

# IN DEPTH

Gabler Brand Guidelines

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Being on brand isn't just about using the right logo or colours. It's about ensuring that all our brand elements work together to deliver a consistent identity that portrays our values, personality and professionalism.

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# 1.0 Brand positioning

## Our rallying calls

Our vision is our ultimate destination, setting out the big ambition of our brand. Our mission articulates what we're actually doing in pursuit of that vision – it's our purpose in life.

### Action:

These two statements are the clearest expression of our strategy. They're what everyone in the business is working towards, so everyone in the business needs to know them.

## VISION

**To be the submarine systems partner of choice for the world's navies**

## MISSION

**Our world-leading technology solutions make submarines smarter, crews safer and the seas more secure**

# 1.1 Brand positioning

## Our insights foundation

By clearly defining who we're selling to and where they're located, we keep our communications focused, relevant and appropriate. They're even more targeted when we outline key decision makers.

### Action:

A vital steer for marketing and sales teams in identifying and pitching to the right audience in brand comms and new business communications.

## KEY MARKETS

Global navies targeting the Americas, EMEA and APAC.

## TARGET AUDIENCES

- Naval Procurement Authorities
- Senior Naval Leadership
- Prime Contractors / Systems Integrators
- Government & Policy Makers
- Naval Engineers / Technical Officers
- Defence Trade Delegations

## 1.2 Brand positioning

### The human side of our brand

Defining our personality and values guides our tone of voice, as well as the colours, fonts and imagery we use to tell our inimitable story.

As our guiding principles and beliefs, our values also codify how everyone in the business should behave at work, with each other and towards our customers.

See next page for our full brand values.

## PERSONALITY

- Technical
- Progressive
- Precise
- Collaborative
- Innovative
- Dependable

## BRAND VALUES

- **Strive for better**
- **Lead with integrity**
- **Advance together**

[See next page for full values]

# 1.3 Brand positioning

## Gabler brand values

Defining our personality and values guides our tone of voice, as well as the colours, fonts and imagery we use to tell our inimitable story. As our guiding principles and beliefs, our values also codify how everyone in the business should behave at work, with each other and towards our customers.

### Action:

These elements directly influence the language to use when communicating with customers, as well as helping copywriters and designers to create our brand communications. Our values should be cascaded regularly, and can also feature in recruitment literature, performance reviews and pitch documents where we want to highlight our principles.

## Strive for better

We set the benchmark for quality, innovation and service in our field, but we're never complacent or set in our ways. If there is an improvement to be made, we'll dive deeper to find it and turn it into undersea advantage.

## Lead with integrity

Our compass is integrity: we protect the lives of submarine crew and the freedoms of the world's democracies. We uphold the trust placed in us by keeping our promises and always choosing the right course to the best outcome.

## Advance together

Like a submarine's crew beneath the waves, we move forward as one. We work best in collaboration, sharing ideas and staying open to new ways forward. Our close partnerships with our customers put their challenges at the centre of our innovations.

# 1.4 Brand positioning

## The job of the brand

Our promise is a summary of what we do and why it's better than the competition. From here we can drill down into the key reasons to choose us, from a prospective customer's point of view.

### Action:

These are our critical points of difference in our market, so they should inform our messaging to new prospects across sales and marketing channels, from our website to pitch decks.

## BRAND PROMISE

Gabler equips submarines with state-of-the-art technology. Engineered in Germany to perform in the toughest domain on the planet, our solutions ensure naval platforms are equipped to successfully execute every mission.

## KEY BENEFITS

### **Always submarines, only submarines**

Unrivalled experience, with over 60 years specialising in submarine systems.

### **Customisation as standard**

Fully bespoke solutions ensuring optimum performance on every platform.

### **Built for performance**

Fully dependable technology, precision engineered in Germany.

### **A lifetime's peace of mind**

Systems built to last, backed by impeccable service levels and lifecycle support.

# 1.5 Brand positioning

## Our central organising thought

This is our brand essence at its most concentrated - the uniquely inspiring expression of how we improve everyday life for our customers.

### Action:

Keep it visible. Make sure everyone in the company knows what it is and use it front and centre for internal brand communications and where appropriate, externally.

## CORE INSIGHT

**Deep  
Expertise.  
Dependable  
Engineering.**



# 2.0 Our logo

The new logo pairs a distinctive symbol with a bespoke wordmark to convey Gabler's technical precision and global reach.

The stylised 'G', formed from interlocking circles, echoes a top-down view of Gabler's masts and components while evoking a globe to highlight the company's international connections. The custom, geometric typeface is sleek and contemporary, with a vertical break in the 'B' referencing submarine masts.

A consistent horizontal rhythm between the symbol and the letters 'G', 'B' and 'E' creates flow and movement. The design reflects Gabler's personality traits as **Technical, Progressive, Precise, Collaborative and Innovative.**

SYMBOL



WORDMARK

GABLER

A graduated symbol is also available as a supporting graphic for use on backgrounds.



## 2.1 Our logo

### MASTER ARTWORKS

The master logo artworks are available from **marketing@gabler-naval.com** to ensure consistency of reproduction across all digital and print collateral.

Logo artworks are available in black, full colour, inverted (where the symbol is in colour and logotype in white) and white. Please choose the correct artwork depending on the reproduction process and substrate.

Logos in folders include:

#### Digital:

For web, social media, email, or screen-based apps like PowerPoint.

#### Print:

For physical printing e.g. flyers, posters, brochures, exhibition graphics and packaging etc.



