

# LOBA On Top! Brand Book



**Loba**<sup>®</sup>  
On Top!



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# Welcome to the Orange Brand





# Who we are ...



For some, LOBA is a German family business with a long history and a great future. For others, LOBA is home to around 100 flooring fans who share their passion for quality and innovation with like-minded people all

over the world. The great thing is: they're all correct. Welcome to LOBA – your partner for surface finishing and care.

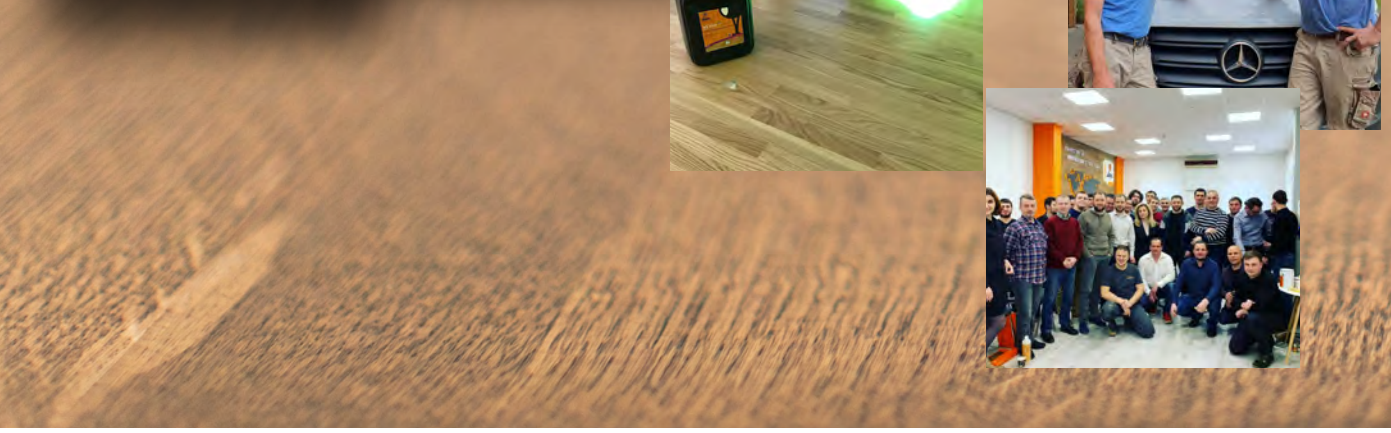
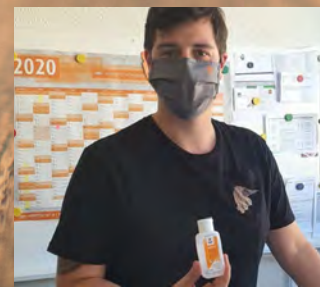
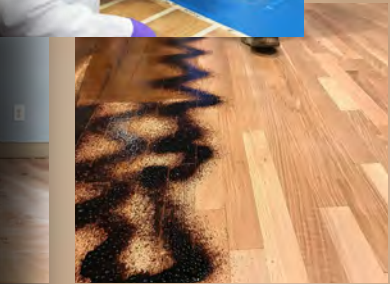


# ... and what we do



LOBA loves beautiful floors. For 100 years, we have been dedicated to the design, finishing and care of surfaces made of wood, cork and elastic and mineral coverings. Technical excellence, personal commitment and outstanding service make us a leading manufacturer of sealing and care systems - and a fair and reliable partner for craftsmen and retailers in Germany and around the world.









## Where we are at home.

LOBA's heart beats in one of Europe's leading economic regions. All our products are produced exclusively in our plant in Ditzingen near Stuttgart, in the vicinity of numerous global corporations and hidden champions. "Quality Made in Germany since 1922" is not just a slogan, but part of our self-image.



## Our philosophy: On Top!



Our claim is to be the preferred partner for processing professionals all around the world.

We live up to this claim through our wide-ranging product portfolio, a continuous improvement process and unique services. Always being "On Top!" is the maxim of our actions.



## Sustainability



LOBA attaches the highest value to user-friendly, safe and sustainable products. Out of responsibility towards people and nature, we have long focused on the development of environmentally compatible, solvent-free systems that consist of natural raw materials – for a living environment that makes you feel good.



## LOBA stands for:



### **Passionate commitment**

Giving the best, day after day, in all areas.  
We go the extra mile for our customers!



### **Technical excellence**

We are passionate about innovation and communicate our application expertise with enthusiasm.



### **Outstanding service**

As a reliable partner, we put our heart and soul into taking care of the needs of our customers and partners.



# The raven has had a long life: the history of our company

## 1922\*



### 1922

#### // Foundations

Dr. Max Fischer and Wilhelm Hornung found the "Vereinigte Wachswarenfabriken AG Hornung und Dr. Fischer" in Ditzingen near Stuttgart on 13.04.1922. Products include floor stains, ski wax and household candles.

### 1959

#### // Pioneering work

LOBA launches the world's first composite thermal insulation system on the market under the Dryvit® brand. A significant contribution to energy saving.

### 1971

#### // Change of name

The company is renamed "LOBA-HOLMENKOL-CHEMIE Dr. Fischer und Dr. Weinmann KG".

### 1991

#### // New leadership

Michael Fischer, son of the company founder Dr. Max Fischer, takes over the management. LOBA continues to focus on maintaining the value of parquet, wood and cork floors.

### 1998 – today

#### // Expansion

Foundation of the first foreign subsidiary in Poland. Further international Actions follow.

### 2002

#### // Concentration

Spin-off of the Holmenkol business unit into HOLMENKOL Sport-Technologies GmbH & Co. KG.

### 2015

#### // New logistics and training centre

Opening of the new logistics and training centre.

### 2018

#### // LOBA becomes part of the ARDEX Group

Wakol is the majority shareholder in LOBA. Michael Fischer remains Managing Partner.



### 2006

#### // Partnership with Wakol

As part of a successful cooperation, Wakol becomes a minority shareholder in LOBA.

**WAKOL**  
Anspruch verbindet

### Today

#### // Global expertise

In over 60 countries, LOBA is an expert partner for the finishing and care of surfaces. Systems for resilient floors and mineral substrates extend the range.



## A strong family

Since 2018, LOBA has been majority-owned by Wakol GmbH, an internationally successful manufacturer of installation materials, industrial adhesives and sealing compounds. Since the family-owned company Wakol has been majority-owned by the ARDEX Group since 2015, LOBA is also part of the international alliance of the ARDEX Group, which is one of the world market leaders in high-quality specialist construction chemicals.

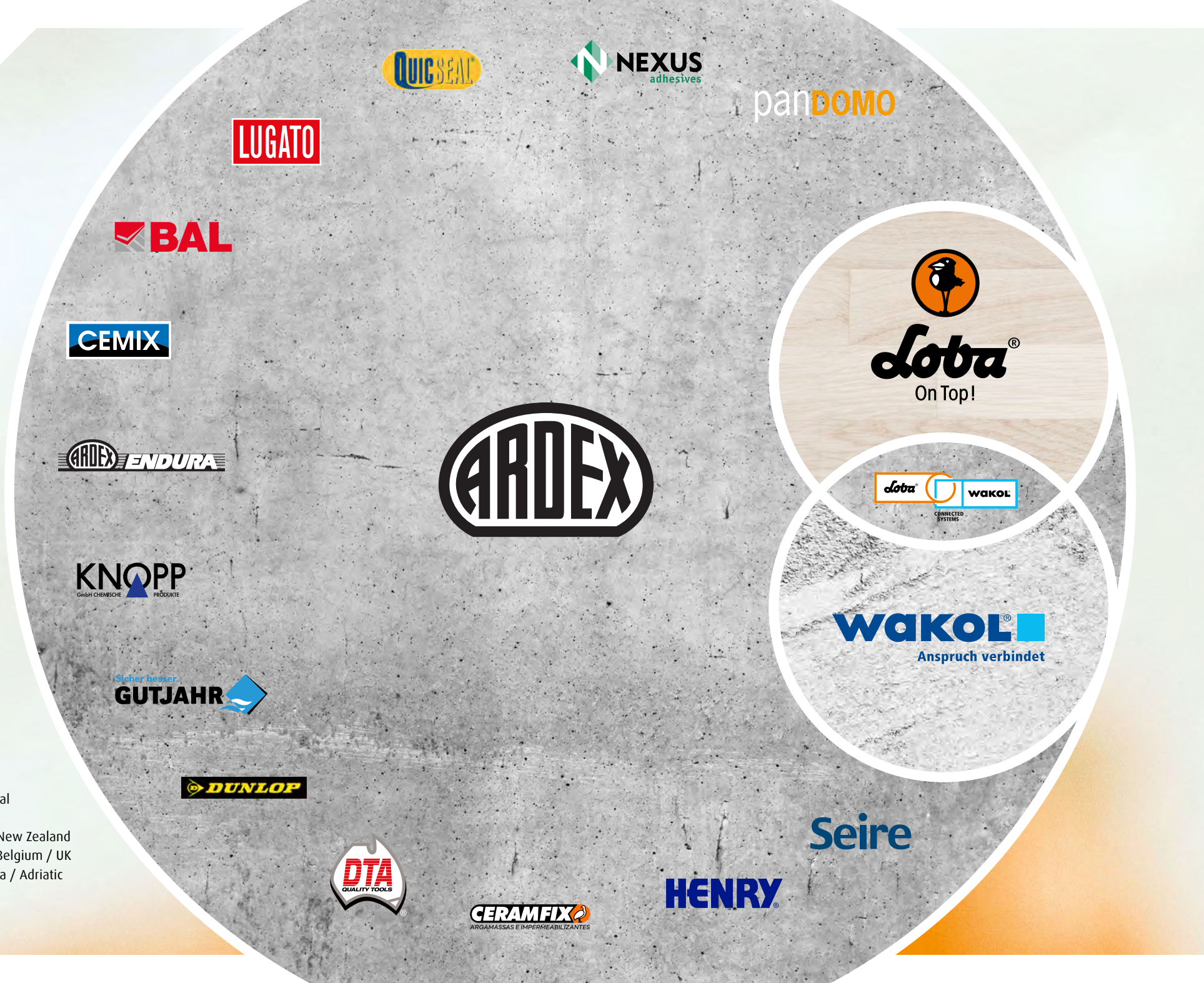
LOBA also owns subsidiaries in Brazil and China, as well as joint ventures with Wakol in Poland and North America.

### Intercompany partners

LOBA-Wakol LLC, North America  
 LOBA-Wakol do Brasil, Brazil  
 LOBA-Wakol Polska, Poland  
 LOBA Trading Shanghai, China  
 Wakol GmbH, Austria  
 Wakol Adhesa, Switzerland  
 Wakol Foreco, Italy  
 ARDEX Ireland, Ireland  
 ARDEX Cemento, Spain  
 ARDEX SEA, South East Asia

### International partners

OOO LAKILINK, Russia  
 Zimbo's Trading, South Africa  
 Inversiones MAC, Chile  
 Amorim Cork Flooring, Portugal  
 SC Executiv Trading, Portugal  
 LOBA Australasia, Australia / New Zealand  
 Lecol Chemie, Netherlands / Belgium / UK  
 LOBA Scandinavia, Scandinavia / Adriatic





## Produced in Germany. Made for the world.

LOBA is proud to be known as a reliable partner all over the world for the craft and trade sector. Today, our products are processed in over 60 countries under the most various conditions with the most diverse application techniques.

The international exchange of experience helps us to track down

trends and develop our portfolio of products. Whether in Germany, in Europe or in the rest of the world: we cater to the needs of our business partners on every market, offer individual service and build long-term relationships. Not only us but especially our Partners benefit from this.





# Values and culture





## Our mission



**We inspire our customers with the best products and services around the finishing, care and maintenance of surfaces.**



## Our brand core





# We are committed to ensuring our customers' success!

With heart and soul we take care of their needs and are a reliable partner. Our customers' success with LOBA is our aspiration.





# We offer our customers technical excellence!

Established in Germany for almost 100 years, we have the highest standards of quality and sustainability worldwide. Our knowledge of application technology ensures our customers get excellent results with their projects.





# Our customers feel it: orange is our passion!

Our daily actions are full of passion and commitment. We are committed to providing the best products – products that are safe, easy to use and environmentally friendly. For our customers, we go the extra mile!





## Our brand core





## How we practise CARE

- Our customers' needs are the focus of what we do
- The success of our customers forms the basis for our sales success
- We are here for our customers on every level, with superlative reliability
- The aim of every contact is to build a long-term relationship based on partnership

**Service wins the game!**

## How we practise COMPETENCE

- Experts in the field versus salespeople with white collars
- Professional advice for our customers is our daily aspiration
- Our sales force consists of trained professionals who meet the processor and trader on an equal basis
- The transfer of application technology expertise ensures the successful processing of our products
- We are convinced of the success of regular training courses and training programmes

**Expertise creates trust!**

## How we practise COMMITMENT

- Go the extra mile!
- Every day we go about our work with a high level of commitment and enthusiasm
- With the last 5%, we're setting ourselves apart from our competition
- Constant improvement is our aspiration

**"On Top!" is not only our claim,  
it is part of our company's DNA!**





# Product range

©3H1/15/50/13  
D/BAM 11329-E-E



**WS EasyFinish**  
HALBMATT | SEMI-GLOSS

Identified as Woodlock  
to solve woodlocking  
problems. Component based for wooden floors.  
No floor wax.



5l



**OptiPr**

5l



# Product families

Our product families: LOBADUR, LOBASOL, LOBACARE, LOBASAND, LOBATOOL and LOBAHOME offer selected products with the highest quality for all needs of our customers.

## LOBASAND

Abrasives and pads in premium quality.



## LOBACARE

Care and cleaning products for professional use.



## LOBADUR

Environmentally friendly waterborne all-rounders.



## LOBACOATING

Industrial systems. Natural surfaces – easy to produce.

## LOBATOOL

Tools and accessories – for professionals only the best!



## LOBASOL

Natural oils and waxes. Nothing Beats Natural Beauty.







# STYLE GUIDE

Updated July 2021



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## LOBA basics



**Dax**





## LOBA basics – new logo – since september 2019

The LOBA logo underwent a slight redesign in 2019.

**Check your logo inventory and please only use the new logos from 2019.**

What has changed:

The raven has more headroom.

The "b" was closed.

The dot is omitted.

The exclamation mark has been optimised: the distance between the line and point is enlarged to be visible even at the smallest display size.

