

Rubio[®]
MONOCOAT
BRANDBOOK

www.rubiomonocoat.com



MANIFESTO

Wood lives.
Outlives.
Outlasts.
Even after a tree is felled.
It continues to retract, shrink, swell.
No matter how many rings it counts.
Wood lives...
Only once.
Once for you to read every grain and fibre.
Once to cherish its knots and twists.
Once to feel the warmth of the wood.

Only once, that's fragile.
That's why we believe wood deserves the best protection.
Wood deserves the power of Rubio Monocoat.

The power of one application.

One time,
to save time.
So you gain time.

One time,
to give back.
Back to Mother Nature.

One time,
to get the perfect touch.
For your touch of creativity.

That's why Rubio Monocoat is the one.
The one for your wooden creations.
The one for you.

Rubio Monocoat.
The Power of One.



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The background of the entire page is a dark teal color with a subtle, circular wood grain pattern that radiates from the left side, creating a sense of depth and texture.

01. ABOUT US

What we stand for: We want to treat wood with the respect it deserves. Our goal is to protect wood by respecting and enhancing its natural beauty, and colouring it to the personal taste of each customer. This way we are giving the wood a well-deserved extended life, with respect for the environment and people.

01. ABOUT US / INTRODUCTION

WHY A BRANDBOOK?

Rubio Monocoat is a strong brand that we have built together. Now, we want to *truly* own our brand. We trust you to collaborate on this with us and are aiming for a unified global brand.



A brandbook is very important for many reasons. With Rubio Monocoat we want to **own our brand** with a **glocal** approach: global, but still localised. A brandbook will do exactly that. It provides guidance and support on a global level, while still allowing you to stay creative in getting your local message across.

Internally, it is a **big help for our colleagues** all over the world. If you're new to the company, a brandbook makes it easy to catch up. It gives you a structure you can hold onto and shows you the way. Even if you've been with us for quite some time, taking a look at the brandbook will help you get creative within our structure.

In addition, the presence of a brandbook creates **unity**. Whether we're talking about unity **across countries** or unity both **online and offline**, a brandbook makes it possible. Thanks to this unified approach, you can also **share your creations more easily with your colleagues**. That way, your video, leaflet, etc. can be used across the globe, albeit with a small adaptation for language, culture, etc.

Creating unity also affects our **product range**. If customers recognise our brand on products they didn't know before, they will still trust that product thanks to our good reputation. That way, **lesser-known products can bank on the fame of our most popular products**.

Moreover, a brandbook will also impact us **externally** in a good way. A unified brand approach will raise awareness and help us get recognised more often, both in general and on fairs, events, etc. Additionally, it distinguishes us more from our competitors so that we **stand out from the crowd**. By communicating a consistent message to our audience, we also provide the **same level of service to our customers worldwide**.

The more awareness we get, the more **trust** we will build as well. Once people recognise our brand and get to know us and our values, it will be a lot easier to gain their trust. This is very important for our **brand loyalty** and our **community building**, two priorities of ours.

This Brandbook is comprised of 53 pages. It outlines in detail diverse topics such as our **mission and values**, icons and **visuals**, **photography**, **colours**, **typography**, print guidelines, **exhibitions** and more.

The Brandbook is an **essential tool** when dealing with any form of online or offline visual communication. Therefore, it is strongly recommended that you as an importer, dealer, and/or your graphics department, **study it thoroughly**.

A **better, consistent, instantly recognisable brand** will be the result — and that is what we ultimately strive to achieve by providing you with this document.



01. ABOUT US / OUR VALUES

FAMILY



We value taking care of each other. Just like a family. We do this in the company for our employees and through the Rubio Monocoat community.

PASSION



Passion for wood(working) is what drives us. And with that passion we inspire and help people.

EXPERTISE



We don't just say we are experts in our field. Our products & services show it and prove it every day. That's how we build credibility.

LONGEVITY



We focus on innovation to give the planet and your wood a longer life. Sustainability and durability are key for our products.

TRUSTWORTHY



You can trust us to provide you with the correct advice and products. We take our time to listen to your needs, because we truly care. Working with our products means that you can trust the end result completely.

The Rubio Monocoat values are the foundations of our brand. It's the personality of our brand that should be reflected in all our communications towards each other and customers.



02. BRANDING ELEMENTS

Brand identity is often mistakenly understood as just the logo, but it's so much more than that. It's the face of a brand and is also made up of the pictures, baselines, colours and all the other brand elements we use to represent Rubio Monocoat. If our customers see these, we want them to instantly feel good about us and our brand.

In order to maximise that effect and to avoid any confusion, it's important that these elements appear the same everywhere. If applied well, the following guidelines will not only clear things up for you, but also for the customer.

Keep in mind that neither importers nor dealers have the right to:

- Use our brand as their identity, domain, etc. This applies to both their online and offline presence.
- Act as Rubio Monocoat.
- Present themselves as the Rubio Monocoat official distributor of the concerning country or region (only applicable for dealers).

Moreover, importers/dealers cannot sell non-Rubio Monocoat products or traded products as part of a Rubio Monocoat branded webshop.

02. BRANDING ELEMENTS / **LOGO** PRIMARY

PRIMARY LOGO

The primary Rubio Monocoat logo is a wordmark with a playful, vintage logo vibe which refers to our long history and hand-drawn lettering style which emphasizes the hand-made and personal values of the brand. Note that the trademark 'R' is always placed with the 'Rubio' part and should always be present in the logo.

This is the main logo that will be used across primary brand applications. It is essential to the success of the brand that the logo is always applied with care and respect in every primary brand application according to these guidelines.

BASELINE WITH PRIMARY LOGO

When using the primary version of our logo, please make sure to always align the baseline with the 'Monocoat' part of it. For proper usage with our secondary logo, see next page.



Download:

<https://service.rubiomonocoat.com/logos>

02. BRANDING ELEMENTS / **LOGO** SECONDARY

SECONDARY LOGO

Try to use our primary logo whenever possible. However, there will be times when there's not enough space to include our primary logo. In these cases you can use our secondary logo, with the two components next to each other rather than on top of each other.

BASELINE WITH SECONDARY LOGO

To prevent the baseline from competing with the visual importance of the word "Monocoat" in the logo, the baseline should always have a relatively smaller size to the logo as shown on the right. The baseline should never be at the full width of the horizontal logo.



Never omit the
copyright ® sign!



Download:

<https://service.rubiomonocoat.com/logos>

02. BRANDING ELEMENTS / **LOGO** SIZE & SPACING

MINIMUM SIZE

The smallest the logo should be represented is 1" high. This will ensure that the logo isn't too small to be legible or recognizable in print or digital formats.

When it comes to determining the right size of a logo, it's not really about actual measurements. It's more about the size of the logo relative to the other elements of the communication. A properly sized logo shouldn't be bigger than the headline or main message that conveys the consumer benefits.



Rubio[®]
MONOCOAT

Online: 50 px

Rubio[®]
MONOCOAT

Print: 15 mm

With these measurements the text of the logo will always be readable.

OUTER SPACING

The Rubio Monocoat logo should always be surrounded by a minimum area of space.

To ensure legibility, always keep a minimum clear space around the logo to create the invisible boundary of the area of isolation from any competing graphic elements like other logos or body copy that might conflict with, overcrowd, and lessen the impact of the mark. The minimum clear space is defined as the height of the O in Rubio. This minimum space should be maintained as the logo is proportionally resized.



02. BRANDING ELEMENTS / LOGO DO'S

PROPER USAGE OF OUR LOGO

The logo is an integral part of the Rubio Monocoat brand and should be used thoughtfully and consistently. The logo can be used on several background types. Backgrounds can be anything, from solid colours to textures or images:

- *Solid colours*: our logo can be used in black/green/grey/white depending on the background's colour.
- *Image or texture*: a white/green/grey/black logo can be used only if the image or texture will not dissolve our logo.

Example A

The Rubio Monocoat logo may only be used in its available colours: Rubio Monocoat Green, Black, Grey 80% and White on a negative background.

Example B

The Rubio Monocoat logo may be used on photographic backgrounds, but only when the contrast between the logo and the background is obvious enough.

Example C

When necessary, a subtle addition of "drop shadow" or "outer glow" is allowed. This will only occur when placing the logo on a photographic background.

Example D

The Rubio Monocoat logo can also be used horizontally.

Example E

The Rubio Monocoat logo featuring our baseline.



Example A
The logo in Rubio Monocoat Green.



Example A
The logo in Black.



Example A
The logo in Grey 80%.



Example A
The logo in White on a negative background.



Example B
The logo on a photographic background.



Example C
The logo with a drop shadow



Example D
The logo in a horizontal position



Example E
The logo with baseline

02. BRANDING ELEMENTS / LOGO DON'TS

IMPROPER USAGE OF OUR LOGO

A few rules are necessary for maintaining the integrity of the brand. Don't compromise the overall look of the logo by rotating, skewing, or distorting it in any way. That includes adding text decorations such as outlines or textures. On the right you can find a few examples of what *not to do* when using the logo.

- A.** Don't rotate the logo.
- B.** Don't squash or stretch.
- C.** Don't place elements in the logo clear space except for the baseline. One exception: social media. Your Rubio Monocoat profile picture should have your country displayed below it.
- D.** Don't resize or replace any part of the logo.
- E.** Don't rearrange parts or create compositions that are not already provided.
- F.** Don't add any graphics to the logo.
- G.** Don't use off-brand colours. See our Colour section (page 14).
- H.** Don't add dropshadows or other effects (Exception: go to page 12, example C).
- I.** Don't add a gradient of any colour combination to the logo.
- J.** Don't use off-brand fonts. See our Typography section (pages 15 to 17).
- K.** Don't use the old Rubio Monocoat logo.
- L.** Don't inverse the logo.



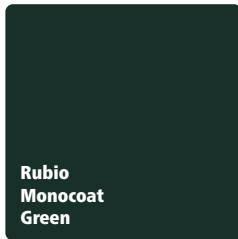
In general: Do not alter the artwork in any way or create your own version of the logo. Use only the artwork provided by Rubio Monocoat Head Office.

02. BRANDING ELEMENTS / COLOURS

PRIMARY

The colour of Rubio Monocoat speaks for itself. Our Rubio Monocoat green promotes our love for nature and a clean environment, represents growth, positivity and good judgement, and of course it reminds us of the origin of wood. There are hundreds of shades of green, but there is only one Rubio Monocoat Green.

We offer an extended range of colour swatches, both primary and secondary, giving you more versatility and options for creating offline or online content. Each swatch may be used in percentages as well (e.g. 30% Old Rose, 50% Powder Blue), providing you with many possibilities and custom tints.



**Rubio
Monocoat
Green**

PMS Pantone 5535
CMYK 81 - 56 - 70 - 65
RGB 024 - 048 - 041
HEX #183029



Black

CMYK 00 - 00 - 00 - 100
RGB 00 - 00 - 00
HEX #000000



Dark Warm Grey

CMYK 64 - 55 - 52 - 27
RGB 088 - 089 - 091
HEX #58595B



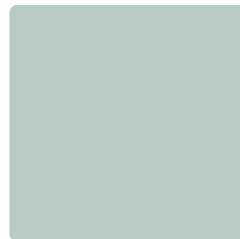
Dull Blue

CMYK 29 - 09 - 00 - 56
RGB 095 - 114 - 132
HEX #5F7184



Grass Green

CMYK 80 - 40 - 82 - 22
RGB 057 - 106 - 072
HEX #396948



Pacific Green

CMYK 18 - 03 - 14 - 12
RGB 185 - 203 - 196
HEX #B9CBC5



Dark Ochre

CMYK 18 - 03 - 14 - 12
RGB 185 - 203 - 196
HEX #DA8832

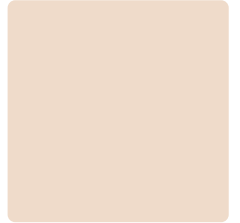


Old Rose

CMYK 00 - 47 - 43 - 31
RGB 181 - 116 - 099
HEX #B67364

SECONDARY

The secondary palette is used to support and compliment the primary colours.