### MINIMUM CLEAR SPACE

In order to maintain the integrity of the logo there is a **defined area of clear space** to protect it. This area is measured using the cap height of the wordmark represented here with a grey square.



### HOW TO POSITION THE LOGO

The logo positions are as follows in order of preference:

1. Ranged **top right**
2. Ranged top left
3. Centered (only when 1 & 2 are not possible)

Please refer to the rest of this guide for application examples. Note: the symbol and wordmark, when not used together, can be used in a variety of positions according to the application.

# 2.2 Our logo

## LOGO DON'TS

Do not attempt to recreate the logotype, use the master logo artworks from **marketing@gabler-naval.com** to ensure consistency of reproduction across all digital and print collateral.



Do not place our logo on any colour or image that interferes with the legibility of the logo.



Do not distort the logo in any way.



Do not place the logo into an area unless every part is visible. Only the symbol may be cropped if used independently.



Do not rotate the logo. It must always be horizontal except where the logotype can be used vertically.



Do not apply any special effects to the logo.

# 2.3 Our logo

## LOGO DOS

The Gabler logo is easy to apply, but it is essential to follow some basic guidelines. The examples opposite show approved and creative ways our brand can be used.

### Preferred application

Use the full-colour logo on a white or NOCTURNE background. For dark backgrounds, always use the inverted logo artwork to retain the green symbol and white wordmark.

### Wordmark

The Gabler wordmark may be used on its own, positioned vertically (top to bottom) to create impact when space allows, such as on an exhibition stand or a hanging banner.

### Symbol

The Gabler symbol offers the most flexibility. It may be placed over images as a tint or solid colour, used within coloured panels, or applied where a more discreet brand presence is required.

**For detailed examples of the logo in action, refer to the Implementation section of this guide.**



The logo may also be reproduced in translucent vinyl on glass, as shown above.



## 3.0 Tagline

Do not attempt to recreate the tagline. Always use the master artwork files, available from [marketing@gabler-naval.com](mailto:marketing@gabler-naval.com) to ensure consistent reproduction across all digital and print materials.

Tagline artwork variations are shown opposite, from top to bottom:

**On NOCTURNE background:**  
white, MISTRAL, SOLARIS

**On white background:** MISTRAL  
and NOCTURNE

Select the appropriate file format based on the reproduction process and the substrate being used.

**Digital:**

For web, social media, email, or screen-based use like PowerPoint presentations.

**Print:**

For physical printing—flyers, posters, packaging, etc.

WE DIVE DEEPER

WE DIVE DEEPER WE DIVE DEEPER

WE DIVE DEEPER WE DIVE DEEPER

# 4.0 Colour palette

### Primary Colours

Our primary colours form the foundation of our visual identity, ensuring the consistency needed for brand recognition and impact within our industry. Whenever possible, use NOCTURNE and MISTRAL as the dominant colours. SOLARIS should be reserved for highlights, call-outs, and website buttons, and must be applied sparingly and with care.

### Secondary Colours

Our secondary palette consists of ABYSS, STEALTH, STRATUS, and MIST. These are intended primarily for backgrounds, panels, text, and line work.

Tinting any of the primary or secondary colours is discouraged, as it can weaken the strength and integrity of our brand identity.

For detailed examples of the use of colour, refer to the Implementation section of this guide.

**NOCTURNE**  
#303942  
RGB 48, 57, 66  
CMYK 84, 63, 51, 55  
Pantone 432 C  
Pantone 5463 U  
RAL 5008

**MISTRAL**  
#79B8AE  
RGB 121, 184, 174  
CMYK 66, 0, 38, 0  
Pantone 563 C  
Pantone 570 U  
RAL 6027

**SOLARIS**  
#E4DF2B  
RGB 228, 223, 43  
CMYK 16, 0, 96, 0  
Pantone 396 C  
Pantone 3965 U  
RAL 1016

**WHITE**  
#FFFFFF  
RGB 255, 255, 255  
CMYK 0, 0, 0, 0  
RAL 9016

**ABYSS**  
#2B2E31  
RGB 43, 46, 49  
CMYK 76, 64, 56, 68  
Pantone 426 C  
Pantone 5463 U  
RAL 9011

**STEALTH**  
#6F6F6E  
RGB 111, 111, 110  
CMYK 53, 43, 43, 28  
Pantone 2333 C  
Pantone 2334 U  
RAL 7005

**STRATUS**  
#DCDDDE  
RGB 220, 221, 222  
CMYK 16, 11, 11, 0  
Pantone 663 C  
Pantone Cool Gray 1 U  
RAL 9003

**MIST**  
#F6F6F6  
RGB 246, 246, 246  
CMYK 0, 0, 0, 5  
RAL 9003

**BLACK**  
#050504  
RGB 5, 5, 4  
CMYK 90, 78, 62, 97  
Pantone Black C  
Pantone Black U  
RAL 9005

# 5.0 Typography

Our primary fonts form the foundation of our visual identity, ensuring the consistency needed for brand recognition and impact across all external facing communications e.g website, literature and signage.

Please use the font details opposite and refer to the Implementation section of this guide for examples of our typefaces in action.

Space Grotesk Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789  
!@#\$%^&\*()\_ - + = {} []

Inter Semi-Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
!@#\$%^&\*()\_ - + = {} []

Inter Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
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SPACE

Inter

## HEADLINES ARE WRITTEN IN SPACE GROTESK REGULAR.

Inter Semi-Bold is used for lead in paragraphs lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus hendrerit, pellentesque aliquet nibh nec urna. In nisi neque, aliquet vel. dapibu lorem.

