

GREEN TO BRAND

Brand Guide

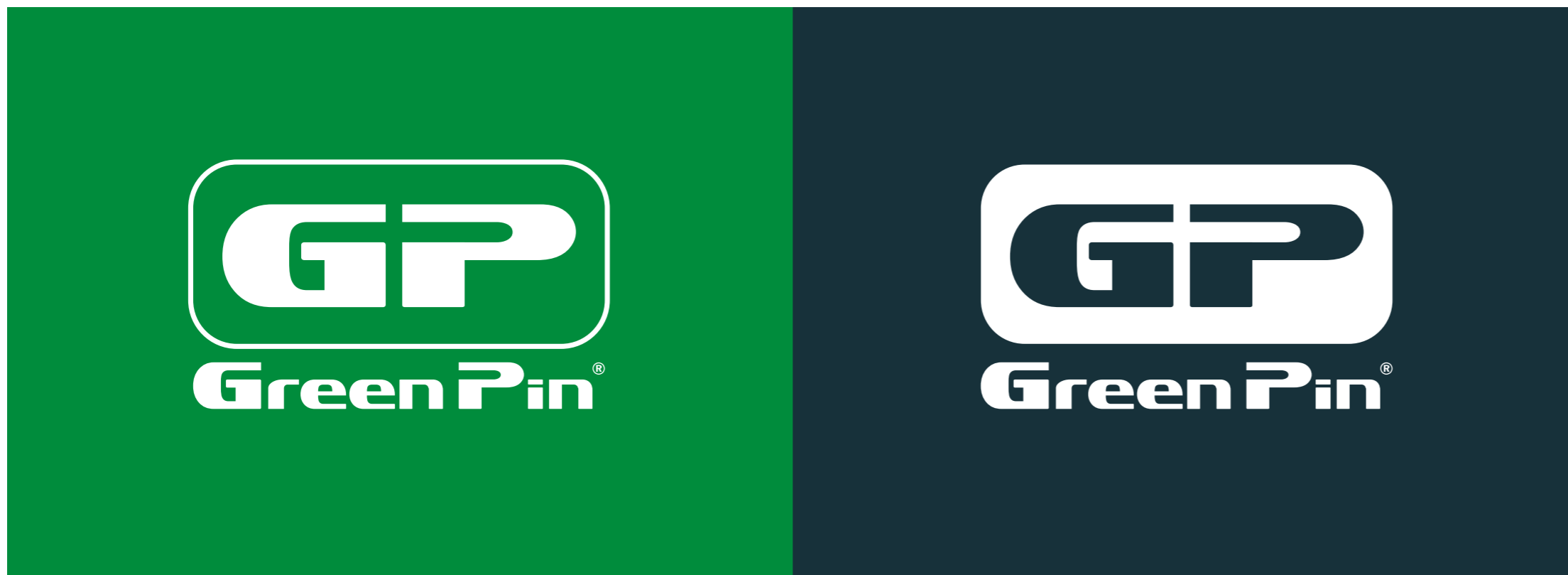
version 3 - july 2018



Logo



The logo is always supported by one colour: green, black or white.



Font

The Museo Sans is a contemporary font with character, adding balance to our corporate identity.

museo sans
museo sans
museo sans

Museo Sans
100

Not for regular use.
Only for huge corps sizes.

Museo Sans
300

Use for captions
and body text.

Museo Sans
500

Use for body text and
subheaders.

Museo Sans
700

Use for headers and
subheaders.

Museo Sans
900

Use for headers
and for huge corps sizes.

Museo Sans
Display Black

Not for regular use.
Only for huge corps sizes.

Arial Regular **Arial Bold**

When the Museo Sans font can't be used (for example in an e-mail newsletter) you can replace the Museo Sans font with the Arial Regular and Arial Bold.

Color

GREEN PIN GREEN

Primary Color

100C 0M 100Y 10K
0R 140G 60B

#008C3C
PMS 356C

GREEN PIN GREY

Secondary Color

50C 0M 0Y 90K
23R 49G 58B

#17313A
PMS 546C

VAN BEEST BLUE

100C 50M 0Y 50K
0R 64G 112B

#004070
PMS 2955C

GREEN PIN PRODUCT

Material Color

RAL 6002

Logo

If the logo is used on a photograph we place it on a white background with transparency set to 75%.



Brand Endorsement

To increase brand awareness we use the Van Beest Logo label in the upper or lower corner. We use the Van Beest Font label instead where Van Beest is already an established name.

A **VAN BEEST**  BRAND

Use the Van Beest Logo label for increasing brand awareness.

A **VAN BEEST** BRAND

Use Van Beest Font label in markets where Van Beest already is an established name.

A **VAN BEEST**  BRAND

A **VAN BEEST** BRAND

Brand Key

5. Our brand values

- Best of its kind
- Customer friendly
- Integrity
- Trustworthy
- Enthusiastic

4. That's why customers love to work with us

We offer the highest product quality, global distribution from stock and worldwide support.

1. These are the brands that challenge us

GN, Columbus McKinnon, Crosby and Yoke.



6. That's why customers believe us

- Premium quality products
- Wide range of products
- High tensile production since 1922
- Knowledge of market segments
- Convincing projects

7. That's what make us different

Only Green Pin combines high quality products with quick delivery and comprehensive support.

3. Main insight

'I always use 100% failproof shackles but delivery times are often too long and the technical support inadequate. What I really need is the total package.'

2. The target groups we love to work for

Both distribution partners and end-users (including engineers).

Concept

**GREEN
TO GO**

Our shackles are ready
to get the job done.

