intuis - Charter of Fundamental Principles

2023

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1.
Our brand

Context

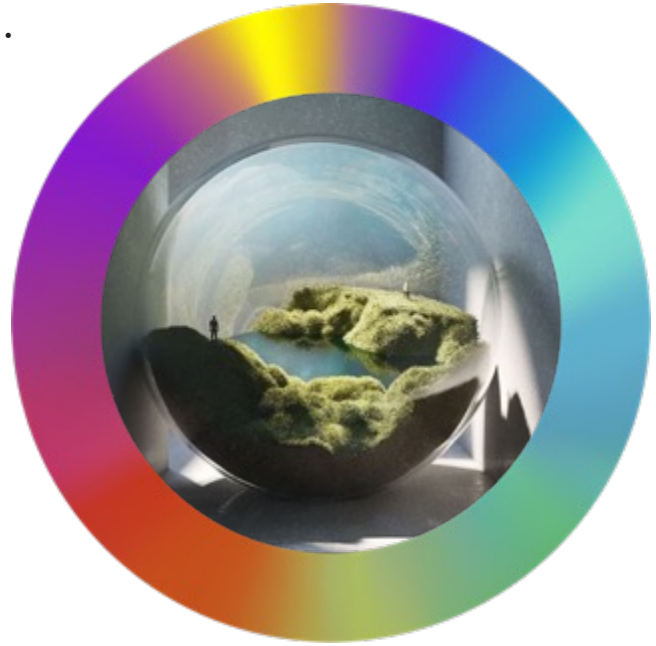
What type of energy are we using?

How can we manage our consumption? Energy is a challenging issue because of both its use and its consumption, both qualitatively and quantitatively.

As the topic becomes central, awareness of energy as a resource is changing.

It is at the heart of all concerns, individually and collectively.

If the need for energy does not lessen, the price will increasingly be subject to a volatile market. It is a multi-polar battle for energy suppliers, equipment manufacturers and households.



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Context

In this new era, the challenges surrounding housing are many and varied.

Buildings, whether residential or non-residential, are a part of an era that is equally concerned with urgency and sustainability. They are now designed to be resilient and reversible.

With the explosion of the service economy, the relationship to housing is no longer based on possession but on use.

Because the energy transition is both an environmental and social issue, living spaces are central to the problem…

Vision

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From the outset, anticipating societal and environmental transitions to help energy frugality .

With 70 years of history behind it, intuis, by promoting mindful and responsible consumption, is a forerunner in the energy transition.



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Mission

Designing innovative and efficient local solutions for thermal comfort in living spaces.

Thanks to its host regions, from R&D through design to manufacturing, intuis develops products and services that respond to the need for energy savings and to ecological necessities, for residential and non-residential use.

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DNA

The demand for simplicity in the service of high performance.

Essentialising means creating value, with a requirement for simplicity, in all aspects of the company, both internal and external: processes, technology, offerings, communication, installation, maintenance and use.

Pillars

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internally
externally







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Promise

More comfort...

With intuis, comfort is both subjective, sensitive, and connected.

Because it is unique to everyone.

Because it appeals to all the senses.

Because it adapts to change.

The experience of comfort is intuitive.



Benefit



...less energy.

With intuis, energy is virtuous.

Because energy efficiency is synonymous with sustainable development.

Because the best technology is the one that serves energy performance.

Commitment to a result that uses less energy.

.

Positioning



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More comfort, less energy.

From production, through installation, to usage - with intuis all uses are designed to offer maximum comfort.

Being mindful of our energy consumption isn't just an environmental responsibility, but also a societal one. This means considering the economic implications and committing to minimizing our energy usage.

For intuis, the demand for a combination of the two at all levels is a fight in the name of progress .



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Our name

intuis. Intuitively.

Etymologically from the Latin, intuitio, which means "representing oneself with thought", intuition is a process of abstraction.

Intuitive use is firstly the result of expert and technical intelligence, and secondly the experience of self-evident ergonomics.

In resonance with intuitu personae, the name intuis evokes the idea of personalised and intimate comfort.

As an anagram of in situ, intuis implies the notion of living spaces.

