



# Brand guidelines

[brand.pptgroup.com](http://brand.pptgroup.com)

# Explore our new visual identity

Our new visual identity for the PPT Group brings together the best characteristics and traits from each of our component brands, to create a family identity that reflects our common goals.

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# Group overview

Our vision for the Physical Properties Testers (PPT) Group is to create a forward thinking and modern brand, that will help us create a competitive edge within our marketplace.

At the heart of our organisation's sales and marketing strategy lies the cornerstone of branding. Within a group of companies, it is imperative to craft a seamless brand experience. This not only allows us to leverage our diverse strengths but also enhances value for our customers, employees, and investors. It sets the stage for future growth.

Our brand book and updated collateral serve as the tools to bring cohesion to the entities within the Physical Properties Testers (PPT) Group. Through these resources, we present a unified front, highlighting our extensive proficiency in the design and manufacturer cutting-edge testing instrumentation and quality control technologies.

We encourage you to acquaint yourself with our brand guidelines and ensure their effective implementation.

As the PPT Group undergoes transformation, so does our brand. It is a convergence of distinct companies, forming a potent collective that epitomises our dedication to delivering testing solutions guaranteeing quality and reliability in materials, components, finished products, and packaging.

We firmly believe that our multifaceted offerings and expertise are the key drivers of our success.

**PPT Group Marketing and Brand team**

# Logo overview

Our new visual identity unites us. We are a family of brands and just as a family is made up of individuals, with their own characteristics and personality traits, we maintain some distinctive qualities from each brand while adopting a new group identity designed to complement and elevate each brand.



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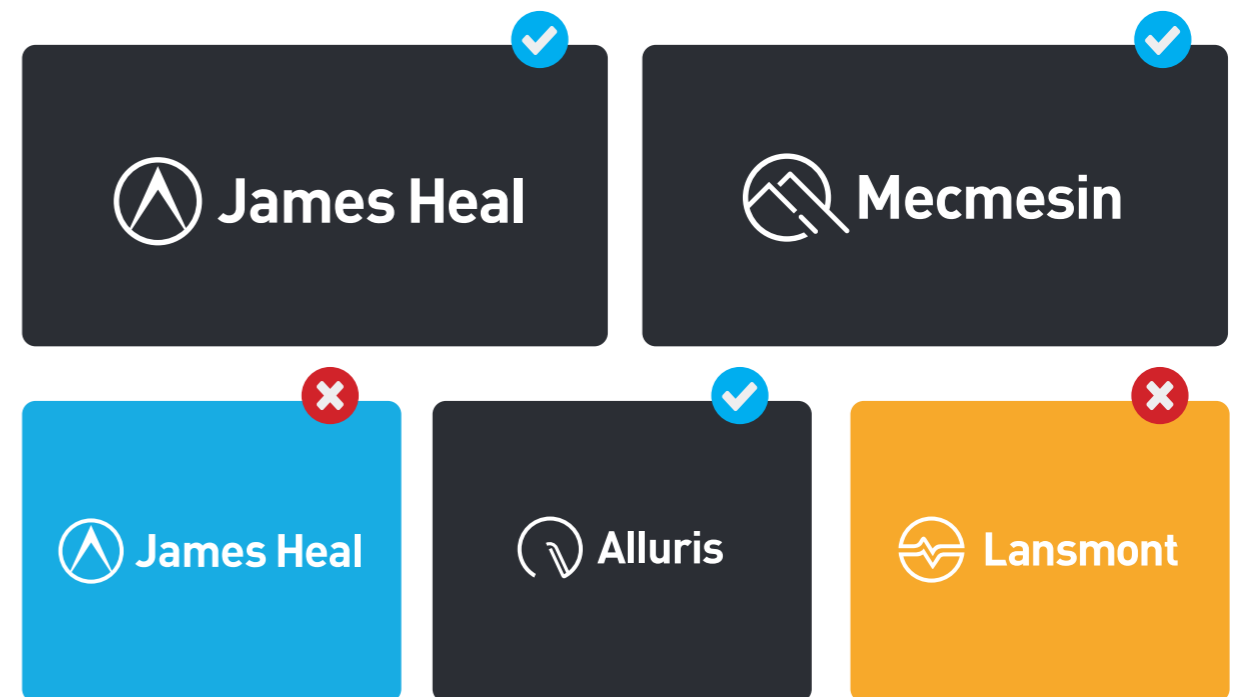