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**Morbi interdum mollis**  
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- Quisque fermentum. Cum sociis
- Natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Pellentesque adipiscing eros ut
- Libero mmodo quis, gravida id

## Headlines are written in Space Grotesk Regular.

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# 5.1 Typography

Our secondary fonts form the foundation of our visual identity, ensuring the consistency needed for brand recognition and impact across all internal and some external facing communications e.g. stationery, PowerPoint presentations and Microsoft programmes.

Please use the font details opposite and refer to the Implementation section of this guide for examples of our typefaces in action.

**Aptos Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**  
**!@#\$\$%^&\*()\_-=[]{}**

Aptos Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
!@#\$\$%^&\*()\_-=[]{}

## HEADLINES ARE WRITTEN IN APTOS BOLD CAPS.

**Aptos Bold is used for lead in paragraphs. It's Microsoft's font that replaces Calibri and is commonly used in Word, PowerPoint and other MS programmes.**

Aptos Regular body copy... dolor sit amet, consectetur adipiscing elit. Phasellus hendrerit. Pellentesque aliquet nibh nec urna. In nisi neque, aliquet vel, dapibus id, mattis vel, nisi. Sed pretium, ligula sollicitudin laoreet viverra, tortor libero sodales leo, eget blandit nunc tortor eu nibh. Nullam mollis. Ut justo. Suspendisse potenti.

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Interdum mollis sapien. Sed ac risus. Phasellus lacinia, magna a ullamcorper laoreet, lectus arcu pulvinar risus, vitae facilisis libero dolor a purus. Sed vel lacus. Mauris nibh felis, adipiscing varius, adipiscing in, lacinia vel, tellus. Suspendisse ac urna. Etiam pellentesque mauris ut lectus. Nunc tellus ante, mattis eget, gravida vitae, ultricies ac, leo. Integer leo pede, ornare a, lacinia eu, vulputate vel, nisl.

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## Headlines are written in Aptos Bold L/case

**Aptos Bold is used for lead in paragraphs Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus hendrerit. Pellentesque aliquet nibh nec urna. In nisi neque, aliquet vel, dapibus id, mattis vel, nisi. Sed pretium, ligula sollicitudin laoreet viverra, tortor libero.**

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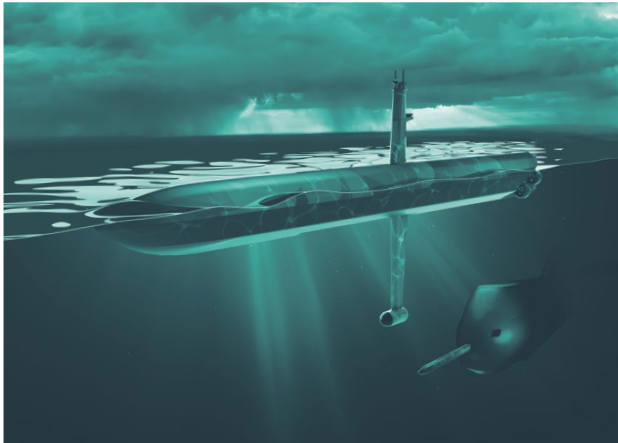
# 6.0 Imagery

**People, places and products**

Gabler use a variety of images of people, places and products

The following images are a small collection for illustrative purposes only.

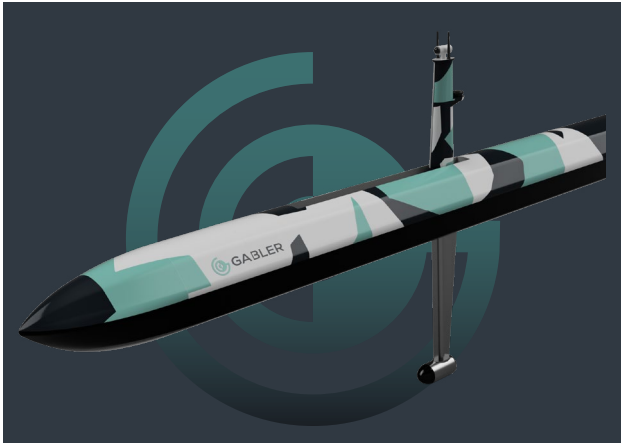
For the full range please request the images you require from [marketing@gabler-naval.com](mailto:marketing@gabler-naval.com)