In all languages, our brand name is pronounced according to the transcription principles of the International Phonetic Alphabet (IPA) as

(A.P.I.) : [i n t y i s].

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2.
Our identity

Main **Logo**



Main **Logo**

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"the ring": unity, cohesion and harmony: a living symbol, benevolent, animated, digital and sensory

Proprietary typeface Asperity, lowercase , proximity, humility

"n"n" and "u" in mirror image, internal and external, graphic rhythm and accent

Roundness accessble Well-being

Representation of all forms of thermal confort allegory of the planet, of all states of life, of the living, the infinite, combinations, smoothness of the gradients



Dark blue, reassurance, reliability

An organic logo with the power of universality at the service of innovation and personnalisation

Secondary **Logo**

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Exceptional **Logo**



Logo summary

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1. **Main logo** of the brand, to be preferred for most media communication
   Stationery, website, production sites

2. **Secondary logo**, with the brand name centred inside the ring. Its minor use allows the brand to be affirmed in iconic settings where the ring is valued as a sign of recognition and belonging.
   Signs, goodies

3. **Exceptional logo**, in its vertical version to be used for better brand name recognition, especially for square formats
   Social networks

A logo with variable geometry that keeps its power in its responsive

Monochrome **Logo**

A **specific monochrome version** is under design development.

It is intended for **flexo printing technology.**

Its chrome application is intended for a **high-end use** of the brand .



Logo

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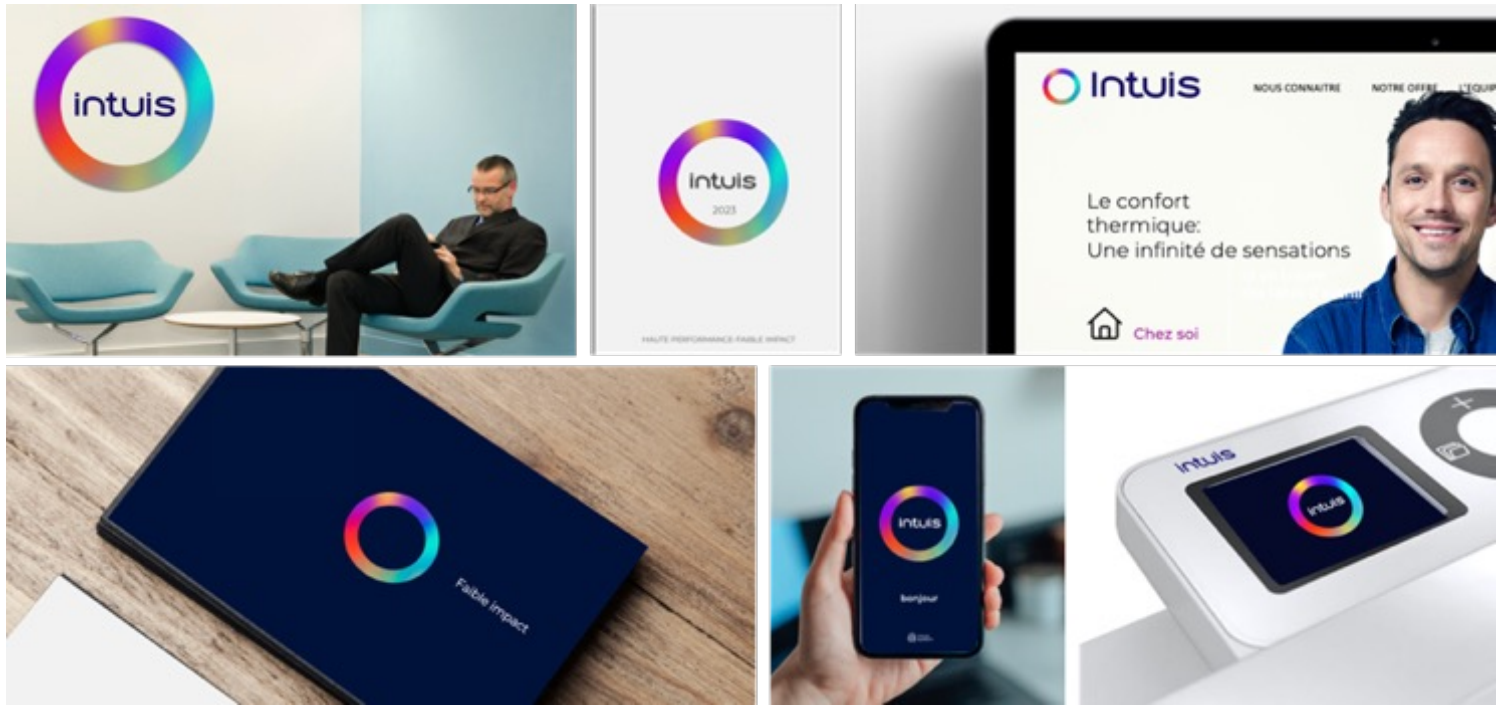


