NEOLITH

03 BRAND COMMUNICATION

BRAND BOOK GUIDELINES

03

Brand communication

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3.1

Brand Personality

A photographic style is based on the conceptual idea of synecdoche: a rhetorical figure of thought where a name for all of something refers to a part of it, the material to the object, the species to the genre (and vice versa), the singular to the plural (and vice versa) or the abstract to the concrete.

We create inspiring spaces for living. Thus, human presence appears in any photographic application in small gestures. Details like wet footsteps in a bathroom, a towel laying over a bathtub indicates these places are lived in.

3.2

Image

Imagery is a very powerful tool – it helps us to convey information quickly, make an impact and connect with our audiences on an emotional level. Remember the phrase ‘a picture’s worth a thousand words’.



3.3

Visual Style

Natural, real environments, color images, with natural and warm light. We are going to base our differentiating point on the imperfect perfect, environments that show a human point that interacts with the scene and makes it every day, vivid and close.

Invite the observer to participate in it and make him travel to a situation in which he could be a part.
The warm light brings us closer, brings us closer, wrapping us in a cozy and homey blanket. Direct light will help us focus on the product, allowing us to see the type of finish and/or its benefits.



3.4

Photography of spaces

NATURAL, REAL ENVIRONMENTS, COLOR IMAGES, WITH NATURAL AND WARM LIGHT.

3.4.1

Product

We will combine open angles, close-ups, with a vanishing point that emphasizes the materials playing with the lighting to highlight what we want to stand out.



3.4.1

Product





3.4.2

Detail

Also try to reflect human presence without anyone appearing. Showing an action that gets you thinking someone is present like showing a bathroom with a fogged mirror and a towel on the floor, a pot on the stove with steam coming out, a knife on a countertop with diced onions, an open faucet, a used rag, etc.



3.4.3

Interior

This type of photography has to capture the inner beauty of the space, avoiding being too cold, and focusing on the details that are part of the props of the space. Photographing from different angles, to take vertical and horizontal photographs.

General, medium, zenithal and detail shots, where not only the beauty is appreciated, but also the life that is in the space itself, and where the lighting has a special role. The final result has to be an artistic composition that shows the space as it is.



3.4.4

Lifestyle

Conveying life must be the main message of the photo. Represent everyday scenes that naturally merge Neolith with the present people and elements.