CAD-style rendering



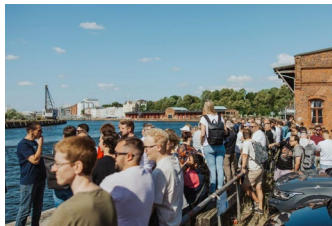
Monotone photorealistic CAD rendering



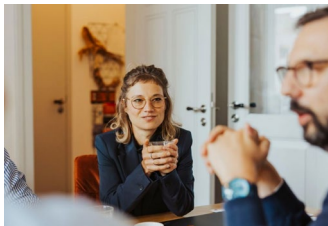
Stylised 3D concept rendering



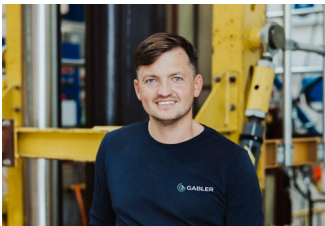
People in factory



Team day out



Group meeting



Portrait in factory



Portrait in office



Products being made in factory



Products on location

# 6.1 Imagery

## GRAPHIC EDGES

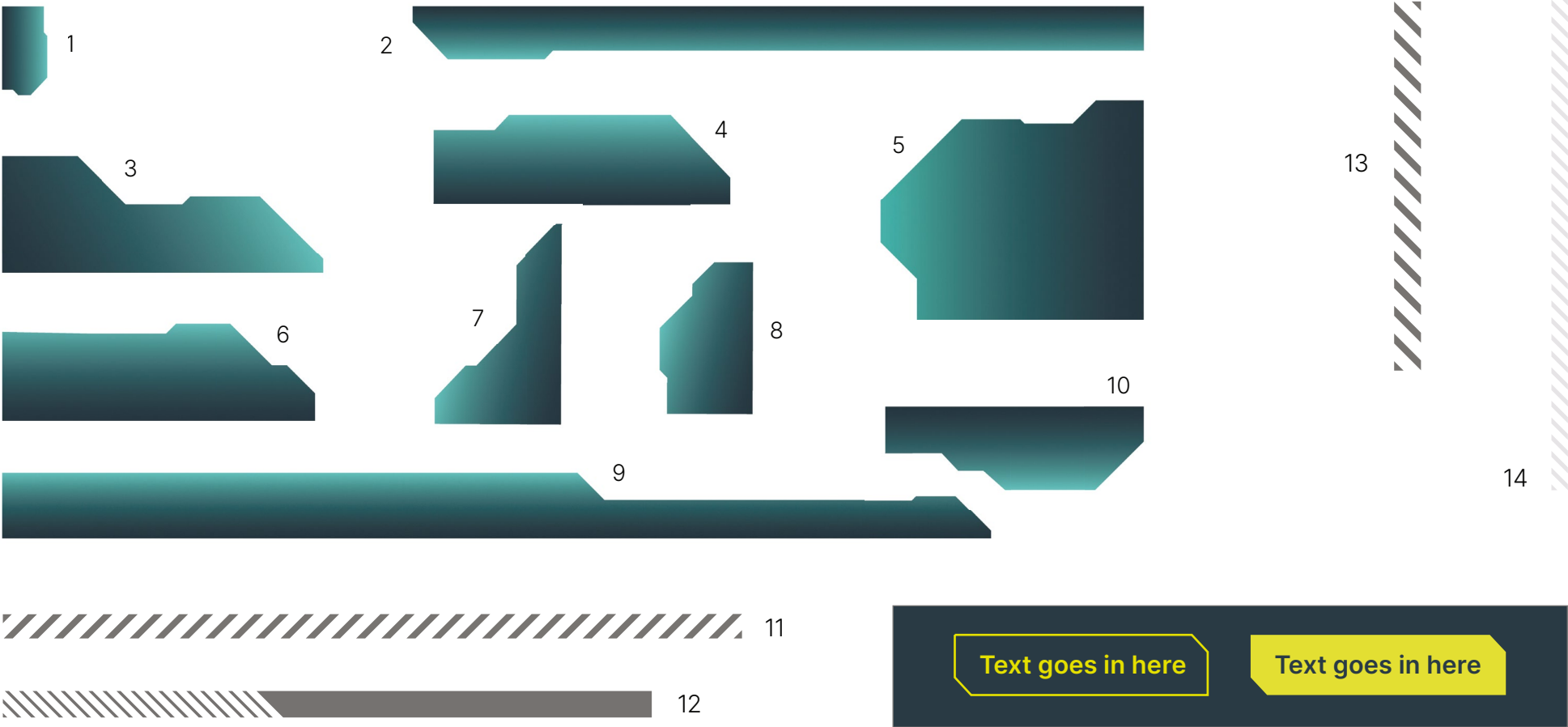
Our edge-shaped graphics are used to frame areas containing messaging or images. They add texture and movement to layouts but always retain the 45° angles. They can be scaled, rotated or inverted with the lighter shade facing inwards and the darker shade on the edge of the designed area.

They are most effective on a Nocturne background but may also be used on white.

Use the reference number to locate the correct image which is available from [marketing@gabler-naval.com](mailto:marketing@gabler-naval.com). Do not recreate these graphics. Select the appropriate version for the intended reproduction process and substrate.

Chevron stripes may be applied along image or page edges or outer borders to create interest and a sense of movement. Use them sparingly and subtly.

The yellow call-out, highlight buttons are bespoke and need to be created to suit the application.



