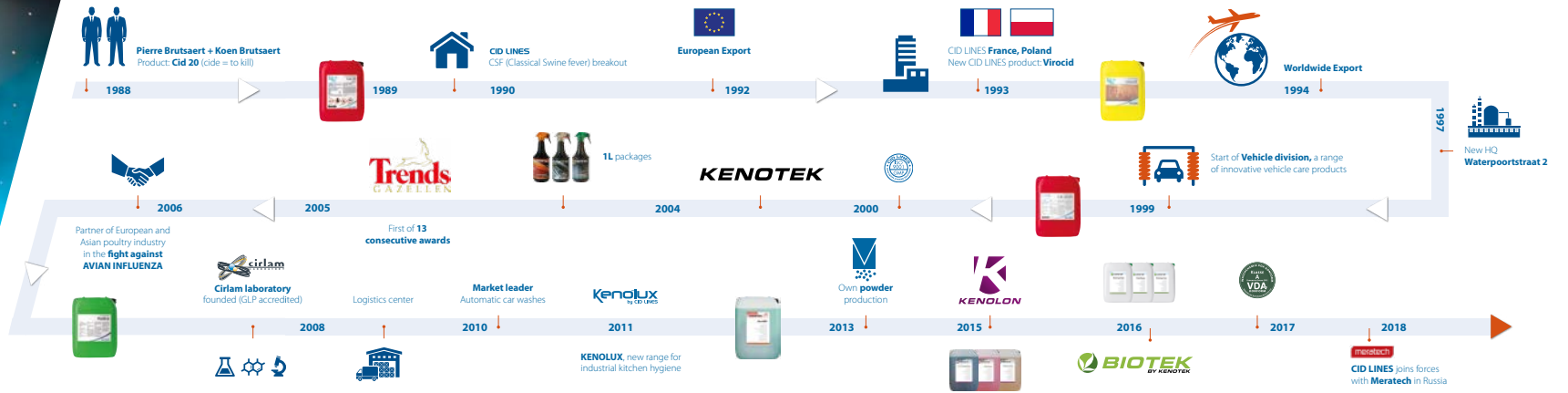


OUR HISTORY

BRANDSTORY

WHAT HOW WHY

# OUR HISTORY



**KG** 1300 TON  
week production

**+250**  
employees

**13**  
awards

**1000+**  
products

**96**  
countries represented

**KENOTEK**



# /BRANDSTORY

Creating that clean, new, protective sensation at every wash is the very core of our profession. The gloss and shine of the bodywork is a living testimony! We want vehicles to shimmer! That's why we create products for every step in the washing process and every situation. Tools to create sensation for all involved in the industry.

Magic happens when our chemicals touch the bodywork of the vehicle.

As a trusted partner for vehicle care and transport professionals we create a complete and userfriendly concept to help them offer a high quality program to their end-customers. We always stay ahead by thinking along with our clients, to come up with the solutions they truly need.

Premium quality products backed by far reaching service and continuous support create a sensational return on investment for our partners worldwide.

# WHAT HOW WHY

## WHAT

Kenotek offers a full range of products to answer all needs for vehicle care.

Our proactive service, continuous innovation and strive for quality lead to an A to Z product range that can conquer every step in vehicle care. These solutions are created to maximize results for every situation. Alongside efficient and quality products we also focus on sustainable cleaning; from using the correct chemicals to minimise water usage to providing products that support water recycling units and biodegradability in the system.

Each washing method has different demands, Kenotek develops specific products for every washing application; selfwash, washing tunnels, contactless washing, roll-overs, detailing and many more.

## 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 customers, offering them continuous support and coach them to offer the right products and services to their endcustomers. Kenotek always thinks along with its clients; to come up with the solutions they truly need in the most profitable way possible.

**WE OFFER 360° SOLUTIONS & AN INTEGRATED APPROACH.**

Kenotek offers 360° solutions by combining its versatile product range with tailored advice, based on broad expertise. Our high-quality services cover every step in the process, starting out with a thorough scan to know the client's needs, we then provide the exact products and advice to create the correct washing experience.

With the correct program implemented we provide a thorough follow-up to maintain the guaranteed quality.

Because a clean car should be washed in a clean environment we also advise on how to maintain the hygiene in the installation and it's surroundings with chemicals that are perfectly in tune with each other.