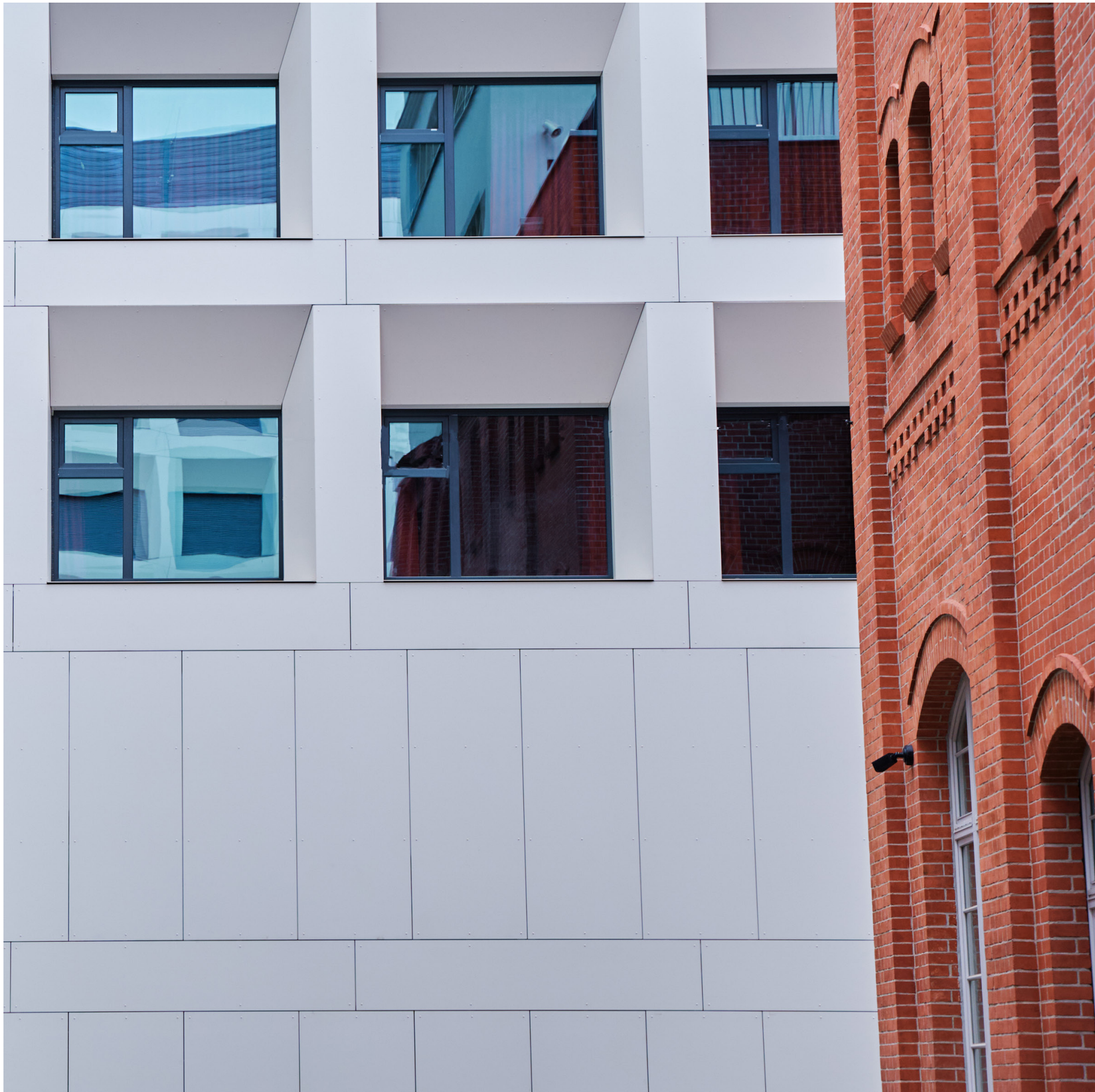


3.4.5

Facades

The photographs of facades must play with the architecture and the environment. The photographs do not need to be general plans, but we will play with perspectives and natural shadows to highlight the material.

Pay special attention to the details. Capture the big picture of the project, but also show those architectural features that make the project special, portray its aesthetics and geometry in detail.



3.4.5

Facades





TítuloTexto
Designed by Texto

3.4.6

Gastronomic

Neolith goes beyond a gastronomic experience. It has become an essential in the kitchens of the best restaurants in the world, providing a high-value tools for chefs to express their creativity.

We will consider the marketing needs at a communication and digital level. That is, photographs in various formats (horizontal, vertical), of the **space, chef and food**. Combine photos of the chef looking at the camera (communication) and more casual photos (digital).