PPT Logo landscape with exclusion zone



PPT Logo landscape





PPT Logo stacked with exclusion zone



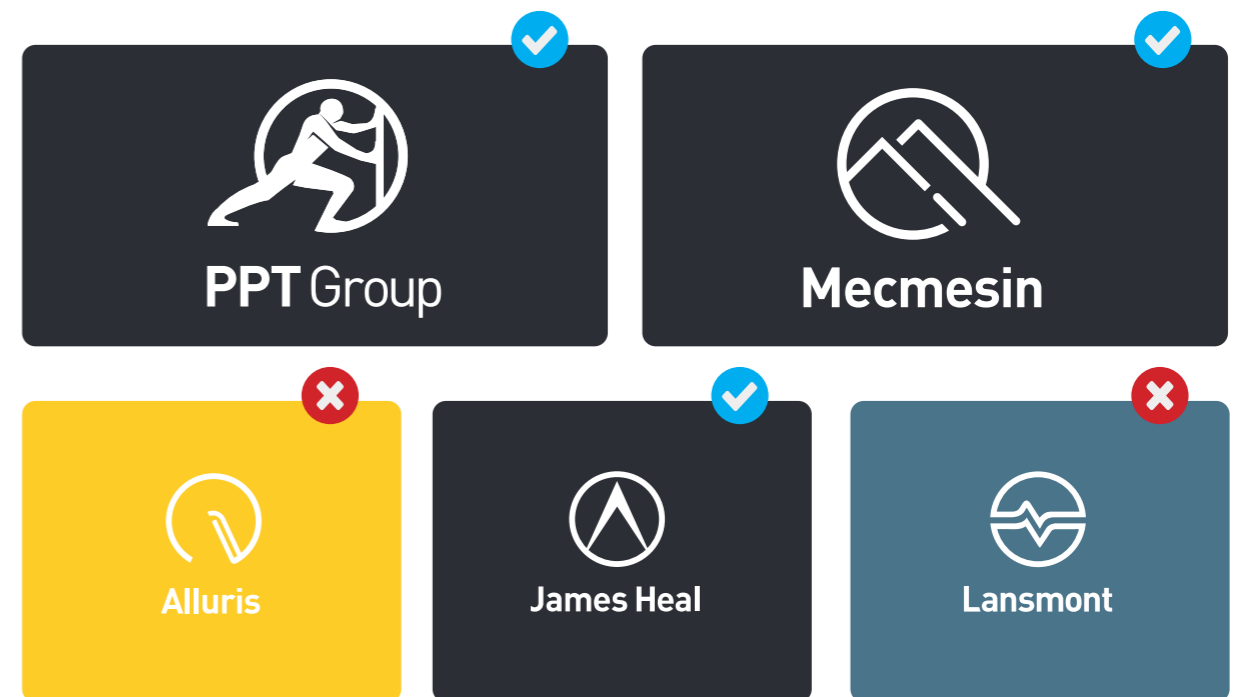
PPT Logo stacked version



PPT logo centred

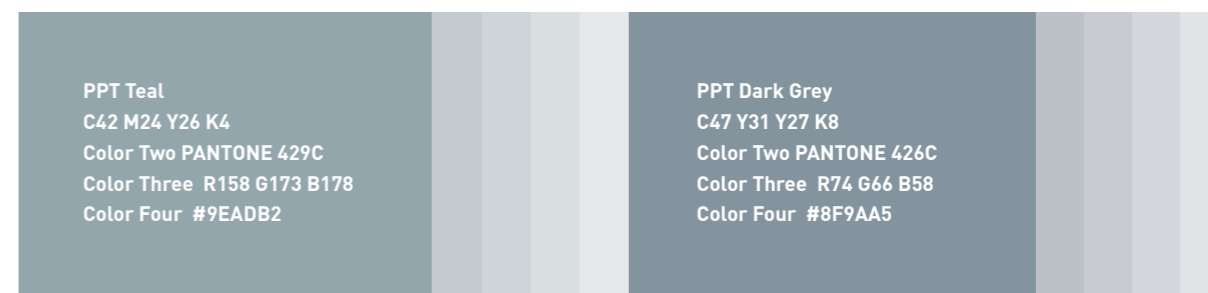
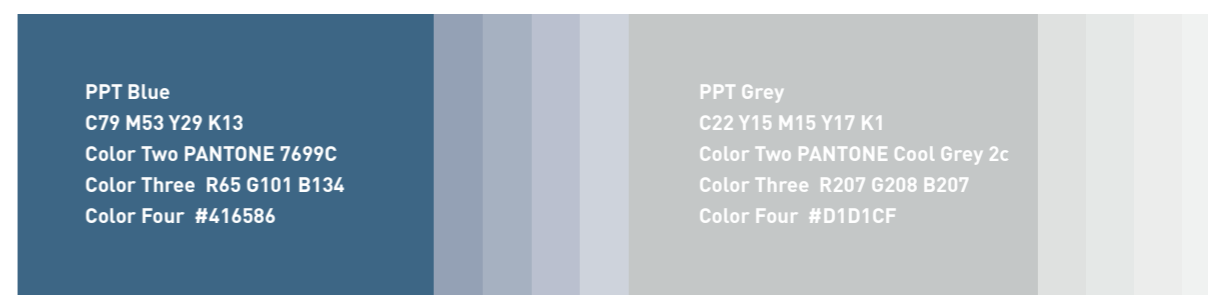
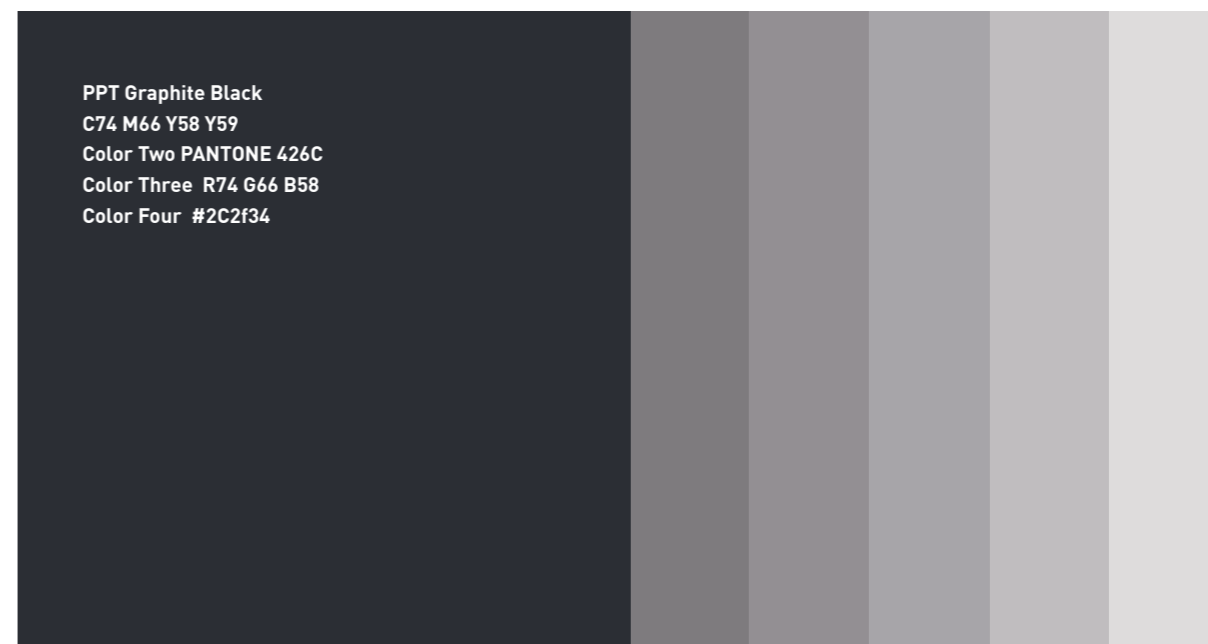


