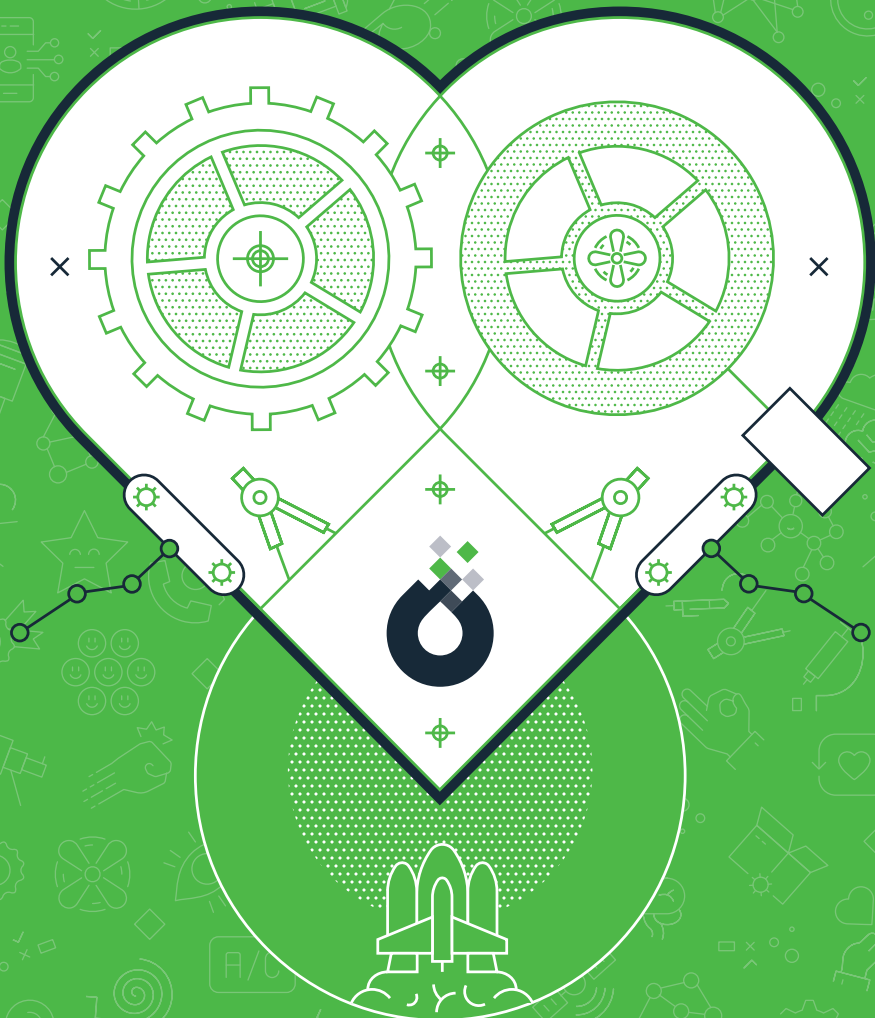




Living the brand



Building a successful brand



Great companies are built on strong brands that influence customer choice and build loyalty. A strong brand is a competitive asset - one that can improve market position and contribute to company profitability. When the essence of a brand is understood within a company, it can serve as a source of inspiration, excitement, and employee satisfaction.

At IWC our brand is a promise we make to our customers, a promise we strive to fulfill at every point of customer interaction. For employees, the brand promise is reflected in their daily work experience.

Ideally, our customers' perceptions of IWC should align with our own aspirations. We aspire to be a company that engineers thermal solutions for a better world. When our customers share that vision, our branding efforts will be successful. To reach that goal requires active and purposeful brand management. We begin by understanding the brand and what it stands for, and in this way, we can truly **live the brand**.

The IWC one brand philosophy

Founded in 1986, IWC has gone through many changes in the last three decades, with three brand updates and then the merger with Tektower in 2014. IWC has remained a strong brand throughout the journey and continues to evolve and grow.

As the saying goes 'change is the only constant', so if there is one thing, we should be certain of, it is that our world is changing every day, and if we don't move with this change, we will become outdated and irrelevant.

This is the premise of the One Brand philosophy and the basis of unifying the Tektower and IWC brands under one umbrella. To remain relevant and maintain our position as market leader in the Thermal Engineering space, we need to communicate as one brand, IWC.

Mother brand (external facing)



The mother brand logo should only be used on white or reversed on our two primary colours (gunmetal and green).

Sub brands (internal facing)



The sub brand logo's are only to be used under the guidance of the marketing team due to strict usage guidelines.