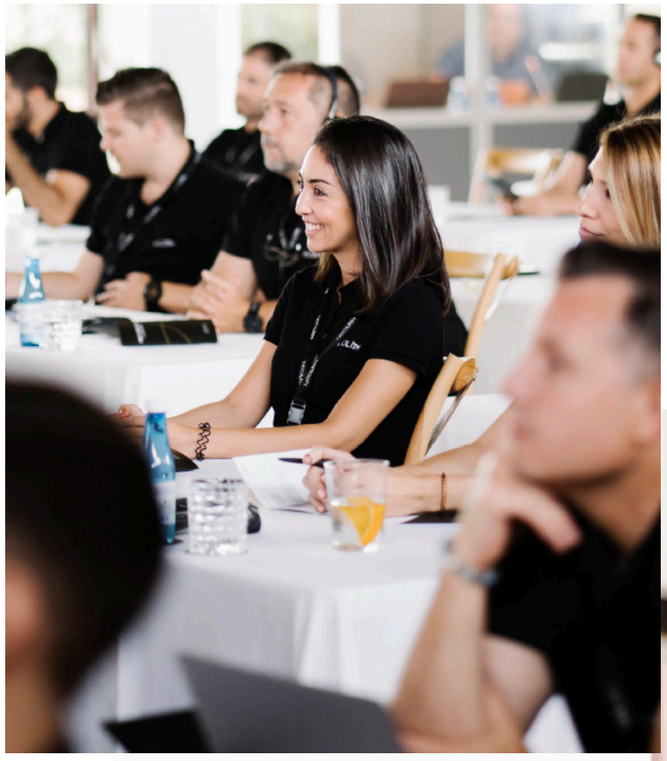
3.4.7

Events

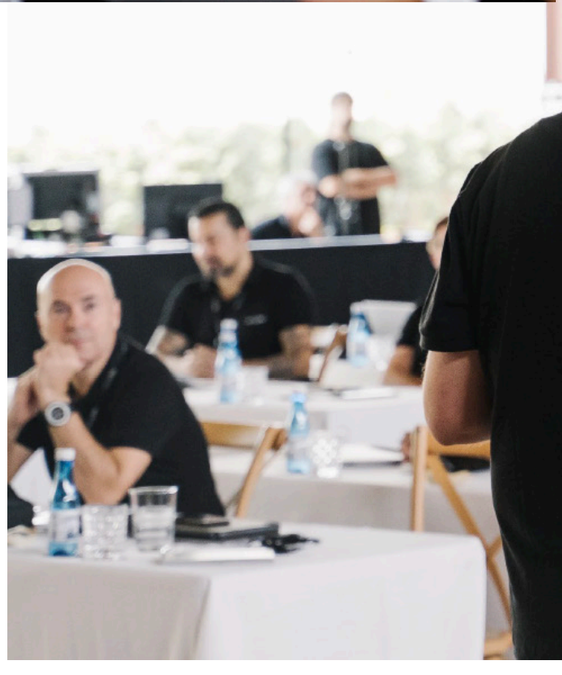
INTERNAL EVENTS

Not very bright photographs, which highlight the liveliness and comfort of the people in question. Show a casual and dynamic attitude, without losing the point of elegance and professionalism.

Passion, Innovation, Partnering, Own Style and Inspiration are our beliefs and principles, the engine of our behavior.







3.4.7

Events

INTERNAL EVENTS





3.4.7

Events

EXTERNAL EVENTS

The photographs that represent the essence of the brand are characterized by capturing people in their best moments. Plans with depth, which highlight the main character.

At events we can find spaces specially set up for the occasion. In that case, we will also capture photographs of the space, food and art present.





3.4.7

Events

EXTERNAL EVENTS





3.4.8

Tradeshows

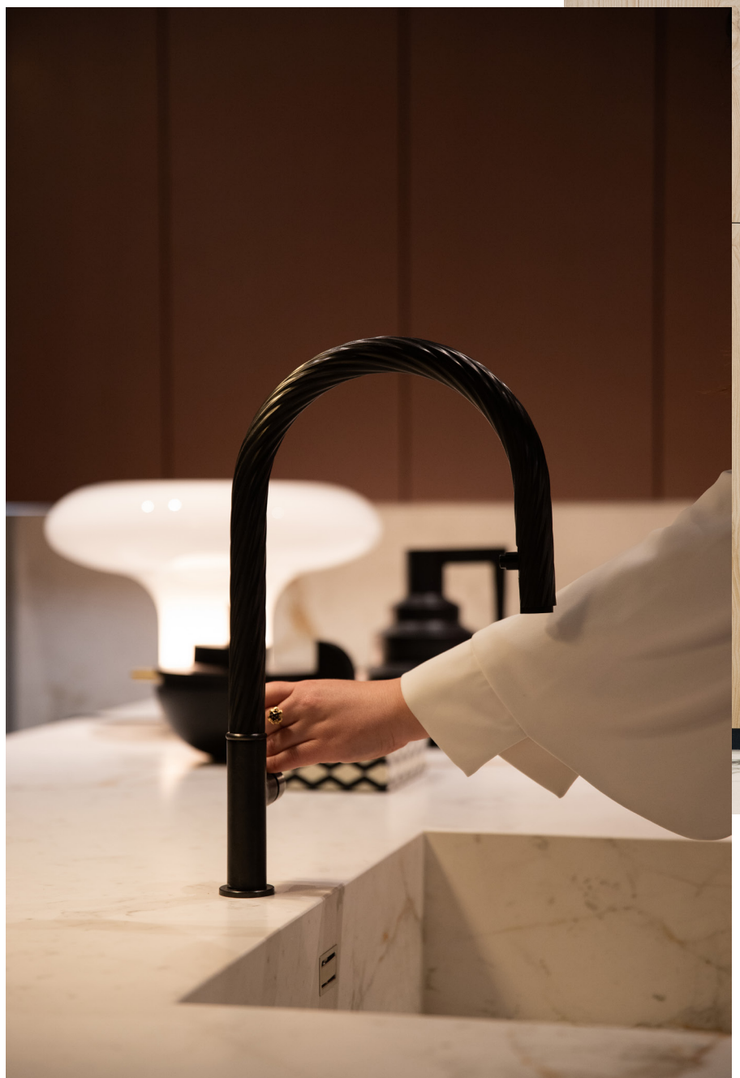
Neolith is present in several of the most important fairs in the world, with ephemeral spaces designed to capture the attention of visitors.