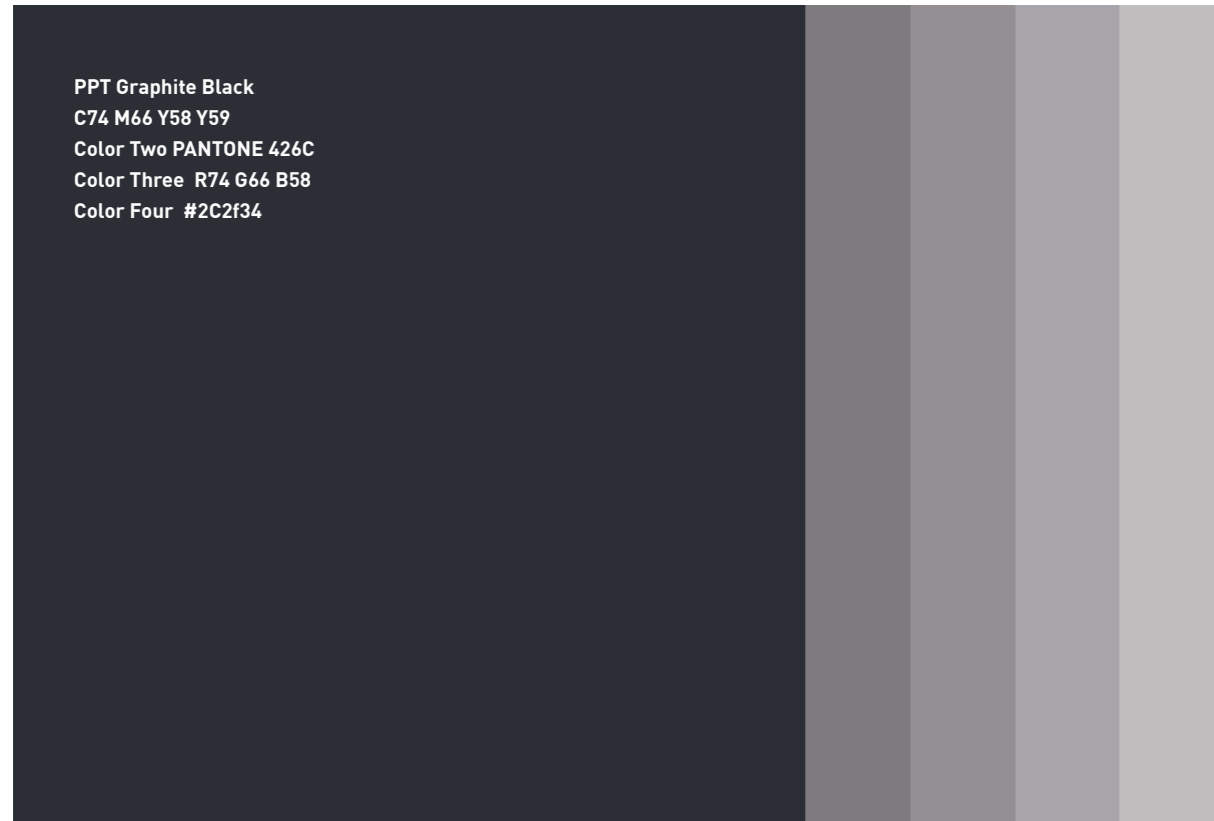
Product logos centred.



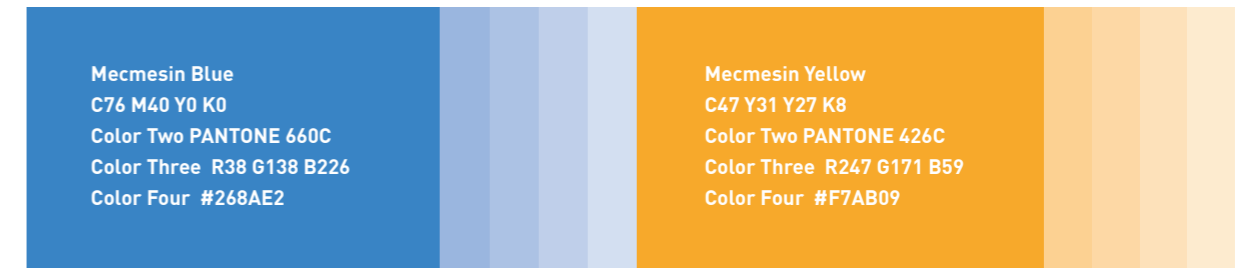
# Brand colours

Core brand colours for the PPT Group use a classic black and white style that has longevity. The PPT 'Graphite Black' is the most widely used background or staging colour, providing vivid contrast with high quality product imagery and text layout. At group level a reserved palette of blues and greys can be used to complement brand spot colours.





PPT 'Graphite Black' is our core colour across the brands. Each brand has complementary primary and secondary spot colours- inherited or extended from previous guidelines. The spot colours have been tuned to work harmoniously when presented together.



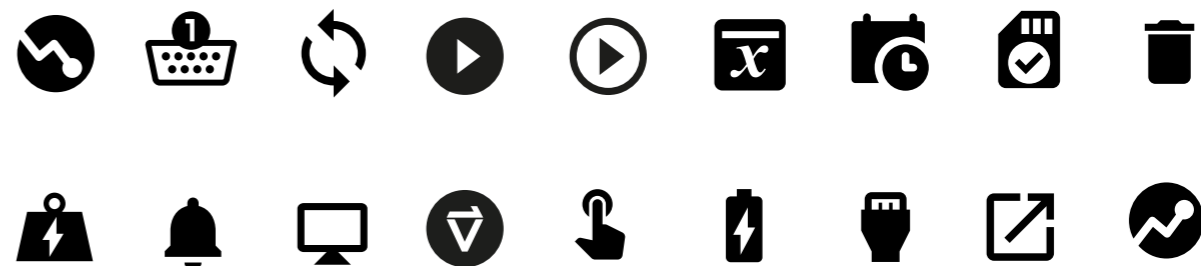


# Typography and icons

Our typographic style for all of the PPT Group is clean and purposeful. DIN for headlines and structural heading helps us make clear impactful statements. Univers for all other body copy is easy to read in print and on screen. Their calm and distinctive style complement our brand tone of voice.