The logo should **preferably be applied on a white background.**

It can be used on a **dark blue background to assert the presence of the brand.**

Logo





It can also be used on light and dark backgrounds, on slightly darker solid backgrounds, or on photos.

Polychromatic backgrounds should be avoided where the ring may disappear, particularly its varying blues and reds.

Safety zone **Logo**

The "i" in the **main logo** is used as a **safety zone** to protect the brand block.

For the **secondary logo** and for the exceptional logo, reference should be made to the **name templates**.

The implementation documents of the logos are made with the **safety zone included**.

The brand block must **never** be placed **in a text box**.

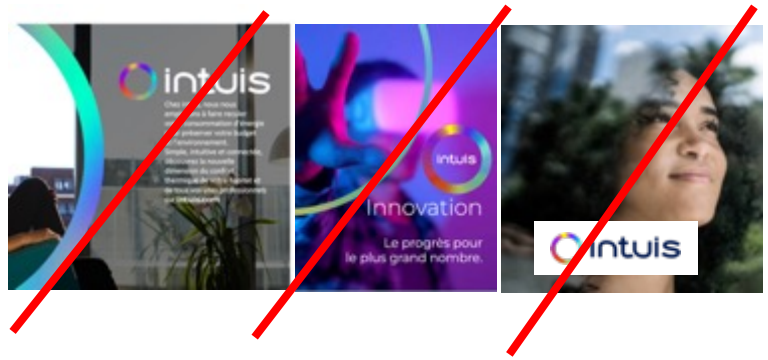












Minimum size **Logo**

The **readability threshold** is specified so that the logo remains readable.

Regardless of the medium or process of reproduction of the logotype, its **minimum size** is specified for the version of the logo used.

It should never be less than **15mm wide** in its **main version**, **10mm** in its **secondary and exceptional versions**.

1.



Main version
< 15mm >

2.



Secondary version
< 10mm >

3.



Exceptional version
< 10mm >

Symbol

The ring :
an organic symbol.

The guiding principles of intuis are symbolised through the 'ring'.

As an identity marker, it contributes to the feeling of belonging and serves as a conduit for recognition.

As an organic animated symbol as soon as it is technically possible on all digital media and films, “the ring” brings the brand identity to life and covers the spectrum of comfort-related sensations.

In its 3 bold variants designed as typeface, it allows you to focus attention, zoom in on a message or point out a detail.



Symbole variants

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The ring : variants of the symbol.

The branded ring is used in **three variations of bold**, as **a typeface**.

- **BOLD, found in the logo :** used to assert the brand, making it visible and signposting it.
- **MEDIUM :** used to highlight a piece of information or an image detail.
- **FINE :** used in large format as a layout structuring element, or to accompany an image detail more discreetly.