In turn, the photographer must capture the Neolith essence, through photographs full of life and warmth. Horizontal and vertical formats will be used, combining different planes with perspective. We will move away from portraying artificial spaces, and we will try to create a warm environment with a human trace.



3.4.8

Tradeshows





3.5

Photography: what to avoid

[1] **PHOTOGRAPHIC STYLE**. Spaces without any human trace. Frames with too many elements that create noise and make the photograph complicated. Dark and night lighting are also not recommended.

[2] **HUMAN PRESENCE**. When people are present, they don’t have to look at the camera or be in forced poses. Capture moments when people are in the spaces. Photos that are too static are not recommended.

[3] **SPACES**. Artificial atmospheres with studio lighting. Forced frames that get away from day-to-day moments. Always use lighting that seems natural.

[4] **PRODUCT**. A play on lights that loses the perception of textures and materiality. They mustn’t seem like renders.

1 PHOTOGRAPHIC STYLE



2 HUMAN PRESENCE



3 SPACES



4 PRODUCT



3.6

Photography and graphic elements

The characteristic element of the logo, the “I” works like a window; it’s a connecting point between the photography and background to create rhythm in the graphic. Different photomasks can be created by massifying the “i”. It’s a proprietary element that generates brand recognition by using photographs in different applications.

The element can be enlarged and rotated to create frames with a single angle.

70%image



The linear element is not necessary when there are photomasks at two angles.

3.7

Brand expression

The look & feel is created with the lines and perspectives extracted from the construction of the actual logo.

This is the starting point for a new visual and linear universe tied to the concept of design and functionality. A spatial canvas that allows us to build the brand language based on simplicity. A new elegant and sophisticated identity.

3.7.1

Our tone of voice



HOW DO WE SPEAK?

When we speak, it goes beyond just communicating information. We speak to inspire, to get close to our audience, to transmit elegance through the warmth of our language. **Because when we speak, our voice is a reflection of our personality.** That’s why we use short, friendly and simple yet powerful and convincing sentences that evoke those unique spaces we create.

Therefore, our verbal expression will be a combination of a functional and an expressive tone. **Because we’re creators.**

On the one hand, the expressive tone is marked by our desire to inspire people and we mainly use it to tell stories and emotions. It’s a more inspiring and powerful tone. And, on the other hand, the functional tone is marked by **our experience and credibility.**

By our desire to combine craftsmanship and technology. It’s a more descriptive and informative tone yet without losing any of the warmth and detail of the expressive tone.

3.7.2

Our verbal style

Our verbal identity is loaded with adjectives and word combinations that add richness to our message.



KEY VERBS

Create, imagine,
inspire, live,
move, surprise, discover,
experience, improve...

KEY ADJECTIVES AND NOUNS

Design
Functionality / functional
Versatility / versatile
Durability
Sustainability / sustainable
Elegance / elegant
Beauty / beatiful
Innovation / innovative
Subtlety / subtle
Quality
Luxe
Exclusive
Premium
Class
Style
Excellence
Unique

3.7.2

Our verbal style

It is recommended to use combinations of words to talk about the product.

KEY WORDS
COMBINATIONS

Exquisite design

Sustainable beauty

Functional beauty

High-performance functionality

Perfect balance

High functionality

Unique solutions

Unique spaces

Premium experience



3.7.2

Our verbal style



KEY PHRASES
SUSTAINABILITY

At the forefront of sustainability

An environmentally friendly surface.

KEY PHRASES
PRODUCT

Leading global brand in sintered stone.

Solutions for interior and exterior.

Unique, functional and sustainable surfaces.

Surfaces to be lived in.

Surfaces with heart to be lived in.

A material made to last.

Inspiring unique solutions.

3.7.2

Our verbal style



KEY PHRASES
GASTRO

Beyond a gastronomic experience.

Neolith adds value to the dining experience.

The perfect ally of a great chef.

KEY PHRASES
EXPERIENTIAL

Extraordinary brand experiences.

Because the best thing about creating something is living it.

We believe that the world would be a better place if everything we do, invent and create is for better living.

3.12

Our verbal style

There are a number of prohibited words and definitions that we should never use in our communication, as they distort the product or brand image that we wish to convey.

FORBIDDEN
WORDS AND COMBINATIONS

CERAMIC

NATURAL STONE

ROCK

IMITATE

THE NEOLITH



NEOLITH

touch.feel.live