**WE KEEP INNOVATING & INVESTING IN KNOW-HOW.**

Backed by thirty years of experience of the CID LINES group, Kenotek keeps looking forward to expand and update its know-how.

At Kenotek we're very eager to learn more about the sector, to strive for better and more efficient products and techniques. There is a natural interest for everything vehicle care related. That's why we continuously invest in research & development and we like to involve our customers in this process, to have input directly from the field.

## WHY

Creating that clean, new, protected sensation at every wash is the very core of our profession. The gloss and shine of the bodywork is a living testimony!

We believe that magic happens when our chemicals touch the body of the vehicle, in every step of the process.

For vehicle care professionals we create a complete range that ultimately result into clean and shiny vehicles that give the driver that ultimate sensation of driving off in his new, clean car. For the transport industry not only do we help them to create longer lifespans for the trucks and maintain their image on the road but we also ensure high standards of cleaning for the cargo areas to guarantee a professional transport operation.



# VISUAL IDENTITY

LOGO

SLOGAN

COLOR PALETTE

TYPE FACES



## /LOGO

# ***KENOTEK*** ***by CID LINES***

- Always written in capitals
- Always accompanied by 'by CID LINES' except when the logo is placed too small to read the caption

## POSSIBLE VARIATIONS



Black logo on coloured background



White logo on black



White logo on picture

***KENOTEK***  
***by CID LINES***

Black logo

# /SLOGAN

- Always written in capitals
- Never translated

## POSSIBLE VARIATIONS



CREATE  
SENSATION

Grey slogan with orange line



CREATE  
SENSATION

Orange slogan with grey line



CREATE  
SENSATION

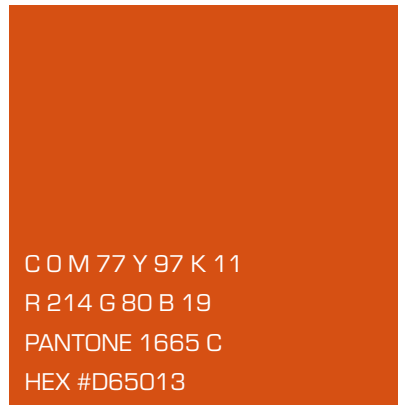
White slogan on coloured background/picture

# /COLOR PALETTE

Black is the main color used.



Secondary colours:



# /TYPE FACES

The font used by KENOTEK is Eurostile.  
We use this font in it's different variations.

## Eurostile Regular

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

## *Eurostile Regular Oblique*

*abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789*

## Eurostile Medium

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

## *Eurostile Medium Italic*

*abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789*

## Eurostile Bold

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

## *Eurostile Bold Oblique*

*abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789*

## Eurostile Heavy

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

## *Eurostile Bold Italic*

*abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789*

## Eurostile Black

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

## *Eurostile Black Italic*

*abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789*

# BRAND APPLICATIONS

—  
PRINT MATERIAL

—  
ON SCREEN

—  
EXHIBITIONS

# PRINT MATERIAL



business card

# PRINT MATERIAL



Catalogues

# PRINT MATERIAL



## CARGO 4100 FORTÉ

Unique touchless cleaning product

- Extra strong and concentrated
- Good foam coverage for better contact with the vehicle
- Cleans oil, grease, insects and static road film
- 3 in 1: bodywork degreaser, alkaline wheel cleaner and insect remover



