BRAND PROTECTION AND INTELLECTUAL PROPERTY

Accsys trademarks are the distinctive words, logos, slogans, packaging and labelling designs that identify our Accoya® wood brand. Our branding helps distinguish the product and assures our partners, licensees and customers that the Accoya® they buy is genuine.

Trademark and related laws protect our Accoya® brand from counterfeiting, decoding and other attempts to unlawfully extract benefit from the goodwill of our Accoya® brand. Similarly, copyright protects our communications, unique marketing messages and websites.

Our trade secrets, including our recipes and operating processes, licensee and customer lists, enable us to offer consumers unique products. Our patents prevent other companies from using our unique formulae, production methods and products.

Accsys reserves the right to inspect all materials and goods to ensure compliance with these Brand Guidelines. Accsys also reserves the right to take action as necessary to ensure compliance.

These guidelines have been produced for use by authorised parties - including partners, licensees, customers and their customers - who wish to promote Accoya®. They provide a framework for the communication of Accoya® to achieve a strong, consistent image, both when Accoya® is communicated as an independent identity and when it is promoted in conjunction with partner logos.

Accsys is a trading name of Titan Wood Limited, a company registered in England and Wales. Registered Office: Brettenham House, 19 Lancaster Place, London WC2E 7EN

Registered Number: 4738951.

Accoya® and the trimarque logo devices are registered trademarks of Accsys.

Patents and patent applications related to Accoya® wood include:

- EP3702993
- EP9706379
- EP0680810
- EP1718442
- EP09706379
- EP13704063
- EP13734851
- EP14169338
- EP14177290
- EP14175220

These patents have been granted in many other countries.
RULES OF PROMOTION

As an Accoya® wood customer, the following guidelines have been put in place, and should be rigorously adhered to, in order to protect the Accoya® brand, and deliver clear communication with consumers.

When promoting products that include Accoya® as one of their components, it is essential that you have tested other parts such as coatings, adhesives and hardware to ensure good results.

Ensure that all communication with consumers is always consistent with the advice that Accsys provides on proper use of Accoya®. Please refer to the Wood Information Guide as a foundation for information and key messages. If you have any additional questions, these can be answered by your supplier or by Accsys.

Above all, avoid making contradictory statements that could lead to negative associations or confusion. Reassure customers that the Accoya® wood they buy is genuine, and answer any questions with clarity and assurance.

Accoya® wood products should be promoted and explained in a respectful and factual way and never in a denigrating manner.
Accoya® is the first wood of its kind to become available successfully on a commercial scale. Significant investment has been made in developing the product and its distinctive name and identity.

The values that the Accoya® brand identity encompasses are relevant to everyone, from the pioneers of the product, to partners, shareholders, licensees, distributors and, ultimately, to end users. They offer reassurance of quality and reliability and, if all related products and communications carry the brand consistently, everyone in the chain can be safe in the knowledge that they are dealing with the genuine product.

Everyone involved has a part to play. Every message or visual signal we send out influences people’s views of Accoya® wood. We will all benefit from living up to the brand and creating the right impression.

With careful guidelines and control, Accoya® wood will continue to be recognised and valued the world over.
OUR BRAND PERSONALITY

The way in which the Accoya® brand is communicated is influenced by its practical and perceived values.

ESSENCE
Accoya® wood is the result of more than 90 years’ of research and development that brings together a long-established and extensively researched wood modification technique, acetylation. Accsys is the only company to successfully commercialise wood acetylation.

VISION
Accoya® wood is to be seen as the world’s leading modified wood product and is a true innovation in wood.

MISSION
Accoya’s mission is to gain market share from competing hardwoods and resource intensive man-made products.

CORE COMPETENCIES
- Durability class 1
- Stable
- Sustainable
- Reliable

KEY ATTRIBUTES
- Researched for over 90 years
- Tried and tested
- Proven by leading independent institutes

Nijmegen, steam bent copper cladding
THE ACCOYA® NAME

‘Accoya’ was derived from research on many possible names that conveyed the key attributes of the brand. The word ‘Accoya’ was found to echo the positive connotations of sequoia, a majestic North American species known as ‘The Big Tree’ distinguished by its grandeur, longevity and natural durability.

The ‘Acc…’ at the beginning of the word reflects the ‘ac…’ of the word ‘acetylation’ and the first letters of the brand’s pioneers, Accsys PLC, which was itself named with the acetylation process in mind.

‘Accoya’ is a distinctive name which conveys a sense of individuality, heralding a brand that is quite different from anything that has come before - a wood which performs better than any other known species.

International language checks and trademark searches on the name and logo have been undertaken and it has been registered in many countries across the world.