**Bold**  
Regular  
Light



Aa

AaBbCcDdEeFfGg

HhIi0123456789+;%@\*

AaBbCcDdEeFfGg

HhIi0123456789+;%@\*

Typography

DIN primary headline typeface weights

Light AaBbCcDdEeFfGgHhIiJjK LlMmNnOo PpQqRrSsTtUuVvWwXxYyZz 0123456789 (&!/,;:\_\*")

Regular AaBbCcDdEeFfGgHhIiJjK LlMmNnOo PpQqRrSsTtUuVvWwXxYyZz 0123456789 (&!/,;:\_\*")

Bold AaBbCcDdEeFfGgHhIiJjK LlMmNnOo PpQqRrSsTtUuVvWwXxYyZz 0123456789 (&!/,;:\_\*")

Typography

Univers body copy typeface weights

Light AaBbCcDdEeFfGgHhIiJjK LlMmNnOo PpQqRrSsTtUuVvWwXxYyZz 0123456789 (&!/,;:\_\*")

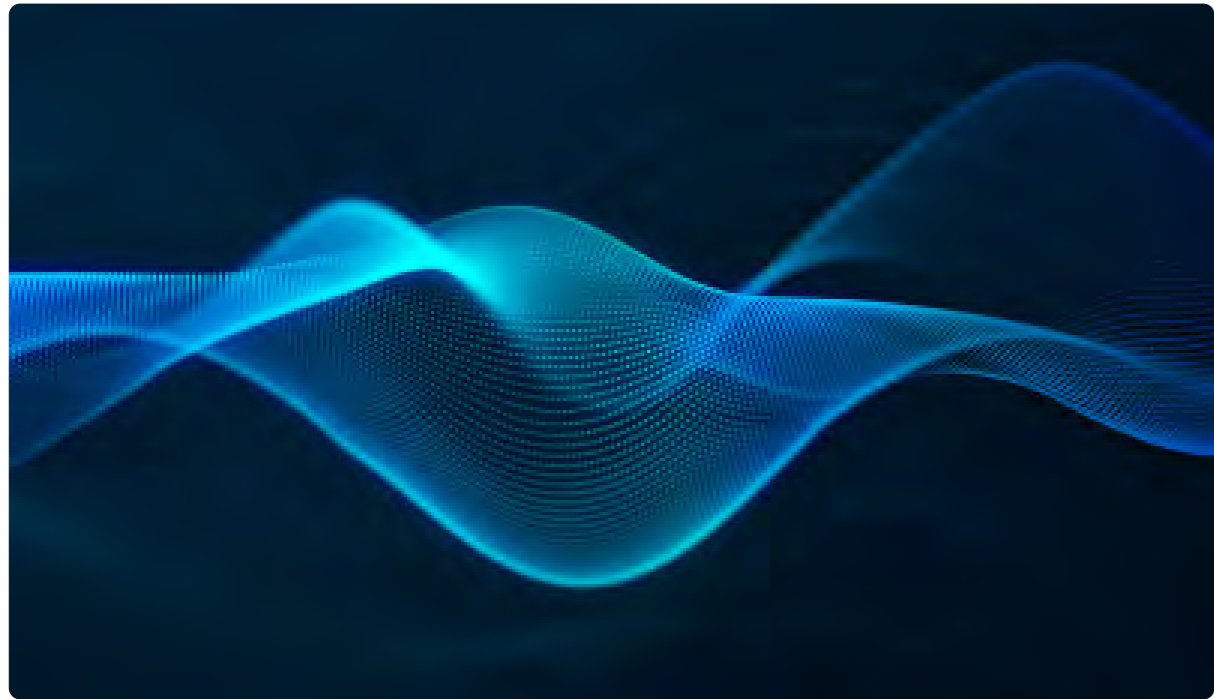
Regular AaBbCcDdEeFfGgHhIiJjK LlMmNnOo PpQqRrSsTtUuVvWwXxYyZz 0123456789 (&!/,;:\_\*")

Bold. AaBbCcDdEeFfGgHhIiJjK LlMmNnOo PpQqRrSsTtUuVvWwXxYyZz 0123456789 (&!/,;:\_\*")