Pale Pink

CMYK 00 - 09 - 14 - 06
RGB 239 - 219 - 202
HEX #EFDACA



Powder Blue

CMYK 19 - 08 - 00 - 24
RGB 161 - 175 - 194
HEX #A1AFC2



Seal Brown

CMYK 00 - 51 - 48 - 68
RGB 110 - 063 - 050
HEX #6E3F32



Russet Brown

CMYK 41 - 64 - 47
RGB 150 - 101 - 062
HEX #96643E



Olive Green

CMYK 05 - 00 - 25 - 84
RGB 074 - 076 - 063
HEX #494C3F



Bright Green

CMYK 79 - 06 - 85 - 07
RGB 36 - 150 - 82
HEX #249652



Bright Yellow

CMYK 00 - 22 - 92 - 01
RGB 254 - 193 - 16
HEX #FEC110

02. BRANDING ELEMENTS / TYPOGRAPHY

PRIMARY FONT

Our primary font family is *Frutiger Neue Paneuropean*. We chose this font because it's modern and sophisticated and it comes across as authentic and familiar. A practical advantage is that it comes with all European characters and ligatures, including those appearing in for instance Polish, Turkish or Russian.

Frutiger Neue is a licensed font and is used in our logo and in all our marketing materials. It is our official font and must be used when possible.

More information concerning proper usage of these fonts can be found on the next couple of pages.

Frutiger Neue Thin

Frutiger Neue Thin Italic

Frutiger Neue Light

Frutiger Neue Light Italic

Frutiger Neue Bold

Frutiger Neue Bold Italic

Frutiger Neue Condensed Light

Frutiger Neue Condensed Black

Frutiger Neue Condensed Extra Black

SECONDARY FONT

You can use our secondary font to make parts of your message stand out in a more playful way. However, it is not intended for body text and as a rule should be used rarely.

Champagne and Limousines

Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

A NOTE ON WEBFONTS

All our websites use the Proxima Nova font family. It is a versatile font which is very similar to Frutiger, yet more suited for the web, both technically and visually.

PROXIMA NOVA

abcdefghijklmnopqrstuvwxyz



How to obtain:

send an email to marketing@rubiomonocoat.com for more info.

02. BRANDING ELEMENTS / TYPOGRAPHY DO'S

PROPER FONT USAGE

For a professional look try to use Frutiger Neue for all titles and body text.

BODY TEXT

We recommend using Frutiger Neue Thin or Frutiger Neue Light for the body text.

- Body text should always be lower case except for the opening letter of a sentence.
- The minimum font size for body copy is 8 point to ensure your text is legible.
- Predominantly left aligned.

HEADINGS

Combine your body text with a Frutiger Neue Black Condensed for the headings.

- Large headings should always be lower case except for the first letter of a phrase. Smaller headings may use all capitals.
- Preferably use Frutiger Neue Black Condensed for headings.
- Ensure there is sufficient space around the heading.
- Predominantly left aligned. If the text box is wide enough, justified text may be considered.

Frutiger Neue Black Condensed

Frutiger Neue Bold & Frutiger Neue Light



Frutiger Neue Bold & Frutiger Neue Thin

LAYOUT AND STRUCTURE

Keep it simple, we want to ensure that our typography is consistent and legible across all our communication channels.

- Layouts should be clean and simple.
- Provide clear space between headings and content. Visual proximity implies relatedness.
- Do not clutter the layout with too many elements.
- Do not use long, wide columns of text. This negatively affects readability.
- If possible, use a grid that allows you to align the various elements in a logical, rhythmical fashion. Three to four columns is ideal for vertically oriented designs.

BEWARE OF CONTRAST

Contrast is an important factor in how easy it is to read text. You want to avoid making your readers squint, or feel the need to put on sunglasses when they are reading. You can do that by choosing suitable foreground and background colours with enough contrast.

02. BRANDING ELEMENTS / **TYPOGRAPHY DON'TS**

IMPROPER FONT USAGE

Using our **Frutiger Neue** font properly can take your designs from amateuristic to professional. Knowing how not to use Frutiger Neue to enhance your designs, will give your layout a boost. Here are a few **typography don't's** that we see popping up from time to time:

- A.** Use capitals and punctuation marks the right way.
- B.** Make use of proper leading.
- C.** Avoid using all caps.
- D.** Be careful with using tracking and kerning.
- E.** Only use the fonts we've selected (see page 15).
- F.** Avoid the usage of more than one font family.
- G.** Beware of the alignment.
- H.** Don't alter fonts.

A. Capitals and punctuation

rubio monocoat is a brand of muylle facon bvba. muylle-facon nv is a leading belgian manufacturer of surface treatment products.

Always use capitals and punctuation marks the right way. Never leave capitals behind, use them at the beginning of a sentence, for proper nouns, names of people, specific places, etc.

B. Leading

Rubio Monocoat is a brand of Muylle Facon BV. Muylle Facon BV is a leading Belgian manufacturer of surface treatment products.

Leading describes the vertical space between each line of text. A general rule to make sure your body text is legible, is that your leading value should be bigger than your font size.

C. All caps

RUBIO MONOCOAT IS A BRAND OF MUYLLE FACON BVBA. MUYLLE-FACON NV IS A LEADING BELGIAN MANUFACTURER OF SURFACE TREATMENT PRODUCTS.

Avoid using all caps. They are the written equivalent of yelling, and that is not how we communicate as a brand. The only time we use all caps is for the baselines under our Rubio Monocoat logo.

D. Tracking & kerning

Rubio Monocoat is a brand of Muylle Facon BV. Muylle Facon BV is a leading Belgian manufacturer of surface treatment products.

Kerning is about adjusting the space between characters to create a harmonious pairing. Kerning is similar to, but not the same as, 'tracking'; this relates to the spacing of all characters and is applied evenly. Rule of thumb: never go negative on tracking or kerning.

E. Selection of fonts

Rubio Monocoat is a brand of Muylle Facon BV. Muylle Facon BV is a leading Belgian manufacturer of surface treatment products.

Only use the fonts that we've selected for you. See page 15 for more information on how to obtain and use these.

F. Font family

Rubio Monocoat is a brand of *Muylle Facon BVBA*. *Muylle-Facon NV* is a leading Belgian manufacturer of *surface* treatment products.

Never use more than two font faces or font families in your text.

G. Alignment

Rubio Monocoat is a brand of Muylle Facon BV. Muylle Facon BV is a leading Belgian manufacturer of surface treatment products.

Left alignment: In English and many other languages, users read from left to right. For these languages that's also the ideal alignment for optimizing readability within text blocks. Large amounts of copy (anything more than a sentence) should probably be left aligned.

Center alignment: This is the hardest to read and should be used very selectively. Small bits of text (menu elements or hero headlines) don't have to be aligned to the left because they are quick to read.

Right alignment: For languages where users read from right to left, right alignment may be applied. It can in some cases also be a design option, but should then be used sparingly.

H. Don't alter fonts

Rubio Monocoat is a brand of Muylle Facon BV.

Never stretch, twist or slant a typeface. If you need something different, pick a different option.

02. BRANDING ELEMENTS / ICONS

Icons are a great way to visually help get a message across. There are four areas where we offer a set of icons, each chosen around a specific theme:

- Rubio Monocoat values
- Our CO₂ neutral mission
- Social Media icons
- Our Unique Selling Propositions (USP's)



Download:

<https://service.rubiomonocoat.com/icons>

OUR VALUES



FAMILY



PASSION



EXPERTISE



LONGEVITY



TRUSTWORTHY

CO₂ NEUTRAL



MOBILITY



INFRASTRUCTURE



ELECTRICITY



MATERIALS



AWARENESS

SOCIAL MEDIA



FACEBOOK



INSTAGRAM



YOUTUBE



PINTEREST



LINKEDIN



TIKTOK

USP'S



ONE SINGLE LAYER



0% VOC



RESISTANT



NO OVERLAPPING

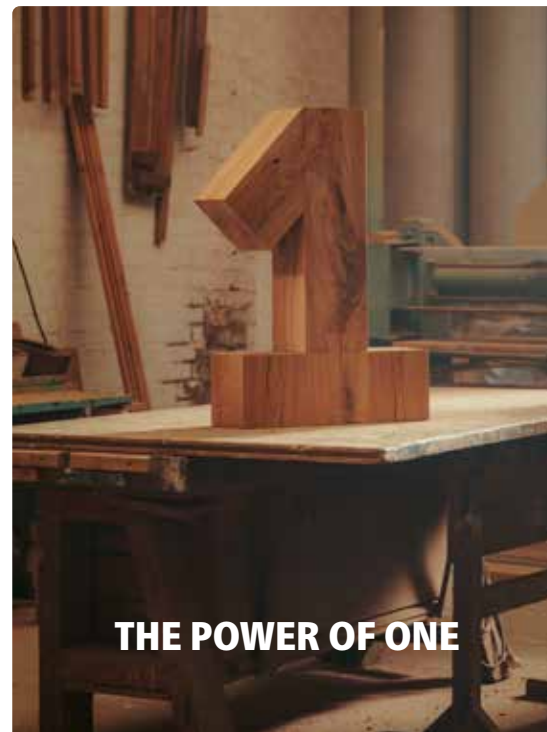


COLOUR RANGE



LOW USAGE

02. BRANDING ELEMENTS / VISUALS



THE POWER OF ONE



02. BRANDING ELEMENTS / VISUALS / THE ONE THAT...

In keeping with our baseline “The Power of One”, we created five USP phrases that accompany our “The One” narrative.

The One That... is a very effective way of getting across the unique possibilities of our product range while also putting emphasis on our one layer technology. They are available in English, Dutch, German and French.