THE ACCOYA® TRIMARQUE DEVICE

The unique, specially drawn Accoya® namestyle is always shown in a unit with the distinctive ‘Trimarque Device’ - three interlocking pieces that signify three key attributes of the brand:

- Stability
- Durability
- Reliability

When the sections are brought together in the Trimarque Device the whole device signifies:

- Sustainability (the use of sustainable wood species from well managed forests)
- Environmental Compatibility (non-toxicity, recyclability)
- Life Cycle (from seed, to tree, to sawmill, to Accoya® wood, to end product, to re-use as wood fibre or as a source of embedded energy)

NOTE - The registration symbol must always be displayed on the top right of the Trimarque device.

08
THE ACCOYA® IDENTITY - INTRODUCTION

The Accoya® logo exists as a self-contained Green Tab. It is ideal for the Green Tab logo to bleed off the top or bottom edge of the design.

Accoya® must always be used with the registration mark.

Green Tab logo

Logo colours

<table>
<thead>
<tr>
<th>Eden green</th>
<th>Pantone® 361</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>C69 M0 Y100 K0 R13 G176 B43 Hex #0db02b</td>
</tr>
</tbody>
</table>

| White        | C0 M0 Y100 K0 R255 G255 B255 Hex #ffffff |

Logos for use on PCs & Macs and for design agencies and/or printers are available in JPEG, EPS and GIF formats from marketing@accoya.com
ACCOYA® COLOUR PALETTE

In corporate communications the Primary colours should be used. Wherever possible Eden green should be printed as a Pantone® colour.

To complement and enhance the Primary brand colours, there is a Secondary colour palette for use in corporate communications.

 Where possible metallic dark grey Pantone® 8403 should be used in professionally printed pieces. This Metallic ink was chosen to communicate the technology and forward-thinking nature of Accoya® wood. Please note that the metallic ink will sink into uncoated or recycled stock, and will appear as a subtle sheen.

---

### Primary colours

<table>
<thead>
<tr>
<th>Colour</th>
<th>Hex</th>
<th>C/M/Y/K</th>
<th>Pantone® Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eden green</td>
<td>#0db02b</td>
<td>C69 M0 Y100 K0 R13 G176 B43</td>
<td>361</td>
</tr>
<tr>
<td>Dark grey</td>
<td>#322d2e</td>
<td>C70 M68 Y64 K62 R50 G45 B46</td>
<td>82% Black</td>
</tr>
<tr>
<td>Light grey</td>
<td>#f2f1f0</td>
<td>C4 M3 Y3 K0 R242 G241 B240</td>
<td>8403</td>
</tr>
</tbody>
</table>

**Usage:** Logo, icons, box devices

---

### Secondary colours

<table>
<thead>
<tr>
<th>Colour</th>
<th>Hex</th>
<th>C/M/Y/K</th>
<th>Pantone® Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pitch grey</td>
<td>#322d2e</td>
<td>C70 M68 Y64 K62 R50 G45 B46</td>
<td>8403</td>
</tr>
<tr>
<td>Metallic Dark grey</td>
<td>#a7a9ac</td>
<td>C0 M0 Y0 K40 R167 G169 B172</td>
<td>8403</td>
</tr>
</tbody>
</table>

**Usage:** Mainly online but occasionally used to highlight information on printed media

---

### Accoya gradient

<table>
<thead>
<tr>
<th>Colour</th>
<th>Hex</th>
<th>C/M/Y/K</th>
<th>Pantone® Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lime green</td>
<td>#c1d82f</td>
<td>C29 M0 Y100 K40 R193 G216 B47</td>
<td>0° angle</td>
</tr>
<tr>
<td>Accoya gradient</td>
<td>#c1d82f</td>
<td>C29 M0 Y100 K40 R193 G216 B47</td>
<td>From Eden green to Lime green at 0° angle</td>
</tr>
</tbody>
</table>

**Usage:** Box devices

---

<table>
<thead>
<tr>
<th>Colour</th>
<th>Hex</th>
<th>C/M/Y/K</th>
<th>Pantone® Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accoya grey</td>
<td>#c1d82f</td>
<td>C29 M0 Y100 K40 R193 G216 B47</td>
<td>0° angle</td>
</tr>
</tbody>
</table>

**Usage:** Occasionally in small areas to lift a design

---

Note: The metallic ink will sink into uncoated or recycled stock, and will appear as a subtle sheen.
To protect the Accoya® wood brand, there are a number of points that must be kept in mind at all times. To keep communications consistent and accurate please note the following:

**Trademarks**

Always state ownership of trademarks by using the following:

- Accoya® and the Trimarque Device are registered trademarks owned by Titan Wood Limited, a wholly owned subsidiary of Accsys Technologies PLC, and may not be used or reproduced without written permission.

Always ensure that the ® symbol appears to the right of the Trimarque Device when using the logo.

When initially referring to Accoya® mention Accoya® wood.

Always use Accoya® (with trademark symbol in superscript) throughout text. It is possible and simple to set your Word documents up so that Accoya® always appears as shown here, with the ® symbol, using AutoCorrect.

**Copyright & URL**

Always ensure that all communications and images belonging to Accsys Technologies carry the © symbol and year in the footnote recognising the copyright ownership:

Accsys and Accsys Technologies is the trading name of Titan Wood Limited.