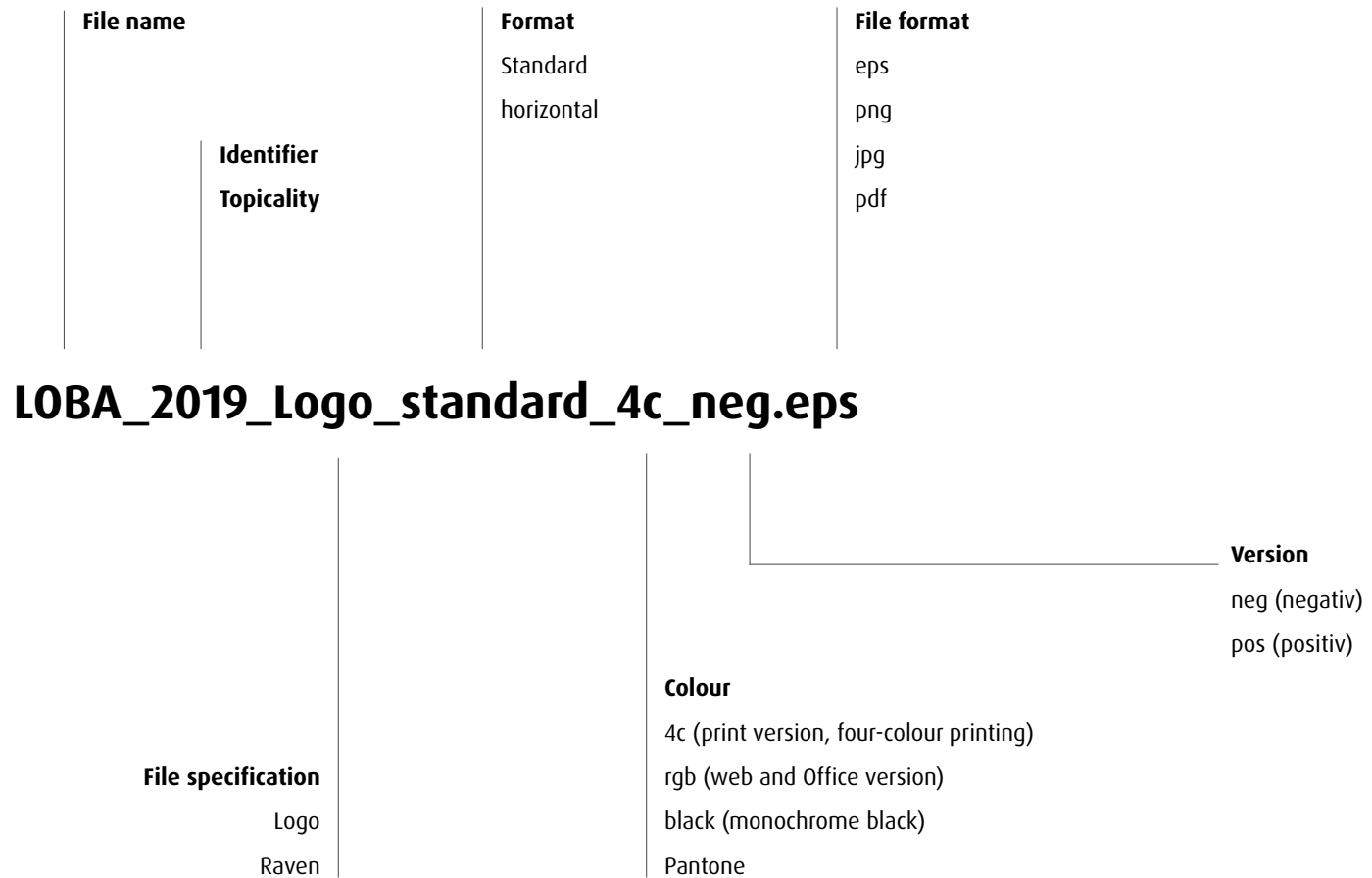




## LOBA basics – logo database

The logo designation follows its own logic,  
see explanation.

**All logos are available in the designation given.**





## LOBA basics – logo versions

The arrangement, proportions or colour of the logo must not be changed. The logo consists of three elements:

- The figurative mark with the raven in a circle
- The lettering with the company name
- On Top ! as a logo addition

### Primary logo

*LOBA\_2019\_Logo\_standard\_4c\_pos.eps*

### Secondary logo

Only used when the primary logo is not possible for reasons of space.

*LOBA\_2019\_Logo\_horizontal\_4c\_pos.eps*

All logos are below the specified name (written in italics) with protected space.



Primary logo



Secondary logo

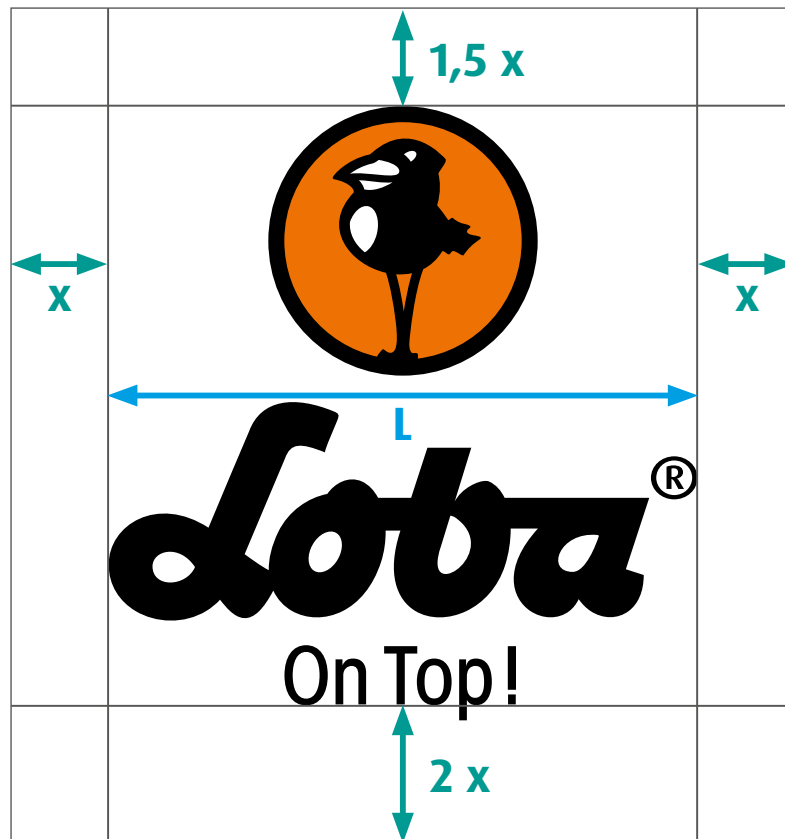
For embroidery, the logo is used without "On Top !" and "®" for technical production reasons



## LOBA basics – logo protected space

The logos have a defined protected space that must be adhered to everywhere.

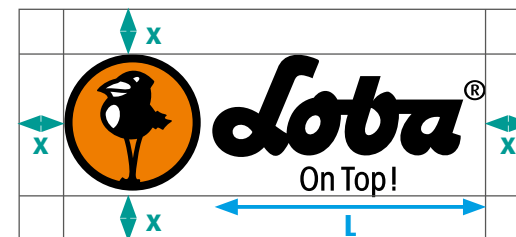
The protected space must generally be kept clear and must not be interrupted by images, texts, design, edges or similar.



The protected space is constructed from the value **X**.

LOBA length **L** divided by 8 = value **X**.

$$L/8 = X$$





## LOBA basics – logo tag

The defined protected space can also be coloured white and then used as a LOBA tag.

This logo tag is mainly used when the logo is placed on images to ensure better differentiation.

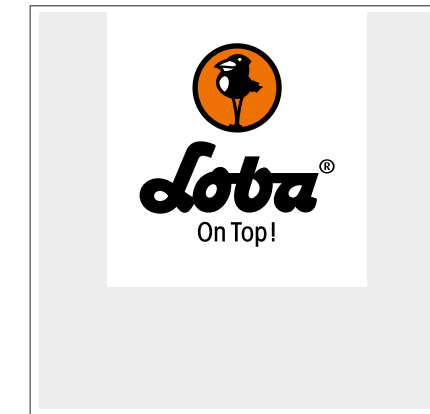
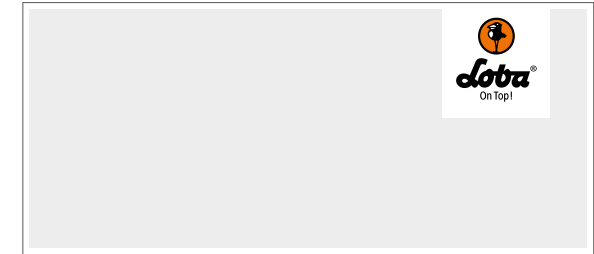
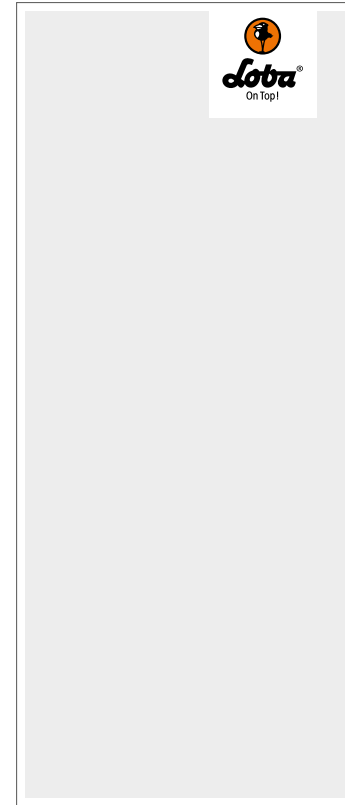
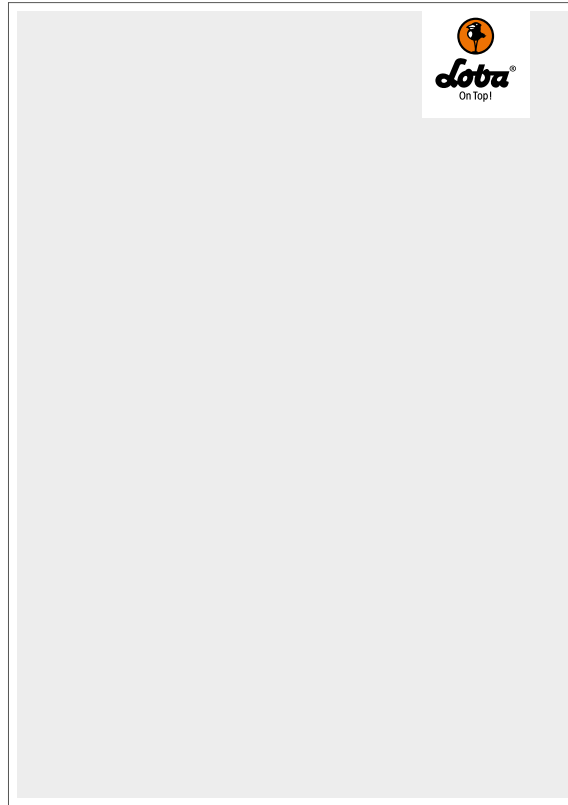




## LOBA basics – logo tag placement

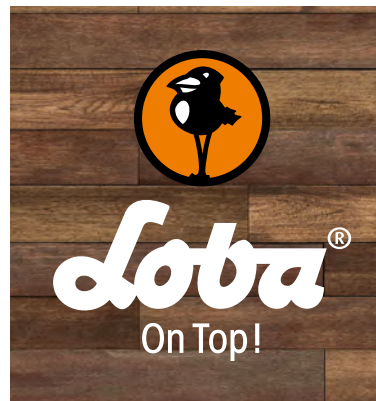
The LOBA tag is always used in the top right-hand corner of print products. You can find out about the special sizes and spacing in print media from page 62 onwards.

If the format is too small for a right-heavy arrangement, the LOBA tag is placed in the middle.





## LOBA basics – logo usage options



The version on an orange background may only be used for advertising materials. It is not allowed in print media.

## LOBA basics – logo colour variants

### Negative implementation 2C /4C

On a dark background, the logo can also be used in a negative colour version.

*LOBA\_2019\_Logo\_standard\_4c\_neg.eps*

*LOBA\_2019\_Logo\_horizontal\_4c\_neg.eps*

### Black and white implementation 1C

Only used if the logo can only be used as a 1C version.

*LOBA\_2019\_Logo\_standard\_sw\_pos.eps*

*LOBA\_2019\_Logo\_horizontal\_sw\_pos.eps*

### Negative implementation 1C

Only used if the logo can only be used as a 1C version.

*LOBA\_2019\_Logo\_standard\_sw\_neg.eps*

*LOBA\_2019\_Logo\_horizontal\_sw\_neg.eps*

**Essentially, always make sure that the logo is clearly visible.**



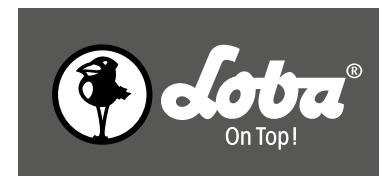
Negative implementation 2C / 4C



Black and white implementation 1C



Negative implementation 1C





## LOBA basics – raven in the circle

For certain purposes, the raven can be set without lettering in the circle. However, the raven in the circle must not be changed. The circle can be cut slightly, but it must be clearly recognisable as a circle.

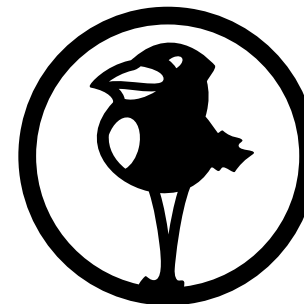
Care must be taken to ensure that "LOBA" is clearly recognisable as the sender. The raven must not be used in isolation without a circle.

A summary of the of possible uses can be found on the next page.

