Pyplok®

BRAND GUIDELINES

The weldless, threadless way to join pipe/tube.

Welcome to Pyplok®'s Brand guidelines.

This document contains all you need to know about the Pyplok® brand and should be used as a guide for all advertising and marketing support, ensuring a conscious, coordinated, and consistent approach to communications. When our message is delivered consistently, it reinforces our brand's promise and personality, boosting brand awareness, recognition, and preference. As a team member, partner, or vendor, we ask that you use this brand guide correctly, making sure that it is always referred and adhered to.

This approach is based on an understanding that every decision – not advertising or marketing alone – communicates something to someone about who we are, what we do, and most importantly, what we stand for.

Contents

Mission & Vision

Mission (Direct Customers): To save our customers time and money while providing safe, effective, innovative, and easy-to-use non-welded mechanically attached fittings.

Mission (Distributors): To provide top-of-the-line products, support and training to help distributors effectively sell and install Pyplok® products.

Vision: To leverage our direct sales channels and distributor relationships to become the #1 local and global provider of non-welded mechanically attached fittings.

Logo

The Pyplok® logo is a unique piece of artwork that went through a re-brand update in 2022.

To maintain brand consistency and to ensure the integrity of the logo, always use the approved digital files. The logo presented here represents the preferred logo approved for use.

The logo should never be recreated or altered.

Preferred colour logo

Preferred black logo

| 10

| 11

Usage

When employing the Pyplok® logo in various applications, use the "o" symbol as a spacing guide, as illustrated to the right. this ensures equal spacing presence around the logo while using it alongside other logos or content.

The logo should never be altered, resized, or split apart in any way to accommodate layout.

Sizing

When sizing down the preferred Pyplok® logo, the minimum size of the logo in width should not be smaller than 1.25". This also applies when used on a dark coloured background as shown below.
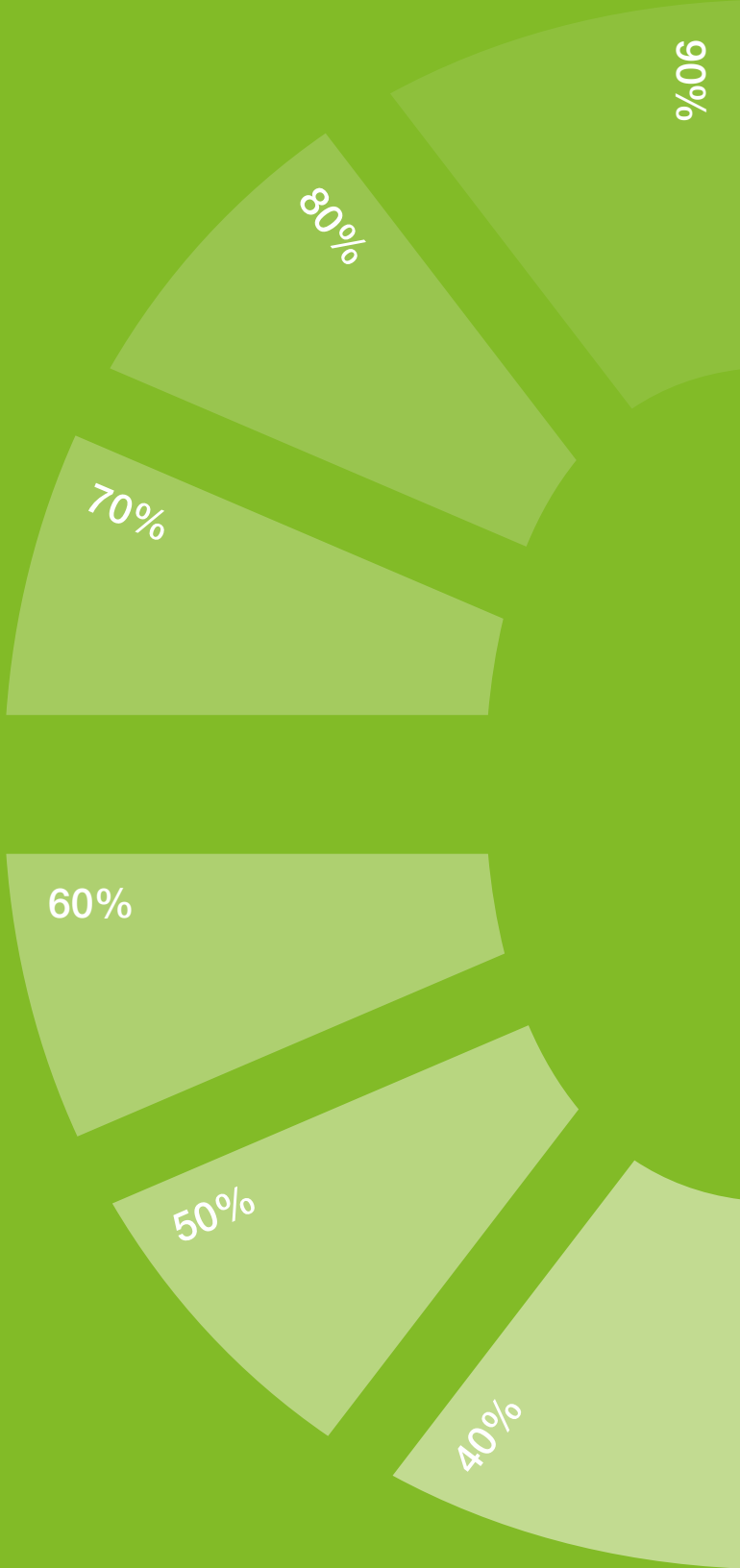