Always use the font Neo Sans Regular for the URL (see page 29).

**NO**

The brand mark has been created as specially drawn digital master artwork and must never be modified in any way. The mark does not exist as a typeface:

- Do not separate the logo from the Trimarque.
- Do not try to re-draw it or separate or adjust any elements of it.
- Do not make any additions to the logo which would distract from its integrity.
- Do not attempt to create your own brand message versions.
- Never use the mark as part of a phrase or sentence.
GREEN TAB LOGO

It is ideal for the Green Tab logo to bleed off the top or bottom edge of the design.

In order to ensure that the brand is always correctly represented, please follow the instructions on the right as closely as possible.

The Green Tab logo must never be altered or customised in any way.

Green Tab logo

The Green Tab logo has been designed to sit at the top of all designs.

Clearance zone

Must always have the space either to the left or right to the width of the ‘a’ from the Green Tab logo and no less than 5mm.

Minimum size

Must be used at a minimum size of 27mm wide (80px resp)

27mm / 80px

Mono Tab logo

The Tab logo can be also used in dark grey.
TAB LOGO AS WATERMARK

The Accoya® Tab may be used as a watermark in video content and on Accoya® imagery. In order to ensure that the brand is always correctly represented, please follow the instructions on the right as closely as possible.

Tab logo as watermark

When using the Tab logo as a watermark, the same principles for the normal Tab logo apply.

The Tab logo is designed to sit at the top of all videos and imagery.

Logo colours & transparency

<table>
<thead>
<tr>
<th>Eden green</th>
<th>Pantone® 361 C69 M0 Y100 K0 R13 G176 B43 Hex #0db02b</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Dark grey</td>
</tr>
<tr>
<td></td>
<td>C0 M0 Y0 K82 R83 GB4 B86 Hex #535456</td>
</tr>
<tr>
<td></td>
<td>White</td>
</tr>
<tr>
<td></td>
<td>C0 M0 Y100 K0 R255 G255 B255 Hex #ffffff</td>
</tr>
</tbody>
</table>

50% 30% 15% 50% 30% 15% 50% 30% 15%

The logo should appear in the approved brand colours and have a transparency applied of 50%, 30% or 15%.
JOINT BRANDING

This page contains guidelines for the use of the Accoya® Green Tab logo alongside a partner brand. We recognise that each situation is different and that flexibility may be required. We are more than happy to assist and can be contacted at marketing@accoya.com

Example joint booklet cover

It is allowed to change the headline message to that of the joint brand persuasion.

The partner brand should never interfere with the Accoya® brand and should sit in its own allocated space.

This way both brands stand out.

The joint branded logo should never be larger than the Accoya® Green Tab logo.

Example sample wrap
Accoya® wood has been awarded a number of credentials and accreditations for its unique properties. Each marque must be used in accordance with the individual accrediting body’s guidelines.

These are our main Accreditations and must go on all collateral in this order unless stated otherwise.

Key Sustainability Accreditations

- **FSC®**
  - Of the various schemes for sustainable forestry available, the Forest Stewardship Councils® (FSC®) are regarded as the leading and most comprehensive sustainable programs available. Only use FSC® if your company is certified.

- **C2C**
  - Accoya® wood is one of the very few building products to have acquired a Cradle to Cradle® Certification on the elusive C2C Gold Level. As part of this certification, that can be referenced separately, Accoya® has earned platinum level in Material Health. Cradle to Cradle (C2C) provides a means to tangibly and credibly measure achievement in environmentally-intelligent design including the use of environmentally safe and healthy materials and instituting strategies for social responsibility.

Other Sustainability Accreditations
**FSC® ACCREDITATION**

The FSC® Accreditation logo guidelines must be adhered to including clearance zone and minimum size.

The FSC® promotional claims must be applied by Chain of Custody FSC® certificate holders only. Use your FSC® license code on all marketing collateral to demonstrate Accoya’s credentials (a number in the format of FSC-C000000).

### Clearance zone

The minimum space is calculated using the height of the FSC initials of the logo.

### Minimum size

The minimum size of the promotional panel is calculated by the height of the logo ("Checkmark-and-tree" and initials) which should not be less than 10mm.

---

**FSC®**

The use of the FSC® logo shall be directly accompanied by the trademark symbols ® or ™ in superscript font.

Green, black and white are the standard FSC® label colours. Positive green is the preferred colours. Negative green and black and white (positive of negative) may be used as an alternative.

The green colour for production shall be Pantone 626C.
The Future Build is a green building materials portal that helps architects, engineers and contractors – particularly in the United Arab Emirates and wider regions – confidently select and source environmentally sustainable, third party certified products to meet their projects' environmental objectives. Accoya® wood was rated as excellent or A.

The outstanding green credentials of Accoya®, have been officially recognised by Europe’s Nordic nations with the award of the Svanen Ecolabel. The label, renowned for its rigor and transparency, is the internationally recognised ecolabel for Norway, Sweden, Denmark, Iceland and Finland and was established in 1989 by the Nordic Council of Ministers.