*LOBA\_2019\_Logo\_Rabe\_4c\_pos.eps LOBA\_2019\_Logo\_Rabe\_sw\_pos.eps*



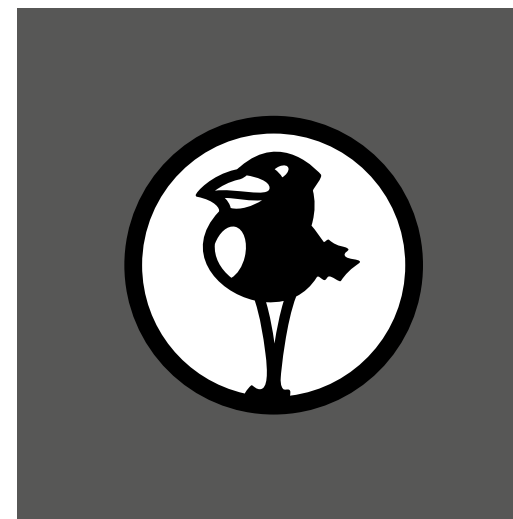
Colour implementation 4C



Black and white implementation 1C



Colour implementation 4C



Black and white implementation 2C

## LOBA basics – raven in the circle – best practice



**WIR SEHEN UNS!**

**PERSÖNLICHE  
EINLADUNG ZUR  
DOMOTEX**  
10.-13. Januar 2020 | Hannover

Besuchen Sie uns in Halle 13, Stand C12 und laden Sie dazu hier Ihre persönliche Eintrittskarte herunter:  
<https://www.domotex.de/ticketregistrierung?PaVvF>



LOBA – Ihr Partner für die Veredelung und Pflege von Oberflächen



**BLEIBT GESUND  
#LOBAONTOP**

Wir freuen uns sehr, dass der schnelle Handreiniger für zuhause und unterwegs nun abgefüllt und ab sofort verfügbar ist!





## LOBA basics – fonts

FF Dax is a sans serif, humanist typeface. It has pleasantly soft shapes and appears very clear and reduced.

In order to maintain a uniform typeface, only Dax Pro is used. This font is both Mac and PC compatible and can be used for almost all common languages except Chinese.

For Office applications, a substitute font is used – Segoe UI. The substitute font for Chinese is Microsoft Jengh Hei.

The use of font styles in different print media is explained in the section covering this topic.

Basically, notation with upper/lower case letters is preferred.

However, short headlines, intermediate headlines and highlights can also be set with capital letters. Care should be taken to ensure good legibility.

DAX PRO MEDIUM  
**Dax Pro Bold**  
Dax Pro Regular  
Dax Pro Light

Dax Pro Cond Medium  
**DAX PRO COND BOLD**  
Dax Pro Cond Regular  
Dax Pro Cond Light

**Recommended substitute font for Office applications**

**Segoe UI BOLD**  
Segoe UI REGULAR

## LOBA basics – colours

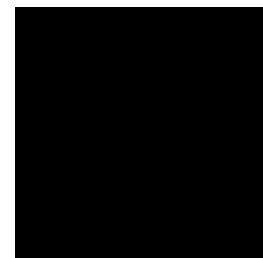
Print media are usually printed in CMYK. The special colour LOBA-Orange is mainly used for advertising material.

### PRIMARY COLOURS

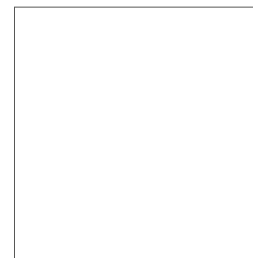


LOBA Orange

(Transparencies opacity = 45%)



Black (Text)



White (background)






### SECONDARY COLOURS



Dark grey



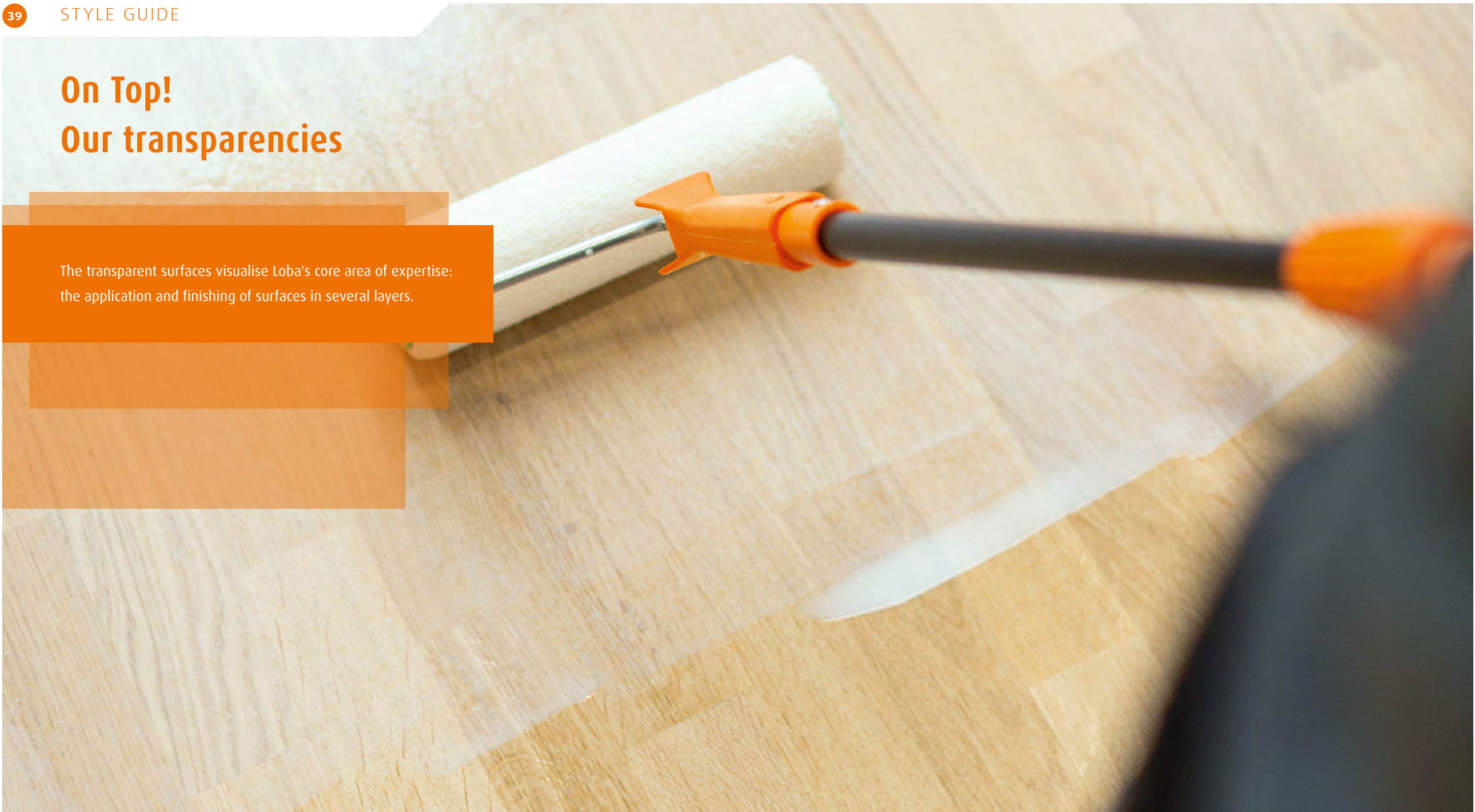
Light grey

		CMYK	RGB	HEX	Pantone	RAL
	LOBA-Orange	0/65/100/0	238/113/0	#ee7100	158C	2011
	Black	0/0/0/100	26/26/24	#1a1a18	-	-
	White	0/0/0/0	255/255/255	#ffffff	-	-
	Light grey	0/0/0/15	227/227/227	#e3e3e3	-	-
	Dark grey	0/0/0/80	87/86/86	#575656	-	-



## On Top! Our transparencies

The transparent surfaces visualise Loba's core area of expertise: the application and finishing of surfaces in several layers.



## LOBA basics – transparencies

### On Top!

The transparent surfaces visualise Loba's core area of expertise: the application and finishing of surfaces in several layers.

The arrangement of the transparencies is variable in terms of height, width and placement. It is based on the format, background image and appearance. It must not look cluttered.

### Solid surface

100% LOBA-Orange.

The orange solid always starts at an outer edge (left/right). Text may only be set, and kept as short as possible, in this solid area.

### Transparent surfaces

Opacity = 45 % LOBA-Orange.

Alternatively, a surface with up to 60 % opacity can be used if higher colour coverage is required.

If possible, three transparent surfaces should be used.

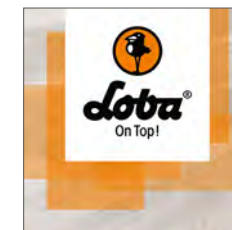
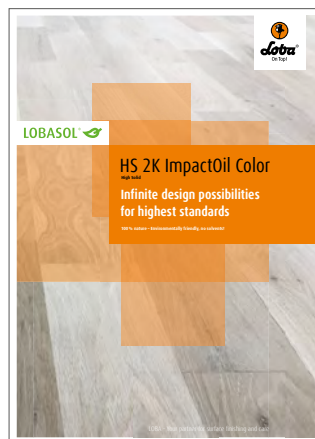
Basically, between two and five transparent surfaces can be used. These surfaces should overlap. They can also start at an outer edge, but do not have to.



A homogeneous image of the transparent surfaces results when given lines are searched for – see magenta lines.



# LOBA basics – transparencies – practical examples











## LOBA claim

The claim is used on print media such as catalogues, flyers, etc. It is always associated with the Loba logo.

The exact placement in the individual print media can be found from page 61 onwards.

The claim is translated into the respective national language and is available translated for all languages.

# Your partner for surface finishing and care

-  Ihr Partner für die Veredelung und Pflege von Oberflächen
-  Your partner for surface finishing and care
-  Votre partenaire pour la finition et l'entretien de surfaces
-  Twój partner w uszlachetnianiu i pielęgnacji powierzchni
-  Il vostro partner per la lavorazione e il trattamento delle superfici
-  Ваш партнер по обработке и уходу за поверхностью полов
-  您的表面处理和保养合作伙伴
-  Seu parceiro para acabamentos e conservação de superfícies



## LOBA product naming system

Example of product naming system for individual products

Manufacturer

Product name

Variant

semi-matt, matt, glossy, transparent...



Product family

LOBADUR® 

LOBASOL® 

LOBACARE® 

LOBASAND® 

LOBATOOL® 

## LOBA product naming system – product families

Example of product naming system for product families



\*A product line is defined by the fact that products (even from different families) serve a specific purpose or USP other than the finishing of wood surfaces.

Deck line = outdoor area

Factory line = Levelling compounds

Easy line = Particularly easy processing / matched to each other



## LOBA product families – logos

The LOBA product families always stand on a white background. In pictures, a white box is placed around the product families for this purpose. For a uniform appearance, the box length is aligned with the longest version.

The product families can also be used without the icon at the end or only the icons can be used.

**LOBACARE®**   
Professional care and cleaning products

**LOBACURE**   
UV on site

**LOBADUR®**   
Water-based sealing systems

**LOBASOL®**   
Flooring oils and waxes

**LOBATOOL**   
Tools and accessories

**LOBACOATING**   
Industrial coatings

**LOBASAND**   
Sanding materials

**LOBACARE®**

**LOBACURE**

**LOBADUR®**

**LOBASOL®**

**LOBATOOL**

**LOBACOATING**

**LOBASAND**



**LOBACARE®** 

**LOBACURE** 

**LOBADUR®** 

**LOBASOL®** 

**LOBATOOL** 

**LOBACOATING** 








**LOBASAND** 

## LOBA product families – colours

Each product group is assigned to a colour.

This colour can also be used for differentiation in print media.

For the exact use of colours in print media, please refer to the section covering this topic.

		Pantone	CMYK	RGB	HEX
	LOBACURE	-	20/100/20/0	199/6/110	#c7066e
	LOBADUR	-	100/0/0/0	0/158/227	#009ee3
	LOBASOL	-	65/0/100/0	100/179/44	#64b32c
	LOBACARE	-	0/65/100/0	239/124/0	#ef7c00
	LOBATOOL	-	0/20/100/0	255/204/0	#ffcc00
	LOBASAND	-	0/10/30/50	155/143/120	#9b8f78
	LOBACOATING	-	60/100/0/0	131/29/129	#831d81



## LOBA product families – additional logos

Advanced Technology (A.T.) stands for the latest generation of LOBA products with revolutionary technologies, innovative raw materials and/or improved applications. In general, the coloured logo is to be used, but if this is not possible, such as on an orange background or when changing to black, the black/white logo is used.



Coloured



Black / white

## LOBA paper – printing specifics

### Catalogues

#### Cover printing

4/4-colour Euroscale + dispersion varnish  
matt/Euroscale+dispersion varnish matt

#### Inside section printing

4/4-colour Euroscale + dispersion varnish  
matt/Euroscale+dispersion varnish matt

#### Paper cover

Maximat Prime, picture printing paper,  
fine matt coated 250 gsm

#### Paper inside section

Maximat Prime, picture printing paper,  
fine matt coated 135 gsm

### Product flyers

#### Printing

4/4 colour Euroscale

#### Paper

Maximat Prime, silk matt fully coated  
wood-free white picture print 170 gsm

### Supplements

#### Printing

4/4 colour Euroscale

#### Paper

Maximat Prime, picture printing paper,  
matt coated, wood-free white, 170 gsm



## LOBA imagery

Loba's imagery is authentic – showing real people and real applications.

## LOBA imagery

We show authentic pictures of people who fit the corresponding theme. Such as apprentices, sustainability, image, etc.





## LOBA imagery – pictures of products in use

We show authentic processing steps and applications. Care should be taken to ensure that the product or application is the main focus. People are not recognisable as individuals.





## LOBA imagery – reference images

Cleaner look. The focus is on the floor surface.