Download:

<https://service.rubiomonocoat.com/the-one-visuals>

02. BRANDING ELEMENTS / **PHOTOGRAPHY** / NATURAL LIGHTING

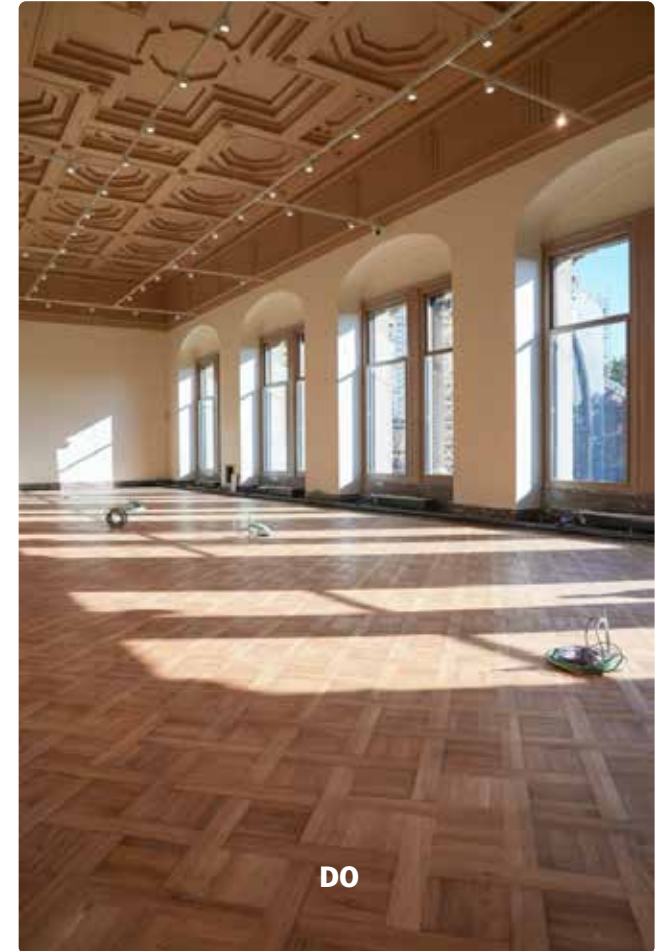
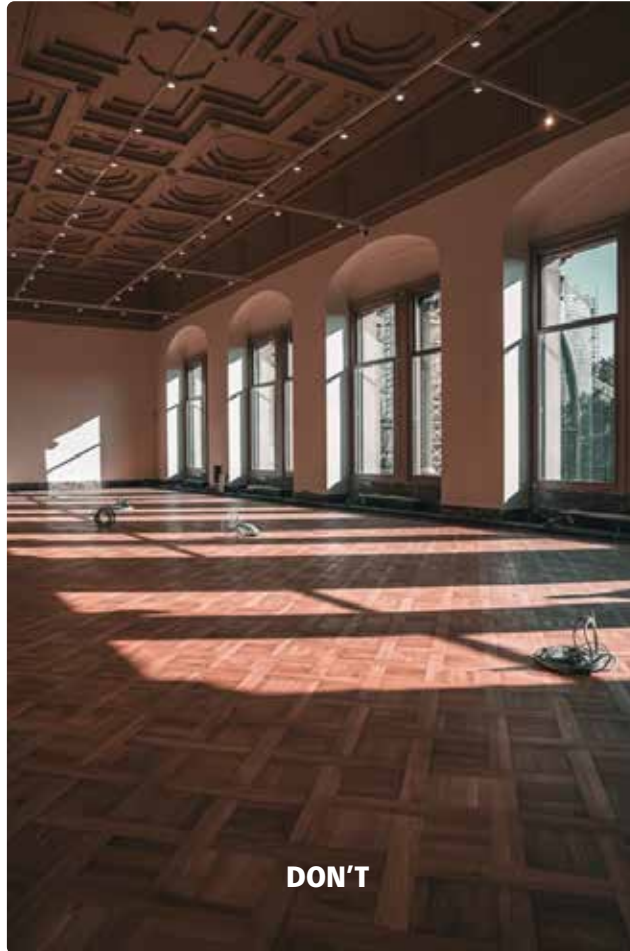
Photography is a crucial element in creating a strong visual brand identity. A well-executed photograph can convey a brand's personality, values, and message in a way that words alone cannot.

Photos can capture the attention of potential customers and evoke emotions that help to build a connection between the brand and its audience.

Consistency in the use of photography across all marketing channels, including websites, social media, and advertising, can also help to reinforce the brand's image and increase its recognition.

NATURAL LIGHTING

- Use natural window light to shoot if possible.
- Don't use very special colour grading.
- Try to create a warm look and feel.



02. BRANDING ELEMENTS / PHOTOGRAPHY / CREATING A LOVEBRAND



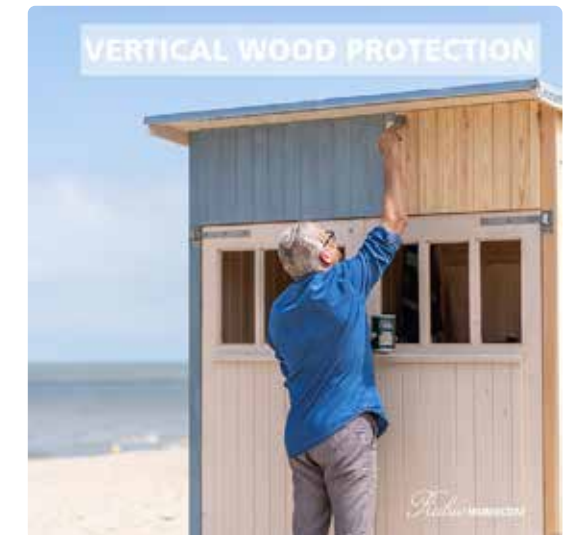
INCLUDE PEOPLE OR ANIMALS IN PHOTOS WHERE POSSIBLE

Images of people or animals are important for visual branding because they can help create an **emotional connection** with the audience. When people see an image of a person or an animal, they are often able to identify with it, and it can evoke emotions such as **joy, trust, or empathy**.

In addition, using images of people or animals in visual branding can help convey the personality

and values of a brand. For example, a brand that uses images of happy, smiling people may be seen as friendly and approachable, while a brand that uses images of strong, powerful animals may be seen as confident and authoritative.

Furthermore, using images of people or animals can make a brand more **memorable and distinctive**. People are more likely to remember a brand that uses **unique and engaging images** than one that uses generic or bland visuals.



02. BRANDING ELEMENTS / PHOTOGRAPHY / STOCK PHOTOS





USE SPARINGLY

Stock photography can be a convenient and cost-effective way to obtain images for your branding efforts. However, there are several reasons why we ask that you use stock photography sparingly in our visual branding:

Lack of originality: Stock photography is widely available and used by many businesses, which means that the images may not be unique to our brand. This can result in a lack of originality and fail to make our brand stand out.

Inauthenticity: Stock photos often depict generic or staged scenarios, which can come across as inauthentic or fake. This can negatively impact our brand's credibility and authenticity.

Legal issues: While stock photography can be licensed for commercial use, there may be restrictions on how the images can be used. Ensure that you have the appropriate licenses and permissions to use the images in our branding efforts to avoid legal issues.

| | | | | |
|--|-------------------------------------|------------------|--|---|
|  | Woodworker | teardrop trailer | Mar 2, 2023 Download license | Download ADD A LICENSE |
|  | Carpenter sawing | teardrop trailer | Mar 2, 2023 Download license | Download ADD A LICENSE |
|  | Joiner at work | teardrop trailer | Mar 2, 2023 Download license | Download ADD A LICENSE |
|  | Carpenter working with wood indoors | teardrop trailer | Mar 2, 2023 Download license | Download ADD A LICENSE |

02. BRANDING ELEMENTS / PHOTOGRAPHY / PRODUCT SHOTS

All product photos are taken at headquarters, and can be downloaded via service.rubiomonocoat.com. This should be your first place to find them.

There may be circumstances where you will need to take a product shot yourself. In those cases, try to follow the guidelines listed on the right. As always, the devil is in the details.

For webshops we use a clean picture of the product with a transparent or white background. No attributes.



DON'T



DO

SOME TIPS

- Place the product on a level surface and frame well. This way you will get a straight angle.
- Try to use a light source that is neutral (not yellowish or too cold). A lightbox can be very useful for this type of photography and can be a very budget-friendly solution.
- Product shots are utilitarian. The sole purpose is to present a realistic depiction of the product. Don't aim for odd effects, special perspectives, atmosphere or ambiance. Aim for realism.
- Check that the can / bottle/ jerrycan is in good condition (no dents or other blemishes).
- Use products where the label as well as the colour sticker (where applicable) have been applied straight.
- Label prints may show small defects. Photoshop when needed.
- Never use products that carry the old, retired logo. Actually, never use the old retired logo altogether.



02. BRANDING ELEMENTS / PHOTOGRAPHY / REFERENCE BOOK PHOTOS

If you want to submit projects for the reference book, there are a few things you should pay attention to, whether you're taking the photos yourself or whether you're looking to hire a photographer. Please note the following guidelines. It would be a shame not to share a beautiful project because of a bad photograph.



Project is not finished



Watermark in image



Project is not finished



Bad window reflection & bad weather



Empty rooms



Car is blocking the project



Workplace is not clean/organised



Bad window reflection



Combination of Pre-Aging (Interior) and Hybrid Wood Protector (Exterior)

- The photos should be **high-end**.
- Photos for the reference book need to be **300 dpi**.
- Do the project justice. Show general photos of the entire project, but make some detail photos as well.
- Choose the right **angle**.
- Make sure the project you are showing is finished: a new building with a treated cladding, but without a finished driveway will not present nicely. The piles of dirty soil will divert attention from the project. It's better to **wait until the building is completely finished before making photos**.
- Make sure the picture is **not blurry**.
- **Frame the photo right**. Don't make tilted photos and show relevant parts of the project.
- **We work with wood** so make sure this is reflected in the photos.
- In case you are paying for a joint photography session along with another contractor of a project: **make sure the wood is shown nicely** and avoid ending up with photos that barely show wood, but instead focus on the lights, windows, ...
- If the **weather** is not ideal, photos will not look nice. Don't let it affect the photo.
- **Avoid too much backlight**, but at the same time make sure your photo gets enough light.
- **If projects do not use our products as we recommend, there is not much use in making photos of them** (e.g. If Hybrid Wood Protector is used inside, if only a pre-treatment is used without a protective product, if a pre-treatment for interior is combined with an exterior protective product).
- If the project shows the **inside** of a house, preferably **show it with furniture** and not empty.
- Avoid sharing photos with a watermark that's not ours.
- Pay attention to **windows** and the **reflection** that is shown in them.
- **Avoid disruptive elements** on photos such as electricity pole, traffic, ...
- If you're showing **application photos**, make sure the **workplace is sufficiently clean/organised** (no ugly rags lying around, ...)

We are always looking for exceptional projects to include in our Reference books. To submit yours, just click on this link:
<https://service.rubiomonocoat.com/share-your-experience-with-rubio-monocoat>

02. BRANDING ELEMENTS / PHOTOGRAPHY / COPYRIGHT

Rubio
MONOCOAT
The Power of One

Welcome to the
Rubio Monocoat Family

Over 82 countries,
+80.000.000 m² treated wood per year



Cover image: Private home, Oil Plus 2C, colour Natural on American White Oak
Rubio Monocoat Head Office • Forstenlaanstraat 519, 8870 Ilegem (Belgium)
Tel. +32 (0)21 30 93 64 • info@rubio-monocoat.com • www.rubio-monocoat.com
© 2023 BV Muisle Façon SRL, Ilegem (Belgium)



Sales Headquarters Steyn City • Johannesburg, South Africa
Product Oil Plus 2C
Colour Mit
Wood type Oak (white)
Many thanks to Laberair & The Private Home, Photography © Lisa Young

TB



Barber Shop, Ukraine
Product Cleaner, Oil Plus 2C, Refresh Eco
Colour Chocolate
Wood type East European Oak
Thanks to Woodstore Studio, Navid Ormari

Often overlooked, yet very important.

If our customers supply photographs of their projects and ask us to respect any copyrights, then that's the least we can do for them. It's a privilege to receive their photographs, so we should always honour their request.

What's more, mentioning them can be mutually beneficial. If they are featured in our reference book, catalogue, etc. they can inspire our customers and at the same time get more exposure for themselves.