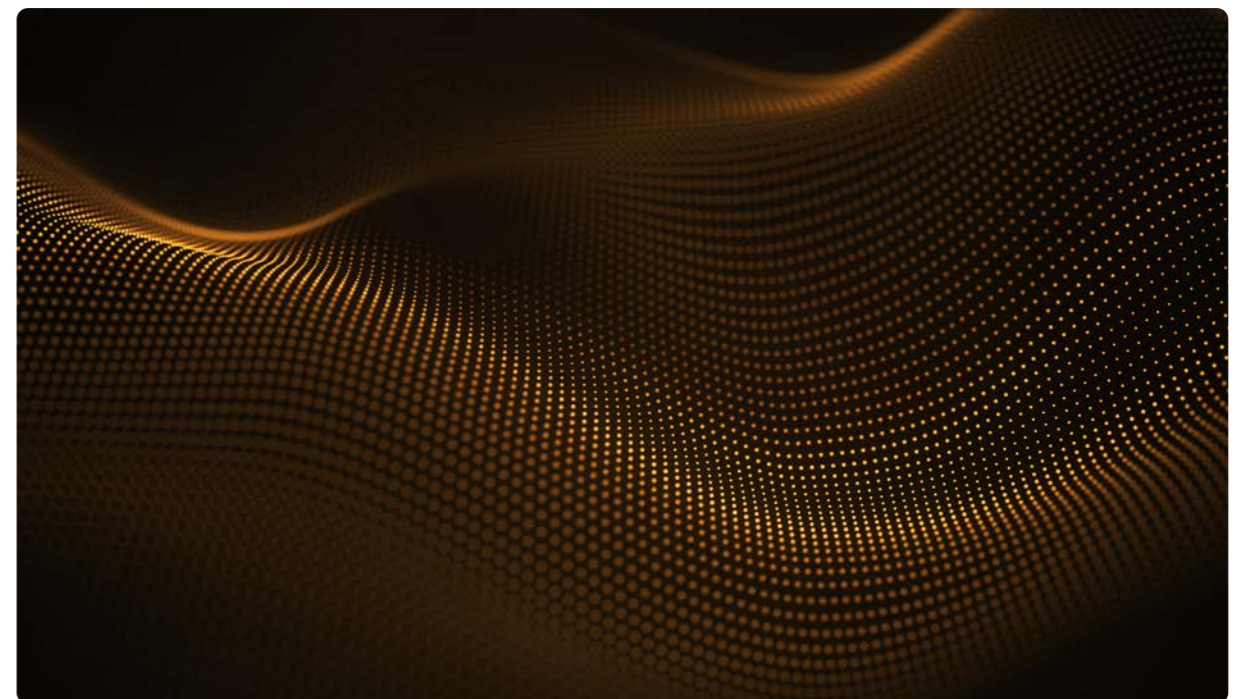
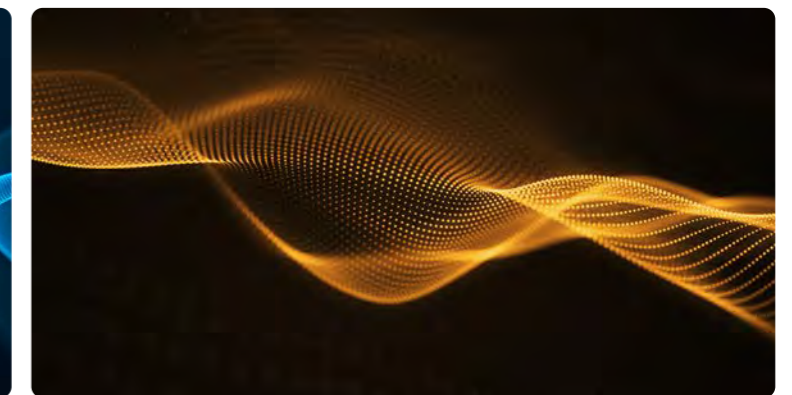
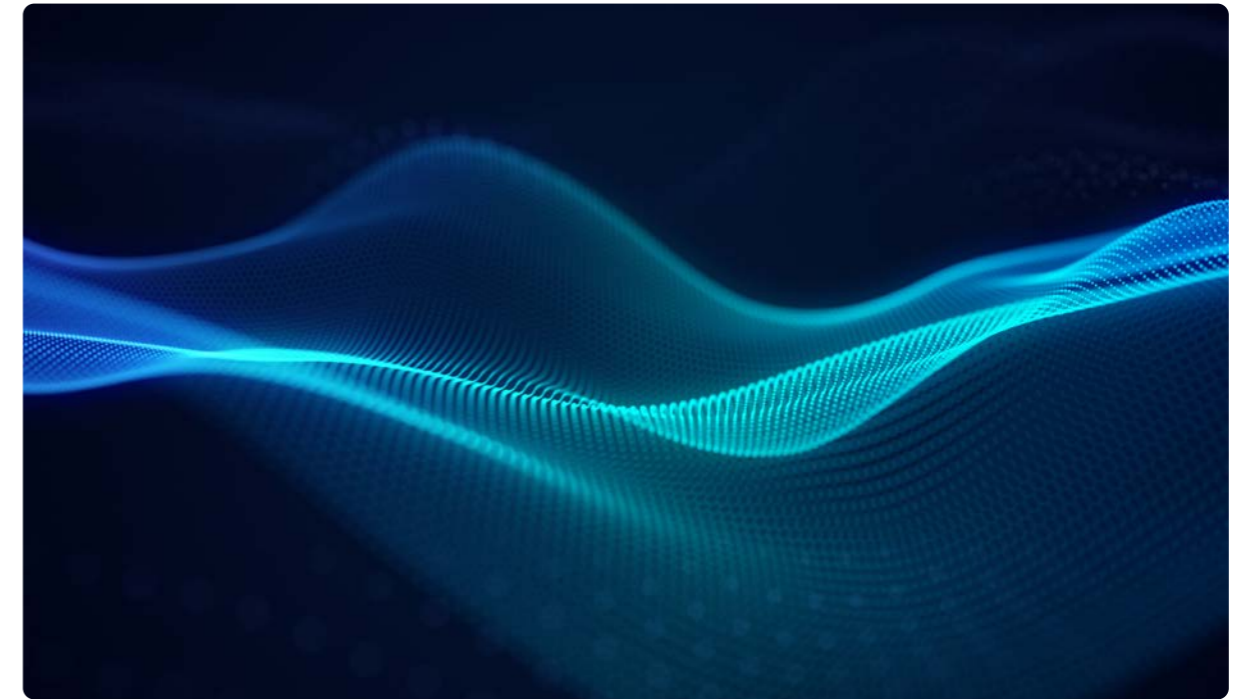
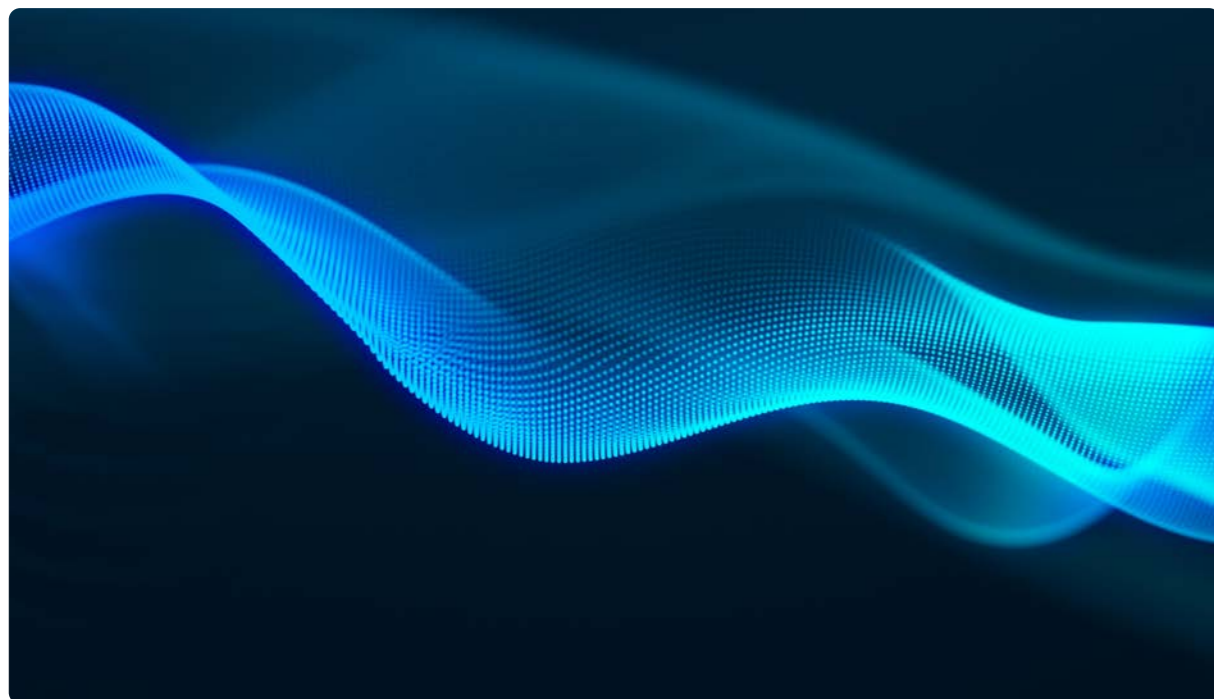
# Brand imagery