Concept

Green Pin has the colour and name to be different – they allow us to distinguish ourselves from our competitors through words and images.

Green stands for action. If you get a green light, you're ready to start. Or, "**GREEN TO GO**", as it is called.

This concept can be applied to all our USP's. And in all cases, the word **green** stands for action, for giving the green light, and it is paired with the brand **promise**.

That's how we create our own specific language, full of recognition and stopping power. However, on the second level (e.g. tagline) the promise always needs some explaining.

Concept

If the brand promise is used in two colors we write it in Museo Sans Display Black and if it's used in one color we use Museo Sans 500 for 'Green To'.

MUSEO SANS DISPLAY BLACK



MUSEO SANS 500



MUSEO SANS 500



GREEN
TO **SPEED**

GREEN
TO **SPEED**

GREEN
TO **SPEED**

GREEN TO QUALITY

Work easier, with shackles that are produced to perfection.

Green to Go is translated in 3 brand promises: quality, speed and service. The reasons to believe the brand promise **quality** are:

1. The best steel
2. Robotic production
3. Perfection in every detail of the production chain

GREEN TO SPEED

Order shackles from stock,
wherever the job is.

Green to Go is translated in 3 brand promises: quality, speed and service.
The reasons to believe the brand promise **speed** are:

1. Wide range of products from stock
2. Global dealer network
3. Fast delivery, at the right moment

GREEN TO SERVICE

Rely on the best equipment and support. Guaranteed.

Green to Go is translated in 3 brand promises: quality, speed and service. The reasons to believe the brand promise **service** are:

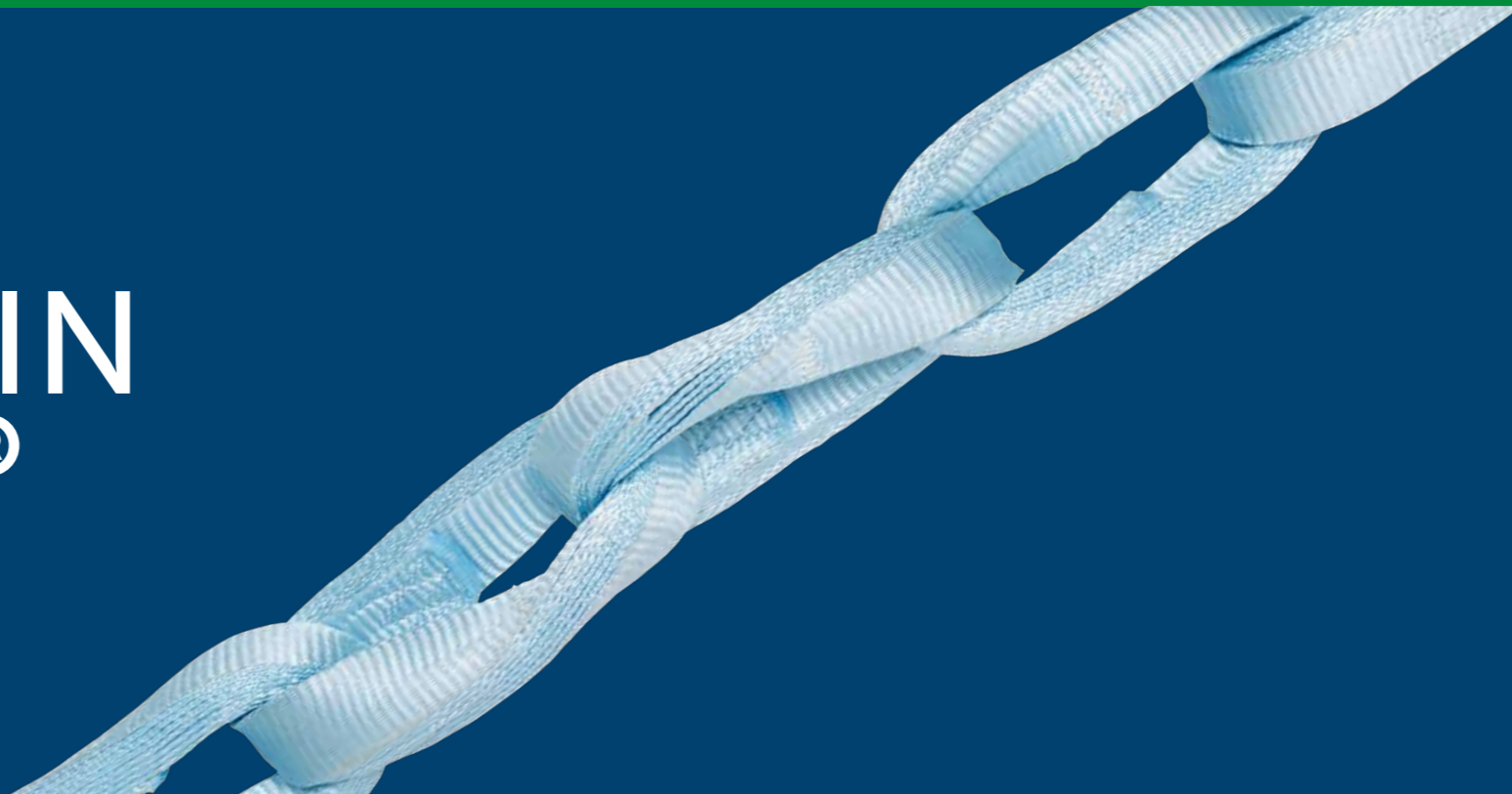
1. Full care treatment of customers
2. Advice by market specialists
3. Swift and comprehensive technical support

