

VEEM Ltd

Brand Guidelines

Introduction

The information in our brand guidelines is designed to ensure we present ourselves across the globe in a consistent way. Whether you are a staff member, distributor, agent or customer, VEEM needs to be represented consistently in order to build momentum through repetition and recognition.

VEEM is known across the globe for innovation, quality and consistency. It is important that all the VEEM brands continues that legacy, and all stakeholders respect the brand as they would respect the products themselves.

These brand guidelines will be a living document with information and sections being added and up-dated as our business evolves and grows. The guidelines cannot anticipate every possible situation, nor can it spell out every instance where an application may be deemed inappropriate. If you find yourself in a situation that is not outlined in this guide or if you have any questions, contact the Global Commercial Manager directly at bretts@veem.com.au.



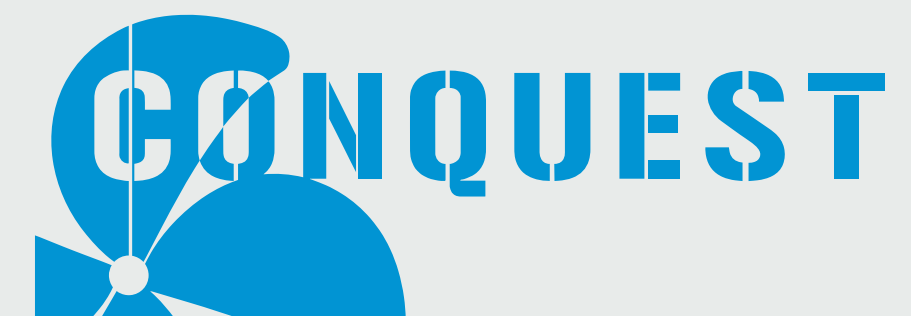
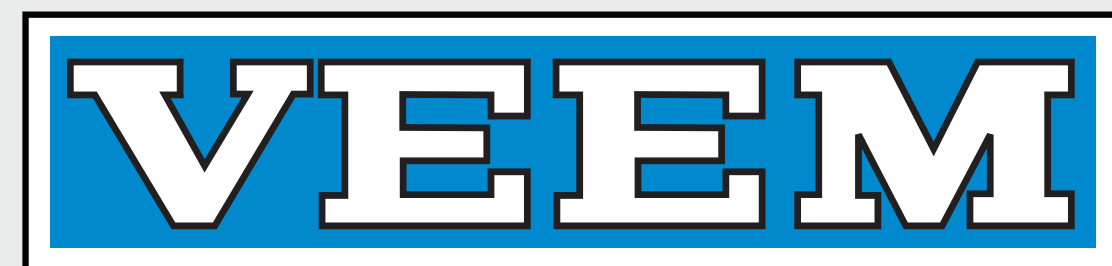
History

VEEM was established in 1968 by Voyka and Elizabeth Elise Miocevic and began as a small engineering services company specialising in the repair and dynamic balancing of drive shafts, engines and other rotating equipment in Western Australia,,

Today, VEEM a is a marine technology disruptor specialising primarily in propulsion and stabilisation systems and also provides products and services to the marine, defence and mining industries. The company has grown to become a premium manufacturer of sophisticated equipment for a variety of industries winning countless export awards, design awards and innovation awards around the world.

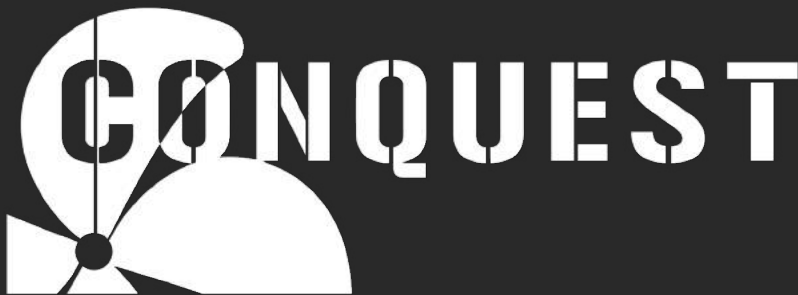
The VEEM brand is a culmination of years worth of excellence and is well known across a variety of industries all across the world. When VEEM is attached to a product, you know it is quality.

