

# **STIENEN** **BRANDKIT**

We share our mission and vision, and visual identity

# Introduction

You are a key part of our brand's success, and we want to ensure you have the tools and resources needed to showcase our shared values and vision.

In this Stienen Brandkit you will find everything you need to show off the Stienen brand the right way – logos, colors and more, all in one place.

## **Why is this important?**

We want to make sure anyone, from livestock farmers to dealers worldwide, immediately recognize who Stienen is and what Stienen stands for. Clarity and recognition build trust, and that's what we stand for.

## **What to expect?**

Expect clear guidelines and practical examples. We keep it simple so anyone can use it, exactly like you can expect from us.

## **For whom?**

This brandkit is for all Stienen partners who want to advocate for Stienen, using marketing and PR content.

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01

# ABOUT STIENEN

What do we do? Who are we? What is our drive?

# About Stienen

Stienen is a **family business** providing smart automation solutions for poultry, pig and cattle farming. We design, develop and produce everything **in-house**, from automation systems and climate solutions to management software and peripheral equipment. Everything you need to stay in control and optimize animal welfare and business results.

- We focus on **reliable** systems, craftsmanship and a personal approach. Our 24/7 service shows our **commitment**, because we know that these systems need to work at all times.
- With strong technical expertise in our R&D team, we deliver **innovative** sustainable solutions to meet your needs.
- Founded in **1977**, Stienen has built a trusted brand. We continue to grow and innovate for now and future generations.



# Local roots. Global impact.

In 1977 Michel and Corrie Stienen started their family business in the backyard of their home in Nederweert-Eind. They quickly made a name for themselves through their craftsmanship and personal approach, establishing themselves as a reliable partner.

From the 1980s onward, Stienen expanded rapidly, participating in international trade fairs and building a growing customer base. This growth was further strengthened by collaboration within the family business, with their son Erwin Stienen joining in 2003. Two years later, they moved into a brand-new company building - a place from which their ideas, products and solutions have since found their way to farmers around the world.

Since 2008 Erwin is CEO. Thanks to the strong foundation and consistent focus on quality and long-term partners, the business grew to become a trusted partner in the sector.

*"We are proud of everything we have achieved so far. With confidence, we look forward to the future of our company as a family business." - Erwin*



*Backyard in Nederweert-Eind 1977*



*Showcasing at various trade fairs in Europe*



*In 2003 Erwin joined Stienen*



*Growing as a leading Agri Automation business*



*What we do and why we exist*

# Mission

Our mission is to deliver **reliable** total solutions for agricultural automation, with **craftsmanship** and **commitment**, to our partners worldwide.

## *Explanation*

- **Reliable** – Our systems do what we promise. We provide solid and well-thought-out solutions that our partners can rely on, day in and day out.
- **Craftmanship** – We know what we're talking about. With years of experience and our hands-on approach, we develop smart automation that truly works in the farm.
- **Commitment** – As a family business we are naturally close to our partners. From advice to service, we think along and stay involved, so we can always move forward together.



# Vision

*Where we want to go and what we aim to achieve*

By leveraging our **smart technologies**, innovations and products, we contribute to a **future-proof** farming sector that prioritizes environmentally responsible, **animal-friendly** and efficient food production.

## *Explanation*

- **Smart technology** – We design and manufacture all our high-tech automation solutions in-house, from product design to PCBs and control panel cabinets.
- **Future-proof** – We build sustainable, innovative systems that evolve with the challenges and opportunities in the market. As a family business, we think in generations and focus on long-term relationships and trust.
- **Animal-friendly** – We help improve animal welfare by providing stable climate conditions and smart automation that works.