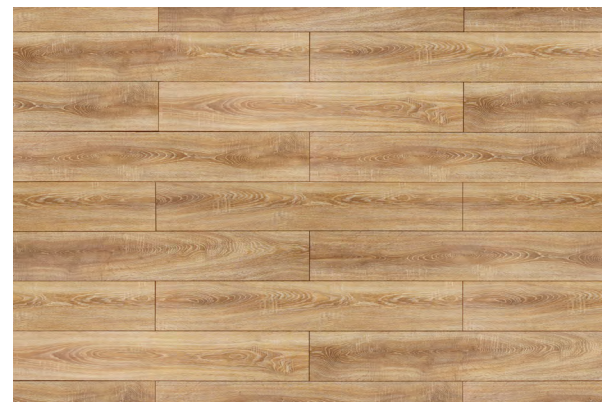
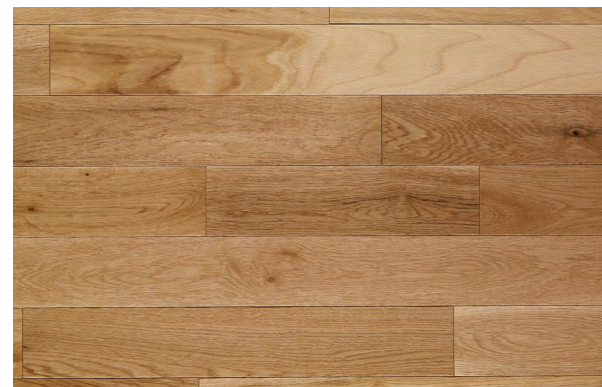
- No people
- Rooms that are not too crowded
- Serious, professional appearance





## LOBA imagery – wooden backgrounds in general

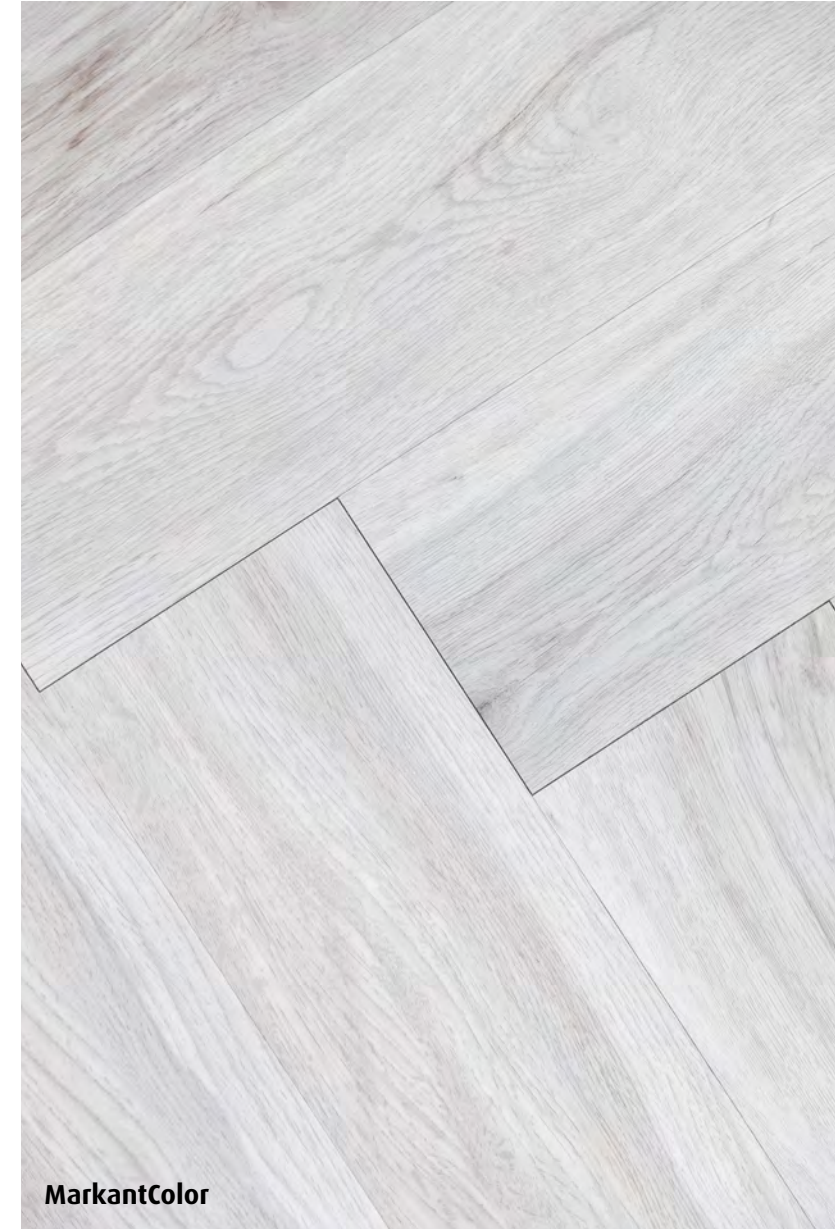
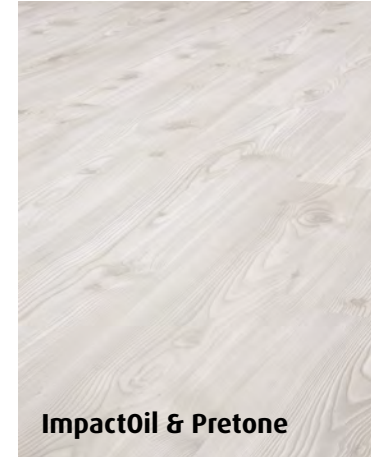
Wooden backgrounds can be used as backgrounds.





## LOBA imagery – wooden backgrounds for products

Wooden backgrounds can be used as background motifs in print media. The wooden backgrounds are clearly assigned to a product and preferably have a kind of light perspective.





## LOBA imagery – more pictures

Shows an authentic Loba world with real people and real locations. This world is not staged but rather is exactly as it is.



## LOBA imagery – product photography

The products are shown in relief, with shadows and almost isometric in perspective.

### Rectangular shapes

Rectangular shapes are slightly rotated. The angles to the horizontal should be approximately 40° and 10°.



Rectangular shapes



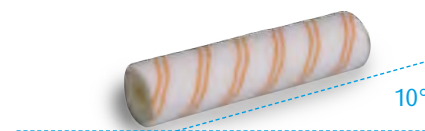
Round shapes

### Round shapes

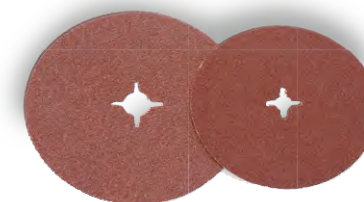
With round shapes, the object is shown front-on. The oval surface at the top should have an aspect ratio of approximately 3.5:1.

### Mixed shapes

With mixed shapes, the perspective representation is applied. A uniform angle of inclination of 10° should be maintained.



Mixed shapes



Front / top view

### Front / top view

In special cases, objects can also be displayed in a front view if this optimises their recognisability.



## LOBA imagery – product mock-ups

Mock-ups are already available for products.  
Here, the labels can be easily exchanged.



5 litres



1 gallon



1 gallon black



2,5 litres



750 ml



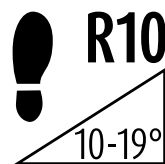
450 ml



100 ml

## LOBA imagery – certification icons

Only the "EC" seals are translated into the respective languages.



032-231-3155  
2K InvisibleProtect A.T



032-231-3154  
WS 2K Fusion



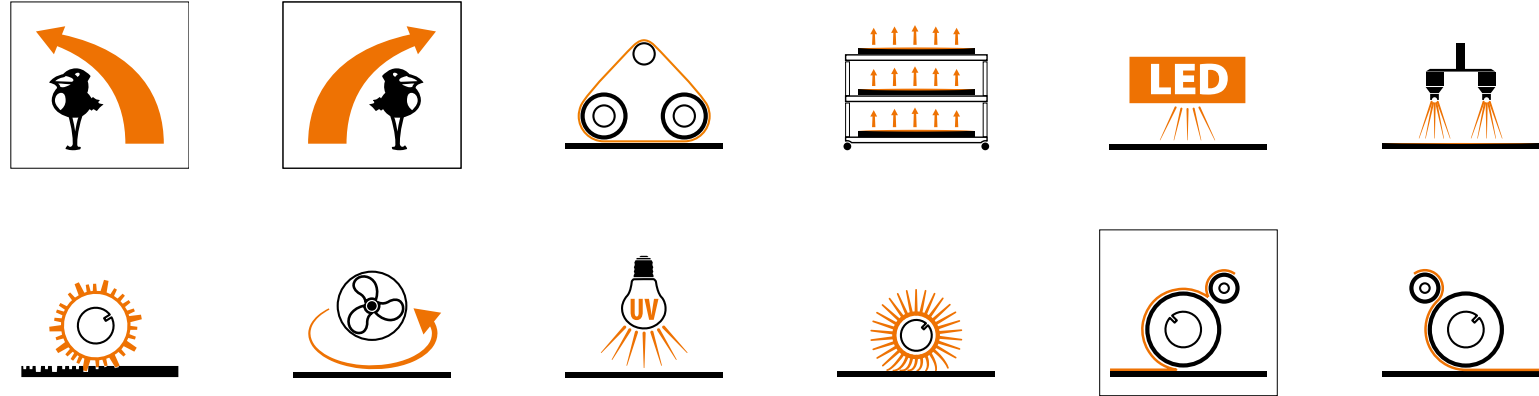
032-231-3153  
WS EasyFinish



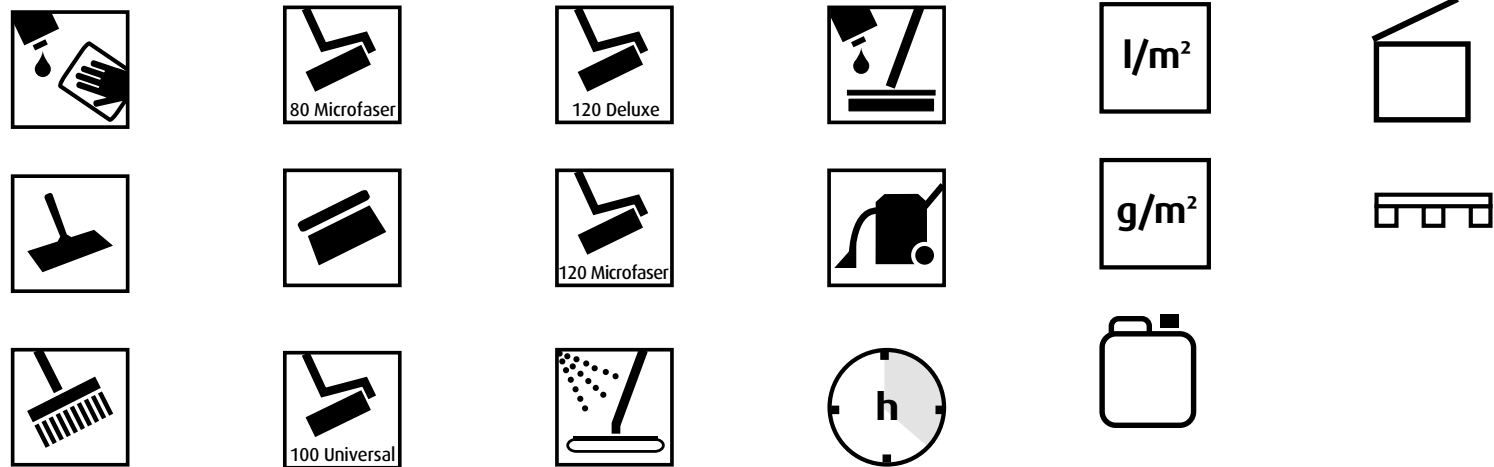
032-231-3150  
WS EasyPrime



## LOBA imagery – informative icons / product benefits



Icons for LOBACOATING



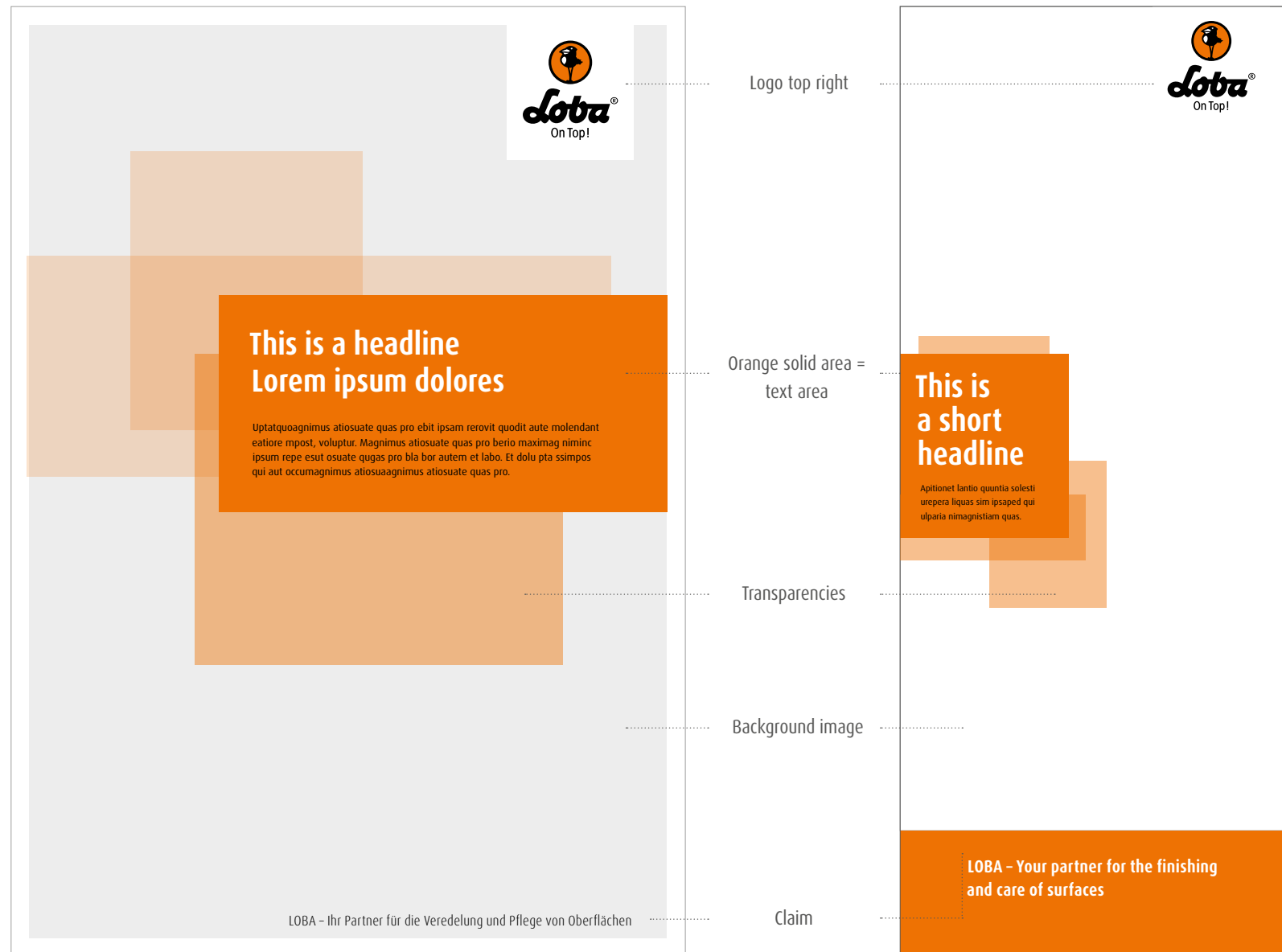
Icons catalogue

## LOBA design – layout principle

LOBA uses a simple layout principle surrounded by a white frame in most print media. It defines the design area, the size of which depends on the format in question. The specified sizes of the white frame are explained in the relevant print media. For more information, see page 61 onwards.