Product introduction



**GREEN PIN
POWER SLING®
SHACKLE**

**GREEN PIN
TYCAN®**



**GREEN PIN
POWER SLING®
SHACKLE**

Green Pin Power Sling Campaign Advertisement

Size 210x297 mm

Font

- 1 font MUSEO SANS DISPLAY BLACK / size 90 pt
- 2 font MUSEO SANS DISPLAY BLACK / size 40 pt / align top with WIRE
- 3 font MUSEO SANS DISPLAY BLACK / size 90 pt
- 4 font MUSEO SANS 900 / size 22 pt / spacing 24 pt
- 5 font MUSEO SANS 300 / size 10 pt / spacing 12,5 pt
- 6 font MUSEO SANS 900 / size 14 pt

Color

- 1 green 100C 0M 100Y 10K

20 mm

40 mm 10 mm

A VAN BEEST BRAND

10 mm

1 POWER

2 TO THE

3 WIRE

4 The new Power Sling® Shackle saves you 20% on wire rope costs.

5 In today's challenging times, heavy lift projects require revolutionary power. The new Green Pin Power Sling® Shackle gives you this power in a range from 125t - 4000t. Its unique design (patent pending) enables you to lift the same load with lighter wire rope, reducing cost by 20%.

6 Order the free brochure on [Greenpin.com/power](https://www.greenpin.com/power)

5 mm

20 mm

30 mm 10 mm

GP
Green Pin

Green Pin Power Sling Brochure cover

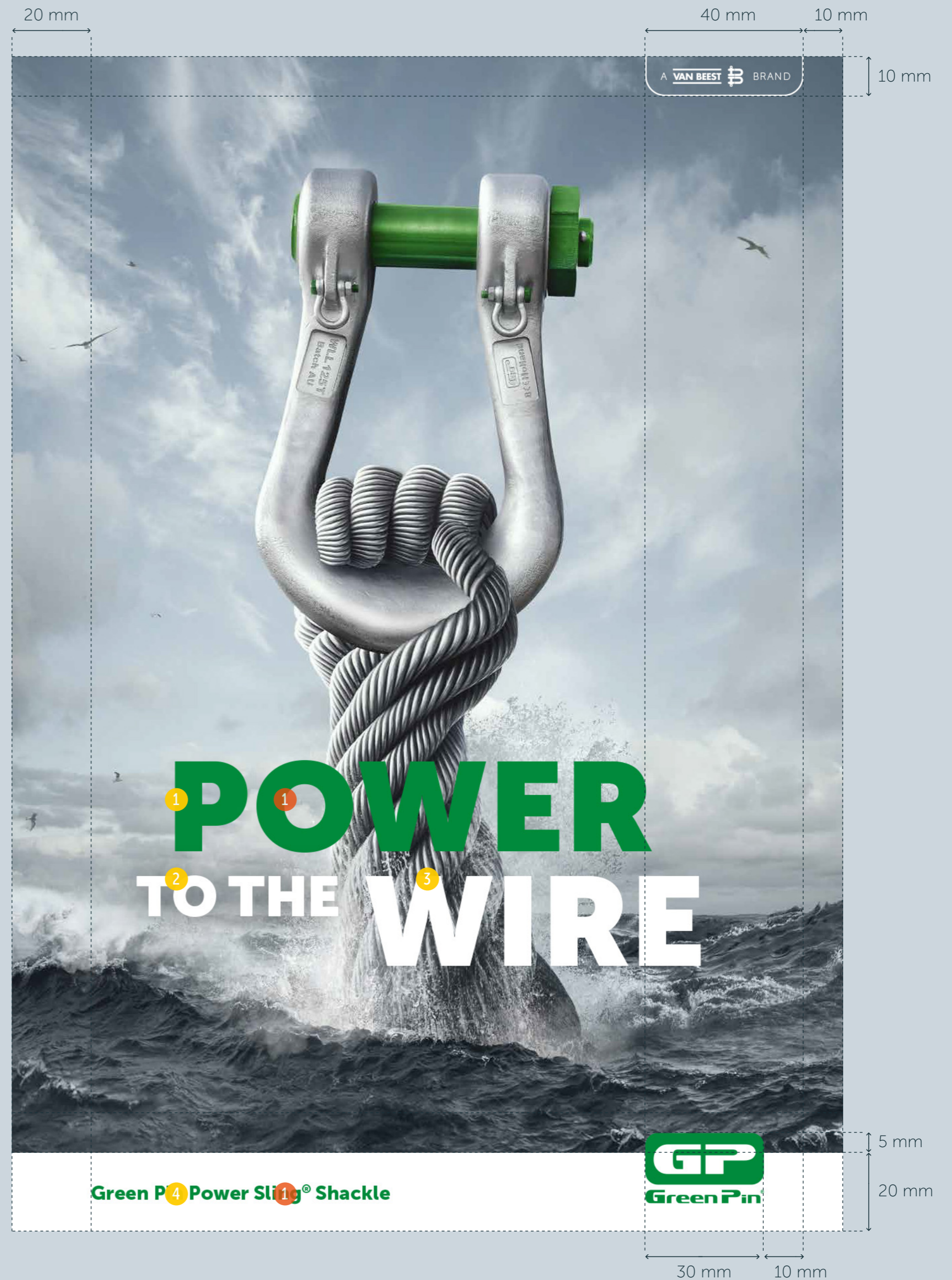
Size 210x297 mm

Font

- 1 font MUSEO SANS DISPLAY BLACK / size 90 pt
- 2 font MUSEO SANS DISPLAY BLACK / size 40 pt / align top with WIRE
- 3 font MUSEO SANS DISPLAY BLACK / size 90 pt
- 4 font MUSEO SANS 900 / size 16 pt