Our Brands



Monochrome

Only to be used in specific circumstances



What we are about

The greatest achievement of all our work is VEEM itself.

The company we are building is a complex machine and the more perfectly we build that machine into the future, the longer it will run to serve its stakeholders.

Our core values

Honesty and integrity in all dealings

Prioritise trust between all stakeholders in our business and achieve a win-win outcome on all occasions

Responsible corporate citizenship

Ensuring we make a positive contribution to our nation both now and in the future

Ethical behaviour

All staff, stakeholders and suppliers behave in an ethical manner at all times

Progressiveness in all facets of business

Deliver (technically, practically and managerially) at the level of “World’s best practice”

Colours

The VEEM colour pallet features a primary colour (blue) and accent colours (black, white, red). These colours have been part of the VEEM brand since inception in 1968.

Blue

HEX #0199D8
R1 G153 B216
C76 M25 Y0 K0
RAL 5012

Black

HEX #000000
R0 G0 B0
C100 M100 Y100 K100

White

HEX #FFFFFF
R255 G255 B255
C0 M0 Y0 K0

Red

HEX #CF0F1F
R207 G15 B31 C12
M100 Y100 K3 RAL
3001

Typography

Helvetica

Primary

Body font: Helvetica Regular
Font size: 16px,
Line height: 26px
Headings: **Helvetica Bold**

Aa

Aa	Bb	Cc	Dd	Cc	Ee	Ff	Gg	Hh
Ii	Jj	Kk	Ll	Mm	Nn	Oo	Pp	Qq
Rr	Ss	Tt	Uu	Vv	Ww	Xx	Yy	Zz
01	02	03	04	05	06	07	08	09

Semantics

Capitalisaion

VEEM is an acronym, and therefore should always be presented in capital letters, VEEM. Under no circumstances should you refer to VEEM as 'Veem' or 'veem'.

Grammar

VEEM is a single entity, just like Microsoft or Google, therefore it should be referred to in the singular just like a person. Eg. VEEM *has* achieved, **not** VEEM *have* achieved. The same rules apply for VEEM brands. Eg. VEEM Marine *has* achieved.

Usage

The VEEM Ltd logo is VEEM's primary logo.

It is to be used on all internal and external documents, presentations and collateral unless specified. This includes:

- invoices and quotes
- formal letters
- manuals and guides
- email signatures

For brand-specific applications, the subsequent brand logo is to be used. This includes:

- websites
- product packaging
- presentations and brochures
- merchandise
- display stands

Email Signature

The VEEM email signature features 3 parts: regards, contact information and a brand-specific banner.

Regards:

Prior to contact information, ensure there is a formal 'Regards,' inserted.

Contact information:

Displayed in the following order:

Name (bolded)

Qualifications

TITLE (capitalised)

(VEEM logo)

VEEM Ltd ABN 51 008 944 009

A 22 Baile Road, Canning Vale, Western Australia 6155

P P O Box 1542, Canning Vale, Western Australia 6970

M +61 (0) 411 887 301

E markm@veem.com.au www.veem.com.au

(disclaimer)

Brand-Specific Banner

A banner promoting a brand-specific advertisement or promotion.

Regards,

Brett Silich

GLOBAL COMMERCIAL MANAGER



VEEM Ltd ABN 51 008 944 009

A 22 Baile Road, Canning Vale, Western Australia 6155

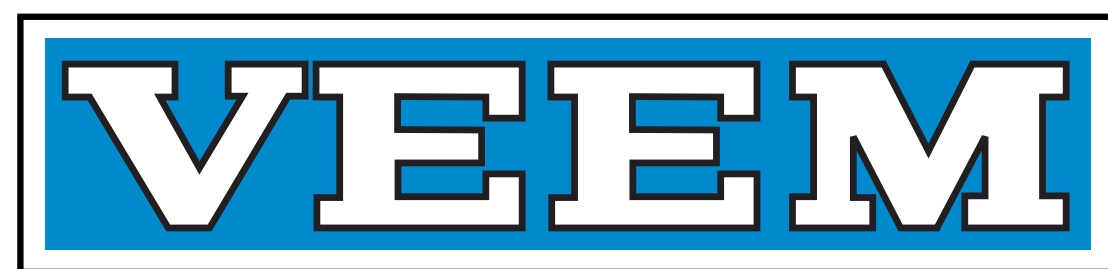
P PO Box 1542, Canning Vale, Western Australia 6970