Part of our new group visual identity is incorporating more people and application oriented photography. Photography should feel natural and focus on people at work. There are multiple styles and techniques that you can get support and advice on from our Group Marketing team.





A new colour-tuned particle waves brand element has been introduced for (sparing) use across the brands. For example, blue waves for James Heal or Mecmesin product promotion, yellow waves for Alluris.



# James Heal

James Heal product photography showcases the high standard of product design and new marketing collateral will be co-branded, eg James Heal / PPT Group.



**James Heal**

## AirPro

**Air Permeability Tester**

AirPro is a consistent and accurate Air Permeability Tester, used to test the resistance of the flow of air through woven, knitted and non-woven textile materials. It is supplied with TestWise software, making it intuitive and easy to use.

+44 (0) 1422 366355  
www.JamesHeal.com  
halifaxsales@pptgroup.com

 PHYSICAL PROPERTIES TESTERS GROUP



**James Heal**

## HydroView

**Hydrostatic Head Tester**

HydroView is a Hydrostatic Head Tester, used for determining the resistance of fabrics to the penetration of water. It is suitable for protective clothing, outdoorwear, nonwovens and geotextiles. HydroView is supplied with our intuitive TestWise software as standard.

+44 (0) 1422 366355  
www.JamesHeal.com  
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 PHYSICAL PROPERTIES TESTERS GROUP



# AirPro

Air Permeability Tester  
Sales brochure

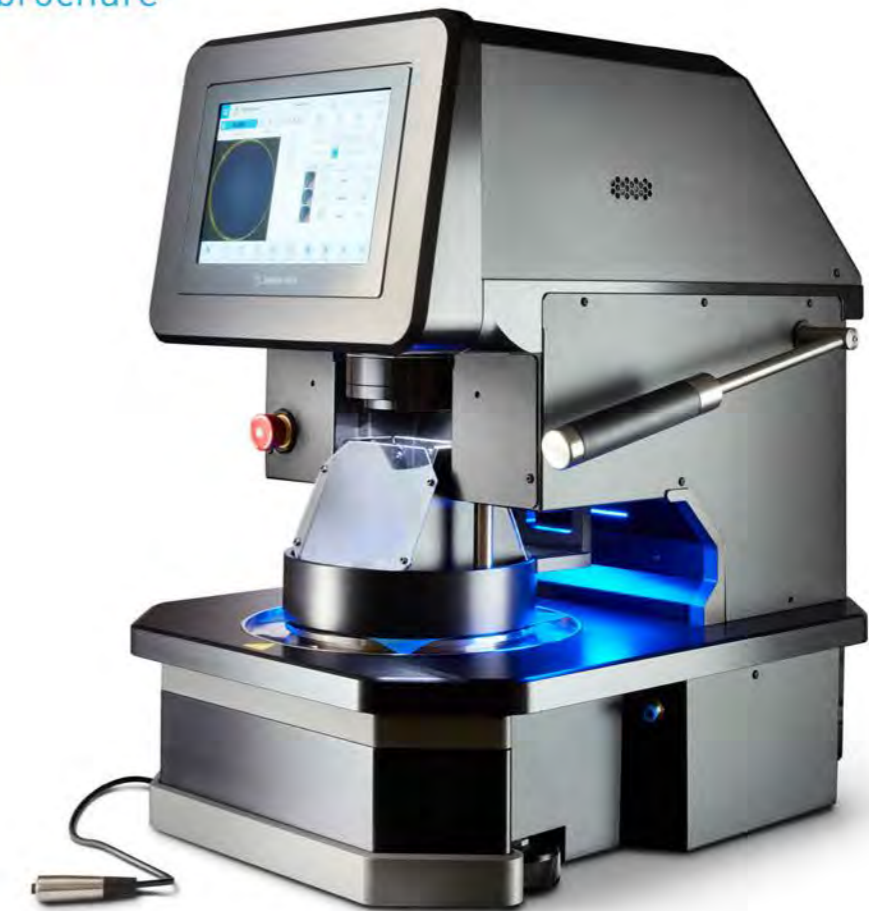


[www.jamesheal.com](http://www.jamesheal.com)



# HydroView

Hydrostatic Head Tester  
Sales brochure

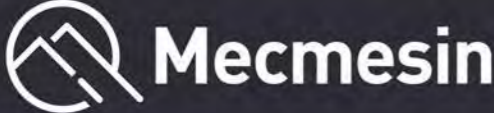


[www.jamesheal.com](http://www.jamesheal.com)




Mecmesin's new product strategy requires great imagery. As the examples show, the style and relationship between the collateral of the different brands is being brought much closer together.