BREEAM (mainly used in Europe) and LEED (mainly used in North America) are widely adopted and recognised. Both are based on various building related environmental indicators including sustainable energy, water and material use. For the latter category the application of Accoya® can contribute to several credits in both schemes (BREEAM: MAT 1, MAT 5, LEEDv4: MR1, MR2, MR3, MR4 I1).

Accoya® has been certified under the German RAL Quality mark. The product and performance-specific quality criteria comprise all aspects that are important and sensible for the use of the product.

Accoya® was given an A rating, which is a high rating, because of its extremely high durability, low maintenance requirements and excellent recyclability.

For the South East Asian market we have attained the highly regarded Green label of the Singapore Environment Council. The Singapore Environment Council (SEC) was set up to promote environmental awareness in South East Asia.

For the latter category the application of Accoya® can contribute to several credits in both schemes (BREEAM: MAT 1, MAT 5, LEEDv4: MR1, MR2, MR3, MR4 I1).

Japanese Wood Protection - Japan Accoya has been approved as a durable wood preservative product by the Japan Wood Protection Association (JWPA) under Japanese Industrial Standard (JIS) requirements. This JWPA certification, number D-1201, is a hallmark of quality for durability. Accoya® was the first modified wood approved, thus creating this new category and is now among the very select group of solid wood products to enjoy such recognition in Japan.

Japanese Wood Protection
Japan

The international Code Council (ICC) is dedicated to developing standards used in the design, build and compliance process to construct safe, sustainable, affordable and resilient structures. Accsys Technologies has ICC ESR-2825 approval which confirms Accoya® meets US building code for decking and porch boards, inclusive of in ground contact and termite zones.

The international Code Council
USA

The Future Build is a green building materials portal that helps architects, engineers and contractors – particularly in the United Arab Emirates and wider regions - confidently select and source environmentally sustainable, third party certified products to meet their projects' environmental objectives. Accoya® wood was rated as excellent or A.

The Future Build
UAE

Following a rigorous testing process Accoya wood has achieved FCBA approval. The FCBA's mission is to promote technical progress and to improve efficiency and quality assurance within the wood industry. Such approvals are only awarded to products that have met and exceeded the criteria. Accoya wood is the first modified wood to achieve this.

FCBA
France
THE ACCOYA® ICONS
ENGLISH
ACCOYA® ICONS

12 icons have been developed to communicate Accoya® wood’s key performance benefits. These are especially useful as summary tools on point of sale material and brand literature. Each icon illustrates a key product attribute.

On the right is a typical layout with the main three highlighted for impact.

Please take note of the running order, running from left to right along each row is how the icons should always be placed.
12 icons have been developed to communicate Accoya® wood’s key performance benefits. These are especially useful as summary tools on point of sale material and brand literature. Each icon illustrates a key product attribute.

On the right is a typical layout with the main three highlighted for impact.
FRENCH ACCOYA® ICONS

12 icons have been developed to communicate Accoya® wood’s key performance benefits. These are especially useful as summary tools on point of sale material and brand literature. Each icon illustrates a key product attribute.

On the right is a typical layout with the main three highlighted for impact.
GERMAN ACCOYA® ICONS

12 icons have been developed to communicate Accoya® wood’s key performance benefits. These are especially useful as summary tools on point of sale material and brand literature. Each icon illustrates a key product attribute.

On the right is a typical layout with the main three highlighted for impact.
ACCOYA® ICONS

USAGE

The 12 Accoya® icons have been specially developed to reflect and communicate Accoya® wood's key performance benefits across all languages. As a result, they should not be recreated or modified in any way.

Icons should not be recreated or modified in any way nor any new or unofficial icons created without permission.

Do not modify or alter the icons.

Do not skew, stretch or distort the icons.

Do not alter the colour where possible. If print restrictions apply, the icon can be black when used within fine print.

Do not alter rotation of individual sections of the icons.

Do not add gradients.

Do not use the icons over complex imagery or patterns that may make it hard to see clearly.

The minimum size of the benefit icon to insure clarity should not be less than 10mm.
ENGLISH ICONS EXPLAINED

Sometimes we use the full description of the icons space permitting. Text can be translated into different languages with prior written approval from marketing@accoya.com