Color

- 1 green 100C 0M 100Y 10K



Green Pin Power Sling Brochure back cover

Size 210x297 mm



Font

- 1 font MUSEO SANS 700 / size 18 pt / spacing 21 pt
- 2 font MUSEO SANS 300 / size 10,5 pt / spacing 15 pt
- 3 font MUSEO SANS 900 / size 13 pt
- 4 font MUSEO SANS 900 / size 8,5 pt / spacing 10 pt
- 5 font MUSEO SANS 300 / size 8,5 pt / spacing 10 pt
- 6 font MUSEO SANS 900 / size 13 pt

Color

- 1 green 100C 0M 100Y 10K
- 2 grey 50C 0M 0Y 90K

Graphic element

- 1 corner 5 mm
- 2 line 1 pt / color 50C 0M 0Y 90K

If the footer text is the brand promise then it's written in capitals.

Green Pin Power Sling Productsheet

Size 210x297 mm

Font



- 1 font MUSEO SANS 500 / size 17,5 pt
- 2 font MUSEO SANS 300 / size 8,75 pt
- 3 font MUSEO SANS 500 / size 10 pt
- 4 font MUSEO SANS 700 / size 8,75 pt / spacing 10,63 pt
- 5 font MUSEO SANS 300 / size 8,75 pt / spacing 10,63 pt
- 6 font MUSEO SANS 300 / size 9 pt
- 7 font MUSEO SANS COND 500 / size 6 pt / spacing 7 pt
- 8 font MUSEO SANS 900 / size 7 pt / spacing 5 pt
- 9 font MUSEO SANS 700 / size 7 pt
- 10 font MUSEO SANS DISPLAY BLACK / size 30 pt / spacing 30 pt
- 11 font MUSEO SANS 500 / size 17,5 pt / spacing 20,5 pt
- 12 font MUSEO SANS 300 / size 10 pt / spacing 14 pt
- 13 font MUSEO SANS 500 / size 10 pt / spacing 14 pt

Color

- 1 green 100C 0M 100Y 10K
- 2 grey 50C 0M 0Y 90K
- 3 green 10% 100C 0M 100Y 10K

Graphic element

- 1 images place within the margin
- 2 line 1 pt / color 100% black
- 3 line 0,25 pt / color 100C 0M 100Y 10K

Green Pin Sling Shackles®

Bow shackles with safety bolt

After the recent introduction of the Green Pin® Sling shackle WLL 30 tons, Van Beest expands its range of these shackles again with a smaller size. These shackles now cover a range from WLL 18 tons up to 1500 tons!

Compared to the standard Green Pin® shackles they have an increased bow radius for saving your slings and improving resistance to wear and tear. These shackles are ideal for use with wire rope and synthetic sling applications.

Please find herewith the latest Van Beest product information including details of these shackles. For more information please contact us:
sales@vanbeest.com
www.vanbeest.com


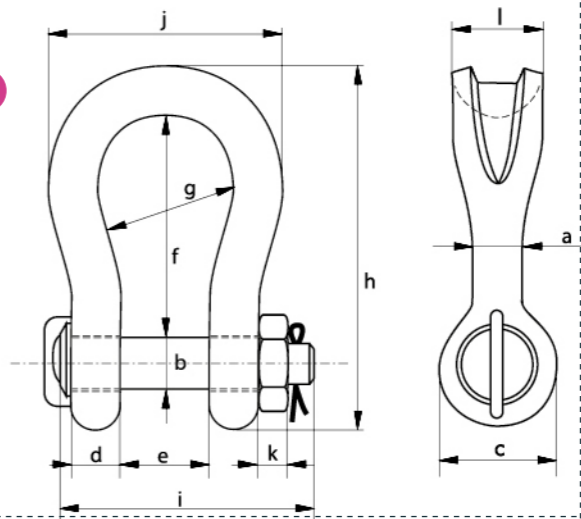
A VAN BEEST BRAND

Product update February 2022

Also available from stock: WLL 7t & 12.5t

Material: bow and pin alloy steel, Grade 8, quenched and tempered
Safety factor: MB equals 5 x WLL
Finish: shackle bow painted silver, pin painted green
Temperature Range: -20 °C up to +200 °C
Certification: at no extra charges this product can be supplied with a works certificate, material certificate, manufacturer test certificate, EC declaration of Conformity and all shackles from 75 t are supplied with a Lloyd's Register of Shipping Certificate on proof load. An MPI and/or US inspection certificate can be supplied on request

working load limit	diameter body	diameter pin	diameter eye	width inside	length inside	width bow	length	length bolt	width	thickness nut	bearing surface	weight each	
t	a	b	c	e	f	g	h	i	j	k	l	kg	
7	22	22	46	32	96	64	153	115	110	19	41	2	
12.5	28	28	61	44	121	82	197	151	146	24	54	4	
18	35	35	69	30	52	147	102	239	165	180	29	64	7
30	40	42	90	35	69	165	126	279	207	200	34	79	13
40	55	51	109	45	84	199	140	331	252	235	38	97	21
55	60	57	115	55	90	240	160	389	294	270	45	100	30
75	68	70	125	54	110	290	185	473	327	317	54	120	48
125	85	80	154	85	137	366	220	583	426	390	64	150	92
150	94	95	179	89	147	391	253	645	435	434	50	170	140
200	110	105	199	100	158	481	280	759	470	482	50	205	205
250	126	120	227	110	179	542	300	859	519	530	60	240	264
300	135	134	245	122	195	601	350	947	575	620	70	265	360
400	160	160	293	145	231	576	370	985	675	690	80	320	580
500	170	180	328	160	263	681	450	1131	748	790	90	339	780
600	190	200	348	170	289	741	490	1234	809	865	100	370	980
700	200	215	392	190	315	751	540	1284	879	901	100	400	1360
800	218	230	420	200	342	851	554	1426	942	947	110	420	1430
900	242	255	466	220	368	851	580	1488	1023	1023	120	440	1650
1000	260	270	490	240	399	851	614	1532	1103	1107	120	460	2120
1250	285	300	510	260	452	931	650	1666	1227	1182	150	530	3700
1500	285	320	550	280	483	950	680	1710	1300	1253	150	560	4000