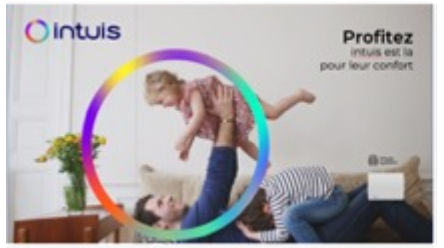




Business cards



Key visuals



landing page



Print



Web site



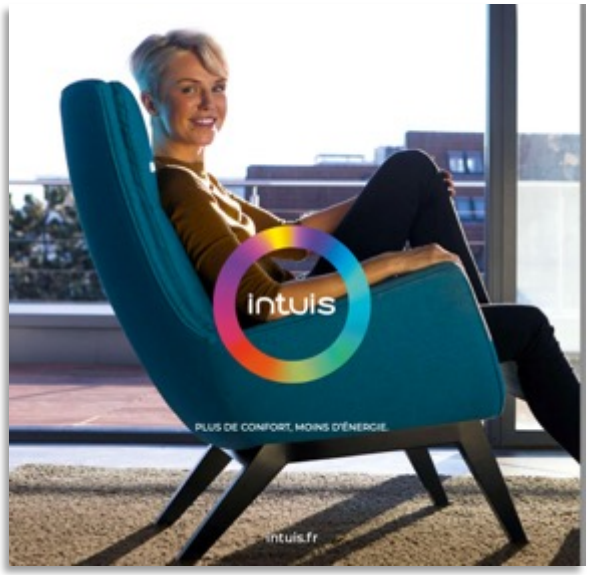
Signature

La The signature that encapsulates the brand positioning **“More comfort, less energy.”** is **never integrated into the brand block.**

It is present in the form of **a sentence with punctuation (comma and full stop) and written in capital letters** to counterbalance the writing of the brand name in lower case.

It can be placed in **3 different ways:**

- In communication materials, the signature is **centred below the logo on a line**.
- When it is the main hook of the medium, it is applied **more strongly in a block of text**.
- When it is applied on a blue background, it is displayed **on either side of the secondary logo without punctuation**.



1. Ex : advertising

2. Ex : landing page





3. Ex : business card

Palette

As an expression of advanced technology and innovation, **white** is the **major colour**, and **dark blue** is the **secondary colour.**

The **2 greys** have a **functional** use. In particular, they allow the tariff tables to be positioned.

A **colour palette from the ring** is also available with more of a signalling role (vs range segmentation).

To be used occasionally in small doses, such as touches of colour to be used as a guide or to accommodate pictograms.



Pictograms

A pictorial library for educational purposes.

Proprietary pictograms allow indicating specific **product promises** and promote the **technical expertise** of the brand.

They may appear in black on a white background, in colour on a white background, in white on a coloured background, and/or as part of a wider colour palette.