Incorrect application of our logo



The logo should never be reproduced or reconstructed in any way. Only official artwork should be used.

Corporate fonts (print and digital)

Museo Sans Display

Museo Sans

Museo

Corporate fonts (Microsoft Word and Powerpoint templates)

Arial

Color palette (primary)



Print:
C70 M0 Y100 K0
Digital:
R77 C184 B72 or
#4DB848



Print:
C65 M43 Y26 K78
Digital:
R27 C42 B57 or
#1B2A39

Color palette (secondary)

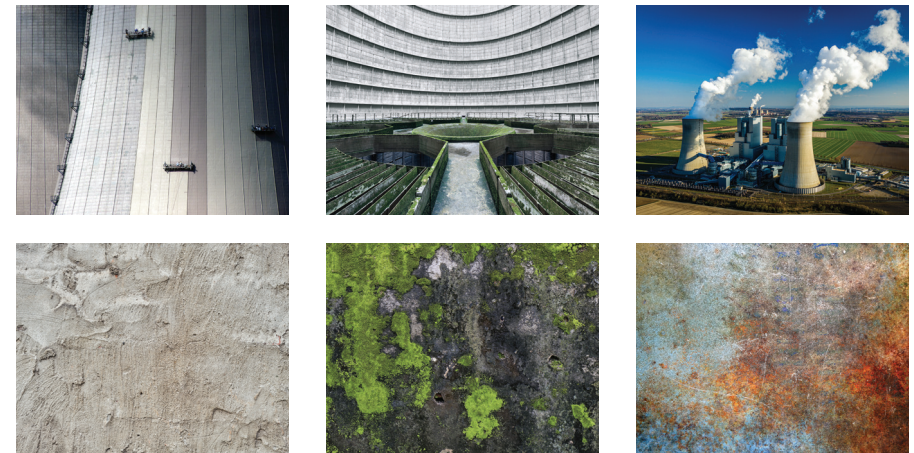


Iconography



A simple and easy to use set of icons have been created for the brand.

Photography



A combination of specific and abstract photography is used to portray the brand.

The IWC brand personality



You can tell a lot about someone from their personality. The same is true for brands. Brand personality is a way to humanize a brand with relatable characteristics and clearly differentiate it in a crowded competitive landscape.

Brand personality is the collection of emotional, intellectual, and behavioural patterns unique to a brand that is consistent over time. Just like people, brands have recognisable traits that stem from the way they think and feel about the world. The authenticity and consistency of these traits is what separates a strong brand from a weak one.

The IWC brand personality statement below personifies a person who is authentic, sincere and competent. The brand personality comes to life in how the brand looks, sounds, and acts.

"I am traditional and consistent. I am loyal and ethical and always try to do what is right for my tribe." I am a big thinker and problem solver, strong and stable and always ahead of the pack. As an industry leader, I am reliable and responsive and foster partnerships for life."

Our brand values

Brand values are the beliefs that a company stands for. They serve as the compass that guides the brand story, actions, behaviours, and decision-making process.

Brand values matter because they influence how consumers view our brand, which is important considering that consumers are more likely to support a brand whose core values align with their own.



Tenacious

We are determined to deliver.

By persevering and remaining steadfast, we can deliver something that exceeds all expectations.



Collaborative

Together we can make a difference.

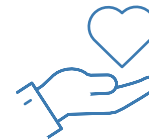
Through trust and collaboration, we can create something that we can all be proud of.



Consistent

Excellent delivery, every time.

By being consistent and attentive to the detail, we can deliver on quality, each and every time.



Caring

Mindful actions, with heart.

Through considerate behaviour and compassion, we support and guide our colleagues and community, wherever we can.



Resilient

We always come out on top.

Through persistent efforts and adaptability to ever changing conditions, we are able to improve and innovate to remain the industry leader.

Our vision for dominance

Our vision is to expand our position as South Africa's leading thermal solutions specialist and EPC partner and drive hard into Africa and global markets.

We will achieve this through collaboration and partnerships with our customers and employees.

We are stronger together.



Our brand promise

When customers think of IWC, they think of a company that strives to design and implement thermal solutions that have a lower environmental impact by targeting a reduction in water use, energy use and carbon emission.

We are able to keep this promise through collaboration with clients, suppliers and employees. By being highly consultative with all our clients, focusing on technical operation with clients, quality manufacturing with suppliers and implementation with employees, we engineer considered, quality products and services.