If we or any of our importers or dealers pay for a photoshoot, the terms of the hired photographer will determine whether or not we should mention the photographer.

Of course, for marketing purposes it is always useful to obtain photos of projects without (very strict) copyrights as well. That way, we can use the photos more freely (on fairs, in presentations, on our webshops, in adverts, etc.).

In short: always mention copyright information where it is applicable. It'll benefit us as well as the supplier of the image. If there is no place on the front of a leaflet, brochure, ... make sure to mention the copyright on the back (e.g. our general catalogue).

02. BRANDING ELEMENTS / VIDEOGRAPHY / YOUTUBE

A WORD ON YOUTUBE THUMBNAILS

Branding needs consistency.

This is no different on social media channels such as YouTube. We have a set of templates that we use, depending on the type of video content. You can see examples of these templates below.

You are free to design and use your own templates. Just make sure that you stick to them. Don't design "one-off" thumbnails that have no visual connection. It will interfere with the brand awareness for anyone watching them.

The goal here is to let the viewer know at all time that s/he's watching an "official" Rubio Monocoat video, and that it happens to be a how to / explainer or atmospheric video.



HOW TO PROTECT AND COLOUR

HOW TO CLEAN & CARE

HOW TO CLEAN & PREPARE

SUBTITLES



If requested, it's possible to add subtitles in other languages on the videos. If you want this for your local language, reach out to the marketing team at the headquarters.

It's the responsibility of the requesting country to provide the translations of the text with the right timeframes after receiving the English text from headquarters. Send back the **srt** file in your local language.

You can make your srt file via the free website wave.video. Once we receive the srt file we will process this in due time and upload it on YouTube. Please take into account that there may be a delay before your srt file has been fully processed, especially when you have several requests.

03. COMMUNICATION

Communication is key, especially in a digital world where one wrong word or statement can go viral and cause a cancellation of our brand. To avoid this, both our message and our tone of voice need to be thought out carefully. It's not just what we say, it's how we say it! The following pages will help you with a correct communication about our brand.

03. COMMUNICATION / TONE OF VOICE

Determining the tone of voice of a brand is very important. The way we communicate sets the tone for how our audience perceives us. We want our customers to feel close to us.

Our tone of voice should give people a clear view of what we stand for and make it easy to connect with Rubio Monocoat as a brand.

Rubio Monocoat is a **professional brand**. Our customers and target audience are professionals and wood makers. We do not focus on DIY. It is important to demonstrate our **authority** on a technical level. In doing so, we want to show our knowledge, but not in an arrogant or conceited way. This means that we do not think of our customers as novices who don't know anything about treating wood. Instead, we assume that they know a lot already and just want to help them along.

Our brand is also **friendly and warm**. We love a personal approach, which means we don't distance ourselves from our customers. We show this by often using humour in our communications (when appropriate). When communicating with customers, we also try to be **as personal as possible**, including the use of **pronouns** (T-V distinction).

That's why we prefer to use the most familiar pronoun if relevant. For some languages this is not relevant (for example: English no longer uses "thou" and will always be "you").

Using the most familiar pronoun is of course not always culturally appropriate in your country. This may even depend on the medium you're using to communicate. If this is the case, you may deviate from this guideline.

Some examples:

- In **Dutch**, we use "je" instead of "u"
- In **German**, we use "Du" instead of "Sie" for social media, but we use the polite "Sie" for brochures
- In **French**, we use "vous" instead of "tu" (pas tutoyer)
- In **Spanish**, we use "tú" instead of "usted"

Rubio Monocoat is very **user-friendly and accessible**. We have a technical product, but want to make it as simple as possible for our customers. Our instructions, explanations, etc. are all very clear and straightforward.

One of our priorities is being a **healthy, safe and ecological** company. This is also reflected in our tone of voice. We communicate about our ecological and safety goals truthfully and focus on this whenever we can.

Rubio Monocoat is a **positive brand**. We are **proud of our products and the projects** of our customers. We do not write or say negative things about our competitors. Instead, we focus on becoming the best version of ourselves.



03. COMMUNICATION / DO'S

Keep in mind the following do's when writing about or for Rubio Monocoat.



Use correct language. Make sure there are no grammatical or linguistic mistakes in your text. There are websites that automatically check if your text contains errors.

- General languages: <https://languagetool.org>
- English: <https://www.grammarly.com/grammar-check>
- Dutch: <https://schrijfassistent.be>

Headquarters prefers to use British English and uses this for all default English copywriting. If you do not use British English, be consistent and don't just copy text from headquarters without a language check.



- The names of our colours are always written with a capital (start case)
- Respect the capitalisation and spelling of product names and tool names
- Write positively: use positive language rather than negative language
- Only use correct abbreviations (e.g. don't use "1st", use "first")
- Before you write technical information about products, consult the newest TDS to make sure the information is correct. TDS's are always up to date on our service site at: service.rubiomonocoat.com/technical-data-sheet-tds

TRANSLATION OF TOOL NAMES

- All tool names may be translated. To highlight that it is a specific Rubio Monocoat tool, the names of tools must always be preceded by our brand name Rubio Monocoat and the translated parts must be written with a capital (title case).
- The names of tools must contain dimensions or specifications if relevant:
 - › Round pads: inch + cm
E.g. Rubio Monocoat Round Pad Beige 5.9 inch / 15 cm
 - › Square pads: cm
E.g. Rubio Monocoat Red Pad 11,5 cm x 25 cm
 - › Measuring cups: ml
E.g. Rubio Monocoat Measuring Cup 350 ml
 - › Type of pad:
E.g. Rubio Monocoat Round Purple GS320 Pad 5.9 inch / 15 cm

03. COMMUNICATION / DON'T'S

Keep in mind the following don'ts when writing about or for Rubio Monocoat.

- Never use only "Rubio", always spell out "Rubio Monocoat" completely
- Do not shorten "Rubio Monocoat" to "RMC" or derivatives
- Do not use "Rubio" before WoodCream: the official product name is either "Rubio Monocoat WoodCream" or "Wood-Cream"
- Do not shorten product names:
 - › Use "Oil Plus 2C", not "OP2C" or "Oil + 2C"
 - › Use "Hybrid Wood Protector", not "HWP"
 - › Use "Universal Maintenance Oil", not "UMO"
 - › Use "Universal Maintenance Oil 2 Mix", not "UMO 2 Mix"
 - › Use "All Natural Wood Cleaner", not "ANWC"
 - › Use "Exterior Wood Cleaner", not "EWC"
- Especially in written text: do not write "Rubio Monocoat" before product names. This is more concise and more clearly readable for customers. E.g.: "Oil Plus 2C", not "Rubio Monocoat Oil Plus 2C". *Exception:* if there is no logo shown in the vicinity and Rubio Monocoat is not mentioned anywhere on the page, website, social media account, advertisement, PowerPoint, etc. you may deviate from this guideline.
- Do not write "Rubio Monocoat" before tool names
- Do not deviate from the technical instructions or advice from headquarters
- Avoid awkward splits between words



Rubio Monocoat WoodCream, *not* Rubio WoodCream

TRY A SAMPLE OF RUBIO MONOCOAT'S AMAZING FINISHES TODAY.

- ✔ Test Rubio's wood oil in various colours on your wood
- ✔ Get a personal discount code for the purchased amount
- ✔ Get your money back upon final purchase

Request a 20ml sample and try it out on your wood. We will refund your test sample(s) when you make a final order.

[Order Your Sample Today](#)

Rubio Monocoat, *not* Rubio



RMC Exterior Soap desde 22.09 €

Rubio Monocoat, *not* RMC



RMI Exterior Wood Cleaner desde 6.98€

Rubio Monocoat, *not* RMI



Pre Colour Easy
£15.96

Correct product name is Precolor Easy, *not* Pre Colour Easy



How To Apply Rubio Monocoat PRE-AGING to Flooring
3.5K views • 2 years ago



How To Apply Rubio Monocoat FUMED on Furniture

No need to add "Rubio Monocoat" before the product name Precolor Easy

03. COMMUNICATION / OFFLINE ADVERTISING

In terms of advertising, it's important to define your target group for the specific magazine before designing the ad, as this will impact the content in it.

For example, B2B ads may not mention the webshop, but can refer to our service website service.rubiomonocoat.com. B2C ads on the other hand cannot mention the service website, but may refer to the webshop.

If you plan on advertising in a magazine, please let headquarters know so we can approve your decision. Send us an email at marketing@rubimonocoat.com. It's also important that you let headquarters know at the end of each year what your media plan is for the next year and that your design/text is approved by headquarters before publishing. Keep in mind that you need to send the ad to headquarters 2 weeks before the deadline of the magazine. That way, we will have sufficient time to take a look at the ad and to make adjustments if necessary. This is all part of our uniform Rubio Monocoat communication.

Let's look at some examples from headquarters on the right. Please note that you should always respect the copyrights of photos you use.

FOCUS ON NATURE & HEALTH

Rubio MONOCOAT ZET IN OP MENS & MILIEU

Al sinds de start wil Rubio Monocoat **gezonde en VOC-vrije producten** maken. Daarbij gebruiken ze **duurzame grondstoffen** zoals lijnzaad en wax. Deze insparingen werden al vaak beloofd met certificaten zoals GREENGUARD GOLD, Eurofins Gold.

Stelen van Eurofins tonen bovendien ook aan dat bepaalde producten in het gamma ook **voedsel- en speelgoedveilig** zijn.

Daarnaast biedt de technologie van **moleculaire binding** ook veel **voordelen op ecologisch vlak**: een laag verbruik, kleine productieste, minder verpakkingen, minder transport, ...

Sinds de start van Rubio Monocoat draagt het bedrijf **zorg voor het milieu**. Nu willen ze een stap verder gaan en **CO2-neutraal** worden.

Zo wordt het **wagenvak volledig elektrisch** en zijn er 30 extra elektrische bedrijfsauto's voorzien voor werknemers. Ook de **418 zonnepanelen** op het dak van het bedrijf dragen bij tot een zonnigere toekomst.

www.rubimonocoat.com

This *Embuild* advert focuses on nature & health. We used reference photos of people and animals, keeping in mind the guidelines with regard to copyright (see box in the bottom left corner). There is also a strong emphasis on our certificates.

PRODUCT FOCUS

Rubio MONOCOAT
YOUR PARTNER IN WOOD PROTECTION

Ontdek het gemak van één laag.

Oil Plus 2C

Ben je op zoek naar de ideale partner voor al je houtprojecten binnenshuis? Dan zal deze olie van de nieuwste generatie al je wensen vervullen. Oil Plus 2C kleurt en beschermt je hout in één enkele laag en dat in 40 verschillende kleuren. Een ware verrijking voor je hout dust!

- ✓ Milieuvriendelijke houtolie
- ✓ Kleuring & bescherming in 1 laag
- ✓ Voor alle houtoppervlakken binnen
- ✓ Beschikbaar in 40 kleuren

RUBIO MONOCOAT
www.rubimonocoat.com • service@rubimonocoat.com

VOLG ONS OP REEBORN

These *product focused adverts* feature the packshot, our logo, a reference photo (with copyright notice where needed). There is a short description and an eye-catching baseline. USP's are emphasized, and in the footer we also mention our social media information, website (not webshop), and e-mail address.

Rubio Monocoat houdt van hout.