Restrictions

When using the Pyplok® logo, do not distort, stretch, rotate, or change position or colour of wording and icon in any way. Altering the logo is prohibited.

Colours

Pantone 541

C - 100 M - 84 Y - 30 K - 16
HEX - #003B71
R - 0 G - 59 B -113

90%
80%
70%
60%
50%
40%

90%
80%
70%
60%
50%
40%

Pantone 368

C - 59 M - 2 Y - 100 K - 0
HEX - #76BC21
R - 118 G - 188 B -33

Typography

Core logo font

Helvetica Neue LT Std 25 Ultra Light
Helvetica Neue LT Std 26 Ultra Light Italic
Helvetica Neue LT Std 35 Thin
Helvetica Neue LT Std 36 Thin Italic
Helvetica Neue LT Std 45 Light
Helvetica Neue LT Std 46 Light Italic
Helvetica Neue LT Std 55 Roman
Helvetica Neue LT Std 56 Italic
Helvetica Neue LT Std 65 Medium
Helvetica Neue LT Std 66 Medium Italic

Helvetica Neue LT Std 75 Bold
Helvetica Neue LT Std 76 Bold Italic
Helvetica Neue LT Std 75 Bold Outline
Helvetica Neue LT Std 85 Heavy
Helvetica Neue LT Std 86 Heavy Italic
Helvetica Neue LT Std 95 Black
Helvetica Neue LT Std 96 Black Italic

Secondary font (digital/web)

Inter Thin
Inter Extra Light
Inter Light
Inter Regular
Inter Medium
Inter SemiBold
Inter Bold
Inter ExtraBold
Inter Black

Imagery

Photography colour, grayscale, spot colour overlay

The images may be used for messaging in marketing materials, advertisements, digital web, and social media platforms as required. To maintain brand consistency and to ensure the integrity of the imagery, always use the approved digital files.

