

Unique & integrated part of ACO Corporate Identity

HygieneFirst Design Manual



Introduction

HygieneFirst history is short yet dynamic. It has been implemented in more than 30 countries and new ones are about to come.

It is time to anchor HygieneFirst visual appearance. Make it unique yet integrated part of Corporate Identity.

Definition

HygieneFirst says everything important in one word. It makes ACO relevant, it differentiates us from competition.

Treat HygieneFirst as a long term advertising claim for segments where hygiene is important (Food & Beverage processing, Commercial kitchens).

Brand positioning

For food producers, commercial kitchen professionals, engineering companies ACO stands for ultimate hygienic performance. We mainly compete with other drainage producers and small workshops.

ACO is the only drainage company fully committed to eliminate food safety risks and to reduce operational cost. We do that by focusing on every aspect of the drainage function from initial design through installation to maintenance. We call it HygieneFirst philosophy.

HygieneFirst and ACO

ACO is a mono-brand company, it is the only brand we have.

HygieneFirst is not a brand neither the sub-brand. It is the advertising claim, long term campaign theme used in segments where hygiene is important (Food & Beverage, Commercial kitchens).

Corporate Identity

ACO Corporate identity design principles are defined in ACO Design Manual. All design rules mentioned there are valid and should be followed.

Please consider this document as an extension of ACO Corporate Identity for the specific topic of HygieneFirst.



HygieneFirst symbol

HygieneFirst has its symbol to highlight ACO focus on hygiene. Position it carefully. Make sure ACO is always presented as the brand.

Digital copy of HygieneFirst symbol is available on request at Marketing department of ACO Pribyslav.

- Symbol should be always placed on white background
- See ACO Design Manual for color guidance
- Maintain a clear space round the symbol
- If HygieneFirst symbol appears on the same page as ACO logo position it carefully and maintain a proper distance between
- Other color combinations are not allowed

Hygiene**First**

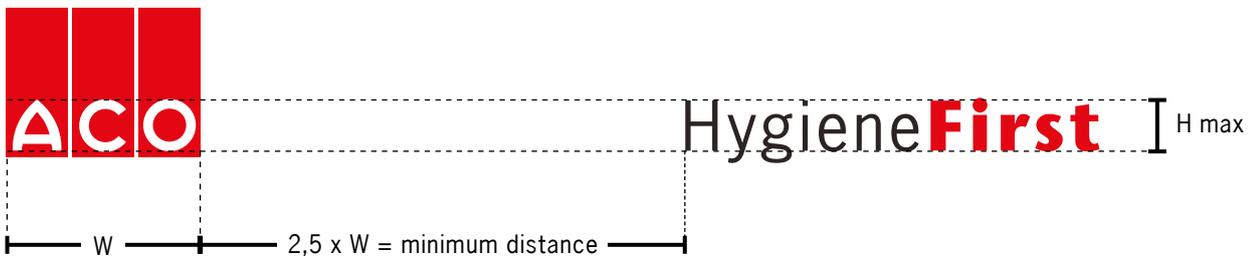
Color version

Hygiene**First**

B/W version



Protective zone



W: minimum distance between logo and HygieneFirst symbol.

H: maximum size of HygieneFirst symbol relative to logo.

IMPROPER USAGE EXAMPLES



Brochures

The basic design principles of brochures (format, layout, colors, typography) are defined by ACO Corporate Design Manual 2009. Here are the specific examples of HygieneFirst applications:

COVER

Ideally avoid HygieneFirst symbol on the cover as it can be mistaken for the brand. Use it in title, subtitle or in a typographic copy.

SPREAD

HygieneFirst symbol may be used inside the brochures to highlight ACO focus on hygiene.

TYPOGRAPHIC COPY

Set the HygieneFirst in the same font size as the rest of a copy. Don't mix different font weights (Hygiene**First**).



Drainage and Grease Management
for the Commercial Kitchen

Hygiene**First**



Ideally avoid HygieneFirst symbol on the cover. Use it in the title or inside brochure.



If HygieneFirst symbol appears on the cover position it carefully and maintain a proper distance.