Oil Plus 2C

- ✓ Milieuvriendelijke houtolie
- ✓ Kleuring & bescherming in 1 laag
- ✓ Voor alle houtoppervlakken binnen
- ✓ Beschikbaar in 40 kleuren

Rubio MONOCOAT
DE PARTNER IN HOUTBESCHERMING

www.rubimonocoat.com • service@rubimonocoat.com

03. COMMUNICATION / OFFLINE ADVERTISING

SEASONAL FOCUS

Maartse buien, oprisje grillen!
Tijd voor...

Rubio WoodCream

Rubio WoodCream. De innovatieve waxcrème voor een langdurige, ademende en waterafstotende houtbescherming.

Buiten is het essentieel om houten oppervlakken te behandelen met het juiste product. Je wilt tenslotte dat het hout er lang mooi uitziet. Rubio WoodCream is gebaseerd op hydrofobe technologie, speciaal ontwikkeld voor maximale houtbescherming.

De unieke en actieve zelfhelende formule maakt het hout intensief, behoudt de actieve structuur en maakt het waterafstotend. In het moede van dit alles, de wasserline is er in een breed scala aan kleuren en is gemakkelijk aan te brengen. Een plezier om mee te werken en een lust voor het oog!

DEES MEER OVER DEES WAXCREME? VISIT: www.rubio-monocoat.com

DEES MEER OVER DEES WAXCREME? VISIT: www.rubio-monocoat.com

Rubio WoodCream

Spring: how to get ready for summer (if appropriate for audience) / product introduction (please note: the name of WoodCream is the old version here, don't use "Rubio WoodCream")

Oil Plus 2C.

Even **natuurlijk** en **kleurrijk** als de herfst.

Perfect voor vloeren, trappen, ramen, meubels, werkbladen, ...

Ben je op zoek naar de ideale partner voor al je houtprojecten binnenshuis? Dan zal deze olie van de nieuwste generatie al je wensen vervullen. Oil Plus 2C kleurt en beschermt je hout in één enkele laag en dat in 40 verschillende kleuren. Een ware verrijking voor je hout dust!

0% VOC

- ✓ Milieuvriendelijke houtolie
- ✓ Kleuring & bescherming in 1 laag
- ✓ Voor alle houtoppervlakken binnen
- ✓ Beschikbaar in 40 kleuren

Rubio MONOCOAT
The Power of One

Autumn/Christmas.
Baseline: *As natural and colourful as the fall*

A FUN PUN

Gevloerd door Rubio Monocoat.

Oil Plus 2C.

- ✓ 40 KLEUREN
- ✓ LAAG VERBRUIK
- ✓ GEBRUIKSVRIENDELIJK
- ✓ ECOLOGISCH: 0% VOC
- ✓ NATUURLIJKE LOOK & FEEL

Rubio MONOCOAT
THE POWER OF ONE

Baseline: *Floored by Rubio Monocoat*

Rubio MONOCOAT

VERBODEN IN KEURT EN HOET IN EEN ENKELE LAAG

Verwen jezelf, en je hout.

Oil Plus 2C

Ben je op zoek naar de ideale partner voor al je houtprojecten binnenshuis? Dan zal deze olie van de nieuwste generatie al je wensen vervullen. Oil Plus 2C kleurt en beschermt je hout in één enkele laag en dat in 40 verschillende kleuren. Een ware verrijking voor je hout dust!

- ✓ Milieuvriendelijke houtolie
- ✓ Kleuring & bescherming in 1 laag
- ✓ Voor alle houtoppervlakken binnen
- ✓ Beschikbaar in 40 kleuren

0% VOC

Baseline: *Treat yourself, and your wood (wellness / sauna)*

03. COMMUNICATION / EDITORIAL PIECES

Some examples of editorial pieces featuring our products.



Eenvoudig reinigen met All Natural Wood Cleaner.

Tekst: Tamara Brouwers | Beeld: Rubio Monocoat

Een natuurlijke manier om hout te reinigen

HOUTZEEP MET ZELFREINIGEND EFFECT

Een nieuw jaar begint met een schone lei en nieuwe kansen. Rubio Monocoat begint 2023 dan ook goed met de nieuwe All Natural Wood Cleaner. Deze aanvulling op het onderhoudsverhaal van de King of Colours zorgt dat de natuurlijke uitstraling van het hout behouden blijft en geeft een langdurig schoon resultaat.

"Duurzaamheid en kwaliteit staan bij ons altijd centraal", zegt vestigingsleider Sjoerd Bos. "Onze producten bieden een superieure bescherming, terwijl de veiligheid en gezondheid van de gebruiker en zijn omgeving gewaarborgd zijn."

Het is voor Rubio Monocoat dan ook vanzelfsprekend dat de All Natural Wood Cleaner een ecologisch product is, dat niet als de Rubio Monocoat olie 0% VOC bevat. De bekende Oil Plus 2C

beschermt en kleurt elk houten oppervlak in één enkele laag, terwijl de natuurlijke uitstraling gerespecteerd wordt.

LANGDURIG REINIGEND EFFECT

Om geoliede oppervlaktes in topconditie te houden, beschikt Rubio Monocoat over een uitgebreid gamma aan onderhoudsproducten. "We hebben een programma met allerlei verschillende soorten onderhoudsproducten, die 90% van de problemen



Het All Natural Wood Cleaner gamma van Rubio Monocoat.

'OM GEOLIEDE OPPERVLAKTES IN TOPCONDITIE TE HOUDEN, BESCHIKT HET BEDRIJF OVER EEN UITGEBREID GAMMA AAN ONDERHOUDSPRODUCTEN'

tackelen. All Natural Wood Cleaner is een veilige, duurzame en gebruiksvriendelijke reiniger voor alle geoliede oppervlaktes. Onze unieke formule bevat positieve microscopisch kleine bacteriën die fungeren als natuurlijke bondgenoten tegen vuil en roet. Deze organismen voeden zich met het vuil dat zich op en in houten oppervlaktes bevindt. Zolang ze 'voedsel' hebben, blijven ze schoonmaken. Dit zorgt voor een langdurig reinigend effect zonder het hout zelf aan te tasten."

MINDER SCHOONMAKEN BIJ GOED GEBRUIK
Het product is er in twee varianten t.w. All Natural Wood Cleaner voor de vloer en de All Natural Wood Cleaner Spray voor kleine houten meubels, of onderhoud van plaatselijke plekken. Daarnaast biedt Rubio Monocoat de bekende Universal Soap en Surface Care producten leveren.

De All Natural Wood Cleaner is sterk geconcentreerd en dus uiterst economisch. Doordat het product langdurig werkzaam is, treedt er minder nieuwe vervulling op, die bovendien makkelijk te verwijderen is bij een volgende schoonmaakbeurt. Bos: "Bij juist en regelmatig gebruik kan de All Natural Wood Cleaner de schoonmaakfrequentie reduceren. Dit is natuurlijk ook een vorm van duurzaamheid." Schoonmaken kan met de hand, of met een professionele schrobwielmachine. ■



Een hoog concentraat betekent een lage ecologische impact.



BETROUWBARE BESCHERMING, NATUURLIJKE UITSTRALING

Als deze vloerbelegging ook aanvalt? Bijna altijd! Het unieke onderhoudsprogramma van de King of Colours zorgt dat de natuurlijke uitstraling van het hout behouden blijft en geeft een langdurig schoon resultaat.

Deze vloerbelegging is ook...

De vloerbelegging is ook...
De vloerbelegging is ook...
De vloerbelegging is ook...

ONDERHOUDSPROGRAMMA
Het product is er in twee varianten t.w. All Natural Wood Cleaner voor de vloer en de All Natural Wood Cleaner Spray voor kleine houten meubels, of onderhoud van plaatselijke plekken. Daarnaast biedt Rubio Monocoat de bekende Universal Soap en Surface Care producten leveren.



'EEN PRODUCTIE SAMENWERING MET DE DOELVOOR ECHT INZATEN'



04. SOCIAL MEDIA

In today's digital age, social media has become an **essential part of any brand's marketing strategy**. With the ever-growing number of social media platforms available, it can be overwhelming to know where to begin or how to maintain a consistent presence.

However, with the right approach, social media can be a powerful tool to **connect with your audience, increase brand awareness, and drive sales**. In the next pages, we will explore the various social media platforms, the benefits of using social media for your brand, and provide tips on how to maintain a consistent presence across all platforms.

04. SOCIAL MEDIA

OUR MAIN SOCIAL PROFILES

We use one main brand account per social channel to communicate globally, on a more corporate level.

These branded channels are managed by headquarters and are the only accounts whose profile names may be Rubio Monocoat without adding any location.

We are active on the channels below. You can easily find us by searching for our company name.



Rubio Monocoat



Rubio Monocoat



Rubio Monocoat



Rubio Monocoat



Rubio Monocoat



rubiomonocoat

Questions? Contact us at socials@rubiomonocoat.com



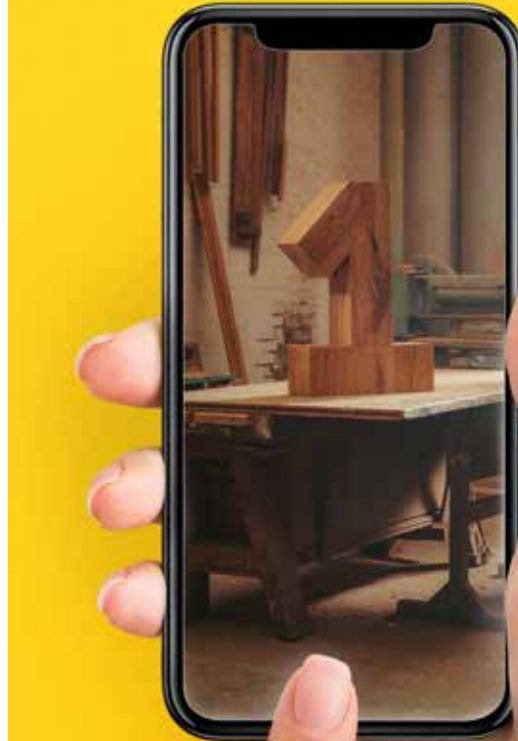
04. SOCIAL MEDIA / TOWARD LOCALISED SOCIAL PROFILES

We strive to have social profiles for every country we serve, so we can adapt our social presence and messages to the needs and expectations of the local market, like **communicating in the preferred local language** or using **images that reflect the local culture and trends**.

It's crucial to **keep your social profiles active and up to date** since this can be a first point of contact for questions.



- If you're not able to maintain all social media platforms discussed; it's best to focus on those that are the most relevant in your region.
- If you serve multiple countries and you're not able to maintain a regular and consistent presence on multiple profiles per country; addressing this market group through one single account is also possible. This is only an option if it makes sense taking into account the culture (e.g. language and population).
- Social media accounts are not just used to share content, but also to engage with our followers. This way we are building a strong community.



“ It's crucial to keep your social profiles active and up to date. If this means using a smaller social media mix, then less is more. ”

WHICH SOCIAL MEDIA PLATFORMS SHOULD I USE?

The choice of platforms you'll be active on, depends on the popularity of the platform in your region and your ability to manage multiple accounts. Make sure the content you post is relevant and relatable for your audience, specific for each platform. Your content needs to be unique and distinguish itself from the noise.

04. SOCIAL MEDIA / PROFILE ACCESS & ROLES

We need access to your Rubio Monocoat social channels. This way we can **maintain an overview of all existing social channels worldwide**, ensure **consistent branding** and prove that we are **one legit brand**.