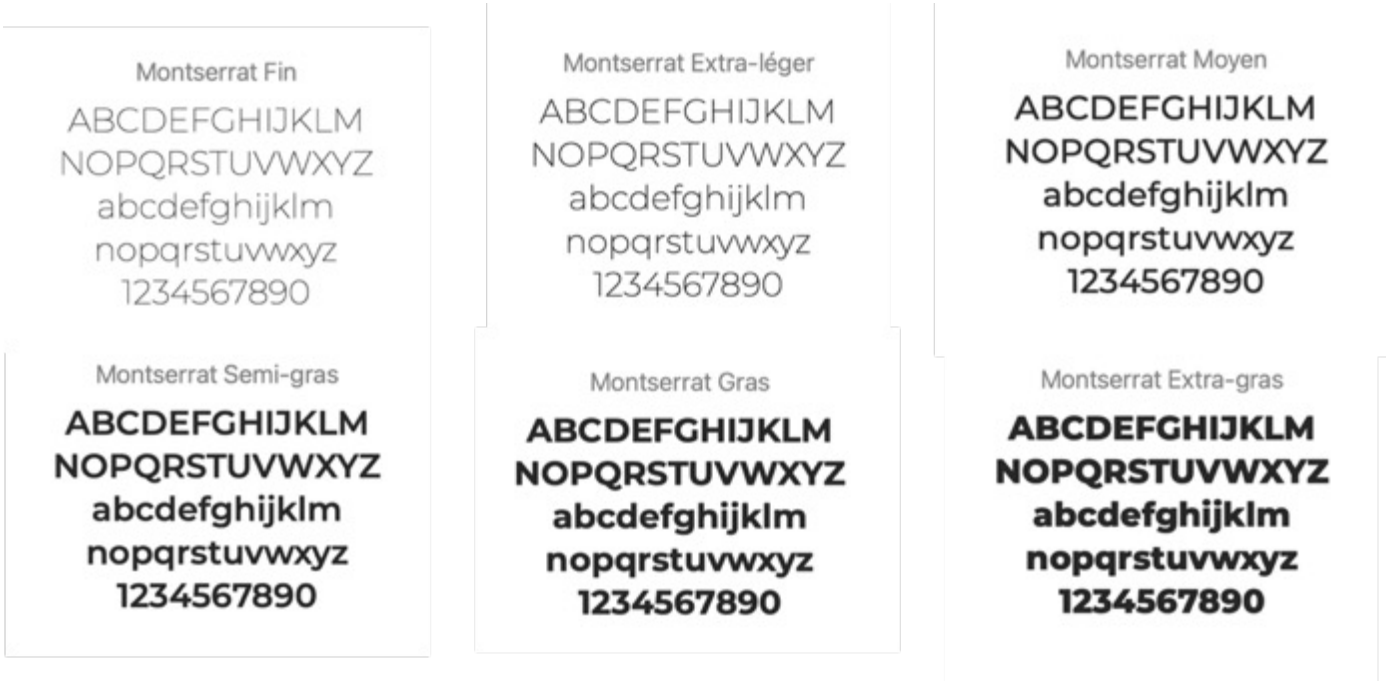


Typeface

Montserrat

A **clear, simple, rounded** typeface that is easy to use and comforting.

For ease of use, the typeface is a free-to-use, downloadable, digital-compatible **Google Font**.



Typoface

Avenir Next LP Pro

The **Avenir Next** font, a narrower, more concentrated typeface than the main Montserrat font, is used only for PowerPoint files.

It is available on **Google Fonts.**

Avenir Next LP Pro Light

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
01234567890

Avenir Next LP Pro Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
01234567890

Avenir Next LP Pro Demi

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
01234567890

Avenir Next LP Pro Bold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abscdefghijklm
nopqrstuvwxyz
01234567890

Co-branding mobile app

The intuis connect logo was created as part of the partnership with Netatmo.