The selection of images presented here represents the preferred style treatment approved for use on all marketing platforms.
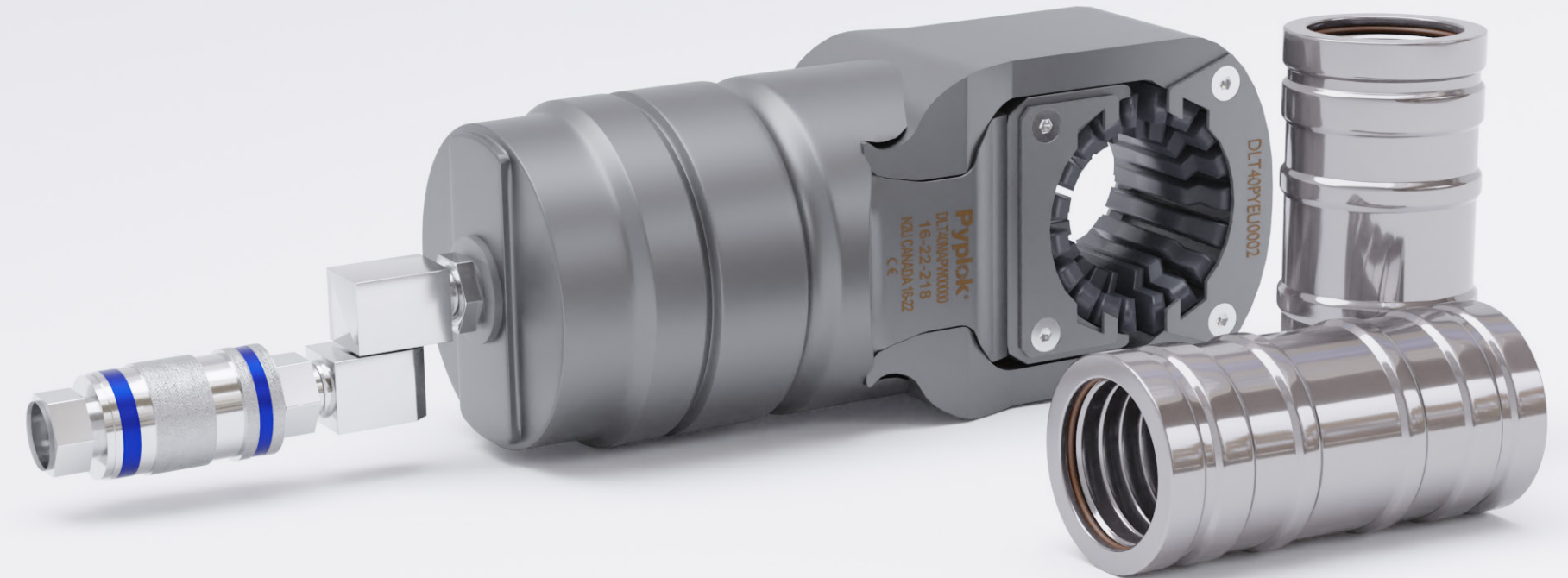
Preferred product imagery (isolated)

3D Renderings

The 3D renderings may be used for marketing materials, advertisements, digital web, and social media platforms and video animation as required. To maintain brand consistency and to ensure the integrity of the 3D renderings and video animation, always use the approved provided digital files.

Print Collateral

The selection of the print collateral examples are all available in some of the following languages: French, German, Italian, Portugese, and Spanish. These collateral examples presented here represents the preferred style treatment approved for use.

INCLUDED:
Brochures
Presentation folder
Business cards
Case studies
Pull-up banner

Pyplok™

CASE STUDY

UNIÓN SIN SOLDADURA DE TUBERÍA

Fiable | Sin fugas | A prueba de manipulaciones

Pyplok®

INSTALLATION DATE:
August 2022

END USER:
Shell

LOCATION:
Offshore Louisiana, Gulf of Mexico

LINES SIZES AND MATERIAL:
2" NPS
2507 Super Duplex

SYSTEM MEDIUM:
Seawater Service Line

SPECIAL COMMENTS OR NOTES:
Failed weld on a 2" branch tee was leaking and PYPLOK was selected to perform a non-welded repair offshore on the 2" Sch 10 Super Duplex line. A spool with new tee was fabricated onshore and PYPLOK was utilized to tie in the spool with the exiting line. Service is ASME 150 class service, B31.1, constructed out of A790 UNS S32760/32760 super duplex, under I.I.C. Class I jurisdiction, enployer ...