M +61 (0) 488 112 181

E bretts@veem.com.au www.veem.com.au

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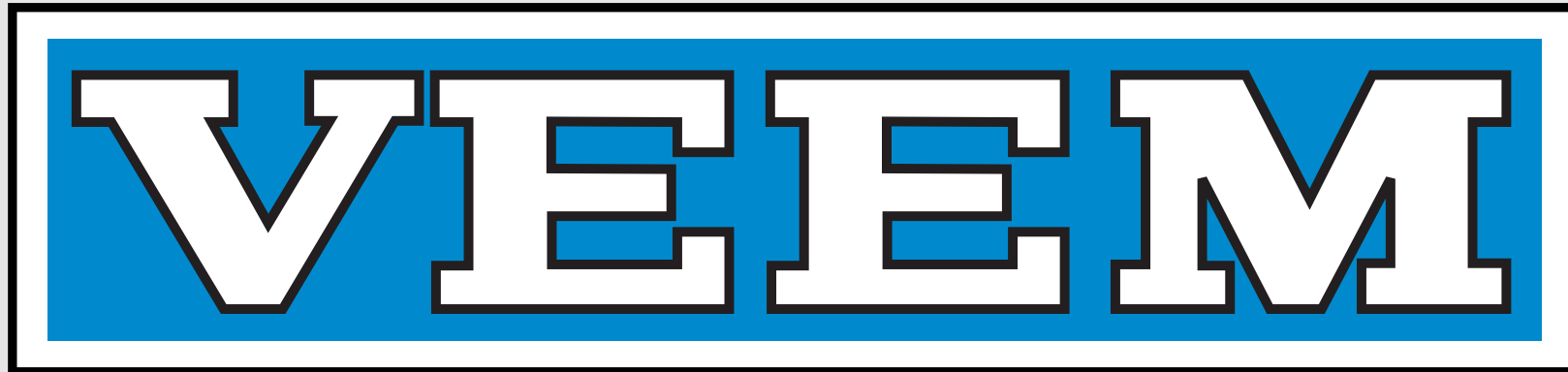
VEEM Ltd Corporate Brand

How we describe ourselves

Designer and manufacturer of disruptive, high-technology marine propulsion and stabilisation systems.

Pushing the boundaries of engineering manufacturing and innovation for over 53 years.

Logo



The VEEM logo has remained virtually unchanged since the inception of the company in 1968.