The single idea we want to own in our customers' minds:

IWC = Engineering Thermal Solutions for a better world

How to be a good brand ambassador

The IWC brand is more than just a name, it has a personality, goals and ambitions. These goals and ambitions are driven by the people, who are at the core of brand. Without our people, the brand would not have a soul, so it is important that “the people” embody the values that the brand stands for.

Our people are ambassadors of our brand. They fulfil the brand promise we make to our customers at every point of customer interaction. Our brand promise is reflected in our daily work experience, and we need to ensure we are consistent in our behaviours and duties, and that we safeguard the reputation of IWC at all times.

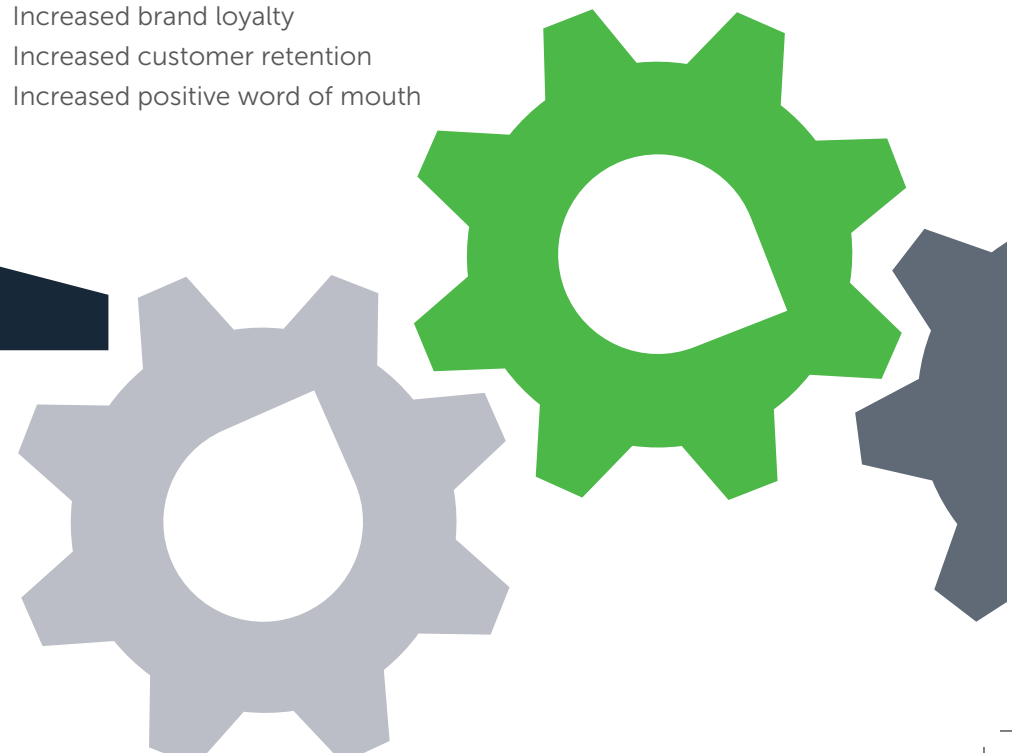


Engineering a brand experience

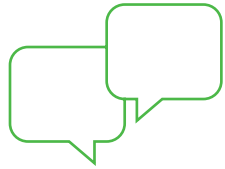
Customer experience is the impression our customers have of our brand as a whole, throughout all aspects of the customers journey. It results in a view of our brand and impacts factors related to the bottom line, including revenue. Every time a customer engages with our company, these experiences grow.

In essence, the key outcomes of creating a memorable experience are:

- Happy customers
- Increased brand loyalty
- Increased customer retention
- Increased positive word of mouth



By following these simple guidelines each day, you will be contributing to the IWC Experience.



IWC communications should always be:

- Clear, engaging, and straightforward
- Friendly and welcoming
- Be approachable and timeous in our response
- Be honest and address what is most important to the customer
- Both the content and the way we communicate should be as authentic, informative and relevant.



The IWC product and services experience itself should always be:

- Our offerings should be unrivaled in quality and functionality
- Easy and intuitive
- We should reduce complexity while delivering as much value as possible
- Necessary to solve real problems
- Our products and services need to actually help our customers
- Unique, not imitative or derivative.
We want to lead the way, not copy others.



Interactions with people at IWC should always make customers feel we are:

- Straightforward and efficient
 - Collaborative and co-operative with one another
 - We work and communicate as one
 - Knowledgeable, but never arrogant
 - We never want the customer to feel foolish or inept
 - Great listeners and care about one another
 - The customer should feel we understand and anticipate his or her needs
 - Trusted leaders
 - Their partner
-



Notes