The logo tag is always placed in the top left-hand corner of the format and starts at the white frame.

The transparent surfaces serve as a design element and reflect the application of the products through their superimposition.





## LOBA design – flyer formats & size specifications

### DIN A4 (210 x 297 mm)

#### Indesign settings document grid

Start: 5 mm

Division every: 7.087 pt (2.5 mm)

Document grid horizontal / vertical:

Grid elements every: 5 mm

Sub-ranges: 2

#### White border and grid size

5 mm

#### Text sizes

(texts are aligned with the baseline grid)

**Product name:** Dax Pro Cond Regular – 40 pt

**Product category:** Dax Pro Bold – 9 pt

**Headline:** Dax Pro Cond Bold – 28 pt / LS 32 pt

**Copy text:** Dax Pro Regular – 9.25 pt / LS 13

**Claim:** Dax Pro Cond Light – 14 pt

#### Logo width

40 mm

Logo distance from right outer edge = 15 mm

Attached to the white frame

### DIN A5 (148 x 210 mm)

#### Indesign settings document grid

Start: 4 mm

Division every: 5.669 pt (2 mm)

Document grid horizontal / vertical:

Grid elements every: 4 mm

Sub-ranges: 2

#### White border and grid size

4 mm

#### Text sizes

(texts are aligned with the baseline grid)

**Product name:** Dax Pro Cond Regular – 29 pt

**Product category:** Dax Pro Bold – 8 pt

**Headline:** Dax Pro Cond Bold – 22 pt / LS 24 pt

**Copy text:** Dax Pro Regular – 8 pt / LS 11

**Claim:** Dax Pro Cond Light – 9.75 pt

#### Logo width

28 mm

Logo distance from right outer edge = 12 mm

Attached to the white frame

### DIN lang (ca. 105 x 210 mm)

#### Indesign settings document grid

Start: 4 mm

Division every: 5.669 pt (2 mm)

Document grid horizontal / vertical:

Grid elements every: 4 mm

#### White border and grid size

4 mm

#### Text sizes

(texts are aligned with the baseline grid)

**Product name:** Dax Pro Cond Regular – 25 pt

**Headline:** Dax Pro Cond Bold – 18 pt / LS 22 pt  
with little text 28 pt / LS 32 pt

**Copy text:** Dax Pro Regular – 8 pt / LS 11

**Claim:** Dax Pro Cond Light – 9.25 pt / LS 11

#### Logo width

28 mm

Logo distance from right outer edge = 12 mm

Attached to the white frame

InDesign templates are available for many of the following advertising materials.

Please contact your contact person at Loba Marketing.

### US letter (185,42 mm x 279,4 mm)

#### Indesign settings document grid

Start: 5.08 mm

Division every: 7.2 pt

Document grid horizontal / vertical:

Grid elements every: 5.08 mm

#### White border and grid size

5,08 mm

#### Text sizes

(texts are aligned with the baseline grid)

**Product name:** Dax Pro Cond Regular – 40 pt

**Product category:** Dax Pro Bold – 9 pt

**Headline:** Dax Pro Cond Bold – 28 pt / LS 32 pt

**Copy text:** Dax Pro Regular – 9.25 pt / LS 13

**Claim:** Dax Pro Cond Light – 14 pt

#### Logo width

40.66 mm

Logo distance from right outer edge = 15 mm

Attached to the white frame

## LOBA design – product flyers basic grid front DIN A4

No points are set at the end of the headlines.  
However, special characters are possible.

### Grids & spacing

The elements and distances are aligned with the grid. The magenta squares show the specified distances.

### Text colours

All texts are aligned with the baseline grid and are set in upper and lower case)

Product name: black

Product category: black

Headline: white

Copy text: black

All other specifications can be found on page 63.

**Product group** LOBADUR

**Transparencies**  
The transparencies are variable in size and number and depend on the orange solid and the background image.

**Picture motif**  
There is an option to integrate a further image.

**Product images**  
can be integrated as cutouts. However, only if the product is not visible in the background image.

**Product name**  
Produktname  
Hier steht die Kategorie zu der das Produkt gehört

**Headline**  
Hier steht eine kurze Überschrift

**Copy text**  
Esopndic non quarduct, sus plex, t am sequam re, conseintibus malect a voru  
mouitat, possori a mroctet aut a cendi plas an cingere ossam, saminis ut quictom  
ti, quate sunt eaque nis non re e adimla apenon, esepu, ante n amnis seces, saire  
eudie, epia outps dolum, es voradti velasorum quibus, cora no.

**Eye-catcher**  
Eye-catcher

**Background image**

**Logo**  
top right

**Orange solid area = text area**  
The size and placement of the orange solid area is variable and depends on the content. Text volumes should be kept to a minimum.

**Eye-catcher**  
Round & black with white typography.

**Background image**

**Claim**  
Can be set in white or black so that it is easy to read. Aligns to the right of the logo.

= 5 mm  
= 2,5 mm

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# LOBA design – product flyers basic grid back DIN A4

## Indesign settings document grid

As for the front (see previous page)

## Indesign settings margins and columns

Margins: 5 mm all around

On the back, however, the text area only starts at 10 mm all around.

## Text sizes

(All texts are aligned with the baseline grid)

**Headlines:** Dax Pro Cond Regular – 20 pt/LS 20

**Headlines in bold:** Dax Pro Cond Bold – 20 pt/LS 20

**Text bullet points:** Dax Pro Regular – 9 pt/LS 12

**Indents & spacing:** Distance afterwards 1.5

**Copy text:** Dax Pro Regular – 9.25 pt/LS 13

**Copy text bold:** Dax Pro Bold – 9.25 pt/LS 13

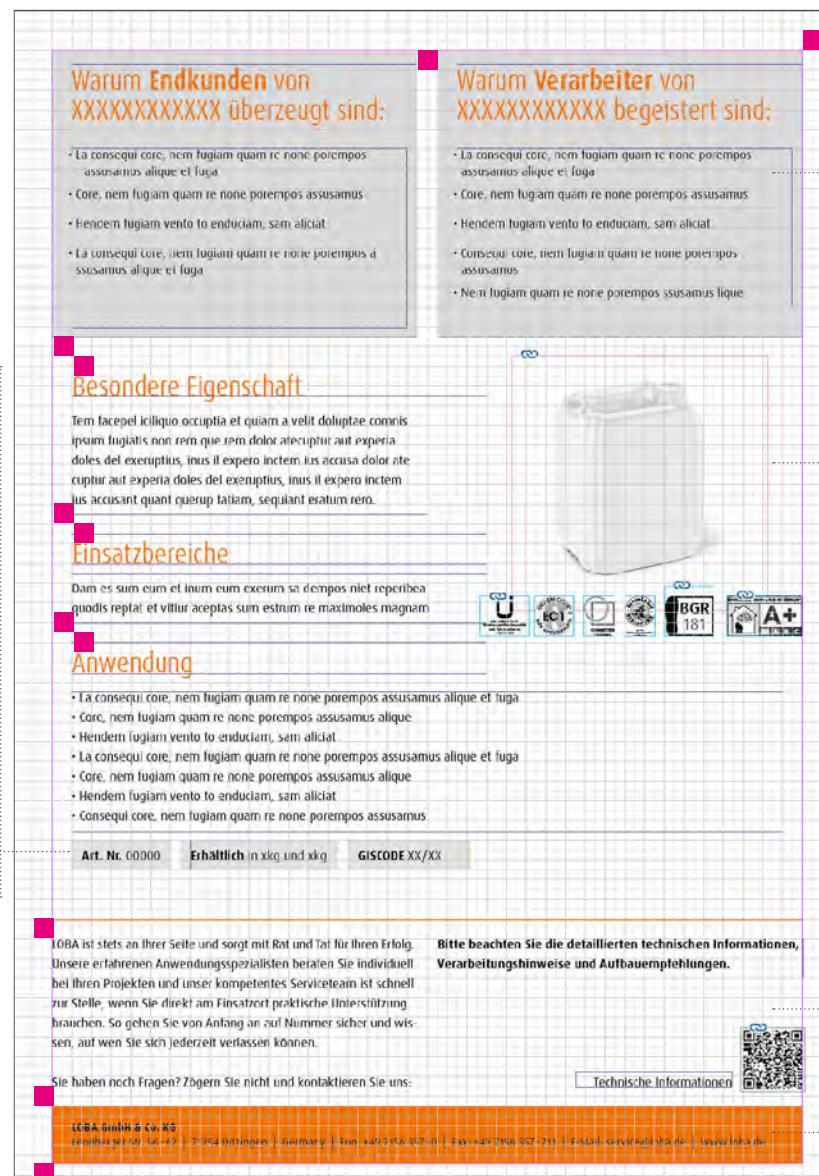
No points are set at the end of the headlines or intermediate headlines. However, special characters are possible.

## Grids & spacing

The elements and distances are aligned with the grid. The magenta squares show the specified distances.

**Text area**  
The arrangement of the texts, product images and certification logos is variable.  
A two-column version, aligned with the grey boxes, is also possible.

**Product information**  
15% black



■ = 5 mm

■ = 2,5 mm

**Info box**

15% black

**Product image**

**General additional information**

**General LOBA information**

**Address boilerplate**

The orange box is always 15 mm high.





## LOBA design – flyer DIN long basic grid front page

No points are set at the end of the headlines.  
However, special characters are possible.

### Grids & spacing

The elements and distances are aligned with the grid. The magenta squares show the specified distances.

### Text colours

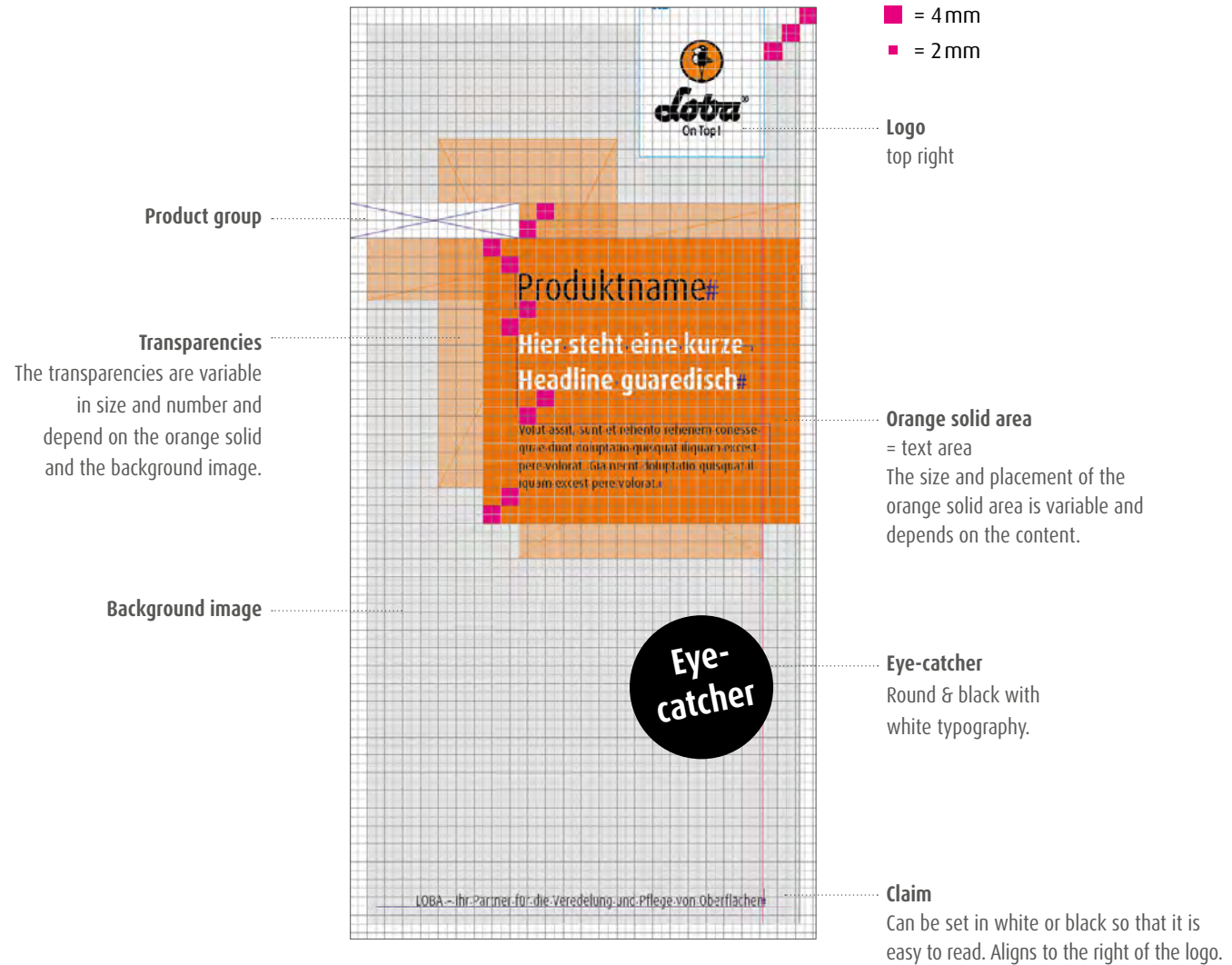
(All texts are aligned with the baseline grid and are set in upper and lower case)

Product name: black

Headline: white

Copy text: black

All other specifications can be found on page 66.



## LOBA design – flyer DIN long basic grid inside page

### Indesign settings document grid

See page 68.

### Indesign settings margins and columns

Margins: 4 mm all around

On the inside pages, however, the text area only starts at 8 mm all around.