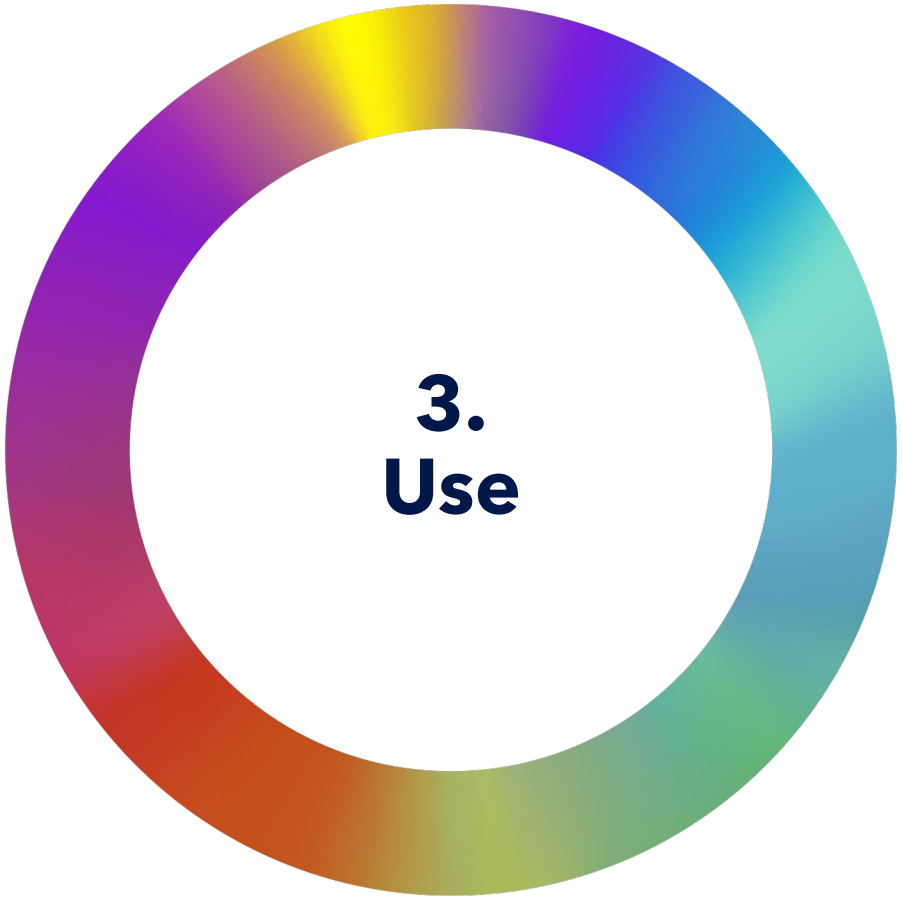








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3.
Use

Catalogues



intuis Pro Guide catalog



intuis signature catalog

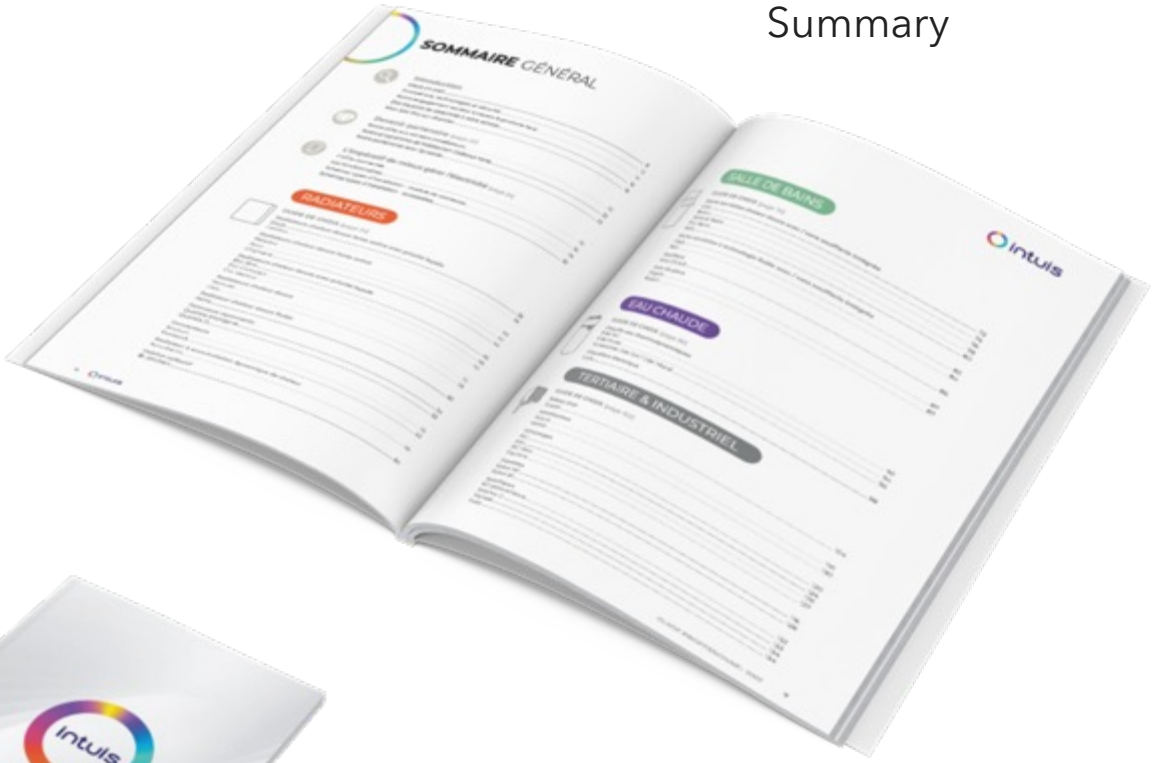


Heat Pump & Hot Water
Heat Pump catalogs

Guide Pro

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Summary





Cover



Message from Management

Guide Pro

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Intuis page



Divider

Selection guide





Product details

Thermodynamics **Catalog**

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Cover



Summary



Dividers

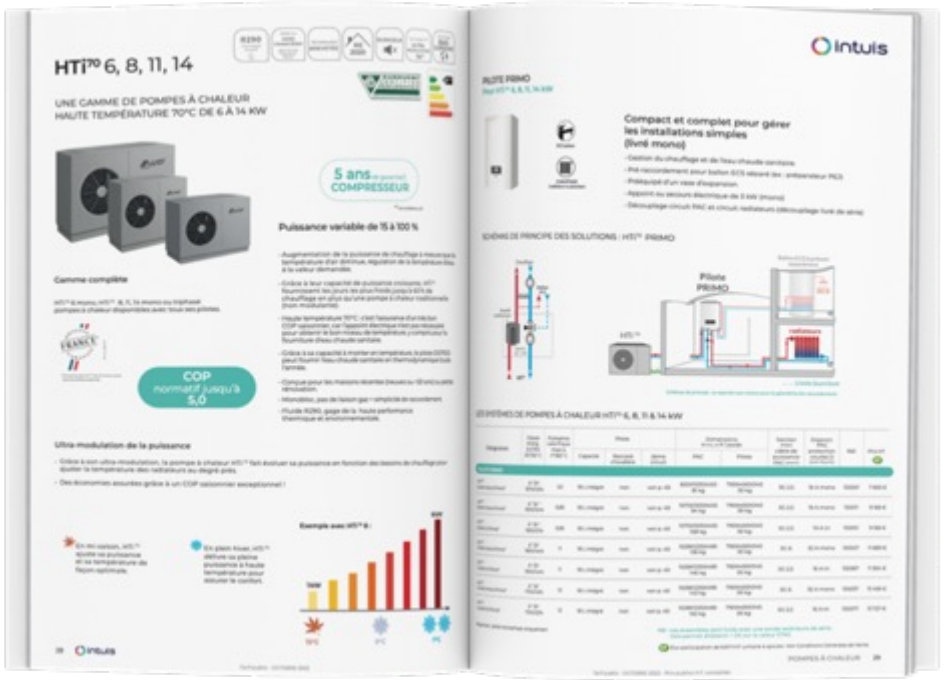
Thermodynamics **Catalog**

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Product page

Page pilote



Corporate **Document**



Corporate brochure