Green Pin Distributor Certificate

Size 210x297 mm

Font

- 1 font MUSEO SANS 700 / size 18 pt / spacing 21 pt
- 2 font MUSEO SANS DISPLAY BLACK / size 37,5 pt
- 3 font MUSEO SANS 300 / size 14 pt / spacing 18 pt
- 4 font MUSEO SANS 500 / size 10 pt
- 5 font MUSEO SANS 300 / size 10 pt
- 6 font MUSEO SANS 300 ITALIC / size 10 pt

Color

- 1 grey 50C 0M 0Y 90K

Graphic element

- 1 line 0,5 pt / corner 7 mm / color 100C 0M 100Y 10K
- 2 corner 5 mm
- 3 line 0,5 pt / color 100C 0M 100Y 10K

5 mm

5 mm

5 mm

1

2

GP
Green Pin®

DISTRIBUTOR
CERTIFICATE

2

1

3

COMPANY NAME

3

Van Beest B.V. certifies that [company name]
has the qualification to represent premium quality Green Pin® synthetic
and wire rope accessories in [Country]

4

Sliedrecht, 4 april 2017

4

Evert van IJzekom
VP Sales & Procurement

5

Hilko van der Veen
General Sales Manager

6

Certificate to be renewed annually

A VAN BEEST BRAND

10 mm

5 mm

55 mm

20 mm

Green Pin E-mail Newsletter

Size 210x297 mm

Font

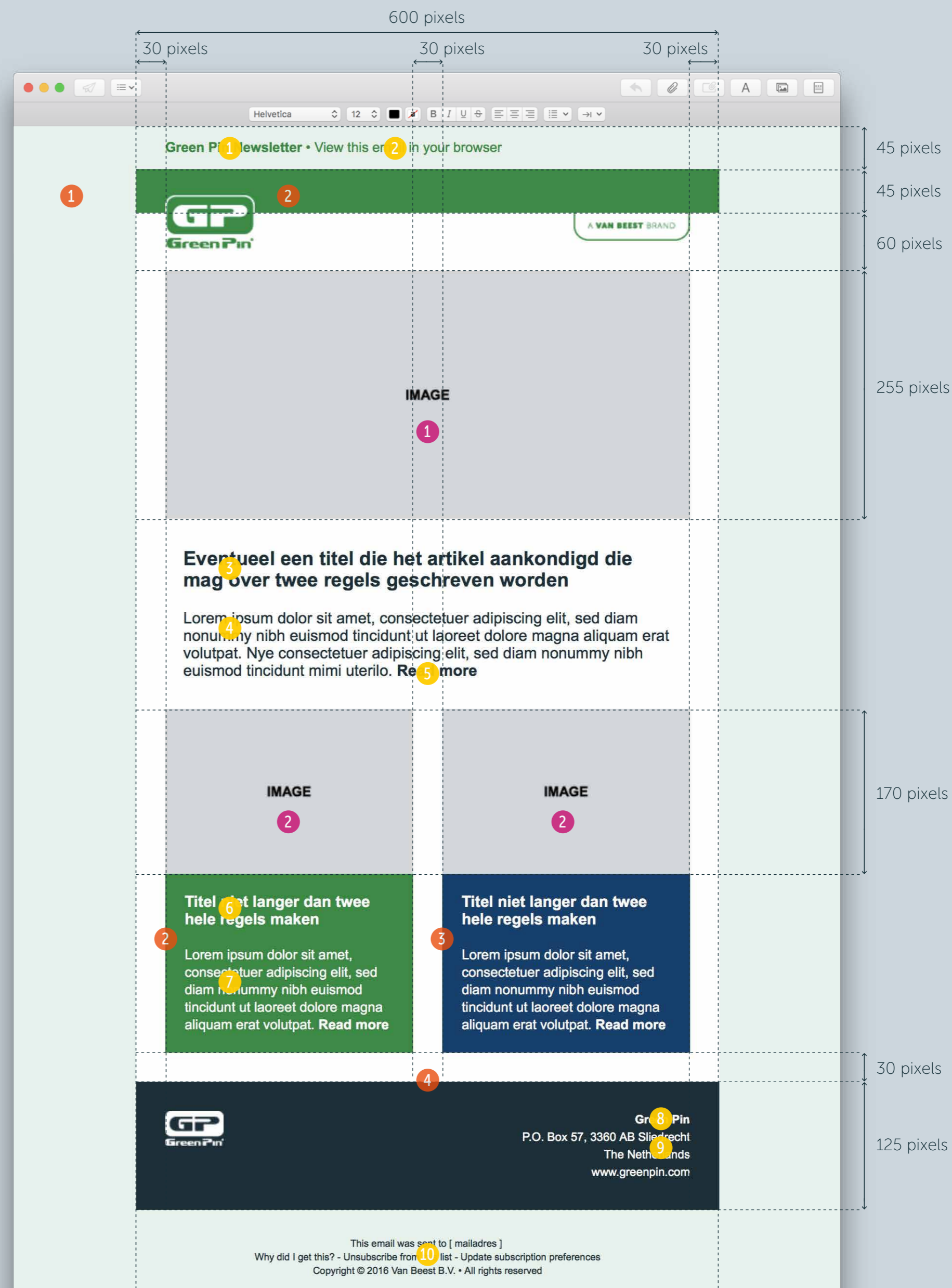
- 1 font Arial Bold / size 14 pt
- 2 font Arial Regular / size 14 pt
- 3 font Arial Bold / size 20 pt
- 4 font Arial Regular / size 16 pt
- 5 font Arial Bold / size 16 pt
- 6 font Arial Bold / size 16 pt
- 7 font Arial Regular / size 14 pt
- 8 font Arial Bold / size 14 pt
- 9 font Arial Regular / size 12 pt
- 10 font Arial Regular / size 10 pt