### Text sizes

(All texts are aligned with the baseline grid)

**Intermediate headlines:** Dax Pro Cond Bold –18 pt/LS

21 pt with little text 28 pt/LS 31 pt

**Headlines orange:** Dax Pro Cond Bold –10 pt/LS 11 pt

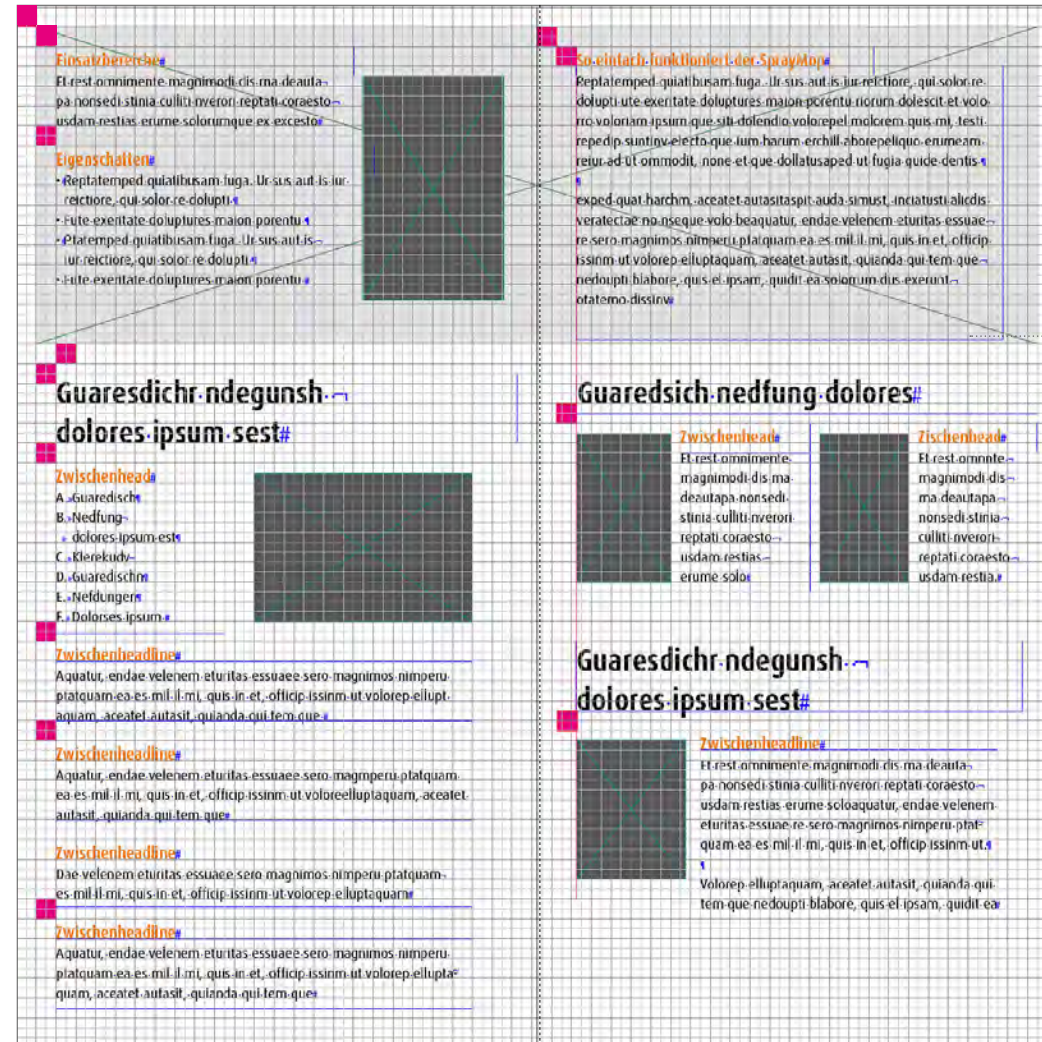
**Copy text:** Dax Pro Regular – 8 pt/LS 11

**Claim:** Dax Pro Cond Light – 9.25 pt/LS 11

No points are set at the end of the headlines or intermediate headlines. However, special characters are possible.

### Grids & spacing

The elements and distances are aligned with the grid.



■ = 4 mm

Grey areas can be used for demarcation / structuring.

15% black



## LOBA design – flyer DIN long basic grid back page

### Indesign settings document grid

See page 68.

### Indesign settings margins and columns

Margins: 4 mm all around

On the inside pages, however, the text area only starts at 8 mm all around.

### Text sizes

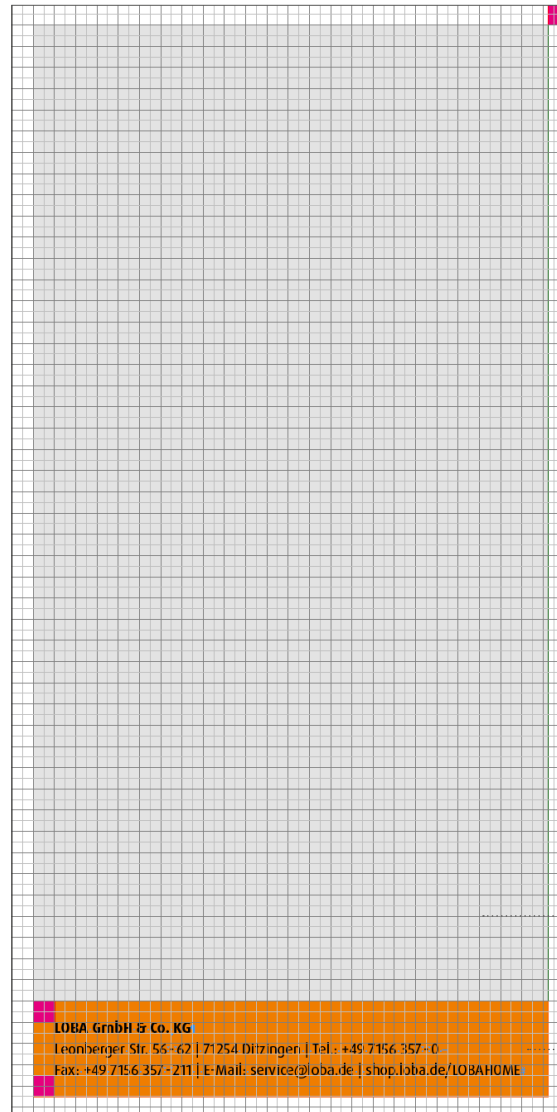
(All texts are aligned with the baseline grid)

**Address:** Dax Pro regular/bold – 8 pt/LS 11

No points are set at the end of the headlines or intermediate headlines. However, special characters are possible.

### Grids & spacing

The elements and distances are aligned with the grid.



■ = 4 mm

■ = 2 mm

### Transparencies

The transparencies are variable in size and number and depend on the orange solid and the background image.

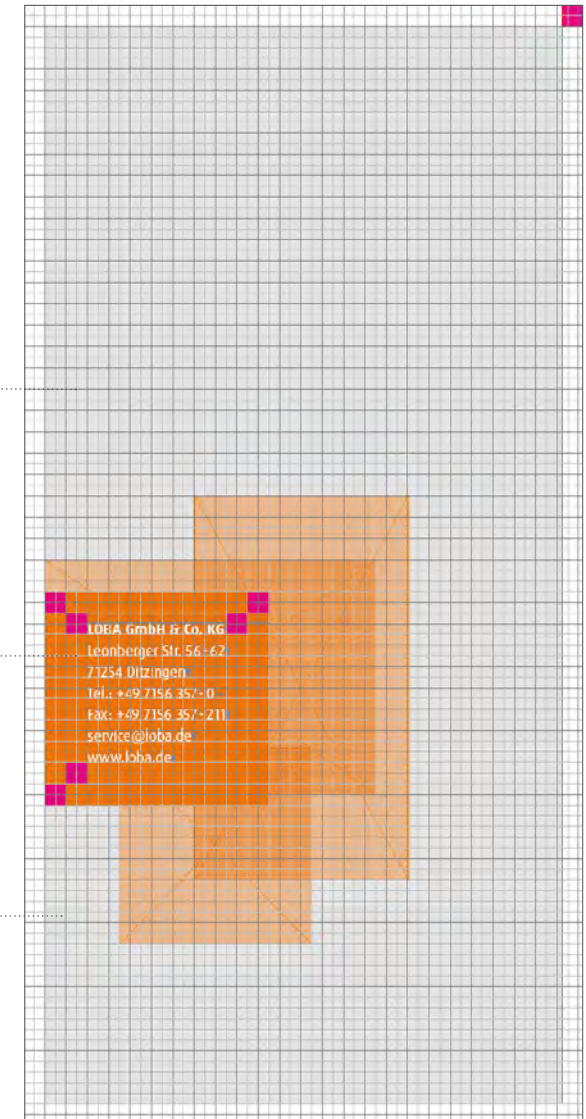
### Orange solid area

= text area

The size and placement of the orange solid area is variable and depends on the content.

### Background image

### Address



## LOBA design – poster formats & size specifications

### DIN A2 (420 x 594 mm)

#### Indesign settings document grid

Start: 10 mm

Division every: 14.173 pt (5 mm)

Document grid horizontal / vertical:

Grid elements every: 10 mm

Sub-ranges: 2

#### White border and grid size

10 mm

#### Text sizes

(texts are aligned with the baseline grid)

**Product name:** Dax Pro Cond Regular – 56 pt – black

**Headline:** Dax Pro Cond Bold – 56 pt / LS 62 pt – white  
with little text 69 pt / LS 72 pt – white

**Copy text:** Dax Pro Regular / Bold – 19 pt / LS 27 –

**Claim:** Dax Pro Cond Medium – 32 pt – white

#### Logo width

85 mm

Logo distance from right outer edge = 30 mm

Attached to the white frame

### DIN A1 (594 x 841 mm)

#### Indesign settings document grid

Start: 13.5 mm

Division every: 19.134 pt (6.75 mm)

Document grid horizontal / vertical:

Grid elements every: 13.5 mm

Sub-ranges: 2

#### White border and grid size

13,5 mm

#### Text sizes

(texts are aligned with the baseline grid)

**Product name:** Dax Pro Cond Regular – 80 pt – black

**Headline:** Dax Pro Cond Bold – 80 pt / LS 95 pt – white

**Copy text:** Dax Pro Regular / Bold – 26 pt / LS 38

**Claim:** Dax Pro Cond Medium – 45 pt

#### Logo width

121,5 mm

Logo distance from right outer edge = 40.5 mm

Attached to the white frame





## LOBA design – poster basic grid

No points are set at the end of the headlines.

However, special characters are possible.

### Text colours

(All texts are aligned with the baseline grid and are set in upper and lower case)

Headline: white

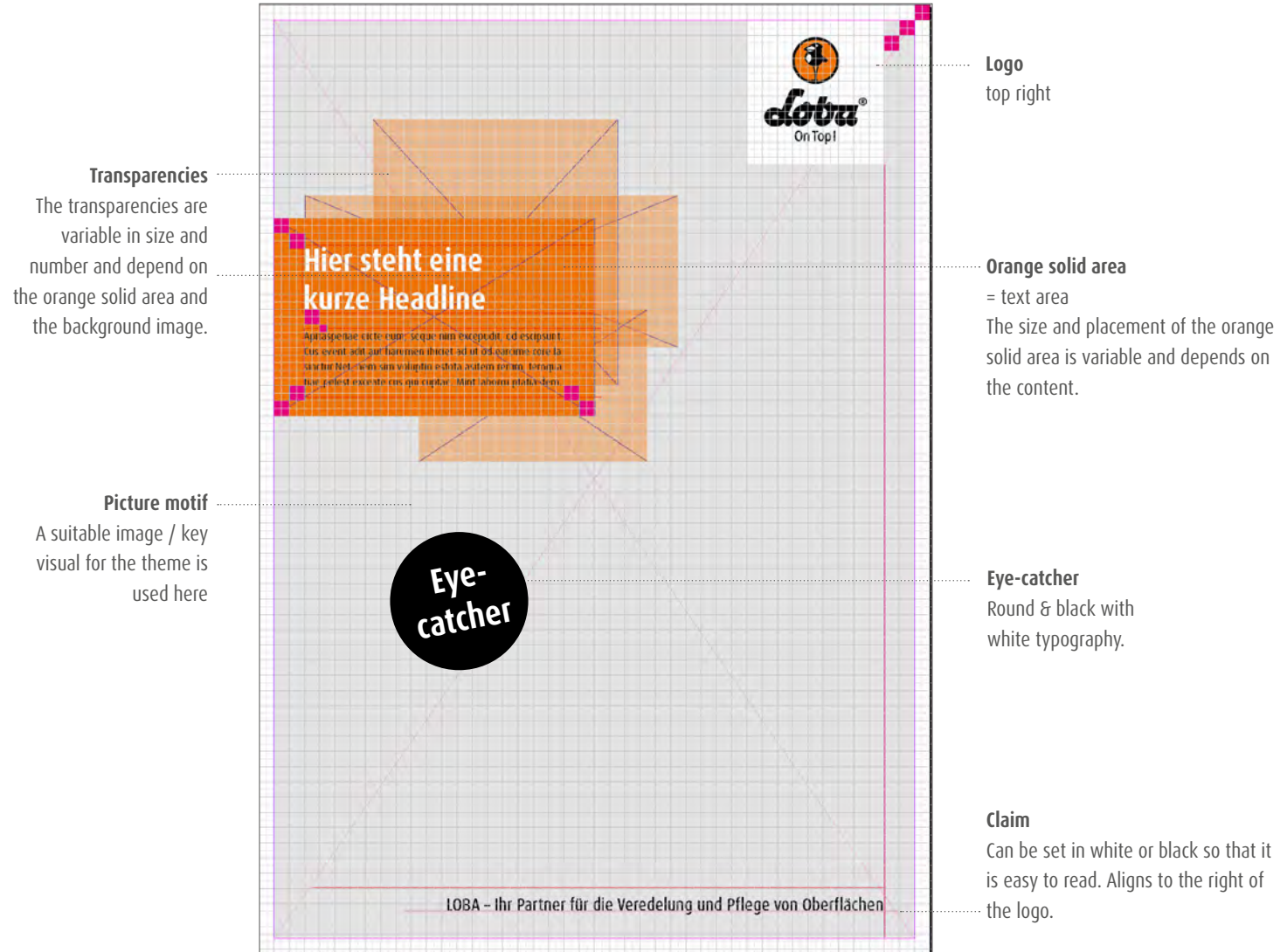
Copy text: black

### Grids & spacing

The elements and distances are aligned with the grid. The different sizes can be found on page 68.

### White frame

With most print media, a white frame is set all around. The exact sizes can be found on page 68.



## LOBA design – product posters basic grid

No points are set at the end of the headlines.