How you grant this access is different on every social channel.

META BUSINESS MANAGER (FACEBOOK & INSTAGRAM)

The Meta Business Manager is a place that holds all Facebook pages, Instagram profiles and ad accounts.

It's an effective management system that allows us to easily grant access to people and external agencies, even allowing us to give different levels of access and permissions to different people.

All Rubio Monocoat Facebook pages, Instagram accounts and advertising accounts, globally, should be collected in our Rubio Monocoat Business Manager in order to keep them safe, secure, and separate.

ADDING YOUR FACEBOOK PAGE & INSTAGRAM ACCOUNT TO THE BUSINESS MANAGER

- If your country doesn't have a Facebook page yet, reach out to marketing at headquarters and we will create the page for you directly in our Business Manager.
- If your country is using an existing Facebook page, we need to add it to the Rubio Monocoat Business Manager. We'll explore how to do this in the following couple of pages.

Want to learn more about the Business Manager?

<https://www.facebook.com/business/tools/business-manager>

Multiple Facebook pages, Instagram accounts and ad accounts can be managed from the same Business Manager. This is invaluable if your business has set up multiple branches or pages.



04. SOCIAL MEDIA / **ADDING YOUR FACEBOOK PAGE & INSTAGRAM ACCOUNT TO THE BUSINESS MANAGER**

There are 2 possible scenarios to add your Facebook page and Instagram account to the Rubio Monocoat Business Manager:

1. YOUR FACEBOOK PAGE ISN'T ASSIGNED TO A BUSINESS MANAGER YET

To assign or change a Page owner:

- Go to your Page.
- Click Settings.
- Click Page transparency.
 - › If you don't see the Page transparency section, click About below the Page cover photo. Click Page transparency in the left menu, then click See all.
- Below Assign Page owner > click Assign.
- Choose a verified Business Manager.
The Rubio Monocoat Business ID is: 257025296184547.
- Click Assign.

To add a page to your Business Manager, you must have full control of the page.

2. YOUR FACEBOOK PAGE IS ALREADY IN ANOTHER BUSINESS MANAGER

Here you have 2 options:

1. We request full access (responsibility) to your page:

- Open your Page.
- From the left menu, select Page settings > Select Page roles.
- You will find the request under Partner request or Ownership requests. Select Respond to request.
- Select Give [Rubio Monocoat] access to my Page if it's a partner request or select Transfer ownership of my Page if it's an ownership request.

NOTE:

- Only the page admin/owner can approve the request.
- Anyone who had access to the page before it was added to our Business Manager will still be able to access and manage the page.

2. You transfer ownership to Rubio Monocoat:

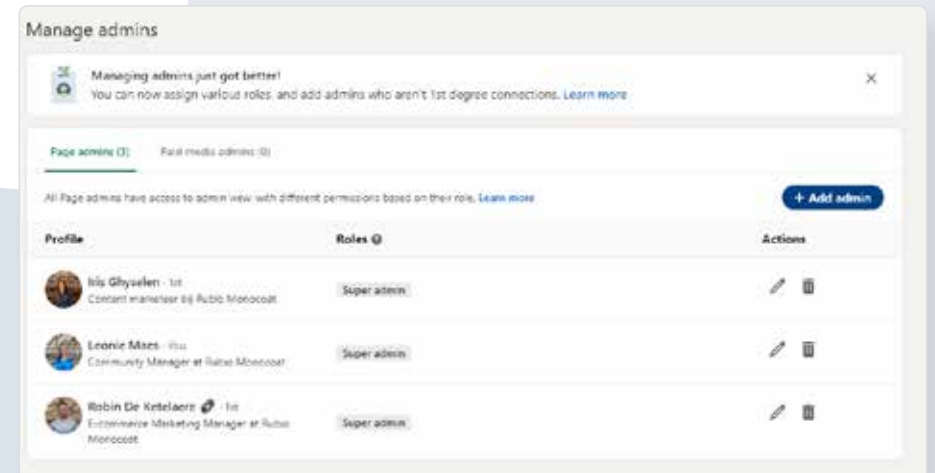
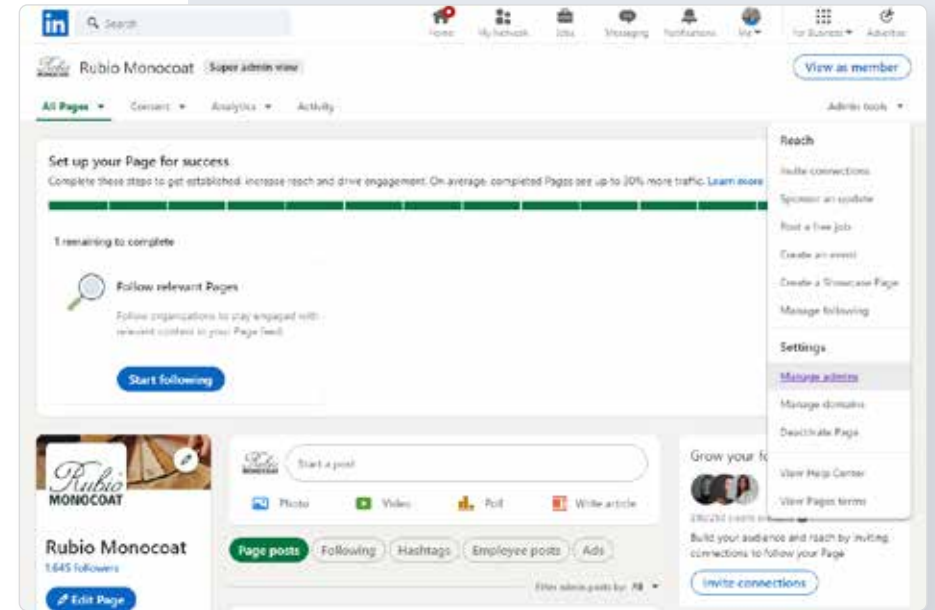
To assign or change a Page owner:

- Go to your Page.
- Click Settings.
- Click Page transparency.
 - › If you don't see the Page transparency section, click About below the Page cover photo. Click Page transparency in the left menu, then click See all.
- Below Assign Page owner > click Assign.
- Choose a verified Business Manager
The Rubio Monocoat Business ID is: 257025296184547.
- Click Assign.

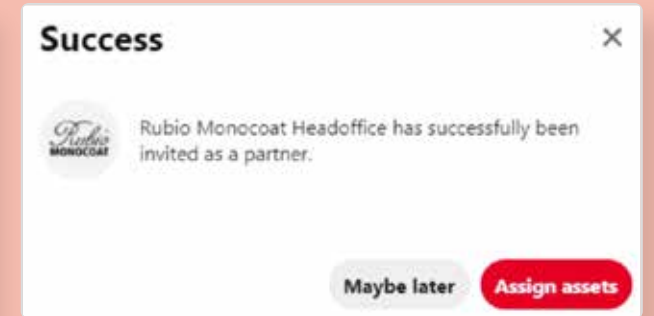
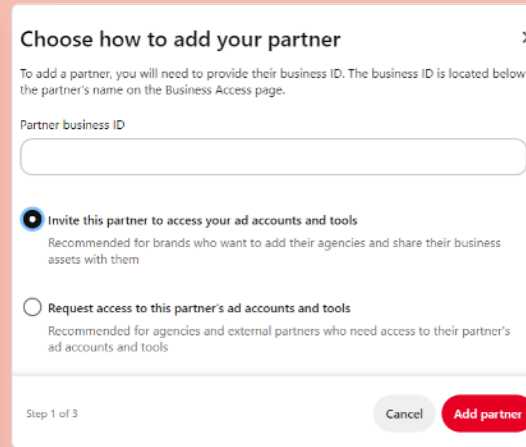
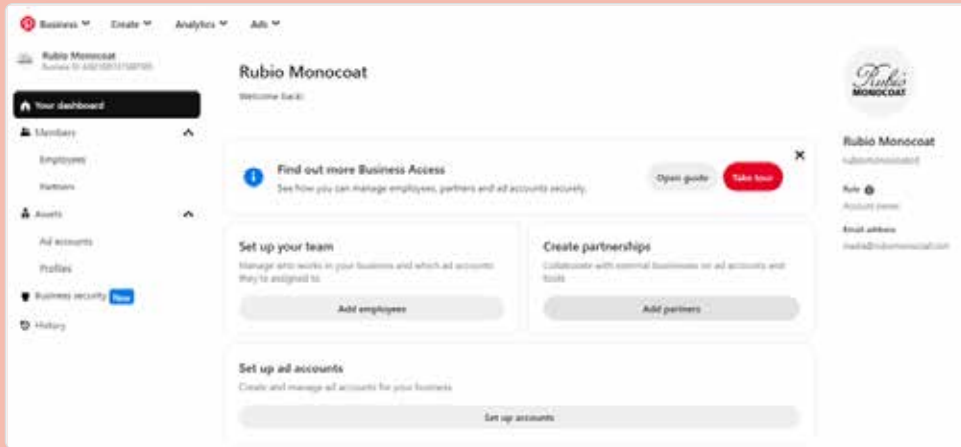
Partners, e.g. agencies, can easily be added to your page.
Contact socials@rubiomonocoat.com for more help.

04. SOCIAL MEDIA / LINKEDIN: SETTING MEMBER ROLES

- Access the Super admin view of your page.
- Click the Admin tools dropdown at the top of the page and select Manage admins.
- Click the Page admins tab > Click the Add admin button.
- Type the names below in the Search for a member... text field.
 - › Leonie Maes
 - › Robin De Ketelaere
 - › ...
- Click the member's name from the menu that appears.
- Select the correct Admin role and click Save.



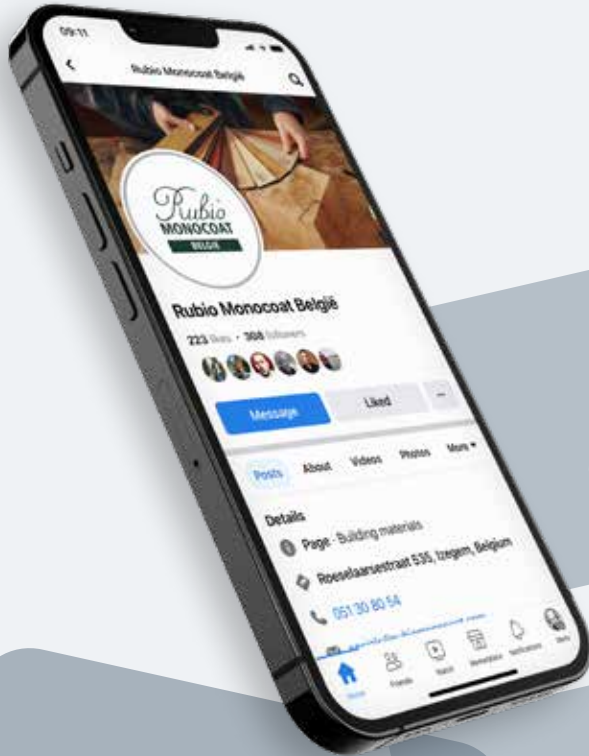
04. SOCIAL MEDIA / PINTEREST: SETTING MEMBER ROLES



- Go to Pinterest Business.
- Click on Add a partner.
- Enter the Rubio Monocoat Headoffice Partner Business ID (436216051315887665).
- Select Invite this partner to access your ad accounts and tools.
- Click Add partner.
- Now you can choose which account and rights to assign.
- Select the page and choose the admin option.