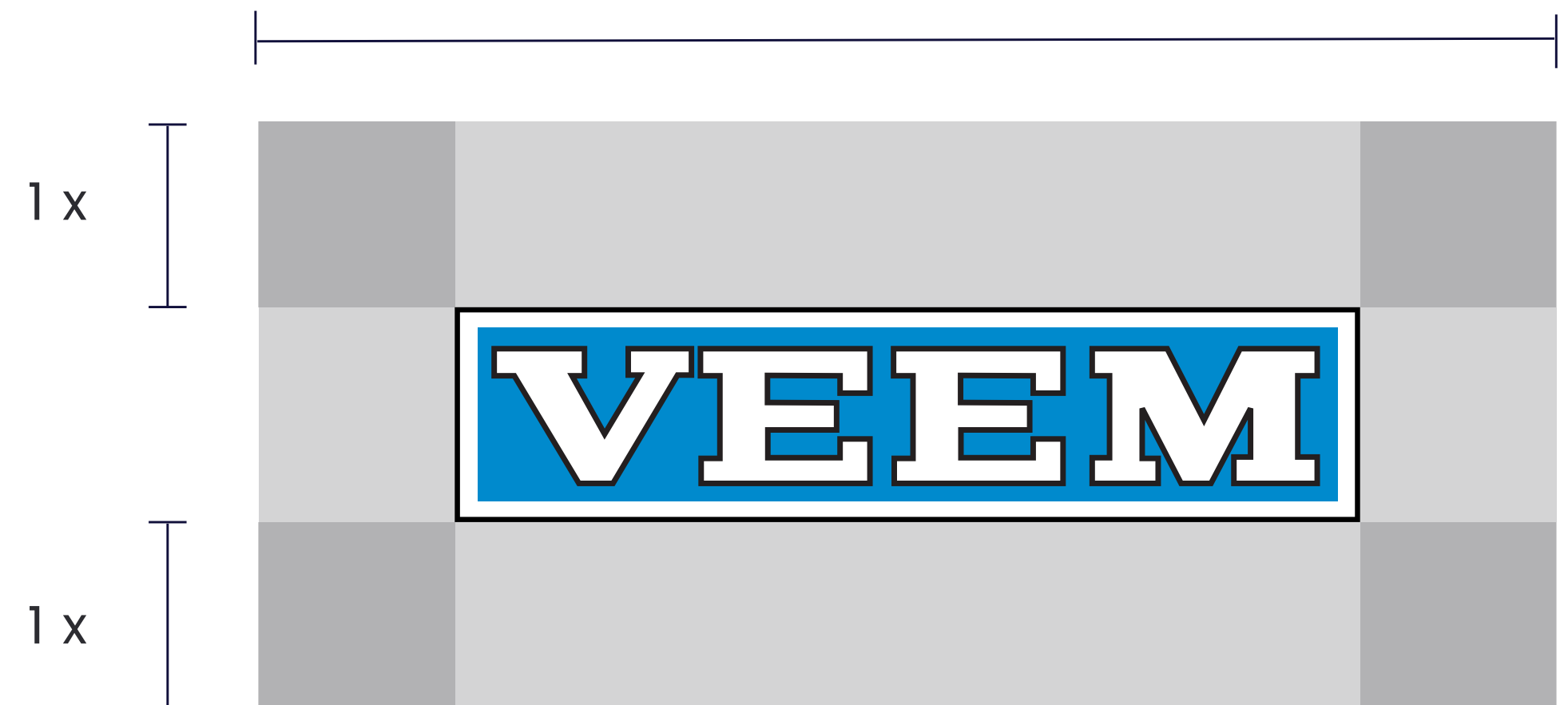
It is an acronym of the founders:
Voyka (&) Elizabeth, Elsie, Mioceovich

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- invoices and quotes
- formal letters
- manuals and guides
- email signatures.

Logo Space



The logo can not be modified in any way, this includes:

- cropping
- warping
- inverting the colours
- changing the opacity





VEEM Marine Brand

How we describe ourselves

VEEM Ltd has been pushing the boundaries of marine technology and innovation for over 53 years. With the most advanced commercial facilities in the world, and decades of experience working with leading boat builders and architects, the VEEM Marine range of products outperforms everything else.

Tagline

These are the taglines to be used in conjunction with the VEEM Marine brand.

The tag lines should be used alone on the back of business cards, on the back of corporate clothing, on the opposite sleeve from the logo on t-shirt, on powerpoint presentation slides in a suitable place.