However, special characters are possible

### Text colours

(All texts are aligned with the baseline grid and are set in upper and lower case)

Product name: black

Headline: white

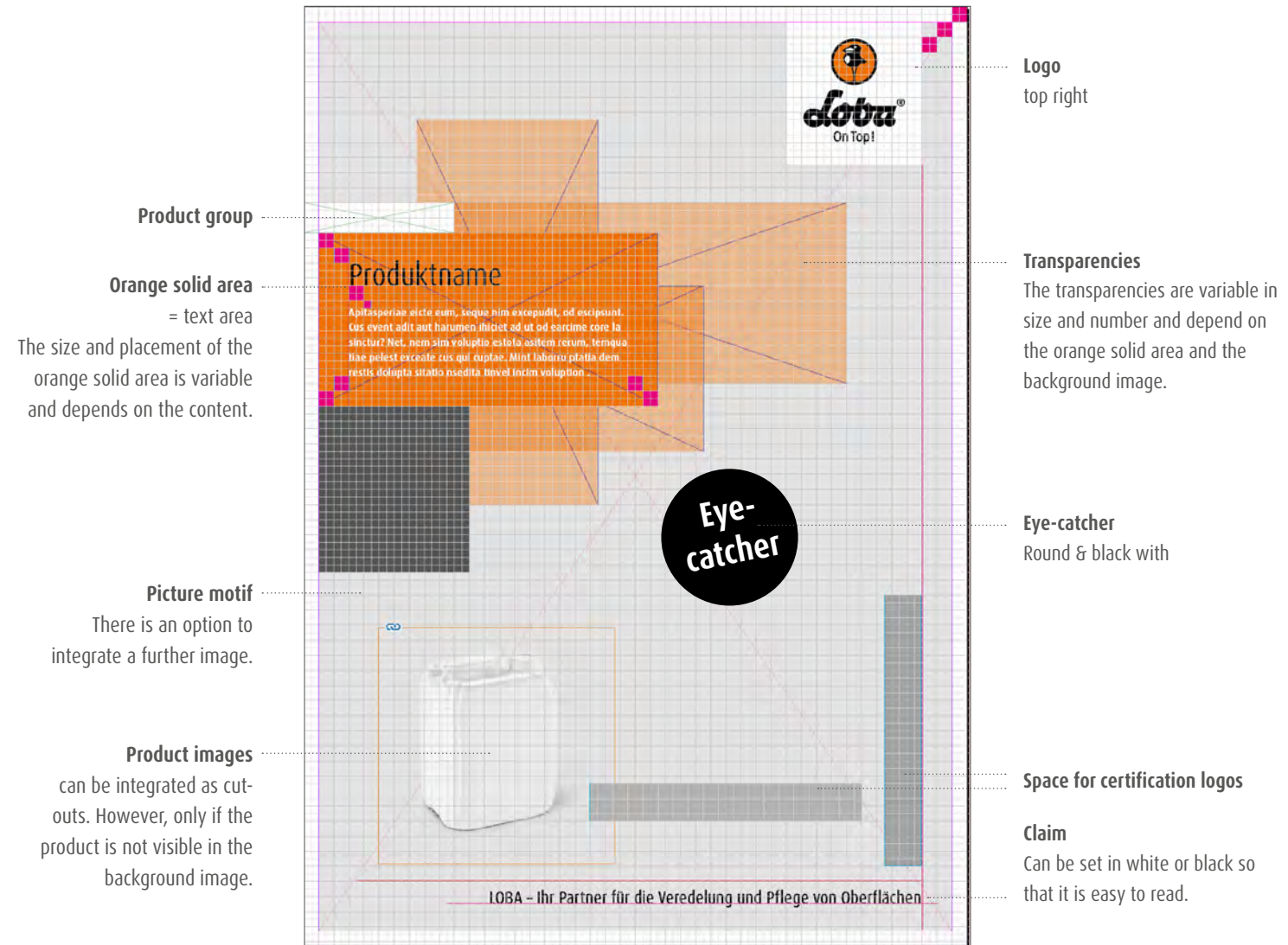
Copy text: black

### Grids & spacing

The elements and distances are aligned with the grid. The different sizes can be found on page 68.

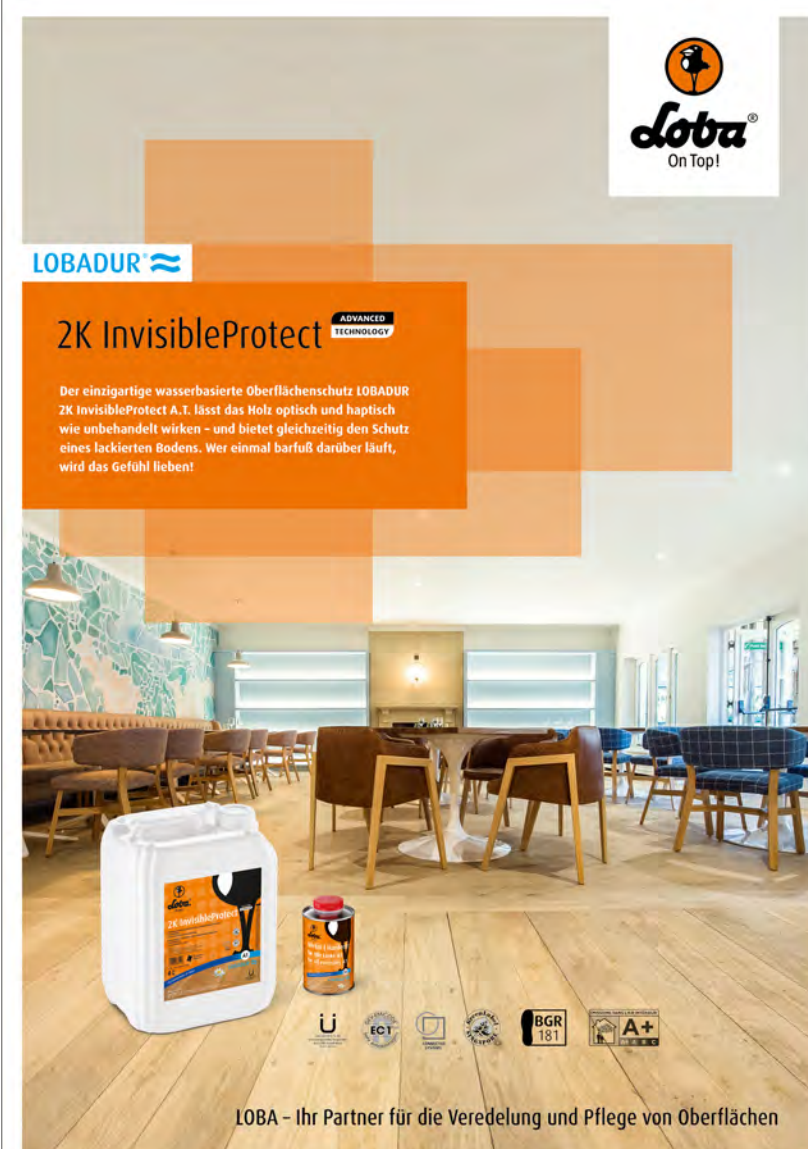
### White frame


With most print media, a white frame is set all around. The exact sizes of the various formats can be found from page 61 onwards.





## LOBA design – best practice posters



**LOBADUR** 

**2K InvisibleProtect** ADVANCED TECHNOLOGY

Der einzigartige wasserbasierte Oberflächenschutz LOBADUR 2K InvisibleProtect A.T. lässt das Holz optisch und haptisch wie unbehandelt wirken – und bietet gleichzeitig den Schutz eines lackierten Bodens. Wer einmal barfuß darüber läuft, wird das Gefühl lieben!

**LOBA**  
On Top!

**Ü** **ECT** **BGR 181** **A+**

LOBA – Ihr Partner für die Veredelung und Pflege von Oberflächen



**LOBASOL** 

**HS 2K ImpactOil Color**

Natürliches High-Solid-Öl auf pflanzlicher Basis in 17 Farbtönen – für höchste Ansprüche und individuelle Gestaltung.

**PreTone**

Wasserbasierte Pigmentbeize in 5 Farbtönen.

**LOBA**  
On Top!

**Ü** **BGR 181** **A+**

LOBA – Ihr Partner für die Veredelung und Pflege von Oberflächen

# LOBA design – roll-up formats & size specifications

## Product roll-up

### Indesign settings document grid

Start: 0 mm

Division every: 28.346 pt (10 mm)

Document grid horizontal / vertical:

Grid elements every: 20 mm

Sub-ranges: 2

### Indesign settings margins and columns

40 mm – texts should be within these margins

### Text sizes

(texts are aligned with the baseline grid)

**Product name:** Dax Pro Cond Regular – 185 pt – black

**Copy text:** Dax Pro bold – 55 pt / LS 60 – white

**Claim:** Dax Pro Cond Bold – 104 pt / LS 114 – white

No points are set at the end of the headlines.

However, special characters are possible

### Logo width

254 mm

Logo distance from right outer edge = 60 mm

Attached to the upper edge

## General roll-up

### Indesign settings document grid

Start: 0 mm

Division every: 28.346 pt (10 mm)

Document grid horizontal / vertical:

Grid elements every: 20 mm

Sub-ranges: 2

### Indesign settings margins and columns

40 mm – texts should be within these margins

### Text sizes

(texts are aligned with the baseline grid)

**Headline:** Dax Pro Cond Bold – 185 pt / LS 200 pt – white

**Copy text:** Dax Pro Regular – 55 pt / LS 60 – black

**Claim:** Dax Pro Cond Bold – 104 pt / LS 114 – white

No points are set at the end of the headlines.

However, special characters are possible

### Logo width

254 mm

Logo distance from right outer edge = 60 mm

Attached to the upper edge

LS = line spacing





## LOBA design – roll-up basic grid

General roll-ups always have a similar structure.

A key visual / motif matching the theme is used as the background image

Please use only short text statements.

### Grids & spacing

The elements and distances are aligned with the grid. The magenta squares show the specified distances.

### White frame

For roll-ups, the white frame is dispensed with for reasons of space



## LOBA design – product roll-up basic grid

The product roll-ups always have a similar structure.

A wood motif matching the product is used as the background image.

A further product motif (reference motif) can be incorporated.

Please use only short text statements.

### Grids & spacing

The elements and distances are aligned with the grid. The magenta squares show the specified distances.

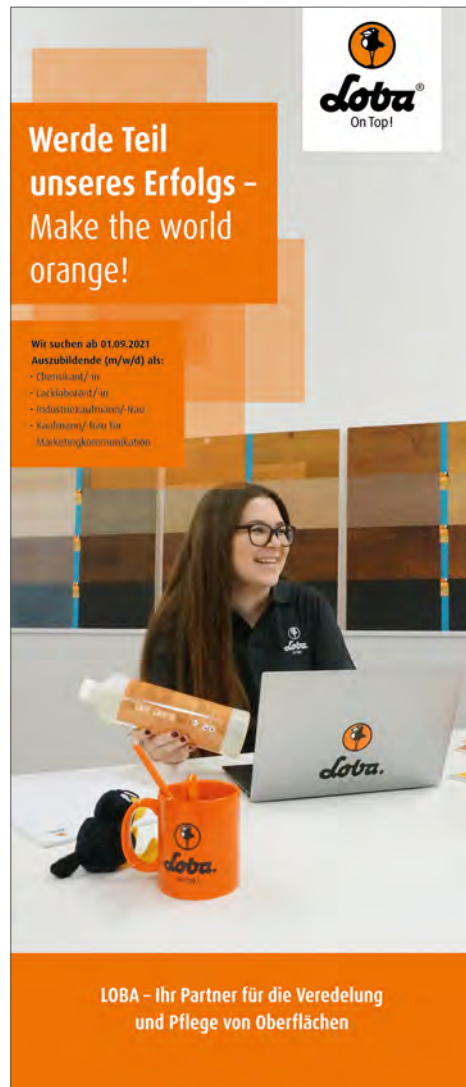
### White frame

With roll-ups, the white frame is dispensed with for reasons of space.





## LOBA design – best practice roll-ups



**Werde Teil  
unseres Erfolgs –  
Make the world  
orange!**

**Wir suchen ab 01.09.2021  
Auszubildende (m/w/d) als:**

- Chemikant/ in
- Lackbetriebl./ in
- Industriekaufmann/ frau
- Kaufmann/ frau für  
Marketingkommunikation

**LOBA – Ihr Partner für die Veredelung  
und Pflege von Oberflächen**



**LOBASOL**

**HS 2K ImpactOil Color**

Natürliches High-Solid-Öl auf pflanzlicher Basis in 17 Farb-  
tönen – für höchste Ansprüche und individuelle Gestaltung.

**PreTone**

Wasserbasierte Pigmentbeize  
in 5 Farbtonen.

**LOBA – Ihr Partner für die Veredelung  
und Pflege von Oberflächen**



**LOBADUR**

**2K InvisibleProtect**

Der einzigartige wasserbasierte Oberflächenschutz LOBADUR  
2K InvisibleProtect A.1. lässt das Holz optisch und haptisch  
wie unbehandelt wirken – und bietet gleichzeitig den Schutz  
eines lackierten Bodens. Wer einmal barfuß darüber läuft,  
wird das Gefühl lieben!

**LOBA – Ihr Partner für die Veredelung  
und Pflege von Oberflächen**

## LOBA design – flag formats & size specifications

**Flag** (1200 x 3000 mm)

### Indesign settings document grid

Start: 0 mm

Division every: 28.346 pt (10 mm)

Document grid horizontal / vertical:

Grid elements every: 20 mm

Sub-ranges: 2

### Text sizes

(texts are aligned with the baseline grid)

**Headline:** Dax Pro Cond Regular – 300 pt / LS 390 pt – white

No points are set at the end of the headlines.

However, special characters are possible.

### Logo width

760 mm

Logo distance from right outer edge = 60 mm

Attached to the upper edge

LS = line spacing





## LOBA design – flag basic grid

A key visual / motif matching the theme is used as the background image. If the image size is not sufficient for the whole flag, a matching wood background is added. The transitions are concealed by the orange areas.