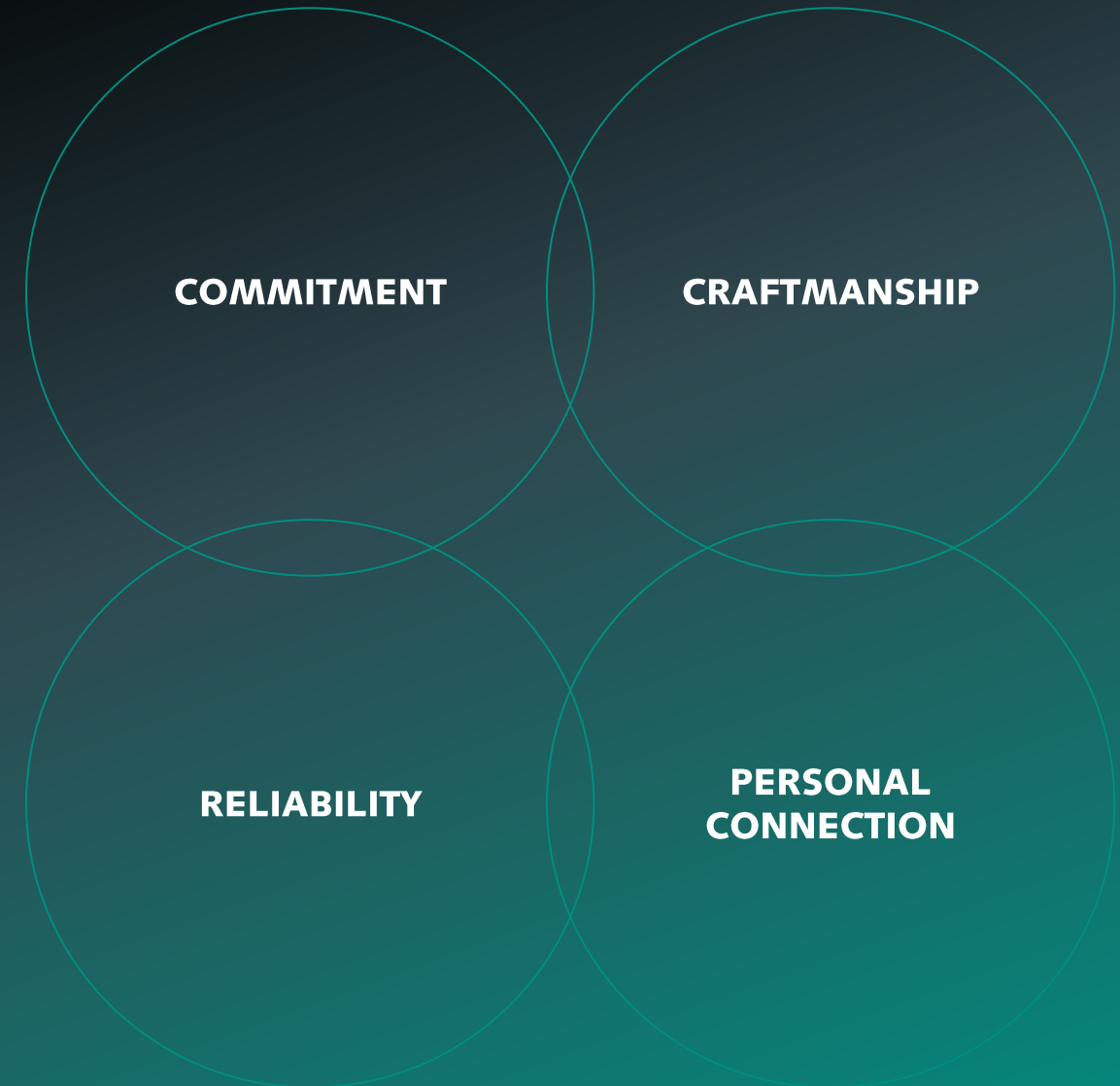
# Core Values

**01 Commitment** – We are dedicated to your success

**02 Craftmanship** – Driven by skill and eye for detail

**03 Reliability** – We stand for quality and consistency

**04 Personal Connection** – Relationships for the long term



02

# VISUAL IDENTITY

Logo, Colourscheme, Typography, Photography, Graphic Elements

# Visual Identity overview

|  |   |  |  |  |  |
|--|---|--|--|--|--|
|   |   |  |  |  |  |
|   |   |  |  |  |  |
|  |  |  | <p><b>AaBbCc</b></p> <p>For now and<br/>future generations</p> |  |  |

# Logo Meaning

The line under the logo emphasizes the name confidently, forming the visual mark of the family name.

The name comes from Michel Stienen. He founded the family business in 1977 in Nederweert, where he invented innovative air inlets and motors. Now, his son, Erwin Stienen, is the CEO.

The "BE" reflects our origins in industrial electronics: electronic climate innovations. Today, it serves as a symbol honoring our roots. We use "Stienen" in everyday language, while "BE" as a logo element reminds us of where it all began.



The dark cyan or viridian color represents values of Stienen: stable, reliable, calming.

The clean, strong, and timeless typography refers to the solid, powerful, and robust devices and systems that Stienen develops and manufactures.

The minimalist look is practical: it works for any size and application, making it a responsive logo.

# Logo Whitespace

MAIN LOGO



# Logo Whitespace

LOGO WITH TAGLINE





# Logo Color use



1. Kleur



2. Diapositief Kleur



3. Kleur omgekeerd



4. Grijswaarden. Zwart 100% en Zwart 56%

# Logo Don'ts

Om continuïteit en consistentie te waarborgen, is het belangrijk dat we bepaalde regels volgen. These 'Don'ts' help us to make sure our look & feel is consistent and ervoor te zorgen dat ons logo altijd de juiste uitstraling heeft en niet op ongewenste manier wordt gepresenteerd.

Zorg ervoor dat het logo altijd de juiste proporties heeft, niet wordt vervormd. Deze voorbeelden laten zien wat we moeten vermijden.