VEEM Marine gyro stabilizers

*Less motion,
more ocean*

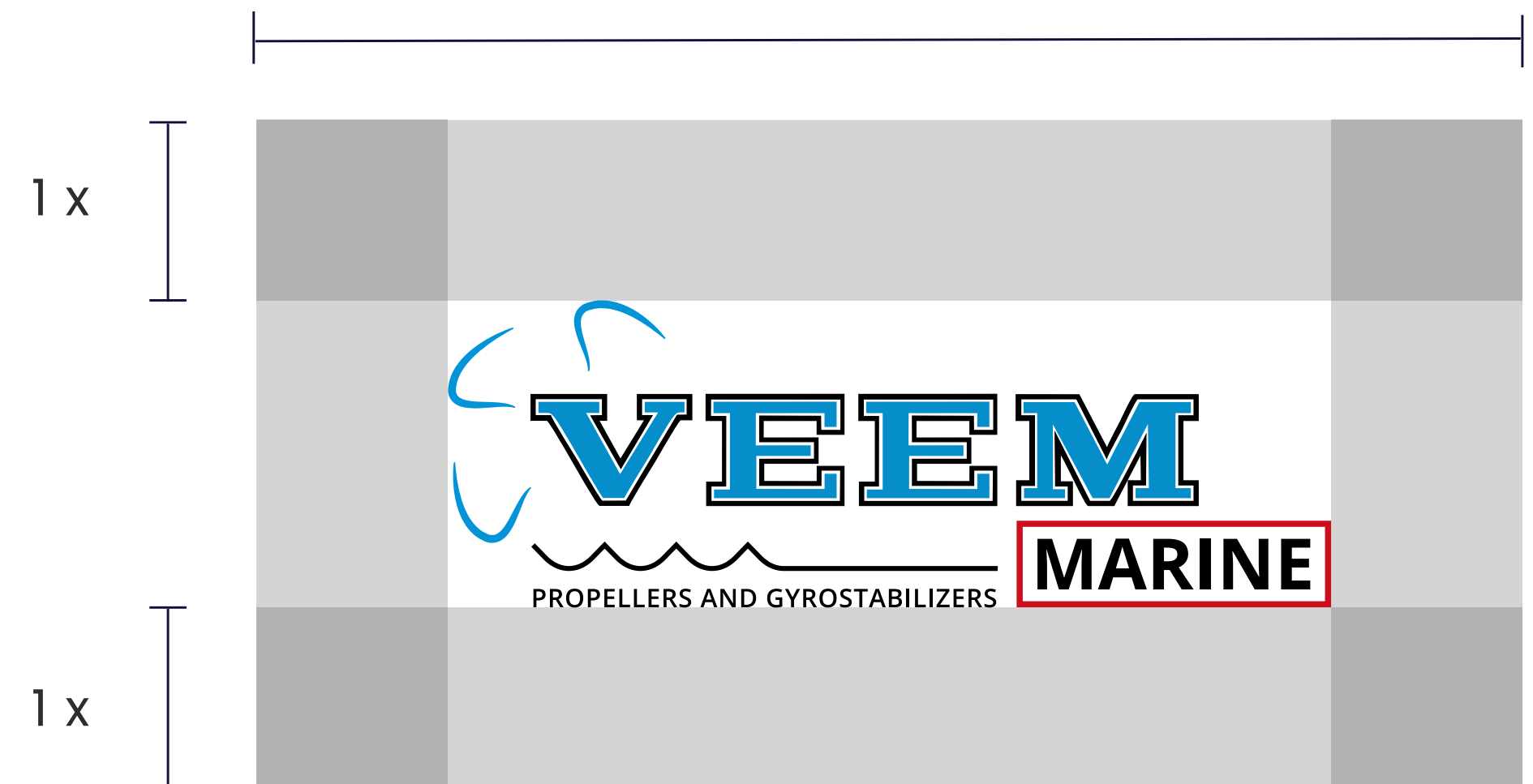
VEEM Marine propellers

*Precision, perfection,
performance*

Logo



Logo Space



The logo can not be modified in any way, this includes:

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- changing the opacity

Alternate

When the VEEM Marine logo is printed in very small form, it can be modified by removing the “Propellers & Gyrostabilisers” text.

Preferred Logo



Alternate Logo



Legacy

**VEEM Marine has replaced
the existing brands,
VEEM Propellers and
VEEM Gyro**



DO NOT USE



DO NOT USE

Products

The VEEM Marine product range includes propellers, gyrostabilizers and shaft lines. Products must be referred to in that way.

VEEM Gyro > VEEM Marine gyrostabilizer

VEEM Propeller > VEEM Marine propeller

Eg. the *VG520SD* is a *VEEM Marine gyrostabilizer model* **not** *VG520SD* is a *VEEM Gyro model*.