## 6.2 Imagery

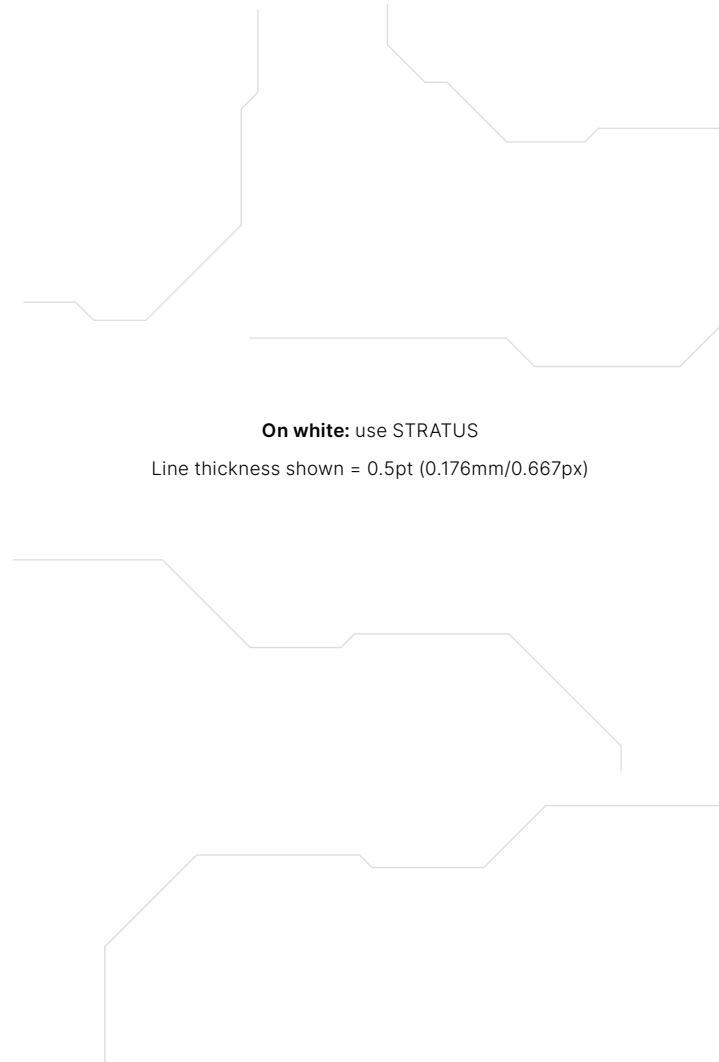
### GABLER LINES

The grey example lines shown opposite should only be used on white or Nocturne backgrounds. They may be positioned behind or over text and images, either within the framed area or bleeding off. Refer to the Implementation section for example applications.

#### Creating a line graphic

In Adobe InDesign or Illustrator, select a line thickness appropriate to the final viewing size (for example, 0.5pt for A4 or 0.75 on 1440px x 920px and adjust visually for large format graphics). **The lines must remain subtle**, acting as a faint pattern rather than a bold element that distracts from the design.

To create a line shape, use the Pen Tool and apply the colour as indicated opposite. Hold the Shift key to ensure lines are drawn at 0°, 45°. Once created, do not stretch or distort individual lines, as this will alter their proportions and angles. Always enlarge or reduce lines as a group, maintaining consistent thickness throughout.



# 7.0 Implementation

## LETTERHEAD, BUSINESS CARDS & EMAIL

When communicating on behalf of Gabler always use the correct Word or email template as this will maintain a consistent looking identity. The templates are available from **marketing@gabler-naval.com**

**Note:** Before emailing a letter to a prospect, client or supplier, convert the Word docx to PDF as this ensures the recipient will see it as intended. Remember to check the PDF properties dialogue box after conversion.



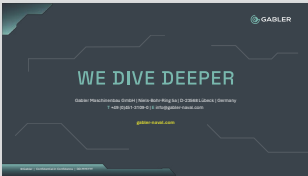
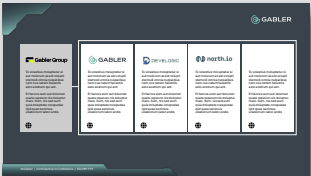
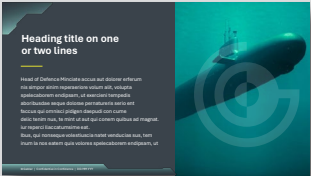
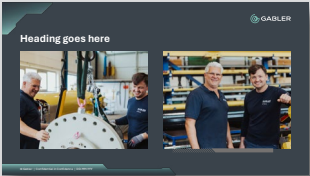
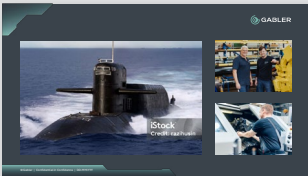
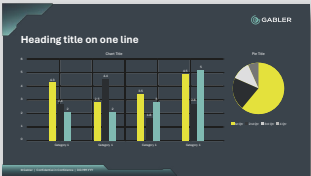
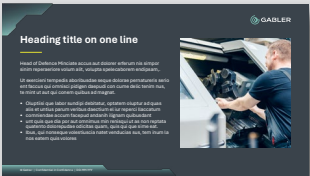
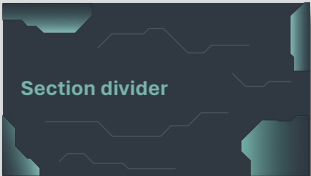
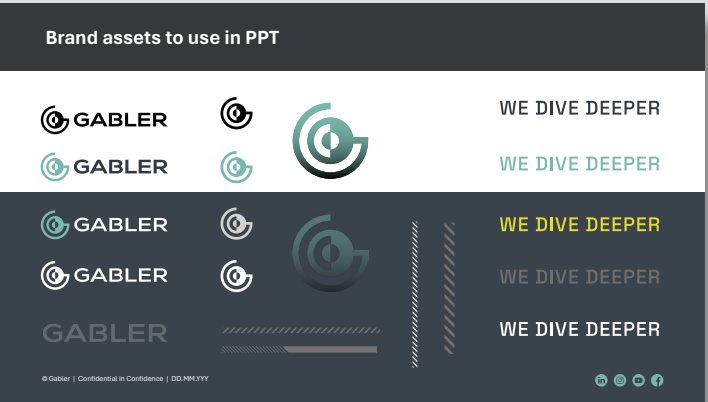
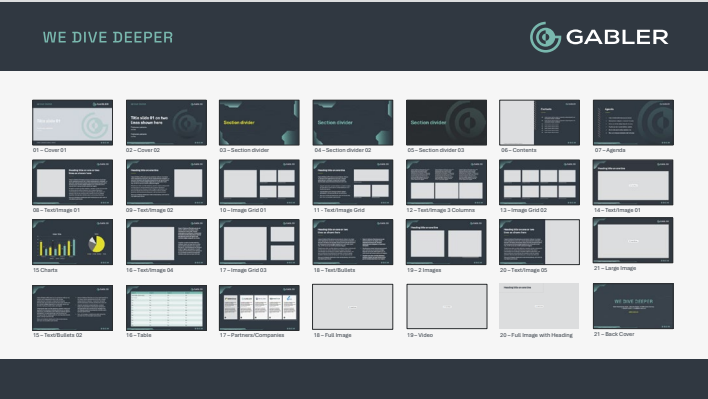
# 7.1 Implementation