**KENOTEK**  
BY GIG-CARRO



## EASYWASH FOAM SET

User friendly foaming

- Easy to use
- Time & cost saving
- Save water & energy



**KENOTEK**  
BY GIG-CARRO

Leaflet



# /PRINT MATERIAL



**KENOTEK**

Premium Vehicle  
Care Chemicals

**CREATE  
SENSATION**

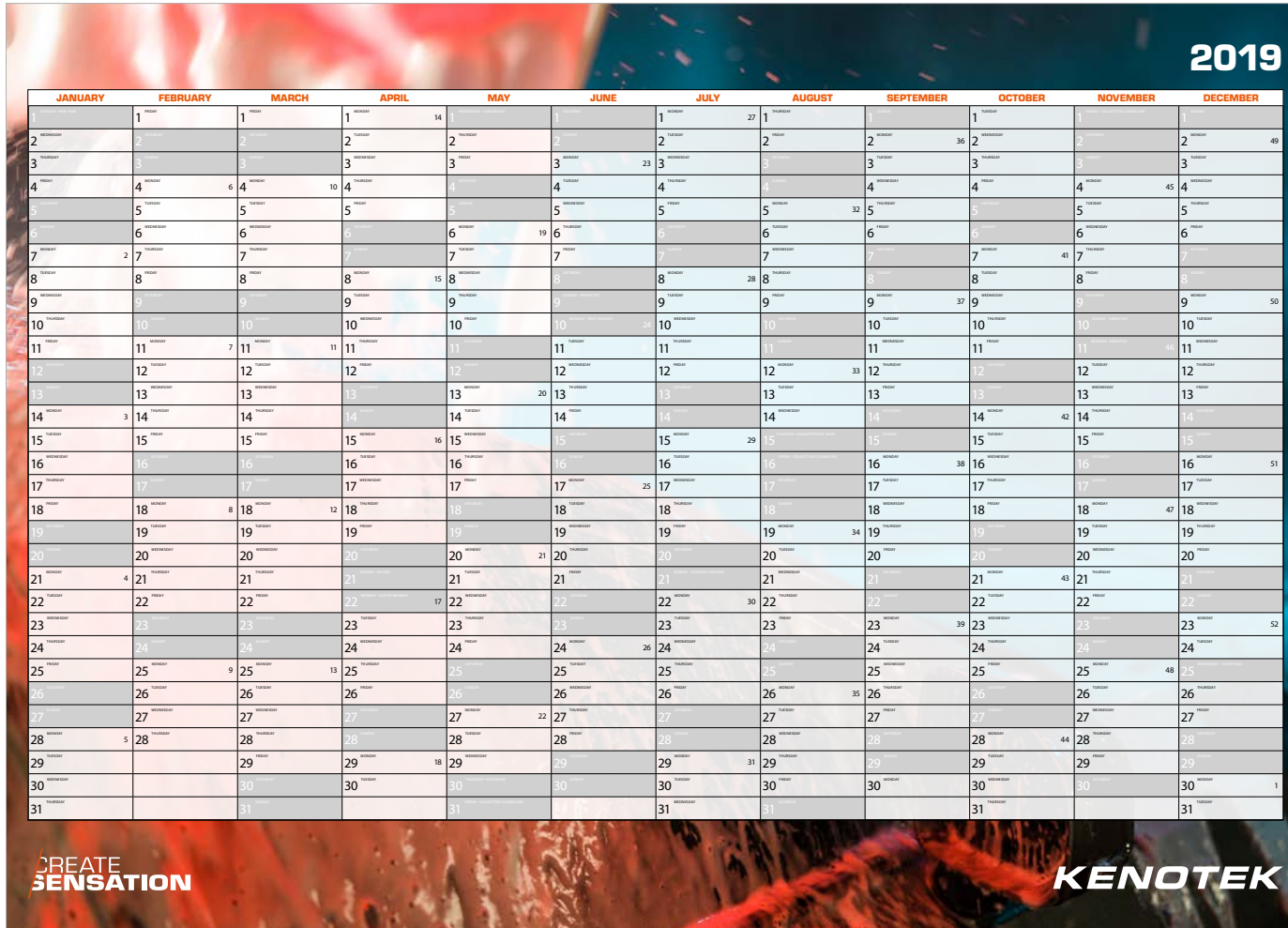
Créer cette sensation de propreté, de nouveauté et de protection à chaque lavage est le cœur de notre métier. C'est pourquoi nous créons des produits pour chaque étape du processus de lavage et pour chaque situation. La magie opère dès que nos produits chimiques entrent en contact avec la carrosserie.

Des produits de première qualité soutenus par un service de haut niveau et une assistance continue offrent un retour sur investissement exceptionnel à nos partenaires du monde entier.