VEEM Forever Pipe

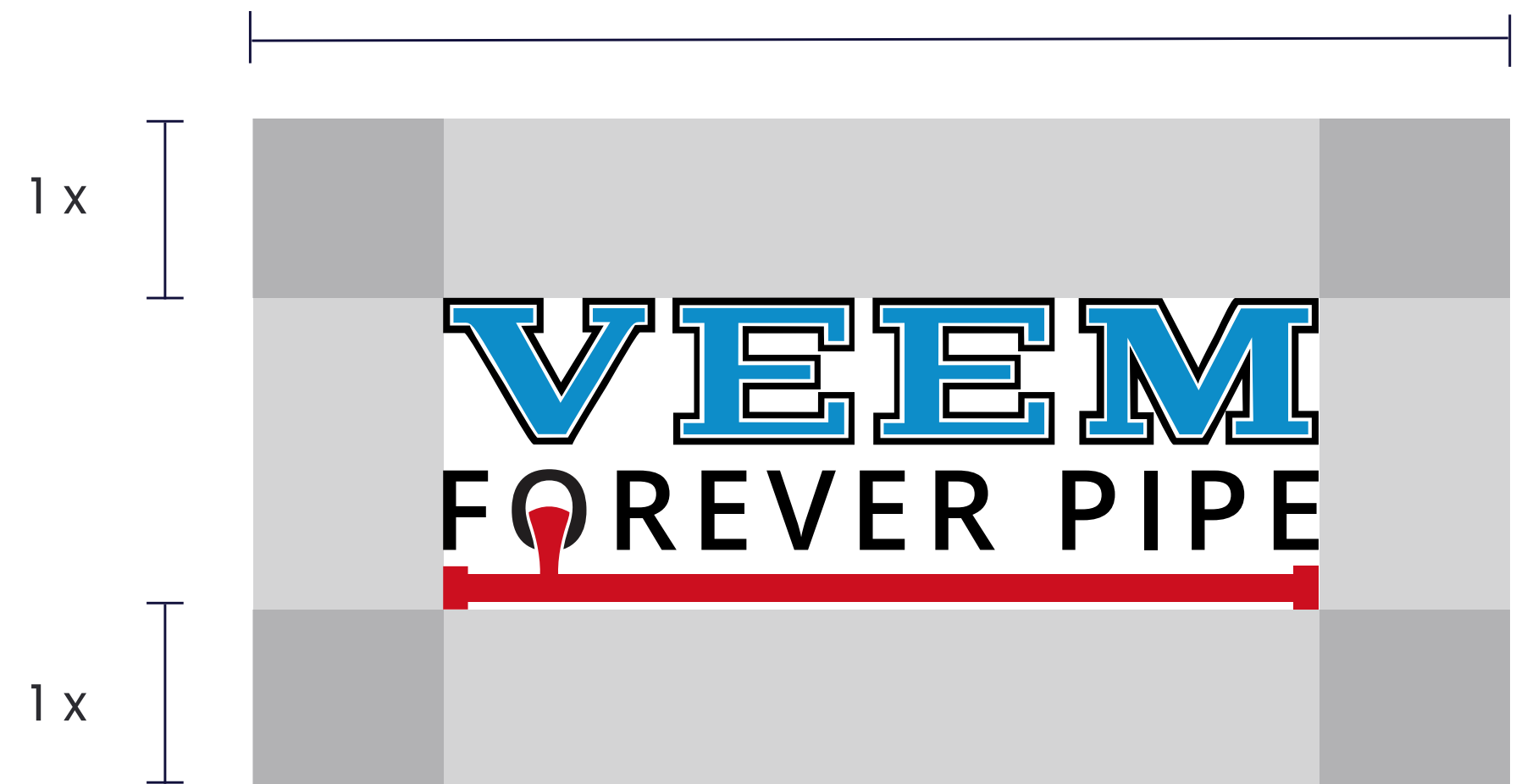
How we describe ourselves

Centrifugally cast hollow bars that last a lifetime

Logo