### Key Features

<table>
<thead>
<tr>
<th>Icon</th>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
</table>
| ![Dimensions](icon.png) | Dimentionally Stable | - Swelling and shrinkage reduced by 75% or more  
- Doors and windows open effortlessly year round  
- Reduced maintenance costs |
| ![Outstanding](icon.png) | Outstanding Durability | - Lasting 50 years above ground, 25 years in ground/freshwater  
- Class 1 durability, surpassing even teak  
- Virtually rot proof  
- 70 year minimum service life stated by TRADA |
| ![Ideal](icon.png) | Ideal For Coating | - Improved stability means coatings last up to two times longer  
- Easier to coat, less preparation and sanding required |
| ![Dimensionally](icon.png) | Dimentionally Stable | - Swelling and shrinkage reduced by 75% or more  
- Doors and windows open effortlessly year round  
- Reduced maintenance costs |
| ![Outstanding](icon.png) | Outstanding Durability | - Lasting 50 years above ground, 25 years in ground/freshwater  
- Class 1 durability, surpassing even teak  
- Virtually rot proof  
- 70 year minimum service life stated by TRADA |
| ![Ideal](icon.png) | Ideal For Coating | - Improved stability means coatings last up to two times longer  
- Easier to coat, less preparation and sanding required |

### Features & Benefits

<table>
<thead>
<tr>
<th>Icon</th>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
</table>
| ![Barefoot](icon.png) | Barefoot Friendly | - Ideal for all decking situations in extreme temperatures  
- Low thermal gain  
- Splinters are much less than other wood species when used for decking |
| ![Naturally](icon.png) | Naturally Insulating | - Offers improved insulation in comparison with commonly used hardwood and softwood species  
- Ideal for applications where energy conservation is important |
| ![Excellent](icon.png) | Excellent Machinability | - Easy to machine and process  
- No special tools are required |
| ![Insect](icon.png) | Insect Barrier | - Indigestible to a wide range of insects, including termites  
- Greatly reduced vulnerability |
| ![Consistent](icon.png) | Consistent Quality Throughout | - Consistent, measurable modification quality from surface to core  
- No need to apply chemical preservatives when cut or planed |
| ![Naturally](icon.png) | Naturally Beautiful Wood | - Process does not compromise the wood’s natural beauty |
| ![From](icon.png) | From Sustainable Sources | - From FSC, PEFC and other regionally certified woods  
- Naturally renewable |
| ![Retained](icon.png) | Retained Strength & Hardness | - The process does not compromise the wood’s strength  
- Hardness is increased  
- High strength to weight ratio makes it suitable for challenging applications |
| ![Non-toxic](icon.png) | Non-Toxic & Recyclable | - Protects the environment from the harmful effects of common treatments  
- May be safely reused, recycled and incinerated |
### Belangrijkste Kenmerken

<table>
<thead>
<tr>
<th>Icon</th>
<th>Beschrijving</th>
</tr>
</thead>
</table>
| **DIMENSIESTABIEL** | - Reductie van minimaal 75% van het krimp- en zwelgedrag  
- Deuren en ramen kunnen moeiteloos worden geopend in alle jaargetijden  
- Gereduceerde onderhoudskosten |
| **LANGE LEVENSDUUR** | - Minimaal 50 jaar bovengronds of 25 jaar in grond- en/of watercontact |
| **PERFECT TE COATEN** | - De verbeterde dimensiestabiliteit verlengt de levensduur van coatings 3 tot 4 keer  
- Gemakkelijker te schilderen, minder voorbereiding en weinig tot niet schuren noodzakelijk |
| **ZACHT VOOR BLOTE VOETEN** | - Ideaal voor terrassen in extreme temperaturen  
- Lage oppervlakte opwarming |
| **NATUURLIJKE ISOLATIE** | - Sterk verbeterde thermische isolatie ten opzichte van de gangbaar gebruikte houtsoorten  
- Ideaal voor toepassingen waarbij energiebesparing van belang is  
- Ideaal voor terrassen in extreme temperaturen  
- Lage oppervlakte opwarming |
| **UITSTEKEND TE VERWERKEN** | - Gemakkelijk handmatig en machinaal te bewerken  
- Geen speciaal gereedschap vereist |
| **INSECTEN BESTENDIGHEID** | - Onverteerbaar voor een groot scala aan insecten, inclusief termieten  
- Sterk gereduceerde kwetsbaarheid |
| **CONSTANTE Kwaliteit Door En Door** | - Meetbare, constante en gegarandeerde kwaliteit door de gehele houtdikte  
- Geen noodzaak om versgezaagde of geschaafde oppervlakken te voorzien van een bestrijdingsmiddel |
| **UIT DUURZAAM BEHEERDE BOSSEN** | - Beschikbaar als FSC, PEFC  
- Hernieuwbare grondstof |
| **BLIJVENDE STERKTE EN VERBETERDE HARDHEID** | - Het proces tast de houtsterkte niet aan  
- De hardeheid is verbeterd  
- De gunstige sterkte/gewicht verhouding maakt het geschikt voor vele uitdagende toepassingen  
- Het proces laat de natuurlijke schoonheid van het hout in zijn waarde |
| **NIET GIFTIG** | - Volledig milieuvriendelijk hout  
- Bevat alleen stoffen die van nature in hout aanwezig zijn |
Sometimes we use the full description of the icons space permitting. Text can be translated into different languages with prior written approval from marketing@accoya.com.
**Wichtigste Merkmale**