Color

- 1 green 10% OR 140G 60B
- 2 green OR 140G 60B
- 3 blue OR 64G 112B
- 4 grey 23R 49G 58B

Graphic element

- 1 image size 540 x 255 pixels (wxh)
- 2 image size 255 x 170 pixels (wxh)



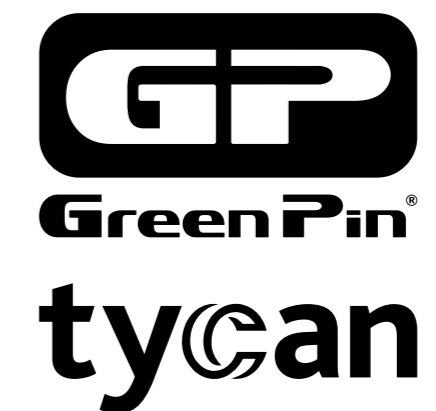
GREEN PIN TYCAN®



Logo



The Tycan logo is always in combination with the Green Pin logo.



Color palette Tycan

TYCAN BLUE

100C 50M 0Y 50K
0R 64G 112B

#004070
PMS 2955C

TYCAN GREY

15C 10M 10Y 35K
165R 167G 168B

#CFD0D2
PMS COOL GRAY 3

GREEN PIN GREEN

100C 0M 100Y 10K
0R 140G 60B

#008C3C
PMS 356C

Tycan Campaign Advertisement

Size 210x297 mm

The advertisement features a green background with a white silhouette of an evolutionary sequence: a monkey, a man with a spear, a man with a coil of rope, a man with a chain, and a man wearing a safety harness. A blue fibre chain is shown at the bottom. The headline 'Chain of evolution' is in large white font. The sub-headline 'Evolve your safety and efficiency with Green Pin Tycan® fibre chains' is in white font. The body text describes the benefits of the fibre chains. The Tycan logo and 'A VAN BEEST BRAND' are in the top right. The URL 'Learn more on tycan.com' is at the bottom. Dimensions are indicated by dashed lines and arrows.

15 mm

40 mm

10 mm

10 mm

Chain of evolution

Evolve your safety and efficiency with Green Pin Tycan® fibre chains

Welcome to the fibre age: a new era of safer and more efficient lashing and lifting. An era that is powered by Green Pin Tycan® fibre chains, made from Dywidag®. Green Pin Tycan® is up to eight times lighter than steel – yet just as strong. Evolve your lashing and lifting capabilities and join leading heavy-lifting companies such as Mammoet in experiencing the superiority of our (r)evolutionary, award-winning Green Pin Tycan® chain.