Digital force  
and torque gauges  
Sales brochure



Mecmesin

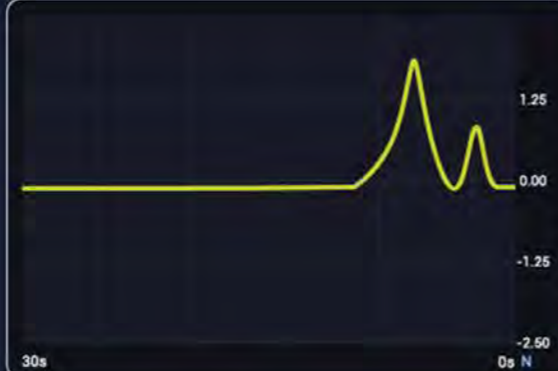
14:40:20 VFG 85%

250 N ↑ 1.558

↑ 0.945 N

⏸

↓ 0.000



PHYSICAL  
PROPERTIES  
TESTERS  
GROUP



Packaging  
testing solutions  
for the wine and  
spirits industry

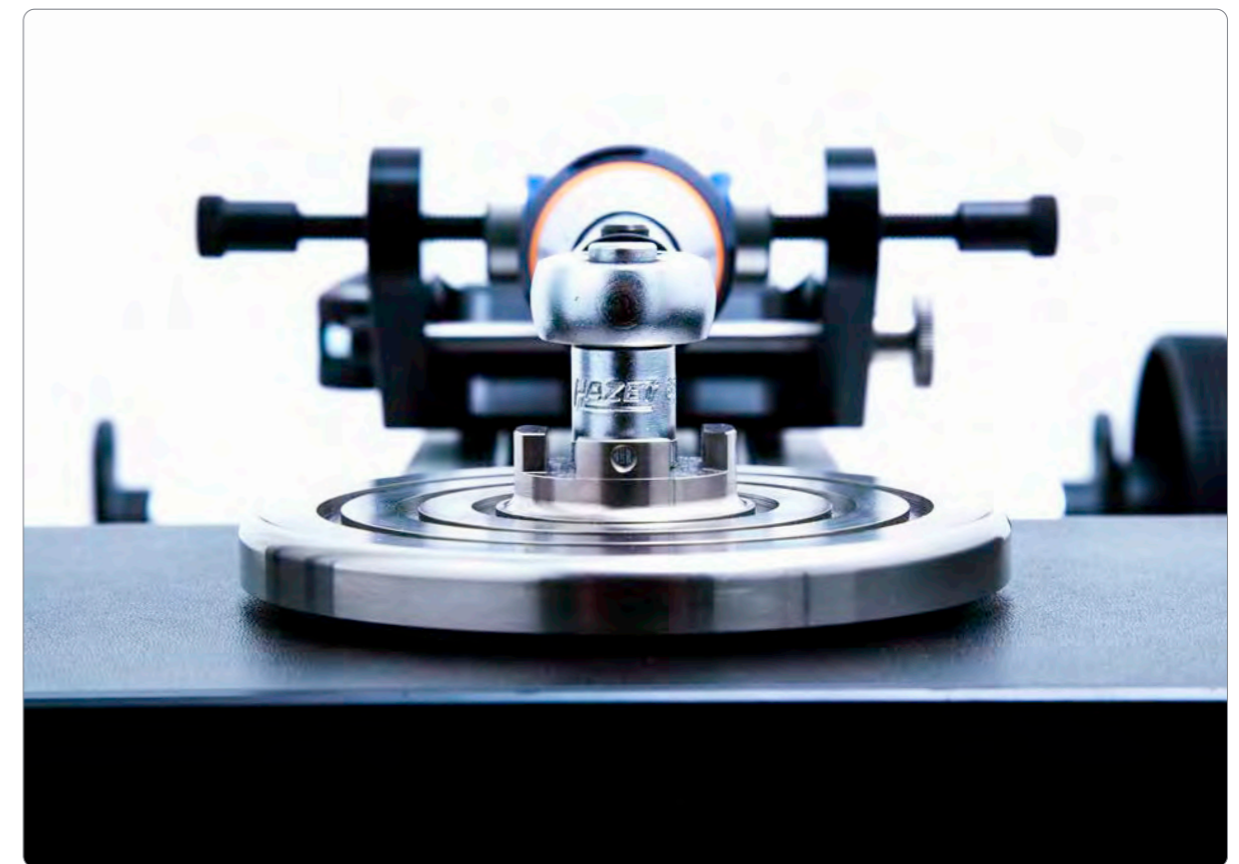


PHYSICAL  
PROPERTIES  
TESTERS  
GROUP





Alluris' existing high quality photography and format of new collateral will also be consistent within the group brand, demonstrating how distinctive traits such as the yellow particle waves can be introduced.






# TTT-300

**Torque sester series**  
Sales brochure




PHYSICAL PROPERTIES TESTERS GROUP | [www.alluris.de](http://www.alluris.de)



# FMT-W30

**Manual pull tester**  
Sales brochure



PHYSICAL PROPERTIES TESTERS GROUP | [www.alluris.de](http://www.alluris.de)

# Lansmont

Many Lansmont products are of such a large scale or impact that we want to convey this within our approach to imagery, supporting the real-world to lab-simulated dynamics data capture message.





# Preventing transport damage starts with Lansmont



Discover our range of industrial testing solutions for quality control: [lansmont.com](https://lansmont.com)



Mission critical measurement  
and testing intelligence



Discover our range of military testing solutions  
for quality control: [lansmont.com](https://lansmont.com)

# Vehicle signage

Our physical brand presence is just as important as our digital presence, so our service and calibration teams will use branded vehicles that clearly present our group/family status first (ie PPT Group) as well as our component brands.





# Company merchandise

We have included some examples of branded apparel and corporate gifts, as a guide for general brand use and placement. Our logos are available to download from: [pptgroup.com/brand](http://pptgroup.com/brand)

If you need support or advice on brand application, please contact the Group Marketing team.