04. SOCIAL MEDIA / FACEBOOK



Facebook is an easy-to-use platform that remains the **most widely used** across all channels. This platform allows you to share **photos, videos, and general updates** with your followers.

Other than simply sharing updates on your Facebook page, there are additional tools which you can use to engage with followers, such as **groups, events and Messenger**.

TIPS & TRICKS

- Make use of the Facebook catalogue to tag products from your shop
- Share blogs, projects, etc...
- Create events
- Advertising
- Collect reviews from customers
- Join a wood workers group to observe what lives in the community. Note: these groups do not take kindly to product promotion by companies, so stick to observing only.



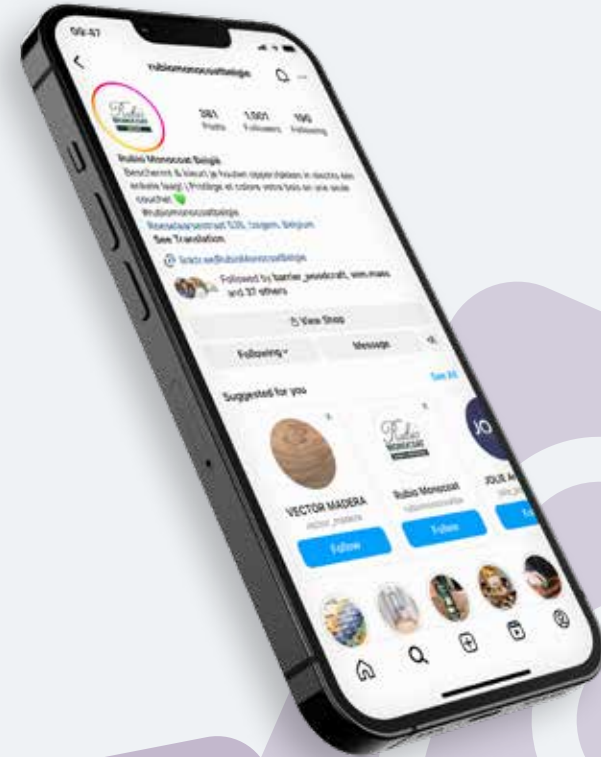
04. SOCIAL MEDIA / **INSTAGRAM**

Instagram depends much more on **visuals** with its “photo/video and caption” format. Although the platform does not generate a lot of website traffic (at least not without creating an ad), it continues to outperform all other platforms in **engagement rates**.

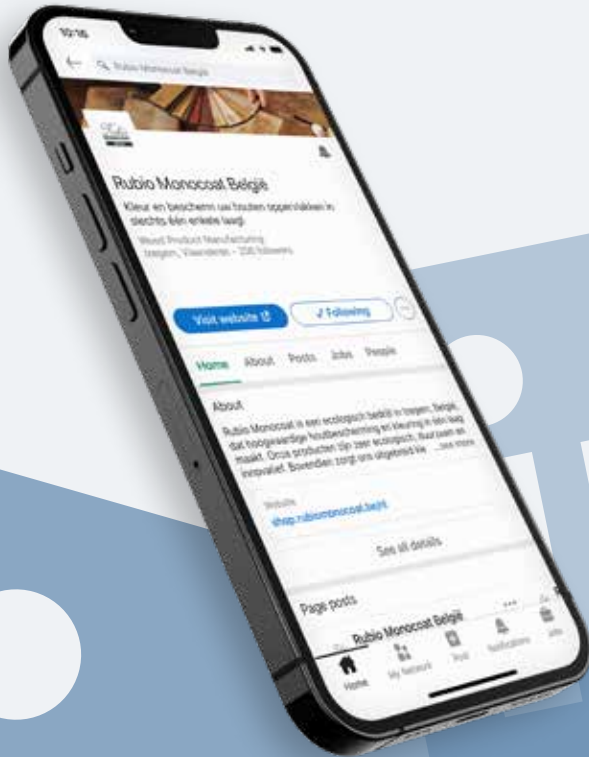
Because of this, your brand is able to build a **loyal following** and an engaging community in a much more organic way than Facebook.

TIPS & TRICKS

- Video (reels) is the way to go on Instagram
- Share user-generated content (UGC)
- Tag products from your shop (Facebook catalogue) in your content
- Make (product/post) guides which informs the reader ≈ small blog
- Make use of stories to increase engagement by using links, polls, etc.
- Make highlights of the most important subjects; e.g. Products | Fairs | Rubio Monocoat Atelier | ...
- Add hashtags to your bio such as #rubiomonocoat or a country specific hashtag (e.g. #rubiomonocoatbelgie)



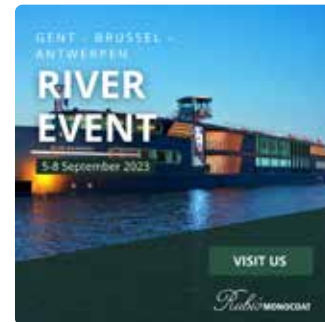
04. SOCIAL MEDIA / LINKEDIN



LinkedIn is similar to Facebook in function, sharing photos, videos and general updates, but focuses on a **professional audience**. Therefore, it can be very useful for **B2B lead generation**, general networking, as well as recruiting employees.

TIPS & TRICKS

- Share industry news
- Share business/product updates
- Create events e.g. fairs
- Post vacancies to attract the right professional audience
- Share photos of workshops with our products



To announce fairs in a consistent way, we provide templates in Canva. Not a member yet of our Canva Team? Contact socials@rubimonocoat.com to get access.

04. SOCIAL MEDIA / PINTEREST

Like Instagram, Pinterest is a visual social media platform in which it is possible to share **images, videos, infographics** and all kinds of content that are predominantly visual. It functions as a **visual discovery engine**, similar to YouTube, where people find **inspiration** like recipes, home and style inspiration, and more.

Some of the most popular content on Pinterest includes fashion, food, decor, interior, wedding, workout, and DIY-related pins.

TIPS & TRICKS

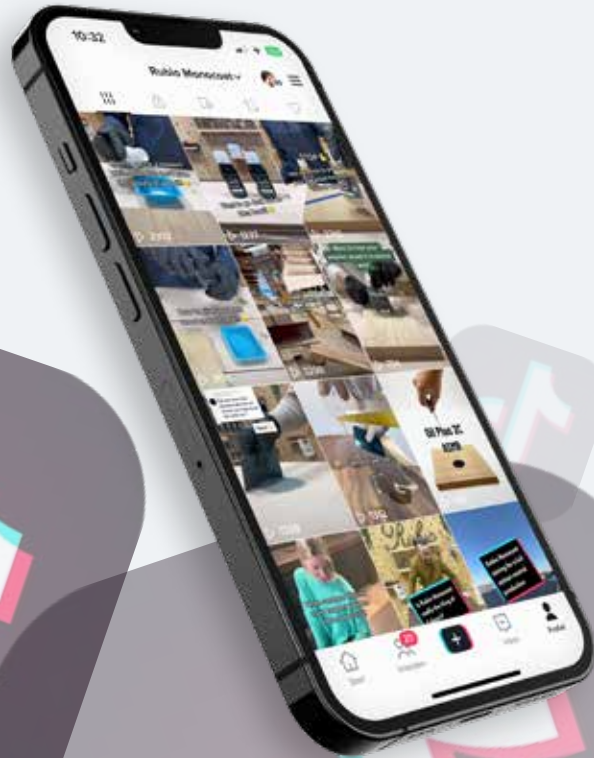
- Share how to and tutorial videos, blogs, infographics related to the Rubio Monocoat products
- Share qualitative images/videos of realisations with the Rubio Monocoat products

For local accounts you can also make use of Pinterest shopping. Product Pins feature products that are available to buy from the merchants listed in the Pins or directly on the merchant's website.

Others will allow you to purchase products via hosted checkout, meaning you'll be directed straight to the merchant's checkout page.



04. SOCIAL MEDIA / TIKTOK

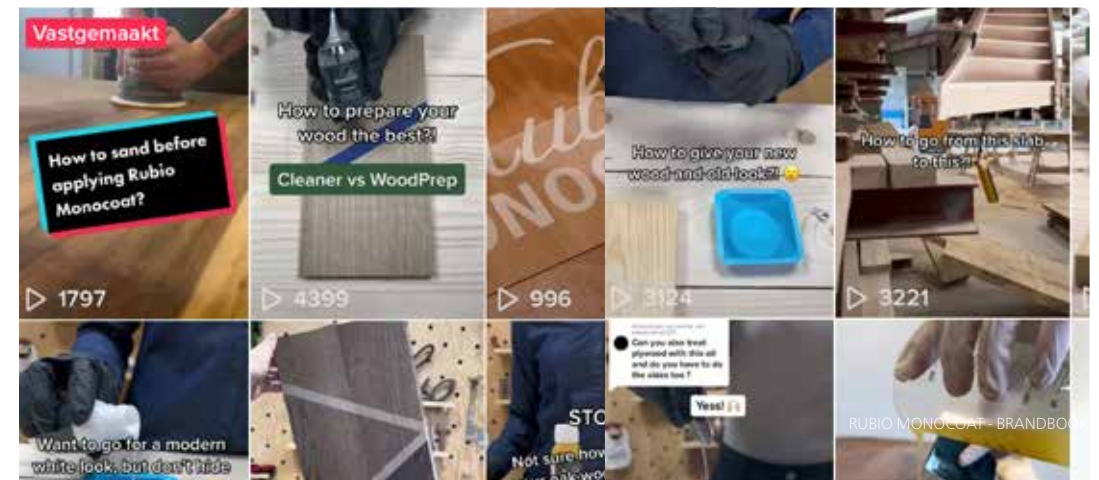


TikTok is known for its **short-form videos**. Like Instagram, TikTok is best for visual-based businesses like art, food, retail, beauty, and some service industries. TikTok is most popular with younger generations, however it's expanding to a larger audience group. The platform is useful for building **brand awareness** among the audience groups of ages 15 – 50.

TIPS & TRICKS

- Share short tutorial videos
- Share short videos about our products
- Share short videos of realisations
- Share trends adapted to our niche

Bear in mind, TikTok is a rather time-consuming platform requiring lots of posting and engaging.



04. SOCIAL MEDIA / YOUTUBE

The brand account provides **'How to'-videos** on their channel with English voice-over and standard subtitles in the following languages: English, Dutch, French, German and Spanish. These videos are made at headquarters and contain licensed audio and the general branding of Rubio Monocoat.