## POWERPOINT TEMPLATE

A PowerPoint template is available from [marketing@gabler-naval.com](mailto:marketing@gabler-naval.com)

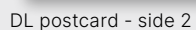
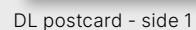
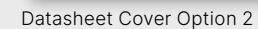
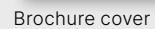
Always use the Slide Masters when creating a new slide and follow the instructions when opening the .potx file.

Note: The example slides below are for illustrative purposes only.





Please contact **marketing@gabler-naval.com** to discuss your requirements.



# 7.3 Implementation

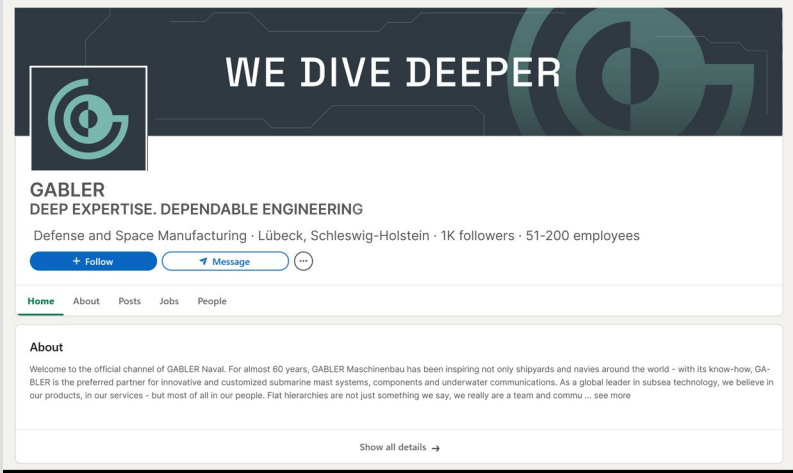
## SOCIAL MEDIA IMAGES

Social media profile and header images have been supplied to project our brand correctly.

As the dimensions and formats are changed by the social media giants from time to time, always check that your online presence is working and content updated regularly.

Our social media signatures (opposite) are available in our brand colours: black, mistral, nocturne, solaris and white.

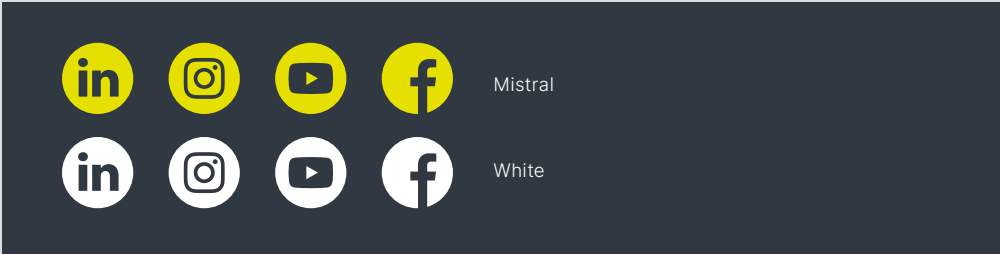
Always use the master artworks available from **marketing@gabler-naval.com**.