HygieneFirst

As one of the world's leading commercial drainage specialists, ACO Group understands the critical role that drainage plays in a successful commercial food preparation business. We appreciate that food safety, hygiene and cost control are all vital factors but we also understand that, for many, drainage is out of sight and therefore out of mind.

As a result, many drainage systems are not designed well. At best this leads to costly ongoing cleaning and maintenance, and at worst it can result in food contamination, closure of a facility and the loss – or even closure – of business. As the company that's driving the future of drainage, we are determined to change this by raising the profile of hygienic drainage and improving standards across every part of the process.

Our HygieneFirst philosophy represents our commitment to delivering products that provide ultimate hygienic performance. We design intelligent drainage solutions that minimize operational costs without compromising food safety.



APPLYING DESIGN PRINCIPLES
RESERVED FOR FOOD EQUIPMENT

HygieneFirst philosophy

OUR COMMITMENT TO ULTIMATE HYGIENIC PERFORMANCE

ACO designs solutions with cost efficiency in mind but with absolutely no compromise in terms of food safety.

Drainage systems are a particularly important niche for the persistence of listeria and can be a source of food contamination. Yet drainage is often out of sight and therefore out of mind. Poorly specified drainage leads to costly ongoing cleaning and maintenance and at worst it can result in food contamination.

ACO addresses the hygienic performance of floor drains and applies the design principles reserved for food contact equipment on them to deliver fully hygienic solutions. Our complete portfolio allows us to safely control water as it passes along the system to ensure it can be ecologically and economically reused in a viable way.

Advertisement

The design principles of ads (format, layout, colors, typo) are defined by Design Manual 2009. Here are the specific examples of HygieneFirst application:

- Treat HygieneFirst as the advertising claim.
- Set the HygieneFirst in the same font size as the rest of a copy. Don't mix the font weights (**HygieneFirst**).
- If HygieneFirst symbol appears on the same page as ACO logo position it carefully and maintain a proper distance.



ACO puts HygieneFirst

Hygienic drainage systems for Food & Beverage

ACO address the hygienic performance of floor drains and applies the design principles reserved for food contact equipment on them to deliver fully hygienic solutions.

We call it HygieneFirst philosophy and it represents our commitment to ultimate hygienic performance.

Visit www.hygienefirst.com and learn more about our approach to hygienic drainage.

ACO Group, Postfach 320,
24755 Rendsburg, DE





ACO puts HygieneFirst

Drainage systems for the Food & Beverage

Applying design principles reserved for food contact equipment.



Drainage systems are a particularly important niche for the persistence of harmful bacteria and can be a source of food contamination.

ACO address the hygienic performance of floor drains and applies the design principles reserved for food contact equipment on them to deliver fully hygienic solutions.

We call it HygieneFirst philosophy and it represents our commitment to ultimate hygienic performance.

Visit www.hygienefirst.com and learn more about our approach to drainage.

ACO Group, Postfach 320, 24755 Rendsburg, DE, www.aco-buildingdrainage.com.



E-mailing

The design principles of ads (format, layout, colors, typo) are defined by Design Manual 2009. Here are the specific examples of HygieneFirst application:

- Treat HygieneFirst as an advertising claim.
- Set the HygieneFirst in the same font size as the rest of a copy. Don't mix the font weight within the copy (**HygieneFirst**).
- If HygieneFirst symbol appears on the same page as ACO logo it carefully and maintain a proper distance.

E-mailing example

HygieneFirst guide

Exhibitions

ACO is the mono-brand company. It should be clear to all visitors they arrived on ACO stand, not the HygieneFirst stand. Therefore plan the symbol appearance carefully.