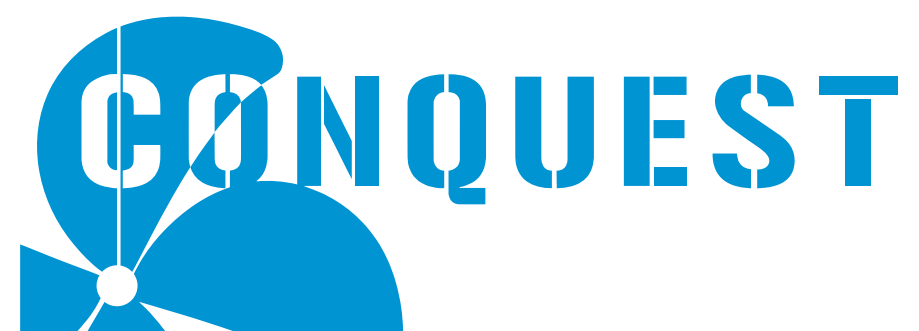


Logo Space



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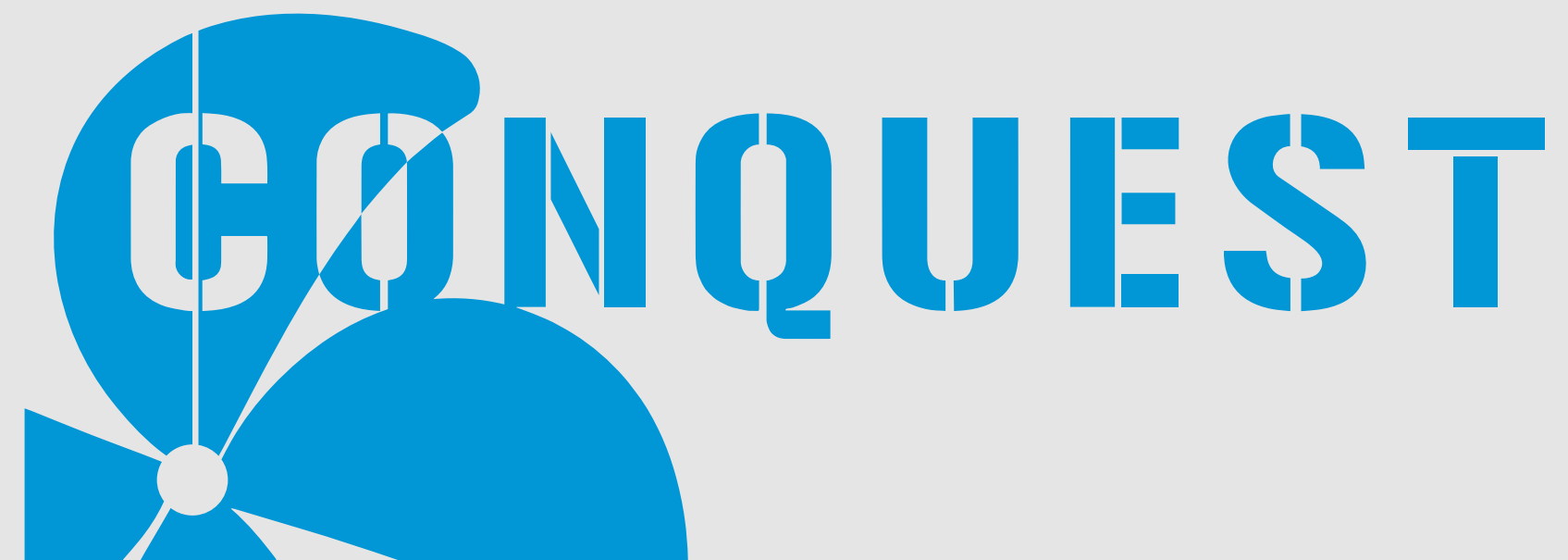