[www.kenotek.eu](http://www.kenotek.eu)

Advertisements

# PRINT MATERIAL



Wall calendar

# /ON SCREEN

Sincères Salutations / Kind Regards / Vriendelijke groeten

**Felix De Can**

Division Manager, Vehicle Care

T +32 57 797 204

**KENOTEK** by CID LINES / **CREATE SENSATION**

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N° Vert 00 800 24 35 46 37

e-mail signature

# ON SCREEN

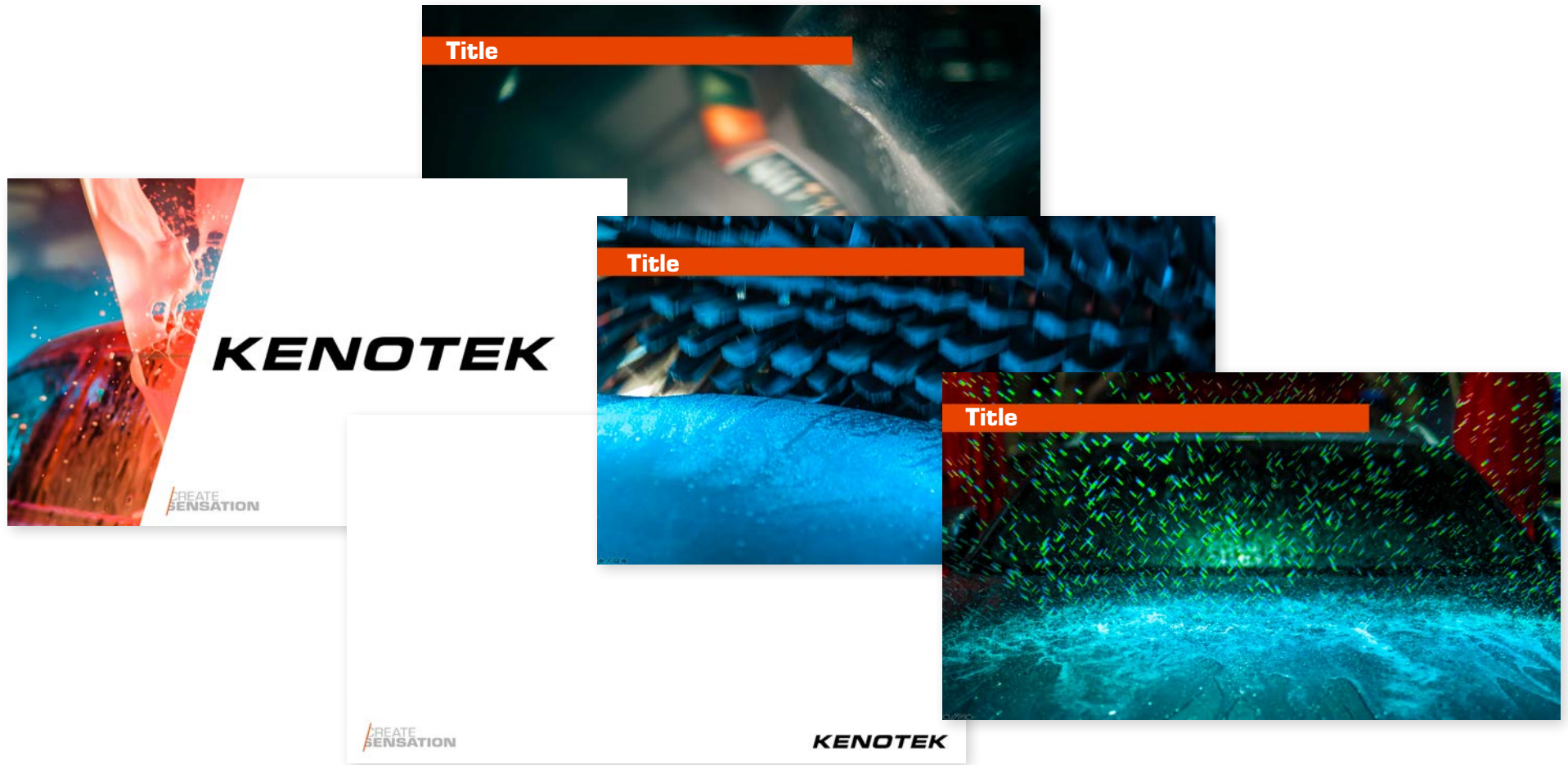


Article page

Home page

Kenolon page

# ON SCREEN



Powerpoint template

# EXHIBITIONS



# OUR IMAGE STYLE

—  
PICTURES - ATMOSPHERE

—  
PICTURES - PRODUCT PLACEMENT

# PICTURES - ATMOSPHERE





# PICTURES - ATMOSPHERE



PICTURES - ATMOSPHERE



**KENOTEK**

OUR IMAGE STYLE

# PICTURES - ATMOSPHERE



# PICTURES - PRODUCT PLACEMENT



# PICTURES - PRODUCT PLACEMENT





***KENOTEK***