PPT branded jacket/fleece



PPT branded mens poloshirt



PPT branded womens poloshirt



PPT notepad and pen



PPT coffee mug



PPT gift bag



PPT baseball caps



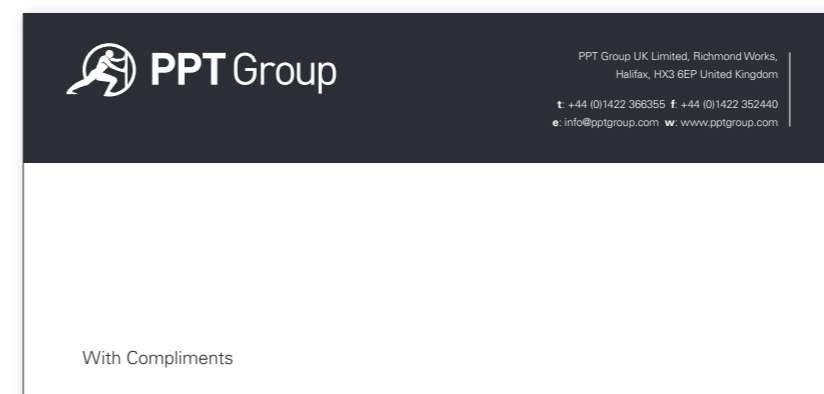
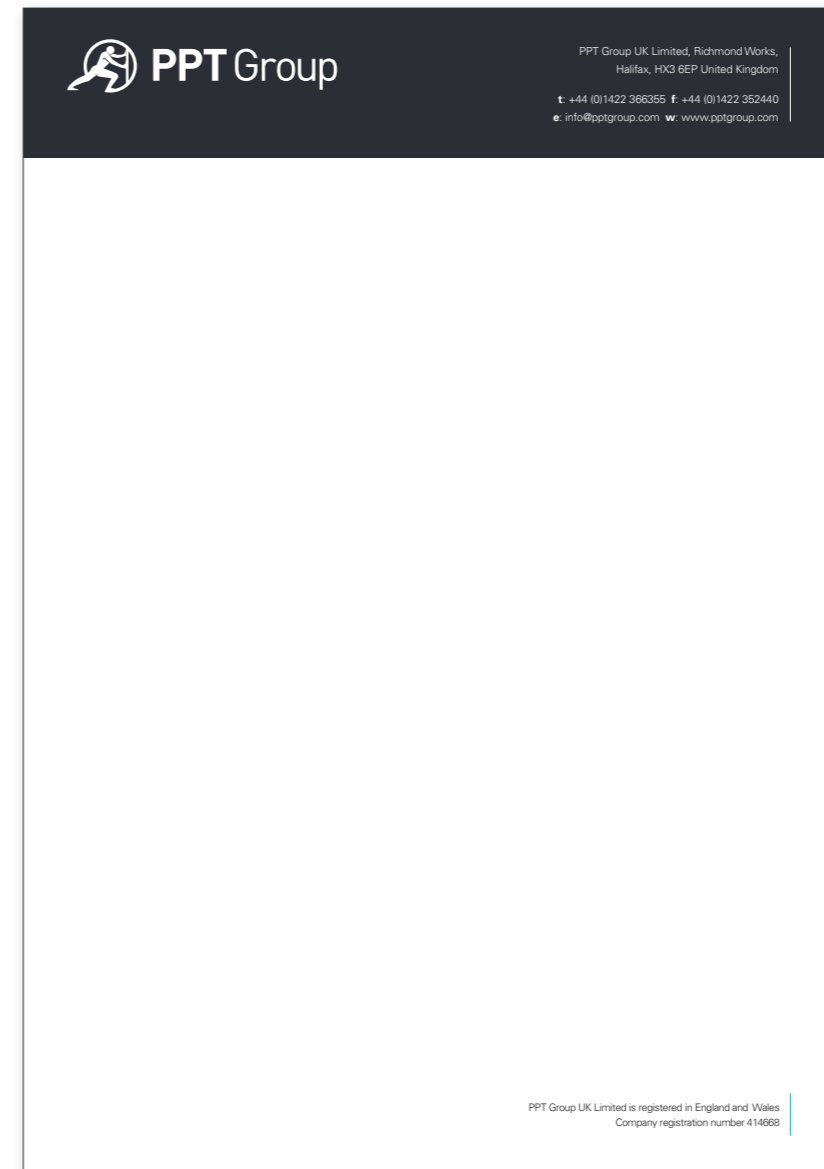
PPT water bottle



PPT memory sticks

# PPT Group stationery

Our group stationery is a contemporary template that complements each of the brands.




# Social media

Our social media presence and campaigns will continue to evolve and align with our brand guidelines. The following examples demonstrate the use of people, product and application imagery we are striving for.



**Mecmesin Limited**  
1,805 followers

This is a mockup for a LinkedIn image post. Add your own text and post image in just a few clicks.




👍🗨️ 16 - 112 Comments

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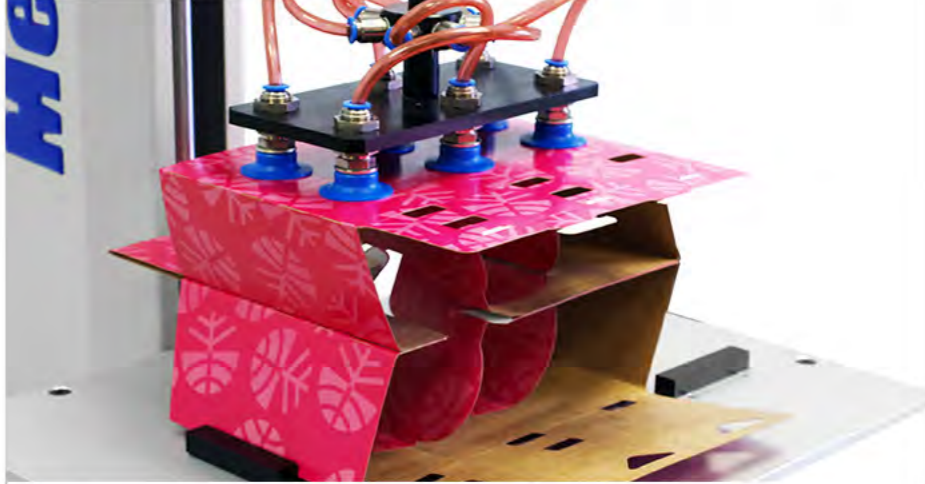


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