Conquest Propellers

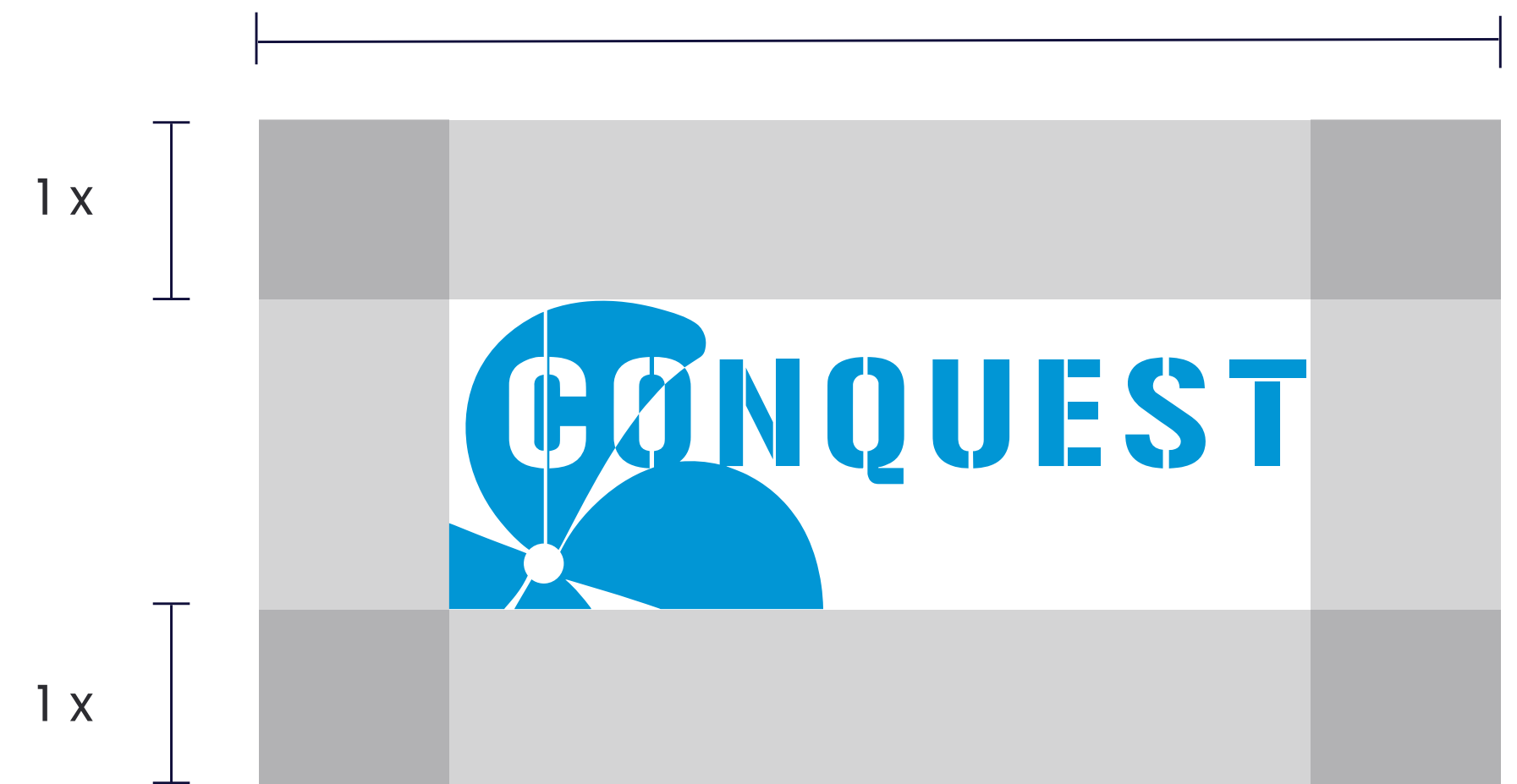
How we describe ourselves

The highest quality, off-the-shelf propellers
in the World.

Logo



Logo Space



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- inverting the colours
- changing the opacity



VEEM 247 Engineering

How we describe ourselves

High-quality engineering services for the aerospace,
defence, mining and oil and gas industries. Since 1968.

Tagline

It is the only tag line to be used in conjunction with the VEEM 247 brand.

The tag line should be used by itself on the back of business card, on the back of corporate clothing, on the opposite sleeve from the logo on t-shirt, on powerpoint presentation slides in a suitable place.

*Engineering and
balancing on
demand*

Logo



Logo Space



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- warping
- inverting the colours
- changing the opacity