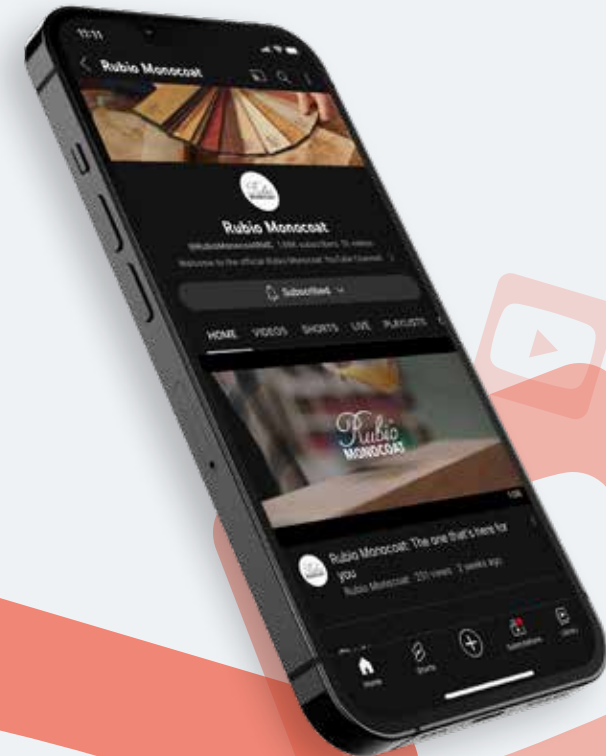
Each country is free to have their own YouTube channel with their own videos if these are in accordance with the general branding. The overall purpose of these 'How to' videos is that they serve as many customers as possible on a global level. That's why we recommend sharing this playlist from the brand account on the local YouTube channels to obtain global uniformity.

TIPS & TRICKS

- Share product videos such as USP videos or explainer videos
- Share how to videos
- Share engaging content like 'Welcome To The Woodshop' series
- Share aftermovies (e.g. Rubio Monocoat Atelier)
- Work with playlists to categorise the videos, providing content in an easier way for viewers



These playlists distinguish themselves from each other with recognisable thumbnails. Have a look at the Videography section on page 25 to find out more about the guidelines on making your own videos.



04. SOCIAL MEDIA / CONSISTENT SOCIAL MEDIA PROFILES

CONSISTENCY IS KEY

The Rubio Monocoat brand should be easily recognisable no matter which social media network people are looking at, so keep profile names, profile photos, header images and About Us content the same across platforms. Your audience will immediately be able to recognise that the social profile belongs to the Rubio Monocoat brand. This will help you influence their perception of our brand.

The first step in creating a consistent social media presence is making sure that your account names are the same across all your social platforms, so people know what to look for regardless of the platform. There are 2 kinds of social media names: display names and usernames or handles.

DISPLAY NAMES

Every display name should contain the brand name followed by the country (or market group). We prefer using the whole country name in local language unless it makes more sense to use an abbreviation or official country code. E.g. when the official name is very long or the use of the abbreviation or country code is common in the market (on Instagram: @rubiomonocoatusa, @rubiomonocoatuk).

Whatever you choose, the use of a display name should be consistent through all platforms.

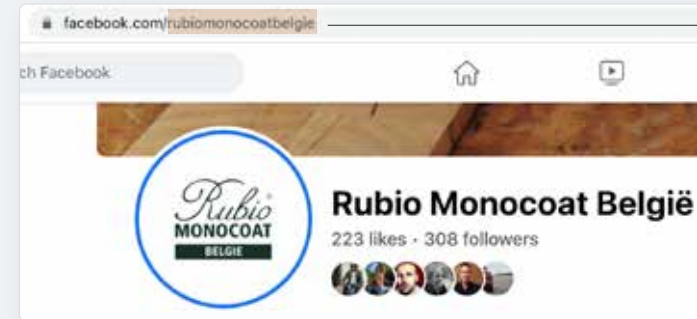
CORRECT:

- Rubio Monocoat België

INCORRECT:

- × Rubio Monocoat BE
- × Rubio Monocoat Belgium
- × Rubio Monocoat Belgica

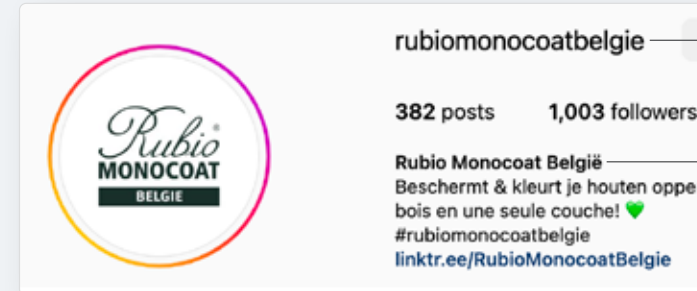
The display name is the most visible name for users. It shows up in more prominent text at the top of your profile, or in a user's news feed accompanying your posts, but it's not necessarily unique to you.



Handle / Username

Display name

Facebook



Handle / Username

Display name

Instagram



Display name

Handle / Username

Pinterest

04. SOCIAL MEDIA / CONSISTENT SOCIAL MEDIA PROFILES

USERNAMES OR HANDLES

This is your one-of-a-kind handle, it's unique. It appears after an @ sign in your profile and in the associated URL.

To maintain a consistent use of naming convention between the different social media platforms we prefer the following guidelines for choosing a username or handle:

- Use a username or handle without underscores or periods e.g. @rubiomonocoatfrance .
- For the user name, the same applies as for the display name. We prefer using the brand name and the whole country name in local

language, unless it makes more sense to use an abbreviation or official country code.

- If the preferred username isn't available anymore, contact socials@rubiomonocoat.com. Together we'll search for the best solution.
- If you are currently using an alternative username tailored to your market group, but you plan on expanding in the future to specific social media profiles per country instead of per market group, it might be a good idea to claim the handles already. That way, when you are ready to expand, you'll be able to use the correct handle and no one else will have claimed it before you.



THE RULES FOR MAKING A USERNAME DIFFER PER SOCIAL MEDIA PLATFORM

FACEBOOK

- Minimum 5 characters - maximum 50 characters
- May only contain letters, numbers, periods and underscores
- Periods don't differentiate usernames (@rubiomonocoatbelgium = @rubio.monocoat.belgium)

INSTAGRAM

- Maximum 30 characters
- May only contain letters, numbers and periods
- Periods and underscores do differentiate usernames
(e.g. @rubiomonocoatbelgium is NOT the same as @rubio.monocoat.belgium)

LINKEDIN

- Maximum 100 characters

YOUTUBE

- Maximum 30 characters
- May only contain letters, numbers, periods and underscores
- Periods and underscores do differentiate usernames
(e.g. @rubiomonocoatbelgium is NOT the same as @rubio.monocoat.belgium)

PINTEREST

- Minimum 3 characters - maximum 30 characters
- May only contain letters, numbers, periods and underscores
- Underscores do differentiate usernames
(e.g. @rubiomonocoatbe is NOT the same as @rubio_monocoat_be)

TIKTOK

- Minimum 2 characters - maximum 24 characters
- May only contain letters, numbers and underscores
- Underscores do differentiate usernames
(e.g. @rubiomonocoatbe is NOT the same as @rubio_monocoat_be)

04. SOCIAL MEDIA / USE OF LOGO AS PROFILE IMAGE

Having the same profile picture across all of your social media channels makes it easier for fans and customers to identify which account they're looking for. Here are some profile image guidelines:

FACEBOOK

- Recommended size: 360 x 360px
- Must be at least 180 x 180 px
- 170 x 170 px on desktop
- 128 x 128 on smartphones
- Image types : JPG and PNG

INSTAGRAM

- Appear on profile at 320 x 320 px.
- Square photo: aspect ratio of 1:1
- Image types : JPG and PNG

LINKEDIN

- Recommended 400 x 400 px
- Maximum 4MB (Square layout)
- Image types: PNG, JPG or GIF

YOUTUBE

- Recommended size: 800 x 800 px
- Image types: JPG, GIF, BMP or PNG

PINTEREST

- Recommended size: 165 x 165 px
- Maximum 10 MB
- Image types : JPG and PNG

TIKTOK

- Recommended size: 200 x 200 px
- Image types: JPG, GIF, BMP or PNG



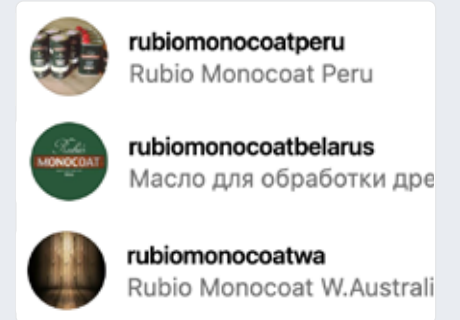
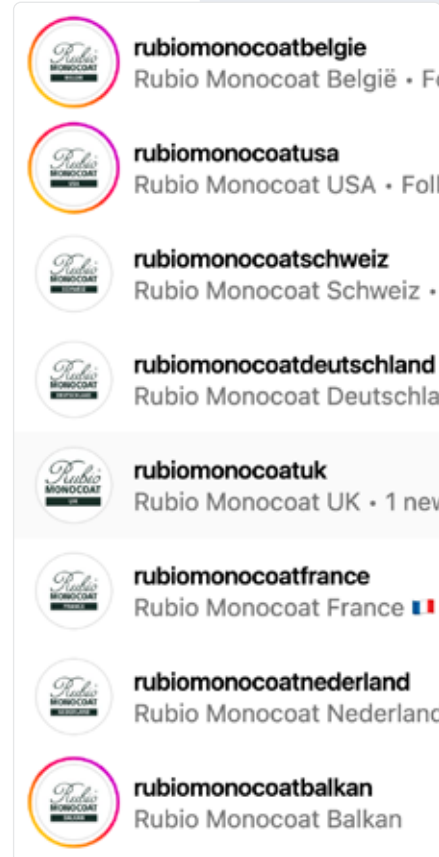
RUBIO[®]
MONOCOAT

04. SOCIAL MEDIA / USE OF LOGO AS PROFILE IMAGE

Use the green logo on a white background with your country name written below it, in your local language. Do not use the lion illustration, product images or anything else for your profile picture.



The template for the right profile picture is available in our Team Of Rubio Monocoat in Canva. If you don't have access, please contact socials@rubiomonocoat.com so that we can grant you access or to make the profile picture for you.



04. SOCIAL MEDIA / USE OF HEADER IMAGE

The header image (also called cover image or cover photo) is the picture that appears at the top of your social media profile. It provides a chance to showcase your products, your team, or any other aspect of your business that will make people want to explore your profile.

As with your account name, profile picture and bio, **the header image should be consistent across all your social platforms**, taking into account the different dimensions and technical specifications per profile.

Some **general best practices** to keep in mind when creating your social media header image:

- Use a high resolution image.
- Use an image that is relevant and represents the Rubio Monocoat brand.
- Keep important elements of your design within the safety zone (YouTube) and optimise for mobile.
- Avoid using text if possible.



Rubio Monocoat België

217 likes · 299 followers



FACEBOOK

- Appear on page at 820x312 px. Anything less will be stretched.
- Minimum size of 400x 150 px.
- Displays at 820x312 pixels (desktop) - 640x360 pixels (mobile).
- Images with a logo or text may be best as a PNG file.

LINKEDIN

- Recommended size 1128x191px.
- Maximum file size of 4MB (Square layout).
- Image types include: PNG, JPG or GIF.

YOUTUBE

- Recommended size: 800x800 px.
- Safe area for mobile and web (without text and logo cropping) 1546x423 px.
- Maximum file size: 4MB.
- Image types: JPG, GIF, BMP or PNG.

PINTEREST

- Recommended size: 1920x1080 px (16:9).
- Minimum size: 800x450 px.

“ Branding is the art of
becoming knowable, likable,
and trustable. ”

— John Jantsch

RUBIO MONOCOAT HEAD OFFICE

Roeselaarsestraat 535, 8870 Izegem (Belgium)
+32 (0)51 30 80 54 • info@rubimonocoat.com • www.rubimonocoat.com

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