<table>
<thead>
<tr>
<th>MASSHALTIGKEIT</th>
<th>HERVORRAGENDE DAUERHAFTIGKEIT</th>
<th>IDEAL FÜR OBERFLÄCHEN-BEHANDLUNG</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Unübertroffene Dauerhaftigkeit  &lt;br&gt; - Dauerhafter als Teakholz und andere dauerhafte Hölzer  &lt;br&gt; - Perfekt für den Einsatz im Freien</td>
<td>- Mindestens 50 Jahre Haltbarkeit ohne Erdkontakt und 25 Jahre Haltbarkeit mit Erdkontakt</td>
<td>- Einfacher zu beschichten, weniger Vorbehandlung und Schleifen zwischen den einzelnen Beschichtungen erforderlich  &lt;br&gt; - Verbesserte Maßhaltigkeit steigern die Lebensdauer von Beschichtungen  &lt;br&gt; - Perfekt für transparente, transluente und opake Beschichtungen</td>
</tr>
</tbody>
</table>

**Besonderheiten und Vorteile**

<table>
<thead>
<tr>
<th>BARFUSS FREUNDLICH</th>
<th>NATÜRLICHE ISOLIERUNG</th>
<th>EINFACHE MASCHINELLE BEARBEITUNG</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Ideal für Terrassen in Bereichen mit extremen Temperaturen  &lt;br&gt; - Geringe Erwärmung bei Hitzeeinwirkung</td>
<td>- Accoya®-Holz ist besser als wärmedämmung geeignet als herkömmliche Holzarten  &lt;br&gt; - Accoya®-Holz ist ideal für Anwendungsbereiche, in denen die Energieeinsparung im Mittelpunkt steht</td>
<td>- Accoya®-Holz lässt sich problemlos maschinell und manuell bearbeiten und stellt somit keine besonderen Anforderungen an Produkthersteller oder Endbenutzer</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>WIDERSTANDSFÄHIG GEGEN INSEKTENBEFALL</th>
<th>GLEICHMÄSSIGE QUALITÄT</th>
<th>NATÜRLICH SCHONES HOLZ</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Accoya®-Holz ist für Insekten und Mikroorganismen unverdaulich und dadurch zersetzungsfest  &lt;br&gt; - Schutz vor holzzerstörenden Pilzen  &lt;br&gt; - Accoya®-Holz ist praktisch faulnissbeständig</td>
<td>- Gleichbleibende und messbare Qualität von der Oberfläche bis zum Kern  &lt;br&gt; - Kein Bedarf an chemischen Konservierungsstoffen beim Schneiden oder Hobeln</td>
<td>- Durch die Bearbeitung wird die natürliche Schönheit des Holzes nicht beeinträchtigt</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>AUS NACHHALTIGER FORSTWIRTSCHAFT</th>
<th>DAUERHAFTERE FESTIGKEIT UND HÄRTE</th>
<th>UNGIFTIG UND RECYCELBAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Accoya®-Holz stammt aus nachhaltiger Forstwirtschaft und kann FSC-, PEFC- und andere regionale Zertifizierungen vorweisen  &lt;br&gt; - Natürlich nachwachsend</td>
<td>- Durch die Bearbeitung wird die Festigkeit des Holzes nicht beeinträchtigt  &lt;br&gt; - Die Härte wird sogar erhöht  &lt;br&gt; - Durch die im Vergleich zum Gewicht hohe Festigkeit eignet es sich besonders für anspruchsvolle Anwendungen</td>
<td>- Accoya®-Holz ist ungiftig und gefährdet die Umwelt daher nicht durch Giftstoffe, wie sie bei herkömmlicher Holzbehandlung entstehen  &lt;br&gt; - Accoya®-Holz ist bedenkenlos recycelbar</td>
</tr>
</tbody>
</table>
DISPLAYING THE ACCOYA® ICONS

When displaying the Accoya® icons on collateral, there are three key features which should always be pulled out and placed above the others. These are ‘Dimensionally Stable’, ‘Outstanding Durability’ and ‘Ideal for Coating’, and should always be displayed in that order.

The icons should always be consistent with the examples shown on the right, with the three highlighted icons placed in a ‘Dark grey’ box in white, and the remaining icons placed in Dark grey in a Light grey box with a white border.
TYPE & STRAPLINES
The typeface is an important element of the brand identity.

Neo Sans should be used consistently in all printed Accoya® communications unless otherwise specified and may be used by third parties.

The use of these weights is as follows:

- Neo Sans Light is to be used only for headlines and should always be in Upper case
- Neo Sans Regular is for all other copy which is Sentence case
- Ensure legibility on colours / imagery at all times
- Special effects such as italic or underlines are not permitted

**PRINT TYPEFACE**

**NEO SANS LIGHT**

ABCDEFGHJKLMONPQRSTUVWXYZ 0123456789
abcdefghijklmnopqrstuvwxyz (."!?&*)

**NEO SANS REGULAR**

ABCDEFGHJKLMONPQRSTUVWXYZ 0123456789
abcdefghijklmnopqrstuvwxyz (."!?&*)

**Language translation typeface**

**NEO SANS PANEUROPEAN LIGHT**

ABCDEFGHJKLMONPQRSTUVWXYZ 0123456789
abcdefghijklmnopqrstuvwxyz (."!?&*)

**NEO SANS PANEUROPEAN REGULAR**

ABCDEFGHJKLMONPQRSTUVWXYZ 0123456789
abcdefghijklmnopqrstuvwxyz (."!?&*)
The typeface is an important element of the brand identity.