Learn more on tycan.com

GP
Green Pin
tycan

20 mm

20 mm

35 mm

15 mm

Font

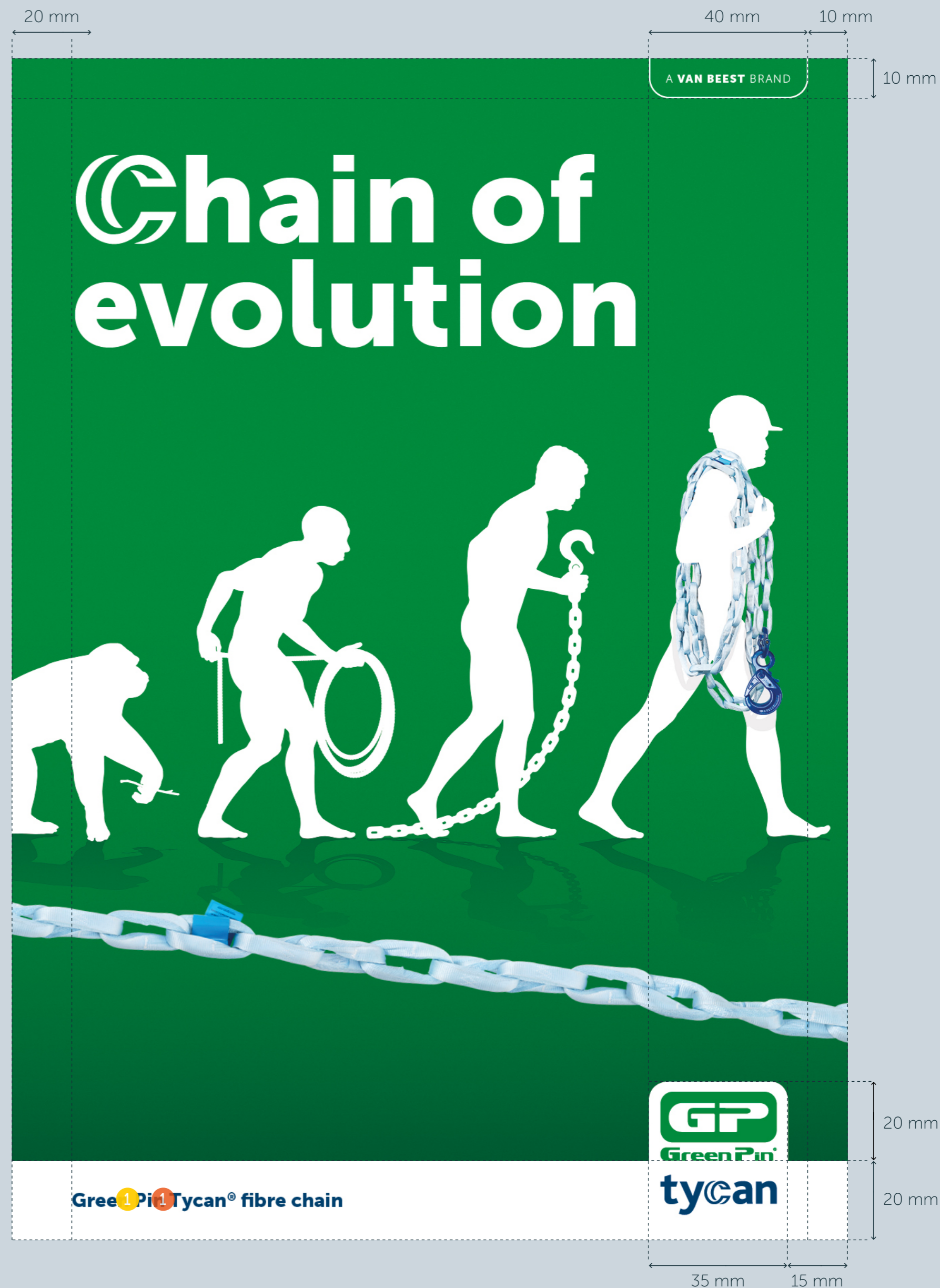
- 1 font MUSEO SANS DISPLAY BLACK / size 20 pt / spacing 24 pt
- 2 font MUSEO SANS 300 / size 10 pt / spacing 12,5 pt
- 3 font MUSEO SANS 900 / size 14 pt