1. Don't use different colors or filters



2. Don't stretch the logo



3. Don't turn the logo



4. Don't use outlines



5. Don't use effects



6. Don't use different fonts



7. Don't use on a background with low contrast



8. Don't use on a background with low contrast

# Stienen Colors

|  |  |  |  |
|--|--|--|--|
| <p><b>DONKER ANTRACIET</b></p> <p>HEX #162125</p> <p>CMYK 100, 0, 54, 20</p> <p>PANTONE Black 6C</p> |  | <p><b>LICHTGRIJS</b></p>                                       | <p><b>PUUR WIT</b></p>   |
| <p><b>DONKER CYAAN</b></p> <p>HEX #008E7F</p> <p>CMYK 100, 0, 54, 20</p> <p>PANTONE 3288 C</p>       |  | <p>HEX #F2F2F2</p> <p>CMYK 0, 0, 0, 5</p> <p>PANTONE 649 C</p> | <p>HEX #FFFFFF</p> <p>CMYK 0, 0, 0, 0</p> <p>PANTONE White</p> |

# Typography Primary

Syntax LT Std  
Bold

Aa

ABCDE FGHIJ KLMNO PQRST UVWXYZ  
abcde fghij klmno pqrst uvwxyz  
1234567890 !@£\$% &\*()+ ——— “ ” ’ ? /

Syntax LT Std  
Regular

Aa

ABCDE FGHIJ KLMNO PQRST UVWXYZ  
abcde fghij klmno pqrst uvwxyz  
1234567890 !@£\$% &\*()+ ——— “ ” ’ ? /

Big Title  
Bold

**BIG TITLE**

Title  
Bold

**Header**

Subtitle  
Bold

**Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.**

Paragraph  
Regular  
Line height 1,3

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Small text  
Bold  
Uppercase  
Loose character  
spacing

LOREM IPSUM DOLOR SIT AMET

# Typografie Online

ONLY USE ROBOTO FONT WHEN SYNTAX ISN'T POSSIBLE

Roboto  
Bold

Aa

ABCDE FGHIJ KLMNO PQRST UVWXYZ  
abcde fghij klmno pqrst uvwxyz  
1234567890 !@£\$% &\*() + - \_ " ' " ? /

Roboto  
Regular

Aa

ABCDE FGHIJ KLMNO PQRST UVWXYZ  
abcde fghij klmno pqrst uvwxyz  
1234567890 !@£\$% &\*() + - \_ " ' " ? /

Title  
Bold

## Header

Subtitle  
Bold

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Paragraph  
Regular  
Line height 1,3