LinkedIn company cover image example and profile logo images top right



LinkedIn Instagram YouTube Facebook



## 7.4 Implementation

### GABLER WEBSITE

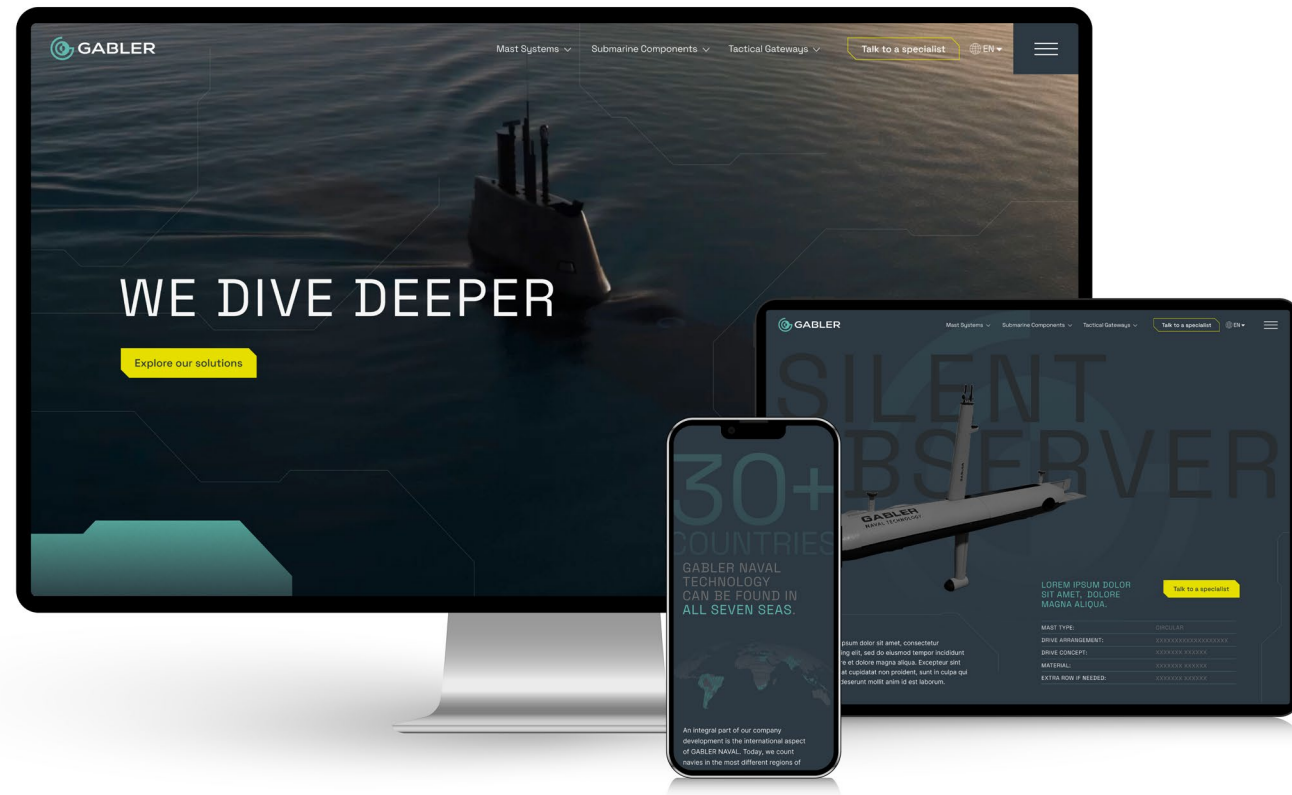
Our website can be found at:  
[www.gabler-naval.com](http://www.gabler-naval.com)

It is a powerful marketing tool, one that allows us to communicate our expertise, knowledge and products with our key audiences.

Being a responsive website it is optimised for multiple devices so that any user can engage with it across their desktop, tablet or mobile device.

A WordPress CMS (content management system) allows us to update the website quickly and easily, keeping the content fresh and relevant.

If you experience any issues with our website, please inform [marketing@gabler-naval.com](mailto:marketing@gabler-naval.com)





# 7.5 Implementation

## PROMOTIONAL ITEMS

The following promotional items are for illustrative purposes and only represent a small proportion of items available.

Please contact **marketing@gabler-naval.com** to discuss your requirements.



White and light grey polo shirt



Dark grey or black polo shirt



Lanyard



Pens



Mugs



Ruler



Marzipan



Water bottle

## 7.6 Implementation

### SIGNAGE

Our signage is seen regularly by staff, customers and the wider business community, so it is essential to reproduce our logo and visual identity consistently, and to a high standard.

Always seek approval for signage through **marketing@gabler-naval.com**



# 8.0 Brand language

**This is your go-to resource for help writing brand communications that capture the values, purpose and personality of Gabler. These principles and guidelines apply equally to fairs, our website and printed material.**

Like every brand, we must communicate with our audiences consistently and compellingly. This means that the words we choose matter.

Let's get started.

## 1. What we stand for

We'll begin with the pillars of our brand story - the what, why and how of Gabler.

### Why we exist

#### Our vision

To be the submarine systems partner of choice for the world's navies.

### What we do

#### Our mission

Our world-leading technology solutions make submarines smarter, crews safer and the seas more secure.

### How we help

#### Our brand promise

Gabler equips submarines with state-of-the-art technology. Engineered in Germany to perform in the toughest domain on the planet, our solutions ensure naval platforms are equipped to successfully execute every mission.

## How to be Gabler

### Our Values

#### **Strive for better**

We set the benchmark for quality, innovation and service in our field, but we're never complacent or set in our ways. If there is an improvement to be made, we'll dive deeper to find it and turn it into undersea advantage.

#### **Lead with integrity**

Our compass is integrity: we protect the lives of submarine crew and the freedoms of the world's democracies. We uphold the trust placed in us by keeping our promises and always choosing the right course to the best outcome.

#### **Advance together**

Like a submarine's crew beneath the waves, we move forward as one. We work best in collaboration, sharing ideas and staying open to new ways forward. Our close partnerships with our customers put their challenges at the centre of our innovations.

### Our tagline:

## WE DIVE DEEPER

Continued...



# 8.1 Brand language

Our language says a lot about us - how we do business as well as what we do. If we sound vague or insincere, or if we over-complicate things, people are likely to draw their own conclusions about what we're like to deal with.

## 2. How we sound

Above all else, we're in the business of dependability. Our mission-critical technology needs to work every time - lives depend on it. So, we write in a way that will be taken seriously. We don't waste words and we're never frivolous.

We're still a people business though. Our customer relationships are as differentiating as our technology, so we always aim to write human-to-human.

It helps to think of us as problem solvers. Whether or not you're writing for a tech-savvy audience, keep in mind the pain points we address and the solutions we're offering for them. Try not to get too caught up in jargon or technical specs. Focus instead on how we make our customers' lives easier.