Pyplok™

The only Non-Welded Fitting Available in:

Carbon Steel
Stainless Steel
Duplex 2205
Super Duplex 2507
CuNi 70/30 & 90/10
Titanium

| Swages in seconds
| Hands free, without holding the tool
| Safe, cold work installation

ASME B31 Compliant
USCG, ABS, DNV, LR Approved up to 4"

pyplok.com

Pyplok® Fittings
Reliable | Leak Free | Tamper Proof

The Pyplok® system assists you and your team with safe, cost-effective, and environmentally friendly installation and repair practices. NPS Pipe, OD Tube & Metric Tube.

Outer o-ring seal   Inner o-ring seal   Pipe
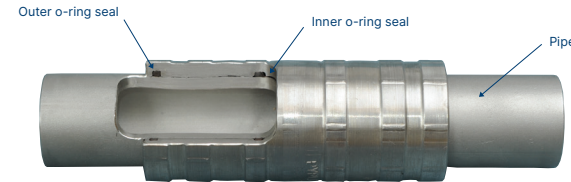
Benefits
- Significant reduction of installation time
- Non-welded connection eliminates chemical cleaning requirement
- No hot work required: safer and less expensive
- Simple, repeatable procedure to make connections
- North American scheduled pipe, OD Tube, and Metric sizes
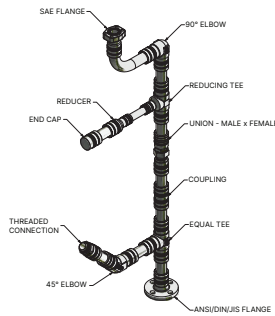- Manufactured shapes, elbow, tees, threaded, and flanged ends

Pyplok® Process
1. Inspect pipe/tube with supplied gauge for compatibility
2. Prep the pipe by cleaning the surface and removing any burrs
3. Mark the insertion depth utilizing supplied gauge
4. Pressurize Pyplok® tool
5. Inspect the crimp with supplied gauge

Pipe	Tube	Metric	10	20	40	55	70	86
	1/4"	6mm						
		8mm						
3/8"								
		10mm						
		12mm						
1/2"								
5/8"	15/16 mm							
1/4"		14mm						
3/8"		18mm						
		20mm						
3/4"								
1/2"		22mm						
		25mm						
1"								
3/4"		28mm						
		30mm						
1 1/4"								
1"		35mm						
1 1/2"		38mm						
1 1/4"		42mm						
		44.5mm						
1 1/2"								

MODEL 10
MODEL 40-90
MODEL 40-02
MODEL 55

Pyplok® Assembly

SAE FLANGE — 90° ELBOW
REDUCER — REDUCING TEE
END CAP — UNION • MALE • FEMALE
— COUPLING
THREADED CONNECTION — EQUAL TEE
45° ELBOW — ANSI/DIN/JIS FLANGE

End Connections (threads male & female)
SAE, NPT, BSP, DIN 24**, JIC*, ORFS*

SAE CD61 & CD62

Couplings
Straight & Reducer Couplings

Model 86

PRODUCT CATALOGUE

Pyplok™
Non-Welded Mechanically Attached Fittings

Reliable | Leak Free | Tamper Proof

Pyplok™
Rob Mackay
Director of Business Development
rob.mackay@pyplok.com
M: +1.805.973.2357