- Position HygieneFirst symbol inside the stand to highlight ACO focus on hygiene
- Try to avoid HygieneFirst symbol and ACO logo appearance on the same page, surface



Stand visualization – Host, Milano, 2015



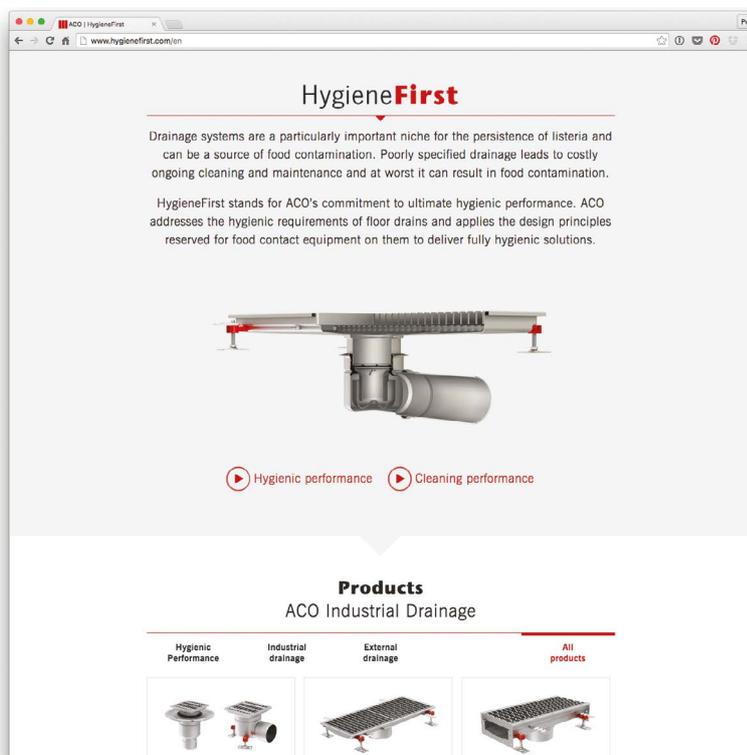
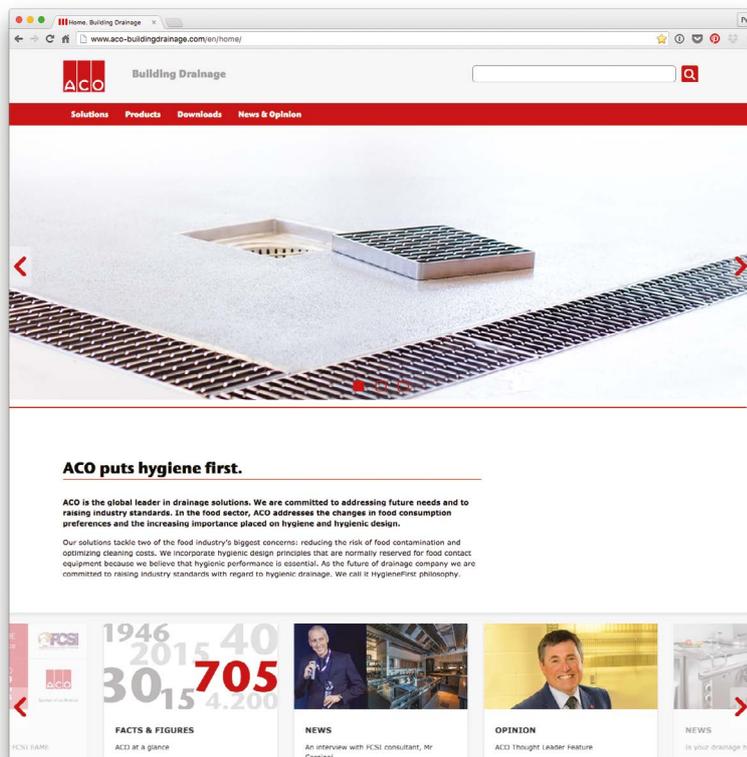
Web design

HygieneFirst web presentation exists in two forms. First as an integrated part of ACO standard web presentation. Second as a separate tactical landing page.

www.aco-buildingdrainage.com
International presentation of how to integrate HygieneFirst into the ACO on-line presentation.

www.hygienefirst.com
International landing page serving as an integrated touch point of HygieneFirst marketing campaigns.

- Please contact ACO Pribyslav marketing department for localization enquiries
- Avoid any other web page variations



Social networks

ACO is the mono-brand company. It should be clear to all visitors they arrived at ACO page.

- The profile picture should always be ACO logo
- The profile name should always consist ACO company name
- HygieneFirst should be used as a marketing claim, hash-tag, showcase page etc.