### Our tone of voice

We speak as:

#### Dependable experts and helpful innovators

##### Dependable

We are trusted  
We are consistent  
We are reliable

##### Experts

We are experienced  
We are clued-in  
We are an authority

##### Helpful

We are collaborative  
We are human  
We are problem solvers

##### Innovators

We are pioneering  
We are smart  
We are transformative

### Our brand language in action

#### Our brand positioning

Gabler technology helps give your naval platforms unsurpassed control of the underwater domain. Engineered in Germany and trusted the world over, our mast systems, submarine components and tactical gateways have delivered for navies for over 60 years.

We are deep experts. We are dependable engineers. We are Gabler.

Continued...

# 8.2 Brand language

For a company that values precision and service as highly as we do, these would be the worst possible messages to put out there.

So, it's vital that we tell people clearly and persuasively what Gabler stands for.

## Boilerplate (About us)

Below the surface, everything is at stake. Your ability to manoeuvre, sense, communicate and strike.

To enable all of these, your submarine needs to be equipped with the most advanced, custom-built technology. This is where Gabler comes in.

Engineered in Germany and trusted the world over since 1962, our submarine mast solutions, submarine components and externally deployed systems give you unsurpassed control of the subsea domain.

We are deep experts. We are dependable engineers. We are Gabler.

## Key brand messages

### Always submarines, only submarines

We offer unrivalled experience in our field, with over 60 years specialising in submarine systems.

### Customisation as standard

We can create fully bespoke solutions, ensuring optimum performance on every platform.

### Built for performance

We're world-renowned for fully dependable technology, precision-engineered in Germany.

### A lifetime's peace of mind

Our systems are built to last, backed by impeccable service levels and lifecycle support.

## 8.3 Brand language

To start, here are a few basic tips on how to write well about Gabler. They're not rules as such, but they're useful points to consider when preparing and writing sales, marketing or brand communications.

### 3. How we put it all together

#### a) Start with your audience in mind

We communicate well when we write for our audience, not just about ourselves. So the first questions to ask yourself are:

- 'Who am I writing for?'
- 'What do I want from them?'
- 'How do I want them to respond to this communication?'

You might want to adapt your tone slightly for different audiences. Feel free to explain technical features to tech-savvy readers, but never at the expense of the benefits our solutions offer them.

#### b) Not all "we, we, we"

In practice, being focused on your audience means using the word 'you' at least as often as you write 'we'. Tell them about our offer, but focus on benefits from the reader's point of view, so they can see what we offer them.

#### c) Think about where it's appearing

The channel plays an important role in how you write. For example, digital communications are short, pared-down and informal compared to print, social media even more so than websites or emails. Our tone of voice is your ultimate guide, but always be mindful of the medium.

#### d) Keep it simple

'Precise' and 'concise' are the watchwords of good writing. Start by deciding exactly what you want to say, then write it in the simplest, clearest way you can.

- Always aim for just one key point per sentence.
- Avoid long, convoluted sentences (ideally no more than 30 words; definitely no more than 50).
- Simple doesn't mean shallow, so don't sacrifice detail purely for the sake of brevity. Say everything you need to, but no more.
- Clear distinctions are great; vague generalisations aren't.

#### e) Aim for an engaging tone

If your writing is too formal, we'll come across as stiff, traditional and corporate. The best way to establish a rapport with the reader is to be open, engaging and even a little conversational. Imagine you're having a friendly, professional one-to-one chat with a business associate.

Continued...

## 8.4 Brand language

Structure is as important as content in making your writing easy and rewarding to read. Here are some tips to help you organise your thoughts:

### f) Keep it well-structured

- **Keep paragraphs short:** Information presented in small, digestible chunks is much easier to take in. Keep paragraphs to three or four sentences at most.
- **Use titles and headings:** Divide information into clearly marked sections. It can also help to highlight key words or phrases within the body text, especially online (e.g. in marketing emails).
- **Make lists: Befriend the bullet point.** Lists break up prose and bring key facts and details instantly to the reader's attention.
- **Don't repeat yourself:** In longer communications like brochures and websites, the same information can have a habit of cropping up in numerous places. It shouldn't. Start every writing task with a clear outline of your content, then put the right bits in the right place – and nowhere else.
- **Don't focus too heavily on the problem:** Provide the solution. Your audience is all too aware of the pressures they're under, so don't dwell on a bleak picture – reassure your readers that help is at hand.

## 4. Gabler on social media

LinkedIn is the social space where we can be bold in how we present our offer. At all times, our voice needs to reflect and align with our vision, mission and values.

Direct, confident, authoritative and inspiring are good watchwords. Our goal is to build loyalty and trust, while encouraging more people to see our innovative, thought-provoking side.

### LinkedIn

On LinkedIn, we will underline our strategic purpose and values, connecting with like-minded professionals and starting a dialogue on the importance of our work and our sector.

Through blog posts, articles and platform updates, we'll cement our reputation for not just innovation and thought leadership, but also ethical behaviour, social responsibility and eco-consciousness.

As the social platform for professionals, LinkedIn is the most direct channel to our target audiences. When you write a post to accompany the article you're sharing, give people a strong reason to click.

Be brief and informative, but above all compelling. Remember: you're in a high-knowledge space, but that's never a reason to create flat or dull content filled with jargon. Again, use our values and tone of voice as your guide.

# 9.0 Contact us



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**[gabler-naval.com](https://gabler-naval.com)**