6624 Arvin Avenue
Stoney Creek, Ontario
Canada, L0E 5N8
pyplok.com

Social
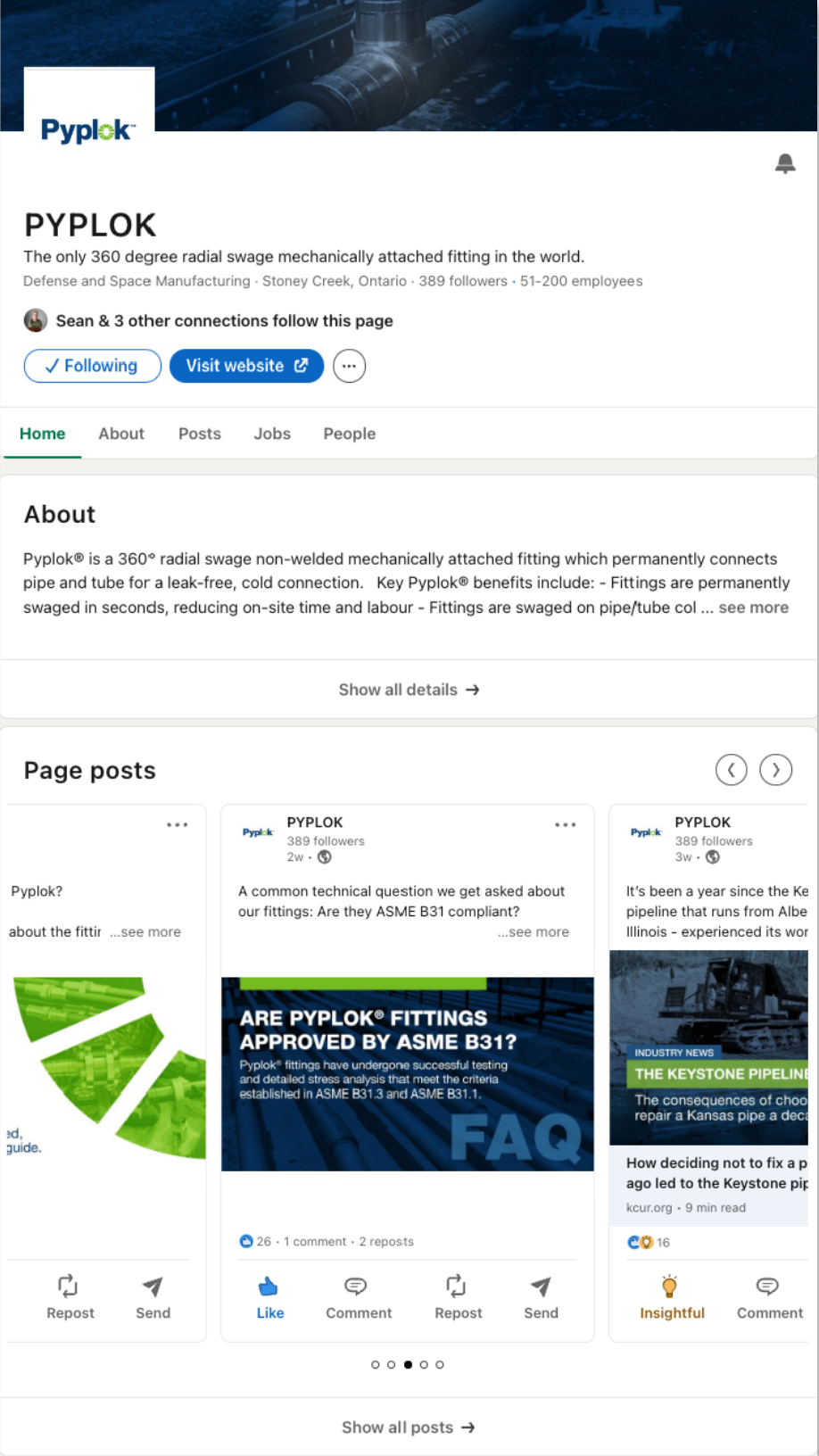
Brand Voice: Authoritative and Dependable

Companies look to Pyplok® for inclusion in large-scale, expensive, risky projects. The voice needs to instill a sense of trust in these companies. Industry-specific jargon should be included, but must be used correctly and judiciously.

Personality: A "Casual Expert"

When the situation dictates, the voice can be warm and conversational. When it comes to imparting knowledge or expertise, detailed facts flow just as freely as any other topic. This personality is meant to convey wisdom without appearing to lecture or talk down to its audience.

Tone: Inviting, Enthusiastic, Supportive

Pyplok® is the best product in its niche for every suitable operation or project, and the voice projects the desire to prove that at every opportunity. The brand is associated and aligned with some significant global players, and the voice indicates a humility and gratitude as a result.

pyplok.com

Pyplok®