Color

- 1 blue 100C 50M 0Y 50K

Tycan Brochure cover

Size 210x297 mm



Font

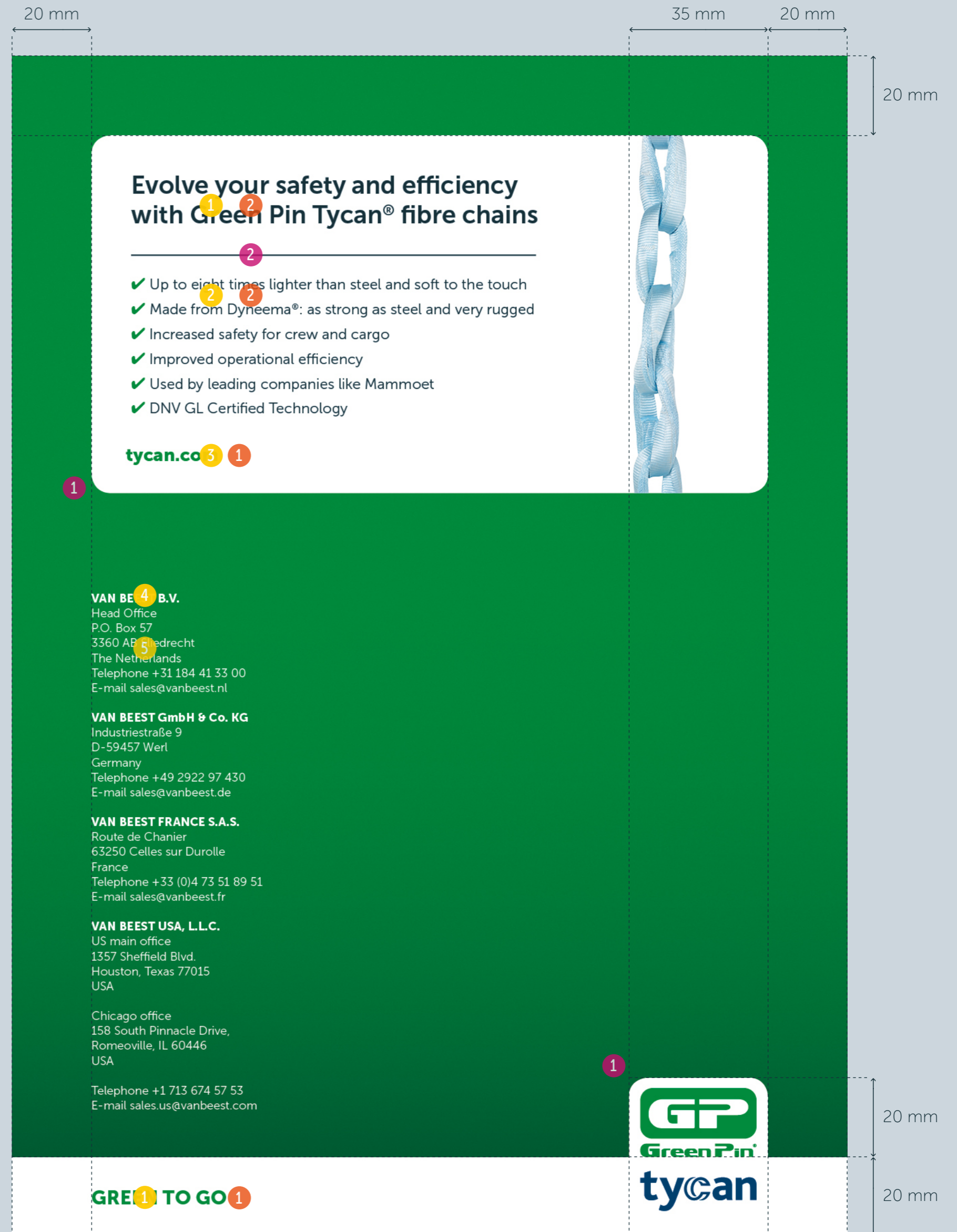
1 font MUSEO SANS 900 / size 14 pt

Color

1 blue 100C 50M 0Y 50K

Tycan Brochure back cover

Size 210x297 mm



Font

- 1 font MUSEO SANS 700 / size 18 pt / spacing 21 pt
- 2 font MUSEO SANS 300 / size 18 pt / spacing 14 pt
- 3 font MUSEO SANS 900 / size 13 pt
- 4 font MUSEO SANS 900 / size 8,5 pt / spacing 10 pt
- 5 font MUSEO SANS 300 / size 8,5 pt / spacing 10 pt
- 6 font MUSEO SANS 900 / size 13 pt

Color

- 1 green 100C 0M 100Y 10K
- 2 grey 50C 0M 0Y 90K

Graphic element

- 1 corner 5 mm
- 2 line 1 pt / color 50C 0M 0Y 90K

If the footer text is the brand promise then it's written in capitals.

GREEN TO GO



Tycan Productsheet

Size 210x297 mm

Font

- 1 font MUSEO SANS 500 / size 17,5 pt
- 2 font MUSEO SANS 300 / size 8,75 pt
- 3 font MUSEO SANS 500 / size 10 pt
- 4 font MUSEO SANS 700 / size 8,75 pt / spacing 10,63 pt
- 5 font MUSEO SANS 300 / size 8,75 pt / spacing 10,63 pt
- 6 font MUSEO SANS 300 / size 9 pt
- 7 font MUSEO SANS COND 500 / size 6 pt / spacing 7 pt
- 8 font MUSEO SANS 900 / size 7 pt / spacing 5 pt
- 9 font MUSEO SANS 700 / size 7 pt
- 10 font MUSEO SANS DISPLAY BLACK / size 30 pt / spacing 32 pt
- 11 font MUSEO SANS 500 / size 9 pt / spacing 9 pt
- 12 font MUSEO SANS 300 / size 10 pt / spacing 14 pt

Color

- 1 green 100C 0M 100Y 10K
- 2 blue 100C 50M 0Y 50K
- 3 grey 50% 15C 10M 10Y 35K

Graphic element


- 1 images place within the margin
- 2 line 1 pt / color 100% black
- 3 line 0,25 pt / color 50C 0M 0Y 90K

10 mm
40 mm
7,5 7,5 mm
10 mm

20 mm
10 mm
11,25 mm
7,5 mm

15 mm
40 mm

10 mm
10 mm



Product update Jan 2018


History for Green Pin Tycan®


Product code: P-50A
 Material: Alloy steel
 Safety Factor: MBL equals 4 x WLL and MBL equals 2 x lashing capacity
 Finish: painted blue


Certification: **C6** 2.1 2.2

Compatible with: FCHAINLASH1525, FCHAINLIFT1525

As strong as steel, a fraction of the weight


 improved productivity


 reduce costs


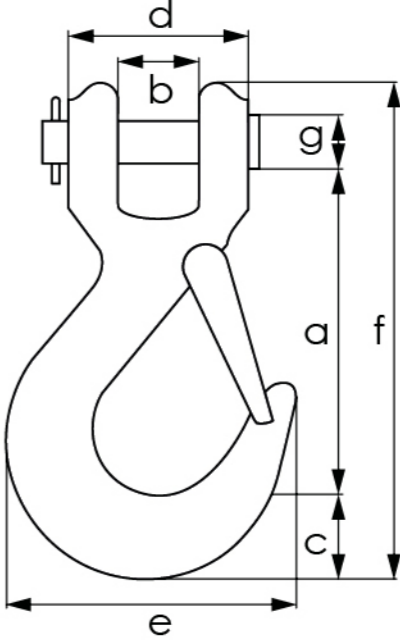

 safer working

Green Pin Tycan® has been created from the world's strongest man-made fibre, Dyneema®, and is a link chain that has all the performance and flexibility of steel chain but is a fraction of the weight. It is extremely safe to use, non-corrosive, non-conductive and completely waterproof. In fact, it even floats!

The soft touch and light weight makes Green Pin Tycan® easy to use, allows quicker application and greatly reduces the potential of damage to cargo, a critical factor when handling objects with sensitive surfaces.

By using Green Pin Tycan® companies achieve greater productivity, reduced costs and a safer working environment for their staff.

For more information please contact sales@vanbeest.com

15 mm
40 mm

for chain size	wll	lashing capacity	length	width	width	width outside	width outside	length outside	diameter pin	weight each
mm	t	t	n	b mm	c mm	d mm	e mm	f mm	g mm	kg
3 15x25	5	10	19	26	40	62	113	179	16	1.25

for chain size	wll	lashing capacity	length	width	width	width outside	width outside	length outside	diameter pin	weight each
inch	t	t	a inch	b inch	c inch	d inch	e inch	f inch	g inch	lbs
19/32 x 1	5	10	4 11/32	1	1 9/16	2 7/16	4 29/64	7	5/8	2.75

A VAN BEEST BRAND