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Button  
Bold

Contact us

Read more

# Photography

## Do's

Up to date

Products in action

Clear picture

3D rendered products

Professional

Razor sharp quality

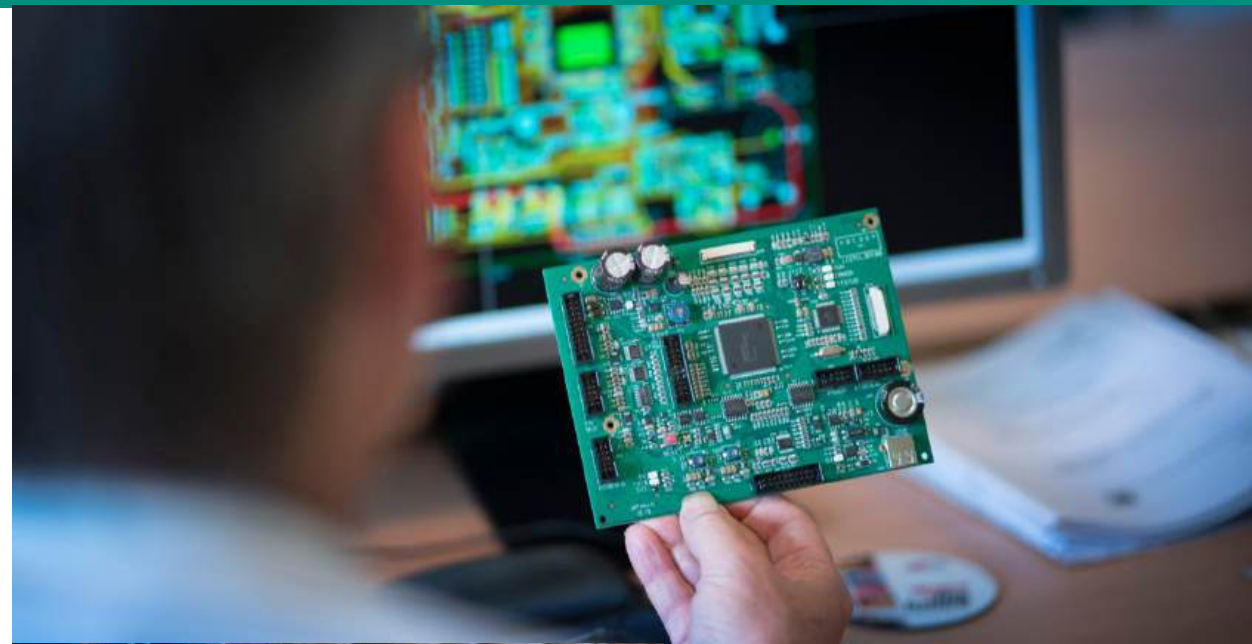
## Don'ts

Outdated or old

Cluttered or distracting

Low resolution

No stock photos







**RELIABLE CONTROL  
SINCE 1977**



**WE ARE  
CONNECTED**



**LET US GUARD  
YOUR LIVESTOCK**



# 03 MERCH

By request we can discuss merch options for trade fairs e.g.



# FARMALARM LET US GUARD YOU

## Maximum safety and security

- Detailed alarm information on your phone instantly
- 10 alarm inputs with optional cable protection
- Comprehensive alarm logging
- Combines into a total communication system with all Stienen equipment
- FARMALARM Smartphone app for Apple and Android
- Alarms can be managed in the app
- Integrated FARMCONNECT interface



STIENEN

## Superior curtain controller

- Clear touchscreen operation
- Suitable for all types of curtain motors
- 2 Motors directly connectable
- Option for ridge ventilation
- Heating and/or cooling control
- Future : Remote control with FarmConnect



STIENEN

## BRAVO TOUCH CLIMATE CONTROL

### Touch technology

- User friendly operation with our new capacitive clear touch screen
- Easy icon driven menu and functions
- Simple navigation
- Available in different fan output variants 6A / 10A / 0-10V
- Easy to install



STIENEN

## EGM WINCH MOTOR

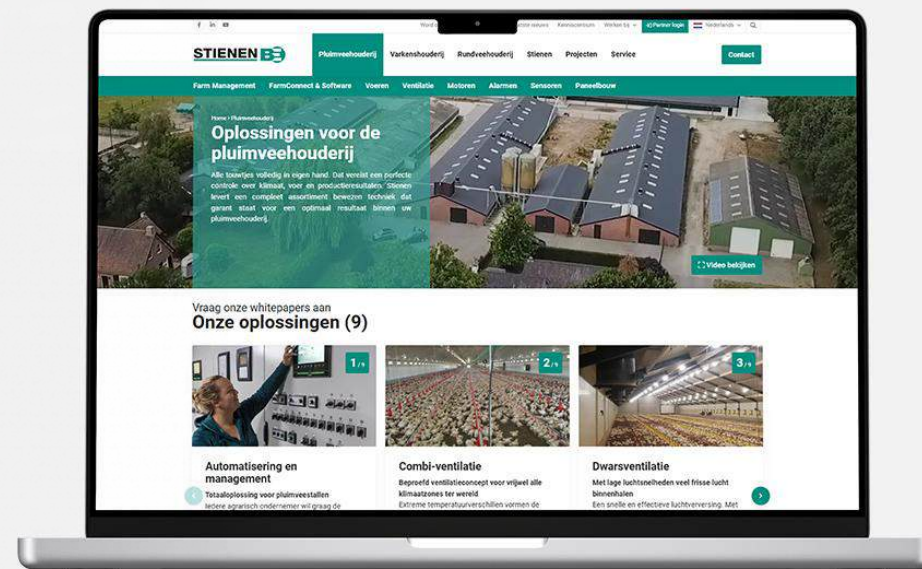
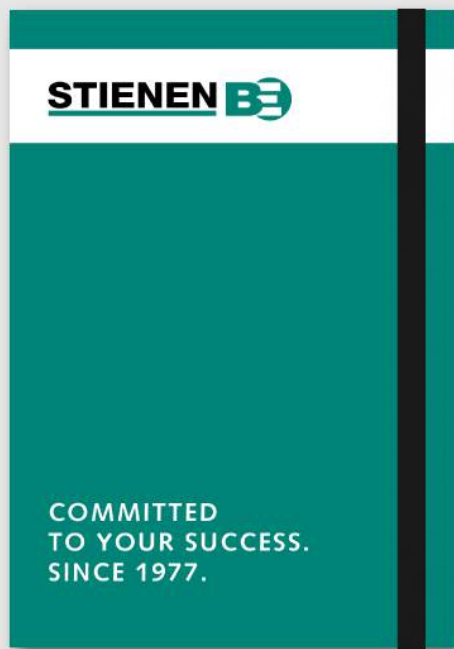


Controlling air inlet valves

winning motor

## AEROSLIDE DIRE AIR EX





# Thank you

Do you have any questions? Let us know!

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