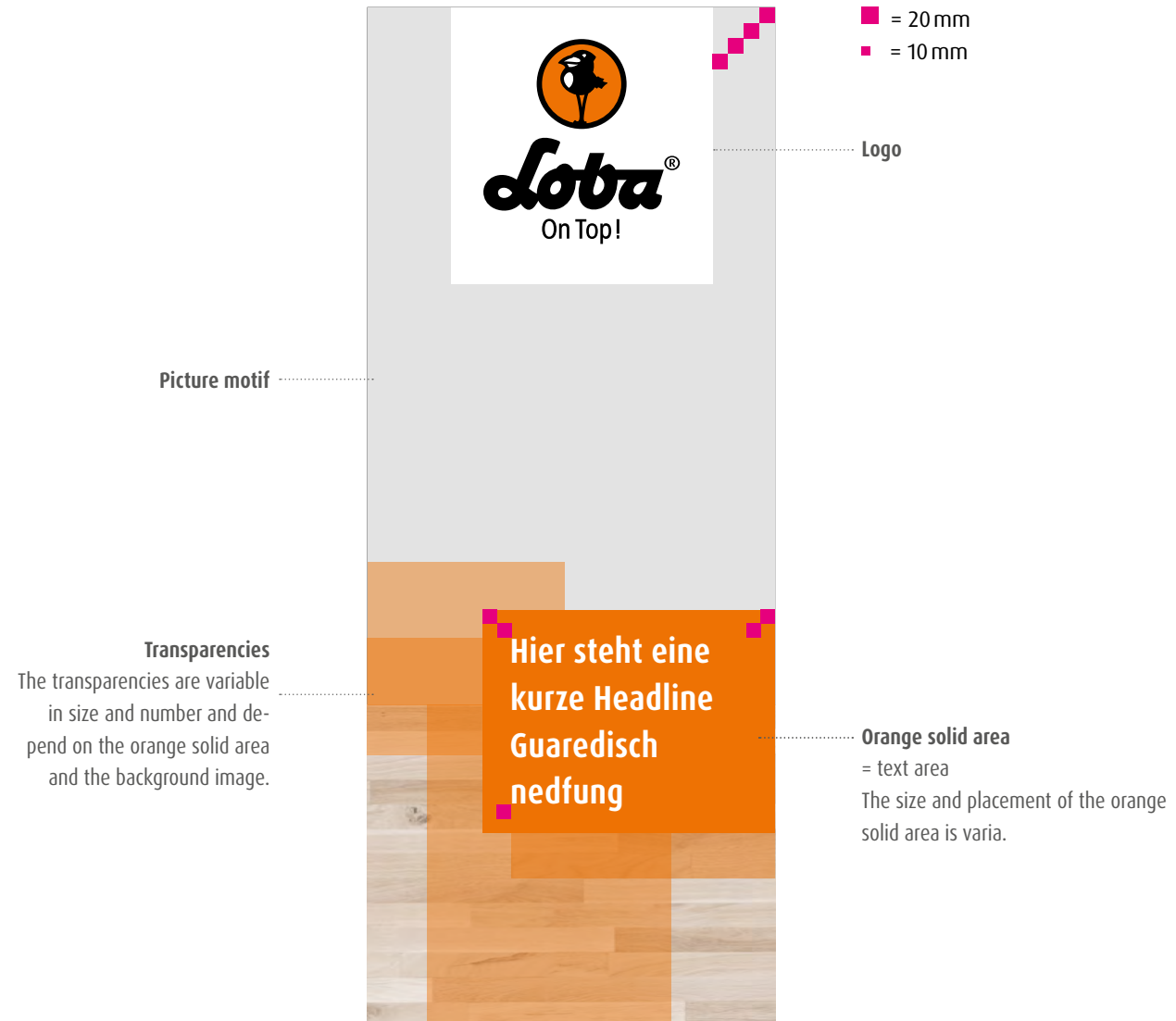
Please use only short text statements.

### Grids & spacing

The elements and distances are aligned with the grid. The magenta squares show the specified distances.

### White frame

With flags, the white frame is dispensed with for reasons of space



## LOBA design – best practice flags





## LOBA design – catalogue basic grid cover

The catalogue cover represents a special solution in LOBA design.

The grid settings and frame sizes are the same as for a DIN A4 flyer, see page 62.

**Transparencies**  
The transparencies are variable in size and number and depend on the orange solid area and the background image.

**Product group logos**



**Logo**

■ = 5 mm  
■ = 2,5 mm

**Picture motif**

**Orange solid area**

= text area  
The size and placement of the orange solid area is variable and depends on the content.

LOBADUR  LOBASOL  LOBACARE  LOBAHOME  LOBASAND  LOBATOOL 

## LOBA design – catalogue basic grid decorative pages

No points are set at the end of the headlines.

However, special characters are possible.

### Text colours

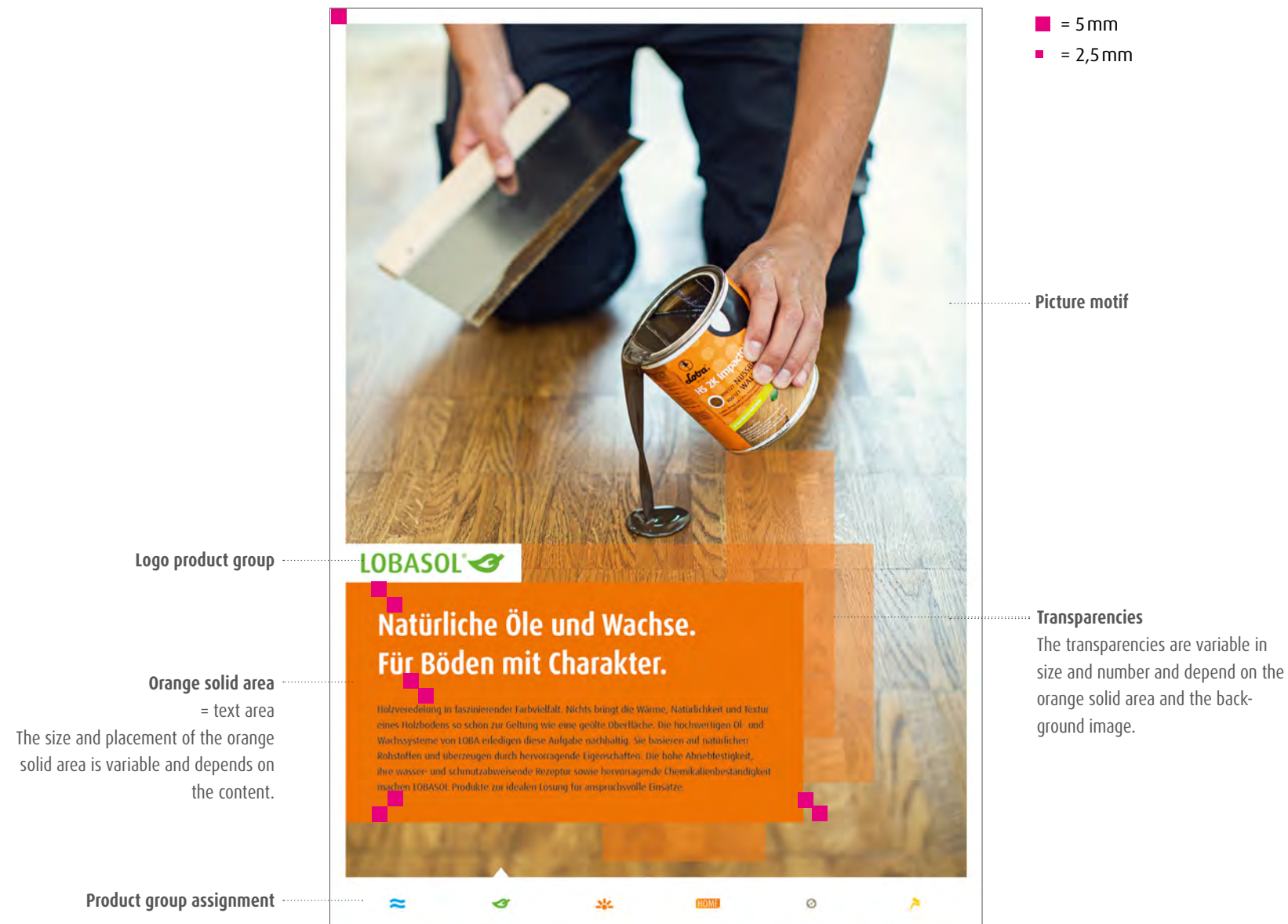
(All texts are aligned with the baseline grid and are set in upper and lower case)

Headline: white

Copy text: black

### Grids & spacing

The grid settings and frame sizes are the same as for a DIN A4 flyer, see page 62.



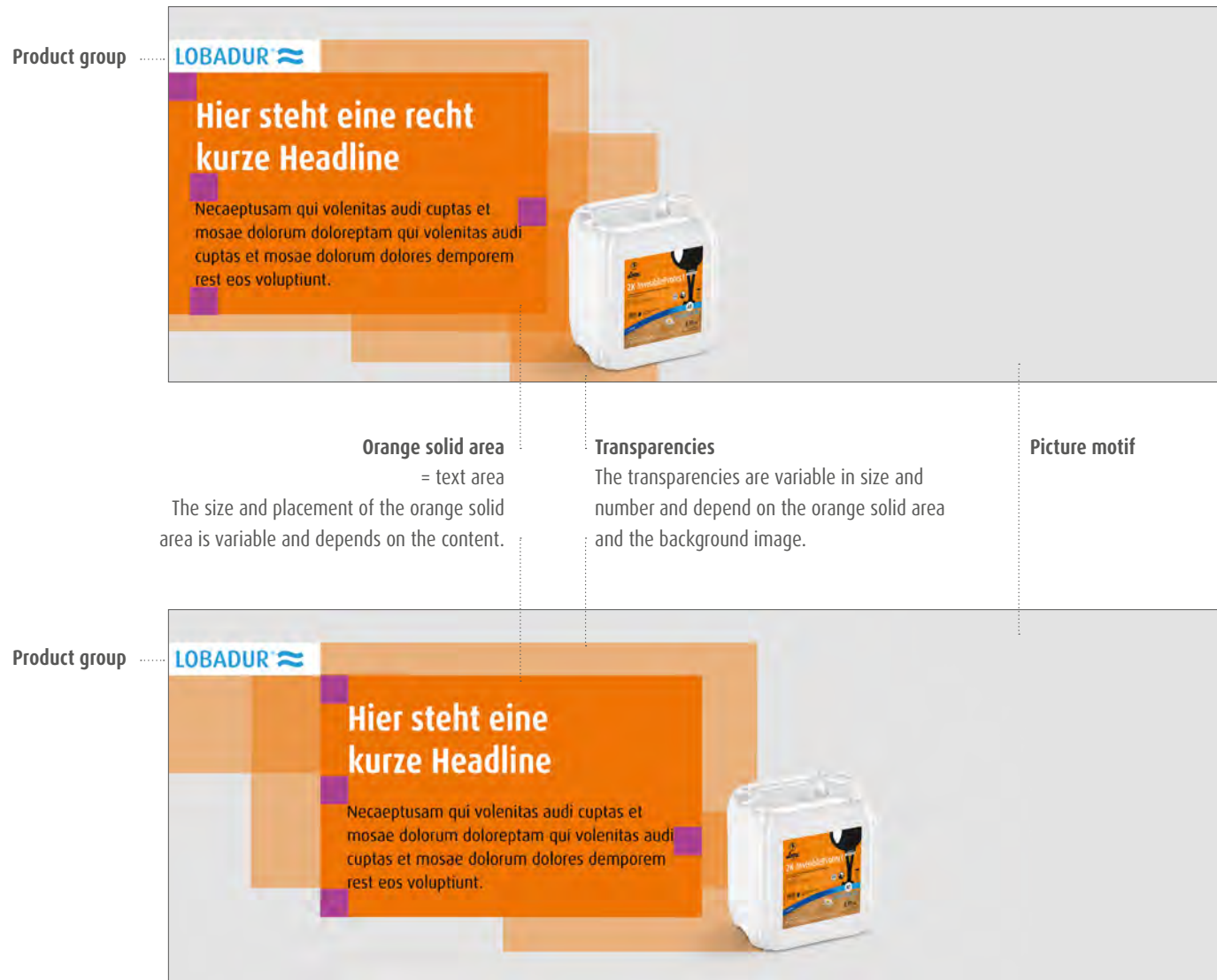


## LOBA design – web banners

### Web banner (400 x 1140 px)

As these web banners can be seen on the LOBA website, the LOBA logo is omitted here.

The design is based on the basic guidelines, see page 62 onwards. Make sure that the fonts are large enough for readability on the web.

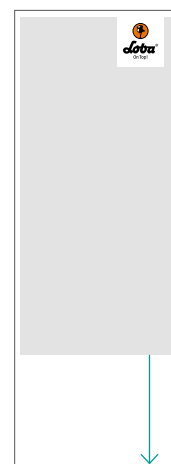
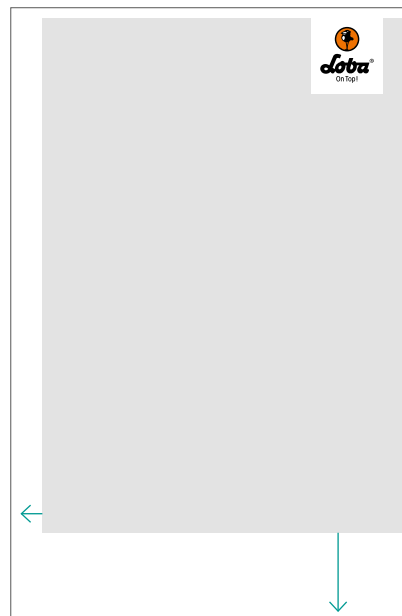


## LOBA design – format adjustments & typography adaptations

If the design is to be adapted to non-standard formats, the following steps must be taken into account:

- Select from the formats starting on page 61 to select the format that most closely corresponds to the format to be used.
- Scale the format, starting from the top right corner (NOTE: the logo, white frame and typography must not be scaled!)
- Adjust the white frame again
- Finally, align the areas proportionally to the basic grid and place the typography in the communication area.

If there is no product name on the medium, the category is also omitted. The individual font sizes may be changed slightly in exceptional cases, especially if there is little text.





## LOBA design – PowerPoint

For PowerPoint slides, the approved LOBA PowerPoint template must always be used. Fonts, colours, tables and design grids are predefined here. These are already stored in the PowerPoint template. For detailed instructions on the LOBA PowerPoint, please refer to the PowerPoint template.

The PowerPoint template is available through Loba Marketing - please contact your sales representative.

Usable images for section separator pages and decorative images are available through Loba Marketing - please contact your sales representative.



**Contact & content** – for questions and advice, please do not hesitate to contact us:

**Patricia Ackermann**

Phone: +49 7156 35 71 71

patricia.ackermann@loba.de

**Chiara Brutti**

Phone: +49 7156 35 71 35

chiara.brutti@loba.de