Neo Sans should be used consistently in all Accoya® communications unless otherwise specified and may be used by third parties.

The use of these weights is as follows:

- Neo Sans Light is to be used only for headlines and should always be in Upper case
- Neo Sans Regular is for all other copy which is Sentence case
- Ensure legibility on colours / imagery at all times
- Special effects such as italic or underlines are not permitted
- The typeface Arial is used for live text on emallers when Neo Sans is not available for such a purpose
THE TYPOGRAPHY

All headings on the Accoya® collateral are upper case and have a 0.5pt stroked line coming from it. This line can be from the top left or bottom right edge. The line should always appear at 28° angle approximately half the distance of the closest character in the header.

In some circumstances the line doesn’t even need to bleed off the page, this is up to the discretion of the designer.
Here are a couple of examples of Accoya® typography from header, intro para & body copy.

Leaflet

Accoya® wood is produced from sustainably sourced, fast growing wood and manufactured using Accsys' proprietary patented modification process from surface to core.

A SUMMARY OF ACCOYA® WOOD

Accoya® wood is produced from sustainably sourced, fast growing wood and manufactured using Accsys’ proprietary patented modification process from surface to core.

Leaflet

Example layouts

HEADLINE EXAMPLE

Intro para example, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore.

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

HEADLINE EXAMPLE

Intro para example dolor sit amet, consectetur adipisicing elit.

Body copy example dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

A SUMMARY OF ACCOYA® WOOD

Innovation in wood
Examples of Accoya® typography for use online.

**Website**

**Type sizes**

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>H2: LORUM IPSUM</td>
<td>60px, Neo San Light</td>
</tr>
<tr>
<td>H3: LORUM IPSUM</td>
<td>46px, Neo San Light</td>
</tr>
<tr>
<td>H4: LORUM IPSUM</td>
<td>30px, Neo San Light</td>
</tr>
<tr>
<td>H5: LORUM IPSUM</td>
<td>20px, Neo San Light</td>
</tr>
</tbody>
</table>

**Ed que nos dusapedis esequat doloriores dustiore aliquiatem as dolest et quotqui cusam verspero**

Bus, aditibus, sed et, consequi omniendae nest quia eum hil moluptat volupti stiberi tassequ asinven dicimpo ribus. Cab in est audiosit explatur sed quiaerum quam num, testem faceaript positi doluptat occaborum, et eosandae quam sandign itatur moditas perundem qui underorum ad molut aciessi que consequodis dolum iuris eum as evellorit ex exped ex etur?

Quist, occum vellect iorest, adi ventiur epraerate labor aliquid elique diate cus sequo quatibus this is an external text link

www.accoya.com
Primary strapline
This is our strapline, it’s simple and tells everyone exactly what Accoya® is. It should always be used as the main headline unless another is specified.

French
L’innovation au cœur du bois

Dutch
Innovatie in hout

German
Innovation in Holz

Innovation in wood

Neo Sans Regular, sentence case, no punctuation unless used as in the Primary position in which case should then be Neo Sans Light Upper case.

The strapline should appear in the corporate font Neo Sans Regular and primarily in Metallic Dark grey/Dark grey on a white background. They should appear in sentence case and with no punctuation. Ideally, Neo Sans Regular should be used, although care must be taken to ensure legibility at all times - particularly if reversing the text out of another colour.

Must be used at a minimum size of 6pt (12pt for web)
OTHER ELEMENTS
IMAGERY

Accsys holds a selection of images which are constantly updated and may only be used with prior written consent and in relation to the promotion of Accoya® wood.

Images owned by Accsys must always be credited to Accsys using: “© Accsys Technologies 2018 (or applicable date). Accsys Technologies is the trading name of Titan Wood Limited.”
WEBSITE

The Marketing Team may, upon written request, make elements of the website www.accoya.com available to third parties to enable them to promote Accoya® wood on their own websites to optimum effect.

Accsys will make available for distributors and customers an Accoya® website to help improve the consistency of Accoya® marketing throughout the world.

Third parties may, with written permission from Accsys Technologies:

**YES**

- Promote the Accoya® wood brand under the umbrella of their own website, e.g. http://www.xyzwood.com/accoya/

- Promote the Accoya® wood brand under a separate website where the URL leads with their company name, e.g. www.xyzwood-accoya.com (or relevant country codes)

- The home page of any website promoting Accoya® wood must feature a reference to the ownership of the Accoya® wood trademarks, i.e. Accoya® and the Trimarque Device are registered trademarks owned by Titan Wood Limited and may not be reproduced without written permission.