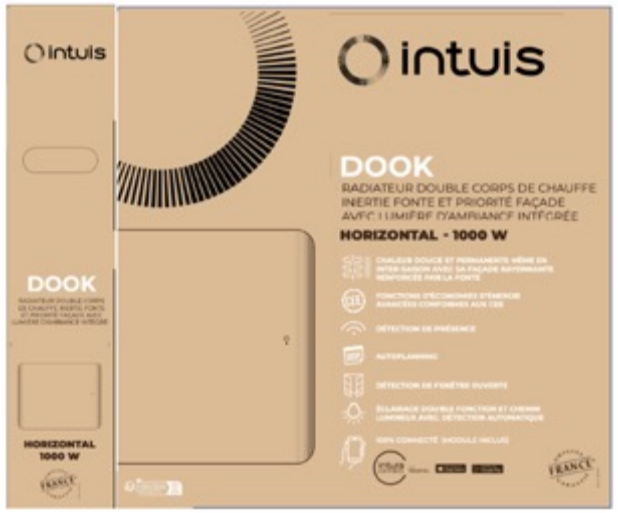


Collector magazine



Transition leaflet

Packaging


intuis
DOOK
RADIATEUR DOUBLE CORPS DE CHAUFFE
INERTIE FONTE ET PRIORITÉ FAÇADE
AVEC LUMIÈRE D'AMBIANCE INTÉGRÉE
HORIZONTAL - 1000 W
HORIZONTAL
1000 W


intuis
DOOK
RADIATEUR DOUBLE CORPS DE CHAUFFE
INERTIE FONTE ET PRIORITÉ FAÇADE
AVEC LUMIÈRE D'AMBIANCE INTÉGRÉE
HORIZONTAL - 1000 W
HORIZONTAL
1000 W


intuis
DOOK
RADIATEUR DOUBLE CORPS DE CHAUFFE
INERTIE FONTE ET PRIORITÉ FAÇADE
AVEC LUMIÈRE D'AMBIANCE INTÉGRÉE
HORIZONTAL - 1000 W
HORIZONTAL
1000 W

Electric **Product branding**

General principles:

The intuis brand name will be positioned at the bottom to the right of the product







Thermodynamic **Product branding**

intuis

intuis









MORE COMFORT



Thank you

LESS ENERGY