**NO**

- Must not use www.accoya + a country code (e.g. www.accoya.co.uk, www.accoya.hk, www.accoya.nl, www.accoya.cl) for the promotion of the Accoya® wood brand.

- Must not use product websites such as www.accoyawindows.co.uk, www.accoyadecking.co.uk and www.accoya.co.uk or www.accoyawood.com for the promotion of their companies and or Accoya® products

- The promotion of Accoya® wood on all third party websites must conform to these Brand Guidelines and Accsys Technologies reserves the right to request the removal of any site or pages of a site that do not meet these requirements.
SOCIAL MEDIA HANDLES

This page contains guidelines for the use of the Accoya® social media handles.

Third parties, such as distributors, are not to create dual branded social accounts or link themselves with an Accoya® account.

@accoyawood is the main social account handle for the Accoya® brand. Activity posted by this handle should only be done so by an authorised team member within the marketing team.

The Accoya® social handle should be used as part of a sign off, and should follow after the company contact details and alongside the social icons. Social icons should be equally spaced and the @accoyawood handle should be the same size as the web address.

Accoya® sales employees are entitled to create a social account linking their name to the Accoya® brand only for professional purposes to aid their role. For example, @accoyamike can be used by an employee called Mike to assist his sales activity in the promotion of the Accoya® brand.

Please see example to the right showing correct hierarchy and usage.

If unclear, please check with the Accsys marketing team by contacting marketing@accoya.com

Accoya® Marketing Team
Accsys
Brettenham House
19 Lancaster Place
London
WC2E 7EN

T. +44 (0) 207 4214300
F. +44 (0) 207 2408534
marketing@accoya.com
www.accoya.com
Accsys marketing proactively targets architects and manufacturers around the world to promote the Accoya® brand including the features and benefits.

There are a range of emails to promote the benefits and product solutions, which can be co-branded.

If you wish to use these emails for your own communication purposes please contact marketing@accoya.com
MADE WITH

This is the ‘Made With’ logo, to be used only following written approval from Accsys. The Marketing Team recognises that each situation is different and that flexibility may be required for its use. We are more than happy to assist with marketing ideas and can be contacted at marketing@accoya.com

The ‘Made With’ logo should be used when a generic brand has been created and the final external exposed product is manufactured out of Accoya® (such as face laminated window scantlings).

The ‘Made With’ logo can be used for joinery, cladding, decking and other exterior applications. The ‘Made With’ logo should be prominently positioned in the marketing communications. Accsys Technologies marketing will approve the use of the ‘Made With’ logo.

Example use

Clearance

20mm / 76px

Minimum size

Place along base edge either on the left or right.

Not to be placed near headers.
IDEAL FOR USE WITH

This is the ‘Ideal For Use With’ logo, to be used only following written approval from Accsys. The Marketing Team recognises that each situation is different and that flexibility may be required for its use. We are more than happy to assist with marketing ideas and can be contacted at marketing@acooya.com.

The ‘Ideal For Use With’ logo should only be used with partner brands that have been officially certified and tested for use in conjunction with products manufactured out of Accoya® (such as adhesives, coatings and fixings suppliers).

The ‘Ideal For Use With’ logo can be used for joinery, cladding, decking and other exterior applications. The ‘Ideal For Use With’ logo should be prominently positioned in the marketing communications. Accsys Technologies marketing will approve the use of the ‘Ideal For Use With’ logo.

Clearance

Example use

Place along base edge either on the left or right.

YES

Not to be placed near headers.

NO
The following page contains guidelines for the use of the Accoya® logo alongside a licensee brand. The Marketing Team recognises that each situation is different and that flexibility may be required. We are more than happy to assist and can be contacted at marketing@accoya.com

For Accoya guidelines with Solvay license brand please contact: accoya.sales@solvay.com
AFFILIATE MARKS

The Accoya® affiliate marks below have been developed for use by approved merchants, joineries and manufacturers of specialised Accoya® wood products. They are a stamp of endorsement and may only be used with written permission from marketing@accoya.com

These logos are designed so that their proportions allow all Affiliate titles to be the same size without their length affecting this, therefore both the size of the Affiliate title and the dark grey area underneath the Accoya tab must remain the same size and not be changed.

In the event that the Dark grey space is required to hold a title that is larger than the space allows for, for example when translating into other languages, the font size must be decreased - the grey box must remain the same. Such additions or translations must be approved by marketing@accoya.com
As the guardians of the Accoya® brand and Accoya® marketing, we are more than happy to answer any queries relating to design, layout, logo, typeface, images, etc. Please contact the Marketing Team directly.

Accoya® Marketing Team
Accsys
Brettenham House
19 Lancaster Place
London
WC2E 7EN

T. +44 (0) 207 4214300
F. +44 (0) 207 2408534

marketing@accoya.com